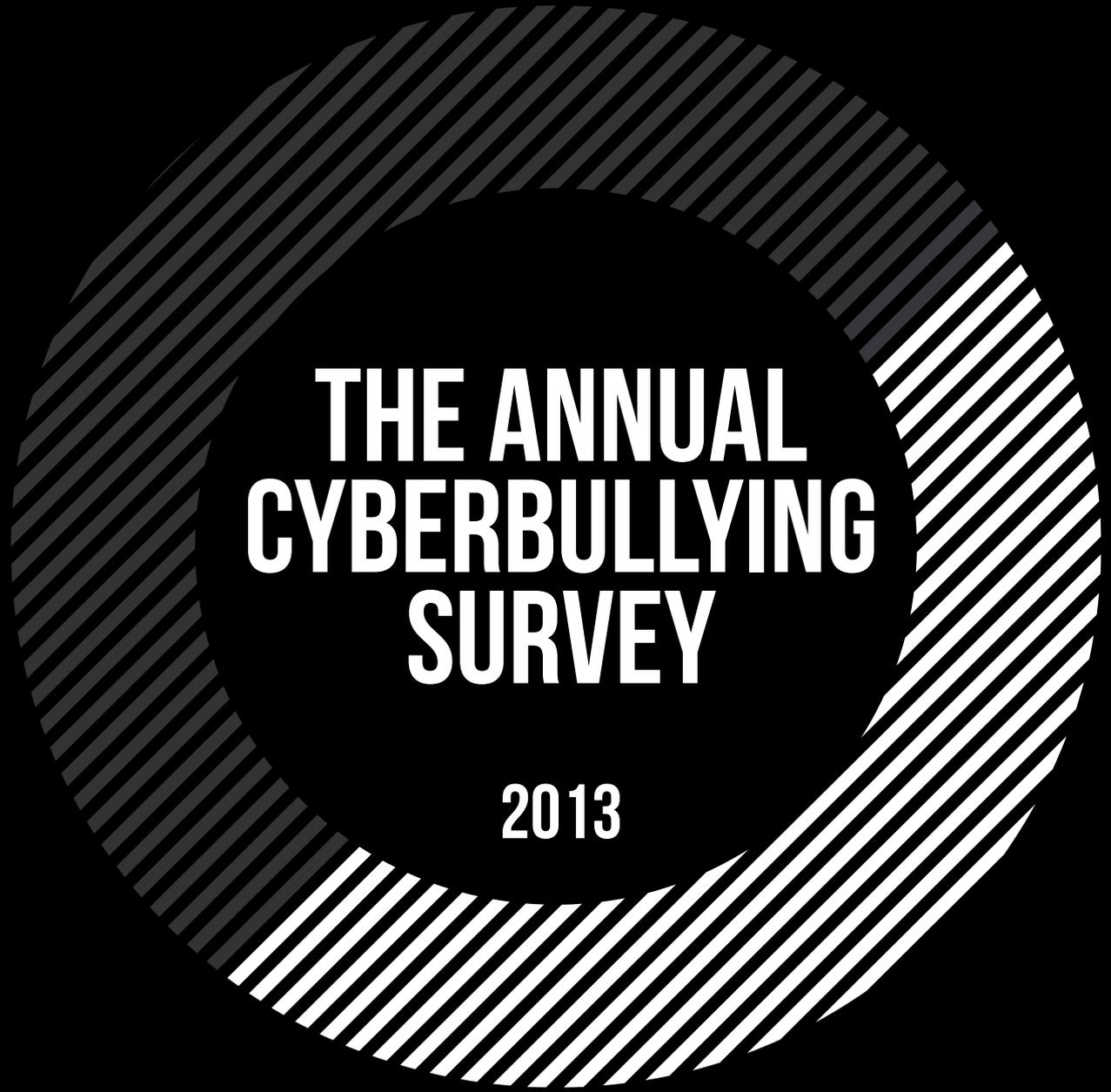


**DITCH THE  
LABEL** YOUR WORLD, PREJUDICE FREE .



**THE ANNUAL  
CYBERBULLYING  
SURVEY**

**2013**

With special thanks to Habbo Hotel, Professor Ian Rivers, Hackett and Tiger Ltd., Bullet PR plus the entire Ditch the Label team, with special mentions to Liam Hackett, Jon Cross and Ben Wetherall.

