

# CHILDREN & THE INTERNET



A survey of children's internet habits in Sweden, Lithuania and Estonia. This year we also look into how Swedish parents view their children's life online.

TELE2

# FOREWORD

At Tele2, we believe that the connected life is a better life, for young and old alike. The Internet has given children opportunities they otherwise never would have had experienced, not least in terms of learning about and understanding society. But we are not naive. There are dark sides of the Internet that no children should have to experience, or become a part of. At the same time children spend an increasing amount of their time online, often watching video content or interacting via social media.

This is the second consecutive year we present this report with data, including some quite worrying statistics, drawn from a survey undertaken by Tele2 and developed by the research company Novus. It provides insights into how children in Estonia, Lithuania and Sweden use the Internet, and what they experience online. This year's report has also been supplemented by results from a small study of how Swedish parents view their children's life online.

We are convinced that the foundation of a healthy approach to the Internet and its risks comes from parental involvement in combination with security measures taken by internet service providers, employers, as well as authorities.

Tele2 and its industry peers have a special responsibility. Every minute, Tele2 blocks around 11 attempts to access internet sites with content relating to the sexual abuse of children, based on lists provided by authorities like Interpol. This corresponds to more than half a million blocked attempts a month in the eight countries in which we operate. In addition, Tele2 runs detection software on all our employees computers to make sure no child sexual abuse content is spread within our organization.

Some other operators are blocking this kind of content, but far from everyone is taking this kind of action. If all internet service providers acted in the same way, the opportunities to spread content and material relating to the sexual abuse of children would decrease radically. Furthermore, if all major employers worked with detection, it would significantly limit the possibility to commit these kinds of crimes.

Regulators also have an important role to play, to ensure there is adequate legislation in place to support authorities' fight for a safer internet. Legislation that is on par with current technology and carefully balances the need to safeguard our children, with the vital protection of fundamental rights like privacy, integrity and freedom of speech. As technology continues to evolve, legislation and authorities' methods will have to as well.

At Tele2, we fearlessly liberate people to live a more connected life. We also ceaselessly continue to fight for a safer Internet for children. Hopefully this study will inspire you to do so as well.



**Viktor Wallström**  
Executive Vice President, Group Communications

# **TELE2'S BLOCKING OF CHILD SEXUAL ABUSE IMAGES AND MATERIAL**

**TELE2**

# Blocking and detection by Tele2



## Blocking

Based on lists from authorities like Interpol, Tele2 ceaselessly blocks attempts to access web pages that have been assessed as containing sexual abuse of children. If someone is using Tele2's networks to try to access such page, a stop sign appears explaining the type of content the person is trying to access. In Sweden the stop sign also contains a help call number.

Currently Tele2 blocks about half a million pages a month within its footprint. That is approximately 16 500 per day, nearly 700 per hour, or 11 per minute.



## Detection

Tele2 continuously runs detection software on all employees computers, to detect material containing sexual abuse of children. If an employee has sexually explicit material relating to children on his or her computer, or even on an USB stick that is connected to the computer, an alarm is sent to our Security department. The case is then handed over to the police.

Just like our online blocking, the detection is based on lists from authorities such as for example Interpol. It is possible for any company or organisation to install this kind of detection.

# CONCLUSIONS

## 1.

Unknown adults contact children on the Internet - and some try to initiate contact



About 1 out of 10 children have been chatting with an unknown adult on the Internet



About 1 out of 5 Swedish children have unknown adults following them on social media



About one child in every class has been contacted by an adult on the Internet who wanted to meet up

## 2.

Children will to a high degree get in contact with content they find scary on the Internet



About every third child has seen bullying on the Internet



About 6 out of 10 children have seen something scary or disturbing on the Internet



About 5 out of 10 said that violence was what they found scary or disturbing on the Internet

## 3.

Children will to some degree talk to their parents about what they experience on the Internet - but there could be more interaction



About one fifth does not talk to somebody if they see something scary or disgusting on the Internet



In Sweden, girls are more likely to report an incident to someone



About 5 out of 10 children lack rules at home of how to use the Internet

# THE SURVEY

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# Background & implementation

## BACKGROUND

This survey has been conducted by Novus on behalf of Tele2, for the second consecutive year. Before the first survey in 2017, Novus conducted a set of in-depth interviews with children in order to obtain a basis for the survey's quantitative questionnaire. This basis has been used for 2018 as well.

This year, 2018, a supplementary survey with parents of children aged 9-14 years has also been conducted by Novus. Those results are presented in a separate section below.

## TARGET GROUP/IMPLEMENTATION

- The target group for the survey is children aged 9-14 years.
- The survey has been conducted in Sweden, Estonia and Lithuania. In Sweden, the survey has been conducted within Novus representative and randomly recruited web panel, Sverigepanelen. In the other countries, the survey has been conducted in Norstat's web panels in each country. The survey has been sent to parents who have asked their children if they want to participate.

## NUMBER OF INTERVIEWS AND RESPONSE RATE:

- Sweden: 1249
- Estonia: 500
- Lithuania: 510

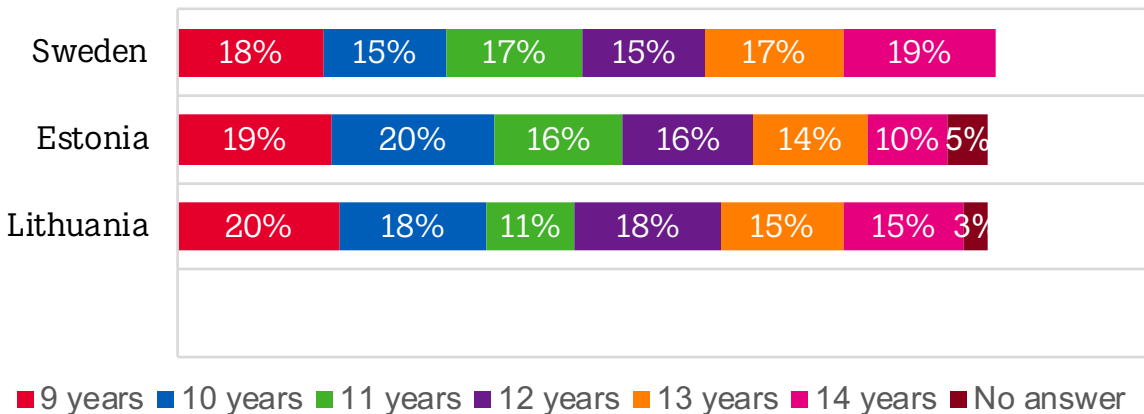
## FIELD PERIOD:

- Sweden: April 23 – May 3, 2018
- Estonia: May 9 –16, 2018
- Lithuania: May 9 –16, 2018

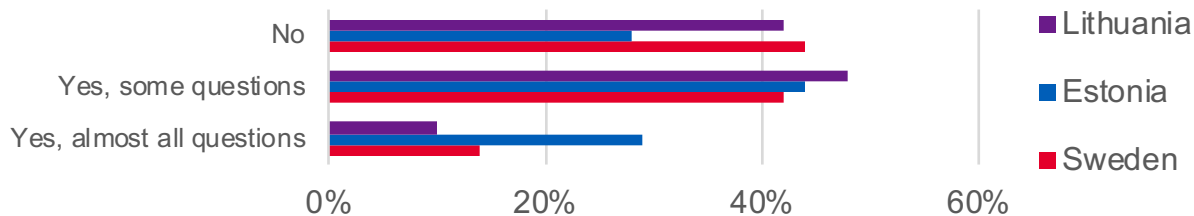
# Gender & Age



Sweden	49%	51%
Estonia	49%	48%
Lithuania	48%	48%



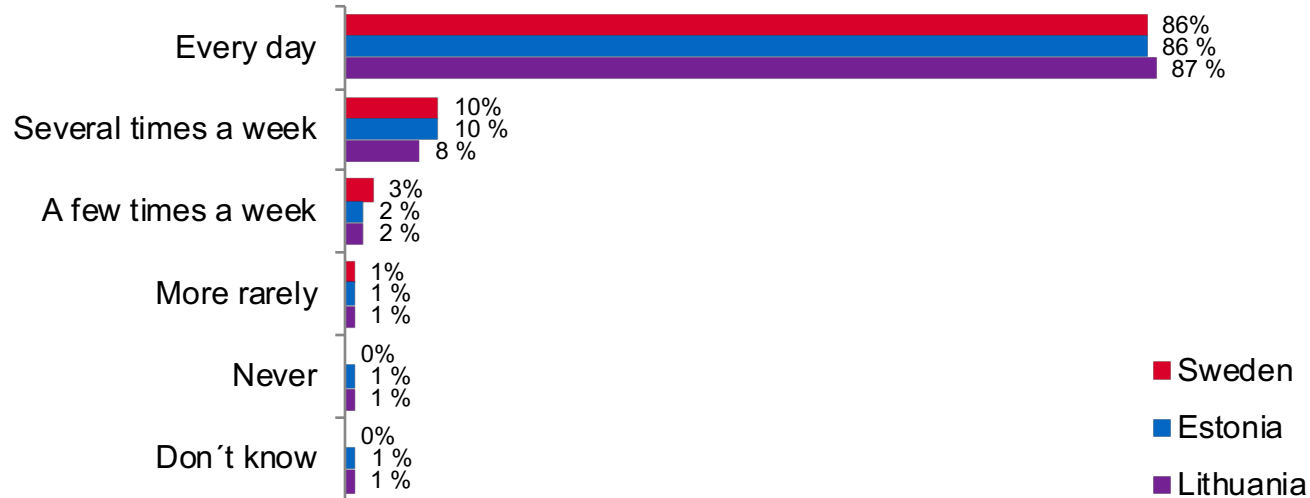
Did you get help from an adult answering the questions?





