

ALL RISE

SAY NO to Cyber ABUSE



Social Media
Research Report

January 2016

Social Media Research Report | January 2016

OVERVIEW

In January 2016 a research task was undertaken to review the internet and social media platforms to assess the degree of online abuse that is accepted and tolerated as normal every day behaviour. In the first week of January 2016, 506 comments were collated and reported. Each comment was then monitored over the next 21 days to determine how the platforms responded to these reports of abuse. All Media platforms have procedures and policies for abusive behaviour. All platforms state an encouragement to report inappropriate behaviour when seen online.

ALL RISE

WWW.ALLRISESAYNOTOCYBERABUSE.COM

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contact@allrisessaynotocyberabuse.com

PLATFORM OVERVIEW RULES

TWITTER

Conduct is considered to be targeted abuse or harassment if the reported behavior is one-sided or includes threats.

FACEBOOK

We don't tolerate bullying or harassment. We allow you to speak freely on matters and people of public interest, but remove content that appears to purposefully target private individuals with the intention of degrading or shaming them.

INSTAGRAM

We remove content that contains credible threats or hate speech, content that targets private individuals to degrade or shame them, personal information meant to blackmail or harass someone, and repeated unwanted messages.

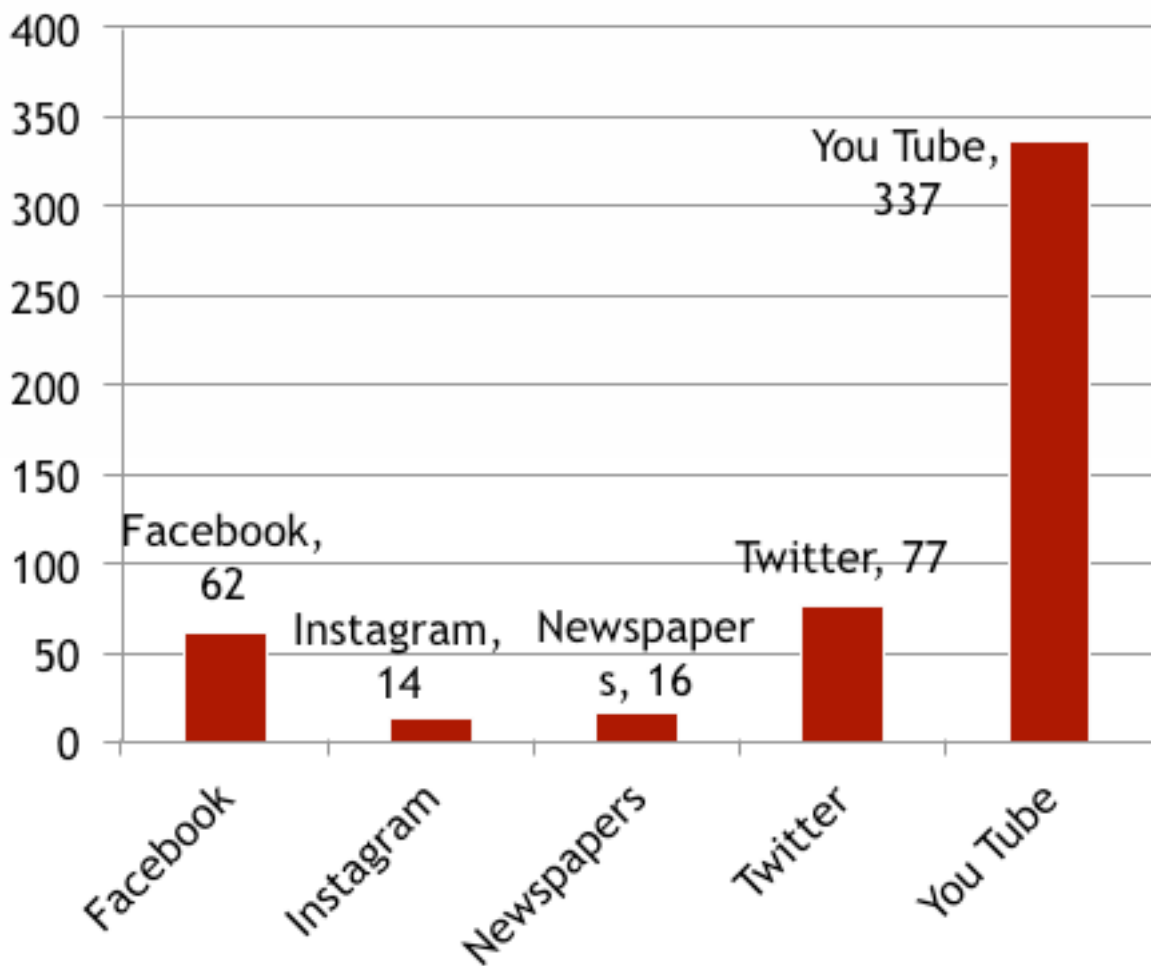
YOUTUBE

But we don't support content that promotes or condones violence against individuals or groups based on race or ethnic origin, religion, disability, gender, age, nationality, veteran status, or sexual orientation/gender identity, or whose primary purpose is inciting hatred on the basis of these core characteristics.

