BBC – Safer Internet Day 2016

29th January 2016

Methodology Note

ComRes interviewed 1,207 UK 10–18 year olds online between 6th and 18th January 2016. Data were weighted by age, gender and region to be representative of all 10–18 year olds in the UK.

Guidelines for the Public Use of Survey Results

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• The company conducting the research (ComRes)

• The client commissioning the survey

• Dates of interviewing

• Method of obtaining the interviews (e.g. in-person, post, telephone, internet)

• The universe effectively represented (all adults, voters etc.)

• The percentages upon which conclusions are based

• Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

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EXECUTIVE SUMMARY

Use of social media

- Young people aged 10-18 in the UK are active users of social media, with more than half of 10-18 year olds having accounts with Facebook, YouTube, Instagram, Snapchat.

- Experiences of young people on social media appear to be generally positive. Of the words tested, the top words 10-18 year olds social media users use to describe how they feel when using social media are 'Happy' and 'Friendly'.

- According to the young people surveyed, positive occurrences, such as saying something nice to someone or having someone like your photo, are more likely to have occurred than negative incidents. Despite this, significant minorities report that people have been rude or unkind to them online.

Trolling / online bullying

- Overall, 10-18 year olds in the UKon social media are most likely to say that 'trolling' means online bullying. When asked for their experiences of this, just less than half report having seen online bullying / trolling, around two in five have had it directed to them at and 5% admit having taken part in such activity.

- The vast majority of UK 10-18 year oldssocial media users aged 10-18 agree that it is easier to be rude online than in person, that you can get away with more online than they can in person and that people will say things online which they would not say to someone's face.

- Of 10-18 year olds who have experienced trolling / online bullying, whether simply seeing it, engaging in it or being trolled / bullied online themselves, the topic of this is most likely to be about something they said, or the way that they look. Trolling / online bullying regarding topics such as homophobia, religion or skin colour is reported to be quite uncommon.

Reporting rolling / online bullying

- The plurality of UK 10-18 year olds who have experienced trolling, either directly or indirectly, say that they ignored it. Despite this, around three in ten one quarter say they told their family, and around two in five reported it on the social media network. Two in five 10-12 year olds who experienced trolling say they reported it to their teacher.

- A majority UK 10-18 who reported the trolling / online bullying they experienced on social media to the social network itself say both that it was easy to report and that the social network was helpful.

- Despite this, a significant minority, around three in ten, say the social media company was not helpful.

- Of those who did not report it to the social media company, the key reason appears to be they did not think it was serious enough.

Effects of trolling / online bullying

- A plurality of social media users aged 10-18 ~~year olds in the UK~~ say they feel that people are most likely to get involved in trolling / online bullying because they find it funny or because they don't like someone. Encouragingly, however, around a third who spoke to the person who did the trolling / bullying say the person apologised.

- Despite their experiences of online bullying / trolling a majority of 10-18 year olds report that their use of social media has neither increased nor decreased.

- Only a quarter of UK 10-18 year old~~s~~ social media users say they think that social media companies take trolling / online bullying seriously enough.

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RESULTS IN DETAIL

USE OF SOCIAL MEDIA

Q1. Which of the following do you have accounts with?

	All respondents	10–12	13–15	16–18
Facebook	72%	49%	77%	87%
YouTube	64%	48%	69%	75%
Instagram	58%	41%	60%	70%
Snapchat	54%	28%	58%	73%
Whatsapp	50%	38%	51%	61%
Twitter	45%	22%	49%	61%
Ask.fm	8%	2%	9%	12%
Other	6%	4%	6%	8%
None of these	6%	14%	2%	2%
NET: Have any social media account	90%	78%	96%	96%

Base: All respondents (n=1207); 10–12 (n=323); 13–15 (n=451); 16–18 (n=433)

A majority of 10 – 18 year old Facebook and WhatsApp users say they use their full real name (83% and 63% respectively). Users of Instagram, Twitter and Youtube are generally split between using their full real name or part of their real name. In contrast, more than half (53%) of those surveyed who use Snapchat say they use <u>only part</u> of their real name, compared to a third (32%) who use their <u>full real name</u>.

Q2. When you use these, do you...?

