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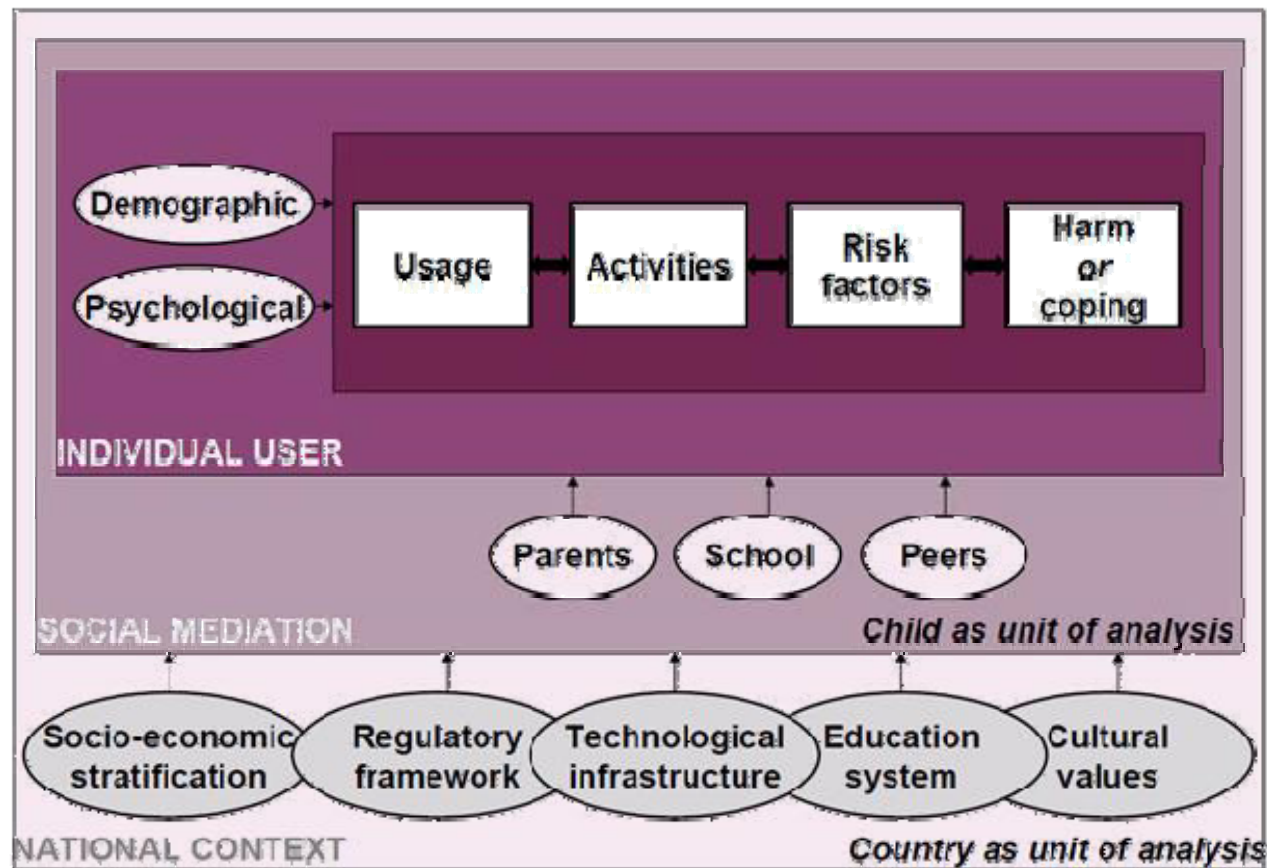


Parental mediation strategies throughout Europe

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Context influencing children's use of the internet



INDIVIDUAL USER

SOCIAL MEDIATION

Parents
School
Peers

NATIONAL CONTEXT

Methodological issues



- 25.000 interviews
- 25 countries
- Parents and children
- 9-16 year old children



Parental Mediation Strategies



- **Active mediation of the child's internet use** - the parent is present, staying nearby, encouraging or sharing or discussing the child's online activities.
- **Active mediation of the child's internet safety** – the parent guides for using the internet safely, also possibly helping or discussing what to do in case of difficulty.
- **Restrictive mediation** – the parent sets rules that restrict the child's use
- **Monitoring** – the parent checks available records of the child's internet use afterwards.
- **Technical mediation of the child's internet use** – the parent uses software or parental controls to filter, restrict or monitor the child's use.

Presentation scheme



1. Questions included in each of the mediation strategies
2. Socio-demographic analysis (age, gender, and SES)
3. And third, the cross-national comparison of the countries.

Percentages included refer to parents or children that have answered “yes” to one or more questions of each mediation.

Active mediation in internet use



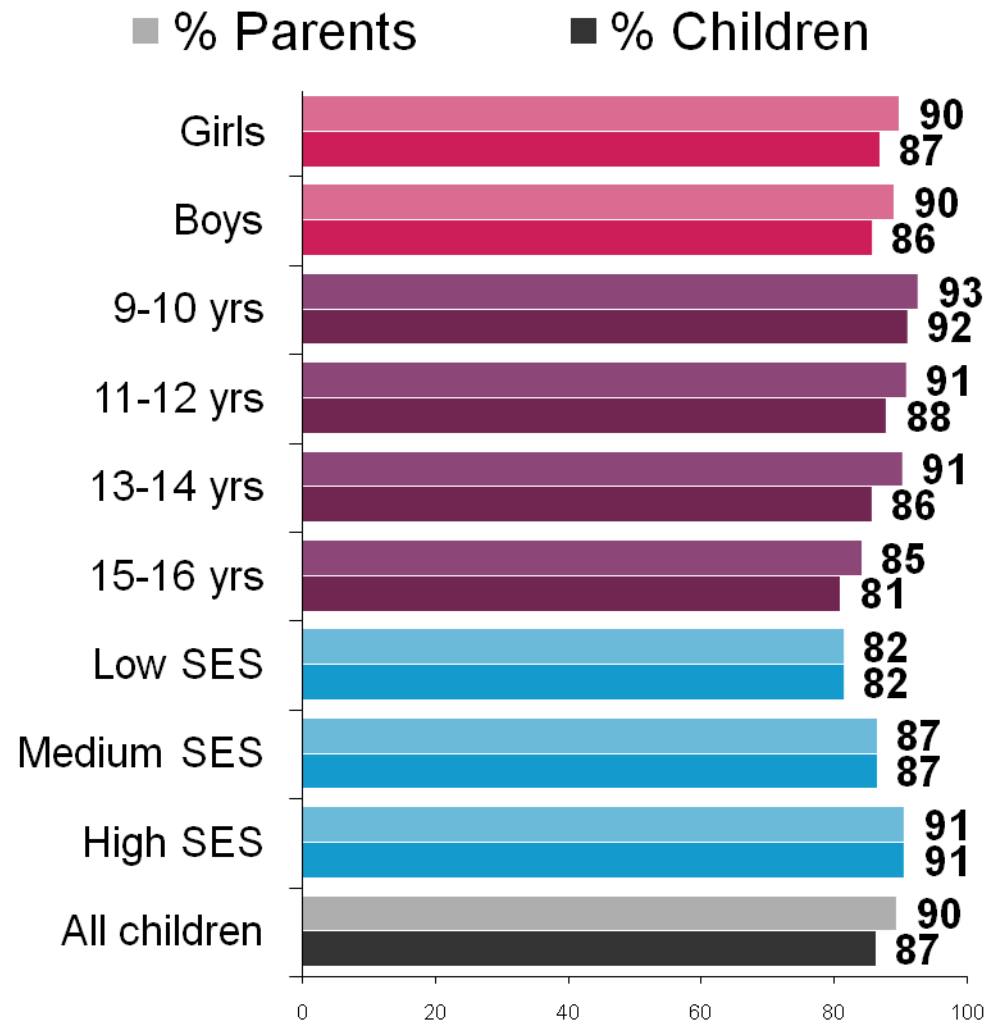
Does your parent / do either of you parents sometimes... ?

