



Global @dvisor



CYBERBULLYING

Citizens in 24 Countries Assess
Bullying via Information Technology
for a Total Global Perspective



These are the findings of the *Global @dvisor* Wave 27 (G@27), an Ipsos survey conducted between November 1st and November 15th, 2011.

SURVEY METHOD

- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. This month, fielding took place in 26 countries.

COUNTRIES

- The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.

SAMPLE

- For the results of the survey presented herein, an international sample of 18,687 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

WEIGHTING

- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Analytic Components

Cyberbullying is when a child or group of children (under the age of 18) intentionally intimidate, offend, threaten or embarrass another child or group of children specifically through the use of information technology, such as a website or chat room on the Internet, a cellular telephone or another mobile device.

- Have you ever seen, read or heard anything about cyberbullying?
 - Yes
 - No

Which of the following comes closest to your point of view? Some people believe that [INSERT STATEMENT A OR B – ROTATE]. Others believe that [INSERT STATEMENT A OR B – ROTATE]. Which of these statements comes closer to your own point of view?

- **STATEMENT A** - cyberbullying is the same behaviour seen in other forms of bullying, just through different technologies, and so it should be addressed through existing anti-bullying measures among parents and schools.
- **STATEMENT B** - say that cyberbullying is a fundamentally different type of bullying that needs special attention from parents and schools, in addition to existing efforts to address bullying in general.
 - [RANDOMIZE IN SAME ORDER AS QUESTIONNAIRE VERBIAGE]
 - Cyberbullying can be handled through existing anti-bullying measures
 - Cyberbullying needs special attention

Analytic Components

To the best of your knowledge, has a child in your household ever experienced cyberbullying? What about another child in your community?

- Yes, on a regular basis
- Yes, sometimes
- Yes, once or twice
- No, never
- Don't know

Thinking about the kids you know who have experienced cyberbullying, to the best of your knowledge, how did they experience the harassing behaviour? Please select all that apply. [randomize]

- Cellular telephone or other mobile device
- Social networking site like Facebook
- Online chat room
- Email
- Online instant messaging
- Other websites
- Other form of technology

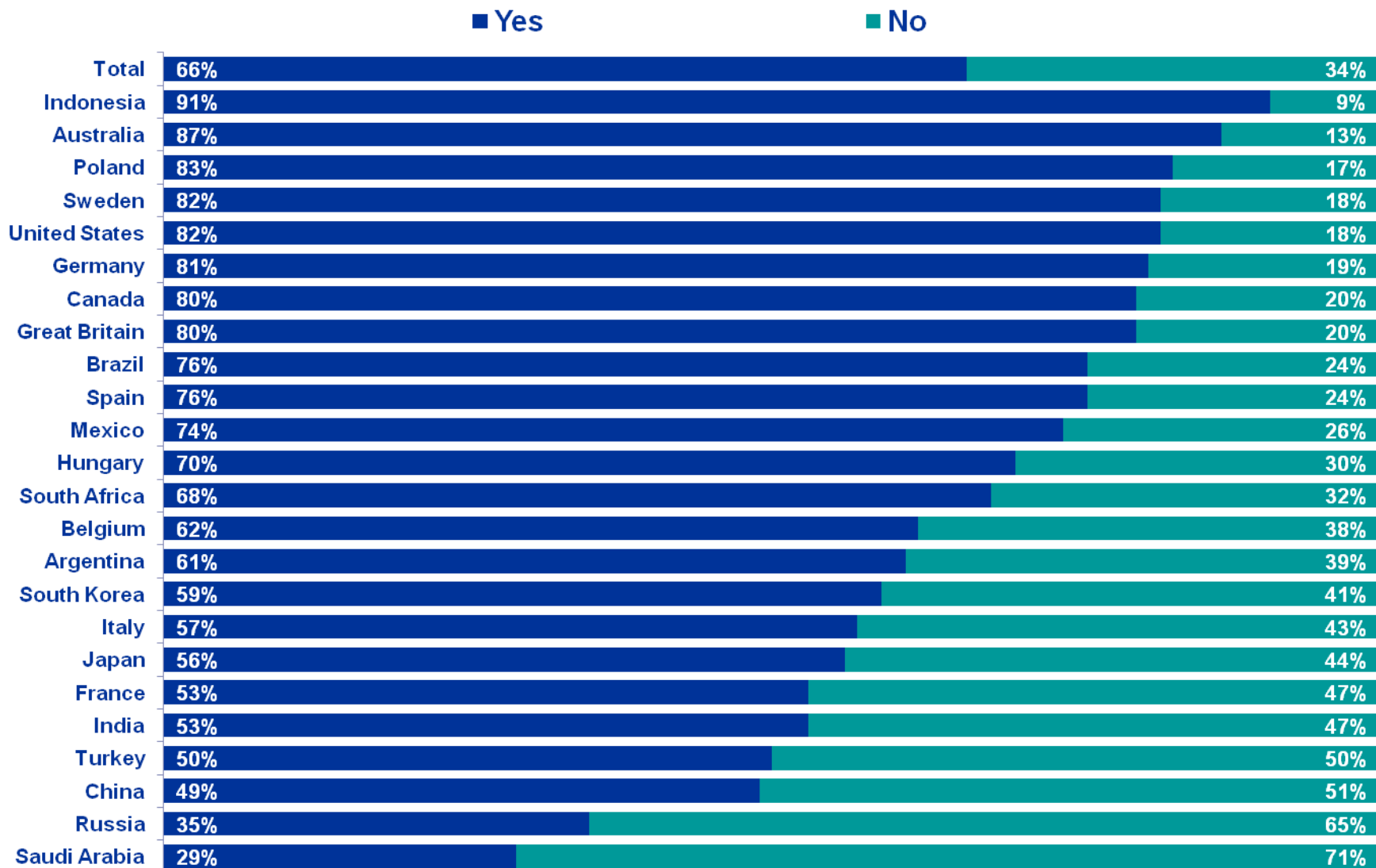
DETAILED FINDINGS

Cyberbullying is when a child or group of children (under the age of 18) intentionally intimidate, offend, threaten or embarrass another child or group of children specifically through the use of information technology, such as a website or chat room on the Internet, a cellular telephone or another mobile device.

