



Internet – (k)ein rechtsfreier Raum,
Lehren und Lernen durch die Datenschutz-App zur Verbesserung der
Medienkompetenz im Bereich der Erwachsenen-, Jugend- und Schulbildung
Projekt Nr. 2015-1-DE02-KA204-002532

RESULTS OF THE NEEDS ANALYSIS



Supported by the European Union



Dieses Projekt wurde mit Unterstützung der Europäischen Kommission finanziert.
Die Verantwortung für den Inhalt dieser Veröffentlichung trägt allein der Verfasser;
die Kommission haftet nicht für die weitere Verwendung der darin enthaltenen Angaben.

SAMPLE

- 878 completed questionnaires from seven countries

AT, BG, BE, DE, GR, SL, TR

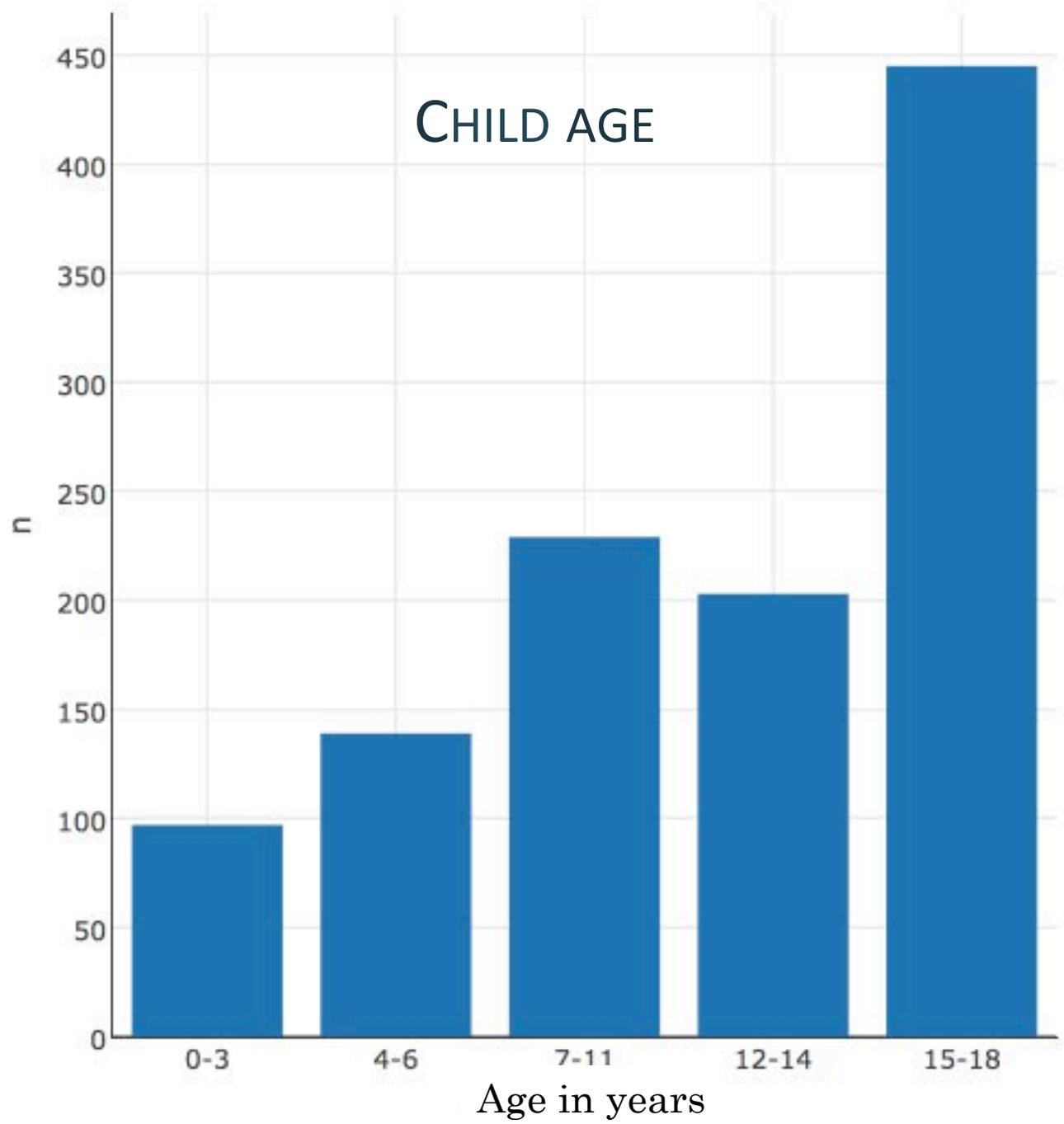
- Aim of the analysis: **Determining the needs:**
 - Is Data-safety/-security a current topic?
 - Is there a problem awareness?
 - Is demand formulated?
 - What kind of demand? What do the parents need?
- What else is of interest?
 - Analysing the needs in terms of child age and citizenship

ANALYSIS

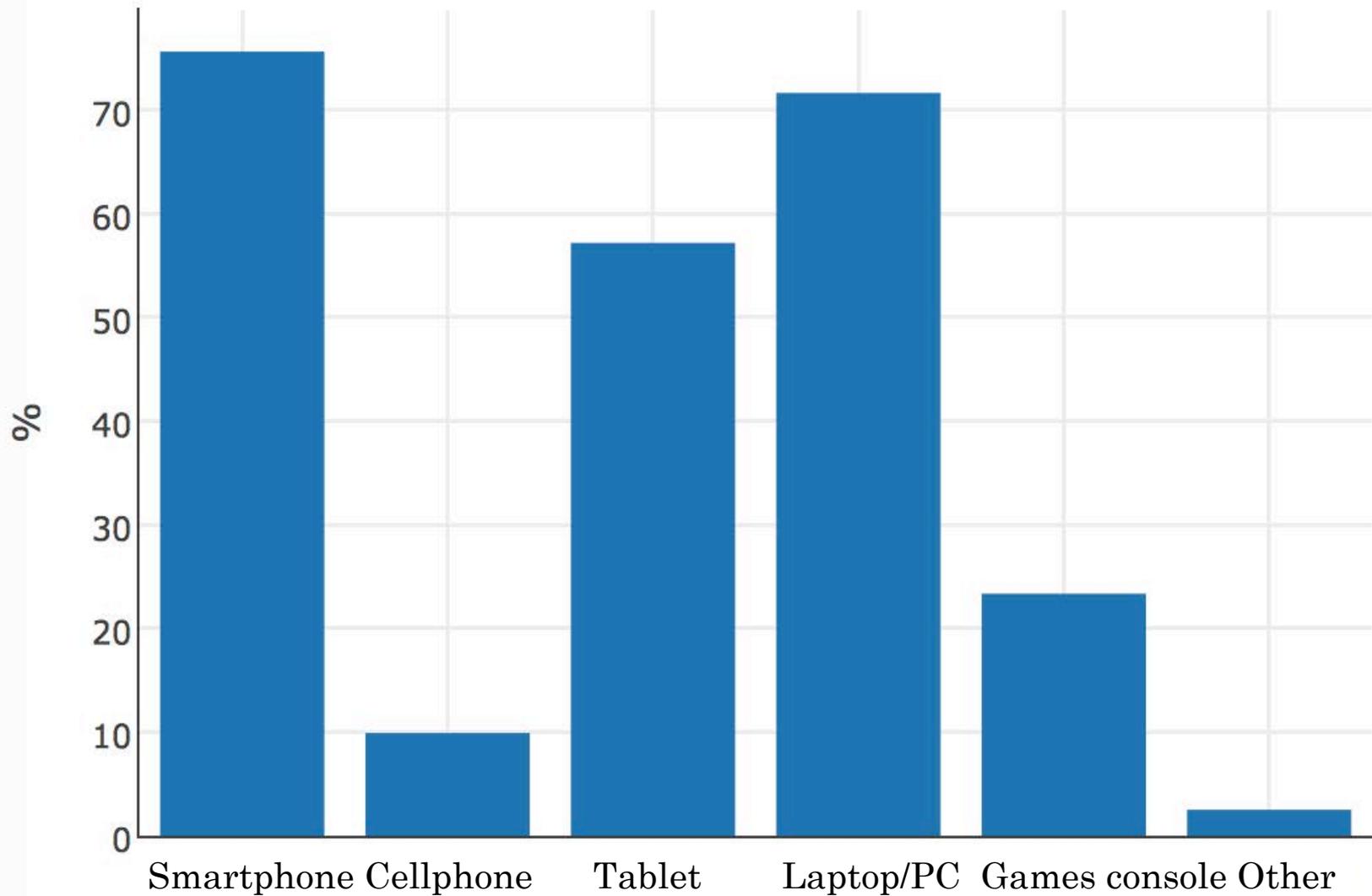
- The results are presented as frequencies mainly in inter-country comparison
- The reported numbers are given as percentage for better comparison
- Multiple answers where allowed for almost all questions

PARTICIPANTS?

