CHILDREN, MOBILE PHONES AND THE INTERNET - AN INTRODUCTION TO THE ISSUES

Nigel Williams
Chief Executive
Childnet International
A BIT ABOUT US!
Childnet is a charity established in 1995 to
“Help make the Internet a great and safe place for children.”

Promoting the positive

Responding to the negative

Access
Awareness
Protection
Policy
AGENDA FOR THIS PRESENTATION

• Why we are here..
• The fixed Internet paradigm
• What is different about mobile
• Opportunities and Issues
WHY WE ARE HERE...

• Share experiences and learn
• Focussing on social use
• Japan is an early adopter
• Cross sectoral
• International
• Thank you to our sponsors
THE NATURE OF THIS MEETING

• Private but not secret
• Representative but not comprehensive
• Findings will be published
• Media protocol
WHAT IS THE FIXED INTERNET LIKE?

Connects you to the world
Like bringing a city into the home or classroom

The good and The bad
THE FIXED INTERNET - OPPORTUNITIES FOR CHILDREN

- Discover
  - Search
  - Homework
  - Projects
  
  The biggest Library in the world

- Connect
  - E-mail
  - Groups
  - Chat / IM

  Bringing kids together cheaply

- Create
  - Web sites
  - Text, art...
  - Sound..

  Anyone can be a publisher
THE FIXED INTERNET - THE DANGERS FOR CHILDREN

Content
- Pornography
- Racism
- Inaccurate information

Contact
- Threatening e-mail
- Paedophiles in chat rooms

Commerce
- Invasion of privacy
- Blur between advertising & content
WHAT ARE THE ATTRACTIONS OF MOBILES TO CHILDREN?

- Personal & private - away from parents
- Image, fashion
- Constant communication
- Price
- Services eg SMS games
WHY ARE THERE DIFFERENCES IN TAKE UP OF EXISTING SERVICES GLOBALLY?

- Technical differences
- Fixed network competition
- Marketing
- Culture & fashion
- Price
WHAT ABOUT THE G FACTOR?

Courtesy of Mike Short O₂
WHAT NEW SERVICES WILL BE OF MOST INTEREST TO YOUNG USERS?

<table>
<thead>
<tr>
<th>ADULT / BUSINESS USERS</th>
<th>YOUNG USERS</th>
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<tbody>
<tr>
<td>• Office e-mail</td>
<td>• Being in touch with each other</td>
</tr>
<tr>
<td>• Information</td>
<td>• Meeting new people, eg dating</td>
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<tr>
<td>• Mapping</td>
<td>• Entertainment and games</td>
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<tr>
<td>• Sending data</td>
<td>• Links with television - voting, competitions</td>
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<tr>
<td>• Banking</td>
<td>• Anything fun…</td>
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<tr>
<td>• Entertainment</td>
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WHAT OPPORTUNITIES WILL NEW SERVICES OFFER TO YOUNG USERS?

• Empowerment eg voting, participating
• Bridging “Digital Divide”
• Calling for help
• Health eg diabetes
• Education eg fieldwork
• Richer communication with friends
• Lots of fun… and more we haven’t thought of!
WHAT DANGERS WILL NEW SERVICES POSE TO YOUNG USERS?

• Meeting exploitative adults
• Predators knowing where they are
• Bullying
• Pornography
• Advertising
• Financial pressures

...ALL THAT THE FIXED INTERNET DOES BUT ALL THE TIME WHEREVER YOU ARE
SO WHAT CAN WE DO?

• Anticipate and monitor the issues and opportunities
• Promote the positives
• Learn from each other and the fixed internet experience
• Strive for an integrated approach
RESPONSE STRATEGIES

Legislation & Law Enforcement

Is legislation comprehensive?
Are law enforcement trained?
RESPONSE STRATEGIES

Legislation & Law Enforcement

Self regulation & Hotlines

Who will regulate?
Will hotlines & providers co-operate?
RESPONSE STRATEGIES

Legislation & Law Enforcement
- Server level filtering?
- Who holds the password?
- Kids handsets?

Filtering and technical tools

Self regulation & Hotlines
RESPONSE STRATEGIES

Legislation & Law Enforcement

Filtering and technical tools

Self regulation & Hotlines

Target audience?
Medium - eg via handsets?
Industry campaign?

Education & Awareness
A FINAL PLEA…

Let’s adopt a realistic, informed and balanced approach to new mobile services, and ensure that children benefit rather than are exploited.