

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



Contribution to WTIM-10 session 8

Document C/35-E
26 November 2010

English

SOURCE: London School of Economics

TITLE: Risks and safety on the internet: The perspective of European children



Co-funded by the European Union



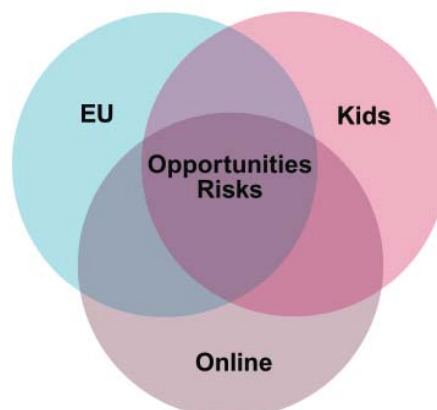
Risks and safety on the internet: The perspective of European children

Initial findings from *EU Kids Online*, Nov 2010
Sonia Livingstone, Coordinator

Aim



To enhance knowledge of the experiences and practices of European children and parents regarding risky and safer use of the internet and new online technologies, in order to inform the promotion of a safer online environment for children.



Objectives



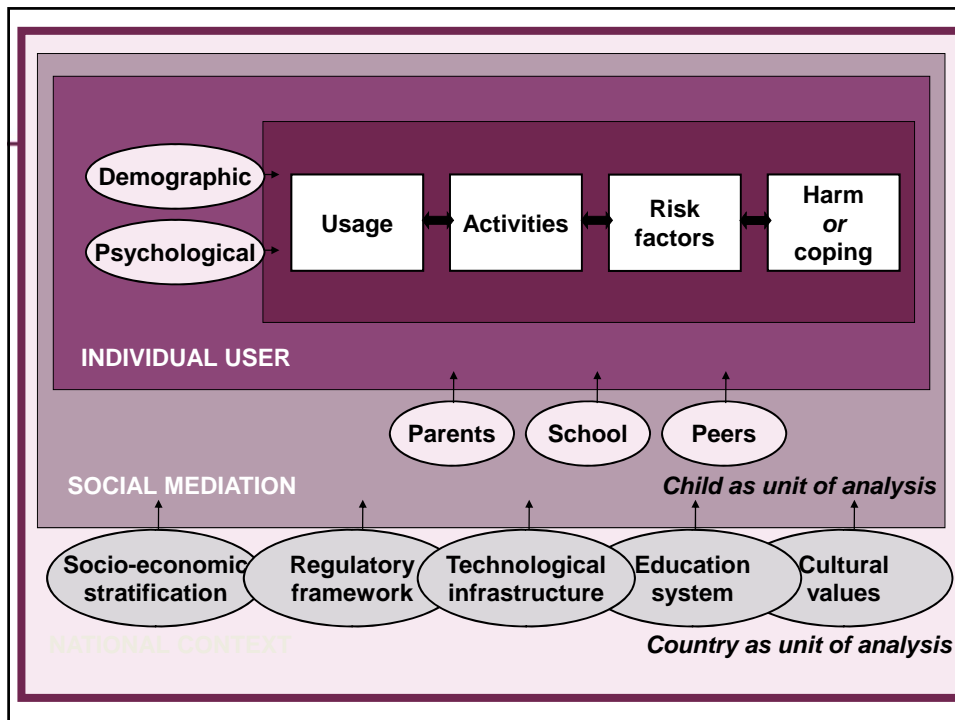
- **To design a robust survey instrument appropriate for identifying . . .**
 - (a) children's online access, use, range and nature of risk experiences, coping responses and safety awareness
 - (b) parental experiences and safety practices regarding their child's internet use
- **To administer the survey in a reliable and ethically-sensitive manner to national samples of internet users aged 9-16 and their parents in Europe**
- **To analyse the results systematically to identify core findings and more complex patterns among findings on a national and comparative basis**
- **To identify and disseminate . . .**
 - (a) findings in a timely manner to relevant national/international stakeholders
 - (b) recommendations for safety awareness initiatives in Europe
 - (c) remaining knowledge gaps and methodological guidance for future research

Classifying risks (exemplars)



