Online Peer Intervention
Young Canadians’ Experiences with Electronic Bullying

33% of youth do not intervene because they think adults do not give advice that helps.

43% of youth agree that talking to parents and teachers will not change anything.

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.

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

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

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

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.

Youth are very protective of family.

71% of those who saw electronic bullying did something to intervene at least once.

Highest rated intervention strategies:
- Comfort the target privately
- Tell a trusted adult
- Talk about how to handle it with parents
- Read it and do nothing or laugh at it

Lowest rated intervention strategies:
- Worry it will make things worse for the target
- Worry they will turn themselves into targets

Motivations and Barriers

What would make youth more likely to intervene?
- If the electronic bullying was clearly wrong
- If they knew intervening would make a difference
- If they could intervene anonymously

What worries prevent youth from intervening?
- Worry they will turn themselves into targets
- Worry it will make things worse for the target

Role of Adults
33% of youth do not intervene because they think adults do not give advice that helps.

43% 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:
- Tell a trusted adult
- Talk about how to handle it with parents

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.