EU KIDS ONLINE 2018

TECHNICAL REPORT

NORWAY

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CONTENTS

1. Introduction

1.1. The research context

The Department of Media and Communication at the University of Oslo, Norway wanted to conduct a representative survey on Norwegian children's use of the Internet, with additional questions to one parent. The target age group was from 9 to 17 years[1]. The survey is part of an international study, and it is undertaken in cooperation with the Norwegian Ministry of Justice and Public Security. The survey is partly a repeat of a survey done in 2010. The survey in 2010 was undertaken in 25 countries, and it was known as "EU Kids Online".

Norway is a geographically very diverse country, with a long coast line and large regional differences between rural and urban areas. Therefore, geographic representativity was of vital importance when the design of the survey was set up. The economic structure, size and urbanicity of Norwegian municipalities were considered as very important when the survey quotas were determined.

The initial recruiting of respondents was done by telephone. The subsequent interviewing was done with interviewers from Ipsos visiting the responding parents and children at home. The parents and children filled out the survey using tablets. The survey content depended to a large extent upon the age of the child. The setup was as follows:

- Age group 9 – 11 years: A significantly shorter survey
- Age group 12-15 years: The full survey, but without some of the questions about sexual content
- Age group 16-17 years: The full survey, with all questions

Time limitations were not explicitly specified, but interview time was monitored during the pilot study. Public debate on Internet use by minors (with emphasis on harassment, violence, pornography, hate speech and so on) has been going on in Norway as in many other countries, but not more so during this study than at other times during the last ten years period.

[1]The sample contains children born in the years 2000 to 2009. Thus, the sample contains some children that are 8 years old and some that are 18 years old.

1.2. The study at a glance

Field work dates:	Recruitment:	23. April to 4. October 2018
	Actual interviewing:	7. June to 11. October 2018
Type of interview:	Recruitment:	Computer assisted telephone interviewing (CATI)
	Actual interviewing:	Computer assisted self interviewing (CASI)
Contact person responsible for the study:		Linn Sørensen Holst Senior Consultant Ipsos AS Karenslyst Allè 20 0278 Oslo, Norway linn.holst@ipsos.com
Sampling method:		Sampling frame stratified by the economic statistics of municipalities and number of 9 to 17 years old children in the municipalities. The nationwide distribution of parent sex and education was taken into consideration during field work.
Number of respondents:		1001 children of both sexes, aged from 9 to 17 years. In addition, one parent was interviewed. Non-users of the Internet in the last three months period, were not interviewed.
Survey modules:		The screening questionnaire was made using Dimensions, which is part of the SPSS data handling system. Parts of the initial questionnaire structure was made using Mipro (QuenchTec). The questionnaires that the children and the parents filled out was made using Ipsos IField, a fully integrated CAPI/CASI platform.
Country specific questions:		The survey contained some questions which were specific to Norway. The subjects of these questions were mainly sosio-demographic variables.
Pilot testing:		The survey was tested on 8 children along with one parent. The purpose was to monitor interview length and to detect possible technical problem. In addition, the pilot study checked ethical aspects such as keeping the children's responses confidential. The actual responses from the pilot test were immediately discarded.
Data entries:		Interviewers from Ipsos visited the recruited respondents at home, while the children and the parents filled out the survey using tablets.
Cleaning of data:		The data was examined and cleaned before it was sent to the data management group. Hans Petter Heggelund at Ipsos was central in the data cleaning, and he was also in the ensuring of compatibility between international and Norwegian versions of the data. Some responses to open questions have been modified afterwards, to preserve the anonymity of respondents.

1.3. Entities involved

The survey was composed by the Department of Media and Communication at the University of Oslo (UiO) in close cooperation with Ipsos, with the initial questionnaire proposal given by UiO. The ethical aspects of the projects were discussed jointly by UiO and Ipsos.

The sampling, fieldwork and data handling were all done by Ipsos. The relevant contact person in Ipsos is Linn Sørensen Holst (contact details are given in section 1.2). The project manager at UiO is:

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1.4. Main Limitations

The sample frame covers private households only. People living in institutions are excluded. Children who do not speak Norwegian are also excluded from the study. When the stratification and the weighing were done, some assumptions had to be done about the actual composition of the Norwegian population.

Children of an age below 12 years responded to a significantly shorter survey. Some questions having a sexual content were only posed to children of an age above 15. Respondent confidentiality was protected, with interviewers or parents not looking at the actual responses.

Parents having a low education are underrepresented in the survey. This was partly remedied during the field work, and partly adjusted for when respondent weights were applied.

2. Questionnaire and piloting

2.1. Questionnaire adaption

The resulting SPSS data file from 1001 households contains 955 variables in the Norwegian version, and 1172 variables in the international version. Each line in the SPSS file contains answers from one child and one corresponding parent. The full list of variable names and questions in both the Norwegian and international version is given in Appendix A.

2.2. Translation

All questions to children and to parents were given in Norwegian. The survey was translated from English to Norwegian by the language services company Semantix (Semantix 2018). In addition, UiO and Ipsos has checked the translation for quality.

2.3. Cognitive testing

No specific cognitive tests were done apart from the survey pilot.

2.4. Survey pilot

A survey pilot was done with 8 children and their respective parents. The subjects were children of employees at Ipsos. The age of the children was in the relevant interval of 9 to 17 years. The purpose of the survey pilot was to investigate:

- The duration of interviews
- The maintenance of high ethical standards, such as the protection of child privacy
- The use of the Ipsos IField computer software
- Other possible technical problems.

The respondents in the pilot cannot be considered anonymous, and it must be strongly emphasised that the responses from the children were immediately discarded. The overall aim of the survey pilot was to investigate practical data collection problems, not data content.

3. Methodology

3.1. The survey mode

All the respondent recruitment was done using Computer Assisted Telephone Interviewing (CATI). After the recruitment, all the parents received written information about the survey via E-mail. They were then contacted via telephone, and exact interview time was agreed upon. The subsequent interviewing was done with interviewers from Ipsos visiting the responding parents and children at home. The parents and children filled out the survey using tablets (Computer Assisted Self Interviewing, CASI). Written information about the survey was handed out to the parents and the children. The information to the children contained contact information to several web sites run by organizations and governmental entities such as the Red Cross and the Norwegian Police. The children were informed that they could find further information at these web sites, and that they could report unwanted or frightening Internet incidents.