Have you ever seen, read or heard anything about cyberbullying?

- Yes
- No

Have you ever seen, read or heard anything about cyberbullying?



DN2. Cyberbullying is when a child or group of children (under the age of 18) intentionally intimidate, offend, threaten or embarrass another child or group of children specifically through the use of information technology, such as a website or chat room on the Internet, a cellular telephone or another mobile device. Have you ever seen, read or heard anything about cyberbullying? Base: All Respondents: n= 18.687

Which of the following comes closest to your point of view? Some people believe that [INSERT STATEMENT A OR B – ROTATE]. Others believe that [INSERT STATEMENT A OR B – ROTATE].

Which of these statements comes closer to your own point of view?

STATEMENT A - cyberbullying is the same behaviour seen in other forms of bullying, just through different technologies, and so it should be addressed through existing anti-bullying measures among parents and schools.

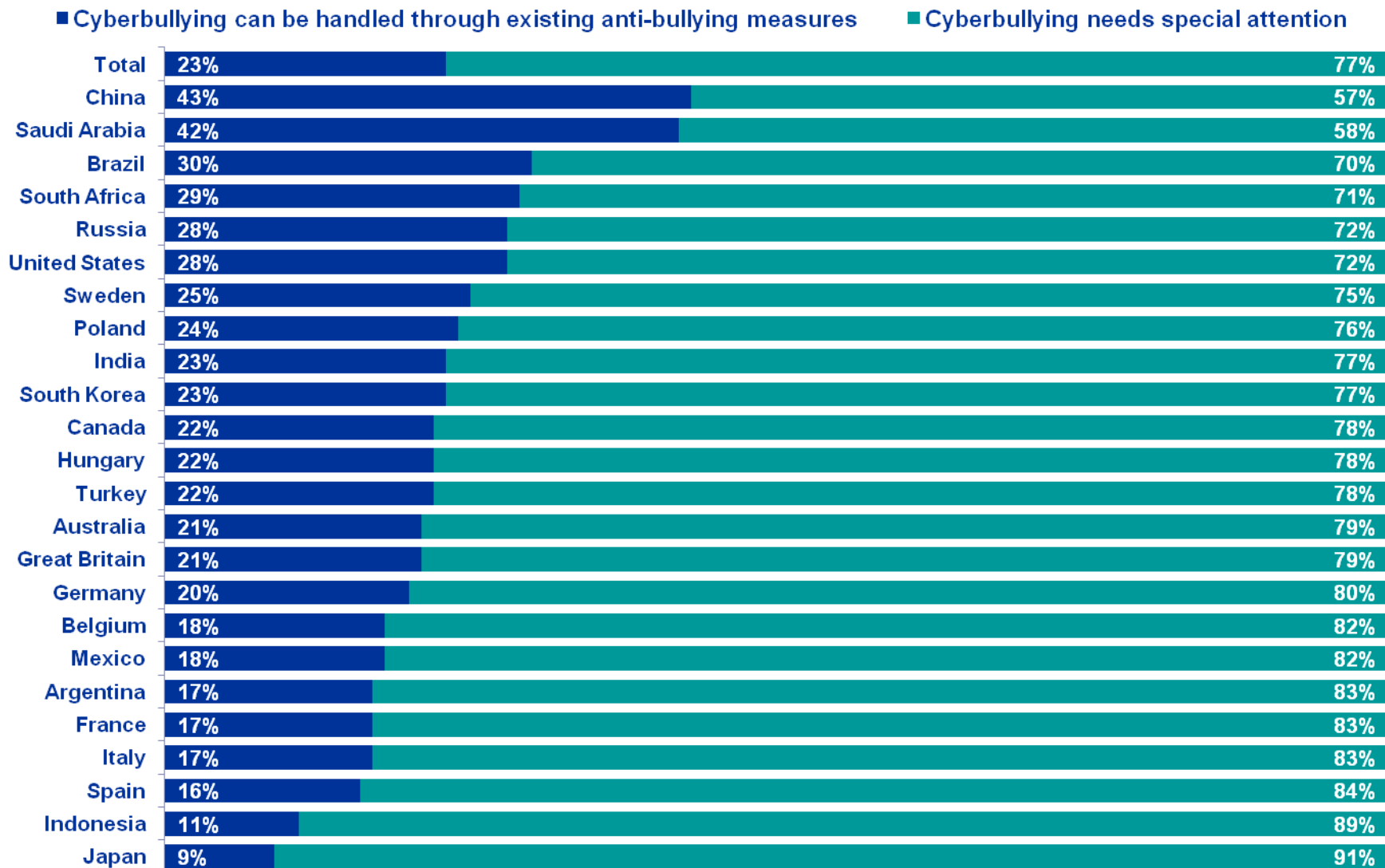
STATEMENT B - say that cyberbullying is a fundamentally different type of bullying that needs special attention from parents and schools, in addition to existing efforts to address bullying in general.

[RANDOMIZE IN SAME ORDER AS QUESTIONNAIRE VERBIAGE]

Cyberbullying can be handled through existing anti-bullying measures

Cyberbullying needs special attention

Which of these statements about cyberbullying comes closer to your own point of view?