RESULTS

506 Comments collected over 5 media platforms.

Participant reporters aged from from 12 years old to 60yrs+ to provide a diverse range of interactions with the Internet.



EXAMPLE OF COMMENTS



MIAM 1 month ago

Vanessa Feltz need a diseased cock shoved in her mouth.....please shut that Bitch up!

Reply ·



Monica Kaja 2 months ago

+Lucy Burger I hope a pedophile will kill your fucking daughters!

Reply · 1



Zaki @Zak_CFC26 · 28 Dec 2015

Matic you **fucking** cunt shit of a player go **fucking die** you piece of shit

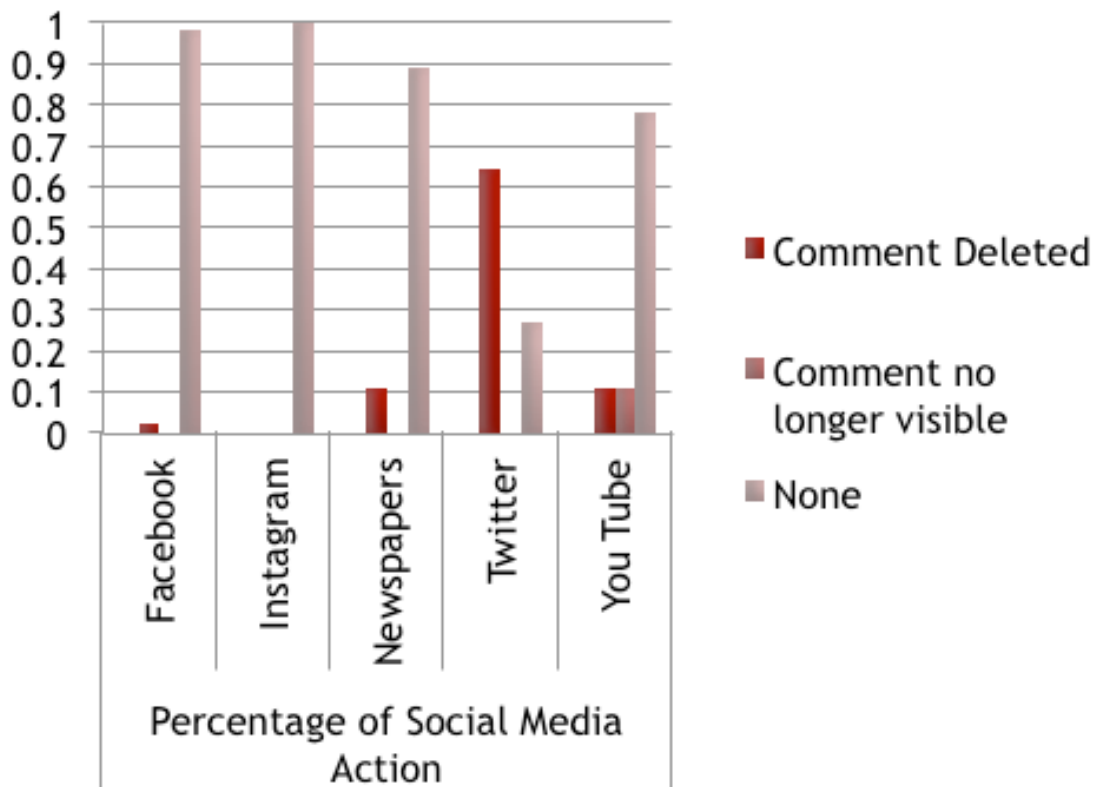
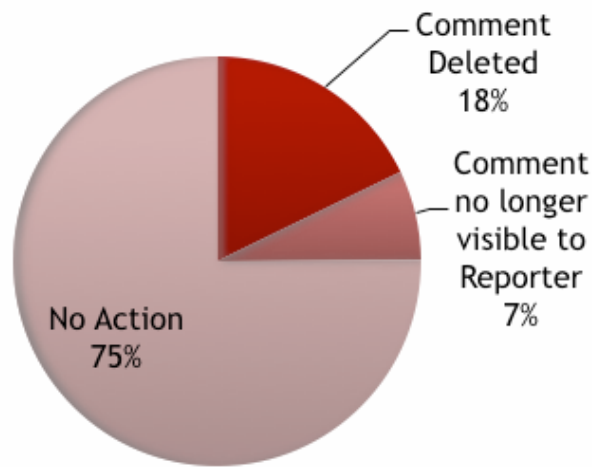


Steve Pustic There's only one way to deal with these fucking muzzies...., you kill them.

Like · Reply · 1 · September 9 at 7:42pm

COMMENT ACTION

Comment Action



CONCLUSIVE OBSERVATION

Based on this study, Social Media platforms are not in fact acting in accordance with their user behaviour policies and revealed overwhelming tendency toward inaction, and notably on YouTube, an approach that removes visibility of the abuse from the eyes of the reporter (their ISP address) and yet remains visible to the rest of the community of users.