

Safer Internet Forum 21st October 2010

Minutes from the parallel session: Youngsters and Social Networking Sites

The parallel session Youngsters and Social Networking Sites on 21st of October 2010 was broken down in the following workshops:

Session 1: Are European youngsters about to exchange their privacy for World Wide Web popularity? Possible consequences and solutions

Session 2: Social networking sites- a new space for social engagement and creativity for teenagers.

Session 3: How do youngsters choose to sign up to a social networking site? What is behind the profile?

All workshops were moderated by Janice Richardson and minutes were taken by Philippa Green.

Representative from the Parents' Panel and the Youth Panel were present in this session and some of them contributed actively to the discussion, summarizing the conclusions of their respective panel meetings on 20th October but also bringing individual views and personal experiences on the topic:

All the 3 workshops were shaped around the results of the new EU Kids online survey. The full EU Kids Online report is available at:
<http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/Home.aspx>

The slides of this session are available at
<http://www.slideshare.net/SaferInternetForum>

Session 1: Are European youngsters about to exchange their privacy for World Wide Web popularity? Possible consequences and solutions

The following panellists took part in this session:

Elisabeth Staksrud, research fellow at the Dept. of Media and Communications, University of Oslo, specializing in research on digital risks, rights and regulations. Member and national coordinator in the EUKidsOnline network

John Carr, an Executive Board Member of the European NGO Alliance for Child Safety Online (eNACSO), on the Advisory Council of the Family Online Safety Institute in Washington DC and Beyond Borders, Canada

Cornelia Kutterer, Senior Regulatory Policy Manager for Microsoft EMEA

Gabriela Bodea, a researcher with TNO ICTis a member of several European international research initiatives on privacy in the information society.

Falk Lueke, policy officer for consumer rights in the digital world at the Federation of German Consumer Organisations and European co-chair of the Transatlantic Consumer Dialogues information society policy committee.

Richard Allan, Director of Public Policy at Facebook

Giorgos Rossides, Policy Officer at the Data Protection Unit of the Justice Directorate-General of the European Commission

Richard Swetenham, Head of Unit of the eContent&Safer Internet Unit of the European Commission

Marjolijn Durinck, project coordinator at ECP-EPN, the organisation that runs the national Safer Internet Centre in the Netherlands.

Bernhard Jungwirth, managing director of the Austrian Institute for Applied Telecommunications (OIAT), coordinator of the Safer Internet Centre Austria and the Internet Ombudsman.

The moderator: **Janice Richardson**, has worked as a teacher, university lecturer, educational researcher and consultant in Australia, France, Luxembourg and Belgium.

You will find here below a short outline of the main points raised and defended by each panellist:

Elisabeth Staksrud (EU Kids Online)

- Begins by highlighting the relevant research from the EU Kids online that contributes to and sets the scene for the discussions of the day.
- 57% of all European young people have a profile on a Social Networking Site (SNS), the number of young people with profiles increases with age and does vary across regions (47% of young people in Romania have a profile whilst in the Netherlands 78% of young people have a SNS profile).
- The status of young peoples privacy settings were explored and revealed:

▪ Private	40%	This pattern is mirrored across the demographic variables.
▪ Partially private	28%	
▪ Public	29%	

- Don't know 3%
- There was however a huge difference across the participating countries, Elisabeth Staksrud illustrates this point by highlighting that privacy was unlikely to be in place in some countries such as Hungary and Poland, and more likely to be in place in other countries such as the UK and Ireland.
- Many young people are aware of their status but have not got the knowledge to change/ edit their current settings.
- With regards to popularity it was flagged that the majority of young people have no more than 100 friends on their profiles – very few (9%) had over 300 friends. Of these friends 12% said that they have friends on their profiles that they have never met before this is lower than on other services such as online reality games and chat rooms.
- However with regards to bullying, SNS are the most common medium for this act (3% of young users have been bullied on a SNS) this is higher than MSN, gaming or Chat rooms. Very few of these incidents (12%) were reported to the internet service providers or SNS provider.

John Carr (NGO viewpoint)

- Began by responding to the above statistics, he points out that percentages can not only reveal but can also obscure – for example if a SNS has 500 million users, 99.5% of those users are happy and safe on the site and 0.5% are being exposed to some sort of risk – this would in fact be referring to 2.5million human beings.
- Advantage of self regulatory practice- John Carr describes the ‘coalition of willing’ to be more likely to produce good results. The self regulatory system has a number of advantages in particular the way in which conclusions can be met rapidly. However this self regulatory advantage may be diminished as discussions are taking much longer than previously anticipated so processes are being delayed and drawn out.
- A combined practice across the different EU states and SNS is necessary.

Cornelia Kutterer (Microsoft)

- Speaks about Microsoft awareness raising campaigns, making young people aware of how they engage with each other online.
- This campaign highlights how young people have got their own thoughts on privacy and view it in specific ways. It was concluded that young people need to be given time to speak about empowerment.
- Xbox Live and MSN live messenger as examples – privacy settings have been updated so that consumers can choose between 3 differentiated ways of how they would like to share their information.
- In response to John Carr and his criticism of self regulation of services – Kutterer responds by saying that self regulation is heavy and expensive for companies. Those companies investing in self regulation do not see the discussions as a delay but as sharing best practice.

Privacy – How can we break it down?

Gabriela Bodea (Privacy Pictograms)

- Identifies how pictograms can make it easier and create greater transparency for both young people and adults with regard to privacy policies. In turn this will create better understanding of good practice behind the scenes.
- Looked at whether there is a need to simplify privacy policies of SNS – Bodea summarises her conclusion by stating that yes there is a need.
- They looked at similar initiatives and projects that use graphics rather than text including the Dutch programme and film rating systems.
- These systems were then evaluated at how effective they can directly render the information they are aiming to.
- A pictogram is worth many words – in the case of Facebook’s privacy policy these images will be worth 5830 words.
- The images are summarised and will represent the below statements:
 1. We will retain your personal data for X amount of time
 2. We will use your personal data to improve our service
 3. We will use your personal data for direct marketing and customised advertisements.
 4. We will sell your data to other organisations
 5. You can see online your personal data we have taken
 6. We do not collect personal data
 7. An optional pictogram – Age limit, similar to films.
- The use of personal data must be communicated clearly

Feedback from the young people

When discussing the issue of privacy the young people focused on privacy settings more than the privacy policy document– this in itself highlights how young people do not feel inclined to read through this policy.

- **Selyna** – Uses Facebook the most and feels that at present the privacy policy and privacy settings are clear. Selyna describes how in discussions yesterday some of the panel didn’t know how to use the settings. She goes on to describe how she feels that the pictograms would be a good idea and will make it even easier to understand what is happening with your content and who may have access to it.
- **Ondrej** – Privacy settings and privacy policies are great but can become meaningless if you have a large number of friends. Ondrej uses Facebook and has strict privacy settings in place to protect himself against misuse of his information. He highlights how he feels more work needs to be done surrounding the issue of privacy policies and use of personal information by the downloadable applications (Farmville, Mafia Wars etc).
- **Monta** - Would it not be better for youngsters to not have to opt in to being private – should this not be the default setting that gives you the option to become more public if you wish to?

Falk Lueke (Transatlantic Consumer Dialogue Group)

- Responds to the pictograms and describes them to be “Human readable, machine readable and lawyer readable”.
- TCD has found that SNS are not meeting the criteria set by the law.
- Self regulation – has many advantages however if SNS are failing to meet the criteria set by pre-existing law, then maybe this will not be the most effective way.
- Young people look for popularity online – e.g. Star Wars Kid. If you don’t want your content to end up on a TV show or newspaper then it shouldn’t be on the web.
- But young people have no knowledge of the business model of SNS, this is why private by default should be implemented and this should be supported by an explanation of what happens if you choose to alter those settings.
- Another important step is to ensure that all adverts are marked as such.

Richard Allan (Facebook)

- Young people are making judgments everyday of risk eg. If there is a photo on a camera than there is little risk however they are unable to share it with others. By posting it on a SNS they are adding value to the photo by sharing it with friends and family.
- Industry need to be clever are minimising the risks but also by maintaining the added value and keeping these sites alive.
- We need to provide the tools to enable this to happen.
- Richard responded to young peoples feedback: I am impressed that young people have noticed that the tools have become significantly simpler and empowers the user to be in control.
- In response to Pictograms: Facebook’s privacy policy is so long due to contact with regulators and government. As a result the policy has continued to grow. The solution is not to get rid of the text as it is needed to be compliant, but like the idea of including pictograms to make it more accessible to the public.

