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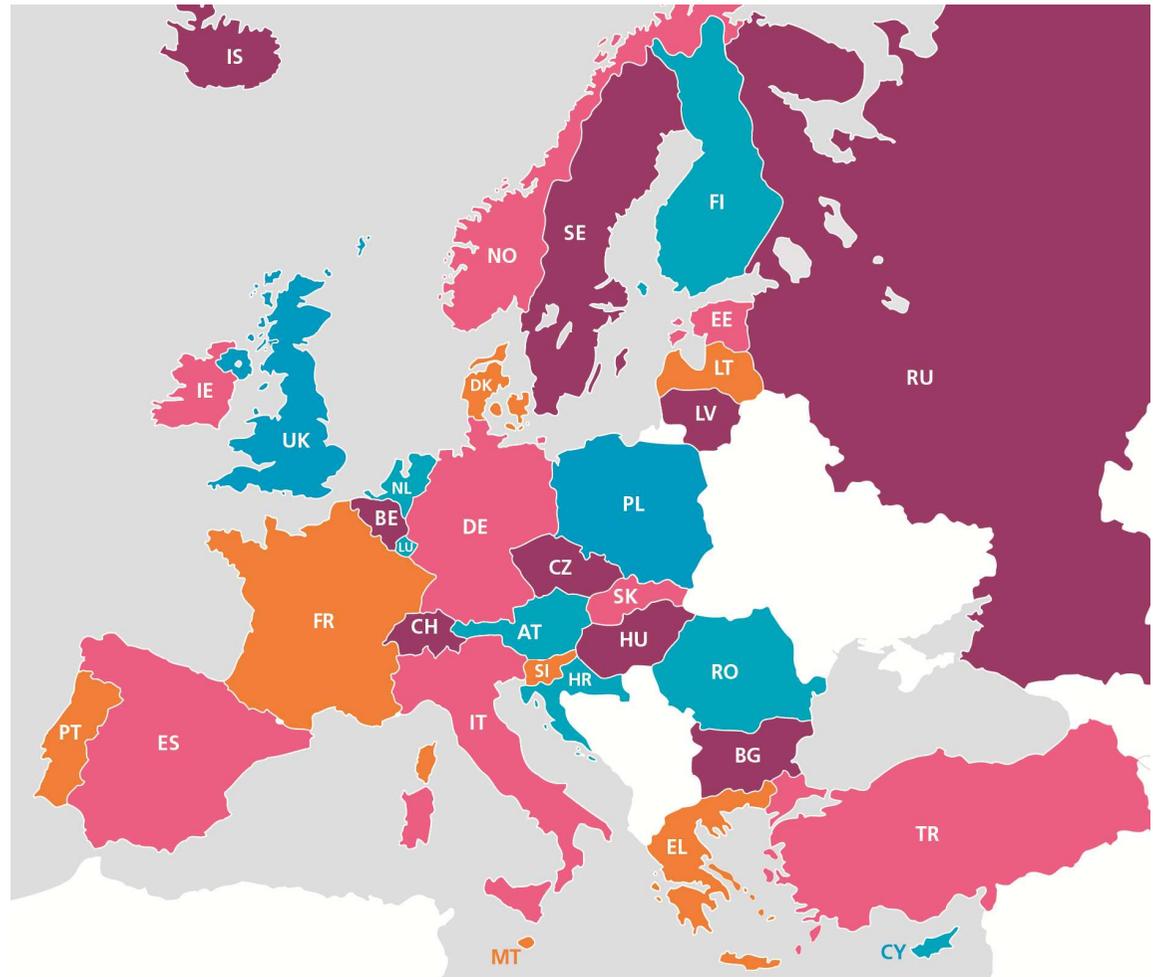
Developing social media literacy

