Brian O'Neill, Dublin Institute of Technology

'Toddlers and Tech': Policy Implications for Families and Parenting in the Digital Age

Digitising Early Childhood International Conference
Edith Cowan University, Perth
11-15 September 2017

New issues for policy?

www.esafety.gov.au

Is sharenting a good idea | Office of the Children's eSafety Commissioner
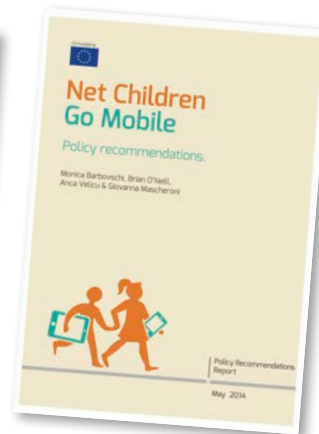

Kids' device health check

CHECK APP AND IN-APP PURCHASING REQUIRES A PASSWORD
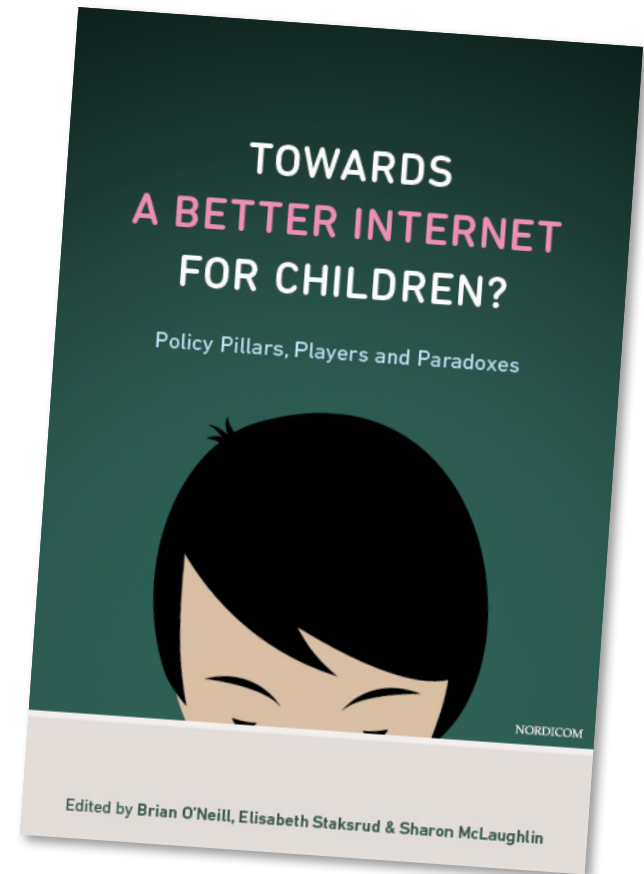
DOWNLOADING APPS

Context

- **EU Kids Online Phase II & III (2011-14)**
  Policy Pillars, Players & Paradoxes

