

## Online Experiences and Attitudes

### Ofcom

Project Online Experiences Tracker

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Fieldwork 6,000 completes per wave plus 540 boost

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Methodology Online

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Survey length 20 minutes

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Sample composition 13-84 year old's representative of UK internet users based on age, gender, region, SEG.

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## SECTION 1: PROFILING

[ASK IF 18+ YEARS]

### D1. Which of the following are you?

1. Male
2. Female
3. Non-binary
4. Prefer to use another term (please state)
5. Prefer not to say

[ASK IF 18+ YEARS]

### D1a. Is your current gender the same as that assigned at birth?

1. Yes
2. No
3. Prefer not to say

[ASK IF 18+ YEARS]

### D2. Please enter your age in the box below

Min 18, Max 84

[IF 18+ YEARS]

### D3. Which of the following describes where you live?

- a. Scotland
- b. North East
- c. North West
- d. Yorkshire and the Humber
- e. West Midlands
- f. East Midlands
- g. Wales
- h. East of England
- i. London
- j. South East
- k. South West
- l. Northern Ireland

[IF 18+ YEARS]

**D3a. Which of the following best describes where you live?**

1. Urban – Population over 10,000
2. Town and Fringe
3. Village
4. Hamlet & Isolated Dwelling

[ASK IF 18+ YEARS]

**D4. The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.**

**If two or more related people in the household have equal income, please think of this question with the oldest person in mind**

**Which of the following best describes the employment status of the Chief Income Earner in your household?**

- a. Full-Time employment (more than 29 hours a week) – Code using Grader
- b. Part-Time employment (less than 29 hours per week) – Code using Grader
- c. Retired / Widow / Widower
- d. Student
- e. Not working / Sick / Disabled

If student:

Code as C1

If Not working/Sick/Disabled/Working less than 8 hours per week

CODE AS E

If working Full time / Part Time

**D4b. What is the occupation of Chief Income Earner? USE GRADER**

[ASK ADULTS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D5. How many people under the age of 18 live in your household?**

[WRITE IN]

[ASK ADULTS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D6. How many people, including yourself, aged 18 and over live in your household?**

[WRITE IN]

[ASK ALL]

**D7. Which of these – if any – impact or limit your daily activities or the work you can do? Please select all that apply.**

[SINGLE/MULTI-CODE]

1. Hearing? Poor hearing, partial hearing, or are deaf
2. Eyesight? Poor vision, colour blindness, partial sight, or are blind
3. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty
4. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.
5. Breathing? Breathlessness or chest pains
6. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration

7. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.
8. Your mental health? Anxiety, depression, or trauma-related conditions, for example
9. Other illnesses/ conditions which impact or limit your daily activities or the work you can do
10. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do [SINGLE CODE]
11. Prefer not to say [SINGLE CODE]
12. Don't know [SINGLE CODE]

[ASK ADULTS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D8. Which one of these groups best describes your ethnic group or background?**

[SINGLE CODE]

[WHITE]

1. English/ Welsh/ Scottish/ Northern Irish/ British
2. Irish
3. Gypsy, Traveller or Irish Traveller
4. Any other white background

[MIXED/ MULTIPLE ETHNIC GROUPS]

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other mixed/ multiple ethnic background

[ASIAN AND BRITISH ASIAN]

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background

[BLACK AND BLACK BRITISH]

14. Caribbean
15. African
16. Any other black/ African/ Caribbean background

[OTHER ETHNIC GROUP]

17. Arab
18. Any other ethnic background

19. Prefer not to say

[ASK ADULTS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D9. What is your religion, if any?**

[SINGLE CODE]

1. No religion

[CHRISTIAN]

2. Catholic
3. Church of England/ Scotland/ Ireland
4. Other Christian

[OTHER RELIGIONS]

5. Muslim
6. Hindu
7. Jewish
8. Sikh
9. Buddhist
10. Other religion (please state)
  
11. Prefer not to say

[ASK ADULTS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D10. Which of the following do you consider yourself to be?**

[SINGLE CODE]

1. Heterosexual or straight
2. Gay or lesbian
3. Bisexual
4. Prefer to use another term (please state)
5. Prefer not to say

[ASK ADULTS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D11. What is the combined annual income of your household, prior to tax being deducted?**

1. Up to £7,000
2. £7,001 to £14,000
3. £14,001 to £21,000
4. £21,001 to £28,000
5. £28,001 to £34,000
6. £34,001 to £41,000
7. £41,001 to £48,000
8. £48,001 to £55,000
9. £55,001 to £62,000
10. £62,001 to £69,000
11. £69,001 to £76,000
12. £76,001 to £83,000
13. £83,001 or more
14. Prefer not to answer

[ASK IF 18+ YEARS]

**D12. Do you have any children aged 17 or under? If so, how old are they?**

MULTICODE

1. No children aged 17 or under [SINGLE CODE]
2. Yes, aged 0-2
3. Yes, aged 3-4
4. Yes, aged 5-10
5. Yes, aged 11-12
6. Yes, aged 13-15
7. Yes, aged 16-17
8. Don't know [SINGLE CODE]

## SECTION 2: PROFILING & SCREENING OF CHILDREN

[ASK IF PARENT OF 13-17 YEAR OLD, CODES 5 AND 6 AT D12]

**C1.** Today we are looking for teenagers aged 13-17 years to take part in this survey. The survey is asking about internet usage and takes about 20 minutes to complete. The survey contains some questions asking about times they may have seen something that made them feel uncomfortable on the internet, for example, offensive language or content unsuitable for their age group. The purpose of this research is to find out more about people's experiences of using online services.

Participation is voluntary and your child does not need to take part.

If there is more than one child in your household aged 13-17 years, please select one child to take part in this survey.

Are you happy for a child aged 13-17 years in your household to take part in this survey?

1. Yes
2. No

[IF C1= 2]

Thank you for your participation. [SCREEN OUT]

[IF S1 = 1]

That's great! We have some short questions for you to answer about your child. Please answer about a child who is available to take part. If they are not available currently please close the survey and re-open once they are available.

**C2** Is the child....?

1. Male
2. Female
3. Other (please specify)
4. Prefer not to say

[IF C1 = 1]

**C3.** Please enter the child's age in the box below

Min 13, Max 17

[ASK PARENT/GUARDIAN OF 13-17]

**C4.** Which of these – if any – impact or limit your child's daily activities? Please select all that apply.

1. Hearing? Poor hearing, partial hearing, or are deaf
2. Eyesight? Poor vision, colour blindness, partial sight, or are blind
3. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty
4. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.
5. Breathing? Breathlessness or chest pains
6. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
7. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.

8. Your mental health? Anxiety, depression, or trauma-related conditions, for example
9. Other illnesses/ conditions which impact or limit your daily activities or the work you can do
10. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do [SINGLE CODE]
11. Prefer not to say [SINGLE CODE]
12. Don't know [SINGLE CODE]

[ASK PARENT/GUARDIAN OF 13-17]

**C5. Which one of these groups best describes your child's ethnic group or background?**

[SINGLE CODE]

[WHITE]

1. English/ Welsh/ Scottish/ Northern Irish/ British
2. Irish
3. Gypsy, Traveller or Irish Traveller
4. Any other white background

[MIXED/ MULTIPLE ETHNIC GROUPS]

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other mixed/ multiple ethnic background

[ASIAN AND BRITISH ASIAN]

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background

[BLACK AND BLACK BRITISH]

14. Caribbean
15. African
16. Any other black/ African/ Caribbean background

[OTHER ETHNIC GROUP]

17. Arab
18. Any other ethnic background

19. Prefer not to say

[ASK PARENTS/GUARDIANS OF 13-17]

**C6. What is your child's religion, if any?**

[SINGLE CODE]

1. No religion

[CHRISTIAN]

2. Catholic
3. Church of England/ Scotland/ Ireland

4. Other Christian

[OTHER RELIGIONS]

5. Muslim
6. Hindu
7. Jewish
8. Sikh
9. Buddhist
10. Other religion (please state)

11. Prefer not to say

[IF C1 = 1]

INFO SCREEN

Great. Please pass the survey over to your [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. MALE CHILD AGED 15] and ask them to click the next button when ready. If they are not available currently please close the survey and re-open once they are available.

Note – we are after the child’s opinions. However please do help them if they need assistance understanding the questions.

As a reminder, all answers will be anonymous and will not be attributed to them in any way. We will also store the data in accordance with our data privacy policy [add link here].

[ASK IF CHILD 13-17 YEARS]

C7. Today we would like to ask you some questions about how you go online and the types of websites and apps you visit. The survey also contains some questions asking about times you may have seen something that made you feel uncomfortable on the internet.

Your parent has said it’s okay for you to take part. Can we just confirm you are a [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. MALE CHILD AGED 15] and are happy to take part in this survey?

1. Yes
2. No

[IF C7 = 2, END SURVEY]

[ASK IF CHILD 13-17 YEARS]

**C8 /QX. Gender. Are you...?**

1. Male
2. Female
3. Non-binary
4. Prefer to use another term (please state)
5. Prefer not to say

## SECTION 3: ATTITUDES

[FOR ADULT SAMPLE ONLY] Today we would like to ask you some questions about how you go online and the types of websites and apps you visit. The survey also contains some questions asking about times you may have seen something that made you feel uncomfortable on the internet.

