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From EU Kids Online III

Unique European survey on how to protect children from online risk:

Children rarely get help from online services

Existing reporting tools do not work – only one in ten (13%) of children who were upset on the Internet reported this through an online reporting mechanism, highlighting the fact that the industry needs to do much better. This is one of the strong conclusions of a new report from the EU Kids Online project ,

Tomorrow, on July 11th the Internet industry will present their efforts to keep children safe online in a meeting hosted by the European Commission. In a new report looking at industry strategies compared to what children actually do online, researchers around Europe recommend that industry focus more on child-friendly communication and accessible tools.

The report also reveals that one in five children have seen potentially dangerous internet content such as websites which promote anorexia and suicide techniques.

Parents more worried about online risk than alcohol, sex and drugs

Other findings

14% of 9-16 year olds have seen sexual images on websites. This included 8% of 11-16 year olds who saw images of people having sex and/or genitals, and 2% who saw violent sexual images. 32% of all 9-16 year olds who had seen sexual images said they were upset by them.