



# CHILDREN'S ADVICE FOR A HEALTHY LIFE ONLINE

## — FINDINGS FROM THE CHILDREN'S ADVISORY PANEL

November 2018

# SUMMARY OF ADVICE



## FRIENDSHIP

If you're lonely,  
don't give up –  
you can always  
find friends online

Be nice to other  
people online!

It's easy to include  
others online – so  
just do it



## TRUST ONLINE

Don't believe  
everything you  
read, hear and  
see online

Talk to a parent  
before you meet an  
online contact offline  
or click on an  
insecure link

Don't spread false  
rumors or entice others  
to click on untrusted or  
harmful links



## SCHOOLWORK

Don't forget that  
schoolwork is  
more important  
than having fun  
on the internet

Turn your phone  
off or leave it in  
another room while  
you are doing your  
homework



## WELL-BEING

Enjoy your online  
gaming and don't  
make it too  
competitive

Control your anger  
when losing a game  
and don't take it out  
on others

The internet  
makes you happy  
as long as you  
use it moderately



## FAMILY

Take a break from  
technology and  
hang out with your  
family

Involve your  
parents in your  
online life and  
experiences



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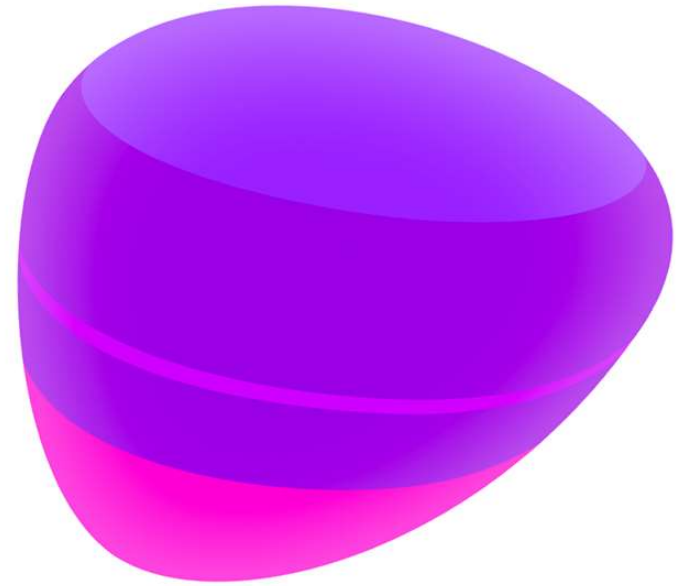
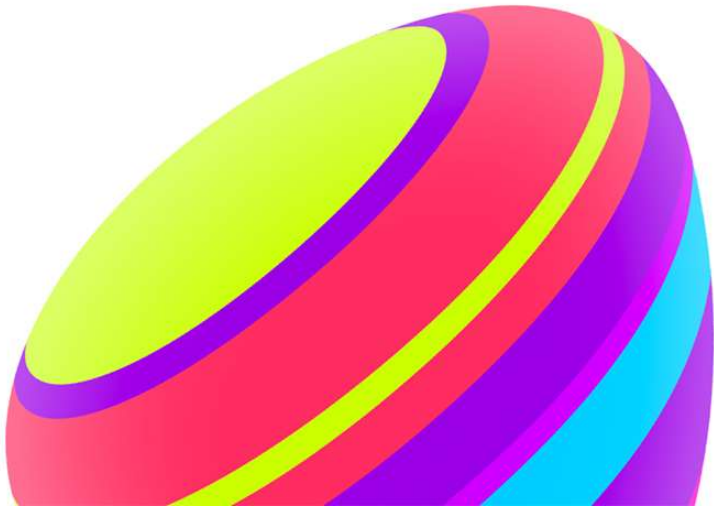
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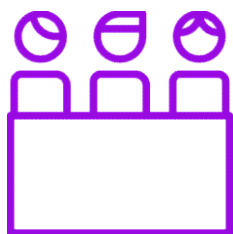
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# INTRODUCTION



# THE CHILDREN'S ADVISORY PANEL



The rapid development of technology and communications networks in recent years has made it possible for young people to be online all day, every day. Many children have smartphones that allow them constant mobile connectivity. It has become an essential part of their lives.

The Children's Advisory Panel (CAP) is an initiative by Telia Company in collaboration with child rights organizations and schools in seven countries across the Nordics and the Baltics. It was created to get a better understanding of children's own perspectives of online and digital aspects of life by listening to them through qualitative co-creative methods. The aim of the initiative is to further develop Telia Company's understanding of how to improve its approach to children as users of its technology, and to contribute to the ICT industry's and society's understanding of children as online citizens.

In autumn 2018, around 700 12-year-olds participated in the CAP activities and created their own advice for a healthy online life. School classes participated in co-creative workshops, organized by Telia and its partners, including the World Childhood Foundation and national child rights organizations. The advice was created on tablets in the format of short animated films using the Plotagon animation tool.

## Participating organisations

The child rights organization **World Childhood Foundation** is a main partner for the Children's Advisory Panel, to ensure a professional approach to the child perspective.

**Ipsos**, a research and analysis company, has managed the study, analysed the material and produced this report from the study.

The advice was created in the form of short animated films using the **Plotagon** animation tool, [www.plotagon.com](http://www.plotagon.com), which was supplied free of charge for this specific project.

The **Inclusion Center** (Center for Rummelighed) has provided advice and guidance on the themes and the workshop method.



# THE CHILDREN'S ADVISORY PANEL

## Advice for a healthy online life

The implications that online life has on health, especially that of children, has become a frequent topic of public debate. Some global players have responded to these concerns by creating awareness programmes for kids and families. Research on how children's physical, mental and social health is affected by online life is scarce at this stage. However, we know that children have negative experiences online. Previous findings from the Children's Advisory Panel (CAP 2017/18) showed that more than 50% of children had experienced one or more of the negative issues asked about in the study. Other studies show that 30% of children have been offended online (Friends Online report 2017). This is despite the fact that children are aware of many of the online risks and have methods to deal with them (CAP 2016/17). With these insights in mind, the CAP kids were asked to share their methods for protecting themselves online and how to use technology to live a healthy life.

## Five pre-determined themes for children to formulate their advice around

Children participating in the workshops were given five pre-determined perspectives from which to consider a healthy life: friendship, trustworthy information, schoolwork, well-being and family. When looking at children's online lives, these perspectives seem to be the most relevant and most often affected, both positively and negatively, by children's use of the internet. These were also the themes for children to develop their advice on, with the help of the Plotagon animation tool.

## Implications of the study

The Children's Advisory Panel has provided an inspirational way to listen to children. The co-creation method has created value for all partners participating in the initiative. Findings that are shared in this report will also be communicated by Telia Company and its partners through various channels. Telia Company also invites further discussion with the ICT industry, child rights organizations and society.



# FOREWORD BY THE WORLD CHILDHOOD FOUNDATION

When adults talk about children's online lives, the focus is often on how we can teach them to stay safe and navigate risks online. But such an approach doesn't work. Life online changes fast and adults can't keep up. Children, however, can.

My experience is that the internet is truly a humbling area, forcing adults to accept that we are not the experts anymore. Today's children in the Nordic countries and the Baltic states are growing up with computers, tablets and smartphones. They move quickly between different communication modes, they grasp new concepts and apps quickly, and they adapt. Addressing the fact that children's online lives are important means addressing the fact that children's opinions and experiences are important. It means addressing the fact that children are experts, too.

If we want to teach children to stay safe online, the first step is to learn from them what their online life is like; what challenges they see and which strategies they have to address them, both online and offline. This is what we have done in this project. The children involved in CAP reflected on their own experiences and created advice for younger children as well as adults. Perhaps they feel that both groups are in dire need of their expertise. What we have seen is that children do ask for adults who are present and involved in their online lives. They know that we do not know and understand everything, but they want to show us. The message from children to us adults is very clear. We don't have to be the experts. We just have to be there.

**Susanne Drakborg**  
Program Manager  
WORLD CHILDHOOD FOUNDATION  
[www.childhood.org](http://www.childhood.org)



# FOREWORD BY THE INCLUSION CENTER

**For children, technology involves emotions, belonging and friendship. Mostly.**

Children need to belong. They long to connect, build strong relationships, explore life and learn stuff that they feel is important. Seen from the mind of a child, parents and teachers are the important support figures who should be taken for granted. The conscious focus for their needs is their peers, mostly at school and to some extent online. Online life is an extension of the friends they see at school. This means that when something goes wrong, technology can spread conflict and exacerbate problems. Therefore, adults need to learn how to support a good life. That is why, every year, Telia carried out research and works with children via the Children's Advisory Panel, CAP, to learn how we can support them.

**IRL: LOL**

Adults do not have the same online experience as children, so we view a phone differently to the way a child does. To the child, there is no "in real life, IRL". The connections and emotions travelling via technology are just as real as those they experience without a device. Technology is an extension of their mind, not a separate reality. Children laugh at grown-ups when we do not understand how important their devices are to them, or when we impose rules that are meaningless. We need to understand their reality. We can do so by spending time with our kids, asking questions and discussing the benefits, dangers and dilemmas of life.

**School life is central to connections and social life**

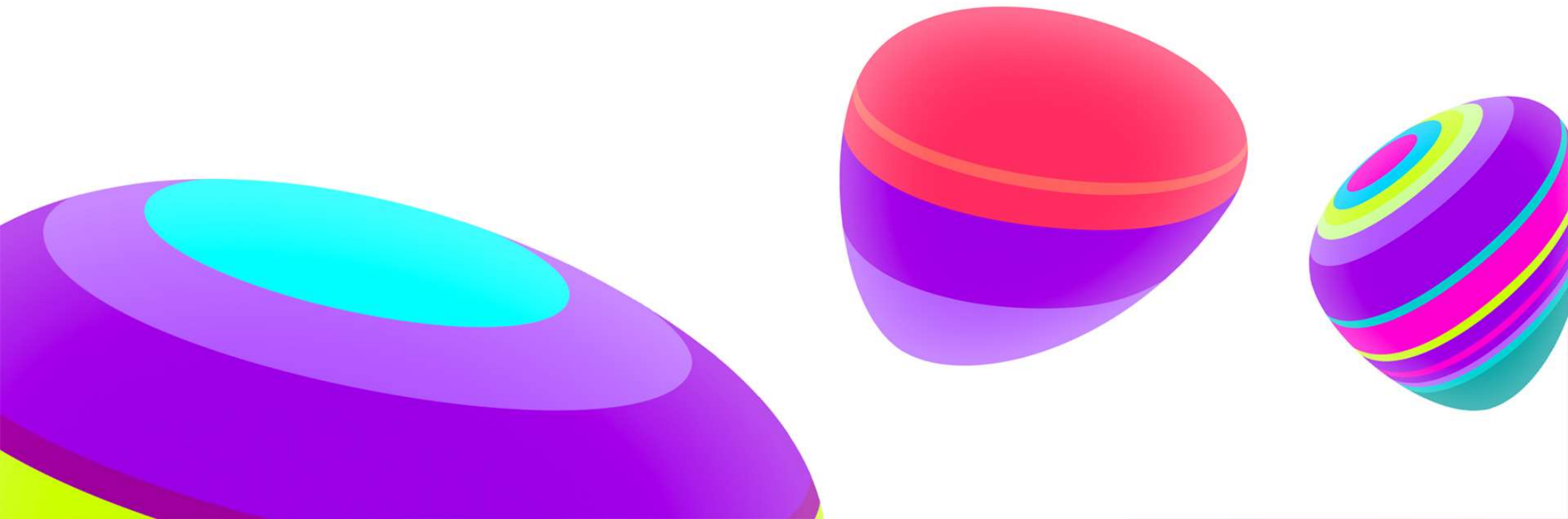
For a child, most good experiences – as well as any conflicts or exclusion – take place with the children they meet at school or where they live. Digital life brings both benefits and threats. The numbers for bullying offline are roughly the same as for bullying online. This means that adults must support good relationships. Online communication can exacerbate conflicts and spread to many people quickly. Children must therefore learn how to navigate the online seas. Grown-ups should take an interest and ask questions about their lives and interests, to be able to guide them based on reality. To guide your child, you must understand the realities of his or her life.

**Søren Kjær Jensen**  
Direktør  
Center for Rummelighed  
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# RESULTS

## SORTED BY THEME



# FRIENDSHIP



## FRIENDSHIP FILMS



Judging by the number of films created, friendship is one of the most engaging themes.

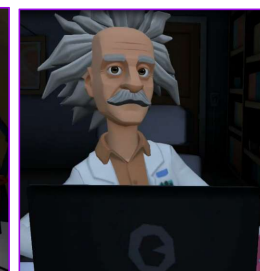
A major topic within this theme is how the internet can help children make new friends. Examples include films that illustrate how children (or grown-ups) who feel a little lonely or left out are able to connect with like-minded people in online forums, and films that show how the new child in class is easily included in the group by inviting him or her to play computer games or to a chat group on social media.

While the internet's ability to connect people is understood as a positive thing, it can be hard to truly get to know a person just by communicating online. Someone might present himself or herself in a way that is not accurate, which can be discovered either by meeting offline or by chatting for a while. If the expectation is to meet a new friend, discovering that an online contact is someone different than expected offline can lead to significant disappointment and hurt.

## THE INTERNET CAN HELP YOU MAKE NEW FRIENDS

*"Look Kitty! I made a new friend!"*

LATVIA



*"Good luck on your first day dear."*

DENMARK



*"Hey Jens, do you want to come and play Fortnite?"*



*"I've met a new friend online and I'm going to meet him on Friday!"*

NORWAY



*"Nice! But shouldn't you FaceTime with him first so you know who he really is?"*



## FRIENDSHIP FILMS



How to act as a friend and how to treat others is a frequently illustrated topic. In this respect, following traditional principles, such as being kind to others, including others and standing up for those who need support, is clearly understood to be just as important online as it is offline. For example, this is illustrated through films showing how children prevent friends from deliberately writing mean things about another child's pictures on social media, and through films showing how children actively try to include others in gaming and chat groups.

While the principles about how to treat others are largely the same online and offline, communicating on the internet can be different to talking face to face. When interacting through text and pictures, which is typical online, it can be hard to interpret the exact meaning and intention of the message as it is not possible to see each other's facial expressions. This can lead to unnecessary misunderstandings and hurt feelings.

### BEING A GOOD FRIEND

*"Haha! Look at his pictures – they're so horrible! I'm going to write what a loser he is!"*

LITHUANIA



*"Hey, stop it! He's not that bad... I'm going to help him."*



*"I won with 19 kills! Thanks for showing me how to play Fortnite Milo!"*

DENMARK

*"Why did you write that my picture was ugly?"*

SWEDEN



*"... But it makes me feel bad."*



*"I'm just being honest."*

*"Oh, I'm sorry... I didn't mean to hurt your feelings."*



## FRIENDSHIP ADVICE



According to the CAP kids, for children who feel lonely or left out, the advice is not to give up. Since there are so many people online, there is *always* a friend for you.

One straightforward piece of advice is that it's just as important to treat other people well online as it is offline. While offline and online contexts differ, people's feelings remain the same, so you must be a good friend online as well.

For children in general, the advice is to use the internet's social qualities in positive ways to include others. Inviting someone to play an online game or liking someone's Instagram picture are actions that require little effort but can mean a lot to others.

If you're lonely, don't give up –  
you can always find friends online

Be nice to other people online!

It is easy to include others on the  
internet/through online tools – so  
just do it



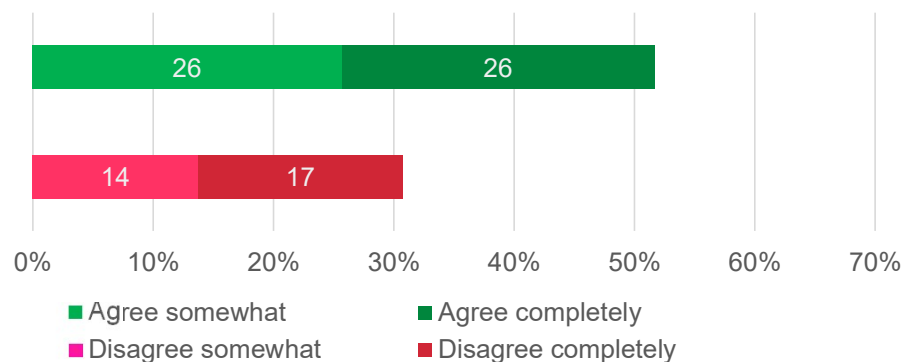
## FRIENDSHIP QUESTIONNAIRE



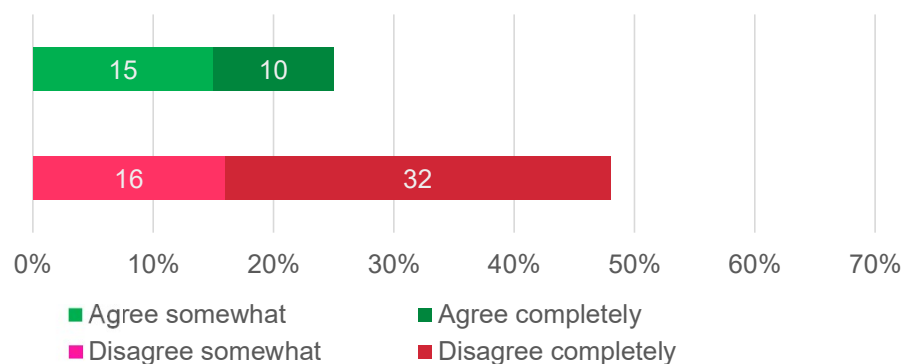
We can see from the quantitative results that the CAP kids know what they are talking about when they advise younger children to go online to find friends. More than 50% of them have had their own successful experiences. It is clear that online services are used not only to strengthen existing friendships but also to make new ones.

