

ONLINE SAFETY RESEARCH 2023

Part 2

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NOVEMBER 2023

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INTRODUCTION

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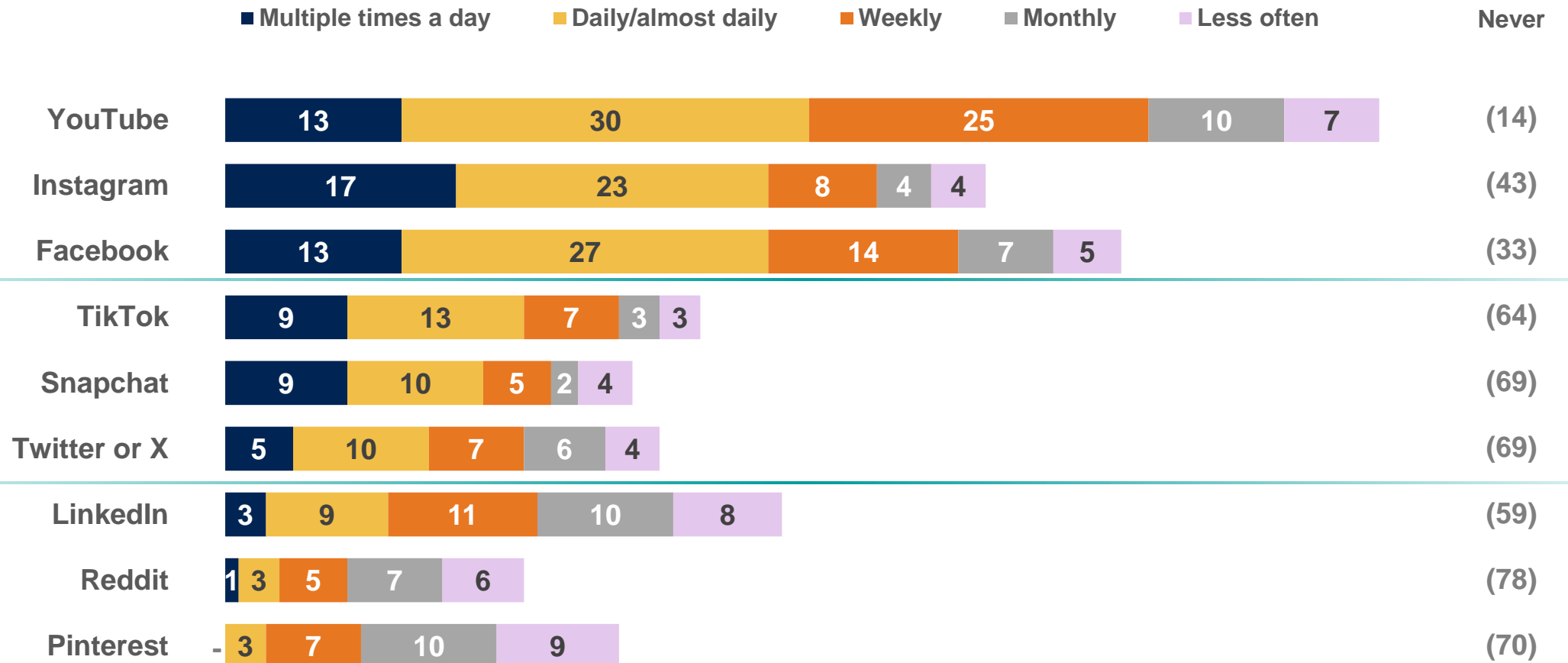
BACKGROUND AND METHODOLOGY

- Interviews were conducted via computer aided telephone interviewing (CATI) using Ipsos B&A's Omnipoll survey.
- Omnipoll is a telephone omnibus that accesses a fresh nationally representative sample of 1,000 adults aged 15+ every two weeks.
- This study was targeted to 18+ only – some additional interviews were conducted among 18+ to ensure the sample reached 1000 interviews.
- This is Part 2 of a two-part programme and addressed attitudes to issues around responsibility for user safety, actions to promote safety, possible impacts of videos on health/social/political aspects and on individuals/groups in society.
- Fieldwork for this research was conducted from the 1st to 14th November 2023.

