

Safer Internet Forum, September 25-26 2008, Luxembourg

Online social networking and safety: Data to inform policy

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* Thank you for your interest in this presentation. Please note that analyses included herein are preliminary. More recent, finalized analyses may be available by contacting ISK for further information.



Background

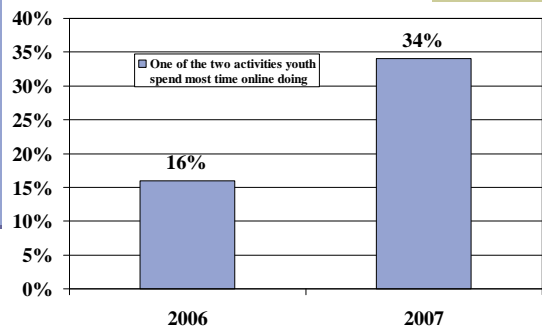
One in three teens 12-17 engage in some form of content creation in 2006 (Lenhart, Madden, Magill et al., 2007)

- Girls are more likely to post photos (54% v 40%)
- Boys are more likely to post video (19% v 10%)

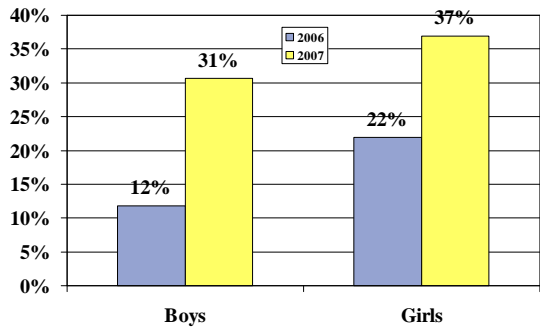
Growing up with Media Survey

- 1,588 households
- Online Survey
 - Baseline data: August and September, 2006
 - Follow-up: October – December, 2007 (76% rr)
- Eligibility criteria:
 - Youth:
 - Between the ages of 10-15 years
 - Use the Internet at least once a month for the last 6 months
 - English speaking
 - Adults
 - Member of the Harris Poll OnLine
 - Equally or most knowledgeable about youth's media use
- Funded by the CDC (U49/CE000206)

