



Dicot



Unif



Real

Viol

Who

What

Why

So?

To do

Who

6.782
12 – 18

Contexto /
Contesto:

G + I
POST
POP
MIG

CRISIS

61%

39%

What

EU KIDS
ONLINE:
media /
spaces

Pc:65%, Vg:52%
M:80%, IPAD:27%

Heavy
Users

Int:35% (sc) &
83% (home)

SNS:
73%

SNS: 58% + 3
h/ore

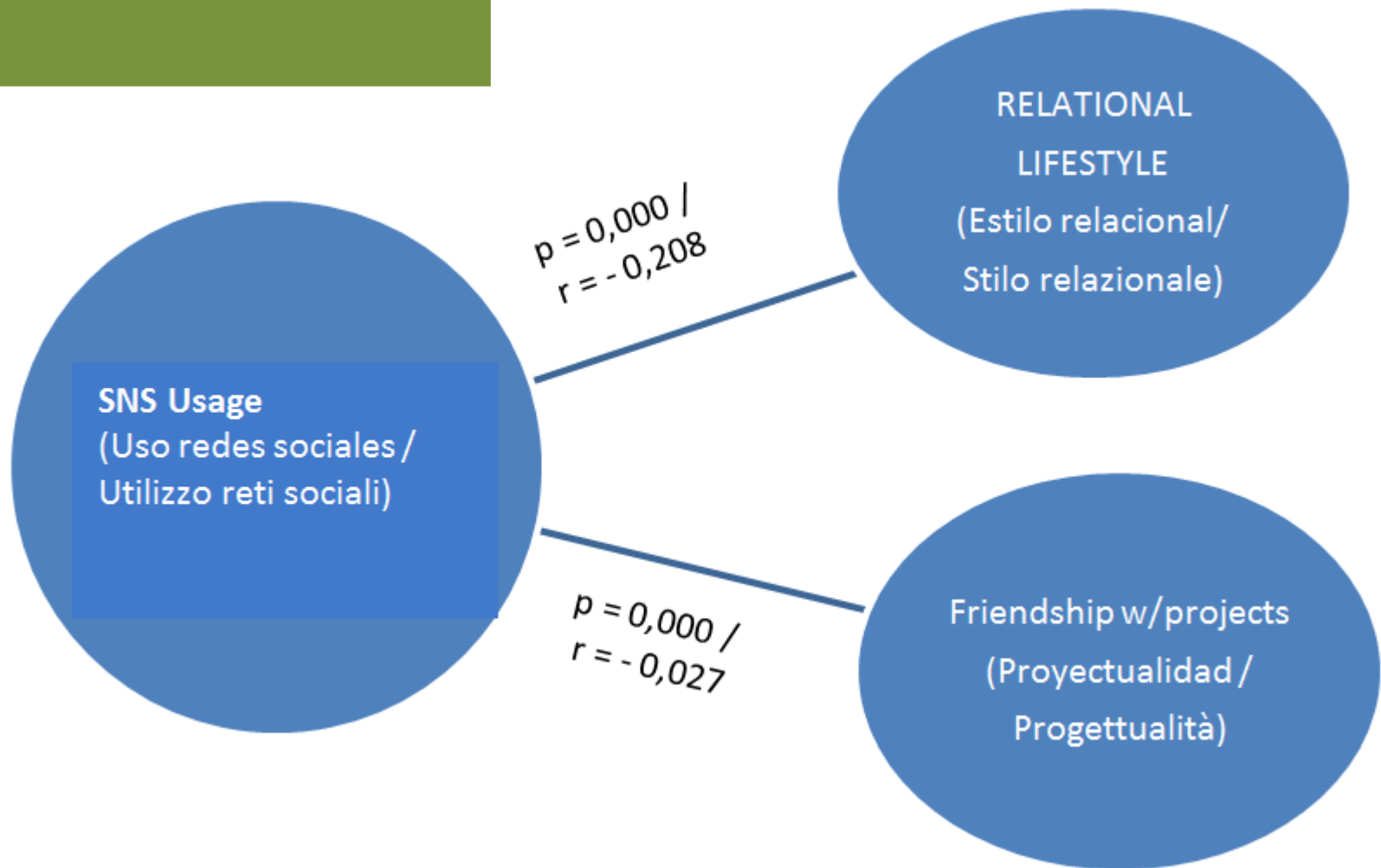
Sexting:
6%
Porn:17%
Contact:22 %

Part: 14% blog,
4% campaign

- Pro Soc.
+ Viol.
Accept.

