

# **CHILDREN, MOBILE PHONES AND THE INTERNET – AN INTRODUCTION TO THE ISSUES**

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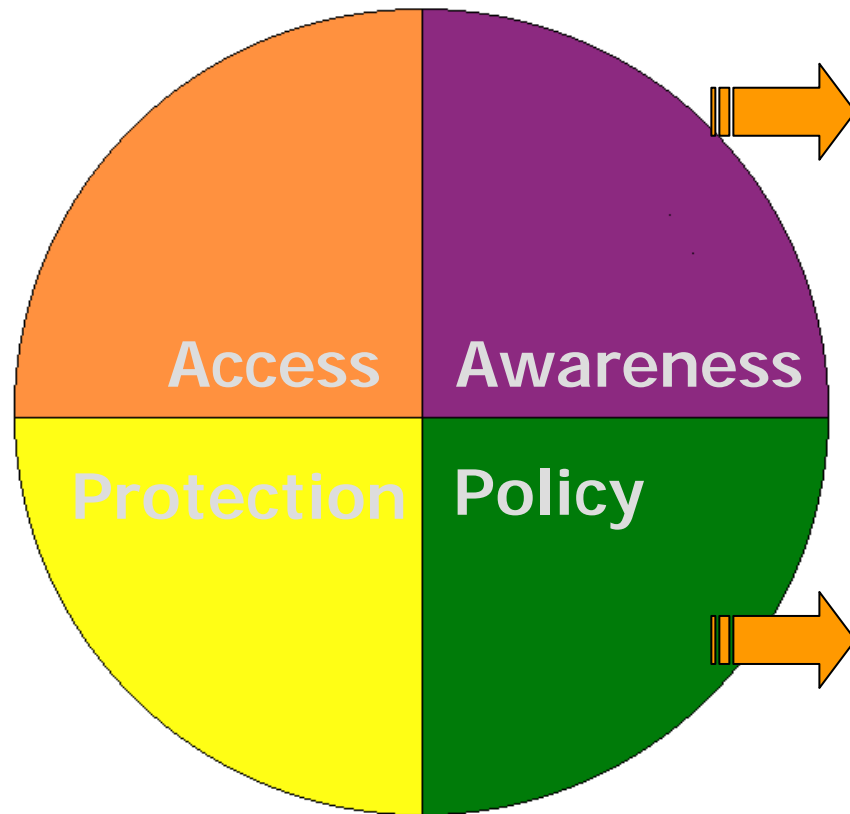


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Internet Association Japan

# 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**



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Children, Mobile Phones and the Internet  
Experts Meeting, Japan March 2003

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# AGENDA FOR THIS PRESENTATION

- Why we are here..
- The fixed Internet paradigm
- What is different about mobile
- Opportunities and Issues



## WHY WE ARE HERE...

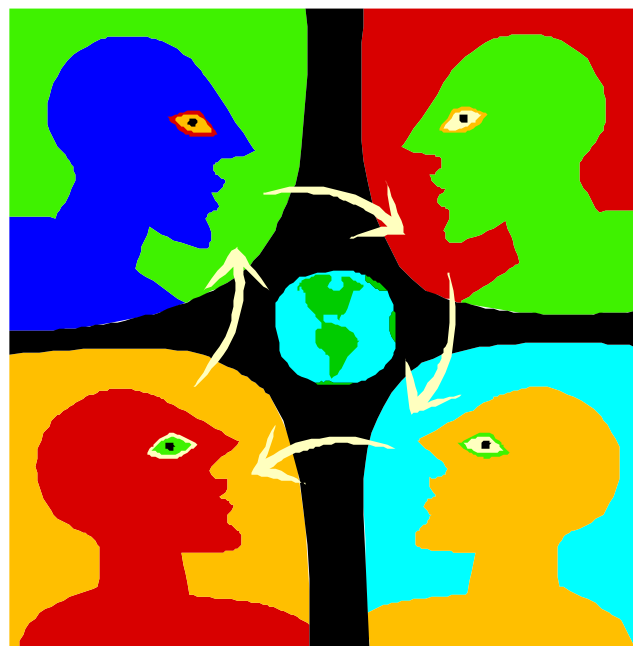


- Share experiences and learn
- Focussing on social use
- Japan is an early adopter
- Cross sectoral
- International
- Thank you to our sponsors



