WHAT ADULTS SHOULD KNOW ABOUT GAMING
– FINDINGS FROM TELIA COMPANY’S CHILDREN’S ADVISORY PANEL

Alliance to protect minors online
October 14, 2019
TELIA COMPANY’S CHILDREN’S ADVISORY PANEL AS A WAY TO GIVE CHILDREN A VOICE

Societal debates and policy discussions

Education material

Industry initiatives

#TeliaChildrenOnline
7 COUNTRIES, 600 PARTICIPANTS AND 159 FILMS

• **Focus:** “What I would like adults to understand about online gaming and e-sports?”

• **Age group:** 8th grade, 15 years old

• **Methodology:**
  • Digital questionnaires for quantitative results
  • Co-creative workshops using Plotagon animation tool

• **In partnership with:**

![World Childhood Foundation](image1)
![Ipsos](image2)
THE FOUR THEMES OF CAP 2019

THE BEST THINGS WITH GAMING
What do CAP kids want adults to understand about the best things with gaming?

THE WORST THINGS WITH GAMING
What do CAP kids want adults to understand about the worst things with gaming?

REASONS NOT TO PLAY
What do CAP kids want adults to understand about why some kids do not want to play?

THE ROLE OF GAMING IN MY LIFE
What do CAP kids want adults to understand about the role gaming plays in their lives?
GAMING AND E-SPORTS ARE POPULAR ACTIVITIES FOR CHILDREN

**GAMING FREQUENCY**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Total</th>
<th>Girls</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>I play online games frequently, every day or almost every day, and I can play for hours on end</td>
<td>45%</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>I play online games now and then, a couple or a few times per week</td>
<td>34%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>I rarely play online games</td>
<td>44%</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>I don’t play online games at all</td>
<td>5%</td>
<td>18%</td>
<td>67%</td>
</tr>
</tbody>
</table>

**E-SPORTS VIEWING FREQUENCY**

<table>
<thead>
<tr>
<th>Viewing Frequency</th>
<th>Total</th>
<th>Girls</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>I frequently watch e-sports</td>
<td>18%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>I occasionally watch e-sports</td>
<td>8%</td>
<td>8%</td>
<td>44%</td>
</tr>
<tr>
<td>I rarely watch e-sports</td>
<td>28%</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>I don’t watch e-sports at all</td>
<td>29%</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Summary of Learnings</td>
<td>The Best Things With Gaming</td>
<td>The Worst Things With Gaming</td>
<td>Reasons Not To Play</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----------------------------</td>
<td>-----------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Making new friends and socializing</td>
<td>Risk of gaming taking over your life</td>
<td>Alienation and broken relationships</td>
<td>Entertainment and comfort</td>
</tr>
<tr>
<td>Emotional rewards</td>
<td>Excessive gaming can put a strain on social relationships</td>
<td>Other interests and priorities</td>
<td>Learning and growing</td>
</tr>
<tr>
<td>Improving skills that are useful outside gaming</td>
<td>Gaming can trigger anger and frustration</td>
<td>Negative impact on health and wellbeing</td>
<td>A potential source of conflict between kids and parents</td>
</tr>
<tr>
<td>The dream and pursuit of becoming a professional</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
BEST THINGS WITH GAMING
SUMMARY OF LEARNINGS

Making new friends and socializing

Improving skills that are useful outside the gaming context

Emotional rewards

The dream and pursuit of becoming a professional

An e-sport player!? My son will not engage in that kind of stupidity!

A football player? My son will not engage in that kind of stupidity!

Some time ago...

Dad realized that he was repeating the same mistake as his father and let his son pursue his dream.

E-sport World Tournament 2025 has ended. The winner is from Latvia! Let’s go live to the event location.

I am thankful to all my supporters, but I especially want to thank my dad!
There is a risk of gaming taking over your life

Excessive gaming can strain social relationships

Gaming can trigger anger and frustration

“Is your game more important than us?”

“Yes it is!”

“Wake up! You are being so antisocial!”

“Can you blame me? I can socialize more with my game!”
REASONS NOT TO PLAY
SUMMARY OF LEARNINGS

Alienation and broken relationships
Negative impact on health and wellbeing
Other interests and priorities

“Please don’t leave, I’m sorry! Playing is not more important than you!”

“Ok, whatever, can I just play now!?”

“Too late for apologies! Bye!!”
ROLE OF GAMING IN MY LIFE
SUMMARY OF LEARNINGS

Entertainment and comfort

Learning and growing

A potential source of conflict between kids and parents

LITHUANIA

"Why do you like PC games so much?"

"They teach me many things, they help me get better at things and to socialize, and they also give me joy."

SWEDEN

"This is my life and I intend to become a professional gamer and game designer when I grow up, so you just have to respect that…"

"... I was hoping you would understand better, but if you’re good at it and love what you do, I guess it’s OK."
CHILDREN AND GAMING - A GUIDE TO PARENTS

LAPSET PELAAMASSA - OPAS VANHEMMILLE
TELIA GUIDING PRINCIPLES FOR RESPONSIBLE DIGITAL GAMING

We promote

• **Integrity, fair play and inclusion**
  We support a gaming culture, where all players are respected and we have zero tolerance for harassment, bullying and discrimination.

• **Adherence to age limits**
  In order to protect minors from inappropriate content, we always make sure that age ratings of games are respected in our operations.

• **Child rights in digital media and well-being**
  We promote child rights and safety in digital media and the balance between online gaming, family and social relationships, school work, rest and physical well-being in everyday life.

• **Equal opportunities**
  We want to provide equal opportunities for online gaming to everyone.