

TEST

TECHNICAL INFORMATION

Name of SNS being reviewed	MySpace					
URL of SNS	http://www.myspace.com/					
Date of testing	30.10.2009					
Name of tester	Bojana Lobe, University of Ljubljana					
Nicknames to be used for testing (please list all)	Maria Smith, Misa Testo					
Contact e-mail for tester						
Contact phone for tester						
Other contact info for tester						
Browser used for testing	Chrome	Firefox	Internet Explorer (7/8)	Opera	Safari	Other, Please specify

Principle 1: Raise awareness of safety education messages and acceptable use policies to users, parents, teachers and carers in a prominent, clear and age-appropriate manner

According to its self-declaration:			
	<i>Yes (relevant quote from the self-declaration)</i>	<i>No info provided in the self-declaration</i>	<i>Not applicable¹ to this SNS (relevant quote from the self-declaration)</i>
Does the provider include information on terms of use in their self-declaration?	x		(under the principle 2)
Does the provider include information on safety in their self-declaration?	x (they refer to a number of safety measures on their site, see SDR)		
Does the provider include information on privacy in their self-declaration?		x	
Does the provider state that the safety information is targeted (info specifically targeted at children)?	x (under 18 receive security warnings before posting content, under 18 must review Safety tips before registering, they mention parental safety tips and MySpace Parent Brouchre as well as		

¹ If the provider has indicated in the self-declaration an explanation why this optional recommendation is not part of the service, please note that explanation in the 'not applicable' column

	School Administrator's guide to MySpace and SNS)		
Does the provider state that the safety information is presented in a prominent way?		x	
Does the provider state that the safety information is accessible?	x ("safety tips" link on every page)		
Does the provider state that the safety information is easy to understand?		x	
Does the provider state that the safety information is presented in a practical format?		x	
Does the provider state that the safety information provides guidance regarding inappropriate content and conduct and information on the consequences of breaching the Terms of Service?		x	
Does the provider state that the service includes information on links to educational material and technical controls for parents?	x (MySpace Parent Brochure is available on the Parental safety tips page. Also safety tips link on every page, which also include links to parent monitoring and blocking software)		
Does the provider state that the service provides advice/link to advice for teachers?	x X X		

	<p>X (School Administrator's guide to understanding MySpace and SNS has been distributed to over 55,000 schools, they have run education campaign through MySpace and also through third party partners, such National School Board Assosiation, and are steering group member of Teach Today)</p>		
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WITHOUT REGISTERING AS A USER, PLEASE ANSWER THE FOLLOWING QUESTIONS:

I can find the following information about the SNS on the site itself:	Yes, very easily	Easily	Partly easily/partly difficult	Difficult	Very difficult	I could not find it	N/A to this SNS	Comment?
Terms of use/service	x							Bottom of the page
Safety policy	x							Very visible when one comes to the page, right upper corner
Privacy policy/information	x							Very visible when one comes to the page, right upper corner
Code of conduct ²							x	
Safety tips/information for children	x							Very visible

² A code of conduct is a set of rules outlining the responsibilities of or proper practices for an individual.

								when one comes to the page, right upper corner
Safety tips/information for parents and carers	x							
Safety tips/information for teachers	x							
Links to educational material or organizations active in child safety	x							
Other (according to self-declaration)							x	

PLEASE LOOK AT HOW THE SAFE USE INFORMATION TO THE DIFFERENT TARGET GROUPS IS PRESENTED ON THE SITE. CONSIDERING THE TARGET GROUP THE INFORMATION IS INTENDED FOR - DO YOU BELIEVE THE INFORMATION TO BE:

	Yes, very	Sufficiently	Some parts are easy, some parts are difficult	No	Not applicable to this SNS	Comment?
FOR TEACHERS						
Easy to understand?	x					The same material as parents more or less

Easy to access (less than 15 seconds ³)?	x					
Exhaustive?	x					
All material is available in (insert language)	x					

	Yes, very	Sufficiently	Some parts are easy, some parts are difficult	No	Not applicable to this SNS	Comment ?
FOR PARENTS						
Easy to understand?	x					
Easy to access (less than 15 seconds)?	x					
Exhaustive?	x					A lot of useful info
All material is available in (insert language)	x					

	Yes, very	Sufficiently	Some parts are easy, some parts are difficult	No	Not applicable to this SNS	Comment ?
FOR CHILDREN (<13)						
Easy to understand?					xx	

³Research shows that one second is the limit for the users flow of thought to remain uninterrupted, while 10 seconds is about the limit for keeping the users attention focused on the dialog online. 15 is therefore quite long. (Ref. Jakob Nielsen's "Designing web usability").

