News Bulletin

ICT Coalition for Children Online

This bulletin aims to providing some examples of the actions and initiatives carried out by the members of the ICT Coalition for Children Online

Protecting the health of the public conversation on Twitter

Twitter is committed to **serving the public conversation** and working **to increase the collective health, openness, and civility of the dialogue on our service**. We want everyone's experience on Twitter to be free of abuse, harassment, and other types of behaviours that can detract or distort from the public conversation.

We have been a signatory of the to the EU Code of Conduct on Illegal Hate Speech since its inception in 2016. Our commitments to the Code of Conduct, including the collaboration and feedback with NGOs and civil society organisations across the EU, have proven essential to the continued development and evolution of Twitter's approach to addressing safety and fostering healthier conversations.

In recent years, we have leveraged a combination of policy, people, and technology to achieve our goals. There will always be more to do in this regard, but in the last 18 months we've made meaningful progress that we are proud to share:

- More than 50% of abusive content that is actioned on Twitter is surfaced proactively for human review thanks to the enhanced use of machine learning technology, rather than relying on users' reports. This figure, which is up from 20% in April 2018 and 38% in April 2019, shows our commitment to shift the burden to report away from the user.

- In terms of reactive enforcement, we are removing 3 times as many abusive accounts within 24 hours of receiving reports.

- 105% increase in accounts actioned by Twitter (i.e. locked or suspended for violating the Twitter Rules).

- In the first six months of 2019, we challenged 97million potentially violative or spammy accounts on the platform using the behaviour signal approach. This allowed us to catch a lot of manipulative accounts at the account creation phase, before they could actually start to use the platform: 70% of the accounts we challenged failed the test and did not make it to the platform.

- 100,000 accounts suspended for creating new accounts after a suspension, a 45% increase from the same time last year.

- 3 times more abusive accounts suspended within 24 hours after a report compared to the same time last year.

- 2.5 times more private information removed with a new, easier reporting process.

- We educate our users through enforcement by communicating with them and explaining how they violated the Twitter Rules and how to bring themselves into compliance. 65% of users that went through this process did not repeat the offence.

More information can be found in our 2019 Transparency report, where enforcement data are provided in relation to the following seven Twitter Rules policy categories, each of which is designed and implemented to protect our users: hateful conduct, abusive behaviour, sensitive media (which includes provisions regarding graphic violence, adult content, sexual violence conduct, and hateful imagery), impersonation, private information, violent threats and child sexual exploitation. Our policies and rules are regularly honed and expanded, in collaboration with partners, experts and civil society organisations, as well as on the basis of feedback from users, to reflect the evolving realities of the world we operate within and with the primary objective to keep people safe on our service. Twitter has been the first - and so far the only - company in the tech industry to open a public consultation, seeking input from the different communities and cultures who use the platform around the globe, to shape and expand its policies. This was done for example in relation to the expansion of Twitter's hate conduct policy so as to include dehumanizing language. On this occasion, more than 8,000 from people located in more than 30 countries were received.

A range of tools are also available to help people use Twitter safely. These include (but are not limited to) muting words, conversations, hashtags, emojis and accounts, blocking accounts, filtering notifications, using safe search, which removes Tweets that contain potentially sensitive content from search results, and protecting one's Tweets, which means that only allowed accounts can see users' content and interact with them.

A platform without abuse is Twitter's top priority. This is why we are involved in a wide range of activities, projects and campaigns, both online and offline, to advance this goal. Among these, Twitter has been a founding supporter of the Social and Emotional Learning for Mutual Awareness (SELMA) project. This project aimed to tackle the problem of online hate speech by promoting mutual awareness, tolerance, and respect, so as to empower young people to become agents of change. It targeted and engaged 11-16-year-olds primarily in schools, but also in the out-of-school

communities. Twitter continues to promote awareness of the SELMA toolkit and participate in discussions on the evolving challenges of tackling hate speech both online and offline.

In parallel to fighting abuse and hate speech online, honing our tools and policies, and improving the enforcement of our rules, we are strongly committed to enhancing **digital and media literacy**, notably among children and young people. We work towards this goal in partnership with a broad range of organisations and stakeholders, including international and national institutions, NGOs, schools, and other relevant actors.

On occasion of the 2019 Media and Information Literacy Week, Twitter, in partnership with UNESCO published a new handbook for educators, entitled *Teaching and Learning with Twitter*. The handbook primarily aims to help educators equip younger generations with media literacy skills, in turn enabling them to ask the right questions about content they engage with online, and critically analyse the news and information they engage with on the service. The resource contains best practice guidelines on media literacy from UNESCO and a reading list curated by UNESCO's program specialists, which is intended to guide educators through current teaching literature on this topic. The handbook also provides tips for educators and parents who want to unlock the benefits of Twitter as a learning tool in the classroom or at home, offering a helpful blend of theory, lesson plans, and case studies. Taking a holistic view of what it means to be able to be a good digital citizen, the handbook also contains sections covering online safety, dealing with cyberbullying as an educator, and learning how to control one's digital footprint.

