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THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE



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 least once a week
- Internet use begins usually at the age of four or five when half of the children go online at least occasionally

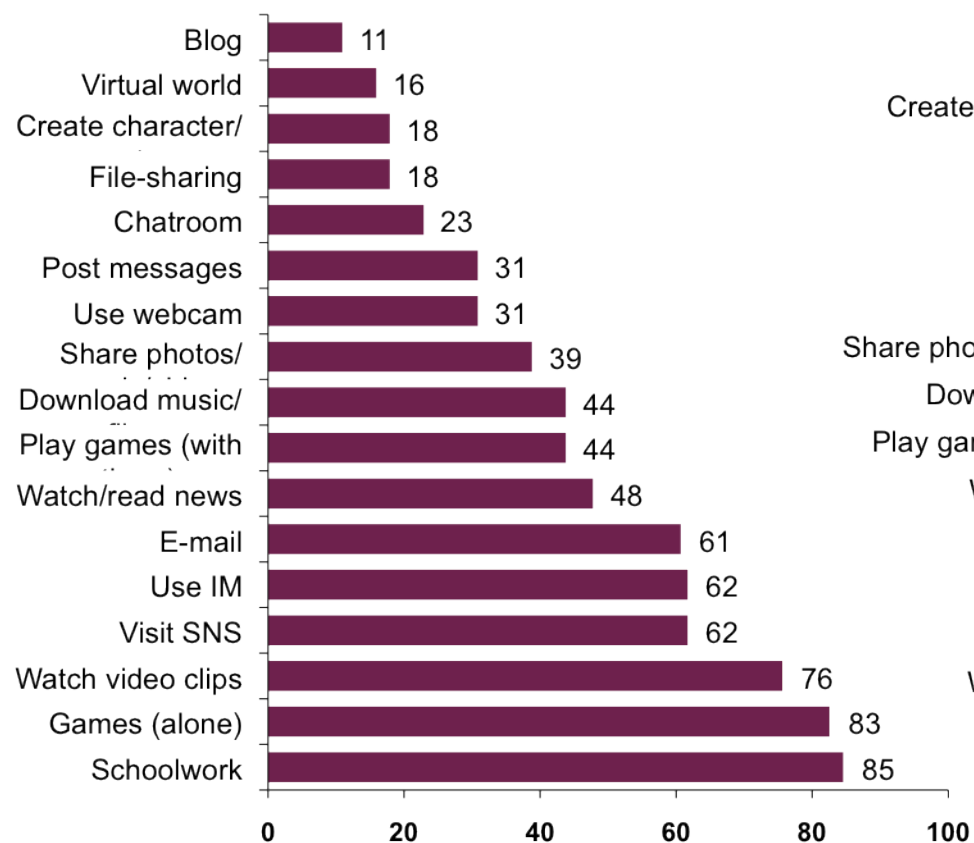
(Young Children's Media Barometer 2011)

