Challenge Brief

| Project: | Challenge Owner: |
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| Empowering Youth to Share Digital Experiences and Seek Support through AI Tools | Digital Child Rights Foundation |

Background:   
Young people aged 13–17 are growing up in a digital-first world that presents both opportunities and risks. While digital platforms enable connection, creativity, and education, they also expose youth to challenges such as **online bullying, misinformation, harmful content, privacy risks**, and a lack of safe spaces for open dialogue. These issues are compounded by a general lack of tools that empower youth to:

* Share concerns confidentially.
* Understand and build resilience against digital challenges.
* Access trusted support systems.

Currently, youth often rely on informal solutions, such as talking to friends or parents, attending occasional workshops, or navigating the complexities of digital issues alone. These approaches can leave them feeling **isolated, unheard, and unsupported**, especially when they lack trust, confidence, or knowledge about how to seek help.

By creating an **AI-powered solution**, we aim to provide young people with a safe, accessible, and engaging tool to share their experiences, learn about digital challenges, and connect with the support they need.

Why this matters:

* **Rising Digital Challenges**: Youth are increasingly exposed to online issues, including bullying, mental health pressures, misinformation, and exploitation.
* **Lack of Safe Tools**: There is a gap in tools tailored to youth that enable open dialogue, provide actionable guidance, and encourage proactive learning about digital safety and well-being.
* **Youth Voices Are Missing**: National and local authorities often struggle to include youth voices when shaping policies or solutions for digital spaces.
* **Empowerment Through Technology**: AI presents a unique opportunity to provide personalised, scalable, and meaningful support to youth in ways that feel intuitive, accessible, and impactful.

Target audience:

* **Primary Audience**: Youth aged **13–17** across diverse backgrounds, including students, digital natives, and underserved communities.
* **Secondary Audience**: Educators, parents, youth-focused organisations, and policymakers who can use insights generated by the tool to enhance youth support systems.

Problem statement:

Young people aged **13–17** face significant challenges in digital environments, including **online bullying, exposure to harmful content, misinformation, and privacy concerns**. Many youth feel **isolated, unheard, or unsure** about where to turn for support. Existing solutions—such as school workshops or informal conversations—are often inaccessible, reactive, or ineffective at addressing their concerns in a safe, empowering way.

To create meaningful change, there is a need for an **AI-driven solution** that provides youth with:

1. A **safe and private space** to express concerns.
2. **Actionable resources** to navigate digital challenges effectively.
3. Opportunities to feel **heard and supported**, while generating insights for stakeholders to improve youth support systems.

Challenge: **How ​can ​we ​help ​young people aged 13–17 to navigate digital challenges ​by developing an AI-driven solution that allows them to share concerns safely, gain actionable insights, and access trusted support systems ​when they’re experiencing digital issues such as bullying or discrimination empowering them to take control of their digital experiences and feel heard??**

Sub questions:

* How might we design a solution that feels **trustworthy, engaging, and safe** for youth?
* What features can ensure **confidentiality** while fostering **open dialogue**?
* How can the tool deliver **relevant, actionable guidance** to address digital challenges?
* How can the solution provide **anonymised insights** to help stakeholders improve support systems?
* How might AI personalise the experience and scale effectively across different contexts?

Sustainable development goals:



Criteria: *(beneficial if feasible)*

* **User-Centred**: Designed with input and feedback from youth to ensure relevance and usability.
* **Safe and Secure**: Incorporates robust safeguarding, privacy, and anonymity measures.
* **Educational and Actionable**: Provides interactive content, practical steps, and trusted resources on digital challenges.
* **AI-Driven**: Leverages AI for personalised responses, insights, or support (e.g., conversational AI for chatbots).
* **Impactful**: Demonstrates clear benefits for youth and stakeholders, including improved understanding of digital issues.
* **Scalable and Accessible**: Designed to reach diverse youth groups across regions and platforms.

Data:

* **ChildRightsPlay survey answers**: (.csv)
* **ChildRight Themes**: 10 main themes and 40 sub-themes (.csv)
* **Bright Data Initiative:**
  + Tiktok Comments (5M) (.csv)
  + Instagram Comments (300k) (.csv)
  + Reddit Comments (300k) (.csv)
  + Youtube Comments (1M) (.csv)

Resources:

* **Existing Case Studies**: Examples of youth-centred tools and initiatives, such as educational chatbots, AI-powered storytelling tools, and interactive forums.

<https://troomi.com/blog/introducing-troodi-your-childs-ai-mental-health-coach/>

* **Digital Youth Index**: Provides comprehensive insights into young people's digital experiences, including data on online behaviours, safety, and well-being.

<https://digitalyouthindex.uk/exploredata/> (Account needed to export)

* **Safeguarding Guidelines**: Best practices for safe and ethical AI design for children (e.g., UNICEF’s guidelines on safer chatbots).

<https://www.unicef.org/innocenti/reports/policy-guidance-ai-children>

* **Technical Resources**: Publicly available AI models, frameworks, or data sets for chatbot development and digital engagement tools.

<https://link.springer.com/article/10.1007/s10639-022-11177-3>

<https://arxiv.org/abs/2306.10645>

* **EU GDPR Compliance Guidelines**: Rules and case studies on data protection and privacy for youth-focused tools.

<https://gdpr-info.eu/>

* **AI Bias and Fairness Datasets**: Case studies and examples of how to address AI biases, especially in youth-oriented applications.

<https://aif360.res.ibm.com/>

Reading:

* **UNICEF’s Children’s Rights in Digital Environments**

<https://www.unicef.org/innovation/stories/protecting-childrens-rights-in-digital-environments>

* **Digital Child Rights Report (NL)**

<https://api.v1.iyyu.com/api/contentbox-file/r8WT0oHVhs8uVeEcQcohy6Eue05YutJFePEMQxa9vlUGvpoHSwqzP3QYQbYQXVtg/download>

* <https://digitalebalans.nl/>

Deliverables:

* A functional prototype of the proposed AI-driven solution (e.g., chatbot, platform).
* A clear user journey map, showcasing usability, safety, and impact.
* A presentation explaining how the solution addresses the problem statement, its scalability, and its impact.

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