

5,436 Canadian students in grades 4-11 in 10 provinces and three territories

41% boys	46% girls	13% no indication
126 English		14 French

140 schools in 51 school boards

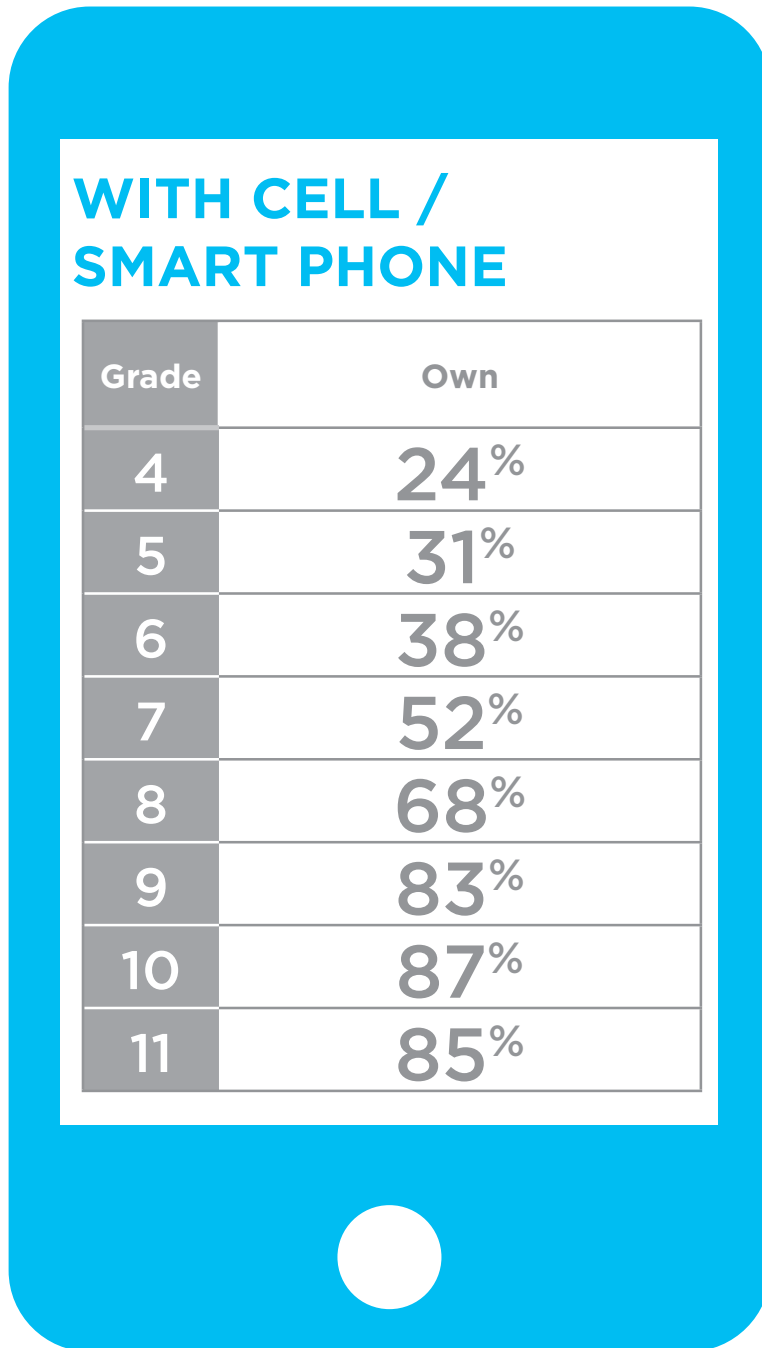
LIFE ONLINE

ONLINE ACCESS

45% of students access the Internet using a cell/smart phone

60% of boys access the Internet through a gaming console

One quarter of students in Grade 4, half of students in Grade 7, and 85% of students in Grade 11, own their cell phone.



39% of students with cell phones sleep with them.

HOUSEHOLD RULES WITH STRONG RELATIONSHIPS TO STUDENT BEHAVIOUR:

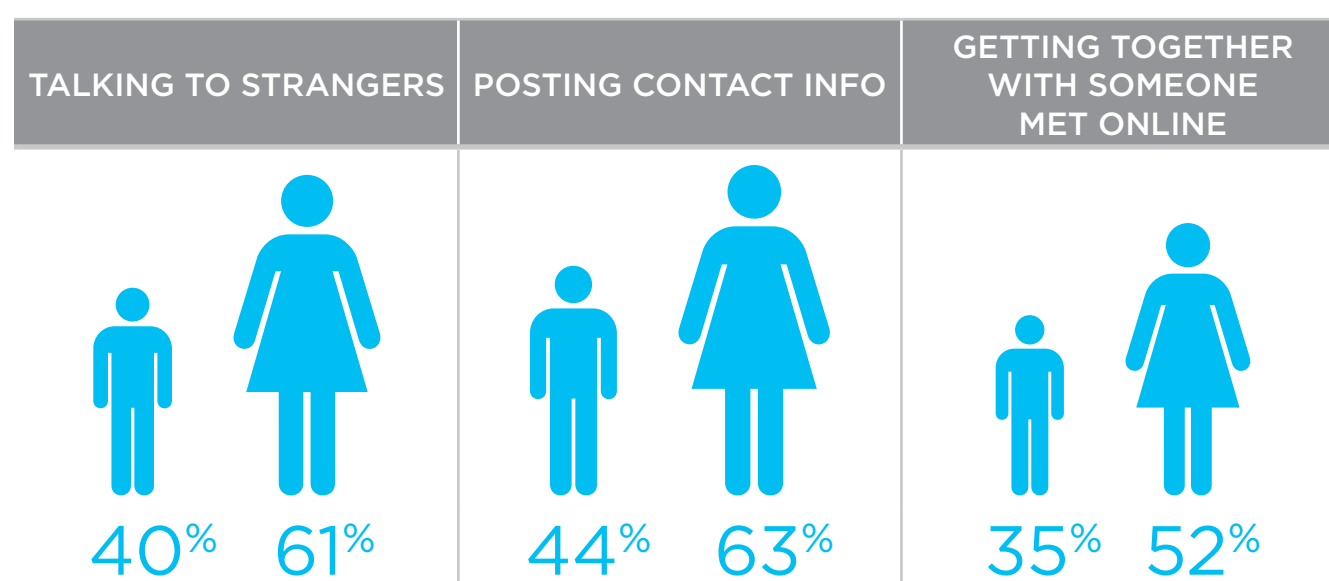
TALKING TO STRANGERS ONLINE:

68% with a rule have never done it, **48%** without a rule

RESPECTING PEOPLE ONLINE/MEAN AND CRUEL BEHAVIOUR:

83% with a rule have never done it, **73%** without a rule

RULES ABOUT...



89% of students agree with the statement "I know I can protect myself online".

BOYS AND GIRLS HAVE DIFFERENT EXPERIENCES ONLINE

Girls are both more likely than boys to agree with the statement that they could be **hurt** by online strangers (82% compared to 62% of boys) and less likely to see the Internet as a **safe place** (51% compared to 61% of boys).

ONLINE ACTIVITIES (GRADES 4-6)

The most frequent online activities reported by students are:

30% have a Facebook account and **16%** have a Twitter account in spite of the fact that anyone under the age of 13 is barred from using these sites.



7 of the Top 10

favourite sites are all about posting and sharing information and content

CYBERBULLYING

PEOPLE WHO REPORT BEING CYBERBULLIED

37% Experienced meanness or cruelty

31% Have been threatened



PEOPLE WHO REPORT THEY'VE CYBERBULLIED

23% Have been mean or cruel

19% Have made threats

IMPACT

70% of students who say that someone has said something mean or cruel about them online or who have received threats online do not see this as a serious problem. BUT it is a serious problem for 1 in 10 students.

MOTIVATIONS

55% of students who participate in mean or cruel online behaviour say they were "just joking around".

48% said it was because someone said something mean or cruel about them first.



BYSTANDERS AND INTERVENERS

65% of students have done something to help someone who is being picked on online. Students who have been cyberbullied and those who have cyberbullied others are both more likely to step up and help.

MYTH BUSTERS

MEAN GIRL MYTH: Boys (26%) are more likely than girls (20%) to be mean online.

BULLIES VS VICTIMS MYTH:

39% of students report being both a recipient and deliverer of mean or cruel online behaviour.

ATTITUDES TOWARDS ENCOUNTERING RACIST AND SEXIST CONTENT ONLINE (GRADES 7-11)

CONTRADICTORY ATTITUDES:

78% of students have come across racist or sexist content online

78% agree that it is important to say something so people know racist and sexist talk is wrong

45% feel that it is not their place to say something when it occurs

JUST "JOKING AROUND":

57% don't say anything because, most of the time, people are just joking around

SEXTING



EXPERTS OR AMATEURS?

ILLEGAL DOWNLOADING:

46% of students (29% in Grade 4 and 72% in Grade 11) agree with the statement, "Downloading music, TV shows or movies illegally is not a big deal."

WHAT STUDENTS WANT TO LEARN:

51% How to tell if online information is true

45% What is legal and illegal to do online

36% How companies collect and use personal information

ONLINE ACTIVISM AND ADVOCACY

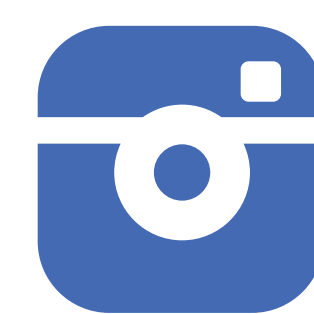
50% of grades 7-11 students have shared links to a news story or information about current events

29% of grades 7-11 students have posted comments on a news site

35% of students have joined or supported an activist group online

ONLINE PRIVACY, ONLINE PUBLICITY

CONTROLLING PERSONAL INFO



While it's not surprising that 89% of students say it's wrong for a friend to post a bad/embarrassing picture of them, it is surprising that **more than half (54%) agree** that it's wrong for a friend to post a good picture without asking first.

KNOWLEDGE ABOUT PRIVACY PROTECTION



	AGREE
Companies are not interested in what I say and do online.	39%
I would like more control over what companies do with the photos and information I post online.	75%
If a website has a privacy policy, that means it will not share my personal information with others.*	68%

* This statement is false and was used to test students' understanding of privacy policies.



AUDIENCES MATTER

Who do you think **SHOULD** be allowed to read what you post on a social networking page like Facebook?

My friends	86%
My parent(s) and people in my family	68%
Anyone who knows me	37%
The company that owns the site	17%
The police	28%