



SAFER INTERNET FORUM

Thursday, 24 November

Forum Geeseknäppchen, Luxembourg

Be the change:
principles, policies
and practices
for a better internet



A2: The commercialisation of childhood

Panellists:

- Vernon Jones, MovieStarPlanet
- John Carr OBE, eNACSO
- Liselot Hudders, Ghent University
- Verolien Cauberghe, Ghent University

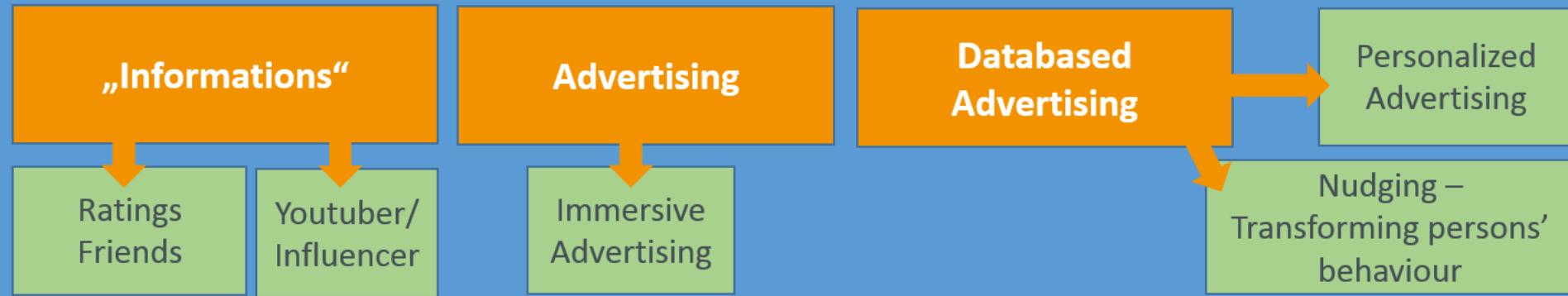


Chair: Barbara Buchegger, Saferinternet.at/ÖIAT

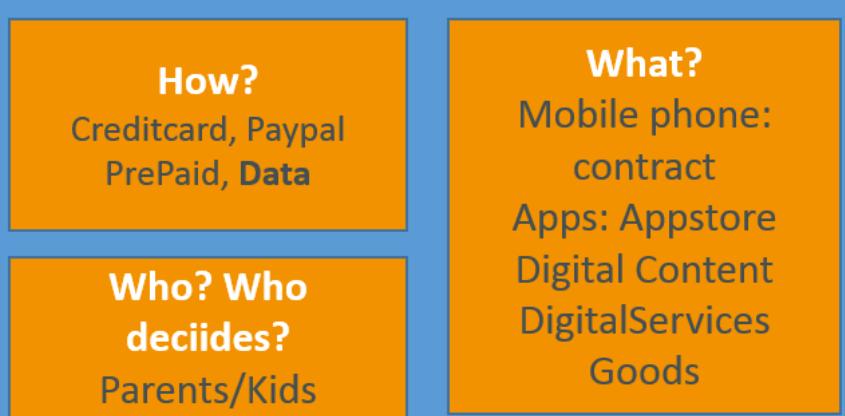


Commercialization of childhood

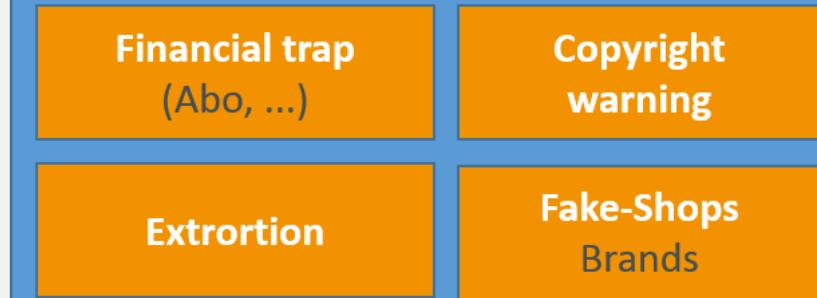
Making kids shop: Advertising



Shopping



Fraud



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Kahoot Quiz

<https://play.kahoot.it/#/k/e89d95f4-9e14-4c16-a2b8-f831ddc4733a>

Kahoot Quiz

Todays children are much more materialistic than previous generations.

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Kahoot Quiz

Kids are advertising literate.

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Kahoot Quiz

The biggest problem with online advertising is data protection and threat of childrens' privacy.

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Kahoot Quiz

It is possible to offer freemium-products and respect ethical standards.



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