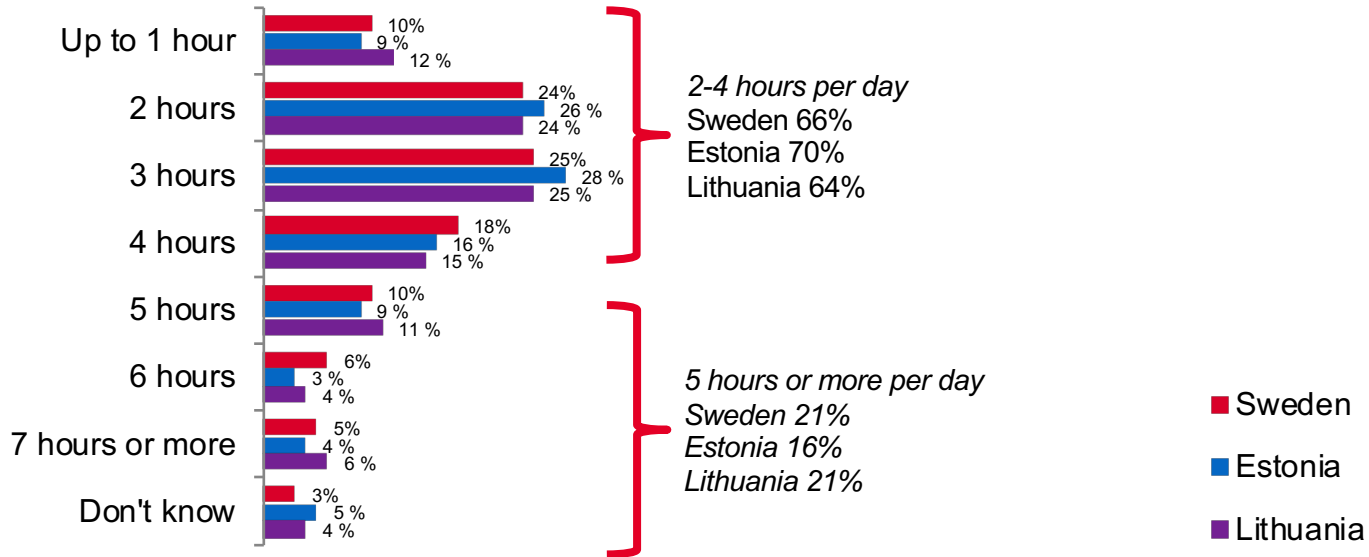
# Almost 9 out of 10 children use the Internet every day

How often do you use the internet? For example to google, chat, for social media or games.



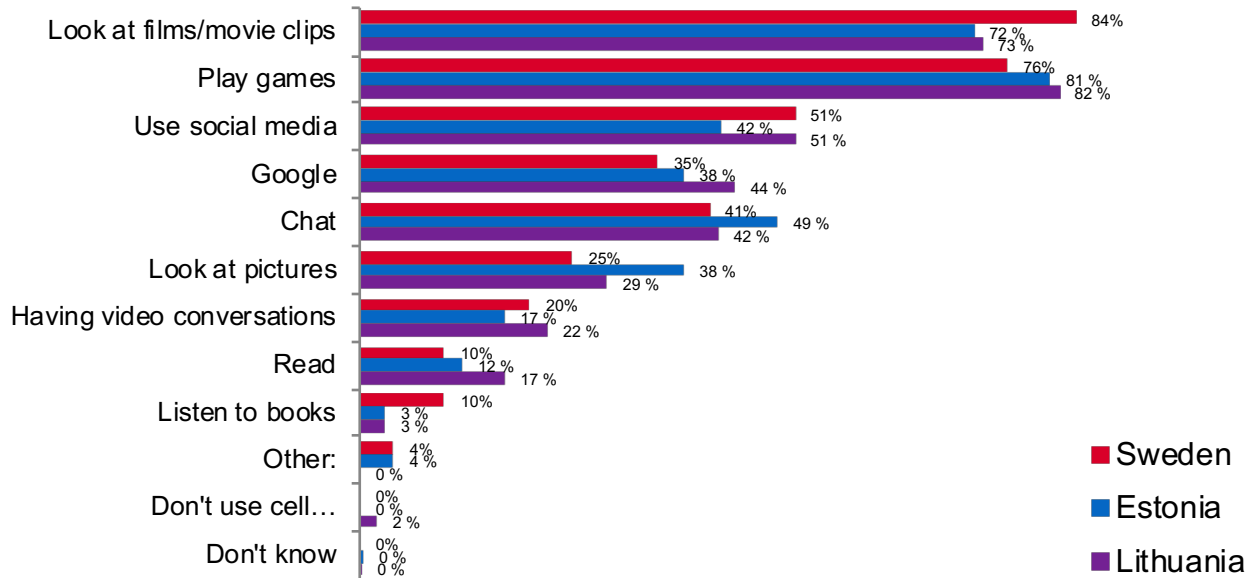
# About every fifth uses the Internet 5 hours or more on a regular day

About how many hours do you use Internet on a regular day?



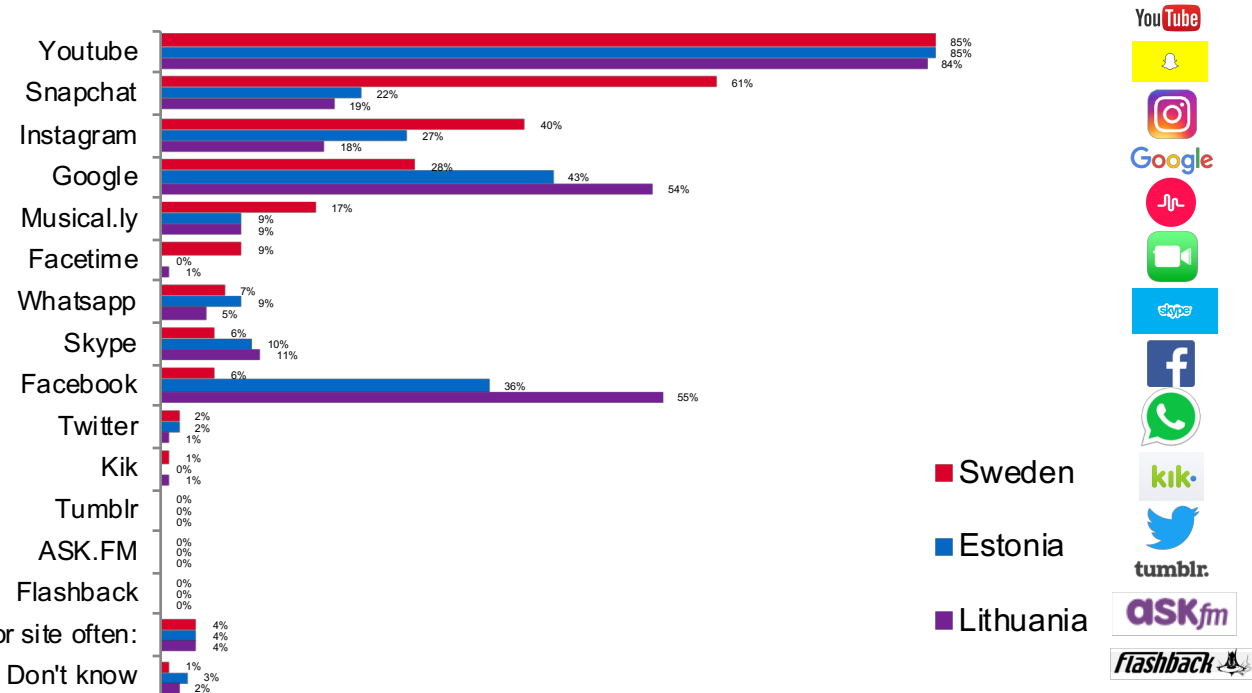
# Children are usually looking at videos or playing games on their phone/computer/tablet

What do you usually do on your cell phone/computer/tablet? You can choose multiple answers.



# Youtube is the most used web site/app among the children

Do you use any of these web sites or apps? Mark the ones you most often use, maximum three choices.