	Use your full real name	Use part of your real name	Use someone else's name	Use a made up name
Facebook	83%	13%	1%	3%
Whatsapp	63%	31%	*	4%
Instagram	39%	43%	1%	15%
Twitter	39%	43%	1%	15%
Youtube	36%	34%	2%	25%

Ask.fm	33%	47%	1%	14%
Snapchat	32%	54%	*	12%
Other	21%	31%	*	35%

Base all respondents with a social media account: Facebook (n=869); Youtube (n=786); Instagram (n=721); Snapchat (n=623); Whatsapp (n=609); Twitter (n=557); Ask.fm (n=107); Other (n=78)

Young ~~people in the~~ social media users in the UK are more likely to select positive words to describe using social media than a negative terms. This is consistent across all ages surveyed. Around two thirds (63%) of young people say that 'happy' best describes how they feel when using social media, and more than half (52%) say that they feel 'friendly'. The most common negative term is 'bored', which a fifth (21%) of UK young people report feeling when using social media.

Very few young people say they feel 'worried' (5%), sad (3%), mean (2%) or scared (2%) when using social media.

Q3. Which words best describe how you feel when you're using social media?

	All respondents	10–12	13–15	16–18
Happy	63%	71%	64%	56%
Friendly	52%	58%	52%	48%
Excited	27%	38%	26%	19%
Bored	21%	10%	18%	33%
Worried	5%	6%	5%	5%
Sad	3%	2%	2%	4%
Mean	2%	3%	3%	1%
Scared	2%	2%	2%	1%
None of the above	9%	4%	11%	11%

Base: All respondents with a social media account (n=1098); 10–12 (n=251); 13–15 (n=434); 16–18 (n=413)

Social media is important to the majority of young people with a social media account (75%). Only around a quarter (23%) overall say that social media is not important to them, and these findings are consistent across age groups.

Although there are high levels of reported importance of social media overall, female young people in the UK (80%) are more likely than males (70%) to say social media is important to them. In addition, young people living in London are more likely to view it as important than their regional counterparts. Around four fifths (82%) of London 10–18 year olds say social media is important to them, compared to 77% of those in the Midlands, 74% in the North and 68% in the South (excluding London).

Q4. How important, or not important, is social media to you?

	All respondents	10–12	13–15	16–18
Important	75%	76%	74%	75%
Not important	23%	21%	24%	24%
Don't know	2%	3%	2%	1%

Base: All respondents with a social media account (n=1098); 10–12 (n=251); 13–15 (n=434); 16–18 (n=413)

Young people on social media are more likely to say they have taken part in positive activities on social media than negative activities. Three quarters (75%) say they have said something nice to someone, 72% have told someone they like their photo, and 70% report saying something nice about someone. Only around a fifth report having said something unkind about someone (21%) or having said something rude to someone (19%).

Older age groups are more likely than their younger counterparts to say they have taken negative actions online. While around a quarter (27%) of 16–18 year olds say they have said something unkind about someone, this is the case for only 15% of 10–12 year olds with a social media account. Similarly, 24% of 16–18 year olds on social media report having said something rude to someone, while 11% of 10–12 year olds say the same.

Q5. Have you ever done any of these things on social media?

	All respondents	10–12	13–15	16–18
Said something nice to someone	75%	65%	73%	84%
Told someone you like their photo	72%	64%	71%	78%
Said something nice about someone	70%	60%	65%	81%
Made new friends that you have not met in person	44%	37%	37%	57%
Told a friend some gossip about someone else	34%	23%	33%	44%
Said something unkind about someone	21%	15%	18%	27%
Said something rude to someone	19%	11%	20%	24%
None of the above	9%	10%	12%	4%

Base: All respondents with a social media account (n=1098); 10–12 (n=251); 13–15 (n=434); 16–18 (n=413)

Around two in five (43%) UK 10–18 year olds on social media say that someone has been rude to them online and a further quarter (27%) report that someone has made things up about them online.

Despite this, as with personal reported behaviour, a higher proportion of young people report positive occurrences happening to them than negative occurrences. Four in five (80%) say that someone has liked one of their pictures, and around three quarters (74%) report that someone has been nice about them.