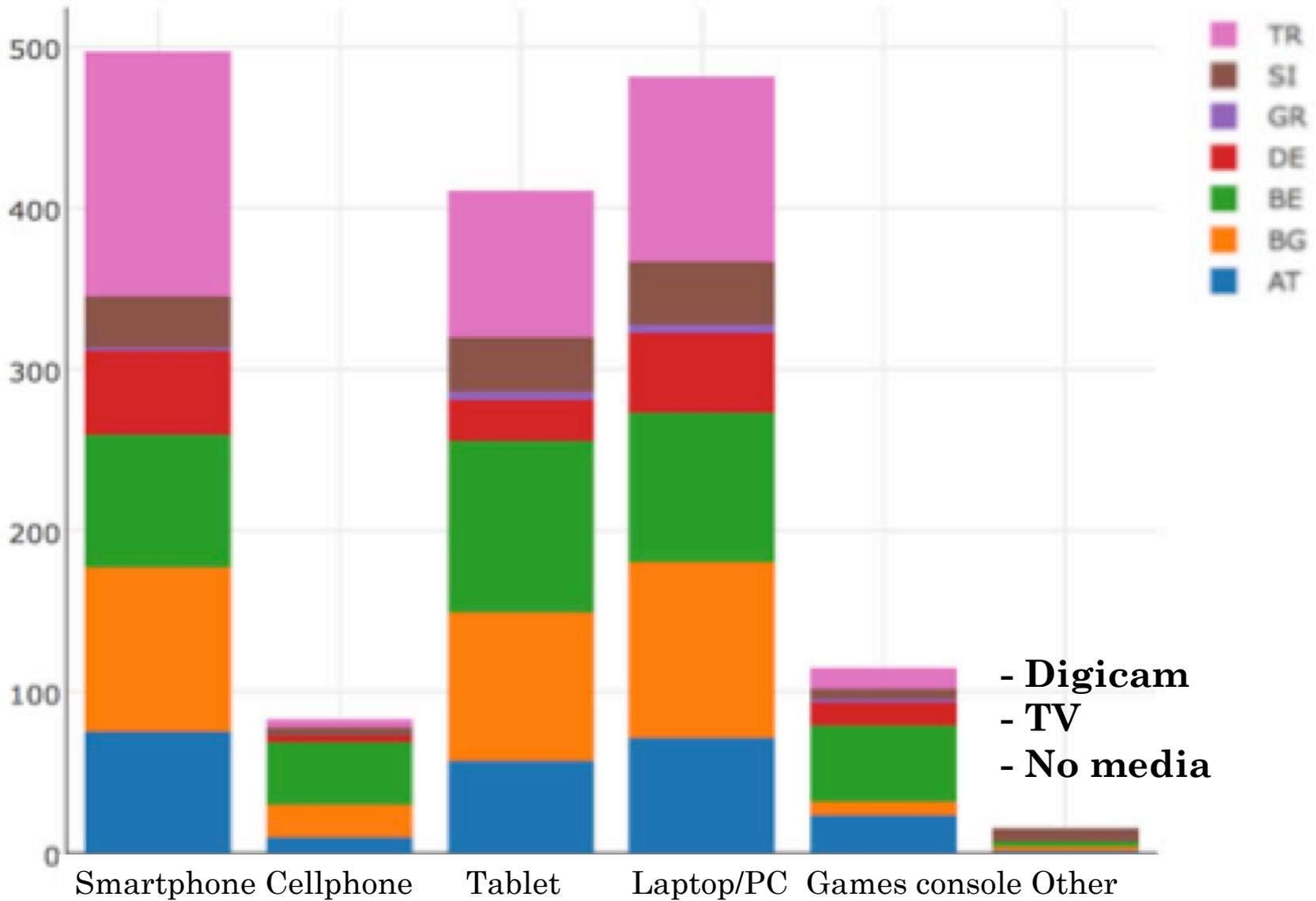
- 606 Parents (69%)
- 122 Grandparents(14%)
- 143 Teachers (16%)
- 48 Else (5%)
 - Interested persons
 - Future parents
 - Partner of single mothers
 - Godmothers
 - Stepmothers
 - Youth workers



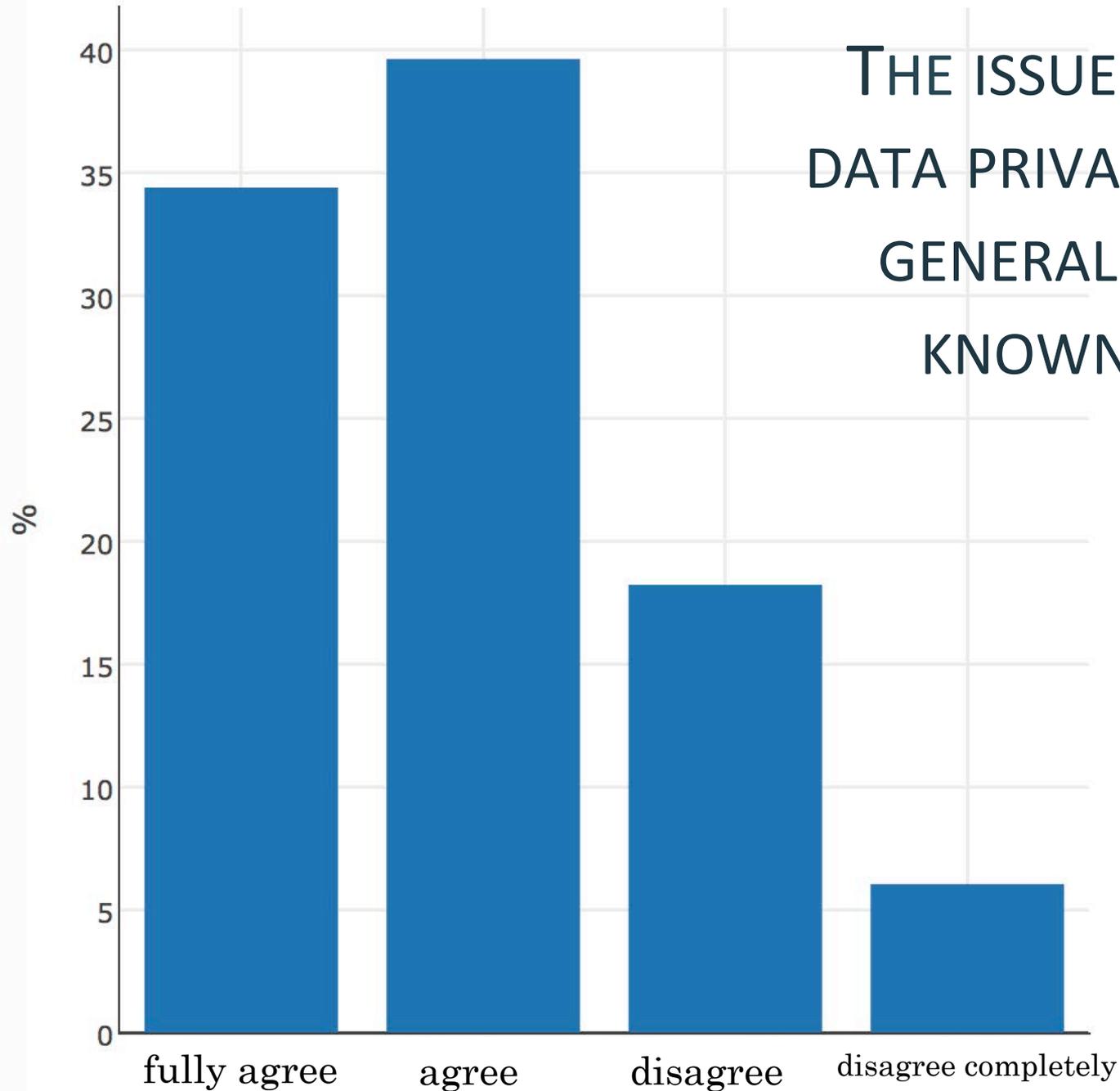
MEDIA



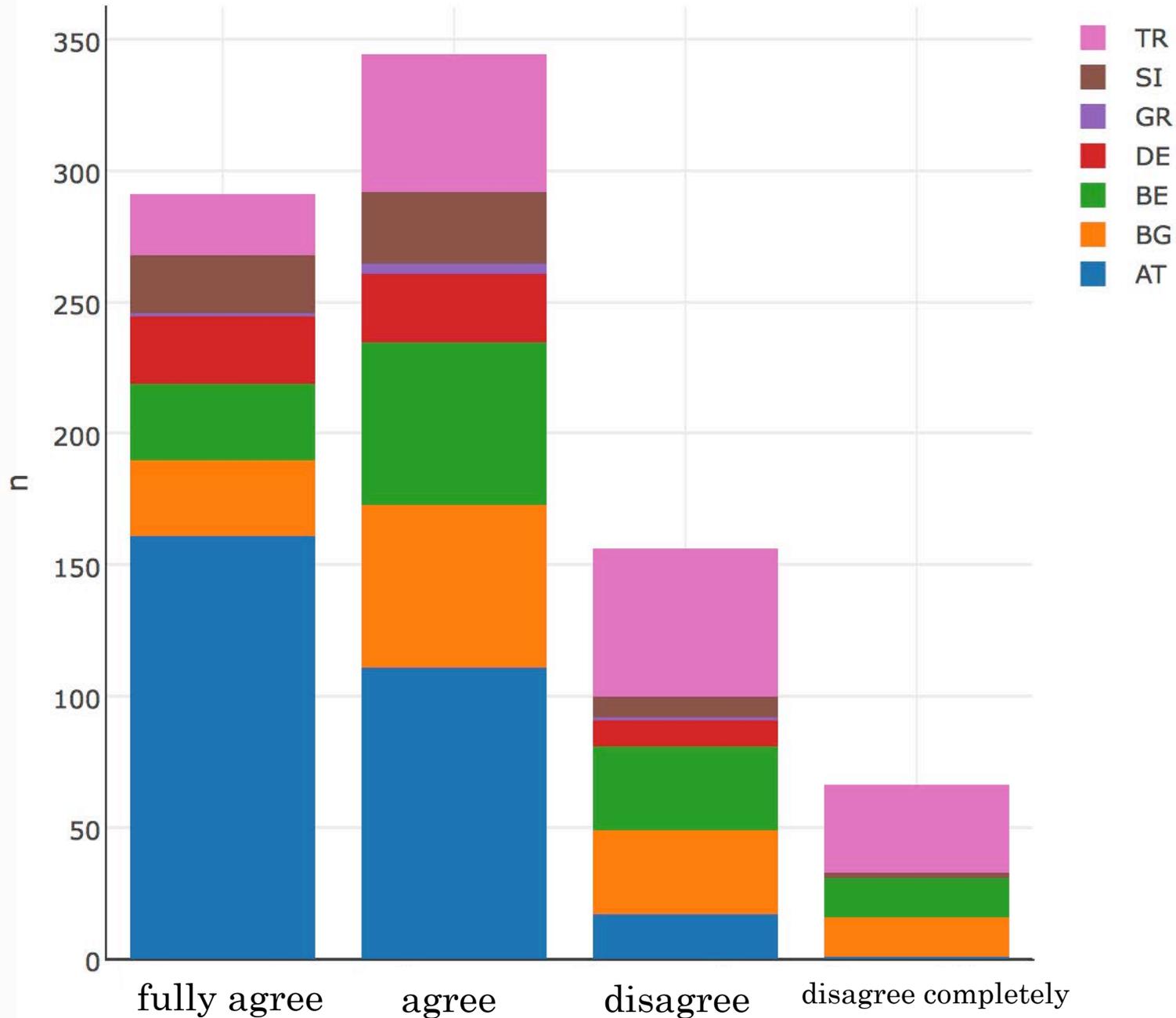
MEDIA



THE ISSUE OF DATA PRIVACY IS GENERALLY KNOWN



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88% KNOW WHATS A PRIVACY STATEMENT.

