Child Online Protection: The Brazilian Experience in producing statistical indicators

Survey on the use of Information and Communication Technologies in Brazil

Geneva, October 9 2013
Brazil

Context: Facts and figures

Population: 191 million
85% living in urban area

Source: IBGE 2010

5th largest territory in the world

Source: IBGE 2010

27.7% of the Brazilian population is below the age of 16

Source: IBGE 2010

Highest proportions of Internet users are at young age
Average = 49%
10 – 16 years old = 77%

Source: ICT Household 2012 Survey

Social inequalities: different patterns of use
40% HH have Internet access → 28.1 mi HH

SES – High income: 97%
SES – Low income: 6%

Source: ICT Household 2012 Survey
Youngsters are a significant portion of the population;

Brazil has been experiencing a fast and unequal Internet penetration;

Increased access to convergent, mobile, and networked technologies;

Questions:

- Where do children access the Internet? What do they do online?
- Do parents access the Internet? What are the mediation strategies used by them?
- What are the implications of this scenario?
ICT Kids Online Brazil

**Context**

**Opportunities**

Benefits in relation to:
- Learning;
- Participation;
- Creativity;
- Communication.

**Challenges**

Exposure to online risks such as:
- Bullying;
- Abuse of personal data and privacy
- Potentially harmful user-generated content: hate, pro-anorexia: drug-taken, suicide.
ICT Kids Online Brazil

Survey methodology

- Adoption of the EU Kids Online theoretical and methodological framework;

- Probability sample nation-wide survey covering urban and rural areas, face-to-face, household interviews;

- Specific objectives:
  - To understand how children access and use the Internet, the online risks involved and how they perceive online safety;
  - To outline the experiences, practices and concerns of parents and legal guardians in relation to their children’s use of the Internet;

- Number of respondents for 2012 edition:
  - 1,580 parents/legal guardians;
  - 1,580 children aged 9 to 16 that are Internet users (past 3 months).
<table>
<thead>
<tr>
<th>RESPONDENT</th>
<th>TYPE OF QUESTIONNAIRE</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents or Legal Guardians</td>
<td>Interviewer administered questionnaire</td>
<td>o Households demographics and Internet access</td>
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<td></td>
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<td>o Parents experiences and attitudes toward the Internet</td>
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<td>o Perceptions of the selected child’s Internet usage and exposure to risk</td>
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<td>o Parent mediation of online risk for the selected child</td>
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<td>o Sources of education, advice, support</td>
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<tr>
<td>Children</td>
<td>Interviewer administered questionnaire</td>
<td>o Patterns of child Internet usage</td>
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<td></td>
<td>Self-completion questionnaire</td>
<td>o Perceptions of parent mediation of online risks</td>
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<td>o Experience of online risks</td>
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<td>o Perception of parent mediation of online risks</td>
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<td>o Sources of education, advice and support</td>
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</table>
Key Findings
Location of access to the Internet by children

Percentage of the total number of Internet users aged 9 to 16

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>At home</td>
<td>60</td>
</tr>
<tr>
<td>At school</td>
<td>42</td>
</tr>
<tr>
<td>Living room at home</td>
<td>40</td>
</tr>
<tr>
<td>At a relative's home</td>
<td>38</td>
</tr>
<tr>
<td>LAN house or cybercafé</td>
<td>35</td>
</tr>
<tr>
<td>At a friend's home</td>
<td>34</td>
</tr>
<tr>
<td>Child's own bedroom</td>
<td>26</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>18</td>
</tr>
<tr>
<td>In a public library or other public place</td>
<td>4</td>
</tr>
<tr>
<td>In a telecenter</td>
<td>1</td>
</tr>
</tbody>
</table>

Location of access to the Internet by SES

Source: ICT Kids Online 2012 Survey
Digital Literacy: I know more about Internet than my parents

Percentage of the total of Internet users aged 9 to 16

<table>
<thead>
<tr>
<th>SES</th>
<th>Very true</th>
<th>A bit true</th>
<th>Not true</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>13</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>15</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Medium</td>
<td>11</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>14</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

Source: ICT Kids Online 2012 Survey
Proportion of parents/legal guardians that believe their child has been bothered or upset by something on the Internet in the past year

Percentage of the total number of parents/legal guardians

Yes: 89
No: 04
Don't know: 0
Prefer not to say: 0

Source: ICT Kids Online 2012 Survey

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Proportion of parents/legal guardians that believe their child uses the Internet safely

Percentage of the total number of parents/legal guardians

Yes: 22
No: 8
Don't know: 0

Source: ICT Kids Online 2012 Survey
Parents’ actual sources of information on Internet Safety

**Percentage of total number of parents/legal guardians**

- Television, newspaper, radio or magazines: 52%
- Family and friends: 37%
- Your child’s school: 28%
- Internet Service Providers: 9%
- Websites with safety information: 8%
- Government, local authorities: 7%
- From my child: 7%
- None, I don’t search for information on this: 18%

Parents’ desired sources of information on Internet safety

**Percentage of total number of parents/legal guardians**

- Your child’s school: 61%
- Television, newspaper, radio or magazines: 57%
- Government, local authorities: 30%
- Family and Friends: 29%
- Internet Service Providers: 15%
- Websites with safety information: 13%
- Children’s welfare organisations/charities: 11%

Source: ICT Kids Online 2012 Survey
What bothers children online

In their own words

"What would bother, upset or scare you or people your age on the Internet? Try to think of both every day and special or unusual situations."

