

## Online Experiences and Attitudes

### Ofcom

Project Online Experiences Tracker (Wave 2)

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Fieldwork 6,000 completes per wave plus 540 boost

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Methodology Online

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Survey length 20 minutes

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Sample composition 13-84 year old's representative of UK internet users based on age, gender, region, SEG.

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## SECTION 1: PROFILING

[ASK IF 18+ YEARS, NOT PARENT / GUARDIANS]

### D1. Are you a ...?

1. Man
2. Woman
3. Non-binary
4. Prefer to use another term (please state – optional))
5. Prefer not to say

[ASK IF 18+ YEARS, NOT PARENT / GUARDIANS]

### D1a. Is your current gender the same as that assigned at birth?

1. Yes
2. No
3. Prefer not to say

[ASK IF 18+ YEARS, NOT PARENT / GUARDIANS]

### D2. Please enter your age in the box below

Min 18, Max 84

[IF 18+ YEARS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

### D3. Which of the following describes where you live?

- a. Scotland
- b. North East
- c. North West
- d. Yorkshire and the Humber
- e. West Midlands
- f. East Midlands
- g. Wales
- h. East of England
- i. London
- j. South East
- k. South West
- l. Northern Ireland

[IF 18+ YEARS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D3a. Which of the following best describes where you live?**

1. Urban – Population over 10,000
2. Town and Fringe
3. Village
4. Hamlet & Isolated Dwelling

[ASK IF 18+ YEARS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D4. The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.**

**If two or more related people in the household have equal income, please think of this question with the oldest person in mind**

**Which of the following best describes the employment status of the Chief Income Earner in your household?**

- a. Full-Time employment (more than 29 hours a week) – Code using Grader
- b. Part-Time employment (less than 29 hours per week) – Code using Grader
- c. Retired / Widow / Widower
- d. Student
- e. Not working / Sick / Disabled

If student:

Code as C1

If Not working/Sick/Disabled/Working less than 8 hours per week

CODE AS E

[ASK IF WORKING FULL TIME / PART TIME INCLUDING PARENTS / GUARDIANS OF CHILDREN AGED 13-17]

**D4b. What is the occupation of Chief Income Earner? USE GRADER**

[ASK ADULTS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D5. How many people under the age of 18 live in your household?**

[WRITE IN]

[ASK ADULTS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D6. How many people, including yourself, aged 18 and over live in your household?**

[WRITE IN]

[ASK ADULTS 18+, NOT PARENTS / GUARDIANS]

**D7. Which of these – if any – impact or limit your daily activities or the work you can do? Please select all that apply.**

[SINGLE/MULTI-CODE]

1. Hearing? Poor hearing, partial hearing, or are deaf
2. Eyesight? Poor vision, colour blindness, partial sight, or are blind
3. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty
4. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.
5. Breathing? Breathlessness or chest pains

6. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
7. Social behaviour? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.
8. Your mental health? Anxiety, depression, or trauma-related conditions, for example
9. Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please state – optional)
10. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do [SINGLE CODE]
11. Prefer not to say [SINGLE CODE]
12. Don't know [SINGLE CODE]
13. Difficulty with speech? e.g. due to stroke, stutter or stammer [SHOW AFTER CODE 6]

[ASK ADULTS 18+, NOT PARENTS / GUARDIANS]

**D8. Which one of these groups best describes your ethnic group or background?**

[SINGLE CODE]

[WHITE]

1. English/ Welsh/ Scottish/ Northern Irish/ British
2. Irish
3. Gypsy, Traveller or Irish Traveller
4. Any other white background

[MIXED/ MULTIPLE ETHNIC GROUPS]

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other mixed/ multiple ethnic background

[ASIAN AND BRITISH ASIAN]

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background

[BLACK AND BLACK BRITISH]

14. Caribbean
15. African
16. Any other black/ African/ Caribbean background

[OTHER ETHNIC GROUP]

17. Arab
18. Any other ethnic background

19. Prefer not to say

[ASK ADULTS 18+, NOT PARENTS / GUARDIANS]

**D9. What is your religion, if any?**

[SINGLE CODE]

1. No religion

[CHRISTIAN]

2. Catholic
3. Church of England/ Scotland/ Ireland
4. Other Christian

[OTHER RELIGIONS]

5. Muslim
6. Hindu
7. Jewish
8. Sikh
9. Buddhist
10. Other religion (please state)

11. Prefer not to say

[ASK ADULTS 18+, NOT PARENTS / GUARDIANS]

**D10. Which of the following do you consider yourself to be?**

[SINGLE CODE]

1. Heterosexual or straight
2. Gay or lesbian
3. Bisexual
4. Prefer to use another term (please state)
5. Prefer not to say

[ASK ADULTS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D11b. What is the combined annual income of your household, prior to tax being deducted?**

**Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.**

Per week	Per Year
Up to £199	Up to £10,399
From £200 to £299	From £10,400 to £15,599
From £300 to £499	From £15,600 to £25,999
From £500 to £699	From £26,000 to £36,399
From £700 to £999	From £36,400 to £51,999
From £1,000 to £1,499	From £52,000 to £77,999
£1,500 or above	£78,000 or above
Don't know	
Prefer not to say	

[ASK IF 18+ YEARS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D12. Do you have any children aged 17 or under? If so, how old are they?**

MULTICODE

1. No children aged 17 or under [SINGLE CODE]
2. Yes, aged 0-2
3. Yes, aged 3-4
4. Yes, aged 5-10
5. Yes, aged 11-12
6. Yes, aged 13-15
7. Yes, aged 16-17

[ASK ADULTS AND PARENTS/GUARDIANS OF CHILDREN AGED 13-17]

**D13. Which one of these – if any – is the highest educational or professional qualification that you currently have?**

**Please choose the highest option on the list that applies to you.**

*Please select one option*

I have no formal qualifications (and I am not still studying)	1
Entry level qualification such as ESOL, ELC or Skills for Life	2
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	3
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	4
Level 1-2 vocational qualification or intermediate apprenticeship	5
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	6
Level 3 vocational qualification or advanced apprenticeship	7
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	8
Level 4-5 vocational qualification or higher apprenticeship	9
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	10
Level 6 vocational qualification or degree apprenticeship	11
University higher degree (e.g. Masters, PhD or equivalent)	12
Still studying/ still at school	13
Prefer not to say	14
Don't know	15

## SECTION 2: PROFILING & SCREENING OF CHILDREN

[ASK IF PARENT OF 13-17 YEAR OLD]

**C1.** Today we are looking for teenagers aged 13-17 years to take part in this survey. The survey is asking about internet usage and takes about 20 minutes to complete. The survey contains some questions asking about times they may have seen something that made them feel uncomfortable on the internet, for example, offensive language or content unsuitable for their age group. The purpose of this research is to find out more about people's experiences of using online services.

Participation is voluntary and your child does not need to take part.

If there is more than one child in your household aged 13-17 years, please select one child to take part in this survey.

Are you happy for a child aged 13-17 years in your household to take part in this survey?

1. Yes
2. No

[IF C1= 2]

Thank you for your participation. [SCREEN OUT]

[IF S1 = 1]

That's great! We have some short questions for you to answer about your child. Please answer about a child who is available to take part. If they are not available currently please close the survey and re-open once they are available.

[ASK IF PARENT OF 13-17 YEAR OLD]

**C2 Is your child a...?**

1. Boy
2. Girl
3. Other (please specify)
4. Prefer not to say

[[ASK IF PARENT OF 13-17 YEAR OLD AND IF C1 = 1]

**C3. Please enter the child's age in the box below**

Min 13, Max 17

[ASK PARENT/GUARDIAN OF 13-17]

**C4. Which of these – if any – impact or limit your child's daily activities? Please select all that apply.**

1. Hearing? Poor hearing, partial hearing, or are deaf
2. Eyesight? Poor vision, colour blindness, partial sight, or are blind
3. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty
4. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.
5. Breathing? Breathlessness or chest pains
6. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
7. Social/ behaviour? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.
8. Your mental health? Anxiety, depression, or trauma-related conditions, for example
9. Other illnesses/ conditions which impact or limit your daily activities or the work you can do
10. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do [SINGLE CODE]
11. Prefer not to say [SINGLE CODE]
12. Don't know [SINGLE CODE]
13. Difficulty with speech? e.g. due to stroke, stutter or stammer [SHOW AFTER CODE 6]

[ASK PARENT/GUARDIAN OF 13-17]

**C5. Which one of these groups best describes your child's ethnic group or background?**

[SINGLE CODE]

[WHITE]

1. English/ Welsh/ Scottish/ Northern Irish/ British
2. Irish
3. Gypsy, Traveller or Irish Traveller
4. Any other white background

[MIXED/ MULTIPLE ETHNIC GROUPS]

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other mixed/ multiple ethnic background

[ASIAN AND BRITISH ASIAN]

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background

[BLACK AND BLACK BRITISH]

14. Caribbean
15. African
16. Any other black/ African/ Caribbean background

[OTHER ETHNIC GROUP]

17. Arab
18. Any other ethnic background

19. Prefer not to say

[ASK PARENTS/GUARDIANS OF 13-17]

C6. What is your child's religion, if any?

[SINGLE CODE]

1. No religion

[CHRISTIAN]

2. Catholic
3. Church of England/ Scotland/ Ireland
4. Other Christian

[OTHER RELIGIONS]

5. Muslim
6. Hindu
7. Jewish
8. Sikh
9. Buddhist
10. Other religion (please state)

11. Prefer not to say

[IF C1 = 1]

INFO SCREEN

Great. Please pass the survey over to your [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. MALE CHILD AGED 15] and ask them to click the next button when ready. If they are not available currently please close the survey and re-open once they are available.

