

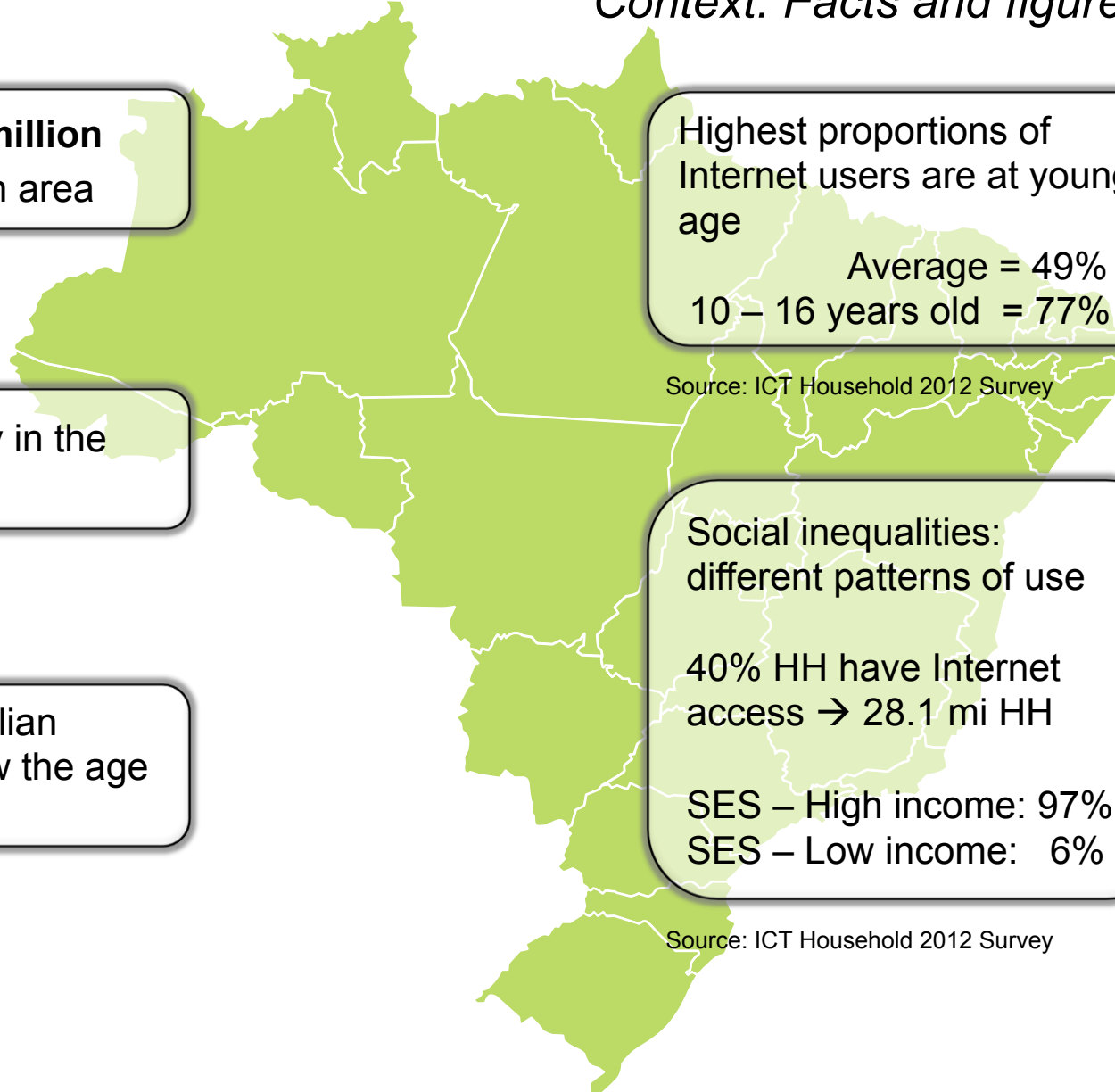
Child Online Protection: The Brazilian Experience in producing statistical indicators

