



Mediemyndigheten



# **Popular online platforms, harmful experiences and attitudes to safety measures among Swedish children and young people**

**A statistical analysis**

SIC SE – project 101158399

D1.5 – National survey/study/questionnaire



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# 1.

## Introduction

In February 2024, the European Union (EU) legislation the Digital Services Act (DSA) entered into force. The DSA is intended to contribute to ensuring that the internet is a safe place for users and includes special provisions regarding the protection of minors. The Swedish Post and Telecom Authority (PTS) is the Digital Services Coordinator for DSA in Sweden, and together with PTS, the Swedish Agency for the Media and the Swedish Consumer Agency are competent authorities. This means that the agencies jointly have supervisory responsibility for compliance with the DSA in Sweden. The Swedish Agency for the Media has special supervisory responsibility for the majority of articles concerning minors within the DSA.

The Swedish Agency for the Media is also the coordinator of the EU funded project Safer Internet Centre in Sweden. The Safer Internet Centre is a joint effort to work for a better internet for children and young people online and is run together with the children's rights organisations Bris – Children's Rights in Society and Ecpat Sweden. The project 2025/2026 (project 101158399), has a specific assignment from the European Commission (EC) to contribute to the implementation of the DSA. The purpose with this report is to contribute to this assignment, which includes collecting and compiling information about Swedish children's and young people's experiences of online platforms (D1.5 – National survey/study/questionnaire).

This report will compile information about which the most popular online platforms among children and young people in Sweden are and what harmful experiences they have online as well as where those experiences occur. In addition, the report will examine Swedish children's and young people's use and attitudes towards safety measures that have been installed by platforms and/or are discussed in the public debate. This to contribute to increased and in-depth knowledge about Swedish children's and young people's digital media use in connection with the EC's implementation of the DSA and the guidelines under Article 28.

The results will be presented through three questions:

- What are the most popular online platforms among children and young people in Sweden?
- What harmful experiences do Swedish children and young people have online and where?
- Do Swedish children and young people use safety measures and what are their attitudes towards them?

## Data sources

This report consists of results from three different data sources to draw a wider picture of children's and young people's digital media use, experiences and attitudes towards safety measures on digital platforms. The sources are:

- "Kids & Media 2025" written by Yvonne Andersson (2025) for the Swedish Agency for the Media
- "Nordic Media Literacy Survey" produced by the Nordic media authorities and funded by the Nordic Council of Ministers (2026)
- "Young people's perspectives on age limits on social media" written by Jacob Strandell (2026) for the Swedish Agency for the Media.

Consequently, when reading and interpreting the report, it should be kept in mind that the results are drawn from different statistical sources. This may, for example, affect the period during which the data was collected and the age of the respondents. All statistical analyses have used weights in order to ensure representative results. For a more comprehensive explanation of the methodology, please refer to the respective sources. However, the purpose of this report is to analyse the current situation for children and young people, and the use of a broader selection of sources helps provide a broader understanding, as the sources highlight different aspects of the issue. Some of the data used in this report has not previously been published. The specific source will be clearly defined in the presentation of the results. A further description of each source follows below.

Kids & Media is a bi-annual survey conducted by the Swedish Agency for the Media. The survey analyses children's and young people's digital media use nationally, as well as parents' attitudes towards their children's media use. The data is collected by Statistics Sweden on behalf of the agency. This current report will include statistics from a selection of questions in "Kids & Media 2025" (Andersson, 2025) with data gathered during 2024–2025. The respondents are children from the age 9 to 18 years old who have been

divided into three age groups: 9–12, 13–16 and 17–18 years old. Almost 2 200 children and young people responded to the questionnaire.

“The Nordic Media Literacy Survey” (Nordic Council of Ministers, 2026) was produced by the Nordic media authorities and funded by the Nordic Council of Ministers. It was published in 2026 and comprises data from Sweden, Norway, Denmark, Finland and Iceland. The data was collected during 2024–2025 and the respondents range in age from 9 to over 65. This report will use a selection of questions from the Nordic Media Literacy survey only looking at young people in Sweden, aged 9–15. This data consists of around 1 000 responses.

“Young people’s perspectives on age limits on social media” (Strandell, 2026) is a memorandum from the Swedish Agency for the Media, covering data gathered by Youth Barometer (sv: Ungdomsbarometern) on behalf of the agency. The respondents are between 15–24 years old and around 1 700 young people have answered the survey which was conducted in 2025.

**Table 1.1: Overview of data sources**

	Period for data collection	Ages	Responses
“Kids & Media 2025” Andersson, 2025	October 2024–February 2025	9–18	2 195
“Nordic Media Literacy Survey” Nordic Council of Ministers, 2025	December 2024–April 2025	9–15	1 010
“Young people’s perspectives on age limits on social media” Strandell, 2026	October–November 2025	15–24	1 745

# 2.

## What are the most popular online platforms among children and young people in Sweden?

### **Snapchat, Tiktok and Instagram are the most popular online platforms**

In the Kids & Media survey, children and young people are asked about their use of social media in their free time. Almost half the 9–12-year-olds use social media, 56 % of the girls and 44 % of the boys (Andersson, 2025, pp. 106). The share of teenagers who are social media users is significantly higher. Almost all teenagers, 13–16 and 17–18, reply that they use social media. Girls 13–16: 97 %; boys: 90 %. Girls 17–18: 98 %; boys: 90 % (pp. 106).

The children who have replied that they use social media are also asked about how often they use different platforms (every day, sometimes a week, once a week, more infrequently or never). In all three age groups, the most popular platforms looking at an everyday use are:

