

Technical report – The Online Experiences Tracker (Wave 5, January 2024)

Preface

Wave 5 of the Online Experiences Tracker (2024) was undertaken by YouGov on behalf of Ofcom.

The objectives of this quantitative tracking study, as with previous waves of the research, were to gain a deeper understanding of internet users' attitudes towards and use of the internet, and their experiences of potential harms online, and to monitor these over time.

The insights collected from this tracking data over time have served to shape Ofcom's preparations for The Online Safety Act . The data from the tracker continues to inform policymakers about items covered by the Act.

This report refers to the fifth wave completed in January 2024. Further information about the study is summarised in the sections below. More information on the previous wave's approach and methodology is available [here](#).

Summary of Approach

- The **Online Experiences Tracker (Wave 5)** survey was conducted amongst a nationally representative sample of UK internet users aged 13-84 and addresses their attitudes towards and use of the internet, and their experiences of potentially harmful behaviour or content online.
- The **Online Experiences Tracker** is a multi-wave study with research taking place in November 2021, May 2022, July 2023 and most recently January 2024. It builds on previous work of similar focus ('Pilot Online Harms Survey') 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.
- 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, those belonging to specific religions and minority ethnic groups to allow for base sizes robust enough for analysis.
- A total of 14,181 interviews were conducted for Wave 4 to produce a highly robust data set, which also helped to achieve a large enough sample size for low-incidence groups such as younger respondents and those living in specific UK nations (Wales & Northern Ireland). Hence, unlike the previous waves, these groups did not need any additional 'boost' and so no 'boosts' were applied in Wave 4.
- A total of 7,611 interviews (including boosts) were conducted for Wave 5, with the sample returning to a similar size to Waves 1 & 2. All fieldwork was conducted between 3rd and 22nd January 2024
- The average length of the interviews in Wave 4 was 15 minutes, 26 seconds, and in Wave 5, it was 16 minutes, 7 seconds.

Significance Testing

Significance testing is applied at the **95%** confidence level for comparisons within Wave 5. In Wave 5 tables, significance testing is carried out between subgroups, while each subgroup is additionally tested against the total.

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 of household and number of children) and can only be run on data where respondents have given a response at each of these questions. The definition of each group has been remained in line with Wave 2 specifications.

The following breakdown shows the detailed definitions for each group:

MOST financially vulnerable	POTENTIALLY financially vulnerable	LEAST financially vulnerable
Household income under £10,399	Earning between £10,400 - £25,999	Earning between £26,600 - £36,399
All respondents	1-2 adult, 0-1 child	1 adult, 0 children
	3 adults, no children	
Earning between £10,400 - £25,999	Earning between £26,000 - £36,399	Earning between £36,400 - £51,999
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	
Earning between £26,000 - £36,399	Earning between £36,400 - £51,999	Household income £52,000+
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	
Earning between £36,400 - £51,999		
1 adults, >3 children		
2 adults, 3+ children		
3 adults, 3+ children		
4 adults, 2+ children		
5 adults, 1+ children		
6+ adults		

Sample and Fieldwork Design

All respondents who took part in the research were drawn solely from the YouGov panel of over 3.3m people who live in the UK. The approach taken was to survey a nationally representative sample of UK internet users. The YouGov panel is large enough to enable the selection of nationally representative samples that reflect the actual breakdown of the population across the key demographics of age, gender, region and social grade.

Children between 13-17 were recruited through their parents or guardians. The survey was passed to the children after obtaining parents' or guardians' consent. Children then gave their own consent and had the opportunity to decline to participate in the research if they wanted. If there was more than one child in the household aged 13-17 years, the parent or guardian was asked to select one child to take part in this survey.

During this recruitment parents are asked to give consent as to whether they were happy for their children to take part in question C1, of which 532 parents said 'No' to their children taking part in the survey. Subsequently, at question C7, the children of parents who responded positively were requested to provide their own consent to participate in the survey. Of these children, 13 did not provide consent and hence didn't take part in the survey.

Boost

After the main fieldwork was completed, sample boosts were applied to achieve a minimum of n=100 interviews among all ethnic minority groups, low incidence religious minority groups (Judaism, Hinduism, Sikhism, and Buddhism), and each age group between 13 and 17 years old. Regarding the UK nations, an additional boost was applied to attain n=350 in Wales and n=350 in Northern Ireland.

