

# Cyberbullying

A Global Advisor Survey

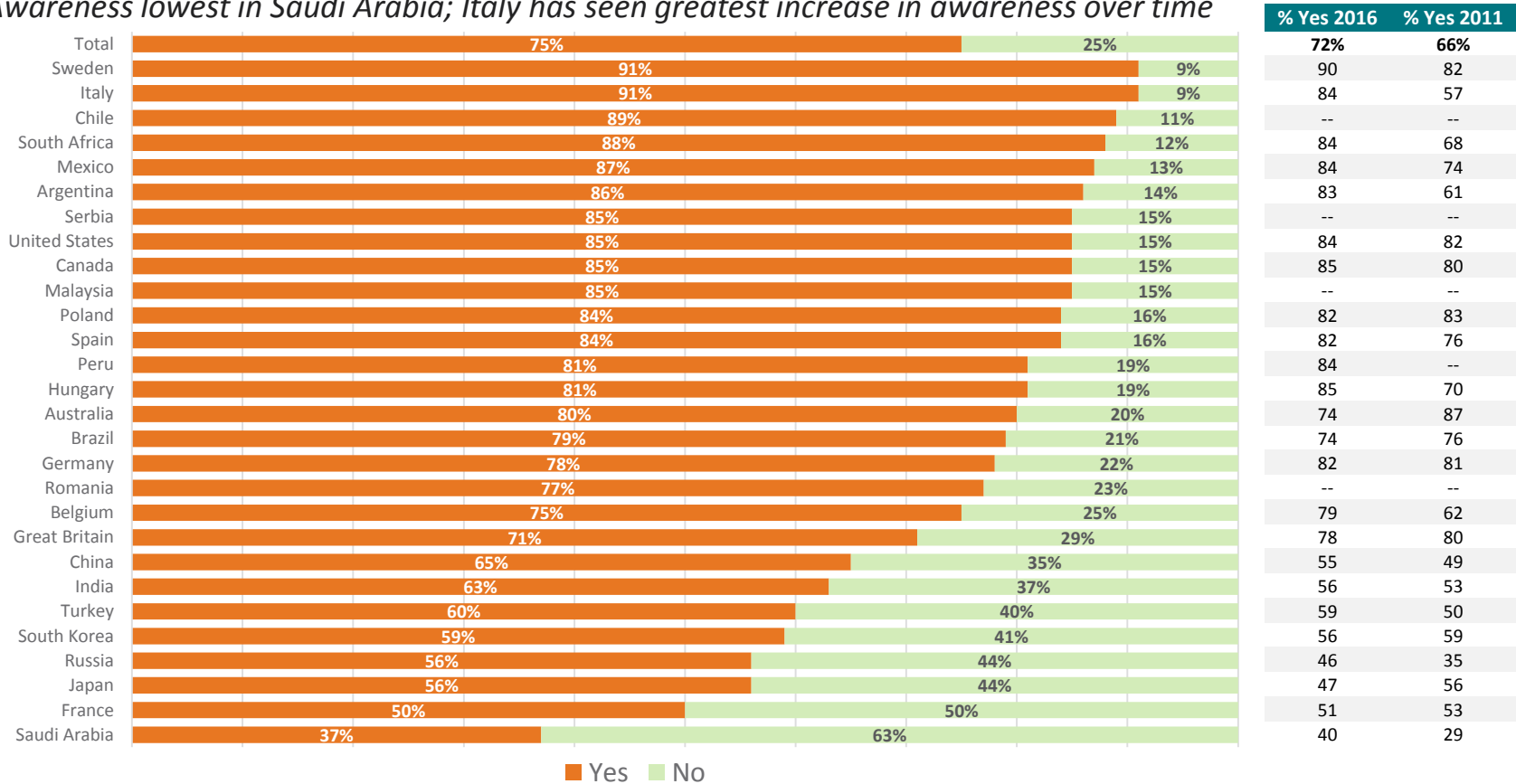
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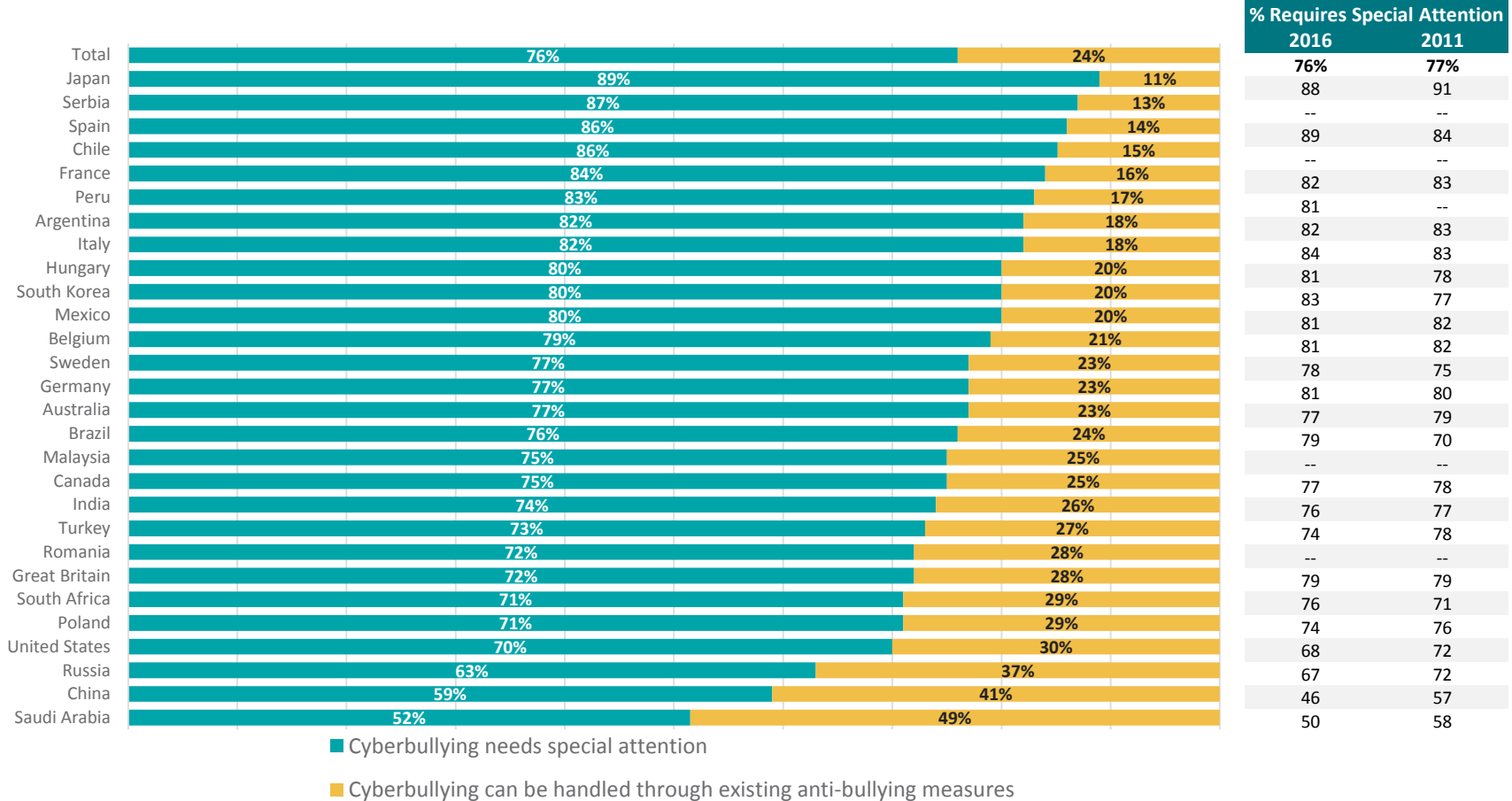
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# Global Awareness of Cyberbullying Increasing, but 25% Have Never Heard of It

