# THE CYBERSMILE FOUNDATION

# DIGITAL WELLBEING

## 2020

A study of young people's understanding and perspective of digital wellbeing in the U.K.

As we all spend more time connected to the internet, we need to be mindful of how young people are using and experiencing the devices and platforms that have become integral to their everyday lives. Issues including excessive screen time, neglect of healthy routines, exposure to harmful content, smartphone addiction, mental health and personal safety are just some of the potential areas of risk that young digital citizens face daily.

Our Digital Wellbeing 2020 report provides a unique insight into young people's perspectives regarding their own digital wellbeing, as well as the capabilities of existing support structures within their home and school environments to understand and support them effectively.

**Dan Raisbeck**

Co-founder
The Cybersmile Foundation

We are all relying much more on technology and online activities for so many aspects of our lives. It has never been more important, therefore, to equip and support people with the knowledge, skills and confidence they need to navigate the internet safely without neglecting their own wellbeing.

That's why I am supporting The Cybersmile Foundation who are doing incredible work to help people of all ages not only build the necessary skills to deal with online life and to reach out for support when they need it, but also on the importance of kindness, inclusion and digital wellbeing.

**Dr Radha Modgil**

MA(Hons) MBBS(Hons) DFRSH DRCOG MRCGP
NHS GP & Wellbeing Expert
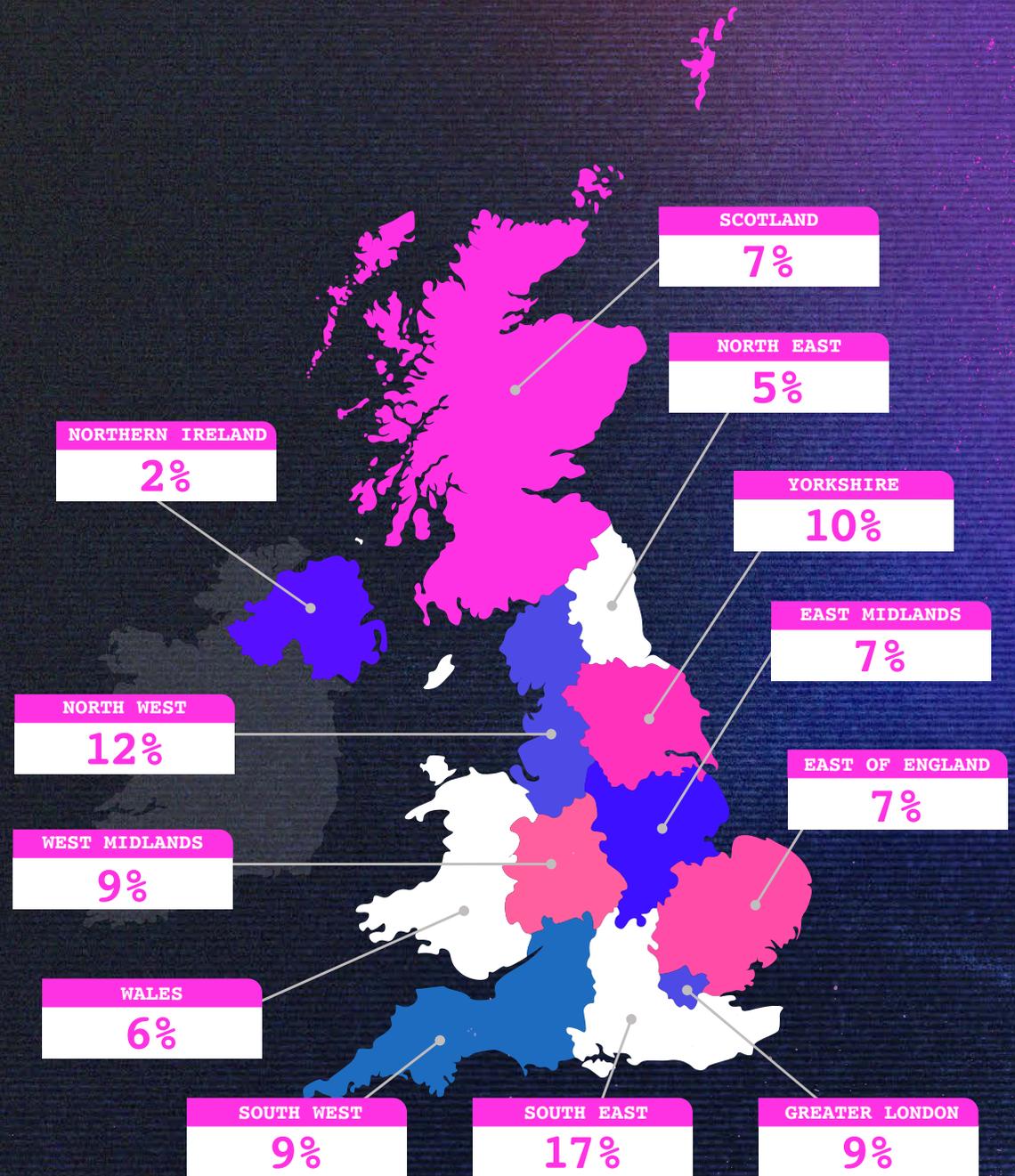
# STUDY OVERVIEW