Multiple opportunities

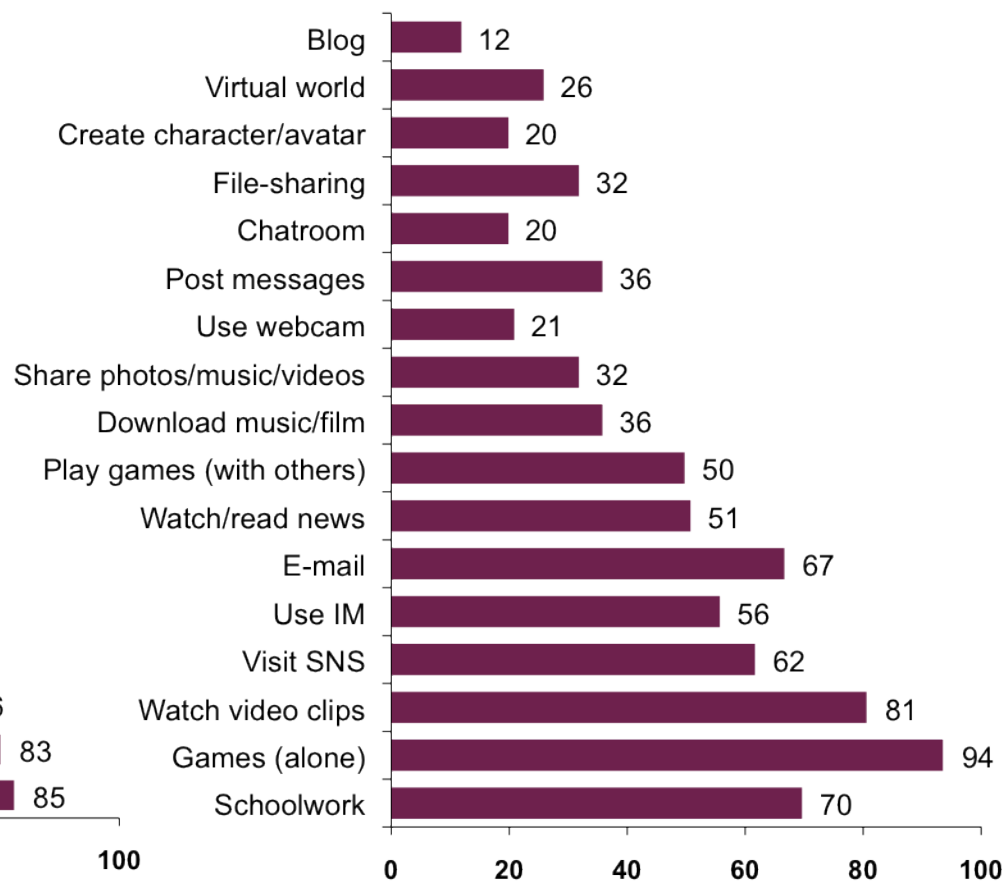


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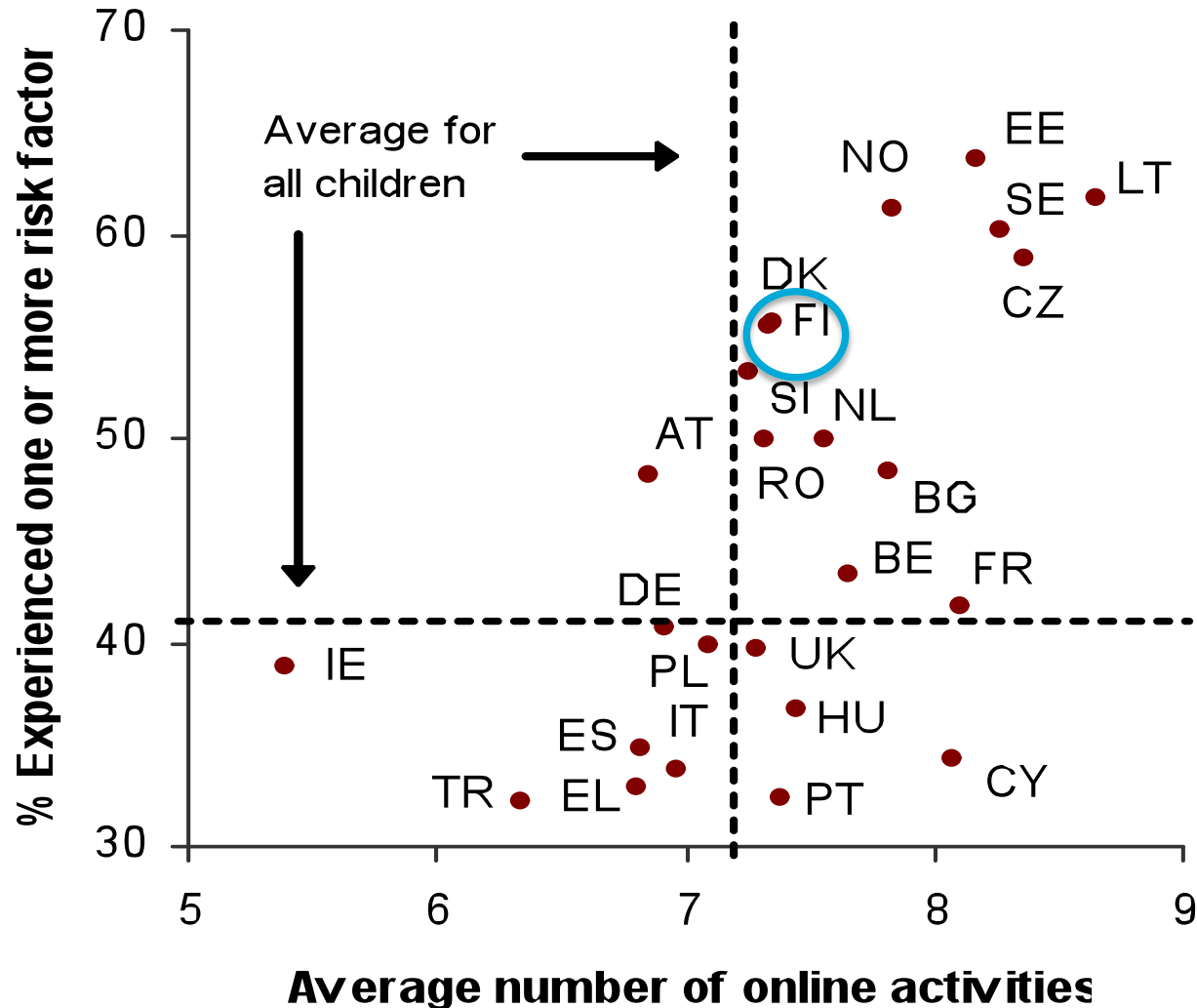
Europeans