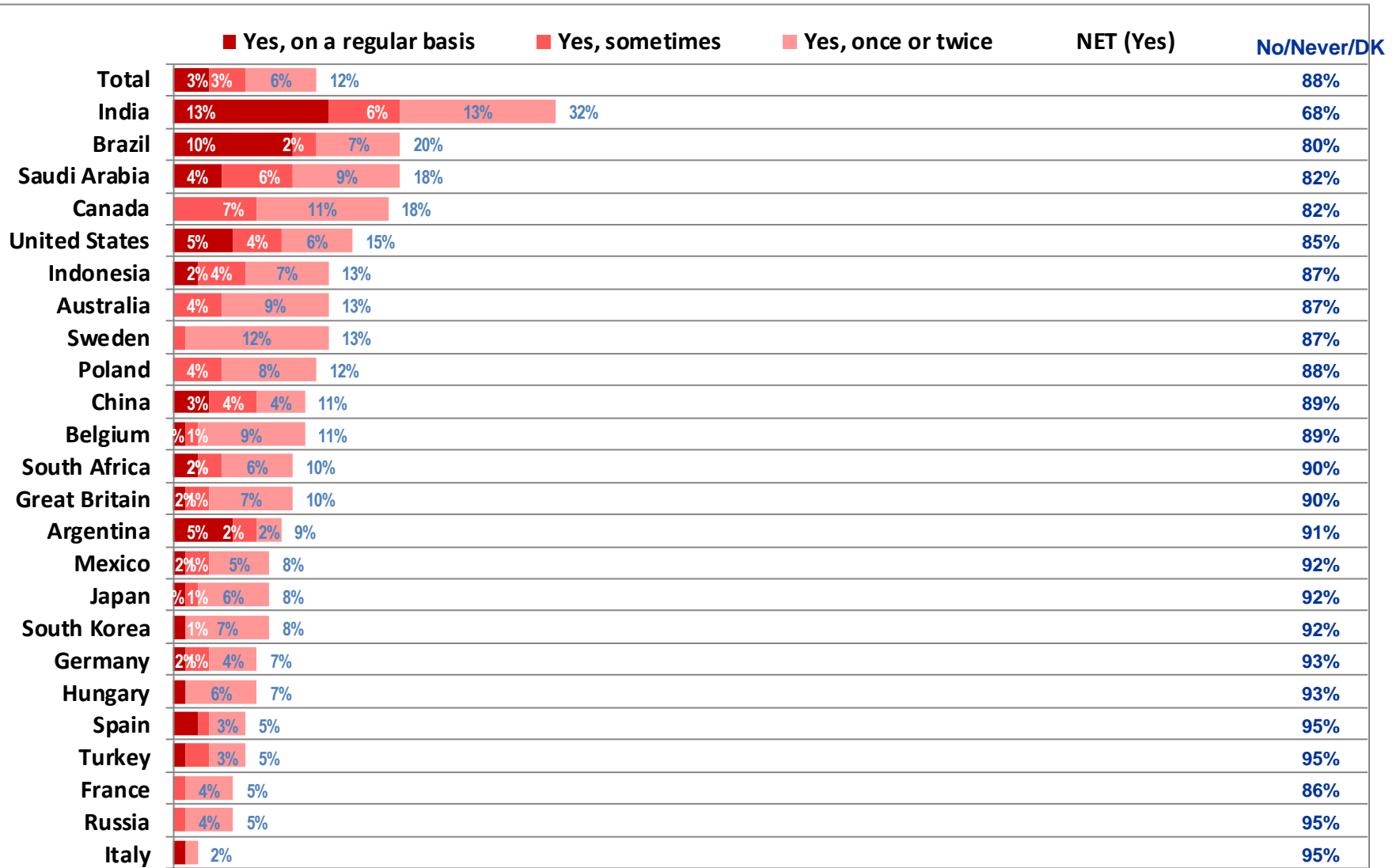
DN3. Which of the following comes closest to your point of view? Some people believe that... Which of these statements comes closer to your own point of view?

Base: All Respondents: n= 18.687

To the best of your knowledge, has a child in your household ever experienced cyberbullying? What about another child in your community?

