Survey: Online platform terms & conditions (T&Cs) and content controls
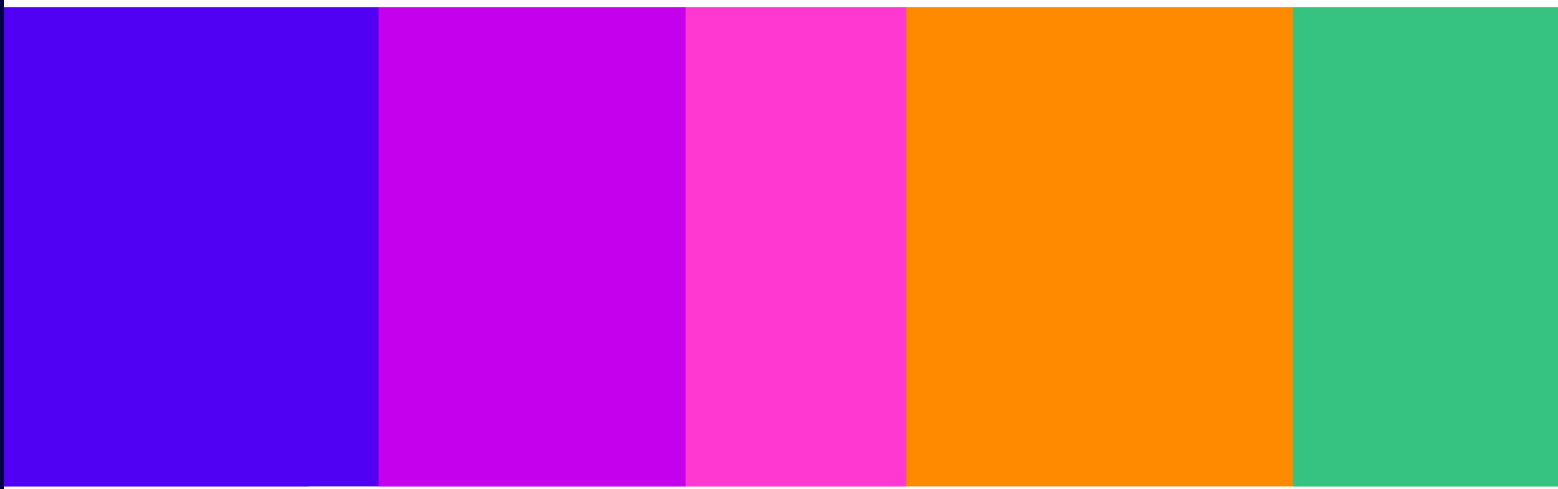
Technical report

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Introduction

Preface

The Online Platform Terms & Conditions (T&Cs) and Content Controls survey was undertaken by YouGov on behalf of Ofcom. This report refers to the project completed in October 2023.

The core objective of this study was to understand consumer views and usage of T&Cs and Content Controls across social media and video sharing platforms. Specifically, Ofcom looked to understand the following:

- What's the awareness of T&Cs role in user compliance with social media rules?
- What's the perceptions of/attitudes towards terms and conditions both as a compliance tool and as a source of information about what is/is not allowed on the platform?
- What are the drivers/barriers to users actively familiarising themselves with platform rules?
- What's the awareness of content controls that enable users to limit exposure to legal but harmful content. What's the perception of/attitudes to content controls related to content settings?
- What are the prevalence rates of different self-reported barriers to engagement?
- What can help users to align choices with their preferences?
- What can help users improve their understanding of content controls?

Summary of approach

YouGov is a professional research and consulting organisation, focused on collecting high quality, in-depth data for market research and has extensive experience of youth, the television and radio broadcasting sectors as well as on-demand services policy research.

This research was conducted with a nationally representative sample (aged 16+) of social media/video sharing platforms users.

All research was carried out online, with respondents recruited from YouGov's online panel, containing around 2,668,204 panellists from all over the UK.

Significance testing and data redaction

Data tables were run using Quantipy. Significance testing (using t-tests) has been applied at 95% for the purposes of analysis but is not carried out on any data with a base size lower than 30 (indicated by a double asterisk).

Lower bases (under 100) are indicated by a single asterisk, while low base sizes (between 10-49) are italicised. All data with a base size of below 10 has been redacted from the data tables.

Sampling

Sample design

The sample was drawn from the YouGov online panel comprising around 2.7M adults across the UK. YouGov maintains engagement with communities of panellists who have specifically opted in to participate in online research activities and provide demographic details. As a result, the panel provides access to a responsive audience, who have already provided information on important demographic, attitudinal, and lifestyle attributes. Members of the panel consent to completing surveys for YouGov in return for a modest financial incentive.

The sample was designed to be representative of UK users aged 16+ who have ever used social media/video sharing platforms.

Most demographic information (age, gender, social grade, ethnicity, household income, working status, region) was information declared and collected by YouGov from its panellists as part of the initial signing up process. This information is updated regularly by panellists (every 6 months).

Due to the high incidence of social media/video sharing platform users, YouGov carried out a nationally representative sample and allowed social media/video sharing platform users to fall out naturally from this, resulting in a representative sample of users based on the demographic groups used for the quotas. Users of social media/video sharing platforms were defined as those selecting one or more of codes 1-8 at the below question within the questionnaire:

[Platforms_used] {multiple order=randomize} Which, if any, of the following social media/ video sharing platforms have you ever used?

<1> YouTube

<2> Instagram

<3> TikTok

<4> Facebook

<5> Snapchat

<6> Twitch

<7> Vimeo

<8> Fruitlab

<99 fixed xor> None of these [SCREEN OUT]

<98 fixed xor> Don't know [SCREEN OUT]

YouGov carried out the following standard checks during and post-fieldwork:

- A manual check post-fieldwork to remove anyone who responded in an unreasonable or suspicious way.
- Open end checks to ensure respondents answered thoughtfully and were not spamming answers or bots.
- Ongoing panel quality monitoring and removal of respondents identified as straight-liners from the YouGov Panel.

- Respondents who answered the survey in approximately less than 25% of the median completion time were removed from the data.

Quotas

Interview quotas were applied so that the final sample was representative of UK social media/video sharing platform users by age, gender, region, education level and socio-economic group (SEG).

Targets for quotas were derived from YouGov based on data from the Office of National Statistics (ONS).

Quotas were set using the following variables:

- Age (16-24, 25-39, 40-49, 50-65, Over 65)[1]
- Gender[1]
- Region[1]
- Socio-economic group (SEG)[2]
- Education level[3]

Fieldwork and Weighting

All interviews were conducted online between 3rd – 11th October 2023 using the YouGov bespoke online survey platform and panel.

YouGov interviewed a sample of 2,149 UK respondents aged 16+ who were users of social media/video sharing platforms.

The data was weighted to be representative of the UK internet user population on age and education level within gender, and overall, to the region and SEG profiles.

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

Demographic group	Unweighted counts	Unweighted %	Weighted counts	Weighted %
Male	1021	48	1034	48
Female	1128	52	1118	52
16-24	342	16	301	14
25-34	313	15	329	15
35-44	382	18	396	18
45-54	320	15	339	16
55-64	317	15	345	16
65+	475	22	442	21

[1] Based on ONS population estimates
[2] Based on the National Readership Survey
[3] Based on the Annual Population Survey

Demographic group	Unweighted counts	Unweighted %	Weighted counts	Weighted %
North East	86	4	87	4
North West	234	11	228	11
Yorkshire and the Humber	184	9	181	8
East Midlands	175	8	176	8
West Midlands	174	8	175	8
East of England	203	9	205	10
London	279	13	279	13
South East	281	13	280	13
South West	197	9	197	9
Wales	98	5	99	5
Scotland	181	8	185	9
Northern Ireland	57	3	60	3
AB	628	29	601	28
C1	640	30	627	29
C2	389	18	453	21
DE	492	23	471	22

NET definitions featured in 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.

Question	Nets	Definition
Platform_freq	Net: Once a day+	Several times a day
		At least once a day
	Net: Once a week+	Several times a day
		At least once a day
		At least once a week

TOS_1	Net: Access and read T&Cs	1. I access the terms and conditions (T&Cs) and try to read them as thoroughly as possible before agreeing to them
		2. I access the terms and conditions (T&Cs) and scan them for the key points before agreeing to them
TOS_13	Net: Don't understand platform T&Cs	1. Don't understand platform T&Cs at all
		2
	Net: Understand platform T&Cs	4
		5. Fully understand platform T&Cs
TOS_22	Net: Confident	1. Very confident
		2. Fairly confident
	Net: Not confident	3. Not very confident
		4. Not confident at all
UC_1	Net: Aware of content controls	1. I regularly use content controls
		2. I occasionally use content controls
		3. I have used content controls only once
		4. I am aware of content controls but have not used them
	Net: Ever used content controls	1. I regularly use content controls
		2. I occasionally use content controls
		3. I have used content controls only once
UC_7	Net: Likely	1. Very likely
		2. Somewhat likely
	Net: Unlikely	3. Somewhat unlikely
		4. Very unlikely
UC_11	Net: Don't understand how content controls work	1. Very low understanding

		2
	Net: Understand how content controls work	4
		5. Very high understanding
UC_12	Net: Difficult	1. Very difficult
		2. Fairly difficult
	Net: Easy	4. Fairly easy
		5. Very easy
UC_16	Net: Confident	1. Very confident
		2. Fairly confident
	Net: Not confident	3. Not very confident
		4. Not confident at all
TOS_9	Net: Agree	1. Completely agree
		2. Somewhat agree
	Net: Disagree	3. Somewhat disagree
		4. Completely disagree

Questionnaire

#ASK ALL. MULTI CODE. ORDER=RANDOMIZE (EXCEPT FIXED).

[Platforms_used] {multiple order=randomize($rand8)} Which, if any, of the following social media/ video sharing platforms have you ever used?

<1> YouTube

<2> Instagram

<3> TikTok

<4> Facebook

<5> Snapchat

<6> Twitch

<7> Vimeo

<8> Fruitlab

<99 fixed xor> None of these

<98 fixed xor> Don't know

#################### SCREEN OUT IF PLATFORMS_USED = 99,98 ####################

#ASK ALL. GRID. ROW ORDER=RANDOMIZE (EXCEPT FIXED).

[Platform_freq] {grid roworder=randomize} And how frequently do you use or visit any of the following social media/ video sharing platforms?

#ROWS

Ask about platforms selected at Platforms_used

#COLUMNS

<1> Several times a day

<2> At least once a day

<3> At least once a week

<4> At least once a month

<5> At least once in the last 3 months

<6> At least once in the last 12 months

<7> Used to use, but haven't in the last 12 months

<8> Never

#################### SCREEN OUT IF PLATFORM_FREQ = 8 FOR ALL PLATFORMS ###########

Thank you for your interest in taking part in this research. YouGov is conducting this research jointly with Ofcom who is the regulator for the communications services and online video sharing platforms that we use and rely on each day. We are looking to understand people's opinions of and experiences with social media platforms and video sharing platforms. We are specifically interested in opinions and experiences related to platforms' terms and conditions (T&Cs) and content controls (personalised settings to manage and customise the content you see).

This survey may mention different types of legal but potentially harmful content including violence, abuse, hatred, self-harm, unhealthy diets or eating disorders. It will not show you any actual content related to these topics.

The information we collect from this survey and other personal information you have already given through your YouGov membership will help us better understand people's experiences online. We respect that you might want to keep some information private, so there is no obligation to answer more sensitive questions where you have the option to select 'prefer not to say' instead . However, if you are happy to share your honest answers, we would really appreciate it as it would help us build a fuller understanding on the subject at hand.

YouGov will only share anonymous data with Ofcom unless we ask for your permission otherwise. This means that Ofcom will not be able to identify you from the anonymous information they receive. All your personal data will strictly be used for research and analysis purposes only.

You have the right to withdraw your consent to process the information you have provided during or after the research. You may exit the survey at any time and your data will not be included in the results shared with Ofcom. If you would like to withdraw your consent after completing the survey, please contact YouGov at [email address]

 If you decide to withdraw your consent after the research has concluded and the report has already been shared with Ofcom, your data provided in the survey will remain in the results, however it will not contain any personal information.

Your YouGov Account will be credited with XX points for completing the survey. We have tested the survey and found that on average it takes about 10 minutes to complete. This time may vary depending on factors such as your Internet connection speed and the answers you give.

Please note that there is no back button in this survey, so please select your answers carefully. If you make a mistake, you can let us know in the feedback questions at the end of the survey.

If you are happy to continue, please give your consent by clicking the button below to start the survey.

START

Terms & Conditions questions

In this survey, we are interested in your experiences on social media websites, apps or video sharing platforms such as YouTube, Instagram, TikTok, Facebook, Snapchat, Twitch, Vimeo and others. **We'll refer to these as 'platforms' or 'social media or video sharing platforms' from now on.**

We will first ask you some questions about your experiences with and opinions of platforms' **terms and conditions (T&Cs).**

#ASK ALL. SINGLE CODE. REVERSE ORDER (EXCEPT FIXED).

[TOS_1] {single order=reverse} When you sign up for social media or video sharing platforms, which of the following usually applies to you? Please select one only.

<1> I access the terms and conditions (T&Cs) and try to read them as thoroughly as possible before agreeing to them

<2> I access the terms and conditions (T&Cs) and scan them for the key points before agreeing to them

<3> I agree to the terms and conditions (T&Cs) without trying to access or read them

<4> I've never come across terms and conditions (T&Cs) when signing up for platforms

<98 fixed> Don't know

#ASK READERS (TOS_1 = 1,2). MULTI CODE. RANDOMISE (EXCEPT FIXED).

[TOS_12] {multiple order=randomize} Why do you access and read the terms and conditions (T&Cs) when you sign up to social media or video sharing platforms? Please select all that apply.

<1> To better understand what is and isn't allowed on the platform

<2> To understand what data this platform will collect

<3> To learn more about how my data will be used/ shared

<4> To find out more about account settings, security or account deletion

<5> To make sure I wouldn't accidently violate any rules or guidelines whilst using the platform

<6> I'm just curious about these things

<7> To help me decide if I'm comfortable signing up to this platform or not

<8> To better understand who owns any content I post

<10> The platform forces me to

<95 fixed> Other {open}

<98 fixed xor> Don't Know

#ASK READERS (TOS_1 = 1,2). SINGLE CODE. REVERSE CODES (EXCEPT FIXED).

[TOS_13] {single order=reverse} On a scale of 1-5 where 1 is 'don't understand at all' and 5 is 'fully understand', generally, when you read platform terms and conditions (T&Cs), to what extent do you find you are able to understand them?

<1> 1 – Don't understand platform T&Cs at all

<2> 2

<3> 3

<4> 4

<5> 5 – Fully understand platform T&Cs

<98 fixed> Don't know

#ASK THOSE WHO STRUGGLE TO UNDERSTAND TS AND CS (TOS_13 = 1,2). MULTI CODE. RANDOMISE (EXCEPT FIXED).

[TOS_14] {multiple order=randomize} You said that in general you don't understand platform T&Cs, why is that? Please select all that apply.

<1> They contain too much 'legal' language that I can't understand

<2> They contain complex language

<3> They aren't available in my native language

<4> They are too long

<95 fixed> Other {open}

<98 fixed xor> Don't know

NON READERS

#ASK THOSE WHO AGREE TO TS AND CS WITHOUT READING THEM (TOS_1 = 3). MULTI CODE. RANDOMISE (EXCEPT FIXED).

[TOS_15] {multiple order=randomize} You say you tend to accept platform T&Cs without reading them when signing up. Why is this? Please select all that apply.

<1> I think they would take too long to read

<2> I wouldn't be able to understand them

<3> The platform doesn't force me to read them

<4> They wouldn't affect my decision to sign up/use the website or app

<5> They wouldn't contain any information that would be important to me

<6> I'm just not interested

<7> I find them overwhelming

<8> I trust platforms aren't allowed to do anything illegal

<9> They all tend to be similar, so I don't feel the need to read them

<95 fixed> Other {open}

<98 fixed xor> Don't know

#ASK ALL. SINGLE CODE.

[TOS_2] {single} Have you ever reported other users on a social media or video sharing platform?

<1> Yes

<2> No

<99> Prefer not to say

<98> Don't Know

#ASK ALL WHO HAVE REPORTED USERS (TOS_2=1). MULTI CODE. RANDOMISE (EXCEPT FIXED).

[TOS_21] {multiple order=randomize} Thinking about the last time you reported a user, what were your reasons for doing so? Please select all that apply.

<1> They posted inappropriate or offensive content

<2> I thought the user was harassing me or someone else

<3> I thought the user was clearly violating the platform's rules

<4> I was reporting a fake account

<5> They sent me inappropriate content (e.g. via direct message)

<95 fixed> Other {open}

<99 fixed xor> Prefer not to say

<98 fixed xor> Don't know

#ASK ALL. SINGLE CODE. REVERSE ORDER (EXCEPT FIXED).

[TOS_22] {single order=reverse} Thinking about the last time you posted content on a social media or video sharing platform, how confident were you that it didn't violate the platform's rules?

<1> Very confident

<2> Fairly confident

<3> Not very confident

<4> Not confident at all

<99 fixed> Not applicable - I haven't posted content on social media or video sharing platforms before

<98 fixed> Don't know

#ASK ALL. SINGLE CODE. RANDOMISE (EXCEPT FIXED).

[TOS_23] {single order=randomize} If you were unsure about posting something on a social media or video sharing platform (in case it wasn't allowed), where would you check **first** to see if you should post it or not? Please select one option only.

<1> Platform's terms and conditions

<2> Platform's privacy policy

<3> Platform's community guidelines

<4> The 'About' page

<6> I'd ask friends or family

<7> I'd ask other users of the platform

<8> I'd check the platform for other similar content

<5 fixed> I wouldn't check

<95 fixed> Other {open}

<98 fixed> Don't know

#ASK ALL. MULTI CODE. RANDOMISE (EXCEPT FIXED).

[TOS_3] {multiple order=randomize} Thinking about the social media/ video sharing platforms you use most frequently, when do you actively check those platforms' rules about what can be posted? Please select all that apply.

<2> When I sign up

<3> When I'm posting content

<4> When I see something that I'm unsure about/ think shouldn't be on the platform

<5> When platforms change their rules and prompt me to

<95 fixed> Other {open}

<1 fixed xor> Never

<98 fixed xor> Don't know

#ASK ALL WHO NEVER ACTIVELY CHECK RULES (IF [TOS_3] = 1). SINGLE CODE. RANDOMISE (EXCEPT FIXED}

[TOS_31] {single order=randomize} What is the **main reason** you never check the rules on the social media/ video sharing platforms you use? Please select one option only.

<1> I don't know where the rules are located

<3> I don't see the need to check the rules

<4> I don't think rule checking impacts my overall platform use

<5> The rules on different platforms are all the same

<6> I don't care about the rules

<7> I'm confident that I'm not going to do anything that would break the rules

<95 fixed> Other {open}

<98 fixed> Don't know

#ASK ALL WHO ACTIVELY CHECK RULES (IF [TOS_3] = 2,3,4,5,95). SINGLE CODE. RANDOMISE (EXCEPT FIXED)

[TOS_32] {single order=randomize} What is the **main reason** you check the rules on social media/ video sharing platforms? Please select one option only.

<3> I think it's important to use social media in a responsible way

<4> To check if the rules on a platform are different from other platforms I use

<5> I think rule checking impacts my overall social media use

<6> I just like to know the rules

<7> To make sure I don't break the rules

<8> So that I know what to expect from others on this platform

<9> If I'm trying to work out whether someone/something has broken the rules

<95 fixed> Other {open}

<98 fixed> Don't know

Content Controls questions

Now please think about your experience with **content controls** on social media and/or video sharing platforms.

Content controls are personalised settings that you can use to manage and customise the content you see on an online platform. These controls can be applied to various forms of content such as text, images, videos and more.

Examples of some existing content controls include choosing how much sensitive content to see, muting specific words or hashtags, expressing that you aren't interested in seeing similar content, expressing whether you would like to see more or less similar content and others.

In the following questions, we refer to content controls that enable you to avoid encountering harmful or upsetting content. This can be any content that is legal but can be considered offensive, inappropriate, and cause serious distress. For example, content related to violence, abuse, hatred, self-harm, eating disorders, and so on.

#ASK ALL. SINGLE CODE. ORDER=REVERSE (EXCEPT FIXED)

[UC_1] {single order=reverse} Which of the following best describes your familiarity with content controls on social media and/or video sharing platforms that enable you to avoid encountering harmful or upsetting content?

<1> I regularly use content controls

<2> I occasionally use content controls

<3> I have used content controls only once

<4> I am aware of content controls but have not used them

<5> Before today I was not aware of content controls

<98 fixed> Don't know

#ASK ALL WHO HAVE USED CONTENT CONTROLS (UC_1 = 1,2,3). MULTI CODE (MAX=3). ORDER=RANDOMISE (EXCEPT FIXED)

[UC_2] {multiple max=3 order=randomize} Thinking about the last time you used a content control feature on **your own** social media/ video sharing platform account (i.e. not parental controls), what were the main reasons for doing so? Please select up to three answers.

<1> I wanted to protect myself from seeing content that could upset or harm me

<2> I was curious to see how content controls work

<3> The platform prompted me to review the controls

<4> A friend or someone I trust recommended it

<5> To align content with my interests and preferences

<6> I just used it without much thinking

<7> I saw something harmful or upsetting on the platform

<95 fixed> Other {open}

<98 fixed xor> Don't know

#ASK ALL WHO HAVE USED CONTENT CONTROLS (UC_1 = 1,2,3). SINGLE CODE. ORDER=REVERSE (EXCEPT FIXED)

[UC_3] {single order=reverse} After using the content control, how did your platform experience change?

<1> It improved

<2> It didn't change

<3> It got worse

<98 fixed> Don't know

#ASK ALL WHO ARE AWARE OF BUT HAVE NOT USED CONTENT CONTROLS (UC_1 = 4). RANK (MAX=3). ORDER=RANDOMISE (EXCEPT FIXED)

[UC_5] {multiple rank=3 order=randomize} You said you are aware of content controls on social media/ video sharing platforms but haven't used them. What are the main reasons you haven't used content controls? Please select up to three reasons and rank these in order of importance from 1-3, with 1 being the most important.

<1> I am happy with what I'm seeing on the platforms

<2> I do not have time

<3> I find them too complex to understand

<4> When I go to find out about the content controls, there is too much text to read

<5> I don't trust how the platforms would categorise content

<6> I am worried I would miss out on interesting content

<7> I just don't think I need any content controls

<8> I am worried others would disapprove/ make fun of me if I used content controls

<9> I couldn't find content controls when I needed them

<10 fixed> Other {open}

<98 fixed xor> Don't know

#Ask all who ranked 'Other' as one of their top three reasons at UC_5. OPEN QUESTION.

[UC_5_Other if UC_5_ranked in [1,2,3]] {open rows=2 cols=60} You selected 'Other' as one of the main reasons why you haven't used content controls on social media/ video sharing platforms. Please can you tell us what the 'Other' reason is?

[UC_6] {multiple order=randomize} You said **content controls are too complex to understand *or* there is too much text to read.** Can you please tell us more about this? Please select all that apply.

<1> There is a lack of clear explanation about how content controls work

<2> There is too much technical language

<3> The controls aren't easy to use

<4> There is no user guide or tutorial

<5> The information provided is too long

<95 fixed> Other [UC_6_other] {open prompt=""}

<98 fixed xor> Don't know

[UC_7] {single order=reverse} Many social media/ video sharing platforms offer you a content control option to limit your exposure to content related to violence, abuse, hatred, self-harm, unhealthy diets or eating disorders, or any other potentially harmful topic.

How likely are you to use such a control?

<1> Very likely

<2> Somewhat likely

<3> Somewhat unlikely

<4> Very unlikely

<98 fixed> Don't know

[UC_8] {multiple order=randomize} You said you would be **likely** to use content controls which could limit your exposure to upsetting or harmful content. What are the main reasons you might use them? Please select all that apply.

<1> I don't want to see content that could upset or harm me

<2> I am curious to see how the control works

<3> If a friend or someone I trust already uses/recommends them

<4> To align content with my interests and preferences

<5> I like to try new features offered by platforms

<95 fixed> Other {open}

<98 fixed xor> Don't know

#ASK ALL UNLIKELY TO USE CONTENT CONTROL (UC_7 = 3,4). RANK (MAX=3). ORDER=RANDOMISE (EXCEPT FIXED)

[UC_9] {multiple rank =3 order=randomize } You said you are **unlikely** to use content controls to limit your exposure to potentially upsetting or harmful content. What are the main reasons for that? Please select up to three reasons and rank these in order of importance from 1-3, with 1 being the most important.

<1> I am happy with the content I see on the platforms I currently use

<2> I don't have time to apply them

<3> I think I would find them too complex to understand

<4> When I try to find out about platform features, there is always too much text to read

<5> I don't trust how the platforms categorises content

<6> I am worried I will miss out on interesting content

<7> I just don't think I need any content controls

<8> I am worried others will disapprove/ make fun of me if they know I use content controls

<9> I don't think I'll be able to find content controls when I need them

<95 fixed> Other

#Ask all who ranked 'Other' as one of their top 3 at UC_9. OPEN QUESTION.

[UC_9_Other if UC_9_ranked in [1,2,3]] {open rows=2 cols=60} You selected 'Other' as one of the main reasons for why you are **unlikely** to use content controls to limit your exposure to potentially upsetting or harmful content. Please can you tell us what the 'Other' reason is?

#ASK ALL. SINGLE CODE.

[UC_10] {single} Would you like platforms to actively prompt you to review and update your content controls from time to time?

<1> Yes

<2> No

<98> Don't know

#ASK ALL AWARE OF CONTENT CONTROLS (UC_1 = 1-4). SINGLE CODE. ORDER=REVERSE.

[UC_ 11] {single order=reverse} On a scale of 1 to 5, where 1 is 'Very low understanding' and 5 is 'Very high understanding', please rate your understanding of how content controls work on social media and video sharing platforms.

<1> 1- Very low understanding

<2> 2

<3> 3

<4> 4

<5> 5 - Very high understanding

<98 fixed> Don't Know

#ASK ALL AWARE OF CONTENT CONTROLS (UC_1 = 1-4). SINGLE CODE. ORDER=REVERSE.

