



THE CYBERSMILE FOUNDATION

STOP CYBERBULLYING DAY
2015 Annual Research

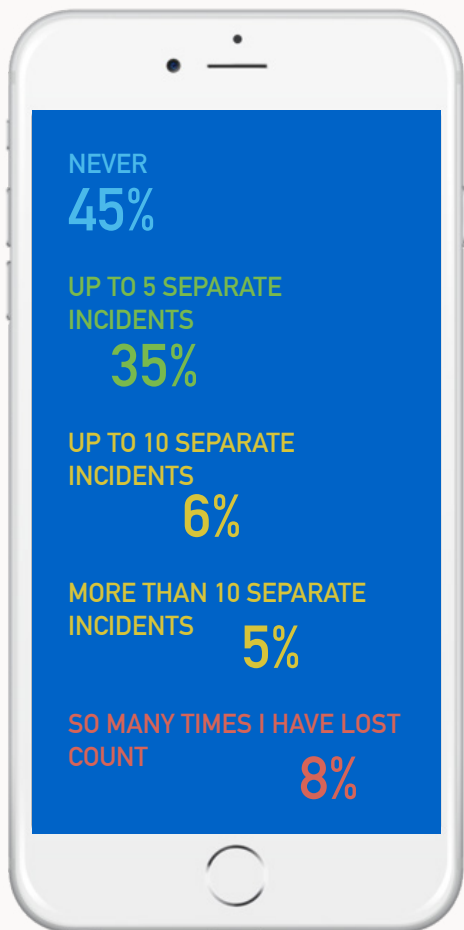
“The 2015 Stop Cyberbullying Day poll is key to identifying the latest trends and behaviours of our increasingly digital teenagers in the U.K. The results suggest we all have a long way to go in tackling the devastating problems of cyberbullying and digital abuse, and with the data indicating 55% of U.K. teenagers have suffered from cyberbullying I think it’s crucial we do it quickly.”

SCOTT FREEMAN,
Founder, The Cybersmile Foundation

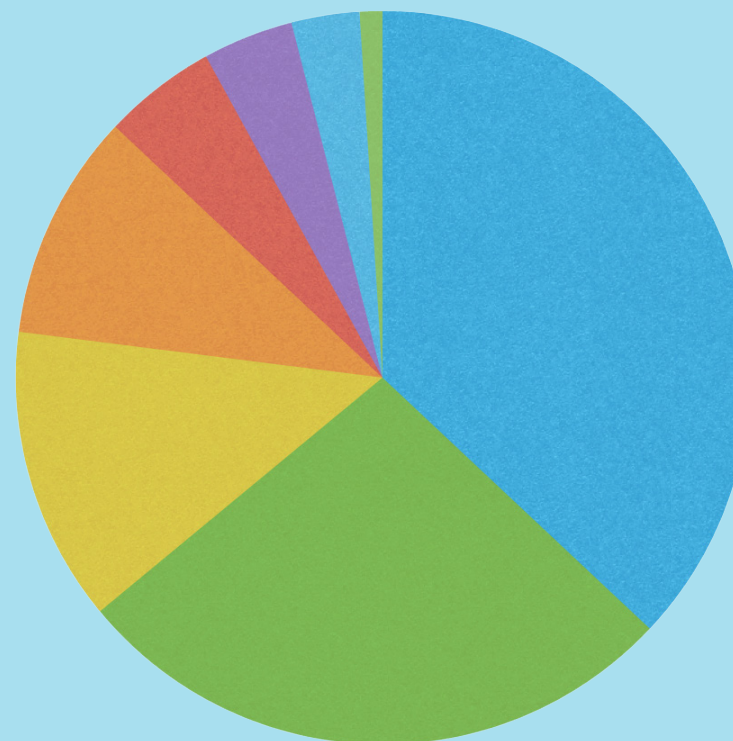
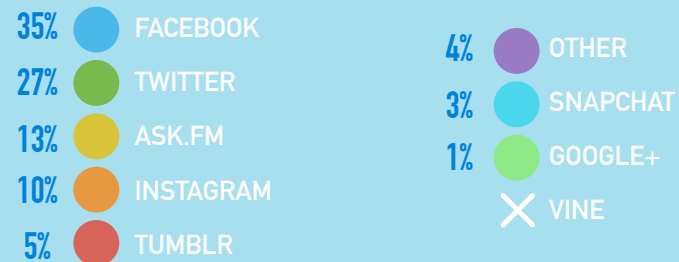


