



Samsung's #Pledge2Youth

During 2020, BiK Youth Ambassadors were involved in the #Pledge2Youth campaign working alongside industry members of the Alliance to better protect minors online to consider and run a design challenge, focusing on an aspect of age-appropriate design or data privacy, exploring innovative ways to give children and young people a space to express their views and ensure their voice is listened to and acted upon. The protocols for the challenge were derived from Lundy's Model of Participation and guidance from the TTC Labs Design Jam Toolkit. This enabled a decentralised but coordinated programme of work where industry members were free to shape the co-design consultations as they deemed appropriate while complying with the protocols.

Six Alliance industry members took part in the #Pledge2Youth challenge: Facebook/TTC Labs, the LEGO Group, Samsung, Sulake, SUPER RTL and Twitter. This information sheet describes the specific activities of Samsung.

Further information is available in the [best-practice guideline on age-appropriate design with youth](#).

See also the [Better Internet for Kids \(BiK\) portal for the latest information on the Youth Pledge initiative](#).

Focus of the challenge

In their challenge, Samsung focused on privacy settings on Samsung devices, awareness of online safety risks in young people and the wellbeing of Samsung device users. Their aims were to help parents/carers and young people understand Samsung device privacy settings and to raise awareness of online safety issues such as fake news, negative online behaviour and digital wellbeing. These areas were explored through a combination of offline and online workshops and the use of local education partners in four target countries to enable access to a range of children and young people.

What happened?

Samsung produce a range of home appliances and mobile telecommunication products such as smartphones and tablets. These mobile telecommunication products are used daily by young people around the world. Samsung also holds the largest market share in the global smartphone industry.

As part of the #Pledge2Youth challenge, Samsung focused on raising awareness in parents/carers and young people of different online safety issues and ways to help those audiences understand the privacy settings (and safety features) available on Samsung mobile devices.

Samsung recognise that, although all their users are using the same technology (a Samsung device), different users have different needs. Younger users could be exposed to harmful online content and behaviour through the use of Samsung products. Samsung's approach to online safety is through three key approaches:

- Prepare people with the digital skills needed to be confident users of technology through handbooks, curricula and tips and tricks, for youth, parents and educators.
- Provide the knowledge and tools needed to use technology thoughtfully in stewardship of a sustainable lifestyle and safety.
- Protect from harmful content or behaviour, through the use of educational tools and tech solutions.

To explore these issues, Samsung ran a pilot programme in Poland consisting of two phases: offline workshops in schools to detect problems and youth users' needs, and online workshops to discuss and find solutions to these problems. The pilot involved 36 students aged 12-14 and the formats provided space and voice to young people. The offline workshops gave young people the challenge of 'raising awareness about digital well-being'.

Three key themes emerged from the school-based workshops – online contact with strangers who conceal their identity, online hateful behaviour, and control of time spent online. From the online workshops, possible solutions to these themes included comms activities on social media and in schools to raise awareness, sharing tips for young people and tips for adults, and encouraging dialogue between adults and youth to ensure these issues are discussed. These outputs demonstrated voice and influence; ideas that the young people considered could be put into practice in their local community (school) so that they could see the impact of those initiatives. The output of these sessions was also shared with BIK Youth Ambassadors to gain further feedback from them.

Samsung has plans to replicate this youth participation process in other countries and are keen to see if and how needs of young people and parents/carers differ from country to country. Ultimately, Samsung seek to achieve a good overview of needs across Europe so that they can adjust their awareness raising campaigns accordingly and consider the design of new tools to benefit all users.

“Working with young people gave us precious insights on how they perceive the involvement of parents and carers in their digital lives. They don’t want to be controlled but rather establish an open dialogue with adults and receive support when they are facing issues.”

Francesca Falco
CSR Regional Manager, Samsung