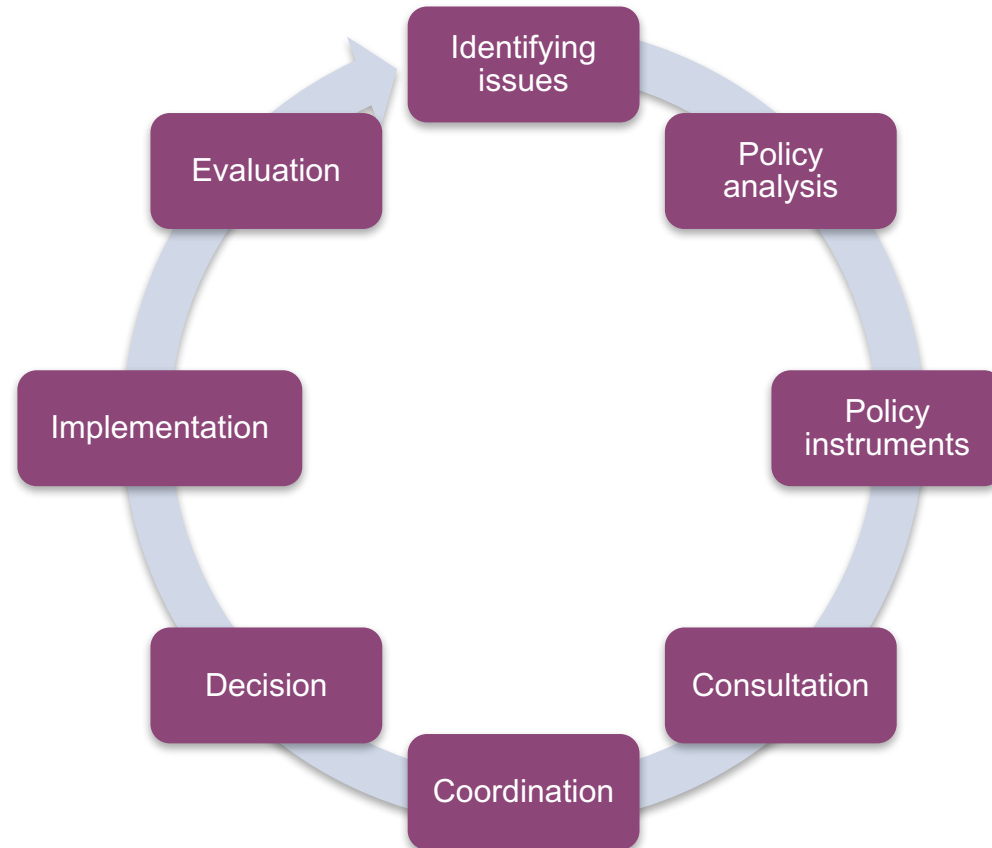- **A shift in policy: From the *Safer Internet Programme* towards a *better* internet for kids**

TOWARDS A BETTER INTERNET FOR CHILDREN?

Policy Pillars, Players and Paradoxes

NORDICOM

Edited by Brian O'Neill, Elisabeth Staksrud & Sharon McLaughlin

The Policy Cycle

Key Questions

- **What is a policy in this context?**

- **What is it for?**

- **Who are the relevant actors**

- **What are the right instruments?**

- **Are children in the process?**

- Identifying issues
- Policy analysis
- Policy instruments
- Consultation
- Coordination
- Decision
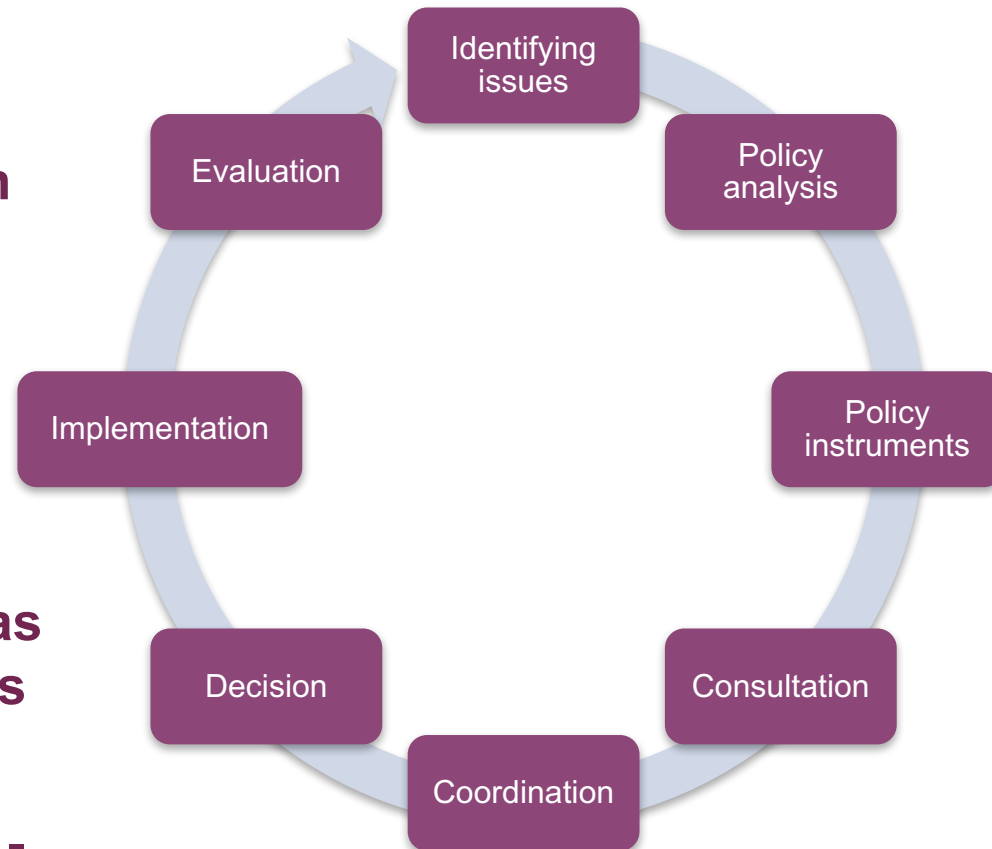- Implementation
- Evaluation