Note – we are after the child’s opinions. However please do help them if they need assistance understanding the questions.

As a reminder, all answers will be anonymous and will not be attributed to them in any way. We will also store the data in accordance with our data privacy policy [add link here].

[ASK IF CHILD 13-17 YEARS]

C7. Today we would like to ask you some questions about how you go online and the types of websites and apps you visit. The survey also contains some questions asking about times you may have seen something that made you feel uncomfortable on the internet.

Your parent has said it’s okay for you to take part. Can we just confirm you are a [ENTER GENDER + AGE OF CHILD FROM SAMPLE E.G. MALE CHILD AGED 15] and are happy to take part in this survey?

1. Yes
2. No

[IF C7 = 2, END SURVEY]

[ASK IF CHILD 13-17 YEARS]

C8 /QX.Gender. Are you...?

1. Male
2. Female
3. Non-binary
4. Prefer to use another term (please state)
5. Prefer not to say

## SECTION 3: ATTITUDES

[FOR ADULT SAMPLE ONLY] Today we would like to ask you some questions about how you go online and the types of websites and apps you visit. The survey also contains some questions asking about times you may have seen something that made you feel uncomfortable on the internet.

[ASK ALL]

Q1. For each pair of statements, please drag the slider to indicate where your own view lies and click to confirm your choice before moving to the next pair of statements. Dragging the slider to the far left means that you agree completely with the first statement, and dragging to the far right means that you agree completely with the second statement. You can position the slider anywhere in between.

Please remember there are no right or wrong answers, we are simply looking for your opinion.

FLIP STATEMENTS LEFT/RIGHT TO RANDOMISE + RANDOMISE ROWS, SLIDING SCALE WITH NO COLOURS

1. 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



2. I feel confident in my ability to stay safe online vs. I do not feel confident in my ability to stay safe online
5. 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
6. 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
7. There are enough online safety measures in place vs there should be more online safety measures in place
8. For me personally, the benefits of going online outweigh the risks vs. For me personally, the risks of going online outweigh the benefits
9. The internet is good for society vs. the internet is damaging to society

## SECTION 4: USAGE & ACTIVITIES

[ASK ALL]

**Q2. Please think about how much of your personal time you spend online across a typical week. This includes time using social media and messaging, watching films, TV programmes and videos online, playing games online, on video calls, searching for information online and doing homework. Please do not include any time you spend online for work or at your school, college or university.**

**This could be using a mobile phone, laptop, tablet (like an iPad), computer, games console or Smart TV. Please think about weekdays and weekends, either at home or anywhere else.**

**How many hours in a typical week would you say you spend online?**

1. None
2. Less than 6 hours
3. 6 to 11 hours
4. 11 to 22 hours
5. 22 to 30 hours
6. Over 30 hours
7. Don't know/unsure

[ASK ALL]

**Q3. To what extent, if at all, do you agree or disagree with the following statements about being online?**

[TOPBREAK]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. Don't know

[DOWNBREAK, MULTICODE, RANDOMISED]

1. I can share my opinions and have a voice online more easily or effectively than I can offline
3. I feel more free to be myself online

5. I feel I have a good balance between my online and offline life
6. Being online has an overall positive effect on my mental health

[ASK ALL]

**Q4. We'd now like you to think generally about your use of websites or apps online.**

**In the last 4 weeks have you visited or used any of the following sites or apps that host user-generated videos (i.e. people sharing videos online)?**

**This includes watching videos, uploading videos, commenting on videos or sending private messages on these sites or apps.**

[MULTICODE, RANDOMISED]

1. 9GAG
2. Admire.Me [ONLY SHOW TO 18+]
3. Bitchute
4. Brand New Tube
5. DailyMotion
6. Discord
7. DLive
8. Dubsmash
9. Facebook
10. Facebook gaming
11. Grom [ONLY SHOW TO 13-17]
12. GoBubble [ONLY SHOW TO 13-17]
13. Imgur
14. Instagram
15. Likee
16. Momio [ONLY SHOW TO 13-17]
17. OnlyFans [ONLY SHOW TO 18+]
18. Pinterest
19. Popjam
20. Reddit
21. RevealMe [ONLY SHOW TO 18+]
22. Snapchat
23. Telegram
24. TikTok
25. Triller
26. Tumblr
27. Twitch
28. Twitter
29. Ustream
30. Vimeo
31. YouNow
32. YouTube
33. YouTube Kids
34. Yubo
35. Fruitlab
36. Tidze
37. None of these [ANCHOR, EXCLUSIVE]

[ASK ALL, EXCEPT Q4 CODE 37]

**Q4a. In the last 4 weeks, which site or app have you used the most?**

[ROUTE IN CODES FROM Q4, SINGLE CHOICE ]

[ASK ALL FROM Q4a.]

