

## Technical report – The Online Experiences Tracker (Wave 2, May 2022)

### Preface

Wave 2 of the Online Experiences Tracker (2021/22) was undertaken by Yonder Consulting on behalf of Ofcom. The objectives of the study were to gain a deeper understanding of internet users' attitudes towards and use of the internet, and their experiences of potential harms online.

The insights drawn from this data have informed Ofcom's preparations for The Online Safety Bill, which was introduced to Parliament earlier this year, granting Ofcom new responsibilities in helping to protect internet users online. The study has also informed the continuing implementation of Ofcom's video-sharing platform (VSP) regulation, by monitoring harms on regulated VSPs.

The tracker runs twice annually (in November and May), and this report refers to the second wave completed in May 2022<sup>1</sup>.

The study provides data on a nationally representative sample of UK internet users, with boosts applied to younger respondents, specific UK nations, and certain minority ethnic groups to allow for robust analysis of demographic subgroups.

Further information about the study is summarised in the sections below.

### Summary of approach

- The **Online Experiences Tracker (Wave 2)** survey was conducted with a nationally representative sample of UK internet users and addresses attitudes towards and use of the internet, and their experiences of potentially harmful behaviour or content online.
- All research was carried out online, with respondents recruited from Yonder's proprietary online panel 'YonderLive', containing around 150,000 panellists from all over the UK. Respondents were recruited to be nationally representative of the UK internet user population, with quotas set on gender, age, socio-economic group and region. Boosts were applied to low incidence groups such as younger respondents, those living in specific UK nations, and minority ethnic groups to allow for bases sizes robust enough for analysis.
- The **Online Experiences Tracker** is a multi-wave study that runs twice annually in November and May. It builds on previous work of similar focus ('Pilot Online Harms Survey'<sup>2</sup>) which was commissioned by Ofcom in 2020 to explore internet usage and behaviours, attitudes towards online safety regulation, and experiences of potential online harms. The pilot study informed preparations for the Online Safety regime.
- A total of 6,666 interviews were conducted for Wave 2. All fieldwork was conducted between 29<sup>th</sup> April and 20<sup>th</sup> May 2022.

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<sup>1</sup> A separate report, covering the first wave completed in November 2021, is available here: [Online Experiences Tracker \(wave 1\) – technical report \(ofcom.org.uk\)](#)

<sup>2</sup> [https://www.ofcom.org.uk/data/assets/pdf\\_file/0014/220622/online-harms-survey-waves-1-4-2021.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0014/220622/online-harms-survey-waves-1-4-2021.pdf)

## Significance testing

Significance testing for the **Online Experiences Tracker** has been applied at 99% during analysis of the Wave 2 data only, and of the combined Wave 1 and 2 data. This represents a change from Wave 1, for which significance testing was applied at the 95% confidence interval during analysis. The change to a higher confidence level reflects the significantly larger sample size.

## Financial vulnerability

We have included in each set of data tables a measure for household financial vulnerability, ranging from most to least vulnerable. This definition was provided by Ofcom, and is based on household income and household composition (i.e. size and number of children) and can only be run on data where respondents have given a response at each of these questions.

The following breakdown shows the detailed definitions for each group<sup>3</sup>:

Most financially vulnerable	Potentially financially vulnerable	Least financially vulnerable
<b>Household income under £10,399</b>	<b>Earning between £10,400 - £25,599</b>	<b>Earning between £26,600 - £36,399</b>
All respondents	1-2 adult, 0-1 child	1 adult, 0 children
	3 adults, no children	
<b>Earning between £10,400 - £25,599</b>	<b>Earning between £26,000 - £36,399</b>	<b>Earning between £36,400 - £51,999</b>
1-2 adults, 2+ children	1 adult, 1 to 3 children	1 adult, 0-1 child
3+ adults, 1+ children	2 adults, 0 to 3 children	2 adults, 0 children
4+ adults	3 adults, 0 to 1 child	
	4 adults, no children	
<b>Earning between £26,000 - £36,399</b>	<b>Earning between £36,400 - £51,999</b>	<b>Household income £52,000+</b>
1 adult, 4+ children	1 adult, 2-3 children	All households
2 adults, 4+ children	2 adults, 1-2 children	
3 adults, 2+ children	3 adults, 0-2 children	
4 adults, 1+ children	4 adults, 0-1 child	
5+ adults	5 adults, 0 children	
<b>Earning between £36,400 - £51,999</b>		
1 adults, >3 children		
2 adults, 3+ children		
3 adults, 3+ children		
4 adults, 2+ children		
5 adults, 1+ children		
6+ adults		

<sup>3</sup> The definition was updated for Wave 2, with an adjustment to the income bands that determine financial vulnerability. The definition used for wave 1 can be found in the wave 1 technical report: [Online Experiences Tracker \(wave 1\) – technical report \(ofcom.org.uk\)](https://www.ofcom.gov.uk/consult/condocs/online-experiences-tracker-wave-1-technical-report/online-experiences-tracker-wave-1-technical-report-ofcom.org.uk)

## The Online Experiences Tracker (Wave 2, May 2022)

### Introduction

Yonder Consulting interviewed a sample of 6,666 UK internet users aged 13 to 84 years old in order to explore their internet usage, behaviours and attitudes, and experiences of potentially harmful behaviour or content online. Interviews were carried out online between 29<sup>th</sup> April and 20<sup>th</sup> May 2022.

Details of the sample design, research methodology, and weighting procedures for this study are outlined in the following pages. A note on statistical reliability is also included.

### Sample design

A representative sample of UK internet users aged 13-84 was provided by Yonder's proprietary online panel, [YonderLive](#). Boosts were also applied to UK nations (Wales, Northern Ireland), minority ethnic groups (Black, Pakistani, Bangladeshi and Chinese respondents) and religions (Hindu, Jewish, Sikh and Buddhist respondents) to ensure that achieved base sizes for these low-incidence demographic subgroups were large enough to allow for detailed and statistically robust analysis.

Sample exclusions were put in place in Wave 2 to prevent respondents who had taken part in Wave 1 from filling the nationally representative quotas that were part of the sample design. This was to minimise answering bias as a result of respondents having prior knowledge of the survey and its contents. In order to ensure successful and timely completion of quotas, no restrictions were placed on respondents who filled the boost quotas for UK nations, minority ethnic groups and religions<sup>4</sup>.

Duplication checks took place to ensure that respondents could not complete the survey more than once. As well as duplication checks, Yonder carried out the following standard checks during and post-fieldwork:

- IP geo-locator checks to ensure the respondents were all based in the UK.
- Front- and back-end quality control questions within the survey to ensure respondents were answering logically and consistently.
- 'Trap' questions within the survey to ensure respondents were paying attention and reading each code i.e. at a random question we would ask them to select a certain code, those who did not select this were removed from the data.
- A manual speeder check post-fieldwork to remove anyone deemed to have proceeded through the questionnaire at an unreasonable pace.
- Manual flatlining checks post-fieldwork to check grid questions and ensure respondents did not answer the same codes across an unreasonable range of grid / scale questions.
- Open end checks to ensure respondents answered thoughtfully and not spamming answers.

### Quotas

Interview quotas were applied so that the final sample was representative of UK internet users by age, gender, region and socio-economic group (SEG).

Targets for quotas were derived from Yonder's bi-weekly online omnibus, and moderated by data obtained from the Ofcom Online Research Panel recruitment and the Office of National Statistics (ONS).

Quotas were set on the following variables:

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<sup>4</sup> Yonder operates a standard exclusion period of three months for research among consumer audiences. Given the extended period between waves (six months) there is a high level of confidence that answering bias has been minimised.

- Age (13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 64-74, 75-84)
- Gender
- Region
- Socio-economic group (SEG)

The table below details the specific quotas that were used for this study:

Demographic group	Category	Quota
Gender	Male	49%
	Female	51%
Age	13-17	7%
	18-24	11%
	25-34	17%
	35-44	16%
	45-54	18%
	55-64	14%
	65-74	11%
	75-84	6%
Region	Scotland	8%
	North East	4%
	North West	11%
	Yorkshire & Humberside	8%
	West Midlands	9%
	East Midlands	7%
	Wales	5%
	Eastern	9%
	London	14%
	South East	14%
	South West	9%
	Northern Ireland	3%
Social Grade	AB	27%
	C1	30%
	C2	21%
	DE	22%

## Fieldwork

An online survey was conducted using Yonder's online panel (YonderLive) to reach adults aged 13-84. YonderLive is made up of 150,000 internet users across the UK. For the main sample online interviews with interlocking quotas were set to be broadly representative of UK internet users based on age, gender, region and SEG. For the 'boost' interviews, minimum quotas were set on specific UK nations, ethnicities and religions. The criteria for inclusion for these 'boost' interviews was being a member of one of the

subgroups of interest where fewer than 100 interviews had been conducted in the ‘main sample’ surveys. Boost interviews were conducted to ensure at least 100 interviews among all subgroups of interest.

All interviews were conducted over a three week period between 29<sup>th</sup> April and 20<sup>th</sup> May 2022.

Due to the highly sensitive nature of some of the research topics (e.g. experiences of potentially harmful behaviour or content online), respondents were given the option to end the survey at two points. They were also forewarned of the sensitive nature of the research topic and asked to give their consent to participate, in line with MRS guidelines. A total of 157 respondents opted to end the survey due to the sensitivity of the content.

The questionnaire also included questions designed to obtain consent to be contacted for participation in further qualitative research into online habits, attitudes and behaviours, as well as experience of potential online harms. This data is managed and stored in line with GDPR commitments.

## Weighting

The data has been weighted to be representative of the UK internet user population on age within gender, and overall to the region and SEG profiles. This approach counteracted any effect that boost oversampling would have had on the final data.

Weighting profiles were created using a combination of Yonder online omnibus data and CATI omnibus data<sup>5</sup> to produce the most accurate profile of UK internet users.

## Sample representativeness

The following table shows both the initial unweighted sample and the final weighted sample profiles:

Demographic group	Unweighted counts	Unweighted %	Weighted counts	Weighted %
Male 13-17	221	3%	239	4%
Male 18-34	634	10%	938	14%
Male 35-54	1,104	17%	1,114	17%
Male 55+	1,325	20%	964	14%
Female 13-17	218	3%	225	3%
Female 18-34	1,101	17%	934	14%
Female 35-54	1,233	18%	1,139	17%
Female 55+	796	12%	1,074	16%

<sup>5</sup> Certain biases may exist on online panels given the nature of the methodology (e.g. panelists may be higher internet users). In order to mitigate any bias, Yonder conducted an offline CATI calibration exercise to obtain the most up-to-date and accurate data for time spent online per day, device usage, and VSP usage. Weighting profiles were then moderated using a combination of this offline exercise and data on the known proportion of each age group that use the internet, taken from the ONS.

Scotland	534	8%	554	8%
North East	260	4%	274	4%
North West	703	11%	727	11%
Yorkshire and the Humber	520	8%	540	8%
West Midlands	560	8%	567	9%
East Midlands	464	7%	480	7%
Wales	375	6%	320	5%
East of England	575	9%	594	9%
London	893	13%	907	14%
South East	895	13%	934	14%
South West	536	8%	574	9%
Northern Ireland	351	5%	194	3%
AB	2,025	30%	1,820	27%
C1	1,919	29%	1,973	30%
C2	1,237	19%	1,387	21%
DE	1,485	22%	1,487	22%

### Guide to statistical reliability

The variation between the sample results and the “true” values (the findings that would have been obtained if everyone had been interviewed) can be predicted from the sample sizes on which the results are based, and on the number of times that a particular answer is given. The confidence with which we can make this prediction is calculated at the 99% that is, the chances are 99 in 100 that the “true” values will fall within a specified range. However, as the sample is weighted, we need to use the effective sample size (ESS) rather than actual sample size to judge the accuracy of results.

The following table compares ESS and actual samples for some of the main groups within the main sample.

TOTAL	ACTUAL	ESS
	6,666	6,075
GENDER: Male	3,284	2,949
GENDER: Female	3,348	3,096
AGE: 13-17	442	411
AGE: 18-24	588	532
AGE: 25-34	1,168	1,064
AGE: 35-44	1,147	1,118
AGE: 45-54	1,195	1,171
AGE: 55-64	977	873

TOTAL	ACTUAL	ESS
		6,666
AGE: 65-74	777	725
AGE: 75+	372	278
SEG: AB	2,025	1,833
SEG: C1	1,919	1,760
SEG: C2	1,237	1,146
SEG: DE	1,485	1,366
ETHNICITY: White	5,714	5,203
ETHNICITY: Black	223	206

The table below illustrates the required ranges for different sample sizes and percentage results at the “99% confidence interval”.

**Approximate sampling tolerances applicable to percentages at or near these levels**

Effective sample size		10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
		±	±	±	±	±
<b>TOTAL</b>	6,075	1.0%	1.3%	1.5%	1.6%	1.7%
GENDER: Male	2,949	1.4%	1.9%	2.2%	2.3%	2.4%
GENDER: Female	3,096	1.4%	1.9%	2.1%	2.3%	2.3%
AGE: 13-17	411	3.8%	5.1%	5.8%	6.2%	6.4%
AGE: 18-24	532	3.4%	4.5%	5.1%	5.5%	5.6%
AGE: 25-34	1,064	2.4%	3.2%	3.6%	3.9%	3.9%
AGE: 35-44	1,118	2.3%	3.1%	3.5%	3.8%	3.9%
AGE: 45-54	1,171	2.3%	3.0%	3.4%	3.7%	3.8%
AGE: 55-64	873	2.6%	3.5%	4.0%	4.3%	4.4%
AGE: 65-74	725	2.9%	3.8%	4.4%	4.7%	4.8%
AGE: 75+	278	4.6%	6.2%	7.1%	7.6%	7.7%
SEG: AB	1,833	1.8%	2.4%	2.8%	2.9%	3.0%
SEG: C1	1,760	1.8%	2.5%	2.8%	3.0%	3.1%
SEG: C2	1,146	2.3%	3.0%	3.5%	3.7%	3.8%
SEG: DE	1,366	2.1%	2.8%	3.2%	3.4%	3.5%
ETHNICITY: White	5,203	1.1%	1.4%	1.6%	1.7%	1.8%
ETHNICITY: Black	206	5.4%	7.2%	8.2%	8.8%	9.0%

For example, if 30% or 70% of a sample of 6,075 gives a particular answer, the chances are 99 in 100 that the “true” value will fall within the range of +/- 1.5 percentage points from the sample results.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone has been interviewed). To test if the difference is a real one – i.e. if it is “statistically significant” – we again have to know the size of the samples, the percentages giving a certain answer and the degree of confidence chosen. If we assume “99% confidence interval”, the difference between two sample results must be greater than the values given in the table below to be significant.<sup>6</sup>

**Differences required for significant at or near these percentages**

Sample sizes being compared	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
	±	±	±	±	±
GENDER: Male v Female (2,949 v 3,096)	2.10%	2.70%	3.00%	3.30%	3.30%
AGE: Young (13-17) v Old (75+) (411 v 278)	7.00%	8.70%	9.60%	10.00%	10.00%
SEG: ABC1 v C2DE (3,579 v 2,505)	2.10%	2.70%	3.10%	3.30%	3.40%
ETHNICITY: Black v White (5,203 v 206)	6.80%	8.20%	8.90%	9.10%	9.20%

<sup>6</sup> It is important to note that these numbers are estimates. Further testing should be carried out on individual examples to understand whether differences are significant.

## Changes to the questionnaire between waves

Multiple additions and amendments were made to the questionnaire for wave 2 as improvements or revisions in line with shifting policy focus. A summary of changes has been included below<sup>7</sup>.

Section Label	Section Number	Question number	Changes made
Profiling and screening	1	D1	Changes to question wording and gender labels
		D7	Inclusion of new limiting/impacting condition: 'Difficulty with speech? e.g. due to stroke, stutter or stammer'
		D11	Removal of old household income question
		D11b	New household income question with updated brackets
		D13	New highest educational or professional qualification question
		C2	Changes to question wording and gender labels (for under 18s)
		C4	Inclusion of new limiting/impacting condition: 'Difficulty with speech? e.g. due to stroke, stutter or stammer' (for under 18s)
Attitudes	3	Q1	Inclusion of new sub-question on societal impact of the internet.  Removal of sub-question relating to websites/apps have responsibility to protect children versus it is the responsibility of parents/carers  Removal of sub-question of general benefits vs risks of going online
Online behaviour	4	Q2	Changes to minimum hours spent online
		Q3	Removal of two statements: being online gives space to pursue hobbies/interests and accessing goods/services is convenient for me
		Q4a.	New follow up question on website/app used most

<sup>7</sup> For reference, copies of both wave 1 and 2 questionnaires have been published alongside this report [PLACEHOLDER]

		Q4b.	New follow up question on activities taken on site/app used most
		Q4c.	New question on individual content being reported and/or taken down
Experience of potential harms	5	Q6	Removal of open question on experiences of potential harms in last four weeks
		Q6a.	New closed question capturing experiences of potential harms in last four weeks
		Q7	Removal of question measuring levels of concern across all potential harms
		Q8	Additional and removal of various harms from multicode list and change on filtering for code relating to promotion of gambling
		Q10	Removal of question, if harm happened to you personally or somebody else
		Q11	Removal of question, if content was shared/sent directly with you or came across it yourself
		Q14b	Removal of old question capturing level of offense/bother after experiencing harm
		Q14b	New question capturing level of offense/bother after experiencing harm, with amended scale
		Q15	Additional actions after experiencing potential included in multicode list
		Q19	Removal of question, the relationship to person who posted/shared content
		Q20	Removal of question, device first used when experienced harm
		Q21a	Additional question capturing functions on site/service when experienced harm
		Q29	Removal of question, follow up if experienced stalking/cyberstalking or intrusive behaviour
		Q30	Removal of question, follow up if experienced stalking/cyberstalking or intrusive behaviour
Q31	Removal of question, follow up if seen stalking/cyberstalking or intrusive behaviour		

		Q32a.	New question, follow up if received an unwanted sexual message
		Q32b.	New question, follow up if seen or experienced misinformation
		Q32c.	New question, follow up seen or experienced self-harm/suicide or negative body image

### NET definitions featured in the published tables

Certain subgroups within the sample were grouped together to aid analysis and are featured alongside this report in the published data tables. The definitions of these so-called NETs are in the table below.

Changes to some NET definitions were made between waves. Wherever present these have been noted in the 'Wave' column in the table below.

Category	NET	Wave	Definition
<b>Break Group 1: Demographics</b>			
Ethnicity	White	Waves 1 & 2	English/ Welsh/ Scottish/ Northern Irish/ British
			Irish
			Gypsy, Traveller or Irish Traveller
			Any other white background
	Mixed/ Multiple ethnic groups		White and Black Caribbean
			White and Black African
			White and Asian
			Any other mixed/ multiple ethnic background
	Asian and British Asian		Indian
			Pakistani
			Bangladeshi
			Chinese
			Any other Asian background
	Black and black British		Caribbean
African			
Any other black/ African/ Caribbean background			
Other ethnic group	Arab		
	Any other ethnic background		
Religion	Christian	Waves 1 & 2	Catholic
			Church of England / Scotland / Ireland
			Other Christian
	Other religions		Muslim
			Hindu
			Jewish

				Sikh
				Buddhist
				Other religion
		None	No religion	
Limiting/Impacting Conditions*  *NET name change in Wave 2	Any	Waves 1 & 2	Any reported limiting/impacting condition	
	Mental condition	Wave 1 only	Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	
			Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	
			Your mental health? Anxiety, depression, or trauma-related conditions, for example	
	Physical condition	Wave 1 only	Hearing? Poor hearing, partial hearing, or are deaf	
			Eyesight? Poor vision, colour blindness, partial sight, or are blind	
			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	
			Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	
			Breathing? Breathlessness or chest pains	
	Mental Health Condition	From wave 2	Your mental health? Anxiety, depression, or trauma-related conditions, for example	
None	Waves 1 & 2	Nothing – no impairments or conditions impact or limit your daily activities or the work you can do		
<b>Break Group 2: Internet Usage</b>				
Internet usage		Low usage	Wave 1 only	None
				Less than 5 hours

	High / Medium / Low	Low usage	From wave 2	None
		Medium usage	Waves 1 & 2	Less than 6 hours
		High usage	Waves 1 & 2	6 to 11 hours
Break Group 3: Attitudes				
Platform vs individual responsibility	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	Platform dependents	Waves 1 & 2	If score -5 to -2
		Neutral		If score -1 to 1
		Self- regulators		If score 2 to 5
Confidence in staying safe online	I feel confident in my ability to stay safe online vs. I do not feel confident in my ability to stay safe online	Safety assured	Waves 1 & 2	If score -5 to -2
		Neutrals		If score -1 to 1
		Safety self- doubters		If score 2 to 5
Parent vs platform responsibility	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	Platform dependents	Wave 1 only	If score -5 to -2
		Neutrals		If score -1 to 1
		Parental controllers		If score 2 to 5

Benefits vs risks of going online	The benefits of going online outweigh the risks vs. The risks of going online outweigh the benefits	Online optimists	Wave 1 only	If score -5 to -2
		Neutrals		If score -1 to 1
		Online pessimists		If score 2 to 5
Sufficiency of common sense to protect from exposure to potential harms	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	Common sense supporters	Waves 1 & 2	If score -5 to -2
		Neutrals		If score -1 to 1
		Disempowered defeatists		If score 2 to 5
Free speech vs content monitoring	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	Free speech advocates	Waves 1 & 2	If score -5 to -2
		Neutrals		If score -1 to 1
		Cautious protectors		If score 2 to 5

Support for more online safety measures	There are enough online safety measures in place vs there should be more online safety measures in place	Status quo supporters	Waves 1 & 2	If score -5 to -2
		Neutrals		If score -1 to 1
		Safety measure advocates		If score 2 to 5
Benefits vs risks of going online	For me personally, the benefits of going online outweigh the risks vs. For me personally, the risks of going online outweigh the benefits	Benefits outweigh risks	From wave 2	If score -5 to -2
		Neutral		If score -1 to 1
		Risks outweigh benefits		If score 2 to 5
Societal impact	The internet is good for society vs. the internet is damaging to society	Internet is good for society	From wave 2	If score -5 to -2
		Neutral		If score -1 to 1
		Internet is damaging to society		If score 2 to 5
<b>BREAK 4 - Experience of Harms</b>				
Type of potential harm experienced	Any Harm (wave 1 definition)	Waves 1 & 2	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	
		Waves 1 & 2	Sexual/ pornographic content inappropriate for the site/app	
		Waves 1 & 2	Content or language which objectifies, demeans or otherwise negatively portrays women	

		Waves 1 & 2	Content depicting the sexual abuse or exploitation of children [DO NOT SHOW TO UNDER 18]
		Waves 1 & 2	Content encouraging extremism, radicalisation or terrorism
		Waves 1 & 2	Content depicting violence
		Waves 1 & 2	Sale or advertisement of illegal goods
		Wave 1 only	Content encouraging gambling, e.g. sports betting, or casino-style games [DO NOT SHOW TO UNDER 18]
		Waves 1 & 2	Misinformation i.e. false or misleading stories, claims or assertions
		Waves 1 & 2	Content relating to self-harm or suicide
		Waves 1 & 2	Content relating to negative body image, excessive or unhealthy dieting/exercise and/or eating disorders
		Waves 1 & 2	Promotion of female genital mutilation (FGM) [DO NOT SHOW TO UNDER 18]
		Waves 1 & 2	Unwelcome friend or follow requests, or messages
		Waves 1 & 2	Stalking, cyberstalking or intrusive behaviour
		Waves 1 & 2	People pretending to be another person, e.g. 'catfishing'
		Waves 1 & 2	Bullying, abusive behaviour or threats
		Waves 1 & 2	Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
		Waves 1 & 2	Pressure to send photos or personal information to someone
		Waves 1 & 2	People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing'
		Waves 1 & 2	Fake or deceptive images/videos, e.g. 'deep fakes'
		Waves 1 & 2	Collection or use of my data without my knowledge or permission
		Waves 1 & 2	Scams, fraud, or phishing
		Waves 1 & 2	Private/intimate information made public, e.g. 'doxxing'
		Waves 1 & 2	Sharing of intimate images without consent
		Waves 1 & 2	Intentional harassment during gaming, e.g. 'griefing'
		Waves 1 & 2	Private conversations shared without consent

		Waves 1 & 2	Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
		Waves 1 & 2	Unintentionally spending money on in-app purchases or gifts
		Waves 1 & 2	Group shaming, boycotting, or excluding someone based on their views, opinions on actions, including online 'pile-ons'
		Waves 1 & 2	Paid-for or sponsored content which was not clearly marked as such, e.g. 'astroturfing'
		Waves 1 & 2	Content which impacted negatively on my self-esteem
		Waves 1 & 2	Content depicting animal cruelty
		Waves 1 & 2	Generally offensive or 'bad' language, e.g. swearing, rudeness
		Waves 1 & 2	Unwanted sexual messages
		From wave 2	Content depicting dangerous stunts [ONLY SHOW TO UNDER 18]
		From wave 2	Content which advertises alcohol or cigarettes [ONLY SHOW TO UNDER 18]
	Contact harm	Waves 1 & 2	Unwelcome friend or follow requests, or messages
		Waves 1 & 2	Stalking, cyberstalking or intrusive behaviour
		Waves 1 & 2	People pretending to be another person, e.g. 'catfishing'
		Waves 1 & 2	Bullying, abusive behaviour or threats
		Waves 1 & 2	Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
		Waves 1 & 2	Pressure to send photos or personal information to someone
		Waves 1 & 2	People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing'
		Waves 1 & 2	Private/intimate information made public, e.g. 'doxxing'
		Waves 1 & 2	Sharing of intimate images without consent
		Waves 1 & 2	Intentional harassment during gaming, e.g. 'griefing'
		Waves 1 & 2	Private conversations shared without consent

	Waves 1 & 2	Group shaming, boycotting, or excluding someone based on their views, opinions on actions, including online 'pile-ons'
	Waves 1 & 2	Generally offensive or 'bad' language, e.g. swearing, rudeness
	Waves 1 & 2	Unwanted sexual messages
	Waves 1 & 2	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
	Waves 1 & 2	Sexual/ pornographic content inappropriate for the site/app
	Waves 1 & 2	Content or language which objectifies, demeans or otherwise negatively portrays women
	Waves 1 & 2	Content depicting the sexual abuse or exploitation of children [DO NOT SHOW TO UNDER 18]
	Waves 1 & 2	Content encouraging extremism, radicalisation or terrorism
	Waves 1 & 2	Content depicting violence
	Wave 1 only	Content encouraging gambling, e.g. sports betting, or casino-style games [SHOW TO OVER 18 IN WAVE 1 / SHOW TO UNDER 18 IN WAVE 2]
	Waves 1 & 2	Misinformation i.e. false or misleading stories, claims or assertions
	Waves 1 & 2	Content relating to self-harm or suicide
	Waves 1 & 2	Content relating to negative body image, excessive or unhealthy dieting/exercise and/or eating disorders
	Waves 1 & 2	Promotion of female genital mutilation (FGM) [DO NOT SHOW TO UNDER 18]
	Waves 1 & 2	Fake or deceptive images/videos, e.g. 'deep fakes'
	Waves 1 & 2	Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
	Waves 1 & 2	Content which impacted negatively on my self-esteem
	Waves 1 & 2	Content depicting animal cruelty
	From wave 2	Content depicting dangerous stunts [ONLY SHOW TO UNDER 18]
	From wave 2	Content which advertises alcohol or cigarettes [ONLY SHOW TO UNDER 18]

	Commercial harm	Waves 1 & 2	Sale or advertisement of illegal goods
		Waves 1 & 2	Collection or use of my data without my knowledge or permission
		Waves 1 & 2	Scams, fraud, or phishing
		Waves 1 & 2	Unintentionally spending money on in-app purchases or gifts
		Waves 1 & 2	Paid-for or sponsored content which was not clearly marked as such, e.g. 'astroturfing'
<b>Q15 - Action taken</b>			
Action taken after experiencing potential harm	Any Action	Waves 1 & 2	Clicked the report/flag button, or marked as junk
		Waves 1 & 2	Reposted/forwarded the content to highlight that it was wrong/misleading/harmful
		Waves 1 & 2	Contacted others in the community to make them aware of the issue
		Waves 1 & 2	Complained to the website/app, social media site or email sender
		Waves 1 & 2	Informed the police
		Waves 1 & 2	Informed Ofcom
		Waves 1 & 2	Informed a support service
		Waves 1 & 2	Contacted the account/user responsible for the issue
		Waves 1 & 2	Closed my account/left the service
		Waves 1 & 2	Unfollowed/unfriended/blocked/muted the person who posted it/ deleted the email
		Waves 1 & 2	Told a friend or family member
		Waves 1 & 2	I use the platform less
		Waves 1 & 2	I have stopped using the platform
		Waves 1 & 2	I have stopped commenting, liking or posting
		Waves 1 & 2	I stopped what I was doing/closed down the app or website
		From wave 2	Changed my settings to change the type of content I see
From wave 2	Changed my settings to change who can see my profile		
From wave 2	I flagged/reported content I am not interested in seeing		

		Waves 1 & 2	Something else (informed your internet service provider, informed another regulator, contacted the press, informed the Information Commissioner's Office (ICO))
	Reported or flagged content	Waves 1 & 2	Clicked the report/flag button, or marked as junk
		Wave 1 only	Reposted/forwarded the content to highlight that it was wrong/misleading/harmful
		Waves 1 & 2	Contacted others in the community to make them aware of the issue
		Waves 1 & 2	Complained to the website/app, social media site or email sender
		Waves 1 & 2	Informed the police
		Waves 1 & 2	Informed Ofcom
		Waves 1 & 2	Informed a support service
		Waves 1 & 2	Contacted the account/user responsible for the issue
		From wave 2	I flagged/reported content I am not interested in seeing
		Waves 1 & 2	Something else (informed your internet service provider, informed another regulator, contacted the press, informed the Information Commissioner's Office (ICO))
		Disengaged or changed engagement behaviour	Waves 1 & 2
	Waves 1 & 2		I have stopped using the platform
	Waves 1 & 2		I have stopped commenting, liking or posting
	Waves 1 & 2		I stopped what I was doing/closed down the app or website
	From wave 2		Closed my account/left the service