from: **Althaus, C., Bridgman, P., & Davis, G. (2013).** *The Australian Policy Handbook, 5th edition.* **Allen & Unwin.**

The Policy Cycle

An incrementalist approach

- **Policy is iterative because in practice things are seldom tidy**

- **Managing but not solving 'wicked and intractable problems'**

- **Agreement and consensus as a key issue in policy analysis**

- **Finding the least coercive policy instruments possible - less intrusive methods of intervention**

Identifying issues · Policy analysis · Policy instruments · Consultation · Coordination · Decision · Implementation · Evaluation

from: Althaus, C., Bridgman, P., & Davis, G. (2013). *The Australian Policy Handbook, 5th edition*. Allen & Unwin.

European Strategy

.. the long-term effects of not investing enough in policies affecting children may have a profound impact on our societies. Whereas the Digital Agenda for Europe aims to *have every European digital,* *children have particular needs and vulnerabilities on the Internet, which must be addressed specifically so that the Internet becomes* *a place of opportunities for children to access knowledge, to communicate, to develop their skills and to improve their job perspectives and employability*

*Communication on The European Strategy for a
Better Internet for Children* **COM(2012) 196. European
Commission. Brussels.**

Better **I**nternet for **K**ids

European Strategy

4 Pillars

1. **High-quality content** online for children and young people

2. Stepping up **awareness and empowerment**

3. **Tools and regulation** for an online safe environment

4. **Legislation** and law enforcement against child sexual abuse and exploitation

