

Social Media – Decorum/Harassment – Revised Quest (August 22)

Q1. Which, if any, of the following social media platforms do you yourself use - and how often?

[Rows – Randomize]

Facebook

Twitter

Instagram

Snapchat

LinkedIn

Tumblr

[Anchor:] Other social media platform

[Columns:]

Do not use

Did in the past but not now

[space here if possible]

Use sometimes (say, once a week or less)

Use regularly (more than once a week)

Use everyday or more

DISPLAY TO ALL:

This survey is about some issues regarding social media. To be clear, by "social media" we're referring to websites and online applications where users can create and share content and communicate with other people. Some of the big social media platforms include Facebook, Twitter and Instagram.

Q2. Social media users (including well-known people in sports, media and acting) have raised concerns about seeing or receiving unwelcome posts on social media that they consider to be insulting or offensive.

How much news and commentary would you say you have seen in the media (either online or offline) on this issue? Would you say you:

Seeing a lot of coverage and having discussions with family/friends

Seeing some coverage and having the odd conversation

Just seeing a little bit of coverage

Haven't seen or heard anything about it

[Ask all:]

Q3. People have different views on what content is okay and not okay to share on social media. Below are some examples that have been taken from actual postings (the posters' identities and swear words have been blurred out). Some of these examples are reactions to something shared by another social media user – but the exchanges can be publicly searched and viewed, and some are comments on issues in the news.

(People will have different reactions to these postings we found on social media. We do not mean to upset anyone with any of this content but we do want to assess what Canadians think of it.)

For each of these examples, we'd like to know whether, in your view, it is:

Okay – people should be free to post a comment like this on social media

OR

Not okay – comments like this should not be posted on social media

[Randomize these test examples]

A) Here's one directed at a CTV news online producer:



@CCSM\_Anti  
Moralist Gar









Show Conversation

@hura\_gwyn @CTVNews F\*\*\*\*\* grow  
up. This s\*\*\* is pathetic. Are you really  
offended by this s\*\*\*?

Okay – people should be free to post a comment like this on social media

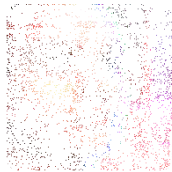
Not okay – comments like this should not be on social media

B) This is an exchange on Facebook following the killing of a native man by a farmer in Saskatchewan; the native man was accompanied by 3 others in a car.

- 
-  **F\*\*\* ing indian**  
Yesterday at 9:50 PM · Like ·  4
-  **Is he one of the chugs that was in the car?**  
Yesterday at 10:12 PM · Like ·  3
-  **Yeah. He was the one killed.**  
Yesterday at 10:14 PM · Like
-  **one native on another part of Facebook claims this was a song lyric, but either way...**  
Yesterday at 10:50 PM · Like ·  1
-  **i really hope that is true. Terrible situation for both parties, but something surely needs to change.**  
Yesterday at 10:57 PM · Like
-  **yeah, sure would be nice to hear from the farmer himself instead of all the natives spreading the victim crap**  
Yesterday at 11:00 PM · Like ·  4
-  **Whatever, he's brown bread now.**  
Yesterday at 11:03 PM · Like ·  2
-  **His only mistake was leaving three witnesses**

Okay – people should be free to post a comment like this on social media  
Not okay – comments like this should not be on social media

C) An example we found on Twitter:



Taylor Swift 

@taylorswift13

@NancyGreen13 I f\*\*\*ing hate feminists and they should all die and burn in hell.

6:11 PM · 23 Mar 16

Okay – people should be free to post a comment like this on social media

Not okay – comments like this should not be on social media

D) An example we found on Twitter:



Jennifer Lawrence

@jlawrence



@WonderfulSumma Awww. Did he not text you back? Thought you were ugly when the tequila wore off? Wah. You weren't raped. You're a whore.

2014-08-12, 6:19 PM

Okay – people should be free to post a comment like this on social media  
Not okay – comments like this should not be on social media

F) This was sent to actor Leslie Jones after the new Ghostbusters was released:



Leslie Jones @Lesdoggg · 17h

Exposing

@Lesdoggg big lipped coon

big lipped coon

big lipped coon

big lipped coon

big lipped coon

big lipped coon

big lipped coon

big lipped coon

7/18/16, 7:18 PM

Okay – people should be free to post a comment like this on social media  
Not okay – comments like this should not be on social media

Q4. Social media companies own and manage their platforms and have final say over the content being shared.

Overall, which direction do you personally think the social media companies should go when it comes to the types of posts we've been looking at?