Older age groups are more likely to say each of the occurrences tested has happened to them, while 10–12 year olds are more likely to report none of the incidents tested having happened to them (16% vs. 4%).

Q6. Have any of these things ever happened to you online?

	All respondents	10–12	13–15	16–18
Someone has liked one of your pictures	80%	68%	79%	90%
Someone has been nice about you	74%	60%	75%	84%
Someone has been rude to you	43%	37%	40%	50%
Someone made things up about you	27%	27%	25%	29%
None of the above	10%	16%	11%	4%

Base: All respondents with a social media account (n=1098); 10–12 (n=251); 13–15 (n=434); 16–18 (n=413)

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TROLLING / ONLINE BULLYING

Nearly three in five (57%) young social media users believe trolling means online bullying.

Q7. What do you think trolling means?

	All respondents	10–12	13–15	16–18
Online bullying	57%	59%	58%	54%
Messing around online	38%	28%	35%	49%
Pretending to be someone else online	29%	27%	29%	31%
Stalking someone online	24%	25%	26%	20%
Bullying in person	9%	11%	10%	7%
None of the above	5%	7%	7%	3%

Base: All respondents with a social media account (n=1098); 10–12 (n=251); 13–15 (n=434); 16–18 (n=413)

When prompted to select one main meaning for trolling from the range of meanings they have ascribed to 'trolling', online bullying again comes out as the most likely meaning. Older social media users are more likely than their younger counterparts to select 'messing around online' as the main meaning of trolling, a view held by 36% of 16–18 year olds compared 17% of 10–12 year olds.

Q7a. And what do you think the main meaning of 'trolling' is?

	All respondents	10–12	13–15	16–18
Online bullying	44%	48%	44%	39%
Messing around online	26%	17%	23%	36%
Pretending to be someone else online	12%	13%	11%	12%
Stalking someone online	10%	12%	12%	7%
Bullying in person	2%	3%	2%	2%
None of the above	5%	7%	7%	3%

Base: All respondents with a social media account (n=1098); 10–12 (n=251); 13–15 (n=434); 16–18 (n=413)

When presented with a definition of 'trolling', just under half of UK 10–18 year old on social media report having seen trolling / online bullying (45%). A further fifth (19%) say they have been trolled / bulled online themselves, while 5% admit to having been involved in online bullying / trolling.

While the experiences of young people on social media are consistent across the age bands for having been involved in trolling / online bullying or being a victim of it, older age groups are more likely to

report having seen trolling online bullying. This is the case for more than half (56%) of 16–18 year olds, compared to only a third (34%) of 10–12 year olds. It is also noteworthy that a plurality of 10–12 year olds say they have neither seen trolling / online bullying, been a victim of this nor been involved themselves.

Q8. 'Trolling' is a word used to describe a form of online bullying in which someone is rude, unkind or starts arguments with people online. Thinking about this description, have you experienced trolling/ online bullying on social media?

	All respondents	10–12	13–15	16–18
I have seen trolling/ online bullying	46%	33%	46%	56%
I have been trolled/ bullied online	19%	22%	16%	19%
I have been involved in trolling/ bullying someone online	5%	4%	5%	5%
None of these	42%	49%	45%	34%

Base: All respondents with a social media account (n=1098); 10–12 (n=251); 13–15 (n=434); 16–18 (n=413)

Female 10–18 year olds are more likely to report having seen trolling / online bullying (51%) than their male counterparts (41%). Of all the social networks tested, users of Ask.fm appear particularly likely to have experienced online bullying / trolling. Two thirds (66%) of Ask.fm users say they have seen trolling / online bullying, compared to 55% of Snapchat users, and 49% of Facebook users. In addition, 34% of Ask.fm users say they have been trolled / bullied online, significantly higher than users of any other social network tested.

Young social media users are in agreement that most people say things online that they would never say to someone's face (90%), you can get away with more online than in person (81%) and it's easier to be rude online because people will not know who you are (77%). These viewpoints are consistent across age, gender and region of the young people surveyed.

Q9. Do you agree with these statements?

