

## Safer Internet Day 2014: Campaign Evaluation

### Aims

Safer Internet Day is a one-day campaign that aims to highlight the importance of acting responsibly online. By increasing people's understanding of internet safety, it aims to change their online behaviour. A post-campaign survey was carried out to evaluate the effectiveness of Safer Internet Day 2014 in terms of reach and impact. Surveys were conducted with children (8-12 year olds), teenagers (13-17 year olds), parents with children aged 8-17, and adults (18+) across the UK.

### Key Findings

- Awareness levels of Safer Internet Day were highest amongst children. 25% of children, 18% of teenagers, 10% of parents and 5% of adults said they had heard about Safer Internet Day.
- Of those who were aware of Safer Internet Day, 64% of children, 43% of teenagers and 44% of parents said they would talk to someone in their family about using the internet safely after finding out about Safer Internet Day.
- Of those who were aware of Safer Internet Day, 46% of children, 40% of teenagers and 28% of parents said they would change their online behaviour as a result of the campaign.
- 86% of parents were concerned about using the internet safely vs. 83% of adults, 79% of teenagers and 60% of children.
- Teenagers showed a greater understanding of information control than parents or adults. When asked if they believed that everything stays on the internet forever, 54% of teens agreed vs. 48% of parents and 44% of adults.
- Concern about using the internet safely was highest amongst parents, with around 31% saying they were very concerned, 55% saying they were a little concerned and 13% saying they were not concerned about internet safety.
- Parents were also most concerned about what other people post on social networks. 79% of parents were concerned about this vs. 75% of adults and 63% of teenagers.
- 60% of children said they were worried about internet safety, with 7% saying they were very worried and 53% saying they were a little worried.
- 58% of teenagers felt they knew where to go online for support if they experienced something online that made them feel uncomfortable vs. 38% parents, 37% of children, and 34% of adults.
- 87% of children and 76% of teenagers felt they knew who to speak to in order to seek advice or support if experiencing something online which made them feel uncomfortable. This compared to 37% of parents and 33% of adults.

## Policy Context

Safer Internet Day is celebrated worldwide and 2014 was the eleventh annual celebration of the event. It is co-ordinated by the UK Safer Internet Centre in the UK. This is a partnership of three organisations – Childnet, the Internet Watch Foundation and the South West Grid for Learning – who are part funded by the European Commission to deliver this work. Safer Internet Day seeks to raise awareness about safe and responsible use of technology and encourage behaviour change. This is a national effort – in 2014, over 650 organisations were involved in promoting the day across the UK.

## Methodology

The BBC commissioned Populus to deliver an online survey to a nationally representative group of adults, teens and children to assess the effectiveness of the Safer Internet Day campaign. A post-campaign survey targeted the 8-12, 13-17 and 18+ age groups. 525 children aged 8-12 years, 525 teenagers aged 13-17 years, 520 parents with children aged 8-17 and 519 adults aged 18+ were surveyed.

## Background

The research was commissioned by the BBC, and conducted by Populus. The BBC plays a key role in promoting Safer Internet Day.

**Source** Populus

**Research Team** Helen Clegg, Research Manager

**Contact information** [HClegg@populus.co.uk](mailto:HClegg@populus.co.uk)

RH#74 has been produced by the UK Safer Internet Centre for the UKCCIS Evidence Group