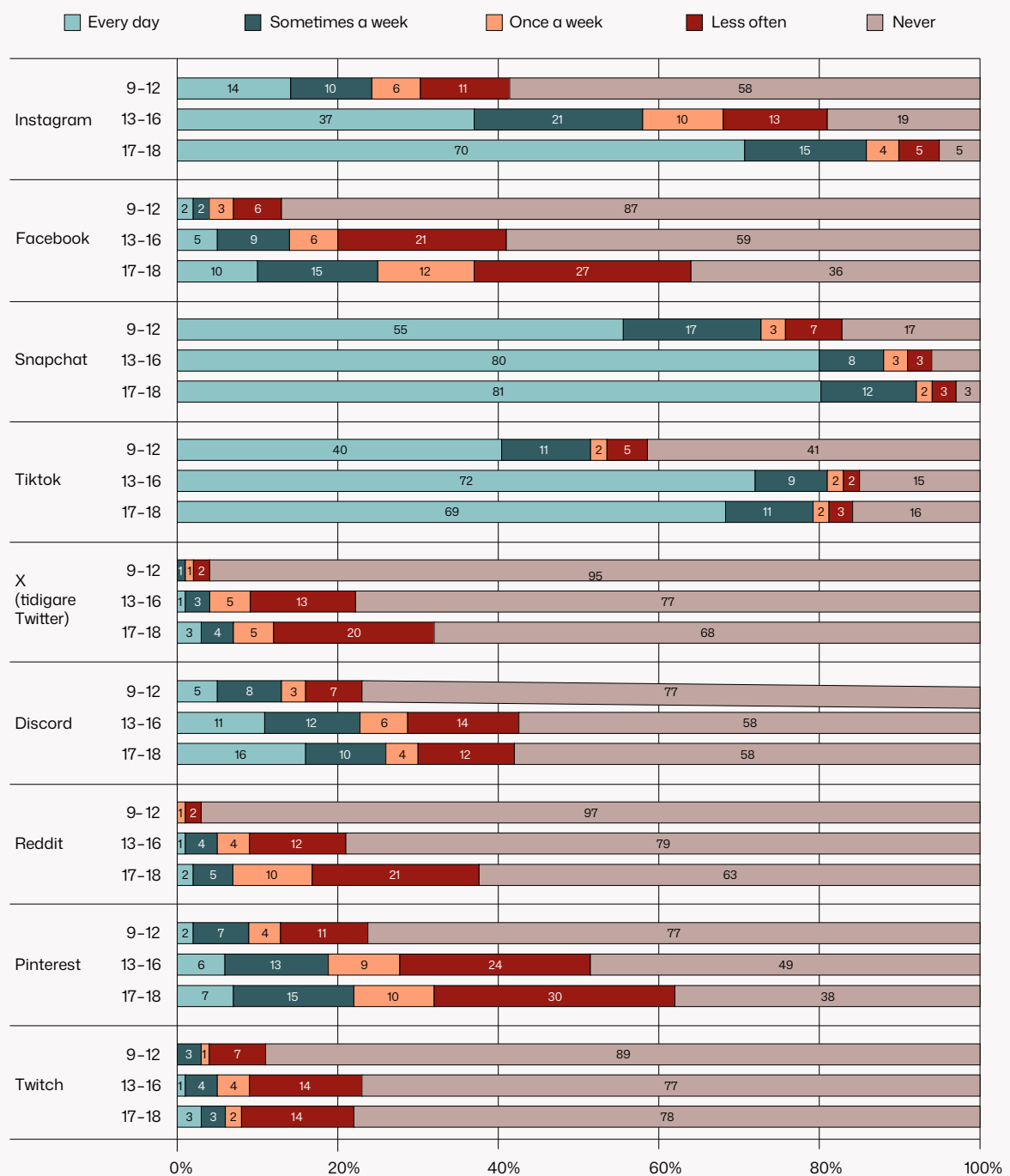
- Snapchat
- Tiktok
- Instagram

Among the social media users aged 9–12, 55 % use Snapchat every day, 40 % use Tiktok every day, and 14 % use Instagram every day. Among the social media users aged 13–16, 80 % use Snapchat every day, 72 % use Tiktok every day and 37 % use Instagram every day (graph 2.1).

Compared to the younger age groups, Instagram is at the same level of popularity as Tiktok among the 17–18-year-old social media users. Around 70 % of teenagers aged 17–18 reply that they use Instagram and Tiktok every day. However, Snapchat is also the most popular platform for this age group, where 81 % reply that they use Snapchat every day (graph 2.1).

Other common platforms among the social media users are Discord, Facebook and Pinterest. However, the daily use is 16 % or lower for all three of these platforms (graph 2.1), which is significantly lower than for the most popular ones. Finally, there is a significant difference in the use of Discord between teenage girls and boys. Among social media users aged 13–16, 20 % of the boys use Discord every day compared to 3 % of the girls. The difference is even larger in the age group 17–18; 28 % of the boys versus 8 % of the girls use Discord every day (pp. 109–110).

**Graph 2.1: If you think about your free time, approximately how often do you usually use the following social media? (%)**



Source: Andersson, 2025, pp. 106-107, (original graph).

The children and young people are also asked if they play digital games and those who answer yes get asked an open text question on which game/s they play. They can reply with a maximum of three games. The most popular games in each age group are presented in table 2.1. However, the games differ depending on gender. For example, Fortnite is not a popular digital game among girls in any of the age groups (Andersson, 2025, pp. 95–96).

**Table 2.1: The three most popular games in each age group (%)**

Ages 9–12	Ages 13–16	Ages 17–18
1. Roblox (42 %)	1. Block Blast (21 %)	1. Block Blast (9 %)
2. Fortnite (18 %)	2. Roblox (19 %)	2. Minecraft (8 %)
3. Minecraft (17 %)	3. Fortnite (13 %)	3. Hay Day (6 %)

**Data source:** Andersson, 2025, pp. 95–96.



# 3.

## What harmful experiences do Swedish children and young people have online and where?

### **Harmful experiences online differ between age and gender however encountering disturbing images is among the most common experiences**

In Kids & Media 2025, questions are asked about perceived harmful experiences on the internet or via mobile phones. The first question groups several types of experiences together and is phrased: “Over the past year, have you, on the internet or via your mobile phone, experienced any of the following:

- been subject to someone being mean to you or bullying you?
- been threatened?
- been subject to someone publishing pictures or videos of you against your will?
- been asked by someone you don't know to send pictures of you where you are nude or lightly dressed?
- been sent pictures from someone you don't know of them being nude or lightly dressed?
- been pressured by someone you don't know to do something sexually against your will?
- been subject to someone hijacking your social media or game account?”

The question on whether the child has been approached by a stranger and pressured to do something sexually against their will, is solely put to teenagers (children 13 years and older). In addition, a question is also asked about disturbing images. This question is phrased “Over the past year, have you encountered disturbing images (e.g., of dead bodies from war, accidents, or shootings) in your social media feeds?”.

Overall, more children and young people have answered “no” than “yes” when asked whether they have had any of these harmful experiences on the internet or via their mobile phones. In general, teenagers report having had such experiences more than children aged 9–12.

Among the teenagers, the most perceived form of exposure is encountering disturbing images on social media. There is a significant difference between this risk and others (see graph 3.1). The largest share of 9–12-year-olds instead report having been exposed to bullying or mean behaviour. The four most common harmful experiences in each age group are presented in table 3.1.

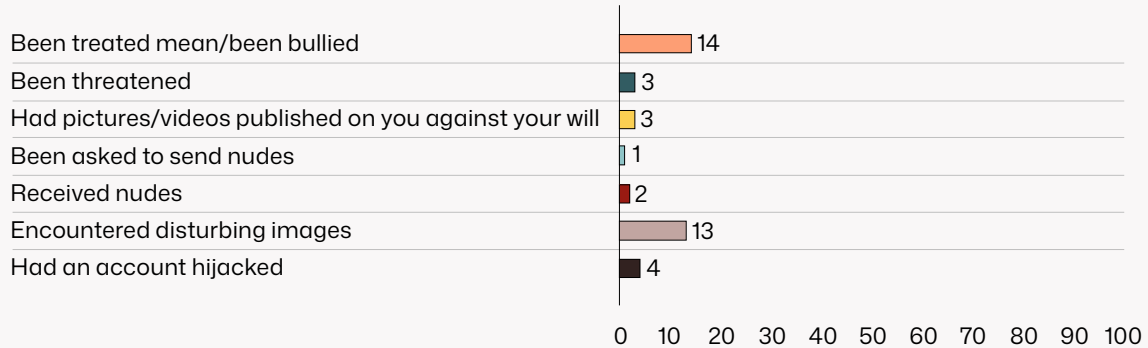
**Table 3.1: The four most common harmful experiences in each age group (%)**

Ages 9–12	Ages 13–16	Ages 17–18
1. Been subject to mean behaviour/been bullied (14 %)	1. Encountered disturbing images (42 %)	1. Encountered disturbing images (62 %)
2. Encountered disturbing images (13 %)	2. Been subject to mean behaviour/been bullied (21 %)	2. Received nudes (21 %)
3. Been threatened/had pictures published of you against your will (both at 3%)	3. Received nudes (17 %)	3. Been asked to send nudes (17 %)
4. Received nudes (2 %)	4. Been threatened/ had pictures published of you against your will /been asked to send nudes (all at 12 %)	4. Been subject to mean behaviour/been bullied (14 %)

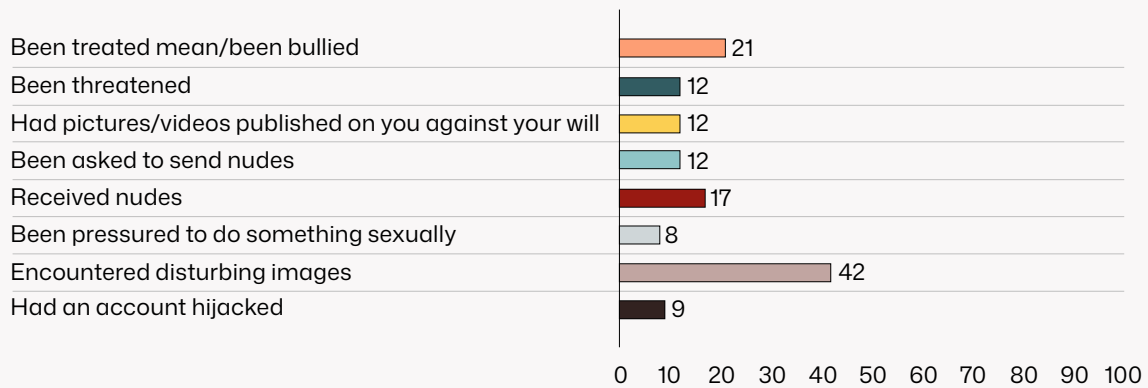
Data source: Andersson, 2025, pp. 123 & 126.