	Yes	No	Don't know
Most people say things online that they would never say to someone's face	90%	9%	1%
You can get away with more online that you can in person	81%	19%	1%
It's easier to be rude online because people will not know who you are	77%	22%	*
Social media is good for talking to celebrities	52%	47%	1%

Base: All respondents with a social media account (n=1098)

For young people who have experienced online bullying / trolling, whether being involved, a victim or simply seeing it, this has been most commonly about something that they said or did (24%), or the way that they look (22%). Online bullying / trolling on topics such as homophobia (14%), skin colour (10%) and religion (10%) appears to be relatively rare.

Q10. Thinking about your most recent experience of online bullying/trolling, what was it about?

	All respondents	10–12	13–15	16–18
Something that you said or did	24%	30%	21%	24%
The way you look	22%	26%	17%	24%
An incident that occurred in person	16%	20%	16%	15%
Your personality	15%	15%	14%	16%
Homophobic bullying	14%	12%	14%	15%
Intelligence	11%	13%	11%	11%
Skin Colour	10%	18%	8%	7%
Religion	10%	10%	8%	11%
Your family	7%	17%	5%	4%
None of the above	24%	15%	28%	27%

Base: All respondents who experienced trolling / online bullying (n=635); 10–12 (n=125); 13–15 (n=238); 16–18 (n=272)

REPORTING TROLLING / ONLINE BULLYING

Two in five (41%) 10-18 year olds who have experienced trolling, either directly or indirectly, say they simply ignored it. Despite this, around three in ten (26%) told their family, and around two in five (18%) reported it on the social media network.

10-12 year olds are more likely to report experiences of online bullying / trolling than older ages. More than half of 10-12 year olds say they told their family about their most recent experience of online trolling / bullying (53%), compared to only 13% of 16-18 year olds. Strikingly, two in five (18%) 10-12 year olds say they told their teacher about their most recent experience of online bullying / trolling, compared to only 9% of 13-15 year olds and 5% of 16-18 year olds, possibly indicating the changing role of teachers as young people grow up.

Q11. Thinking about your most recent experience of online bullying/trolling, what did you do?

	All respondents	10-12	13-15	16-18
Ignored it	41%	33%	37%	50%
Told my family about it	26%	53%	24%	13%
Told my friends about it	25%	29%	28%	20%
Reported it on social media	18%	20%	19%	16%
Spoke to the person who did the trolling/ bullying on social media	15%	13%	15%	16%
Spoke to the person who did the trolling/ bullying in person	11%	9%	11%	12%
Told a teacher about it	10%	18%	9%	5%
None of the above	12%	3%	14%	15%

Base: All respondents who experienced trolling / online bullying (n=635); 10-12 (n=125); 13-15 (n=238); 16-18 (n=272)

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Of young people who say they reported their most recent experience of online bullying / trolling to the social media company, the vast majority (85%) say this was an easy thing to do. Only 14% say it was difficult.

Q12. How easy was it to report the bullying on social media?

	All respondents
Easy	85%
Difficult	14%
Don't know	1%

Base: All who reported online bullying/ trolling to social media company (n=116); 10–12 (n=25), 13–15 (n=47); 16–18 (n=44)

Similarly to ease of reporting, a majority of young people who reported their experience of online bullying / trolling to the social media company say the company were helpful (60%). Despite this, a significant minority of 31% say that the social media were not helpful, suggesting there is still more social networks could do in this regard.

Q13. How helpful were the social media company when you reported the trolling/ online bullying?

	All respondents
Helpful	60%
Not helpful	31%
Don't know	9%

Base: All who reported online bullying/ trolling to social media company (n=116); 10–12 (n=25), 13–15 (n=47); 16–18 (n=44)

Young people on social media who say they have experienced trolling / online bullying but did not report it to the social media company, this is primarily because they did not think it was serious enough to be reported (43%). Following this, more than a third (37%) say they did not think it would be helpful, while just under two in five (16%) say they did not know how.

In terms of age variations, younger 10–18 year olds who have experienced trolling / online bullying are significantly more likely than their older counterparts to say they did not know how to report this to the social media company. This is the case for a third (32%) of this age group, compared to only 11% of 16–18 year olds, suggesting social networks could do more to educate younger users on how to report certain behaviour or incidents.

