



Evaluation of the Block Bullying Online Campaign 2009

DG Information Society and Media

Final Report

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Table of Contents

ACKNOWLEDGEMENTS.....	2
GLOSSARY OF TERMS	4
EXECUTIVE SUMMARY	5
BACKGROUND.....	12
1.1 CONTEXTUAL BACKGROUND.....	12
1.2 AIMS OF THE EVALUATION	13
1.3 STRUCTURE OF THE REPORT	14
METHODOLOGY.....	16
2.1 METHODOLOGICAL OVERVIEW	16
2.2 EVALUATION RESEARCH METHODS	16
2.3 LIMITATIONS OF THE EVALUATION METHODOLOGY	21
THE BLOCK BULLYING ONLINE CAMPAIGN	23
3.1 OVERVIEW	23
3.2 THE OBJECTIVES OF THE BLOCK BULLYING ONLINE CAMPAIGN.....	23
3.3 DESCRIPTION OF INPUTS AND ACTIVITIES.....	24
3.4 DISSEMINATION ACTIVITIES IN DETAIL.....	25
3.5 CAMPAIGN OUTPUTS	30
DISTRIBUTION OF CAMPAIGN MATERIAL AND THE EFFECT ON TARGET GROUP AWARENESS....	35
4.1 OVERVIEW	35
4.2 FAMILIARITY WITH THE BLOCK BULLYING ONLINE CAMPAIGN.....	35
4.3 CHANGES IN CYBER BULLYING AWARENESS	41
EFFECTIVENESS OF CAMPAIGN MATERIAL	44
5.1 OVERVIEW	44
5.2 CONTENT AND FORMAT.....	44
5.3 IDENTIFICATION OF CAMPAIGN’S MESSAGE	45
5.4 UNDERSTANDING AND AGREEMENT WITH THE CAMPAIGN’S MESSAGE.....	47
5.5 UNDERSTANDING CYBER BULLYING.....	49
5.6 APPROPRIATENESS OF TARGETING	50
RESULTANT IMPACT ON TARGET GROUP’S ATTITUDES	52
6.1 OVERVIEW	52
6.2 SHARING THE VIDEO CLIP AND MESSAGE WITH OTHERS	52
6.3 REPORTING A CYBER BULLYING INCIDENT	53
6.4 ATTITUDES TOWARDS CHANGING ONLINE BEHAVIOUR	55
MAIN FINDINGS AND LESSONS FOR THE FUTURE	57
7.1 OVERVIEW	57
7.2 CONCLUSIONS AND LESSONS FOR THE FUTURE.....	57

GLOSSARY OF TERMS

DG INFSO	DG Information Society and Media
EC	European Commission
EU	European Union
ICT	Information, Communication Technology
INSAFE	European network of Internet Safety Awareness Centres
LDV	LDV United / BTS United
N/A	No information available
NR	No response / No answer
SID	Safer Internet Day
TEP	The Evaluation Partnership Ltd
TV	Television
UK	United Kingdom

EXECUTIVE SUMMARY

In January 2009 DG Information Society and Media (DG INFSO) commissioned The Evaluation Partnership Ltd (TEP) to undertake an evaluation of the **Block Bullying Online Campaign** (“the intervention”) which ran between February and June 2009. This executive summary provides details of the findings and lessons learnt from the Campaign over this period.

Background

In **February 2009 the European Commission, together with the INSAFE network, launched a pan-European communication Campaign** on Safer Internet and in particular cyber bullying which was developed by the Safer Internet Programme¹. The name given to the Campaign was “Internet is fun. Keep it fun, keep control! Block Bullying Online!” Its main objective was to raise awareness on the potential risks young people face when they are online and on the tools they can use to handle these risky situations. The focus was placed on cyber bullying, as research shows it is one of the main problems young people are confronted with on the Internet².

The **target group of this Campaign were children and young people aged between 12 and 17 years old**. The Campaign was launched on February 10th, 2009 on the Safer Internet Day (SID), an annual global event which promotes safer and more responsible use of online technology and mobile phones, especially amongst children and young people across the world.

The main tools developed for the Campaign included: a central event organised in Luxembourg in the presence of Commissioner Reding who gave a presentation of the Campaign, a 30 seconds TV video clip, a 1 minute Internet video clip, a banner for Internet dissemination, a “Making of” video and a common website for the INSAFE Awareness Centres³ (www.keepcontrol.eu). As there was no budget for the dissemination of the Campaign’s materials, assistance was sought from the national Awareness Centres of the INSAFE network in this regard.

Evaluation aims and objectives

This evaluation is primarily focused on the TV and Internet clips and their effectiveness and impact. In determining the relative success of these materials it is first important to highlight the **Campaign’s overarching objectives and the indicators** which will provide an opportunity to make an assessment of the extent to which the Campaign has been successful. These have been recorded as:

¹ The Safer Internet Programme has been running since 1999 with the objective of promoting a Safer Internet environment. The 2009 – 2013 Programme is focused on fighting not only illegal content but also harmful conducts such as grooming and bullying (http://ec.europa.eu/information_society/activities/sip/policy/programme/index_en.htm).

² 2008 European Commission Public Consultation on Age Verification, Cross Media Rating and Social Networking (http://ec.europa.eu/information_society/activities/sip/docs/pub_consult_age_rating_sns/summaryreport.pdf).

³ The national Awareness Centres are part of the INSAFE network funded by the Safer Internet Programme. They perform awareness raising activities on Internet safety and, in many cases, are associated with help-lines. They exist in 25 EU Member States (all except Estonia and Malta) and in Norway and Iceland.

Objective	Possible indicators
<p>To distribute the Safer Internet message as widely as possible to the target group leading to an increased awareness of the 'Block Bullying Online' message amongst the target group.</p>	<ol style="list-style-type: none"> 1. The target group demonstrates awareness of the Campaign's material (online and TV video) 2. The target group respondents cite that they are now more aware of the issue of cyber bullying⁴
<p>To effectively communicate the 'Block Bullying Online' message using an appropriate format and content to the target group which leads to an increase in the target groups' understanding and agreement with the message.</p>	<ol style="list-style-type: none"> 3. The target group relates well to the content and format of the communications materials 4. The target group can identify what messages the Campaign was trying to communicate 5. The target group understands and agrees with the Campaign's messages 6. The target group has a better understanding of the issue of cyber bullying⁵ 7. The target group believes that the Campaign is targeted at people like them and believes that a TV / Internet clip is a good way to target them
<p>To have an impact on the attitudes of the target group in relation to cyber bullying i.e. make them more likely to report any such incident and to know how to do this, furthermore for them to be discouraged from being a perpetrator of cyber bullying.</p>	<ol style="list-style-type: none"> 8. The target group has passed the Campaign's material onto their friends and family 9. The target group is more likely to report any incidents of cyber bullying 10. The target group is discouraged from being a perpetrator of cyber bullying

Methodological approach

The evaluation research methodology involved the following:

- Desk based review of key documentation⁶
- Familiarisation interviews with key stakeholders

⁴ The target group's awareness of the issue of cyber bullying includes not only their awareness on what cyber bullying is but also what they can do about it (i.e. reporting it to a social networking site, contacting one of the INSAFE Awareness Centres or help-lines, etc.)

⁵ The target group's level of understanding of the issue of cyber bullying includes not only their understanding on what cyber bullying is but also what they can do about it.

⁶ The tender specifications for the development of the Campaign's communication materials; the English version of the Campaign's video clip; 'The Making of' video; the INSAFE Awareness Centres dissemination plans and timescales collected via DG INFSO; and keepcontrol.eu website's content.

- Six focus groups across three countries (Finland, Ireland and Slovenia)
- Omnibus panel surveys with the target group aged 16 and 17 in three countries (France, Germany and Spain)
- Online surveys with the target group aged 12 to 17 in five languages (English, French, German, Italian and Polish)
- Media monitoring template to record information on the reach of dissemination activities (filled in by all participating INSAFE Awareness Centres)

The combination of participatory and static data collection and analysis techniques ensured that, as far as possible, conclusions could be based on evidence gleaned from more than one source (triangulation). The omnibus panel survey provided the most robust assessment of the target group’s increased awareness on the cyber bullying issue as a result of the Campaign due to the fact that respondents constituted a non-self selected group coming from a larger panel of market research participants who fit the profile of the target group. Moreover, the online survey allowed for the compilation of information from a larger part of the target group, especially from a geographical point of view given that the questionnaire was developed in five languages. On the other hand, the focus groups allowed for the compilation of more in-depth information aimed at exploring why young people hold certain views.

In addition to this, the evaluation country focus ensured that, where possible, a high number of participating countries were involved in some areas of the evaluation research (i.e. including five languages for the online survey that allowed children from at least nine countries to participate). Also the duplication of some countries across the research tools such as Ireland (where focus groups and online surveys were conducted) and France and Germany (where omnibus and online surveys were conducted) allowed for a cross-check of the findings.

Dissemination activities in detail

Using the information reported by the INSAFE Awareness Centres on the type of dissemination methods and tools used to promote the Campaign’s video clip amongst the target group, the evaluation team elaborated the following table which summarises the methods used by each Centre (marked with a tick “✓”):

Table 1 Dissemination methods used by the INSAFE Centres between February and June 2009

Country	Material presentation ⁷	TV	Internet	Viral email campaign	Print	Radio
Austria	✓	✓	✓	✓	✓	
Belgium		✓	✓	✓	✓	
Bulgaria		✓	✓		✓	
Cyprus		✓	✓	✓		
Czech Rep.	✓	✓	✓	✓	✓	✓
Denmark		✓	✓	✓		

⁷ Material presentations were general presentations of the Campaign’s materials, in particular the video clip and online banner, at Safer Internet Day events (i.e. at a press conference or a special event organised with this specific aim) organised by the INSAFE Awareness Centres. Examples of these activities can be found in Annex A of this report.

Country	Material presentation ⁷	TV	Internet	Viral email campaign	Print	Radio
Finland	✓	✓	✓	✓		
France		✓	✓	✓		
Germany*		✓	✓			
Greece*		✓	✓			✓
Iceland		✓	✓	✓	✓	
Ireland		✓	✓		✓	
Italy*		✓	✓	✓		
Latvia*	✓	✓	✓	✓	✓	✓
Lithuania*	✓	✓	✓			✓
Luxembourg*	✓	✓	✓			
Netherlands		✓	✓			
Norway			✓		✓	
Poland*	✓	✓	✓	✓		
Romania		✓	✓		✓	✓
Slovakia*	✓	✓	✓			
Slovenia*	✓	✓	✓		✓	✓
Spain*		✓	✓	✓	✓	✓
Sweden*	✓		✓	✓	✓	
UK	✓		✓	✓		

As the table above showed, **except for the Awareness Centres in Norway, Sweden and the UK, all Centres obtained either free air time or considerable discounts to broadcast the video clip on TV.** Moreover, all Centres disseminated the video clip and / or online banner on the Internet. More than half of them also implemented viral email campaigns. The organisation of specific events aimed at presenting the Campaign's materials was carried out by circa 44% of the Awareness Centres. Finally, print and radio coverage of the Campaign was reported by 48% and more than one quarter (28%) of the Centres (respectively).

According to the information reported by the Awareness Centres through the Media Monitoring Template, the evaluation team calculated that there were **202 TV channels** and **238 websites and social networking sites** involved in the dissemination Campaign in all countries. This resulted in a total of **16,540 TV broadcasts** and **1,398,626 Internet viewings** of the video clip in all countries⁸.

⁸ Please note that the figures reported are estimates. They were calculated by adding together the numbers provided by the Awareness Centres.

Finally, nine Awareness Centres reported information on the broadcasting value equivalent of the free air time or discounts negotiated with TV channels and / or Internet promotion of the clip. The **broadcasting value equivalent** of the time negotiated in these nine countries was **2,350,300 Euros**. In the Internet, the value equivalent of publishing and / or promoting the video clip in two of these countries was **49,500 Euros**.

Judgement of evaluation evidence against the Campaign's objectives and indicators

In drawing together a coherent understanding of how the Campaign has performed it is important to fully review its achievements in light of its initial objectives.

Objective 1: To distribute the Safer Internet message as widely as possible to the target group leading to an **increased awareness** of the 'Block Bullying Online' message amongst the target group.

Overall, it is considered that **the dissemination success of the Campaign was good, with variable levels of Campaign awareness across the different countries** ranging from 18% in Spain and 22% in Germany to 33% in France (according to the omnibus panel survey). According to the online survey, this was 24% in Germany, 42% in the UK, 50% in Poland, and 84% in Italy. **TV slots and Internet based promotion were the most successful** in creating an awareness around the Campaign and this varied by country as to what the most appropriate method was (i.e. online promotion worked very well in Spain and Italy whereas TV slots worked better in France and Poland).

As regards the Campaign leading to an increased awareness of cyber bullying, the study revealed that **the target group had some awareness of the issue of cyber bullying** and recognised it as a danger before watching the clip. The majority of respondents to the online surveys (ranging from 81% in the English version to 58% in the Italian) claimed they had heard or read about cyber bullying either "to a great extent" or to "some extent" before watching the spot. Therefore, we would conclude that the lack of awareness of cyber bullying was not so much of an issue at the outset. However, it is important to note that having heard or read about cyber bullying does not necessarily mean they know what to do about it. Research and evidence from the focus groups carried out in this study suggests that children and young people have some awareness of the possibilities, risks and precautions to take with regard to cyber bullying, but they do not always take appropriate measures because they feel in control and able to handle the situation themselves (i.e. by simply avoiding online contact with bullies as far as possible).

When analysing the effect of the video clip on the **level of awareness of facilities** that exist to deal with cyber bullying incidents, **results of the surveys (omnibus and online) showed that the effect was higher amongst Italian, Polish, Spanish, French and German** respondents than for the **English**. Only 22% of English respondents to the online survey claimed that they were not aware of facilities to report cyber bullying before watching the video clip. This compared to 37% of respondents in Germany, 41% in Poland and 51% in Italy. Amongst the French and Spanish omnibus survey respondents the levels of awareness were even higher at 57% and 48% respectively⁹.

Objective 2: To effectively communicate the 'Block Bullying Online' message using an appropriate format and content to the target group which leads to an **increase in the target groups' understanding and agreement** with the message.

Overall, in all countries - except for Germany- **the surveyed target group understood that the message of the clip was that they could report a cyber bullying incident in some way**, either they could tell someone else about it, they could report the incident to the social networking site or they could contact an INSAFE organisation that might be able to tell them how to deal with it. In the German case, the message the target group got from the clip had more to do with their attitude towards bullying people online (It's more

⁹ Please also refer to Indicator 6 for the effect of the clip on the target group's understanding of cyber bullying.

fun when you don't hurt or embarrass people online) than with the possibility of doing something about it when they are victims of it. This is obviously still a very worthwhile outcome.

In relation with the above, even though at the outset many respondents believed that they had an understanding of cyber bullying, **high percentages considered that the clip provided them with a better understanding** and particular reference was made to the increased understanding of the ability to report incidents of cyber bullying. The level of agreement was higher in the Polish case, with just under four-fifths agreeing (77%). In the Spanish case, this opinion represented 60% of respondents. Amongst respondents from the Italian and English versions it was more than half (53% and 54% respectively). The German respondents were the most sceptical about the effects of the video clip due to their previous level of awareness and understanding on the issue and on the ways to fight it¹⁰.

In addition to this, in the online and omnibus panel surveys, eight out of ten Italian, English, Polish, Spanish and French respondents either “strongly agreed” or “agreed” that **the video clip’s message was clear and easy to understand**. There surveys also revealed a high degree of agreement with the message ranging from circa 90% of respondents to the Spanish and French omnibus, and the English online survey that either “strongly agreed” or “agreed” to circa 80% in the Italian and Polish online survey and German omnibus. On the other hand, in some cases, the message was perceived as incomplete. Mainly in the focus groups, **there was a demand for knowing more about what happens next after reporting a cyber bullying incident**.

Objective 3: To have an **impact on the attitudes of the target group** in relation to cyber bullying i.e. make them more likely to report any such incident and to know how to do this, furthermore for them to be discouraged from being a perpetrator of cyber bullying.

Overall, it is considered that even though the target group considered it important and useful to share the video clip with people their age, **they are not very likely to spread the video clip and message themselves**. However, it is considered that **the majority of the target group is now more likely to report any cyber bullying incidents than they were before watching the clip**.

All online survey respondents had a **more positive attitude towards changing their behaviour online or reporting abuses** than telling others about the video clip. In average, while circa 80% said they either “strongly agreed” or “agreed” they would try not to embarrass people in any way when they are online and 70% agreed to the same extent towards starting to report cyber bullying incidents, just half of respondents “strongly agreed” or “agreed” they would tell others about the video clip (53%). According to the focus groups results, the content and format of the video clip are key to change this last behaviour. In order to circulate the clip, it has to be entertaining apart from offering children new information.

