

STOP CYBERBULLYING DAY

SURVEY 2017

A MAJOR INTERNATIONAL SURVEY INTO BYSTANDER EXPERIENCES
OF BULLYING, ABUSE AND HARASSMENT ON THE INTERNET



THE CYBERSMILE FOUNDATION

CONTENTS

INTRODUCTION	3
AMBASSADOR STATEMENT	4
NOTABLE FINDINGS	5
U.S. SURVEY	6
ABUSE ON SOCIAL MEDIA	7
EXPOSURE TO ABUSE ONLINE	8
HOMOPHOBIC ABUSE ONLINE	9
RELIGION BASED ABUSE ONLINE	10
RACIST ABUSE ONLINE	11
U.K. SURVEY	12
ABUSE ON SOCIAL MEDIA	13
EXPOSURE TO ABUSE ONLINE	14
HOMOPHOBIC ABUSE ONLINE	15
RELIGION BASED ABUSE ONLINE	16
RACIST ABUSE ONLINE	17
ABOUT CYBERSMILE	18
CONTACT	19



INTRODUCTION

To mark Stop Cyberbullying Day 2017, Cybersmile have undertaken a major international survey with a focus on bystander experiences of bullying, abuse and harassment on the internet.

In order to continue developing effective strategies for the prevention, reduction and support of online abuse related issues, we must start to look at levels of bystander exposure to online toxicity that every internet user is experiencing online.

Social media platforms, online gaming, forums and many other online communities are all places where audiences can be affected by exposure to abusive content.

With the internet now the most accessible it has ever been, it has never been more important to focus on the prevalence of digital abuse and its impact on the wider internet audience – outside of the conventional perpetrator/victim dynamic.



**DAN RAISBECK, CO-FOUNDER
THE CYBERSMILE FOUNDATION**



**IAIN ALEXANDER, HEAD OF ENGAGEMENT
THE CYBERSMILE FOUNDATION**

When we look at human interaction over the last decade we see how the social web has increasingly become part of our everyday lives. While technology continues to adapt and new social platforms emerge, we head towards a mobile era where society as a whole is becoming connected 24/7. This change brings about new opportunities but also poses problems as the internet evolves and we adapt. Behaviors are changing and people from all walks of life are interacting for the first time in our evolution – but we are also witnessing a never before seen level of abuse that people of all ages are being subjected to. This requires companies, organizations, governments and individuals to come together and work out a solution to this problem that is having such a detrimental impact on people's lives.

Our survey demonstrates the scale of abuse on the internet in its different forms and we wish to present these findings to encourage positive action at a national and international level to begin solving these challenging problems.

AMBASSADOR STATEMENT



NORMANI KORDEI

CYBERSMILE DIVERSITY AMBASSADOR

As Cybersmile's Official Diversity Ambassador and also as somebody who has been personally affected by abuse online, I am very proud to be part of this international survey.

Designed to shine a light on various types of bullying and abuse online from a bystanders perspective - we must always remember that abusive material such as racism, religious based and homophobic content online hurt and affect huge numbers of people, regardless of who the actual offensive material was intended for.

Thank you for your ongoing support for our work at Cybersmile and remember to be kind to each other.

A handwritten signature in black ink, appearing to be 'NPK' with a flourish.

