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The Young Internet Campaign

D1.5 Annual Public Report 2007
Awareness Node Sweden

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Medierådet



BRIS
BARNENS RÄTT I SAMHÄLLET

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Executive summary

As the Swedish node in a project co-funded by the European Union, the Media Council (Medierådet) has been running the campaign *The Young Internet (Det unga internet)* in Sweden since 2005. The past year, the Media Council has continued its work with the campaign, developing and disseminating information and methods for a safer use of internet and new technologies among children and young people.

In February 2007 BRIS, Children's Rights in Society, a Swedish NGO, joined the project as a helpline partner. As a consortium, the Media Council and BRIS complement each other in terms of experience, areas of responsibility, target groups, networks and resources.

One of the main achievements of the campaign the past year has been the tour of training seminars for the BRIS helpline staff. At five different occasions and parts of Sweden, a total of 239 BRIS helpline workers got the opportunity to learn more about the importance of internet and new media to children and young people today. The seminar tour proved a success - in the evaluation, the tour scored a remarkable 4,4 on a 5-degree scale both for overall quality and usefulness. Another much appreciated seminar was held for social workers in Örebro in October. This seminar, which functioned as a pilot seminar for the newly identified target group of social workers, will be followed by a countrywide tour in 2008.

Another result of BRIS being the helpline partner in the *The Young Internet* campaign, is the study *What do kids have to say about internet, IT and cell phones? (Vad berättar barn om internet, IT och mobiltelefoner)*. The report confirms that the internet constitutes an important part of children's and young people's life – a part that many adults still are absent from.

During the past year the Media Council has worked continuously with the network of informants that were recruited at the seminars in the previous project. The purpose of the network is to be a regional multiplier for the campaign and assist in spreading information about internet safety for children and young people. In August the network was invited for training and networking at a two-day seminar in Stockholm. In addition to this, network members have been invited to join an online community, administered by the Media Council, where they can meet, share and take part of internet safety information.

Another noteworthy event in 2008 was the presentation of *The Young Internet* campaign to the Queen of Sweden. The Queen showed a sincere interest in learning more about children's everyday life on the internet and was also presented with awareness raising material produced by the Media Council.

In the fall, the Media Council got the opportunity to present its work abroad when the Swedish Embassy in Washington D.C. invited the Council to a seminar on Children and Media. The Media Council's presentation was greatly appreciated and sparked a lot of interest among the participants. Presentations were also held at a seminar in Germany during the German EU presidency and at a conference in Warsaw, organised by the Polish awareness node.

In collaboration with the Nordic Council of Ministers, the Nordic Game Program and Nordicom, the Media Council organised a conference on computer games in Stockholm in November called *The Competent Gamer*. The conference targeted policymakers as well as the gaming industry and was opened by the Swedish Minister for Culture, Ms. Lena Adelsohn Liljeroth.

In December two Swedish ministers along with their senior staff visited the Media Council's offices. The Minister for Culture, Ms. Lena Adelsohn Liljeroth, the Minister for Integration and

Gender Equality, Ms. Nyamko Sabuni and a Political Adviser to the Minister for Justice, Ms. Beatrice Ask, attended the presentation and participated actively in the following Q & A session. During the 90-minute meeting it became obvious that the ministers had a genuine interest in the Council's activities.

In connection with the release of the Media Council report *Living in World of Warcraft*, about MMORPG (Massively Multiplayer Online Role-Playing Game) players, the Council held a well-attended press conference which resulted in a massive response in all national media - radio, TV and newspapers. The report was also presented in an op-ed article in Aftonbladet, one of the leading national newspapers. The day after the release, the Media Council was invited to a studio debate on Swedish National Television's morning news to discuss online gaming.

In addition to *Living in World of Warcraft*, the Media Council has produced and published more awareness raising material during 2007. The publications - for example a check list for internet communities to help parents decide whether a certain social networking site is appropriate, and a word list with internet-related words for parents - will be included in the Safer internet tool-kit together with previously produced resources.

Looking back, the Media Council can happily conclude that the past year's outreach work, production of awareness raising material and the tour of training seminars, in combination with the continuous work with the regional informants, have provided the receiver groups with the necessary means to help children and young people become competent, confident and responsible internet users.

1. The Young Internet – part of a European approach to internet safety

The Young Internet is a Swedish campaign promoting safer use of the internet and new online technologies among children and young people. It is the third project in an initiative by the European Union to fight illegal and harmful content on the internet. *The Young Internet* campaign is co-funded by the Safer Internet plus programme.

Raising awareness on internet safety issues is one of four action lines within the Safer Internet plus programme. All over Europe awareness raising campaigns are conducted on a national level by the node of each country. All nodes are members of Insafe – a European network for raising awareness on internet safety.

By cooperating within Insafe, all nodes share best practices, information and resources in order to learn from each other and work closely together to empower citizens to use the internet and other ICT (information and communication technologies) safely and effectively.

For more information on Safer Internet plus programme, please visit:

http://ec.europa.eu/information_society/activities/sip/programme/index_en.htm

For more information on the Insafe network, please visit:

www.saferinternet.org



The Young Internet campaign

The Swedish node working with *The Young Internet* campaign consists of the Swedish Media Council and BRIS, Children's Rights in Society.

As a consortium, the Media Council and BRIS complement each other when it comes to experience, areas of responsibility, target groups, networks and resources.

The Media Council has established itself as a national knowledge centre for awareness activities and protection of minors from harmful media content. The Council is very experienced in national as well as international networking within the media awareness field.

By being a partner in previous EU-co-funded internet awareness projects, the Media Council has become a key resource for trustworthy and balanced information regarding children's use of online media. *The Young Internet* campaign will build on important resources and experiences from the earlier projects.

