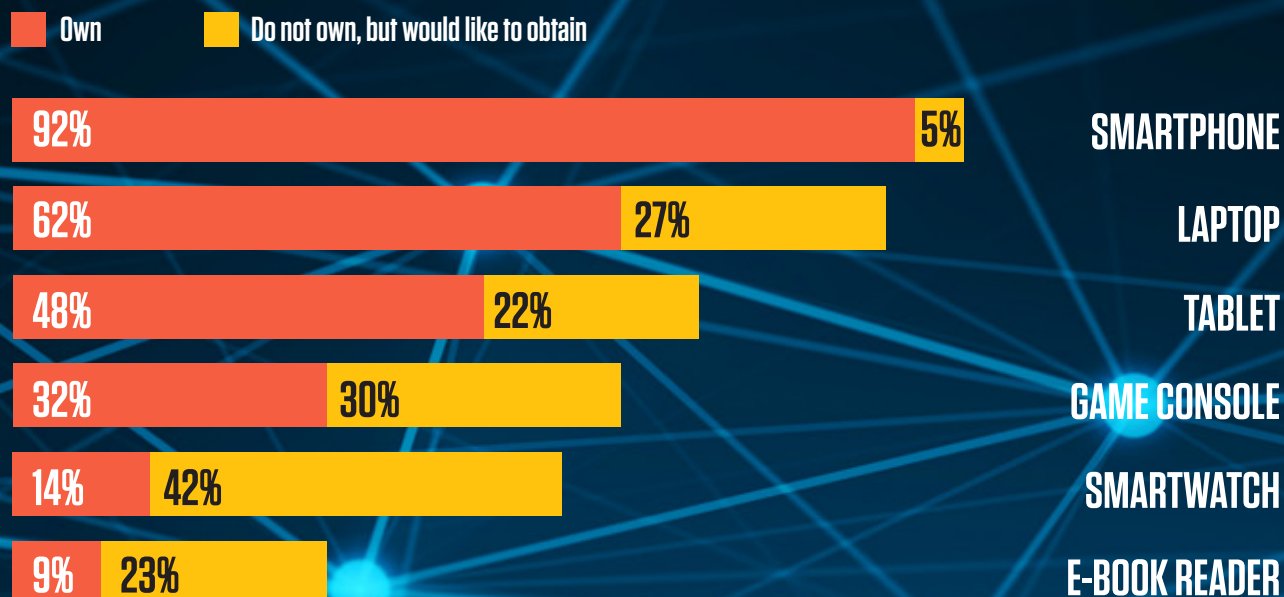


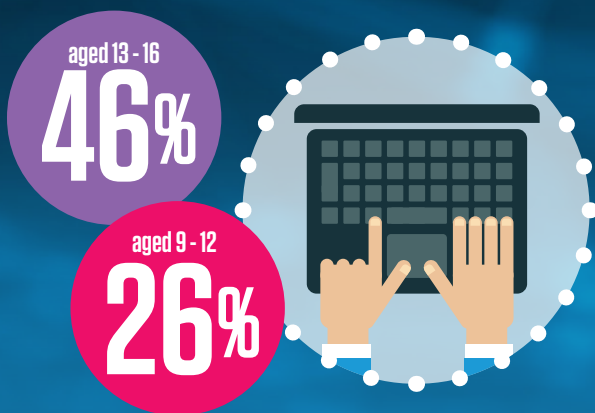
WHAT DEVICES DO THEY OWN AND USE?

Which of the below mentioned do you own and which would you like to obtain for personal use? (%)

All the respondents are 9 to 16 years old, n=1203



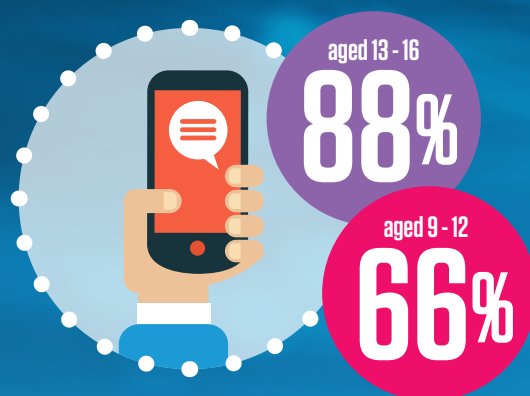
USE THE INTERNET ON COMPUTER EVERY DAY



MOSTLY USED FOR:

- downloading (53%) and watching (49%) films
- sending e-mails (52%)
- looking for information that is necessary for school (46%);
- playing online games (44%)

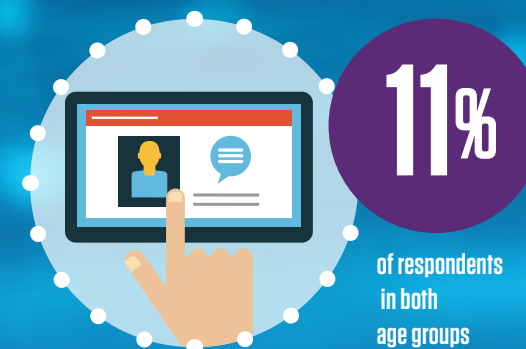
USE THE INTERNET ON SMARTPHONE EVERY DAY



MOSTLY USED FOR:

- sending messages on different communication platforms (77%)
- visiting social media sites (70%)
- listening (68%) and downloading (61%) music
- editing and posting photographs on the internet (60%)
- watching videos online (56%)

USE THE INTERNET ON TABLET EVERY DAY



Children and adolescents in Latvia use the internet on tablets significantly less than on phones and computers.