**Graph 3.1. In the past year, have you encountered any of the following on the internet or via your mobile phone? Share of yes responses (%)**

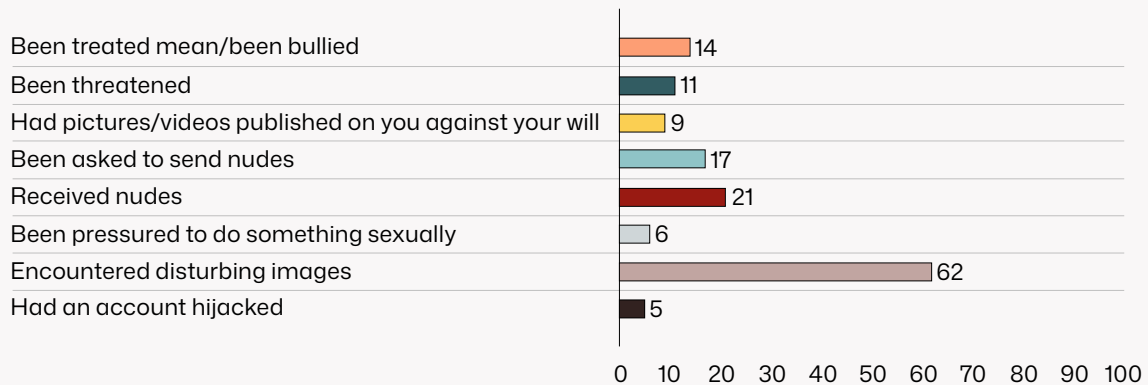
**9–12 years old**



**13–16 years old**



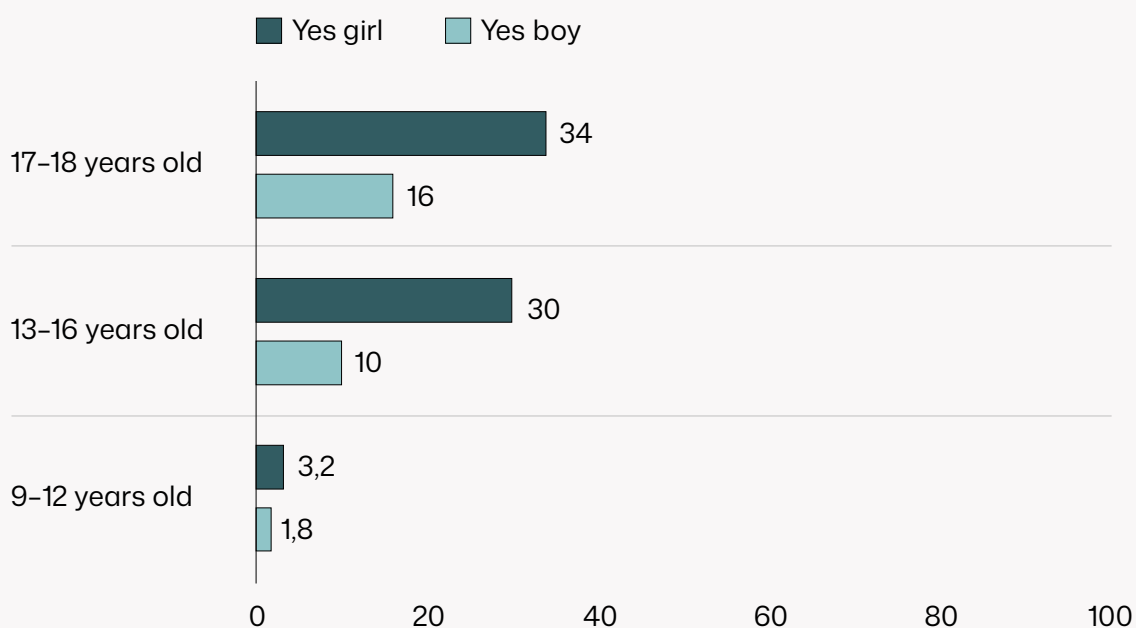
**17–18 years old**



Data source: Andersson, 2025, pp. 123 & 126

There is a significant difference between girls and boys in experiences of sexual advances. 31 % of teenage girls have been subject to sexual advances in comparison with 12 % of teenage boys (adding together the age groups 13–16 and 17–18) (Andersson, 2025, unpublished data). This is a difference of 19 percentage points.

