



Ensuring a healthy digital life for kids and teens through participation and peer learning: a successful case



PantallasAmigas

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Forum of the ICT Coalition for Children Online

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I. INTRODUCTION



PantallasAmigas

s i n c e 2 0 0 4





Focus and Approach

- Mission: Promote a Safe and Healthy Use of Internet and ICT and a Responsible Digital Citizenship among children and adolescents
- PANTALLAS / SCREENS:
 - Referring to different types of media outlets (the Internet, mobile phones, video games)
- AMIGAS / FRIENDLY:
 - Being positive and favorably disposed, offering opportunities
- Safe use:
 - Avoiding risks and reducing their consequences
- Healthy use:
 - In the sense of physical, mental and social well-being, both individual and collective, based on the WHO definition





Lines of Involvement and Action

- Raising awareness
- Informing and educating parents, teachers, and other education figures
- Teaching and training children and adolescents
- Researching
- Creating support systems, following them up, and online alertness
- Providing a Helpline: abuse reporting site and web forms on various thematic sites





Global scope and interventions

Presence in several European and North American Forums

Projects developed in:

Bolivia
Brazil
Cape Verde
Colombia
Paraguay

Current projects in:

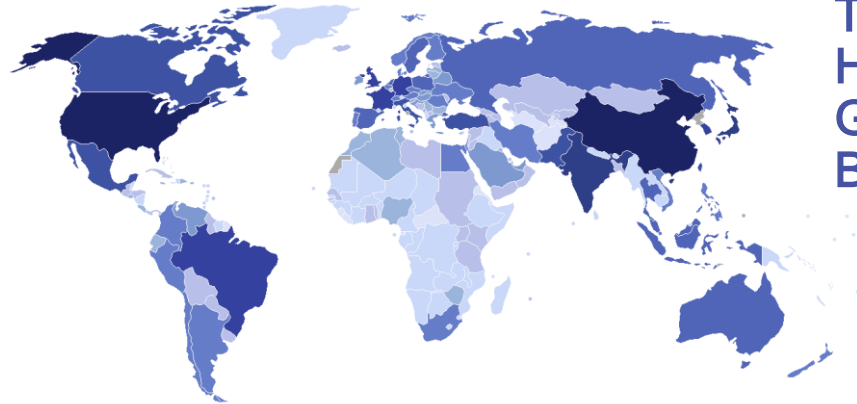
Mexico
Portugal
Spain

Languages:

Spanish
English
Portuguese
French
Arabic
Turkish
Hebrew
German
Bulgarian

Collaborations with :

