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Norwegian children consume news on social media

87 percent of 9-18-year-old Norwegians who use social media read, hear, or watch news content there.

This is one of the findings in a report on children's and youths' news habits published by the Norwegian Media Authority.

[Download the report](#) (in Norwegian).

Four main findings:

1. Huge interests in news

91 percent of Norwegian 9-18-year-olds read, hear or watch news 'often' or 'occasionally' – regardless of platform.

2. Social media important distribution channel

The consumption of news content on social media is most significant among 15-18-year-olds (96 percent) – but the increase is most visible among 9-11-year-olds (from 59 percent in 2018 to 70 percent this year).

3. Snapchat – an important platform for news

Snapchat (63%) is the most popular social media platform for reading or watching news content – followed by YouTube (51%), Instagram (46%) and Facebook (44%). Though growing in popularity, only 22 percent of 9-18-year-olds consume news via TikTok.

4. The youngest prefers NRK

The Norwegian public broadcaster NRK is the most popular news source among the youngest (9-12 year-olds) in the survey. 88 percent of them are watching the child-friendly news program NRK Supernytt 'occasionally' or more frequently.

1 in 10 suspicious to 5G signals

While most Europeans are 'positive' towards 5G, 10 percent hold a negative view of this technology.

A survey conducted by Ipsos on behalf of the European Telecommunications Network Operators' Association (ETNO) reveals that disinformation and fake news about 5G seems to have caused confusion and suspicion in Europe.

The survey includes answers from 7,000 people in 23 European countries.

[Download the report.](#)

Four main findings:

1. Widespread knowledge

Virtually all Europeans (96%) are aware of 5G, with 1 in 4 declaring that they know the technology 'very well'. There are also significant age differences, with younger generations (<34 years old) being more informed than older ones.

2. The majority is positive

54 percent of Europeans are 'positive' about 5G, while 36 percent declare themselves 'neutral'. 10 percent is 'negative'. The younger and more informed – the more positive about 5G.

3. Disinformation gaining traction

Only 21 percent think it is true that "5G is safe for bees". As many as 63 percent are unsure about this myth, while 16 percent believe 5G is dangerous for bees.

4. Silent governments

Only 8 percent learned about 5G from government sources, and 40 percent said they were 'not satisfied' with government communications on 5G. 1 in 3 gets their 5G information from social media.

Misinformation a threat to democracy in Sweden

Sweden must intensify its efforts against hate speech and misinformation to strengthen their democracy.

This is one of the central messages in a comprehensive report commissioned by the Swedish government.

[Download the report](#) (in Swedish).

Five main findings:

1. The need for a national strategy

Sweden must establish a new national strategy for combat misinformation and hate speech. This strategy must include comprehensive measures for all parts of society, with oversight from a responsible authority. A long-term perspective and predictable financing are crucial.

2. Critical media literacy

The most important task will be to increase the critical media literacy significantly. This challenge encompasses all age groups and needs to be approached through various measures and over time.

3. Support for elected representatives

More support and resources should be provided to elected representatives, primarily focusing on women and elected representatives with a foreign background. Both groups are overrepresented as victims of hate speech on digital platforms.

4. Visible consequences

The police and the court system must prioritize threats and hate speech distributed on digital platforms. Breaking the law must have consequences.

5. More coordination

The Swedish government must strengthen the Swedish Media Authority and give this institution more responsibility to coordinate and look into how various measures are implemented.

Russia, Iran and China is doubling down on cyber attacks

Over the past year, most cyberattacks committed by nation-state actors originated from Russia, Iran, China, and North Korea.

Microsoft's annual report on cybersecurity shows the increasing sophistication of cyber threats – and nation-state actors shifting their targets.

[Download the report.](#)

Three main findings:

1. A wave of COVID-19-related cyberattacks

Microsoft has observed 16 different nation-state actors actively targeting companies and organizations working with the global COVID-19 response efforts.

2. IoT threats expanding

Internet of Things (IoT) threats are continually growing and evolving. The first half of 2020 saw an approximate 35 percent increase in total attack volume than the second half of 2019.