Parent Responses:

- Are young people getting extra value and sharing the right stuff?
- Lots of young people are aware of the issue of the privacy of their data
- They are aware how to adjust the settings but they are not thinking about the future – what may happen? Who may use their content later in life?
- It is our responsibility to look to the future of our kids
- What happens to the data or account once the content is deleted or deactivated?

Giorgos Rossides (DG Justice)

- Data Protection: Very important for SNS, data protection has had to change dramatically since 1995 when it was first implemented. In 2010 we have user generated content, mobile devices, geolocation devices and SNS.
- These changes has presented several challenges
- The need to strengthen and update the rights of individuals
- A multipronged approach is needed, the most important action is to increase awareness and target individuals at an early age.
- There needs to be a consistant application of data protection laws.

Richard Swetenham

- The SN principles brought together the leading SNS
- There were certain areas whereby everyone did not reach the highest levels.
- Al sites are working hard to protect young users, let's hope that we are going in the right direction.

Without awareness raising these initiatives will not be effective

Marjolijn Durinck (Dutch Awareness Centre)

- In order to increase awareness of SNS you have got to use the site itself, the reason that 'Stanislas' was such a success was because it was hosted on Hyves. This made it the most popular awareness campaign with 7 million users forwarding the video and 5 million users downloading the video.

Bernhard Jungwirth (Austrian Awareness Centre)

- Introduces the Study of SNS use of teens with a particular focus on privacy
- The mobile access is a continuously growing sector
- Location based services – risks need to be addressed, are the same granulated privacy settings available on mobile devices as they are on the computer?
- Only 13.9% Austrian teens know about the privacy settings well– much room for improvement here – the 2 key issues that have previously been discussed could help here (simplicity through pictograms and default settings).
- More focus needs to be on the younger age groups – have to raise awareness with these younger users as they are the ones to challenge the future.
- Safety messages need to be prominent on the sites themselves

Key points from the session:

- There are many types of SNS young people use them primarily for fun and friends
- There is an opportunity to create a SNS space for younger users (below 13) full of positive and appropriate content. Exclusive methods don't appear to be working.
- Young people are aware of the privacy settings but there is further opportunities to simplify and alter the default settings of SNS
- Young people are aware of adverts but don't appear to mind – this will be further discussed in the later session.

Session 2: Social networking sites- a new space for social engagement and creativity for teenagers.

The following panellists took part in this workshop:

David Fares, Vice President, Government Relations at News Corporation (MySpace)

Jerome Aguesse, Production Manager for Skyrock.com.

Eric Krier, working for the "Service National de la Jeunesse" (national youth service), which is a public administration under the umbrella of the Ministry of Family and Integration

Christelle Membrey – French literature teacher, educational blog editor since 2005 of "On ne naît pas internaute, on le devient" (You weren't born as an internet user, you have become one). This blog has been rewarded on numerous occasions: Innovative Teacher Forum, Expression Internet Festival, as a model of citizen school expression.

Joke Bauwens - professor Media Sociology at the Department of Media and Communication Studies, Free University of Brussels.

Veronica Samara has been working in the Safer Internet program since 2000, coordinating since 2007 the Greek Safer Internet Awareness Node, and since 2009 the Greek Safer Internet Centre, with its three axes: awareness, helpline, and hotline.

Irina Nicolai – coordinator of the Safer Internet Romanian Awareness Center

You will find here below a short outline of the main points raised and defended by each panellist:

David Fares (Myspace)

- MySpace founded as a place music lovers could go and find others interested in the same type of music, where you can design your own profile to reflect your own personality.
- The SNS has helped young creators to launch careers in the arts and music for example The Arctic Monkeys and Lilly Allen.

Case studies:

- Ellie Goulding – Electro-synth pop, landed a record deal after her MySpace page had large following.
- Chipmunk – “MySpace has helped me to get to where I am today” Is now a number 1 singer and has had a number 1 album. Also the winner of a number of awards including the best newcomer and best urban music award.
- Owl city – Signed with major label – has had a number 1 album in the US and a number 1 single in the UK.
- Musicians are not the only types of people who have benefited from Myspace, other examples include fashion designers and magicians
- It is an online platform to help you share your creativity, which can potentially generate excitement around your creative works and launch a career.

Jerome Aguesse (Skyrock)

- “Young people want to comment, visit, express themselves and become famous.”