Argentina
Chile
Costa Rica
Peru
Venezuela
Colombia
Lebanon
Turkey
Canada





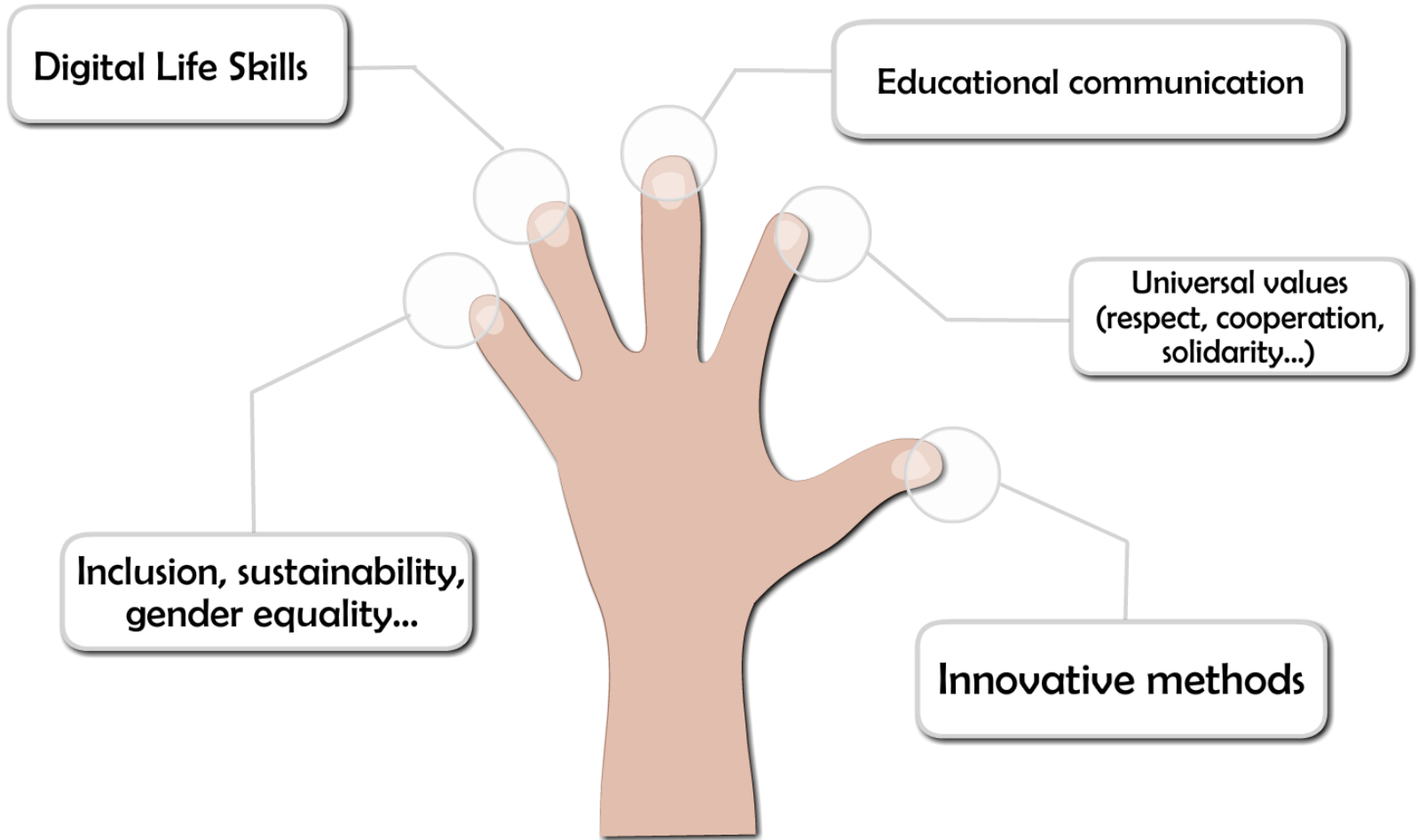
Spain as source and link between Europe and Latin America

- Spanish is official language in 21 countries
- Second language in terms of native speakers (440MM)
- Third most used language on the Internet (Source: Internet World Stats)
- Fifth language by total number of speakers (560MM)
- US has 41 million native speakers plus 11 million who are bilingual





Our Philosophy





Children's Rights in the Digital Age



Protection, participation, promotion





II. CHILDREN'S DIGITAL DIET





Consumption of Digital Media by Kids and Teens

- 13-24 year-olds are watching 11.3 hours of free online video per week from sites like YouTube (Acumen report, DEFY Media)
- 14% of videos viewed in PantallasAmigas by 13-17 old teens, and 26% by 18-24 (2015 data)
- YouTube doesn't register data for kids younger than 13, so they might be recorded as teenagers or adults





Why cartoons instead of live-action?



