

AHEAD OF WHAT'S NEXT.



Youth Online Behavior

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Methodology

Methods

- The Youth Online Behavior Study was commissioned by McAfee and conducted online by Harris Interactive.
- A total of 1,357 10-17 year olds were interviewed online between May 4 – May 17, 2010 including:
 - 606 males and 751 females
 - 402 tweens ages 10-12, 593 teens ages 13-15, and 362 teens ages 16-17
 - Trended results include only 13-17 year old responses for 2010 (n=955) to allow for trending with 2008 data (n=529).
- Respondents for this survey were selected from among those in the Harris Poll Online (HPOL) opt-in panel of millions of respondents . Invitations for the HPOL panel were emailed to a stratified random sample identified as U.S. residents and 13-17 years old or U.S. residents and 18 years or older with a 10-17 year old child in the household. Qualified respondents are U.S. 10-17 year olds who access the internet.
- Interviews were conducted using a self-administered online survey via Harris Interactive's proprietary, web-assisted interviewing software. The Harris Online interviewing system permits online data entry by respondents.
- Results were weighted as needed for age, gender, race/ethnicity, parental education, urbanicity, and region. Data in this report is representative of U.S. tweens and teens, ages 10-17.



Executive Summary

Overview

Being online is both a normal and integral part of life today in the United States – especially for the youth* population. They have been accessing the internet for most of their lives, and probably can't imagine life without it.

Tweens and teens encounter all aspects of the internet, both positive and negative. While the beneficial pieces of being online are many, there are also risks associated with it that youth and the adults in their lives should be aware of. Parents especially must be involved in setting a safe and appropriate foundation for their children's online behavior, allowing kids to develop into smart and savvy internet users.

*For the purposes of this report, "overall youth/kids" refers to 10-17 year olds, "tweens" are 10-12 year olds, "teens" are 13-17 year olds, "younger teens" refers to 13-15 year olds and "older teens" to 16-17 year olds. Note that results that have been trended from 2008 to 2010 refer to teens (13-17 year olds) only as tweens (10-12 year olds) were not surveyed in 2008.

Section Summary – General Online Usage and Attitudes

- Youth today are “digital natives” – they have grown up with the internet and have been using it since childhood. In fact, nearly all youth have been using the internet for at least two years, and over half have been using the internet for five years or more.
- The number of years tweens and teens have been using the internet is directly related to their age; those ages 10 to 12 are more likely to have only started going online in the past two to four years, while those 13 and older are most likely to have started going online five or more years ago.
- While nearly all youth, regardless of their age, have been going online for 2 or more years, age is a strong predictor of how much time they are actually spending online. Tweens are much more likely to be “light” or “medium” internet users (going online 1-2 days, or 3-5 days a week, respectively), while teens are generally heavy internet users (going online 6-7 days a week), with two out of three 13 to 15 year olds and three out of four 16 to 17 year olds logging on 6-7 days a week.

Section Summary – General Online Usage and Attitudes

- With such universal web usage among today's youth, it's no surprise that tweens and teens are using multiple devices to access the web. While the most traditional means for using the internet - desktop or laptop computers - remain the most popular ways for youth to log online (99% use a desktop or laptop computer to access the web), more than 1 in 5 kids are using less traditional devices such as cell/smartphones (girls (27%) more likely than boys (19%)) or video game consoles (boys (30%) more likely than girls (12%)) to access the internet. With the rapid changes in technology, since 2008, the proportion of teens who use laptops, smartphones, and other devices to access the web has increased significantly, while the proportion using desktop computers has decreased significantly.
- Further, youth are increasingly accessing the web in places other than at home (85%). This year, significantly more teens report accessing the web using an open WiFi connection than did so in 2008 (nearly 1 in 5 youth overall; 23% of 13-17 year olds in 2010 vs. 16% in 2008). This trend suggests that many teens are using portable devices, like laptops and smart phones, to access the web on the go.
 - Also outside the home, more than half of youth report going online at school or the library (75%) or at a friend's or relative's house (52%), though the percentage logging on at school has decreased somewhat since 2008.

Section Summary – General Online Usage and Attitudes

- So why are youth going online so much? The answer is communication – nearly all youth communicate online in some way (85%), with more than half of tweens and teens emailing with friends and family (66%) and/or engaging in social networking (61%).
 - Not only are teens more likely than tweens to engage in emailing (71% vs. 57%) and social networking (81% 16-17 year olds and 67% 13-15 year olds vs. 40% 10-12 year olds), they are also significantly more likely to use the internet for various other types of communication, such as chatting with people they do or don't know offline (12% of teens vs. 4% of tweens), instant messaging (45% of teens vs. 21% of tweens), or posting to blogs (14% of teens vs. 7% of tweens). And girls are more likely than boys to be involved in online behaviors surrounding communication (90% vs. 80%).
 - It is important to note, however, that the way in which teens are communicating online is constantly changing. Since 2008, teen social networking has seen a significant 15% rise in usage, while the use of instant messaging among teens has decreased significantly (51% to 45% among ages 13-17).

Section Summary – General Online Usage and Attitudes

- Using the web for media and content downloading is also popular among tweens and teens; more than half of youth typically view or download some kind of media online. And similar to communicating online, this activity is more common among girls (58%) than boys (48%). Teens today are also downloading significantly more music than in 2008 from both free (46% vs. 28%)* and paid services (32% vs. 25%).
- While communication and downloading content are two of the primary uses for the internet among today's youth, use for school also ranks highly, with nearly 4 in 5 teens using the web to research assignments. Gaming is also a popular online activity, especially for tweens – 3 in 4 report playing games online, compared to only about half of older (58%) and younger (46%) teens, who are playing significantly less games online than they did in 2008 (66% vs. 53%).**
- Today's youth are increasingly confident in their ability to be safe and responsible when using the internet. Almost all teens (94%) agree that they know how to be safe online, holding steady from 2008 (92%). And while 1 in 4 teens say they wouldn't know what to do if they were bullied or harassed online, a significantly higher proportion disagree with this statement in 2010 than in 2008, suggesting that teens may now be better equipped to handle cyberbullying.

Please note adjustments in question wording from the 2008 wave which may be influencing statistically significant changes:

*2010 wording: "Download music or videos from a free service (e.g., Blubster, Kazaa, YouTube, Ustream, etc.)", 2008: "Download music or videos from a free service (e.g., Blubster, Kazaa)".

** 2010 wording: "Play games (including multi-player online games (MMOG)", 2008: "Play games".

Section Summary – Risky Online Behavior

- When it comes to the dangers of the internet, many of today's youth admit to engaging in at least one of the risky activities tested in this study. Youth are sometimes guilty of seemingly minor offenses, such as accidentally allowing their home computer to become infected with a virus or other software (23%) – a significant increase for teens in 2010 (27%) from 2008 (20%) – or sharing a password with friends (13%).
- But some kids engage in what may be considered more destructive behaviors, such as downloading programs without their parents' knowledge (25%) or chatting with people they don't know in the offline world (22%). Girls (25%), especially 16-17 year old girls (43%), are more likely than boys to chat with people online that they don't know in the offline world. Around 1 in 10 are also viewing or downloading x-rated content (11%) or using the internet to cheat for school (7%) and 5% have posted content that they later regretted (13-17 year old girls (10%) more likely than 13-17 year old boys (4%)). Boys (35%), especially 16-17 year old boys (45%), are more likely than girls to have ever downloaded programs without parental knowledge or those with x-rated content. Overall, teens are significantly more likely to engage in risky online behaviors than tweens.

Section Summary – Risky Online Behavior

- Furthermore, almost half of youth (46%) admit to having given out their personal information to someone they didn't know over the internet, similar to 2008. Youth's likelihood to give out personal information over the web increases with age; 13-15 year olds are more likely than tweens to share personal information (48% vs. 36%), and 16-17 year olds are most likely to share of any age group (56%).
- When they do reveal personal information online, youth are most likely to share their first name (36%), age (28%), and/or email address (19%). Only around one in ten have given out slightly more personal information, like a photo of themselves, their school name, last name, cell phone number, or a description of what they look like.
 - Since 2008, the percentage of teens who have given out their phone number has increased significantly (12% today vs. 8% 2008).
- Youth draw the line at giving out personally identifiable information such as their parents' names, home address, or school address, and virtually no teens report having given out their social security number. Additionally, the small proportion of teens who have given out this type of information over the web has held steady since 2008, indicating teens are fairly set in this boundary.

Section Summary – Risky Online Behavior

- A conversation about risky youth behavior on the web is incomplete without mention of social networking, which is a primary method for today's youth to share information over the internet. Half of tweens already have at least one social networking account and by the time teens reach 16-17 years of age, over 85% are engaged in social networking. Data suggest that we can expect the proportion of teen social networking to increase – since 2008, the percentage of teens who have a social networking account has increased significantly from 59% to 73%.
- Facebook leads the pack as the most popular social networking site for every youth age group, with 3 in 5 youth overall having accounts, including more than 4 in 5 older teens. At least a third of youth are also social networking on MySpace, Twitter, Bebo, or another site.
- As kids get older and become more engaged with social networking, they update their “status” more frequently. Younger and older teens are significantly more likely than tweens to report “always” updating their social networking status. Girls (72%) are more likely to have a social networking account than boys (66%). And of those who have an account, girls are more likely than boys to always or often update their status (42% vs. 29%). Teens are also more likely than tweens to always or often include their physical location in their status updates, while tweens are more likely to say they never do this (47%).

Section Summary – Cyberbullying

- In a current state of sensitivity surrounding the issue of kids bullying one another in the U.S., it is important to look beyond the classroom and into the online world. One in ten youth (11%) admit to ever engaging in some form of cyberbullying behavior – with a significantly higher proportion of older teens (13%) and younger teens (14%) saying so than tweens (7%). Kids are more likely to admit involvement in a “cyber-prank” (6%) than sending anonymous emails (3%), spreading rumors online (3%), forwarding private information without someone’s permission (2%) or posting mean or hurtful information about someone online (2%).
 - While kids’ involvement in cyberbullying seems to have not gotten worse since 2008, it also seems it hasn’t gotten any better. A similar amount of teens report their involvement in cyberbullying in 2008 (15%) and 2010 (14%).
- Only a small percentage of youth acknowledge their own participation in cyberbullying, but a much higher proportion seem to know someone who has experienced these kinds of behaviors (52%). A quarter or more youth say they know someone who has had mean information about them posted online, rumors spread about them online or their password hacked. One in six know someone who has been approached online by someone they don’t know, had embarrassing information posted on the web, or been cyber-pranked. In each of these instances, and nearly every cyberbullying behavior surveyed, girls and teens report significantly higher frequencies of these experiences than boys and tweens.

Section Summary – Cyberbullying

- While half of youth say they know someone who has been cyberbullied, far less report actually experiencing these behaviors themselves (29%). Almost one in ten (9%) say they have been approached online by someone they don't know, received a message of a bullying nature, or had their password hacked. Again, girls and teens report higher frequencies of these occurring than boys and tweens.
- With 29% of youth reporting that they have experienced at least one of the cyberbullying behaviors specified in this study, it is surprising that only 7% say they have ever been bullied or harassed online when asked explicitly.
 - On a refreshing note, teens in 2010 say this significantly less than teens in 2008 (8% vs. 15%). Although participation in cyberbullying has remained constant, perhaps there has been some improvement in teens actually experiencing it, due to an increased national focus on the severity and potentially fatal outcomes of child bullying.
- Many youth who have been bullied or harassed online say they have made some adjustments to their online behavior as a result (72%). More than half (52%) have adjusted their privacy options, with 40% saying they changed the privacy settings on their social networking accounts, and 24% saying they changed their password. Two in ten have deleted certain pictures or posts (21%) and deleted certain personal information from their profile (21%). Seven in ten (71%) 13-17 year olds who have been cyberbullied have made some kind of change to their online behavior as a result, up from 61% in 2008.

Section Summary – Parental Influence

- Youth spend tremendous amounts of time online and are dealing with the good and bad consequences of doing so. So how much are parents involved and paying attention to their children's online habits? Nearly all kids agree that their parents trust them to do what's right when they are online (91%). More than half say their parents know some of what they do online but not everything (56%) and a quarter agree that their parents don't have time to check up on what they do online (26%). Nearly a third of youth say they don't tell their parents what they do online (32%) and they would change their online behavior if they knew their parents were watching (31%). Kids are more likely to agree that all of these are true of their parents as they get older.
- As might be expected, kids who say their parents are checking up on and monitoring their online behavior are more likely to be tweens (94%) than younger (80%) and older (55%) teens. The most common methods of monitoring include asking their child about what they do online regularly (50%), keeping the home computer in a public area (47%), knowing their child's password (41%) and only allowing their child to visit certain websites (36%). Three in ten kids also say their parents check the browser history (30%) and "friended" them on a social networking site (29%). Two in ten (12%) youth (especially boys (14%) vs. girls (9%)) say their parents use a software program to track their online behavior. For these and every monitoring behavior surveyed, kids are less likely to report that their parents engage in these behaviors as they get older.

Section Summary – Parental Influence

- In 2008, 34% of 13-17 year olds said their parents regularly ask them what they do online – significantly less than the 42% who report this today. Teens are also more likely to say their parents “friended” them on a social networking site today (30%) than in 2008 (10%). However, teens today are less likely to say they have a verbal or written agreement about online behavior with their parents (21%) than in 2008 (39%).*
- While parents are less likely to monitor their child’s online behavior as they get older, youth are more likely to hide what they do online from their parents as they get older (27% of 10-12 year olds, 54% of 13-15 year olds, and 56% of 16-17 year olds). When they are hiding their online behavior, kids will most commonly minimize the browser when their parents are near (29% - with girls (33%) more likely than boys (25%)). One in five also say they clear the browser history (21%) and hide or delete text messages (20% - again, with girls (23%) more likely than boys (17%)). Further, around a third of youth who hide their online activity from their parents say they do so “often” or “always”. The frequency of hiding online behavior from their parents increases with age.

Please note adjustments in question wording from the 2008 wave which may be influencing statistically significant changes:

*2010 wording: “They have a verbal or written agreement with me – that is, a discussion or contract about what is and is not allowed online”,
2008: “They have a verbal agreement with me – that is, a discussion about what is and is not allowed online”.

Section Summary – Parental Influence

- There appears to be significant improvement since 2008 in the understanding between teens and their parents concerning online behavior. Nine in ten (91%) teens today say that their parents trust them to do what is right online versus 86% in 2008. Compared to today, in 2008, more teens said they do not tell their parents about what they do online (71% vs. 42% today)*, they would change their online behavior if they knew their parents were watching (45% vs. 36% today) and that their parents wouldn't understand what they do online (36% vs. 27% today). It seems the lines of communication have opened slightly in the past two years between parents and their children about appropriate online behavior.

Please note adjustments in question wording from the 2008 wave which may be influencing statistically significant changes:

*2010 wording: "I don't tell my parents/guardians about what I do online.", 2008: "I don't tell my parents/guardians about what I do online unless they ask." .

Conclusion

There is no doubt that internet usage among youth in the United States is widespread and intense. With many having accessed the internet since their earliest memories and now, doing so nearly every day, the benefits and risks weigh heavily in their lives. It seems that many kids are clued in to these risks and choose to take safer steps in their online behavior in ways such as keeping important information private, avoiding cyberbullying behaviors, and keeping their parents as allies. But, a large portion of youth seem to expose themselves to these risks and stray – either knowingly or not – from a safer path of behavior.

Where kids and their parents used to worry primarily about threats outside of the home such as being bullied in school and around the neighborhood, or in places where predators are a tangible threat, a whole new dimension has been added with the evolution of the internet. Keeping today's youth safe no longer means just outside of the home, but has expanded to include within the home, in their own bedrooms or places they may use a portable internet device – in other words, everywhere.