[ASK ALL]

**Q1. Below are listed several pairs of statements. In each case, please indicate which statement is closest to your own opinion on a 10 point scale, where 0 means complete agreement with the statement on the left, 10 means complete agreement with the statement on the right and 5 means you don't agree with either of the statements. Please remember there are no right or wrong answers, we are simply looking for your opinion.**

FLIP STATEMENTS LEFT/RIGHT TO RANDOMISE + RANDOMISE ROWS, **SLIDING SCALE WITH NO COLOURS**

1. It is the responsibility of the website or app to control what is posted on their site vs. It is the responsibility of the individual to ensure what they are posting is appropriate for other users
2. I feel confident in my ability to stay safe online vs. I do not feel confident in my ability to stay safe online
3. Websites and apps have a particular responsibility to protect children vs. It is the responsibility of parents/ carers to monitor what their children do online
4. The benefits of going online outweigh the risks vs. The risks of going online outweigh the benefits
5. Using a bit of common sense when you're online usually prevents you from seeing harmful or offensive photos and videos vs. It is impossible to avoid seeing harmful or offensive photos and videos if you go online
6. The Internet has an important role in supporting free speech, even when some users might find the content offensive vs. It is important for sites to monitor and delete offensive views to protect other users
7. There are enough online safety measures in place vs there should be more online safety measures in place

## SECTION 4: USAGE & ACTIVITIES

[ASK ALL]

**Q2. Please think about how much of your personal time you spend online across a typical week. This includes time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online and doing schoolwork. Please do not include any time you spend online for work or at your school, college or university.**

This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else.

**How many hours in a typical week would you say you spend online?**

1. None
2. Less than 5 hours
3. 6 to 11 hours
4. 12 to 22 hours
5. 23 to 30 hours
6. Over 30 hours
7. Don't know/unsure



[ASK ALL]

**Q3. To what extent, if at all, do you agree or disagree with the following statements about being online?**

[TOPBREAK]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. Don't know

[DOWNBREAK, MULTICODE, RANDOMISED]

1. I can share my opinions and have a voice online more easily or effectively than I can offline
2. It gives me a space to pursue my hobbies and interests in a way I couldn't do offline
3. I feel more free to be myself online
4. Accessing goods and services online is convenient for me
5. I feel I have a good balance between my online and offline life
6. Being online has an overall positive effect on my mental health

[ASK ALL]

**Q4. We'd now like you to think generally about your use of websites or apps online.**

**In the last 4 weeks have you visited or used any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)?**

**This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps.**

[MULTICODE, RANDOMISED]

1. 9GAG
2. Admire.Me **[ONLY SHOW TO 18+]**
3. Bitchute
4. Brand New Tube
5. DailyMotion
6. Discord
7. DLive
8. Dubsplash
9. Facebook
10. Facebook gaming
11. Grom **[ONLY SHOW TO 13-17]**
12. GoBubble **[ONLY SHOW TO 13-17]**
13. Imgur
14. Instagram
15. Likee
16. Momio **[ONLY SHOW TO 13-17]**
17. OnlyFans **[ONLY SHOW TO 18+]**
18. Pinterest
19. Popjam
20. Reddit
21. RevealMe **[ONLY SHOW TO 18+]**

22. Snapchat
23. Telegram
24. TikTok
25. Triller
26. Tumblr
27. Twitch
28. Twitter
29. Ustream
30. Vimeo
31. YouNow
32. YouTube
33. YouTube Kids
34. Yubo
35. Fruitlab
36. Tidze
37. None of these [ANCHOR, EXCLUSIVE]

[ASK ALL]

**Q5. In the last month, when you have gone online, have you....**

[SINGLE CODE]

1. **Only used** websites or apps that you have used before
2. Used maybe **one or two** websites or apps that you have not used before
3. Used **lots** of websites or apps that you have not used before
4. Have not gone online in the last month

## SECTION 5: EXPERIENCE OF HARMS

[ASK ALL, NON-MANDATORY]

**Q6. Thinking back over the last 4 weeks, did you come across anything on the internet that made you feel uncomfortable, upset or negative in any way? If you did and you are ok to share it with us, please let us know what it was in the box below.**

[OPEN END – AI CODING]

[TEXT SHOW TO ALL]

**Some of the topics below are potentially distressing, so please remember you do not need to answer and have the option to finish the survey here if you would prefer. If you decide to end the survey here you will be directed to information about organisations that provide help and support .**

1. Yes – Happy to continue
2. No – prefer not to continue

[YDS – SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE]

