Safe search engines to protect children and negative digital content Reality and rationalization mechanisms

محركات البحث الآمن لحماية الطفل والمحتوى الرقمي السلبي - الواقع وآليات الترشيد

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Abstract:

The aim of the research is to clarify one of the research priorities in ensuring that children use the Internet in an appropriate and safe manner, working to upgrade the level of this important group of society on which the future depends in construction and change, and it calls for learning the skills of research and analysis away from cyber threats, or inappropriate content The paper works to identify search engines that are better at examining websites harmful to children and adolescents when their filtering features are activated, and sets an important vision for facing the negative challenges posed by the digital space. extremism, with the need for parental and school support.

Keywords: Digital content; Search engines; Child; Protection; Mechanisms.

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ملخص:

هـدف البحـث إلى توضيح إحـدى الأولويـات البحثيـة في ضـمان اسـتخدام الأطفـال للأنترنت بصفـة مناسبة وآمنـة، تعمل على ترقيـة مسـتوى هـذه الفئـة الهامـة مـن المجتمـع الـتي يعـول عليهـا مسـتقبلا في البنـاء والتغييـر، وهـي تـدعو إلى تعلـم مهـارات البحـث، والتحليل بعيدا عن التهديدات السيبرانية، أو المحتوى غير الملائم، وتعمل الورقة على تحديـد محركـات البحـث أفضل في فحص مواقع الويب الضـارة بالأطفـال والمـراهقين عنـد تنشـيط ميـزات التصـفية الخاصـة بهـم، وتضـع تصـورا هامـا لمواجهـة التحـديات السلبية الـتي يفرضها الفضـاء الرقمـي، ومـن أهـم مـا توصل إليه هـذا البحـث، وجود محركـات بحـث تحمـي الطفل من ظواهـر العنف والجنس والتطـرف، مـع ضـرورة تـوفر الدعم الوالدي والمدرسي.

الكلمات المفتاحية: المحتوى الرقمي؛ محركات البحث؛ الطفل؛ الحماية؛ الآليات.

Introduction

This research belongs to the field of education on modern technology, and it is one of the most important researches that work to rationalize children's use of the Internet without being exposed to the problems of this use of negative phenomena that have spread in cyberspace, and this research works to identify the best search engines in examining websites The web is harmful to children and teens when they activate their filtering features, and it sets an important perspective for addressing the negative challenges posed by the digital space.

The research describes the engines and their contribution to ensuring the awareness and perceptions of children in the absence of rational follow-up of parents, some of whom have moved away from the educational function, and the educational and educational action of the digital space despite its danger, and its problem centered on the main question: How do search engines secure the child from negative content?

The following questions arise from this question:

1- What are the most important negative phenomena that spread in the digital content directed to the child?

2- What are child safe search engines on the Internet?

3- What are the mechanisms to rationalize child protection from negative digital content?

The importance of research in the role of raising awareness of the importance of protecting children from using the Internet through

various means, such as computers, mobile phones, and portable digital screens, by acknowledging the annual day of teaching the safety key via the Internet for children, which is absent in the Arab arena, which really needs to develop and disseminate these concepts Away from the various inhibitors in this environment, whose importance becomes clear by presenting mechanisms to rationalize the child in dealing with the content of the Internet, and directing Arab researchers to pay attention to this type of few specialized researches.

The research follows the inductive approach that works on displaying the specifics of the research from the specific to the general, and trying to reach new ideas about the proposed topic. Specialized literature has been collected that revolves around describing negative digital content, in which the phenomena of violence, extremism, terrorism and sex are common. The research also uses the method Descriptive by displaying a set of safe search engines that prevent the child from being bullied by those in charge of this type of content, in addition to identifying and identifying mechanisms in order to rationalize this use.

1-The reality of children's exposure to negative electronic content

Today's children live in different and diverse environments that work on the versatility of different media, both traditional and modern. On average, families own nearly four televisions, about three DVD players, one DVR, CD players, more than one radio, and two video game consoles. It is noticeable that the number of children who watch television is declining with each age group, while the consumption of media through mobile devices and the Internet increases in every age group (Adweek, 2016).

According to a 2013 policy statement from the American Academy of Pediatrics, children aged 8 to 10 spend 8 hours a day with various digital media while adolescents spend 11 hours in front of screens (Rachel Becker, 2016), these numbers are correlated Close to early concerns about the way children use the Internet, which is believed to have negative side effects (Sackson, 2013), other concerns as documented by Fleming et al. (Fleming, 2016:135-145) have included key emerging dimensions of concern in cyberspace, by being exposed to inappropriate content, which is mainly represented by pornography in its various manifestations, whose spread and dissemination affect the culture of children and youth, and this has developed in unprecedented and diverse ways (Lust, 2010).

The report shows that about 25% of children get some exposure and access many exciting materials online, while 20% of children have access to films and materials rated on X, the Internet not only provides important information and knowledge such as issues or It also provides some negative information such as pornography about violence, and it has been noted that many research studies have shown that many children have access to the Internet in their homes and that Most of them use a lot of time in front of it, which negatively affects their studies and sleep (Katrien & Al, 2016).

Studies conducted in the United States by (Cho & Cheon, 2005) by Liau et al, 2008) indicate a discrepancy between parents' beliefs about their child's exposure to inappropriate Internet content (referring to violent, aggressive and pornographic content) and the child's own exposure to such material. Also, results from the EU Children's Online Study (Livingstone & Bober, 2004) found that children systematically report higher levels of problematic online experiences than their parents would perceive, such as visiting pornographic websites or providing personal information online (Fathi, 2014).

Flood et al. have documented that Internet-enabled devices have allowed individuals of all ages to encounter, consume, create, and distribute sexually explicit content with mounting evidence that these phenomena are increasingly common among children and adolescents worldwide. to increased intentional or accidental viewing of Internet pornography (Wolak, 2007

Reasons for engaging in risky Internet behavior have been found to include excess time a child spends on the Internet, dissatisfaction with life and desire for excitement (Livingstone & Helsper, 2007), and according to a review of risks associated with Internet use, these risky uses create an image Negative personality, identity crisis, and symptoms related to aggression, fear and trauma in children (Giovanna, 2013).

2-Negative phenomena in digital content and its impact on the child:

Although the internet and types of technology contain a variety of positive and negative content, it is not served according to the needs of the user, especially when it comes to children searching online without supervision (https://www.safety.com), which leads me to Classification of negative phenomena in digital content that children are exposed to and that pose a threat in several health, psychological, behavioral, social and economic aspects and can be attended in the following (Yeora, 2003).

- Gender:

Children between the ages of 8 and 9 encounter sexually explicit material on the Internet and in other media, and although research is just beginning to assess the potential harm, there is reason to believe that early exposure to sexual content may have unwanted effects. In it (Carolyn, Ross, 2012).

violence:

Studies showing a relationship between exposure to violence in the media and real-life aggression and violence began in the 1950s, and since then various government agencies and organizations have studied the relationship, including the 1972 Surgeon General Report and the 1982 National Institute of Mental Health (NIMH) Review , the 2000 Congressional Summit, which issued a joint statement on the impact of recreational violence on children, and in 2000 the Federal Bureau of Investigation (FBI) issued a report indicating that media violence is a risk factor for school damage.

The 2003 NIMH report indicated that media violence is an important causative factor in aggression and violence, and the Federal Communications Commission (FCC) issued a 2007 report on violent programming on television, and indicated that there is strong evidence that exposure to violence through the media can increase Aggressive behavior in children.

Violent material receives less attention than sexual material, as many children are particularly concerned about violence, aggression or offensive content on the Internet, which is manifested in (Veronica, 2014: 15):

- Pictures and descriptions related to the war and other atrocities.
- Domestic Violence.
- Cruelty to animals.
- Material that promotes racial and religious hatred or homophobia.

The internet is de-identifying violent images, with amateur content providers uploading or re-sharing extremist news content, often without narration. Their goal is to gain maximum impact and recognition (Joanne, 2015).

- Medicines and drugs:

Non-medical use of prescription drugs is common and poses risks such as overdose and development of abuse and dependence. In a study of a convenient sample of 1,860 adolescents and young adults from 24 outpatient and outpatient treatment programs, few individuals obtained drugs from the Internet (n = 26, 2.3%), pain relievers were the most common type of drug, and the majority of adolescents and adult purchasers of Young people online make a purchase from their home or from a friend.

According to LegitScript, which monitors and evaluates online pharmacies, there are 33,579 online pharmacies that the site considers illegitimate, meaning that they lack a license, dispense prescription drugs without a prescription, or fail to meet certain standards (David S & Al, 2016).

Digital media is increasingly being used to advertise drugs. Additionally, exposure to PG-13- and R-movies at an early age may be a major factor in adolescent onset and alcohol abuse, and the American Academy of Pediatrics recommends a ban on all tobacco advertising in all media. media, restrictions on alcohol advertising, avoiding exposure of young children to substance-related content (tobacco, alcohol, prescription drugs and illegal drugs) on television and in PG-13- and R-rated films, which integrate the theme of advertising and media into all drug abuse prevention programmes, implementing Media education programs in the classroom (Victor, Al, 2010).

Digital drugs, also referred to as "I-dosing", are audio files that can be downloaded for less than $1 Another (CATHY, 2011), the debate has continued about whether drugs mimic the same effect as traditional drugs and are addictive or not? Studies that track individuals' brain activity after listening to binaural tones revealed a state of mind similar to the state of mind following drug consumption, and there was a direct effect on the brain (Mary, 2017).

3- Safe search engines, concept, development, and importance:

In a previous axis, I referred to the reality of negative digital content on the child, which is content that includes sex, violence, drug promotion and terrorism, which is confirmed by most specialized research, and confirmed by Greenfield (2004), which believes that negative attitudes such as violence, sexual content and gambling on the Internet have an impact not only On the behavior and attitudes related to the sex of children and adults, but also on their moral values, in families with low levels of parent-child attachment and communication, which was confirmed by Cho and Chun (2005) and other studies that examined the relationship between children's use of the Internet and negative behavior (Abdul Razaque , et al, 2014).

-The concept and development of search engines

A search engine is generally defined as: "A search engine is a service that allows Internet users to search for content across the World Wide Web (WWW), the user enters keywords or key phrases into a search engine and receives a list of web content results in the form of websites, images, or Videos or other online data.

The list of content returned by a search engine to a user is known as a search engine results page (SERP) (https://www.techopedia.com).

Children's search engines are defined as: "a platform specifically designed to help screen web content, such as words, images and videos," and are very easy to use and visual. These differences help children find what they are looking for without landing on any pages that may not suit them.

The term "search engine" began in the 1970s, when it was originally used to refer to specialized text-searching hardware, and from the mid-1980s has come to mean its use in preference to an "information retrieval system" as is the name of a program system that compares queries to documents and produces lists of results. Rank of documents (Bruce, 2015, 6,7).

Private search engines have experienced tremendous growth over the past few years, and it was unimaginable that anyone would be able to compete with Google in the search field, however, many engines appeared that were growing rapidly, and Google's market share decreased from 78.7 percent in February 2017 to Slightly less than 70 percent in February 2018 (Christian, 2015,7).

Search engines come with a number of configurations that reflect applications being designed on the web, such as: Google and Yahoo, and are able to capture and provide a lot of data, then provide response times to millions of queries submitted every day from all over the world.

Enterprise search engines - for example, Autonomy8 - are assumed to be able to process a large variety of corporate information sources and use the company's own defined as part of research and related tasks, such as data mining and aggregation technologies. Desktop search engines such as Microsoft Vista are The search feature, being able to integrate new documents and web pages, as well as providing an intuitive interface for searching and heterogeneous mix of information (Bruce, 2017, 7).

Search engines can be divided into four categories: bots, directories, horizontal search engines, and software tools. Some search engines combine more than one feature, and researchers have categorized them in a very similar way (MORRIS, 2000, 191).

-The importance of safe search engines for children

It is very important for children to learn how to access information online, learn how to operate, and how to communicate with it. It is also logical for children to learn how to distinguish and recognize the difference between good and bad content, as well as how to recognize and deal with harmful things, including malware. Viruses and Phishing (www.ionos.co.uk/digitalguide).

The Internet can be a great resource to help with homework, but you may be concerned about a child accessing inappropriate websites and information while browsing the web. Safe search engines provide children with pre-set sites, filters and age-appropriate content, so that the child can enjoy the freedom of surfing the Internet While you feel peace of mind that it remains safe online (Lindsay, 2019).

The Internet provides an array of unfiltered content, gives children unrestricted access to the environment that is detrimental to their balanced social and cognitive development, websites are teeming with inappropriate, explicit and adult content that comes in various formats (images, text, banners, audiovisual, etc.), and from creating A safe digital environment that enables the educational benefit of the network, and the first step towards achieving this goal is to provide children with the tools to safely navigate and search web content without exposing them to inappropriate content (https://elearninginfo-graphics.com).

-Types of safe search engines:

Many researchers refer to various types of safe search engines for the sponsor, and they can surround the problems that annoy him or his family in order to create an effective digital environment that elevates his material and moral behavior and creates opportunities to participate in the development of the ocean in the future, and can be listed as follows :

- Kiddle: It's a Safe Kids Visual Search Engine developed by Google that has the full power and resources of Google, with all the SafeSearch filters parents and educators need, there's also a video search feature, a news search feature, and resources for parents and educators.

The bottom toolbar contains more information about SafeSearch for kids which makes the platform a very transparent and understandable alternative search option. What also sets it apart from the platforms is that there are very different ways of how content is displayed depending on the word, for example: typing the word A "boob" will give kids the error message (Amanda, 2017). Kiddle parental controls include blocking keywords and location for more search security (Lindsay, 2019).

The idea behind kid-friendly search engines like Kiddle is to take advantage of Google's safe search options and a thick layer of other filters to purge search engine results of any potentially inappropriate websites or images. Kiddle also offers a "Kimages" search option, which displays images that are all free for use under the Creative Commons Attribution-ShareAlike license (a feature that many adults may also find useful) (Saikat, 2010).

- Kido'z: It is a password-protected, independent browser that can be downloaded and installed for free. When opened, Kido'z takes full control of the screen, preventing the child from accessing any inappropriate content while offering a variety of child-safe websites, games, videos, and other entertainment options. Parental controls allow Identify, add and delete content from your child's browser and track their internet usage, and password protection prevents your kids from closing or moving away from the browser without your permission.

- KidRex: is a Google search engine for kids, the interface includes a kid's coloring page (the dinosaur stands guard), uses safe search and tries to keep all results as sanitized as possible, KidRex also has its own database of inappropriate websites and keywords which also helps in keeping clean Results (Saikat, 2010).

- Ask Kids:

Designed for kids aged 6-12, apart from answers to questions, it also provides age-appropriate reviews of games and movies. There are some sponsored links and some links go to less relevant content, but overall it's still a safer way to search with helpful answers. and mostly useful (not to be confused with the less convenient Ask.fm) (Martine, 2016).

- APP KIDS, VIDEOS & GAMES:

Provides a locked environment for kids to run apps, watch movies, make phone calls, and browse the web based on what parents think they're ready for Parents sign up for a free basic account and can upgrade to an additional subscription with additional features As a utility, it's on an Android device and allows parents to choose which apps and other features they want They want children to access and choose it.

The app comes with a few tools of its own including a web browser, video game/app store, and video collection. Which of the applications installed on the device to include, such as the camera or Gmail, can also choose the photos and videos on the device to put in the library.

 Parents can set a certain amount of time to use the device and block certain times of the day for access (such as dinner time). This app can be paired with the parental control app by the publisher itself for remote control, and parents can set it to run when the device starts up (Christy, 2019).

- Wacky Safe: It is a search engine for children from Microsoft, which is safe for children and has an "E" for everyone to use, made in the form of an application designed specifically for PC and Android OS, the browser is intended for a high degree of security, and only

allows access to information Only adequate Age-appropriate and harmful content filtering Claims to provide a "very safe" browsing environment for kids and blocks inappropriate images, videos and websites, limits access to adult social media sites and comes with text-to-speech feature that converts search results to speech Mahak , 2018).

-DuckDuckGo:

A search engine that, unlike Google, tries to protect the privacy of its users, by intentionally showing all users the same search results for a given keyword, without filtering and personalizing those search results based on user history.

The engine has seen a healthy increase in traffic over the past few years on February 6th 2017, celebrated reaching 15,000,000 searches per day, and in November 2017 it hit a new record of 20,000,000 searches/day, rankings increased Its traffic has been steadily increasing, becoming the 250th most popular website in the USA, and here are some of the things DuckDuckGo does or doesn't do compared to Google:

- DuckDuckGo does not log any user related information, only keyword information

For a given keyword, it returns the same search results for all users.

- DuckDuckGo does not share data about the user's search keywords with the websites they visit as a result of the search.

- Includes data from a collection of more than 400 sources, including Bing, Wolfram Alpha, Wikipedia, and Yahoo! , its web crawler, called DuckDuckBot, and many other sources.

Relies on many open source technologies and projects to provide you with private search results

It is run by a small team of people. At the time of writing this article, they are less than 50 people (Ciprian, 2017).

The researchers limited child-safe search engines that support ads to:

- Safe Kids Google: It is used to provide search results and also provides other features to safely search for images, videos and wikis It is one of the best options for your child's surfing on the Internet Available as a downloadable application It is a platform where children can find the right websites given their keywords to Besides websites, the platform also displays photos, videos, and secure Wikipedia pages, which means parents can rest assured that their kids aren't landing on the wrong pages (Kristina, 2018).

The engine uses Google SafeSearch algorithms to prevent inappropriate content from appearing in a child's searches and provides a link catalog that contains only links to peer-reviewed web resources for only appropriate content KidsSearch.com operates a

non-profit group Made up of volunteers and funded by donations, in an effort to make the internet safer for kids, another great thing about KidsSearch.com is that it doesn't use ads that can show them inappropriate content.(https://www.digitalcitizen.life)

- Fact Monster:A free reference site for students, teachers, and parents, that helps with homework and finds facts on thousands of topics, including sports, entertainment, geography, history, biography, education and health.

- Cybersleuth Kids: A comprehensive educational search engine, homework guide and homework guide for K-12 students, including topic-specific videos, activities, printable materials, and games.

4- Rationalizing children towards a safe virtual world

The search for mechanisms to rationalize the safe search for the child is one of the most important outputs of this research paper, and it includes tips, directions and tools that the small or large family should be keen on dealing with the world of technology and can be summarized in the following:

A- Tips on Internet Security:

The necessity of being aware of the real dangers of the Internet so that you can share with the child the importance of Internet safety.

Make sure the child knows that they should not identify themselves online, or give away their personal information or passwords.

- Use family safety software to restrict a child's access to browsing, there is software that allows remote monitoring, key recognition, time management and more.

Use specific realistic scenarios so the child knows what to do in case of emergency or internet related problems.

- If the child encounters inappropriate content, simply ask them to turn off the computer without clicking anything else.

- If a child should be the victim of cyberbullying or any other type of Internet threat, teach them to disengage and report them immediately to a trusted adult.

- The child must be able to trust you with any information and feel that they can come to you about anything, including problems on the Internet (https://www.safety.com).