General Online Usage and Attitudes

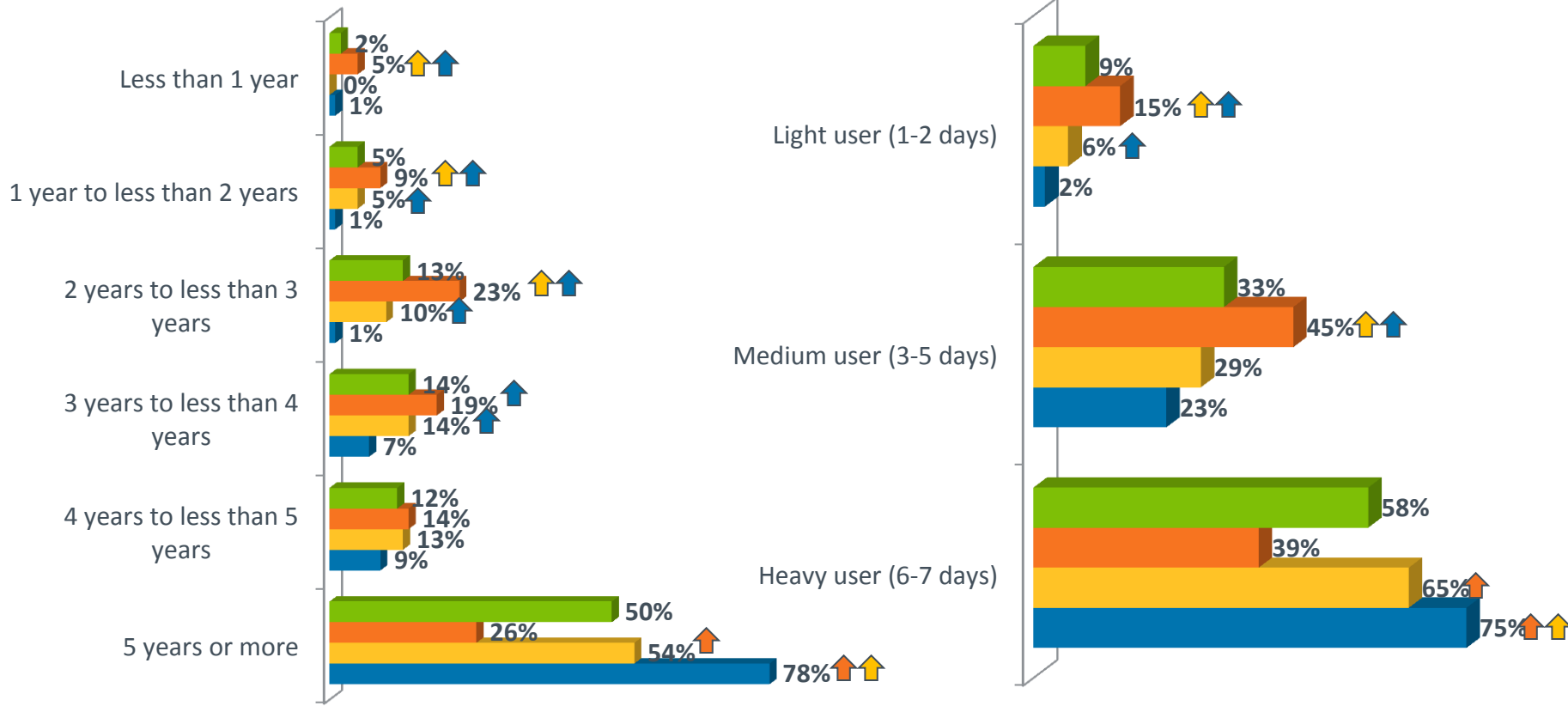


Online Experience and Usage

Years since starting to use the Internet

Normal weekly online usage

■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds



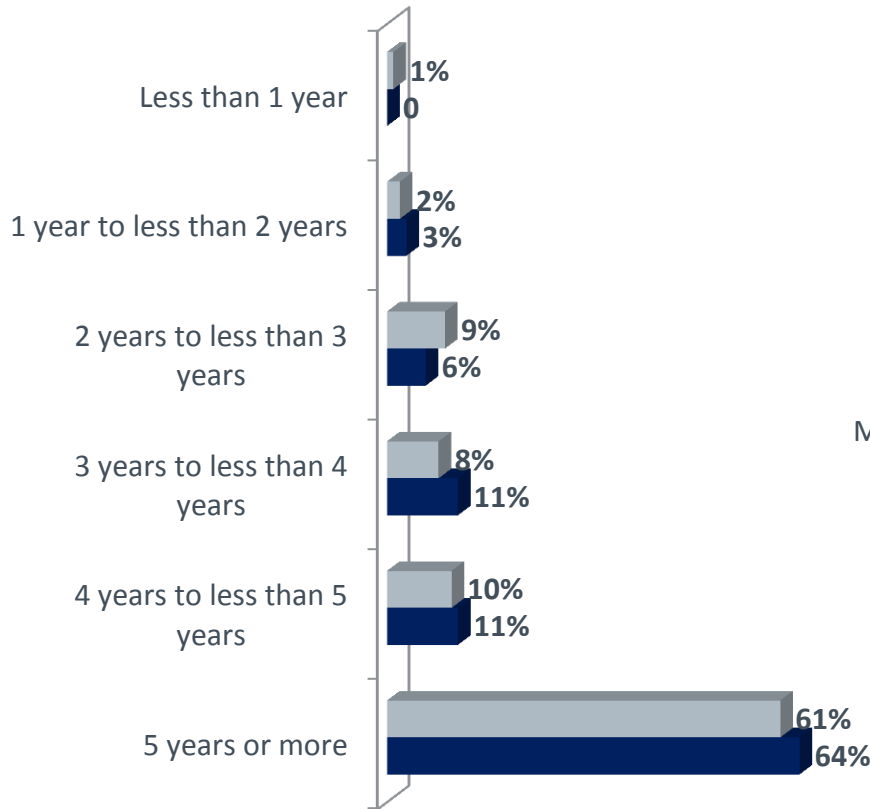
↑ Upward arrow indicates significant differences between subgroups

Online Experience and Usage – Trended

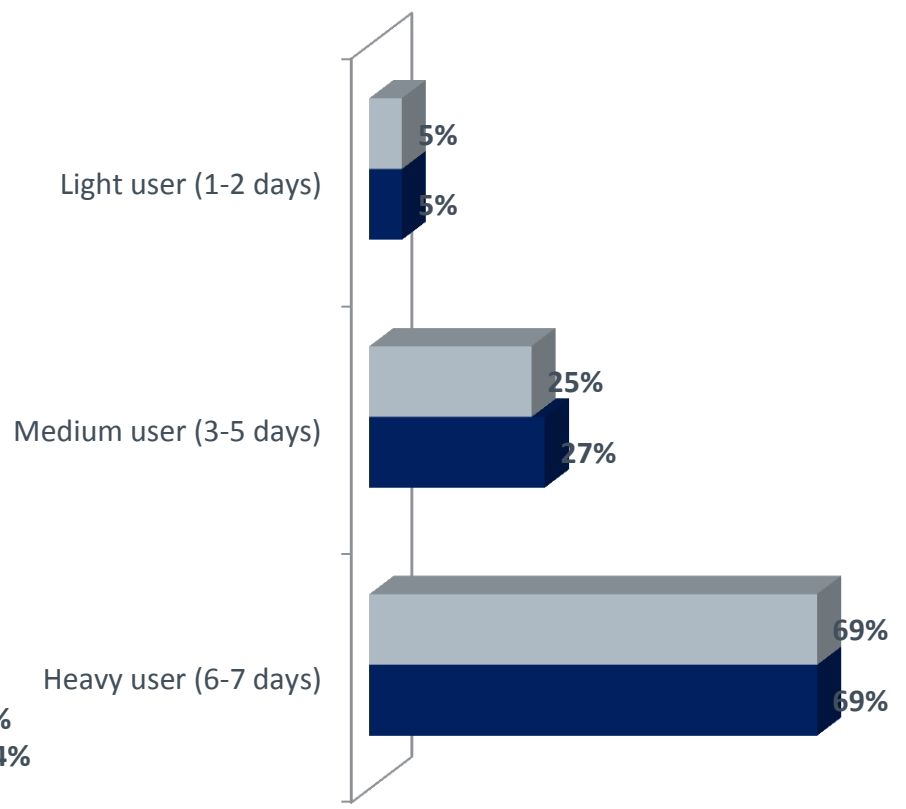
Years since starting to use the Internet

■ 2008

■ 2010



Normal weekly online usage

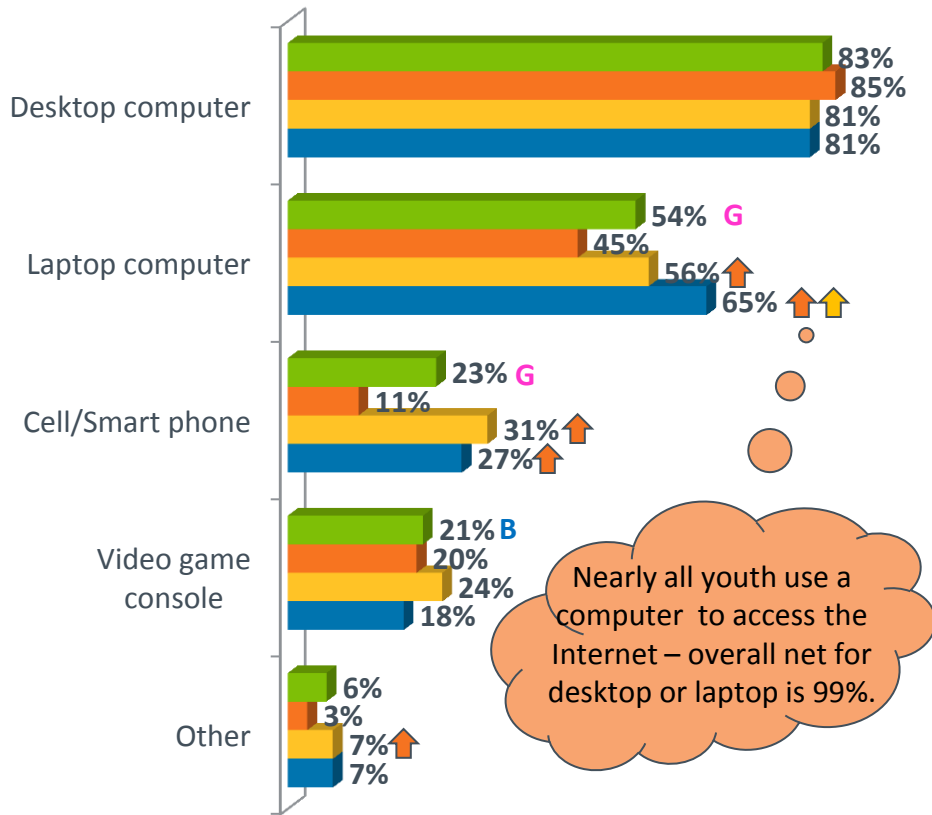


↑ Upward arrow indicates significant differences between years

The What and Where of Internet Access

Devices used to access the Internet

■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds



Nearly all youth use a computer to access the Internet – overall net for desktop or laptop is 99%.

G or **B** indicates significant differences between girls and boys.

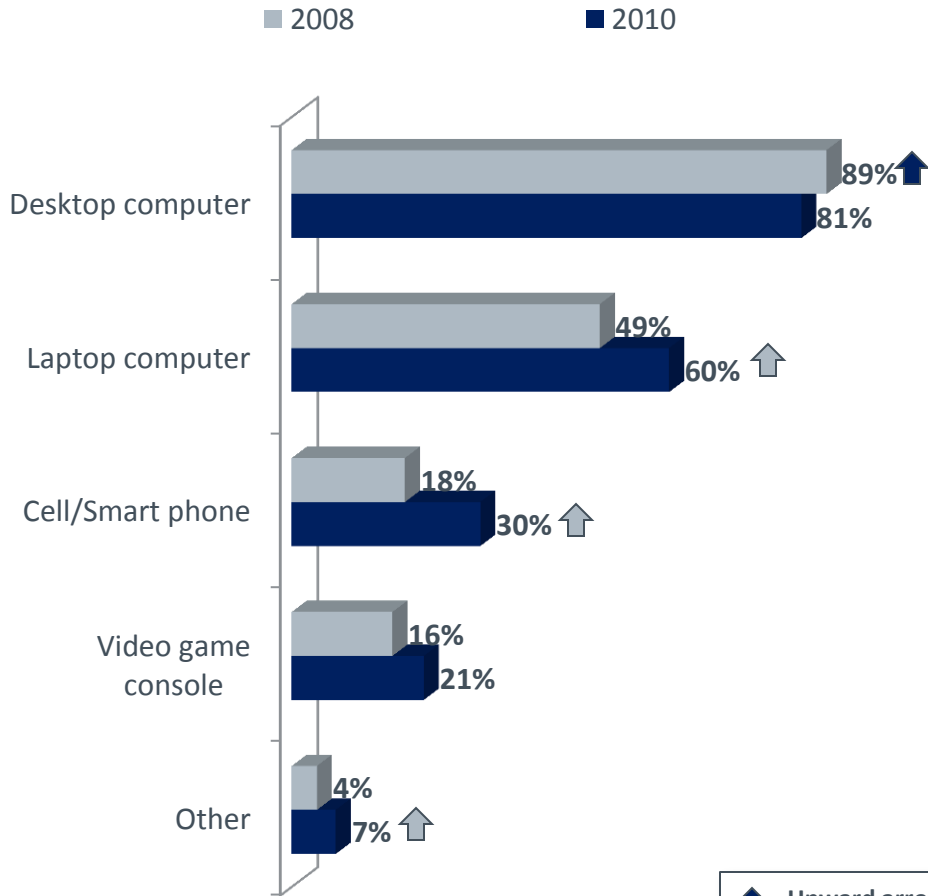
↑ Upward arrow indicates significant differences between subgroups

Where Internet is accessed

	Total	10-12 year olds	13-15 year olds	16-17 year olds
Just at home	15%	18% ↑	15% ↑	8%
Somewhere other than at home	85%	82%	85%	92% ↑↑
School/Library	75%	69%	74%	83% ↑↑
At school	70%	65%	68%	80% ↑↑
At the library	30%	23%	30% ↑	40% ↑↑
Friend's/Relative's house	52% G	49%	52%	57%
At a friend's house	41%	34%	41%	50% ↑↑
At a relative's house	32%	32%	34%	30%
Anywhere with an open wi-fi	17%	8%	21% ↑	25% ↑
Internet cafe	5%	1%	5% ↑	10% ↑↑
At an Internet cafe or coffee shop with Internet access using my own computer	4%	1%	4% ↑	9% ↑↑
At an Internet cafe or coffee shop with Internet access using its computers	1%	-	3% ↑	2%
Other	3%	2%	4%	4%

The What and Where of Internet Access – Trended

Devices used to access the Internet



Upward arrow indicates significant differences between years

Where Internet is accessed

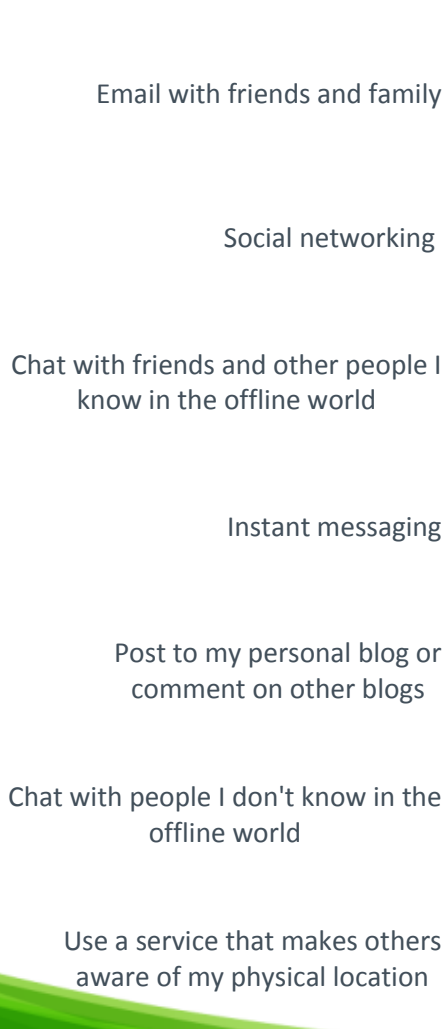
	2008	2010
Just at home	8%	13%
Somewhere other than at home	92%	87%
School/Library	83%	78%
At school	78%	73%
At the library	39%	34%
Friend's/Relative's house	58%	54%
At a friend's house	48%	45%
At a relative's house	36%	32%
Anywhere with an open wi-fi	16%	23%
Internet cafe	6%	7%
At an Internet cafe or coffee shop with Internet access using my own computer	4%	6%
At an Internet cafe or coffee shop with Internet access using its computers	4%	2%
Other	4%	4%

Typical Engagement in Online Activities

% who typically do activity online

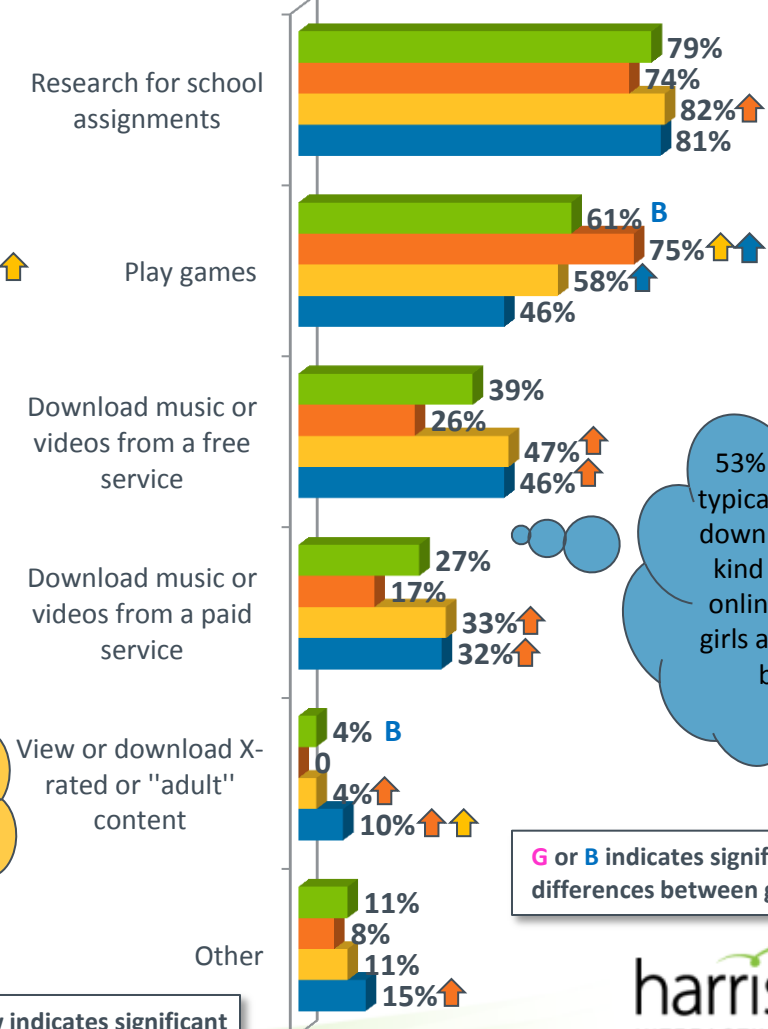
■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds

Communication



85% of youth typically engage in some form of communication online (90% of girls and 80% of boys).