FINDINGS

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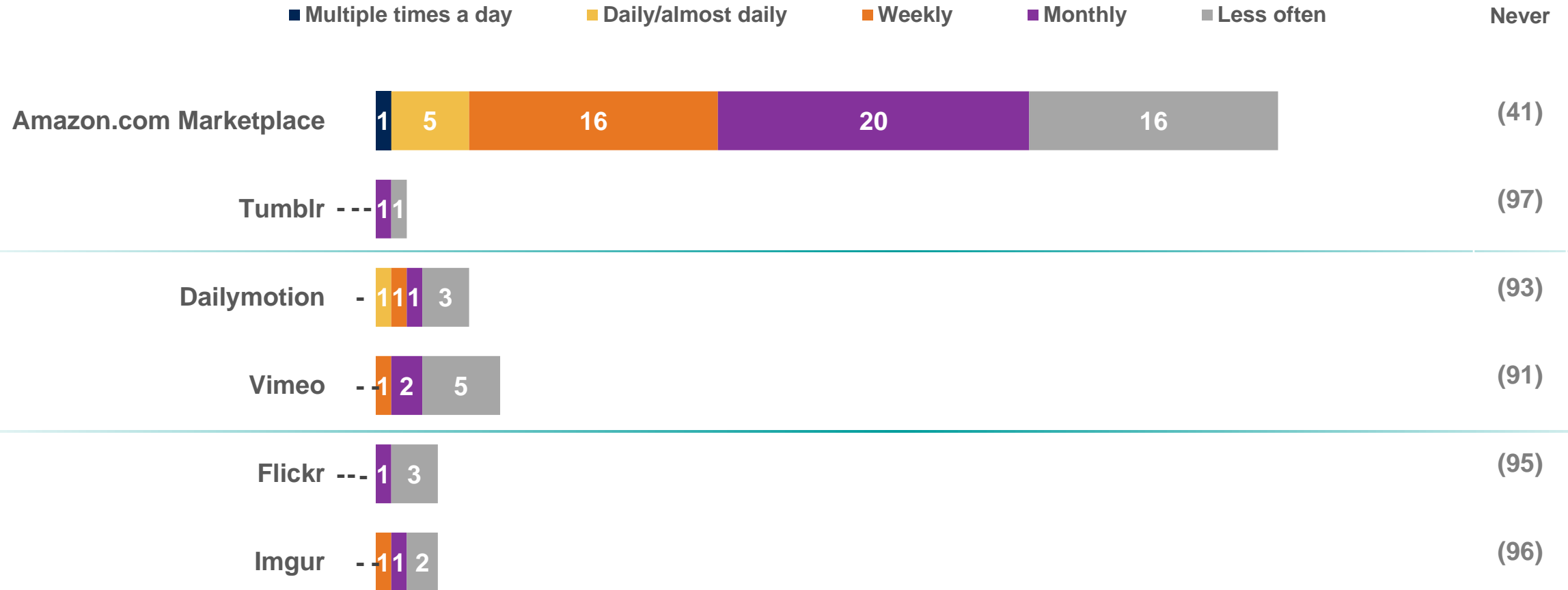
FREQUENCY OF USING WEBSITES/APPS