Finns



More opportunities, more risks



Classifying risks (exemplars)



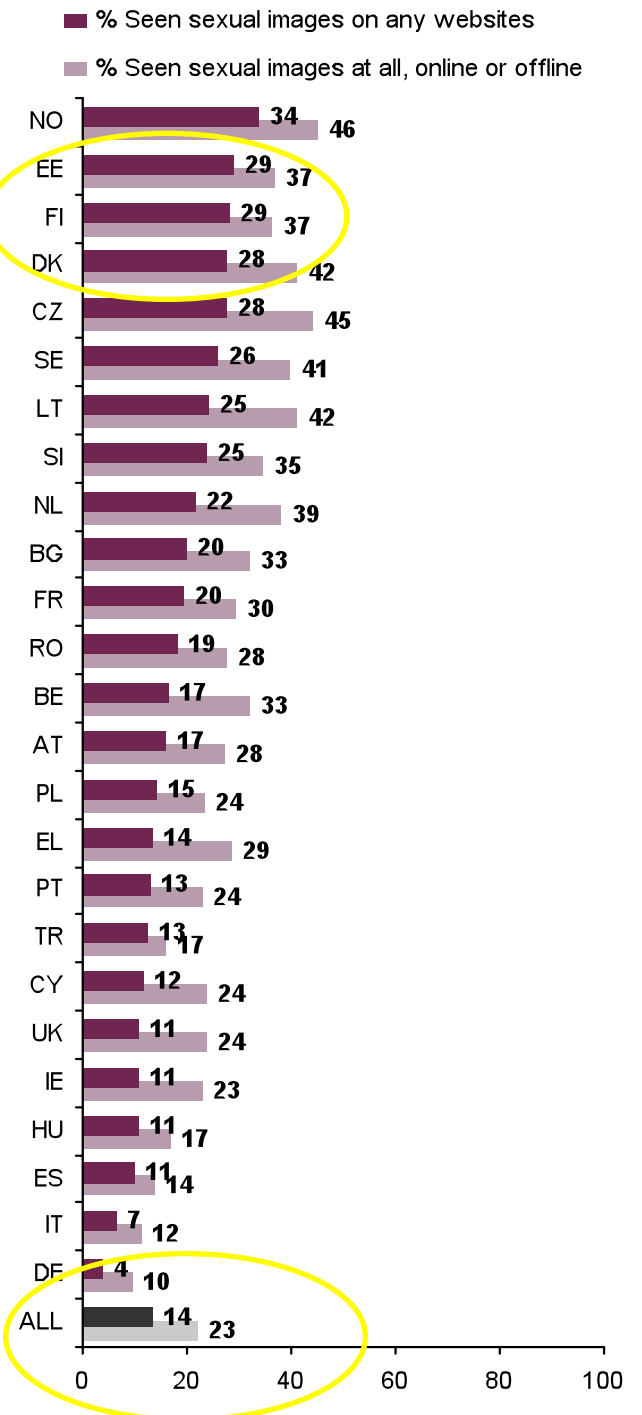
| | Content Child as receiver (of mass productions) | Contact Child as participant (adult-initiated activity) | Conduct Child as actor (perpetrator / victim) |
|------------|--|--|--|
| Aggressive | Violent / gory content | Harassment, stalking | Bullying, hostile peer activity |
| Sexual | Pornographic content | 'Grooming', sexual abuse or exploitation | Sexually harassment, 'sexting' |
| Values | Racist / hateful content | Ideological persuasion | Potentially harmful user-generated content |
| Commercial | Embedded marketing | Personal data misuse | Gambling, copyright infringement |