Other



53% of youth typically view or download some kind of media online (58% of girls and 48% of boys).

G or B indicates significant differences between girls and boys.

↑ Upward arrow indicates significant differences between subgroups

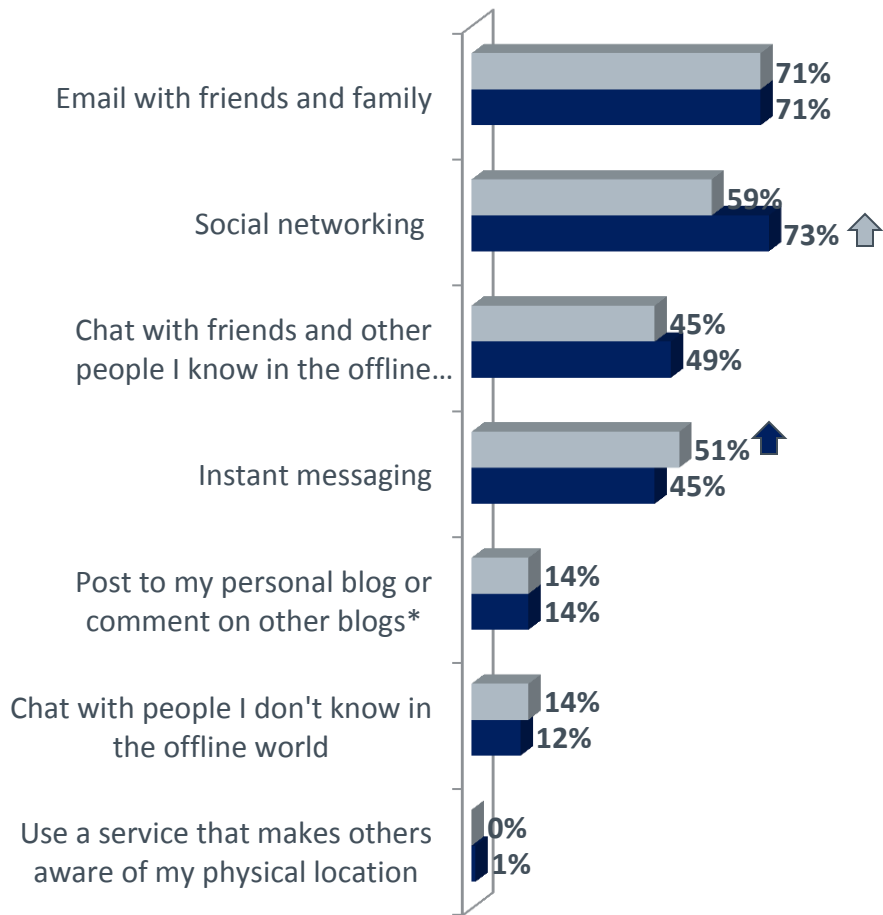
Typical Engagement in Online Activities – Trended

% who typically do activity online

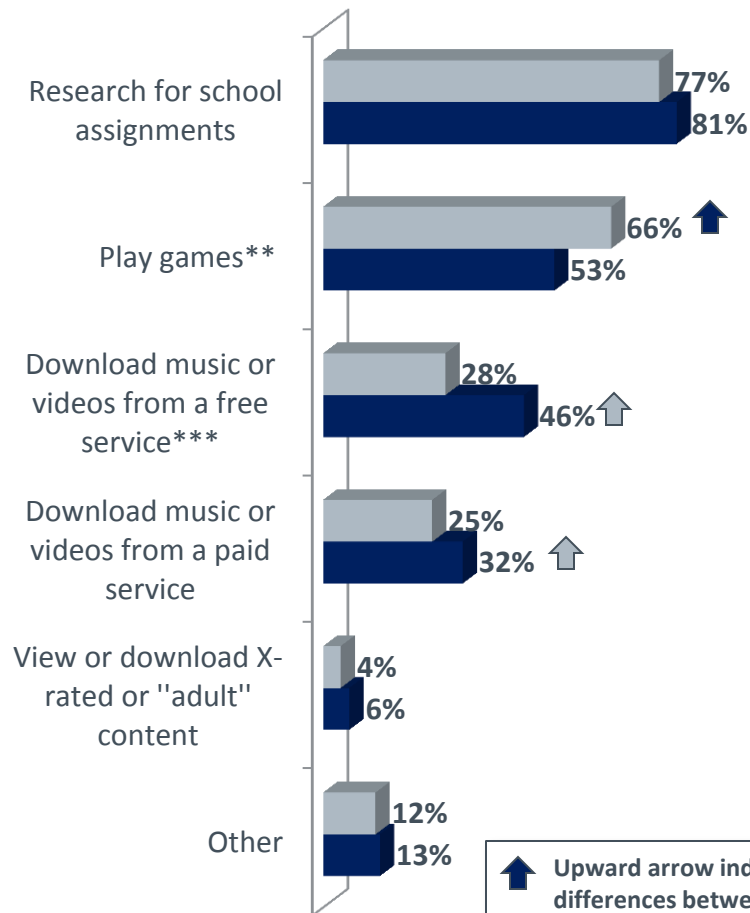
■ 2008

■ 2010

Communication



Other



↑ Upward arrow indicates significant differences between years

Base: All Qualified Respondents, Ages 13-17: 2008 (n=529), 2010 (n=955)

Q710: Which of the following, if any, do you typically do online?

Please note adjustments in question wording from the 2008 wave which may be influencing statistically significant changes:

* 2010 wording: "Post to my personal blog(s) and/or commenting on other blogs", 2008: "Blog".

** 2010 wording: "Play games (including multi-player online games (MMOG)", 2008: "Play games".

*** 2010 wording: "Download music or videos from a free service (e.g., Blubster, Kazaa, YouTube, Ustream, etc.)", 2008: "Download music or videos from a free service (e.g.,

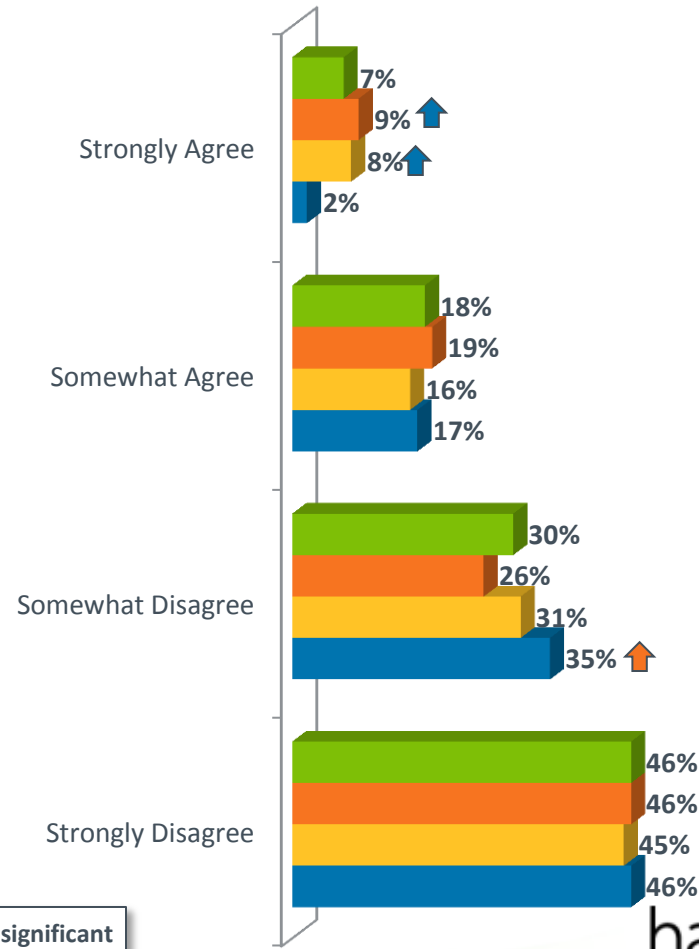
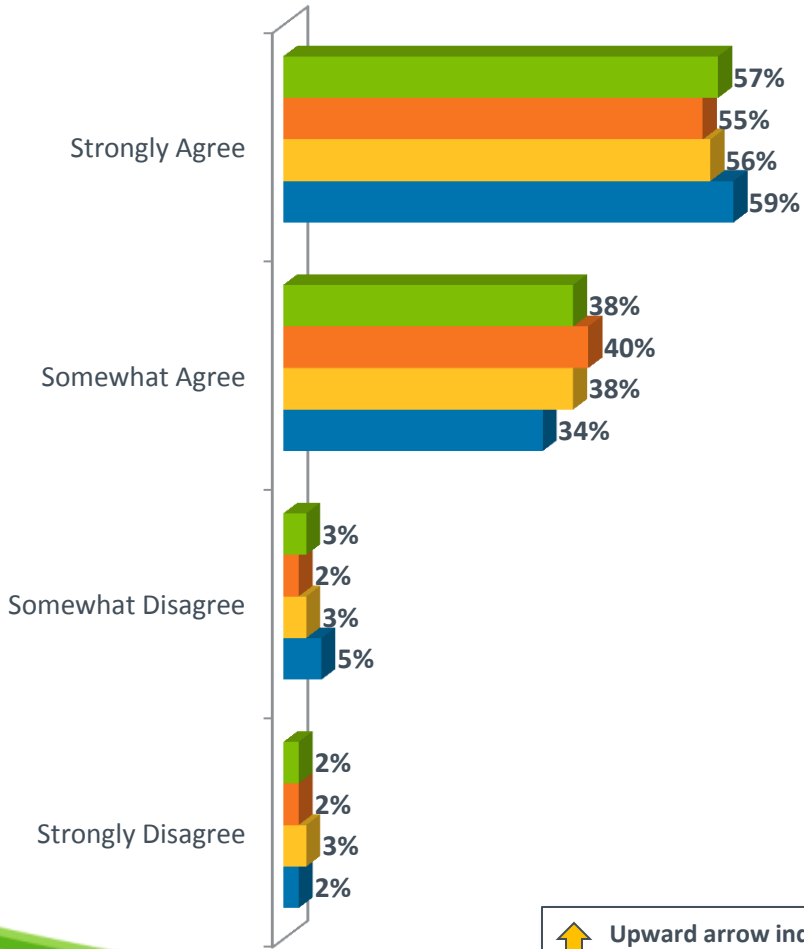
Blubster, Kazaa)".

Online Safety Attitudes

I know how to be safe when I am online.

I wouldn't know what to do if I were bullied or harassed online.

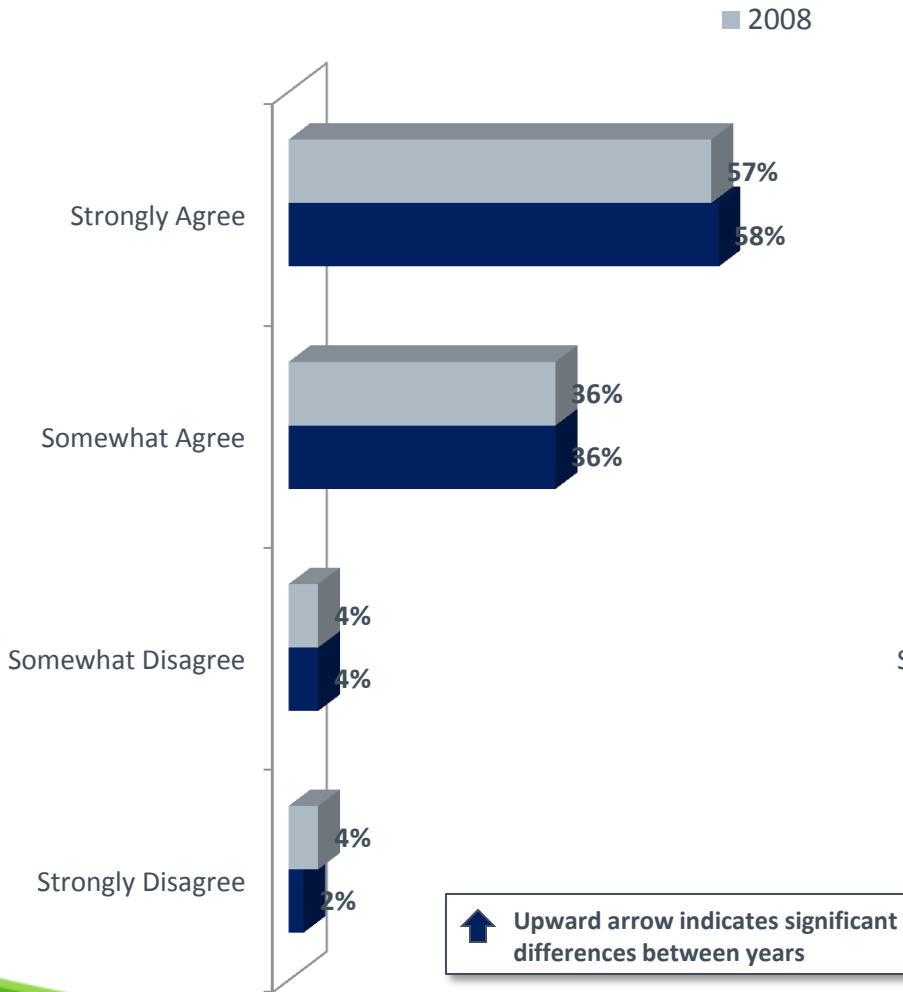
■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds



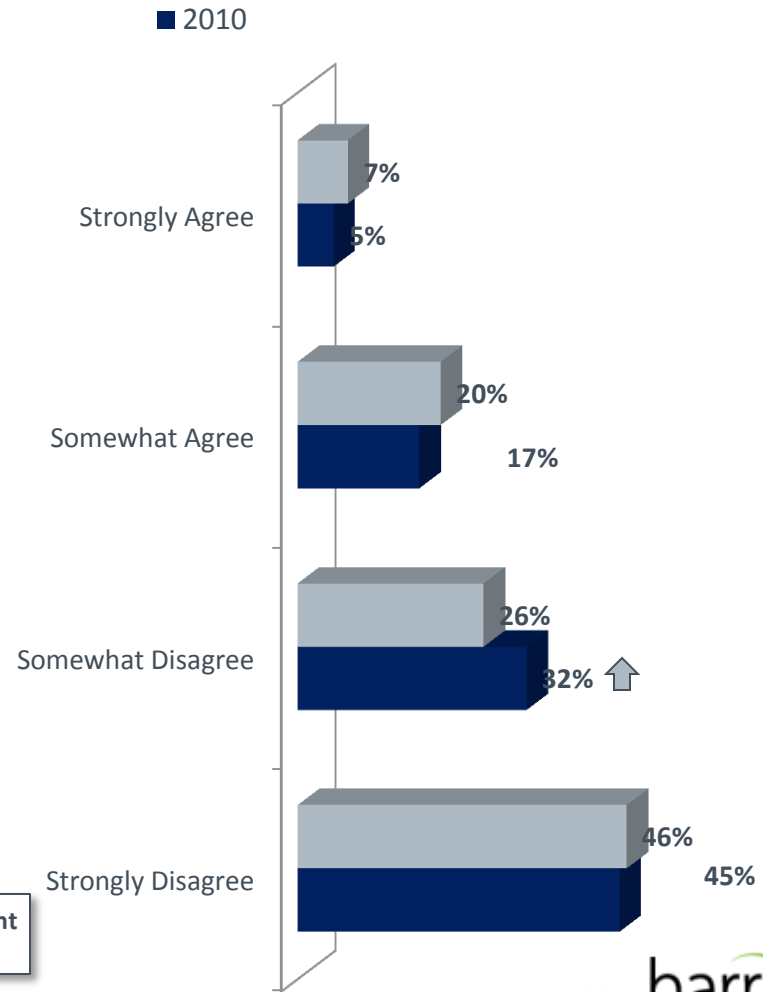
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Online Safety Attitudes – Trended

I know how to be safe when I am online.



I wouldn't know what to do if I were bullied or harassed online.



