



# New evidence, new challenges

*ICT Coalition, Brussels*  
*15 April, 2014*



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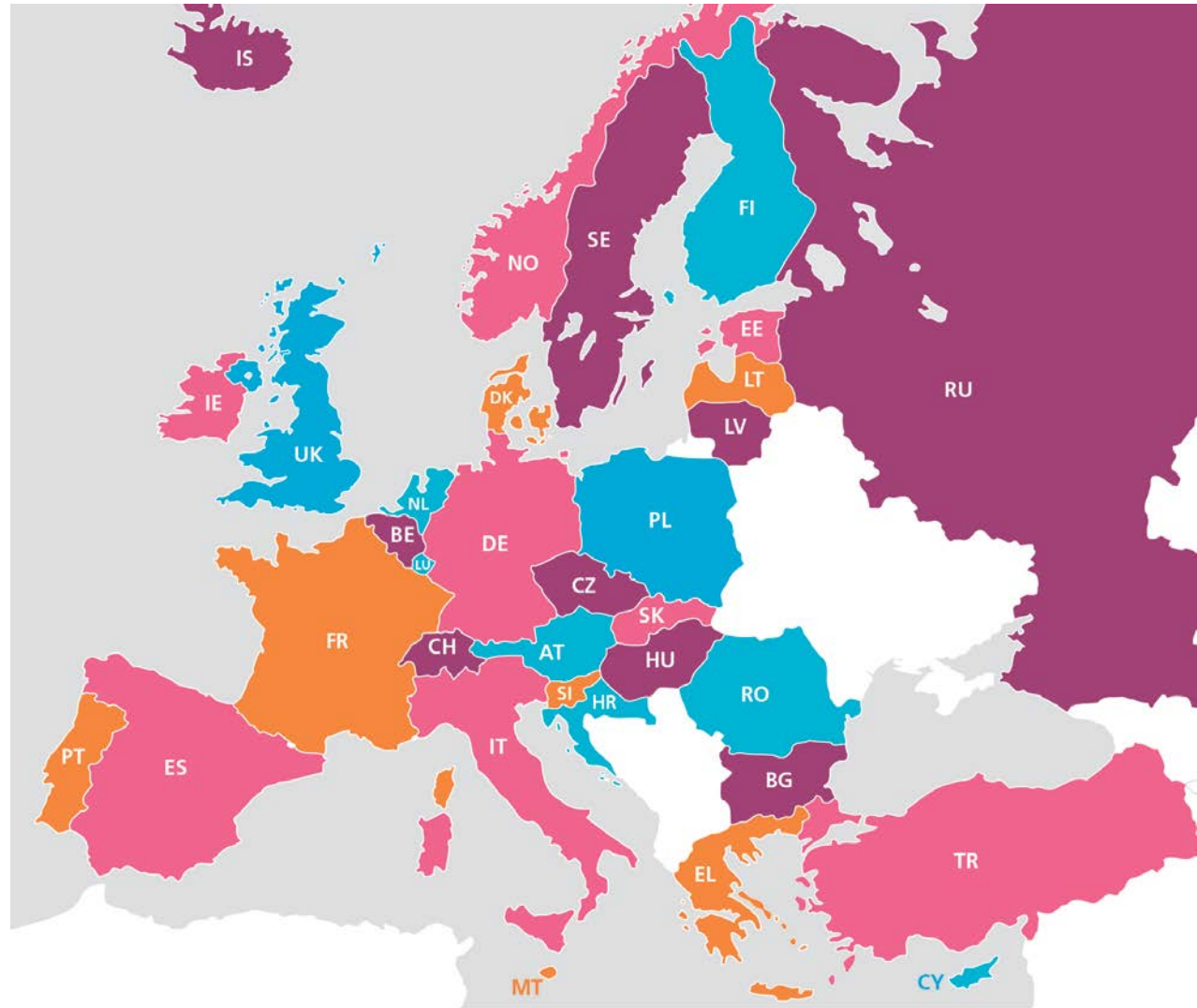
