McAfee™

Cyberbullying Pulse Survey

Key Findings

Indian children: The highest rate of being cyberbullied, and of being the cyberbully, in the world.

- Leading all other nations, 85% of Indian children said they have been cyberbullied.

- Indian children say that they have cyberbullied someone else at rates well over twice the international average.

- 45% said they cyberbullied a stranger, compared to 17% worldwide—and 48% said they cyberbullied someone they know, versus 21% of children in other countries.

- 3 out of 4 children admitted to at least one activity that could be described as cyberbullying, compared to less than half of children elsewhere who admitted to such activities.

Indian children face the most extreme forms of cyberbullying at the highest rates.

- Across all nations surveyed, India reports the highest rate of racist cyberbullying in the world. According to parents, 42% of Indian children have been the target of racist cyberbullying, a full 14% higher than the rest of the world at 28%.

- Boys aged 10 to 14 are the most affected, with 45% of them reporting racially motivated cyberbullying. Upon reaching age 15, this figure drops to 38% and plateaus from there into adulthood.

- Children in India also report among the highest rates of cyberbullying in its other most severe forms, often at twice the rate compared to other children. This includes:

> **"Cyberbullying in India reaches alarming highs as more than 1 in 3 kids face cyber racism, sexual harassment, and threats of physical harm as early as at the age of 10—making India the #1 nation for reported cyberbullying in the world."**
>
> —Gagan Singh, Chief Product Officer, McAfee

- Trolling (antagonistic attacks) at 36% versus 19% worldwide.

- Personal attacks at 29% versus 16% worldwide.

- Sexual harassment at 30% versus 15% worldwide.

- Threat of personal harm at 28% versus 13% worldwide.

- Doxing (publishing private information without consent) at 23% versus 9% worldwide.

Indian children experience the highest rates of cyberbullying on almost every social media and messaging platform.

- Indian children reported cyberbullying up to 1.5 times more than children in other countries across fourteen surveyed platforms, ranging from Facebook and Instagram to Snapchat and WhatsApp. The one exception is TikTok, which remains banned in India.

- Indian children said that they are more likely to be cyberbullied by strangers compared to other children around the world, at 70% in India versus 45% worldwide.

- Indian children said they are more likely to be cyberbullied by someone they know at 66% compared to 57% elsewhere.

Indian parents feel the highest concerns, yet speak with children less about them.

- 9 of 10 Indian parents said they were worried that their child could be a victim or a perpetrator of cyberbullying.

- When asked how they addressed cyberbullying with their children, only 48% said they turned to conversation—well below the international average of 64%.

- Indian parents said they were far more likely to address cyberbullying by taking actions that involve resources outside of the household. This includes speaking with school officials (61%), coaches and camp counsellors (51%), and changing schools (25%), all up to twice the international rate.

- Indian parents say they are more likely to support their children with the assistance of a therapist, at 31% versus the global average of 17%—nearly twice the rate—making India the leader in this response.

Indian children hide cyberbullying from parents nearly twice as often as their peers.

- Perhaps due to the relative absence of conversation, 45% of Indian children say that they hide their cyberbullying experiences from their parents, compared to just 25% of children globally.

Survey methodology

- In July 2022 McAfee, LLC conducted a survey to more deeply understand the experiences connected families have had with cyberbullying—as individuals and as a family. This entailed a global survey of parents and children, with children answering alongside their parents.

- Parents and their children of ages 10 to 18 were surveyed together, with parents answering first and then bringing their children in to consent and answer.

- These findings represent connected families not collections of individuals.

- The research was conducted between June 15–July 5, 2022 by MSI-ACI via an online questionnaire to 11,687 parents and their children from 10 countries.

- India children reported that they are more likely to address cyberbullying themselves. Nearly 3 out of 5 (58%) children said that they have deleted a social media account to avoid cyberbullying, versus the 33% global average—and 87% said they talk to their friends about cyberbullying, which is 25 points above the international figure of 62%.

For the full global study, providing insights across all ten nations surveyed, download your copy of "Cyberbullying in Plain Sight" here:

REPORT — McAfee

Cyberbullying in Plain Sight
A McAfee Connected Family Report