DITCH THE LABEL YOUR WORLD, PREJUDICE FREE .

THE ANNUAL BULLYING SURVEY 2017

Visit DitchtheLabel.org for the largest anti-bullying support hub in the world.

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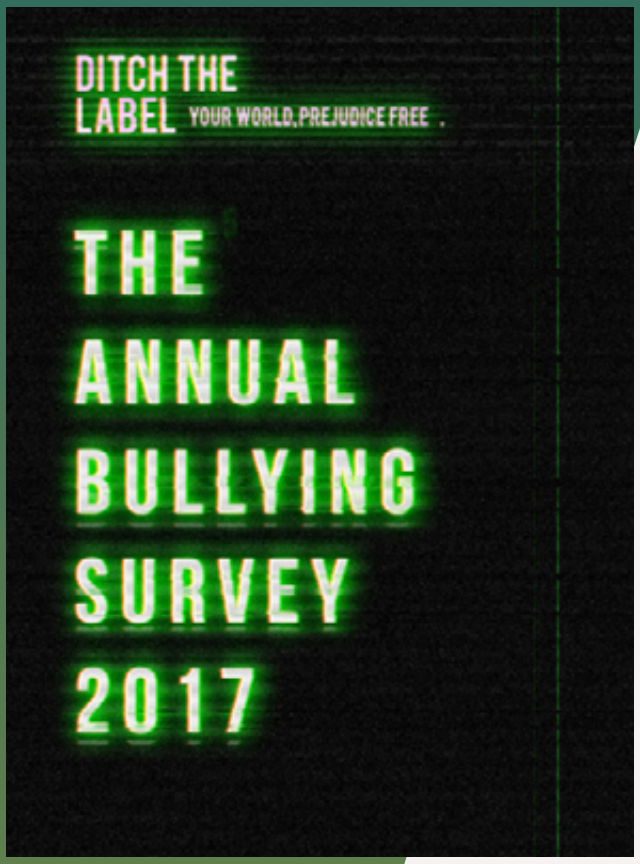

Welcome to the fifth and largest edition of The Annual Bullying Survey. This year over 10,000 young people spoke to us about their experiences with bullying and growing up in a digital world.

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We believe in a world that is fair, equal and free from all types of bullying.
Are *you* with us?

WELCOME TO DITCH THE LABEL

LEADING THE WAY WHEN IT COMES TO TACKLING THE GLOBAL ISSUE OF BULLYING.

We are one of the largest anti-bullying charities in the world helping thousands of people, aged 12-25 each week to overcome bullying and the impact it has on their health, esteem, studies and social lives.

We work primarily online through our pioneering website and in partnership with online games and social networks. Innovation is at the core of all that we do and we believe that we can, and will beat bullying.

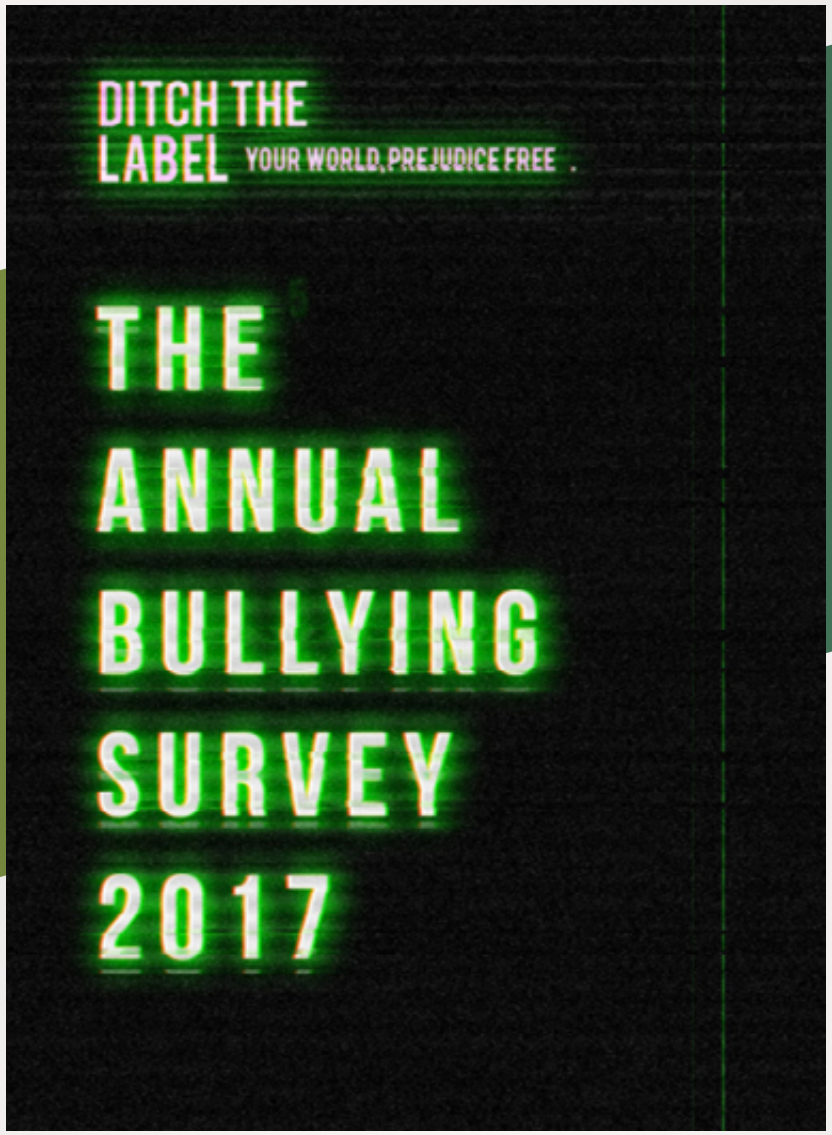
Within the past year, 1.5 million young people in the UK experienced bullying, with half of them never telling anybody through fear, embarrassment or a lack of faith from support systems.

Through our work with schools, colleges and online communities, we conduct world-leading research on an ongoing basis to help us better understand the dynamics of bullying so that we can tackle it with interventions that work.

Bullying is a societal issue and we advocate that everybody has a role to play in reducing the effect and prominence of bullying. This is why we work hard through partnerships with celebrities, brands and the media to shift societal attitudes and to generate awareness of the issues affecting young people. Our focus is not only on those who experience bullying, but also on those who are doing the bullying. Bullying is a learnt behaviour and we won't stop until it's over.

For support, resources and ways to get involved, visit www.DitchtheLabel.org.

ABOUT THIS RESEARCH



THE LARGEST ANNUAL BENCHMARK OF BULLYING BEHAVIOURS

Published annually in collaboration with schools and colleges, The Annual Bullying Survey is the largest benchmark of bullying in the United Kingdom. The survey gathers the opinions and experiences of young people who are currently studying in high schools and colleges nationwide.

50% of the survey is the same each year, enabling us to track progress and to forecast future trends and shifts in attitudes and behaviours. The remainder of the survey is used to explore new and emerging areas of interest, many of which have never been researched before.

In 2016, for the first time ever, we explored the individual stories and perspectives of young people who bully others. We used hundreds of unique variables to help us identify the key motivations and behavioural triggers for those who bully others.

This year, we focused heavily upon technology and the lives that young people live online, exploring things such as cyberbullying, abuse, online behaviours, online personas and addiction.

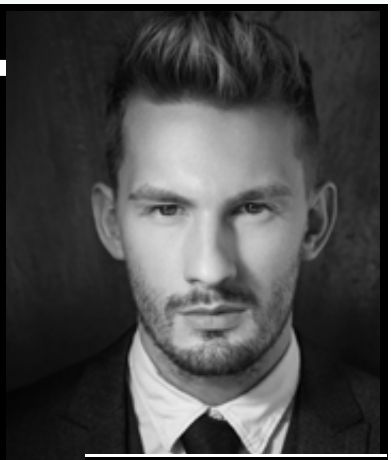
We are at a critical moment in our history because there is no real precedent on how to live a digitally integrated life as a truly global citizen. It is our hope that this research will inspire further studies and policy shifts to enhance the digital experiences of young people.
In addition to The Annual Bullying Survey, we also produce a range of other related reports, all of which are freely available at DitchtheLabel.org.

A special thank you

We would like to thank everyone who has helped us produce The Annual Bullying Survey 2017:

- ***Lord Rumi Verjee and The Rumi Foundation**, for funding this crucial research project*
- ***Liam Hackett**, Founder and CEO*
- ***Sue Jones**, Annual Bullying Survey Coordinator*
- ***Yuri Yakovlev**, Ditch the Label Research Co-ordinator*
- ***Professor Sheri Bauman**, Ditch the Label Research Advisor*
- ***Professor Ian Rivers**, Ditch the Label Research Advisor*
- ***Baroness Kidron**, for providing valued comments on the research*
- ***Anne Longfield**, for providing comment as the Children's Commissioner for England*
- ***Bullet PR**, for PR services*
- ***Proof Reading Service UK**, for proof reading*
- ***Plus all of the schools and colleges who participated**, with special mention to: Hugh Baird College, East Durham College, Longfield Academy of Sport, Wreake Valley Academy, The Boswells School, Oakgrove School, St Philomena's Catholic School for Girls and Colston's Girls' School.*

EXECUTIVE SUMMARY



LIAM HACKETT, CEO

Welcome to The Annual Bullying Survey 2017; our fifth and largest edition. With over 10,000 young people taking part this year, we have been able to shed light on some of the biggest bullying-related issues affecting young people in the United Kingdom.

1-in-2 have experienced bullying, with 1-in-10 having been bullied within the past week. The impacts on health, self-esteem and performance are significant. 36% of those who have been bullied said it made them feel depressed and 1-in-4 turned to self-harm as a coping mechanism.

Young people who have a learning or physical disability or who identify as LGBT+ are some of the most likely to be bullied. Race and religion were also linked to rates of bullying, with students identifying as 'White other/ European' being some of the most likely to experience bullying. It is clear that the current political and media climate is having a truly detrimental impact across the entire of society, with schools included.

At Ditch the Label, we believe that it is important to not only provide reactive support to those who have been victimised to bullying, but also to proactively help those who perpetrate bullying behaviours. In our previous edition, we found that young people going through stressful and traumatic situations were the most likely to bully others. This year we find that males are twice as likely to bully than females. Our work with the male grooming brand, Lynx, is especially important as we continue to campaign against toxic masculinity - encouraging emotional openness and discouraging violence in young men.

Our theme this year was to explore the impact of technology and digital abuse upon the lives of young people. Technology is having a profound impact upon all of our lives. It is redefining how we communicate, build and maintain relationships and it underpins our entire democracy. We are at a unique moment in time because there is no real precedent or 'rule book' on how to live as a responsible 'digital global citizen'.

The concept of right and wrong online seems to differ to the ethical standards upheld in our offline communities. In fact, young people have a huge disconnect between the things that happen online and reality, with 44% of respondents believing that only things happening offline could be considered as "real life".

Young people are being given unprecedented access to a world of information from an incredibly early age, and often, without being taught the appropriate social or media information literacy skills required to critically and responsibly navigate around and engage through the internet.

Cyberbullying continues to be one of the biggest challenges facing young people online. This research uncovers the true extent and impact of online abuse, finding that the majority of young people have at some point done something that could be considered as abusive online behaviour.

Not only is the internet redefining the climate of bullying, but it is having clear impacts upon the identity, behaviours and personality of its young users. The data shows that young people feel more able to be themselves online, than they do offline. Perhaps we should be challenging the forces that hold young people back in their offline environments and praising the internet for its ability to allow young people to be closer to their true selves.

Social media addiction is highlighted as a key trend, with the majority of respondents unable to switch off for a sustained period of time. Young people feel that social networks are not currently doing enough about online bullying, with many feeling unsafe online.

Whilst the internet does pose a new set of challenges in the area of bullying, it does also come with a whole host of benefits. Each week, we help thousands of young people to overcome bullying through our pioneering digital support programs which we run through our website and partnerships with social networks and online games. Young people are increasingly turning to the internet for advice and support when navigating through difficult situations both online and offline. The internet enables like-minded and similar people to come together, united by their experiences and gives digital citizens access to powerful communities that were once unimaginable.

Liam Hackett, Founder and Global CEO

HONORARY PREFACE

"I believe passionately that there is no room for prejudice or discrimination in our society, and that compassion, inclusion and tolerance are fundamental rights for all."

