Parental mediation and use of control tools

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06 May, 2014

What do parents worry about?

Thinking about your child, which of these things do you worry about a lot?

%	Age				
	9-12		13-16		
	Boys	**Girls**	**Boys**	**Girls**	**All**
How they are doing at school	53	51	54	48	51
Being injured on the roads	45	45	42	40	43
Being treated in a hurtful or nasty way by other children	40	43	29	31	35
Being a victim of crime	34	35	35	36	35
Being contacted by strangers on the internet	32	36	29	36	33
Seeing inappropriate material on the internet	34	35	30	30	32
Drinking too much alcohol/taking drugs	21	19	31	28	25
Getting into trouble with the police	20	18	25	19	20
Their sexual activities	14	15	16	20	16
None of these	20	21	20	22	21

Slight increase in % who encountered one or more online risks

Legend:
- 2010 (25 countries)
- 2010 (5 countries)
- 2013 (5 countries)

Boys
- 41
- 44
- 47

Girls
- 40
- 43
- 53

9-10 yrs
- 14
- 15
- 23

11-12 yrs
- 33
- 36
- 43

13-14 yrs
- 49
- 54
- 61

15-16 yrs
- 63
- 64
- 69

All
- 41
- 44
- 50

X-axis: 0 20 40 60 80 100

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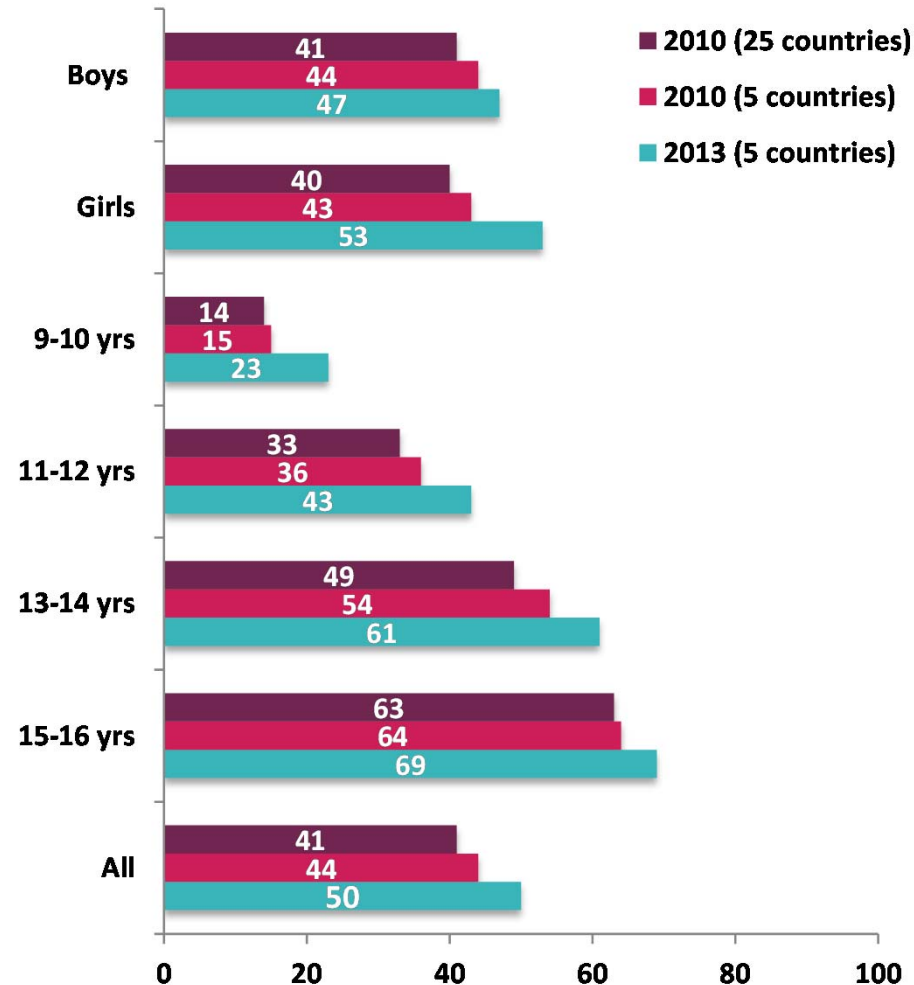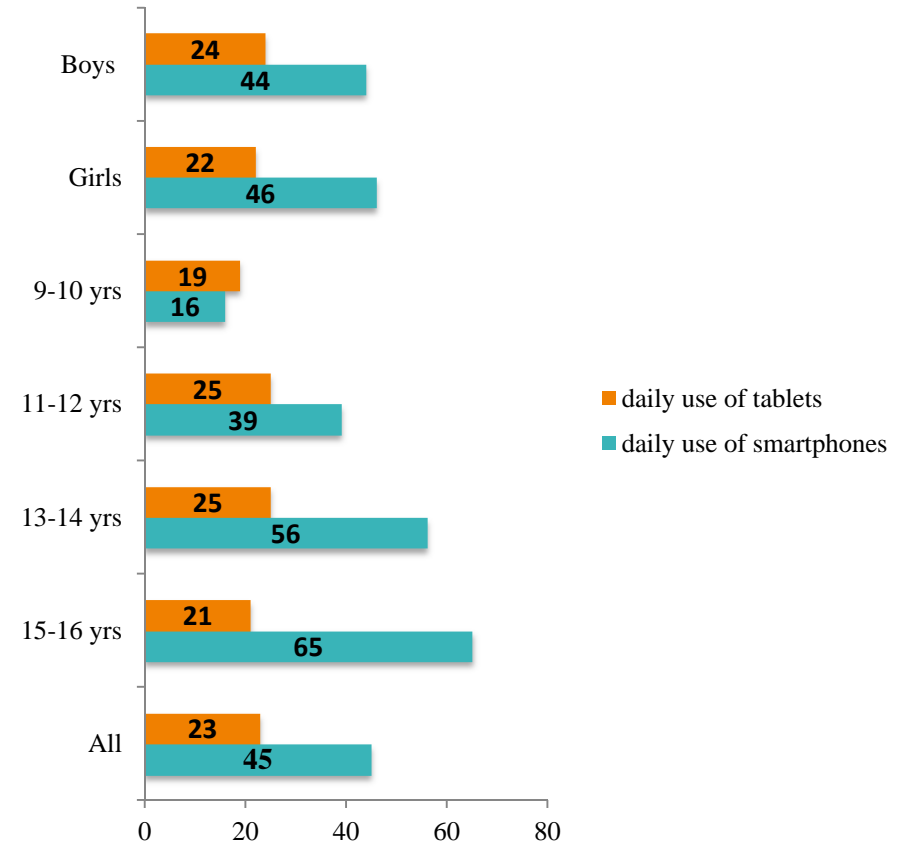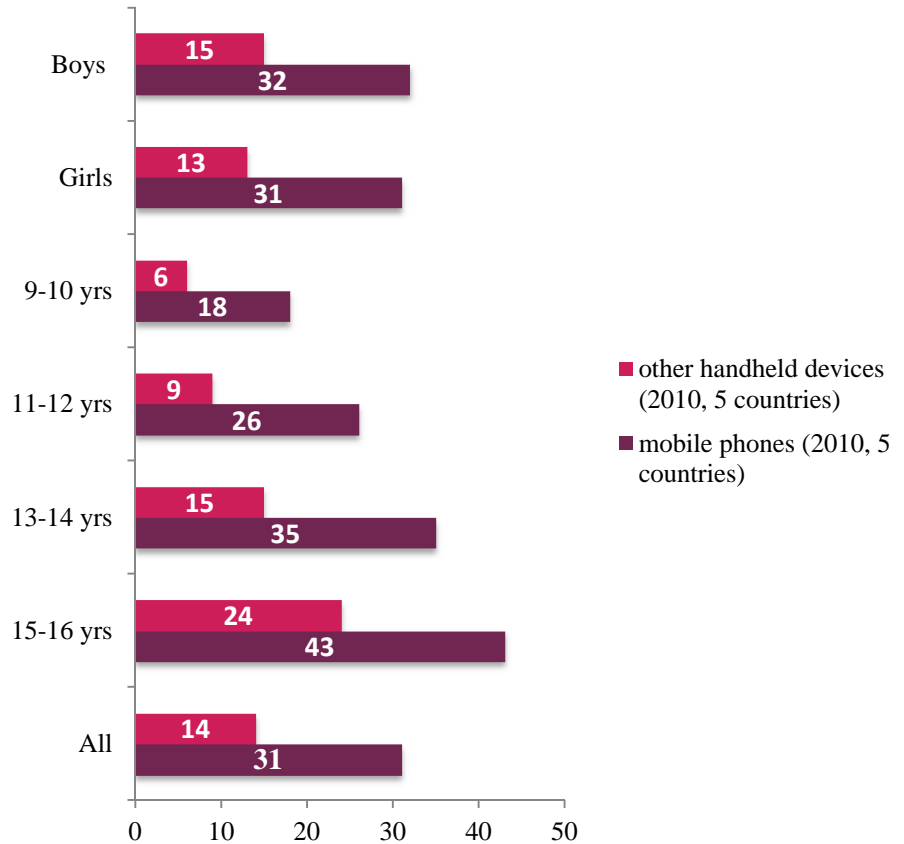
What has changed since 2010?