So in general, **the attitude towards reporting abuses is positive; however the extent to which they would do so and the ways in which they would do it varied across countries**. Thus, reporting a cyber bullying incident does not necessarily mean reporting it to a social networking site (just as it happened in the video clip). In effect, the English respondents are more inclined to “tell someone” or contacting the organisations mentioned in the clip. The Italian and Polish would agree on this last point too. The Spanish would encourage others to take measures but would not be very inclined to take action themselves, probably because they do not see themselves as victims. Finally, the German respondents would be more worried about not being bullies than victims.

¹⁰ Circa 30% of the German online survey respondents “neither agreed nor disagreed” with the idea that after watching the clip they had a better understanding of cyber bullying (28%), followed by a 19% that “disagreed” and an 18% that “strongly disagreed” (18%). This is in line with the fact that the majority of the German speaking respondents (69%) also claimed they had heard or read about cyber bullying before watching the video clip either “to a great extent” or “to some extent”. Moreover, almost half of them (48%) claimed they were aware they could report cyber bullying, even before watching the clip.

Finally, it is considered that **there is a very positive attitude towards not being a perpetrator of cyber bullying**. When asked about the actions the target group was going to take after watching the video clip, “trying not to hurt or embarrass people in any way when they are online” showed the highest levels of agreement in all countries, ranging from more than 90% amongst French and Spanish omnibus respondents and English online ones to 77% amongst Germans (online survey).

BACKGROUND

In January 2009 DG Information Society and Media (DG INFSO) commissioned The Evaluation Partnership Ltd (TEP) to undertake an evaluation of the Block Bullying Online Campaign (“the intervention”) which ran between February and June 2009. This report is the main output from this evaluation and as such details the findings and lessons learnt from the Campaign over this period.

This background section to the evaluation provides an overview of the contextual background to the intervention, an overview to how the Campaign was delivered and what the main evaluation questions to be answered were.

1.1 Contextual background

The **i2010 initiative**, launched in 2005, is the EU strategy that brings together the various initiatives in Europe that harness the benefits of Information and Communication Technologies (ICT) for social and economic life. The i2010 strategy, essentially the strategy for the ubiquitous application of ICT, is a fundamental pillar of the Lisbon Strategy to deliver a competitive and knowledge driven economy that provides growth and jobs for all. Member States have pledged their support to the i2010 strategy.

A range of obstacles have been identified as slowing down the rollout of an Information Society. **DG Information Society & Media** runs a range of programmes to overcome these obstacles, tackling issues as diverse as helping Europe's 'content industries' make the transition to the digital society to making the Internet safer for children.

The **Safer Internet Programme**, run by the European Commission since 1999, aims at empowering and protecting children and young people online by awareness raising initiatives and by fighting illegal content. The latest Safer Internet Programme (2009-2013) builds on the success of the previous initiatives and focuses on fighting not only illegal content but also harmful online conduct such as grooming and bullying.

The Programme funds the **INSAFE network** of Safer Internet Awareness Centres present in 27 European countries. The Centres develop information / awareness raising material on Internet Safety and organise information sessions for children, parents and teachers. They also give advice on how to stay safe online.

More and more children and young people are using the Internet and other communication technologies as part of their daily life and have both use and pleasure from using them. However, on this arena young people are subject to certain risks and it therefore becomes increasingly important to make sure that they use the technologies in a safe way. Surveys and focus groups into the use and perceptions of risks and youth's ways of dealing with these risks¹¹ show that **children and young people are aware of the possibilities, risks and precautions to take but they do not always take the most appropriate measures** for two main reasons: they feel in control and able to handle the situation or they do not fully evaluate the potential consequences their actions might have.

¹¹ Eurobarometer 2007: Safer Internet for Children – a children's perspectives (http://ec.europa.eu/information_society/activities/sip/surveys/qualitative/index_en.htm)

In raising awareness it is therefore important to target children / youth directly. Therefore, in **February 2009 the European Commission, together with the INSAFE network, launched a pan-European communication Campaign** on Safer Internet and in particular cyber bullying developed by the Safer Internet Programme.

The name given to the Campaign was “**Internet is fun. Keep it fun, keep control! Block Bullying Online!**” Its main objective was to raise awareness on the potential risks young people face when they are online and on the tools they can use to handle these risky situations. The focus was placed on *cyber bullying*, which research shows it is one of the main problems young people are confronted with on the Internet¹².

“Cyber bullying is any kind of harassment (verbal, psychological or physical) carried out by an individual or group against others using the Internet, mobile phone or other technological device. It can take many forms: mockery, insults, threats, rumours, gossip, “happy slapping”, disagreeable comments or slander”.

www.keepcontrol.eu

The **target group of this Campaign were children and young people aged between 12 and 17 years old**. The Campaign was launched on February 10th, 2009 on the Safer Internet Day (SID), an annual global event which promotes safer and more responsible use of online technology and mobile phones, especially amongst children and young people across the world.

The main tools developed for the Campaign included:

- A central event organised in Luxembourg in the presence of Commissioner Reding who gave a presentation of the Campaign
- A 30 seconds TV video clip
- A 1 minute Internet video clip
- A banner for Internet dissemination
- “Making of” video of the 30 seconds TV video clip
- A common website for the INSAFE Awareness Centres: www.keepcontrol.eu

As there was no budget for the dissemination of the Campaign’s materials, assistance was sought from the national Awareness Centres of the INSAFE network in this regard. The evaluation is primarily focused on the TV and Internet clips and their effectiveness and impact.

1.2 Aims of the evaluation

Based on guidelines from DG INFSO, this evaluation focused on understanding the extent to which the Campaign met its overarching objectives. These can be defined as:

¹² 2008 European Commission Public Consultation on Age Verification, Cross Media Rating and Social Networking. The Summary Report on Social Networking can be reviewed at:
http://ec.europa.eu/information_society/activities/sip/docs/pub_consult_age_rating_sns/summaryreport.pdf.

1. To distribute the Safer Internet message as widely as possible to the target group leading to an **increased awareness** of the 'Block Bullying Online' message amongst the target group;
2. To effectively communicate the 'Block Bullying Online' message using an appropriate format and content to the target group which leads to an **increase in the target groups' understanding and agreement** with the message; and
3. To have an **impact on the attitudes of the target group** in relation to cyber Bullying i.e. make them more likely to report any such incident and to know how to do this, furthermore for them to be discouraged from being a perpetrator of cyber bullying.

In addition / conjunction with these objectives it was suggested that the evaluation team should review the following areas:

- The appropriateness of the **format** of the Campaign tools for focusing on the target group
- The **quality** of the Campaign tools
- The target groups' interest in the **subject matter / Campaign content** and how this varies across the age spectrum of the group
- The extent to which the Campaign material was **distributed** and which distribution channels / methods were the most effective
- The extent to which viewers of the Campaign material **shared the content** with others

1.3 Structure of the report

The main purpose of this report is to present the findings from the evaluation and to outline any lessons that have been learnt. The remainder of this report is structured as follows:

- **Chapter 2: Methodology:** This chapter provides an overview to the methodological theory behind the evaluation research and each of the research tools. It also outlines some of benefits and limitations of the research methods which should be taken into consideration when viewing the report findings.
- **Chapter 3: The Block Bullying Online Campaign:** This chapter details the inputs, activities and outputs from the Campaign using information primarily from the Media Monitoring Templates which were completed by the INSAFE Awareness Centres over the period February to June 2009.
- **Chapter 4: Distribution of Campaign material and the effect on target group awareness:** This chapter provides an analysis of the distribution methods used and the ultimate impact on the level of target group awareness. It reviews the target group's prior awareness of the cyber bullying issue and how aware they are following seeing the clip using evidence from the online and omnibus surveys as well as the focus groups.
- **Chapter 5: The effectiveness of the Campaign material:** This chapter draws on evidence from the omnibus surveys, online surveys and focus groups to gauge the level of the target group's understanding of the Campaign's messages and in particular how effective the format and content used in the Campaign lead to understanding these core messages.
- **Chapter 6: The resultant impact on the target groups' attitudes:** This chapter reviews how the target group's attitudes towards internet use has changed since seeing the Campaign material.

- **Chapter 7: Conclusions and lessons learnt:** Based on the evidence collected, taking into consideration its benefits and limitations, this chapter provides the evaluation's conclusions about the extent to which the Campaign achieved its objectives. Furthermore, this chapter identifies some key lessons which could be used to improve any similar initiatives in future.

Annexes

Annex A: Examples of methods used by the INSAFE Awareness Centres to disseminate the video clip

Annex B: Lists of TV channels and websites involved in the dissemination campaign broken down by country

Annex C: Omnibus panel survey analysis tables

Annex D: Focus groups analysis report

Annex E: Online survey analysis tables and graphs (Target group only & all responses)

Annex F: Template for the collection of media monitoring information from the Awareness Centres (user guide and template)

Annex G: Omnibus survey questions

Annex H: Example of online survey (English version)

Annex I: Focus group topic guide

METHODOLOGY

2.1 Methodological overview

The evaluation of a Campaign such as the Block Bullying Online one needs to be based on the expectations that were held about what it hoped to achieve. A useful tool for illustrating this is the logic model. It sets out the expected pathway of the intervention inputs, activities, outputs and outcomes that are driven by the policy maker's rationale for the intervention in the light of the contextual opportunities and challenges. The logic model for the "Block Bullying Online" intervention provided the framework for the evaluation and is illustrated in *Figure 1* overleaf.

Reflecting on the evaluation guidance produced by the European Commission **our methodology for this assignment is centred on evidencing the 'outcomes' from this Campaign through a self reported assessment of additionality.** This means we asked children from the target group to report themselves if the Campaign had added value or contributed (additionality) to their level of awareness and understanding of the cyber bullying issue and how to deal with it. Moreover, despite the obvious problems inherent in asking beneficiaries the rather hypothetical 'counter-factual' question of what would have happened in the absence of the Campaign, this approach has become a consistent feature of the evaluation of communications related interventions.

There are intrinsic difficulties associated with this technique when used in this regard which is commonly known as the 'respondents effect', that is, the fact that the respondents may purposely exaggerate (in either upwards or downwards direction) the impact of an external influence such as the Block Bullying Online Campaign. More precisely, respondents may exaggerate the impact of the Campaign for fear that they may be seen to be providing the 'wrong response' or other beneficiaries may be likely to play down the impact of the Campaign attributing a change in attitude to themselves and their own personal characteristics (such as motivation, education etc).

That said, this methodology is well rehearsed in all evaluation guidance literature and has been used to evaluate the outcomes from this project.

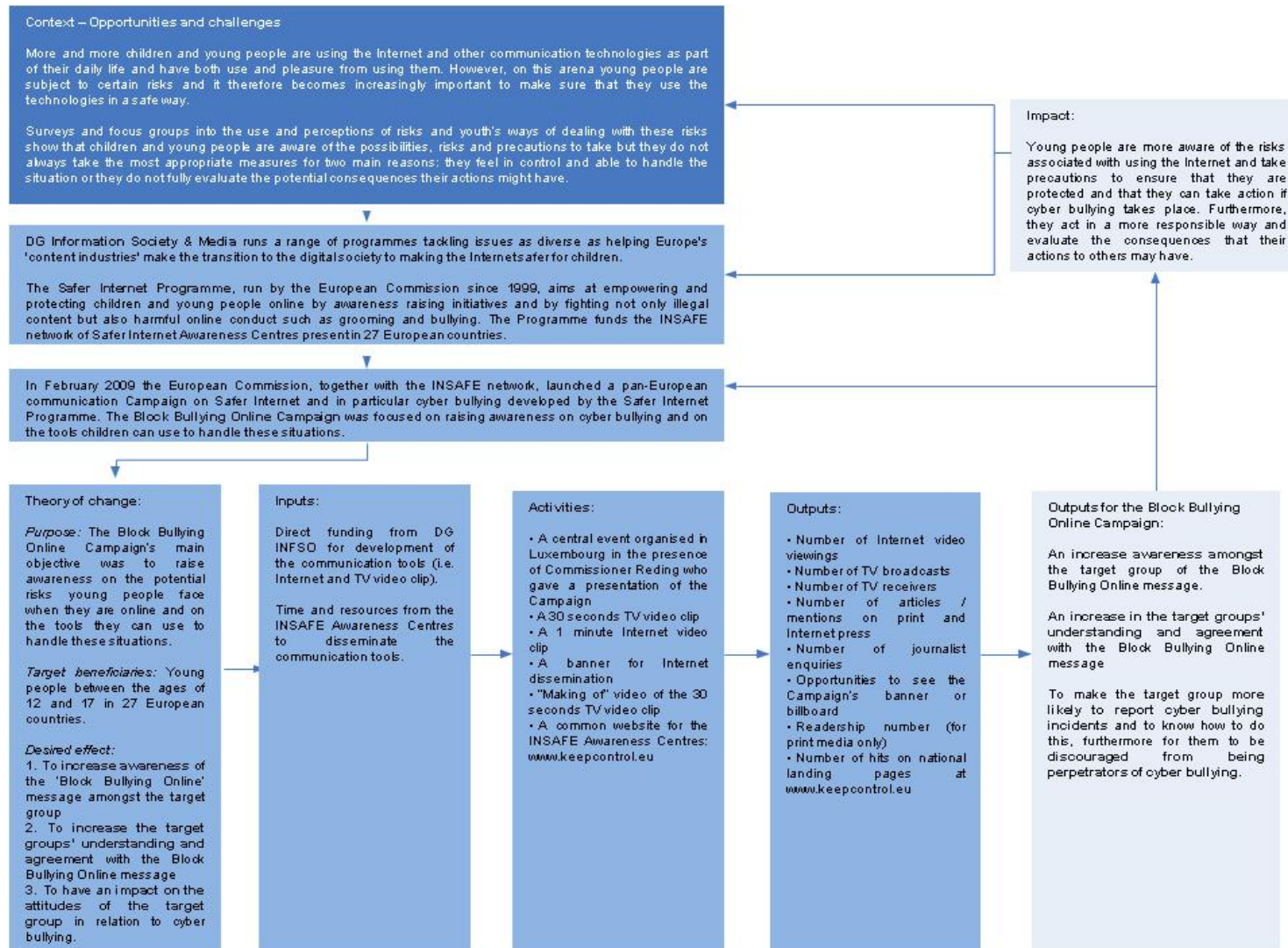
2.2 Evaluation research methods

Overall the evaluation research methodology has included:

- A review of **key documentation** including:
 - o Tender specifications for the development of the communication materials http://ec.europa.eu/information_society/activities/sip/call/closed_calls/tenders/index_en.htm
 - o English version of the Campaign's video clips (60 second and 30 second)
 - o 'The Making of' video
 - o INSAFE Awareness Centres dissemination plans and timescales collected via DG INFSO
 - o Keepcontrol.eu website

- A small number of **familiarisation interviews** were conducted with DG INFSO's officials and members of LDV United / BTS United, which was the contractor that developed the Campaign's materials.

Figure 1: Block Bullying Online Campaign Intervention logic model



- **Focus groups:** A total of 6 focus groups were carried across 3 countries: Finland, Ireland and Slovenia (two groups in each country). These took place during March and April, following the peak period of Campaign dissemination in each country. The following table summarises the dates of the focus groups and the age and number of participants.

Location	Age	Number of participants
Helsinki, Finland (March 11th)	12 to 14	7
	15 to 17	7
Dublin, Ireland (April 15th)	12 to 14	9
	15 to 17	9
Ljubljana, Slovenia (April 21st)	12 to 14	8
	15 to 17	8
TOTAL		48

A detailed focus group discussion guide was drafted by the evaluation team for use by the focus groups moderator. This is included in Annex I. The broad areas covered in the discussions were:

- o Video clip's format, content and presentation
 - o Targeting
 - o Comprehension
 - o Changes in attitudes and behaviours
- **Omnibus panel surveys** were conducted in Spain, France and Germany in order to provide a non-self selected group of the target beneficiaries by which to gauge the success of the Campaign. This methodology provides the most robust assessment of the increased awareness as a result of the Campaign. Budgetary constraints around the evaluation meant that this methodology could only be used in a small number of countries.

Participants in these surveys were selected from a larger panel of market research participants who fit the profile of the target group. It is important to note that all respondents were young people aged 16 to 17 as younger persons could not be recruited to conduct market research. The following number of responses was obtained per country:

Country	Date of Omnibus survey	Number of responses
Spain	9 th April	202
France	28 th April	1013
Germany	14 th May	301
TOTAL	-	1516

The difference in sample sizes reflects the size of the panels from which respondents were drawn (i.e. the panel in France is larger than in Germany).

The survey questions used for carrying out the omnibus panel survey can be reviewed in Annex G. They were presented to respondents in the national languages of the three countries selected. As it was considered possible that some of the participants had not seen the video clip before answering the questions it was not going to be possible to have two sets of questions (one for those who had seen the clip and another for those who had not), a link to the spot was included in the questionnaire. If participants

indicated that they had not seen the clip before, they were given the opportunity to watch the video before completing the questions.

