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EU Kids Online: Young People's Internet use in Four European Countries and Implications for Media Literacy Provision

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THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

EU Kids Online

www.eukidsonline.net



EU Kids Online: young people's internet use in four European countries and implications for media literacy provision

**IAMCR Media Education and Research Section
'Media and Global Divides'
Stockholm, July 20-25, 2008**



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- A thematic network examining European research on cultural, contextual and risk issues in children's safe use of the internet and new media
- Funded by the EC Safer Internet plus Programme (2006-9)
- Network of 21 research teams: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, France, Germany, Greece, Iceland, Ireland, Italy, Norway, Poland, Portugal, Slovenia, Spain, Sweden, The Netherlands, United Kingdom
- Aims to compare recent and ongoing empirical research across Europe:
 - To identify and evaluate **available data** on children's use of online technologies
 - To inform the research agenda, noting **gaps in the evidence base**
 - To **compare findings** across Europe, contextualising similarities and differences
 - To produce a best practice guide for **methodological issues and challenges**
 - To develop **policy recommendations** for awareness-raising and media literacy

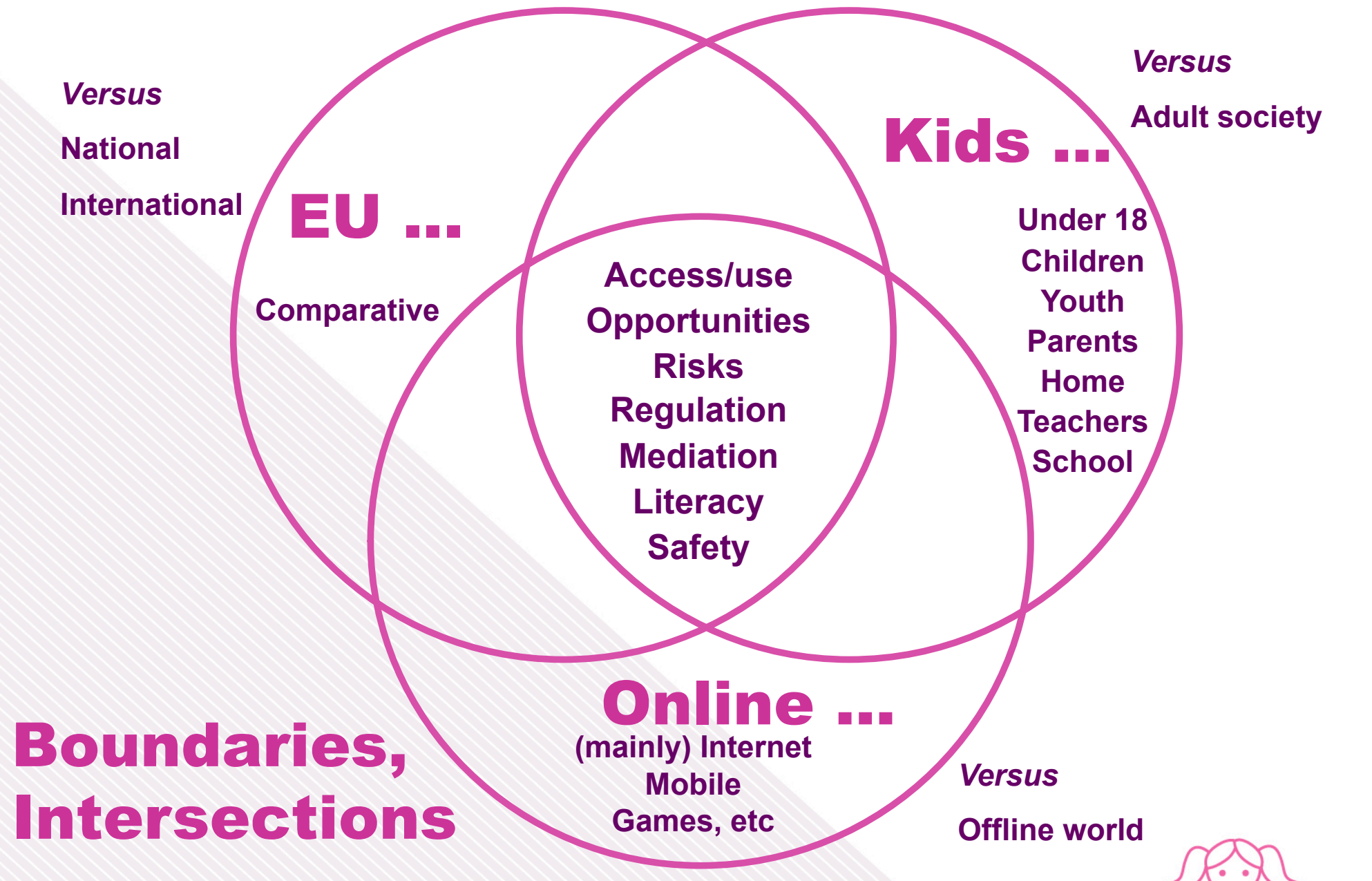


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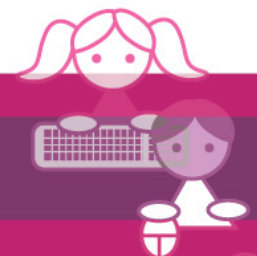


