



# CHILDREN'S ADVISORY PANEL (CAP) 17/18

## – Privacy Online

Online survey results

31.1.2018

Katja von Alfthan

[katja.vonalfthan@kantartns.com](mailto:katja.vonalfthan@kantartns.com)



# Children and data protection

Children's Advisory Panel (CAP) is an initiative of **Telia Company** with an aim to understand children's own perspective on their lives online and as users of digital technology. The work is carried out in close collaboration with child rights organizations and schools.

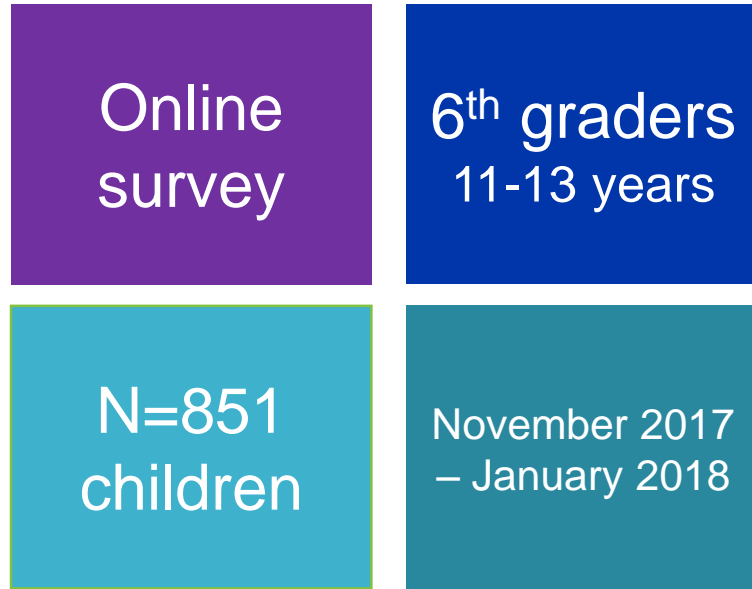
In the 2016/17 CAP findings showed that CAP-kids do not give data security and privacy much attention. Privacy issues are very often linked with safety online and thus outsourced to adults, whose role, according to CAP-kids, is to create an organized, functional and safe online environment, but remain invisible.

Knowledge and understanding about data privacy is however important for children to ensure a safer online life. Given also the fact that the EU General Data Protection Regulation (GDPR) will come into force in May 2018, we found it interesting to focus on children's views, concerns and practices regarding online privacy and safety in the CAP 2017/18 work. The aim was to create an interactive workshop concept for school classes to increase children's awareness about online privacy through participation and engagement.

To better understand how to go about with the concept we created an online survey, with respondents among 6-graders (12 years old children) in six countries. This report presents the analysis of the data gathered from this survey.



# Background information



**52%**

N=439



**43%**

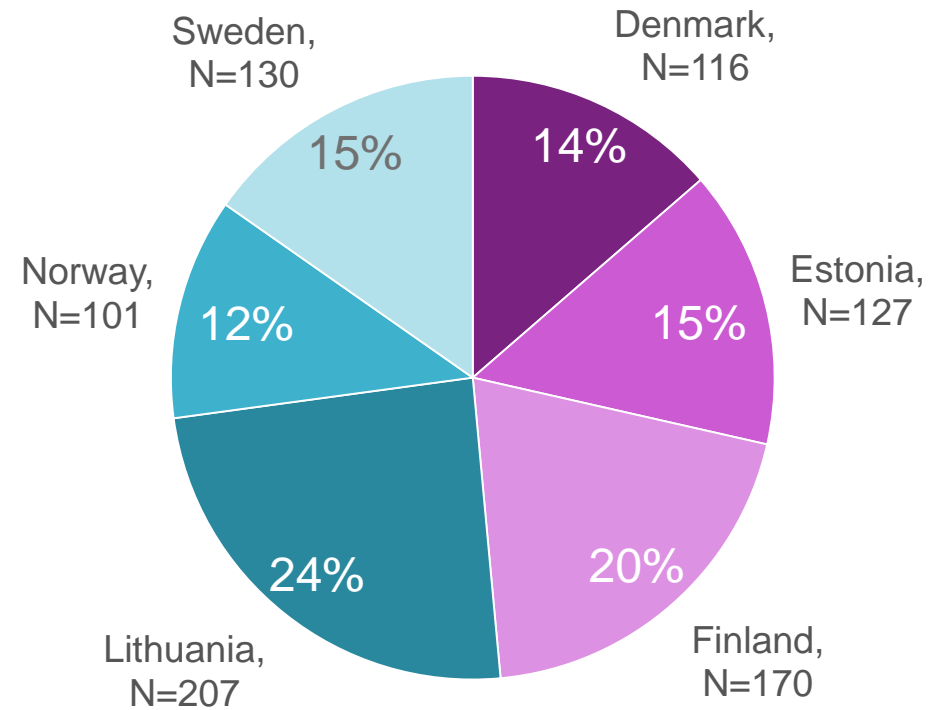
N=370



**5%**

N=42

All respondents, N=851



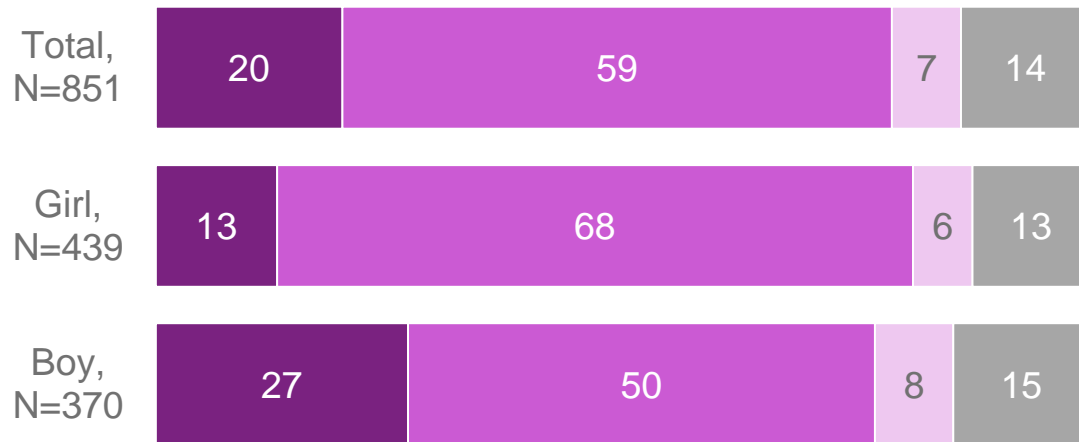
# Online usage

One out of five kids estimate that his/her online skills are above average. Almost two thirds of these kids are boys.

Majority of kids use online for both private interests and schoolwork. However, there were some children who reported that they only use online for schoolwork. Girls use online more often for schoolwork as well.

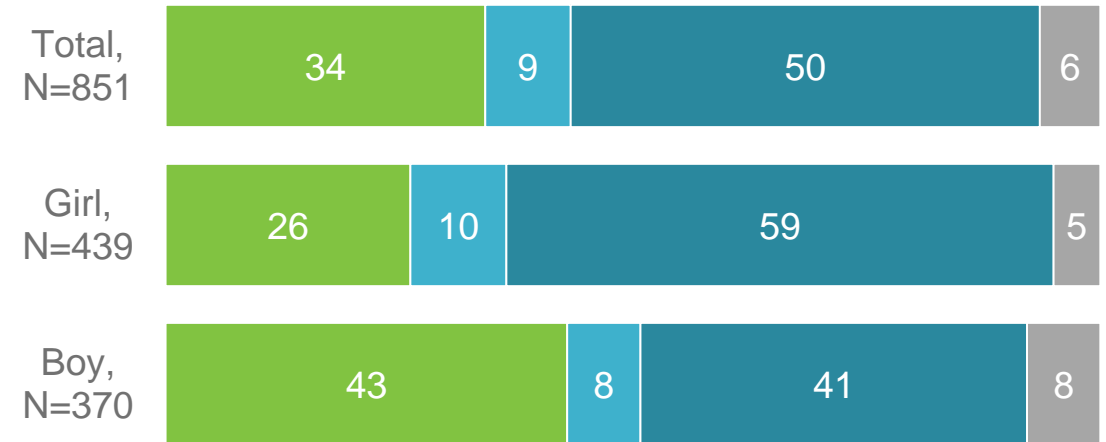
## I think that my online usage skills are...

- better than my friends
- same level as most of my friends
- not quite as good as most of my friend's
- don't know



## Do you normally use online for...

- your own interests
- for schoolwork
- both
- don't know



# Information privacy

It seems like the **typical profile information** like name, age, interests and hobbies, photo etc. are **not regarded that secret** when it comes to sharing information online. About one out of five kids, or more, have shared this information online openly for anyone to see.

When it comes to **information concerning the content of life** such as health and illnesses, clearly more kids regard this information **secretive**. Name of school or home town are thought to be, and also actually reported to be, shared more cautiously.

**Contact information** such as phone number, email address or home address are **regarded private**. These might be shared online on private accounts amongst friends but not publicly. Phone number is shared with friends by about half of the kids whereas email or home addresses only by a third.

**Passwords are thought to be the most private information** by the kids. As many as 94% of the kids say passwords should be kept a secret online, even amongst good friends. Still, 5% report they have shared the information with a friend while 4% do not know or did not want to answer the question.

When it comes to sharing passwords with friends online, it seems to occur more amongst the children who evaluate their **own online skills to be not as good as their friends'**. As many as 13% of these respondents report having shared their passwords online to their friends or on their private accounts.

Also, it seems that there is a **group of children who** tend to encounter more troublesome issues online than others. These children seem to **share their passwords more often with their friends** compared to kids who never have faced even one of the listen issues online.

