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2021年中国青年互联网治理论坛  
儿童及青少年互联网大会报告

**Youth Internet Governance Forum China 2021  
Children and Youth Internet Conference Report**

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## 活动背景 Background

大会遵循《联合国儿童公约》中关于儿童参与权的基本理念以及联合国YIGF原则，以尊重儿童的主体地位，充分赋权，让儿童发声。通过活动引导广大少年儿童提升网络素养，树立新时代中国好网民意识，并通过亲子共同约定，呼吁全社会携起手来，共创网络文明和清朗网络空间。

In addition to the IGF principles, YouthIGF China is also upholding the value highlighted in the United Nations Convention on the Rights of the Child (UNCRC). We shared the belief in respecting the agency of children, empowering their rights as well as supporting their participation. Through the program, we are hoping to raise the awareness of the public on media literacy of our next generation and nurture their consciousness of being responsible netizens. More importantly, parents should build better relations with children, and society at large should hold hand in hand for the betterment of cyberspace.

## 2021年大会简介

### **Introduction of YouthIGF China 2021**

2021粤港澳大湾区儿童互联网大会是今年广东省网络文明宣传季系列活动的重头戏之一，由广东省委网信办，广东省教育厅、共青团广东省委员会、香港中联办宣文部和澳门中联办宣文部联合主办。

The 2021 Guangdong-Hong Kong-Macao Greater Bay Area Children's Internet Conference is one of the highlight events of the Guangdong Province Internet Civilization Promotion Series. The conference is co-hosted by the Cyberspace Administration of Guangdong Province, Guangdong Province Department of Education, China Communist Youth League Committee of Guangdong Province, Publicity Department of Liaison Office of the Central People's Government in the Hong Kong Special Administrative Region, and Publicity Department of Liaison Office of the Central People's Government in the Macao Special Administrative Region.

本场大会于7月29日举行，来自湾区各地的儿童代表们，他们在少年宫媒介素养教育老师们的指导下发布一份属于儿童自己视角和观点的调查报告。本次大会充分赋权儿童，大湾区各地的儿童代表们不但亲身学习参观，还作为CRO儿童调研官进行了调研，他们还把自己对网络安全治理和网络青少年保护的所见所思，汇聚到报告中去。

This conference was held on 29th July 2021, with child representatives from all over the Bay Area. They released a research report from children's own perspectives and views under the guidance of media literacy education teachers at the Children's Palace. The conference aims to empower children. Child representatives studied and observed, they also acted as Child Research Officers (CRO) to carry out research. They shared their views about Internet Governance and Youth Online Protection, they integrated their thoughts into the report.

**主办单位及参与者名单**  
**Organisers and Participants**  
**(Chinese only)**

**组织单位**  
**Organisers:**

广东省委网信办  
广东省教育厅  
共青团广东省委员会  
香港中联办宣文部  
澳门中联办宣文部

**参与的网络企业:**  
**Supporting Tech and Media Companies:**

南方日报出版社、网易、酷狗、虎牙、荔枝fm、欢聚集团、趣丸  
Nanfang Daily, Netease, Kugou, Huya, Lychee fm, Huanju, Quwan

## 大会主要参与者

### Forum participants:

#### 【主要儿童代表名单】（排名不分先后）

##### List of Children Representatives

朱家浚 徐宝珞 曾仲思 周麟一 周孟杏 胡徐畅 吴卓轩 林小艾  
沈欣霖 陈启漳 刘文卉 任星睿 周圣哲 袁蕴菲 杨致远 杨牧歌  
隆星程 卢可楠 曾蓓蓓 李宝甜 丁绍轩 杨思源 李沁萱 李程  
张靖怡 陈虹羽 张邓锦澜 等

#### 【主要参与老师及大人观察员名单】（排名不分先后）

##### List of Teachers and trainers

曾胜泉 苏文颖 张海波 杨晓红 方耀南 邝子丹 杨泰宇 方增泉  
张云 刘丽丽 黄亦菲 汪芸 阮福祥 金琇 丁伟亮 黎祥英  
陈德鹏 林育利 尹安学 许永券 邓清华 石尚明 张韦平 陈文渊  
何颖贤 方明 舒梦莹 禹薇 喻佼焱 敬骅 张毅 曾琼娜  
秦希盈 龚萍 郑冰清 周礼晶 陶飞宇 陈豪祥 陈洵 江明秦  
管莹 贾影彪 李迎 蓝嘉华 吴宇厦 钟彩连 陈思 林小云  
庄维 肖潇 杜长军 张丽环 张永良 张琪 秦楚乔 孔小明等

