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Interview dates: August 18 – August 31, 2011
Interviews: 1,355 (724 age 18-24; 631 age 14-17)
Sampling margin of error for a 50% statistic with 95%
confidence is: ± 3.8 for all interviews

ASSOCIATED PRESS-MTV
DIGITAL ABUSE SURVEY AUGUST 2011
CONDUCTED BY KNOWLEDGE NETWORKS
September 2, 2011

NOTE: All results shown are weighted and are percentages unless otherwise labeled. Numbers may not add to 100 due to rounding.

TECHNOLOGY USAGE PROFILE

T1. How often, if at all, do you use the Internet on any electronic device, such as a computer, cell phone, or gaming console?

	8/18-31/11	9/11-22/09
Several times a day	77	74
Once a day	9	10
Several times a week	7	7
About once a week	1	2
About once a month	0	0
Have done it, but not often	2	2
Never	3	3
Refused	1	0

T7. During the PAST SEVEN DAYS, did you do each of the following or did you not do it?

[RANDOMIZE THE ORDER OF STATEMENTS]

	I did this in the past seven days	I DID NOT do this in the past seven days	Refused
Send text messages to or get text messages from a friend	82	16	2
Hang out with friends IN PERSON, when you're physically in the same place and not just online together	79	19	1
Talk to friends on a cellphone	78	21	1
Send messages to a friend or get messages from a friend through MySpace, Facebook or another social networking site	73	25	1
Send email to a friend or get email from a friend	53	45	2
Send instant messages to a friend or get instant messages from a friend	50	48	2
Play an online or multi-player game	41	58	1
Talk to friends on a phone that is not a cellphone	31	68	2
Upload or share videos on an Internet site	28	70	2
Send tweets to a friend or receive tweets from a friend on Twitter	15	84	1

T7. Trend

Send text messages to or get text messages from a friend

	8/18-31/11	9/11-22/09
I did this in the past seven days	82	77
I DID NOT do this in the past seven days	16	21
Refused	2	2

Hang out with friends IN PERSON, when you're physically in the same place and not just online together

	8/18-31/11	9/11-22/09
I did this in the past seven days	79	85
I DID NOT do this in the past seven days	19	13
Refused	1	2

Talk to friends on a cell phone

	8/18-31/11	9/11-22/09
I did this in the past seven days	78	78
I DID NOT do this in the past seven days	21	20
Refused	1	1

Send messages to a friend or get messages from a friend through MySpace, Facebook or another social networking site

	8/18-31/11	9/11-22/09
I did this in the past seven days	73	66
I DID NOT do this in the past seven days	25	31
Refused	1	2

Send email to a friend or get email from a friend

	8/18-31/11	9/11-22/09
I did this in the past seven days	53	67
I DID NOT do this in the past seven days	45	30
Refused	2	2

Send instant messages to a friend or get instant messages from a friend

	8/18-31/11	9/11-22/09
I did this in the past seven days	50	56
I DID NOT do this in the past seven days	48	41
Refused	2	3

Talk to friends on a phone that is not a cell phone

	8/18-31/11	9/11-22/09
I did this in the past seven days	31	40
I DID NOT do this in the past seven days	68	58
Refused	2	2

T8. Is there at least one working telephone INSIDE your home that is NOT a cell phone, or are all of your phones cell phones?

	8/18-31/11	9/11-22/09
There is a working phone inside my home that is not a cell phone	59	80
All of our phones are cell phones	40	19
Refused	1	1

PERCEPTIONS OF LIFE ON THE INTERNET

[ASK IF USE INTERNET: T1=1-6]

12. When you think about all the things that you do using the Internet, cell phones or gaming devices, how much have you thought about each of the following?