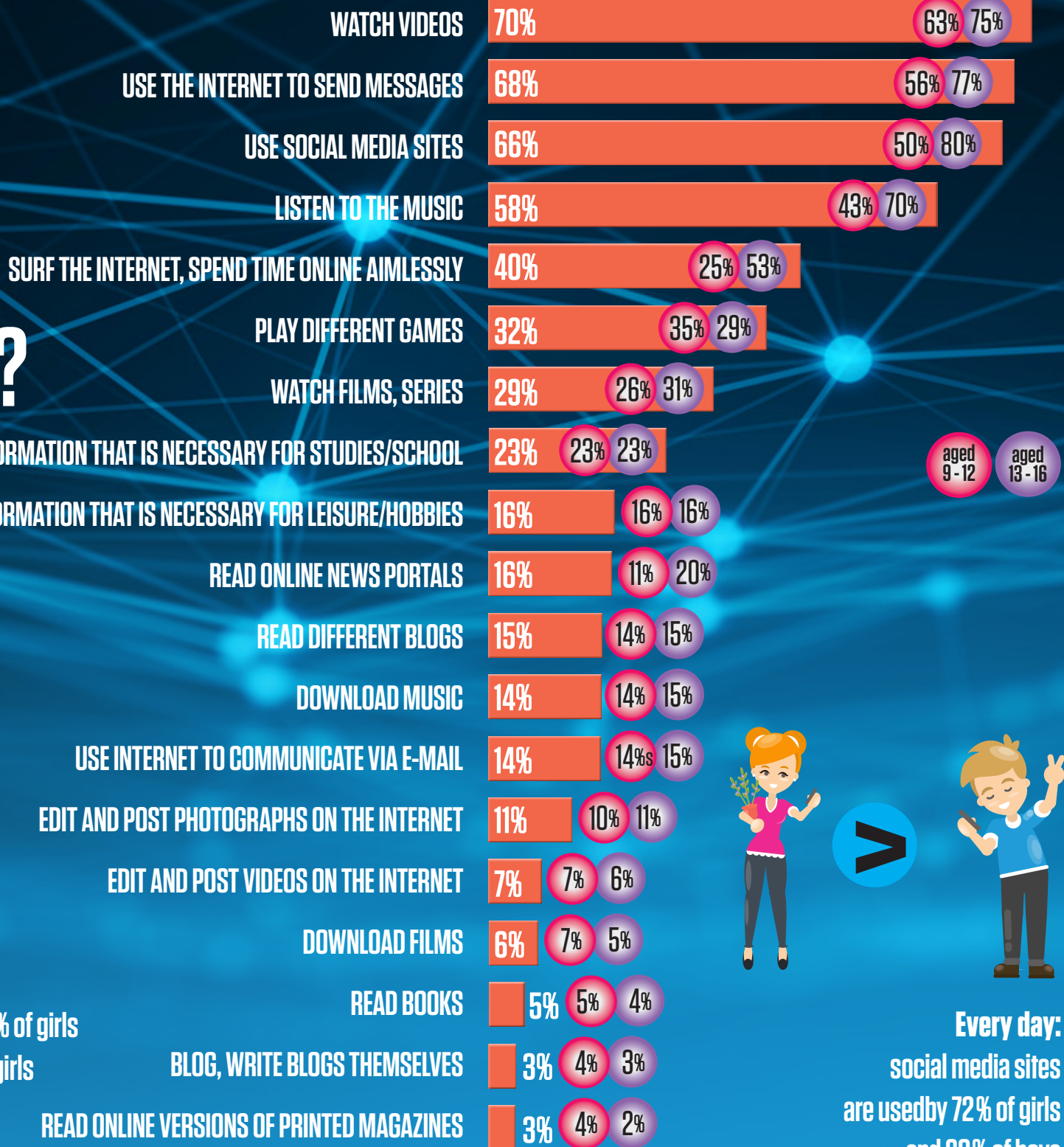
WHAT DOES THE YOUNGER GENERATION DO ON THE INTERNET?

■ what % of respondents aged 9-16 does this every day...



Every day:

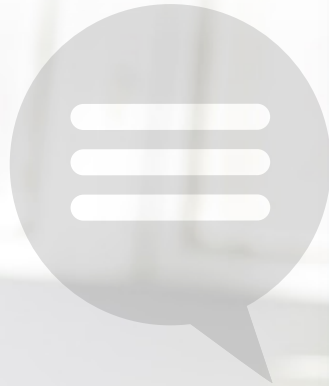
- different videos are watched by 79% of boys and 60% of girls
- online games are played by 45% of boys and 18% of girls
- communication via e-mail is done by 18% of boys and 10% of girls



Every day:
social media sites are used by 72% of girls and 60% of boys

WHAT PLATFORMS ARE USED?

☐ what % of respondents aged 9-16 use these websites, social media sites, communication platforms every day...



Every day:

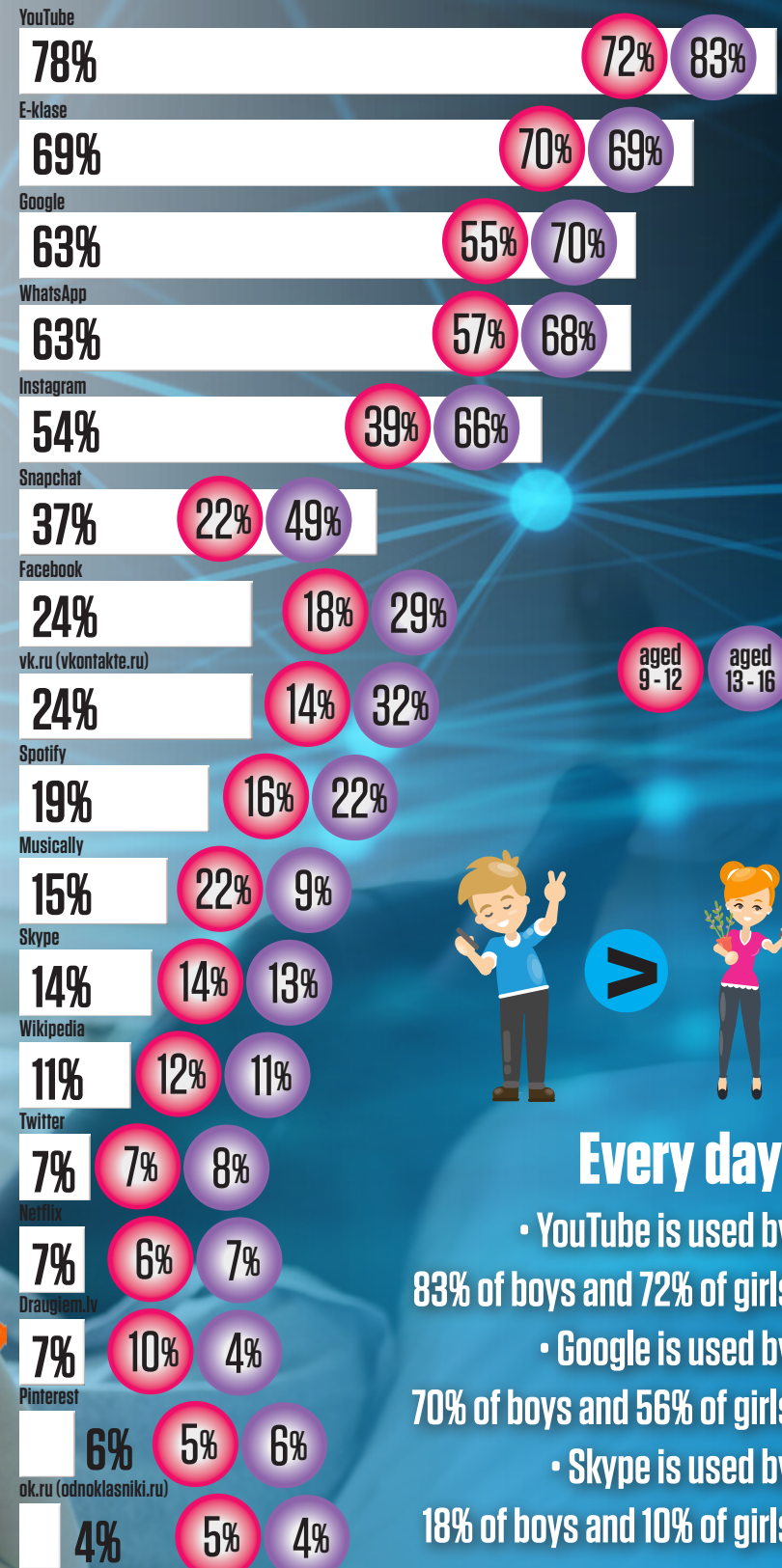
- Instagram is used by 60% of girls and 47% of boys
- Snapchat is used by 46% of girls and 28% of boys
- Musical.ly is used by 22% of girls and 9% of boys

YouTube

KLASE
 Google



NETFLIX



Every day:

- YouTube is used by 83% of boys and 72% of girls
- Google is used by 70% of boys and 55% of girls
- Skype is used by 18% of boys and 10% of girls



what % of respondents aged 9-16 watch these type of videos on the YouTube platform every day...

97%

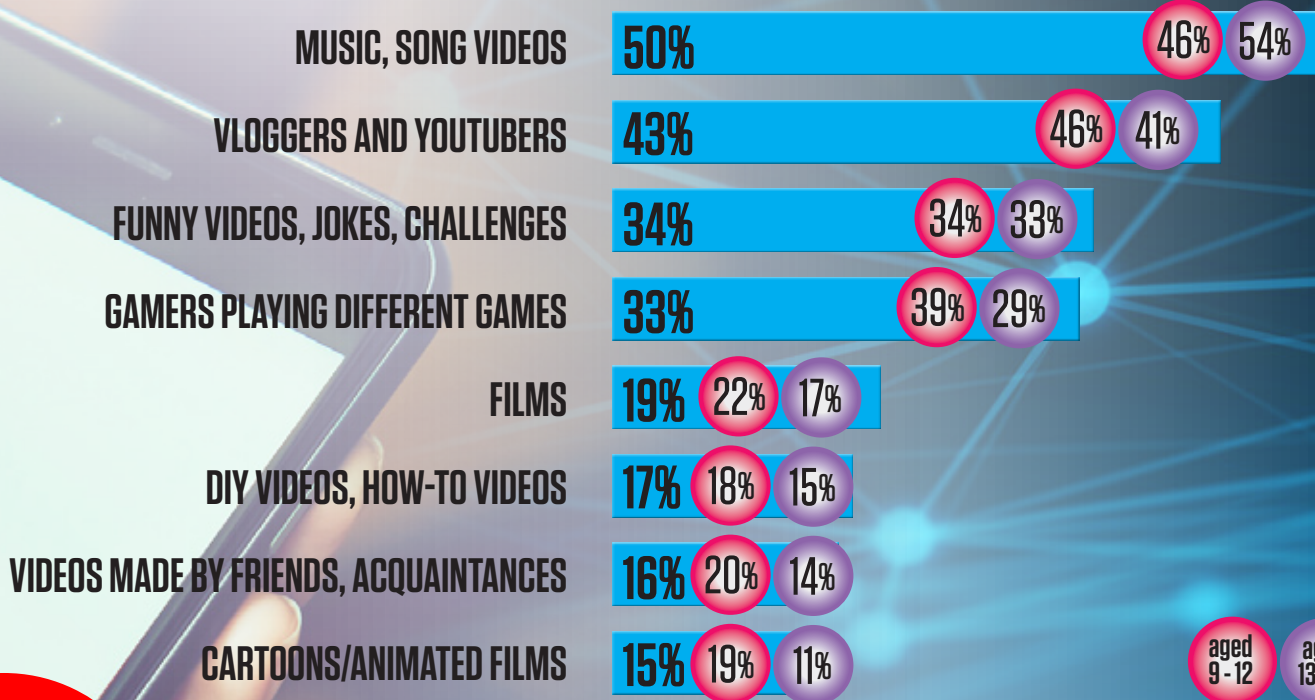
have indicated that they generally tend to use YouTube

78%

use YouTube **EVERY DAY**

A FIFTH of the respondents (19%) use YouTube for more than

5 ^{!!!} hours per day



aged 9-12 aged 13-16

Boys watch YouTube more than girls

YouTube celebrities (Vloggers & YouTubers): daily watched by



Funny videos, jokes, challenges: daily watched by



Others playing games (Gamers): daily watched by



Sending Messages on Internet Platforms

have indicated that they generally tend to use the internet for sending messages

92%

68%



■ for what purposes do the respondents aged 13-16 use the WhatsApp platform?