# THE NATURE OF THIS MEETING

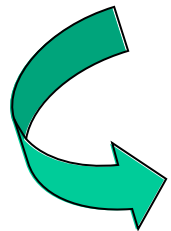
- Private but not secret
- Representative but not comprehensive
- Findings will be published
- Media protocol



# 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

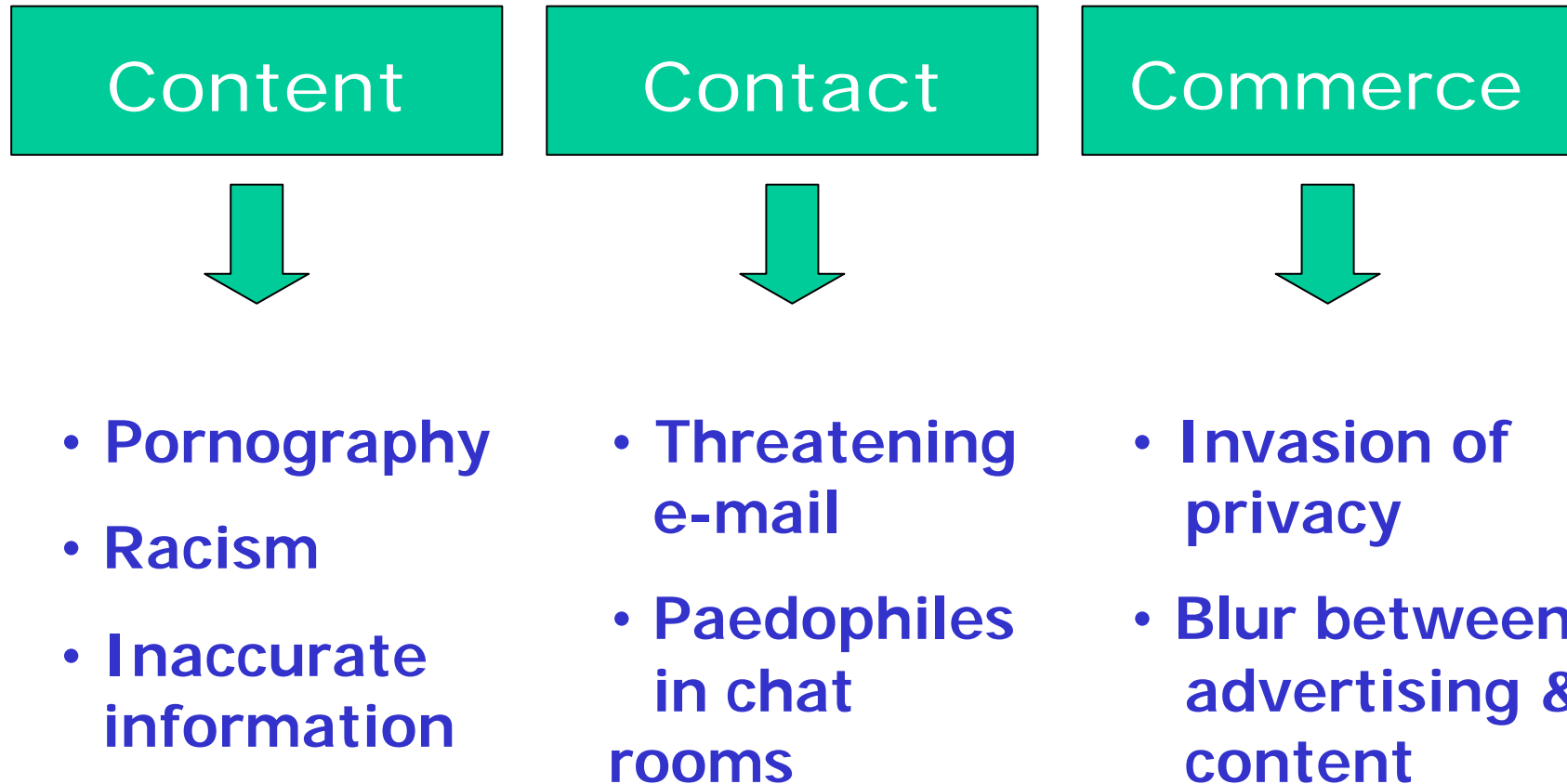


- Web sites
- Text, art...
- Sound..