**Survey on the use of Information and Communication
Technologies in Brazil**

Geneva, October 9 2013

Brazil

Context: Facts and figures



Population: 191 million
85% living in urban area

Source: IBGE 2010

5th largest territory in the world

Source: IBGE 2010

27.7% of the Brazilian population is below the age of 16

Source: IBGE 2010

Highest proportions of Internet users are at young age

Average = 49%
10 – 16 years old = 77%

Source: ICT Household 2012 Survey

Social inequalities:
different patterns of use

40% HH have Internet access → 28.1 mi HH

SES – High income: 97%
SES – Low income: 6%

Source: ICT Household 2012 Survey

ICT Kids Online Brazil

Context

- ❑ Youngsters are a significant portion of the population;
- ❑ Brazil has been experiencing a fast and unequal Internet penetration;
- ❑ Increased access to convergent, mobile, and networked technologies;
- ❑ Questions:
 - Where do children access the Internet? What do they do online?
 - Do parents access the Internet? What are the mediation strategies used by them?
 - What are the implications of this scenario?

ICT Kids Online Brazil

Context

Opportunities

Benefits in relation to:

- Learning;
- Participation;
- Creativity;
- Communication.



Challenges

Exposure to online risks such as:

- Bullying;
- Abuse of personal data and privacy
- Potentially harmful user-generated content: hate, pro-anorexia: drug-taken, suicide.

ICT Kids Online Brazil

Survey methodology

- ❑ Adoption of the EU Kids Online theoretical and methodological framework;
- ❑ Probability sample nation-wide survey covering urban and rural areas, face-to-face, household interviews;
- ❑ Specific objectives:
 - To understand how children access and use the Internet, the online risks involved and how they perceive online safety;
 - To outline the experiences, practices and concerns of parents and legal guardians in relation to their children's use of the Internet;
- ❑ Number of respondents for 2012 edition:
 - 1,580 parents/legal guardians;
 - 1,580 children aged 9 to 16 that are Internet users (past 3 months).

Kids Online Survey

Dimensions

RESPONDENT

TYPE OF QUESTIONNAIRE

DIMENSIONS

Parents or Legal Guardians

- Interviewer administered questionnaire

- Households demographics and Internet access
- Parents experiences and attitudes toward the Internet
- Perceptions of the selected child's Internet usage and exposure to risk
- Parent mediation of online risk for the selected child
- Sources of education, advice, support

Children

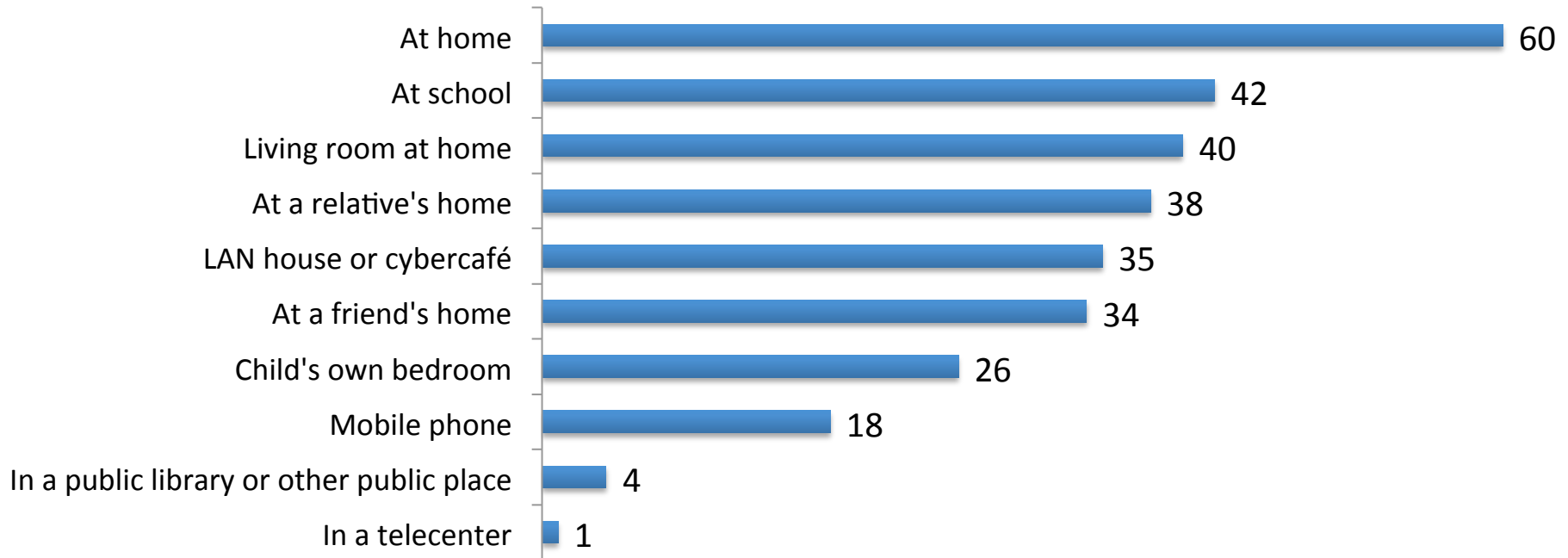
- Interviewer administered questionnaire
- Self-completion questionnaire