V.Films:14%
V.Serie:15%
V.Games:19%

What



Why

FACTORES
Fattori
I + F + S + C

NO Superv:33%,
Ctr:42%,
Med:48%

Heavy
Users

NO share –
Films 42%, VG
73%

Dial.
28%

NO dial.Internet
60%

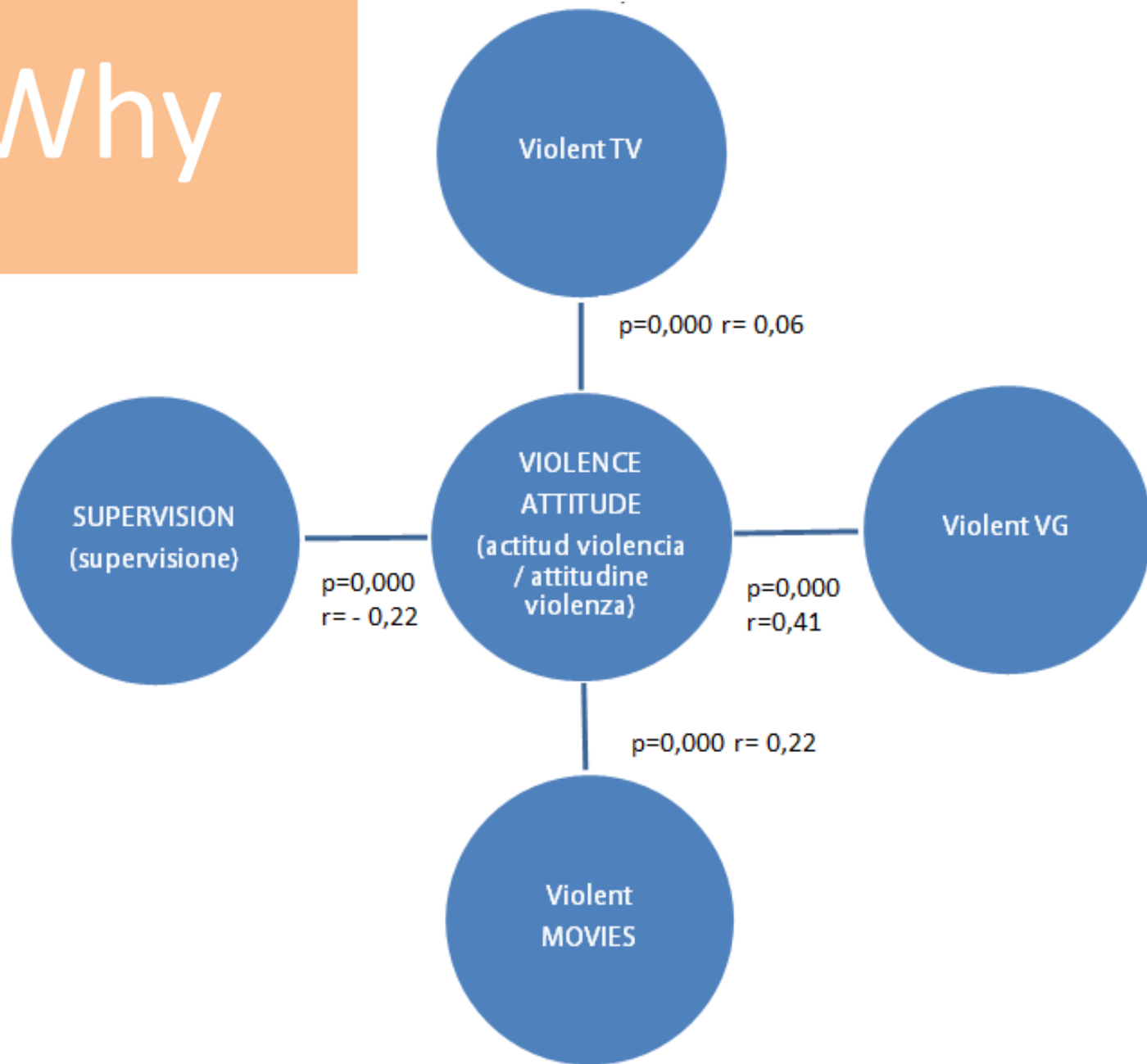
Cult.
29%

NO dial.emot.
75%

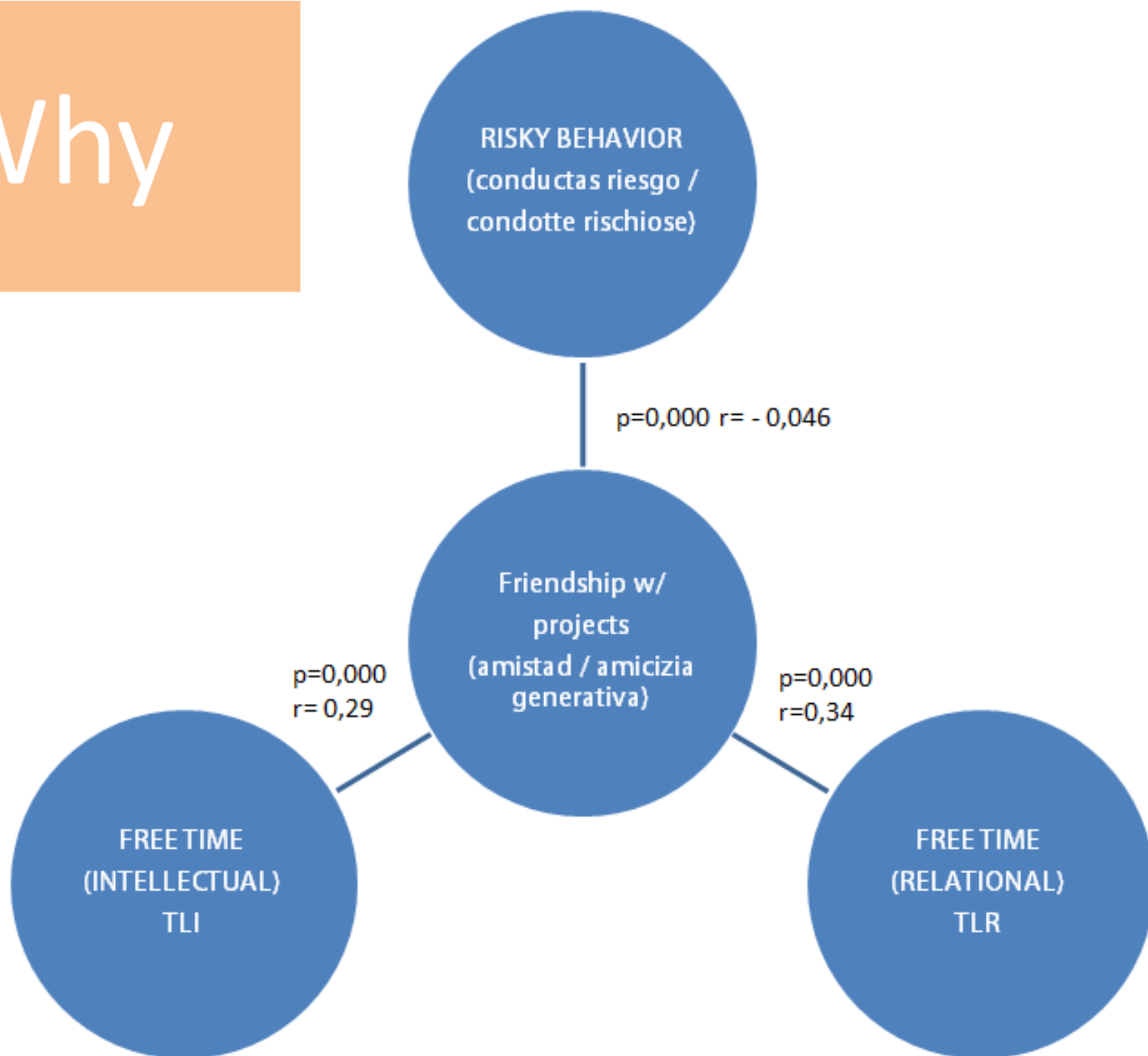
NO friend
27% (L)
72% (I)