*Anyone can be a  
publisher*



# THE FIXED INTERNET – THE DANGERS FOR CHILDREN





# WHAT ARE THE ATTRACTIONS OF MOBILES TO CHILDREN?

- Personal & private – away from parents
- Image, fashion
- Constant communication
- Price
- Services eg SMS games



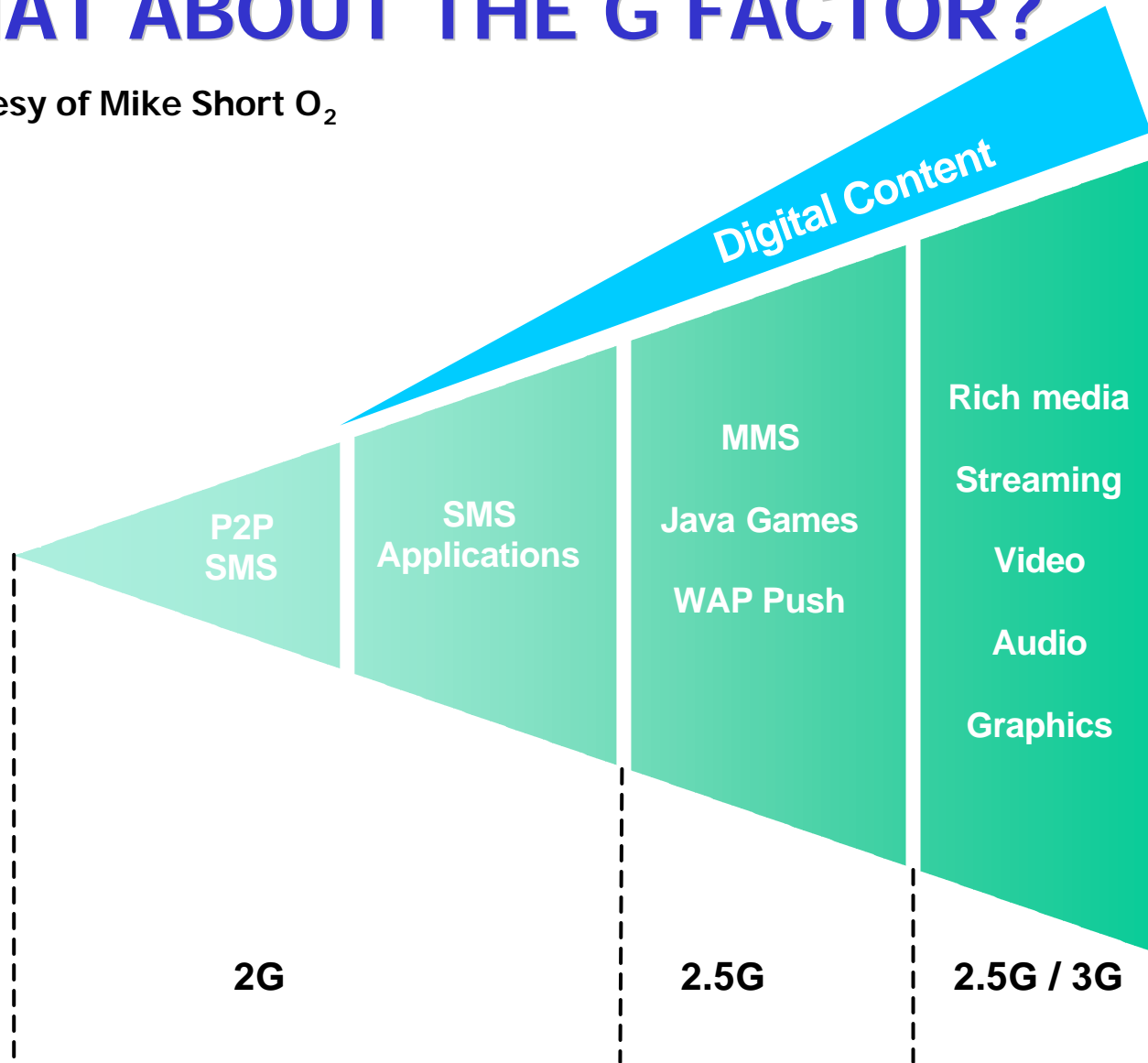
# WHY ARE THERE DIFFERENCES IN TAKE UP OF EXISTING SERVICES GLOBALLY?

