The Essex Cybersurvey

Young people speak about Cyberbullying 2010

Youthworks Consulting Ltd
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About the Cybersurvey

The Cybersurvey is a tool being used in different local authorities to gather information from young people on cyber abuse and e-safety education. The aim is to use a standard tool and develop a baseline. In future years it will help these authorities in the evaluation of interventions and e-safety education.

Data was collected in Essex online in the Spring term of 2010

The Cybersurvey was designed and piloted by Adrienne Katz, with thanks to - Graham Tilby, Shirley Hackett, Rebecca Calnan, Toni Brettell, Katriona Lafferty of Dudley MBC and Diane LeCount, of Essex County Council. Thanks to Rennie Thompson and Jo Brown of Oxfordshire County Council for advice and suggestions. Our sincere thanks go to the young people of DDMK and the 158 young people in Essex and Dudley who piloted the questionnaire.

Participating Local Authorities:

Solihull Metropolitan Borough Council   Birmingham City Council
Dudley Metropolitan Borough Council   Oxfordshire County Council
Essex County Council

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Method
The Cybersurvey questions were devised and tested with young people. Questions were then approved by a Safeguarding e-champion and colleagues in a Community Safety team and professionals in youth participation and anti -bullying. Questions were also submitted to the young people's Dudley Decision Makers group (DDMK) and amendments made. The survey was then piloted with 158 young people in different locations and further amended.

The Cybersurvey was uploaded and codes provided to each local authority. Young people answered anonymously. In all 4800 young people have responded to date, of which 1452 are from Essex. It is the Essex sample that is discussed in this report.

The following schools deserve our thanks: Sir Charles Lucas, West CSS, Billericay School, De La Salle School and Language College, Passmores School & Technology college, Paringdon Primary, Notley Green Primary, Mountfitchet Mathematics & Computing College, Stapleford Abbotts Primary, Whitmore Junior, Kings Road Primary Clacton Coastal Academy and Greensward Academy, Wickford Junior School
We are very grateful to all the young people who responded.

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The Essex Cybersurvey

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Introduction

'Cyberbullying is an aggressive, intentional act carried out by a group or individual, using electronic forms of contact, repeatedly over time against a victim who cannot easily defend him or herself.'

Although bullying has been around for generations, Cyberbullying is relatively new, constantly changing and poorly understood by many adults.

Young people have swiftly taken advantage of new technology. They use it to keep in constant touch with friends, share jokes and images, download music, TV and video clips. They try out identities and reflect their personalities in a public space. They search for information, learn and play games. As one girl put it, 'If I lose my BB, it's my life'. She was referring to her Black Berry. But young people might also send and receive hurtful or dangerous messages and images. They may be targeted by others with ill intent.

Technology opens up exciting new opportunities, but just as in driving a car - another freedom which technology offers – there are risks. Adults impart road rules to children, but a large proportion of adults do not understand the online or mobile phone world of young people – and a few do not understand any aspect of the digital world. This makes them ill equipped to teach children about e-safety or Cyberbullying. This is a form of bullying that no parent or teacher can have experienced when they were young, unlike real world bullying.

One of the challenges we face therefore, is not only to educate young people in e-safety but also to educate their parents and often, their teachers too. In a 2009 poll by the Anti-Bullying Alliance (ABA) 54% of parents of 8-14 year olds had not talked to their child about how they could protect themselves or deal with Cyberbullying. Indeed 45% of these parents did not know about the 'report abuse' button on social networking sites. Despite this, 23% allowed their children aged 10 or under, unsupervised Internet access at home and 38% allowed children aged 10 or under to have their own mobile phone.

If parents believe Cyberbullying does not happen to their young children, they might be distressed to find that one in five of year 6 primary school pupils surveyed by the ABA in 2009 had been cyberbullied in the last twelve months. This excludes other dangers such as solicitation, harassment and problematic content which their child might inadvertently access.

Livingstone and Brake (2009) point out that 'Specific attention is required for 'at risk' children, given growing indications that those low in self-esteem or lacking satisfying friendships or relations with parents are also those at risk through online social networking communication[1] and, further, that those at risk may also be those who then perpetrate harm towards others."

While new technology has revolutionised young people's social networks - being fun, cheap, convenient, instant and above all desirable – there is much to learn about the less positive ways it might be used and how we might help them protect themselves.

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1 (Livingstone and Helsper, 2007; Valkenburg and Peter, 2007a; Ybarra and Mitchell, 2004) described in Livingstone and Brake (2009) On the rapid rise of social networking sites, new findings and policy implications. *Children & Society Vol 24, (23010) pp 75-83*

What type of Cyberbullying is seen?

There are a number of methods of Cyberbullying another person and these methods change and become more sophisticated each time there are new models, games or sites launched. A few are outlined below:

+ Text message bullying - messages via text that contain threats, harassment, insults or hurtful content including photos. Texts can also be used to spread rumours, set up victims for humiliation and to share information about someone.

+ Picture/video clip bullying via mobile phone cameras
Using photos taken on a phone to hurt or humiliate someone, with the images usually sent to several other people. 'Happy slapping' involves filming and sharing physical attacks. Intimate photos from a relationship are often misused after friends fall out.

+ Phone call bullying via mobile phone – silent calls or abusive messages are often used, with the caller disguising their number or using someone else's phone. The bullied person's phone may be stolen and used to harass others, who then think the phone owner is responsible.

+ Email bullying - bullying or threatening emails, with or without images, but often with an invented pseudonym or using someone else's name and email account to avoid discovery.

+ Chat room bullying – when children or young people are in a web-based chat room they may feel they are among friends. It is especially hurtful and embarrassing to receive menacing or upsetting responses in this public forum.

+ Bullying through Instant Messaging (IM) **-** unpleasant or threatening messages sent in real time, online conversations. Some games also permit messaging.

+ Bullying via websites includes – defamatory blogs, websites set up to humiliate someone (may use images) and online personal polling sites.

+ Social Networking sites – The Essex Cybersurvey carried out with 1452 respondents in the spring of 2010 found that 76% of young people aged 10 -16+ had a Facebook page or used another social networking site. Age 12-13 is the largest age group in the sample and Facebook is meant to be for 13 year olds upwards. These sites allow users to seek, admit and reject friends in the glare of public view. Blocking someone on a social networking site is a common form of bullying. Rumour spreading via friends or posting malicious comments are frequently used.

+ Using someone else's account or phone – disguising identity by using a computer at a friend's house, stealing a phone or simply using it for a few minutes to send a bullying message that may get someone else into trouble.

+ Via electronic games – Hacking into someone's account or score to alter it or using a game box to send messages.

Is Cyberbullying increasing?

We know relatively little of the true extent of Cyberbullying, because the research is fairly recent (since 2002) and it is not yet comprehensive. For example the questions used in some early work did not encompass all forms of Cyberbullying, while figures obtained through teenage magazine surveys may reflect a self selected group of respondents. Another factor is age. Not all studies look at the same age groups and are therefore not suitable for comparison. Furthermore technology is ever-changing, offering new opportunities for bullying which may not have been present even a year earlier.[2]

Does the response variation depend on *what* we ask?
For a while there has been a consensus that between 20% and 25% of children and young people were reporting that they had experienced some Cyberbullying in response to a general question on the subject.[3]

However when respondents are asked whether they have experienced specific forms of harassment, responses tended to be higher. Hinduja and Patchin point out that 43% of respondents had experienced at least one form of abuse or harassment listed in their survey, in contrast to slightly more than 17% who said they had been actually been cyberbullied in their lifetime.[4] Some people do not consider all unpleasant behaviour towards them as bullying.

In the Essex Cybersurvey a similar pattern may be seen. 49% of respondents had experienced at least one of the forms of online abuse described and 32% had experienced at least one on a mobile phone. Experiencing one of these forms of harassment only once may not constitute bullying in the strictest sense, but when combined with other victimising behaviour or as part of a campaign, it can be seen as bullying. However when respondents were given a definition of Cyberbullying and asked to state explicitly whether they had been Cyberbullied or not, 295 people (20%) said they had been cyberbullied.

It has also been pointed out that different forms of Cyberbullying have varying impacts upon the recipient. This could affect whether or not they report the incident as bullying: Smith et al, 2006[5]; Ybarra and Mitchell, 2004)[6] have shown that although the effect of Cyberbullying is generally perceived as highly negative by students, some categories of Cyberbullying are viewed as more negative in impact compared to traditional bullying, in particular photo/video clip bullying.

Phone calls and text messaging are also perceived as highly negative by some victims since they were interpreted as very intentional and planned. By contrast, 33% of males in the Essex Cybersurvey who had experienced some form of cyber abuse chose to say they were 'not bothered' by it. They might be unlikely to report it if they want to be seen to 'take it' and this could affect the incident rate reported. These boys for example, also chose to say they were not Cyberbullied.

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[2] A brief list of some earlier studies is available in the Appendices
[3] NCH (2002), 25% had been victims of Cyberbullying; NCH 2005, 20% had been bullied via electronic means. Li, (2006), 25%; Smith, Mahdavi, Carvalho & Tippett, (2006) 22%.
[4] Hinduja S. & Patchin, J. (2009), *Bullying Beyond the Schoolyard* p.49
[5] Smith, P.K., Mahdavi, J., Carvalho, M. and Tippett, N. (2006).
[6] Ybarra, M.L. and Mitchell, K.J. (2004).

Does the response variation depend on *who* we ask?

Responses vary markedly if specific groups are questioned. For example: children seem more likely than their peers to be victims of Cyberbullying if they are already being badly bullied. In a study for Dudley MBC, while 11% of 2897 secondary school pupils reported being cyberbullied, this rose to a many as 31% among those pupils already identified as badly bullied.[7] It seems that students' roles in traditional bullying might predict the same role in electronic bullying. In addition, being a victim of bullying on the Internet or via text messages has been found to be related to being a bully at school.[8]

The age group questioned will also influence results, while gender patterns indicate that certain types of abusive message tend to be more common among either males or females. This gender influence could affect some survey responses if samples are not balanced or the questions used favour one gender.

What else could be influencing the results of surveys?

As Cyberbullying has increasingly become defined and discussed, more recipients are likely to recognise that they are being bullied and come forward to report it. Cyberbullying may be increasing at the same time as research expands to examine it but what is known is that increasing numbers of children have mobile phones and access to the internet than ever before. Certainly cheap phones with cameras are a recent development, allowing images to be made and sent in an instant. Therefore although there is clearly a trend showing Cyberbullying increasing[9], some of this increase might be due to greater recognition of Cyberbullying alongside the increased access to new technology.

Other issues for attention

With these limitations in mind it would seem useful to focus not exclusively on whether rates of reported Cyberbullying increase or fluctuate, but rather on the quality of support and education young people receive and above all, the effectiveness of this e-safety education to motivate behaviour change that protects young people to a greater extent.

It would be valuable to identify social triggers for behaviour change among peers and to find ways to challenge feelings of inevitability and powerlessness described by young people faced with Cyberbullying. Young people need methods of reporting Cyberbullying effectively and service providers will need to play their part in protecting users.

Furthermore there is a challenge to privacy that needs addressing. Children and young people are giving out personal details and uploading photos without privacy protection, often thinking they are among friends. When friends fall out this material is often used maliciously and can find its way into a public sphere.

Personal details are also being collected by sites. In 2007 The Guardian reported on research by the University of Bath investigating how children's privacy is protected online. Out of 20 sites popular among children aged between 9 and 13, 85 per cent collected personal information on children and on each site it was possible for a child to disclose personal information without consent from parents. (Guardian, Media, 30 Jul 2007, p9)

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[7] Katz, A. & McManus, E. (2009) 'Safe to Play', Dudley Metropolitan Borough Council.
[8] Raskauskas, J. and Stoltz, A.D. (2007) Involvement in traditional and electronic bullying among adolescents. Developmental Psychology v43 n3 p564-575 May 2007
[9] Hinduja S. & Patchin, J. 2009, *Bullying Beyond the Schoolyard* p.50

The Cybersurvey Executive Summary

(NB % are rounded up)

About the survey
The survey was undertaken in the Spring term of 2010 in Essex.
The sample is made up of 1452 young people, 50% female, 50% male,
Ages 10 -11 (31%)
Ages 12 -13 (46%) comprise the largest age group in the sample
Ages 14 -15 (20%)
Ages 16+ (3%)

ACCESS to computers and mobile phones without adult supervision is widespread.
94% have a mobile phone and 89% have a computer they can use on their own at home. Further independent access venues include clubs, libraries, cafes or friends' homes. Social Networking is popular with over three quarters of all the young people and more than three quarters of the girls. Those who are cyberbullied tend to use social networking sites and chatrooms more than their peers.

Experiences Online
It is important to note that 51% of all respondents did not have any of these online experiences. 49% of all respondents experienced one or more. However, among these 718 people (Recipients) the severity of the experience varies. Not all of them consider that what they had experienced was cyberbullying according to the definition given in question 11a. A group of 295 people or 20% considered their experience as cyberbullying (referred to as the CB group).

While one upsetting or abusive message does not necessarily mean that bullying is taking place, it can easily escalate or it may indeed present a risk on its own. Those who receive them may interpret the same type of message quite differently. The action may be part of an ongoing bullying campaign in the real world or it may be part of something going on behind the recipient's back.

Among the Recipients, half reported receiving a message from 'someone who was not who they said they were'. 42% of the recipients said they received a message 'which showed that 'people were talking about you nastily online'. More than a quarter had received a message from a stranger asking them 'to meet up,' while almost one third had received a message that 'tried to make them 'do something they did not want to do'.

Gender and age patterns suggest that it will be vital to address the local needs of girls and boys with a more nuanced approach when addressing cybersafety. Girls are markedly more likely than boys to experience 'people talking about you nastily online' (27% of all girls vs. 15% of all boys). Among female Recipients this is the most frequent form of message (52% of female recipients have experienced this).

Male Recipients on the other hand receive more messages 'with insults calling you gay' (44% of male Recipients vs. 31% of female Recipients).

There is an increase at age 14 -15 in most of the types of abusive message discussed. However this should not conceal the fact that the youngest age group experienced messages that could represent risk. Worryingly, over a third of the youngest age group of Recipients had received a message 'trying to make them do something they did not want to do'. Almost one in four of Recipients aged 10 - 11had received a message suggesting they meet up with someone, while 30% report messages containing unwanted sexual suggestions, jokes or threats and 30% had received homophobic insults or threatening messages.

The peak age for unwanted sexual jokes and threats is 14 -17.

Experiences on Mobile phones
While around two thirds of young people did not experience any abuse via their mobiles, 32% of all respondents had experienced at least one form of phone abuse described in the questionnaire. The experiences of these Recipients included a variety of ingenious, manipulative or humiliating messages sometimes including images. Some messages demonstrated the total lack of inhibition shown by the sender shielded by this indirect medium.

Similar gender differences to those described in online abuse were found in Recipients' reports of mobile phone bullying. For example, boys are more likely to experience homophobic bullying as girls (34% vs. 25%).Girls were more likely to suffer name calling by text (52% vs.45%)

Almost one in four of 12-13 year old Recipients say that the mobile phone bullying was carried on from their lives in school and almost 1/3 of 10 -11 year old Recipients report receiving scary threatening messages on mobiles.

Deliberately making and changing social arrangements by mobile phone/text in order to humiliate or exclude a targeted child, appears to be fairly common among all age groups but it peaks at age 12-13 when almost one third of Recipients report this

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. 58% of all respondents answered at least one of the questions on indirect bullying. 28% of all respondents say others have deliberately sent round messages spreading rumours about them and as many as 46% know someone else to whom this happened.

Cyberbullying others
Forty eight boys (7%) and forty eight girls (6%) admitted Cyberbullying others.

Reporting and getting help
Although many people had some sort of unpleasant experience, they did not all classify this as bullying. 20% of all respondents classified their experience as Cyberbullying. Of these, 62% told somebody and 52% got help.

How did it make you feel?
Those who were cyberbullied described their reaction:

45% were 'very upset and angry' while a further 26% felt 'a little upset and down'. 19% said they were 'not bothered'. Boys were twice as likely as girls to insist that they were not bothered.

E-safety education

96% of the participants had received some form of e-safety education, 86% in school and 67% were taught by their parents. Smaller numbers learnt from their siblings, a website or at a youth club. Young people suggested a wide range of further sources which they were using to inform themselves with a strong thread of autonomy.

The quality of the e-safety education given was rated positively by 89% and it was generally thought to have been given at the appropriate time by 79%. Younger age groups are more likely to approve than the older ones, reflecting both recent improvements in the teaching of e-safety and the more independent views of older adolescents with experience.

However despite this near universal approval, large numbers said they did not follow these guidelines all the time. Only 42% said that they *always* followed the guidelines, leaving a majority who at least some of the time do not follow what they have been taught. A hard core of 16% do *not really* or *never* follow these guidelines while as many as 42% only *sometimes* do so, leaving them at risk when they do not.

Adults set up blocks to prevent young people accessing certain websites, but 31% of young people admit they try to get round blocks at least sometimes and 8% have a friend or sibling who can get past these blocks.

These findings vary according to age and it is important to note that the percentage of those who always follow the e-safety guidelines falls to 30% at age 14-15. (This pattern is consistent with what we found in other local authority areas).

Key messages

Respondents who are cyberbullied need special attention to improve their online safety practices.

Although almost half the respondents had experienced some unpleasant or abusive messages/ images, these pupils did not all describe their experience as Cyberbullying. A group of 295 young people or 20% said they had been cyberbullied (The CB group).

