



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation Publishes Beyond Likes 2024 Report Focusing on Mental Health & Social Media

Alarming statistics reveal 30% of US social media users have been bullied online, and 10% of users have considered self-harm or suicide.

PALO ALTO, Calif. (June. 21, 2024) – The Cybersmile Foundation has published *Beyond Likes 2024*, a national US report exploring the impact of cyberbullying on social media users' mental health.

The *Beyond Likes 2024* study asked 1000 adults aged 16+ across the US a number of questions relating to their experiences of cyberbullying, both as targets and bystanders, and how those experiences impacted their mental health and self-image.

“Beyond Likes 2024 tells us that almost a third of social media users have experienced online abuse, and 10% have contemplated suicide due to negative experiences. It's hard to believe we tolerate this level of risk and pain for ourselves and our children,” said Cybersmile Advisory Panelist Dr. Deborah Gilboa.

The study was undertaken to learn more about the way that cyberbullying affects how we feel about ourselves and our ability to express ourselves on social media without the fear of ridicule and abuse. Findings from *Beyond Likes 2024* will be utilized to ensure that Cybersmile continues to provide the most useful and effective advice, education, and support services possible to those in need.

Cybersmile's long-term inquiry into the impact that social media use has on user wellbeing is supported by an international advisory panel, a team of world-renowned experts in key areas including research, internet safety, mental health, wellbeing, equity, gaming, sports, parenting, and youth development.

“The findings from *Beyond Likes 2024* are extremely concerning. The report shows us that almost a third of social media users in the US have experienced abuse, and one in ten have considered self-harm or suicide. When we consider the total number of users, this is a terrifying reality,” said Scott Freeman, CEO of The Cybersmile Foundation.

The research was conducted by Censuswide in the United States with 1009 general respondents who are social media users between 04.18.2024 and 04.29.2024. The sample of the study is representative of US demographics across all 50 states.

Findings from the *Beyond Likes 2024 report* will enable Cybersmile to continue improving resources and provide effective educational support to those in need.

Key takeaways:

- **88%** feel that cyberbullying is a serious issue
- **70%** feel that cyberbullying should be a criminal offense across all states
- **60%** know someone who has experienced cyberbullying
- **60%** of those *who have experienced cyberbullying or harassment* said it negatively affects their mental health
- **55%** have seen someone else cyberbullied or harassed
- **51%** want to see improved reporting on social media to better address cyberbullying
- **32%** say the fear of cyberbullying has stopped them from sharing selfies, expressing themselves, or trying new things
- **30%** of those *who have personally experienced cyberbullying or harassment* say it makes them feel self-hatred
- **30%** have been bullied or harassed on social media
- **25%** have deleted a post due to cyberbullying or harassment
- **23%** feel that social media has made them unsatisfied with their own lives
- **11%** have wanted to change their appearance through surgery due to cyberbullying
- **10%** have considered self-harm or suicide due to being cyberbullied or harassed

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity, and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns, and the promotion of positive digital citizenship, we reduce incidents of cyberbullying, and through our professional help and support services, we empower those affected and their families to regain control of their lives.

CONTACT

Press Officer

pressoffice@cybersmile.org

<https://www.cybersmile.org>

U.S. WEST

530 Lytton Avenue

2nd Floor

Palo Alto

CA 94301

U.S. EAST

99 Hudson Street

5th Floor

TriBeCa

New York

NY 10013

U.K. & INTERNATIONAL

3 London Bridge Street

3rd Floor

London

SE1 9SG

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