

DITCH THE LABEL

YOUR WORLD, PREJUDICE FREE .



**HOW YOUNG PEOPLE BETWEEN THE AGES OF 13-25
ENGAGE WITH SMARTPHONE TECHNOLOGY AND NAKED PHOTOS.**

With special thanks to Habbo, Hackett & Tiger, Bullet PR, Professor Ian Rivers of Brunel University, Liam Hackett, Yuri Yakovlev and all members of Ditch the Label staff who have been involved in the production and distribution of this research report.

Find out more about our anti-bullying charity at www.DitchtheLabel.org.

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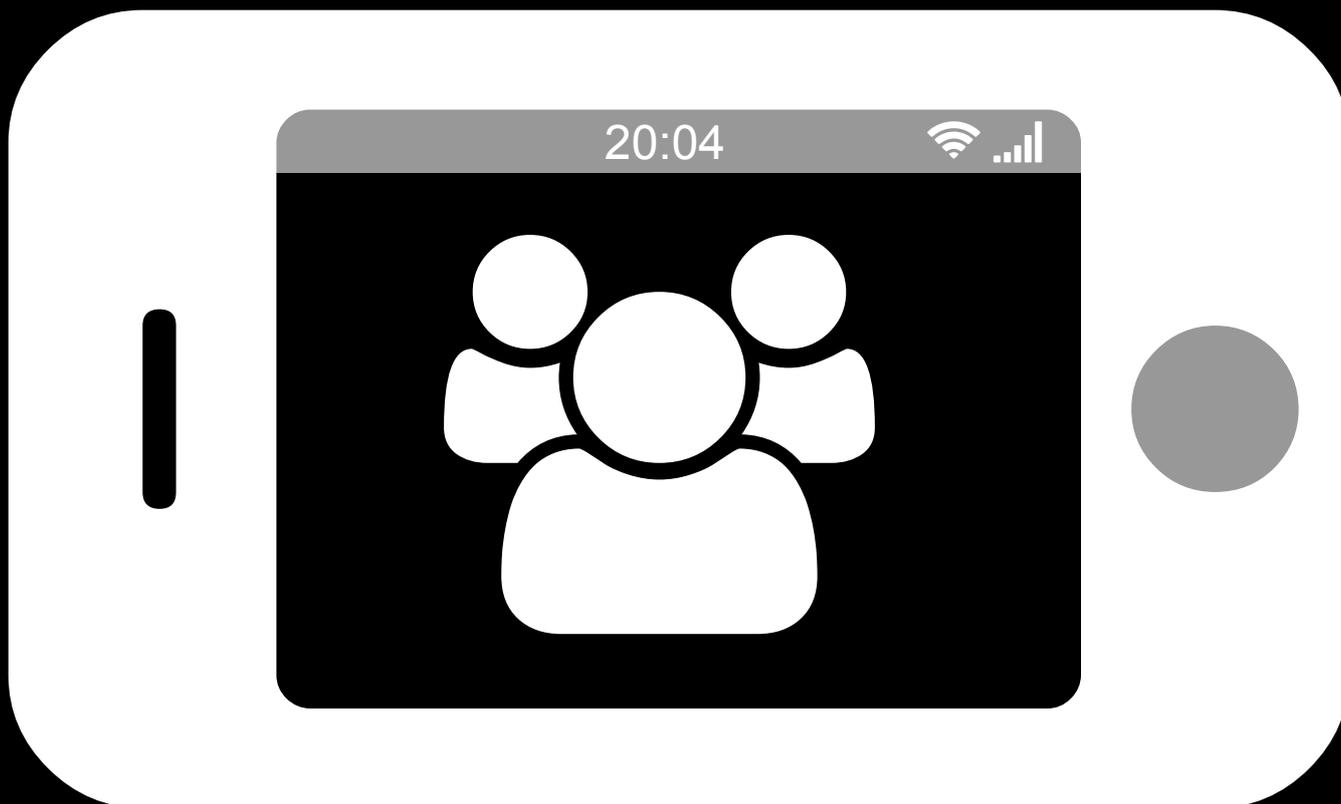
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WELCOME TO DITCH THE LABEL



ABOUT DITCH THE LABEL

We are a provider of innovative advice, support and intervention programs designed to benefit young people who are impacted by bullying within the UK; along with parents, guardians, teaching professionals, other charities and Governmental agencies.

Through our education interventions and research, we link the issue of bullying to wider societal issues surrounding equality and discrimination. We encourage young people to embrace and celebrate who they are, whilst becoming active global citizens.

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 doesn't 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.

Each year we provide advice and support to over 70,000 young people from across the UK and this figure is constantly growing. We produce leading support materials, along with some of the most comprehensive research in the world.

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 identify future trends.
2. To reduce the prominence and effects 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.

ABOUT THIS RESEARCH

We believe that it is important to constantly monitor the environment in which we work in by measuring shifts in behaviours and attitudes through the use of research.

This research enables us to continuously adapt and develop our intervention services so that we can remain relevant to young people in the UK.

Currently, over 70% of young people believe that more work needs to be done to reduce the effects and prominence of bullying and we are working hard to bridge this gap.

Our research also goes on to educate other organisations, those working with young people and the general public. We share our research to enable others to also develop their interventions for the benefit of young people in the UK.

EXECUTIVE SUMMARY



LIAM HACKETT, CEO

@DITCHTHELABEL

LIAM@DITCHTHELABEL.ORG

The landscape of bullying is one that is constantly changing and adapting to progresses made in technology and shifts in behaviours and attitudes. We believe that research is one of the most important elements when trying to understand the rapidly changing lives of young people.

As part of this research, we wanted to identify the ways in which young people are currently engaging with social media apps that are made specifically for the use of smartphones. In The Annual Cyberbullying Survey 2013, which we published in October 2013, we identified from a sample of over 10,000 young people that up to 69% of them had experienced some degree of bullying on the Internet.

The Wireless Survey 2014 has really unearthed some striking statistics and huge areas of concern regarding the safeguarding and wellbeing of young people. In particular, the following statistics have really stood out to me:

- 62% of young people have been sent nasty private messages on a smartphone app based social network;
- 52% of young people who have received abuse have never reported it;
- 24% of young people who have sent a naked photo of themselves have had it shared without their consent.

In light of our new research, we are pressing for significant changes in the ways in which bullying is currently addressed in the UK, and perhaps internationally too. We believe that all members of society are stakeholders in the issue that is bullying; as the majority of us either experience it first hand or have seen it happen to a loved one.

Although bullying doesn't always have catastrophic effects, some of the statistics unearthed by this research present significant concerns, especially with regards to:

- child pornography;
- unauthorised sharing of naked photos and "revenge porn";
- serious threats sent to young people and hate crimes;
- potential impacts of more severe abuse upon the health and welfare of young people.

Moving forward, we will be implementing this research into our own education interventions and the work that we do with schools, colleges, young people and other organisations concerned with the welfare and safeguarding of young people. We will also be making our findings public and will be sharing them with other agencies for the purpose of sharing best practice.

On a final note, our research finds that it isn't all doom and gloom with regards to the use of smartphone technology. We have unearthed the positive impact that young people feel smartphone social networking apps have on their lives and friendships. For example, we found that 38% of young people believe that smartphone social media has enabled them to make new friends.

We do not believe in restricting the access to the smartphone apps listed in this survey and advocate that education is essential in ensuring that young people are using the technologies appropriately.

Yours,

A handwritten signature in black ink that reads "Liam Hackett". The signature is stylized and written in a cursive-like font.

Liam Hackett

METHODOLOGY AND SAMPLE

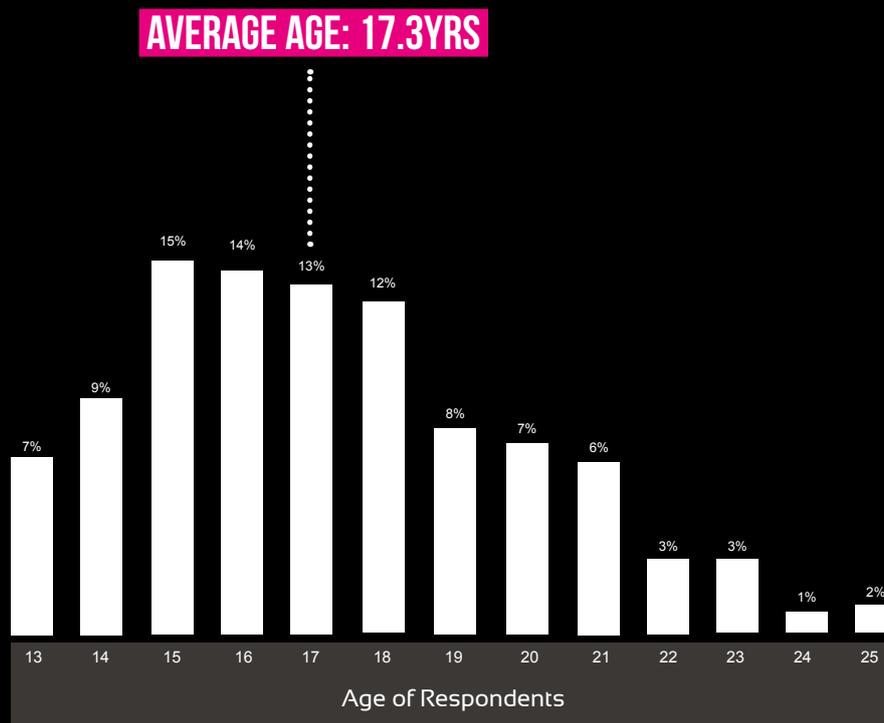
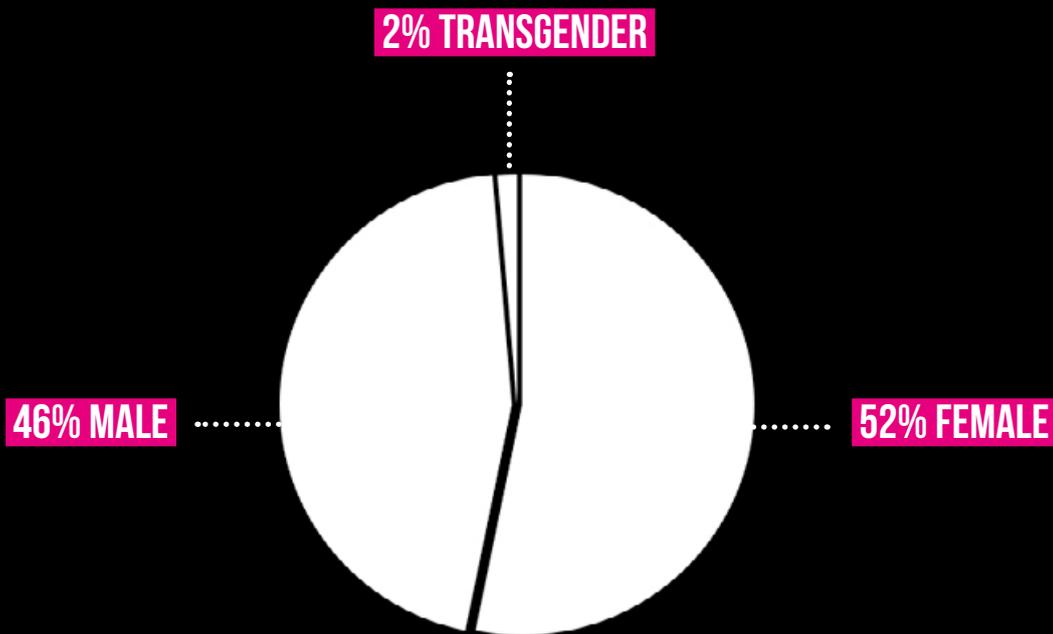
Methodology