While unsupervised access to the internet was widespread, the CB group were even more likely than their non CB peers to use chat rooms and social networking sites and to describe more unsupervised opportunities to access the internet.

The CB group respondents are less likely to follow the e-safety guidelines and also more likely to try to get around blocks set up to prevent access to certain websites.

The CB group and E-safety guidelines

Over half (51%) of the CB group say they 'only sometimes' follow the guidelines and as few as 35% of them 'always' do so compared to 43% of their peers.

The CB group and Blocks

15% of the CB group try to get round blocks compared to 9% of their peers. 12% of the CB group do not even have to try because they know someone – a friend or sibling - who can get past blocks in contrast to 7% of their peers who know someone who can do this.

There could be multiple concerns for the Cyberbullied group and support is needed.

At the most extreme: Hinduja and Patchin (forthcoming) confirm that

- All forms of bullying were significantly associated with increases in suicidal ideation
- Cyberbullying victims were almost twice as likely to have attempted suicide compared to young people who had not experienced cyberbullying.
- 20% of respondents in their study had seriously thought about attempting suicide

Many of the teenagers who committed suicide after being cyberbullied or bullied in the real world, had other emotional and social issues going on in their lives. The authors comment: 'It is unlikely that the experience of bullying alone leads to youth suicide. Rather it tends to exacerbate instability and hopelessness in the minds of adolescents already struggling with stressful life circumstances.' This is why attention and sensitive support are urgently required for any young person reporting cyberbullying.[10]

The general population is drifting away from safety guidelines.

The critical question is whether or not they follow what they have been taught to stay safe online. Across all ages only 42% say they 'always' follow the guidelines. This means that among the remainder there are people who 'sometimes' follow them (43%) and 16% who 'hardly ever' or 'never' follow them.

And it is here that we see how the e-safety advice is ignored by 14 year olds – only 30% of them say they always follow the guidelines down from 54% of the ten year olds.

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[10] Hinduja, S. and Patchin, J. (forthcoming) Bullying Cyberbullying and Suicide Forthcoming in *Archives of Suicide Research*

Those who say they do 'not really' follow the guidelines increase from 7% at ages 10 - 11, to 16% at ages 14-15 and then to 23% by 16+.

New challenges
The challenge is no longer around delivery of e-safety education as the saturation is excellent, but rather one of quality – nuanced messages appropriate to age and gender are needed. Attention needs to be paid to anyone who reports being cyberbullied – not only will the incident/s they report require investigation, but their online behaviour may be cause for concern and they will need support to act rather more safely online.

The widespread use of new technology for unpleasant and abusive messages shows that children as young as 10-11 are receiving frightening and offensive messages on their mobile phones or online, while 14 year olds report a rise in every type of abusive message that spikes at their age. Despite the distress this causes there are nevertheless many young people who appear resilient and confident – they are seeking out ways to stay safe online themselves through websites and other routes.

As greater numbers come to either experience Cyberbullying personally, or know someone else who has experienced it, there is the potential for a growing climate of threat and fear. At the same time while some are fearful, others are becoming desensitised to language and actions that once would have been thought shocking.

Work in the age group of 10 -11 will be crucial with strong follow up in practical work with older age groups if guidance is to convert into behaviour change.

Specific work with girls is needed. It should go beyond e-safety and Cyberbullying to explore friendships and relationships as well as how to break out of a group behaving in an unacceptable way.

Further ways of reporting Cyberbullying need to be developed and work is needed to improve young people's confidence that perpetrators can be traced. Their belief that 'nothing can be done' prevents many from reporting abuse.

The number of people reporting messages from 'strangers asking to meet up' needs further study. Our survey did not distinguish between predatory strangers asking to meet up or other young people wanting to meet the respondent and meet up fairly innocently. However the respondents could not tell the difference either.

Limitation of the survey:
*This survey was short in order that large numbers of pupils could complete it online in class time. It did not focus on vulnerable groups, or ethnic groups, but other work we have carried out shows that people who are badly bullied in school are more likely to also suffer bullying out of school and in cyberspace. This earlier research did not indicate any major ethnic group issues in relation to Cyberbullying but did suggest that it was more prevalent among white British youth. Poverty played a role in a digital divide excluding those who did not have access to a mobile phone or computer from social circles that depended on them. This may change as further data is developed. We do have ample evidence that vulnerable groups are bullied excessively and these include: Looked After Children, those who care for others (Young carers) and those with a disability or special need. However online, people may be free to adopt a new persona and make other friends who know little or nothing of their real life circumstance offering a new chance to socialise.

The sample: Age and Gender.

Total sample: 1452, made up of 50% girls and 50% boys.

The largest age group is those aged 12 -13 who make up 46% of the sample, followed by the 10 – 11 year olds (31%). Those aged 14-15 make up 20% of the sample and a small group of young people aged 16+ represent 3%.

Chart 1. Age of the sample

Chart 1. Age of the sample

Chart 2   Age and gender of the sample
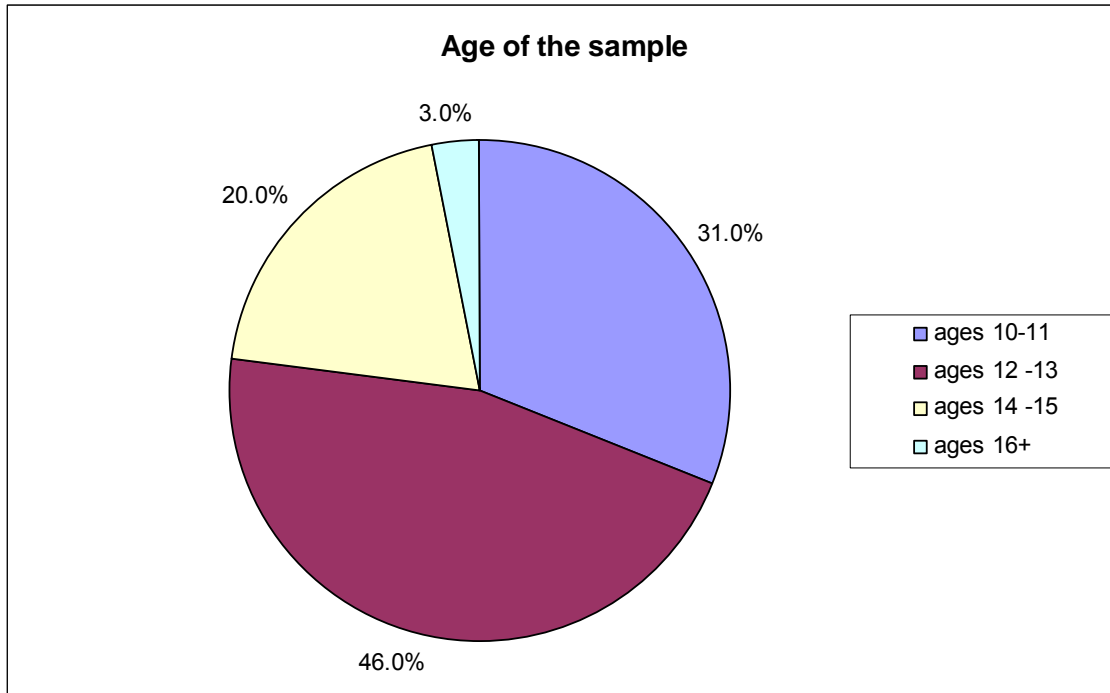
Chart 2. Age and gender of the sample
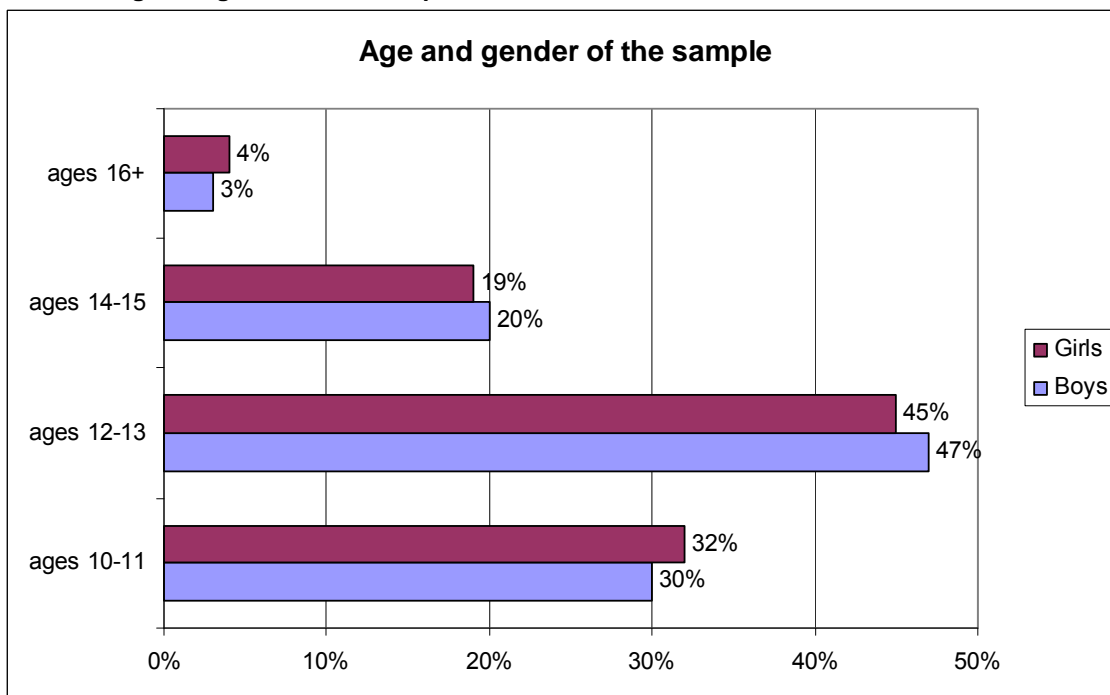
The sample is very evenly matched.

Results and Discussion

Access

This question aimed to examine who owned a mobile phone and who had access to a computer without an adult present. It also asked about the use of chat rooms and social networking sites.

In Essex, as elsewhere, access without adult help or supervision is widespread:

94% have a mobile phone (100% at age 16+)
89% have a computer they can use on their own at home.
29% can access a computer at a club, library or café on their own.
46% have a computer they often use at a friend's house without an adult
76% have a Facebook or other social networking page (88% at age 16+)
51% regularly use chatrooms

(Compared to other local authority samples in the Midlands, the use of Facebook and chatrooms is higher in Essex, although this may be to do with the age of the respondents, Facebook users are meant to be 13 and over.)

Chart 3. Base: 1442. Missing: 10

Access: Do you have any of these? Comparing Cyberbullied with peers

Category	Total Sample	Not Cyberbullied	Cyberbullied
a) A mobile phone?	94%	93%	96%
b) A computer you can use by yourself at home?	89%	89%	90%
c) A computer you can use by yourself at a club, library or cafe?	29%	28%	32%
d) A computer you often use without adults at a friend's house?	46%	43%	56%
e) A Facebook page? (Or other social networking site)	76%	73%	83%
f) Chatrooms you regularly use?	51%	47%	66%

Is the access experienced by those who are cyberbullied any different from their peers?

To explore this we compared those who said they were cyberbullied (question 11a) with those who were not cyberbullied and then with the total sample. While all the respondents have widespread access without adult supervision (mobile phones and computers at home for example) there are a few questions where differences emerged.

Differences are evident when we look at ways of using the internet in spaces such as libraries, clubs and cafes, or at a friend's house without an adult. Cyberbullied young people are accessing the internet more often than peers in various unsupervised locations. Those who are cyberbullied are also more frequent users of social networking sites such as Facebook and they are considerably more likely to regularly visit chatrooms than their non-bullied counterparts.(66% vs.47%). This is not a surprising finding, but it suggests that some discussions might be had with young people about their usage patterns. (Illustrated in Chart 3)

Gender Patterns
Girls are more frequent users of social networks and chatrooms than boys.
80% vs. 71% for Facebook or other social networks
58% vs. 44% for using chatrooms
51% of girls use a computer at a friend's house without an adult, while only 40% of boys do so.

Access: Gender patterns

Do you have…

Answer Options	a) I am a boy	b) I am a girl	Total sample (Percentage)	Total sample (Numbers)
a) A mobile phone?	92%	96%	94%	1364
b) A computer you can use by yourself at home?	89%	90%	89%	1296
c) A computer you can use by yourself at a club, library or cafe?	28%	30%	29%	424
d) A computer you often use without adults at a friend's house?	40%	51%	46%	662
e) A Facebook page? (Or other social networking site)	72%	80%	76%	1096
f) Chatrooms you regularly use?	44%	58%	51%	738

Table 1   * % calculated out of total sample (1442), Missing = 10

Experience of Cyberbullying online

Chart 4 illustrates types of unpleasant message respondents experience online:

A quarter of all the respondents said they had received a message where the sender was not who they said they were and 21% reported a message that showed people were talking about them nastily online. 13% were contacted by a stranger suggesting they meet up and 16% got a message that tried to make them do something they did not want to do. A message with homophobic insults was received by 18%, threats 16% and sexual suggestions, jokes or threats were experienced by 17% .

Chart 4 Base 1452

Online experiences: Total sample

Category	Percentage
a) A message where the sender was not who they said they were?	25%
b) A message that tried to make you do something you did not want to do?	16%
c) A message from a stranger suggesting you meet up?	13%
d) A message that showed people were talking about you nastily online?	21%
e) A message that contained threats?	16%
f) A message with unwanted sexual suggestions, jokes or threats?	17%
g) A message with insults calling you gay? (Whether true or not)	18%
h) A message calling you racist comments or names?	12%

Total sample

Chart 4a. The pattern of online experiences described by the recipients
Base 718

Online experiences. Total sample compared with recipients.

a) A message where the sender was not who they said they were? — Recipients only 50%, Total sample 25%

b) A message that tried to make you do something you did not want to do? — Recipients only 32%, Total sample 16%

c) A message from a stranger suggesting you meet up? — Recipients only 26%, Total sample 13%

d) A message that showed people were talking about you nastily online? — Recipients only 42%, Total sample 21%

e) A message that contained threats? — Recipients only 33%, Total sample 16%

f) A message with unwanted sexual suggestions, jokes or threats? — Recipients only 34%, Total sample 17%

g) A message with insults calling you gay? (Whether true or not) — Recipients only 37%, Total sample 18%

h) A message calling you racist comments or names? — Recipients only 25%, Total sample 12%

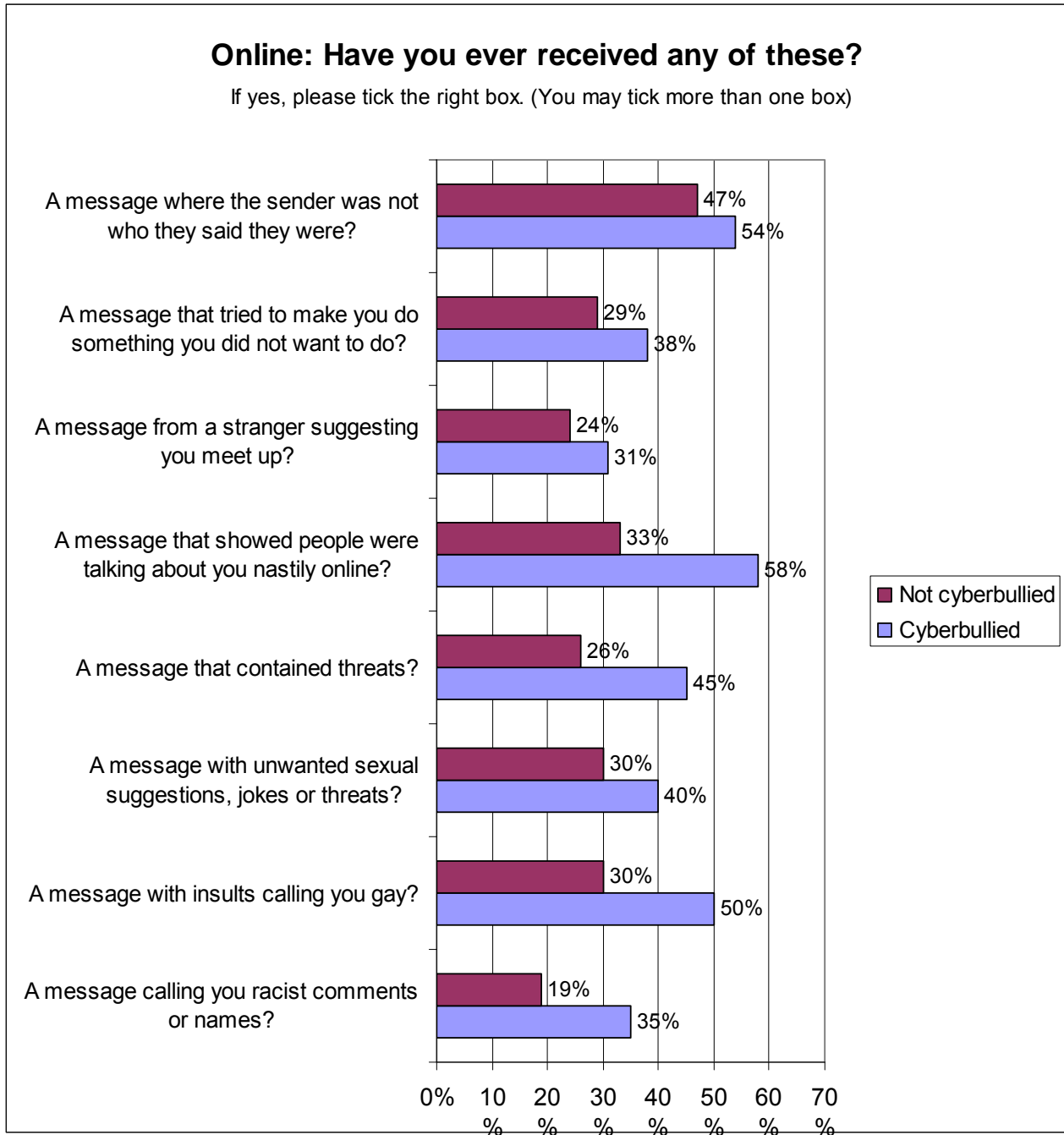Legend: ■ Recipients only ■ Total sample

49% of all respondents had one or more of these unpleasant experiences (a group termed Recipients). Once targeted, they may be on the receiving end of various types of abusive message. 42% of Recipients received a message that showed that 'people were talking about you nastily online' and 50% thought the sender was not who they said they were. Homophobic insults were used towards 37% of Recipients and a quarter had experienced racism. Unwanted sexual jokes, suggestions or threats were received by 34%. Almost a third (32%) received a message trying to make them do something they did not want to do.