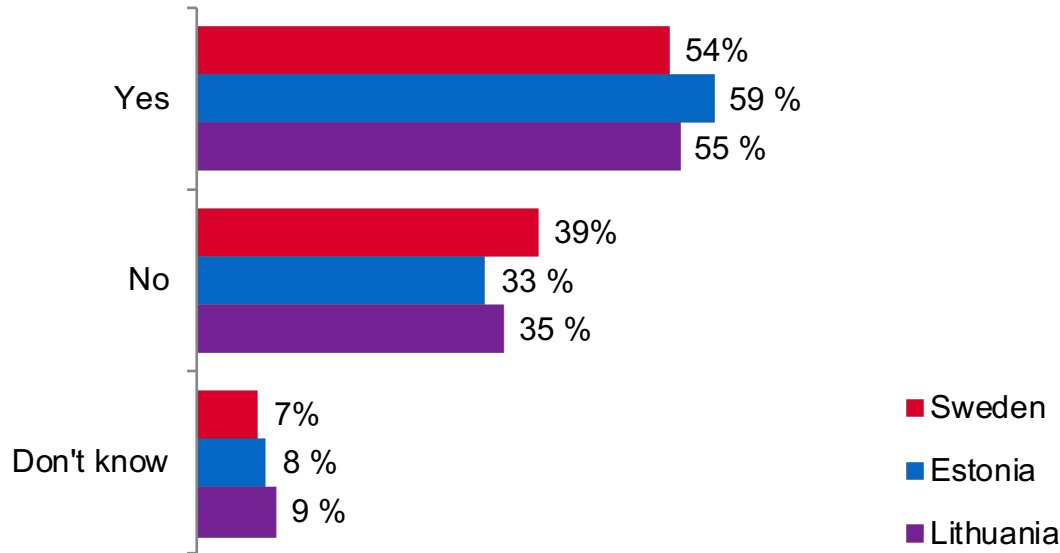
■ Sweden  
 ■ Estonia  
 ■ Lithuania

# **RULES AT HOME**

**TELE2**

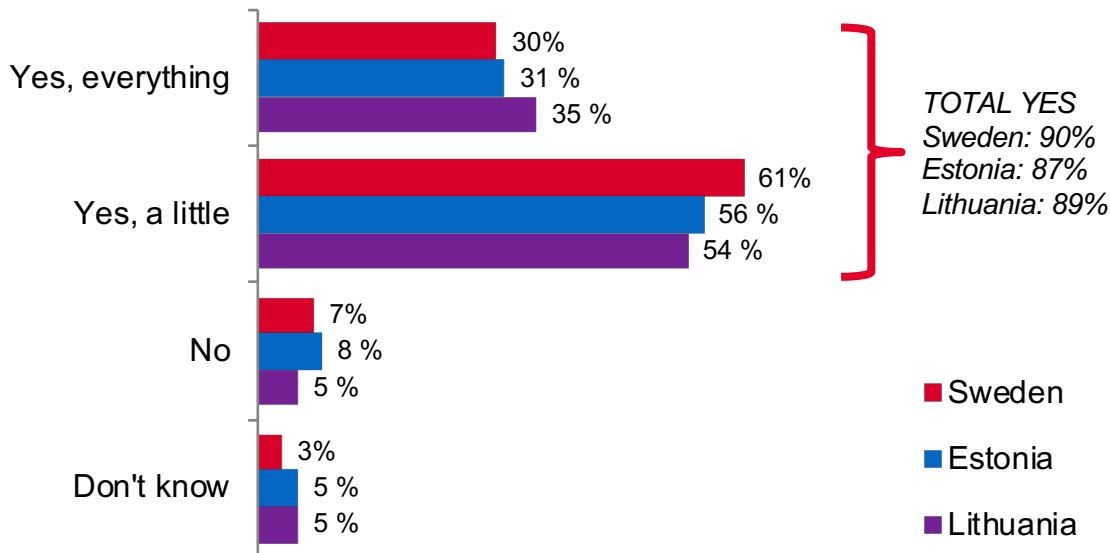
# More than half of the children do not have rules at home when it comes to using the Internet

Do you have rules at home when it comes to using the internet?



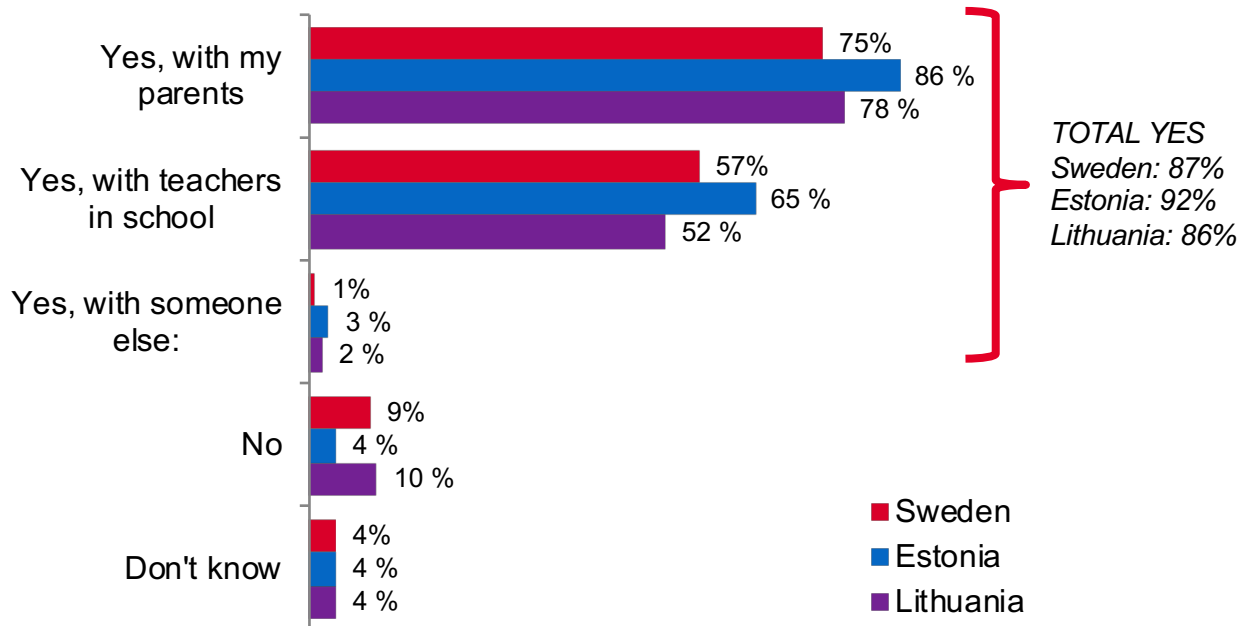
# About one third of the children think that their parents know everything about what they do online

Do you think your parents know what you are doing on the Internet?



# Almost everyone has talked to somebody about the possible bad sides of the internet

Have you and your parents, or you and a teacher, talked about what can be not so good about the Internet? You can choose multiple answers.





# SAFETY ON THE INTERNET

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# About 1 out of 10 have chatted with an adult they do not know

Have you ever done any of the following:

Posted pictures of yourself on Youtube, Snapchat, Facebook, Instagram or another app or site



Posted a film of yourself on Youtube, Snapchat, Facebook, Instagram or another app or site



Chatted with an adult you do not know



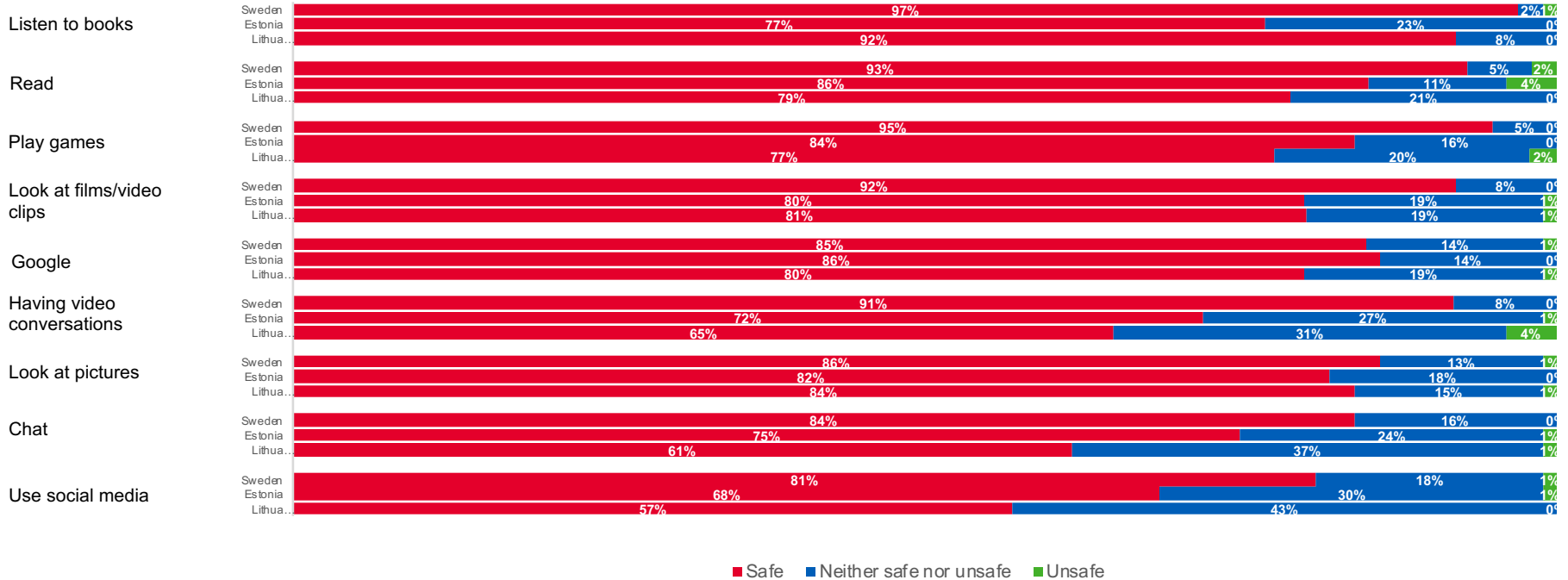
Video chatted with an adult you do not know



■ Yes ■ No ■ Don't know

# Most children feel safe when doing different things online

How safe or unsafe do you feel when you do the following on the Internet?



# Open answers – why do you feel unsafe?

You answered that you feel unsafe when you.... Try to describe with your own words why you feel unsafe.

