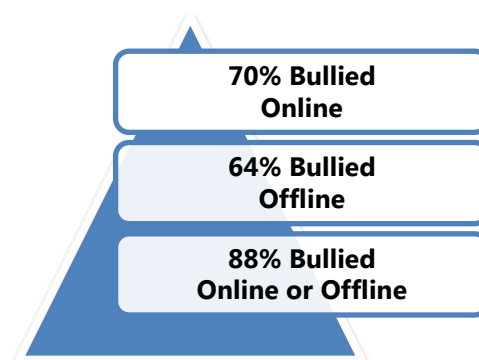


Online Bullying Among Youth 8-17 Years Old – China

Microsoft recently commissioned a study to understand the global pervasiveness of online bullying. While defined formally by some as cyberbullying¹, 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 experiences² 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.

70% (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:

- ⇒ 28% - Mean or unfriendly treatment
- ⇒ 38% - Made fun of or teased
- ⇒ 48% - Called mean names



Knowledge & Concern

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

Bullying

- Eight-eight percent report being bullied online and/or offline although most bullying is *online*
- Fifty-eight percent admit to bullying someone else online; 43% admit to bullying someone else offline
- Those surveyed were:
 - Equally likely (75% vs. 70%) to be bullied online if they bully someone else online

Steps Parents Take To Help Protect Children Online

According to the youth surveyed:

- Forty-eight percent of parents talk about online risks with them
- Thirty-eight percent of parents monitor their use of the computer
- Fifty percent of parents teach them online manners

¹ 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.”

² 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-nine percent of parents ask them if they've been bullied online

School Policy & Education

According to the youth surveyed:

- Forty percent of schools they attended have formal policies that address online bullying
- Fifty-five percent of schools provide education (for teachers: 26%, for parents: 31%, for students: 42%)

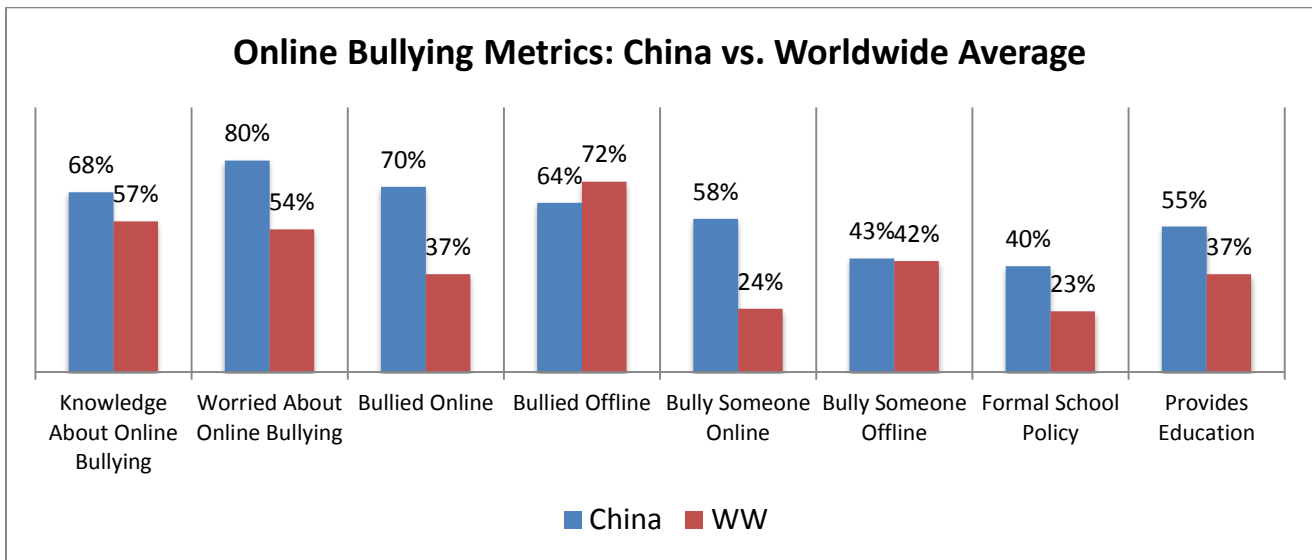
Demographics

According to the youth surveyed:

- Girls and boys experience similar online (71% vs. 69%) and offline (61% vs. 66%) bullying rates
- Boys are more likely to bully offline than girls (51% vs. 36%)
- Children 13-17 are more likely to bully online (63% vs. 53%) than children 8-12
- Boys and girls have similar in knowledge of (69% vs. 66%) and worry about (77% vs. 84%) online bullying
- Children 13-17 have more knowledge of online bullying than children 8-12 (78% vs. 58%) but worry equally about it (83% vs. 77%)
- Youth surveyed say the type of help parents give differs by age or gender:
 - Children 13-17 are more likely to be asked if they've been bullied online (47% vs. 32%)
 - Children 8-12 are more likely to be monitored (46% vs. 30%)
 - Boys' time online is more likely to be limited (56% vs. 45%)

China Compared to Rest of World

China has the highest rate of online bullying among the twenty-five countries surveyed. China and Singapore are the only countries where online bullying is greater than offline bullying. China scores very high on nearly every key metric except for bullying offline – including the number of steps parents take to protect their children from online bullying (4.5 vs. 3.3). China's high scores on providing formal school policies and education suggests a recognition that online bullying is a serious problem.



© 2012 Microsoft Corporation. All rights reserved. Microsoft is a registered trademark of Microsoft Corporation in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation.