

It's Like the Doors are Broken

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This IS a 'wired world'

- The vast majority of kids have Internet access at school (92% in UK), and most have access at home (75% UK data, 94% in Canadian data)
- Half of children have access to a cell phone, and almost 50% go online with their phones
- 71% of children 8-14 go online at least once a week, spending 19 hours online per month (Olsen, 2007)
- 30% of children aged 4-6 have visited a website by themselves (Rideout et al., 2003)
 - Steeves, 2005; Olsen, 2007;
 - Rideout et al., 2003; Livingstone and Bober, 2005

What are kids doing?

| Girls, Grades 4-7 (outside Quebec) | Boys, Grades 4-7 (outside Quebec) |
|---------------------------------------|--------------------------------------|
| Neopets | Addicting Games |
| Addicting Games | Miniclip |
| Miniclip | Runescape |
| Family Channel | YTV |

Source: Steeves, 2005

| Girls, Grades 8-11 (outside Quebec) | Boys, Grades 8-11 (outside Quebec) |
|--|---------------------------------------|
| Addicting Games | Addicting Games |
| eBaumsworld | eBaumsworld |
| Neopets | Miniclip |
| Nexopia | Newgroups |

Source: Steeves, 2005

Children lead the way...

- Young people are more likely than older people to use the Internet
- Children consider themselves more expert than their parents
- Parents lack basic skills and knowledge
- Parents are often unaware of what children are doing online
 - Steeves, 2005; Livingstone and Bober, 2005

MySpace, Facebook attract online predators

Experts say be careful what you post online – somebody is always watching

By Pete Williams
Justice correspondent
NBC News
Updated: 7:55 p.m. ET Feb. 3, 2006

Kids, blogs and too much information

Children reveal more online than parents know

By Bob Sullivan
Technology correspondent
MSNBC
Updated: 11:42 a.m. ET April 29, 2005

Myspace Murders

The Truth about Online Social Networking sites

Oct 29 **Man arrested in Va. Beach for kidnapping 13 y.o. girl met on Myspace**

by The Daily Beast Staff | 10:47 am



A man wanted for kidnapping a 13-year-old South Carolina girl in August after meeting her through Myspace has been arrested in Virginia Beach 31-year-old Shawn Engle of Gates Co., N.C. was taken into custody on Friday. The teenager was located at Engle's parent's house in N.C. in September.

They provided this account of the circumstances leading to Engle's arrest:

"The thirteen-year-old South Carolina girl began talking to a thirty-one-year old North Carolina man over My Space.

After approximately one week of e-mail communications, the man told the girl he was going to come to South Carolina to get her. On August 30, 2008, he drove to South Carolina, picked up the teenager, and brought her to Virginia Beach. The girl's parents reported her missing in South Carolina.

South Carolina authorities were able to identify the man as Shawn Engle, 31, of the 200 block of Willetown Rd., Gates Co., NC. On September 15, 2008, North Carolina authorities located the teenage girl at Engle's mother's home in North Carolina. South Carolina authorities obtained a warrant for Shawn Engle's arrest for the charge of Kidnapping. South Carolina authorities believed that Shawn Engle may be staying in the Virginia Beach area, and notified local authorities. *Continue reading: "Man arrested in Va. Beach for kidnapping 13 y.o. girl met on Myspace"*

Kids have the same list...

It's kind of dangerous because like, that person could track you down and, like, stalk you, or whatever. It's not very safe. (Girl, 12)

Do you think it's important to know what information people are collecting about you?
Yeah cause you know sometimes it could be intercepted on the way to Neopets and then they can use that information to harm you. For sex offenders. (Boy, 11)

- ## What does happen?
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- 15% of youth online aged 10-15 reported an unwanted sexual solicitation in the past year; 4% specifically on a social networking site (Ybarra and Mitchell, 2008)
 - 95% of arrests for Internet-initiated sex crimes are for nonforcible offenses (statutory rape) (Wolak et al 2008)
 - 99% of victims are 13-17 years old (Wolak et al 2008)

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- Most youth don't participate in risky behaviors
 - 75% don't send personal information to unknown others
 - 95% don't talk online about sex
 - Wolak et al., 2006; Ybarra et al., 2007
 - Even the riskiest behaviour is usually safe
 - 79% have never met an online acquaintance face to face
 - Among those who have, 72% say it was a good experience
 - If the experience was bad, it was usually because they 'didn't like the person'
 - Only 3 in 100 meetings involved unwanted sexual interaction or vulgar language

November 14, 2008 2:39 PM PST

Making the Internet safe for kids, one vid at a time

Posted by Seth Rosenblatt Print E-mail Share 10 comments



PRESS RELEASE
Department of Justice Unveils New Public Service Announcements to Combat Online Exploitation of Children

Children the most vulnerable WASHINGTON, Nov. 12, 2008 (PRNewswire-USNewswire via COMTEX) -- ITU launched a new initiative to educate parents about the potential dangers of their children face online and, for the first time, warns potential online predators that exploiting a child online is a serious federal offense.

