



UNIVERSITÀ
DEGLI STUDI
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ONLINE PRIVACY CONCERN AMONG KIDS AND ADOLESCENTS

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Introduction

This study is built on the main findings resulting from a systematic review aimed to investigate the concept of online privacy of children and adolescents and of online privacy concern. Among the 19 studies analysed in this review, two studies were considered particularly interesting (Steijn, 2014; Steijn and Vedder, 2015). In those studies, the authors presented a developmental perspective regarding the difference in the perception toward privacy between younger and older adolescents.

Aims

A. Online Privacy Concern

- 1.1 Frequencies and percentage of individual items and scale
- 1.2 The interaction between Online Privacy Concern and Age
- 1.3 The interaction between Online Privacy Concern and Online Daily Time

B. GDPR

- 2.1 Frequencies and Percentages
 - 2.2 The interaction between GDPR and Age
 - 2.3 The interaction between GDPR and Online Daily Time
- A two-way Interaction: Age by Online Daily Time was analyzed in relation to the main outcomes: Online Privacy Concern and GDPR

Methods

Survey conducted on 5386 students.

21.78% children aged between 11 and 13 years

52.56% by adolescents aged between 14 and 17 years

25.66% by young people aged 18 years and over.

In order to examine **concern, online daily time** and **knowledge of the GDPR** a Likert scale with 5 measures was used (Not at all, a little, quiet, much, very much), taken from *Lwin, Wirtz, Williams, 2017*.

Concern: 4 items questionnaire

Online Daily Time: 1 question on Likert scale.

Knowledge of the GDPR: 1 question on

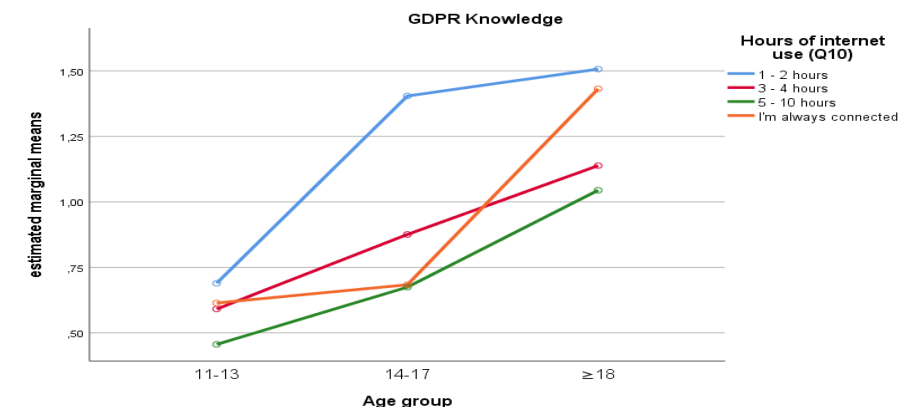
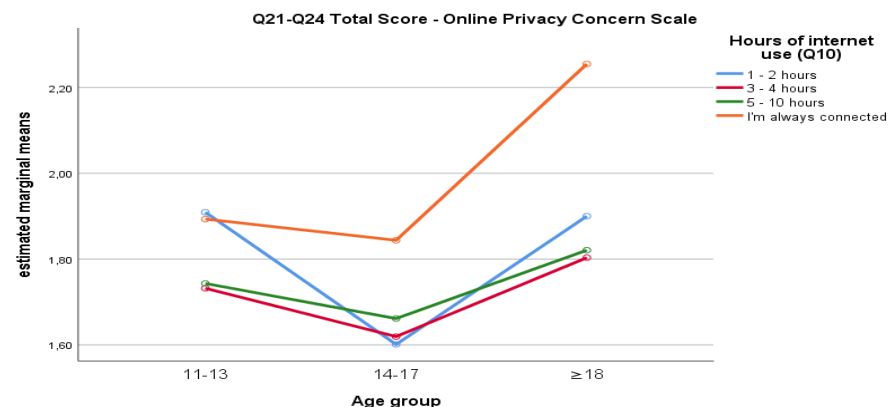
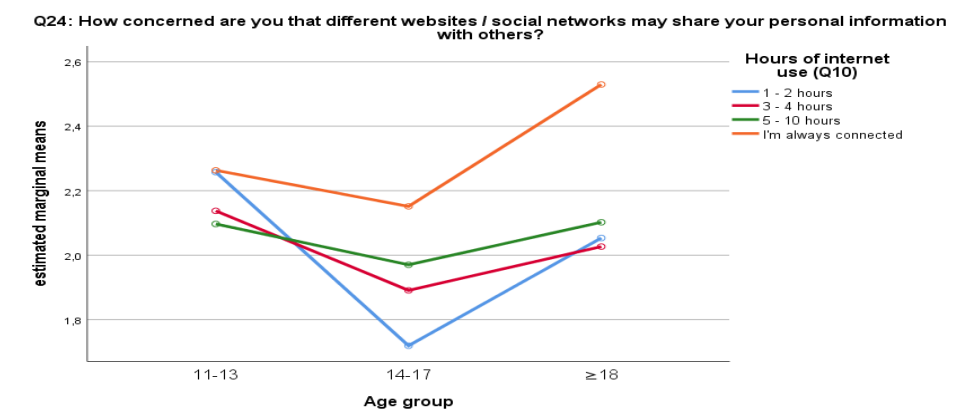
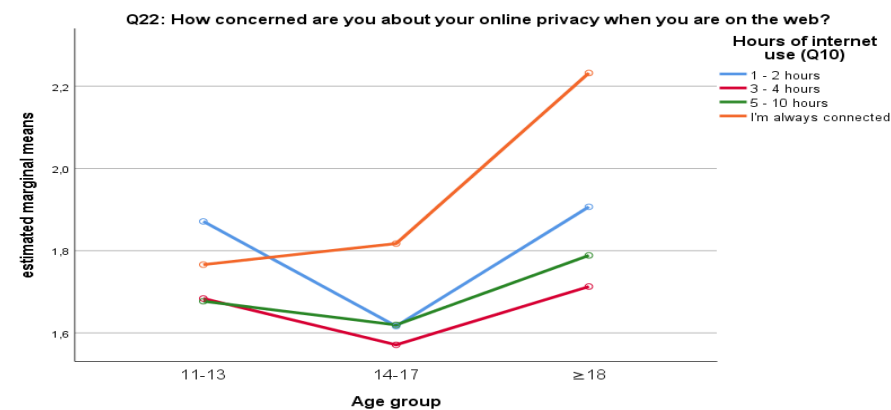
RELATION BETWEEN

Concern / Age

Concern / Online daily Time

GDPR 7 Online daily Time

Results



Discussion and conclusion

The analysis of the results shows differences between the age groups, time spent online and levels of concern and knowledge of the GDPR. Spending a lot of time online does not mean learning important skills and rules related to our online safety. However, a very clear findings is that the knowledge of the GDPR increases linearly with age.

Time spent online and age of the participants had an impact on the perception of the participants' concern regarding online privacy. Adolescents aged 14-17 are always the least worried about their online privacy independently by the time spent online.

The lower concern in the middle range (14-17) could be due to the need of adolescents to expand and maintain a large social network of contacts, as already described in the literature, and to the "social network" context that allows direct contact with peers. On the other hand, however, the 11-13 range seems to show concern in all items, which was unexpected. It remains to be seen why children in the 11 - 13 age range seem more worried than adolescents even for the same amount of time online.

The concern could be due to a lack of effective understanding of the questions or a misunderstanding of the online context in which the personal information is shared.

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