- Efficient and cost effective
- More resources to use humor
- Lasting and identifiable style
- Easy to update/adapt/translate
- Teens and adults also consume cartoons (SpongeBob SquarePants, Family Guy, anime...)
- "Everything should be made as simple as possible, but not simpler" - Einstein





III. YOUTUBE CHANNEL





www.pantallasamigas.net/user/pantallasamigas



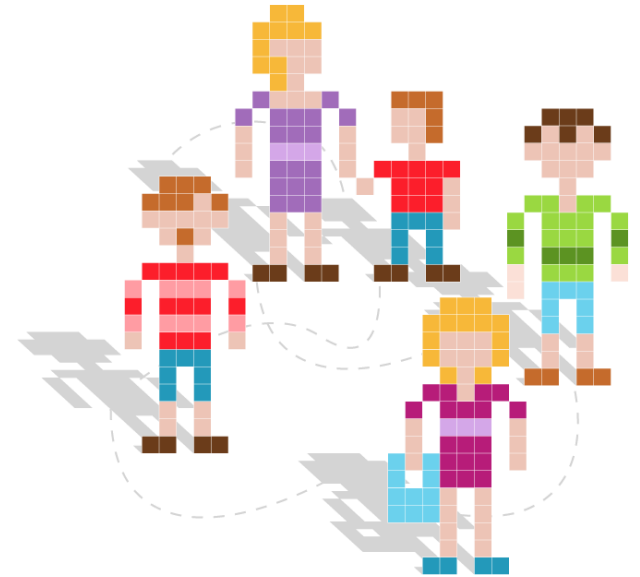
- YouTube channel opened in Feb 23, 2009
- Contains 100+ audiovisual learning resources for kids, families and educators
- Awareness, training, prevention and intervention videos using educational communication
- Suitable for all audiences (tech savvy, kids, people with intellectual disabilities...)





Target audience of the channel

- Parents and tutors
- Kids and teens
- Teachers and educators
- Other professionals:
 - Police forces
 - Health and sanitary personnel (psychologists, psychiatrists, pediatricians ...)





Addressed topics

- Cyberbullying
- Sexting
- Sextortion
- Grooming
- Hate speech
- Digital citizenship
- Digital health
- Privacy
- Netiquette
- Revenge porn
- Identity theft
- Legal responsibilities
- Digital sexual violence
- Gender based violence
- Positive use of Internet
- Digital Literacy
- Human rights in the digital age



 **Sexting**



Cyberbullying



netiquette

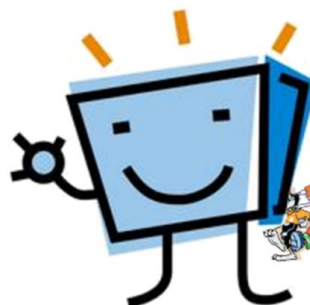
 **internet GROOMING**



digital health

PRIVACY ADVENTURE

SEXTORTION





Wider audience both online and offline

- 70% growth in 2015 and more than 1MM views/month
- 100K subscribers expected by end of 2016
- Videos are also played in public spaces (events, workshops, classes, TV...), reaching a wider audience
- A lot of videos are also downloaded and shared through other Social Media, such us Facebook.
 - Our first video about sexting (May 2009) has 3.8M views on YouTube and 23.2M views on Facebook.





Total views and subscribers (until Jul 8th, 2016)

Country	Views	%
Mexico	9,146,233	23,93%
Colombia	3,477,393	9,10%
Spain	3,066,804	8,02%
Argentina	2,297,591	6,01%
Brazil	2,008,205	5,25%
Chile	1,628,029	4,26%
United States	1,830,531	4,79%
Peru	1,446,232	3,78%
Thailand	1,719,498	4,50%
Ecuador	856,905	2,24%

37,306,360 views

Country	Subscribers	%
Mexico	22,417	28,46%
Spain	6,917	8,78%
Colombia	6,789	8,62%
United States	4,890	6,21%
Argentina	4,762	6,04%
Chile	3,854	4,89%
Peru	3,324	4,22%
Brazil	3,032	3,85%
Thailand	2,663	3,38%
Ecuador	1,515	1,92%

78,875 subscribers





UNICEF vs Save the Children UK vs PantallasAmigas (as of 8th of July 2016)



	UNICEF (Link)	Save the Children UK (Link)	PantallasAmigas (Link)
Subscribers	82,274	63,750	78,875
Views	32,080,127	61,431,749	37,306,360
# videos	3,750	354	106
Views/video	8,554	173,536	351,946

- Data extracted from Youtube, [Vidstatsx](#) y [Socialblade](#)





Approved content for YouTube Kids

- YouTube's official app specifically designed for kids
- Easier for children and parents to find content they are interested in and for parents to manage what their children view





Inclusive approach

1. Gender perspective



2. Diversity



3. Disability and inclusion



4. Intergenerational





IV. OTHER USES OF THE ANIMATIONS





Collaboration with police forces for citizen alert and awareness (Bulgaria, Portugal, Canada, Spain...)