- Patterns of child Internet usage
- Perceptions of parent mediation of online risks
- Experience of online risks
- Perception of parent mediation
- Sources of education, advice and support

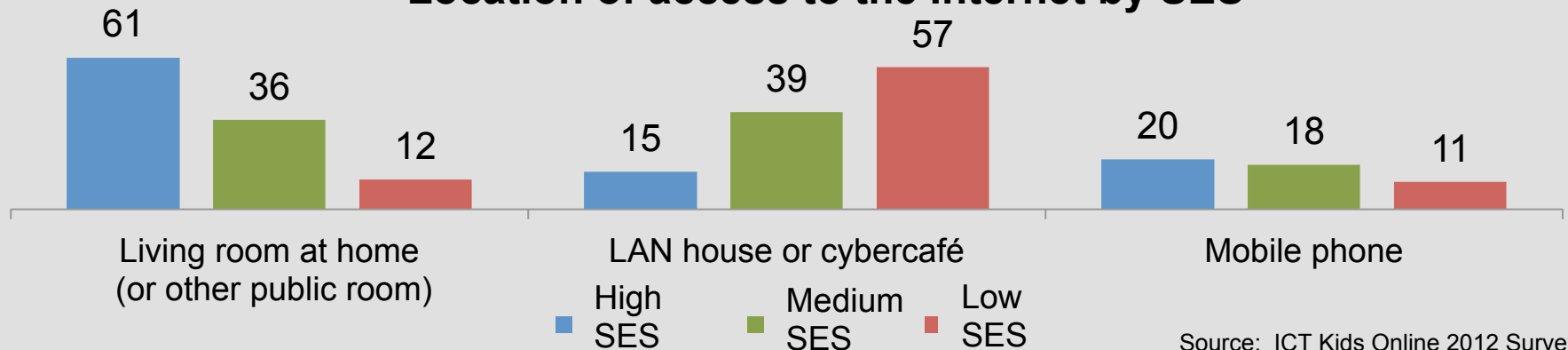
Key Findings

Location of access to the Internet by children

Percentage of the total number of Internet users aged 9 to 16

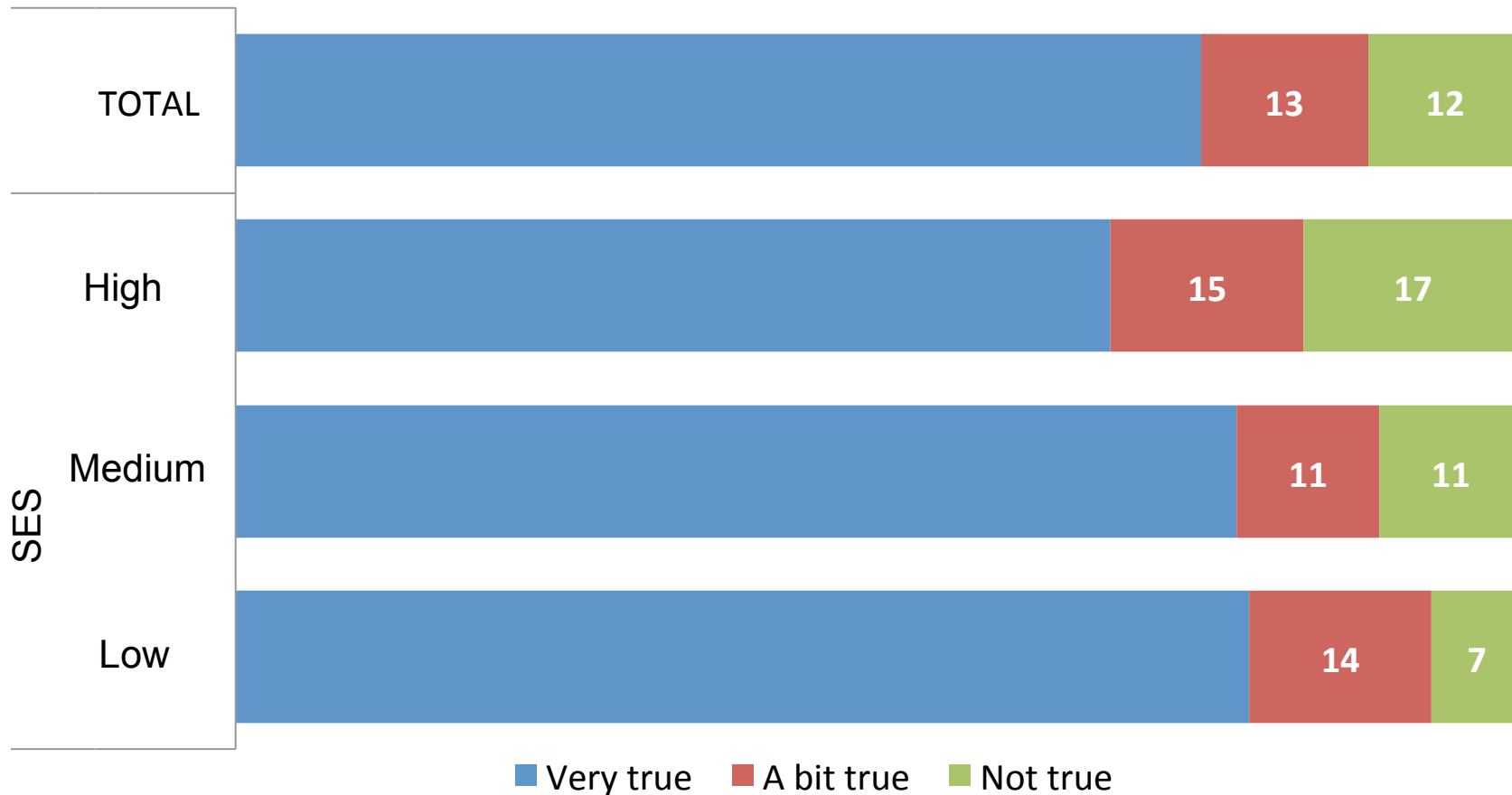


Location of access to the Internet by SES



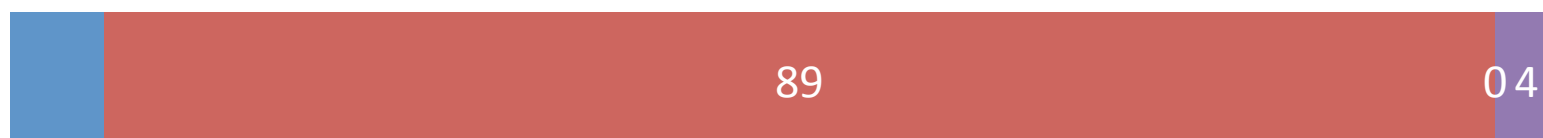
Digital Literacy: I know more about Internet than my parents

Percentage of the total of Internet users aged 9 to 16



Proportion of parents/legal guardians that believe their child has been bothered or upset by something on the Internet in the past year

Percentage of the total number of parents/legal guardians



■ Yes ■ No ■ Don't know ■ Prefer no to say

Proportion of parents/legal guardians that believe their child uses the Internet safely

