

# European Safer Internet Day

## CHILDREN AND USER GENERATED CONTENT: Implications For The Roles and Responsibilities of Different Stakeholders

European Internet Safety Day Conference  
February 7, 2006.

### Venue:

Museum Of London, 150 London Wall, London, EC2Y 5HN

User generated content, communications and services represent a significant proportion of the material accessible online. Children and young people are increasingly becoming active consumers, creators, and producers of user generated content, moderating and disseminating content in both online and related offline environments. In doing so children and young people exercise fundamental human rights online to express, seek, receive and share information however they choose in a constantly evolving online environment.

Associated with the continued growth of user generated content, communications and services are a number of challenges for stakeholders to recognise, e.g., implications for shared governance and moderation of online activities, and the need for adaptive policies and strategies designed to protect children and young people online.

Within this emerging context, a new approach to educating children and young people is examined. The 'Cyber-wellness' approach takes a holistic perspective at the core of which is a recognition of the need to equip children with the knowledge and tools not only to ensure safety and security online, but with the understanding and cognitive thinking skills to critically engage in both on and offline activities. This pays consideration to young people's development, psychological and emotional well being, media literacy within a digital context and the range of issues which may affect children and young people in their use of new mobile and internet technologies.

#### Key Aims:

- To examine emerging and anticipated alterations in patterns of behaviour as technologies converge and to consider the implications for different sections of society, in particular, children, young people, parents, carers and teachers.
- To explore how industry, civil society and governments are adapting to the changes wrought by the evolving capabilities in communication technologies and growth in user generated content.
- To consider the media's role in providing balanced and sensitive reporting which relates to user generated content, particularly, when dealing with challenging issues, e.g., pro-anorexia, suicide and self harm online forums.
- To examine the value of a holistic approach to well being online with a particular emphasis on both human rights and the development, design and delivery of embedded programmes of education for life-long learners, drawing on existing lessons learned in promoting internet safety initiatives.



[www.internetsafetyzone.co.uk](http://www.internetsafetyzone.co.uk)

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**9am: Registration and Refreshments**

**9.45 am:** Opened by Minister (*to be confirmed*)

**10.00 am:** Dr Rachel O'Connell, User generated content: mapping emerging trends, behaviours and the implications for a number of stakeholders.

**10.30 am:** Industry

Industry perspectives and shared responsibility: balancing the protection of netizens and the promotion of human rights.

**11am:** Hilary Kelly, PAPYRUS- Prevention of Young Suicide " Awareness, Regulation and Prevention of Internet Related Suicide".

**11.30 am:** *Coffee*

**11.45am:** John Carr, Internet advisor NCH

What lessons have been learned to date , regarding internet safety programmes of education? Can we bench mark good practice from both within the UK but also from other parts of the world? What sort of additional input is required from different stakeholders?

**12.15 pm:** Dr Jo Twist, IPPR, Institute for Public Policy Research. (*Time slot may be moved*)

Mapping emerging social networking trends and digital technologies: implications for citizen journalism, and the role of the media.

**12.45 pm:** Jim Gamble, Chief Executive of the UK Child Exploitation and Online Protection Centre Jim Gamble will provide an outline of how the new Centre will provide a single point of contact for the public, law enforcers, and the communications industry to report targeting of children online, and will offer advice and information to parents and potential victims of abuse 24 hours a day.

**1.15 pm:** *Buffet lunch*

**2.30 – 5pm: Split out into 3 workshops**

**3.30pm - Coffee**

**Workshop A: Shared Responsibilities;**

*Facilitator, Annie Mullins, Content Standards Manager, Vodafone Global, panellist Julian Coles, Editorial Policy, BBC, Lizzie Jackson, Senior Adviser, BBC, Tamara Littleton CEO, www.emoderation.com.*

A working group will explore issues around moderation and shared moderation, in particular the principles outlined in a recently launched document entitled 'Good practice guidance for the moderation of interactive services for children' which encompasses advice about the application of moderation guidelines in a user generated content environments.

**Workshop B: Promoting online well being through education;**

*Facilitator, Sangeet Bhullar, WISEKIDS, Wales, panellists Prof. Sonia Livingstone, LSE and Phil Archer, ICRA*

Working group will share ideas, best practice and discuss policy issues, e.g., developing, delivering and evaluating mandatory programmes of education designed to promote Internet literacy and safety. Programmes of learning are also required for adults in their different capacities, in particular, as parents, teachers, carers, youth workers, social workers and police officers.

**Workshop C: Media guidelines and citizen journalism;**

*Sarah Nelson, Samaritans, UK*

The role of the media in informing the public and shaping public opinion with regard to the nature, scale and extent of the risks to children and young peoples' well being associated with their use of communication technologies is a theme which will be explored in workshop C. There are some interesting discussions to be had around the roles and responsibilities of the media, who, to date have not been major contributors to existing multi-stakeholder approaches. Arguably, in the UK child safety online is a politicised issue e.g. it is the publicly stated aim of the existing government to make the UK the safest place for children to access.

**5.15 - 5.30pm:** Plenary session

**Participating Organisations:**

Members of the Home Office Internet Task Force, Microsoft, AOL, NCH, UK Child Exploitation and Online Protection Centre, (CEOP) Vodafone, WISEKIDS Wales, OFCOM, Samaritans, ICRA, PAPYRUS- Prevention of Young Suicide.

**Organisers:**

This conference is organised by the Cyberspace Research Unit and the Crime Solutions Team, based at the University of Central Lancashire. The event will run in conjunction with the Public Awareness Group of The Home Office Internet Task Force on Child Protection. The event marks European Safer Internet Day, funded through the European Commission's Safer Internet Action Plan and supported by OFCOM.

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## Registration Form

Please complete one form per person and return this booking form no later than January 22 2006.

It is essential you provide accurate and comprehensive details to enable us to confirm your place and produce your identity badge:

Title (Mr/Mrs/Ms/Dr etc)
Forename
Surname
Position
Organisation
Correspondence Address (including Post Code)
E-mail Address
Telephone Number
Any specific dietary requirements? i.e., vegetarian
Any specific access requirements?

## Payment

The charge for attending the conference is £100 per delegate. This charge will directly contribute towards the running of the conference. Lunch and refreshments will be provided.

Please choose one of the following payment options:

Payment by cheque

Cheques should be made payable to the 'University of Central Lancashire'

## Payment by credit or debit card

Card Type: i.e., Switch/ Visa/ Mastercard/Other PLEASE OVERTYPE
Card Number:
Expiry Date:    Issue Number (Switch Only):
Name As It Appears On Card:
Billing Address:
Signature:

Workshop Preference	A	B	C
<b>Note: Place a tick in the appropriate box.</b>			

Please return form electronically where possible to [namalone@uclan.ac.uk](mailto:namalone@uclan.ac.uk)

Return Paper copies & cheques to: Neil Malone, Cyberspace Research Unit,  
University of Central Lancashire Preston, PR1 2HE, or fax + 44 (0) 1772 894984.

Any queries? Contact Neil Malone on telephone number +44 (0) 1772 894258

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