On Stop Cyberbullying Day we encourage our digital community across the globe to help us spread awareness of digital abuse and to promote online empathy and positivity for all. To celebrate this day in 2015, in partnership with Sugarscape, we compiled answers from 2800 young people to provide a snapshot of teen views on cyberbullying.

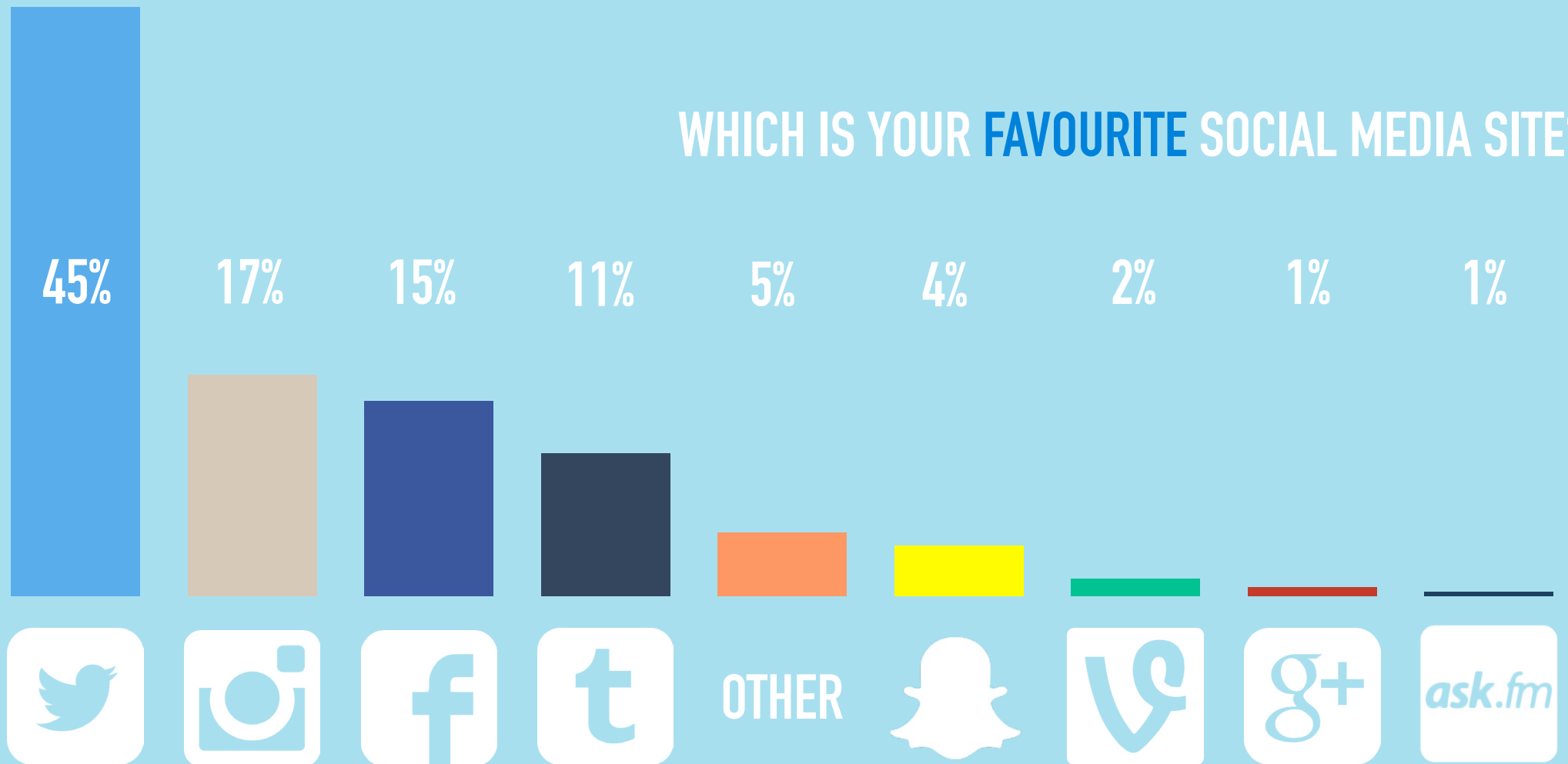
HOW MANY TIMES HAVE YOU BEEN A VICTIM OF ONLINE ABUSE?