Overall, 87% of respondents who said they were Cyberbullied (according to the definition in question 11a) were Recipients of one or more unpleasant message, compared with 40% of respondents who said they were not Cyberbullied. Among the 718 Recipients, the severity of the experience varies. Not all of them consider that what they had experienced was cyberbullying. We therefore have two sets of Recipients – those 295 people who consider they have been Cyberbullied - and those 423 who do not. In Chart 5 we consider the experiences of these two groups. The main difference appears linked with severity:

Online: Experiences of those who are cyberbullied compared to other recipients. (Recipients only).
Chart 5

Online: Have you ever received any of these?

If yes, please tick the right box. (You may tick more than one box)

Message type	Not cyberbullied	Cyberbullied
A message where the sender was not who they said they were?	47%	54%
A message that tried to make you do something you did not want to do?	29%	38%
A message from a stranger suggesting you meet up?	24%	31%
A message that showed people were talking about you nastily online?	33%	58%
A message that contained threats?	26%	45%
A message with unwanted sexual suggestions, jokes or threats?	30%	40%
A message with insults calling you gay?	30%	50%
A message calling you racist comments or names?	19%	35%

Base: 718 answered, of whom 256 said they had been cyberbullied at Q11a.
734 skipped the question as they had not experienced any of these.

Recipients are divided into two groups: the Cyberbullied group (CB), contains those Recipients who considered they had been cyberbullied in question 11a, and the second group represents those Recipients who did *not* say they had been cyberbullied.
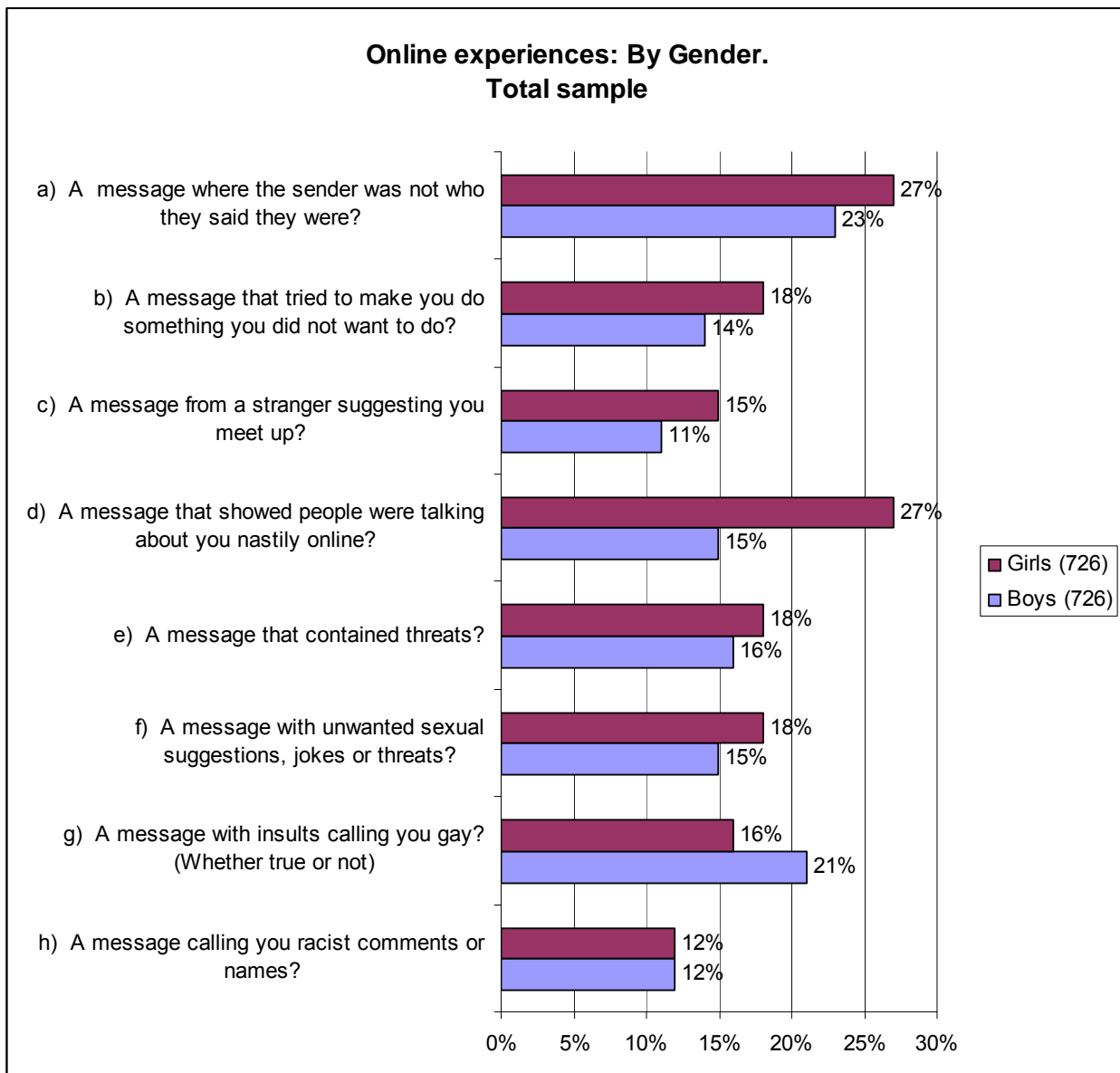
CB respondents are far more likely to have experienced several different types of nasty message as shown in Chart 5. 58% of them said they had received a message that showed people were talking about them nastily online. 50% had received homophobic insults, 45% had received threats, and 35% had received racist comments or names. 31% were asked by a stranger to meet up, and 38% received a message in which they

were asked to do something they did not want to do. 40% had received a message with unwanted sexual suggestions, jokes or threats.

It is interesting to note that respondents who said they were *not cyberbullied* also experienced some of these forms of aggression or victimisation online. Perhaps their experiences were not so severe or persistent or perhaps they were better able to deal with this. It does seem that the CB group experienced these occurrences to a far greater extent than their peers. Both sets received messages from people who were not who they said they were.

Online: gender patterns

Chart 6 Base: 1452

**Online experiences: By Gender.
Total sample**

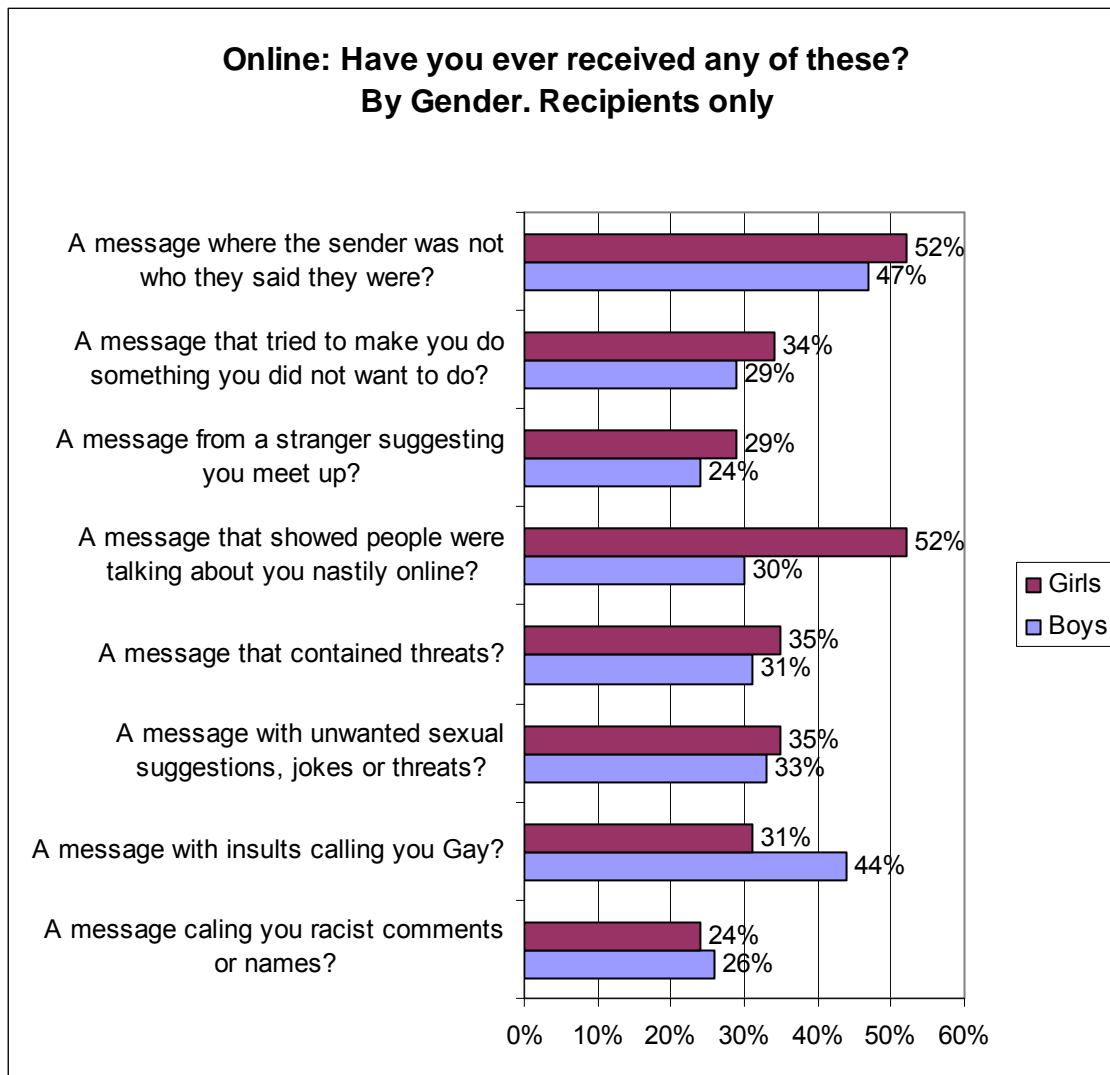| Question	Girls (726)	Boys (726)
a) A message where the sender was not who they said they were?	27%	23%
b) A message that tried to make you do something you did not want to do?	18%	14%
c) A message from a stranger suggesting you meet up?	15%	11%
d) A message that showed people were talking about you nastily online?	27%	15%
e) A message that contained threats?	18%	16%
f) A message with unwanted sexual suggestions, jokes or threats?	18%	15%
g) A message with insults calling you gay? (Whether true or not)	16%	21%
h) A message calling you racist comments or names?	12%	12%

48% of all boys and 51% of all girls reported receiving messages of these various types online. Girls tend to receive more of all these messages, but especially those related to

rumours and people talking about them nastily online. The only exception is question g) Males experience more homophobic insults while s. However on items such as racist comments 12% of both boys and girls selected this item. 18% of girls report messages with sexual content – jokes, threats or suggestions. (Chart 6)

Recipients' experiences

The gender differences are more marked when we narrow the base to examine Recipients only: 57% of female Recipients had received a message showing that people were talking about them nastily online while only 30% of male Recipients reported this. 44% of male Recipients had received homophobic insults. (Chart 6 a)

Chart 6a Recipients' experiences online Base 718

Online: Have you ever received any of these?
By Gender. Recipients only

	Girls	Boys
A message where the sender was not who they said they were?	52%	47%
A message that tried to make you do something you did not want to do?	34%	29%
A message from a stranger suggesting you meet up?	29%	24%
A message that showed people were talking about you nastily online?	52%	30%
A message that contained threats?	35%	31%
A message with unwanted sexual suggestions, jokes or threats?	35%	33%
A message with insults calling you Gay?	31%	44%
A message caling you racist comments or names?	24%	26%

Online: age patterns

There is an upward trend with age, including a large increase at 14 -15 in most types of aggressive or abusive messages. Yet some areas for concern emerge even at the youngest age group, the ten and eleven year olds. (Chart 7)

Although they represent only 14% of all the ten and eleven year olds in the total sample, more than one third of the 10 – 11 year old Recipients had received a message which tried to 'make them do something they did not want to do'.

Worryingly 12% of the total sample, who make up 30% of 10 – 11 year old Recipients also report receiving a message with unwanted sexual content, the same percentage report receiving homophobic messages and threatening messages.

In the Youthworks survey, Safe To Play (2009) it was found that, although face to face bullying generally diminishes with age as teenagers mature, a few people do not change their views as they grow older and their prejudices can be even more severe and intense.[11]

In line with this observation, we note several forms of cyber abuse increasing at around the age of 14-15 (Chart 7).These include: Homophobic insults, unwanted sexual threats jokes or suggestions and messages from strangers asking to meet up as well as racism.

We do not know whether requests from strangers to meet up are from genuine young people, or predatory adults. However the young people do not know either which is a considerable risk.

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[11] Safe To Play 2009 Katz, A, and Mcmanus, E. Youthworks Consulting

Chart 7. Age patterns for online experiences. Total sample
Base 1452

Online experiences by age. Total Sample

Legend:
- h) A message calling you racist comments or names?
- g) A message with insults calling you gay? (Whether true or not)
- f) A message with unwanted sexual suggestions, jokes or threats?
- e) A message that contained threats?
- d) A message that showed people were talking about you nastily online?
- c) A message from a stranger suggesting you meet up?
- b) A message that tried to make you do something you did not want to do?
- a) A message where the sender was not who they said they were?

*The age group 16 -18 has very small numbers within it and two groups have been collapsed together to form one group labelled 16+ which contains 49 people.

The content of messages

Some of the forms of Cyberbullying the young people are experienced are illustrated below in their own words. The level of abuse in the messages is sometimes shocking and very explicit. Some contain threats to beat up, rape or kill the victim. This is just a small sample of examples of the kinds of messages these young people said they were receiving, which also include racist, homophobic disablist and sexually explicit messages.

Racist messages
"The person said I was a Nigga and she said that everyone was talking about me on Facebook"

Swearing
"Some messages I had included CU Next Tuesday, the P word, the B word and the frequent F word."
"People swear at me cos they think they're hard and cool"

Personal insults about appearance
"About my looks. Appearance (weight). I've had nasty comments about my family and friends by people who don't even know me and from my so called "Friends".

"Being called fat"

"Saying I'm a green giant by a lot of people on the internet in this school"

Homophobic insults
*"Yes in year 6 people set up a page about me saying that I'm a gay b******* poor, and dadless, saying that it was my fault probably that my dad left.*

"People saying you gay lesbian"

Disablist bullying
"People on msn kept saying my sister was a weird girl who had no friends because she has learning difficulties and a curvature to the spine.

"No, but I have a friend who has had a few messages insulting him and his disability."

Possibly predatory
"You look very attractive do you want to meet up? (I didn't know him and he was about 10 years older)."

"Make me go out with that person that I do not know"

Threats
"Scary chain mails saying if you don't send this to ten or more people then this story will happen to you."

"Forward messages saying if you delete it you will see a dead girl/boy that night or your mum will die or something like that."

"SOMEONE HAS SENT ANOTHER PERSON I KNOW A EMAIL SAYING THEY WANT ME TO DIE."

Unwanted messages from strangers

"Where people have hacked someone's account and were very abusive!!!!"

Messages of a sexual /sexist nature
"Threats in being raped."

"I was put into a conversation with other people with a porn star and she wanted us to look at her naked pictures and have webcam "fun" with her. I was worried and scared and she said she was horny and naughty I then discovered that this was true by her naughty and nude pictures."

"Do you want to have sex with me?"
"I got a letter saying that someone will come and kill me or sexually assaulting me."

Abuse on social networks or intranets
"Friends making accounts up and pretending to be someone to annoy you for a joke :)"

"Someone going onto my friend's account and writing horrible stuff about me, but I know she didn't say that."
"Being bullied on the school mail by using bad words!"

Other
"Hate website made about me by a girl in my high school!"

Online: Summary

49% or 718 of respondents received one or more of the unpleasant/abusive messages listed:

Of those who did (Recipients)
50% said the sender was not who they said they were
42% reported a message that showed people were talking about you nastily online.
26% were contacted by a stranger suggesting they meet up
32% got a message that tried to make them do something they did not want to do. Homophobia, threats and sexual suggestions are common.
25% reported racist insults online. This behaviour is less common on mobiles

Differences between Recipients who consider that they are cyberbullied and their fellow Recipients who do not.
Recipients were divided into two groups, the cyberbullied group (CB) and other recipients. Nasty messages are commonly experienced even among those who are do not consider themselves 'cyberbullied'. But those who identified themselves as 'cyberbullied' at question 11a were far more likely to experience an intense barrage of all types of unpleasant message, e.g. 58% compared to 33% had a message that 'showed people were talking about you nastily online'.

