

The Cybersurvey for Suffolk

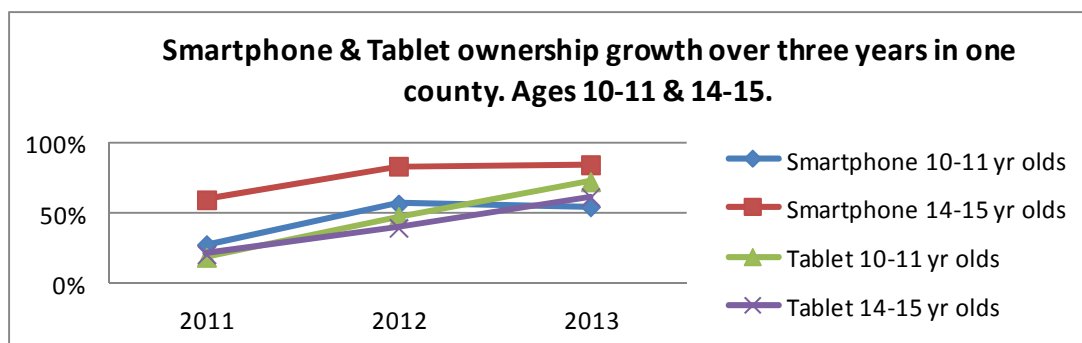
Aims

The objective of the Cybersurvey for Suffolk was to inform the work of the e-Safer Suffolk Strategy in 2013. The associated aims were:

1. To obtain annual snapshots of young people's access to the Internet and their experiences of cyberbullying and other online aggression.
2. To explore how e-safety education is perceived and adhered to.
3. To compare the data for this county with data collected in the Cybersurvey elsewhere.

Key Findings

- **Access to the Internet:** The rise of Smartphone ownership, now standing at 84% among 14-15 year olds in Suffolk, was the notable story of 2012. But 2013 saw the rise of tablets, now used by 73% of 10-11 year olds, up from 48% in 2012. This trend slowed the move to Smartphones in this young age group and is possibly one reason why there is no increase in cyberbullying among 10-11 year olds. Games console ownership is also slightly down.
- YouTube is the most popular site or app, followed by a wide range: Twitter, Snapchat, Facebook, Tumblr, Flickr, Instagram and Whatsapp. Boys are more likely than girls to use games consoles, virtual worlds and computers at clubs, libraries and cafes or friends' homes. Those who are cyberbullied: are 1/3 more likely to use chatrooms and have a Facebook page; are 50% more likely to use a computer at a friend's house with no adult present; and a third more likely to have a Smartphone with which to access the Internet.



- **Aggressive and rude, but is it bullying?** Around half (53%) of young people experience nasty or aggressive messages, sexual 'jokes' and other unwanted traffic on their mobiles and online. The language used is often shocking to adults, yet many young people appear to shrug it off. For less resilient youngsters, however, it can seem that they are engulfed in a torrent of abusive and aggressive language and nasty cruel behaviour. But young people distinguish between unpleasant experiences and cyberbullying. 20% said they considered their experience to be cyberbullying.
- **Is it worsening?** After a marked rise in aggressive online behaviour between 2011 and 2012, this has levelled out in 2013. This trend may be influenced by a larger cohort of younger students in the sample this year.

- **Impact – How did it make you feel?** Respondents rated the impact of different types of abusive or aggressive interactions on a five point scale. 2013 was the year of the 'Selfie', but also the year of humiliating photos used in new ways. Our respondents chose '*A humiliating photo of you deliberately sent round to upset you, laugh at you or embarrass you. (Not meant as a shared joke)*' as most upsetting, closely followed by '*cyberbullying linked to bullying in school*'. Messages from strangers asking to meet up and messages with unwanted sexual jokes or threats were rated as next in impact.
- **Blackmail over images:** 4% of respondents (N = 73) said they had been blackmailed or threatened over private intimate/nude photos or webcam images. Fortunately more than three quarters of respondents to this question knew where to get help if this happened to them or to a friend.
- **Cyberbullying:** The overall level of cyberbullying (20% of the total sample) is similar to those in other Cybersurveys conducted elsewhere in England over the past 6 years. But this masks some sharp rises in certain age groups. There has been a steady rise among 12-13 year olds from 17% in 2011 to 25% in 2013. Cyberbullying among 14-15 year olds is rising, up from 20% in 2012 to 25% in 2013. There is no rise among 10-11 year olds. Of those who were cyberbullied, 70% told someone, but only 58% got help to stop it. This is a welcome increase in reporting but needs matching in adult skills to resolve cases. For 10% things actually worsened and 9% said '*it stayed the same*' after they reported it.
- **E-safety:** E-safety education in schools reaches 92% of pupils, but parents of 40% of 10-11 year olds fail to address e-safety. More students think their e-safety education was '*very good*' this year, but 14-15 year olds remain the most likely to criticise it and the least likely to implement it.
- **Vulnerable groups:** Though small in number, a broad spectrum of individuals require support and proactive help to prevent cyberbullying and discrimination. They are less likely to follow the e-safety education advice and need help to use the internet safely. Included are those in care, young carers, those with SEN or disabilities and those who have language difficulties or do not speak English as a first language. Targets of Homophobic bullying tend to say the e-safety education was not good enough.

Methodology

Data were collected from 1685 respondents in schools across the county in the autumn 2013 (52% boys and 48% girls). The report discusses the results of the analysis in comparison to the results obtained in 2012 (N = 2893 responses) and 2011 (N = 1726). The latest sample is younger overall. The online survey tool was developed with a strong youth participation focus in Dudley, West Midlands. The initial lead authorities were Birmingham, Solihull, Dudley and Oxfordshire. Questions were then piloted further by young people in Essex. The survey began in 2008 and has been in use every year since then. Core questions remain unchanged for comparison purposes but modernisations have been made.

Source [Suffolk Cybersurvey Report](#) & www.youthworksconsulting.co.uk/news/

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