	Content Child as receiver (of mass productions)	Contact Child as participant (adult-initiated activity)	Conduct Child as actor (perpetrator / victim)
Aggressive	Violent / gory content	Harassment, stalking	Bullying, hostile peer activity
Sexual	Pornographic content	'Grooming', sexual abuse or exploitation	Sexually harassment, 'sexting'
Values	Racist / hateful content	Ideological persuasion	Potentially harmful user-generated content
Commercial	Embedded marketing	Personal data misuse	Gambling, copyright infringement

Note: risks in bold are included in the survey



Surveying 'Europe'



- Participating countries
- Random stratified sample
- 1000 9-16 year olds per country
- Interviews at home, face to face
- Self-completion for sensitive questions
- Indicators of vulnerability and coping
- Data from child paired with a parent
- Directly comparable across countries
- Validation via cognitive/pilot testing
- National stakeholders consulted
- International advisory panel
- Fieldwork in spring/summer 2010
- Now: 23420 internet-users, 23 countries

A comparative design



The findings compare:

- Children's experiences of the internet across locations and devices
- Similarities and differences by children's age, gender and SES
- A range of risks experienced by children online
- Children's perception of the subjective harm associated with these risks
- Children's roles as 'victim' and 'perpetrator' of risks
- Accounts of risks and safety practices reported by children and their parents
- Data across countries for analysis of national similarities and differences

Survey development



- ↓ Literature review to identify themes and gaps, previous questionnaires
 - *from the work of EU Kids Online I, 2006-9*
- ↓ Scope themes and hypotheses, sampling decisions, research ethics
 - *network meeting with international advisors, June 2009*
 - *draft survey questionnaire, Nov 2009*
- ↓ Iterative drafting and validation process, with network and experts:
 - *cognitive testing in UK, Jan 2010*
 - *translation (and back translation) into 24 languages, Feb 2010*
 - *cognitive testing in 24 countries, March 2010*
 - *pilot testing in 5 countries, April 2010*
- ↓ Fieldwork in 25 countries, *May-Oct 2010*

Survey challenges and solutions



- Ethics of research – esp. for risky experiences, vulnerable children
 - Careful procedures, institutional approval, age versions, routing, advice leaflet
- Translation – comparability of meaning of key terms (e.g. 'upset', 'bully')
 - Back translation, checking by network, cognitive testing . . .
- Children's understanding (e.g. of technical terms, platforms, services)
 - Cognitive testing limited what was asked, especially in self-completion section
- Children's availability, concentration, interest
 - Complexity/ length of questionnaire, pilot testing, lower age limit, age versions
- Standardisation
 - Standardisation (after wide discussion) preferred over contextual variations
- Sampling representativeness
 - 3 stage stratified random sampling for national representativeness, weighted

Leaflet left with each child



ins@life EU Kids Online

WORKING TOGETHER TO HELP YOU STAY SAFE ONLINE

TOP TIPS

The internet is a great place to learn, discover, communicate and have fun, but just as in the real world, there are some risks as well as great benefits. Take note of the tips below to help you and your family to stay safe online.

- 1. What does your digital footprint look like?**
Think before you post! Everything you put online stays there and becomes your digital footprint which can be seen by anyone. Remember that something you post today may be used by someone in 5 or 10 years time. Will it paint the best picture of you?
- 2. I M U**
Always treat others as you would like them to treat you. If you are the victim of cyberbullying, tell a trusted adult – someone who can help you. Don't suffer in silence and if you do receive a nasty text or IM, keep the evidence!
- 3. Who are you talking to?**
Be a responsible net citizen – remember that people who you only know online are not really strangers. It is important to keep online friends online – don't meet up with online friends in the real world without talking to an adult you trust first.
- 4. How can you report a problem?**
If something goes wrong and you feel uncomfortable or upset when you are online, there are things you can do. Tell your parents or carers or another trusted adult. You can always check for a report abuse button on the site you are on, or contact the helpline. There is more information about this on the back of this leaflet.
- 5. Do you believe everything you see online?**
<http://22001001.com/trueorfalse> Remember that anyone can create online content – you can't always believe everything that you find on the internet. When you use the internet for homework or research, remember to check the information you find carefully. Use another website and see if it gives the same information – use who the website was created by. Don't forget – if it sounds too good to be true, then it probably is!

ins@life EU Kids Online

ins@life is a European network of Awareness Centres promoting safe, responsible use of the internet and mobile devices to young people. It is co-funded by the Safer Internet Programme. Further information is available from www.safinternet.org