NOTABLE FINDINGS



★ 54.5% OF ALL RESPONDENTS HAD SEEN THE MOST ONLINE ABUSE ON FACEBOOK

★ 55.1% OF ALL RESPONDENTS HAD SEEN THE MOST ONLINE ABUSE ON FACEBOOK

★ 45.2% OF RESPONDENTS AGED 18-24 HAD SEEN RACIST ABUSE ONLINE

★ 40.6% OF RESPONDENTS AGED 18-24 HAD SEEN RACIST ABUSE ONLINE

★ 61.1% OF ALL FEMALE RESPONDENTS HAD SEEN THE MOST ABUSE ON FACEBOOK

★ 61.9% OF ALL FEMALE RESPONDENTS HAD SEEN THE MOST ABUSE ON FACEBOOK

★ 39.8% OF RESPONDENTS AGED 25-34 HAD SEEN HOMOPHOBIC ABUSE ONLINE

★ 29.6% OF RESPONDENTS AGED 25-34 HAD SEEN HOMOPHOBIC ABUSE ONLINE

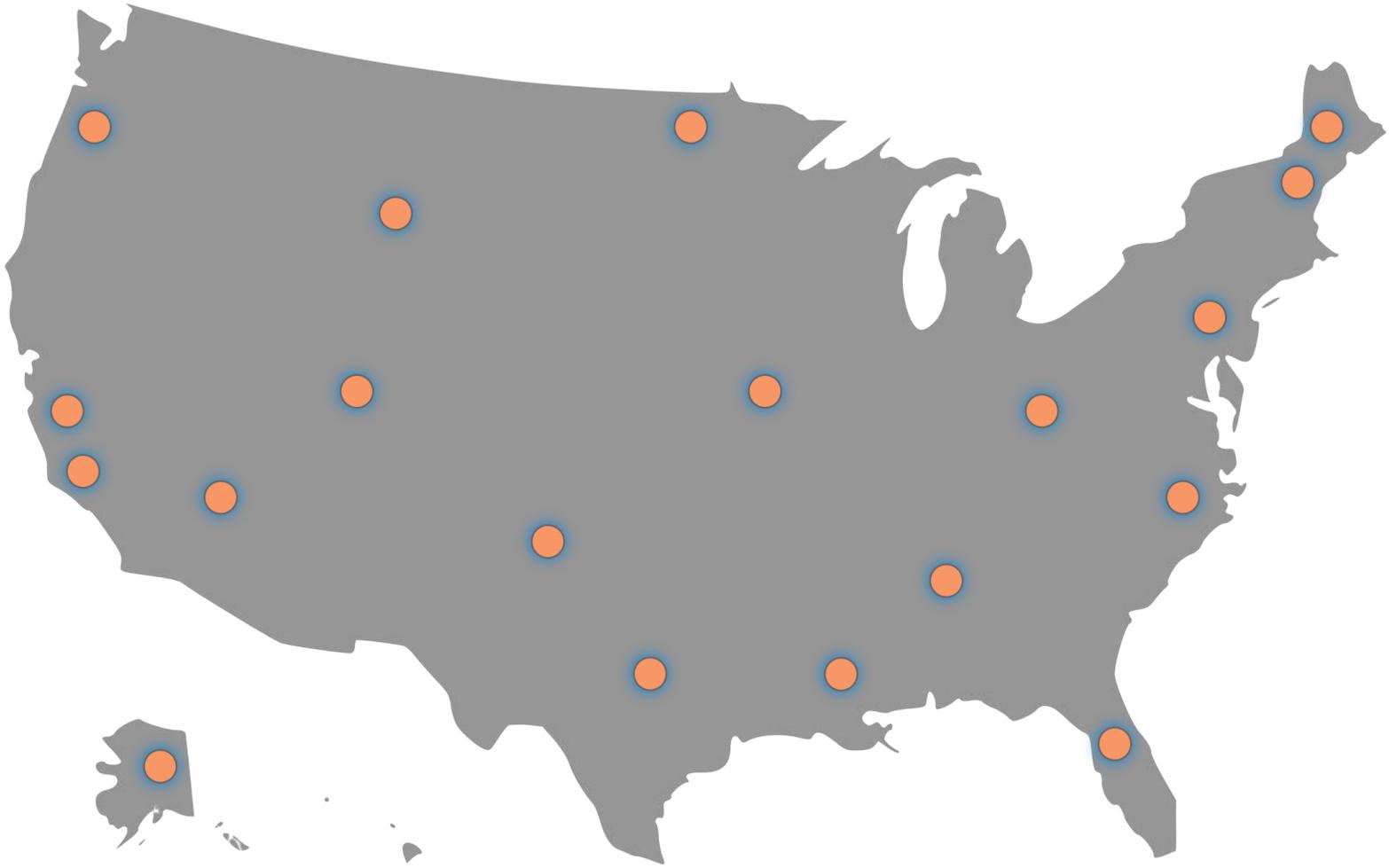
★ 35.7% OF RESPONDENTS AGED 18-24 HAD SEEN RELIGION BASED ABUSE ONLINE

★ 31.5% OF RESPONDENTS AGED 18-24 HAD SEEN RELIGION BASED ABUSE ONLINE

★ 39.6% OF RESPONDENTS AGED 18-24 HAD SEEN BULLYING, ABUSE OR HARASSMENT ONLINE

