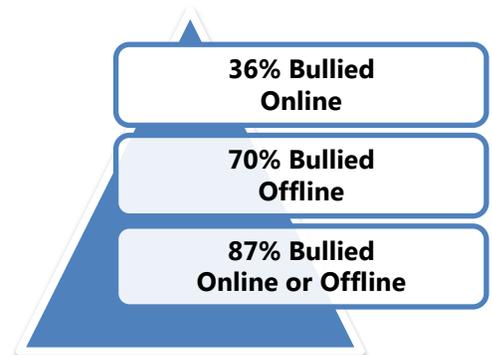


## Online Bullying Among Youth 8-17 Years Old – Brazil

Microsoft recently commissioned a study to understand the global pervasiveness of online bullying. While defined formally by some as cyberbullying<sup>1</sup>, what is seen as cyberbullying can vary between different cultures, and even among different individuals. In addition, cyberbullying, as a term, is not recognized worldwide. To address this, the study explored the issue by asking children about negative experiences<sup>2</sup> they've had online—from their point of view (i.e., being called mean names, being teased, etc.). While such experiences may not be viewed as bullying by all who experience it, these behaviors may be considered by some as having potentially adverse effects.

**36%** (compared with a 25 country average of 37%) of children age 8-17 who responded to the survey say they have been subjected to a range of online activities that some may consider to be online bullying or to have adverse effects:

- ⇒ 10% - Mean or unfriendly treatment
- ⇒ 25% - Made fun of or teased
- ⇒ 14% - Called mean names



### Knowledge & Concern

- Seventy-one percent say they know a lot or some about online bullying
- Eighty-one percent are very or somewhat worried about online bullying

### Bullying

- Eight-seven percent report being bullied online and/or offline although most bullying is *offline*
- Twenty percent admit to bullying someone else online; 34% admit to bullying someone else offline
- Those surveyed were:
  - More likely (52% vs. 36%) to be bullied online if they bully someone else online

### Steps Parents Take To Help Protect Children Online

According to the youth surveyed:

- Fifty-four percent of parents talk about online risks with them
- Fifty percent of parents monitor their use of the computer
- Fifty-six percent of parents teach them online manners

<sup>1</sup> Defined by the Cyberbullying Research Center in Jupiter, Florida as the “willful and repeated harm inflicted through the use of computers, cell phones, and other electronic devices.”

<sup>2</sup> Online Bullying Definition: Q4. Which of these has ever happened to you at school, outside of school grounds, or on the Internet? Other children have been unfriendly or mean toward you on the Internet; Other children have made fun of you or teased you on the Internet; Other children have called you mean names on the Internet.

- Thirty-four percent ask their child if they've been bullied online

### School Policy & Education

According to the youth surveyed:

- Twenty-three percent of schools they attend have formal policies that address online bullying
- Forty-five percent of schools provide education (for teachers: 24%, for parents: 22%, for students 34%)

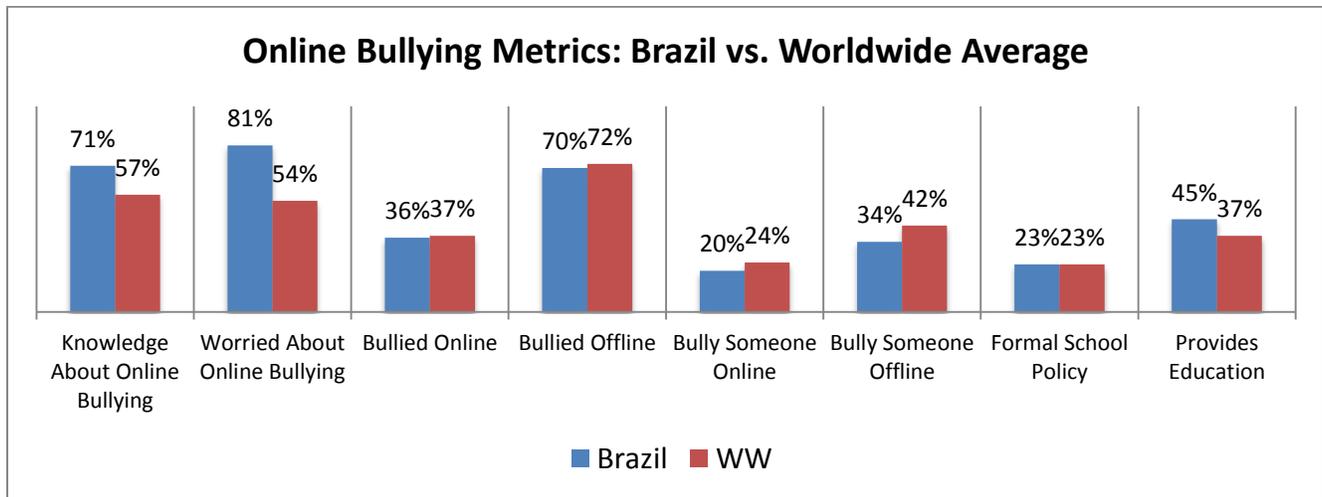
### Demographics

According to the youth surveyed:

- Girls and boys experience similar rates of online bullying (37% vs. 35%)
- Girls are more likely to be bullied offline (77% vs. 63%) – especially girls 8-12 (83% vs. 66%)
- Boys are more likely to be bullies offline (45% vs. 21%)
- Boys and girls have similar in knowledge of online bullying (72% vs. 69%) but girls worry more about it (85% vs. 77%)
- Children 8-12 are more likely to be bullied offline (74% vs. 65%)
- Children 13-17 have more knowledge about online bullying than children 8-12 (82% vs. 60%) but worry about it equally as much as (85% vs. 78%)
- Youth surveyed say the type of help parents give differs by age and gender:
  - Children 8-12 are more likely to be monitored (56% vs. 44%) and have their time online limited (35% vs. 23%)
  - Children 13-17 are more likely to be taught how to protect themselves (48% vs. 34%)
  - Girls are more likely to be monitored (55% vs. 46%) – especially girls 8-12 (64% vs. 48%)

### Brazil Compared to Rest of World

Brazil has the fourteenth highest rate of online bullying among the twenty-five countries surveyed. Along with Spain, Brazil has the highest level of worry about online bullying. Yet the incidence of bullying and bullying is at or below worldwide averages. Parents take an above average number of steps parents take to protect their children from online bullying (4.2 vs. 3.3). The presence of formal school policies is average and providing education to teachers, parents and students is above average.



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