EU Kids Online is a new project designed to examine children's and parents' experiences and practices regarding use, risk and safety online. Between 2009 and 2011, EU Kids Online is conducting original empirical research across member states with national samples of children aged 9-11 years old and their parents. Further information is available from <http://www.ins@life.eu-collection.org/AboutOnline>

For further information about any online safety issues, please don't hesitate to contact the Child Exploitation and Online Protection Centre who are the safer internet awareness centre for the UK. Their website can be found at www.childline.gov.uk or you can call 0800 3344

Q. Where can I report illegal content?
A. Illegal content can be reported to the Internet Watch Foundation which is the helpline in the UK. www.iwf.org.uk

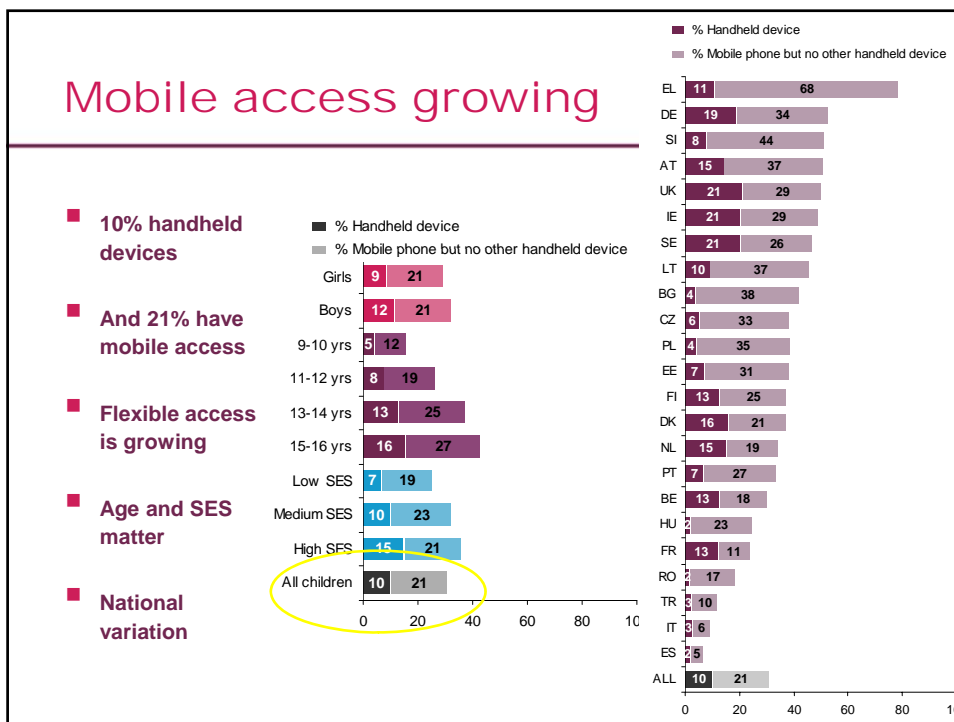
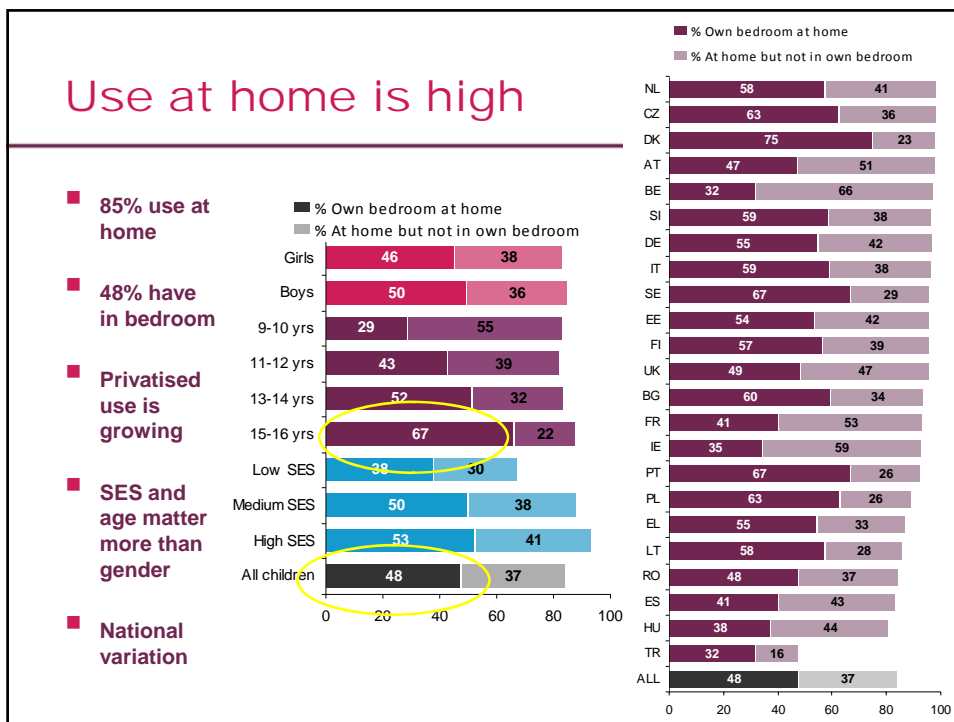
Q. Who can I speak to if I have concerns about something that is happening online?
A. Speak to your parents or a trusted adult or call the helpline. In the UK you can call ChildLine on 0800 1111 and speak to someone in confidence.

