Parental mediation and use of control tools

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EC, Brussels

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What do parents worry about?

<table>
<thead>
<tr>
<th>%</th>
<th>Age</th>
<th>9-12</th>
<th>13-16</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Boys</td>
<td>Girls</td>
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</tr>
<tr>
<td>How they are doing at school</td>
<td>53</td>
<td>51</td>
<td>54</td>
<td>48</td>
</tr>
<tr>
<td>Being injured on the roads</td>
<td>45</td>
<td>45</td>
<td>42</td>
<td>40</td>
</tr>
<tr>
<td>Being treated in a hurtful or nasty way by other children</td>
<td>40</td>
<td>43</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>Being a victim of crime</td>
<td>34</td>
<td>35</td>
<td>35</td>
<td>36</td>
</tr>
<tr>
<td>Being contacted by strangers on the internet</td>
<td>32</td>
<td>36</td>
<td>29</td>
<td>36</td>
</tr>
<tr>
<td>Seeing inappropriate material on the internet</td>
<td>34</td>
<td>35</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Drinking too much alcohol/taking drugs</td>
<td>21</td>
<td>19</td>
<td>31</td>
<td>28</td>
</tr>
<tr>
<td>Getting into trouble with the police</td>
<td>20</td>
<td>18</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>Their sexual activities</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>20</td>
</tr>
<tr>
<td>None of these</td>
<td>20</td>
<td>21</td>
<td>20</td>
<td>22</td>
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Thinking about your child, which of these things do you worry about a lot?
Different countries = different concerns

- 55% of children recognise potential online harm
- 12% were upset by something online in the past year

“Seeing inappropriate material”

“Beeing contacted by strangers”

Thinking about your child, which of these things do you worry about a lot?

55% of children recognise potential online harm

12% were upset by something online in the past year

“Obscene scenes with naked people, men with men or men with women, saying rude words, hitting, whipping”
(boy, 12, France)

“All kinds of bullies, who can hurt person with words”
(girl, 14, Estonia)

“If people put your secrets on the internet. If people take pictures or videos of you and put them on the internet when you don’t want them to”
(girl, 9, Ireland)
Slight increase in % who encountered one or more online risks

- **Boys**
  - 2010 (25 countries): 41
  - 2010 (5 countries): 44
  - 2013 (5 countries): 47

- **Girls**
  - 2010 (25 countries): 40
  - 2010 (5 countries): 43
  - 2013 (5 countries): 53

- **9-10 yrs**
  - 2010 (25 countries): 14
  - 2010 (5 countries): 15
  - 2013 (5 countries): 23

- **11-12 yrs**
  - 2010 (25 countries): 33
  - 2010 (5 countries): 36
  - 2013 (5 countries): 43

- **13-14 yrs**
  - 2010 (25 countries): 49
  - 2010 (5 countries): 54
  - 2013 (5 countries): 61

- **15-16 yrs**
  - 2010 (25 countries): 63
  - 2010 (5 countries): 64
  - 2013 (5 countries): 69

- **All**
  - 2010 (25 countries): 41
  - 2010 (5 countries): 44
  - 2013 (5 countries): 50
What has changed since 2010?

- Rise in cyberbullying, esp. for girls, but offline bullying is still greater
- Rise in meeting strangers (offline)
- Rise in negative UGC, but not in data misuse
- Slight rise in porn
- Sexting remains the same
- Rise in % who self-report harmful experiences, especially girls & teens
More mobile devices to go online

- Other handheld devices (2010, 5 countries)
- Mobile phones (2010, 5 countries)

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<th>Age Group</th>
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<th>Girls</th>
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<tr>
<td>9-10 yrs</td>
<td>6</td>
<td>18</td>
</tr>
<tr>
<td>11-12 yrs</td>
<td>9</td>
<td>26</td>
</tr>
<tr>
<td>13-14 yrs</td>
<td>15</td>
<td>35</td>
</tr>
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<td>56</td>
</tr>
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Tablet and smart phone users more likely to encounter one or more risks
Smartphone users have more safety skills but, overall, skills have declined