Better **I**nternet for **K**ids
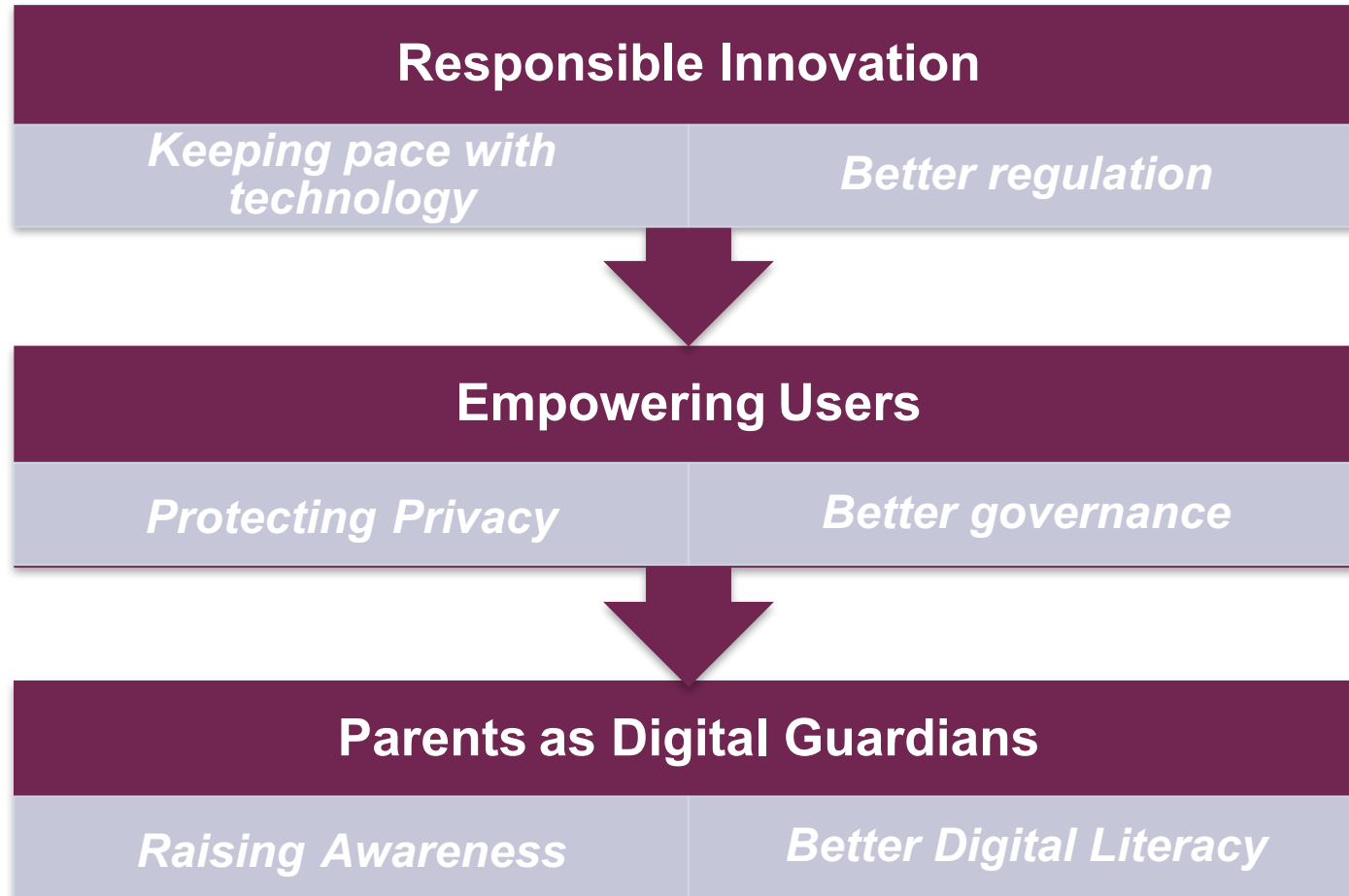
For early childhood

- **Policy related to technology in the early years still at a formative stage**

- **Policy makers hesitant to enter this arena .. or to challenge traditional sources of expertise**

- **Yet '..a limited window of opportunity to centre children's rights before systems, processes and industry practices sediment'.**

Sonia Livingstone, Gerison Lansdown, & Amanda Third. (2017). *The Case for a UNCRC General Comment on Children's Rights and Digital Media.*

Three policy themes

Responsible Innovation

| *Keeping pace with technology* | *Better regulation* |

Empowering Users

| *Protecting Privacy* | *Better governance* |

Parents as Digital Guardians

| *Raising Awareness* | *Better Digital Literacy* |

Connected toys

- **Rapid pace of innovation in IoT, Artificial Intelligence, Robotics and Virtual Reality**

- **Connected toys market from US$2.8 billion in 2015 to US$11.3 billion by 2020[1]**
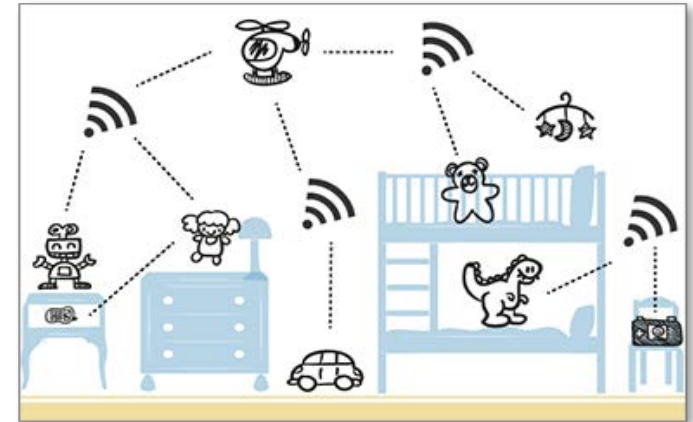
- **Design, security and privacy issues**

