

Poaching Readers' Responses: Young People, Online Book-related Sites, and the Law

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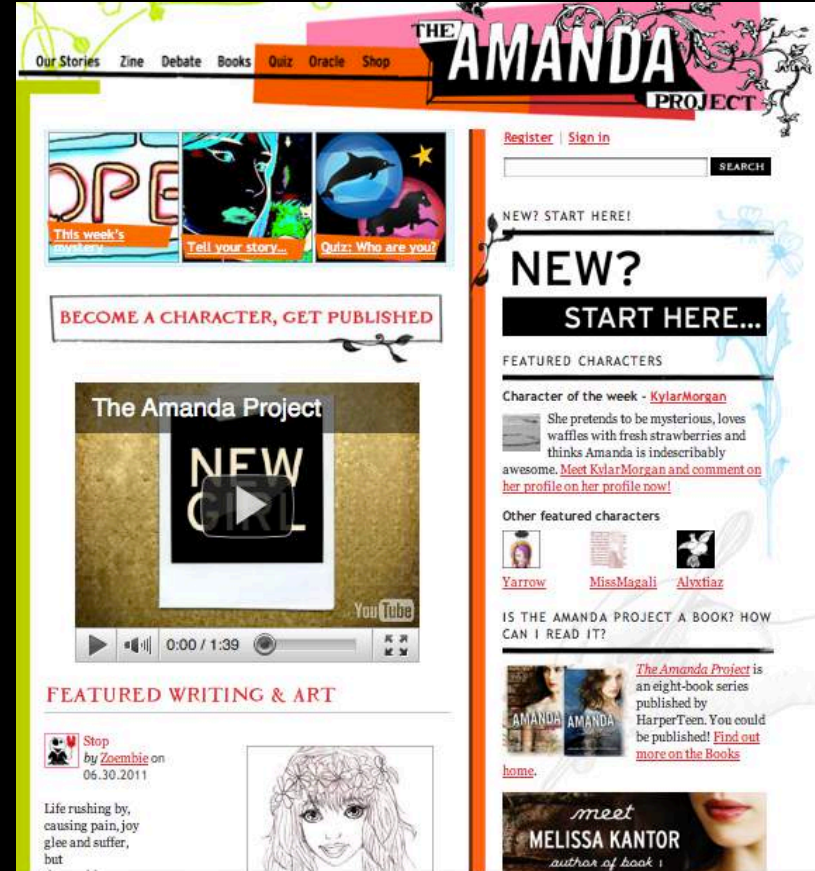
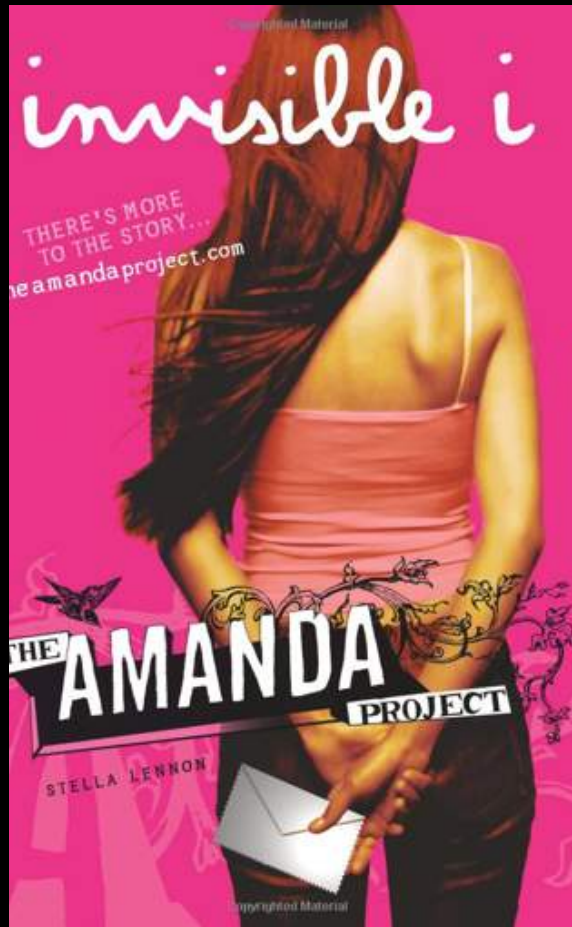
About this talk

- Sites for readers over 13
- About COPPA laws/Protecting children online
- Sites targeting younger children: KidzVuz and Biblionasium
- Findings

Participatory Sites for Young People Over 13



COPPA Conflicts with “Teen” Sites



Child Online Privacy Protection Act (COPPA)



New Ways of Working with COPPA



[Safety Vendors and Tools](#)

Select Language ▼

OFFICIAL CERTIFICATION PAGE

This page confirms that the website, app, or other technology below has been certified by the kidSAFE Seal Program. This means that it provides a safe interactive environment for kids and is authorized to display the prestigious kidSAFE Seal. To learn more about our program, click [here](#).

