



# WHAT ADULTS SHOULD KNOW ABOUT GAMING

## — FINDINGS FROM THE CHILDREN'S ADVISORY PANEL

**September 2019**

# CHILDREN'S ADVISORY PANEL (CAP) KIDS ABOUT ONLINE GAMING

Gaming is a popular activity among the CAP kids of 2019, but there is a clear difference between the boys and girls when it comes to how much they play. While 45% of the boys describe themselves as frequent gamers, the number for girls is 5%

The positive impact of gaming on the lives of these kids is a frequent theme in the films from the workshops. Gaming is a source of entertainment and it can cheer you up when you are feeling down. There are also important long term benefits such as making new friends and learning new skills such as English.

The CAP kids are aware of the fact that the attractiveness of gaming pertains a risk. You need to find a balance in life and make sure you have time for school and other activities. Excessive gaming may have a negative effect on your social relations as well as your health.

There are several films illustrating the frustration caused by lack of understanding from parents. There is clearly a generation gap when it comes to attitudes towards playing online games.

Moms and dads are for the most part portrayed as annoying and overly strict as they try to stop their teens from gaming. There are hardly any examples of involvement and interest from the parents side. This is completely different compared to traditional sport activities.

However, there are also examples of situations where the parents are right and have some advice worth listening to, yet the advice is always the same: *"Make sure you don't play too much."*

The overall message to the parents is that they should relax and be more open minded about gaming. It's a normal hobby just like traditional sports or other recreational activities and there are many positive aspects that come with it.



# SUMMARY OF LEARNINGS



## THE BEST THINGS WITH GAMING

Making new friends and socializing

Emotional rewards

Improving skills that are useful outside gaming

The dream and pursuit of becoming a professional



## THE WORST THINGS WITH GAMING

Risk of gaming taking over your life

Excessive gaming can put a strain on social relationships

Gaming can trigger anger and frustration



## REASONS NOT TO PLAY

Alienation and broken relationships

Other interests and priorities

Negative impact on health and wellbeing



## THE ROLE OF GAMING IN MY LIFE

Entertainment and comfort

Learning and growing

A potential source of conflict between kids and parents

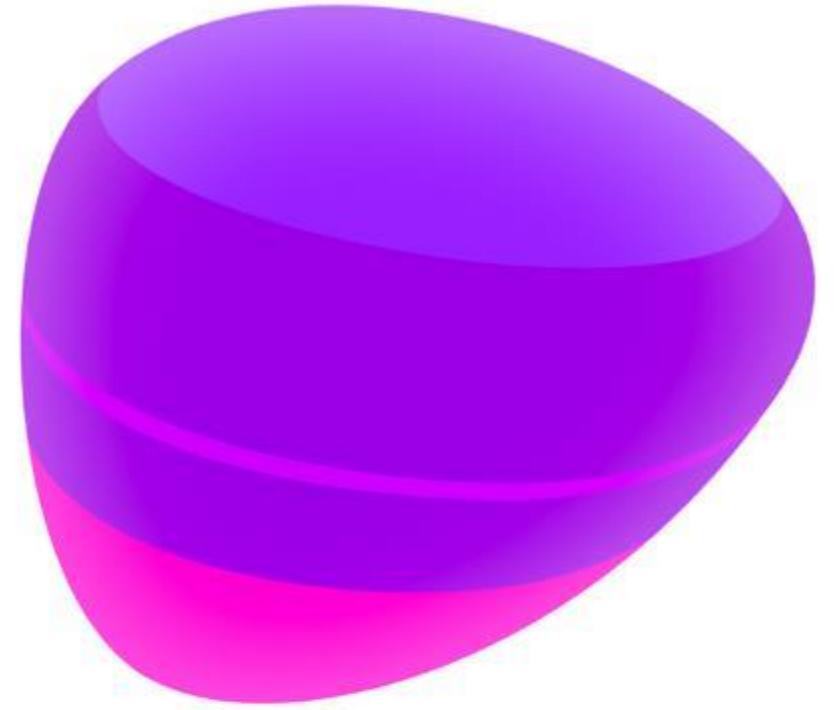


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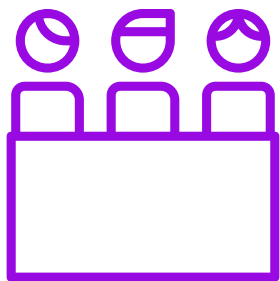
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# INTRODUCTION



# THE CHILDREN'S ADVISORY PANEL



The rapid development of technology and communications networks in recent years has made it possible for young people to be online all day, every day. Many children have smartphones that allow them constant mobile connectivity. It has become an essential part of their lives.

Online gaming is very popular among children. The popularity of watching e-sports over streaming platforms is also increasing. The Children's Advisory Panel (CAP) is an initiative by Telia Company in collaboration with child rights organizations and schools in seven countries across the Nordics and the Baltics. It was created to get a better understanding of children's own perspectives of online and digital aspects of life by listening to them through qualitative co-creative methods. The aim of the initiative is to further develop Telia Company's understanding of how to improve its approach to children as users of its technology, and to contribute to the ICT industry's and society's understanding of children as online citizens.

In spring 2019, almost 700 15-year-olds participated in the CAP activities and shared insights of their experiences in online gaming and e-sports. School classes participated in co-creative workshops, organized by Telia and its partners, including the World Childhood Foundation and national child rights organizations. The advice was created on tablets in the format of short animated films using the Plotagon animation tool.

## Participating organizations

The child rights organization **World Childhood Foundation** is a main partner for the Children's Advisory Panel, to ensure a professional approach to the child perspective. **Ipsos**, a research and analysis company, has managed the study, analysed the material and produced this report from the study. The advice was created in the form of short animated films using the **Plotagon** animation tool, [www.plotagon.com](http://www.plotagon.com).





# THE CHILDREN'S ADVISORY PANEL

## What should adults know about gaming and e-sports?

Online gaming is an increasing presence in children's lives. Meanwhile, parents, the general public and researchers remain divided on whether online games have a positive or negative influence on children and their development. Determining the influence of online gaming on children is not helped by the lack of quality research on their interactions within and around games, or on how the business models of the online gaming industry might impact them, according to the UNICEF discussion paper "Child Rights and Online Gaming".

A recent study by Friends shows that out of the kids who have been offended when playing and/or in gaming forums and who have felt sad, hurt or angry, 56% talk to an adult. Almost everyone (87%) who has done so has felt that it has helped. However, a recent study among Swedish parents by Telia Sweden showed that even though playing computer and video games is the most common free time occupation for Swedish children, the interest is not shared by the parents. Parents devote only 15 minutes a week to children's computer and TV gaming, compared to an average of 2.5 hours a week to accompany or participate in their children's physical leisure activities. 77% of parents in the study said that they do not want to spend time with their children when they are playing computer or video games. With these insights in mind, CAP kids were asked to share their insights into gaming and e-sports that would help adults to understand their experiences better.

## Four pre-determined themes for children to formulate their insights around

Children participating in the workshops were given four pre-determined perspectives from which to consider online gaming and e-sports: the best aspects of gaming, the worst aspects of gaming, the role of gaming in my life, and reasons not to play. These were also the themes for children to develop their animated films on, with the help of the Plotagon animation tool.

## Implications of the study

The Children's Advisory Panel has provided an inspirational way to listen to children. The co-creation method has created value for all partners participating in the initiative. Findings that are shared in this report will also be communicated by Telia Company and its partners through various channels. Telia Company also invites further discussion with the ICT industry, child rights organizations and society.



# FOREWORD BY THE WORLD CHILDHOOD FOUNDATION

Thirty years ago the UN Convention on the Rights of the Child was adopted. It happened to be the same year that video games and consoles started exploding in popularity. 1989 was also the year that the World Wide Web was conceived and paved the way for making the internet more accessible. Thirty years. Three decades. So much has changed. Today both children and adults spend a lot of time online. Many of us play games on apps, computers and gaming consoles. Video and computer games can be pure entertainment, sports, arts, and social commentary. The Museum of Modern Art in New York started adding video games to its permanent art collection in 2012. E-sports has an audience size of hundreds of million viewers. The video game industry has a higher revenue than the music and movie industries combined.

We at Childhood have always emphasized article 31 of the Convention on the Rights of the Child. Article 31 states that “children have the right to engage in play and recreational activities”. Children have a right to play. It is this right that Telia has focused on in this year’s Children’s Advisory Panel report. Children have shared their thoughts and experiences about playing computer and video games.

Adults may worry about children’s gaming habits, just like we may worry about them getting a sprained ankle or a concussion from more traditional sports. We may worry about them sitting still for too many hours, but no more than if they were playing chess. However, we have to also remember the positive aspects. Gaming can break isolation and provide a sense of community. It can help improve language skills and strategic thinking. It can be a means of escape, or just plain uncomplicated fun. Many children feel that their parents are not supportive nor involved in their children’s gaming interests. Parents on the other hand worry about their children spending too much time online. However, it is more important to understand and discuss what children are doing online and what it means to them, rather than controlling how much time they spend online. The former may require many conversations and being open to a new way of understanding play and interaction; the latter is a comparatively easy way out for parents.

**Thirty years ago we established that children have a right to play.**

**Thirty years. Three decades. So much has changed. Let’s keep changing, including our understanding of what it means to play.**

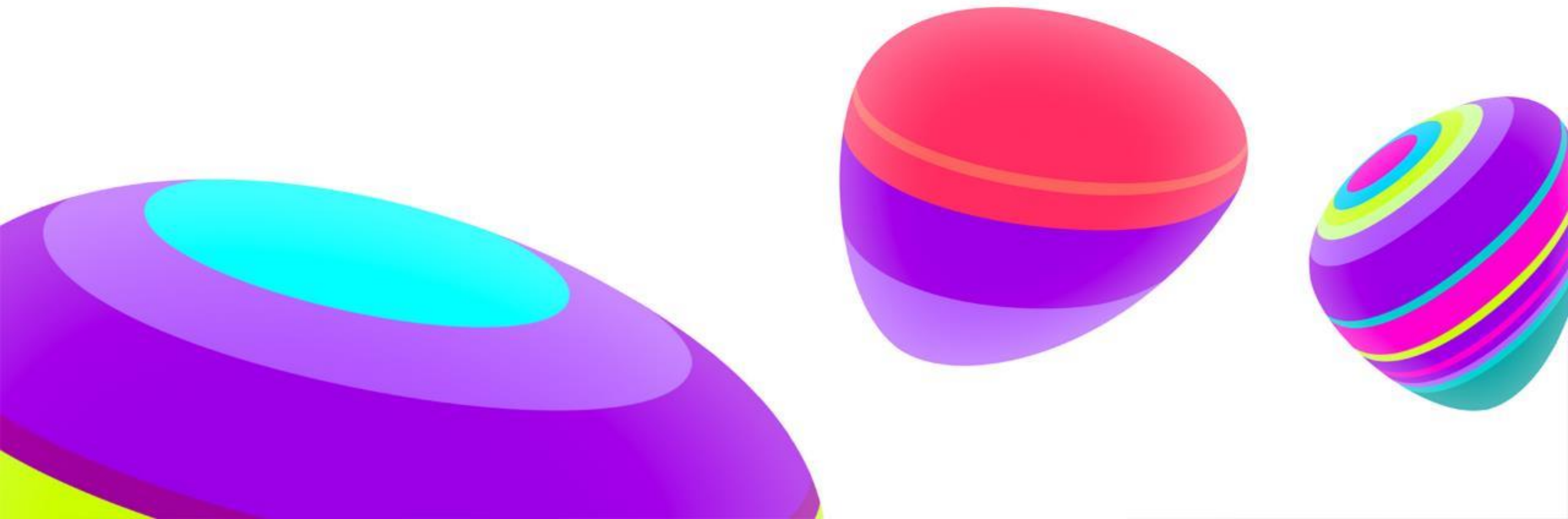
**Susanne Drakborg**  
Program Manager  
WORLD CHILDHOOD FOUNDATION  
[www.childhood.org](http://www.childhood.org)





# FILM LEARNINGS

## SORTED BY THEME



# 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?*



# THE BEST THINGS WITH GAMING

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## BEST THINGS WITH GAMING FILMS

## MAKING NEW FRIENDS AND SOCIALIZING

The fact that gaming can result in friendships and social interactions is one of the most common topics on the theme *“Best things with gaming”*. Several films show how kids meet new friends through gaming. Sometimes these friendships extend offline, and sometimes they remain online. Regardless, they can be highly meaningful, not least because they are based on a mutual interest and mutual gaming experiences. The films also show how gaming can be platform for socializing with friends that you already know.

A typical character in these films is the adult who assumes gaming is a solitary activity and is therefore concerned about – or worse, angry at – the kid for being antisocial when gaming. With these films, the CAP Kids say that instead of worrying their parents should try to understand and learn how the games work, and then they will hopefully see that gaming can be a socially meaningful activity.

### NORWAY



*Do you want to play? Wait, hey, aren't you the new girl in my class?*

*That's right! Do you want to meet up and talk about the game and get to know each other a bit better?*



*Later at the cafe*

### SWEDEN



*You play too much, about two hours... you don't have any friends.*

*I do have friends, I can talk about many things that I can't talk to you about with my gaming friends, because we have a common interest.*

*Look, is it not my son that always comes home late? . You and your "games"...*

### LATVIA



*I'm sorry, I was playing with Eve. Gaming is about more than killing time for me, I meet a lot of new friends. I'm telling because I hope you would understand me*





## BEST THINGS WITH GAMING FILMS

### EMOTIONAL REWARDS

The CAP Kids highlight that they can get outlet for many different types of emotions and experiences through gaming. There are strong feelings involved and we see a lot of examples of joy and excitement in the Plotagon films.

Besides having fun, there are also other types of emotional rewards. Gaming can help kids to relax and reload their energy. To get immersed in the game, can help you switch your attention from dull things, such as chores and homework or even help you deal with anxieties. Gaming can literally save the day.

SWEDEN



*So I was playing this game and I felt so creative an smart!*

*Well, it's just a game right?*

LATER ,AT HOME PLAYING



*THIS GAME IS SO COOL 😊*

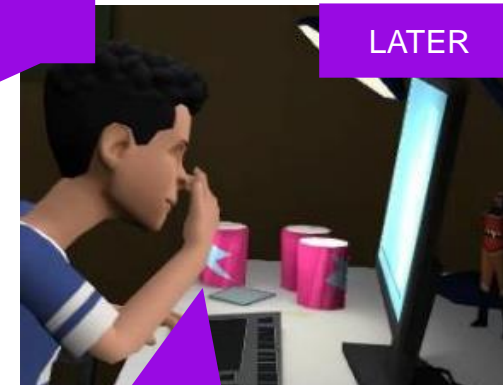
*Well, its just a game right?*

DENMARK



*So how was your day honey?*

*Fine I guess...  
(Background:  
Had a fight with  
a class mate)*



LATER

*Hahah! This is SO fun! Go, goo het him! Yes we Won 😊*



*So, how was your day?*

*You know, in the beginning, not so good, but then when I got home really fun!*



## BEST THINGS WITH GAMING FILMS

### IMPROVING SKILLS THAT ARE USEFUL OUTSIDE GAMING

One of the best aspects of gaming is that it can help to enhance a range of skills that are useful outside gaming. Improving English skills is cited as a useful outcome of gaming, especially for team games that require communication in order to succeed. In that regard, team games are also said to challenge and develop communication and collaboration skills. Other skills that can be improved through gaming, according to the films, are strategic thinking and creativity.

A key character in these films is the adult who assumes that gaming is a waste of time – an activity that teaches you nothing and takes away time from worthwhile activities such as homework. In the films, the kids have to explain why gaming is beneficial to get parental permission to play. Sometimes they even have to list facts from scientific research to get their parents' attention, indicating that it can be a challenge to get parents to listen.

SWEDEN



*Why don't you do something important with your life instead of watching e-sports!?*

*Just watch the news and you'll see that e-sports and gaming are good!*

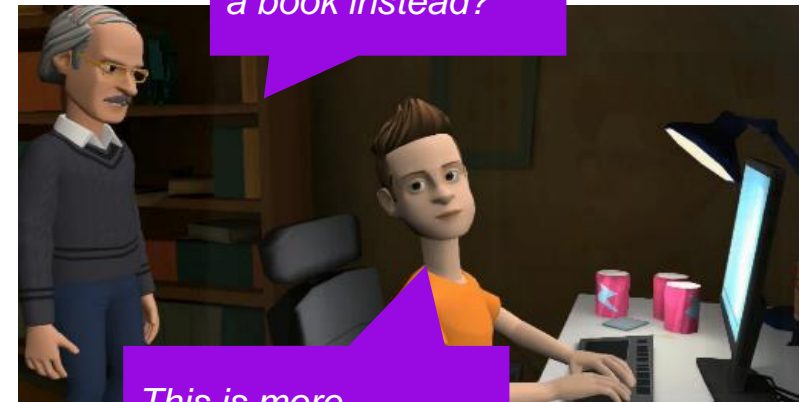


THE NEWS

*Did you know that you can learn valuable life experiences from gaming?*

*For example, those who have played racing games are on average 25% better at making the correct traffic decisions. Gamers can also concentrate for a longer period of time!*

ESTONIA



*Why don't you read a book instead?*

*This is more interesting and I get to be creative!*





## BEST THINGS WITH GAMING FILMS

### THE DREAM & PURSUIT OF BECOMING A PROFESSIONAL

Besides improving skills that are useful outside gaming, one of the best aspects of gaming is that you can strive to become a professional gamer.

The films about e-sport professionals share a common plotline of kids struggling to get their parents' support to follow their dream of becoming the best e-sport player. The message is that adults should support their kids, because having and pursuing a dream of becoming the best e-sport player can bring lots of joy, even if you do not make it all the way.

The ideal scenario would be if parents saw this dream as no different to the dream of becoming a professional footballer – it is just as normal, perhaps unrealistic, and worthy of support and recognition.

LATVIA

*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.*

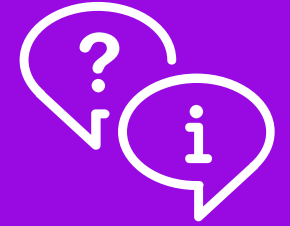


*I am thankful to all my supporters, but I especially want to thank my dad!*



# BEST THINGS WITH GAMING

## SUMMARY OF LEARNINGS



### Entertainment, social interactions and learning

Many plotlines suggest that the best thing about gaming is that it allows you to strengthen social relationships. Through gaming, kids can meet new friends with similar interests and it can also be an activity to do with existing friends.

Unsurprisingly, many plots say that gaming is fun and exciting. But contrary to what adults might think, gaming can also be an activity that helps kids forget everyday challenges and relax. Not only does gaming take energy and time, it also gives energy.

Gaming can improve skills such as English, collaborative abilities and creativity.

The kids also want adults to understand that it is a realistic career path. They can become professional e-sport players or game designers, and these goals deserve parental support.



# THE WORST THINGS WITH GAMING

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## THE WORST THINGS WITH GAMING FILMS

### RISK OF GAMING TAKING OVER YOUR LIFE

The CAP kids seem very aware of the risk that gaming can take up more of their time than is actually good for them. They need to ensure it doesn't take over their lives and get in the way of more important things.

We see several examples of this problem in the films, mostly related to school work. Parents and teachers express their frustration but the student is stuck in a gaming routine. As a result, they don't have the time or the energy to focus on homework or classes. Typically, these films end with the student expressing an insight into the problem. They finally understand that it is time to cut down on their gaming.

#### SWEDEN



*"Your dad and I think you have a problem. You have been so aggressive lately and your grades are getting worse. Are you OK?"*



*"I'm so unhappy, I don't have any friends and I've been bullied online. I don't know what to do!"*



*"We can get help but you need to cut down. You need to stop with all this screen time!"*



*"OK I will. Thank you mom!"*





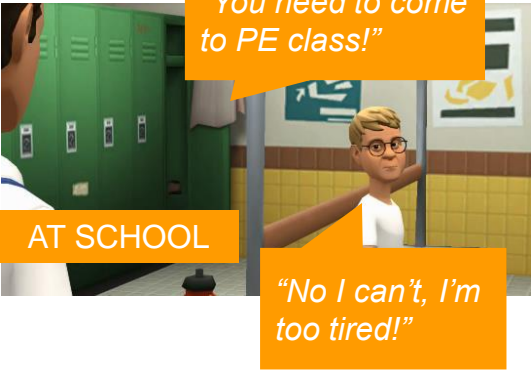
# THE WORST THINGS WITH GAMING FILMS

## RISK OF GAMING TAKING OVER YOUR LIFE

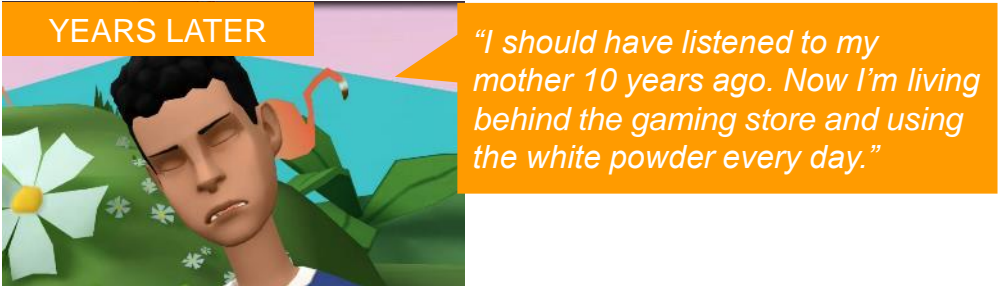
Besides school work, other performance and even health can suffer from too much gaming. Losing your edge as a football player or getting lazy and overweight from a lack of exercise are other examples illustrated in the films.

There are also more drastic examples, such as becoming mentally or physically ill.

### FINLAND



### LITHUANIA



## THE WORST THINGS WITH GAMING FILMS

Spending too much time gaming can also harm social relationships. This is illustrated in films where kids no longer have time for their friends. Typically, this issue is dealt with from an outside perspective. The friend is left alone, feeling hurt and disappointed.

### EXCESSIVE GAMING CAN PUT A STRAIN ON SOCIAL RELATIONSHIPS

NORWAY



*"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!"*





## THE WORST THINGS WITH GAMING FILMS

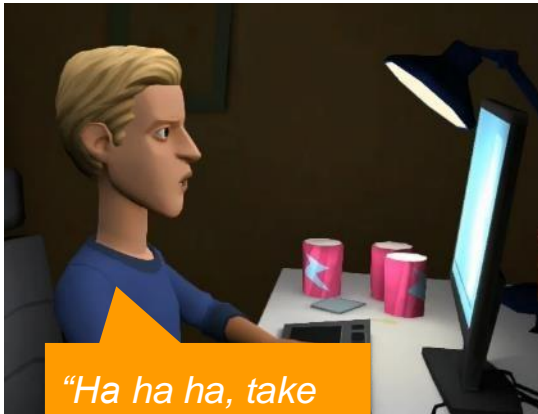
### GAMING CAN TRIGGER ANGER AND FRUSTRATION

A negative aspect of gaming is the anger that some of the kids associate with games.

