



Producing a robust yet flexible cross-national research toolkit: learning from experience



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Comparing different populations



- 3500 children aged 9-16 who are internet users in BE, DK, IE, IT, RO, PT, UK
- 3560 children aged 8-18 in Algeria, Egypt, Iraq and Saudi Arabia.

Yet, similar trends:

- Smartphone ownership increases with age
- Children whose parents own and use a smartphone are more likely to be given one
- Smartphone users are more likely to have at least on profile on SNS



Comparing different media environments



TIC
KIDS ONLINE BRASIL

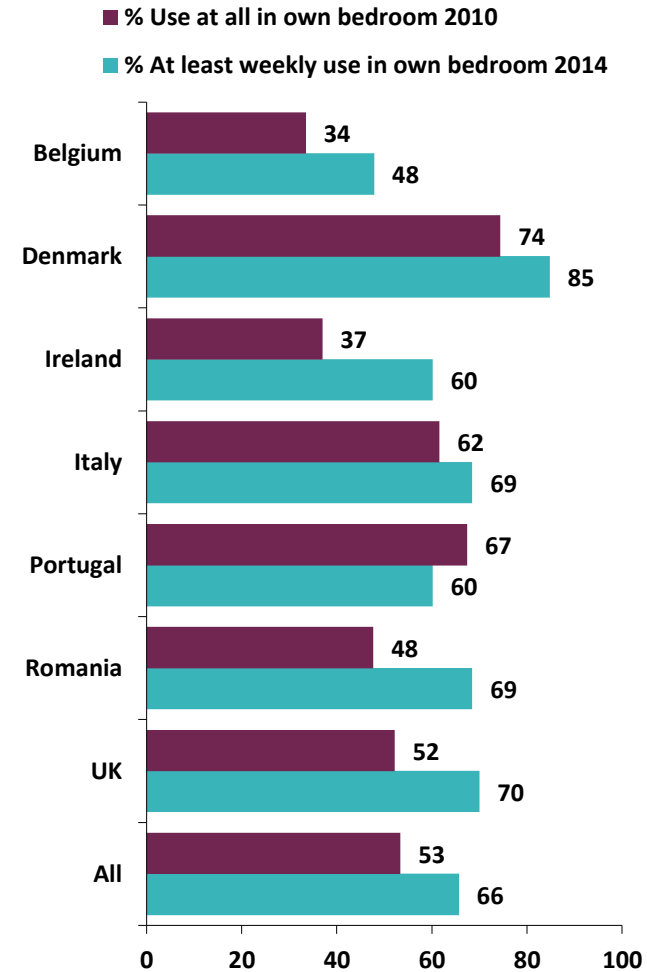
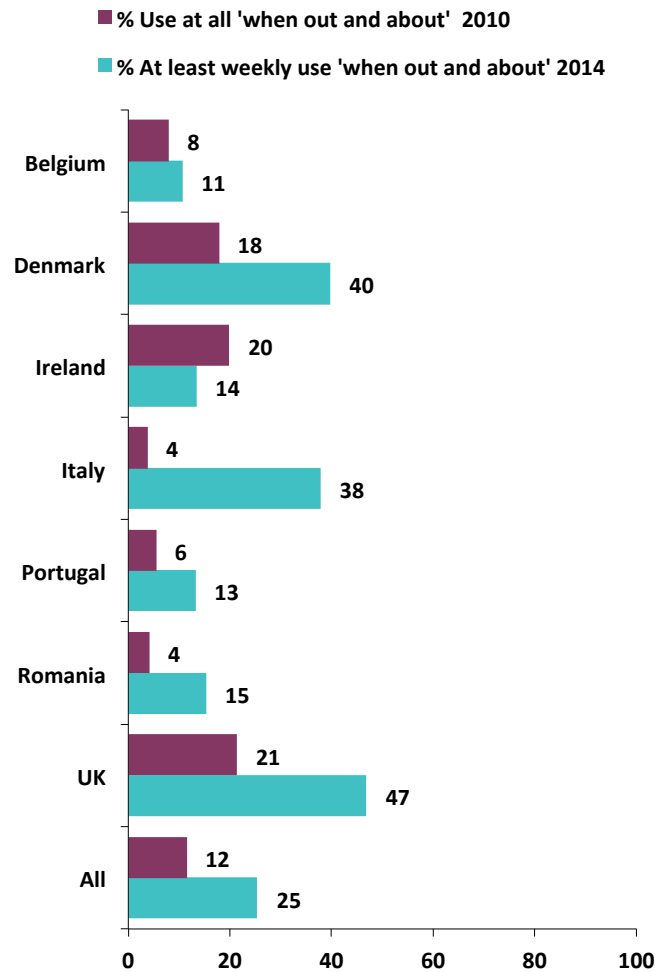
NCGM: Q2 a-h: When you use the internet these days at ..., how often do you use the following devices to go online?

