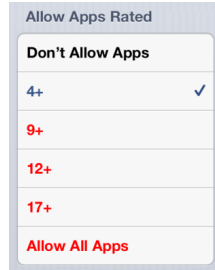
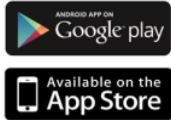


Can You Trust Apps Age Recommendations?

Inconsistent and Unreliable Maturity Ratings on Mobile Platforms

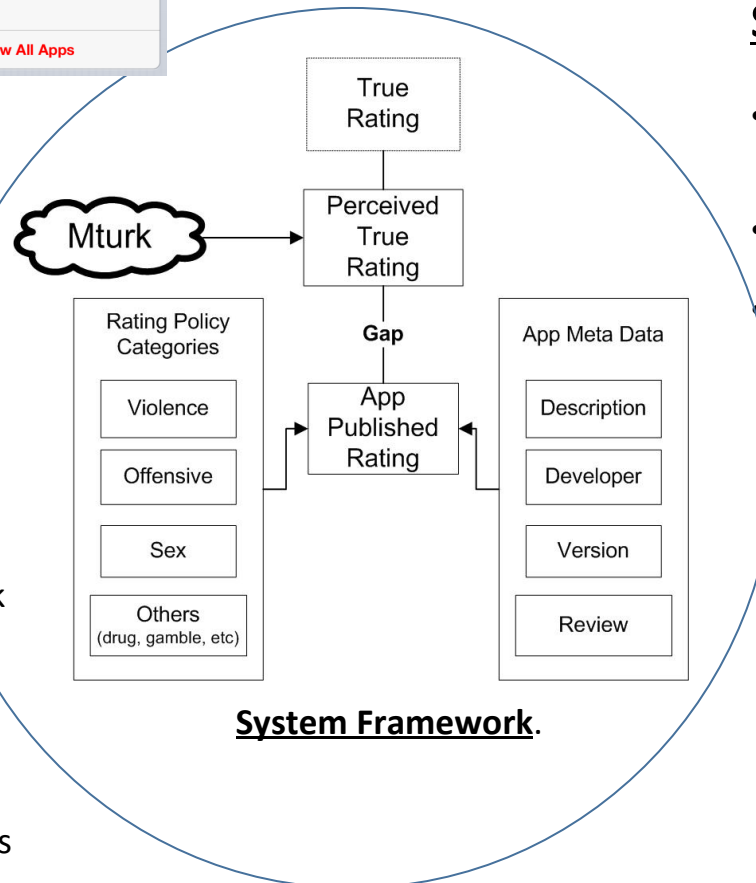


Challenge:

- Rising concern of unreliable content maturity ratings for mobile apps that result in inappropriate risk exposure for children.

Solution:

- Find true ratings using Mturk with repeated experiments
- Compare and analyze gaps between true rating and published rating
- Use machine learning models to predict true ratings



System Framework.

Scientific Impact:

- Develop coding for maturity rating policies and ontology for automatic extraction
- Reveal gaps in App's true rating and published rating
- Analyze factors that influence inconsistent and unreliable ratings

Broader Impact:

- Implication in policy and legal construction for children mobile safety
- Research seminars
- Data sharing to enhance Mobile safety research

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