Easy to access (less than 15 seconds)?						
Exhaustive?						
All material is available in (insert language)						

FOR TEENAGERS	Yes, very	Sufficiently	Some parts are easy, some parts are difficult	No	Not applicable to this SNS	Comment ?
Easy to understand?	X (textual info)					Featured video is too formal for teens
Easy to access (less than 15 seconds)?	x					
Exhaustive?	x					
All material is available in (insert language)	x					

What kind of safety information is provided at this SNS (please choose all that apply)?	Yes	No	Comment?
General textual info	x		
General audio/video info	x		
Concrete examples (e.g. anecdotes, information on concrete consequences of safety threats etc)	x		
Information/tips for children and young people	x		
Information on safety settings of the user's profile	x		
External links/referrals to professional safety organizations and authorities (e.g. Insafe, national hotline, police, health authorities etc.)	x		

In their terms of service/use and/or codes of conduct does the SNS clearly list the following:	Yes	Yes, but it is difficult to understand for children/young people	No/I cannot find this info	N/A to this SNS	Comment?
Content that is not allowed on the social network (e.g. pornographic or racist content)	x				
Conduct (behavior/actions) that is not allowed (e.g bullying, harassment, racist comments)	x				
Consequences of engagement in prohibited behaviour/actions (e.g. your user profile/messages/ photos might be deleted, or police contacted)	x				
Age requirements	x				It is also mentioned in the safety tips for teens

Is there any information provided on specific risks regarding using online services?	Yes, I can find it on the site	No/I cannot find this info	N/A to this SNS	Comment?
The possibility of seeing or being the subject of images of child abuse		x		But they keep warning teens not to put photos that can embarrass them or expose to danger
Hate speech	x			
Pornography or sexual content		x		They mention inappropriate content in their safety tips to teens
Violence	x			They mention harassment
Inappropriate contact from adults with a sexual interest in children		x		
Bullying	x			A page devoted to that subject
Divulging personal information	x			
Posting sexually provocative photographs		x		But they keep warning teens not to put photos that can embarrass them or expose to danger
Information on self-harm actions (anorexia, suicide etc)		x		
Other, please list:		x		

Principle 2: Work towards ensuring that services are age-appropriate for the intended audience			
According to its self-declaration:			
<i>Recommendation:</i> Limit exposure to potentially inappropriate content and contact. For example:	<i>Yes (relevant quote from the self-declaration)</i>	<i>No info provided in the self-declaration</i>	<i>Not applicable to this SNS (relevant quote from the self-declaration)</i>
Does the provider outline in the self-declaration how it is made clear to users when services are not appropriate for children and young people?		x	However, they mention that inappropriate URLs are blocked from being posted on the site)
Does the provider outline in the self-declaration how it is made clear to users where a minimum registration age applies?	X (their Terms If Use indicate a minimum age)		
Does the provider in their self-declarations outline the steps taken to deny access under-age users from their services?	x		
Does the provider in their self-declarations outline the steps taken to deleting under-age users from their services?	x (they employ search algorithm currently in English and French to seek and delete individuals misrepresenting their age. Also they actively search out underage users by hand and delete thousands of profiles		

	weekly.)		
Does the provider in their self-declarations outline the steps taken to prevent users from attempting to re-register with a different age if they have previously been rejected for being below the minimum age (if their terms require a minimum age)?	x (they place a session cookie on the registration page so perspective members cannot change their age if the initial age was below minimum)		
Does the provider in the self-declaration indicate how compliance with minimum age requirements is promoted (within technical and legal constraints)?	x		
Does the provider in the self-declaration outline how uptake of parental controls is promoted on the service?	x (they developed software, Parent Care that enables parents to easily determine whether their children has given the wrong age. Also safety tips link on every page, which also include links to patent monitoring and blocking software.)		
Does the provider in the self-declaration outline what functionality is provided for content providers, partners or users to label, rate or age restrict content that is provided?	x (They work closely with commercial content providers to ensure the users have information about the content to make informed choices. These might come in the form of warning messages, restricting content based on time of day).		