Due to the significantly low incidence rate seen among some specific ethnic groups, a boost is implemented to encourage best efforts, however not necessary to attain a maximum of 100 completes (e.g. Gypsy or Irish travellers, Arab etc.).

There was an overlap observed among certain groups, such as Irish (ethnicity) and Northern Ireland (UK nation) Hindus (religion), and Indians (ethnicity), which consequently led to certain groups having a higher number of completions compared to others.

The table below shows the unweighted and weighted numbers of completes for each boosted group:

Demographic	Category	Total achieved	Nat rep achieved	Boost achieved	Total achieved	Nat rep achieved	Boost achieved
		Unweighted			Weighted		
Children's age	13	110	93	17	107	90	17
	14	111	104	7	106	99	7
	15	111	95	16	108	92	16
	16	104	75	29	101	72	29
	17	107	78	29	107	78	29
Ethnicity	Irish	264	67	197	258	61	197
	Gypsy or Irish Traveller	43	5	38	43	5	38
	White and Black Caribbean	111	27	84	112	28	84
	White and Black African	109	62	47	112	65	47
	White and Asian	109	52	57	109	52	57

	Any other Mixed / Multiple ethnic background	109	52	57	109	52	57
	Indian	284	78	206	285	79	206
	Pakistani	111	48	63	113	50	63
	Bangladeshi	106	30	76	108	32	76
	Chinese	112	45	67	112	45	67
	Any other Asian background	112	42	70	113	43	70
	African	112	89	23	118	96	23
	Caribbean	110	20	90	110	20	90
	Any other Black / African / Caribbean background	90	18	72	91	20	72
	Arab	59	11	48	59	11	48
	Any other ethnic group	110	22	88	111	23	88
Religion	Judaism	100	47	53	100	47	53
	Hinduism	147	42	105	146	41	105
	Sikhism	127	19	108	127	19	108
	Buddhism	120	24	96	121	25	96
UK nations	Wales	357	311	46	355	309	46
	Northern Ireland	352	157	195	319	124	195

Please note that the sum of children is 529, yet in the tables the weighted results show 531. This is due to rounding.

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 Ofcom. Quotas were set on the following variables:

- 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 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
C1		30%
C2		21%
DE		22%

YouGov considers a 'complete' response if a respondent has answered all sections of the questionnaire. Those that choose not to answer specific section within the script were removed from the final dataset.

Below is a comparison of the final sample for Wave 4 against the final data in Wave 5 across key demographics:

Demographic group	Category	Waves 4	Wave 5
Total sample		14,181	7,611
Gender	Male	48%	48%
	Female	51%	51%
Age	13-17	7%	7%
	18-24	10%	10%
	25-34	17%	18%
	35-44	16%	17%
	45-54	19%	18%
	55-64	14%	14%
	65-74	11%	11%
	75-84	6%	5%
Region	Scotland	9%	7%
	North East	4%	4%
	North West	11%	10%
	Yorkshire & Humberside	8%	7%

	West Midlands	9%	9%
	East Midlands	8%	6%
	Wales	5%	5%
	Eastern	9%	9%
	London	11%	17%
	South East	14%	13%
	South West	9%	8%
	Northern Ireland	3%	4%
Social Grade	ABC1	57%	59%
	C2DE	36%	41%
Ethnicity	English/Welsh/Scottish/Northern Irish/British	84%	67%
	Irish	1%	3%
	Gypsy or Irish Traveller	0%	1%
	Any other White background	4%	3%
	White and Black Caribbean	0%	1%
	White and Black African	0%	1%
	White and Asian	1%	1%
	Indian	1%	4%
	Pakistani	1%	1%
	Bangladeshi	0%	1%
	Chinese	1%	1%
	Caribbean	0%	1%
	African	1%	2%
Arab	0%	1%	
Religion	No religion	59%	50%
	Catholic	8%	9%
	Church of England/Scotland/Ireland	20%	18%
	Muslim	5%	4%
	Hindu	2%	2%
	Jewish	1%	1%
	Sikh	1%	2%
	Buddhist	0%	2%
	Other religion	1%	2%
Prefer not to say	2%	4%	

Weighting

The data (excluding boosts) has been weighted to be representative of the UK internet user population on age within gender, and overall, to regional and SEG profiles. The boosts' samples are not weighted.

