A survey with children 9-14 years old about their internet behaviour in Sweden, Latvia, Lithuania and Estonia.
FOREWORD

Children spend an increasing amount of their time online and on social media. Therefore, there is an increased need to ensure that the Internet is a safe and secure place for children. In June 2017, the Swedish government appointed a committee of inquiry that, amongst other things, will propose more severe penalties for sexual abuse of children. This is a welcome initiative and legislation is important. At Tele2, 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 by parents at home.

As an internet service provider, Tele2 and its industry colleagues have a special responsibility. Every minute, Tele2 blocks 11 internet sites with content relating to the sexual abuse of children. This corresponds to more than half a million pages a month in the eight countries in which we operate and the list of pages to block comes from Interpol. Many 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.

In addition, Tele2 works internally to counteract the sexual abuse of children through something called detection. This means installing a service that raises an alarm with the security department if an employee has sexually explicit material relating to children on his or her computer. The company then sends the case to the national police. If all major employers worked with detection, it would significantly limit the opportunities to commit these kinds of crimes.

At Tele2, we believe that the connected life is a better life, but we are not naive. With this report we would like to share data, including some quite worrying statistics, drawn from a survey undertaken by Tele2 and developed by the research company Novus on what children face on the Internet. We also show how Tele2 works to detect and block images of child sexual abuse on the Internet. The Internet has given children opportunities they would never otherwise have experienced, especially in terms of learning about and understanding society. Let’s take advantage of the opportunities available on the Internet while working to make it as safe as possible for our children.

Allison Kirkby
President and CEO of Tele2
TELE2’s blocking of child sexual abuse images and material
Blocking and detection by Tele2

Blocking

Tele2 blocks web sites that has been assessed as containing sexual abuse of children by Interpol in all eight countries in which the company operates. This means that if someone is on Tele2’s networks and is trying to go into such a web 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 number.

Currently Tele2 blocks about half a million pages a month for their customer each month. That is 16 500 everyday, 694 each hour and 11 pages each minute.

Detection

Tele2 works to detect material containing sexual abuse of children on all computers internally at Tele2. That means that if an employee has sexually explicit material relating to children on his or her computer or even a USB stick that is connected to the computer an alarm is sent to our Security department. The case is then sent to the police.

Also detection is based on Interpol’s list and it is something that all companies and organisations can install.
# 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 it could be more**
   - About 7 out of 10 children talk to others than their parents if they find something scary on the Internet
   - In Sweden, girls talk with parents or siblings to a higher degree than boys about scary things they have seen on the Internet
   - About 5 out of 10 children lack rules at home of how to use the Internet
THE SURVEY
Background & implementation

Background

The survey has been conducted by Novus on behalf of Tele2. The aim of the survey is to be the basis for a report that Tele2 will write about their work to prevent their users from accessing certain web pages (which these pages are, are made in collaboration with third parties and Interpol). Novus has conducted 5 qualitative in-depth interviews and a quantitative web survey in this project. The deep interviews were conducted to obtain a basis for the quantitative questionnaire. This report presents the results of the quantitative survey.

Target Group/Implementation

- The target group for the survey is children aged 9-14 years.
- The survey has been conducted in Sweden, Estonia, Latvia and Lithuania. In Sweden, the survey has been conducted in 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: 534
- Estonia: 525
- Latvia: 510
- Lithuania: 515

Field Period:

- Sweden: June 5 –13, 2017
- Estonia: June 19 –26, 2017
- Latvia: June 19 –28, 2017
- Lithuania: June 19 –26, 2017
Gender & Age

Did you get help from an adult answering the questions?

<table>
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<th>No</th>
<th>Yes, some questions</th>
<th>Yes, almost all questions</th>
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<td>20% 15% 17% 17% 18% 11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latvia</td>
<td>18% 17% 16% 19% 16% 12%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estonia</td>
<td>23% 18% 14% 14% 13% 11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sweden</td>
<td>19% 15% 16% 17% 18% 14%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Almost all children have their own cell phone

Do you have any of the devices in the list below? Multiple answers are possible.