# Information privacy

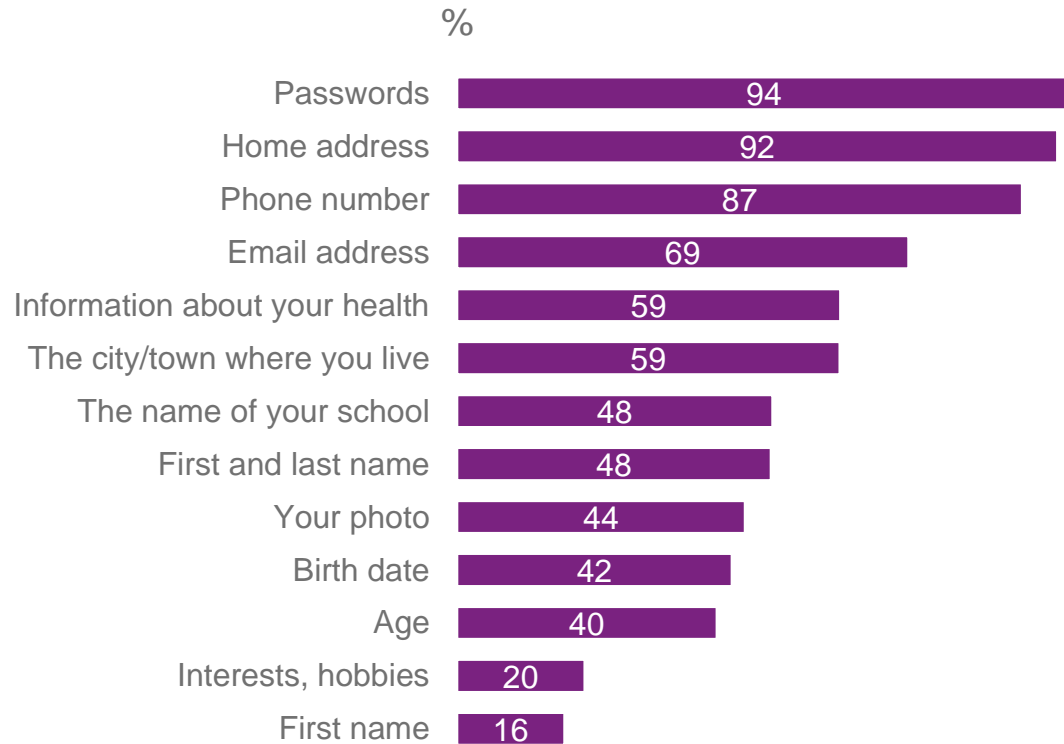
Boys seem to think personal information like name, birth date, interests and photo should be kept secret more often than girls but are, in return, slightly more relaxed regarding the secrecy of contact information. The same is reflected in behavior as well.

However, looking at the expected and actual behavior in terms of information privacy, it is clear that **both girls and boys are sharing their information online**. Critical here might be the concept of secrecy – **sharing information in private accounts and with friends is regarded safe** and a clear distinction is made between sharing in private or public forums.



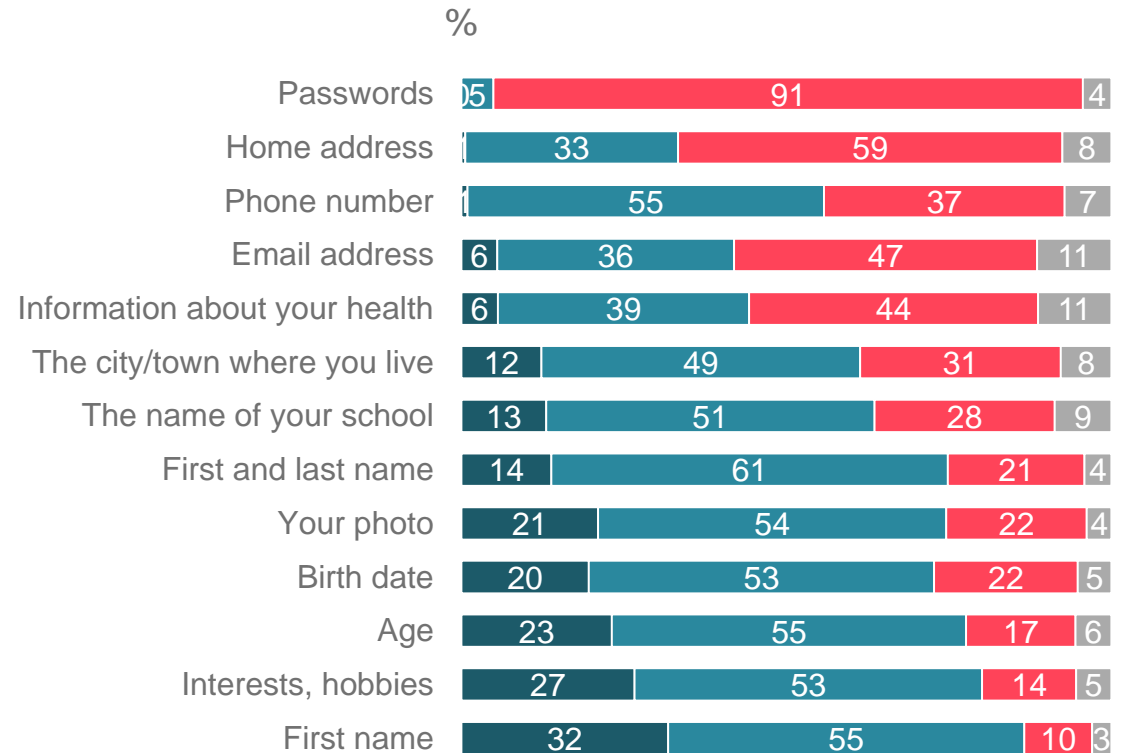
# Information privacy

Which of these should be kept secret when online?



■ All respondents, N=851

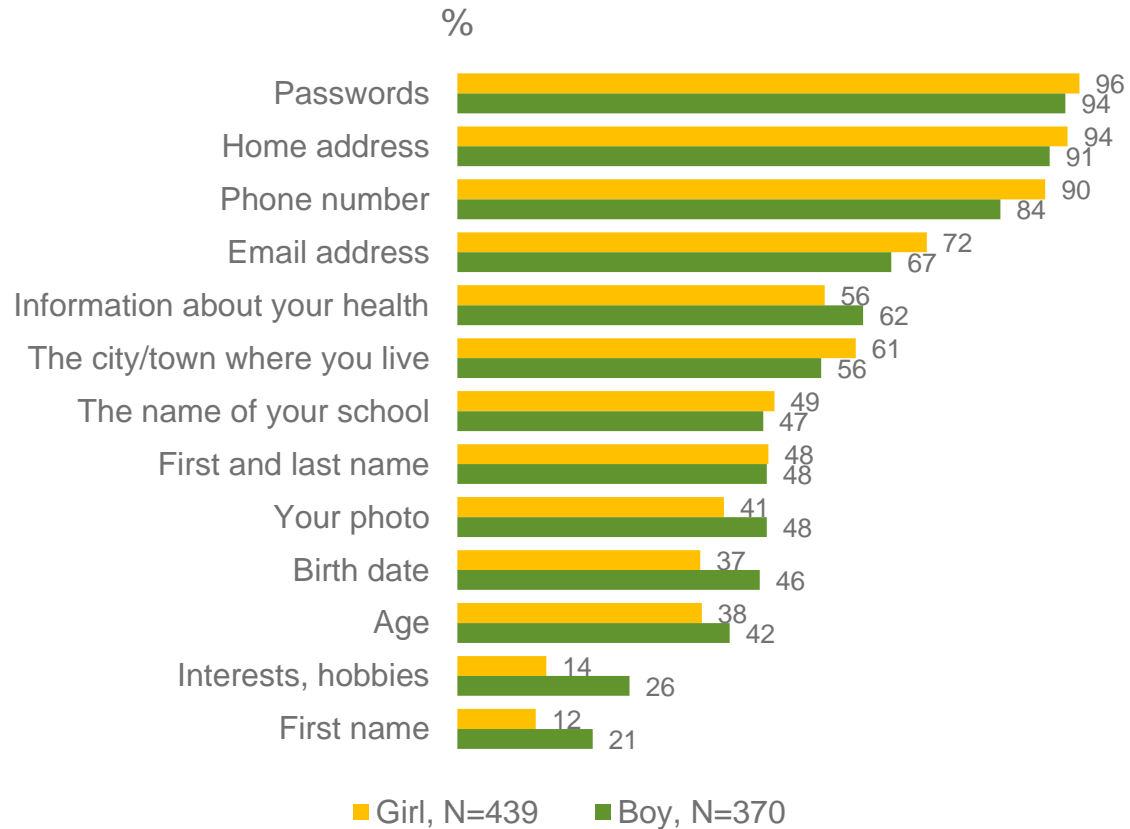
Have you ever shared this information online?