大会的大人观察员来自：政府、企业、教育、儿童保护方面的专家嘉宾、老师和家长代表。

Adult observers at the conference were coming from the government, business sector, education field and child protection domain. Teachers and parent representatives were also engaged in the event.

## 大会议程 Conference Agenda

日期：2021年7月29日

- 1、广东省委网信办副主任曾胜泉先生致辞
- 2、联合国儿童基金会驻华办儿童保护官员苏文颖祝贺视频
- 3、儿童报告发布（饭圈追星、视频直播和青少年保护模式）
- 4、儿童报告指导专家张海波老师点评
- 5、E成长公益小讲师、网络文明小使者表彰
- 6、社会各界倡议《儿童成长守护公约》

Date: 29th July 2021

1. Opening Speech by Mr. Zeng Shengquan, Deputy Director of Cyberspace Administration of Guangdong Province
2. Congratulatory video by Miss Su Wenying, Child Protection Officer of UNICEF China
3. Release of Children's Report (Star Chasing Culture, Live-streaming video, and Youth Protection model)
4. Comment by Mr. Zhang Haibo, Supervisor of Children's Report
5. Honouring E-Growth Welfare Scheme Youth Lecturer & Digital Civilization Ambassador
6. Advocating "Child Development and Protection Convention"

## 讨论摘要

### Discussion Summary

来自大湾区各地的上百位儿童代表和大人观察员们就当下未成年人上网遇到的热点话题进行了研讨。儿童如何看待近来兴起的网络视频直播？粉丝为偶像花钱在儿童心中是怎样行为？会上，儿童代表们为大人们带来了一份由他们独立调研撰写的儿童网络生活报告。这份报告聚焦了时下颇受社会关注的未成年人网络保护的三大话题：未成年人视频直播调查、未成年人饭圈文化调查和网络软件的青少年保护模式调查。

Over a hundred children representatives and adult observers from all over the Greater Bay Area attended the conference, they discussed the current hot topics encountered by children and young people online. What is the view of children when talking about the recent trend of live online video streaming? How do children think about the behaviour of fans spending money for their idols? At the meeting, the children representatives shared the report on children's cyber life with adult participants, this report is independent research conducted and prepared by them. The report focused on three major areas related to online protection for minors, which are of great concern to our society nowadays: i) Youth participation in Live-streaming video, ii) Youth engagement in Star Chasing Culture, and iii) Youth Protection model for online software.





## 大会活动实录

### Core elements of YouthIGF China

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#### 1. 广东省委网信办副主任曾胜泉先生致辞

##### *Opening Speech by Mr. Zeng Shengquan, Deputy Director of Cyberspace Administration of Guangdong Province*

省委网信办（省互联网办）副主任曾胜泉出席启动仪式并致辞。曾胜泉在致辞中表示，少年儿童是祖国的花朵，是民族的希望、国家的未来。希望在各方通力合作下不断增强粤港澳大湾区少年儿童科学、文明、安全、合理使用网络的意识和能力，为他们在互联网发展浪潮中健康成长保驾护航。

Mr. Zeng Shengquan, Deputy Director of Cyberspace Administration of Guangdong Province, attended the conference and delivered an opening speech. He stated that Children and youth are the flowers of the motherland, the hope of the nation, and the future of the country. Hope that with the full cooperation of all parties, we would be able to raise the awareness and ability of children and youth in Guangdong, Hong Kong, and Macao to use the Internet in a scientific, civilized, safe, and rational manner. We have to protect their healthy growth in the wave of Internet development.