[RANDOMIZE THE ORDER OF STATEMENTS]

	Total thought about	I have thought about this a lot	I have thought about this some	Total thought about only a little/never	I have thought about this only a little	I have never thought about this	Refused
Sometimes people do or say things on the Internet or by text message that they wouldn't do or say to someone's face	75	42	33	24	16	8	1
When you write messages on a computer or cell phone, sometimes the person receiving the message might misunderstand what you really meant to say	67	32	35	32	22	11	1
When you share pictures using the Internet or a cell phone, it's hard to know where those pictures might wind up	58	28	30	41	24	17	1
When you write things on a computer or a cell phone, it is easier for your words to be passed on to other people without your knowledge	57	23	33	42	25	17	1
When you post things on a website, Facebook or MySpace page, that information could come back to hurt you later	55	24	31	44	24	20	2
[ASK IF EMPLOYED]							
When you post things on a website, Facebook or MySpace page or share them by text message, there's a risk you'll get in trouble with your boss	43	18	25	57	25	32	1
When you post things on a website, Facebook or MySpace page or share them by text message, there's a risk you'll get in trouble with your parents because of it	34	16	18	65	24	41	1
[ASK IF IN SCHOOL]							
When you post things on a website, Facebook or MySpace page or share them by text message, there's a risk you'll get in trouble with your school	32	11	21	67	27	40	1
When you post things on a website, Facebook or MySpace page or share them by text message, there's a risk you'll get in trouble with the police	29	12	18	69	21	48	1

12. Trend

Sometimes people do or say things on the Internet or by text message that they wouldn't do or say to someone's face

	8/18-31/11	9/11-22/09
Total a lot/some	75	68
I have thought about this a lot	42	35
I have thought about this some	33	33
Total a little/never	24	30
I have thought about this only a little	16	16
I have never thought about this	8	13
Refused	1	2

When you write messages on a computer or cell phone, sometimes the person receiving the message might misunderstand what you really meant to say

	8/18-31/11	9/11-22/09
Total a lot/some	67	65
I have thought about this a lot	32	31
I have thought about this some	35	34
Total a little/never	32	33
I have thought about this only a little	22	20
I have never thought about this	11	14
Refused	1	2

When you share pictures using the Internet or a cell phone, it's hard to know where those pictures might wind up

	8/18-31/11	9/11-22/09
Total a lot/some	58	54
I have thought about this a lot	28	23
I have thought about this some	30	31
Total a little/never	41	43
I have thought about this only a little	24	22
I have never thought about this	17	21
Refused	1	3

When you write things on a computer or a cell phone, it is easier for your words to be passed on to other people without your knowledge

	8/18-31/11	9/11-22/09
Total a lot/some	57	56
I have thought about this a lot	23	19
I have thought about this some	33	37
Total a little/never	42	42
I have thought about this only a little	25	23
I have never thought about this	17	19
Refused	1	2

When you post things on a website, Facebook or MySpace page, that information could come back to hurt you later

	8/18-31/11	9/11-22/09
Total a lot/some	55	50
I have thought about this a lot	24	23
I have thought about this some	31	28
Total a little/never	44	47
I have thought about this only a little	24	21
I have never thought about this	20	26
Refused	2	2

[ASK IF EMPLOYED] When you post things on a website, Facebook or MySpace page or share them by text message, there's a risk you'll get in trouble with your boss

	8/18-31/11	9/11-22/09
Total a lot/some	43	29
I have thought about this a lot	18	12
I have thought about this some	25	17
Total a little/never	57	68
I have thought about this only a little	25	22
I have never thought about this	32	46
Refused	1	3

When you post things on a website, Facebook or MySpace page or share them by text message, there's a risk you'll get in trouble with your parents because of it

	8/18-31/11	9/11-22/09
Total a lot/some	34	30
I have thought about this a lot	16	13
I have thought about this some	18	17
Total a little/never	65	67
I have thought about this only a little	24	23
I have never thought about this	41	44
Refused	1	3

When you post things on a website, Facebook or MySpace page or share them by text message, there's a risk you'll get in trouble with the police

	8/18-31/11	9/11-22/09
Total a lot/some	29	25
I have thought about this a lot	12	11
I have thought about this some	18	14
Total a little/never	69	74
I have thought about this only a little	21	21
I have never thought about this	48	53
Refused	1	2

[ASK IF IN SCHOOL]