Our survey was conducted in partnership with Habbo, the largest online teen community in the world. Participation was completely optional and came without incentive. The survey was displayed to all users on the Habbo homepage between 18th August 2014 and 14th September 2014. The survey was advertised as one about smartphone apps without mention of bullying, abuse or sexting.

Our total sample size was: **2,732** young people aged 13-25.

A total of 1,020 respondents were from the United Kingdom. Once cleansed, the data set reduced to 962 respondents which were used for the analysis contained within this report.

International participation in The Wireless Survey is ongoing and we plan to release a cross-cultural study in July 2015.



DISABILITIES OF RESPONDENTS

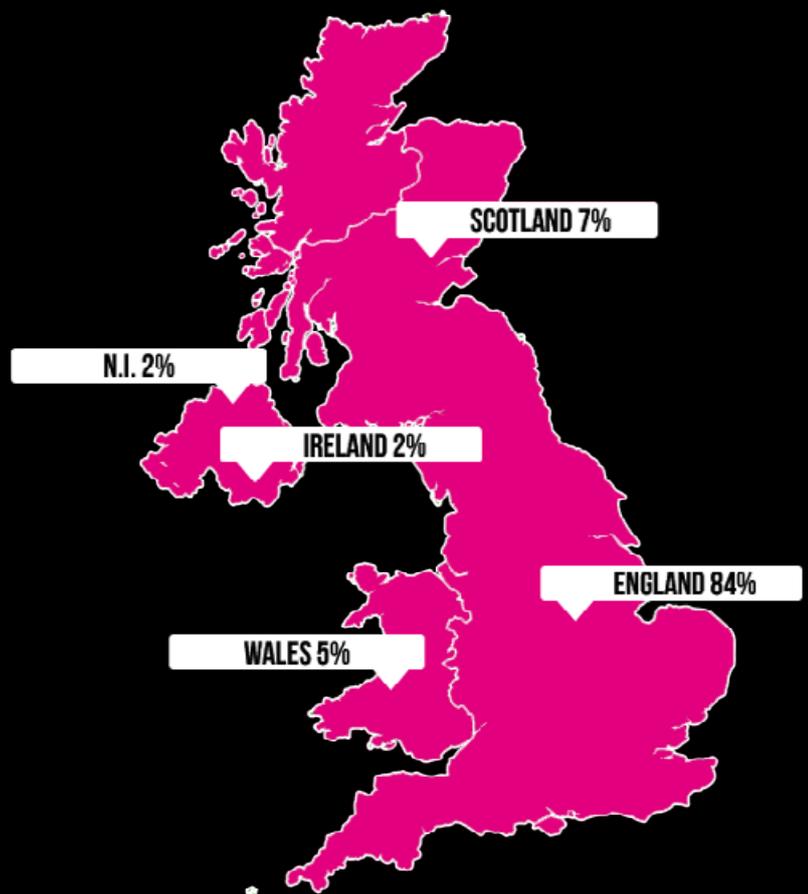
- 7% HAVE A PHYSICAL DISABILITY
- 9% HAVE A LEARNING DISABILITY
- 5% HAVE AUTISM OR ASPERGERS

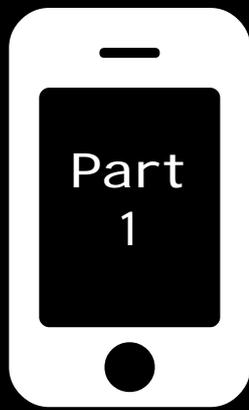
SEXUALITY OF RESPONDENTS

- 67% IDENTIFY AS STRAIGHT
- 10% IDENTIFY AS BISEXUAL
- 8% IDENTIFY AS CURIOUS
- 8% IDENTIFY AS GAY
- 3% IDENTIFY AS LESBIAN
- 4% DIDN'T WANT TO SAY

RELIGION OF RESPONDENTS

- 33% IDENTIFY AS ATHEIST
- 2% IDENTIFY AS BUDDHIST
- 32% IDENTIFY AS CHRISTIAN
- 2% IDENTIFY AS PAGAN
- 13% IDENTIFY AS AGNOSTIC
- 1% IDENTIFY AS HINDU
- 4% IDENTIFY AS MUSLIM
- 1% IDENTIFY AS JEWISH
- 1% IDENTIFY AS SIKH
- 11% CHOSE NOT TO ANSWER





SMARTPHONE APPS

USE OF SMARTPHONE APPS

ABUSE ON SMARTPHONE APPS

REPORTING ABUSE ON SMARTPHONE APPS

IMPACT OF ABUSE ON SMARTPHONE APPS

USE OF SMARTPHONE APPS

Q: WHICH SMARTPHONE APPS DO YOU USE?

74%
USE IT

Snapchat

Instant photo sharing platform with images being "deleted" after 10 seconds.

68%
USE IT

Instagram

Photo sharing app available on most major smartphones.

67%
USE IT

Skype

Instant video calling and online instant messaging via desktop and smartphone.

59%
USE IT

Kik Messenger

Free instant messaging and multimedia app available on smartphones. People engage via their Kik username.

57%
USE IT

Whatsapp

Free instant messaging and multimedia app available on smartphones. People engage via their mobile numbers.

35%
USE IT

Vine

6 second video sharing app available on most major smartphones.

13%
USE IT

Viber

Instant video, phone calling and online instant messaging via desktop and smartphone.

11%
USE IT

Tinder

Smartphone dating app. Tinder enables two users who have "matched" to instant message.

5%
USE IT

Grindr

Smartphone dating app for gay men. Provides instant messaging, photo and location sharing.

3%
USE IT

Line

Free instant messaging and multimedia app available on smartphones. Enables engagements with brands too.

1%
USE IT

Blindr

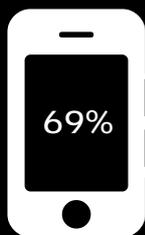
Smartphone dating app. Provides instant messaging, photo and location sharing.

USE OF SMARTPHONE APPS

Q: HOW FREQUENTLY DO YOU USE EACH APP? FROM THOSE THAT USE EACH APP

App	Several times a day	Once a day	Several times a week	Once a week	Once a fortnight	Once a month	Every now and again
Snapchat N=712	65%	11%	10%	3%	1%	1%	9%
Instagram N=654	55%	15%	8%	6%	2%	4%	10%
Skype N=645	33%	12%	15%	8%	4%	5%	23%
Kik Messenger N=568	47%	8%	12%	6%	3%	2%	22%
WhatsApp N=584	47%	8%	13%	6%	4%	2%	20%
Vine N=337	25%	14%	19%	9%	3%	4%	26%
Viber N=125	19%	3%	13%	9%	3%	5%	48%
Tinder N=106	17%	20%	21%	10%	6%	3%	23%
Grindr N=48	43%	8%	15%	8%	0%	0%	26%
Line N=29	34%	10%	7%	3%	3%	38%	5%
Blendr N=10	29%	10%	10%	29%	2%	1%	19%

Q: WHY DO YOU USE SOCIAL NETWORKING SMARTPHONE APPS?



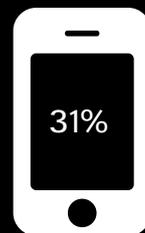
FOR FUN AND ENTERTAINMENT



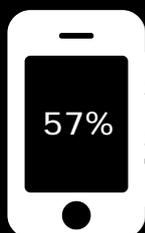
TO MAKE NEW FRIENDS



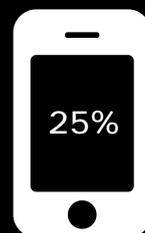
TO KEEP UP WITH FRIENDS AND FAMILY WHO ARE AWAY



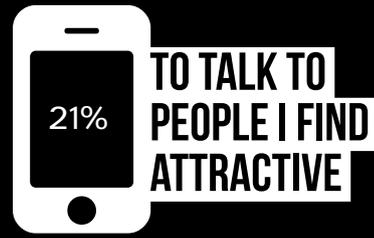
TO FOLLOW CELEBRITIES AND BRANDS



AS A CHEAP ALTERNATIVE TO TEXTING AND CALLING



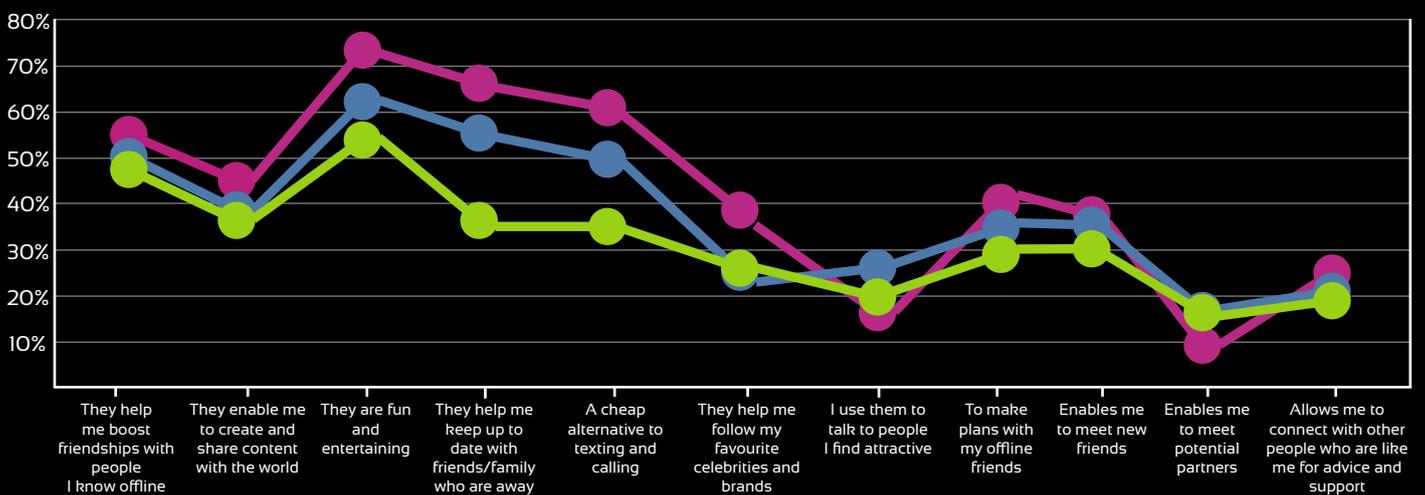
TO CONNECT WITH OTHERS FOR ADVICE AND SUPPORT



Q: WHY DO YOU USE SOCIAL NETWORKING SMARTPHONE APPS?

GENDER VARIANCE

Male (n=441)
Female (n=501)
Transgender (n=20)



ABUSE ON SMARTPHONE APPS

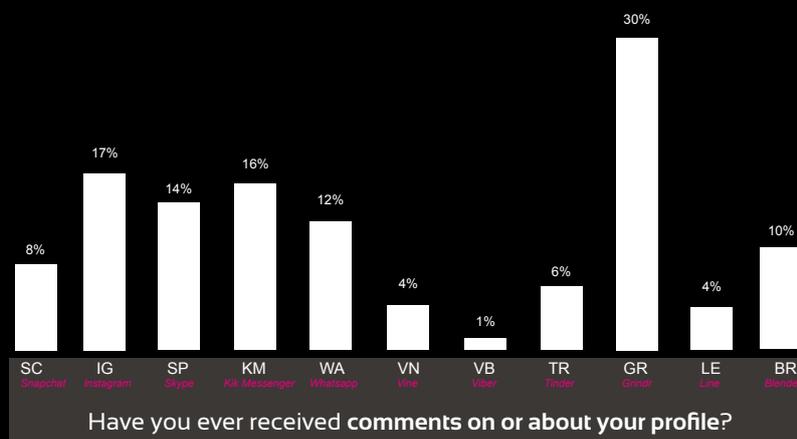
Q: HAVE YOU EVER EXPERIENCED ABUSE FROM USERS ON A SMARTPHONE SOCIAL NETWORKING APP? FROM THOSE THAT USE EACH APP

47%
OVERALL EXPERIENCED IT

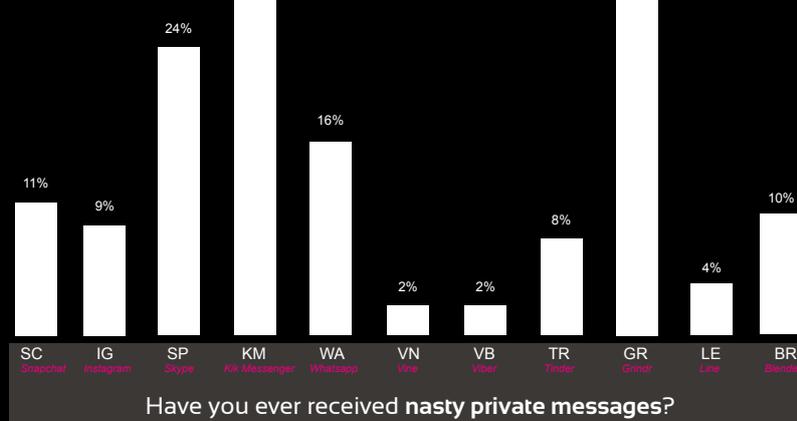
GRAPH KEY

SC=SNAPCHAT
IG=INSTAGRAM
SP=SKYPE
KM=KIK MESSENGER
WA=WHATSAPP

VN=VINE
VB=VIBER
TR=TINDER
GR=GRINDR
LE=LINE
BR=BLENDER



62%
OVERALL EXPERIENCED IT



Q: HAVE YOU EVER EXPERIENCED ABUSE FROM USERS ON A SMARTPHONE SOCIAL NETWORKING APP?

