



Youthworks
Reg. Company No 6555609

About the **Cybersurvey** by Youthworks Consulting Ltd

This survey has been planned to find out the extent of cyberbullying and cyber abuse experienced by young people aged 10 -16 and 16+ and their use of e-safety advice. It was planned as a simple online survey to keep costs down.

The questions were developed by Adrienne Katz, director of Youthworks, who has worked on bullying prevention since 1998. She is the author of 'Bullying In Britain' with associates from the University of Oxford (2000) and 'Safe To Play' (2008). Adrienne helped develop DCSF guidance on bullying: 'Bullying involving children and young people with SEN and Disabilities' and the suite of guidance on tackling bullying in the community: 'Safe From Bullying'. (2008 and 2009). She has worked as an Anti Bullying Alliance Regional Adviser for seven years.

Questions were submitted for approval to:

A local authority e-safety champion and colleagues on a Safeguarding board
A local authority anti bullying lead and a youth participation officer
A school improvement adviser
A Community Safety officer with responsibility for bullying and anti-social behaviour
A trained young people's decision-making group and a young people's shadow safeguarding board
Four local authorities.

After several rounds of amendments, the questionnaire was piloted with 158 young people and further amended. It has deliberately been kept short and easy to do, so that several pupils can do it online in one lesson period.

In the first phase in autumn term 2009 four local authorities participated. The anonymous survey is on an encrypted site and each authority is given a code.

There is a fee per authority for using this survey in order to cover the development costs, the analysis and report writing. £2000 entitles each LA to the following:

- One local report outlining respondents' experiences online and using mobile phones, plus how they use e-safety education. This contains details of gender and age patterns, an analysis of those who are Cyberbullied and their responses compared to peers. The local data is also compared with all the data we hold. There is no limit on the number of schools or groups that can take part.
- If individual schools require their own data, this is available for a further fee of £700 per school.

Adrienne Katz Director of Youthworks Consulting has more than twelve years of experience in developing surveys on bullying. An experienced statistician manages the data. We are building a data bank on Cyber abuse. This provides powerful local information for e-safety education and training of professionals and practitioners. Talks and training on the findings are delivered to professionals, practitioners, young people and parents.