Contextualising cyberbullying in relation to other online risks of harm to children

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The EU Kids Online network

www.euksidsonline.net
A context of public anxieties

By banning YouTube in schools we hope to stop bullying in cyberspace...

...And get it back into the playground, where it belongs.
Three phases of work

Comparisons across -
- countries
- children and parents
- risks
What’s on the internet that bothers people your age?

“All kinds of bullies, who can hurt person with words”
(girl, 14, Estonia)

“When human beings are killed; when human beings are hurt while other people are watching”
(girl, 10, Germany)

“If people put your secrets on the internet. If people take pictures or videos of you and put them on the internet when you don’t want them to”
(girl, 9, Ireland)

“Obscene scenes with naked people, men with men or men with women, saying rude words, hitting, whipping”
(boy, 12, France)

“When I am playing games with my older sister on the internet, naked people pop up and it is very bad”
(girl, 15, Turkey)

“Kids bullying each other and being cruel and nasty. Sending nasty rumours about them to other people”
(girl, 16, UK)
## Classifying risks (exemplars)

<table>
<thead>
<tr>
<th>Content</th>
<th>Contact</th>
<th>Conduct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child as receiver (of mass productions)</td>
<td>Child as participant (adult-initiated activity)</td>
<td>Child as actor (perpetrator / victim)</td>
</tr>
<tr>
<td><strong>Aggressive</strong></td>
<td>Violent / gory content</td>
<td>Harassment, stalking</td>
</tr>
<tr>
<td><strong>Sexual</strong></td>
<td>Pornographic content</td>
<td>‘Grooming’, sexual abuse on meeting strangers</td>
</tr>
<tr>
<td><strong>Values</strong></td>
<td>Racist / hateful content</td>
<td>Ideological persuasion</td>
</tr>
<tr>
<td><strong>Commercial</strong></td>
<td>Embedded marketing</td>
<td>Personal data misuse</td>
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</table>
Defining bullying

Saying or doing hurtful or nasty things to someone. This can often be quite a few times on different days over a period of time, for example. This can include:
- teasing someone in a way this person does not like
- hitting, kicking or pushing someone around
- leaving someone out of things

When people are hurtful or nasty to someone in this way, it can happen:
- face to face (in person)
- by mobile phones (texts, calls, video clips)
- on the internet (e-mail, instant messaging, social networking, chatrooms)

Asked in a private, self-completion part of the survey
Child has been bullied online or offline in past 12 months, by country

- 19% have had someone act in this way, online or offline
- **Who?** Few differences by age, gender or social class
  - Teenage girls 13-16 most experience this online – 9%
- **How?** 13% in person face to face, 6% online, 3% by mobile phone calls/texts; online is most often via SNS or IM
- **What (11+)?** 4% - nasty/hurtful messages, 2% - messages passed around about them, 1% threatened online
- 12% have bullied others at all, 3% online

Base: All children who use the Internet
From risk to harm?

Among the 6% who have been bullied online, on the last time this happened:

- 30% were a bit upset, 24% fairly upset, 31% very upset

- **Who was more upset?**
  Younger, girls, low SES homes

- **How long did this last?**
  Most (62%) got over it straight away, 31% still upset a few days later and 6% still upset a few weeks later
Parents: has child has been bullied online?
(only children who have been bullied online)

<table>
<thead>
<tr>
<th>Category</th>
<th>% Parent NO</th>
<th>% Parent YES</th>
<th>% Parent Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>All children</td>
<td>15</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td>High SES</td>
<td>29</td>
<td>34</td>
<td>21</td>
</tr>
<tr>
<td>Medium SES</td>
<td>14</td>
<td>15</td>
<td>24</td>
</tr>
<tr>
<td>Low SES</td>
<td>23</td>
<td>24</td>
<td>35</td>
</tr>
<tr>
<td>15-16 yrs</td>
<td>35</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>13-14 yrs</td>
<td>33</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>11-12 yrs</td>
<td>24</td>
<td>11</td>
<td>24</td>
</tr>
<tr>
<td>9-10 yrs</td>
<td>22</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Boys</td>
<td>21</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>Girls</td>
<td>34</td>
<td>34</td>
<td>34</td>
</tr>
</tbody>
</table>
Parents: has child been bullied online? (only children who have been bullied online)
Coping strategies
Just those who encountered online bullying and were upset by it

