

Young People's Experiences of Livestreaming



A report from Childnet, a partner in the UK Safer Internet Centre, into children's experiences of watching and sharing livestreams

August 2017



Livestreaming - Executive Summary

New youth research finds Facebook Live, Instagram Live and YouTube Live are the most popular services.

2016 was an important year for livestreaming, from the launch of Facebook Live in April, to the launch of YouTube Live in June and Live Video on Instagram Stories in November.

In February 2017, the UK Safer Internet Centre's [Safer Internet Day 2017 research](#) into the 'Power of Image', a survey of 1,500 young people aged 8-17 years old, found that many young people were livestreaming. A third (33%) of respondents aged 8-17 years said they had livestreamed, with over 1 in 10 (11%) saying they had done this in the last day.

We conducted a follow up survey in February 2017 with 500 young people aged 8-17 years to find out if they had watched livestreams or gone live using a range of popular livestreaming services.

Key findings:

- **Watching Livestreams:** YouTube Live is the most popular service for watching others livestream, with 44% of 8-17 year olds using this.
- **Going Live:** Instagram Live is the most popular service that children use to 'go live' themselves, with 11% of 8-17 year olds saying they had done this on Instagram, with the second most popular service - Facebook Live - being used by 9% of 8-17 year olds.
- **Teens more prolific users:** Almost half of teens aged 13-17 years have watched livestreams on YouTube (47%), compared to around a third (32%) of 8-12 year olds. Meanwhile, 1 in 8 teens have broadcast live on Instagram (12%), and 1 in 10 have done so on Facebook (10%). In comparison around 1 in 15 children aged 8-12 years have used Instagram (7%) and Facebook (7%) to go live.

Methodology

Quantitative: An online survey of 500 children aged 8-17 years conducted by Populus in February 2017 included a question about livestreaming.

Qualitative: Childnet coordinates a network of Digital Leaders aged 8-17 years who undertake online training to become peer educators in their school communities and act as role models to inspire the kind and responsible use of technology. Childnet Digital Leaders were invited to take part in an online consultation where they shared their experiences of livestreaming, both watching livestreams and going live. 21 Digital Leaders aged 11-18 years participated.

"I was watching a popular YouTuber doing gameplay"

Boy, 12 years

"I watched my friend do a live stream on Musical.ly at their sleepover"

Girl, 11 years

"I like livestreaming because I like showing my friends and family what I'm doing throughout the day, and so I can connect with them on a daily basis."

Girl, 13 years

Young People's Experiences of Watching Livestreams

Many children and young people are using livestreaming services to watch others livestream, including celebrities, vloggers and gamers, as well as their friends and family.

YouTube Live is the most popular service that children and young people use to watch others livestream, with 44% of 8-17 year olds doing this.

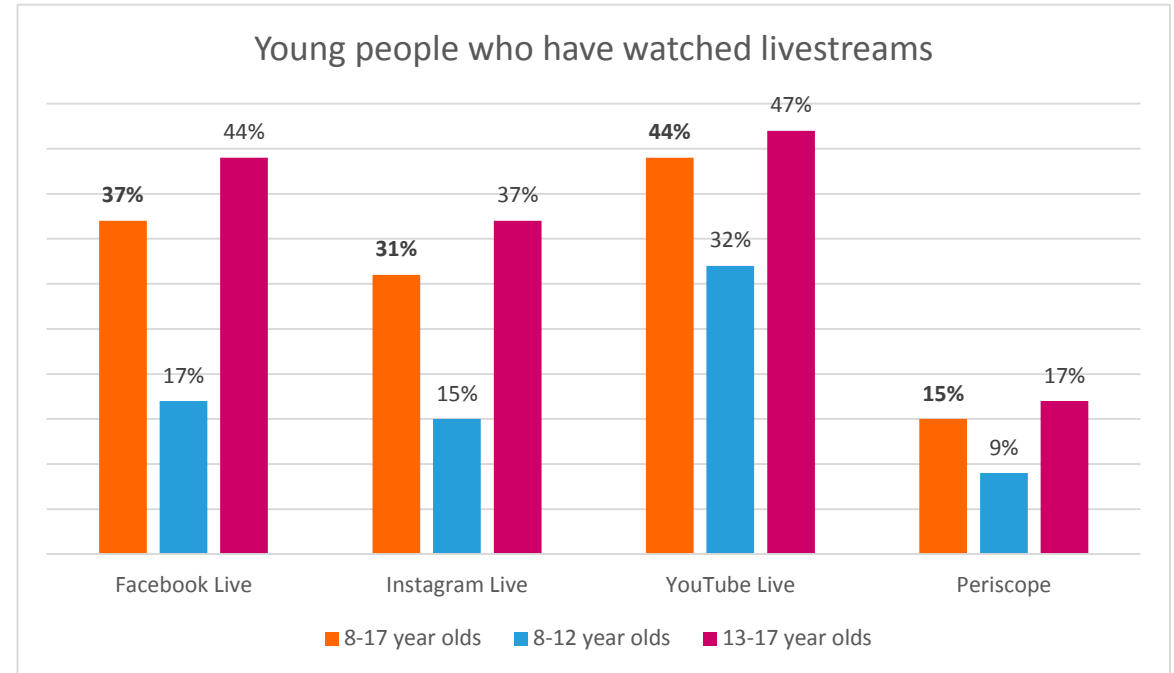
Teenagers are more likely to have watched livestreams than pre-teens.

Almost half of teens have watched livestreams on YouTube (47%), while 44% have done this on Facebook and 37% have done this on Instagram.