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

Base: All Respondents 18+: 1,012

FREQUENCY OF USING WEBSITES/APPS

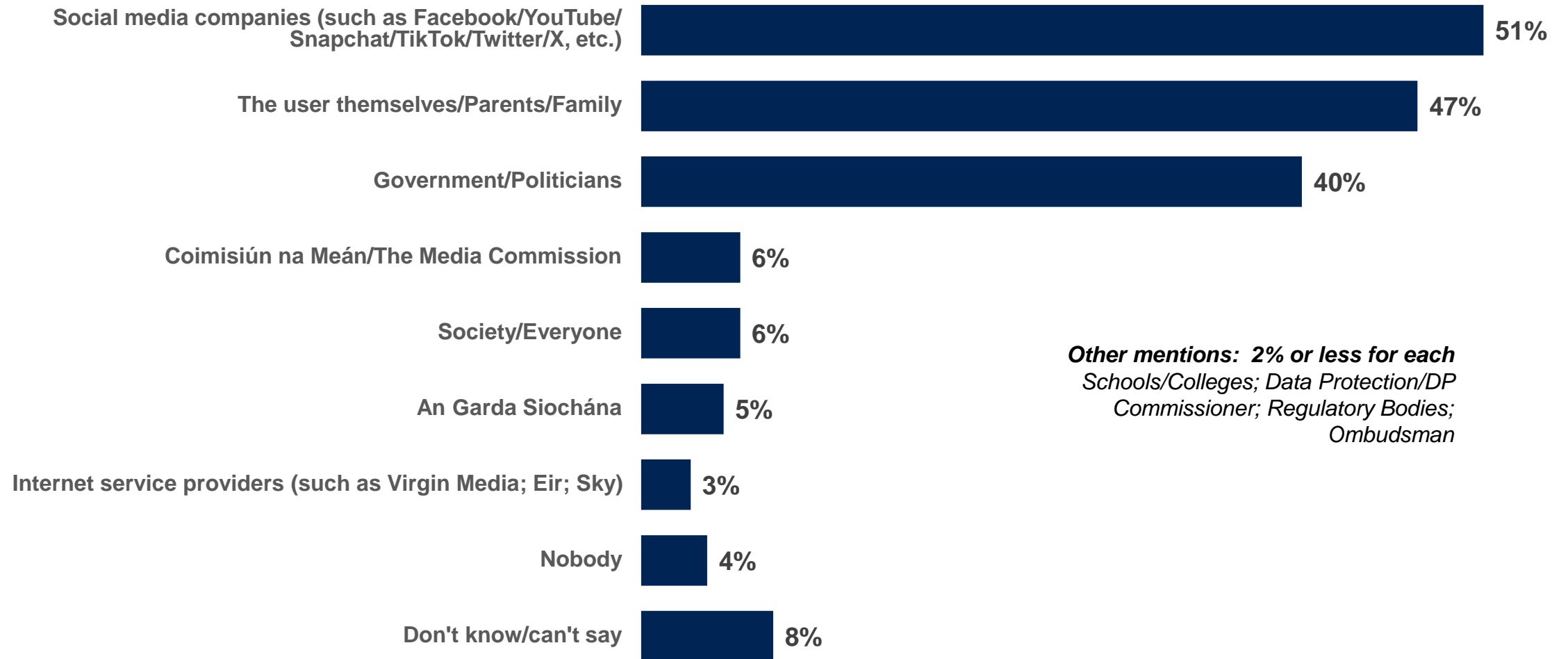


Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

Base: All Respondents 18+: 1,012

RESPONSIBILITY FOR KEEPING SOCIAL MEDIA USERS SAFE

Unprompted Response

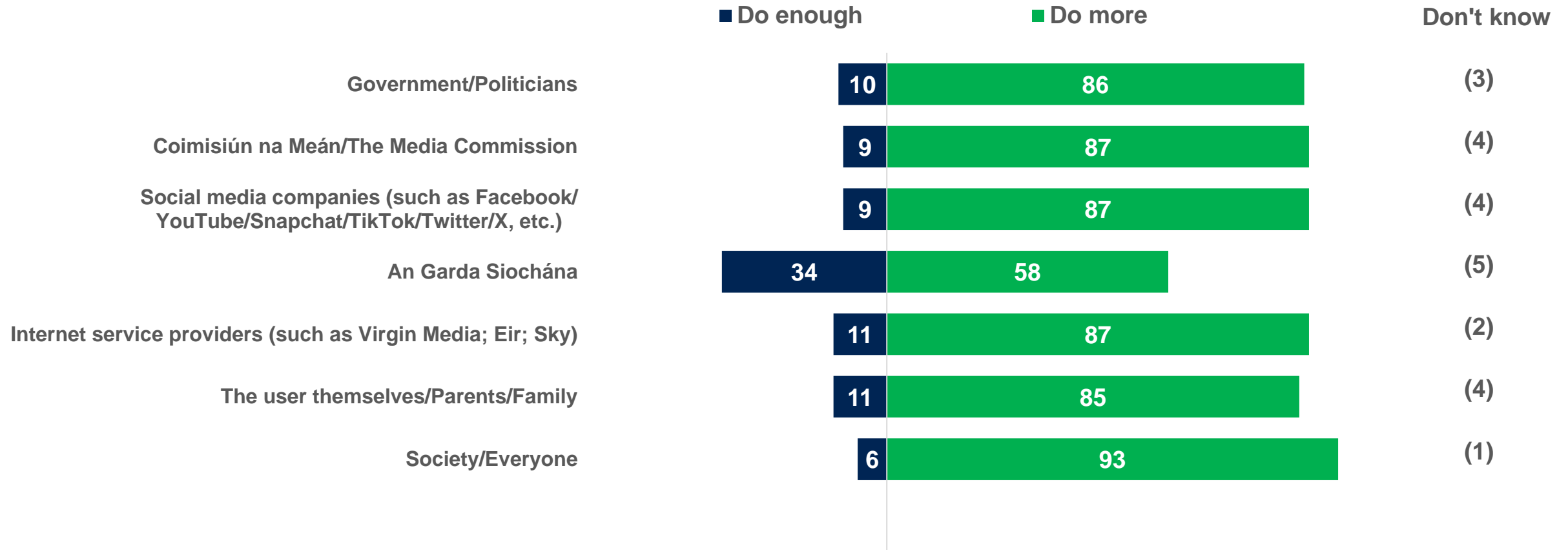


Q.2 Who do you think is responsible for keeping social media users safe? Anyone Else?

Base: All Respondents 18+: 1,012

IS ENOUGH BEING DONE TO KEEP SOCIAL MEDIA USERS SAFE?