**HOWEVER, THESE DECLARATIONS ARE RARELY
OR NEVER READ BY:**

-23% CONCERNING ONLINE BANKING

-27% CONCERNING SOCIAL MEDIA

-32% CONCERNING APPS

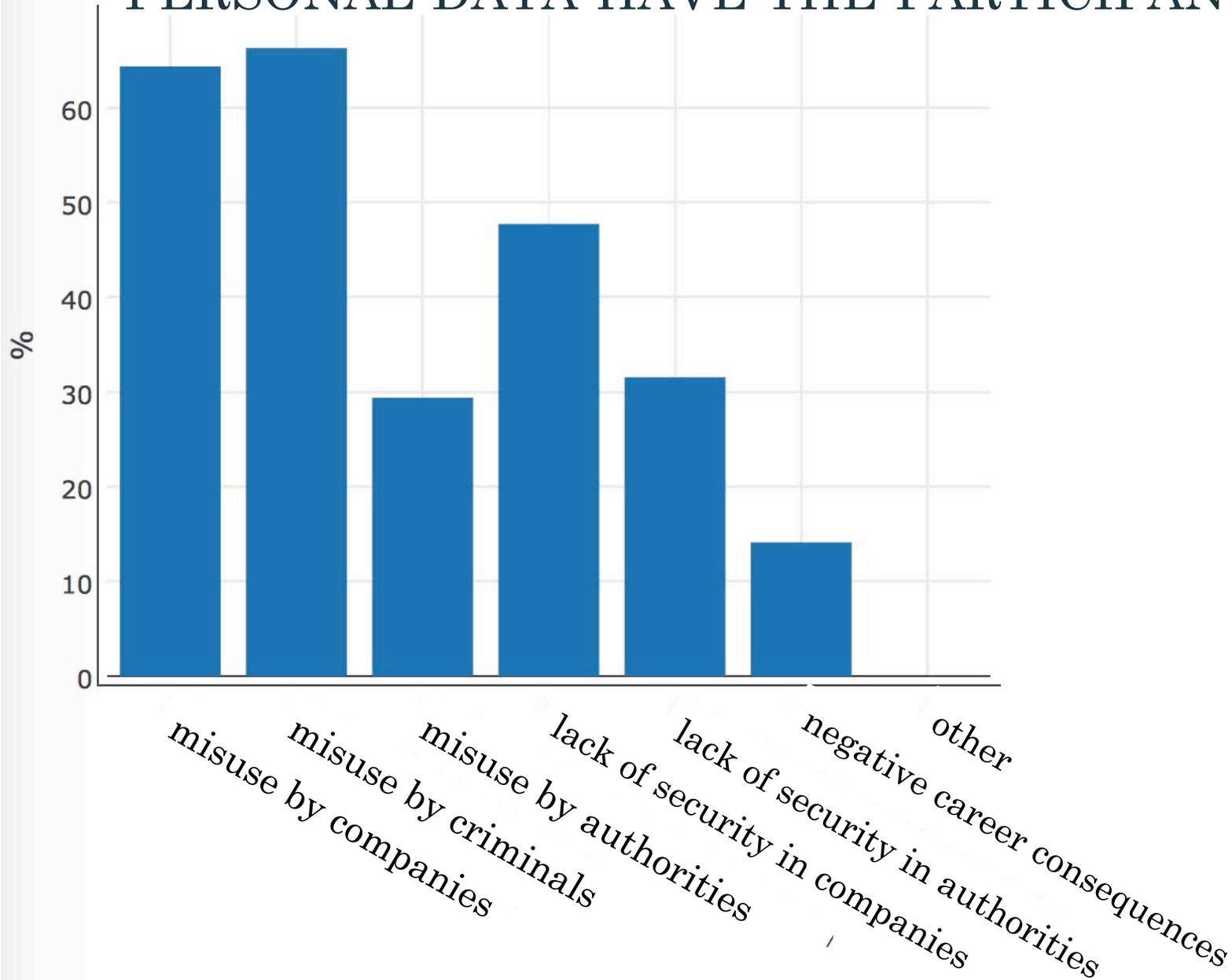
-38% CONCERNING CLOUD SERVICES

85% OF RESPONDENTS HAVE CONCERNS ABOUT
PROTECTING THEIR PERSONAL INFORMATION ONLINE.

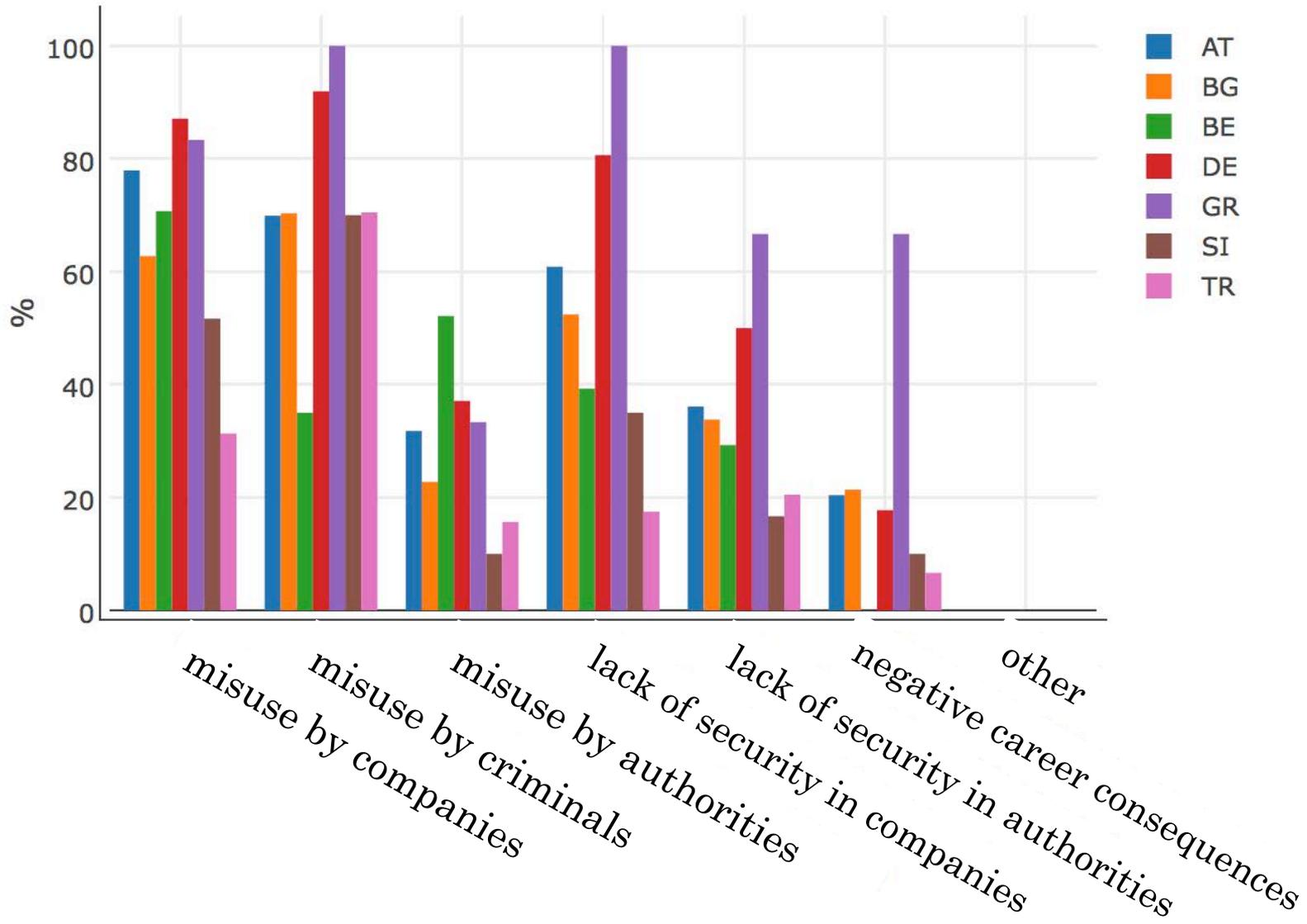
MOST CONCERNED ARE THE **GERMAN**
97%.

LEAST CONCERNED ARE THE **BELGIAN**
76%.

WHAT CONCERNS REGARDING THEIR PERSONAL DATA HAVE THE PARTICIPANTS?