use the internet for sending messages every day

TO COMMUNICATE WITH FRIENDS AND ACQUAINTANCES

69%

TO KNOW WHAT FRIENDS AND ACQUAINTANCES ARE DOING

45%

TO EXPRESS THEIR OPINION

35%

TO FIND OUT OTHER PEOPLE'S OPINIONS

31%

TO GIVE OTHERS INFORMATION ABOUT THEMSELVES

31%

TO AMUSE THEMSELVES AND HAVE FUN

30%

!!! Skype is used daily only by 14%



have indicated that they generally tend to use WhatsApp

86%

of the respondents have indicated that

63%

use WhatsApp every day

16%

of the respondents have indicated that they use WhatsApp for more than three hours per day



Use of Social Media Sites



Instagram is generally used by **73%** of the respondents

54% of the respondents use it every day

14% of the respondents use Instagram for more **three hours** per day

aged 9-16

89%

generally tend to use social media sites

aged 13 - 16

80%

use social media sites every day

aged 9 - 12

50%

66%



Snapchat is used by **57%** of the respondents

37% of the respondents use it every day

11% of the respondents use Snapchat for more than **three hours** per day



Facebook is used by **69%** of the respondents



Only **24%** of the respondents use Facebook every day



draugiem.lv is used by **41%** of the respondents

Only **7%** of the respondents use draugiem.lv every day



vk.com is used by **34%** of the respondents

It is the most popular social media site among respondents who mostly speak Russian at home:

it is generally used by **72%** of the representatives of the target audience, **57%** – use it every day

30% of the children and adolescents, who mostly speak Russian at home, use vk.com for more than **three hours per day**



Kultūras ministrija



UNIVERSITY OF LATVIA
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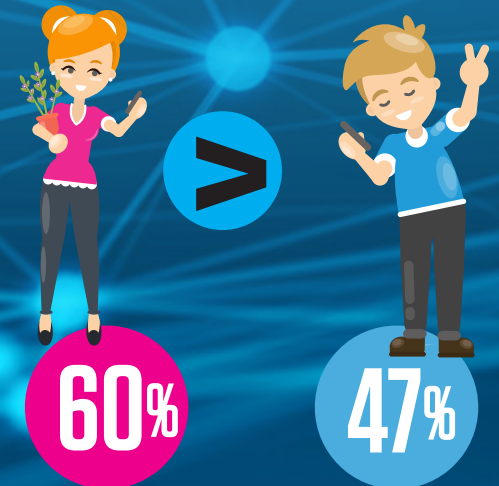
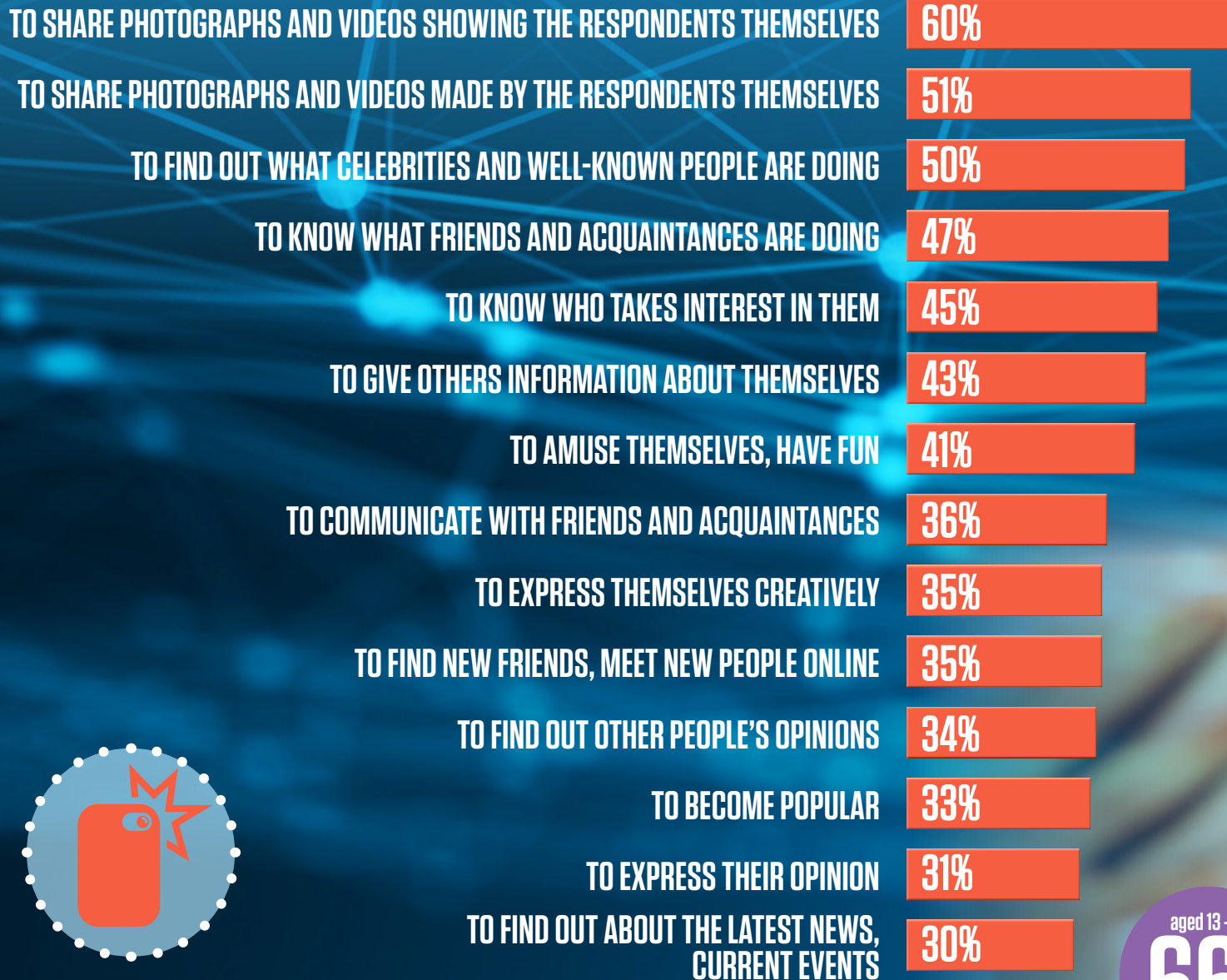


for what purposes do the respondents aged 13-16 use Instagram?