Examples:

- **Kenza Farah** - singer from the urban culture who has used this platform to show case talent .Her blog has had over 8 million visits, this has allowed people to become part of her music and be part of the buzz, it has enabled her to reach out to a broad public.
- **Sheryfa Luna** – 3 million visits to her blog, she is a rapper which is “not necessarily music you may have access by more traditional mediums”.
- However we do need consider that people do take risks on the platform – it’s our job to help young people to deal with the criticisms of their creations, We have got 4 sound principles to help young people to do this:
 - Give the correct info when sign up
 - Be original do no copy existing content
 - Don’t publish embarrassing content of yourself or others
 - Publishing is also deleting – you should not think you can publish it and forget it – if its there it is there for life.

Eric Krier (Service Nationale de la Jeunesse)

- Introduces the issue of lack of diversity of online language options, if people from smaller countries want to use services in their own language they have limited options available. So if you want to promote yourself on MySpace or express yourself on Facebook then what language are you doing it in?
- Producing in the English language allows the content to be further reaching
- Young people who are active on a local level in the community etc are the ones who are engaged in this way online. Other than this it tends to be a one off click – they aren’t any more active then they would be offline it is not a long term commitment to a cause.
- Lots of opportunities but they are not always being used by young people.
- This is something we need to work on, Web 2.0 gives young people a chance to express themselves on a much larger platform but this needs to emerge as a result of starting small and educating young people about the use of SNS in an empowering way.

Young people responses

Monta – Latvia

- We do have a regional site in Latvia – Fype. Not as many people use Facebook, other than if you want to keep in contact world wide.
- Frype – A simpler version of Facebook, it allows creativity through its skins, similar to Myspace in this way. Example of SID skins/background – educated people and generated awareness of the day.
- I don't want to be a pop star, I am not seeking popularity I think sometimes this has risks related to it. I have got unwanted attention on these sites; I have been asked if I want to be a singer. This is one of the things I think that services should be looking to control better than they currently do.

Simon - France

- In France we have national social networking sites that advertise and publicise events set up by the French department. I use Facebook and these events are also promoted here which is great. I am not familiar with Myspace but hope to sign up having listened to David here today.

Age verification question raised from the floor:

Myspace: No silver bullet answer to age verification something we are working on and will continue to work on and develop with the hope that technology will help us to become better and develop how it is currently done.

Skyrock: Highlights how they have manual checks and photo recognition software that identifies the age of a user.

Ondrej: Why block out younger users? Younger brothers of mine want to copy what I do, this is the same in many families. By saying you can't use it they want to use it more. Can we not encourage SNS to allow access but have to have parental control and permission when using these sites?

Christelle Membrey

- Why should teachers be getting involved with SNS? Positives: You can get information easily; you can share, upload and generate content.
- Using SNS means that teachers have to change their teaching practice to include topics such as cross referencing, copyright – resulting in a paradigm shift.
- Teachers are becoming producers of information online and pupils may be asked to produce projects on selective subject, allowing for collaborative way of learning and educating.
- These are easy to use platforms; you haven't got to be a big geek to create a digital community.
- Technology of self expression (myspace and skyrock) we can now all publish content as a result we should be educating pupils about the implications of content being posted online, creation of digital identities and the effects of these.

Young people share their experiences of SNS in the classroom:

Ondrej – blog set up in class and articles and links were posted up on here every 2 weeks, for homework we have to comment on them, these are then graded. The benefits of this type of school works are obvious to me; it allows us to express ourselves and allows us to gain access to content that maybe we wouldn't have found on our own. It's an exchange of information as we have to also comment on someone else's comment.

Parents feedback their concerns

- Have a number of particular worries when it comes to SNS and education. In particular the issue of multi tasking as there are so many distractions online. Another particular issue is that young people have a number of online identities.
- Parents understand that there is a huge opportunity to educate young people to be creative but parents cannot do this on their own.

Joke Bawens:

- The problem with a concept like creativity is that it is hard to deconstruct and define.
- Young people aren't particularly using SNS to be creative and generate online content. What we see is that young people don't recognise the creativity of their practices – they recognise them as being more social then creative.

Veronica Samara

- Research shows YP using SNS for fun games, chatting, making new friends, talking to friends, very few are being creative.
- I have seen Groups such as 'OMG mum is on Facebook' – young people should be spending less time worrying about Mum being online and more time worrying about the content they are publishing online and the fact that it is there forever and available to a large number of people.
- Parents should supervise the young people and openly discuss SNS
- Role of school – it is vital that they are taught how to be creative online and mentored with the technology, so that they can understand how to do this.