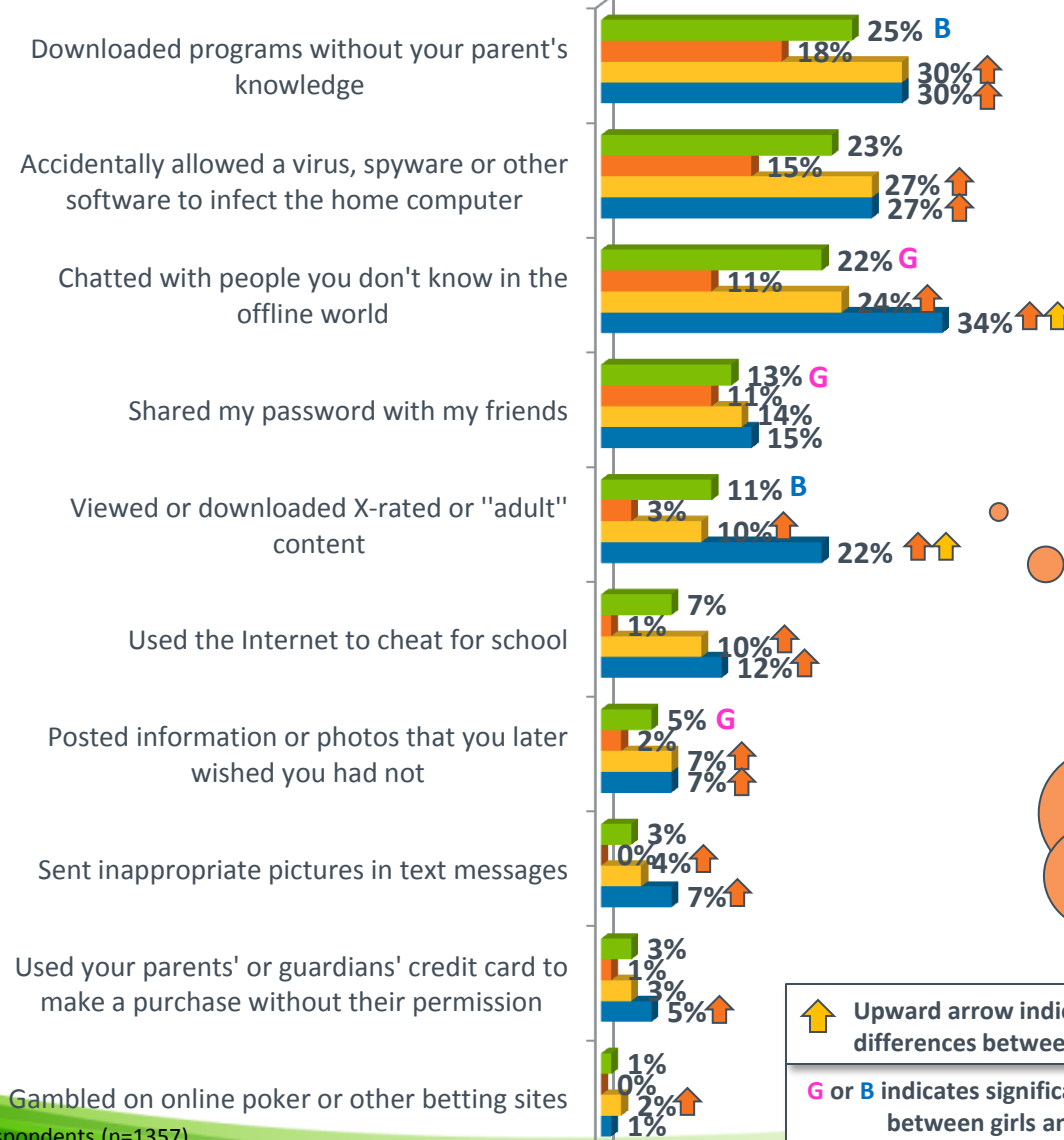
Risky Online Behavior



Engagement in Risky Behaviors Online

% who have ever done activity online

■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds



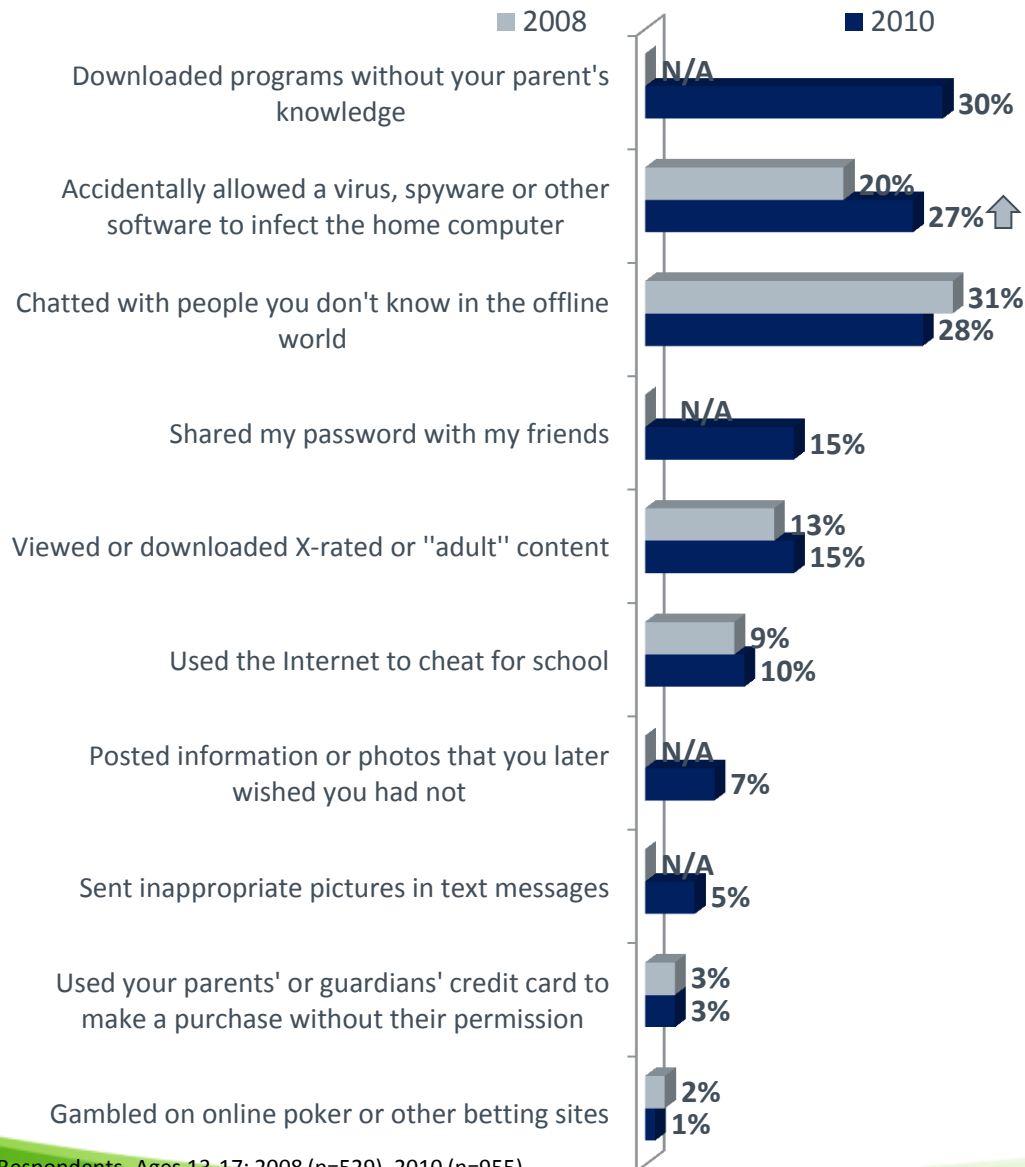
Boys (35%), especially 16-17 year old boys (45%) are more likely than girls to have ever downloaded programs without parental knowledge or those of "adult" content.

Girls (25%), especially 16-17 year old girls (43%) are more likely than boys to chat with people online that they don't know in the offline world.

↑ Upward arrow indicates significant differences between subgroups
 G or B indicates significant differences between girls and boys.

Engagement in Risky Behaviors Online – Trended

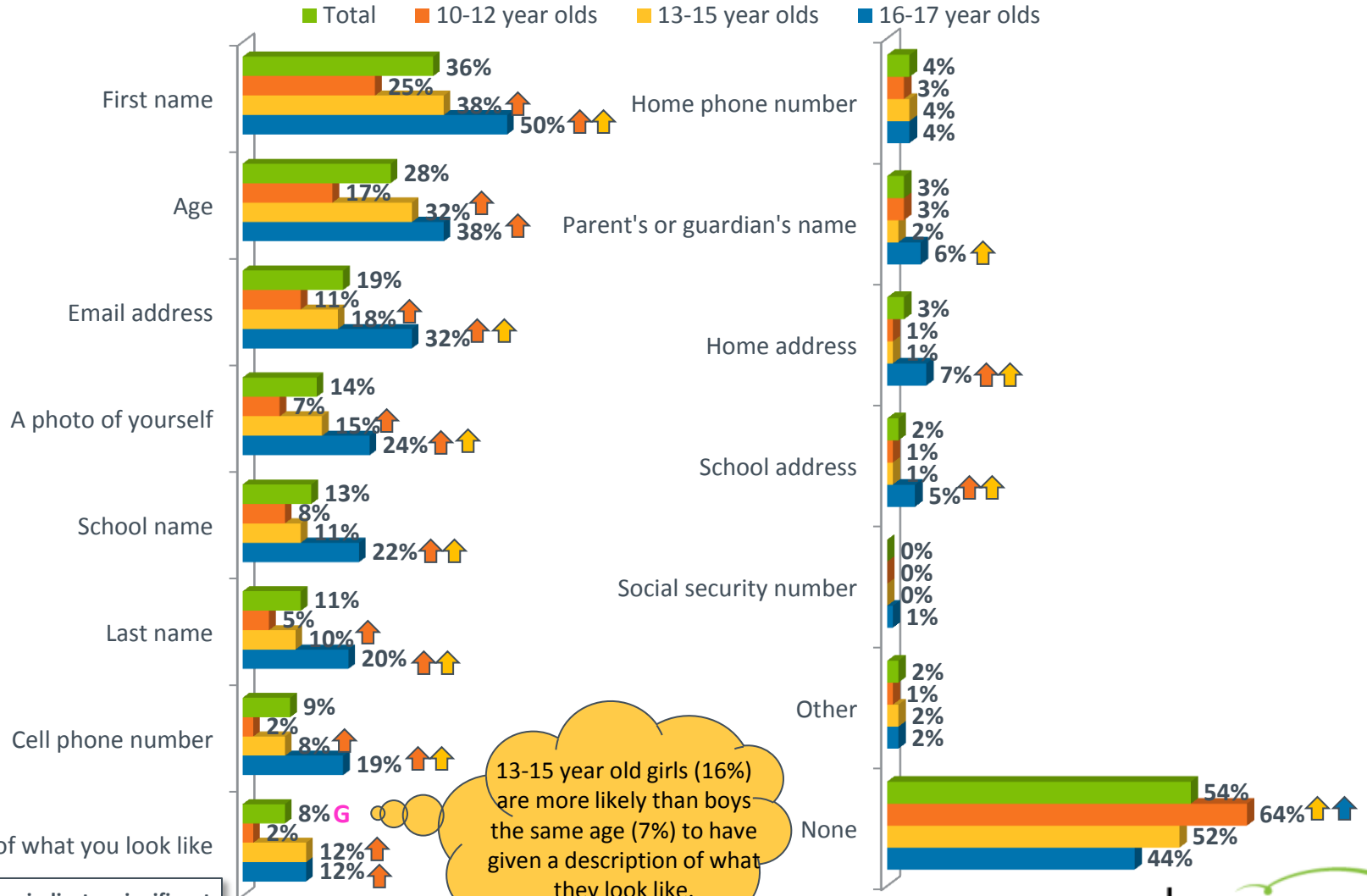
% who have ever done activity online



↑ Upward arrow indicates significant differences between years

Personal Information Sharing with Strangers

% who have ever given out information to someone they don't know

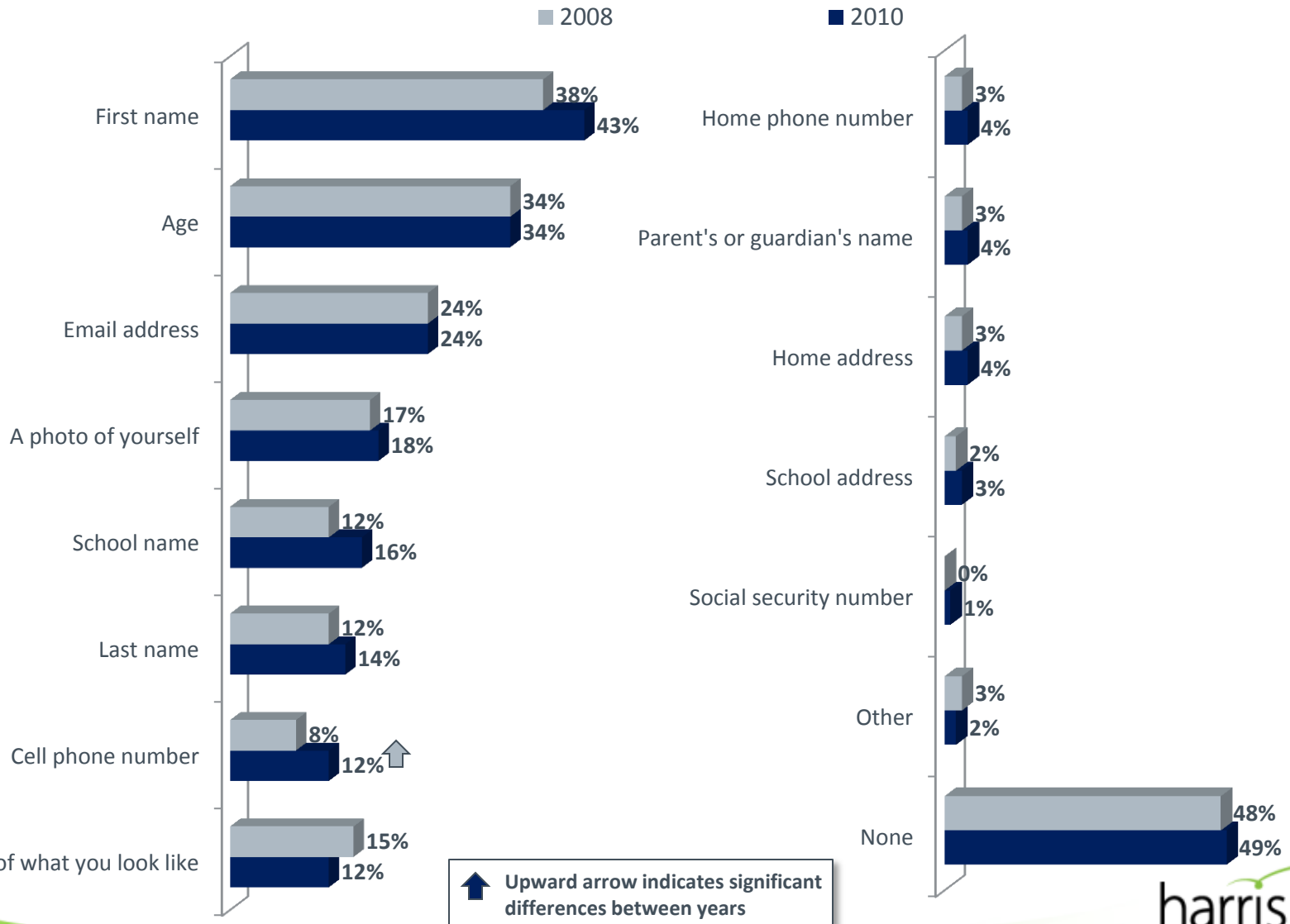


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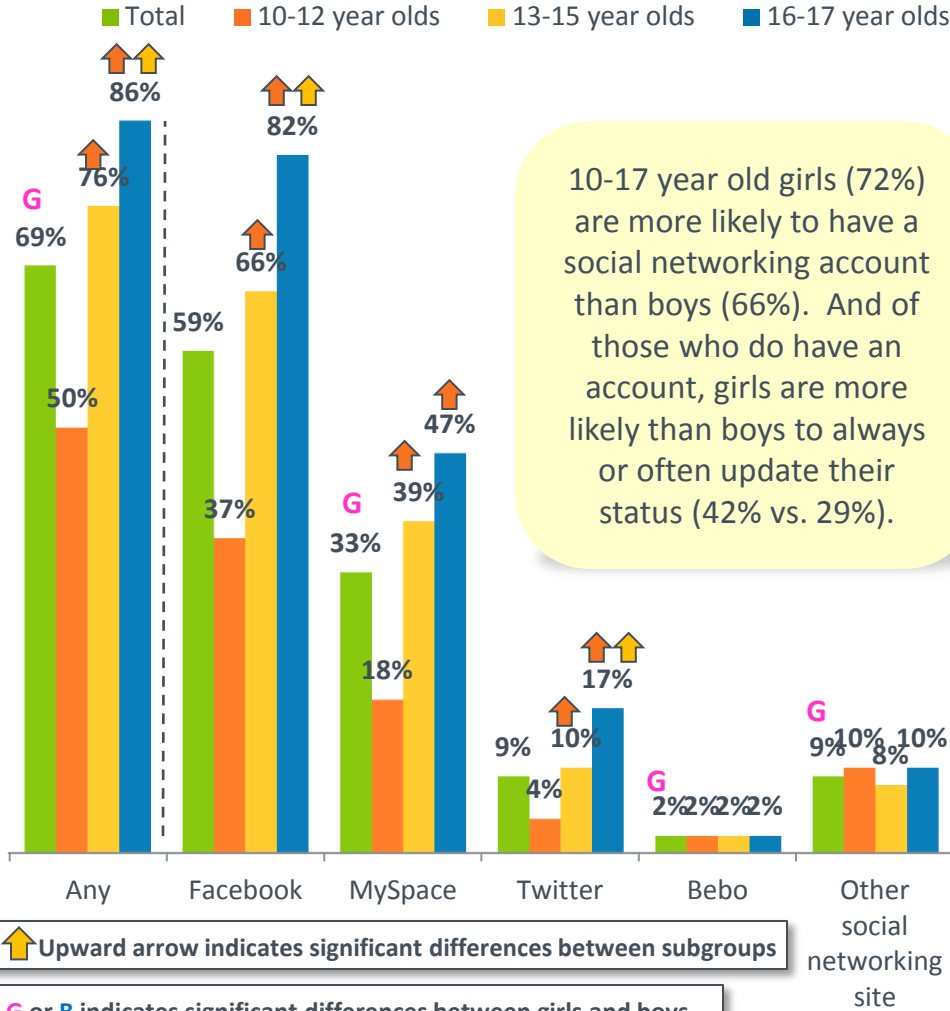
Personal Information Sharing with Strangers – Trended