- Technical differences
- Fixed network competition
- Marketing
- Culture & fashion
- Price



# WHAT ABOUT THE G FACTOR?

Courtesy of Mike Short O<sub>2</sub>



# WHAT NEW SERVICES WILL BE OF MOST INTEREST TO YOUNG USERS?

## ADULT / BUSINESS USERS

- Office e-mail
- Information
- Mapping
- Sending data
- Banking
- Entertainment

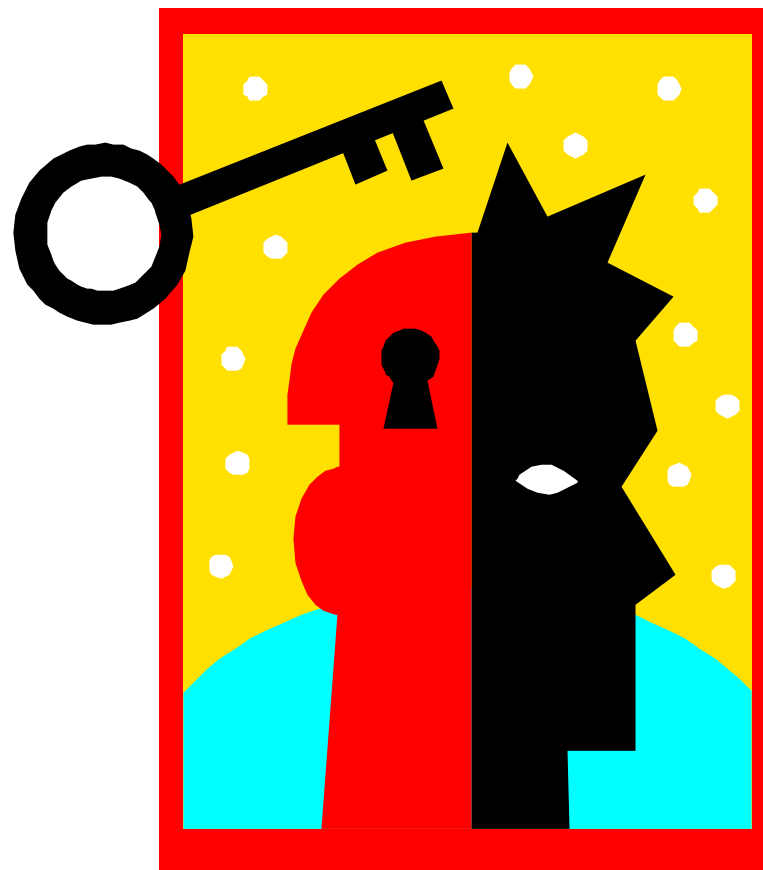
## YOUNG USERS

- Being in touch with each other
- Meeting new people eg dating
- Entertainment and games
- Links with television – voting, competitions
- Anything fun...