- **Online survey:** An online survey was developed in five EU languages (French, Italian, English, Polish, and German). This is attached in Annex H. The surveys went 'live' for a four week period during April, May and June, beginning approximately one week following the peak activity within the country they were being launched in. The INSAFE Awareness Centres assisted with the promotion of the evaluation's online survey by sending the online link to their youth panel (where applicable), putting the web-link onto their / their partners' websites and actively promoting the link to school groups etc. It is important to note that even though the promotion of the survey by the Awareness Centre's was key to guarantee a reasonable number of responses, the online survey was open to anyone that accessed www.keepcontrol.eu and / or the Centre's websites where the survey was published.

The online survey's objective was to gather the views and perceptions of a sample of the target group and use this as a proxy for the appreciation and understanding of the Campaign. This method is more prone to self-selection, however within the evaluation budget it was a more feasible approach to gaining a wide range of views across a number of European countries.

A total of **5,062 people answered the online survey in its five language versions**. However, not all respondents belonged to the target group. Thus, the respondents were filtered according to their age, separating out those that were aged 12 to 17 as the target group (a total of 2,194). The following table summarises the total number of respondents that answered the survey in each language version and the percentage of those respondents that belonged to the target group:

Language version	Total number of respondents to online survey	Number of respondents from target group ¹³	% of total respondents within target group
French ¹⁴	100	19	19%
Italian ¹⁵	1290	366	28%
English ¹⁶	471	212	45%
Polish ¹⁷	1085	598	55%
German ¹⁸	2116	999	47%
TOTAL	5062	2194	43%

Considering that the objective of this study was to evaluate the views and perceptions of a sample of the Campaign's target group, the analysis of the online survey responses was limited to those that belonged to

¹³ It should be noted that a significant number of respondents did not answer the question about age. These respondents were not considered in the analysis given that it could not be determined if they belonged or not to the target group. In the French version of the survey, 46% of the total respondents did not provide their age. In the Italian version this percentage was 49% and in the English version it was 36%. In the Polish version, 24% respondents did not provide their age and 42% in the German version.

¹⁴ The French version was promoted in Luxembourg, Belgium and France.

¹⁵ The Italian version of the online survey was promoted in Italy only.

¹⁶ The English version of the online survey was promoted in Ireland and the United Kingdom.

¹⁷ The Polish version of the online survey was promoted in Poland only.

¹⁸ The German version of the online survey was promoted in Germany, Austria and Luxembourg.

respondents aged 12 to 17. This means that **all the findings and conclusions presented in the remainder of this report relate to the target group only**¹⁹.

Furthermore, given that the total number of responses from the target group to the French version of the survey was so low it is not feasible to use these results to provide a proxy to any robust conclusions. Therefore no comment will be made on the French online survey results throughout the remainder of this report. **All comments relating to the impact of the Campaign in France will be drawn from the omnibus survey results.**

Annex E includes graphs that illustrate the distribution of respondents to each of the language versions of the survey according to their country of residence.

The combination of participatory and static data collection and analysis techniques in this evaluation ensured that, as far as possible, conclusions could be based on evidence gleaned from more than one source (triangulation). In addition to this, the data collection tools used in this study presented the following benefits:

- The **omnibus panel survey** provided the most robust assessment of the target group's increased awareness on the cyber bullying issue as a result of the Campaign. This was due to the fact that respondents constituted a non-self selected group coming from a larger panel of market research participants who fit the profile of the target group. Using this methodology in three countries (Spain, France and Germany) allowed the evaluation team to have strong evidence of the Campaign's outcomes, with the possibility of cross-checking findings between the three cases.
- The **online survey** allowed for the compilation of information from a larger part of the target group, especially from a geographical point of view. Since the questionnaire was developed in five languages (French, Italian, English, Polish, and German), children from at least nine countries (Belgium, France, Luxembourg, Italy, Ireland the United Kingdom, Poland, Germany, and Austria) were able to express their views and opinions on the Campaign. This information was used as a proxy for the appreciation and understanding of the Campaign across a number of European countries.
- The **focus groups** were a key complement to the online survey approach, allowing for the collection of more in-depth information aimed at exploring why kids hold certain view.

Finally, it is important to note that the duplication of some countries across the research tools such as Ireland (where focus groups and online surveys were conducted) and France and Germany (where omnibus and online surveys were conducted) allowed for a cross-check of the findings.

2.3 Limitations of the evaluation methodology

In any evaluation it is important to outline and discuss the limitations of the methodology and in this case, there are also a number of methodological constraints that should be taken into consideration. These are identified below:

- **Inability to construct a control group:** Often the best way to assess the extent to which an intervention has directly impacted on a recipient group is by creating a 'counterfactual' or control group. In the case of communications interventions where the reach / recipient group cannot be defined at the outset to the evaluation it is not possible to effectively do this and therefore a heavy dependency is placed on the ability

¹⁹ The results for all respondents (i.e. Target group only & All respondents) are presented in tables in Annex E

of recipients of the communication's message to self-report the impact that the Campaign had on them in terms of awareness, understanding and attitudinal change. This is a limitation of the current evaluation.

- **Limited to a proxy assessment of the Campaign's impact:** Evaluation methodologies are often constrained by the timescales and budget which is available for the research. This case was no different and compromises had to be made as to the best geographical coverage solution. Under instruction from the DG INFOSO evaluation steering group a mixed method approach to impact assessment was designed which aimed to include a core representing number of Member State's in the primary research which was proposed (online surveys, omnibus surveys and focus groups). In total 12 Member States were involved in the primary research elements. This aimed to provide a proxy measurement of the Campaign's impact and will obviously have its limitations. The report findings should be viewed taking this into consideration.
- **Relatively small sample sizes which were self-selecting to some extent:** The promotion of the online evaluation surveys was primarily undertaken by the INSAFE Awareness Centres and as such it is possible that the groups which responded to the survey were more likely to be engaged in other activities related to Internet safety. Furthermore, the overall number of responses provided through the research tools in comparison to the total number of possible sightings of the video / Internet clip is relatively limited and therefore we would consider the sample size to be relatively small. This should be considered when reviewing the results from this evaluation.
- **Omnibus results for the section of the target group aged 16 to 17 only:** Due to market research constraints only members of the target group aged 16 and 17 could participate in the omnibus survey. This means that those younger members have not contributed to the results from this tool and this is important to note when reviewing the material in the remainder of this report.
- **Timing of the evaluation research:** Every effort was taken to ensure that the evaluation research with Campaign recipients was undertaken during a period when they would have had an opportunity to see the Campaign material but that it was not too long ago that they had limited recall of its affects on their awareness, understanding and attitudinal change. Notwithstanding this, there is still a possibility that recall limited the extent to which the survey / focus groups respondents attributed any affects to the Campaign. This should be noted in reviewing the results.

THE BLOCK BULLYING ONLINE CAMPAIGN

3.1 Overview

This descriptive chapter details the objectives, inputs, activities and outputs from the Campaign using information primarily from the Media Monitoring Templates which were completed by the Awareness Centres over the period February to June 2009. It is structured as follows:

- The objectives of the Block Bullying Online Campaign
- Description of inputs and activities
- Dissemination activities in detail
- Campaign outputs

3.2 The objectives of the Block Bullying Online Campaign

In determining the relative success of the Block Bullying Online Campaign it is first important to highlight the **Campaign objectives and the indicators** which will provide an opportunity to make an assessment of the extent to which the Campaign has been successful. These have been recorded as:

Objective	Possible indicators
To distribute the Safer Internet message as widely as possible to the target group leading to an increased awareness of the 'Block Bullying Online' message amongst the target group.	<ol style="list-style-type: none"> 1. The target group demonstrates awareness of the Campaign's material (online and TV video) 2. The target group respondents cite that they are now more aware of the issue of cyber bullying²⁰
To effectively communicate the 'Block Bullying Online' message using an appropriate format and content to the target group which leads to an increase in the target groups' understanding and agreement with the message.	<ol style="list-style-type: none"> 3. The target group relates well to the content and format of the communications materials 4. The target group can identify what messages the Campaign was trying to communicate 5. The target group understands and agrees with the Campaign's messages

²⁰ The target group's awareness of the issue of cyber bullying includes not only their awareness on what cyber bullying is but also what they can do about it (i.e. reporting it to a social networking site, contacting one of the INSAFE Awareness Centres or help-lines, etc.)

	<p>6. The target group has a better understanding of the issue of cyber bullying²¹</p> <p>7. The target group believes that the Campaign is targeted at people like them and believes that a TV / Internet clip is a good way to target them</p>
<p>To have an impact on the attitudes of the target group in relation to cyber bullying i.e. make them more likely to report any such incident and to know how to do this, furthermore for them to be discouraged from being a perpetrator of cyber bullying.</p>	<p>8. The target group has passed the Campaign's material onto their friends and family</p> <p>9. The target group is more likely to report any incidents of cyber bullying</p> <p>10. The target group is discouraged from being a perpetrator of cyber bullying</p>

The remainder of this chapter reviews the Campaign's inputs, activities and outputs as a result of the dissemination.

3.3 Description of inputs and activities

The Campaign's inputs included funding from DG INFSO to the development of the Campaign's materials i.e. the TV and the Internet clips, banner etc and the time and resources provided by the INSAFE Awareness Centres in assisting with the dissemination of these communications tools. These two activities are discussed in greater detail below:

- **The TV and Internet video clips** were developed by LDV United / BTS United who were the winners of the tender opened by the EC. The final product was a clip which told a story about a young female victim of cyber bullying while chatting with her friends in a social networking site. The clip finished as she reports the abuse via the site's reporting mechanism. The main message of the clip was "Block Bullying Online", followed by "Keep it fun, keep control". The last image of the video clip also included the logos and websites of the INSAFE organisations and / or their help-lines.

The creative concept for the clip was 'transformation', meaning that the negative comments the children said to the main female character (a young girl) while they were chatting online started to happen to her in real life. After a validation process of the concept conducted by the contractor and the INSAFE Awareness Centres (through discussions carried out with children and young people), LDV developed the clip. In an interview conducted in the first phase of the evaluation, the producer explained that the concept was meant to be appealing for the target group because the actors were from the same age group, the situation presented was recognisable for them and the music used was contemporary. The producer also explained that the idea of the clip was not to give children a patronising message but an empowering one. They expected the target group to recognise cyber bullying situations and offer them tools to help them sort out these situations. Localised versions of the video clip (with sub-titles in all national languages of the Awareness Centres) were produced by LDV so that the Centres could disseminate the message in all countries.

²¹ The target group's level of understanding of the issue of cyber bullying includes not only their understanding on what cyber bullying is but also what they can do about it.

- The **Awareness Centres were expected to coordinate the dissemination Campaign** nationally. The main activity was to negotiate free air time or broadcasting discounts with TV channels to broadcast the video and get the Internet version of the clip and banner published on websites and social networking sites.

Capacity building took place with the INSAFE Centres prior to the release of the Campaign material in order to assist with their dissemination capabilities: apart from developing the creative concept and video clip, LDV organised two workshops for Awareness Centres and some online tools (i.e. a banner and a local website for those Centres that did not have one already) to help them disseminate the video clip and message. One of the workshops was focused on how to negotiate free air time / discounts on TV and the other was about online dissemination and viral campaigns²².

In order to capture the intensity and reach of the national Campaigns and to get a broader view of the dissemination across all countries, the **evaluation team developed a Media Monitoring Template for the Awareness Centres to use as a tool to record information and data on the nature and 'reach' of dissemination activities** over the period February 10th - June 31st, 2009. The Centres were asked to send the completed template to the evaluation team on a monthly basis.

The template collected information on the following activities / reach:

- Type of activities / communication media used to promote the video clip
- Dates and duration of the activities
- Target audience
- Number of Internet video viewings
- Number of TV broadcasts
- Number of TV receivers
- Number of articles / mentions on print and Internet press
- Number of journalist enquiries
- Opportunities to see the Campaign's banner or billboard
- Readership number (for print media only)
- Number of hits on national landing pages at www.keepcontrol.eu

3.4 Dissemination activities in detail

From the information collected in the Media Monitoring Template, it was possible to state that **25 INSAFE Awareness Centres carried out dissemination activities between February and June**²³. These were:

²² As explained before, the Campaign was officially launched on February 10th 2009 on the Safer Internet Day. Given that there was no budget to allocate specifically to the dissemination Campaign (the budget was mainly spent on the development of the materials and in the evaluation), the Awareness Centres had to leverage their own contacts, negotiation capacity and resources.

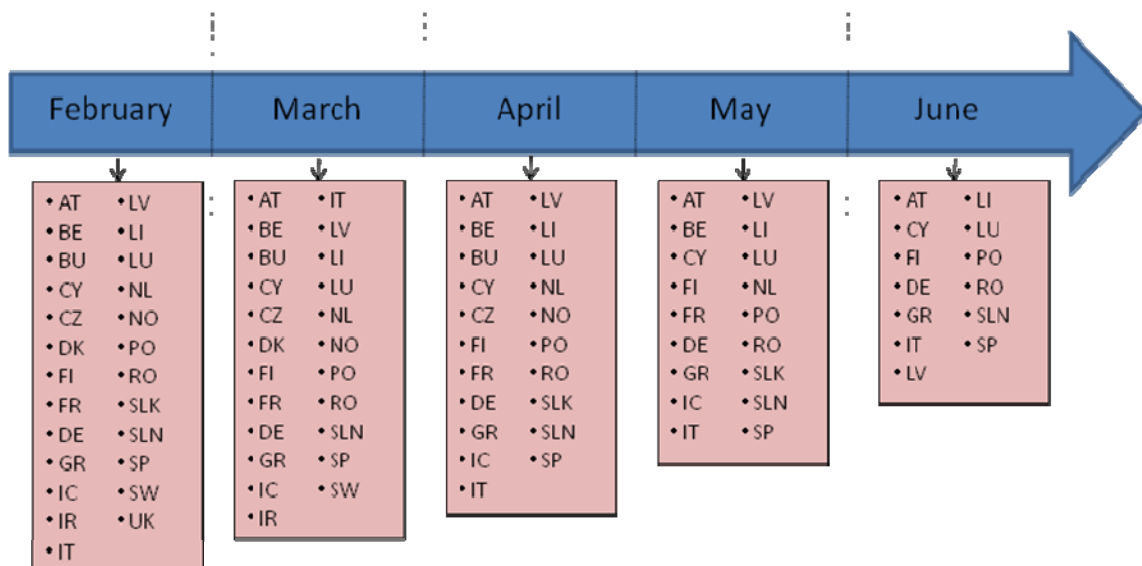
²³ The only Awareness Centre that did not carry out any dissemination activity was the one in Portugal.

Austria	Denmark	Iceland	Luxembourg*	Slovakia*
Belgium	Finland	Ireland	Netherlands	Slovenia*
Bulgaria	France	Italy*	Norway	Spain*
Cyprus	Germany*	Latvia*	Poland*	Sweden*
Czech Republic	Greece*	Lithuania*	Romania	UK

More than forty-percent of these Awareness Centres (marked with *) also carried out more regionalised activities (i.e. broadcasting the video clip on regional TV channels, broadcasting it on big screen during a film festival, or presenting it in a local workshop targeted to children). Moreover, the European Commission instigated Europe-wide dissemination activities such as uploading the video clip on www.keepcontrol.eu and YouTube (in all country versions).

As illustrated in the timeline below, the **most intense period of the dissemination Campaign was February to April, when almost all Centres carried out dissemination activities of the video clip**, particularly on TV and Internet. In May, the number of Awareness Centres involved decreased and, in June, only half of the Centres continued organising and implementing initiatives, though almost all of them had the video clip still published on various websites and social networking sites. **Half of the INSAFE organisations sustained dissemination activities over the full period.** These were: Austria, Cyprus, Finland, Germany, Greece, Italy, Latvia, Lithuania, Luxembourg, Poland, Romania, Slovenia and Spain.