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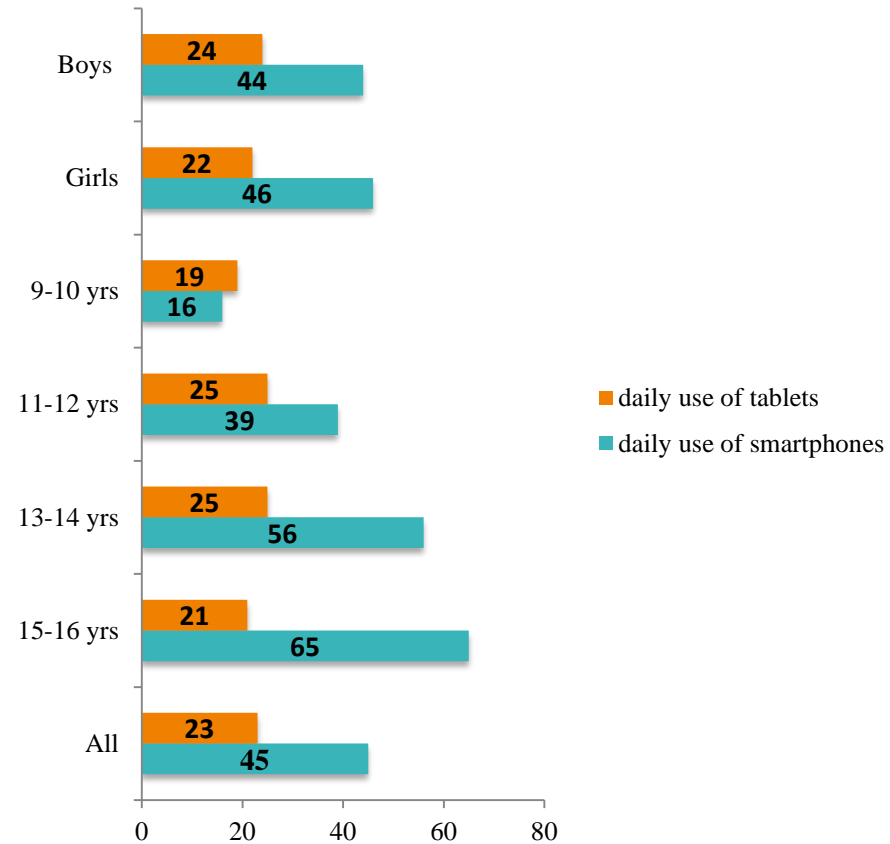
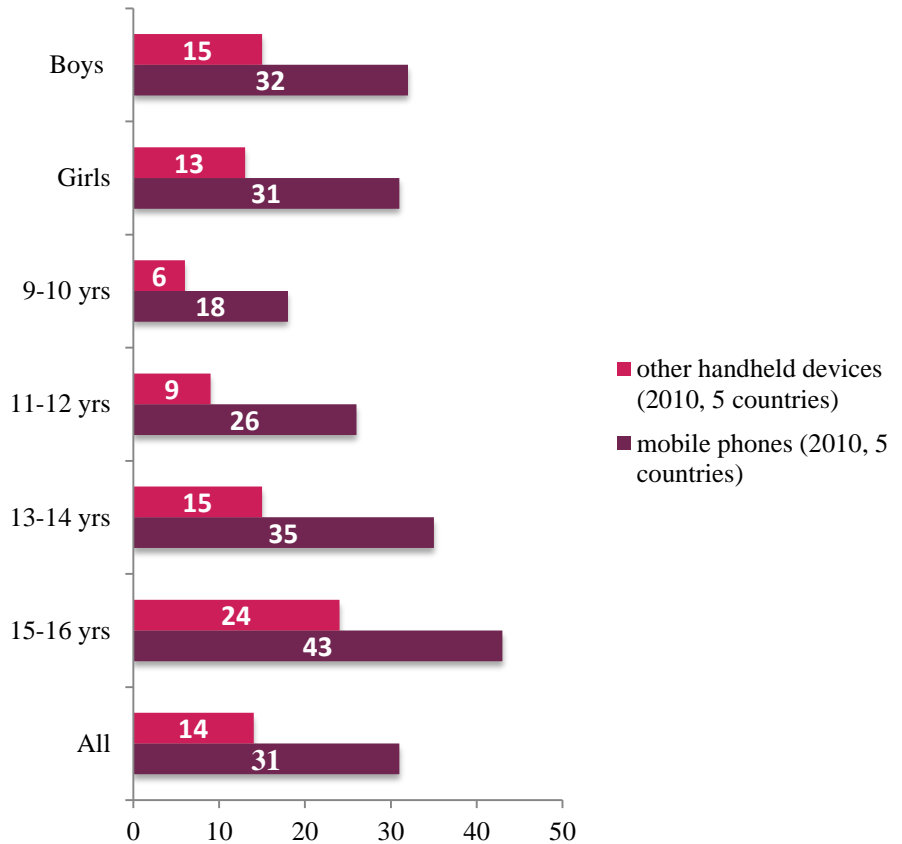
# Updating the evidence base