The downside of online friendship is that there are people who feel left out. 25% of the CAP kids want to be included more, with 10% feeling strongly about it. With 75% being quite content with the way things are, this may not seem alarming but it is still enough to make the CAP kids aware of the problem. The advice to include others is heartfelt and based on their own reality.

### MY PHONE/TABLET/COMPUTER HAS HELPED ME MAKE NEW FRIENDS



### I WISH PEOPLE WOULD INCLUDE ME MORE IN THEIR ONLINE FRIENDSHIPS



Graphs show weighted total of 7 countries. Scale: Agree completely, Agree somewhat, Do not agree nor disagree, Disagree somewhat, Disagree completely



**TRUST ONLINE**



## TRUST ONLINE FILMS



Trust is a frequent theme which involves managing the interface between online and offline. In particular, this applies to arranging a physical meeting or giving out personal information online to someone you do not already know. You can never be sure who is on the other end and exposing yourself too much can have disastrous consequences.

Examples illustrated in CAP kids' films include classic themes like not getting into a stranger's car, not meeting in an isolated place or not telling people where you live.

If you are not careful, it may end up really badly and there is no limit to what might happen, like kidnapping or even murder. Illustrations are often inspired by horror movies, where men are the evil ones and girls are the ones who get into trouble.

One notable theme is that as long as you are online, it is usually harmless. It is offline that things can become dangerous.

## BE AWARE OF DIFFERENCES BETWEEN ONLINE AND OFFLINE



*"Help, why didn't Kaisa talk to us? She should have been home by now, maybe she has been kidnapped!"*

ESTONIA

*"Someone I don't know asked if we could meet. What should I do?"*

NORWAY



Mum says:

*"Ok, then I'll go with you!"*

*"Help, where are we going? Who are you? You should have been a girl!"*

ESTONIA



Voiceover:

*"Please always tell your parents with whom and where you are going."*



## TRUST ONLINE FILMS



Another topic relating to trust is that things online may be too good to be true. What appears to be good online is not always as good offline.

Situations illustrated include the fact that it is easy to be tempted by offers to get things for free or to buy things cheaply. This may lead you to click on suspicious links and ultimately be cheated out of money, get stuck in agreements/subscriptions that you can't end or get a virus on your phone/computer.

An additional topic in this respect is that false rumours easily spread online. Clickbait is referred to as an example of how to attract your curiosity to follow a link, and that it may very well be nonsense or untrue content that is spread this way online.

The lesson here is that, compared to offline, things spread very fast online and you should be careful about what you spread yourself and what you click on and believe in. At worst, it could harm others.

## ONLINE SAFETY REQUIRES CAUTION AND THOUGHTFULNESS



*"So kids, never trust internet ads, software that says you'll get free stuff or even money, or information that might lie. If you're not sure, just don't trust it."*

LITHUANIA

*"I found an app that gives you money for walking and it looked real."*

LITHUANIA



*"You're so stupid, no one would pay you money just for walking!"*

*"Mum, I didn't know what I was clicking on, it just popped up."*

SWEDEN



*"You must ask before clicking on unknown links and video clips."*



## TRUST ONLINE ADVICE




The guiding principle for advice when it comes to trust online is to turn to your parents for help and support. Alternatively, you can contact another adult or a friend who may have experience from being in a similar situation.

All in all, it is always better to be open and seek guidance rather than to try and figure things out by yourself.

The advice given is not to meet with someone unknown offline without talking to a parent first, and preferably not go to a meeting alone, but rather take someone with you. The least you should do is tell someone where you are and who you are supposed to meet.

The advice is also about checking with a parent before clicking on links you are not sure about, and certainly not buying or agreeing to anything online without checking first.



Don't believe everything you read, hear and see online

Talk to a parent before you meet an online contact offline or click on an insecure link

Don't spread false rumours or entice others to click on untrusted or harmful links



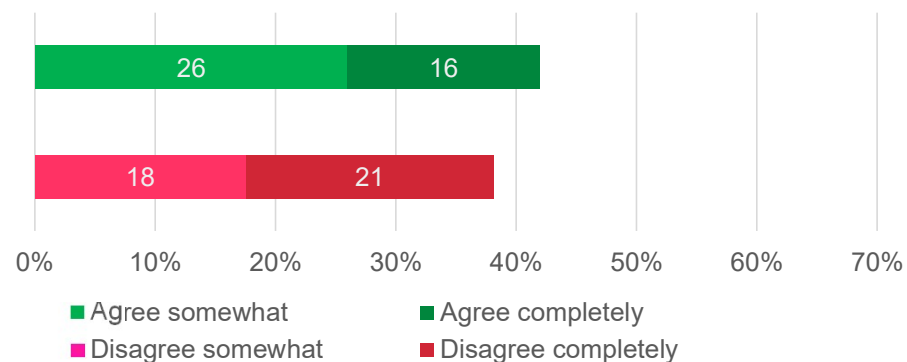
## TRUST ONLINE QUESTIONNAIRE



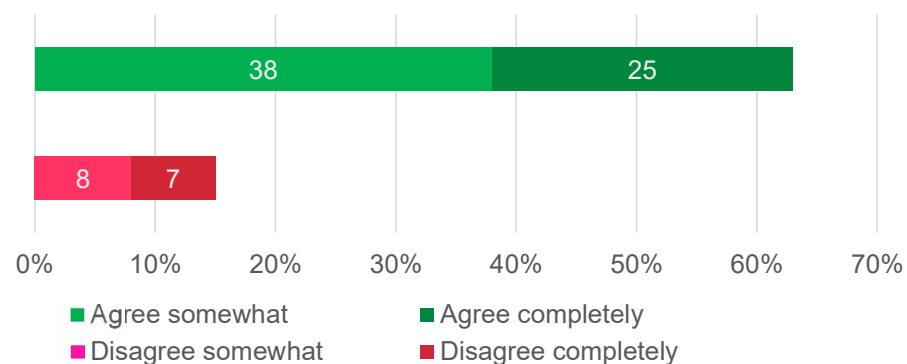
Just over 40% of the CAP kids agree that they often encounter rumours and gossip online, while just under 40% disagree. This split may be because of differences in how these children spend their time online and what they choose to focus on.

When it comes to dealing with online information, the CAP kids are quite confident. No less than 63% claim that they know how to find out whether or not the information is true, with 25% feeling certain about it.

### I OFTEN ENCOUNTER RUMOURS AND GOSSIP ONLINE



### I KNOW HOW TO FIND OUT WHETHER OR NOT ONLINE INFORMATION IS TRUE



Graphs show weighted total of 7 countries. Scale: Agree completely, Agree somewhat, Do not agree nor disagree, Disagree somewhat, Disagree completely



# SCHOOLWORK



## SCHOOLWORK FILMS



The strong attraction of being online may become a problem when related to school work. According to the CAP kids, when you are a 12-year-old working on your own, there is a risk that internet gets in the way rather than helping you. The films made about schoolwork generally fall into one of the following categories:

Having fun online may take up too much of your time, which means that you do not get around to starting your homework on time or skip it completely. Typically, these films deal with a conflict between the slightly immature child who wants to have fun and a strict parent or teacher who knows better.

The other aspect of the problem deals with the situation where you have started working on your homework. A smartphone is a distraction. Things are happening out there and you need to check your phone frequently and be involved. Going online is not described as something you do for fun in these films, it seems to be more of an obligation.

## YOU SHOULD NOT LET ONLINE ACTIVITIES STOP YOU FROM DOING YOUR HOMEWORK



*"You should follow the advice I gave to Olle. Turn off your phone and put it in another room when you are doing your homework!"*

SWEDEN



Maja at home

*"I need to stay on Messenger! I can do my homework later."*

LATVIA



At school

*"Why didn't you do your homework? You'll get the lowest grade!"*

*"Are you playing games again? You need to start working on your school project!"*

FINLAND



*"But Mum, I'll only play for a little while longer. I'll start working on the project soon."*



## SCHOOLWORK ADVICE



There is a clear overriding message when it comes to the internet and schoolwork: You need to remember that school is important and you should make it a priority.

As annoying as it may be when your parents nag about spending less time playing and more time studying, they have a right to do so. You need to find a balance where you can play and have fun but still have time for your homework. The way to achieve this is to plan ahead. Suggestions include setting a strict time when to start, not starting to play until your homework is done or mixing it up and playing for one hour and then studying for one hour.

The advice about how to deal with disturbances while studying is clear and to the point. You should turn your phone off and/or leave it in another room.



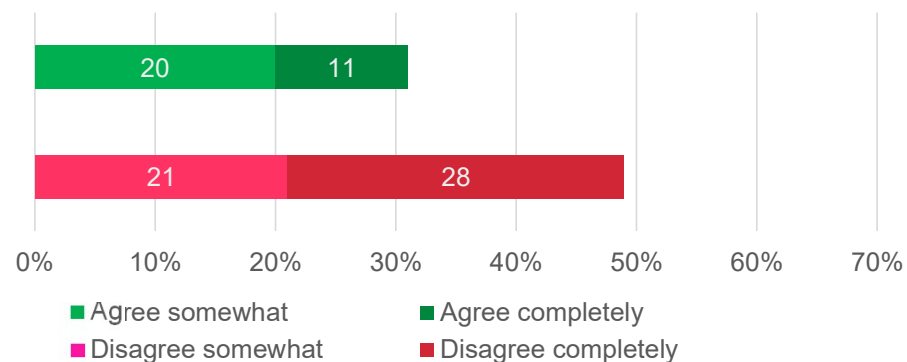
## SCHOOLWORK QUESTIONNAIRE



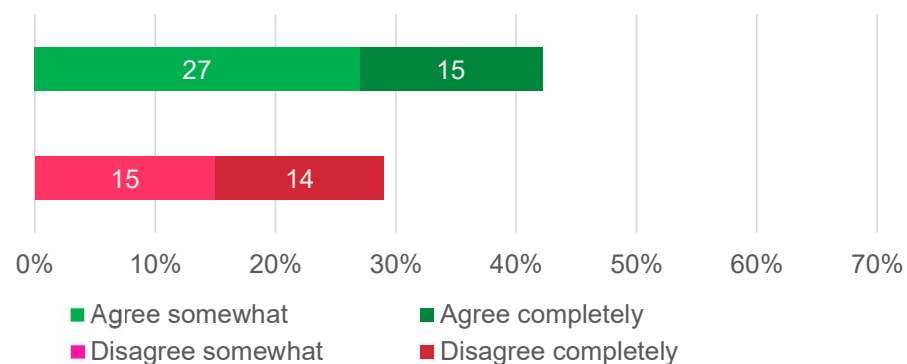
Getting distracted and how to deal with this was a popular topic for the films related to schoolwork. When we look at the numbers, we see that 31% experience this as a problem in their own life. The others have either learned how to deal with the problem or did not see it as a problem in the first place. Either way, it is an important issue and presumably something these children hear about from their parents.

The importance of online usage is illustrated by the fact that more than 40% of the CAP kids use the internet to learn more than their teacher would expect from them. From age of just 12, they go online not only for entertainment and social interaction but also for educational purposes.

### THE PHONE/TABLET/COMPUTER IS A DISTRACTION WHEN I DO MY SCHOOLWORK



### I USE THE INTERNET TO LEARN MORE FOR SCHOOL THAN I WAS ASKED TO BY THE TEACHER



Graphs show weighted total of 7 countries. Scale: Agree completely, Agree somewhat, Do not agree nor disagree, Disagree somewhat, Disagree completely



**WELL-BEING**



## WELL-BEING FILMS



Well-being is one of the least illustrated themes, and it is only in Estonia, Finland, Latvia and Sweden that some CAP kids chose this as a theme for their film.

A topic related to well-being is being able to control your temper when gaming. Online games are often very competitive and about winning, but it is important not to take it too seriously and lose your temper or get angry if you sometimes fail. Instead, it is about having fun in the moment, either when you are on your own or when playing with others.

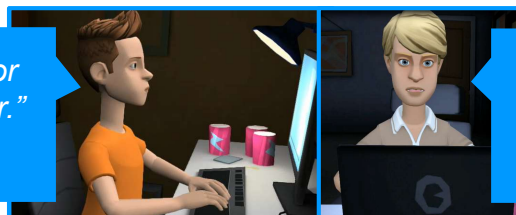
Having fun online is also a topic related to well-being. There are lots of fun things you can do online, like playing games, watching funny clips, etc., and this can cheer you up or even serve as consolation if you are sad or feeling a bit low.

While being online can be fun and engaging, it is also important to find a balance between online and offline, and not let online activities have a negative impact on other things like friends and schoolwork.

## ANGER MANAGEMENT AND ONLINE HAPPINESS

*"I get so mad for not doing better."*

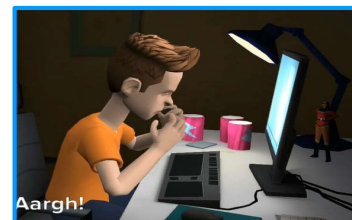
SWEDEN



*"Remember that it's just a game."*

*"How can I make sure I don't break anything if I lose a game?"*

FINLAND



*"Shout out and hit your pillow instead."*

*"I'm so sad, I had a quarrel with my friend. I watch some YouTube clips."*

ESTONIA



*"Now I'm happy again and I want to make up with my friend."*



## WELL-BEING ADVICE



The advice regarding well-being is about not taking things too seriously online. You don't feel good about it yourself and you may even take it out on others if you get frustrated or angry when things don't turn out as you want.

Instead, it's about having fun online and how online activities can make you feel good about yourself. For example, when you get a bad result in at a test in school, online activities can cheer you up.

According to the CAP kids, being online is associated with something positive, at least as long as you don't spend all your time online.

The risk if you get too involved online is that other things will suffer. In particular, it seems that relationships are compromised by friends and family feeling left out or neglected. By finding a good balance, you and others can achieve well-being.



Enjoy your online gaming and  
don't make it too competitive

Control your anger when losing  
a game and don't take it out on  
others

The internet makes you happy  
as long as you use it  
moderately



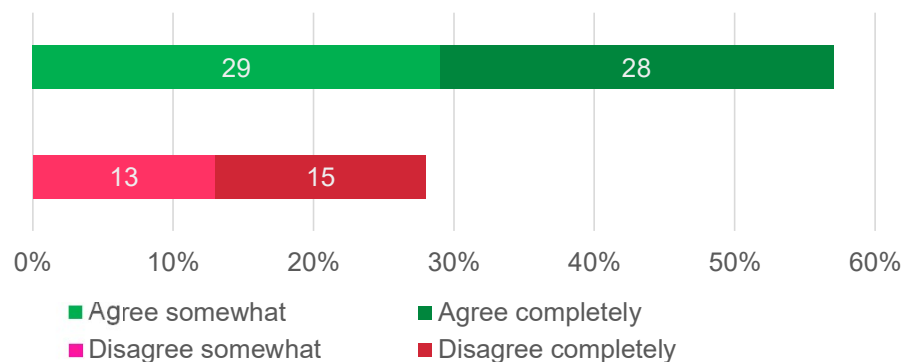
## WELL-BEING QUESTIONNAIRE



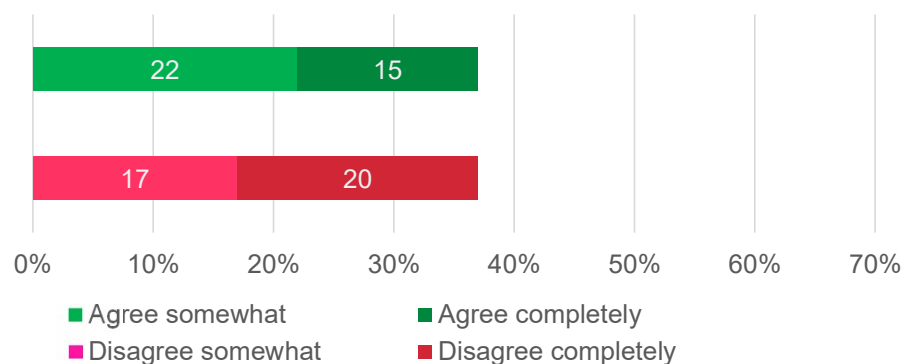
The idea of going online to find things that can lift your spirit is central when it comes to well-being and was a key piece of advice for younger children. It is clear from the numbers that the CAP kids practise what they preach. Almost 60% of them exhibit this behaviour.

