THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

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Current trends – framing the challenges:
The latest insights from research

Presentation to the CEO Coalition, Brussels, 26 June 2014

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Overview of presentation

An update on:

- "Risks and safety for children on the internet: the perspective of European children." http://eprints.lse.ac.uk/33731

  Livingstone, S., Ólafsson, K., O'Neill, B., and Donoso, V. (2012) "Towards a better internet for children: Findings and recommendations from EU Kids Online for the CEO Coalition." LSE, London: EU Kids Online. http://eprints.lse.ac.uk/44213/

- Drawing on: Mascheroni, G. and Ólafsson, K. (2014). "Net Children Go Mobile: risks and opportunities." 2nd edition. Milano: Educatt. http://www.netchildrengomobile.eu/reports/

Plus a new report:

- Smahel, D. and Wright, M. (2014) "The meaning of online problematic situations for children: Results of cross-cultural qualitative investigation in nine European countries." http://eprints.lse.ac.uk/56972/

Survey update: 2010 - 2014
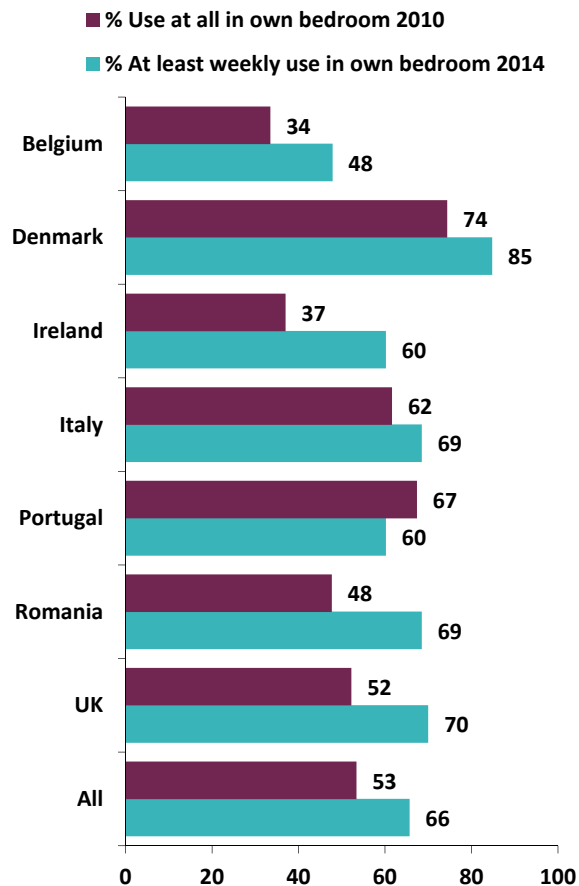

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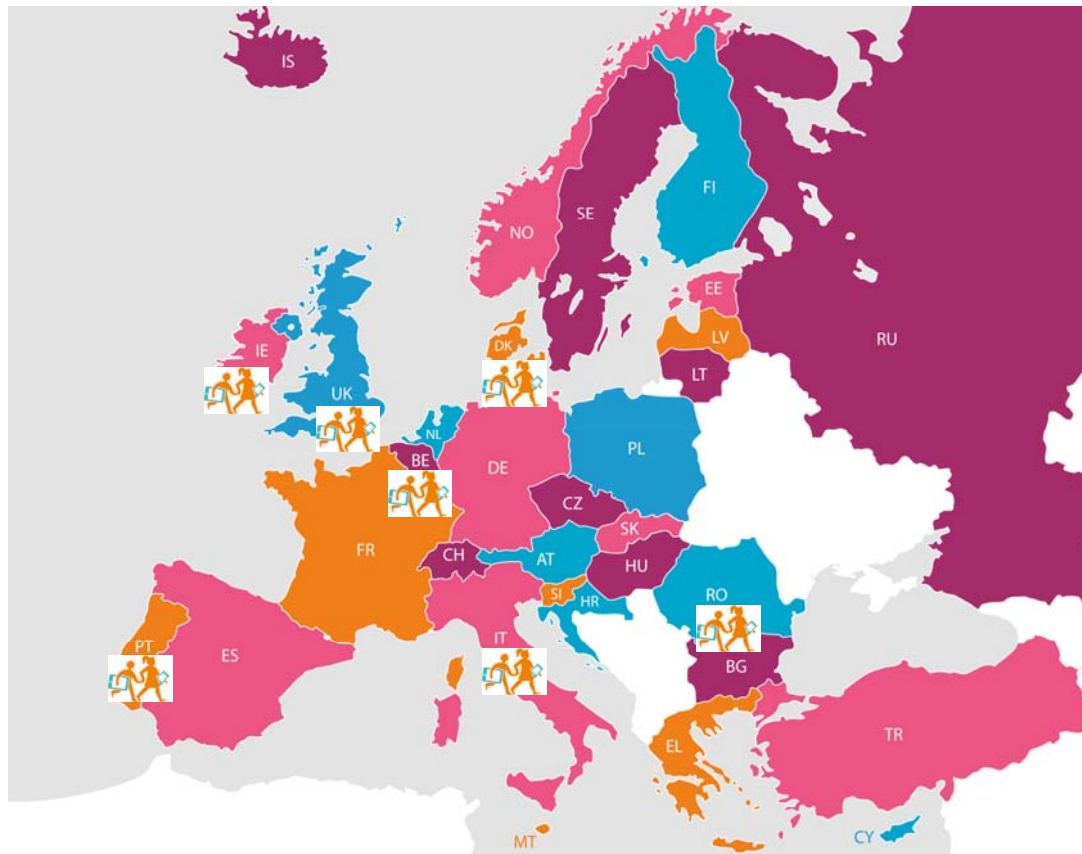
- **EU Kids Online** conducted detailed face-to-face interviews with 25,000 European 9-16 year old internet users and their parents in **25** countries in **2010**.