Instagram

girls use it daily more than boys do



Respondents say:

"I simply take a picture of something, then I enhance and post it, I usually post some landscapes, sometimes, but very rarely I take a look at what certain people have posted"

older children use it daily more than younger ones

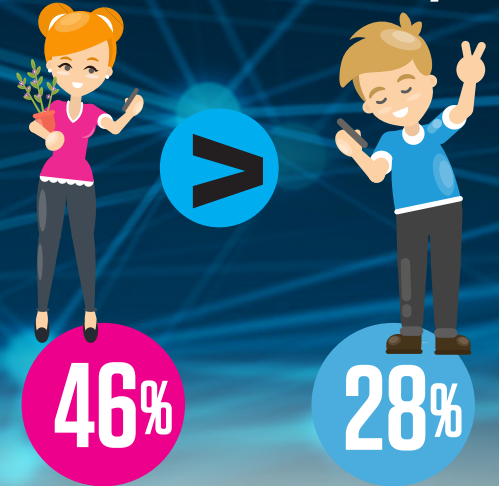


for what purposes do the respondents aged 13-16 use Snapchat?



Snapchat

girls use Snapchat daily more than boys



- TO FIND OUT WHAT FRIENDS AND ACQUAINTANCES ARE DOING 36%
- TO SHARE PHOTOGRAPHS SHOWING THE RESPONDENTS THEMSELVES 30%
- TO AMUSE THEMSELVES AND HAVE FUN 29%
- TO COMMUNICATE WITH FRIENDS AND ACQUAINTANCES 29%

Respondents say:

Girl, 16: *You can take a picture or film some short videos and you can send them either to some specific friends or you can post them to your story so that all your friends can see it. And now, in summer, there has been a new update that allows you to see where all of your friends, who have agreed to it, are located, in Latvia or generally around the world.*

Boy, 12: *It's like... You show what you are doing during the day. Either you show it to the world or to those that follow you. You send pictures to your friend, there are also these streaks that show for how many consecutive days you have showed them pictures. He takes any picture and you can write on them or put different fonts, you can put smileys or something like that.*

older children use it daily more than younger ones

aged 13 - 16
49%

aged 9 - 12
22%



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for what purposes do the respondents aged 13-16 use Facebook?



Respondents say:

Girl, 16: I signed up on Facebook in the very beginning and then I checked it every day. And now it is not the most interesting social media. And nobody that I know is really active there. Only my mum is very active.



Despite the fact that Facebook has imposed an age restriction before one can create an account (13 years old),

56% of the children aged 9-12 have stated that they tend to use this site.

Older children use it daily more than younger ones

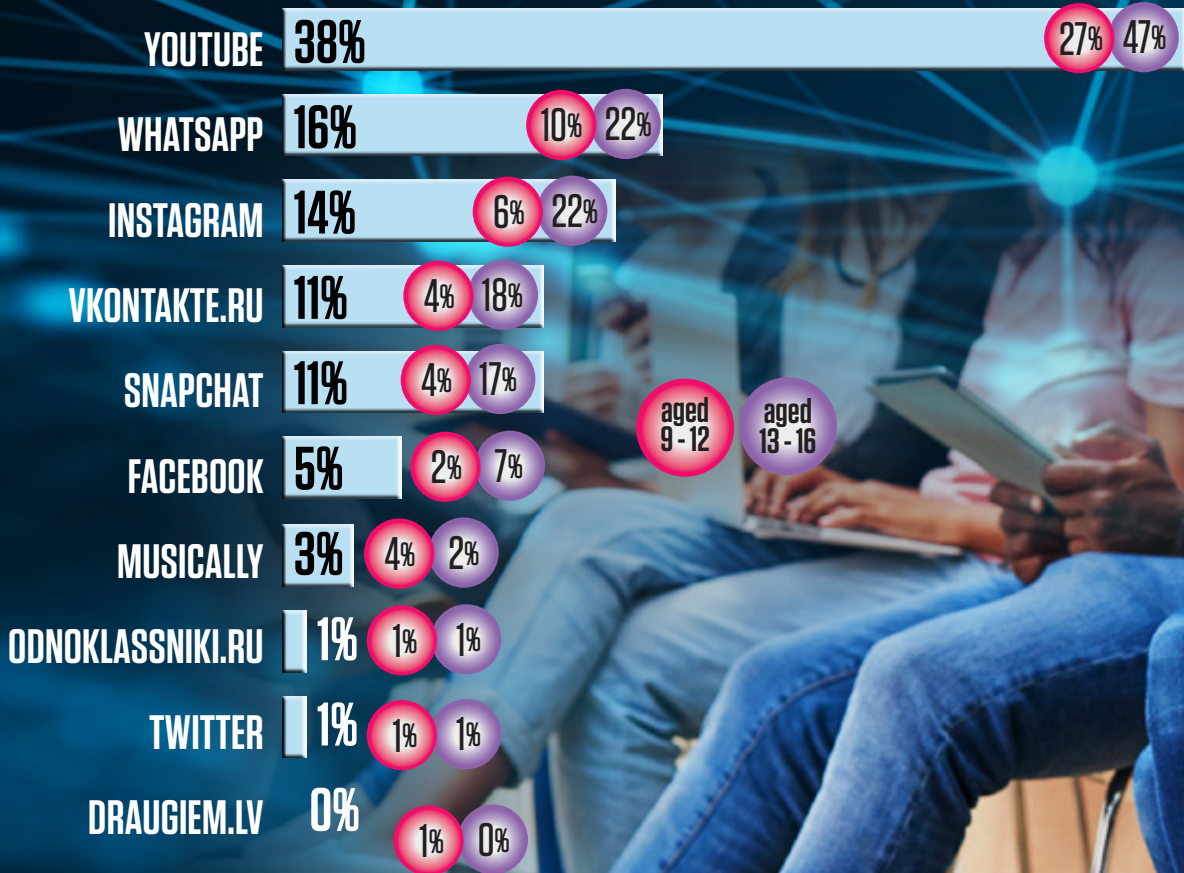
aged 13 - 16
29%

aged 9 - 12
18%



DURATION OF THE USE OF PLATFORMS

■ What % of respondents aged 9-16 spend **3 HOURS PER DAY AND MORE** on platforms?