Animations used in workshops, courses, peer to peer learning, TV reports and debates





V. COMMENTS, SUGGESTIONS, TESTIMONIALS





Community engagement, support and conversation

1. Involvement and self-identification
2. Thank you messages
3. Questions and inquiries
4. Help request and abuse report
5. Peer learning and support
6. Suggestions and requests
7. As seen in class





Involvement and self-identification (1/7)



Angelica Fonoy 7 months ago

es genial q incluyan a veracruz o cualquier estado de Mexico sobre todo por el mes patrio :p

Me encanto el video le doy like :) espero que sigan con esas animaciones tan divertidas y

“It’s great that you’ve included Veracruz or other State of Mexico, especially in this patriotic month.”



hilary bandicoot 1 month ago

like si estabas viendo el video en la postura encorvada con tu celular

Reply . 👍 🗨️

“Like if you were watching the video in a hunched posture with your cell phone”



Ayelen Bravo 3 weeks ago

Pues eso me pasaba ami pero con ayuda de mi amiga ahora puedo comprender y creo que es mejor no estar todo el tiempo conectada 😊😊

“That happened to me but with the help of my friend now I can understand, and I believe it’s better not to be online all the time”





Thank you messages (2/7)



Ulani Gonzalez 2 months ago

+PantallasAmigas gracias por esto soy yo una niña muy responsable y madura para mi edad y me e convertido en eso gracoas a ustedes sigan adelante

“Thank you for this video. I am a responsible and mature girl for my age, and I’ve become that thanks to you. Keep up the good work!”



Carmen Ponce 1 month ago

muchicimas gracias por esto para protegernos de extircinadores que bueno 🖤 sige hasi PANTALLAS AMIGAS ME GUSTO

Reply • 1 👍 🗨️

“Thank you very much for this video that help us protect against extortionists. It’s so good. Keep up your work PantallasAmigas, I liked it!”



Fran EduSo 6 months ago

buenas me llamo Francisco y soy estudiante de primero de Educación Social, gracias a este vídeo nos ha quedado más claro el concepto de privacidad y los peligros que conlleva subir cosas a las redes.

“Hi, my name is Francisco and I am a freshman majoring in Social Education. Thanks to this video it has become more clear to us the concept of privacy and the dangers of uploading content to Social Media”





Questions and inquiries (3/7)



Miguel 117lol 1 week ago

tengo una pregunta por que los profesores se quieren actualizar pero no se adaptan a la vida eso es lo que me cai mal de los profesosres por cierto apuesto que un profesor comento

“I have a question: why do teachers want to update but they are unable to adapt to the digital life? That is what I don’t like about teachers. Btw, I bet the last comment was written by a teacher”



ROXY WITH LOVE 6 days ago

pantallas amigas

les puedo preguntar algo por favor

es correcto que los niños tengan facebook etc PERO con el control de su mama y papa , no hablando con extraños no peleando y pidiendo ayuda a mayores porque para mi eso es asi de esa manera correcto

yo tengo facebook y mis papas siempre me controlan

pero mis compañeros dicen que es para mayores de 13 años

[Show less](#)

“Can I ask you something, please? Is it correct for kids to have Facebook when their parents control it? And not talking to strangers, nor fighting or asking for help to adults. Because that is how I think should be the correct way. I have Facebook and my parents can supervise me, but my friends tell me that you have to be 13 to use Facebook”





Help request and abuse report (4/7)

(Severe cases not shown, all comments are moderated)



PulsaAqui! 1 week ago

El hermano de una amiga se la pasa siempre solo y no se que hacer es 2 años menor que yo ¿me ayudan =(? no quiero dejarlo solo...