- **Net Children Go Mobile** replicated major parts of the EU Kids Online survey, adding a focus on mobile devices, with c.3,500 European 9-16 year old internet users in **7** countries in **2013/14**.

- Selected findings follow, for the **7 countries**: Belgium, Denmark, Italy, Ireland, Portugal, Romania, UK.

Net Children Go Mobile
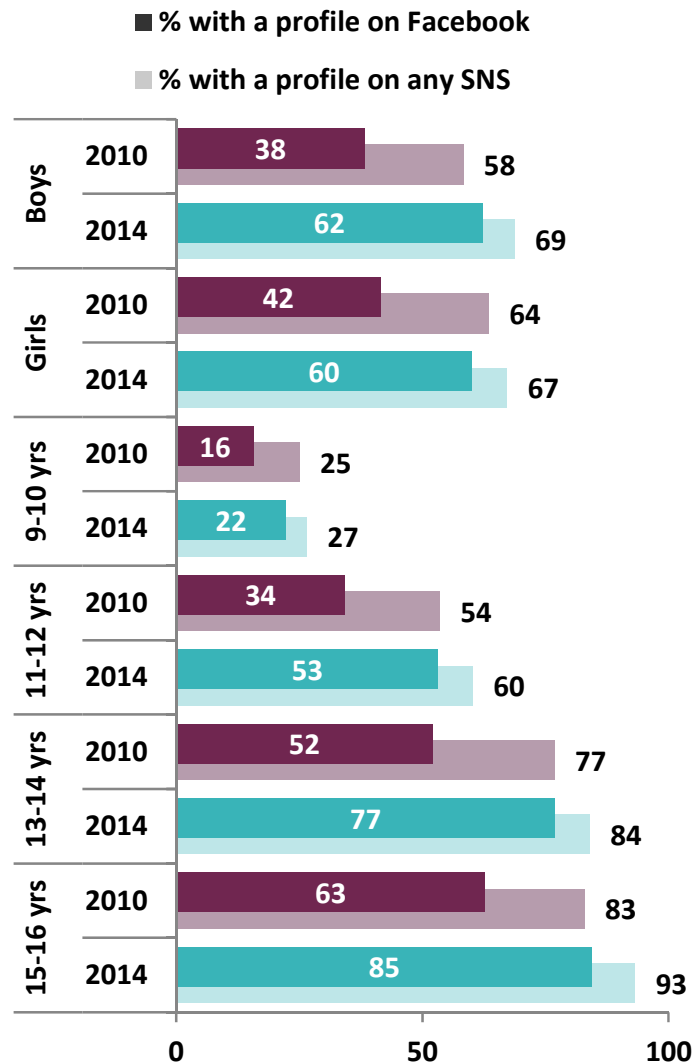
Survey update (1)
Where/how children go online

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Net Children Go Mobile

■ % Use at all in own bedroom 2010

■ % At least weekly use in own bedroom 2014

Country	2010	2014
Belgium	34	48
Denmark	74	85
Ireland	37	60
Italy	62	69
Portugal	67	60
Romania	48	69
UK	52	70
All	53	66

- In 2010, on average half of 9-16 year olds in the 7 countries ever used the internet in their bedroom. Now 2/3 have access, and around half use it there weekly.

