



Online Privacy among kids and adolescents: view, concern and protection.

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Introduction

Young people are said to be less concerned with their privacy and to value their privacy less compared to older people (Steijn, W. M. 2014). Studies showed that young people share a great deal of information on social network with often only limited use of privacy settings (Nussbaum 2007; Palfrey and Gasser 2008). Privacy concern has been found to increase with age. Research has shown that senior citizens are more concerned about their online privacy than are either adolescents or younger (Fox et al., 2000; Hoofnagle, King, Li, & Turov, 2010; Zukowski & Brown, 2007).



To understand whether the safe online surfing might be explained by online privacy concern and knowledge of the GDPR across different ages during adolescence, from 11 to 18 years.

THEORETICAL BACKGROUND

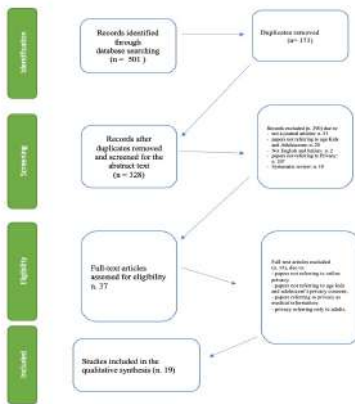
The developmental perspective (Steijn and Vedder, 2015). The difference in privacy concern among kids and adolescents was postulated as the result of the differences linked to their developmental life stages.

Protection motivation theory (Rogers, 1975, 1983) postulates that individuals' assessment of the risks and benefits associated with risky behaviour plays a critical role in accounting for their motivation to protect themselves from such behaviour.

Three social spheres (Stoilova, Livingstone, & Nandagiri, 2020) proposes that kids are primarily framed by three social spheres in which privacy matters: interpersonal (family, peers, community); institutional (such as the school or health service); and commercial (notably purchasing, marketing and data brokering).

First study

To examine the view of online privacy among kids
To evaluate whether kids and adolescents are concerned about their online privacy.



METHODS

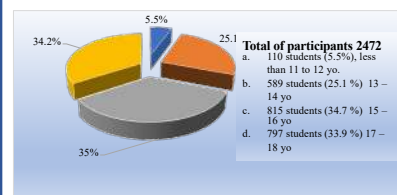
Databases: Scopus and PsycInfo.

Keywords: 1st cluster is about age (keyword: Adolescents, Kids); the 2nd cluster is about behaviour/attitudes (keyword: disclosure, concern); the 3rd cluster is about privacy (keyword: information, online privacy).

The Systematic review followed the PRISMA guidelines (Moher, et al., 2009).

Second study

To examine the extent to which the safe online surfing is predicted by online privacy concern and knowledge of the GDPR across those age groups.



Measures

- Knowledge of "General Data Protection Regulation" (GDPR):** "Have you ever heard of the new regulation for the protection of personal data GDPR which entered into force in 2018?"
 - 589 students (25.1 %) 13 – 14 yo
 - 815 students (34.7 %) 15 – 16 yo
 - 797 students (33.9 %) 17 – 18 yo
- Safe online surfing:** "In the last year, the use of the internet, tablets, PCs and / or smartphones has also increased to study. Have you done something to make your browsing safer?" was rated on a three-point Likert scale as follows: (1) No, I've never thought about it; (2) I've thought about it, but I don't know what / how to do; (3) Yes, I have taken several measures for my security (e.g., I have installed an antivirus, made my accounts private, etc.);
- Privacy concern.** Four items inspired by Lwin and colleagues (2007): "How worried are you that your personal data may be used for purposes other than those for which you have provided consent? "How concerned are you about your privacy when you are online?" The internal consistency (McDonald's omega, ω) was .88.

Analysis plan

SPSS-PSW (Statistical Package for Social Science).

Means and Standard Deviations

Multinomial logistic regression

Third Study

To explore how adolescents define - and consequently mean - the concept of online privacy.

Measures

Participants were asked to narrate their definition of online privacy by answering the question: "If you had to define what "my online privacy" is, what would you refer to?"

Analysis plan

T-Lab software (Lancia, 2004). Analysis of the occurrences of the most used words within the narratives was carried out.

Comparing the narratives of aged participants.

Word	Occurrence
Data	194
Personal	137
Safety	68
Information	65
People	37
Sites	36
Right	36
Password	36
To share	36
Me	35
Photo	35
Social	33
Internet	31
Reference	31
Sensitive	28
Web	22
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	Less than 11-12 years		13-14 years		15-16 years		17-18 years	
	OR (95% IC)	P	OR (95% IC)	P	OR (95% IC)	P	OR (95% IC)	P
Safe online surfing								
2 vs 1								
Privacy concern	1.016 (.906-1.140)	.787	1.112*** (1.048-1.180)	<.001	1.158*** (1.098-1.221)	<.001	1.189*** (1.128-1.253)	<.001
Knowledge of GDPR	.960 (.623-1.479)	.854	1.030 (.785-1.352)	.830	1.105 (.876-1.393)	.399	1.032 (.858-1.240)	.740
3 vs 1								
Privacy concern	1.028 (.926-1.141)	.605	1.084*** (1.028-1.142)	.003	1.082*** (1.032-1.135)	<.001	1.099*** (1.048-1.156)	<.001
Knowledge of GDPR	.875 (.588-1.301)	.508	1.089 (.855-1.385)	.491	1.330*** (1.084-1.632)	.006	1.240*** (1.059-1.475)	.008
2 vs 3								
Privacy concern	.988 (.901-1.084)	.805	1.026 (.978-1.076)	.289	1.070*** (1.025-1.117)	.002	1.081*** (1.034-1.131)	<.001
Knowledge of GDPR	1.098 (.769-1.568)	.607	.946 (.771-1.162)	.599	.831* (.702-.982)	.030	.826* (.712-.959)	.012

It seems that understanding how data are merged into a digital context is too complex for children, as for most adults. The depth and extensiveness of data profiling within a commercial data ecology is too far from their experience. How can children gain a deeper and more critical understanding of their privacy online? In a rapidly changing technological environment, digital literacy, is central to teach how to act effectively in relation to the digital environment. Children must use all their resources to learn how new devices and functionality work, how policies and regulations could protect them. Then, an effective digital literacy should be shaped on kids and adolescents' needs, to focus on how kids and adolescents understand the digital world and its implications related to their privacy.