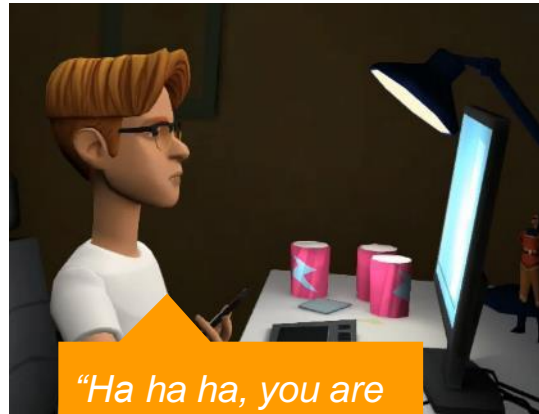
The players feel the pressure and the competitive atmosphere of the game. Losing can be extremely frustrating, and if someone on your team doesn't live up to your expectations or makes unnecessary mistakes it is easy to lose your temper. Also, people that are known to be friendly and calm can be triggered and make aggressive and hurtful remarks.

There are also films about anger that stays with the gamers, making them unfriendly and difficult to socialize with.

#### NORWAY



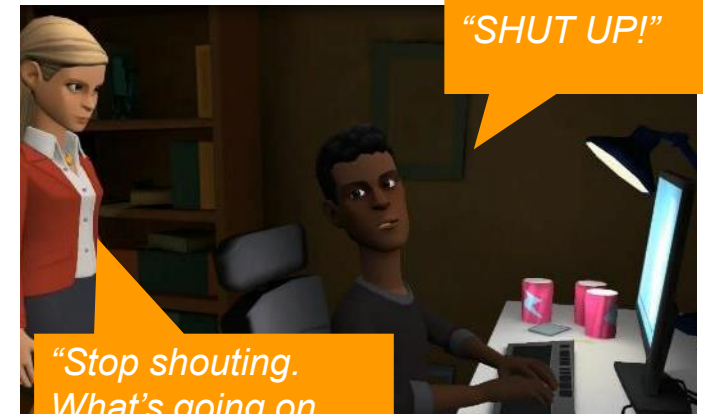
*"Ha ha ha, take the L you rat!"*



*"Ha ha ha, you are a piece of shit!"*



*"Stop it! This is bloody annoying!"*



*"Stop shouting. What's going on, it's Christmas Eve."*

*"SHUT UP!"*



# THE WORST THINGS WITH GAMING SUMMARY OF LEARNINGS



## Excessive gaming is a risk

When the CAP kids reflect on the negative aspects of gaming they mainly bring up the potential negative consequences of excessive gaming. The message is that excessive gaming can indeed happen, and may cause kids to neglect important things such as their homework, social relationships and physical health with possible dire consequences.

Fewer films highlight that the potentially problematic content of certain games. The films that do have this focus, mainly show how competitive team games (played by boys) can trigger anger and frustration at fellow team players or other people.



# REASONS NOT TO PLAY

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## REASONS NOT TO PLAY FILMS

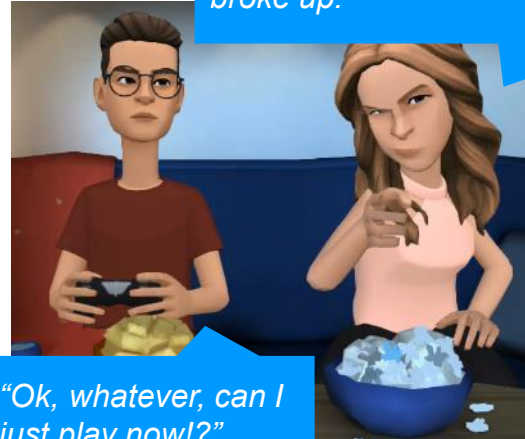
### ALIENATION AND BROKEN RELATIONSHIPS

A common reason for not playing is that you distance yourself from others. When others want to hang out or you participate in family life, you get angry or distance yourself. As a result, others are hurt and disappointed, and eventually get tired and give up on you.

The stories depict how you alienate those who are close to you when you let gaming take priority. Not only are parents disappointed, so too are siblings, friends, girlfriends and boyfriends. It is mostly boys who play and girls who set ultimatums.

Once you realize the consequences of your behaviour, it may be too late. It is only when things have gone so far that you are left out that you realize people mean more than your gaming. The bottom line is that it shows how addictive gaming can be and that you must not let gaming take up too much of your life.

FINLAND



*"It would be so much nicer to hang out with me than play that stupid game! Maybe it's better if we just broke up."*

*"Ok, whatever, can I just play now!?"*



*"Please don't leave, I'm sorry! Playing is not more important than you!"*



*"Too late for apologies! Bye!!"*



## REASONS NOT TO PLAY FILMS

## NEGATIVE IMPACT ON HEALTH AND WELLBEING

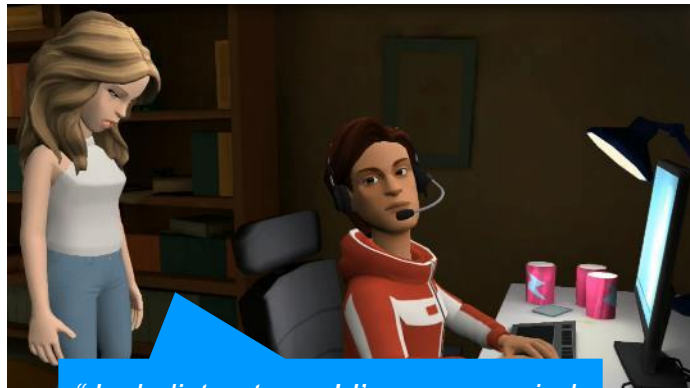
Some plots also show that a reason for not playing is that gaming can have a negative impact on health and wellbeing in general.

Not only can it be socially destructive, it can also lead to fatigue, headaches, eye problems, etc. that affect you negatively in daily life and are not good in the long run.

A widespread view seems to be the importance of variety in activities and being outdoors, as well as the importance of socializing with friends both online and offline.

All in all, there are reasons to limit gaming for both your own sake and that of others, and not let it go so far as to affect your relationships and other activities.

FINLAND

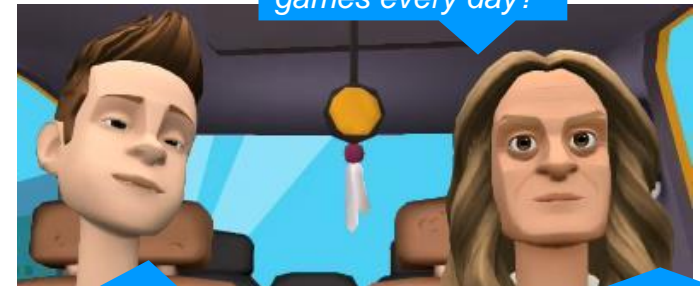


*"Jack, listen to me! I'm very worried about you, this is not good for your health! You never get out of the room and you have lost all your friends in real life..."*



*"Ok, I will come outside with you... This is actually really fun! Maybe I need to limit my screen time and come outside more often."  
(Jack is dancing happily in the field)*

LATVIA



*"Why aren't you playing online games every day?"*

*"Because I have better things to do."*

*"What are you doing when others are playing video games?"*

*"I go training, create art and sometimes read. If you play games then they are the most important thing in your life and you don't care about other things."*





## REASONS NOT TO PLAY FILMS

## OTHER INTERESTS AND PRIORITIES

A simple reason for not playing is that other things are more fun. Examples from the Plotagon films include socializing with friends or family offline, playing sports or doing other outdoor activities.

An extended message of these films is that both adults and kids should be aware of and respect kids' different interests. Some like gaming, some do not, and that is perfectly fine.

### ESTONIA



### DENMARK





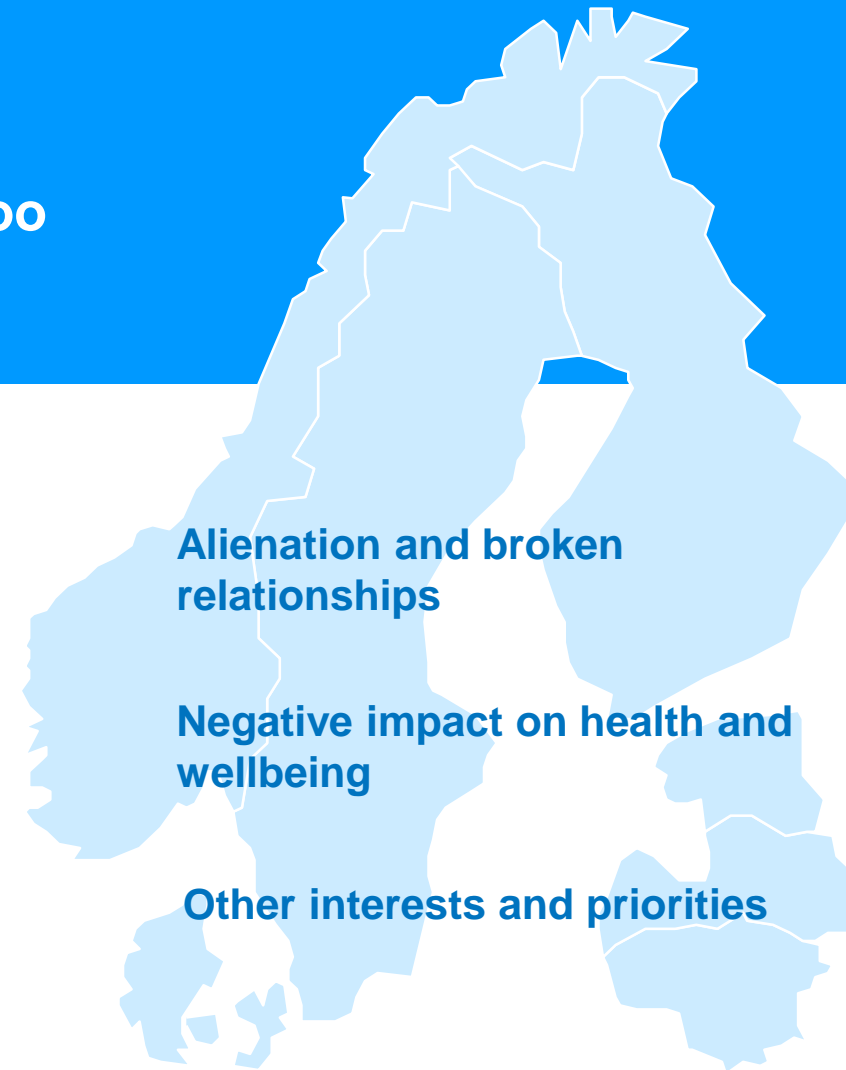
# REASONS NOT TO PLAY SUMMARY OF LEARNINGS



## Fear of negative consequences of playing too much, other interests or priorities

Like several films on the theme “*worst aspects of gaming*”, many films on this theme portray kids who are stuck in excessive gaming routines, causing them to neglect things such as social relationships or physical wellbeing. These films seem to have been created by kids who have experienced others ending up in such situations, have potentially been hurt by their behaviour, and want to avoid ending up in such a situation themselves.

A different message on this theme is that some kids choose not to play simply because they find other things more fun and meaningful. An extended message of these films is that parents, and other kids, should respect different interests. Some kids like to game and some do not – and that is perfectly fine.



# THE ROLE OF GAMING IN MY LIFE

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## THE ROLE OF GAMING IN MY LIFE FILMS

### ENTERTAINMENT AND COMFORT

Gaming is a source of joy and experiences. It offers both entertainment and adventure, and is also an opportunity for social interaction. As such, it plays an important role in terms of doing something fun and meaningful with your spare time, and it stimulates the mind.

Another aspect of gaming is that it acts as a distraction and a stress reliever. It can be both relaxing and distracting, partly by taking your mind off things that may be difficult, and partly by keeping you away from other potentially worse activities, like drinking and staying out late at night.

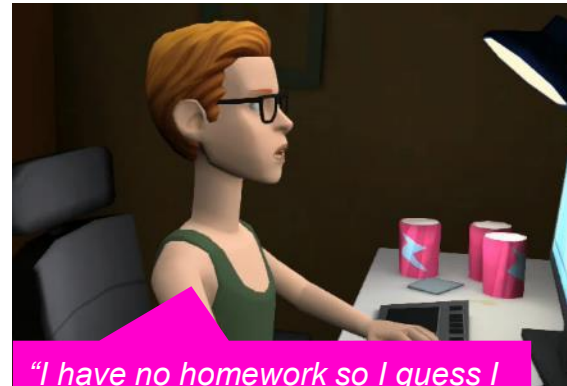
Overall, gaming not only makes you happy, it can also enhance and provide energy to cope with everyday life. Moreover, the perspective is not only what gaming provides in the moment but also which emotional needs it addresses on a deeper level.

LITHUANIA



*"I play games often, it's fun and entertaining and I meet many friends when I play. We always have a good time and a good laugh. It's good for bonding and nice to have something in common."*

ESTONIA



*"I have no homework so I guess I have time to play tonight. Sweet! ... let's see who's online so I don't have to play by myself..."*



*"Don't you want to do something better with your time than gaming?"*

*"That's what me and my friends do and we find it entertaining!"*



## THE ROLE OF GAMING IN MY LIFE FILMS

### LEARNING AND GROWING

Not only does gaming provide satisfaction in terms of entertainment and relaxation, it can also provide a sense of fulfilment and accomplishment. Through gaming, you develop certain skills and thus become good at things you wouldn't otherwise be good at.

Examples show that those who don't do as well at school may gain more confidence and self-esteem by being good at gaming. Those who feel lonely or left out may find a sense of belonging by identifying themselves as skilled gamers. Or they may feel that gaming is a way to develop valuable skills in a playful and entertaining way.

Also, by being a skilled gamer you can act as a role model and become someone that others look up to. Gaming can even lead to a future professional career and is thus not just a game, but something to invest in.

#### 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."*

#### ESTONIA



*"Nice win! You're so good! Now we can tell everyone in school!"*

*"Epic gamer moment 😊"*





## THE ROLE OF GAMING IN MY LIFE FILMS

### A POTENTIAL SOURCE OF CONFLICT BETWEEN KIDS AND PARENTS

A clear message from many of the films is that unnecessary arguments can easily arise when adults do not understand what gaming means to their kids or how their games work. Common illustrated conflicts involve what is considered meaningful activities and how much time gaming takes.

An unnecessary conflict caused by a lack of insight into how gaming works, and one which arose in multiple plots, is when parents ask their kids to take a break from their game without warning to come and eat. Although parents see this as a perfectly reasonable request, as they think their kids can just press pause and return later, those who play online multiplayer games feel it is unfair to ask this. If they leave, the game will continue without them and they will have let their teammates down.

To solve this issue, one piece of advice provided is that parents should give kids a 30 minute warning before dinner, allowing them to plan not to be involved in a game at that time.

DENMARK



*"Please stop playing now, you have been playing for the last two hours."*

*"This is an online game, I can't just stop now, my teammates will get angry at me..."*



*"No, you can't do that, you will ruin my game! Get out of my room!"*

*"But it's time for dinner now and if you don't come we'll turn off the WiFi."*



*"I'm sick of you and your games, you're never able to stop playing when I tell you... ... the next step is selling your gaming PC and buying a small laptop..."*

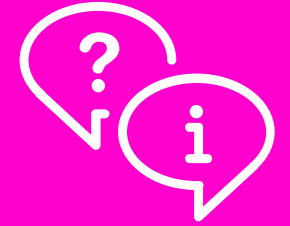


*"Mom, I'm sorry, please give me another chance... ... you can set a limit so that after a certain time it will alert me that I have 30 minutes left to play before it shuts off."*



# ROLE OF GAMING IN MY LIFE

## SUMMARY OF LEARNINGS



### A positive impact, but parents are too ignorant

When the CAP Kids reflect on the role gaming plays in their lives, many say that gaming is both fun in the moment and also addresses deeper needs, such as the need for social interaction, relaxation and stimulation.

Some say they can build a sense of identity and improve their self-confidence and self-esteem through gaming. Examples include kids who don't do as well at school gaining more confidence by being good at gaming. Those who feel lonely can find a sense of belonging by identifying as skilled gamers.

However, when parents and kids have different views on how gaming works and what it means, this can easily be a source of conflict. According to the plots, these conflicts can only be solved by parents understanding and knowing more about gaming.





# QUANTITATIVE RESULTS

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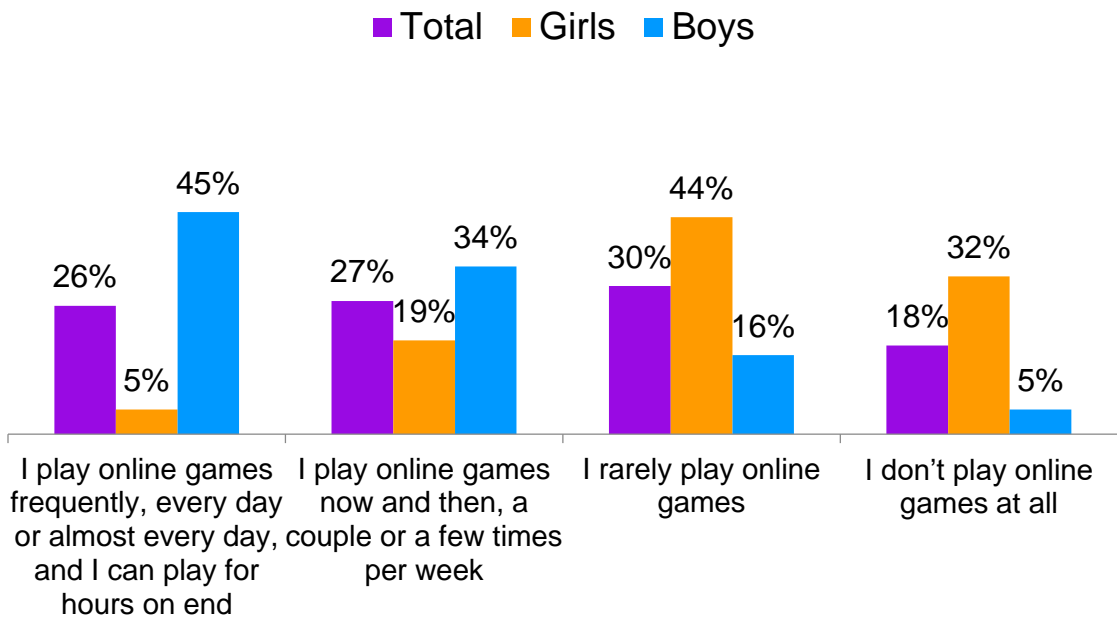
# QUANTITATIVE RESULTS



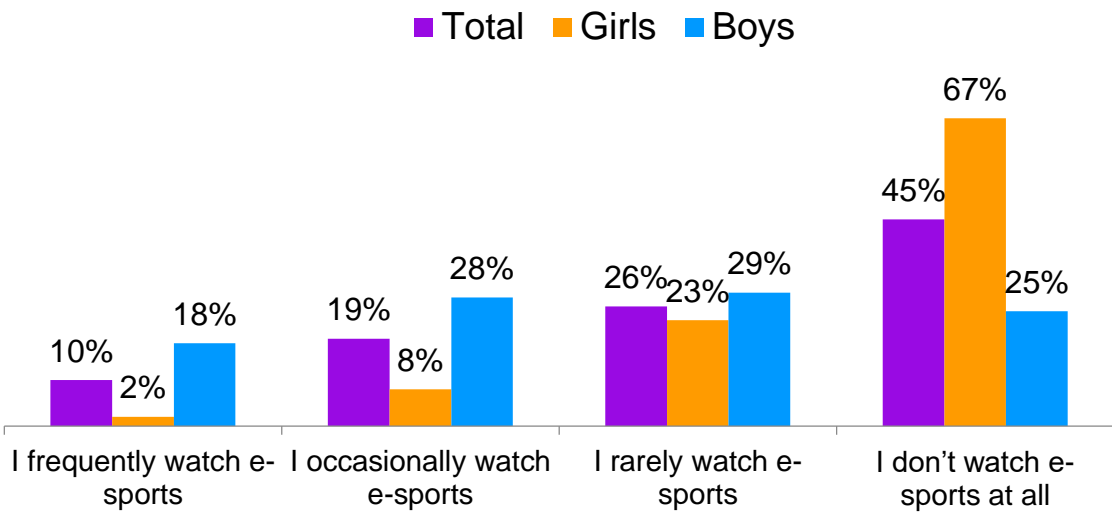
About 1 in 4 CAP kids are frequent gamers. It is worth noting the big gender difference here. Almost half of boys but only a small proportion of girls belong to this category. The majority of this year’s CAP girls play online games rarely or not at all.

Watching e-sport is quite popular, at least for boys. Half of them watch these events at least occasionally. Only 1 in 10 girls do so.