All the data was collected using the same methodology, and all questions in the survey were treated in the same manner.

3.2. Sampling procedure

A suitable initial data base of 77224 addresses was provided by Bisnode (Bisnode, 2018). 17165 addresses from this data base were contacted, out of which 3667 gave their initial consent. From the consenting group, 2096 households were deemed to be eligible (e.g. they had children in the desired age interval). 1001 interviews were finally collected from the group of eligible households. The sampling is summarized in table 3.1.

Table 3.1. Number of households and interviews

Total number of addresses in data base:	77224
Number of addresses contacted:	17165
Number of respondents who gave initial consent:	3667
Number of eligible respondents	2096
Total Number of interviews achieved:	1001
Number of children aged 9-11 interviewed:	284
Number of children aged 12-15 interviewed:	468
Number of children aged 16-17 interviewed:	249
Total number of sampling regions used:	77

The 77 sampling regions were selected with respect to Norwegian municipality size and economy. Norwegian municipalities are grouped in 7 regions according to the European NUTS2 geocode standard (NUTS, 2018). The municipalities are also grouped in 16 classes according to a Norwegian classification system called KOSTRA (KOSTRA, 2013), based on municipality size and economy. The 7 NUTS 2 regions and the 16 KOSTRA regions of Norway were combined into 77 distinct regions called NUTRA. A detailed description is given in Appendix B. In 24 of the 77 NUTRA regions, 12 or more respondents were expected according to a proportional sample plan. In these 24 regions, random sampling was done.

Sampling points were selected so that they were representative of the Norwegian population, and proportional to the number of children aged 9 to 17 years within the sampling region. Se table B.2a and B.2b. The stepwise screening of respondents from the data base to eligible respondents is summarized in Table 3.2.

Table 3.2. Screening of contacted addresses, and selection of eligible respondents

Category	Number	Percentage
Total number of addresses in data base	**77224**	
Number of addresses contacted	**17165**	100.0
The selected child could not participate in the survey	6	0.0
Receiver of phone call hung up before the interviewer had the opportunity to explain the survey subject	3848	22.4
No children of relevant age in the household	3511	20.5
The child is not a frequent Internet user	47	0.3
The respondent could not be selected. Someone in the household declined to participate in the survey before selection	1043	6.1
Respondent selected, but then someone else in the household declined	530	3.1
Respondent selected, but the child declined to participate	57	0.3
Respondent selected, but someone else in the household declined on behalf of the respondent	57	0.3
Promise of participation broken/Whish not to participate	4385	25.5
Unable to participate due to problems with language or communication	345	2,0
Ill or on vacation during the data collection period	417	2.4
Other reasons for nonparticipation	790	4.6
Reason for nonparticipation unknown (system missing)	33	0.2
Eligible respondents (respondents who wish to participate)	**2096**	12.2

The number of children in the eligible households are shown in table 3.3. The sex and age distribution of the children were vital parameters in the continuous checks for data representativity. Table 3.4 shows the distribution of sex and age among children in the relevant age interval.

Table 3.3. The number of children aged 9 to 17 years old in the 2096 eligible households

Category	Boys	Girls
First child	458	436
Second child	578	604
Third child	596	586
Fourth child	155	115
Fifth child	17	18
Sixth child	3	2
Seventh child and additional siblings	0	0
Sum	**1807**	**1761**
Total	**3568**	

Table 3.4. Distribution of sex and age among Norwegian children born in the period 2000 – 2009. The two rightmost columns show population numbers divided by the numbers of eligible respondents

Year of birth	Population of Norway		Eligible respondents		Population/Eligible	
	Boys	Girls	Boys	Girls	Boys	Girls
2009	31833	29974	114	135	279.2	222.0
2008	31136	29361	157	170	198.3	172.7
2007	30004	28455	176	161	170.5	176.7
2006	29989	28556	182	185	164.8	154.4
2005	29053	27703	207	224	140.4	123.7
2004	29192	27759	227	211	128.6	131.6
2003	29014	27444	228	210	127.3	130.7
2002	28325	27109	201	189	140.9	143.4
2001	29041	27655	226	204	128.5	135.6
2000	30436	28798	89	72	342.0	400.0
Sum	298023	282814	1807	1761	164.9	160.6
Total	580837		3568		162.8	

Parent sex and education were also considered as vital parameters in the selection of a representative sample of household addresses. Statistics were available on Norwegian adults between 30 and 59 years old, and this group was considered as representative of Norwegian parents having children of the relevant age. The relationship between the total population of Norway and the eligible addresses is shown in table 3.5. Statistics Norway (Statistikkbanken, 2018) is the source of the population data in tables 3.4 and 3.5.

Table 3.5. Distribution of sex and education among 30 – 59 years old people of Norway

Education	Population of Norway		Eligible parents		Population/Eligible	
	Men 30 - 59 y. o.	Women 30 - 59 y. o.	Men	Women	Men	Women
Elementary school	225216	189353	49	29	4596.2	6529.4
Upper secondary school	428262	313743	323	186	1325.9	1686.8
Technical/specialist	49784	26801	39	18	1276.5	1488.9
Higher education	242331	360596	359	389	675.0	927.0
Higher education, extended	146040	143702	352	352	414.9	408.2
Sum	1091633	1034195	1122	974	972.9	1061.8
Total	2125828		2096		1014.2	

Table 3.5 shows that men and women having a low education were underrepresented in the set of 2096 eligible respondents.

3.3. Fieldwork

The incentives for the respondents were as follows: Gift voucher at 200 NOK was given to the parents during the first half of the fieldwork. This amount was later increased to 400 NOK, due to project time constraints.

All the respondent data was collected using the computer program called Ipsos IField, which has been developed by Ipsos. Ipsos IField handles personal interviews, and it is in use globally. This system handles information on respondent withdrawal, and it has a GPS functionality which verifies the geographic location of any interview. Ipsos IField may be customised to secure user friendliness for children.