**Q4b. When you use [PIPE IN ANSWER FROM Q4a] do you...? ]**

[MULTICHOICE]

1. **Post** content
2. **Comment** on content
3. **Like** content
4. **Share** content
5. None of these [EXCLUSIVE]

[ASK ALL EXCEPT Q4 CODE 37]

**Q4c. When you have posted online in the last year, have you had content reported and/or taken down?**

1. Yes – and I understand it was reported and / or taken down because it breached the service’s guidelines
2. Yes – but I don’t understand why it was reported and / or taken down and don’t think it breached the service’s guidelines.
3. No
4. Prefer not to say

[ASK ALL]

**Q5. In the last month, when you have gone online, have you....**

[SINGLE CODE]

1. **Only used** websites or apps that you have used before
2. Used maybe **one or two** websites or apps that you have not used before
3. Used **lots** of websites or apps that you have not used before
4. Have not gone online in the last month

## SECTION 5: EXPERIENCE OF HARMS

[ASK ALL, NON-MANDATORY]

**Q6a. Thinking back over the last 4 weeks, did you come across anything on the internet that made you feel uncomfortable, upset or negative in any way?**

1. Yes
2. No
3. Prefer not to say

[TEXT SHOW TO ALL]

Some of the topics below are potentially distressing, so please remember you do not need to answer and have the option to finish the survey here if you would prefer. If you decide to end the survey here you will be directed to information about organisations that provide help and support .

1. Yes – Happy to continue
2. No – prefer not to continue

[YDS – SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE]  
[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT]

[ASK ALL]

**Q8. Which, if any, of the following have you seen or experienced online in the last 4 weeks? This includes any images, videos, audio or text, either comments, posts or messages you have seen and/or those shared directly to you. Please select all that apply.**

**Again, some of the topics below are potentially distressing, so please remember you do not need to answer and have the option to finish the survey here if you would prefer. If you decide to end the survey here you will be directed to information about organisations that provide help and support .**

[YDS – SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE]  
[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT]

[MULTICODE, RANDOMISED]

1. 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
2. Sexual/ pornographic content inappropriate for the site/app
3. Content or language which objectifies, demeans or otherwise negatively portrays women
4. Content depicting the sexual abuse or exploitation of children **[DO NOT SHOW TO UNDER 18]**
5. Content encouraging extremism, radicalisation or terrorism
6. Content depicting violence
7. Sale or advertisement of illegal goods
8. Content encouraging gambling, e.g. sports betting, or casino-style games **[ONLY SHOW TO UNDER 18]**
9. Misinformation i.e. false or misleading stories, claims or assertions
10. Content relating to self-harm or suicide
11. Content relating to negative body image, excessive or unhealthy dieting/exercise and/or eating disorders
12. Promotion of female genital mutilation (FGM) **[DO NOT SHOW TO UNDER 18]**
13. Unwelcome friend or follow requests, or messages
14. Stalking, cyberstalking or intrusive behaviour
15. People pretending to be another person, e.g. ‘catfishing’
16. Bullying, abusive behaviour or threats
17. Trolling, i.e. a person who says something to cause intentional upset or provoke a negative reaction
18. Pressure to send photos or personal information to someone
19. People sending unwanted/unsolicited sexual or nude images or videos, e.g. ‘cyber flashing’
20. Fake or deceptive images/videos, e.g. ‘deep fakes’
21. Collection or use of my data without my knowledge or permission
22. Scams, fraud, or phishing
23. Private/intimate information made public, e.g. ‘doxxing’
24. Sharing of, or threats to share, intimate images without consent
25. Intentional harassment during gaming, e.g. ‘griefing’
26. Private conversations shared without consent

27. Content glamourising unhealthy or abusive lifestyles, e.g. binge drinking, drug taking
28. Unintentionally spending money on in-app purchases or gifts
29. Group shaming, boycotting, or excluding someone based on their views, opinions on actions, including online 'pile-ons'
30. Paid-for or sponsored content which was not clearly marked as such, e.g. 'astroturfing'
31. Content which impacted negatively on my self-esteem
32. Content depicting animal cruelty
33. Generally offensive or 'bad' language, e.g. swearing, rudeness
34. Unwanted sexual messages
35. Content depicting dangerous stunts [ONLY SHOW TO UNDER 18]
36. Content which advertises alcohol or cigarettes [ONLY SHOW TO UNDER 18]
37. Other (please specify) [ANCHOR]

[IF Q8= CODES 1-38. IF ONLY 1 OF CODES 1-38, AUTOCODE Q9 AS THAT ANSWER]

**Q9. You mentioned you experienced or saw the following things online during the last 4 weeks. Which did you see or experience most recently?**

SINGLE CODE

- [INSERT CODES SELECTED AT Q8]
- 97. I don't remember

[ASK ALL]

INFO SCREEN

Thank you for your time so far.