Q. Where can I find out more information about how to keep my family safe online?
A. Visit your safer internet awareness centre's website at www.ins@life.eu-collection.org or use our online family safety kit at www.eukidsonline.net
You can also find more information at www.safinternet.org

Tips for parents

- Talk to your children, ask them to show you what they are doing online.
- Dialogue is the key to prevention, just as it is in the offline world.
- Keep in touch with latest online safety issues by subscribing to the Insafe newsletter at <http://www.safinternet.org/web/guest/newsletter>
- Most risks on internet are about behaviour, not technology. Your life experience is the best guide they can have in the online and offline world.

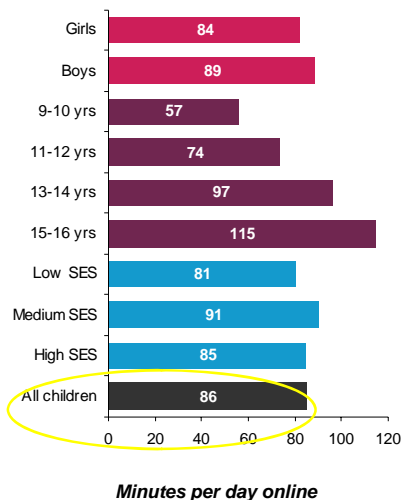
© European Union – EU Kids Online – template for information leaflet to be left following interviews



Internet embedded in daily life, users are getting younger



- 57% use every day or almost daily
- 92% use at least weekly
- 86 minutes online in an average day (see graph)
- SES matters especially for daily use: 64% high SES vs. 49% low SES
- Age matters also for daily use: 33% 9-10 yrs vs. 77% 15-16 yrs
- Children first go online at 9 yrs old: at 7 for 9-10 yrs, at 11 for 15-16 yrs



Multiple opportunities

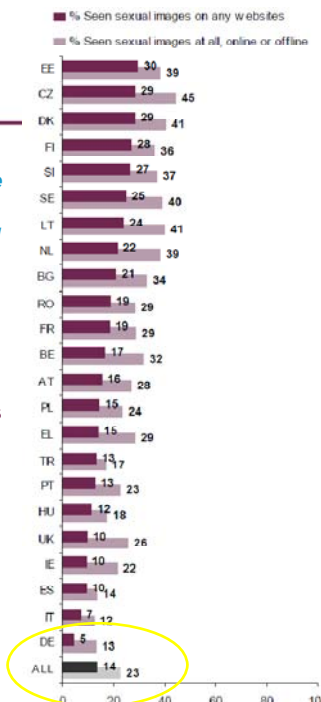
- Average 7 of 17 activities in past month
- Schoolwork tops the list
- Then content produced by others
- Also communication – IM, SNS, email
- Webcams popular among teens
- Chat rooms less common overall
- Creating content is still less common
- Few gender differences except games
- Age differences are substantial