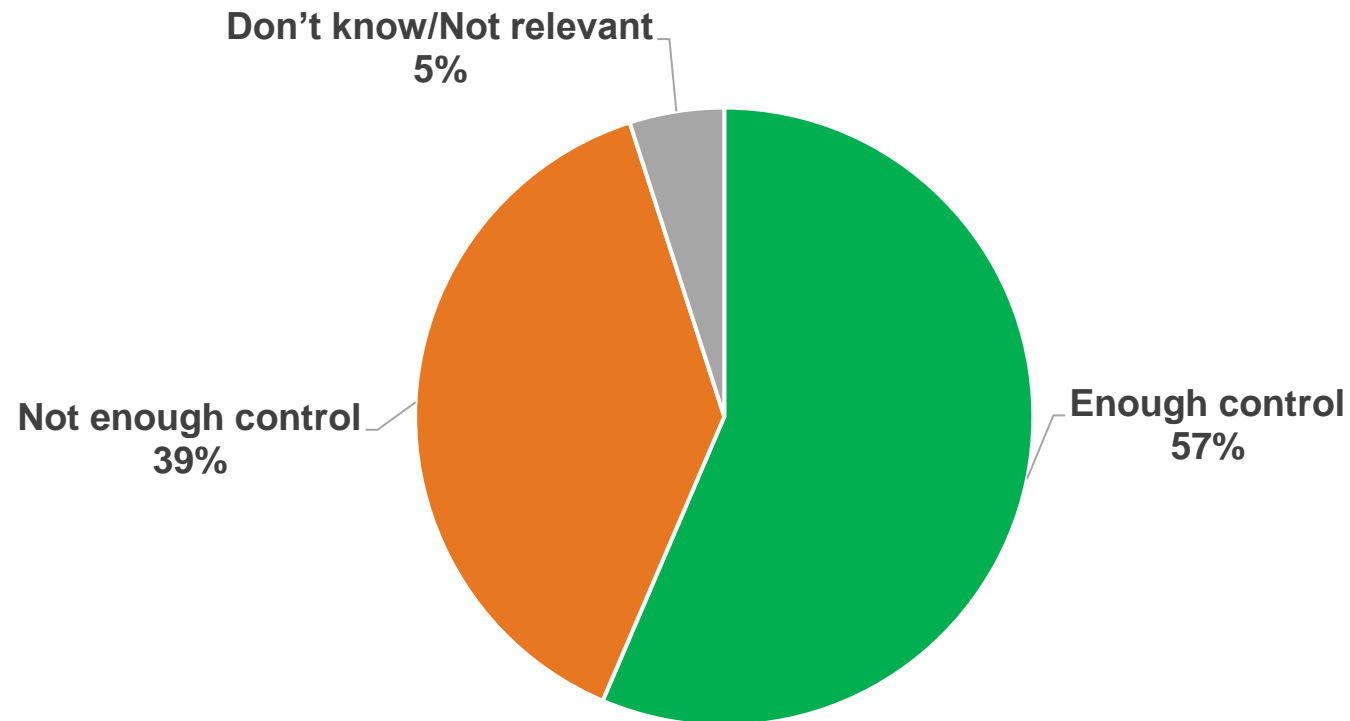
All Who Identify Each as Having Responsibility



Q.3 Do you think (.....) are doing enough already to keep social media users safe or could they do more to keep users safe?

Base: All who identify each as being responsible : Variable

PERCEPTION OF PERSONAL CONTROL OVER VIDEOS SEEN ON SOCIAL MEDIA

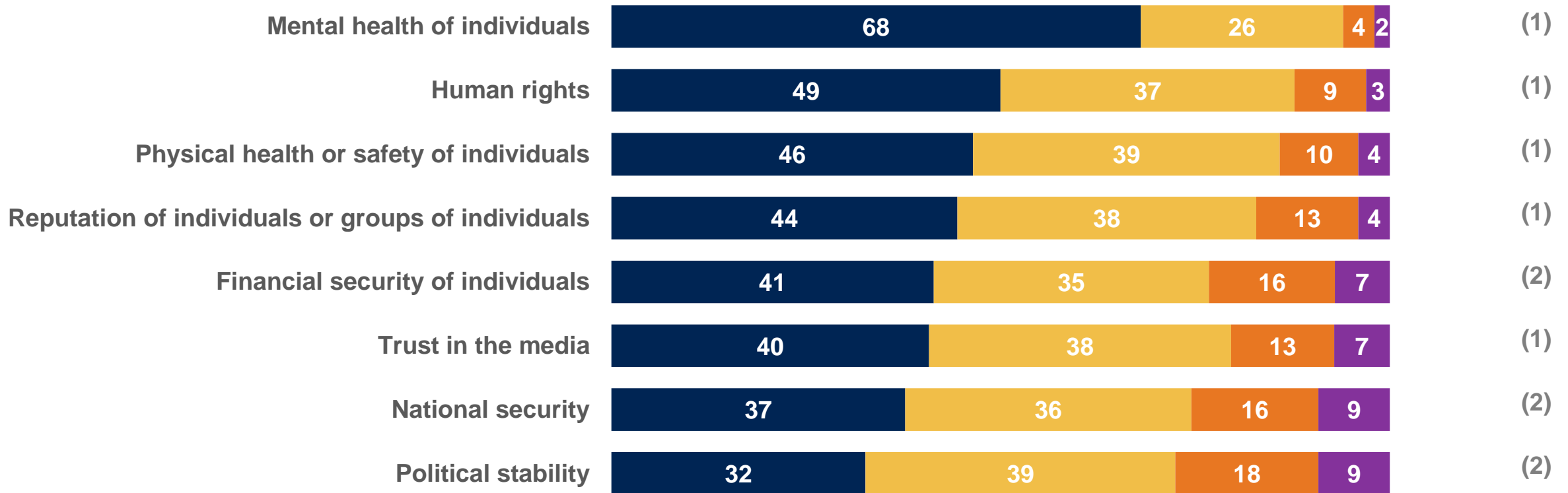


Q.4 Do you feel that you have enough control or not enough control over what videos you see on social media?