Your own cell phone
- Sweden: 96%
- Estonia: 46%
- Latvia: 45%
- Lithuania: 45%

Your own tablet
- Sweden: 97%
- Estonia: 39%
- Latvia: 46%
- Lithuania: 46%

Your own computer
- Sweden: 93%
- Estonia: 42%
- Latvia: 42%
- Lithuania: 42%

None of the above
- Sweden: 3%
- Estonia: 43%
- Latvia: 37%
- Lithuania: 37%

Don't know
- Sweden: 1%
- Estonia: 1%
- Latvia: 0%
- Lithuania: 1%
More than 8 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.

- Every day: 86% (Sweden), 85% (Estonia), 88% (Latvia), 86% (Lithuania)
- Several times a week: 10% (Sweden), 11% (Estonia), 10% (Latvia), 11% (Lithuania)
- A few times a week: 2% (Sweden), 1% (Estonia), 2% (Latvia), 2% (Lithuania)
- More rarely: 1% (Sweden), 2% (Estonia), 1% (Latvia), 2% (Lithuania)
- Never: 0% (Sweden), 0% (Estonia), 0% (Latvia), 0% (Lithuania)
- Don’t know: 0% (Sweden), 0% (Estonia), 0% (Latvia), 0% (Lithuania)
Look at films/movie clips
Play games
Use social media
Google
Chat
Look at pictures
Having video conversations
Read
Listen to books
Other:
Don't know

Sweden
Estonia
Latvia
Lithuania
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.

- Youtube
- Snapchat
- Instagram
- Google
- Musical.ly
- Facetime
- Skype
- Facebook
- Whatsapp
- Kik
- Twitter
- Tumblr

Use another app or site often:
- Don't know

Countries:
- Sweden
- Estonia
- Latvia
- Lithuania
RULES AT HOME
About half of the children does 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?

- Yes
  - Sweden: 53%
  - Estonia: 57%
  - Latvia: 50%
  - Lithuania: 59%

- No
  - Sweden: 40%
  - Estonia: 35%
  - Latvia: 36%
  - Lithuania: 25%

- Don't know
  - Sweden: 6%
  - Estonia: 8%
  - Latvia: 13%
  - Lithuania: 16%
About two thirds of the children think that their parents have low or no knowledge about what they do on the Internet.

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

- Yes, everything: 28% (Sweden), 30% (Estonia), 35% (Latvia), 32% (Lithuania)
- Yes, a little: 61% (Sweden), 54% (Estonia), 55% (Latvia), 58% (Lithuania)
- No: 6% (Sweden), 8% (Estonia), 4% (Latvia), 6% (Lithuania)
- Don’t know: 5% (Sweden), 7% (Estonia), 6% (Latvia), 4% (Lithuania)
About 1 out of 4 children does not discuss bad sides of the Internet with their parents

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.

- Yes, with my parents: Sweden 75%, Estonia 86%, Latvia 83%, Lithuania 77%
- Yes, with teachers in school: Sweden 56%, Estonia 73%, Latvia 69%, Lithuania 61%
- Yes, with someone else: Sweden 0%, Estonia 5%, Latvia 3%, Lithuania 3%
- No: Sweden 8%, Estonia 2%, Latvia 4%, Lithuania 8%
- Don't know: Sweden 5%, Estonia 3%, Latvia 2%, Lithuania 3%
SAFETY ON THE INTERNET
About 1 out of 10 have chatted with an adult they do not know

Have you ever done any of the following:

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
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<td>67%</td>
<td>32%</td>
<td>1%</td>
</tr>
<tr>
<td>Latvia</td>
<td>55%</td>
<td>42%</td>
<td>2%</td>
</tr>
<tr>
<td>Estonia</td>
<td>56%</td>
<td>41%</td>
<td>5%</td>
</tr>
<tr>
<td>Sweden</td>
<td>60%</td>
<td>39%</td>
<td>1%</td>
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</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
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<tr>
<td>Lithuania</td>
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<td>60%</td>
<td>2%</td>
</tr>
<tr>
<td>Latvia</td>
<td>32%</td>
<td>66%</td>
<td>2%</td>
</tr>
<tr>
<td>Estonia</td>
<td>37%</td>
<td>58%</td>
<td>5%</td>
</tr>
<tr>
<td>Sweden</td>
<td>57%</td>
<td>42%</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lithuania</td>
<td>11%</td>
<td>81%</td>
<td>8%</td>
</tr>
<tr>
<td>Latvia</td>
<td>7%</td>
<td>88%</td>
<td>5%</td>
</tr>
<tr>
<td>Estonia</td>
<td>11%</td>
<td>79%</td>
<td>10%</td>
</tr>
<tr>
<td>Sweden</td>
<td>8%</td>
<td>85%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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
Children feel safe when they’re on the Internet - children in Sweden feel most safe, children in Estonia less so

Do you feel safe or unsafe when you are on the internet? When you for example google, chat, use social media or play games.

