

**Implementation of the Safer Social Networking Principles for the EU:
Testing of 20 Social Networks in Europe
February 2010**

DAILYMOTION

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Introduction

As Dailymotion itself states in the self-declaration: “Dailymotion is more of a video platform than a “social networking service”. Therefore, some questions and tests proposed in the evaluation methodology are not relevant (eg: no easy possibility to report a conduct, only offending videos can be reported). However, in order to post a video, users have to register and get a profile. Users can comment other’s videos, send messages to other users, add users to a friend’s list. Dailymotion therefore provides some tools such as the possibility to block a user, reject or delete a comment, and so on... It provides therefore some of the main features of SNS’s.

Dailymotion is not especially designed for children or teenagers, though these users can use the platform, either to browse the videos, or to create their own profile and post their videos. There is no minimum age for registering on Dailymotion specified in the self-declaration.

Conduct of the testing

The testing was conducted from October 25th to October 30th 2009. The testing language was French. For the testing, the screen resolution was set to 1024*768. Note that the accessibility of information and readability is lower at that resolution than it is at a higher resolution. For instance, one can access terms of use and safety information from a menu at the bottom of the page, less visible with a low resolution screen setting.

Summary of findings

Since Dailymotion is a video sharing platform, regarding safety and children issues, accent is put on age appropriate content. Key findings are:

- There is a “family filter”, set to “ON” by default. However, one can easily set it to “OFF” even when logged in as a minor (Lucie Martin, 11 year-old), could easily set parental control to “OFF”.
- The report mechanism is present on each video. It is easy to use and easy to find. However, information on the reporting process can be found in a hard to find and not so easy to understand “legal” section. Very little information is provided after reporting content.
- It is easy to block a user, delete a comment or unwanted message. However, report tools are only provided for video content. There is no easy way to report conduct from another user.
- Information in the legal and terms of use sections is not designed for children, parents or teachers. Information is sometimes hard to understand for non-specialists, in particular for children.

Reporting the results

Principle 1: Raise awareness of safety education...

Dailymotion has a quite complete set of pages dedicated to “legal” considerations, including child protection. However, these pages do not take into account the different types of potential users (children, parents, teachers) and their specific needs.

The content could be quite difficult to understand for children. There is no dedicated page for them. Information focuses on the data protection, data retention, etc., more than on children protection, contact, conduct or content risks...

As stated in the self declaration, a video is provided: “Dailymotion also published an educational video for young people, which outlines safe and responsible Internet use so that young internet users can be more confident when browsing”.

The terms of use details content that is not allowed on the site, consequences of engagement in prohibited, age requirements. However, this information, is presented in a “legal” language, that can be hard to understand for adults, and that is not adapted to children (even though children are not the targeted audience of the site, they can consult videos).

Since Dailymotion is more a video sharing platform than a SNS, contact risks are less taken into account. One can easily report when a video is not appropriate, but there is no easy way to report a contact.

Principle 2: Work toward ensuring that services are age-appropriate...

Creating a profile

In the self-declaration, there is no reference to the use of cookies. There is no reference either to “promoting the uptake of parental controls which allow parents to manage their children’s use of the service”. Therefore, when a child (11years-old) creates an account, he or she receives an e-mail, but parents are not warned.

You cannot create a profile with an existing address: in the registering form, a message is displayed indicating the e-mail address is already used.

In the self-declaration, Dailymotion indicates that: “When a French user is under 18, according to the birthdate provided during the registration process, they receive a specific email reminding them of the different features on Dailymotion (sharing videos, commenting on others’ videos, creating groups...) and asking them to watch with the above-mentioned E-Enfance video with their parents”.

Indeed, in the confirmation email received, two lines are added when the user is under 18: “In order to actively participate in the sensibilization of Internet risks for youngers, Dailymotion closely cooperates with the association E-Enfance. We invite you to visit a video explaining good practices in order to surf safely:

http://www.dailymotion.com/video/x62m01_protegeons-ensemble-dailymotion_people »

(translated by the tester).

Parental control

No adult content is allowed on the site, however, there can be some content Dailymotion refers to as “explicit”. This is why Dailymotion states in the self-declaration it has a parental control device: “Once the filter is turned off, the user can access explicit content (no adult content is allowed on the site). He still needs to either login or register AND confirm he is over 18 to view the explicit content”.

The self-declaration states that it “provides a Family Filter, which is “on” by default. A user may turn off the Family Filter, but must explicitly confirm their age beforehand.” The filter is actually set to “on” by default. When the filter is “on”, the “sexy” video section appears but is not accessible: you are asked to set the filter to “off”.

However, the filter is very easy to set to “off”. Age is asked, and one just has to click on the ‘I am over 18’ button. Note that one can set parental control to off even when logged in as a

minor (Lucie Martin, 11 year-old). There is no control that the user logged to the platform is logged as a minor and says he is over 18!

Principle 3: Empower users through tools and technology...

The self-declaration states (under principle 6) that “Accounts of users less than 18 years old do not appear in search results.” However, the test shows that users under 18 do appear in search results when searched by username.