## GAMING FREQUENCY



## E-SPORT VIEWING FREQUENCY



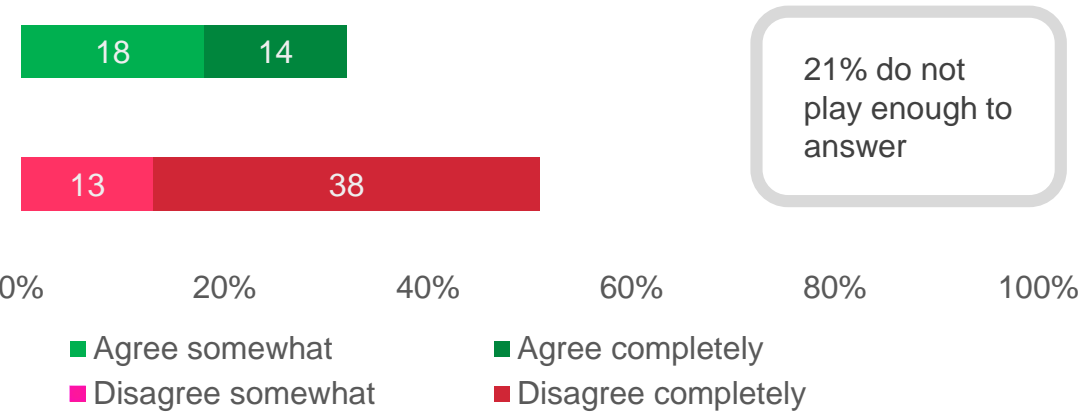
# QUANTITATIVE RESULTS



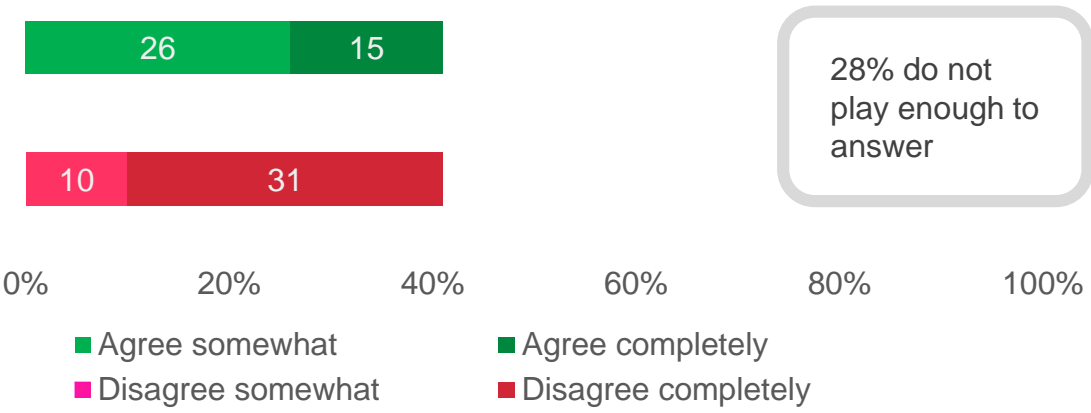
The popularity of e-sports has increased rapidly in recent years. The figures for 2019 show that nearly 1 in 3 of the CAP kids agree with the statement that e-sports is one of the most interesting forms of sports today. Looking more closely at the figures, we conclude that interest in watching correlates with interest in playing. Among those kids that play games daily/almost everyday, more than 50% agree that e-sport is one of the most interesting forms of sports.

E-sports is a motivator for playing for 41% of the total CAP kids sample, and for frequent gamers this rises to 70%. For them, watching e-sports is clearly a motivating factor.

## E-SPORTS IS ONE OF THE MOST INTERESTING FORM OF SPORTS



## WATCHING E-SPORTS MAKES ME MORE MOTIVATED TO PLAY ONLINE GAMES



\* When referring to the “CAP Kids” or the “CAP Kids sample” on the following pages in this chapter, it is the CAP kids that has taken a stance to the question that is being referenced. I.e the population that has answered something else than “ I do not play enough to answer”.

Graphs show results for a total of six countries, equal weight/country. Scale: Agree completely, Agree somewhat, Neither agree nor disagree, Disagree somewhat, Disagree completely, don't play enough to answer



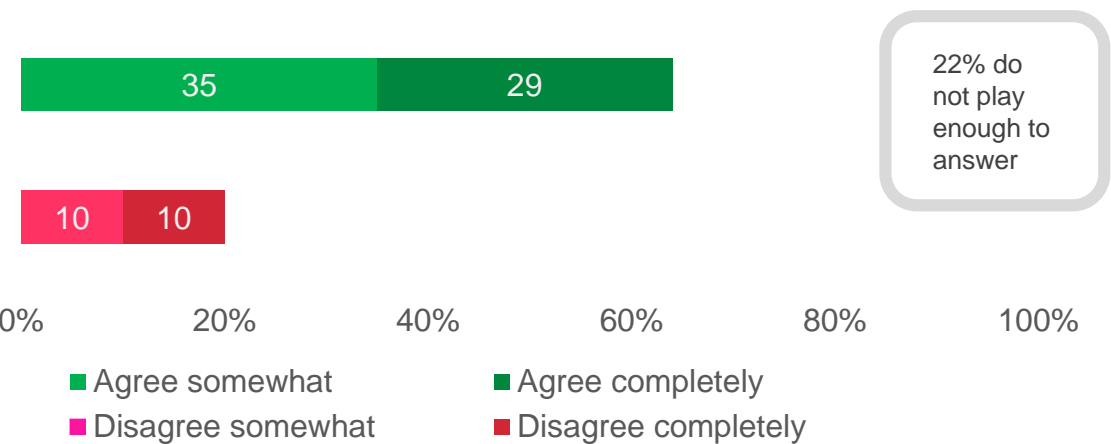
# QUANTITATIVE RESULTS



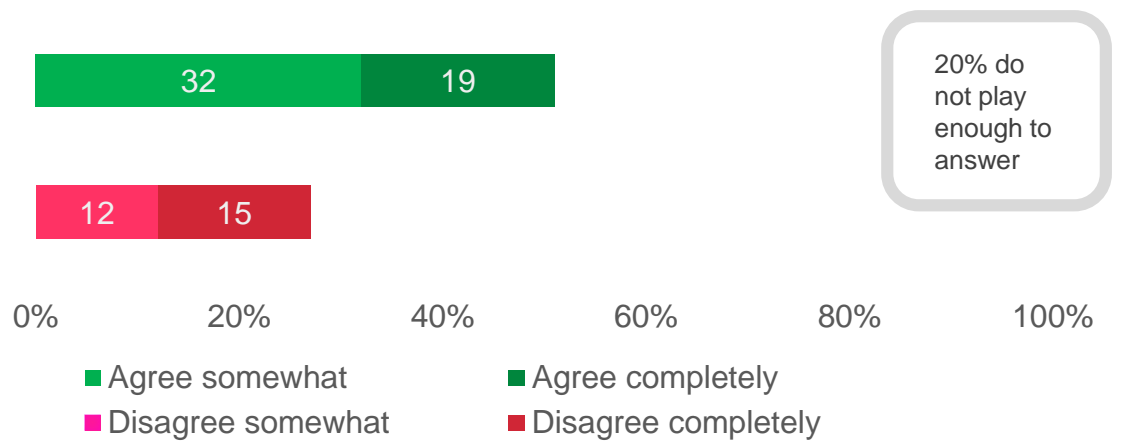
One of our more important findings is that there is much more to gaming than just short-term entertainment, and this is clearly illustrated here. Learning things besides the game itself is also a theme in some of the films. Gaming is good for your English skills, and it can improve your ability to focus and make quick decisions.

Playing online games can be a way to be creative according to the CAP kids. A closer look at the figures (not shown in the graphs below) revealed that more than 70% of the frequent gamers agree with this statement. This link between creativity and gaming is interesting, as it may not be obvious to people outside the gaming community.

## I LEARN THINGS FROM GAMING (BESIDES BECOMING BETTER AT PLAYING THE GAME)



## PLAYING ONLINE GAMES IS A WAY FOR ME TO BE CREATIVE



Graphs show results for a total of six countries, equal weight/country. Scale: Agree completely, Agree somewhat, Neither agree nor disagree, Disagree somewhat, Disagree completely



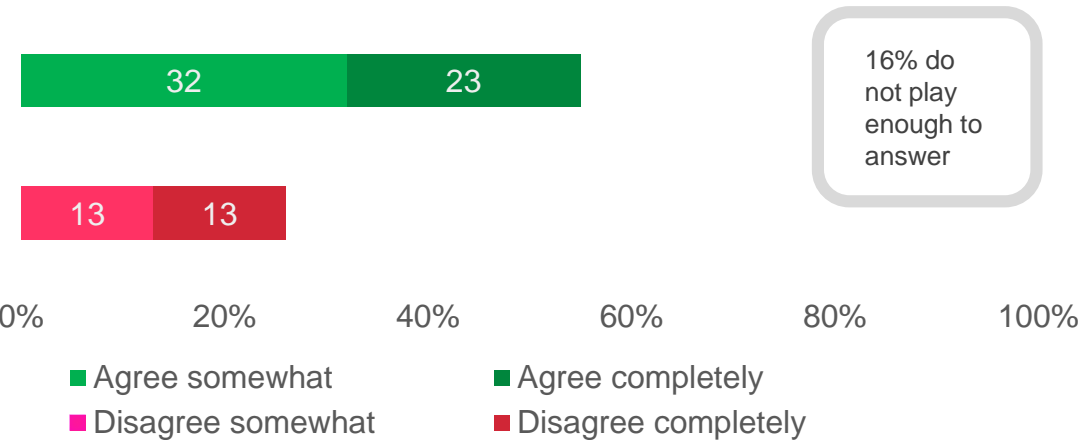
# QUANTITATIVE RESULTS



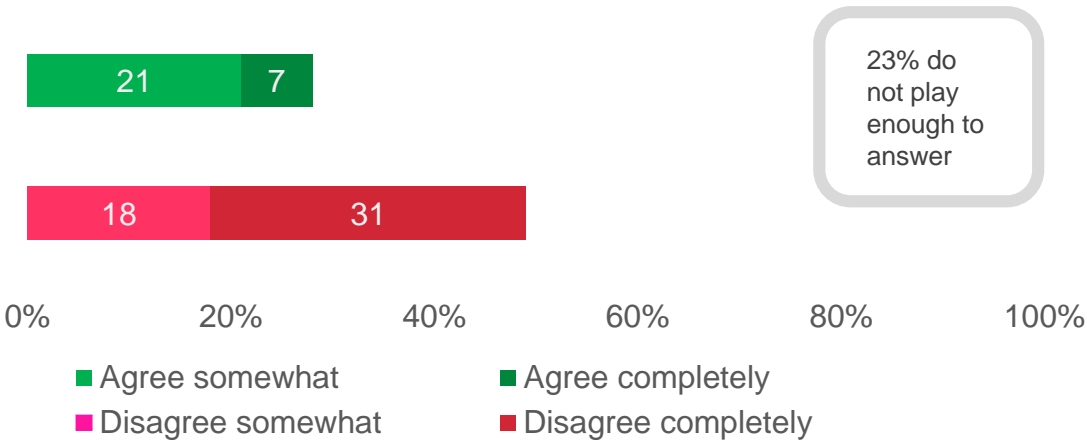
Winning is an important part of playing online games, and when we look at the figures in detail we see that it becomes more important the more you play. Over 70% of the frequent gamers agree with this statement. The better you get, the more important it is to win.

More than 1 in 5 % of the CAP kids agree that they get frustrated when they feel they are not good enough at gaming. Since winning is important, frustration can be seen as a natural consequence of losing. It can also be a reason for anger. The type of frustration leading to anger, however, is mostly directed towards others according to the Plotagon films. You get frustrated when your teammates are not performing well.

## WINNING IS IMPORTANT



## I GET FRUSTRATED BECAUSE I FEEL THAT I AM NOT GOOD ENOUGH AT PLAYING ONLINE GAMES



Graphs show results for a total of six countries, equal weight/country. Scale: Agree completely, Agree somewhat, Neither agree nor disagree, Disagree somewhat, Disagree completely, don't play enough to answer





# QUANTITATIVE RESULTS

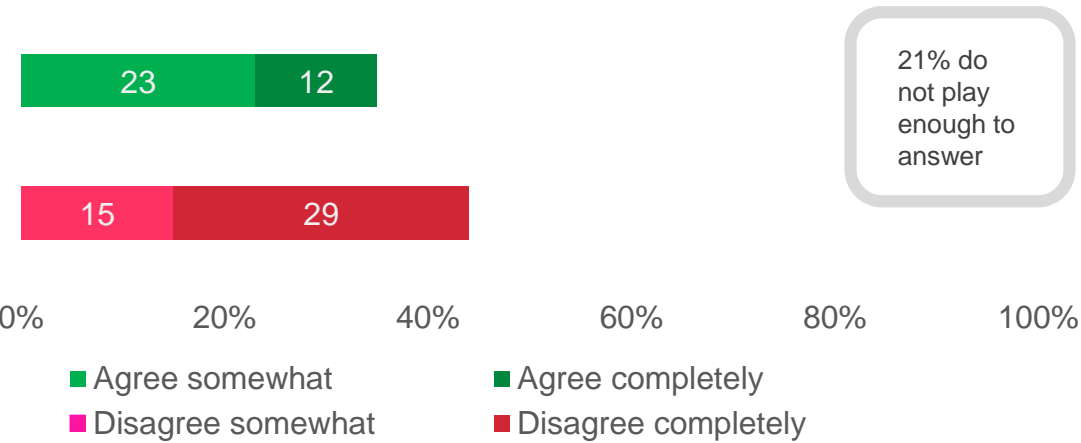


The answers to these two questions illustrate a couple of the most important aspects of gaming. It is highly exciting and it helps you to forget bad things in life.

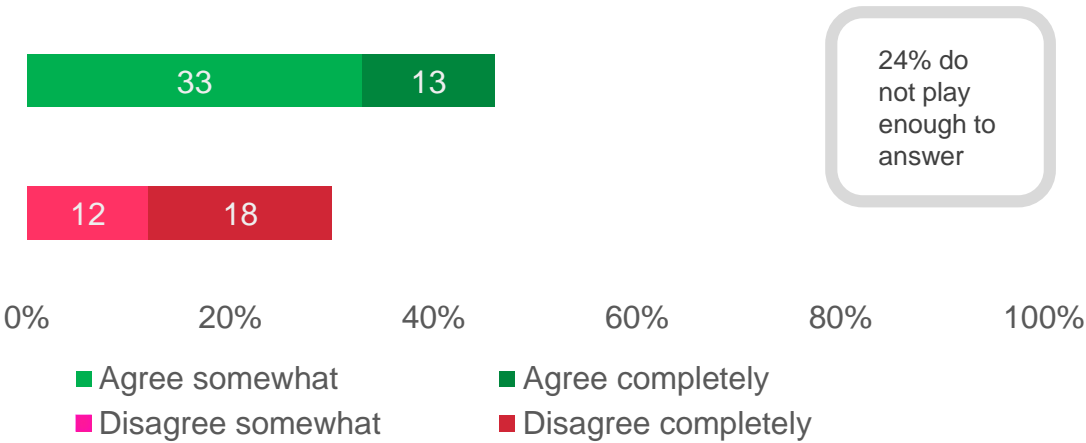
The question about excitement is polarizing. When we look at the group as a whole, 35% agree with the statement. Among frequent gamers, however, the proportion is 59%. Gaming is important to them as it offers excitement.

Examples from the workshop films also show that gaming can cheer you up and can even save a bad day.

## GAMING GIVES ME A LEVEL OF EXCITEMENT THAT I CAN'T FIND ANYWHERE ELSE



## PLAYING ONLINE GAMES HELPS ME TO FORGET BAD THINGS IN MY LIFE



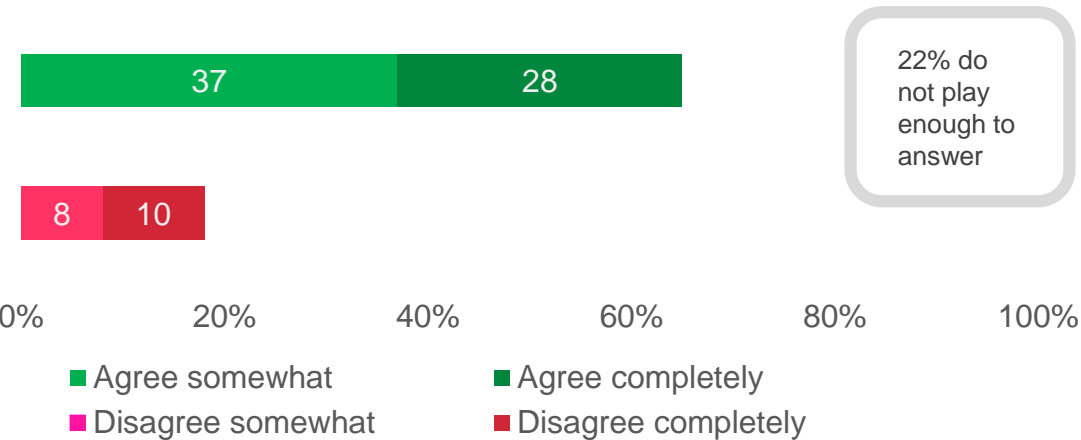
# QUANTITATIVE RESULTS



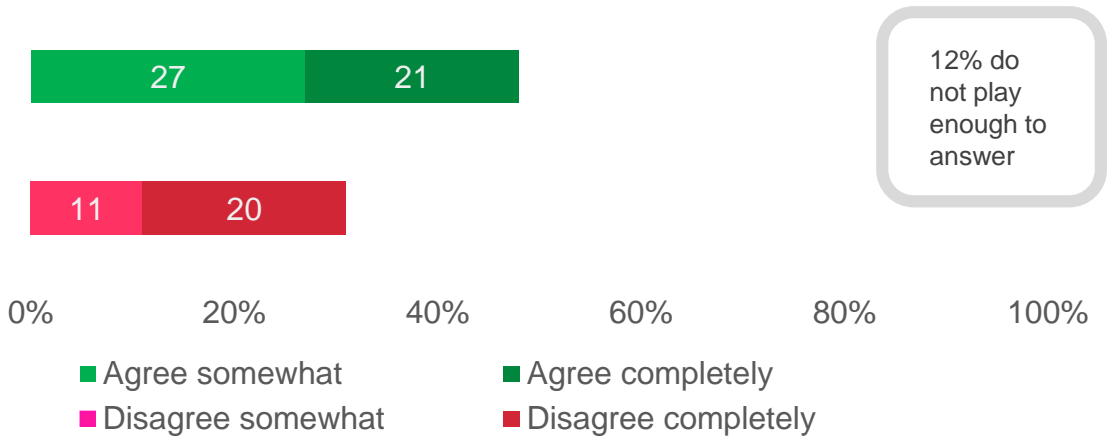
The figures show that many kids know from experience that gaming can be a source of conflict. This is one of the major problems with gaming, and is illustrated in several films. The competitive environment, elements of combat, prestige and pent-up frustrations can lead to conflict between people.

The CAP kids seem to be aware of the risk of getting hooked on gaming. Consequences such as letting friends down or falling behind at school have been illustrated in the Plotagon films they made in the workshops. The figures here confirm that they see this as a problem. Somewhat more agree than disagree with the statement that they think their friends spend too much time gaming.

## I KNOW FROM EXPERIENCE THAT GAMING CAN BE A SOURCE OF CONFLICT BETWEEN PEOPLE



## I THINK MY FRIENDS SPEND TOO MUCH TIME GAMING



Graphs show results for a total of six countries, equal weight/country. Scale: Agree completely, Agree somewhat, Neither agree nor disagree, Disagree somewhat, Disagree completely

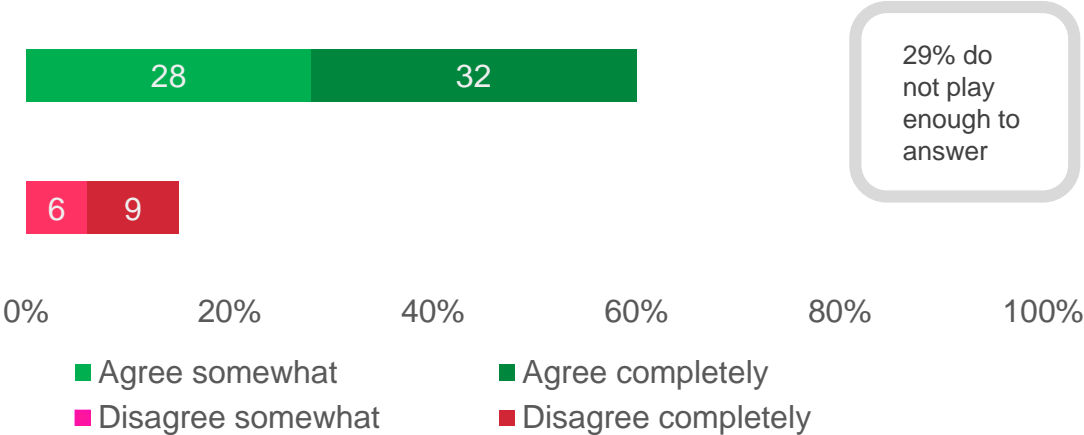


# QUANTITATIVE RESULTS



This question shows that, overall, the CAP kids feel quite welcome in gaming communities. When looking at the kids who play rarely or not at all, the number disagreeing with the statement is still quite low and there is no difference between girls and boys. Exclusion does not seem to be a barrier to playing online games.

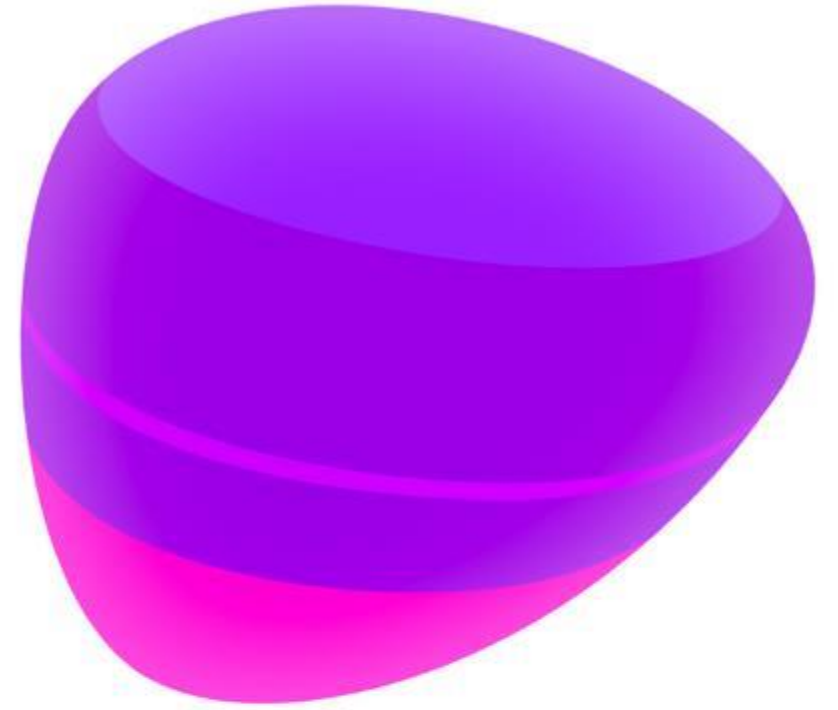
## I FEEL WELCOME IN THE GAMING COMMUNITIES



Graphs show results for a total of six countries, equal weight/country. Scale: Agree completely, Agree somewhat, Neither agree nor disagree, Disagree somewhat, Disagree completely



# RESULTS SORTED BY COUNTRY



# BASES FOR THE QUANTITATIVE QUESTIONS/COUNTRY

Gaming and e-sports habits questions = All respondents

Gaming and e-sports attitudes questions = All respondents excluding those who picked the answer “I do not play enough to answer the question”

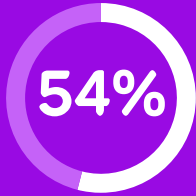




# ESTONIA

## GAMING AND E-SPORTS HABITS

I play games at least on a weekly basis



I watch e-sports frequently



## GAMING AND E-SPORTS ATTITUDES

I learn things from gaming (besides becoming better at playing the game)



I know from experience that gaming can be a source of conflict between people



Winning is important



I feel welcome in the gaming communities



I think my friends spend too much time gaming



Playing online games is a way for me to be creative



Playing online games helps me to forget bad things in my life



Gaming gives me a level of excitement that I can't find anywhere else



Watching E-sports makes me more motivated to play online games



E-sports is one of the most interesting form of sports



I get frustrated because I feel that I am not good enough at playing online games



## BEST THINGS

Several positive aspects of gaming are brought to attention by the Estonian kids. Playing can be exhilarating as well as relaxing. It can be a place to connect with other people. They also mention that gaming can facilitate improvement of skills such as English, imaginative-, logic- and strategic thinking.