Fieldwork

All interviews were conducted over a 19-day period between 3rd and 22nd January 2024. Nat rep fieldwork was conducted between 3rd January and 9th January 2024, with boosts conducted over 9th January and 22nd January 2024.

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 three 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.

Participants who opted out (and also those who completed the survey) were provided with a list of resources if further support was needed.

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.

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

- Manual checks post-fieldwork to remove anyone who responded in unreasonable ways.
- 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 were not 'spamming' answers.
- The participants removed from the survey through the QA checks were excluded from final demographic quotas as well as from the dataset.

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	263	4%	261	3%
Male 18-34	910	12%	953	13%
Male 35-54	1266	17%	1285	17%
Male 55+	1115	15%	1119	15%
Female 13-17	270	4%	261	3%
Female 18-34	1135	15%	1125	15%
Female 35-54	1360	18%	1337	18%
Female 55+	1158	15%	1144	15%
Scotland	560	7%	555	7%
North East	277	4%	272	4%
North West	792	10%	791	10%
Yorkshire and the Humber	567	7%	561	7%
West Midlands	712	9%	695	9%
East Midlands	509	7%	493	7%
Wales	357	5%	355	5%
East of England	669	9%	655	9%
London	1238	16%	1282	17%

South East	948	13%	1005	13%
South West	630	8%	628	8%
Northern Ireland	352	5%	319	4%
AB	2291	32%	2121	30%
C1	2099	30%	2088	30%
C2	1191	17%	1354	19%
DE	1487	21%	1518	21%

Please note the sum of C2DE here is 2872 but, in the tables, weighted result sums up to 2971. This is due to rounding.

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% level: 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 sample.

KEY DEMOGRAPHIC GROUPS	ACTUAL BASE	ESS
TOTAL	7,611	7,532
GENDER: Male	3,554	3,517
GENDER: Female	3,923	3,885
AGE: 13-17	543	537
AGE: 18-24	722	714
AGE: 25-34	1,392	1,381
AGE: 35-44	1,319	1,309
AGE: 45-54	1,348	1,336
AGE: 55-64	1,068	1,059
AGE: 65-74	844	836
AGE: 75+	375	371
SEG: AB	2291	2,277
SEG: C1	2099	2,091
SEG: C2	1191	1,183
SEG: DE	1487	1,480

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

Variables	Actual Sample	Effective Sample	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Total	7,611	7,532	0.89	1.19	1.36	1.45	1.48

Female	3,923	3,885	1.24	1.65	1.90	2.03	2.07
Male	3,554	3,517	1.30	1.74	1.99	2.13	2.17
13-17	543	537	3.35	4.47	5.12	5.47	5.58
18-24	722	714	2.90	3.87	4.43	4.74	4.84
25-34	1,392	1,381	2.08	2.78	3.18	3.40	3.47
35-44	1,319	1,309	2.14	2.85	3.27	3.49	3.57
45-54	1,348	1,336	2.12	2.82	3.23	3.46	3.53
55-64	1,068	1,059	2.38	3.17	3.64	3.89	3.97
65-74	844	836	2.68	3.57	4.09	4.38	4.47
75+	375	371	4.04	5.38	6.17	6.59	6.73
AB	2,291	2,277	1.62	2.16	2.48	2.65	2.70
C1	2,099	2,091	1.69	2.26	2.58	2.76	2.82
C2	1,191	1,183	2.25	3.00	3.44	3.68	3.75
DE	1,487	1,480	2.01	2.68	3.07	3.29	3.35
Ethnic Minorities	1,644	1,635	1.91	2.55	2.92	3.13	3.19
White	5,662	5,597	1.03	1.38	1.58	1.69	1.72

For example, if 30% or 70% of a sample of 7,611 gives a particular answer, the chances are 99 in 100 that the “true” value will fall within the range of +/- 1.36 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.

Differences required for significance at or near these percentages.

Variable		Actual Sample	Effective Sample	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Gender	Female	3,923	3,885	1.80	2.40	2.75	2.94	3.00
	Male	3,554	3,517					

Age	13-17	543	537	5.23	6.97	7.98	8.53	8.71
	75+	375	371					
Social Grade	ABC1	4,390	4,363	1.90	2.54	2.91	3.11	3.17
	C2DE	2,678	2,655					
Ethnicity	Minorities	1,644	1,635	2.17	2.90	3.32	3.55	3.62
	White	5,662	5,597					

Prioritisation of codes for summary tables:

Regarding the Q7_any named harm summary tables, where respondents' concern levels were asked for listed potential harms, codes are prioritised in the following order: Code 5 (Very concerned) > 4 > 3 > 2 > 1 (Mildly Concerned). If a respondent answered code 6 (Not concerned at all) or code 7 (Don't know), then code 6 was kept.