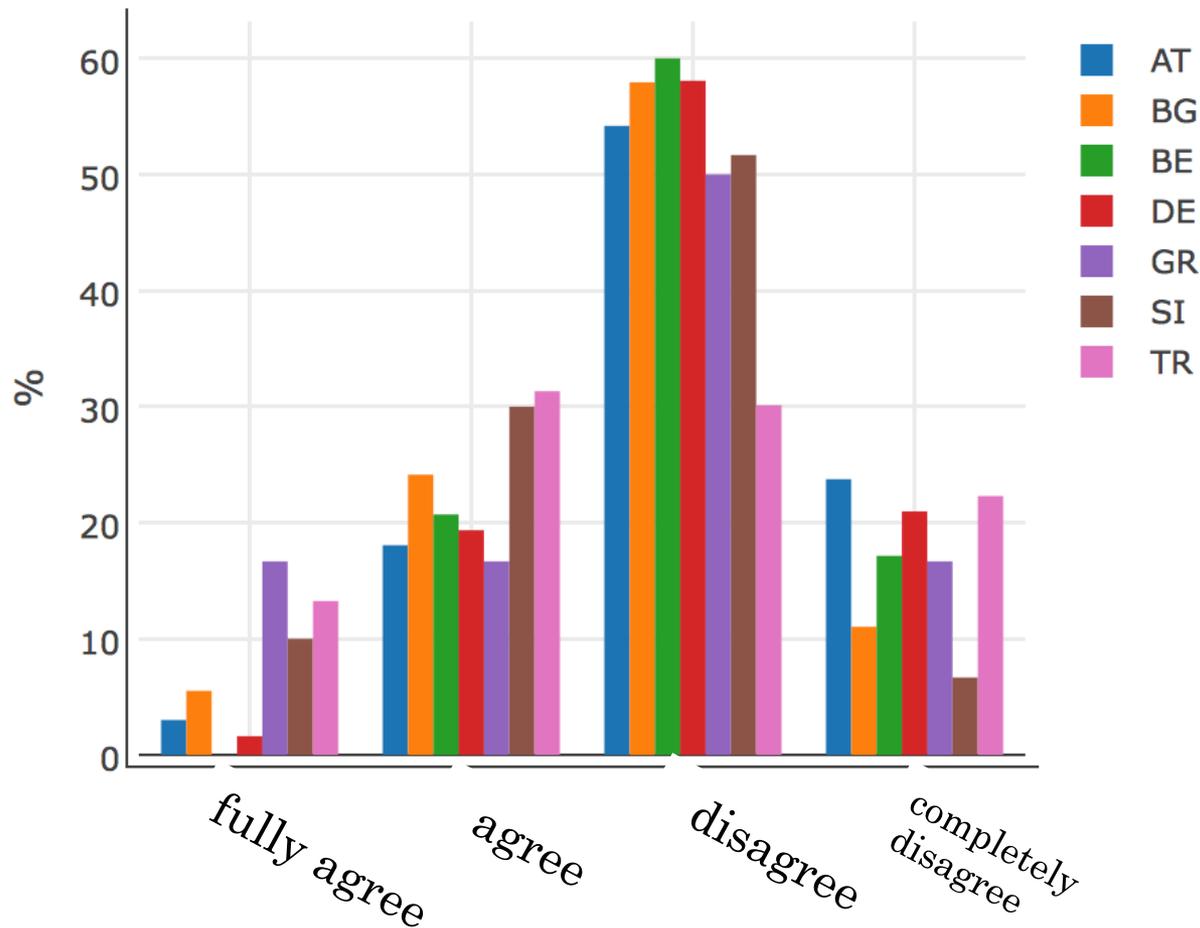


WHAT CONCERNS REGARDING THEIR PERSONAL DATA HAVE THE PARTICIPANTS?



WHEREFORE COMPANIES USE MY AND MY CHILD'S PERSONAL DATA?

Are you well informed?

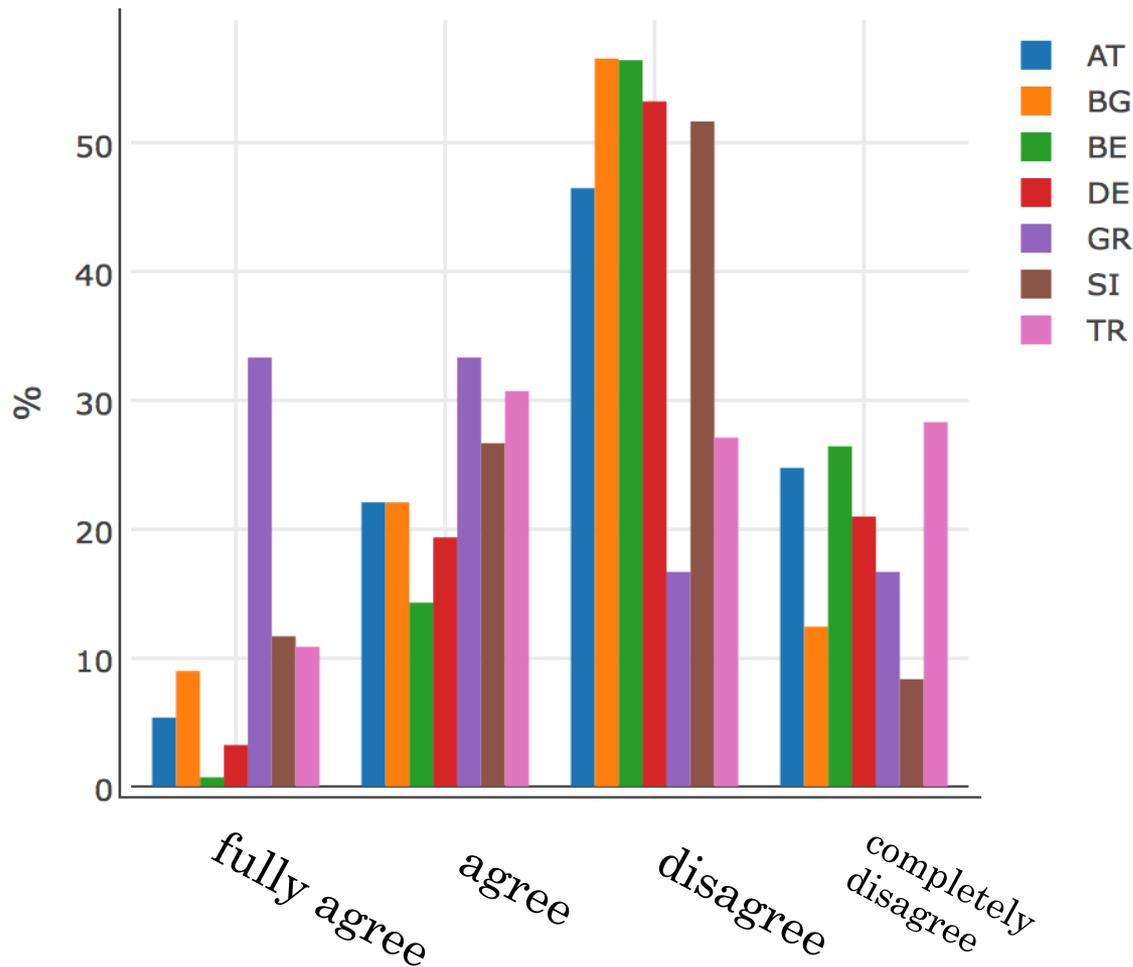


Need for support/
more information?

67%

WHEREFORE PRIVATE INDIVIDUALS USE MY AND MY CHILD'S PERSONAL DATA?

Are you well informed?

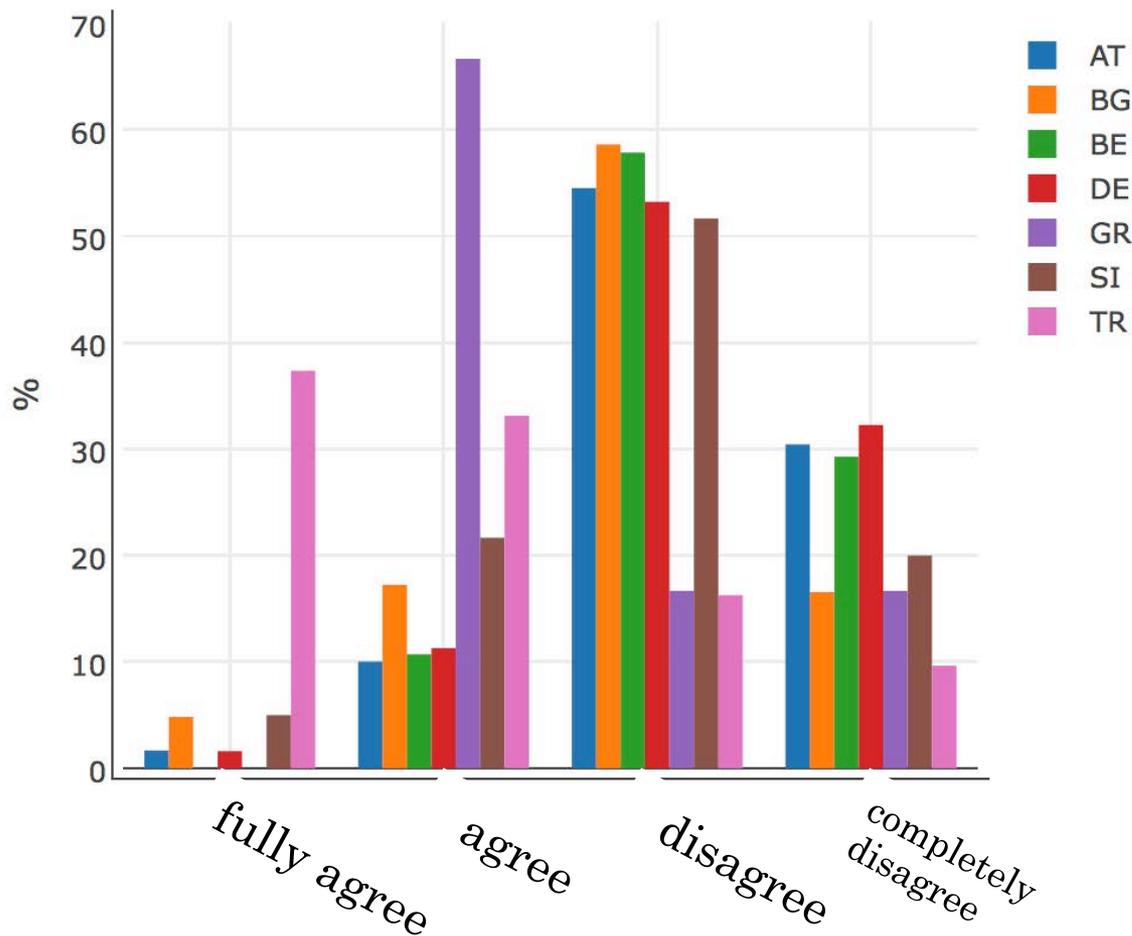


Need for support/
more information?

63%

HOW COMPANIES ENSURE THE SECURITY OF MY AND MY CHILD'S PERSONAL DATA?

Are you well informed?