- **Rise in cyberbullying, esp. for girls, but offline bullying is still greater**

- **Rise in meeting strangers (offline)**

- **Rise in negative UGC, but not in data misuse**

- **Slight rise in porn**

- **Sexting remains the same**

- **Rise in % who self-report harmful experiences, especially girls & teens**

More mobile devices to go online

Tablet and smart phone users more likely to encounter one or more risks

Boys
- 36
- 50
- 61

Girls
- 40
- 60
- 66

9-10 yrs
- 18
- 34
- 39

11-12 yrs
- 35
- 51
- 53

13-14 yrs
- 56
- 56
- 64

15-16 yrs
- 61
- 74
- 74

All
- 38
- 55
- 50

Legend:
- 2013 none
- 2013 tablet users
- 2013 smartphone users

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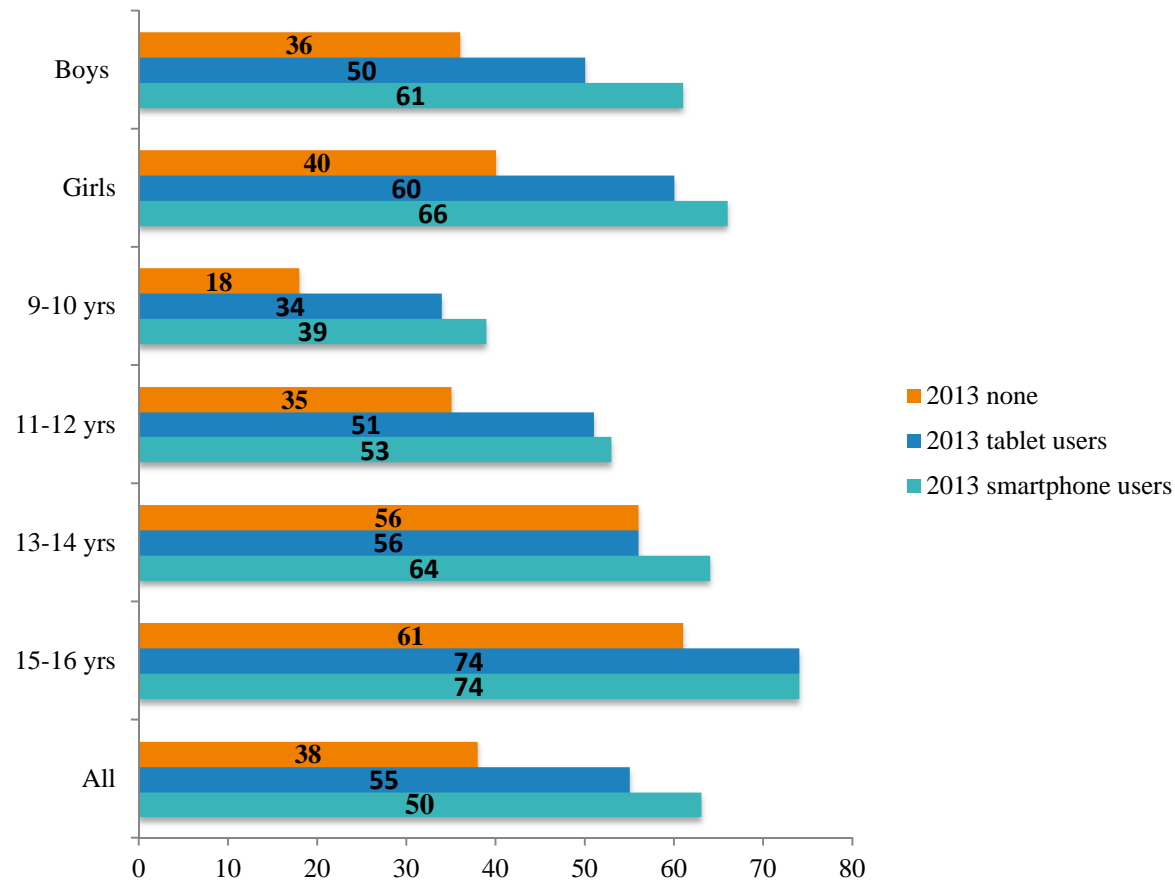
Smartphone users have more safety skills but, overall, skills have declined