BRIS is an NGO who supports children in distress and acts as a link between children, adults and the community. BRIS is well-established in Sweden and known by 89% of the population. Their support services, children's helpline and the web-based BRIS-mail, all build on volunteer work. The volunteers have experience of working with children and young people

and have all passed the BRIS internal training programme.

The support services are used by several thousands of children every year. An increasing share of BRIS' contacts with children comes through and concerns the internet and other ICT-related communication. As a result, BRIS are focusing on developing and further improving their web-based services toward children.

The Media Council and BRIS are supporting each other's activities; BRIS are promoting services to answer to children's calls and the Media Council are educating BRIS' staff and volunteers on internet safety issues and help promoting their services. Facts and analysis of children's experiences and worries related to internet use are contributing as a base for the awareness activities of the campaign.

Together the partners cover relevant target groups in society, and can encourage cooperation between a wide range of stakeholders, including industry, educators, municipalities, government bodies and NGOs.

For more information, please visit:
The Swedish Media Council
www.medieradet.se

BRIS, Children's Rights in Society
www.bris.se



+



2. The young internet in Sweden today

Internet access and the use of mobile phones

Sweden is one of the world's leading information societies. Current official statistics show that more than 80 percent of the Swedish population of 9 million has an internet connection at home. During 2007 there has been a major increase in the use of fast connections – the use of broadband is up to 77 percent from last year's 44 percent. 90 percent has a computer at home.

The use of mobile phones is even more common in Sweden. Practically the entire population use mobile phones: around 70 percent of 10-12-year-olds have a mobile phone and nearly everyone of the 16-18-year-olds. Swedish children use their mobile phones in a variety of ways, for example sending pictures and text messages, downloading ring tones, chatting or voting via SMS.

Considering Swedes' frequent use of mobile communication there is reason to expect a rise in mobile internet connections in a few years time.

Internet use in schools

Practically every school in Sweden has access to computers and internet. Even though Sweden is one of the leading countries in regard to the number of computers in schools there are several signs indicating that teaching practices in school don't take advantage of the possibilities of the new technology. Although the number of teachers who consider themselves to have sufficient IT skills have increased during the last years, computers are still used mainly for word processing and the internet almost exclusively for information searching. Other possible areas of use have been less developed. It is still quite rare that teachers use e-mail to communicate with students.



According to a survey made by KK-stiftelsen, The Knowledge Foundation, in 2006, 10 percent of the teachers in upper secondary schools use e-mail every day to communicate with their students while 26 percent use it once or twice a week.

The overall culture in Swedish schools is rather tolerant regarding students' internet use. The general approach to handling issues related to internet safety is mainly non-technical, emphasizing ethical education, discussions and acceptable user guidelines rather than filtering or censorship. In fact, only a very small part of the Swedish schools use some kind of filtering software in order to block access to certain sites or areas of internet use.

What children do online

Within the previous EU-projects the Media Council has conducted two major surveys among parents and children. The surveys are the most comprehensive of their kind and have provided unique knowledge regarding children's use of online technologies and parents' knowledge about their children's use of them.

The first survey, *Kids & Media 2005* was conducted in 2005 and was based on a questionnaire about media habits, opinions on media content and media-related activities answered by 2000 children aged 9–16. The study was repeated in 2006, *Kids & Media 2006*, and the major difference between the survey 2005 and 2006 is that the internet use has increased among children.

Other findings were:

- 38% has a PC in their own room
- 41% use internet every day, 54% among 12-16 year-olds
- 27% of 12-16 year-olds use the internet more than 3 hours a day
- The most popular internet activities are the social ones; chatting, playing games, surfing for fun and e-mailing
- Illegal downloading of copyrighted material is still common among young people, despite the fact that file-sharing became illegal in Sweden in 2005

It can be concluded that new online technologies constitute an important part of everyday life for Swedish children and teenagers. The internet is their new playground and social arena, as well as a learning forum.



Mildare straff för Alexandramannen

Hovrätten dömer Atheer Al Suhairy till 10 års fängelse
 Genom att kalla sig Alexandra kontaktade Atheer Al Suhairy unga flickor via nätet.



1 100 flickor fick sexbrev av debattör

13-åring avslöjade 30-åringen som nu åtalas för att ha försökt köpa sex
 "Han skrev att jag var snygg. Sedan gick han längre."
 13-åringens sparade chattkonversation som nu används som bevis mot brottet.



Misstänkt pedofil filmade övergrepp

Publicerad 26 september 2006 - 20:59
 Uppdaterad 26 september 2006 - 22:40

Minst sju pojkar drogades och filmades medan de utsattes för sexuella övergrepp på ett familjehem i Norrtälja. En 40-

Knarket på nätet ökar explosionartat

De senaste två åren har ökat explosioner
 12:39 - För stor saltförpackning stoppas
 Arkiv: artiklar Sverige 2006

The general picture of the young internet in the media

For information about the press coverage specific to the Swedish node's The Young Internet campaign, see page 16.

Children and young people's use of internet is mostly depicted from a negative perspective in the Swedish media. Issues frequently reported on are cyber-bullying, violence and sexual harassment.

Some of this year's most prolific news stories are:

The launch of the online web service *Squill* was given a great deal of attention by the media. Squill, a collaboration between BRIS, Telia (major internet service provider and mobile network operator in Sweden) and MSN, encourages children and young people to report people with suspicious

behaviour online, as well as to search a database to find out whether their new contact's nick name or alias previously has been flagged by someone.

The work of the government-appointed committee investigating possible effects of online grooming legislation, has been covered extensively by the Swedish media.

Several media outlets covered the sentence freeing the game retailer who was on trial for illegally distributing the computer game *Postal 2*. The retailer was charged for unlawful depictions of violence, but was freed on all counts.

