

TRANSLATING KIDS' DATA FEARS INTO PRINCIPLES FOR GOOD DESIGN



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...YES, KIDS HAVE DATA FEARS

- As early as 7 years old kids can imagine possible harms from their use of technology
- Sometimes kids are more afraid of possible threats than actual threats
- Kids fear physical harm from robots **less** than they fear that robots will cause loss of attachment (damage their social relationships)

KIDS' DATA FEARS - AND WHAT TO DO ABOUT THEM



Will my personal information be exploited?

Enable multiple ways to play that allow kids to choose how anonymous they will be



Will this hurt my social relationships?

Enable joint engagement with technology for kids with their families and friends



Will I lose control of this technology?

Enable kids to exercise choice, power, and agency over how they engage

...WHAT DOES GOOD LOOK LIKE?

When we work with innovators, we encourage “designing with and for kids” to create digital experiences that are good for them

NOT CREEPY

- ensure children are safe and **minimize risks** associated with data and exploitation
- optimize the design of environments and usability for **accessibility and inclusion**

DECENT

- promote **wellbeing** as well as cognitive and social development
- support **learning**, engagement, enjoyment

AWESOME!

- empower children to **find meaning** in their digital encounters
- enable play, connection, collaboration, **imagination**, and creativity
- help children grow up to be smarter, stronger, kinder