

YOUTH ADVISORY BOARD

User Feedback

May 2020

SafeToNet regularly organises focus groups with our target user demographic (children aged between 11 and 17) to better understand how young people are navigating and experiencing the digital world and to receive feedback on the SafeToNet safeguarding solution. This report provides an example of the Youth Advisory Groups engagement with SafeToNet.

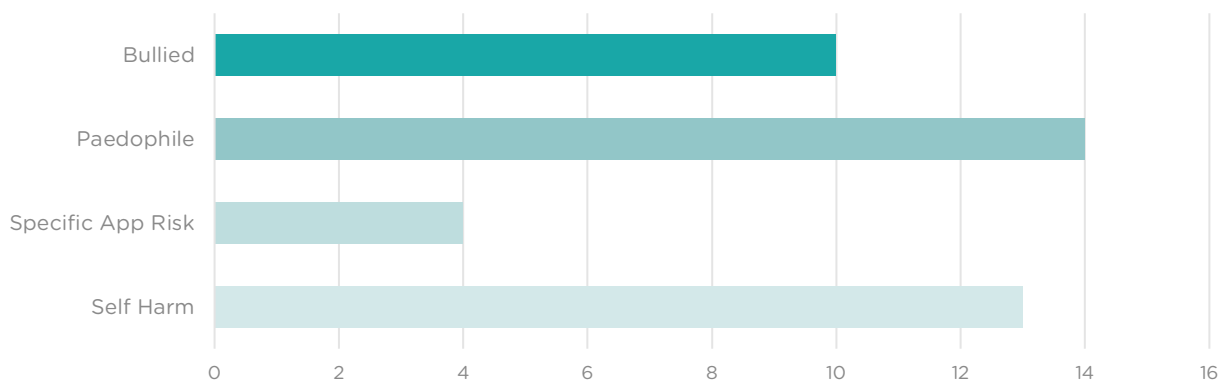
The Youth Advisory Board sessions help SafeToNet ensure that the wants and needs of young people are the focus when developing our digital safeguarding solution. The Youth Advisory Boards are supplemented with workshops and focus groups.

Youth Advisory Board 1

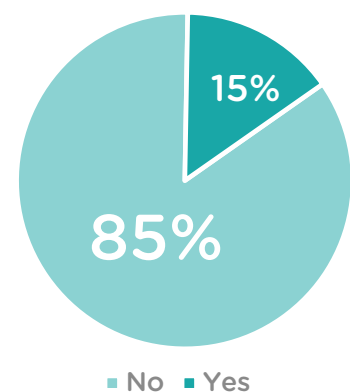
Location	School in West London
Date	November 2018
No. of Attendees	11
Ages	14 – 17
Gender	All Female
Purpose of Focus Group	To gain an understanding of how children perceive the dangers in their digital world and their parent’s & school’s role in keeping them safer online

The participants were asked to provide instances of when it should be appropriate for parents or schools to use safeguarding tools to help protect children online.

When should our parents (perhaps schools) use tools to safeguard us online?



Although the participants agreed that tools should be made available to parents and schools in order to protect them, 85% of the participants believed that parents should never be able to see the messages sent or received on a child’s device, the remaining 15% only believed that message transcripts should be provided in the case of grooming.



Should our parents ever see what we send and receive?

The participants were then asked how their school and parents should keep them safe, if they believe that their messaging content should not be shared? Their response was that there should be a product that provides online protection without infringing on their privacy.

--

Youth Advisory Board 2

Location	Youth Centre in East London
Date	December 2018
No. of Attendees	16
Ages	13 - 17
Gender	9 Female 7 Male
Purpose of Focus Group	To present ideas for new features and receive feedback from our target demographic on how they believe that these features would impact their lives.

In this focus group the participants were divided into four groups and asked to sort current and planned features of the SafeToNet safeguarding solution into two lists; features that they did not want and features that they believed would help them.

SafeToNet's Features

The participants stated that the following features would help them

- Targeted Advice for the Child ●
- Safety Indicator ●
- Detection of risky behaviours with advice & guidance on how to curb those behaviours ●
- Detection of negative emotions ●
- Detection of a change in behaviour that could point to a mental health issue ●
- Gallery Scanning for sexual content ●
- Parent customisation for language filtering (increasing or decreasing the level of severity that a child may use in their language) ●

● = Feature available now ● = In development

The participants in this focus group highlighted that customisation of the features was particularly important as the dangers that an eleven-year-old faces and fourteen-year-old faces, vary greatly. For example, **100% of the participants agreed that the biggest digital social problem affecting thirteen-year-olds and above is the sending and receiving of sexual images or messages, whereas cyberbullying was of a greater concern to the younger ages.**

As a result, the participants were satisfied that SafeToNet offers the features that tackle these issues already and were also satisfied that customisation is in development.

The participants' views on device management

The participants stated that if their parents downloaded parental controls software onto their devices, the biggest concern would be the device management features such as app blocking, device locks and time schedules: 50% added that parental controls features would make it difficult for them to willingly allow parental controls software on their devices. SafeToNet does not offer device or app management and therefore would not encounter this resistance.

--

Youth Advisory Board 3

Location	Youth Centre in East London
Date	April 2019
No. of Attendees	4
Ages	14 - 15
Gender	All Female
Purpose of Focus Group	To receive user feedback on the design and user experience of the SafeToNet app

Keyboard Feedback

After being given a demonstration of the SafeToNet keyboard, participants called the keyboard's filtering of harmful language effective. The participants were shown the keyboard filtering examples of cyberbullying and medium-level-severity sexting. The participants responded positively to the advice & guidance feature in addition to the real-time adaptation of the keyboard warning messages. They felt it put young people in control of their own behaviour and encouraged a positive change in behaviour.

In addition to testing the functionality of the keyboard they also provided suggestions on how to improve the User Experience (UX) whilst the keyboard is in use.

Attendees stated that if SafeToNet could incorporate GIFs or memes in the advice & guidance that they would be more receptive to the message presented to them. This ties in to SafeToNet's findings in youth advisory board 1 when the participants were asked, "how can we convince young people that we are on their side?", to which 50% answered "get on their level". These suggestions have begun to be developed. By using memes and GIFs, which are extremely common in young people's everyday online interactions, SafeToNet would be more readily accepted by the children themselves as the UX would be greatly improved.

The participants responded well to the idea that parents and children would receive advice & guidance that educates on digital risks as well as encouraging open discussion on internet safety. They highlighted this as **100% of the participants felt that their parents did not understand the pressures that young people face online.**