

1.1.1 Screener

Thanks for agreeing to complete this survey.

It is being conducted by STRAT7 Jigsaw on behalf of Ofcom, the regulator of the United Kingdom (UK) communication services.

This survey will help Ofcom understand the attitudes, awareness and actions of organisations in relation to the UK's online safety regulations.

Information provided in this survey will not be used by Ofcom to assess organisations' compliance. The answers you provide will be completely anonymised. They will never be used to identify you or your organisation, and Ofcom will not know which organisations took part in the survey. So please answer all questions honestly and to the best of your knowledge.

The online survey should take around 15 minutes to complete, depending on your answers.

If you agree to take part, please click 'continue'.

Please be assured that your responses will be kept strictly confidential and will be reported and published in a completely anonymised format.

Please click this link to see our privacy policy: <https://strat7.com/privacy-policy/>

First of all, we'd like to ask a few questions about the organisation that you work for to ensure that you are suitable for the survey.

Note: If your organisation is owned by a larger company (i.e. your organisation is a subsidiary), throughout this survey please think only about your organisation and not about any parent company.

ASK ALL

S1a. First of all, have you taken part in any research related to online safety in the past 2 years?

	SINGLE CODE	
1	Yes	
2	No	

ASK ALL

S1b. Which, if any, of the following would you use to describe your online platform (e.g. your website or app)?

Please select all options that apply.

	MULTI CODE. RANDOMISE	QUOTA
1	Social media platform	
2	Video-sharing platform	
3	Messaging platform	
4	Gaming platform	
5	Dating platform	
6	Pornography	
7	Discussion forums and chat rooms	
8	Marketplace and listing platform	
9	Review platform	
10	Audio-sharing platform	
11	File-storage and file-sharing platform	
12	Information-sharing platform (e.g. a Wiki site)	
13	Fundraising platform	
14	Search engine	DEFINE AS SEARCH
15	Other [type in] FIXED	

ASK ALL

S2. Are users allowed to interact with each other on this online platform?

This includes the ability of a user to generate, upload or share content, such as images, videos, messages, or comments, which other users of that online platform can access.

	SINGLE CODE	
1	Yes	
2	No	
3	Don't know	

IF CODE 1 AT S2, CLASSIFY AS "USER TO USER"

ASK ALL

S2b. Are users allowed to post or share pornographic content on the platform?

	SINGLE CODE	
1	Yes	
2	No	CLOSE IF NEITHER USER TO USER (S2), PORN (Q2b OR S1b) OR SEARCH (S1b)
3	Don't know	CLOSE IF NEITHER USER TO USER (S2), PORN (Q2b OR S1b) OR SEARCH (S1b)

ASK ALL

S3. Does your online platform have links with the UK?

Your platform has links with the UK if:

- UK users are a target market for your platform
- OR**
- It has a significant number of UK users

Note: UK users could include anyone based in the UK who visits or interacts with your website, app, or other kind of online platform. You may refer to them in a variety of ways such as your customers, clients, subscribers, visitors or similar terms.

UK users can be individual people or entities (e.g. organisations) in the UK. They include both those who register with you (e.g. create an account) and those who don't.

	SINGLE CODE	
1	Yes	
2	No	
3	Don't know	

ASK ALL

S6. Approximately how many monthly unique users does your platform have in the UK?

A unique user can be anyone that has visited your online platform at least once in the past month.

If you're not sure, please provide an estimate.

	SINGLE CODE	
1	0	
2	1 – 1,000	
3	1,001 – 10,000	
4	10,001 – 100,000	
5	100,001 – 1,000,000	
6	More than 1,000,000	
7	Don't know	

CLOSE IF "NO" OR "DK" AT S3 AND "0" AT S6

ASK ALL

S4. Which country is your company headquarters in?

	SINGLE CODE. SHOW 'UK' AT TOP OF LIST	
	<Dropdown menu of countries>	QUOTA

ASK ALL

S5. Approximately how many employees does your organisation have, in all locations, worldwide?

If you're not sure, please provide an estimate.