★ 37.8% OF RESPONDENTS AGED 18-24 HAD SEEN BULLYING, ABUSE OR HARASSMENT ONLINE

U.S. SURVEY



SURVEY CONDUCTED BETWEEN JUNE 8TH – JUNE 12TH TARGETING ALL 50 STATES (DATA SOURCE / GOOGLE)

AGE GROUPS

18-24, 25-34, 35-44,
45-54, 55-64, 65+

GENDERS

Male
Female

QUESTIONS

On which of the following platforms have you seen the most bullying, harassment or abuse?

Have you ever seen bullying, abuse or harassment online?

Have you ever seen homophobic bullying, abuse or harassment online?

Have you ever seen religion based bullying, abuse or harassment online?

Have you ever seen racist bullying, abuse or harassment online?

SAMPLE SIZE

20,554 participants

SAMPLE BIAS

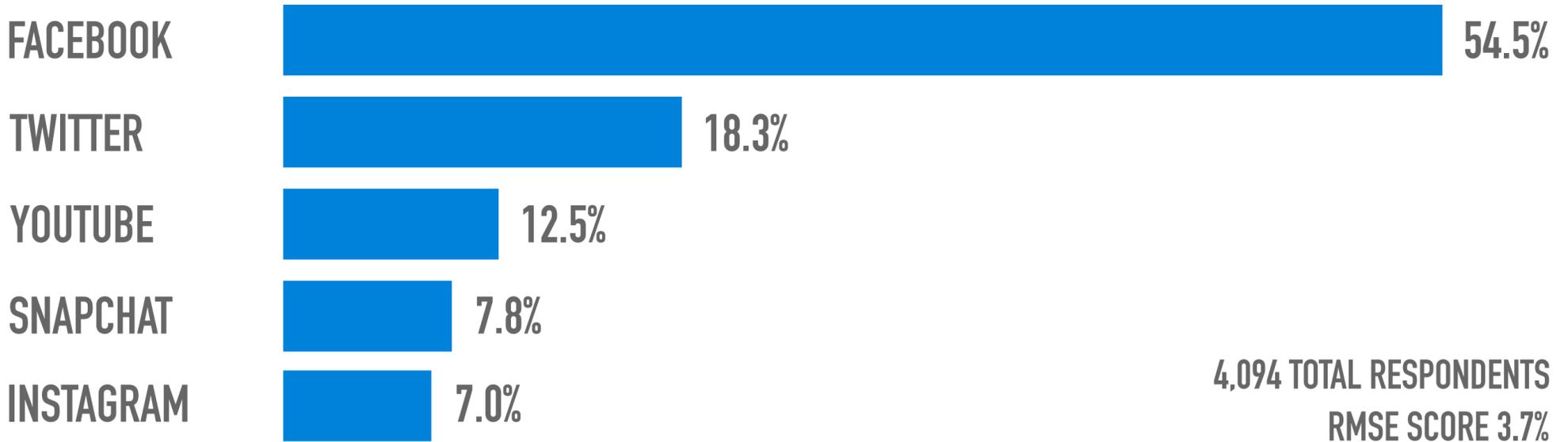
RMSE Score average 4,02%

REGIONS TARGETED

50 States

ABUSE ON SOCIAL MEDIA

ON WHICH OF THE FOLLOWING PLATFORMS HAVE YOU SEEN THE MOST BULLYING, ABUSE OR HARASSMENT?