- Talk to you about what you do on the internet
- Stay nearby when you use the internet
- Encourage you to explore and learn things on the internet on your own
- Sit with you while you use the internet
- Do shared activities together with you on the internet

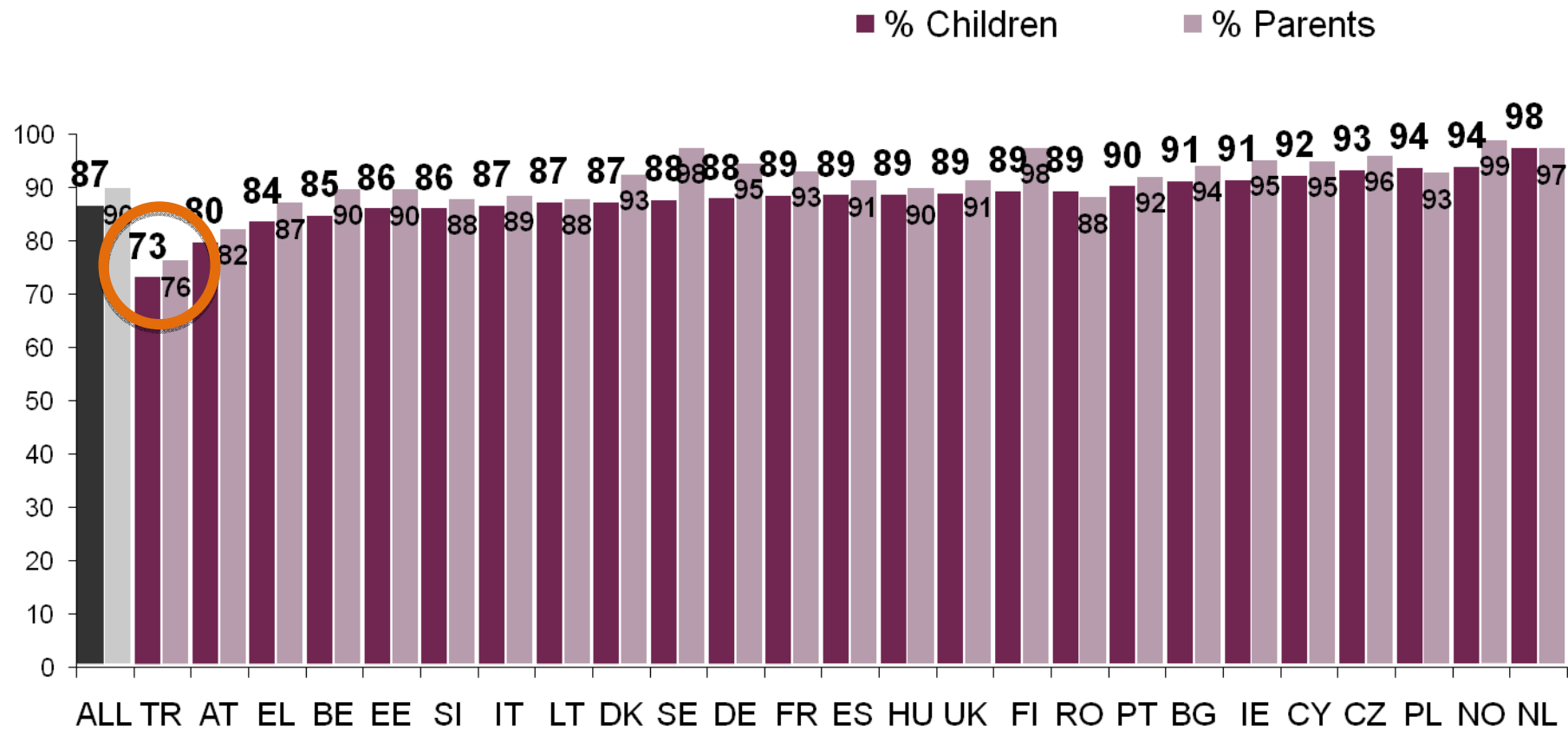
Active mediation in internet use



- Very high levels of active mediation in internet use
- No gender differences
- Higher levels of mediation in younger children
- Higher level of mediation in high SES households



