SAFER INTERNET FORUM
Thursday, 24 November
Forum Geesseknäppchen, Luxembourg

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

„Informations“
- Ratings
- Friends
- Youtuber/Influencer

Advertising
- Immersive Advertising

Databased Advertising
- Personalized Advertising
- Nudging – Transforming persons’ behaviour

Shopping

How?
- Creditcard, Paypal
- PrePaid, Data

What?
- Mobile phone: contract
- Apps: Appstore
- Digital Content
- DigitalServices
- Goods

Who? Who decides?
- Parents/Kids

Fraud

Financial trap
- (Abo,…)

Copyright warning

Extrortion

Fake-Shops
- Brands
A2: The commercialisation of childhood

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Kahoot Quiz

https://play.kahoot.it/#/k/e89d95f4-9e14-4c16-a2b8-f831ddc4733a
Today's children are much more materialistic than previous generations.
A2: The commercialisation of childhood

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Kids are advertising literate.
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The biggest problem with online advertising is data protection and threat of childrens’ privacy.
A2: The commercialisation of childhood

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