In general, the CAP kids see online life in a highly positive light. You can make new friends, you can have fun, it can help you with schoolwork and make you feel better when you are sad. There is an awareness, however, that you need some balance in your life. When we look at the numbers we see that 37% feel that they might spend too much time online, with 15% agreeing completely.

### WHEN I AM SAD, I GO ONLINE TO FIND THINGS THAT MAKE ME FEEL BETTER



### I AM ON THE PHONE/TABLET/COMPUTER MORE THAN IS GOOD FOR ME



Graphs show weighted total of 7 countries. Scale: Agree completely, Agree somewhat, Do not agree nor disagree, Disagree somewhat, Disagree completely



FAMILY



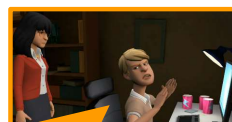
## FAMILY FILMS



Although the family theme was not one of the most engaging judging from the number of films, one prominent topic is family relationships – and how technology impacts on them. Several films revolve around the topic of how technology use has a negative impact on family life. Examples include children who reject spending time with their parents to play computer games, and children who are not mentally present at dinner because they are distracted by their phones. It is notable that it is often the children who neglect their parents due to being preoccupied with technology. However, some scenarios also illustrate double standards, where parents urge children to spend less time on the computer, while being glued to their own phones.

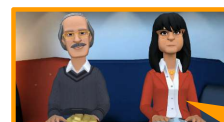
The value of children sharing their online experiences with their parents is another frequently illustrated topic. Films illustrate how, by sharing their online experiences and issues, children can get valuable emotional support as well as practical guidance about dealing with these issues from their parents or siblings.

## TOGETHERNESS CREATES UNDERSTANDING AND AFFILIATION



*"GET OUT, I'm playing Fortnite!"*

SWEDEN



*"He threw me out."  
"Ok, let's play with him then."*



*"I told you it was fun."*



*"Stop playing games and go outside Olle!"*

SWEDEN



*"Mum, what are you doing? Why are you always on your phone!? You're no better than Olle."*



*"Mum, I have to tell you something, someone has written mean comments to me online."  
"Try not to worry about it, they are just ignorant people who don't think about what they say."  
"Thanks mum, I love you."*

DENMARK



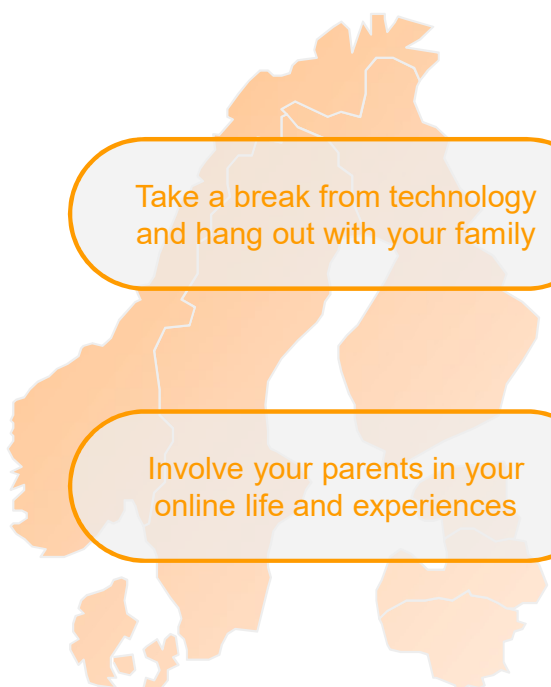
## FAMILY ADVICE



The background to the advice within this theme is the understanding that both children and parents feel good when they spend time together and that online activities can often get in the way of this.

Sometimes the only way to make sure that your online activities do not interfere with family relationships is to take a break from them. The CAP kids mainly refer to doing offline activities with their families. However, a few films also show that one way to spend more time as a family is to start doing things online together with your parents, such as playing games or watching video clips, etc.

Another piece of advice within this theme is for children to be open about their online experiences and share these with their parents. Parents can provide emotional support when someone is being mean (excluding people from groups, posting mean comments, etc.), and can provide practical support on how to deal with such issues.



Take a break from technology  
and hang out with your family

Involve your parents in your  
online life and experiences



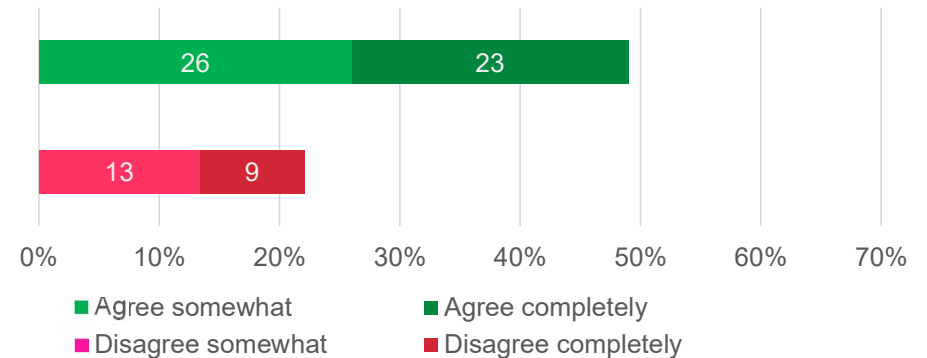
## FAMILY QUESTIONNAIRE



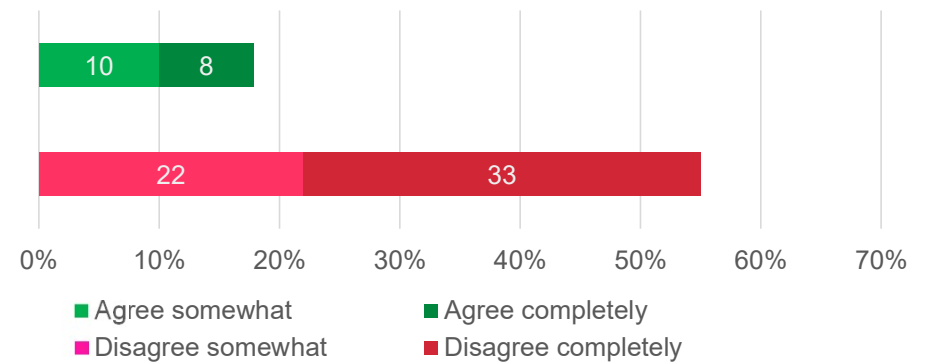
Almost 50% of the CAP kids feel that their parents are supportive of their online habits and interests, with 23% agreeing completely. 21% disagree, while 29% neither agree nor disagree. All in all, parents seem to be quite happy about what the CAP kids of 2018 are doing online.

One piece of good advice from the CAP kids is to involve your parents in your online life. Children need their parents' guidance and support, and parents need to know what is going on in their children's lives. When it comes to actually doing things together online, however, the message is clear. CAP kids do not want to do more things together with their parents. Of all the quantitative questions, this is the one with which the fewest participants agree.

### MY PARENTS ARE SUPPORTIVE OF MY ONLINE HOBBIES AND INTERESTS



### I WISH MY PARENTS WOULD DO MORE THINGS TOGETHER WITH ME ONLINE

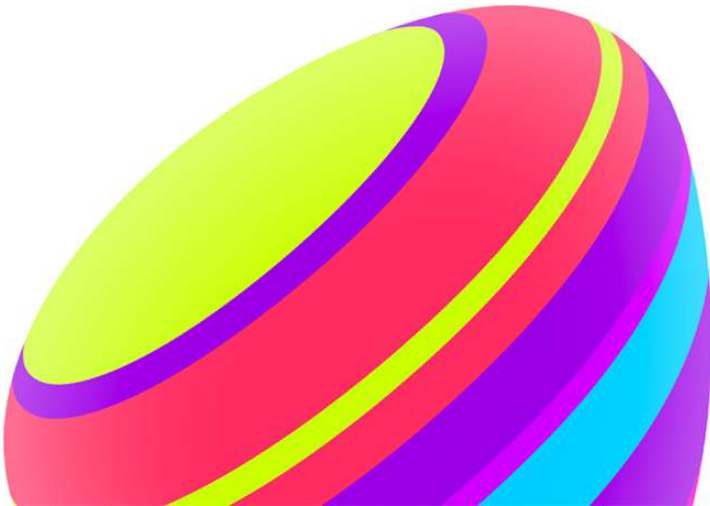
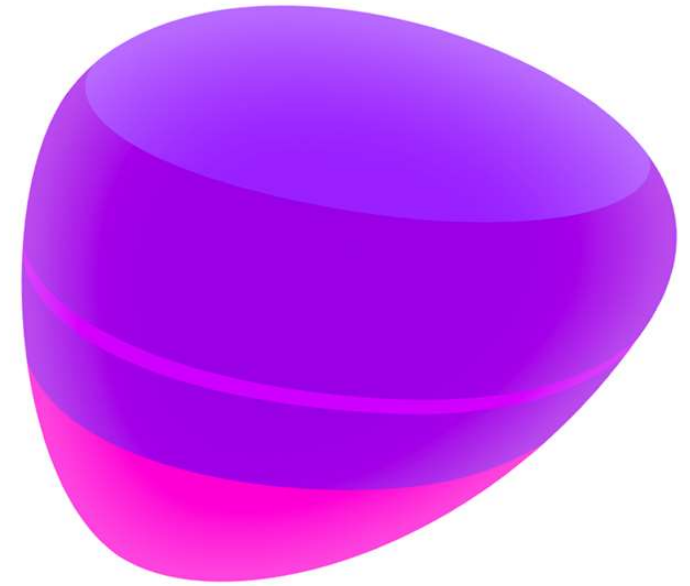


Graphs show weighted total of 7 countries. Scale: Agree completely, Agree somewhat, Do not agree nor disagree, Disagree somewhat, Disagree completely



# OVERVIEW OF RESULTS

TOTAL AND PER COUNTRY



## FRIENDSHIP



Overall the friendship theme is about the importance of being kind and inclusive to everyone online, and how it is easy to make new friends and to be accepted for who you are online.

## TRUST ONLINE



Trust online is characterized by advice about not uncritically trusting everything online, and to be careful who you interact with and what sites you visit. The best is to ask your parents or an adult if you feel insecure.

## SCHOOLWORK



Within this theme, the value of prioritizing schoolwork before leisure is emphasized. The general advice is not to let the phone distract you when doing homework by putting it away or turn it off.

## WELL-BEING



Well-being is mainly about not letting online activities take up too much time. Also online games should not be taken too seriously, and is more about having fun than winning.

## FAMILY



The family theme include not letting online activities get in the way of spending time with the family, and to turn to your parents for support and reassurance regarding your online life.

# TOTAL

Agree that internet helped them make new friends

53%

25%

Wish people would include them more in online friendships

Often encounter rumours and gossip online

42%

63%

Know how to find out if online information is true or not

Think that their phone/ tablet/ computer is a distraction when they do their schoolwork

31%

42%

Use the Internet to learn more for school than they were asked by the teacher

Go online to find things that make them feel better when they are sad

56%

38%

Are on their phone/ tablet/ computer more than they feel is good for them

Have parents that are supportive of their online hobbies and interests

49%

18%

Wish their parents would do more things online together with them

## FRIENDSHIP



The friendship theme in Denmark is characterized by the advice of being kind to others online and giving everyone a chance, and thus how it is always possible for everyone to find friends online.

## TRUST ONLINE



As in all countries trust is an engaging theme in Denmark, with advice about not trusting everyone you talk to online, and how you should always talk to an adult if you are unsure before responding to someone's invitation online.

## SCHOOLWORK



The Danish CAP kids' advice about schoolwork is to prioritize homework before computer games, and to make sure you are not disturbed while doing your homework by putting away your mobile.

## WELL-BEING



Well-being was not chosen by any of the Danish CAP kids as a theme for their film.

## FAMILY



In Denmark the family theme is illustrated in a few films showing the importance of being present in the moment, not spending all your time on your phone, and being open with your parents about what you do online.

# DENMARK

Agree that the internet helped them make new friends

55%

20%

Wish people would include them more in online friendships

Often encounter rumours and gossip online

27%

44%

Know how to find out whether or not online information is true

Think that their phone/tablet/computer is a distraction when they do their schoolwork

21%

28%

Use the internet to learn more for school than they were asked to by the teacher

Go online to find things that make them feel better when they are sad

57%

32%

Are on their phone/tablet/computer more than they feel is good for them

Have parents who are supportive of their online hobbies and interests

46%

11%

Wish their parents would do more things online together with them

## FRIENDSHIP



In Estonia, the theme of friendship is mainly about making new friends online, but at the same time you need to be careful who you interact with since not all people are nice.

## TRUST ONLINE



Trust online is by far the most engaging theme for Estonian CAP kids, illustrated in many different ways, all of which assume that you cannot blindly trust everything online and you may end up in trouble if you are not careful.

## SCHOOLWORK



Schoolwork is about not letting online activities interfere with homework, and losing yourself in computer games can make you feel bad. One film also shows how the internet can be used for schoolwork.

## WELL-BEING



According to the Estonian CAP kids, engaging in online activities can make you happy and carefree, and the advice is that you should not make others feel bad by bullying, either online or offline.

## FAMILY



Family is the least favoured theme among the Estonian CAP kids, and is illustrated in just one film. The advice is to respect each other's privacy online, not interfere with family members' online accounts, etc.

# ESTONIA

Agree that the internet helped them make new friends

45%

24%

Wish people would include them more in online friendships

Often encounter rumours and gossip online

35%

55%

Know how to find out whether or not online information is true

Think that their phone/tablet/computer is a distraction when they do their schoolwork

43%

44%

Use the internet to learn more for school than they were asked to by the teacher

Go online to find things that make them feel better when they are sad

52%

50%

Are on their phone/tablet/computer more than they feel is good for them

Have parents who are supportive of their online hobbies and interests

32%

16%

Wish their parents would do more things online together with them

## FRIENDSHIP



In Finland, the friendship theme is about how it can be easier to make friends online than offline, and that it is important not to be mean to others online, e.g. by saying mean things or sharing bad pictures, etc.

## TRUST ONLINE



Judging by the large number of films, trust online is a significant theme showing that false things can easily spread online and people can pretend to be someone else, so the advice is to always be careful and critical.

## SCHOOLWORK



The two Finnish CAP kids' films on schoolwork are about not letting your phone distract you when doing homework or working on school projects. The advice is to turn the phone off and not to let texts or notifications be a distraction.

## WELL-BEING



According to the Finnish CAP kids, spending too much time online playing computer games, etc. can have a negative impact on your well-being, e.g. getting too little sleep or getting angry when losing a game.

## FAMILY



Two films are devoted to the family theme, both giving the advice to follow family rules for online use (e.g. age limits for games, movies) and to be open and honest with your parents about your activities online.

# FINLAND

Agree that the internet helped them make new friends

55%

10%

Wish people would include them more in online friendships

Often encounter rumours and gossip online

47%

79%

Know how to find out whether or not online information is true

Think that their phone/tablet/computer is a distraction when they do their schoolwork

21%

37%

Use the internet to learn more for school than they were asked to by the teacher

Go online to find things that make them feel better when they are sad

61%

38%

Are on their phone/tablet/computer more than they feel is good for them

Have parents who are supportive of their online hobbies and interests

41%

11%

Wish their parents would do more things online together with them

## FRIENDSHIP



Friendship is the most engaging theme for Latvian CAP kids. Films revolve around how to establish healthy relationships online by being kind and supportive to others.

## TRUST ONLINE



Trust is about not being gullible and not initiating conversations or contact with strangers online or offline. Also, you should listen to your parents when they tell you to be careful.