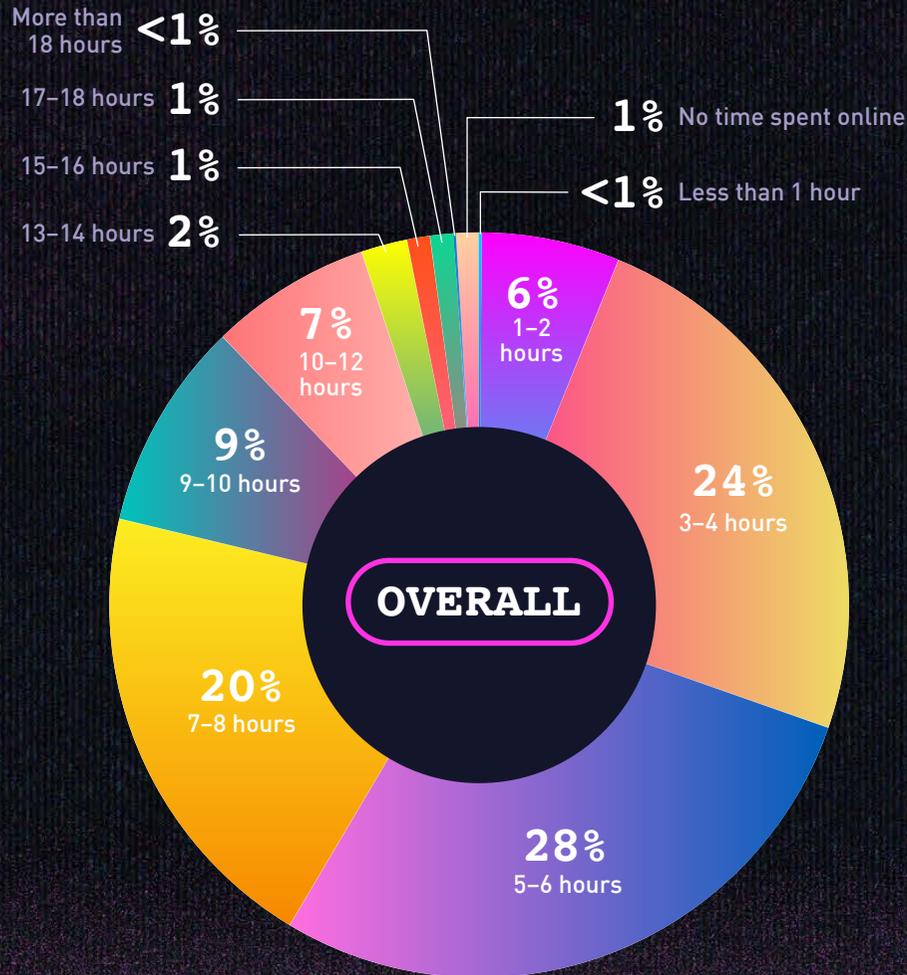**Questions asked**

10 ?

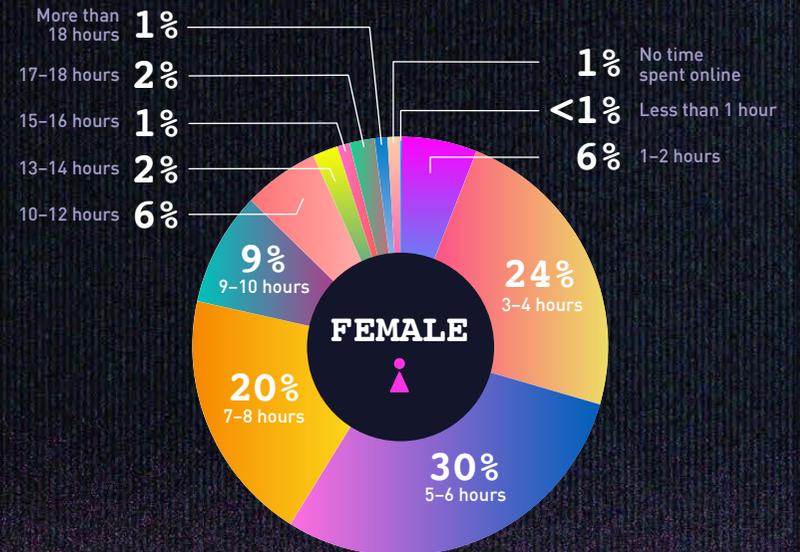**Age range**

12 ▸▸▸▸ 16

**Respondents**

1000 🔔

**Gender**

500 ▼▼▼▼▼▼▼▼▼▼

500 ▲▲▲▲▲▲▲▲▲▲

**SCOTLAND**
7%

**NORTH EAST**
5%

**NORTHERN IRELAND**
2%

**YORKSHIRE**
10%

**EAST MIDLANDS**
7%

**NORTH WEST**
12%

**EAST OF ENGLAND**
7%

**WEST MIDLANDS**
9%

**WALES**
6%

**SOUTH WEST**
9%

**SOUTH EAST**
17%

**GREATER LONDON**
9%

Survey of 1,000 children aged 12-16 by Cenuswide between 15.05.2020 – 19.05.2020

# 1

## Approximately how much time do you currently spend online each day in total?

**GENDER**

### OVERALL

- More than 18 hours — **<1%**
- 17–18 hours — **1%**
- 15–16 hours — **1%**
- 13–14 hours — **2%**
- **1%** No time spent online
- **<1%** Less than 1 hour
- **6%** 1–2 hours
- **24%** 3–4 hours
- **28%** 5–6 hours
- **20%** 7–8 hours
- **9%** 9–10 hours
- **7%** 10–12 hours

### MALE

- More than 18 hours — **<1%**
- 17–18 hours — **1%**
- 15–16 hours — **1%**
- 13–14 hours — **2%**
- 10–12 hours — **8%**
- **1%** No time spent online
- **<1%** Less than 1 hour
- **6%** 1–2 hours
- **25%** 3–4 hours
- **25%** 5–6 hours
- **20%** 7–8 hours
- **10%** 9–10 hours

### FEMALE

- More than 18 hours — **1%**
- 17–18 hours — **2%**
- 15–16 hours — **1%**
- 13–14 hours — **2%**
- 10–12 hours — **6%**
- **1%** No time spent online
- **<1%** Less than 1 hour
- **6%** 1–2 hours
- **24%** 3–4 hours
- **30%** 5–6 hours
- **20%** 7–8 hours
- **9%** 9–10 hours

# 1
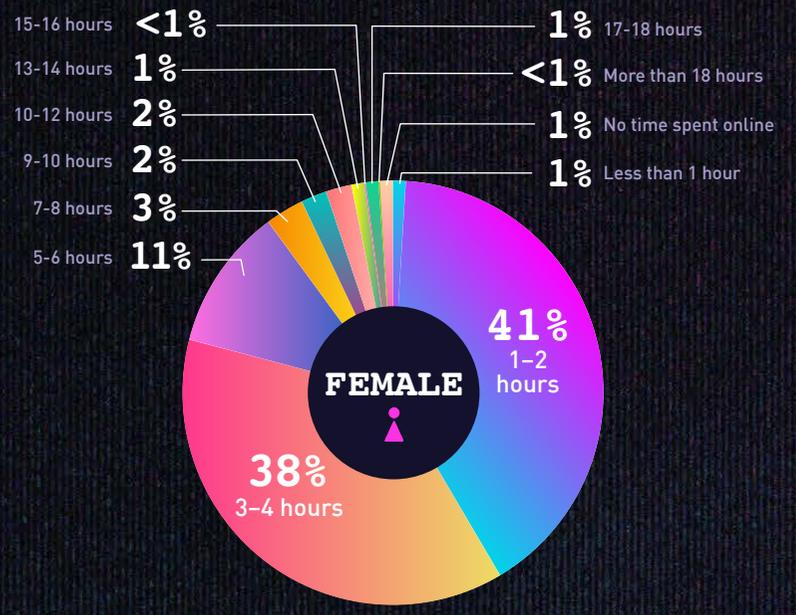
## Approximately how much time did you spend online each day in total **before lockdown** began?