**Graph 3.2: Have been subjected to sexual advances. Share of yes responses: girls and boys (%)**

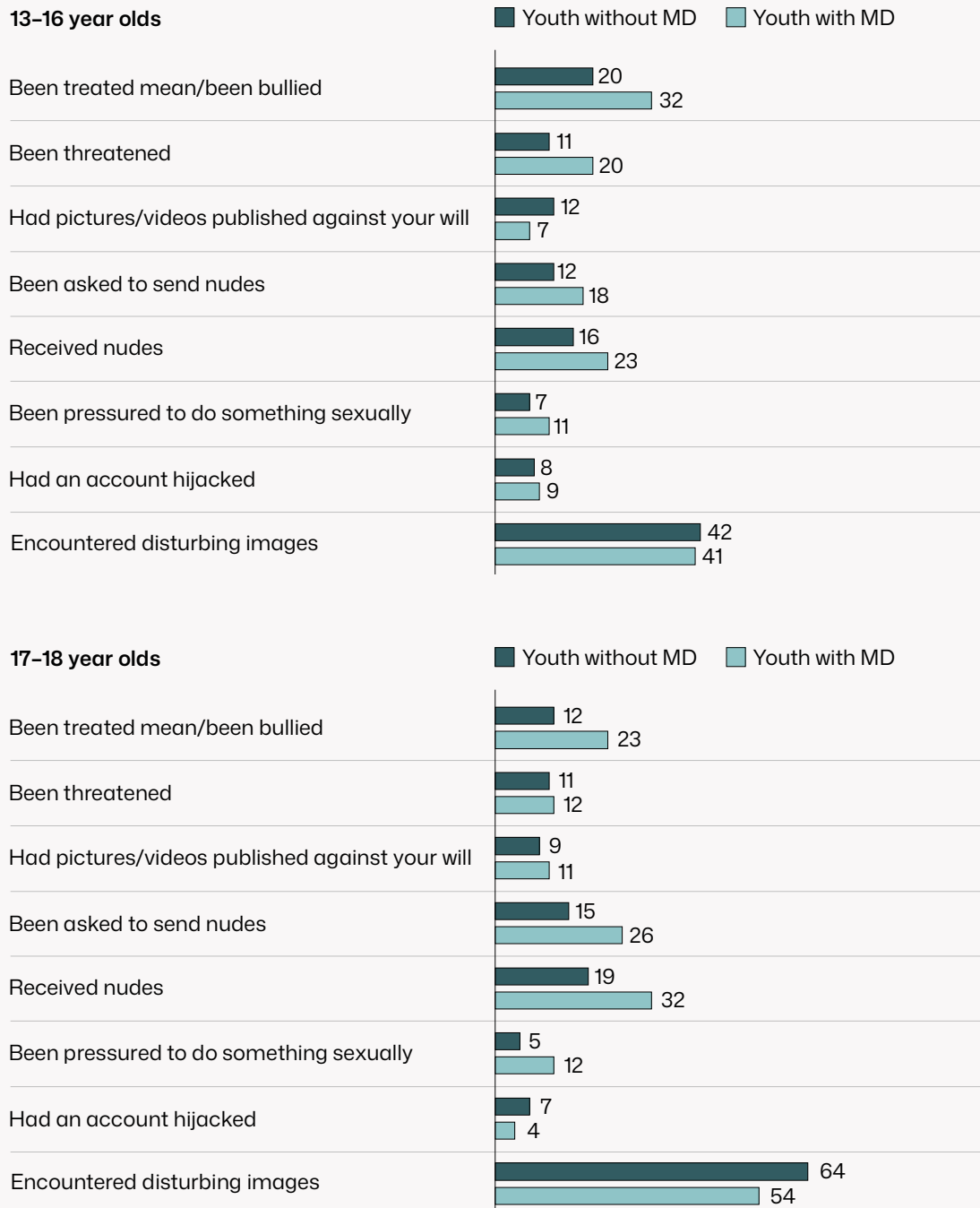


**Data source:** Andersson, 2025 (unpublished data).

In the Kids & Media survey, children are also asked if they have a mental disability (MD). The proportion of children answering that they have a MD in the age group 9–12 is too low to allow for a representative analysis. However, there is enough data basis for the age groups 13–16 and 17–18.

According to the results, certain harmful experiences are more common among teenagers with a MD than among those without one (graph 3.3). This does not apply to all harmful experiences; for example, encountering disturbing images is more common among teenagers without a MD. The difference between the groups varies and is not always large, the difference ranges from 1 to 13 percentage points. The harmful experiences that are more commonly reported by teenagers with a MD are presented in table 3.2.

**Graph 3.3: In the past year, have you encountered any of the following on the internet or via your mobile phone? Share of yes responses: youth with mental disabilities (MD) and other youth (%)**



Data source: Andersson, 2025, pp. 135-136.

**Table 3.2: Share of yes responses where more teenagers with MD than without MD have had harmful experiences online (%)**

Ages 13–16	Ages 17–18
1. been treated mean/been bullied (32 % versus 20 %)	1. been treated mean/been bullied (23 % versus 12 %)
2. been threatened (20 % versus 11 %)	2. received nudes (32 % versus 19 %)
3. received nudes (23 % versus 16 %)	3. been asked to send nudes (26 % versus 15 %)
4. been asked to send nudes (18 % versus 12 %)	4. been pressured to do something sexually (12 % versus 5 %)
5. been pressured to do something sexually (11 versus 7 %)	5. had pictures/videos published against your will (11 % versus 9 %)
6. had an account hijacked (9 % versus 8 %).	6. been threatened (12 % versus 11 %).

Data source: Andersson, 2025, pp. 135–136

### **Snapchat, Tiktok, Roblox and Youtube are platforms where it is most common for children and young people to have harmful experiences, although this varies by risk type**

In the Kids & Media survey, children and young people who have had harmful experiences online are also asked where these experiences occurred. This is done through two different questions. First, if they have experienced harassment (including mean behaviour/bullying, threats, published pictures/videos against their will, sexual advances and a hijacked account), they are asked where this occurred. Second, they are asked where they encountered disturbing images on social media. Both are multiple choice questions.

According to the results, Snapchat is the most common platform for children and young people to experience harassment. Among children and young people who have experienced harassment online, 44 % of the 9–12-year-olds and around 70 % of the 13–16 and 17–18-year-olds report that this has happened on Snapchat (table 3.3). After Snapchat, the proportion for the different platforms varies depending on age, see table 3.3.

A relatively large share of children and young people says that their experience of harassment has happened on “other platforms” than the proposed alternatives. These “other platforms” are for example direct messaging services such as Whatsapp, or gaming platforms such as Steam, Xbox, Fortnite and Brawl Stars (Andersson, 2025, pp. 126).

**Table 3.3: The four most common platforms for harassment: Share of children who has experienced harassment (%)**

Ages 9–12	Ages 13–16	Ages 17–18
1. Snapchat (44 %)	1. Snapchat (68 %)	1. Snapchat (69 %)
2. Roblox (34 %)	2. Tiktok (22 %)	2. Instagram (20 %)
3. Other platforms (23 %)	3. Discord/other platforms (both at 13 %)	3. Tiktok/other platforms (both at 14 %)
4. Tiktok (14 %)	4. Roblox (12 %)	4. Discord (8 %)

Data source: Andersson, 2025, pp. 125.

The platforms where children and young people most commonly encounter disturbing images on social media differ somewhat from the platforms where harassment is most common. Among the youngest and the middle age group, Tiktok is the most common platform for encountering disturbing images. By contrast, Instagram is the most common platform for encountering disturbing images among the oldest age group. Unlike in the case of harassment, Youtube and X are also among the platforms where children and young people most commonly encounter disturbing images.

**Table 3.4: The four most common platforms for encountering disturbing images: Share of children who has encountered disturbing images (%)**

Ages 9–12	Ages 13–16	Ages 17–18
1. Tiktok (55 %)	1. Tiktok (58 %)	1. Instagram (60 %)
2. Youtube (38 %)	2. Instagram (34 %)	2. Tiktok (52 %)
3. Snapchat (25 %)	3. Snapchat (22 %)	3. X (23 %)
4. Instagram (7 %)	4. X (21 %)	4. Snapchat (20 %)

Data source: Andersson, 2025, pp. 127.

# 4.

## **Do Swedish children and young people use safety measures and what are their attitudes towards them?**

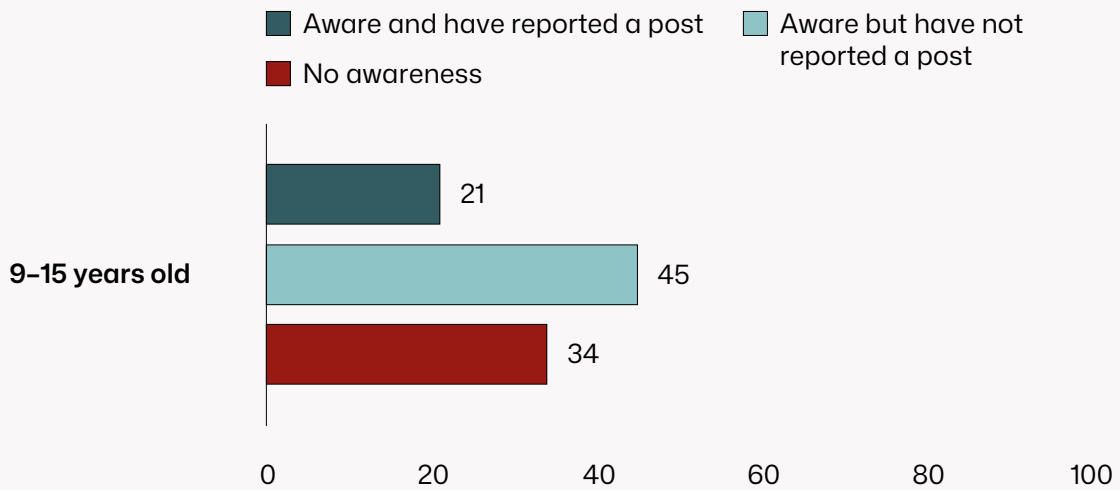
### **It is not common among children and young people in Sweden to use reporting mechanisms**

In the Nordic Media Literacy Survey, children and young people (ages 9–15) are asked if they know that they have the right to report to a social media platform if they see posts that they believe break the rules (terms of use). They are also asked if they have reported anything.