- Lord Rumi Verjee

LORD RUMI VERJEE

In addition to being the founder of The Rumi Foundation, Lord Verjee has always shared his success and knowledge through philanthropic work. He is Chairman of WE UK and co-hosts their annual signature event 'We Day UK' with Holly Branson. He is also a Member of the World Presidents' Organization, the Global Leadership Foundation and was on the Advisory Board of the British Olympic Association for the London 2012 Olympic Games. In 2009 Rumi was awarded the Commander of the Order of the British Empire (CBE) for charitable services.

As an agent for positive social change The Rumi Foundation's aim is to nurture innovation by giving people the "space to think".

In creating a space to think, to question and to explore, The Rumi Foundation has a proven capacity to spark new ideas, to share knowledge and, above all, to make a lasting contribution to our world.

> "I believe passionately that there is no room for prejudice or discrimination in our society, and that compassion, inclusion and tolerance are fundamental rights for all. Ditch the Label's programmes to raise awareness of the impact of bullying, to engage in a productive way with those guilty of bullying, and to empower those who are bullied, support many thousands of young people every year, and through The Rumi Foundation I am proud to be able to contribute."
>
> **- Lord Rumi Verjee**

The Foundation has been established to contribute its global network, the freedom to take risks and the funding necessary to endow educational institutions and social change makers of excellence with the opportunity to further develop genuinely exciting social capital. Ditch the Label's achievements as one of the world's largest anti-bullying charities, and the work that it undertakes to limit discrimination and prejudice and foster a more tolerant, inclusive and caring world, makes it a perfect partner for The Rumi Foundation's support.

The Foundation is proud to be involved, and proud to help provoke public dialogue about these key issues.

MADE POSSIBLE BY

THE RUMI FOUNDATION

METHODOLOGY

The Annual Bullying Survey is conducted annually in partnership with secondary schools and colleges across the United Kingdom.

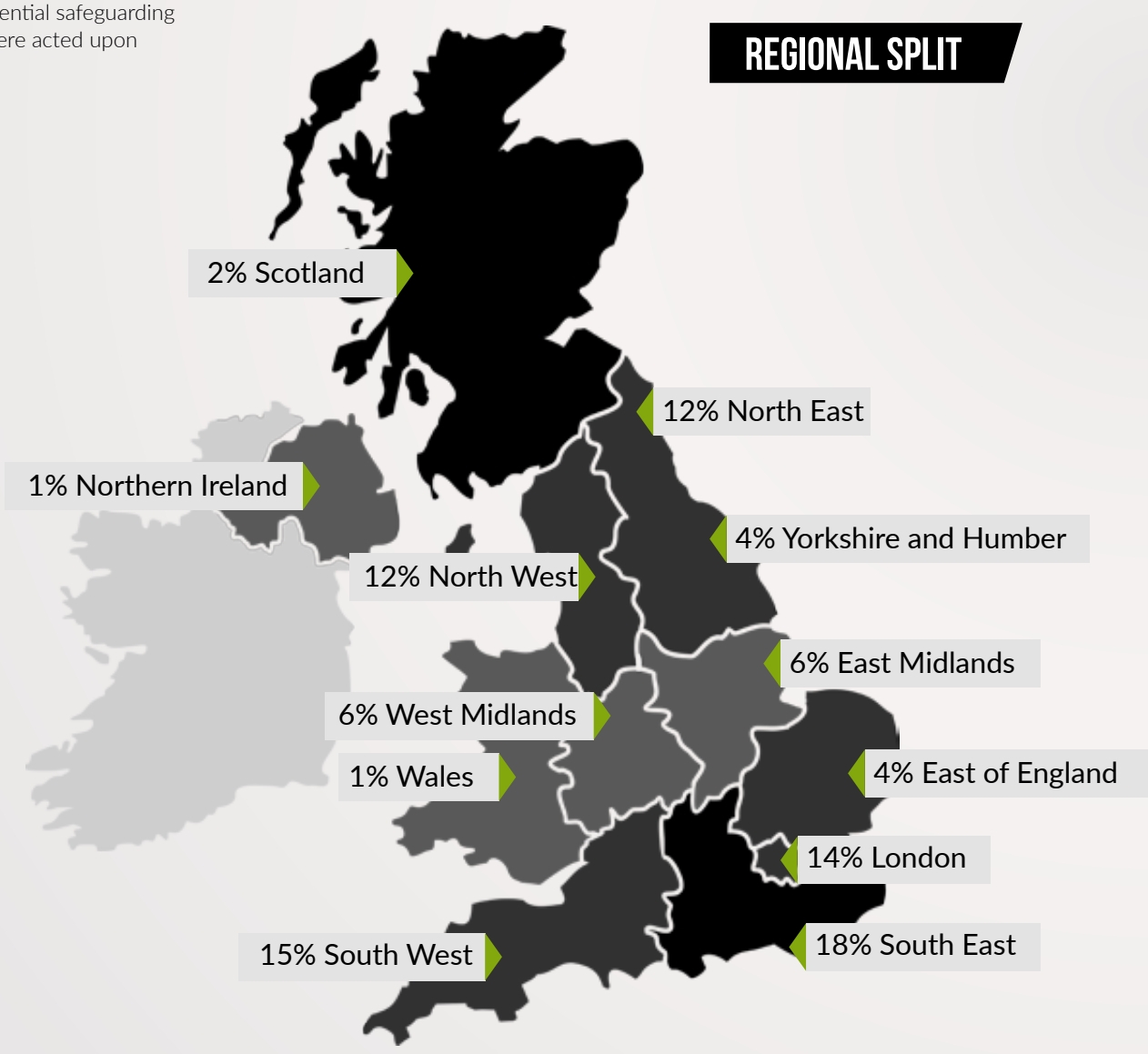
The survey was available for student participation online between 1st November 2016 and 28th February 2017. Students were each allocated time during registration and PSHE periods to complete the compulsory survey.

Upon completion, the data was cleaned up and analysed using SPSS extrapolation techniques, which enabled us to identify complex and hidden relationships within the data.

All respondents were required to have parental consent and all responses were screened regularly to identify any potential safeguarding issues, which were acted upon promptly.

10,020 people aged 12-20 participated in the survey

REGIONAL SPLIT



METHODOLOGY

WHAT IS YOUR GENDER?

- 55% Female
- 43% Male
- 1% Transgender
- 1% Other

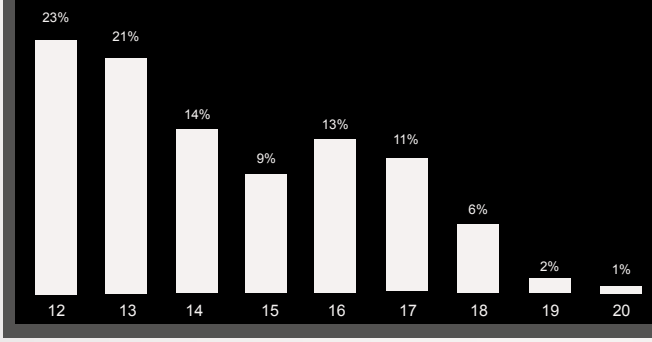
98% are the same gender assigned to them at birth and 2% are not.

DO YOU HAVE A DISABILITY?

- 8% have a learning disability
- 3% have Autism/Asperger's
- 3% have a physical disability

HOW OLD ARE YOU?

This year, we welcomed participation from students aged 12 and over. In previous years, the minimum age required was 13.



IF YOU ARE RELIGIOUS, WHAT IS YOUR RELIGION?

- 1% Agnostic
- 1% Atheist
- 1% Buddhist
- 70% Christian
- 3% Hindu
- 1% Jewish
- 15% Muslim
- 1% Pagan
- 2% Sikh
- 6% Other

WHAT IS YOUR SEXUALITY?

- 83% Straight
- 4% Bisexual
- 1% Gay
- 3% Curious / unsure
- 1% Lesbian
- 1% Asexual
- 5% Prefer not to say
- 2% Other

WHAT IS YOUR ETHNICITY?

- <1% Arab
- 2% Asian
- <1% Asian other
- <1% Bangladeshi
- 3% Black African
- 1% Black Caribbean
- <1% Gypsy/Irish Traveller
- 2% Indian
- 6% Mixed race
- 2% Pakistani
- 73% White British
- 2% White Irish
- 4% White other
- 3% Other

Marginal data for 'Black other' and 'Chinese'.

WHAT IS YOUR HOUSEHOLD INCOME?

- 6% said £200,001 or greater
- 3% said £100,001 to £200,000
- 5% said £70,001 to £100,000
- 7% said £50,001 to £70,000
- 6% said £41,000 to £50,000
- 7% said £31,000 to £40,000
- 9% said £20,001 to £30,000
- 8% said £12,001 to £20,000
- 6% said Below £12,000
- 43% Preferred not to say.

PART 1

THE CLIMATE OF BULLYING

The annual benchmark of bullying behaviours and pejorative-based attitudes. We explore the overall extent, nature and impact of bullying, along with rates of perpetration.

BULLYING OTHERS

INTRODUCTION

By definition, the very nature of bullying is subjective, meaning that everybody has a different idea of the behaviours that are considered to be bullying. We extracted key behaviours which are universally recognised as bullying and asked all respondents, regardless of bullying experience, if they had ever exhibited any of the behaviours.

It is important to note, however, that there were no scales used in this question, so some may be defensive behaviours or small, singular incidents.

HAVE YOU EVER DONE SOMETHING TO PURPOSELY UPSET SOMEBODY?

34% HAVE

37% of males have, 31% of females have and 50% of trans have

HAVE YOU EVER PHYSICALLY ATTACKED SOMEBODY?

22% HAVE

33% of males have, 13% of females have and 43% of trans have

HAVE YOU EVER PURPOSELY EXCLUDED SOMEBODY FROM A SOCIAL GROUP?

21% HAVE

21% of males have, 20% of females have and 35% of trans have

HAVE YOU EVER SAID SOMETHING NASTY TO SOMEBODY ONLINE?

31% HAVE

38% of males have, 25% of females have and 48% of trans have

HAVE YOU EVER TAKEN OR DAMAGED SOMEBODY'S THINGS TO UPSET THEM?

9% HAVE

12% of males have, 7% of females have and 26% of trans have

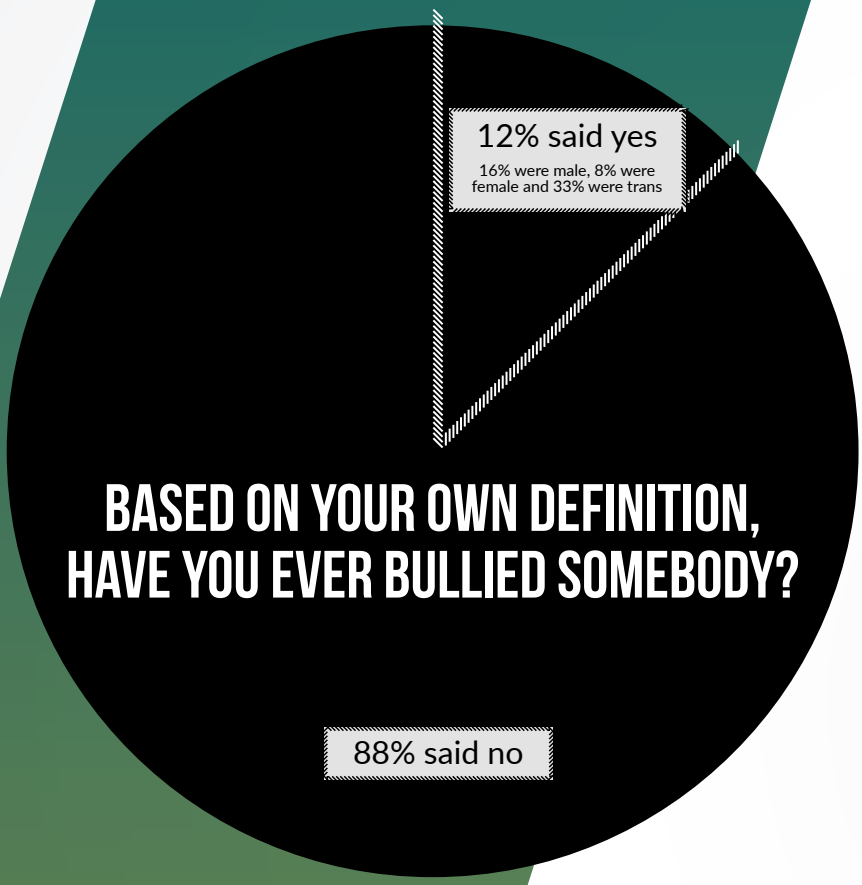
HAVE YOU EVER STARTED A RUMOUR ABOUT SOMEBODY?