Q14. Why did you not report the trolling / online bullying to the social media company?

	All respondents	10–12	13–15	16–18
Did not think the bullying/ trolling was serious enough to be reported	43%	40%	39%	47%
Did not think it would be helpful	37%	31%	38%	38%
Did not know how	16%	32%	13%	11%
Worried the person who did the bullying/ trolling would find out	11%	13%	13%	9%
Any other reason	18%	6%	20%	23%

Base: All who did not report it to the social media company (n=519); 10–12 (n=100); 13–15 (n=191); 16–18 (n=228)

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EFFECT OF TROLLING / ONLINE BULLYING

10–18 year old social media users are most likely to say that people are most likely to get involved in trolling / online bullying because they find it funny (72%) or because they don't like someone (56%). Female 10–18 year olds are significantly more likely than their male counterparts to say people get involved in trolling / online bullying because they don't like someone (62% vs. 49%).

Q15. Why do you think people usually get involved in trolling / online bullying?

	All respondents	10–12	13–15	16–18
They think it is funny	72%	66%	72%	77%
Because they don't like someone	56%	53%	57%	57%
To get back at someone	48%	42%	50%	50%
Because they were bullied	29%	21%	32%	32%
They are told to by someone else	25%	22%	28%	24%
They are told to by a friend	24%	23%	23%	25%
None of the above	5%	5%	4%	5%

Base: All respondents with a social media account (n=1098); 10–12 (n=251); 13–15 (n=434); 16–18 (n=413)

Despite having experienced trolling / online bullying, either by being subject to it, involved in it or simply seeing it, a majority of young social media users report using social media the same amount as they did before experiencing the online bullying / trolling. Seven in ten (71%) say they use it the same amount, and only 12% say they use social media less than they did before.

There are, however, significant variations by age. While three quarters (75%) of 16–18 year olds report using social media the same amount as they did before, this is the case for three in five (62%) 10–12 year olds. In addition, around two in five (18%) 10–12 year olds say they use social media less than they did before, while this is the case for only 11% of 16–18 year olds.

Q16. What effect did your experience of trolling/ online bullying have on your use of social media?

	All respondents	10–12	13–15	16–18
I use social media the same amount as I did before	71%	62%	72%	75%
I use social media less than I did before	12%	18%	10%	11%
I use social media more than I did before	10%	16%	11%	6%
Don't know	7%	4%	8%	9%

Base: All who experienced trolling (n=635); 10–12 (n=125); 13–15 (n=238); 16–18 (n=272)

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Two in five (40%) young people who, after experiencing online bullying / trolling spoke to the person who did the bullying, report that the person in question was rude to them. A further third (34%) report that the person found it funny. Encouragingly, however, around a third (34%) say the person apologised. Likelihood to apologise seems particularly prevalent for 10–12 year olds (39%), compared to only (28%) for 16–18 year olds.

Q17. What happened when you spoke to the person who did the trolling/ online bullying?

	All respondents	10–12	13–15	16–18
They were rude to me	40%	47%	40%	37%
They found it funny	34%	31%	38%	33%
They apologised	34%	39%	39%	28%
They had not realised they were trolling/ bullying	31%	20%	42%	28%
They continued their trolling/ online bullying	28%	40%	31%	22%
Don't know	4%	*	*	8%

Base: All who have spoken to someone who took part in online bullying/ trolling (n=129); 10–12 (n=22); 13–15 (n=47); 16–18 (n=60)

Only a quarter (25%) of UK 10–18 year old social media users they think that social media companies take trolling / online bullying seriously enough. Just under half (47%) say they do not take it seriously enough, while three in ten (28%) say they don't know.

Around half (52%) of female 10–18 year olds say they think social media companies do not take trolling / online bullying seriously enough, compared to only 42% of male. Opinion also varies by those who have experienced trolling / online bullying and those who have not.

Q18. Do you think social media companies take trolling / online bulling seriously enough?

	All respondents	10–12	13–15	16–18
Yes	25%	27%	24%	25%
No	47%	35%	50%	53%
Don't know	28%	38%	26%	22%

Base: All respondents with a social media account (n=1098); 10–12 (n=251); 13–15 (n=434); 16–18 (n=413)

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