Prioritisation was also applied to Q46 combined summary tables, where respondents were asked confidence in the Online Safety Bill in keeping adults and children safe, codes are prioritised in the following order: (Very Confident 1 > 2 > 3 > 4 > 5 Not at all confident).

Changes to the questionnaire between waves

Multiple additions and amendments were made to the questionnaire for Wave 5 as either improvements or revisions, in line with the shifting policy focus. A summary of changes has been included below ¹.

Category	Question/Net	Wave	Definition
Break 1 - Experience of Harms			
New codes added to Q8/Q9	Q8/Q9	Wave 5	Content that shames or stigmatizes certain body types e.g. body size, shape or features
			Receiving unrequested gifts or in-game gifts from someone you've had brief, or no communication with, online or offline
	Q8/9 - Any Named Harm		Q8/Q9 any named harm codes 1-47
Q21			
Text change	Q21	Wave 4	Gaming website or app e.g. PlayStation Network, Nintendo Online
		Wave 5	Gaming platform website or app e.g. PlayStation Network, Nintendo Online, Roblox

¹ For reference, copies of questionnaires have been published alongside this report: <https://www.ofcom.org.uk/research-and-data/online-research/internet-users-experience-of-harm-online>

New code added to Q21		Wave 5	File sharing service e.g. Google Drive, Apple iCloud
Q21a			
New code added to Q21a	Q21a	Wave 5	In an advertisement
Q23			
New codes added to Q23		Wave 5	Google Bard
			Bing AI
			Ekoru
			Ocean Hero
Q24			
Code wording updated		Wave 4	Twitter
		Wave 5	Twitter/X
New codes added to Q24		Wave 5	DeviantArt
			Threads
Q25			
Code wording updated		Wave 4	Twitter
		Wave 5	Twitter/X
New codes added to Q25		Wave 5	Clapper
Q26			
Code removed		Wave 5	Threads

			Omegle
New code added to Q26		Wave 5	Clapper
Q27			
Code wording updated		Wave 4	Xbox Live
		Wave 5	Xbox Network (formerly Xbox LIVE)
Code removed		Wave 5	Fruitlab
			Metaverse
Q29			
New question added Q29. Which file sharing service were you using when you experienced [insert harm selected at Q9]?		Wave 5	DropBox
			Google Drive
			One Drive
			WeTransfer
			Box
			Apple AirDrop
			Apple iCloud
			Other
			Can't remember

			Prefer not to say
Q34			
Code changes		Wave 4	Yes – but I don't understand why it was taken down (removed) and don't think it breached the service's policies
		Wave 5	Yes – but I don't understand why it was taken down (removed)
			Yes – but I don't think it breached the service's policies
Q33			
Question wording change		Wave 4	Which of the following, if any, do you believe are currently responsible for overseeing and monitoring online safety?
		Wave 5	As far as you are aware, which of the following body or bodies is the regulator for online safety in the UK?
Q45			
<p>New question added:</p> <p>Which of the following best describes your knowledge of the Online Safety Act?</p>		Wave 5	I have heard of the Online Safety Act and know a lot about
			I have heard of the Online Safety Act and know a fair amount about it
			I have heard of the Online Safety Act but don't know much about it
			I have never heard of the Online Safety Act
			Don't know

Q46			
<p>New question added:</p> <p>The UK Online Safety Act 2023 makes companies that operate a wide range of online services legally responsible for keeping people in the UK, especially children, safe online when using services such as social media, chat and instant messaging services, gaming, search services etc.</p> <p>How confident are you, if at all, that the Online Safety Act will keep each of the following safe online?</p> <ul style="list-style-type: none"> -Children (under 18s) -Adults 		Wave 5	Very confident
			Fairly confident
			Not very confident
			Not at all confident
			Don't know

Where appropriate YouGov used 'PDLs' which are information identifiers assigned to panel members based on their previous responses. PDLs used in Waves 4 & 5:

- Region
- Ethnicity
- Religion

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 the different waves of the research. Wherever present, these have been noted in the 'Wave' column in the table below:

Category	NET	Wave	Definition
Demographics			
Ethnicity	White	Waves 4 & 5	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			
Limiting/Impacting Conditions* Adults and Children	Any	Waves 4 & 5	Any reported limiting/impacting condition
	Mental Health Condition	Wave 4 & 5	Your mental health? Anxiety, depression, or trauma-related conditions, for example
	No disability	Waves 4 & 5	Nothing – no impairments or conditions impact or limit your daily activities or the work you can do
Q2: Internet Usage			
	Low usage	Wave 4 & 5	None
			Less than 6 hours
			6 to 11 hours
	12 to 22 hours		
	23 to 30 hours		
Medium usage	Over 30 hours		
High usage			
Q3: 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	Onus on platform	Waves 4 & 5	If score 0-3
		The neutrals		If score 4-6
		Onus on the individual		If score 7-10
Search engine vs individual responsibility	It is the responsibility of the search engine to control what is presented in search results vs. It is the responsibility of the individual to ensure they have the correct settings in place to only be presented with content appropriate for them	Onus on the search engine	Waves 4 & 5	If score 0-3
		The neutrals		If score 4-6
		Onus on the individual		If score 7-10
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 confident	Waves 4 & 5	If score 0-3
		The neutrals		If score 4-6
		Not confident		If score 7-10
			Waves 4 & 5	

Benefits vs risks of going online	The benefits of going online outweigh the risks vs. The risks of going online outweigh the benefits	Benefits outweigh risks		If score 0-3
		Neutral		If score 4-6
		Risk outweigh benefits		If score 7-10
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 is sufficient	Waves 4 & 5	If score 0-3
		Neutral		If score 4-6
		Resigned to potential harms		If score 7-10
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 4 & 5	If score 0-3
		The neutrals		If score 4-6
		Protection prioritisers		If score 7-10
Support for more online safety measures	There are enough online safety measures in place vs there should be more online safety measures in place	Measures meets needs	Waves 4 & 5	If score 0-3
		Neutral		If score 4-6

		Further measures needed		If score 7-10
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	Wave 4 &5	If score 0-3
		Neutral		If score 4 to 6
		Risks outweigh benefits		If score 7-10
Societal impact	The internet is good for society vs. the internet is damaging to society	Internet is good for society	Waves 4 & 5	If score 0-3
		Neutral		If score 4-6
		Internet is damaging society		If score 7-10
Q7 - Online harms concern				
Concern of potential harm	Net Low concern/Not concerned at all	Waves 4 & 5	1 - Mildly concerned or 2 or 6 - Not concerned at all	
	Net: Low concern		1 - Mildly concerned or 2	
	Net: High concern		4 or 5 - Very concerned	
Q8/Q9 - Experience of Harms				
Experience of potential harm	Any Named Harm	Waves 4 & 5	Q8 any named harm codes 1-47	
	Contact/Conduct harm	Waves 4 & 5	Unwelcome friend or follow requests, or messages	

			Stalking, cyberstalking or intrusive behaviour
			People pretending to be another person, e.g. 'catfishing'
			Persistent bullying online
			Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
			Pressure to send sexual or nude images or videos
			People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing'
			Private/intimate information made public, e.g. 'doxxing'
			Sharing of, or threats to share, intimate images without consent e.g. 'revenge porn'
			Intentional harassment during gaming, e.g. 'griefing'
			Private conversations shared without consent

			Group shaming, boycotting, or excluding someone based on their views, opinions on actions, including online 'pile-ons'
			Generally offensive or 'bad' language, e.g. swearing, rudeness
			Unwanted sexual messages
			One off abusive behaviour or threats
		Wave 5	Receiving unrequested gifts or in-game gifts from someone you've had brief, or no communication with, online or offline
	Content harm	Waves 4 & 5	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
			Sexual/ pornographic content
			Content or language which objectifies, demeans or otherwise negatively portrays women
			Content depicting the sexual abuse or sexual exploitation of children [NOT SHOWN TO UNDER 18]
			Content encouraging extremism, radicalisation or terrorism

			Content depicting or encouraging violence or injury
			Content encouraging gambling, e.g. sports betting, or casino-style games [ONLY SHOW TO UNDER 18]
			Misinformation i.e. false or misleading stories, claims or assertions e.g. 'fake news'
			Content promoting self-harm
			Content promoting suicide
			Content promoting excessive or unhealthy dieting/exercise
			Content relating to eating disorders
			Promotion of female genital mutilation (FGM) [NOT SHOWN TO UNDER 18]
			Fake or deceptive images/videos, e.g. 'deep fakes'
			Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking

			Content depicting animal cruelty
			Content depicting dangerous stunts or online challenges [ONLY SHOWN TO UNDER 18]
			Content which advertises alcohol or cigarettes [ONLY SHOWN TO UNDER 18]
			Content facilitating human trafficking (including sexual and labour exploitation, or recruitment for county lines activity) and illegal immigration
			Content which promotes and/or encourages children to eat or ingest harmful substances e.g. bleach, detergent [ONLY SHOW TO UNDER 18]
	Commercial harm	Waves 4 & 5	Sale or advertisement of illegal drugs or psychoactive substances e.g. 'magic mushrooms'
			Sale or advertisement of weapons
			Collection or use of my data without my knowledge or permission
			Scams, fraud, or phishing
			Unintentionally spending money on in-app purchases or gifts

		<p>Paid-for or sponsored content which was not clearly marked as such, e.g. 'astroturfing'</p>
		<p>Content which advertises prostitution, or offers accommodation etc in exchange for sex [NOT SHOWN TO UNDER 18]</p>
Primary Priority Content (PPC)	Wave 4 & 5	<p>Sexual/ pornographic content</p>
		<p>Content promoting self-harm</p>
		<p>Content promoting suicide</p>
		<p>Content promoting excessive or unhealthy dieting/exercise</p>
		<p>Content relating to eating disorders</p>
Priority Content (PC)	Wave 4 & 5	<p>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</p>
		<p>Content or language which objectifies, demeans or otherwise negatively portrays women</p>
		<p>Content depicting or encouraging violence or injury</p>

			Persistent bullying online
			Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
			Private/intimate information made public, e.g. 'doxxing'
			Intentional harassment during gaming, e.g. 'griefing'
			Private conversations shared without consent
			Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
			Group shaming, boycotting, or excluding someone based on their views, opinions or actions, including online 'pile-ons'
			Content depicting animal cruelty
			Content showing dangerous stunts or online challenges
			Content which advertises alcohol or cigarettes

		Content which promotes and/or encourages children to eat or ingest harmful substances e.g. bleach, detergent
		One off abusive behaviour or threats
Primary Priority Content /Priority Content (PPC & PC)	Wave 4 & 5	Sexual/ pornographic content
		Content promoting self-harm
		Content promoting suicide
		Content promoting excessive or unhealthy dieting/exercise
		Content relating to eating disorders
		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
		Content or language which objectifies, demeans or otherwise negatively portrays women
		Content depicting or encouraging violence or injury

			Persistent bullying online
			Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
			Private/intimate information made public, e.g. 'doxxing'
			Intentional harassment during gaming, e.g. 'griefing'
			Private conversations shared without consent
			Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
			Group shaming, boycotting, or excluding someone based on their views, opinions or actions, including online 'pile-ons'
			Content depicting animal cruelty
			Content showing dangerous stunts or online challenges
			Content which advertises alcohol or cigarettes

		Content which promotes and/or encourages children to eat or ingest harmful substances e.g. bleach, detergent
		One off abusive behaviour or threats
Violence Against Women and Girls	Wave 5	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
		Content or language which objectifies, demeans or otherwise negatively portrays women
		Promotion of female genital mutilation (FGM) [DO NOT SHOW TO UNDER 18]
		Unwelcome friend or follow requests, or messages
		Stalking, cyberstalking or harassing behaviour
		People pretending to be another person, e.g. 'catfishing'
		Persistent bullying online
		Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction

			Pressure to send sexual or nude images or videos
			People sending unwanted/unsolicited sexual or nude images or videos, e.g. 'cyber flashing'
			Fake or deceptive images/videos, e.g. 'deep fakes'
			Collection or use of my data without my knowledge or permission
			Private/intimate information made public, e.g. 'doxxing'
			Sharing of, or threats to share, intimate images without consent e.g. 'revenge porn'
			Intentional harassment during gaming, e.g. 'griefing'
			Private conversations shared without consent
			Group shaming, boycotting, or excluding someone based on their views, opinions or actions, including online 'pile-ons'
			Unwanted sexual messages