**OVERALL**

- More than 18 hours **<1%**
- 17-18 hours **1%**
- 15-16 hours **<1%**
- 13-14 hours **1%**
- 10-12 hours **1%**
- 9-10 hours **2%**
- 7-8 hours **4%**
- **1%** No time spent online
- **1%** Less than 1 hour
- **38%** 1–2 hours
- **40%** 3–4 hours
- **12%** 5–6 hours

## GENDER



**MALE**

- 15-16 hours **<1%**
- 13-14 hours **<1%**
- 10-12 hours **1%**
- 9-10 hours **2%**
- 7-8 hours **4%**
- **<1%** 17-18 hours
- **<1%** More than 18 hours
- **1%** No time spent online
- **1%** Less than 1 hour
- **36%** 1–2 hours
- **42%** 3–4 hours
- **13%** 5–6 hours



**FEMALE**

- 15-16 hours **<1%**
- 13-14 hours **1%**
- 10-12 hours **2%**
- 9-10 hours **2%**
- 7-8 hours **3%**
- 5-6 hours **11%**
- **1%** 17-18 hours
- **<1%** More than 18 hours
- **1%** No time spent online
- **1%** Less than 1 hour
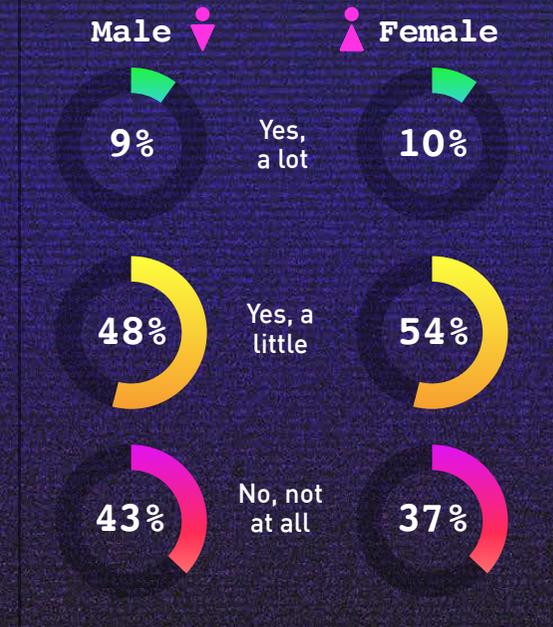- **41%** 1–2 hours
- **38%** 3–4 hours

# 2

**Do you feel that the amount of time you spend online negatively impacts other important areas of your life such as sleep, diet, exercise or study?**
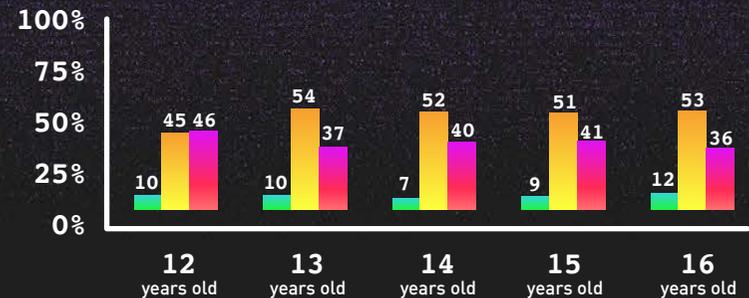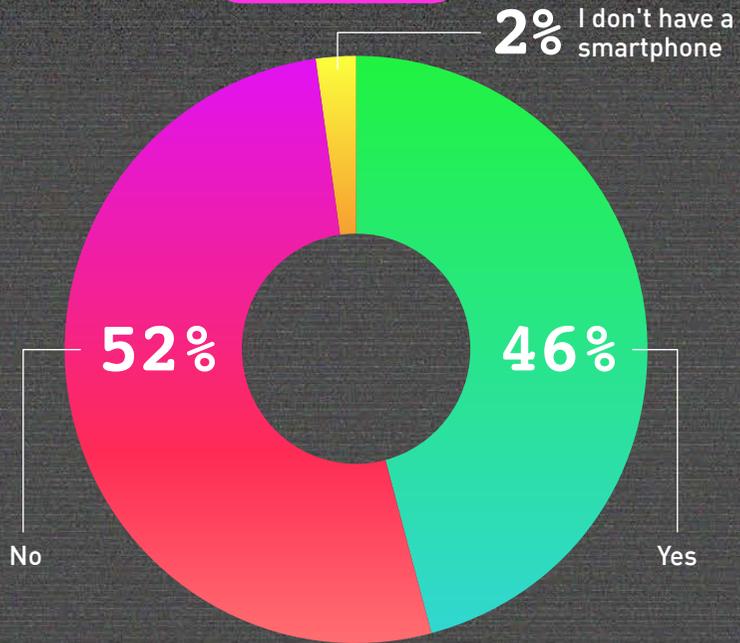
## OVERALL

