

A young girl with brown hair is looking down at a smartphone. She is wearing large, white, circular headphones with blue patterns. She is also wearing a colorful, knitted scarf with yellow, purple, and red sections. The background is blurred, suggesting an outdoor setting.

Children's Online Privacy and Commercial Use of Data: Growing up in a digital age

Prof Sonia Livingstone

Dr Mariya Stoilova

LSE

Media and
Communications



Children's online activities raise new questions about their privacy and data literacy, their understanding of the online commercial environment, and their capacity to consent.

A young girl with long, wavy brown hair and black-rimmed glasses is sitting at a wooden desk. She is wearing a bright blue t-shirt and is looking intently at a silver laptop in front of her. Her hands are resting on the keyboard. The background is a plain, light-colored wall. The image is overlaid with three red semi-transparent boxes containing white text.

To provide evidence on children's understandings, practices & vulnerabilities

To enhance support by developing an online toolkit for children

To identify lessons for policy and practice informed by children's views and experiences



Literature review and expert consultation to identify what we know

Workshops with children aged 11-16 (years 7, 9, 11), parents and teachers

Child deliberation panels for policy and educational recommendations

A close-up photograph of a person wearing a yellow beanie and large black headphones. They are holding a skateboard with yellow wheels. The background is slightly blurred, showing a red jacket and a blue bag.

Suggestions and
questions welcome!

Sonia Livingstone

www.sonialivingstone.net

@Livingstone_S

s.livingstone@lse.ac.uk