Base: All who use apps/websites: 949

CONCERN ABOUT POSSIBLE NEGATIVE IMPACTS OF VIDEOS ON SOCIAL MEDIA

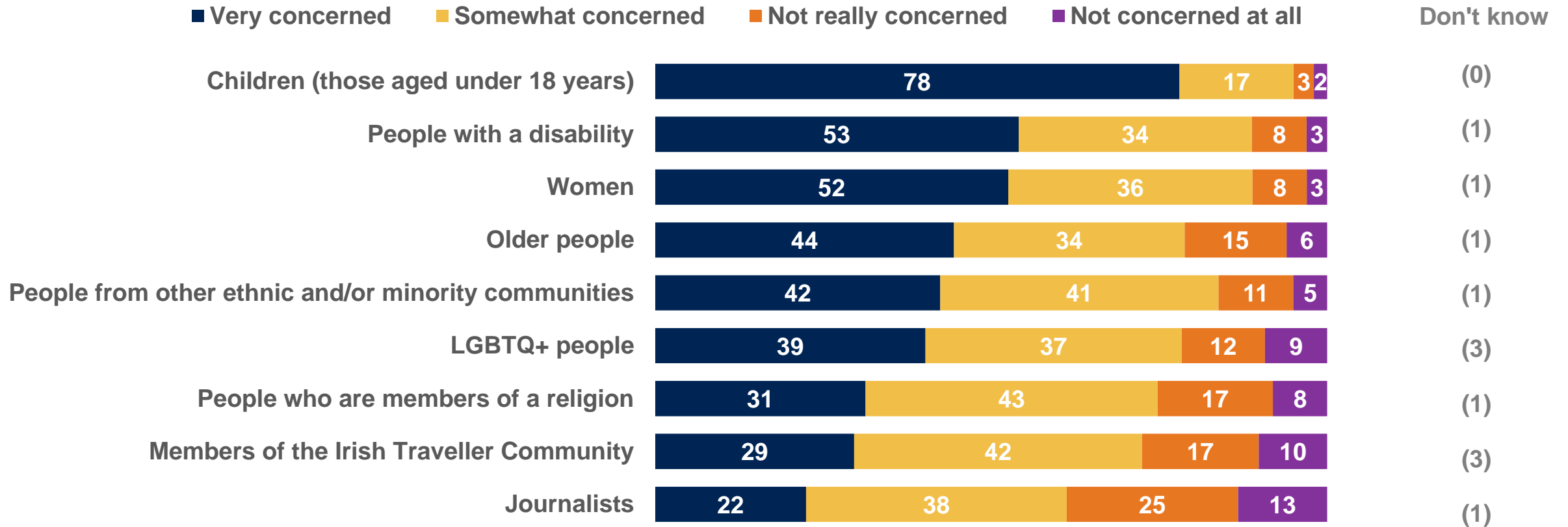
■ Very concerned
 ■ Somewhat concerned
 ■ Not really concerned
 ■ Not concerned at all
 Don't know



Q.5 Thinking about the possible negative impacts of videos on social media websites or apps, how concerned or not would you be about the following impacts? For each one I read out, would you say you are Very concerned; Somewhat concerned; Not really concerned or Not concerned at all?