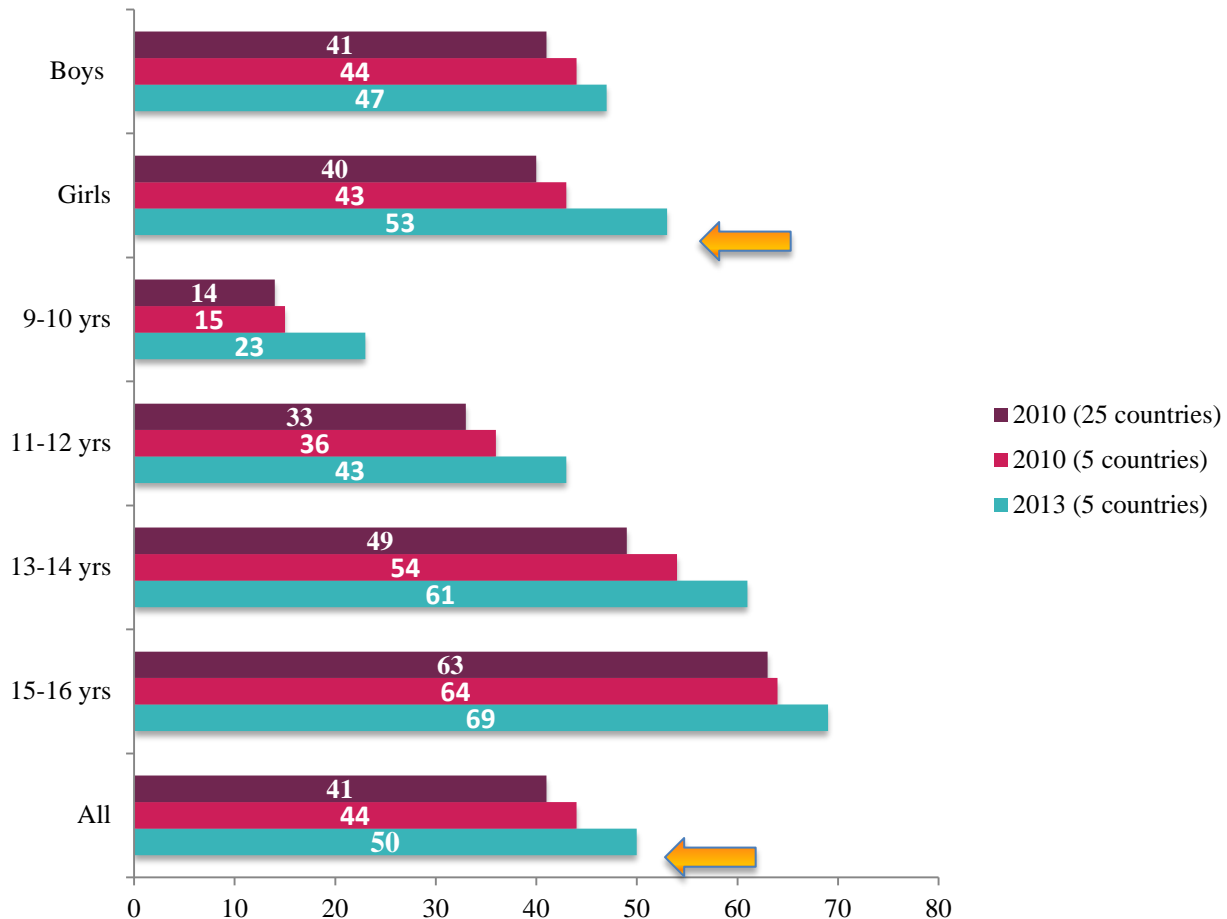
- Austria
- Belgium
- Bulgaria
- Cyprus
- Czech Republic
- **Denmark**
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- **Ireland**
- **Italy**
- Lithuania
- Netherlands
- Norway
- Poland
- Portugal
- **Romania**
- Slovenia
- Spain
- Sweden
- Turkey
- **United Kingdom**