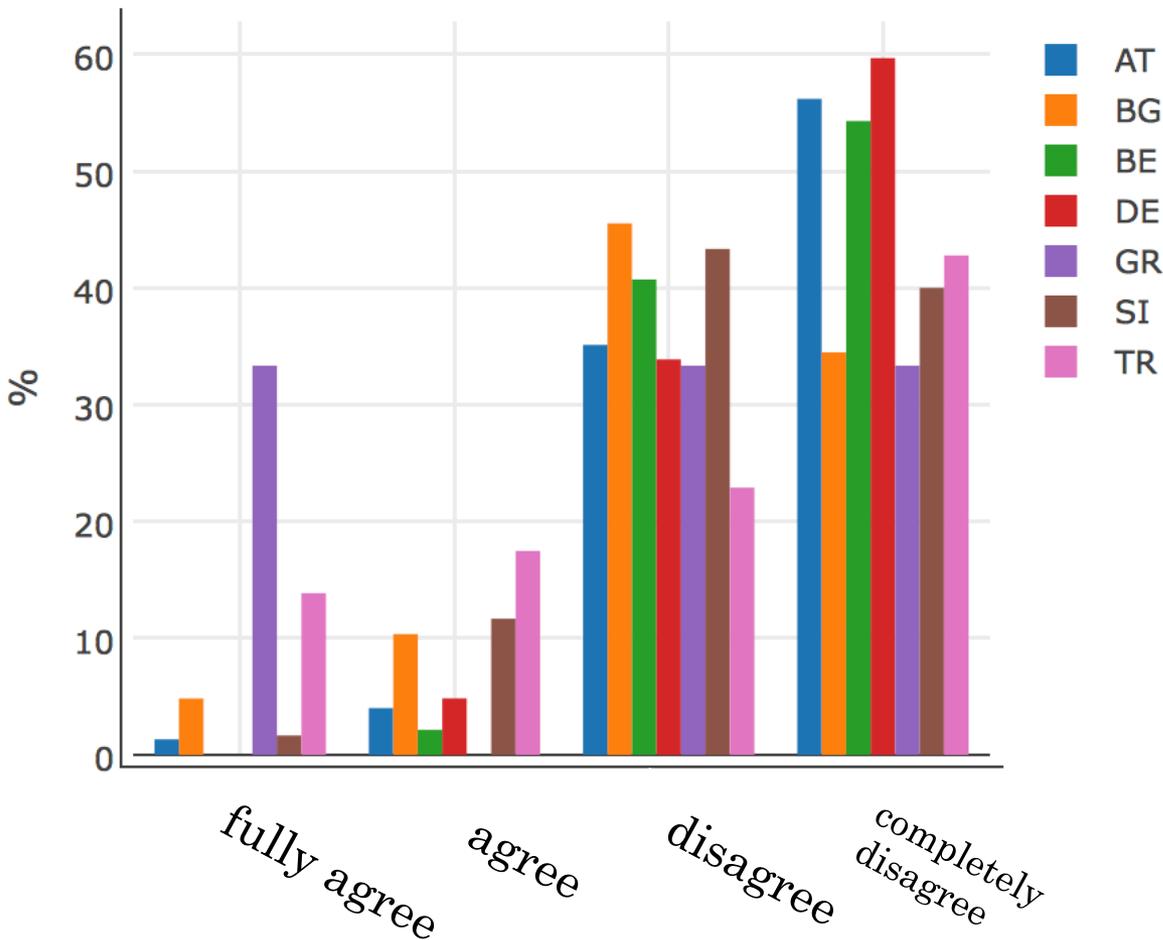


Need for support/
more information?

61%

IN WHICH COUNTRIES COMPANIES TRANSFER MY AND MY CHILD'S PERSONAL DATA?

Are you well informed?

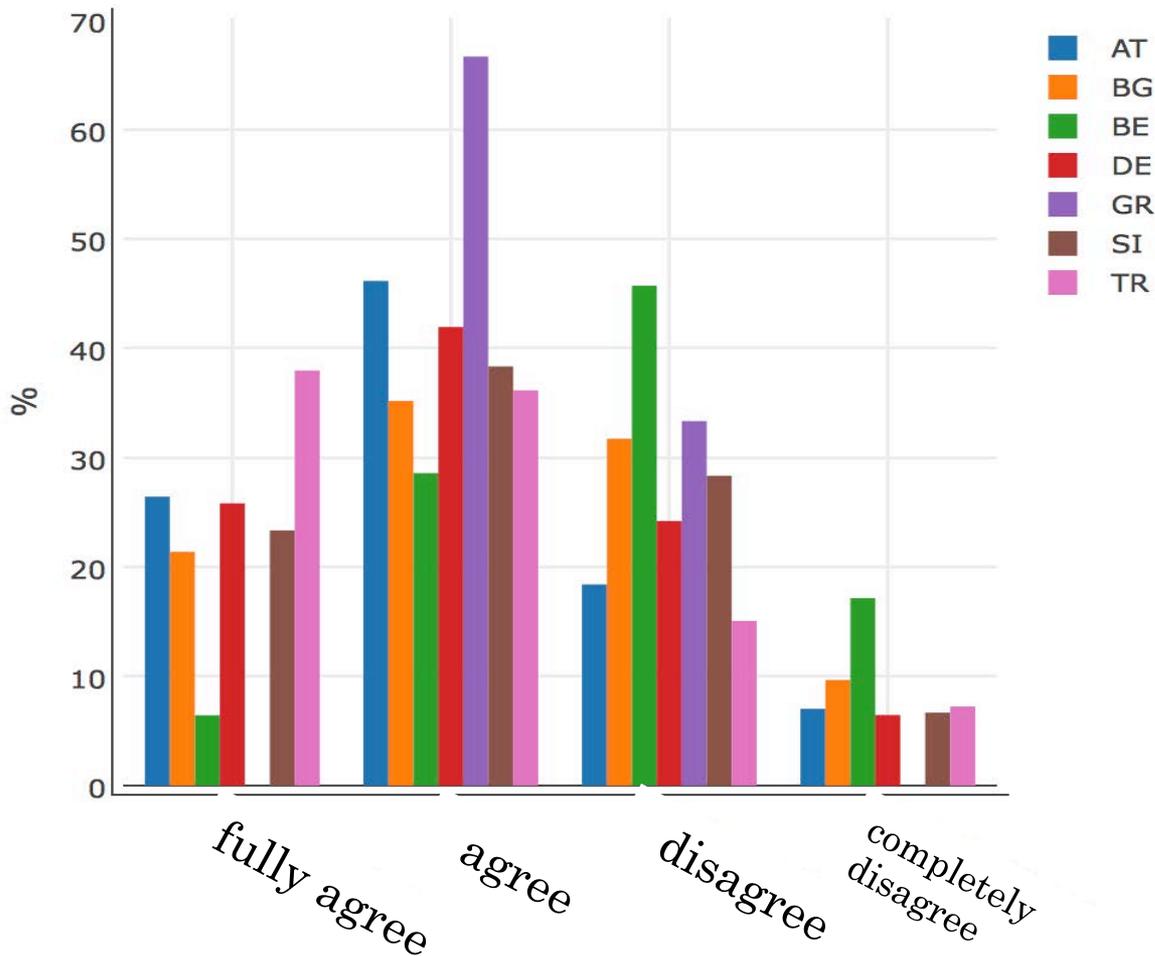


Need for support/
more information?

60%

WHAT DATA I OR MY CHILD SHOULD NOT PROVIDE ONLINE

Are you well informed?

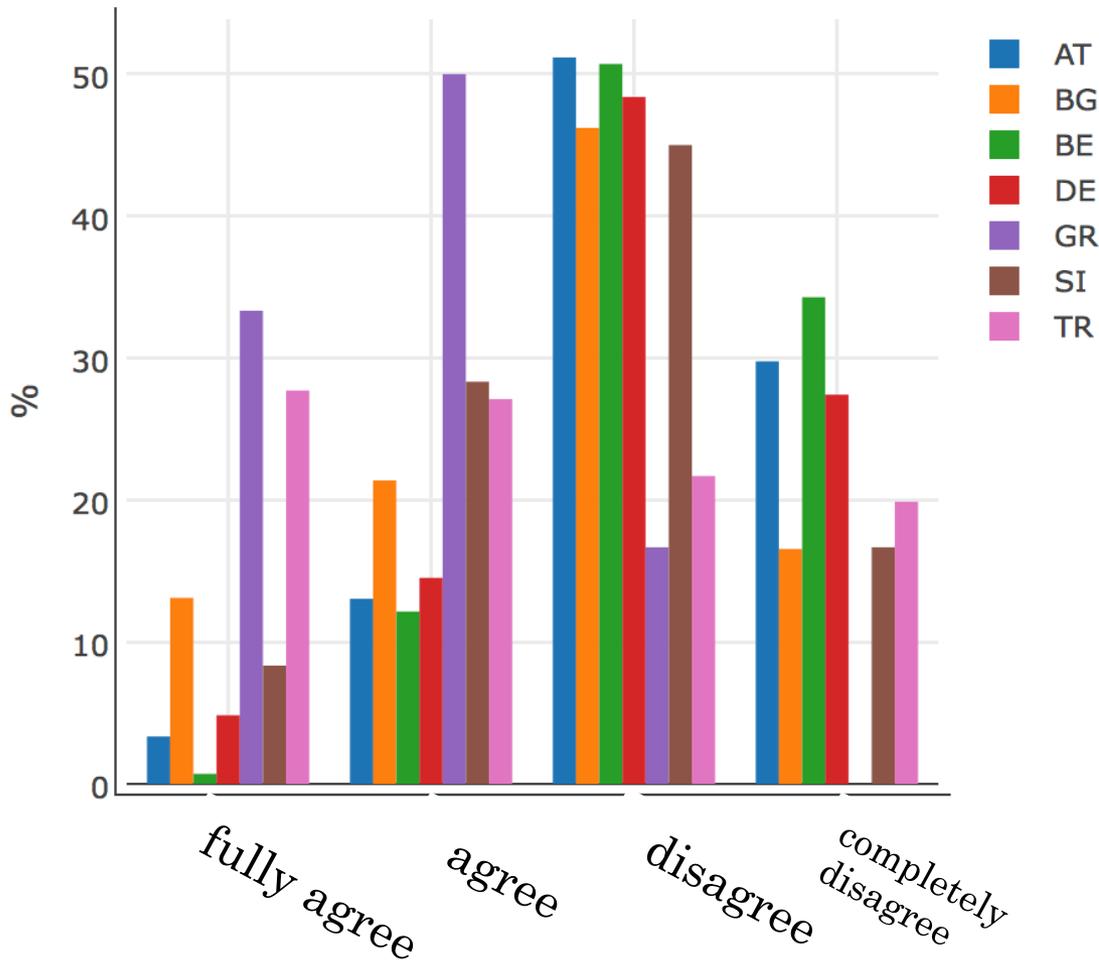


Need for support/
more information?