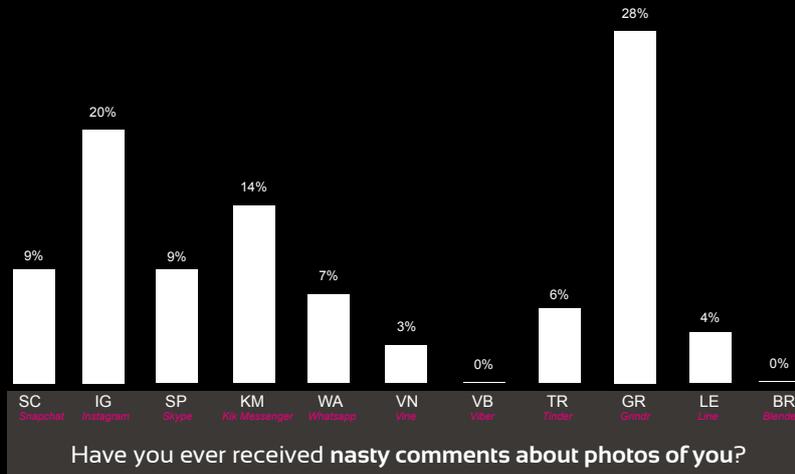
FROM THOSE THAT USE EACH APP

GRAPH KEY

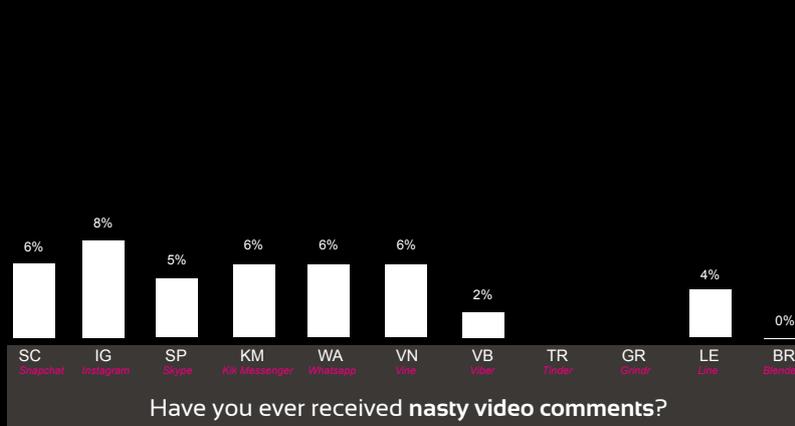
SC=SNAPCHAT
 IG=INSTAGRAM
 SP=SKYPE
 KM=KIK MESSENGER
 WA=WHATSAPP

VN=VINE
 VB=VIBER
 TR=TINDER
 GR=GRINDR
 LE=LINE
 BR=BLENDER

40%
 OVERALL EXPERIENCED IT



22%
 OVERALL EXPERIENCED IT



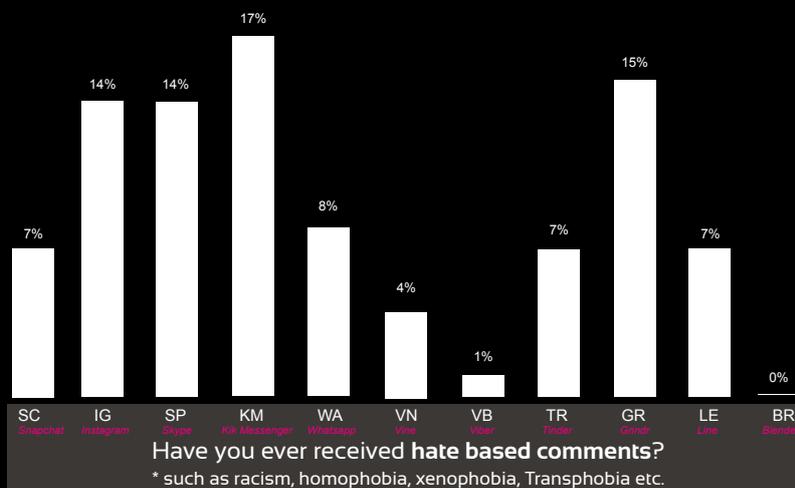
ABUSE ON SMARTPHONE APPS

Q: HAVE YOU EVER EXPERIENCED ABUSE FROM USERS ON A SMARTPHONE SOCIAL NETWORKING APP?
FROM THOSE THAT USE EACH APP

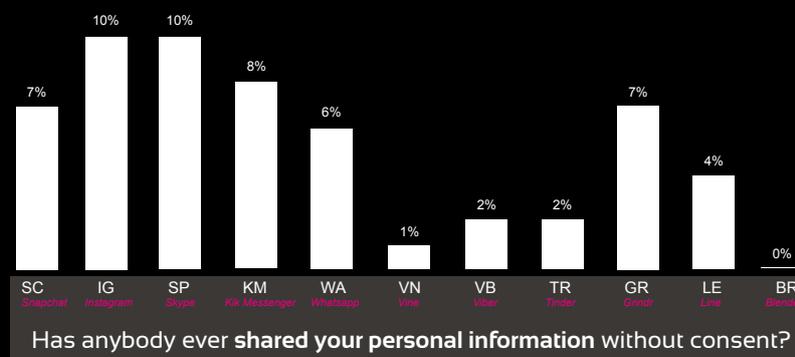
42%
OVERALL EXPERIENCED IT

GRAPH KEY
 SC=SNAPCHAT
 IG=INSTAGRAM
 SP=SKYPE
 KM=KIK MESSENGER
 WA=WHATSAPP

VN=VINE
 VB=VIBER
 TR=TINDER
 GR=GRINDR
 LE=LINE
 BR=BLENDER



28%
OVERALL EXPERIENCED IT

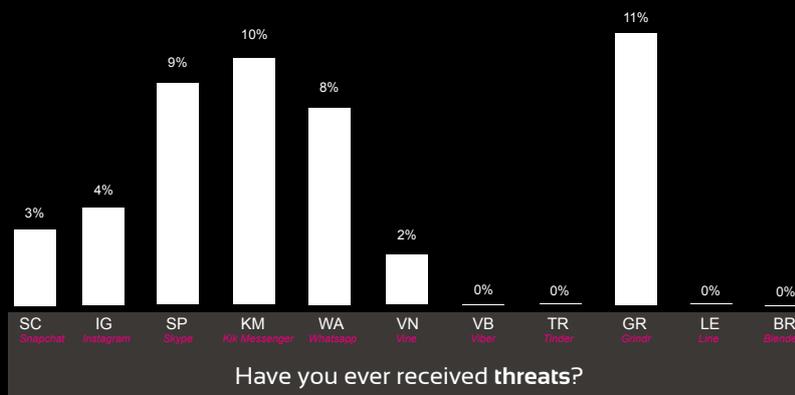


Q: HAVE YOU EVER EXPERIENCED ABUSE FROM USERS ON A SMARTPHONE SOCIAL NETWORKING APP? FROM THOSE THAT USE EACH APP

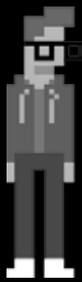
22%
OVERALL EXPERIENCED IT

GRAPH KEY
SC=SNAPCHAT
IG=INSTAGRAM
SP=SKYPE
KM=KIK MESSENGER
WA=WHATSAPP

VN=VINE
VB=VIBER
TR=TINDER
GR=GRINDR
LE=LINE
BR=BLENDER



EXAMPLES OF THREATS RECEIVED

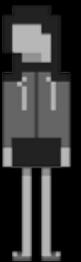


James, aged 13 and male received:

"I will hack your account, I'll beat you up at school, I will go to your house and beat you up and I will get people to beat you up if you don't say sorry."

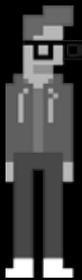
Jessica, aged 15 and female says:

"If I break up with my boyfriend who I met online he starts to threaten me, threatening to post information about me."



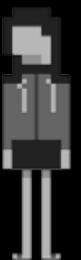
Dan, aged 16 and male says:

"I received threats from a group of people online who said that they were going to kill me because they found out I was gay."



Danica, aged 18 and trans* female says:

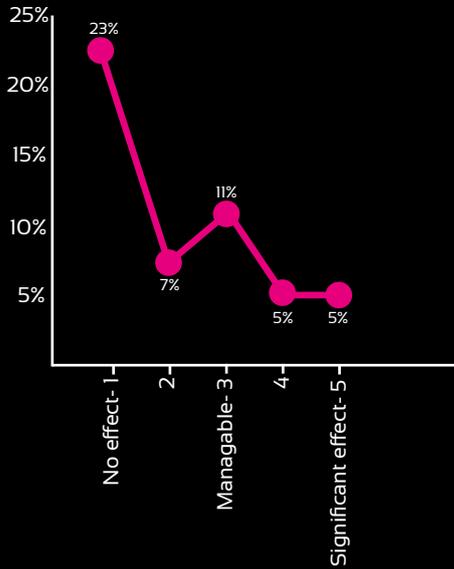
"I am transgender and I have received multiple threats from people I know offline threatening to physically assault me and 'put me in hospital'."



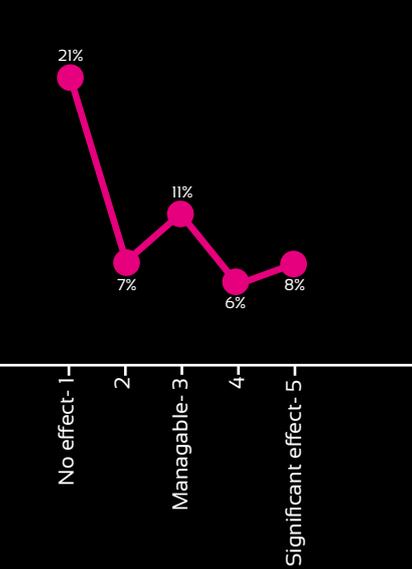
EMOTIONAL IMPACT OF SMARTPHONE APP ABUSE

Q: ON A SCALE OF 1-5, HOW MUCH OF AN IMPACT DID THE ABUSE HAVE?

NASTY PROFILE COMMENTS



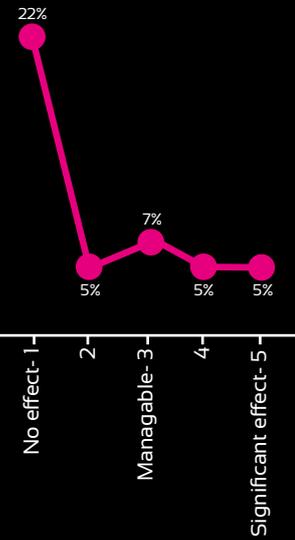
NASTY PRIVATE MESSAGES



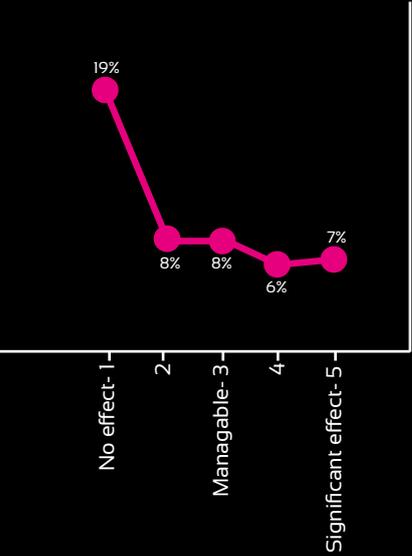
NASTY COMMENTS ON PHOTOS OF YOU



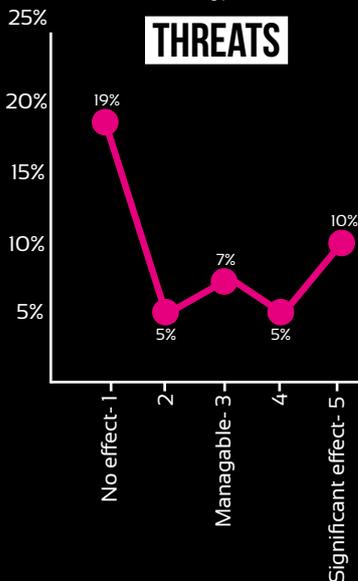
NASTY COMMENTS ON VIDEOS OF YOU



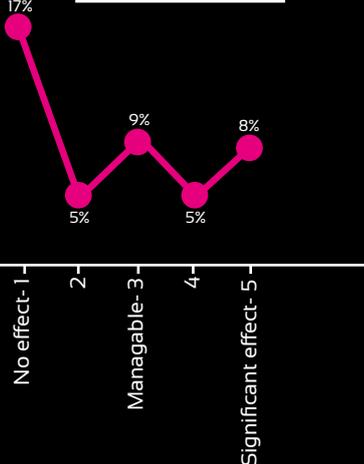
HATE BASED COMMENTS



THREATS



SHARING OF PERSONAL INFORMATION

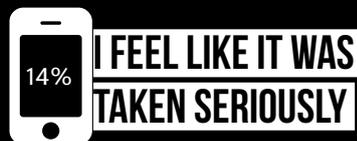


REPORTING ABUSE ON SMARTPHONE APPS

Q: HAVE YOU EVER REPORTED ANY ABUSE YOU'VE EXPERIENCED TO THE SUPPORT TEAMS ON SMARTPHONE APPS?
FROM THOSE WHO HAVE EXPERIENCED ABUSE



Q: WHAT HAPPENED AS A RESULT OF REPORTING THE ABUSE?
FROM THOSE WHO HAVE EXPERIENCED ABUSE AND REPORTED IT



ABUSE ON SMARTPHONE APPS

Q: WHY DIDN'T YOU REPORT THE ABUSE?