- There are still big differences by age: a third of 9-10 year olds, over 4/5 of 15-16 year olds go online weekly in their bedroom.

- There are also still big differences by country – half of Belgian children rising to nearly all in Denmark.

- The home remains the main location of internet use, with the bedroom the main location for smartphone use.

- Nearly half rarely or never go online in other places, and 3/4 never go online when out and about.

- But in 2010, a shared PC was the most common way of accessing the internet (58%) with 31% using their phone. Today, the balance has shifted – every day, 46% use a laptop and 41% use a smartphone to go online.

Survey update (2)
Social networking sites

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Net Children
Go Mobile

■ % with a profile on Facebook

■ % with a profile on any SNS

		Facebook	Any SNS
Boys	2010	38	58
	2014	62	69
Girls	2010	42	64
	2014	60	67
9-10 yrs	2010	16	25
	2014	22	27
11-12 yrs	2010	34	54
	2014	53	60
13-14 yrs	2010	52	77
	2014	77	84
15-16 yrs	2010	63	83
	2014	85	93

0   50   100

- Facebook is the main SNS used even though teens are diversifying their choice of SNS. The use of Twitter is rather distinctive to the UK.

- SNS use has increased for boys and for teens overall. The proportion of SNS use that is on Facebook has also increased.

- 1/4 of 9-10 year olds and over half of 11-12 year olds use SNS – with 22% and 53% on Facebook respectively. Four in 10 give a false age on SNS.

- In some countries, SNS use is becoming 'safer' (more privacy, fewer contacts, less under-age use) – notably the UK and Ireland. In other countries, this is far from the case. In Romania, SNS use rose from 46% to 79% in the past four years – and 39% of those have 300+ contacts (vs. 18% average).

Survey update (3) Online risk and harm

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Net Children Go Mobile

% who...	2010	2014
Seen hate messages (11-16 years)	13	20
Received sexual messages (11-16 years)	14	12
Seen sexual images online (9-16 years)	15	17
Been cyberbullied (9-16 years)	7	12
Seen pro-anorexic sites (11-16 years)	9	13
Met online contact offline (9-16 years)	8	12
Bothered or upset online (9-16 years)	13	17

■ Some risks have increased – hate messages, pro-anorexia sites and, to a lesser degree, porn, cyberbullying and meeting online contacts offline. Only sexual messaging has decreased (except in Denmark).

■ Arguably the increase in risk is because of parallel increase in opportunities.

■ However, the overall proportion bothered or upset by something online has also risen slightly – especially among girls and among older teens.

■ The biggest increase in % upset online are in Denmark (from 28% to 39%), Ireland (from 11% to 20%) and Romania (from 21% to 27%). The percentages are fairly stable in the other countries.

Survey update (4) Digital skills

Net Children Go Mobile

% 11-16 year olds who know how to:	2010	2014
Bookmark a website	**66**	**69**
Find information on how to use the internet safely	**61**	**63**
Block messages from someone you don't want to hear from	**64**	**71**
Block unwanted adverts or junk mail/spam	**52**	**54**
Change privacy settings on a social networking profile	**57**	**67**
Compare different websites to decide if information is true	**50**	**57**
Delete the record of which sites you have visited	**51**	**64**
Change filter preferences	**31**	**37**

- Children now report being a bit more able to do most things related to internet safety.

- Given the increase in use and the efforts of industry and educators, the increase in skills is maybe lower than would be expected.

- Net Children Go Mobile's full report notes inequalities by gender, age and country also.