Parents: What rules are in place for your children?

- The older the youngsters get the more privacy they will have
- Age dependant – trusting and empowering is also an important component
- One mother has an agreement that all her child's passwords are in an envelope and she can have access to this if she deems it necessary to have access to the sites.

Issue of SNS being filtered within the school environment– Question raised form the floor.

Anne Collier responds with the agreement that you cannot be a citizen unless you practice being a citizen in the world; it is the same with digital citizenship. We need to look elsewhere for networks that are accessible they do exist, for example at the IGF met some of Childnet's young people who were using Radiowaves a school network.

Monta (youth panel) Highlights that there is a need for schools to offer a safe freedom, this would be better than not giving young people any freedom at all, like a walled garden.

The session finishes with the video of the fantastic Romanian summer camp illustrating how empowering the technology can be.

Key points from this session:

- SNS have many creative opportunities as illustrated by Myspace and Skyrock
- The creative side of SNS are not being actively used by many young users
- Young users don't necessarily identify their actions as being creative but social
- SNS being used in education is a good idea in theory however there are often challenges when trying to implement this, such as filtering on the school system
- Schools need to promote the empowering use of these technologies as part of Digital Citizenship.

Session 3: How do youngsters choose to sign up to a social networking site? What is behind the profile?

The following panellists took part in this workshop:

Michael Altendorf, Founder & CEO of the venture-capital funded internet startup ADTELLIGENCE GmbH providing superior online ad targeting technologies and analytics platforms for social networks & agencies.

Juhani Lassila, Director, PR & Communications at Sulake

Marcus Gners, Business Development Director at Stardoll

Dr. Michel Walrave, an Associate Professor and head of the Department of Communication Studies of the University of Antwerp

Pedro de Bruyckere teacher & researcher at the Arteveldehogeschool University College in Ghent

Lien Louwagie, Community Director, Netlog

Georgi Apostolov coordinator of the Safer Internet Programme of the non-governmental Applied Research and Communications Fund (ARC Fund) in Sofia which is coordinating the Bulgarian Safer Internet Centre.

Marco Volante, coordinator of the Safer Internet Centre in Italy

You will find here below a short outline of the main points raised and defended by each panellist:

Michael Altendorf

There are 2 different types of advertising and business model, these can be categorised as either direct or indirect.

Indirect:

- Advertising – Facebook will earn 1.5 billion this year from advertising as targeting a real audience is highly valuable.
- Virtual and e-commerce – Example of Last Fm or Spotify, if you want to keep a track you have to pay for it.
- Market intelligence

Direct:

- Subscription
- Freemium – basic service for free, premium services available for a charge
- Goods – gaming sites, for example Farmville charging for virtual items or currency

Advertising is the basis of nearly every business on the social web.

Juhani Lassila (Habbo Hotel)

- A Service aimed at teenagers, Habbo is an avatar based environment that has 185 million users with registered Habbo Characters.
- We receive 2 million visits a day, are active in 150 countries, with 11 different language versions available.
- We offer a free to play service and also an option for micropayments to purchase virtual items and VIP membership, however 90% of users remain non paying.
- Advertising is the secondary stream of revenue for Habbo

Marcus Gners (Stardoll)

- Stardoll differs to Habbo, Habbo is a virtual interactive world whereas Stardoll is about creating content and getting reactions from your peers. (Trailer for Stardoll shown)

Young people – what made you choose the sites you use?

Kostas(Greece) – The reason I chose to join Facebook is mainly because all my friends were using this service, if I want to know what has been happening with my friends I can easily log in and find out the news. I think this is the main motivation for many young people. I understand that they are making money from us as users but it doesn't bother me.

Patricia – As a Spanish speaker I prefer to use Tuenti, it is very similar to Facebook but in Spanish. I like to be able to speak to my friends in my own language. If people have Facebook it is often because they want to keep in touch with people in other countries, but if they want to keep in contact with friends at home we tend to use Tuenti.

