

ing and lacking access to digital media will increase, unless specific and targeted efforts addressing children's rights online are taken.

Thus, the biggest challenge for policy-makers, professionals and organizations supporting children is to maximize the benefits without exacerbating existing vulnerabilities or exposing children to harm. Another key challenge is that many theories and methods concerning children's digital media use have been developed and implemented in European countries, while in Kenya it is still unknown territory. Therefore, digital inclusion is so important for Kenyan children to find a balance between their empowerment and protection the online environment.

What should be also mentioned are many initiatives taken by organisations such as UNESCO, UNICEF, ECPAT International, Council of Europe, which aim at paying attention to children's rights in the digital space. However, the evidence on how children's online rights are respected and fulfilled is still scattered and patchy in most countries, and especially in Kenya. Hence, more research is needed to better understand these issues.

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