When you post things on a website, Facebook or MySpace page or share them by text message, there's a risk you'll get in trouble with your school

	8/18-31/11	9/11-22/09
Total a lot/some	32	28
I have thought about this a lot	11	11
I have thought about this some	21	17
Total a little/never	67	70
I have thought about this only a little	27	24
I have never thought about this	40	46
Refused	1	2

INCIDENCE OF NEGATIVE EXPERIENCES ONLINE

Some questions held for later release

[ASK IF USE INTERNET: T1=1-6]

A10. When you browse Facebook, MySpace or other social networking sites, how often do you see or hear people being mean to each other?

	8/18-31/11	9/11-22/09
Total often/sometimes	55	45
Often	24	12
Sometimes	32	33
Total rarely/never	34	39
Rarely	27	29
Never	7	10
I don't use social networking sites	10	15
Refused	0	1

[RESPONDENTS RANDOMLY ASSIGNED TO SEE 4 OUT OF THE 8 PHRASES FOR ITEMS R1A-R1C]

R1a. If you saw someone using this word or phrase online or in cell phone text messages against other people, how offended would you be personally?

	Total offended	Extremely offended	Very offended	Moderately offended	Total not offended	Only a little offended	Not offended at all	Refused
Nigger	44	28	16	19	35	9	26	2
Slut	34	15	20	20	42	14	28	3
Fag	33	16	17	20	45	13	31	2
Retard	27	12	15	23	50	19	31	1
Terrorist	27	12	15	23	48	15	33	2
Border Hopper	19	9	9	24	56	16	39	2
That's so gay	14	6	9	17	67	17	50	2
Illegal	11	5	7	17	68	6	52	3

R1b. If you saw someone using this word or phrase online or in cell phone text messages against you, how offended would you be personally?

	Total offended	Extremely offended	Very offended	Moderately offended	Total not offended	Only a little offended	Not offended at all	Refused
Slut	48	31	17	12	38	11	27	2
Terrorist	43	25	18	13	42	12	30	2
Fag	39	23	16	20	39	12	27	2
Nigger	37	27	10	14	48	10	38	1
Retard	35	17	18	21	42	15	27	2
Illegal	26	11	14	13	59	13	46	3
Border Hopper	23	13	11	15	60	11	49	2
That's so gay	19	10	9	20	59	15	44	2

R1c. How often do you see people using this word or phrase online or in cell phone text messages against other people?

	Total often/ sometimes	Often	Sometimes	Total rarely/ never	Rarely	Never	Refused
That's so gay	65	33	32	33	17	16	2
Slut	55	26	29	43	25	18	2
Fag	53	24	28	46	26	20	2
Retard	53	21	32	46	29	17	1
Nigger	42	20	22	57	26	31	2
Illegal	23	6	18	75	30	45	2
Border Hopper	16	4	12	83	19	64	1
Terrorist	11	3	9	87	35	52	2

[ASK IF USE INTERNET: T1=1-6]

R2. When you browse Facebook, MySpace or other social networking sites, how often do you see or hear people using discriminatory language or images?

	8/18-31/11
Total often/sometimes	51
Often	22
Sometimes	30
Total rarely/never	37
Rarely	25
Never	12
I don't use social networking sites	11
Refused	1

R2a. Which of these statements comes closer to your own feelings:

[RANDOMIZE ORDER OF STATEMENTS]

	8/18-31/11
As long as you make clear you're "just kidding," using discriminatory language is sometimes OK	46
Using discriminatory language is never OK, even if you say "just kidding"	51
Refused	2

R2b. Which of these statements comes closer to your own feelings:
[RANDOMIZE ORDER OF STATEMENTS]

	8/18-31/11
It's OK for me and my friends to use discriminatory language around each other, I know we don't mean it	54
It's never okay to use discriminatory language, even among friends	44
Refused	2

[ASK IF USE INTERNET AND USE SOCIAL NETWORKING: T1=1-6 AND R2=1-4]

R3. When you browse Facebook, MySpace or other social networking sites, how often do you see or
hear people using language or images that are discriminatory toward each of the following
groups?

[RANDOMIZE ORDER OF ITEMS]

	Total often/ sometimes	Often	Sometimes	Total rarely/ never	Rarely	Never	Refused
Those who are overweight	54	21	33	45	23	22	1
Gay, lesbian or bisexual people	51	22	30	47	24	24	1
African Americans	45	15	30	53	26	28	2
Women	44	13	31	54	25	29	2
Immigrants	35	12	23	63	26	37	2
Those with mental disabilities	31	8	23	68	28	40	2
Latinos	31	8	23	68	30	37	1
Muslims	31	10	21	67	24	43	2
Jews	27	8	19	72	29	43	1
Asian Americans	25	5	20	74	30	44	1
Those with physical disabilities	24	5	19	75	30	45	1
Christians	23	4	18	75	28	47	2

[ASK IF ANY IN R3="OFTEN" OR "SOMETIMES"]

R4. For each group below, please indicate whether the discriminatory language or images you see directed at it is most often meant as a joke or most often meant to be hurtful.

[KEEP SAME ORDER AS IN R3]

	Meant as a joke	Meant to be hurtful	Refused
Women	75	24	0
Asian Americans	74	26	1
Jews	73	27	0
Latinos	72	28	0
Those with mental disabilities	71	29	0
Those with physical disabilities	70	30	0
African Americans	68	32	0
Immigrants	60	39	0
Christians	58	42	0
Muslims	53	47	0
Gay, lesbian or bisexual people	53	47	0
Those who are overweight	53	47	0

R6. For each of the following statements, please say whether it is a major reason, a minor reason, or not a reason why people would use discriminatory language online or in text messages.

[RANDOMIZE ORDER OF STATEMENTS]

	Major reason	Minor reason	Not a reason	Refused
They think it's "cool" to use that language	44	30	24	3
They're trying to be funny	57	23	18	3
They really hold hateful feelings about the group	29	37	32	2
They don't realize the language is offensive	30	34	34	2

R7. Do you think people are more or less likely to use discriminatory language online or in text message interactions than in face-to-face conversation?

	8/18-31/11
Total likely	71
Much more likely	45
Somewhat more likely	25
No more or less likely	18
Total less likely	10
Somewhat less likely	5
Much less likely	5
Refused	2

Some questions held for later release

A11C. If you saw someone using discriminatory language or images on Facebook, MySpace or another social networking site, how likely would you be to respond by asking them to stop?

	8/18-31/11
Total likely	51
Very likely	14
Somewhat likely	37
Total not likely	47
Not too likely	30
Not at all likely	17
Refused	2

Some questions held for later release

BACKGROUND

[ASK IF IN SCHOOL]

D1A. At any time in the past year, did you skip class or not go to school to avoid being bullied by someone, or not?

	8/18-31/11	9/11-22/09
At some point in the past year, I did skip class or not go to school to avoid being bullied by someone	4	6
This did not happen to me in the past year	96	93
Refused	1	1

[ASK IF IN SCHOOL]

D1. At any time in the past year, did you seriously consider dropping out of school, or not?

	8/18-31/11	9/11-22/09
In the past year, I seriously considered dropping out of school	6	6
This did not happen to me in the past year	93	93
Refused	1	1

[ASK IF IN SCHOOL]

D2. At any time in the past year, did you seriously consider transferring to another school, or not?

	8/18-31/11	9/11-22/09
In the past year, I seriously considered transferring to another school	11	10
This did not happen to me in the past year	89	89
Refused	0	1

D3. At any time in the past year, have you ever received any type of support or treatment from a counselor or mental health professional, or not?

	8/18-31/11	9/11-22/09
In the past year, I received some support or treatment from a counselor or mental health professional	10	9
In the past year, I did not receive any support or treatment from a counselor or mental health professional	88	89
Refused	2	2

D4. At any time during the past year have you seriously thought about ending your life, or not?