We would now like to ask some follow up questions thinking about your most recent experiences of [INSERT CODE SELECTED AT Q9]. Just a reminder that all responses are anonymised and you can select not to answer certain questions. However, if you would prefer not to continue with the survey, you have the option to opt out and finish the survey here.

[YDS – SCREEN OUT THOSE WHO DO NOT WISH TO CONTINUE]

[SHOW ORGANISATION AND LINKS FOR THOSE WHO OPT OUT]

[ASK IF Q9 IS NOT CODE 97]

**Q12. How many times in the last 4 weeks did you see or experience [INSERT HARM SELECTED AT Q9].**

[SINGLE CODE]

1. Once
2. 2-3 times
3. 4-5 times
4. 6-10 times
5. More than 10 times
6. Don't know / can't remember

[ASK IF Q9 IS CODES 1, 16 OR 17]

**Q13. Which group, if any, was the bullying, abusive behaviour, threats or hate speech you experienced directed towards? This could include bullying, abusive behaviour, threats or hate speech directed towards you.**

[MULTICODE]

1. A particular age group
2. Disabled people (physical or mental)
3. Transgender people
4. Pregnant people/ those on maternity leave
5. People of a particular marital status (e.g. married, single, civil partnership)
6. Ethnicity or e.g. a particular ethnicity, nationality or community
7. A religious group
8. A particular gender
9. A particular sexual orientation
10. Another group (please specify) [FIX]
11. Can't remember [FIX, EXCLUSIVE]
12. Prefer not to say [FIX, EXCLUSIVE]

[ASK IF Q9 IS NOT CODE 97]

**Q14b. We would like you to think again about the last time you saw or experienced [INSERT HARM SELECTED AT Q9]. On a scale of 1 to 3, where '1' means 'It didn't bother me at all/It didn't offend me' and '3' means 'It really bothered me/I found it extremely offensive', when you last saw or experienced [INSERT HARM SELECTED AT Q9], would you say the content or experience was...**

[SINGLECODE, SLIDER SCALE WITH NO COLOURS]

1. It didn't bother me at all/ It didn't offend me at all
2. It slightly bothered me/ It slightly offended me
3. It really bothered me/I found it extremely offensive

[ASK IF Q9 IS NOT CODE 97]

**Q15. When you saw [INSERT HARM SELECTED AT Q9] on that occasion, which of the following actions did you take, if any?**

[MULTICODE, RANDOMISED]

1. Clicked the report/flag button, or marked as junk
2. Reposted/forwarded the content to highlight that it was wrong/misleading/harmful
3. Contacted others in the community to make them aware of the issue
4. Complained to the website/app, social media site or email sender
5. Informed the police
6. Informed Ofcom
7. Informed a support service
8. Contacted the account/user responsible for the issue
9. Closed my account/left the service
10. Unfollowed/unfriended/blocked/muted the person who posted it/ deleted the email
11. Told a friend or family member
12. I use the platform less
13. I have stopped using the platform
14. I have stopped commenting, liking or posting
15. I stopped what I was doing/closed down the app or website
16. I scrolled past it [EXCLUSIVE]
17. Started to report it but failed to finish the process

18. Something else (informed your internet service provider, informed another regulator, contacted the press, informed the Information Commissioner's Office (ICO))
19. Changed my settings to change the type of content I see
20. Changed my settings to change who can see my profile
21. I flagged/reported content I am not interested in seeing
22. Other (please specify) [ANCHOR]
23. I didn't take any action [ANCHOR, EXCLUSIVE]

[ASK IF Q15 IS CODE 20]

MULTICODE, RANDOMISED

**Q16. You mentioned you did not take any action. Why was this?**

[RANDOMISED]

1. I didn't consider it to be offensive, disturbing or harmful
2. I didn't like it, but I didn't consider it bad enough to do something about
3. I didn't see the need to do anything
4. I didn't know what to do / who to inform
5. I didn't want to get into trouble for viewing it
6. I wanted to leave the site immediately after viewing/experiencing it
7. I thought somebody else would report it
8. I asked somebody else to report it
9. I didn't think it would help / make a difference / be acted on
10. I wasn't directly impacted
11. I couldn't be bothered
12. I thought the site would remove the content themselves/resolve the problem
13. I thought it might make it worse
14. I didn't have time
15. I think people are allowed to say/do what they want online, even if I do not agree with it
16. Other (specify) [ANCHOR]

[ASK IF Q15 IS CODE 1, 5-7, 18]