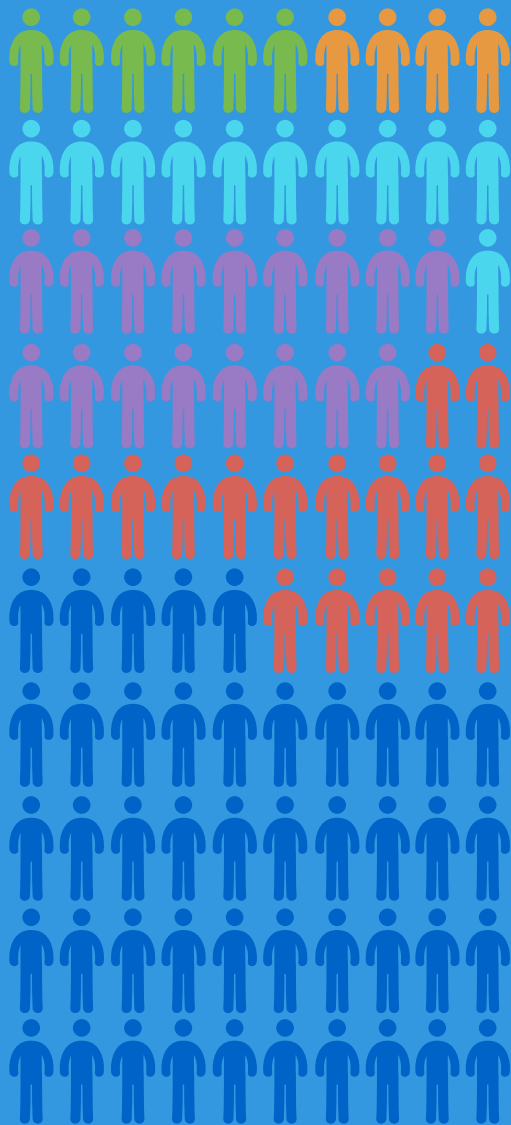
ON WHICH OF THE FOLLOWING SITES DO YOU FEEL MOST AT RISK OF BULLYING?



WHICH IS YOUR FAVOURITE SOCIAL MEDIA SITE?