Figure 2: Timing of dissemination activities



The table overleaf summarises the type of dissemination methods and tools used by each INSAFE Awareness Centre (marked with a tick “√”):

Table 1 Dissemination methods used by the INSAFE Centres between February and June 2009

Country	Material presentation	TV	Internet	Viral email campaign	Print	Radio
Austria	✓	✓	✓	✓	✓	
Belgium		✓	✓	✓	✓	
Bulgaria		✓	✓		✓	
Cyprus		✓	✓	✓		
Czech Rep.	✓	✓	✓	✓	✓	✓
Denmark		✓	✓	✓		
Finland	✓	✓	✓	✓		
France		✓	✓	✓		
Germany		✓	✓			
Greece		✓	✓			✓
Iceland		✓	✓	✓	✓	
Ireland		✓	✓		✓	
Italy		✓	✓	✓		
Latvia	✓	✓	✓	✓	✓	✓
Lithuania	✓	✓	✓			✓
Luxembourg	✓	✓	✓			
Netherlands		✓	✓			
Norway			✓		✓	
Poland	✓	✓	✓	✓		
Romania		✓	✓		✓	✓
Slovakia	✓	✓	✓			
Slovenia	✓	✓	✓		✓	✓
Spain		✓	✓	✓	✓	✓
Sweden	✓		✓	✓	✓	
UK	✓		✓	✓		

As the table above showed, **except for the Awareness Centres in Norway, Sweden and the UK, all Centres obtained either free air time or considerable discounts to broadcast the video clip on TV.**

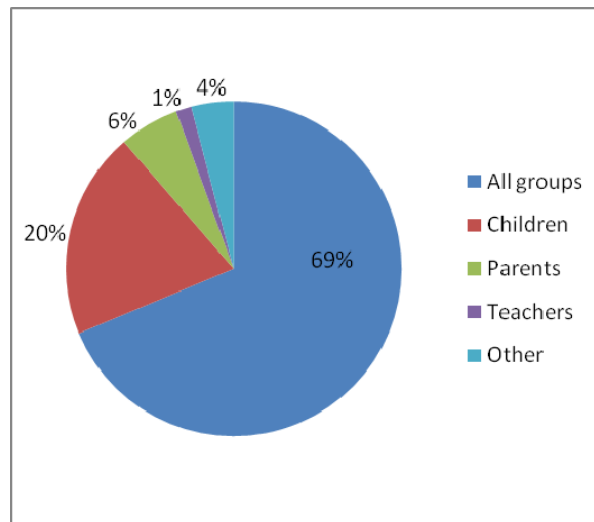
Moreover, all Centres disseminated the video clip and / or online banner on the Internet. More than half of them also implemented viral email campaigns. The organisation of specific events aimed at presenting the Campaign's materials (i.e. a Safer Internet Day press conference) was carried out by circa 44% of the Awareness Centres. Finally, print and radio coverage of the Campaign was reported by 48% and more than one quarter (28%) of the Centres (respectively).

Examples of dissemination methods are included in Annex A by way of illustration.

From February to June, circa 70% of dissemination activities implemented by the Awareness Centres were targeted at all groups (i.e. children, parents, teachers, media, general public, etc.), followed by a 20% of activities targeted particularly at children. The most frequent activity targeted both at all groups and children only was Internet dissemination of the video clip, followed by TV dissemination through the negotiation of free air time / discounts with TV channels.

In the countries where there was some activity targeted at parents (see table below), these were mainly reached through TV. In the case of teachers, the Centres used viral email campaigns and presentations of the Campaign's material to reach them (see table below).

Graph 1 Distribution of dissemination activities according to target groups (all groups, children only, parents only etc.)



Source: Media Monitoring template analysed information

The table overleaf illustrates where the different groups were targeted and through which type of activities:

Target groups	Nodes	Examples of activities carried out
All groups	<ul style="list-style-type: none"> ▪ All nodes 	<ul style="list-style-type: none"> ▪ Presenting the video clip at the Safer Internet Day (SID) events ▪ Broadcasting the video clip on TV channels and programmes targeted to the general public (i.e. news reports, morning magazines, etc.) ▪ Uploading the video clip in websites and social networking sites targeted to the general public (i.e. news portals, city portal, INSAFE organisation's websites, etc.) ▪ Placing an article regarding the SID and the cyber bullying issue visible to all Hotmail users
Children	<ul style="list-style-type: none"> ▪ Austria ▪ Belgium ▪ Bulgaria ▪ Czech Rep ▪ Denmark ▪ Finland ▪ France ▪ Germany ▪ Greece ▪ Ireland ▪ Italy ▪ Latvia ▪ Lithuania ▪ Luxembourg ▪ Netherlands ▪ Poland ▪ Romania ▪ Slovakia ▪ Slovenia ▪ Spain ▪ UK 	<ul style="list-style-type: none"> ▪ Broadcasting the video clip on TV channels (and times) targeted to young people or children ▪ Uploading the video clip and banner in websites and social networking sites targeted to young people or children (i.e. YouTube, MySpace, Habbo, Facebook, etc.) ▪ Presenting the video clip at workshops and seminars for children ▪ Viral email campaigns through Youth Panels and users registered in education portals
Parents	<ul style="list-style-type: none"> ▪ Czech Rep ▪ Finland ▪ France ▪ Germany ▪ Greece ▪ Italy ▪ Romania ▪ Slovenia ▪ Spain 	<ul style="list-style-type: none"> ▪ Broadcasting the video clip on TV channels (and times) targeted to parents / adults ▪ Uploading the video clip and banner in websites targeted to parents / adults (i.e. internet providers' websites, a blog about Internet safety targeted to families, etc.) ▪ Presenting the video clip at a seminar for parents ▪ Placing articles regarding the Campaign in print press and news portals
Teachers	<ul style="list-style-type: none"> ▪ Austria ▪ Finland ▪ France ▪ Germany ▪ Greece ▪ Italy ▪ Latvia ▪ Slovenia ▪ Sweden 	<ul style="list-style-type: none"> ▪ Uploading the video clip and banner in websites targeted to teachers and pedagogues ▪ Providing information material to be used in lessons and having Internet safety experts visiting schools ▪ Presenting the video clip at a seminar targeted to teachers ▪ Presenting the video clip at a press conference where teachers were invited ▪ Viral email campaign through teachers mailing lists
Other	<ul style="list-style-type: none"> ▪ Austria ▪ Finland ▪ Germany ▪ Greece ▪ Italy ▪ Norway ▪ Poland ▪ Slovakia ▪ Slovenia ▪ UK 	<ul style="list-style-type: none"> ▪ Presenting the video clip at a press conference targeted to journalists and media ▪ Sending press releases to media contacts ▪ Uploading the video clip and banner in websites targeted to specific audiences (i.e. consumers, bloggers, citizens, etc.) ▪ Delivering training to adult professionals working with young people (i.e. teachers, police officers, social workers, etc.)

Over and above the countries cited above, some **ad hoc Campaign activities** took place in Estonia and Hungary. For example:

- **Estonia** disseminated the video mainly in schools and events about Internet safety. Moreover, it placed it in different websites such as lapsnetis.eesti.ee, kalevpihl.spaces.live.com and peremeedia.ee. In addition, their active member Kalev Pihl, who is a trainer, gave lectures to parents and children about the dangers of the Internet, with links to these lectures in YouTube. The video clip was shown during his lectures.
- In **Hungary**, the video clip was published on a Safer Internet website (www.saferinternet.hu), on the Hungarian Association of Content Industry's website (www.matisz.hu) and on a newsletter sent by this Association to partners. Moreover, the video clip was broadcasted on TV channel Rtl Klub at least four times (one at prime time in a 5 minutes report), reaching circa 1,5 million viewers.

3.5 Campaign outputs

According to the information reported by the 25 INSAFE Awareness Centres in the Media Monitoring Template, the evaluation team calculated the following total figures²⁴:

- **TV channels involved in all countries:** 202
- **Websites and social networking sites involved in all countries:** 238
- **TV broadcasts of the video clip in all countries:** 16,540
- **Internet viewings of the video clip in all countries:** 1,398,626

The table overleaf summarises these numbers broken down by country²⁵.

Table 2: The Campaign outputs (TV and Internet)

Country	TV channels involved	Websites and social networking sites involved	TV broadcasts	TV receivers	Internet viewings
Austria	1	11	7	680,000	32,500
Belgium	7	6	55	N/A	12,314
Bulgaria	12	2	56	4,000,000	27
Cyprus	6	1	1,013	905,361	4,595
Czech Rep.	2	1	N/A	890,000 (1 TV channel)	3,486

²⁴ Please note that the figures reported are estimates. They were calculated by adding together the numbers provided by the Awareness Centres. There are some cases where a dissemination activity was carried out but the Centre only provided partial information or no information at all regarding the reach of such activity (i.e. some Centres listed all the TV channels where the video clip was broadcasted but did not provide an estimated audience for all of those channels). This means that the reach of dissemination might be underestimated in the following figures and table.

²⁵ The acronym N/A was used to identify the cases where the evaluation team did not receive information from the Awareness Centre. The cases where there is a zero (0) are those where the dissemination activity was not implemented (i.e. TV or Internet dissemination of the video clip) and thus did not report any results.

Country	TV channels involved	Websites and social networking sites involved	TV broadcasts	TV receivers	Internet viewings
Denmark	1	6	44	1,000,000	7,335
Finland	2	7	26	1,000,000	14,902
France	39	21	1,234	63,558,263 (20 TV channels)	84,838
Germany	9	16	459	N/A	38,446
Greece	37	2	3,914	N/A	302
Iceland	3	N/A	45	300,000	1,525
Ireland	6	2	986	N/A	54,500
Italy	13	53	72	N/A	261,485
Latvia	7	Various ²⁶	684	N/A	21,641
Lithuania	1	Various ²⁷	29	100,000	59,425
Luxembourg	1	4	8	150,000	4,561
Netherlands	4	2	1,064	N/A	2,604
Norway	0	1	0	0	1,738
Poland	13	27	2,635	N/A	24,335
Romania	8	4	1,545	10,666,546 (7 TV channels)	14,479
Slovakia	3	1	47	N/A	20,971
Slovenia	8	8	1,416	900,000 (1 TV channel)	8,847
Spain	19	58	1,201	14,949,400 (18 TV channels)	679,373
Sweden	0	3	0	0	3,642
UK	0	2	0	0	41,057
TOTAL	202	238	16,540	-	1,398,626

²⁶ Latvia reported that the video clip was published in YouTube and the online banner in a few online media pages. Since there is no information on the exact number of websites where the banner was published, but we are aware it was in more than one, we have used the term “Various” to identify this case.

²⁷ Lithuania reported that the video clip and online banner were disseminated through the websites of project partners. Since there is no information on the exact number of websites where they were published, but we are aware it was in more than one, we have used the term “Various” to identify this case.

The column called **TV channels involved**, reflects the (estimated) total number of TV stations that participated in the dissemination Campaign in each country by either broadcasting the video clip or promoting it in some way (i.e. through a TV interview conducted with an Awareness Centre’s member). The efforts made by the Centres to negotiate either free air time or broadcasting discounts with TV channels resulted in a total of 202 national and regional stations that participated in the dissemination Campaign. A list of the TV channels involved has been included in Annex B. The only countries that did not report any dissemination Campaign on TV were Norway, Sweden and the UK.

The column called **TV receivers** reflects the (estimated) total number of people that saw the video clip on TV in each country. It is important to note that only half of the Awareness Centres succeeded in reporting an (estimated) audience for all the channels where the video clip was broadcasted. In general, this information was incomplete and thus the team could not establish any reliable findings in this respect. For the countries where some information was provided, a comment was added in the table specifying how many TV channels are considered in the figure reported.

The column called **Websites and social networking sites involved** reflects the (estimated) total number of websites and / or social networking sites that participated in the dissemination Campaign in each country by either publishing the video clip or promoting it in some way (i.e. by posting articles about the video clip or publishing the Campaign’s online banner). A total of 238 websites and social networking sites were involved in the Campaign in all the countries.

As explained before, the website www.keepcontrol.eu was developed for the Block Bullying Online Campaign. All country versions of the video clip were published there together with general information about cyber bullying and how to handle abuse report. The Awareness Centres could use the link to this website in viral email campaigns and in their national / regional sites.

According to the Google Analytics statistics sent to the evaluation team by DG INFSO, there were a total of 29,554 page views and 19,774 visits to www.keepcontrol.eu from February to June²⁸. **More than 60% of the page views and visits happened in April and May.**

Table 3 Google Analytics statistics for www.keepcontrol.eu

Month	No of page views	No. of visits	% of new visits	Average time on the site
February	132	82	93%	0:00:53
March	5,790	3,688	88%	0:00:52
April	9,192	5,989	88%	0:00:52
May	9,106	6,334	93%	0:00:40
June	5,334	3,681	90%	0:00:35
TOTAL	29,554	19,774	90% (avg.)	0:00:45

It is important to note that the average time visitors spent on the website was less than one minute in all the period, which might be indicating that the majority of the visitors did not spend enough time so as to watch the video clip (considering that the clip that was published on this site was 60 seconds long). In addition to this,

²⁸ A page view (PV) or page impression is a request to load a single page of an Internet site. On the World Wide Web a page request would result from a web surfer clicking on a link on another HTML page pointing to the page in question. This should be contrasted with a visit, which is a series of requests from the same uniquely identified client with a set timeout, often 30 minutes. A visit contains one or more page views.

circa nine out of ten visits each month were new visits, meaning that the majority of the visitors accessed the website only once.

Moreover, **circa 60% of all the visits were directed from referring sites** (in average for the five months considered in the analysis) such as the Awareness Centres' websites or the survey platform used to conduct the evaluation's omnibus survey in Spain, France and Germany (www.surveys.globalepanel.com). In March, for example, 15% of the visits came from the Centre's site in Bulgaria (www.safenet.bg). In April, instead, 21% of the visits were directed from the survey platform, being the most frequent referring site this month. In addition, 17% of the 9,192 page views recorded this month were from the page where the French video clip was posted (<http://www.keepcontrol.eu/?lang=f>). It is important to note that the omnibus survey was conducted in France in April 28th. In May and June, the most frequent referring site was www.sigur.info, the Romanian Centre's website.

The Bulgarian, Dutch, Latvian and Romanian pages (where the local versions of the video clip were posted) were amongst the ten pages with more page views during all the period. In addition, in May, there was a peak of page views (2,777) of the Italian page. This was the month when the Italian Awareness Centre implemented a campaign on YouTube to disseminate the clip involving children in a treasure hunt and asking them to take part in the online survey. Before completing the online survey, the kids could access the Centre's page in [keepcontrol.eu](http://www.keepcontrol.eu) and watch the clip. Moreover, there was a peak of 1,117 page views of the Polish page in April due to the online survey launch in Poland on March 31st. The German and Austrian pages had a peak of 1,308 and 281 page views (respectively) in June when the online survey was being carried out both in Germany and Austria.

Finally, it is important to add that some Awareness Centres reported information on the **broadcasting value equivalent** of the free air time or discounts negotiated with TV channels. Two centres also provided information on the equivalent value of the Internet promotion of the clip:

- The German Awareness Centre explained the spot was broadcasted for free 15 times on RTL channel - one of the biggest German private TV stations- from April to June mostly during early evening programme and prime time. The broadcasting value equivalent was circa 630,000 Euros. Moreover, the clip was broadcasted on TV Gusto - a digital TV channel focussing on food and diet- from March to June a total of 187 times. This initiative would have cost circa 67,000 Euros.
- In France, the video clip was broadcasted on 11 channels (France 5, M6, Direct 8, W9, NT1, NRJ12, GULLI, FILLE TV, MCM, VIRGIN 17, and MTV France) a total of 346 times in April with a broadcasting value equivalent of circa 535,300 Euros.
- In Belgium, the spot was broadcasted for free on four TV stations (MCM, RTL/ClubRTL, VijfTv, and VT4) a total of 48 times. According to the Belgian Awareness Centre, this activity would have cost 59,900 Euros.
- In Poland, the video clip was broadcasted for free a total of 2,632 times on eight TV channels (Public Television, TVN private TV, MTV/Viva Polska, BBC Polska, Zig Zag/Hyper, Regionalna TV, TVO Olsztyn TV, and Śrem TV). The broadcasting value equivalent was circa 945,000 Euros.
- The Slovenian Awareness Centre could broadcast the video clip for free in three TV channels (POP, KANAL A and Pika Pro-Plus) a total of 53 times. This would have cost circa 12,700 Euros.
- The Awareness Centre in Italy obtained an estimated value of free air time on local TV of 8,000 Euros, with 13 TV channels involved and a total of 72 broadcasts during all the period. In addition to this, the Centre used the service "YouTube Promoted Videos" for free to promote the video clip, with an estimated value equivalent of 37,500 Euros (which is the cost of circa 150,000 clicks received on the clip).

- The Latvian Centre obtained an 80% discount for broadcasting the video clip on five TV channels (TV3, LNT, LMK, LZK, and MTV) a total of 47 times. Without the discount, this activity would have cost circa 62,000 Euros. The Centre also succeeded in obtaining free air time on one channel (LTV), with a value equivalent of 400 Euros.
- In Lithuania, the Awareness Centre got a 70% discount on the cost of air time on the National TV channel to broadcast the video clip 29 times. Given that for the remaining 30% the Centre paid circa 9,000 Euros, the initiative would have cost circa 30,000 Euros.
- The Awareness Centre in Finland obtained circa half price for publishing the Campaign's online banner on the most popular social networking site for teenagers (IRC-Galleria). This promotional action would have cost 12,000 Euros.

According to the information reported by the Awareness Centres, the **broadcasting value equivalent** of the free air time or discounts negotiated with TV channels in these nine countries was **2,350,300 Euros**. In the Internet, the value equivalent of publishing and / or promoting the video clip in two of these countries was 49,500 Euros.

DISTRIBUTION OF CAMPAIGN MATERIAL AND THE EFFECT ON TARGET GROUP AWARENESS

4.1 Overview

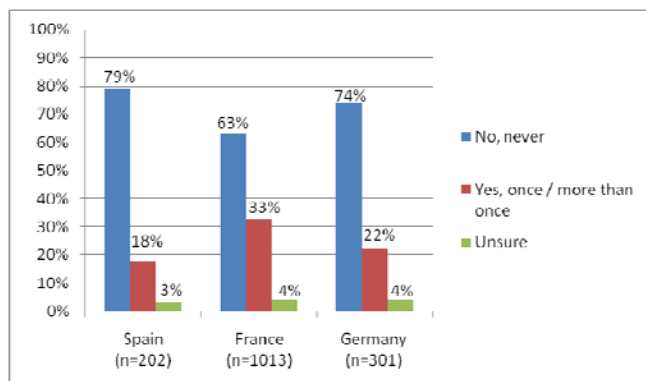
This chapter provides an analysis of the distribution methods used and the ultimate impact on the target group’s awareness of the Campaign itself as well as cyber bullying issues and how aware they are after seeing the clip. It is structured under the following key headings:

- **Familiarity with the Block Bullying Online Campaign:** which would provide evidence under the first indicator: The target group demonstrates awareness of the Campaign’s material (online and TV video); and
- **Increase in cyber bullying awareness:** which would provide evidence under the second indicator: The target group respondents cite that they are now more aware of the issue of cyber bullying.

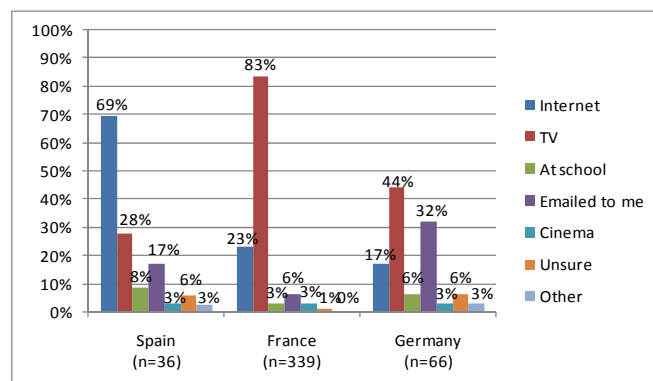
4.2 Familiarity with the Block Bullying Online Campaign

In reviewing the **extent to which the target group has been exposed to the Block Bullying Online video clip** the most robust evidence is available from the omnibus survey as this was undertaken with a total random sample. The related results from the **omnibus panel survey** are illustrated in the graphs below:

Graph 2: Had you seen the video clip before? (Omnibus panel survey)



Graph 3: Where did you see the video clip? (Omnibus panel survey)



The omnibus revealed the following in Spain, France and Germany:

- **Reasonable penetration of target group achieved with particularly good coverage in France²⁹:** Circa one-fifth or respondents from Spain (18%) and Germany (22%) stated that they had seen the video

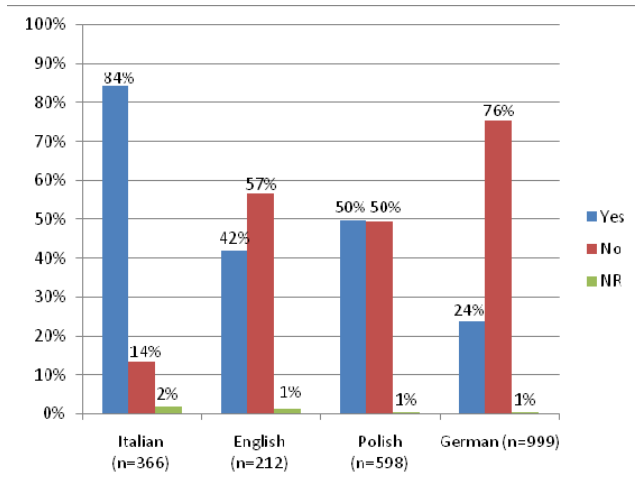
²⁹ Evidence solely from the omnibus surveys which took place with 16-17 year olds only in these countries.

clip at least once. Whilst a higher proportion, one-third of respondents to the French omnibus (33%), stated that they had seen it at least once.

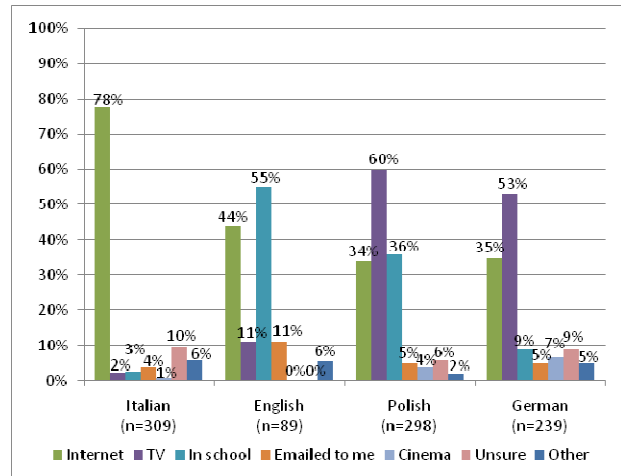
- **Wide TV dissemination achieves highest awareness:** In France, it was clear that a considerably larger proportion of those who had seen it, watched it on the TV. This would corroborate with the fact that the French Awareness Centre managed to negotiate free air time with 39 separate TV channels, which was the most that any country negotiated. This resulted in a total of 1,234 broadcasts of the clip from March to April.
- **In Spain, Internet dissemination achieves a higher level of awareness than TV:** This result is in accordance with the fact that the Spanish Awareness Centre got 58 online papers, local websites and social networking sites (i.e. MySpace, YouTube, Habbo, etc.) to provide information on the Campaign and / or publish the video clip and online banner. In addition to this, MSN sent a newsletter with information on the Safer Internet Day and the Campaign to more than 12 million Windows Life users. These initiatives resulted in 679,373 viewings of the clip in Internet during February to June, placing Spain as the country with the highest number of Internet video viewings reported.
- **TV and Internet dissemination worked well in Germany, with a higher level of children that passed the video clip around:** In Germany, four out of ten of the respondents that claimed they had seen the spot before saw it on TV and three out of ten stated somebody had emailed it to them. This would corroborate with the fact that at the moment the omnibus survey was carried out (mid-May), circa 80% of the total reported TV broadcasts (459) and Internet viewings of the clip (38,446) had already occurred. Moreover, publishing the video clip mainly in sites targeted at young people (i.e. YouTube, checked4you.de, netzcheckers.de, Schülerportal Lindlar, etc.) might have helped to spread it around young users, as revealed in the omnibus survey.
- **A small amount of confusion exists about where the video was viewed:** small proportions of respondents to the omnibus from all countries believed that they saw the video previously in the cinema and this was not a method for dissemination used by any country.

In order to get a broader view of the target group and assess their prior level of awareness of the Campaign's video clip, we can now analyse the **online survey**, which was targeted at children aged 12 to 17.

Graph 4: Had you seen the video clip before? (Online survey)



Graph 5: Where did you see the video clip? (Online survey)³⁰



In reviewing the information presented from the online survey it is important to note that the English and German versions of it were promoted by more than one country. The online survey revealed the following about levels of Campaign awareness:

- **Higher levels of Campaign awareness cited by respondents to the Polish and Italian versions of the survey** in comparison to those responding to the English and German versions. This directly correlates to the fact that Poland had the second highest number of TV broadcasts (2,635) and Italy had posted the Internet clip on a greater number of websites and social networking sites (53 in total) compared with 6³¹ for the English version and 31³² for the German version of the survey.
- **Unprecedented high levels of awareness created by online Campaign promotion methods cited by respondents to the Italian version of the online survey**, with 84% of respondents stating that they had seen the video clip before, mainly on the Internet (78%): After Spain, Italy was the country with the greatest number of Internet video viewings (261,485) from February to June and of websites and social networking sites involved in the Campaign³³. An 80% of these viewings resulted from getting the Italian version of the clip posted in YouTube and involving children in a treasure hunt where they were invited to take part in the online survey³⁴. This can help explain the fact that from all the Italian speaking respondents that had seen the video clip on the Internet, circa 60% said it was on YouTube (58%). On the other hand, even though the Centre reported to have 13 TV channels involved in the Campaign, only 2% of the Italian respondents that had seen the video clip claimed it was on TV. Therefore, **in Italy, TV dissemination of the clip was not as effective as Internet dissemination.**

³⁰ Totals may not equal 100 due to rounding.

³¹ Includes websites used by both the United Kingdom and Ireland.

³² Includes websites used by Austria, Germany and Luxembourg.

³³ That said it is important to note that the Italian Awareness Centre was responsible for promoting the Campaign and the evaluation survey. Their promotion technique for both materials was predominantly Internet based, therefore it may be that the same groups were contacted for both which may have led to a naturally skewed result.

³⁴ According to the Italian Awareness Centre, the initiative was part of the Internet Safety week organised by Microsoft in partnership with some of the most important social networks (YouTube, Netlog, MySpace).

- **Poland accomplished the second highest number of TV broadcasts (2,635 between February and June)** amongst all countries, which would appear to have had a positive effect on the levels of Campaign awareness in the country. Fifty-percent of respondents to the Polish version said they had seen the video clip before. Among respondents who had seen it, 60% saw it on TV. Given the results from the online survey, it is possible to say that TV dissemination in Poland was considerably effective.

The **Polish Awareness Centre also reported to have carried out an intense Internet campaign by placing the online banner, billboard and skyscraper on the biggest Polish Internet portals** (i.e. Onet.pl, o2.pl, Gwiazdor.pl, and BetaPlaneta.pl). Moreover, in February, March and April they implemented a viral email campaign targeted to over 1,000 children users (each month) registered in Sieciaki.pl educational portal. They also published the clip in the Centre's landing pages (www.cyberprzemoc.pl / www.saferinternet.pl) and YouTube. As the graph above illustrated, 34% of the target group that had seen the video clip before saw it on the Internet. Moreover, of the ones that specified in which sites they had seen it, one third said it was in Sieciaki.pl (33%), 17% in the Centre's websites or www.keepcontrol.eu and 14% in YouTube. According to these results, the Internet dissemination Campaign carried out through the mentioned websites was very effective.

Even though the **Polish Centre did not report any specific activities targeted to teachers and / or schools, the Campaign's materials penetrated schools, with 36% of the survey's Polish respondents claiming that they saw the video at school.** This can be partially explained by the participation of teachers in the press conference organised in February with the objective of presenting the Campaign's materials to the media, a group of teachers, and members of the Youth Panel. However, in order to reach a full explanation, it would be necessary to further explore the participation of Polish schools and teachers in the video clip dissemination.

- **Limited information available on dissemination in the UK to explain levels of awareness:** Just over half of those responding to the English version of the survey who had seen the video claimed it was at school (55%), followed by a 44% that mentioned the Internet.
- **Evidence from the German version of the survey would indicate TV channels were well chosen for dissemination purposes:** More than half of the respondents to the German version that had seen the clip, stated that they viewed it on TV (53%), followed by a 35% that said it was in the Internet. According to what the Awareness Centre reported, the dissemination Campaign in Germany was focused mainly on TV and the Internet³⁵, indicating that even though they were not able to reach a large segment of the target group, they were successful in the channels they chose to focus on.

The table overleaf provides a summary of the dissemination activities by country that participated in the online / omnibus surveys.

Although the **focus group** methodology does not allow for a quantitative assessment of levels of Campaign awareness it is still interesting to note the following:

- **Four out of 14 participants in Finland (mostly aged 15 to 17) had seen the video clip before, mainly on TV:** According to the information reported by the Awareness Centres in these countries, in Finland, the dissemination Campaign occurred mainly in the Internet (i.e. by publishing the video clip on YouTube and

³⁵ The dissemination Campaign in Germany involved nine TV channels and a total of 459 broadcasts from February to June. In the Internet, with 16 participating websites and social networking sites, apart from the Awareness Centre's landing page, there were a total of 38,446 viewings of the clip. This put Germany among the ten countries which obtained the highest number of Internet viewings of the video clip (these were: Spain, Italy, France, Lithuania, Ireland, United Kingdom, Germany, Austria, Poland and Latvia). According to the online survey, YouTube was the most frequent place where Germans viewed the clip, followed by SchuelerVZ (a website targeted at young people) and the Awareness Centre's website.

Habbo) and through a viral campaign (i.e. by sending the link to the spot to Internet Safety Experts who visit schools). Moreover, the video clip was broadcasted 26 times in February on two channels of YLE's (a national broadcasting company). After February, there were no more broadcasts of the video clip on TV. According to the focus groups results, TV dissemination was more effective than the Internet one; however we should note that this can not be considered definite given that the group is not representative of the total number of children that saw the video clip in Finland.

- **Eight out of 18 had seen it in Ireland (across both age groups), mainly on TV:** The Awareness Centre in Ireland reported 54,500 viewings of the spot in the Internet and 986 broadcasts on TV, putting this country in the fifth and ninth place (respectively) among all countries in terms of total numbers of viewings and TV broadcasts obtained. Most of the viewings came from YouTube and the Centre's landing page (www.watchyourspace.com.ie), which was redeveloped to promote the Block Bullying Online Campaign. According to the focus groups results - which can not be considered conclusive-, the TV dissemination of the clip was more effective than the Internet one.
- **Three out of 16 had seen it before in Slovenia (all aged 12 to 14), mainly on TV:** In Slovenia, the dissemination of the video clip on TV was quite intensive, putting this country in the fourth place among all countries in terms of the total number of broadcasts obtained (1,416) from February to June.

Overall, this limited evidence from the focus groups would indicatively suggest that **TV dissemination was most effective at established a high degree of Campaign reach.**

Indicator 1: The target group demonstrates awareness of the Campaign's material (online and TV video)

Overall, it is considered that **the dissemination success of the Campaign was good, with variable levels of Campaign awareness across the different countries** ranging from 18% in Spain to 33% in France (according to the omnibus panel survey). According to the online survey, this was 24% in Germany and 84% in Italy.

On the whole, it would appear that **TV slots and Internet based promotion were the most successful** in creating an awareness around the Campaign and that it varied by country as to what the most appropriate method was i.e. online promotion worked very well in Italy whereas TV slots worked better in France and Poland.

Table 4: Understanding the relationship between primary activities and levels of awareness in the countries assessed

Country	No of methods used to disseminate	Number of TV channels	Number of TV broadcasts	Receivership numbers	Receiver numbers by broadcast	Number of websites / social networking sites	Internet viewings	Awareness	Source
France	3 (TV/Internet/Viral campaign)	39	1,234 (av. 32 per station)	63,558,263 (20 TV channels)	51,506	21	84,838	33%	Omnibus (n=1,013)
Germany³⁶	2 (TV/Internet)	9	459 (av. 51 per station)	N/A	-	16	38,446	22% 24%	Omnibus (n=301) Online ³⁷ (n=999)
Italy	3 (TV/Internet/Viral campaign)	13	72 (av. 6 per station)	N/A	-	53	261,485	84%	Online (n=366)
Poland	4 (TV/Internet/ Material presentation/Viral campaign)	13	2,635 (av. 203 per station)	N/A	-	27	24,335	50%	Online (n=598)
UK and Ireland³⁸	5 (TV/Internet/Material presentation/Viral campaign/Print)	6	986 (av. 164 per station)	N/A	-	4	95,557	42%	Online (n=212)
Spain	5 (TV/Internet/Viral campaign/Print)	19	1,201 (av. 63 per station)	14,949,400 (18 TV channels)	12,447	58	679,373	18%	Omnibus (n=202)

Source: Media monitoring information analysis & omnibus and online survey results analysis

³⁶ Includes a small number of responses from Luxembourg and Austria where it was also promoted.

³⁸ These have been added together as they both promoted the English version of the survey.

4.3 Changes in Cyber Bullying awareness

As the primary aim of the Campaign is to raise awareness and understanding of the cyber bullying issue and how to deal with any cyber bullying offence it is important to first **establish the status quo** or what the target group knows at the outset i.e. did they know what cyber bullying is and what could they do about it before watching the video clip?

- In the **focus groups**, before showing the video clip, participants were asked to mention some advantages and disadvantages of using the Internet in order to assess their attitude towards technology and their prior awareness of the existent dangers. The **majority of participants from Finland, Ireland and Slovenia spontaneously recognised the abuse from friends and / or contacts as a danger.**

Particularly in relation to this issue, most participants were aware of the idea of cyber bullying and defined it as:

- An aggressive behaviour in chat rooms or messenger services
- Posting embarrassing images and videos without consent
- Abusive comments on profiles

Participants were often more concerned about abuses coming from people they already knew rather than strangers. Moreover, they claimed to be aware about the ways in which they could block strangers online; but they were less sure about how to handle situations where they personally knew the bully. On the other hand, off-line interaction was considered more dangerous than on-line interaction.

"If someone is saying something bad to you online, you just ignore it... in person I might take more offence to it"
(Ireland, aged 15-17)

Even though views were mixed, **most of the participants had not personally experienced cyber bullying.** Some of them cited second-hand experience of images being posted without consent and / or passwords being stolen and profiles changed.

- **The majority of respondents to online surveys claimed they had heard or read about cyber bullying before watching the clip:** This opinion was predominant particularly among English speaking respondents, with 81% of respondents that said they had heard or read about cyber bullying either "to a great extent" or to "some extent". In the case of the Polish and German respondents, circa 70% stated the same. For Italians, this was around three-fifths (58%).

A secondary aim of the Campaign was to raise awareness of the ways to report a cyber bullying incident and in particular the Campaign materials seek to highlight the online reporting facility on most social networking sites and also the INSAFE help-lines facility which exists. The bullet points below provide an overview of the findings relating to the **levels of awareness of reporting mechanisms** for cyber bullying incidents the target group had before watching the clip:

- **English survey respondents were the most aware of reporting provisions for cyber bullying incidents prior to seeing the video:** When asked to what extent they agreed or disagreed that before watching the video clip they were not aware they could report cyber bullying, circa two thirds of respondents to the English survey either "disagreed" or "strongly disagreed" with this idea (65%). Amongst the German, Polish and Italian online respondents, and Spanish and French omnibus respondents, the level of disagreement was lower, representing circa five out of ten German, four out of ten Polish and three out of ten Italian, Spanish and French.

- **The vast majority of respondents had never reported a cyber bullying incident before watching the clip:** Almost three quarters of respondents to the Italian and English versions asserted they had never reported a cyber bullying incident (74% and 73% respectively), followed by three-fifths of respondents to the Polish and German surveys. Particularly in the Italian and Polish case, it is possible to say that they might have never reported an incident because even though they had heard or read about cyber bullying, they were not aware they could report it. This idea is in line with the fact that circa half of the Italian and Polish respondents (51% and 41% respectively) stated that before watching the clip they were not aware they could report cyber bullying. Nevertheless, as revealed in the focus groups, it might also be the case that they had never reported an incident because they had never been confronted with it. Given there is no evidence in the online survey to base this last finding it is not possible to reach a full explanation about it.

An additional issue to consider is the **level of recall of the INSAFE organisations** mentioned in the clip. Once the target group saw the clip (particularly in the online survey) respondents were asked “Had you ever heard or read about the organisations mentioned in the last image of the video clip?” Even though a large proportion of respondents in the UK, Poland, Germany and Italy had heard or read about cyber bullying before watching the clip, a **high proportion of respondents in these countries had never heard or read about the INSAFE organisations mentioned in the clip.**

- **Poland appears as an exception to what was stated before, with half of respondents having heard or read about the INSAFE organisations mentioned in the clip (52%):** Two possible explanations for this could be that: 1) The Polish version of the clip offered more information on the INSAFE organisations than the rest of the clips, calling more the attention of the clip’s viewers and favouring recall. From all the video clips analysed in the surveys, the Polish was amongst the few ones which included a help-line (Helpline.org.pl) with its telephone number (0-800) and website address. The Polish version was also the only clip that included the question “Looking for help?” which indicated that the Awareness Centres might be a place where children could find help if confronted with a cyber bullying incident³⁹. 2) The Polish Awareness Centre carried out an intense Internet and viral email campaign which was quite effective and resulted in a 34% of online survey respondents that said they had seen the video clip before on the Internet. This might have also favoured recall of the INSAFE Awareness Centre given that the online survey was promoted by it too.

³⁹ The rest of the clips mostly showed the logos and websites of the INSAFE Awareness Centres. In the Italian case, the organisations mentioned on the last image of the video clip were sicurinrete.it, Stop-it, and Easy4. The first one had the link to the website displayed in the image and the last two had their logos placed on it. In the Belgian version (in French), the website clicksafe.be was published together with its logo. In the German video, the organisation mentioned was klicksafe.de, with its logo and website placed on the image. The Austrian version mentioned the website saferinternet.at/cybermobbing. The Austrian and Luxembourg clips also displayed a help-line (both in the German and French version in the case of Luxembourg). In the UK clip, the organisation mentioned was thinkyouknow.uk. In the Irish version, the websites mentioned were watchyourspace.ie and the text-helpline (“TALK” to 50101).

Indicator 2: The target group respondents cite that they are now more aware of the issue of cyber bullying

Overall, according to these results, **the target group has some awareness of the issue of cyber bullying** and recognised it as a danger before watching the clip. The majority of respondents to the online surveys claimed they had heard or read about cyber bullying either “to a great extent” or to “some extent” before watching the spot. The focus groups also revealed that the target group generally does not consider cyber bullying a major concern and not necessarily see themselves as victims. Therefore, we would conclude that the lack of awareness of cyber bullying was not so much of an issue at the outset. However, it is important to note that having heard or read about cyber bullying does not necessarily mean they know what to do about it. As explained before, research and evidence from the focus groups carried out in this study suggests that children and young people have some awareness of the possibilities, risks and precautions to take with regard to cyber bullying. Nevertheless, they do not always take appropriate measures because they feel in control and able to handle the situation themselves (i.e. by simply avoiding online contact with bullies as far as possible).

When analysing the effect of the video clip on the **level of awareness of facilities** that exist to deal with cyber bullying incidents, **results of the surveys (omnibus and online) showed that the effect was higher amongst Italian, Polish, Spanish, French and German** respondents than for **English** respondents. Only 22% of English respondents to the online survey claimed that they were not aware of facilities to report cyber bullying before watching the video clip. This compared to 37% of respondents in Germany, 41% in Poland and 51% in Italy. Amongst the French and Spanish omnibus survey respondents the levels of awareness were even higher at 57% and 48% respectively.

Evidence suggests that **recall of the INSAFE organisations** mentioned in the video clip (help-lines and / or Awareness Centres) –which can be considered relevant places where children can find information on how to deal with cyber bullying incidents- was **relatively low** amongst the majority of the online survey respondents, and that it was more prominent for respondents to the Polish version in particular, which included a help-line at the end of the clip that has been strongly promoted by the Polish Awareness Centres in the last years.

(Please also refer to indicator 6 for the effect of the clip on the target group’s understanding of cyber bullying)

EFFECTIVENESS OF CAMPAIGN MATERIAL

5.1 Overview

This chapter draws on evidence from the omnibus survey, online survey and focus groups to gauge the level of the target group's understanding and agreement with the Campaign's message and in particular how effective the format and content used in the Campaign lead to understanding these core messages. The remainder of this section is structured as follows:

- **Content and format:** An assessment of whether the target group related well to the content and format of the clip. This would provide evidence under the third Indicator.
- **Identification of Campaign's messages:** The Campaign aimed to get a number of key messages across and during the primary research respondents were asked which messages they believed the video portrayed. Responses to these questions will provide evidence for Indicator 4.
- **Understanding and agreement with the Campaign's message:** The extent to which respondents understood the main messages and agreed with these will provide evidence for Indicator 5.
- **Understanding of the issue of cyber bullying:** The extent to which respondents understood better the cyber bullying issue and the ways to deal with it after watching the video clip will provide evidence for Indicator 6.
- **Appropriateness of targeting:** The extent to which respondents believe that the Campaign was targeted at people like them and that a TV / Internet clip is a good way to target them will provide evidence to respond to Indicator 7.

5.2 Content and format

- **Focus groups showed initial reactions to the clip to be 'mixed and muted':** The focus groups carried out in Finland, Ireland and Slovenia were useful to assess the initial and spontaneous reactions to the video clip's content and format. In general, most of the participants thought the spot was 'OK' and were positive overall, though not enthusiastic. In Finland and Slovenia older teenagers (aged 15 to 17) were more positive about it than the rest of groups. On the other hand, younger girls (aged 12 to 14) in Ireland were positive too as they felt related to the scenario depicted.
- **Mixed views existed relating to the content of the clip:** On the one hand, participants mentioned it presented a realistic and accurate representation of the dangers of using the Internet and some cited examples of friends having similar experiences. On the other hand, a few felt it was unrealistic and over-dramatised the problem. Some of them mentioned it reflected media perceptions of cyber bullying and therefore was not accurate. In addition to this, a minority thought it was not interesting and dynamic enough. However, in most cases, participants' reservations were focused more on the clip's content than in the production values.

"I think the group bullying situation is quite realistic", (Finland, aged 15-17)

- **Online survey responses showed the story was found either “very interesting” or “interesting” by seven out of ten Polish, British and Italians (72%, 71% and 68% respectively).** The Germans were more moderate in their appreciation of the story, with more than half of them that considered it to be either “very interesting” or “interesting” (53%) and just over a quarter found it “not very interesting”. Moreover, 15% claimed it was “completely uninteresting”.
- **These results were quite similar to the target group’s view about the special effects in the clip:** The most positive respondents were the British, with more than three quarters that said the special effects were either “very interesting” or “interesting” (77%). Seven out of ten Polish speaking respondents (71%) and 64% of Italians claimed the same. The majority of the Germans found the special effects less interesting than the previous three groups. While 31% of these respondents found them “interesting”, more than one quarter said they were “not very interesting” (26%) and two out of ten said they were “completely uninteresting” (20%). The French respondents considered the special effects were either “very interesting” or “interesting” in 43% of cases. However, it must be taken into account that 35% of these respondents did not answer neither the question about the story nor the one on the special effects.
- **Focus group respondents believed that the overall look of the clip was ‘appropriate’:** Particularly about the special effects, the majority liked them; nevertheless, a few were uncertain. Some of them mentioned there was a danger that the clip might be viewed as humorous. In contrast, a few thought it should be scarier to attract attention. Moreover, there was some disagreement about the 60 second clip’s length, with many stating that it was ‘about right’ and a few concerned it was too long to hold their attention.

Indicator 3: The target group relates well to the content and format of the communications materials

As the focus groups and online survey results revealed, **views and opinions about the content and format of the video clip were quite positive, although some were unconvinced about it.** All in all, we can say that while a great proportion of respondents (i.e. those responding to the English, Italian and Polish versions) were very positive about the clip’s story / content and special effects, there were some (i.e. those responding to the German version) that did not find these elements were interesting enough to catch the target group’s attention.

In addition, there is a tension between the video clip showing a realistic or compelling portrayal. While some focus group respondents felt themselves reflected in the story, others saw it was exaggerated and were unconvinced about it.

5.3 Identification of Campaign’s message

When asked what the video clip’s message was, the **online and omnibus panel survey** respondents were provided with the following options (they could choose all the options that best reflected their views):

- If you are bullied online, you need to tell someone
- If you are bullied online, you can report the incident to your social networking site
- If you are bullied online, you can contact the organisations mentioned on the last image of the video clip
- If you are bullied online, you should stop using the Internet
- Bullying online is fun

- It's more fun when you don't hurt or embarrass people online

No unique message was chosen overwhelmingly by respondents in either the online or the omnibus survey. Preferences were quite scattered among all options, with certain predominance of the first three messages. Thus, the majority of respondents found that the video clip had more than one possible message⁴⁰.

- The **“If you are bullied online, you can report the incident to your social networking site”** message penetrated more among the English speaking respondents than among Italian, Polish, German, French and Spanish. In effect, more than 60% of the English survey respondents chose this message (amongst other messages).
- This was not the case for the message **“If you are bullied online, you need to tell someone”**, which was chosen by a significant proportion of respondents both in the omnibus and online surveys. This statement represented circa 30% of total choices in the French omnibus survey and in the English online survey (32% and 30% respectively), with more than 70% of respondents in both cases that chose it. Among the Polish, Spanish, German, and Italian respondents, this message obtained the second place among all messages with circa one quarter of total choices (27%, 26%, 25% and 24% respectively).
- In the Polish, Italian and Spanish cases, the most chosen message was **“If you are bullied online, you can contact the organisations mentioned on the last image of the video clip”**, representing circa 30% of total choices (33%, 28% and 26% respectively). In the French and German omnibus survey, this statement obtained the second and third place (respectively) with 29% and 23% of all chosen messages. Moreover, in the online survey, six out of ten British respondents chose this message too (60%).
- It is important to note that the message **“It's more fun when you don't hurt or embarrass people online”** obtained a considerable number of answers, particularly among the Germans that answered the online survey. In Germany, it was the most chosen message with 28% of total responses and 60% of respondents that chose it. In the omnibus panel survey, among Germans aged 16 to 17, this message got the second place, representing a 26% of all answers⁴¹. In the Spanish omnibus survey, this message came out third, with 24% of total choices. In the Italian and Polish versions of the online survey and in the French omnibus survey, it obtained circa 20% of total choices.
- Finally, in both the omnibus and online surveys, less than 3% of total choices were for the messages **“If you are bullied online, you should stop using the Internet”** and **“Bullying online is fun”**; except in the German online survey where the last message represented 5% of all choices. In the omnibus survey, only 1% of respondents aged 16 to 17 chose this message.

Indicator 4: The target group can identify what messages the Campaign was trying to communicate

Overall, in all countries - except for Germany- **the surveyed target group understood that the message of the clip was that they could report a cyber bullying incident in some way**: either they could tell someone else about it, they could report the incident to the social networking site or they could contact an INSAFE organisation that might be able to tell them how to deal with it. In the German case, the message the target group got from the clip had more to do with their attitude towards bullying people online than with the possibility of doing something about it when they are victims of it. This is obviously still a very worthwhile outcome.

⁴⁰ In the question about what the message of the video clip was, there were a total of 4,062 responses in the online survey (for all language versions). If we consider that there were a total of 2,194 respondents, the result is that – in average- there were 2.09 messages chosen per respondent. In the omnibus survey this ascended to 2.34.

⁴¹ The first choice for this group was “If you are bullied online you need to tell one” (27%).

5. 4 Understanding and agreement with the Campaign’s message

In the **online and omnibus panel surveys**, eight out of ten Italian, English, Polish, Spanish and French respondents either “strongly agreed” or “agreed” that the video clip’s message was **clear and easy to understand**.

- **There is generally a high degree of agreement with the Campaign’s message:** Circa 90% of respondents to the Spanish and French omnibus, and the English online survey either “strongly agreed” or “agreed” (90%, 87% and 86% respectively), and circa 80% in the Italian and Polish case. In Germany, this was seven out of ten (73%) in the online survey and circa eight out of ten in the omnibus one (78%).
- **High levels of interest in the Campaign’s message with Italian respondents being most positive about it:** Around nine out of ten Italians found the message either “very interesting” or “interesting” (86%) whilst in the British and Polish case, this opinion represented circa three quarters of respondents (76% and 71% respectively). German online survey respondents were again more moderate about this issue, with 66% of them that thought the message was “very interesting” or “interesting”, 18% that said it was “not very interesting” and 10% that it was “completely uninteresting”.
- **These findings are in line with what was discussed in the focus groups in Finland, Ireland and Slovenia after participants were shown the video clip:** In these cases, the messages seen as important were: *“Don’t tolerate cyber bullying, report it”* and *“Don’t abuse people on the Internet, words can hurt”*. These main messages were clear to participants; they were familiar with the issues and had no difficulties with comprehension. However, some participants were unconvinced that the messages were compelling and many did not empathise with the victim.

Some participants were unclear about the ending of the clip: It was mentioned the video clip did not contain anything ‘new’ and that it should provide more information about what to do when abuse happens. In this sense, they particularly would like to understand ‘what happens next’ when abuse is reported (i.e. who is it reported to? what will they do? isn’t it easier simply to block the bully?). On this last issue, **some showed some concern about what would be the ‘real world’ repercussions if the bully happened to know the victim**. Moreover, some claimed there are other elements of Internet safety that were not included in the clip and that should have been included, for example, fake identities and harassment from adults.

“These are two peers and we are used to this kind of communication... what they should show is harassment [from older men]”

Slovenia, aged 15-17

The following table summarises the findings presented above about the level of understanding, agreement and interest of the video clip’s message in the online survey.