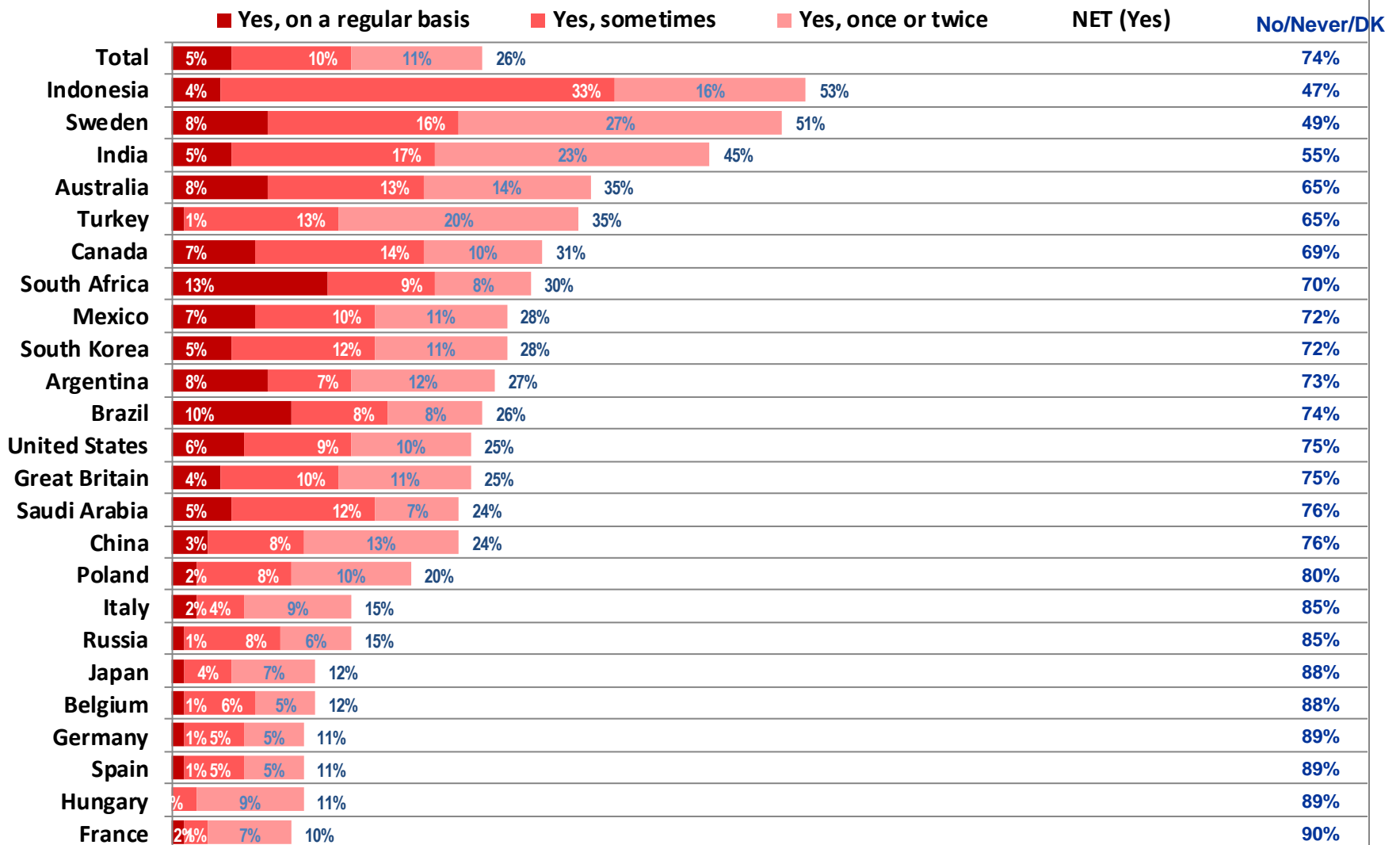
- Yes, on a regular basis
- Yes, sometimes
- Yes, once or twice
- No, never
- Don't know

Has a child in your household ever experienced cyberbullying?



DN4_1. To the best of your knowledge, has a child in your household ever experienced cyberbullying? What about another child in your community? - My child
 Base: Parent or guardian of any child(ren) under the age of 18 (unwtd) n=6502

Has a child in your community ever experienced cyberbullying?



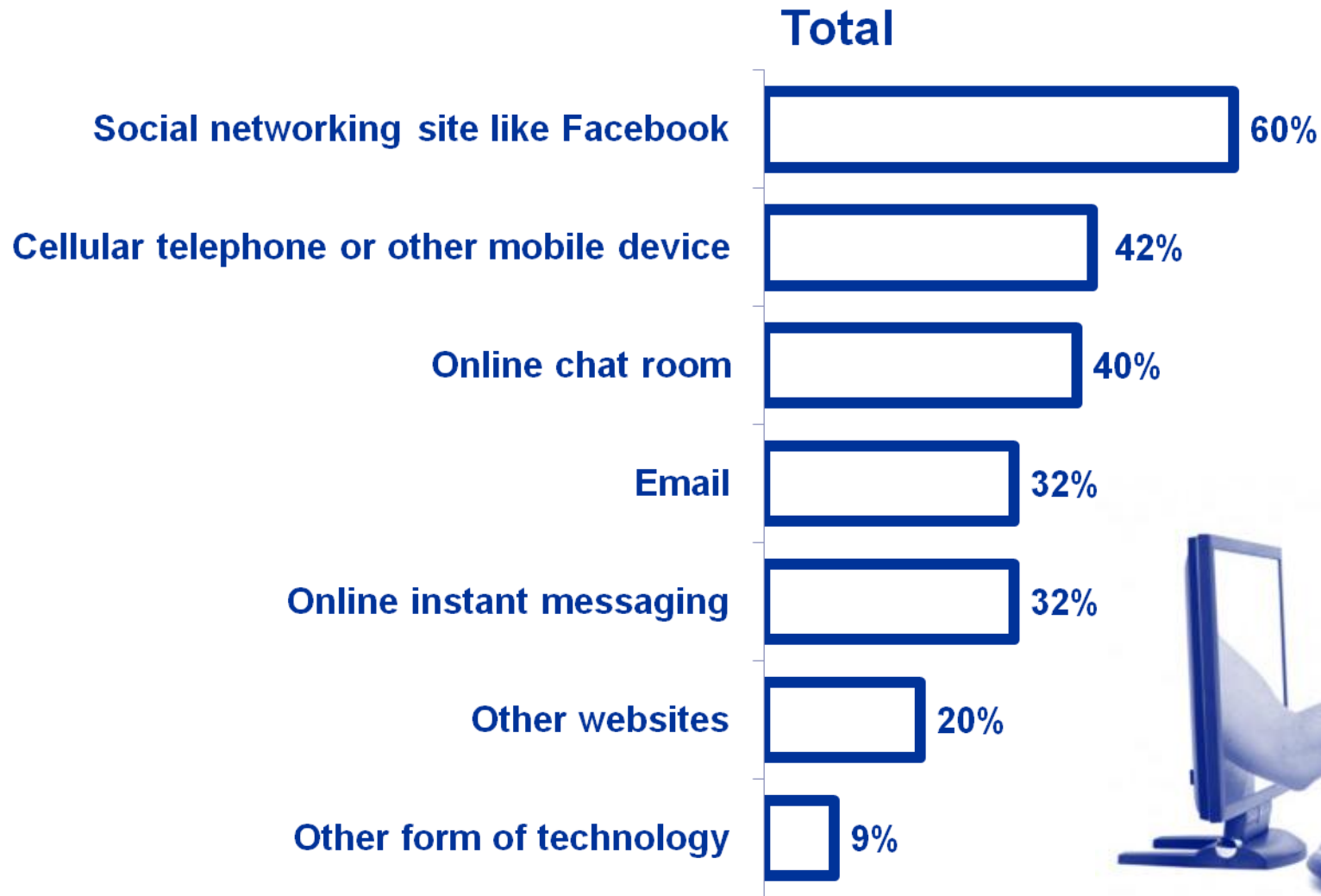
DN4_1. To the best of your knowledge, has a child in your household ever experienced cyberbullying? What about another child in your community? -- A child in my community Base: Parent or guardian of any child(ren) under the age of 18 (unwtd) n=6502