TIC: Do you ever use... to go online?

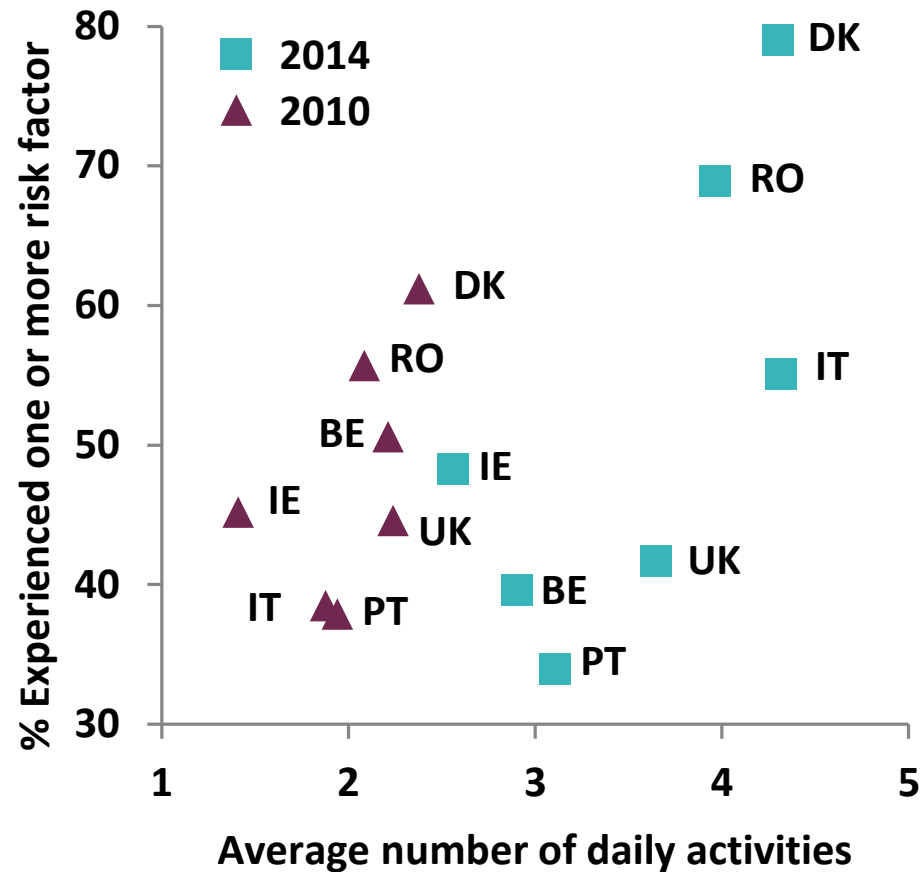
	A desktop computer (PC)	A laptop computer	A mobile phone / smartphone	A tablet
Brazil	72	36	52	12
Belgium	59	63	43	44
Denmark	56	91	79	54
Ireland	52	64	58	44
Italy	59	69	61	23
Portugal	44	79	61	30
Romania	89	43	43	15
UK	94	79	71	44



Comparing fast changing online experiences



Comparing different opportunities and risks



Translation issues

- Personal computer (PC)/laptop
- Smartphone/mobile phone
- 'Report abuse' button
- Online/offline
- Bothered/upset
- Sexual images



Main challenges

- Fast changing digital ecology (new devices, new platforms)
- Different digital ecologies
- Translation issues

Solutions

- Focus on practices
- Cognitive testing and qualitative research