## Examples:

*Estonia:  
"They say we  
are being  
followed..."*

**Social media**

*Sweden:  
"Because there is so  
much bullying and  
sexual abuse right  
now."*

**Video Chats**

*Lithuania:  
"I'm not sure if I'm  
talking indeed to  
that particular  
person"*

*Lithuania:  
"For example, I'm  
playing the game and  
some man comes and  
asks for the password  
I've been writing."*

**Playing games**

*Sweden:  
"It can come up  
scary things"*

*Estonia:  
"All kinds of  
advertisements tend to  
come up and the phone  
freezes occasionally."*

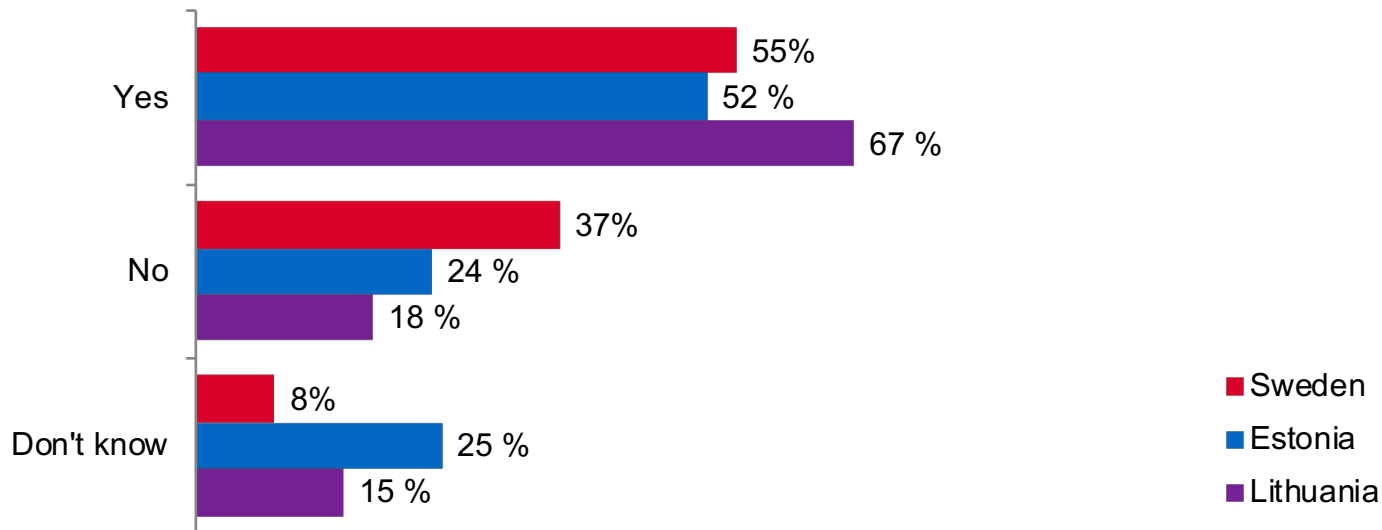
*Estonia:  
"As I was apprehensive  
about my SMS ending up  
somewhere where people I  
don't know can read them  
and find out what I've  
been writing."*

**Chats**

*Lithuania:  
"I'm not sure  
whom I am talking  
to."*

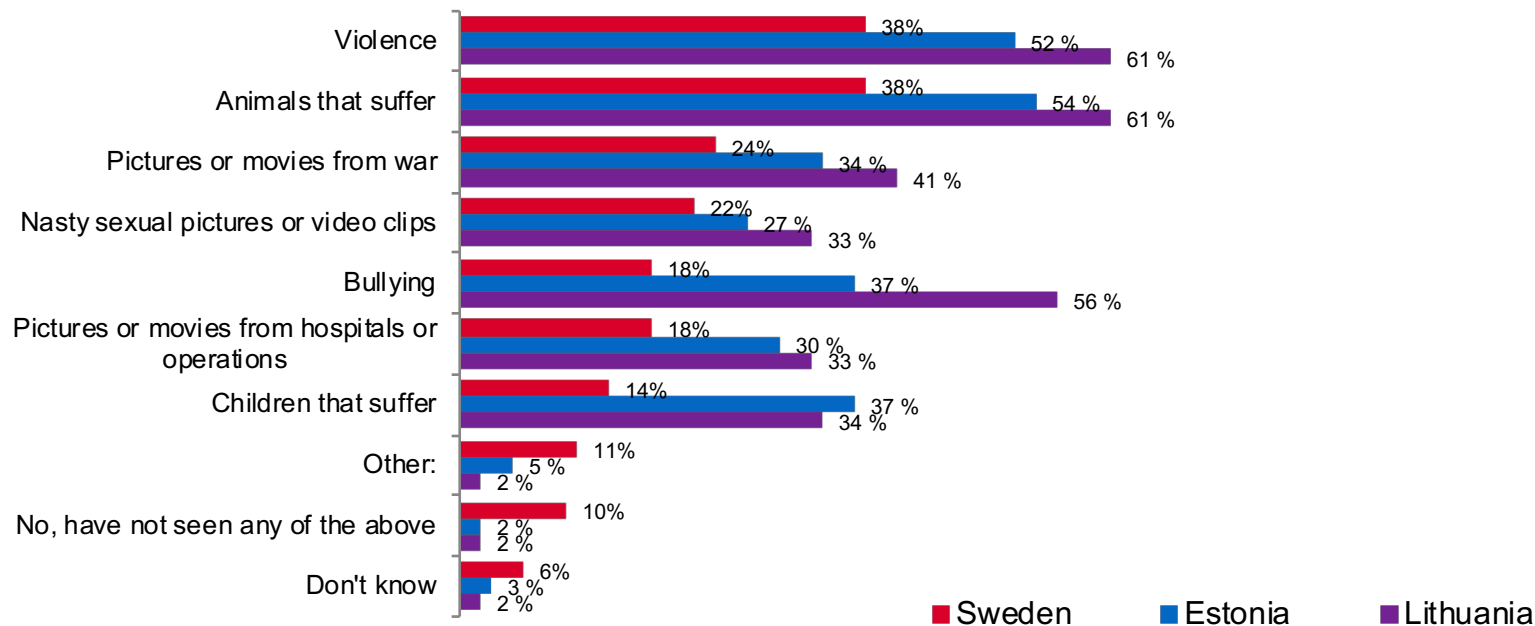
# Almost 7 out of 10 in Lithuania have seen something scary or disgusting on the Internet

Have you ever seen something you felt was scary or disgusting on the Internet?



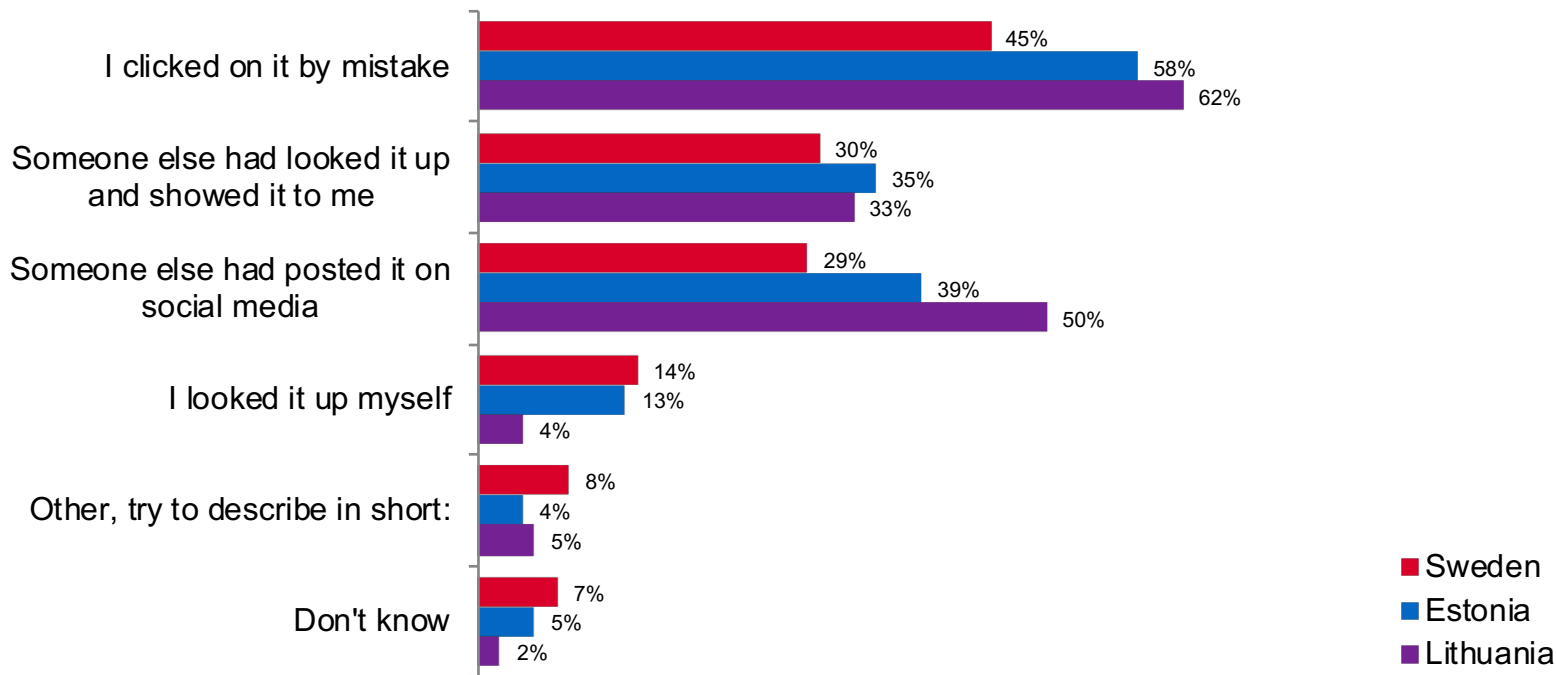
# The most frequent things children see as scary or disgusting online is violence or suffering animals

What did you see on the Internet that was for example scary or disgusting? You can choose multiple answers.



# How children find scary or disgusting content on the Internet

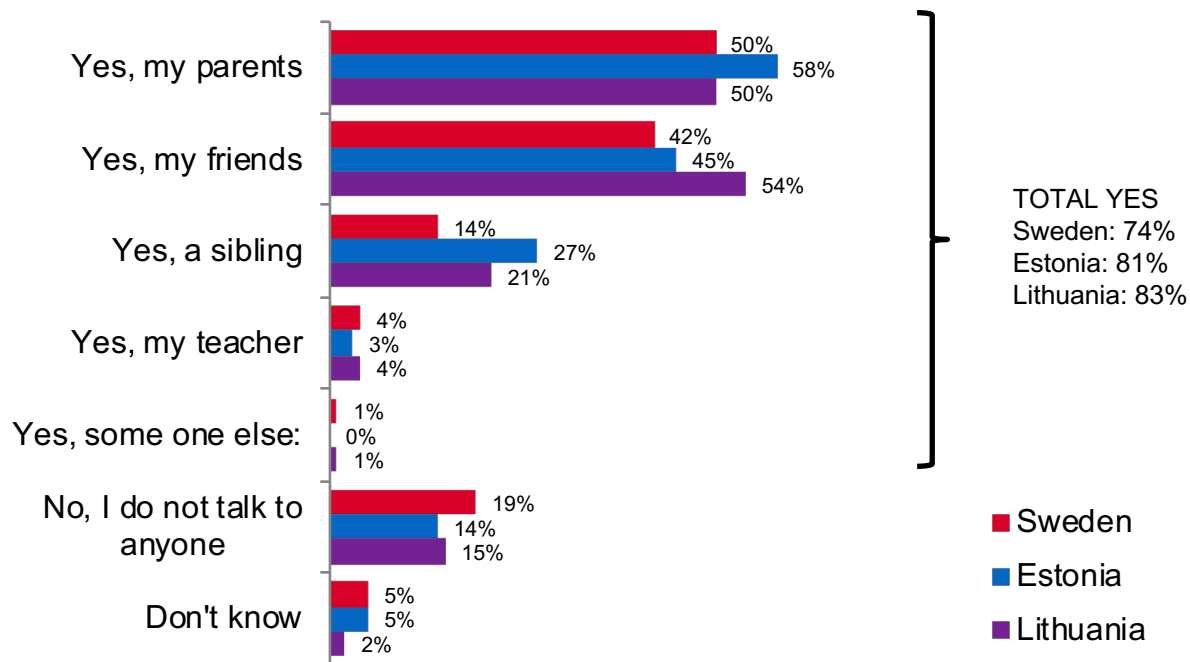
How did you get to see the scary or disgusting thing on the Internet? You can choose multiple answers.



# About one fifth does not talk to somebody if they see something scary or disgusting on the Internet

Do you talk to anyone if you see something scary or disgusting on the Internet?

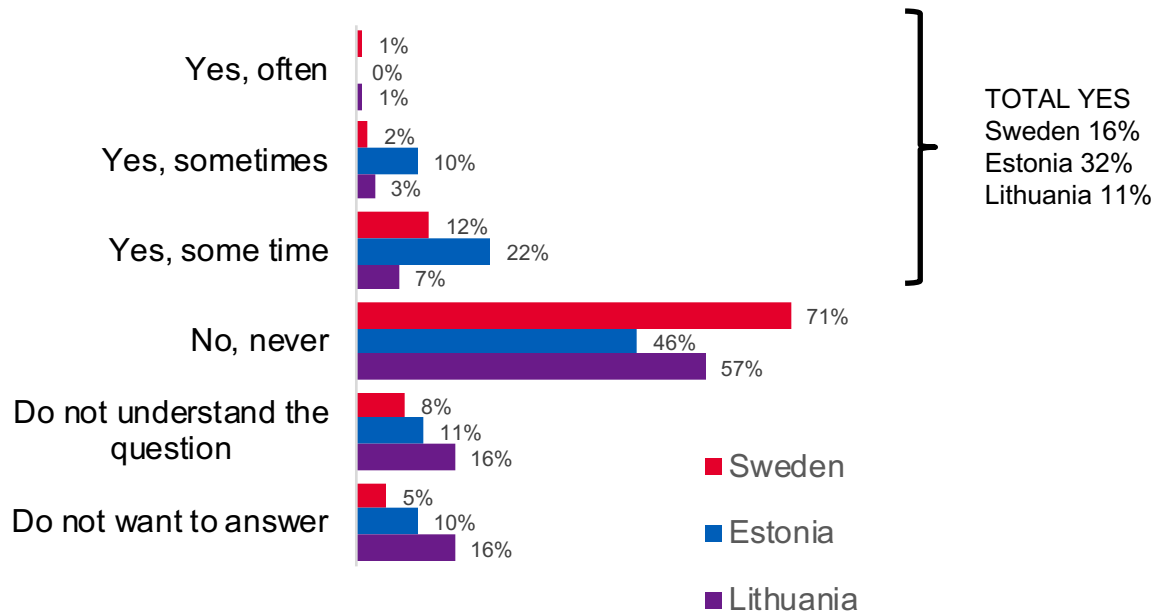
You can choose multiple answers.





# A third of all Estonian children have watched pornography

Have you ever watched sex clips, so called pornography, on the Internet?

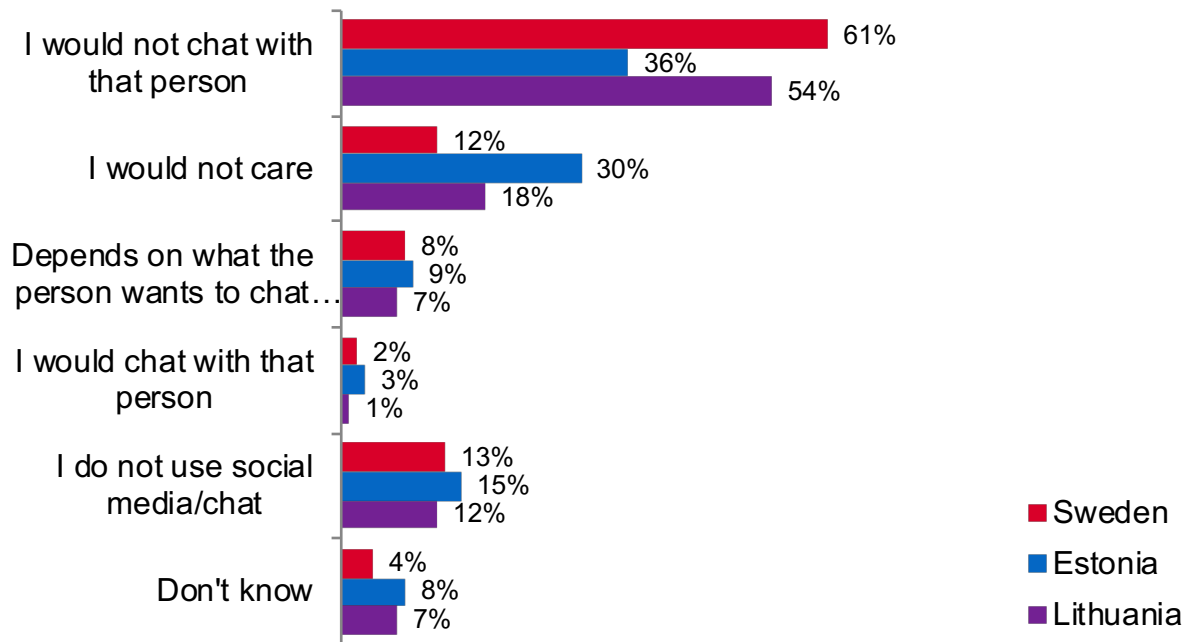


**EXPERIENCE OF  
UNKNOWN ADULTS  
MAKING CONTACT**

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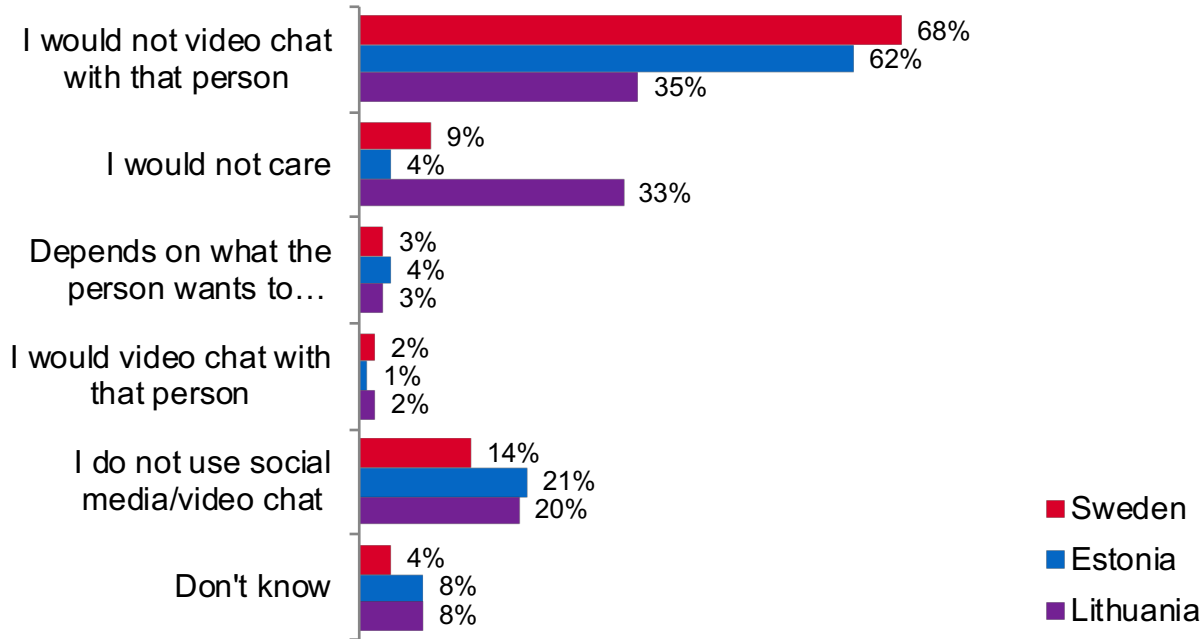
# How children act when unknown adults make contact on the Internet

How would you feel if an adult you do not know, would contact you via social media or wants to chat with you?



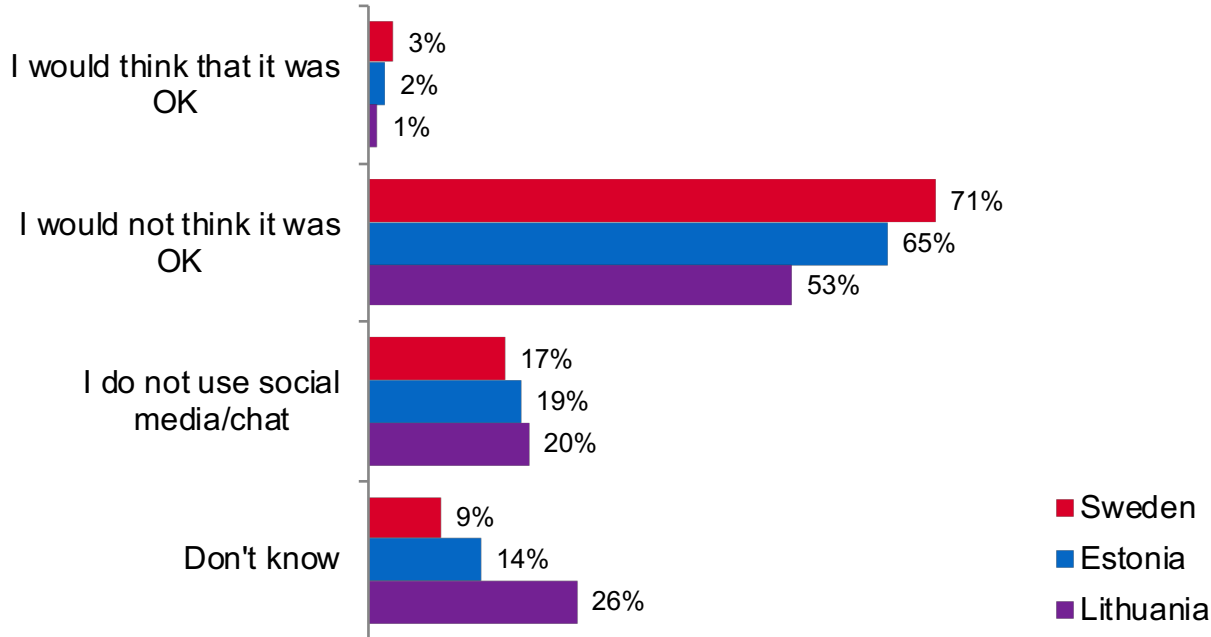
# How children act when unknown adults wants to video chat with them

How would you feel if an adult you do not know, would contact you via social media and wants to video chat with you?



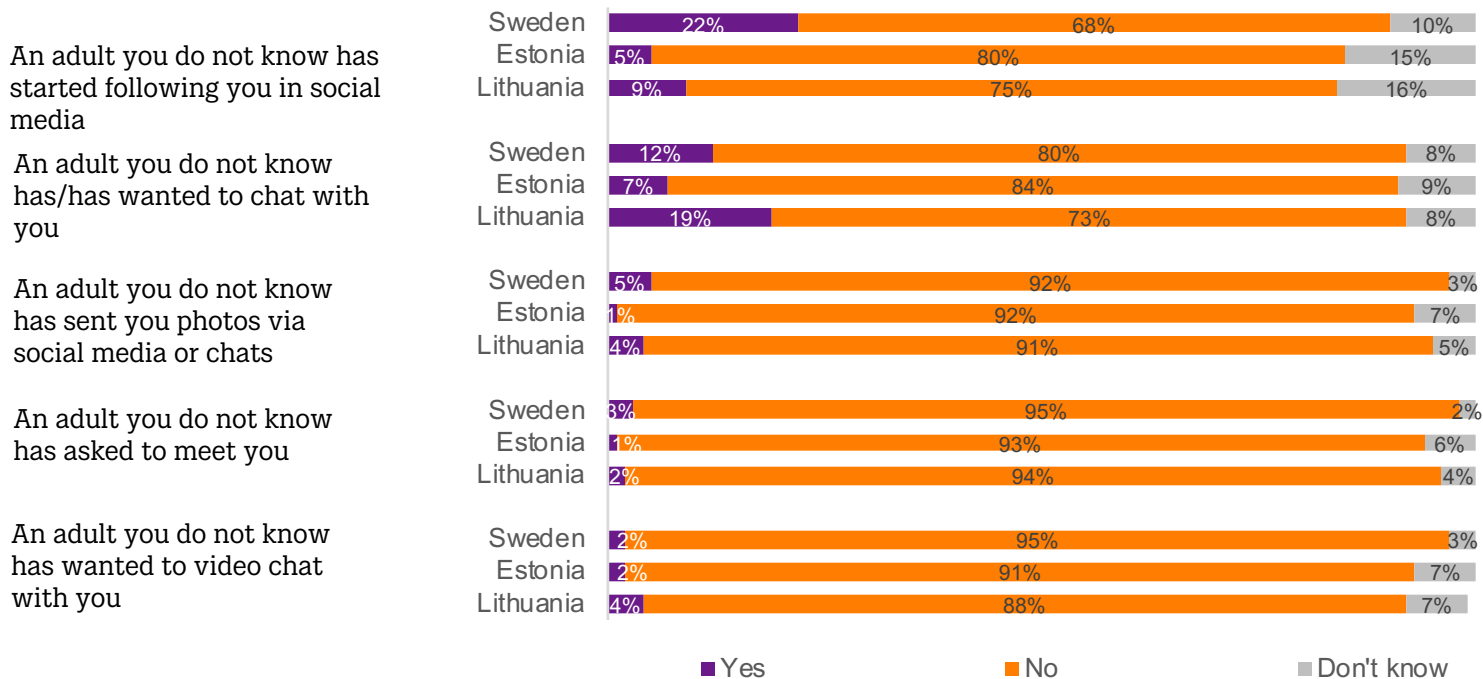
# 7 out of 10 in Sweden would not approve if an unknown adult would send photos of themselves via social media/chat

How would you feel if an adult you do not know would send you photos of themselves to you via social media or via chats?



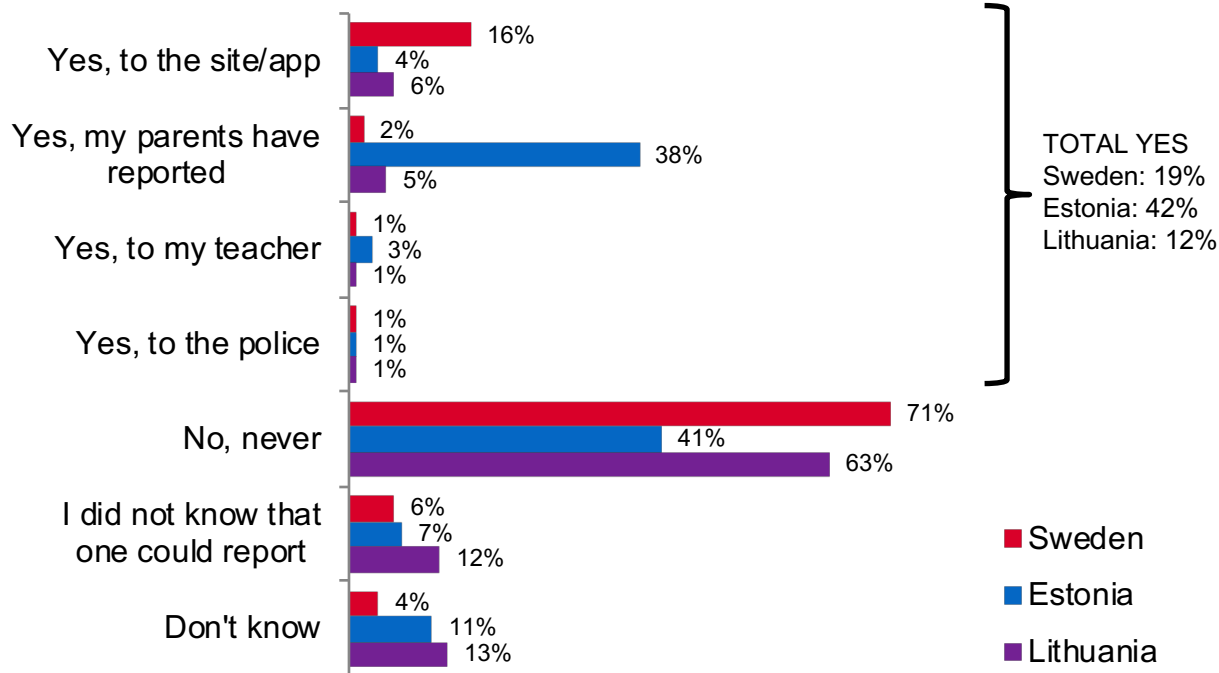
# 1 out of 5 children in Sweden have experienced that an adult they don't know started following them in social media

Have you ever experienced any of the following:



# 4 out of 10 children in Estonia have reported something that happened on the Internet

Have you ever reported anything that has happened on the Internet?  
You can choose multiple answers.



# Open answers: why did you report?

What had happened on the Internet that made you report it?

## Sweden



*"Someone had written hate comments"*

*"Coarse animal wreckage that was shown for entertaining purposes. It makes me so angry to see it so I did that"*

*"Adult guy wanted pictures on me and my friend"*

*"The person wrote and posted racist and sexist things / pictures"*

*"It was a man who was 42 years old (what he said) and he began to ask about my age and where I lived and what my name was and if I was horny"*

## Estonia



*"A stranger wanted to hang out"*

*"Bullying while playing games."*

*"Disgusting pictures"*

*"Don't remember"*

*"Someone who taunts animals"*

*"Violent video"*

## Lithuania



*"Violence, bad treatment of animals, crimes"*

*"Sexual scene"*

*"I don't remember"*

*"Clip about bullying."*

*"Inappropriate content of the clip."*



# **PARENTS OF CHILDREN AGE 9-14**

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# Background & implementation

## BACKGROUND

To provide additional insights to this year's report, parents of children aged 9 -14 years have been asked about their children's internet habits. As this is a pilot survey, only a limited number of Swedish parents have been asked to participate.

This survey has as well been conducted by Novus on behalf of Tele2.

## TARGET GROUP/IMPLEMENTATION

- The target group for the survey is parents of children aged 9-14 years.
- The survey has been conducted in Sweden and the survey has been conducted in Novus representative and randomly recruited web panel, Sverigepanelen.

## NUMBER OF INTERVIEWS AND RESPONSE RATE:

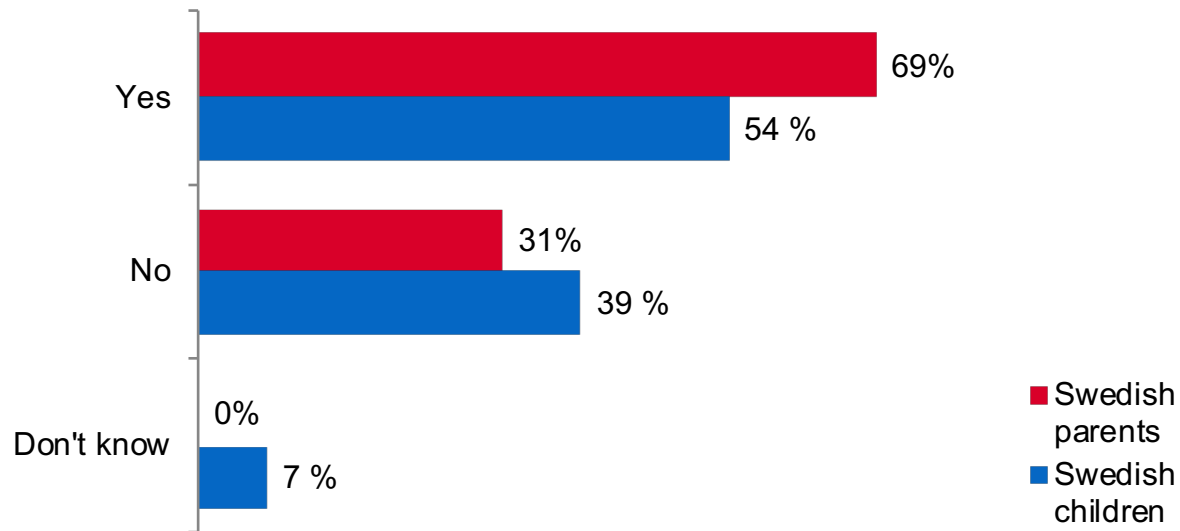
- Sweden: 212

## FIELD PERIOD:

- April 23 – May 2, 2018

# 3 out of 10 parents state that their children do not have rules at home when it comes to using the internet

Does your child have rules at home when it comes to using the internet?



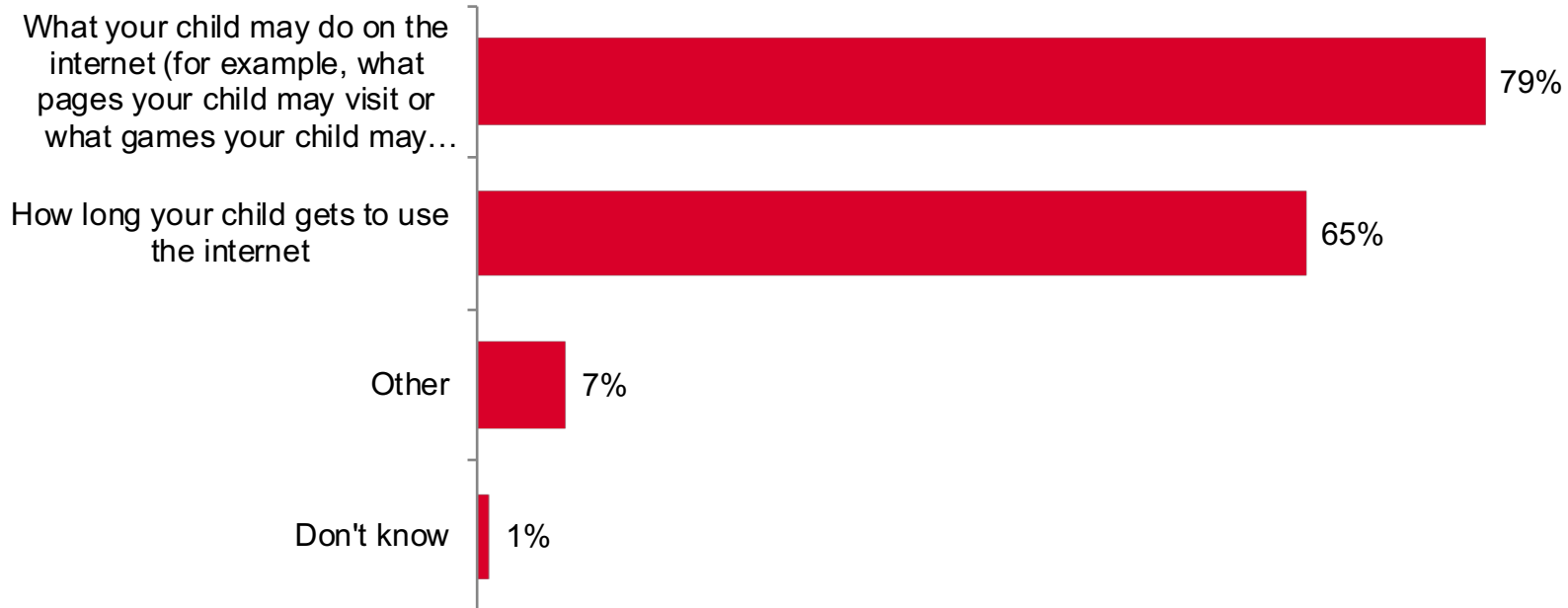
## Significant differences of subgroups within each answer category

- Yes (69%)
- Have children aged 9-11 year (77%)
  - Participates in the child's life on internet (75%)
  - Has been concerned about the child's life on the internet (76%)

- No (31%)
- Have children aged 12-14 year (38%)

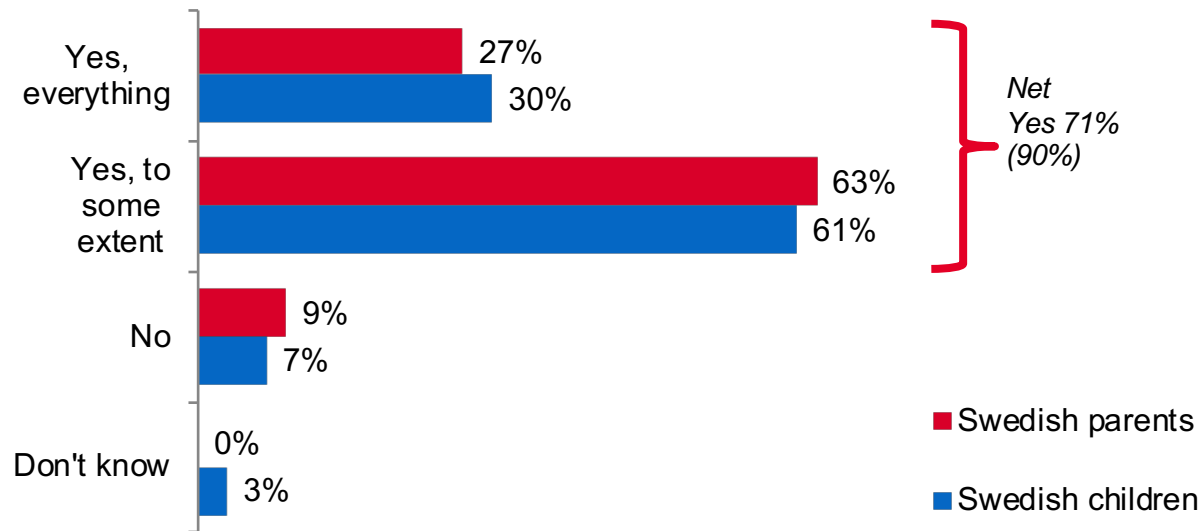
# 8 out of 10 parents states that the rules for using the internet apply to what the child may do on the internet

Does these rules apply? Multiple answers possible.



# About 1 out of 10 parents experience that they do not know what their children are doing online

Do you feel that you know what your child is doing on the internet?

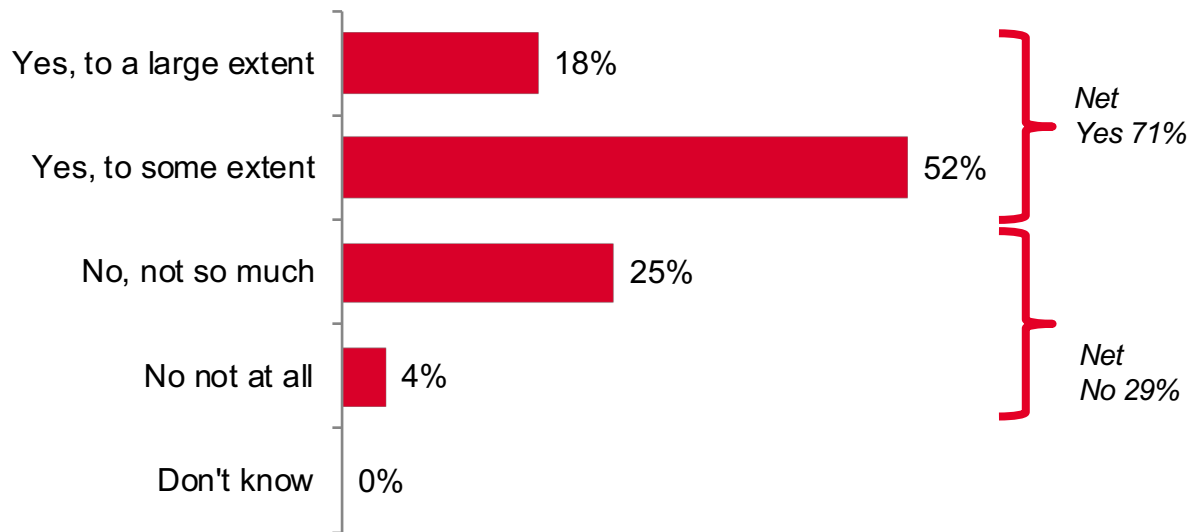


**Significant differences of subgroups within each answer category**

- Yes, everything (27%)
- Have children aged 9-11 years (36%)
- Participates in the child's life on the internet (34%)

# Almost 3 out of 10 parents state that they are not involved in their child's life on the internet

Would you say that you are involved in your child's life on the internet?



## Significant differences of subgroups within each answer category

Net Yes (71%)

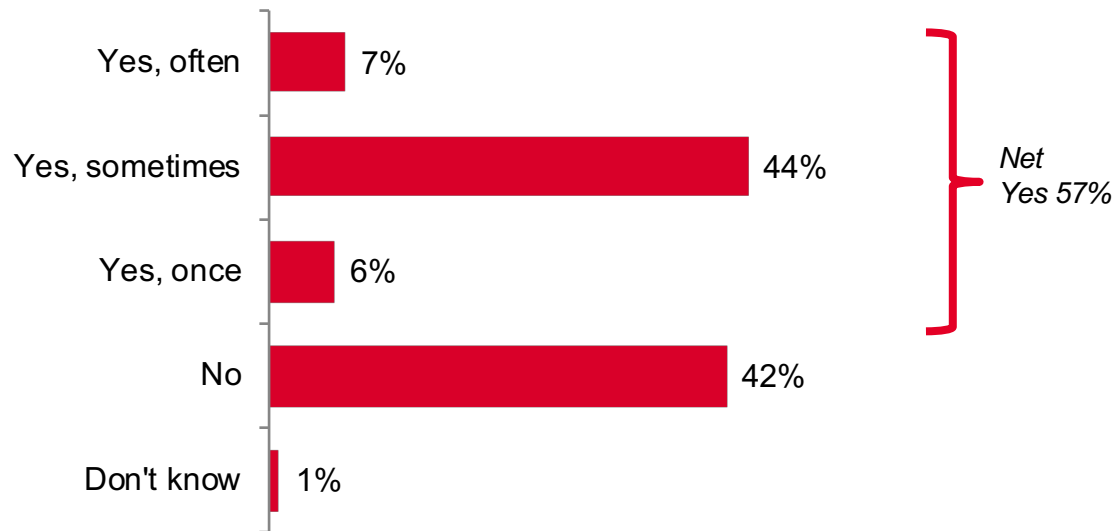
- Have children aged 9-11 years (78%)
- Has rules at home for using the internet (76%)
- Feeling to know what the child is doing on the internet (76%)

Net No (29%)

- Have children aged 12-14 years (36%)
- Has known concerns about the child's life on the internet (35%)

# Nearly 6 out of 10 parents have been worried about their child's life on the internet

Have you been worried about your child's life on the internet?



## Significant differences of subgroups within each answer category

Net Yes (57%)

- Have children aged 12-14 years (65%)
- Has rules at home for using the internet (63%)

No (42%)

- Have children aged 9-11 years (50%)
- Participated in the child's life on the internet (47%)

# Open answers – why did you feel worried?

## Selection of answers

*"What he really can see there"*

*"Overall impressions from everything they see on the internet"*

*"I know too little about what the child does"*

*"Pedophiles and fraudsters"*

*"I do not know who he is talking to"*

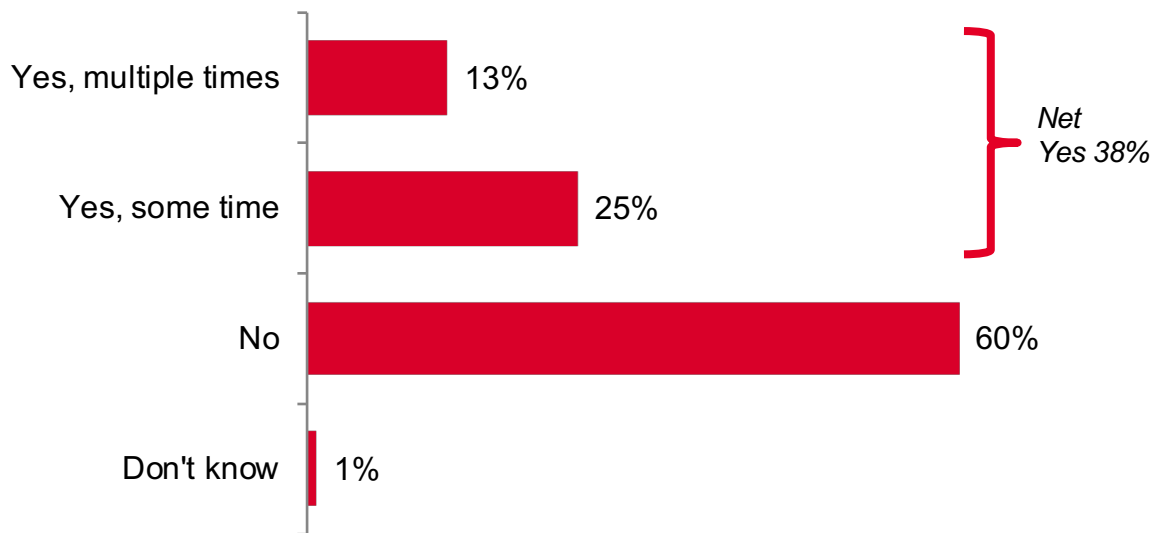
*"Antisocial"*

*"Too much time at the computer and concern for bullying and grooming"*



# Nearly 4 out of 10 parents state that they have posted pictures of their child online without consent

Have you posted pictures of social media on your child without permission from the child in the last two years?



**Significant differences of subgroups within each answer category**

Net Yes (38%)

- Have children aged 9-11 years (53%)

No (60%)

- Have children aged 12-14 years (76%)

# Open answers: Why parents don't post pictures of their children online

What is the main reason you don't do it?

*"I think you should be careful not to post pictures on social media. And especially on children, even if they have their permission. Because they are children, they can not reasonably consider what they will like in the future "*

*"The child must make such decisions himself".*

*"There are so strange people online"*

*"The future. Do not know what happens to the picture"*

*"No reason"*

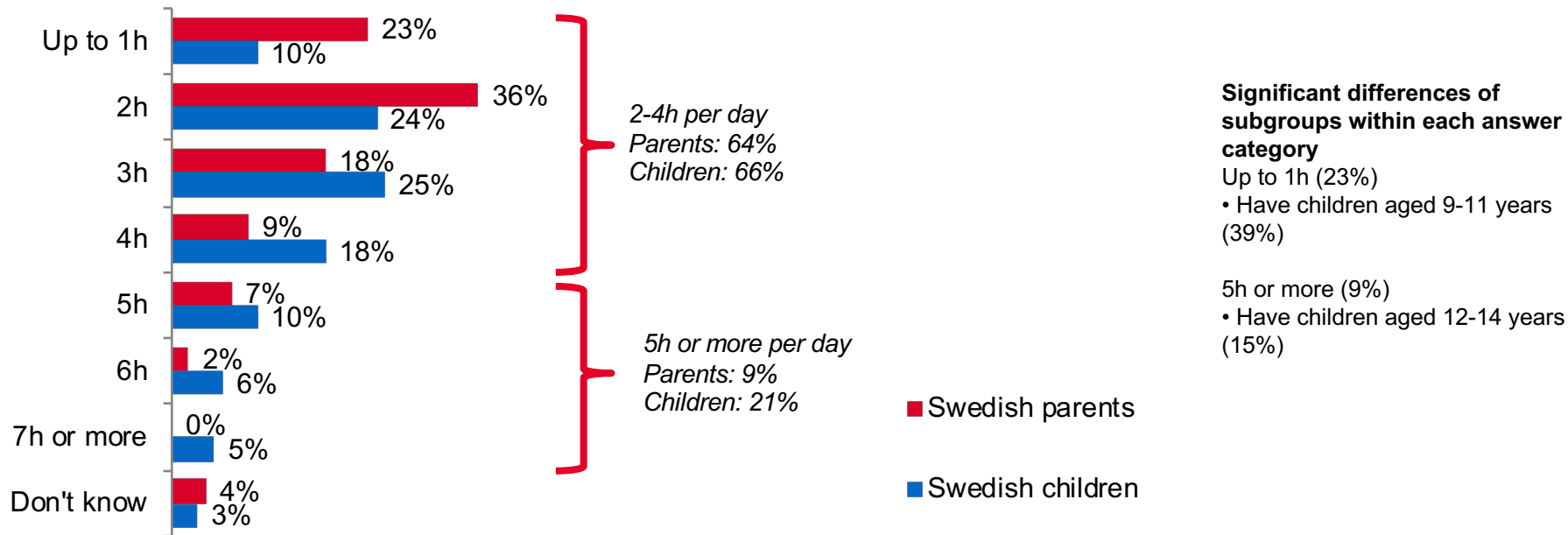
*"Not good"*

*"Never posts photos of anyone!"*

*"The boy's integrity."*

# Nearly 1 in 10 parents states that their children use the internet for five hours or more during a regular day

About how long does your child use the internet for a normal day?



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