% who say they can…	9-12 years		13-16 years		All* (users and non-users)	EU Kids Online 2010
	Non user	S-ph user	Non user	S-ph user		
Block unwanted adverts or junk mail spam	21	34	49	70	43	51
Delete the record of which sites they have visited	26	46	58	77	51	52
Change privacy settings on a social networking profile	22	49	64	89	55	56
Block messages from someone they don't want to hear from	27	54	69	88	59	64
Block pop-ups	20	40	55	66	44	
Find information on how to use the internet safely	31	47	59	77	53	63

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Can parental controls help?

■ **Parents more likely to use filters if…**
  – If they are **regular users** of the internet themselves
  – If they are **confident** in using the internet
  – If they say that they **worry a lot** about their child seeing inappropriate material on the internet or being contacted by strangers on the internet

■ **Older parents, parents with older children, those who use the internet daily or who spend more time online are all *less likely* to make use of filters**

■ **If parents use filtering tools, children are less likely to encounter online risks. But this is confounded with age – any benefit of filters disappears if control for age...**

■ % Monitoring   ■ % Filtering

Category	% Monitoring	% Filtering
Girls	27	32
Boys	28	33
9-10 yrs	33	41
11-12 yrs	30	36
13-14 yrs	27	32
15-16 yrs	20	23
Low SES	26	31
Medium SES	27	32
High SES	28	35
All children	27	33

