Online on the mobile
new challenges for awareness, information and policies

Findings from *EU Kids Online II*

Gitte Stald, IT University of Copenhagen

Overview – three points

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- **New platforms for online access**
- **Question of risk in relation to access from the mobile phone**
- **Implications for further research and policy recommendations**

Focus

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Research focus:

Mobile media and communication, social change, cultural diversity, citizenship, democracy and empowerment

Young Danes, mobile communication, social relations, trends and adaptation

Presentation focus:

European children's online access from their mobiles, exposure to risk and implications for further research and policy recommendations

Data

EU Kids Online:

9-16 year olds + one parent of each child

1000+ Denmark, 25.000+ in 25 countries in Europe , 2010

Mobile Media, Mobile Youth:

15-24 year old Danes, repeated 2004, 2006, 2009, 2011

2011: 1181 responses

Surveys, interviews, observation, high school essays

ITU Students:

Repeated (half-annual) surveys among ITU students on advanced uses of smart/mobile phones, 2010, 2011

Mobity:

15-24 year old Danes' uses of SNS from the mobile, 2009

Mobile communication

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"The mobile telephone shifts ideas about where and when we can travel, how we organize our daily life, what constitutes public talk, and how we keep track of our social world. In addition, our use, or refusal to use, says something about us as individuals"

(Rich Ling, 2004:23)

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(Rich Ling, 2004:23)

Perception of the mobile

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Personal

Portable / handheld

Mobile

Always on

Obvious

Unobtrusive (often)

Small and "small"

Parental focus on cost and situations
and security/control

Less focus on mobile as "risky business"– and expansion of
opportunities – compared to computers

Mobility and connectivity

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”The key feature in the practice of mobile communication is connectivity rather than mobility.”

”Mobile communication is better defined by its capacity for ubiquitous and permanent connectivity rather than by its potential mobility.”

”Mobile communication now represents the individualized, distributed capacity to access the local/global communication network from any place at any time.”

(Castells 2007:248)

New platforms, new challenges

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Mobility

Access

Connectivity

New platforms, new challenges

Mobility

Access

Connectivity

Specific uses

Specific risks?

New platforms, new challenges

Mobility
Access
Connectivity

Specific uses
Specific risks?

