

Does media affect everyone?

Are computer games bad for you?
What are kids really doing online?
How does mass media news impact children and young people?
Why is it that mostly boys play computer games?
What media type is the most conducive to social interaction?
What happens with pictures published online after an hour? After a couple of years?

The Media Council stays updated on these issues and continually develops information material and publishes reports on the media situation of children and young people.

Biannually the Media Council publishes the report *Ungar & Medier (Kids & Media)*, which is a thorough study in children's and young people's everyday media habits.

More information

Are you looking for more information?
Please visit the website of the Media Council where you can read more about the Council's work and activities, order and download information material, and follow the debate on children, young people and the media.

On the website you can also sign up for our monthly newsletter in which you can read more about the Council's seminars, new reports and other activities.

The Swedish Media Council

www.medieradet.se



Medierådet

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– Knowledge
Center on Children's
and Young People's
Media Situation

The Swedish Media Council is a committee of inquiry in the government offices, working with children's and young people's media situation, with an aim to reduce the risks of harmful effects of the media. The Council covers all moving image media, i.e. the Internet, film, TV, video, computer- and videogames.

The Media Council gathers relevant research in this area for the purpose of dissemination and coordination of educational efforts. With this knowledge the Media Council tries to raise awareness about the risks and benefits of media use, offering advice to parents as well as those engaged in professions that deal with children and youth.

The Young Internet is a campaign promoting safer use of the Internet among children and young people. The campaign is run by the Media Council in collaboration with BRIS (Children's Rights in Society), a Swedish NGO, and is partly funded by the European Commission. Through its work with The Young Internet campaign, the Media Council represents Sweden in Insafe, the European network of e-safety awareness.

Read more about The Young Internet and the European cooperation: www.saferinternet.org

Within the campaign the Media Council has developed comprehensive information and pedagogical material, which can be ordered or downloaded from www.medieradet.se

The Media Council is commissioned to:

- be an expert on media development and the effects of the media on children and young people
- be updated on the latest research on the effects of the media, provide factual information and guidance
- encourage self-regulation in the media industry
- promote the inclusion of media studies in schools' curricula
- protect and strengthen children and young people in the new media landscape through cooperation with other actors
- keep updated on international developments and take part in international cooperation in the field
- give particular attention to portrayals of violence and pornography and apply a clear gender perspective