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- ## Internet Safety Programs
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- I-Safe
 - Cyber Citizenship
 - Cybersecurity
 - Personal Security
 - Predator Identification
 - Intellectual property

How likely is it that someone you meet online would try to hurt or scare you?

If you reveal your personal information to someone you only met online, how likely is it that person will try to contact you?

If you agree to have a face-to-face meeting with someone you only talk to online, how likely is it that the person will try to harm you?

The outcomes?

- NO effect on targeted behaviours
- INCREASE in knowledge..
- *How much do you know about plagiarism?*
How much do you know about copyright laws?
How much do you know about cyber bullying?
How much do you know about computer viruses?
How much do you know about moderated chat rooms?
How much do you know about intellectual property?
How much do you know about Internet predators?

- To be effective, programs should target the risk behaviours:
 - Aggressive online behaviour by the child
 - Frequently embarrassing others online
 - Meeting people in multiple ways
 - Talking about sex online with unknown others
- NOTE that sharing personal information is NOT a risk factor
 - Ybarra, Mitchell, Finkelhor, Wolak (2007)



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Protecting Your Child On The Internet

eGuardian is your child's constant partner on the internet. Our patented service provides the foundation for the most comprehensive means available to protect children online. See how it works.

With eGuardian, your child is never alone on the internet

Unparalleled Protection from Online Predators
Every time your child goes online, he or she is exposed to predators, adult content and inappropriate sites. Firewalls, site-blocking software and parental controls only provide partial protection and they severely limit your child's ability to explore the internet.

Our Promise to You (Privacy Statement)

At eGuardian, privacy is paramount. In addition to our website privacy policy, eGuardian protects the privacy of all of the information we gather, both online and off.

In order to assign an eGuardian ID, we gather and verify information pertaining to the age, address, gender and parents of each child. This information is used to filter out adults attempting to use the system. Our verification system is unique and virtually guarantees that only children are assigned an eGuardian ID.

We will never disclose the name or address of any child or parent in our database to anyone. Our systems are set up on a double-blind basis, making the correlation of personal identifying information with a specific eGuardian ID impossible.

We employ the highest standards in security protocols and are audited regularly by an independent security firm to ensure the integrity of our systems.

We will cooperate with the authorized legal authorities should a child who has been assigned an eGuardian ID is missing, using our resources to locate that child if he or she accesses the Internet.

| According to advertisers, children can... | At Age |
|--|--------|
| Begin to view advertising critically | 9.1 |
| Separate fantasy from reality in media and advertising | 9.3 |
| Make intelligent consumer choices | 11.7 |

But those same advertisers say that
7
is the appropriate age to start advertising

Geraci, 2004

They know more... BUT...

- Age, not experience (duration, frequency, or training) predicts understanding of both technical and social aspects of the internet
- Better understanding of the technological complexity supports children's understanding of the social complexity
- By grades 5-6, children reach adult understanding of the technical aspects of the Internet
- Understanding of the social aspects lags another 2 years: by grade 7-8, children achieve an adult understanding of the social complexity

Yan, 2005; Yan 2006

Effective Ad Processing?

- 1) Distinguishing advertisements from other content
- 2) Recognizing the persuasive intent

Are children capable?

- Under the right conditions even preschoolers can perceptually discriminate a prototypical television ad from television content
- By age 3, they should be able to understand persuasive intent – i.e., that it exists
- Age 3-5, they should recognize that ads
 - Tell them some true things
 - May try to deceive them

- Age 4-6
 - Appreciation of persuasion
 - "This ad is trying to get me to want Gushers"
 - "This ad is trying to get me to believe that Gushers are good for me"
- Age 6-8, understanding of bias and promotion intent
 - Advertiser wishes to promote the product, and is presenting biased information to do so

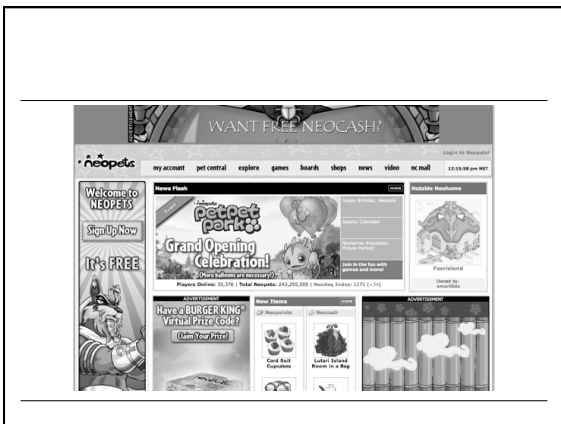
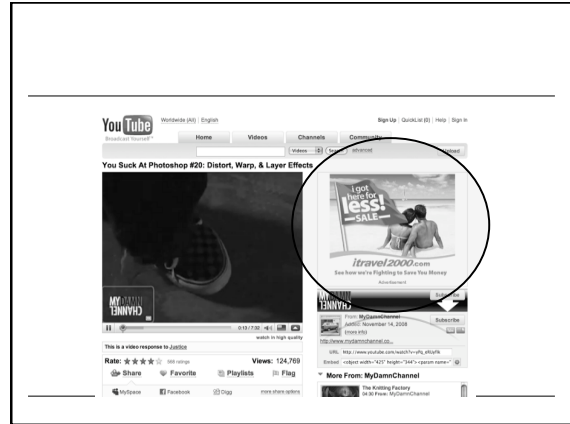
But...