Active mediation in internet use



Active mediation in internet safety

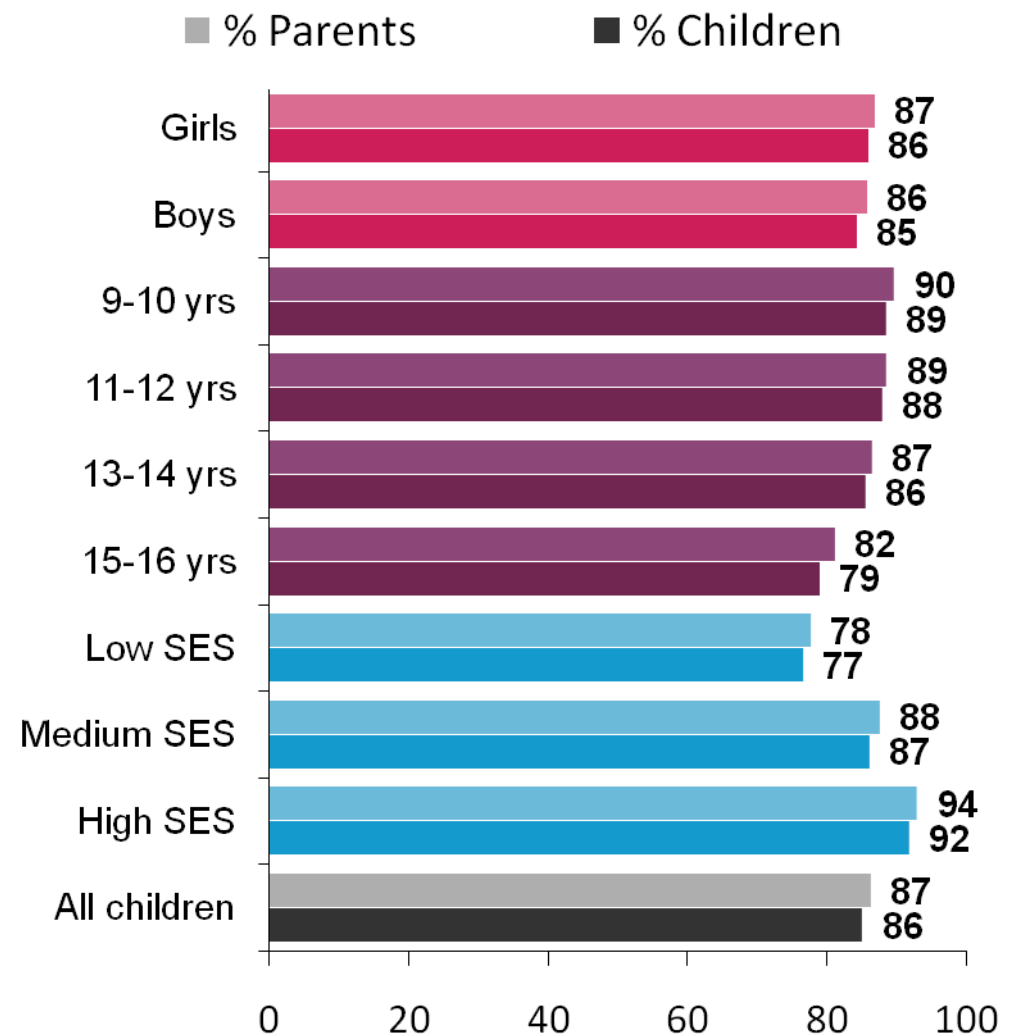


- *Does your parent / do either of you parents sometimes... ?*
- Explained why some websites are good or bad
- Helped you when something is difficult to do or find on the internet
- Suggested ways to use the internet safely
- Suggested ways to behave towards other people online
- Talked to you about what to do if something on the internet bothered you
- Helped you in the past when something has bothered you on the internet

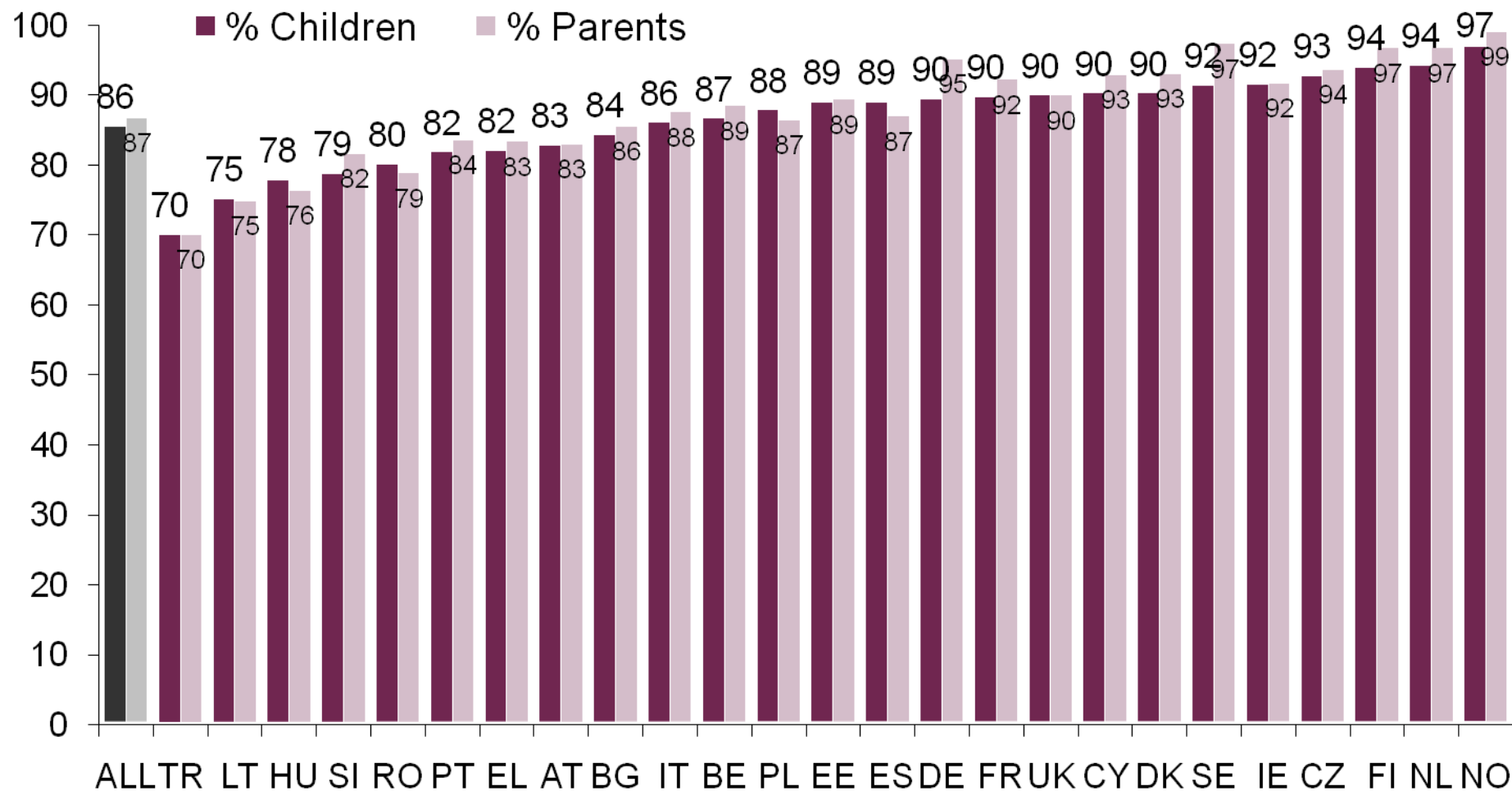
Active mediation in internet safety



- High level of active mediation
- No remarkable gender differences
- Important age differences
- Important SES differences



