

Title	Towards a better Internet for children? Policy Pillars, Players and Paradoxes
Editors	Brian O’Neill, Elisabeth Staksrud, Sharon McLaughlin
ISBN	978-91-86523-72-5
Book abstract	<p>Keeping children safe online has been the subject of intensive policy debate ever since the mid-1990s when the internet first became an important public communications medium. The European Union has been to the fore in promoting internet safety and through its Safer Internet Programme has supported multi-stakeholder initiatives with industry, law enforcement, education and civil society to create a safer internet environment. Now, with a new emphasis on not just a safer but also a better internet, policy makers have signalled a new phase in strategies to protect children online. Reviewing the development of internet safety policy over this period – against the background of better evidence about the reality of young people’s experiences and looking to its future are among the key themes of this book.</p> <p>Contributors, all members of the now 33-country EU Kids Online network, seek to add to a growing literature on policy matters regarding internet regulation and governance as the Internet enters a new phase of maturity with near universal access and use. European in scope but international in outlook, the chapters in this collection seek to raise critical debate on just how mainstream are policies to protect young people, promote their best interests online and empower them to avail of the full range of digital opportunities? Against a background of increased international tension and debate over whether the internet should be regulated at all, contributors adopt a somewhat different position and assess the forms, contexts and evidence in favour of action – regulatory and otherwise – needed to support safer and better outcomes for young people.</p>
Book keywords	Children, Internet, policy, regulation, risk, safety, rights, industry, NGO, awareness, education, literacy, protection, harm, opportunities, participation

Chapter number	1
Chapter title	Filtering & Content Classification
Author(s)	Elisabeth Staksrud & Jørgen Kirksæther
Chapter abstract	This chapter presents an overview of the European Commission’s history of supporting attempts to create systems for the classification of online content – and the subsequent potential for automated filtering of it, and discusses these in light of findings from the EU Kids Online project. Given the controversial status of content filtering, its effectiveness and its implicit intrusion on an individual’s right to participation, expression, information and privacy, and its inherent

	technical potential for political and commercial control, the chapter aims to look at the arguments presented to understand the rationale behind the wish for filtering options. The financial support and arguments are described and discussed, and comparison is made between the first attempts and the present situation. Finally, the chapter puts forward a recommendation, based on the above findings, previous experiences with the technology in question and the existing legal framework in Europe.
Chapter keywords	Content classification, filtering, labelling,
Chapter number	2
Chapter title	Internet Hotlines: A Reporting Solution for Internet Safety?
Author(s)	Brian O'Neill
Chapter abstract	This chapter discusses internet hotlines in the context of overall strategy to make the internet a safer place for children. Internet hotlines are reporting mechanisms that allow users to anonymously report content they may come across which they suspect to be illegal. The chapter addresses whether this self-regulatory initiative makes the internet safer and is effective in combatting illegal child abuse content on the internet? Internet hotlines have been part of the European policy approach, instigated by and supported by industry and child welfare groups since their inception. Hotlines also gain substantial public financial support through participation in national Awareness Centres, most of whom are part-funded by the European Commission, and in lieu of more direct state or regulatory intervention, have been a prominent example of combined efforts to tackle one of the most unsavoury aspects of the online world. But if it is the case that, far from disappearing, the problem of online child sex abuse grows ever more serious, what other options are available to policy makers in dealing with this challenging area?
Chapter keywords	Hotlines; child abuse material; illegal content; reporting mechanisms; InHope
Chapter number	3
Chapter title	Awareness: Strategies, Mobilisation and Effectiveness
Author(s)	Elisabeth Staksrud & Kjartan Ólafsson
Chapter abstract	Awareness-raising, the art of increasing people's understanding and knowledge often with the goal of making them alter their behaviour, is a key feature in the field of internet safety. In this chapter, the background and history of the awareness policy pillar of the European Safer Internet Programme is reviewed. Then, using data from the EU Kids Online project, questions are raised about the relative success of awareness, its relevance as a risk-reducing strategy to alter behaviour, and provide

	some answers to what would probably work – considering both cognitive challenges among children and youth as well as their preferences in terms of information and dissemination.
Chapter keywords	Awareness, effects, information, campaigns, decision making, behaviour.
Chapter number	4
Chapter title	Regulation and Legislation
Author(s)	Sharon McLaughlin
Chapter abstract	This chapter examines the concepts of command-and-control regulation, self-regulation, and co-regulation and discusses the suitability of these regulatory approaches to achieving the public policy objective of creating a safer and better for children and of shielding children – and empowering children to shield themselves – from risk of harm.
Chapter keywords	Regulation; Legislation; Command-and-Control; Self-Regulation; Co-Regulation
Chapter number	5
Chapter title	‘Knowledge enhancement’. The Risk and Opportunities of Evidence-based Policy
Author(s)	Sonia Livingstone
Chapter abstract	The EU Kids Online network was funded by the European Commission’s (EC) Safer Internet programme since 2006 as a ‘knowledge enhancement’ project ‘to make a better internet for children’. This chapter discusses how the network - a multinational and multidisciplinary group of researchers approached the task of enhancing knowledge so as to underpin European policy development in this important area. It is argued that research cannot be conducted in isolation if it is to inform stakeholders but, rather, depends on researchers engaging in expert and public debates, contributing to the deliberative process by which policy unfolds while, simultaneously retaining academic values of rigour, contextualisation and independence. In the case of EU Kids Online, the chapter discusses how this proved a learning process for both the research and stakeholder communities, all complicated by the media panics and public anxieties surrounding children’s online risk and safety matters.
Chapter keywords	Evidence-based policy, Academic independence, Media panics, Knowledge enhancement, Multi-stakeholder deliberation
Chapter number	6
Chapter title	Self-Regulation
Author(s)	Jos de Haan, Simone van der Hof, Wim Bekkers & Remco Pijpers
Chapter abstract	This chapter explains the rationale behind the EUs support to self-