[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT]

[ASK ALL]

**Q7. Below is a list of things that someone may come across on the internet. Please tell me on a scale of 1 to 5, where 1 means 'mildly concerned' and 5 means 'very concerned', how concerned you are about the below existing online.**

## [TOP BREAK]

1. Mildly concerned
- 2.
- 3.
- 4.
5. Very concerned
6. Not at all concerned [EXCLUSIVE]

## [DOWNBREAK, RANDOMISED]

1. Hateful, offensive or discriminatory content that targets a group or person based on specific characteristics like race, religion, disability, sexuality or gender identity; e.g. hate speech
2. Sexual/ pornographic content inappropriate for the site/app
3. Content or language which objectifies, demeans or otherwise negatively portrays women
4. Content depicting the sexual abuse or exploitation of children **[DO NOT SHOW TO UNDER 18]**
5. Content encouraging extremism, radicalisation or terrorism
6. Content depicting violence
7. Sale or advertisement of illegal goods
8. Content encouraging gambling, e.g. sports betting, or casino-style games **[DO NOT SHOW TO UNDER 18]**
9. Misinformation i.e. false or misleading stories, claims or assertions
10. Content relating to self-harm or suicide
11. Content relating to negative body image, excessive or unhealthy dieting/exercise and/or eating disorders
12. Promotion of female genital mutilation (FGM) **[DO NOT SHOW TO UNDER 18]**
13. Unwelcome friend or follow requests, or messages
14. Stalking, cyberstalking or intrusive behaviour
15. People pretending to be another person, e.g. 'catfishing'
16. Bullying, abusive behaviour or threats
17. Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
18. Pressure to send photos or personal information to someone
19. People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing'
20. Fake or deceptive images/videos, e.g. 'deep fakes'
21. Collection or use of personal data without my knowledge or permission
22. Scams, fraud, or phishing
23. Private/intimate information made public, e.g. 'doxxing'
24. Sharing of intimate images without consent
25. Intentional harassment during gaming, e.g. 'griefing'
26. Private conversations shared without consent
27. Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
28. Unintentionally spending money on in-app purchases or gifts
29. Group shaming, boycotting, or excluding someone based on their views, opinions on actions, including online 'pile-ons'
30. Paid-for or sponsored content which was not clearly marked as such, e.g. 'astroturfing'
31. Content which impacts negatively on my self-esteem
32. Content depicting animal cruelty
33. Generally offensive or 'bad' language, e.g. swearing, rudeness
34. Unwanted sexual messages
35. Other (please specify) **[ANCHOR]**

[ASK ALL]

Q8. Which, if any, of the following have you seen or experienced online in the last 4 weeks? This includes any images, videos, audio or text, either comments, posts or messages you have seen and/or those shared directly to you. Please select all that apply.

Again, some of the topics below are potentially distressing, so please remember you do not need to answer and have the option to finish the survey here if you would prefer. If you decide to end the survey here you will be directed to information about organisations that provide help and support .

[YDS – SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE]

[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT]

[MULTICODE, RANDOMISED]

1. Hateful, offensive or discriminatory content that targets a group or person based on specific characteristics like race, religion, disability, sexuality or gender identity; e.g. hate speech
2. Sexual/ pornographic content inappropriate for the site/app
3. Content or language which objectifies, demeans or otherwise negatively portrays women
4. Content depicting the sexual abuse or exploitation of children **[DO NOT SHOW TO UNDER 18]**
5. Content encouraging extremism, radicalisation or terrorism
6. Content depicting violence
7. Sale or advertisement of illegal goods
8. Content encouraging gambling, e.g. sports betting, or casino-style games **[DO NOT SHOW TO UNDER 18]**
9. Misinformation i.e. false or misleading stories, claims or assertions
10. Content relating to self-harm or suicide
11. Content relating to negative body image, excessive or unhealthy dieting/exercise and/or eating disorders
12. Promotion of female genital mutilation (FGM) **[DO NOT SHOW TO UNDER 18]**
13. Unwelcome friend or follow requests, or messages
14. Stalking, cyberstalking or intrusive behaviour
15. People pretending to be another person, e.g. 'catfishing'
16. Bullying, abusive behaviour or threats
17. Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
18. Pressure to send photos or personal information to someone
19. People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing'
20. Fake or deceptive images/videos, e.g. 'deep fakes'
21. Collection or use of my data without my knowledge or permission
22. Scams, fraud, or phishing
23. Private/intimate information made public, e.g. 'doxxing'
24. Sharing of intimate images without consent
25. Intentional harassment during gaming, e.g. 'griefing'
26. Private conversations shared without consent
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30. Paid-for or sponsored content which was not clearly marked as such, e.g. 'astroturfing'
31. Content which impacted negatively on my self-esteem
32. Content depicting animal cruelty
33. Generally offensive or 'bad' language, e.g. swearing, rudeness