**Q17. You mentioned you reported the [INSERT HARM SELECTED AT Q9]. What happened as a result?**

[MULTICODE]

1. Nothing yet [EXCLUSIVE]
2. The content was removed
3. I got a written response
4. I was asked to provide further information
5. Something else (please specify) [ANCHOR]
6. Don't know [ANCHOR]

[ASK IF Q17 IS 1-5]

**Q18. Overall, how satisfied were you with the reporting process?**

[SINGLE CODE]

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied

[ASK IF Q6 IS NOT CODE 97]

[ASK IF Q9 IS NOT CODE 97]

**Q21. What type of site or service were you using when you most recently experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLE CODE, RANDOMISED]

1. A **website or app where you view videos** posted by other users e.g. YouTube, TikTok
2. **Social media** website or app e.g. Facebook, Twitter, Instagram [ANCHOR NEXT TO CODE 1]
3. **Livestreaming** website or app – this could be part of a social media website or app e.g. Twitch, Facebook Live [ANCHOR NEXT TO CODE 2]
4. A **search engine** e.g. Google, Yahoo
5. **Instant messenger** website or app e.g. Facebook Messenger, WhatsApp
6. **News website** or app e.g. BBC News, The Guardian, Daily Mail Online
7. **Gaming website** or app e.g. PlayStation Network, Nintendo Online
8. A **Q&A website** or app e.g. Quora, Yahoo! Answers
9. **Email**
10. **Blog website** or app e.g. WordPress, Bloglovin’
11. **Shopping** website or app e.g. Amazon, eBay, Depop
12. **Online dating** websites or apps e.g. Tinder, Bumble **[ONLY SHOW TO 18+]**
13. **Video on demand** application e.g. Netflix, Now TV
14. **‘Adult’ sites** containing sexual content **[ONLY SHOW TO 18+]**
15. An **in-game chat** / chat room
16. Other [ANCHOR]
17. Can’t remember [ANCHOR]
18. Prefer not to say [ANCHOR]

**ASK ALL THAT ANSWERED Q21**

**Q21a. You said you experienced [INSERT HARM SELECTED AT Q9], how did you come across this?**

[MULTICODE, RANDOMISE]

1. Using the search function **[DO NOT SHOW IF Q21 CODES 5, 12, 15]**
2. Scrolling through your feed / the ‘For You Page’ **[DO NOT SHOW IF Q21 CODES 4, 5, 9, 15]**
3. Reading articles / reviews **[DO NOT SHOW IF Q21 CODE 1, 3, 9, 12, 13, 14, 15]**
4. In the comments or replies to a post, article or video **[DO NOT SHOW IF Q21 CODES , 9,, 12, 13, 15]**
5. Reading a profile **[DO NOT SHOW IF Q21 CODES 4, 9, 13]**
6. Using the private or direct message function with one other user. **[DO NOT SHOW 4, 6, 9, 13]**
7. In a group chat / using the private or direct message function with more than one other user **[DO NOT SHOW IF Q21 CODES 1, 4, 6, 7, 8, 9, 10, 11, 12, 13]**
8. Watching content selected for you by autoplay **[DO NOT SHOW IF Q21 CODES 4, 5, 7, 9, 11, 12, 15]**
9. Watching content (you chose to watch) **[DO NOT SHOW IF Q21 IS CODE 11, 12]**
10. Watching live streaming content **[DO NOT SHOW IF Q21 CODES 4, 5, 9, 11, 12, 15]**
11. An anonymised source **[DO NOT SHOW IF Q21 CODE 11, 12, 13]**
12. Other (specify) [ANCHOR]
13. Don’t Know / Can’t remember [ANCHOR]

[ASK IF Q21 = CODE 1]



**Q22. Which video viewing website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLE CODE, RANDOMISED]

1. Admire.Me [ONLY SHOW TO 18+]
2. Bitchute
3. Brand New Tube
4. Daily motion
5. DLive
6. Dubsmash
7. Facebook
8. Facebook Gaming
9. FruitLab
10. GoNoodle
11. Imgur
12. Instagram
13. OnlyFans [ONLY SHOW TO 18+]
14. PopJam
15. RevealMe [ONLY SHOW TO 18+]
16. Snapchat
17. TikTok
18. Triller
19. Twitch
20. Ustream
21. Vimeo
22. YouNow
23. YouTube
24. YouTube Kids
25. Yubo
26. Other [ANCHOR]
27. Can't remember [ANCHOR]
28. Prefer not to say [ANCHOR]

[ASK IF Q21= CODE 4]

**Q23. Which search engine were you using when you experienced [INSERT HARM SELECTED AT Q9 ]?**

[SINGLE CODE, RANDOMISED]

