

Teens, Online Stranger Contact and Cyberbullying

What the research is telling us...

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Methodology

- Interviewed 700 parent-child pairs in November 2007 and 935 parent – child pairs in Oct-Nov 2006
- Teens ages 12-17
- Nationally representative sample
- Focus groups conducted in 2004, 2006 & 2007
- Building on previous survey work with teens and parents in 2000 and 2004



Who is Online?

- 75% of American adults go online
- 94% of American teens ages 12 to 17 use the internet
- 87% of all parents are online
- 73% of all families have broadband @ home
- 68% of online Americans have home broadband
- 6% of teens do not use the internet



Location: Where do teens go online?

- 89% of online teens have access at home
- 75% have internet access at school
- 70% go online from a friend's or relative's house
- 50% have gone online from a library
- 9% go online from a community center or house of worship
- 93% of online teens have multiple points of access—home AND school AND the library AND a friend's house...
- 77% say they go online most often from home



What technology do teens have?

- 59% of online teens have a desktop or laptop computer
- 71% of online teens have a cell phone
- 54% of online teens have an iPod or Mp3 player
- 8% of teens have a PDA – Sidekick, Blackberry, NV



What are teens doing online?

- 81% go to websites about movies, TV shows, music groups, or sports stars
- 77% go online to get news
- 58% of online teens have a profile online
- 57% of online teens have created some kind of content online
- 57% have watched a video on a video-sharing site like YouTube or GoogleVideo
- 55% go online to get information about a college, university or other school that they are thinking about attending.
- 38% have bought something online like books, clothes or music
- 28% have looked online for health, dieting or physical fitness information



SNS: Demographics

- 58% of online teens have a profile online
- Girls, particularly older girls, more likely to use SNS than boys (70% of girls 15-17 have profile online, compared to 57% of boys 15-17)
- Age is major factor
 - 12 -14 year-olds; 38% have an online profile
 - 15 -17 year-olds; 77% have an online profile
- Other demographic factors not significant
 - Income
 - Race/ethnicity

Concerns in Online Safety Sphere

- Inappropriate contact (wanted/unwanted)
 - Strangers
 - Bullies
- Inappropriate content
 - Exposure (wanted/unwanted)
 - Prevention



Contact - Strangers

- Definition of “complete stranger:”
“...[someone] who has no connection at all to you or any of your friends.”
- 32% of online teens have been contacted online by a complete stranger.
- Of teens who have been contacted, 23% say they were made scared or uncomfortable by the stranger contact.
- Overall, 7% of online teens experienced disturbing stranger contact.



Contact – Strangers (2)

- Factors that predict a greater likelihood of online contact (% reporting stranger contact in each group)
 - Posting photos (49%)
 - Having a profile online (44%)
 - Female (39%)
 - Flirting via social networks (53%)
- Factors that predict a greater likelihood of scary or uncomfortable online contact
 - Female (11% vs. 4% of males)



Contact -- Strangers (3)

- No association between stranger contact and any other content posted to online profiles
- Social network users more likely to have been contacted by strangers, but not more likely to find that contact scary or uncomfortable
- Having internet monitoring software (but not filters) is correlated with lower reported levels of contact by someone unknown to the teen or his/her friends.



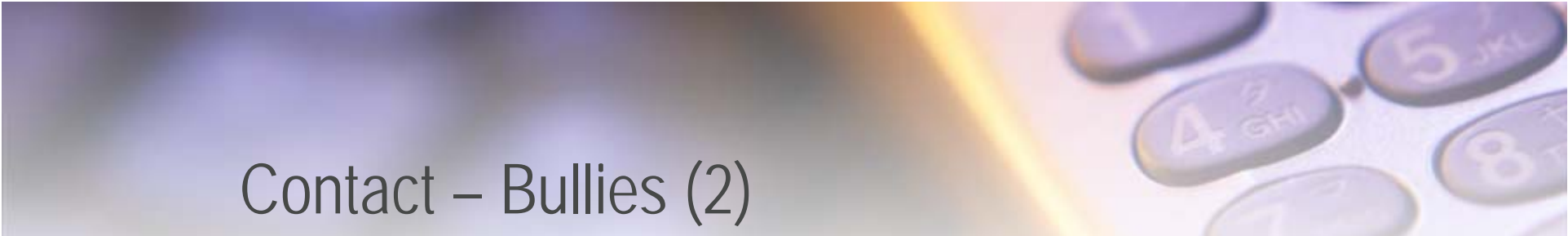
Contact – Strangers (4)

How did teens respond to stranger contact?

- Of teens who were contacted by a stranger:
 - 65% just ignored it or deleted it
 - 21% responded so they could find out more about the person
 - 8% responded and asked to be left alone
 - 3% told an adult or someone in authority

Contact – Bullies

- 32% of online teens have experienced one of the following forms of online harassment, also called “cyberbullying”
 - 15% of teens reported having private material (IM, txt, email) forwarded without permission
 - 13% had received threatening messages
 - 13% said someone had spread a rumor about them online
 - 6% had someone post an embarrassing picture of them online without permission



Contact – Bullies (2)

- Girls, particularly older girls, report more online bullying; 38% of all online girls reported experiencing some type of online bullying
- Social network users are also more likely to report online bullying – 39% of SNS users have experience it.
- But most teens (67%) think bullying happens more OFFLINE



All the world is not a stage...

- 66% of all teens with profiles online have in some way restricted access to it – includes hiding it completely, taking it down, or making it private
- 77% of profile-owning teens have a currently visible online profile
 - Of those with a visible profile, 59% say only their friends can see their profile.
 - 40% say anyone can see profile
- 56% of teens with profiles say they have posted at least some fake information to their profile

“I use a pseudonym, who is 24. Because I regard myself as an intellectual, it’s easier to be taken seriously if people don’t know they’re talking to a 16 year old.”

- Boy, Late High School



Parents & control of internet access and use

- Some steps families take:
 - 74% of families have their **computers in a public location**
 - 65% of parents say they **check up on their teens** after they go online
 - 53% of families **filter**
 - 45% of families have **monitoring software** on the computer that their child uses
 - Kids aware of monitoring & filtering

Parents & control of media

- Parents more likely to report rules around content viewed rather than time spent with media
 - Content rules:
 - 77% of parents have rules about what TV shows their child can watch
 - 68% of parents have rules about what internet sites their child can or cannot visit
 - 67% of parents have rules about video games their child can play



Parents & control of media (2)

- More than half of parents have rules for time spent with media in the home
 - 58% have rules about how much time their child can spend watching TV
 - 58% have rules about how much time their child can spend playing video games (rises to 64% of hhds w/gamers)
 - 55% have rules about how much time their child can spend online
- Parents also have rules about information that may be shared online
 - 68% of parents of online teens say that they have rules about what kind of information their child may share over the internet
- Only 7% of parents have no rules about media use at all



Final Thoughts

- Only a very small number of teens report uncomfortable online contact; most ably handle the contact by deleting or ignoring it
- Very little association between contact and information posted online
- Bullying is reported by same % of teens as stranger contact; and yet happens more offline
- Parents more likely to use non-technical methods of protection; rulemaking around content
- Safety in a mobile environment?

Thank You

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