FROM THOSE WHO HAVE EXPERIENCED ABUSE AND DIDN'T REPORT IT



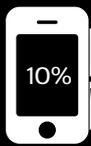
I DON'T BELIEVE
IT'S SERIOUS ENOUGH



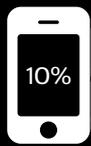
I DON'T THINK IT WILL
BE TAKEN SERIOUSLY



TRIED IT BEFORE AND
NOTHING HAPPENED



I'M SCARED IT
WILL GET WORSE



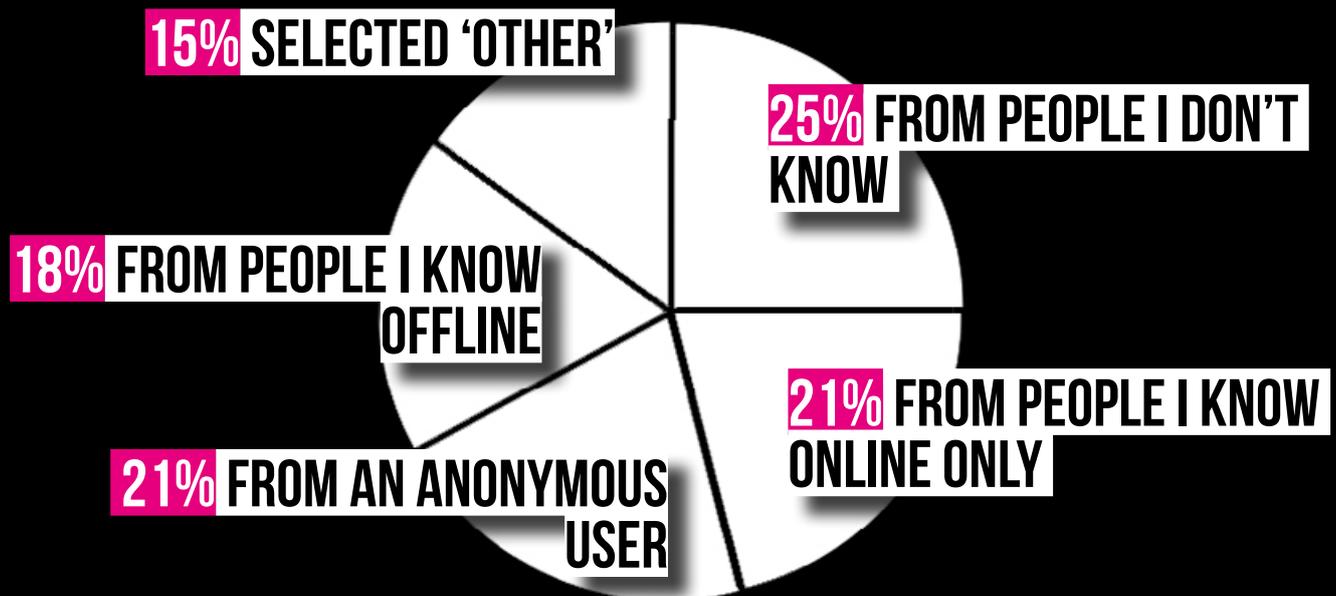
I DON'T LIKE TO TALK
ABOUT IT



I DON'T KNOW HOW
TO REPORT IT

Q: WHO DID THE ABUSE COME FROM?

FROM THOSE WHO HAVE EXPERIENCED ABUSE



BEHAVIOURAL IMPACT OF SMARTPHONE APP ABUSE

Q: WHICH OF THE FOLLOWING HAPPENED AS A RESULT OF RECEIVING ABUSE ON SMARTPHONE APPS? FROM THOSE WHO HAVE EXPERIENCED ABUSE

49% EXPERIENCED A REDUCTION IN CONFIDENCE

As with all types of bullying, abuse via smartphone apps was found to have a profound impact upon the confidence of young people from across the UK, which in turn can have a severe impact upon other areas of their lives.

47% BECAME INSECURE ABOUT THEMSELVES

Communication via smartphone apps can be incredibly intimate for young people and as such, abuse can threaten both physical security and emotional security.

38% TRIED TO CHANGE SOMETHING ABOUT THEMSELVES

A significant amount of respondents internalised the abuse that they were receiving and saw it as a problem with themselves and not as an attitude or behavioural issue from the perpetrator.

30% SAID IT WAS A DISTRACTION FROM REAL LIFE

Whilst on a virtual platform, abuse via smartphone apps was found to create a significant distraction from offline events. This could be anything from studies and career progression to social life and family relationships.

28% RETALIATED AND SENT SOMETHING ABUSIVE BACK

We found that the "vicious cycle" trend does indeed exist within the sphere of abuse on smartphone apps. Almost 1 in 3 young people who had experienced abuse responded by sending abuse back.

24% TURNED TO SELF-HARMING AS A COPING MECHANISM

Almost 1 in 4 young people turned to self-harm as a means of dealing with the emotional distress and upset of abuse they had received on a smartphone app. This is a much higher rate than is average for bullying which shows that it is having a profound impact.

22% CHANGED THEIR APPEARANCE TO TRY AND AVOID ABUSE

47% of respondents told us that they had, at some point received a nasty comment on a photo that they had posted of themselves. This reactive response suggests that young people are internalising abuse and seeing themselves as the problem.

16% SAID IT MADE THEM WANT TO GET REVENGE

For many young people, revenge can seem like the most instinctive response, and indeed up to 28% of them retaliate to abuse by reciprocation.

13% STOPPED USING THE SOCIAL NETWORKING APP

Just over 1 in 10 young people who received abuse on a smartphone app were discouraged from using the app altogether.



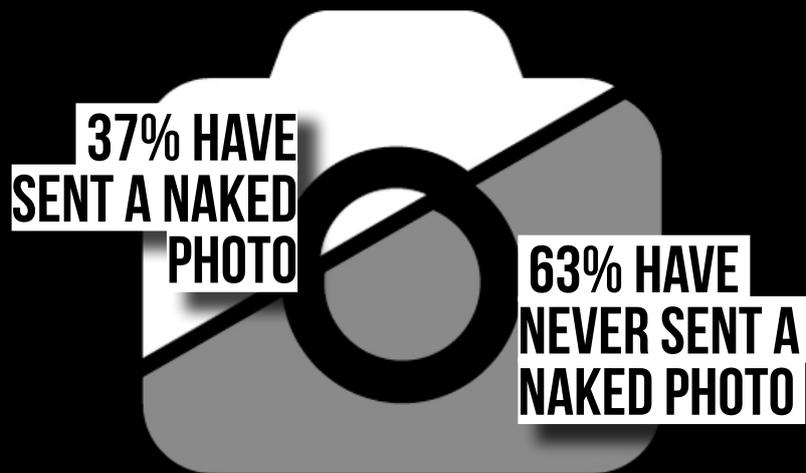
SEXTING

SEXTING ON SMARTPHONES

ATTITUDES TOWARDS SEXTING

SEXTING RELATED ABUSE

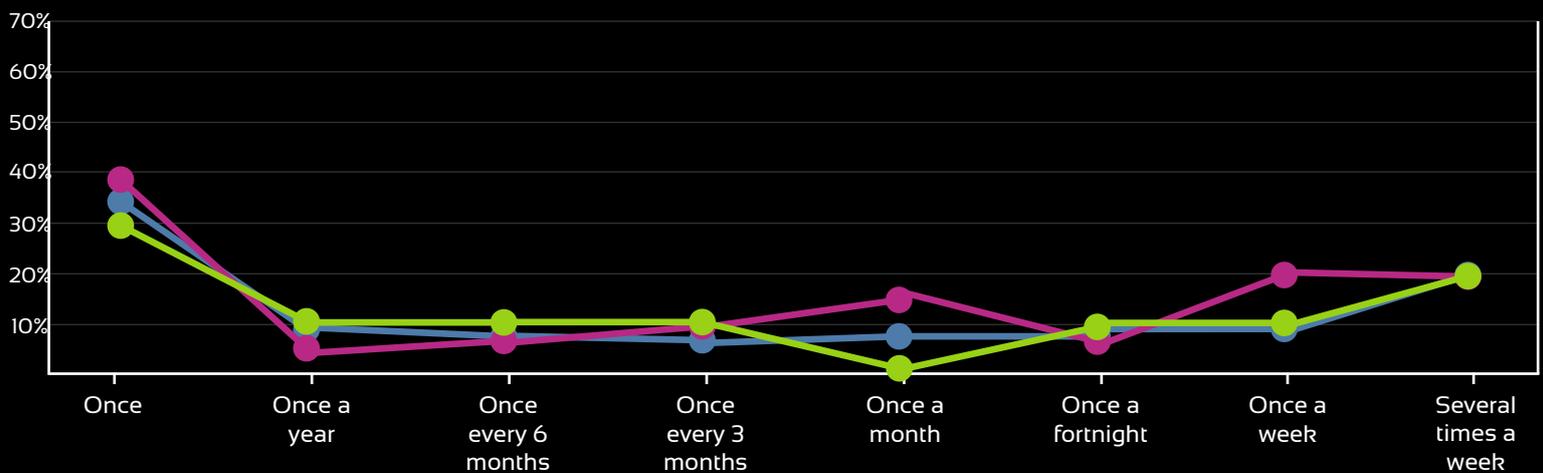
NAKED PHOTOS: WHO'S DOING IT?