1. AOL
2. Ask.com
3. Bing/MSN
4. Google
5. Yahoo
6. Webexplore.co
7. DuckDuckGo
8. Ecosia
9. Other [ANCHOR]
10. Can't remember [ANCHOR]
11. Prefer not to say [ANCHOR]

[ASK IF Q21= CODE 2]

**Q24. Which social media website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLE CODE, RANDOMISED]

1. Clubhouse [ONLY SHOW TO 18+]
2. Facebook
3. Facetime
4. Google Hangouts
5. Instagram
6. LinkedIn
7. Pinterest
8. Reddit
9. Snapchat
10. Skype
11. TikTok
12. Tumblr
13. Twitch
14. Twitter
15. Viber
16. WhatsApp
17. PopJam
18. Whisper
19. YuBo
20. Grom [ONLY SHOW 13-17]
21. Momio [ONLY SHOW 13-17]
22. GoBubble[ONLY SHOW 13-17]
23. YouTube
24. Vimeo
25. Daily motion
26. Instagib.tv
27. Dubsmash
28. Imgur
29. GoNoodle
30. Triller
31. Discord
32. Other [ANCHOR]
33. Can't remember [ANCHOR]
34. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 3]

**Q25. Which livestreaming website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLECODE, RANDOMISED]

1. Clubhouse [ONLY ASK 18+]
2. Facebook Live
3. Instagram Live
4. TikTok
5. Periscope
6. Twitch
7. YouNow
8. YouTube Live

9. Other [ANCHOR]
10. Can't remember [ANCHOR]
11. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 5]

**Q26. Which instant messenger website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLECODE, RANDOMISED]

1. Clubhouse [ONLY SHOW TO 18+]
2. Discord
3. Facebook messenger
4. Google Hangouts
5. iMessage
6. LINE
7. Snapchat
8. TeamSpeak
9. Telegram
10. Viber
11. WhatsApp
12. Kik
13. Skype
14. Threads
15. WeChat
16. Other [ANCHOR]
17. Can't remember [ANCHOR]
18. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 7]

**Q27. Which gaming website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

[SINGLECODE, RANDOMISED]

1. Nintendo Online
2. PlayStation Network
3. Twitch
4. Steam
5. Xbox Live
6. Google Stadia
7. Apple Arcade
8. Other [ANCHOR]
9. Can't remember [ANCHOR]
10. Prefer not to say [ANCHOR]

[ASK IF Q21 = CODE 8]

**Q28. Which Q&A website or app were you using when you experienced [INSERT HARM SELECTED AT Q9]?**

SINGLECODE, RANDOMISED

1. Ask.fm
2. Piksa
3. YoLo
4. Tellonym

5. Yahoo Answers
6. Reddit
7. Quora
8. Other [ANCHOR]
9. Can't remember [ANCHOR]
10. Prefer not to say [ANCHOR]

[ASK IF Q8 = CODE 15 OR 35]

Thank you. we are now going to ask you about some of the other things you saw or experienced online in the last four weeks.

[ASK IF Q8 = CODE 35]

**Q32. You mentioned that you received an unwanted sexual message. Thinking about the most recent experience you had, can you please tell us who this message was from?**

Please remember that you do not have to answer this question.

[SINGLE CODE]

1. **Someone I know** who I think/know is **18 or over**, who I know in a **mostly offline context** (e.g. school or as part of offline social life)
2. **Someone I know** who I think/know is **18 or over**, who I know only in an **online context** (e.g. people I interact with regularly online, through social media, gaming platforms, live streams, chatrooms etc)
3. **Someone I know** who I think/know is **under 18**, who I know in a **mostly offline context** (e.g. school or as part of offline social life)
4. **Someone I know** who I think/know is **under 18** who I know only in an **online context** (e.g. people I interact with regularly online, through social media, gaming platforms, live streams, chatrooms etc)
5. **A stranger** who I think/know is **18 or over**
6. **A stranger** who I think/know is **under the age of 18**
7. **A company or individual** trying to sell a product or service
8. Prefer not to say [EXCLUSIVE]

## MISINFORMATION

**ASK IF Q8 = code 9**

**Q32a. You said you have seen or experienced misinformation i.e. false or misleading stories, claims or assertions in the last four weeks. Where did you see this / Who did you see post/share this content?**

[SINGLE CODE]

1. **Someone I know in a mostly offline context** (e.g. a friend, family member, at work including colleagues even though you may be working from home, school or part of offline social life)
2. **Someone I know, but only in an online context** (e.g. people I interact with regularly online, through social media, gaming platforms, live streams, chatrooms etc)
3. **A stranger**, someone I do not know

4. **An official body**, including a local authority
5. A **public figure or celebrity**
6. A **news organisation or journalist**
7. A **media outlet / organisation**
8. Other [please specify]

**SELF-HARM/SUICIDE****ASK IF Q8 = code 10 OR code 11****Q32b. You said you have seen or experienced content relating to self-harm or suicide; or content relating to negative body image, excessive or unhealthy dieting/exercise and/or eating disorders in the last four weeks, was it...?**

1. An individual, group or site **promoting or encouraging self-harm or suicide**
2. An individual, group or site **promoting or encouraging excessive or unhealthy dieting/exercise and/or eating disorders**
3. An individual, group or site **supporting recovery from self-harm or suicidal thoughts**
4. An individual, group or site **supporting recovery from unhealthy dieting/exercise and/or eating disorders**
5. Other [please state]
6. Prefer not to say

**SCAMS/FRAUD****ASK IF Q8 = CODE 22****Q32c. You said you had seen or experienced scams, fraud or phishing in the last four weeks. As a result, did you lose any money or assets?**

1. Yes
2. No
3. Don't know [EXCLUSIVE]
4. Prefer not to say [EXCLUSIVE]

[ASK ALL]

**Q33. Which of the following, if any, do you believe are currently responsible for overseeing and monitoring online safety?**

[MULTICODE, RANDOMISE]

1. The Government (including Scottish Executive/ Welsh Executive/ Northern Ireland Assembly)
2. Ofcom (Office of Communications)
3. The Competition and Markets Authority (CMA)
4. The Equality & Human Rights Commission
5. The Information Commissioner's Office (ICO)
6. The Police
7. The Internet Service Provider (ISP)
8. Other (please specify) [ANCHOR]
9. None of the above [ANCHOR]

10. I don't know [ANCHOR]

[IF CHILD AGED 13-17 YEARS]

**Q34. Thank you for taking part in this survey. Please confirm how you completed this survey.**

[SINGLE CODE]

1. Given all your own views and experiences
2. Giving your own views and experiences, with help from an adult/parent
3. Having an adult/parent give their opinion of your views and experiences

[SHOW ALL ON END SCREEN]

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, <https://www.barnardos.org.uk/>

Childline, <https://www.childline.org.uk/>

Thinkuknow, <https://www.thinkuknow.co.uk/>

**If you are concerned about your child's internet safety:**

NSPCC, <https://www.nspcc.org.uk/keeping-children-safe/online-safety/>

Childnet, <https://www.childnet.com/parents-and-carers>

SWGfl, <https://swgfl.org.uk/>

Internet Matters, <https://www.internetmatters.org/>

**Keeping yourself safe online:**

UK Council for Internet Safety, <https://www.gov.uk/government/organisations/uk-council-for-internet-safety>

Stop Online Abuse, <https://www.stoponlineabuse.org.uk/>

**Support and advice:**

Samaritans, <https://www.samaritans.org/>

Citizens Advice, <https://www.citizensadvice.org.uk/>

Mind, <https://www.mind.org.uk/information-support/helplines/>

[ASK 18+ ONLY]

**Q35.**

Thank you for your time and answers so far.

You have been identified as a possible candidate for future follow-up research tasks that the Yonder team will be running over the next year. If selected, this will involve you having the opportunity to participate in activities such as online focus groups, online communities or online interviews, with all incentivised.

To be eligible we will need your permission to use your previous responses from this survey so that we can identify you as the right person for the different future tasks. This information and any future tasks you are invited to participate in will only be managed by the Yonder team.

Would you be willing to participate in these future research tasks? If you say Yes, we will collect your Name and Phone number on the following screen.

[SINGLE CODE]

1. Yes
2. No

[If yes @ Adult Qual Recruitment]

Great thank you – we will be in touch with further information and details if you are selected.

Please provide your name and mobile number for someone in the team to reach you on.

[ENTER NAME]

[ENTER MOBILE NUMBER]

If no @ at Adult Qual Recruitment – take to END SCREEN

[ASK IF PARENT OF 13-17 YEAR OLD]

**Q36.**

Thank you for your time and answers so far. Please pass the survey back to your Parent or guardian to answer one final question. Please click next when ready.

Your child has been identified as a possible candidate for future follow-up research tasks that the Yonder team will be running over the next year. If selected, this will involve your child having the opportunity to participate in activities such as online focus groups, online communities or online interviews, with all incentivized.

To be eligible we will need your permission to use your child’s previous responses from this survey so that we can identify them as the right person for the different future tasks. This information and any future tasks they are invited to participate in will only be managed by the Yonder team.

Would you be willing to allow your child to participate in these future research tasks? If you say Yes, we will collect your Name and Phone number on the following screen and use this to contact you in regards your child’s participation.

[SINGLE CODE]

1. Yes
2. No

If yes @ Child Qual Recruitment:

Great thank you – we will be in touch with further information and details if you are selected.

Please provide **your** name and mobile number for someone in the team to reach you on.

[ENTER NAME]

[ENTER MOBILE NUMBER]

If no @ child qual recruitment– take to END SCREEN