SURVEY RESULTS

DOUBLE TAP FOR GENDER AWARENESS

Research report on social media's impact on youth perceptions of gender stereotypes and gender-based violence

**The study is available at the link in the bio.**

FACTSHEET #2

From January to April 2024, we surveyed young people (14-18 years) across Romania, Italy, Bulgaria, and Spain to better understand their online experiences, with a focus on social media use, gender stereotypes, and awareness of cyberviolence.

A total of 234 responses were gathered, and we are incredibly grateful to everyone who took the time to share their insights and contribute to this important research.

Here's who answered our survey.

most respondents were 14 years old (45%), followed by 15-year-olds (23%) and 16-year-olds (22%) and fewer participants were 17 or 18 years old

17
4.3%

18
5.1%

16
22.2%

14
44.9%

15
23.5%

2.6%

37.6%

59%
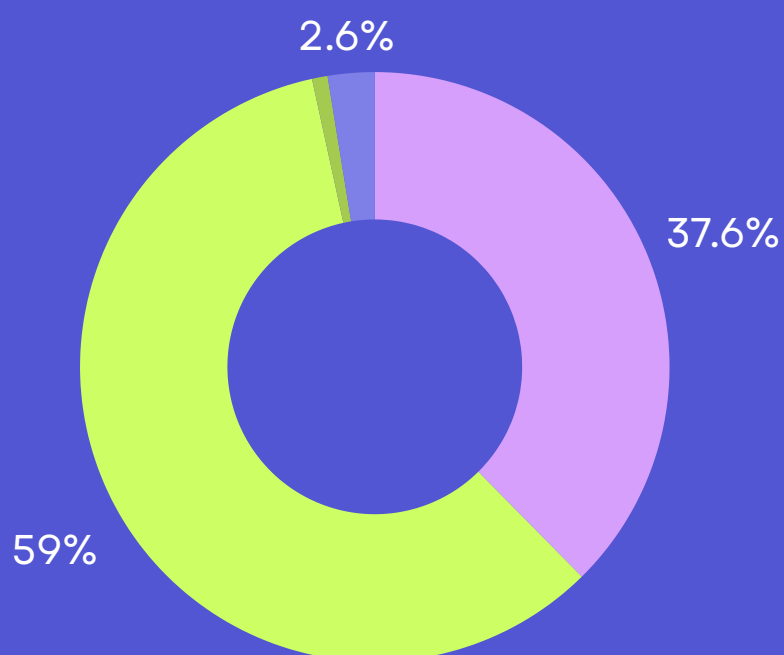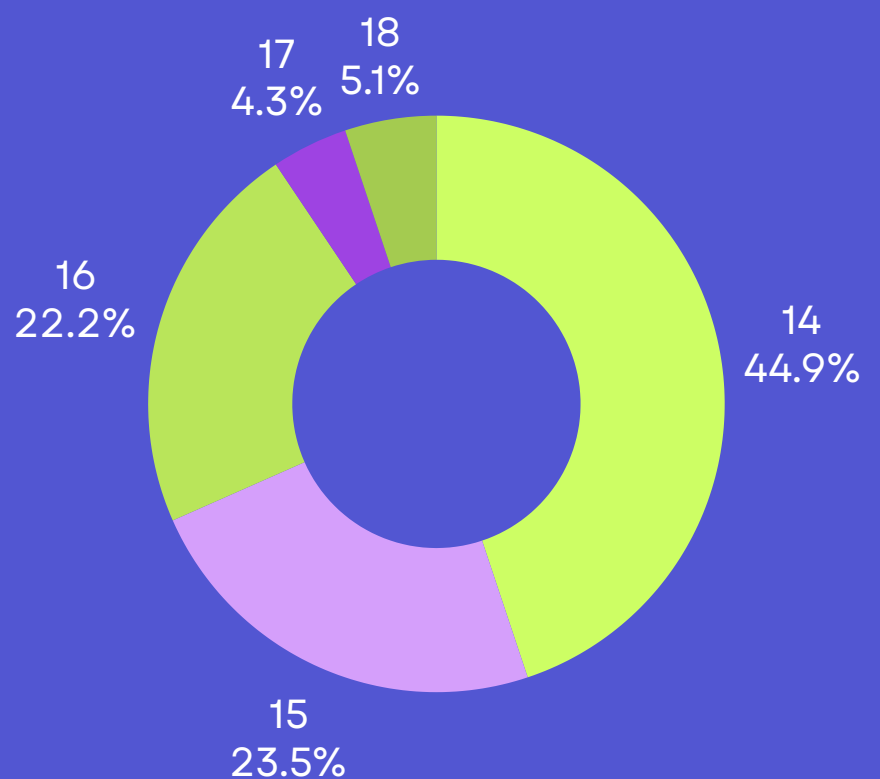
gender wise, 60% were female and 38% were male, and a small but key group (2.5%) identifying as non-binary