## REASONS NOT TO PLAY

A widespread message to adults is that far from all kids are interested in gaming and e-sports. Life have lots of other things to offer, which for some kids are more appealing. A couple of plots illustrate how hard it can be for kids to maintain focus on what is important in life when they get too involved in their online games – which can be a reason to avoid gaming.

## WORST THINGS

The numerous films on this theme are rather severe and concern topics such as getting addicted to games and of loosing interest in the offline life as a consequence. Some films show how games can trigger anger. Another topic is the risk of falling victim to people on gaming platforms who are out to scam you, for money for example.

## ROLE IN MY LIFE

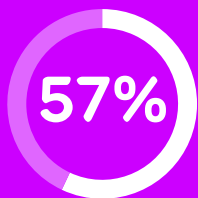
Two films were made on the theme. One of them wants to inform parents that online games cannot be paused. The other carries the message that gaming is more than what meets the eye, i.e. not only about shouting and being glued to a screen. Gaming is actually about experiencing adventure and strong emotions.



# FINLAND

## GAMING AND E-SPORTS HABITS

I play games at least on a weekly basis



I watch e-sports frequently



## GAMING AND E-SPORTS ATTITUDES

I feel welcome in the gaming communities



I know from experience that gaming can be a source of conflict between people



Winning is important



I learn things from gaming (besides becoming better at playing the game)



Playing online games helps me to forget bad things in my life



Playing online games is a way for me to be creative



Watching E-sports makes me more motivated to play online games



Gaming gives me a level of excitement that I can't find anywhere else



I think my friends spend too much time gaming



E-sports is one of the most interesting form of sports



I get frustrated because I feel that I am not good enough at playing online games



## BEST THINGS

The Finnish CAP Kids did not prioritize to share the best things about gaming with adults. No clear message can be identified from the few films on the theme.

## WORST THINGS

The worst aspect with gaming is that it can make you really (really) angry. Most anger-themed films are about anger directed towards players that are seen to underachieve. Some, but fewer, films are about getting angry at oneself for playing bad. One plot brings up how too much gaming can result in neglect of one's physical health.

## REASONS NOT TO PLAY

This was by far the most engaging theme for the Finnish kids, who exemplify a variety of reason for not playing. One clear message is that gaming can get obsessive, which may cause kids to neglect social relations to the point that they are not able to recover them. Less dramatically, some plots bring up that having different interests can be a reason for not playing.

## ROLE IN MY LIFE

Few films were made on the theme. One of these films carries the message that gaming has a positive impact because it allows kids to express emotions. However, these emotions might result in shouting and screaming, which kids may need to tone down in respect of others.



## GAMING AND E-SPORTS HABITS

I play games at least  
on a weekly basis

44%

I watch e-sports  
frequently

9%

## GAMING AND E-SPORTS ATTITUDES

I learn things from gaming (besides becoming better at  
playing the game)

68%

I know from experience that gaming can be a source of  
conflict between people

65%

I think my friends spend too much time gaming

55%

I feel welcome in the gaming communities

53%

Watching E-sports makes me more motivated to play  
online games

48%

Winning is important

47%

Playing online games is a way for me to be creative

47%

Playing online games helps me to forget bad things in  
my life

45%

E-sports is one of the most interesting form of sports

42%

I get frustrated because I feel that I am not good  
enough at playing online games

28%

Gaming gives me a level of excitement that I can't find  
anywhere else

26%

## BEST THINGS

Several positive aspects of online gaming are brought to attention by the Latvian kids. Playing is highly enjoyable, you improve your English and you connect with other people. If you take it to the next level and become successful in e-sports you may even get rich and famous.

REASONS NOT  
TO PLAY

There are several Plotagon films about reasons not to play and they have more or less the same message. When kids spend too much time playing online games they miss out on other things. Examples include sport activities which are good for your health or meeting people offline.

## WORST THINGS

There are two issues dealt with on this theme. One of them is that gaming can make you really angry. Friends can get annoyed with each other and start arguing. The other issue is that there is a risk to get involved with people online that you do not know.

## ROLE IN MY LIFE

A couple of interesting movies on this theme are dealing with family relations. The kids want their parents to understand that gaming is important to them and their recommendation is to talk about it in the family.



# LITHUANIA

## GAMING AND E-SPORTS HABITS

I play games at least on a weekly basis

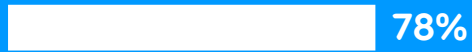


I watch e-sports frequently



## GAMING AND E-SPORTS ATTITUDES

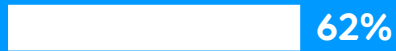
Playing online games is a way for me to be creative



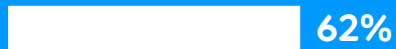
I know from experience that gaming can be a source of conflict between people



I think my friends spend too much time gaming



Winning is important



Playing online games helps me to forget bad things in my life



I feel welcome in the gaming communities



I learn things from gaming (besides becoming better at playing the game)



Watching E-sports makes me more motivated to play online games



E-sports is one of the most interesting form of sports



Gaming gives me a level of excitement that I can't find anywhere else



I get frustrated because I feel that I am not good enough at playing online games



## BEST THINGS

One of the best things with gaming is that it is the most fun thing you can do. In addition to this, by playing these games you improve your cognitive skills which can give you an edge in life.

## WORST THINGS

The worst aspect of gaming is that it can be addictive. There are some really drastic Plotagon films made by the Lithuanian kids describing gaming as a drug and dealing with mental illness caused by playing too much.

## REASONS NOT TO PLAY

The main reason not to play has to do with how you want to spend your time. Playing online games means staying inside instead of getting some fresh air. You should go out more and do some sports or just have a walk in the park with a friend.

## ROLE IN MY LIFE

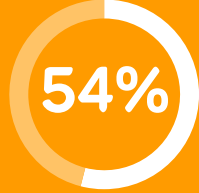
Online games can play an important role in your life as they can be a link to communication with people in other countries. Gaming can also be very motivating. Becoming an e-sports star is the dream of many young gamers.



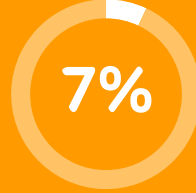
# NORWAY

## GAMING AND E-SPORTS HABITS

I play games at least on a weekly basis



I watch e-sports frequently



## GAMING AND E-SPORTS ATTITUDES



## BEST THINGS

The social side of gaming is important to the Norwegian CAP kids. It is nice to share this hobby with other people. Plotagon films about making new friends and getting to know each other better show us how meaningful gaming can be.

## WORST THINGS

Meeting people may be the best aspect of gaming but at the same time, there is risk involved. The message from the Norwegian kids is that you need to be careful so that you do not get into trouble.

## REASONS NOT TO PLAY

There is a real risk of getting hooked and if you spend too much time playing online games, you miss out on other things. Life has so many other things to offer.

## ROLE IN MY LIFE

No Plotagon films on this theme from Norway





# SWEDEN

## GAMING AND E-SPORTS HABITS

I play games at least on a weekly basis



I watch e-sports frequently



## GAMING AND E-SPORTS ATTITUDES

I feel welcome in the gaming communities



I learn things from gaming (besides becoming better at playing the game)



I know from experience that gaming can be a source of conflict between people



Winning is important



Playing online games is a way for me to be creative



Playing online games helps me to forget bad things in my life



I think my friends spend too much time gaming



I get frustrated because I feel that I am not good enough at playing online games



Watching E-sports makes me more motivated to play online games



Gaming gives me a level of excitement that I can't find anywhere else



E-sports is one of the most interesting form of sports



## BEST THINGS

The Swedish Kids illustrate a variety of benefits of gaming: meeting new friends, socializing, having fun, relaxing, learning skills, the possibility of becoming an e-sport star. In the film descriptions many write “*We do not think adults know that xxx*”, - hinting that they do really think there is much for adults to learn.

## REASONS NOT TO PLAY

Having other priorities or interests are the principal reasons not to play. Many turn down gaming because of the perception that it takes so much time that it is hard to find a healthy balance between gaming and other activities. The other reason not to play is because the interest simply is not there.

## WORST THINGS

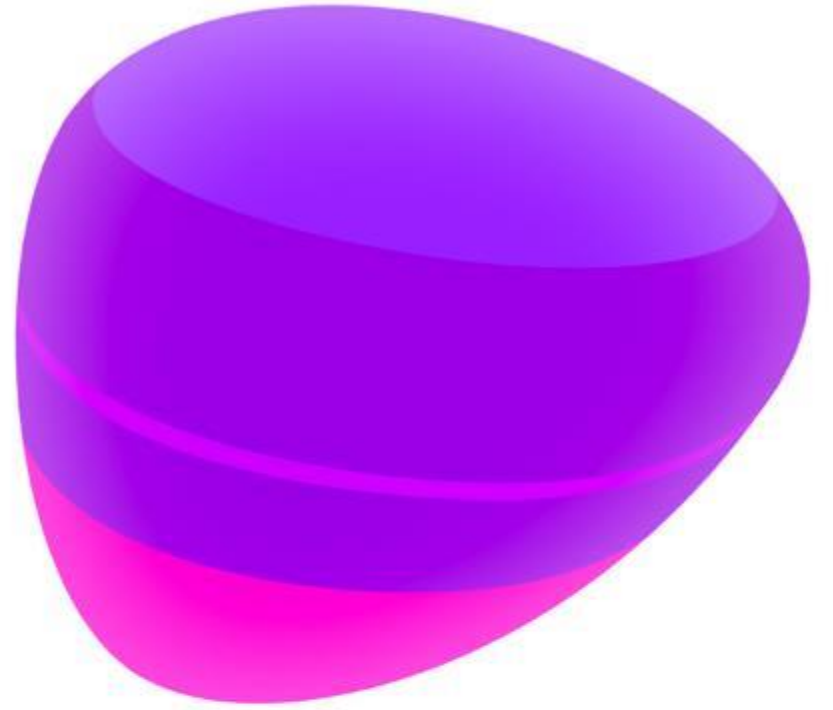
The main negative things with gaming are games triggering anger and rage or getting disturbed by parents while gaming. Hence, two very different issues. A couple of plots bring up the risk of getting stuck in excessive gaming patterns.

## ROLE IN MY LIFE

Four films were made on the theme. Two films carry the message that kids have different interests than gaming, which should be respected. One film want to make adults aware that gaming can be an positive escape from reality. The last stresses that one should be careful not to deprioritize family time due to games.



# METHOD AND SCOPE



# FIELDWORK AND REPORTING

This report is based on workshops carried out in grade 8 school classes (age 15) in Denmark, Estonia, Finland, Latvia, Lithuania, Norway and Sweden.

The workshops were carried out in May-June 2019. They were facilitated in the local language by a team set up by Telia. The timeframe was two study hours (2 x 45 minutes) with the option of taking a break in between.

A week before the workshop the children completed in class a brief digital quantitative questionnaire about gaming and e-sports. At the beginning of the workshop, the children completed a short warm-up exercise. After receiving instructions about the Plotagon animation tool and the four themes, they worked in groups of 3-4 each and were given 50 minutes to complete a film based on one of the themes.



CAP 2019 is not meant to be a research project in the traditional sense. The sample is not representative, so conclusions not be drawn about all 15-year-olds in the participating countries based on these results.

The Ipsos team responsible for analysis and reporting:

**Ulf Boreus**  
Senior Insight Consultant

**Charlotte Heiman**  
Insight Consultant

**Maria Hedengren**  
Insight Consultant

IPSOS  
[www.ipsos.com](http://www.ipsos.com)



# 7 COUNTRIES, 600 PARTICIPANTS AND 159 FILMS

Across the countries, 24 kids in total did not identify as a boy or a girl.

## SWEDEN

Total	Boys	Girls	Films
110	58	51	35

## FINLAND

Total	Boys	Girls	Films
90	47	42	21

## ESTONIA

Total	Boys	Girls	Films
113	63	44	32

## LATVIA

Total	Boys	Girls	Films
102	38	56	27

## LITHUANIA

Total	Boys	Girls	Films
**75	36	34	41

## NORWAY

Total	Boys	Girls	Films
110	61	46	23

## DENMARK

Total	Boys	Girls	Films
*			8

\*Denmark held 1 school-class workshop and no quantitative questionnaires were distributed.

\*\* In Lithuania, all of the workshop participants did not complete the quantitative survey. This means that the number of participating kids in reality is higher than 75.



# LOCAL PARTNERS

In some countries, Telia cooperated with local NGOs to carry out the workshops.

## ESTONIA



## FINLAND



## LATVIA



## SWEDEN

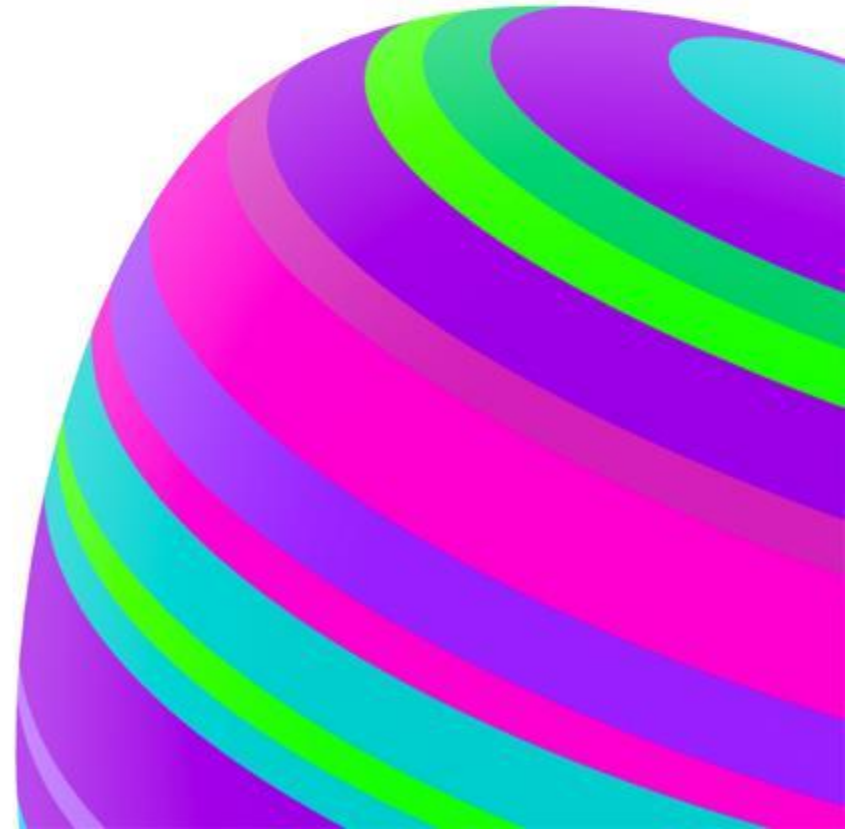


The whole project was powered by Plotagon.





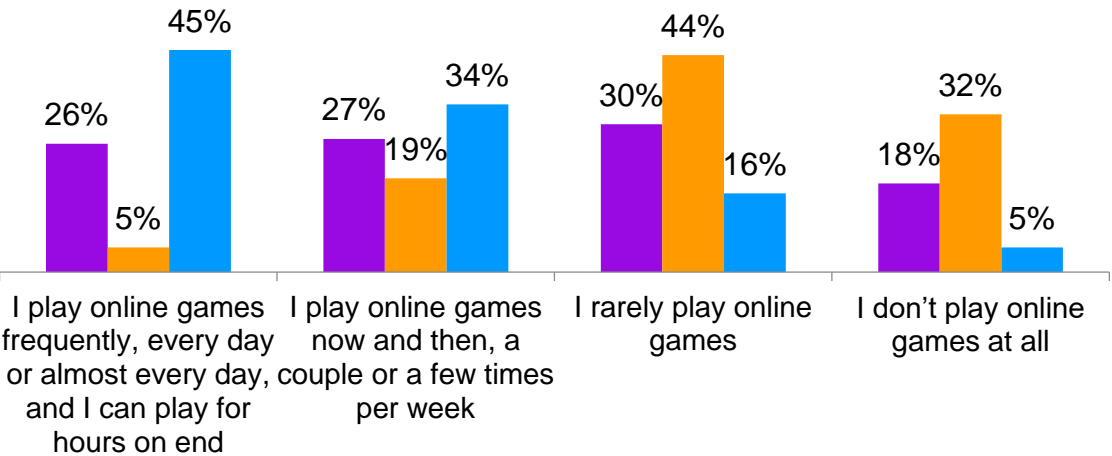
# APPENDIX



# TOTAL

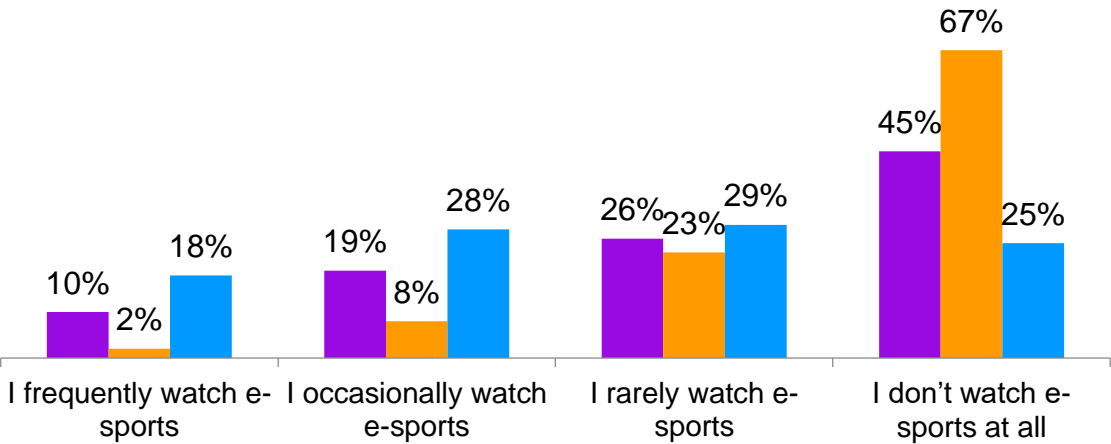
## GAMING FREQUENCY

■ Total ■ Girls ■ Boys



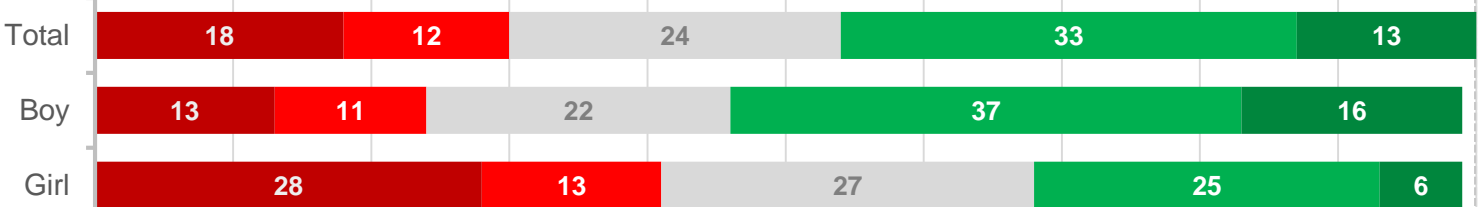
## E-SPORT VIEWING FREQUENCY

■ Total ■ Girls ■ Boys

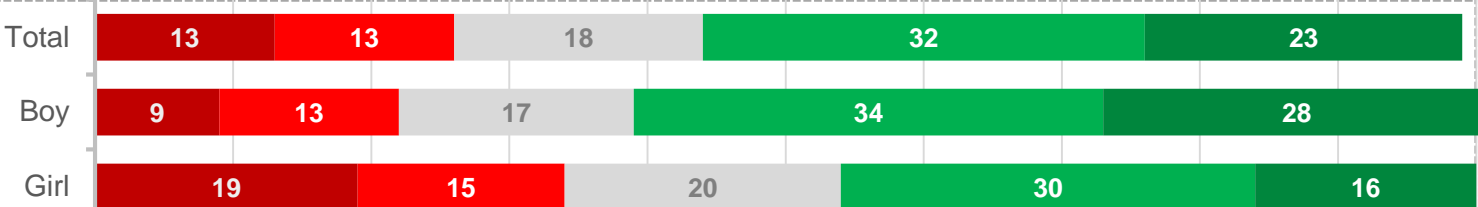


# TOTAL

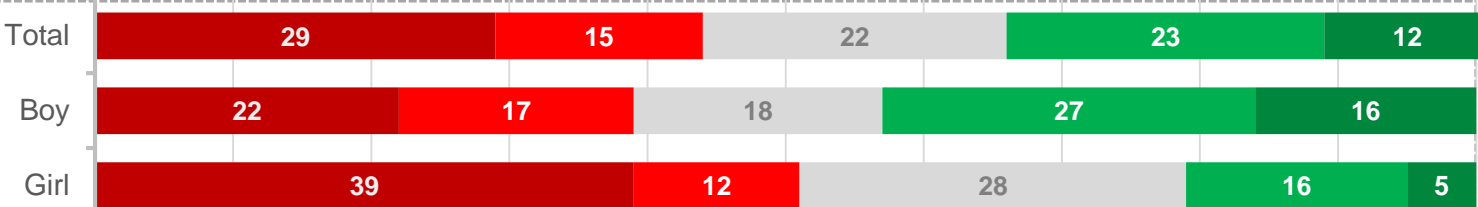
Q1. Playing online games helps me to forget bad things in my life