Find out more about our anti-bullying charity at [www.DitchtheLabel.org](http://www.DitchtheLabel.org).

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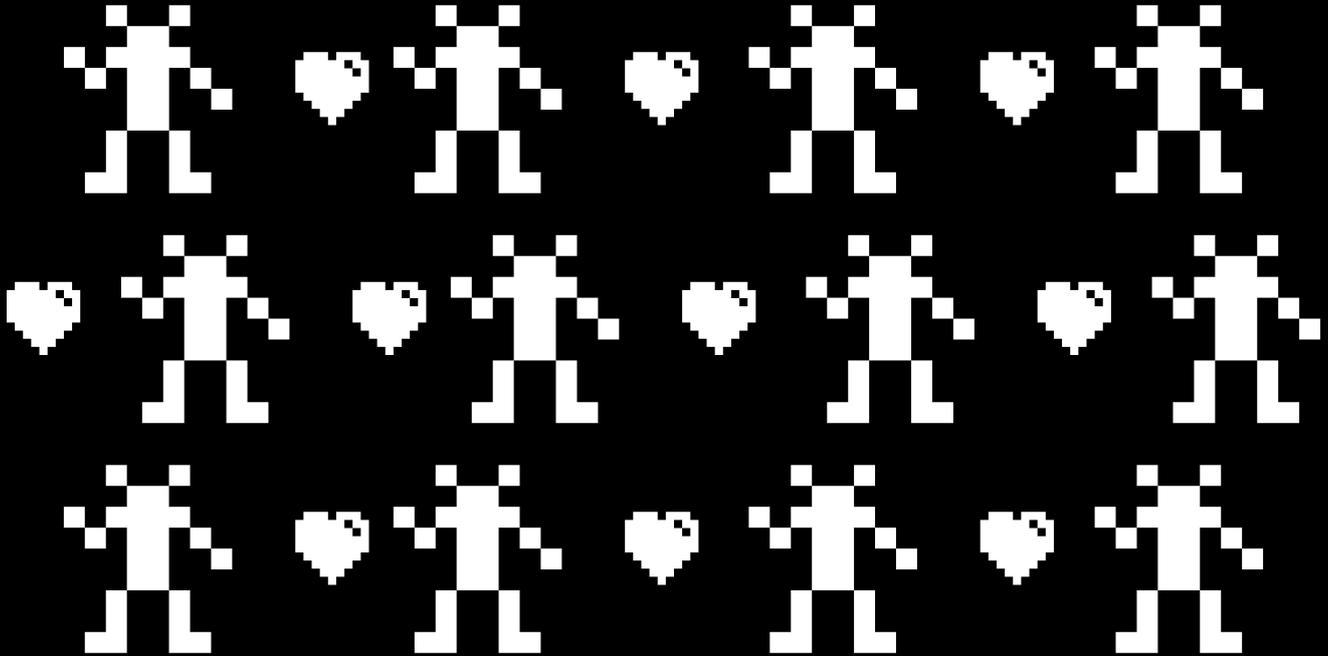
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# ABOUT US



## About Ditch the Label

We are a nationwide anti-bullying charity based in Brighton, UK. We believe that everybody is unique, despite the kinds of social labels they fall under. It does not matter if you are white, black, gay, straight, asexual, disabled, skinny, curvy, old, young, interested in sports, work in a salon or feel good in drag, we think that you are amazing.

Since relaunching with a new vision and strategy in 2012, our campaign for equality has soared in popularity, establishing us as an authority within bullying intelligence and resolution. We are now working with other organisations, schools, colleges, media outlets and celebrities to help reduce the effect and prominence of bullying within the UK and to teach young people that it is okay to be different.

