Trust, Safety, Security: Framing EU Kids Online Policy
Recommendations within the Digital Agenda for Europe

Brian O’Neill
Technological University Dublin, brian.oneill@tudublin.ie

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Trust, safety, security: Framing EU Kids Online policy recommendations within the Digital Agenda for Europe

Brian O’Neill
Dublin Institute of Technology
Safer Internet Programme 2009-13

1996: Communication on illegal and harmful content on the Internet
1999-2004: Safer Internet Action Plan
2005 – 2008: Safer Internet plus programme

Four Action Lines
a) Ensuring public awareness
b) Fighting against illegal content and tackling harmful conduct online
c) Promoting a safer online environment
d) Establishing a knowledge base.

Key elements
National Hotlines coordinated by INHOPE / Helplines
Safer Internet Centres / Awareness Nodes
Safer Internet Day
NGO Network for Child Protection on the Internet
Promoting a safer online environment

- Promoting positive online experiences for children
- Safer Internet Forum
- Encouraging self-regulatory measures in promoting a safer online environment for children
- Monitoring the effectiveness of European self-regulatory agreements
- European coordination of stakeholder groups

Foster multi-stakeholder dialogue and self-regulation of European and global service providers (e.g. social networking platforms, mobile communications providers), especially as regards use of their services by minors.

“The work of the Safer Internet programme will be based on knowledge of how children use these technologies.”
Overall aim: .. to deliver sustainable economic and social benefits from a digital single market based on fast and ultra fast internet and interoperable applications.

7 main obstacles to realising benefits of ICT.

Europeans will not embrace technology they do not trust - the digital age is neither "big brother" nor "cyber wild west".

- Users must be safe and secure when they connect online
- Minimising vulnerability to evolving threats
- Tackling identity theft fraud and cyberattacks
- Addressing threats and ensuring security a shared responsibility
- Educational activities and awareness-raising are essential
- Industry responsibility towards child protection
- Right to privacy and protection of personal data
Every European Child Safe Online

“We also need trust in the internet. Don't get me wrong, I am not a scaremonger. We all know about the huge positive social, cultural and economic potential of the internet. But this potential can only be unlocked if we overcome the barriers to trust.”

Neelie KROES, EC Vice-President in charge of Digital Agenda

June 16, 2011, Digital Agenda Assembly
Findings

A sample of relevant findings in areas of:

- Online content
- Perceptions of harm
- Digital skills
- Use of SNS
- Misuse of personal data
- Sources of safety information
Positive content

“There are lots of things on the internet that are good for children of my age”

- 43% say “very true”, 46% say “a bit true”, 12% say “not true”
- Only 32% of 9-10 year olds say “very true”
Overall subjective harm

“By bothered, we mean, made you feel uncomfortable, upset, or feel that you shouldn’t have seen it”

- 55% think there are things online that bother people their age
- 12% have been bothered themselves
- 8% parents say their child has been bothered
- 9-10 year olds less likely to be bothered
- More children have been bothered in DK, EE, RO, SE, NL
- Fewest say this in IT, PT, FR, DE
Uneven digital skills

- Average 4 skills claimed by each child
- Teens more skilled, 11-12 year olds lack basic skills
- Boys claim more skills
- Most skills (4+) in FI, SI, NL, EE, least skills (<3) in TR, RO, IR, HU
- 36% (though only 12% 9-10 year olds) say it’s very true that “I know a lot more about the internet than my parents”
Use of SNS

Top SNS used by children in Europe

<table>
<thead>
<tr>
<th>SNS</th>
<th>% users in Europe</th>
<th>Where mainly used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>57</td>
<td>Pan-European</td>
</tr>
<tr>
<td>Nasza-Klasa</td>
<td>8</td>
<td>Poland</td>
</tr>
<tr>
<td>SchülerVZ</td>
<td>7</td>
<td>Germany</td>
</tr>
<tr>
<td>Tuenti</td>
<td>5</td>
<td>Spain</td>
</tr>
<tr>
<td>Hyves</td>
<td>4</td>
<td>The Netherlands</td>
</tr>
<tr>
<td>Hi5</td>
<td>2</td>
<td>Romania</td>
</tr>
<tr>
<td>All other SNS</td>
<td>16</td>
<td>Various</td>
</tr>
<tr>
<td>All SNS</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

QC315: Which social networking profile do you use? If you use more than one, please name the one you use most often. Base: All children aged 9-16 with an SNS profile on the internet.

- One third (32%) of parents of the children say their child is not permitted to have an SNS profile.
- A fifth (20%) say their child can only use SNS with supervision.
- Half say they do not restrict their child’s use of SNS.

Table 5: Children’s ability to use safety features by SNS (only children aged 11+)

<table>
<thead>
<tr>
<th>SNS</th>
<th>Change privacy settings %</th>
<th>Block another user %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11-12</td>
<td>13-14</td>
</tr>
<tr>
<td>Facebook</td>
<td>55</td>
<td>70</td>
</tr>
<tr>
<td>Nasza-Klasa</td>
<td>84</td>
<td>80</td>
</tr>
<tr>
<td>schülerVZ</td>
<td>61</td>
<td>73</td>
</tr>
<tr>
<td>Tuenti</td>
<td>53</td>
<td>72</td>
</tr>
<tr>
<td>Hyves</td>
<td>68</td>
<td>77</td>
</tr>
<tr>
<td>Hi5</td>
<td>42</td>
<td>63</td>
</tr>
<tr>
<td>All SNS</td>
<td>56</td>
<td>71</td>
</tr>
</tbody>
</table>

QC321: And which of these things do you know how to do on the internet? Base: All children aged 11-16 with a profile on the named SNS.
## Misuse of personal data

### Table 46: Child has experienced misuse of personal data in past 12 months, by age and gender (age 11+)

<table>
<thead>
<tr>
<th>%</th>
<th>11-13 years</th>
<th>14-16 years</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Somebody used my password to access my information or to pretend to be me</td>
<td>6 6 6 9 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Somebody used my personal information in a way I didn't like</td>
<td>3 3 4 6 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I lost money by being cheated on the internet</td>
<td>1 1 2 1 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has experienced personal data misuse of any kind</td>
<td>7 7 10 13 9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

QC143: In the past 12 months, has any of the following happened to you on the internet?
Base: All children aged 11-16 who use the internet.

"The internet hackers are bothering, also the abusive use of personal accounts or the untrue information that somebody is spreading for someone else." (Boy, 12, Bulgaria)

"My schoolmate broke into my profile on social networking site, wrote some vulgar things there, changed my password. My parents solved the situation." (Boy, 14, Czech Republic)
Sources of safety information

- Parents get internet safety advice from family and friends (48%), then traditional media (32%), the child’s school (27%), internet service providers (22%) and websites (20%).
- Those with younger children (9-12 years) are a little more likely to get advice from their child’s school.
- 12% say they have received safety information from their own child.
- One in seven parents reports getting no advice from any of these sources.
Framing recommendations

- **Make positive content** a policy priority
  [Actions for Industry and Governments]

- Companies, online service providers and websites should incorporate “safety by design” principles for services likely to be used by young people and incorporate safety tools and mechanisms wherever possible.
  [Actions for Industry and Regulators]

- Develop an inventory of digital safety skills that can be incorporated into national ICT education frameworks
  [Actions for NGOs and Educators]

- Social networking service providers should ensure that privacy by default and maximum protection are provided for the accounts of minors
  [Actions for Industry and Regulators]

- Parental control software needs to take the needs, knowledge and interests of parents into account in order to improve uptake and develop more effective technical solutions
  [Actions for Parents/Industry/ Awareness-Raising]
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