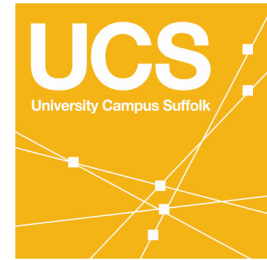Youthworks Consulting Ltd.

The Suffolk Cybersurvey

By Emma Bond and Pelham Carter.

- Questionnaire designed and administered by Adrienne Katz of Youthworks Consulting Ltd.

- Statistical analysis by Pelham Carter.

About the survey

This document is a summary of the findings from the Suffolk Cybersurvey. This report is which is part of a larger e-safety research initiative at UCS will be published later this year. The survey, commissioned as part of Suffolk's esafer Strategy, was undertaken in the Autumn term of 2011 with young people and vulnerable adults living in Suffolk. The focus of the research was to consider the experiences of young people and vulnerable adults in relation to Cyberbullying and Cyberabuse.

Research sample

- The voluntary sample was made up of 1265 children, young people and some vulnerable adults. 43% of whom were male and 42% of whom were female.* 30% of the respondents were aged 10-11 years (the largest age group, by a small margin); 29% aged 12 – 13 years; 15% aged 14 – 15 years; 6% aged 16 –17 years and 4% aged 18 years or older.* In addition to the above 2% of the sample identified themselves as being a carer, 2% as being in care themselves. Those with disabilities or a long term illness consisted of 4% of the sample and those with special needs 6%. Of the sample 8% identified as requiring extra help with their English.

Note: There is a slight discrepancy as 15% did not give an answer for the gender question. These respondents did, however, contribute and answer other questions. These non-respondents are included for general purposes but are excluded when running comparisons by gender. As such there may be slight discrepancies between overall respondent total and those included in analyses involving gender. For this reason percentages will be favoured over frequencies when reporting results to aid meaningful comparison. As for gender there is a similar slight discrepancy, as 15% did not give an answer for the age question. These respondents did however contribute and answer other questions. These non-respondents are included for general purposes but are excluded when running comparisons by age. As such there may be slight discrepancies between overall respondent total and those included in analyses involving age. For this reason percentages will be favoured over frequencies when reporting results to aid meaningful comparison.
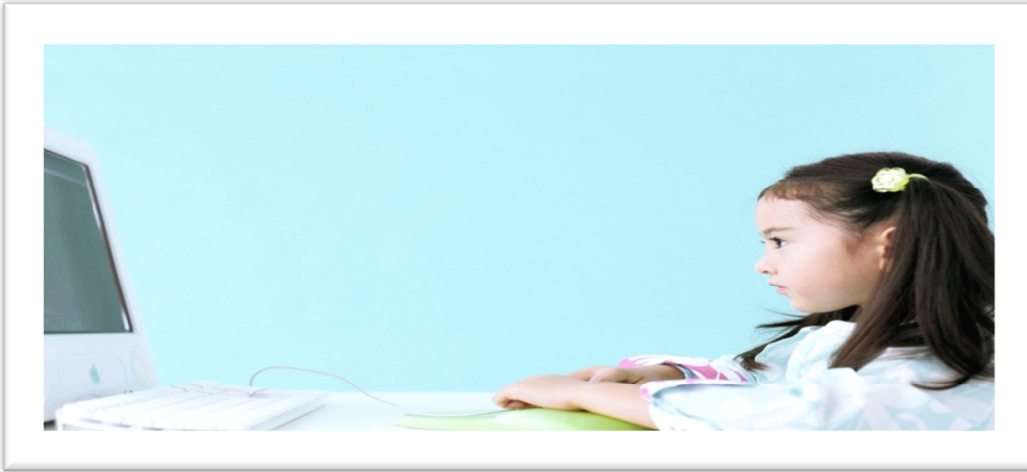
Key Findings:

Cyberbullying

Of the 1265 Suffolk based respondents, 19% (208 respondents) claimed to have been cyberbullied and 71% of those reported being upset to some extent. The data from the survey suggests that cyberbullying peaks slightly at the age of 16 – 17, which interestingly is also the age group when the lowest rate for reporting and seeking help is seen. Conversely the highest rate for reporting and seeking help are seen in the 12 – 13 group, which has the lowest level of reported cyberbullying in the Suffolk sample. Of the total sample 10% personally received some form of homophobic insult, message or action directed against them.