	8/18-31/11	9/11-22/09
In the past year, I have seriously thought about ending my life	10	6
This did not happen to me in the past year	87	93
Refused	3	1

D5. Thinking about the past SEVEN days, how many times did you...
[RANDOMIZE ORDER OF STATEMENTS]

Smoke a cigarette (number of cigarettes)

	8/18-31/11	9/11-22/09
0	80	83
1-5	5	3
6-10	3	2
11-20	2	2
21+	4	6
Refused	5	4

Have sex

	8/18-31/11	9/11-22/09
0	69	72
1	7	8
2	5	5
3	4	3
4	3	2
5+	7	4
Refused	5	5

Use or take illegal drugs

	8/18-31/11	9/11-22/09
0	88	91
1	2	1
2+	6	3
Refused	5	4

Download or share music or video files without paying for them

	8/18-31/11	9/11-22/09
0	78	80
1	4	5
2	4	4
3	3	3
4	1	1
5+	6	4
Refused	5	4

Pray or meditate

	8/18-31/11	9/11-22/09
0	44	44
1-3	18	17
4-6	9	9
7	15	15
8+	10	10
Refused	5	4

Steal or shoplift something

	8/18-31/11	9/11-22/09
0	93	95
1+	2	1
Refused	5	4

Drink alcohol

	8/18-31/11	9/11-22/09
0	66	73
1	11	8
2	8	7
3	6	3
4	2	1
5+	3	3
Refused	5	4

Exercise or work out

	8/18-31/11	9/11-22/09
0	27	29
1-2	21	21
3-4	22	20
5-6	13	15
7+	13	12
Refused	5	4

[ASK IF IN SCHOOL]

D6. What kind of grades do you get in school?

	8/18-31/11	9/11-22/09
Mostly A's	31	30
Mostly A's and B's	43	47
Mostly B's and C's	20	19
Mostly C's and D's	4	3
Mostly D's	0	1
Refused	3	0

[ASK IF AGE<18]

D7a. Do you participate in any of the following activities? Please mark all that apply.

	8/18-31/11	9/11-22/09
Team sports	42	44
Do volunteer work	34	33
Honor society	17	15
Orchestra or band	17	16
Have a part-time job	17	19
Go to parties regularly	15	12
Yearbook	7	5
Student government	5	6
Debate club	3	4
School newspaper	3	4
Other (SPECIFY)	16	24
None of the above	23	19
Refused	2	1

[ASK IF AGE>17]

D7b. Do you participate in any of the following activities? Please mark all that apply.

	8/18-31/11	9/11-22/09
Go to bars and/or clubs often	20	19
Do volunteer work	23	25
Go to parties regularly	14	14
Participate in political groups	6	5
Other (SPECIFY)	8	12
None of the above	55	47
Refused	2	2

D9. Do you have any friends or relatives who you know to be gay, lesbian or bisexual?

	8/18-31/11
Yes, friends	30
Yes, relatives	8
Yes, both	21
No	32
I would prefer not to answer the question	7
Refused	2

D8. Are you yourself gay, lesbian, or bisexual?

	Total
Yes	7
No	88
I would prefer not to answer this question	4
Refused	2

DEMOGRAPHICS

AGE

	Total
Under 18	36
18-24	64

GENDER

	Total
Male	50
Female	50

EDUCATION

	Total
Less than high school	46
High school	20
Some college	27
Bachelors degree or higher	6

RACE / ETHNICITY

	Total
White, Non-Hispanic	60
Black, Non-Hispanic	14
Other, Non-Hispanic	5
Hispanic	19
2+ Races, Non-Hispanic	2

CENSUS REGION

	Total
Northeast	18
Midwest	22
South	36
West	23

MARITAL STATUS

	Total
Married	8
Single (never married)	81
Divorced	0
Widowed	0
Separated	1
Living with Partner	10

METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based Panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost an Internet appliance and Internet service connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails three to four times a month inviting them to participate in research. More technical information is available at <http://www.knowledgenetworks.com/ganp/reviewer-info.html>.

ABOUT KNOWLEDGE NETWORKS

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