Base: All Respondents 18+: 1,012

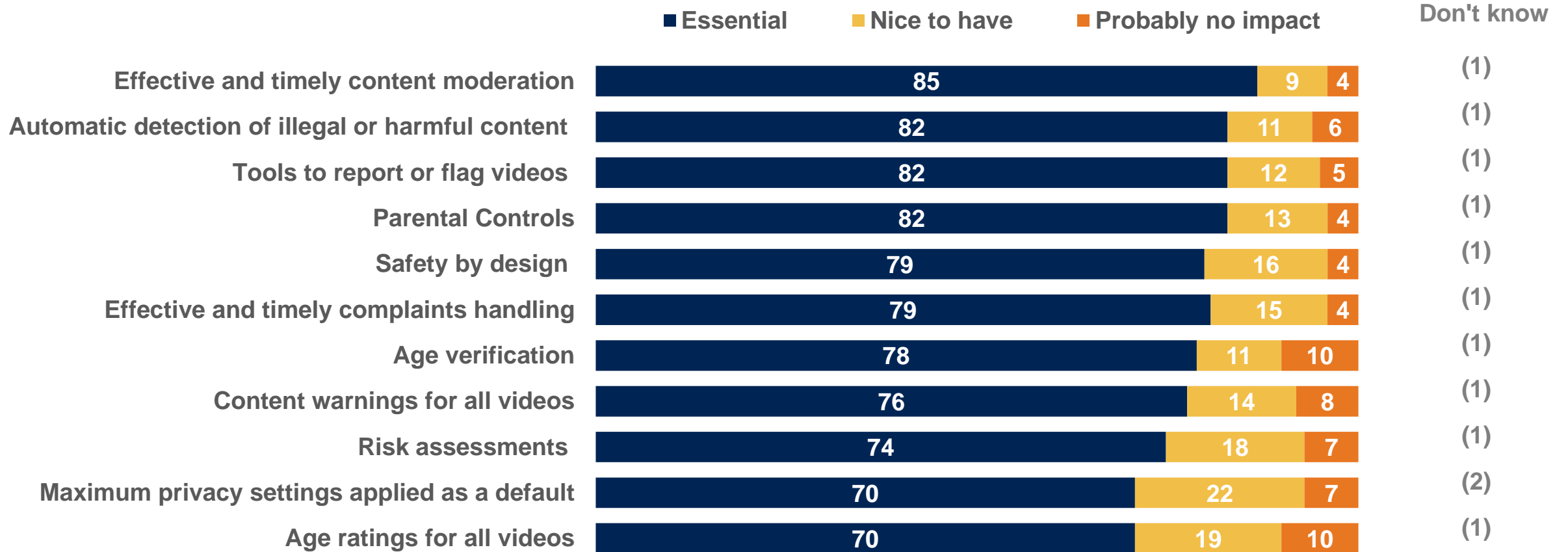
CONCERN ABOUT POTENTIAL HARM TO PARTICULAR PEOPLE OR GROUPS



Q.6 Thinking about the possible negative impacts of videos on social media websites or apps, how concerned or not would you be about potential harm caused to particular people or groups of people? For each one I read out, would you say you are Very concerned; Somewhat concerned; Not really concerned or Not concerned at all?

Base: All Respondents 18+: 1,012

ACTIONS TO KEEP USERS SAFE



Detailed text description read out to respondents

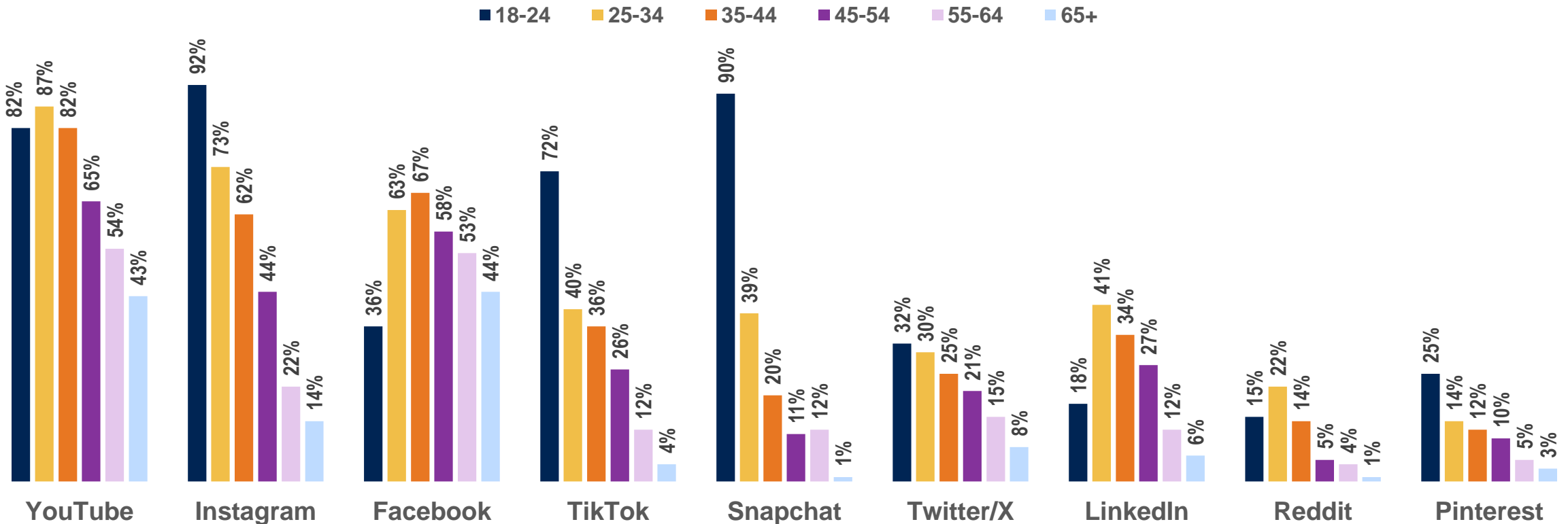
Q.7 Here is a list of actions that are already in place, or could be in place, to keep users safe when they watch videos on social media websites or apps. For each one, do you think it is essential; nice to have or probably wouldn't make much impact in terms of keeping social media users safe?

Base: All Respondents 18+: 1,012

APPENDIX

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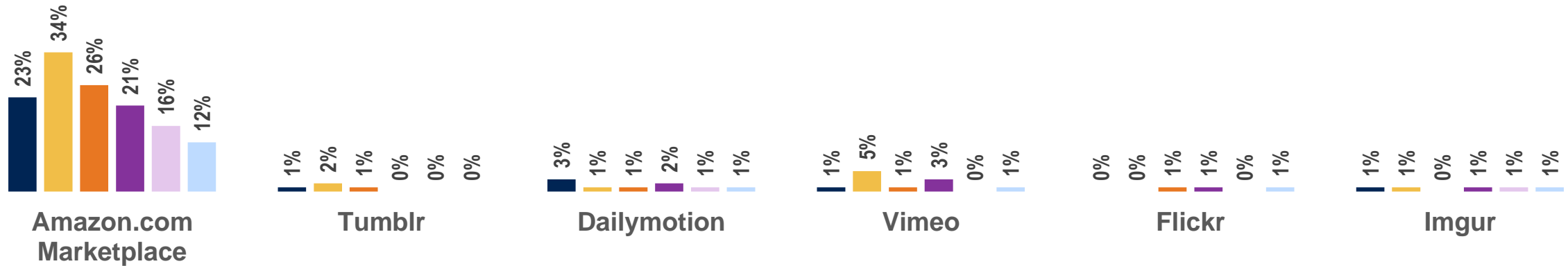
WEEKLY APP USERS X AGE



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?
 Base: All Respondents: 1,012

WEEKLY APP USERS X AGE

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



Q.1 I am going to read out a list of websites or apps. For each one, can you tell me about how often, if at all, you use it? For each, would you say it is multiple times a day, daily/almost daily, weekly, monthly, less often or never?