Should they:

[This order:]

Be tough: proactively search their sites and remove offensive content  
Stand back: let the users express themselves freely even if it offends some people  
In between: respond to complaints

[ASK Q5 OF ALL EXCEPT "HAVE NOT HEARD OF THIS" AT Q2]

Q5. And, based on whatever you have heard or experienced, what is your view on how social media companies have been dealing with unwelcome or offensive postings? Overall, would you say the social media companies have been:

Going overboard with trying to censor content  
Responding appropriately  
Not doing enough about offensive content on their sites  
No idea/Really can't say

Q6. And what, if anything, do you think should be done about the users who share offensive content on social media? Let's assume by "offensive", we're referring to racist, homophobic, sexist or other posts that include slurs and swear words either directed at a specific person or at a group of people.

Should users sharing offensive content:

Be banned from that social media site  
Be given a warning and banned if they do it again  
Be left alone – free speech is free speech

Q7. While social media platforms are often thought of as public spaces, legally speaking, they are not. Social media platforms are run by private companies that have the authority to control content by enforcing rules of conduct, removing content considered offensive and banning users who post it.

Overall, how would you like to see these companies oversee or manage the online spaces that they have created? Should social media be more like:

[ROTATE RESPONSES]

A public park – people may say anything they want and are only removed if they break the law  
A restaurant – people who offend other guests may be ejected even if they haven't broken the law

### Users' Experience

[Ask All SM Users -- including past users:]

Now, a few questions about *your own personal experiences* using social media.

Q8. How often, if ever, do you come across what you consider to be unwelcome content on social media - that is, posts you consider to be offensive, harassing, insulting, etc.? We're referring here to content not directed at you personally, but that you have come across while using social media.

All the time

See it frequently  
Have seen occasionally  
Just the odd time  
Never/Don't recall any

Q9. Which, if any, of the following have happened **to you, personally**, using social media? Have you yourself:

[SELECT ALL THAT APPLY]

Been called offensive names  
Been physically threatened  
Been harassed for a sustained period  
Been stalked (had someone following you online and commenting to you all the time)  
Had someone try to purposefully embarrass you  
Been sexually harassed  
(NP)Had your personal information posted (without your knowledge/approval)  
(NP)Had a stranger make an unwelcome comment on your physical appearance e.g. your profile picture

None of the above [ANCHOR, EXCLUSIVE]

[IF YES TO ANY AT Q9, CONTINUE. OTHERS GO TO Q13]

10a. And how often has this kind of thing – some form of harassment -- happened to you on social media?

Once  
A few times  
Lots of times  
All the time

Q10b. Thinking about your experience of harassment on social media (please think of your worst experience if you've had more than one) - overall, what was the impact on you, if any?

Not much, just a part of being online  
It bothered me at the time  
It bothered me a lot, I still think about it sometimes  
It's had a serious and lasting impact on me

Q11a. And what, if anything, did you do when this occurred? (Again, still thinking of your worst experience, if this has happened more than once to you.)

[Multi-choice - This order:]

Reported it to the social media company  
Dealt with it on your own (i.e. replied to the person harassing you)  
Other people on social media stepped in/defended you  
Deleted your social media account

Changed your user name/profile  
Unfriended/blocked the person harassing you  
Reported it to the police  
Ignored it/Did nothing [EXCLUSIVE]

[ASK 11B AND C OF THOSE WHO REPORTED TO SOCIAL MEDIA COMPANY AT Q11A:]

Q11b. Were you generally satisfied or dissatisfied with the social media company's response when you reported your experience of harassment?

Satisfied  
Dissatisfied

Q11c. [IF SATISFIED IN Q11B] What were the main reasons you felt that way about the company's response?

[this order]  
Removed the post(s) you complained about  
Gave a warning to the user who posted it  
Banned that user  
Were quick about it  
Other (Please specify)

Q11d. [IF NOT SATISFIED IN Q11B] What were the main reasons you felt that way about the company's response?

[this order]  
Did nothing  
Didn't do enough  
Were too slow  
Had to complain a lot  
Made matters worse  
Other (Please specify)

[ALL THOSE YES TO ANY AT Q9]

Q12a. Have any of your personal experiences with harassment on social media had an impact on you in your real life?

No, have not  
Yes, have

[IF YES AT 12A, REAL LIFE IMPACT:]

Q12b. Please tell us what happened:

[MULTI-CHOICE]  
Negative consequences at work or school  
Had to change school or place of work



Changed habits/more cautious due to threats  
Received unwelcome phone calls/messages/texts  
Followed/stalked in person  
Affected relationships with friends or family  
Other (Please specify)

[Ask All Respondents:]

Q13. As far as you know, have any of the following occurred to **another adult in your household** using social media?

