Who’s Minding the Kids?

Surveillance in Three Online Playgrounds

Université d’Ottawa | University of Ottawa
Crée un Neopet

1. Choisis un Neopet

2. Choisis une Couleur

3. Confirme

Voir Ton Neopet

Sur cette Espèce

Scorchio
The Neopian Soap Box

OpinionSurveys.com invites people from around the world to answer surveys about areas that interest them. You may receive NeoPoints, cash prizes, gift certificates, free meal coupons and other types of awards for participating.

To take part in our surveys and join the Soap Box Club, try out the following survey below. Once you join, you will be able to take other surveys here at Neopets and at OpinionSurveys.com.

If NeoPets considered making real candy (mmmm...real chocolate chias), we would want to choose the best chocolate company to make them.

Which of the following brand of chocolate is your favourite?

- Hershey's
- Nestle
- Mars
- Cadbury
- None of the above / Other

What is your first name?

What is your e-mail address?

Please enter your e-mail address carefully as it is the only way we can contact you for further offers and surveys.

What age are you? (All ages welcome)

- Select One-

Are you:

- Male
- Female
Surveys are fun :)
Le "Qui est qui?" de Neopets :

**Adam Powell** - Moyennement compétent en PHP, Adam codifie certains des jeux auxquels tu joues sur Neopets. Non, pas ceux qui tapent à l’œil, mais ceux avec du texte, car il n’est pas encore un pro des graphiques :) Adam gère également le volet contenu du site. En ce moment, il s’attelle à la rédaction d’intrigues, d’histoires et d’articles pour la Neopedia, tout en travaillant sur le Jeu d’échange de cartes.

Adam a actuellement *11.070.786* Neopoints, plus que toi - haha!

**Donna Williams** - Donna gère le contenu quotidien du site, s’assurant que la page infos est actualisée et que toutes les créations artistiques sont dessinées correctement! Elle s’occupe également du volet marketing, vérifiant que les peluches Cybunny n’ont pas quatre têtes et que ton Shoyru a bien deux yeux!

Donna a actuellement *88.205* Neopoints, plus que toi - haha!
Someone told me there will be special Neopets prizes like rare items for people who do lots of surveys. I can't wait.

j.m. Chicago, Illinois

SurveySmash surveys are long, but VERY interesting!!! I have made so many NP. If you haven't been to the Survey Wheel you are missing out.

b.r. Seattle, Washington

I got all my friends taking surveys and they are now earning BIG NP too.

d.k. Phoenix, Arizona
SurveySmash.com User Agreement

1. Eligibility for Membership

This service is provided to individuals of any age provided parental consent is provided in any and all cases where appropriate. If you do not qualify or have the needed permission from a parent or guardian, please do not use our services. SurveySmash.com may refuse our services to anyone at any time, at our sole discretion.

By completing the registration process, you are stating that you are eligible for an account, have answered the registration questions truthfully, and agree to be bound by all of the terms and conditions of this agreement.

2. Fees

Joining SurveySmash.com is free. We may at our sole discretion add, delete or change some or all of our services at any time.

3. Suspension

Without limiting any other remedies, SurveySmash.com may suspend or terminate your account if you are found (by conviction, settlement, insurance or escrow investigation, or otherwise) to have engaged in fraudulent activity in connection with our site. Without limiting other remedies, SurveySmash.com will suspend or terminate your account if it is apparent that you have not acted in good faith when participating in online commerce, online transactions or marketing the
Bonjour, je voudrais te demander quelque chose.
J'ai eu la chance de faire beaucoup de choses dans ma vie et de réaliser mes rêves.
Dis-moi ce que tu veux devenir quand tu seras grande.

Fais un choix parmi ce qui suit :

- Médecin
- Infirmière
- Ballerine
• "There's no way to sugar coat this. In order to learn more about individual consumers, marketers have to resort to ‘spying’.

• “The beauty of [behavioral targeting] is that it allows publishers and advertisers to learn more about their customers not as group, but as individuals. Rather than sifting through mountains of data meant to encapsulate the buying patterns of groups of people, [behavioral targeting is] a way to look into the minds of a single, potential customer.”

Online Social Behaviour

- Online space is social space
- One of key attractions of the Net is ability to express oneself and try on new identities
- Many young people chose online technologies because they are perceived to be more private
- Online environments are structured by seamless surveillance
- Third party collection is perceived to be less intrusive because it is outside of social networks

*(Young Canadians in a Wired World, 2005)*
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