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#### 2. 联合国儿童基金会驻华办儿童保护官员苏文颖祝贺视频

##### *Congratulatory video by Miss Su Wenying, Child Protection Officer of UNICEF China*

“这样的尝试和创新对本领域有良好的示范带动作用。”联合国儿童基金会驻华办儿童保护官员苏文颖不仅对大会发来了祝贺视频，同时对儿童报告也给出了高度评价。

Miss Su Wenying, Child Protection Officer of UNICEF China shared her message of congratulation. She pointed out that “The attempt and innovation of this event (YIGFCN) acts as a best practice in the (media literacy education) domain”. In the meantime, she appreciated the effort of children in preparing the high-quality children’s report.

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### 3. 儿童报告发布（视频直播、饭圈追星和青少年保护模式）

#### *Release of Children's Report (Live-streaming video, Star Chasing Culture, and Youth Protection model)*

来自大湾区各地的上百位儿童代表和大人观察员们就当下未成年人上网遇到的热点话题进行了研讨。儿童如何看待近来兴起的网络视频直播？粉丝为偶像花钱在儿童心中是怎样行为？会上，儿童代表们为大人们带来了一份由他们独立调研撰写的儿童网络生活报告。这份报告聚焦了时下颇受社会关注的未成年人网络保护的三大话题：未成年人视频直播调查、未成年人饭圈文化调查和网络软件的青少年保护模式调查。

Over a hundred children representatives and adult observers from all over the Greater Bay Area attended the conference, they discussed the current hot topics encountered by children and young people online. What is the view of children when talking about the recent trend of live online video streaming? How do children think about the behaviour of fans spending money for their idols? At the meeting, the children representatives shared the report on children's cyber life with adult participants, this report is independent research conducted and prepared by them. The report focused on three major areas related to online protection for minors, which are of great concern to our society nowadays: i) Youth participation in Live-streaming video, ii) Youth engagement in Star Chasing Culture, and iii) Youth Protection model for online software.

#### 视频直播调查

在未成年人视频直播调查中，孩子们调查了心目中最喜欢的十大网红。结果李佳琦位居榜首，薇娅同样名列其中。可见，“卖货带货上链接”成了现在孩子们对主播Up主的第一印象。

据调查，超过9成的孩子们认为目前视频直播过度的商业化营销和推广，会给未成年人带来攀比风气、不理性消费等不良影响。

#### Live-streaming video

In the live-streaming video survey, children's reporters investigated the top ten favourite Key Opinion Leaders (网红) in their minds. As a result, Li Jiaqi (李佳琦) is of the top the list, and Veya (薇娅) is also on the list<sup>1</sup>. It demonstrates the situation that "Selling the product, Showing the product, Uploading the purchasing link (卖货带货上链接)" has become the first impression of live-streaming anchor (Up主) that children now have in mind<sup>2</sup>.

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<sup>1</sup> Li Jiaqi and Veya are the KOLs famous for selling products on live-streaming platform.

<sup>2</sup> The finding illustrates a strong perception among children and youth that commercial behavior is correlated with online live-streaming.

According to the survey result, more than 90% of the children believe that the current excessive commercial marketing and promotion on live video streaming will bring about adverse effects such as comparing atmosphere among peers and irrational consumption.

### 未成年人饭圈文化调查

在未成年人饭圈文化调查中，超过半数的受访儿童都认为，直播短视频对时下的少年儿童生活交往方式甚至审美都产生了重大影响。三分之一的儿童认为，现在最流行的粉丝经济是“你我本无缘，全靠我花钱”的非理性消费行为。

### Star Chasing Culture

More than half of the child interviewees believe that live-streaming videos have a significant impact on the way the younger generation interacts with each other and even on their aesthetics. One-third of the children believe that the most popular fan economy is attributed to the irrational consumption behaviour of "Spending money to build relations (你我本无缘，全靠我花钱)".

### 网络软件的青少年保护模式调查

孩子们如何看待互联网企业纷纷推出的青少年保护模式？儿童代表们从亲身使用经历发现，目前的保护模式着眼点是从大人的角度进行简单的封堵，在设置上存在“一刀切”“纯屏蔽”等问题，而有些功能又明显存在漏洞，可以让不自觉的孩子轻易绕过。

针对这些问题，儿童代表们提出了自己的建议：分层分年龄强制开启青少年保护模式，各大企业平台协商建立统一平台，增加个性化搜索功能，给父母和孩子约定的设置等。

### Youth Protection model

What do children think about the youth protection models launched by Internet companies? From their personal experience, the child representatives found that the current protection models simply focus on blocking from the adult's perspective. It leads to problems such as "one-size-fits-all" and "hiding but not tackling" in the settings, besides, some features have obvious loopholes that allow children to unconsciously and easily bypass.