	18-24	25-34	35-44	45-54	55-64	65+
FACEBOOK	45.6%	53%	53.7%	57.4%	59.3%	56.7%
TWITTER	18.3%	17.9%	19.3%	18.1%	16.6%	19.6%
YOUTUBE	18.0%	13.1%	10.4%	10.7%	12.2%	11.4%
SNAPCHAT	10%	6.7%	9%	8.5%	6%	6.7%
INSTAGRAM	8%	9.3%	7.6%	5.2%	6%	5.6%
	*567 / 4.2%	*846 / 5.5%	*865 / 4.2%	*816 / 5.8%	*657 / 4.2%	*343 / 7%

MALE	*2097 / 3.6%	FB 47.2%	TW 21.8%	YT 15%	SC 8.7%	IG 7.3%
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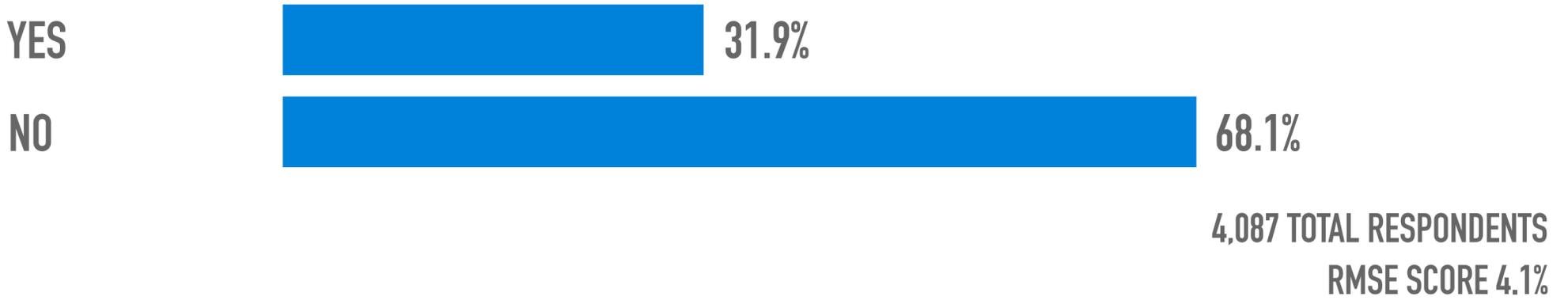
FEMALE	*1997 / 4.3%	FB 61.1%	TW 15%	YT 10.1%	SC 7%	IG 6.7%
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BULLYING, HARASSMENT,

ABUSE ONLINE

HAVE YOU EVER SEEN BULLYING, ABUSE OR HARASSMENT ONLINE?



	18-24	25-34	35-44	45-54	55-64	65+
YES	39.6%	38.1%	33.9%	29.2%	29%	20.2%
NO	60.4%	61.9%	66.1%	70.8%	71%	79.8%
	*451 / 4.8%	*741 / 7.1%	*790 / 6%	*824 / 5.8%	*738 / 5.7%	*543 / 8.5%

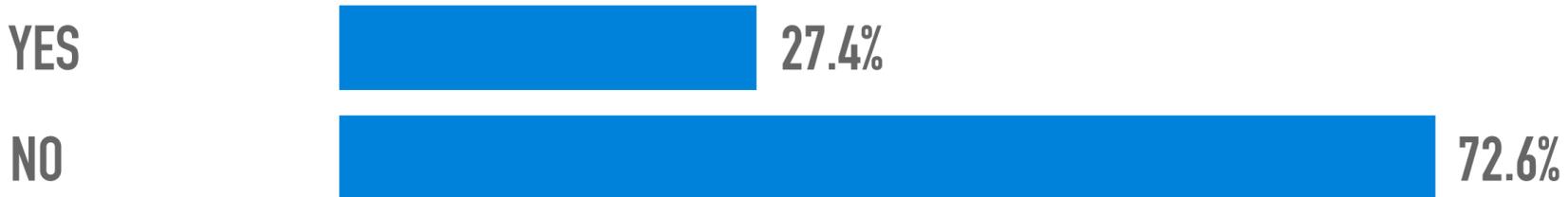
MALE *2161 / 4.3% YES 28.7% NO 71.3%

FEMALE *1926 / 4.1% YES 34.8% NO 65.2%



HOMOPHOBIC ABUSE ONLINE

HAVE YOU EVER SEEN HOMOPHOBIC BULLYING, ABUSE OR HARASSMENT ON THE INTERNET?