- 34. Unwanted sexual messages
- 35. Other (please specify) [ANCHOR]

[IF Q8= CODES 1-38. IF ONLY 1 OF CODES 1-38, AUTOCODE Q9 AS THAT ANSWER]

**Q9. You mentioned you experienced or saw the following things online during the last 4 weeks. Which did you see or experience most recently?**

SINGLE CODE

- [INSERT CODES SELECTED AT Q8]
97. I don't remember

[ASK IF Q9 = CODES 1, 13-19, 23-26, 29, 33-34]

**Q10 Did [INSERT HARMS FROM Q9] happen to you personally, or did you witness this happen to somebody else?**

SINGLE CODE

1. I personally experienced this
2. I saw this happen to somebody else

[ASK IF Q9 = CODES ASK 2-12, 20, 22, 27, 30-32]

**Q11. Did you come across [INSERT HARMS FROM Q9] yourself, or was this content directly shared with / sent to you by someone else?**

SINGLE CODE

1. It was sent / shared directly with me (e.g. direct message, tagged in a post)
2. I came across it myself while browsing online (e.g. on my feed, through the search function etc.)

[ASK ALL]

INFO SCREEN

Thank you for your time so far.

We would now like to ask some follow up questions thinking about your most recent experiences of [INSERT CODE SELECTED AT Q9]. Just a reminder that all responses are anonymised and you can select not to answer certain questions. However, if you would prefer not to continue with the survey, you have the option to opt out and finish the survey here.

[YDS – SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE]

[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT]

[ASK IF Q9 IS NOT CODE 97]

**Q12. How many times in the last 4 weeks did you see or experience [INSERT HARM SELECTED AT Q9].**

[SINGLE CODE]

1. Once
2. 2-3 times
3. 4-5 times
4. 6-10 times
5. More than 10 times
6. Don't know / can't remember

[ASK IF Q9 IS CODES 1, 16 OR 17]

**Q13. Which group, if any, was the bullying, abusive behaviour, threats or hate speech you experienced directed towards? This could include bullying, abusive behaviour, threats or hate speech directed towards you.**

[MULTICODE]

1. A particular age group
2. Disabled people (physical or mental)
3. Transgender people
4. Pregnant people/ those on maternity leave
5. People of a particular marital status (e.g. married, single, civil partnership)
6. Ethnicity or e.g. a particular ethnicity, nationality or community
7. A religious group
8. A particular gender
9. A particular sexual orientation
10. Another group (please specify) [FIX]
11. Can't remember [FIX, EXCLUSIVE]
12. Prefer not to say [FIX, EXCLUSIVE]

[ASK IF Q9 IS NOT CODE 97]

**Q14. We would like you to think again about the last time you saw or experienced [INSERT HARM SELECTED AT Q9]. On a scale of 1 to 5, where '1' means 'It didn't bother me at all/It didn't offend me' and '5' means 'It really bothered me/I found it extremely offensive', when you last saw or experienced [INSERT HARM SELECTED AT Q9], would you say the content or experience was...**

[SINGLECODE, SLIDER SCALE WITH NO COLOURS]

1. It didn't bother me at all/It didn't offend me
- 2.
- 3.
- 4.
5. It really bothered me/I found it extremely offensive

[ASK IF Q9 IS NOT CODE 97]

**Q15. When you saw [INSERT HARM SELECTED AT Q9] on that occasion, which of the following actions did you take, if any?**

[MULTICODE, RANDOMISED]

1. Clicked the report/flag button, or marked as junk
2. Reposted/forwarded the content to highlight that it was wrong/misleading/harmful
3. Contacted others in the community to make them aware of the issue
4. Complained to the website/app, social media site or email sender
5. Informed the police
6. Informed Ofcom
7. Informed a support service
8. Contacted the account/user responsible for the issue
9. Closed my account/left the service
10. Unfollowed/unfriended/blocked/muted the person who posted it/ deleted the email
11. Told a friend or family member
12. I use the platform less

13. I have stopped using the platform
14. I have stopped commenting, liking or posting
15. I stopped what I was doing/closed down the app or website
16. I scrolled past it
17. Started to report it but failed to finish the process
18. Something else (informed your internet service provider, informed another regulator, contacted the press, informed the Information Commissioner's Office (ICO))
19. Other (please specify) [ANCHOR]
20. I didn't take any action [ANCHOR, EXCLUSIVE]

[ASK IF Q15 IS CODE 20]