13% HAVE

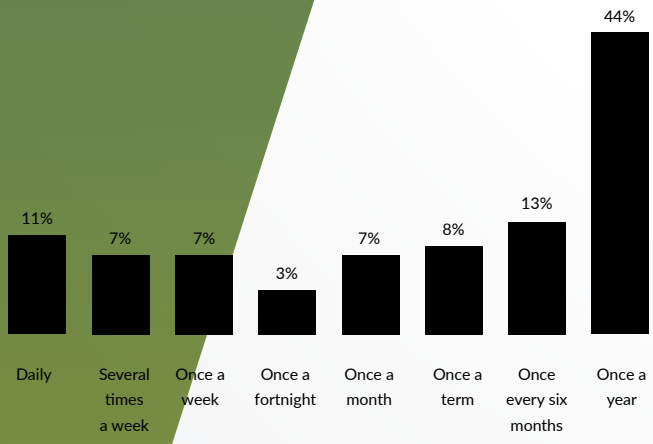
16% of males have, 11% of females have and 30% of trans have

BULLYING OTHERS

We asked respondents to firstly define bullying and, based on this definition, asked them if they thought they had ever bullied anybody.

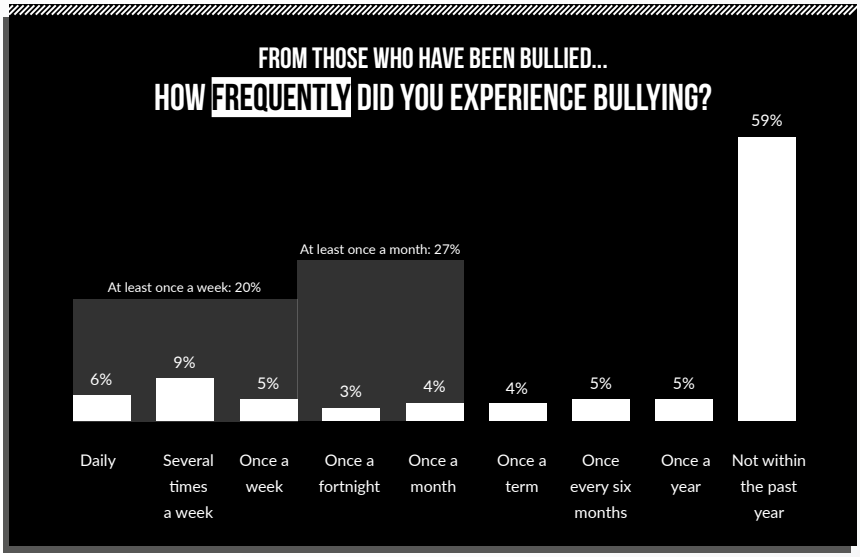


OF THOSE WHO RECOGNISE THAT THEY HAVE BULLIED SOMEBODY, THIS IS HOW FREQUENTLY THEY DO IT



BEING BULLIED

FREQUENCY



FROM ALL YOUNG PEOPLE:

1 IN 2 HAVE BEEN BULLIED AT SOME POINT.

1 IN 5 HAVE BEEN BULLIED WITHIN THE PAST YEAR.

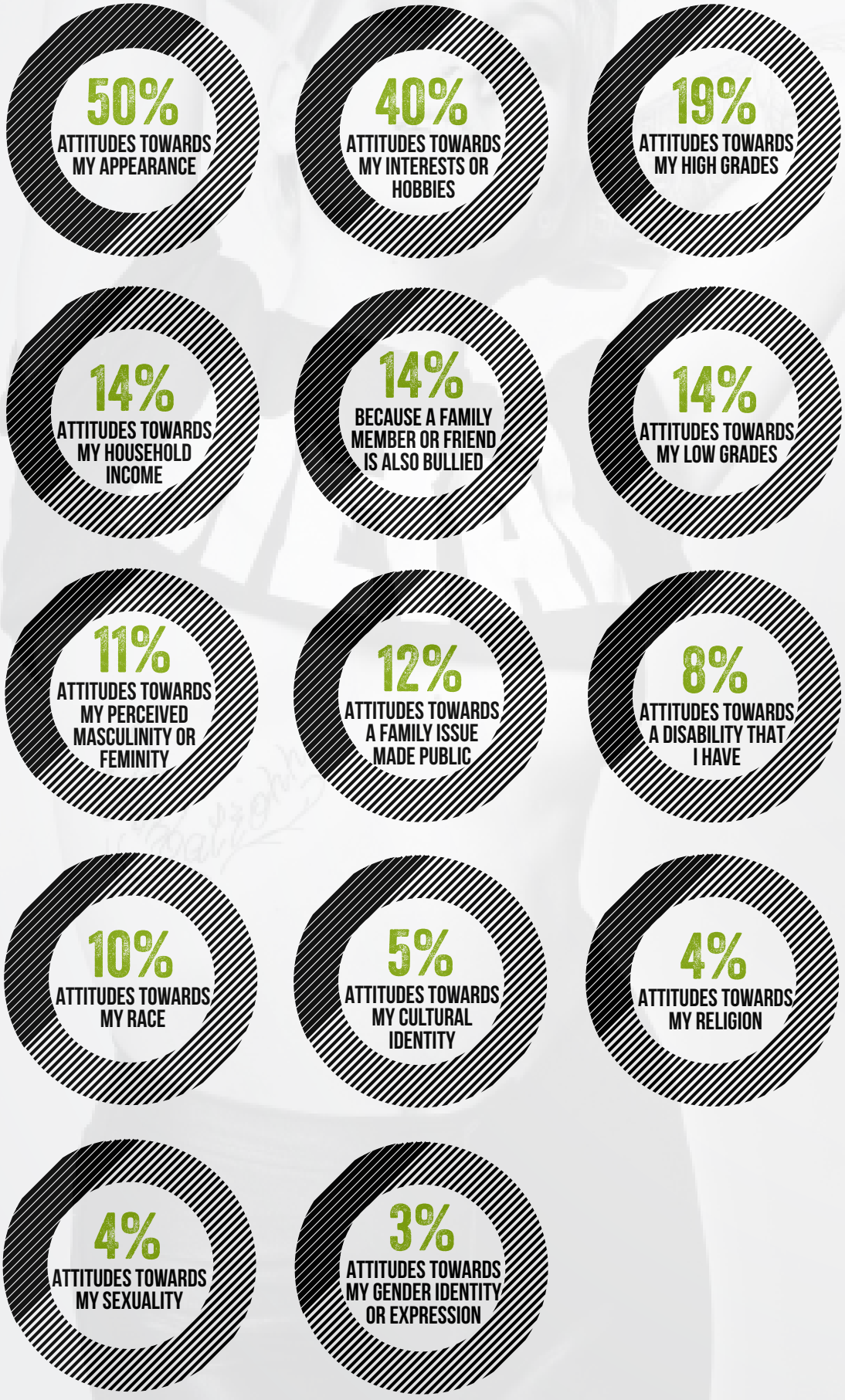
1 IN 10 HAVE BEEN BULLIED AT LEAST ONCE IN THE PAST WEEK.

BEING BULLIED

PERCEIVED MOTIVE

FROM THOSE WHO WERE BULLIED WITHIN THE PAST YEAR...

WHY DO YOU THINK YOU WERE BULLIED?



BEING BULLIED

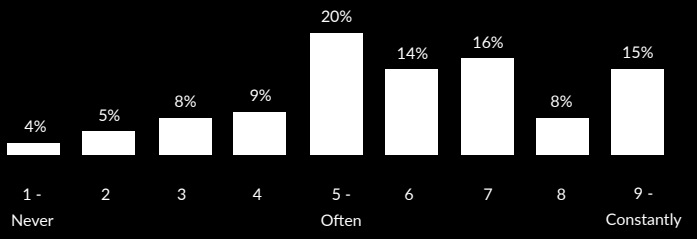
NATURE

FROM THOSE WHO WERE BULLIED WITHIN THE PAST YEAR...

WHAT KIND OF BULLYING DID YOU EXPERIENCE AND HOW FREQUENTLY?

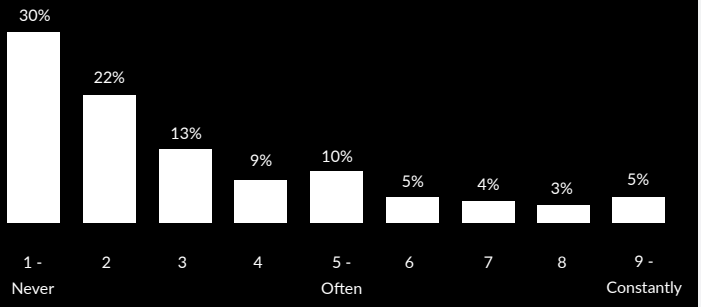
HOW FREQUENTLY DID YOU EXPERIENCE VERBAL BULLYING?

(Anything that is said to offend, such as insults and abusive language)



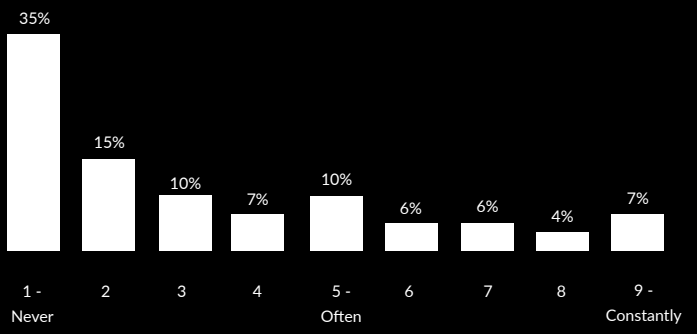
HOW FREQUENTLY DID YOU EXPERIENCE PHYSICAL BULLYING?

(Anything that is physically done to hurt you, such as hitting, tripping and pushing)



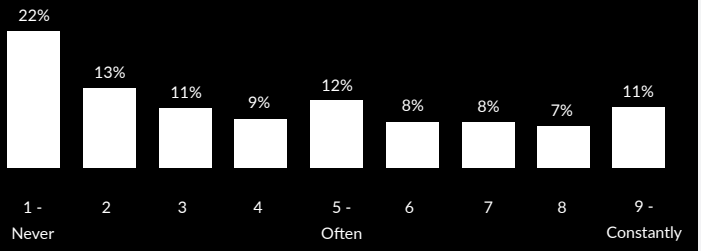
HOW FREQUENTLY DID YOU EXPERIENCE CYBERBULLYING?

(Any bullying that is online or via your mobile phone)



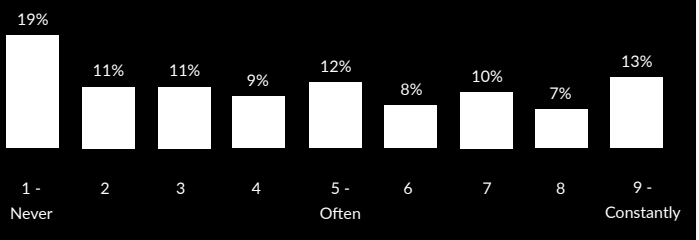
HOW FREQUENTLY DID YOU EXPERIENCE SOCIAL EXCLUSION?

(Being ignored purposely or excluded from group activities)



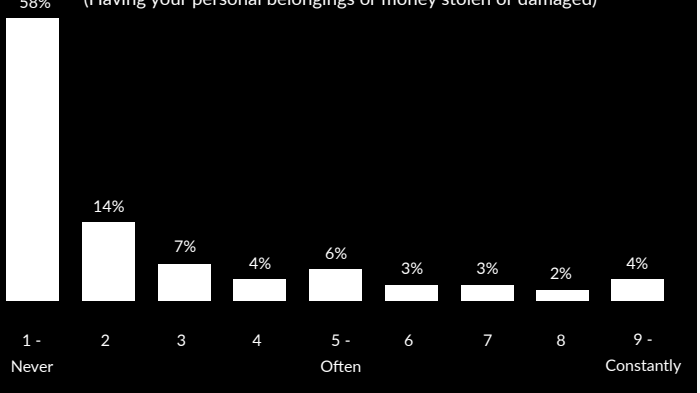
HOW FREQUENTLY DID YOU EXPERIENCE INDIRECT BULLYING?

(Anything that isn't directly threatening, such as silent treatment and rumours)



HOW FREQUENTLY DID YOU EXPERIENCE EXTORTION?

(Having your personal belongings or money stolen or damaged)



BEING BULLIED

IMPACT

FROM THOSE WHO WERE BULLIED WITHIN THE PAST YEAR...

WHAT KIND OF IMPACT DID THE BULLYING HAVE ON YOU?