Several times a week	Once a week	Once a fortnight	Once a month	Once every 3 months	Once every 6 months	Once a year	Once
6%	4%	2%	4%	3%	3%	2%	14%

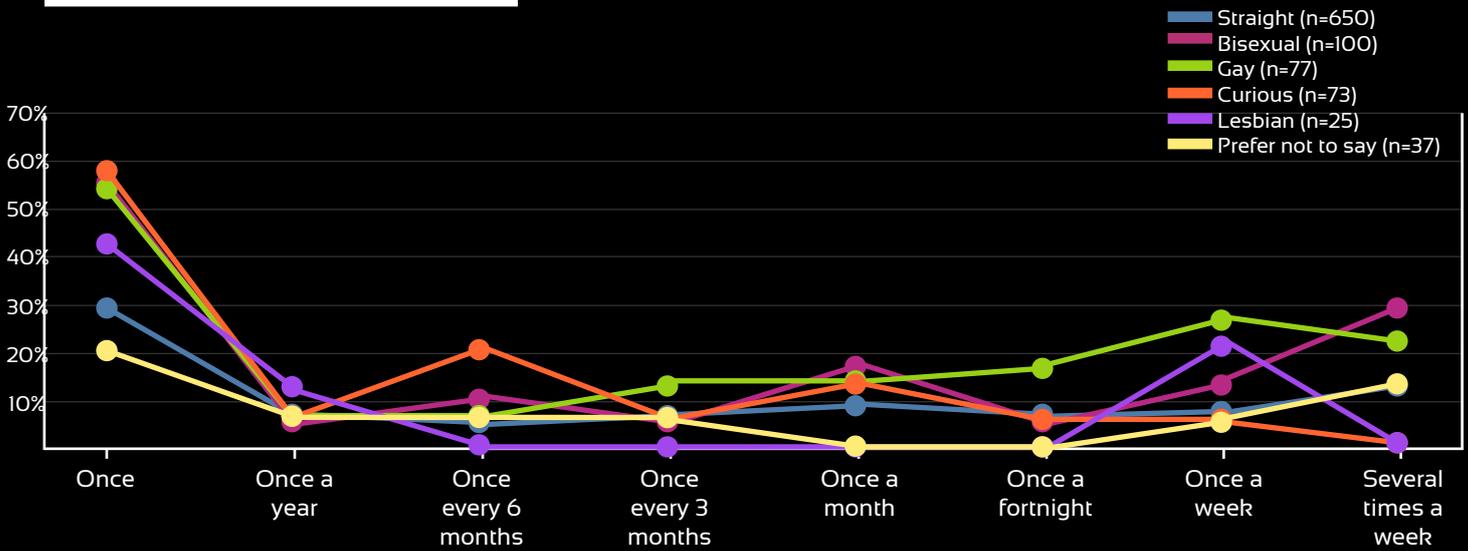
GENDER VARIANCES

Male (n=441)
 Female (n=501)
 Transgender (n=20)



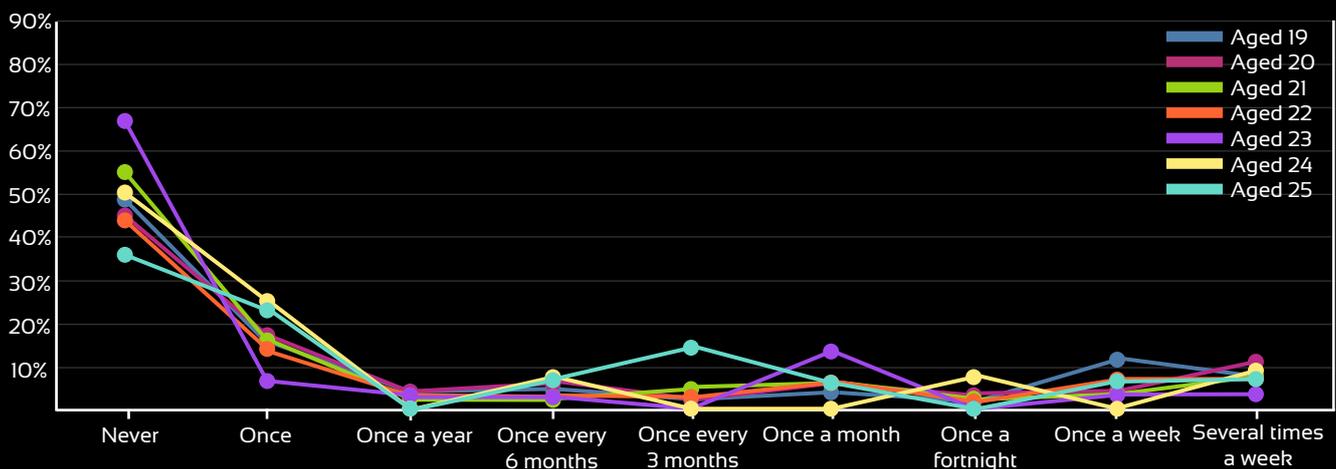
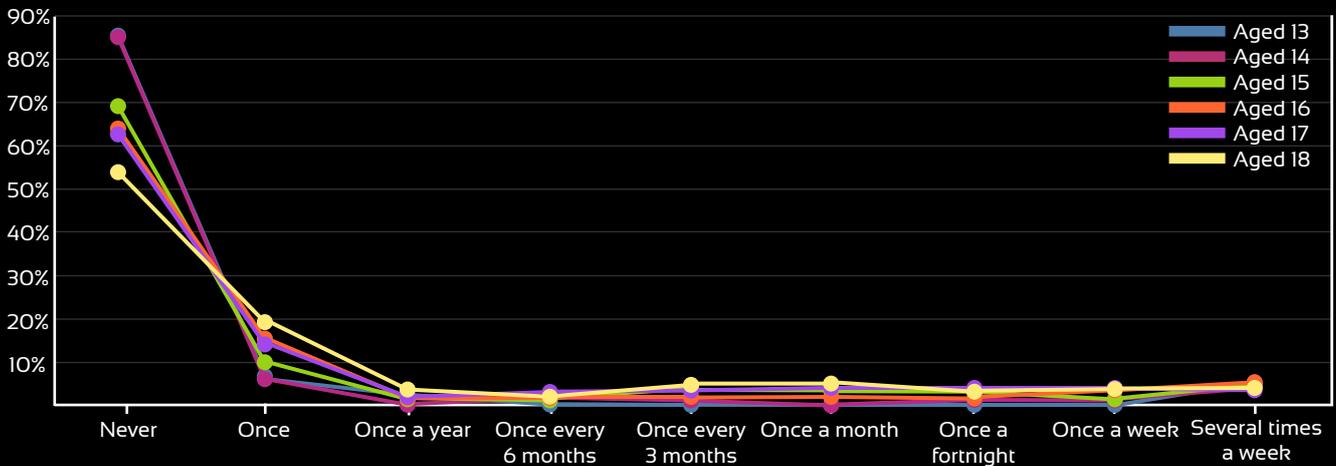
NAKED PHOTOS: WHO'S DOING IT?

SEXUALITY VARIANCES



AGE VARIANCES

15% of 13 year olds did it, 15% of 14 year olds did it, 30% of 15 year olds did it, 36% of 16 year olds did it, 37% of 17 year olds did it and 46% of 18 year olds did it.



NAKED PHOTOS: WHERE ARE THEY GOING?

