



## PoP: Protection through Online Participation / Survey for online platforms & companies

In your work as Trust and Safety advocates, we know that you're constantly looking to make your platforms safer and mitigate the potential harms technology poses for children. Our PoP – *Protection through Online Participation* – initiative would like to **explore the positive effects of your platforms by documenting their use by children (anyone under the age of 18) and young people (under 24) to access safety and protection when they experience or feel at risk of harm, whether online or offline.** This is NOT ABOUT ONLINE SAFETY, but about how online platforms are used to access safety, protection and support.

Even if they have caring adults in their lives, we know that children increasingly search for help online, including on your platforms, when they feel threatened by harm, such as in-person experiences like domestic violence, sexual violence, school-based bullying or even mental distress in general. **Harm doesn't need to be happening inside your platforms for children to use your platforms to access help, support, and protection.** They could be experiencing offline in-person abuse, and they could turn to the Internet to look for help, support, safety and protection. When they find it, they connect with child helplines, services, counselors, and others. If we understand how to efficiently deliver the help and support children are searching for, we can make children safer, increase their sense of security and wellness and even save lives.

**Please answer this form to help us better understand and document how children and young people are using the Internet to access support, safety and protection. It should only take 10 to 15 minutes of your time to complete, but may help thousands of children in the future to access the help they need.**

Our goal is to collect the views of technology companies and digital platforms being used by children. It focuses on what you have learned about children and young people using your platforms to access support, safety and protection when at risk of any form of harm. We will not ask you to disclose internal research or data, and you are not required to identify your

name or company when responding to this form. If you wish to share good practices from your safety centers, there will be an option to do so at the end of the form.

Please refer to the FAQs section of this website for more information on the purpose of the survey, how the information will be used, and the partners behind the initiative. If you have any questions, please write to [luisa.sotomayorvarela@un.org](mailto:luisa.sotomayorvarela@un.org) and [fanny.rotino@itu.int](mailto:fanny.rotino@itu.int)

**THANK YOU!**

## PoP SURVEY

### *PROFILE QUESTIONS ABOUT YOUR PLATFORM*

It is not required for respondents to disclose the name of their platform, but you're welcome to do so. **If you wish to identify yourself, please do so in the box below (name, company, e-mail). If you'd rather remain anonymous, please move on and disregard this question.** (Open ended) (Optional)

**Please check the box/s that apply to best describe your platform:** (Required)

- Social media platforms
- Gaming platforms
- Search engine
- Content creator platform
- Video streaming platform
- Instant messaging platform
- Virtual reality
- Artificial Intelligence-driven system / Generative AI (If you check this box, we also invite you to respond to our survey focusing on AI)
- Dating App
- Other? (Please specify)

**Approximately, which % of your users are under 18?** (Choose 1)

- Less than 10%
- 10 - 20%
- 20 - 30%
- 30 - 40%
- 40 - 50%
- 50 - 60%
- 60 - 70%
- 70 - 80%
- 80 - 90%
- 90 - 100%
- I don't know

**And approximately between 18 and 24?** (Choose 1)

- Less than 10%
- 10 - 20%
- 20 - 30%
- 30 - 40%
- 40 - 50%
- 50 - 60%
- 60 - 70%
- 70 - 80%
- 80 - 90%
- 90 - 100%
- I don't know

**Do you have a minimum age required to use your platform?** (Optional)

- No
- Yes (dropdown box with numbers 1-18)

**Is your platform meant for children (anyone under the age of 18) as a main audience? Or are children one of the audiences that uses the platform?** (Choose 1)

- Our platform is primarily meant for children
- Our platform is primarily meant for adults, and children are one of the audiences.
- Our platform is meant for anyone over the minimum age required by our platform.

**In which of the following regions is your platform used by children and/or youth? (Check all that apply)**

Africa (Western, Eastern, Southern)

- Asia & the Pacific
- Central America and the Caribbean
- Europe
- Middle East and North Africa
- North America
- South America

### **QUESTIONS LOOKING TO COLLECT LESSONS LEARNED**

*PoP aims to better understand how children and young people use the Internet to get in touch with help, support, safety and protection, when they feel unsafe, scared or uncomfortable because of any type of harm. When at risk of experiencing physical violence, discrimination, abuse, exploitation, bullying, or any form of in-person or online violence, harm, or mental distress, children might turn to the digital environment and connect to a child helpline, a reporting system, a peer-led group, or other. **By this we don't mean your own reporting or escalation systems**, but any means by which a child can find safety, protection and help, such as getting in touch with a helpline and reaching out to counselors or their peers, using games, and others.*