## SCHOOLWORK



It is important that schoolwork is prioritized and you should not use your mobile during lessons or when doing homework in order to focus on schoolwork.

## WELL-BEING



Well-being is about not taking computer games too seriously, not getting angry about failures, and not allowing online activity to take up too much time, thus alienating you from your friends.

## FAMILY



For the Latvian CAP kids, the family theme revolves around having confidence and showing love and respect for your parents. In the end, family is more important than the internet.

# LATVIA

Agree that the internet helped them make new friends

48%

42%

Wish people would include them more in online friendships

Often encounter rumours and gossip online

91%

61%

Know how to find out whether or not online information is true

Think that their phone/tablet/computer is a distraction when they do their schoolwork

62%

47%

Use the internet to learn more for school than they were asked to by the teacher

Go online to find things that make them feel better when they are sad

69%

63%

Are on their phone/tablet/computer more than they feel is good for them

Have parents who are supportive of their online hobbies and interests

39%

25%

Wish their parents would do more things online together with them

## FRIENDSHIP



Friendship is an engaging theme for Lithuanian CAP kids, with films illustrating how to make new friends online by being nice and inviting others to joint activities. Related themes are trust and not trusting everyone you meet online.

## TRUST ONLINE



Trust online is a frequent theme in Lithuanian CAP kids' films. The advice is largely about not relying on all information found on the internet. It may be fake or misleading, and it is always good to ask an adult for advice if you are unsure.

## SCHOOLWORK



The schoolwork theme is illustrated by films pointing out the importance of focusing on schoolwork before playing or relaxing, and the advice not to get distracted by your phone, tablet or computer while doing homework.

## WELL-BEING



Well-being was not chosen by any of the Lithuanian CAP kids as a theme for their film.

## FAMILY



The family theme is illustrated by two films, one about socializing with your family by doing offline activities and watching a TV movie together, and one about helping your parents with technology.

# LITHUANIA

Agree that the internet helped them make new friends

43%

74%

Wish people would include them more in online friendships

Often encounter rumours and gossip online

28%

59%

Know how to find out whether or not online information is true

Think that their phone/tablet/computer is a distraction when they do their schoolwork

46%

34%

Use the internet to learn more for school than they were asked to by the teacher

Go online to find things that make them feel better when they are sad

70%

55%

Are on their phone/tablet/computer more than they feel is good for them

Have parents who are supportive of their online hobbies and interests

39%

28%

Wish their parents would do more things online together with them

## FRIENDSHIP



For the Norwegian CAP kids, friendship is about not bullying anyone or saying mean things to others online. Also, you have to remember and take care of your old friends even if you make new friends online.

## TRUST ONLINE



Trust online is mainly about the importance of double checking sources online and not chatting with strangers or meeting them offline before verifying their identity first. If you feel unsure, the advice is to talk to someone you trust.

## SCHOOLWORK



Schoolwork was not chosen by any of the Norwegian CAP kids as a theme for their film.

## WELL-BEING



Well-being is illustrated in one film stating that you should follow age limits on films and video games because your brain is not fully developed as a child, and you may be damaged by watching it.

## FAMILY



The family theme is used in two films, showing that you should show love and respect for your family, and that you should not download anything (such as Instagram) without permission from your parents, or it may end up badly.

# NORWAY

Agree that the internet helped them make new friends

41%

37%

Wish people would include them more in online friendships

Often encounter rumours and gossip online

44%

46%

Know how to find out whether or not online information is true

Think that their phone/tablet/computer is a distraction when they do their schoolwork

29%

37%

Use the internet to learn more for school than they were asked to by the teacher

Go online to find things that make them feel better when they are sad

51%

33%

Are on their phone/tablet/computer more than they feel is good for them

Have parents who are supportive of their online hobbies and interests

54%

23%

Wish their parents would do more things online together with them

## FRIENDSHIP



The Swedish CAP kids' advice on friendship is mainly about not being mean to each other online because you can hurt someone's feelings and make them feel bad. You need to think about what you write to others.

## TRUST ONLINE



The advice on trust online is primarily about being critical and not believing everything you see or read online. You have to find out if a source is true before you can trust it. The best thing you can do is ask your parents or another adult.

## SCHOOLWORK



The advice on schoolwork is to turn off your mobile phone while studying so that it won't distract you. If you allow yourself to be distracted, it will eventually affect your schoolwork and your grades in a negative way.

## WELL-BEING



Well-being is about advice on what to do if someone is mean to you online by telling your parents about it or blocking that person. Also, well-being is about not spending too much time online, but also doing things offline.

## FAMILY



Family is the least favoured theme among the Swedish CAP kids, illustrated in only a few films. CAP kids want to encourage spending more time with your family, and to show that you can have fun with your parents doing things together online.

# SWEDEN

Agree that the internet helped them make new friends

61%

10%

Wish people would include them more in online friendships

Often encounter rumours and gossip online

43%

77%

Know how to find out whether or not online information is true

Think that their phone/tablet/computer is a distraction when they do their schoolwork

31%

55%

Use the internet to learn more for school than they were asked to by the teacher

Go online to find things that make them feel better when they are sad

50%

30%

Are on their phone/tablet/computer more than they feel is good for them

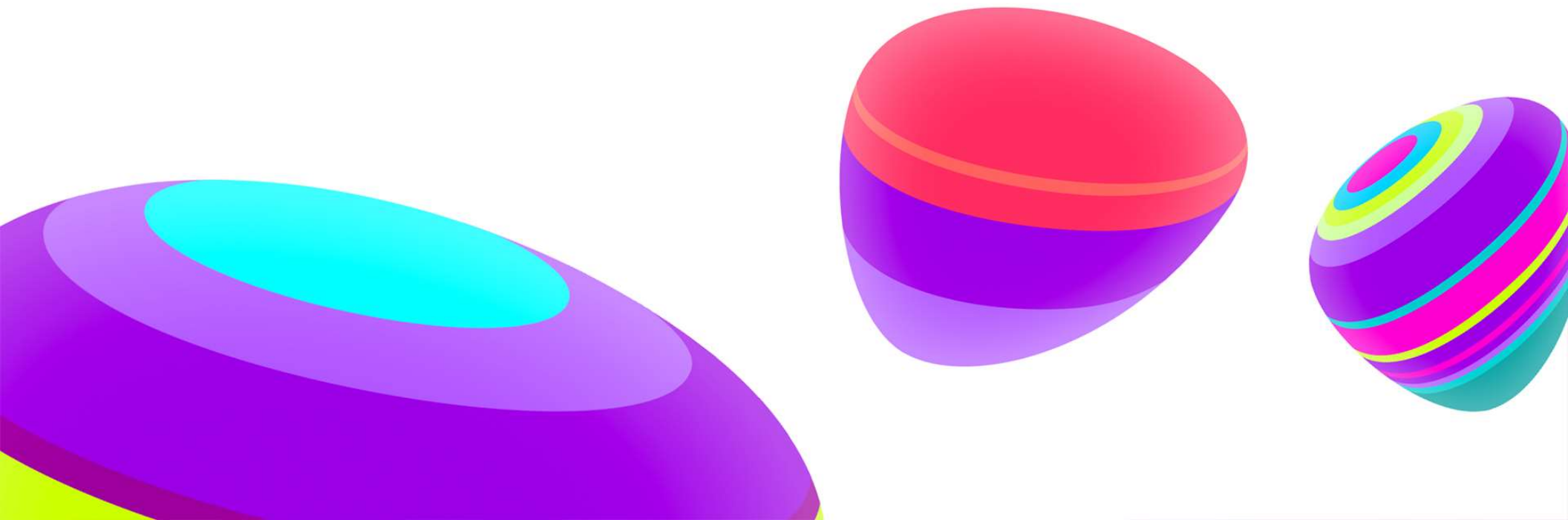
Have parents who are supportive of their online hobbies and interests

58%

19%

Wish their parents would do more things online together with them

# METHOD AND SCOPE



# FIELDWORK AND REPORTING

This report is based on workshops carried out in school classes grade 6 (12 year olds) in Denmark, Estonia, Finland, Latvia, Lithuania, Norway and Sweden.

The workshops were carried out in September and October 2018. They were facilitated in local language by a team set up by Telia. The timeframe was 2 study hours (2X45 minutes) with the option of using the break in between.

At the beginning of the workshop, the children completed a questionnaire with 10 questions individually. After having received instructions about the Plotagon tool and the five themes, they worked in groups of 3-4. They chose a theme and then had 40 minutes to make a film focusing on giving advice to younger children about online life.



CAP 2018 is not meant to be a research project in the traditional sense. The sample is not representative so conclusions about the whole population of 12-year olds in the participating countries should not be made based in these results.

The Ipsos team responsible for analysis and reporting.

**Ulf Boreus**

Senior Insight Consultant

**Charlotte Heiman**

Insight Consultant

**Maria Hedengren**

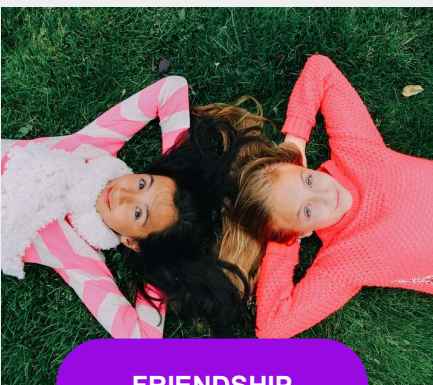
Insight Consultant

IPSOS

[www.ipsos.com](http://www.ipsos.com)



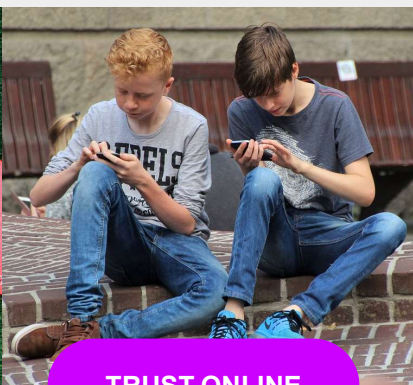
# HOW THE TASK WAS PRESENTED TO THE CHILDREN



## FRIENDSHIP

Internet can sometimes be good, helping people to connect, and sometimes it can be bad for friendship between people.

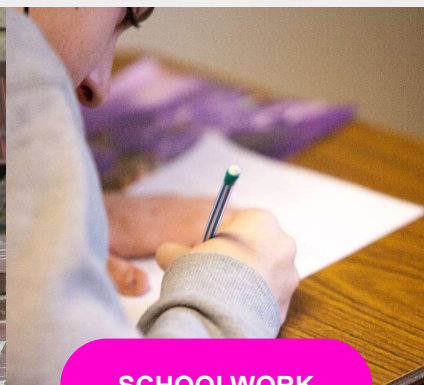
*What advice do CAP kids want to give to younger children when it comes to friendship online?*



## TRUST ONLINE

Generally there is a lot of information to be found on the Internet. For a child it can be difficult to tell if the information is true or not.

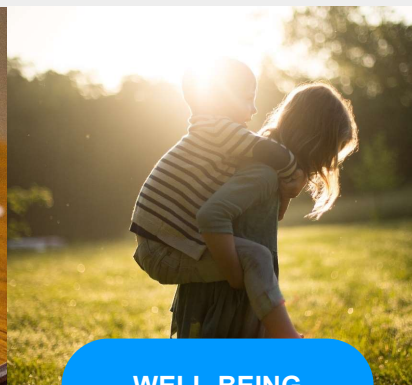
*What advice do CAP kids want to give to younger children about search for information online?*



## SCHOOLWORK

Internet can be helpful for school work, and it can also get in the way of schoolwork if you spend too much time doing other things.

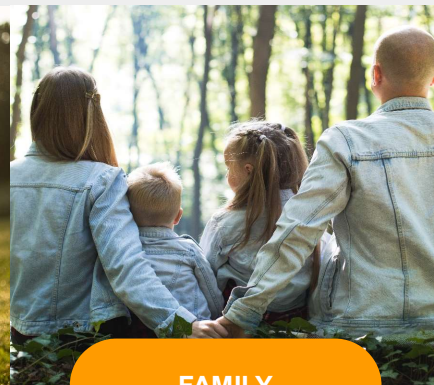
*What advice do CAP kids want to give to younger children about Internet and schoolwork?*



## WELL-BEING

Well-being can be about your body and about your feelings, and how Internet can make your well-being better or worse.

*What advice do CAP kids want to give to younger children about online well-being?*



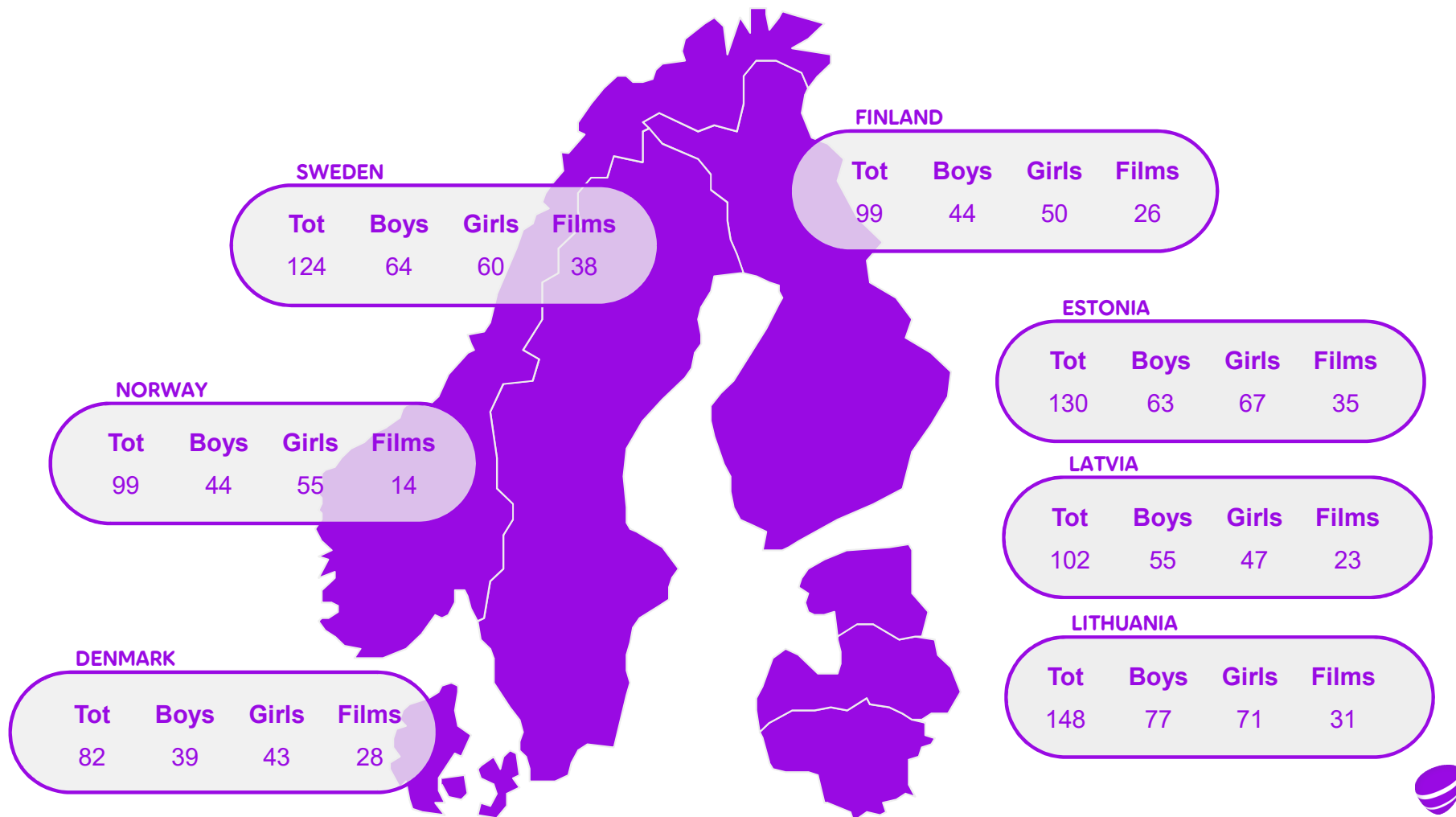
## FAMILY

Within families there can be different opinions between parents and children about Internet and how to use it.

*What advice do CAP kids want to give to younger children when it comes to Internet and families?*



# 7 COUNTRIES, 779 PARTICIPANTS AND 195 FILMS



# LOCAL PARTNERS

In most countries Telia cooperated with local NGOs to carry out the workshops.