Image: Saferinternet.at CC Public Domain

Chaudron et al. (2017) *Kaleidoscope on the Internet of Toys* Safety, security, privacy and societal insights).
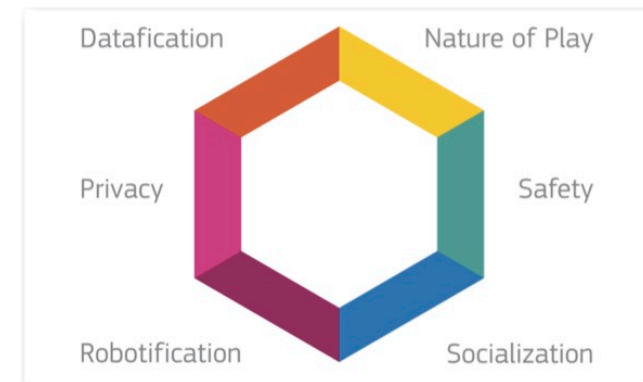
[1]Juniper Research

Security breaches

Nov 2015: VTech data breach

Jan 2016: Fisher-Price Smart Toy Bear Security Vulnerability

German parents told to destroy doll that can spy on children

German watchdog classifies My Friend Cayla doll as 'illegal espionage apparatus' and says shops and owners could face fines

Update FTC Guidance

www.eukidsonline.net

- **Toymakers should build in effective security from a connected toy's inception**
- **The FTC should carefully monitor the evolving connected toy space**
- **Parents should understand the data privacy and security risks that accompany connected toys**

Federal Trade Commission: COPPA Applies to Connected Toys

JUNE 26, 2017 | STACEY GRAY

Nelson Report (2016) *Children's Connected Toys: Data Security and Privacy Concerns*

EU: No special legislation

Virtual Reality represents a new emerging technology developing at fast pace, important for the future EU digital economy, not only for the creative and cultural industries, but also with promising applications in the medical, transport, building, retail, life-long learning and education sectors.

The Commission does not plan to develop a new legislative proposal to address separately Virtual Reality technology. Currently there are already several pieces of EU legislation in place that address the health risks of technologies, in particular Council Directive 93/42/EEC on medical devices.

Answer given by Mr Oettinger on behalf of the Commission

www.eukidsonline.net

European Parliament

Self-regulating sector

Models of self-regulation in the internet and technology sector

- *ICT Coalition for Children Online*

- *Alliance to Better Protect Children Online*

"Both the Alliance and the European Commission recognise the importance and obligations in ensuring that minors can remain an active part of this new connected digital environment."
Alliance to Better Protect Minors Online, Statement of Purpose (2017)

Innovation Issues

The IEEE Global Initiative for Ethical Considerations in Artificial Intelligence and Autonomous Systems (2016)

Issues

- **As AI technologies become more capable, unanticipated behaviours becomes more dangerous**

- **Retro-fitting safety into future systems is more difficult**

- **Developers will face more complex ethical and technical safety issues**

- **Future AI systems may have the capacity to impact the world on the scale of the agricultural or industrial revolutions.**

Version 1 - For Public Discussion

IEEE
Advancing Technology for Humanity

ETHICALLY ALIGNED DESIGN

A Vision for Prioritizing Human Wellbeing with Artificial Intelligence and Autonomous Systems

The IEEE Global Initiative for Ethical Considerations in Artificial Intelligence and Autonomous Systems

IEEE

Responsible Research & Innovation

www.eukidsonline.net

Key Actions

- **Public engagement**
- **Open Access**
- **Gender**
- **Ethics**
- **Science education**

Anticipating and assessing potential implications and societal expectations with regard to research and innovation

High level ethical principles

1. Embody the highest ideals of human rights.

2. Prioritize the maximum benefit to humanity and the natural environment.

3. Mitigate risks and negative impacts as AI/AS evolve as socio-technical systems.

Empowering users

Media Literacy Reinstated

#AVMSD

New (8a)
In order to enable citizens to access information, to exercise informed choices, evaluate media contexts, use, critically assess and create media content responsibly, they need advanced media literacy skills. This would allow them to understand the nature of content and services taking advantage of the full range of opportunities offered by communications technologies, so that they can use media effectively and safely. Media literacy should not be limited to learning about tools and technologies, but should aim to equip individuals with the critical thinking skills required to exercise judgement, analyse complex realities, recognise the difference between opinions and facts, and resist all forms of hate speech. The development of media literacy for all citizens, irrespective of age, should be promoted.