Michel Walrave

- Survey with teens and adults

- Investigated the motives of using SNS, what data can be disclosed in the profile and positive and negative practices
- Young people are primarily (93% and 86%) using SNS to communicate with their friends that they already know.
- When the respondents were asked; what do you think are the purpose of SNS? They split the purposes into commercial and social features. Older teens identify that data collection is a large reason for SNS.
- Teens disclose more personal data than adults; this normally includes more sensitive information such as their contact details.
- Awareness raising efforts can concentrate on uses of privacy settings, raising awareness of personal data but also on those who can have access to it. Young people need to learn to group and differentiate which friends can see what.

Parents given time to respond

Why do you choose to use certain sites?

- Facebook and I am trying to use Twitter,
- Some parents using Skype to allow them to be in contact with friends and family all over the world.
- **Did you discuss the privacy settings prior to allowing them to use service?**
- Most parents responding by saying No, “I ask my son if I need help – they know more then we do.”

The moderator then asks the young people if their parents have spoken to them about SNS and privacy.

Reima (Finland) – responds: “I know more! I don’t care about privacy; my mum can’t teach me anything I don’t already know.”

Selyna – I teach my parents

The audience highlights that this is a good thing as it shows that there is trust between young user and parent.

Youth moderator

- Highlights how discussions surrounding privacy the previous day revealed that some of the youth panel have open profiles and are perfectly happy with that content being public.
- We discussed how their opinion may change later in their lives, we reflected on some of the moderator’s personal experiences about how the profile ‘lock down’ happens later. The online reputation management tends to occur during job and university applications. Users learn to censor their content as they get older and don’t want those details to be public and available to those people who may be making important decisions that may change their lives.

Linus (Sweden) I have an open profile, I am happy with this, my SNS is not a place I use as a diary, I use it to link with people – if I lock it down that means that this isn’t possible , after all isn’t this is why the site was created? I am not ashamed of any of my content, I don’t post anything personal so I don’t see privacy as being that great an issue when I am using SNS.

Pedro de Bruyckere

- Word of mouth is a powerful tool on SNS, we as users are often creating a buzz about adverts on these sites (some of which we don't even realise are adverts) – Gives example of Evian roller babies.

Examples:

- KitKat made a fake picture of Jesus in a Kitkat – this image spread all over the world, with over 1000 press issues showing this image. No-one realised that it was fake at released by the brand itself.
- Girl singing – Appears to be an unsigned artist on a site like Youtube, however the sound quality is far too good for a home recording. In fact the girl had a record deal 2 years before this footage was released. But the clip implied that she was discovered through Youtube, this gives them publicity and a story to sell.
- Technology Vs Content, in order to untangle these two we need to have the knowledge.

Netlog

- Often young people do not identify and see commercial content especially if it is integrated into their everyday use of SNS, maybe this is where parents can help.
- Netlog video – The video shows a number of brand sites
- Young people will happily 'friend' these pages, there is a mentality of "my neighbour is my friend and so is Coke Cola".
- However Netlog clearly marks branded sites and works to fulfil the Safer social networking principles online.
- Informing, Empowering and responding – Netlog makes it possible to do all three,
- Built in security centres – that have videos to educate in a cool way as we understand that young people don't tend to read Terms and conditions.
- As mentioned a number of times today we also have in place stricter default privacy settings for Young people.

Marco Volante (Italian Insafe centre)

- Looks into the point of view of the consumers
- Have you bought something online and received something totally different? Goes on to outline the Italian case study.

Georgi Apostolov

- "They don't hang out on SNS they share" (Referring to young people's time online)
- Rapid development of SNS, for me Web 3.0 is describing the SNS
- SNS integrates all web opportunities that we previously used separately
- SNS are a parallel society where young people are experiencing a different kind of democracy, meritocracy
- Within this society it is important to develop strategies to protect the young users. But these strategies will only work if there is cooperation between all key stakeholders.
- 'Prevention by invention' - SNS should be thinking about their young users more. One solution may be to develop and create more functions and services that attract

7 year olds. In turn this may prevent them from using sites that are not age appropriate.

Key points from this session:

- Sites are selected primarily to socialise and communicate with friends
- Young people are more likely to select a site that is easy to use and that all their friends are using
- The regional sites enable users to communicate in their own language, this is an important tool for when it comes to expression and identity
- The teenage users are becoming more aware of advertising and the way in which SNS are using their personal details
- Privacy isn't seen as a major issue during the teenage years, however parents worry about the future repercussions of content posted online during this time
- There is a need to address underage users – possibility to develop new and appealing websites or child friendly versions of pre-existing sites.