

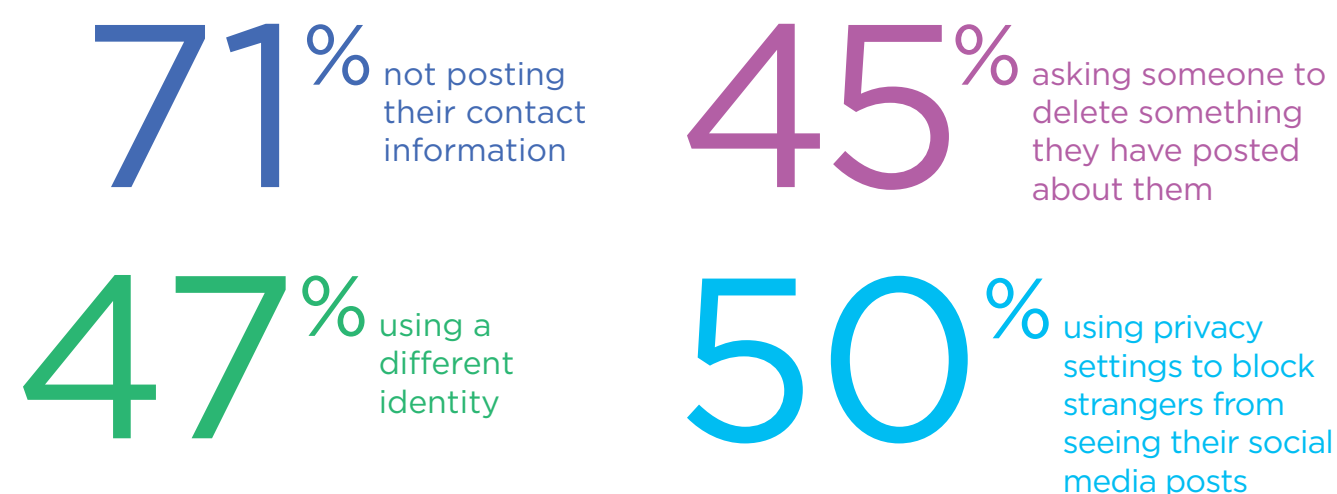
ONLINE PRIVACY, ONLINE PUBLICITY

Youth do more to protect their reputation than their information

mediasmarts.ca/YCWW

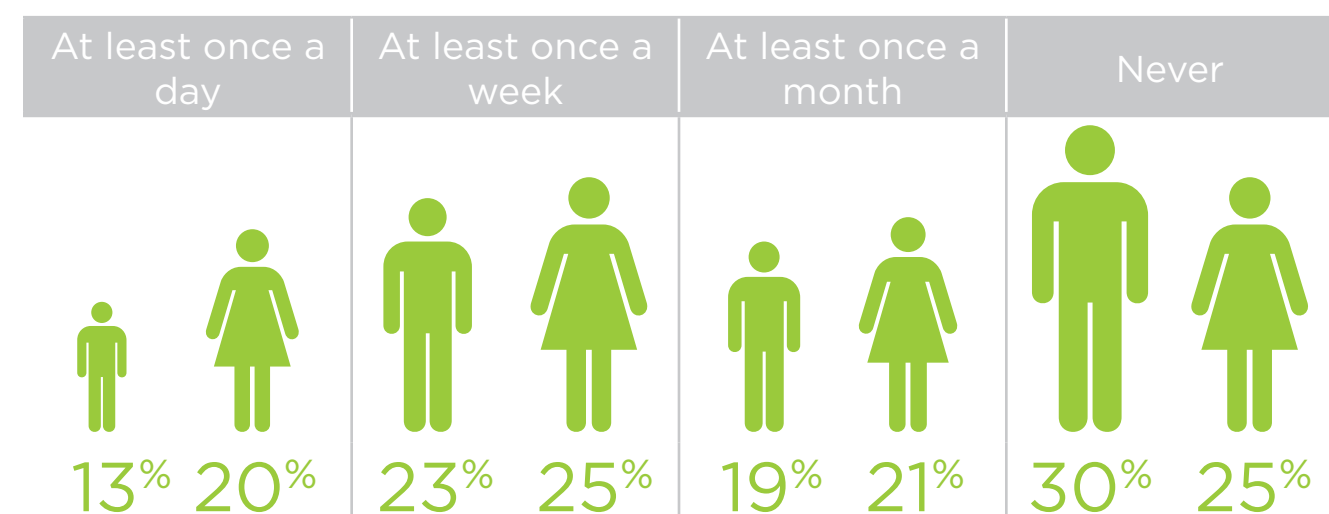
#YCWW

Some of the techniques used by students to protect their privacy online include:

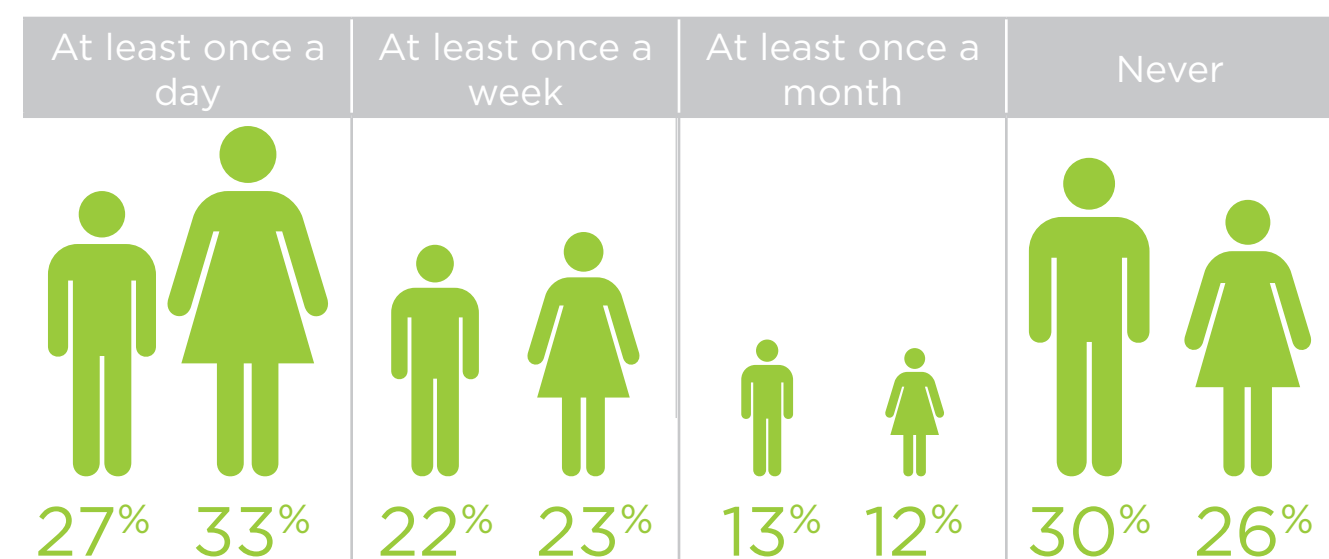


IT'S A SOCIAL WORLD (ESPECIALLY FOR GIRLS)

Post comments or pictures on your own social network site



Read or post on other people's social network sites



Posting information on their own sites and other people's sites **more than doubles** between grades 4 and 11.

IDENTITY PLAY



The percentage of students who misrepresent their age to register for an age-restricted site rises from one fifth (18%) of students in Grade 4, to one half of students in grades 6-8, to 65 percent of students in Grade 11.

PARENTAL INVOLVEMENT

90% of Grade 4 students, 67% in Grade 8 and 50% in Grade 11 do not post their contact information online.

55% of students reported having a rule at home on posting contact information online

	AGREE
Parent(s) should keep track of their kids online all the time.	44%
Parent(s) should not ask for their kids' passwords.	51%
Kids should not be forced to friend their parent(s) on social networking sites (for example, Facebook).	66%
Parent(s) should not listen in on their kids' online conversations or read their kids' texts.	68%

CONTROLLING PERSONAL INFO



While it's not surprising that 89% of students say it's wrong for a friend to post a bad/embarrassing picture of them, it is surprising that **more than half (54%) agree** that it's wrong for a friend to post a good picture without asking first.

KNOWLEDGE ABOUT PRIVACY PROTECTION

	AGREE
Companies are not interested in what I say and do online.	39%
I would like more control over what companies do with the photos and information I post online.	75%
If a website has a privacy policy, that means it will not share my personal information with others.*	68%

* This statement is false and was used to test students' understanding of privacy policies.

AUDIENCES MATTER

Who do you think SHOULD be allowed to read what you post on a social networking page like Facebook?

My friends	86%
My parent(s) and people in my family	68%
Anyone who knows me	37%
The company that owns the site	17%
The police	28%



Who should be able to track your location using devices and apps:

Family (69%) Friends (39%) and Police (35%). This suggests that students view geo-location services as useful for safety or social purposes.



Blocking tools are most often used to block: **Strangers (50%) Friends (31%) Parents or someone else in their family (21%)**.

PASSWORD SHARING



Girls are much more likely than boys to share a password with a best friend (**31% of girls compared to 21% of boys**) and boys are more likely to never share their password with anyone (**46% compared to 35% of girls**)

METHODOLOGY

Conducted February to June of 2013

5,436 Canadian students in grades 4-11 in 10 provinces and three territories

41% boys 46% girls 13% no indication

126 English 14 French

140 schools in 51 school boards