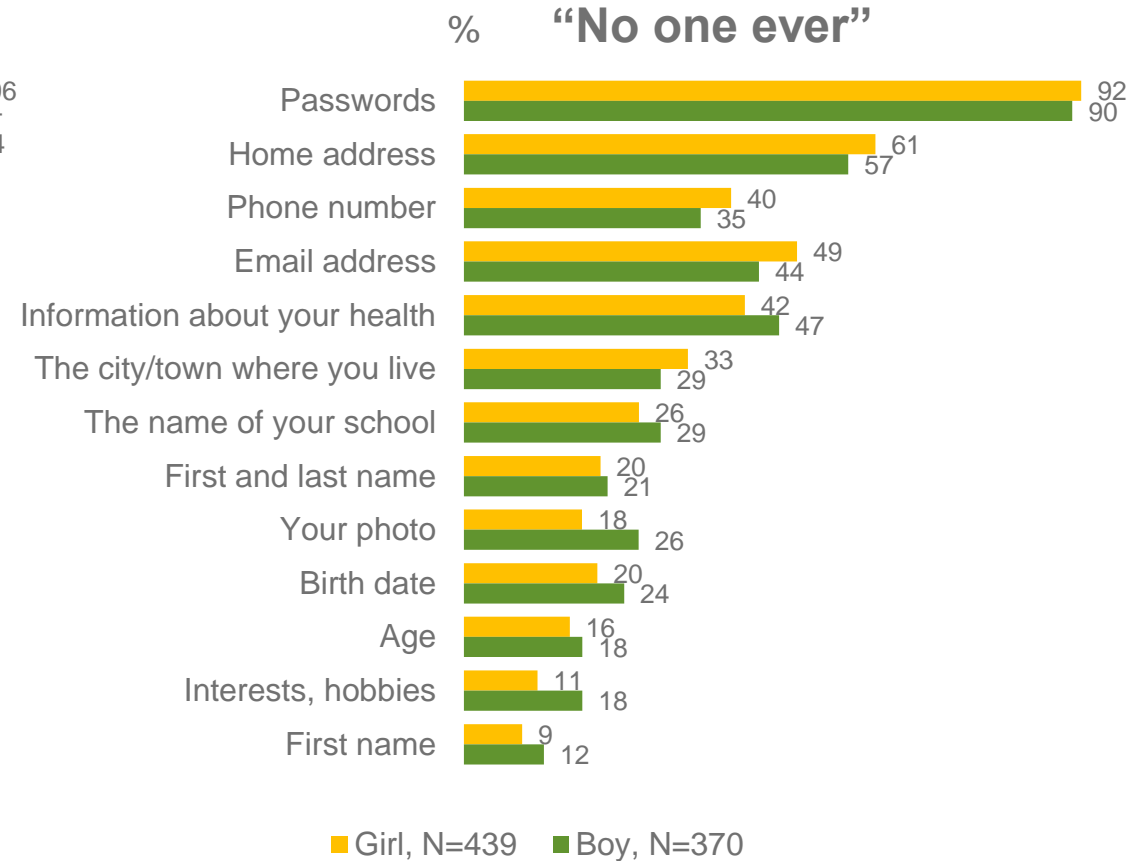
■ To anyone/on my public account  
 ■ To my friends/on my private account  
 ■ No one ever  
 ■ don't know

# Information privacy

Which of these should be kept secret when online?



Have you ever shared this information online?

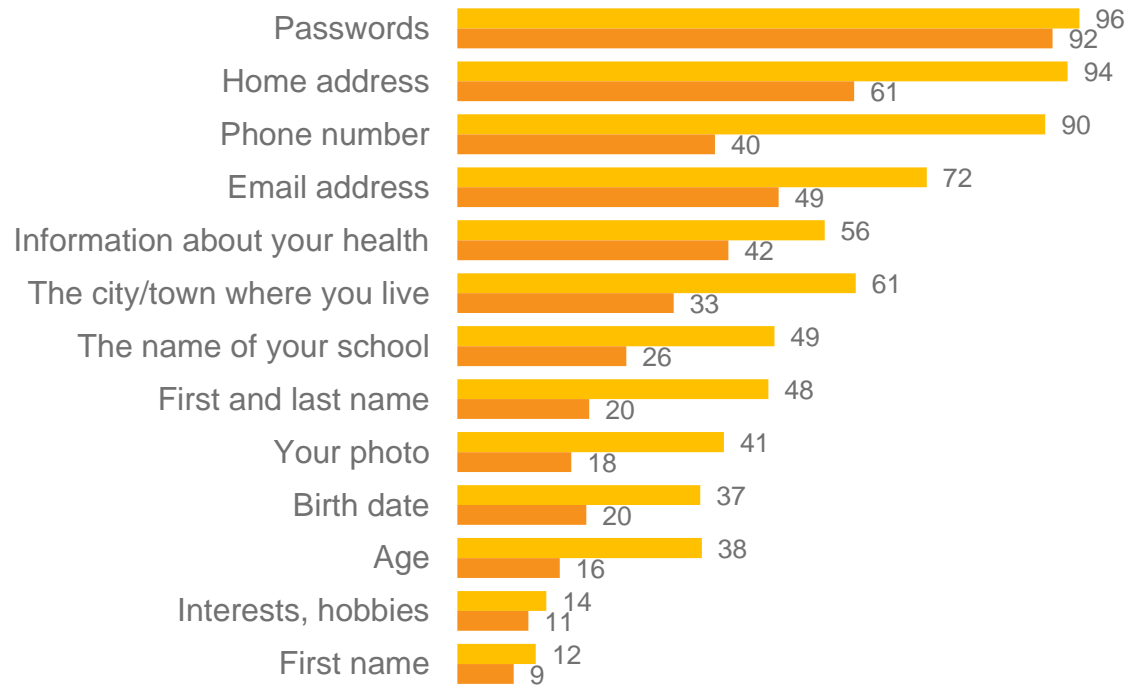




# Information privacy

## Privacy behavior online GIRLS

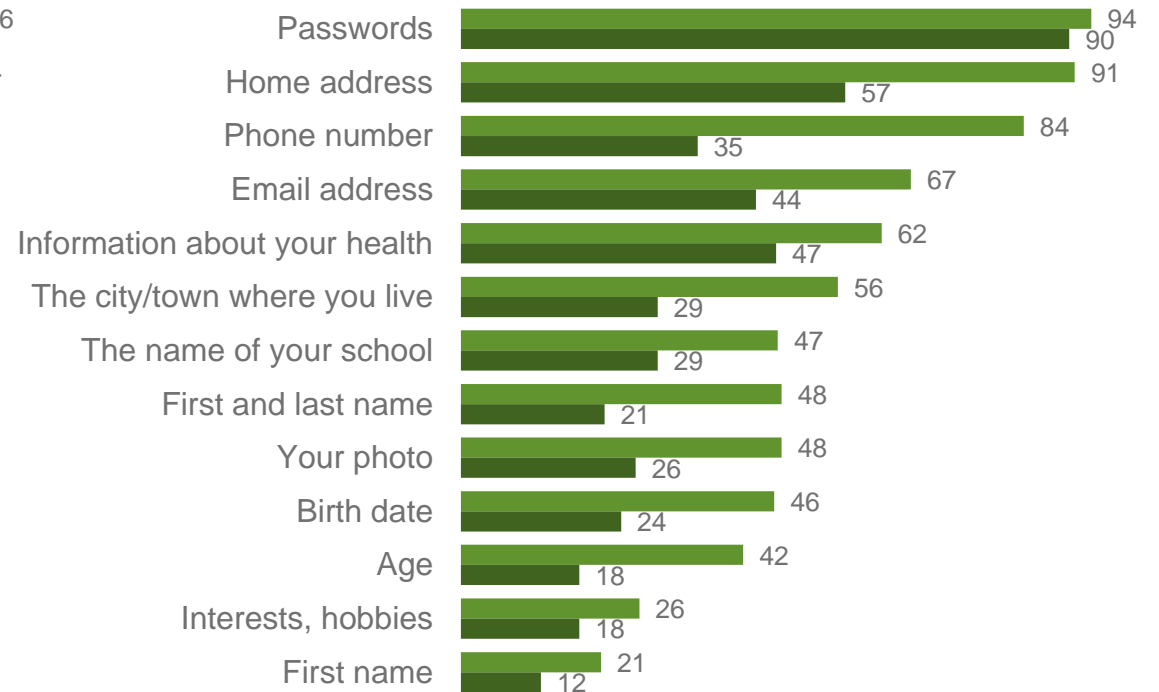
%



■ Should be kept secret online ■ Has never shared online

## Privacy behavior online BOYS

%



■ Should be kept secret online ■ Has never shared online

# Online worries

**Kids worry about a number of things online.** However, there are some **15% of children** who state they are **not worried at all** by any of the listed issues online.

Kids worry the least about understanding Terms of Use. Only one in five children marked this as a worry. At the same time, almost a third of the respondents could not answer at all indicating there is a great deal of confusion when it comes to Terms of Use. Furthermore 18% of kids could not say whether they are worried or not about the possibility of someone collecting information about them online, even though this was at the same time found worrisome by 47% of the kids.

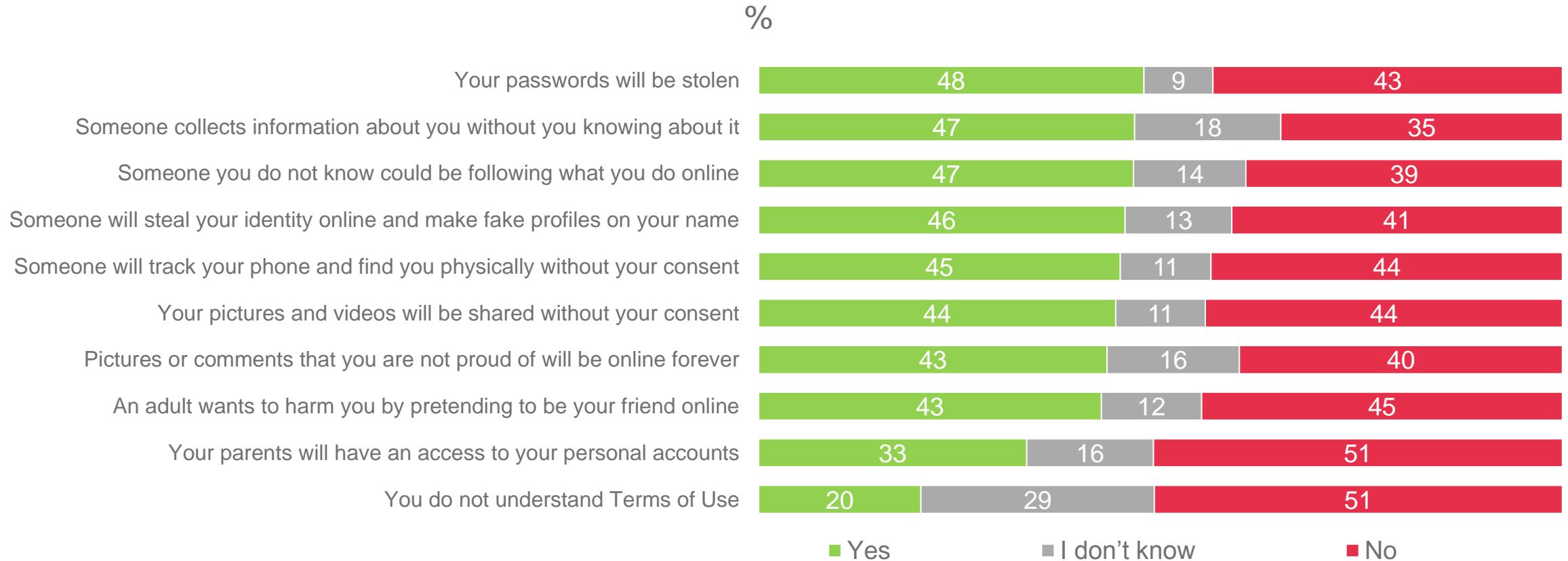
It looks like 6<sup>th</sup> graders are a very **heterogeneous** group of online users based on both experience as well as information and actual usage skills.