Yes, a lot — 9%

Yes, a little — 51%

No, not at all — 40%
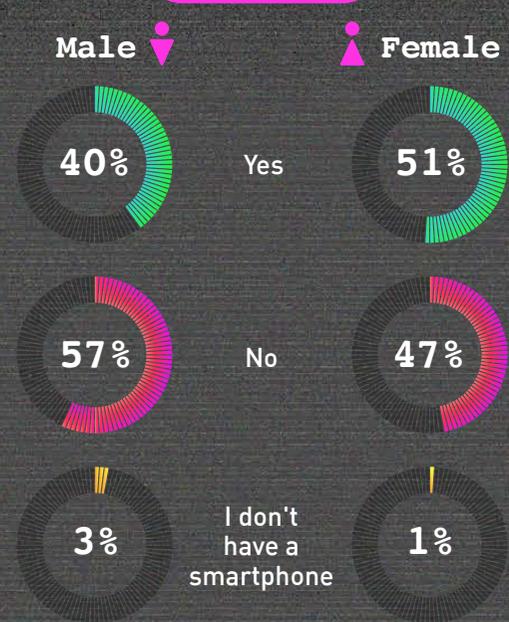
## GENDER

**Male** | **Female**

| | Male | Female |
|---|---|---|
| Yes, a lot | 9% | 10% |
| Yes, a little | 48% | 54% |
| No, not at all | 43% | 37% |
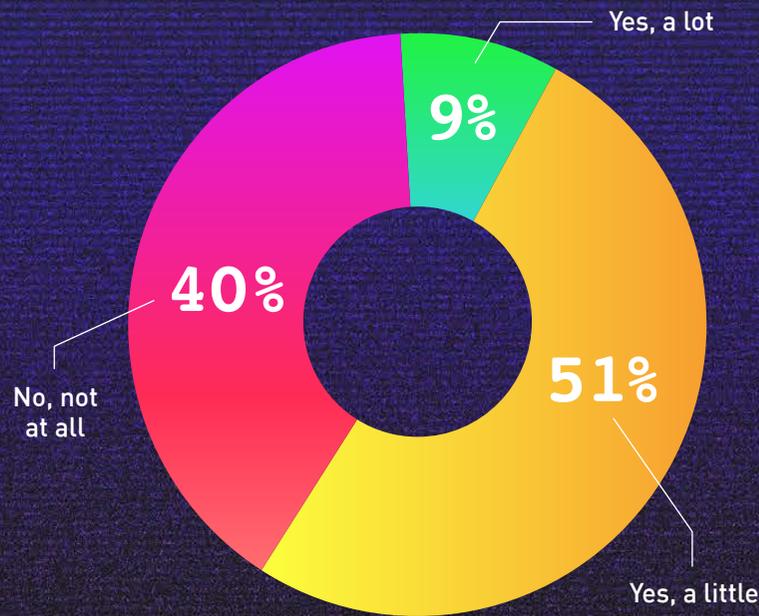
## AGE OF CHILD

- 🟢 Yes, a lot
- 🟡 Yes, a little
- 🔴 No, not at all

| | 12 years old | 13 years old | 14 years old | 15 years old | 16 years old |
|---|---|---|---|---|---|
| Yes, a lot | 10 | 10 | 7 | 9 | 12 |
| Yes, a little | 45 | 54 | 52 | 51 | 53 |
| No, not at all | 46 | 37 | 40 | 41 | 36 |

# 3 | Would you consider yourself to be addicted to your smartphone?

## OVERALL

2% I don't have a smartphone

52% No

46% Yes

## GENDER

Male ▼ / Female ▲

| | Male | | Female |
|---|---|---|---|
| Yes | 40% | | 51% |
| No | 57% | | 47% |
| I don't have a smartphone | 3% | | 1% |

## AGE OF CHILD

- 🟢 Yes
- 🔴 No
- 🟡 I don't have a smartphone

| | 12 years old | 13 years old | 14 years old | 15 years old | 16 years old |
|---|---|---|---|---|---|
| Yes | 36 | 47 | 48 | 45 | 55 |
| No | 61 | 51 | 50 | 53 | 42 |
| I don't have a smartphone | 4 | 2 | 1 | 2 | 3 |
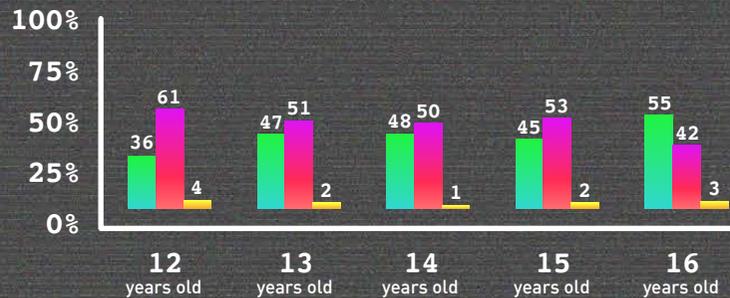
# 4 Would you consider your parents to be addicted to their smartphones?

## OVERALL

My parents don't have smartphones **1%**

**57%** No

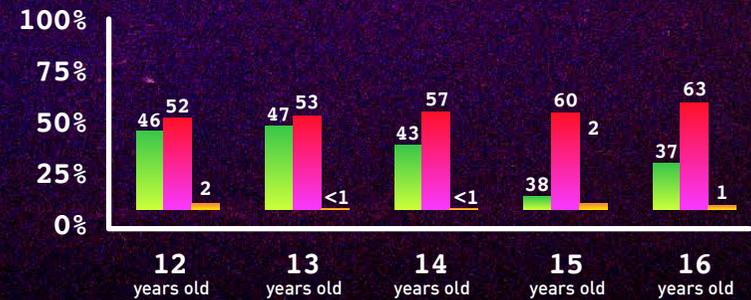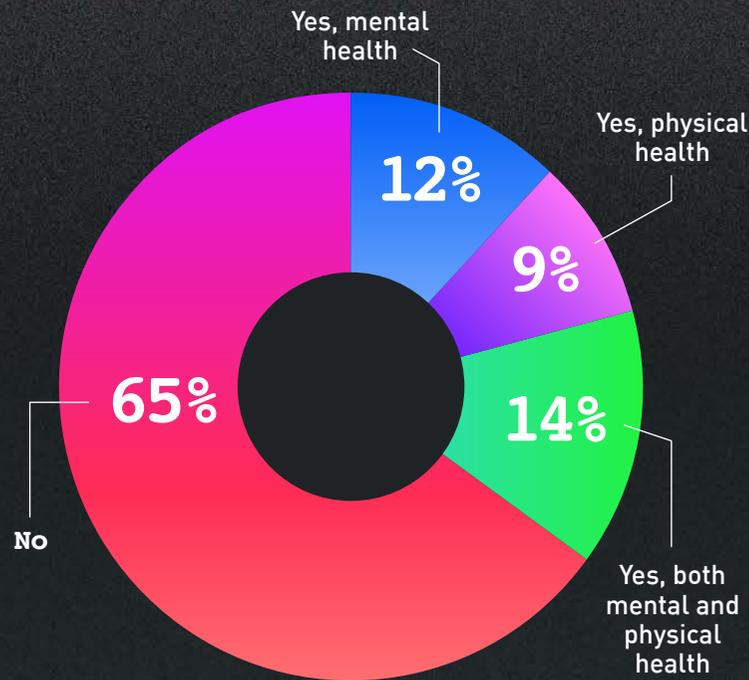**42%** Yes

## GENDER

**Male** | **Female**

Yes: **41%** | **43%**

No: **57%** | **56%**

My parents don't have smartphones: **2%** | **1%**

## AGE OF CHILD

- Yes
- No
- My parents don't have smartphones

| Age | Yes | No | My parents don't have smartphones |
|-----|-----|-----|-----|
| 12 years old | 46 | 52 | 2 |
| 13 years old | 47 | 53 | <1 |
| 14 years old | 43 | 57 | <1 |
| 15 years old | 38 | 60 | 2 |
| 16 years old | 37 | 63 | 1 |
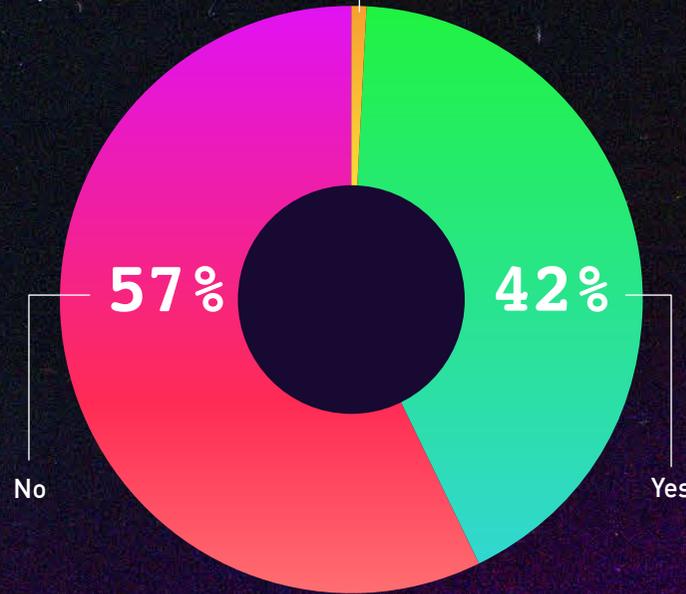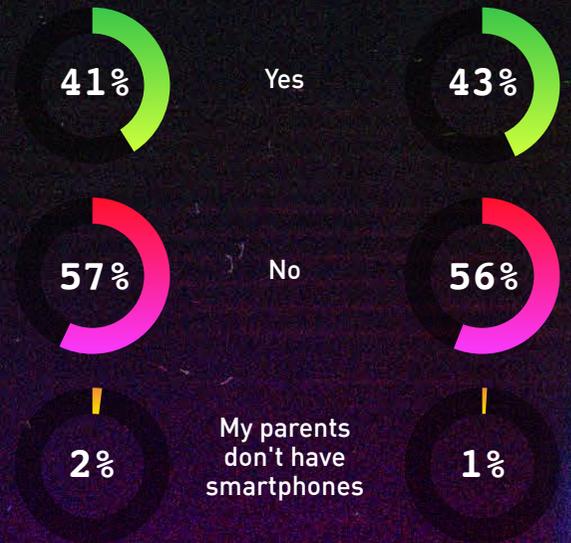
# Does your internet or social media use feel like it negatively affects your mental and/or physical health?
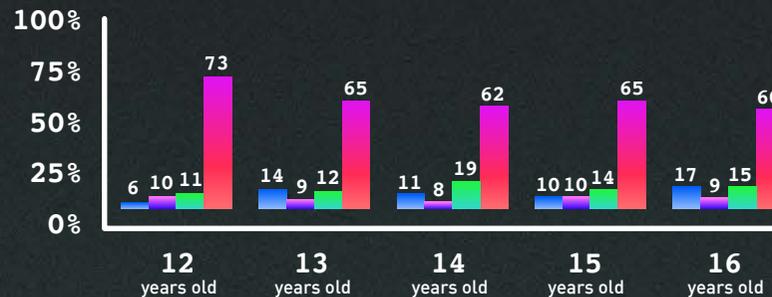
## OVERALL



- Yes, mental health — 12%
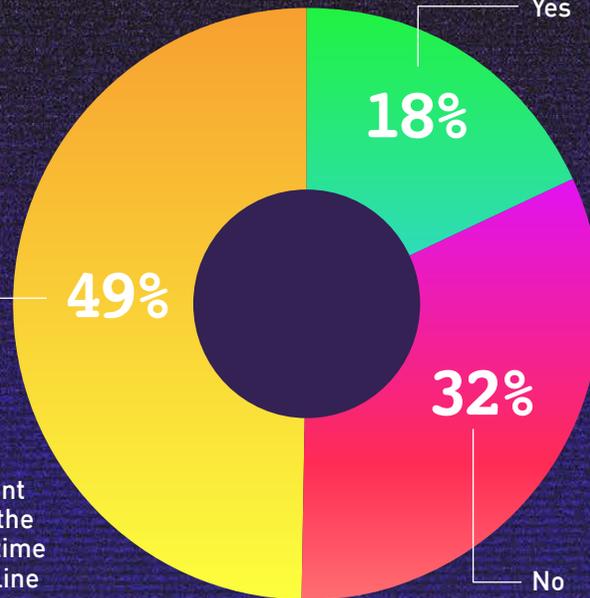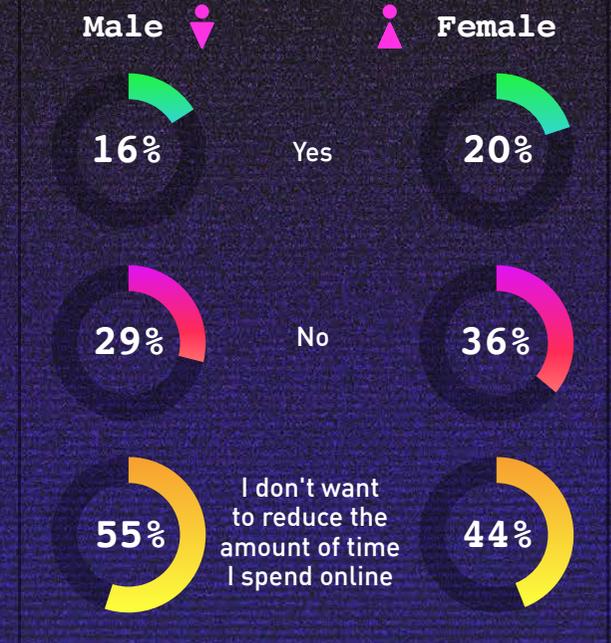- Yes, physical health — 9%
- Yes, both mental and physical health — 14%
- No — 65%

