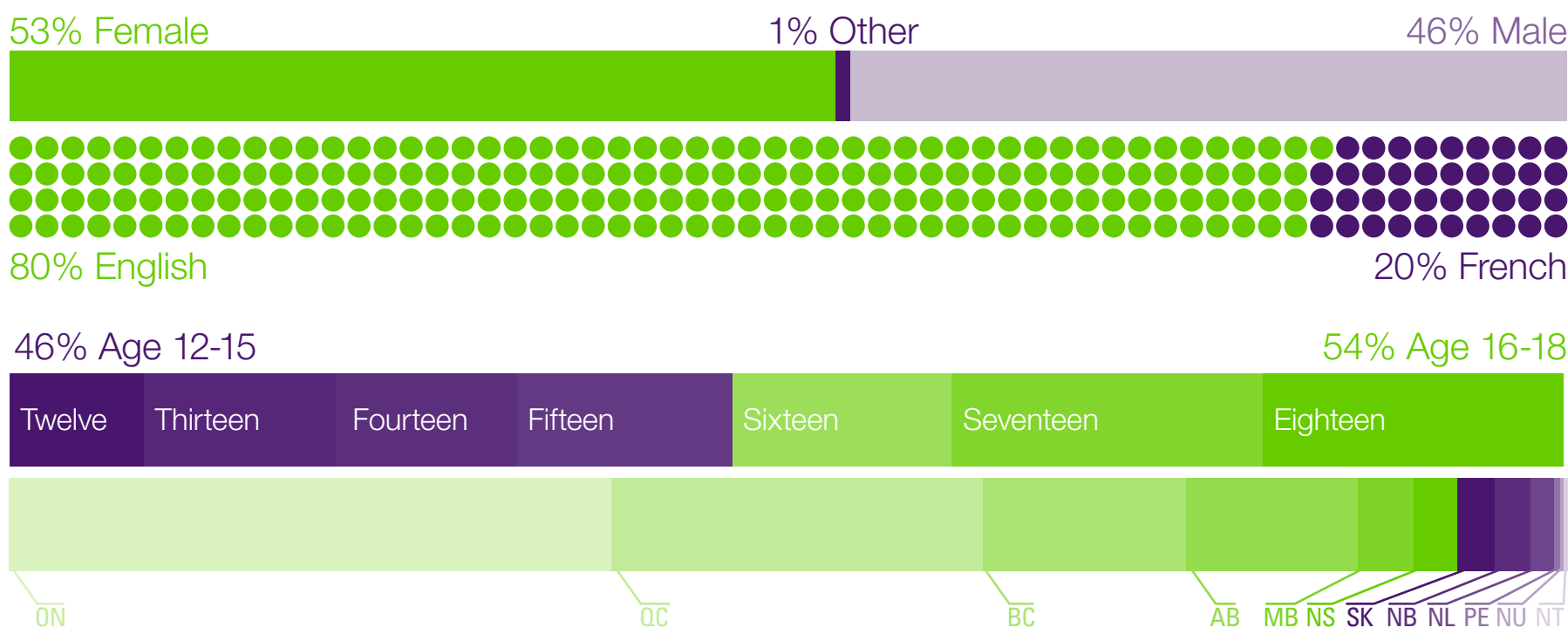


Online Peer Intervention

Young Canadians' Experiences with Electronic Bullying

Methodology

800 respondents answered the survey based on their experiences in the previous 4 weeks



Key Findings

Boys were significantly more likely than girls to experience electronic bullying



Boys were also significantly more likely than girls to say they had electronically bullied



42% of youth experienced electronic bullying at least once in the previous four weeks

60% of youth witnessed electronically bullying in the previous four weeks

Older youth were significantly more likely than younger youth to experience electronic bullying

47% of 17- to 18-year-olds

36% of 12- to 14-year-olds

Youth who are victimized online were more likely to bully online

32% of bullied youth said they had bullied others at least once in the previous four weeks

Youth who identified as a member of a racial or ethnic minority

reported higher levels of both experiencing and perpetrating electronic bullying in the previous four weeks