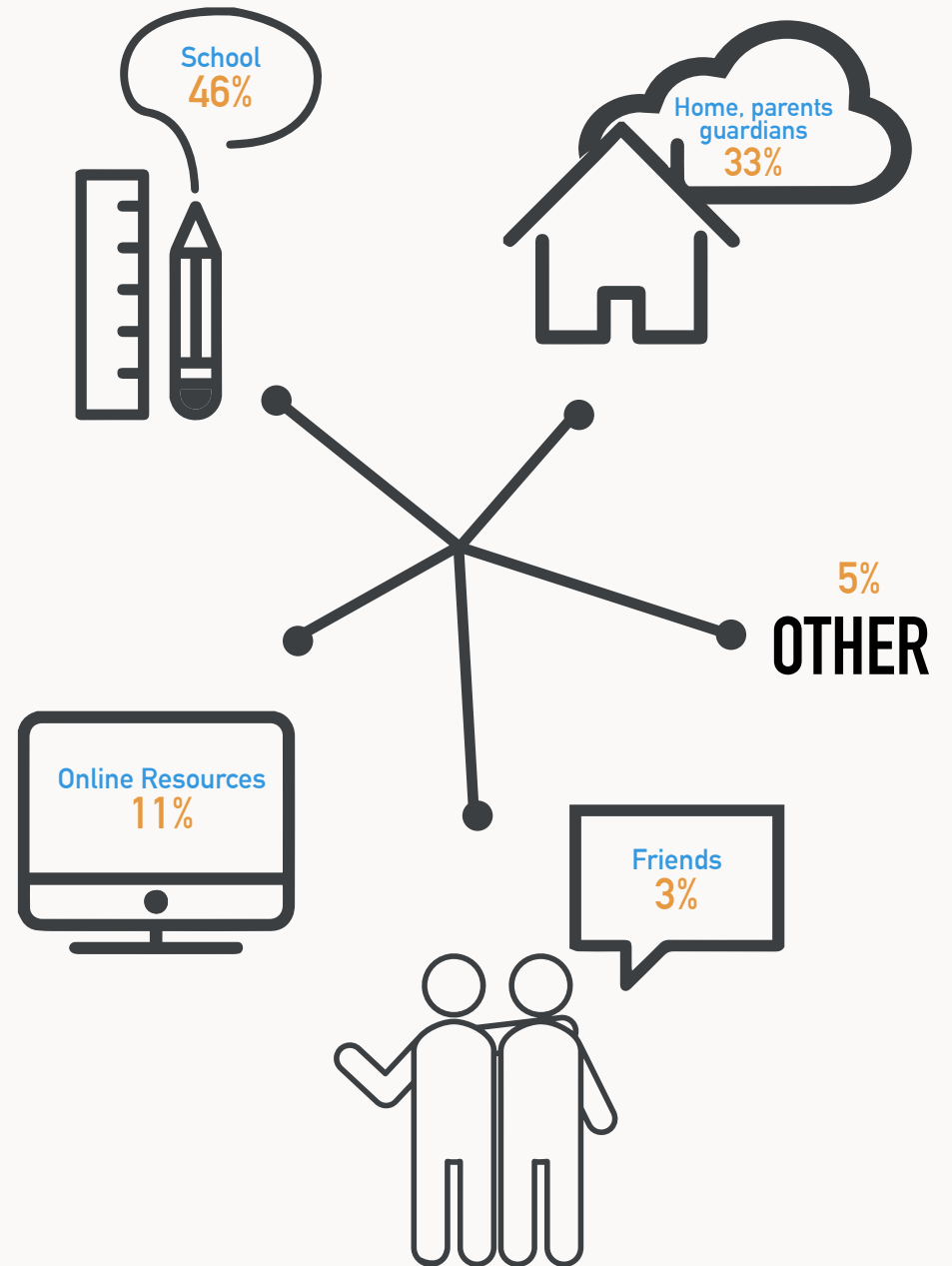


WHICH OF THE FOLLOWING DO YOU THINK IS **LEAST RELEVANT** TO ONLINE TEENS RIGHT NOW?



- 35% ● FACEBOOK
- 17% ● TUMBLR
- 17% ● YOUTUBE
- 11% ● SNAPCHAT
- 6% ● TWITTER
- 4% ● INSTAGRAM

WHERE SHOULD TEENS BE **LEARNING** ABOUT ONLINE SAFETY?



**WHICH
STATEMENT
DO YOU AGREE
WITH THE MOST?**

There should
be alternative
punishments for
cyberbullying such as
community service

42% PEOPLE AGREE

There should be
stricter laws and
prison sentences for
cyberbullies

29% PEOPLE AGREE

Those who cyberbully
others should be banned
from the internet

27% PEOPLE AGREE

Cyberbullying isn't
serious enough to get
the police involved

2% PEOPLE AGREE

WHICH OF THESE WOULD BE MOST LIKELY TO MAKE YOU ACT MORE **POSITIVELY** TO OTHERS ONLINE?



Reading real life stories about the effects of cyberbullying
33%



A friend being cyberbullied
18%



Being cyberbullied yourself
17%



Your friends showing kindness to others
14%



Celebrity role models encouraging kindness online
14%



Government/ police warnings
3%



THE CYBERSMILE FOUNDATION

Independently polled through Hearst Publishing teen magazine Sugarscape.

For the full data set please [CLICK HERE](#)