Thinking about the kids you know who have experienced cyberbullying, to the best of your knowledge, how did they experience the harassing behaviour? Please select all that apply

[RANDOMIZE]

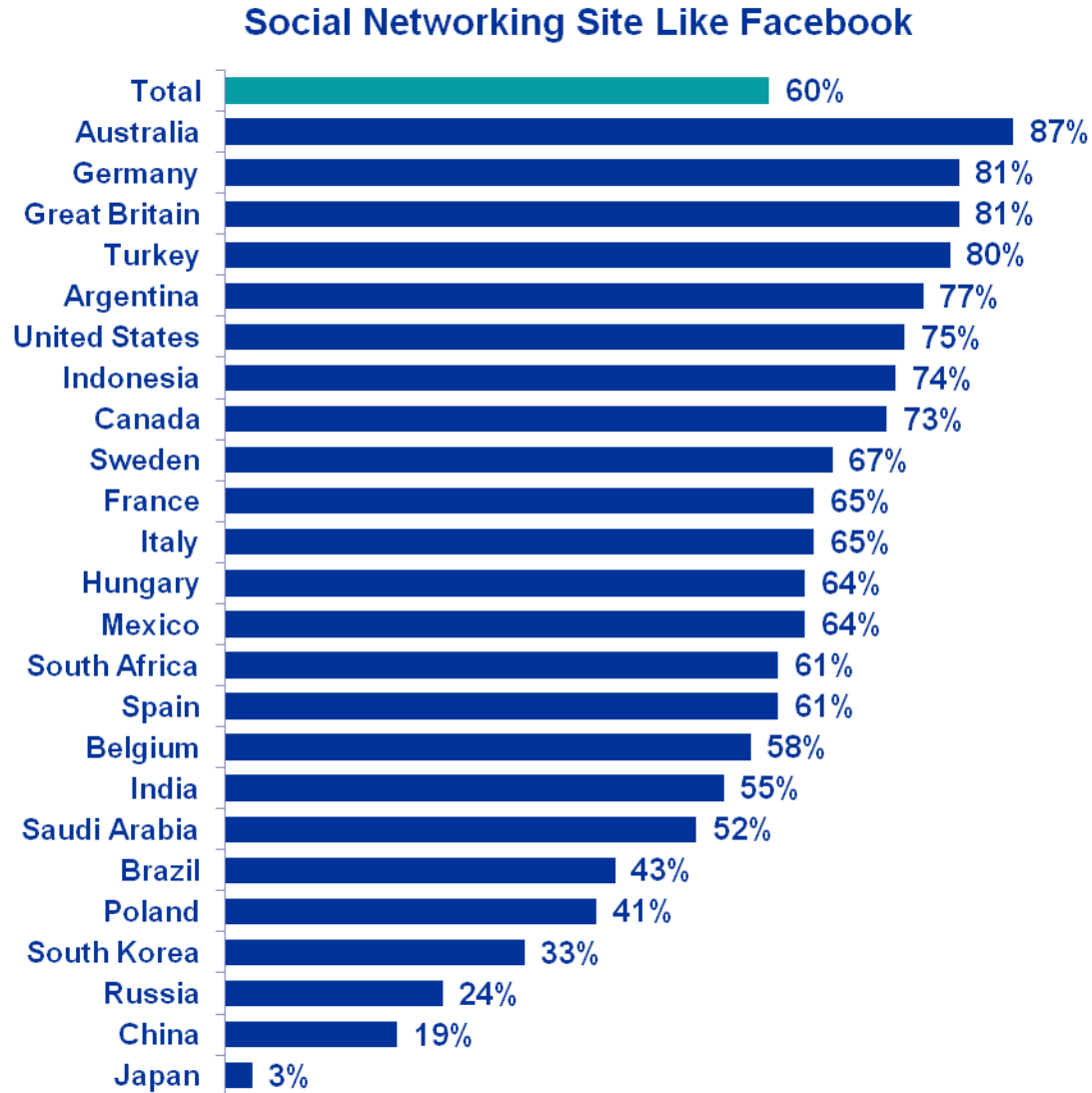
- Cellular telephone or other mobile device
- Social networking site like Facebook
- Online chat room
- Email
- Online instant messaging
- Other websites [ANCHOR SECOND LAST]
- Other form of technology [ANCHOR LAST]