When looking at the online behavior of the kids not worried by any of the listed issues, they in fact seem to be more careful with sharing their private information online. This seems to reflect on the actual online happenings as well.

The differences amongst girls and boys, however, show interesting differences. **Boys are generally less worried than girls.** However, one of the things that in particular boys seem to be more worried about than girls is that their parents would have access to their accounts.

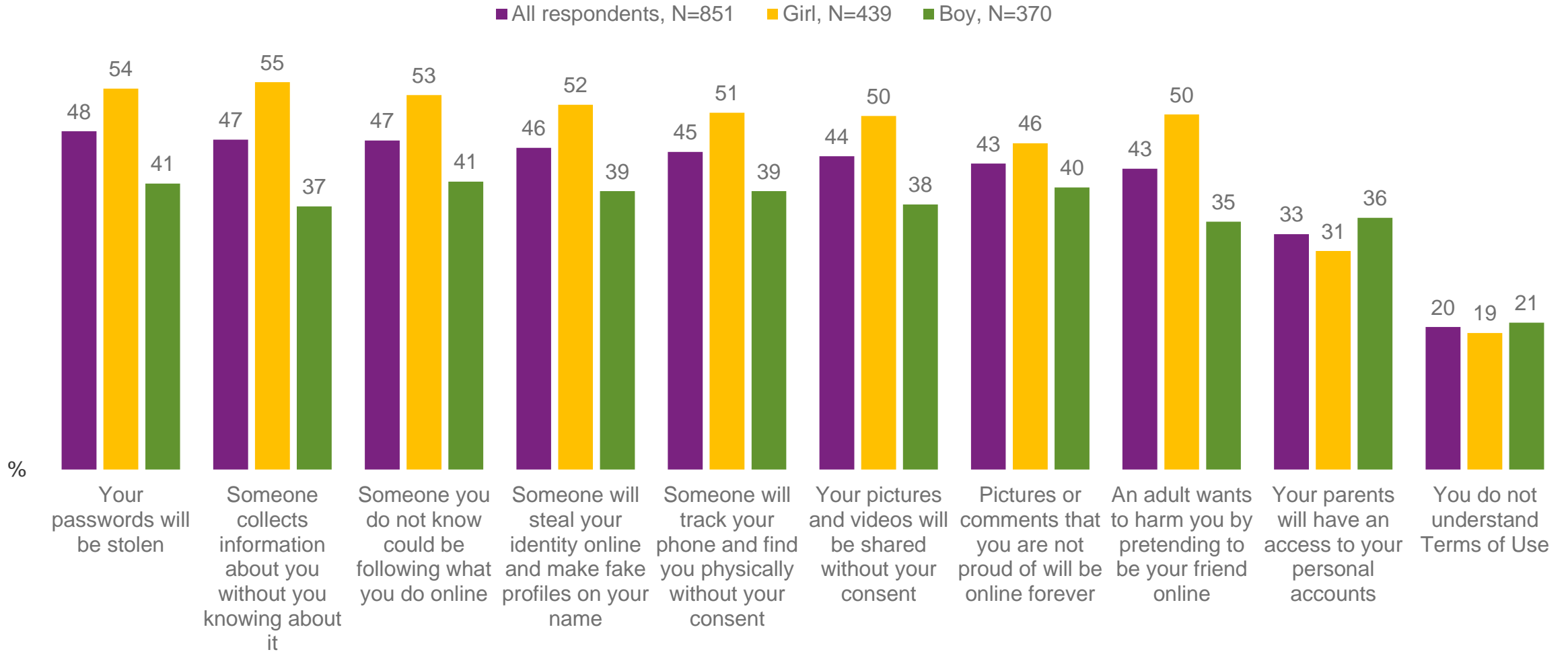
# Are you worried that these could happen to you?

All respondents, N=851



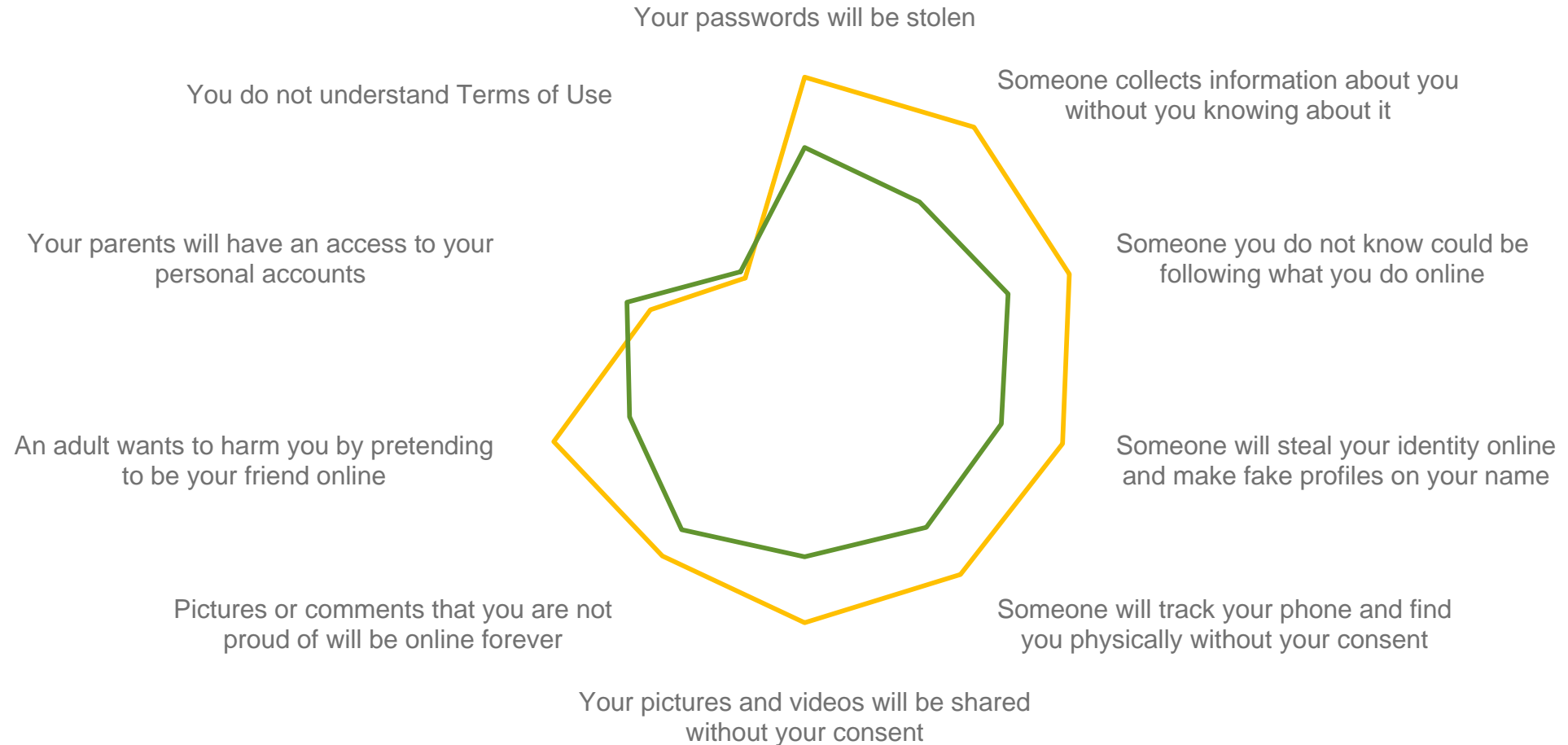
# Are you worried that these could happen to you?