4,107 TOTAL RESPONDENTS
RMSE SCORE 3.5%

	18-24	25-34	35-44	45-54	55-64	65+
YES	37.9%	39.8%	27%	25.1%	17.5%	15%
NO	62.1%	60.2%	73%	74.9%	82.5%	85%
	*507 / 4.3%	*813 / 5.1%	*748 / 6.7%	*816 / 4.6%	*726 / 3.6%	*497 / 8.7%

MALE *2106 / 3.9% YES 25.1% NO 74.9%

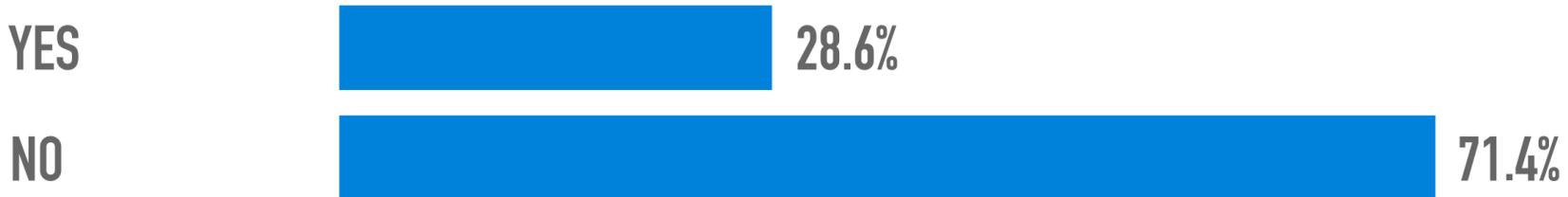
FEMALE *2001 / 3.6% YES 29.5% NO 70.5%



RELIGION BASED

ABUSE ONLINE

HAVE YOU EVER SEEN RELIGION BASED BULLYING, ABUSE OR HARASSMENT ONLINE?



4,099 TOTAL RESPONDENTS
RMSE SCORE 4.5%

	18-24	25-34	35-44	45-54	55-64	65+
YES	35.7%	31.3%	31.4%	27.8%	24.7%	20.2%
NO	64.3%	68.7%	68.6%	72.2%	75.3%	79.8%
	*477 / 5.3%	*740 / 6.5%	*812 / 7%	*793 / 8.3%	*757 / 5.7%	*520 / 9.7%

MALE *2184 / 4.8% YES 27.5% NO 72.5%

FEMALE *1915 / 4.8% YES 29.7% NO 70.3%



RACIST ABUSE ONLINE

HAVE YOU EVER SEEN RACIST BULLYING, ABUSE OR HARASSMENT ONLINE?



4,167 TOTAL RESPONDENTS
RMSE SCORE 4.3%

	18-24	25-34	35-44	45-54	55-64	65+
YES	45.2%	39.1%	35.4%	24.7%	24.8%	21.2%
NO	54.8%	60.9%	64.6%	69.9%	75.2%	78.8%
	*462 / 4.3%	*807 / 6.4%	*802 / 5.7%	*818 / 6.1%	*769 / 5.2%	*509 / 9.1%

MALE *2225 / 3.5% YES 29.7% NO 70.3%

FEMALE *1942 / 4.9% YES 35.6% NO 64.4%



U.K. SURVEY

SURVEY CONDUCTED BETWEEN JUNE 8TH – JUNE 12TH TARGETING ALL UK REGIONS (DATA SOURCE / GOOGLE)

QUESTIONS

On which of the following platforms have you seen the most bullying, harassment or abuse?

Have you ever seen bullying, abuse or harassment online?

