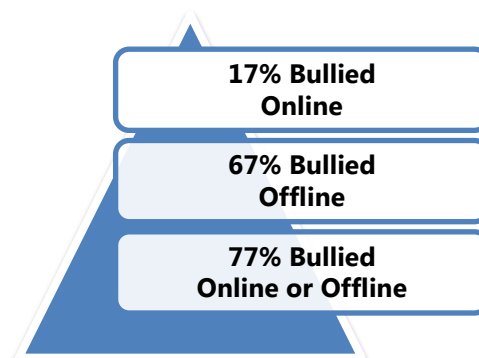


## Online Bullying Among Youth 8-17 Years Old – Japan

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.

**17%** (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:

- ⇒ 7% - Mean or unfriendly treatment
- ⇒ 10% - Made fun of or teased
- ⇒ 6% - Called mean names



### Knowledge & Concern

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

### Bullying

- Seventy-seven percent report being bullied online and/or offline although most bullying is *offline*
- Nine percent admit to bullying someone else online; 40% admit to bullying someone else offline
- Those surveyed were:
  - Twice as likely (35% vs. 17%) to be bullied online if they bully someone else online
  - More likely (24% vs. 14%) to be bullied online if they spend more than 10 hours per week on the Internet

### Steps Parents Take To Help Protect Children Online

According to the youth surveyed:

- Forty-four percent of parents talk about online risks with them
- Fifteen percent of parents monitor their use of the computer

<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-eight percent of parents teach them online manners
- Nine percent of parents ask them if they've been bullied online

### School Policy & Education

According to the youth surveyed:

- Nine percent of schools they attend have formal policies that address online bullying
- Twenty-eight percent of schools provide education (for teachers: 3%, for parents: 8%, for students: 23%)

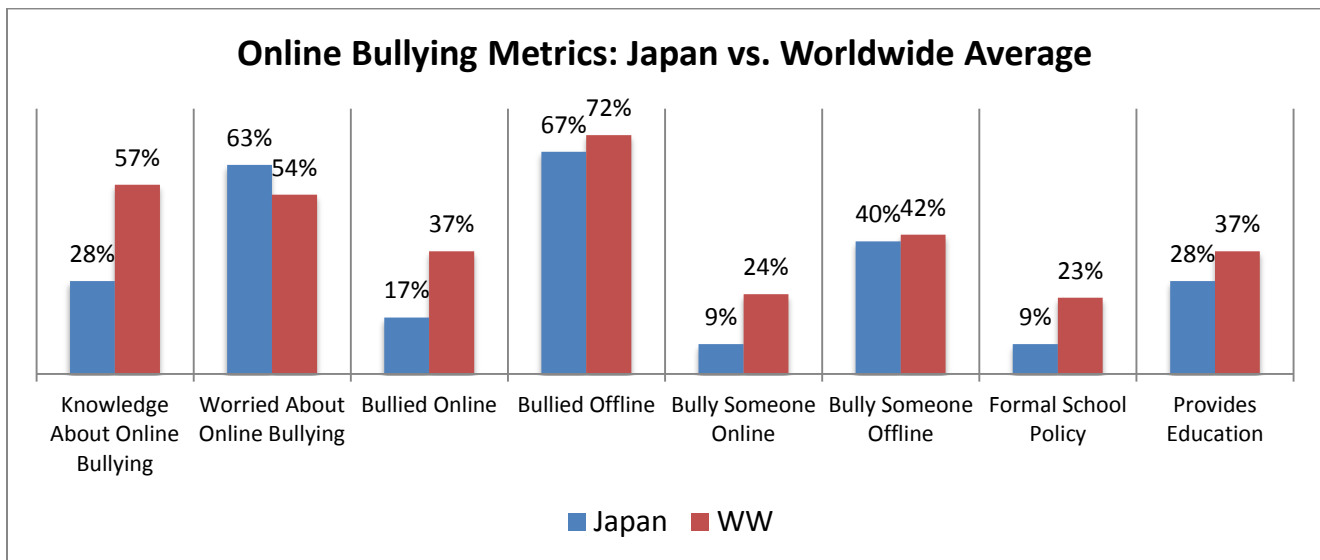
### Demographics

According to the youth surveyed:

- Girls are more likely than boys to be bullied online (21%, 12%), although girls and boys are equally likely to be bullied offline (69% vs. 64%)
- Girls are more worried than boys (72% vs. 54%) about online bullying
- Girls and boys have equal knowledge about online bullying (29% vs. 26%)
- Youth surveyed say the type of help parents give them differs by gender:
  - In general, girls appear more likely to be taught and talked to about online bullying than boys. Girls are more likely to be talked to about the risks (58% vs. 38%), be taught how to protect themselves online (18% vs. 9%) and taught how to deal with online bullying (16% vs. 7%).
  - Girls are more likely to receive more from parents help than boys (2.1 vs. 1.6 steps taken to address online bullying by parents)

### Japan Compared to Rest of World

Japan has the second lowest online bullying rate among the twenty-five countries surveyed. Unlike all other countries, concern about online bullying is relatively high, but knowledge about it is low. Parents take fewer steps to protect their children from online bullying (1.8 vs. 3.3). Japanese children report fewer formal school policies and education programs being in place. Japan appears to handle the problem of online bullying differently than other countries.



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