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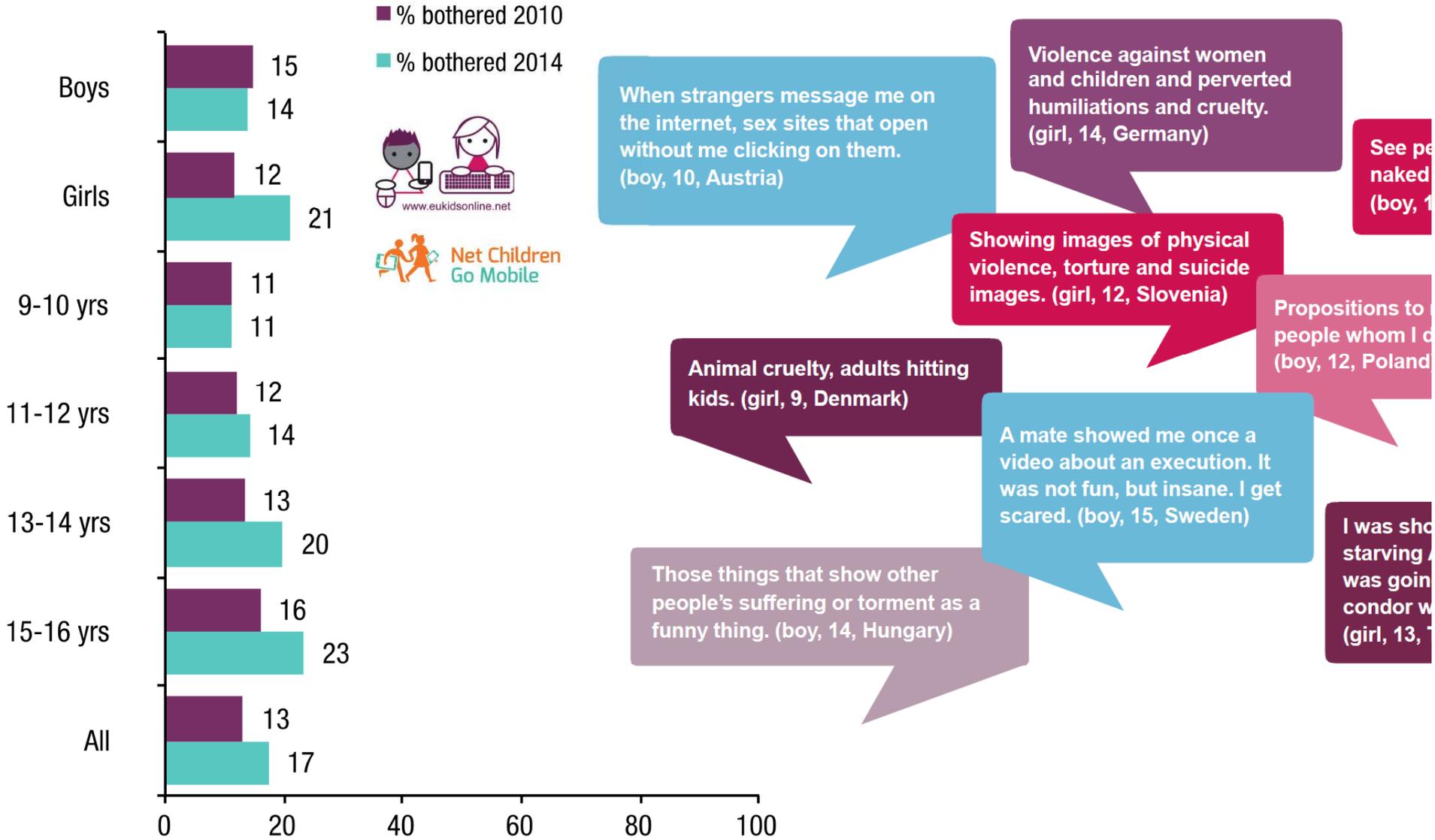
EU Kids Online



- EU Kids Online aims to enhance knowledge of the experiences and practices of European children and parents regarding risky and safer use of the internet
- It aims to provide a rigorous evidence base to support stakeholders in efforts to maximize online opportunities while minimizing the risk of harm