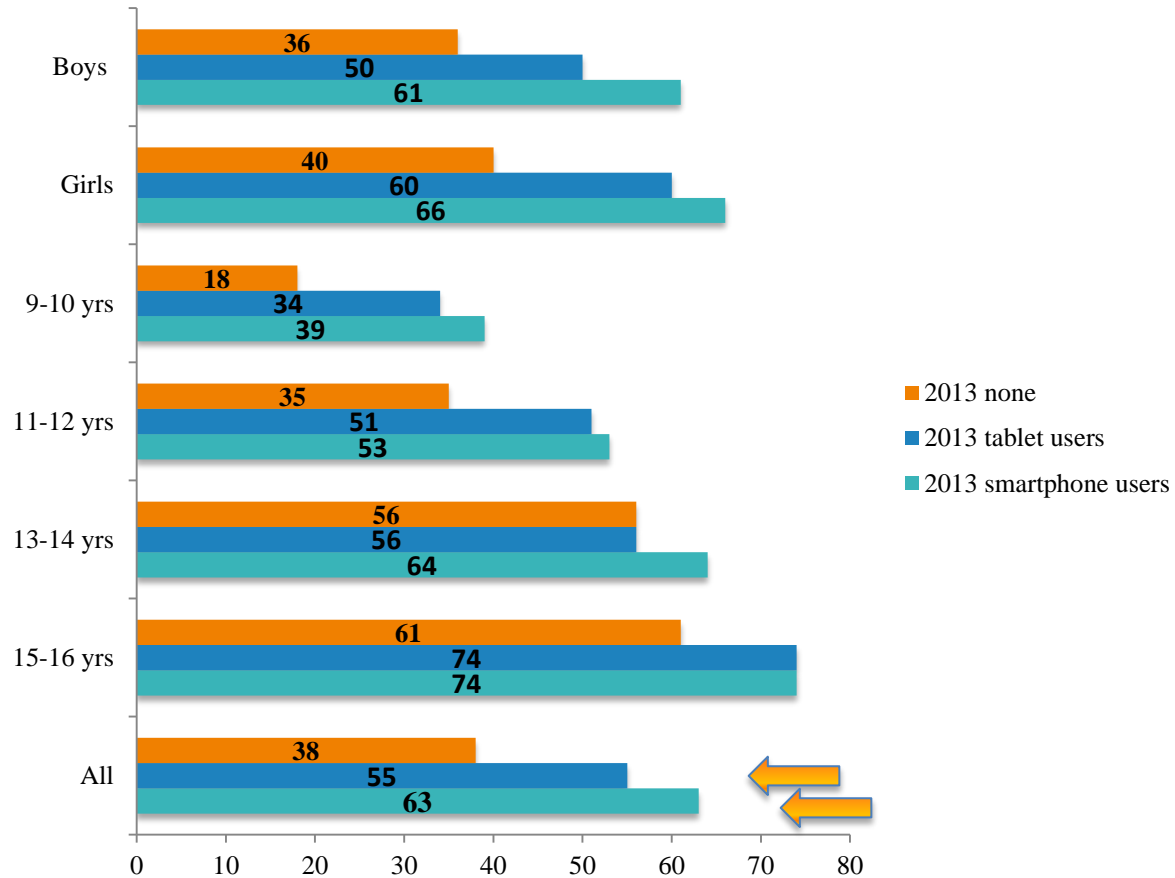
# More mobile devices to go online



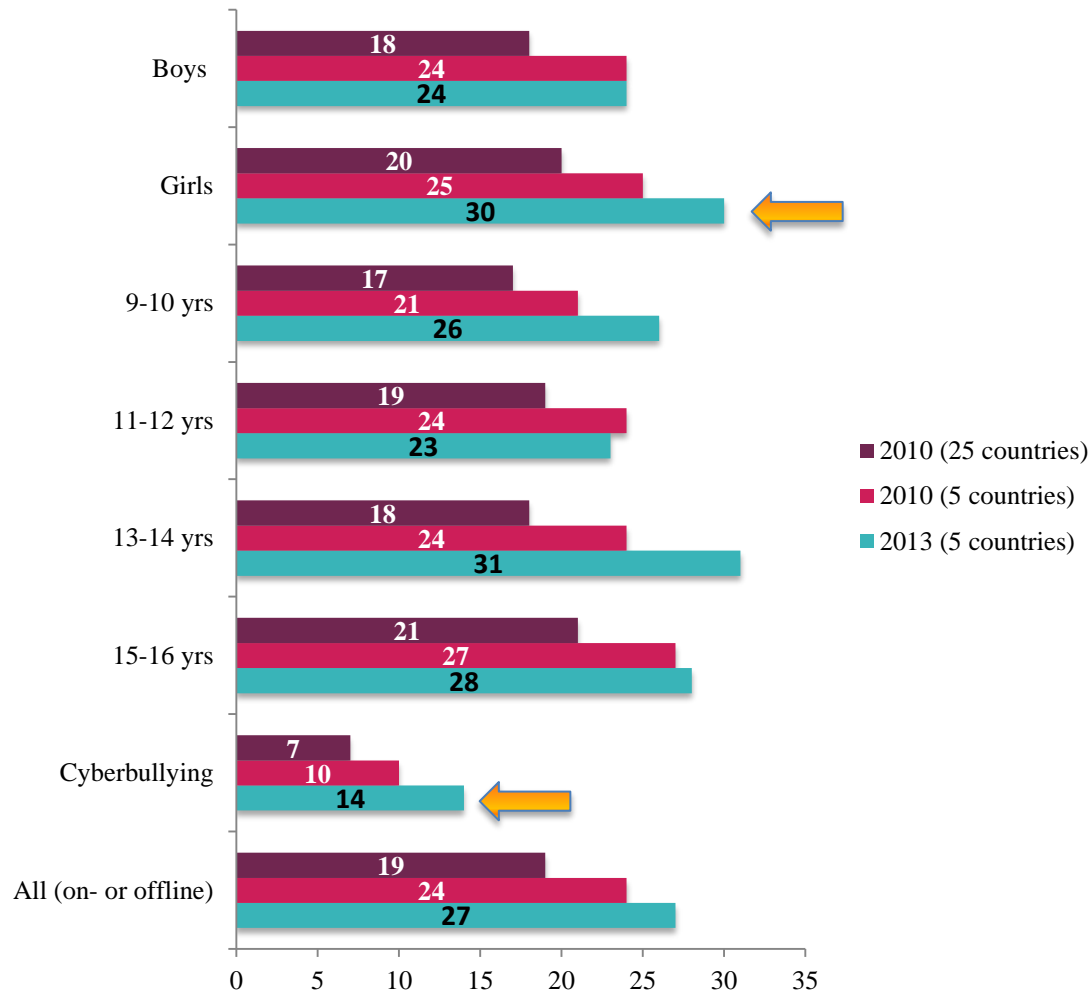
# Slight increase in % who encountered one or more online risks