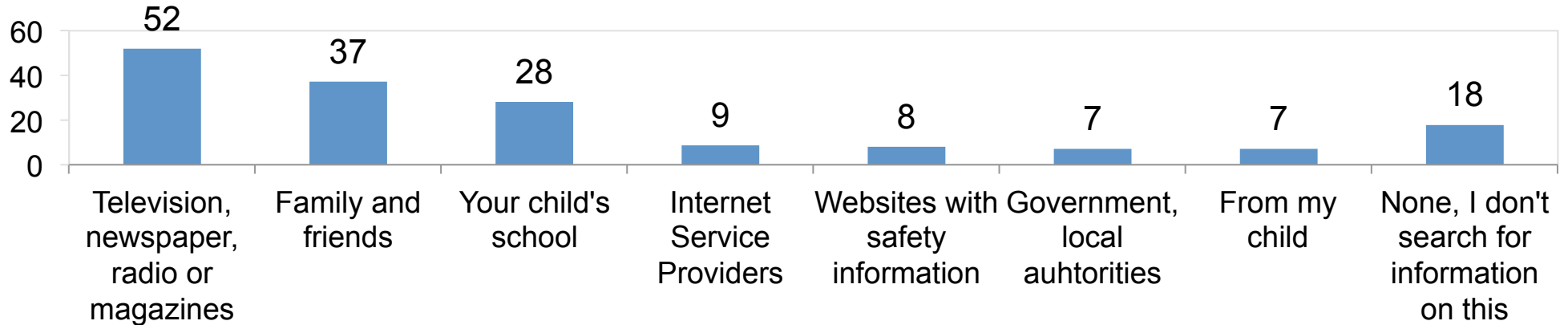
Percentage of the total number of parents/legal guardians



■ Yes ■ No ■ Don't know

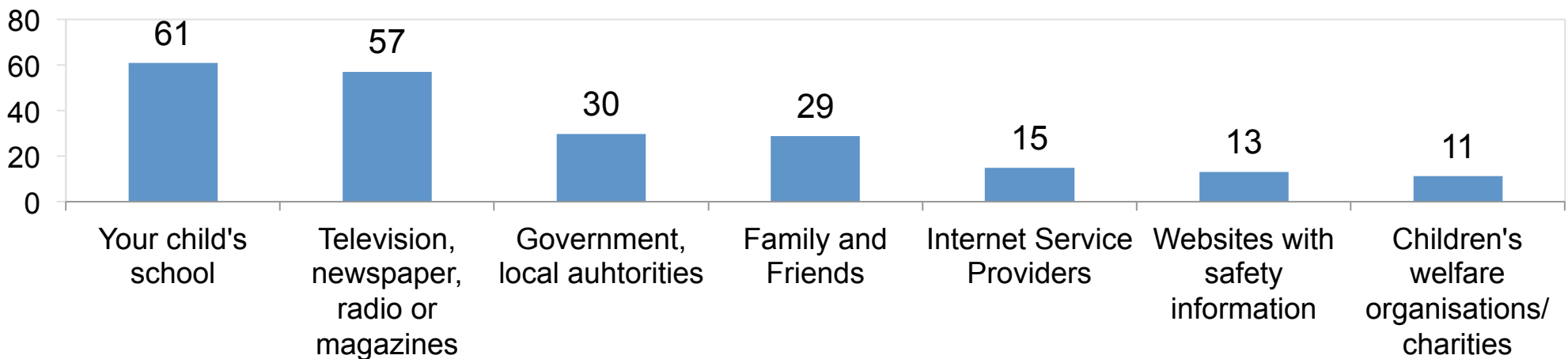
Parents' actual sources of information on Internet Safety

Percentage of total number of parents/legal guardians



Parents' desired sources of information on Internet safety

Percentage of total number of parents/legal guardians



What bothers children online

In their own words

"What would bother, upset or scare you or people your age on the Internet? Try to think of both every day and special or unusual situations."

What bothers you online?

- 72% respondents identified one or more situation that can bother people their age on the Internet (girls:76%; boys: 68%);
- 14% answered that nothing bothers them online;
- 12% did not know or preferred not to answer.

Among those that were able to identify bothersome situations online:

- 60% identified one;
- 30% identified two;
- 10% identified three or more.