Does the provider in the self-declaration outline that certain professionally produced content is only shown at particular times of the day?	x (the provider mentions that they restrict content based on time of day)		
Does the provider in the self-declaration outline other means they have employed to limiting exposure to potentially inappropriate <i>content</i> ?	x (they mention a variety of steps taken to protect younger's users from inappropriate content, see SDR)		
Does the provider in the self-declaration outline other means they have employed to limit exposure to potentially inappropriate <i>contact</i> ?	X (they mention some application security steps they adopted and a number of steps taken to protect younger users from inappropriate content).		

PLEASE ATTEMPT TO SIGN UP AS AN **ADULT** USER. WHEN SIGNING UP, PLEASE STOP AT EACH STAGE MAKING SURE THAT YOU ARE ABLE TO RESPOND TO THE NEXT SECTION OF QUESTIONS. DEPENDING ON THE SNS THE INFORMATION PROVIDED BY THE SNS MIGHT NOT COME IN THE SAME ORDER AS THE QUESTIONS IN THE FOLLOWING SECTION.

When signing up to the SNS it requires you to submit the following information:	Yes	No	No/I cannot find this info	N/A to this SNS	Comment?
Birthday data at the registration process	x				
Statement that I am above a certain age (e.g. by ticking a box)		x			
E-mail verification*/address for e-mail verification	x				
<i>*If e-mail verification DO NOT verify over e-mail yet:</i>					
I am able to sign in even without verifying my e-mail address first (e.g. without clicking on a verification link sent over the e-mail)		x			

NOW PLEASE MAKE NEW ATTEMPTS TO SIGN UP AS SPECIFIED BELOW, USING THE SAME COMPUTER:

	The SNS allows me to sign up because the service is not age restricted	The SNS is intended to be age restricted but it allows me to sign up anyway	The SNS denies the signing up due to age restrictions	The SNS denies the signing up, but I am not told why	N/A to this SNS	Comment?
Sign up as a 11 year old child using 06.06.98 as date of birth			x			
Sign up again as a 15 year old child using 06.06.94 as date of birth		x				Old enough to sign up
IF PREVIOUS ATTEMPTS ARE REFUTED: Sign up again as a 15 year old child using 07.07.94 as date of birth		x				Old enough to sign up

PLEASE SIGN IN AGAIN TO THE SNS, USING THE YOUNGEST IDENTITY THAT IS WITHIN THE RULES OF THE SNS YOU ARE TESTING (IF THE SNS IS FOR ALL USERS/YOUNGER USERS, USE THE 11-YEAR OLD, IF THE SNS IS FOR OLDER USERS, USE YOUR 15 YEAR OLD IDENTITY). IF YOUR ATTEMPTS TO SIGN UP ARE REFUTED PLEASE REMOVE THE COOKIE FROM YOUR COMPUTER.⁴ IF THIS DOES NOT WORK, PLEASE CHANGE COMPUTER AND LOG IN AGAIN.

I have successfully signed in as	Yes	Yes, but I had to remove cookies first	Yes, but I had to change computer	No, I had to move on to the next user profile	N/A to this service	Comment?
An 11-year old user		x				When I removed a cookie and changed my birth year to 1980, I was able to sign in with exact same name
A 15 year old user	x					
No need to sign in, access open					x	

⁴ Find information on how to do this on <http://www.aboutcookies.org/Default.aspx?page=2> for the browser you are using.

Parental control tools	Yes, I can find it on the site ⁵	No/I cannot find this info	N/A to this SNS	Comment?
Does the SNS provide any parental control tools?	x			ParentCare

As a parent:	Yes	No/I cannot find this info	N/A to this SNS	Comment?
I can easily find the information on how to use parental control tools on the site	x			
I can easily understand how to use the available parental control tools.	x			
I can monitor my child's activities on the SNS.	x			
I have to verify my child's profile over the email before it can be used.		x		
I consider available parental control tools efficient.	x			

⁵ If yes, please answer the following set of questions about parental control tools

