

Harnessing Safety and Civility in Immersive Online Spaces

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ROBLOX



Building a Safe, Civil, and Diverse Community

What is Roblox?

Safety and Civility



VISION

To reimagine the way people come together to **create, play, explore, learn, and connect** with one another

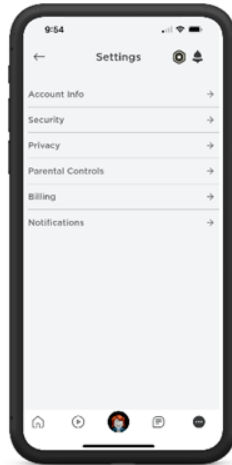
MISSION

1B

To connect a billion people with civility and optimism

Safety

Account controls, filtering & moderation, community reporting



Civility



Partnerships



Research



Awareness & Education



Roblox is built by a global community of millions of developers and creators



Using Roblox tools and technology, our community is creating new ways for people to connect every day safely and civilly

We don't make Roblox. You do.

Roblox Civility Initiative

Educate and empower the community to create positive experiences for the themselves and others in the Roblox metaverse.



Research



Partnerships



Awareness
& Education

Media & Digital Literacy for All



BUILDING Resilience

EQUIPPING OUR KIDS WITH THE SKILLS TO THRIVE ONLINE

The National Association for Media Literacy Education (NAMLE) and Roblox are working together to help parents feel more confident helping kids and teens navigate their online lives. While much of what kids and teens will find online is safe, we do need to be aware of the risks and learn to communicate with our children about negative or unsafe experiences they may have online. Ultimately, the more we can help build digital resilience skills in our kids and teens, the safer they will be online.

While you might want to protect your child from seeing or hearing things online that you deem inappropriate or will upset them, this is an impossible task. Creating an environment where open dialogue is not only respected but also expected is important, especially as they get older. Let them know that they are safe talking to you.

The digital world might feel overwhelming, so here are some important topics to get you started.

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EMPOWER
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For Parents of Young Children

It can be difficult in the early digital world to help your child understand the risks and learn to communicate with you about negative or unsafe experiences they may have online. Ultimately, the more we can help build digital resilience skills in our kids and teens, the safer they will be online.

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Privacy

Privacy is a complicated issue, both online and in real life. Much of online life is built around advertising revenue that depends on accessing user data. Parents should know that there are rules in place to help protect that data for websites, apps, and online services that target children. For children under 13, there are protections that are outlined in the Children's Online Privacy Protection Rule (COPPA).

Remember As your kids turn into teenagers, they will want privacy from you. If you ask permission at an early age to share images and videos of your children, you set a foundation of trust. It can be hypocritical to spend time talking to kids and teens about keeping their information private but then turn around and share about them on social media. Show your kids and teens you value their privacy by treating it with respect.

Help set your child up for success online by explaining basic guidelines about keeping personal information private, setting up private social media accounts, and understanding location settings.

Parents should follow the privacy guidelines they set out for their children, and when those rules need to differ for adults in the house, make sure to explain why. For example, you might have a job where it's important that people can find you online.

For Parents of Tweens

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For Parents of Teens

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NAMLE **ROBLOX**

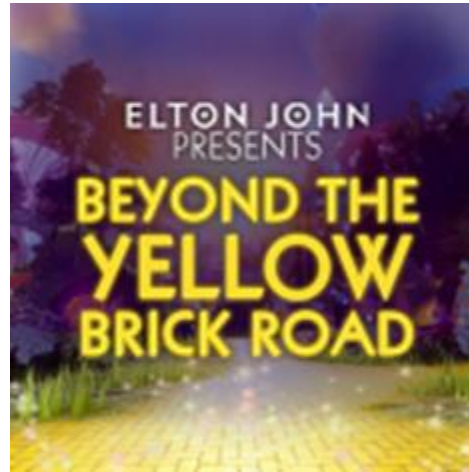
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FOR PARENTS OF TEENS | page 1



Creators Building Civility Elements into Experiences



Research

Objective

Gather evidence-based data to support internal teams to build stronger roadmaps.

Research Partners



Online experiences that support neurodivergent communities



Pulse Surveys targeting teens and their digital lives



South Korea research on parents' concerns and comfort level with metaverse interactions

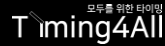
Other Partners



Global Partnerships

Areas of Focus

Mental health & Well-being
Safety NGOs
Digital & Media Literacy
Parenting Orgs
Industry



“It Takes a Village”

Civility Innovation Workshops

The hypothesis: “In 5-10 years, online spaces can be more safe and civil than in real life.”