Awareness lowest in Saudi Arabia; Italy has seen greatest increase in awareness over time



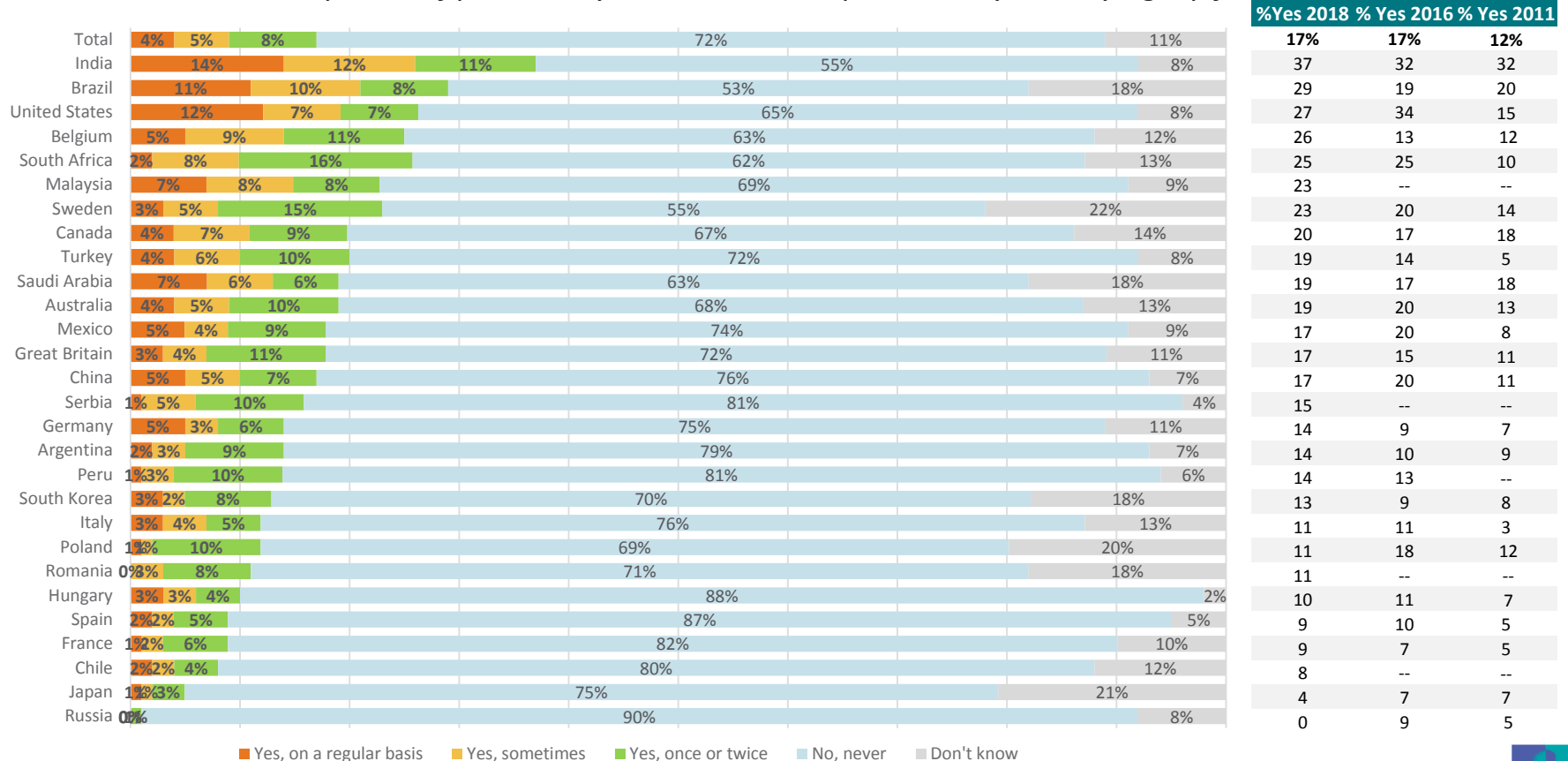
# Majorities in Every Country Feel Existing Anti-Bullying Measures are Insufficient



Q: Which of these comes closest to your point of view?

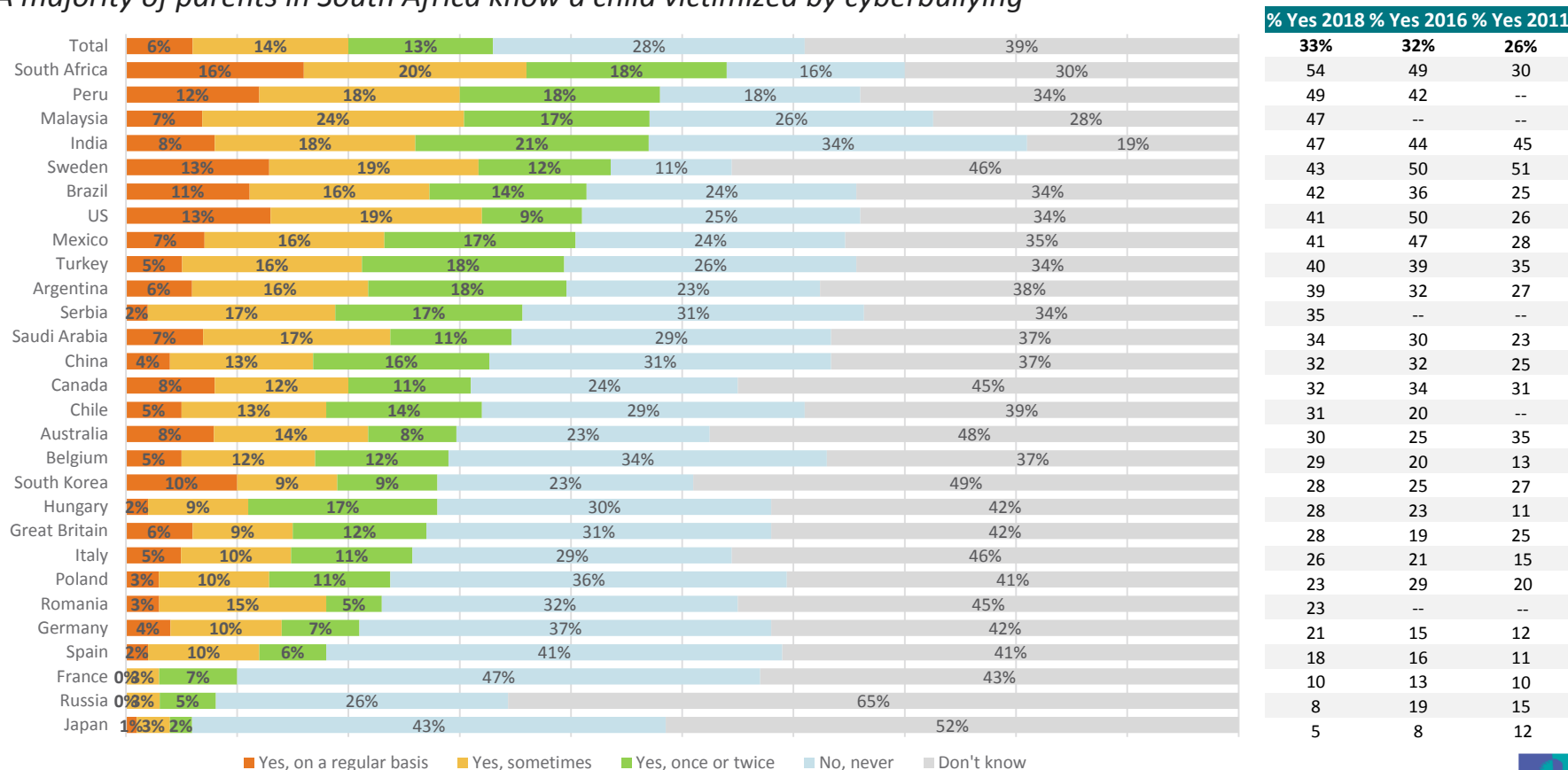
# Nearly 1 in 5 Parents Worldwide Say Their Child Has Experienced Cyberbullying

In the U.S., more than a quarter of parents say their child has experienced cyberbullying, up from 15% in 2011



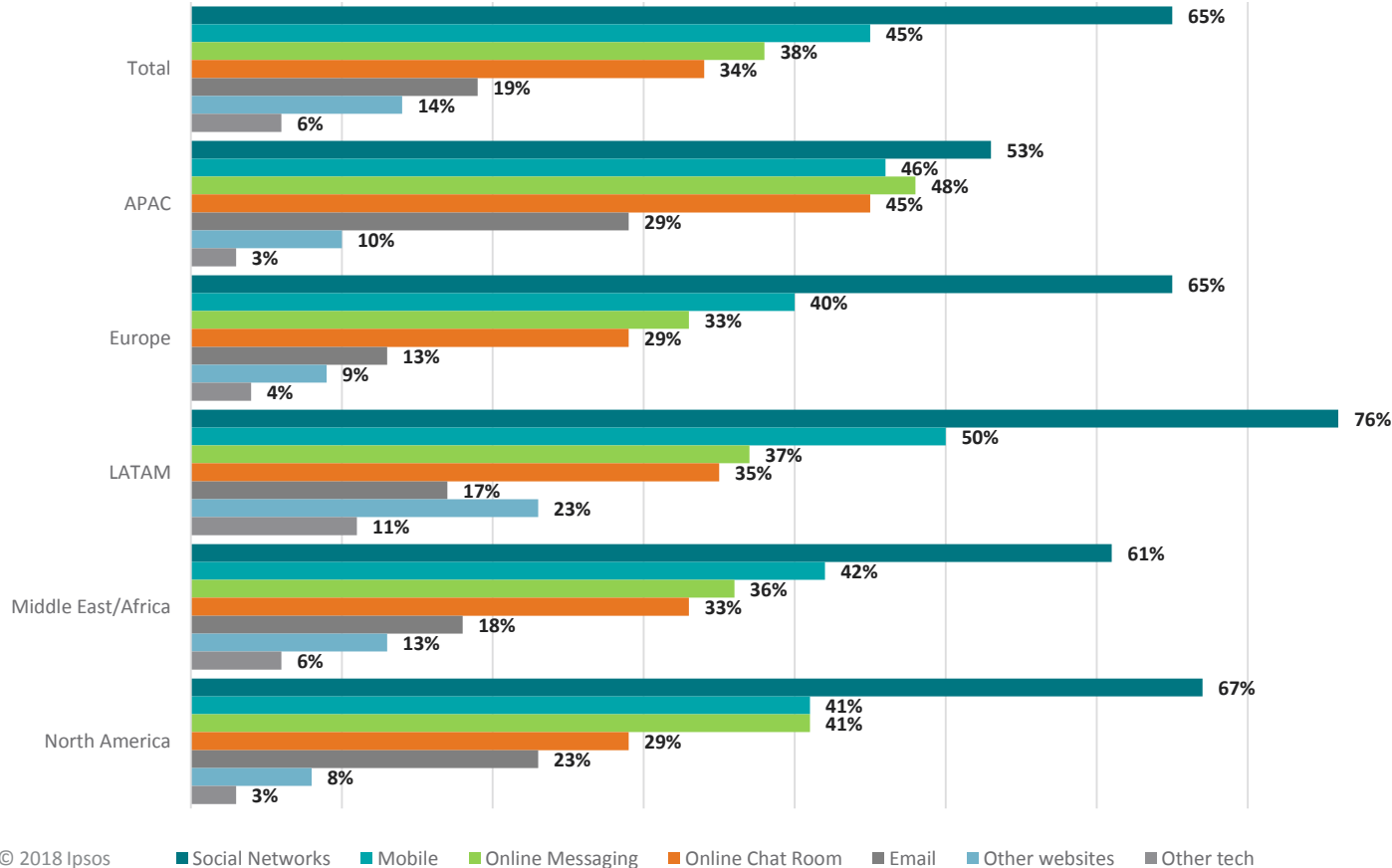
# Globally, 1 in 3 Parents Report a Child in Their Community Has Experienced Cyberbullying

*A majority of parents in South Africa know a child victimized by cyberbullying*



# Social Media is the Most Common Platform for Cyberbullying Worldwide

In Asia-Pacific region, cyberbullying over social networks is less prevalent than in other parts of the world



*Note: Asked only of parents who knew a child in their household or community who had been cyberbullied*

*Q: Thinking about the kids you know who have experienced cyberbullying, to the best of your knowledge, how did they experience the harassing behavior?*

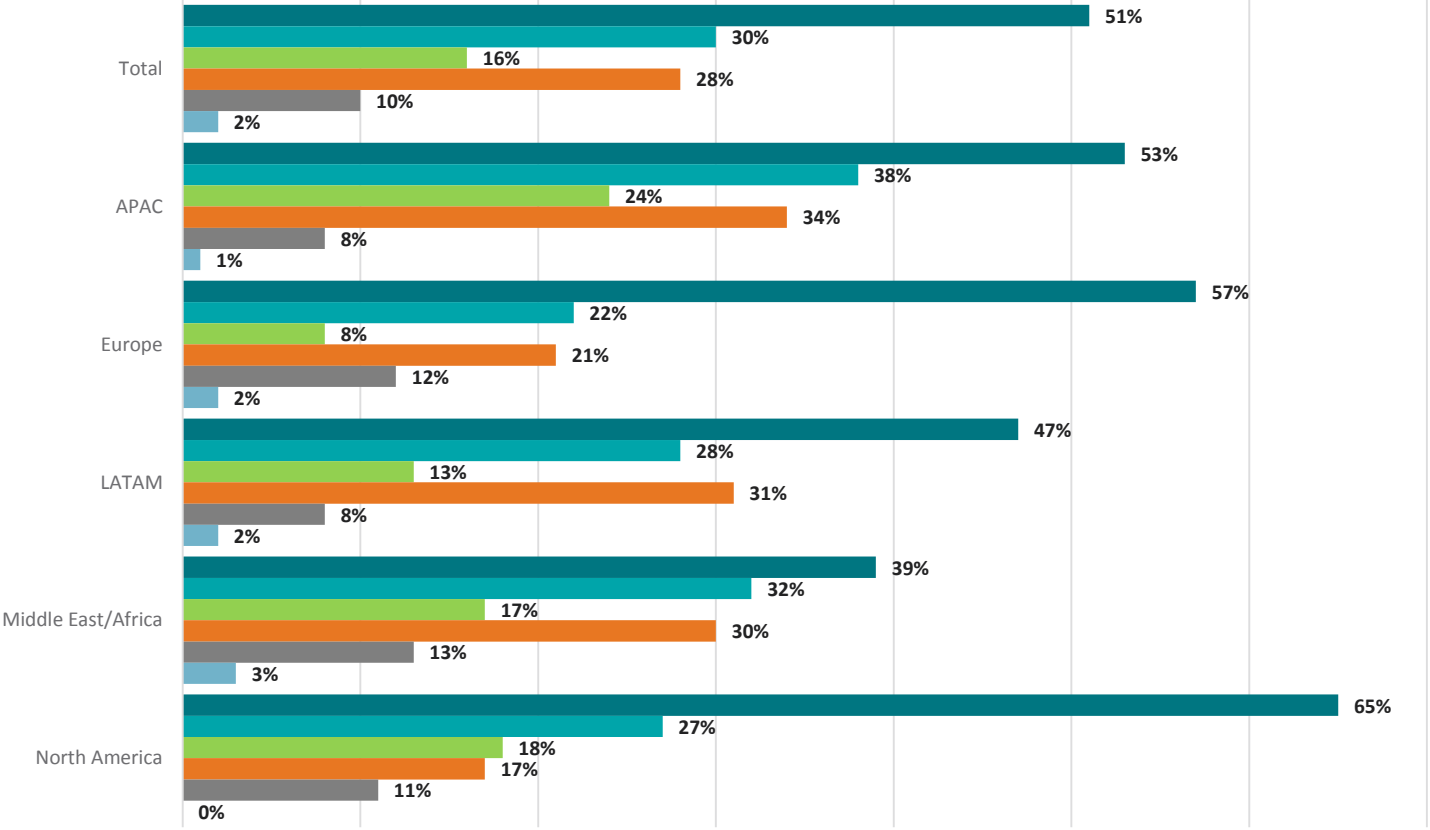
# Peru, Argentina, Mexico See Highest Levels of Social Media Cyberbullying; Just 1 in 4 Parents in China Say Cyberbullying Happens on Social Networks

Note: Only countries with a sample size larger than N=100 are depicted in the graph

|                         | Total | Argentina | Brazil | Canada | China | Great Britain | India | Malaysia | Mexico | Peru | Saudi Arabia | South Africa | Turkey | United States |
|-------------------------|-------|-----------|--------|--------|-------|---------------|-------|----------|--------|------|--------------|--------------|--------|---------------|
| <b>Social Networks</b>  | 65%   | 74%       | 70%    | 68%    | 23%   | 69%           | 66%   | 71%      | 73%    | 80%  | 56%          | 66%          | 60%    | 67%           |
| <b>Mobile</b>           | 45%   | 48%       | 32%    | 34%    | 58%   | 36%           | 44%   | 57%      | 61%    | 51%  | 37%          | 47%          | 43%    | 46%           |
| <b>Online Messaging</b> | 38%   | 43%       | 28%    | 41%    | 57%   | 44%           | 47%   | 33%      | 40%    | 31%  | 28%          | 43%          | 36%    | 42%           |
| <b>Online Chat Room</b> | 34%   | 42%       | 28%    | 24%    | 53%   | 20%           | 50%   | 31%      | 28%    | 39%  | 42%          | 25%          | 33%    | 33%           |
| <b>Email</b>            | 19%   | 10%       | 10%    | 14%    | 25%   | 16%           | 44%   | 23%      | 22%    | 19%  | 23%          | 13%          | 18%    | 30%           |
| <b>Other websites</b>   | 14%   | 21%       | 15%    | 8%     | 8%    | 13%           | 16%   | 19%      | 25%    | 27%  | 20%          | 8%           | 10%    | 8%            |
| <b>Other tech</b>       | 6%    | 8%        | 6%     | 4%     | 1%    | 6%            | 5%    | 9%       | 14%    | 12%  | 4%           | 9%           | 6%     | 3%            |

Q: How do kids who have experienced cyberbullying experience the harassing behavior? [Asked only of parents who has a child or knew of a child in their community who had experienced cyberbullying]

# The Majority of Cyberbullying Is Done By A Classmate of the Child Being Bullied



*Note: Asked only of parents who knew a child in their household or community who had been cyberbullied*

*Q: To the best of your knowledge, was the person doing the bullying a...?*



# Cyberbullying Done By Classmates is Most Prevalent in Great Britain, Followed by Canada and South Africa

Note: Only countries with a sample size larger than N=100 are depicted in the graph

|                               | Total | Argentina | Brazil | Canada | China | Great Britain | India | Malaysia | Mexico | Peru | Saudi Arabia | South Africa | Turkey | United States |
|-------------------------------|-------|-----------|--------|--------|-------|---------------|-------|----------|--------|------|--------------|--------------|--------|---------------|
| <b>Classmate</b>              | 51%   | 40%       | 53%    | 68%    | 48%   | 74%           | 42%   | 53%      | 53%    | 43%  | 25%          | 67%          | 22%    | 62%           |
| <b>Young person, stranger</b> | 30%   | 34%       | 29%    | 20%    | 56%   | 17%           | 35%   | 39%      | 36%    | 18%  | 26%          | 29%          | 41%    | 32%           |
| <b>Known adult</b>            | 16%   | 15%       | 10%    | 9%     | 28%   | 9%            | 32%   | 29%      | 12%    | 14%  | 30%          | 15%          | 5%     | 26%           |
| <b>Adult, stranger</b>        | 28%   | 38%       | 14%    | 15%    | 49%   | 12%           | 47%   | 36%      | 27%    | 45%  | 43%          | 14%          | 35%    | 18%           |
| <b>Don't know</b>             | 10%   | 7%        | 10%    | 14%    | 2%    | 9%            | 8%    | 8%       | 7%     | 5%   | 11%          | 11%          | 16%    | 9%            |
| <b>Prefer not to answer</b>   | 2%    | 2%        | 4%     | 0%     | 1%    | 1%            | 2%    | 3%       | 2%     | 0%   | 3%           | 3%           | 3%     | 0%            |

Q: To the best of your knowledge, was the person doing the bullying a...? [Asked only of parents who has a child or knew of a child in their community who had experienced cyberbullying]

# Methodology

These are the findings of a Global Advisor Cyberbullying Study. In total 20,793 interviews were conducted between March 23 – April 6, 2018 among adults aged 18-64 in the US and Canada, and adults aged 16-64 in all other countries. Where applicable, trended questions have been shown from Ipsos' November 2011 and September 2016 cyberbullying studies.

The survey was conducted in 28 countries around the world via the Ipsos Online Panel system. The countries reporting herein are across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, and the United States.

Between 500 and 1000+ individuals participated on a country by country basis via the Ipsos Online Panel. The sample was 1000+ in Australia, Brazil, Canada, China, France, Germany, Great Britain, Italy, Japan, Mexico, Spain and the United States of America. In all other countries the sample was 500+. Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

In countries where internet penetration is approximately 60% or higher the data output generally reflects the overall population. Of the 28 countries surveyed online, 17 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Russia, Saudi Arabia, Spain, Sweden, Great Britain and the United States. The remaining countries surveyed – Brazil, Chile, China, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey – produce a national sample that is considered to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.

# Contacts



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