## Yes-answers



# Are you worried that these could happen to you?

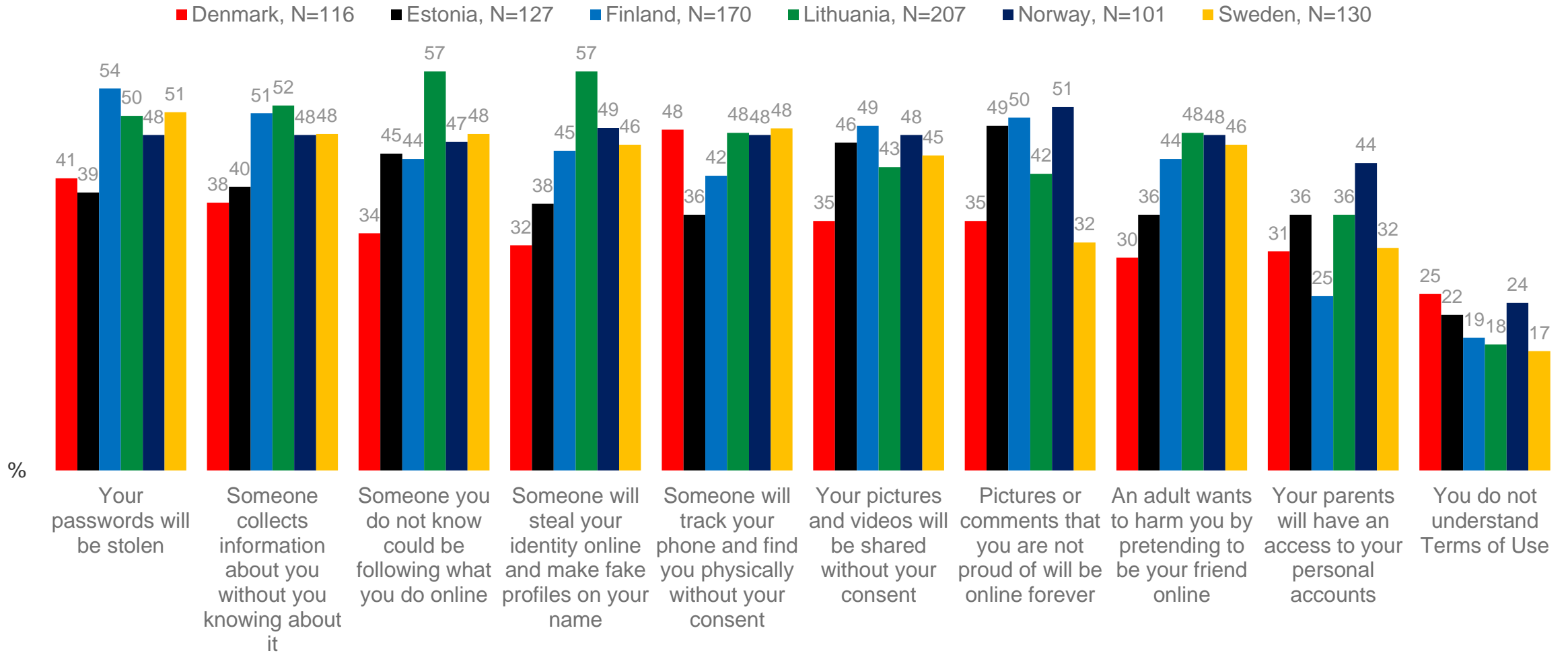
## Yes-answers



— Girl, N=439 — Boy, N=370

# Are you worried that these could happen to you?

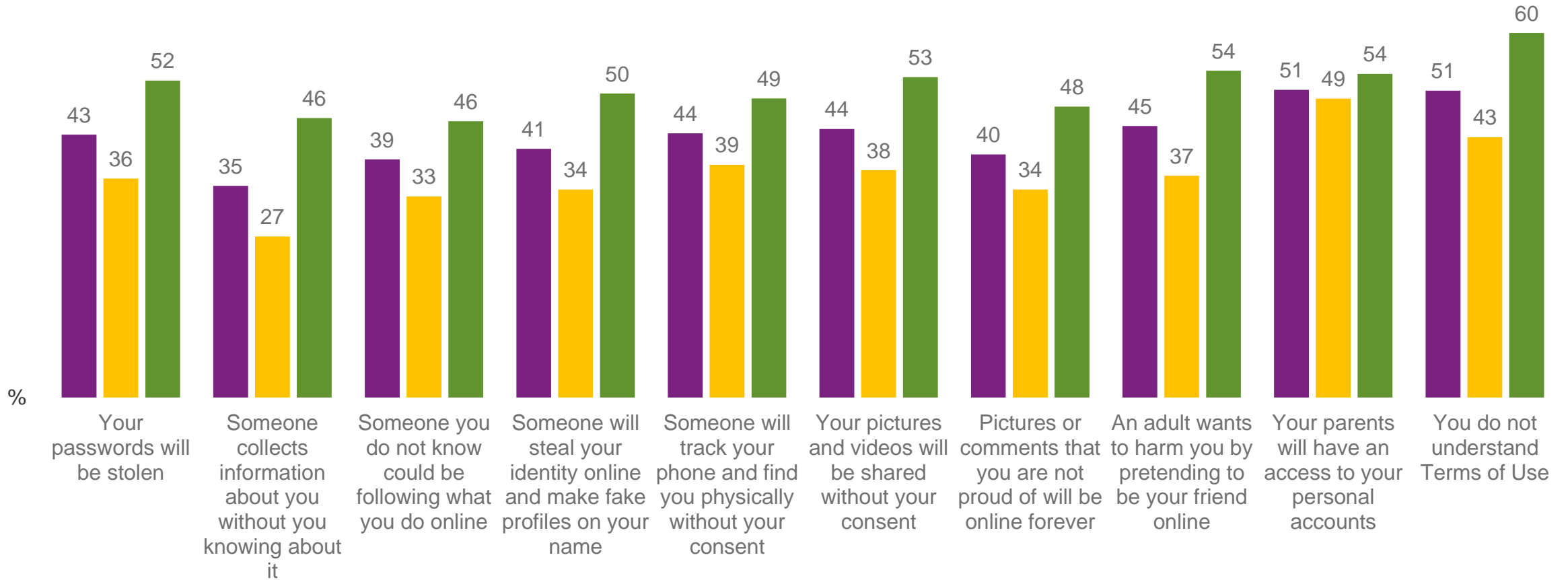
## Yes-answers



# Are you worried that these could happen to you?

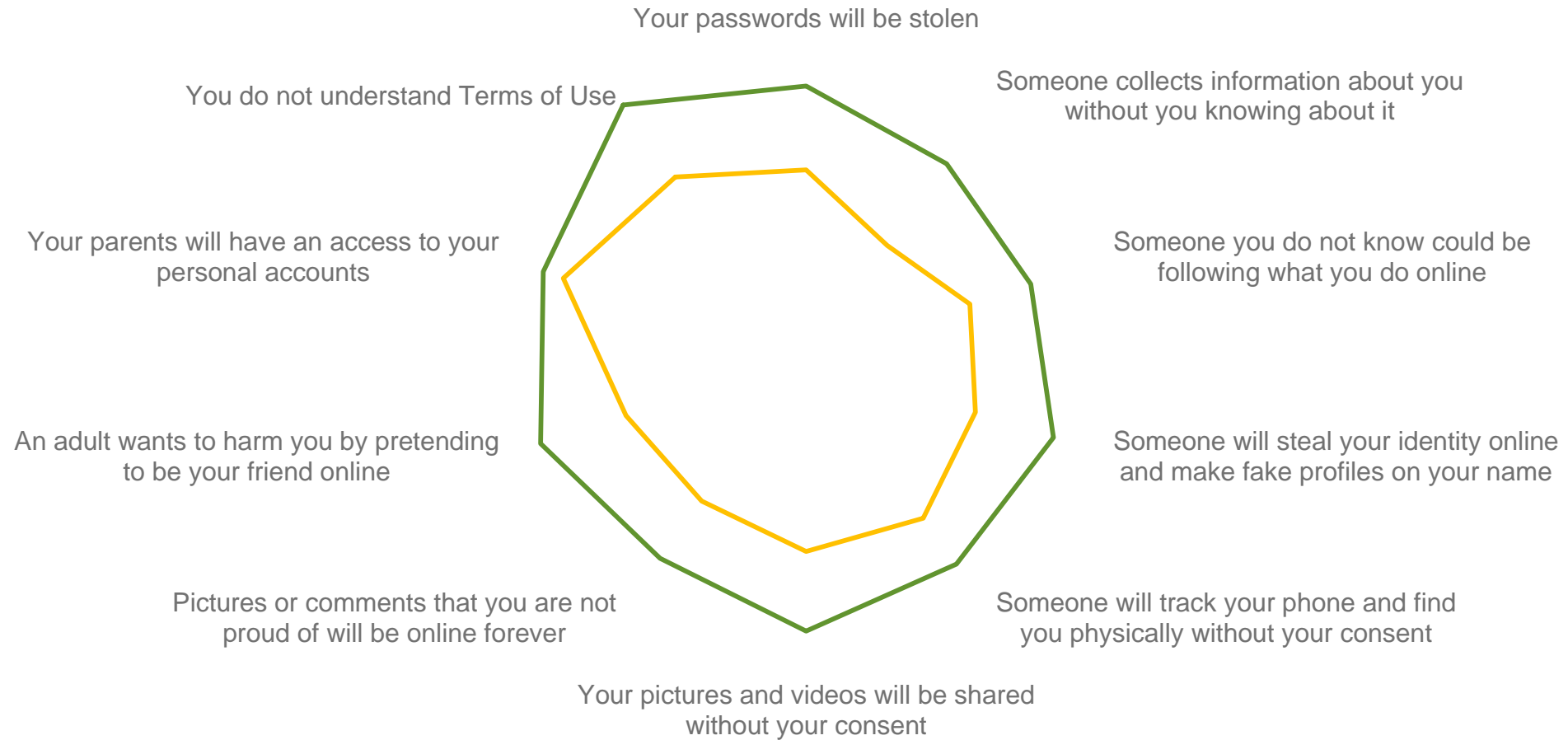
## No-answers

■ All respondents, N=851 ■ Girl, N=439 ■ Boy, N=370



# Are you worried that these could happen to you?

## No-answers



— Girl, N=439 — Boy, N=370



# Online behaviors

**Children seem to be rather carefree online users.** Less than half seem to take all the precautions listed in the survey when it comes to their online behavior.

Majority of respondents (71%) state they are always considering twice when sharing visual content online. Girls seem to be more careful than boys with this issue. Furthermore, they report that they google themselves more often than boys and girls also seem to be slightly more active in reading Terms of Use.