In response to these problems, children's representatives put forward their suggestions: youth protection mode stratified by age; the establishment of a unified platform among major platforms; introducing personalized search function; adding parents and children agreement setting, etc.

这份由儿童完成的报告引起了来自政府、企业、教育部门及参会的社会各界“大人观察员”们的极大兴趣。特别是儿童代表们通过小品、情景剧等形式生动演绎网络使用生活场景，让会场不时爆出笑声和掌声。“原来孩子们撰写的报告是这么生动的。”台下观众纷纷表示。

The report prepared by children aroused great interest from the government, enterprises, education departments and adult observers. In particular, children's representatives vividly interpreted the life scenes through drama and situation comedy, which brings about laughter and applause on the day from time to time. "The report written by the children is so vivid." Many audiences shared this common feeling.



#### 4. 儿童报告指导专家张海波老师点评

*Comment by Mr. Zhang Haibo, Supervisor of Children's Report*

“实践证明只要大人给孩子足够的信任和支持，孩子可以成为儿童问题最好的‘专家’。”本次儿童报告的指导专家——中国青少年宫协会媒介与教育工委常务副主任张海波表示，这份儿童报告的背后是广东近年来开展参与式青少年网络素养教育的成果。

近年来，广州市少年宫青少年网络素养教育基地的老师们开始探索“和儿童一起研究”的教育创新项目。“从小让儿童就与儿童切身利益相关的社会事务发表建议，自主参与，对儿童来说是最好的教育。”张海波说。

"Practice has proven that children can be the best 'experts' on children's issues as long as adults give them enough trust and support." Zhang Haibo, Executive Deputy Director of the Media and Education Working Committee of the China Youth Palace Association, said. He is also the supervisor of this children's report. This children's report is also the outcome of youth participatory approach adopted to promote media literacy education in Guangdong in recent years.

In recent years, educators at the Guangzhou Children's Palace Youth Network Literacy Education Centre have begun to explore innovative educational programs to "conduct research with children. "The best education for children is to let them express their suggestions and voluntarily participation in social issue disclose that are of their related interest from an early age." Zhang Haibo said.

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5. *E成长公益小讲师、网络文明小使者表彰*  
*Honouring E-Growth Welfare Scheme Youth Lecturers & Digital Civilization Ambassadors*

大会现场，还为积极参与少年儿童网络素养教育“双进”（进校园、进家庭）、E成长计划等活动的网络文明小使者和E成长公益小讲师颁发了证书。

On the day, certificates were also presented to child participants of various media literacy programs, including Youth Lecturer from E-Growth Welfare Scheme and Digital Civilization Ambassador from Media Literacy Promotion “Double-entry” (School Campus and Family) Program.

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6. *社会各界倡议《儿童成长守护公约》*  
*Advocating "Convention on Children's Development and Protection"*

来自腾讯、网易、荔枝、酷狗、虎牙、欢聚、趣丸等省内重点互联网企业的参会代表作为E成长计划公益伙伴，上台宣读了《儿童成长守护公约》，并和儿童代表们约定，树立网络文明新风，共建清朗网络空间。

Representatives from Tencent, Netease, Lychee, Kugou, Huya, Huanju, Quwan and other key Internet enterprises in the province attended the conference, they are the partners of the E-Growth Scheme. Corporate representatives presented the "Convention on Children's Development and Protection" on the stage. They made an agreement with Child Representatives that they are committed to promoting Internet civilization and co-creating clean and safe cyberspace.



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2021年中国青年互联网治理论坛 - 儿童及青少年互联网大会报告  
**YIGFCN 2021 Report**

会议特约报告专家：  
**Rapporteur :** 吳其臻，青少年网络安全项目专家及政策顾问  
David Ng, Youth Online Safety Project Expert & Policy Consultant