

# Rates of Cyberbullying among Women and Men in New Zealand in 2015

Cyberbullying has been a hot topic in the media for the past few years. Currently there exists a multitude of social media platforms and other varying forms of media that allow people to stay connected and share information. Alongside this there is also the potential increased possibility for cyberbullying to take place.

*34.5% of men aged 18-19 have experienced cyberbullying"*

The New Zealand Attitudes and Values Study (NZAVS) asked participants aged 18 years and over whether or not they had experienced cyberbullying. The data reported is drawn from the 2014/2015 wave of data collection, from a random sample of 15,822 New Zealanders.

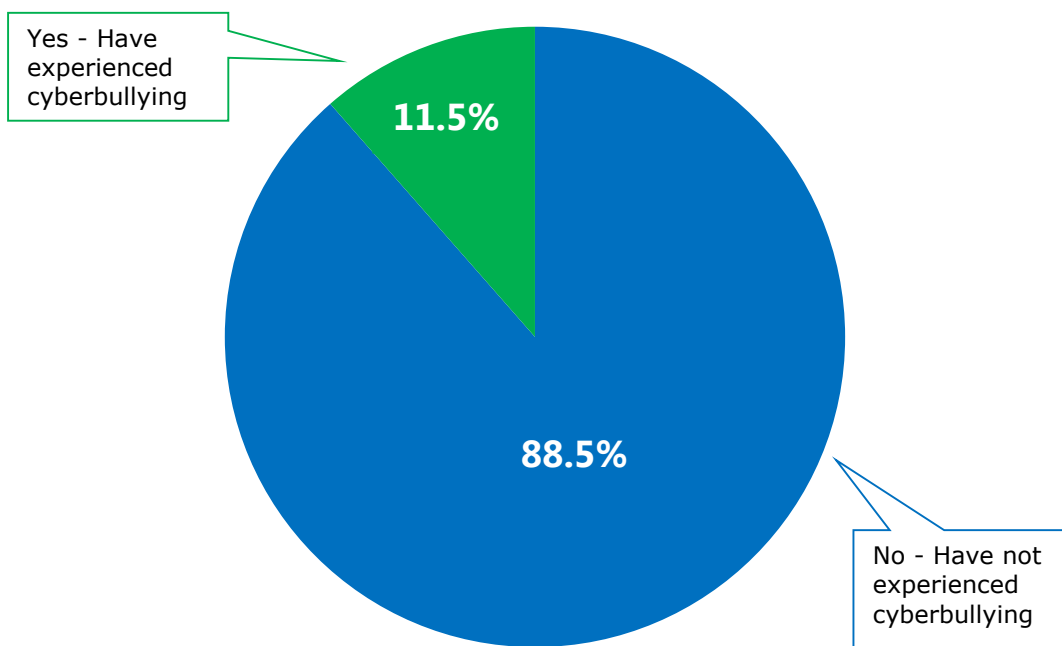


Figure 1. Participants' response to the question, 'Has someone ever used the internet, a mobile phone or a digital camera to hurt, intimidate or embarrass you?'

*"51.9% of women aged 18 to 19 have experienced cyberbullying.*

## HOW MANY PEOPLE IN NEW ZEALAND HAVE EXPERIENCED CYBERBULLYING?

The NZAVS asked people whether or not they had experienced cyberbullying with the question:

**Has someone ever used the internet, a mobile phone or a digital camera to hurt, intimidate or embarrass you?**

The percentages of people who reported having experienced cyberbullying (Yes) and who reported having not experienced cyberbullying (No) are displayed in figure 1. The results showed that of people who provided full responses to this question (n=15,237):

- 11.5% have experienced cyberbullying, and
- 88.5% have not experienced cyberbullying.

*How did rates of cyberbullying differ by age?*

The NZAVS team were able to breakdown the prevalence of cyberbullying by age.

The percentages of people who reported having experienced cyberbullying (Yes) and who reported having not experienced cyberbullying (No) are displayed in figure 2.

The results showed that of people who provided full responses to both questions:

- The highest levels of cyberbullying were reported by people aged 18-19, of which 46% reported having experienced cyberbullying;
- The second highest levels of cyberbullying were reported by people aged 20-24, of which 27% reported having experienced cyberbullying followed by people aged 25-29 of which 22% reported having experienced cyberbullying;
- Of those aged 30-59, the levels of people having reported experiencing cyberbullying ranged from 9-13%
- The lowest levels of cyberbullying were reported by people aged 70-85+ which ranged from 3-4%.