Another news story getting extensive coverage is the Italian EU Commissioner Franco Frattini's involvement in the Japanese computer game *Rule of Rose*, which he found appallingly violent.

During the fall the issue of illegal file-sharing received notable attention in the media, and in particular the memo from the Ministry of Justice suggesting that one way to deal with illegal file-sharing could be to make it the internet providers' responsibility.

Among the few positive contributions to the debate concerning internet use were some articles about the positive and pedagogical effects of computer gaming. It was, for example, reported that the Swedish Armed Forces were represented at Dreamhack, a major local area network gaming event in Jönköping, in an effort to recruit technically skilled personnel.

It can be concluded that issues gaining attention in the media range from strictly illegal matters to content and activities considered harmful or inappropriate:

- Violent computer games and the effects of excessive gaming
- Children and teenagers bullying each other using internet or mobile phones
- Publication of pictures online and other integrity issues
- Unwanted sexual comments, invitations or harassment via chat sites and online communities
- Grooming – adults pretending to be young and contacting adolescents with the hidden purpose of sexual contact



3. The campaign message, target groups and objectives

The overall aim of the campaign *The Young Internet* is to raise awareness on internet safety and promote dialogue between children, parents and educators. By doing this, The Media Council hopes that the benefits of internet and online media will become more visible. The campaign emphasises the social and non-technical aspects of young people's internet use, a notion expressed in the name chosen for the campaign: *The Young Internet*.

The core values characterize the most important aspects of the campaign and form a basis for the campaign messages. The core values are:

- Fact-oriented
- Empowering
- Open-minded

Fact-oriented implies that the awareness message is based on facts and knowledge.

Empowering states the ambition to supply a comprehensive set of awareness tools, providing adults with the necessary means to help children become competent, confident and responsible users of the internet and new online technologies.

Open-minded expresses the willingness to listen to and involve other actors in the awareness work, but also that children and young people should be involved in the discussion and get the opportunity to give their perspective on safer internet issues.

Target groups and receiver groups

The ultimate targets for the campaign are children and young people. The aim is not only to empower and protect this group, but also to try to influence their attitudes, knowledge and behaviour.

Part of the communication efforts of the campaign is directed toward children and young people. However, most of the communication and dissemination activities are intended for receiver groups

outside of the actual target group. The idea is that the receiver groups act as multipliers by passing the message on to children and young people.

The most important receiver groups in this project are:

- Social workers, helpline volunteers, school welfare officers and others who meet children and young people in their profession
- School principals and directors of education
- Parents and other adults
- Media
- Industry

Goals and objectives

The overall goal is to empower adults to open up a dialogue with children and young people about internet use and online technologies in a positive, responsible and safe way.

The receiver groups shall have basic knowledge and understanding of the role that internet and online media play in children's everyday life and know that they can contact the Media Council to get access to knowledge, information and tools to minimise the risks and realise the potential of the internet. Furthermore, the Swedish Children's Helpline service shall be developed to better serve children who seek contact regarding internet- or ICT-related issues or raise concerns about illegal and/or harmful content on the internet.

Key messages

The primary challenge lies in raising awareness without raising fear. Getting the awareness message across without causing moral panic is a question of balance. The Media Council has chosen to put the issue

of safer internet use into the broader context of children's every day life.

The key message to parents is: Talk to your child! Take an active interest in your child's internet use. Ask your son or daughter questions like "How was your day online today?"

To educators and social workers the key message is: Internet is not about technology. Explore the young internet and start a discussion with children or young people. Talk about the importance of source criticism, ethics and behaviour online, as well as in real life.



4. Project achievements

During the first half of 2007 the node concentrated a substantial part of its work to plan the most important tasks of the campaign:

- Production and collection of resource material for the tool-kit
- A training programme including educational seminars for BRIS' staff and volunteer helpline workers
- A tour of regional seminars for social workers, including dissemination of the tool-kit
- A tour of regional seminars for school principals, including dissemination of the tool-kit

The Safer internet tool-kit

The tool-kit is a cardboard briefcase containing educational material for adolescents aged 4–18, advice for parents, resources for parents' meetings, as well as information on a wide variety of issues such as protection of personal information, spam and commercial exploitation, source criticism and copyright. The tool-kit is handed out to all participants of the regional seminars.

The tool-kit now contains 31 awareness resources in total. All resources are also available to order free of charge or download from the campaign website: www.medieradet.se/verktygsladan

Below follows a presentation of the tools that have been developed during the last year. For a comprehensive list of all resources in the tool-kit, please see the appendix.

Tips to adults about young people's use of mobile phones. (Tips till vuxna om barn/unga och mobiltelefoner)

Today mobile phones are an integrated part of everyday life, maybe even more so among children and young people. This

guide encourages parents to talk to their children about the use of mobile phones.

Check List for internet communities (Checklista för mötesplatser på nätet)

A check list to help decide whether a certain social networking site, a community, is appropriate for children and young people.

How are you portrayed on the internet? (Vilken bild ger du av dig själv på nätet?)

A leaflet that can be used to trigger discussions with young people about questions regarding publication of images and films on the internet. The leaflet is intended to be a reminder that when uploading or e-mailing a picture or film – or when stripping in a webcam – you can't control how and where the material will be used.

Word List (Ordlista)

The word list is a compilation of common internet-related words mostly used by young people and children. The word list is targeted toward parents and other adults.

The parents' meeting – PowerPoint presentation (Föräldramötet – PowerPoint-presentation) Updated version

This PowerPoint presentation is suitable for parents meetings or teacher associations meetings on safer use of internet. The presentation features statistical data from the survey *Kids & Media 2006* and information on the PEGI rating system for computer games.

