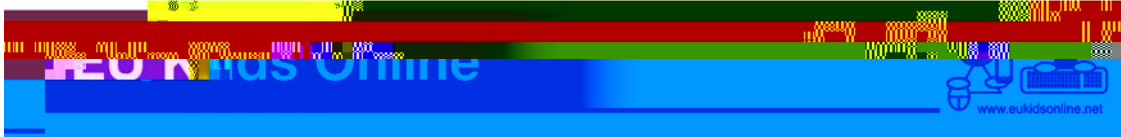


important contribution to the ongoing effort to make the internet safer for children and families.

2. Recent research conducted by EU Kids Online reveals the scale and scope of online risks currently encountered by children on the internet. Four in ten (41%)





public – children, parents, teachers, clinicians and child welfare bodies, leaving it very likely that calls for state regulation will continue.

We might add that academics, regulators, journalists and child welfare organisations will continue to conduct their own independent assessments of the risks and safety issues associated with children’s internet use, including of particular technologies or services. The less the industry self-regulates in a trustworthy and accountable manner, the more likely are such external evaluations. It would seem advisable to create a trusted process, including independent evaluation and clear markers of improvement, as part of the self-regulatory process proposed by the Principles.

For further information on EU Kids Online reports:

Livingstone, S., Haddon, L., Görzig, A., and Ólafsson, K. (2011). Risks and safety on the internet: The perspective of European children. Full findings. LSE, London: EU Kids Online.

<http://eprints.lse.ac.uk/33731/>

Livingstone, S., Haddon, L., Görzig, A., and Ólafsson, K. (2010) Risks and safety for children on the internet: the UK report. LSE, London: EU Kids Online. <http://eprints.lse.ac.uk/33730/>

Livingstone, S., and Ólafsson, K. (2011) Risky communication online. LSE, London: EU Kids Online. <http://eprints.lse.ac.uk/33732/>

Sonck, N., Livingstone, S., Kuiper, E., and de Haan, J. (2011) Digital literacy and safety skills. LSE, London: EU Kids Online. <http://eprints.lse.ac.uk/33733/>

Livingstone, S., Ólafsson, K., and Staksrud, E. (2011) Social networking, age and privacy. LSE, London: EU Kids Online. <http://eprints.lse.ac.uk/35849/>

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