37% DEVELOPED SOCIAL ANXIETY

36% DEVELOPED DEPRESSION

24% HAD SUICIDAL THOUGHTS

23% SELF-HARMED

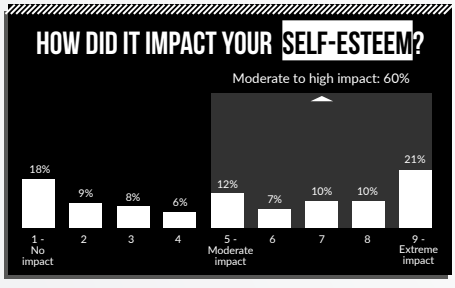
21% SKIPPED CLASS

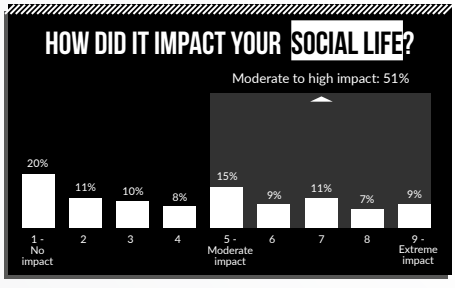
12% DEVELOPED ANTI-SOCIAL BEHAVIOURS

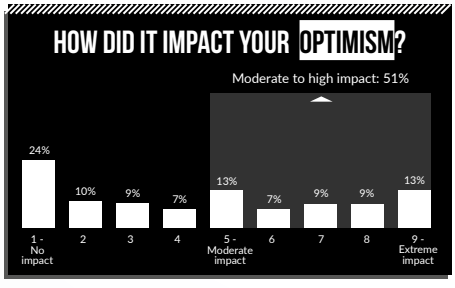
12% DEVELOPED AN EATING DISORDER

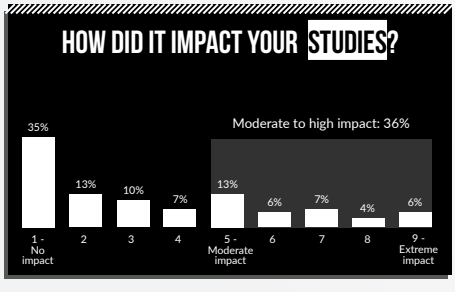
10% RAN AWAY FROM HOME

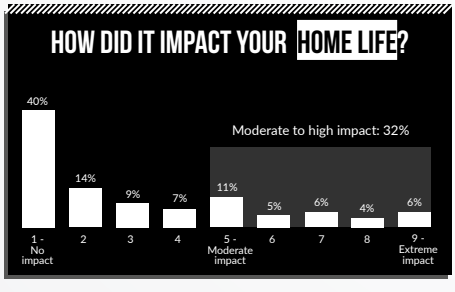
8% ABUSED DRUGS AND/OR ALCOHOL

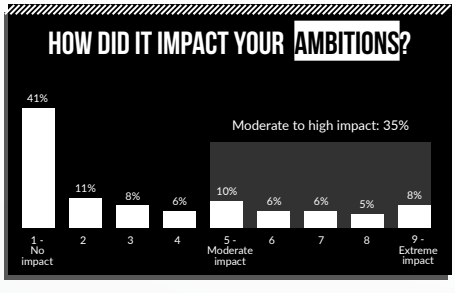












BEING BULLIED

REPORTING IT

FROM THOSE WHO WERE BULLIED WITHIN THE PAST YEAR...

DID YOU REPORT THE BULLYING TO ANYBODY?

63% REPORTED IT

-and-

37% NEVER TOLD ANYBODY

of those who reported...
90% TOLD A TEACHER
57% were satisfied with the support

of those who reported...
90% TOLD A FAMILY MEMBER
89% were satisfied with the support

of those who reported...
77% TOLD A FRIEND
77% were satisfied with the support

of those who reported...
32% TOLD A COUNSELLOR
61% were satisfied with the support

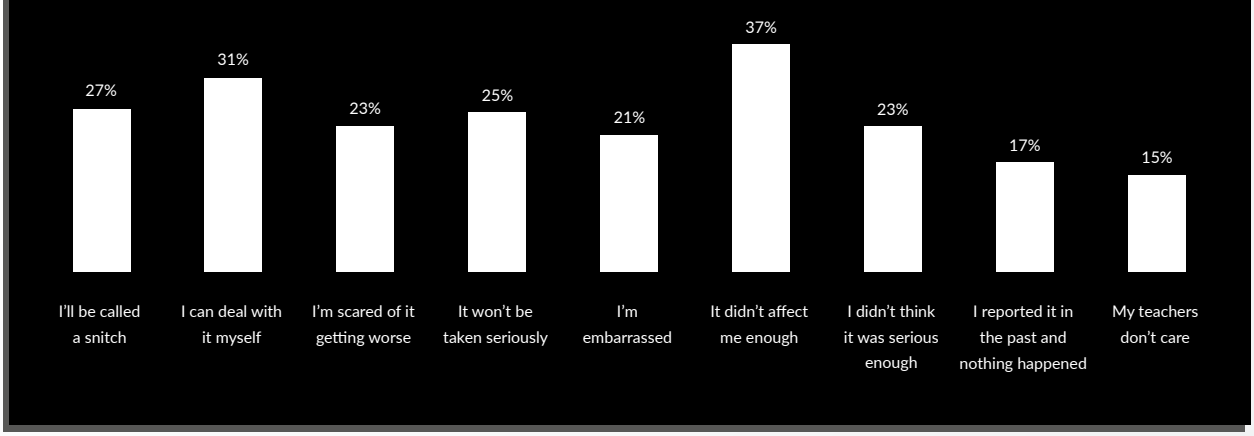
of those who reported...
20% TOLD A HEALTH PROFESSIONAL
56% were satisfied with the support

of those who reported...
21% TOLD THE POLICE
69% were satisfied with the support

of those who reported...
14% CALLED A HELPLINE
57% were satisfied with the support

of those who reported...
19% TURNED TO SOCIAL MEDIA
51% were satisfied with the support

WHY DIDN'T YOU REPORT THE BULLYING TO ANYBODY?



BEING BULLIED

MY STORY

MY STORY

Female, aged 17, North East.

I was bullied for 3 years in school by the "popular" girl who was once my best friend. she turned all of my friends against me by telling them untrue things about me that I had supposedly said about them.

She left me out of the group and I would walk round school on my own and sometimes I would even have dinner with the teachers because I was scared to walk round on my own incase they shouted things at me and laughed at me.

MY STORY

Female, aged 14 North East.

It goes back years because people would constantly say things about my appearance and the way I look but also a lot about my weight.

Around 3 years ago, social services found out about the physical and mental abuse in my family and they decided to remove my dad from the home which I think was good for me because I wasn't scared to come home.

I wasn't getting bullied ALL the time including at home anymore. They decided that since there were no marks of physical attacks, they allowed supervised visits and this was so hard for me it was like going to visit a bully, but then he was sent to courses and brought back into the home 6 months later.

But I now suffer with anxiety and depression, when all this was going on I had suicidal thoughts and this was noted by the social worker who recommended counselling. Also my disability got a lot worse and I spent a lot of time in and out of the doctors.

I am now going to see a counsellor too because I'm scared to wake up in the morning because of my weight, I am scared of what people think of me and I wear A LOT of makeup to hide my appearance and I cry a lot over nothing.

MY STORY

Male, aged 13, South West.

I was bullied about doing ballet because I am a boy and all of my friends who were boys played football and went on Xboxes and things like that. They said that I was a girl and that ballet was for girls.

It went on for a few weeks before I told my mum and then a few days later I told my teacher who sorted it out really well. I have also been called "gay" a lot in school because I hang around with girls when I am actually straight.

I spoke to my mum a lot and have gone through a lot of tissues by crying.

MY STORY

Male, aged 12, North East.

Some people I know take pictures of me when I don't want them to and they share them and put mean texts underneath them. Sometimes they do this based on my appearance and who are my friends.

BEING BULLIED

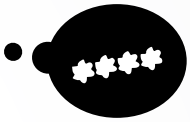
MY STORY

MY STORY

Male, aged 12, South East.

My friends would shout at me and leave me out when they did things. One was racist to me and my other friend told me he was going to sexually harass my girlfriend.

One friend told me “no blacks allowed.” They tell me I’m not important and there’s no point me being there, they mock me for being poor and wearing the same shoes as my mum can’t afford any new ones for me.



MY STORY

Transgender, aged 16, London.

There was a gap in my education when I was sexually assaulted by a classmate. Multiple classes started spreading rumours about me, and my abuser walked free of no charges despite police involvement.

I was left with no coping mechanism and nowhere to turn, and everybody I’d spoken to officially (counsellors, teachers, etc) all phrased it in such a way that I was to blame. For around a year I took this to heart, thinking everything was my fault, even though I repeatedly said no.

My friends started claiming I was faking it, and I fell ill to an eating disorder which left me hospitalised and being fed through a tube. As a result, I missed and failed a few of my GCSEs and I live in agitation and fear of knowing I’m never trusted wherever I go, yet a dangerous and abusive boy is fine to continue with no issues.

MY STORY

Female, aged 13, South West.

I was on instagram and I have a private account. Somebody that I didn’t know somehow had a picture of me and said that they would put my face on a nude picture if I didn’t answer the call.

I didn’t answer the call. And to this day I don’t know if that person has put it online.

MY STORY

Female, aged 13, North East.

I was sent loads of horrible messages on several social media accounts, sent death threats with people telling me to kill myself. I also received phone calls and text messages attacking me. Furthermore, they were standing outside my house being abusive and saying horrible things to me. Fake accounts were made using my name to be horrible to others and to me.

BULLYING

HIGH RISK DEMOGRAPHICS

INTRODUCTION

To help us better understand where the central issues lie, we were able to compare and constrast the typical experiences of either being subjected to, or participating in bullying behaviours between various demographic groups. This data enables us to highlight young people who are at the highest risks of bullying so that we can work hard to help them through our pioneering support programmes.

GENDER

Demographic	% who have been bullied	% who admit to bullying others
Male	49%	16%
Female	57%	8%
Transgender	65%	33%
Other	57%	26%

DISABILITY

Demographic	% who have been bullied	% who admit to bullying others
Physical disability	70%	23%
Learning disability	52%	11%
Autism / Aspergers	75%	24%
None	50%	11%

SEXUALITY

Demographic	% who have been bullied	% who admit to bullying others
Straight	51%	11%
Lesbian	73%	20%
Gay	82%	32%
Bisexual	79%	15%
Curious	69%	20%
Asexual	68%	12%
Prefer not to say	61%	10%

WANNA TALK?

INSTANT HELP AND SUPPORT

You don't have to go through bullying alone. Get instant help and support from the largest online anti-bullying hub in the world.

Browse thousands of guides, tips and interviews, meet like-minded people and speak with our expert mentors.

Visit DitchtheLabel.org

PART 2

LIVING YOUR LIFE ONLINE

What it's really like growing up in a digital world. We explore cyberbullying, online behaviours, social media addiction and body image.

CYBERBULLYING

FREQUENCY AND NATURE

INTRODUCTION

Over recent years, cyberbullying is an issue that has hit the national headlines and had devestating impacts upon the lives of so many young people. An expansion of 'traditional' offline bullying, cyberbullying has been found to seriously undermine the health and wellbeing of those who are subjected to it. In the largest survey of its kind, we wanted to explore the current climate of cyberbullying: What is happening? Where is it happening and just how often?

CYBERBULLYING

FREQUENCY AND NATURE

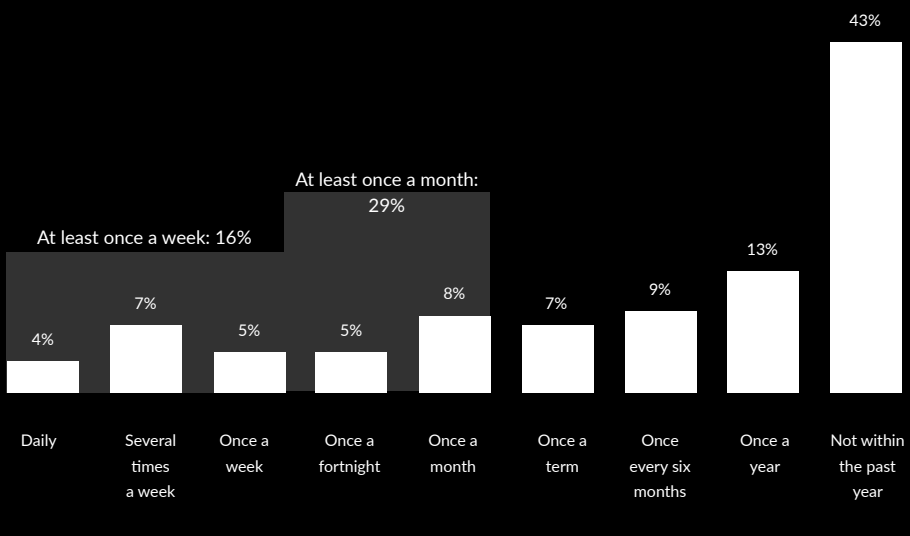
FROM THOSE WHO HAVE EXPERIENCED CYBERBULLYING...

WHAT HAPPENED TO YOU?

- 39% HAD A NASTY COMMENT POSTED ON THEIR PROFILE
- 34% HAD A NASTY COMMENT POSTED ON THEIR PHOTO
- 68% HAD BEEN SENT A NASTY PRIVATE MESSAGE
- 18% HAD THEIR PROFILE WRONGFULLY REPORTED
- 23% HAD BEEN BULLIED IN AN ONLINE GAME
- 24% HAD THEIR PRIVATE INFORMATION SHARED
- 18% HAD SOMEBODY IMPERSONATE THEM ONLINE
- 41% HAD RUMOURS ABOUT THEM POSTED ONLINE
- 27% HAD PHOTOS/VIDEOS OF THEM THAT THEY DIDN'T LIKE

FROM THOSE WHO EXPERIENCED IT,

HOW FREQUENTLY DID THE CYBERBULLYING HAPPEN?

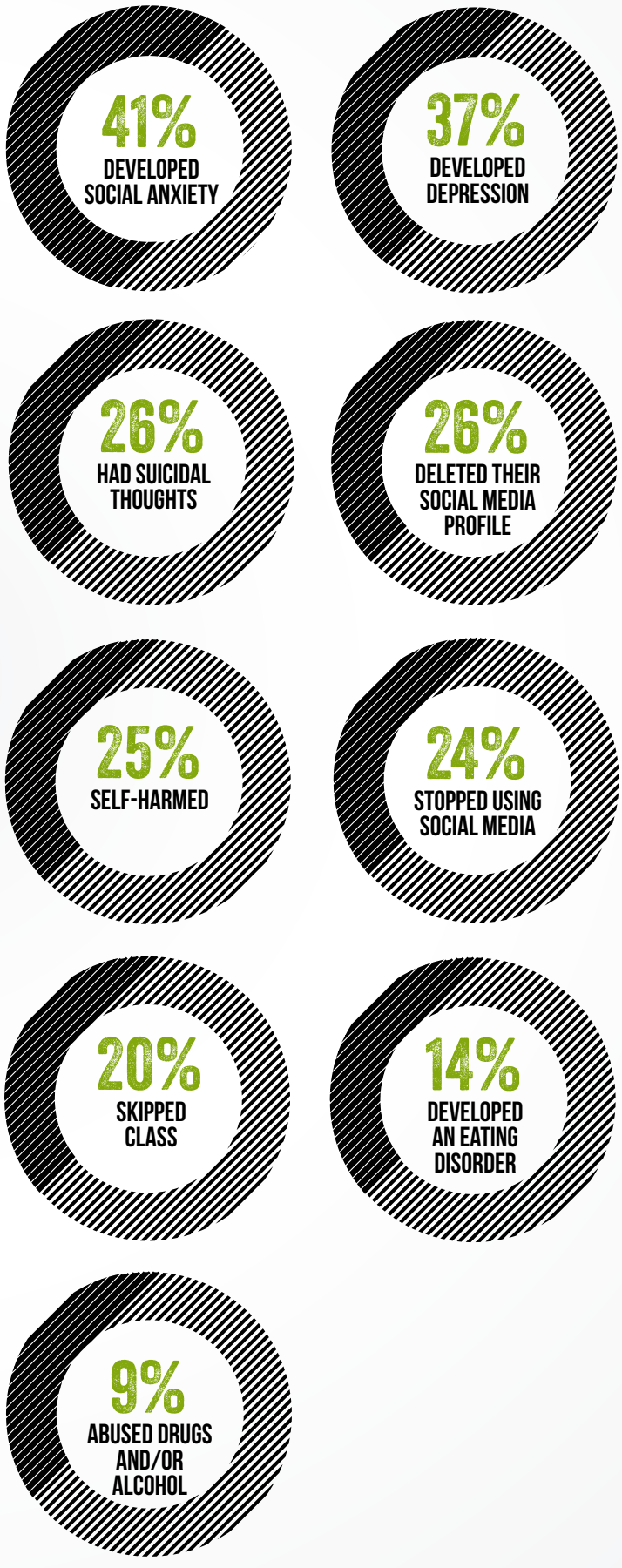


CYBERBULLYING

IMPACT

FROM THOSE WHO HAVE EXPERIENCED CYBERBULLYING...

WHAT IMPACT DID IT HAVE ON YOU?



MY STORY

Female, aged 18, North East.

Growing up through school I was generally friends with people older than me or boys because I was interested in football and similar music genres and I was never a “girly girl”, this eventually developed into being bullied for being a “slut” or a “whore” because I’m friends with more boys than girls.

The bullying continued for so long that I turned to having multiple sexual partners to feel better about myself. Because of being friends with older people, I did the same things as them and started drinking alcohol and experimenting with drugs at a young age, I was bullied for this which led to further alcohol and drug misuse.

I have developed moderate depression and anxiety and often turn to drugs and alcohol to make myself feel better.

Other gender, aged 14, London.

I’m often getting into arguments with my friend’s boyfriend because he is treating him badly, telling him to kill himself, swearing at him, telling him what to do and what not to do etc.

However my friend does not want to break up with him as he only wishes for everyone to be happy, including his boyfriend. When I try to get him to stop telling my friend those things, he says them to me - however, far worse. I also get these kinds of comments from other people both in person and online.

These aren’t necessarily the cause for my depression, anxiety and panic attacks etc. however they do contribute.

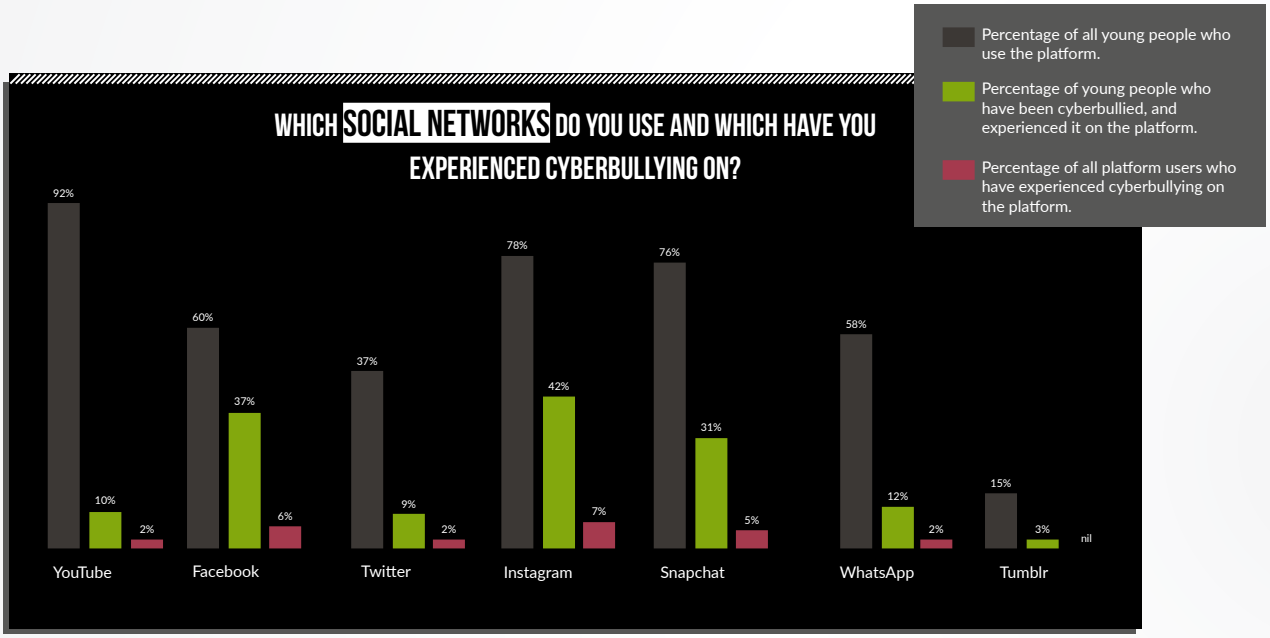
CYBERBULLYING

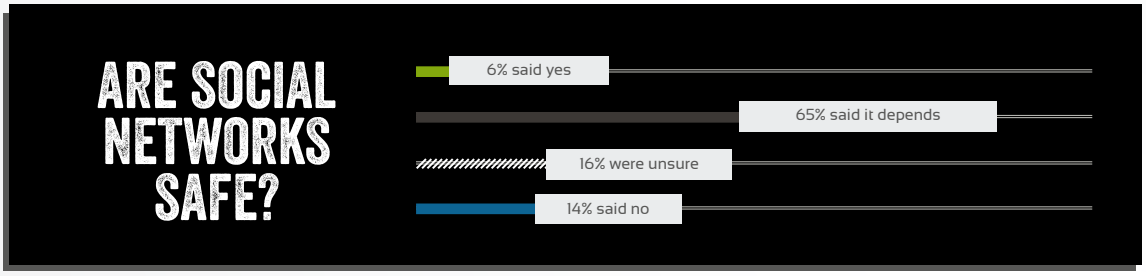
BY SOCIAL NETWORK

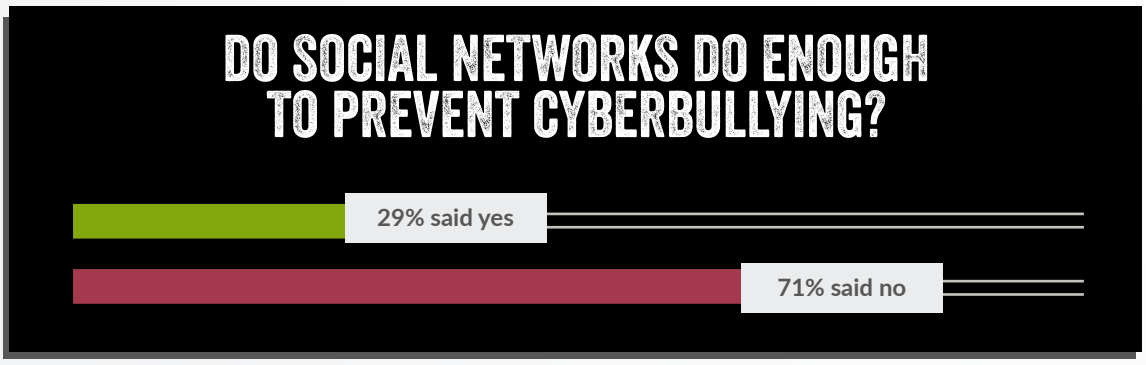
INTRODUCTION

To help us better understand the nature of cyberbullying, we asked all respondents to tell us which social networks they have used in the past 12-months, then, we asked those who experienced cyberbullying on which platform they experienced abuse. This data was then extrapolated to calculate the percentage of young people who had experienced cyberbullying on each platform.

Cyberbullying is a societal issue that requires the full co-operation of social networks, NGO's, policy makers, young people, educators and society as a whole.

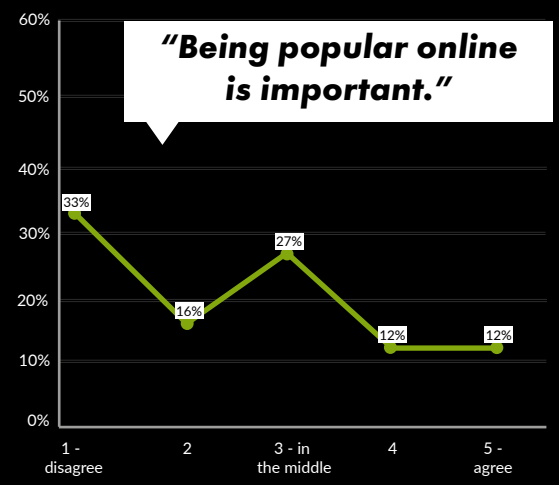


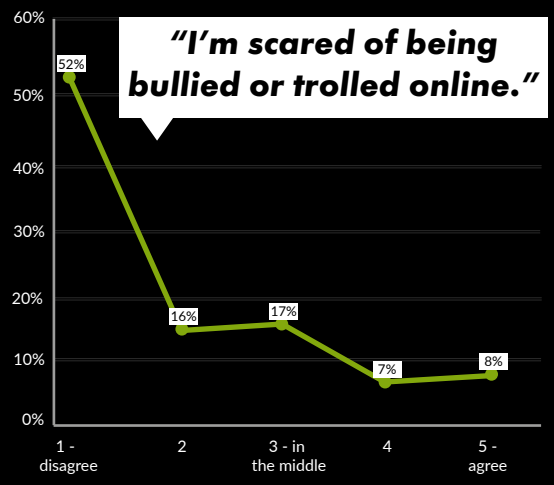




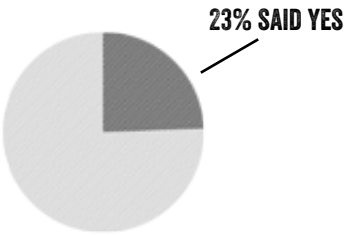
CYBERBULLYING

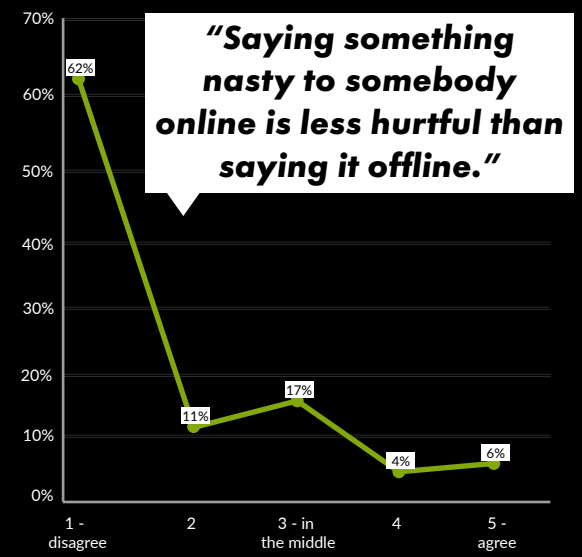
ATTITUDES

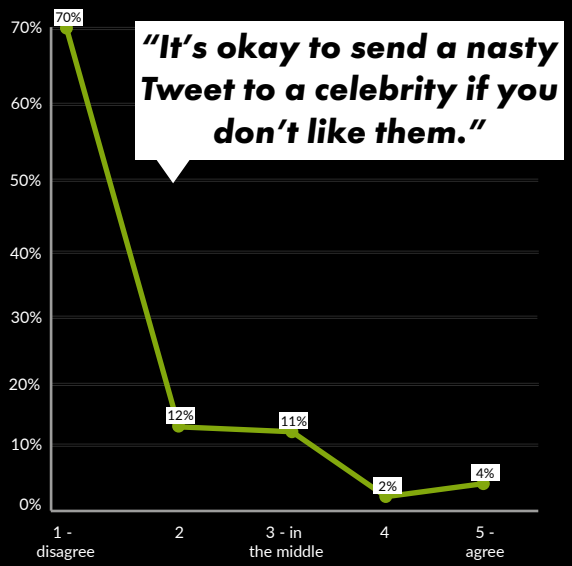




IS CYBERBULLYING JUST PART OF GROWING UP?







INTRODUCTION

By definition, bullying and cyberbullying are subjective - meaning that everybody has a different idea of which behaviours qualify as being abusive. However, there is a general consensus of online behaviours that are considered to fall within the remit of cyberbullying. We asked respondents if they had ever engaged in any of these common online behaviours to determine the percentage of young people who have, to some extent, perpetrated abuse online.

69% OF ALL RESPONDENTS HAVE DONE SOMETHING ABUSIVE TOWARDS ANOTHER PERSON ONLINE.

Sent a screenshot of someone's status or photo to laugh at them in a group chat

35%
Male: 30%
Female: 37%

25%
Male: 49%
Female: 6%

Trolled somebody in an online game

Liked or shared something online that openly mocks another person

17%
Male: 19%
Female: 16%

16%
Male: 15%
Female: 17%

Done something to subtly annoy somebody you don't like online

Sent a nasty message, either privately or publicly to somebody you know offline

12%
Male: 13%
Female: 11%

5%
Male: 6%
Female: 4%

Created a fake profile and used it to annoy or upset somebody

Sent a nasty message, either privately or publicly to somebody you don't know offline, such as a celebrity or Youtuber

4%
Male: 6%
Female: 2%

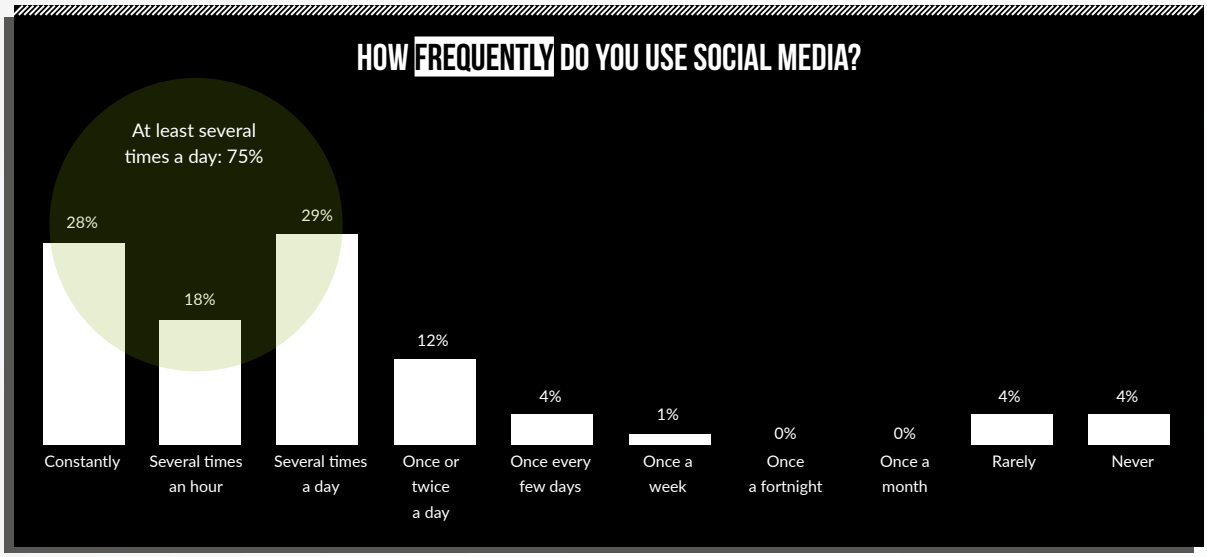
SOCIAL MEDIA

USAGE AND ADDICTION

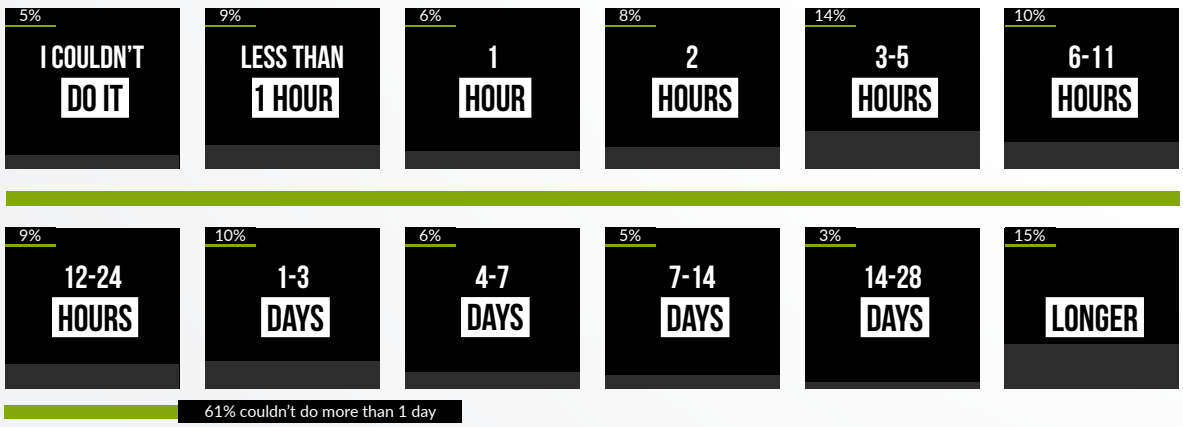
WHAT THE EXPERTS SAY

"More than a quarter of participants use social media "constantly" and another 16% access it "several times an hour." That means that about 43% of youth are engaged with social media often enough that we might worry that their use has become "addictive" or at least "compulsive," and slightly over a third of survey participants said they would experience negative feelings (stress, anxious, lonely) if they could not access social media for one day. The 39% who think they could ignore social media for longer than that may be like other addicts, convincing themselves that they don't have a problem. When put to the test, however, it's likely that many would succumb to the attraction of social media more quickly than they think."

- Professor Sheri Bauman



WHAT IS THE LONGEST YOU COULD GO WITHOUT CHECKING YOUR SOCIAL MEDIA?



SOCIAL MEDIA

USAGE AND ADDICTION

IF YOU HAD NO ACCESS TO SOCIAL MEDIA FOR 1 DAY, HOW WOULD YOU FEEL?

MY STORY

Female, aged 12, Yorkshire & Humber.

"I was told I wasn't good enough and I didn't deserve to live. One of my really good friends turned on me and helped with the cyberbullying and bullying.

I was scared and upset. Then rumours went around about who I liked and what I did - I was upset and frightened. I didn't want to go to school. I was then ignored. But I told a teacher but the person who was bullying me started crying and said I was bullying her. I wasn't but the teacher believed her and I was told off.

I felt worse because nothing was done and the bullying continued. In fact, it got worse and they called me a snitch and a tell-tale and I was scared and felt stupid.

Then one day they questioned me on what I told the teacher and who I liked and my family life. I didn't say but they kept bugging me and threatening to hit me or tell someone I did something I didn't do. So I told them. But when I got home it was posted all online I was so upset and worried."

Male, aged 16, London.

"Someone stole my profile picture on Facebook and put it as their own to provoke a reaction from me and basically nothing was done by teachers.

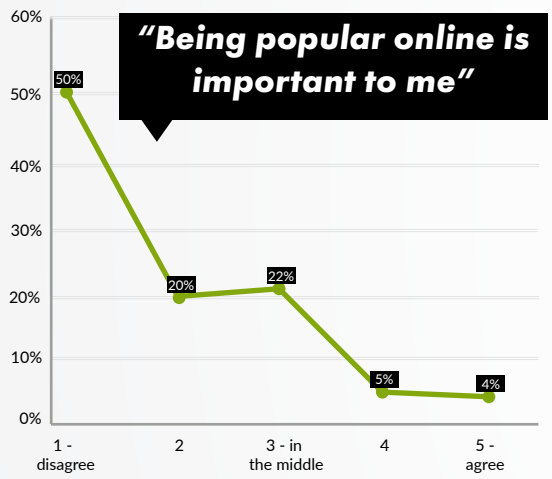
It made me feel rubbish and I started to get into more trouble at school."

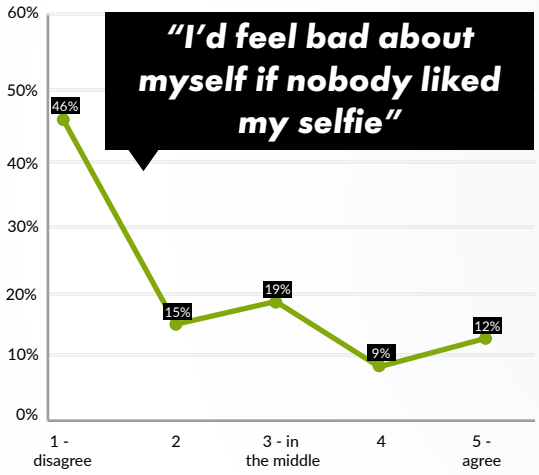
SOCIAL MEDIA

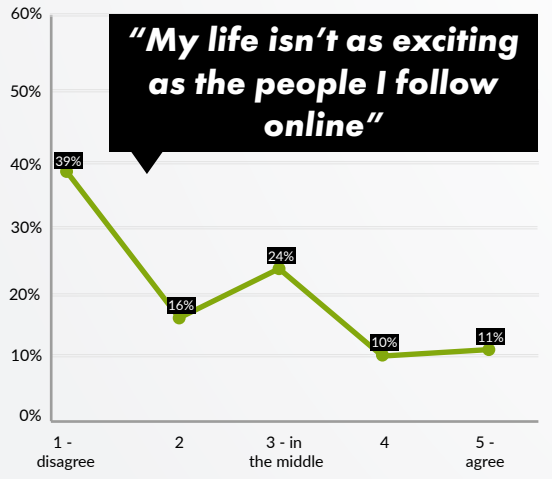
BEHAVIOURS AND ATTITUDES

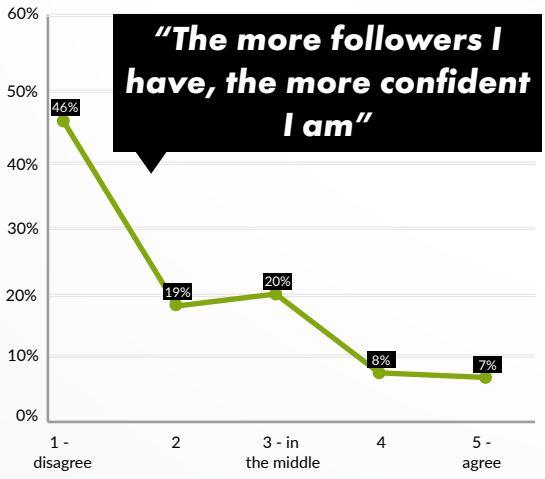
INTRODUCTION

Growing up in a digital world comes with a unique set of challenges that often have an amplified impact upon younger generations. We wanted to understand what kind of impact the internet and social media is having upon the very real behaviours and attitudes of our sample. We took some of the biggest online crazes and evaluated how young people participate and feel about them.



