About the Minnesota Age Appropriate Design Code

Social media platforms make their money off our attention

How Facebook makes money by targeting ads directly to you

You Are the Object of a Secret Extraction Operation

Former Zuckerberg adviser: Facebook's problem is its business model

What Your Data Is Really Worth to Facebook

Their products are designed to be addictive

- **Business model is "surveillance advertising."** Platforms generate large profits by tracking us, profiling us, determining what makes us react, and then individually targeting us with ads. They often sell their data to outside advertisers.
- Algorithms are developed to **keep our attention** as long as possible:
  - Developed based on insights from behavioral psychology and gaming research
  - Similar to a casino – want to give you some pleasure when you use it, and a small amount of anxiety when you don't
- **Platforms don't want us to know how algorithms work**
  - Relies on users not fully knowing how their data is being used behind the curtain

Ex-Facebook executive says company made its product as addictive as cigarettes

Social media apps are 'deliberately' addictive to users

Social media platforms have policies against...

- Child sexual exploitation

- Sexual solicitation

- Threats of violence

- Violent and graphic content

- Nudity and sexual activity

- Hate speech

- Bullying and harassment

- Privacy violations

And yet...

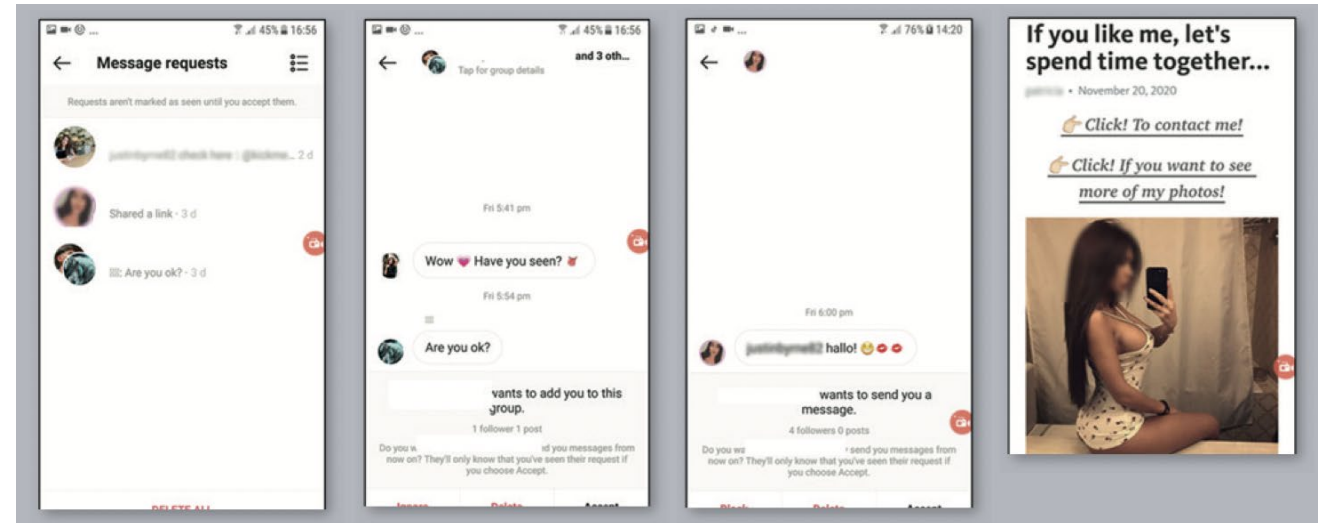Companies are actively creating ways to track behaviour resulting in thousands of individual data points – that reveal a child's... smoking habits, sexuality, bedtime, views, vulnerabilities and when they are most likely to respond, location RIGHT NOW, illnesses, past, present, and future, social value, friendship groups, mood, searches, likes and posts, financial status, break ups, interests, heartbeat