% who have...	9-12 year old		13-16 year old		All
	Boys	Girls	Boys	Girls	
Used the internet for school work	77	82	87	90	84
Watched video clips	69	59	76	51	63
Played internet games on your own or against the computer	66	62	86	83	74
Used instant messaging	42	46	75	74	61
Visited a social networking profile	38	40	79	77	60
Sent/received email	42	43	72	72	59
Read/watched the news on the internet	37	35	59	57	48
Played games with other people online	46	32	62	31	44
Downloaded music or films	26	23	59	55	42
Put or posted photos, videos or music to share with others	22	22	53	52	38
Put or posted a message on a website	24	24	37	37	31
Used a webcam	17	17	42	37	29
Visited a chatroom	14	12	34	27	22
Created a character, pet or avatar	19	18	20	13	16
Used file sharing sites	10	8	27	20	17
Spent time in a virtual world	16	14	22	13	17
Written a blog or online diary	5	6	13	16	10
Average number of activities	5.7	5.4	9.0	8.1	7.1

Sexual images off/online

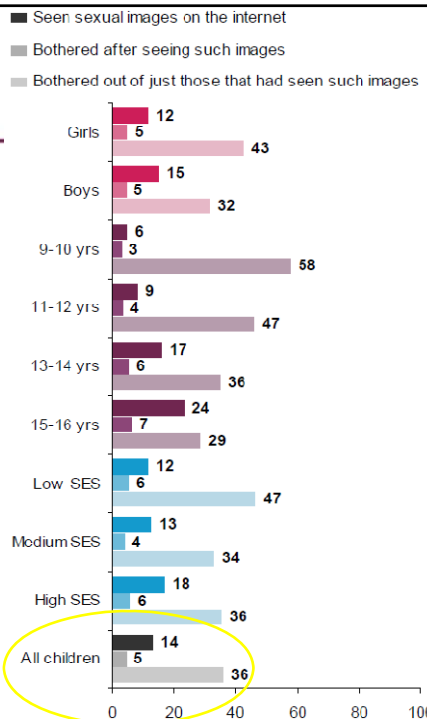
"In the past year, you will have seen lots of different images – pictures, photos, videos. Sometimes, these might be obviously sexual – for example, showing people naked or having sex. Have you seen anything of this kind?"

- 23% have seen sexual images online or offline
- **Who?** More older than younger children
Teenage boys 13-16 most likely to see sexual images online – 23%
- **Where did they see this?** 14% online, 12% on television/film/video, 7% in magazines
Most often seen via accidental pop-ups
- **What did they see?** 12% - nudity, 8% - someone having sex, 8% - genitals, 3% - violent sex



From risk to harm? Sexual images

- 14% have seen sexual images online
- But only 5% overall (36% of those who saw sexual images online) were bothered by this
- Girls and younger children less likely to see such images but more likely to be bothered/upset
- Among those who were bothered, 38% were a bit upset, 32% fairly upset, 16% very upset
- Still, most got over it straight away



Parental awareness



Among those children who have encountered the particular risk online ...

- **Seeing sexual images online:**
41% of parents are not aware of this, 24% say they don't know
Parents are least aware when daughters (47%) and younger children (56% 9-10 year olds) have seen sexual images online
- **Being bullied online:**
56% of parents are not aware of this, 14% say they don't know
Parents are less aware when this involves their 9-10 year olds (64%)
- **Receiving sexual message online:**
52% of parents are not aware of this; 26% say they don't know
Parents of younger children, and in higher SES homes, are least aware
- **Meeting an online contact offline:**
61% of parents are not aware of this, 11% say they don't know
Parents of younger children, of boys, and in higher SES homes, are less aware

Timetable



- | | |
|---------------------|--|
| ■ June 2009 | Kick-off meeting |
| ■ July 2009 | Tender for fieldwork subcontractor |
| ■ Oct 2009 | Workshop 1: Survey questionnaire/sample design |
| ■ Nov 2009-Mar 2010 | Survey development, translation, piloting, finalising |
| ■ Mar-Nov 2010 | Fieldwork |
| ■ May 2010 | Consult stakeholders about analysis and dissemination |
| ■ July-Nov 2010 | Data cleaning, top line analysis |
| ■ July 2010 | Workshop 2: Core findings and emerging messages |
| ■ Oct 2010 | TOPLINE REPORT at Safer Internet Forum |
| ■ Winter 2010 | Statistical analysis – patterns, hypotheses, comparisons |
| ■ Nov 2010 | Consult stakeholders about analysis and recommendations |
| ■ Jan 2011 | Workshop 3: Analysis, recommendations, dissemination |
| ■ April 2011 | REPORT: Patterns of risk and safety online |
| ■ June 2011 | REPORT: Cross-national comparisons + recommendations |
| ■ Sept 2011 | Conference and FINAL REPORT |