In total, 1576 bothersome situations were mentioned.

Among parents: Only 7% mentioned their child was bothered online, 91% said this did not happen to their children.

What bothers children online

In their own words

"What would bother, upset or scare you or people your age on the Internet? Try to think of both every day and special or unusual situations."

Pornographic content: *"Images of naked people";*

Violent images: *"People being run over" "Accidents on the roads";*

Bullying: *"Posting something against me / bad mouthing / spiteful comments"; "Lies about me"*

Invasion of privacy: *"Someone pretending to be me online";*

Horror content: *"Ghost videos"; "Witches";*

Technical Issues related to the Internet: *"Website down", "Unstable Internet connection";*

Misleading adverts: *"Misleading adverts"; "False prizes";*

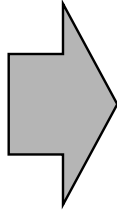
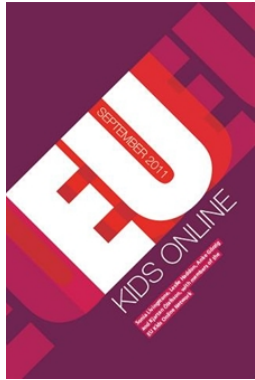
Uninteresting content online: *"Boring games";*

Other: *"Someone having more followers than me on Twitter".*

Methodological challenges

ICT Kids Online Brazil 2012

From EU Kids Online to BR Kids Online: Challenges

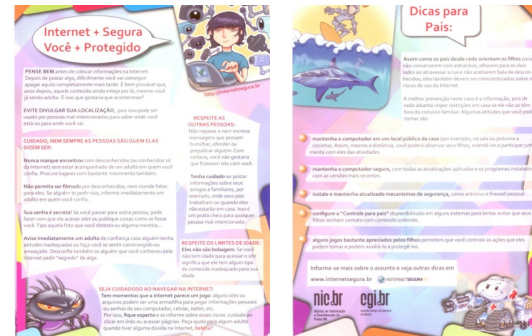


Cognitive and cultural dimensions:

- ❑ Cognitive testing (translation: language and cultural, literacy issues, context of internet use);
- ❑ Pre-testing (geographic region, social issues);
- ❑ Expert Group Meeting;
- ❑ Kids Online Brazil Workshop.

Operational dimension:

- ❑ Letters explaining the importance of the survey;
- ❑ Flyer with online safety tips for parents and children;
- ❑ Hotsite with FAQ.



Kids Online Brazil Survey

Expert Group

Government and International Organizations

- United Nations Children's Fund (UNICEF)
- Ministry of Justice
- United Nations Educational Scientific and Cultural Organization (UNESCO)

Academia

- Escola Superior de Propaganda e Marketing
- Fundação Getúlio Vargas
- London School of Economics
- Pontifícia Universidade Católica de São Paulo
- Pontifícia Universidade Católica do Rio de Janeiro
- Universidade de São Paulo
- Universidade Federal de Santa Catarina
- Universidade Federal do Ceará
- Universidade Federal do Rio Grande do Sul
- Universidade Nova de Lisboa