Base: All Respondents: 1,012

RESPONSIBILITY FOR KEEPING SOCIAL MEDIA USERS SAFE

Unprompted Response

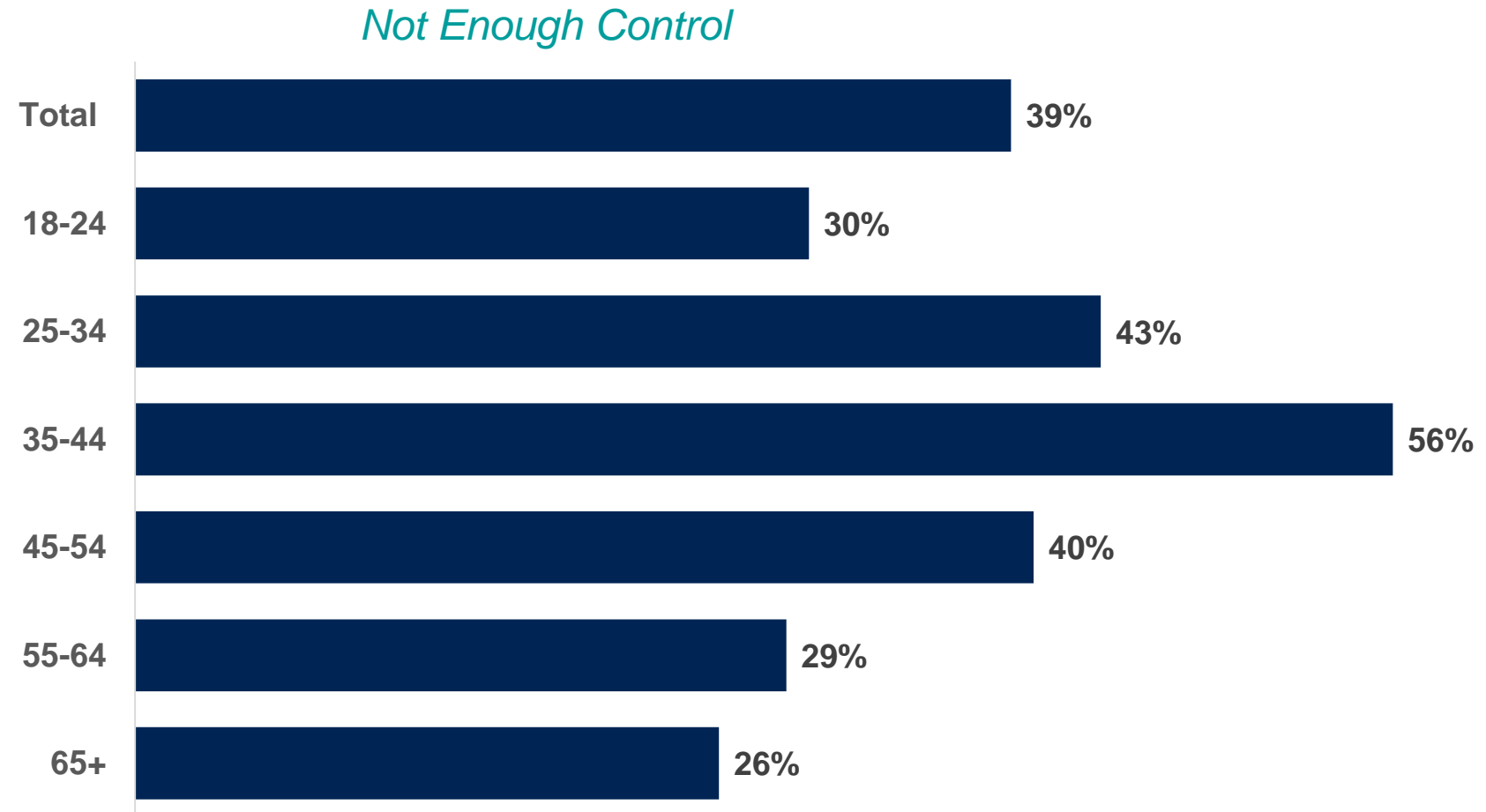
	Total	GENDER		AGE						PERSONAL CONTROL OVER VIDEOS SEEN	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Enough	Not enough
	%	%	%	%	%	%	%	%	%	%	%
Social media companies (such as Facebook/YouTube/ Snapchat/TikTok/Twitter/X etc.)	51	47	54	58	65	53	56	47	32	51	58
The user themselves/Parents/Family	47	41	52	55	57	52	48	38	33	52	44
Government/Politicians	40	42	38	26	38	40	45	38	49	39	43
Coimisiún na Meán/The Media Commission	6	7	5	2	6	6	8	6	7	6	7
Society/Everyone	6	6	7	3	4	8	9	3	7	7	7
An Garda Síochána	5	6	4	5	4	5	7	3	5	5	5
Internet service providers (such as Virgin Media, Eir, Sky)	3	4	3	2	2	2	5	4	4	3	4
Nobody	4	4	3	4	0	2	2	7	6	3	3
Don't know/can't say	8	9	8	3	3	7	7	12	16	7	5

Q.2 Who do you think is responsible for keeping social media users safe? Anyone Else?