44%

WHO HAS ACCESS TO MY AND MY CHILD'S PERSONAL ONLINE DATA?

Are you well informed?

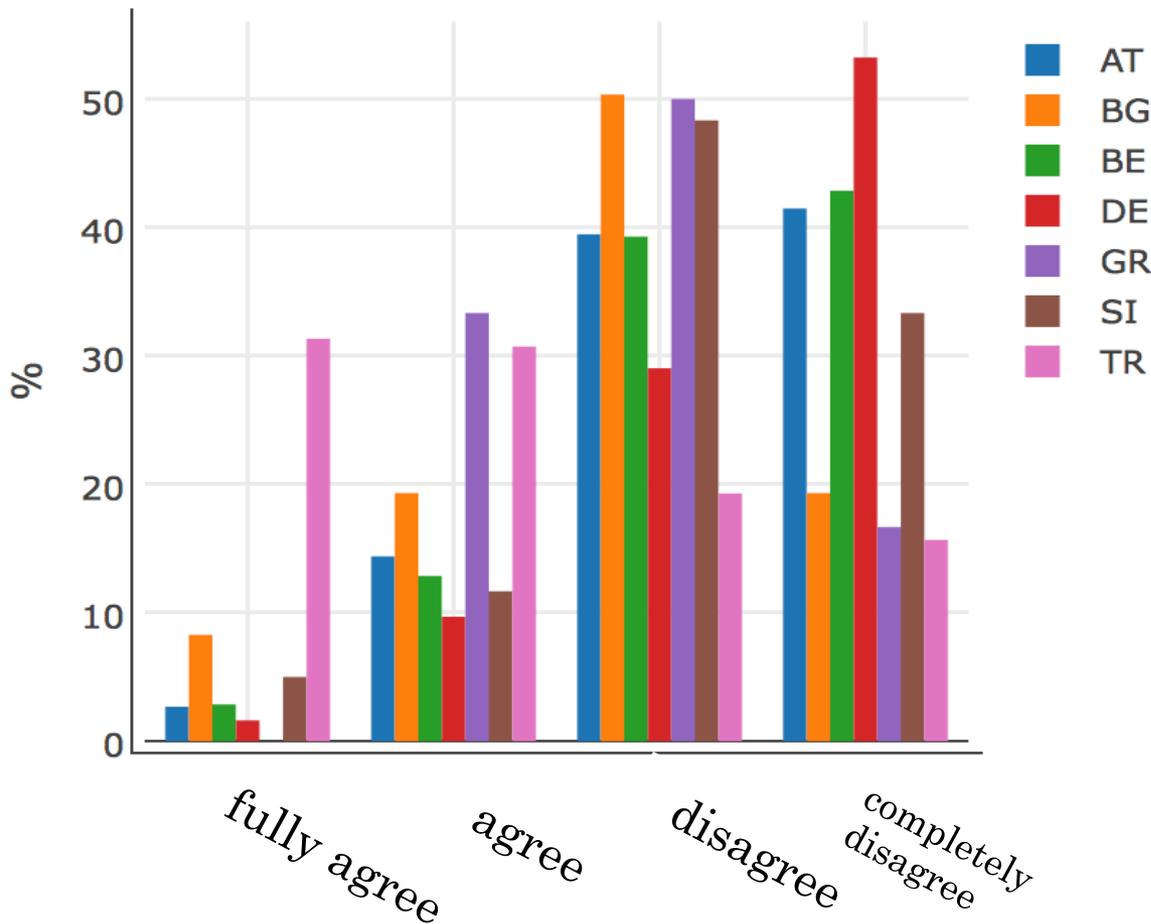


Need for support/
more information?

58%

HOW I CAN REMOVE PERSONAL ONLINE DATA?

Are you well informed?

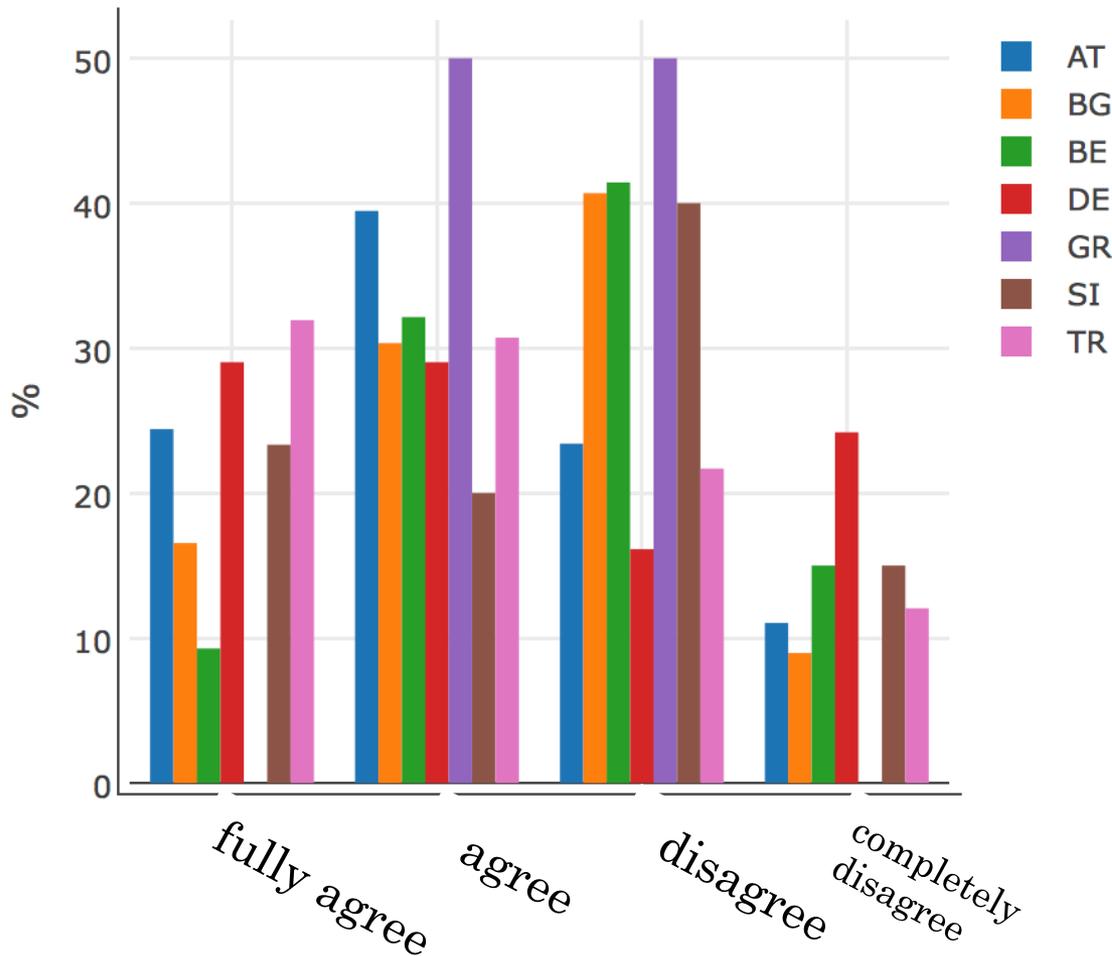


Need for support/
more information?

61%

HOW I CAN PROVE THE SECURITY LEVEL OF MY PASSWORD?

Are you well informed?

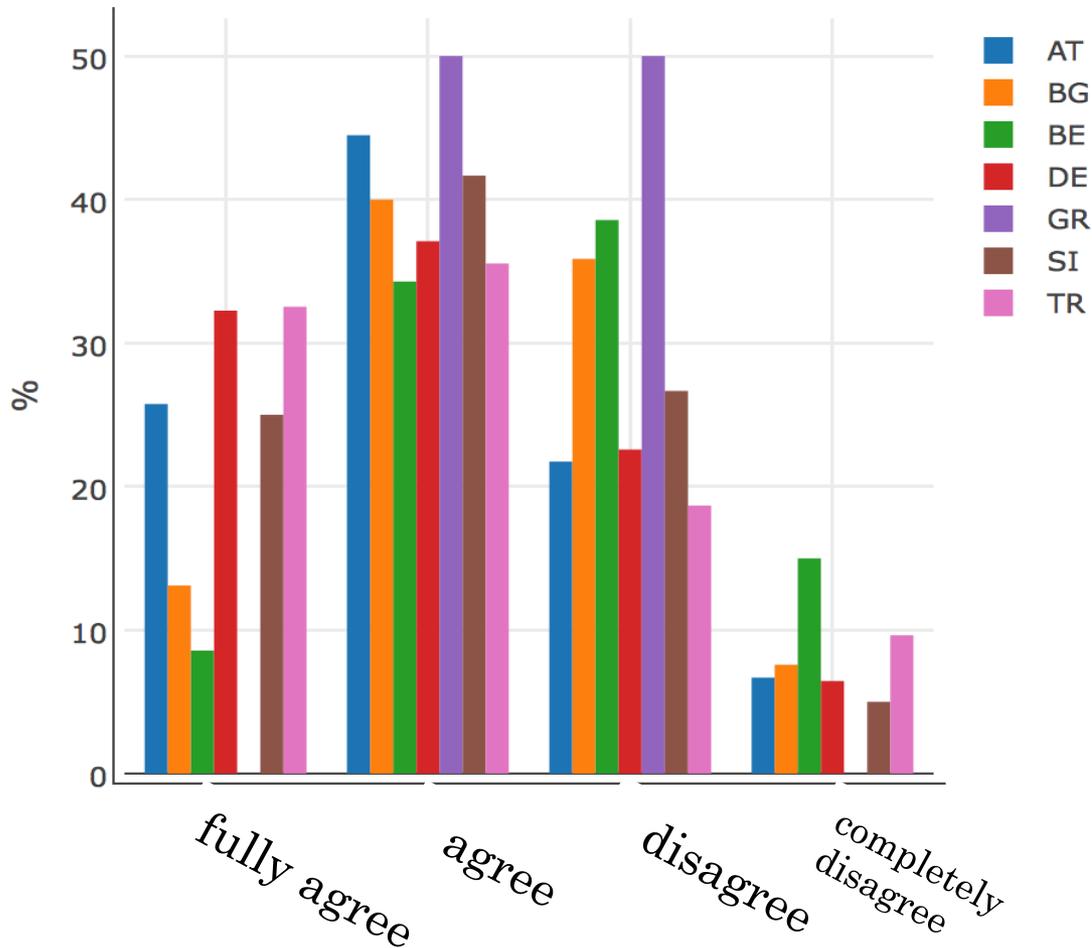


Need for support/
more information?