## DENMARK

CENTER  
FOR  
RUMMELIGHED

## ESTONIA



## FINLAND



## LATVIA



## NORWAY



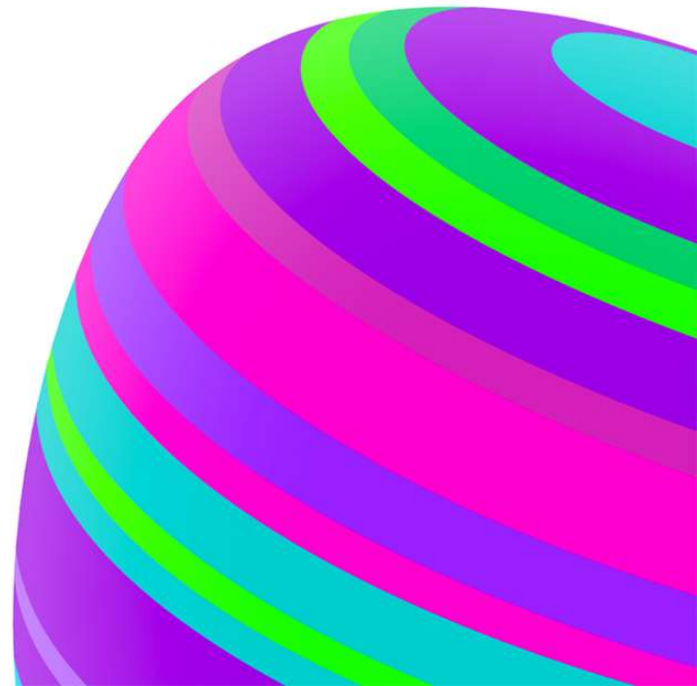
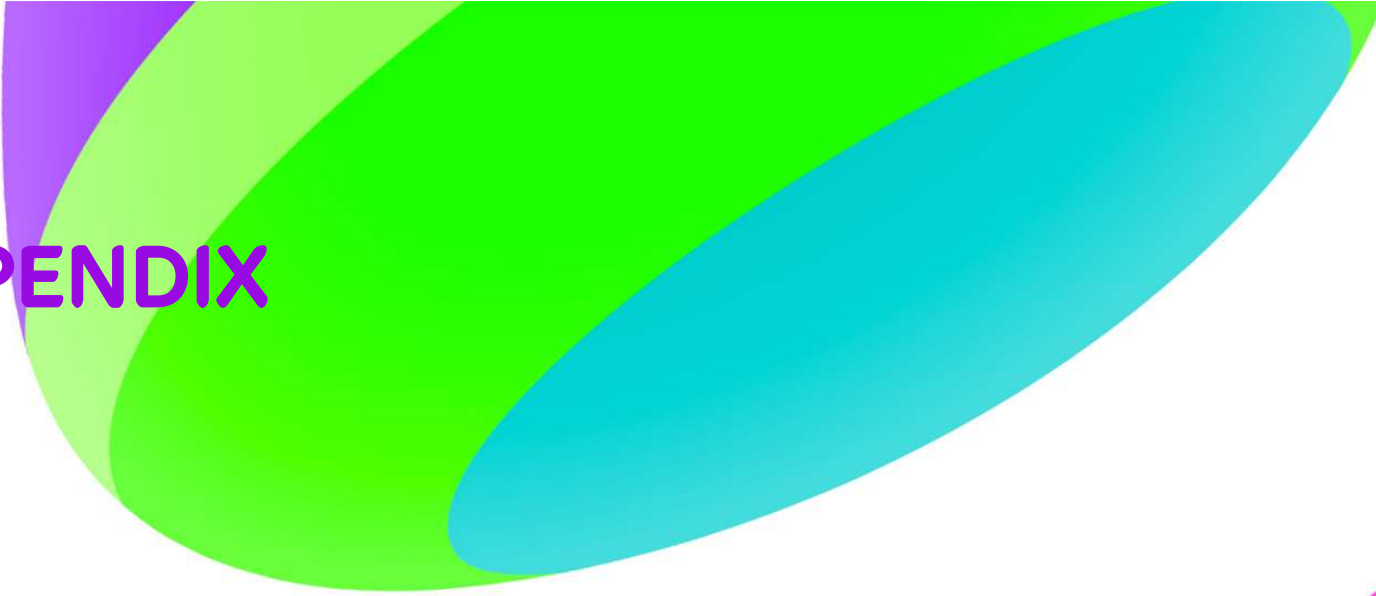
## SWEDEN



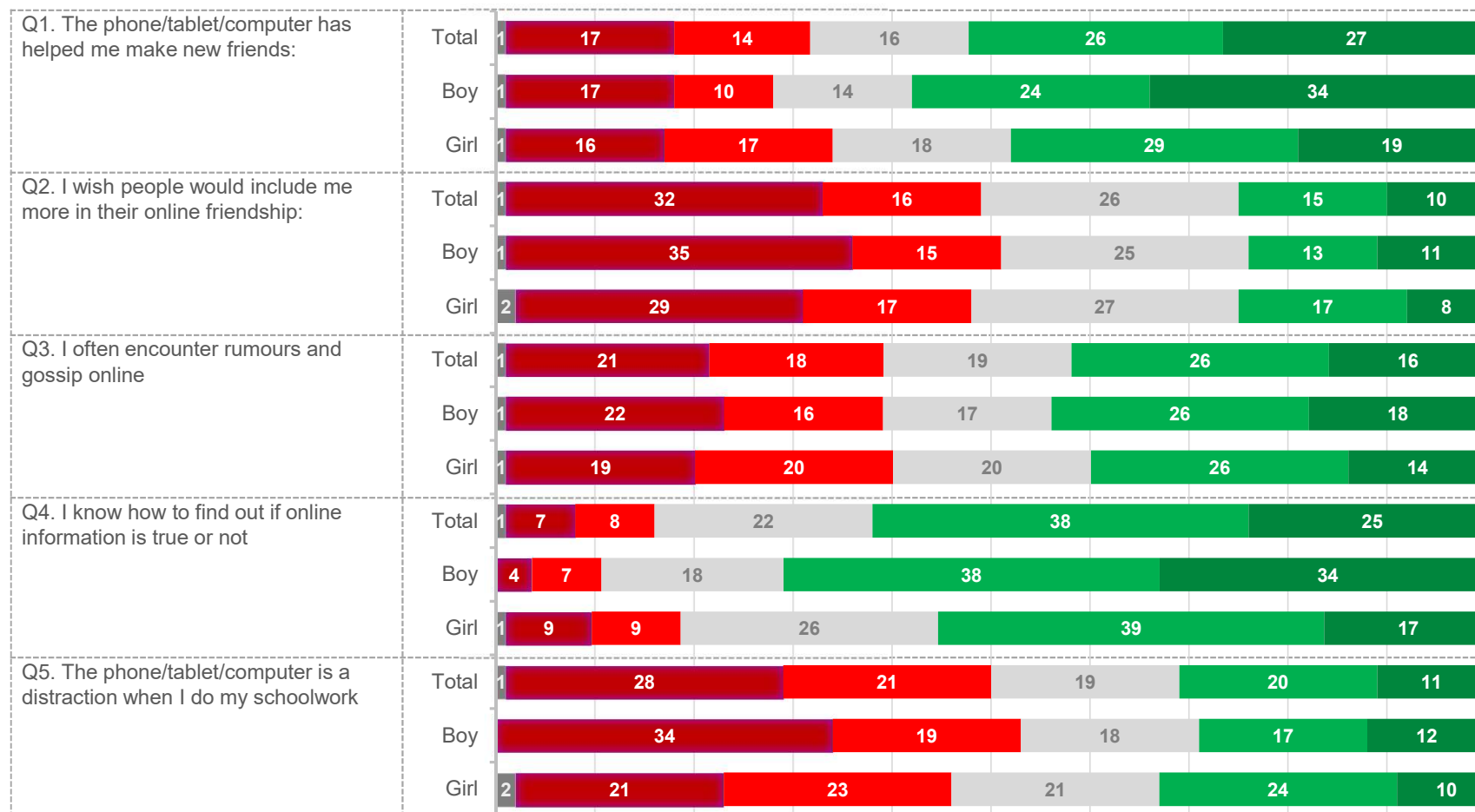
The whole project was powered by Plotagon.



# APPENDIX



## TOTAL

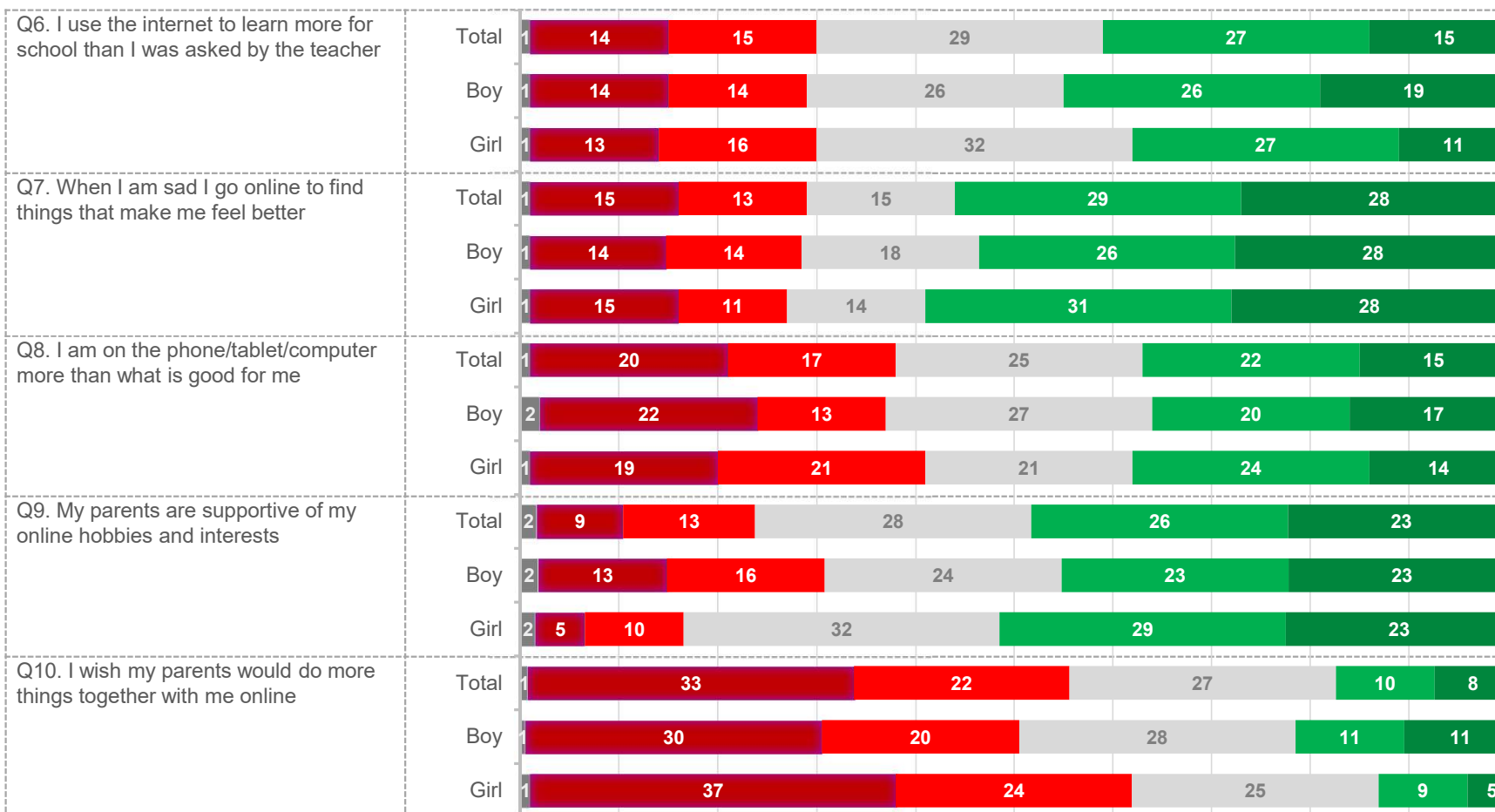


Graphs show weighted total of 7 countries.

■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



## TOTAL

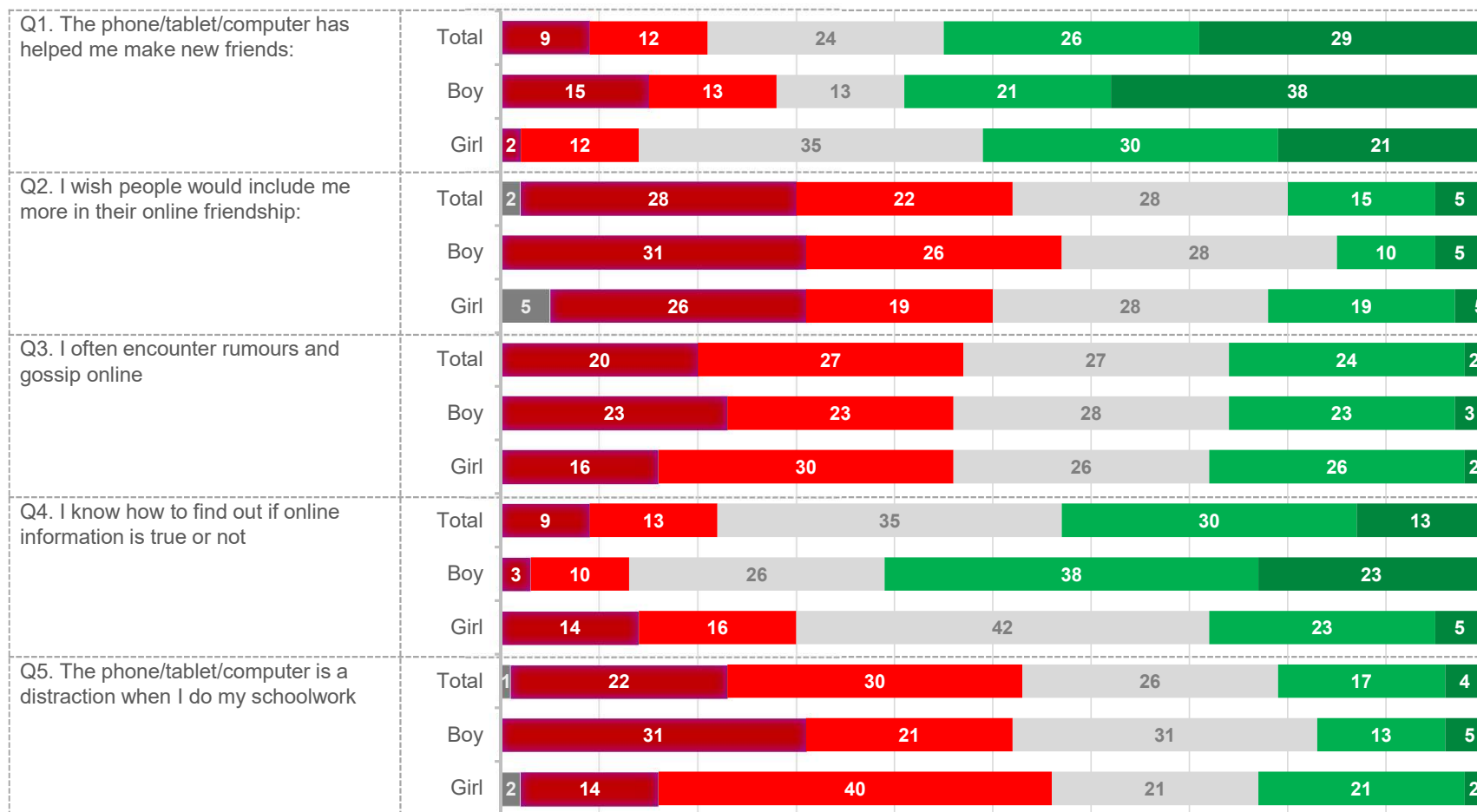


Graphs show weighted total of 7 countries.

