



# Cyberbullying Pulse Survey

## Key Findings

### Parents say they worry about cyberbullying, yet follow up at a far lower rate.

- In France 76% of parents reported worrying about their child being cyberbullied and 63% say they worry that their child may be the bully, markedly higher than European average.
- German parents expressed these worries less often, at a 55% and 34% split, while parents in the U.K. reported a 56% and 37% split—both the lowest in Europe and among the lowest worldwide (72% and 56%).
- While 74% of European parents said that they educate themselves about cyberbullying, slightly below parents elsewhere at 78%, far fewer follow up with actions. Of the various tactics parents reported, 62% said they use dialogue, 56% employ device monitoring, and only 30% speak to school officials—all lower than international rates.

### Children in Europe have a poor understanding of what cyberbullying actually is.

- When asked if they have cyberbullied someone themselves, the answer was a definitive no in the U.K. at 7%, followed by France at 16% and Germany at 17%, which all fell below the international average of 18%. However, when asked about specific cyberbullying behaviours, nearly 1 in 2 European children admitted to committing at least one if not more such behaviours.
- This arguably indicates a poor or incomplete understanding of what is, and what is not, cyberbullying. For example, 15% of children in the U.K. said they had excluded someone from a group chat, which is 8% higher than the 7% who said they have not cyberbullied at all.

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**“Parents in Europe educate themselves about cyberbullying at a lower rate than other parents and follow up on it at lower rates as well. At the same time, European children have a poor understanding of what cyberbullying truly is, while they report outsized rates of cyberbullying on platforms like Snapchat and WhatsApp.”**

—Gagan Singh, Chief Product Officer, McAfee

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### In the U.K., children are by far the most likely to be cyberbullied by someone they know.

- In the U.K., children report more than twice as much cyberbullying from someone they know (58%) than from a stranger (24%), which marks the largest gap worldwide. Globally, only Germany had a similarly large gap with 46% of cyberbullying coming from someone the child knows and 28% from strangers.
- Also higher than European (and global) rates, 43% of children in the U.K. said they've been excluded from group chats and conversations—again indicating that the source of the cyberbullying is likely to be someone they know.

### France sets itself apart with cyberbullying on Snapchat.

- Children in France face a high rate of cyberbullying on Snapchat, where 38% of children said they witnessed cyberbullying and 32% said they experienced it themselves—compared to just 24% and 23% worldwide. This makes Snapchat the top platform for cyberbullying in France, whereas Facebook is the leading platform for cyberbullying on average worldwide which sets it apart as a global outlier.

## MEDIA FACT SHEET

- WhatsApp leads the way internationally with witnessed and experienced rates of cyberbullying on messaging apps at 41% and 40%, followed by the worldwide runner-up, Facebook Messenger, at 27% and 28%.
- In France, this puts Snapchat nearly on par with the worldwide figures for WhatsApp and well above those of Facebook Messenger.

### German children call out WhatsApp as the top platform for cyberbullying.

- Compared to 38% of children worldwide, 48% of German children said they experienced cyberbullying on WhatsApp, beating all other platforms in this survey—a total of fourteen in all.
- Trailing at a relatively distant second is Facebook at 35%, which is the overall leader for cyberbullying elsewhere in the world (a 49% reported rate of cyberbullying).
- Most affected on WhatsApp are German girls aged 10 to 14 and girls aged 17 to 18, both at a 61% reported rate. Far less affected were German boys 10 to 18 at an average rate of 46%.
- Taken together, this indicates messaging apps are a leading source of German cyberbullying—and thus largely gets dealt out by people the victims know, which further reinforces the figures cited earlier.

### Survey methodology

- In July 2022 McAfee, LLC conducted a survey to more deeply understand the experiences connected families have had with cyberbullying—as individuals and as a family. This entailed a global survey of parents and children, with children answering alongside their parents.
- Parents and their children of ages 10 to 18 were surveyed together, with parents answering first and then bringing their children in to consent and answer.
- These findings represent connected families not collections of individuals.
- The research was conducted between 15 June–5 July, 2022 by MSI-ACI via an online questionnaire to 11,687 parents and their children from 10 countries.



For the full global study, providing insights across all ten nations surveyed, download your copy of “Cyberbullying in Plain Sight” here:



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