- Since substantial minorities still lack digital skills, this suggests that more can be done to teach children how to use the internet and, further, that internet could be made easier to use.
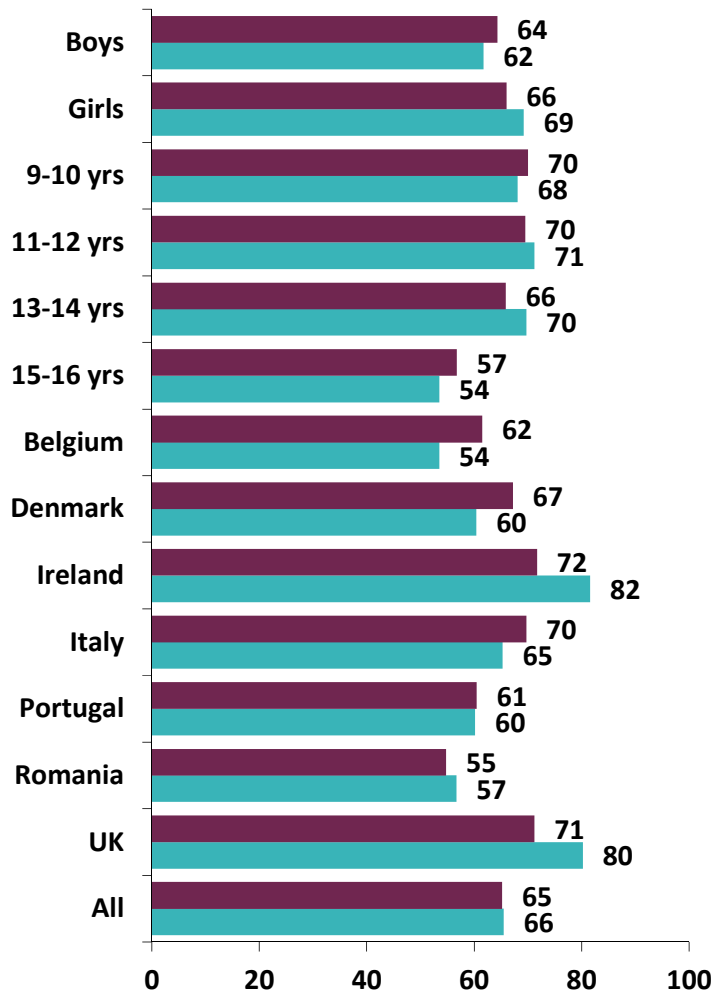
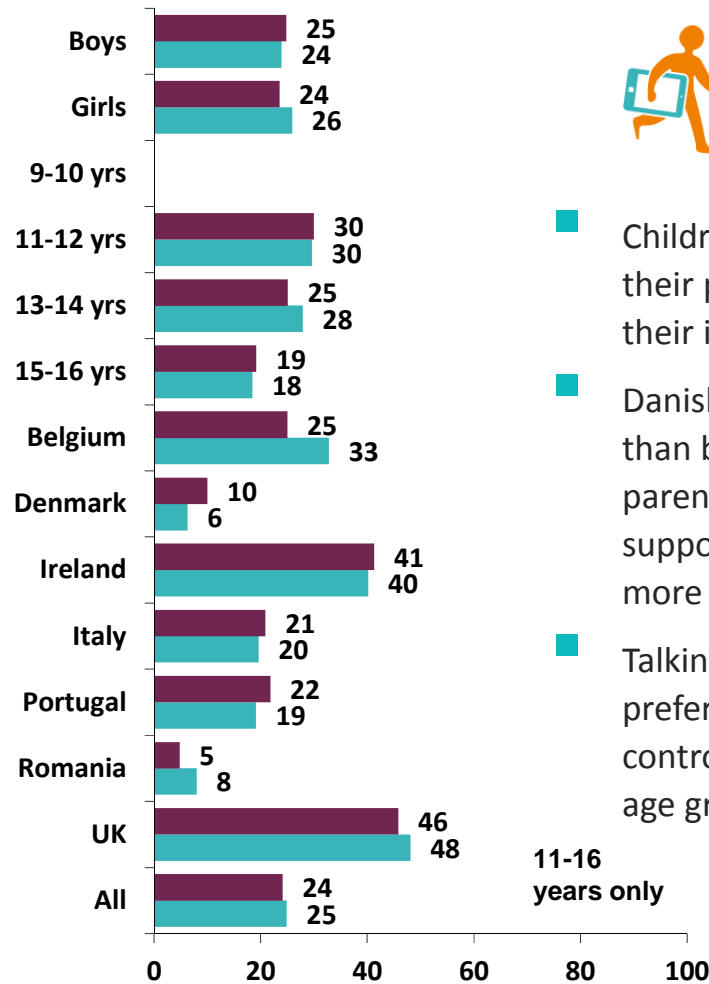# Survey update (5) Parental actions - kids' views

