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Safer Internet Day 2017: Power of Image -
A Report into the Role and Influence of Images and Videos in Young People's Digital Lives

Aims

For Safer Internet Day 2017, 1,500 young people aged 8-17 years took part in an online survey conducted by ResearchBods and commissioned by the UK Safer Internet Centre. The aim of the research was to explore the role of images and videos in young people's digital lives and the influence this can have on their self-esteem, behaviour and emotions.

Key Findings

- **Images and videos play a central role in young people's digital lives:** The majority of 8-17 year old respondents had shared a photo online (84%), with 1 in 6 (17%) saying that they had done this in the last hour.

- **Selfie culture amongst young people:** 1 in 8 of the 8-17 year olds surveyed had shared a selfie in the last hour with young people taking on average 12 selfies before they were happy to share one online. Over two-thirds (68%) of respondents aged 8-17 years old said they had changed or edited a photo before sharing it (e.g., by using a filter, faceswap, facetune).

- **Livestreaming an emerging trend:** A third (33%) of respondents aged 8-17 years said they have livestreamed, with over 1 in 10 (11%) saying they had done this in the last day.

- **Young people are using the power of image to make a positive difference:** 80% of children aged 8-17 years said they had been inspired by an image to do something positive in the last year. Over 2 in 3 said in the last year they had posted an image or video on the internet for a positive reason, including to support friends (40%) and to encourage others to do something positive (17%). As one teenage girl in the South East said, "I shared videos and images of me with my friend to show her how much I care about her and how much her friendship means to me when she was going through a rough time."

- **While many experiences were positive, a significant number of young people have negative experiences:** Almost 2 in 5 children aged 8-17 years said they have received negative comments on a photo they have posted, with 40% saying that sometimes they don't post images because of worries about mean comments.

- **A significant number of young people have experienced inappropriate images or videos:** 70% of 8-17s said they have seen images and videos not suitable for their age in the last year, while 45% of 13-17s said they had seen nude or nearly nude photos of someone they know being shared around their school or local community.

- **Girls are particularly likely to face body image pressures:** 43% of 8-17 year olds said they worry about how attractive they look when they share photos online, rising from 35% of boys

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to 51% of girls. Furthermore, 52% of girls have used a filter to make themselves look better in the last year, compared to 38% of boys.

- **More support needed for young people to critically evaluate images and videos online:** Almost half (48%) of 8-17s said they are more likely to trust something has happened if they see an image or video of it. Despite 70% recognising that images and videos can be misleading, only 33% said they find it easy to check if images and videos are truthful.

- **Risky behaviour with sharing of images and videos:** 65% of 8-17s said they have shared an image or video directly with someone they only know online despite, 38% saying they worry about losing control of an image they share online.

- **Young people need support to manage privacy online:** Almost a quarter of young people (23%) say they don't know how to control who can see what they post on social media, with only half (51%) saying that they always think about what personal information they could be sharing before they post a photo or video online.

Policy Context

Safer Internet Day is celebrated worldwide and in the UK it is co-ordinated by the UK Safer Internet Centre. This is a partnership of three organisations – Childnet, the Internet Watch Foundation and the South West Grid for Learning – who are part funded by the European Commission to deliver this work. Safer Internet Day seeks to raise awareness about safe and responsible use of technology and encourage behaviour change. This is a national effort – in 2017, over 1,600 organisations were involved in supporting and promoting the day across the UK.

Methodology

The survey was conducted online by ResearchBods between 1-8 December 2016 with a representative sample of over 1,500 young people aged 8-17 years old in the United Kingdom. The children who completed the survey are part of the SurveyBods Consumer Access panel, which has a specialist youth section enabling young people under the age of 16 to directly complete surveys.

Background

The research was commissioned by the UK Safer Internet Centre who coordinate Safer Internet Day.

Source   UK Safer Internet Centre www.saferinternet.org.uk/power-of-image-research

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