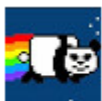
“My friend’s brother is always alone and I don’t know what to do. He is 2 years younger. Can you help me? I don’t want to let him alone.”



la mas cool 2 days ago

hola pantallas amigas, yo tengo una amiga que ella normalmente le gusta conocer mucha gente todos los dias, pero que algunos han abusado con su privacidad y que ya no sabe que hacer, que hago para ayudarla?

“Hi PantallasAmigas. I have a friend that likes to meet a lot of new people everyday. Some of them have abused her privacy and I don’t know what to do. How can I help her?”



Chris Gamer 5 months ago [LINKED COMMENT](#)

4:44 esa parte me paso en sherwood dungeon alguien me dijo que si yo le diera mi contraseña me daría un regalo yo se la di pero no me di cuenta que me la hiba a robar así que la cambie y ahora tengo la cuenta bien

“That happened to me on Sherwood Dungeon. Somebody asked for my password in exchange of a present. I gave it to him but I didn’t realize he was going to steal me something, so I changed it and now everything is OK”





Peer learning and support (5/7)



Betel Moreno 3 weeks ago

gente que no conozcas no le enseñas tu cuerpo me a tus amistades

Reply •  

“If you don’t know them, do not show them your body, neither to your friends”



Yury Muñoz 8 months ago

eso es verdad uno no puede tener fotos intimas por que despues uno termina mal y ami n o me gustari terminar mal po cualquier cuenta

:) yo estoy muy feliz x q no utilizo mal el facebbok ni el youtube

“That’s true. You cannot have intimate pictures because relationships can end up badly, and I wouldn’t like to have problems in the future. I am very happy because I use both Facebook and YouTube responsibly.”



Manuela Taborda 2 months ago

Debemos de tener mucho cuidado con las parsonas que hablamos por que aveses no son lo que paresen por que debes cuidarte si sabes que hay peligro

“We need to be careful with those with whom we speak online, because sometimes they are not who the seem to be, and you have to take care of yourself if you sense any danger”





Suggestions and requests (6/7)



Karandbella LETS GET WEIRD 2 months ago

Can you rewrite the hole thing in ENGLISH if you know it thanks



la chica anime por siempre 2 months ago

pantallas amigas me gustaria que hisieras otra serie pero esta del peligro del secuestro en redes sociales es que en mi entidad tamaulipas hay muchos secuestros.

"I would like you to create another series of animations about the risks of being groomed on social media and kidnapped, as where I live in Tamaulipas there are a lot of kidnappings."



Mazzo Ochoa 2 months ago

pueden aser uno sobre leer historias en Internet y pensar que son ciertas

"You can create a video about reading hoaxes on the Internet and believing they are true"



HanakoMegurine GasaiPieOwO 2 months ago

Me preguntaría si podrían sacar algo del Snapchat porque en mi escuela algunas muchachas hacen fotos muy atrevidas y guarras, a mi nunca me gustaría hacer eso. Le he dicho a mi maestra que hay un canal que saca consejos del internet y las redes sociales y me ha comentado que ya sabe la situación que se vive con mis compañeras y quería que preguntara si podrían hacer uno de Snapchat... no urge pero solo sáquenme de las dudas porque solo encontré uno de Snapchat por favor c:

"I was wondering if you could publish something related to Snapchat. In my school, some girls are taking dirty and racy pictures of themselves, and I wouldn't like to make that. I told my teacher that there is a YouTube channel with recommendations for Internet and Social Media, and she told me that she is aware about the situation. I wanted to ask if there will be any more videos about snapchat, as I only found one."