Throughout 2019 and in previous years, Twitter has also organised sessions at or in collaboration with local schools and supported numerous media literacy campaigns and activities in the EU and beyond. In Paris, for example, we held a digital literacy event in partnership with The Liaison Centre for News Media and Education, whereby 60 students, an olympic basketball player a sport journalist and a teacher were invited to Twitter France office to discuss and learn how to identify disinformation and sexism targeted at women in sport by analysing Tweets from various sources. In France, Twitter has also been partnering with e-Enfance for a long time. We are providing annual training to their civic service volunteers who then go to French schools educate youth to best practices from a security and safety point of view.

We also harness the power of Twitter by raising awareness of crucial topics for children and young people, supporting civil society organisations' campaigns through Ads for good grants and encouraging participation in the conversation through the creation of ad hoc hashtags and custom-made emojis, for example on #StopCyberbullyingDay #SaferInternetDay and during #GlobalMILWeek.

To be always up to date, you can follow Twitter Public Policy, Government Relations and philanthropy work @Policy, @TwitterGov and @TwitterForGood, while to see the latest on safety tools, resources and policies, you can follow @TwitterSafety.

TELIA COMPANY CONTRIBUTES TO DEBATE ON RESPONSIBLE GAMING

Telia Company published views on gaming of 15-year-old children in seven Nordic and Baltic countries collected in the form of animated films, together with a guide material to help parents to support children in gaming responsibly.

Online gaming is an increasing presence in children's lives: 82 percent of children that participated in the study conducted by Telia Company Children's Advisory Panel (CAP) play online games, with one in four doing so frequently. Nearly half of the boys describe themselves as frequent gamers and three out of four of boys watch e-sports competitions.

Children see gaming as having a positive impact on their lives. Gaming is a source of entertainment, a way to cheer up, an outlet for creativity, and a way to make new friends. Gaming also has important long-term benefits, with 64 percent of children who play online games finding that it allows them to learn other skills, such as English, strategic thinking and creativity.

Views on gaming were collected from 600 children in the form of animated films created with Plotagon animation tool during CAP workshops. 159 animated films were produced on four themes – best and worst things about gaming, reasons not to play and the role of gaming in one's life.

Aware of risks and looking for parental understanding

Despite the largely positive outlook on gaming, CAP children are well aware of its risks. They know from experience that gaming can be a source of conflict. Excessive gaming can also impact social relations and health. Difficulty to find balance between gaming and schoolwork is another recurrent risk reflected upon in the study.

Children also expressed a frustration with the lack of understanding from parents about gaming and esports. Moms and dads in the films are for the most part portrayed as overbearing and strict, as they try to stop their teens from gaming.

Alongside the CAP results, Telia Company and Save the Children Finland have released a guide material that will help parents and caregivers to support children in gaming responsibly and engage in discussions about online gaming and e-sports.

Taking a stance on responsible gaming

As Telia Company continues to increase its involvement in esports and gaming, it will now do so with the help of guiding principles for responsible digital gaming, developed together with Save the Children Finland.

Telia Company commits to promote integrity, fair play and inclusion, to adhere to age limits in order to protect minors from inappropriate content, and to provide equal opportunities in gaming.

Promoting children's rights and safety and a balance between gaming and other aspects of life is another principle to be followed in Telia Company's gaming related activities.

More information
Children's voices
Kids and gaming: Guide to parents
Telia Company's guiding principles for responsible digital gaming
Children's views on gaming through animated films, the full report

> ➤ **Children's Advisory Panel** is an initiative by Telia Company in collaboration with World Childhood Foundation, research company IPSOS, local child rights organizations and schools in seven countries across the Nordic and Baltic region. It was created to better understand children's own perspectives of online and digital aspects of life by listening to them through qualitative co-creative methods.

FACEBOOK AGAINST HARMFUL CONTENT ONLINE

At Facebook, we rely on a combination of technology and people to help keep our platforms safe. When we identify a harmful piece of content, such as child exploitation, a non-consensually shared intimate image, terrorist propaganda, or graphic violence, technology can help us find duplicates and prevent them from being shared.

In August, we were pleased to announce that we are sharing some of our tech used to fight abuse on Facebook with others who are working to keep the internet safe and open-sourcing two technologies that detect identical and nearly identical photos and videos. The video-matching technology, TMK+PDQF, was developed together by Facebook's Artificial Intelligence Research team and academics from the University of Modena and Reggio Emilia in Italy. These technologies create an efficient way to store files as short digital hashes — or digital fingerprints — that can determine whether two files are the same or similar, even without the original image or video. Hashes are also more easily shared across other companies and non-profits.