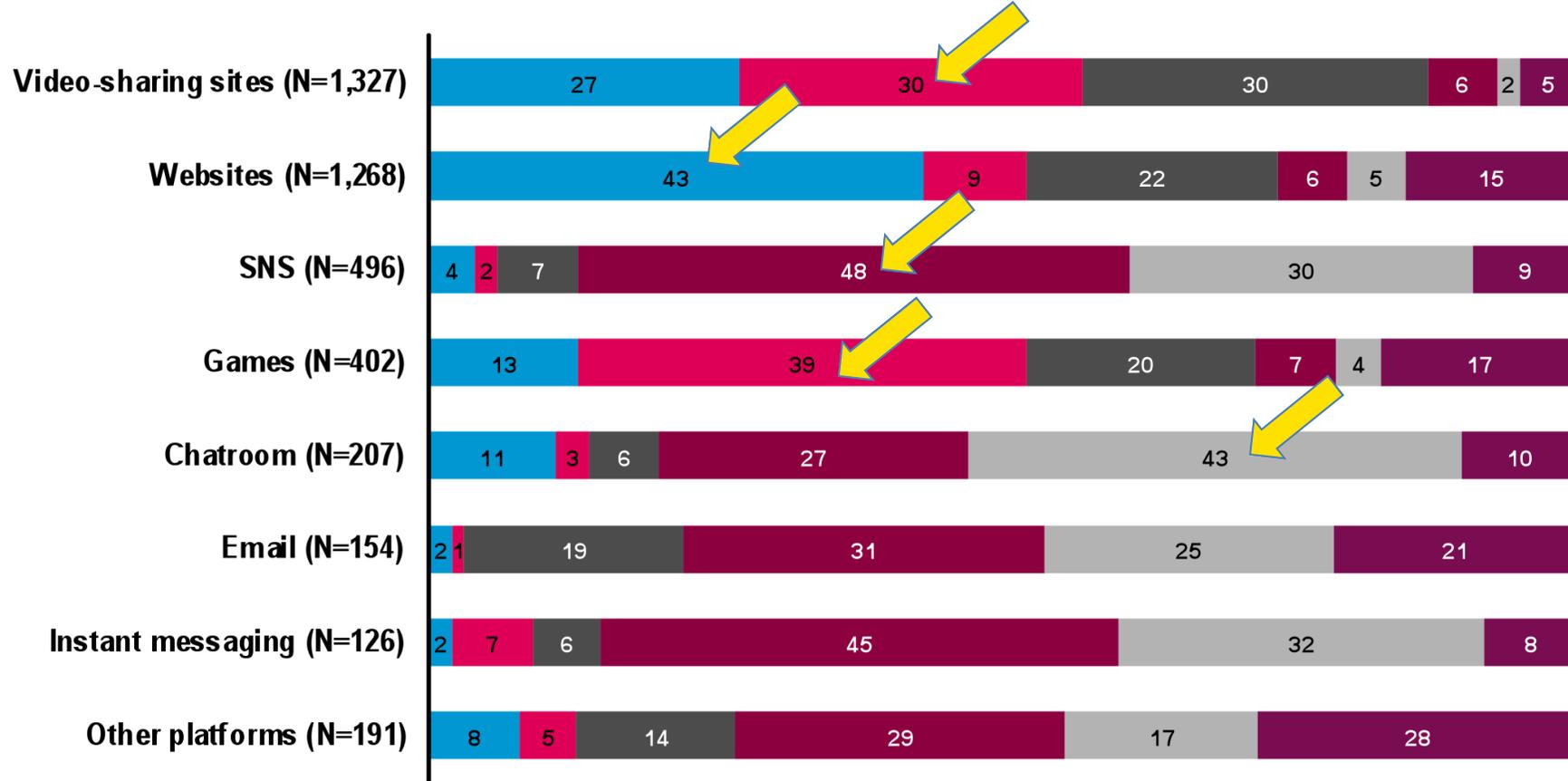
Internet use brings some problems