Have you ever seen homophobic bullying, abuse or harassment online?

Have you ever seen religion based bullying, abuse or harassment online?

Have you ever seen racist bullying, abuse or harassment online?



AGE GROUPS

18-24, 25-34, 35-44,
45-54, 55-64, 65+

GENDERS

Male
Female

SAMPLE SIZE

21,098 participants

SAMPLE BIAS

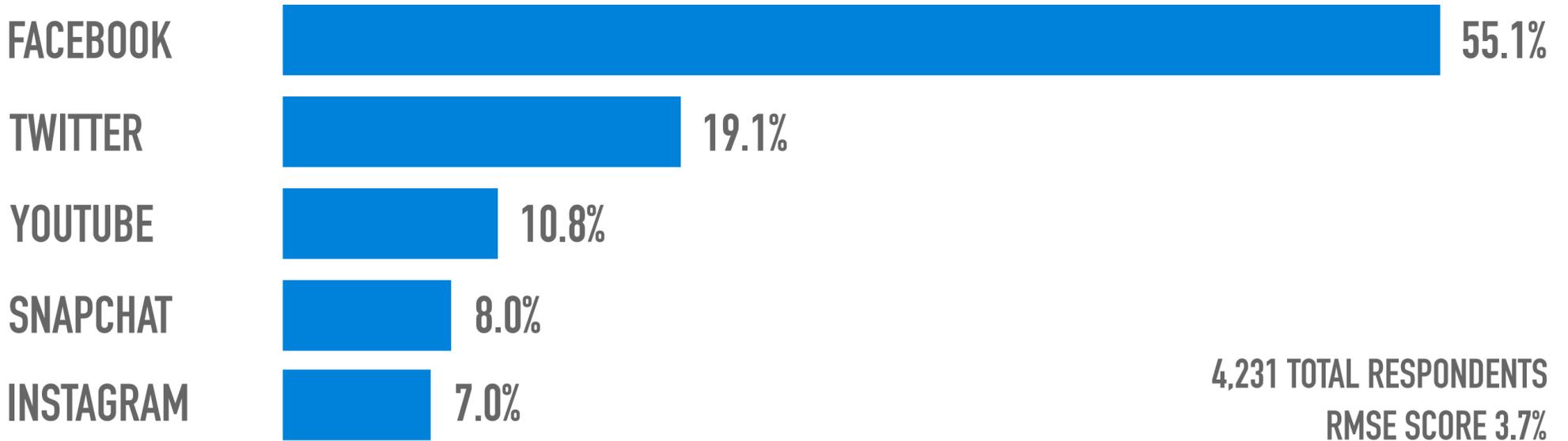
RMSE Score average 2.62%

REGIONS TARGETED

England, Scotland, Wales,
Northern Ireland

ABUSE ON SOCIAL MEDIA

ON WHICH OF THE FOLLOWING PLATFORMS HAVE YOU SEEN THE MOST BULLYING, ABUSE OR HARASSMENT?



	18-24	25-34	35-44	45-54	55-64	65+
FACEBOOK	49.5%	58.4%	57.8%	56%	56.1%	50.9%
TWITTER	18.3%	18.7%	17.7%	20.4%	19.1%	20.5%
YOUTUBE	13.3%	8.9%	10.7%	10.2%	10.2%	12.7%
SNAPCHAT	9.2%	6.7%	7.8%	8.1%	6.7%	10.1%
INSTAGRAM	9.7%	7.3%	5.9%	5.4%	7.9%	5.7%
	*741 / 3.5%	*871 / 3.4%	*894 / 3.8%	*817 / 4.8%	*551 / 8.4%	*357 / 8.3%