## GENDER

| | Male | Female |
|---|---|---|
| Yes, mental health | 8% | 15% |
| Yes, physical health | 11% | 7% |
| Yes, both mental and physical health | 12% | 16% |
| No | 68% | 62% |
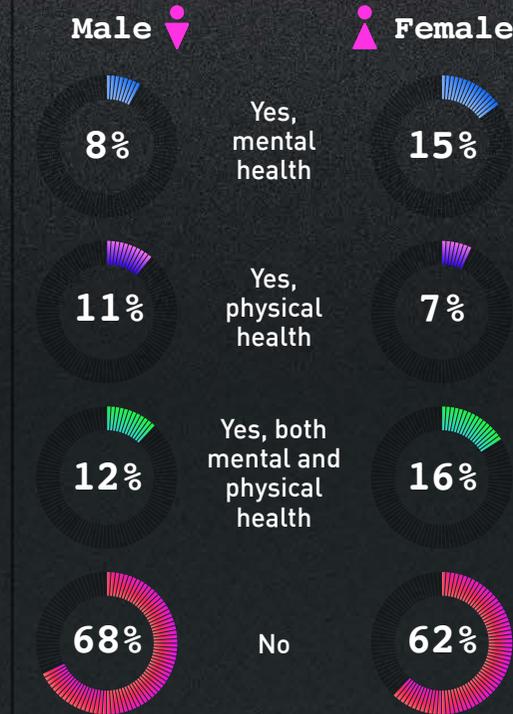
## AGE OF CHILD

- 🔵 Yes, mental health
- 🟣 Yes, physical health
- 🟢 Yes, both mental and physical health
- 🔴 No

| Age | Yes, mental health | Yes, physical health | Yes, both mental and physical health | No |
|---|---|---|---|---|
| 12 years old | 6 | 10 | 11 | 73 |
| 13 years old | 14 | 9 | 12 | 65 |
| 14 years old | 11 | 8 | 19 | 62 |
| 15 years old | 10 | 10 | 14 | 65 |
| 16 years old | 17 | 9 | 15 | 60 |

## 6 Would you like your parents to help you more with reducing the amount of time you spend online?

### OVERALL

- Yes **18%**
- No **32%**
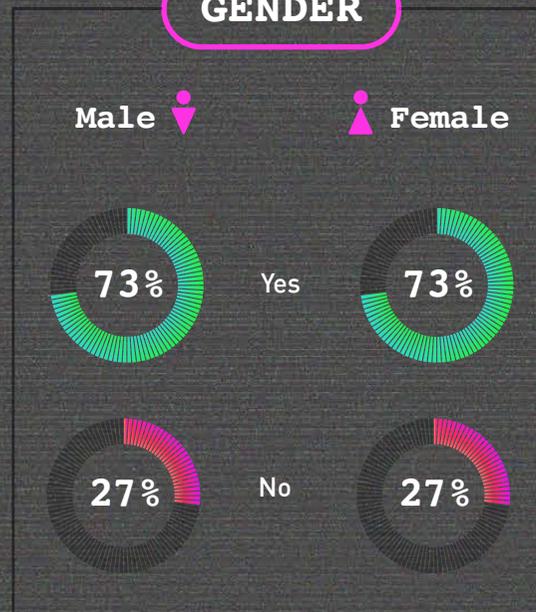- I don't want to reduce the amount of time I spend online **49%**

### GENDER

**Male**  |  **Female**

| | Male | | Female |
|---|---|---|---|
| Yes | 16% | | 20% |
| No | 29% | | 36% |
| I don't want to reduce the amount of time I spend online | 55% | | 44% |

### AGE OF CHILD

- 🟢 Yes
- 🔴 No
- 🟡 I don't want to reduce the amount of time I spend online

| | 12 years old | 13 years old | 14 years old | 15 years old | 16 years old |
|---|---|---|---|---|---|
| Yes | 19 | 18 | 23 | 17 | 12 |
| No | 26 | 30 | 31 | 37 | 40 |
| I don't want to reduce | 55 | 51 | 46 | 46 | 49 |
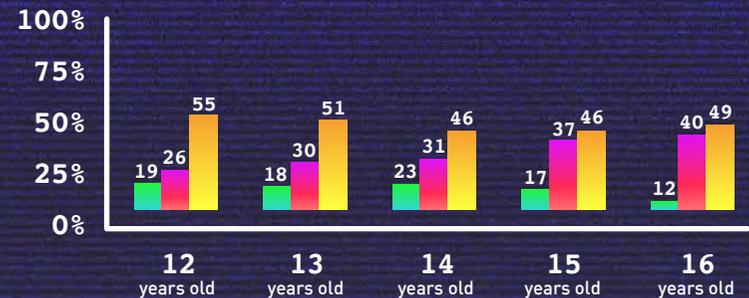
# 7

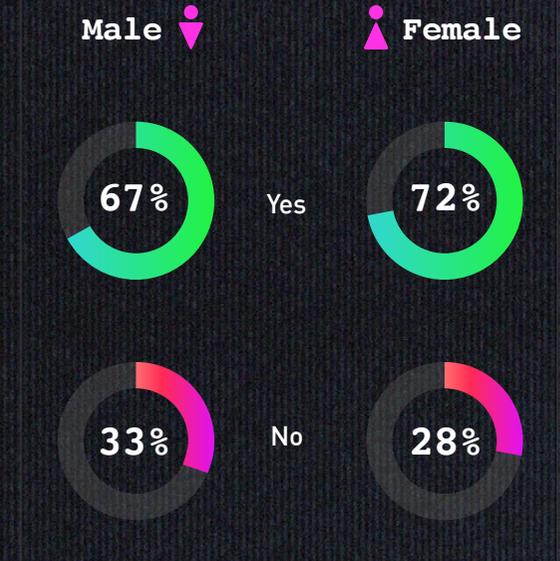## Do you feel your parents would know how to help you with an online related problem?

### OVERALL

No
**27%**

**73%**
Yes

### GENDER

Male ♂        ♀ Female

**73%** — Yes — **73%**

**27%** — No — **27%**

### AGE OF CHILD

🟢 Yes
🔴 No

| | 12 years old | 13 years old | 14 years old | 15 years old | 16 years old |
|---|---|---|---|---|---|
| Yes | 79 | 75 | 71 | 71 | 67 |
| No | 21 | 25 | 29 | 29 | 33 |