36%

HOW DO I HANDLE PASSWORDS IN A SECURE WAY?

Are you well informed?

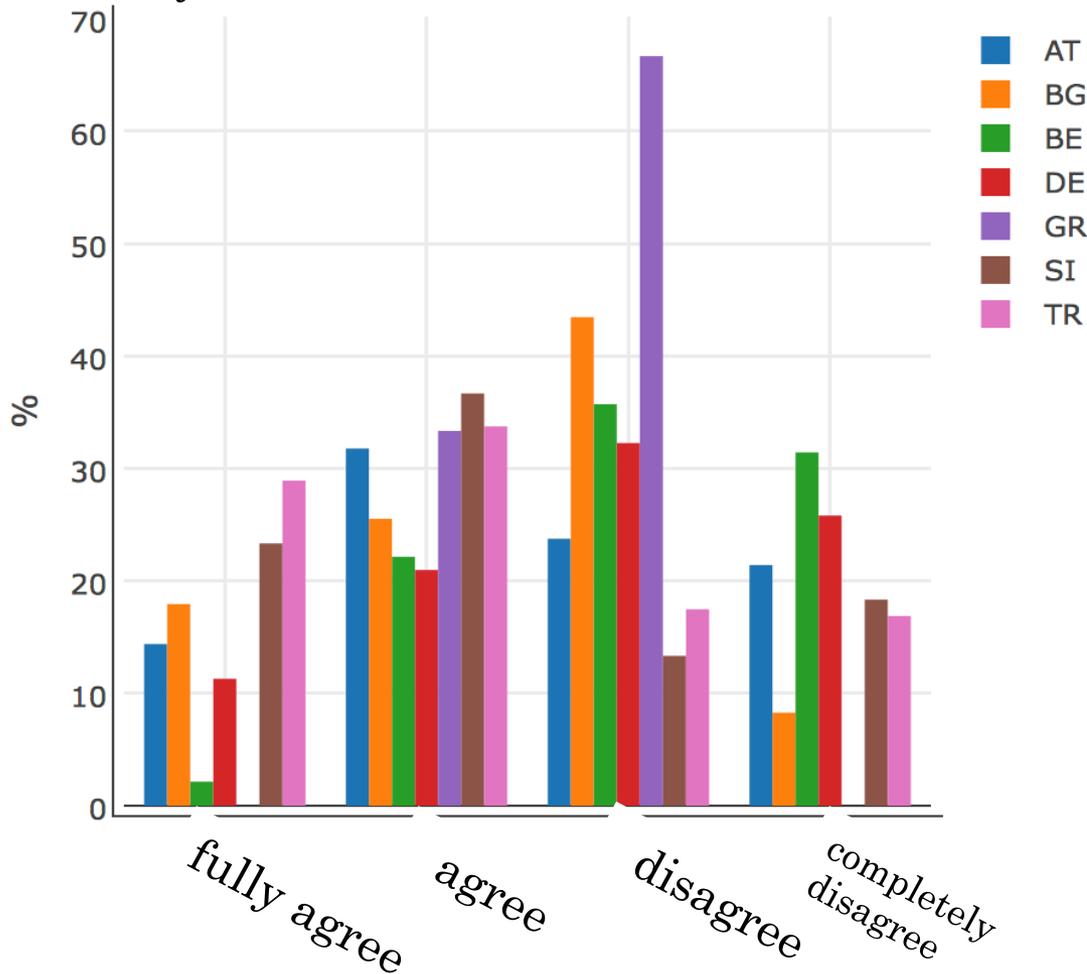


Need for support/
more information?

33%

HOW DO I SET SECURITY SETTINGS IN SOCIAL MEDIA (E.G. FACEBOOK)?

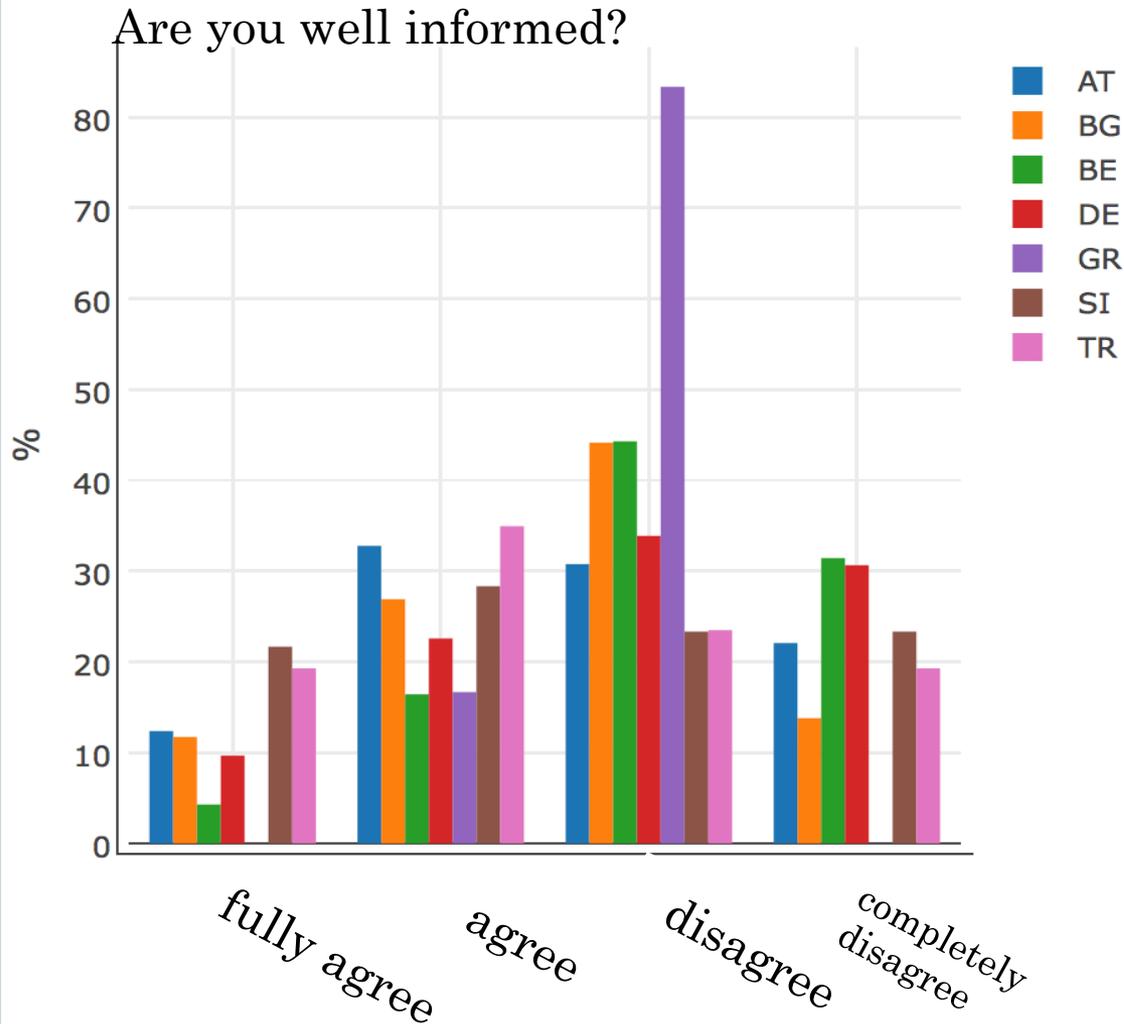
Are you well informed?



Need for support/
more information?

40%

HOW DO I SET SECURITY SETTINGS IN MY WEB BROWSER (E.G. FIREFOX)?