The interviewing team was composed as follows:

- Interviewers who only did telephone recruiting: 97
- Interviewers who only did face to face interviews: 20
- Interviewers who did both recruiting and face to face interviews: 14

The average time the children and parents spent on completing the survey is shown in tables 3.6 and 3.7.

Table 3.6. Length of interview, children (minutes)

	n	minimum	maximum	mean	median	variance
All	1001	9	186	60.51	57.00	437.17
9-10 years	187	25	146	64.53	60.00	493.14
11-12 years	214	25	186	62.86	59.00	587.26
13-14 years	243	22	180	63.82	61.00	404.19
15-17 years	357	9	153	54.74	52.00	291.59

Table 3.7. Length of interview, parents (minutes)

	n	minimum	maximum	mean	median	variance
All	1001	16	113	37.60	36.00	142.19

4. Data and weights

4.1. Data entry and editing

All responses were entered using the Ipsos IField system. Throughout the field work period, checks were made to secure that all 77 NUTRA regions were filled with their respective quotas, and that the distributions of child sex and age as well as parent sex and education level had a representative distribution. It became clear early on that parents having a low education were underrepresented in the collected data, and such parents were prioritized in the subsequent field work.

The actual field work went well, but data collection was at times slow because the field work period coincided with the Norwegian summer vacation. Eventually, a data set containing 1001 households resulted from the 2096 eligible households.

4.2. Weights

The Norwegian geographic distribution of people of age 18 years or older was taken as a good approximation of the parent distribution. Data comparing the Population of Norway with the collected sample of 1001 respondents are given in tables 4.1, 4.2 and 4.3. Statistics Norway (Statistikkbanken, 2018) is the source.

Table 4.1. Geographic distribution among parents of final respondents

NUTS2 Region	Population of Norway, 18 y. o. and above	Final Respondents	Proportion Population/Final
1	1012569	241	4201.5
2	312340	67	4661.8
3	792500	192	4127.6
4	596483	162	3682.0
5	703363	172	4089.3
6	361927	74	4890.9
7	387430	93	4165.9
Total	4166612	1001	4162.5

Table 4.2. Distribution of sex and education among parents of final respondents

Education	Population of Norway		Final parents		Proportion Population/Final	
	Men 30 - 59 y. o.	Women 30 - 59 y. o.	Men	Women	Men	Women
Elementary school	225216	189353	11	22	20474.2	8607.0
Upper secondary school	428262	313743	115	105	3724.0	2988.0
Technical/specialist	49784	26801	19	12	2620.2	2233.4
Higher education	242331	360596	148	203	1637.4	1776.3
Higher education, extended	146040	143702	175	188	834.5	764.4
Sum	1091633	1034195	468	530	2332.5	1951.3
Total	2125828		1001		2123.704	

Table 4.3. Distribution of sex and age among final respondents

Year of birth	Population of Norway		Final Respondents		Proportion Population/Final	
	Boys	Girls	Boys	Girls	Boys	Girls
2009	31833	29974	20	13	1591.7	2305.7
2008	31136	29361	57	55	546.2	533.8
2007	30004	28455	57	47	526.4	605.4
2006	29989	28556	56	52	535.5	549.2
2005	29053	27703	62	55	468.6	503.7
2004	29192	27759	60	65	486.5	427.1
2003	29014	27444	65	51	446.4	538.1
2002	28325	27109	50	47	566.5	576.8
2001	29041	27655	51	46	569.4	601.2
2000	30436	28798	43	41	707.8	702.4
Sum	298023	282814	521	472	572.0	599.2
Total	580837		1001		580.3	

The proportions of population versus final sample are quite even in the cases of geography and child sex and age. The parent sex and education proportions are however skewed, with an under-representation of parents with a low education in the sample. We decided upon a weighing matrix that would correct for the skewness in education while maintaining evenness in geography as well as child age and sex. The education level answers from the screening interviews were used as basis for the weighing. The education level answers from the subsequent CASI sessions have been kept in the SPSS file. The weighing matrix is shown in table 4.4. Since the population figures do not add up to the same sum in the three weighing categories, the percentages were used as inputs to the weighing algorithm.

Table 4.4. The weighing matrix

Category	Matrix element	Population	Category percentage
NUTS 2 region	Region 1, 18 y. o. and above	1012569	24.301975
	Region 2, 18 y. o. and above	312340	7.496258
	Region 3, 18 y. o. and above	792500	19.020250
	Region 4, 18 y. o. and above	596483	14.315780
	Region 5, 18 y. o. and above	703363	16.880933
	Region 6, 18 y. o. and above	361927	8.686362
	Region 7, 18 y. o. and above	387430	9.298442
Parent education and sex	Elementary school, men, 30-59 y. o.	225216	10.594290
	Elementary school, women, 30-59 y. o.	189353	8.907233
	Secondary + technical, men, 30-59 y. o.	478046	22.487528
	Secondary + technical, women, 30-59 y. o.	340544	16.019346
	Higher education, men, 30-59 y. o.	242331	11.399377
	Higher education, women, 30-59 y. o.	360596	16.962623
	Higher education, extended, men, 30-59 y. o.	146040	6.869782
	Higher education, extended, women, 30-59 y. o.	143702	6.759820
Age of children	9-11 years	180763	34.65528
	12-14 years	172252	33.02358
	15-17 years	168588	32.32113

The weighing was done using the R programming language. The `anesrake` package (10) contains an algorithm for iterative proportional fitting or raking. This algorithm was applied to our survey of 1001 respondents, resulting in a set of 1001 weights ranging from 0.3118 to 6.3162. The results from the weighing process are summarized in table 4.5.

Table 4.5. Results from the calculation of weights

Category	Weighing matrix element	Number of respondents	Max weight	Min weight	Mean weight
NUTS 2 region	Region 1, 18 y. o. and above	241	6.3161513	0.4183268	1.0093891
	Region 2, 18 y. o. and above	67	5.3500378	0.3543399	1.1199634
	Region 3, 18 y. o. and above	192	4.9082664	0.3250808	0.9916286
	Region 4, 18 y. o. and above	162	4.6310802	0.3118237	0.8845738
	Region 5, 18 y. o. and above	172	5.7675183	0.3819901	0.9824311
	Region 6, 18 y. o. and above	74	5.785260	0.473260	1.175007
	Region 7, 18 y. o. and above	93	5.0743381	0.3360799	1.0008323
	Unknown NUTS2 region	0	-	-	-
Parent education and sex	Elementary school, men, 30-59 y. o.	21	6.316151	3.811819	5.037424
	Elementary school, women, 30-59 y. o.	27	4.224990	2.702410	3.294087
	Secondary + tech., men, 30-59 y. o.	114	2.753899	1.469074	1.969667
	Secondary + tech., women, 30-59 y. o.	183	1.2532923	0.6685718	0.8740769
	Higher education, men, 30-59 y. o.	199	0.7734059	0.4125752	0.5719842
	Higher education, women, 30-59 y. o.	165	1.4499395	0.7734736	1.0265143
	Higher education, ext., men, 30-59 y. o.	134	0.6882736	0.3671612	0.5119106
	Higher education, ext., women, 30-59 y. o.	155	0.5845390	0.3118237	0.4354711
	Unknown sex/education combination	3	0.9232819	0.7792965	0.8272916
Age of children	9-11 years	319	6.3161513	0.3851438	1.0754687
	12-14 years	359	5.7852603	0.3118237	0.9106443
	15-17 years	318	6.2128209	0.3788429	1.0061865
	Unknown age group	5	4.9417874	0.9510862	2.2073748
All resp.		1001	6.3161513	0.3118237	1.0000000

As was expected, the mean weights for each weighing matrix element were most unevenly distributed in the category parent education and sex. The algorithm produced weights having 157 unique values. Figures showing weight distributions are shown in Appendix C. Note the unevenness in the color distribution in the Group column in figure C.2 compared to figures C.1 and C.3.

5. Ethics and child protection

"EU-Kids Online 2018" is a project which deals with sensitive subjects and questions. The fact that we were seeking information and answers from minors, amplifies this aspect. It was therefore important that the fieldwork and the subsequent data handling was done in a sensitive, ethical and confidential manner.

Throughout this project, Ipsos upheld the established standards of ethics in science, such as the Norwegian Personal Data Act (Personopplysningsloven and Personvernforordningen (GDPR), 2018). In addition, the necessary communication on the handling of information which identify persons has been sent to The Norwegian Data Protection Authority (Datatilsynet, 2018). Ipsos is a member of the Norwegian Market Analysis Association, and Ipsos is also a member of the international association of market analysts ESOMAR (ESOMAR, 2016). Thus, it is mandatory for Ipsos to follow the rules and standards for what is considered good market analysis. Ipsos Norway has the ISO certification 9001:2015: Quality Management System and the ISO certification 20252:2012: Market, opinion and social research. ISO certification 20252:2012 is directed towards research on markets and opinions, with specific demands on project management and quality control.

In addition, Ipsos followed the guidelines given by the Norwegian National Research Ethical Committees for Social Sciences and Humanities (NESH). In these guidelines, the principles of informed consent and confidentiality were vital. All participants should receive information on the survey which is so comprehensive that each participant should be able through *voluntary, explicit and informed consent* to be able to decide if they will participate or not. Consent should be fully voluntary, and any participant must be allowed to pull out of the survey without having to specify a reason for doing so. Explicit consent means that the participant must do something active to join the survey, for instance to hit a specific key on a keyboard or sign a document. Informed consent means that any participant should understand the purpose of the project, and what consequences participation may have for the respondent. The present project deals with sensitive information given by minors, and therefore active consent from parents or custodians was required.

The principle of confidentiality means that all participants should be certain that all information is treated in a confidential manner, and that no individual participant may be identified in the subsequent

data analysis. Since the subject matter was sensitive and the target group was a vulnerable group, this was of particular importance in the present project.

Informed consent

Informed consent from both parents and children were required for an interview to take place. Parents signed a consent form, while the children ticked off a box for consent in the survey. Respondents were informed that they could stop the interview at any moment, and that questions could be skipped on the wish of the respondent.

Confidentiality

A contract of confidentiality is part of the work contract for anyone who works at Ipsos. All the interviewers also signed at contract of confidentiality with respect to the project “EU Kids Online 2018”. All parents and children were informed that the survey was confidential. A data processing agreement between the parties in the project was signed. All information we have on the parents and the children will be deleted when the survey is done. All interviewers are bound by the contract of confidentiality to delete all information on parents and children.

Interviewers were instructed not to look at the answers given by the children in the survey. In addition, parents were not allowed to be in the same room as the children during the completion of the survey. Parents were not allowed to read the answers given by the children in the survey.

To avoid identification of the individual parents and/or children, some of the answers given to open questions have been deleted or modified. The modifications to the open responses are summarized in table 5.1. The table shows that modifications were necessary far more often in responses given by parents than in responses given by children.

Table 5.1. Anonymization modifications to open responses

Survey question	English translation	Modifications	Reason for modification
Nå er undersøkelsen ferdig. Tusen takk for at du tok deg tid til å svare på undersøkelsen. Hvis du har noen kommentarer til hvordan det var å svare på undersøkelsen eller til det undersøkelsen handlet om, kan du skrive disse her:	The survey is now done. Thank you very much for spending your time on the survey. If you have any comments on answering the survey or to the subject of the survey, then you can write it here.	3	The respondent has provided his or her own name, or the name of the local municipality
@OPEN: Hva jobber du med?	@OPEN: What is your profession?	41	The job description is too specific (For instance, the exact name of the employer is given).
@OPEN: Hva jobber den andre forelderen i husstanden med?	@OPEN: What is the profession of the other parent in the household?	58	

Child protection from harm

In the contract of confidentiality that the interviewers signed, it was explicitly stated that the interviewer should report suspicion of child abuse or child neglect to the Norwegian Child Welfare Services. The duty to report suspicion of child abuse or neglect is according to Norwegian law. Each interviewer was advised to contact his or her project leader or supervisor in cases of suspicion.