So far we have touched the hearts of hundreds of thousands worldwide and have provided support to thousands of vulnerable young people both online and offline.

We currently operate our own social network for the victims of bullying to come and share advice and support and are hoping to launch our own online professional counselling service in the next few months. Our social network currently has over 35,000 members.

We also work closely with British schools and colleges, providing them with research and consultancy services. 2013 has marked the first year of our Annual Bullying Survey, of which a sample of over 2,000 British students were asked about their experiences of bullying. The report was uploaded to our website and to date has been viewed/downloaded over 14,000 times.

Our celebrity ambassadors include high profile names such as Gok Wan, Dr. Christian Jessen and Paralympian, Hannah Stodel.

## Our Objectives

1. To build a complex understanding of bullying through extensive research and involvement with young people so that we

can effectively work towards tackling it and identifying future trends.

2. To reduce the prominence and effect of bullying within the UK's education system through our work with schools, colleges, the Government, organisations, parents and youths.

3. To inspire and educate young people towards our ethos of equality and philanthropy. Promoting self-acceptance and self-love.

# EXECUTIVE SUMMARY



**LIAM HACKETT  
FOUNDER & CEO**

Historically, bullying exclusively took place in the class room and the victims could usually rely upon their homes as sanctuaries and as vessels for escapism. Present day, young people are being targeted in all areas of their lives, both online and offline.

In February 2013, we launched our groundbreaking 'Annual Bullying Survey 2013' research taken from over 2,000 British teenagers. We found that cyberbullying was a growing trend within the sphere of bullying and we were naturally inclined to investigate further.

The Annual Cyberbullying Survey is the largest of its kind; sampling 10,008 young people on an issue that affects up to 69% of them. Our survey was conducted in partnership with Habbo ([www.Habbo.com](http://www.Habbo.com)), the largest online teen community in the world. Ditch the Label work with Habbo, running our virtual 'Bullying Support Centre' which is accessed by over 30,000 teens every week. The entire website is accessed by over 2.5 million teens per week.

In short, we have identified that cyberbullying is not just a passing "phase" and is having a profound impact upon the lives of millions across the country. Cyberbullying is seriously damaging the self-esteem and future prospects of young people and is an issue that we cannot afford to overlook.

Our research has identified the variation of cyberbullying on different social networks. Up to 89% of young users on certain social networks were cyberbullied on that particular website.

Each week, we attract thousands of young people to our website, seeking refuge, support and advice from us. Increasingly, we are receiving cyberbullying related enquiries of different extremities.

At Ditch the Label, we have a huge emphasis upon education - not just for the victims of bullying but also for the bullies themselves. Bullying often derives from personal insecurities and also gaps in education about minority groups and the criminalities of bullying.

We also believe that it is important to connect with young people in environments that feel most natural to them. Our involvement with music, fashion, technology and other youth-related interests provides us with a fantastic platform to teach young people that it is okay to be different and to educate them about staying safe online.

Cyberbullying is not going to slow down unless we act fast. Social networks have a moral obligation and a duty of care to their users to implement tight mechanisms of flagging and reporting cyberbullying. Work needs to be done to make the reporting of hate crimes much more accessible to youths and we need to teach people that cyberbullying is not okay.