Principle 3: Empower users through tools and technology			
According to its self-declaration:			
<i>Recommendation:</i> Employ tools and technologies to assist children and young people in managing their experience on their service. For example:	<i>Yes (relevant quote from the self-declaration)</i>	<i>No info provided</i>	<i>Not applicable to this SNS (relevant quote from the self-declaration)</i>
Does the provider indicate in the self-declaration that the private profiles of users registered as under the age of 18 are not searchable on the service or via search engines?	x (no user can browse for under 16s)		
Does the provider indicate in the self-declaration that full profiles are set to 'private' by default or to the user's approved contact list for those registering under the age of 18?	x (new profiles for under 18 are automatically set to private)		
Does the provider indicate in the self-declaration that users have control over who can access their full profile by, for eg, being able to block friends or 'reject' friend requests?	x (users can block other users from contacting them and they can set their profiles to private).		
Does the provider indicate in the self-declaration that users have the option to allow only direct friends to post comments and content to their profiles?		x	
Does the provider indicate in the self-declaration that users have the option to delete unwanted comments of other users?		x	
Does the provider indicate in the self-declaration that users have the option to pre-moderate comments from other users?	X (users can pre-approve comments before being posted)		

Does the provider indicate in the self-declaration that it provides easy-to-use tools for users to report inappropriate <i>contact</i> from another user?	X (Users can report inappropriate content or behavior to MySpace - addressed in the principle 4)		
Does the provider indicate in the self-declaration that it provides easy-to-use tools for users to report inappropriate <i>conduct</i> by another user?	X (Users can report inappropriate content or behavior to MySpace - addressed in the principle 4)		
Does the provider give information in the self-declaration on how it educates parents about available tools, both for wider internet access and the tools, information and advice provided to parents by SNS to help them protect young people ?		x	
Does the provider address in the self-declaration how to delete profiles?		x	

On the Social Networking Site, I can find information on:	Yes, I can find it on the site	No/I cannot find this info	N/A to this SNS	Comment?
How to report abuse or bullying;	x			
The possibility to block other users from contacting me (or reject friendship requests);	x			
The possibility to specify who or which groups of users can contact me (defined by age, gender, etc.);	x			
Restrictions on search options for profiles (e.g. not		x		

able to search for minors);				
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PLEASE CONSIDER ALL THE INFORMATION YOU HAVE INSERTED INTO YOUR PROFILE PERSONAL INFORMATION AND ANSWER THE QUESTIONS BELOW (NB, BY "FRIENDS" WE MEAN ALL THE CONTACTS YOU CONFIRM WHEN RECEIVING THEIR FRIENDS REQUEST OR YOU HAVE ADDED YOURSELF):

When signed in to my user profile I am able to:	Yes	Yes, but the person who posted/own the profile must approve it first	No	I do not know/it does not say	N/A	Comment?
I am able to delete/remove postings on my profile	x					
I am able to delete/remove pictures on my profile	x					
I am able to delete/remove postings I have put on other peoples profile	x					
I am able to delete/remove pictures I have put on other peoples profile					x	I do not think I can post photos on other people's profile

On my user profile:	Yes	Yes, but I must approve it before it is published	No	I do not know/it does not say	N/A	Comment?
All users can post comments on my profile			x			

Only my friends can post comments on my profile		x				
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When signed in to my user profile:	Yes	Yes, but only some of the information	No	I do not know/it does not say	N/A	Comment?
My personal information is visible to all other users	x					The default setting
My personal information is visible only to my friends	x					I have to change settings in order to be only visible to my friends
I have to change settings for my personal information to be visible to other users			x			
I have control over the display of my online status (if other people can see if I am online)	x					Great control

When I am about to upload a photo/publish information on my profile I get:	Yes	No	I do not know/it does not say	N/A	Comment?
Safety tips and/or guidance about publishing personal information on the profile	x				When signing in, I get the info about safety tips, but not when about to upload info
Safety tips and/or guidance about uploading the photo onto my profile	x				

When signed in to my user profile:	Yes, and I can approve it before the photo is published	Yes, but I do not have a chance to approve the photo before being published	No	I do not know/it does not say	N/A	Comment?
I am notified when I am identified (tagged) in pictures posted on other people's profiles		x				

