Project Report

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Research Title
Children's rights to privacy in the era of Big Data.
This question is read only.

Please provide a short summary of the work that was completed as part of this project / research *
Sociodigital Research conducted research in 2019 exploring how parents and teenagers conceptualize privacy online. This research resulted in an academic publication in a leading sociological journal: Keen, C. (2020). Apathy, convenience or irrelevance? Identifying conceptual barriers to safeguarding children's data privacy. New Media & Society, 14614448 20960068.

Findings suggested that parents and children care very much about their privacy, but that neither parents nor children understood how companies and institutions gather and generate personal data about them, or how this impacts their decisional privacy in the longer term. Consequently, neither parents or children took steps to safeguard their personal data from exploitation by commercial or institutional actors.

Protecting children's privacy in relation to commercial online data practices has become a global issue but, as our research demonstrated, in New Zealand parent awareness of these issues is very low. Further, while regulatory debates and legislative frameworks that address children's rights to data privacy have been very active in Europe and other western countries, we have yet to address this issue in New Zealand.

With a lack of debate and legislation to protect children's data privacy in New Zealand, safeguarding their privacy falls to parents and teenagers themselves. However, with low awareness and an apparent apathy toward self-management few parents bother to review the privacy policies and data collection practices of the online platforms, services and apps used by their children. Consequently, there is an urgent need to increase their understanding of the issues.

The challenge is twofold. First, there needs to be a greater awareness of what constitutes personal information in the digital environment, and second, a better understanding of how the digital environment diminishes children's decisional privacy.

We wanted to make these research findings accessible to parents and so we used this add on funding to produce an animated video that would not only create awareness but also motivate parents to better safeguard children's personal data privacy online. This involved:

Writing a video transcript

Storyboarding the transcript

Revisions and reductions

Professional audio recording of transcript

Professional video animation

The resulting video is awaiting its final corrections and will shortly be launched through media and online channels.
Describe the "who, what, where, when and why" of your initiative

Timing

Is your project / research complete? *

◉ Yes   ○ No

If your initiative is still in progress, pick "no"

Start Date	Finish Date
01/05/2021	31/05/2022
Must be a date.	Must be a date.

Milestones

What have been the major steps / stages (i.e. milestones) involved in delivering your initiative to date?

Milestone	Description
Animation feasibility	When thinking about encouraging conceptual change I researched a number of possible platforms and software to educate and raise awareness of the issues. These did not offer the tools we needed within the budget. I also researched what other work has been done in this area internationally and concluded that most awareness raising is static 2 dimensional material and so decided a 4 minute animated video would add something new, and be within our budget.
Transcript development	First, I needed to distill down the core academic concepts from the research and work these into a transcript that is easily understood by all parents and did not exceed 4 minutes. This required collaboration with a media expert, testing, and multiple revisions at each phase of the project.
Professional audio of transcript	We researched audio professionals on the Fiverr platform. We found a local New Zealand provider who produced a number of audio recordings for us.
Storyboard development	A creative from the film industry was engaged to develop the transcript and a storyboard.
Select and work with animator	We researched animators on the Fiverr platform that were within budget. Our first selection was not up to the desired standard and so we selected another provider. We asked them to produce around one minute of the storyboard so we could assess the standard of their work. We then asked them to produce the whole video.

Final revisions	There have been several revision requests with the video animator, and one further revision is in process. We will then release this as part of a marketing and awareness raising campaign later this year.
e.g. planning; major activities; evaluation	

Outcomes

What outcomes were generated as a result of this project / research?

Outcomes are the changes that have occurred for the beneficiaries of your initiative. Generally outcomes can be framed as an increase or decrease in one or more of the following:

- Skills, knowledge, confidence, aspiration, motivation, (these are generally **immediate** or short-term outcomes)
- Actions, behaviour, change in policy (these are generally **intermediate** or medium-term outcomes)
- Social, financial, environmental, physical conditions (these are generally **long-term** outcomes)

Immediate outcomes occur directly following an activity (e.g. within 1 month); intermediate outcomes are those that fall between the immediate and long-term (e.g. between 1 month and 2 years); and long-term outcomes are those we expect to see years later (e.g. 2, 5, 10 or 50 years after the activity).

We also want to learn more about how you tracked the outcomes of your initiative - what you measured and how.

If you need more help understanding what outcomes are, read the help sheets at www.ourcommunity.com.au/evaluation

List your initiative's outcomes and attached information in the following table. Leave blank any fields that do not apply to your project.