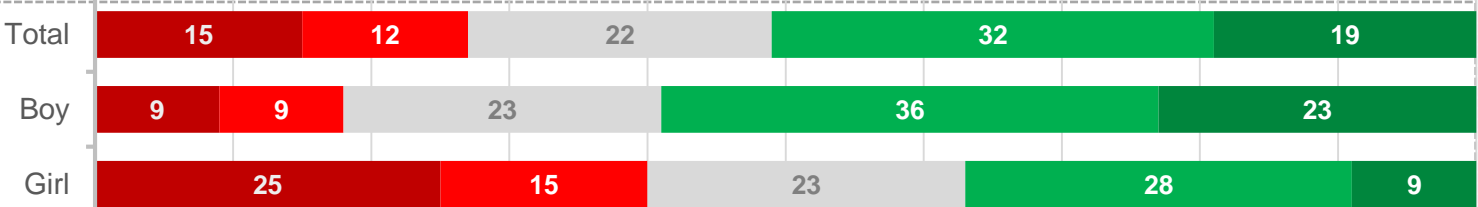
Q2. Winning is important



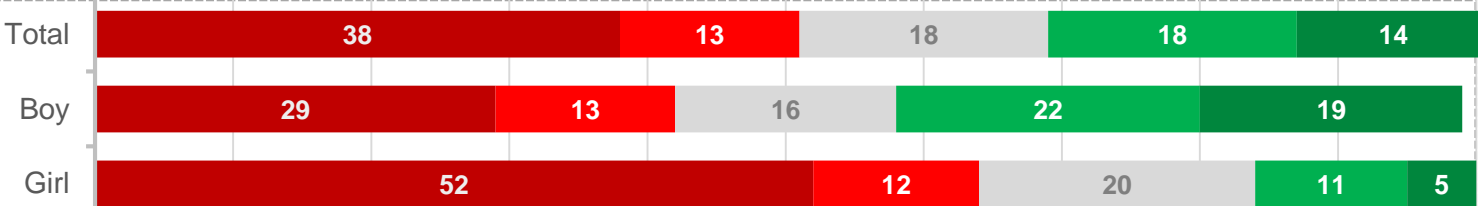
Q3. Gaming gives me a level of excitement that I can't find anywhere else



Q4. Playing online games is a way for me to be creative



Q5. E-sports is one of the most interesting forms of sports



I do not play enough to answer

24%

8%

42%

16%

3%

31%

21%

5%

38%

20%

5%

37%

21%

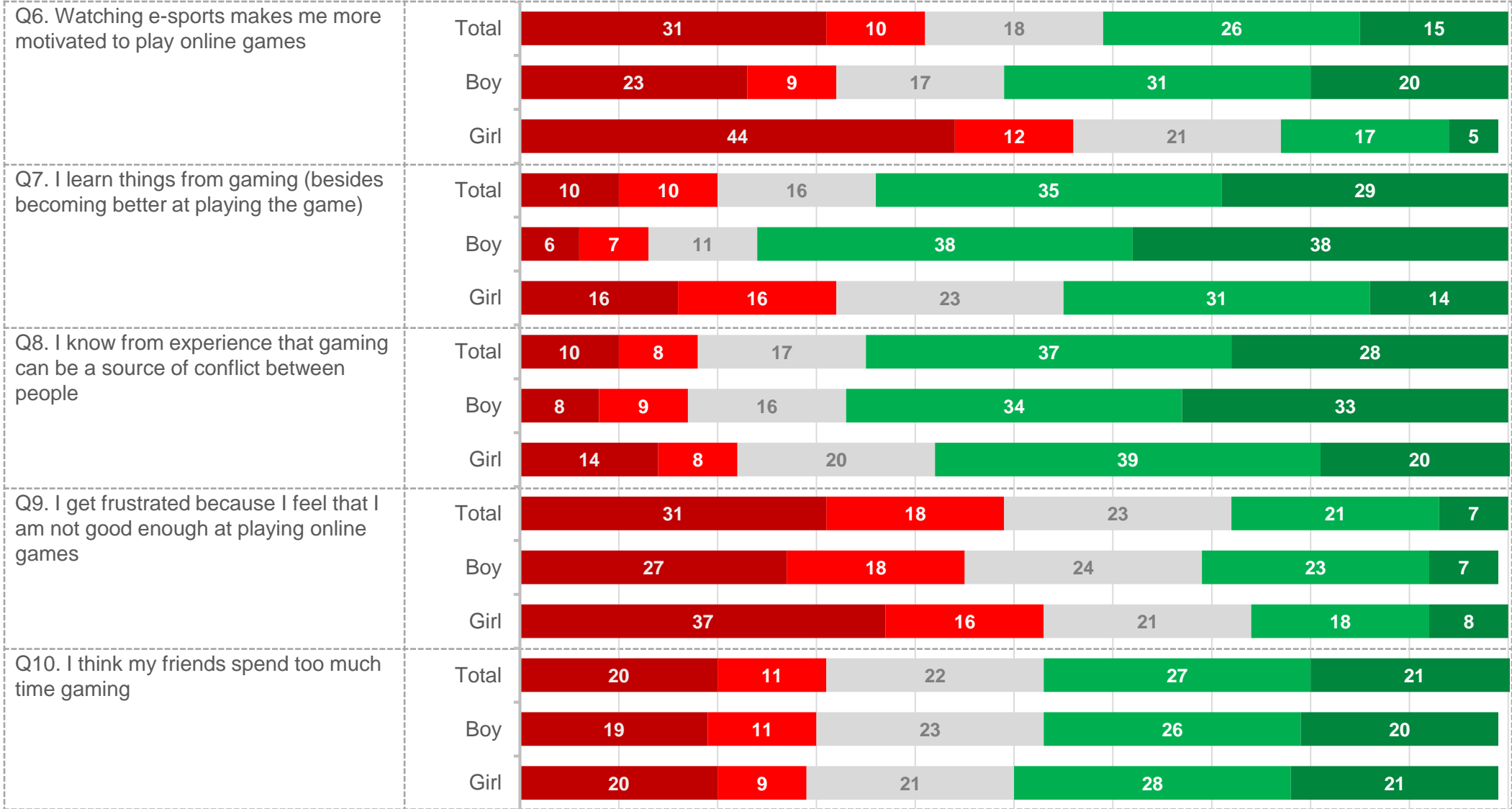
6%

37%

■ Disagree completely ■ Disagree somewhat ■ Neither agree nor disagree ■ Agree somewhat ■ Agree completely



TOTAL



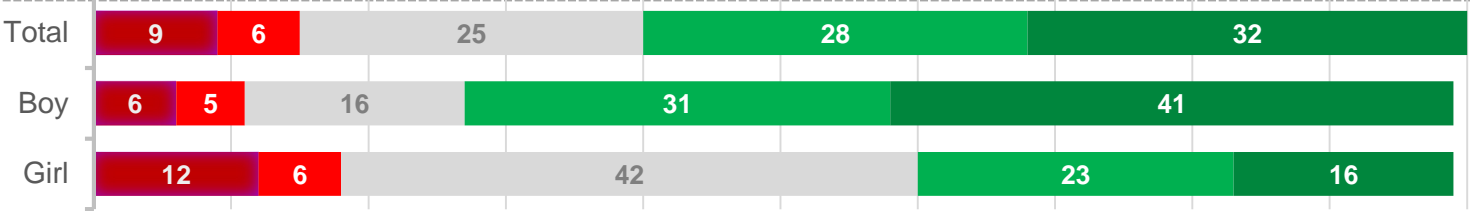
Disagree completely Disagree somewhat Neither agree nor disagree Agree somewhat Agree completely

I do not play enough to answer
28%
9%
49%
22%
5%
41%
22%
5%
42%
23%
5%
44%
12%
3%
22%



# TOTAL

Q11. I feel welcome in the gaming communities



I do not play enough to answer
29%
9%
52%

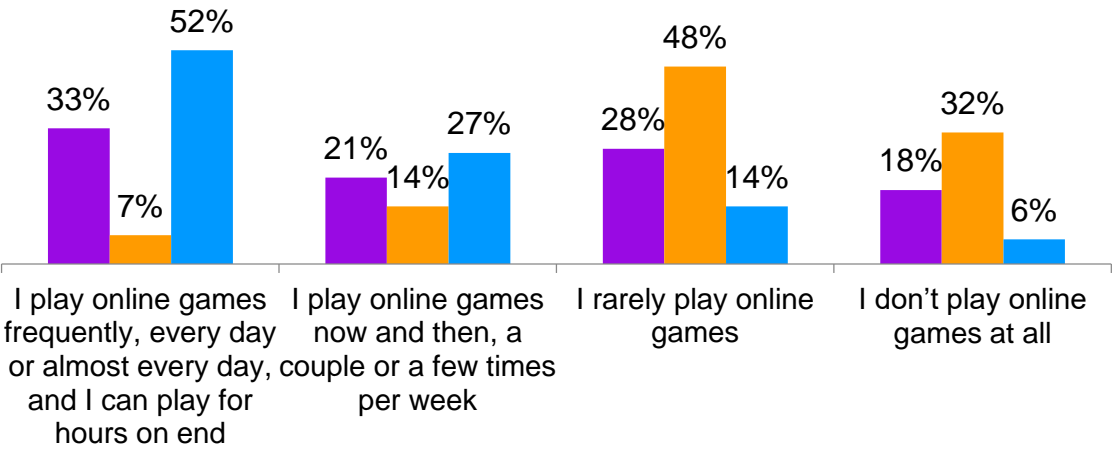




# ESTONIA

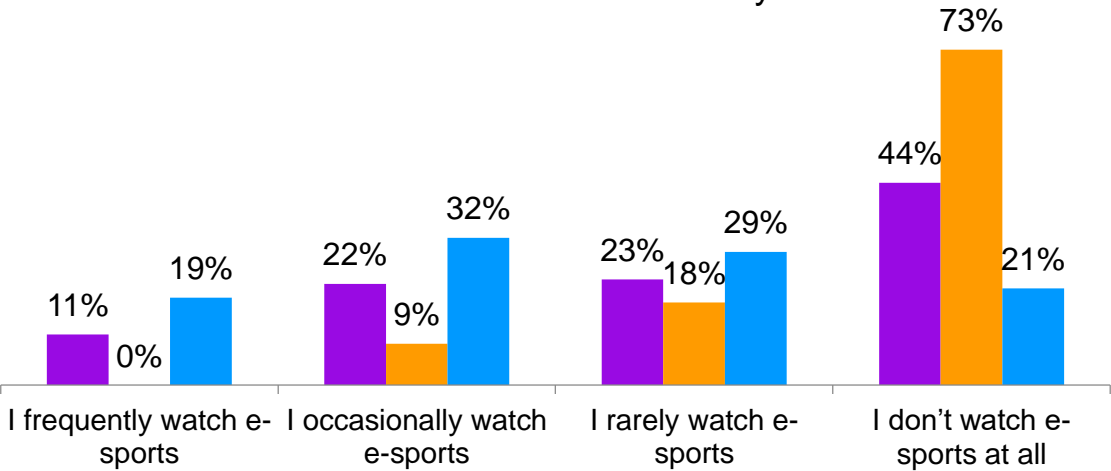
## GAMING FREQUENCY

■ Total ■ Girls ■ Boys



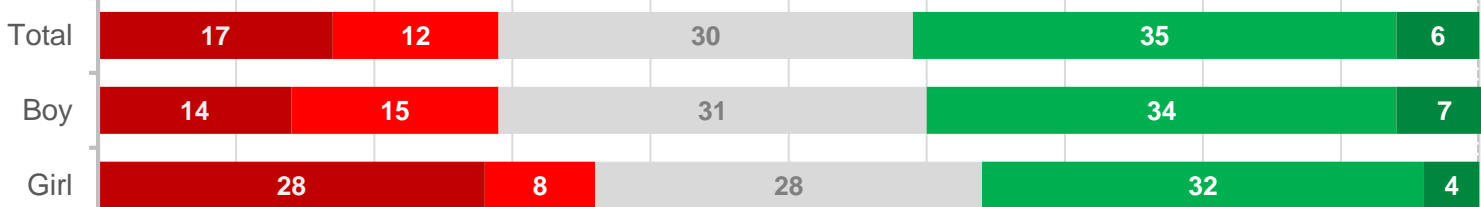
## E-SPORT VIEWING FREQUENCY

■ Total ■ Girls ■ Boys

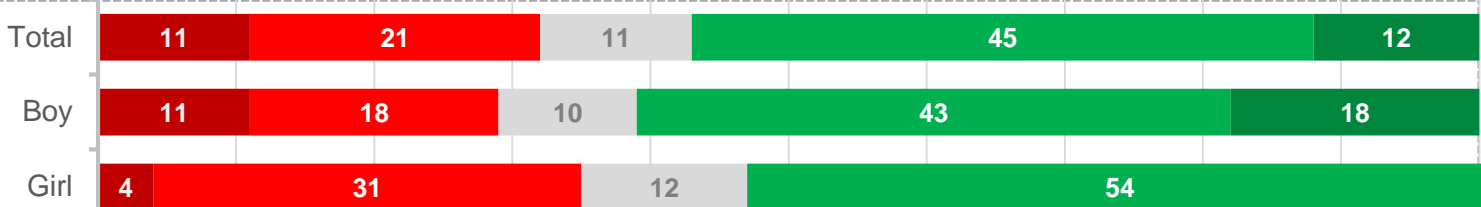


# ESTONIA

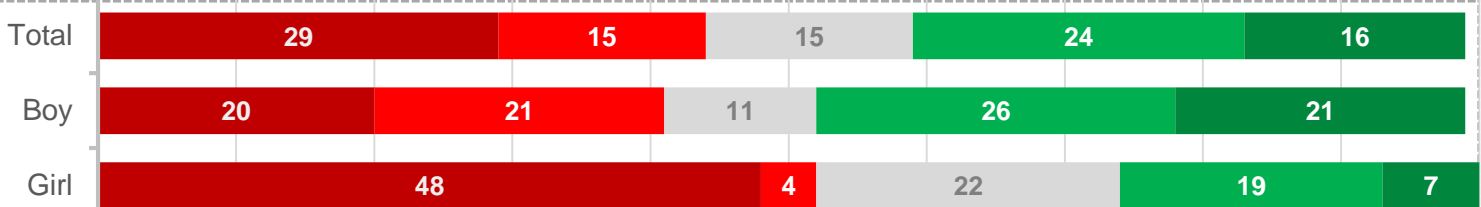
Q1. Playing online games helps me to forget bad things in my life



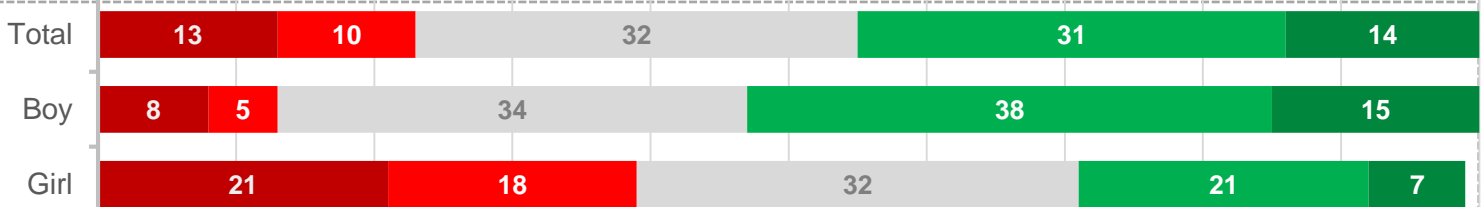
Q2. Winning is important



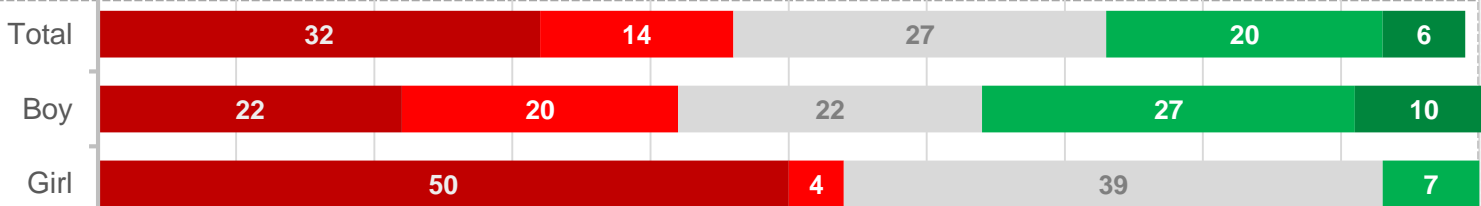
Q3. Gaming gives me a level of excitement that I can't find anywhere else



Q4. Playing online games is a way for me to be creative



Q5. E-sports is one of the most interesting forms of sports



I do not play enough to answer

22%

6%

43%

19%

3%

41%

19%

3%

39%

18%

3%

36%

18%

5%

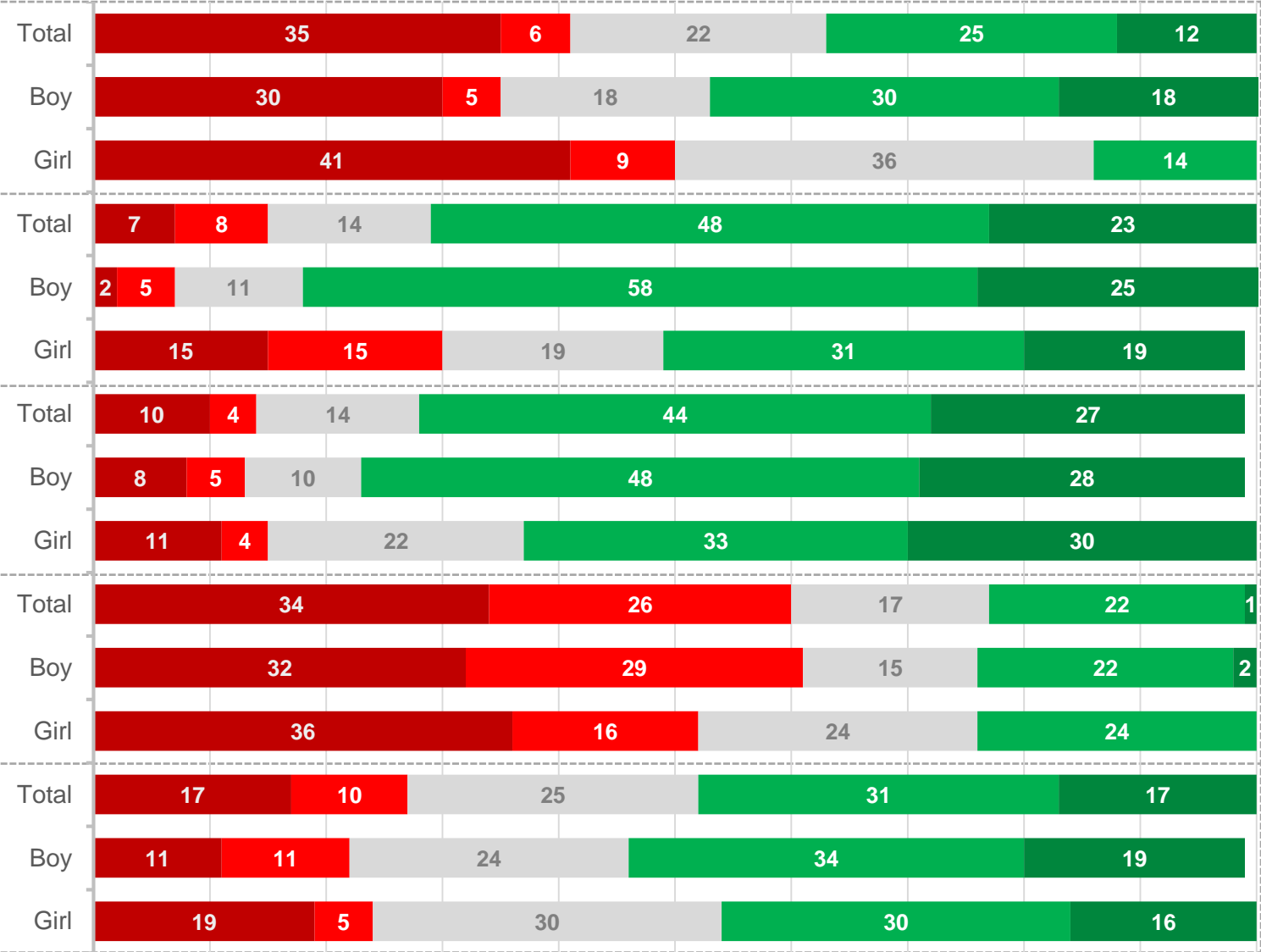
36%

■ Disagree completely ■ Disagree somewhat ■ Neither agree nor disagree ■ Agree somewhat ■ Agree completely



# ESTONIA

Q6. Watching e-sports makes me more motivated to play online games
Q7. I learn things from gaming (besides becoming better at playing the game)
Q8. I know from experience that gaming can be a source of conflict between people
Q9. I get frustrated because I feel that I am not good enough at playing online games
Q10. I think my friends spend too much time gaming



I do not play enough to answer
27%
10%
50%
23%
10%
41%
19%
5%
39%
22%
6%
43%
9%
2%
16%

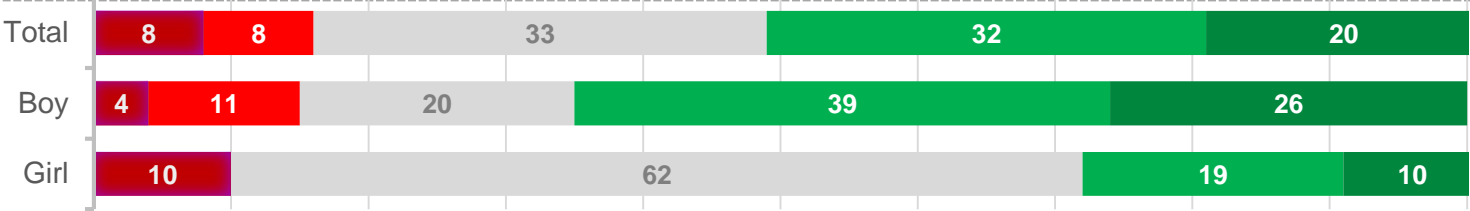
Internal

■ Disagree completely ■ Disagree somewhat ■ Neither agree nor disagree ■ Agree somewhat ■ Agree completely