% who have ever given out information to someone they don't know

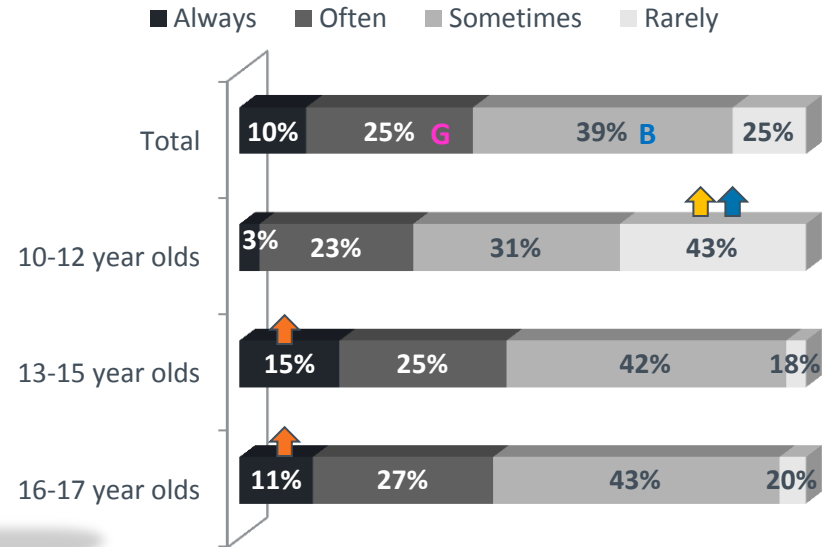


Social Networking and Status Updates

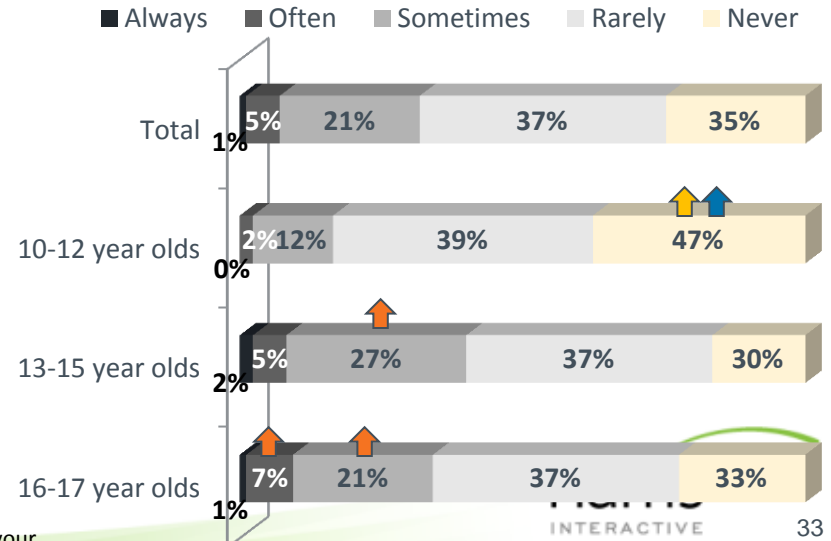
Have accounts with social networking sites – top responses



Frequency of status updates (among those who have a social networking account)



Include physical location in status updates



Base: All Qualified Respondents (n=1357)

Q741: Which of the following social networking sites do you have an account with?

Base: Have at least one social networking account (n=939) Q742: How often do you update your status on your

social networking account that you use most often? Q744: How often do you say where you are in your status updates (for example, at the mall or home)?

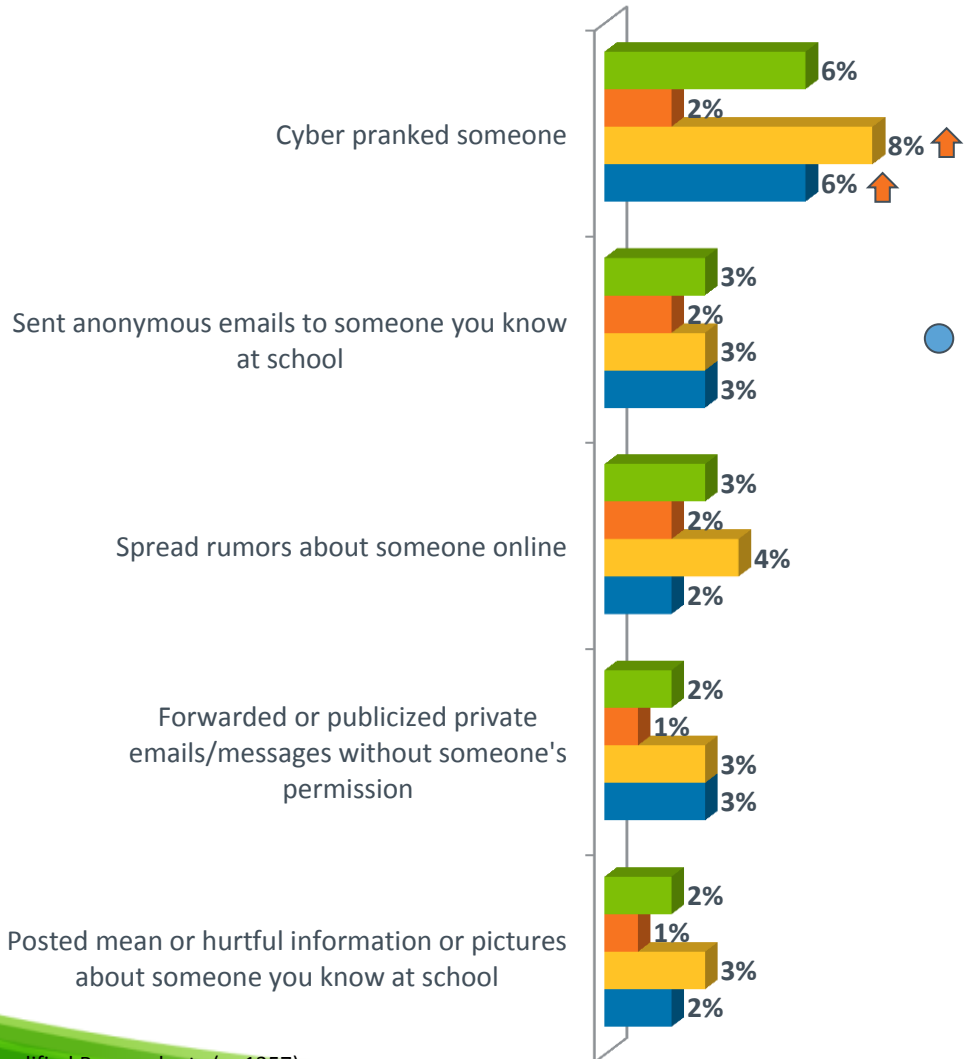
Cyberbullying



Engagement in Cyberbullying Behaviors

% who have ever done activity online

■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds



11% of youth admit to engaging in some form of cyberbullying behavior. Teens are more likely than tweens to say so, with 14% of 13-15 year olds and 13% of 16-17 year olds versus only 7% of 10-12 year olds.

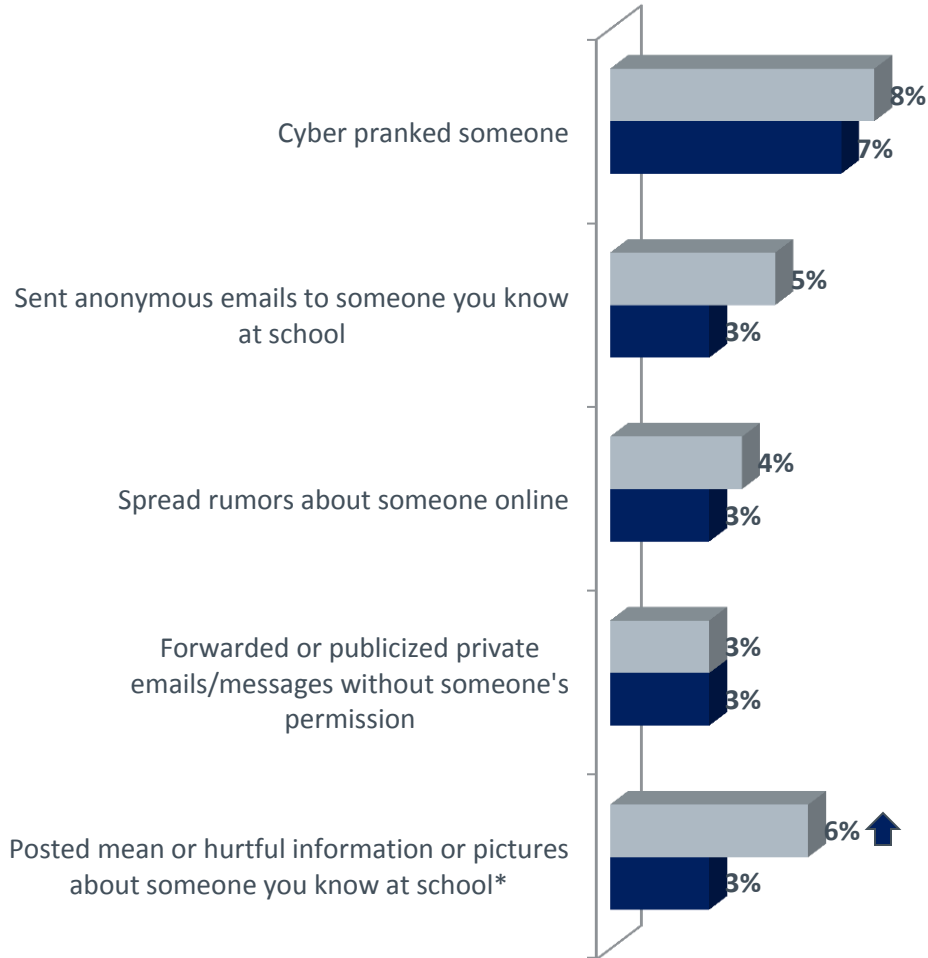
↑ Upward arrow indicates significant differences between subgroups

Engagement in Cyberbullying Behaviors – Trended

% who have ever done activity online

■ 2008

■ 2010



14% of 13-17 year olds in 2010 admit to engaging in some form of cyberbullying behavior, similar to the 15% in 2008 who said the same.

↑ Upward arrow indicates significant differences between years

Base: All Qualified Respondents, Ages 13-17: 2008 (n=529), 2010 (n=955)

Q715: Which of the following activities, if any, have you ever done online?

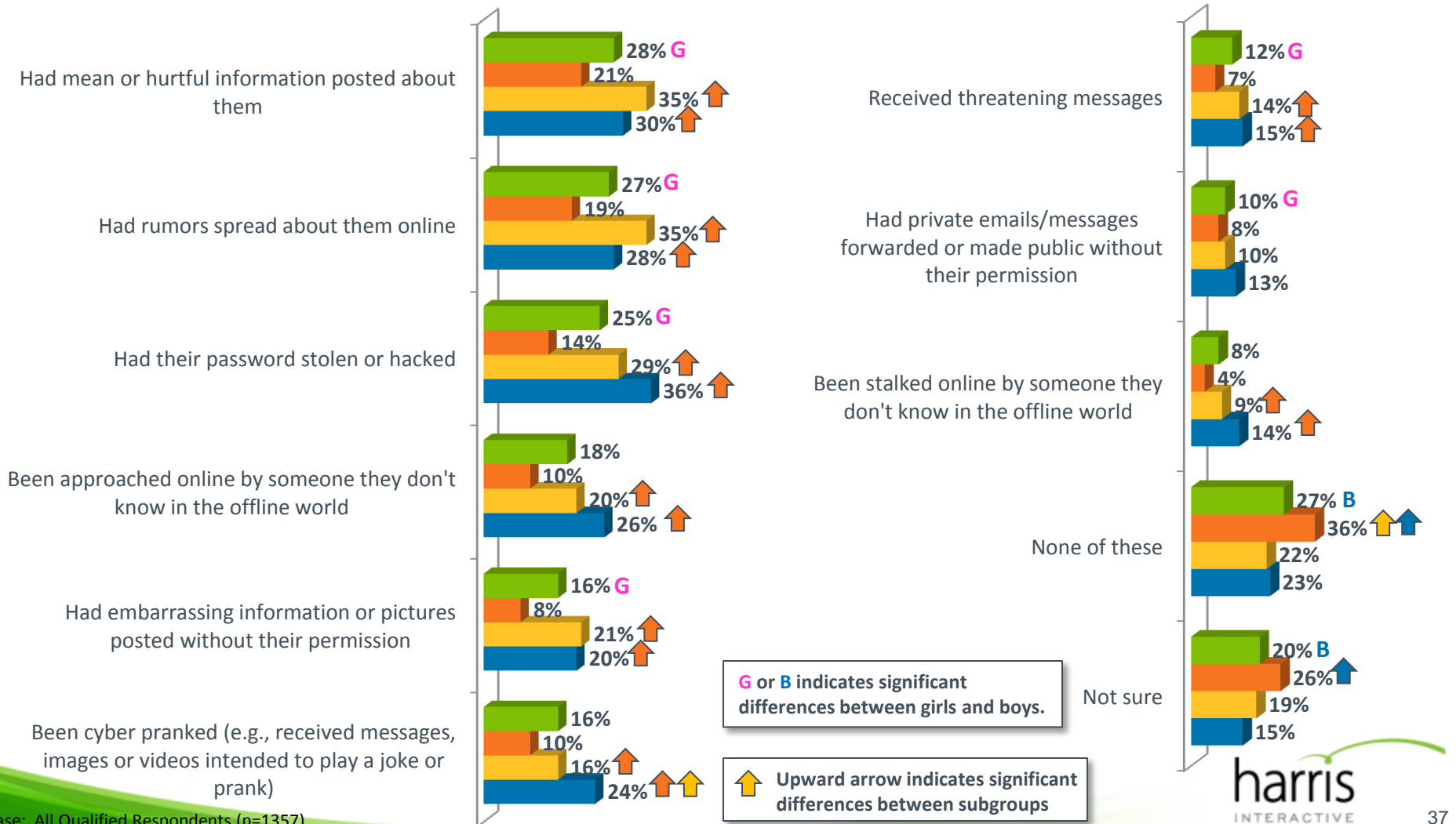
Please note adjustments in question wording from the 2008 wave which may be influencing statistically significant changes:

*2010 wording: "Posted mean or hurtful information or pictures about someone you know at school", 2008: "Posted mean or hurtful information about someone you know at school"

Experience of Cyberbullying – Others

% who know someone who had experience

■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds

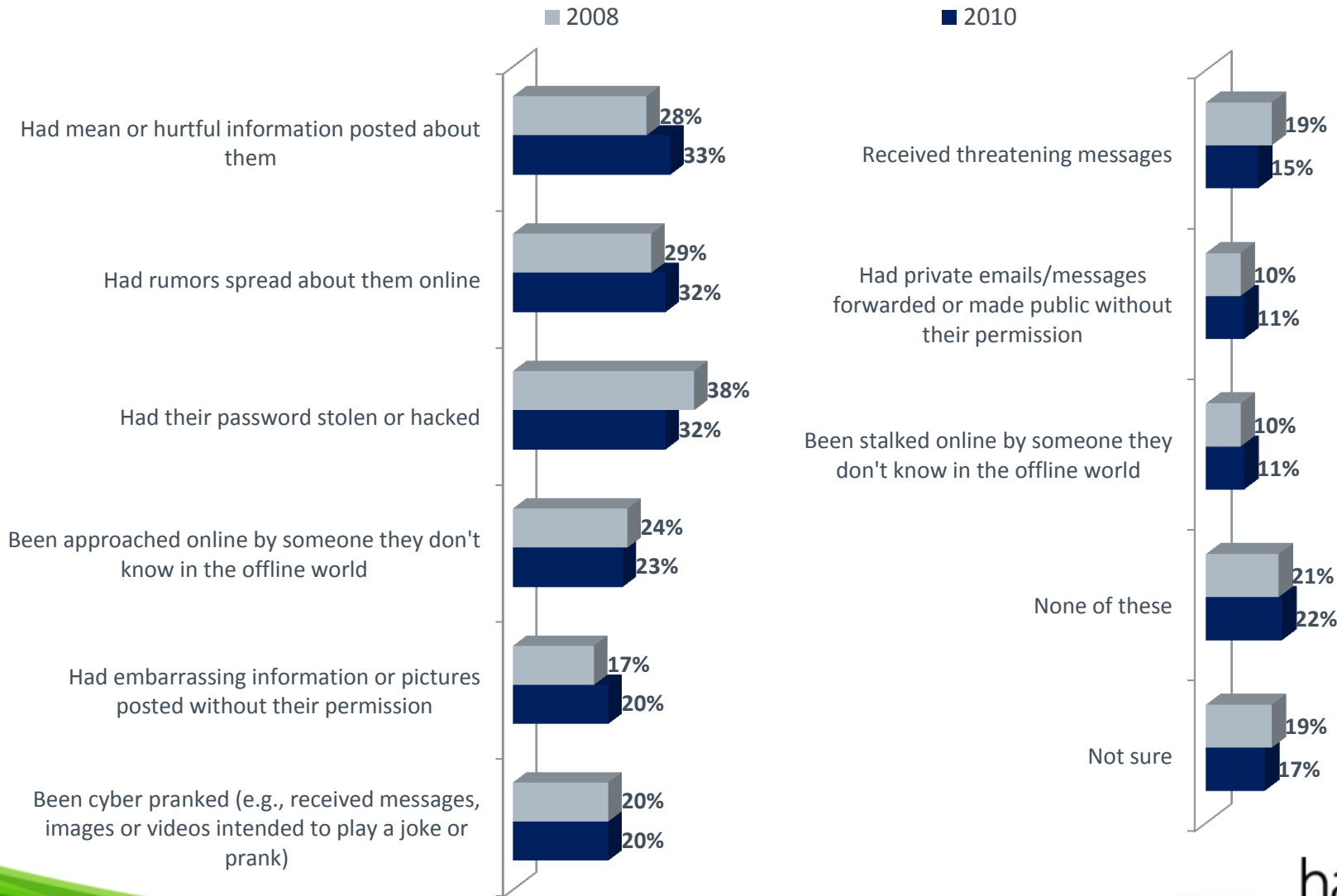


Base: All Qualified Respondents (n=1357)

Q745: As far as you know, which of the following, if any, has ever happened to any of your friends or someone you know?

