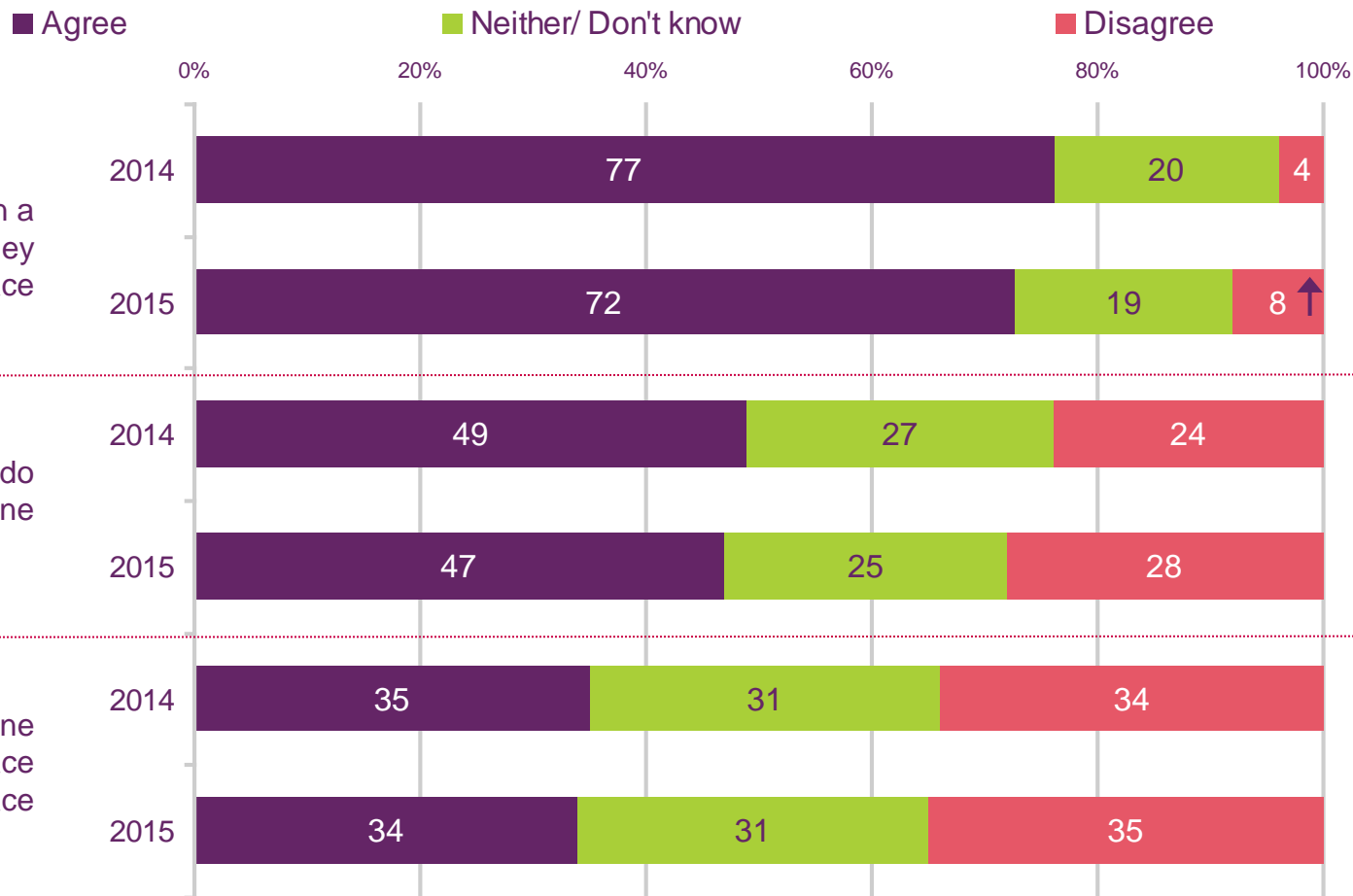


Children's Media Use and Attitudes Report 2015

Section 7 – Children's attitudes and concerns

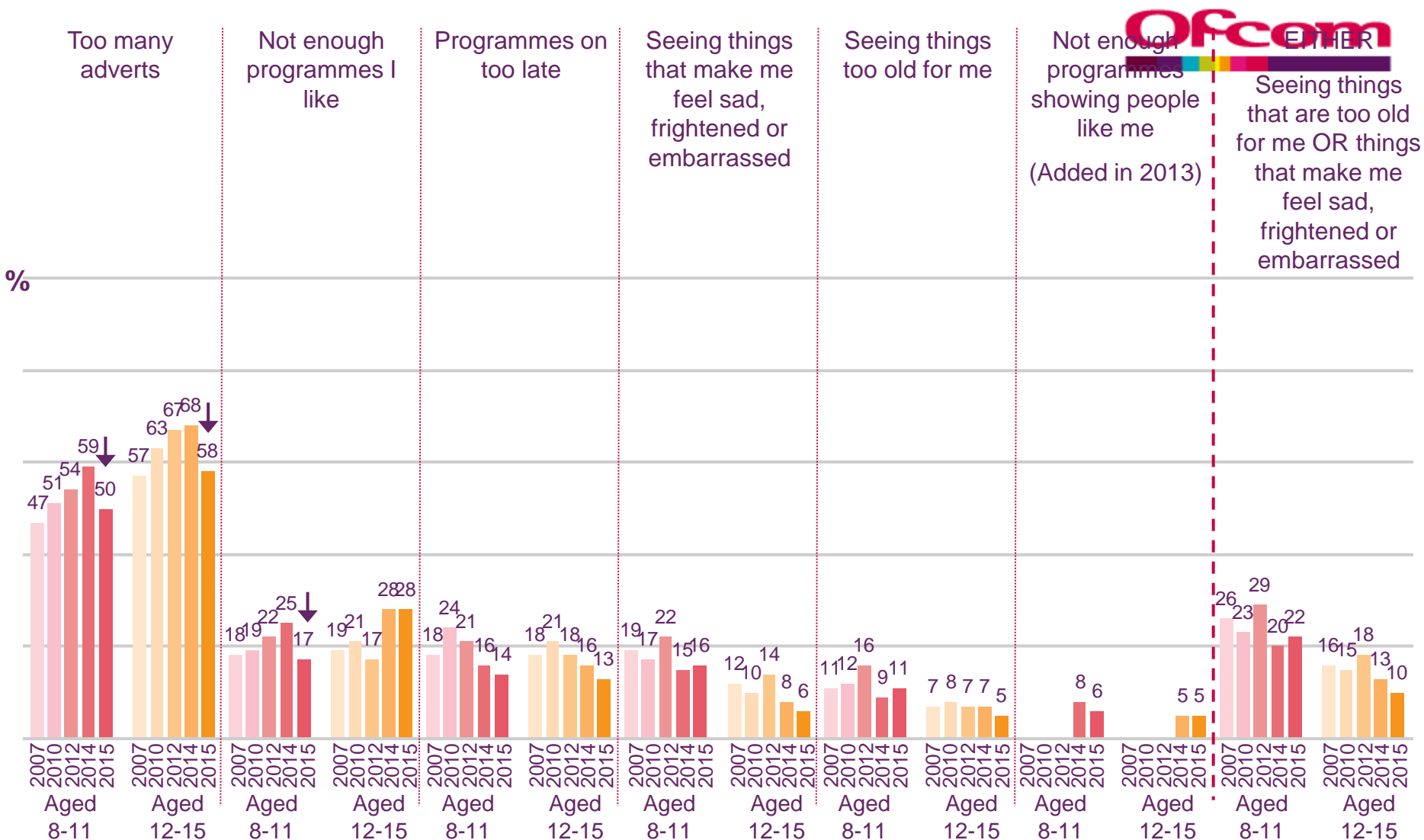
Figure 68: Agreement with attitudinal statements about the internet among 12-15s: 2014 and 2015



QC35A-C— I'm going to read out some questions about going online, for each one please say which of the options on the card applies to you (prompted responses, single coded)

Base: Children aged 12-15 who go online at home or elsewhere (475 aged 12-15 in 2015).