If I wish to delete my profile:	Yes	No	I do not know/it does not say	N/A	Comment?
I can find easy-to-understand information on how to delete/deactivate my profile.	x				
There is a clear link/button provided for deleting/deactivate my profile.	x				
I can only deactivate my profile but not completely delete it.		x			
The provider provides information about what personal information the SNS collects/retains after deleting/deactivating my profile.		x			
The provider provides information about how the personal information is/may be used once I delete/deactivate my profile.		x			

Principle 4: Provide easy-to-use mechanisms to report conduct or content that violates the terms of service		
According to the self-declaration:		
	<i>Yes (relevant quote)</i>	<i>No</i>
Does the provider indicate in the self-declaration that a mechanism for reporting inappropriate content, contact or behavior is provided?	x (a report abuse procedure can be	

	accessed from every MySpace webpage)	
Does the provider indicate in the self-declaration that reporting mechanisms are easily accessible to users at all times?	x (it can be accessed through every page)	
Does the provider indicate in the self-declaration that the reporting procedure is easily understandable?		x
Does the provider indicate in the self-declaration that the reporting procedure is age-appropriate?		x
Does the provider indicate in the self-declaration that reports are acknowledged?	X (reports of abuse are acknowledged immediately)	
Does the provider indicate in the self-declaration that reports are acted upon expeditiously?	x (reports are acted upon expediently by dedicated teams)	
Does the provider indicate in the self-declaration that users are provided with the information they need to make an effective report and, where appropriate, an indication of how reports are typically handled?		x

Principle 5: Respond to notifications of Illegal content or conduct			
According to the self-declaration:			
	<i>Yes (relevant quote)</i>	<i>No info provided</i>	<i>Not applicable (relevant quote)</i>

<p>Does the provider indicate in the self-declaration that effective processes are in place to expeditiously review and remove offending content upon receipt of notification of alleged illegal content or conduct?</p>	<p>x (The Security Incident Response Team has a dedicated security team that works to identify potential problems and takes immediate action when security issues occur)</p>		
<p>Does the provider indicate in the self-declaration that arrangements are in place to share reports of illegal content or conduct with the relevant law enforcement bodies and/or hotlines?</p>	<p>x (a number of actions are listed)</p>		
<p>Does the provider indicate in the self-declaration that links to other local agencies or organizations, for example that relevant Inhope services and law enforcement agencies are featured?</p>	<p>x (a number of actions are listed)</p>		

On the Social Networking Site					
When signed into my user profile I can find:	Yes, (available all the time)	Difficult (more than 15 seconds)	No, I cannot find it	N/A to this SNS	Comment?
a link/information on where to report other users that bothers me /violations of terms	x				
a link/information on where to report content that bothers me/violations of terms	x				
Information on how to block a friend/contact request	x				In the using safety setting section
A link/tool where I can report abuse/violation of terms is visible at all times when I am signed into the SNS	x				

When signed in to my user profile:	Yes	No	I do not know/it does not say	N/A	Comment?
I can block a friend	x				
I can decline a contact request	x				

BEFORE YOU START ANSWERING THE FOLLOWING QUESTIONS, PLEASE REVIEW THE SELF-DECLARATION REPORT IN REGARD TO HOW USERS CAN REPORT ABUSE ONLINE. PLEASE ALSO LOCATE THE REPORT MECANISM ON THE SNS SITE AND SEND THE REPORT THAT HAS BEEN PROVIDED FOR YOU IN ANNEX II TO THE SNS.

	Yes	No	N/A to this SNS	Comment?
The report mechanism				
Is easy to understand (for children/young people)	x			
Is difficult to find (more than 15 seconds)		x		
Sends a notification/receipt to the user when a report has been sent	x			
Sends information to the user on how a report will be handled	x			It states that the reported content will be reviewed against terms of use
Gives feedback to the user about the report/result? If so, how long did it take:	The feedback was send within 24 hours on the email address of the tester and not on the profile itself.			