Note: risks in bold are included in the survey

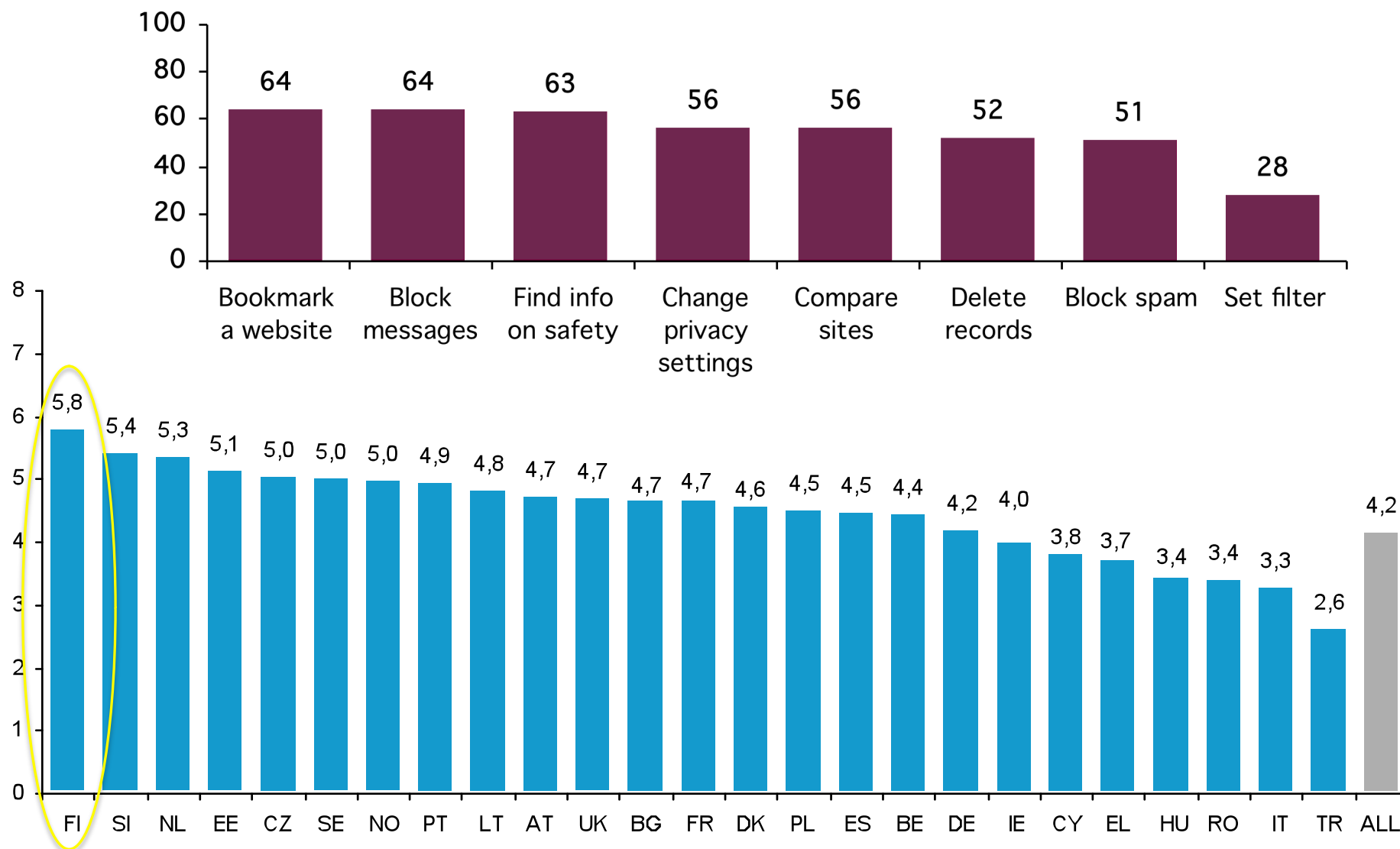