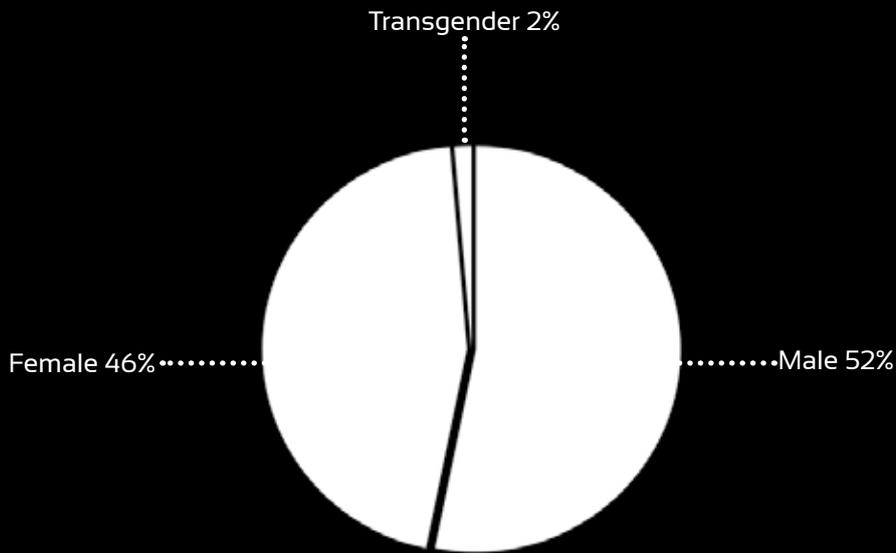
Part of the motive behind this research is to stipulate pressure on social networks to really take on board their moral responsibilities for greater governance and education. However, we all have an incredibly important role to play if we are to go about reducing cyberbullying.

# METHODOLOGY & SAMPLE

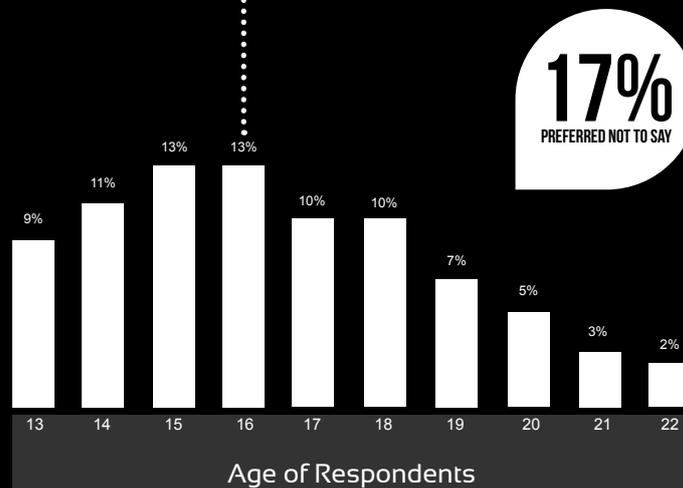
Our survey was conducted in partnership with Habbo Hotel, the largest online teen community in the world. Participation was completely optional and came without incentive. The survey was available in the 'Ditch the Label' virtual help desk on Habbo Hotel between the dates of 28th August - 10th September 2013.

Our total sample size was: **10,008** young people aged 13-22.

*67% from the UK, 17% from the USA, 12% from Australia and 4% were from other countries.*



Average age: 16.4



## KEY STATISTICS

- Over 10,000 young people surveyed in the largest ever cyberbullying survey
- 7 in 10 young people are victims of cyberbullying
- 37% young people experiencing cyberbullying on a highly frequent basis
- 20% of young people are experiencing extreme cyberbullying on a daily basis
- New research suggests that young males and females are equally at risk of cyberbullying
- Young people found to be twice as likely to be cyberbullied on Facebook than on any other social network
- 54% of young people using Facebook reported that they have experienced cyberbullying on the network
- Facebook, Ask.FM and Twitter found to be the most likely sources of cyberbullying
- Cyberbullying found to have catastrophic effects upon the self-esteem and social lives of up to 70% of young people
- An estimated 5.43 million young people in the UK have experienced cyberbullying, with 1.26 million subjected to extreme cyberbullying on a daily basis.

# FINDINGS

We asked respondents which social networks they frequently used and then asked which networks that they had experienced cyberbullying on. Contrasting both results, we were able to calculate the percentage of a. young people using each social network and b. the percentage of the young social network users experiencing cyberbullying on that network.

Although this survey was conducted in Habbo Hotel, we've chosen to focus exclusively on social networks rather than virtual worlds in order to present a comparable list and avoid any situational biases.

## CYBERBULLYING BY SOCIAL NETWORK

### FACEBOOK

75% USE IT. OF THAT,  
54% EXPERIENCED  
CYBERBULLYING.