According to the results, 21 % of Swedish children and young people who are aware of the possibility to report have reported posts they believe break the rules. At the same time a larger proportion of children and young people, 45 %, have not reported to a social media platform despite them being aware of the possibility to do so. Finally, 34 % are not aware of the possibility to report (graph 4.1).



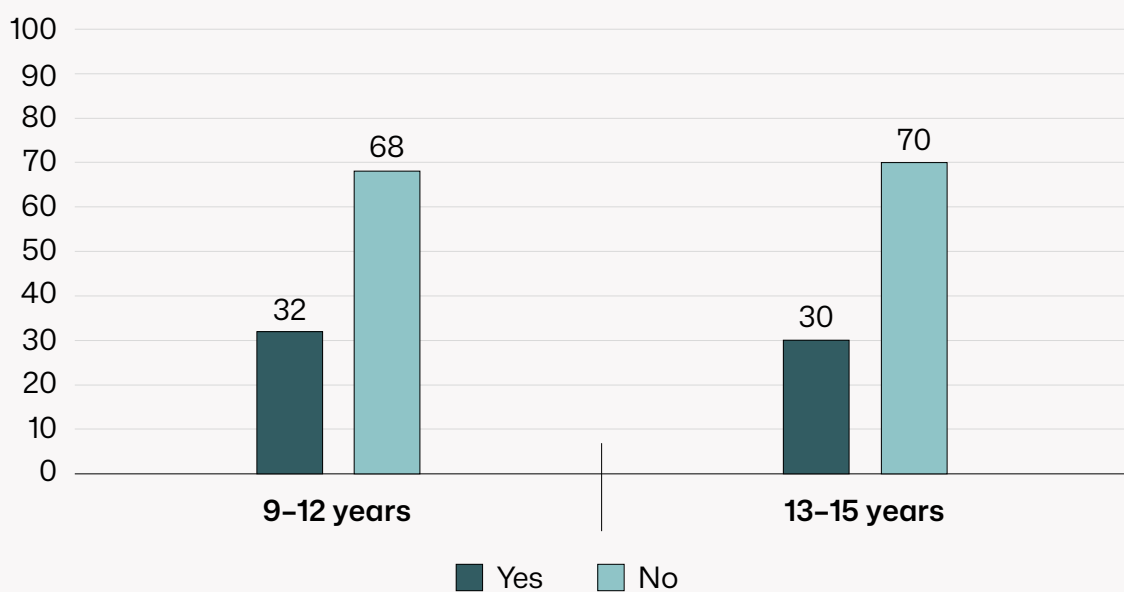
**Graph 4.1: Did you know you have the right to report to a social media platform if you see posts that you believe break the rules (terms of use)? Examples of rule-breaking include spreading disinformation or illegal content (%)**



Data source: Nordic Council of Ministers, 2026, pp. 110.

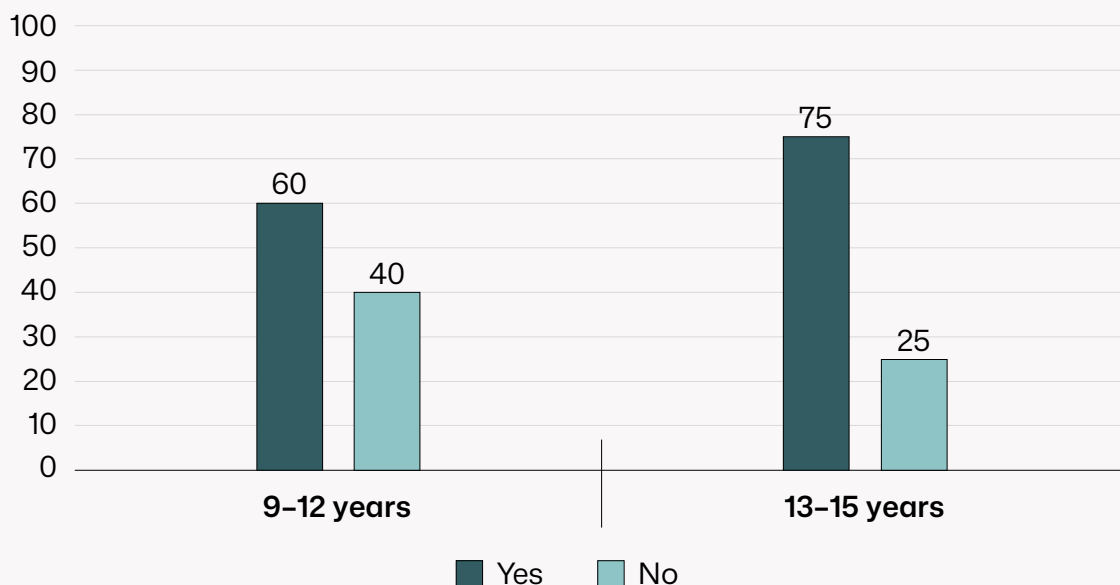
There is not a significant difference between the age groups 9-12 and 13-15, for who has reported and not reported; 32 % of the 9-12-year-olds have reported compared to 30 % of the 13-15-year-olds (graph 4.2). However, there is a higher awareness among the 13-15-year-olds of the possibility to report; 75 % versus 60 % of the 9-12-year-olds (graph 4.3).

**Graph 4.2: Have you ever reported a post? (%)**



Data source: Nordic Council of Ministers, 2026 (unpublished data).

**Graph 4.3: Did you know you have the right to report...? (%)**

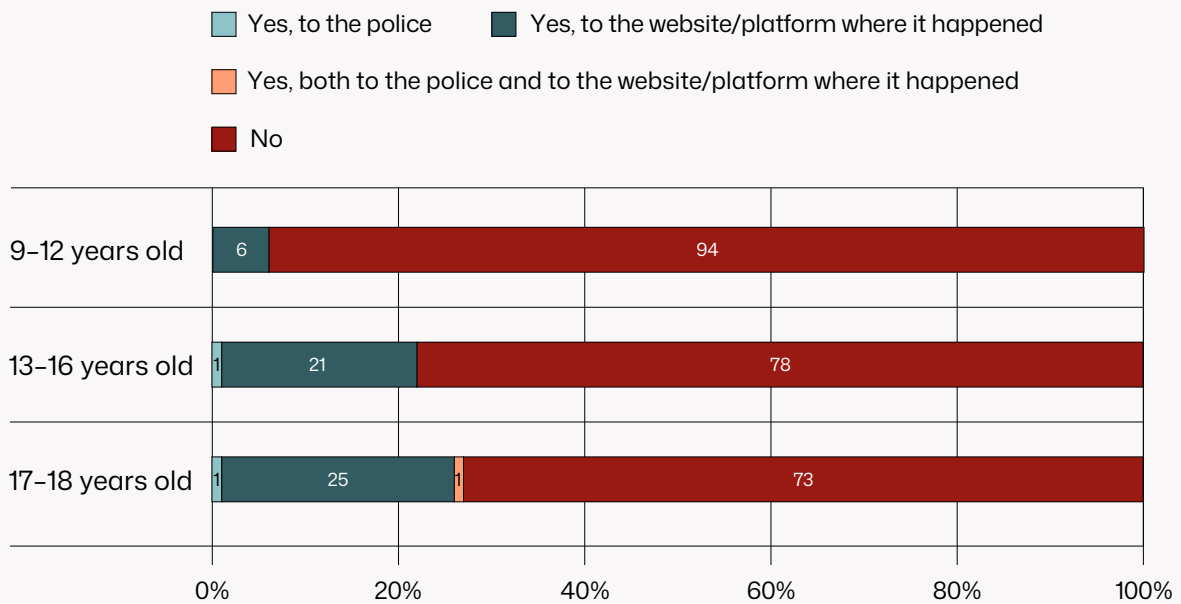


**Data source:** Nordic Council of Ministers, 2026 (unpublished data).

In the Kids & Media survey, a similar question has been asked. The question is phrased differently and asks about “hate and threats” explicitly. It is phrased: “Have you ever reported threats or hate online, for example on social media?” The results follow the same trend as in the Nordic Media Literacy survey. A larger proportion of children in all age groups (9-12, 13-16, and 17-18) have not reported compared to those who have (graph 4.4). However, compared to the Media Literacy Survey there is a larger difference between children under 13 and teenagers in the Kids & Media survey, more teenagers report to the platform than children under 13. This can be due to the Kids & Media survey asking about “hate and treats” explicitly.