You have three new messages describing how ugly you are (Du har tre nya meddelanden som beskriver hur ful du är)

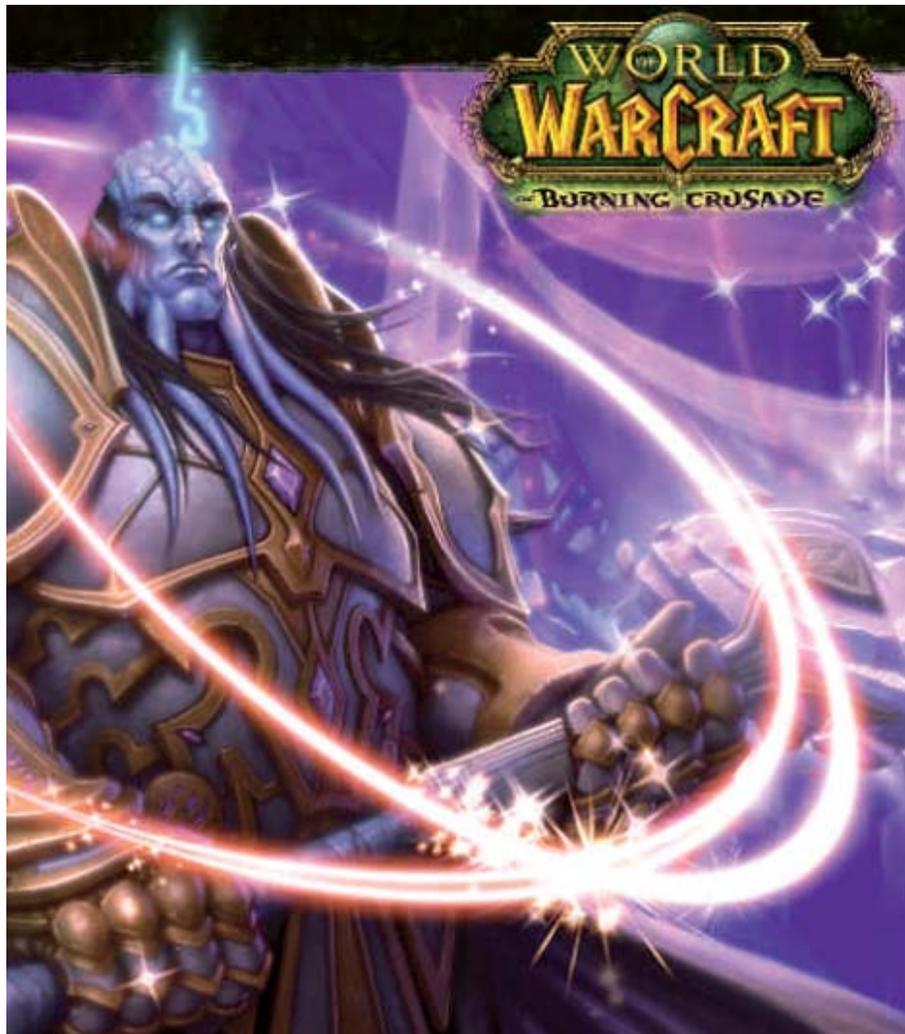
This leaflet is produced by Friends. The leaflet provides information about cyber-bullying and offers useful advice to children as well as adults on how to deal with it.

Living in World of Warcraft (Att leva i World of Warcraft)

This report from the Media Council addresses problems, conflicts and the underlying mechanisms behind playing MMORPGs (Massively Multiplayer Online Role-Playing Game). The report reveals that the mechanisms behind extensive gaming are different than the ones behind, for instance, gambling.

PEGI Online – age rating labels for online games (Bättre skydd för barn som spelar online)

PEGI Online is a new addition to the PEGI system. Its purpose is to give young people in Europe better protection against unsuitable gaming content and to help parents understand the risks and potential for harm in this environment. The leaflet provides information about online games and safety tips to children as well as adults.



Safe online? (Säker på nätet?)

In this internet safety manual writer Ewa Thorslund, in collaboration with the Swedish Media Council, BRIS, Friends - a Swedish anti-bullying organization - and the National Criminal Investigation Department, provides hands-on advice to parents and other adults regarding their children's internet use. The manual emphasizes the importance of understanding the possibilities of internet and new technology, just as much as having to be aware of the risks. *Safe online?* features articles about source criticism, media literacy, computer games, file sharing, happy slapping and integrity issues. The book concludes that you do not have to be a computer expert to be part of your children's lives online – that your experiences as an adult are more than sufficient.



Ewa Thorslund



Debate Cards (Dialogkort) Updated version

The debate cards are used to initiate and support discussions about children, youth, internet and online gaming. They can be helpful in exchange of experiences; when educating, at parents' meetings etc. There are no ready-made answers - the purpose of the cards is to inspire a meaningful and educational dialogue.

What do kids have to say about internet, IT and cell phones? – a study made my BRIS (Vad berättar barn om internet, IT och mobiltelefoner)

The study is a result of BRIS - Children's Rights in Society, a Swedish NGO - being the helpline partner in the campaign *The Young Internet*. The study reports on children's and young people's everyday lives on the internet, which involve problems like cyber-bullying and the publication and spreading of personal pictures and movies. The study confirms that the internet constitutes an important part of children's and young people's life – a part that many adults still are absent from.

Training of BRIS' staff and volunteers

The training of BRIS' staff and volunteers has been set up in three steps:

1. Exercises

Exercises aiming to explore the everyday internet use among children and young people were distributed prior to the training sessions.

2. Literature

Safe online?, a hand-book for parents and other adults, by Ewa Thorslund, was distributed to all helpline workers.