Mobile access or not
Primary access
Supplementing access

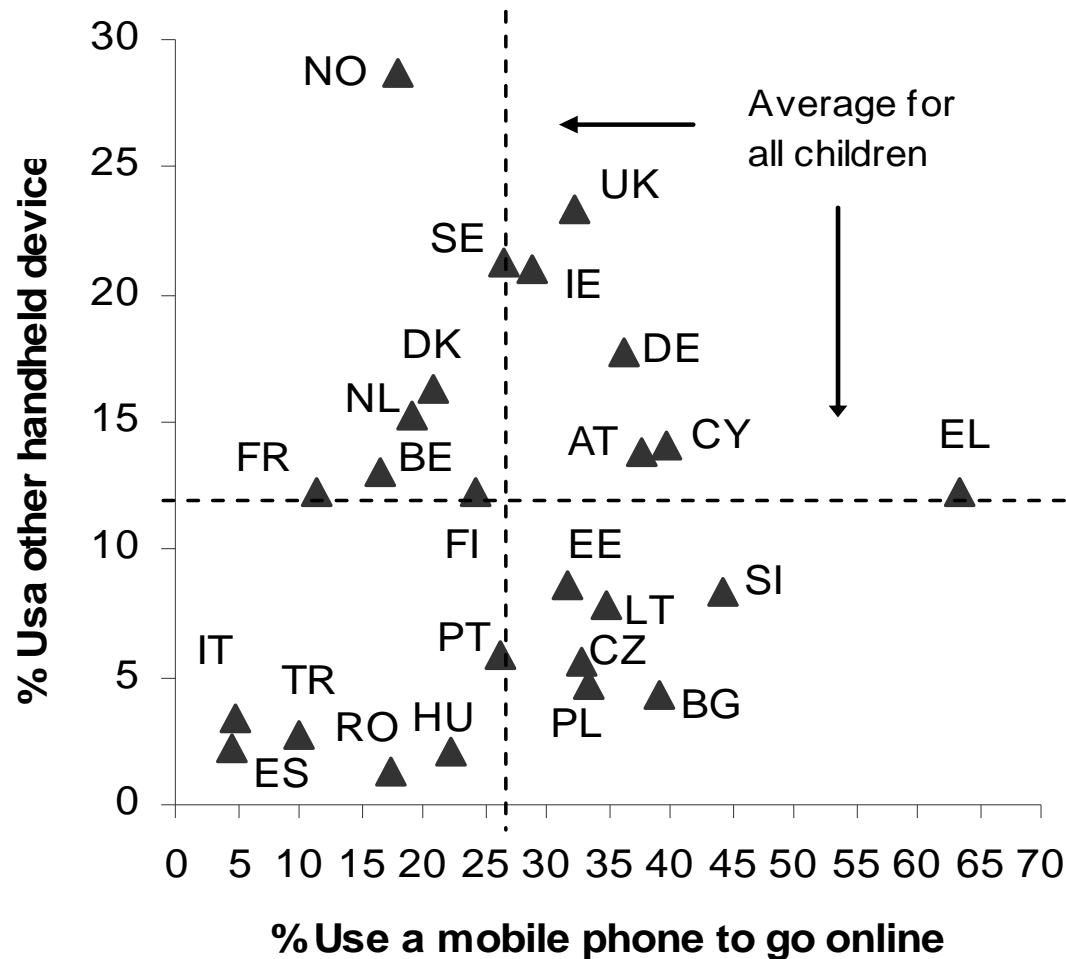www.eukidsonline.net

New platforms, new challenges

Mobility
Access
Connectivity

Specific uses
Specific risks?

Mobile access or not
Primary access
Supplementing access

Mobile phone
Other mobile devices

Country specific

Figure 1. Use of handheld device to go online by use of mobile phones to go online

Use mobile

Greece: 66%

Spain: 5%

Use other handheld

Norway: 31%

Romania: 2%

New platforms, new challenges

Mobility
Access
Connectivity

Specific uses
Specific risks?

Mobile access or not
Primary access
Supplementing access

Mobile phone
Other mobile devices

Which factors impact results?

Online access

% who also use…	Type of mobile device used to go online		
	Mobile phone	Other handheld device	Neither of these
Own PC	41	42	31
Own laptop	35	47	18
Shared PC	60	63	56
Shared laptop	26	31	20
Mobile phone	100	74	0
Games console	56	64	11
Television set	71	67	13
Other handheld portable device	28	100	0

Table x. Devices used to go online by type of mobile device used to go online.
Question: Which of these devices do you use for the internet these days?
Base all children aged 9-16 who use the internet.

Mobile access and risks

	Sexual images	Being bullied	Meeting strangers	Sexual messages (only 11+)
Intercept	0,15	0,05	0,32	0,08
Uses mobile phone to go online	1,50	1,17	1,46	1,52
Uses other handheld device to go online	2,04	1,70	2,07	2,39

Table 7. Coefficients for different logistic regression models of the log odds of a child having experienced four different risks by type of mobile access

Mobile access and risks

	Sexual images	Being bullied	Meeting strangers	Sexual messages (only 11+)
Intercept	0,05	0,04	0,11	0,02
Uses mobile phone to go online	1,14	n.s.	1,09	n.s.
Uses other handheld device to go online	1,31	1,35	1,19	1,42
Girls	0,63	1,55	n.s.	0,83
Age	1,34	1,10	1,33	1,55
Child uses the internet daily	1,88	1,97	2,58	2,20
No access at home	0,79	n.s.	n.s.	n.s.
At home but not in own bedroom	0,84	0,80	0,81	0,83

Table 8. Coefficients for different logistic regression models of the log odds of a child having experienced four different risks by type of mobile access, controlling for time spent online, gender, age, daily use, type of access at home and country

Questions in conclusion

■ **Online access is changing**

various pace in various countries

■ **Meaning of mobile changes**

From personal communication to handheld computer

■ **Purpose of online access is different**

main, supplementing, rare opportunity

■ **Mobile, online access is different**

always on, symbolic representation of self

■ **Mobile access means more access**

More access means more exposure to risk

■ **Mobile access to risk**

Are there kinds of risk we have not identiied a*nd* are the well-known experienced differently or "just" adding to the general picture.

New platforms and policy implications

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- New online users, mix of platforms, mix of affordances and format → digital safety skills [actions for NGOs, educators, parents]
- New platforms, new formats → safety by design [actions for industry and regulators]
- Mobile access, speed of exchange, amount of information → digital literacy skills [actions for NGOs and educators]
- New forms of content and creative opportunities → positive content [actions for industri and government]
- New opportunities for communication, contact social networking → privacy by default [actions for industry and regulators]
- Main challenge: we do not know enough about specific new challenges at the level of individual - group - country
- – more (analysis and) research is needed (EU Kids III)

Thank you   www.eukidsonline.net

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