No instances of suspected child abuse or child neglect were reported to Ipsos.

6. Sources

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https://www.bisnode.no/

CRAN (2018)
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Personopplysningsloven. Vedtak til lov om behandling av personopplysninger (2018)
https://www.stortinget.no/no/Saker-og-publikasjoner/Vedtak/Beslutninger/Lovvedtak/2017-2018/vedtak-201718-054/

Semantix 2018
https://www.semantix.no/

Statistisk sentralbyrå (Statistics Norway, 2018)
KOSTRA – Kommune-Stat-Rapportering.
https://www.ssb.no/kostrahoved/?fane=om#content

Statistikkbanken (2018)
Statistisk sentralbyrå (Statistics Norway):
https://www.ssb.no/statbank/

Appendix A. Questionnaire variables and questions

A full list of the questionnaire variables and questions are given in an accompanying Excel file.

Appendix B. The design of the survey

In the survey, we attempted to reach respondents across the full spectrum of demographic, geographic and economic variation. Our goal was to do a survey which was statistically representative: The answers from the respondents in the survey should represent the answers from the full population that we were investigating.
The variation among the respondents may be split into two categories:

- Individual variation: Age, sex, household income, number of children (or siblings)
- Collective variation: Municipality location and economy

Our strategy was to consider the collective variation in the experimental design, and to collect data on the individual variation during the actual survey.

Geographic variation among Norwegian municipalities is referenced in the European NUTS (*Nomenclature des unités territoriales statistiques*) geocode standard (Eurostat, 2018). The NUTS system is hierarchical, with a structure in the Norwegian case which is as follows:

- NUTS 1: Norway as one unit
- NUTS 2: Norway split in 7 regions
- NUTS 3: The 19 counties of Norway

The economical variation among Norwegian municipalities is mapped in a Norwegian classification system called KOSTRA (*Kommune-Stat-Rapportering*). KOSTRA (KOSTRA, 2013, Helsenorge.no, 2014) got started in 1995. It is based on digital reporting of data from each municipality to Statistics Norway (2018). This system classifies municipalities according to:

- Population: Small municipalities contain less than 5000 inhabitants
  Medium sized municipalities contain between 5000 and 19999 inhabitants
  Large municipalities with a population above 19999 inhabitants
- Mandatory spending per Inhabitant: The amount of money that the municipality is required to spend when upholding services required by law or national standards. This variable splits the communities into three groups: Low, medium and high.
- Disposable income per Inhabitant: The amount of money that is to the disposal of the municipality after the mandatory spending has been undertaken. This variable also splits the communities into three groups: Low, medium and high.
- One extra category containing the largest cities and municipalities.

The 16 KOSTRA groups of municipalities are shown in table B.1. The specified target in the survey was to reach 1000 households in Norway, with an interview of one child (9 to 17 years old) and one parent in each household. To obtain a representative sample, these households were chosen from a proportional grouping based on NUTS 2 and KOSTRA.

A mapping of the KOSTRA groups within each of the seven NUTS 2 groups is shown in tables B.2a and B.2b. Note that the tables only show NUTS 2 and KOSTRA combinations that exist. There are for instance no municipalities in NUTS 2 region 2 that belong to KOSTRA group 8. The numbers of 9 to 17 years old children have been found at the web site of Statistics Norway (Statistikkbanken, 2018)

Table B.1. The KOSTRA classification of municipalities in Norway

Group	Population	Mandatory spending per inhabitant	Disposable income per inhabitant	Number of municipalities
1	Small	Medium	Low	25
2	Small	Medium	Medium	62
3	Small	Medium	High	37
4	Small	High	Low	7
5	Small	High	Medium	40
6	Small	High	High	55
7	Medium	Low	Low	31
8	Medium	Low	Medium	27
9	Medium	Low	High	0
10	Medium	Medium	Low	33
11	Medium	Medium	Medium	43
12	Medium	Medium	High	12
13	Large municipalities except Oslo, Bergen, Trondheim and Stavanger			46
14	Bergen, Trondheim and Stavanger			3
15	Oslo			1
16	The 10 municipalities which have the highest disposable income pr. Inhabitant			10
Total				432

Tables B.2a and B.2b represent 77 different strata of municipalities. Within each stratum, all municipalities have the same NUTS 2 classification and the same KOSTRA classification. Thus, all municipalities within each stratum can be regarded as equivalent in terms of collective variation. A proportional sampling consisting of 1000 households will therefore have a high degree of geographic and economic representativity. The columns labeled ‘Contacted’, ‘Consent received’, ‘Consent and ‘eligible’ and ‘Achieved sample size’ refer to the four topmost lines in table 3.1.

Table B.2a. A combined NUTS 2 and KOSTRA mapping of municipalities, part 1 of 2

NUTS 2	KOSTRA	NUTRA	Children 9 - 17 y. o.	Proportional sample size	Contacted	Consent received	Consent and eligible	Achieved Sample size
1	1	101	273	1	1	1	1	**1**
	7	107	17905	31	351	77	50	**30**
	8	108	6998	12	169	48	30	**12**
	13	113	48060	81	650	240	195	**90**
	15	115	58493	99	705	258	211	**108**
2	1	201	442	1	25	2	1	**1**
	2	202	3558	6	57	9	3	**6**
	3	203	623	2	36	3	2	**1**
	4	204	312	1	30	5	4	**1**
	5	205	516	1	9	2	1	**1**
	6	206	496	1	32	6	2	**0**
	7	207	8057	14	469	68	19	**10**
	10	210	6213	11	279	51	21	**11**
	11	211	6898	12	146	19	8	**12**
	13	213	12879	22	299	65	32	**24**
3	1	301	3697	7	177	31	10	**4**
	2	302	3099	6	59	17	10	**6**
	3	303	1335	3	26	3	2	**3**
	4	304	164	1	14	6	4	**1**
	5	305	347	1	32	16	13	**1**
	6	306	431	1	18	4	3	**1**
	7	307	5954	11	81	23	17	**11**
	8	308	11956	21	149	44	33	**19**
	10	310	4429	8	116	23	16	**7**
	11	311	3385	6	56	18	14	**6**
	12	312	643	2	23	6	4	**2**
	13	313	73312	124	2344	495	273	**131**
4	1	401	1212	3	54	8	5	**5**
	2	402	3616	7	89	16	11	**5**
	3	403	1306	3	66	15	5	**2**
	4	404	71	1	4	3	2	**1**
	5	405	1423	3	74	9	3	**2**
	6	406	389	1	14	4	2	**1**
	7	407	8561	15	543	83	42	**15**
	8	408	10860	19	728	120	60	**22**
	10	410	7844	14	605	83	32	**14**
	11	411	1765	3	52	10	4	**2**
	12	412	2181	4	35	10	5	**4**
	13	413	36142	61	1370	272	144	**63**
	14	414	14286	25	214	58	40	**25**
	16	416	469	1	11	3	2	**1**