Active mediation in internet safety



Restrictive mediation



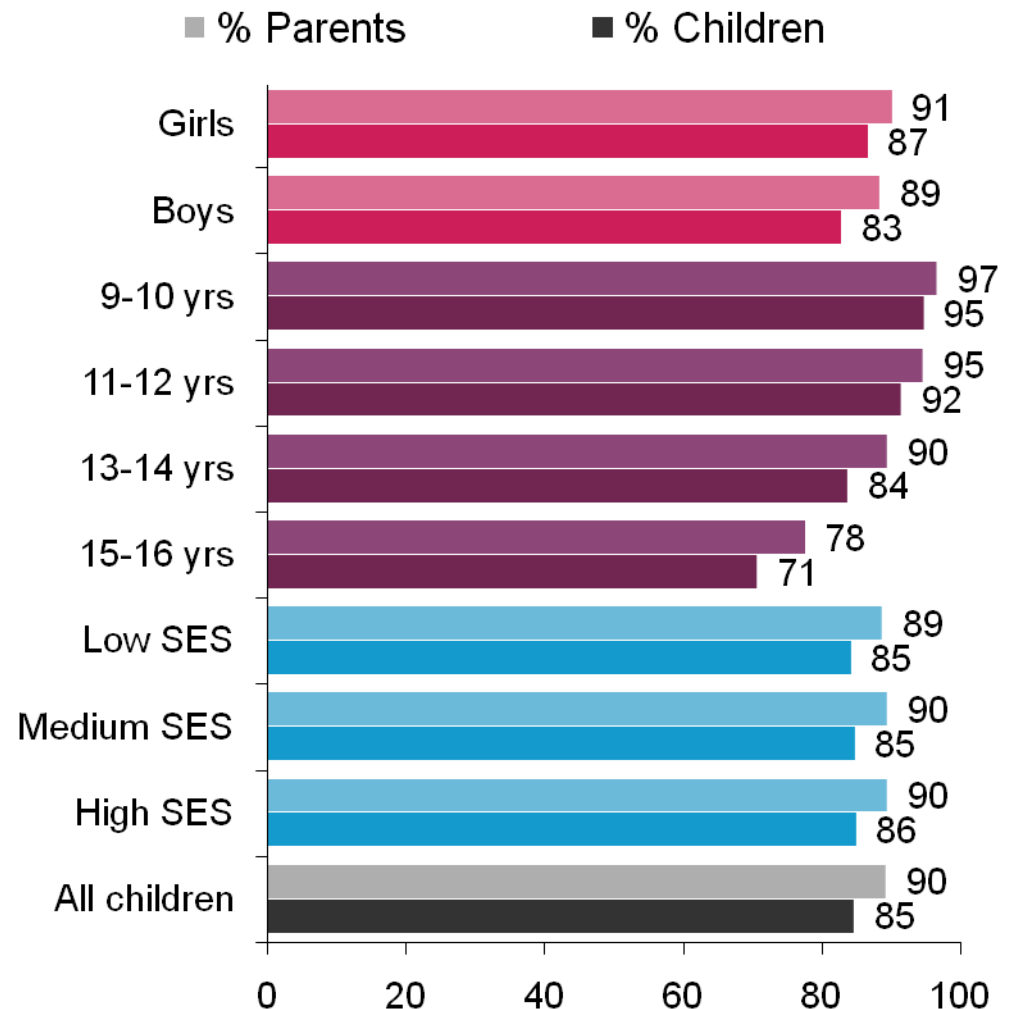
% who say that rules apply about...

- Give out personal information to others on the internet
- Upload photos, videos or music to share with others
- Download music or films on the internet
- Have your own social networking profile
- Watch video clips on the internet
- Use instant messaging