<table>
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<tr>
<th>% who say they can...</th>
<th>9-12 years</th>
<th>13-16 years</th>
<th>All* (users and non-users)</th>
<th>EU Kids Online 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block unwanted adverts or junk mail spam</td>
<td>21</td>
<td>34</td>
<td>49</td>
<td>70</td>
</tr>
<tr>
<td>Delete the record of which sites they have visited</td>
<td>26</td>
<td>46</td>
<td>58</td>
<td>77</td>
</tr>
<tr>
<td>Change privacy settings on a social networking profile</td>
<td>22</td>
<td>49</td>
<td>64</td>
<td>89</td>
</tr>
<tr>
<td>Block messages from someone they don’t want to hear from</td>
<td>27</td>
<td>54</td>
<td>69</td>
<td>88</td>
</tr>
<tr>
<td>Block pop-ups</td>
<td>20</td>
<td>40</td>
<td>55</td>
<td>66</td>
</tr>
<tr>
<td>Find information on how to use the internet safely</td>
<td>31</td>
<td>47</td>
<td>59</td>
<td>77</td>
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Can parental controls help?

- Parents more likely to use filters if...
  - If they are regular users of the internet themselves
  - If they are confident in using the internet
  - If they say that they worry a lot about their child seeing inappropriate material on the internet or being contacted by strangers on the internet

- Older parents, parents with older children, those who use the internet daily or who spend more time online are all less likely to make use of filters

- If parents use filtering tools, children are less likely to encounter online risks. But this is confounded with age – any benefit of filters disappears if control for age...
“None of my children can go online after dinner. When my daughter does it, it’s because she bypassed the family computer ‘cause she has her own laptop. At home we have a family computer, which has antivirus and parental control, so my youngest scolds my daughter: ‘mum doesn't want you to be online! Come back!’”

(Mother of a 6, 10 and 15 year-olds)
Parental controls
Effective tools? (2)

“It happened on my computer - though they all have to access it with their own password, so they are not allowed on certain websites unless I leave it on – and it happened, I found them in the bathroom watching pornographic websites, on my laptop computer”
(Mother of a 13-year old boy)
From parental controls to active mediation

- Use of parental controls appears to reduce children`s online risks BUT also their digital skills and opportunities
- Considerable country differences observed in the use of monitoring and filtering tools ranging from 49/54% in the UK to 8/9% in Romania
  - 1 in 3 parents claims to filter their child's internet use
  - 1 in 4 uses monitoring software
  - Middle class parents & parents of younger children are more likely to use parental controls
- **Active mediation (= greater parental engagement) reduces risks but not skills or opportunities**
Do we want to “protect” our children like this?
What does effective parental mediation look like(1)?

We better start early… and provide the right support.
What does effective parental mediation look like (2)?

User-friendly, adaptable to user`s needs, context-sensitive
Recommendations

- Need better designed, age-appropriate user-friendly tools and interfaces, informed by results of usability and UX studies.
- Content classification – the determinants of risk and harm are different, so need a different approach for those more exposed (older parents prefer content to age classification).
- Parental tools – often hard to use, uncertain effectiveness, not clear it has a beneficial effect, risks over-restricting children.
- Need greater transparency plus tools that enable encourage parent/child interaction.
Engagement with device manufacturers needed

- Encourage development of safety features appropriate to (very) young users
- Innovative approaches
- Family-centred
- Respect children`s rights
- Incorporate “e-safety by design”
  - E.g. classification of content before upload (by content providers or other parties) and the provision of easy-to-use safety functions, alert and blocking functions
  - Greater transparency regarding how data are collected, collated, used and shared
  - Straightforward opt-out choices for parents and children
Challenges ahead
How to protect very young users in a post-desktop culture?
Thanks!

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