Gender differences

In regards to mobile phone and online cyberbullying girls were more likely to experience bullying being continued from school, receive nasty or threatening message than boys. In contrast boys were more likely to receive homophobic insults. There is a clear difference between how males and females felt about being cyberbullied as 82 % of girls reported being upset to some extent compared to 57% of boys.

eSafety

79% of respondents had been taught e-safety in school and 59% of respondents had been taught e-safety by their parents. For the majority of e-safety teaching there is little if any gender difference but there is a large disparity between gender in relation to e-safety taught by parents as only 55% of males are taught e-safety by their parents in comparison with 70% of females.
 (NB % are rounded up)

Access to the internet and mobile phones

- 87% have a mobile phone.
- 79% have access to a computer at home.
- 29% have access to a computer at a club, library etc.
- 30% have access to a computer they can use at a friends house.
- 67% have access to facebook or other social networking site.
- 21% have regular access to chat rooms.
- 21% have access to a twitter account.
- 41% have access to an internet enabled smartphone.
- 20% have access to a table like an ipad.

Online experiences (of all respondents)

- 22% have received a message where the   sender was not who they said they were.
- 12% have received a message that tried to make them do something that they did not want to do.
- 11% have received a message from a stranger suggesting that they meet up.
- 17% have received a message that showed people were talking about them nastily.
- 13% have received a message that contained threats.
- 12% have received a message with unwanted sexual suggestions, jokes etc.
- 13% have received a message with insults calling them gay.
- 11% have received a message calling them racist comments or names.

In regards to the Online messages 60% of respondents did not report experiencing any of the above messages, with 40% receiving one or more of the messages. This group of 40% is referred to as Online Recipients.

Of the Online Recipients:

- 16% reported receiving only one type of message
- 8% received two
- 6% received three
- 4% received four
- 3% received five
- 2% received six
- 1% received seven
- 2% received all eight types of message.

However, among these recipients the severity of the experience varied. Not all of them, for example, consider that what they had experienced was cyberbullying according to the definition provided. 19% of the respondents considered their experience as cyberbullying.

It should be noted that whilst receiving one upsetting or abusive message does not necessarily mean that cyberbullying is taking place, it can easily escalate or it may present a risk on its own. Recipients may interpret the same type of message quite differently. The action may be part of an on-going wider bullying campaign which extends across virtual and physical spaces or it may be part of something going on behind the recipient's back.

Of those who were recipients:

- 54% received a message where the sender was not who they said they were.
- 29% received a message that tried to make them do something that they did not want to do.
- 26% received a message from a stranger suggesting that they meet up.
- 42% received a message that showed people were talking about them nastily.
- 32% received a message that contained threats.
- 30% received a message with unwanted sexual suggestions, jokes etc.
- 32% received a message with insults calling them gay.
- 26% received a message calling them racist comments or names.

Experiences on Mobile phones

- 9% received a scary threatening message.
- 8% had bullying carry on from your life in school.
- 9% received a text about where to meet people but then have them change the place on purpose without telling them.
- 16% received a message with unpleasant name.
- 5% received a message with racist words of comments.
- 7% received a message with unwanted sexual suggestions, threats, suggestions etc.
- 8% received a message with insults calling them gay.
- 3% received a message with insults because of a disability.
- 5% had a humiliating photo deliberately sent around to upset them, laugh at them or embarrass them.

In regards to the Mobile Phone messages 73% of respondents did not report experiencing any of the above messages, with 27% receiving one or more of the messages. This group of 27% is referred to as Mobile Phone Recipients.

Of the Mobile Phone Recipients:

- 32% have received a scary threatening message.
- 29% have had bullying carry on from your life in school.
- 31% have received a text about where to meet people but then have them change the place. on purpose without telling them.
- 57% have received a message with unpleasant name.
- 17% have received a message with racist words of comments.
- % have received a message with unwanted sexual suggestions, threats, suggestions etc.
- 24% have received a message with insults calling them gay.
- 30% have received a message with insults because of a disability.
- 10% have had a humiliating photo deliberately sent around to upset them, laugh at them or embarrass them.