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Net Children Go Mobile

Left chart

- ■ % Suggested ways to use the internet safely 2010
- ■ % Suggested ways to use the internet safely 2013

Category	2010	2013
Boys	64	62
Girls	66	69
9-10 yrs	70	68
11-12 yrs	70	71
13-14 yrs	66	70
15-16 yrs	57	54
Belgium	62	54
Denmark	67	60
Ireland	72	82
Italy	70	65
Portugal	61	60
Romania	55	57
UK	71	80
All	65	66

Right chart

- ■ % Parental controls, blocking or filtering 2010
- ■ % Parental controls, blocking or filtering 2013

Category	2010	2013
Boys	25	24
Girls	24	26
9-10 yrs		
11-12 yrs	30	30
13-14 yrs	25	28
15-16 yrs	19	18
Belgium	25	33
Denmark	10	6
Ireland	41	40
Italy	21	20
Portugal	22	19
Romania	5	8
UK	46	48
All	24	25

11-16 years only

- ■ Children report little change in their parents' actions to support their internet safety.

- ■ Danish parents do a little less than before; British and Irish parents do a little more social support; Belgian parents use more parental controls.

- ■ Talking about internet safety is far preferred over use of parental controls in all countries and for all age groups.

The meaning of online problematic situations (1)

A qualitative report on what 9-16 year olds said in interviews and focus groups in Belgium, the Czech Republic, Greece, Italy, Malta, Portugal, Romania, Spain and the UK (N = 378). It reveals multiple upsets and problems, as kids see it . . .

One of my friends, she gets bullied quite often on the internet, in school. It's been happening for years now, they just don't leave her alone. People still pick on her. Teachers have got people in trouble but they just carry on, they don't stop. (boy, 11–12, UK)

A stranger was asking me to meet up. I was scared and he kept contacting me as soon as he went online asking me to meet up. I did not speak to him and I blocked him. (boy, 9–10, Malta)

It's [SNS] just something to write hateful things on. And certainly not making it anonymously…because most people write down hateful content anonymously, and then you can't find who did this. (girl, 15, Belgium)

Girl 1: When you are at home with your friends one evening doing silly things, and one might say, 'Let's do this and so and so'… We may laugh about or make jokes to people or we may see some older people who may say, 'Take off your t-shirt or do so and so…' And we say, 'What do you mean, you have gone mad!'
Interviewer: And where do you go for that?
Girl 1: On ChatRoulette.
Girl 2: There are loads… You type 'chat' into Google and you get a long list of places you can go.
Girl 1: The last one I used, with some friends at my house, was ChatRoulette.
Girl 2: You set up the webcam, and you go round meeting different people from different countries. And every so often, whenever you want, you can change people. (girls, 11–14, Spain)
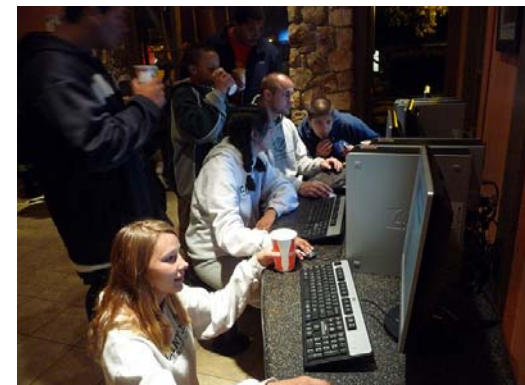
The meaning of . . . (2)

