Positive online content concepts:
for a better digital childhood

CRITERIA FOR TEACHERS

1 FIRST THINGS FIRST
Is the online content you're considering for your pupils **empowering, engaging, stimulating and, above all, safe**?

CLEAR, TRANSPARENT OBJECTIVES
Make sure the content is age appropriate
Make sure you know what the objectives of the online content are and how your pupils will benefit from it

STIMULATING DIGITAL EXPERIENCES
Is the online content creative, interactive, stimulating, educational?
Is it challenging enough? Does it provide feedback and rewards?

USABILITY
Is the navigation user- and child-friendly enough?
Are there enough clearly marked navigation elements to help orientation?
Can children easily go back to the previous chapter/level in case they get lost?
Is the URL address/name unequivocal? If misspelled, can it lead to anything inappropriate?

RELIABLE CONTENT
Is the content compliant with legislation or regulations (GDPR, protection of minors, data protection, commercial communication, copyright and so on)?
Is it accurate, reliable and maintained/reviewed regularly?
Is there clear information for teachers and educators?

SAFETY AND PRIVACY BEFORE EVERYTHING ELSE
Can you be sure that the content is not harmful in any way?
Is there effective monitoring and moderation in case something goes wrong?
Is adult supervision/monitoring required?
Does the service/app/website collect more data than is needed?
Are there clear instructions about authorisations, privacy measures and policies?

COMMUNICATION FEATURES
Are there any reporting mechanisms available?
Are there any instructions, rules and security information for using social networks, chat rooms, forums and so on?

COMMERCIAL ELEMENTS
Are laws and regulations regarding advertising to children being respected?
Are commercial elements/online shopping clearly recognisable?
Is there any inappropriate advertising (cigarettes, diet pills, and so on)?