Outcome	Were these outcomes anticipated?	Timeframe	Indicator	Verification Method
Public awareness	Anticipated	Intermediate	Public response, media debate	Feedback from test viewings, public inquiries, social media feedback
Behaviour change	Anticipated	Long-term	Increased motivation to address data privacy	Traffic to privacy resources on website

Outcomes are the changes that you believe were generated or influenced by your initiative. See information above.	Choose from the list	Choose from the list (see description above)	What you used to measure this outcome - e.g. "change in teenage pregnancy rates from x to y"	e.g. survey; interviews; focus groups

What (if anything) did you change in your approach and practices as your project? research proceeded, and why? *

We researched a number of educational software and platforms with a view to creating content that had interactive video options. Most educational programs were too expensive and did not have the interactive features we wanted within our price expectations. We decided to revert to the original project plan and to create a short animated video. Given the complexities of the prior research project findings we decided on a four minute video.

We may use this information to help inform others undertaking similar work

What did you learn as a result of undertaking this project/program? *

Software platforms are developing quickly but the ability to have interactive video is expensive and requires a number of skills we did not have access to, and device requirements may exclude some parents from accessing the material.

The project helped us to develop a process whereby academic ideas could be distilled down to some key ideas that could be more simply presented to parents and teenagers. We also benefited from collaborating with a number of experts.

We wanted to establish relationships with suppliers through online work platforms. We therefore approached audio and animator suppliers through the Fiverr platform but this was not without risk. We found the process of getting a sample of the work done before committing to one vendor was useful. There can be language barriers when sourcing from countries where English is not a first language requiring more time on communication and revisions.

We are particularly interested in lessons that may help others undertaking similar work. Think about what you learned about your inputs (money, skills, personnel, time - too much; too little; about right?); your assumptions (were they 100% right, only partly right, or were the results a complete surprise?); and the context of the project/program (timing; targeted beneficiaries; geographic settings - were they right; wrong; about right?)

How will you share your learnings from this project/research? *

Having run a panel exploring the government's approach to the handling of personal data during Privacy Week 2022, the issue of personal data privacy has recently had some airtime in mainstream media. However, the issue of children's data privacy remains dormant in New Zealand. We wish to use the video within our own marketing campaign to raise awareness of the issues around children later this year.

What mediums were used to share the learnings? Have you reached the audience you expected?

We'd love to see some visual and audio representations of your work. Please share below.

Upload files: *No files have been uploaded*

and/or

Provide web link:

Must be a URL

and/or

Provide additional details:

Please include captions, if relevant

Can we use your media content in our own communications?

○ Yes   ◉ No   ○ Please contact us first
e.g. in our annual report

Financial Report

* indicates a required field

Project Income & Expenditure

Please provide details of any project income (funds received) and project expenditure (funds spent) to date.

Use the 'Notes' column to provide any additional information you think we should be aware of.

Income Description	Income Type	Confirmed Funding?	Income Amount ($)	Notes
Grant	Philanthropic Grants *	Confirmed *	$10,000.00	InternetNZ funding
			$	

Expenditure Description	Expenditure Type	Expenditure Amount ($)	Notes
Research, administration	Salaries and Wages *	$2,025.00	45 hours @45ph
Transcript development	Salaries and Wages	$3,300.00	60 hours @55ph
Audio production	Project and Production	$350.00	Local recording company fee
Storyboard development	Salaries and Wages	$3,300.00	60 hours @55ph

Video animator	Project and Production	$1,229.35	Fiverr animator

Income and Expenditure Totals

Total Income Amount	**Total Expenditure Amount**	**Income - Expenditure**
$10,000.00	$10,204.35	-$204.35
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

Have you experienced any issues with your intended project budget to date? If so, please explain reasons for any major variances or for providing incomplete information:
Sourcing and working with providers over Fiverr did require more time and more reviewing of data.

Certification and Feedback

Feedback

You are now nearing the end of this form. Before you review your application and click the **SUBMIT** button please take a few moments to provide some feedback. (If you would rather provide anonymous feedback, please go to **{{ Grantmakers: provide a link to an anonymous survey or delete this sentence }}**

Please indicate how you found the acquittal process:
○ Very easy   ○ Easy   ◉ Neutral   ○ Difficult   ○ Very Difficult

How many minutes in total did it take you to complete this form?
60
Estimate in minutes (i.e. 1 hour = 60 minutes)

Please provide us with your suggestions about any improvements and/or additions to this form that you think we need to consider: