TEENAGERS INTERNET SAFETY

PREPARED FOR
GOLDBUG

PROJECT DETAILS

FIELDWORK DATES	|	3rd to 8th January 2018
SAMPLE DEFINITION	|	1,004 UK teenagers (aged 11 to 16)

This report is based on the results of an online survey.

8TH JANUARY 2018

FRIENDSHIP

The three most popular ways for teenagers (aged 11 to 16) to communicate with friends are face to face (84%), via text (80%) and speaking on a mobile phone (67%). Additionally, over two thirds (67%) use WhatsApp to communicate with their friends.

A THIRD OF TEENS ADMIT THEY CANT STOP CHECKING THEIR PHONE FOR NEW MESSAGES

Almost two thirds (63%) of teenagers think that the internet is helpful in a friendship as they can talk at any time in the day or night. However, 41% think that it is unhelpful as they spend too much time online and a third (35%) admit that they can't stop checking their phone for new messages.

A third (33%) agree that they find it easier to make friends online than they do face to face.

RELATIONSHIPS

A third (32%) of young people aged 11 to 16 years currently have a 'love interest', with an additional quarter (26%) admitting that they have had a 'love interest' in the past but do not have one currently. Seven in ten (71%) of those who currently or used to have a love interest communicated with their boyfriend / girlfriend / love interest both online and face to face during their relationship.

HALF THINK THAT TECHNOLOGY AND SOCIAL MEDIA HAS MADE IT EASIER TO MAINTAIN A RELATIONSHIP

Those who have experience of having a love interest, either previously or currently, think that social media, online platforms and devices (e.g. phones / iPads) have made it easier to keep a relationship going, with 52% saying it is easier. Only one in ten (11%) of those who have relationship experience think that these things have made it more difficult to keep a relationship going; this view is more popular amongst females than males (15% vs. 8%).

ONE FIFTH WOULD CONSIDER HAVING A RELATIONSHIP ONLINE WITHOUT EVER MEETING THE PERSON

Shockingly, 20% of teens aged 11 to 16 would consider having a relationship with a love interest online without ever meeting them. This increases to a quarter of males (24%) and decreases to 15% amongst females. However, 61% would not consider doing this at all.

The internet provides a way for teens to communicate about feelings they might otherwise keep to themselves, with 41% saying that they are more likely to speak to a girlfriend/boyfriend about they feelings online than face to face.
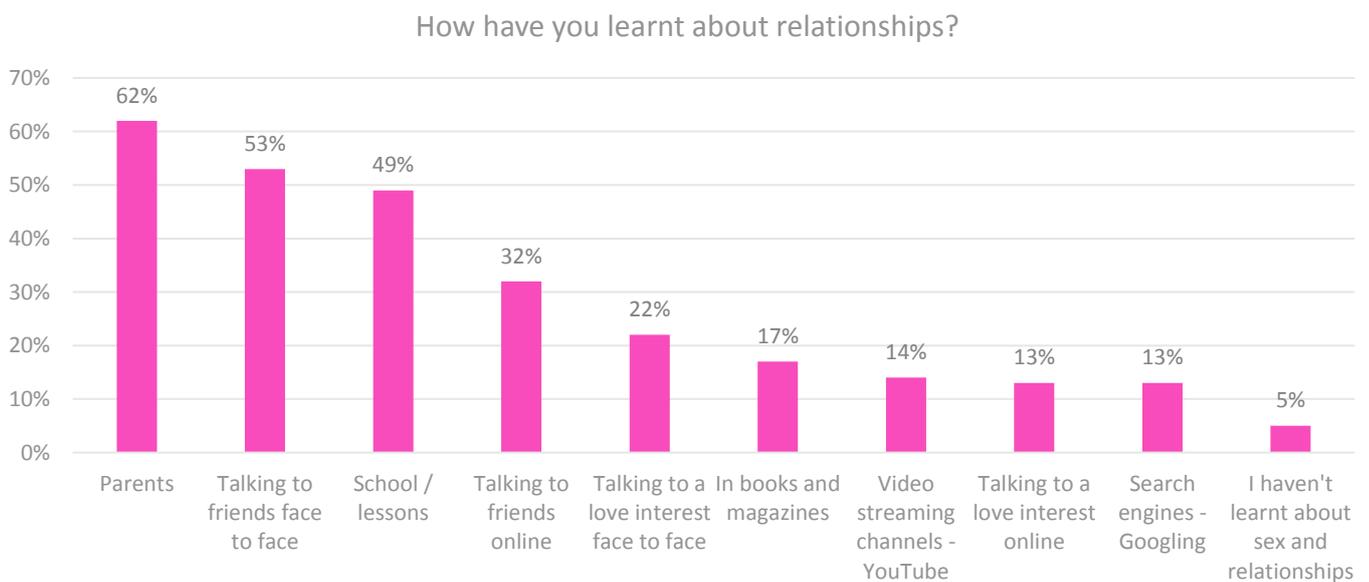
A QUARTER THINK THAT ANNOUNCING A RELATIONSHIP ON SOCIAL MEDIA IS A GOOD IDEA

A quarter (26%) of teens think that announcing a relationship on social media is a good idea, and a further 24% think that sharing updates on a relationship on social media is a good idea. However, over a third (37%) think that it's a bad idea to announce a relationship on social media. The percentage of teens (aged 11 to 16) that think different social media related ideas are good or bad is shown below:

Idea	% bad idea	% good idea
Sharing news of a relationship break-up on social media	58%	19%
Sharing updates on a relationship on social media	45%	24%
Announcing a relationship on social media	37%	26%
Keeping details of a relationship private on social media so friends do not know what's going on	12%	57%

Further to this, a quarter (23%) of teens agree that they find it easier to find love online that they do face to face. On the other hand, a third (35%) disagree with this statement.

When it comes to learning about relationships, teens are most likely to turn to their parents, with 62% saying this is where they have learnt about relationships. The graph below shows the sources where teens have learnt about relationships from:

How have you learnt about relationships?

Source	Percentage
Parents	62%
Talking to friends face to face	53%
School / lessons	49%
Talking to friends online	32%
Talking to a love interest face to face	22%
In books and magazines	17%
Video streaming channels - YouTube	14%
Talking to a love interest online	13%
Search engines - Googling	13%
I haven't learnt about sex and relationships	5%

EXPERIENCES ONLINE

THREE IN TEN HAVE BEEN LEFT OUT OF A GROUP CHAT OR NOT INVITED TO AN EVENT

Teens have been subject to a number of different negative experiences online, with 30% saying that they have been left out of a group chat or not invited to an event. Other experiences endured by teens include:

- Being left out of a group chat or not invited to an event – 30%
- Felt under pressure to post on social media – 17%
- Told a friend something secret which they shared with other people online without permission – 17%
- A friend was left upset after being publicly 'dumped' online – 14%
- Felt under pressure to message a girlfriend / boyfriend – 13%
- Being 'shipped' – paired up / matched with another person but not necessarily wanting it – 10%
- Left upset after being publicly 'dumped' online – 5%

Worryingly only two thirds (67%) of teens say that they often or always only share pictures or videos with people they know. Sadly, almost half (46%) admit that it is often or always true of them that they only post images of them having a great / happy time. With this in mind, 34% say that always or often they spend time get a picture looking as perfect as possible before posting.

ONE FIFTH SET THEIR OWN RULES ABOUT HOW LONG THEY CHAT ONLINE

When it comes to chatting online, 19% of teens aged 11 to 16 say that they set their own rules about how long they chat for; this increases to 32% amongst 15-to 16 year olds. However, over half (56%) say that their parent or guardian sets the rules about how long they can chat online for. However, 12% say that they don't have any boundaries at all when it comes to how long they chat online. On average, teens who chat online think that the acceptable amount of time to spend chatting per day is 2.4 hours.

ONE IN FIVE HAVE HAD FALSE RUMOURS SPREAD ABOUT THEM ONLINE

The age of social media has left young people vulnerable to having false information spread about them online, with 21% of 11 to 16 year olds saying they have experienced this. Additionally, 28% have felt left out after seeing a post from a friend at a party or gathering that they had not been invited to.

Those who have had these experienced happen to them online have told a variety of people. Across all of the online scenarios, the most popular source of support to tell about the experience was a parent.

When asked what they would do if someone posted something about them online that was knowingly wrong, 54% said that they would ask their parents for advice. Other popular actions to take were, asking them to take it down (43%), blocking them (43%) and reporting it to the social media network (31%).

ONLINE RESTRICTIONS

TWO THIRDS THINK THAT PARENTAL CONTROLS ARE A GOOD IDEA

Parental control are seen as a good idea by 65% of teens aged 11 to 16. Half (50%) of teens suspect that their parents use parental controls to prevent them from visiting or using inappropriate websites and apps, this is higher amongst 11 to 12 year olds than 15 to 16 year olds (60% and 44% respectively).

When asked why they think that parents and/or carers might want to use parental control, over two thirds (69%) said they think they are used to stop them from seeing content designed for adults. A further 66% think parental controls are used to stop them being contacted by strangers (66%).

A third of teens (33%) think that they should be able to go online at age 15 to 16 without any parental controls. However, a conservative 15% think that parental controls and restrictions should only be taken away once over 18 years of age.

ABOUT OPINIUM

OPINIUM is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think**, **feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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