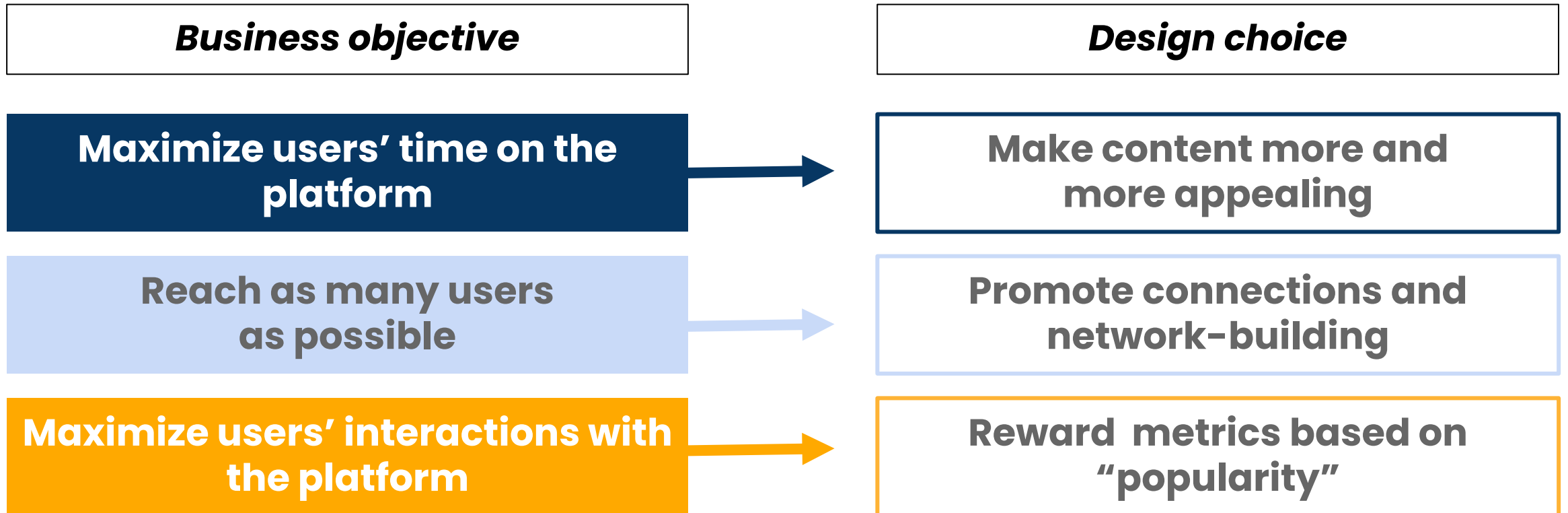# Content that harms kids thrives online

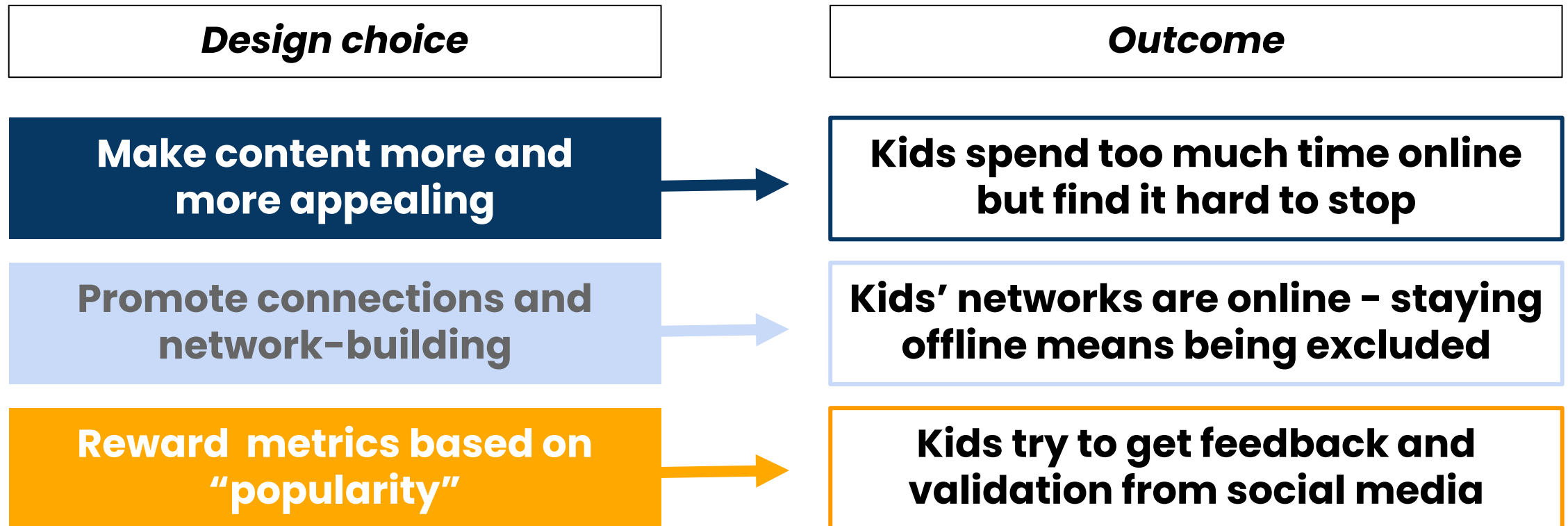# Online platforms' core design puts children at risk