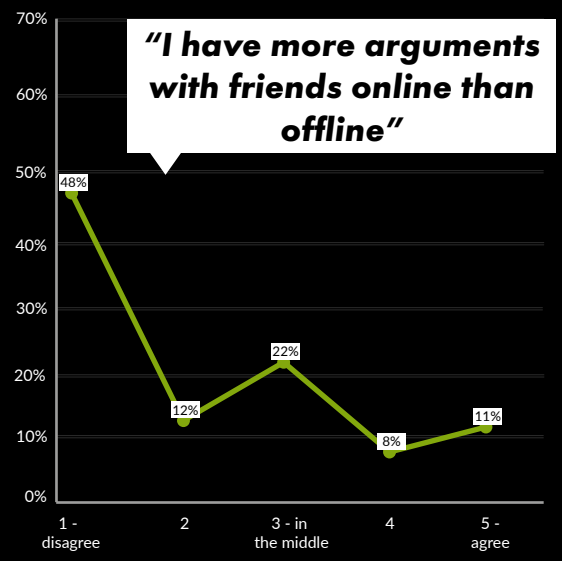


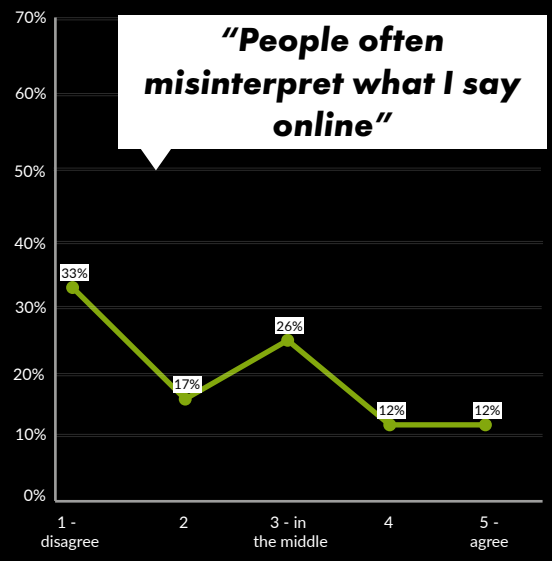


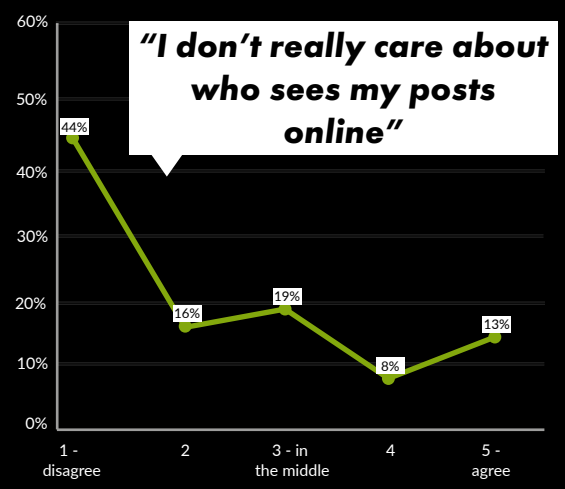


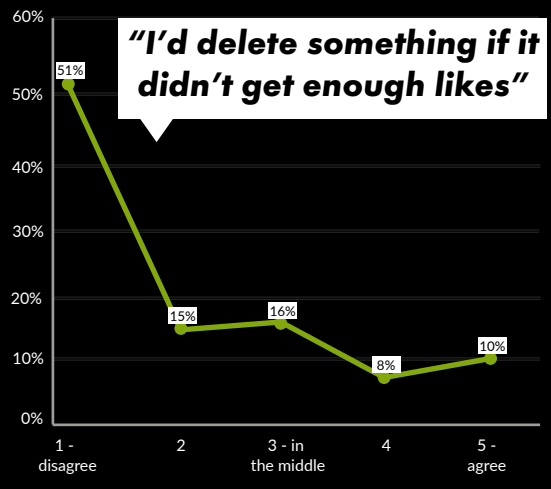
SOCIAL MEDIA

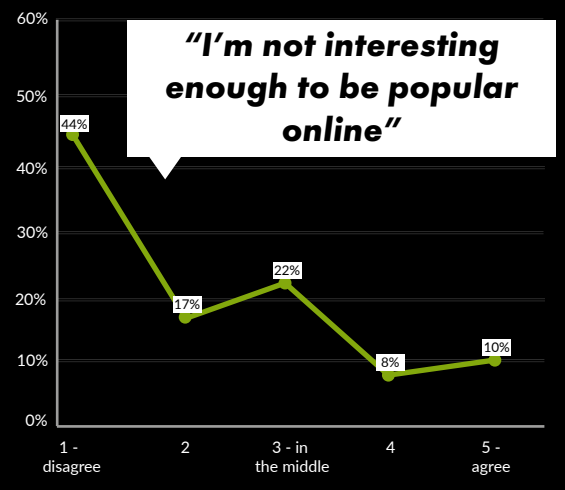
BEHAVIOURS AND ATTITUDES

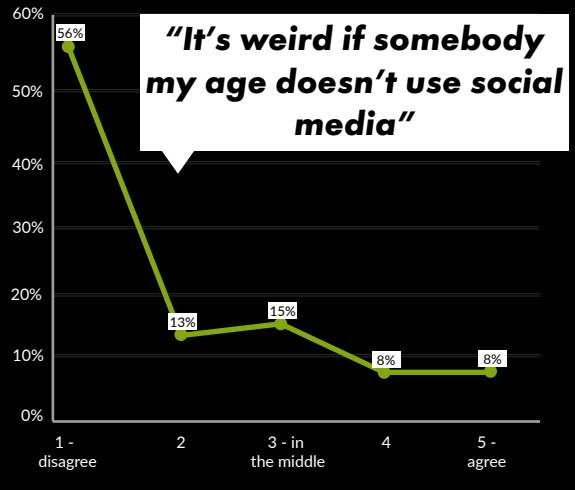












DIGITAL IMPACTS

BODY IMAGE

"I wouldn't ever upload a photo without editing it first"

"Most of the pictures I see online are edited"

"I get more likes on the photos that are edited"

"I think editing your photos is like false advertising"

"Editing photos is harmless because everyone does it"

WHEN IS IT OKAY TO EDIT A SELFIE BEFORE POSTING IT ONLINE?

- 42% IT'S ALWAYS OKAY
- 21% ONLY TO REMOVE A SPOT OR BLEMISH
- 7% ONLY TO REMOVE A PERMANENT FEATURE I DISLIKE
- 30% IT'S NEVER OKAY

"I edit to get rid of blemishes and that's it."

"I use apps to change how my body looks before uploading."

HAVE YOU EVER CHANGED YOUR APPEARANCE AFTER SEEING A PHOTO OF SOMEBODY YOU ADMIRE ONLINE?

FOR EXAMPLE, A YOUTUBER OR BLOGGER.

- **29%** changed their hair
- **17%** changed their skincare
- **22%** changed their makeup
- **7%** wanted or got plastic surgery
- **35%** exercised more
- **29%** changed their clothing style
- **5%** wanted or got a non-surgical procedure

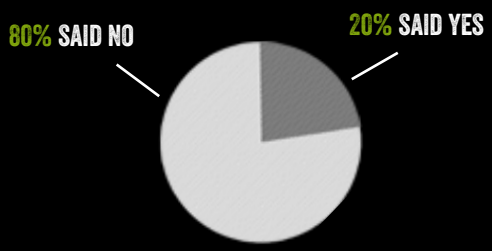
IF YOU COULD CHANGE ANYTHING ABOUT YOURSELF, WOULD YOU?

- 47% I WANT MORE MONEY
- 20% I'D LIKE BETTER POSSESSIONS
- 41% I WANT TO BE MORE ATTRACTIVE
- 49% I WANT TO TRAVEL MORE
- 17% I'D LIKE TO HAVE FAMOUS FRIENDS
- 23% I WANT TO BE FAMOUS
- 56% I'D LIKE BETTER GRADES
- 51% I WANT TO BE MORE INTELLIGENT
- 25% I'D LIKE TO BE MORE POPULAR
- 51% I WANT TO POSITIVELY CHANGE THE WORLD

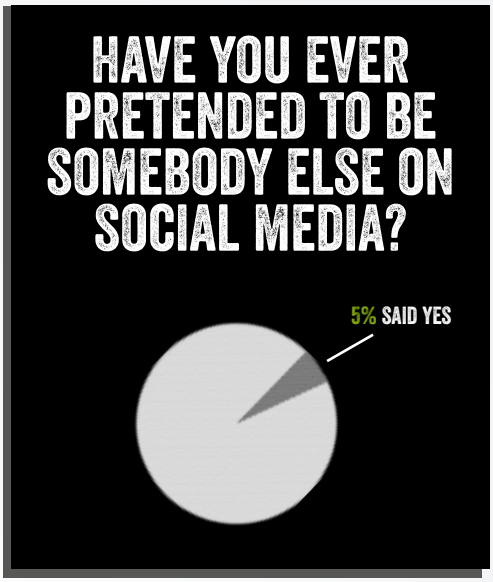
WHY WOULD YOU LIKE TO CHANGE SOMETHING ABOUT YOURSELF?

- 24% TO FIT IN MORE
- 19% TO HAVE MORE FRIENDS
- 13% TO BE FAMOUS
- 56% TO FEEL GOOD ABOUT MYSELF
- 55% TO BE MORE SUCCESSFUL
- 7% TO GET MORE FOLLOWERS ONLINE
- 14% TO STOP PEOPLE FROM BULLYING ME

DOES THE CONTENT YOU POST ONLINE MAKE YOUR LIFE LOOK MORE EXCITING THAN IT ACTUALLY IS?



HAVE YOU EVER PRETENDED TO BE SOMEBODY ELSE ON SOCIAL MEDIA?



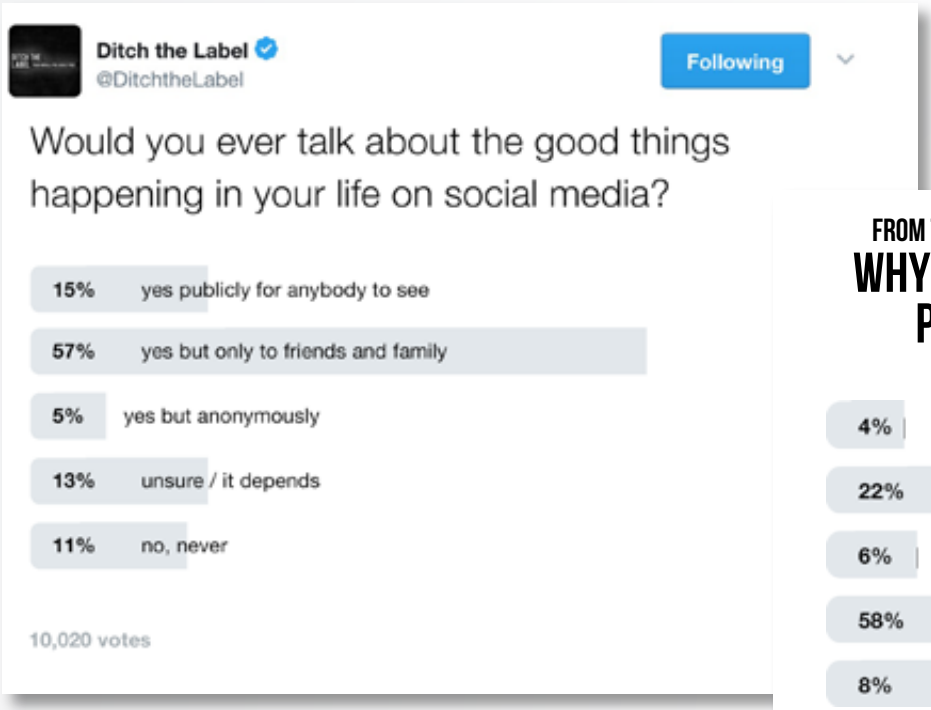
PROFESSOR IAN RIVERS, UNIVERSITY OF STRATHCLYDE

Ditch the Label shows us that young people do sometimes present themselves differently online and offline. Previous studies have shown that for some their online profile may be a representation of who they wish to be and cannot be; for others their profile may be an attempt to deceive.