“As seen in class” (7/7)



Turles ElSuperSaiyan 5 days ago

Este fue el mismo video que pusieron unos guardias civiles cuando fueron a mi instituto XD

Reply •

“This is the same video that the Spanish Guardia Civil showed us when they came to my school”



Samuel Alejandro Daza Quintero 1 month ago

mis profesores nos lo habían enseñado este vídeo XD

Reply •

“My teachers have shown me this video XD”



Alejandra Torres Rmz 1 week ago

Me encantan estos videos, desde que mi maestro de Sexto Grado los ponía, los veo, ahorita voy en preparatoria, buen trabajo!

Reply •

“I love this videos, ever since my 6th grade teacher showed them in class. I am now in the high school. Good job!”





Keys to design engaging platforms

1. Be where youth is
2. Listen and provide feedback
3. Be one of them, but leading, not managing
4. Use their communication language and codes, be somewhat informal
5. Address issues of their interest (tech, friendships, dating, family life...)
6. Convey messages clearly and separately, not everything at once
7. Share experiences and draw conclusions; better than "giving lessons"
8. Use common keys that work in advertising: humor and emotion
9. Joint creation: let them be part of new content and ideas
10. Influence = Reach x Authority x Trust (Felix Morgan)





VI – ONE STEP AHEAD: FROM ANONYMOUS TO IDENTIFIABLE CHARACTERS; FROM SINGLE ANIMATIONS TO EPISODIC CONTENT





Peter and Twitter: www.peterytwitter.com



Educational program for the education in coexistence and digital citizenship, with an emphasis on preventing cyberbullying, promoting a culture of privacy and eliminating sexist or homophobic behavior





Pilar and her cell: www.pilarysucelular.com



PILAR Y SU CELULAR

HISTORIAS PARA CONTAR

Educational program to help parents and teachers promote a healthy use of smartphones among children. Topics: privacy, digital identity, physical health (physical inactivity, ergonomics) use without abuse ...



Telefonica





Think before you sext: www.pensarantesdesextear.mx



Pensar antes de sextear

10 Razones para
NO realizar
SEXTING



Awareness campaign on the risks associated with the practice of sexting, and also to promote respect for privacy and the private life of others.



Google






Some messages on the campaigns



la mas cool Hace 4 meses

que bobo es peter. Como se le ocurre postear en twitter lo del Examen, y sabiendo que su propio maestro es seguidor?


Responder •  

‘Silly Peter. "How could he even think posting that about the exam?
Knowing also that his own teacher is one of his followers“



Yamier2828 Hace 3 meses

Buen video, lastima que ya solo resten el video 9 y 10

Responder •  

“Good video, what a pity that there are only two more videos left on
the series”



NahirRosti Hace 1 mes (editado)

Me encanta este episodio, la parte que mas me gusto fue cuando Pilar y su abuelita desayunaron :3

Responder • 2  

“I love this episode. The part I liked most is when Pilar and her
grandmother had breakfast together :3”





VII - LOCALIZATIONS, TRANSLATIONS AND ADAPTATIONS





Localization of awareness campaign for the Government of Veracruz (Mexico)

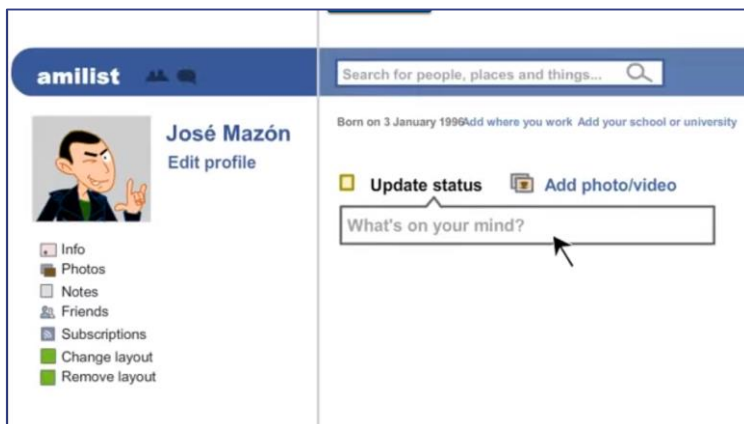


- Landscapes of Veracruz
- Local expressions
- Veracruz' soccer team
- Joint production of contents