[UC_12] {single order=reverse} Overall, how easy is it for you to find and access content controls on the social media/ video sharing platform(s) you most often use?

<1> Very difficult

<2> Fairly difficult

<3> Neither difficult nor easy

<4> Fairly easy

<5> Very easy

<99 fixed> Not applicable - I've never looked for content controls

<98 fixed> Don't Know

#ASK ALL. SINGLE CODE. ORDER=RANDOMISE.

[UC_13] {single order=randomize} Below is a list of terms which could be used to describe content that is legal but could be considered offensive, inappropriate, or cause serious distress. For example, content including violence, abuse, hatred, self-harm, unhealthy diets, eating disorders or any other potentially harmful topic.

 In your opinion, which of these terms best describes this type of content?

<1> Sensitive content

<2> Harmful content

<3> Legal but potentially harmful content

<5> Inappropriate content

<95 fixed> Other {open}

<98 fixed> Don't know

#ASK ALL. SINGLE CODE. ORDER=REVERSE (EXCEPT FIXED).

[UC_14] {single order=reverse} What level of choice would you like platform controls to offer to help you avoid encountering this type of content? (i.e. legal content that could be considered offensive, inappropriate, or cause serious distress)

<1> **I want a minimal number of options to choose from**. For example, to choose between "See all content, including sensitive" and "See no sensitive content"

<2> **I want to have a small number of options to choose from**. For example, to choose between

"See more", "See standard amount", "See less"

<3> **I want to make individual choices from a list of categories**. For example: violence, abuse, hatred, self-harm, unhealthy diets or eating disorders, and any other potentially harmful content.

<4> **I want to have a full list of content type categories plus the ability to mute specific words or phrases**

<95 fixed> Other {open}

<99 fixed> I don't need to use content controls

<98 fixed> Don't know

#ASK ALL. SINGLE CODE.

[Q_15] {single} In the last 3 months, have you come across any potentially harmful content when using social media or video sharing platforms?

For example, content related to violence, abuse, hatred, self-harm, unhealthy diets or eating disorders, or any other content that can be considered offensive, inappropriate, and cause serious distress.

<1> Yes

<2> No

<99> Prefer not to say

<98> Don't know

#ASK ALL. SINGLE CODE. ORDER=REVERSE (EXCEPT FIXED).

[UC_16] {single order=reverse} Overall, how confident are you as an internet user?

<1> Very confident

<2> Fairly confident

<3> Neither confident nor not confident

<4> Not very confident

<5> Not at all confident

<98 fixed> Don't know

#SHOW ALL. NEW PAGE.

And finally, a few questions to understand a bit more about you and how you make decisions.

#ASK ALL. SINGLE CODE. ORDER=REVERSE.

[TOS_9] {single order=reverse} How far do you agree or disagree with the following statement: 'I am able to effectively manage multiple tasks and information even when faced with complex and demanding situations.'

<1> Completely agree

<2> Somewhat agree

<3> Somewhat disagree

<4> Completely disagree

 <98 fixed> Don't Know

#ASK ALL. SINGLE CODE.

[TOS_10] {single} Imagine if someone were to give you a choice between receiving £100 today, or £150 a month from today. Which of the following options would you prefer?

<1> Receive £100 today

<2> Receive £150, a month from today

[THANK YOU SCREEN]

Thank you for taking part in this survey. The research findings will help Ofcom to gain a better understanding of different users' experiences online.

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
- Childline
- Thinkuknow

Keeping yourself safe online:

- UK Council for Internet Safety
- Stop Online Abuse

Support and advice:

- BEAT
- Samaritans
- Citizens Advice
- Mind
- Kooth
- 7 Cups

If you would like to withdraw your consent after completing the survey, please contact YouGov at [email address]

Please note that once your data has been anonymised and shared with Ofcom, you will not be able to withdraw your data from the anonymous dataset.

Find out more about our privacy policy.