**Have you observed on your platform children and/or young people searching for the type of help described above?**

- Yes, all the time
- Yes, sometimes
- Only now and then
- Never
- I don't know

**From what you have seen, which are the specific issues and/or forms of violence children are looking for help around when engaging with others, including protection and safety mechanisms through your platforms? Check all that apply**

- Domestic violence (physical, psychological and/or emotional violence in the home)
- Bullying & cyberbullying (for example discrimination, hurtful or mean comments, etc)
- Hate speech (for example radicalization, xenophobia, etc.)
- Mental Health (for example, neglect, and psychological abuse, depression, self harm, suicidal thoughts, eating disorders, sadness, etc.)
- Sexual exploitation and abuse (including grooming, image sharing, etc.)
- Gender-based violence (including violence against girls and women, and gender identity)
- Others (please specify)
- I don't know

**When children look for help or support around safety and protection through your platforms, how do they find or obtain the help they are looking for? Check all that apply**

- By connecting to a child helpline or counseling service
- By connecting to other users who can help them or point them towards help
- By accessing a help center inside your platform
- By interacting with A.I. services available inside your platform.
- By joining a peer group or community of support
- By searching for information on your platform
- Other (please specify)

**Has your platform set up partnerships with child helplines, counselors, protection services, nonprofits or others looking to protect children and youth, so they can access support, protection and safety? (Open ended)**

Children's protection services and systems are generally available offline or in-person through professionals who have been trained to address protection needs, including detecting and responding to violence, risks and harm. Moving these protection systems and services to online channels comes with benefits and challenges.

**According to your experience, describe 1 to 3 things that have worked well when children look for support, protection and safety through your platforms and could therefore be considered benefits to children using the Internet to look for help.**

(Open ended)

**According to your experience, describe 1 to 3 challenges platforms and service providers face when children and young people are looking for protection, safety and support through the Internet.**

(Open ended)

In relation to the information and examples you have provided, **can you share how these issues have come to your attention?**

(Open ended)

**In an ideal world, how can tech companies maximize their ability to connect children and young people using their platforms to safety and support systems when at risk of harm online or offline?** Please provide 1-3 ideas.

(Open ended)

**What should other players that are not tech companies do to ensure children and young people can access safety, protection and support through the Internet?** (Open ended)

**Is there anything else you would like to share?**

(Open ended)

We invite you to share some good practices and examples describing how children and young people are using your platforms to access safety and protection when at risk of harm in-person or online. After submitting this form, you can access a new one where you can answer this question with the option to identify who you are. By disclosing the name of your company in the other form, you will not disclose it on this one.

**Submit**

THANK YOU!

## **FAQs about this form**

### **How are we going to use the answers to the poll?**

This poll is being run by a network of close to 30 partners for an initiative called POP (Protection through online Participation) led by the International Communications Union (ITU) and the Office of the UN Special Representative of the Secretary-General on Violence against Children (sorry for the long names!). PoP has the goal of better understanding how children and young people use the Internet to be safer when they are at risk of experiencing harm. These results will be combined with more information so all these partners can make recommendations on how to improve and implement systems that support children through online means. You can read more about PoP, including who the partner organizations are here: <https://violenceagainstchildren.un.org/content/pop>

### **Who is collecting the data and who will have access to the data?**

PoP is being led by UN agencies, in collaboration with the private sector, child helplines, academia, and civil society organizations. The leading agencies for this initiative are the office of the Special Representative of the UN Secretary General on Violence Against Children and the International Telecommunications Union. All data is being collected and

stored by the two leading agencies. Results will be analyzed and evidence will be shared in aggregated form and anonymized manner with partners of the initiative. Further information about PoP can be found in [ITU's](#) and [OSRSGVAC's](#) websites.

**Who are PoP's partners?**

**PoP Partners:** Child Helpline International, Child Online Africa , Crisis Textline, Edaw Aecom, Emirates Digital Association for Women, Eurochild, IE University, Global Kids Online, LEGO Group, Meta, Microsoft, Mtoto News, New York University Abu Dhabi, Parent zone, Roblox, Save the Children, SWGfl, Tech Matters, ThroughLine Care, UK Safer Internet Centre, UNICEF, UN Youth Office, WeProtect Global Alliance, Young & Resilient Research Centre at Western Sydney University, Walt Disney Company.

**In what kind of position do I reply to this survey, and do I need to identify myself when answering this form?**

You can reply to this poll in representation of your organization, or in an individual manner. You are welcome to disclose on behalf of which company you are writing from, but if you wish to remain anonymous you may do so.

**How are we keeping the information from the poll safe?**

When we gather the information, it will only be accessible to people working directly on the poll. Once all the results are double-checked and published, we won't need the information from the poll anymore. We will then delete the data from individual poll responses permanently.