Safer Internet Day 2017 showcases the power of image in today’s digital youth culture

Images play an important role in young people’s lives

84% of children aged 8-17 have shared a photo online

Young people are using the power of image to make a positive difference

4 IN 5 young people have been inspired by an online image or video to take positive action

67% have posted an image or video on the internet for a variety of POSITIVE reasons

Support friends 40%
Share something interesting with others 31%
Encourage others to do something positive 17%

However, many are also having negative experiences online

70% of 8-17s said they have seen images and videos not suitable for their age in the last year

Almost 2 IN 5 (380) have received negative comments on a photo they have posted

More than 1 in 5 (220) of 8-17s said that someone has posted an image or video to bully them.

45% of 13-17-year-olds have seen nude or nearly nude photos of someone they know being shared around their school or local community

ResearchBods interviewed 1,500 young people aged 8-17 years during 1-8 Dec 2016.
Full report from the UK Safer Internet Centre: www.saferinternet.org.uk/power-of-image-research

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