Gender
Girls generally experience more of all types of online cyber abuse than boys with the exception of homophobia. In particular girls are more heavily involved in rumour spreading while boys experience homophobic insults.

Age: There is an upward trend with age, including a large increase at 14 -15 in most types of aggressive or abusive messages. Nevertheless some types of worrying message were experienced by Recipients in the youngest age group. More than one third of the 10 – 11 year old Recipients had received a message which tried to 'make them do something they did not want to do'. Worryingly 30% of Recipients in this young age group also report receiving a message with unwanted sexual content, the same percentage report receiving homophobic messages and also threatening messages.

Messages from the open question.
A large number of reported messages were threats connected to chain mails or threats saying unless the recipient does something, dreadful consequences will follow.

There are young people reporting invitations to meet up with strangers and reporting messages saying they look attractive and should meet up with the sender.

Insults of a homophobic type and about disability or appearance were mentioned.

Messages loaded with swearing whether or not in code (perhaps to avoid being caught in a filter) were frequently repeated verbatim in the survey when pupils were given this opportunity.
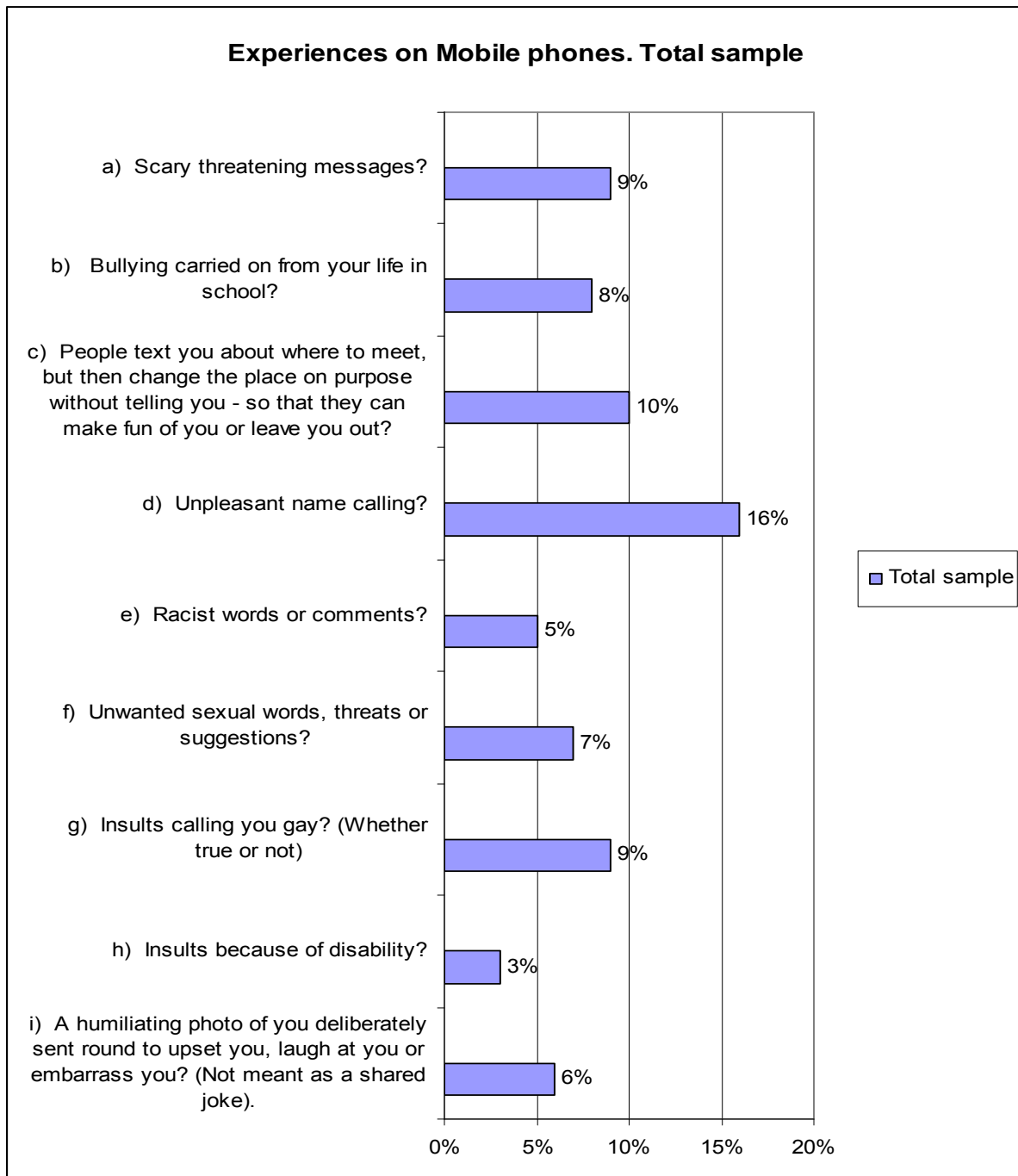
There are several messages with death threats that appear to be circulating. Most of the young people appear to recognise and deal with these, but to the vulnerable this is frightening.

"I'm going to kill you by tomorrow watch your self in your sleep!!!"

Mobile phones:

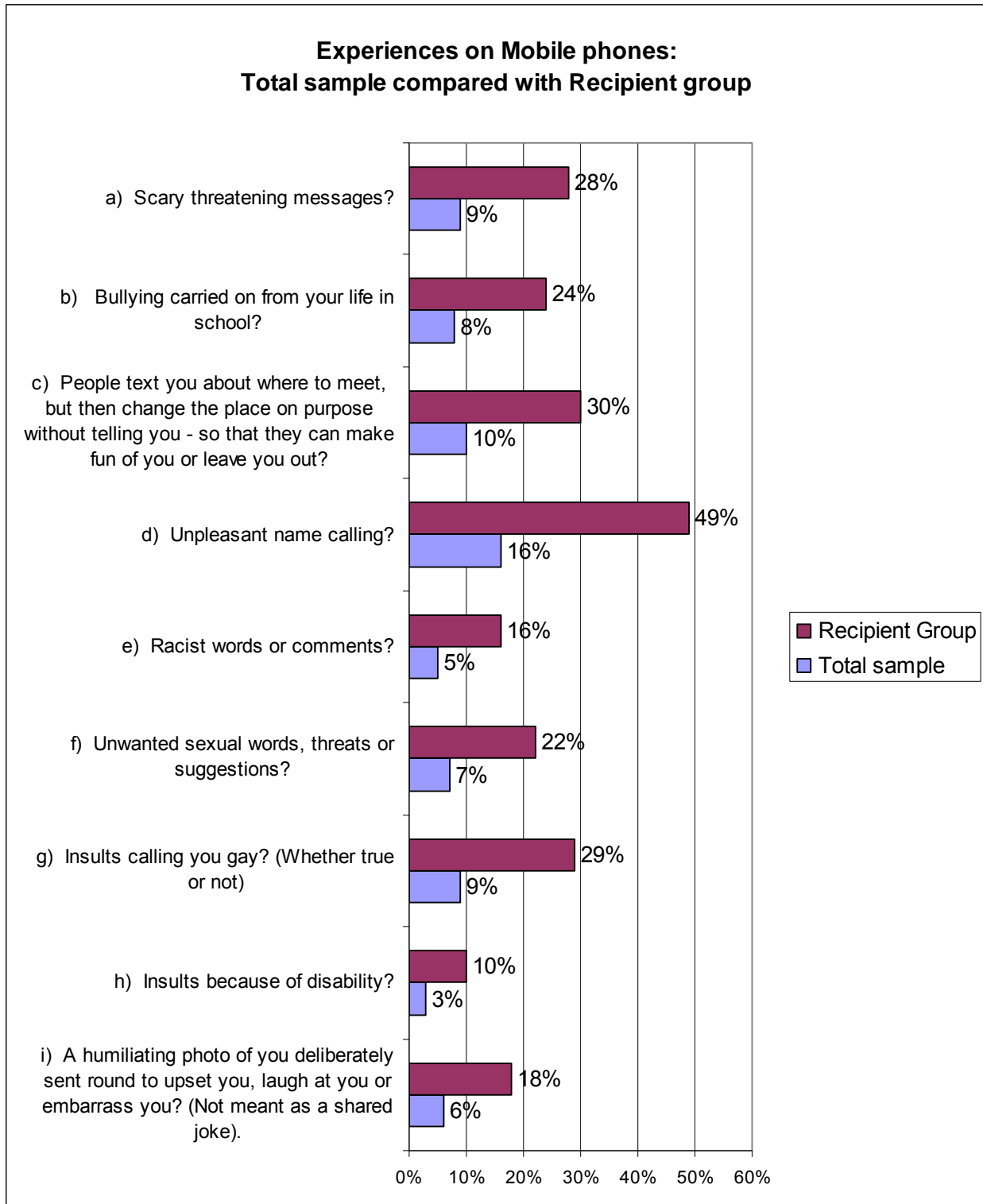**On your mobile phone, have you ever had any of the following happen to you?**
Chart 8 Base 1452

Experiences on Mobile phones. Total sample

Experience	Total sample
a) Scary threatening messages?	9%
b) Bullying carried on from your life in school?	8%
c) People text you about where to meet, but then change the place on purpose without telling you - so that they can make fun of you or leave you out?	10%
d) Unpleasant name calling?	16%
e) Racist words or comments?	5%
f) Unwanted sexual words, threats or suggestions?	7%
g) Insults calling you gay? (Whether true or not)	9%
h) Insults because of disability?	3%
i) A humiliating photo of you deliberately sent round to upset you, laugh at you or embarrass you? (Not meant as a shared joke).	6%

469 or 32% of the sample had experienced one or more of these messages while 159 people described in their own words other types of messages they had been sent. It is important to remember that 68% did not experience any of them. Unpleasant name calling was the most common form experienced, in line with bullying generally.

Exploring responses from the Recipients Below (Chart 8a) we can see the intensity of the experience described by those on the receiving end. When compared with responses from the total sample it is clear that the majority of young people are not

having any difficulties at all via their mobile phone, but for those who are, the experience can consist of a wide range of unwanted and abusive messages.

Chart 8a Cyberbullying on mobile phones.

Experiences on Mobile phones:
Total sample compared with Recipient group

a) Scary threatening messages? — 28% / 9%

b) Bullying carried on from your life in school? — 24% / 8%

c) People text you about where to meet, but then change the place on purpose without telling you - so that they can make fun of you or leave you out? — 30% / 10%

d) Unpleasant name calling? — 49% / 16%

e) Racist words or comments? — 16% / 5%

f) Unwanted sexual words, threats or suggestions? — 22% / 7%

g) Insults calling you gay? (Whether true or not) — 29% / 9%

h) Insults because of disability? — 10% / 3%

i) A humiliating photo of you deliberately sent round to upset you, laugh at you or embarrass you? (Not meant as a shared joke). — 18% / 6%

Legend: Recipient Group / Total sample

Base: Recipient Group = 469 people or 32% of the total sample have experienced one or more or these messages listed. Total sample = 1452

The new phenomenon of using the phone to set up a social arrangement with a group of friends and then to deliberately alter this and leave someone out in order to humiliate or upset them, seems to be growing as young people tell us it is an easy way to hurt or humiliate someone (30% of Recipients experienced this). It is sometimes followed up by

filming the isolated person waiting at the appointed place alone. This is then circulated among the group with hurtful comments. 18% of Recipients had a humiliating photo of themselves circulated deliberately, while 29% report homophobic insults and 28% scary or threatening messages.

Those who consider they were cyberbullied and those who do not.

The next section explores the responses of those Recipients who classified their experience as Cyberbullying (CB). Their views are compared with other Recipients who did get some of these messages, but did not say they were cyberbullied.

It is interesting that not all the respondents who experienced an abusive message or call on their mobile, viewed it as cyberbullying. Some may have had only one or two messages or regarded them as jokes or teasing gone wrong – they may not have felt so vulnerable. They may have received a frightening message or an invitation to meet up. On the other hand they may simply be more resilient.

Chart 9 illustrates the intensity of the mobile phone experiences reported by the Cyberbullied group when compared to non CB Recipients. On every question the CB group experience more of these aggressive messages.

The most marked finding is that the bullying is more than twice as likely to be carried on from their lives in school (35% vs.15%). Clearly if someone is already being bullied at school and they then receive nasty messages on their mobile, they are likely to classify this as bullying. They are also more likely to experience homophobia (34% vs.24%) and humiliating photos 'deliberately sent around to upset you.'(23% vs. 13%) and are subjected to more scary threats (36% vs. 21%) and unwanted sexual words jokes or threats (29% vs. 16%) than their peers. Unpleasant name calling is rife: (57% vs. 43%).

Although the overall percentage of people experiencing abusive messages by mobile is fairly low in the pupil population as a whole – for the individuals who experience these messages, and the CB group most of all, the picture is complex and often carried on from their lives in school via several means.
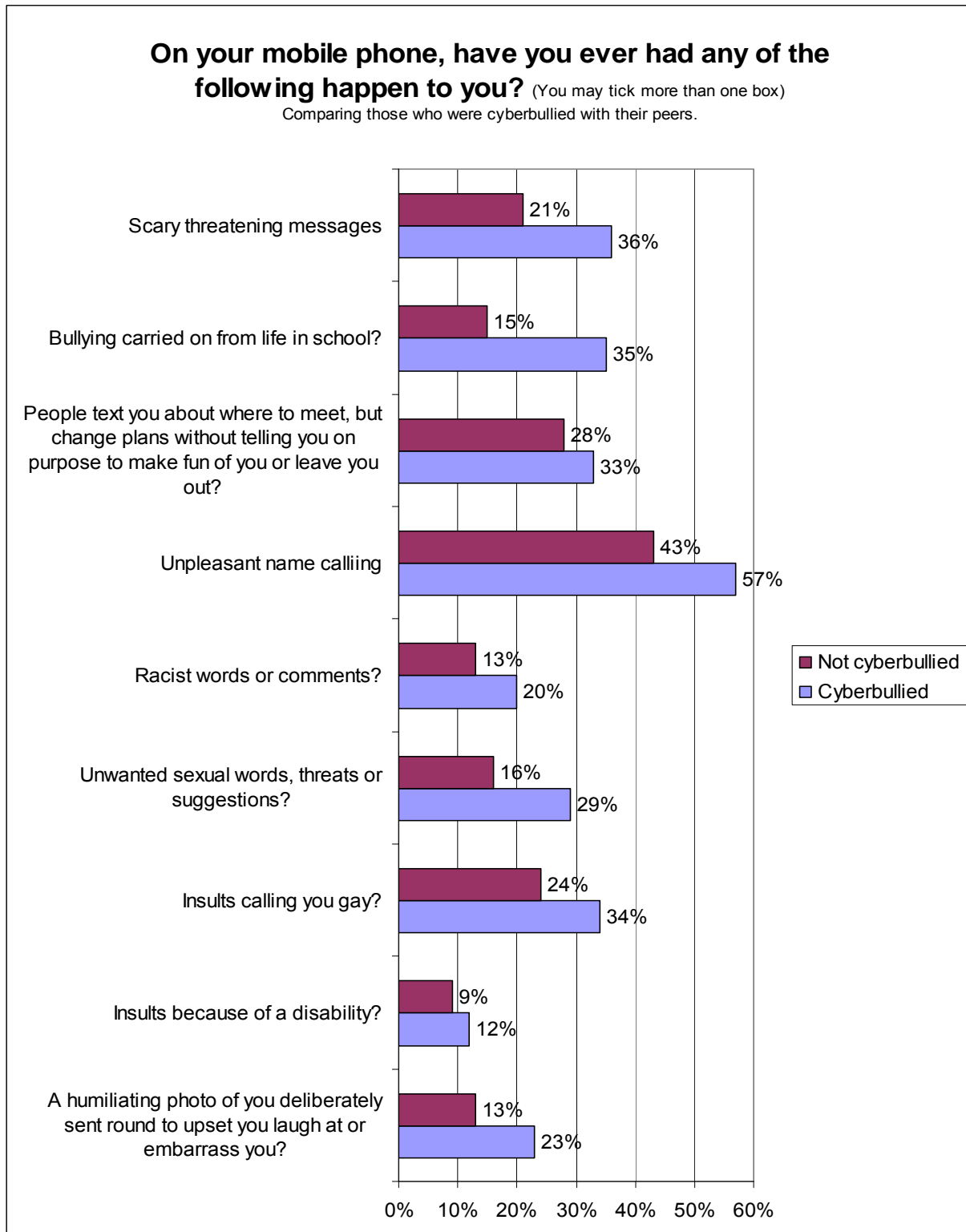
Looking at the responses of the CB group in chart 9 – it is vitally important to support children and young people going through such an intense and hurtful campaign. If the bullying is not addressed successfully in school, it has the potential to escalate via mobile phone abuse and to follow the recipient wherever they are around the clock.

It is not always cyberbullying

This exploration of the different groups of respondents does illustrate that not every abusive message is Cyberbullying, and that some children and young people are resilient and cope well with one or two nasty messages, while true victims are in urgent need of support.