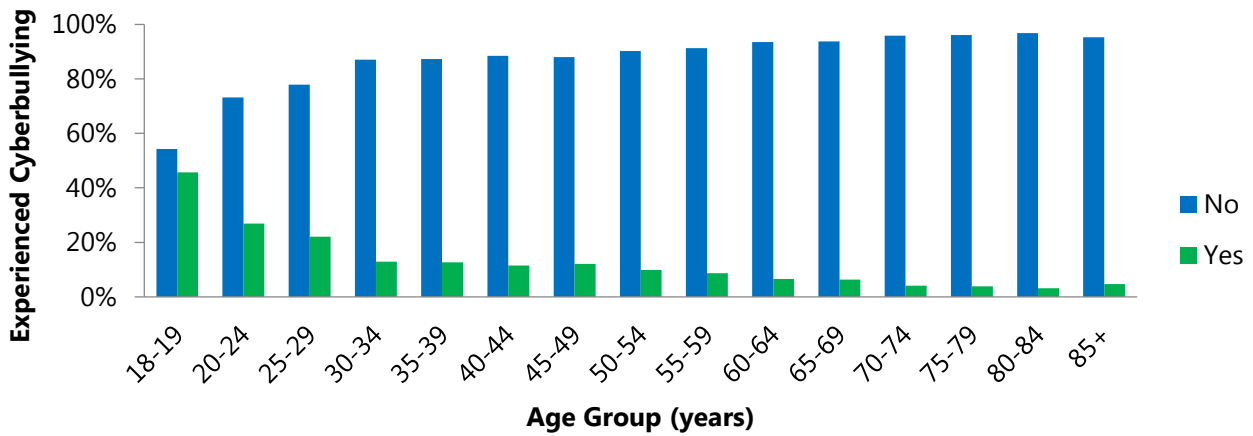


Figure 2. Participants categorised by age, in response to the question, 'Has someone ever used the internet, a mobile phone or a digital camera to hurt, intimidate or embarrass you?'

*How did rates of cyberbullying differ by gender?*

Figure 3 displays the percentages of people who have experienced cyberbullying split by age and gender.

The results showed that of people who provided full responses to all three questions (n=15,237):

- 51.9% of women aged 18-19 have experienced cyberbullying compared with men of the same age group, of which 34.5% have experienced cyberbullying.

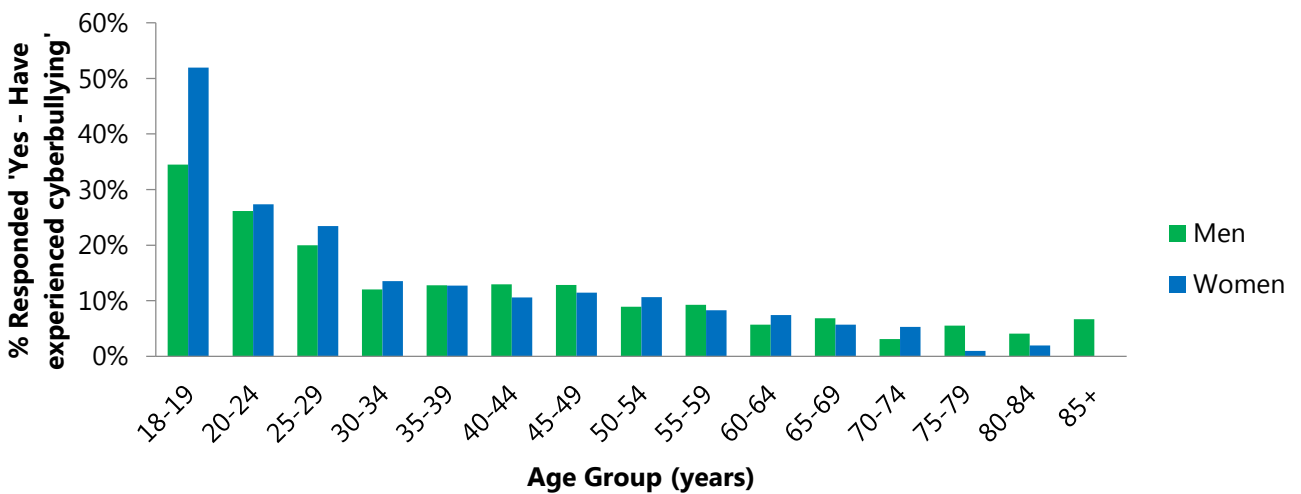


Figure 3. Participants who responded yes to 'Has someone ever used the internet, a mobile phone or a digital camera to hurt, intimidate or embarrass you?' categorised by age and gender.

## SUMMARY

- Roughly 1 in 10 adults reported having experienced cyberbullying.
- Cyberbullying was more prominent in young people, with rates of cyberbullying being roughly twice as high in adults aged 18-29 compared with adults aged 30+.
- Women aged 18-19 reported the highest levels of cyberbullying among all groups, with roughly 3 in 5 experiencing cyberbullying.

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### NZAVS Policy Brief

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