Q: FROM THE FOLLOWING, WHO HAVE YOU SENT A NAKED IMAGE TO IN THE PAST? SELECT AS MANY AS IS APPLICABLE

FROM THOSE WHO HAVE SENT A NAKED PHOTO OF THEMSELVES ON ONE OCCASION OR MORE



**TO MY BOYFRIEND
OR GIRLFRIEND**



**TO SOMEBODY I AM
CASUALLY DATING**



**TO SOMEONE I DON'T
KNOW WELL AND MET
THROUGH AN APP**



**TO SOMEBODY
I FIND ATTRACTIVE**



**TO SOMEONE
I KNOW ONLY ONLINE**

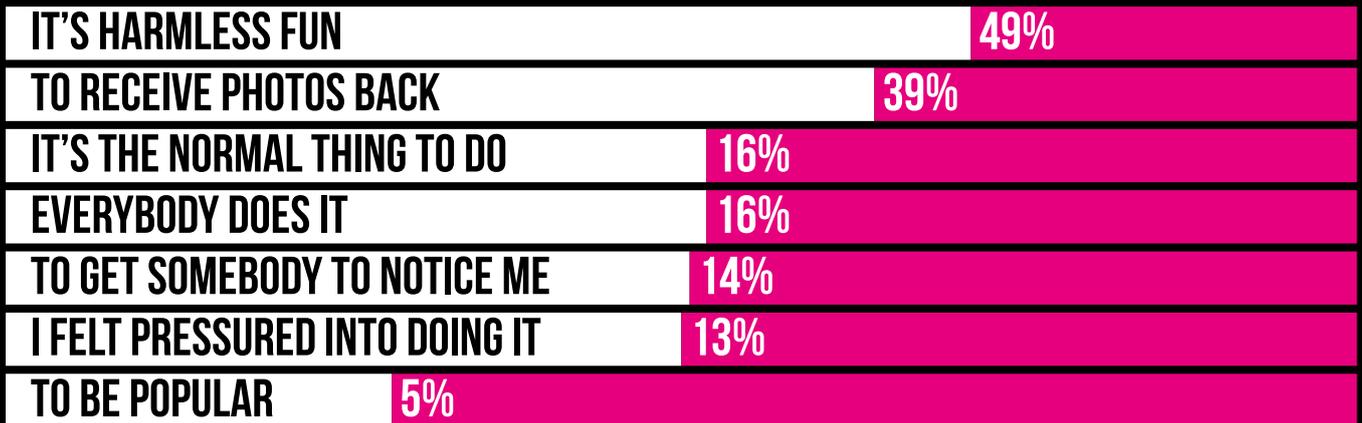


**TO SOMEONE
ELSE I KNOW OFFLINE**

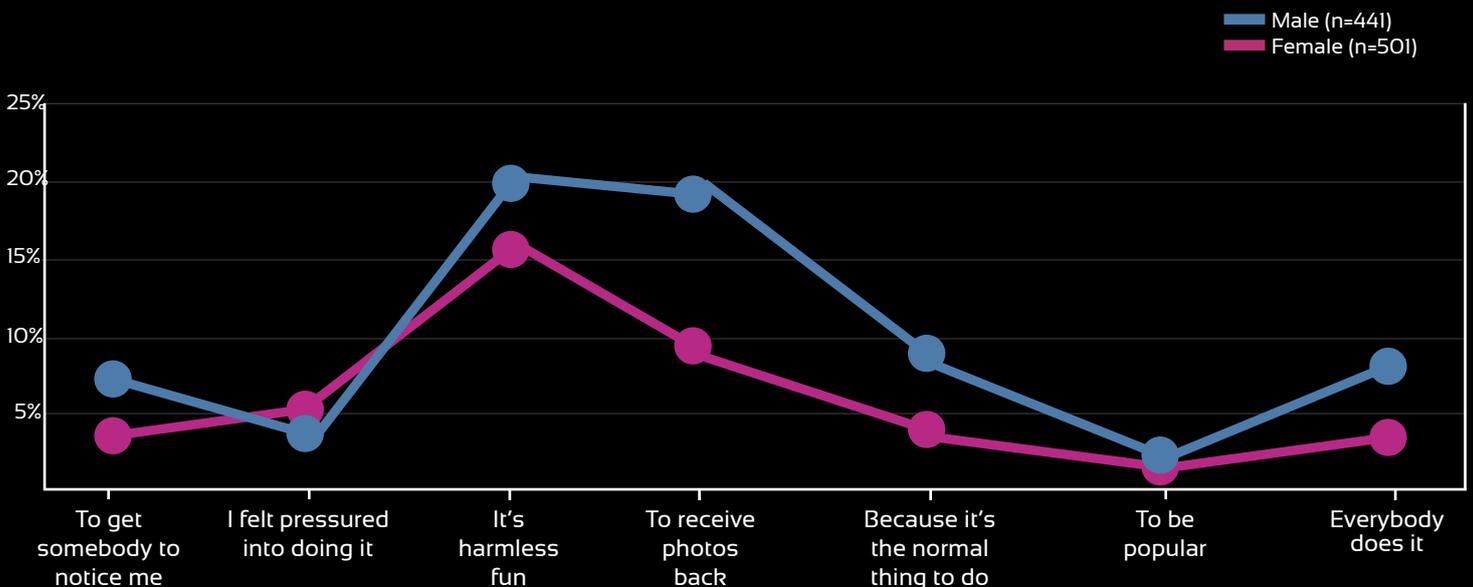
NAKED PHOTOS: WHY DO IT?

Q: WHAT ARE YOUR REASONS FOR SENDING OUT NAKED PHOTOS OF YOURSELF? SELECT AS MANY AS IS APPLICABLE

FROM THOSE WHO HAVE SENT A NAKED PHOTO OF THEMSELVES ON ONE OCCASION OR MORE



GENDER VARIANCES



NAKED PHOTOS: LEAKING

Q: TO YOUR KNOWLEDGE, HAS ANYBODY EVER SHARED A NAKED PHOTO OF YOU WITHOUT YOUR CONSENT?

FROM THOSE WHO HAVE SENT A NAKED PHOTO OF THEMSELVES ON ONE OCCASION OR MORE

24%
SAID YES

76%
SAID NO

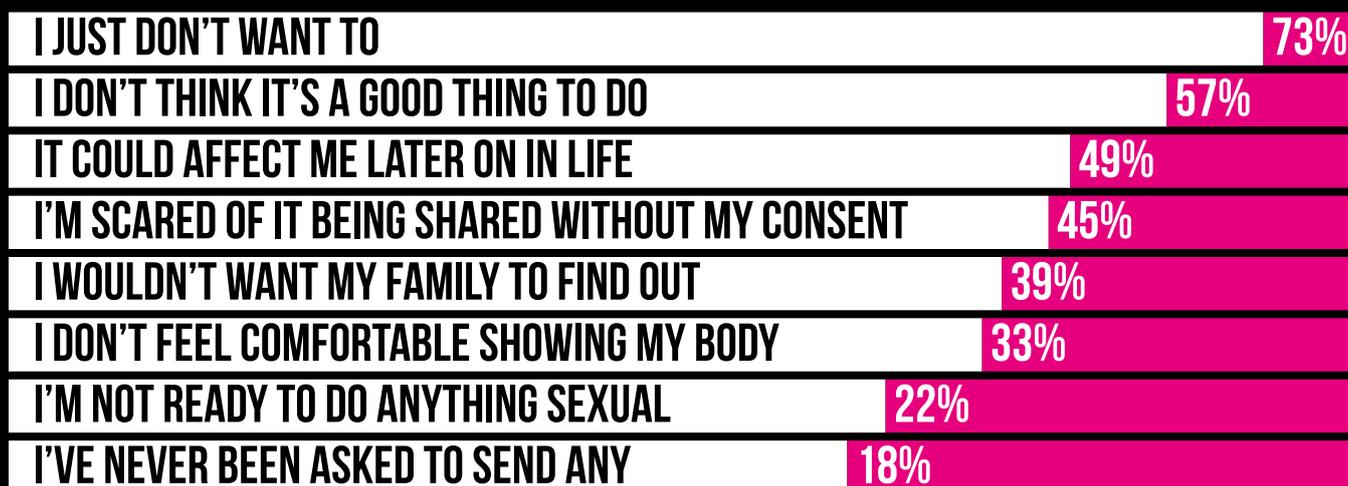
Q: WHAT HAPPENED AS A RESULT?

As a result of having a naked photo shared without consent, young people reported the following impacts:

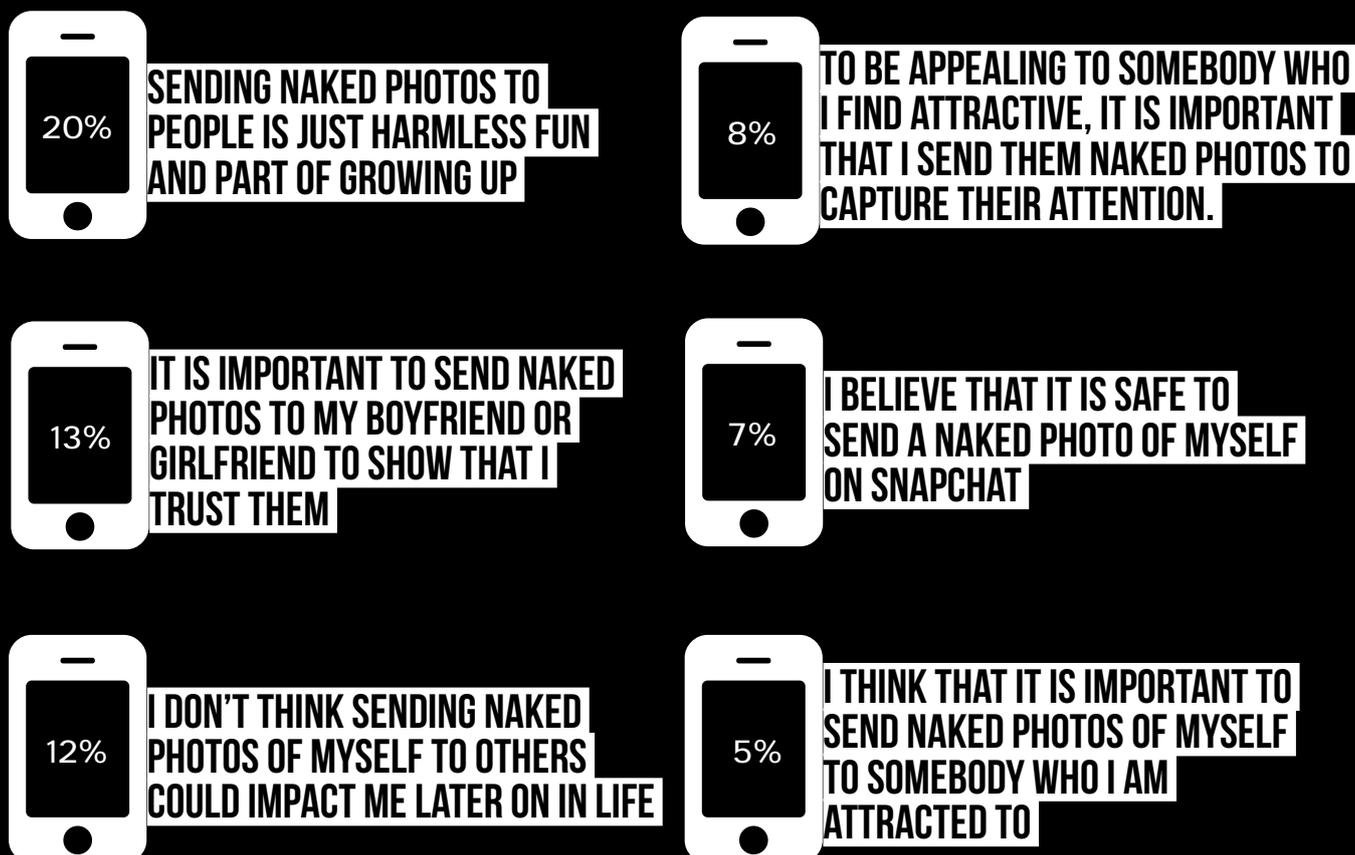
- **32%** felt less confident
- **26%** had suicidal thoughts
- **24%** self harmed
- **13%** started to have sex with more people
- **13%** felt more confident
- **12%** tried to kill themselves
- **12%** felt more attractive
- **11%** developed anti-social behaviours
- **10%** truanted from school or college
- **10%** abused drugs and/or alcohol
- **8%** felt more accepted
- **5%** dropped out of school or college
- **2%** started to share naked photos of others without their consent

Q: WHAT ARE YOUR REASONS AGAINST SENDING A NAKED PHOTO TO SOMEBODY? SELECT AS MANY AS IS APPLICABLE

FROM THOSE WHO HAVE NEVER SENT A NAKED PHOTO OF THEMSELVES



Q: WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH?

