

**8<sup>th</sup> World Telecommunication/ICT Indicators  
Meeting (WTIM-10)**  
Geneva, Switzerland, 24 - 26 November 2010



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*Contribution to WTIM-10 session 8*

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English

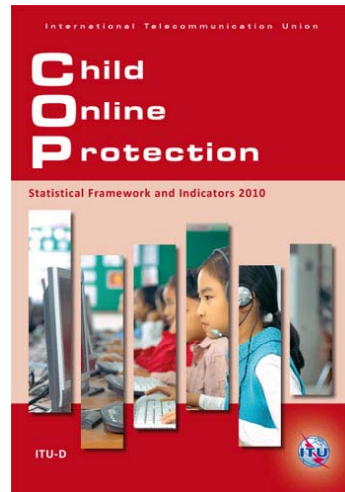
**SOURCE:** ITU/BDT

**TITLE:** Measuring Child Online Safety

Geneva, 24-26 November 2010

*Session 8:  
Measuring Child Online Safety*

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## ITU's Child Online Protection (COP) Initiative

- Launched in 2008 and endorsed by UN SG
- Objectives:
  - To promote global awareness about the importance of child online safety
  - To develop practical tools
  - To share experiences
- International collaborative network comprising 25 COP members
- COP guidelines: for children, parents, industry, policy makers

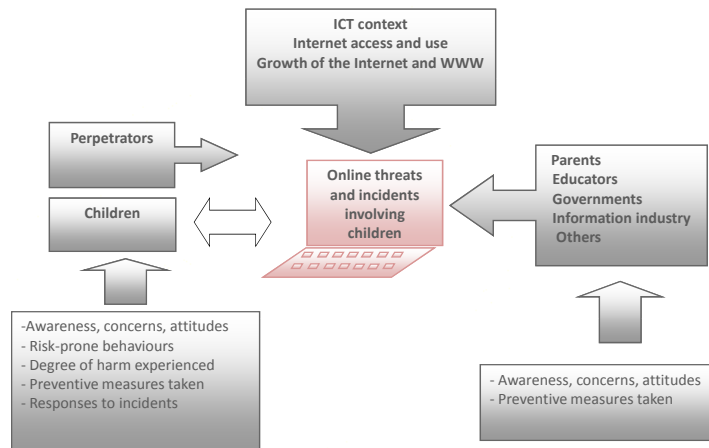
## Measuring COP

- Why? Need to capture reliable evidence and compare across countries, to inform policy and monitor solutions; new topic, little experience
- COP initiative: national policy survey 2009 (not statistical)
- **This report:**
  - first comprehensive overview of measuring COP based on analysis of existing data sources
  - list of indicators that can be compared internationally and set of recommendations on how to measure COP
  - practical tool for those interested in measuring COP
  - Prepared in consultation with members of ITU Council Working Group on COP and COP Initiative

## Topics addressed in the report

- *Framework*: main actors, classifications and definitions, indicators, data collection
- Measuring the *context*: Internet access and use, growth of the WWW
- Measuring *subjective aspects of COP*, based on existing surveys
- Measuring *risk-prone behaviour* of children, incidents and responses
- Measuring *preventive actions* by: parents, children, governments, other stakeholders
- *Measurement challenges*

## Conceptual framework



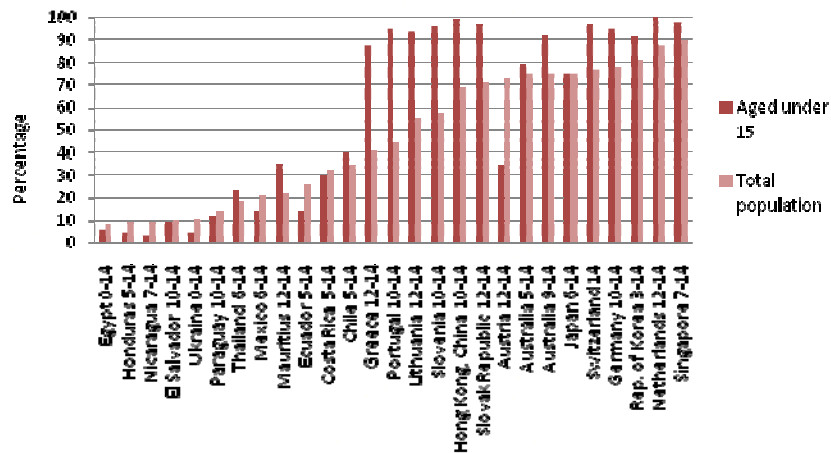
## Main recommendations on:

- Types of indicators that could/could not be collected internationally (on all aspects)
- Survey questions that could be used as a model
- Types of surveys that could be used to measure different COP aspects

## Recommended context indicators

- 10 indicators including: households with Internet access, Internet users by age, by gender, by frequency of use, by location of use;
- **Data sources:** administrative sources and household surveys

## Example context indicator: Internet users, children under 15 and total population (HH7)



## Recommended indicators for risk-prone behaviour and incidents

- Children's Internet activities and time spent online
- Online encounters resulting in offline meetings
- Incidents related to pornography, hate sites and violent or gruesome images
- **Data sources:** ICT household surveys and specialized COP surveys

## Example risk-prone behaviour indicator: children's online activities

**Example 1. Risk-prone online activities of children and young people, Singapore, 2008**

Selected Internet activities	Internet users, last 12 months, all modes of access		
	Aged 7-14	Aged 15-24	All residents aged 7 and over
Instant messaging	14%	35%	19%
Social networking sites	11%	30%	14%
Reading blogs created by others	5%	13%	6%
Chat rooms	8%	10%	6%
Creating or maintaining own blogs	5%	9%	4%
Sharing own photos	0%	2%	1%
Broadcasting self-produced videos	3%	10%	6%
Interactive online gaming	29%	19%	11%
Downloading or watching movies, images etc	4%	15%	7%

## Recommended indicators for preventive actions

- Parents' rules applying to children's Internet use, by age and gender
- Protective measures taken by parents at home, by age and frequency
- Measures taken by governments (see ITU COP initiative national survey 2009)
  
- **Data sources:** specialized COP surveys

## Example preventive actions indicator: parents' role

### Example 1. Eurobarometer 2008: Percentage of parents not allowing at least one activity, EU27

Giving out personal information	92%
Buying online	84%
Talking to people they don't know in real life	83%
Spending a lot of time online	79%
Creating a profile in an online community	63%
Using chat rooms	61%
Accessing certain websites	49%
Downloading/playing music, films, games	38%
Using email/instant messaging tools	37%

Base: parents whose child uses the Internet, % of "Not allowed"

Source: Eurobarometer, *Towards a safer use of the Internet for children in the EU – a parents' perspective: summary* (EC, 2008).

## Measurement challenges

- The subjective nature of the topic
- Data availability, especially in developing countries
- International comparability
- Data interpretation
- Change over time (time series data)
- Data quality

## The way ahead

- Report can be used as a basis for future data collection at national/ international levels; future revisions as appropriate
- Possible starting point for data collection: existing national surveys and data collection methodologies; selected (small) number of indicators/ questions
- Report available at [www.itu.int/ict](http://www.itu.int/ict)