MULTICODE, RANDOMISED

**Q16. You mentioned you did not take any action. Why was this?**

[RANDOMISED]

1. I didn't consider it to be offensive, disturbing or harmful
2. I didn't like it, but I didn't consider it bad enough to do something about
3. I didn't see the need to do anything
4. I didn't know what to do / who to inform
5. I didn't want to get into trouble for viewing it
6. I wanted to leave the site immediately after viewing/experiencing it
7. I thought somebody else would report it
8. I asked somebody else to report it
9. I didn't think it would help / make a difference / be acted on
10. I wasn't directly impacted
11. I couldn't be bothered
12. I thought the site would remove the content themselves/resolve the problem
13. I thought it might make it worse
14. I didn't have time
15. I think people are allowed to say/do what they want online, even if I do not agree with it
16. Other (specify) [ANCHOR]

[ASK IF Q15 IS CODE 1, 5-7, 18]

**Q17. You mentioned you reported the [INSERT HARM SELECTED AT Q9]. What happened as a result?**

[MULTICODE]

1. Nothing yet [EXCLUSIVE]
2. The content was removed
3. I got a written response
4. I was asked to provide further information
5. Something else (please specify) [ANCHOR]
6. Don't know [ANCHOR]

[ASK IF Q17 IS 1-5]

**Q18. Overall, how satisfied were you with the reporting process?**

[SINGLE CODE]

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied

[ASK IF Q9 IS NOT CODE 97]

**Q19. Thinking about your most recent experience of [INSERT HARM SELECTED AT Q9], which of the following best describes your relationship with the person who posted / shared this content / the person responsible for this behaviour?**

[SINGLE CODE]

1. Someone I know in a mostly offline context (e.g. at work including colleagues even though you may be working from home, school or as part of offline social life)
2. Someone I know, but only in an online context (e.g. people I interact with regularly online, through social media, gaming platforms, live streams, chatrooms etc)
3. Strangers (e.g. people commenting or posting content that I do not know or have not interacted with previously)
4. Prefer not to say

[ASK IF Q9 IS NOT CODE 97]

**Q20. Thinking about your most recent experience of [INSERT HARM SELECTED AT Q9], what device were you using when you first experienced it?**

[SINGLE CODE]

1. Smartphone
2. Gaming console
3. Smart speaker
4. Tablet
5. Laptop
6. Desktop computer
7. Smart watch
8. Other [ANCHOR]
9. Can't remember [ANCHOR]
10. Prefer not to say [ANCHOR]

[ASK IF Q6 IS NOT CODE 97]

[ASK IF Q9 IS NOT CODE 97]

**Q21. What type of site or service were you using when you most recently experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLE CODE, RANDOMISED]

1. A website or app where you view videos posted by other users e.g. YouTube, TikTok
2. Social media website or app e.g. Facebook, Twitter, Instagram [ANCHOR NEXT TO CODE 1]
3. Livestreaming website or app – this could be part of a social media website or app e.g. Twitch, Facebook Live [ANCHOR NEXT TO CODE 2]
4. A search engine e.g. Google, Yahoo
5. Instant messenger website or app e.g. Facebook Messenger, WhatsApp
6. News website or app e.g. BBC News, The Guardian, Daily Mail Online
7. Gaming website or app e.g. PlayStation Network, Nintendo Online
8. A Q&A website or app e.g. Quora, Yahoo! Answers
9. Email
10. Blog website or app e.g. WordPress, Bloglovin'
11. Shopping website or app e.g. Amazon
12. Online dating websites or apps e.g. Tinder, Bumble **[ONLY SHOW TO 18+]**
13. Video on demand application e.g. Netflix, Now TV



14. Adult sites containing sexual content [ONLY SHOW TO 18+]
15. Other [ANCHOR]
16. Can't remember [ANCHOR]
17. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 1]

**Q22. Which video viewing website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLE CODE, RANDOMISED]

1. Admire.Me [ONLY SHOW TO 18+]
2. Bitchute
3. Brand New Tube
4. Daily motion
5. DLive
6. Dubsmash
7. Facebook
8. Facebook Gaming
9. FruitLab
10. GoNoodle
11. Imgur
12. Instagram
13. OnlyFans [ONLY SHOW TO 18+]
14. PopJam
15. RevealMe [ONLY SHOW TO 18+]
16. Snapchat
17. TikTok
18. Triller
19. Twitch
20. Ustream
21. Vimeo
22. YouNow
23. YouTube
24. YouTube Kids
25. Yubo
26. Other [ANCHOR]
27. Can't remember [ANCHOR]
28. Prefer not to say [ANCHOR]

[ASK IF Q21= CODE 4]