# 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

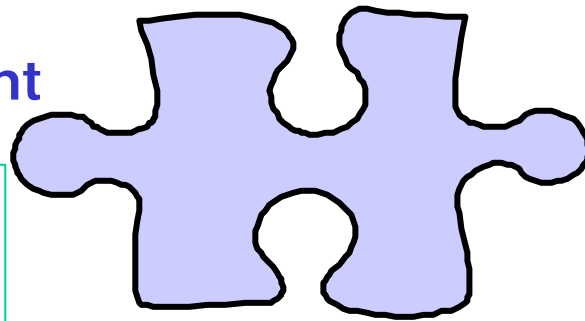


# RESPONSE STRATEGIES

## Legislation & Law Enforcement

*Is legislation  
comprehensive?*

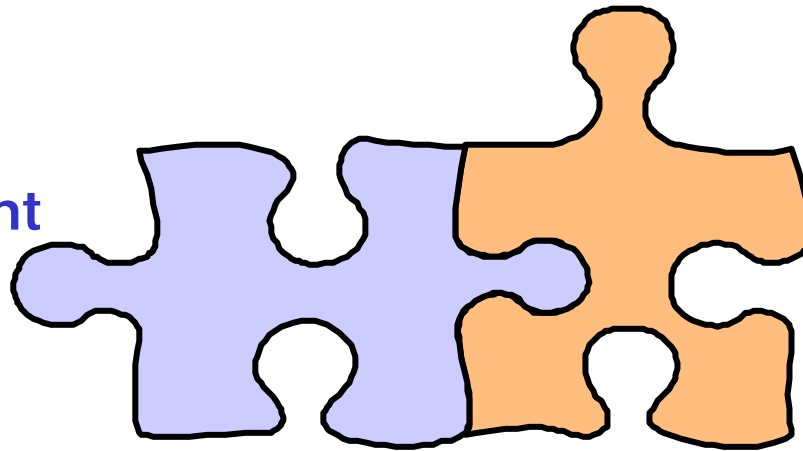
*Are law  
enforcement  
trained?*





# RESPONSE STRATEGIES

Legislation &  
Law Enforcement



Self regulation &  
Hotlines

*Who will  
regulate?*

*Will hotlines &  
providers co-  
operate?*



# RESPONSE STRATEGIES

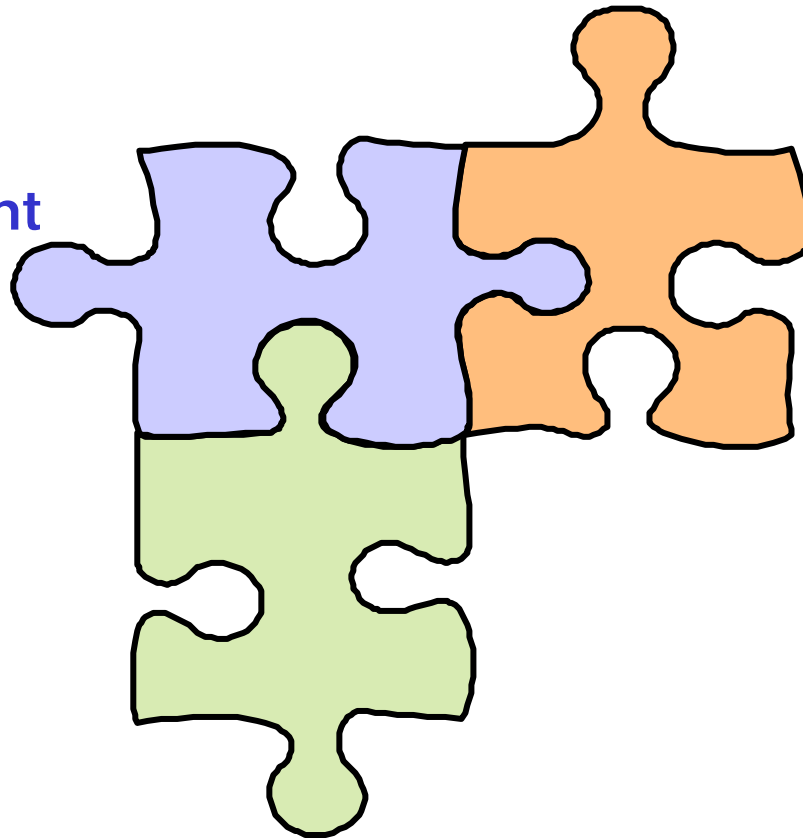
## Legislation & Law Enforcement

*Server level filtering?*

