



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation Publish Digital Wellbeing 2020 Report

LONDON, UK, JUNE 19, 2020 - The Cybersmile Foundation have announced the launch of a new national report focusing on digital wellbeing among young people in the U.K.

The Digital Wellbeing 2020 study asked 1000 young people aged 12-16 from across the U.K. a series of 10 questions relating to their overall relationship with technology and how this impacts their physical and emotional health. Participants were asked about important topics such as smartphone addiction, parental support, screen-time and other key indicators identified by Cybersmile as areas of potential risk to young people's mental and physical wellbeing.

"Our Digital Wellbeing 2020 report provides a unique insight into young people's perspectives regarding their own digital wellbeing, as well as the perceived capabilities of existing support structures within their home and school environments to understand and support them effectively," said Dan Raisbeck, Co-founder, The Cybersmile Foundation.

The study was designed to better understand young people's relationship with their devices and the internet - and how these relationships affect various aspects of their health. The way young people feel about their parental and school support networks, their feelings towards their own parent's internet use, and the impact of the COVID-19 pandemic on young people's internet habits are all explored in Digital Wellbeing 2020.

The study was conducted by Censuswide on behalf of The Cybersmile Foundation between May 15th and May 19th across England, Wales, Scotland and Northern Ireland. The regional data offers in-depth insights and comparisons for major cities

across the U.K. including Belfast, Birmingham, Brighton, Bristol, Cardiff, Edinburgh, Glasgow, Leeds, Liverpool, London, Manchester, Newcastle, Norwich, Nottingham, Plymouth, Sheffield and Southampton.

Cybersmile's commitment to better understand young people's relationship with technology has been supported by Dr Radha Modgil, an NHS GP & wellbeing campaigner who is a regular medical expert on TV and is currently writing for Top of the Pops magazine. Dr Radha has previously worked on campaigns with BBC Children in Need, Public Health England and the NHS Youth Forum.

"We are all relying much more on technology and online activities for so many aspects of our lives. It has never been more important, therefore, to equip and support people with the knowledge, skills and confidence they need to navigate the internet safely without neglecting their own wellbeing. This is why I am supporting The Cybersmile Foundation who are doing incredible work to help people of all ages not only build the necessary skills to deal with online life and to reach out for support when they need it, but also on the importance of kindness, inclusion and digital wellbeing," said Dr. Radha Modgil, NHS GP & Wellbeing Expert.

Key Findings

Below you will see key findings from the Digital Wellbeing 2020 study:

- 60% of young people feel that the time they spend online negatively impacts other important areas of their life including sleep, diet, exercise and study.
- 46% of young people consider themselves addicted to their smartphone.
- 55% of 16-year-olds consider themselves addicted to their smartphone.
- Over half of young females consider themselves addicted to their smartphone.
- 42% of young people consider their parents to be addicted to their smartphones.
- 35% of young people feel that internet and social media use negatively affects their mental and/or physical health.
- 18% of young people would like their parents to help them more with reducing the amount of time they spend online.
- Over a quarter (27%) of young people feel that their parents would not know how to help them with online related problems.
- A third (33%) of 16-year-olds feel that their parents would not know how to help them with online related problems.
- 30% of young people feel that their school would not know how to help them with an online related problem.

- 18% of young people do not feel comfortable going to their parents with an online related problem.
- Over a quarter (27%) of 16-year-olds do not feel comfortable going to their parents with an online related problem.
- 9% of young people feel that their parents' internet social media use has affected their ability to look after them.
- 12% of 13-year-olds feel that their parents' internet social media use has affected their ability to look after them.
- 63% of young people in Northern Ireland feel their parents are addicted to their smartphones.
- Internet and social media use among young people has doubled during the Covid-19 lockdown with the daily average time spent online among participants aged 12-16 increasing from 3 to 6+ hours per day.

You can view the full study by exploring the Digital Wellbeing 2020 report. For more comprehensive data, contact The Cybersmile Foundation.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organisation committed to digital wellbeing and tackling all forms of abuse and bullying online. They work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realise their full potential without the fear of ridicule and abuse.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help and support services to children and adults around the world.

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The Cybersmile Foundation is an international nonprofit organisation registered as a 501(c)3 not-for-profit organisation in the U.S. and as a registered charity in the U.K. (No. 1147576).