Risks depend on the platform and associated norms of behaviour

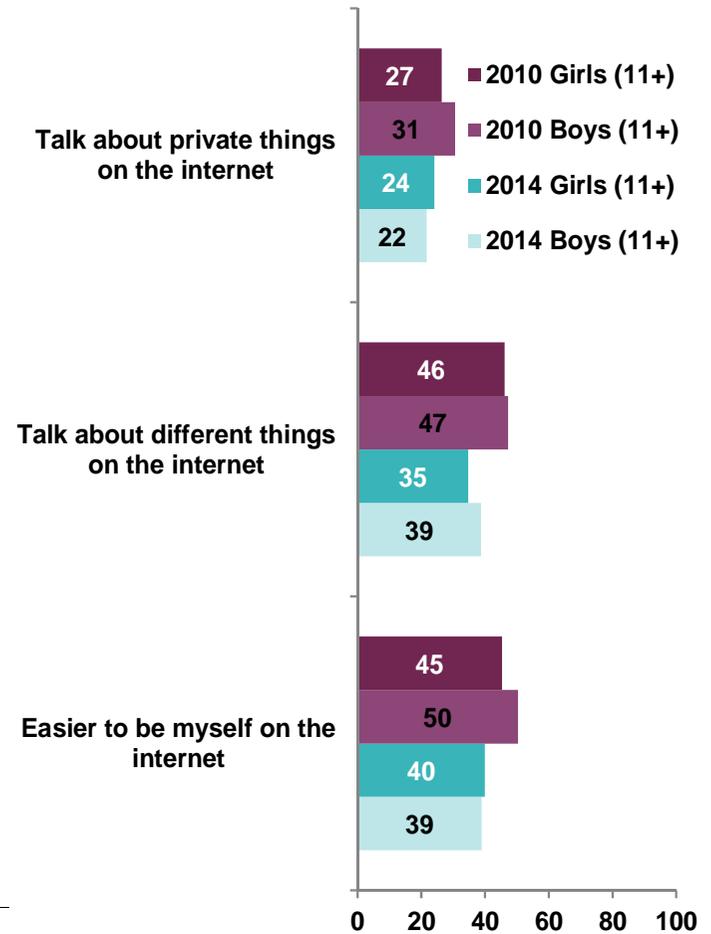