Some types of message are threatening or enticing people into risky behaviour but are not considered bullying. In those cases work is needed to keep young people safe and reduce the risks especially if they respond to messages asking to meet someone or to do something they do not want to do.

Chart 9. Mobile phone experiences. CB group compared to non CB Recipients.
Base: 469 Recipients of mobile phone abuse, of whom 210 are in the Cyberbullied Group

On your mobile phone, have you ever had any of the following happen to you? (You may tick more than one box)

Comparing those who were cyberbullied with their peers.

Category	Not cyberbullied	Cyberbullied
Scary threatening messages	21%	36%
Bullying carried on from life in school?	15%	35%
People text you about where to meet, but change plans without telling you on purpose to make fun of you or leave you out?	28%	33%
Unpleasant name calliing	43%	57%
Racist words or comments?	13%	20%
Unwanted sexual words, threats or suggestions?	16%	29%
Insults calling you gay?	24%	34%
Insults because of a disability?	9%	12%
A humiliating photo of you deliberately sent round to upset you laugh at or embarrass you?	13%	23%

Gender

In Chart 10 below, gender differences in the use of mobile phones are explored.

Bullying by mobile phone is more commonly experienced by girls. 27% of all boys and 38% of all girls responded to question 9, indicating the types of abusive or aggressive/unwanted message they had received on a mobile phone.

On some items there was little or no difference between the responses of males and females: Homophobia, disability and racism.

7% of all boys and 11% of all girls report receiving scary threatening messages and 8% of girls and 6% of boys have received messages containing unwanted sexual words, threats or jokes. 7% of girls and 5% of boys had humiliating photos sent round deliberately to embarrass them.

Girls report far more name calling; social exclusion and bullying carried on from life in school than boys.

Age

(Table 3) shows that some types of behaviour are more commonly experienced by different age groups or that peaks occur. This information may be helpful for teachers and youthworkers attempting to address cyberbullying with young people.

Scary threatening messages upset the youngest age group most, whereas the use of humiliating photos remains constant with age. Sexual threats, jokes and suggestions peak at 14-15 so it would seem worthwhile to address these issues at age appropriate moments and with an awareness of the gender messages. Homophobia peaks at 12-13.

Mobile phone: Have you experienced…? Gender patterns
Chart 10. Base 1452

Experienced on Mobile phones: By Gender. Total sample

a) Scary threatening messages? — Girls 11%, Boys 7%

b) Bullying carried on from your life in school? — Girls 10%, Boys 6%

c) People text you about where to meet, but then change the place on purpose without telling you - so that they can make fun of you or leave you out? — Girls 12%, Boys 7%

d) Unpleasant name calling? — Girls 20%, Boys 12%

e) Racist words or comments? — Girls 5%, Boys 5%

f) Unwanted sexual words, threats or suggestions? — Girls 8%, Boys 6%

g) Insults calling you gay? (Whether true or not) — Girls 9%, Boys 9%

h) Insults because of disability? — Girls 3%, Boys 3%

i) A humiliating photo of you deliberately sent round to upset you, laugh at you or embarrass you? (Not meant as a shared joke). — Girls 7%, Boys 5%

Legend:
- ■ Girls (726)
- ■ Boys (726)

Axis: 0% 5% 10% 15% 20% 25%

Mobile phone: Age patterns

*Please note that the 16+ age group is small with 49 respondents in it

ON YOUR MOBILE PHONE. Age Patterns among Recipients

Using your mobile phone, have you ever had any of the following happen to you? (If the answer is yes, please tick the right box. You may tick more than one box).

Answer options:	10-11	12-13	14-15	16+

NB Total sample shown in blue and 'Recipients' in black.

	Recipients All			
a) Scary threatening messages?	31% (9%) (41)	24% (7%) (50)	27% (10%) (29)	57% (25%) (12) Recipients
b) Bullying carried on from your life in school?	20% (6%) (27)	24% (7%) (50)	23% ((9%)) (25)	48% (20%) (10) Recipients
c) People text you about where to meet, but then change the place on purpose without telling you - so that they can make fun of you or leave you out?	25% (7%) (33)	34% (10%) (70)	29% (11%) (31)	29% (12%) (6) Recipients
d) Unpleasant name calling?	46% (14%) (61)	47% (14%) (96)	56% (21%) (60)	67% (29%) (14) Recipients
e) Racist words or comments?	14% (4%) (19)	15% ((5%)) (30)	18% (7%) (19)	33% (14%) (7) Recipients
f) Unwanted sexual words, threats or suggestions?	16% (5%) (22)	22% (7%) (45)	26% (10%) (28)	33% (14%) (7) Recipients
g) Insults calling you gay? (Whether true or not)	16% (5%) (22)	34% (10%) (69)	31% (12%) (33)	48% (20%) (10) Recipients
h) Insults because of disability?	10% ((3%)) (14)	5% (2%) (10)	15% (6%) (16)	33% (14%) (7) Recipients
i) A humiliating photo of you deliberately sent round to upset you, laugh at you or embarrass you? (Not meant as a shared joke).	17% (5%) (23)	17% ((5%)) (34)	17% (6%) (18)	38% (16%) (8) Recipients *Numbers are small

Table 2 Base Total sample 1452.
Recipients: 469 people (32%) had experienced one or more.
Missing: 983

Real life experiences – other types of message received

"If you don't send this to ten people your mum will die"

"My mate called one of them chat lines and I keep getting messages saying sexual words or videocam"

"Anonymous phone calls that don't say anything."

"One where someone wanted to meet me as in the perverted kidnapper way"

"An insult at me because my sister is disabled"

"Networks that have been charging money who I don't even know it scared me."

"A kid being unfair to you calling you a retard"

"On my xbox people say there gonna hack me and swear at me."

"Trying to make you jealous."

"A kid saying I'm going beat you up then makes me get a bit nervous and then he goes and says he is joking."

Mobiles: Summary

32% of the total sample (Recipients) had experienced one or more the forms of message described in the question. This included messages described by respondents in the open ended question, in particular, chain messages containing threats. 68% of all respondents had not experienced any of these abusive phone messages.

Recipients' experiences
From the responses of those who were recipients of this type of message:

Unpleasant name calling was the most common form experienced, in line with bullying generally. Followed by deliberate exclusion via purposely confusing social arrangements, 30%. One quarter of Recipients said they felt the mobile phone activity was bullying continued from their life in school. Name calling and homophobic insults are traded on mobiles and 18% had a humiliating photo of themselves sent around by others with the intention of upsetting or embarrassing them.

Experiences of the Cyberbullied respondents
Among the Cyberbullied (CB) group the experience was more extensive: 36% received threats and 35% said it was 'bullying carried on from their life in school'. 57% of the CB respondents experienced name calling and 34% homophobic insults. 29% received a sexual threat or suggestion while 23% had a humiliating photo of them sent round.

Gender
Both sexes experience similar levels of humiliating photos of themselves being circulated or sexual threats, jokes or suggestions, as well as messages containing threats. However girls experience more sophisticated social planning that excludes them

deliberately plus more rumour spreading, as we noted in the online bullying patterns. Boys experience high levels of homophobia.

Age: Scary or threatening messages are a worry for the 10 -11 age group
Deliberate social plans to exclude are most common at 12 -13
Name calling and sexual threats, jokes and suggestions peak at 14 -15
The use of humiliating photos shows little change across the age groups.

Indirect experiences of Cyberbullying

Cyberbullying can be experienced indirectly and the target can hear of people sending round messages or images or posting them online, without receiving them personally.

Being excluded from chat is hurtful enough, but if a young person receives a message that shows others are talking about you nastily – this can be extremely upsetting. It can also make bystanders fear that this could happen to them. In this section we look at indirect Cyberbullying and whether respondents know someone else who has experienced rumour spreading or the use of humiliating messages.

Those who had experienced indirect cyberbullying
58% of all respondents answered this question reflecting their awareness of indirect cyberbullying. Of these respondents, 79% said they know someone who has been the subject of rumours or humiliating photos being sent round. 47% had personally experienced rumours being spread about them.

The total sample
In the total sample, by contrast, we see that only 7% have had humiliating photos of themselves used, 28% had rumours spread about them and 46% know someone this has happened to. 42% did not have any of these experiences.

Questions raised for future research involve exploring the effects on children of knowing others who have been cyberbullied and the fear or guilt this might engender.

Indirect Cyberbullying

Answer Options	Out of 847 who answered	Numbers Who answered	As % of total sample
a) Have other people ever deliberately sent each other humiliating or embarrassing photos of you in order to upset or hurt you?	13%	108	7%
b) Has anyone deliberately sent round a message spreading rumours about you?	47%	400	28%
c) Do you know anyone this has happened to?	79%	666	46%
d) Have you done any of the above to others?	11%	93	6%

Table 3 * 847 people answered this question. Missing 605 total = 1452
Gender

In Chart 11 below, we see that girls are more likely than boys to know someone this has happened to and to have experienced rumour spreading behind their backs. But males and females have the same or similar experiences in relation to humiliating photos circulated to upset them (rather than received personally as in Chart 10 above)

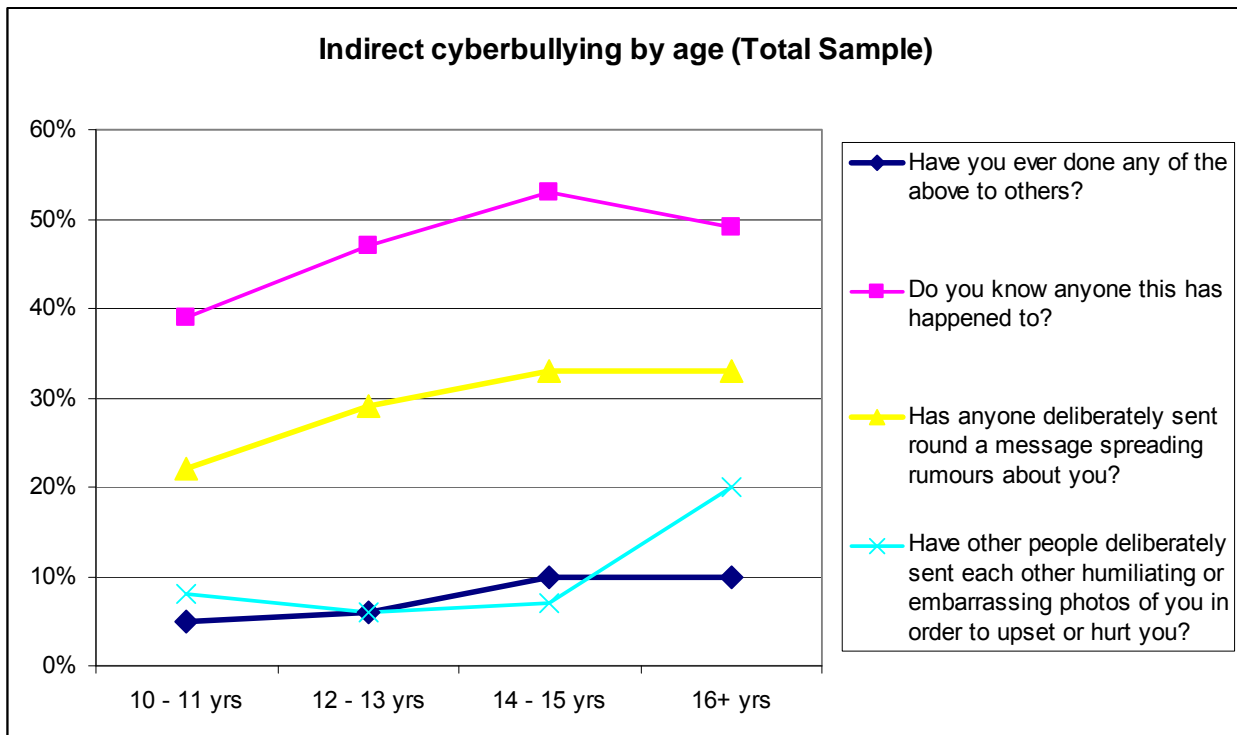**Chart 11 Indirect Cyberbullying: Gender differences Base 1452**

Indirect Bullying. By Gender. Total sample

a) Have other people ever deliberately sent each other humiliating or embarrassing photos of you in order to upset or hurt you?
- Total: 7.0%
- Girls: 8.0%
- Boys: 7.0%

b) Has anyone deliberately sent round a message spreading rumours about you?
- Total: 28.0%
- Girls: 31.0%
- Boys: 25.0%

c) Do you know anyone this has happened to?
- Total: 46.0%
- Girls: 52.0%
- Boys: 40.0%

d) Have you ever done any of the above to others?
- Total: 6.0%
- Girls: 6.0%
- Boys: 7.0%

Chart 12 Indirect Bullying: Age differences. Total sample Base 1452.

Indirect cyberbullying by age (Total Sample)

Legend:
- Have you ever done any of the above to others?
- Do you know anyone this has happened to?
- Has anyone deliberately sent round a message spreading rumours about you?
- Have other people deliberately sent each other humiliating or embarrassing photos of you in order to upset or hurt you?

Indirect cyberbullying: summary

What is the extent of indirect cyberbullying in the total sample?

52% of all girls and 40% of all boys know someone this has happened to.
31% of all girls and 25% of all boys say someone has deliberately sent round a message spreading rumours about them.
8% of all girls and 7% of all boys say messages with humiliating photos of them have been circulated.

What did we learn from those who did answer this question?

58% of all respondents or 847 people answered this question. Of these, 79% said they know someone who has been the subject of rumours or humiliating photos being sent round. 47% had personally had rumours spread about them.

The use of humiliating images seems to increase with age – but please note that both the 16 year olds and anyone older are grouped together because numbers are small. Findings related to 16+ should be taken with caution due to low numbers in the upper age group (49 people).

Girls are more likely than boys to know someone who has had rumours or images spread around about them or to have this happen to them.

Cyberbullying others

93 people admitted to Cyberbullying others by rumour spreading or sending images behind the target's back. They represent 6% of the total sample.

Among those who admit cyberbullying others, 48 are boys and 45 are girls.

Older students are more likely than younger ones to say they have cyberbullied others.

Reporting and getting help

At question 11, respondents were asked:-
Have you been cyberbullied? They were given the option of saying 'No'.

It is important to make clear what is meant by bullying and the questionnaire carried this definition taken from DCSF Safe To Learn 2007:

 "Bullying is behaviour that intentionally hurts others, either physically or emotionally. It is usually repeated over time and can make us feel powerless. Cyberbullying is when mobiles or the internet are used as tools to bully".

20% of the whole sample said they had been cyberbullied. This figure is in line with many other similar findings elsewhere, discussed on page 6. These respondents were labelled the Cyberbullied group (CB) and their answers compared to their peers (the non CB group = people who had said No) in every section of this report.

Of the young people who were cyberbullied, 62% did tell someone and 52% obtained help to stop the bullying. 38% did not tell anyone and 48% did not get help to stop it.
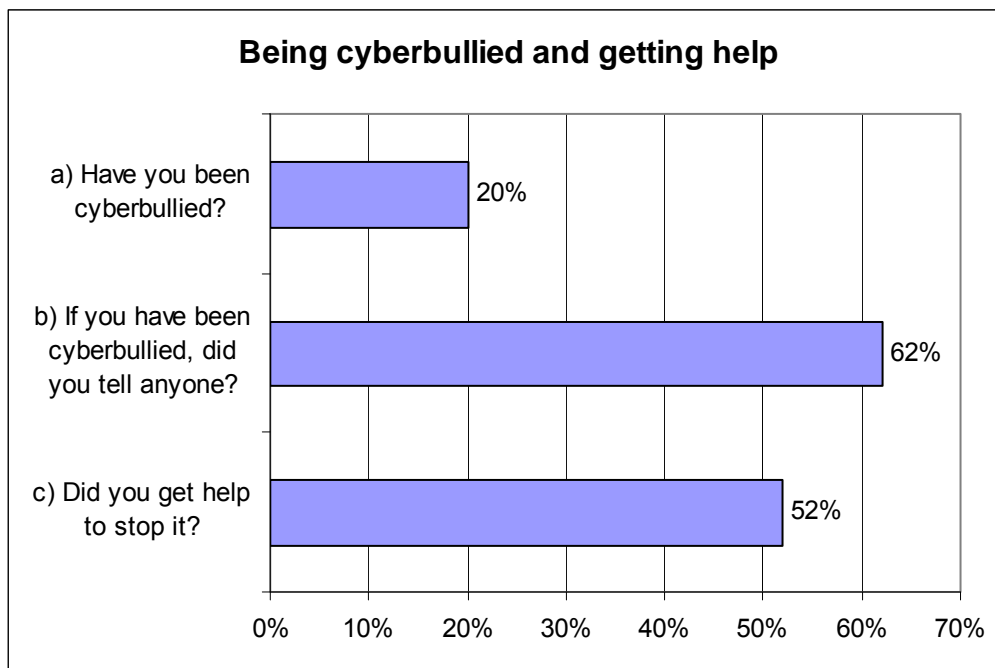
Chart 13. Illustrates those who have been cyberbullied.
295 people out of 1452 answered 'Yes' to question 11a).
Questions b) and c) base = only those who said 'Yes' they had been cyberbullied.

Reporting and getting help: Age and gender

18% of boys and 23% of girls said they had been cyberbullied.
Of those who had been cyberbullied 55% of boys and 67% of girls had told someone. 43% of boys and 58% of girls got help to stop it. This suggests either that girls are better at asking for help or that people are more willing to help girls than boys. It seems that there are 57% of boys who did not get help to stop the bullying.