	regulatory initiatives on in the ICT sector, and how this has applied to the field of internet safety. The topics addressed include study of the effectiveness of the SIP initiatives in social networking and mobile operators' codes of practice and of the PEGi/Pegi online system.
Chapter keywords	Self-regulation, safer mobile use, social networking, gaming, PEGI, commitment, compliance, effectiveness
Chapter number	7
Chapter title	The Changing Role of the Media Regulator
Author(s)	Brian O'Neill
Chapter abstract	This chapter examines the changing role of the media regulator, in particular its regulatory function of monitoring compliance with community standards and protecting children in the media environment. National regulatory agencies are those bodies charged with responsibility for implementing the aims of European audiovisual media policy. While such bodies do not have a specific remit for the internet or for internet safety, more and more regulators must also deal with questions of access to online content. This chapter selects examples from the traditional media environment as well as those involving regulatory oversight of companies offering internet services. It examines content regulation for new media as it applies in the German Youth Protection System, regulatory oversight of data privacy, with particular reference to the Irish situation; and finally the promotion of media literacy as practiced by the UK regulator, Ofcom. Finally, considering the role of the media regulator as a policy actor, the chapter examines the scope for regulators to contribute to the policy making process itself in generating or setting policy goals and standards.
Chapter keywords	Media and content regulators, media literacy, youth protection, AVMSD
Chapter number	8
Chapter title	Industry: Towards the Socially Responsible Internet
Author(s)	Bence Sagvari & Miklos Peter Mader
Chapter abstract	Over the past few years the topic of children's online safety, a key driver in shaping internet regulation across Europe, has for many internet service providers (ISPs) and online content providers moved to the forefront of their corporate social responsibility (CSR) practices. The aim of this chapter is to look more closely at the involvement of industry, in particular ISPs, in supporting safer internet policy in Europe and the kinds of strategies companies follow to reduce the risk and harm associated with children's internet use. The chapter reviews online safety within the main regulatory models and paradigms, and offers conceptual models of the regulatory space for CSR practices.

Chapter keywords	internet service providers (ISPs), corporate social responsibility (CSR), online safety
Chapter number	9
Chapter title	The Influence of NGOs on Safer Internet Policy Making
Author(s)	Tatjana Taraszow
Chapter abstract	As an essential part of the multi-stakeholder process of internet safety, incorporating the experience and opinions of the large numbers of non-governmental organisations active in the field of online child protection is vital. This chapter examines the role of civil society and non-governmental organizations both in policy development and in implementation of internet safety. NGOs are, it will be shown, active in all phases of the policy process, from consultation all the way to legislation. It is important, therefore, to understand who these organisations represent and from whence they derive their legitimacy. Beginning with definitions and classification of NGOs, the chapter then analyses their contribution to creating a safer online world as well as the role they play within regulatory and policy processes at international, European, and national level.
Chapter keywords	Non-governmental organizations (NGOs), civil society, policy development, legislation, Insafe, INHOPE, eNACSO
Chapter number	10
Chapter title	Teaching Internet Safety, Promoting Digital Literacy. The Dual Role of Education and Schools
Author(s)	Brian O'Neill & Yiannis Laouris
Chapter abstract	Education is central to the challenge of improving internet safety. While the primary responsibility for ensuring children's safety online is assumed to be a parental one, it is recognised that parents may not always be sufficiently informed or competent to be the primary source of internet safety education for their children. This chapter addresses two aspects of the challenge facing educationalists as they seek to meet these ambitious demands. Firstly, in stepping up efforts to deliver online safety in schools, what core messages should it incorporate and how can it be best implemented within an already busy school curriculum? Drawing on data from EU Kids Online as well as European Commission research into provision for online safety education, we discuss the very diverse settings and target age groups that currently exist across Europe and the problems that arise in defining minimal standards. Secondly, to be sustainable online safety education has to be more than a list of 'dos and don'ts'; it needs to foster media literacy and greater digital citizenship, as commentators have argued. Yet, what precisely this might involve and the implications for schools and for young people remain unclear. What do educators need to do and what support do

