



# Press Release

## Perils and Possibilities: Growing Up Online

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### Online Security top of mind for Asian 18 year olds

The Perils and Possibilities: Growing Up Online poll took place among 18 year olds with internet access in 25 countries around the world. This UNICEF / Ipsos study share insights on teenagers' behavior and expectations from the online world they grew up with.

For a vast majority of Asian 18 year olds (92%), protecting their security and privacy while online is as important as the act of socializing and communicating with their friends online (91%), both statements being on a par with respondents in other regions.

Online gaming is a huge thing in Asia and 18-year-old Asians come on top again with 58% saying online gaming is important to them, far ahead of other regions such as Europe (34%) Latin America (35%) or Africa (47%).

Young Asians appear as quite confident about their own online behavior: 80% believe that they know more about social media than their parents, and 92% that they would know how to avoid dangerous or risky situations online.

Online abuse is also top of mind: 78% thought that online bullying or abuse would never happen to them, yet 59% think they friends participate in risky behaviours online.

And when asked what they would do if they felt unsafe online, Asian 18 year olds say they would prefer talking to their friends first (84%), rather than telling their parents (79%) or even their teachers (50%). Then 83% believe they would know what to do if their own friends were facing a risk online.

### About the Study

In each country, interviewing took place in cities that were chosen to provide broad geographic dispersion. Respondents were subsequently screened to fit key demographic targets for gender and urban or rural/suburban dwelling. Excluding the U.S. where an online panel was used, the survey was completed face-to-face mostly electronically using computer assistance in-person interviewing (CAPI) methodology; pen-and-paper interviewing was used in several countries instead of or in addition to CAPI. Since strict demographic targets were set and adhered to within a 4% margin of error overall, the data are not weighted.

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