EU Kids Online: Case Finland
Nordmedia 2011

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Internet use in Finland

Technologically rich and Internet intensive country
- 86% of Finns are Internet users
- 90% of households have a computer
- Nearly 80% have access to the Internet at home
  (Official Statistics of Finland 2010 and 2011)
- 58% of 9–16-year-olds use the Internet in their own bedroom
- 39% at home but not in own bedroom
  (EU Kids Online data)
- Third of 0–8-year-olds use the Internet at last once a week
- Internet use begins usually at the age of four or five when half of the children go online at least occasionally
  (Young Children’s Media Barometer 2011)
Multiple opportunities

Europeans

- Blog: 11
- Virtual world: 16
- Create character/avatar: 18
- File-sharing: 18
- Chatroom: 23
- Post messages: 31
- Use webcam: 31
- Share photos/music/films: 39
- Download music/films: 44
- Play games (with others): 44
- Watch/read news: 48
- E-mail: 61
- Use IM: 62
- Visit SNS: 62
- Watch video clips: 76
- Games (alone): 83
- Schoolwork: 85

Finns

- Blog: 12
- Virtual world: 26
- Create character/avatar: 20
- File-sharing: 32
- Chatroom: 20
- Post messages: 36
- Use webcam: 21
- Share photos/music/films: 32
- Download music/films: 36
- Play games (with others): 50
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- Visit SNS: 62
- Watch video clips: 81
- Games (alone): 94
- Schoolwork: 70
More opportunities, more risks

% Experienced one or more risk factor

Average for all children

Average number of online activities

Countries represented: IE, FR, CY, HU, TR, ES, EL, PT, UK, IT, PL, DE, RO, BG, SI, NL, NO, DK, EE, SE, LT, FI
# Classifying risks (exemplars)

<table>
<thead>
<tr>
<th></th>
<th>Content</th>
<th>Contact</th>
<th>Conduct</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Child as receiver</td>
<td>Child as participant</td>
<td>Child as actor</td>
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<tr>
<td></td>
<td>(of mass productions)</td>
<td>(adult-initiated activity)</td>
<td>(perpetrator / victim)</td>
</tr>
<tr>
<td>Aggressive</td>
<td>Violent / gory content</td>
<td>Harassment, stalking</td>
<td>Bullying, hostile peer activity</td>
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<tr>
<td>Sexual</td>
<td>Pornographic content</td>
<td>‘Grooming’, sexual abuse or exploitation</td>
<td>Sexually harassment, ‘sexting’</td>
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<tr>
<td>Values</td>
<td>Racist / hateful content</td>
<td>Ideological persuasion</td>
<td>Potentially harmful user-generated</td>
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<td></td>
<td></td>
<td></td>
<td>content</td>
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<tr>
<td>Commercial</td>
<td>Embedded marketing</td>
<td>Personal data misuse</td>
<td>Gambling, copyright infringement</td>
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*Note: risks in bold are included in the survey*
“In the past year, you will have seen lots of different images – pictures, photos, videos. Sometimes, these might be obviously sexual – for example, showing people naked or having sex. Have you seen anything of this kind?”

- 23% have seen sexual images online or offline

- **Who?** More older than younger children
  - Teenage boys 13-16 most likely to see sexual images online – 24%

- **Where did they see this?** 14% online, 12% on television/film/video, 7% in magazines
  - Most often seen via accidental pop-ups

- **What did they see (11+)?** 11% - nudity, 8% - someone having sex, 8% - genitals, 2% - violent sex
Digital skills
Data misuse

- 9% experienced personal data misuse

![Graph showing data misuse by country]
Data misuse in Nordic and Baltic countries
Have seen hate messages that attack certain groups or individuals

- Denmark: 8, 21, 29
- Finland: 4, 9, 19
- Norway: 6, 12, 29
- Sweden: 6, 21, 37

Average of 25 European countries: 6, 14, 22

11–12 year olds: 6, 21, 37
13–14 year olds: 6, 21, 37
15–16 year olds: 6, 21, 37
All 11–16 year olds: 6, 21, 37
Thank you

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