3. Reconnaissance

The most common attack techniques used by nation-state actors in the past year are reconnaissance, credential harvesting, malware and virtual private network (VPN) exploits.

Content consumption is soaring during the pandemic

The consumption of digital content has doubled so far this year. – according to an international survey from the software platform DoubleVerify.

More than 10,000 respondents across France, Germany, Spain, the UK and the US participated in the survey.

[Download the report.](#)

Three main findings:

1. Soaring content consumption

Daily time spent consuming content has doubled globally since the start of the COVID-19 pandemic: from an average of 3 hours 17 minutes to 6 hours 59 minutes. The winners are social media (48%), online newspapers (47%) and streaming services (47%).

2. Positive to ads – but platform preference differ

People are most open to advertising on TV (47%), social media (42%) and online newspapers (36%) and least on streaming services for music (21%). While younger consumers prefer ads on social platforms, older groups indicate a preference on TV.

3. Fake news amplifies brand risk

55 percent of consumers claims they are less likely to purchase from a brand that is advertised alongside fake news. But this assumes that the consumer is aware that it is fake news. On the other hand, 67 percent are more likely to look at an ad if it appears on a trusted news site.

Right-leaning politicians get more airtime than left-leaning

Does the Norwegian public broadcaster NRK have a liberal, left-wing bias? Well, it seems like the opposite is true, according to Manifest Tankesmie – a left-leaning think tank.

The report is based on three separate counts of guests in two radio programs: Politisk Kvarter and Dagsnytt 18. The analysis was carried out by bachelor students at Høgskolen i Volda (an Norwegian university college) during the election campaign in 2019.

[Download the report](#) (in Norwegian).

Three main findings:

1. Right-leaning dominance

In the 298 programs surveyed, 60.4 percent of the political guests came from traditional conservative parties. 70.5 percent of external experts and commentators come from conservative media organisations or conservative think tanks.

2. Overrepresented

Fremskrittspartiet (The Progress Party) received 2.4 times more coverage in NRK than the Labor Party - measured in relation to their relative size in elections.

3. Natural explanation?

The conservative dominance may be due to the fact that politicians from the ruling government parties more often must explain current affairs and decisions made by the government. Therefore not due to a political bias within the public broadcaster itself.

TikTok skepticism on the rise in Norway

38 percent of Norwegian TikTok users have considered deleting the app, according to a study from AudienceProject.

The survey, which is based on responses from 16,000 people in seven countries, shows a near total app dominance from Facebook and Google.

[Download the report.](#)

Four main findings:

1. Facebook-countries

The proportion of the population using a Facebook-owned platform is increasing in most countries: Finland (93%), Norway (88%), Sweden (87%) and Denmark (82%).

2. Nordic differences

While Facebook is the largest platform in all but one of the Nordic countries (Finland), there is a significant difference in other apps' usage among the general population. Most visible is WhatsApp's dominance (84%) in Finland, the 'low' penetration of social media in Denmark – and the high penetration of social media usage in Norway.

3. Positive influence

32 percent of Norwegians believe that social platforms have a positive influence on their lives. Only 9 percent believe social media have a negative impact.

4. Facebook losing in central markets

This is worth noting: Google-owned YouTube is now larger than Facebook in the United States. Facebook is now used by less than half of 15-25-year-olds in the United States. In Germany, Facebook's main app (63%) is the third largest after WhatsApp (87%) and YouTube (69%).

1 in 3 Norwegian children watch weight loss commercials

28 percent of Norwegian children between the ages of 9 and 12 have seen advertisements for weight loss products on social media.

A report from The Norwegian Media Authority shows how children and young people are exposed to large amounts of advertising that can contribute to negative self-images.

[Download the report](#) (in Norwegian).

Three main findings:

1. Weight-loss

61 percent of 13-18-year-olds and 28 percent of 9-12-year-olds have received advertising for weight loss products.

2. Cosmetic treatments

37 percent of 13-18-year-olds have received advertising for cosmetic treatments online. Advertising is targeted more at girls (47%) than boys (28%).

3. Fitness and building muscles

50 percent of 13-18-year-olds and 26 percent of 9-12-year-olds have seen advertising for products supposed to help them get bigger muscles.