How did it make you feel?

If you have been cyberbullied, how did it make you feel?

Very upset and angry	45%
A little upset and down	26%
Not bothered	19%
Mostly OK with my friends	3%
I took it as a joke	6%
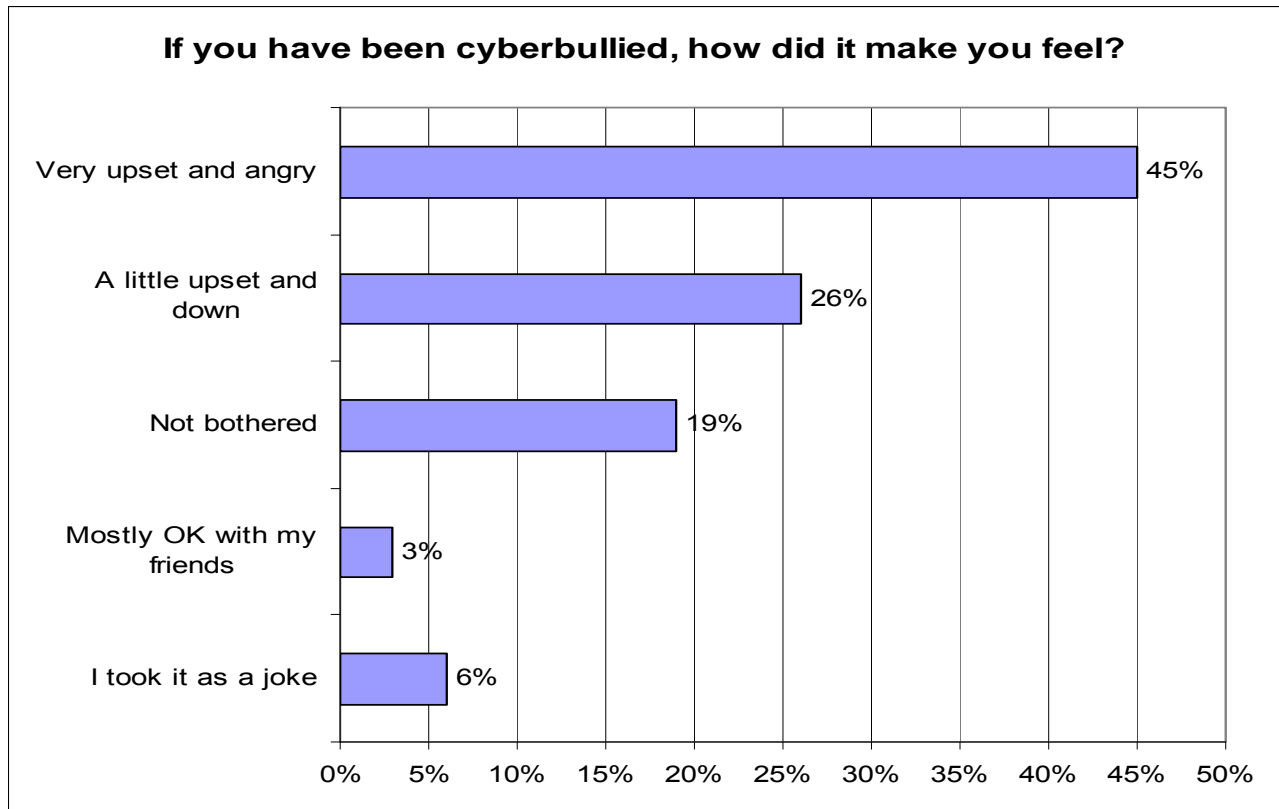
Chart 14. Base = those who said 'Yes' at 11a) I have been cyberbullied = 295 people

How did it make you feel?

While most respondents felt either, 'very upset and angry', or 'a little upset and down' as expected, almost one in five insist they were not bothered and 6% took it as a joke.(Chart 14)

Gender
When the answers from boys and girls are compared, (Chart 15) it appears that boys are far more likely to say they were not bothered than girls, 27% vs. 12%, and boys are more likely to take it as a joke, 10% vs.4%. Cyberbullied girls tend to be the most emotional of all, 49% said it made them feel 'very upset and angry' in contrast to 40% of the cyberbullied boys.

Age
The younger age groups are most likely to feel very upset and angry, but the 14 – 15 year olds are becoming more desensitised, 28% say they are 'not bothered.' (Chart 16).

If you have been cyberbullied, how did it make you feel?
CB group by gender
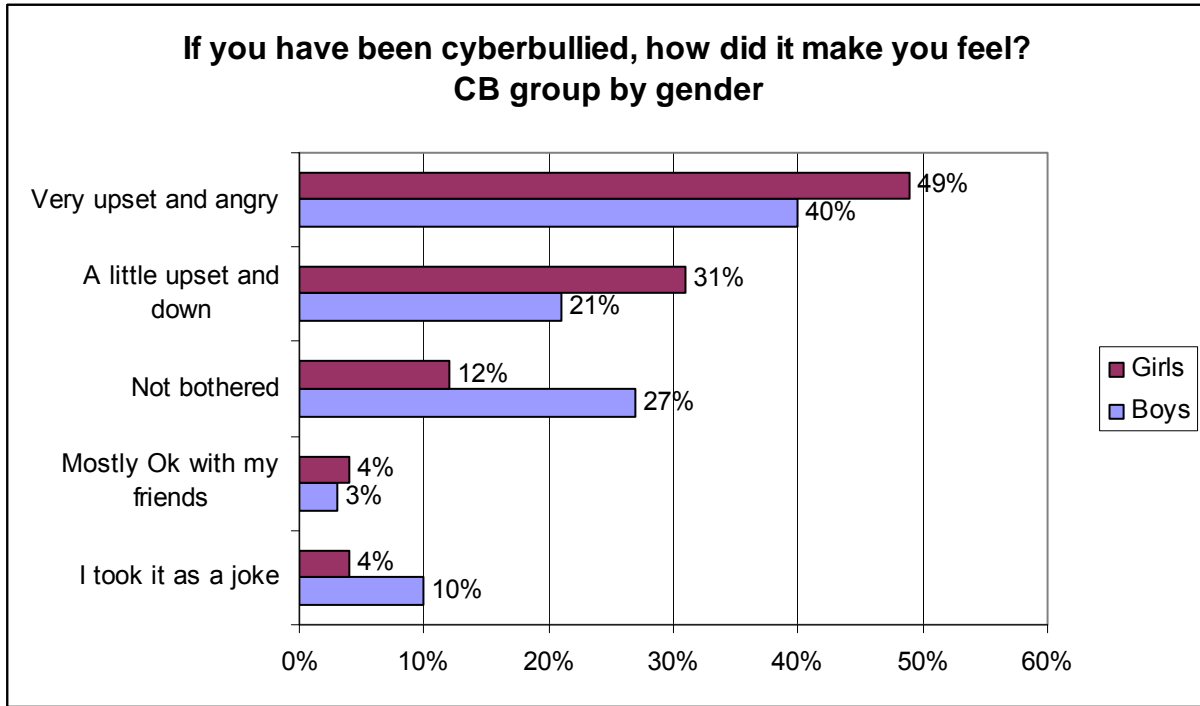
Chart 15 Gender. Base 295 in the Cyberbullied group

If you have been cyberbullied, how did this make you feel?
(By Age groups)
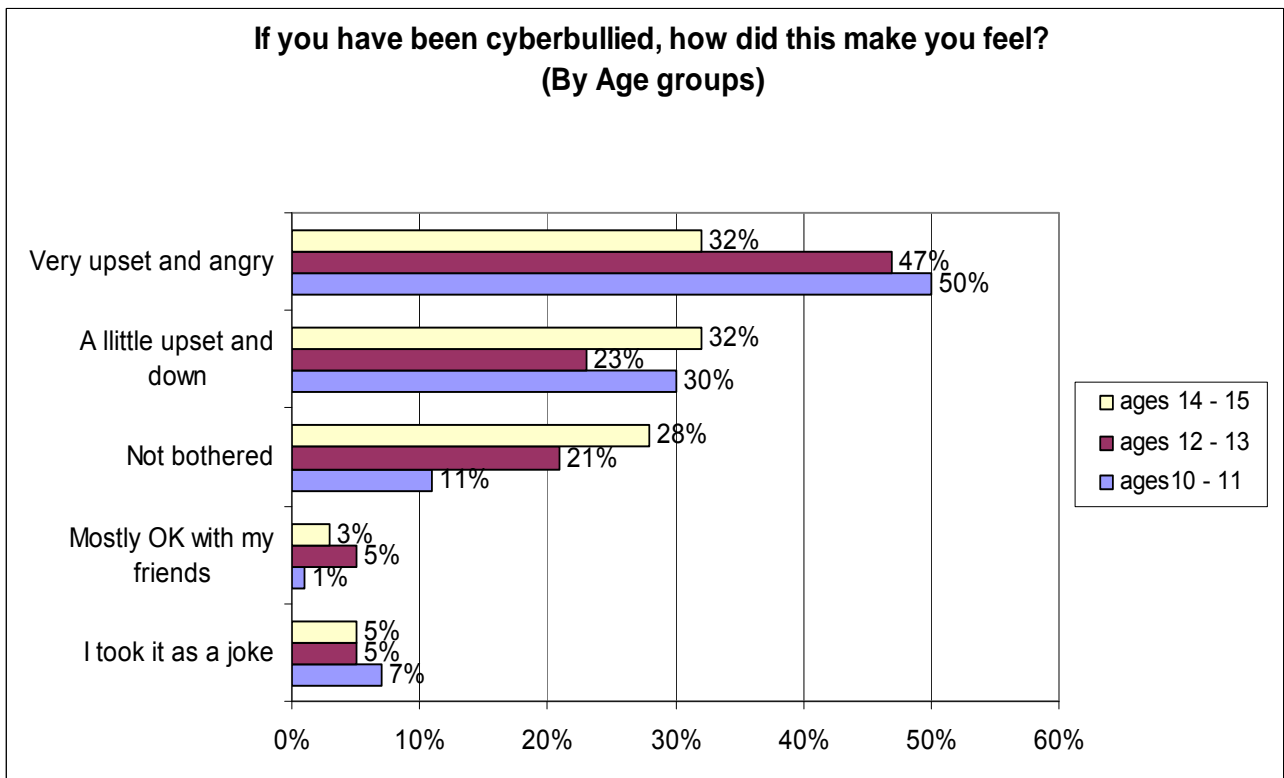
Chart 16 Base 295, those who were cyberbullied

Reporting and getting help: Summary

Of those who had been cyberbullied: 38% did not tell anyone and 48% did not get help to stop it. Girls were more likely than boys to get help.

How did it make you feel? Summary

The younger age groups and girls in particular are the most likely to say it made them feel very upset and angry. Boys and those of 14-15 are more likely to say they are 'not bothered'. Cyberbullied girls appear to be the most emotional of all with 49% saying it made them feel very upset and angry.

33% of boys who had some unpleasant experiences, but who did not class themselves as cyberbullied, said they were not bothered. This may be a pose or it may actually protect them in some way. They may simply be more resilient. It would be useful to have some group discussions with young people to explore this.

e-safety education

In this section the e-safety education received by the young people is explored. They were questioned about the sources of this information and how they rate its effectiveness. 86% had been taught about e-safety in school, and 67% by parents.

The Cybersurvey also looked at the age when this information is given and asked young people whether they had received it at the right time, too early or late. It asked their opinion on when is the best age to deliver e-safety education in an open question.

The survey explores the extent to which they follow these guidelines or try to get around blocks set by adults to prevent them accessing certain websites.

Both age and gender differences are examined.

Sources of e-safety information
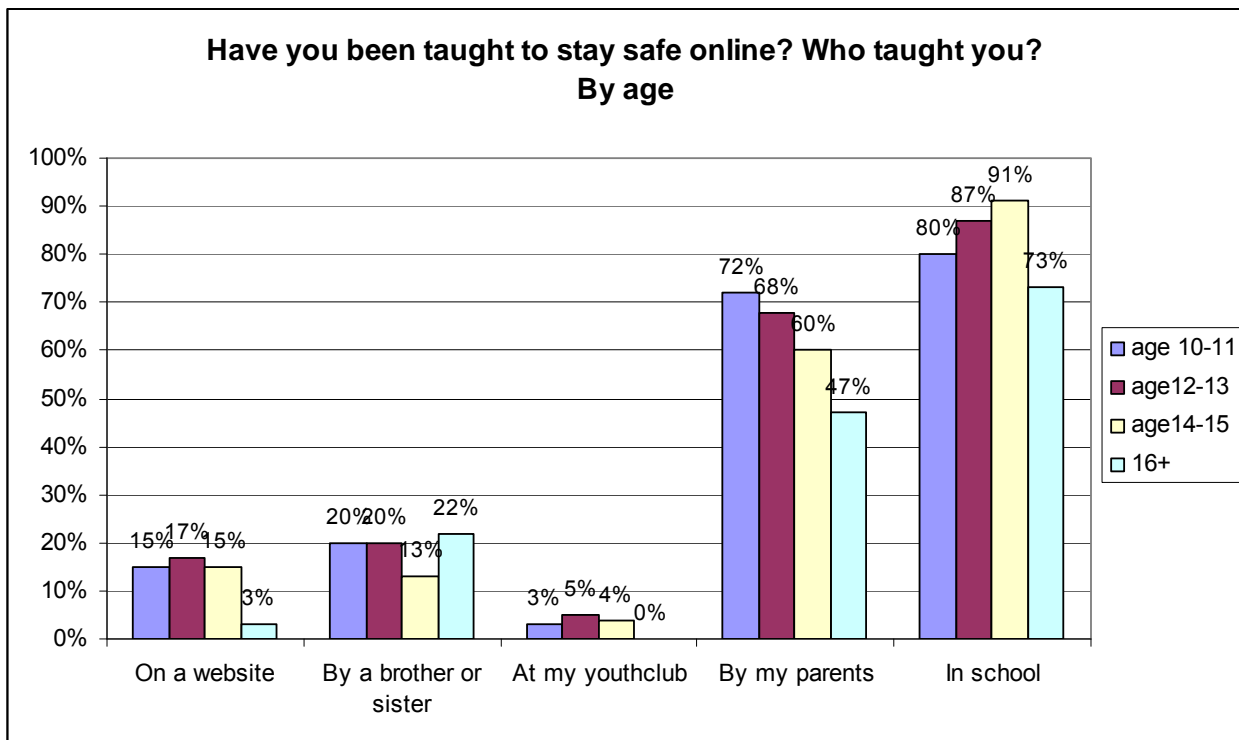
Chart 17 Base 1452 Missing 59

As many as 91% of the fourteen to fifteen year olds have been taught about e-safety in schools. Parents are now increasingly addressing this issue, especially with the youngest children (72%), one in five of whom are also helped by siblings. 17% of the twelve to thirteen year olds use websites for this information and this trend seems to be in line with statements such as 'I found out for myself' given in the open question.

Quality of e-safety information

Delivery of e-safety education is widespread and 89% think it was 'very' or 'quite good.' 11% thought it was 'not really good enough' – including 5% who thought it was 'useless'. Girls are more positive about the information they have received than boys, but the differences are small. (Chart 18) As they get older they are less likely to approve. Chart 19 illustrates that dissatisfaction with the e-safety education increases at 14-15.

If you have been taught to stay safe online, how good was this information?