Who did they tell?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Who Told</th>
</tr>
</thead>
<tbody>
<tr>
<td>77%</td>
<td>somebody</td>
</tr>
<tr>
<td>52%</td>
<td>friend</td>
</tr>
<tr>
<td>42%</td>
<td>parent</td>
</tr>
<tr>
<td>14%</td>
<td>sibling</td>
</tr>
<tr>
<td>9%</td>
<td>another trusted adult</td>
</tr>
<tr>
<td>7%</td>
<td>teacher</td>
</tr>
<tr>
<td>2%</td>
<td>someone who works with children</td>
</tr>
</tbody>
</table>

What did they do?

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoped it would go away</td>
<td>24%</td>
</tr>
<tr>
<td>Tried to fix it</td>
<td>36%</td>
</tr>
<tr>
<td>Felt guilty</td>
<td>16%</td>
</tr>
</tbody>
</table>

Online help?

<table>
<thead>
<tr>
<th>Online help</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blocked person</td>
<td>46%</td>
</tr>
<tr>
<td>Deleted messages</td>
<td>41%</td>
</tr>
<tr>
<td>Stopped using Internet for a while</td>
<td>20%</td>
</tr>
</tbody>
</table>
What makes a bully a cyberbully?

Children who bully others via the internet or a mobile device differ in several ways from those who bully others face-to-face only:

- Cyberbullies (all else being equal) are four times as likely to engage in risky online activities, \((OR=4.24, p<.001)\)

- Twice as likely to spend more time online and to find it easier to be themselves online, \(time\ online\ (OR=2.05, p<.001),\ online\ persona\ (OR=2.05, p<.005)\)

- Almost twice as likely to have a higher internet self-confidence \((OR=1.88, p<.005)\),

- 1.6 times more likely to be female \((OR=1.57, p<.001)\)

Source: Görzig and Olafsson (submitted) *What makes a bully a cyberbully?*
SNS use makes a difference

% Cyberbullies among bullies

- Girls who bully are more likely to do so via internet or mobile phone as opposed to boys who bully.
- This gender difference only occurs among those with an SNS profile.

<table>
<thead>
<tr>
<th></th>
<th>Boys</th>
<th>Girls</th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>No SNS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SNS</td>
<td></td>
<td></td>
<td></td>
<td></td>
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Victims and perpetrators intersect

- Those who have bullied others offline only, and those who have bullied others online are equally likely to have been bullied themselves (~60%)
- Those who bully offline are more likely to be bullied offline
- Those who bully online are more likely to be bullied online

Whether a child is victim of bullying, by whether the child bullies others

- Bully victim (offline only): 10%
- Bully victim (online): 40%
- Bully (offline only): 47%
- Bully (online): 18%
- Not a bully: 8%
## EU Kids Online findings

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<td><strong>Harassment, stalking</strong></td>
<td><strong>Bullying</strong> 6%</td>
</tr>
<tr>
<td><strong>Aggressive</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sexual</strong></td>
<td><strong>Pornographic content</strong> 14%</td>
<td><strong>Meeting ‘strangers’</strong> 9%</td>
<td><strong>‘Sexting’</strong> 15%</td>
</tr>
<tr>
<td><strong>Values</strong></td>
<td><strong>Racist / hateful content</strong> 12%</td>
<td><strong>Ideological persuasion</strong></td>
<td><strong>Potentially harmful user-generated content</strong> 21%</td>
</tr>
<tr>
<td><strong>Commercial</strong></td>
<td><strong>Embedded marketing</strong></td>
<td><strong>Personal data misuse</strong> 9%</td>
<td><strong>Gambling, copyright infringement</strong></td>
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## Did this bother or upset you?