Here's who answered our survey.

there is **a clear urban-rural gap, with 86% of respondents from urban areas and only 14% from rural areas.**

13.7%

86.3%

Italy

97%

Spain

19%

Romania

98%

Bulgaria

94%
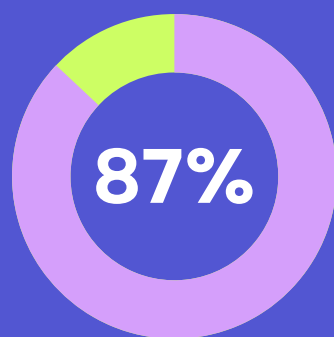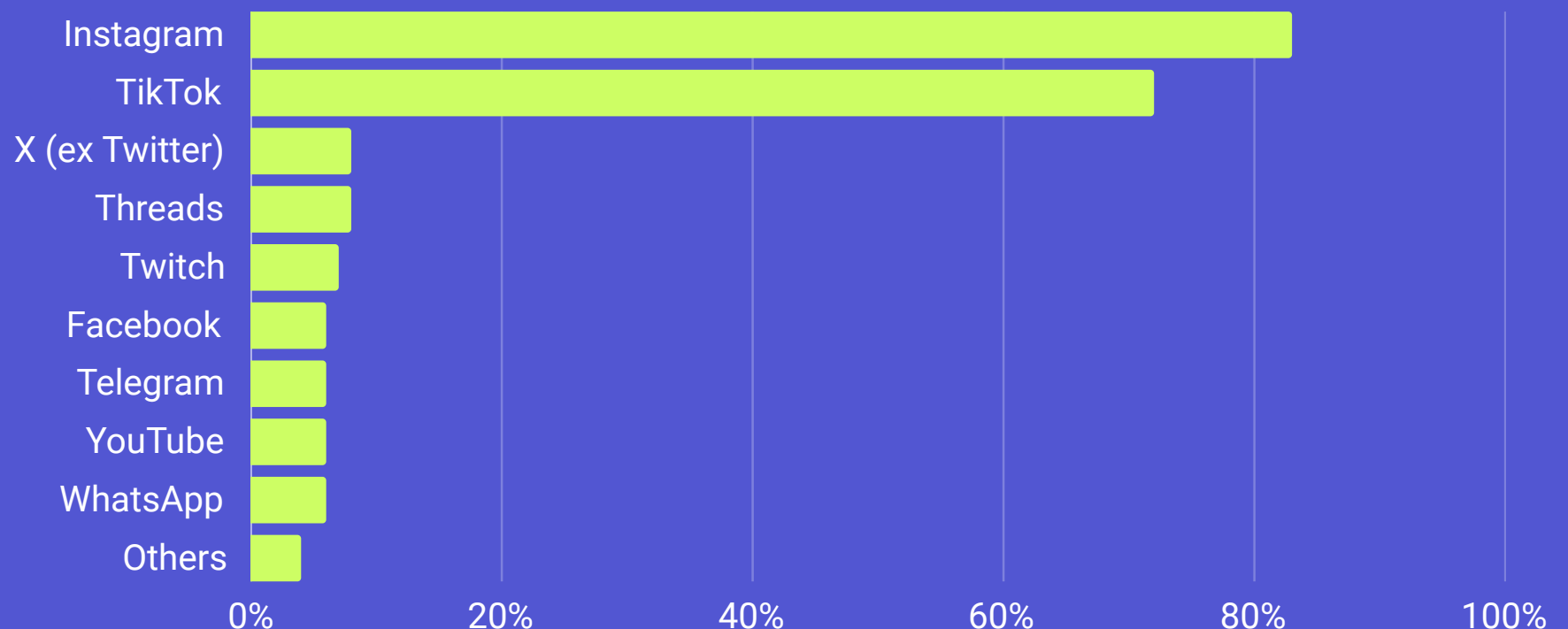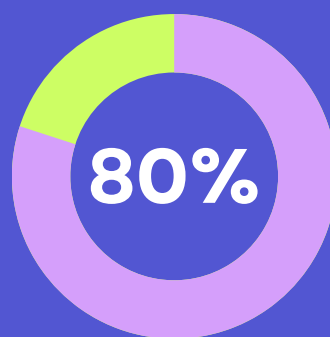
urban share was highest in Romania (98%) and Italy (97%), with Bulgaria close behind (94%)