No answer
  Disagree completely
  Disagree somewhat
  Do not agree nor disagree
  Agree somewhat
  Agree completely



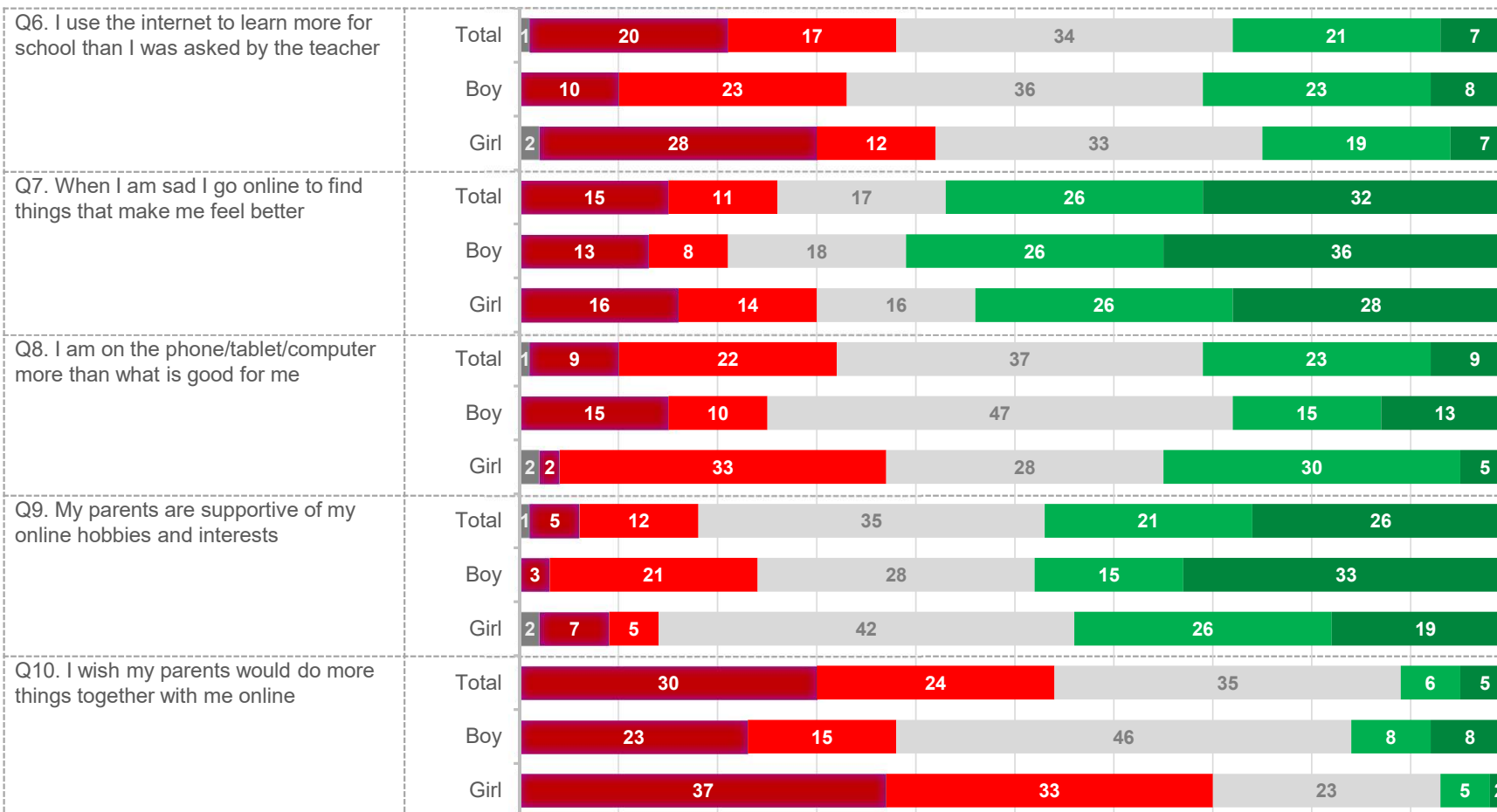
## DENMARK



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



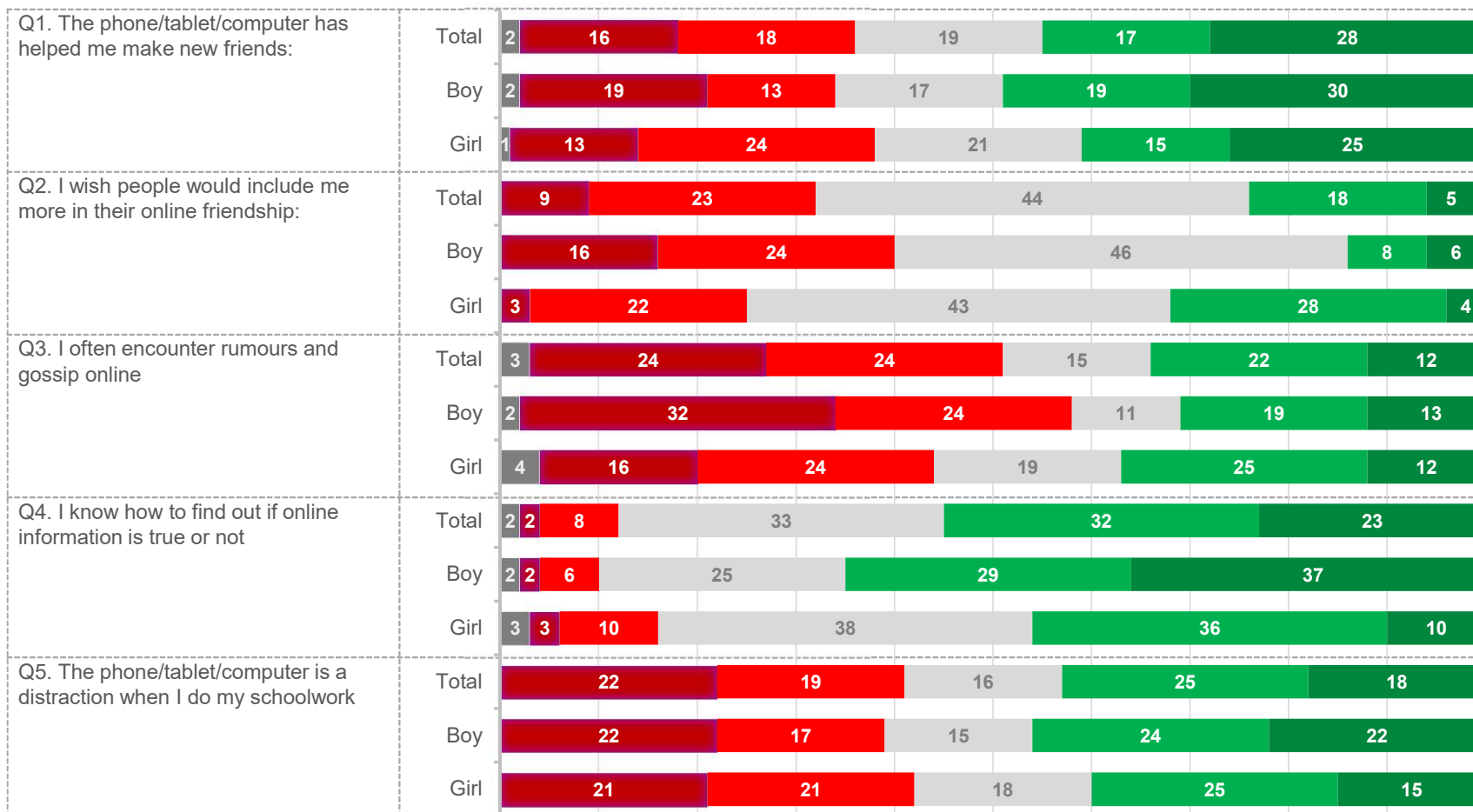
## DENMARK



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



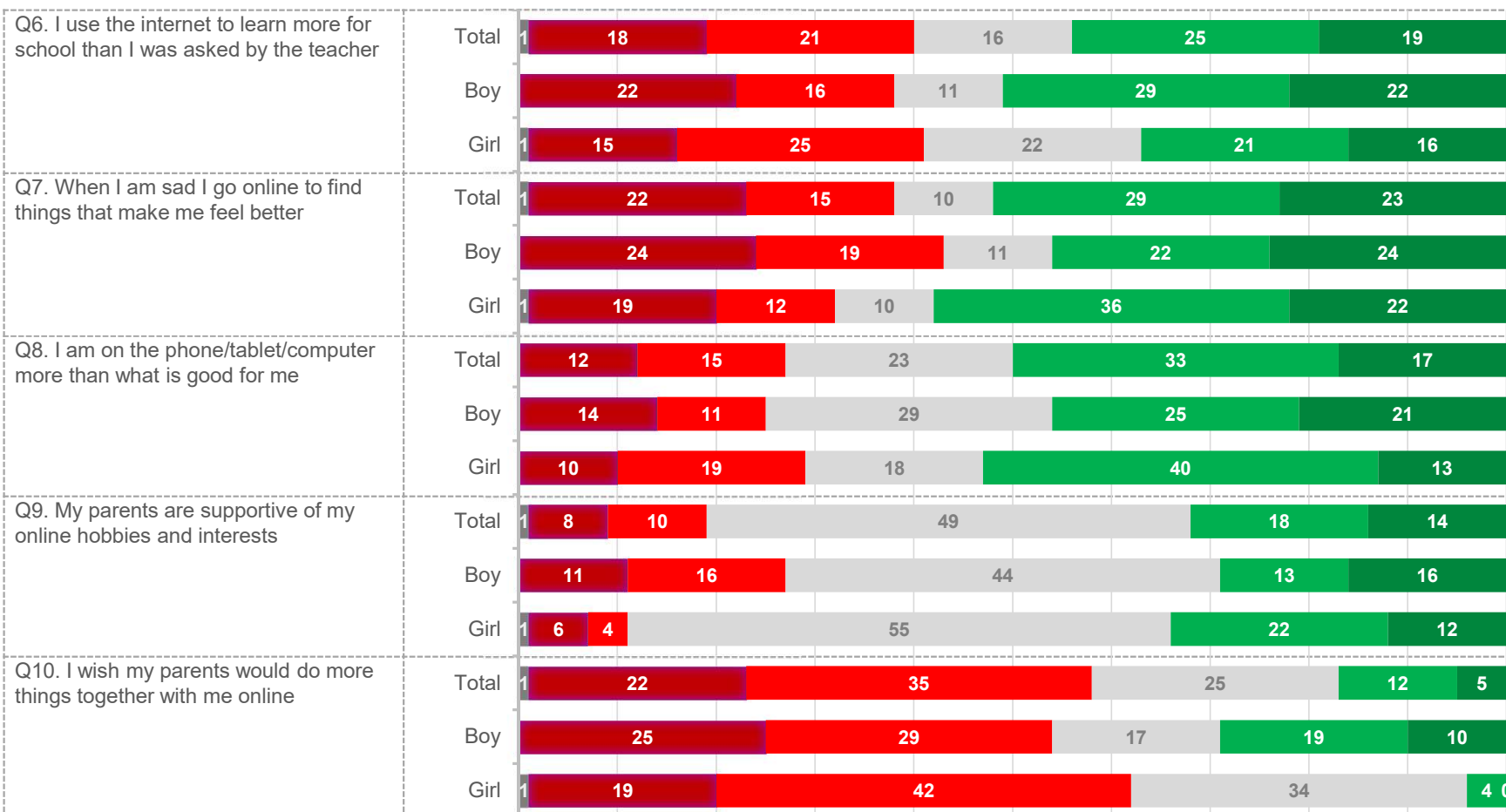
# ESTONIA



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



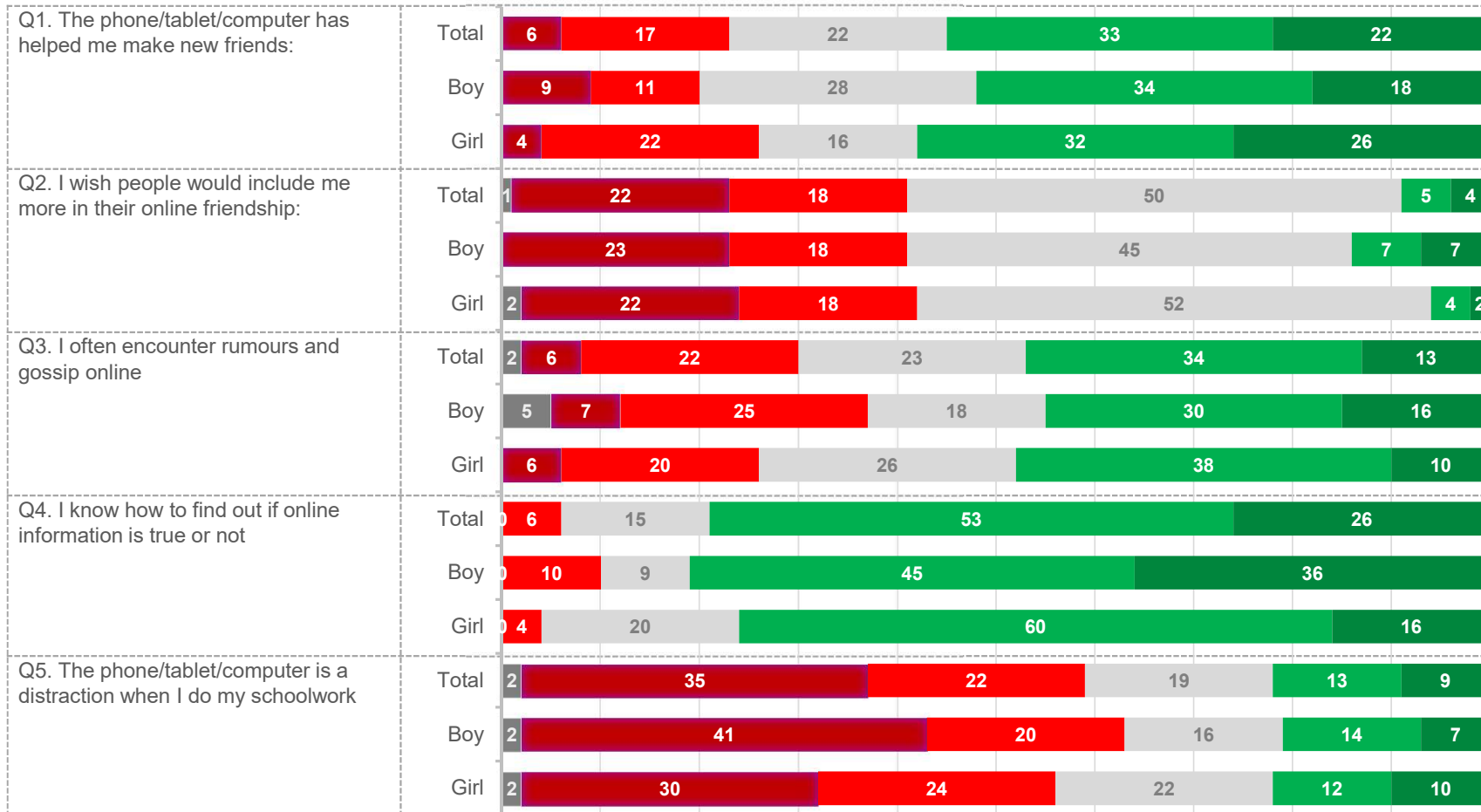
## ESTONIA



■ No answer 
 ■ Disagree completely 
 ■ Disagree somewhat 
 ■ Do not agree nor disagree 
 ■ Agree somewhat 
 ■ Agree completely