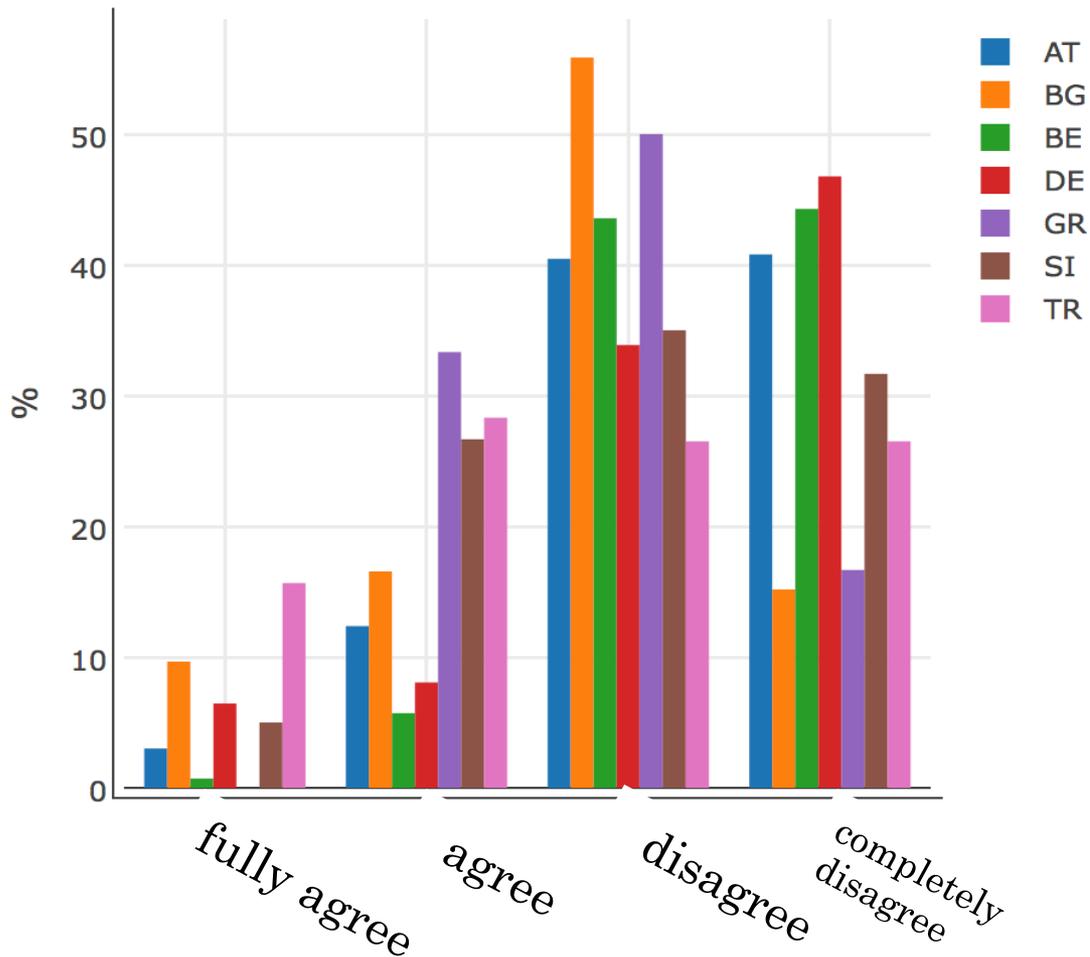


Need for support/
more information?

44%

WHAT DATA APPS ON MY SMARTPHONE OR TABLET SEND INTO THE INTERNET?

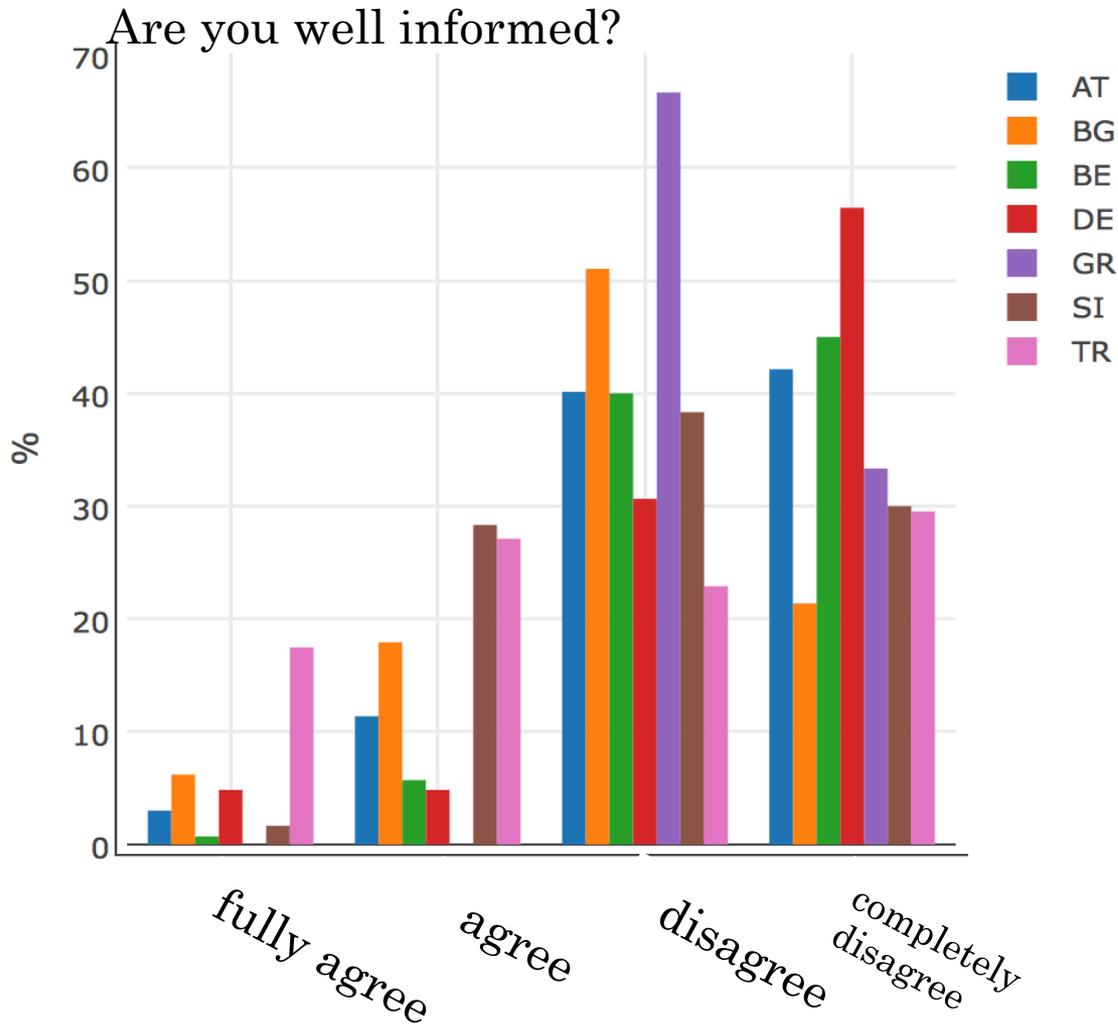
Are you well informed?



Need for support/
more information?

54%

WHY APPS ON MY SMARTPHONE OR TABLET SEND DATA INTO THE INTERNET?

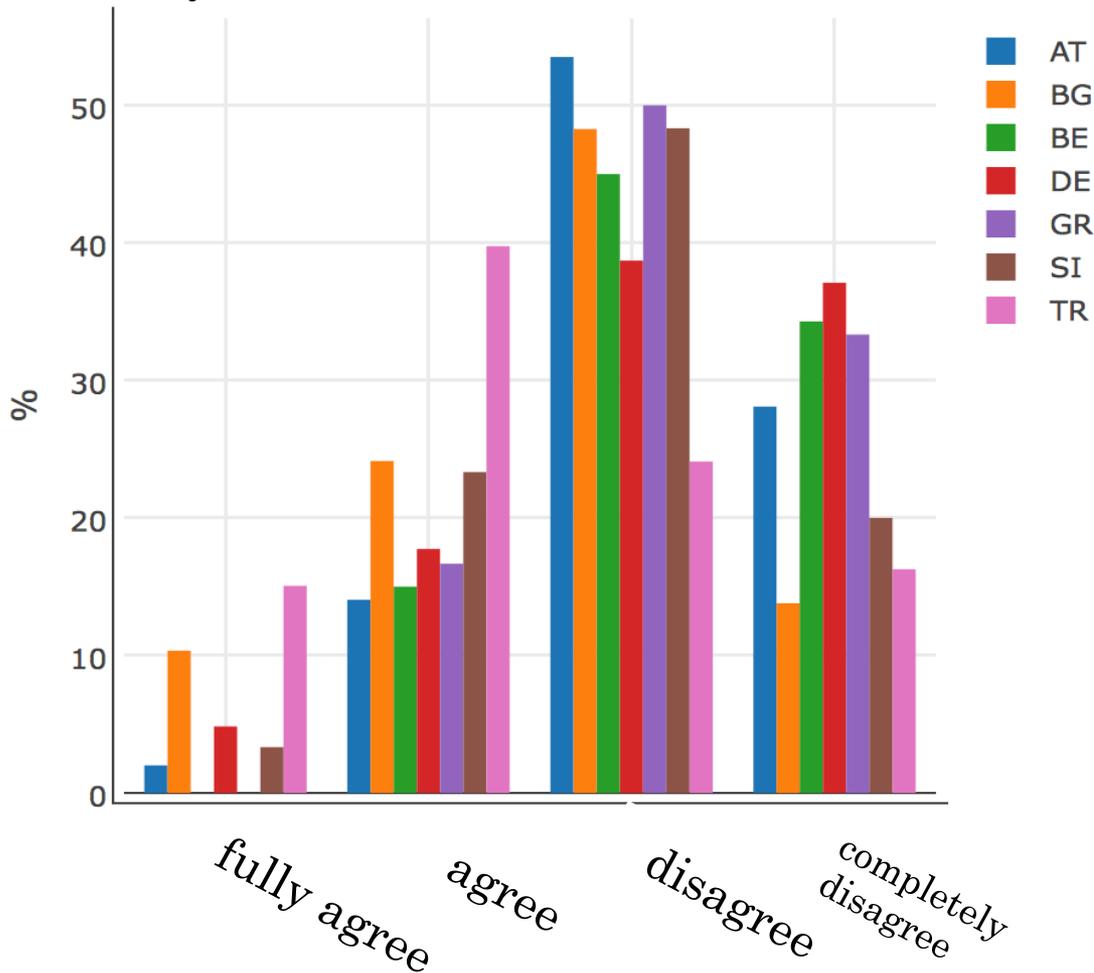


Need for support/
more information?

53%

WHAT ARE MY RIGHTS REGARDING MY PERSONAL INFORMATION ONLINE?

Are you well informed?



Need for support/
more information?

57%

CONCLUSIONS

- **Most of the affected children are between 15-18 years old**
- **The most important media are smartphone and PC**
- **Most concerns people have when it comes to missuse of their data by criminals or companies.**

CONCLUSIONS

- **People have little information about wherefore companies use their personal information. → 67 % expressed information needs in this topic.**

CONCLUSIONS

- **Other highlight questions:**
 - Wherefore private individuals use my and my child's personal data?
 - How companies ensure the security of my and my child's personal data?
 - How I can remove personal online data?
 - In which countries companies transfer my and my child's personal data?

CONCLUSIONS

- There are no strong differences between countries.
- There is a slight tendency, the more well-informed people have more concerns.
- There is a slight tendency, that younger children prefer using a tablet.