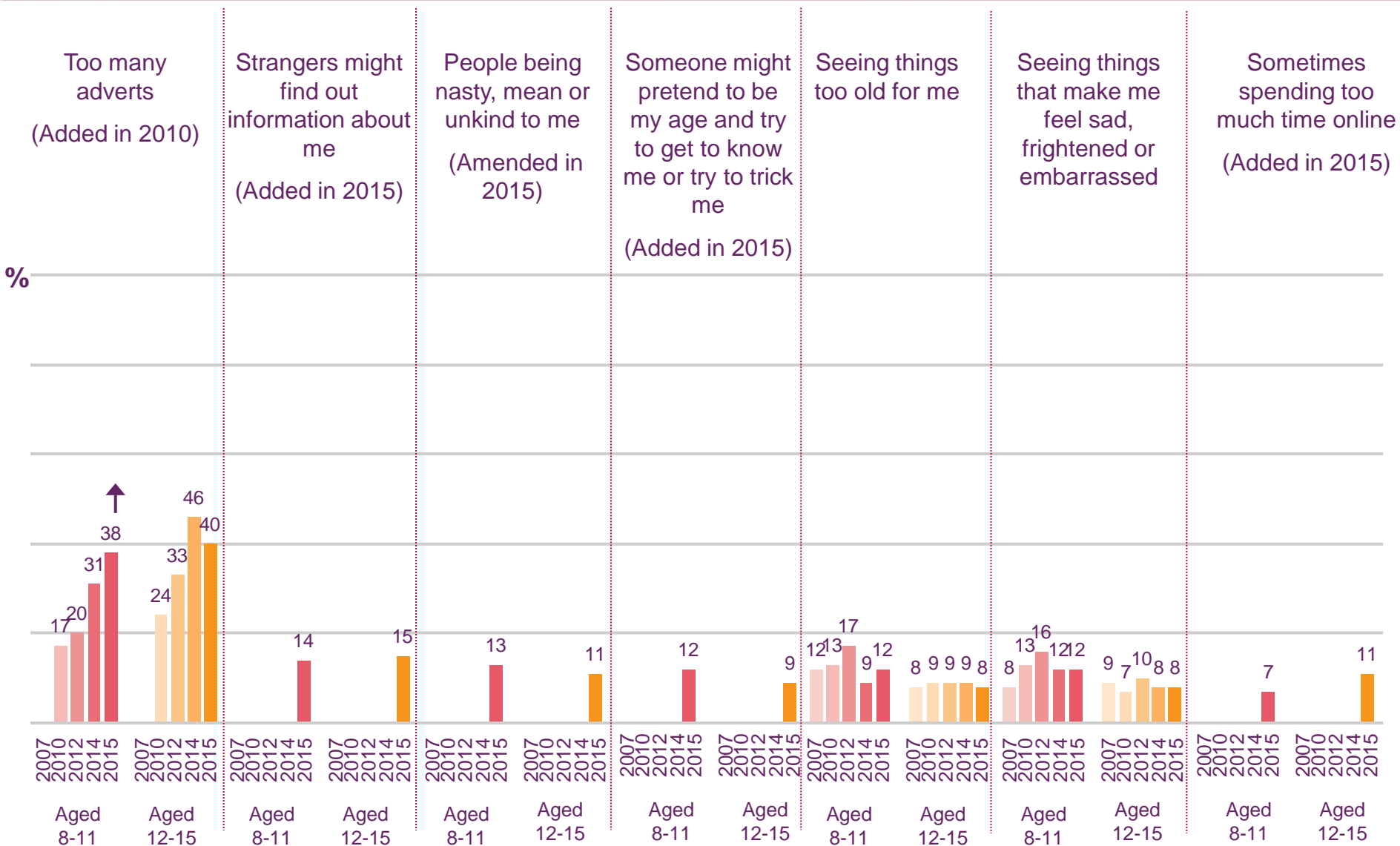
Figure 69: Children's dislikes about television watched at home (2007,2010,2012) or elsewhere (2014,2015), by age



QC4 – Which of these things if any, are things you don't like about TV? (prompted responses multi-coded)

Base: Children aged 8-15 who watch TV at home or elsewhere (485 aged 8-11, 481 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

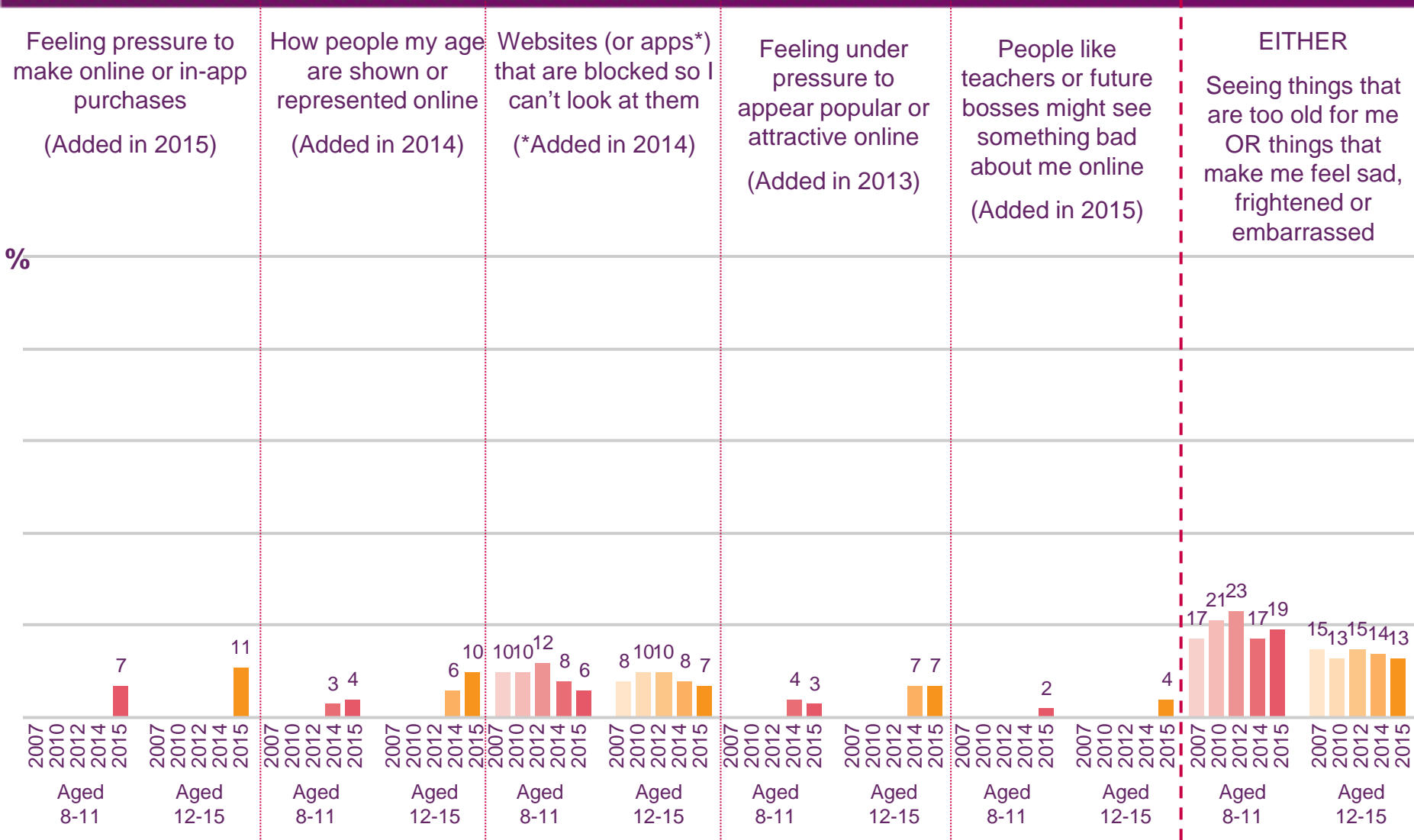
Figure 70a: Children's dislikes about the internet among those who go online at home (2007,2010,2012) or elsewhere (2014,2015), by age



QC16 – Which of these things if any, are things you don't like about being online?

Base: Children aged 8-15 who use the internet at home or elsewhere (441 aged 8-11, 475 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

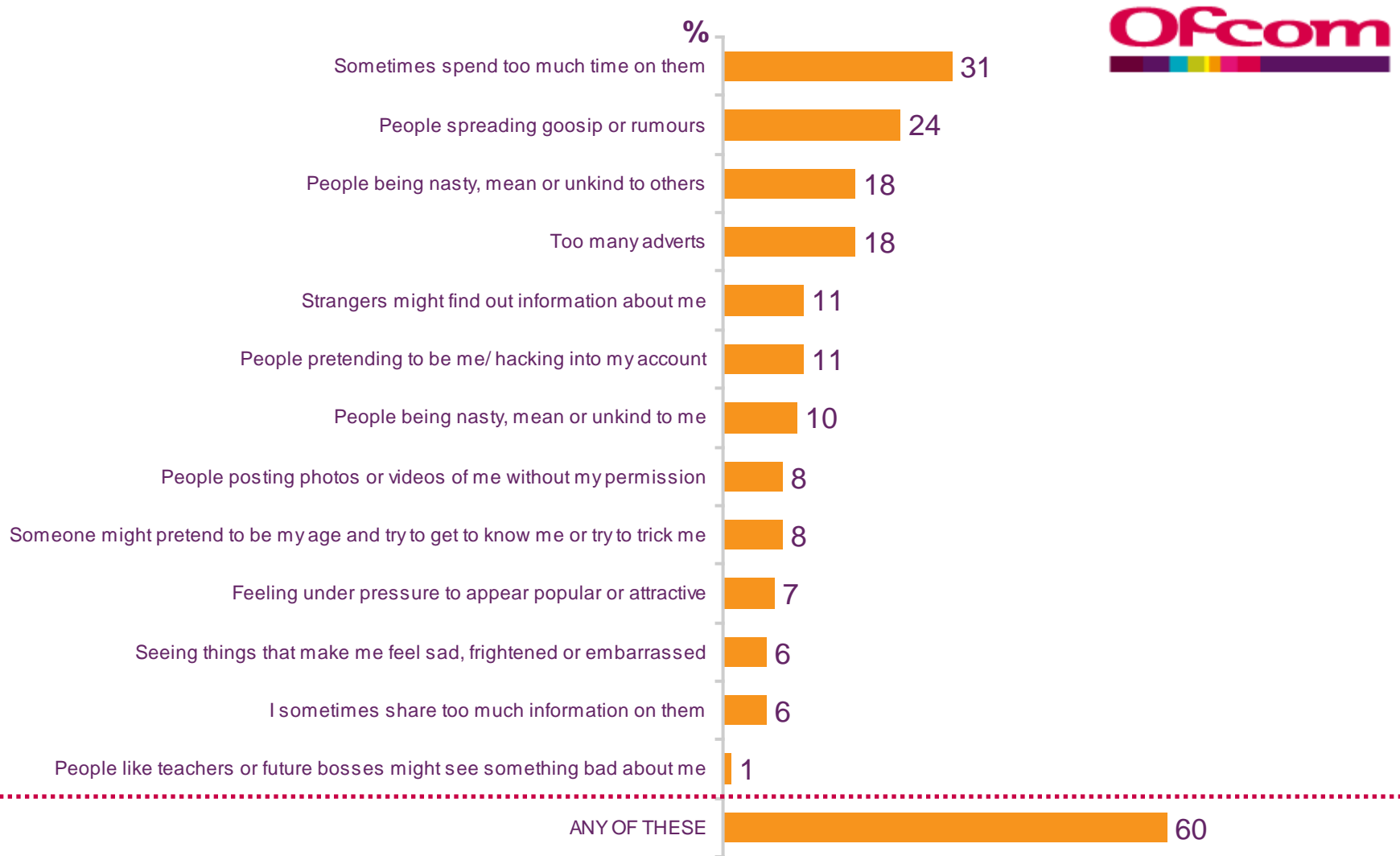
Figure 70b: Children's dislikes about the internet among those who go online at home (2007,2010,2012) or elsewhere (2014,2015), by age



QC16 – Which of these things if any, are things you don't like about being online?

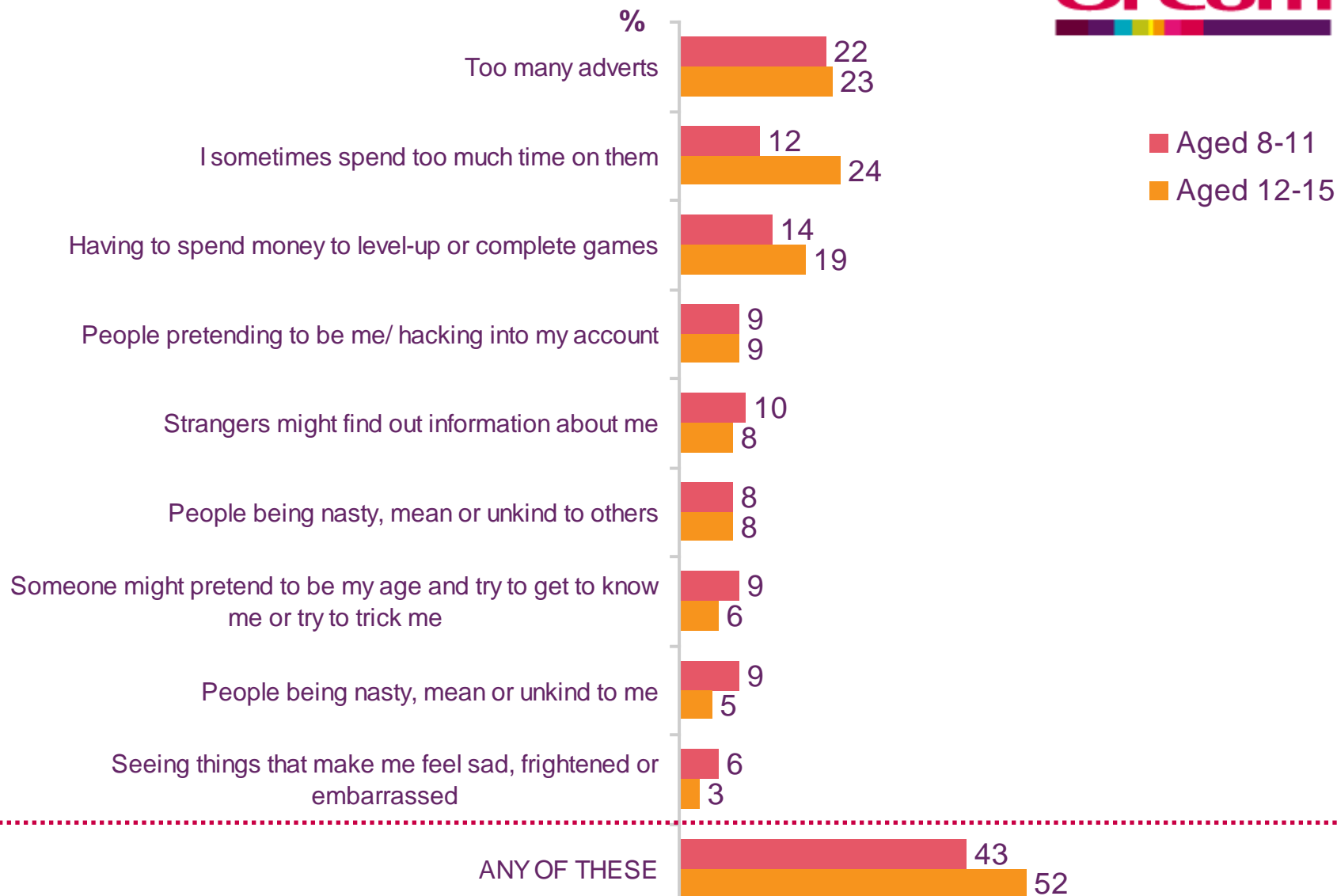
Base: Children aged 8-15 who use the internet at home or elsewhere (441 aged 8-11, 475 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015

Figure 71: Dislikes about social media sites or apps, among 12-15s: 2015



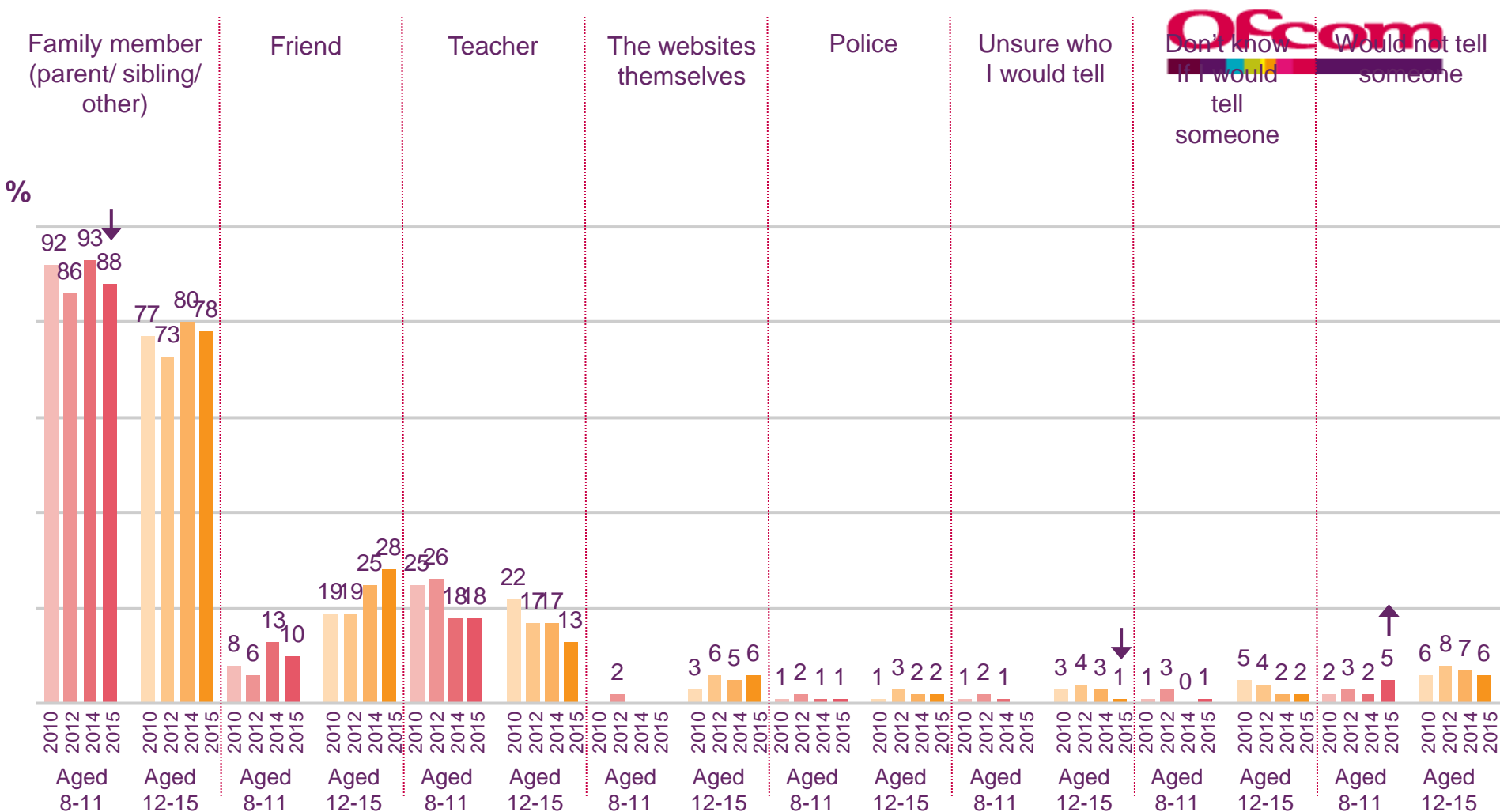
QC22– Which of these things, if any, are things that you don't like about social media sites or apps? (Prompted responses, multi-coded)
Base: Children aged 12-15 who go online at home or elsewhere and have a social media site account (345 aged 12-15 in 2015)

Figure 72: Dislikes about gaming, among 8-15s: 2015



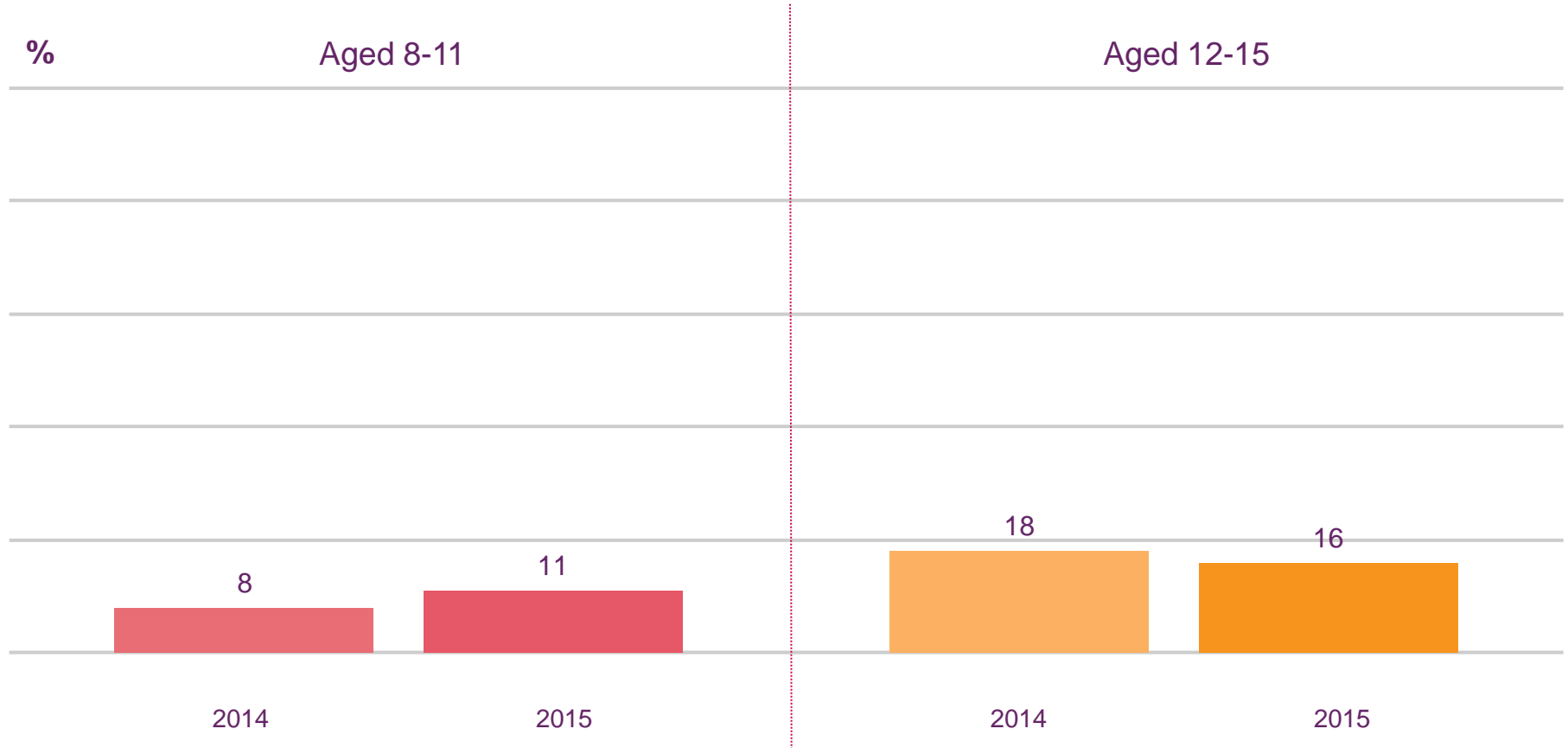
QC45– Which of these things, if any, are things that you don't like about playing games? (Prompted responses, multi-coded)
 Base: Children aged 8-15 who play games at home or elsewhere (411 aged 8-11, 385 aged 12-15 in 2015)

Figure 73: Reporting online content considered by the child to be worrying, nasty or offensive, by age: 2010,2012,2014,2015



QC28 – If you saw something online that you found worrying, nasty or offensive in some way that you didn't like, would you let someone know about it?
 IF YES – Who would you tell? (Shows spontaneous responses from > 1% of all internet users aged 8-15) (spontaneous responses, multi-coded)
 Base: Children aged 8-15 who use the internet at home or elsewhere (441 aged 8-11, 475 aged 12-15 in 2015) . Significance testing shows any difference between 2014 and 2015

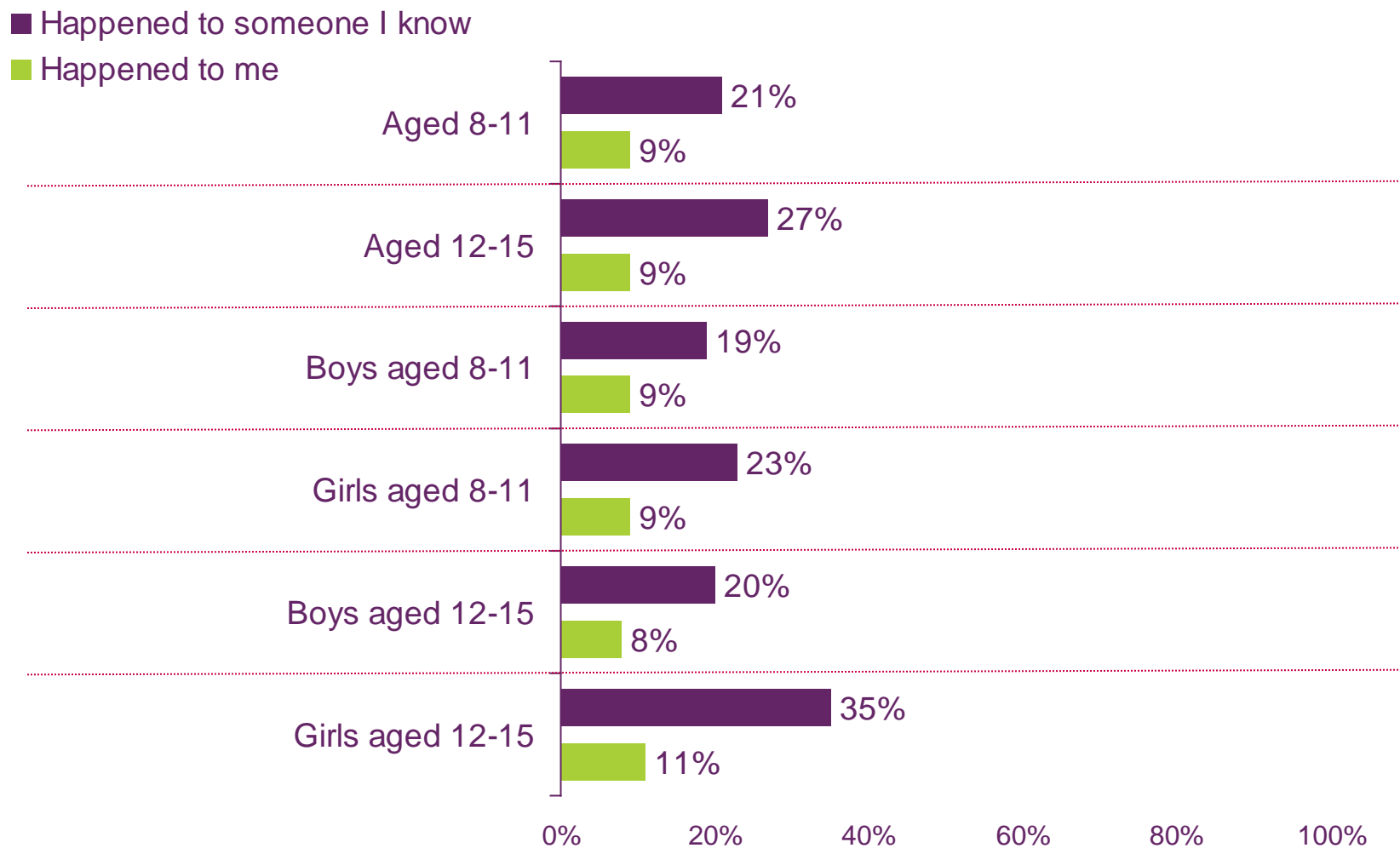
Figure 74: Child's claimed experience of having seen any online content in the past year that was considered worrying, nasty or offensive, by age: 2014 and 2015



QC29 – And in the last year, have you seen anything online that you found worrying, nasty or offensive in some way, that you didn't like? (Prompted responses, single coded)

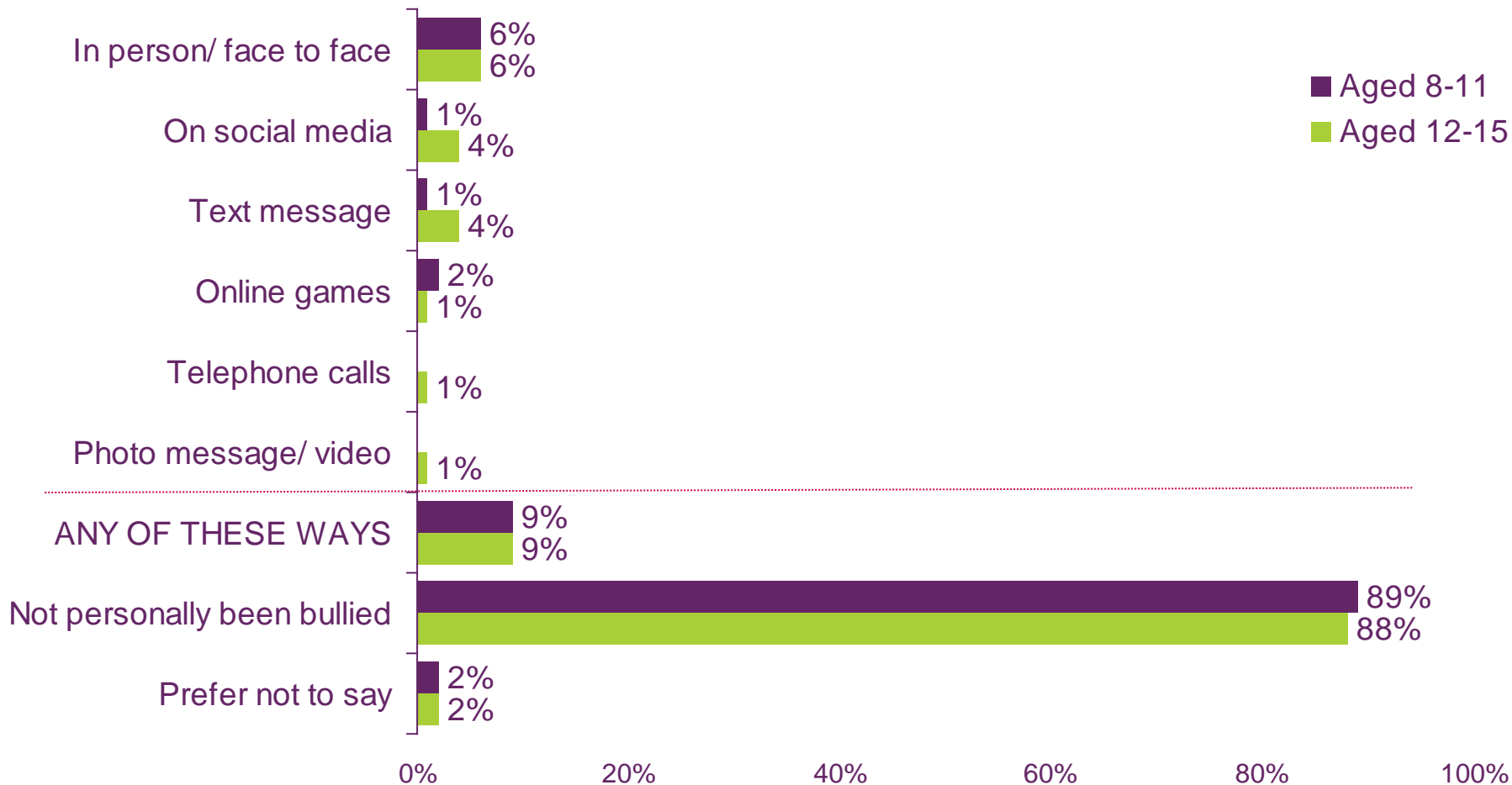
Base: Children aged 8-15 who go online at home or elsewhere (441 aged 8-11, 475 aged 12-15). Significance testing shows any change between 2014 and 2015

Figure 75: Experience of being bullied, by age and gender: 2015



QC53/ QC54– (DESCRIPTION OF BULLYING READ OUT TO CHILD) In the last year, do you know of anyone who has been bullied by someone being nasty or hurtful to them in any of these ways?/ In the last year, do you feel you have been bullied by someone being nasty or hurtful to you in any of these ways? (Prompted responses, single coded)
 Base: Children aged 8-15 (492 aged 8-11, 488 aged 12-15)

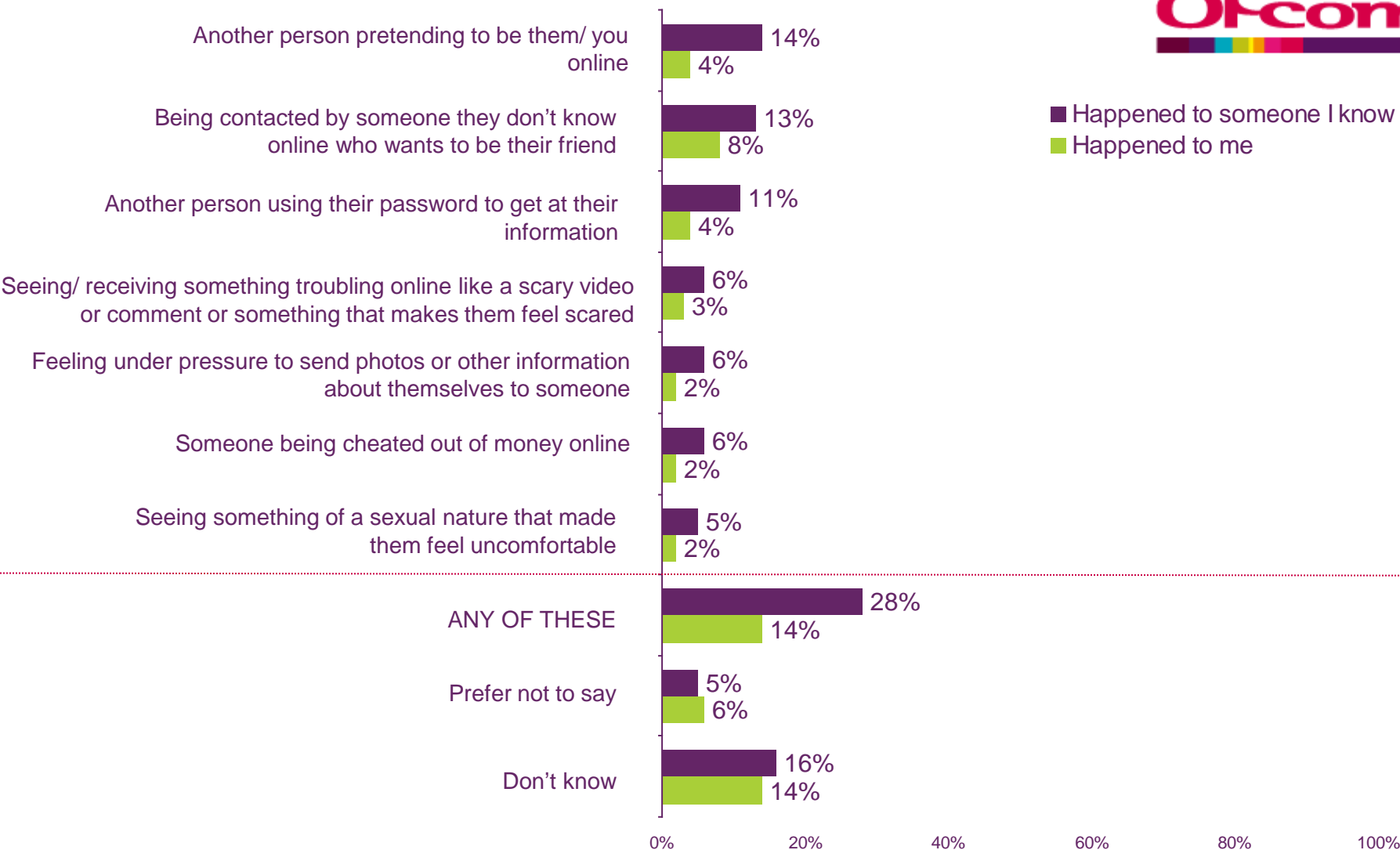
Figure 76: Type of bullying experienced, by age: 2015



QC57 Did the bullying that you experienced happen in any of the following ways? (Prompted responses, multi coded)

Base: Children aged 8-15 (492 aged 8-11, 488 aged 12-15)