Context of development	Content	Communication
Relationships – Peers and friendship	Vulgar content shared with peers Viruses automatically sending spam emails or viruses to friends	Hate, vulgar and nasty messages Bullying by peers or strangers Creating fake SNS profile about somebody Exclusion from a group in games Being killed or cursed in games Hacked SNS or games profile by peers
Relationships – Romantic relationships	Advertisements for dating sites (including sexual or vulgar content)	Reporting fake romantic relationships Publishing sexual pictures of ex-partner as "revenge" Publishing attractive pictures to attract peers Meeting online strangers for dating purposes
Relationships – Parents	Seeing inappropriate content without parents' permission	Parent–child conflicts because of the internet Parents force child to be offline because of addiction Posting vulgar comments about parents
School	Untrue online information used for homework Tech problems at school (e.g. viruses, filters)	Offensive comments/fake profiles about teachers School problems after being online too much
Sexuality	Commercials with sexual content (YouTube, games, web, pop-ups, email) Pornographic material Sexual pictures / videos online (e.g. ask.fm) Watching live pornography Viruses put pornography on computers	Sexual communication, requests and comments Bullying with sexual content Publishing sexual pictures to attract peers / get "likes" Shared revenge porn or virtual sex

The meaning of . . . (3)

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Context of development	Content	Communication
Identity and personal data	Pop-ups or web pages asking for personal data Viruses automatically sending emails, or posting stuff or messages on Facebook	Stolen/sharing virtual identity (email, SNS profile, avatar) Hacked/ hijacked account or posting untrue/private info Pretending to be someone else (e.g., celebrities, fake) Lying about personal data Sharing personal data (e.g., address, phone number, photos) or too many private details Requests for personal information from strangers Meeting online strangers offline
Health and well-being	Over-use or addiction problems, including headaches, reduced eating, reduced sleeping, losing friends, eye problems Seeing pro-anorexia websites Preoccupation by sexual videos or gaming	Emotional problems after bullying or bothering contact Losing contact with reality
Morality	Racist content Illegal activities, like downloading programs, movies, and music Finding untrue or false information Commercials telling you to buy, download, or win something Vulgar, nasty, hate sites/ images/ videos	Racist messages Sharing illegal materials (e.g., programs, movies, music) in P2P networks Fake emails telling you that you could win something Commercial emails

The meaning of . . . (4)

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The report also addresses HOW 9-16 year olds cope with online problems and the support they wish for:

Awareness

- Younger kids are very influenced by parents and by sensationalist mass media, so they worry about risks that are not very common (strangers, kidnapping, etc.)

- Teens are focused on peer problems, based on their direct experience and the stories/rumours of what has happened to their friends or is being discussed among their peers

The meaning of . . . (5)

The report also addresses HOW 9-16 year olds cope with online problems and the support they wish for:

Preventive measures

- Children often try to avoid problems (esp. for porn) but for bullying and harassment, they want pro-active measures to deal with a problem then and there and stop problems escalating out of control

- Teens are rather fatalistic about problems online – 'bad stuff happens' – especially if advice focuses on simple restrictions rather than preventive measures they can take as agents (since they don't want to restrict their online activities)

The meaning of . . . (6)

The report also addresses HOW 9-16 year olds cope with online problems and the support they wish for:

Coping measures

- Talking to others, especially friends, is still their preferred coping mechanism after an incident

- While bullying occurs, more common is 'normalised aggression', and many lack non-aggressive coping strategies to manage everyday conflict, especially among 11-12 year olds

The meaning of . . . (7)

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The report also addresses HOW 9-16 year olds cope with online problems and the support they wish for:

Parental mediation

- Parents who lack knowledge of the internet get less respect from/are seen to offer less support for their kids – esp. kids fear having to explain what they were doing, being blamed, losing their privacy

- Parents often confuse their kids through embarrassment, lack of clarity, uncertainty about how to help – everyone ends up muddled

What's next for EU Kids Online?

Assuming some basic funding to **sustain our network infrastructure**, ideas in development centre on identifying the barriers and enablers to children obtaining the benefits of the digital age.

We see **digital skills, literacies and coping strategies** as making the difference between activities being beneficial or harmful, and ask how these relate to changes in online and offline environments.

- **Key benefits**:
    - Information, education and informal learning
    - Health, advice and well-being, including for vulnerable children and those with disabilities
    - Participation and civic expression, children's rights
    - Identity and relationships
    - Creativity and productive/collaborative engagement
- **Relevant contexts**:
    - Parents and family, parenting, communicative figurations of families
    - Peers, peer-coaching, empowerment, but also peers as perpetrators
    - Schools, teachers, and spaces of informal learning including online
    - Industry's strategies and offer, including positive content, classification, tools, safety by design
    - Societal norms and values, communication cultures and experiences among youth, including regulatory frameworks and influences
- We also have hopes of redoing an **updated pan-European survey** in 2016 or 2017 . . .

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