Experience of Cyberbullying – Others – Trended

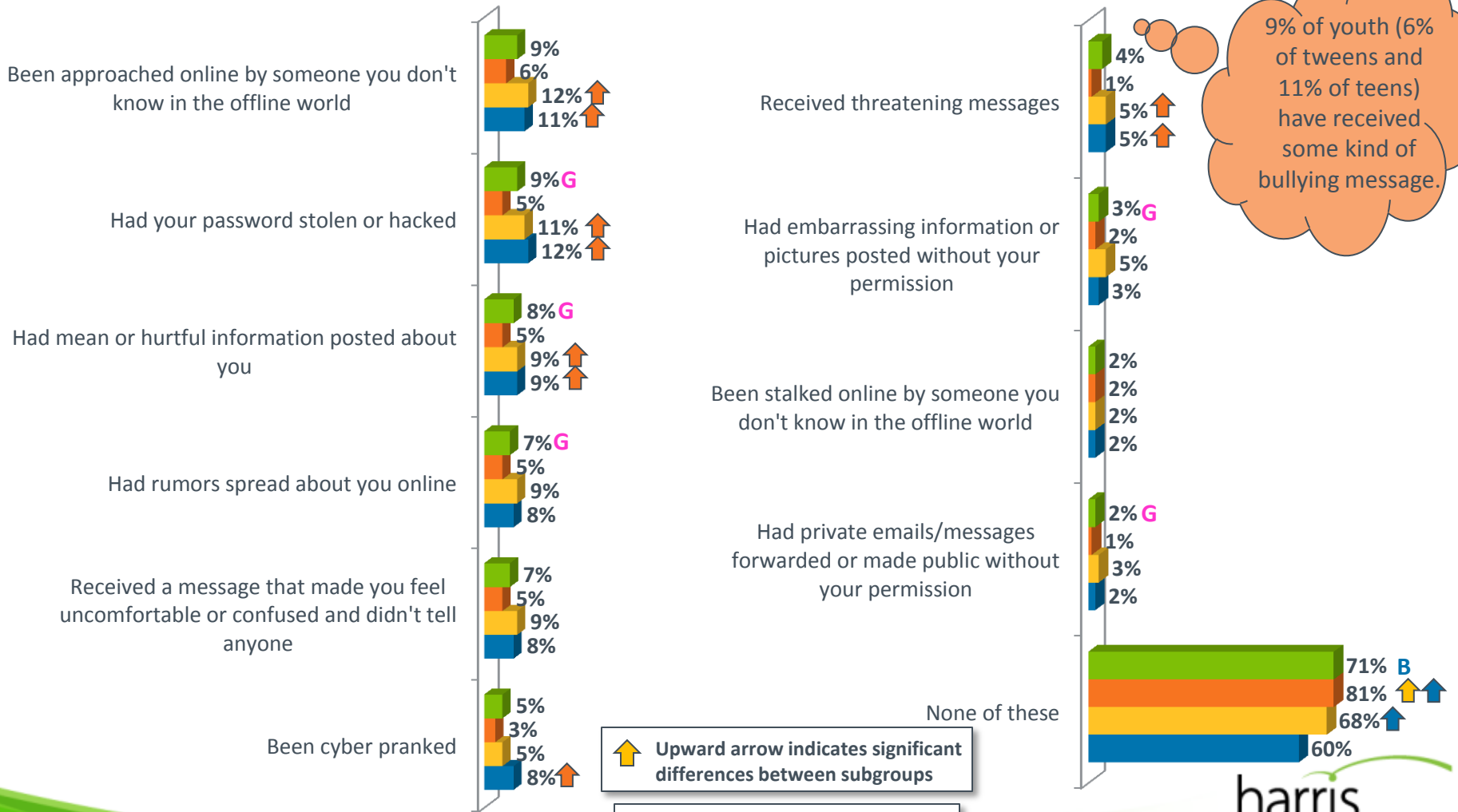
% who know someone who had experience



Experience of Cyberbullying – Self

% have personally experienced

■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds



Base: All Qualified Respondents (n=1357)
 Q750: Which of the following, if any, has ever happened to you online?

Experience of Cyberbullying – Self – Trended

% have personally experienced

■ 2008

■ 2010



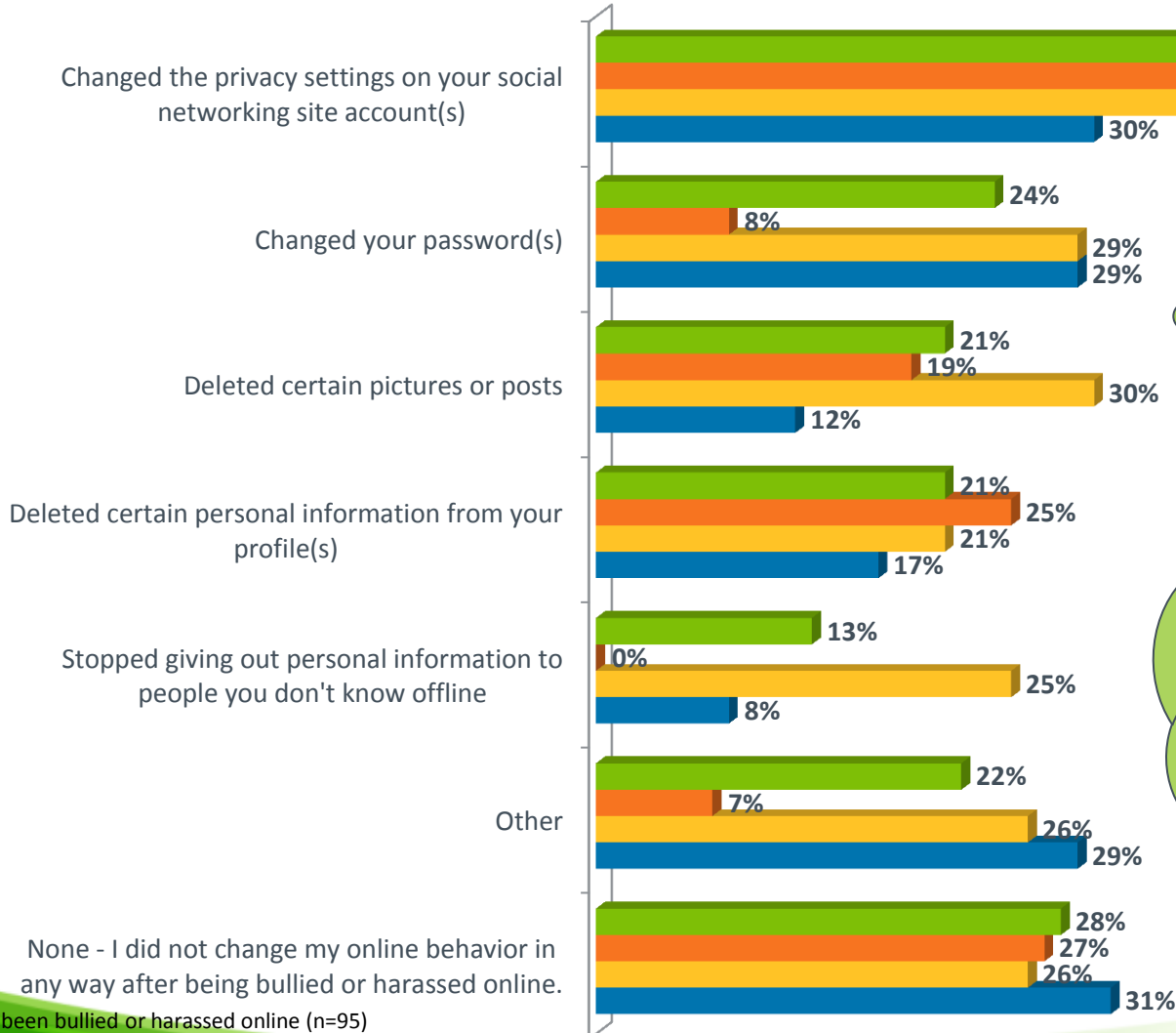
↑ Upward arrow indicates significant differences between years

Base: All Qualified Respondents, Ages 13-17: 2008 (n=529), 2010 (n=955)
Q750: Which of the following, if any, has ever happened to you online?

Reaction to Cyberbullying Experience

% have changed behavior (among those who have been cyberbullied)

■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds



52% of youth who have been cyberbullied have adjusted their privacy options.

72% of youth who have been cyberbullied (73% of tweens, 74% of younger teens and 69% of older teens) have made some kind of change to their online behavior as a result.

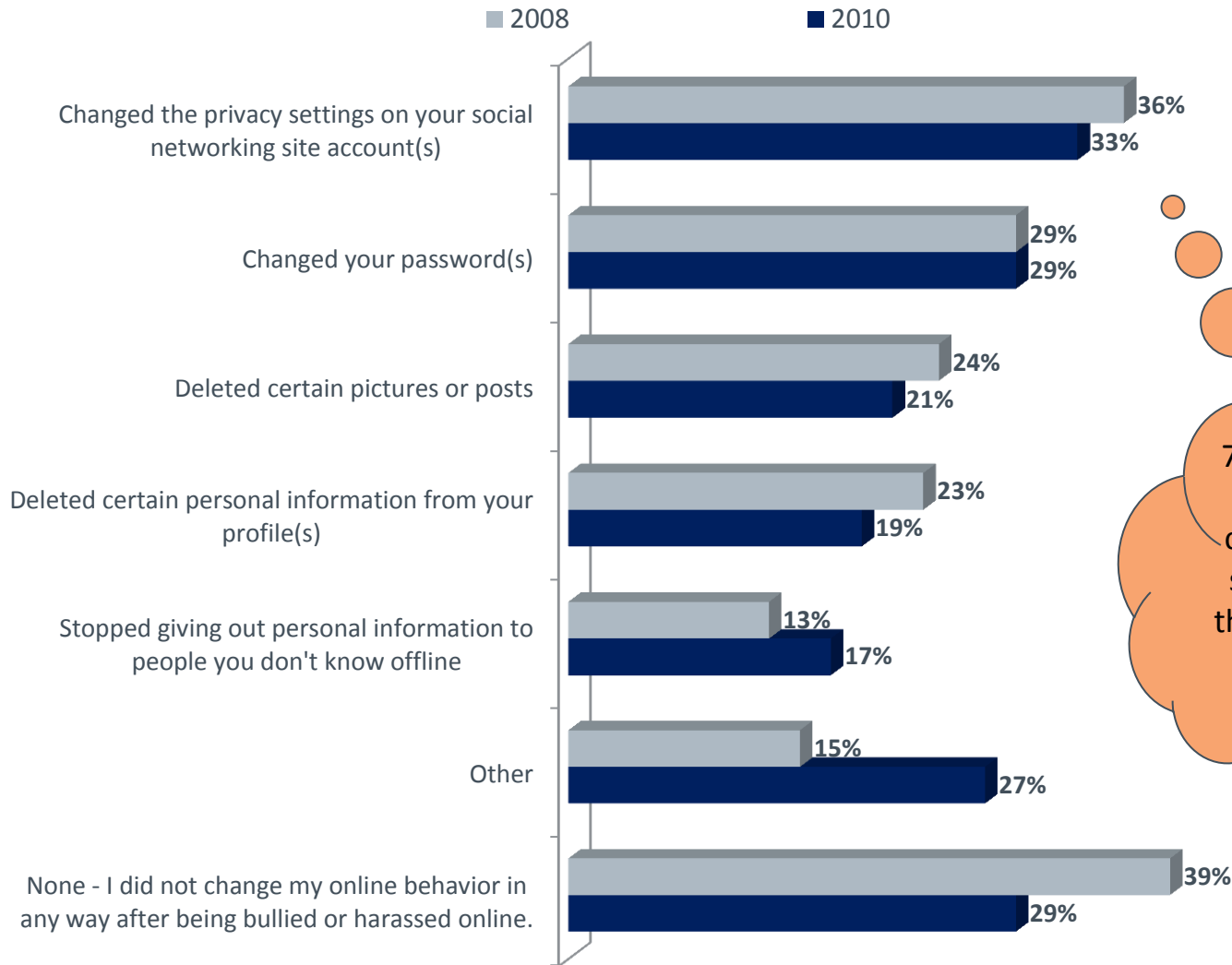
Base: Have been bullied or harassed online (n=95)

Q760. You indicated that you have somehow been bullied or harassed online. As a result of your experience(s), did you change your online behavior in any of the following ways?

Note: small base sizes; ineligible for significance testing.

Reaction to Cyberbullying Experience – Trended

% have changed behavior (among those who have been cyberbullied)



71% of 13 – 17 year olds who have been cyberbullied have made some kind of change to their online behavior as a result, up from 61% in 2008.

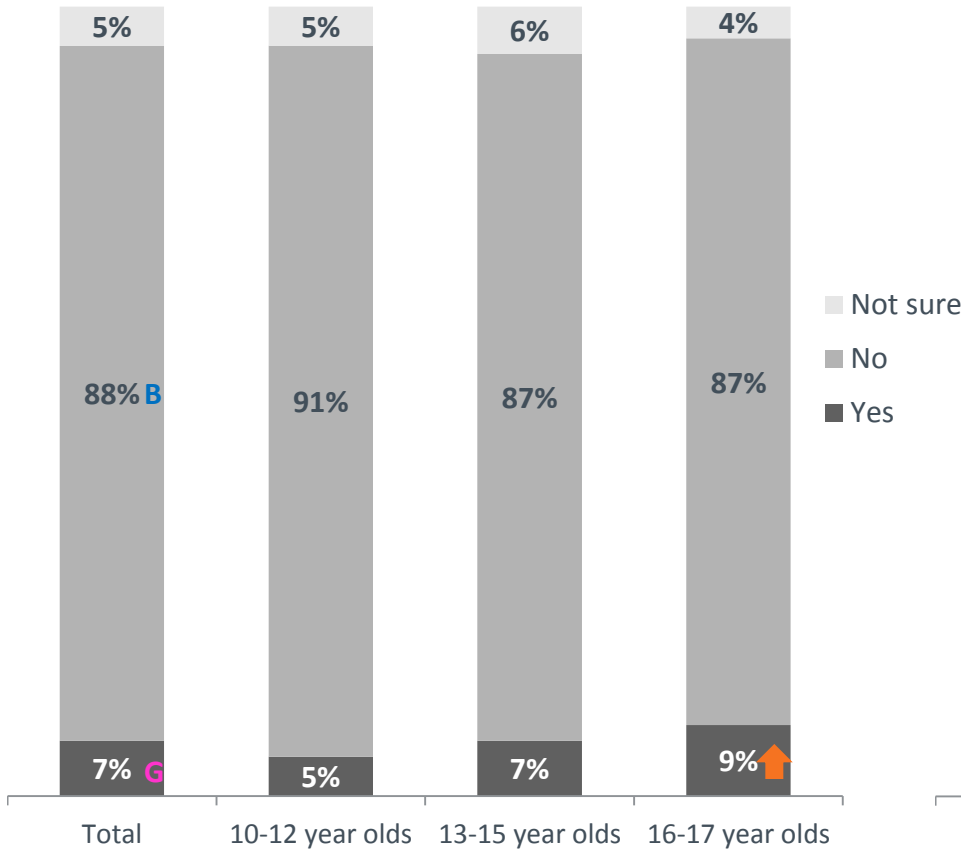
Base: Have been bullied or harassed online, Ages 13-17: 2008 (n=75), 2010 (n=79)

Q760. You indicated that you have somehow been bullied or harassed online. As a result of your experience(s), did you change your online behavior in any of the following ways?