Table A.2b. A combined NUTS 2 and KOSTRA mapping of municipalities, part 2 of 2

NUTS 2	KOSTRA	NUTRA	Children 9 - 17 y. o.	Proportional sample size	Contacted	Consent received	Consent and eligible	Achieved Sample size
5	1	501	2277	4	47	10	6	**3**
	2	502	7177	13	226	34	18	**12**
	3	503	3906	7	144	20	8	**2**
	4	504	601	2	77	15	4	**0**
	5	505	1807	4	58	9	6	**3**
	6	506	1243	3	67	10	2	**2**
	7	507	3571	7	71	19	15	**7**
	8	508	8850	15	588	117	62	**12**
	10	510	7283	13	538	82	34	**13**
	11	511	15354	26	577	105	50	**28**
	12	512	1927	4	33	15	10	**4**
	13	513	17714	30	661	141	71	**32**
	14	514	27614	47	1078	237	135	**53**
	16	516	775	2	24	6	4	**1**
6	1	601	1146	2	51	12	3	**1**
	2	602	4676	8	148	26	11	**6**
	3	603	1180	2	8	5	3	**2**
	5	605	874	2	54	11	2	**2**
	6	606	389	1	8	3	2	**1**
	7	607	6189	11	72	19	16	**11**
	8	608	4583	8	158	26	18	**8**
	10	610	2285	4	72	12	5	**2**
	11	611	3380	6	126	16	6	**1**
	13	613	5272	9	267	52	33	**7**
	14	614	18846	32	196	75	54	**33**
	16	616	122	1	25	5	2	**0**
7	2	702	2140	4	114	23	4	**4**
	3	703	4463	8	144	31	18	**8**
	4	704	340	1	27	6	3	**1**
	5	705	1462	3	73	16	0	**2**
	6	706	4733	8	58	14	6	**9**
	8	708	1387	3	22	6	6	**3**
	11	711	9621	17	411	75	37	**18**
	12	712	7503	13	278	50	25	**13**
	13	713	18772	32	423	119	76	**33**
	16	716	1126	2	29	11	5	**2**
Total, Norway: Number of regions			**Total, Norway: Population/respondents**					
7	**16**	**77**	**571137**	**1000**	**17165**	**3667**	**2096**	**1001**

Appendix C. The unique weight values

The 1001 households in the survey have all been given a weight according to geographic location (NUTS2 region), parent sex and education, and the age group of the child. Figures C.1, C.2 and C.3 show the distribution of all the 157 unique weight values with respect to region, parent sex and education, and child age