	SINGLE CODE	QUOTA
1	1-9	
2	10-49	
3	50-249	
4	250-499	
5	500-1000	
6	More than 1000	
7	Don't know	CLOSE

ASK ALL

S7b. What is your job title?

Please type in the box below

ASK ALL

S8a. Do you have responsibility for any of the following areas (either solely, jointly, or as part of a team)?

	MULTI CODE, RANDOMISE
1	Online safety
2	Platform design
3	Marketing
4	Product management
5	Monitoring business/organisation performance
6	None of these

ALL RESPONDENTS MUST TICK CODE 1 IN ORDER TO QUALIFY FOR THE MAIN INTERVIEW

ASK ALL

S8b. Please explain briefly what your responsibilities are in relation to online safety?

Please type in the box below

1. Main survey

1.0 Service profile

We'd now like to ask some questions about the features and functionalities of your online platform.

Please be assured that your responses will remain strictly confidential. They will be combined with those of other participants and reported only in aggregated form. All findings will be presented and published in a fully anonymised way.

ASK ALL

Q1. Which, if any, of the following features and functionalities are available to users on your platform? Please select all that apply

	CAROUSEL EACH FEATURE/FUNCTIONALITY, FIXED ORDER	
1	Posting images or videos	
2	User profiles	
3	Direct messaging	
4	Content recommender system (Content recommender systems curate personalised content feeds for users)	
5	Network recommender system (Network recommender systems recommend other users and/or groups to follow and connect with)	
6	Adding, connecting or becoming friends with other users	
7	Anonymous profiles	
8	Commenting on content posted by other users	
9	Searching for user generated content	
10	Reposting or forwarding content	
11	Taking part in group chats	
12	Sharing live location with other users	
13	Sharing external links with other users	
14	Livestreaming	
15	Goods or services for sale	
16	Encrypted messaging	
17	Sending money to other users	
18	Content tagging	
19	None of these	

ASK ALL

Q2a. Does your platform have a minimum age limit?

	SINGLE CODE	
1	Yes	
2	No	
3	Don't know	

CLASSIFY AS 'ALLOWS CHILDREN' IF CODE 2 AT Q2A

ASK IF CODE 1 AT Q2A

Q2b. What is the minimum age that you specify for use of your platform?

1	Please type in	
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CLASSIFY AS 'ALLOWS CHILDREN' IF TYPE IN LESS THAN 18 YEARS AT Q2B

1.1 Awareness and attitudes towards the Online Safety Act

We'd now like to ask some questions about the UK's Online Safety Act.

Please be assured that your responses will remain strictly confidential. They will be combined with those of other participants and reported only in aggregated form. All findings will be presented and published in a fully anonymised way.

ASK ALL

Q3a. Before being approached to take part in this research, were you aware of the Online Safety Act in the UK?

Note: It's a relatively new piece of legislation, so you may not be aware of it yet.

	SINGLE CODE	
1	Yes	
2	No	
3	Not sure	

ASK IF CODE 1 AT Q3a

Q3bi How much do you know about the Online Safety Act in the UK?

	SINGLE CODE	
1	Not a lot	
2	A little	
3	A fair amount	
4	Quite a lot	
5	A lot	

ASK IF CODE 1 AT Q3a

Q3bii And how much have you **thought about** the UK's Online Safety Act in relation to your organisation?

	SINGLE CODE	
1	Not a lot	
2	A little	
3	A fair amount	
4	Quite a lot	
5	A lot	

ASK ALL

The UK's Online Safety Act is a law designed to make the internet safer for UK users, especially children. It requires social media platforms, websites, and online services to protect all users from illegal content, such as fraudulent content or hate speech, and to protect children from content that is harmful for them, such as bullying or self-harm content.

Q3c. Do you think that your platform is in scope of the UK's Online Safety Act?

	SINGLE CODE	
1	Yes	

2	No	
3	Not sure	

ASK IF CODE 1 AT Q3a

Q4. Has your organisation made any changes to your platform due to the UK's Online Safety Act?

	SINGLE CODE	
1	Yes	
2	Not yet	
3	No changes were needed	
4	Don't know	

ASK ALL

Q5. To what extent do you think your platform has implemented the safety measures set out by the UK's Online Safety Act?

	SINGLE CODE	
1	Not at all	
2	Minimally	
3	Partially	
4	Mostly	
5	Fully	
6	Not sure	

ASK IF CODE 1 AT Q4

Q6a. Please describe in brief the changes your platform has implemented due to the UK's Online Safety Act.

MANDATORY RESPONSE HERE. WE WILL USE AI PROMPTING TO ENCOURAGE A BETTER/FULLER RESPONSE

ASK IF CODE 2 AT Q4

Q6b. What, if anything, has stopped you implementing the safety measures set out by the UK's Online Safety Act?

MANDATORY RESPONSE HERE. WE WILL USE AI PROMPTING TO ENCOURAGE A BETTER/FULLER RESPONSE

ASK IF CODE 2 AT Q4

Q6c. What, if any, measures are you planning to implement in the future, due to the UK's Online Safety Act?

MANDATORY RESPONSE HERE. WE WILL USE AI PROMPTING TO ENCOURAGE A BETTER/FULLER RESPONSE

ASK ALL

Q7a. Overall, how favourable or unfavourable do you feel towards the Online Safety Act in the UK?

	SINGLE CODE	
1	Very unfavourable	
2	Fairly unfavourable	
3	Neither favourable nor unfavourable	
4	Fairly favourable	
5	Very favourable	

ASK ALL

Q7b. Below are some possible attitudes towards the Online Safety Act in the UK. To what extent do you agree or disagree with these statements?

	SHOW AS CAROUSEL, RANDOMISE STATEMENTS	
1	It's expensive for organisations to implement	
2	It undermines users' freedom of expression	
3	It will protect users from illegal content	
4	It stimulates innovation in safety technologies	
5	It will help to keep children safer online	
6	The requirements are difficult to understand	
7	It will help create clearer, more consistent standards for platforms	
	SINGLE CODE	
1	Strongly disagree	
2	Disagree	
3	Neither agree nor disagree	
4	Agree	
5	Strongly agree	
6	Don't know	

ASK IF CODE 1 AT Q4

Q8. Earlier, you mentioned that your organisation has made some changes to its platform, due to the UK's Online Safety Act...

We are interested in the costs (including time spend) you have experienced in relation to the UK Online Safety Act. How significant have the following been to your organisation?

	SHOW AS GRID, FIXED ORDER	
1	Labour cost associated with reading and understanding online safety regulation, and deciding how to comply	

2	Labour cost associated with making changes to your platform to comply with online safety regulation	
3	Financial cost associated with making changes to your platform to comply with online safety regulation	
	SINGLE CODE	
1	Very low (Cost were zero or near zero)	
2	Low	
3	Medium (some opportunity cost in meeting the Act's requirements)	
4	High	
5	Very high (Cost threatened the long-term viability of the organisation)	
6	Don't know	

ASK IF CODE 1 AT Q4

Q9. How much time have the following individuals/teams spent working on your organisations' response to the UK Online Safety Act?

	SHOW AS GRID, FIXED ORDER	
1	Tech professionals (such as software developers)	
2	Content moderators	
3	Regulatory or policy professionals, lawyers, and executives	
	SINGLE CODE	
1	No time required	
2	Limited time	
3	Moderate amount of time	
4	Substantial amount of time	
5	Very substantial amount of time	
6	Don't know	

1.2 Governance

ASK ALL

Q10. Which, if any, of the following does your organisation undertake?

Note: More details will be made available via a link at the end of this survey.

	MULTI CODE, RANDOMISE	
1	SHOW TO ALL Risk assessment for illegal content (e.g. fraud, child sexual abuse material, hate speech etc)	
2	SHOW TO ALL Assessment to determine if children are likely to access your platform	
3	SHOW IF ALLOW CHILDREN Risk assessment for content harmful to children (e.g. suicide, self-harm, pornography etc.)	
4	SHOW TO ALL Data protection impact assessment	
5	SHOW TO ALL Equality impact assessment	
6	SHOW TO ALL Environmental impact assessment	
7	None of the above	

ASK IF CODE 1, 2 OR 3 TICKED AT Q10. REPEAT, IF NECESSARY, FOR EACH OPTION

Q11. You said that you undertook a/an [insert code 1, 2, 3]. When was the last time that your organisation undertook such an assessment?

	SINGLE CODE	
1	Within the last year	
2	1-2 years ago	
3	3-5 years ago	
4	5+ years ago	
5	Don't know	

ASK IF CODE 1, 2 OR 3 TICKED AT Q10

Q12. Does your organisation have a named person responsible for overseeing illegal content risk assessments and/or children's risk assessments?

	SINGLE CODE	
1	Yes	
2	No	
3	Don't know	

1.3 Risks on the service

ASK ALL

Q13a. As far as you are aware, including through user reporting and content moderation, has any user encountered **illegal content or behaviour** on your platform (e.g., fraud, hate speech, child sexual abuse material, etc.)?

	SINGLE CODE
1	Yes
2	No
3	Don't know

ASK IF CODE 1 AT Q13a

Q13b. And as far as you are aware, were any of the users that encountered **illegal content or behaviour** on your platform **in the UK**?

	SINGLE CODE
1	Yes
2	No
3	Don't know

ASK ALL

Q14a. As far as you are aware, including by user reporting, has any child user encountered **content that is harmful to children** on your platform (e.g., pornography, suicide, self-harm, or eating disorder content)?

	SINGLE CODE
1	Yes
2	No
3	Don't know

ASK IF CODE 1 AT Q14a

Q14b. And as far as you are aware, were any of the users that encountered **content that is harmful to children** on your platform **in the UK**?

	SINGLE CODE
1	Yes
2	No
3	Don't know

1.4 Age assurance

ASK ALL

Q15. Does your platform have compulsory age checks for all or some of its users?

	SINGLE CODE	
1	Yes	
2	No	
3	Don't know	

ASK ALL

Q16. Which, if any, of the following methods do you offer to check the age of users on your platform?

	MULTI CODE, FIXED ORDER	
1	Users enter their date of birth	
2	Users tick a box to confirm they are over 18	
3	Users provide their credit card details to confirm they are over 18	
4	Users enter their mobile number, so their phone company can confirm they are over 18	
5	Users upload a photo of their passport or photo ID and take a selfie, to check they match	
6	Users scan their face	
7	Users use their digital identity	
8	Users give their email address, so we can confirm they are over 18 (e.g. check their email address has been used for other 18+ online services, such as buying a house)	
9	Users let their bank confirm they are over 18 (e.g. by checking the age registered on their bank account)	
10	We use age estimation based on inferences made on user data held by our online platform	
11	We use age estimation based on an inference made by a third party or on user data held by a third party	
12	Other [please type in] FIXED	
13	None of the above	

ASK ALL

Q17. In which context does your platform check the age of its users?

	MULTI CODE. FIXED ORDER	
1	Users must pass an age check to enable access to any part of the platform	
2	Users must pass an age check to enable access to certain types of content	
3	Users must pass an age check to enable them to share content on the platform	
4	SHOW IF PLATFORM HAS A MINIMUM AGE (CODE 1 AT Q2A) Users must pass an age check to enforce the platform's minimum age	
5	Other (please type in)	
6	None of the above	

1.5 Content moderation

ASK ALL

Q18. Does your online platform have any content moderation processes in place to check if user behaviour or content breaches the content policies of your online platform? For each one, please select either 'YES', 'NO', or 'DON'T KNOW'.

	MULTI CODE, ROTATE	YES	NO	DON'T KNOW
1	We have automated processes			
2	We have human moderators/reviewers			

ASK IF CODE 1 AT Q18 (HAS AUTOMATED CONTENT MODERATION)

Q19. Which of the following automated content moderation tools, if any, do you use? For each one, please select either 'YES', 'NO', or 'DON'T KNOW'.