Non-profit Organizations

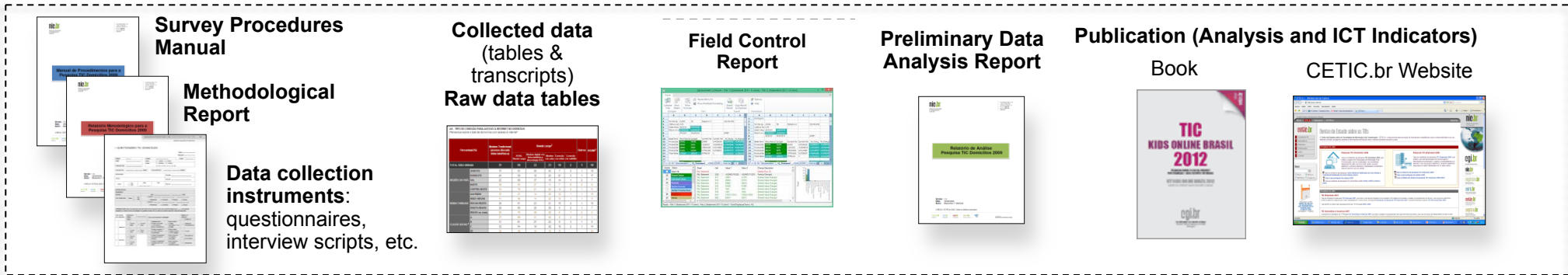
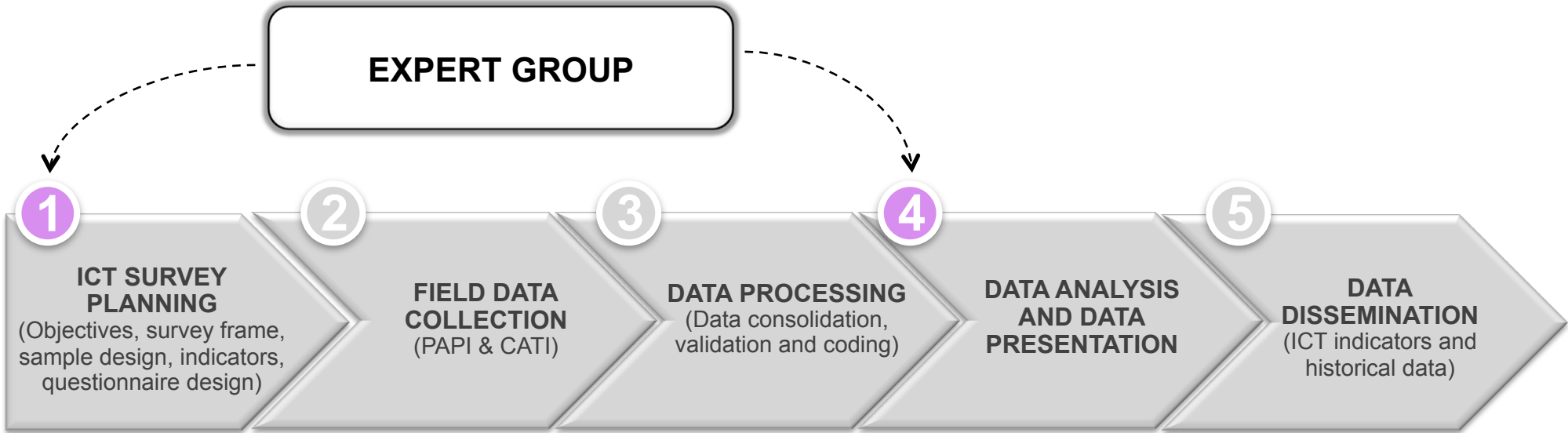
- SaferNet Brasil
- Cultura e Ação Comunitária (Cenpec)
- Instituto Alana



ICT statistics production in Brazil

The ICT Survey Process

EXPERT GROUP



Importance of statistics in policymaking and monitoring

“Good policy requires good statistics at different stages of the policymaking process.”
(Scott, 2005)

“The impact of policy can be measured with good statistics. If policy cannot be measured it is not good policy.”

(Othman 2005)

ICT-related statistics

Survey data in policymaking

- ❑ **Reliable**
- ❑ **Policy relevant**
- ❑ **Timely** (to inform policy decisions)
- ❑ **Accessible** to all key stakeholders
- ❑ **Cost-effective**
- ❑ **Interdisciplinary** enough to address cross-cutting issues

Lessons learned & Next Steps

- ❑ Regular annual survey:
 - Longitudinal comparison;
 - Improving methodological approach (sample size, coverage, sensitive subjects & self-completion);
 - Development of different themes eg. Consuming online;
- ❑ Complementary approaches such as qualitative studies;
- ❑ Cross-national comparisons;
- ❑ Disseminating results for awareness-raising and agenda-setting and the design of public policies.

Thank you

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*The ICT Kids Online 2012 survey is available for download at
<http://www.cetic.br/publicacoes/2012/tic-kids-online-2012.pdf>*

*All ICT Suveys conducted by Cetic.br are available for download at
www.cetic.br/publicacoes*