This goes well together with the fact that **girls are more active users of social media while boys spend more time with gaming.** This is probably why they have more often installed alarms to notify hacking attempts and use multiple email addresses according to the purpose at hand. They also seem to allow location by apps more often than girls.

Altogether worrisome is, however, the fact that **56% report they use the same password to most apps and games** they use. It seems that those children who use the same password for most apps and games and allow locating are also sharing private information more openly online.

Looking at the self-evaluation of online skills, it can be noted that those kids reporting their own skills to be better than their friends' also score higher on behaviors requiring more technical skills e.g. being able to check privacy of profiles or that profile information actually does disappear when intended as well as installing alarms and generating various email accounts.

Interestingly the online behaviors of children who use online only for their own interests and only for schoolwork differ quite significantly. It seems that those kids using online only for schoolwork (9% of all respondents, majority being girls and about half Lithuanians) are following a stricter protocol of behavior.

# Think about yourself and mark all that you think applies to you. You can choose one or many answers.

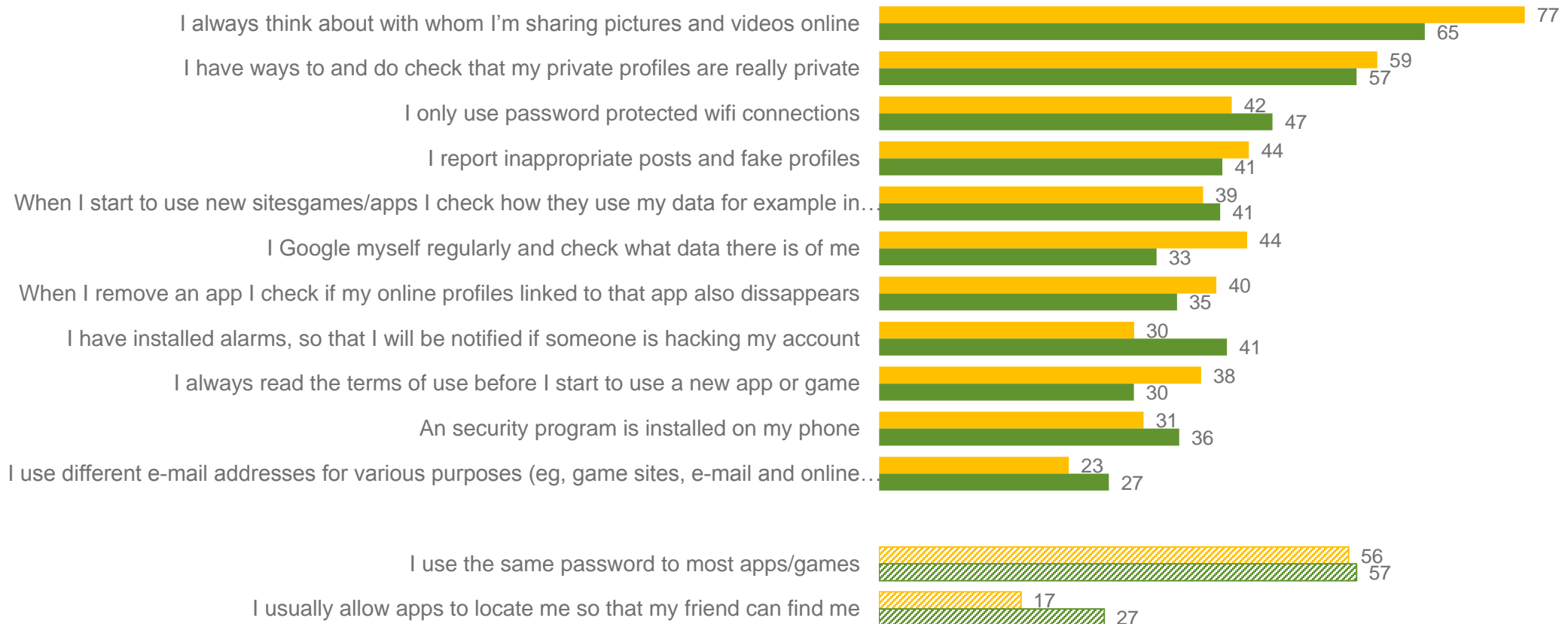
%



# Think about yourself and mark all that you think applies to you. You can choose one or many answers.

■ Girl, N=439 ■ Boy, N=370

%



# Online incidents

Altogether 43% of children have not **encountered unwanted online incidents** listed in the survey. However, this means that **57%** have.

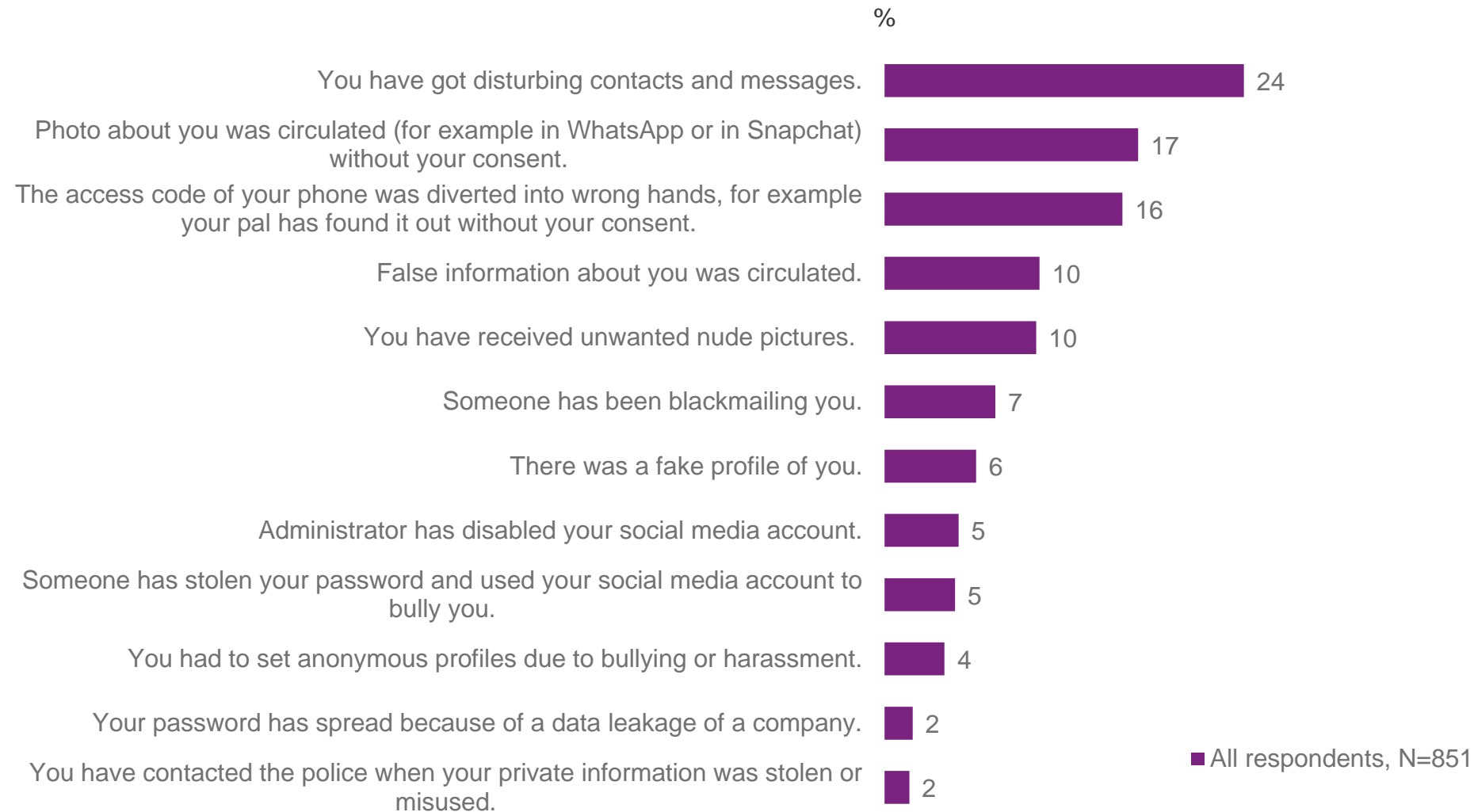
Every fourth child report having received disturbing contacts and messages online, girls more often than boys. Also pictures circulating in social media without one's consent are no rarity. This has happened to 17% of kids. The result is more or less the same among boys and girls but looking at the few who have reported other or no gender, this is appearing more often. The sample size is too low to make a solid conclusion but there are definite indications of possible bullying based on gender.

It is alarming how many of the children actually have faced blackmailing or received unwanted nude pictures. This does not seem to be clearly gender related but is happening to both boys and girls.

Some of the **more risky groups** of children might be those reporting either **better or worse online skills** compared to friends. In any case, children who estimate their skills to be the same as their friends' seem to encounter less blackmailing, nude pictures, circulation of false information or pictures without consent.

Also children who have received **information and advice at home or at schools** seem to **experience somewhat fewer** incidents online indicating the importance of education around these matters.