	SINGLE CODE, CAROUSEL, RANDOMISE	YES	NO	DON'T KNOW
1	Hash-matching to detect child sexual abuse material <i>An automated system or process that compares uploaded content against a database of known child sexual abuse material using unique digital "hashes." If the hash of the uploaded content matches a hash in the database, the content can be automatically flagged or blocked</i>			
2	URL detection to detect child sexual abuse material <i>An automated system or tool that checks whether posted or uploaded links (URLs) match known webpages that include child sexual abuse, by comparing the URL against internal or external blocklists or reputation databases</i>			
3	Rules-based or heuristic tools <i>Automated tools that apply pre-defined rules or patterns to detect content that violates the platform's policies (including illegal content). These rules might include specific phrases, formatting patterns, posting behaviours, or combinations of signals that indicate a high likelihood of violating policies</i>			
4	AI/ML-based tools <i>Automated content analysis that uses artificial intelligence or machine-learning. These tools analyse content and generate signals that indicate the likelihood that it violates the platform's policies (including illegal content) based on patterns learned from training data, rather than using fixed rules</i>			
5	Keyword detection <i>An automated system or tool that scans text for specific words or phrases associated with content that violates the platform's policies (including illegal content). When these keywords appear, the content may be flagged, restricted, or reviewed</i>			
6	Tools based on user behaviour or other signals <i>Tools that analyse patterns of user actions, digital interactions, or content-creation to detect signals that may indicate harmful, illegal, or policy-violating activity or content (including illegal content)</i>			
7	Any other [IF YES: please ask the respondent to type in]			

1.6 User reporting

ASK ALL

Q20. Can users report or make a complaint against content or behaviour that is in breach of your platform's content policies?

	SINGLE CODE	
1	Yes	
2	No	
3	Don't know	

ASK IF CODE 1 AT Q20

Q21. How can users report or make a complaint against content or behaviour that is in breach of your platform's content policies?

	MULTICODE	
1	Use in-platform reporting tools – e.g. click a button/flag near the offending content, then select a reason for the complaint	
2	Complete a web form	
3	Send an email to your safety team	
4	Send an email to your support team	
5	Send an email to your organisation info/general enquiries email	
6	Use live chat	
7	Phone call	
8	Text/WhatsApp message	
9	Other – type in	

ASK IF CODE 1 AT Q20

Q22: Does your organisation have a target timeframe to action reports or complaints about illegal content and/or content that is harmful to children, when reported by users?

Note: If you have more than one target timeframe, please select the most commonly used one.

	SINGLE CODE	
1	Yes, within 6 hours	
2	Yes, within 12 hours	
3	Yes, within 24 hours	
4	Yes, within 48 hours	
5	Yes, within 3 days	
6	Yes, within a week	
7	Other timeframe (please specify)	
8	No, we do not have a target timeframe	
9	Don't know	

2. Recontact

ASK ALL

Q23a. Thank you, that's the end of the survey.

Did you find any of the questions difficult to answer?

	SINGLE CODE	
1	Yes	
2	No	

If yes, please provide details below

ASK ALL

Q23b. Would it be OK for us to contact you about [about your comments at the previous question or] future research in this area?

	MULTI CODE	
1	[Yes – about comments at the previous question]	
2	Yes – about future research	
3	No	

3. Further information

ASK ALL

Q24. Are you interested in a link with more information about the Online Safety Act?

	SINGLE CODE	
1	Yes	
2	No	

SHOW THE FOLLOWING TEXT IF CODE 1 SELECTED AT Q24

If you're interested, you can learn more about the UK's Online Safety Act by clicking on this link:

<https://www.ofcom.org.uk/online-safety/illegal-and-harmful-content/guide-for-services/>

SHOW ALL

Thanks very much for taking part in the survey!

SHOW ALL

As mentioned, the answers you've provided will be completely anonymised. They will never be used to identify you or your organisation. Ofcom will not know which organisations took part in the survey.

Once it has been anonymised, the information collected will be the property of Ofcom. You have the right to withdraw your consent to process the information you provide or object to STRAT7 Jigsaw processing your information. The information you provide will be treated in accordance with data protection law.

Please click on this link to see Start7 Jigsaw's privacy policy: <https://strat7.com/privacy-policy/>