In the Kids & Media survey the children are also asked whether they have reported to the police. There is an almost insignificant number of children that has reported to the police, 0 % among the youngest age group and 1-2 % among the older age groups.

**Graph 4.4: Have you ever reported threats or hate online, for example on social media? (%)**

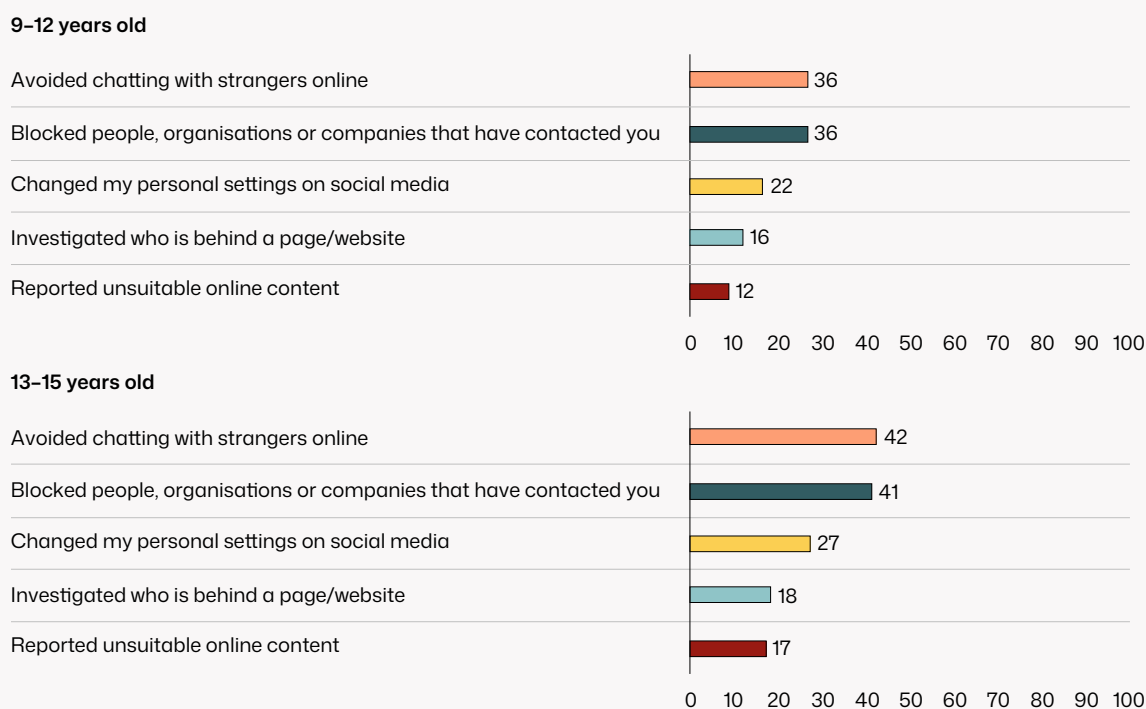


Source: Andersson, 2025, pp. 137 (original graph).

The Nordic Media Literacy Survey also includes questions on other safety measures. The question asks about actions proceeded the past three months. According to the results, it is more common among Swedish children and young people aged 9-15 to avoid chatting with strangers (39 %), block users (38 %), change personal settings (24 %) and investigate who is behind a page/website (17 %) than it is to use the reporting mechanisms (15 %) (Nordic Council of Ministers, 2026, pp. 116).

When looking at the two age groups, 9-12 and 13-15, the older group replies having proceeded with all of these things to a slightly larger extent than the younger age group (graph 4.5). However, the results for the children and young people follow the same trend as when the two age groups are grouped together. It is less common among both age groups to report unsuitable online content than avoiding to chat with a stranger, blocking accounts, changing personal settings and investigating wo is behind a page.

**Graph 4.5: In the past three months, have you done any of the following?  
Share of yes responses: 9–12-year-olds and 13–15-year-olds (%)**

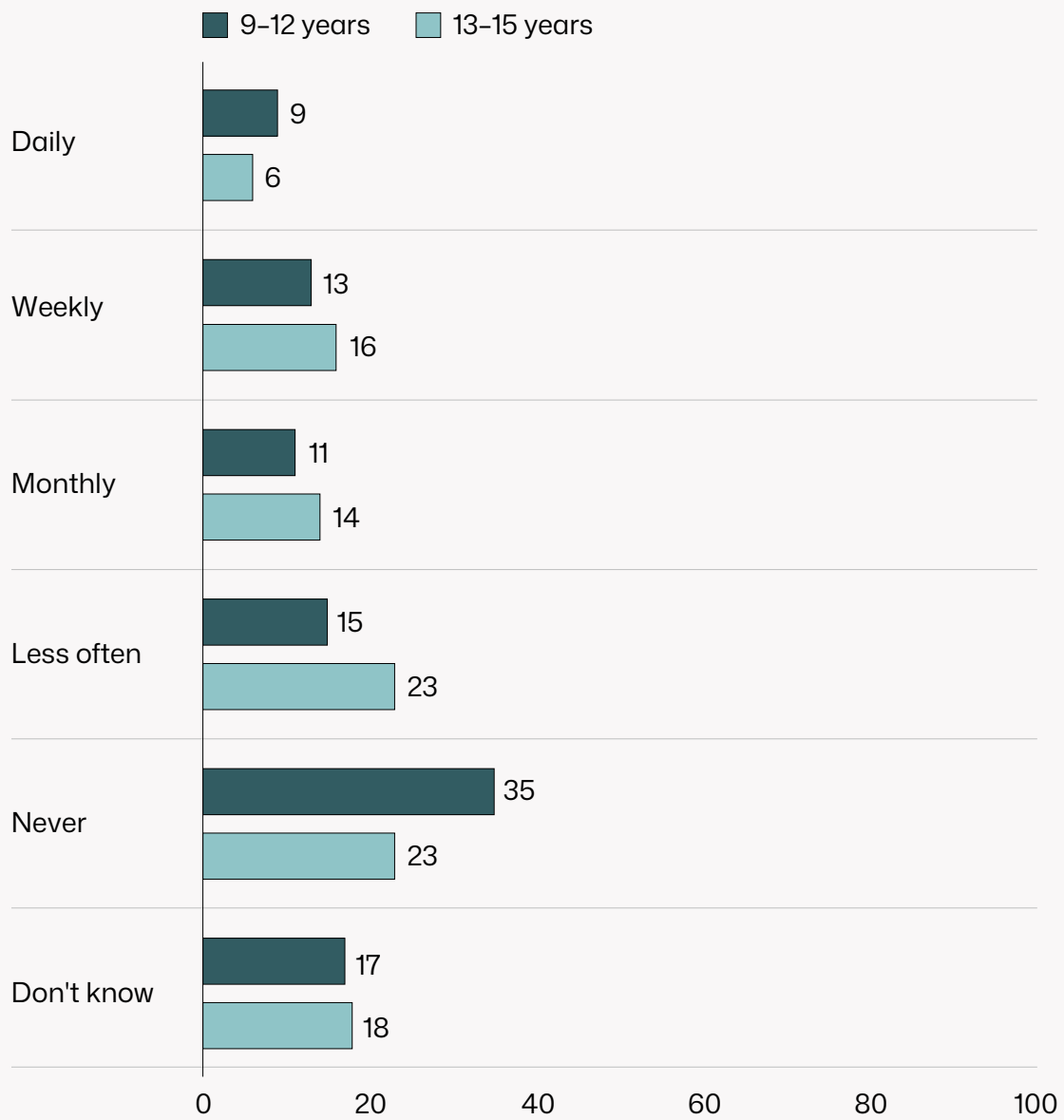


Data source: Nordic Council of Ministers, 2026 (unpublished data).