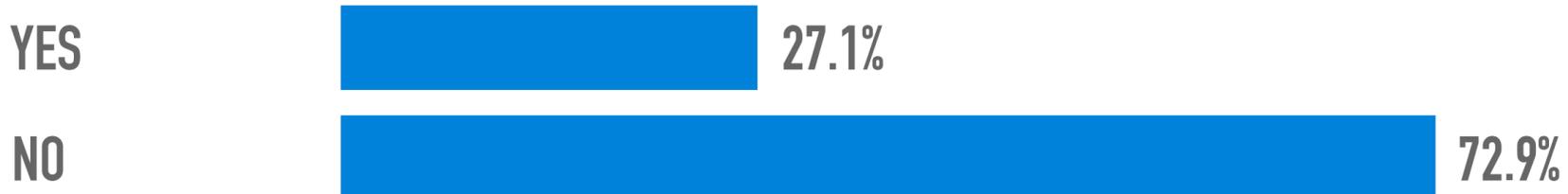
MALE	*2258 / 3%	FB 48.4%	TW 21.3%	YT 13.1%	SC 9.7%	IG 7.5%
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FEMALE	*1973 / 4%	FB 61.9%	TW 16.8%	YT 8.6%	SC 6.3%	IG 6.4%
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BULLYING, HARASSMENT, ABUSE ONLINE

HAVE YOU EVER SEEN BULLYING, ABUSE OR HARASSMENT ONLINE?



4,255 TOTAL RESPONDENTS
RMSE SCORE 2%

	18-24	25-34	35-44	45-54	55-64	65+
YES	37.8%	33.5%	29.2%	21.3%	21.9%	14.6%
NO	62.2%	66.5%	70.8%	78.7%	78.1%	85.4%
	*668 / 1.4%	*802 / 1.6%	*808 / 2.8%	*813 / 2.4%	*625 / 3.4%	*539 / 3.1%

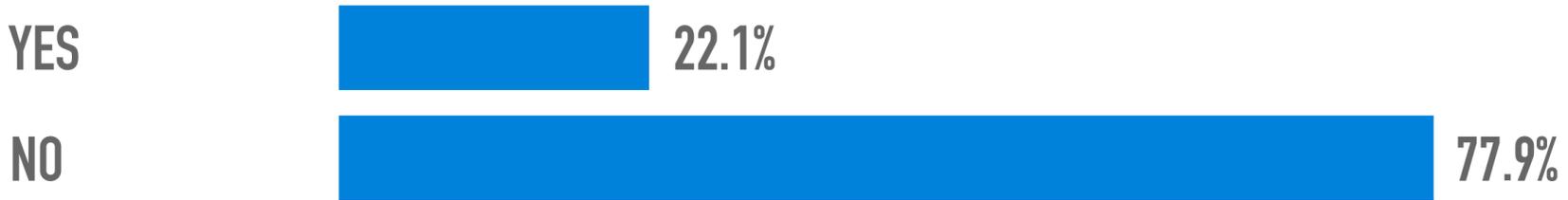
MALE *2188 / 2% YES 25.1% NO 74.9%

FEMALE *2067 / 1.3% YES 29.1% NO 70.9%



HOMOPHOBIC ABUSE ONLINE

HAVE YOU EVER SEEN HOMOPHOBIC BULLYING, ABUSE OR HARASSMENT ON THE INTERNET?



4,192 TOTAL RESPONDENTS
RMSE SCORE 1.9%

	18-24	25-34	35-44	45-54	55-64	65+
YES	37.1%	29.6%	21.4%	17%	13.2%	9.7%
NO	62.9%	70.4%	78.6%	83%	86.8%	90.3%
	*667 / 1.3%	*800 / 2%	*788 / 2.9%	*822 / 2.3%	*590 / 3.8%	*525 / 4.4%

MALE *2182 / 2.3% YES 21.2% NO 78.8%

FEMALE *2010 / 1.1% YES 23% NO 77%



RELIGION BASED

ABUSE ONLINE

HAVE YOU EVER SEEN RELIGION BASED BULLYING, ABUSE OR HARASSMENT ONLINE?