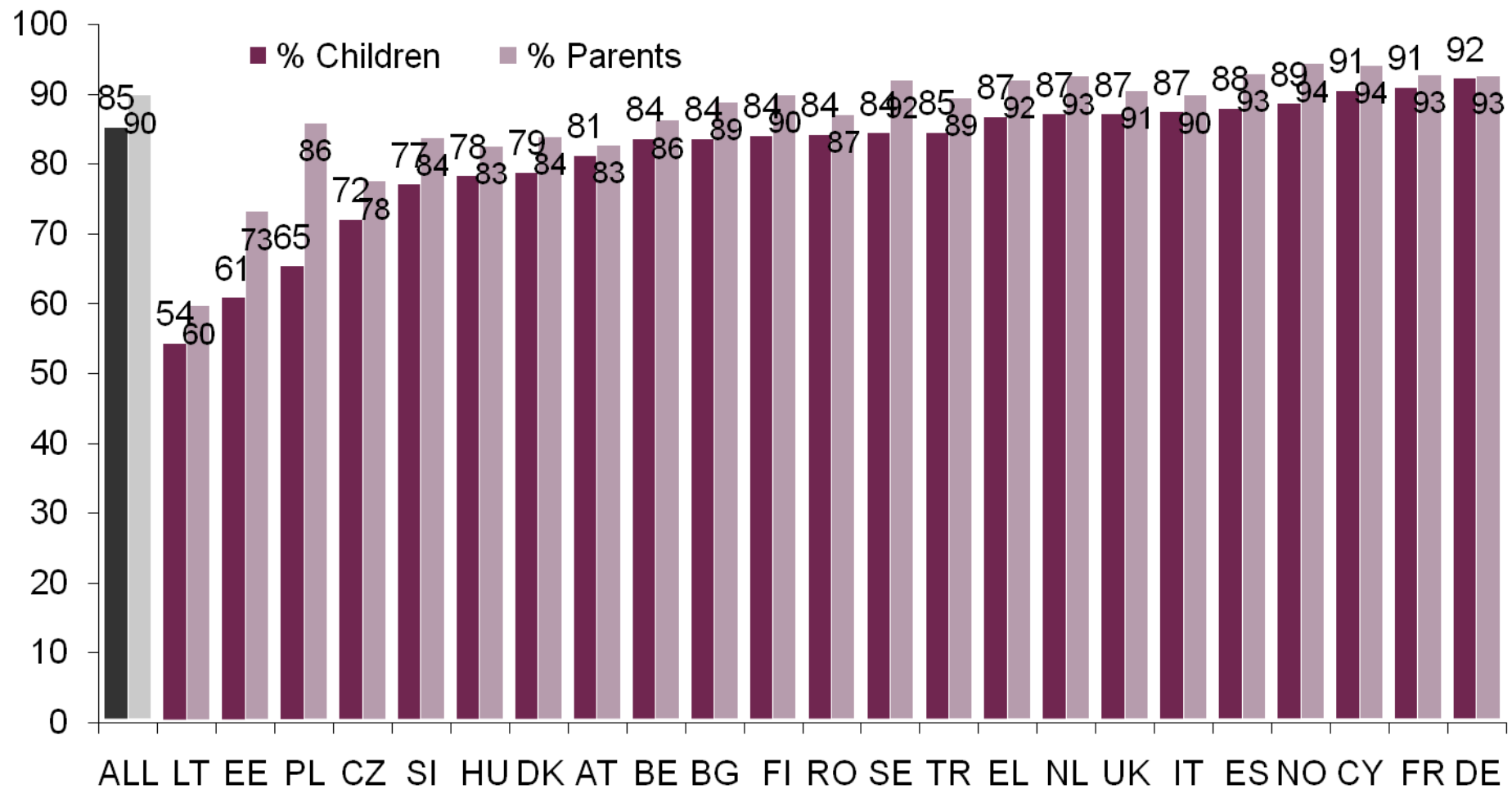
Restrictive mediation



- Very widespread strategy.
- More differences between parents' and children's reports
- Small gender differences
- No SES differences
- High age differences



Restrictive mediation



Monitoring

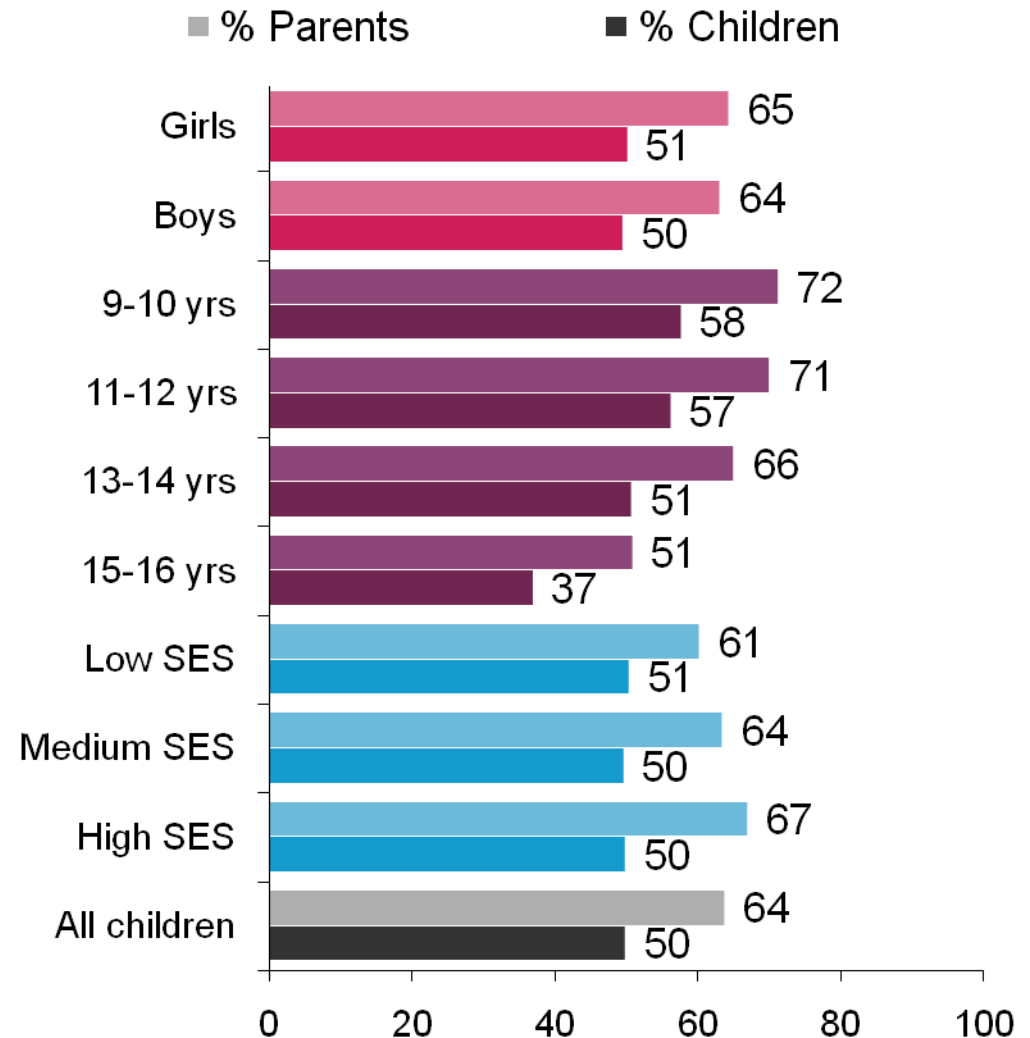


- *% who say parents check...*
- Which websites you visited
- Your profile on a social network or online community
- Which friends or contacts you add to social networking profile
- The messages in your email or instant messaging account