- **Sweden**: 83% Safe, 17% Neither safe nor unsafe, 1% Unsafe
- **Estonia**: 65% Safe, 34% Neither safe nor unsafe, 1% Unsafe
- **Latvia**: 73% Safe, 25% Neither safe nor unsafe, 2% Unsafe
- **Lithuania**: 78% Safe, 19% Neither safe nor unsafe, 2% Unsafe
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:

**Social media**
- Latvia: Because it seems to me that other people can track me
- Estonia: Source of lies
- Sweden: Lots of sex and stuff

**Movies**
- Latvia: I’m afraid it could be adults pretending
- Lithuania: Some clips can bring virus, or they see you on the camera
- Latvia: horror movies

**Chats**
- Latvia: Someone can pretend to be another person, I don’t know who I am talking to
- Lithuania: I don’t know what’s on the other side
- Sweden: You never know how the other person might interpret the things you say.
- Estonia: I’m afraid that a stranger can see my photos or find out where I live or go to school.
- Sweden: My dad gets angry when he hears people swearing or behaving like idiots on the video.
- Estonia: New pop-up windows or as I call them viruses
About 3 out of 5 have seen something scary or disgusting on the Internet

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

- Yes: Sweden 57%, Estonia 55%, Latvia 59%, Lithuania 65%
- No: Sweden 33%, Estonia 22%, Latvia 25%, Lithuania 23%
- Don't know: Sweden 10%, Estonia 23%, Latvia 16%, Lithuania 13%

Legend:
- Red: Sweden
- Blue: Estonia
- Green: Latvia
- Purple: Lithuania
What children find scary or disgusting

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

- Violence: Sweden 39%, Estonia 49%, Latvia 51%, Lithuania 49%
- Animals that suffer: Sweden 36%, Estonia 50%, Latvia 48%, Lithuania 51%
- Pictures or movies from war: Sweden 27%, Estonia 32%, Latvia 29%, Lithuania 29%
- Bullying: Sweden 22%, Estonia 27%, Latvia 38%, Lithuania 35%
- Pictures or movies from hospitals or operations: Sweden 14%, Estonia 17%, Latvia 27%, Lithuania 27%
- Children that suffer: Sweden 14%, Estonia 17%, Latvia 21%, Lithuania 27%
- Other: Sweden 6%, Estonia 8%, Latvia 6%, Lithuania 6%
- No, have not seen any of the above: Sweden 57%, Estonia 51%, Latvia 48%, Lithuania 49%
- Don't know: Sweden 17%, Estonia 13%, Latvia 2%, Lithuania 2%
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.

- I clicked on it by mistake
- Someone else had looked it up and showed it to me
- Someone else had posted it on social media
- I looked it up myself
- Other, try to describe in short:
- Don't know

Contains data for Sweden, Estonia, Latvia, and Lithuania, with percentages for each category.
About 8 out of 10 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.

Yes, my parents
- Sweden: 58%
- Estonia: 56%
- Latvia: 49%
- Lithuania: 45%

Yes, my friends
- Sweden: 45%
- Estonia: 49%
- Latvia: 22%
- Lithuania: 24%

Yes, a sibling
- Sweden: 28%
- Estonia: 22%
- Latvia: 11%
- Lithuania: 11%

Yes, my teacher
- Sweden: 64%
- Estonia: 45%
- Latvia: 28%
- Lithuania: 24%

Yes, some one else:
- Sweden: 17%
- Estonia: 13%
- Latvia: 13%
- Lithuania: 13%

No, I do not talk to anyone
- Sweden: 64%
- Estonia: 45%
- Latvia: 24%
- Lithuania: 22%

Don't know
- Sweden: 3%
- Estonia: 3%
- Latvia: 5%
- Lithuania: 4%

TOTAL YES
- Sweden: 77%
- Estonia: 84%
- Latvia: 83%
- Lithuania: 84%
EXPERIENCE OF ADULTS MAKING CONTACT
How children feels when adults take 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?