- 5Rights Foundation research found that after creating 10 child avatar accounts, **ALL were directly messaged by accounts they did not follow**.
- This included being added to group chats by strangers with other adults. Within a day of account creation, 14-year-old "Justin" received **three solicitations with porn**.
- After spending 5 minutes on Instagram for 2 days, 2 accounts were **followed by pages that featured racist and derogatory content.**

Harmful design choices stem directly from business objectives

Business objective	Design choice
Maximize users' time on the platform	**Make content more and more appealing**
Reach as many users as possible	**Promote connections and network-building**
Maximize users' interactions with the platform	**Reward metrics based on "popularity"**

Harmful design choices in turn create harmful outcomes for kids

Design choice	Outcome
Make content more and more appealing	Kids spend too much time online but find it hard to stop
Promote connections and network-building	Kids' networks are online - staying offline means being excluded
Reward metrics based on "popularity"	Kids try to get feedback and validation from social media

The end result: what time online looks like for kids

Sharing pictures of themselves online

Using filters and editing apps

Engaging with content that lowers self-esteem

Engaging with people they don't know

Seeing explicit or upsetting content

Enter: the Age-Appropriate Design Code

The Code mandates data protection that:

* Provides a high level of privacy by design and default

* Explains the nature of the service in child-friendly language

* Does not exploit children's data for purposes that aren't in their best interests

* Does not expose or share their location

* Does not use their data to auto-recommend harmful material

* Does not nudge children to make choices that reduce their privacy

* Upholds the terms and conditions that a child has signed up to

* Provides easy-to-use tools to allow children to exercise their data rights

Online services that comply with the code will...

1 give children high privacy settings by default

2 mitigate harms from features such as autoplay, nudges, excess notifications , and endless feeds

3 stop tracking children without real-time notice, and making kids' data accessible to others

4 provide tools, like save buttons, opportunities to quit, child-friendly explanations

5 take the LEAST amount of data for the LEAST amount of time and got rid of it at the FIRST OPPORTUNITY

6 stop using children's data to target them with detrimental material (i.e., pro-anorexia, self harm)

7 TURN OFF GPS – unless they need it

8 perform an impact assessment to show they have thought about children's needs in advance.