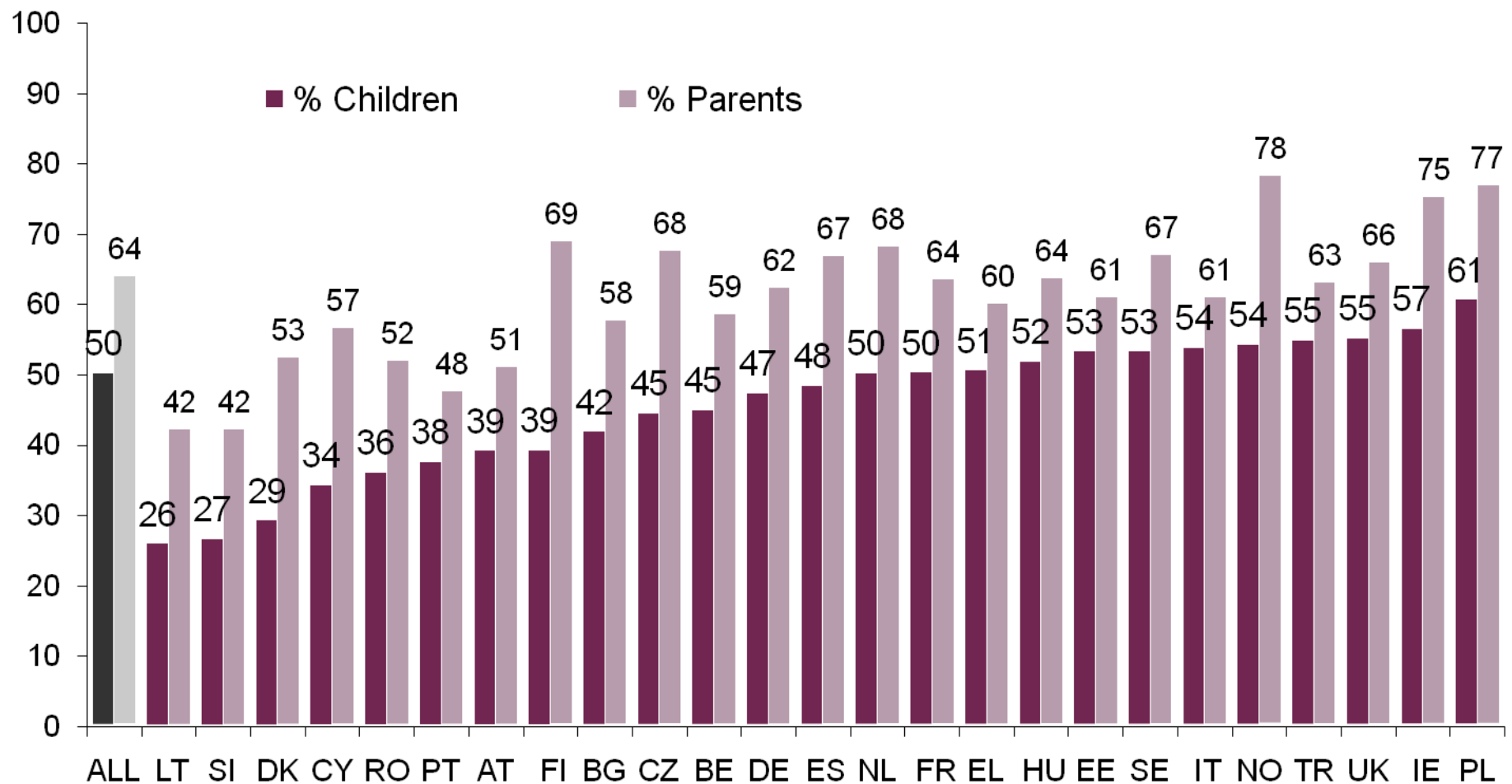
Monitoring



- Lower incidence than the other strategies
- High differences between parents and children's reports



Monitoring



Technical mediation

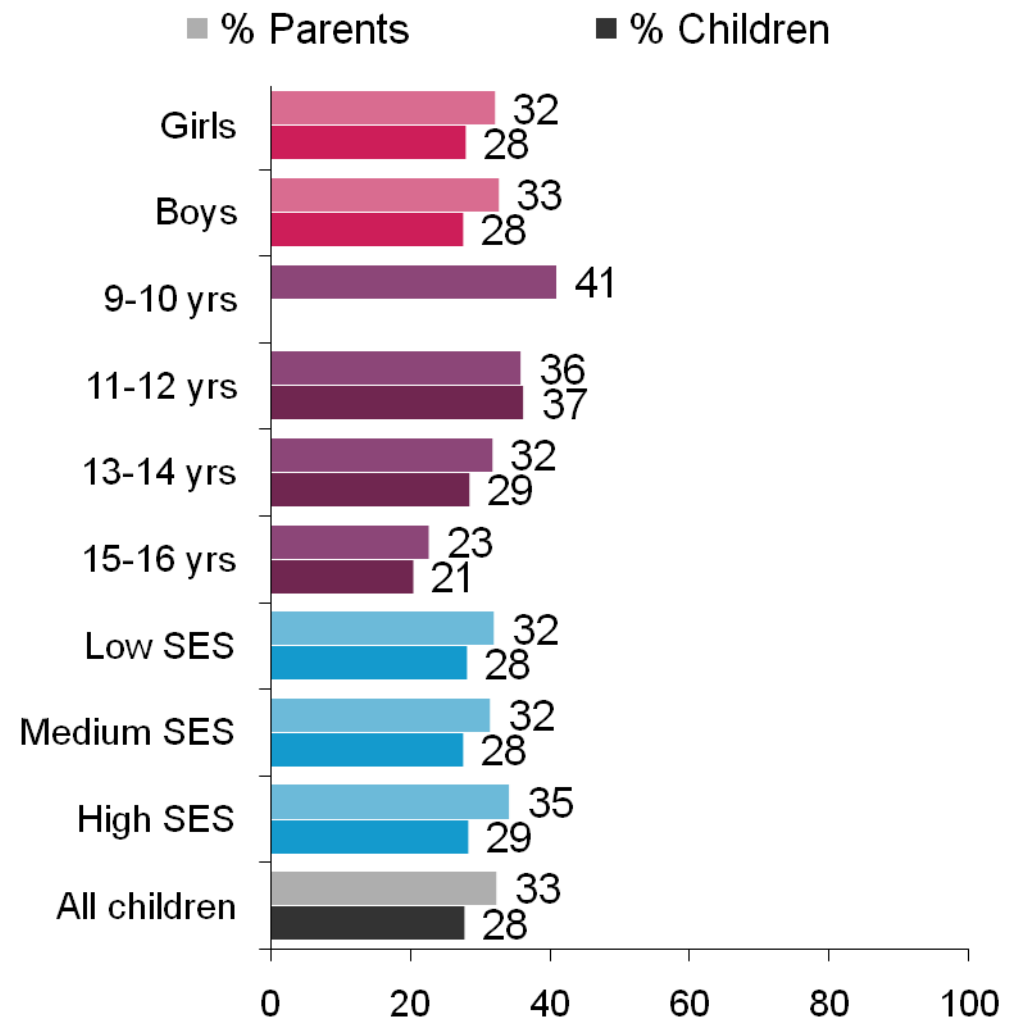


- *Does your parent / do either of you parents sometimes... ?*
- Software to prevent spam/junk mail or viruses
- Parental controls or other means of blocking or filtering some types of website
- Parental controls or other means of keeping track of the websites you visit
- A service or contract that limits the time you spend on the internet