- I would not chat with that person: 56%
  - Sweden: 42%
  - Estonia: 36%
  - Latvia: 31%
  - Lithuania: 42%

- I would not care: 14%
  - Sweden: 34%
  - Estonia: 27%
  - Latvia: 25%
  - Lithuania: 27%

- Depends on what the person wants to chat: 10%
  - Sweden: 17%
  - Estonia: 11%
  - Latvia: 10%
  - Lithuania: 11%

- I would chat with that person: 1%
  - Sweden: 4%
  - Estonia: 3%
  - Latvia: 2%
  - Lithuania: 2%

- I do not use social media/chat: 14%
  - Sweden: 15%
  - Estonia: 15%
  - Latvia: 16%
  - Lithuania: 15%

- Don't know: 5%
  - Sweden: 9%
  - Estonia: 4%
  - Latvia: 7%
  - Lithuania: 3%
Almost 1 of 10 children in Lithuania think it's ok that unknown adults send photos of themselves.

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?

- I would think that it was OK
  - Sweden: 73%
  - Estonia: 61%
  - Latvia: 54%
  - Lithuania: 37%

- I would not think it was OK
  - Sweden: 8%
  - Estonia: 21%
  - Latvia: 26%
  - Lithuania: 37%

- I do not use social media/chat
  - Sweden: 15%
  - Estonia: 23%
  - Latvia: 21%
  - Lithuania: 26%

- Don't know
  - Sweden: 8%
  - Estonia: 13%
  - Latvia: 22%
  - Lithuania: 29%
1 out of 5 children in Sweden have experienced that an adult they don’t know started following them in social media

<table>
<thead>
<tr>
<th>Country</th>
<th>Did Not Know</th>
<th>Followed You</th>
<th>Wanted To Chat</th>
<th>Sent Photos</th>
<th>Asked To Meet</th>
</tr>
</thead>
<tbody>
<tr>
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<td>20%</td>
<td>71%</td>
<td>9%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Latvia</td>
<td>16%</td>
<td>70%</td>
<td>13%</td>
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<tr>
<td>Estonia</td>
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<td>9%</td>
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<tr>
<td>Latvia</td>
<td>6%</td>
<td>89%</td>
<td>3%</td>
<td>4%</td>
<td>12%</td>
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<tr>
<td>Lithuania</td>
<td>1%</td>
<td>92%</td>
<td>4%</td>
<td>4%</td>
<td>13%</td>
</tr>
</tbody>
</table>
3 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.

- Yes, to the site/app: Sweden 6%, Estonia 7%, Latvia 8%, Lithuania 10%
- Yes, to my teacher: Sweden 1%, Estonia 5%, Latvia 2%, Lithuania 3%
- Yes, my parents have reported: Sweden 1%, Estonia 7%, Latvia 8%, Lithuania 11%
- Yes, to the police: Sweden 0%, Estonia 2%, Latvia 1%, Lithuania 2%
- No, never: Sweden 44%, Estonia 62%, Latvia 71%
- I did not know that one could report: Sweden 5%, Estonia 8%, Latvia 10%, Lithuania 3%
- Don't know: Sweden 0%, Estonia 8%, Latvia 11%, Lithuania 20%

TOTAL YES
Sweden: 17%
Estonia: 29%
Latvia: 13%
Lithuania: 17%
Open answers: why did you report?

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

Sweden

"Dirty pictures, violence against animals"
"Disgusting things about tortured animals and children that are beaten"
"An adult pretended to be a child at a social network"
"Someone tried to trick me into giving my password"
"Sexual harassment and threats to me"

Estonia

"An adult wanted to break into my home"
"A guy wrote to me and wanted to meet"
"E-mail from a stranger"
"A schoolmate sent me obscene messages"
"Bullying"

Latvia

"Bullying and trolling"
"A stranger started to follow me"
"Suspicious people offering to buy me stuff"
"There have been times when I saw inappropriate photos published on Instagram or received spam SMS on some of the social websites."

Lithuania

"I want to stop quarrels in the class."
"Things that were happening on social networks, father proposed."
"If my mother reported at school, because it was horrible."
"Terrible messages."

TELE2
THE END