**Q23. Which search engine were you using when you experienced [INSERT HARM SELECTED AT Q9 ]?**

[SINGLE CODE, RANDOMISED]

1. AOL
2. Ask.com
3. Bing/MSN
4. Google
5. Yahoo
6. Webexplore.co
7. DuckDuckGo
8. Ecosia

9. Other [ANCHOR]
10. Can't remember [ANCHOR]
11. Prefer not to say [ANCHOR]

[ASK IF Q21= CODE 2]

**Q24. Which social media website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLE CODE, RANDOMISED]

1. Clubhouse [ONLY SHOW TO 18+]
2. Facebook
3. Facetime
4. Google Hangouts
5. Instagram
6. LinkedIn
7. Pinterest
8. Reddit
9. Snapchat
10. Skype
11. TikTok
12. Tumblr
13. Twitch
14. Twitter
15. Viber
16. WhatsApp
17. PopJam
18. Whisper
19. YuBo
20. Grom [ONLY SHOW 13-17]
21. Momio [ONLY SHOW 13-17]
22. GoBubble[ONLY SHOW 13-17]
23. YouTube
24. Vimeo
25. Daily motion
26. Instagib.tv
27. Dubsmash
28. Imgur
29. GoNoodle
30. Triller
31. Discord
32. Other [ANCHOR]
33. Can't remember [ANCHOR]
34. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 3]

**Q25. Which livestreaming website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLECODE, RANDOMISED]

1. Clubhouse [ONLY ASK 18+]
2. Facebook Live
3. Instagram Live

4. TikTok
5. Periscope
6. Twitch
7. YouNow
8. YouTube Live
9. Other [ANCHOR]
10. Can't remember [ANCHOR]
11. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 5]

**Q26. Which instant messenger website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLECODE, RANDOMISED]

1. Clubhouse [ONLY SHOW TO 18+]
2. Discord
3. Facebook messenger
4. Google Hangouts
5. iMessage
6. LINE
7. Snapchat
8. TeamSpeak
9. Telegram
10. Viber
11. WhatsApp
12. Kik
13. Skype
14. Threads
15. WeChat
16. Other [ANCHOR]
17. Can't remember [ANCHOR]
18. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 7]

**Q27. Which gaming website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLECODE, RANDOMISED]

1. Nintendo Online
2. PlayStation Network
3. Twitch
4. Steam
5. Xbox Live
6. Google Stadia
7. Apple Arcade
8. Other [ANCHOR]
9. Can't remember [ANCHOR]
10. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 8]

**Q28. Which Q&A website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

SINGLECODE, RANDOMISED

1. Ask.fm
2. Piksa
3. YoLo
4. Tellonym
5. Yahoo Answers
6. Reddit
7. Quora
8. Other [ANCHOR]
9. Can't remember [ANCHOR]
10. Prefer not to say [ANCHOR]

[ASK IF Q8 = CODE 15 OR 35]

**Thank you. we are now going to ask you about some of the other things you saw or experienced online in the last four weeks.**

[ASK IF Q8 = CODE 15]

**Q29. You said you had seen or experienced stalking, cyberstalking or intrusive behaviour in the last four weeks. Thinking about the most recent time this happened, which of the following statements is most appropriate...**

1. This happened to me / I experienced this
2. I saw this happen to somebody else
3. Don't know [EXCLUSIVE]

[ASK IF Q29 = CODE 1]

**Q30. You said you had experienced stalking, cyberstalking or intrusive behaviour in the last four weeks. Could you tell me what your relationship is with the person who carried out that behaviour? Were they:**

**Please remember you do not have to answer.**

SINGLECODE

1. A partner or ex-partner
2. A member of my family
3. A friend, acquaintance, colleague or someone I know personally
4. A stranger
5. Prefer not to say [EXCLUSIVE]

[ASK IF Q29 = CODE 2]

**Q31. You said you had seen stalking, cyberstalking or intrusive behaviour in the last four weeks. Could you tell me what the relationship is between the person who carried out the behaviour and the person towards whom the behaviour was directed? Were they:**

**Please remember you do not have to answer.**

[SINGLECODE]

1. A boyfriend / girlfriend / partner
2. An ex-boyfriend / ex-girlfriend / ex-partner
3. A member of their family
4. A friend, acquaintance, colleague or someone they know personally
5. A stranger
6. Prefer not to say [EXCLUSIVE]

[ASK IF Q8 = CODE 35]

**Q32. You mentioned that you received an unwanted sexual message. Thinking about the most recent experience you had, can you please tell us who this message was from?**

**Please remember that you do not have to answer this question.**

[SINGLE CODE]