These algorithms are now open-sourced on GitHub so that our industry partners, smaller developers, and non-profits can use them to more easily identify abusive content and share hashes of different types of harmful content. For those who already use their own or other content matching technology, these technologies allow hash sharing systems to talk to each other as another layer of defense, making them that much more powerful.

Over the years, Facebook has contributed hundreds of open-source projects to share our technology with the wider community, but this is the first time we've shared any photo- or video-matching technology. Building on Microsoft's generous contribution of PhotoDNA to fight child exploitation 10 years ago and the more recent launch of Google Content Safety API, today's announcement also is part of an industry-wide commitment to building a safer internet.

We announced these technologies to support our fourth annual cross-industry Child Safety Hackathon that took place at Facebook's headquarters in Menlo Park, California. The two-day event brought together nearly 80 engineers and data scientists from Technology Coalition partner companies and others to develop new technologies that help safeguard children and, in particular, to help our partners, NCMEC and Thorn.

More information

You can read more about this announcement here and see press coverage the announcement received here. For more information on how Facebook is using technology to combat child exploitation, see here.

ORANGE ON DIGITAL RESPONSIBILITY

In September 2019, Orange launched a major new awareness campaign built around the notion of shared power and responsibility - the power that digital technology brings us and our responsibility to use it carefully. The moment when a teenager receives his or her first phone is significant. It's a time of increased independence and a newfound responsibility…and a time when parents might want to reinforce life lessons. The impactful campaign started out in Europe, and will have rolled out across all of our 27 territories worldwide by the end of the year.

Focusing on the relationship between fathers and daughters, the films aim to provoke thinking and discussion around the issues of screen time, self-image and inappropriate content, and aim to direct viewers to more detailed advice on how to tackle them. The films can be seen here.

For the 6th year running, Orange ran a series of #Supercoders workshops for children as part of EU Coding week during October 2019. More than 30 000 children have now taken part in a workshop, in 20 separate countries, since the initiative started in 2014. Workshops take place throughout the year, in schools, Orange offices and other locations, and as well as an introduction to coding using the Scratch programme, children now have the opportunity to programme robots and start understanding the basics of artificial intelligence https://www.youtube.com/watch?v=HyV-UGS4NWg.

More information

For more information on #Supercoders, see here.

TELEFONICA FAMILIES'SUPPORT

For Telefonica teaching future generations to make a positive use of the Internet is essential to ensure their online safety. Therefore, we support families in the challenge of educating young people in responsible use of the Internet and technologies, as well as providing them with a secure digital environment.

In response to these objectives, Telefonica has launched the following initiatives:

- *Awareness and educational campaigns*:

  ➤ **#NoEsSoloUnaFoto:** Video to alert young people and families about the problem of sexting when practiced without knowing its consequences.

  ➤ **#MyGameMyName**: Online campaign that aims to raise awareness about the violence that women suffer when they play video games.

  ➤ **#TenemosLike**: As part of its mission to help families use technology in a safe and healthy way, Movistar supports an initiative called #TenemosLike. Part of a collaboration between Movistar and Club de Malasmadres. In 2019, #TenemosLike published a report that looked at how families use their digital devices, what children are allowed to do online and the main barriers to digital education.

  ➤ **#EmotionalDriving**: An alliance between Gonvarri and Movistar to raise awareness about the responsible use of mobile phones while we are driving.

  ➤ **#PuedoEsperar**: The campaign, in partnership with Fundación Abertis and Yelmo Cines, includes a microsite with statistics on car accidents caused by mobile misuse and a shocking video about driving and texting.

  ➤ **#PalabrasQueNosAcercan**: Campaign to highlight how the good use of technology can bring people together.

- *A face-to-face meeting to discuss about youth digital leisure in collaboration with Centro Reina Sofía sobre Adolescencia y Juventud.*

- *The launch of Movistar Junior: Movistar Junior is the new Movistar+ children's application with which children can enjoy their favourite series and cartoons in a secure environment, supervised at all times by their parents. The app, which is already available on smartphones and tablets (iOS and Android), has an interface adapted to the needs of children and also adults, since it includes a parental control area that allows programming the age range, defining the exposure time to the content, and even the time zone.*

-   A new collaboration: Movistar and Club de Malasmadres have launched #TenemosLike, an educational programme to help parents to understand the language that children and teenagers use when talking about their digital activities and also provides advice about the various tools available to support families online.

Also, as part of our commitment to a digital future which benefits everyone, Telefonica has created Dialogando, an online resource centre where everyone can find answers to the questions about ICTs and children. The platform is also a place to share experiences and testimonies and to overcome the challenges and difficulties which both children, teachers and parents face due to technological changes and the constant appearance of new applications and services (www.dialogando.com).