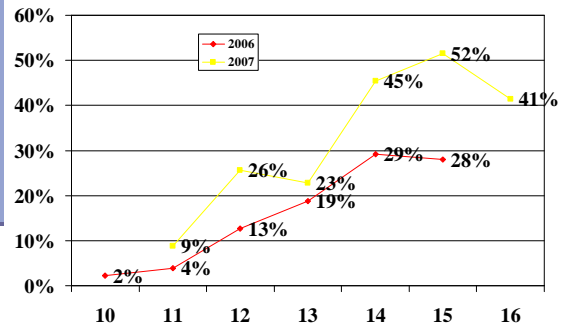
Frequent SNS use is growing



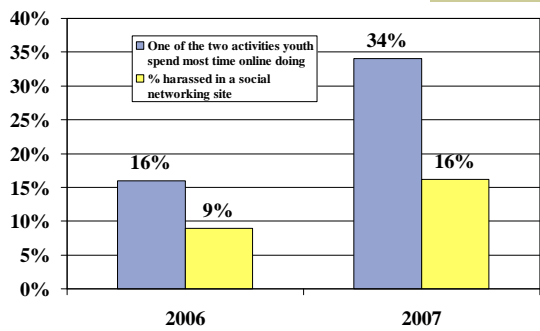
...for boys and girls



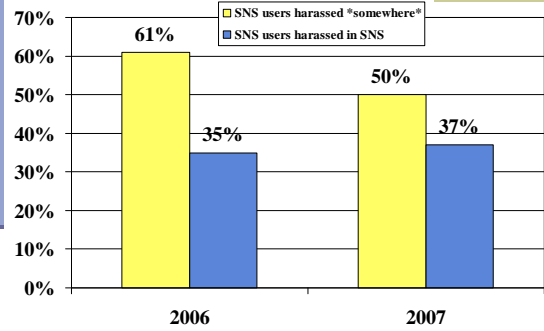
...and across all ages



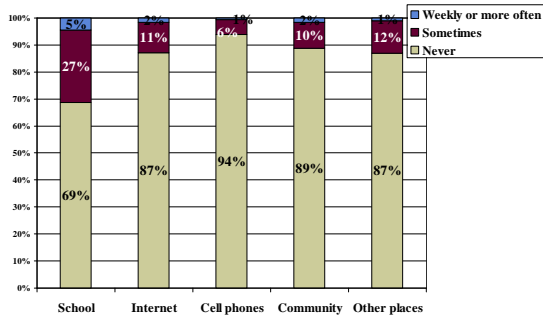
Social networking sites and harassment



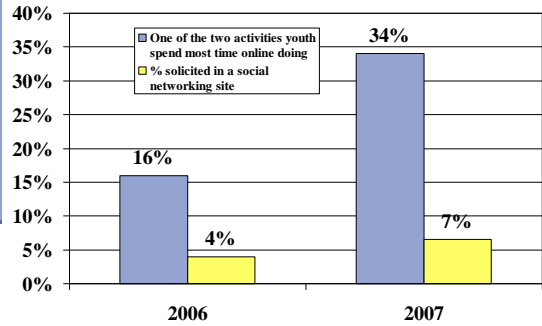
What is the likelihood SNS users will be harassed?



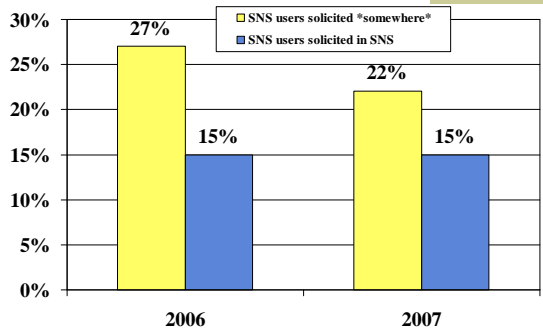
How do **bullying** rates compare online and offline?



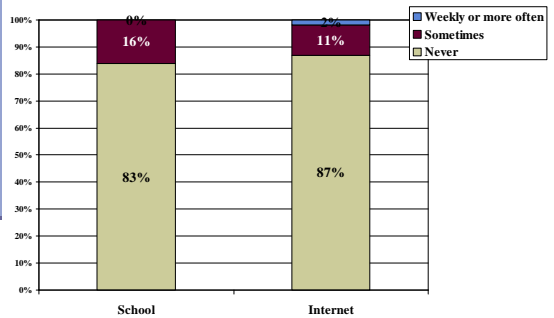
Social networking sites and **unwanted sexual solicitation**



What is the likelihood that SNS users will experience **unwanted sexual solicitation**?



How do rates compare online and offline for **sexual solicitation/harassment**?



Implications for professionals working with youth

- The data do **not** support the assertion that youth are more likely to be sexually solicited or harassed online than offline.
- We need to do more to provide support and intervention for youth who are targeted by peer aggression, both online **and offline**.
- Most youth do not operate in a 'vacuum'. What are we doing to treat children more globally and provide services that address all of their needs?

Final thoughts

- The **majority** of youth who use the Internet have **positive** experiences and report that none of these types of exposures occur.
- Youth having problems online are more likely to have problems offline. We need to be concerned about those reporting problems over time.
- We need to **focus on the child**, not the online application.

Acknowledgements

The Growing up with Media survey was supported by Cooperative Agreement number U49/CE000206 from the Centers for Disease Control and Prevention (CDC). The contents of this presentation are solely the responsibility of the authors and do not necessarily represent the official views of the CDC.

I'd also like to acknowledge and thank Dr. David Finkelhor and colleagues at the University of New Hampshire's Crimes against Children Research Center for their ground breaking work and contributions to the field with the YISS and YISS-2.