Base: All Respondents 18+: 1,012

Other mentions 2% or less for each

PERCEPTION OF PERSONAL CONTROL OVER VIDEOS SEEN ON SOCIAL MEDIA X AGE



Q.4 Do you feel that you have enough control or not enough control over what videos you see on social media?

Base: All who use apps/websites: 949

CONCERN ABOUT POSSIBLE NEGATIVE IMPACTS OF VIDEOS ON SOCIAL MEDIA

Those who said *Very Concerned*

VERY CONCERNED ABOUT	Total	GENDER		AGE						PERSONAL CONTROL OVER VIDEOS SEEN	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Enough	Not enough
	%	%	%	%	%	%	%	%	%	%	%
Mental health of individuals	68	61	75	63	66	72	71	69	66	63	76
Human rights	49	44	54	44	45	48	47	51	57	43	57
Physical health or safety of individuals	46	43	49	35	45	43	46	52	51	41	53
Reputation of individuals or groups of individuals	44	41	46	37	36	38	43	49	56	40	49
Financial security of individuals	41	37	44	35	29	36	45	44	50	36	46
Trust in the media	40	39	41	30	41	41	42	41	42	36	47
National security	37	36	37	29	27	31	38	40	50	31	43
Political stability	32	31	32	15	31	27	35	33	42	26	38

Q.5 Thinking about the possible negative impacts of videos on social media websites or apps, how concerned or not would you be about the following impacts? For each one I read out, would you say you are Very concerned; Somewhat concerned; Not really concerned or Not concerned at all?

Base: All Respondents 18+: 1,012

CONCERN ABOUT POTENTIAL HARM TO PARTICULAR PEOPLE OR GROUPS X DEMOGRAPHICS

Those who said *Very Concerned*

VERY CONCERNED ABOUT	Total	GENDER		AGE						PERSONAL CONTROL OVER VIDEOS SEEN	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Enough	Not enough
	%	%	%	%	%	%	%	%	%	%	%
Children (those aged under 18 years)	78	72	84	66	72	82	83	81	82	76	83
People with a disability	53	47	59	43	46	49	53	58	65	48	56
Women	52	50	54	47	40	49	51	55	66	46	57
Older people	44	38	50	31	34	36	48	54	57	39	47
People from other ethnic and/or minority communities	42	37	47	48	37	40	38	45	48	36	48
LGBTQ+ people	39	33	44	38	31	33	38	47	46	34	44
People who are members of a religion	31	28	34	27	31	27	29	32	38	23	38
Members of the Irish Traveller Community	29	23	36	30	23	27	29	34	34	24	34
Journalists	22	20	24	12	18	19	25	26	29	15	28

Q.6 Thinking about the possible negative impacts of videos on social media websites or apps, how concerned or not would you be about potential harm caused to particular people or groups of people? For each one I read out, would you say you are Very concerned; Somewhat concerned; Not really concerned or Not concerned at all?

Base: All Respondents 18+: 1,012

ACTIONS TO KEEP USERS SAFE

Those who said *Essential*

ESSENTIAL TO HAVE	Total	GENDER		AGE						PERSONAL CONTROL OVER VIDEOS SEEN	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Enough	Not enough
	%	%	%	%	%	%	%	%	%	%	%
Effective and timely content moderation	85	80	91	77	78	87	92	85	87	85	87
Automatic detection of illegal or harmful content	82	77	87	70	80	84	88	84	83	81	85
Tools to report or flag videos	82	78	85	82	79	87	85	80	77	81	88
Parental Controls	82	77	88	66	76	83	86	84	90	83	82
Safety by design	79	74	84	69	77	78	80	76	87	75	85
Effective and timely complaints handling	79	73	86	60	72	76	86	83	91	77	83
Age verification	78	74	81	72	74	72	83	80	85	78	78
Content warnings for all videos	76	69	83	69	76	74	76	82	81	75	81
Risk assessments	74	70	77	60	69	71	76	79	82	69	80
Maximum privacy settings applied as a default	70	65	75	48	58	71	78	75	80	66	76
Age ratings for all videos	70	66	75	56	67	60	75	78	81	70	70

Q.7 Here is a list of actions that are already in place, or could be in place, to keep users safe when they watch videos on social media websites or apps. For each one, do you think it is essential; nice to have or probably wouldn't make much impact in terms of keeping social media users safe?

Base: All Respondents 18+: 1,012

THANK YOU