# Cyberbullying in Canada

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The eQUALITY PROJECT

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Young Canadians in a Wired World
Qualitative Focus Groups, 2011

- 4 focus groups in 3 cities
    - children aged 11-12
    - children aged 13-14
    - children aged 15-17
    - parents

- total of 66 children and 21 parents

# Young Canadians in a Wired World
## Quantitative Survey, 2013

- 5,436 children aged 11-17

- every province and territory across Canada

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Table 1: Connecting to the Internet outside of school[1]

| How do you connect to the Internet when you are NOT at school? | Percentage |
|---|---|
| A desktop computer I share with my family (for example, in the kitchen or family room) Grade | 50% |
| My own desktop computer ♂♀ | 22% |
| A portable computer (for example, laptop, netbook, iPad) ♂♀ Grade | 68% |
| A computer at the library or a community centre (for example, Boys and Girls Club) | 6% |
| MP3 player (for example, iPod Touch) Grade | 47% |
| Cell phone / smart phone Grade | 45% |
| Game console (for example, Wii, Xbox, PlayStation) ♂♀ Grade | 42% |
| I only go on the Internet when I'm at school | 1% |

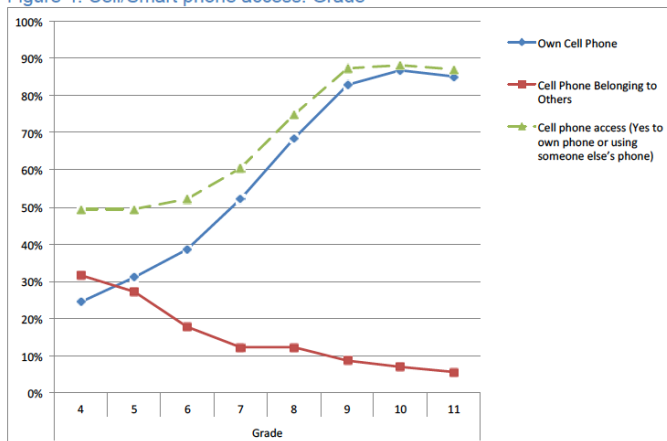Figure 4: Cell/Smart phone access: Grade



Table 5: Finding information online

| Do you use the Internet to find information about these? | Percentage |
|---|---|
| News and current events [Grade] | 49% |
| Sports ♂♀ | 47% |
| Entertainment news and celebrities ♂♀ [Grade] | 43% |
| Mental health issues ♂♀ [Grade] | 11% |
| Sexuality ♂♀ [Grade] | 8% |
| Physical health issues ♂♀ [Grade] | 18% |
| Relationship problems (for example, advice on dating, getting along with family or friends, dealing with bullies) ♂♀ [Grade] | 14% |
| I do not use the Internet to find information about any of these ♂♀ [Grade] | 22% |

Table 8: What are students doing online?

| Do you do the following things online? | At least once a day | At least once a week | At least once a month | At least once a year | Less than once a year | Never |
|---|---|---|---|---|---|---|
| Post comments or pictures on your own social network site (for example, your Facebook profile) ♂♀ Grade | 17% | 24% | 20% | 7% | 4% | 28% |
| Read or post on other people's social network sites (for example, Facebook) ♂♀ Grade | 30% | 22% | 12% | 4% | 3% | 28% |
| Prank or troll someone ♂♀ Grade | 10% | 10% | 12% | 9% | 9% | 51% |
| Post your own tweets on Twitter ♂♀ Grade | 12% | 9% | 7% | 3% | 4% | 66% |
| Follow friends or family on Twitter ♂♀ Grade | 12% | 9% | 7% | 4% | 3% | 65% |
| Follow celebrities on Twitter ♂♀ Grade | 12% | 8% | 8% | 4% | 3% | 64% |
| Play online games ♂♀ Grade | 31% | 28% | 19% | 8% | 5% | 9% |
| Download or stream music, TV shows or movies (grade 7-11 only) ♂♀ Grade | 24% | 27% | 21% | 8% | 5% | 15% |



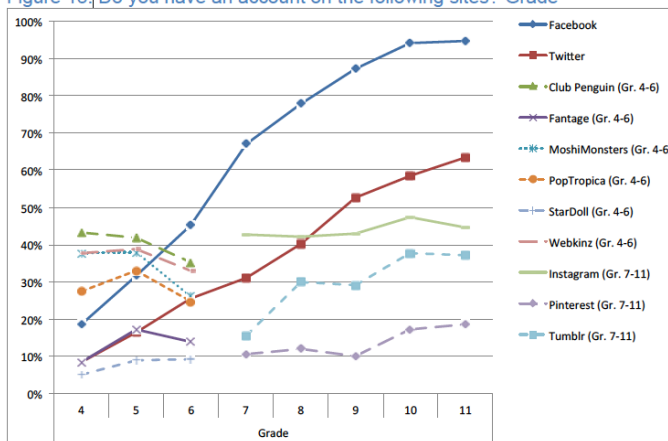Figure 13: Do you have an account on the following sites? Grade
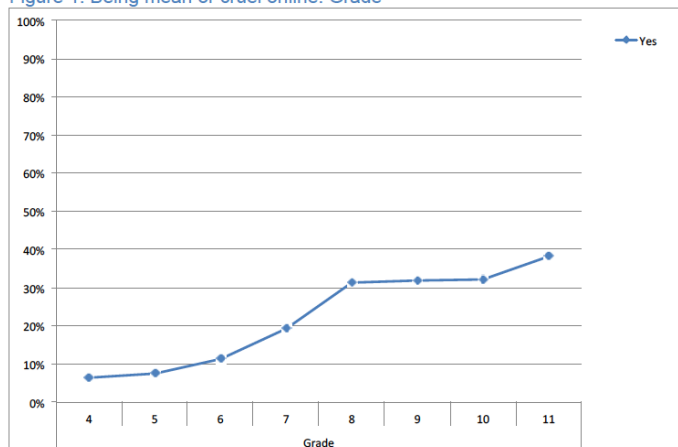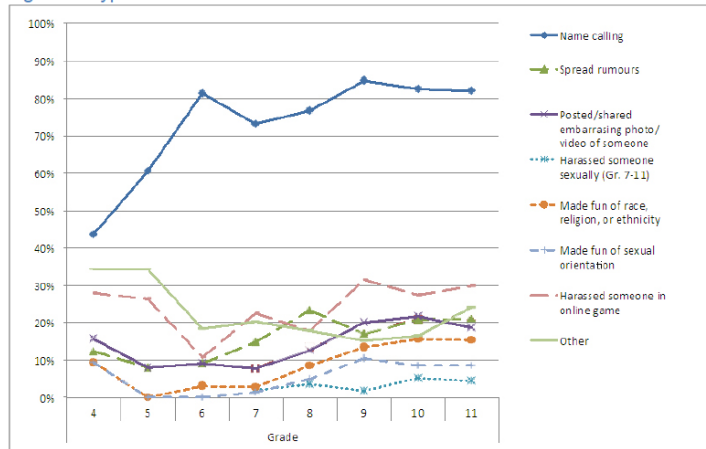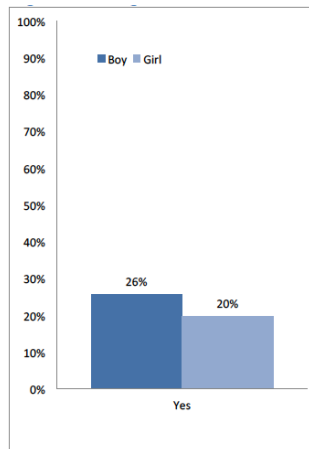
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Figure 1: Being mean or cruel online: Grade



Table 1: Types of mean or cruel online behaviours

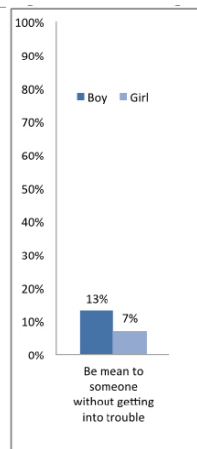| If you answered Yes, what did you do? | Percentage Yes |
|---|---|
| Called someone a name <sup>Grade</sup> | 78% |
| Spread rumours | 20% |
| Posted or shared an embarrassing photo or video of someone else | 16% |
| Harassed someone sexually (said or did something sexual when the person did not want you to) (grade 7-11 only) | 4% |
| Made fun of someone's race, religion or ethnicity ♂♀ <sup>Grade</sup> | 12% |
| Made fun of someone's sexual orientation ♂♀ | 7% |
| Harassed someone in an online game <sup>Grade</sup> ♂♀ | 26% |
| Other | 20% |

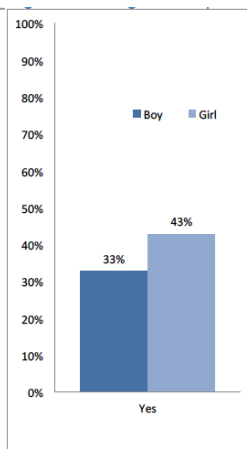Figure 3: Types of mean or cruel online behaviours: Grade

Figure 7: Mean or cruel online behaviours: Gender

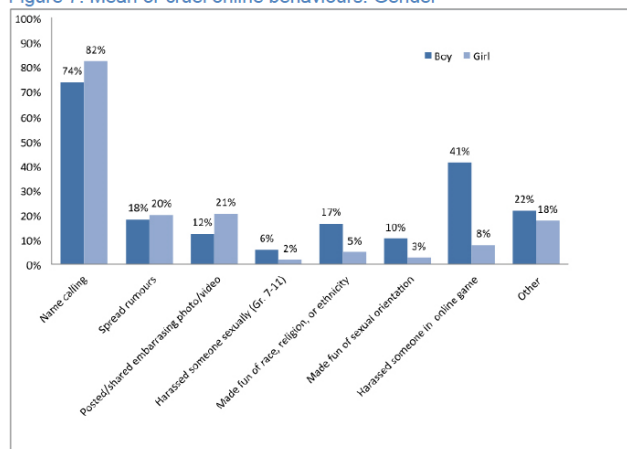

Table 2: Reason(s) for being mean or cruel online

| If you answered Yes, why did you do it? | Percentage Yes |
|---|---|
| I was just joking around | 55% |
| The person said something mean and cruel about me first | 48% |
| The person said something mean and cruel about my friend first | 32% |
| I wanted to get even with the person for another reason | 22% |
| My friends were doing it | 8% |
| I was bored ♂♀ | 15% |
| I was angry | 25% |
| I did not like the person | 32% |
| Other | 12% |
| I don't know | 5% |

Figure 8: Reason(s) for being mean or cruel online: Gender
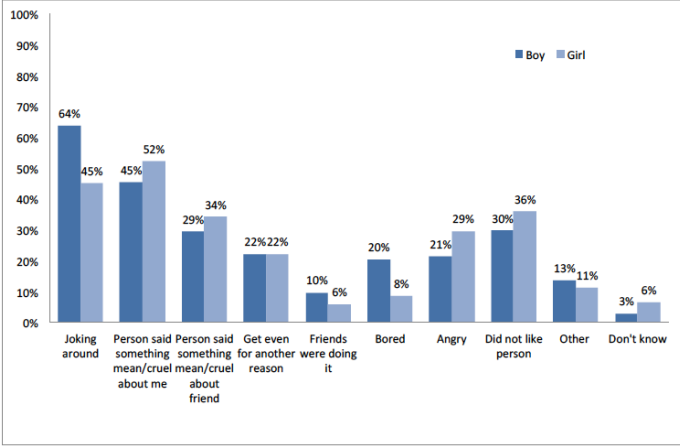
| If you answered Yes, how often was it a serious problem for you? ♂♀ | Percentage |
|---|---|
| Often | 9% |
| Sometimes | 21% |
| Rarely | 56% |
| Never | 14% |

Table 3: Problems with mean or cruel online behaviour

Table 1: Racism and sexism online

| Have you seen racist or sexist things online? Grade | Percentage |
|---|---|
| At least once a day | 16% |
| At least once a week | 21% |
| At least once a month | 21% |
| At least once a year | 11% |
| Less than once a year | 8% |
| Never | 22% |

Table 3: Attitudes to racism or sexism online

| Do you agree or disagree with the following statements about racist or sexist online content? | Agree Percentage |
|---|---|
| It is important to say something so people know it's wrong. | 78% |
| People say racist and sexist things to pick on other people. | 69% |
| I don't say anything because, most of the time, people are just joking around. ♂♀, Grade | 57% |
| People say racist and sexist things because they are insensitive, but not because they mean to hurt anyone. Grade | 52% |
| When you see something racist or sexist online, it's important to tell an adult. ♂♀, Grade | 47% |
| When people say something racist or sexist about me as a joke, it hurts my feelings. ♂♀, Grade | 46% |
| It is wrong, but it's not my place to say anything. Grade | 45% |
| My friends and I say racist and sexist things to each other online, but we don't mean anything by it. ♂♀, Grade | 44% |

Table 6: Responses to mean or cruel online behaviours

| What would you do if someone said something mean or cruel to you online? | Percentage |
|---|---|
| It would not bother me so I would not do anything. ♂♀ Grade | 27% |
| I would ignore it and hope it would go away. ♂♀ | 42% |
| I would talk face-to-face with the person who posted it. Grade | 35% |
| I would privately email/message the person who posted it. ♂♀ Grade | 23% |
| I would post something about it online. | 7% |
| I would ask my friends for help. ♂♀ Grade | 38% |
| I would ask my parent(s) for help. ♂♀ Grade | 50% |
| I would ask my teacher for help. ♂♀ Grade | 17% |
| I would ask another adult I know and trust. ♂♀ Grade | 25% |
| I would call the police. Grade | 11% |
| Other ♂♀ | 19% |

Table 10: Helping someone being picked on online

| When someone has said something mean or cruel online to someone else, have you ever done anything to help the person who is being picked on? | Percentage Yes |
|---|---|
| Overall ♂♀ Grade | 65% |
| Students who have been recipients of mean/cruel comments or threats | 78% |
| Students who have not been recipients of mean/cruel comments or threats | 52% |
| Students who have made mean/cruel comments or threats | 75% |
| Students who have not made mean/cruel comments or threats | 61% |

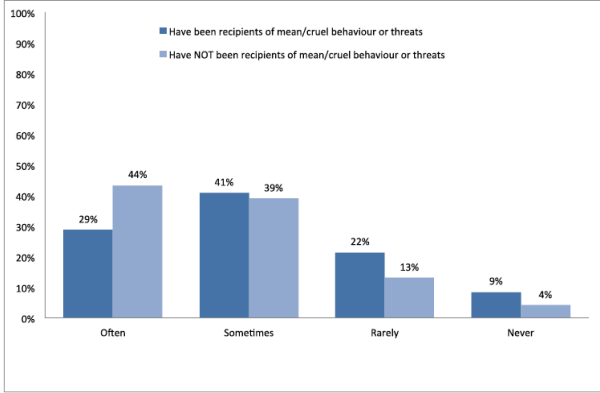Figure 33: Helpfulness of cyberbullying policies and rules for those who have been the recipient of mean/cruel or threatening behaviour



Figure 35: Respect rule and being mean or cruel to someone online