Thank you



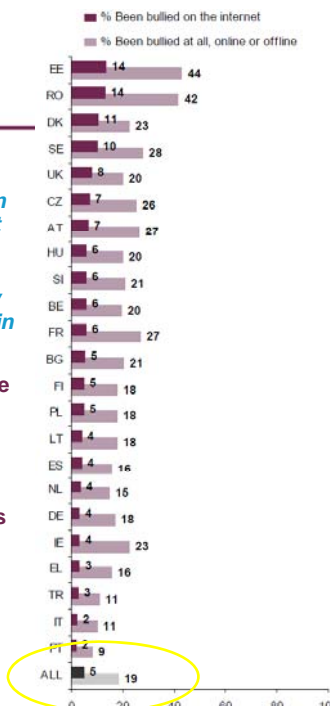
More at www.eukidsonline.net

Bullying off/online

“Sometimes children or teenagers say or do hurtful or nasty things to someone and this can often be quite a few times on different days over a period of time. It can include teasing someone in a way the person does not like; hitting, kicking or pushing someone around; leaving someone out of things.

Has someone acted in this kind of hurtful or nasty way to you in the past 12 months?/ Have you been treated in a hurtful or nasty way on the internet?”

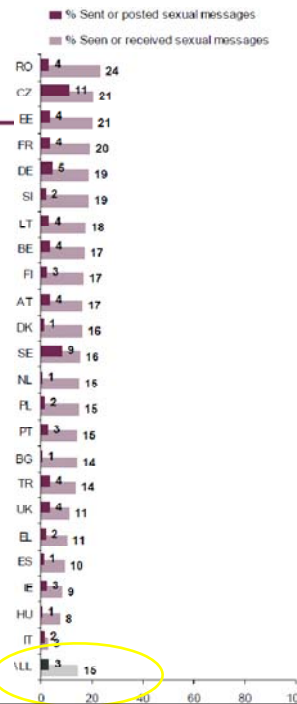
- 19% have had someone act in this way, online or offline
- **Who?** Few differences by age, gender or social class
Teenage girls 13-16 most experience this online – 7%
- **How?** 13% had this happen in person face to face, 5% had this happen online, 3% by mobile phone calls/texts
Most often happens online via SNS or IM
- **What?** 4% - nasty/hurtful messages, 2% - messages passed around about them, 1% threatened online
- 12% have bullied others, online or offline



Sending/receiving sexual messages online (11+yrs)

“People do all kinds of things on the internet. Sometimes they may send sexual messages or images. By this, we mean talk about having sex or images of people naked or having sex. Have you seen/sent/received/posted a sexual message (words, pictures or video) of any kind on the internet?”

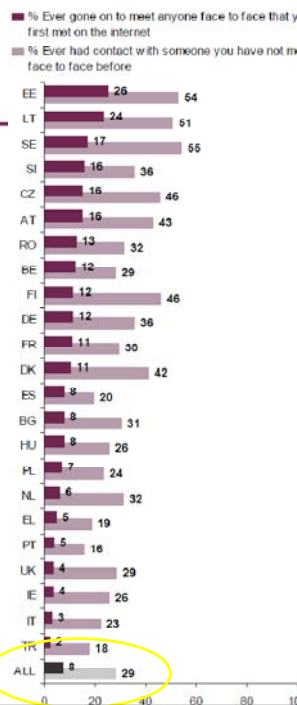
- 15% have seen/received sexual messages online
- 3% have sent/posted sexual messages online
- Who? More older (21%) than younger teens
- How? Occurs more by ‘pop up’, IM or SNS
- What? 5% have seen other people perform sexual acts, 2% have been asked to talk about sexual acts online, 2% have been asked for photo/video of genitals



Meeting new people

“Have you ever had contact on the internet with someone you have not met face to face before? Have you ever gone on to meet anyone face to face that you first met on the internet in this way?”