3. Training seminars

A 3.5 hour training session featuring four lectures were held at each of BRIS' five regional offices. Dates and locations were as follows:

- October 10 Malmö
- October 13 Stockholm
- November 10 Umeå
- November 13 Norrköping
- November 29 Gothenburg

The training sessions consisted of:

- a briefing on BRIS' study on internet- or ICT-related contacts (Peter Irgens, BRIS)
- information on *Kids & Media*, the Media Council's survey on young people's media habits (Lena Fagerström, the Media Council)
- Follow-up on exercises and practical demonstration of online communities, chat programs etc. (Johnny Lindqvist, Friends)
- Positive and negative sides of the internet (Ewa Thorslund, author of *Safe Online?*)
- Lecture on cyber-bullying and other online abuse (Johnny Lindqvist, Friends)

239 helpline workers attended the seminars. The evaluation of the training sessions scored a remarkable 4,4 on a five-degree scale for both overall quality and usefulness.

Safer Internet Day 2007

On Safer Internet Day, the new *Tips to adults about young people's use of mobile phones* was launched. The guide was developed by the Swedish Media Council in cooperation with mobile phone operators, industry organisations, children's welfare organisations, as well as governmental agencies.

Five Swedish schools also took a part in an Insafe-initiated international blogathon discussing topics like e-privacy, netiquette and the power of images.

Regional informants for *The Young Internet* campaign

As a result of the previous projects' regional seminars, a network of about 160 qualified informants has been established.

The idea behind starting up the network is that these informants will be able to correspond to the increasing demand for information on internet safety for children

and young people on a regional level in the future.

The informants have continuously received relevant updates on issues regarding children's media use and were also invited to a two-day seminar in Stockholm in August 2007. The seminar was attended by about 40 regional informants from *The Young Internet* network and included an inspirational lecture by a Media and Strategy Consultant at TV4, the largest commercial television channel in Sweden, as well as workshops and several network opportunities.

Online community for informants

Efforts have been spent on setting up and designing an online community for the network of informants. The community will function as a place for the network to meet, share and take part of internet safety information. The Media Council can also use this website to keep the informants updated on the Council's work, as well as a means to get feedback from the members on previous activities – or their opinions on future plans and ideas .

Pilot seminar for social workers

A full-day pilot seminar for social workers took place in Örebro in October. The seminar was arranged in cooperation with a local organisation that was responsible for the practical arrangements.

The agenda for the training seminars included:

- recent facts regarding children's and young people's use of, and attitudes toward, internet and other online technologies
- presentations by researchers specialized in young people's internet cultures, cyber-bullying, grooming and common crimes online
- a panel discussion with young people
- a range of optional workshops with in-depth discussions about the previous presentations

The seminar included a highly appreciated panel discussion with six girls and boys, aged 13 to 18 from the local area. The discussion, led by a professional moderator, addressed positive and negative aspects of the everyday life of children on the internet. The issues raised were about an array of subjects such as chatting, visiting communities, doing homework, playing online games, cyber-bullying and grooming.

The workshops dealt with issues like ways to protect personal information, online communities, cyber-bullying and ethics on the internet.

After attending the training seminar the participants were better equipped to further disseminate the internet safety message.

The Competent Gamer conference

The Competent Gamer was the name of an event that the Swedish Media Council organised in collaboration with the Nordic Council of Ministers, the Nordic Game Program and Nordicom in November.

The conference, that took place at Rosenbad, the Swedish Government Offices, targeted policymakers as well as the gaming industry and was opened by the Swedish Minister for Culture, Ms. Lena Adelsohn Liljeroth.

Some of the questions that were raised during the day were: What is the attraction in games? What pedagogical possibilities do games offer? What effect does gaming have on children's and young people's media skills?

Jonas Linderöth, who is one of the authors of the Media Council report *Living in World of Warcraft*, was a speaker, as well as Ann Katrin Agebäck, The Media Council's Director. There was also a youth panel present discussing their view on computer games and gaming. As the day progressed a new picture of the gamer emerged – one of a competent individual who easily can learn and adapt to a new environment.

Presentation of *The Young Internet* campaign to the Queen of Sweden

On August 28, the Media Council had the privilege to present the Council's work, as well as the campaign *The Young Internet* to Her Majesty Queen Silvia of Sweden. The meeting took place at the Queen's office at the Royal Castle in central Stockholm and ran a full hour.



Queen Silvia

The Media Council presented facts on children's online activities, the national awareness campaign and the European cooperation in the Insafe network. The Queen is well-known for her engagement in children's life conditions and showed a sincere interest in learning more about children's everyday life on the internet. She was also presented with a tool-kit consisting of awareness raising material produced by the Media Council. At the meeting the Media Council was represented by its director Ann Katrin Agebäck.

This opportunity was a result of Commissioner Reding meeting with Queen Silvia on the topic of children's safety in

the information society in Stockholm in December 2005.

The Swedish Media Council at House of Sweden in Washington D.C.

During the fall of 2007, House of Sweden, the newly built Swedish Embassy building in Washington D.C., hosted activities on the theme *Children First!* The opening seminar, launched by the Swedish Minister for Culture, Ms. Lena Adelsohn Liljeroth, was called *Children and Media*. As part of this seminar – on the topic of Media in Children’s Lives – the Media Council presented facts from the survey *Kids & Media 2006* and informed about the work with the EU-co-funded campaign *The Young Internet*. The Council’s participation in the European network Insafe was also pointed out.

A highlight of the program was a youth panel featuring American students sharing their internet habits – it became evident that they had similar experiences as their Swedish counterparts. Overall, the Media Council’s contributions to the seminar were greatly appreciated and sparked a lot of interest among the participants.