KidzVuz.com



[Go to this site](#)

Product Type: Website

Current Status: CERTIFIED

Member Level:



Product Features:

Child registration	✓	Community features	✓
Parent account	✗	Send-to-friend features	✓
E-Commerce	✗	Advertisements	✗
Chat features	✗	Newsletters	✓

Company Information:

KidzVuz LLC
244 5th Avenue, Suite 2250
New York, N.Y. 10001
members@kidzvuz.com

About our program

About our seals

Certified products

» [KidzVuz.com](#)

Parent sign-up

Report issue

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Parental Proof



Biblionasium



join us

members sign in

A vibrant green promotional graphic for Biblionasium. It features a central network of circular photos connected by dotted lines. The photos show a girl reading, a boy with a starburst hairstyle, a boy reading, a girl smiling, and a mother kissing her child. Two orange speech bubbles contain the text 'logged my reading + won a prize!' and 'Mom, I'm glad we joined.' To the right, the text 'CONNECT Read • Win!!!' is prominently displayed, followed by 'Fun for kids and valuable for teachers and parents'. At the bottom right, there is a 'join it's free' button with a hand cursor, and a 'scroll for more' prompt with a vertical bar of colored squares (red, yellow, blue, green, purple, orange).

logged my reading
+ won a prize!

CONNECT
Read • Win!!!

Fun for kids and valuable for teachers
and parents

join
it's free

scroll
for more

Biblionasium and the Lexile Framework



Accolades for Biblionasium

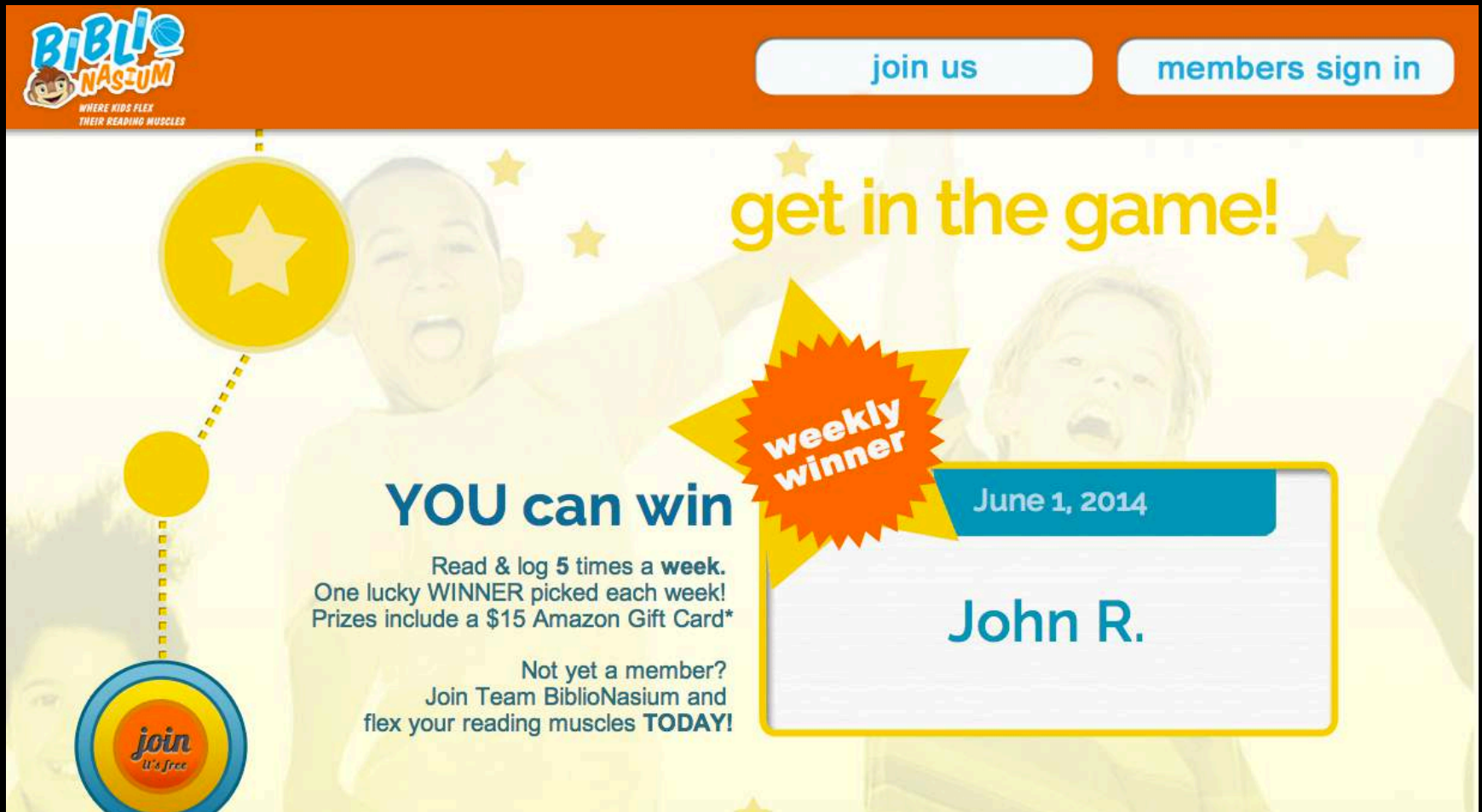
- The American Association of School Librarians (AASL) Best Websites 2013 for Teaching & Learning Award
- The Milliken-Penn GSE Erudient Prize for Innovation in Borderless Education