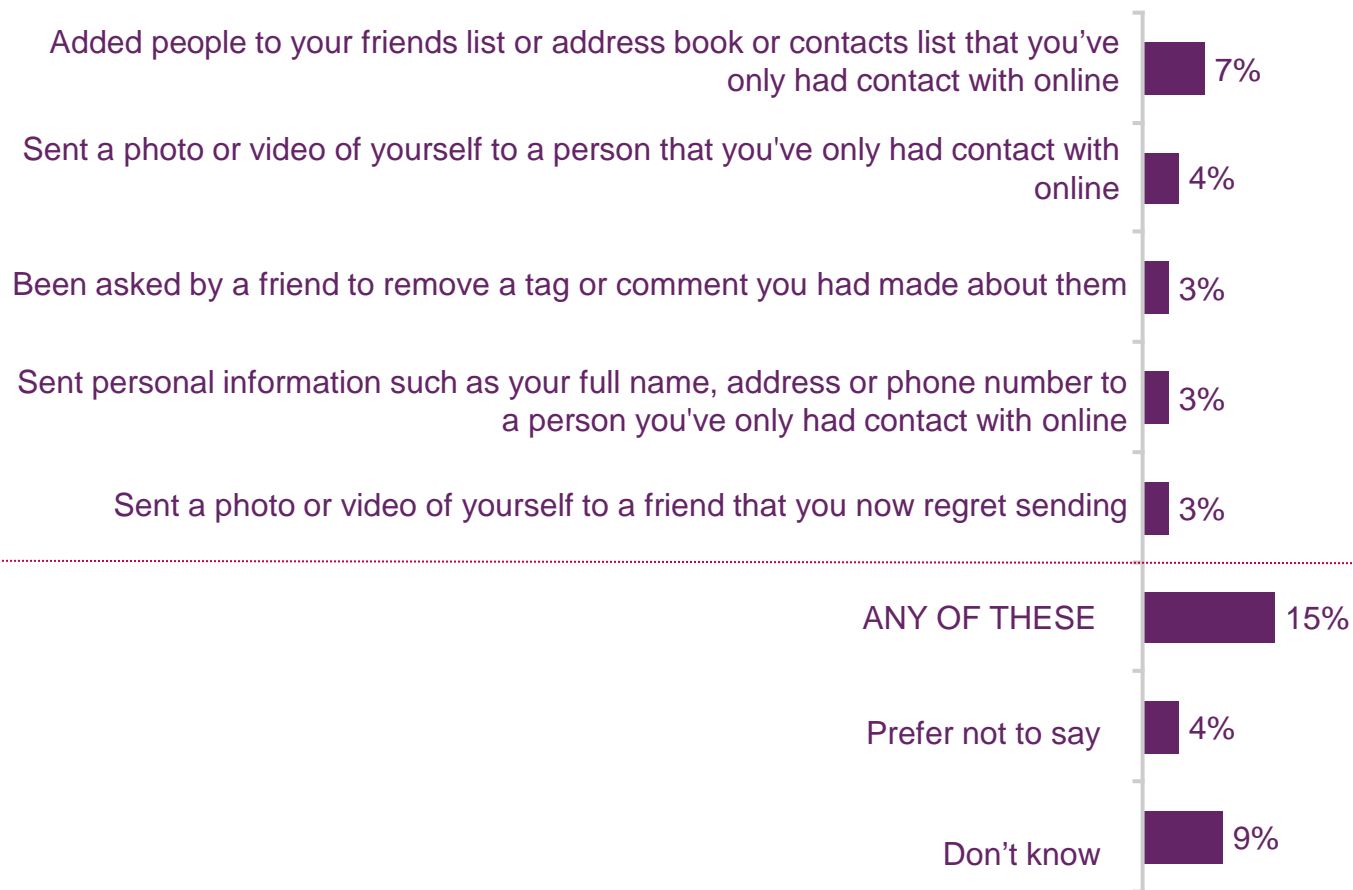
Figure 77: Experience of negative types of online/ mobile phone activity among children aged 12-15: 2015



QC58/ QC59 – Please take a look at the list of things shown on this card and think about whether you know anyone who has experienced any of these things in the last year, either online or on a mobile phone/ Again, please just read out the letters from the card if you yourself have experienced any of these things in the last year. (Prompted responses, multi coded).

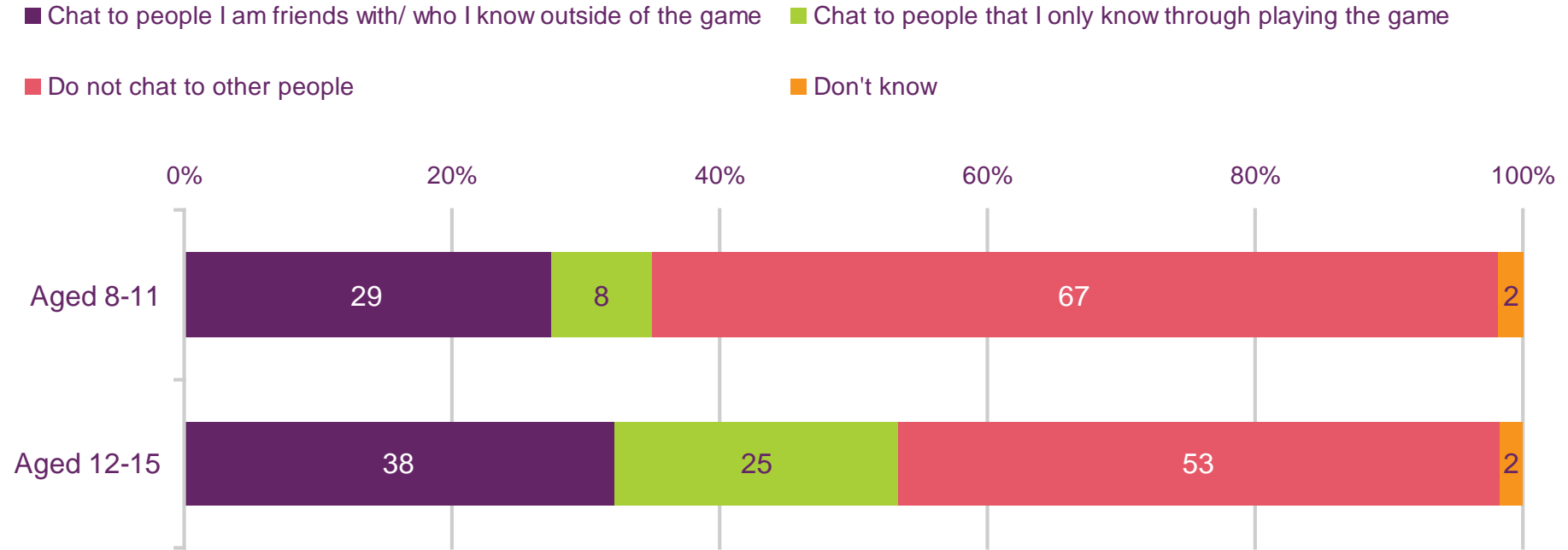
Base: All children aged 12-15 (488 aged 12-15 in 2015)

Figure 78: Potentially risky online behaviour among children aged 12-15: 2015



QC60 – Please take a look at the list of things shown on this card and think about whether you have done any of these things in the last year. If there is something on the list that you have done in the last year then please just read out the numbers from the card. (Prompted responses, multi coded)
Base: Children aged 12-15 who go online at home or elsewhere (475)

Figure 79: Use of chat features when playing games online: 2015



QC40/ 41– When you play games online do you ever chat via the game to other people who are playing? This could be through sending text based messages within the game such as instant messaging or through voice chat if you play using a headset or other device?/ And which of these following options apply about who you chat to through these games? (prompted responses, multi coded)

Base: Children aged 8-15 who ever play games online (249 aged 8-11, 288 aged 12-15).

Figure 80a: Experience of 'safe' and 'risky' online measures among children aged 12-15: 2014 and 2015

SAFE MEASURES



Block messages from someone you don't want to hear from

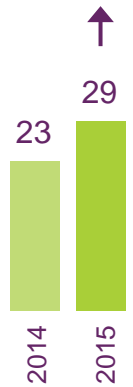
Change the settings so fewer people can view your social media profile