### **It is common among Swedish young people to avoid commenting out of fear**

In the Nordic Media Literacy Survey, the children and young people are asked how often they avoid commenting on social media posts for fear of being attacked. In total, half the Swedish children and young people, 52 %, answers that this occurs either every day, every week, every month or less often (Nordic Council of Ministers, 2026, pp. 131). There is a larger proportion of 9–12-year-olds than 13–15-year-olds who never avoid commenting on a social media post for fear of being attacked (graph 4.6). Here it is important to note that the reasons behind children and young people never avoiding commenting out of fear is unknown. It can for instance be because they never use the comment section in general.

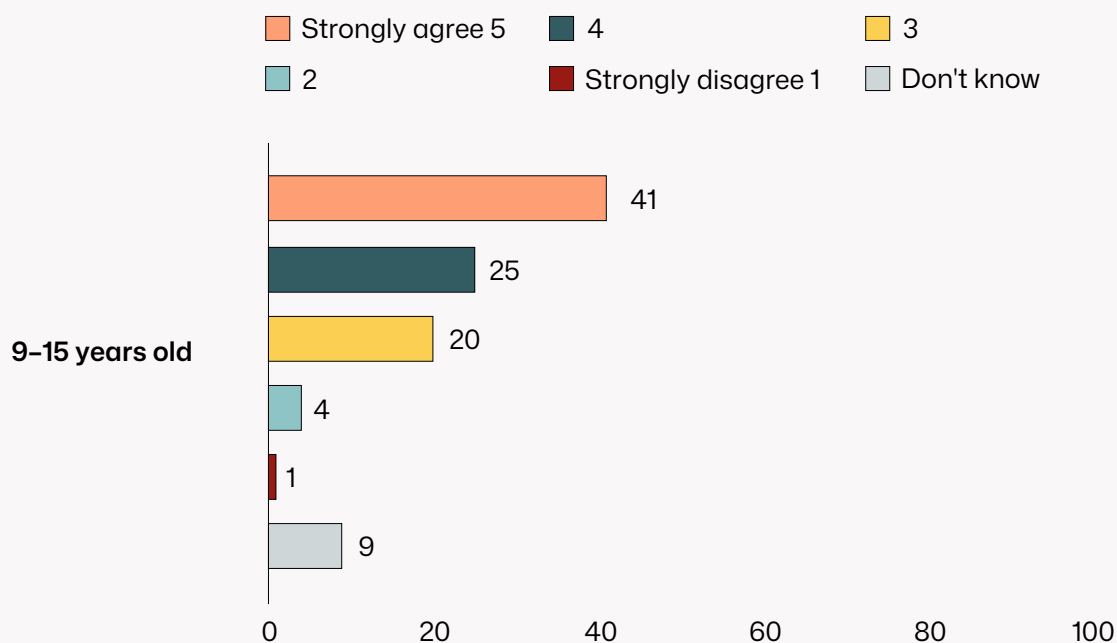
**Graph 4.6: How often do you avoid commenting on a social media post for fear of being attacked (%)**



Data source: Nordic Council of Ministers, 2026 (unpublished data).

In the Nordic Media Literacy Survey, a question is also asked on children's and young people's attitudes to challenging social media posts or comments by entering the discussion themselves. Here, 41 % of the Swedish 9–15-year-olds strongly agree that it is important and 25 % largely agree (graph 4.7).

**Graph 4.7: It is important to use the comments section to challenge social media posts/comments that bait or attack others (%)**



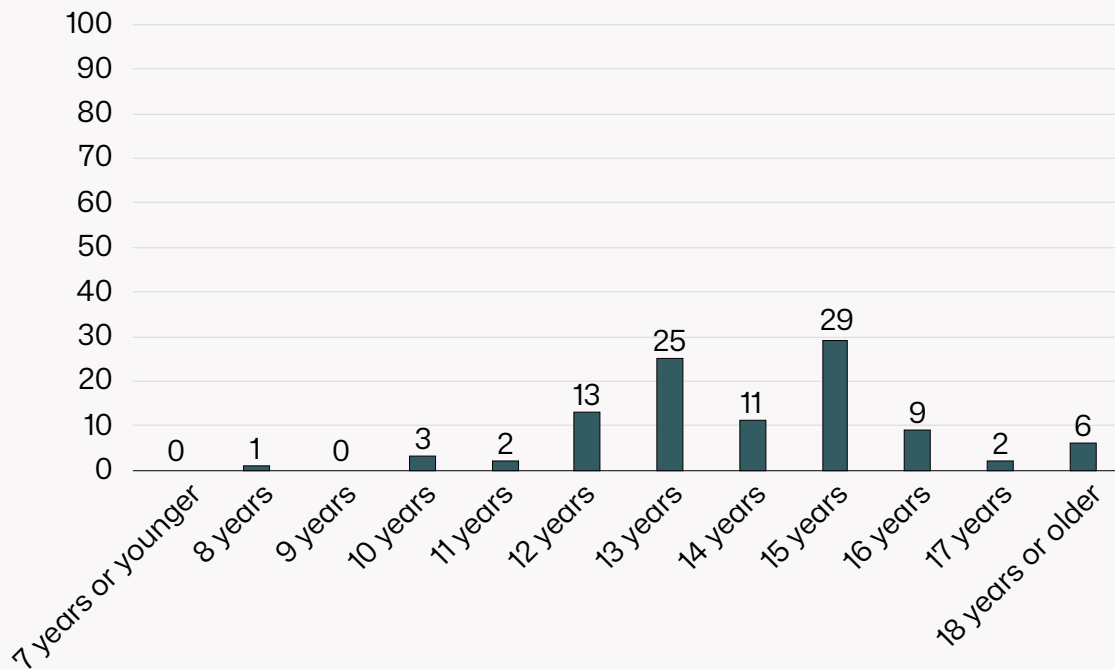
Data source: Nordic Council of Ministers, 2026, pp. 114.

### Children and young people are positive to an age limit at age 13 or 15

When asked if there should be an age limit on social media a significant majority of Swedish young people aged 15–24 is positive; 70 % (Strandell, 2026, pp. 4). A larger share of girls, 77 %, are positive to an age limit on social media, than boys, 62 % (pp. 10).

Respondents who are positive towards an age limit also get to take a stand on what the age limit should be. They get to choose alternatives ranging from “7 or younger” to “18 or older”. There is some variety in the responses. It is the most common to think it should be at the age 15 and 13, and thereafter 12 and 14 (graph 4.8). However, it is important to note that younger respondents are more positive towards a lower age limit while older respondents are more positive towards an older age limit (Strandell, 2026, pp. 6).