Table 5 Level of understanding, agreement and interest of the video clip's messages (Online survey)

Online survey	Messages	Understanding	Agreement	Interest
Italian (n=638 responses; n=366 respondents)	<ul style="list-style-type: none"> If you are bullied online, you can contact the organisations mentioned on the last image of the video clip (33% of responses) If you are bullied online, you need to tell someone (24%) It's more fun when you don't hurt or embarrass people online (20%) 	<ul style="list-style-type: none"> 82% of respondents either "strongly agreed" or "agreed" that the message was clear and easy to understand 	<ul style="list-style-type: none"> 52% "strongly agreed" with the clip's message 30% "agreed". 	<ul style="list-style-type: none"> 59% found the message "very interesting" 27% found it "interesting"
English (n=495 responses; n=212 respondents)	<ul style="list-style-type: none"> If you are bullied online, you need to tell someone (30% of responses) If you are bullied online, you can report the incident to your social networking site (26%) If you are bullied online, you can contact the organisations mentioned on the last image of the video clip (26%) 	<ul style="list-style-type: none"> 84% of respondents either "strongly agreed" or "agreed" that the message was clear and easy to understand 	<ul style="list-style-type: none"> 87% either "strongly agreed" or "agreed" with the clip's message 	<ul style="list-style-type: none"> 76% found the message either "very interesting" or "interesting"
Polish (n=1184 responses; n=598 respondents)	<ul style="list-style-type: none"> If you are bullied online, you can contact the organisations mentioned on the last image of the video clip (28% of responses) If you are bullied online, you need to tell someone (27%) If you are bullied online, you can report the incident to your social networking site (22%) 	<ul style="list-style-type: none"> 50% of respondents "strongly agreed" that the message was clear and easy to understand 34% "agreed" 	<ul style="list-style-type: none"> 79% either "strongly agreed" or "agreed" with the clip's message 	<ul style="list-style-type: none"> 71% found the message either "very interesting" or "interesting" 15% found it "not very interesting"
German (n=2136 responses; n= respondents)	<ul style="list-style-type: none"> It's more fun when you don't hurt or embarrass people online (28% of responses) If you are bullied online, you need to tell someone (25%) If you are bullied online, you can contact the organisations mentioned on the last image of the video clip (21%) 	<ul style="list-style-type: none"> 69% of respondents either "strongly agreed" or "agreed" that the message was clear and easy to understand 18% "neither agree nor disagree" 	<ul style="list-style-type: none"> 73% either "strongly agreed" or "agreed" with the clip's message 15% "neither agreed" nor disagreed" 	<ul style="list-style-type: none"> 66% found the message either "very interesting" or "interesting" 18% found it "not very interesting"

Source: TEP Online survey analysis

Indicator 5: The target group understands and agrees with the Campaign's messages

Overall, the general message of 'you can report cyber bullying' was clearly understood and resulted interesting to most of the focus groups and surveys participants. Moreover, they agreed with it and the production of values was not questioned at all in any of the participating countries. It was also clear to most of them that there are different places and people where abuses can be reported. However, as the focus groups revealed, there are some children that felt they had their own ways of dealing with it that they think are simpler than reporting it (i.e. blocking the bully or avoiding having contact at all with the bully). On the other hand, in some cases, the message was perceived as incomplete. Mainly in the focus groups, **there was a demand for knowing more about what happens next after reporting a cyber bullying incident.**

5.5 Understanding cyber bullying

A key indicator of the success of the clip is the increase in the target groups' understanding of what cyber bullying is and how to deal with it.

- **Except in the German case, the majority of the respondents surveyed either "strongly agreed" or "agreed" that the clip had improved their knowledge on cyber bullying:** The level of agreement was higher in the Polish case, with just under four-fifths agreeing (77%). In the Spanish case, this opinion represented 60% of respondents. Amongst respondents from the Italian and English versions it was more than half (53% and 54% respectively). It should also be noted that in the Spanish case, the proportion of respondents that "neither agreed nor disagreed" was considerable too (30%), which would be indicating that the effect of the video clip's content on the respondents' knowledge about cyber bullying was more moderate in this case than in the rest.
- **The levels of understanding of cyber bullying were already high prior to viewing the clip for German respondents:** Amongst the German online survey respondents, the most frequent answer was that they "neither agreed nor disagreed" with the idea that after watching the clip they had a better understanding of cyber bullying (28%), followed by those who either "disagreed" (19%) or "strongly disagreed" (18%). This view is in accordance with the fact that the majority of the German speaking respondents (69%) also claimed they had heard or read about cyber bullying before watching the video clip either "to a great extent" or "to some extent". Moreover, almost half of them (48%) claimed they were aware they could report cyber bullying, even before watching the clip. This means that the reason for which the Germans were the most sceptical about the effects of the video clip on their understanding about the issue of cyber bullying might be related to their previous level of awareness and understanding on the issue and on the ways to fight it⁴².
- **Polish and Italian survey respondents primarily learnt about reporting incidents of cyber bullying after watching the clip:** Even though a considerable proportion of these respondents said they had heard or read about cyber bullying before watching the video clip (68% and 58% respectively), 41% and 51% respectively also claimed that before watching the clip, they were not aware that they could report cyber bullying. This situation can explain why the Polish and Italian respondents were more positive about the effects of the video clip on their understanding about the issue of cyber bullying.

⁴² It is important to note that amongst the Germans aged 16 to 17 that participated in the omnibus survey, seven out of ten either "strongly agreed" or "agreed" that after watching the clip they had a better understanding of what cyber bullying was. On the other hand, the majority of these respondents also agreed that before watching the video clip they were not aware they could report cyber bullying, meaning that the video clip's message might have penetrated more among elder than younger Germans.

- Finally, **even though the respondents to the English version of the survey were mostly aware of the issue of cyber bullying and the fact that they could report it, they were considerably positive about the effects of the video clip.** However, it should also be noted that in this case, 31% of the respondents said they ‘neither agreed nor disagreed’ that after watching the video clip they had a better understanding of what cyber bullying was, meaning that even though the video clip was welcomed, it might not have added any specific value to them.

Indicator 6: The target group has a better understanding of the issue of cyber bullying

Even though at the outset many respondents believed that they had an understanding of cyber bullying, **high percentages considered that the clip provided them with a better understanding** and particular reference was made to the increased understanding of the ability to report incidents of cyber bullying.

5.6 Appropriateness of targeting

Most of the **focus groups** participants in Finland, Ireland and Slovenia presumed the video clip was targeted at young people like them: However, they were **not always sure whether victims or bullies were the main target.**

“You can’t tell if it is meant more for those who bully or for those who are bullied”

Slovenia, aged 12-14

In addition, some thought the clip should be targeted more widely, i.e. at parents and teachers who were perceived as not being aware of cyber bullying (particularly in Ireland) or at all users of the Internet (mentioned particularly in the group aged 15 to 17 in Slovenia).

Moderate agreement that the video clip reflected a situation that is common amongst people their age was in both the omnibus and online surveys.

- **Germans were the most moderate**, with 49% that either “strongly agreed” or “agreed”, 26% that either “disagreed” or “strongly disagreed” and 23% that “neither agreed nor disagreed”. The Germans aged 16 to 17 that participated in the omnibus survey, were quite moderate too⁴³.
- **British, Italians, Spanish and French agreed on a greater extent than Germans**, with circa 65%, 60%, 53% and 51% of respondents (respectively) that either “strongly agreed” or “agreed”. However, the proportion of children that said they “neither agreed nor disagreed” was also high, particularly in France and Spain (34% and 33% respectively). In the UK and Italy, this was 26% and 25% respectively.
- **The Polish speaking respondents were the most positive:** Seven out of ten claimed they either “strongly agreed” or “agreed” that the video reflected a situation that is common amongst people their age. Nevertheless, the proportion of respondents that “neither agreed nor disagreed” was significant too (21%).

⁴³ Even though more than half agreed the clip reflected a situation that is common amongst people their age (53%), circa 40% “neither agreed nor disagreed” (36%).

The level of agreement regarding the idea of using an Internet or TV video clip as a tool for sharing the message was considerably high:

- In the **French** and **Spanish** case, circa 90% of the omnibus survey respondents claimed they either “strongly agreed” or “agreed” that an Internet or TV video clip was a good tool for sharing the messages (92% and 89%). Amongst the **British, Italians, Polish** and **Germans aged 16 to 17**, this was eight out of ten (in average). The German online survey respondents were more moderate about it, with circa two thirds that said the same and 19% that either “disagreed” or “strongly agreed”.

Indicator 7: The target group believes that the Campaign is targeted at people like them and believes that a TV / Internet clip is a good way to target them

According to these results, even though it was clear to most of the focus groups and surveys participants that the video clip was targeted at young people like them, **the extent to which they saw themselves reflected in the story was uncertain**. Overall, in all the participating countries, either through the focus groups or survey, the target group had its reservations about it.

Agreement was high that **using TV or internet clips as a tool for sharing the message was a good idea**.

RESULTANT IMPACT ON TARGET GROUP'S ATTITUDES

6.1 Overview

This chapter analyses the impact of the Block Bullying Online video clip on the target group's attitudes. The impact is linked to their prior awareness of the issue of cyber bullying and abuse reporting and their willingness to start reporting incidents, changing their behaviour online and spreading the message following seeing the clip. The chapter is structured under the following key headings:

- **Sharing the video clip and message with other people:** Which would provide evidence under Indicator 8: The target group has passed the Campaign's material onto their friends and family.
- **Reporting a cyber bullying incident after watching the video clip:** Which would provide evidence under the ninth Indicator: The target group is more likely to report any incidents of cyber bullying.
- **Attitude towards changing their behaviour online:** Which would provide evidence under the tenth Indicator: The target group is discouraged from being a perpetrator of cyber bullying.

6.2 Sharing the video clip and message with others

In reviewing the target group's **attitude towards sharing the video clip and message with other people** (i.e. friends, parents, etc.), the online, omnibus surveys and focus groups revealed the following:

- **All online survey respondents had a less positive attitude towards telling others about the video clip than changing their behaviour online or reporting abuses:** In average, while circa 80% said they either "strongly agreed" or "agreed" they would try not to embarrass people in any way when they are online (79%) and 70% agreed to the same extent towards starting to report cyber bullying incidents, just half of respondents "strongly agreed" or "agreed" they would tell others about the video clip (53%).

The reasons for this more negative attitude towards telling other people about the clip than towards other behaviours can be found in the focus groups discussions. **Most of the participants said they did not think they would pass the video on, at least 'not that sort of video'**. They felt it was not entertaining / engaging enough and that cyber bullying was not a major issue for them or their friends. Moreover, a few focus groups participants said they would send it to friends, but only if they knew they were facing problems with the specific type of cyber bullying incident presented in the clip (group bullying).

- **Respondents to the German survey were the least likely to tell others about the video clip:** After seeing the clip, only one quarter of the online survey respondents either "strongly agreed" or "agreed" that they would tell others about it⁴⁴. The majority of these respondents either "disagreed" or said they "neither agreed nor disagreed". The Polish were the most positive about it, with seven out of ten that "strongly

⁴⁴ Amongst Germans aged 16 to 17 in the omnibus survey, this percentage was 78%.

agreed” or “agreed” that they would tell others about the video clip (70%). For English and Italians this was 62% and 55% (respectively).

- **The Spanish and French were the most likely to share the video clip and message with other people:** More than 80% of the Spanish omnibus survey respondents and more than 70% of the French stated they were either “very likely” or “likely” to tell others about the video clip (85% and 72% respectively) after they watched it. In the Spanish case, this was the group with the greatest number of respondents that said they had seen the video clip before because somebody had emailed it to them (17%). In addition, both the Spanish and French omnibus respondents had a considerable number of respondents that had seen the video clip before participating in the survey that claimed they had sent the video to someone else (24% and 23% respectively), indicating that the Spanish and French not only had a positive attitude towards sharing the message but had made it happen already through emailing the video clip to other people.

Even though all online and omnibus survey respondents were less positive about the issue of telling others about the clip than about reporting incidents or trying not to hurt anybody when they are online, a great proportion of them thought it was **important and useful to share the video clip with people their age**.

- **The Spanish, German and French were the most positive about it:** More than 80% of the omnibus survey respondents either “strongly agreed” or “agreed” (87%, 82% and 81%). Respondents to the Polish, English and Italian versions of the online survey were very positive too given that three quarters (in average) of respondents claimed the same. Half of respondents to the German online survey agreed too; however, 27% either “disagreed” or “strongly disagreed” and 23% “neither agreed nor disagreed”.

Indicator 8: The target group has passed the Campaign’s material onto their friends and family.

Overall, it is considered that **even though the target group consider it important and useful to share the video clip with people their age, they are not very likely to spread the video clip and message themselves**. According to the focus groups results, the content and format of the video clip are key to change this behaviour. The video clip has to be entertaining apart from offering children new information.

It would appear that Spanish and French respondents were more likely to pass on the Campaign’s material given that they had a positive attitude towards sharing the message and were also more prone to sharing material via email.

6.3 Reporting a cyber bullying incident

In reviewing the target group’s **attitude towards reporting cyber bullying incidents after watching the video clip**, the online and omnibus surveys revealed the following:

Before watching the clip

- **The majority of the online survey respondents were not likely to report a cyber bullying incident before watching the video clip:** Circa three quarters of the Italian and English speaking respondents said so (74% and 73% respectively), followed by 64% of the Polish stated they had never reported a cyber bullying incident. Even though the majority of the Germans also said they had never done so either, 14% of them said they had and that they had reported it online. This was the largest proportion of respondents that said so comparing all language versions of the survey, meaning that prior to watching the video clip the Germans were the most likely to report a cyber bullying incident. The rest of the respondents were not very likely, particularly the Polish and Italians, who had also stated that before watching the clip, they did not know they could report cyber bullying incidents.

After watching the clip

- **The majority of the online and omnibus panel survey respondents claimed they would start reporting such cyber bullying situations:** The French, Italian, British and Polish respondents had the most positive attitude towards reporting these events and encouraging others to do it too. In the case of the Polish, circa 80% either “strongly agreed” or “agreed” that they would start reporting cyber bullying situations and encourage their friends to do so (78%). For the British respondents, this proportion was three quarters, and seven out of ten for the Italian (75% and 70% respectively). These percentages are quite significant in these three cases, given that the same (or greater) percentage of respondents that had said they had never reported an incident before, were now willing to do so and encourage others to do it too.

In the French case, 85% of the omnibus survey respondents said they were either “very likely” or “likely” to report cyber bullying incidents themselves. Moreover, circa nine out of ten stated they were also either “very likely” or “likely” to encourage their friends to do it too.

- **The majority of omnibus and online survey respondents were quite positive towards contacting the INSAFE organisations indicated on the last image of the video clip.** The Polish and British respondents were the most positive, given that seven out of ten either “strongly agreed” or “agreed” they would do so (72% and 69% respectively). In the case of Italians and French, this was six out of ten (64% and 62% respectively).
- **Respondents to the Polish, Italian and English surveys were the most receptive groups towards the role of these organisations as supporters in the fight against cyber bullying:** For these three groups, one of the most significant messages of the clip was that “If you are bullied online, you can contact the organisations mentioned on the last image of the video clip”. The fact that they were considerably positive about both starting to report cyber bullying incidents and contacting these organisations in the event of such situations, might be indicating that the INSAFE organisations (help-lines and / or Awareness Centres) are being considered important points of contact to deal with abuses in Poland⁴⁵, Italy and the UK and Ireland.
- **Respondents to the German survey are more likely to try to change their behaviour when they are online than reporting cyber bullying incidents:** On the one hand, the Germans had a quite moderate attitude towards both reporting cyber bullying incidents and contacting the INSAFE organisations. Just over half either “strongly agreed” or “agreed” that they would start reporting abuses and encourage their friends to do so (52%); however 23% “neither agreed nor disagreed” and another 23% either “disagreed” or “strongly disagreed”. When it comes to contacting the organisations, the majority of German respondents either “disagreed” or “strongly agreed” they would contact them (41%) or “neither agreed nor disagreed” with the idea (25%).

The German situation can be explained by the fact that they were also the group with the greatest number of respondents that said that before watching the clip they had reported cyber bullying incidents online (14%). This means that the change in attitude would not be as significant as in the other groups. Moreover, it should be noted that Germans also understood that one of the main messages of the video was that “It’s

⁴⁵ In the case of Poland, it is worth noting that from January to December 2008, the Polish Awareness Centre implemented a campaign called “STOP cyber bullying” and promoted it across the country through media and schools. The campaign showed an incident related to the misuse of mobile phones. The Polish helpline (Helpline.org.pl) was widely promoted during the campaign; which might help to explain why Polish respondents were more receptive towards the role of the INSAFE organisations as supporters in the fight against cyber bullying than respondents from other countries.

more fun when you don't hurt or embarrass people online", thus the impact of the video clip's content would have more to do with trying not to bully anybody online than with reporting abuses.

- **The Germans aged 16 to 17 that participated in the omnibus survey were more positive overall in their change of attitude than the German online survey respondents:** Eight out of ten claimed that after watching the video clip they were either "very likely" or "likely" to report cyber bullying incidents themselves and to encourage their friends to do so (83% and 84% respectively). A lower proportion, three quarters, said the same about contacting the organisations indicated on the last image of the clip. Despite being very positive about these issues, amongst this group we see too a even more positive attitude towards changing their behaviour online, with nine out of ten respondents that stated they were either "very likely" or "likely" to try not to hurt or embarrass people in any way when they are online (91%).
- **The Spanish are more likely to encourage others to report cyber bullying incidents than reporting it themselves or contacting the INSAFE Awareness Centre:** Six out of ten Spanish omnibus survey respondents claimed they were either "very likely" or "likely" to report cyber bullying incidents themselves (60%); however, a 30% also said they were either "not very likely" or "not at all likely". The fact that before watching the clip circa half of respondents said they were not aware they could report cyber bullying (48%) and that their views were mixed regarding the possibility of starting to report cyber bullying incidents now that they had seen the clip, showed that the change in attitude was not as significant as in Italy or Poland for example. Nevertheless, it should be added that 80% of the Spanish also said they were either "very likely" or "likely" to encourage their friends to report cyber bullying incidents. If we consider the focus groups results, this situation might be explained by the fact that some children do not see themselves as victims of cyber bullying; however, they are aware it is an issue that affects people their age. Thus, they would be prepared to encourage them to report the incidents.