The Minister for Culture
Ms. Lena Adelsohn Liljeroth

Meeting with ministers and their senior staff

Two Swedish ministers and their senior staff visited the Media Council in December. The Minister for Culture Ms. Lena Adelsohn Liljeroth, the Minister for Integration and Gender Equality, Ms. Nyamko Sabuni and a Political Adviser to the Minister for Justice, Ms. Beatrice Ask, were present along with the ministers’ senior staff. The 90 minute long meeting consisted of the Media Council presenting the organization’s work, followed by a Q&A session. There was a sincere interest in the activities of the Media Council and it became obvious how multifaceted the Council’s work is and how it is relevant to all the ministries in attendance.



The Minister for Integration and Gender Equality, Ms. Nyamko Sabuni

Media Council at the annual meeting of the Local Consumer Advisors

As many local consumer advisors continuously request information from the Media Council pertaining to children’s and young people’s media use, a Media Council staff member attended the Local Consumer Advisors’ Annual Meeting to provide information, answer questions and distribute awareness raising material.

Participation in panel discussion at Gothenburg Book Fair

Safe online?, a book written by Ewa Thorslund, in close collaboration with the Media Council, was presented at the Gothenburg Book Fair in September. Ann Katrin Agebäck, the Director of the Media

Council and Ms. Thorslund participated in a panel discussion covering issues like cyber-bullying, publishing of pictures on the internet and other questions related to young people's use of the internet and online technologies.

5. Media coverage for the campaign

During the first year of ANSWER 2 there has been 105 articles/segments in newspapers, magazines, radio and television related to the work of the Swedish Awareness Node. Six events generated most of the media attention.

- Safer Internet Day
- BRIS' report What do children tell about internet, IT and mobile phones?
- The opening of *KP-webben*, a new website for children
- The launch of *Safe online?*, a handbook for parents
- The ANSWER training seminar for social workers in Örebro
- The Swedish Media Council's report *Living in World of Warcraft*

Safer Internet Day

On Safer Internet Day the new *Tips to adults about young people's use of mobile phones* was launched. The guide was developed by the Swedish Media Council in a broad cooperation with mobile operators, industry organisations, children's welfare organisations as well as governmental bodies. The guide was mentioned in several large newspapers in a positive and empowering way.

BRIS' report What do children tell about internet, IT and mobile phones?

In August the helpline partner BRIS released a report on what children and young people say about their life online. The report analyses the content of 1 130 contacts regarding internet, IT and/or mobile phones and stresses that the internet constitutes an important part of the everyday life of children and young people. It is used as a means of identity-building and creative outlet, however for obvious reasons most children who contact the helpline do it to talk about problems. The report was presented in an op-ed article in one of the bigger national newspapers and the release was followed

by widespread attention in national newspapers.

The opening of *KP-webben*

In September the Media Council and the youth magazine Kamratposten (KP) held a joint press conference. The aim was to launch *KP-webben*, a new social networking website for children, developed by Kamratposten, and to put focus on internet safety for the youngest internet users. The Media Council took part in the press conference as internet safety experts. When developing the website, KP contacted the Media Council for advice on how to create a safe environment online in order to minimize risks for children. The next day representatives from the Media Council and KP were invited to a studio debate in the morning news at the major national TV channel SVT.

The launch of *Safe online?* - a handbook for parents

The handbook *Safe online?* is a result of a cooperation between one of Sweden's largest publishing houses and a number of national stakeholders of the *The Young Internet* campaign. Writer Ewa Thorslund provides hands-on advice to parents and other adults regarding their children's internet use and emphasizes the importance of understanding the possibilities, just as much as being aware of the risks. The Media Council took part in a press seminar when the book was launched at the annual Swedish Book Fair in Gothenburg. The book was reviewed in several newspapers and is often used as a reference for internet safety tips in the media.

Training seminar for social workers in Örebro

The first regional training seminar targeting social workers was held in October in Örebro. The event was attended by local and regional media and the major regional newspaper also organised a chat session

after the seminar with one of the experts, a researcher specializing in young people's internet cultures and adults' attitudes toward these cultures.

The Swedish Media Council's report *Living in World of Warcraft*

The qualitative report *Living in World of Warcraft* addresses problems, conflicts and the underlying mechanisms behind playing MMORPGs (Massively Multiplayer Online Role-Playing Game). The report was released in November and was presented in an op-ed article in Aftonbladet, one of the leading national newspapers. A very well-attended press conference was held the same day and it generated massive attention in all national media - radio, TV and newspapers. The media interest

continued for a few days after the release. The report was also the subject for debate on many blogs and it was frequently discussed in online forums. The day after the release the Media Council was invited to a studio debate in the national morning TV news to discuss online gaming with a dad and his teenage son.

In addition to the events mentioned above there has been a number of articles addressing different aspects of children's and young people's life online, most of them from a very negative perspective. Issues mentioned are for example cyber-bullying, online grooming, extreme violence and risks related to publishing personal information online.



6. Future work

The Swedish awareness node's work with *The Young Internet* campaign continues in 2008.

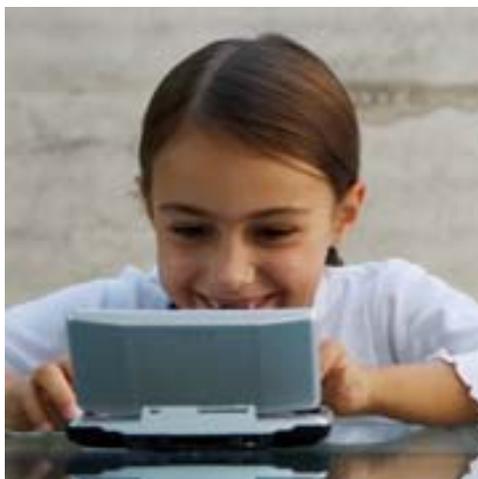
The Media Council is planning on raising awareness of internet safety issues in a series of regional seminars targeting social workers that are scheduled throughout 2008. In addition to this, seminars aimed at school principals and directors of education are also planned.

