

Safer Internet Day 2013: Campaign evaluation

Aims

Safer Internet Day is a one-day campaign that aims to highlight the importance of acting responsibly online. By increasing people's understanding of internet safety, it aims to change their online behaviour in this respect. As part of the BBC evaluation of Share Take Care, an overview of the wider Safer Internet Day campaign was carried out. This pre- and post-campaign survey evaluated the effectiveness of Safer Internet Day 2013 in terms of reach and impact. Surveys were conducted with children (8-12 year olds), teenagers (13-18 year olds) and adults (18+) across the UK.

Key Findings

- About 1 in 10 had heard of Safer Internet Day, with awareness levels highest for teenagers. 13% of children, 14% of teenagers and 6% of adults said they had heard about Safer Internet Day.
- 56% of children, 37% of teenagers and 42% of adults said they would talk to someone in their family about using the internet safely after finding out about Safer Internet Day.
- Of those who were aware of Safer Internet Day, two-fifths said they would change their online behaviour as a result of the campaign. This includes 43% of children, 44% of teenagers and 40% of adults.
 - 16% of children, 30% of teenagers and 25% of adults said they increased their security settings online. This effect was greater among girls, with 15% more girls saying they had increased their security settings online than boys.
 - 7% of children, 28% of teenagers and 13% of adults said they would be more careful about staying safe on the internet.
 - 20% of children, 15% of teenagers and 17% of adults said they would be more careful about what they put online.
- 23% of children, 13% of teenagers and 4% of adults that had heard about the Safer Internet Day campaign said they were now more aware of internet safety. The largest effect was on girls who were now 10% more aware of internet safety than boys.
- Teenagers who were aware of Safer Internet Day showed a greater understanding of information control. When asked if they believe that everything stays on the internet forever, 56% of teens in the pre-test agreed, compared to 62% among those who were aware of Safer Internet Day. Teenagers who were aware of Safer Internet Day were also more concerned about what other people post on social networks; 22% said they were concerned about this in the pre-test, compared to 45% of teenagers who were aware of Safer Internet Day.
- Concern about internet safety was higher among teenagers that were aware of Safer Internet Day. In the pre-test, 68% of teenagers said they were concerned about internet safety (15% were very concerned, 53% were a little concerned), while 31% said they were not concerned. However, among

those who were aware of Safer Internet Day, 80% said they were concerned about internet safety (30% were very concerned, 50% were a little concerned), and 19% said they were not concerned.

- Adults concern about internet safety is relatively unchanged from before to after the campaign, with around 30% saying they are very concerned, 55% saying they are a little concerned, and 15% saying they are not concerned about internet safety.
- Adults that were aware of Safer Internet Day were most concerned about what other people post on social networks. 36% in the pre-test were concerned about this, compared to 70% among the adults who were aware of Safer Internet Day.
- Two-fifths of children said they were concerned about internet safety, with 14% saying they were very concerned and 50% saying they were a little concerned.

Policy Context

Safer Internet Day is celebrated worldwide and 2013 was the tenth annual celebration of the event. It is coordinated by the UK Safer Internet Centre in the UK. This is a partnership of three organisations - Childnet, the Internet Watch Foundation and the South West Grid for Learning – who are part funded by the European Commission to deliver this work. Safer Internet Day seeks to raise awareness about safe and responsible use of technology and encourage behaviour change. This is a national effort – in 2013, over 300 organisations were involved in promoting the day across the UK.

Methodology

The BBC commissioned Other Lines of Enquiry to deliver an online survey to a national representative group of adults, teens and children to assess the effectiveness of the Share Take Care and Safer Internet Day campaign. Pre-campaign and post-campaign surveys were targeted at the 13-18s and 18+ groups, and for 8-12s there was a single survey after the Safer Internet Day campaign. 523 children aged 8-12 years were surveyed in the post-campaign survey. 975 teenagers aged 13-18 years were surveyed in the pre-campaign test and 786 were surveyed in the post-campaign test. 1,000 adults aged over 18 were surveyed in the pre-campaign test and 1,032 were surveyed in the post-campaign test.

Background

The research was commissioned by the BBC, and conducted by Other Lines of Enquiry. The BBC plays a key role in promoting Safer Internet Day, running the Share Take Care campaign in support of the day.

Source Other Lines of Enquiry

Research Team Penny Browell

Contact information penny@otherlines.tv

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