



## Prying Open the Black Box

### What Hello Barbie Can Tell Us About Behavioural Marketing



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#### OUR REGULAR FEATURES



##### RESEARCH

The EQ team is dedicated to creating new knowledge about young people's use of networked communications, with a special emphasis on privacy and equality. Check out our publications, works-in-progress...

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##### POLICY

Our partners are committed to developing new, innovative policies to help young people get the most out of networked technologies. Get informed — check out our policy memos, backgrounders, and papers...

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##### RESOURCES

Our team includes educators, community groups and grassroots advocates who are dedicated to providing schools, community groups and families with the resources they need to teach young people about th...

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##### MEDIA

Connect with the eQuality team on Twitter, on YouTube and in the press. Click here to access our media resources or to contact an EQ expert to answer your questions about online equality or find a sp...

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WHAT'S NEW IN EQUALITY

Check out some of our latest projects




**HALF GIRL, HALF FACE**

Created by EQ partner MediaSmarts, this workshop is intended for girls in grades 7-9. It explores many of the online image issues teenage girls may encounter when they use social networks, and can be...




**EGIRLS, ECITIZENS**

eGirls, eCitizens is a landmark work that explores the many forces that shape young women's experiences of privacy, identity, and equality in our networked society. It offers first-hand perspectives c...



**TEACHER WORKSHOPS**









EQ partner Egale Canada offers Teacher Training Workshops to help schools combat heterosexism, homophobia, biphobia and transphobia in the classroom. The workshops' intersectional approach to issues o...



**PUSHBACK**


EQ's interactive Wiki page helps chronicles examples of when young people themselves have used networked communications to push back against discrimination. Take a look, learn more about the importance...

OUR PARTNERS


Media Smarts: Canada's Centre for Digital and Media Literacy

The eQuality Project is funded by the Social Sciences and Humanities Council of Canada.



Social Sciences and Humanities  
Research Council of Canada

Conseil de recherches en  
sciences humaines du Canada



## eQuality Objectives

1. Create new knowledge concerning the **collection of commercial data online, and their impact on youth, exploring how online/mobile infrastructures and social norms can lead to online discrimination and identity-based conflict between young people online.**
2. Consult with diverse groups of youth in order to create new knowledge concerning the ways in which youth conceptualize privacy, and the potential for online equality.
3. **Affect digital media policy change** by disseminating this new knowledge to partners, policy makers, and the general public.
4. Create and disseminate educational and outreach materials to help Canadian youth make the most of their digital media experience, that are guided by input from youth themselves, and responsive to programming and education gaps identified by eQuality partners.

83% say no to collection by  
social media companies

95% say no to collection by  
marketers

## Essena O'Neill



**PHOTO:** Essena O'Neill is a social media sensation changing the way we see Instagram photos. (Instagram: @essenaoneill)

<https://www.youtube.com/watch?v=Xe1Qyks8QEM>

0:00-1:43, 2:24-3:27

## Social Media is Not Real Life

NOT REAL LIFE - took over 100 in similar poses trying to make my stomach look good. Would have hardly eaten that day. Would have yelled at my little sister to keep taking them until I was somewhat proud of this. Yep so totally #goals


 SOCIAL MEDIA IS NOT REAL LIFE · 2 YEARS AGO

Things are getting pretty wild at my house. Maths B and English in the sun - edit: see how relatable my captions were stomach sucked in, strategic pose, pushed up boobs. I just want younger girls to know this isn't candid life, or cool or inspirational. It's contrived perfection made to get attention.

 SOCIAL MEDIA IS NOT REAL LIFE · 3 YEARS AGO

Edit: "Please like this photo, I put on makeup, curled my hair, tight dress, big uncomfortable jewellery... Took over 50 shots until I got one I thought you might like, then I edited this one selfie for ages on several apps- just so I could feel some social approval from you." THERE IS NOTHING REAL ABOUT THIS. #celebrityconstruct

 SOCIAL MEDIA IS NOT REAL LIFE · 2 YEARS AGO

 and yet another photo taken purely to promote my 16 year old body. This was my whole identity. That was so limiting. Made me incredibly insecure. You have no idea.

 SOCIAL MEDIA IS NOT REAL LIFE · 2 YEARS AGO

# Social Media is Not Real Life

NOT REAL LIFE - I didn't pay for the dress, took countless photos trying to look hot for Instagram, the formal made me feel incredibly alone. BEHIND THE IMAGE COMING SOON - [www.letsbegamechangers.com](http://www.letsbegamechangers.com)

 SOCIAL MEDIA IS NOT REAL LIFE · A YEAR AGO

EDIT REAL CAPTION: paid for this photo. If you find yourself looking at "Instagram girls" and wishing your life was there's... Realise you only see what they want. If they tag a company 99% of the time it's paid. Nothing is wrong with supporting brands you love (for example I proudly would promote Eco sheets or a vegan meal in exchange for money as its business for a purpose to me). BUT this ^^^ this has no purpose. No purpose in a forced smile, tiny clothes and being paid to look pretty. We are a generation told to consume and consume, with no thought of where it all comes from and where it all goes.

 SOCIAL MEDIA IS NOT REAL LIFE · 2 YEARS AGO





## Dying to be Barbie

Eating Disorders in Pursuit of the Impossible



## Commercialism



The question is not really one of beauty, of course, but of the oppressive equation of beauty, however we define it, with worth.

Surface so dominates essence in America that the equation has gotten out of hand. The reason is obvious. We are bombarded by images of Barbie doll women ... Advertising is so dominant ... that “its messages are the only ones being heard.” “America is about selling” and “we accept the marketplace as the arbiter of values” (Cunningham, 1993).