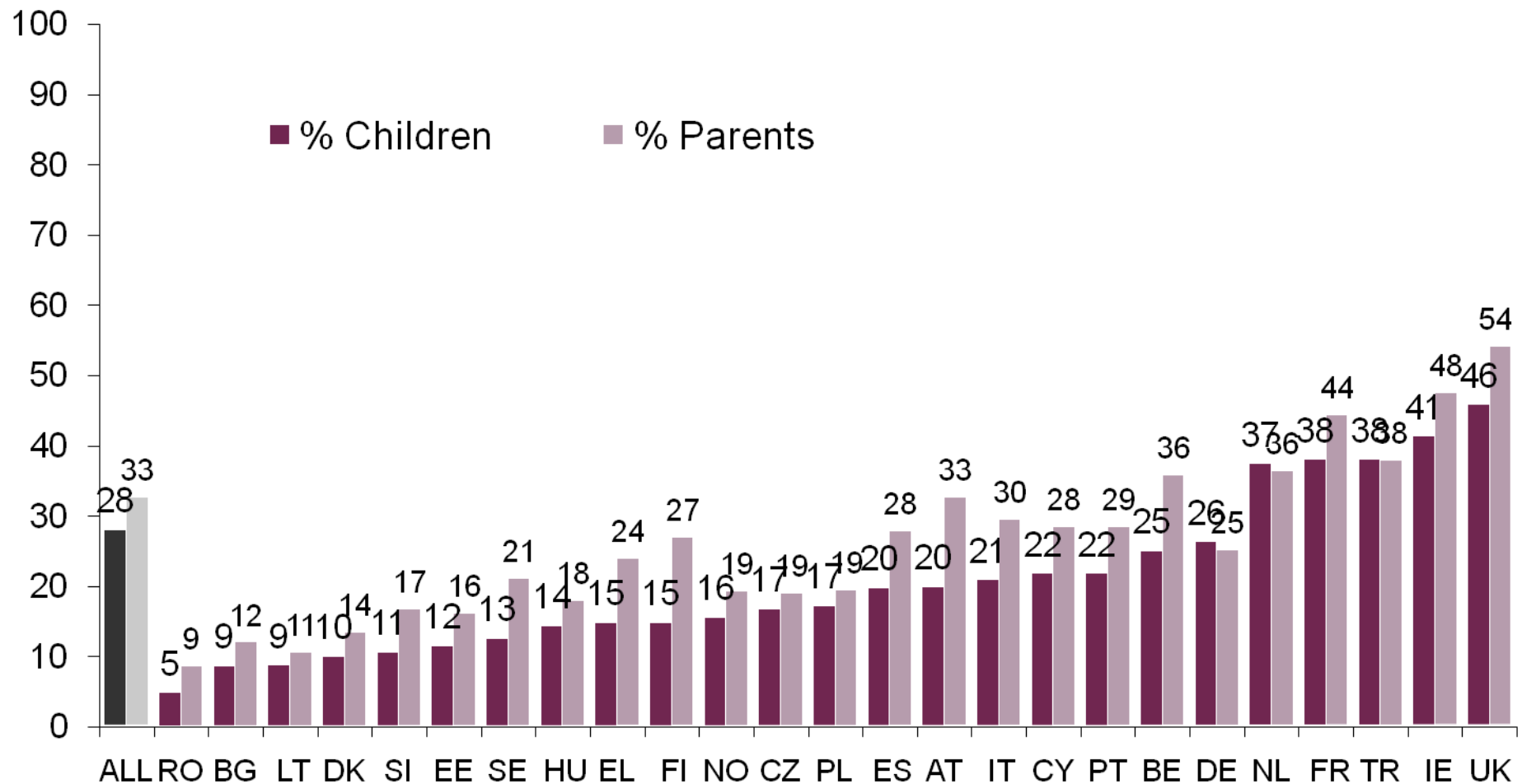
Technical mediation (parental controls or other means of blocking)



- The less followed strategy by parents
- No differences, except for age



Technical mediation



Conclusions



- Active mediation strategies are the most frequently used by parents.
- There is hardly any gender difference
- Mediation decrease as children grow
- SES differences are only remarkable for the active mediation strategies

Conclusions



- Difficult to identify a clear pattern among countries, but overall:
- UK and IE show very high levels of mediation in most of the strategies
- Baltic and Eastern countries show the lowest levels
- Nordic countries have high levels of active mediation
- Countries like Turkey or Romania have low active mediation but high monitoring and restrictions

Thank you for your attention

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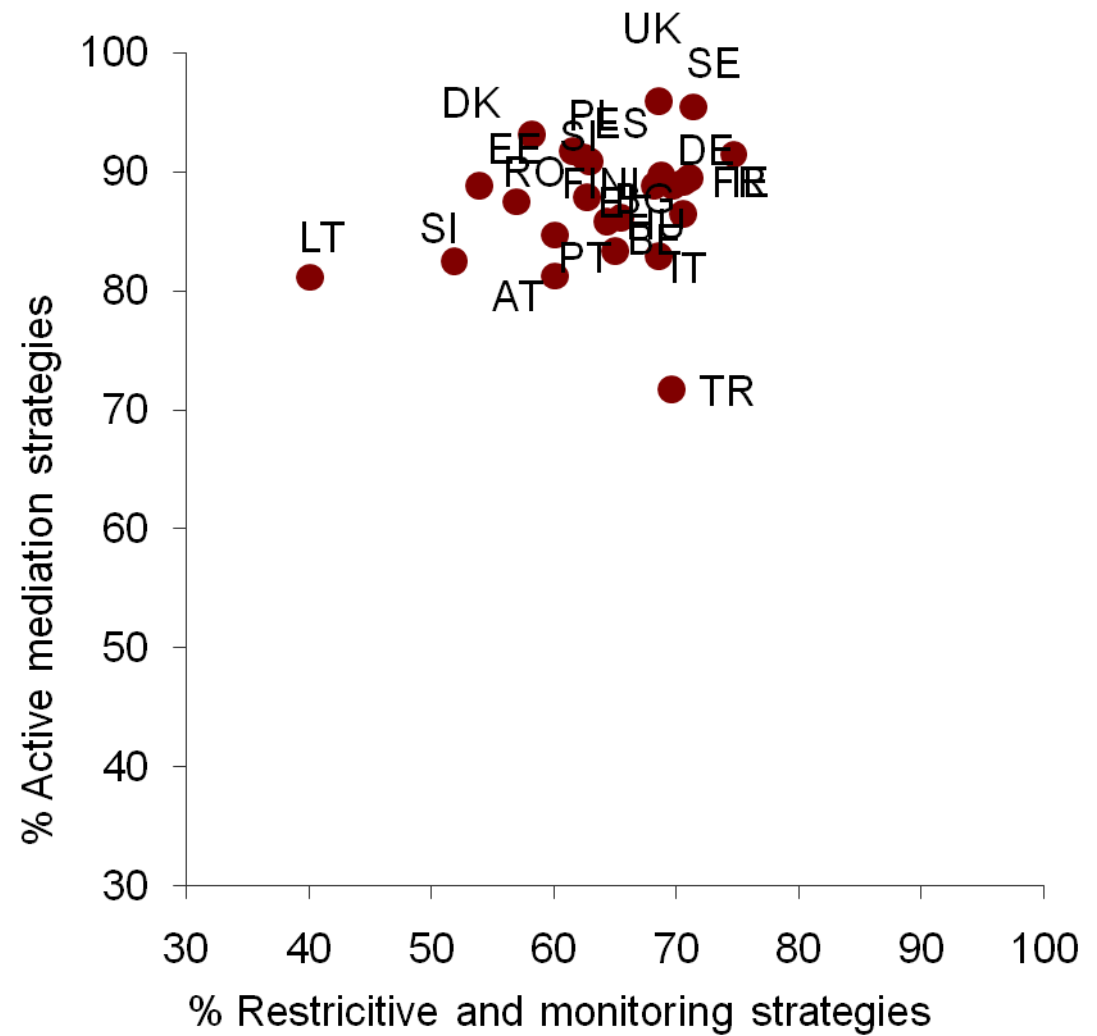
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Active mediation of children's internet safety (according to child)