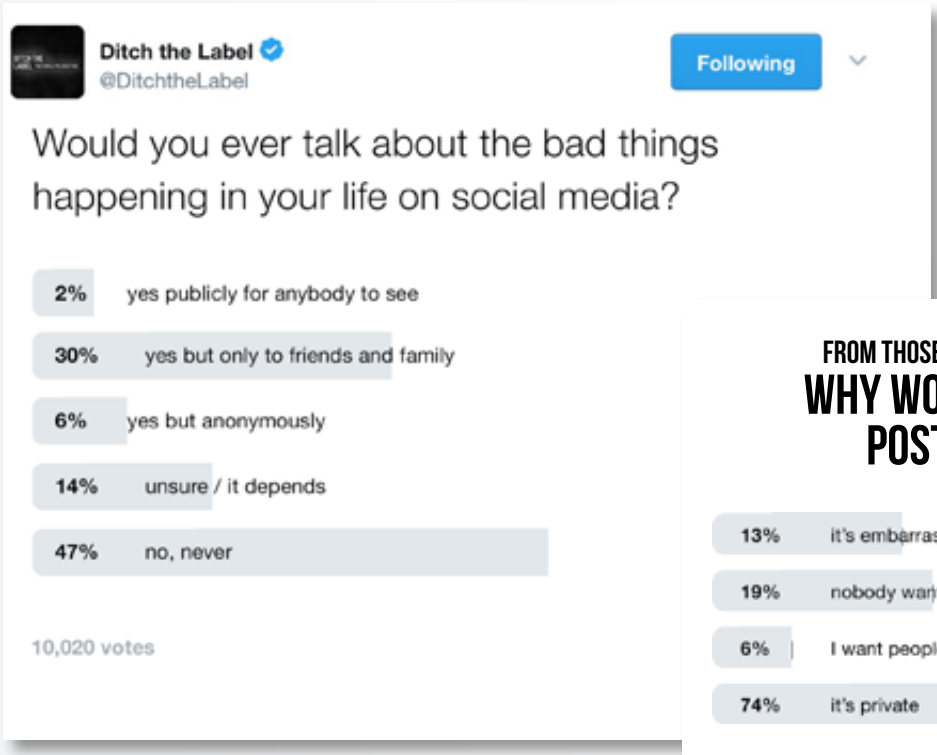
We sometimes also see young people representing themselves as a different sex because they wish to explore the boundaries of what it is to be male or female offline.

Of course there are those who choose to exploit these opportunities and there are those who are exploited by the separation others make of their online and offline lives. We need to better understand the ways in which online and offline lives co-exist today and encourage young people to manage their online interactions safely.

THE GOOD,

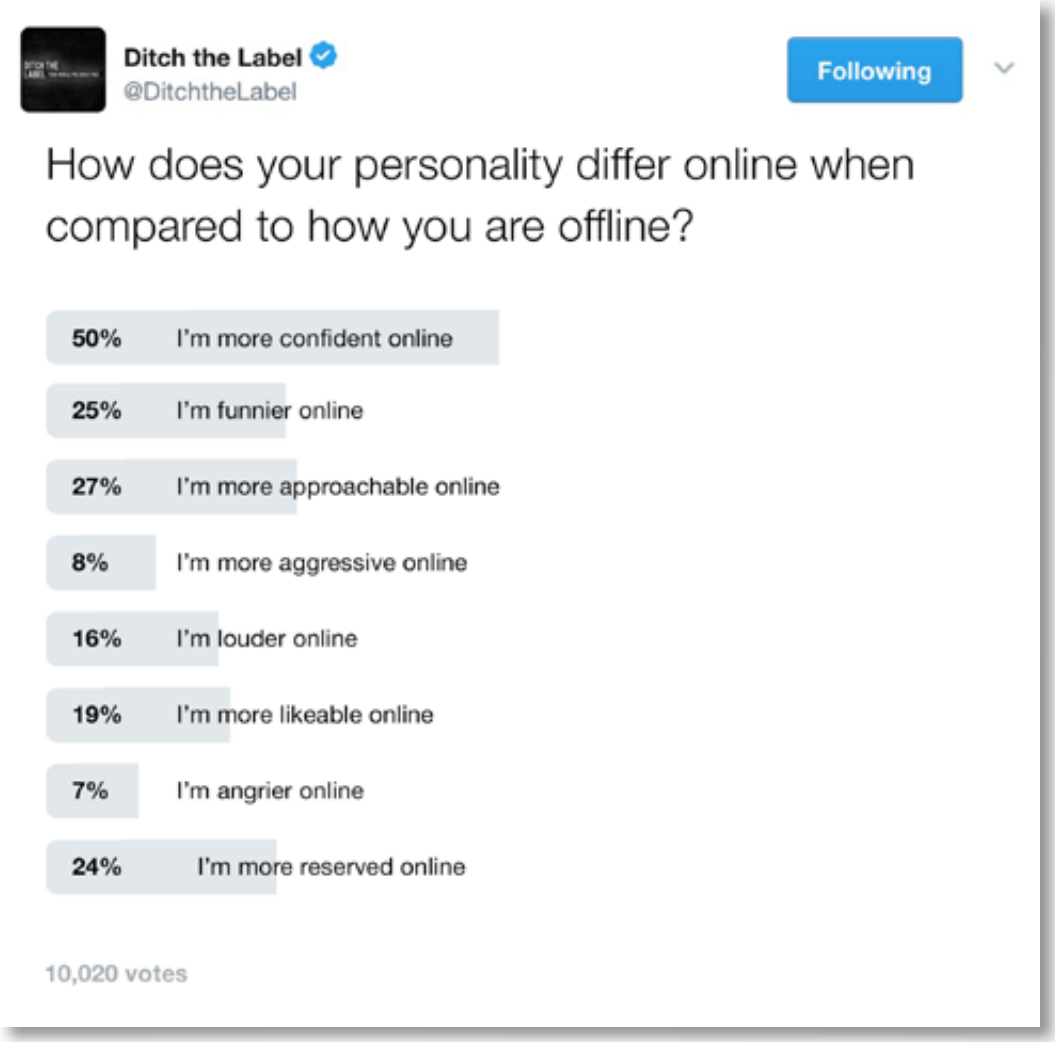


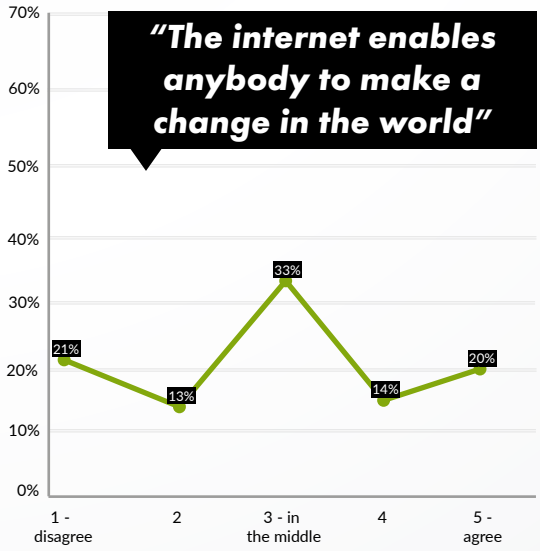
THE BAD, AND THE UGLY...

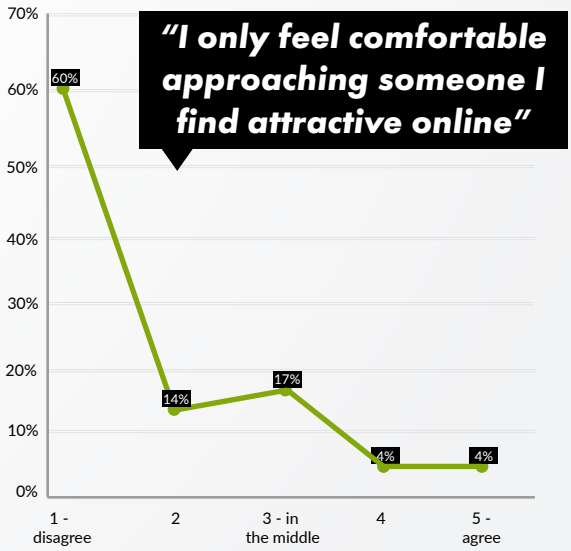


DIGITAL IMPACTS

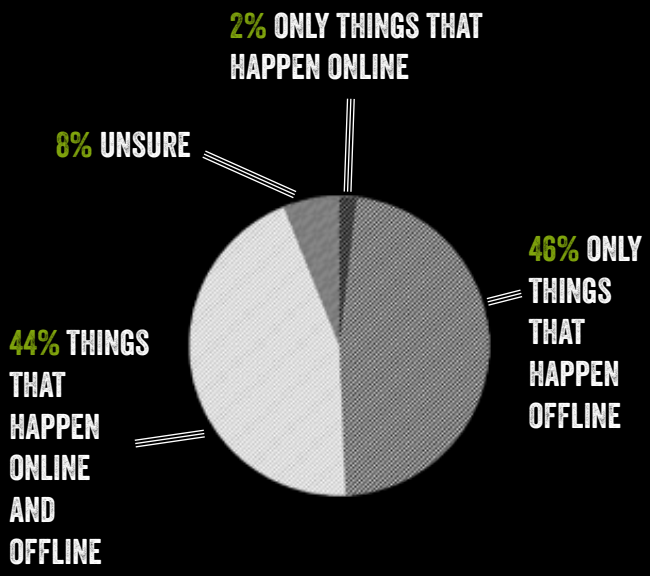
EDITED REALITY







WHAT DOES 'REAL LIFE' MEAN TO YOU?



WANNA MEET IRL?

"I would only ever use 'real life' to describe something that happened offline. That's what it means."

ONLINE LIFE AND REAL LIFE ARE DIFFERENT

"There's online life and then there's real life. They mean completely different things. Like if something happened at school that would be real life."

PEOPLE FORGET THAT ONLINE IS REAL LIFE TOO

"I think sometimes people type things online without thinking about the consequences it could have on them in 'real life', but everything is real life - regardless about it being online or offline. People forget that."

WHAT YOU SAY ONLINE HAS A REAL IMPACT

"I think that cyberbullying is such a big issue because people type things online and they forget that whatever they say has a real impact on somebody offline and that's why I think it's such a big issue."

BARONESS KIDRON, 5RIGHTS.

Read the statistics in this report one way, you can conclude that young people feel cleverer, more likeable, funnier and more confident, online than off. Read again, and you see the tension of creating an upbeat personal brand - where beauty and popularity are the prize and embarrassment and bullying the fear.

In the period from early to late teens, young people's lives transfer from the relative security and privacy of their immediate family and friends, to something more public. In the digital environment - limitlessly public. As their world gets broader, so too do the extremes. With more people in the race you need to be to be ever more funny, outrageous or glamorous to remain popular. Equally, if you make a misstep you are open to a vast public, known and unknown. Being mocked in public is a raw humiliation for a teen, a humiliation that stays online to haunt you.

It is time that both industry and civil society establish values in the digital environment. Tech companies should respond quicker to young peoples concerns and conflicts, be robust about under-age children on their sites, be more responsible about the algorithms that push personal information like wildfire, manage the tsunami of adult content that presents 'shaved', 'pumped' and 'aggressive' as sexual norms.

WANT MORE?

HEAR FROM OUR EXPERTS

Want to know what you can do to combat bullying in your community?

View our recommendations for educators, policy markers, parents/guardians and safeguarding professionals.

Visit DitchtheLabel.org/abs17

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