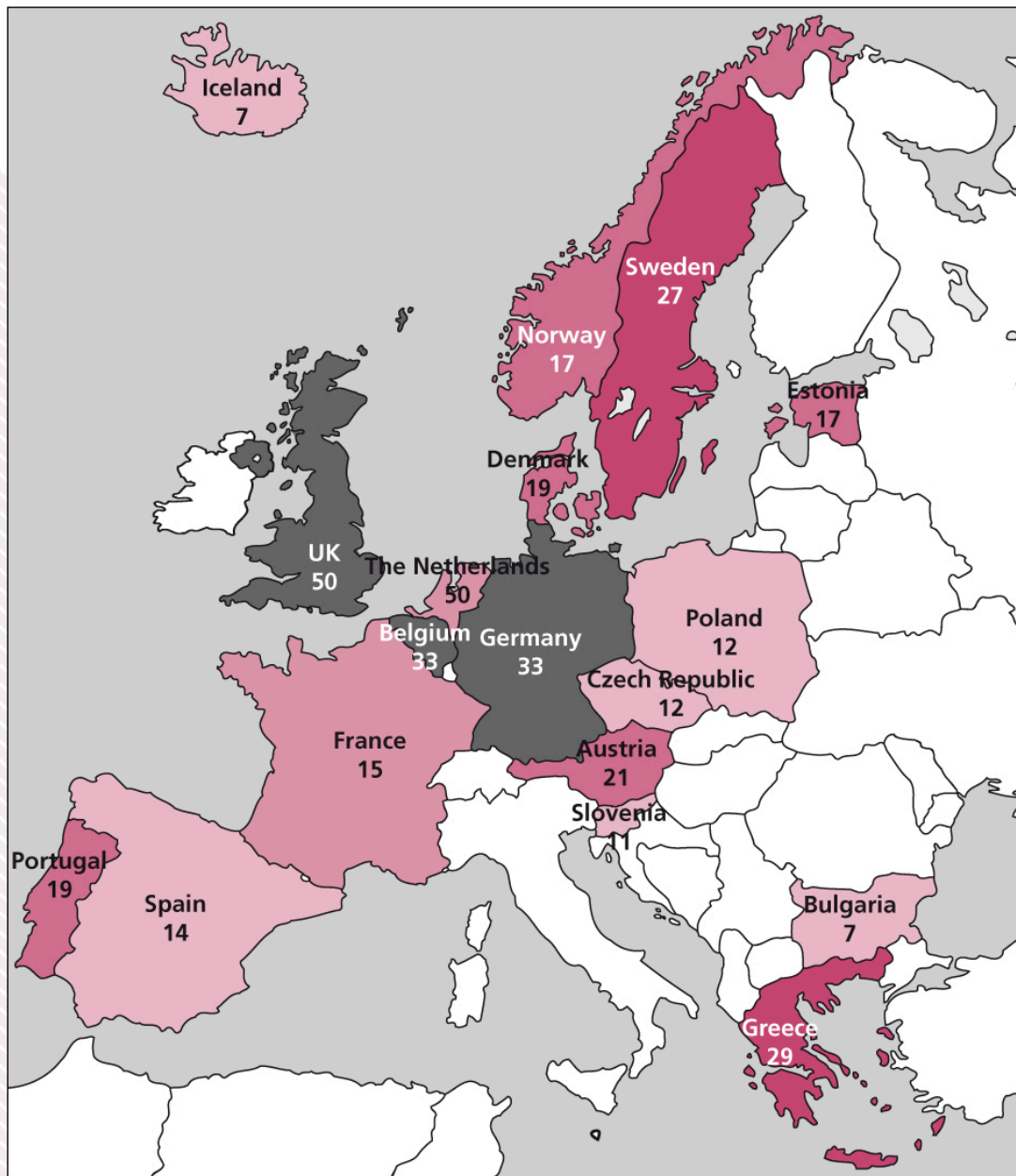


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Available data

- 295 research projects now identified, coded and searchable in our online repository (NB 235 shown)
- Criteria: recent + online + under 18s + European
- Research unevenly distributed across Europe countries, as shown
- Most are single country studies; the remainder are cross-national or pan-European
- Now adding three more countries and many new studies



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LSE

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Policy agenda

- E-Europe 2005 Action Plan – Europe’s Information Society i2010
- Council of Europe’s Recommendation on the Protection of Minors and Human Dignity
 - “content (for example violence and self-harm, pornography, discrimination and racism) and behaviours (such as grooming, bullying, harassment or stalking) carrying a risk of harm, thereby promoting a greater sense of confidence, well-being and respect for others in the new information and communications environment”
- EC’s Safer Internet plus Programme, <http://ec.europa.eu/saferinternet>
 - “Aims to promote safer use of the Internet and new online technologies, particularly for children, and to fight against illegal content and content unwanted by the end-user, as part of a coherent approach by the European Union”
- European actions in the domain of media (internet) literacy



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COMMISSION OF THE EUROPEAN COMMUNITIES