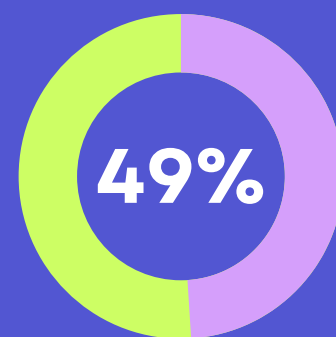Spain stood out with the lowest urban share (19%) and the highest rural engagement (81%)

FACTSHEET #2

Teens are highly engaged with Instagram and TikTok, favouring memes (87%)and video content (80%).
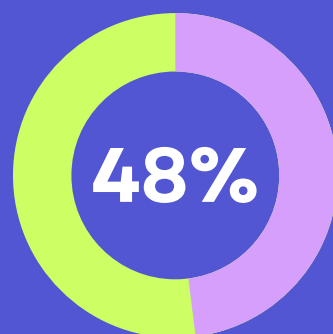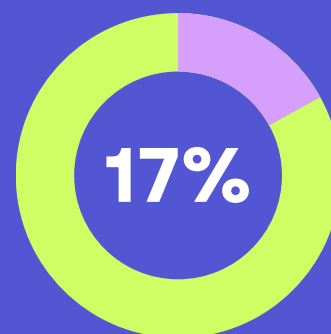
Instagram
TikTok
X (ex Twitter)
Threads
Twitch
Facebook
Telegram
YouTube
WhatsApp
Others