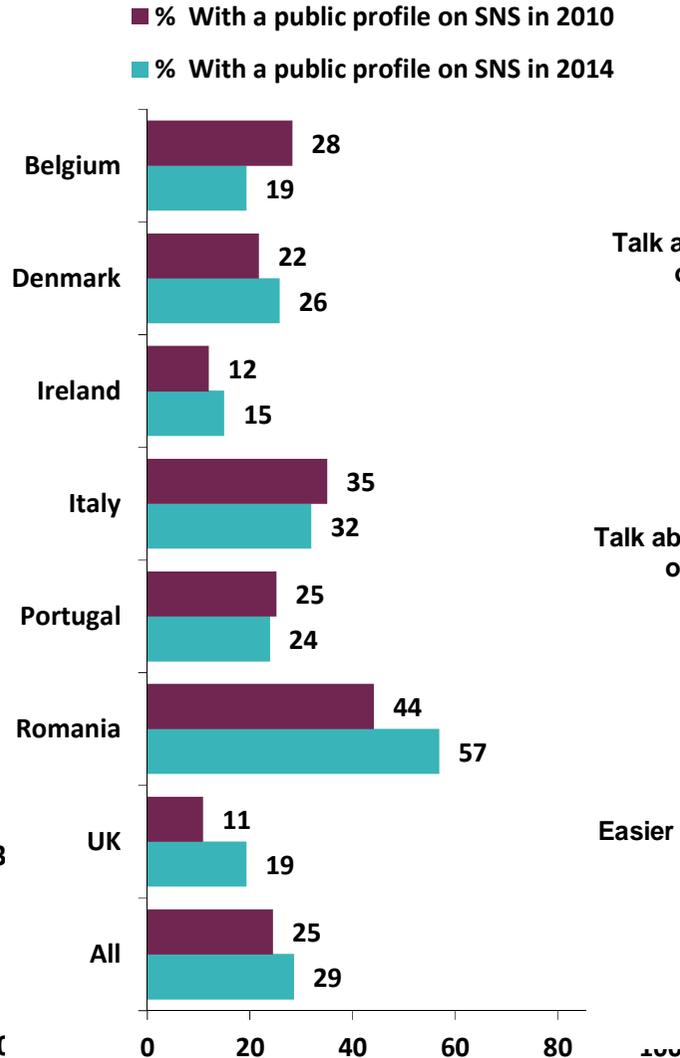
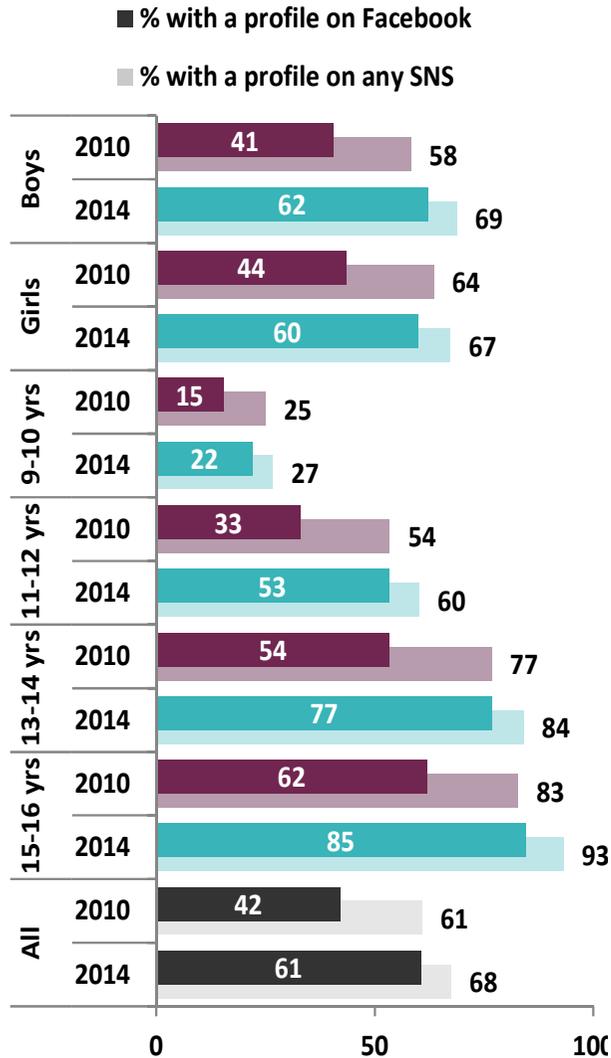


