

Factual background

Results – survey of how young people act while surfing the Internet

These results are based upon the scientific analysis that researchers from Lund University are responsible for. During the autumn of 2009 the report will be printed in full version at the Nordic Council of Ministers.

The basic data comes from questionnaire, interviews and eye-tracking that students from the 9th grade participated in. The result of the survey is presented here:

Results from questionnaires and interviews

One part of the survey was to find out the financial situation. It showed that 12 percent of the teenagers are working and are making about 40 euro a month. 37 percent have a monthly allowance and get about 50 euro a month. They spend about 35 euro. Less than 5 percent spend all their money, one third spend most of it and more than half save their money. They buy clothes, snacks, entertainment and technique.

School, spare time and health

More than 40 percent say that they enjoy school very much, 45 percent are satisfied and 14 percent say it was “okay”. No one says they do not feel well. Two-thirds participates in an organized activity after school. The same amount say that they exercise twice a week or more, which means that one-third do not exercise at all.

22 percent say that they are underweight and have a body mass index of 18.5 or less. 7 percent say that they are overweight. Two-thirds say that they are very or quite satisfied with the way they look.

Media and everyday

43 percent own a personal computer, 36 percent have a TV and 95 percent have a mobile phone. As many as 65 percent of young people spend between 1 and 3 hours in front of computer. 58 percent watch TV between 1 and 2 hours per day.

Watching TV perceives as passive, while computers and mobile phones are seen upon as more active.

The computers are in favour! They use the Internet to chat (86%), listen to music (66%) and to download music (44%). 68 percent used Internet as a part of doing the homework.

Social media

Many teenagers are blogging. It is very important to them to be on the Internet in order to be confirmed. But many of them have a negative attitude and feel like they are being interrupted by the advertisements when they are communicating with friends; either on the mobile phone or by e-mail. They feel like these places on the Internet are “private”. Examples on these “private” places are Lunarstorm, MSN and other chats.

Boys and girls

There are differences by the way they surf the Internet. Boys tend to spend more time on the Internet, but they are not allowed to visit pornographic web pages, must avoid pages where they might get a computer virus and not register as a member. The girls spend less time on the Internet and have more rules to follow. They are not allowed to give out their names and addresses and chat with people they do not know.

Attitudes to advertisements on the Internet

As many as 83 percent are disturbed by the advertisement and 76 percent say it is a problem. They say it is annoying, not funny and unnecessary. 76 percent have developed strategies to avoid the advertisement; they block the banners by holding up their hand towards the screen, ignore it and close the banners as quick as possible. But they do have problems explaining the differences between commercial and impact. They can easily explain how the banners look like, they repeat the jokes and sing the tunes, but have problems explaining the meaning of the media. They are also very suspicious and the word "swindled" is a word they use rather often.

Results from the eye-tracking survey

During 15 minutes the teenagers were surfing the Internet with no instructions. The results have been analyzed by researchers and laboratory staff.

The most visited web pages were:

- **social media** as Lunarstorm, MSN, Facebook
- **media web pages** as newspapers, tv-channels and cartoon network
- **search engines** as google
- **services** as ticnet, local but tables cinemas
- **special interests** as sport, music, fashion, make-up and hobbies

The most popular web sites they visited were:

1. Youtube
2. Picture diary
3. Google
4. MSN
5. Wikipedia
6. Hotmail
7. Aftonbladet (a national journal)
8. Facebook
9. Fotboll
10. Lunarstorm

Advertisements of fast food and unhealthy foods as soda, potato chips and candy were half of all the banners. It was also this category that got the most attention from the teenagers.

During the 15 minutes the teenagers were

- Visiting 121 unique web sites
- Loaded 77 sites
- Spent 18 seconds in average on each site
- Were exposed to 132 possible advertisements
- Paid attention to 10 percent of all the advertisements

In total they loaded 3042 sites and out of these the researchers found 5165 advertisements. This is the total amount of all possible advertisements that the young people could be exposed to. Out of these they paid attention to 10 percent, which is 13.69 ads in general. That makes about 15 seconds per person and session.

At the interviews afterwards four out of five people said that they did not remember the advertisements. But it is scientifically proofed that 0.5 seconds is enough to have an impact and the eye-tracking has generated loads of data where every millisecond has been measured. The result shows that that these young people may have been influenced by the advertisements they have been exposed to.