- This is the best case scenario
 - The youngest age at which these abilities appear to emerge
 - Even at age 12, children don't show adult levels of understanding (Rozendaal et al., 2008)
 - Viewing child-friendly ads
 - Multiple, explicit cues to advertiser intentions

... Certainly, it is of great theoretical interest to determine when the first glimmerings of a concept begin to emerge in implicit form.

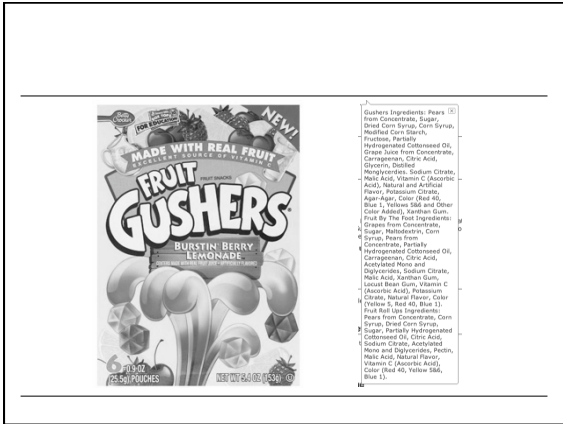
However, it is much less clear whether this is the appropriate criterion for public policy decisions about the age at which children might need protection from advertising.

Moses and Baldwin, 2005



Even harder to distinguish...

- Advertising in the form of
 - Viral marketing
 - Celebrity or character endorsement
 - Product placement
 - Advergaming
 - Movie tie-ins



Just because they can...

- Children may know about persuasive intent – but do they use that knowledge?
- Persuasion knowledge has little effect on preference for advertised products under age 12
- No evidence that resistance to advertising increases with age
- No evidence of use until at least age 12

New advertising forms..

- May actually bypass the type of cognitive processing that would result from persuasion knowledge
- Designed to create a good feeling and associate that feeling with the product
- Engaging the 'affective' system (the fast, early one) to create positive product associations
- Persuasion knowledge is not likely to be effective with respect to these forms of advertising

Adolescents

- Greater sensation seeking
- Less impulse control
 - Brain structures critical for inhibitory control aren't fully developed until late adolescence
 - Hormone levels and hormone receptivity are high
- Adolescents may as a result be particularly vulnerable to advertising
 - Particularly if the product satisfies 'risk-seeking' tendencies

What we can do

- Encourage adult mediation
- Create Media Literacy
- Appropriate, effective regulation
 - Disclosure for purposes of consent
 - Advertising to children

Adult Mediation

- The good thing:
 - Adults who are participating with children can effectively reduce the impact of commercial advertising
- The less good things:
 - There seems to be a window of opportunity
 - Factual information is less effective than evaluative information
- The really bad thing:
 - Have you spent much time on WebKinz???

Teaching media literacy

- What is advertising
 - What do you want to ask about it
 - Who is the sponsor?
 - Who is the audience?
 - What is the purpose?
 - What is the message?
 - What information is missing?
 - What techniques are used to attract your attention?
- MediaSmart Youth Program
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Teaching Media Literacy

- The good thing:
 - These programs lead to increased understanding of advertising, including understanding of persuasive intent
 - The challenge
 - Media literacy programs should be age-tailored – different persuasive techniques are effective at different ages, different cognitive skills come on board
 - There is relatively little research on the effectiveness of media literacy programs
 - The not-so-good thing
 - Knowledge may not be sufficient – kids can 'know' about persuasive intent, but not activate that understanding in processing advertising messages
 - New forms of advertising may target the 'gut' system, pre-empting the influence of increased knowledge
-

Regulation

- Consent:
 - Children and parents don't know what is being collected, by whom, and for what purposes ---
 - AND it is really difficult to find out (see Burkell, Steeves, and Micheti 2005)
 - Advertising policy (see PIAC report, Lawford, 2008)
 - Are we going to allow advertising to children?
 - In what forms?
 - What about behavioural targeting?
 - Paradoxically, this is where age verification may have a role
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