Social relations in the digital environment

OECD Workshop
Protection of Children in a Connected World

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It’s Complicated
Facebook
37% of cyberbullied

Instagram
42% of cyberbullied

Snapchat
31% of cyberbullied

(Ditch, Annual Bullying Survey 2017)
Facebook
37% of cyberbullied
6% of users

Instagram
42% of cyberbullied
7% of users

Snapchat
31% of cyberbullied
5% of users

(Ditch, Annual Bullying Survey 2017)
On- vs. Offline

(Ditch, Annual Bullying Survey 2017)
On- vs. Offline

(Ditch, Annual Bullying Survey 2017)
Relevance of Offline Relations

Sextortion (Wolak et al. 2018)
• 60% of the minor victims knew the perpetrators in person (e.g., romantic partner)

Pornography (Weber & Quiring 2012)
• 25% watch pornography with friends
• 52% females/17% males watch pornography with girl/boyfriend
• 22% females/48% males often talk about pornography with friends

(16-19 year olds in Germany)
Peer effects on use of pornography

- For males, frequency of communication has an influence on the use of pornography
- For females, frequency of use among peers has an influence on the use of pornography

(Weber & Quiring 2012)

Influence of perceived use among peers

- But what about «real» influence?
- And is influence the whole story?
Popular content

Interdependence

Interpersonal communication

Friendship

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Popular content

Matthew effect

Interpersonal communication

Friendship
Popular content

No sig. influence of online structures

Interpersonal communication

Friendship
Summary

Social relations...

• influence online media use (and risks related to it).
• are influenced by online media use.
• provide support to elaborate (cognitively and affectively) stressful online content.
Implications

• We need to disentangle what is really new to online communication (cyberbullying, sexting, sextortion).
  
  ➔ Focus on what belongs to ICT-literacy
  ➔ Link with decades of research and practices

• Support their digital literacy and provide an environment that forgives juvenile mistakes of various kinds.
  
  ➔ Possibilities to delete content they have created or are negatively affected by.
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