**Graph 4.8: What age limit do you think there should be on social media (e.g., Tiktok, Instagram and Snapchat)? (%)**

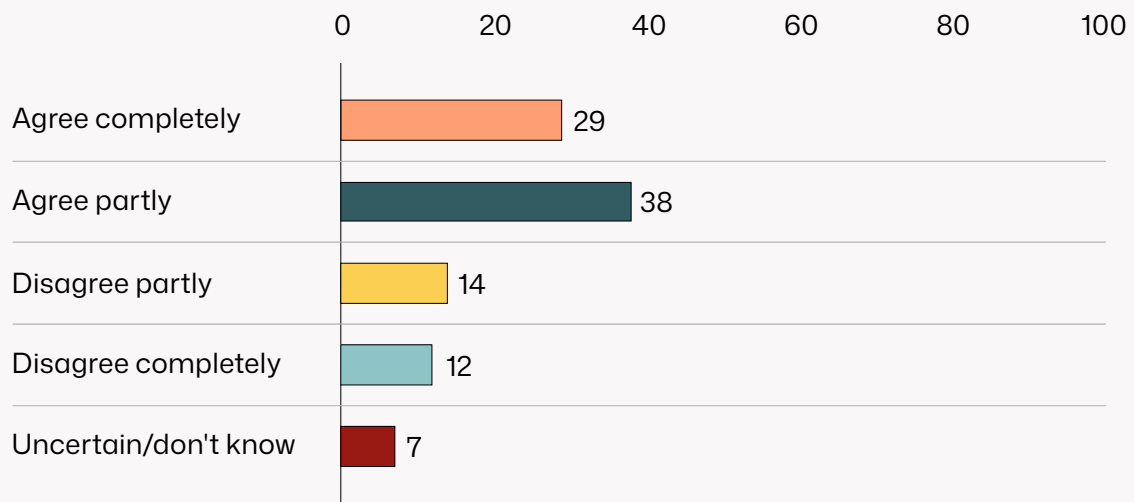


Data source: Strandell, 2026, pp. 5.

The young people who are positive to an age limit are also asked about their attitudes to age assurance. The results show that many of the respondents think you should verify your age to use social media, 67 % (graph 4.9). There is some difference between girls and boys here as well, where 75 % of the girls are positive to age assurance in comparison with 58 % of the boys (pp. 10).

When also looking at differences between age groups the older group tend to be more positive to age verification than the younger. In the age group 20–24-year-old, 35 % completely agree with the statement that it would be good with age verification compared to 23 % of the 15–19-year-olds (Strandell, 2026, unpublished data).

**Graph 4.9: It would be good if you had to verify your age in order to use social media (e.g., through BankID or AI-based age estimation) (%)**



Data source: Strandell, 2026, pp. 9.

In the survey the young people also had the opportunity to expand on their opinions in open follow-up questions. Strandell (2026, pp. 7) has clustered reasons behind why young people think there should be an age limit and they are, in falling order:

1. Unrealistic body ideals
2. Strong negative influence (due to lack of media literacy)
3. Cyberbullying, hate and threats
4. Negative cognitive effects (e.g. addiction, negative sleep patterns, concentration issues)
5. Mental unhealth (e.g. eating disorders, low self-esteem, depression).

One boy in the age 16 says:

“... you can get addicted very easily. As I have gotten because there is not an age limit on social media. My sister as well. It would have been good if you could verify your age so you cannot do as most do, lie about it.”

– Boy, 16 years old (Strandell, 2026, pp. 8<sup>1</sup>).

<sup>1</sup> Authors translation of quote: “...man kan bli mobilberoende jättelätt. Som jag har blivit av att de inte finns åldersgräns på sociala medier. Också min lillasyster har blivit det. Det hade varit bra om man hade kunnat verifiera sin ålder så man inte kan göra som de flesta, att ljuga om det.”



The risk of contact attempts also comes up in the replies, a 20-year-old girl says:

“...in your teenage years you are insecure and seek attention and belonging which can be dangerous if you are with the wrong person online.”

– Girl, 20 years old (Strandell, 2026, pp. 11<sup>2</sup>).

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<sup>2</sup> Authors translation of quote: “...i tonåren är man osäker och söker uppmärksamhet och tillhörighet vilket kan bli farligt med fel person på internet.”

# 5.

## Conclusion

The purpose of this report was to compile information about the most popular online platforms among children and young people, as well as the phenomenon of harmful online experiences, in order to inform the European Commission's continued development and implementation of the Digital Services Act. The following section summarises the report's key findings.

Snapchat, Tiktok and Instagram are the most popular social media platforms among children and young people in Sweden. Children and young people also use a range of other social media platforms, but the daily use of these is considerably lower than that of the most popular ones. Overall, the report finds that use varies by age and sometimes gender, and that this also applies to the most popular digital games. This shows that age and gender are both important factors to consider when discussing popular online platforms among children and young people.

Among Swedish children and young people, a common harmful experience online is exposure to disturbing images on social media. For teenagers aged 13–18, this is by far the most common harmful experience online, while for 9–12-year-olds it is almost as common as being subject to mean behaviour or bullying. Encountering disturbing images online does seem to increase with age; however, this does not apply to all types of harmful experiences. For instance, being subject to mean behaviour or bullying is more common among 13–16-year-olds compared with both younger and older age groups. Differences can also be seen in relation to gender and mental disorder. It is more common among girls than boys to report having experienced sexual advances. Young people with a mental disorder also more often report having experienced several forms of harassment. These findings highlight the importance of considering age, gender and, in some cases, mental disability when discussing harmful online experiences. At the same time, it can be concluded that exposure to disturbing images on social media is common across all age groups.

Where Swedish children and young people have harmful experiences online varies. The report finds that Snapchat, Tiktok, Instagram, Roblox and Discord are the most common platforms for harassment, such as being

subject to sexual advances, threats or bullying. For encountering disturbing images, Snapchat, Tiktok, Instagram, Youtube and X are instead the most common platforms. The platforms can also vary depending on age group. Roblox is a more common platform for being subject to harassment among younger children, while Discord is more common among teenagers. Similarly, Youtube is more common among younger children for encountering disturbing images, while X is more common among teenagers. These variations may be due to differences in platform popularity across age groups, or to differences in the platforms' purpose and function. For example, some platforms are primarily used for direct messaging, while others are mainly used for sharing content.

It is relatively uncommon for Swedish children and young people to report inappropriate content, hate speech or threats on social media and reporting directly to the police is even less common. Instead, children and young people are more likely to use strategies that they can control themselves, such as blocking accounts or changing personal settings. This is supported by an interview study conducted by Zakayo Kjellström (2026) for the Swedish Agency for the Media. Kjellström (2026) describes how young people express difficulties or feelings of helplessness when it comes to reporting on social media. Instead, Kjellström (2026) finds that “blocking” together with “continuing to scroll” through the social media feed is among the most common strategies children and young people use to manage risks online. He argues that this coincides with the normalisation of harmful experiences online among children and young people.

Young people in Sweden also tend to be positive towards the idea of an age limit on social media, although opinions differ regarding what that age limit should be. The two most popular alternatives are 13 and 15 years of age. Younger respondents tend to favour a lower age limit, while older respondents are more likely to support a higher one. A similar pattern can be seen in relation to age assurance. Although a majority of the respondents are positive to age assurance, support is stronger among the older respondents than among younger ones. This suggests that a young person's current age may influence their views on these issues.

Overall, the report provides a broad picture of children's and young people's digital media use in Sweden, how these patterns vary by age and gender, and how children and young people themselves approach and perceive online safety measures.

# 6.

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**Mediemyndigheten**

Tel: 08-580 070 00

[www.mediemyndigheten.se](http://www.mediemyndigheten.se)