A European approach to media literacy in the digital environment (Dec. 2007)

“The ability to read and write – or traditional literacy – is no longer sufficient in this day and age. People need a greater awareness of how to express themselves effectively, and how to interpret what others are saying, especially on blogs, via search engines or in advertising. Everyone (old and young) needs to get to grips with the new digital world in which we live. For this, continuous information and education is more important than regulation.”

Viviane Reding, Commissioner for Information Society and Media, European Commission



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1. *Creative online activities of Estonian schoolchildren, aged 12 to 17*

Pille Pruulmann-Vengerfeldt, Veronika Kalmus, Pille Runnel and Andra Siibak,
University of Tartu

2. *Internet use among young people, 12 to 17, in Spain: qualitative research findings on perceptions of risk*

Matxalen Garmendia Larrañaga, Carmelo Garitaonadia, Gema Martínez, University of
the Basque Country

3. *Children's internet use in Ireland: balancing risks, responsibilities and opportunities*

Helen McQuillan, Brian O'Neill, Dublin Institute of Technology

4. *Generational gaps in internet use in Portugal at home and at school: implications for media literacy.*

Cristina Ponte, Universidade Nova de Lisboa

Respondent: Cecilia von Feilitzen, Scientific Co-ordinator, The International
Clearinghouse on Children, Youth and Media, Nordicom, Goteborg University.



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