0   20   40   60   80   100

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Parent or mor

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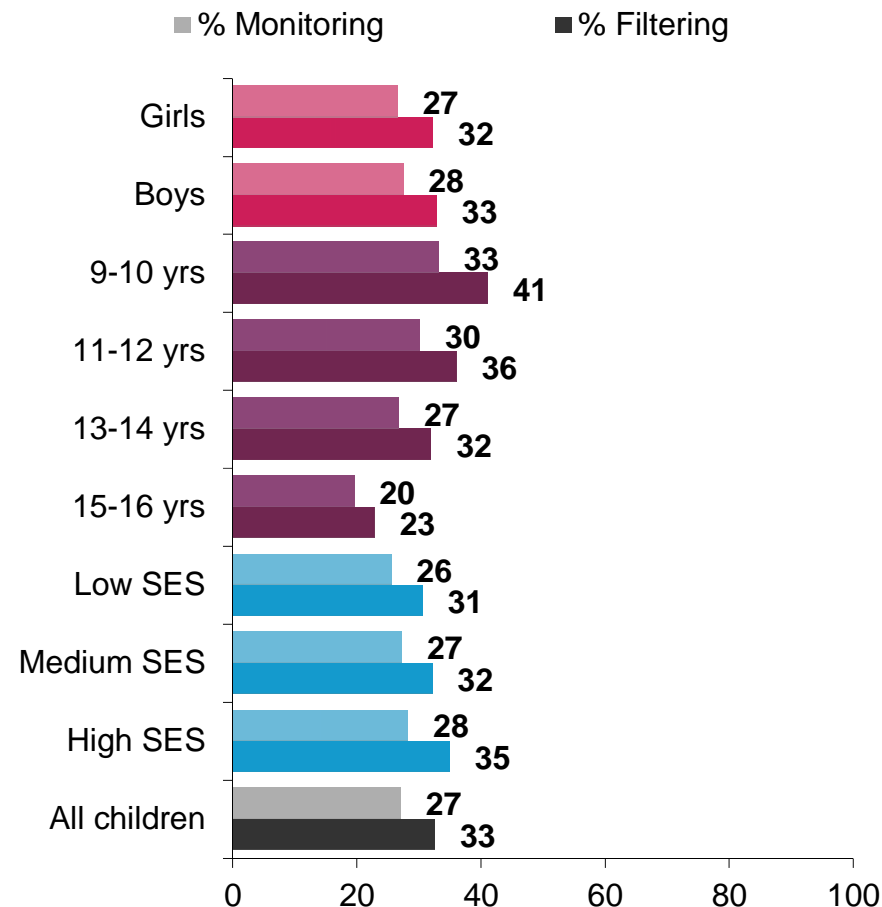
Parental controls
Effective tools? (1)

"None of my children can go online after dinner. When my daughter does it, it`s because she bypassed the family computer 'cause she has her own laptop. At home we have a family computer, which has antivirus and parental control, so my youngest scolds my daughter: 'mum doesn't want you to be online! Come back!"

(Mother of a 6, 10 and 15 year-olds)

Parental controls
Effective tools? (2)

"*It happened on my computer - though they all have to access it with their own password, so they are not allowed on certain websites unless I leave it on – and it happened, I found them in the bathroom watching pornographic websites, on my laptop computer*"

(Mother of a 13-year old boy)

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From parental controls to active mediation

- **Use of parental controls appears to reduce children`s online risks BUT also their digital skills and opportunities**
- **Considerable country differences observed in the use of monitoring and filtering tools ranging from 49/54% in the UK to 8/9% in Romania**
  - 1 in 3 parents claims to filter their child's internet use
  - 1 in 4 uses monitoring software
  - Middle class parents & parents of younger children are more likely to use parental controls
- **Active mediation (= greater parental engagement) reduces risks but not skills or opportunities**

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Do we want to "protect" our children like this?

What does effective parental mediation look like(1)?

We better start early… **and provide the right support**

What does effective parental mediation look like (2)?

User-friendly, adaptable to user`s needs, context- sensitive

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Recommendations

- Need better designed, age-appropriate user-friendly tools and interfaces, informed by results of usability and UX studies
- Content classification – the determinants of risk and harm are different, so need a different approach for those more exposed (older parents prefer content to age classification)
- Parental tools – often hard to use, uncertain effectiveness, not clear it has a beneficial effect, risks over-restricting children
- Need greater transparency plus tools that enable encourage parent/child interaction

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Engagement with device manufacturers needed

- Encourage development of safety features appropriate to (very) young users

- Innovative approaches

- Family-centred

- Respect children`s rights

- Incorporate "e-safety by design"
  - E.g. classification of content before upload (by content providers or other parties) and the provision of easy-to-use safety functions, alert and blocking functions
  - Greater transparency regarding how data are collected, collated, used and shared
  - Straightforward opt-out choices for parents and children

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Challenges ahead
How to protect very young users in a post-desktop culture?

Thanks!

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