Boys spend more time on YouTube, girls - on social media sites



More than 3 hours per day are spent on:

- YouTube by 41% of boys and 35% of girls

!!! There are considerable differences between the respondents who mostly speak Latvian in their families and those who mostly speak Russian and other languages

More than 3 hours per day are spent on

- WhatsApp by **21%** Latvians and **8%** of speakers of other languages
- Instagram by **17%** Latvians and **9%** of speakers of other languages
- Snapchat by **13%** Latvians and **7%** of speakers of other languages
- vkontakte.ru by **2%** Latvians and **30%** of speakers of other languages

More than 3 hours per day are spent on:

- WhatsApp by 21% of girls and 12% of boys
- Instagram by 21% of girls and 8% of boys
- Snapchat by 16% of girls and 6% of boys
- vkontakte.ru by 14% of girls and 9% of boys



PARENT ENGAGEMENT

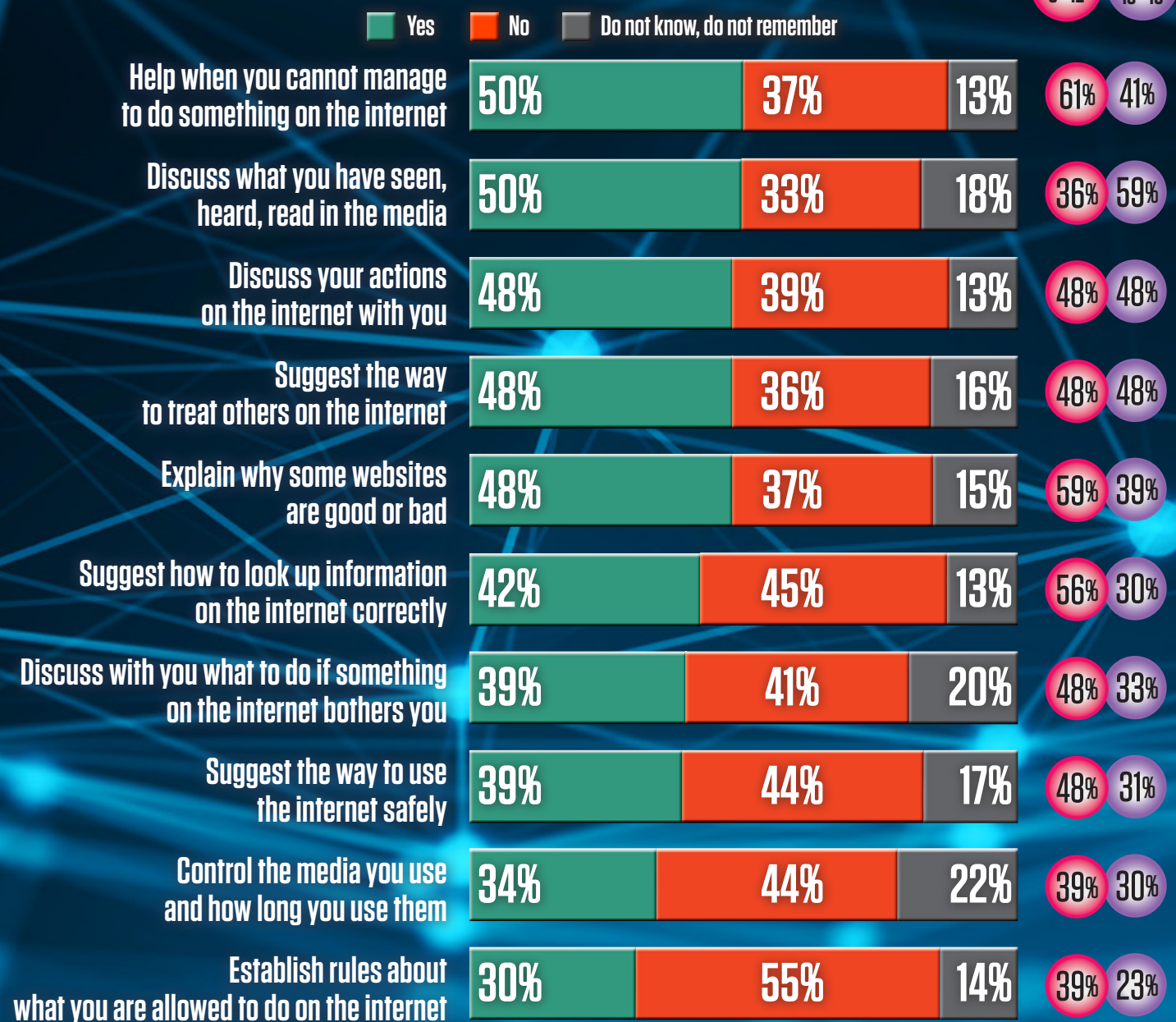
Respondents say:

Boy, 15: *Now my parents have also started to use Facebook and WhatsApp, for example. Not Instagram... Mum doesn't really like publicly sharing pictures online. She doesn't understand how it works and how you can change the setting of everyone seeing your pictures to only your followers. And my dad simply doesn't know anything about it.*

Boy, 9: *Sometimes me too, when I have homework, I need some help from Google and then I type in what I need. For example, "autumn plants", I type it in and then I often can't find anything, but when my mum comes and helps me she always finds it.*

Have the parents of the children ever done any of the below mentioned actions? (%)

All the respondents are 9 to 16 years old, n=1203



!!! **A FIFTH** (19%) of the children aged 9-12 want their parents **to be more interested** in what they do on the internet