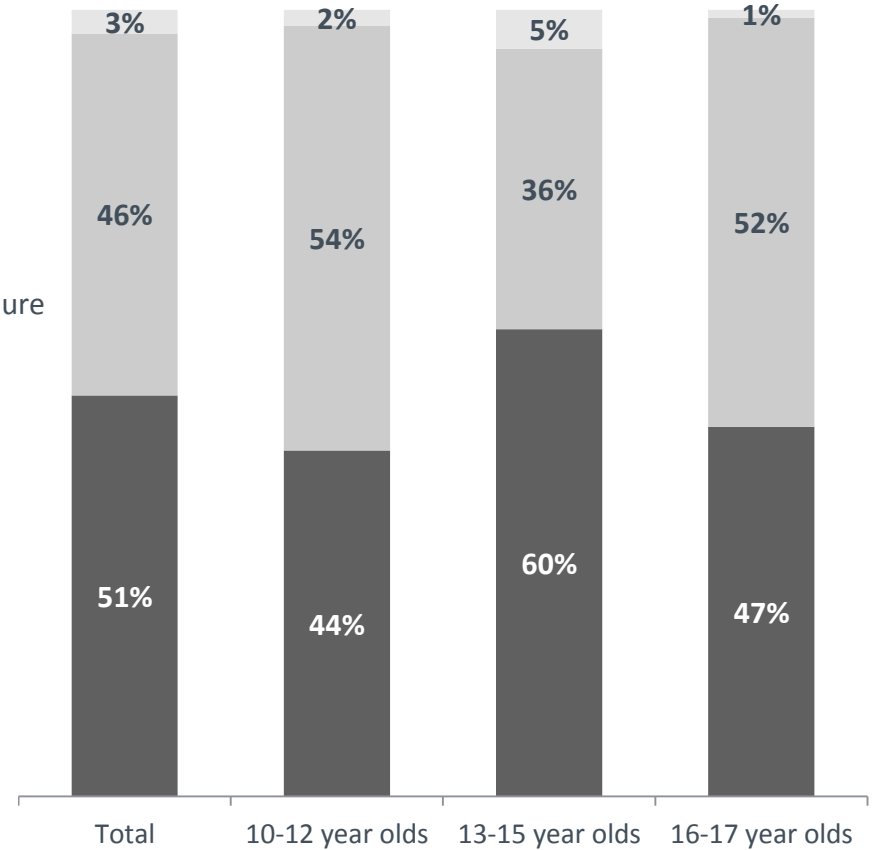
Note: small base sizes; ineligible for significance testing.

Experiences With Cyberbullying

Ever been bullied or harassed online



Spoke to an adult about harassment
(among those who have been cyberbullied)



While a small percentage have experienced online harassment, girls are more likely than boys to have ever been bullied or harassed online (9% vs. 5%)

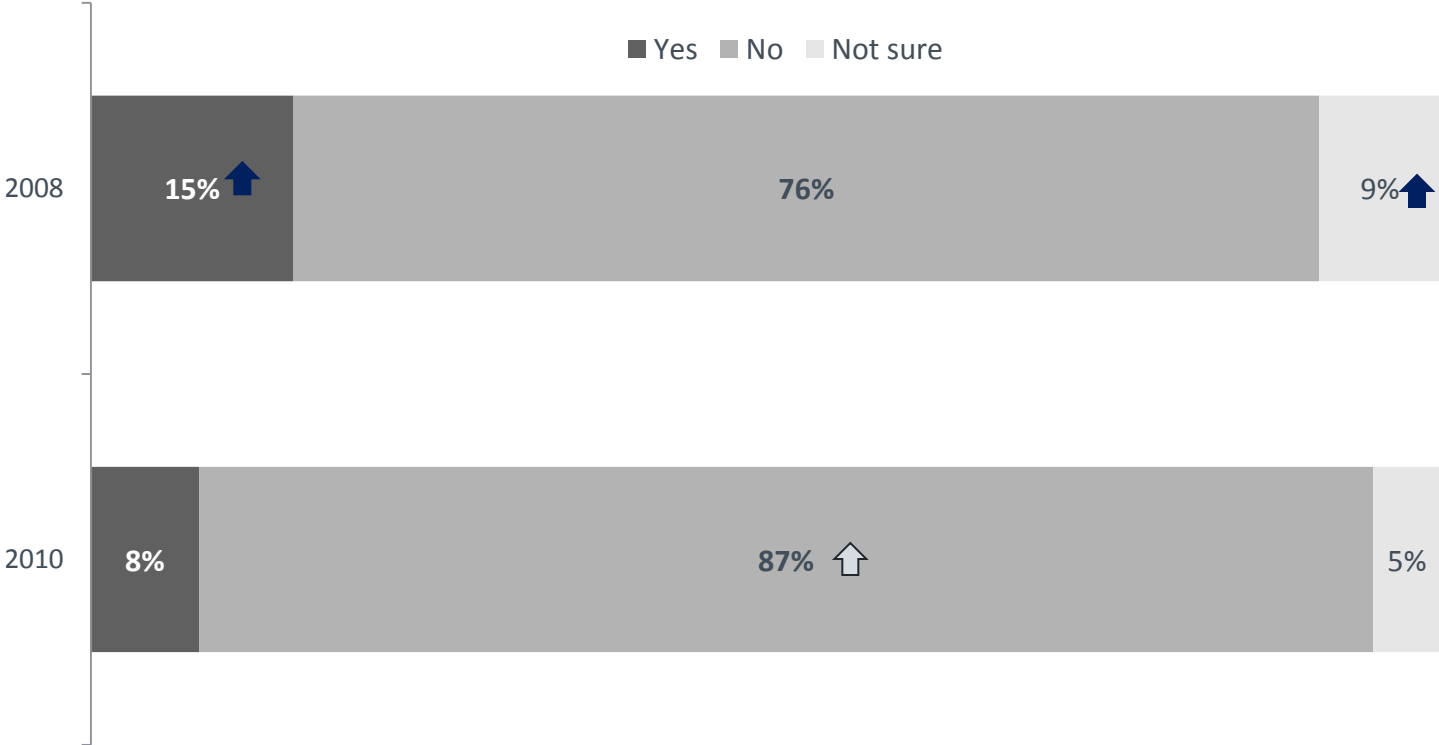
↑ Upward arrow indicates significant differences between subgroups

G or **B** indicates significant differences between girls and boys.

Base: All Qualified Respondents (n=1357) Q755: Have you ever been bullied or harassed online?
Base: Have been bullied or harassed online (n=95) Q762: Did you speak to an adult about being bullied or harassed online?

Experiences With Cyberbullying – Trended

Ever been bullied or harassed online



↑ Upward arrow indicates significant differences between years

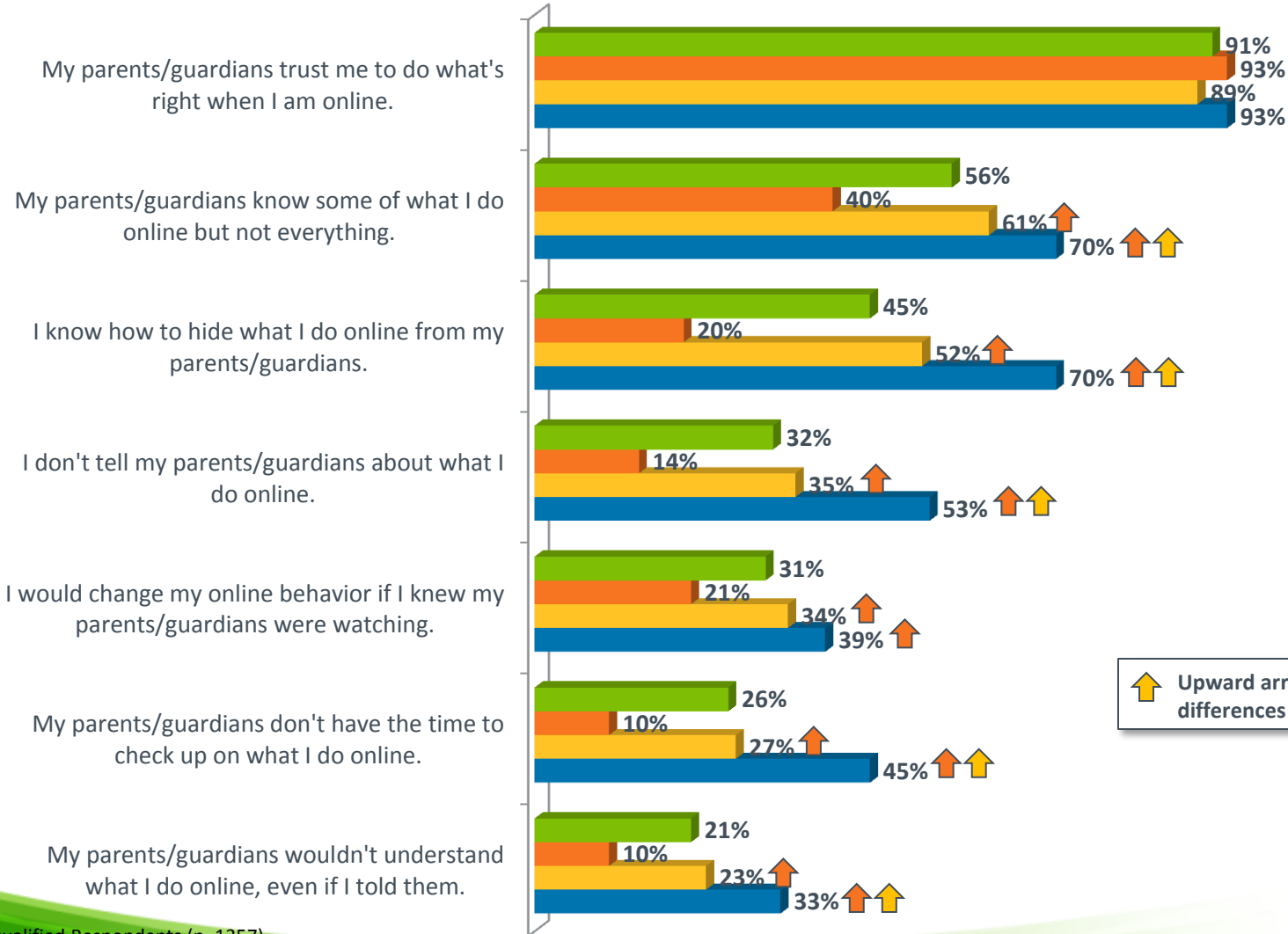
Parental Influence



Views Concerning Parents

% strongly/somewhat agree

■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds



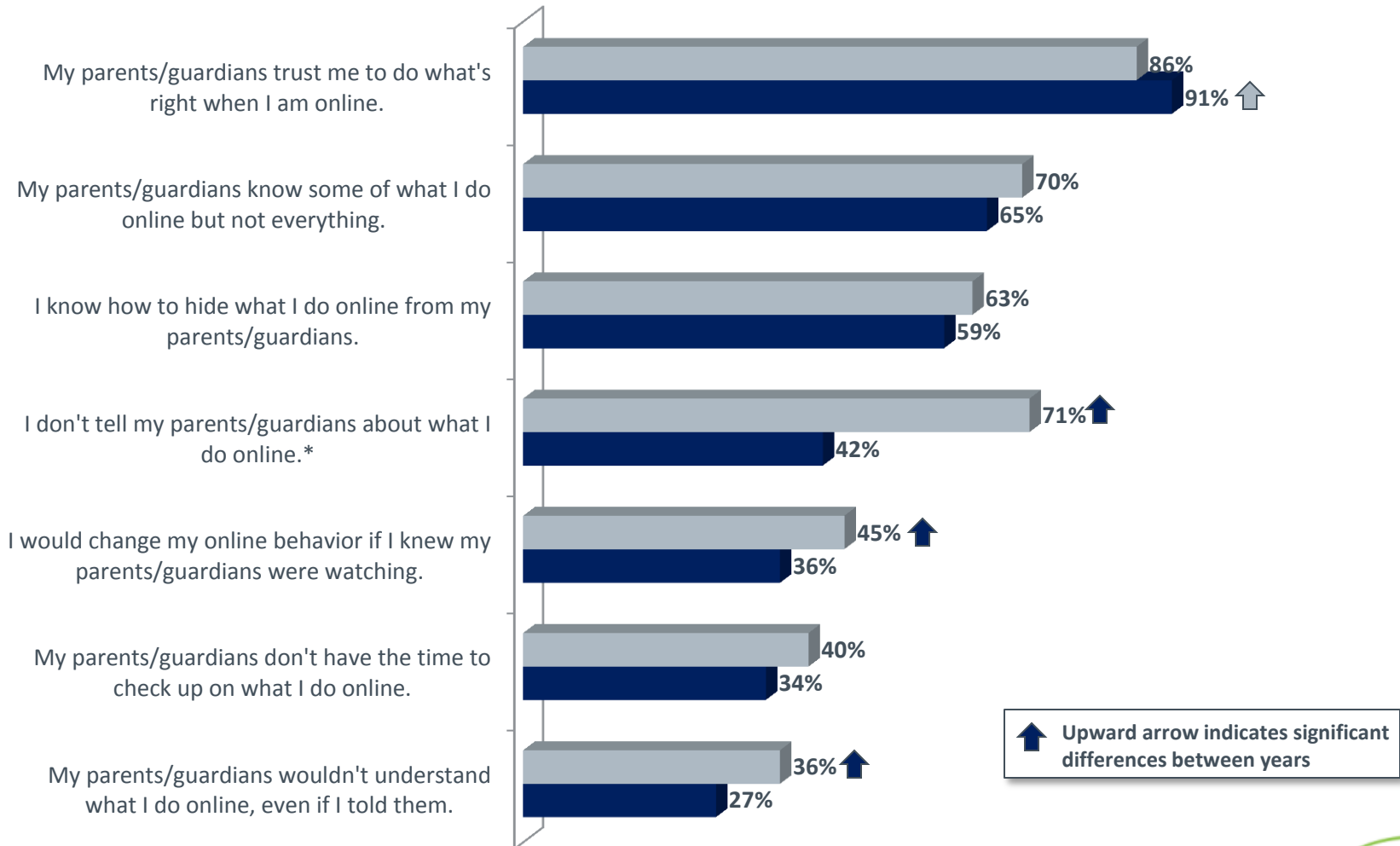
↑ Upward arrow indicates significant differences between subgroups

Views Concerning Parents – Trended

% strongly/somewhat agree

■ 2008

■ 2010



↑ Upward arrow indicates significant differences between years

Base: All Qualified Respondents, Ages 13-17: 2008 (n=529), 2010 (n=955)

Q765. How strongly do you agree or disagree with each of the following statements about your online behavior?

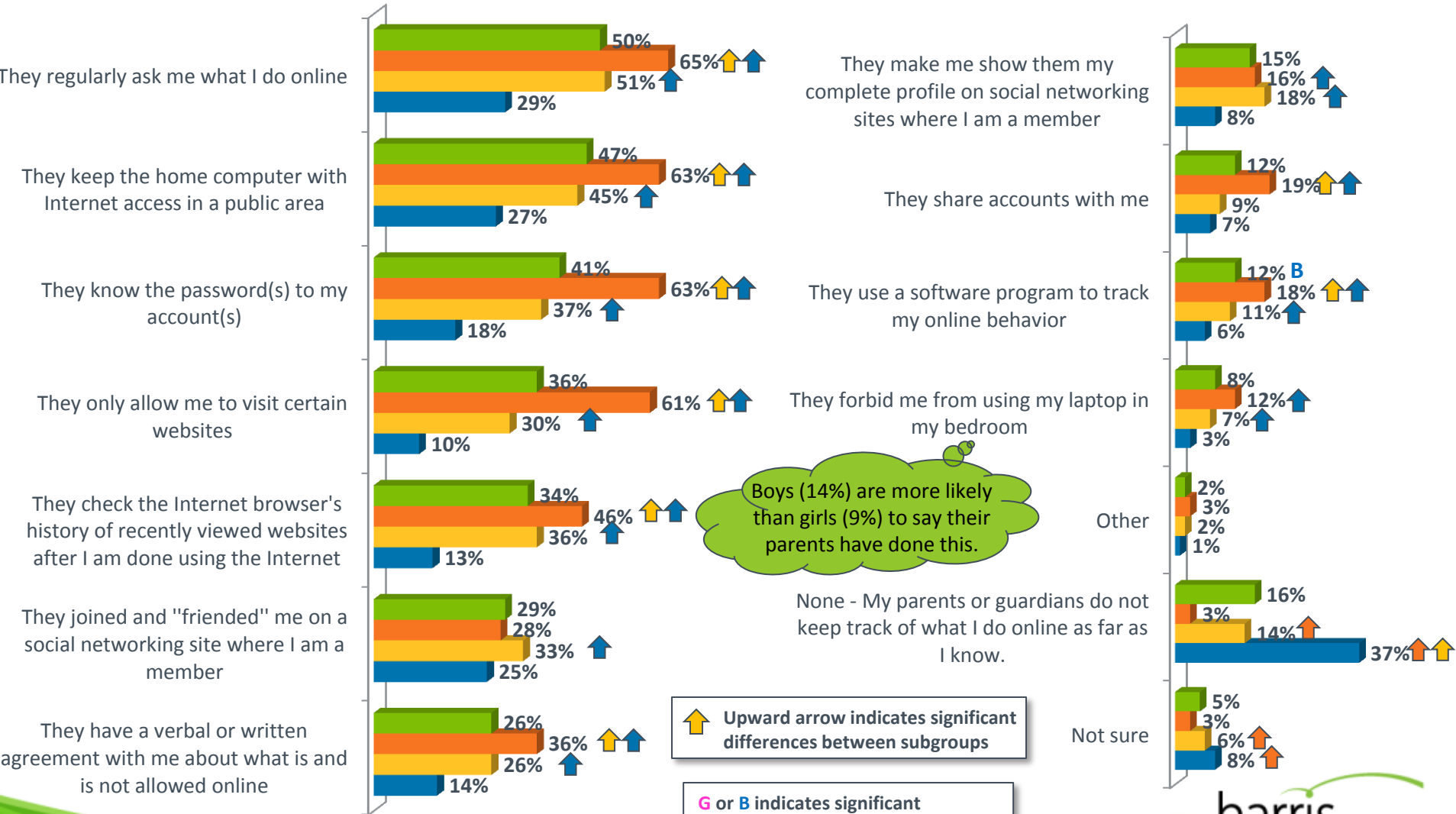
Please note adjustments in question wording from the 2008 wave which may be influencing statistically significant changes:

*2010 wording: "I don't tell my parents/guardians about what I do online.", 2008: "I don't tell my parents/guardians about what I do online unless they ask."

