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THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

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Explaining online risk experienced by children: Comparative findings from EU Kids Online

Aim

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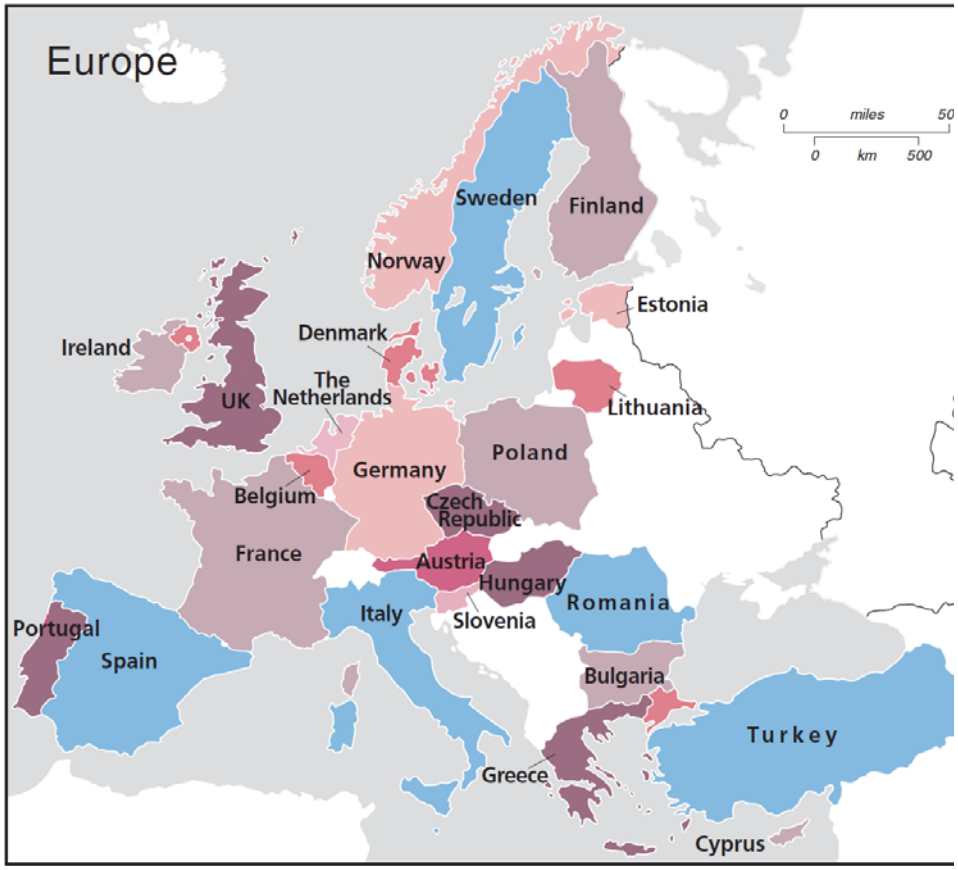
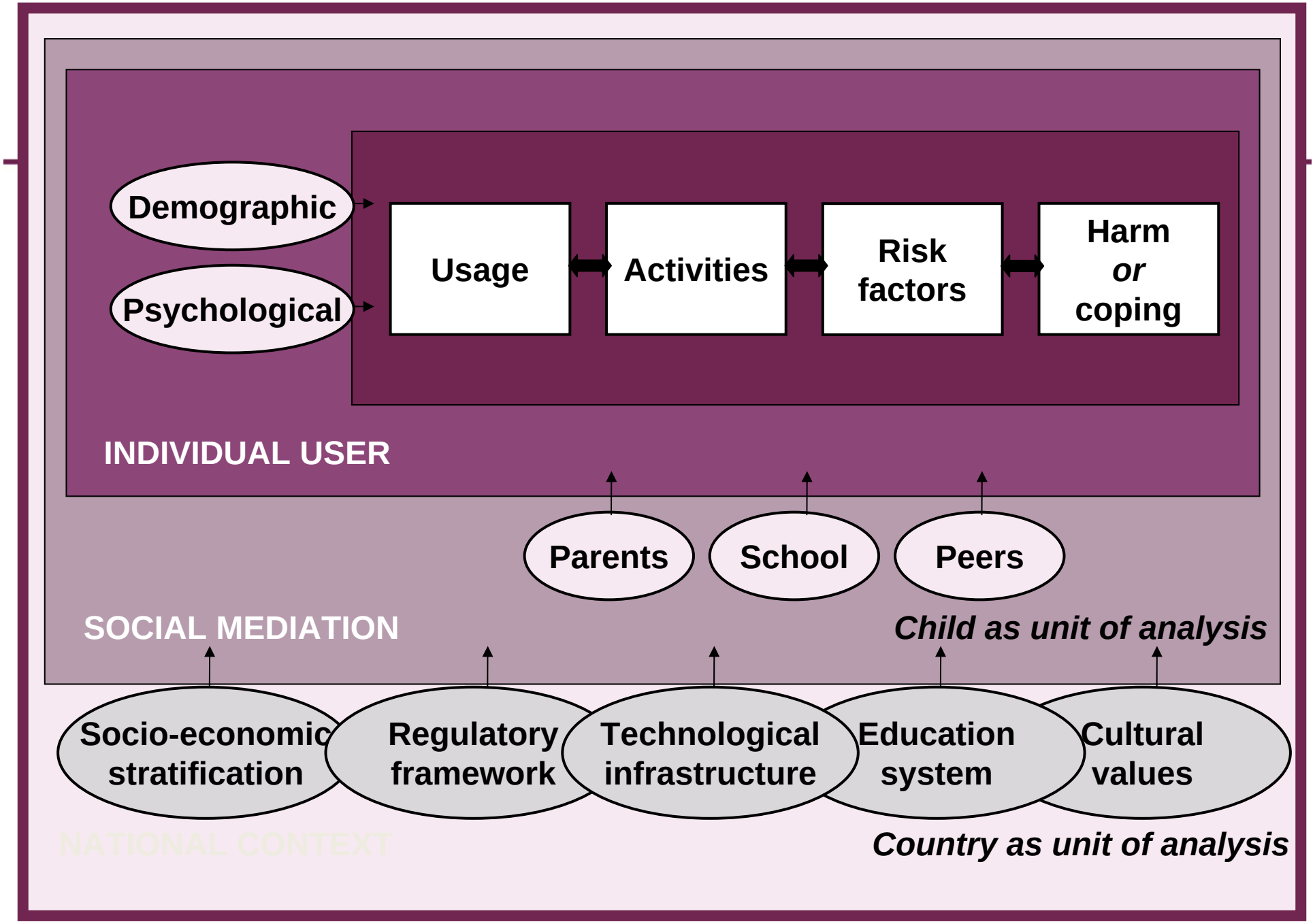
To enhance knowledge of the experiences and practices of European children and parents regarding risky and safer use of the internet and new online technologies, in order to inform the promotion of a safer online environment for children.

Surveying ‘Europe’



- **Random stratified sample: ~ 1000 9-16 year old internet users per country; total of 25142 internet-users, 25 countries**
- **Fieldwork in spring/summer 2010; child + parent interviews at home, face to face**
- **Questions validated by cognitive/pilot testing; self-completion for sensitive questions; care with research ethics**
- **Informed by national stakeholders and an international advisory panel**
- **Survey covered access, use, activities, risks (sexual images, sexual messages, bullying, meeting strangers), parental mediation, coping, vulnerability**


Demographic
Psychological
Usage
Activities
Risk factors
Harm *or* coping
INDIVIDUAL USER
Parents
School
Peers
SOCIAL MEDIATION
Child as unit of analysis
Socio-economic stratification
Regulatory framework
Technological infrastructure
Education system
Cultural values
NATIONAL CONTEXT
Country as unit of analysis