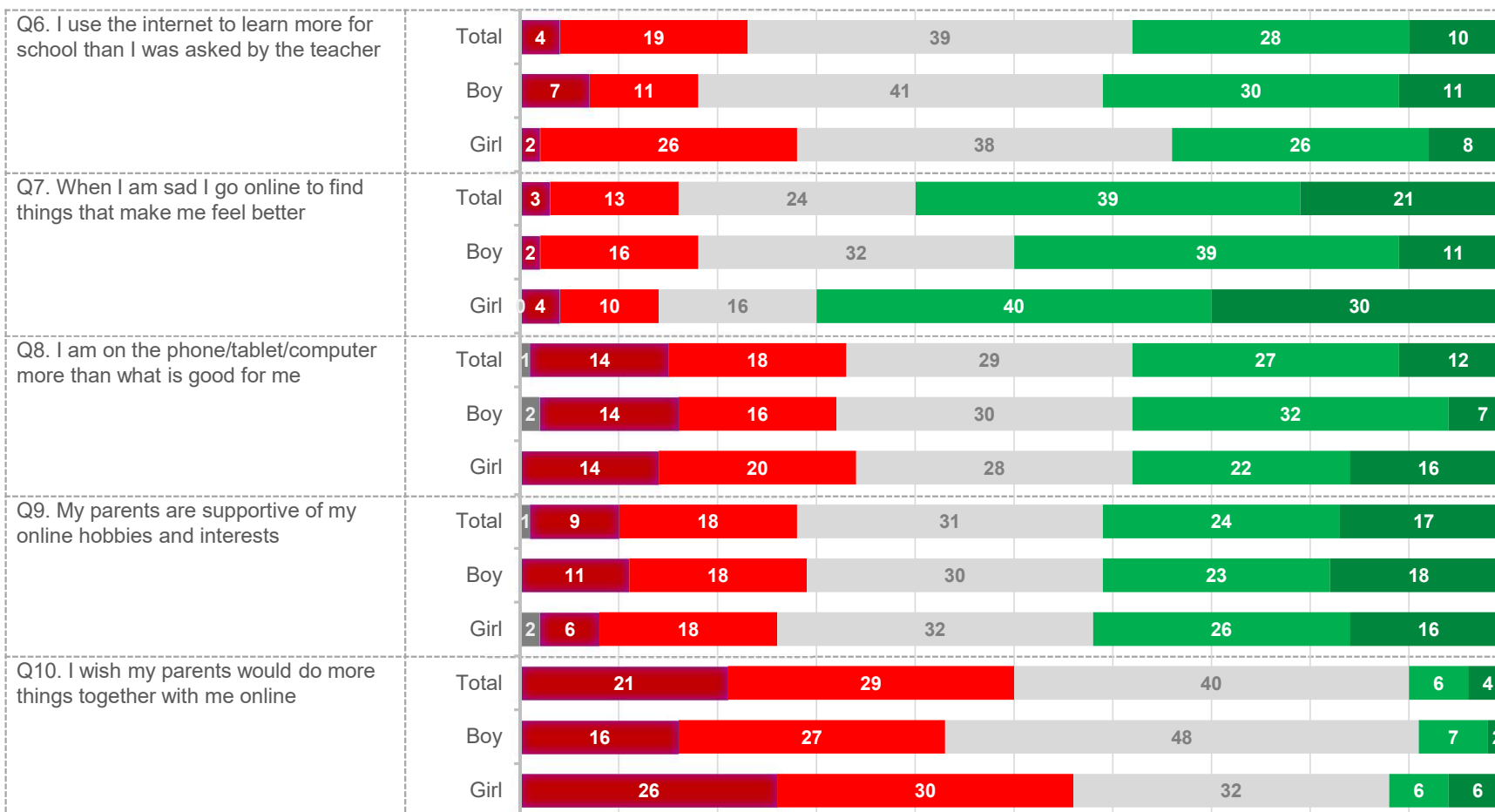
## FINLAND



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



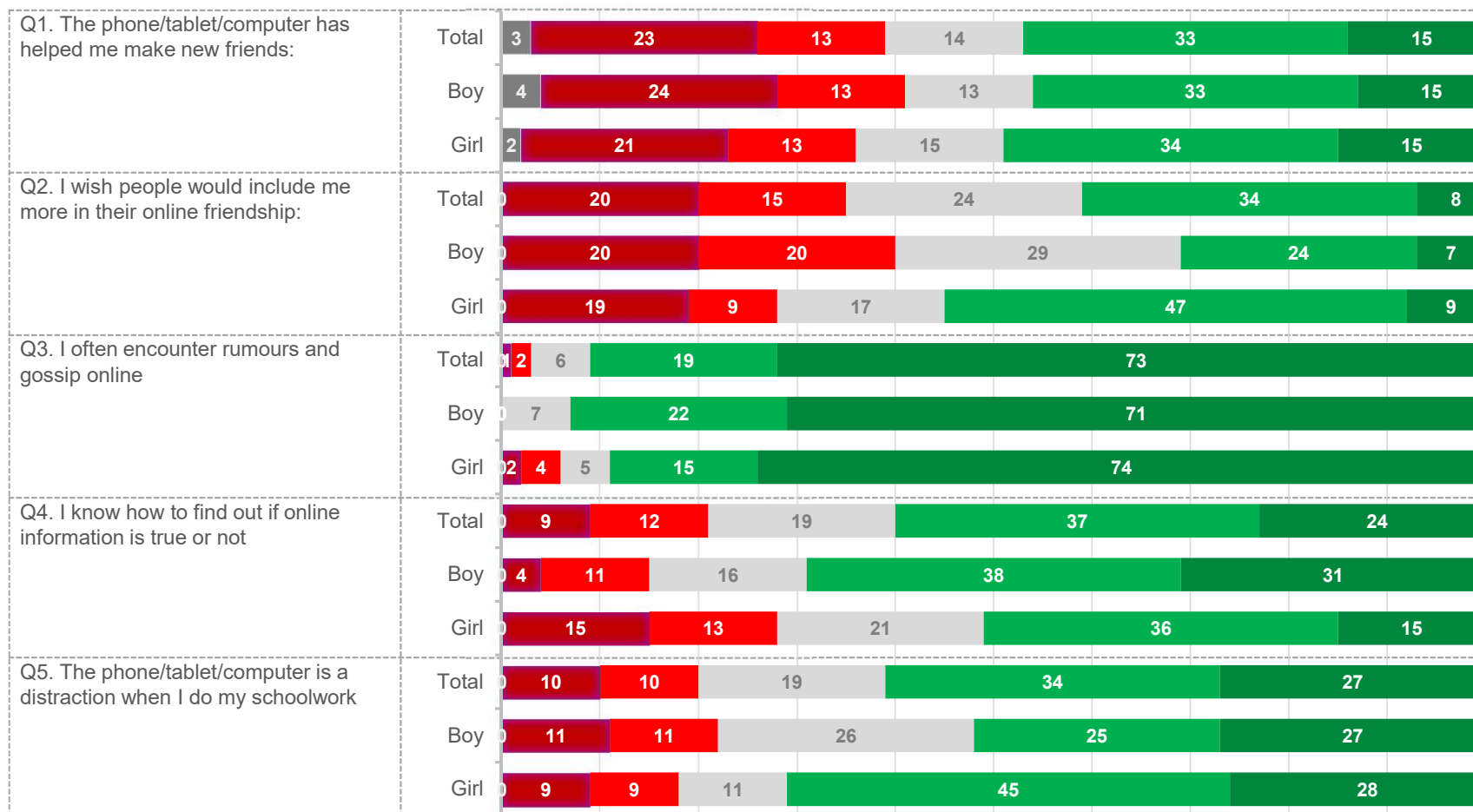
## FINLAND



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



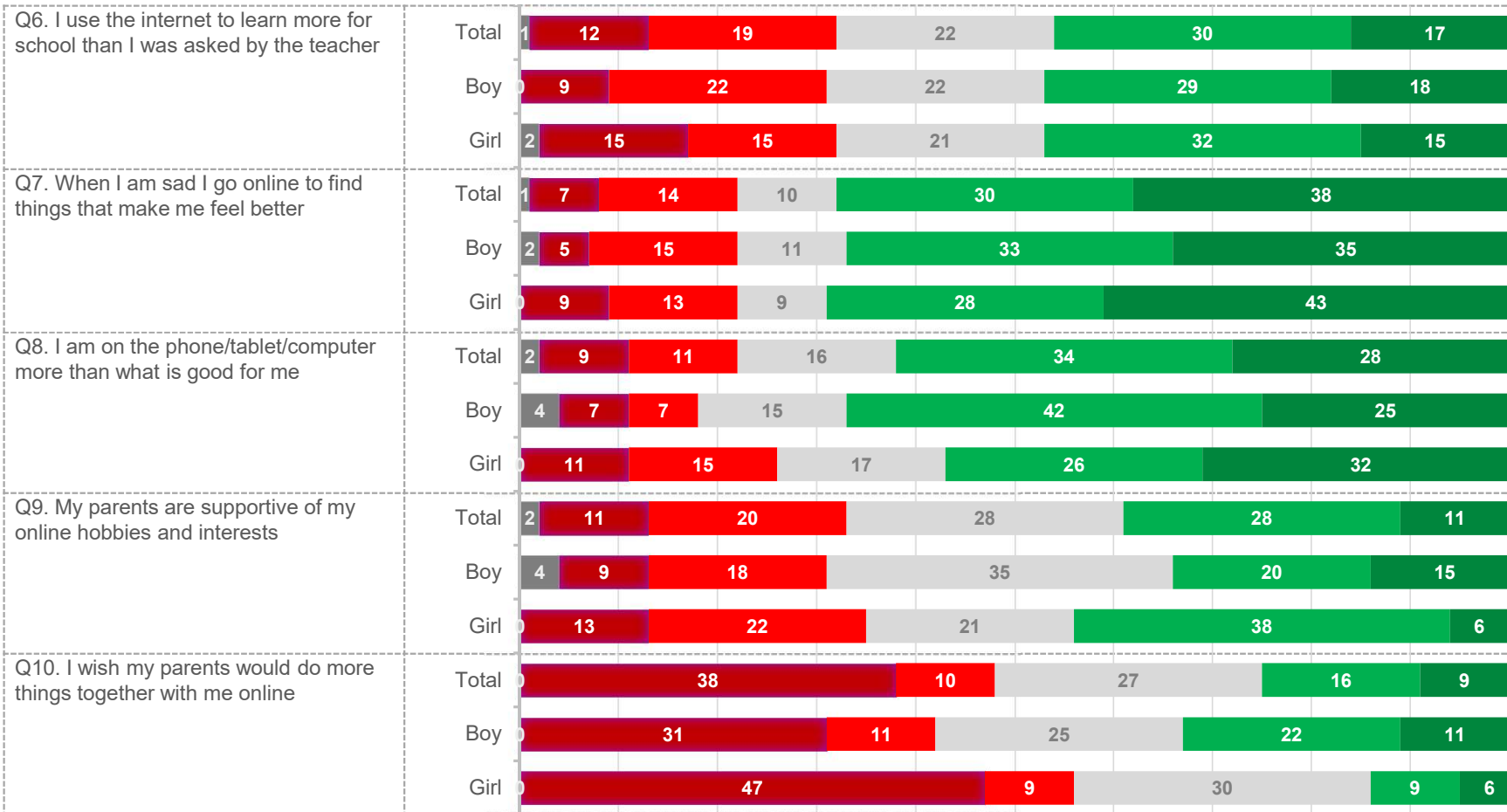
# LATVIA



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



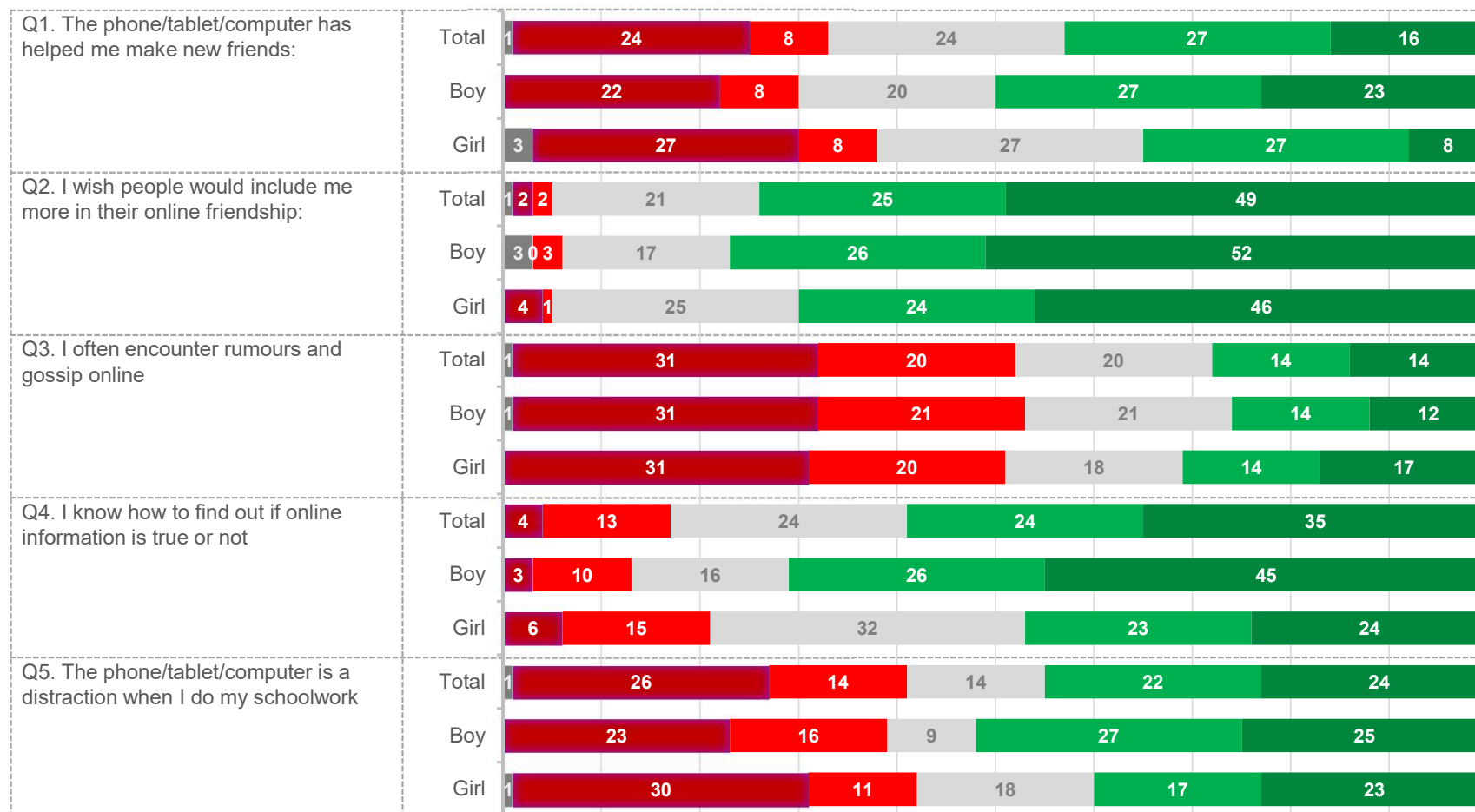
## LATVIA



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



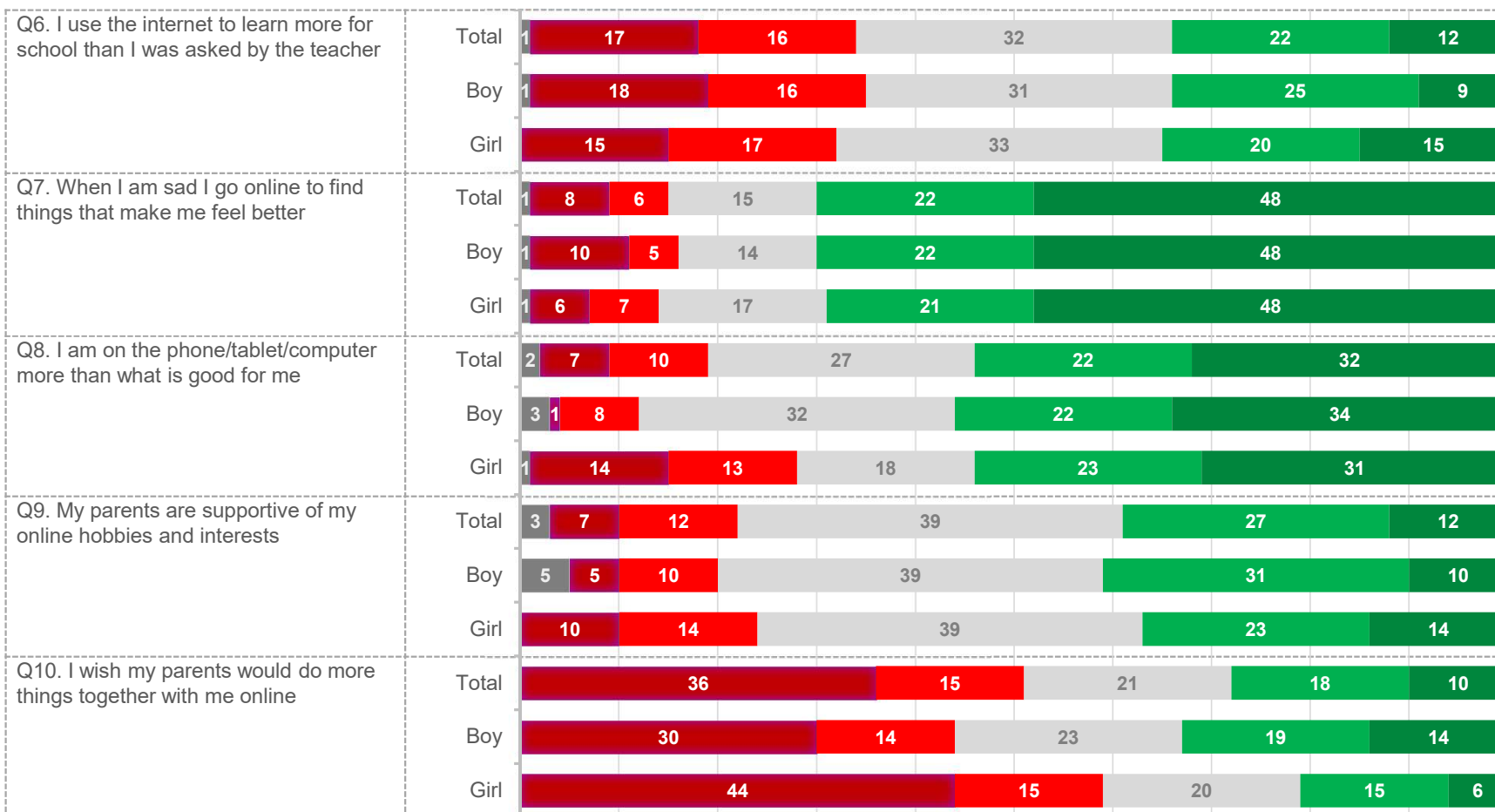
## LITHUANIA



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



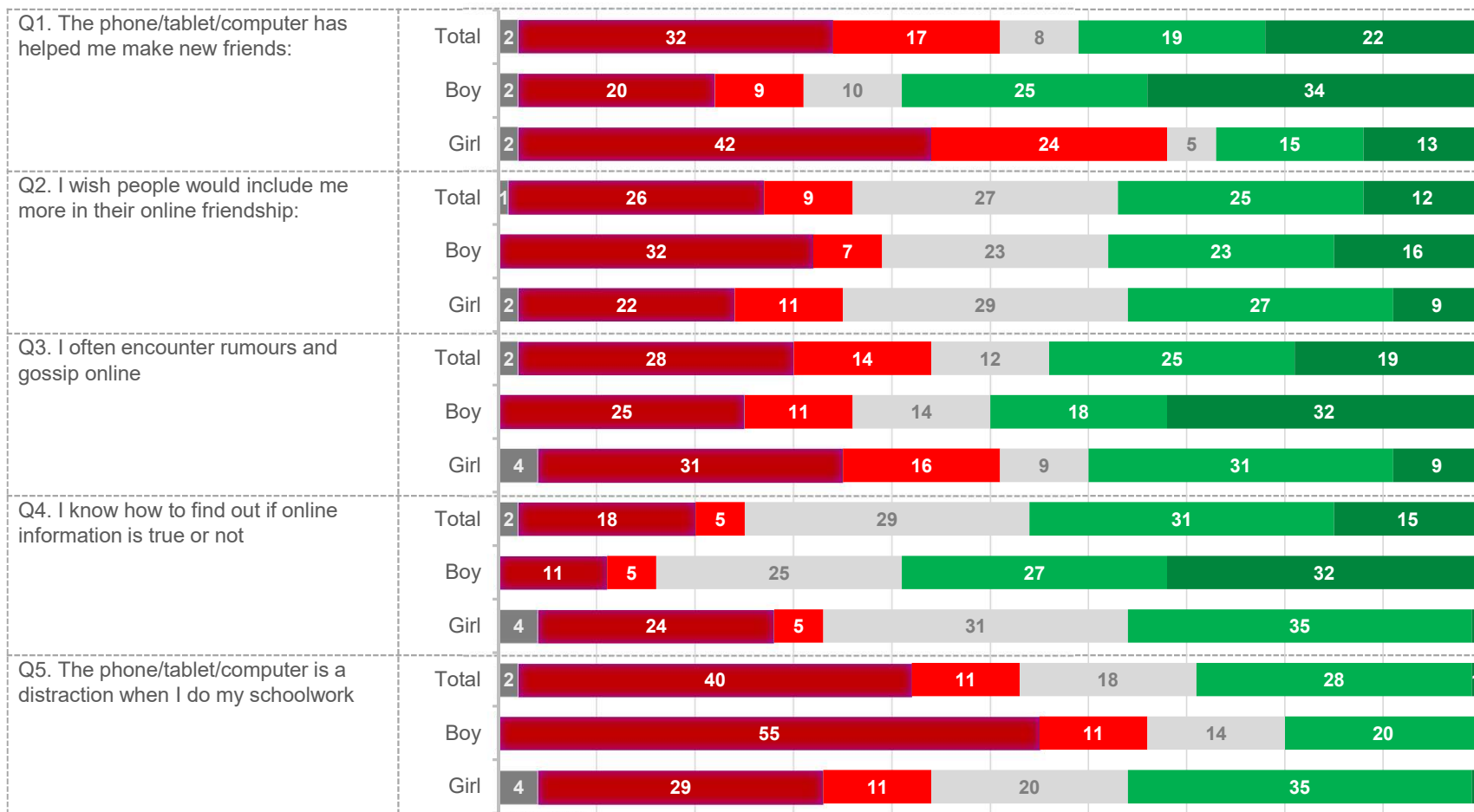
## LITHUANIA



No answer
  Disagree completely