Parental Monitoring of Online Behavior

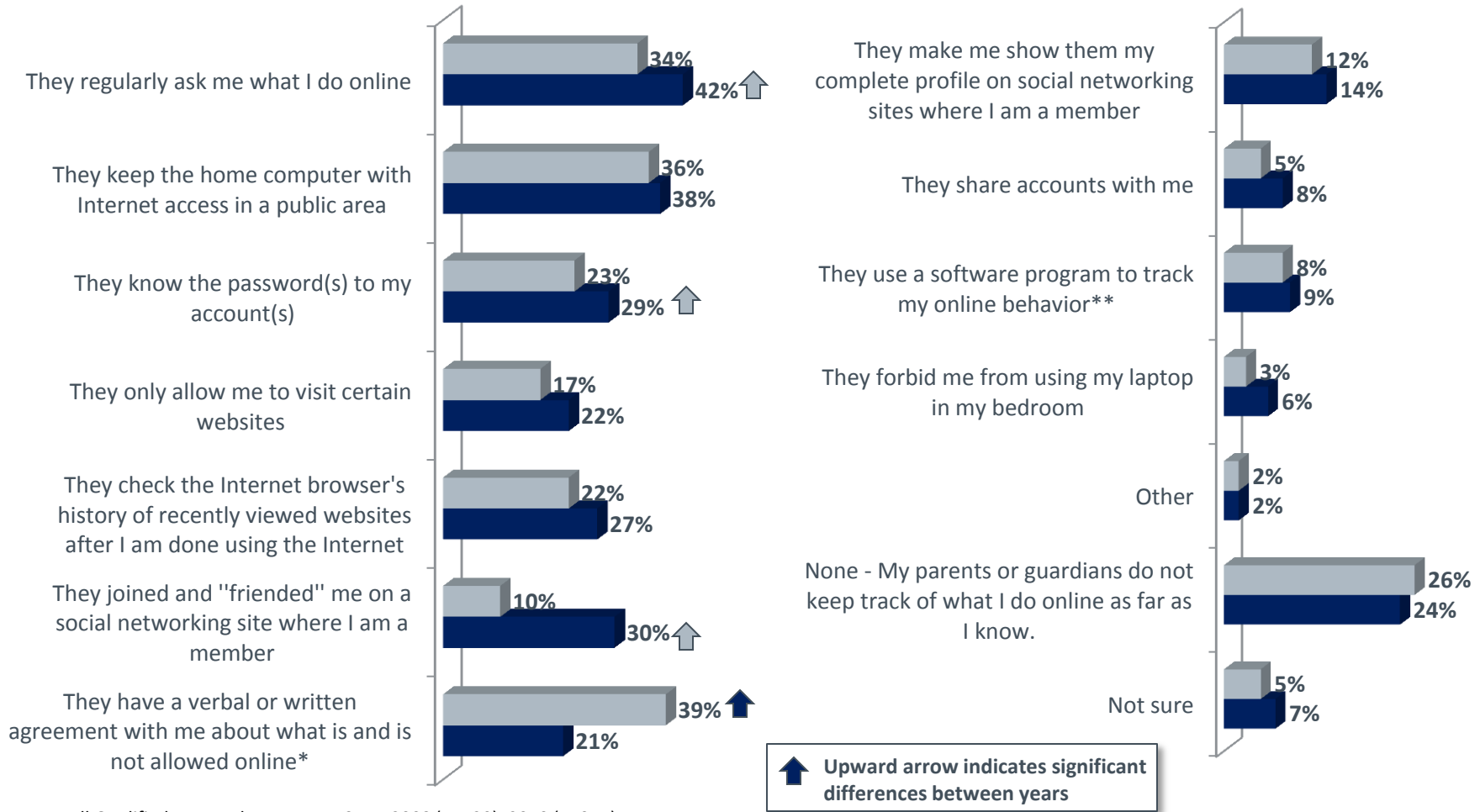
% whose parents track online behavior

■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds



Parental Monitoring of Online Behavior – Trended

% whose parents track online behavior
 ■ 2008 ■ 2010



Base: All Qualified Respondents, Ages 13-17: 2008 (n=529), 2010 (n=955)

Q725: Do your parents or guardians do any of the following to keep track of what you do online?

Please note adjustments in question wording from the 2008 wave which may be influencing statistically significant changes:

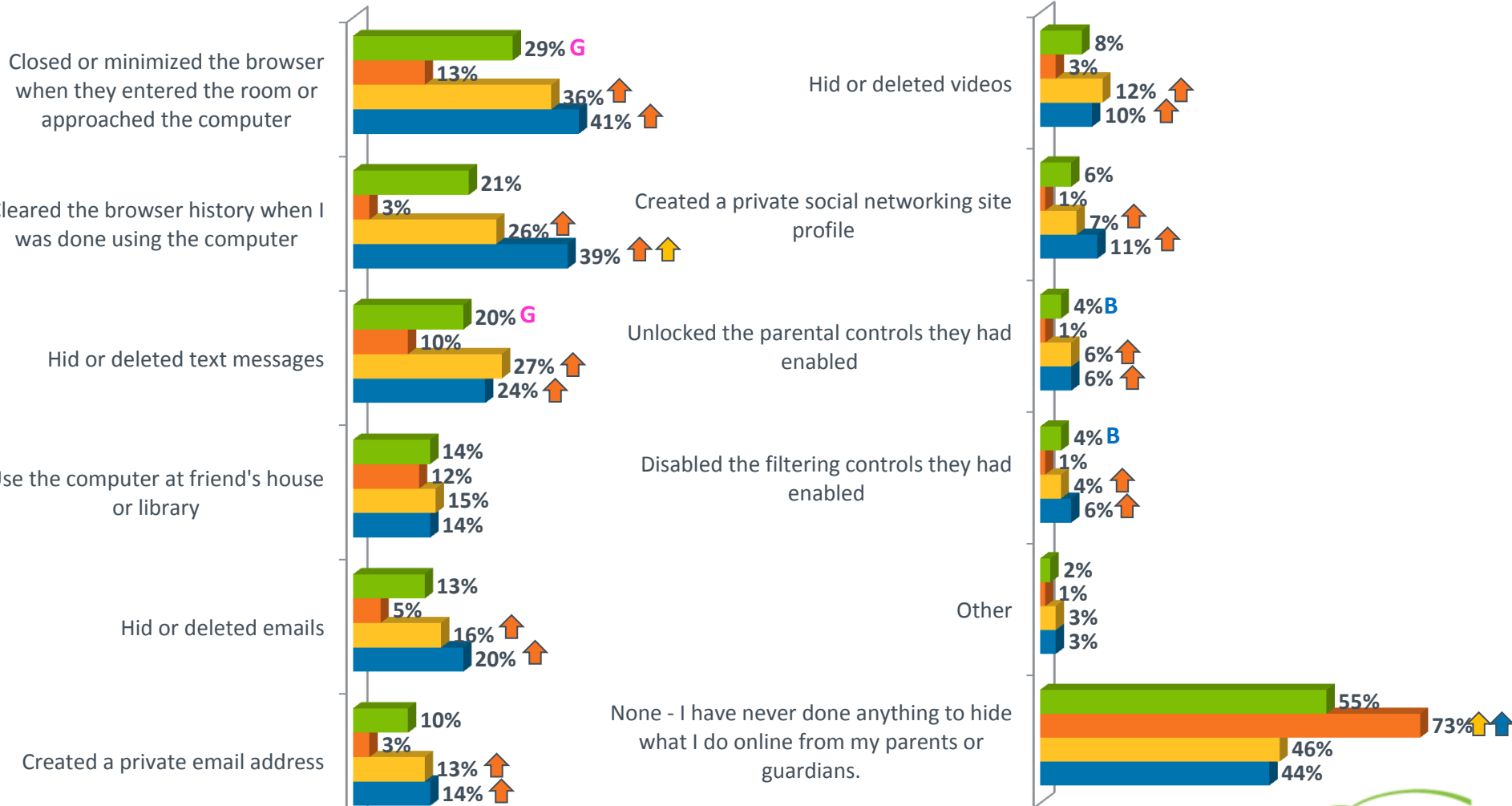
*2010 wording: "They have a verbal or written agreement with me – that is, a discussion or contract about what is and is not allowed online", 2008 : "They have a verbal agreement with me – that is, a discussion about what is and is not allowed online".

**2010 wording: "They use a software program to track my online behavior (e.g. parental control software in an Internet browser (e.g. computer operating system, etc.)", 2008: "They use a software program to track my online behavior".

Hiding Online Behavior From Parents

% who have hid online behavior

■ Total ■ 10-12 year olds ■ 13-15 year olds ■ 16-17 year olds



↑ Upward arrow indicates significant differences between subgroups

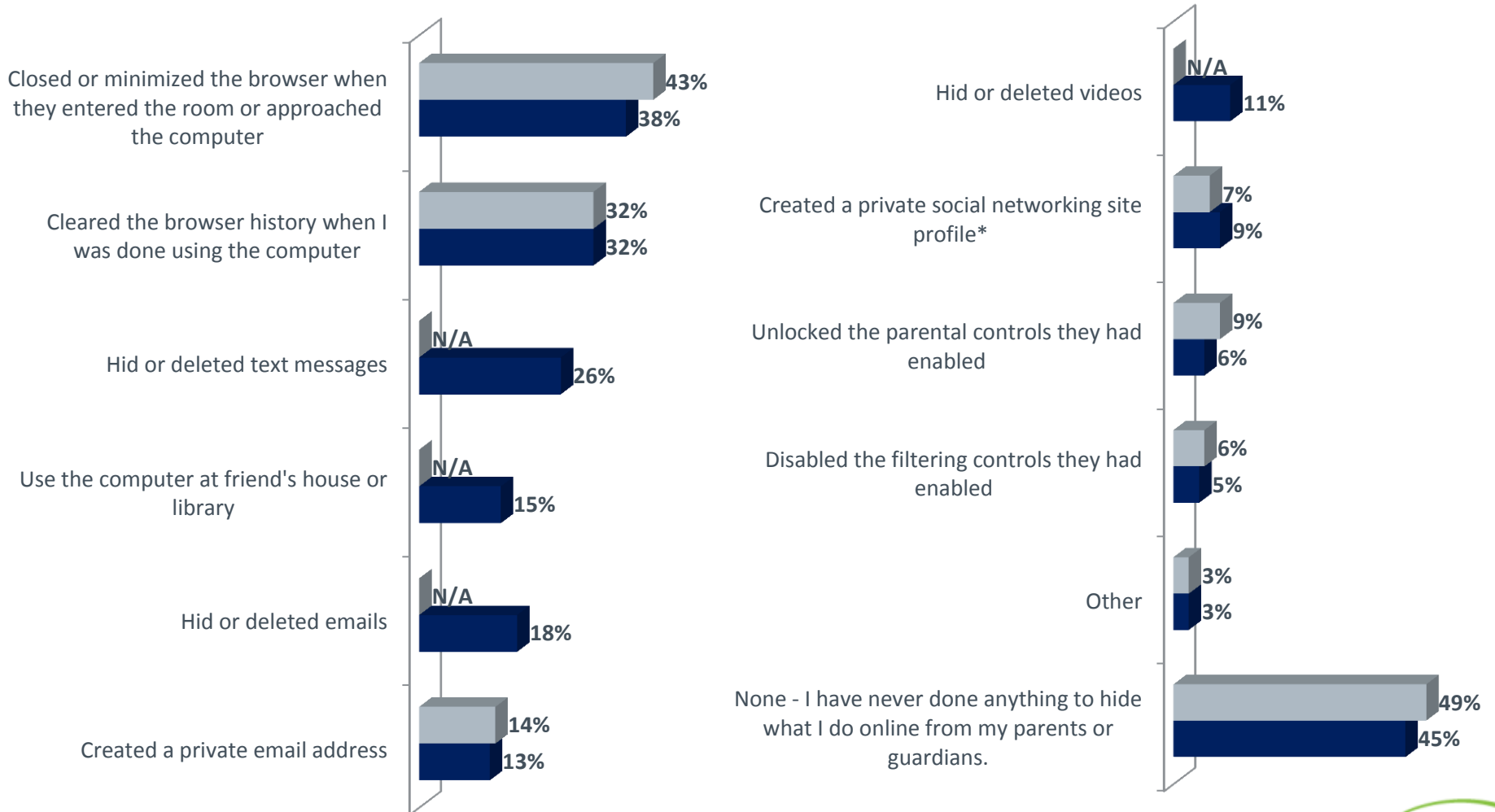
^G or ^B indicates significant differences between girls and boys.

Hiding Online Behavior From Parents – Trended

% who have hid online behavior

■ 2008

■ 2010



Base: All Qualified Respondents, Ages 13-17: 2008 (n=529), 2010 (n=955)

Q730. Which of the following, if any, have you ever done to hide what you do online from your parents or guardians?

Please note adjustments in question wording from the 2008 wave which may be influencing statistically significant changes:

*2010 wording: "Created a private social networking site profile", 2008: "Created a separate social networking site profile".

Hiding Online Behavior From Parents

Frequency of hiding online behavior from parents
(among those who hide online behavior)

	Total		10-12 year olds		13-15 year olds		16-17 year olds	
	Always/ Often	Sometimes /Rarely	Always/ Often	Sometimes /Rarely	Always/ Often	Sometimes /Rarely	Always/ Often	Sometimes /Rarely
Hide or delete text messages	33%	67%	6%	94%	33%	67%	48%	52%
Unlock the parental controls they have enabled	32%	68%	31%	69%	28%	72%	37%	63%
Clear the browser history when I am done using the computer	29%	71%	19%	81%	33%	67%	27%	73%
Close or minimize the browser when they enter the room or approach the computer	29%	71%	20%	80%	31%	69%	29%	71%
Hide or delete emails	25%	75%	17%	83%	26%	74%	27%	73%
Hide or delete videos	25%	75%	11%	89%	26%	74%	30%	70%

Base (varies across response items): Hide Online Behavior From Parents (n=612)

Q735. How often do you do each of the following?

Note: Some subgroups have small base sizes; ineligible for significance testing.

Hiding Online Behavior From Parents – Trended

Frequency of hiding online behavior from parents
(among those who hide online behavior)

	2008		2010	
	Always/Often	Sometimes /Rarely	Always/Often	Sometimes /Rarely
Hide or delete text messages	N/A	N/A	39%	61%
Unlock the parental controls they have enabled	34%	66%	32%	68%
Clear the browser history when I am done using the computer	40%	60%	30%	70%
Close or minimize the browser when they enter the room or approach the computer	30%	70%	30%	70%
Hide or delete emails	N/A	N/A	27%	73%
Hide or delete videos	N/A	N/A	27%	73%

Base (varies across response items): Hide Online Behavior From Parents, Ages 13-17: 2008 (n=248), 2010 (n=397)
Q735. How often do you do each of the following?

Note: Some subgroups have small base sizes; ineligible for significance testing.



Demographics

Demographic Profile

	Total	10-12 year olds (n=402)	13-15 year olds (n=593)	16-17 year olds (n=362)
Gender				
Male	51%	53%	48%	54%
Female	49%	47%	52%	46%
Age				
10	12%	34%	-	-
11	12%	34%	-	-
12	12%	32%	-	-
13	12%	-	34%	-
14	12%	-	33%	-
15	12%	-	33%	-
16	13%	-	-	50%
17	13%	-	-	50%
Mean	13.5	11	14	16.5
Race/Ethnicity				
White	59%	63%	58%	55%
Black/African American	14%	12%	13%	18%
Hispanic	18%	16%	22%	14%
Other race	7%	8%	5%	10%
Region				
East	21%	21%	21%	20%
Midwest	22%	23%	23%	21%
South	33%	34%	34%	32%
West	23%	22%	22%	27%
Older sibling living at home				
Yes	31%	34%	29%	30%
No	69%	66%	71%	70%

Base: All Qualified Respondents (n=1357)

Q268: Gender; Q280: Age; Q485: Racial background ; Q320: Region

Q905: Do you have an older brother or sister under the age of 18 living at home with you? (Please include step and half brothers or sisters.)

Demographic Profile

	2008	2010
Gender		
Male	53%	51%
Female	47%	49%
Age		
13	23%	20%
14	25%	19%
15	13%	19%
16	18%	21%
17	20%	21%
Mean	15	15
Race/Ethnicity		
White	54%	57%
Black/African American	15%	15%
Hispanic	18%	19%
Other race	10%	8%
Decline to answer	3%	1%
Region		
East	21%	21%
Midwest	21%	22%
South	33%	33%
West	25%	24%