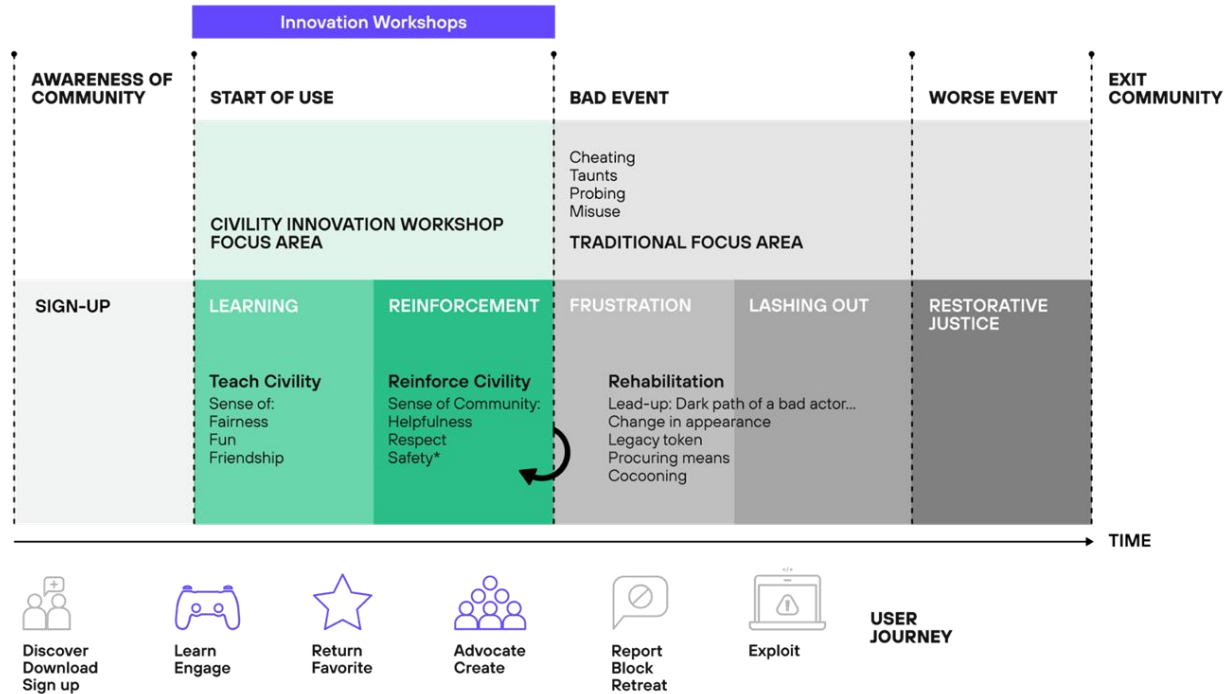
What innovations in technology, policy, and education/awareness are needed to achieve this?

In partnership with the **Digital Wellness Lab** (Boston Children’s Hospital/Harvard Medical School), facilitated a series of 7 workshops globally, with over 100 thought leaders (academics, researchers, safety experts, NGOs, regulators, industry).

This culminated in an in-person full day event at Harvard to synthesize our learning, and agree our top-level recommendations.



Civility Innovation Workshops



Highlight - Civility Innovation Workshops

Pillar I	Pillar II	Pillar III
Technology Innovation	Policy	Education & Awareness
Focused on questions about advancements in technology needed to empower communities and users to initiate positive and constructive experiences	Focused on questions about content policy and community standards that will drive and promote behaviors that make digital spaces positive, productive, and creative	Focused on questions about practices needed to scale these efforts in civility, safety, policy, and community standards globally, reaching across demographics and geographies

Key Findings

TECHNOLOGY

- Include youth authentically in the development of new technologies and features.
- Share innovative approaches to promoting positive behaviors.

POLICY

- Communicate policies early, clearly, and in a way that is accessible to all.
- Be transparent about how policies are enforced.
- Allow users to have an active voice in the policies that govern them.

EDUCATION & AWARENESS

- Integrate media literacy education into curricula and community.
- Understand that media literacy education is foundational to increased civility.
- Identify key audiences and where to reach them.





Creating a Positive Foundation for Greater Civility in Online Spaces

Expert Ideas for Technology, Policy, and Education Innovations to Build a More Civil Online Ecosystem for and by Youth

Date of Release: September 2023



For More Information

<https://corp.roblox.com/safety-civility-resources>