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

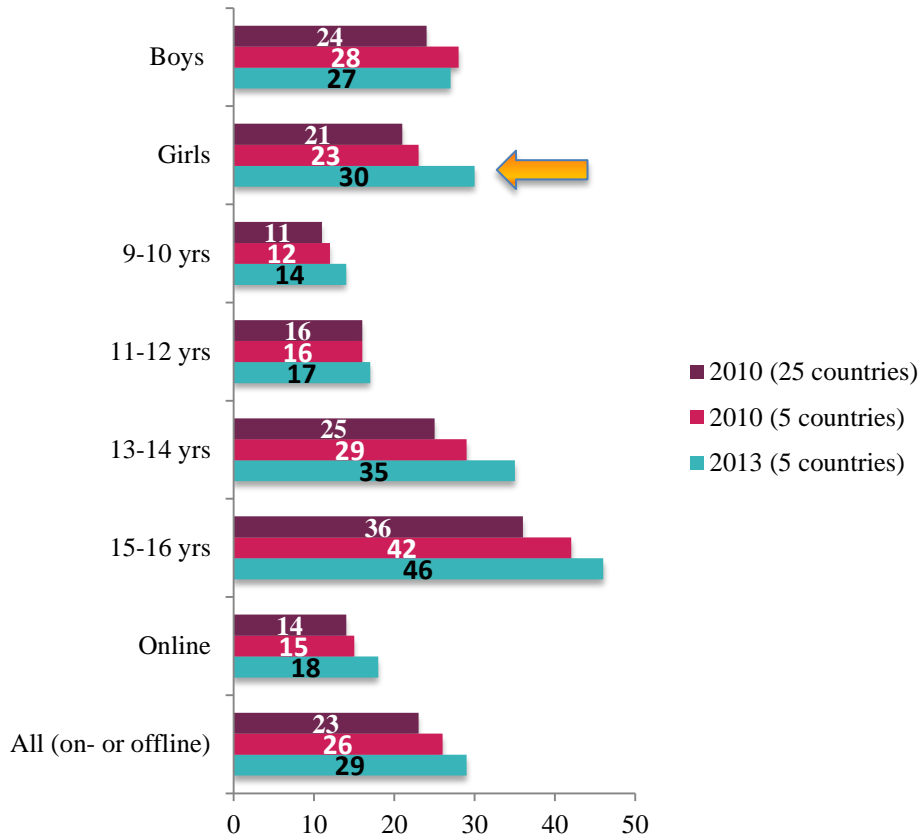


# Rise in cyberbullying, esp. for girls, though offline bullying is still greater

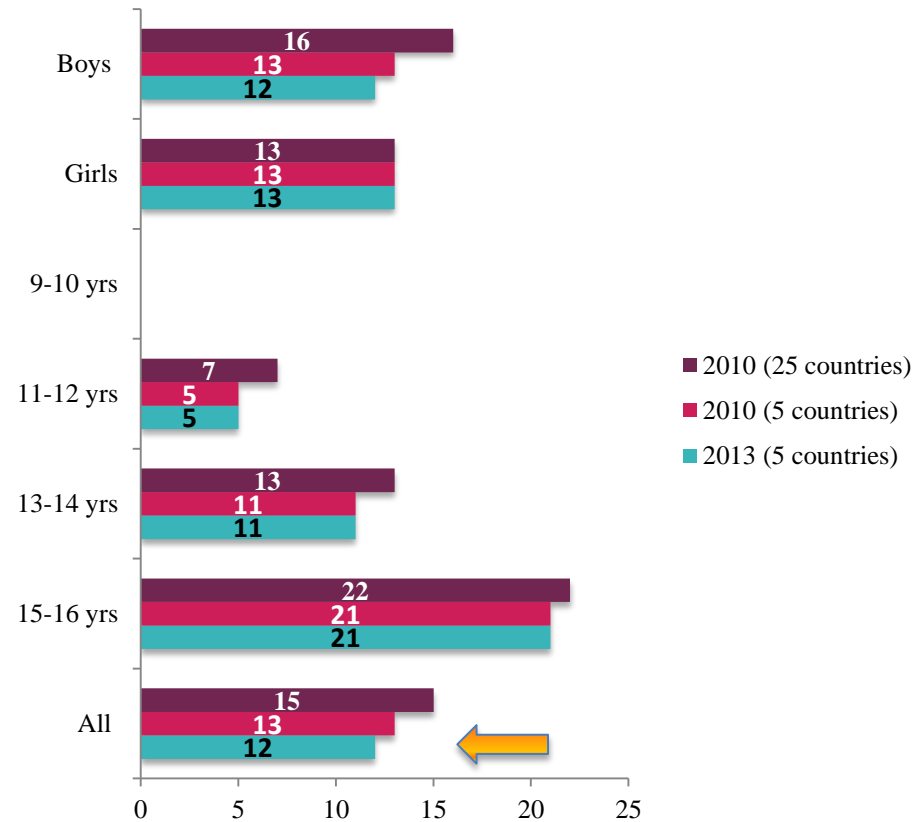


# Slight rise in porn, sexting unchanged

## Sexual images

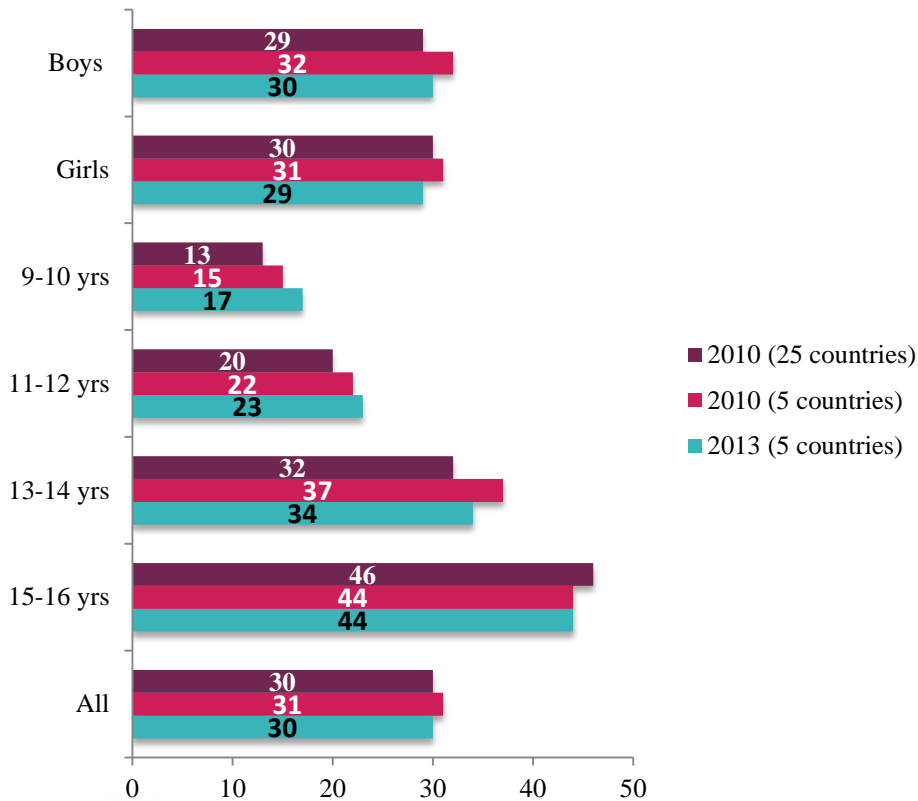


## Sexual messages

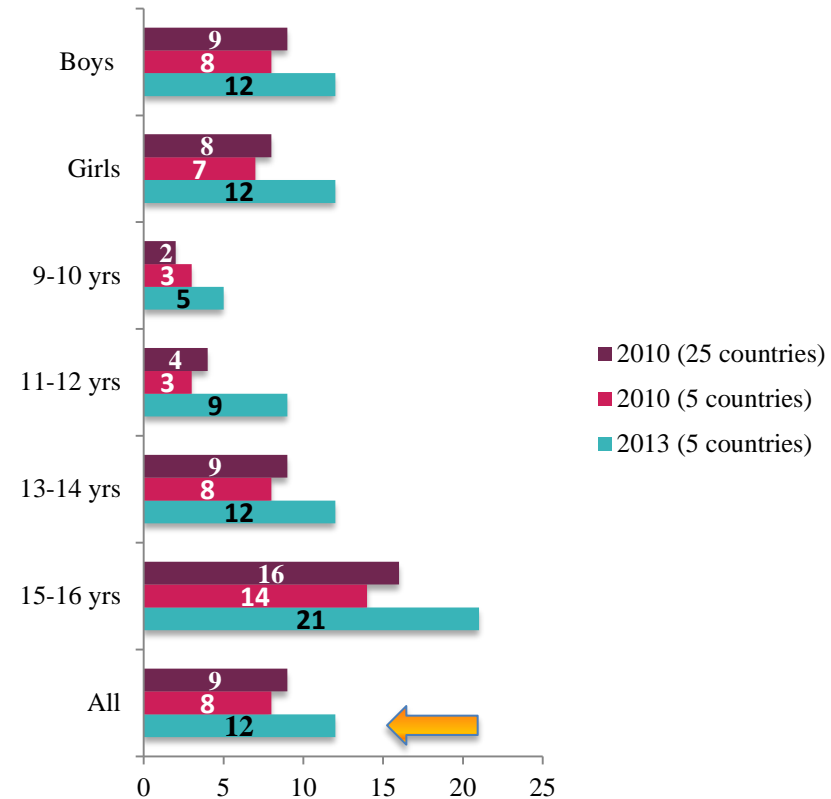


# Rise in meeting strangers offline (only)

## Meeting strangers online



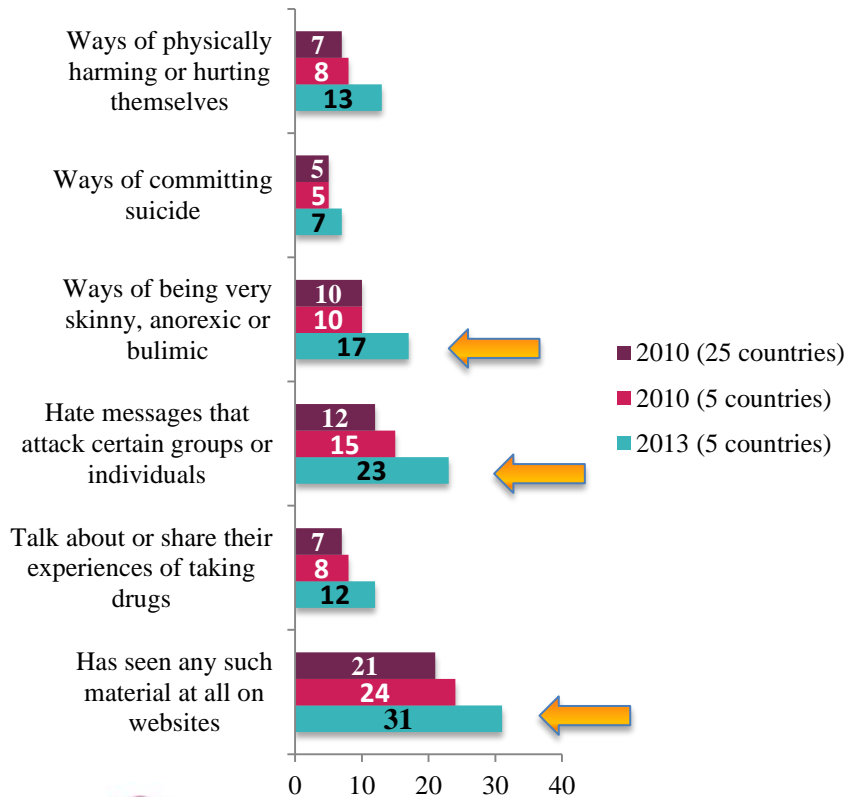
## Meeting strangers offline



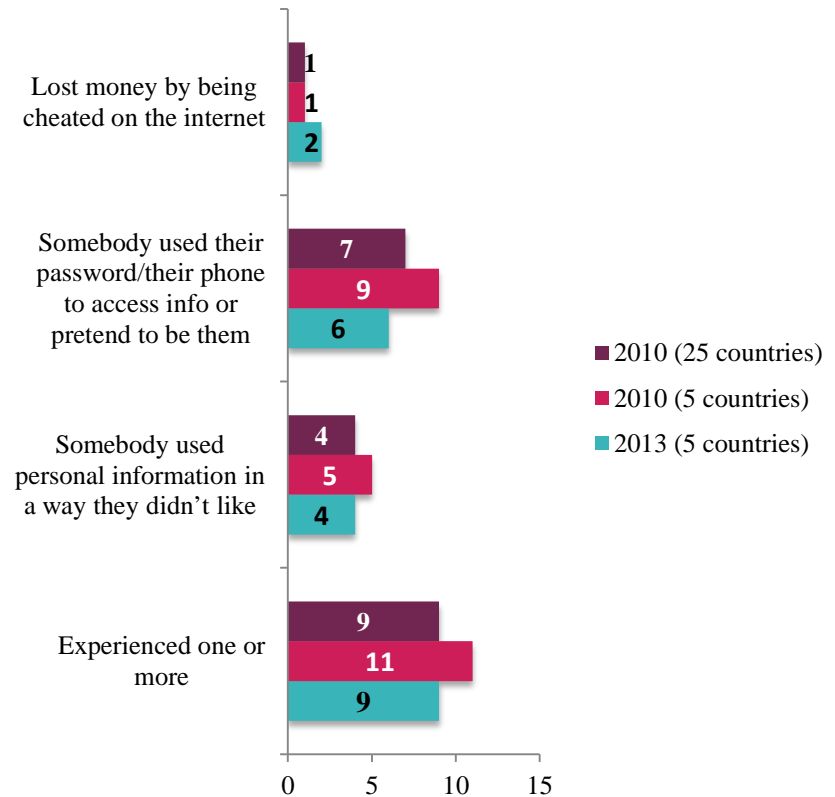


# Rise in negative UGC, not data misuse

## Negative UGC

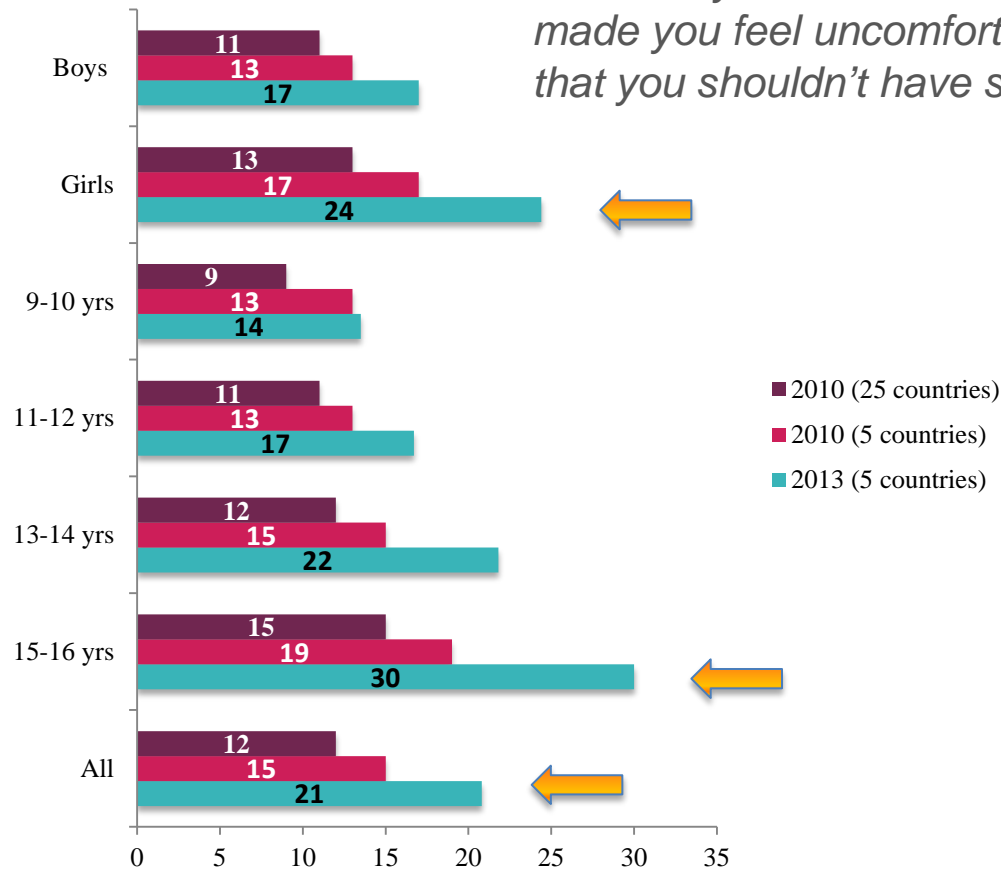