	Girls	Boys
Very good	41%	38%
Quite good	51%	49%
Not good enough	4%	6%
Useless	4%	7%
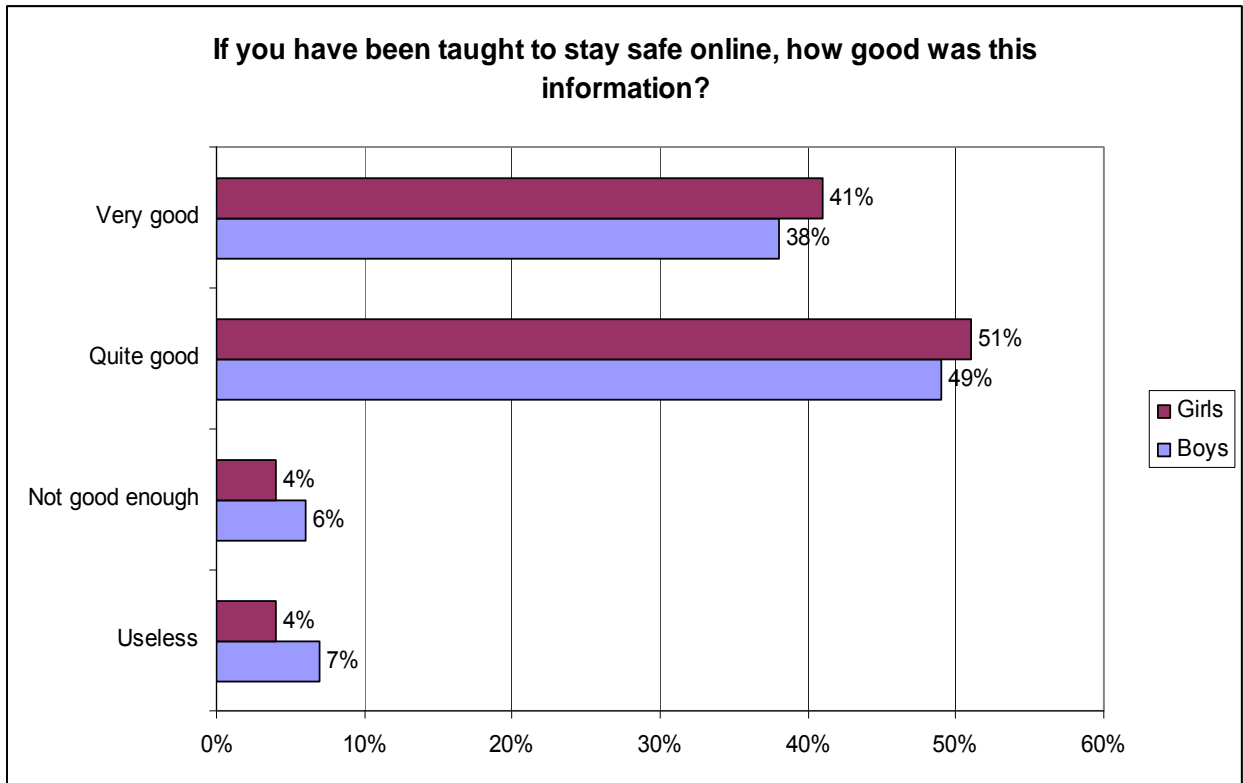
Chart 18 Base 1452. 1362 answered the question. Missing: 90

If you have been taught how to stay safe online, how good was this information? By age (Please tick one box only).
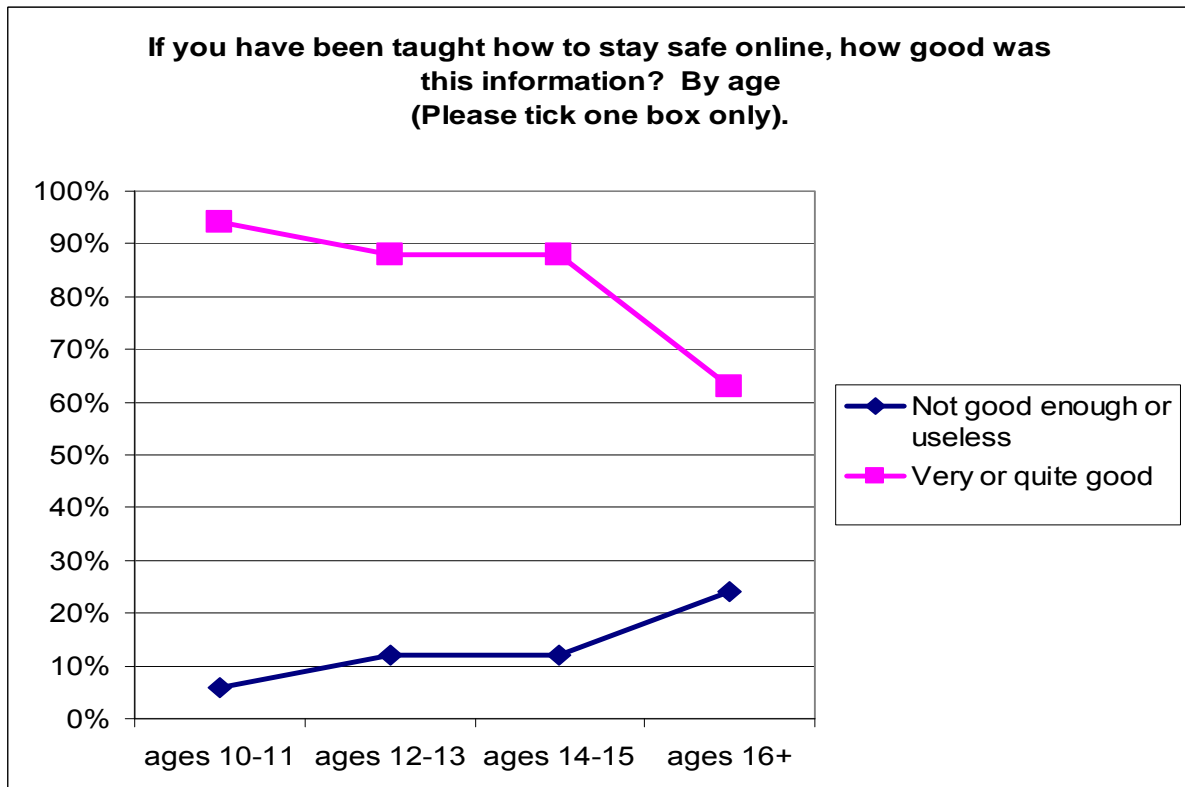
Chart 19 Age Base 1452. Missing: 66
Timing.
The overwhelming majority thinks they were taught about e-safety at the right time, but it is clear that as they age and encounter more online, they are less likely to take this view.

An open question was offered, asking 'When should young people be taught to stay safe online?' 667 people had an opinion on this. A sample of answers is below.

Were you taught to stay safe online at the right time?
(Please tick only one box).
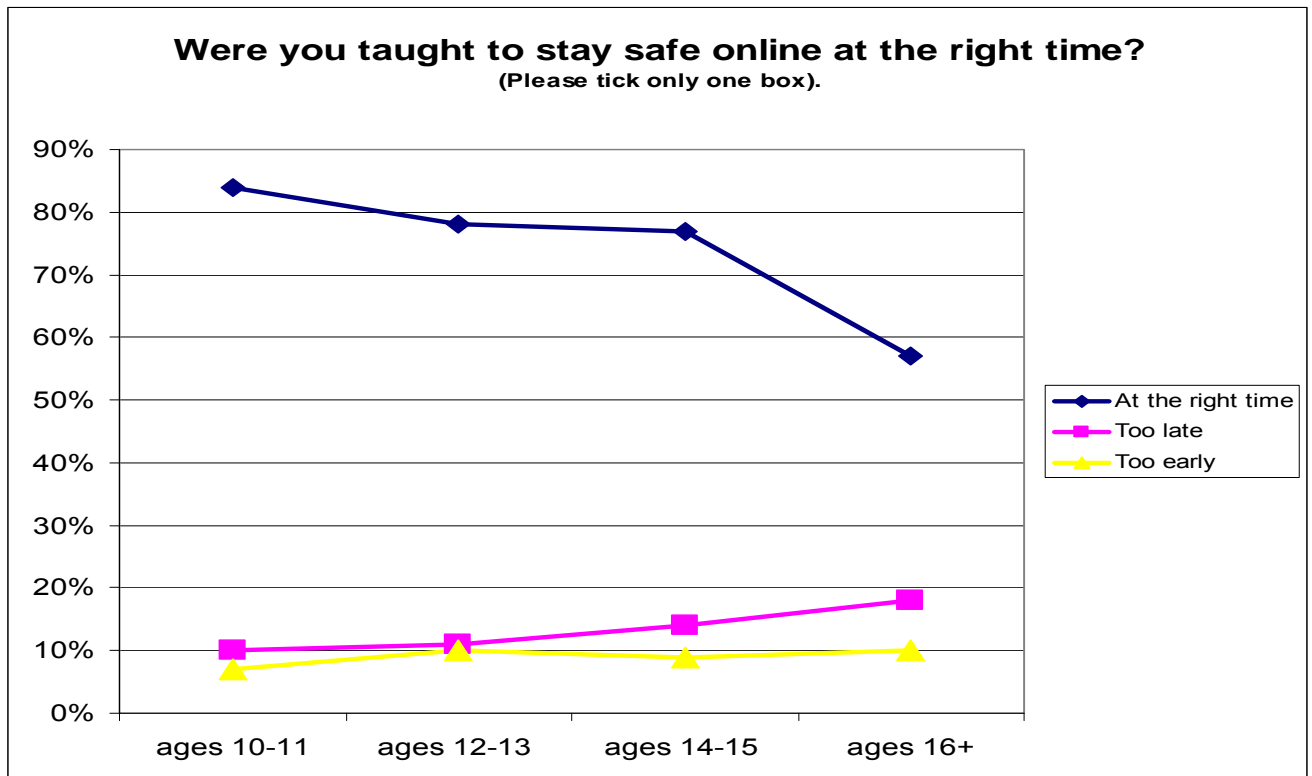
Chart 20 Base 1452. 1362 answered the question. Missing: 90

When should young people be taught about safety online?
"I think it is to late for most people 'cause they get msn quite early but some people don't have chat sites until quite late"

"Very Young because many children who are young now use chat rooms so I think the best time is as soon as they start to use a computer!"

"Clearly at the age when the majority of children start using the internet - this age decreases as technology advances"

"Young people should be taught at the age they first start using the internet. There should be a survey about when people start using the internet."

"Age 6"
"Year 3"
"Age 10"

"When they first go online"

"Secondary school"

"When they learn to use computers"

"Before they fully discover the internet"

"When they decide to use chatrooms"
Do they actually follow the guidelines?

The critical question is whether or not they follow what they have been taught? Across all ages only 42% 'always' follow the guidelines. This means that among the remainder there are 42% of people who 'sometimes' follow them and 16% who 'do not really' or 'never' follow them.

Age

It may be instructive for educators to consider the answers by age. In Chart 21 we see how the e-safety advice is ignored by 14 year olds – only 30% of them say they always follow the guidelines down from 54% of the ten year olds.

Those who say they do 'not really' follow the guidelines increase from 7% at ages 10 - 11, to 16% at ages 14-15 and then to 23% by 16+.

Gender

Boys are more than twice as likely as girls to say they do not follow the guidelines. (22% vs. 10%) and boys are also more inclined to say the e-safety education was not good enough or even 'useless'. (13% vs. 8%)
It seems that girls believe they received this education at the right time, but boys do not fully agree (86% vs.73%), a few say it was too early. Girls are more compliant than boys with 46% of girls following the guidelines they have been taught compared with 37% of boys.

If you have been taught about staying safe online, do you actually follow these guidelines?
(Please tick only one box)

Legend:
- a) Yes Always
- b) Sometimes
- c) Not really
- d) Never

X-axis: ages 10 -11, ages 12-13, ages 14 -15, ages 16+
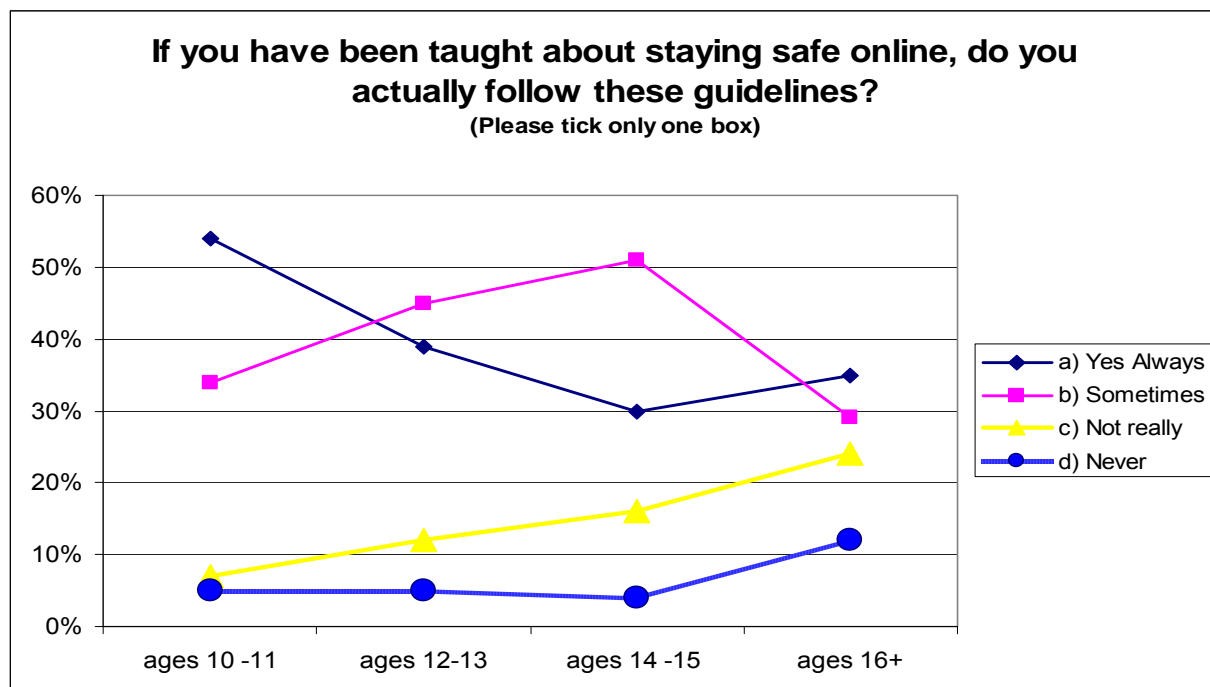
Chart 21 Base 1452 Missing 0

The Cyberbullied group.

The responses from those in the Cyberbullying Group show that they are less likely than their peers to abide by the guidelines they have been taught. In Chart 22 we see that over half of them say they only sometimes follow the guidelines and only 35% of the CB group compared to 43% of their peers always do so.

This may be an area where more exploration can be done in group work with young people. What would make them more likely to follow what they have learned? Why are some taking more risks than their peers? Do they realise how their behaviour differs and

puts them at risk? Could they be taught by older adolescents? We note that the CB group are less likely to follow guidelines and also more likely to try to get round blocks. They are almost twice as likely to know someone who can get around blocks – such as a sibling or a friend.(See below Chart 23).

If you have been taught about staying safe online, do you actually follow these guidelines? Comparing Cyberbullied with not Cyberbullied.
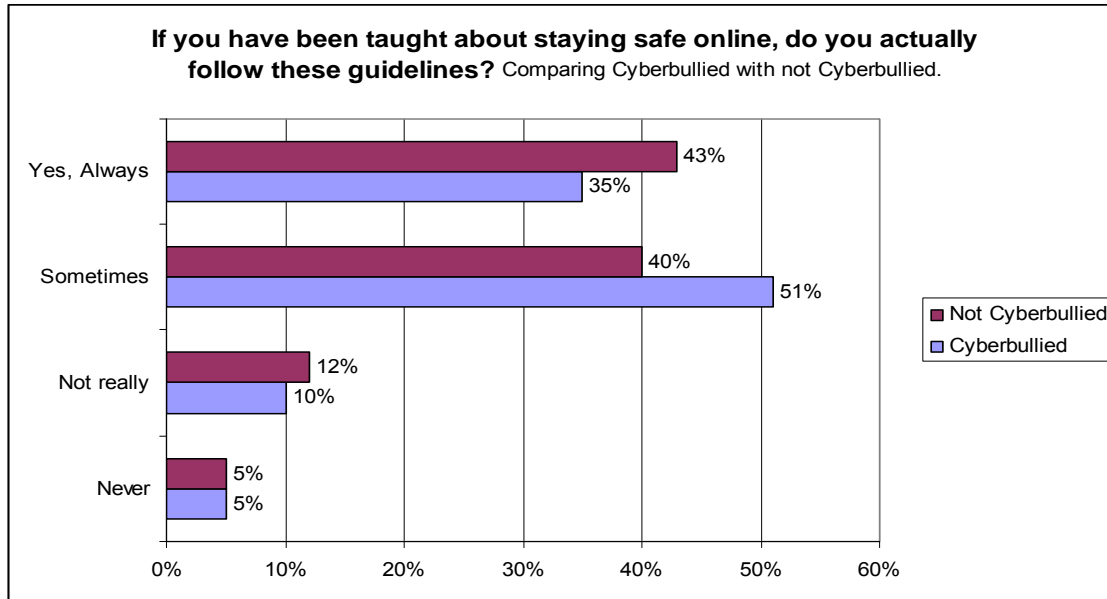
Chart 22 Base Cyberbullied 295 not cyberbullied 1150 Missing: 0

Are blocks appropriate or effective?

While 31% of all young people suggest that they can get round blocks set up to prevent access to certain websites, a further 8% know someone who can. The Cyberbullied Group, whom we have seen exhibiting risky behaviour earlier, are even more likely than other young people to try to get around blocks set up by adults to stop them using certain websites,15% vs. 9%. Chart 23

Among older respondents there is a rise in those who try to get past these blocks:
By the age of 14 the percentage of those who never try to get around blocks has dropped to less than half. 45% of these teenagers say they try to get round blocks either 'often' or 'sometimes'. Chart 24

Do you ever try to get round blocks set up by adults to stop you using some websites? Cyberbullied group.