### YOUTUBE

66% USE IT. OF THAT,  
21% EXPERIENCED  
CYBERBULLYING.

### TWITTER

43% USE IT. OF THAT,  
28% EXPERIENCED  
CYBERBULLYING.

### ASK.FM

36% USE IT. OF THAT,  
26% EXPERIENCED  
CYBERBULLYING.

### INSTAGRAM

24% USE IT. OF THAT,  
24% EXPERIENCED  
CYBERBULLYING.

### BEBO

19% USE IT. OF THAT,  
14% EXPERIENCED  
CYBERBULLYING.

### TUMBLR

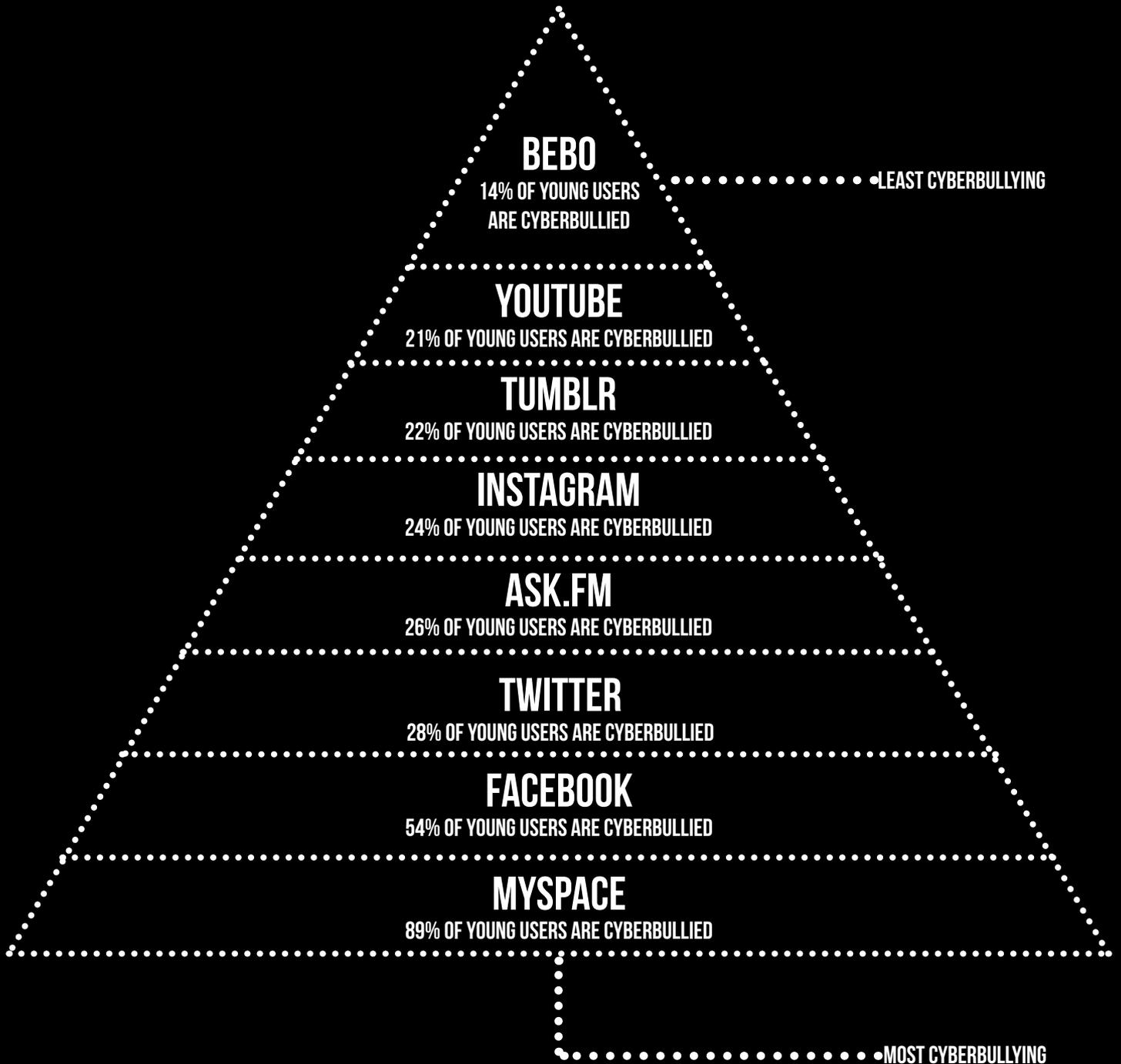
24% USE IT. OF THAT,  
22% EXPERIENCED  
CYBERBULLYING.

### MYSPEACE

4% USE IT. OF THAT,  
89% EXPERIENCED  
CYBERBULLYING.

# THE SOCIAL NETWORK LEADERBOARD

MEASURED BY THE PERCENTAGE OF SOCIAL NETWORK USERS BEING CYBERBULLIED ON THAT SPECIFIC PLATFORM.



# CYBERBULLYING BY DEMOGRAPHIC

We asked respondents to rate their experiences of cyberbullying on a scale of 1-10, 1 meaning they have never experienced cyberbullying and 10 meaning that they experience cyberbullying on a daily basis. We found that 69% of young people have at some point experienced cyberbullying.

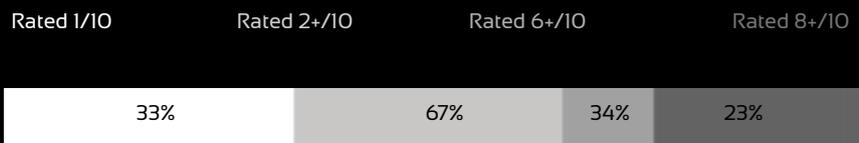
Overall, 37% of respondents told us that they experience cyberbullying frequently (rated 6 or above) and 20% of respondents told us that they experience extreme cyberbullying (rated 9 or 10). Below we have segmented each gender and age demographic to highlight variance.

Please note that the white column illustrates the respondents who have not experienced cyberbullying, the light grey represents those who rated 2 or above, medium grey those rating 6 or above and the deep grey shows the respondents rating 8 or above.

## GENDER

### MALE

N=5,194  
Mean = 4.34



### FEMALE

N=4,605  
Mean = 4.79



### TRANSGENDER

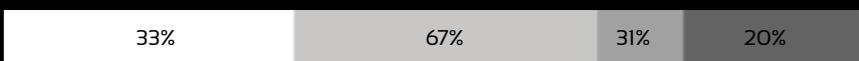
N=209  
Mean = 6.51



## AGE

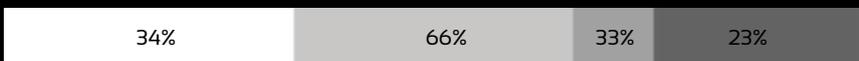
### 13

N=901  
Mean = 4.17



### 14

N=1,066  
Mean = 4.24



### 15

N=1,318  
Mean = 4.38



### 16

N=1,312  
Mean = 4.37



### 17

N=991  
Mean = 4.39



### 18

N=1,049  
Mean = 4.67



### 19

N=694  
Mean = 4.62



### 20

N=454  
Mean = 4.87



### 21

N=325  
Mean = 4.62



### 22

N=200  
Mean = 5.40



Overall mean: 4.46/10

1,698 respondents did not specify an age and were subsequently omitted from the above analysis.

# THE IMPACT OF CYBERBULLYING

RESPONDENTS WERE ASKED TO RATE THE IMPACT THAT CYBERBULLYING HAS HAD ON CERTAIN AREAS OF THEIR LIVES ON A SCALE OF 1-10. 1 MEANS NO IMPACT, 10 MEANS EXTREME IMPACT.



The purpose of this question was to identify how cyberbullying can undermine the self esteem of the victim.



Respondents were asked if cyberbullying had caused adverse effects to their social lives and social skills. There is a strong correlation between bullying and long-term defects to the social life of the victim.



We asked respondents as to whether or not cyberbullying had negatively impacted their vision for the future.