Homophobic Bullying

- Of the total sample 10% personally received some form of homophobic insult, message or action directed against them.
- 23% of respondents have seen insulting homophobic texts/SMS/Tweets sent to others.
- 20% of respondents have seen rumours that someone is gay be spread in cyberspace.
- 20% of respondents have seen web or Facebook pages set up to hurt someone because they might be gay.
- 20% of respondents have seen homophobic insults on social network sites directed at others.
- 14% of respondents have seen humiliating photos of others linked to gay insults.
- 17% of respondents have seen homophobic insults in chat rooms directed at others.

Gender differences
Whilst overall males are more likely than females to experience online homophobic bullying, the likelihood of experiencing homophobic behaviour linked to bullying in school or college is equal for males and females. There is also a gender split in the mechanism for the bullying in that females are slightly more likely to experience homophobic texts/SMS/tweets (2%) and social network insults (6%). Males on the other hand are more likely to experience chatroom insults (10%), web or facebook page directed at them (13%), humiliating photos (9%), isolation through new technology (10%), threatening texts (13%) and the spreading of rumours (11%).

Indirect bullying

Cyberbullying messages do not have to be personally received by a young person in order to hurt or create a climate of fear. 39% of the sample answered questions on awareness of indirect cyberbullying of others or themselves. Of these respondents 17% were aware of humiliating photos sent about themselves, 40% were aware of deliberate messages spreading rumours about themselves and 81% were aware of photo and rumour spreading happening to others. 9% admitted to sending photo's or messages about others.

Gender differences
Whilst there is little difference between males and females in their experience of having humiliating photo's sent and cyberbullying others (2%) there do seem to be differences for the spreading of rumours and general awareness. Females are more likely to experience the spreading of rumours about them (21 % females as compared to 14% male) and be aware the cyberbullying of others (41% females as compared to 30% males).

The extent of the indirect cyberbullying in the total sample:
- 30% of all males, and 41% of all females are aware of someone who has been cyberbullied.
- 14% of all males, and 21% of all females have had deliberate rumours spread about themselves.
- 6% of all males, and 8% of all females have deliberately had humiliating photo's of them sent around.

Cyberbullying others
Of those who answered the question 9% admitted to cyberbullying others. Males appear to be more likely to admit to cyberbullying then females. The incidence of admitting to cyberbullying remains fairly consistent across the ages .

Reporting and getting help

Although many people had some sort of unpleasant experience, they did not all classify this as bullying.

- 19% of respondents identified themselves as having been Cyberbullied (CB group)
- Of those who identified as being Cyberbullied 63% told someone and 55% got help to stop it.

How did it make you feel?

Of those who identified as being cyberbullied:

- 43% reported being very upset and angry
- 28% reported being a little upset and down
- 16% reported not being bothered
- 4% reported being mostly okay with their friends
- 9% reported taking it as a joke.

Overall 71% of those cyberbullied reported being upset to some extent, with only 29% seemingly not affected.

E-safety education

- 79% of respondents had been taught e-safety in school.
- 59% of respondents had been taught e-safety by their parents.
- 6% of respondents had been taught e-safety at their youth club.
- 13% of respondents had been taught e-safety by a sibling.
- 17% of respondents had been taught e-safety on a website.
- 6% of respondents had been taught e-safety had not been taught e-safety at all.

It was interesting that for the majority of e-safety teaching there is little if any gender difference (0 – 2%) but there is a large disparity between gender is when e-safety is taught by parents:

- Only 55% of males are taught e-safety by their parents in comparison with 70% of females.

Quality of e-safety education

Of those taught e-safety 39% reported it as being very good, by 52% as quite good, 5% not good enough and by 4% as useless. Overall 91% of those taught e-safety reported it as being good to some extent.

Adherence: Do you follow Guidance?

- 43% of those taught e-safety always follow the guidelines
- 43% follow them sometimes
- 10% do not really/often follow them
- 5% never follow them.