

# Helping to Keep Children Safer Online

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# Kids are Immersed in the Internet

- Social networks, IM, games, video and music-sharing
- As in physical world, dangers exist online
  - Content
  - Contact
  - Commerce
- Kids might not make wise choices on Web
- Online Rules are different



# MSN study

## ● Awareness of Online Risks:

- 69% of those surveyed across the countries claim that they are aware of the risks of being online
- Despite high awareness levels towards online risk, closer to half in Finland (46%), Switzerland (46%), Ireland (45%) and UK (44%) claim to be posting images/personal information

## ● Cyberbullying:

- 29% of European teenagers have been bullied on the internet
- Majority of young adults do not report online bullying
- Most online bullying takes place on IM, Social Networking & Email
- 53% agree that internet makes online bully easier

## ● Privacy:

- A majority of teens claim they prefer asking friends before posting their pictures online
- Yet 38% of young adults surveyed experience that young people do not respect peoples privacy online
- 51% use privacy settings to restrict people from seeing personal information and images online

## ● Parental Guidance:

- 51% of those surveyed reported no online restrictions on the use of internet from parents
- Still, when it comes to reporting online incidents majority prefer reporting to their parents

# Microsoft's Online Safety Efforts

- **Technology:**

- Offer innovative technology designed to help protect children when they are using the Internet

- **Education and awareness:**

- Educate parents and children about ways to help stay safe online
- Educate law enforcement, judge and prosecutors

- **Partnerships:**

- Working with government bodies and interested stakeholders addressing this important issue area
- Best practices sharing between countries
- Legislative support to countries through our involvement with NGOs like ICMEC

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# Study Background

## Methodology

- Teenagers aged between 14 and 18 were invited to participate in an online study which looked at awareness levels of online safety and general online habits.

## Participating Countries:

- 10 Countries from across Europe took part in the survey (UK, Denmark, Austria, Finland, Italy, Norway, Spain, Switzerland, Ireland and Portugal)
- A total of 21,765 people were surveyed across the countries.
- Results from Austria were discounted due to lower response rate.