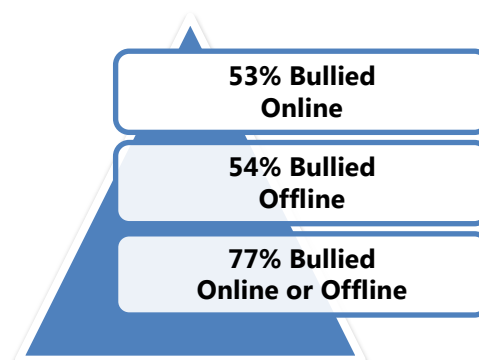


Online Bullying Among Youth 8-17 Years Old – India

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.

53% (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:

- ⇒ 22% - Mean or unfriendly treatment
- ⇒ 29% - Made fun of or teased
- ⇒ 25% - Called mean names



Knowledge & Concern

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

Bullying

- Seventy-seven percent report being bullied online and/or offline. India is one of the few countries where the rates of online and offline bullying are equal
- Fifty percent admit to bullying someone else online; 52% admit to bullying someone else offline
- Those surveyed were:
 - More likely (61% vs. 53%) to be bullied online if they bully someone else online
 - Nearly twice as likely (53% vs. 29%) 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:

- Thirty-nine percent of parents talk about online risks with them

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 monitor their use of the computer
- Forty-five percent of parents teach them online manners
- Thirty percent of parents ask them if they've been bullied online

School Policy & Education

According to the youth surveyed:

- Thirty-eight percent of schools they attend have formal policies that address online bullying
- Sixty-three percent of schools provide education (for teacher: 26%, for parents: 32%, for students: 43%)

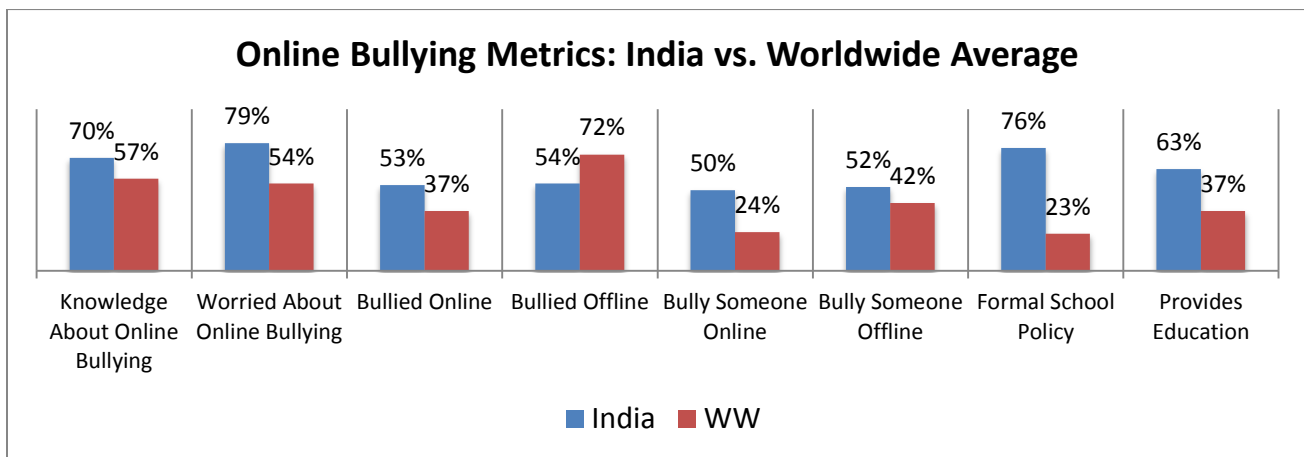
Demographics

According to the youth surveyed:

- Girls and boys are equally likely to be bullied online (53%, 52%), but girls are more likely to be bullied offline (61% vs. 48%) than boys
- Girls and boys are equally worried (79% vs. 80%) about online bullying.
- Boys claim greater knowledge of online bullying than girls (78% vs. 60%)
- Online bullying is higher for children 8-12 than children 13-17 (58% vs. 48%)
- Youth surveyed say the type of help parents give them differs by age and gender:
 - In general, girls 8-12 are more likely to be taught and talked to about online bullying than boys 8-12 (58% vs. 35%). Girls are more likely than boys to be talked to about the risks (48% vs. 31%)
 - Girls are more likely to receive more help from parents than boys (4.0 vs. 3.4 steps taken to address online bullying)
- Girls are more likely than boys to report that their school has no formal policies (33% vs. 43%) or education programs in place (56% vs. 70%). The policies and education provided appear to miss girls in some significant ways.

India Compared to Rest of World

Children in India report the third highest online bullying rate among the twenty-five countries surveyed, but report below average incidence offline bullying. Bullying of others online and offline are significantly above average. Knowledge and concern about online bullying is significantly above average. Parents take an average number of steps to protect their children from online bullying (3.7 vs. 3.3). Formal school policies and education programs are prevalent in India but this has not translated into lower online bullying rates.



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