

Instagram for Kids : les critiques fusent de tous les côtés

Chaque vendredi, dans sa revue de presse, Maddyness vous propose une sélection d'articles sur un sujet qui a retenu l'attention de la rédaction. Cette semaine, le rejet du projet Instagram for Kids.

Temps de lecture : minute

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Les procureurs généraux alertent sur les dangers d'Instagram for Kids

Dans une lettre ouverte rendue publique le 10 mai, pas moins de 44 responsables interpellent Mark Zuckerberg pour l'enjoindre à renoncer à ce projet.

"Facebook a la réputation de ne pas protéger la sécurité et la vie privée des enfants sur sa plateforme, malgré les affirmations selon lesquelles ses produits disposent de contrôles stricts de la vie privée" , lâche la missive. Elle mentionne un incident survenu en 2019 avec un autre projet du groupe, Messenger Kids, comme preuve des errements de la société dans ce domaine, et divers soucis liés à Instagram. "L'utilisation des médias sociaux peut être préjudiciable à la santé et au bien-être des enfants, qui ne sont pas équipés pour relever les défis liés à la possession d'un compte de médias sociaux" , égrainent les procureurs. [Lire l'article complet sur Numerama](#)

Les associations de protection de l'enfance tirent aussi la sonnette d'alarme

The coalition of 35 organizations and 64 individual experts, coordinated by the Campaign for a Commercial Free Childhood, a Boston-based nonprofit, raised concerns about privacy, screen time, mental health, self-esteem and commercial pressure in a letter to Facebook CEO Mark Zuckerberg.

"Instagram, in particular, exploits young people's fear of missing out and desire for peer approval to encourage children and teens to constantly check their devices and share photos with their followers, the letter says. The platform's relentless focus on appearance, self-presentation, and branding presents challenges to adolescents' privacy and wellbeing." [Lire l'article complet sur NBC News](#)

Facebook affirme travailler avec des spécialistes de l'enfance

"As every parent knows, kids are already online. We want to improve this situation by delivering experiences that give parents visibility and control over what their kids are doing, a Facebook spokesperson said in a statement to CNN Business. We are developing these experiences in consultation with experts in child development, child safety and mental health, and privacy advocates. We also look forward to working with legislators and regulators, including the nation's attorneys general. In addition, we commit today to not showing ads in any Instagram experience we develop for people under the age of 13." [Lire l'article complet sur CNN Business](#)

Les dérives sont déjà réelles en Australie

Facebook is allowing businesses to advertise to children as young as 13 who express an interest in smoking, extreme weight loss and gambling for as little as \$3, research by the lobby group Reset Australia has found.

Facebook offered the page the ability to advertise to approximately 740,000 Australian children aged between 13 and 17, but then when the group refined the advertising by interest, found that, just as for those aged over 18, they were able to advertise to teens under 18 with interests in alcohol, smoking and vaping, gambling, extreme weight loss, fast foods and online dating services. [Lire l'article complet sur the Guardian](#)

La loi américaine pourrait tuer le projet dans l'œuf

Ed Markey, a Massachusetts Democrat, unveiled a bipartisan bill on Tuesday that [would update the United States' children's privacy law](#). The proposed legislation would expand the age range of children covered under the law and strengthen federal oversight of Internet services aimed at kids.

New bipartisan legislation — cosponsored by Markey along with Sen. Bill Cassidy, a Louisiana Republican — would update COPPA by prohibiting internet firms from collecting personal information from anyone aged 13 to 15 without the person's consent and establishing a so-called Digital Marketing Bill of Rights for Minors that would limit the collection of personal information from teens. [Lire l'article complet sur Digiday](#)

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