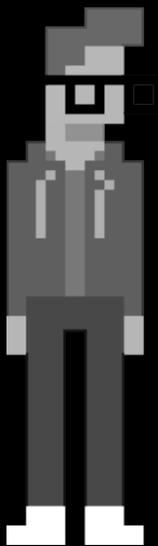




CASE STUDIES

RESPONDENT CASE STUDIES

CASE STUDIES FROM RESPONDENTS



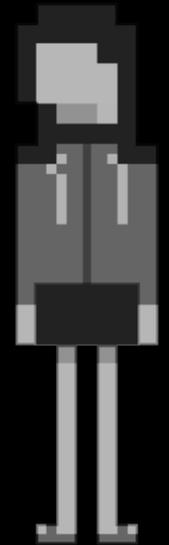
Jay, 23 and male says:

"I used Skype to talk to my partner while away at University, one jealous member of our social group used Skype to tell me to 'back off' him or he would 'come and find me'... nothing happened though. I also sent a nude photo to my boyfriend who then accidentally sent it to a close friend of mine, there was no impact, friend was mature about it and nothing ever came of it."

Siobhan, 22 and female says:

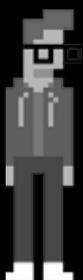
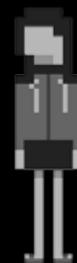
"An ex boyfriend of mine took naked photos of me on holiday and then decided to send it to EVERYONE we knew via WhatsApp. He then uploaded the picture online and continued to send it. I got the police involved and they said there was nothing they could do as when someone has a photo of you 'it becomes their property to do as they wish with it'.

It bothered me a fair bit as i was only 18 at the time and it was being sent to 14 year olds..."



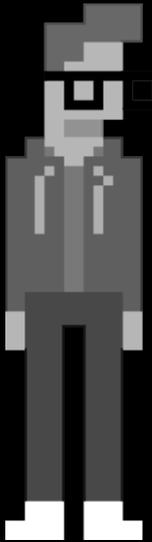
Bethan, aged 16 and female says:

"Met someone from Minecraft, he came to my town a few times, he seemed nice, told him I was not looking for a relationship and he threatened to come to my house."



Ross, aged 14 and male says:

"I get a lot of abuse on smartphone apps and online mainly from people I don't know. Usually they say nasty things about the way I look or about my disability."

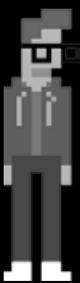
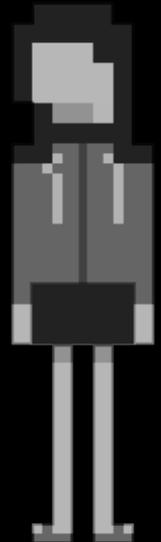


Umal, aged 19 and male says:

"They said they would find me and kill me because I'm gay. I was on Grindr talking to a guy I found attractive... we exchanged nudes and I sent him my location and then I started to get abuse from him and his friends saying that they were coming to kill me."

Katy, aged 16 and female says:

"Our generation is getting too involved in Social media, it is disgraceful. People are starting to think sending pictures of ones self naked is normal and it's not.. Where is our pride? Where is our sense of personality. Everyone worries what others think, even me! It's time we all learn to accept ourselves and not change for anyone because we are desperate of being loved. There is always one person who loves us, no matter what the relationship. To most people love means doing anything to gain attention and respect, sending naked pictures is plain right stupid. Let's say in 5 months time you break up with someone who has pictures, they could leak them everywhere. Some people are plain right nasty. People need to realise the severity of it all."

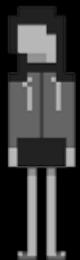


Chris, aged 15 and male says:

"I told an online friend about my sexuality on Skype and then he started to blackmail me. He said that he would tell everybody and out me."

Chloe, aged 22 and female says:

"I once received threats about being attacked, having my family attacked, my house broken in to and my car tyres slashed. I felt disgusted with myself. I didn't want to leave my house, talk to anyone or do anything. I felt like everyone was talking about me and everyone hated me."



Anonymous says:

"It was on Skype, my boyfriend at the time was 15 I was 14. I was going through family issues and stress, I thought being with him would make me happy. We used to call each other and I felt like to be accepted he had to like my appearance too. It was long-distance so we had never met each other. So for fun I would go on cam and just let him see me. Then he started being dirty and kept asking me to show myself, naked. Mostly just show my boobs lol.

At the time I was like really into him and whenever I said no he would get mad like every night and I didn't like that. So I did it. I hated it the first time I did it but I ended up doing it twice for him because he made me feel that by doing it he liked me more. This happened about 2 yrs ago, and I still regret it everyday. I also found out he took pictures. I don't know what he did with them but my bet is on showing people lol.

It made me wish that I never met him. My mental health got even worse because I couldn't talk to anyone about it feeling so ashamed at just 14. I could never tell my mum... I feel like I disappointed her because she always told me to never do anything like that with anyone online and I was like 'eh this doesn't count and it's not that important', but now it's one of my biggest regrets. He messed me up so bad I can't even like my own body anymore. Showing my boobs was just one of the things he made me do.

I really don't know, you could make the issue of sexting known throughout young people because the most likely time that people will sext is when they're young and innocent and nowadays a lot of young people have access to the internet and talking to strangers is so easily. Let them know that if they do do anything dumb when they're young then to not let it hold them back for the rest of their life."

**BY DONATING £2.27, YOU CAN PROVIDE CRUCIAL SUPPORT TO
1 YOUNG PERSON CURRENTLY BEING BULLIED.**

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CONCLUSIONS

RECOMMENDATIONS

HOW WE ARE TACKLING THESE ISSUES

OUR RECOMMENDATIONS



ADVICE FOR TEENS

> Bullying on Smartphone Apps

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 chatlogs) 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

or give Childline a call on 0800 11 11.

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

> Sexting and Naked Photos

At the time, sending a naked photo to somebody you like can seem like a really good idea and it is all too easy to overlook the potential risks. Our research has identified that statistically, 1 person in every 4 is likely to share your naked photo without your consent and it could have a significant impact upon how you feel about yourself and others around you.

Whilst we primarily recommend that you just stay clear, if you are going to do it we recommend not including your face or anything that is distinguishable about you; such as a tattoo, piercing or an identifiable piece of furniture for example. Also, if you are below the age of 18 or are speaking with somebody that is; sending, requesting or distributing a naked photo is actually classified as child pornography and is a criminal offence.

Equally, when somebody sends you a naked photo, it can also feel like a good idea to show it to your mates and often the welfare of the sender isn't even considered. Please consider the rates of self-harm and plummeting levels of confidence that can happen as a result of having an intimate photo shared. Oh, and it's also illegal to distribute the content without the consent of the sender.

ADVICE FOR PARENTS AND GUARDIANS

> Bullying on Smartphone Apps

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/>

> Sexting and Naked Photos

First and foremost, it is unlikely that your child is going to want to talk to you about sexting and naked photos. It may be an idea to address it early on by outlining your expectations and explaining the risks and

dangers attached to sexting and naked photos before your child is given access to their first mobile phone. It is also important to communicate the potential criminalities of sending or requesting naked images to and from minors below the age of 18.

One of the most important things you can do as a parent or guardian is to harness open and honest communication with your children; tell them that they can talk to you any time about anything that is troubling them, including the issues surrounding sexting. It may be worth highlighting to your child that it isn't something you haven't seen before, to weaken the angst of communication.

If your child has had a naked image of them distributed without their consent and they are below the age of 18, it is important that you contact the Police immediately as it is a serious criminal offence. Regardless of age, it is usually a good idea to get the Police involved sooner rather than later. Ensure that your child's school or college is aware and involved in the process.

Do not forget to consider the need for emotional support for your child either; the whole process is going to be incredibly difficult and humiliating for them so please try to be as understanding as possible.

ADVICE FOR SCHOOLS AND COLLEGES

> Bullying on Smartphone Apps

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 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
- Sexting and naked photos: etiquette and how to deal with related situations
- The legalities surrounding child pornography and naked photos
- What to do if you feel pressured into sending naked photos
- Why apps like Snapchat aren't safe ways to share naked photos

If you are interested in finding out more about our cyberbullying strategies, please contact Sue Jones on Sue@DitchtheLabel.org.

> Sexting and Naked Photos

It is essential that you consider the welfare of the students involved throughout the process of investigating and dealing with the situation. It is likely that the victim is going to feel incredibly embarrassed and may benefit from the support of counselling. Try not to bring too much attention to the situation but be swift in your approach.

If the child is below the age of 18, it is important that you are not involved in the process of viewing, storing or distributing the image in question. You should seek the support of the Police in all cases involving minors.

It is advisable for schools and colleges to be proactive with regards to educating students about appropriate etiquette regarding sexting

and naked photos. Also highlighting potential criminalities along with the emotional and behavioural impacts that unauthorised distribution could have on the victim.

ADVICE FOR GOVERNMENT

> Bullying on Smartphone Apps

More young people than ever are now being bullied online. We strongly advise Governments to consider the legislation currently governing smartphone 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, whilst also educating on net-etiquette.

> Sexting and Naked Photos

Legislation surrounding the unauthorised distribution of naked photos along with child pornography legislation needs to become more transparent and accessible to young people as a reactive approach.

We believe that from the back of this research, British teenagers have significant issues in regards to feeling accepted and valued and are sending naked photos, at times, for the wrong reasons. We need greater investment in education and interventions in schools and colleges. Investment needs to be concentrated on innovation and new ways of tackling these issues.

ADVICE FOR SOCIAL NETWORKS

> Bullying on Smartphone Apps

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 and low support service satisfaction as identified within this report.

Certainly with some smartphone apps, the reporting mechanisms either don't exist or are difficult to navigate for young people. These mechanisms need to be made visible and the process of reporting content and users should be explained to users upon registration.

Strategic partnerships with charities such as Ditch the Label, Childline and The Samaritans could ensure that direct advice and support is available to young people active on each network, without increasing burden on internal moderation and support teams.

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 and sexting 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: www.DitchtheLabel.org/education/ or contact us on (01273) 201129 / info@DitchtheLabel.org.

Registered charity number: 1156329.

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