- 29% have contact(s) they met online
12% of 9-10 year olds up to 44% of 15-16 year olds
- 8% have met an online contact offline
2% of 9-10 year olds up to 15% of 15-16 year olds
- More online contacts - more offline meetings
- Half who went to a meeting met one or two people this way; 24% met 5+
- 56% of those who went to a meeting met friend of a friend/family; 43% met a new person
- Contact first made usually via SNS or IM



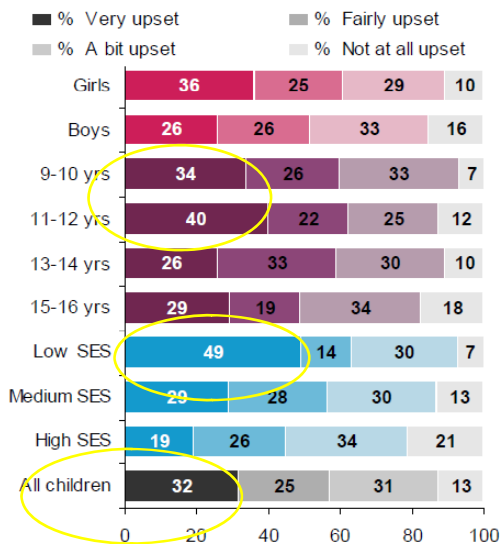
From risk to harm? *Online bullying*



www.eukidsonline.net

Among the 5% who have been bullied online, on the last time this happened:

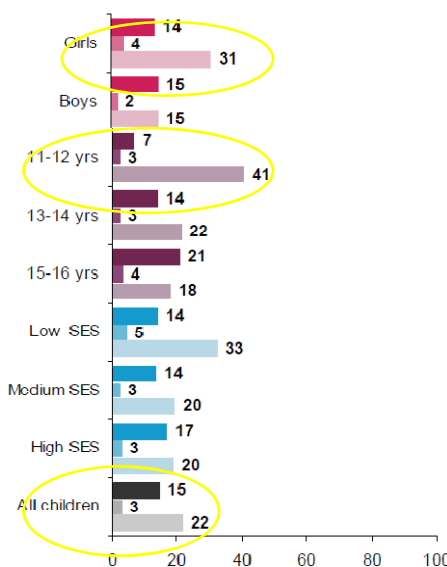
- 31% were a bit upset, 25% fairly upset, 32% very upset
- Who was more upset?
Younger, girls, low SES homes
- How long did this last?
Most (62%) got over it straight away, 31% still upset a few days later and 8% still upset a few weeks later



From risk to harm? *Sexual messages*

Seen or received sexual messages on the internet
Bothered after seeing or receiving such messages
Bothered out of just those that had seen or received such messages

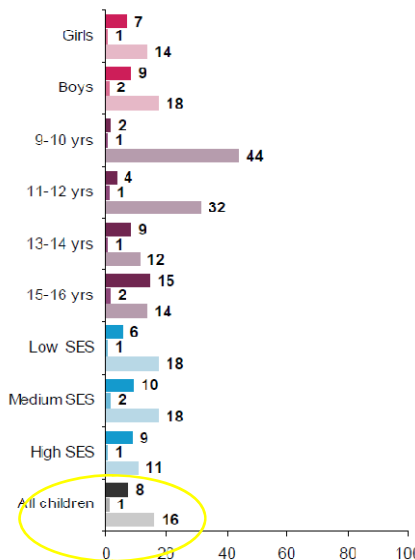
- 15% have seen/received sexual messages images online. But only 3% (22% of those who saw sexual messages) were bothered by this
- Girls as likely as boys to receive sexual messages but are twice as likely to be bothered/upset
Teens more likely to receive such messages but younger children more upset
- Among those who were bothered, 47% were a bit upset the last time this happened, 27% were fairly upset, 18% were very upset.
Still, half got over it straight away



From risk to harm? Meeting contacts offline

- 8% have met an online contact offline, but only 1% were bothered by this
Or, 16% of those who met an online contact offline were bothered or upset
- Of those who were bothered in some way, half were 'very' or 'fairly' upset
- 9-10 year olds were more likely to be bothered/upset (44% of those who went to such a meeting)
- Among those bothered by such a meeting,
 - 1/4 met someone older
 - 28% had had hurtful things said to them
 - few said they were hurt physically/sexually

■ Ever gone on to meet anyone face to face that you first met on the internet
■ Bothered in past 12 months after meeting new people
■ Bothered out of just those that had met new people in past 12 months



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

■ % My child has been bothered by something online (parent)
■ % I have been bothered by something online (child)
■ % There are things online that bother children my age (child)