# ESTONIA

Q11. I feel welcome in the gaming communities



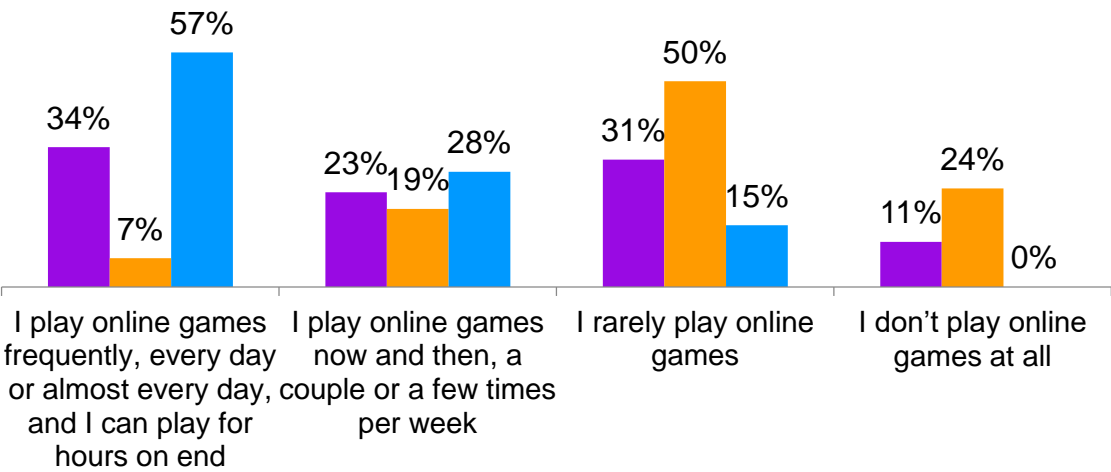
I do not play enough to answer
30%
14%
52%



# FINLAND

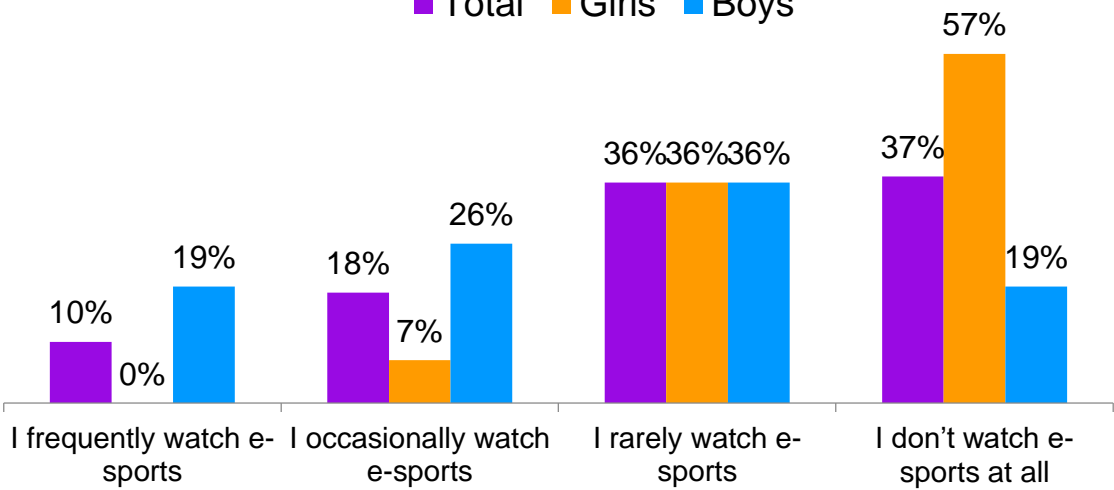
## GAMING FREQUENCY

■ Total ■ Girls ■ Boys



## E-SPORT VIEWING FREQUENCY

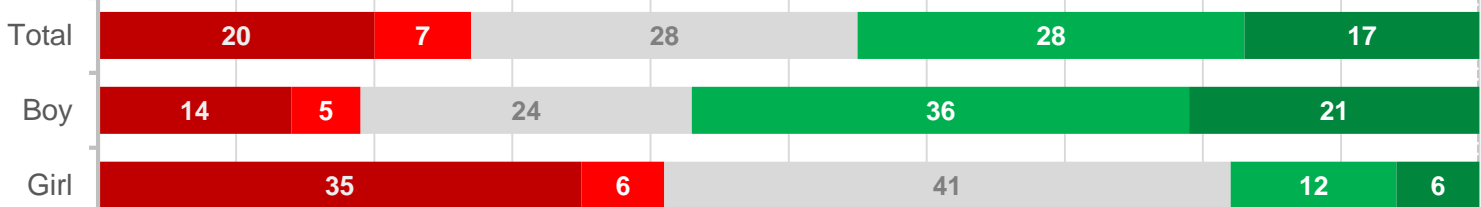
■ Total ■ Girls ■ Boys



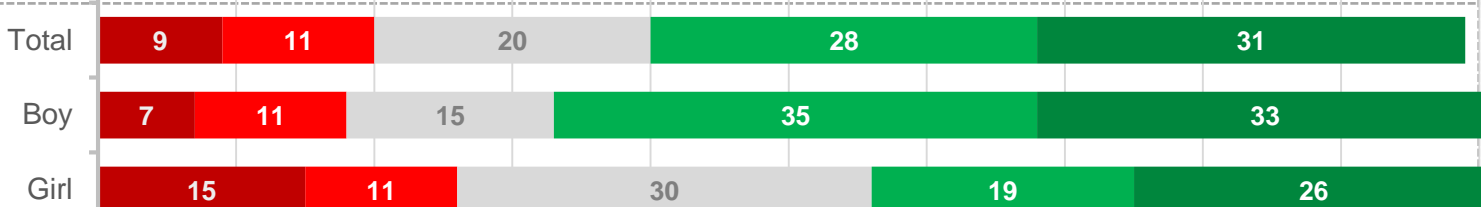


# FINLAND

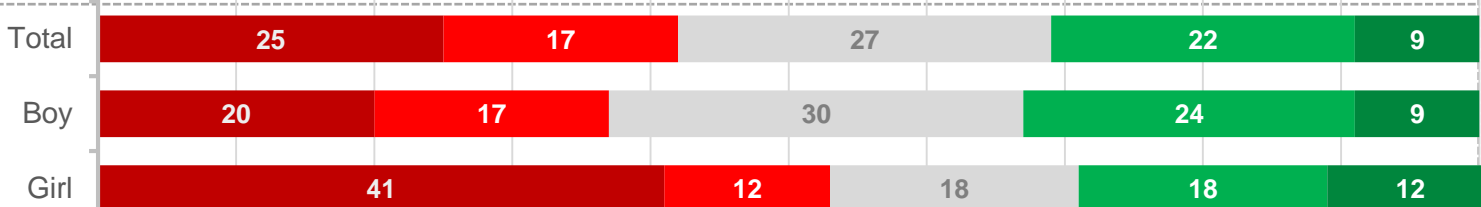
Q1. Playing online games helps me to forget bad things in my life



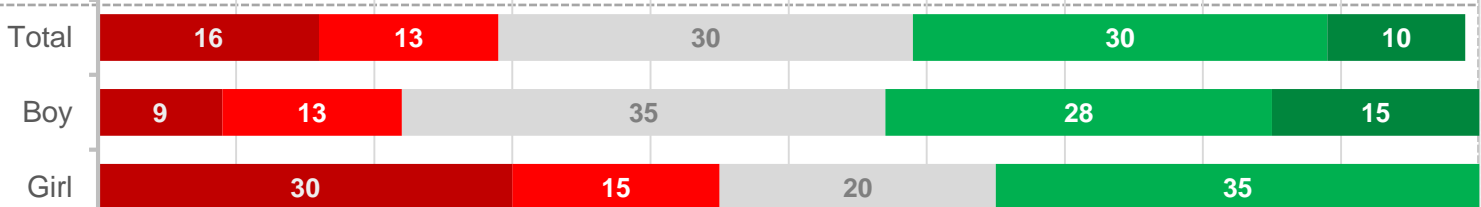
Q2. Winning is important



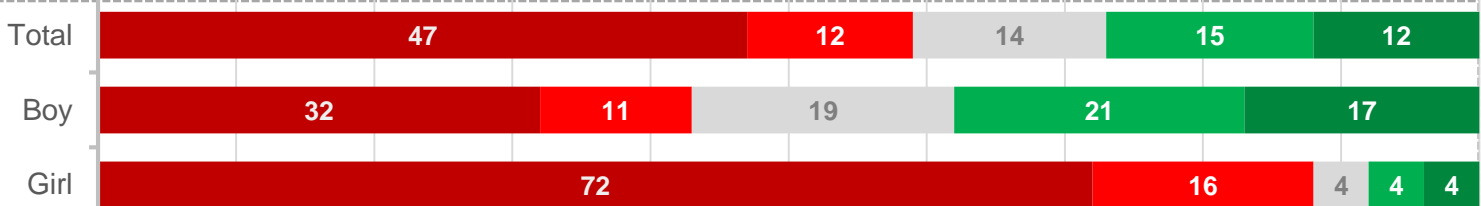
Q3. Gaming gives me a level of excitement that I can't find anywhere else



Q4. Playing online games is a way for me to be creative



Q5. E-sports is one of the most interesting forms of sports



I do not play enough to answer

33%

11%

60%

18%

2%

36%

29%

2%

60%

26%

2%

52%

19%

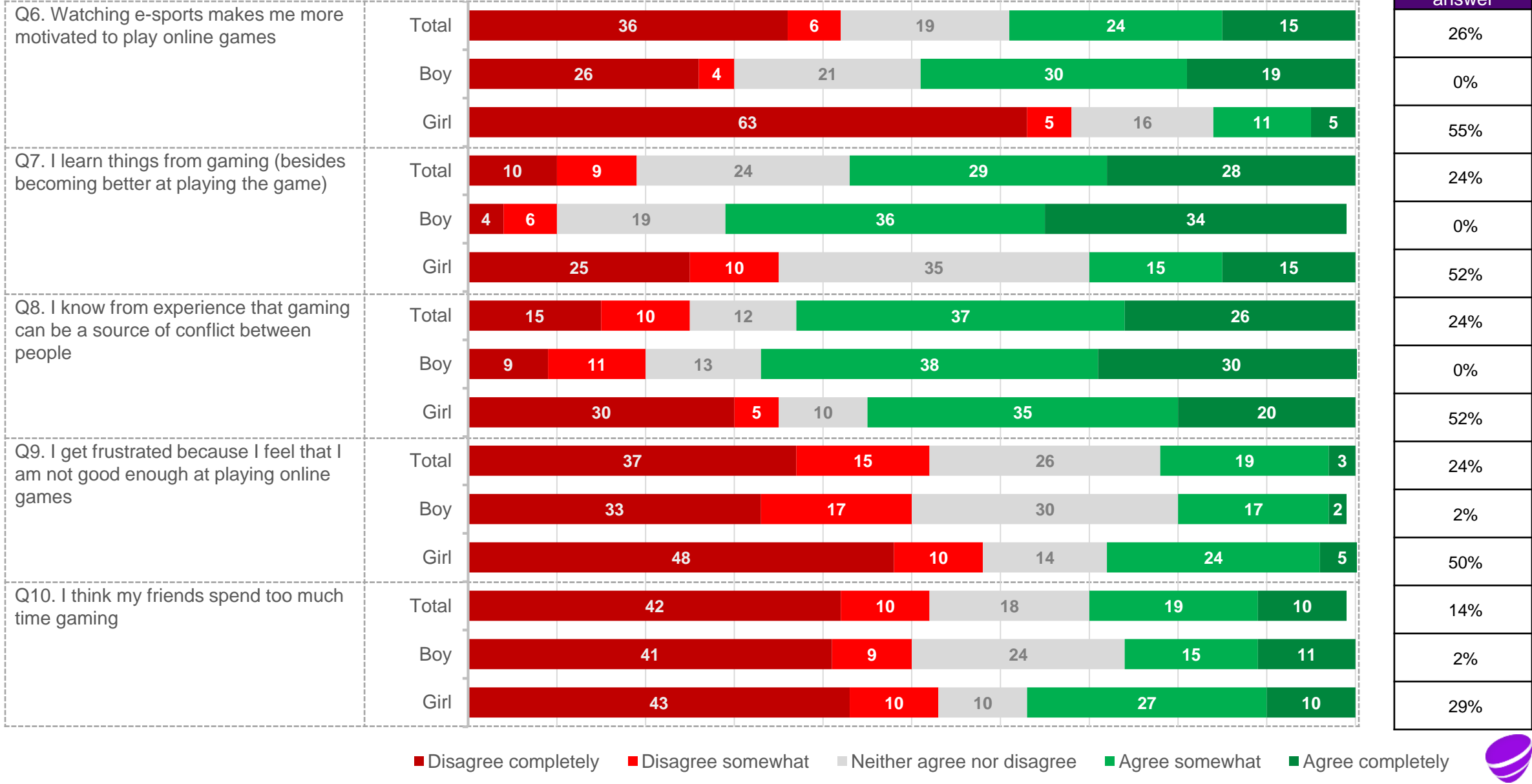
0%

40%

■ Disagree completely ■ Disagree somewhat ■ Neither agree nor disagree ■ Agree somewhat ■ Agree completely

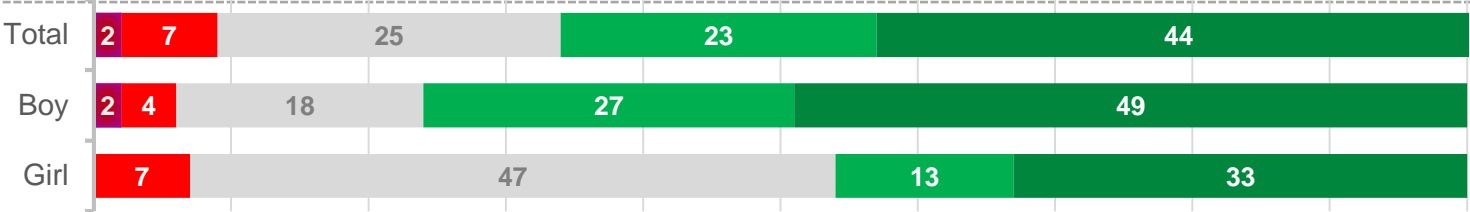


# FINLAND



# FINLAND

Q11. I feel welcome in the gaming communities



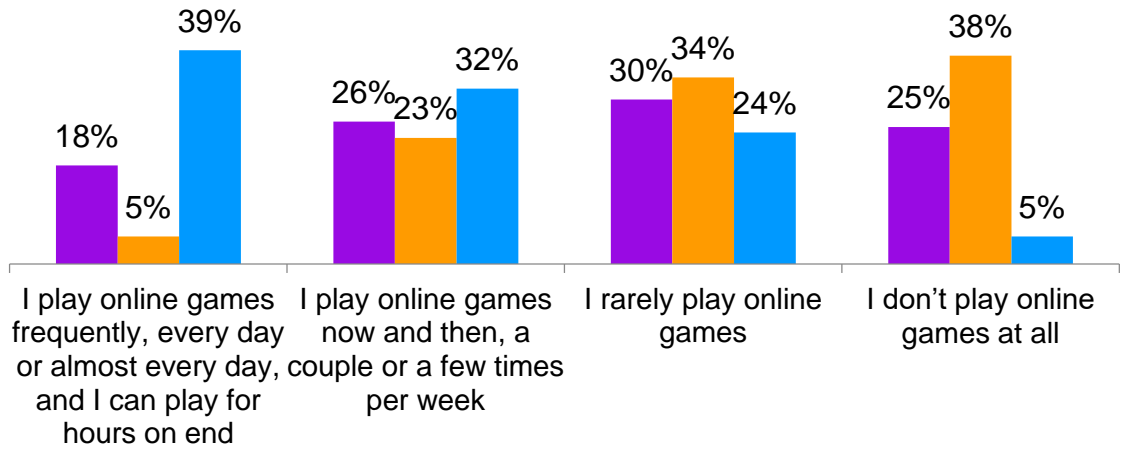
I do not play enough to answer
32%
4%
64%



# LATVIA

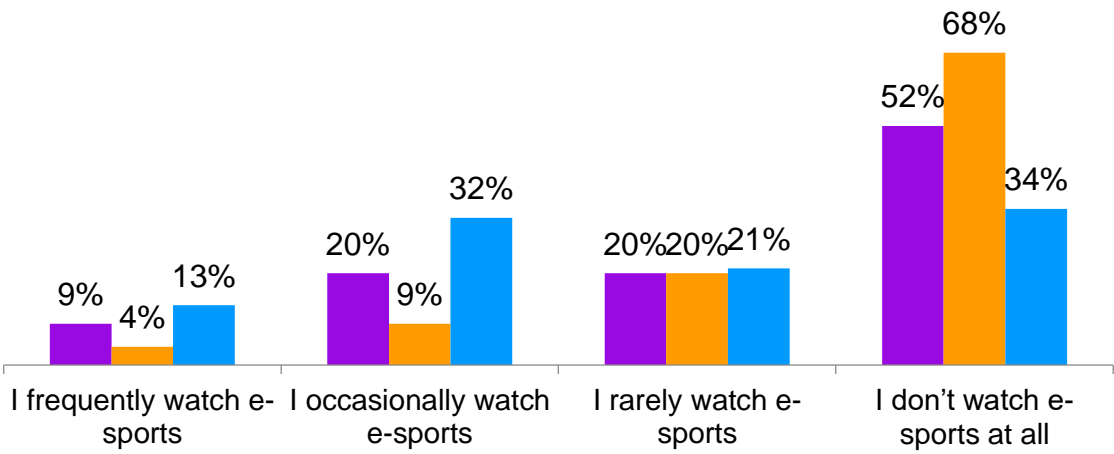
## GAMING FREQUENCY

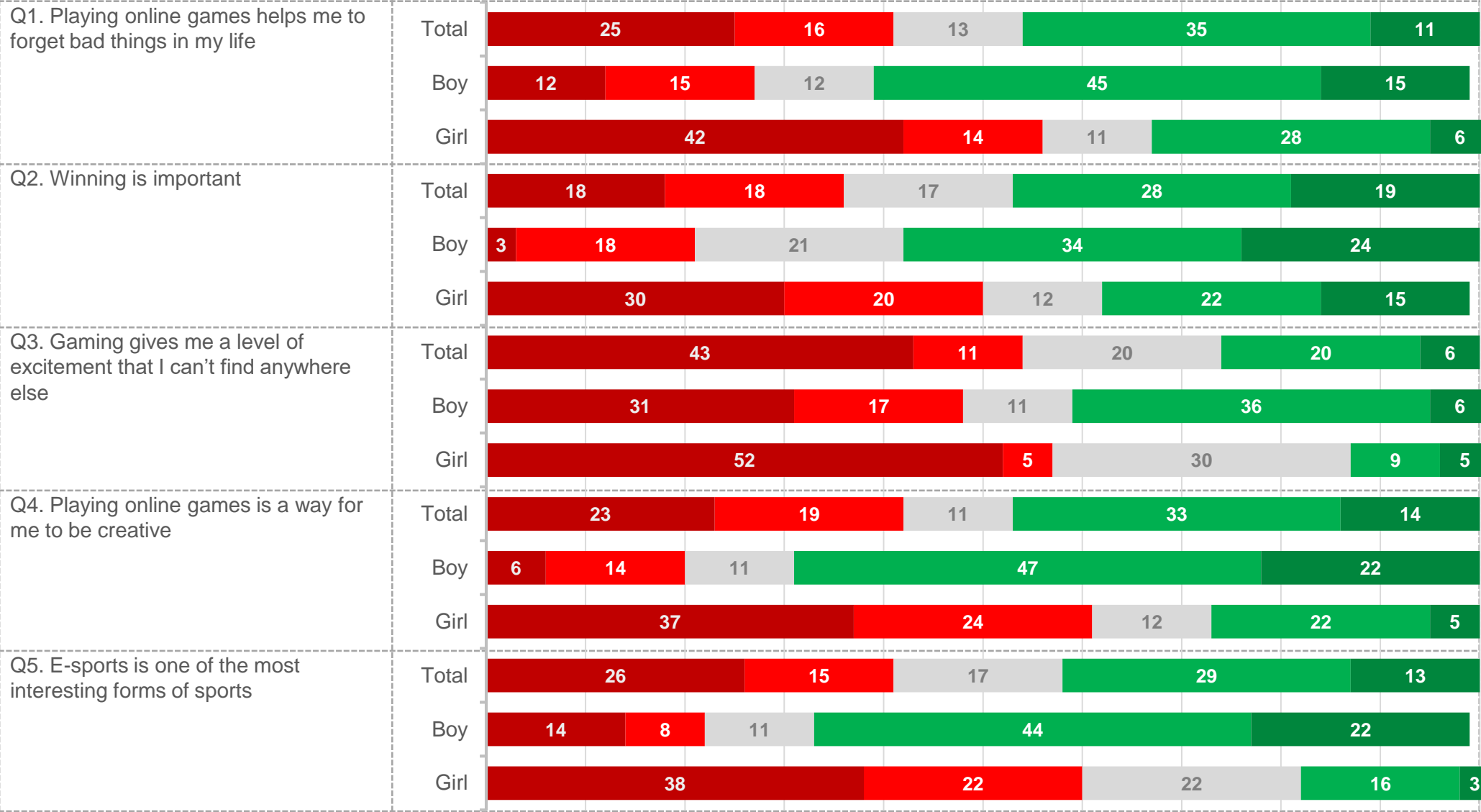
■ Total ■ Girls ■ Boys



## E-SPORT VIEWING FREQUENCY

■ Total ■ Girls ■ Boys





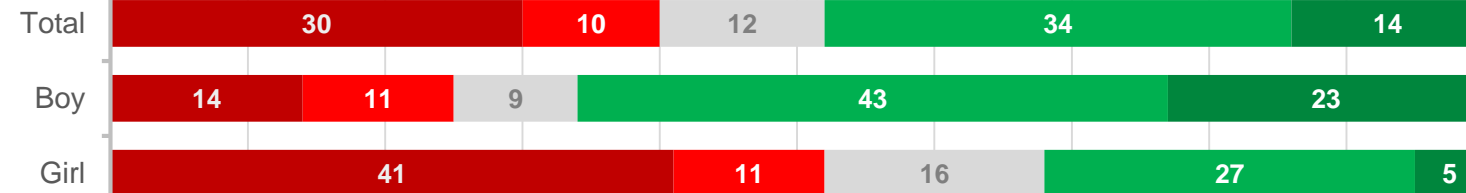
I do not play enough to answer
26%
13%
36%
19%
0%
29%
18%
5%
21%
19%
5%
27%
24%
5%
34%