100%
75%
50%
25%
0%
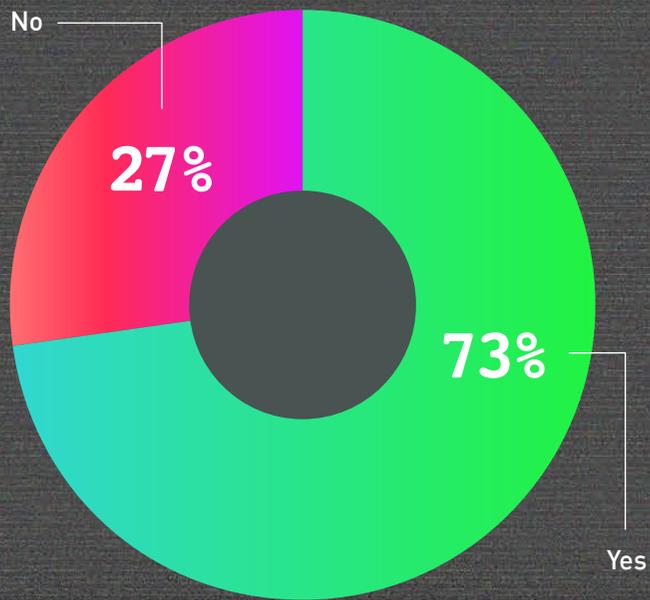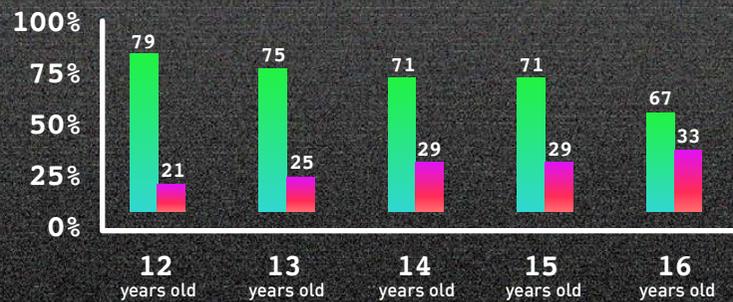
# 8 Do you feel your school would know how to help you with an online related problem?

## OVERALL
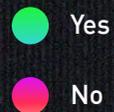
No
**30%**

**70%**
Yes

## GENDER

Male ▼      ▲ Female

**67%**  Yes  **72%**

**33%**  No  **28%**

## AGE OF CHILD

● Yes
● No

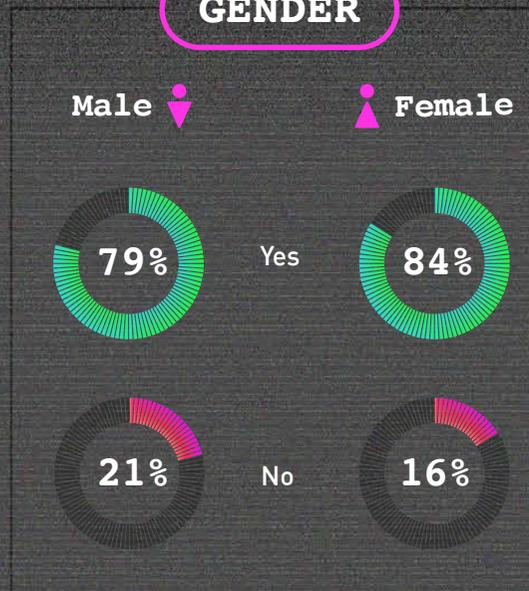| Age | Yes | No |
|-----|-----|-----|
| 12 years old | 73 | 27 |
| 13 years old | 67 | 33 |
| 14 years old | 70 | 30 |
| 15 years old | 69 | 31 |
| 16 years old | 69 | 31 |

100%
75%
50%
25%
0%
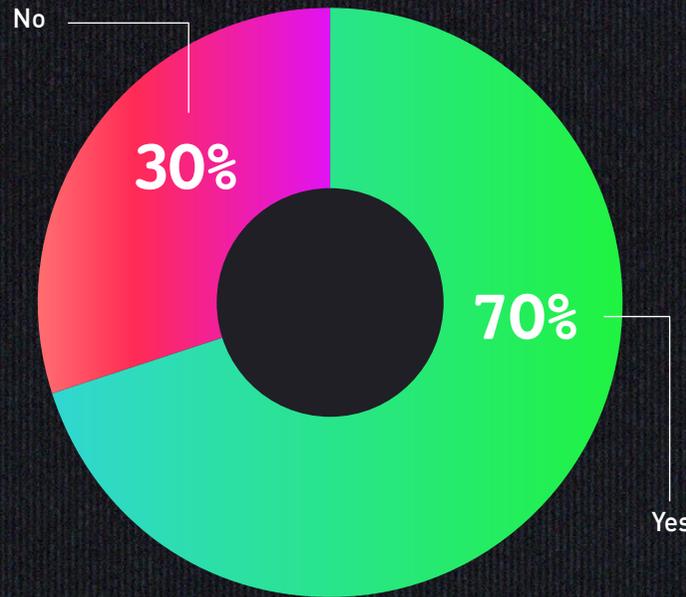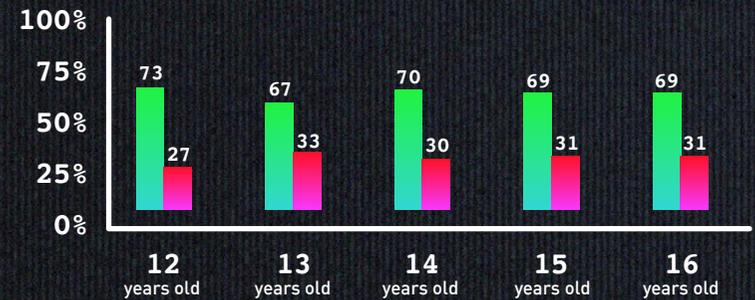
# Would you feel comfortable going to your parents with an online related problem?