Sexual images off/online

“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

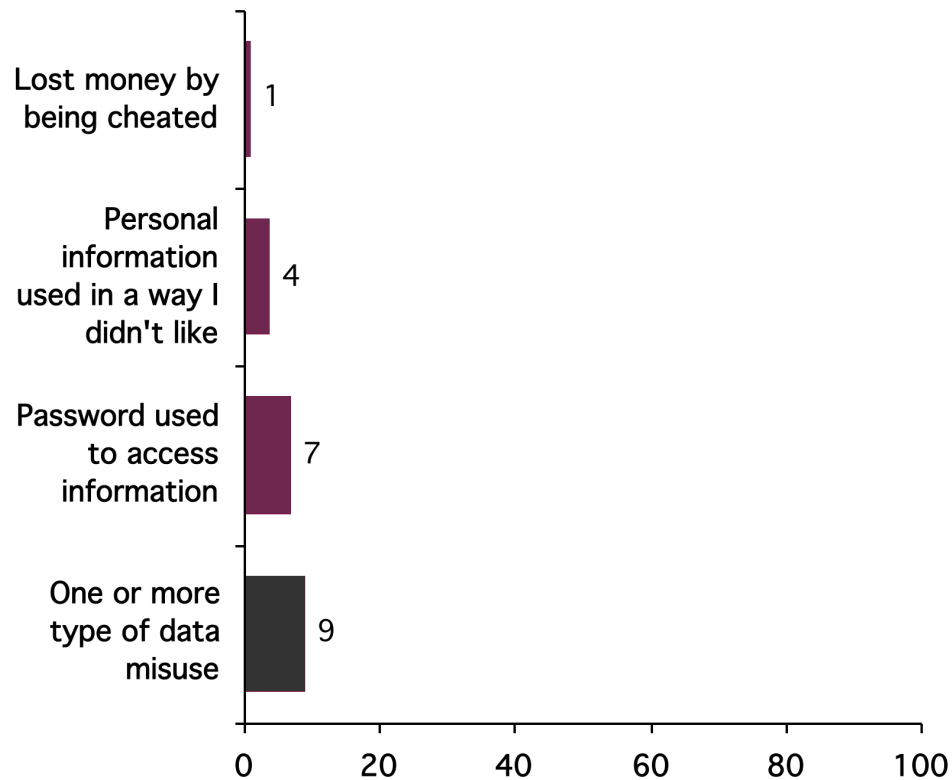