B- Methods:

Bing has announced that it is the first search engine to use a new web safety standard known as "Safe Preference," which enables Safe Preference to close browsers used to show only "safe" content when browsing the web.

Use Internet Explorer 10+ or Firefox and follow these steps:

Turn on Windows Family Safety for her children.

- Participating browsers recognize that parental controls are turned on and indicate to Bing that the user prefers to receive safer results (Barry, 2012).

Building a hypothetical theoretical model that studies the influence of family context factors (family cohesion, shared web activities, parents' online skill, and parental perceived control) on children's exposure to negative Internet content (Chang-Ho, 2010).

C- Enhancing school support

- Identify ways that teachers can better support (younger) students and plan curricula for activities related to Internet safety (Vitalaki, 2015).

-Identification of confident supervisors about the effects that might be used to design or target interventions, including characteristics of youth such as developmental stage, ethnicity (Rebecca, 2017).

-Spreading knowledge of the risks of content by teaching in medical schools, residencies, grand tours, and via community lectures.

D- Strengthening parental support:

- Introducing new models of standards for distinguished activities, and suggested four main categories of parental mediation:

"Social mediation" combines activities derived from TV viewing, namely active mediation and shared use, including talking about media content while a child is sharing it, and sharing a child's experience online by staying nearby.

- "Restrictive mediation" includes setting rules that limit and regulate time, duration of use of the Internet, location of use, and content.

- "Technical limitations" are the use of software and technical tools to filter, restrict and monitor children's online activities.

-Encourage parents to participate in viewing shows and content with their children, and encourage them to discuss TV content, movies, video games, music videos and the Internet with their children and make comparisons with real-life situations and their consequences.

-Relying on parental counselors to limit exposure time can be limited by removing televisions, video games, computers and an Internet connection from the bedroom.

- Using a technique that closes certain channels or turns off the computer or TV after a certain period of time (Giovanna, 2013).

D- Enhancing supportive policies:Policy makers can contribute to children's online safety by:

- Introducing appropriate legislation and ensuring its effectiveness.

- Develop effective policy responses.

-Training of law enforcement officials, teachers and other professionals working with children.

- Raising awareness of the risks online among children, parents and caregivers.

- Supporting the recovery of children who have been abused and exploited.

- Collecting and updating data and motivating the private sector to take measures to enhance children's safety online.

- Include warnings about the health risks of violent media consumption in well-done visits to children (Veronica, 2014).

E- Strengthening media education:

- In addition to limiting exposure to violent media content, educational efforts should be developed to help children understand the gap between real and imaginary violence. Media literacy programs have been shown to be effective, both in reducing negative effects of media, as well as in exploring potential positive social uses of media. .

- Advise adults to watch with their children, and help them address media violence. Prerecording programs allows pause for discussion or processing.

- Support the development of media education programs that focus on demystifying and addressing media violence. Focus on the inappropriate and unrealistic nature of violence on television and film, and on the consequences, responsibility, and complexity of real violence.

CONCLUSION

The research paper emphasizes a number of results, the most important of which are:

-The interest of the various literatures specialized in the field of child education in the media, and the keenness to discuss the topic from different sides.

-Smart devices such as phones, tablets and computers provide safe search engine programs that protect the child from negative content in all its forms.

-Clarify ways and methods for children to deal with Internet content, by providing advice on Internet safety, promoting school support and strengthening parental support, promoting supportive policies, and media education.

This topic is a ground for other projects and research, and the researcher has tried through it to present the point of view of specialized researchers on the reality of negative content and how to confront it, which contributes to achieving the objectives of this research, which is essential in trapping the problems facing the child in his stages of development, and he is the one who relies on him in the future. In the development of society, the mechanisms were limited to enhancing child protection through the intervention of politics, the family and the media, and supporting and strengthening these mechanisms in a way that makes the child deal with a virtual environment free from all manifestations of violence, extremism, sex and drugs.

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