## Personal data misuse



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

*In the past 12 months have you seen or experienced something on the internet that has bothered you in some way? For example, made you feel uncomfortable, upset, or feel that you shouldn't have seen it?*



# Qualitative work illustrates kids' struggle to manage the environment



Boy: When you are downloading music, there is this screen at the side with a girl doing dirty stuff!

Boy: Some ads come out with those girls, in their bra, showing their whole body. But you can't put it off ... it's there all the time."

(Spain, boys, 14-16)

There was a message that bothered me, once. It was my friend, who was talking to me. (...) And my friend sent me a message that was a picture of me and I opened it and it was linked to a pornographic website! (Portugal, girls, 15)

I received a friend request from an old man (31 years old), a stranger. It was very creepy." (Belgium, girls, 14-16)

As soon as a pop up comes up, I don't like it because things will come up on pop ups. Pop ups will become more pop ups and it'll just become a big pop up mess. (UK, boy, 12)

Yes, and then it (grey bar on YouTube) gets stuck. Then a pop up comes up, for example, it would be women, you know those women you can buy! Real life women! Like you. They are selling them so that men can take advantage of them. (Malta, boys/girls, 14-16)

# 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

# And smartphone users need new skills – notable lack among young girls

% who say they can...	9-12 years		13-16 years		All
	Boys	Girls	Boys	Girls	
Deactivate the function showing their geographical position	43	28	79	70	61
Block push notifications from different apps	46	29	78	67	60
Block pop-ups which promote apps, games or services they have to pay for	32	28	65	49	47
Protect a smartphone with a PIN, with a screen pattern	77	84	96	96	90
Find information on how to use smartphones safely	52	42	75	72	65

# Thanks!



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