Figure C.1: Distribution of weights and NUTS2 regions

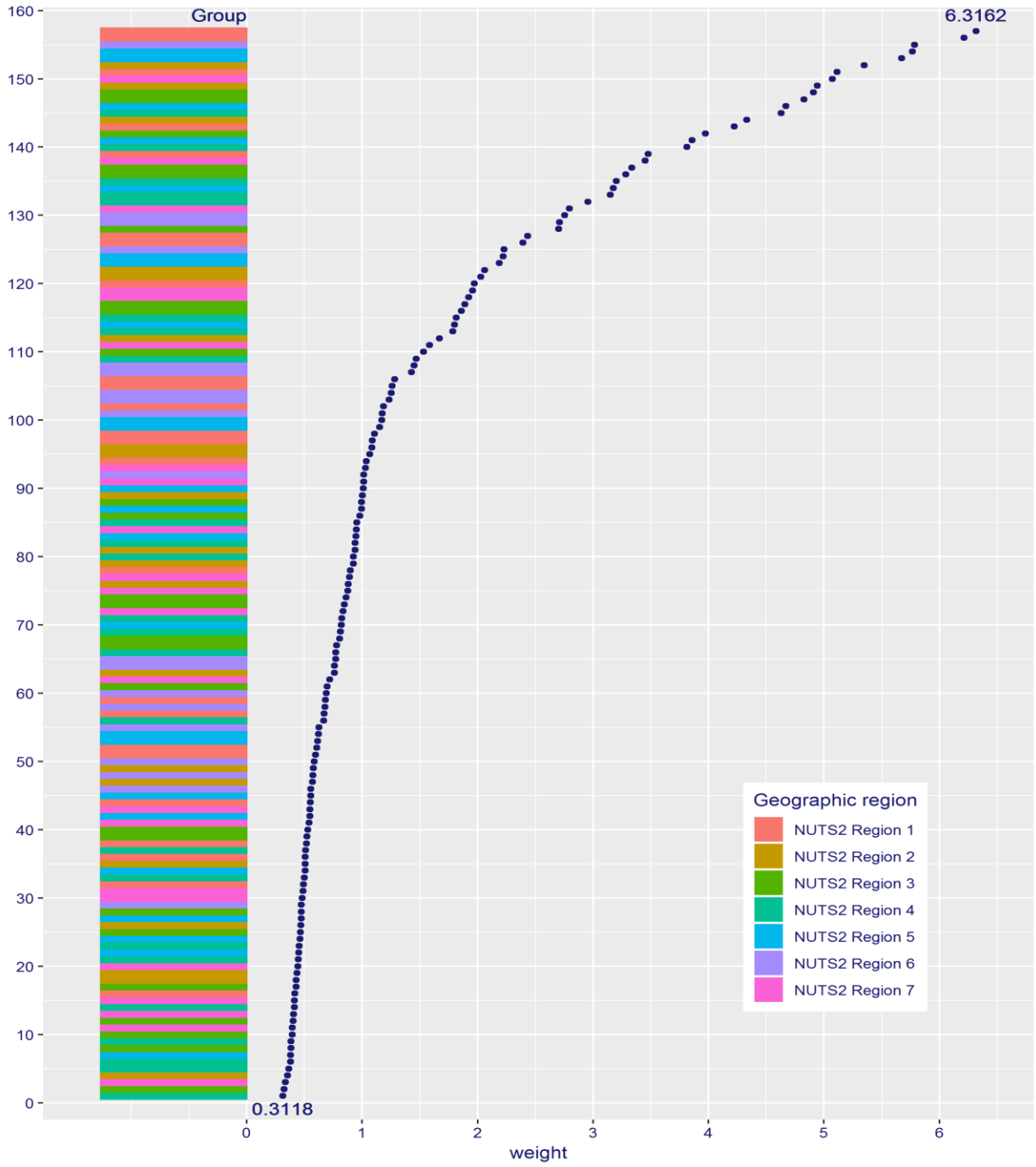


Figure C.2: Distribution of weights and parent sex and education

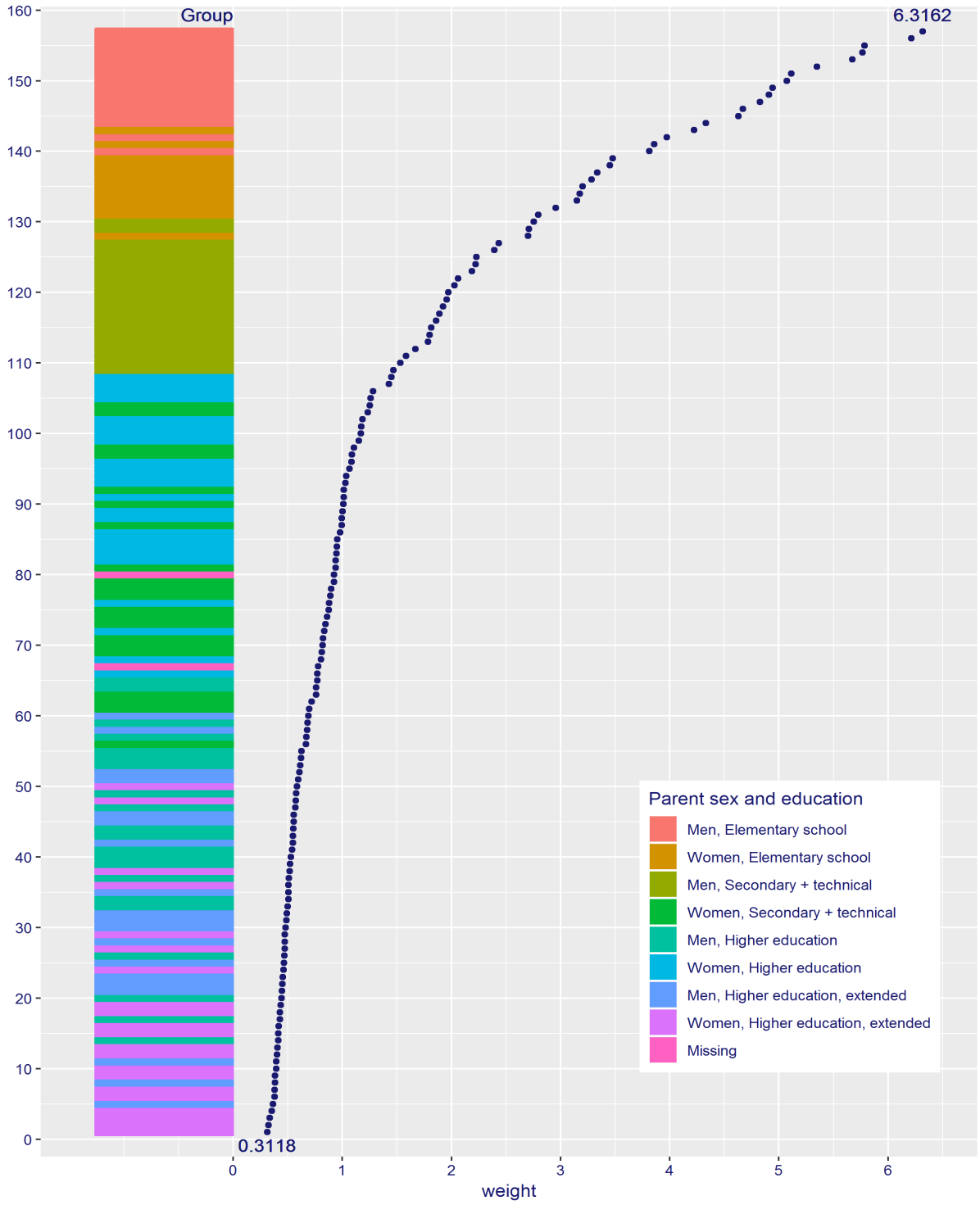
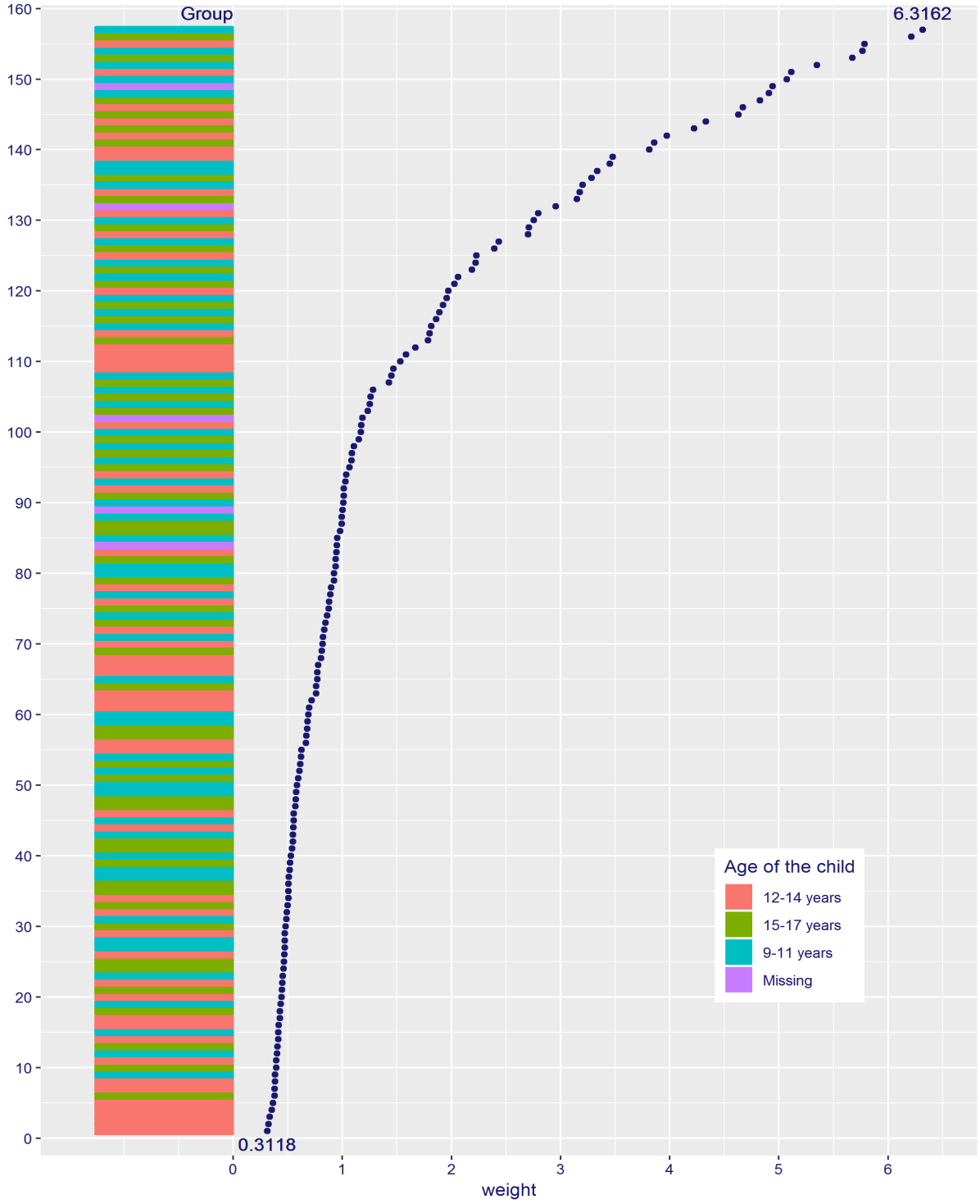