0%   20%   40%   60%   80%   100%

87%
memes

80%
videos

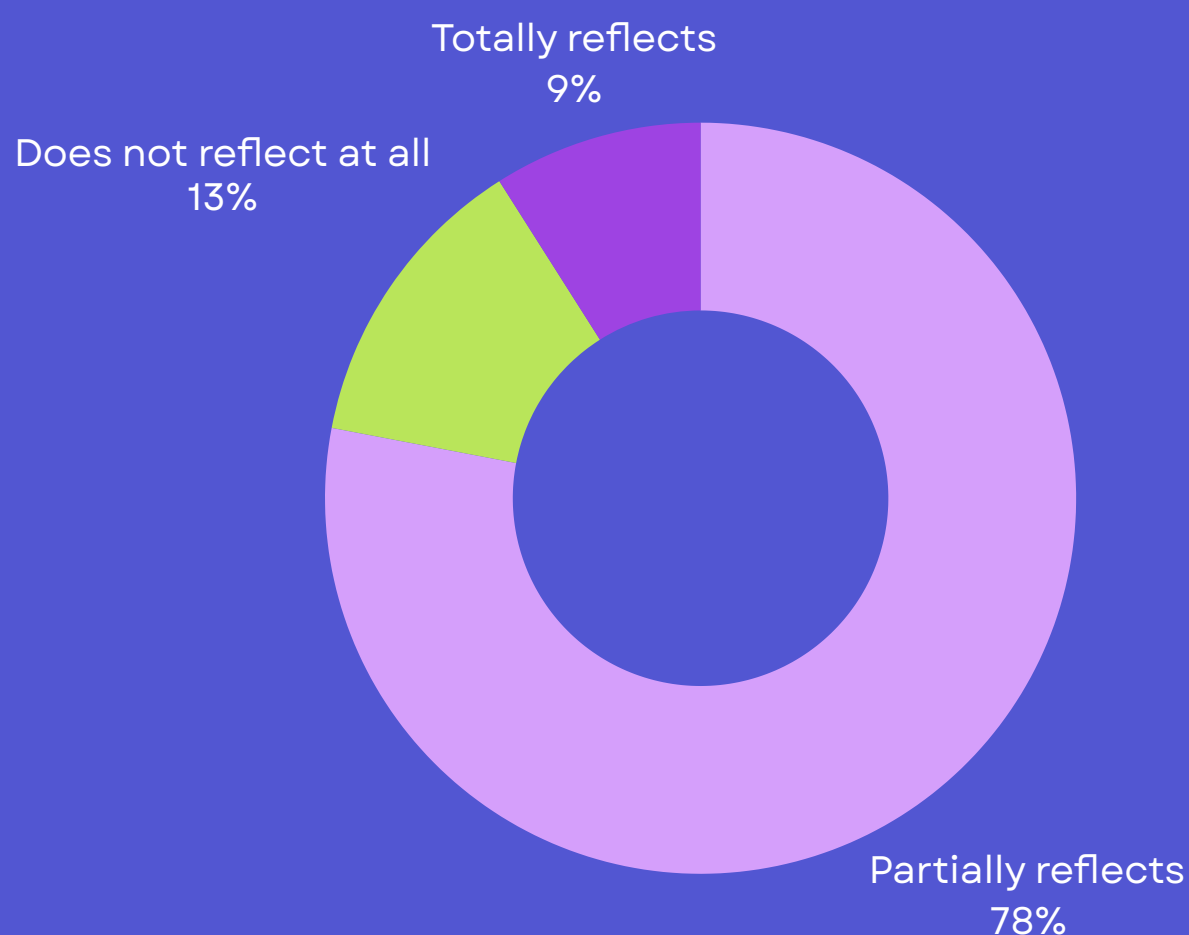**49%**
posts

48%
photos

17%
articles

FACTSHEET #2

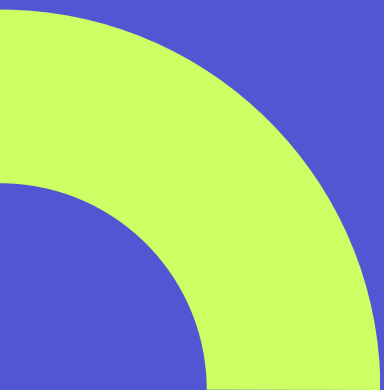**SoMe doesn't have a one-size-fits-all impact on teens. Most of them feel social media's impact is either limited (33%) or moderate (23%). 24% say its influence varies, 9% feel it strongly affects them, and 11% say it has no impact at all.**

