Safer Internet Day 2016: Campaign Evaluation

Aims

**Safer Internet Day** is a one-day campaign that aims to highlight the importance of acting responsibly online. By increasing people’s understanding of internet safety, it aims to change their online behaviour and inspire a national conversation between children, families, schools and the wider community. This year the theme for Safer Internet Day was ‘Play your part for a better internet’.

The UK Safer Internet Centre carried out a post-campaign survey through Populus to evaluate the effectiveness of Safer Internet Day 2016 in terms of reach and impact. Surveys were conducted with children aged 8-17 years and with parents of children aged 8-17 years.

Key Findings

**Safer Internet Day reach and impact:**

- This year Safer Internet Day had its highest ever reach, doubling that of the 2014 campaign.

- 2 in 5 UK children aged 8-17 years said they had heard of Safer Internet Day (40%). Awareness of Safer Internet Day was highest among those aged 8-12 (44%), closely followed by teens aged 13-17 (37%) and parents (20%).

- Of those who were aware of Safer Internet Day, 84% of those aged 8-12 and 79% of teenagers aged 13-17 said their schools did something for Safer Internet Day.

- Safer internet Day was effective in making people feel more confident about dealing with online concerns. As a result of Safer Internet Day, the majority (87%) of 8-17s said they felt more confident about what to do if they are concerned about something online (85% of 8-12s, 89% of 13-17s), while 83% said they felt more confident about staying safe online.

- 60% of parents said that as a result of Safer Internet Day they felt more confident about what to do if they are concerned about something online. Parents of teenagers aged 13-17 years were particularly likely to say they felt more confident (67%) compared to parents of 8-12s (58%).

- Over 2 in 5 (41%) of 8-17s changed something about the way that they use the internet after hearing about Safer Internet Day (38% of 8-12s, 44% of 13-17s), as did 39% of parents.

- Over two thirds (68%) of 8-17s spoke to someone in their family about using the internet safely after hearing about Safer Internet Day (72% of 8-12s, 64% of 13-17s), as did 62% of parents. Furthermore, 52% of 8-17s said they talked to a friend about using the internet safely as a result of hearing about Safer Internet Day.
• 82% of 8-17s felt more informed about how to use the internet safely following Safer Internet Day (84% of 8-12s, 81% of 13-17s), as did 60% of parents.

• 42% of parents looked for more information about staying safe online following Safer Internet Day, while over a third of 8-17s (34%) said they had sought more information.

Policy Context

Safer Internet Day is celebrated worldwide and in the UK it is co-ordinated by the UK Safer Internet Centre. The UK Safer Internet Centre 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 2016, over 1,000 organisations were involved in supporting and promoting the day across the UK.

Methodology

Populus conducted 2,530 online interviews between 3 and 7 March 2016, further questions were asked of those who had heard of Safer Internet Day. This sample consisted of 205 young people aged 8-17 years and 103 parents of children under 18, 78 of which were parents of children aged 8-17 years. Respondents were recruited via Populus’ proprietary panel, PopulusLive, and partner panel providers.

Background

The research was commissioned by the UK Safer Internet Centre, and conducted by Populus.

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