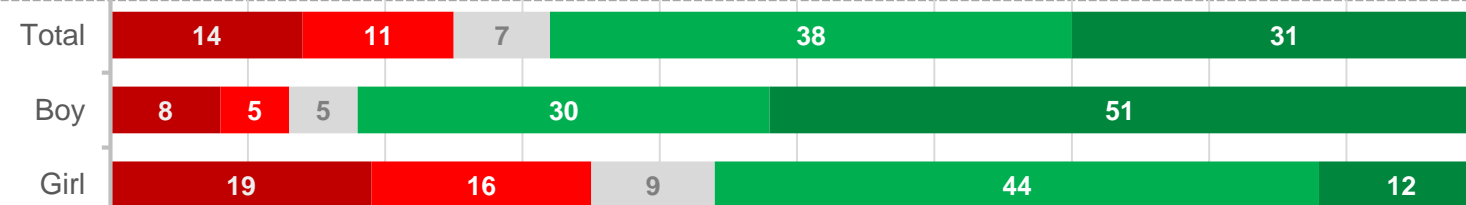


# LATVIA

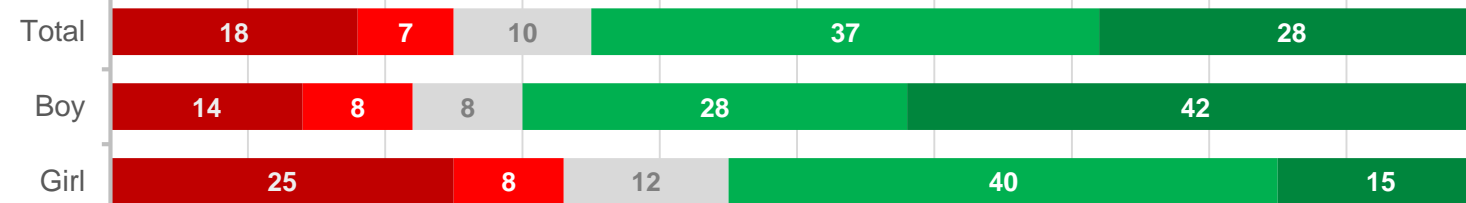
Q6. Watching e-sports makes me more motivated to play online games



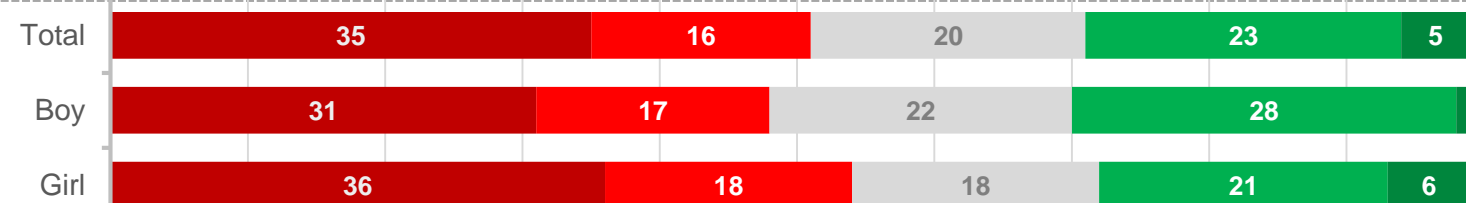
Q7. I learn things from gaming (besides becoming better at playing the game)



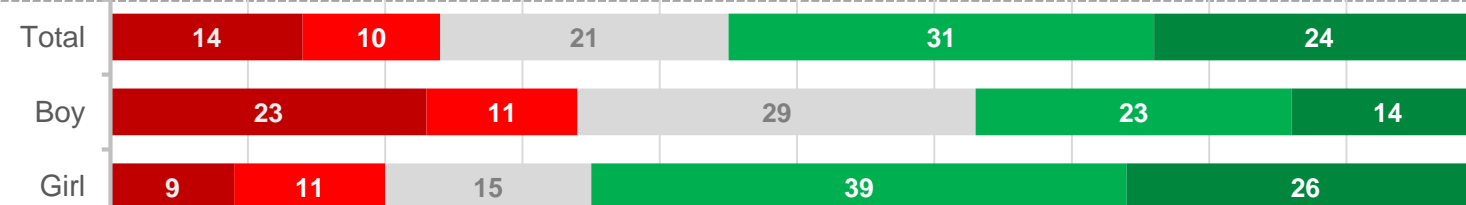
Q8. I know from experience that gaming can be a source of conflict between people



Q9. I get frustrated because I feel that I am not good enough at playing online games



Q10. I think my friends spend too much time gaming



■ Disagree completely ■ Disagree somewhat ■ Neither agree nor disagree ■ Agree somewhat ■ Agree completely

I do not play enough to answer

25%

8%

34%

17%

3%

23%

19%

5%

29%

27%

5%

41%

15%

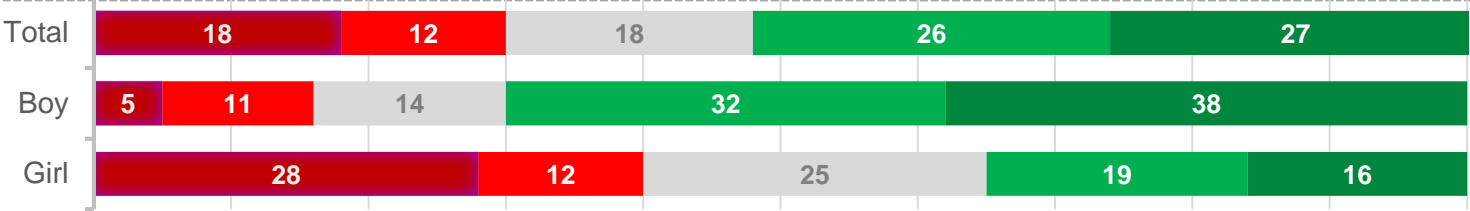
8%

18%



# LATVIA

Q11. I feel welcome in the gaming communities



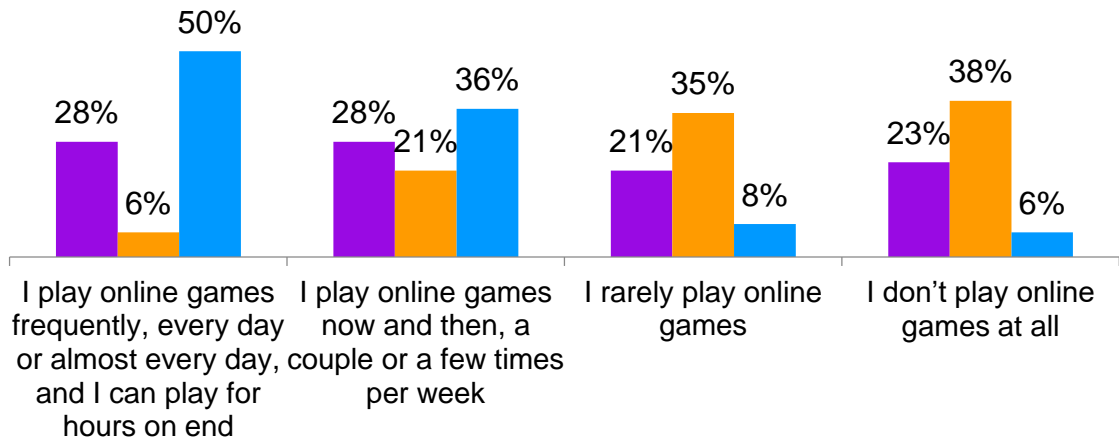
I do not play enough to answer
27%
3%
43%



# LITHUANIA

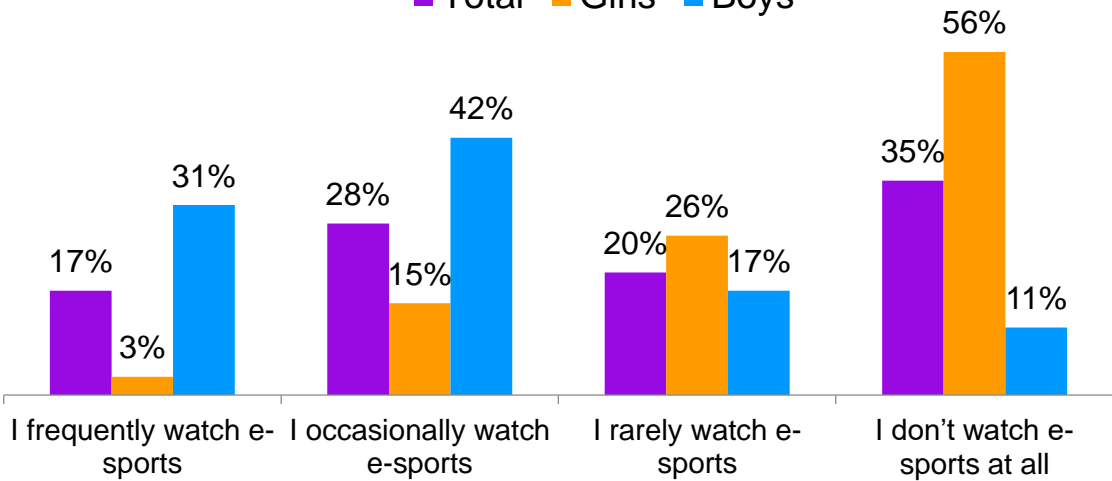
## GAMING FREQUENCY

■ Total ■ Girls ■ Boys

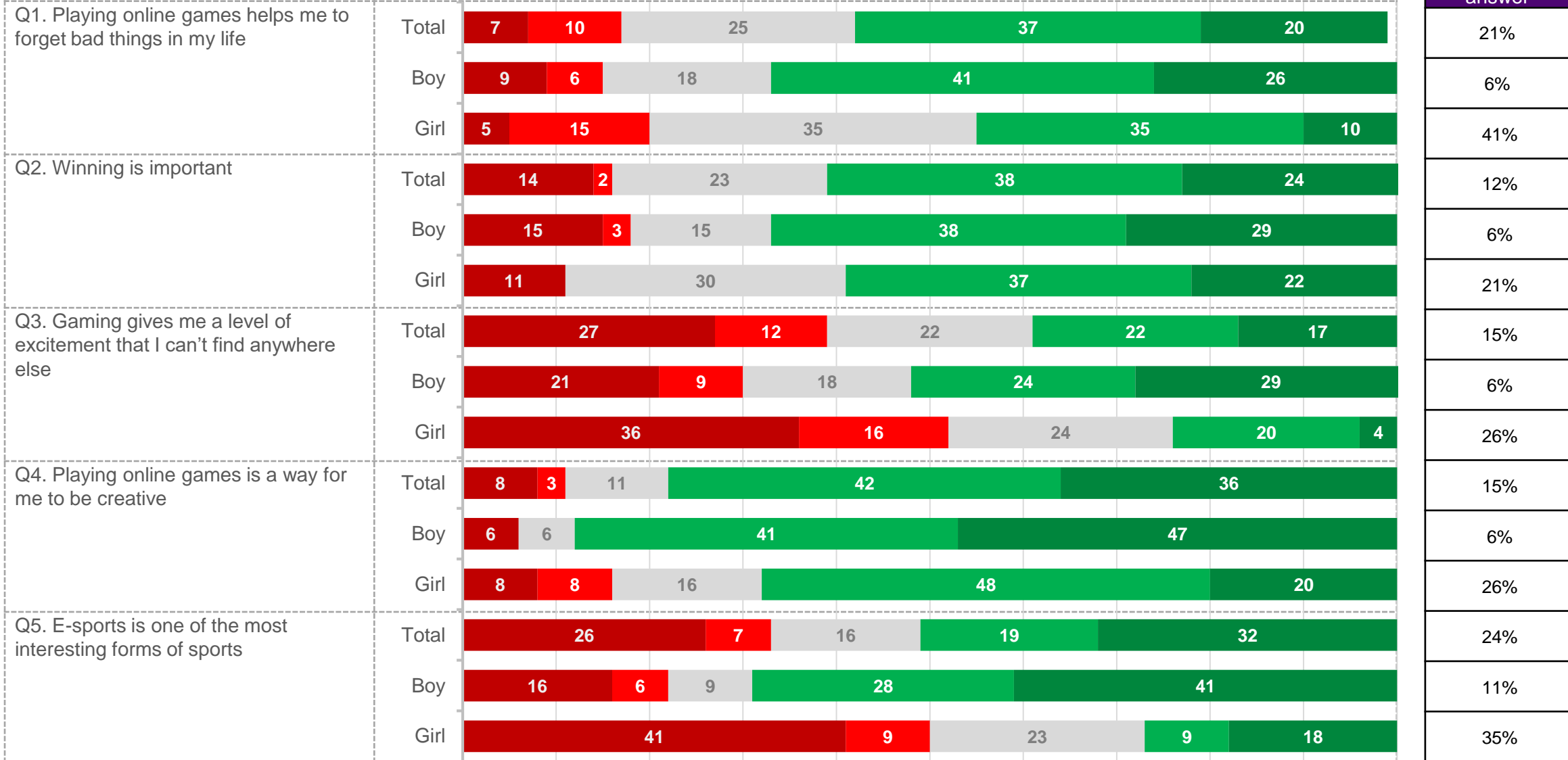


## E-SPORT VIEWING FREQUENCY

■ Total ■ Girls ■ Boys



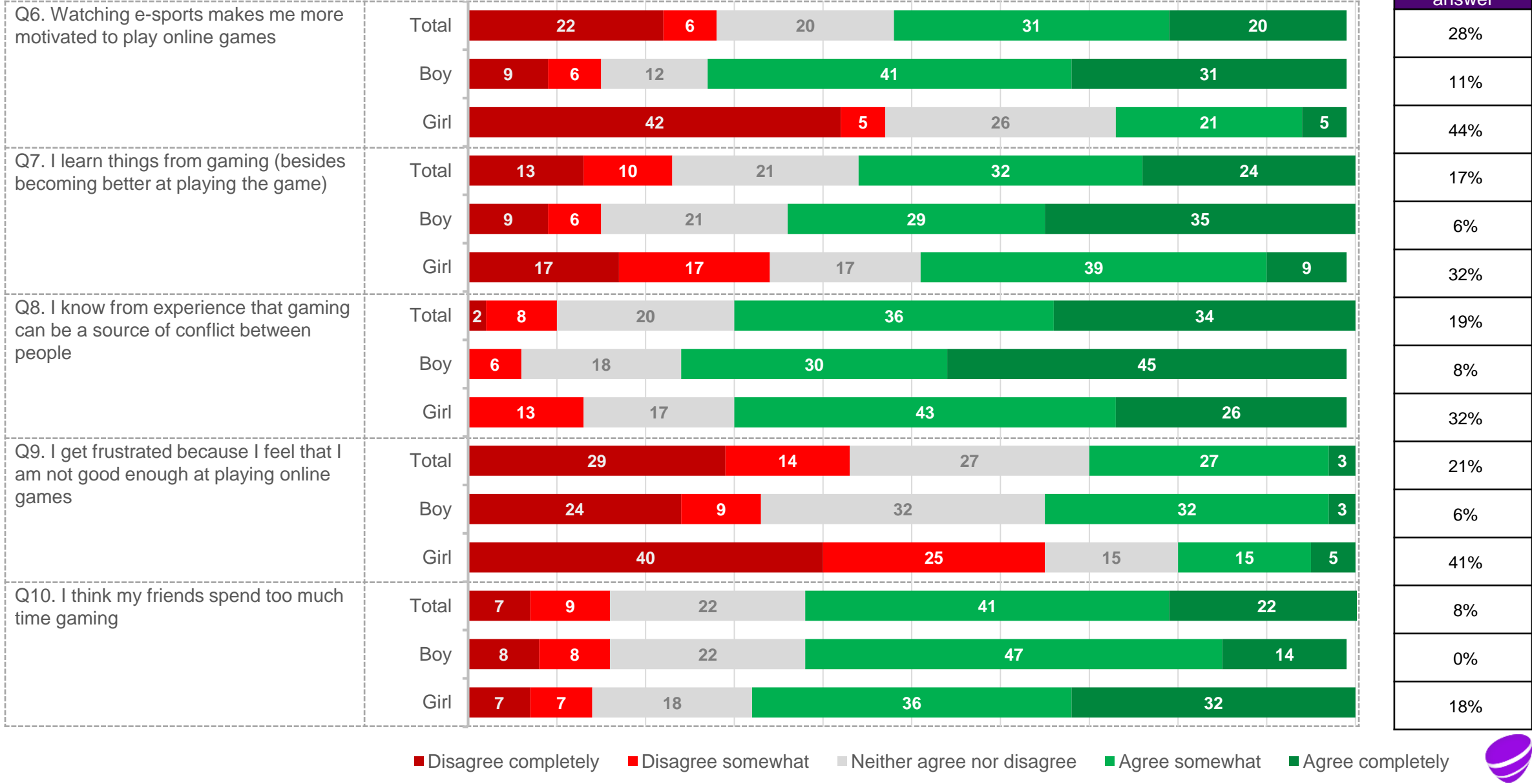
# LITHUANIA



■ Disagree completely   ■ Disagree somewhat   ■ Neither agree nor disagree   ■ Agree somewhat   ■ Agree completely

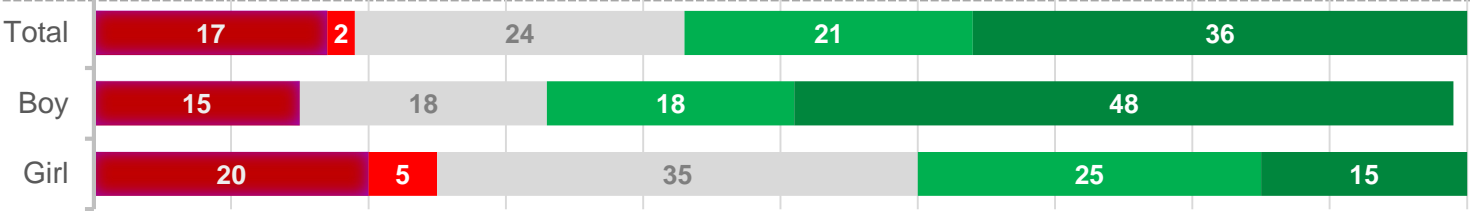


# LITHUANIA



# LITHUANIA

Q11. I feel welcome in the gaming communities



I do not play enough to answer
23%
8%
41%

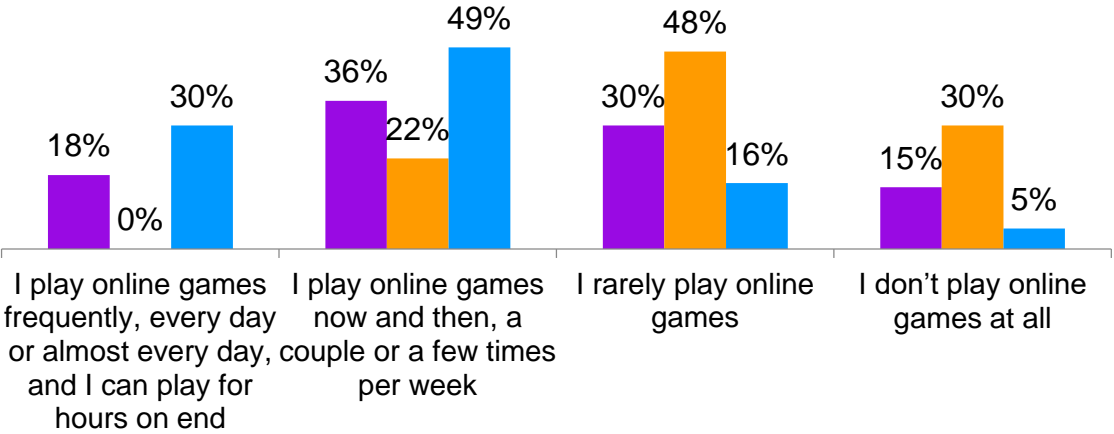




# NORWAY

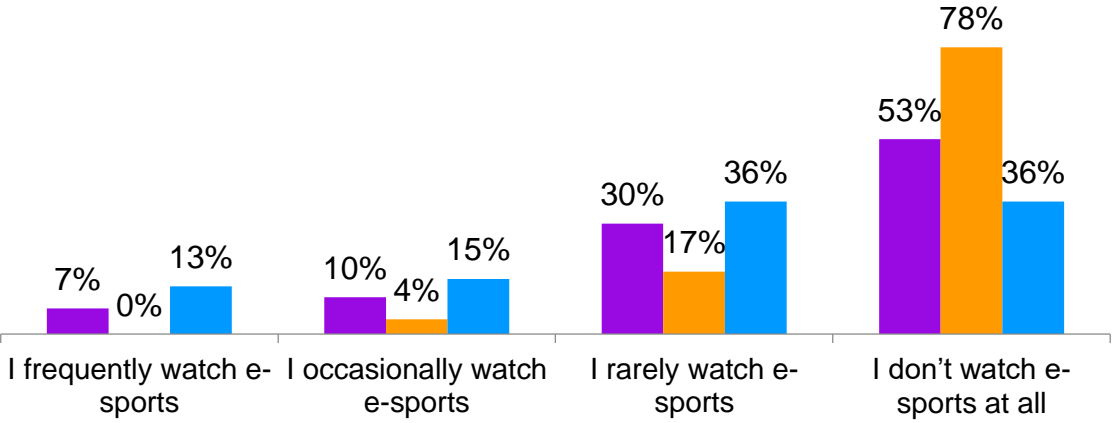
## GAMING FREQUENCY

■ Total ■ Girls ■ Boys



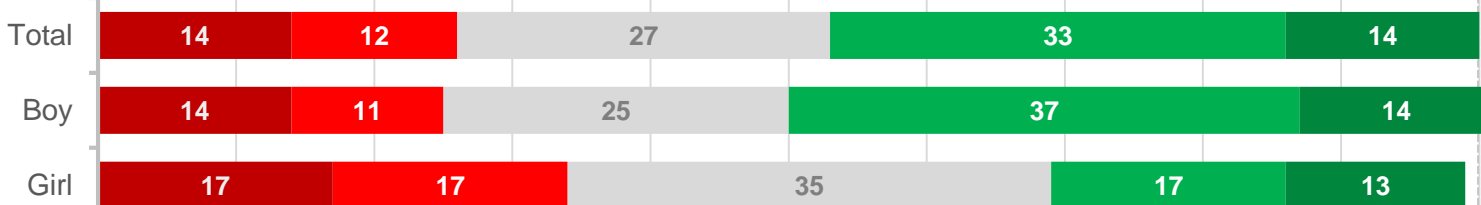
## E-SPORT VIEWING FREQUENCY

■ Total ■ Girls ■ Boys



# NORWAY

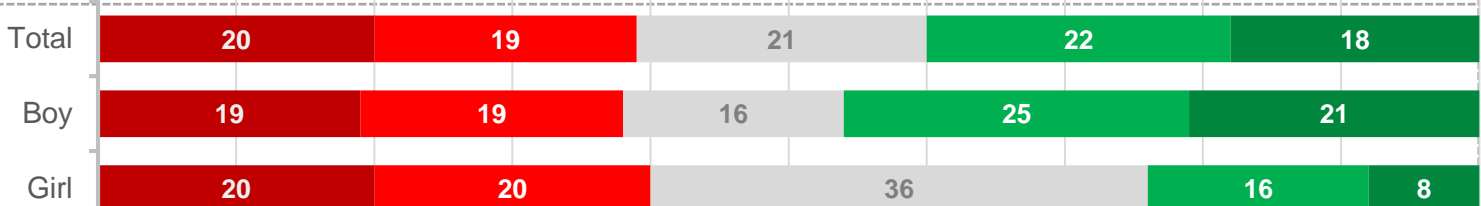
Q1. Playing online games helps me to forget bad things in my life