Figure C.3: Distribution of weights and child age group



Appendix D. Deviations between international and Norwegian data sets

The following survey variables differ in the international and Norwegian data sets:

NO_c_QA9	The scale is according to the Norwegian questionnaire (1-10 = Top – bottom)
NO_c_QH1	The scale is according to the Norwegian questionnaire (1-10 = Top – bottom)
NO_op_QF03n_rt	The Norwegian alternative «Embarrassment» is option 11
NO_op_QF15n_rt2	The Norwegian alternative «Embarrassment» is option 10
NO_op_QF26n_rt2	The Norwegian alternative «Embarrassment» is option 11
NO_op_QF33n_rt	The Norwegian alternative «Embarrassment» is option 10
NO_m1_10n_rt	The Norwegian alternative «Embarrassment» is option 8
NO_m1_14n_rt	The Norwegian alternative «In love with» is option 7
NO_op_QL6_rt2j	The Norwegian alternative «Don't know» is option 10
NO_op_QL6_rt2k	The Norwegian alternative «Decline to answer» is option 11
NO_c_QL23n	The Norwegian alternative «Bullied» is option 8
NO_op_QL35n	The Norwegian alternative «The child treated hurtfully or nasty» is option 13

Other questions that are not to be found in the code matrix are to be found at the rear end of the file, having the prefix NO_.

Routing difference:

The following variables have a different routing logic in the master questionnaire and the Norwegian questionnaire:

op_QF22a_rt2

op_QF22b_rt2

op_QF22c_rt2

op_QF22d_rt2

op_QF22e_rt2

op_QF22f_rt2

op_QF22g_rt2

op_QF22h_rt2

op_QF22i_rt2

The English master questionnaire had the following routing for the variables named QF22:

ROUTING: If "yes" (="A few times", "At least every month", "At least every week", "Daily or almost daily") to option QF21-b, ask the questions below (else skip to question QF28).

The Norwegian questionnaire had the following routing for the variables named QF22:

ROUTING: If "yes" (="At least every month", "At least every week",
"Daily or almost daily") to option QF21-b, ask the questions below (else skip to question QF28).

This also affects the subsequent variables (those who have answered “A few times” in QF21-b have not been asked these questions):

c_QF23a_rt2
c_QF23b_rt2
c_QF23c_rt2
c_QF23d_rt2
c_QF23e_rt2
c_QF23f_rt2
c_QF24_rt2
ec_QF25_rt3
NO_op_QF26a_rt2
NO_op_QF26b_rt2
NO_op_QF26c_rt2
NO_op_QF26d_rt2
NO_op_QF26e_rt2
NO_op_QF26f_rt2
NO_op_QF26g_rt2
NO_op_QF26h_rt2
NO_op_QF26i_rt2
NO_op_QF26j_rt2
NO_op_QF26x_rt2
NO_op_QF26k_rt2
NO_op_QF26l_rt2
op_QF27a_rt2
op_QF27b_rt2
op_QF27c_rt2
op_QF27d_rt2
op_QF27e_rt2
op_QF27f_rt2
op_QF27g_rt2
op_QF27h_rt2
op_QF27i_rt2
op_QF27j_rt2

This information is not to be found in Appendix 1 or the international code matrix.