*Who holds the password?*

*Kids handsets?*

## Filtering and technical tools

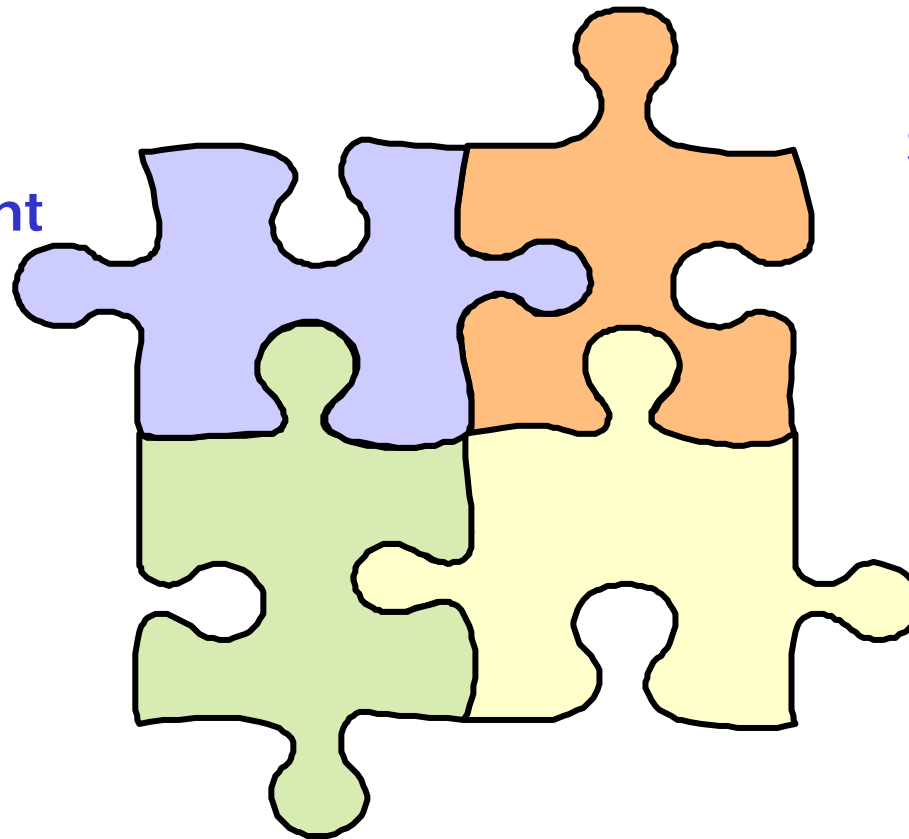


## Self regulation & Hotlines



# RESPONSE STRATEGIES

Legislation &  
Law Enforcement



Self regulation &  
Hotlines

*Target audience?*

*Medium – eg via  
handsets?*

*Industry  
campaign?*

Filtering and  
technical tools

Education &  
Awareness

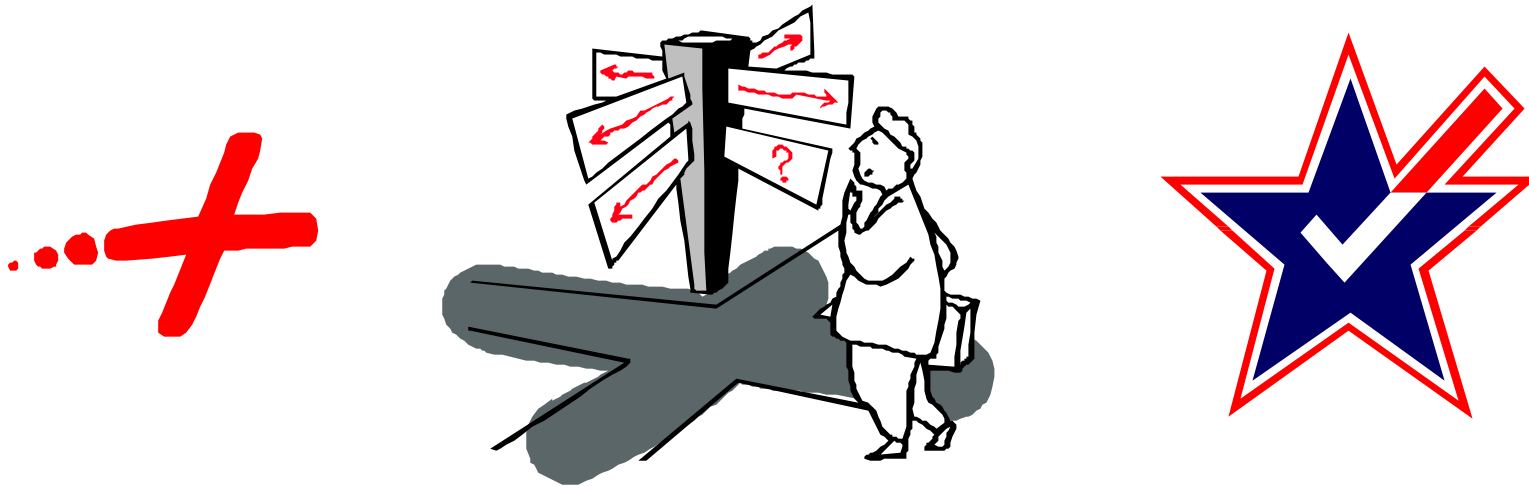


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# A FINAL PLEA....



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