			Content which advertises prostitution, or offers accommodation etc in exchange for sex [DO NOT SHOW TO UNDER 18]
			One-off abusive behaviour or threats
			Content that shames or stigmatizes certain body types e.g. body size, shape or features
Q12- Exposure to potential harms in the last 4 weeks			
Frequency of exposure to potential harms	Net: All experience	Waves 4 & 5	Once
			2-3 times
			4-5 times
			6-10 times
			More than 10 times
Q13 - Group or characteristic potential harms were directed at			
Online harms directed at	Net: Any	Waves 4 & 5	A specific age group
			Disabled people (physical or mental)
			Trans people
			Pregnant people/ those on maternity leave
			People of a particular marital status (e.g. married, single, civil partnership)
			Ethnicity
			A religious group
			Sexual orientation
			Another group (please specify)
Men and boys			

			Women and girls
			Non-binary people
			Asylum seekers
			A political group
			Gypsy or Irish Travellers
			Nationality
			Regionality
Q15 - Action taken			
Action taken after experiencing potential harm	Any Action	Waves 4 & 5	Clicked the report/flag button, or marked as junk
			Reposted/forwarded the content to highlight that it was wrong/misleading/harmful
			Contacted others in the community to make them aware of the issue
			Complained to the website/app, social media site or email sender
			Informed the police
			Informed Ofcom

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Informed a support service
Contacted the account/user responsible for the issue
Closed my account/left the service
Unfollowed/unfriended/blocked/muted the person who posted it/ deleted the email
Told a friend or family member
I use the platform less
I have stopped using the platform altogether
I have stopped commenting, liking or posting
I stopped what I was doing/closed down the app or website
Changed my settings to change the type of content I see

			Changed my settings to change who can see my profile	
			I flagged/reported content I am not interested in seeing	
			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 4 & 5		Clicked the report/flag button, or marked as junk
				Contacted others in the community to make them aware of the issue
				Complained to the website/app, social media site or email sender
				Informed the police
				Informed Ofcom
				Informed a support service
				Contacted the account/user responsible for the issue

			I flagged/reported content I am not interested in seeing			
			Something else (informed your internet service provider, informed another regulator, contacted the press, informed the Information Commissioner's Office (ICO))			
			Closed my account/left the service			
			I use the platform less			
			I have stopped using the platform altogether			
			I have stopped commenting, liking or posting			
	Disengaged or changed engagement behaviour	Wave 4 & 5	I stopped what I was doing/closed down the app or website			
			Q16 - Didn't think it was that serious			
			Why no action	Didn't think it was that serious	Waves 4 & 5	I didn't consider it to be offensive, disturbing or harmful
						I didn't like it, but I didn't consider it bad enough to do something about
						I didn't see the need to do anything
			Q17- Awareness of result of reporting			
Results of reporting	Awareness of result of reporting	Waves 4 & 5	The content was removed			
			I got a written response			

			I was asked to provide further information
			Something else
Q21- Non-email			
Site/service when experience harm	Non-Email	Wave 4 & 5	A website or app where you view videos posted by other users e.g. YouTube, TikTok
			Social media website or app e.g. Facebook, Twitter, Instagram
			Livestreaming website or app – this could be part of a social media website or app e.g. Twitch, Facebook Live
			A search engine e.g. Google, Yahoo
			Instant messenger website or app e.g. Facebook Messenger, WhatsApp
			News website or app e.g. BBC News, The Guardian, Daily Mail Online
			Gaming platform website or app e.g. PlayStation Network, Nintendo Online, Roblox
			A Q&A website or app e.g. Quora, Yahoo! Answers
			Blog website or app e.g. WordPress, Bloglovin'
			Shopping website or app e.g. Amazon, eBay, Depop
			Online dating websites or apps e.g. Tinder, Bumble
			Video on demand application e.g. Netflix, Now TV
			An in-game chat / chat room

			'Adult' site containing sexual content
			Generative AI e.g. ChatGPT
		Wave 5	File sharing service e.g Google Drive, Apple iCloud
Q46- Confidence in the Online Safety Act			
Confidence in the Online Safety Act keeping Children/Adults safe	Confident	Wave 5	Very confident
			Fairly confident
	Unconfident	Wave 5	Not very confident
			Not at all confident