## Privacy of Play

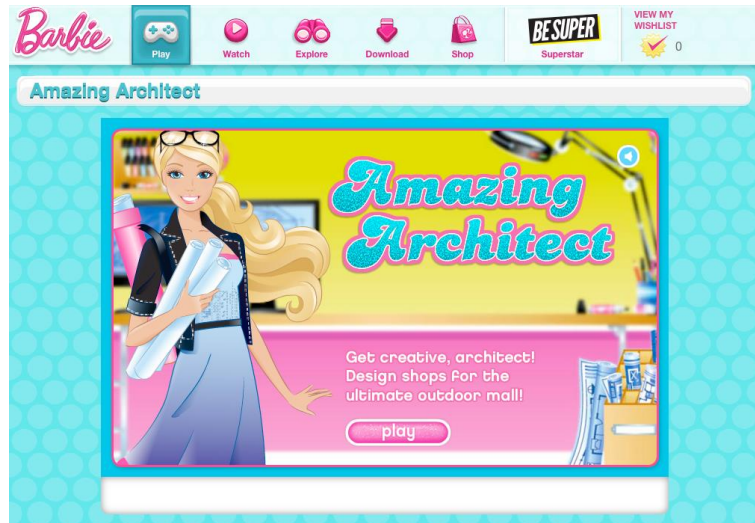
- cognitive development
- social development
  - ability to regulate own emotions and behaviours
  - interpersonal values, including empathy

## Privacy of Play

- reserve
- anonymity
- ground for the core self
- emotional release
- self-evaluation (Westin, 1980)









## Hackers can hijack Wi-Fi Hello Barbie to spy on your children

Security researcher warns hackers could steal personal information and turn the microphone of the doll into a surveillance device



📷 Hello Barbie listens to children and uses cloud-based voice recognition technology to understand them and talk back. Photograph: Mattel

Mattel's latest Wi-Fi enabled Barbie doll can easily be hacked to turn it into a surveillance device for spying on children and listening into conversations



## 'Hell No Barbie' campaign wants 'Hello Barbie' shelved

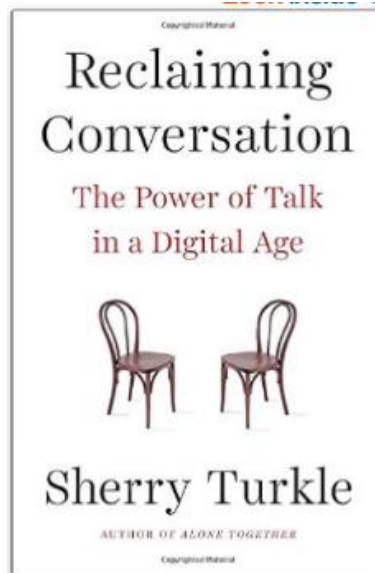
Karolyn Coorsh, CTVNews.ca

Published Thursday, October 29, 2015 12:46PM EDT



A U.S.-based advocacy group is urging consumers not to buy a new interactive Barbie doll, saying it's a "significant" violation of children's privacy.

The Campaign for a Commercial-Free Childhood is set to launch its "Hell No Barbie" campaign next week over social media, in an effort to discourage sales of the doll.



## Convention on the Rights of the Child

### *Article 16*

1. No child shall be subjected to arbitrary or **unlawful interference with his or her privacy**, family, or correspondence, nor to unlawful attacks on his or her honour and reputation.
2. The child has the **right to the protection of the law against such interference** or attacks.

## Convention on the Rights of the Child

### *Article 13*

1. The child shall have the right to freedom of expression; this right shall include **freedom to seek, receive and impart information and ideas of all kinds**, regardless of frontiers, either orally, in writing or in print, in the form of art, or **through any other media of the child's choice**.

## Convention on the Rights of the Child

### *Article 17*

States Parties recognize the important function performed by the **mass media** and shall ensure that the child has **access to information** and material from a diversity of national and international sources, especially those **aimed at the promotion of his or her social, spiritual and moral well-being and physical and mental health.**

## Convention on the Rights of the Child

### *Article 17*

- (a) **Encourage the mass media to disseminate information and material of social and cultural benefit to the child** and in accordance with the spirit of article 29;
- (e) **Encourage the development of appropriate guidelines for the protection of the child from information and material injurious to his or her well-being**, bearing in mind the provisions of articles 13 and 18.

## Convention on the Rights of the Child

### *Article 31*

1. States Parties recognize the right of the child to rest and leisure, **to engage in play** and recreational activities appropriate to the age of the child **and to participate freely in cultural life** and the arts.
2. States Parties shall respect and promote the right of the child to participate fully in cultural and artistic life and shall encourage the provision of appropriate and **equal opportunities for cultural, artistic, recreational and leisure activity.**

## Convention on the Rights of the Child

### *Article 32*

1. States Parties recognize the right of the child to be **protected from economic exploitation** and from **performing any work** that is likely to be hazardous or to interfere with the child's education, or to be **harmful to the child's health or physical, mental, spiritual, moral or social development.**

## Big Data/Big Privacy



“We are living through an information and social revolution: it has never been easier to share information, and yet access to information about the social — particularly social data — is often denied, as such data is privately owned, incomprehensible to the nonspecialist, silenced, or eliminated. .. data is being employed to accelerate ... the transformation of citizenship into consumer practices” (Langlois, Redden & Elmer, 2015).

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