1. Someone I know who I think/know is 18 or over, who I know in a mostly offline context (e.g. school or as part of offline social life)
2. Someone I know who I think/know is 18 or over, who I know only in an online context (e.g. people I interact with regularly online, through social media, gaming platforms, live streams, chatrooms etc)
3. Someone I know who I think/know is under 18, who I know in a mostly offline context (e.g. school or as part of offline social life)
4. Someone I know who I think/know is under 18 who I know only in an online context (e.g. people I interact with regularly online, through social media, gaming platforms, live streams, chatrooms etc)
5. A stranger who I think/know is 18 or over
6. A stranger who I think/know is under the age of 18
7. Prefer not to say [EXCLUSIVE]

[ASK ALL]

**Q33. Which of the following, if any, do you believe are currently responsible for overseeing and monitoring online safety?**

[MULTICODE, RANDOMISE]

1. The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)
2. Ofcom (Office of Communications)
3. The Competition and Markets Authority (CMA)
4. The Equality & Human Rights Commission
5. The Information Commissioner's Office (ICO)
6. The Police
7. The Internet Service Provider (ISP)
8. Other (please specify) [ANCHOR]
9. None of the above [ANCHOR]
10. I don't know [ANCHOR]

[IF CHILD AGED 13-17 YEARS]

**Q34. Thank you for taking part in this survey. Please confirm how you completed this survey.**

[SINGLE CODE]

1. Given all your own views and experiences
2. Giving your own views and experiences, with help from an adult/parent
3. Having an adult/parent give their opinion of your views and experiences

[SHOW ALL ON END SCREEN]

**If this survey has raised any topics of concern and you would like to seek further support, below are some organisations that can offer help and advice:**

**If you are aged 18 or under:**

Barnardos, <https://www.barnardos.org.uk/>

Childline, <https://www.childline.org.uk/>  
Thinkuknow, <https://www.thinkuknow.co.uk/>

**If you are concerned about your child's internet safety:**

NSPCC, <https://www.nspcc.org.uk/keeping-children-safe/online-safety/>  
Childnet, <https://www.childnet.com/parents-and-carers>  
SWGfl, <https://swgfl.org.uk/>  
Internet Matters, <https://www.internetmatters.org/>

**Keeping yourself safe online:**

UK Council for Internet Safety, <https://www.gov.uk/government/organisations/uk-council-for-internet-safety>  
Stop Online Abuse, <https://www.stoponlineabuse.org.uk/>

**Support and advice:**

Samaritans, <https://www.samaritans.org/>  
Citizens Advice, <https://www.citizensadvice.org.uk/>  
Mind, <https://www.mind.org.uk/information-support/helplines/>

[ASK 18+ ONLY]

**Q35.**

Thank you for your time and answers so far.

You have been identified as a possible candidate for future follow-up research tasks that the Yonder team will be running over the next year. If selected, this will involve you having the opportunity to participate in activities such as online focus groups, online communities or online interviews, with all incentivised.

To be eligible we will need your permission to use your previous responses from this survey so that we can identify you as the right person for the different future tasks. This information and any future tasks you are invited to participate in will only be managed by the Yonder team.

Would you be willing to participate in these future research tasks? If you say Yes, we will collect your Name and Phone number on the following screen.

[SINGLE CODE]

1. Yes
2. No

[If yes @ Adult Qual Recruitment]

Great thank you – we will be in touch with further information and details if you are selected.

Please provide your name and mobile number for someone in the team to reach you on.

[ENTER NAME]

[ENTER MOBILE NUMBER]

If no @ at Adult Qual Recruitment – take to END SCREEN

[ASK IF PARENT OF 13-17 YEAR OLD]

Q36.

Thank you for your time and answers so far. Please pass the survey back to your Parent or guardian to answer one final question. Please click next when ready.

Your child has been identified as a possible candidate for future follow-up research tasks that the Yonder team will be running over the next year. If selected, this will involve your child having the opportunity to participate in activities such as online focus groups, online communities or online interviews, with all incentivized.

To be eligible we will need your permission to use your child's previous responses from this survey so that we can identify them as the right person for the different future tasks. This information and any future tasks they are invited to participate in will only be managed by the Yonder team.

Would you be willing to allow your child to participate in these future research tasks? If you say Yes, we will collect your Name and Phone number on the following screen and use this to contact you in regards your child's participation.

[SINGLE CODE]

1. Yes
2. No

If yes @ Child Qual Recruitment:

Great thank you – we will be in touch with further information and details if you are selected.

Please provide **your** name and mobile number for someone in the team to reach you on.

[ENTER NAME]

[ENTER MOBILE NUMBER]

If no @ child qual recruitment– take to END SCREEN