For Safer Internet Day on February 12, the Media Council will arrange a press seminar, launching a new project that will run during 2008. The project, which is a collaboration between the Media Council, the Swedish Educational Broadcasting Company (UR) and Stockholm City School of Arts (Kulturskolan i Stockholm), aims to

encourage young people in Sweden to share their views of the young internet by making a short digital story about a day in their life online.

In 2008, the Media Council's biannual survey on adolescent's use of online technologies, *Kids & Media*, will once again be published. The survey is the most comprehensive of its kind and will provide a unique knowledge base for future work to build on.

In addition to *Kids & Media*, the Media Council will produce several new awareness raising resources in 2008, for example a film about young people attending Dreamhack, a major local area network gaming event in Jönköping, as well as an English translation of the well-received report *Living in World of Warcraft*.



Appendix

The new resources in the tool-kit are:



Tips to parents and other adults about the use among young people of mobile phones

(Tips till vuxna om barn/unga och mobiltelefoner)

Today mobile phones are an integrated part of everyday life, maybe even more so among children and young people. This guide encourages parents to talk to their children about the use of mobile phones.



Check list for internet communities

(Checklista för mötesplatser på nätet)

A check list to help decide whether a certain social networking site, a community, is appropriate for children and young people.



How are you portrayed on the internet?

(Vilken bild ger du av dig själv på nätet?)

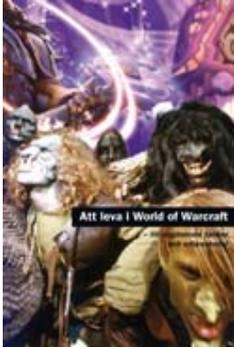
How are you portrayed on the internet? is a leaflet that can be used to trigger discussion with young people about questions regarding publication of images and films on the internet. The leaflet is intended to be a reminder that when uploading or e-mailing a picture or film – or when stripping in a webcam - you can't control how and where the material will be used.



Word List

(Ordlista)

The word list is a compilation of common internet-related words mostly used by young people and children. The word list is targeted toward parents and other adults.



Living in World of Warcraft
(Att leva i World of Warcraft)

Living in World of Warcraft addresses problems, conflicts and the underlying mechanisms behind playing MMORPGs (Massively Multiplayer Online Role-Playing Game). The report reveals that the mechanisms behind extensive gaming are different than the ones behind, for instance, gambling.



Safe online?
(Säker på nätet)

In this internet safety manual writer Ewa Thorslund, in collaboration with the Media Council, BRIS and the National Criminal Investigation Department, provides hands-on advice to parents and other adults regarding their children's internet use. The manual emphasizes the importance of understanding the possibilities of internet and new technology, just as much as having to be aware of the risks. *Safe on the internet?* features articles about source criticism, media literacy, computer games, file sharing, happy slapping and integrity issues. The book concludes that you do not have to be a computer expert to be part of your children's lives online - that your experiences as an adult are more than sufficient.



The parents' meeting - PowerPoint presentation, updated version
(Föräldramötet – PowerPoint)

A PowerPoint presentation suitable for parents meetings or teacher associations meetings on safer use of internet. The presentation contains some statistical data from the survey *Kids & Media 2006* and information on the PEGI rating system for computer games.



Debate cards, updated version
(Dialogkort)

The debate cards are meant to initiate and support discussions about children's and young people's use of the internet in education or at parents meetings etc. There are 54 cards in the set, presenting facts on children and media and expressing opinions and concerns from parents, teachers and teenagers. The purpose of the cards is to inspire to an awareness raising dialogue.

You have three new messages describing how ugly you are
(*Du har tre nya meddelanden som beskriver hur ful du är*)

This leaflet is produced by Friends, a Swedish anti-bullying organization. The leaflet provides information about cyber-bullying and offers useful advice to children as well as adults on how to deal with it.



What do kids have to say about internet, IT and cell phones? – a study by BRIS

(*Vad berättar barn om internet, IT och mobiltelefoner?*)

The study is a result of BRIS - Children's Rights in Society, being the helpline partner in the campaign *The Young internet*. The study reports on children's and young people's everyday lives on the internet, which involve problems like cyber-bullying and the publication and spreading of personal pictures and movies. The study confirms that the internet constitutes an important part of children's and young people's life – a part that many adults still are absent from.

PEGI Online – age rating labels for online games

(*Bättre skydd för barn som spelar online*)



PEGI Online is a new addition to the PEGI system. Its purpose is to give young people in Europe better protection against unsuitable gaming content and to help parents understand the risks and potential for harm within this environment. In this leaflet you will find information about online games and safety tips to children as well as adults.

Other resources in *The Young Internet* tool-kit:



Kids & Media 2006
(*Ungar & Medier 2006*)

The second in a series of annual reports on media habits and experiences of 2000 children/young people aged 9-16. This year the report also includes a survey of 2000 parents of children in the same age. The survey includes questions on television, computer games and the internet.



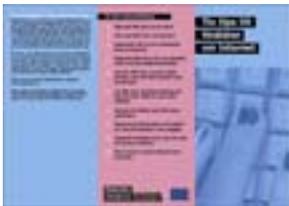
Sniff the Net – fairy tale
(*Nosa på nätet – Superundersökarna*)

The Swedish National Agency of School Improvement has produced *Sniff the net*, a short story in form of a fairy tale, primarily targeting older preschoolers, young students and their teachers. The purpose with the story is to lay the foundations for a curious and critical relation to the internet. The short story is well suited for reading aloud.



Sniff the Net – teaching aid
(*Nosa på nätet – Lärarhandledning*)

This tutorial complements *Sniff the net* with teacher's material: teaching and discussion ideas, games and other classroom activities. Part of the material can be used without the presence of a computer. The purpose of the material is to help teachers to – in a joyful way - guide children into critical thinking.