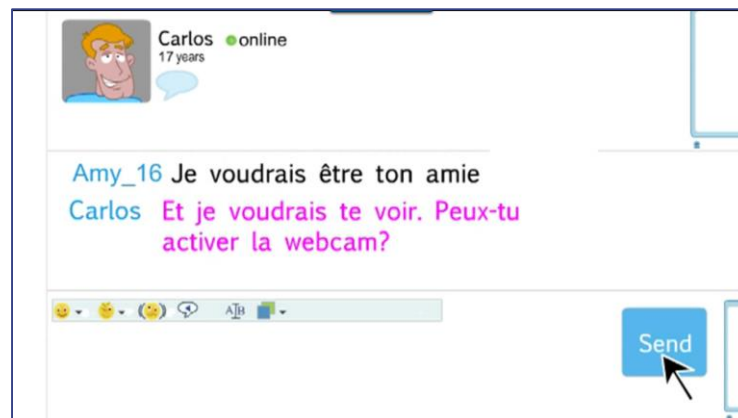




Available in different languages



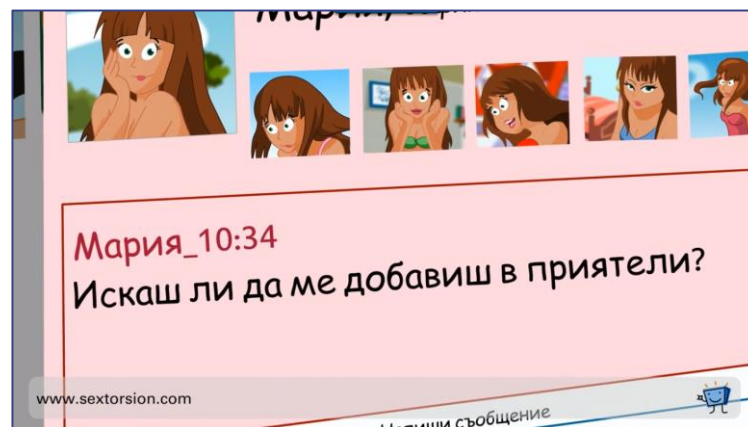
English



French



Arabic



Bulgarian





Adaptation for people with intellectual disabilities

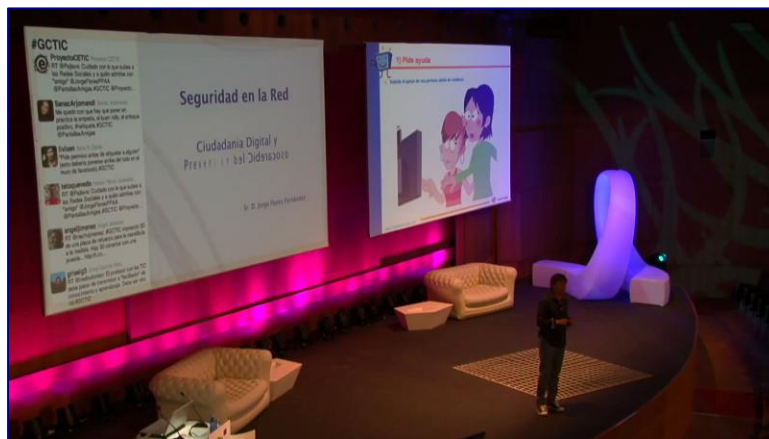
- In collaboration with and organization that works with people with intellectual disabilities, adapting:
 - Duration
 - Pace
 - Language
 - Speech balloons
 - Voice over





PantallasAmigas: much more than the best YouTube channel for Internet Safety

Awareness, workshops, research, help line, publications, educational programs and resources, videogames...



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Why PantallasAmigas?

Social and stakeholder's perception





Thanks!



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