# Which of these has happened to you on the Internet?



**43%** None of these

# Which of these has happened to you on the Internet?



# Which of these has happened to you on the Internet?

%	Total N=851	Denmark N=116	Estonia N=127	Finland N=170	Lithuania N=207	Norway N=101	Sweden N=130
You have got disturbing contacts and messages.	24	20	28	31	15	16	35
Photo about you was circulated (for example in WhatsApp or in Snapchat) without your consent.	17	16	24	22	10	19	13
The access code of your phone was diverted into wrong hands, for example your pal has found it out without your consent.	16	14	20	28	10	6	15
False information about you was circulated.	10	7	23	14	6	3	10
You have received unwanted nude pictures.	10	16	13	11	5	4	13
Someone has been blackmailing you.	7	10	9	8	6	4	8
There was a fake profile of you.	6	7	8	6	9	0	3
Your password has spread because of a data leakage of a company.	5	4	6	8	6	2	1
Someone has stolen your password and used your social media account to bully you.	5	3	6	7	6	0	2
You had to set anonymous profiles due to bullying or harassment.	4	4	7	5	5	1	1
Administrator has disabled your social media account.	2	2	2	2	2	0	2
You have contacted the police when your private information was stolen or misused.	2	1	1	4	3	0	0

# Which of these has happened to you on the Internet?

## NONE OF THESE

**43%** Total

**45%** DK

**41%** girl

**26%** EST

**46%** boy

**33%** FIN

**My online skills are...**

**54%** LIT

**36%** better than my friends

**54%** NOR

**46%** same level as most of my friends

**42%** SWE

**38%** not quite as good as most of my friends'



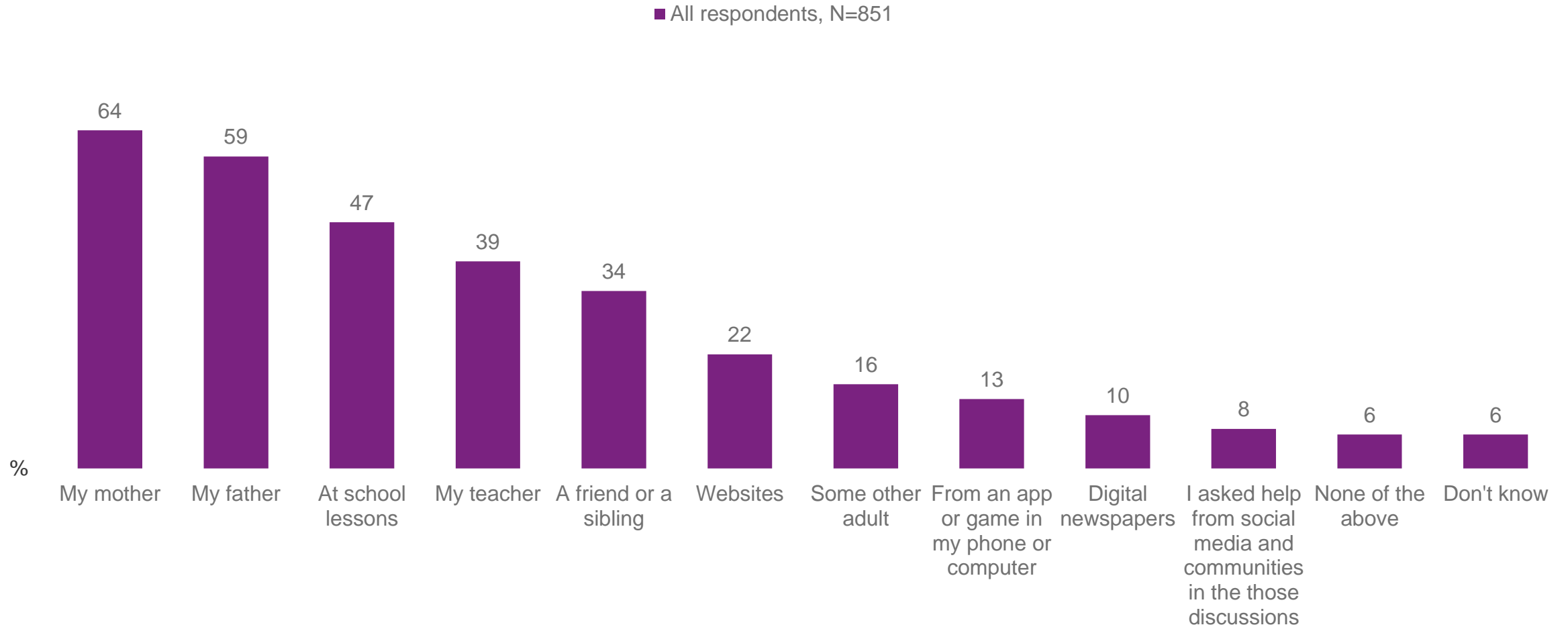
# Information about safety online

**The biggest information channels seem to be home and school.** There is a striking difference, however, between the results of girls and boys. **Girls** report significantly **more often** having received information about safety online from parents or at school than boys.

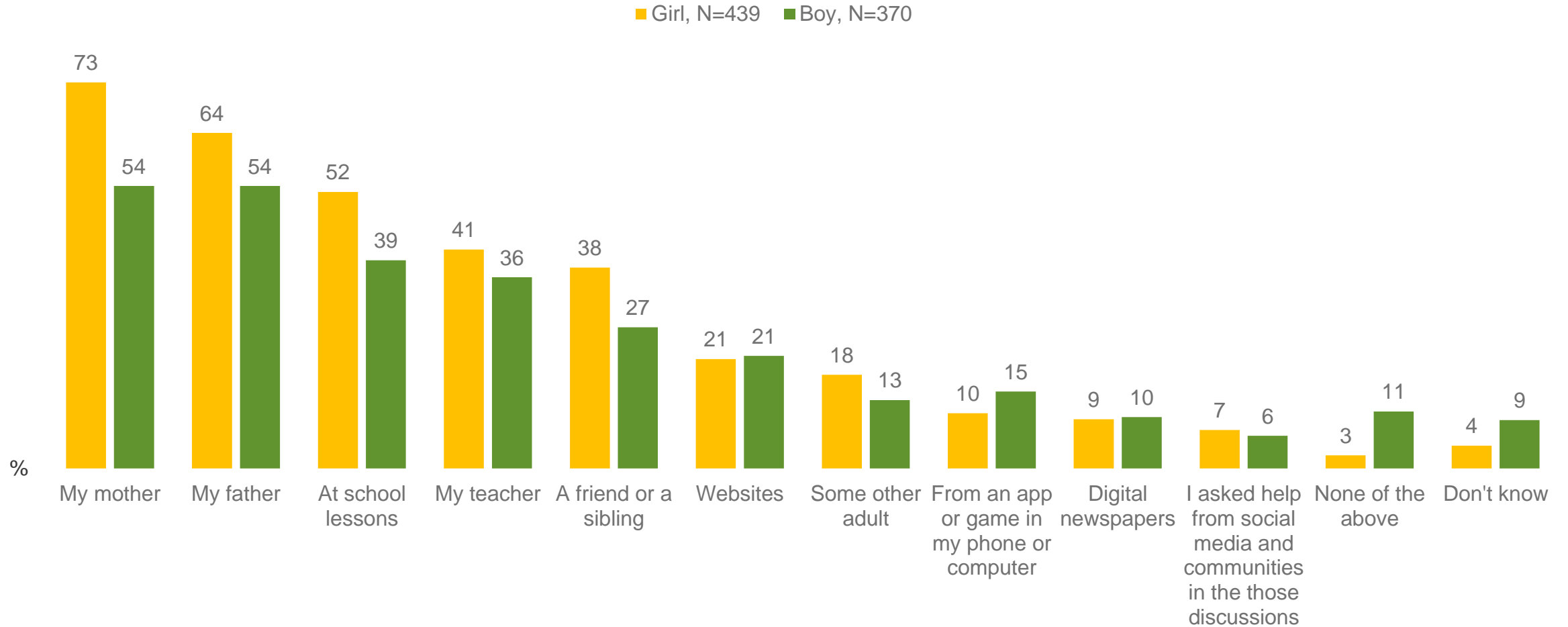
There is also a difference between the respondents evaluating own online skills above or below those of their friends. As many as 76% of those evaluating own skills to be lower than average report having received advice at home while the corresponding result is 65% of those with higher than average skills. It seems that **those evaluating their skills high are seeking information elsewhere** like from websites and social communities they are active in. Especially in Finland this was mentioned clearly more often than in other countries together with seeking advice from an app.

Perhaps one of the biggest country specific differences in the results can be seen in this question – the role of school and teacher as the source of information of online safety is significantly lower in Lithuania compared to all other countries. This suggests that the knowhow of teachers in Lithuania is lower and/or online safety is not in focus in the local curriculum. Furthermore, parents were also mentioned as source of information clearly more seldom in Lithuania.