One can REJECT friend requests, BLOCK users or DELETE unwanted comments. In particular, nothing is said about tools to report inappropriate contact from another user. Indeed, contact is not the main objective of Dailymotion, the possibilities are not very wide. As stated in the self-declaration, one can block a user, cancel a friendship. However, one cannot easily report a conduct: the “flag this content” option only works on videos, not on messages.

Tests show that it is very easy to delete postings, either comments left on a video or messages sent by another user. It is also easy to remove a posting made on someone else’s video.

However, all users, as long as they are not blocked, can post a comment on a user’s videos
Deleting a profile

Profiles can be fully deleted. However, information about deleting a profile is not easy to find. It can be found in the FAQ section. Even if that information helps, there is no clear link to delete a profile.

Information on what personal information is collected after deleting my profile can be found in the “legal” section. The information is quite difficult to understand for a child. This information is shortened in English: “Data is stored on the premises of the Website host and is kept only as long as necessary for the purposes set out above. After that point, data is kept only for statistical purposes and shall not be used for any other reason.”

Principle 4: Provide easy-to-use report mechanisms...

In the self-declaration, the only information given is that “a link « This video may offend » is provided on each video”. Nothing is said on the reporting procedure or if reports are acknowledged. It is very difficult to send the message “someone is sending me scary messages...” as Dailymotion only provides an easy to use mechanism to report a video. The possibility exists but the tester was only able to find it after the SNS pointed it out.

Reporting

The testing on the reporting procedure confirms that there is an accessible link for each video to report an abuse. This link leads to a form where one has to enter:

- Select a category (pornography, racism, etc)
- e-mail
- comments

The procedure is quite easy, however the information on what to block is available only in the “legal” section, that is not easy to find (very bottom of the page) and not so easy to understand for children/young people.

Contacts

Contacts are not the main objective of Dailymotion, the possibilities are not very wide. However, as stated in the self-declaration, one can block a user, cancel a friendship. One can block a user, and unblock him later. However, one cannot report a cyberbullying: the “flag this content” option only works on videos, not on messages. One can delete a comment or block a user, he/she must confirm he/she wants to block this user. A message confirms that the blocking is effective “we took care of lucmartinssnpt09. You should no longer hear from him”. When Lucie (11 y-o) wanted to block a “friend” user, he switches from the “friends” list to the “blocked users” list. She can unblock him. However, this user could still access

Lucie’s profile, and she still appears as a “friend” in his profile. He never was notified he was blocked. However, when he wants to send Lucie a message, he is told that she does not want to receive messages anymore.

Principle 5: Respond to notifications of illegal content or conduct

In the self-declaration, Dailymotion states that a support team works 24/7 to deal with and act upon all notifications.

Principle 6: enable and encourage users to employ a safe approach...

In the self-declaration, it is said that “Users can choose to hide any personal information provided during the registration process”. No information is given in the self-declaration on the privacy options, if these options are accessible at all time or what information is automatically uploaded onto their profile. Age, gender, home town and real-name are automatically uploaded onto the profile.

It is quite easy to change privacy settings. One can for instance change information, decide whether the age or family name are publicly displayed.

One can look for users of all age, but only by their pseudonyms, not by their age or other characteristics.

What’s on the profile

Nothing is said in the self declarations about what information is available in the profile. When creating a profile, the name and age are automatically inserted into the profile, but can be set to “private” by the user. The full address is not public: only the country and town are public. The user can add a picture once the profile is created.

Searching a profile

Any users (even unregistered) can search a profile, including children’s profile. Information displayed are the nickname and the online status.

Principle 7 : assess the means for reviewing illegal...

In the self-declaration, Dailymotion states the “the support team then reviews the videos to make sure there is no inappropriate content uploaded to the site”. It is also said that “Dailymotion Support team works 24/7 to deal with and act upon all notifications”. In the self-declaration, there is no information on the filters or technical tools used to flag potentially illegal or prohibited content.

Conclusion: global assessment of compliance

Assessment of the Principles vs. the Self-declaration					
Principle	Compliant	Partially Compliant	Not Compliant	Not Applicable	Comments/ Clarification
1	X				One thing missing: the self-declaration does not mention targeted information for teachers.
2		X			Nothing is said about parents being able to “manage their children’s use of service”
3	X				
4	X				
5		X			- Notification possible only on content, not on conduct “link: this video may offend”.
6	X				
7	X				

Assessment of the Self-declaration vs. the measures implemented on the SNS

Principle	Compliant	Partially Compliant	Not Compliant	Not Applicable	Comments/ Clarification
1		X			- No targeted information for parents. No educational materials. Legal language difficult to understand for children.
2		X			- No measures are taken to "prevent users from attempting to re-register" - Age restriction (parental control tool) is not effective, as an underage registered user can access explicit content
3	X				- Users under 18 do appear in search results when searched by username, though the self-declaration states they do not.
4		X			- Notification possible on content, very difficult to find on conduct "link: this video may offend".
5	Not Tested				
6	X				
7	Not Tested				

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