  Disagree somewhat
  Do not agree nor disagree
  Agree somewhat
  Agree completely



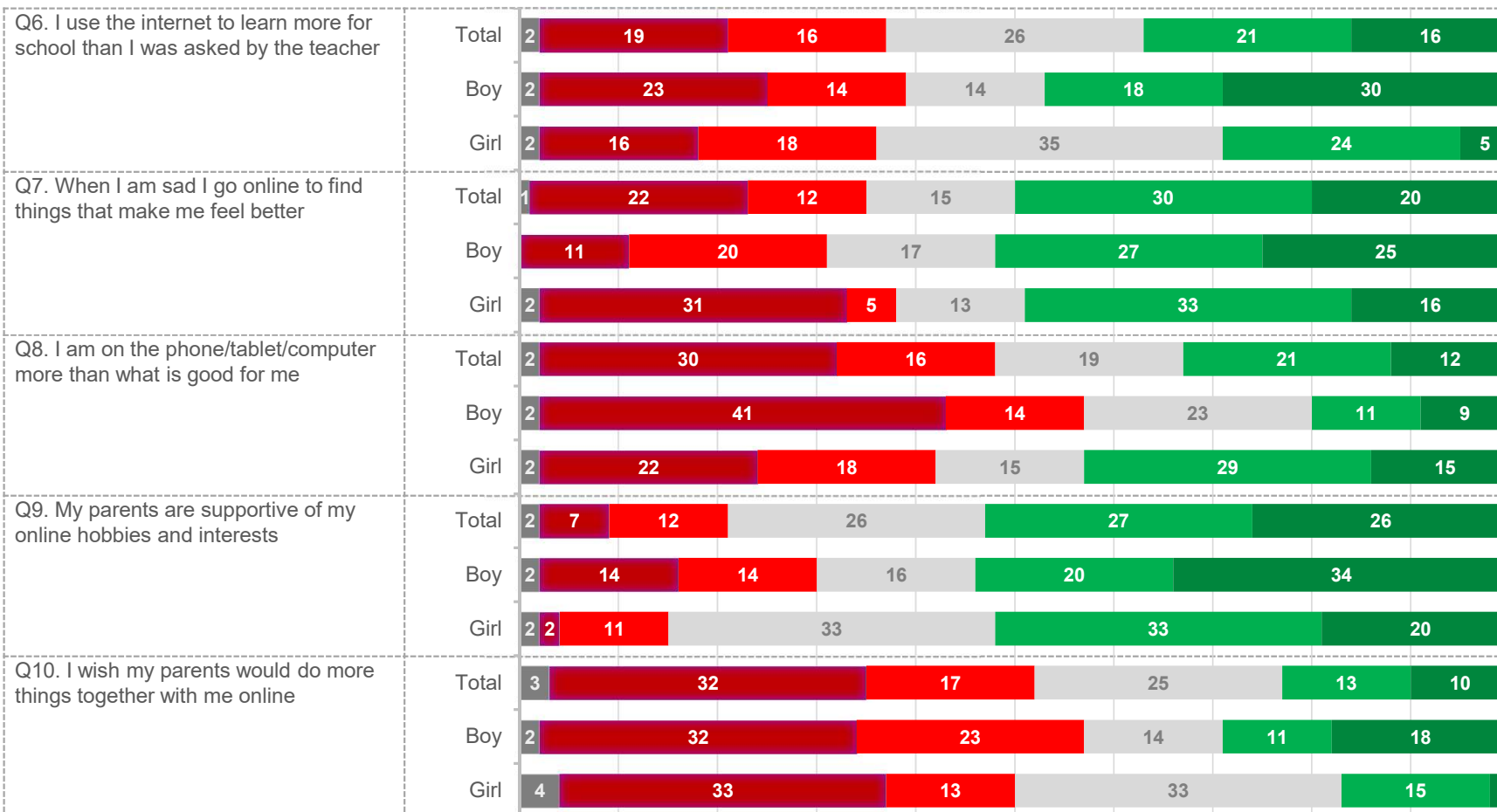
## NORWAY



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



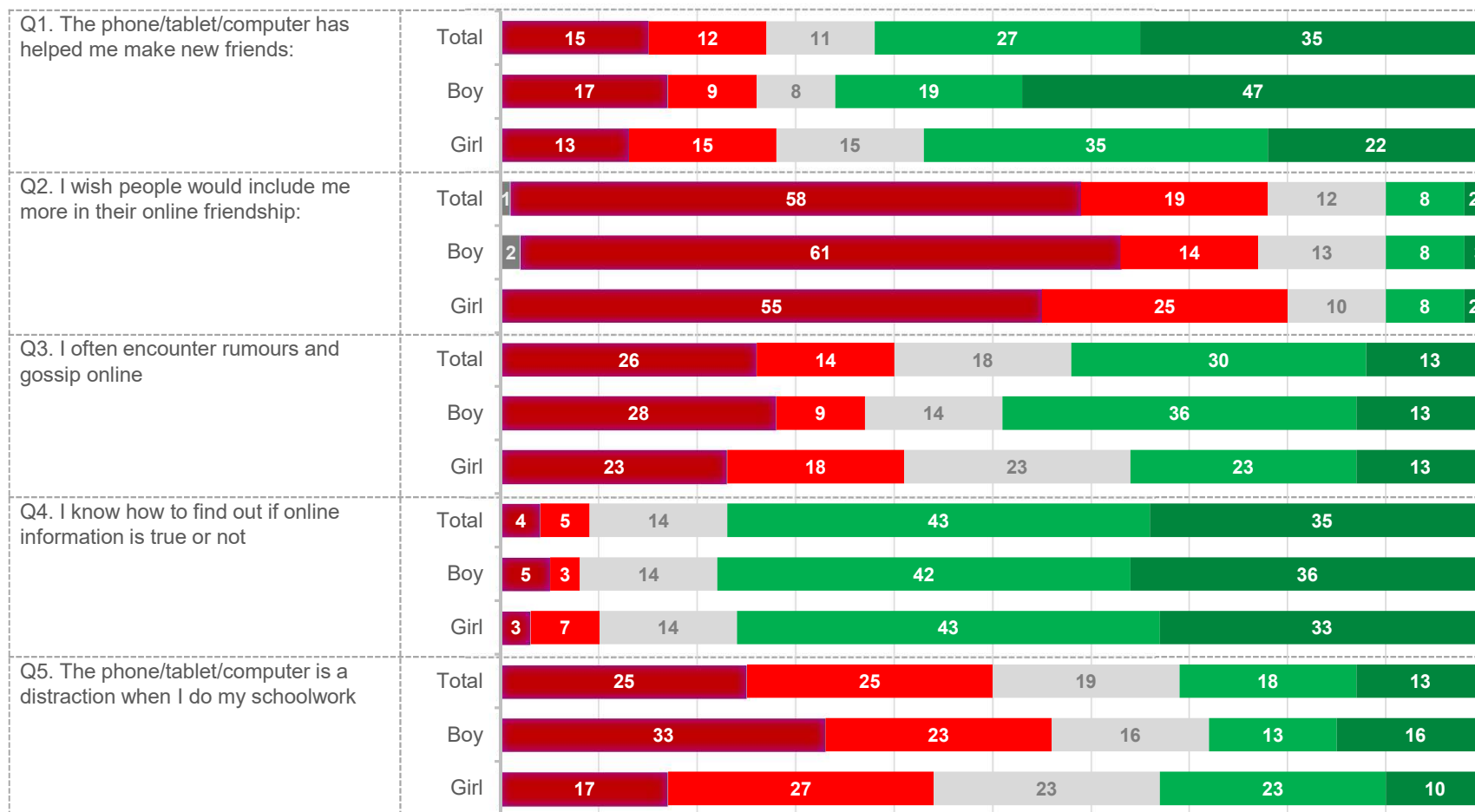
## NORWAY



■ No answer 
 ■ Disagree completely 
 ■ Disagree somewhat 
 ■ Do not agree nor disagree 
 ■ Agree somewhat 
 ■ Agree completely



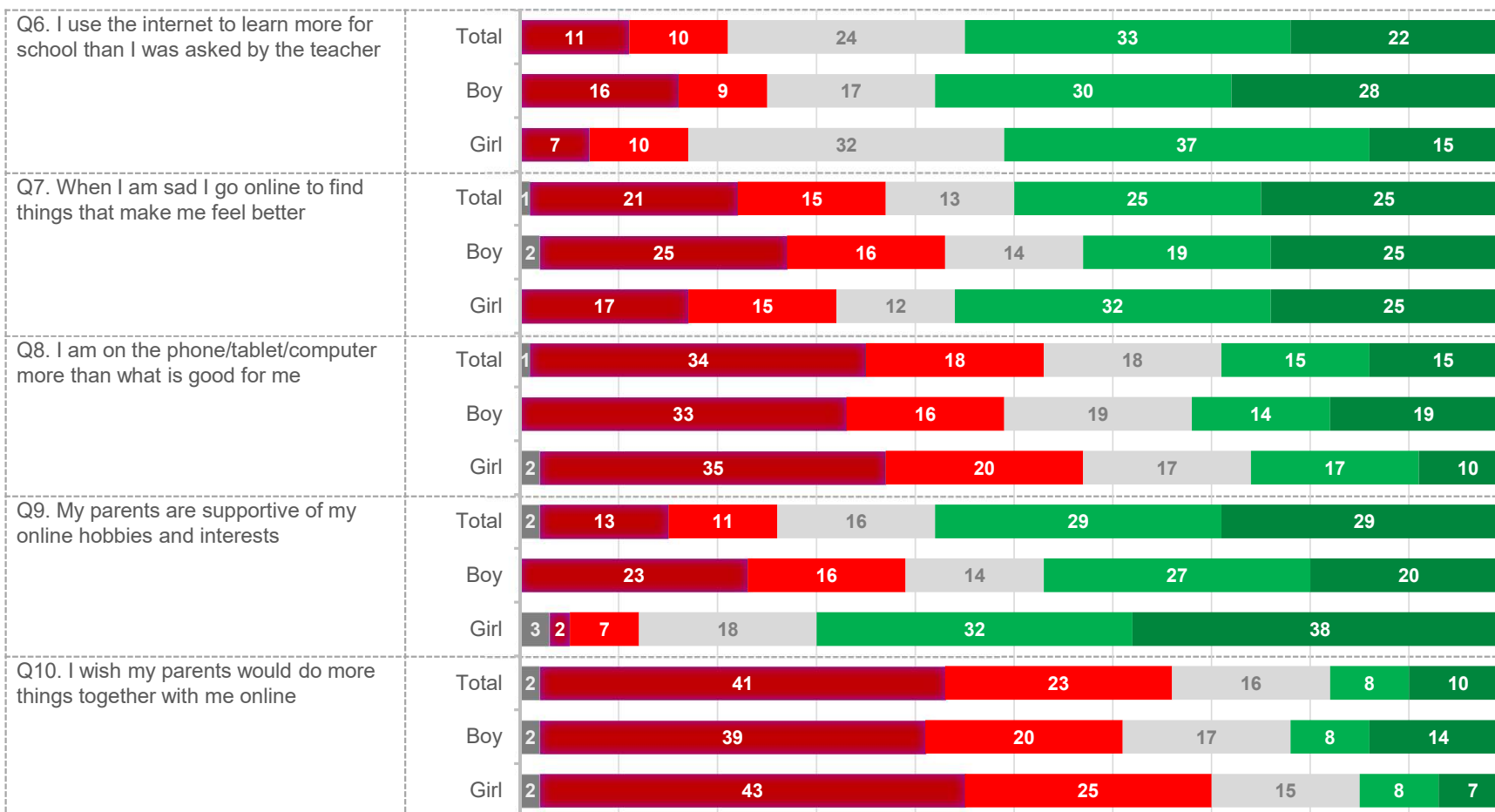
## SWEDEN



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely



## SWEDEN



■ No answer ■ Disagree completely ■ Disagree somewhat ■ Do not agree nor disagree ■ Agree somewhat ■ Agree completely