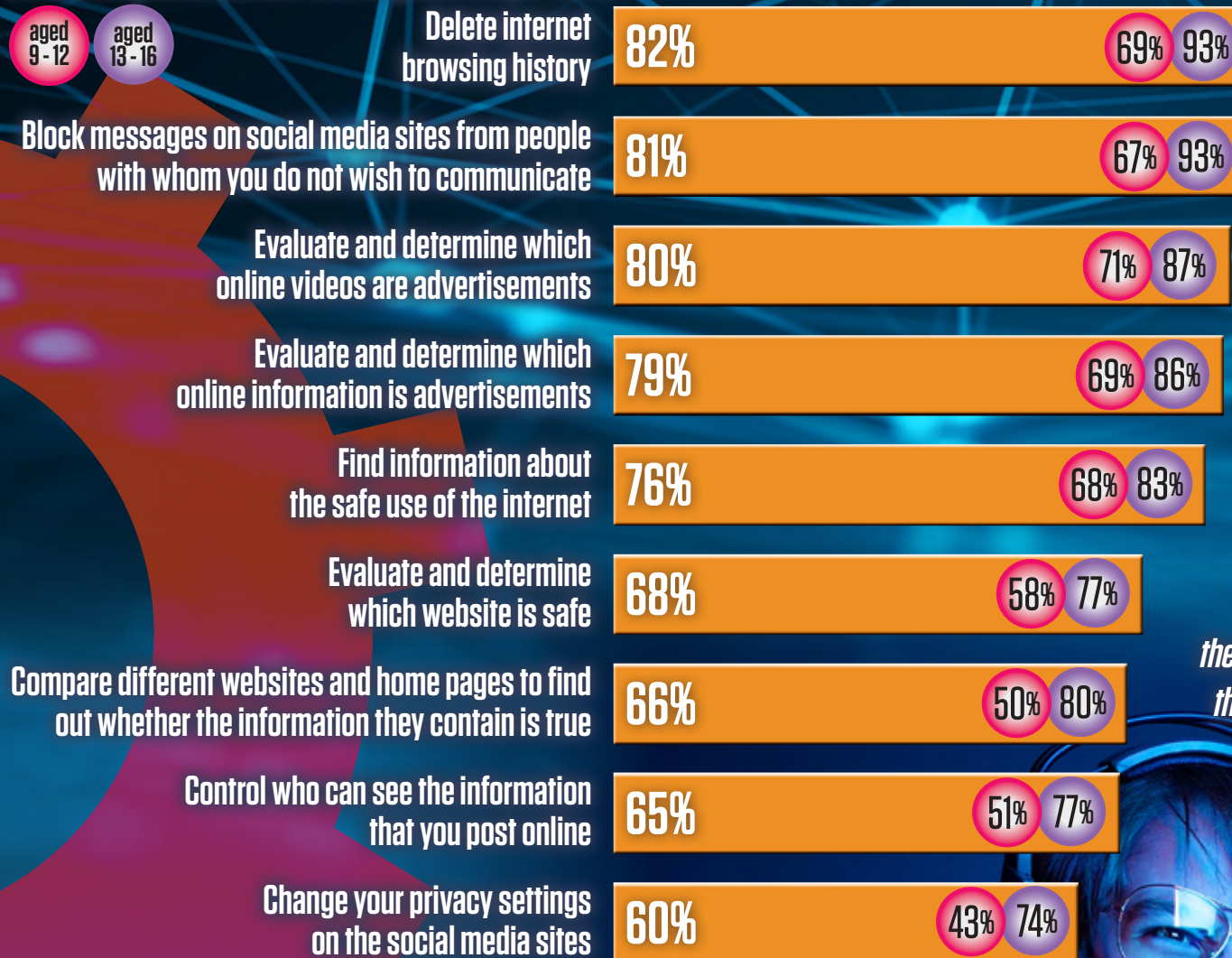
!!! **9%** of the boys aged 9-16 say that their parents **DO NOT KNOW ANYTHING** about what they do on the internet

ONLINE SKILLS SELF-ASSESSMENT

Which of the below mentioned actions do children and adolescents know how to perform on the internet?

All the respondents are 9 to 16 years old, n=1203

aged 9-12 aged 13-16



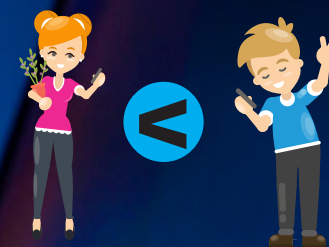
A larger proportion of children speaking Latvian in their families (**63%**) than those speaking Russian and other languages (**54%**) consider themselves being able to change privacy settings on the social media sites.

The skills necessary for using internet are self-taught:

Girl, 14: *I learned them myself, I look for things myself, do them myself... You can learn from YouTube videos, because there are various tutorials, "do it yourself" etc., you can find a lot of things there.*

Girl, 16: *They haven't told or taught us anything about it [operating framework of social media sites] at school. We kind of had Computer Science from grade 5 to grade 7 I think, or to grade 8... but they don't really teach you about social media stuff, you simply use general things like Word and Excel and stuff...*


Boy, 15: *They haven't taught us too much about it at school. They teach us something about Excel and PowerPoint in Computer Science... as to social media sites, I learn about them myself, nothing about that at school, I learn while I'm using them. There are a lot of sites on the internet that show you how.*





There are more boys (**73%**) than girls (**64%**) who consider themselves being able to evaluate and determine which website is safe.

WHAT DO TEENAGERS WANT TO LEARN MORE ABOUT AT SCHOOL?