9 make choices about their service that prioritize children's best interests over profits

10 make sure that a child can be treated like a child
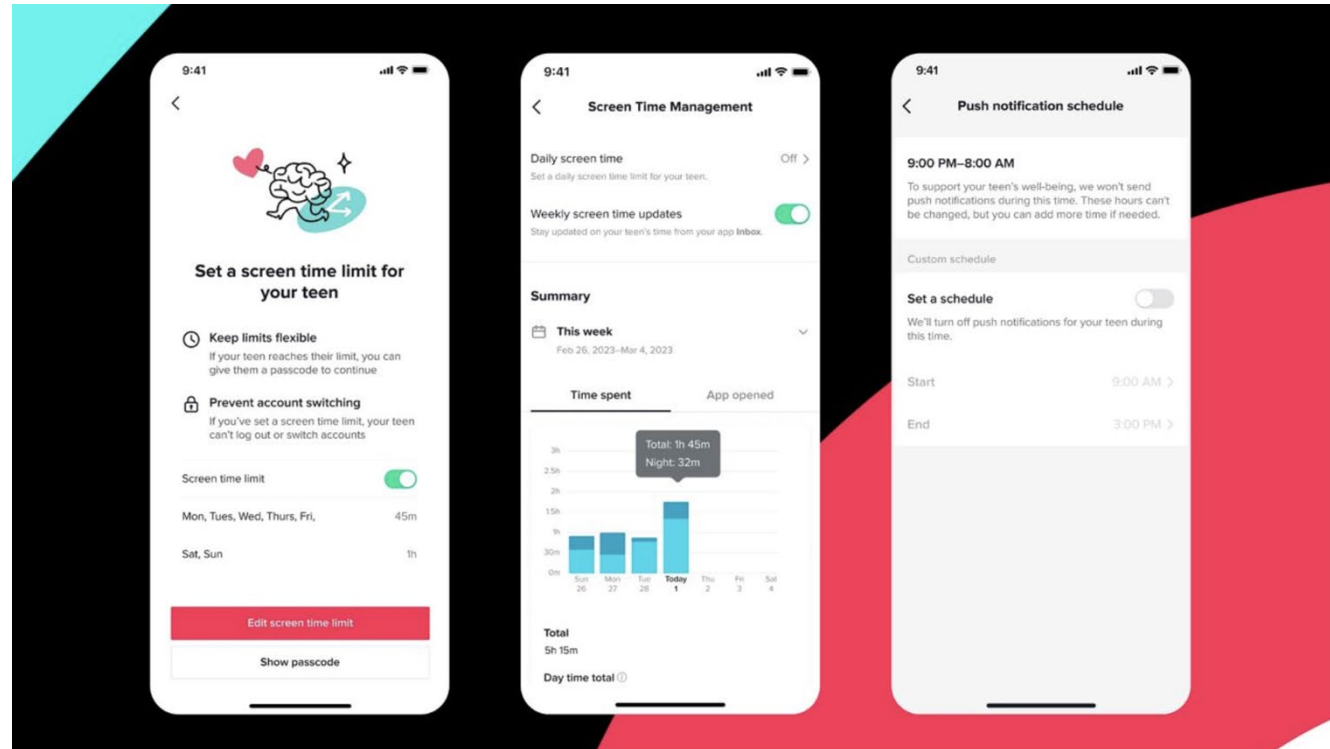
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How it's working

Since the AADC's passage in the UK, tech companies have added new protections for children:

States are debating a children's online safety law modeled after the U.K.'s Children's Code, passed in 2020. Here's how tech companies have started to comply. While some pledged to roll out changes globally, it's unclear how many have started to do so:

The **Google Play Store** now prevents children from viewing and downloading adult-only rated apps.

12:01

FaceTime   Camera   Snapchat   YouTube

Google   Instagram   TikTok   Friday 6 Calendar

YouTube turned off autoplay for children. It also turned on break and bedtime reminders as default settings.

TikTok does not push notifications to children ages 13 to 15 after 9 p.m., and does not send push notifications to children ages 16 to 17 after 10 p.m.

Instagram and **TikTok** have disabled direct messages between children and adults they do not follow.

Google made SafeSearch the default browsing mode for users younger than 18.

Source: POLITICO reporting

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TikTok's latest action:

TikTok to set one-hour daily screen time limit by default for users under 18

Support for the Minnesota Kids Code

Supporting Organizations