

## Safer Internet Day 2015: Campaign Evaluation

### Aims

[Safer Internet Day](#) is a one-day campaign that aims to highlight the importance of acting responsibly online. By increasing people's understanding of internet safety, it aims to change their online behaviour. This year, BBC Learning supported Safer Internet Day through the [Be Smart Campaign](#) which focused on online pressures faced by teenagers online.

A post-campaign survey was carried out to evaluate the effectiveness of Safer Internet Day 2015 and the BBC Be Smart Campaign in terms of reach and impact. Surveys were conducted with children aged 11-16 years and with parents of children aged 11-16 years.

### Key Findings

#### Safer Internet Day reach and impact:

- 1 in 4 young people aged 11-16 said they had heard of Safer Internet Day (25%). Awareness of Safer Internet Day was highest among those aged 11-13 (27%), closely followed by teens aged 14-16 (23%) and parents (14%).
- Respondents understood that Safer Internet Day is a dedicated day for learning about internet safety. As one child aged 11-13 years explained, it's "a day where people don't bully each other online and teach little children how to be safe online."
- A third (32%) of 11-16s changed something about the way that they use the internet after hearing about Safer Internet Day (32% of 11-13s, 32% of 14-16s), as did 39% of parents.
- A third (32%) of 11-16s spoke to someone in their family about using the internet safely after hearing about Safer Internet Day (36% of 11-13s, 27% of 14-16s), as did over half (55%) of parents.

#### BBC BE Smart Campaign reach and impact:

- When asked if they had heard about the BBC Be Smart Campaign, 27% of 11-16 year olds (29% of 11-13s, 25% of 14-16s) and 21% of parents said they were aware of it.
- Once awareness is extended to include those who had seen anything from the BBC about online pressures recently, awareness increased to 40% of 11-16 year olds (43% of 11-13s, 38% of 14-16s) and 36% of parents.
- The campaign was most effective at making people think about their online behaviour. Four in five (81%) of 11-16 year olds who recalled the campaign agreed that they were now more

aware of the possible consequences of what they did or said online (81% of 11-13s, 80% of 14-16s).

- Nearly half of children in the sample had changed their online behaviour after becoming aware of the Be Smart Campaign or hearing the BBC talk about online pressures (48%).
- One in ten 11-13s had seen the CBBC interactive drama Dixi (12%), just over half of these had seen Dixi Unchained. Among children who watched Dixi, the majority agree that it made them think about how to be safe online (80%) and thought it was a fun way to talk about online safety (85%).
- Two-thirds spoke to their friends about online safety after watching Dixi (66%) and a similar proportion spoke to their family (59%). As a result of seeing the show, about half changed their passwords on social networks (48%) and two-thirds changed their privacy settings on Facebook or Twitter (64%).

## Policy Context

Safer Internet Day is celebrated worldwide and in the UK it is co-ordinated by the UK Safer Internet Centre. This is a partnership of three organisations – Childnet, the Internet Watch Foundation and the South West Grid for Learning – who are part funded by the European Commission to deliver this work. Safer Internet Day seeks to raise awareness about safe and responsible use of technology and encourage behaviour change. This is a national effort – in 2015, over 850 organisations were involved in supporting and promoting the day across the UK.

## Methodology

Populus conducted 1,506 online interviews between 17 and 24 March 2015. The sample consisted of 502 children aged 11-13 years, 502 children aged 14-16 years and 502 parents of children aged 11-16 (with quotas set on age, gender and region). Respondents were recruited via Populus' proprietary panel, PopulusLive, and partner panel providers.

## Background

The research was commissioned by the BBC, and conducted by Populus. The BBC plays a key role in promoting Safer Internet Day.

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