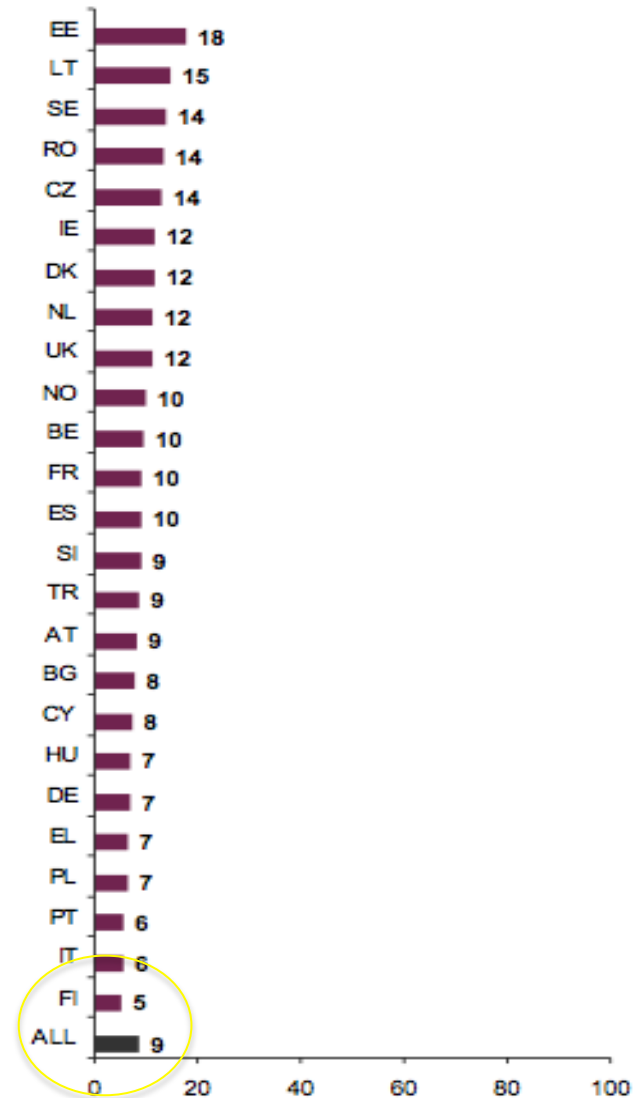
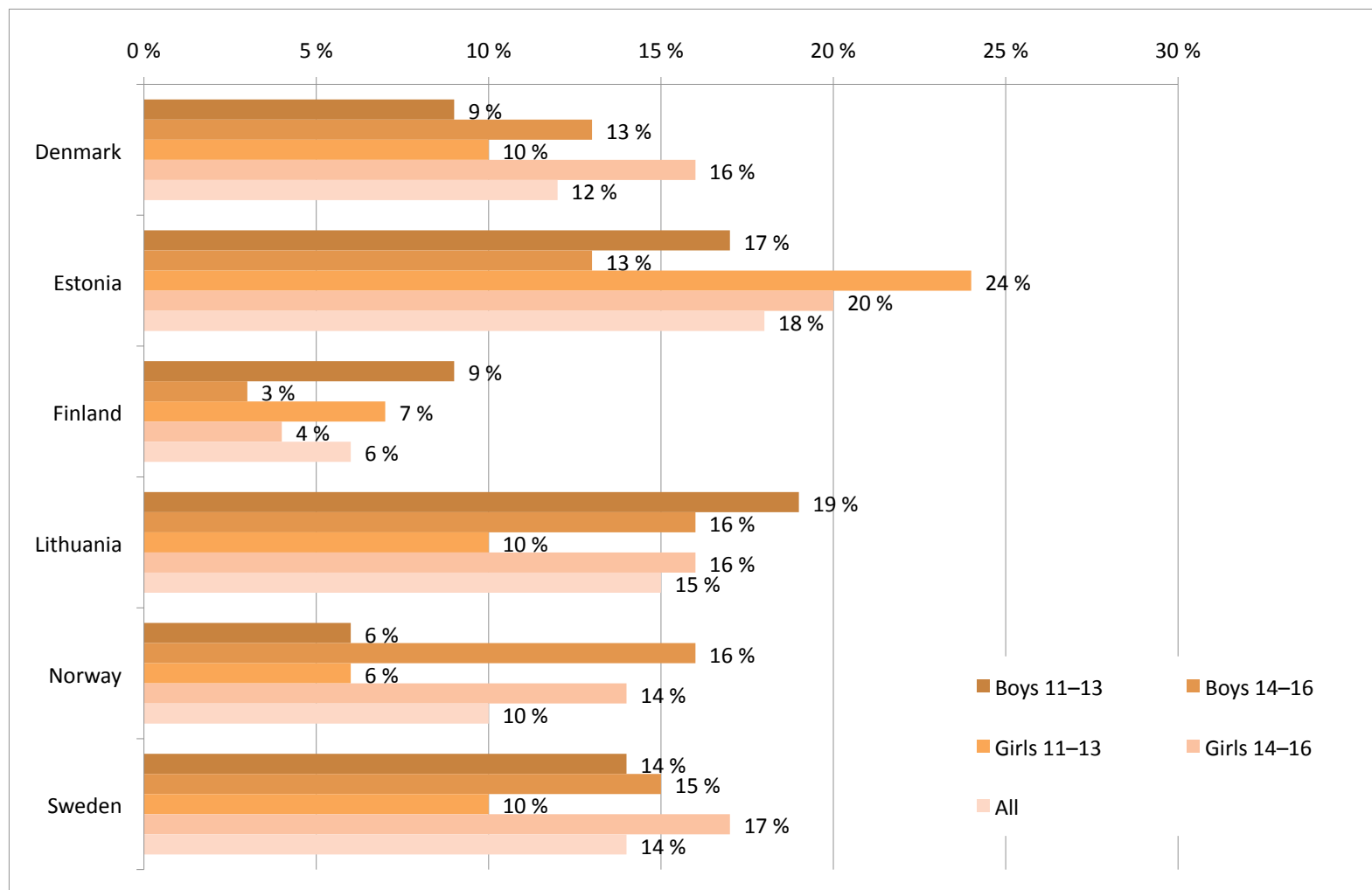


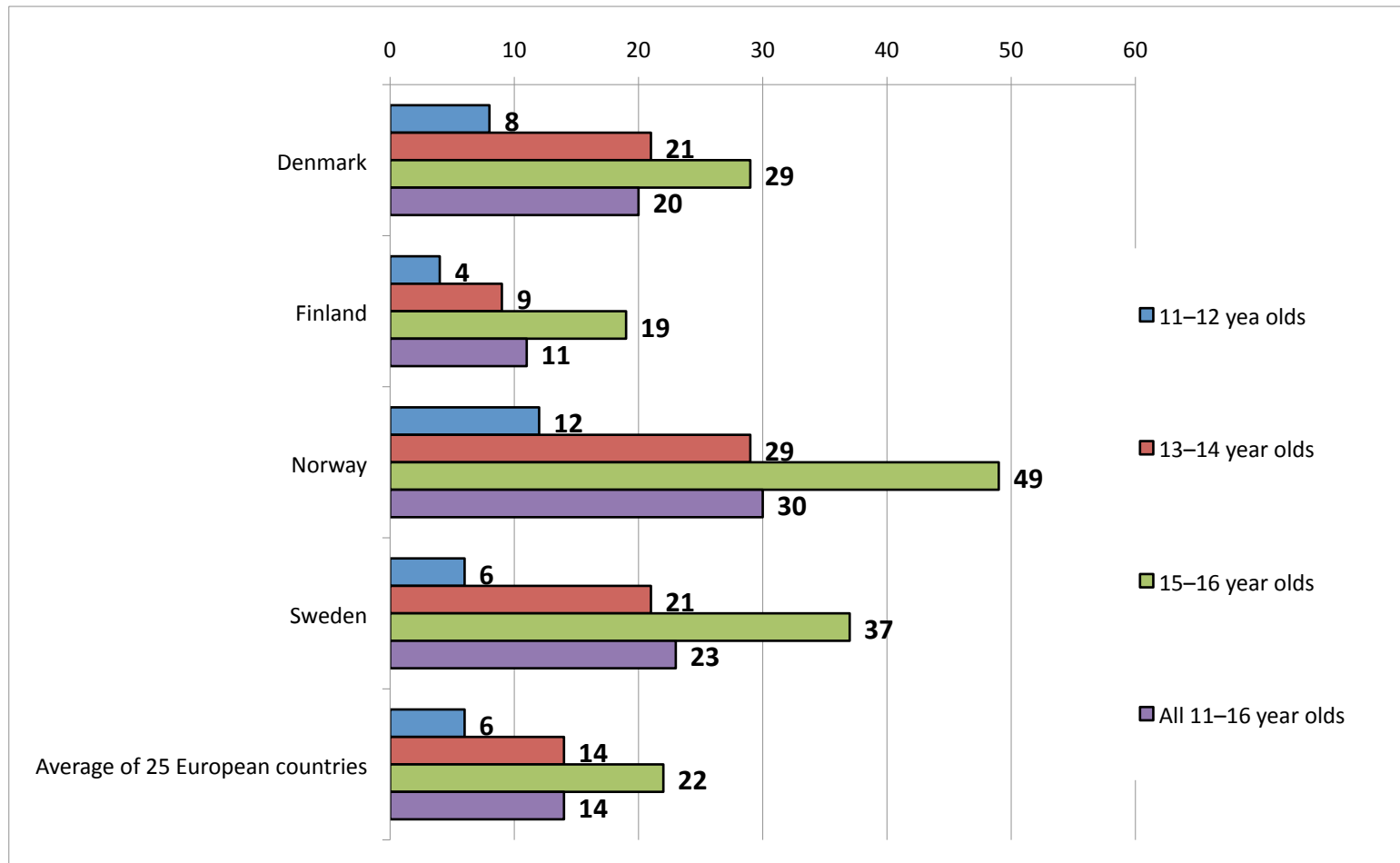
Figure 69: Child has experienced misuse of personal data in past 12 months (age 11+), by country



Data misuse in Nordic and Baltic countries



Have seen hate messages that attack certain groups or individuals



Thank you



More at www.eukidsonline.net