[Select all that apply]

[anchor – exclusive] No other adult in household  
[Anchor, exclusive] No, none of this happened/don't know

Been called offensive names  
Been physically threatened  
Been harassed for a sustained period  
Been stalked (had someone following them online and commenting to them all the time)  
Had someone try to purposefully embarrass them  
Been sexually harassed  
(NP) Had their personal information posted (without their knowledge/approval)  
(NP) Had a stranger make an unwelcome comment on their physical appearance e.g. their profile picture

Q14a. As far as you know, have any of the following occurred to **a child or grandchild of yours (under the age of 18)** using social media?

[SELECT ALL THAT APPLY]

[ANCHOR – EXCLUSIVE] No child or grandchild under 18  
[ANCHOR, EXCLUSIVE] No, none of this has happened to them/don't know

Been called offensive names  
Been physically threatened  
Been harassed for a sustained period  
Been stalked (had someone following them online and commenting to them all the time)  
Had someone try to purposefully embarrass them  
Been sexually harassed  
(NP) Had their personal information posted (without their knowledge/approval)  
(NP) Had a stranger make an unwelcome comment on their physical appearance (e.g. their profile picture)

[IF ANY OF THE ABOVE AT Q14A, CONTINUE:]

14b. We've got some questions about the harassment this child experienced using social media. So we're clear, are you referring to:

A child  
A grandchild

Q15a. And, as far as you know, how often has this kind of thing - some form of harassment - happened to this child on social media? (If it happened to more than one child/grandchild, please think of the one who had the worst experience.)

Once  
A few times  
Lots of times  
All the time  
Not sure

Q15b. Thinking about the harassment the child experienced (please think of their worst experience if they had more than one) - overall, as far as you know, what was the impact on the child, if any?

Not much, just a part of being online  
It bothered them at the time  
It bothered them a lot, they still think about it sometimes  
It's had a serious and lasting impact on them  
Not sure

Q16a. And what, if anything, was done about this occurrence (by the child or parent)? (Again, still thinking of their worst experience, if this has happened more than once.)

[THIS ORDER:]  
Reported it to the social media company  
Dealt with it on your/their own (i.e. replied to the person harassing them)  
Other people on social media stepped in/defended them  
Deleted their social media account  
Changed their user name/profile  
Unfriended/blocked the person harassing them  
Reported it to the police  
Ignored it/Did nothing [EXCLUSIVE]  
Not sure what was done [EXCLUSIVE]

[ASK 16B AND C/D OF THOSE WHO REPORTED TO SOCIAL MEDIA COMPANY:]

Q16b. Were you generally satisfied or dissatisfied with the social media company's response when the child's experience of harassment was reported?

Satisfied  
Dissatisfied  
Can't say

[CAN'T SAY TO Q16B SKIP TO Q17.]

Q16c. [IF SATISFIED TO Q16B] What were the main reasons you felt that way about the company's response?

[this order]

Removed the post(s) you complained about

Gave a warning to the user who posted it

Banned that user

Were quick about it

Other (Please specify)

Q16d. [IF NOT SATISFIED TO Q16B] What were the main reasons you felt that way about the company's response?

[this order]

Did nothing

Didn't do enough

Were too slow

Had to complain a lot

Made matters worse

Other (Please specify)

[ALL THOSE YES AT Q14, CHILD WAS HARASSED]

Q17a. As far as you know, have any of this child's personal experiences with harassment on social media had an impact on them in their real life?

No, have not

Yes, have

Not sure

[IF YES AT 17A, REAL LIFE IMPACT:]

Q17b. Please tell us what happened:

[SELECT ALL THAT APPLY]

Negative consequences at school or work

Had to change school or place of work

Changed habits/more cautious due to threats

Received unwelcome phone calls/messages/texts

Followed/stalked in person

Affected relationships with friends or family

Other (Please specify)

ALL CURRENT USERS:

Q18a. When using social media, have you ever decided not to share or post something you otherwise would have - in order to avoid attracting unwelcome responses?

Yes, do so often  
Yes, have done so  
No, have not

Q18b. Do you avoid or use some platforms less than you would if it weren't for offensive content or harassment concerns on social media?

Yes, definitely  
No, doesn't affect my usage

[Those who used a platform in the past but no longer:]

Q19. You indicated you did use one or more social media sites and don't anymore. Was offensive content a reason?

Yes, the main reason  
Partly/one reason  
No, not the reason I stopped

Non-Users:

Q20. You don't use any of the main social media sites we asked about at the beginning of the survey. Is this issue of offensive content your reason for not being on social media?

Yes, the main reason  
Partly/one reason  
No, not the reason I am not on social media

[Ask Everyone:]

Q21. Finally, for our statistical analysis, we'd like to know if you consider yourself to be:

[Rows – this order]

A member of a visible minority  
A member of the LGBTQ community

[Columns]

Yes  
No