	they require to lead such an educational transformation? More to the point, how does it take account of internet safety messaging and does it alter the balance between protection versus empowerment?
Chapter keywords	Media literacy; education, internet safety skills
Chapter number	11
Chapter title	Parents: Mediation, Self-regulation and Co-regulation
Author(s)	Giovanna Mascheroni, Maria Francesca Murru, Elena Aristodemou & Yiannis Laouris
Chapter abstract	While parental mediation is increasingly valued in safety policies, parental regulation faces new challenges due to technological change. This chapter aims at tackling that apparent paradox by proposing a two-step research approach. First, drawing on data from EU Kids Online, we investigate practices of parental mediation in order to assess their efficacy. In light of these findings, we then present and discuss new ways of connecting policy-making and parental mediation. We argue that the composite and precarious balance implied by processes of parental mediation require alternative frames of policymaking within which parents as the principal stakeholders together with children can play a crucial role. Finally, we examine the expediency of the active involvement of parents in online safety policy, not only as targets of safer internet messages but also as co-developers of goals and strategies.
Chapter keywords	Parental mediation, active mediation, restrictive mediation, children, internet, online safety.
Chapter number	12
Chapter title	Youth: Revisiting Policy Dilemmas in Internet Safety in the Context of Children's Rights
Author(s)	Monica Barbovschi & Valentina Marinescu
Chapter abstract	Protection and participation, as two of the core values of the UN Convention on the Rights of the Child, have often been at odds with each other, the latter gaining more recognition and support recently. This chapter reviews the tension and cleavages between protectionism versus empowerment as evidenced in the main guidelines of key European online safety policy, starting with 1996, including the Safer Internet Plus (2005-2008) and Safer Internet Programme (2009-2013). Furthermore, in light of the findings of the pan-European EU Kids Online survey, we discuss the two approaches in relation to specific risks and in contexts of the 'digital agency' of children online, guided by the child-centred approach of the new sociology of childhood. Finally, the chapter

	put an emphasis on empowerment and consider that the encouragement of young people's self-protective, responsible, self-governing are the appropriate steps to ensure children's participation rights in the digital landscape.
Chapter keywords	Victimization, participation, child safety, children 's empowerment, online children's participation
Chapter number	13
Chapter title	Risk versus Harm: Children's Coping Profiles
Author(s)	Leen d'Haenens & Liza Tsaliki
Chapter abstract	This chapter looks at the child as a self-mediator when exposed to online risks. Exposure to online risks or online risky opportunities may or may not be harmful for those exposed. In fact, the majority of children will not necessarily experience any negative effects. However, some children prove to be more vulnerable than others after feeling bothered by a potentially harmful situation online, as they experience more difficulties in adopting appropriate coping responses. A challenging question is to find out when risk of harm turns into actual harm, and when it does not. In other words, what groups of children are at risk of harm, and what children are just at risk? Keeping children away from online risks is not a realistic strategy as this would mean they are withheld from online opportunities as well. Hence, what policy implications should this have?
Chapter keywords	Children, Digital media, Online risks, Coping with online risks, Effectiveness of coping strategies, Policy development
Chapter number	14
Chapter title	Protection versus Privacy: An Area of Conflict
Author(s)	Andrea Duerager, Sonja Duerager & Ingrid Paus-Hasebrink
Chapter abstract	This chapter focuses on 'privacy' as one issue within the broader discourse on internet safety. Privacy-related risks and different perspectives on how to protect children against negative or harmful experiences is examined. Firstly, empirical evidence from the EU Kids Online survey about online risks regarding privacy and experiences with potentially harmful online content is provided. Secondly, the chapter discuss different options to protect children specifically social mediation and legislation. The final part considers possible contributions of stakeholders to protecting children's online privacy and safety.
Chapter keywords	Privacy, protection, content, data protection, privacy settings
Chapter number	15

Chapter title	The Cultural Context of Risk: On the Role of Intercultural Differences for Safer Internet Issues
Author(s)	Uwe Hasebrink & Bojana Lobe
Chapter abstract	The EU Kids Online survey provides comparative empirical evidence on children's online use and online experience evidence in 25 countries. This chapter discusses the opportunities and limitations of this kind of comparative research and tries to understand in which respect cultural contexts shape children's experiences of risk and harm and thus require culture-specific approaches in order to promote internet safety. Firstly it is outlined what kind of empirical evidence comparative research can provide for the development of policy recommendations. Secondly some relevant differences within Europe with regard to children's online practices, experiences of risk and harm, and parental mediation are summarised. Thirdly it is asked which kind of evidence can be used to classify European countries according to the cultural context they provide for children's online experiences. As a conclusion some consequences for the development of policy recommendations on a European level are discussed.
Chapter keywords	Comparative research, cultural context, culture-specific policies
Chapter number	16
Chapter title	Rights v. Restrictions: Recognising Children's Participation in the Digital age
Author(s)	Sharon McLaughlin
Chapter abstract	Again the backdrop of the United Nations Convention on the Rights of the Child (UNCRC), this chapter examines the centrality of the concept of participation when it comes to the creation of an internet that is truly better for children. To this end, this chapter focuses specifically on the right to be heard (Article 12), the right to freedom of expression (Article 13), and the right to information and role of the media (Article 17).
Chapter keywords	United Nations; Children's Rights; Participation; Right to be Heard; Right to Freedom of Expression; Right to Freedom of Information; Role of Media