How did they experience the harassing behaviour



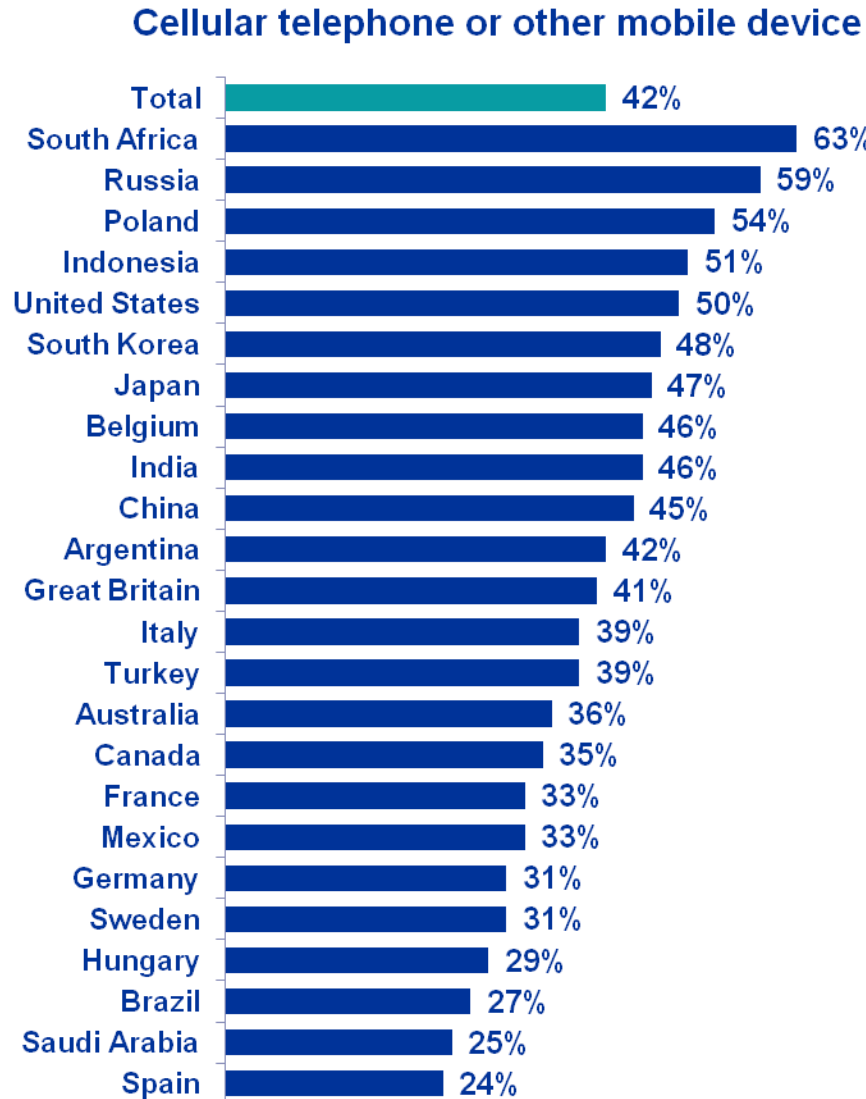
How did they experience the harassing behaviour

Social Networking Site Like Facebook



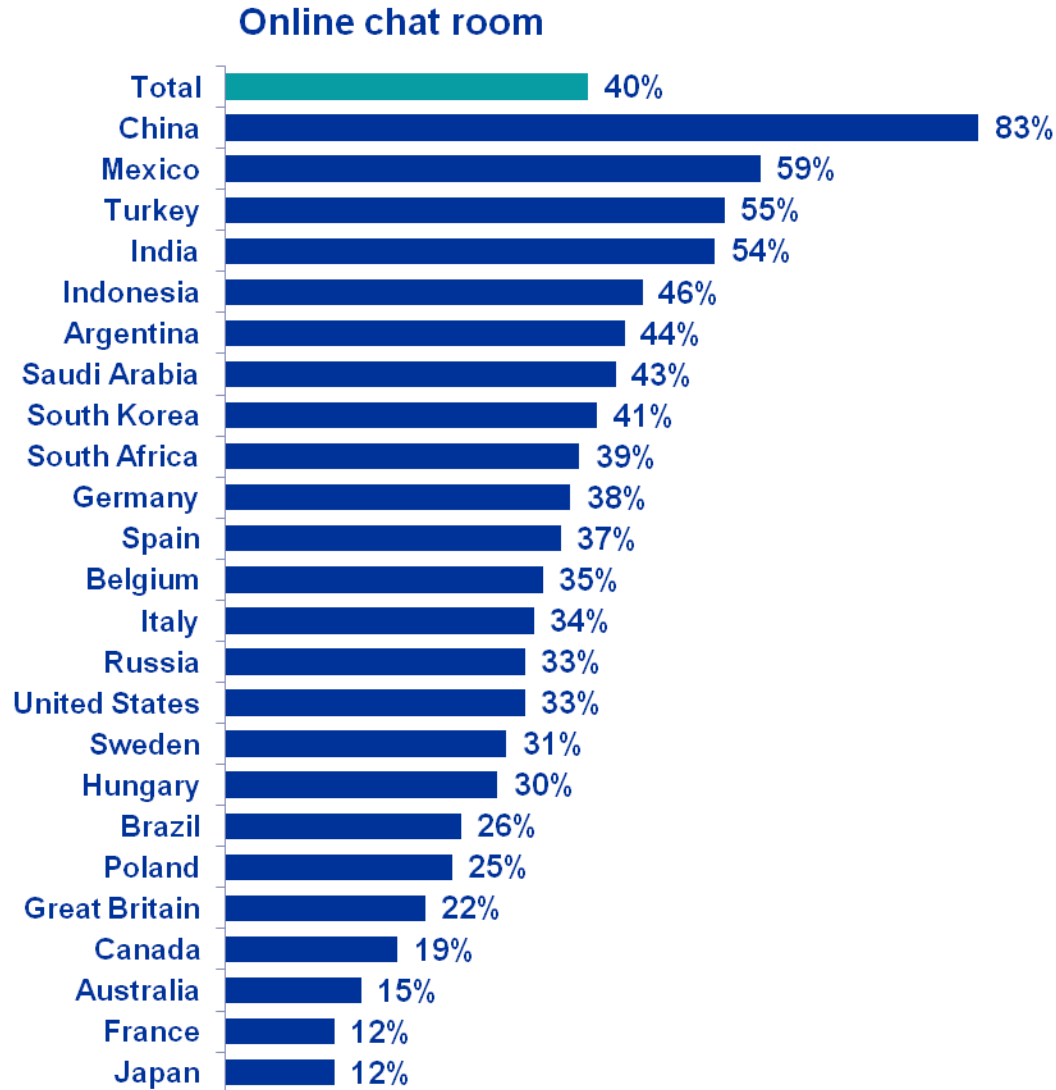
How did they experience the harassing behaviour

Cellular telephone or other mobile device



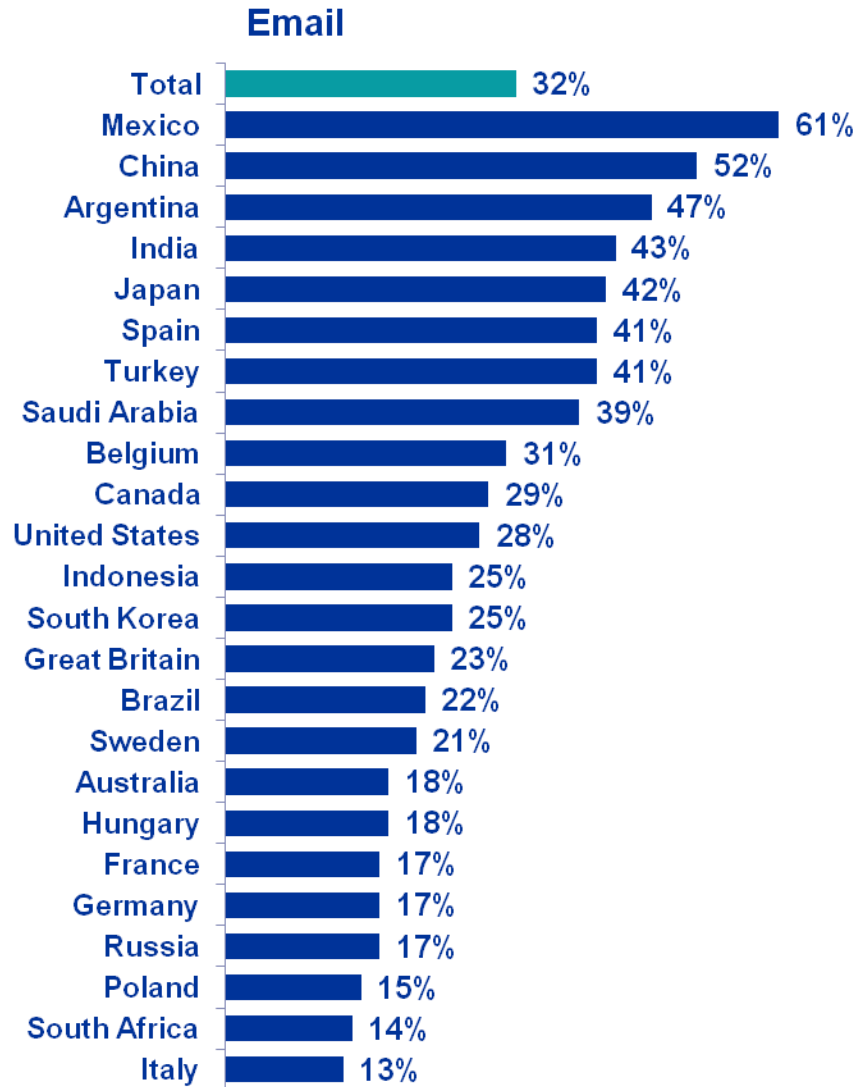
How did they experience the harassing behaviour

Online chat room



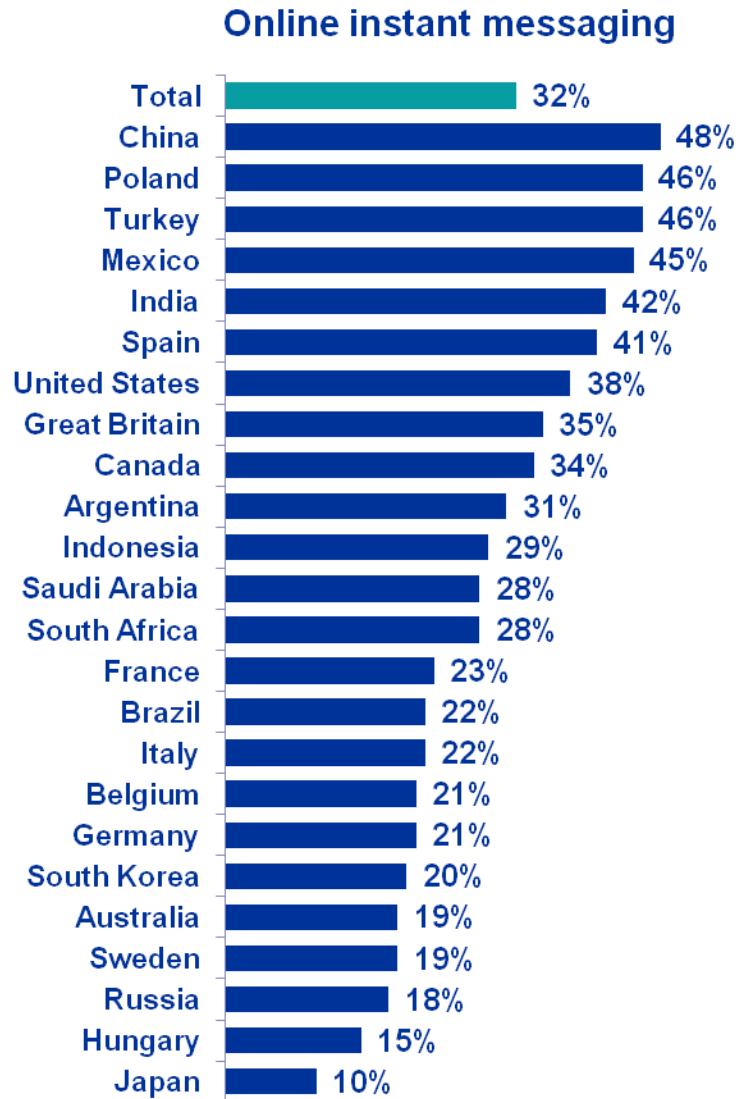
How did they experience the harassing behaviour

