

# Survey results and awareness actions on social networking sites - case Finland -

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The Mannerheim League for Child Welfare



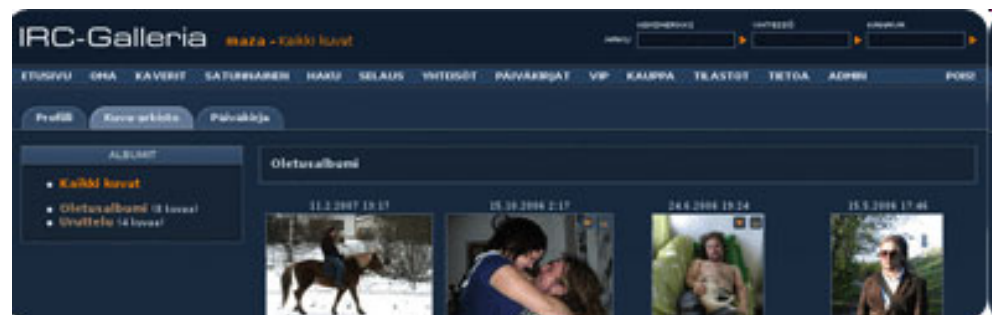
European Commission  
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# The Mannerheim League for Child Welfare

- ❑ NGO with long traditions in support for families and children (est. 1920)
- ❑ Ensures that children's views are taken into account in public decision-making
- ❑ Aims to increase respect for childhood
- ❑ One of the founding members of the International Forum for Child Welfare and belongs to various international networks

# Social networking sites in Finland

- ❑ IRC-Galleria (Sulake Corporation)
  - ❑ 500 000 members (about 10% of Finnish population)
  - ❑ Two thirds of 13-17-year-olds use it, over 2 hours/day
  - ❑ [www.irc-galleria.net](http://www.irc-galleria.net)
- ❑ Several other Finnish sites: ii2.org, kuvake.net, kavereita.net, etc.
- ❑ International: Facebook, Myspace etc.



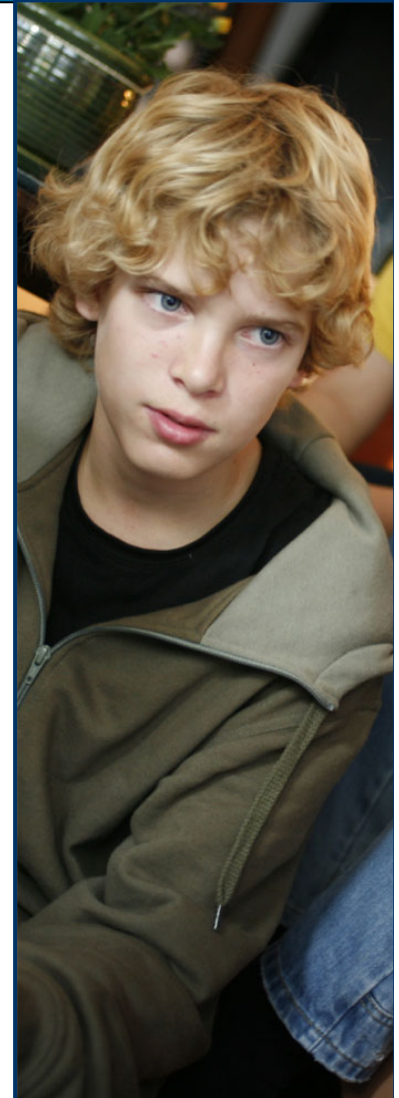
# Pre-survey on social networking sites

Survey data:

n=11 300, 13-17 years, 73% girls  
from Finnish social networking sites:  
Irc-galleria, ii2.org and Kuvake.net

Results revealed several problems:

1. The publicity on the sites is not understood.  
Who is your audience?
2. The dialogue with parents is missing, both  
positive and negative
3. Cyberbullying



# Education and awareness actions



## 1. Online campaign

- ☐ five short videos about privacy and publicity on social networking sites
- ☐ published in IRC-Galleria (1 000 000 views)
- ☐ Chat campaigns on IRC-Galleria and Habbo

## 2. School campaign

- ☐ Over 1000 expert visits in schools
- ☐ Peer students teaching younger students and parents
- ☐ "Online Safety School" –website: [www.tietoturvakoulu.fi](http://www.tietoturvakoulu.fi)



## 3. Media campaign

- ☐ Survey results and school visits widely reported in national and local media
- ☐ Safer Internet Day

# Post-survey on social networking sites in 2007: the joys

Survey data:

n=18 200, 13-17 years, 75% girls  
from Finnish social networking sites:  
Irc-galleria, ii2.org and Kuvake.net



- ☐ The primary reason for using the sites is to keep in contact with the friends you already have (91%)
- ☐ Half have made new friends on the site (49%)
- ☐ Every tenth have found a boy- or a girlfriend on the site (9%)
- ☐ Young people use the site for testing and forming one's identity - which groups to belong to etc.



# Post-survey results: awareness actions



## 1. Online campaign

- ☐ Every third had seen the awareness videos (remembered them after six months)
- ☐ 14% had visited the MLL internet safety awareness website

## 2. School campaign

- ☐ Every fourth had had an internet safety expert visit in his/her school
- ☐ 40% had discussed internet safety in their school lessons

## 3. Media campaign

- ☐ 56% read about online safety in newspapers or in TV
- ☐ Almost half had shown their own profile to their parents

## Post-survey results: positive changes in online behaviour

“A picture of me has been published on this site against my will”: 19% → 13,5%

“My picture has been manipulated or sent forward without my admission” 8% → 4%

“My parents know my nick on this site”  
24% → 31%

“I have never experienced anything disturbing on this site”: 48% → 56%



# Post-survey results: negative trends

**Negative communication among the youngest users (13-15 years) has increased**

- ☐ Sexually disturbing comments  
13 % → 17 %
- ☐ Mocking comments  
33 % → 36 %

**No change:**

- ☐ gossip (11%)
- ☐ discrimination (5%)
- ☐ identity deception (3%)



# Cyberbullying



- ❑ “Have you been bullied online during the last year?”  
21,1 % → 18,6 % (decreased 2,5%)

## **School bullying continues online**

- ❑ Half of the cyberbullies are offline buddies  
35% from the same school and 12% from hobbies etc.
- ❑ School bullying continues online in every fifth case
- ❑ 41% told no one about bullying online
- ❑ Those who told someone, 60% got no help for the situation and with 8% the situation got even worse

# Mixing the online and offline life

- ❑ Two thirds (64%) had made new friends online
- ❑ 40% had met their online friends face-to-face (only 23% in 2006)
- ❑ Still, 40 per cent went to the first meeting alone (44% in 2006)



# Summary: best practices

- ☐ Co-operation with the companies operating the social networking sites
- ☐ Face-to-face events in schools
- ☐ Youth participation
- ☐ Large media impact

# Ongoing actions on social networking sites in Finland

- ❑ Several NGOs organising group chats and other online community actions
- ❑ MLL youth groups organising online peer support
- ❑ Youth workers' virtual club *Netari* works in Habbo and IRC-Galleria
- ❑ Moderator training by Save the Children

Virtual youth club Netari  
@ work on-line



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