	18-24	25-34	35-44	45-54	55-64	65+
YES	31.5%	30.9%	24.7%	18.5%	17.5%	10.4%
NO	68.5%	69.1%	75.3%	81.5%	82.5%	89.6%
	*689 / 2.5%	*806 / 3.6%	*824 / 3%	*789 / 3.9%	*619 / 3.8%	*498 / 3.7%

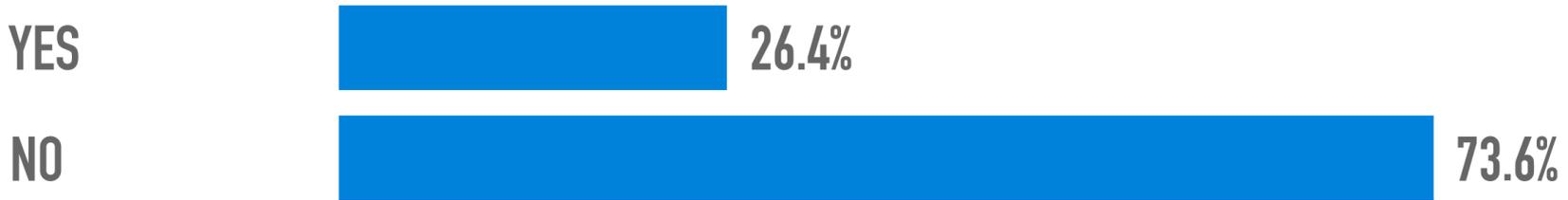
MALE *2238 / 2.2% YES 22.5% NO 77.5%

FEMALE *1987 / 2.3% YES 23.6% NO 76.4%



RACIST ABUSE ONLINE

HAVE YOU EVER SEEN RACIST BULLYING, ABUSE OR HARASSMENT ONLINE?



4,195 TOTAL RESPONDENTS
RMSE SCORE 2.8%

	18-24	25-34	35-44	45-54	55-64	65+
YES	40.6%	31.2%	31.1%	18.8%	18.2%	14.1%
NO	59.4%	68.8%	68.9%	81.2%	81.8%	85.9%
	*693 / 2.5%	*798 / 3.1%	*777 / 4%	*773 / 3.6%	*639 / 4.5%	*515 / 4.5%

MALE *2235 / 2.9% YES 25.3% NO 74.7%

FEMALE *1960 / 1.8% YES 27.5% NO 72.5%



ABOUT CYBERSMILE

THE CYBERSMILE FOUNDATION IS A MULTI AWARD WINNING ANTI CYBERBULLYING NON-PROFIT ORGANIZATION. COMMITTED TO TACKLING ALL FORMS OF DIGITAL ABUSE AND BULLYING ONLINE, WE WORK TO PROMOTE DIVERSITY AND INCLUSION BY BUILDING A SAFER, MORE POSITIVE DIGITAL COMMUNITY.

Through education and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services, we enable victims and their families to regain control of their lives.

Founded in 2010, Cybersmile has grown to become the world's leading anti cyberbullying non-profit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. – Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

Our mission is a simple one; we believe that everyone should be able to enjoy being part of the new connected online world. Regular and productive use of the Internet has become essential to a healthy social and personal development.

Unfortunately, cyberbullying and digital abuse is increasing, holding many back from enjoying the benefits that this connected community can provide. Our current online environment lacks the balance and social rules of engagement that have been cultivated over generations, governing the behavior and relationships in the communities where we live, play and work – the physical world.

Policing, monitoring and internet restrictions can only go so far, although useful additions to any internet safety policy, they are not adequate substitutes for a thorough understanding of cyberbullying and its related issues such as netiquette, personal security and emotional intelligence.

The Cybersmile Foundation are committed to helping everyone realize their true potential by supporting those that are bullied online, changing the behavior of the bullies themselves and through education – preparing this and further generations for a safe and positive digital future.

TESTIMONIAL



“Exciting, innovative, trail blazing; these are just a few words I’d use to sum up Cybersmile and their incredible work. We are delighted to have invested in this organisation; such an incredible impact from our donations felt positively across the internet.”

- Lisa Jackson, Chief Executive



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THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is an international non profit organization registered as a 501(c)3 not-for-profit organization in the U.S and as a registered charity in the U.K (No.1147576)