

Dear parent/guardian,

This September, the Children and Media Survey will be submitted to students in most Icelandic schools. The University of Iceland's Educational Research Institute will conduct the study on behalf of the Icelandic Media Commission, an independent public authority under the Ministry of Culture and Business Affairs.

The survey is carried out in selected schools in all parts of the country and provides important information about the use of electronic media by children and young people. The results are used as a basis for further work by the Media Commission on information and prevention measures among children and young people in Iceland. Since the last proposals for 2021 and 2023, the Media Commission and the Educational Research Institute have presented the results in several reports and held a number of lectures among education directors, non-profit organizations and other stakeholders, see the Media Commission 's website.

The schools that take part in the survey receive results for their part of the country, which is extremely useful in connection with the planning of schools and municipalities on prevention to increase children's and young people's knowledge of safe use of digital media.

The survey is non-personally identifiable and will be submitted in electronic form during school hours. The University Science Ethics Committee reviewed the content and execution of the study without comment (SHV2025-044).

Student participation is optional and parents/guardians may refuse to take part. If you do not want your child to take part in the survey, you can send a notification to the survey's contact person at the school, [rektor@mh.is](mailto:rektor@mh.is)

Submission of the questionnaire will be scheduled according to agreement with the administrators of each school. A contact person at the school will inform the students that the survey is non-personally identifiable, and that they are not obliged to participate or answer any questions that they want to skip. Students may also stop taking part at any time.

**Best wishes,**

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The University of Iceland's Educational Research Institute