Intervening

71%

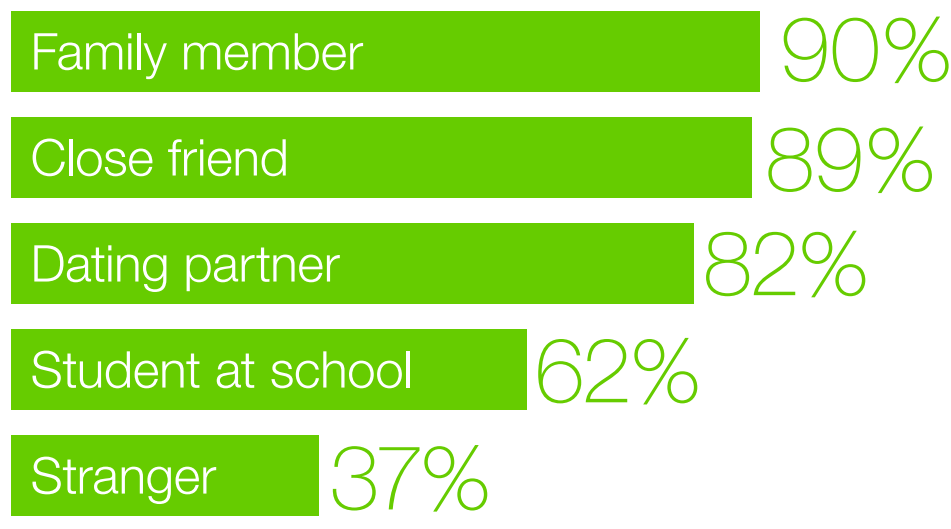


of those who saw electronic bullying did something to intervene at least once

Respondents' willingness to intervene was not affected by their gender or age

Youth are very protective of family

Their likelihood of intervening when the target is:



Highest rated intervention strategies

comfort
the target privately

tell
a trusted adult

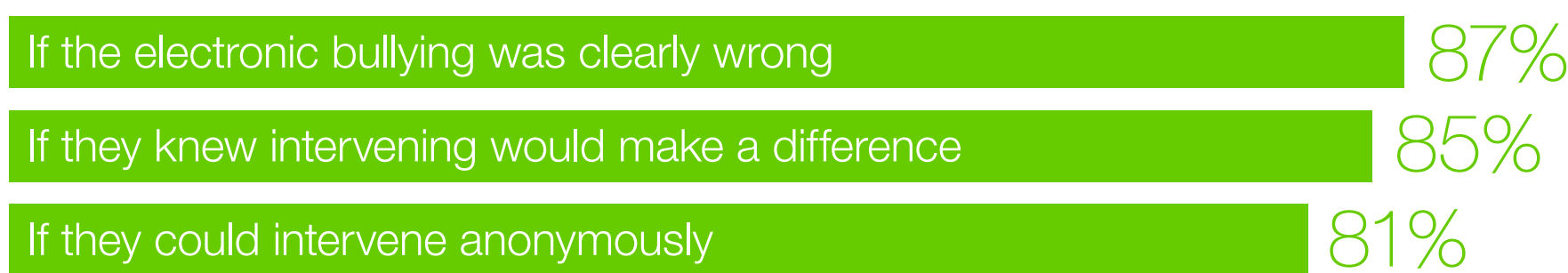
talk
about how to handle it with parents and/or friends

Lowest rated intervention strategies

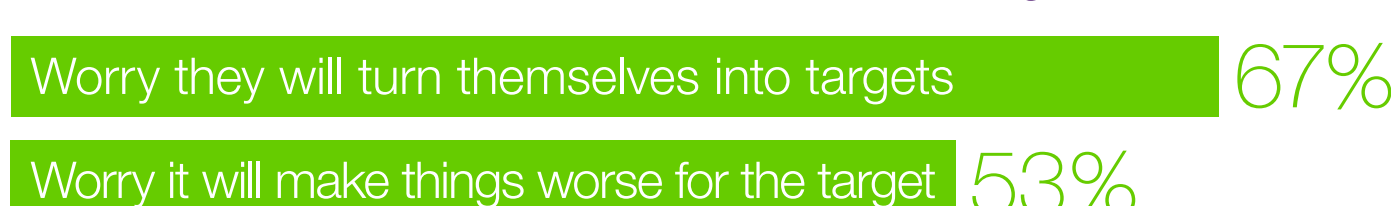
Read it and
do nothing
or laugh at it

Motivations and Barriers

What would make youth more likely to intervene?



What worries prevent youth from intervening?

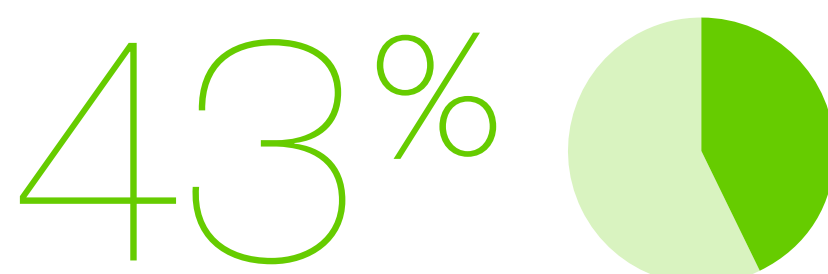


Role of Adults

Youth are not fully convinced that adults will be helpful



of youth do not intervene because they think adults do not give advice that helps



of youth agree that talking to parents and teachers will not change anything

However, the #2 and #3 top-rated intervention strategies involved talking to adults:



Adults need to be provided with the right tools and resources to empower youth to stand up to electronic bullying. Visit telus.com/wise to download family-friendly electronic bullying resources and to access the full [report](#).