In comparison, around a third (32%) of 8-12 year olds have watched livestreams on YouTube, compared to around 1 in 6 children who have watched livestreams on Facebook (17%) or Instagram (15%).

The most popular services used by children and young people to watch others livestream are Facebook, Instagram, YouTube and Periscope.

The survey found that other services were used by a minority of 8-17 year olds to watch livestreams: YouNow (6%), Live.ly (5%), Streamup (4%), Upclose (4%), Kanvas (3%), Hang w/ (3%) and Stringwire (2%). Twitch was not presented but was mentioned in qualitative responses from Digital Leaders and should be considered in future research.



Childnet Digital Leaders, young people aged 11-18 years who are trained peer educators, share in their words their experiences of watching livestreams:

"I watched a celebrity that was using her live-stream on Instagram to advertise her new make-up line. I found it enjoyable and also impressive as it is a useful way to get lots of people to find out about your new brands and it is a good way to become more successful. The only negative side to it was that she was getting rude comments from people that did not support her cause."

Girl aged 15 years

"I was watching someone livestreaming a popular game on YouTube. I found the livestream fun and interesting because they guy doing it was talking about lots of different topics to keep us interested and wanting to watch more while also playing the game. I love watching livestreams because there is a live chat so anything you type the YouTuber can see so you could type a tip or a compliment, but also a thing that worries me is that you can type anything so people could type inappropriate things."

Boy aged 13 years

Young People's Experiences of Sharing Livestreams

Many children and young people are using livestreaming services to 'go live', whether that is sharing their game play or sharing their lives with their friends and family.

Instagram Live is the most popular service that children use to 'go live' themselves, with 11% of 8-17 year olds saying they had done this on Instagram, with the second most popular service - Facebook Live - being used by 9% of 8-17 year olds.

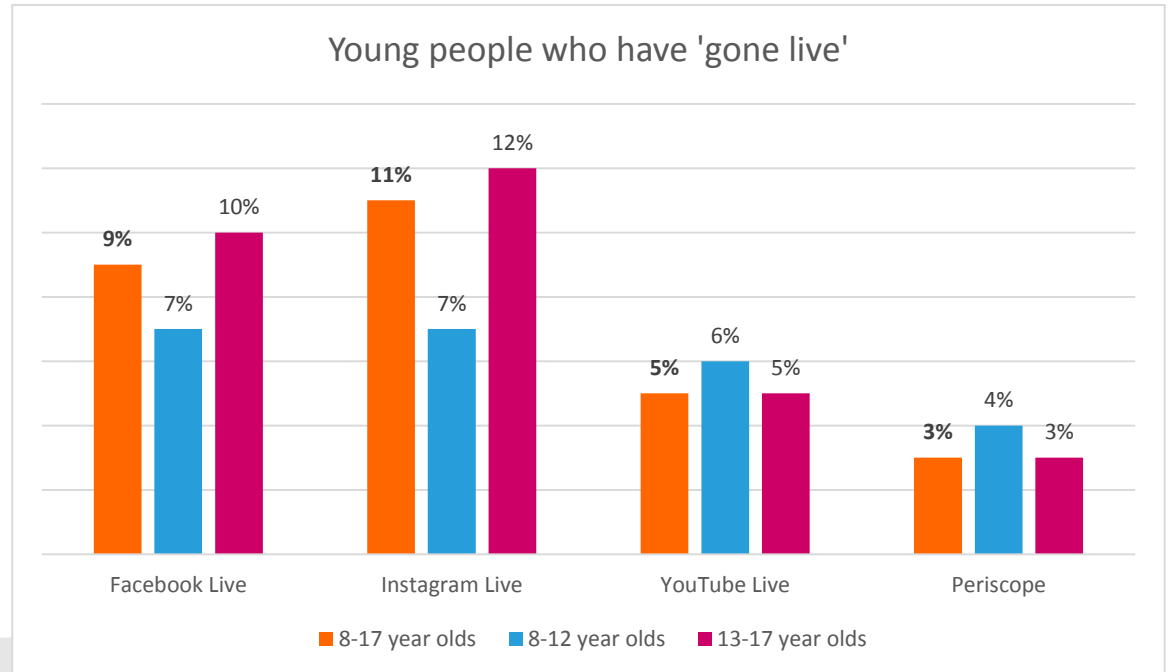
Teenagers are more likely to have 'gone live' than pre-teens.

1 in 8 teens have broadcast live on Instagram (12%), while 1 in 10 have done so on Facebook (10%).

In comparison around 1 in 15 children aged 8-12 years have used Instagram (7%) and Facebook (7%) to go live.

The survey found that other services were used by a minority of 8-17 year olds to go live: YouNow (4%), Streamup (3%), Hang w/ (3%), Stringwire (3%), Live.ly (2%), Upclose (2%) and Kanvas (2%). Twitch was not presented but was mentioned in qualitative responses from Digital Leaders and should be considered in future research.

Childnet Digital Leaders, young people aged 11-18 years who are trained peer educators, share in their words their experiences of going live, or sharing their live video:



"I was only sharing it to my followers aka- my friends and family. I was just talking to the commentators whilst completing my homework on Instagram. I like livestreaming because I like showing my friends and family what I'm doing throughout the day, and so I can connect with them on a daily basis."

Girl aged 13 years

"I was livestreaming on YouTube so anyone could see my livestream but I don't use my webcam so they can't see me. I was streaming players unknowns battleground (PUBG). I found it fun because lots of people gave me tips and funny ideas to do in the game. Nothing worried me because I have a setting on that if anyone posts anything inappropriate in the live chat it gets blocked because of a bot I have :)."

Boy aged 13 years

For more information visit www.childnet.com or www.saferinternet.org.uk



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