

Every day is permanent...



YouthPrivacyProtection.org

Privacy Permanence Paradox: Protecting Preteens

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Issues

- ◆ **Increasing youth presence on digital media (and acceptability):** Information youth share online is collected by companies and shared with third parties (trusted partners, affiliates, and the like)
- ◆ **Friendly Fire:** Children under 13 years old receive some protection online via the Children's Online Privacy Protection Act (COPPA, 1998) and the Children's Internet Protection Act (CIPA, 2000) but only for websites/programs/apps that *specifically target youth* under 13 years of age. Youth digital use is vast.
- ◆ **Digital Literacy Awareness:** Has focused on cyberbullying and stranger danger as opposed to the collection, storage, packaging, and selling of personal information by companies and third parties

Project Goals

- ◆ **Research motivations and actions** of middle school youth and two primary influencers of youth—their parents/caregivers and their educators
- ◆ Involve college undergraduates in the process of working to **understand privacy issues facing middle school youth**
- ◆ **Create educational privacy** campaigns to inform middle school youth about privacy risks involved with exchanging information online

Research Process

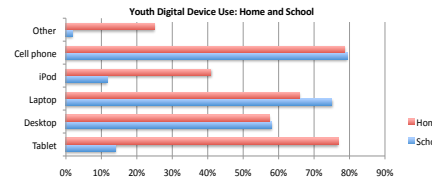
- ◆ Focus Groups with middle-school-aged youth
- ◆ Surveys of middle-school-aged youth
- ◆ Surveys of educators of middle-school-aged youth
- ◆ Surveys of parents of at least one middle-school-aged child
- ◆ One-on-one interviews with parents of at least one middle-school-aged child



Key Findings

The **underlying theme** identified by the research team is what we call a **permanence paradox**: *when an individual engages in online information exchanges without mediating the risk due to a lack of knowledge of the long-term value of their personal information.*

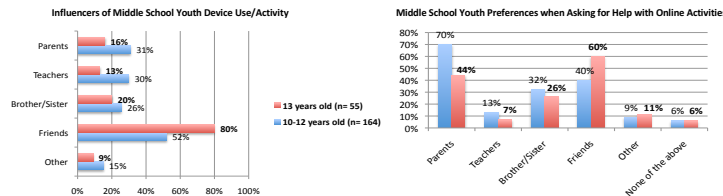
- ✓ **General lack of awareness of the risks** of exchanging information online among middle school youth, parents/caregivers, and educators as well as our undergraduate student participants.



- ✓ **Evolving online presence of middle school youth** under the age of 13 at school and home (an increased use/ownership of devices by youth)

- ✓ Parents, educators, and older siblings act as **significant influencers and enablers of device use and online activities** (e.g., allowing and creating social media accounts for their children under the age of 13)
 - ✓ Parents were greatest influence (46%), friends (43%), siblings (28%), teachers (20%), other (14%), none of the above (5%) and [other included themselves, other relatives, YouTube, and advertisements]

- ✓ **7th grade technology leap** illustrates an increase in device use/online activity (particularly social media that target adults)



- ✓ **Increasing use of online sites for homework assignments from educators**, such as YouTube, intensifies the vulnerability of middle school youth
 - ✓ YouTube is the primary online resource used in the classroom and for homework assignments as reported by the teachers in our sample (confusion as to what is a social media site)

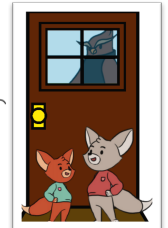
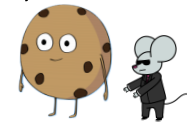
Grant Deliverables

- ◆ 3 educational social media marketing campaigns designed by university undergraduates at CSUN.
- ◆ *Digital Literacy and Consumer Information* eBook
- ◆ Website: <http://www.youthprivacyprotection.org>

Youth Privacy Protection Campaigns



Be a smart cookie! Every click leaves a crumb...



Outfox the Cyberhawks!

- ◆ **Next steps:** Distribute campaigns to educate youth, parents, and educators and assess campaign effectiveness
- ◆ **Campaign outcome measures:** Knowledge of online risks and behavior change(s) associated with third-party online information acquisition and use
- ◆ **Future research:** Youth online information sharing and digital dependence

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Digital Trust Foundation