We already know that bullying in whole can have a hugely negative impact on the studies of victims, we wanted to measure if it is still so for cyberbullying victims.

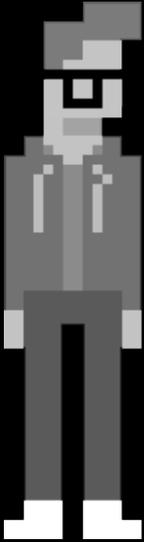


Often the victims of bullying don't fully know how to best channel their angst and upset and frequently relationships with family members can become severed.



The purpose of this question was to identify as to whether or not cyberbullying has had an impact upon the future career plans and aspirations of victims.

## CASE STUDIES

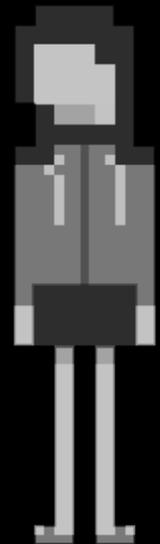


### **Jason, 17 and male says:**

"Bullying has had a detrimental impact on my life, I struggle to adopt friendships in real life and feel more comfortable on the internet. I have horrible self-esteem and sometimes I think about dying...and the worst part is because the law makes it seem okay to treat gay people differently, then so do the people at my school. Every chance people can get they put me down and make me feel like a freak just because I'm gay. I feel more comfortable on websites where my sexual preference is widely accepted (such as Twitter and Habbo), and where anonymous functions are disabled."

### **Jade, 21 and female says:**

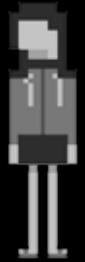
"They would call me names, spread rumours and behind my back tell people to ignore me online. Other times they would add me to a big group conversation online and really dig into me. They also hacked in to my account and I was sent a really aggressive email from a group of girls as well."



*\* Names have been changed to protect the identity of respondents.*

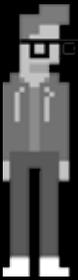
**Danica, aged 14 and female says:**

"On Facebook, I was bullied for about a month by a girl I thought I could trust, which led to me getting anonymous hate via Tumblr."



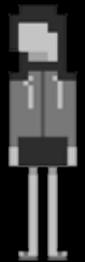
**Tim, aged 20 and male says:**

"I have been bullied online, they posted pictures and commented on it. Life has been ruined for me and my family, so I hope this is something people can take more seriously."



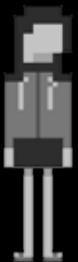
**Ashna, aged 17 and female says:**

"My friend experienced bullying online before...she got tripped off from her wheelchair and they were laughing and taking pictures of her on their mobile phones"



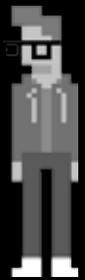
**Becka, aged 15 and female says:**

"I was bullied online a few years ago. It was just horrid name calling anonymously on the private messaging function. At the time there was no way of exposing these bullies for who they are."



**Umut, aged 19 and male says:**

"I get bullied on social networks and I got bullied sometimes on online games. I stand up for my friends and myself, but they make you feel mad or weaker than others."



*\* Names have been changed to protect the identity of respondents.*

# RECOMMENDATIONS



■



## For Teens

Staying safe online is essential. If you are being bullied then it is important that you tell an adult. You are not alone, in fact 7 in 10 people experience bullying at some point whilst growing up.

An immediate resolve would be to document evidence (screenshots and chat-logs) of what is going on and then block the users from your social networking profiles. If you know the person from school or college, take the documented evidence to a teacher and tell them about what is happening.

Depending upon the severity of the bullying, you may also seek some resolve in contacting the Police. Bullying and cyberbullying are illegal and so bullies are actually breaking the law. If somebody is threatening you or sharing your personal details, for example, we recommend contacting the Police as soon as possible.

Cyberbullying is no less serious than offline bullying and it can be incredibly traumatic. If you are feeling low, it is important that you tell an adult that you trust - this could be a parent/guardian, a teacher, the school counsellor or your doctor. Help is available, you just need to ask for it. If you would like to talk to somebody in confidence, either drop in to one of our online help sessions on Habbo

Hotel or give Childline a call on 0800 11 11.