Legend:
- Not Cyberbullied
- Cyberbullied

Category	Not Cyberbullied	Cyberbullied
Often	9%	15%
Sometimes	21%	19%
No	64%	55%
I have brothers/sisters who get past these blocks	2%	4%
I have friends who get past these blocks	5%	8%
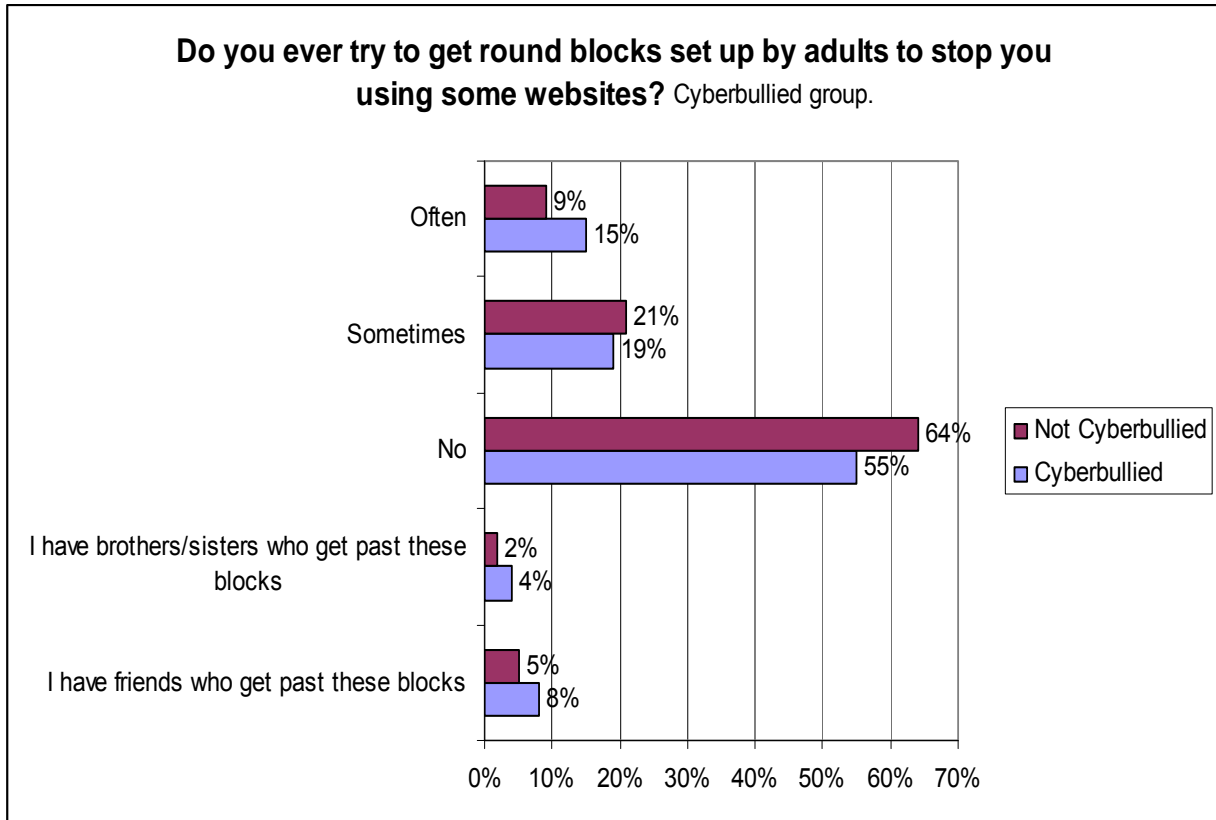
Chart 23 Base 1452 Cyberbullied group: 284. Not bullied: 1117. Missing: 44

Do you ever try and get round blocks set up by adults to stop you visiting some websites? By age

Legend:
- a) Often
- b) Sometimes
- c) No
- d) I have brothers/sisters who get past these blocks
- e) I have friends who get past these blocks
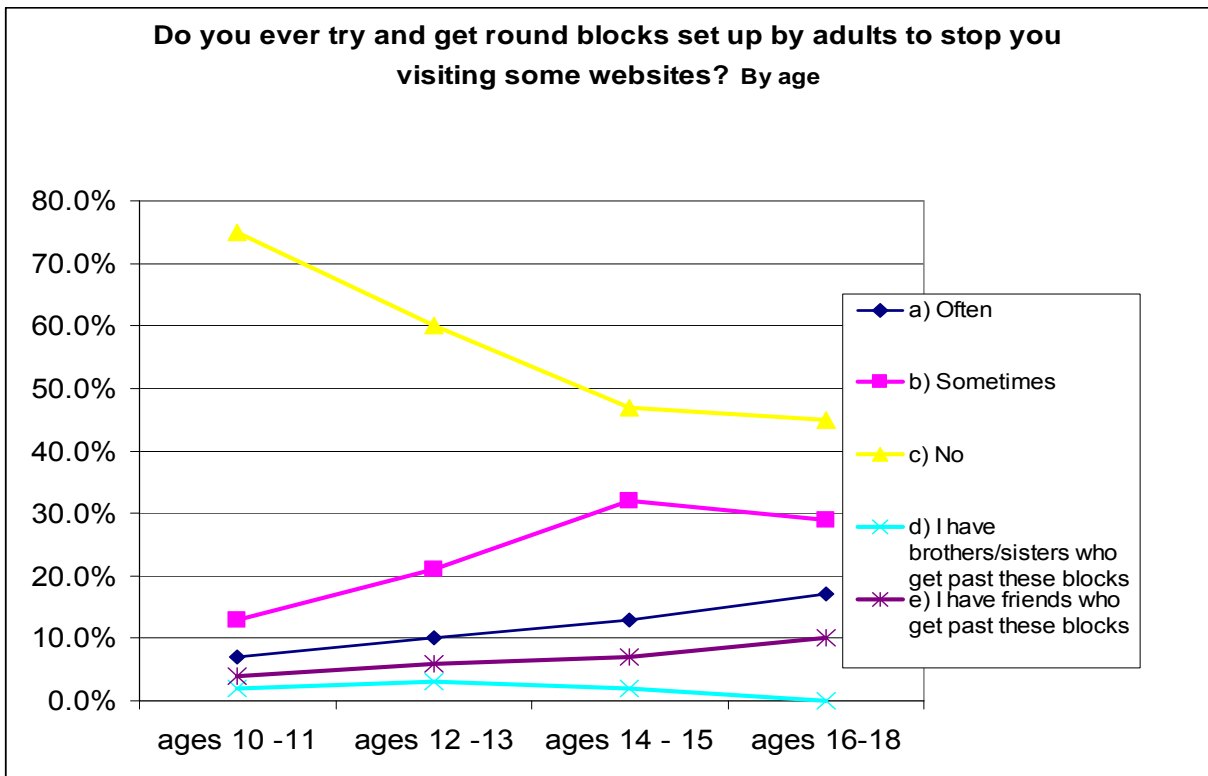
Chart 24 Base 1452. Missing: 44

E-safety education: summary

Although delivery of e-safety education is very high: 90% of 14-15 year olds have received it and the approval rating is excellent, the critical question is whether or not young people follow what they have been taught.

e-safety advice is ignored most by 14 year olds – only 30% of them say they 'always' follow the guidelines in contrast to 54% of the ten year olds. Across all ages only 42% always follow the guidelines. This means that among the remainder there are people who only sometimes follow them (43%) and 16% who 'hardly ever' or 'never' follow them.

The CB group are more likely to ignore the guidelines and also to try and get round blocks preventing access to websites.

Older respondents are less approving of the quality of the e-safety education they received – this could be due to their age and experience or simply that e-safety education has improved impressively recently.

Parents appear to be giving plenty of advice to the younger age group who also receive advice from siblings. Therefore there is a need to provide parents and older teenagers with good resources to be able to deliver to ten year olds.

Other sources are grandparents, uncles, websites, magazines and friends.

Suggested reading:
Richard H Thaler and Cass R Sunstein (2009) 'Nudge', Caravan Books

Sameer Hinduja and Justin W. Patchin (2009), 'Bullying Beyond The Schoolyard. Preventing and Responding to Cyberbullying'. Corwin Press

In her book 'Confronting Cyberbullying', Shaheen Shariff discusses the positivist punitive approach and compares it to an approach that emphasises education, ownership and rewards.

Shaheen Shariff (2009) Confronting Cyber-Bullying Cambridge University Press

List of tables and charts

A brief summary of some key studies:

In **2002** NCH (now Action for Children) identified text bullying as a new concern. In a survey of 856 people aged 11-19 they found that although numbers were small, a new form of bullying had emerged. One in four young people had been bullied or threatened via a mobile phone or a PC. 16% had received bullying or threatening text messages. 29% had told no one that they had experienced this. Of those who did tell someone, they were more likely to turn to a friend, 42% than a parent 32%.

In **2003** Oliver and Candappa looked at almost 1200 year 5 and year 8 pupils. Again numbers were small but bullying by electronic communications is emerging as a new form of bullying: 4% or 33 people reported that they had received 'nasty text messages' and 2% or 17 people had received these via email. The same year the Schools Health Education Unit reported 2% of 10,000 pupils reporting bullying by text.

Balding, J. **(2005).** Young People in 2004: the health-related behaviour questionnaire results for 40,430 young people between the ages of 10 and 15. *Schools Health Education Unit,* Exeter. Reminds us that 27% of boys would not tell anyone about bullying they experienced.

Ybarra and Mitchell **(2004)** surveyed Internet use in 1,501 youths aged 10–17 years. Over the last year, 12% reported being aggressive to someone online, 4% were targets of aggression, and 3% were both aggressors and targets. These authors hypothesised that some victims of conventional bullying may use the Internet to attack others, in a form of compensation.

In **2005**, 'Putting You in the picture' by NCH questioned 770 young people aged 11-19. They found that 20% had been cyberbullied. They found that the majority - 70%, knew the person who was bullying them, with 20% saying they were bullied by strangers. 11% had received threatening messages. Text, email and chat rooms were the options given for responses.

Also in **2005**, the NSPCC and Sugar magazine surveyed 992 UK readers with an average age of 15. Texting was found to be a frequent form of bullying and 13% admitted doing this to another person. Almost half had received threatening texts or emails.

In **2006** two studies emerged. The first by Smith et al. (2006) questioned 92 pupils aged 11-16 from 14 London schools during 2005. Smith and Russell surveyed another 500 pupils aged 12-16 from English secondary schools.

These two studies compared Cyberbullying to general bullying and looked at it both in and out of school.

Study 1 by Smith et al. included Mobile phone calls, text messaging, email, picture or video clips, Instant Messaging, websites and chat rooms. They found that a number of methods were used equally in and out of school, with actual phone calls and emails increasing out of school for obvious reasons.

Study 2 by Smith and Russell, found that reported victimisation was more likely out of school and a few people experienced it both in and out of school.

Inside school: 17 (3.4%). Outside school: 57 (11.3%). Both inside and outside school: 13 (2.6%).

Instant messaging emerged as the most common route to send a nasty message (9.3%) followed by text messages (7.6%) and Happy Slapping (6.2%). Further methods of abuse were reported using phone calls, emails websites and chat rooms in that order, with the latter mentioned by 2.4%.

But this was before mobile phones were quite so widely used by children and indeed before cameras in phones had become the norm.

Noret and Rivers **(2006)** studied over 11,000 pupils over a period from **2002 to 2005**, and asked them 'How often have you received any nasty or threatening text messages or emails?' The percentage answering 'once in a while' or more often was 5.8% in 2002; 5.9% in 2003; 7.4% in 2004; and 7.0% in 2005. This increase was mainly present in girls rather than boys.

Microsoft's Internet portal MSN conducted a survey in the UK in **2006** of 518 children aged 12-15 and their parents. The report only investigated online bullying and not bullying by mobile phones. 11% of the children had experienced victimisation, whilst 5% admitted Cyberbullying others. Girls (18%) were twice as likely to be victims compared to boys (7%). About three quarters (74%) had not gone to anyone for advice the last time they were cyberbullied and almost half (48%) of the parents were unaware of the phenomenon of Cyberbullying

By **2007**, According to the Department for Children, Schools and Families (DCSF), between 11 – 34% of children and young people had experienced cyber bullying (DCSF 2007).

By **2009** the national charity Beatbullying, found that 1 in 3 young people between the ages of 11-18 had experienced cyber bullying. (Beatbullying 2009).

Also in **2009**,The National Centre for Social Research published research findings showing that cyber bullying and name calling are now jointly the most common form of bullying experienced by young people aged 14 – 16.

In **2009** The Warwickshire Anti-Bullying partnership led by Rachel Evans questioned 2200 children and young people. 23% of the children and young people involved had been cyber bullied. This figure rose to 30% for girls compared with 16% for boys. It appears to peak for girls at 15. 10% of the children and young people in the survey had experienced more than one type of cyber bullying.

Safe To Play (**2009**) by Youthworks for Dudley MBC, questioned 2897 secondary school and college respondents, of whom only 11% had been bullied by mobile phone, web or email. However this rose to 31% among a group of respondents who were identified as 'badly bullied'.

Anti-Bullying Alliance **(2009)** questioned parents who said one in four of their children had been cyberbullied.

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Ybarra, M.L. and Mitchell, K.J. (2004). Online aggressor/targets, aggressors, and targets: a comparison of associated youth characteristics. *Journal of Child Psychology and Psychiatry, 45, 1308-1316.*

Willard, N.E. (2006). Cyberbullying and cyberthreats. Eugene, Oregon: *Center for Safe and Responsible Internet Use.*

Web: Advice website Digizen suggests that 22% have been victims of Cyberbullying, retrieved 26.12.09 from http://www.digizen.org/Cyberbullying/;

The Essex Cybersurvey

Schools, youth clubs and other groups want to learn how to keep young people safe online.

You are helping other children and young people by answering a few quick questions. These questions have been designed and tested for you by 158 young people.

Your answers are confidential and we do not need to know your name.

We do need all the questions answered, but if you really do not want to answer a particular question, please leave it out and go to the next one.

You will need a code, given to you by your school or group.

How long will it take?
It should only take you about ten or fifteen minutes to answer.

To start please click the 'next' button

* 1. Please enter your code here

2. Do you have any of these? *(You may tick more than one box)*

- ☐ a) A mobile phone?
- ☐ b) A computer you can use by yourself at home?
- ☐ c) A computer you can use by yourself at a club, library or cafe?
- ☐ d) A computer you often use without adults at a friend's house?
- ☐ e) A Facebook page? (Or other social networking site)
- ☐ f) Chatrooms you regularly use?

3. Have you been taught how to stay safe online? If yes, was it:
(Please tick any that apply)

☐ a) In school

☐ b) By my parents

☐ c) At my youth club

☐ d) By my brother or sister

☐ e) On a website

Other (please specify)

4. If you have been taught how to stay safe online, how good was this information?
(Please tick one box only)

☐ a) Very good

☐ b) Quite good

☐ c) Not good enough

☐ d) Useless

5. Were you taught about how to stay safe online at the right time or not?
(Please tick only one box)

☐ a) At the right time

☐ b) Too late

☐ c) Too early

d) When should young people be taught about safety online?

6. If you have been taught about staying safe online, do you actually follow these guidelines?
(Please tick only one box.)

☐ a) Yes, Always

☐ b) Sometimes

☐ c) Not really

☐ d) Never

7. Do you ever try and get round blocks set up by adults to stop you using some websites? *(Please tick only one box)*

☐ a) Often

☐ b) Sometimes

☐ c) No

☐ d) I have brothers/sisters who get past these blocks

☐ e) I have friends who get past these blocks

8. ONLINE: Have you ever received any of these? If yes, please tick the right box. *(You may tick more than one box)*

☐ a) A message where the sender was not who they said they were?

☐ b) A message that tried to make you do something you did not want to do?

☐ c) A message from a stranger suggesting you meet up?

☐ d) A message that showed people were talking about you nastily online?

☐ e) A message that contained threats?

☐ f) A message with unwanted sexual suggestions, jokes or threats?

☐ g) A message with insults calling you gay? (Whether true or not)

☐ h) A message calling you racist comments or names?
Any other unpleasant or upsetting message? *(Please explain)*

9. ON YOUR MOBILE PHONE
Using your mobile phone, have you ever had any of the following happen to you?
(If the answer is yes, please tick the right box. You may tick more than one box)

☐ a) Scary threatening messages?

☐ b) Bullying carried on from your life in school?

☐ c) People text you about where to meet, but then change the place on purpose without telling you - so that they can make fun of you or leave you out?

☐ d) Unpleasant name calling?

☐ e) Racist words or comments?

☐ f) Unwanted sexual words, threats or suggestions?

☐ g) Insults calling you gay? (Whether true or not)

☐ h) Insults because of disability?

☐ i) A humiliating photo of you deliberately sent round to upset you, laugh at you or embarrass you? (Not meant as a shared joke).

10. OTHER PEOPLE USING PHONES, SMS OR THE WEB
(If any of these has happened to you, please tick the right box. You can tick more than one.)

☐ a) Have other people ever deliberately sent each other humiliating or embarrassing photos of you in order to upset or hurt you?

☐ b) Has anyone deliberately sent round a message spreading rumours about you?

☐ c) Do you know anyone this has happened to?

☐ d) Have you ever done any of these things to others?

11. Bullying is behaviour that intentionally hurts others, either physically or emotionally. It is usually repeated over time and can make us feel powerless. Cyberbullying is when mobiles or the internet are used as tools to bully.

a) Have you been cyberbullied? ☐ Yes ☐ No

b) If you have been cyberbullied did you tell anyone? ☐ Yes ☐ No

Did you get help to stop it?

12. If you have been cyberbullied, how did it make you feel?
Please choose the answer closest to how you felt.
If you have not been cyberbullied please tick N/A

Very upset and angry	A little upset and down	Not bothered	Mostly OK with my friends	I took it as a joke	N/A
☐	☐	☐	☐	☐	☐

*13. ABOUT YOU

☐ a) I am a boy   ☐ b) I am a girl

* 14. How old are you?

☐ 10-11

☐ 12-13

☐ 14-15

☐ 16-17

☐ 17-18

That is it - you are finished!

Thanks for doing this survey.

Your answers will help us to work with young people to find ways of staying safe in cyberspace.

If you want to talk to someone about being bullied or something worrying online:

On your mobile: call your phone service or
Childline 0800 1111

Online:
Childline 0800 1111 or www.childline.org.uk
Childnet International www.childnet-int.org/
www.cybermentors.org.uk/

Please do not reply or delete the messages you are upset about - you may need them as evidence. Please do get help.

This questionnaire has been designed and carried out by Youthworks Consulting Ltd.
Working with and for children and young people.

NB all respondents were required to enter a code at the outset without which they could not continue the questionnaire.