## OVERALL

No

18%

82%

Yes

## GENDER

Male      Female

79%    Yes    84%

21%    No    16%

## AGE OF CHILD

● Yes

● No

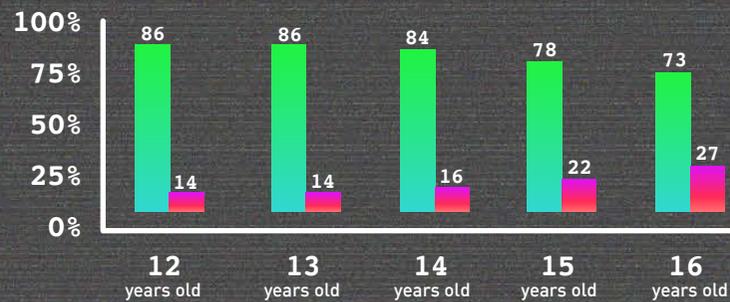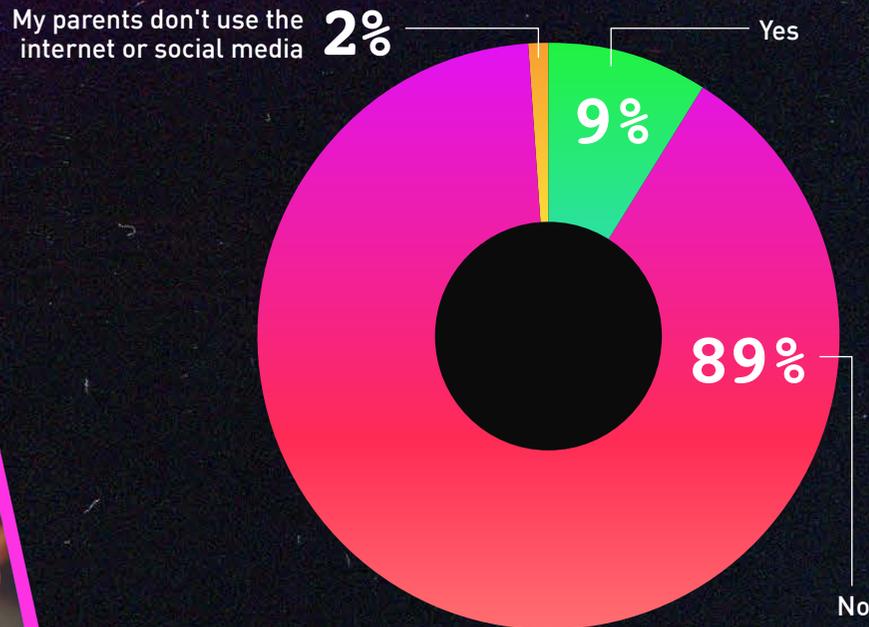| | 12 years old | 13 years old | 14 years old | 15 years old | 16 years old |
|---|---|---|---|---|---|
| Yes | 86 | 86 | 84 | 78 | 73 |
| No | 14 | 14 | 16 | 22 | 27 |

100%
75%
50%
25%
0%
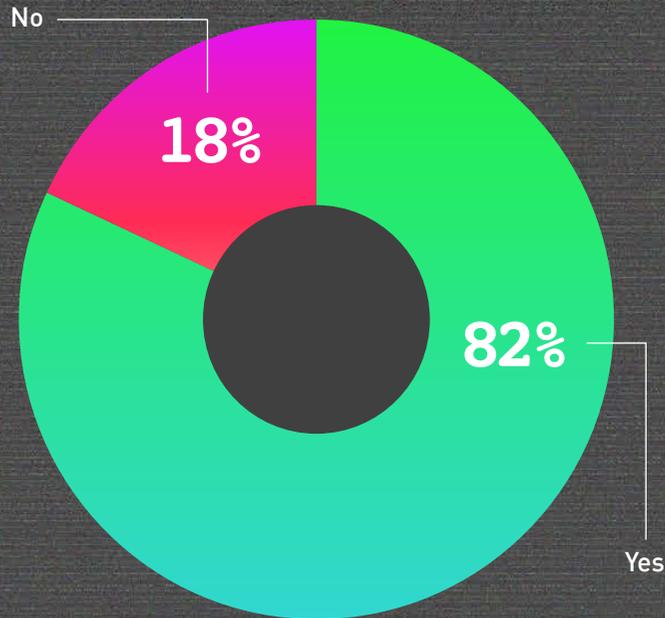
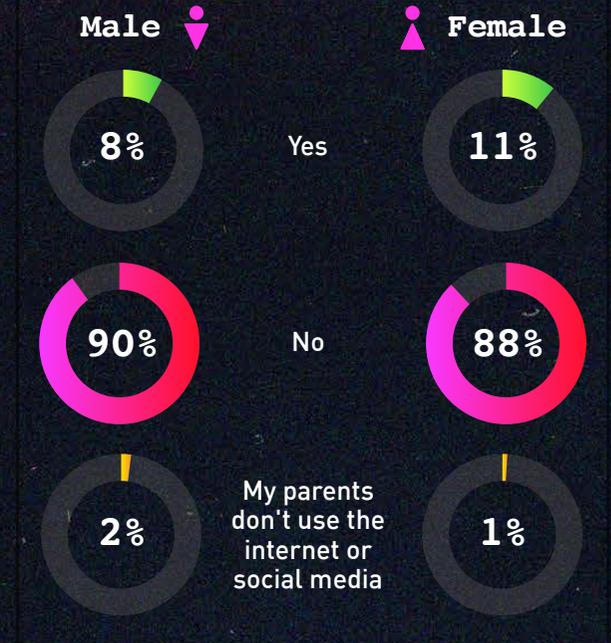# 10 Have you ever felt that your parents' internet or social media use has affected their ability to look after you?
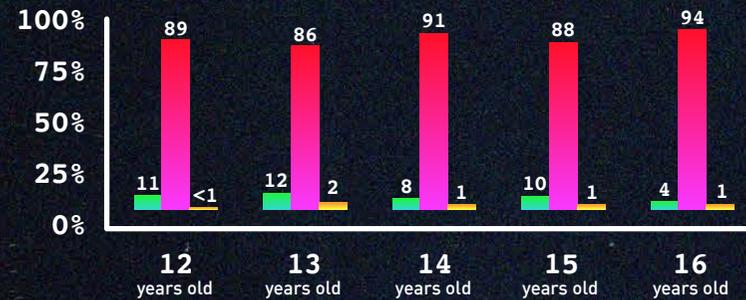
## OVERALL

My parents don't use the internet or social media **2%**

Yes **9%**

**89%**

No

## GENDER

Male | Female

**8%** Yes **11%**

**90%** No **88%**

**2%** My parents don't use the internet or social media **1%**

## AGE OF CHILD

- 🟢 Yes
- 🔴 No
- 🟡 My parents don't use the internet or social media

| | 12 years old | 13 years old | 14 years old | 15 years old | 16 years old |
|---|---|---|---|---|---|
| Yes | 11 | 12 | 8 | 10 | 4 |
| No | 89 | 86 | 91 | 88 | 94 |
| My parents don't use | <1 | 2 | 1 | 1 | 1 |

## ABOUT THE CYBERSMILE FOUNDATION

**The Cybersmile Foundation is a multi-award-winning nonprofit organisation committed to digital wellbeing and tackling all forms of abuse and bullying online.**

They work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realise their full potential without the fear of ridicule and abuse.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help and support services to children and adults around the world.
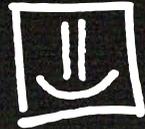
# THE CYBERSMILE FOUNDATION

**U.S. WEST**

530 Lytton Avenue
2nd Floor
Palo Alto
CA 94301

**U.S. EAST**

99 Hudson Street
5th Floor
New York
NY 10013

**U.K. AND INTERNATIONAL**

3 London Bridge Street
3rd Floor
London
SE1 9SG

Email: info@cybersmile.org