Email



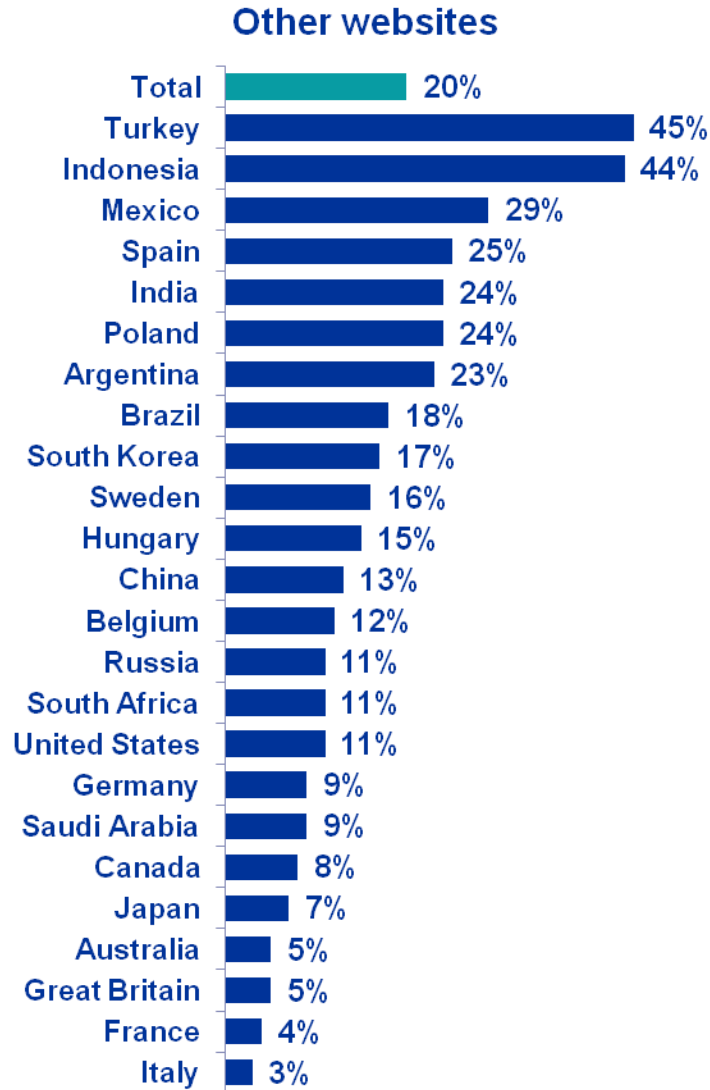
How did they experience the harassing behaviour

Online instant messaging



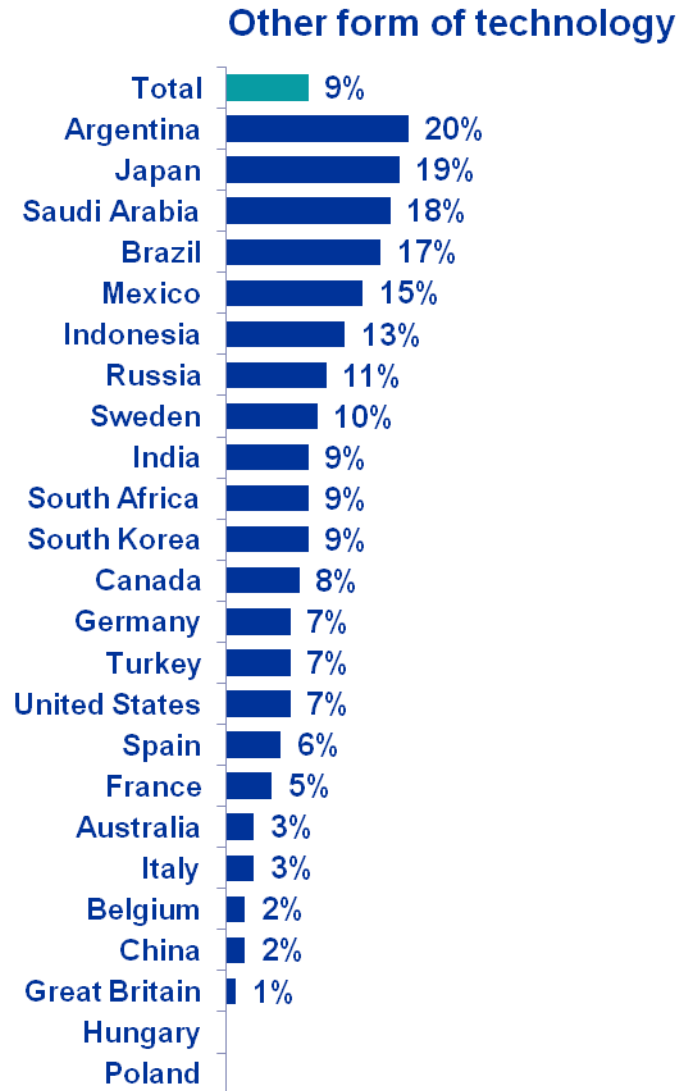
How did they experience the harassing behaviour

Other websites



How did they experience the harassing behaviour

Other form of technology





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