Draft New art. 33   Audiovisual Media Services Directive **[my emphasis]**

Audiovisual Media Services Directive (AVMSD)

a media framework for the 21st century

#AVMSD #DigitalSingleMarket

Why?

For a better balance of rules

TELEVISION
Traditional TV broadcasters

+

VoD App
Video on Demand (VOD) providers

+

Video sharing platforms

- Better protection of minors
- Promoting European works
- More independence for regulators

Context

Before

Average TV viewing time is **decreasing**.
Young people's TV viewing time has **dropped by 7.5%** and is **half** that of the average viewer

Now

Videos on the Internet

64% 2014
80% 2019

Internet video share in consumer internet traffic is **expected to increase** from **64%** in 2014 to **80%** by 2019

TV channels target more and more **foreign markets**

Foreign markets

28% 2009
38% 2013

±20%
1%

VoD App

In 2013, **±20%** of **broadcasters** revenues was invested in **original programing** vs **1%** for **on-demand services**.

Industry faces **fragmented rules** on the share of European content across the EU

Mandatory shares of EU works in EU Member States

60%
50% 50%
30%
25%
20% 20% 20% 20% 20% 20%
10% 10% 10%

FR AT LT ES HU HR CY IT PL RO SK CZ MT SI

VoD App

On average **31%** of **VoD** services available in one EU Member State are **established** in **another Member State**

Need for **more independence of regulators** from government & industry

Empowering users

www.eukidsonline.net

- **Involvement of regulatory authorities in promoting media literacy policies**

- **Video-sharing platforms will be included in the scope of the AVMSD**

- **Protection of minors role across all services**

- **Role of the European Regulators Group for Audiovisual Media Services (ERGA) will be set out in EU legislation**
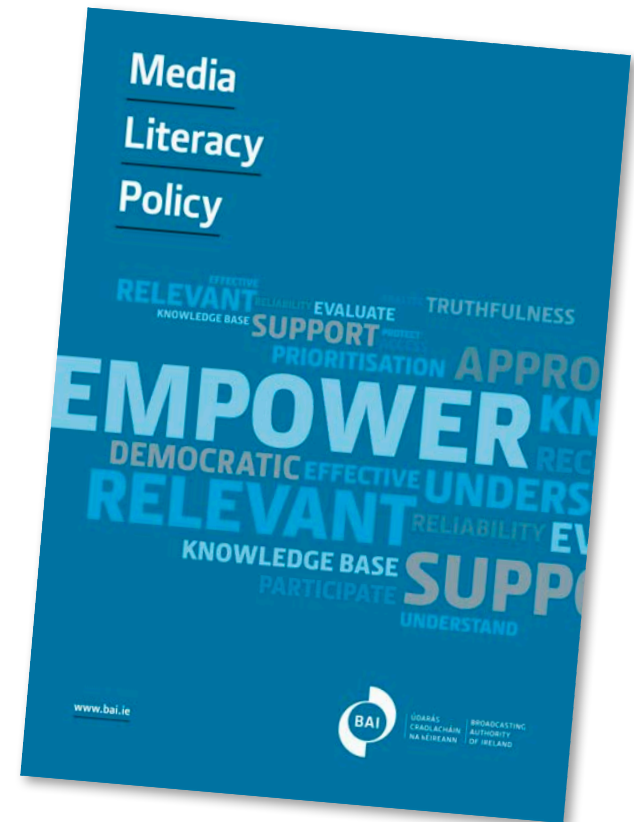
Broadcasting Authority of Ireland (2016)