Principle 6: Enable and encourage users to employ a safe approach to personal information and privacy			
According to the self-declaration:			
Recommendation	Yes (relevant quote from self-declaration)	No info provided	Not applicable (relevant quote)
Does the provider indicate in the-self declaration that a range of privacy setting options are provided for users?	X (it refers to the principle 3, where there is an extensive list of what user can do)		Does not mention which
Does the provider indicate in the self-declaration that privacy options are supported by information that encourage users to make informed decisions about the information they post online?	X (there is an extensive list of what information user gets)		
Does the provider indicate in the self-declaration that privacy options are prominent in the user experience?		x	
Does the provider indicate in the self-declaration that privacy options are accessible at all times?		x	
Does the provider indicate in the self-declaration that the implications of automatically uploaded information provided during registration onto profiles have been considered?		x	
Does the provider state in their self-declaration that users are notified when the information used to register is automatically uploaded onto their profile?		x	

Does the provider indicate in the self-declaration that when information is automatically uploaded to profile users are able to edit and make public/private that information where appropriate?		x	
Does the provider indicate in the self-declaration that users are able to view their privacy status or settings at any given time?		x	
Does the provider address in the self-declaration the issue of third party applications?	X (all applications are governed by the same privacy controls that are in place for members)		

When signed in to my user profile:	Yes	No	I do not know/it does not say	N/A	Comment?
I can easily change my privacy settings.	x				
Applications (3rd party, external or additional programs and/or services) need permission from the user to be installed and/or pull info from user's profile.	x				

When registering ⁶ to the SNS I am asked to provide the following personal information	Yes	Yes, but optional	No	I do not know/it does not say	N/A	Comment?
Age	x					
Education			x			
e-mail	x					
Gender	x					
Home address			x			But suggests to enter city, ZIP, state and country
Nationality			x			It suggests to enter the country
School or workplace		x				
Parents' e-mail			x			
Personal security/identification number			x			
Phone number			x			

⁶ In order to be able to create a profile on a social networking site, most of these services require that the user is registered with them. In order to register, the user needs to fill out a form with certain personal information (such as age, name, email address, etc)

Picture of yourself		x				
Political sympathies			x			
Real name (first and last)	x					
Real name (only first)			x			
Religion			x			
Other, please specify...	x					

Please list which personal information that you used for registration was automatically inserted into your profile⁷	Information was inserted into profile	Information was not inserted into profile	I am not sure/It does not say (please also add comment)	Comment?
Age	x			
Education		x		
e-mail		x		
Gender	x			
Home address		x		Just the

⁷ With most social networking services, creating a profile is possible only after registration with the respective service. In some cases, the information provided for registration is also automatically used for building a profile for the new user. The objective of the testing is to check to what extent this happens and whether the user has any control on the information that is included in his/her profile.

				country name
Nationality		x		
Parents' e-mail		x		
Personal security/identification number		x		
Phone number		x		
Picture of yourself		x		
Political sympathies		x		
Real name (first and last)	x			
Real name (only first)		x		
Religion		x		
School or workplace		x		
Other, please specify..		x		

PLEASE SIGN OUT AS A CHILD AND THEN SIGN IN AGAIN AS AN ADULT.

	Yes	No	N/A	Comment?
When signed in as an adult user:				
I am able to search for my other profile(s) where I test as an 11/15 year old		x		
I am able to search for users /user profiles that are 16 years old or younger		x		
I am able to search for users /user profiles that are 12 years or younger			x	
When I use search engine and search my nick names I am able to find the profiles I have registered as a minor in the SNS		x		

Principle 7: Assess the means for reviewing illegal or prohibited content/conduct

According to the self-declaration:

Recommendation: Promote compliance with the Terms of Use, Acceptable Use Policy and/or House Rules. For example, by employing:	Yes (relevant quote from the self-declaration)	No info provided	Not applicable (relevant quote from the self-decl)
Does the provider in the self-declaration indicate that it employs human and/or automated forms of moderation?	x (the use of search algorithm and search by hand)		
Does the provider in the self-declaration indicate that it employs technical tools (e.g. filters) to flag potentially illegal or prohibited content?	X (The Content Assurance Team ensures integrity of safety systems and flags potential issues)		

Does the provider in the self-declaration indicate that it provider employs community alerts?		x	
Does the provider in the self-declaration indicate that it responds to user-generated reports?		x	
Does the provider in the self declaration indicate that where human moderators are employed, reasonable steps are taken to minimise the risk of employing candidates who may be unsuited for work which involves real-time contact with children or young people?	x		

X= they mention Customer Care team, Parent care Team, School Care team etc.