Download our guide to cyberbullying for teens: <http://www.ditchthelabel.org/bullying-support-for-teens/>

## For Schools and Colleges

Firstly, it is important for teaching professionals to understand the severity of cyberbullying and the level of trauma that it can cause. Just because it is typed on the Internet does not make it any less hurtful to your students.

We always advocate having open and honest relationships with your students so that they feel comfortable about approaching you with any bullying related issues. Our research shows that only 38% of young people feel comfortable about reporting bullying to a teacher.

We have found that cyberbullying has a significant impact upon the emotional welfare of students and so it is essential for teachers to proactively monitor the behaviour and mood of students to check for potential signs of bullying. Please be aware that cyberbullying may be less obvious than physical or verbal bullying in the classroom. You may find that students are isolating themselves or are exhibiting challenging

behaviour.

Ultimately, education is key to reducing the effect and prominence of bullying within our schools and colleges. Cyberbullying should now form part of all PSHE curriculum with regularly updated content to reflect the constant changing nature of social media. We are able to provide this content directly to schools and colleges.

Our cyberbullying strategy consists of lesson plans, group activities, action-based learning sets and a wide variety of content and covers the following topics:

- The significance of cyberbullying in the context of young people's social lives
- The severity and legal implications of online bullying, including harassment and offensive content
- How to report cyberbullying on social networking sites and mobile phone networks
- The importance of taking a social responsibility to report cyberbullying aimed at others
- How to behave appropriately online
- Staying safe online

If you are interested in finding out more about our cyberbullying strategies, please contact us via our website at [DitchtheLabel.org](http://DitchtheLabel.org).

# RECOMMENDATIONS

## Level Complete.



### For Parents

First and foremost, it is really important to build an open and understanding relationship with your child so that they feel comfortable approaching you with any troubles that they may be facing. Often, young people can feel embarrassed and ashamed about bullying and so it is important for them to know that it is nothing to hide and that you are always there for them if they want to chat.

There are a few common 'tell-tale' signs that may suggest your child is being bullied; these include but are not limited to anti-social behaviour, a tendency to isolate themselves, sudden changes in behaviour or a loss in appetite.

Familiarise yourself with cyberbullying related issues and their effects so that you are prepared to respond should your child report abuse to you. Download our information pack from: <http://www.ditchthelabel.org/dealing-with-cyberbullying/>

### For Social Networks

Increased investment of moderation time and automated reporting technology is absolutely essential and the safe guarding of vulnerable youths should be marked as a priority.

Each social network has a responsibility to

educate all users about cyberbullying, the impact of it and the ways in which content and users can be reported.

Greater transparency is required and we believe that social networks should use an external agency to produce annual audits of cyberbullying for general release to the public.

Zero tolerance policies absolutely must be established and implemented within all social networks, especially those with high incident ratios as identified within this report.

### For Governments

7 in 10 young people are now being bullied online. We strongly advise Governments to consider the legislation currently governing social networks. Our data has shown that some of the largest networks online are failing vulnerable minors, which is having catastrophic effects.

Greater investment needs to be made into education, particularly to highlight the criminalities of cyberbullying and to teach young people on exactly what they should do if they either fall victim to, or witness cyberbullying.

### How We Can Help

Each year, we work with thousands of teens from across the UK to help reduce the effect and prominence of bullying. We work in partnership with schools and colleges from across the country and are able to produce tailor made education and research packages for different establishments.

We are able to provide complete cyberbullying educational resource packages and are able to produce tailored research for schools and colleges.

We also produce a whole host of bullying related resources that are available to young people, parents and teaching professionals freely from our website.

To find out more, either visit: <http://www.ditchthelabel.org/education/> or contact us on (01273) 979930 / [info@DitchtheLabel.org](mailto:info@DitchtheLabel.org).

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LABEL** YOUR WORLD, PREJUDICE FREE .