Indicator 9: The target group is more likely to report any incidents of cyber bullying.

Overall, it is considered that **the majority of the target group is now more likely to report any cyber bullying incidents than they were before watching the clip.** So in general, the attitude towards reporting abuses is positive; however the extent to which they would do so and the ways in which they would do it varied across countries. Thus, reporting a cyber bullying incident does not necessarily mean reporting it to a social networking site (just as it happened in the video clip).

The English respondents are more inclined to "tell someone" or contacting the organisations mentioned in the clip. The Italian and Polish would agree on this last point too. The Spanish would encourage others to take measures but would not be very inclined to take action themselves, probably because they do not see themselves as victims. Finally, the German respondents would be more worried about not being bullies than victims.

6.4 Attitudes towards changing online behaviour

All the groups that were surveyed were more positive in relation to changing their behaviour when they are online than changing their attitude towards reporting or not cyber bullying incidents. This is in accordance with what was discussed in the focus groups:

- **Children felt they were comfortable using the Internet and dealing with risks online and did not feel a video like the one showed to them was likely to change their behaviour:** However, they also felt the clip was more likely to influence the behaviour of bullies than victims.

About this point, the surveys' results showed the following:

- **The majority of respondents agreed with the idea of trying not to hurt or embarrass others in any way while they are online:** The most positive were the French and the Spanish omnibus respondents who claimed they were either “very likely” or “likely” to try not to hurt or embarrass people in any way when they are online in 95% and 93% of cases. The English respondents were as positive as the French and the Spanish, with 91% that either “strongly agreed” or “agreed” with that idea, followed by the Polish that said so in 85% of cases. The Italians agreed in more than three quarters of cases (77%). Six out of ten Germans agreed to the same extent and were more positive about this idea than about starting to report abuses and encourage others to do it too. In the omnibus panel survey, Germans aged 16 to 17 were more emphatic about it with nine out of ten that claimed they were either “very likely” or “likely” to try not to hurt or embarrass people in any way when they are online.

Indicator 10: The target group is discouraged from being a perpetrator of cyber bullying.

Overall, it is considered that **there is a very positive attitude towards not being a perpetrator of cyber bullying.** When asked about the actions the target group was going to take after watching the video clip, “trying not to hurt or embarrass people in any way when they are online” showed the highest levels of agreement in all countries. In this sense, the video clip had a strong message for them regarding this issue.

MAIN FINDINGS AND LESSONS FOR THE FUTURE

7.1 Overview

This final chapter draws together the key findings from the preceding chapters and aims to provide the following:

- Firstly, some overarching conclusions as to the success of the Campaign in meeting its three core objectives; and secondly
- To highlight any lessons learnt which could assist with the successful delivery of similar initiatives in the future.

7.2 Conclusions and lessons for the future

This EU wide campaign strived to deliver a core set of messages to a target group between the ages of 12 and 17 in 25 countries. At the outset it could be said that the challenge was great, trying to find one issue that would effectively interest and have a useful impact on the wide array of age groups and levels of engagement with information society. The plan to do all this without a budget for dissemination was indeed a tall order. Some key delivery risks were identified by DG INFOS at the outset and they put **plans in place to mitigate against these risks** over the course of the Campaign:

Key risks to successful Campaign delivery and mitigating actions

Necessary Campaign characteristic	Risk	Mitigating action taken
Heavy reliance on INSAFE Awareness Centres to disseminate the Campaign material as there was no budget for dissemination.	Not enough constructive dissemination takes place	Training for Awareness Centres in negotiating with TV stations etc and ongoing monitoring of the dissemination activities and their timing
The Campaign is EU wide hoping to penetrate in a number of countries	The countries are all at different stages of engaging in an Information Society and therefore are facing different levels of challenge	Discussions with the Awareness Centres about the best way forward and the most appropriate issues to address
The Campaign will target 'young people' who are in the age group 12-17	The Campaign did not interest the target group at all ends of the age spectrum (children aged 12 to 17)	The Campaign was piloted with a group of young people from all ends of the age spectrum and feedback was taken into consideration when refining the material

Taking these risks into consideration there was always going to be some form of compromise reached on all fronts and this would inevitably have an effect on how successfully the Campaign could perform in meeting its overarching objectives. **That said, it is the evaluator's view that the management of these Campaign risks has demonstrated some best practice in this area and that this approach should be taken forward in a more formalised way in delivering any future campaigns.**

Key lesson 1

All future Campaign management should include the development and completion of a risk registrar in the development phase which identifies the key objectives of the Campaign, indicators to measure the success, the key delivery risks in meeting those objectives / indicators, what can be done to mitigate against the risk and who is responsible for carrying this out and by when.

A key success from this Campaign's delivery is that **DG INFSO was able to leverage the experience and resources of national Awareness Centres to penetrate national environments to promote an EU objective and make it work from a cost effective point of view.** This was evidenced through the extensive list of TV stations, websites / social networking sites which participated via the INSAFE Centres and the levels of awareness cited by respondents through all forms of the evaluation's primary research.

Whilst it was clear that different communication mediums worked better in different countries, these insights provided useful lessons for each individual Awareness Centre going forward and should help them 'hit the ground running' when cooperating with the DG in any future Campaigns. Overall, it was evident that **Internet and TV promotion were key to successful dissemination and that resources should be focused on these mediums through any future campaigning activities across the board.**

Key lesson 2

Evidence from this evaluation should be used to help the Awareness Centres develop dissemination plans for any future activity of a similar nature. These plans should harness the information about what worked particularly well in each country with a clear focus on both Internet and TV dissemination (a list of TV stations and websites / social networking sites per country is included in Annex form to this report).

Key lesson 3

TV has been clearly identified through the evaluation evidence as the key medium for communication. Any future Campaign should build on and grow the contacts made so far. DG INFSO should discuss with the INSAFE Awareness Centres about whether it would be useful to **send the TV channels a small vignette explaining what happened in each country as a result of the free airtime or broadcasting discounts that was donated.** This may provide a useful input to the TV channels Corporate Social Responsibility profile.

In drawing together a coherent understanding of how the Campaign has performed, it is important to fully review its achievements in light of its initial objectives. This has been done in Table 6 overleaf.

Table 6: Judgement of evaluation evidence against Campaign objectives

Campaign objectives	Indicators	Comments on progress achieved against indicator	Level of achievement (High / Average / Low)	Level of achievement (Objectives) (Mostly met / Met to an extent / Not met)
To distribute the Safer Internet message as widely as possible to the target group leading to an increased awareness of the 'Block Bullying Online' message amongst the target group.	1. The target group demonstrates awareness of the Campaign's material (online and TV video)	<p>Overall, it is considered that the dissemination success of the Campaign was good, with variable levels of Campaign awareness across the different countries ranging from 18% in Spain to 33% in France (according to the omnibus panel survey). According to the online survey, this was 24% in Germany and 84% in Italy.</p> <p>On the whole, it would appear that TV slots and Internet based promotion were the most successful in creating an awareness around the Campaign and that it varied by country as to what the most appropriate method was i.e. online promotion worked very well in Italy whereas TV slots worked better in France and Poland.</p>	Average	Met to an extent
	2. The target group respondents cite that they are now more aware of the issue of cyber bullying	<p>Overall, according to the results, the target group had some awareness of the issue of cyber bullying and recognised it as a danger before watching the clip. The majority of respondents to the online surveys claimed they had heard or read about cyber bullying either "to a great extent" or to "some extent" before watching the spot. The focus groups also revealed that the target group generally does not consider cyber bullying a major concern and not necessarily see themselves as victims. Therefore, we would conclude that the lack of awareness of cyber bullying was not so much of an issue at the outset. However, it is important to note that having heard or read about cyber bullying does not necessarily mean they know what to do about it. As explained before, research and evidence from the focus groups carried out in this study suggests that children and young people have some awareness of the possibilities, risks and precautions to take with regard to cyber bullying. Nevertheless, they do not always take appropriate measures because they feel in control and able to handle the situation themselves (i.e. by simply avoiding online contact with bullies as far as possible).</p> <p>When analysing the effect of the video clip on the level of awareness of facilities that exist to deal with cyber bullying incidents, results of the surveys (omnibus and</p>	Average	



		<p>online) showed that the effect was higher amongst Italian, Polish, Spanish, French and German respondents than for the English. Only 22% of English respondents to the online survey claimed that they were not aware of facilities to report cyber bullying before watching the video clip. This compared to 37% of respondents in Germany, 41% in Poland and 51% in Italy. Amongst the French and Spanish omnibus survey respondents the levels of awareness were even higher at 57% and 48% respectively.</p> <p>Evidence suggests that recall of the INSAFE organisations mentioned in the video clip (help-lines and / or Awareness Centres) –which can be considered relevant places where children can find information on how to deal with cyber bullying incidents- was relatively low amongst the majority of the online survey respondents, and that it was more prominent for respondents to the Polish version in particular, which included a help-line at the end of the clip that has been strongly promoted by the Polish Awareness Centres in the last years.</p> <p>(Please also refer to Indicator 6 for the effect of the clip on the target group’s understanding of cyber bullying)</p>		
<p>To effectively communicate the ‘Block Bullying Online’ message using an appropriate format and content to the target group which leads to an increase in the target groups’ understanding and agreement with the message.</p>	<p>3. The target group relates well to the content and format of the communications materials</p>	<p>As the focus groups and online survey results revealed, views and opinions about the content and format of the video clip were quite positive, although some were unconvinced about it. All in all, we can say that while a great proportion of respondents (i.e. those responding to the English, Italian and Polish versions) were very positive about the clip’s story / content and special effects, there were some (i.e. those responding to the German version) that did not find these elements were interesting enough to catch the target group’s attention.</p> <p>In addition, there is a tension between the video clip showing a realistic or compelling portrayal. While some focus group respondents felt themselves reflected in the story, others saw it was exaggerated and were unconvinced about it.</p>	<p>Average</p>	<p>Mostly met</p>
	<p>4. The target group can identify what messages the Campaign was trying to communicate</p>	<p>Overall, in all countries - except for Germany- the surveyed target group understood that the message of the clip was that they could report a cyber bullying incident in some way: either they could tell someone else about it, they could report the incident to the social networking site or they could contact an INSAFE organisation that might be able to tell them how to deal with it. In the German case, the message the target group got from the clip had more to do with their attitude towards bullying people online than with the possibility of doing something about it when they are victims of it. This is obviously still a very worthwhile outcome.</p>	<p>High</p>	



	<p>5. The target group understands and agrees with the Campaign's messages</p>	<p>Overall, the general message of 'you can report cyber bullying' was clearly understood and resulted interesting to most of the focus groups and surveys participants. Moreover, they agreed with it and the production of values was not questioned at all in any of the participating countries. It was also clear to most of them that there are different places and people where abuses can be reported. However, as the focus groups revealed, there are some children that felt they had their own ways of dealing with it that they think are simpler than reporting it (i.e. blocking the bully or avoiding having contact at all with the bully). On the other hand, in some cases, the message was perceived as incomplete. Mainly in the focus groups, there was a demand for knowing more about what happens next after reporting a cyber bullying incident.</p>	<p>Average</p>	
	<p>6. The target group has a better understanding of the issue of cyber bullying</p>	<p>Even though at the outset many respondents believed that they had an understanding of cyber bullying, high percentages considered that the clip provided them with a better understanding and particular reference was made to the increased understanding of the ability to report incidents of cyber bullying.</p>	<p>High</p>	
	<p>7. The target group believes that the Campaign is targeted at people like them and believes that a TV / Internet clip is a good way to target them</p>	<p>According to these results, even though it was clear to most of the focus groups and surveys participants that the video clip was targeted at young people like them, the extent to which they saw themselves reflected in the story was uncertain. Overall, in all the participating countries, either through the focus groups or survey, the target group had its reservations about it.</p> <p>Agreement was high that using TV or internet clips as a tool for sharing the message was a good idea.</p>	<p>Average</p>	
<p>To have an impact on the attitudes of the target group in relation to cyber bullying i.e. make them more likely to report any such incident and to know how to do this,</p>	<p>8. The target group has passed the Campaign's material onto their friends and family</p>	<p>Overall, it is considered that even though the target group consider it important and useful to share the video clip with people their age, they are not very likely to spread the video clip and message themselves. According to the focus groups results, the content and format of the video clip are key to change this behaviour. The video clip has to be entertaining apart from offering children new information.</p> <p>It would appear that Spanish and French respondents were more likely to pass on the Campaign's material given that they had a positive attitude towards sharing the message and were also more prone to sharing material via email.</p>	<p>Average</p>	<p>Met to an extent</p>

furthermore for them to be discouraged from being a perpetrator of cyber bullying.	9. The target group is more likely to report any incidents of cyber bullying	Overall, it is considered that the majority of the target group is now more likely to report any cyber bullying incidents than they were before watching the clip . So in general, the attitude towards reporting abuses is positive; however the extent to which they would do so and the ways in which they would do it varied across countries. Thus, reporting a cyber bullying incident does not necessarily mean reporting it to a social networking site (just as it happened in the video clip). The English respondents are more inclined to “tell someone” or contacting the organisations mentioned in the clip. The Italian and Polish would agree on this last point too. The Spanish would encourage others to take measures but would not be very inclined to take action themselves, probably because they do not see themselves as victims. Finally, the German respondents would be more worried about not being bullies than victims.	Average	
	10. The target group is discouraged from being a perpetrator of cyber bullying	Overall, it is considered that there is a very positive attitude towards not being a perpetrator of cyber bullying . When asked about the actions the target group was going to take after watching the video clip, “trying not to hurt or embarrass people in any way when they are online” showed the highest levels of agreement in all countries. In this sense, the video clip had a strong message for them regarding this issue.	High	

Index:

Indicators level of achievement (High / Average / Low): The column reflects the extent to which each identified indicator was achieved. An average level of achievement was assigned to those indicators where the evidence gathered showed that the results across countries were variable and thus it was not possible to say the expected results were achieved on a high extent. For example, Indicator 1 (The target group demonstrates awareness of the Campaign’s material) was assigned an average level of achievement because even though the Campaign dissemination was good overall, the levels were variable across the different countries. On the contrary, a high level of achievement was assigned to Indicator 6 (The target group has a better understanding of the issue of cyber bullying) because the evidence gathered revealed that high percentages of respondents in all countries considered that the clip had provided them with a better understanding of cyber bullying, with particular reference to the increased understanding of the ability to report incidents of cyber bullying.

Objectives level of achievement (Mostly met / Met to an extent / Not met): With the same rationale used to evaluate indicators, the Campaign’s objectives were classified according to the extent to which the set of indicators related to each objective were met. Given that Objectives 1 and 3 had a majority of indicators with an average level of achievement, they were assessed as Met to an extent. On the other hand, Objective 2 had a greater number of indicators achieved to a high extent, thus it was assessed as Mostly met.

From the above Table it is clear that the Campaign has **mostly delivered** what it was set out in relation to the following indicators:

- **The target group can identify what messages the Campaign was trying to communicate**
- **The target group has a better understanding of the issue of cyber bullying**
- **The target group is discouraged from being a perpetrator of cyber bullying**

The Campaign also reached a **good performance** in relation to the target group's awareness of the Campaign's material, especially considering there was no budget for dissemination and that Awareness Centres had to leverage their own contacts, negotiation capacity and resources.

A **reasonable performance** was achieved in relation to the target group's level of awareness of existing facilities to deal with cyber bullying incidents (i.e. reporting the incident in a social networking site). However, given that the target group had some prior idea of the issue of cyber bullying and recognised it as a danger before watching the clip, we would conclude that the lack of awareness of cyber bullying was not so much of an issue at the outset. The majority of the respondents stated that they had heard or read about cyber bullying before watching the clip. In addition to this, focus groups revealed children thought they had their own methods to deal with it. This does not mean that the Campaign did not produce any effects on them. In fact, the majority said that after watching the clip they had a better understanding of what cyber bullying is.

The area where the Campaign was **less successful** was around providing the target group with information they were not aware of. Given that the majority of respondents stated they had heard or read about cyber bullying even before watching the clip, the Campaign could have been pitched at a slightly higher level. In effect, the clip stopped short of explaining what happened once the cyber bullying incident had been reported and this was something that the target group was particularly concerned about. Furthermore, there was another underlying criticism of the Campaign's material: the clip needed to be more entertaining for the age group and not just informative.

Key lesson 4

There is no doubt that DG INFSO will seek to run other EU wide Campaigns where the engagement of Information Society is at different levels across the EU countries. Any **Campaign material that is developed needs to have several dimensions** (without being over complicated) so that it works with the different levels of sophistication in each country.

Key lesson 5

We would suggest that for future Campaign's DG INFSO gets a **wider range of feedback from the target group in a larger number of countries at the earliest stage of the Campaign's development**. This input should feed in at the conceptual design stage (even before any material has been developed) so as to allow for flexibility in changing what has been planned without having high cost implications.



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