Sports / Projects:
30%

Why



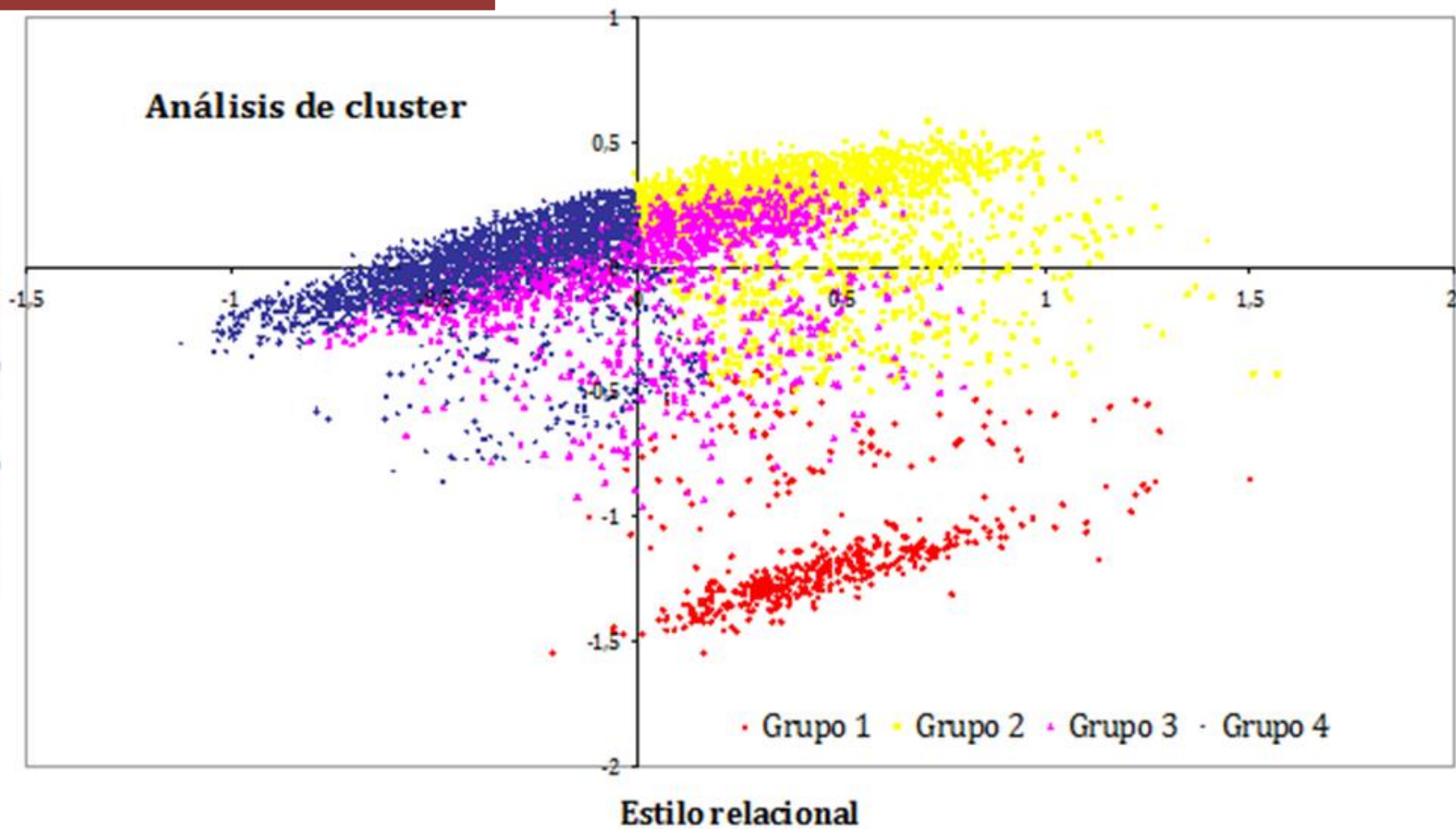
Why



So?

Análisis de cluster

Estilo de participación social



So?

39%



31%



22%



8%



To do

LESS
Bullying
Porn

Violence:
(-) Acceptance

Violent Media
(+) Rejection



+ DIALOGUE

To do

POLICIES

EDUCATION

The logo features a stylized lowercase 'f' in blue with a yellow chevron pointing to the right. Below this, the word 'safe' is written in a large, bold, blue sans-serif font. Underneath 'safe', the words 'socialmedia' are written in a smaller, blue sans-serif font, with 'social' and 'media' separated by the word 'safe'.

safe
socialmedia

FAMILY