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<tr>
<td></td>
<td>1 in 3</td>
<td>1 in 9</td>
<td>1 in 4</td>
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Comparing harm from risks

- Bullying:
  - Very: 31%
  - Fairly: 24%
  - A bit: 30%
  - Not at all: 15%

- Sexual images:
  - Very: 5%
  - Fairly: 9%
  - A bit: 14%
  - Not at all: 72%

- Sexual messages:
  - Very: 4%
  - Fairly: 8%
  - A bit: 12%
  - Not at all: 76%

- Meeting new people:
  - Very: 32%
  - Fairly: 2%
  - A bit: 93%
Coping strategies compared

(among those upset by the risk)

- I reported the problem: 9 sexual images, 18 bullying, 40 sexual messages
- I changed my filter/contact settings: 15 sexual images, 18 bullying, 24 sexual messages
- I blocked the person who had sent it to me: 23 sexual images, 19 bullying, 46 sexual messages
- I deleted any messages from the person who sent it to me: 26 sexual images, 41 bullying, 38 sexual messages
- Try to fix the problem: 22 sexual images, 36 bullying, 36 sexual messages
- Talked to anybody at all: 53 sexual images, 77 bullying, 60 sexual messages
- I stopped using the internet for a while: 25 sexual images, 20 bullying, 18 sexual messages
- Hope the problem would go away by itself: 26 sexual images, 24 bullying, 22 sexual messages
Usage activities risk factors harm or coping

INDIVIDUAL USER

Demographic Psychological

Usage Activities Risk factors Harm or coping

SOCIAL MEDIATION

Parents School Peers

Child as unit of analysis

NATIONAL CONTEXT

Socio-economic stratification Regulatory framework Technological infrastructure Education system Cultural values

Country as unit of analysis
Children are not all the same

Low risk novices
This group includes many younger children, and averages 11.1 years old. They use the internet rather little, focusing mainly on schoolwork, watching video clips and reading/watching the news. Few have an SNS profile and they do few risky online activities. Although they encounter few online risks, when they do, they tend to be upset.

Risky explorers
Averaging 13.5 years old, these children spend almost two hours a day online and do the widest range of activities, including some more advanced and creative activities on the ladder of opportunities. They also do more risky online activities. Although not the oldest group, they encounter the most risk online but are the least likely to be upset.

Intensive gamers
These children are on average 13.8 years and more often boys than girls. They are online for the longest of all (around 3 hours per day) and have a fairly wide range of activities. They like playing games against the computer and watching video clips, and they do relatively little schoolwork, news or creative activities. Their exposure to risk is quite high but lower than that of the ‘risky explorers’; some use the internet excessively.

Young networkers
These children are about one and a half years older than the first group (average 12.7 years) and more often girls than boys. They are less likely to use the Internet for schoolwork or news and more likely to use SNSs. They also encounter online risks though they tend not to find these upsetting.

Moderate users
Being of similar age as the second group (13.1 years on average), these children spend about the same time online, but have a much wider range of activities. They are less likely to encounter online risks linked to online communication, although their level of risk is similar to that of the ‘young networkers’.

Experienced networkers
This is the oldest group (average 14.1 years), with more girls than boys. They use the Internet for less than two hours but do more activities (especially social networking, though less gaming) than the average. They also read/watch news, use instant messaging, post photos or music and write blogs. They encounter a similar level of risk to the ‘intensive gamers’ but relatively low harm (though they seem particularly sensitive to bullying).
Comparing countries

“Lower use, lower risk”
“Lower use, some risk”
“Higher use, some risk”
“Higher use, higher risk”
Findings and dataset available

- Our multi-national collaboration has produced two books:

  ![Book Cover](image)

- See especially:
  [http://eprints.lse.ac.uk/39601/](http://eprints.lse.ac.uk/39601/)

- ESDS QUALIDATA, UK DATA ARCHIVE
  [www.esds.ac.uk/qualidata](http://www.esds.ac.uk/qualidata)
  SN 6885 EU Kids Online: Enhancing Knowledge Regarding European Children's Use, Risk and Safety Online
  [http://www.esds.ac.uk/findingData/snDescription.asp?sn=6885&key=/&flag=true](http://www.esds.ac.uk/findingData/snDescription.asp?sn=6885&key=/&flag=true)

- Reports, methods and data are at: [www.eukidsonline.net](http://www.eukidsonline.net)