Ten tips to parents on the Internet
(available in Swedish, Turkish, Arabic, Persian, Bosnian/Serbian/Croatian)
(*Tio tips till föräldrar om Internet*)

Internet is a place for knowledge, social activities and entertainment. Here are 10 tips to support parents in the everyday life – and if something bad happens. The safe use guide for parents was originally developed within the SAFT project by the Swedish Media Council in cooperation with Swedish ICT and media companies like Lunarstorm, Aftonbladet, Microsoft Sweden and Telia.



Information to parents with gaming children
(*Information till föräldrar med dator- och TV-spelande barn*)

Computer and video games are an integrated part of many children's everyday life. Gaming is not only a form of entertainment but also a complex social interaction online as well as in real life. This is an FAQ for adults, including 7 tips to parents, and information on the PEGI rating system.



Lifetime – student magazine
(Livstid)

Debate material for teenagers that describes various scenarios that can happen to the unaware internet user. The scenarios deal with issues like publishing pictures of oneself on the net, cyber-bullying or how to avoid being deceived on the internet. This material was a the result of a cooperation between the Media Council, Microsoft and The Swedish National Agency for School Improvement.



Lifetime – teacher's handbook
(Livstid lärarhandledning)

The Lifetimes teacher's handbook is a collection of good advice on additional exercises and points for further discussion.



The Web Detective of the week – information leaflet
(Veckans sökmästare - Informationsblad)

An information leaflet about the children's competition *The Web Detective of the week*. The assignment is to solve a problem by searching for the answer on the internet. To win you have to not only submit a correct solution, but manage to present a clear and justified description of how you came to the solution.



SAFT education package
(Säker på nätet)

This interactive material is used as a starting point for discussions about internet safety and is aimed for students aged 8 to 10. It contains a teacher's handbook and a number of interactive exercises to be done by the students alone or in groups. In addition there are tasks and exercises that children and parents can do together at home.



Check the source – an easy guide
(Kolla källan!)

Check the Source – which is a part of the Swedish Schoolnet – is intended to be an aid for teaching children how to search for and evaluate web pages and other sources of information. This guide – targeting school children - collects the most important questions at issue.



Collected Links

(Informationsblad om Länkskafferiet)

An information leaflet about the online resource *Collected Links*. The links are selected by the Swedish National Agency for School Improvement and is primarily aimed for students aged 10 to 15 and their teachers.



Copyright – information leaflet

(Upphovsrätt – Informationsblad)

An information leaflet on copyright issues; facts, legislation and how it works. Contains information on when to consider copyright, rules regarding copyright in education and further information resources.



The Young internet - CD

(Det unga Internet - CD)

This CD contains reference material supplementing the seminars and the other material in the tool-kit. It includes material for educational purposes, a readymade PPT presentation for parents meetings and in-depth reference material for teachers and a literature list.



**Violated on the web
(Kränkt på nätet)**

Somebody has – against your will - published your picture on the net, with the consequence that you feel insulted. What can you do? This summary sheet from the Swedish Data Inspection Board gives examples of common situations, how to act and where you can turn to if you feel insulted by somebody on the internet.



**Good computer environment for Students
(Bra datormiljö för eleverna)**

A brochure on ergonomics for students working with computers. The target group for the information is teachers, school principals and decision-makers, people who are responsible for students' working environment in schools.



**Surf Safer
(Surfa Lugnt)**

Surfa Lugnt is a national campaign dealing with the more technical aspects of internet security, such as firewalls and anti-virus software. The brochure contains eight practical advices on how to surf safer. Produced in cooperation between the ICT industry and public agencies.



**Porn Check – different views on sex, pornography, the media and young people
(Koll på porr – skilda röster om sex, pornografi, medier och unga)**

This publication is an anthology. Some articles deal with recent statistical research, some are discussions based on real-life professional experiences with young people and sexuality, some are academic cultural studies. They all present different views on how young people deal with and experience the image of sexuality that internet and other media present them with. A conclusion is that media plays an important role for young people on many aspects of life, including sexuality and self-image.



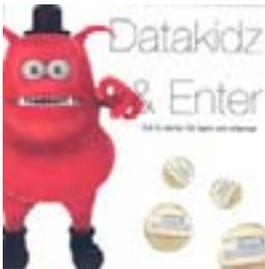
Internet tips for you!
(Internettips till dig!)

This is a short leaflet with six simple safety tips aimed at children up to the age of 13. In short the tips are: Be careful with personal information, Be kind to others online, It is not OK to be bullied, It can be dangerous to meet someone IRL, Everything on the internet is not true, Do not spend too much time in front of the screen.



Common crimes online among young people
(Vanliga nätbrott bland unga)

The National Criminal Investigation Department and The Swedish Media Council jointly produced this leaflet that describes some of the most common crimes young people commit online, sometimes unaware that what they do is a criminal act.



Datakidz & Enter
(Datakidz & Enter)

This DVD contains an episode from the TV series *Enter* and *Datakidz*, produced by UR, Swedish Educational Broadcasting Company. The programs - targeting children (*Datakidz* 7-10, *Enter* 10-12) – are about internet safety issues, dangers and possibilities with the internet. The aim with the programs is to inspire, but also to put attention to the dangers.



PIM – Practical ICT and Media Competence(PIM)
(PIM utvecklar din IT-kompetens)

The Swedish National Agency for School Improvement 2006 is behind this web-based service called PIM (Practical ICT and Media Competence) that gives advice to teachers on how to use tools and programs to integrate ICT in the curriculum. PIM is a part of the assignment from the government given to The Swedish National Agency for School Improvement in 2005 to promote the use of ICT in school.