John Schu @MrSchuReads

I spy 8 kids on Biblionasium. School doesn't start for 30 minutes. I hear them discussing picture books.

Gamification on Biblionasium



The banner features a background image of two children cheering with their arms raised. On the left, a vertical dotted line connects three yellow circles of increasing size, with the largest circle at the top containing a white star. The Biblionasium logo is in the top left corner, and navigation buttons are in the top right. The main text 'get in the game!' is in large yellow letters. A starburst graphic says 'weekly winner'. A white box with a yellow border displays the winner's name 'John R.' and the date 'June 1, 2014'. Text below 'YOU can win' describes the contest rules and prize. A 'join' button is in the bottom left corner.

Biblionasium
WHERE KIDS FLEX THEIR READING MUSCLES

[join us](#) [members sign in](#)

get in the game!

YOU can win

Read & log 5 times a **week**.
One lucky **WINNER** picked each week!
Prizes include a \$15 Amazon Gift Card*

Not yet a member?
Join Team Biblionasium and
flex your reading muscles **TODAY!**

weekly winner

June 1, 2014

John R.

[join](#)
it's free

[SIGN IN](#)

or

[SIGN UP!](#)

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STARRING JJSPENCIL

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BROADWAY
WHERE STARS ALIGN**Check out the
awesome entries
to our Tickets to
the Tonys contest!**[Click Here!](#)**More Videos**[ADMIT ONE](#)

Tom's Red

Have your Say!

Submit a Video!

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The Leaderboard

[Top Fans](#)[My Rewards](#)

Weekly



Do you have what it takes?

[Join now!](#) or [Sign in](#)

1

[prettyinpink](#)
130 pts


2

[kikia11500](#)
110 pts






KidzVuz Leaderboard

Showcase

About Me | **Stats** | **Recent Activity**

 **pinkprincess** Points: 190
Rewards: 3 pinkprincess unlocked the All Talk badge.
1 day ago 

Missions 1 of 7 missions complete


Commenting	Registration	Watching	Sharing	Filming	Frequent Flyer
					
2/6	Complete!	0/6	0/6	0/6	0/5


[How do I earn points?](#)

Basketballboy17

Book Review: Undercover Mystery on Museum Mile


Added under Books and Magazines, Fiction, Series







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basketballboy17

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0:32 / 0:49

YouTube

Do you wish this was a series? **Yes**

If this is a series, do you want to read the next one?
Yes

What's the best thing about it?

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Tony's Red Carpet: Kelli




The Leaderboard

Top Fans | **My Rewards**

Weekly

Do you have what it takes?
Join now! or Sign in

1		pinkprincess 190 pts
2	?	prettyInpink 130 pts
3	?	kikia11500 110 pts
		tarynqirl123

Last Updated: 6/18/2014 10:12:38 PM

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A Focus on Branding

TECH TOYS & GAMES MOVIES & TV BOOKS & MAGAZINES FOOD SPORTS PETS TRAVEL OBSESSIONS
CONTESTS

Partner With Us

Today's tweens don't need parents or grown ups to tell them what to like or what to buy –they want to hear it from their friends. KidzVuz provides a unique and targeted opportunity for brands to reach kids through direct peer to peer relationships.

Tweens are opinionated, interested and savvy. They trust each other to tell the truth and we at KidzVuz take that very seriously.

We love to work with companies who understand and respect the tween market and who realize that advertising will in no way affect or influence the reviews on the site.

KidzVuz is the only online destination where tweens can have their say.

We have many partnership, advertising and sponsorship opportunities:

- Branded fan clubs and badges
- Integrated video campaigns
- Sponsored polls
- Giveaways and contests
- Trend-spotting and analysis
- Social Media strategy and campaigns

If you think your product or service is perfect for KidzVuz and the Tween market, send us an email at [adsales\(at\)kidzvuz\(dot\)com](mailto:adsales(at)kidzvuz(dot)com), call us at 212 579 9171 or fill out the form below.

We'd love to work with you.

Advertising and Sponsorship Inquiries

We love to hear from brands who want to connect with tweens in an honest, creative and authentic way.



Findings and Future Research



- Gendered Participation
- Parental Consent . . . ?
- Children's Online Marketing Labor

Thank you!

- Questions?