GDPR

"**The new rules will ensure that the fundamental right to personal data protection is guaranteed for all. The General Data Protection Regulation will help stimulate the Digital Single Market in the EU by fostering trust in online services by consumers and legal certainty for businesses based on clear and uniform rules.**"

— Frans Timmermans, European Commission first vice-president.
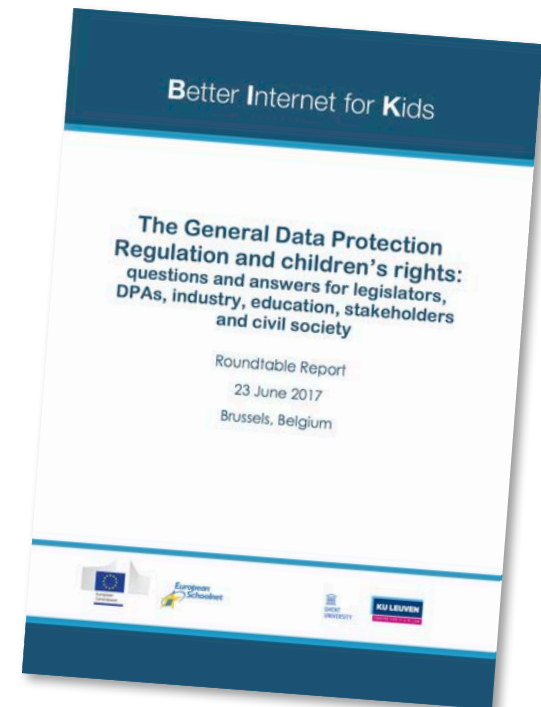
GDPR

Rights of the data subject

Article 12
.. where processing is addressed to a child, should be in such a clear and plain language that the child can easily understand. [**Recital 58**]

Article 8
"Conditions applicable to child's consent in relation to information society services"

Responsibility on parents on making informed decisions regarding their children's data.

Better Internet for Kids

The General Data Protection Regulation and children's rights:
questions and answers for legislators, DPAs, industry, education, stakeholders and civil society

Roundtable Report
23 June 2017
Brussels, Belgium

Parents as digital guardians

Digital Parenting

- **Emphasis on parental responsibility since *AVMSD 2007***

- **Key stakeholder target for awareness raising in Safer Internet Programme**

- **What supports for digital parenting?**

- **What are the key messages to impart?**

Guidance for parents

www.eukidsonline.net

Children's COMMISSIONER

Be Mindful · Connect · Be Active · Get Creative · Give to others

Digital 5 A Day
Simple steps to a balanced digital diet and better wellbeing

Finding the right digital balance means enjoying all the fun, exciting and creative things about being online while making sure that we aren't caught doing the same things all the time.

Your DigiLitEY Agenda!

DigiLitEY

January 1 Sunday	**Be Mindful**
	• What is digital in your environment?
January 2 Monday	**Together. Interact.**
	• Be together online and offline, mentally and physically with your child
January 3 Tuesday	**Listen and learn**
	• Listen to and learn from your children
	• Learn from trusted sources
January 4 Wednesday	**Reach Out**
	• Don't wait for a crisis to build your support network
January 5 Thursday	**Privacy is Precious**
	• Your child is owner of his/her image and data
January 6 Friday	**Be an example**
	• 'Children are great imitators: let's give something great to imitate'
January 7 Saturday	**Seek balance**
	• Create memories that you may share online mindfully!

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Conclusions

Some of the EU Kids Online Recommendations (2014):

- **Awareness raisers and media** should increase parental understanding about the risks children face online without being alarmist or sensationalist.

- **Government** should coordinate multi-stakeholder efforts to bring about greater levels of safety

- **Industry** should ensure 'safety by default' and enable easy-to-use safety features, accessible to those with only basic digital literacy

Towards a better connected environment

More emphasis on:

- **A whole value chain approach**
- **Ethically-informed design and innovation**
- **Support for multi-stakeholder coordination and good network governance**
- **User empowerment and privacy protection**

Thank you!

Email: brian.oneill@dit.ie

More at www.eukidsonline.net

EU Kids Online
Findings • methods • recommendations

Click here for our full interactive report