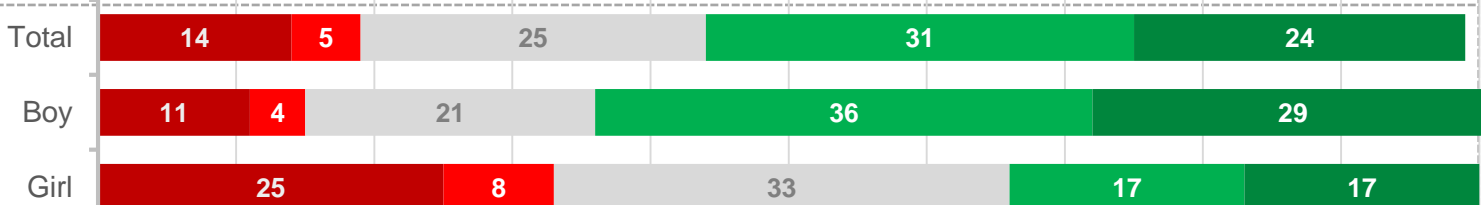
Q2. Winning is important



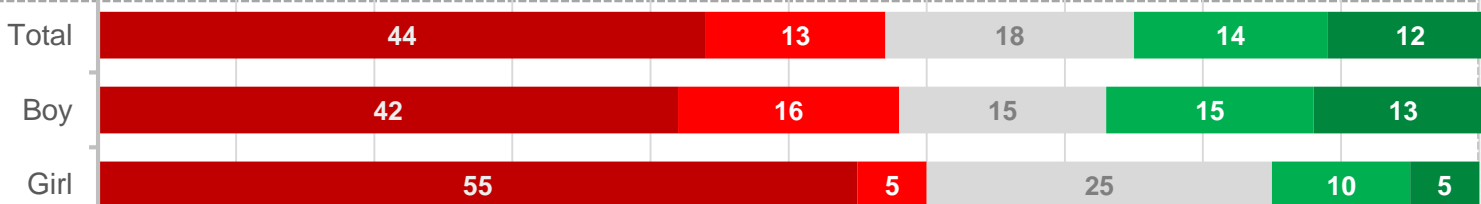
Q3. Gaming gives me a level of excitement that I can't find anywhere else



Q4. Playing online games is a way for me to be creative



Q5. E-sports is one of the most interesting forms of sports



I do not play enough to answer

25%

7%

50%

17%

5%

35%

23%

7%

46%

25%

8%

48%

29%

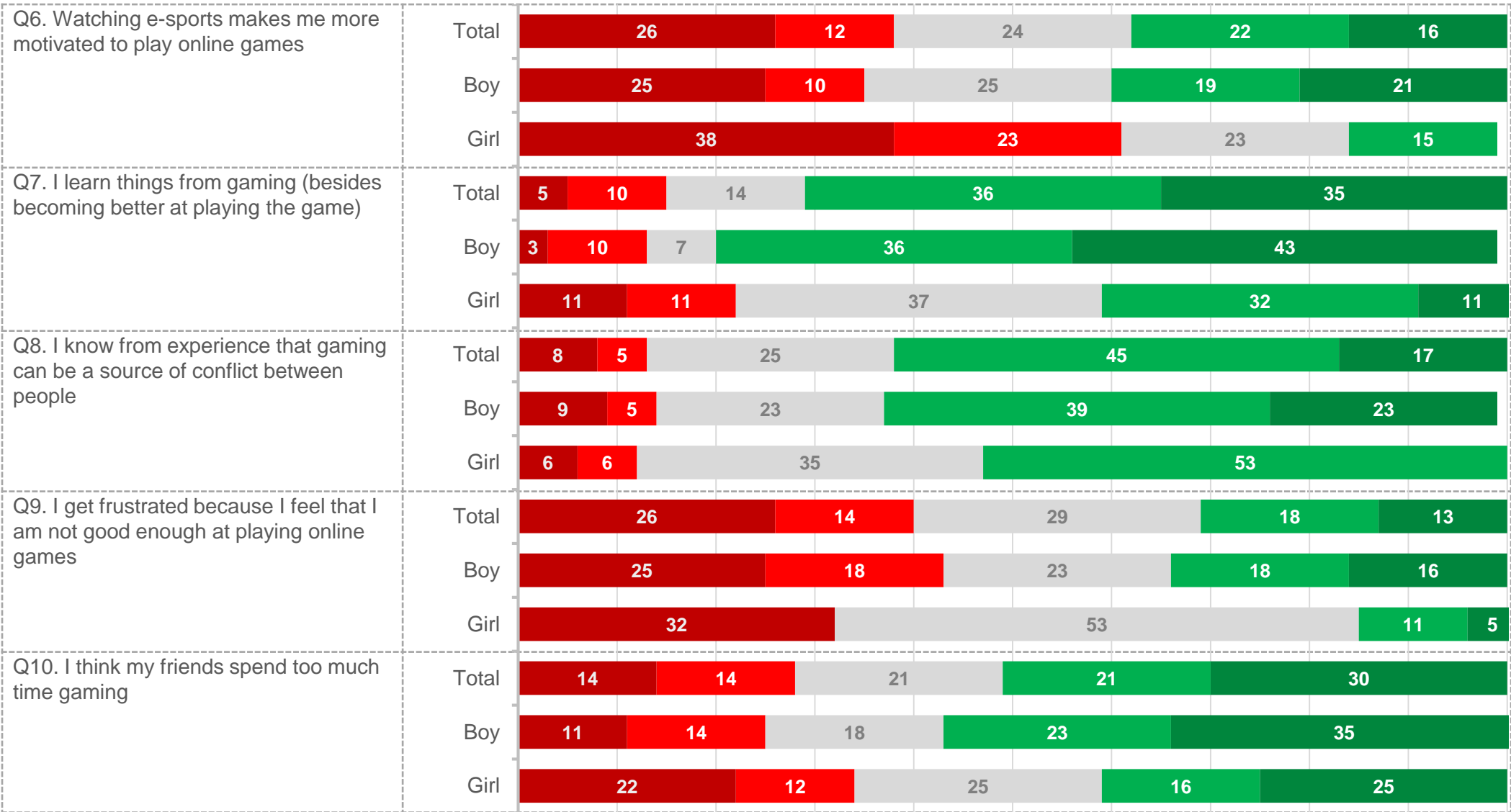
10%

57%

■ Disagree completely ■ Disagree somewhat ■ Neither agree nor disagree ■ Agree somewhat ■ Agree completely



NORWAY

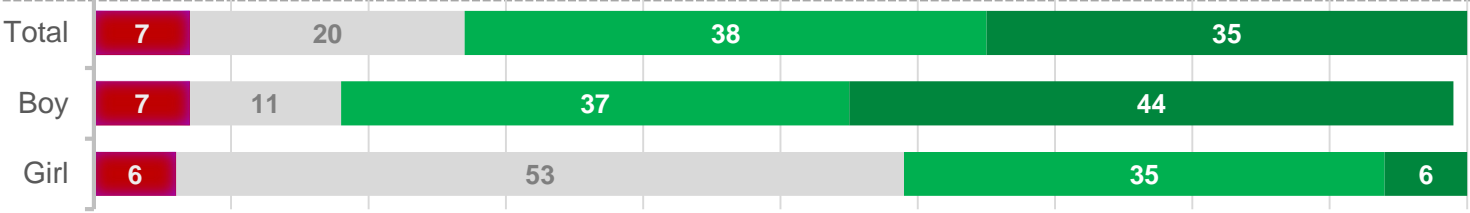


I do not play enough to answer
38%
15%
72%
27%
5%
59%
31%
8%
63%
29%
8%
59%
16%
7%
30%



# NORWAY

Q11. I feel welcome in the gaming communities



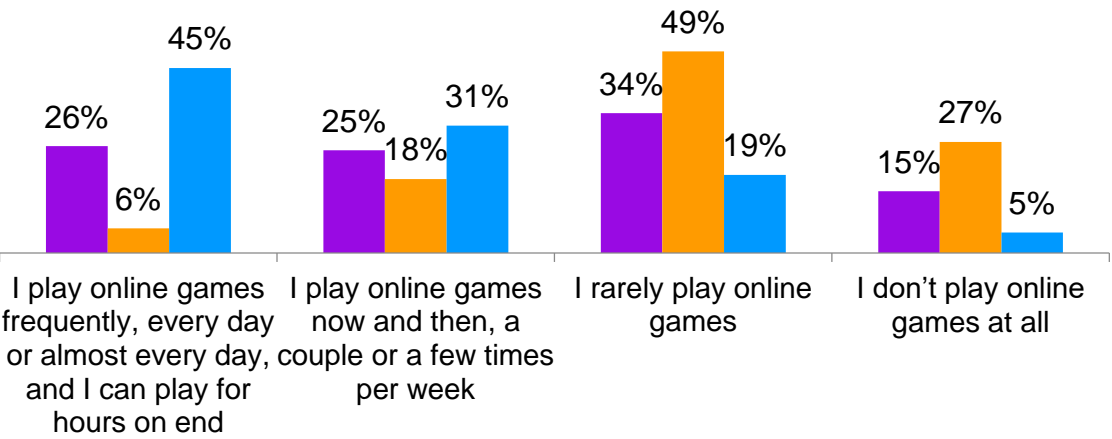
I do not play enough to answer
33%
11%
63%



# SWEDEN

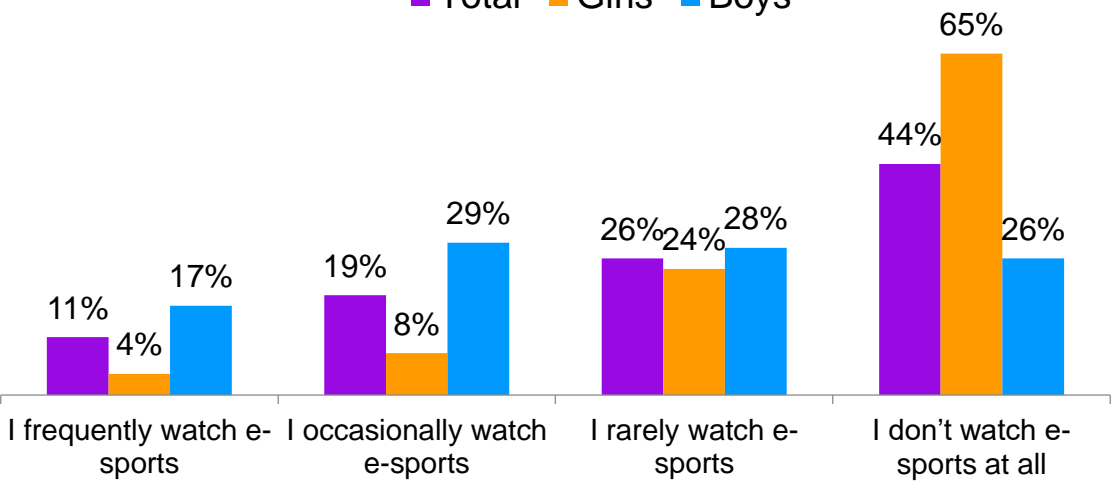
## GAMING FREQUENCY

■ Total ■ Girls ■ Boys



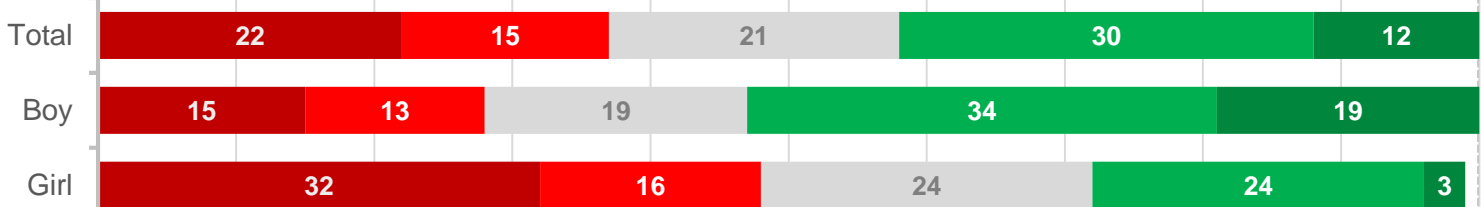
## E-SPORT VIEWING FREQUENCY

■ Total ■ Girls ■ Boys

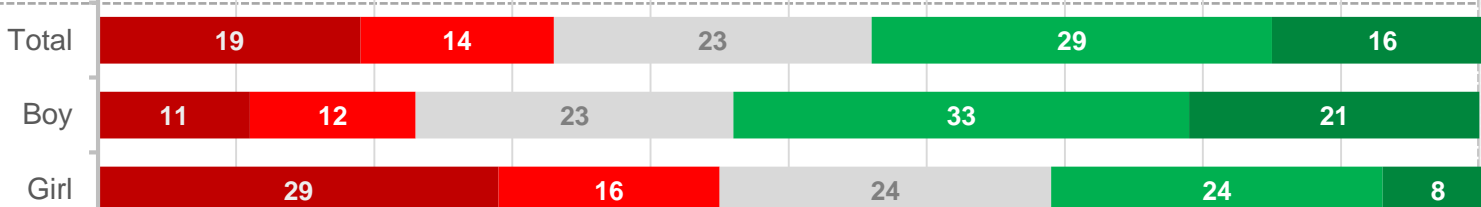


# SWEDEN

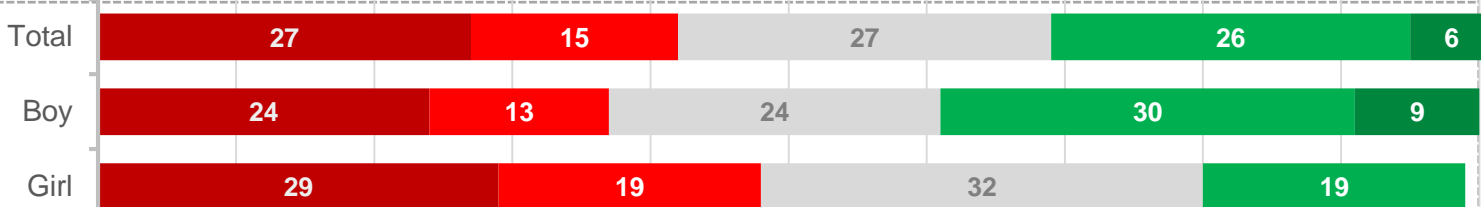
Q1. Playing online games helps me to forget bad things in my life



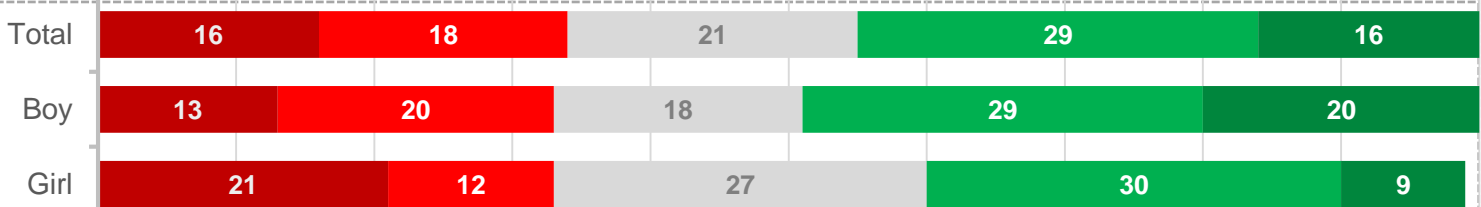
Q2. Winning is important



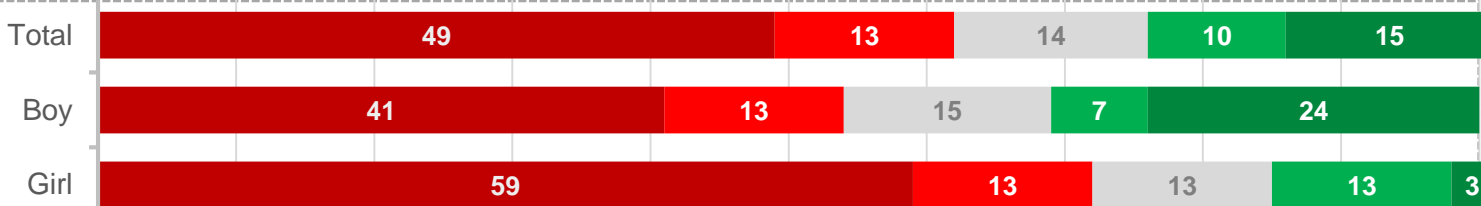
Q3. Gaming gives me a level of excitement that I can't find anywhere else



Q4. Playing online games is a way for me to be creative



Q5. E-sports is one of the most interesting forms of sports



I do not play enough to answer

17%

9%

27%

13%

2%

25%

22%

7%

39%

19%

5%

35%

15%

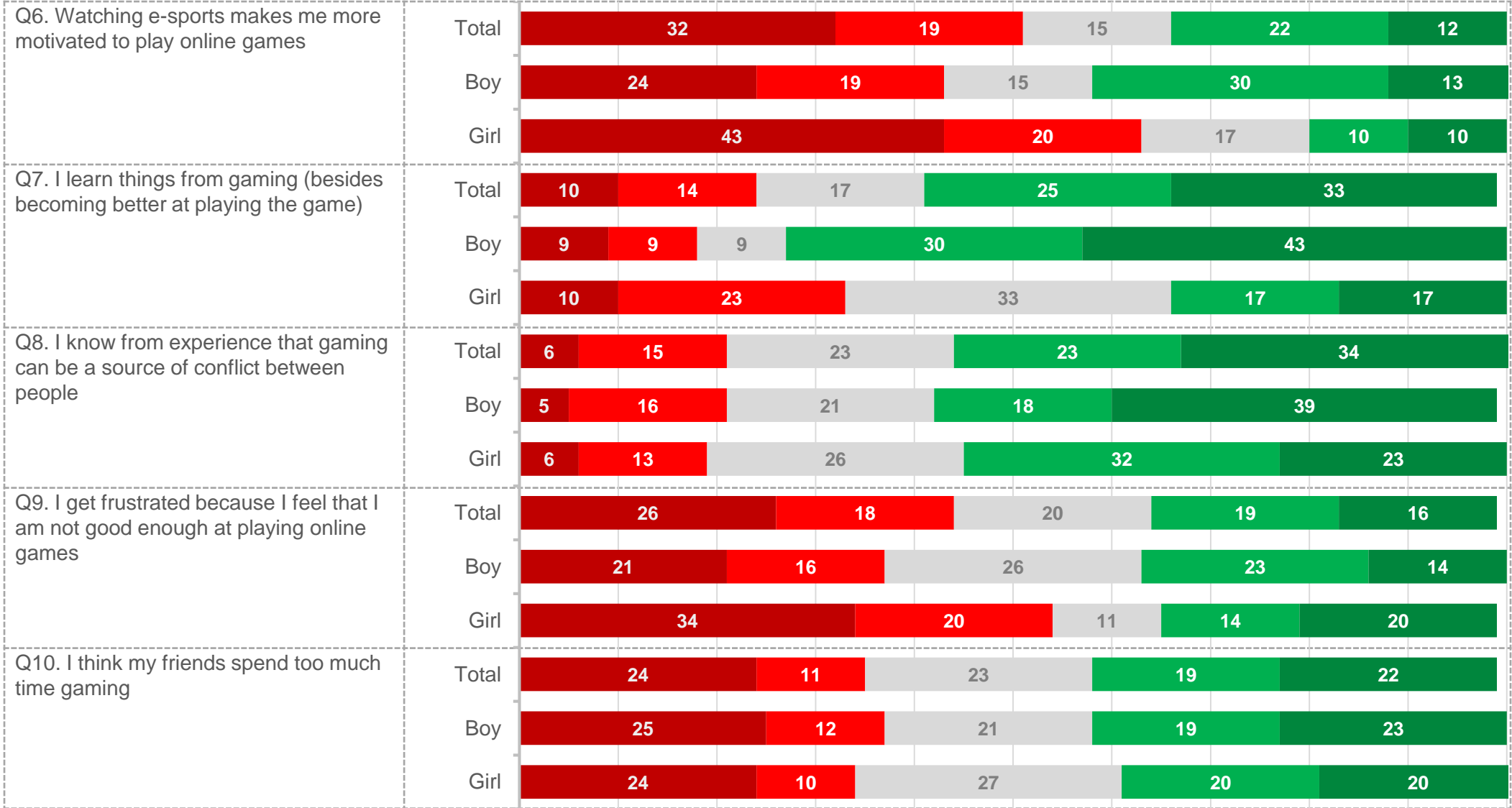
7%

24%

■ Disagree completely ■ Disagree somewhat ■ Neither agree nor disagree ■ Agree somewhat ■ Agree completely



# SWEDEN



■ Disagree completely   ■ Disagree somewhat   ■ Neither agree nor disagree   ■ Agree somewhat   ■ Agree completely

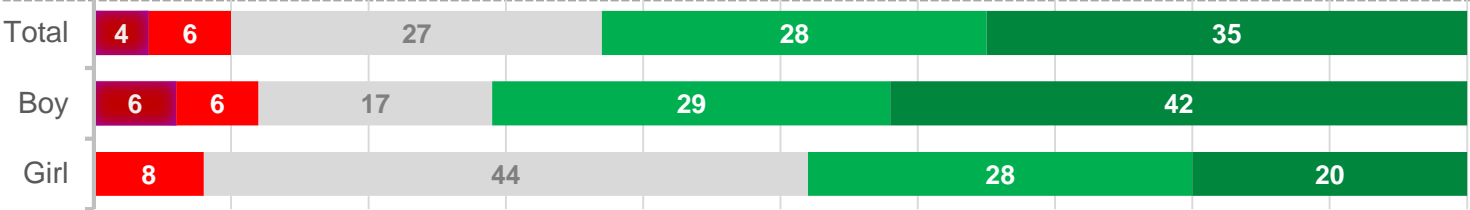
I do not play enough to answer
23%
7%
41%
21%
3%
41%
20%
3%
39%
15%
2%
31%
10%
2%
20%





# SWEDEN

Q11. I feel welcome in the gaming communities



I do not play enough to answer
29%
10%
51%