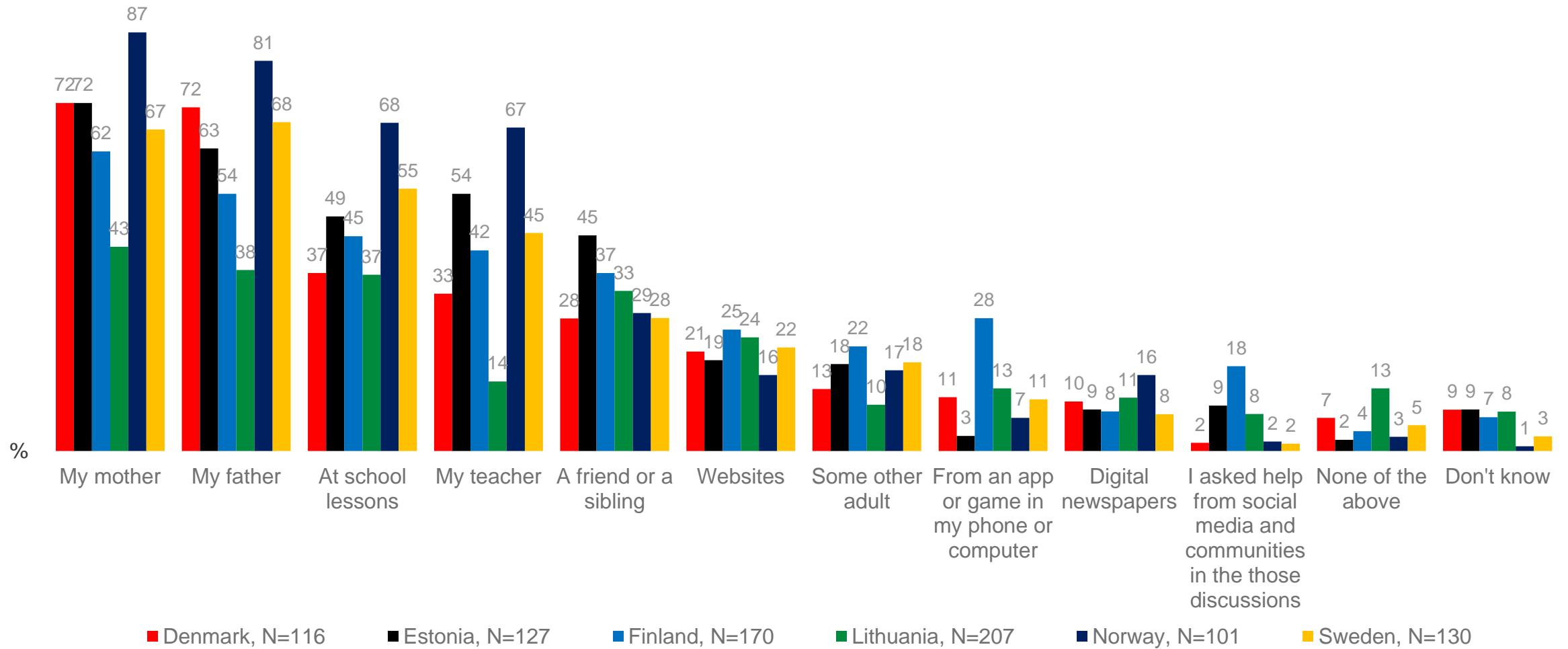
# Where do you get information or advice about how to act safe online?



# Where do you get information or advice about how to act safe online?



# Where do you get information or advice about how to act safe online?



# Importance of online rights

Children seem to evaluate the right to **manage the information that is shared about them** online very high in importance. This was found more than twice as important as the next most important right **I can always remove my videos and pictures if and when I want**. Furthermore, the possibility to **choose which connected devices can collect data** about oneself was also regarded important being among the top five most important rights.

The third most important online right was regarded to be that there would be **more reliable and educated adults online to help** children if their privacy is violated.

Having apps only for those under 18 years of age was regarded as the least important issue. The importance of **deciding what photos and data parents post** about their children **divides opinions**: many children think it's very important that they can decide what their parents post about them, but an almost equal number of children find the issue unimportant.

Being able to control information and being in control of videos and pictures of oneself online were slightly more often chosen as important by girls. The result overall suggests that **children regard it important to be able to control information and integrity online**.

**The most important** three online rights were

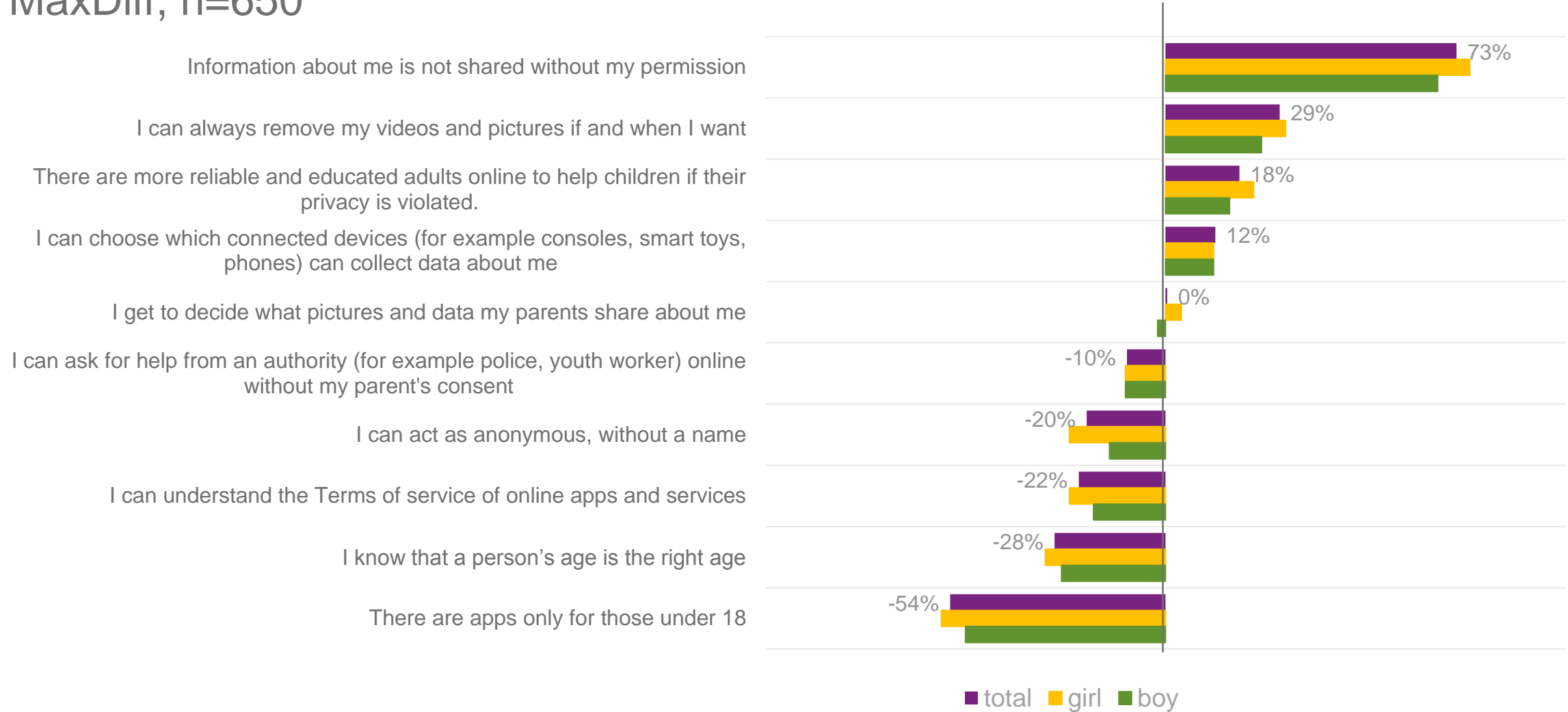
1. Information about me is not shared without my permission
2. I can always remove my videos and pictures if and when I want
3. There are more reliable and educated adults online to help children if their privacy is violated

**The least important** were

8. I can understand the Terms of service of online apps and services
9. I know that a person's age is the right age
10. There are apps only for those under 18

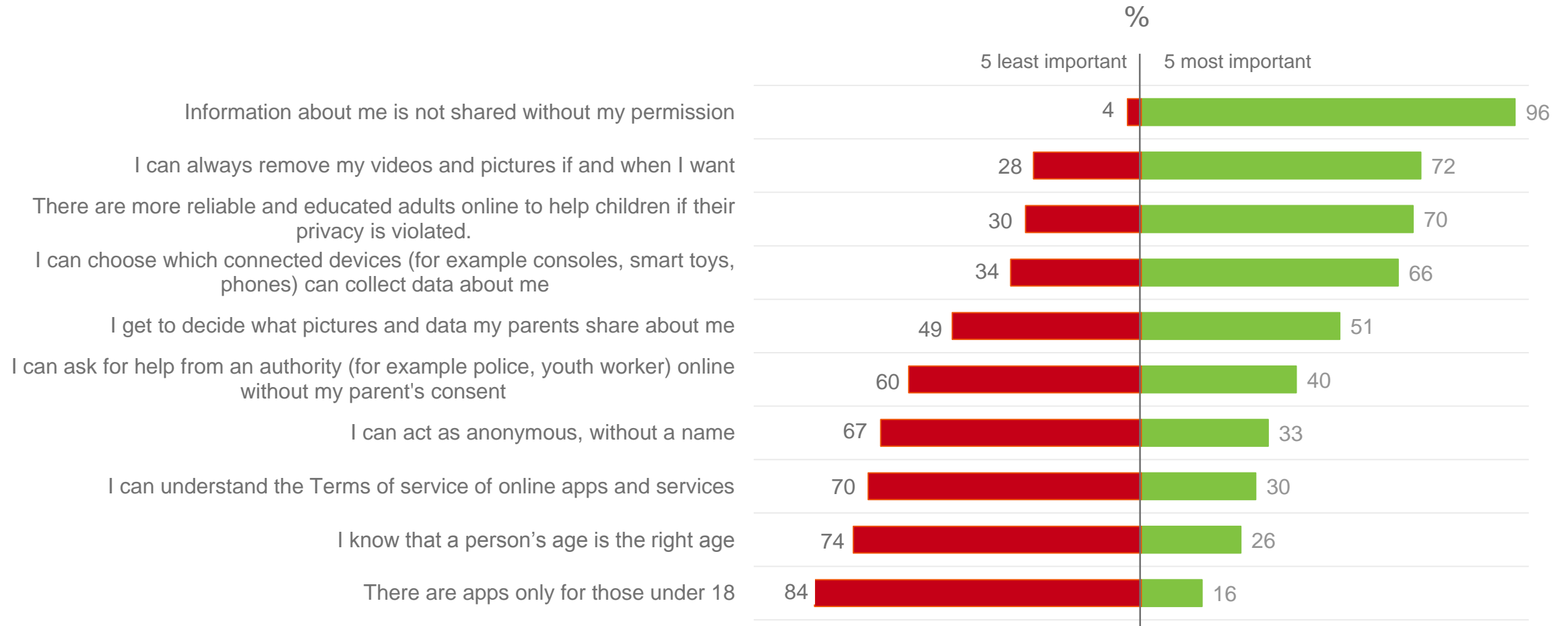
# Relative importance score

MaxDiff, n=650



# Share of importance (100% importance per statement)

Total n=650



KANTAR TNS.