Block junk email or spam

Block pop-up adverts

Report something online that you found upsetting

%



Know how

Have done

Know how

Have done

Know how

Have done

Know how

Have done

Know how

Have done

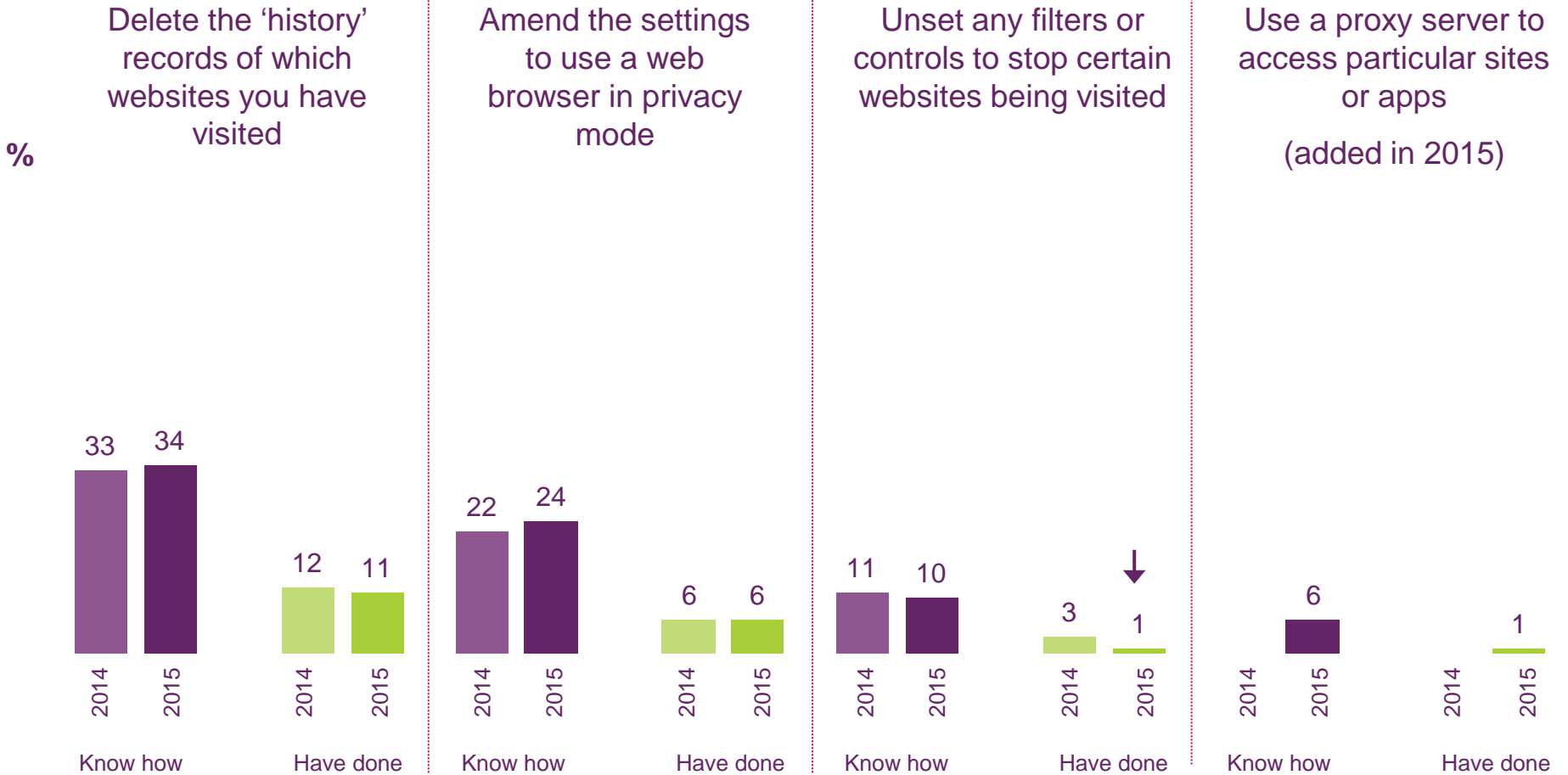
QC61/ 62 – Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this./ And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you personally have done this in the last year. (Prompted responses, multi coded)

Base: Children aged 12-15 who use the internet at home or elsewhere (475 aged 12-15 in 2015) – Significance testing shows any difference between 2014 and 2015

Figure 80b: Experience of 'safe' and 'risky' online measures among children aged 12-15: 2014 and 2015



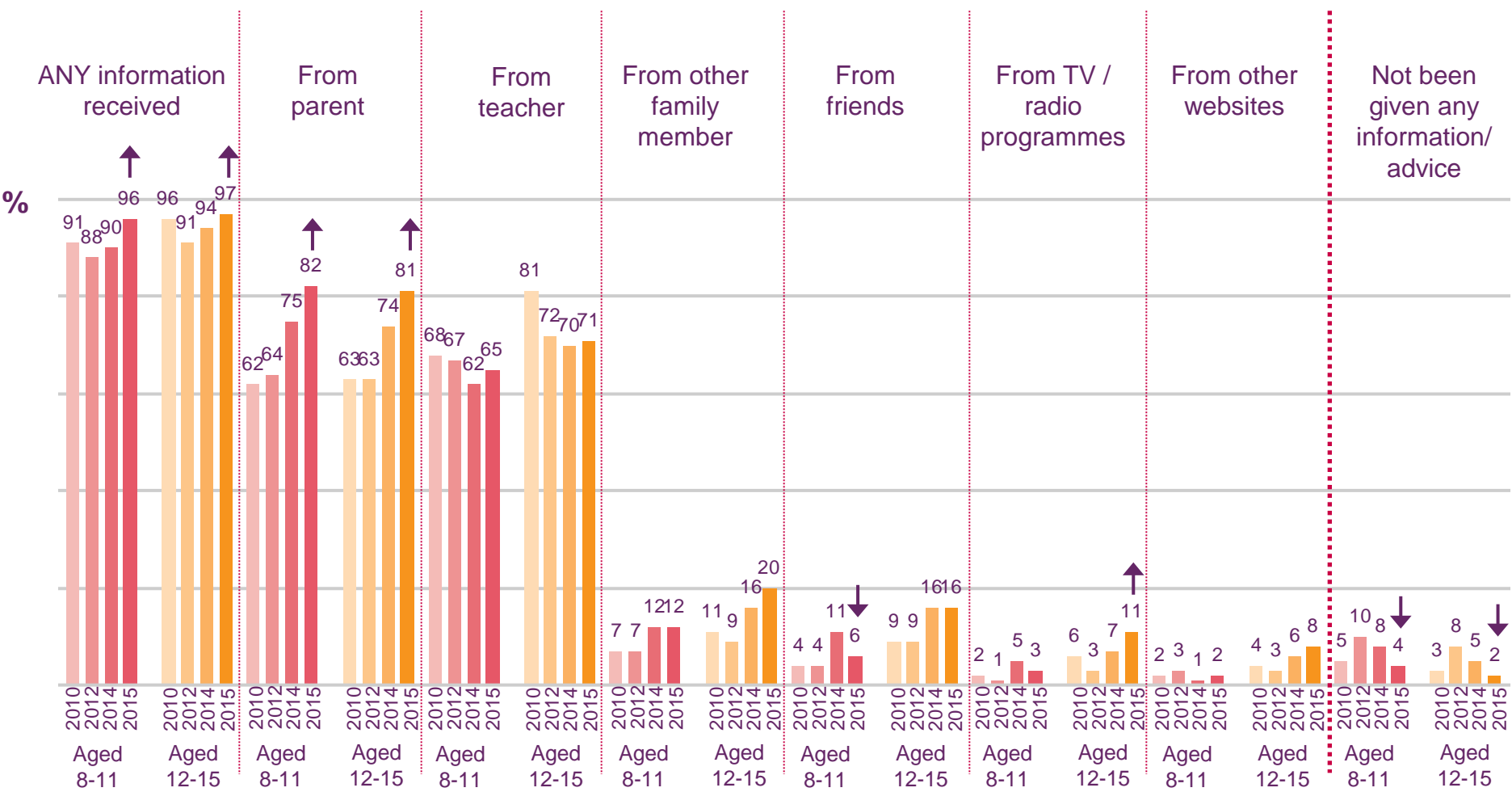
RISKY MEASURES



QC61/ 62 – Please take a look at the list of things shown on this card and think about whether you know how to do any of these things online. Please read out the letters on the card if you know how to do this./ And are there any things on this list that you personally have done online in the last year? Please read out the letters on the card if you personally have done this in the last year. (Prompted responses, multi coded)

Base: Children aged 12-15 who use the internet at home or elsewhere (475 aged 12-15 in 2015) – Significance testing shows any difference between 2014 and 2015

Figure 81: Children stating they have been given any information or advice about online risks among those who go online at home (2010, 2012) or elsewhere (2014, 2015), by age



QC30 – Have you ever been given any information or advice about the risks of being online (2015)/ risks while you are online (2014)/ how to stay safe when you are online (2010-2012)? (spontaneous responses, multi-coded)
 Base: Children aged 8-15 who use the internet at home or elsewhere (441 aged 8-11, 475 aged 12-15 in 2015). Significance testing shows any difference between 2014 and 2015.