- **What bothers you online?**
  - 72% respondents identified one or more situation that can bother people their age on the Internet (girls:76%; boys: 68%);
  - 14% answered that nothing bothers them online;
  - 12% did not know or preferred not to answer.

- Among those that were able to identify bothersome situations online:
  - 60% identified one;
  - 30% identified two;
  - 10% identified three or more.

- In total, 1576 bothersome situations were mentioned.

- Among parents: Only 7% mentioned their child was bothered online, 91% said this did not happen to their children.

Source: Research conducted by Prof. Cristina Ponte (UNL) based on the ICT Kids Online Survey data.
What bothers children online
In their own words

"What would bother, upset or scare you or people your age on the Internet? Try to think of both every day and special or unusual situations."

Pornographic content: “Images of naked people”;
Violent images: “People being run over” “Accidents on the roads”;
Bullying: "Posting something against me / bad mouthing / spiteful comments"; "Lies about me"
Invasion of privacy: “Someone pretending to be me online”;
Horror content: "Ghost videos"; "Witches";
Technical Issues related to the Internet: “Wesbsite down”, “Unstable Internet connection”;
Misleading adverts: "Misleading adverts"; "False prizes";
Uninteresting content online: “Boring games”;
Other: "Someone having more followers than me on Twitter“.

Source: Research conducted by Prof. Cristina Ponte (UNL) based on the ICT Kids Online Survey data.
Methodological challenges
ICT Kids Online Brazil 2012
From EU Kids Online to BR Kids Online: Challenges

Cognitive and cultural dimensions:
- Cognitive testing (translation: language and cultural, literacy issues, context of internet use);
- Pre-testing (geographic region, social issues);
- Expert Group Meeting;
- Kids Online Brazil Workshop.

Operational dimension:
- Letters explaining the importance of the survey;
- Flyer with online safety tips for parents and children;
- Hotsite with FAQ.
- **Government and International Organizations**
  - United Nations Children’s Fund (UNICEF)
  - Ministry of Justice
  - United Nations Educational Scientific and Cultural Organization (UNESCO)

- **Academia**
  - Escola Superior de Propaganda e Marketing
  - Fundação Getúlio Vargas
  - London School of Economics
  - Pontifícia Universidade Católica de São Paulo
  - Pontifícia Universidade Católica do Rio de Janeiro
  - Universidade de São Paulo
  - Universidade Federal de Santa Catarina
  - Universidade Federal do Ceará
  - Universidade Federal do Rio Grande do Sul
  - Universidade Nova de Lisboa

- **Non-profit Organizations**
  - SaferNet Brasil
  - Cultura e Ação Comunitária (Cenpec)
  - Instituto Alana

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**Kids Online Brazil Survey**

**Expert Group**

- SaferNet Brasil
- Cultura e Ação Comunitária (Cenpec)
- Instituto Alana
ICT statistics production in Brazil

The ICT Survey Process

1. ICT SURVEY PLANNING
   (Objectives, survey frame, sample design, indicators, questionnaire design)

2. FIELD DATA COLLECTION
   (PAPI & CATI)

3. DATA PROCESSING
   (Data consolidation, validation and coding)

4. DATA ANALYSIS AND DATA PRESENTATION

5. DATA DISSEMINATION
   (ICT indicators and historical data)

EXPERT GROUP

Survey Procedures Manual
Methodological Report
Data collection instruments: questionnaires, interview scripts, etc.
Collected data (tables & transcripts) Raw data tables
Field Control Report
Preliminary Data Analysis Report
Publication (Analysis and ICT Indicators) Book
CETIC.br Website
Importance of statistics in policymaking and monitoring

“Good policy requires good statistics at different stages of the policymaking process.”
(Scott, 2005)

“The impact of policy can be measured with good statistics. If policy cannot be measured it is not good policy.”
(Othman 2005)

ICT-related statistics

Survey data in policymaking

- Reliable
- Policy relevant
- Timely (to inform policy decisions)
- Accessible to all key stakeholders
- Cost-effective
- Interdisciplinary enough to address cross-cutting issues
Lessons learned & Next Steps

- Regular annual survey:
  - Longitudinal comparison;
  - Improving methodological approach (sample size, coverage, sensitive subjects & self-completion);
  - Development of different themes eg. Consuming online;
- Complementary approaches such as qualitative studies;
- Cross-national comparisons;
- Disseminating results for awareness-raising and agenda-setting and the design of public policies.
Thank you

www.cetic.br

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The ICT Kids Online 2012 survey is available for download at http://www.cetic.br/publicacoes/2012/tic-kids-online-2012.pdf

All ICT Surveys conducted by Cetic.br are available for download at www.cetic.br/publicacoes