<i>Does your parent / do either of you parents sometimes... ?</i>	9-12		13-16		All
	Boy	Girl	Boy	Girl	
Explained why some websites are good or bad	71	73	62	64	68
Helped you when something is difficult to do or find on the internet	73	76	58	60	66
Suggested ways to use the internet safely	66	69	59	60	63
Suggested ways to behave towards other people online	56	59	53	55	56
Talked to you about what to do if something on the internet bothered you	53	57	47	53	52
Helped you in the past when something has bothered you on the internet	36	38	32	36	36
Explained why some websites are good or bad	71	73	62	64	68
One or more of these	88	89	82	84	86

Restrictive mediation of children's internet use (according to child)



<i>Does your parent / do either of you parents sometimes... ?</i>	9-12		13-16		All
	Boy	Girl	Boy	Girl	
Give out personal information to others on the internet	94	95	74	81	85
Upload photos, videos or music to share with others	81	83	45	48	63
Download music or films on the internet	75	78	38	42	57
Have your own social networking profile	69	70	26	29	47
Watch video clips on the internet	57	58	21	23	39
Use instant messaging	59	59	20	22	38
One or more of these	93	94	75	81	85

Parent's monitoring of the child's internet use (according to child)



<i>Does your parent / do either of you parents sometimes... ?</i>	9-12		13-16		All
	Boy	Girl	Boy	Girl	
Which websites you visited	60	59	36	36	46
Your profile on a social network or online community	55	59	30	35	40
Which friends or contacts you add to social networking profile	50	54	27	29	36
The messages in your email or instant messaging account	42	40	17	19	25
Which websites you visited	60	59	36	36	46
One or more of these	58	57	43	45	50

Parent's monitoring of the child's internet use (according to child)



Does your parent / do either of you parents sometimes... ?

Which websites you visited

Your profile on a social network or online community

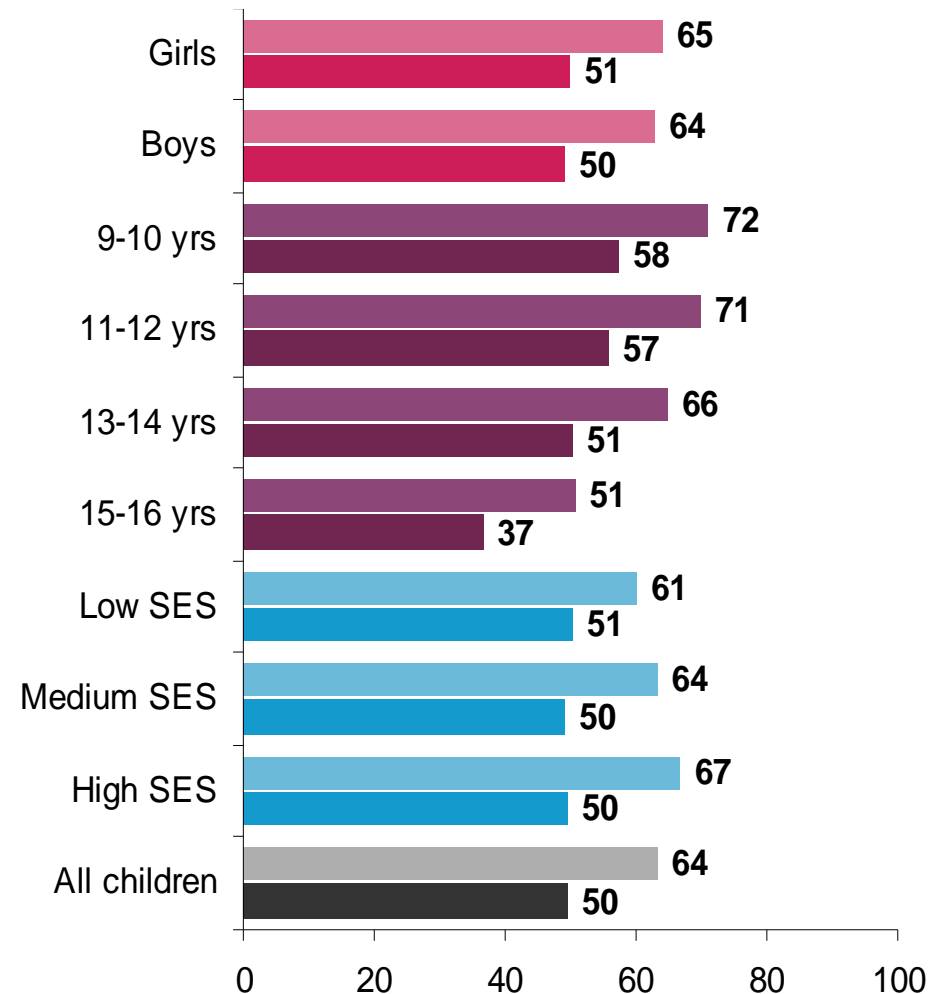
Which friends or contacts you add to social networking profile

The messages in your email or instant messaging account

Which websites you visited

■ % Children

■ % Parents



Parents' technical mediation of the child's internet use (according to child)



<i>Does your parent / do either of you parents sometimes... ?</i>	9-12		13-16		All
	Boy	Girl	Boy	Girl	
Software to prevent spam/junk mail or viruses	74	74	72	73	73
Parental controls or other means of blocking or filtering some types of website	38	35	24	26	28
Parental controls or other means of keeping track of the websites you visit	35	31	20	21	24
A service or contract that limits the time you spend on the internet	18	15	13	10	13
One or more of these	76	74	75	75	75