- Pornographic content (N=1,018) ■ Violent content (N=690) ■ Other contents (N=867)
- Conduct-related risks (N=646) ■ Contact-related risks (N=459) ■ Other risks (N=491)



Base: 9-16 year olds who mentioned a platform when describing online risks (N=4,171)

SNS use linked to risky opportunities



Maximise opportunities, minimise risk



- Is there a mismatch in youth and adult perspectives?
- Does this undermine the policy goals?
- Can digital skills provide a way forward?
- How can we integrate social skills or literacies with digital literacies?



The legacy of televisual literacy research



- Research on television long examined how children learn what is:
 - real or fiction
 - fact or fake
 - true or persuasive
 - for them or not

- Now we need to examine how children learn this for the online environment:
 - how to decode the affordances of the internet: privacy, 'contacts', 'likes', data sharing, advertising, persistence
 - how to decode their social world and its relationships as these are encoded in text



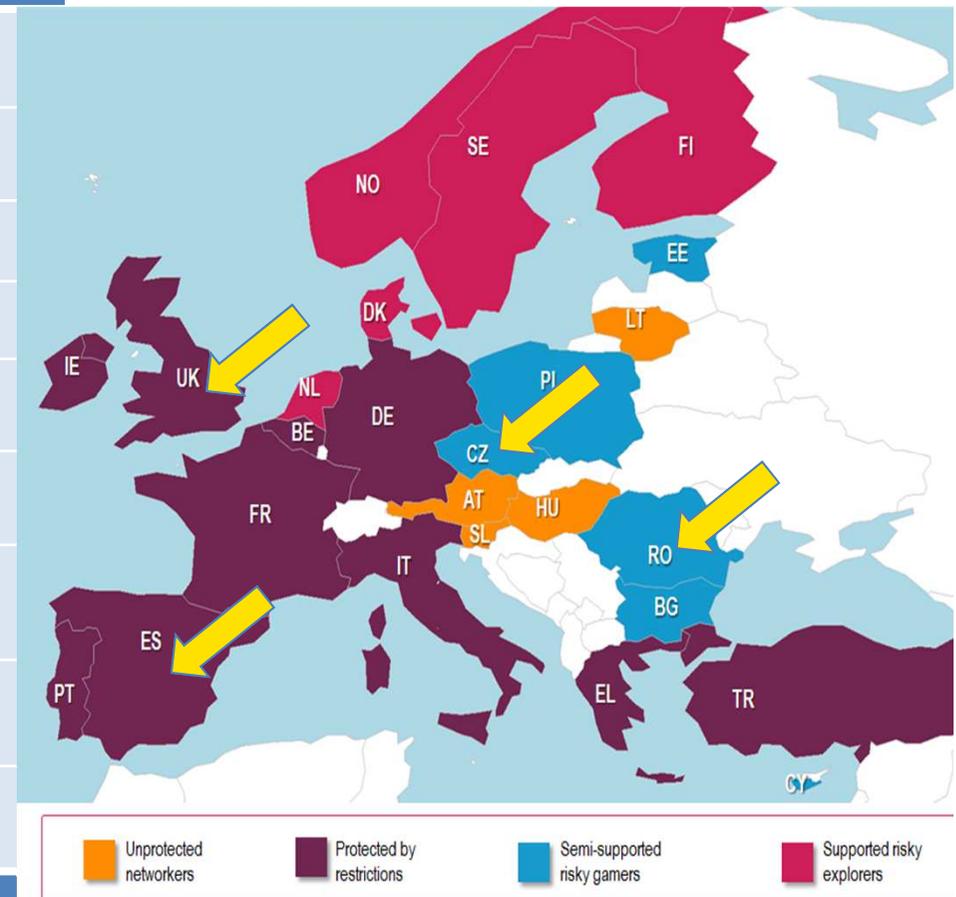
Ages and stages



A qualitative research study



	Focus groups (1-1.5 hours)	Interviews (0.5-1 hour)
Belgium	6	20
Greece	6	8
Malta	6	12
Italy	6	12
Portugal	6	12
Romania	8	11
Spain	6	12
UK	6	15
Czech R.	6	12
Total	56 groups (N=254)	N=114



What's real and what's fake?



Strangers could easily hack into your account and stuff, and you don't want them seeing your personal stuff

Maybe hackers or something make fake profiles and maybe I already became friends with one of them, like he created a similar profile and I think it's him, but it would be better not to accept his friend request, in case it's someone else.

When I was on my PS3 I met this boy, he was 15 or something, and we became best friends online. So I was typing in Black Ops with him and then he started sending me stupid messages like where do you live, what's your email address? I was going to tell him but I thought for a minute and said like why does he want to send me these? So I said, like, well what's yours? And then he told me, so I left it at that, and the next day he ...

What's fun and when does it go too far?



We just had a big argument, like a really big fight, something stupid. Just over something stupid. And we were, like, arguing, and then she was really pissed at me and started cursing at me on Facebook. And I wasn't going to let that fly, so I started cursing at her as well [laughter].

If something that happens in real life in school, it has to be said on Facebook. If somebody's seen this fight in school, they'll say, I've seen this fight with so-and-so.... And then more people see the status. If they didn't know about it, then they'll ask the particular person who was in that fight, about it the next day. That person won't be very happy.

People either defend themselves or delete the question, when they want to. Or maybe when they're not in the mood, they delete it, and when someone's already really pissed off, they'll write something vulgar back, so then they just fight and curse each other out and it can last a really long time. But those people can also be happy to be getting so many questions.

What does SNS say about my values?



Try to find out who she is. I may know her and I don't realise who it is. I ask who she is, and if I don't know her I won't accept her. What do I need that contact for? Who knows who she is and what she is looking for?

I think Facebook gets boring after you, like, I think a certain age, like, maybe, like, after, like, you're, like, 12 or something then it just becomes not interesting.

Even if he'd say give me your password and I'll add beautiful pictures of you... anyway, I wouldn't do that; the girls had just created my Facebook account and I didn't know what could happen; once I saw the photo I changed the password and added a much longer one.

Implications





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Questions?

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