User control:
- Going from the "right to be forgotten" to the "right to change your mind": provide users with the option to automatically hide their posts after a set amount of time. This would especially be useful for children which change a lot, especially as they become teenagers.
- Control over algorithms and content filtering: open up the options that users have on the way the content they see is sorted. This could involve: making it possible for users to select open source or alternative algorithms developed by third parties or sort their content by "standard" methods such as "sort by date".
- Control over data and privacy: as the GDPR is nearing entry into force, companies need to rethink how they handle user data, and the balance between online and offline. For instance, for connected toys or Internet of Things devices, can some features work without a connection to the Internet, relying on the local area network? For instance, recording a child play session, something which might be very sensitive, could be done on a hard drive on the family's local area network instead of being uploaded on the company's servers. Gradually, we could envisage a Web where the data is fully in control of users (for instance, all data hosted on their personal cloud) and permissions granted by users for various online services to access select parts of that data.
- Not all online users are digitally literate or technically savvy, which is why even if companies develop or introduce new features there is no guarantee that they will be used. Again, the same system as "content curators" could help in that respect: delegate the default settings to a trusted third party (importing the "default settings" of a person you trust).

Trust:
- Content curators: parents and users in general are not trusting algorithms any more to provide them with the best or most relevant content. New business models and dedicated features should be created for content curators which would receive some remuneration for compiling online content which corresponds to some core values or standards, and which other Internet users could trust.
- Fake news: the debate over which news sources and which information is "trustworthy" online has mushroomed a lot in recent years. However, there is no easy solution to fake news. Policy makers and companies should be weary of adopting a methodology for identifying "trusted" news sources. Rather, two main actions should be taken. The first one, is to make sure that all users receive a diversified exposure to news, which can be done via algorithms. This means that for any news story they read, other articles about the same story should be displayed to show that there are diverging points of view. Second, the critical thinking skills should go beyond looking at sources and facts, but identifying and exert critical thinking in relation to the (political or commercial) objectives behind any news story or content. Is the article trying to "sell" something? Is there a political or ideological objective behind it?

Business models:
- Online advertising is the predominant business model but it has resulted in a "race to the bottom" with too much advertising, click baiting, and fueling/exacerbating such problems as fake news. Looking into other business models such as Patreon (online crowdfunding platforms), or cryptocurrency mining, digital tokens (like the Basic Attention Token) which

support content creators not based on the number of clicks but on the time spent looking at content, which would promote quality over quantity. Overall, users should have a choice of various monetization models for the digital content and services they use.

Careful about "Web Mobbing":
- While there are plenty of reprehensible contents and people online, we should collectively reflect on how to make sure that the Web doesn't become a "Medieval village" where users can be victims of "digital stoning". We should not underestimate the importance of the rule of law and legal due process, and address the issues of online users delivering "digital justice" directly by harassment, cyberbullying or public shaming of other users. The most recent example is the outcry over sexual harassment and the #MeToo tweet campaign. While sexual harassment is a very serious problem, online users should not be the ones to decide on how to "punish" sex offenders or people harassing women.

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