Strong Influence
9%

No Influence
11%

Limited Influence
33%

Moderate Influence
23%

Variable Influence
24%

FACTSHEET #2
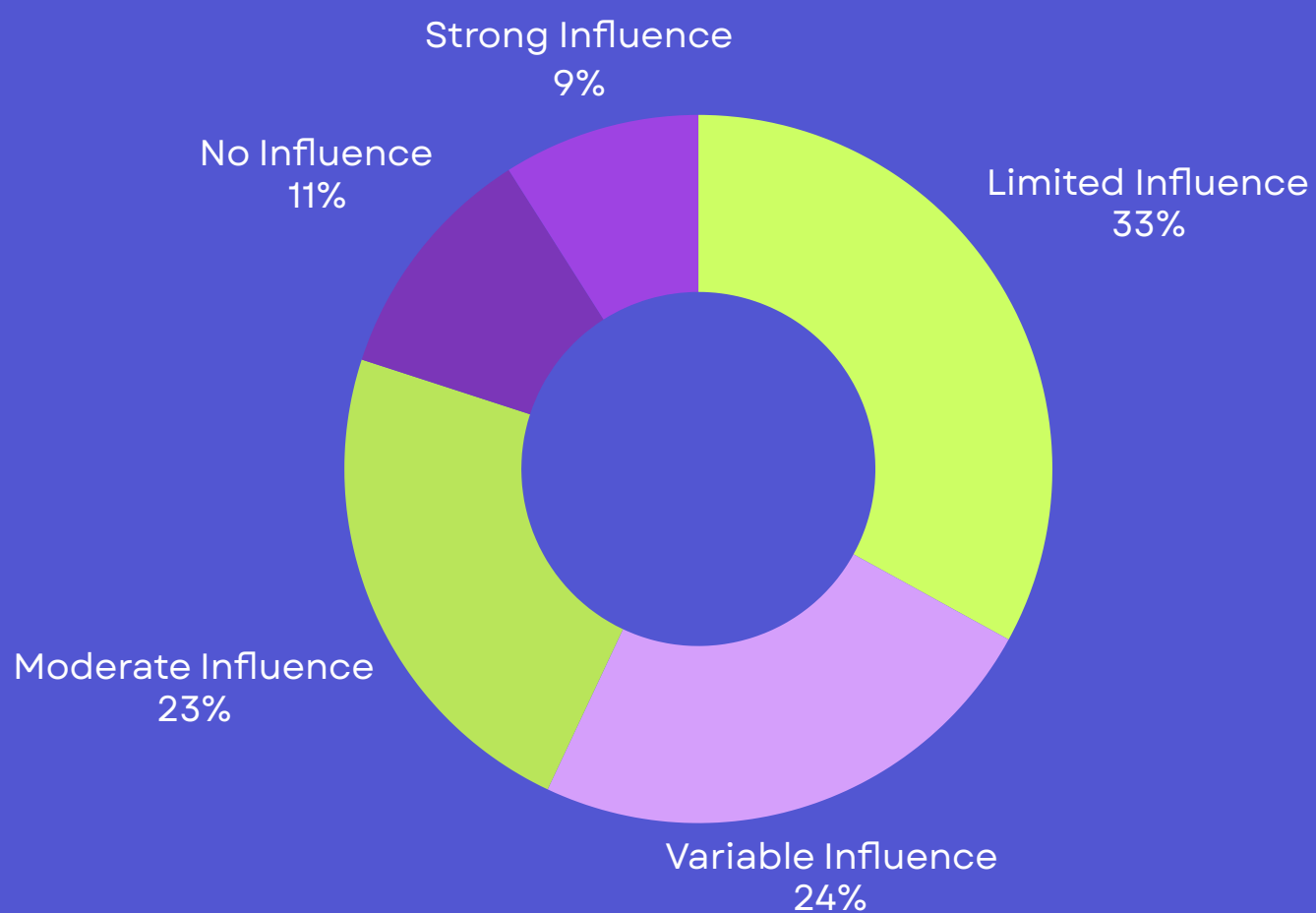
Most teens (78%) agree that social media doesn't fully show real life or diversity, seeing it as more of a curated, idealised version. Only 9% think it reflects reality, while 13% believe it misses the mark completely.

Totally reflects
9%

Does not reflect at all
13%

Partially reflects
78%

# 87% of teens follow influencers, showing their strong influence online.

Most teens say they don't face online harassment, but for those who do, it's serious. **Girls and non-binary people are especially targeted with sexist comments, unwanted messages, and cyber violence.**

Examples shared by teens:
- **Insults and being called ugly just for posting a video**
- **Girls getting unwanted nudes or messages**
- **Harassment over opinions or beliefs**
- **Bullying in online games**
- **Gender-based threats and insults**