INTERNET SAFETY


 **Boy, 16:** *Up until now they haven't really taught about it, nobody has taught me safety anywhere. We were only taught to make all kind of sheets on PowerPoint, gave different homework... They should teach us more about internet safety, how to use website so that you don't get viruses and don't get hacked.*


 **Girl, 16:** *I think that generally we should be taught internet safety. It might seem obvious and, in my opinion, young people don't pay attention to it, so it should be taught.*


 **Girl, 16:** *Generally, internet safety is the main thing. They should also teach simply how to use it correctly and generally talk about the consequences that are everywhere. About the fact that everything you do stays on the internet and that you must think before posting anything... I think they should teach it to children in particular, because they start using it at a very early age. Because anything you do on the internet stays on the internet. And even if you do something stupid when you're, say, seven or eight, somebody might still find it someday.*

SAFE DISSEMINATION OF PERSONAL INFORMATION

 **Boy, 15:** *But they should also teach about how much of the information that you post is then transmitted to the whole world. What stays on those servers. For example, if you shop online, they save credit cards.*

 **Girl, 15:** *School should warn about those safety things: don't post anything you wouldn't like everyone to know about; don't share anything that might offend you and which you don't want everyone to know about; don't trust everyone you see.*

 **Girl, 16:** *They should teach us internet safety and that we cannot disclose information. Even though they teach about it, but they should teach more, because now it has gone very far on the internet.*

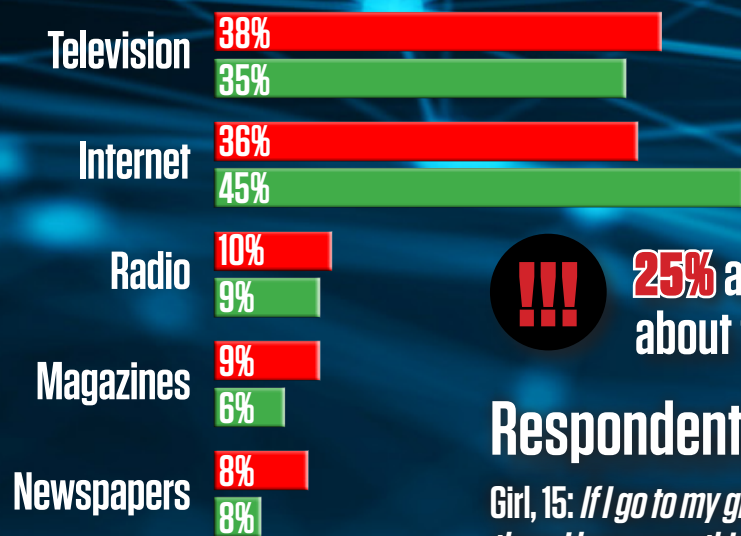
 **Girl, 14:** *They should teach us about how to use all social programmes in general. What you can post in them, what you can't post, what you can tell and what you can't. They should also maybe teach more so that pupils know what is generally going on in the world, so that they read news and develop themselves. So that they don't spend that much time just looking at something senselessly... That could be taught in Social Science. In younger grades that could also be Computer Science. And maybe also English.*



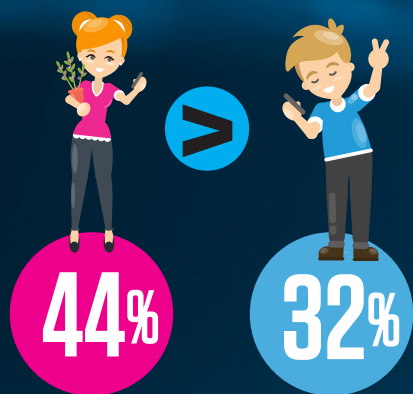
NEWS SOURCES

What % of the respondents obtain news **ABOUT EVENTS IN LATVIA** and across the **WORLD** through the below mentioned channels?

All the respondents are 9 to 16 years old, n=1203

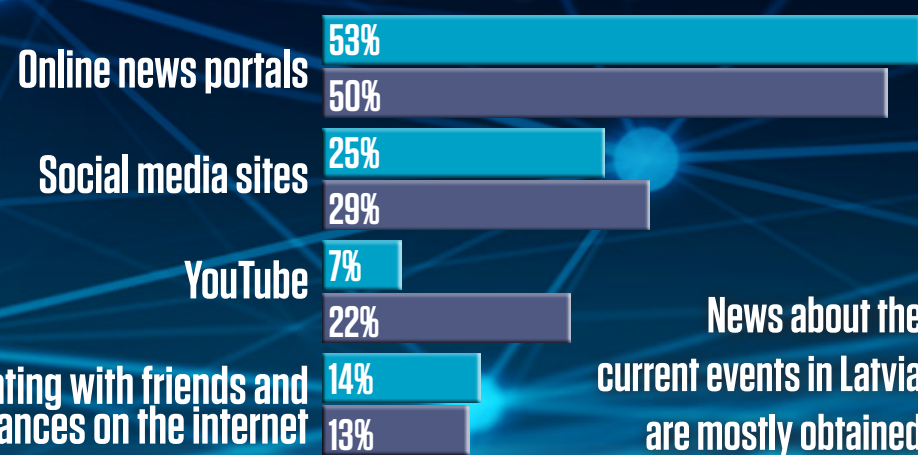


Girls watch news about Latvia on television more than boys do.



What % of the respondents obtain news **ABOUT EVENTS IN LATVIA** and across the **WORLD** through channels on the **INTERNET?**

Respondents aged 13-16, n=655



News about the current events in Latvia are mostly obtained on the portal **delfi.lv 35%**, much more rarely: on the portals **tvnet.lv 12%** and **apollo.lv 11%**

!!! 25% admit **not being interested** in news about the current events in Latvia.

Respondents say:

Girl, 15: *If I go to my granny's, she usually has news in the background, at least there I hear something about what's going on. Usually, if there's anything I'm interested in or if it appears somewhere, I get to know about it.*

Girl, 14: *I don't really watch news. In the morning, when mum watches Panorāma, I sometimes listen along for a little while. Also mum listens to the radio every morning, then I hear a bit of it. But it depends and there are often times when my dad or mum tells me about something interesting that has happened or stuff like that...*

Girl, 16: *I don't know almost anything about the current events in Latvia. Only when I want to log onto my profile on E-klase, there are some articles on their homepage. And if after taking a quick look I see something interesting, I click on it. But mostly I'm not interested in news in Latvia.*

Boy, 16: *... But television earns money with news. They show us news, and then it's like... the money about the events that happen is [arranged] beforehand. You have to say this and this, and this and if you've said it, they'll pay you the money. But they have to find a balance so that the money is enough for everyone. Some more, some less.*