69% of teens interact with social media daily, so it's crucial to engage with content that challenges harmful stereotypes. But our data shows many content creators focus more on reinforcing outdated gender norms than discussing important social issues.
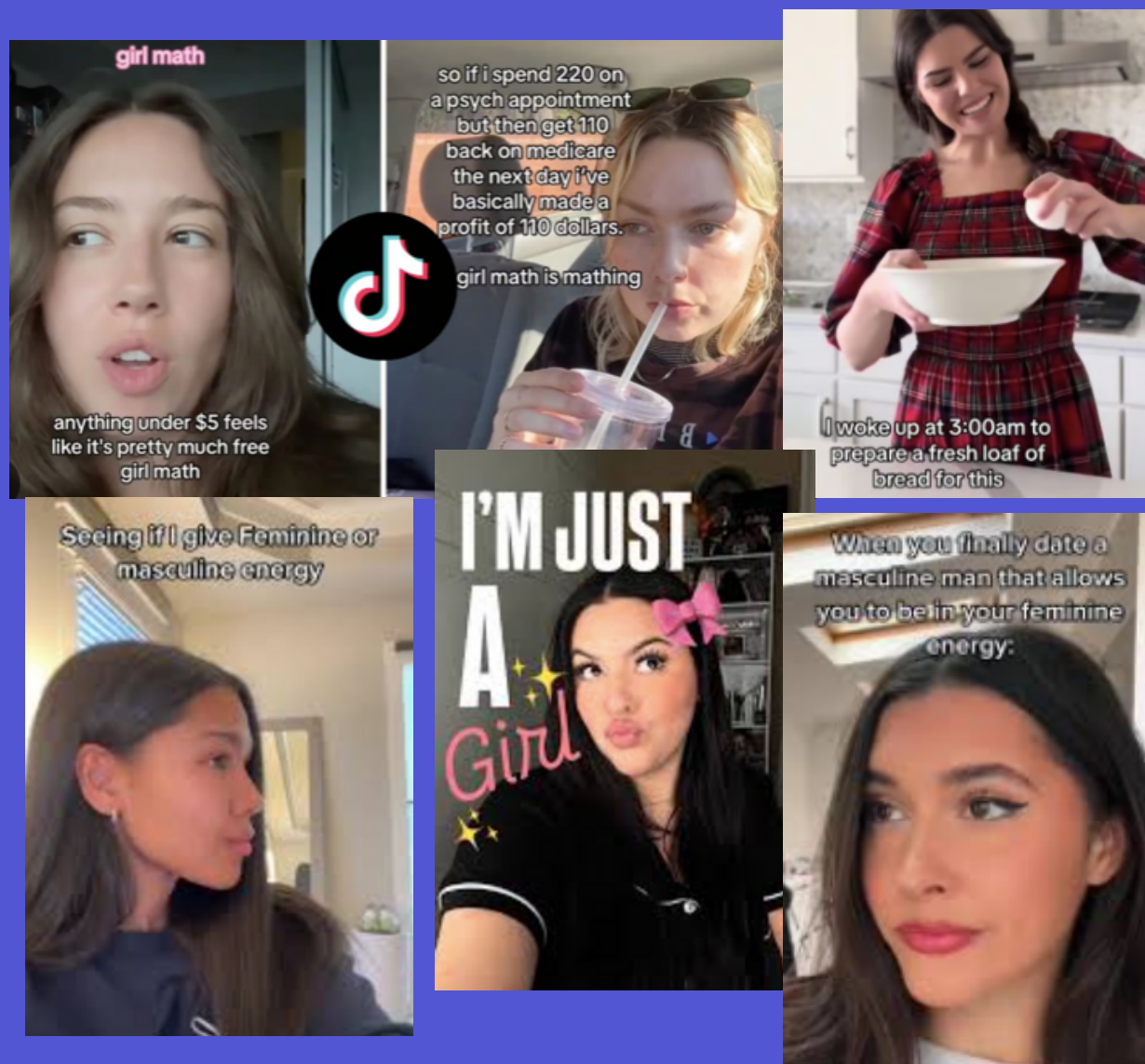
WHAT NEEDS TO CHANGE:

- **We need more influencers to speak out on harassment, body shaming, and online abuse. They can help challenge harmful stereotypes and create positive change.**
- **Schools must teach students how to recognise and challenge gender stereotypes and GBV**
- **Online platforms must make it easier for us to report abuse and block harmful content or accounts**
- **Policymakers need to develop and enforce rules that address online violence and discrimination**
- **We need accessible resources and support for those experiencing online abuse, especially gender-based violence, so that they don't feel alone.**

UP&UP for Digital Society (UP&UP4DS) is a project funded by the Erasmus+ Programme.

The views and opinions expressed are those of the author(s) and do not necessarily reflect the official views of the European Union, the European Education and Culture Executive Agency (EACEA), or the National Agency (NA). Neither the European Union nor the National Agency can be held responsible for any use that may be made of the information contained herein.

FACTSHEET #2