

CATEGORISATION OF NEGATIVE ONLINE EXPERIENCES

Macro-Category 1: Types of online experience (WHAT happened?)

Code	Label / Subcategory	Total =
1	Offensive or malicious comments were made about me or sent directly to me	
2	I was involved in an online argument or fight	
3	Lies were told / rumours were spread about me	
4	I was excluded from an online chat or private online group	
5	Embarrassing (including nude/explicit) photos or videos of me were edited, posted or shared without my permission	
6	I was tagged on embarrassing photos/videos	
7	Personal information was shared about me without my permission	
8	I was sent inappropriate content (e.g. pictures/films with sexual/violent content) whilst online	
9	I was exposed accidentally to inappropriate content (e.g. pictures/films with sexual/violent content) whilst online	
10	I was asked to send nude/sexual images of myself or to expose myself online	
11	I voluntarily shared nude/sexual images of myself or exposed myself online	
12	I was threatened	
13	I was asked to share personal information e.g. passwords, contact details	
14	My account was hacked/broken into (or an attempt was made to hack into it)	
15	A fake account was set up by someone pretending to be me	
16	Someone created a fake account and sent messages to me	
17	Someone tried to blackmail me (e.g. for money)	
18	Someone tried to groom me / made inappropriate sexual advances	
19	Someone caused problems for me when they tracked my location online	
20	I met up with someone I had first encountered online	
21	I have been upset by ads or offers that seem to have personal information about me	
22	I have been upset by the amount of information that I have to share to get apps or programs I need	
23	I was made to feel self-conscious by seeing models online	
24	Silly/joke answer ¹	
25	I don't want to talk about it ²	
26	The activity described happened only offline ³	
27	I received popups and/or spam	
28	Definite but unspecified nasty experiences (e.g. I was cyberbullied)	
29	Other / unspecified	
30	Multiple types of negative online experience (2 or more ⁴)	

¹ If ticked, then do not analyse further under macro-categories 2, 3, 4

² If ticked, then do not analyse further under macro-categories 2, 3, 4

³ If ticked, then do not analyse further under macro-categories 2, 3, 4

⁴ Can tick more than one box through the list in macro-category 1 and also then tick the 'multiple types' box (30)

Macro-Category 2: Types of platform (WHERE did it happen?)

Code	Label / Subcategory	Total =
1	On a public social media site e.g. Instagram, Facebook, Snapchat	
2	On a private chat/group with more than one other person	
3	Via direct message to one other person	
4	On a gaming site / games console	
5	Other	
6	Missing/Did not specify	

Macro-Category 3: Motivation/pretext (WHY did it happen?)

Code	Label/ Subcategory	Total =
1	Related to my physical appearance (including smell)	
2	Related to my gender /gender-based ⁵	
3	Related to my sexuality (LGBT) e.g. homophobic, transphobic	
4	Related to my race, ethnicity	
5	Related to my religious beliefs	
6	Related to my physical or learning disability	
7	Related to my social background (e.g. level of social disadvantage)	
8	Related to my political beliefs	
9	Related to my care status (looked after children e.g. in foster care)	
10	Other	
11	Missing/Did not specify	

Macro-Category 4: Person(s) responsible (WHO did it?)

Code	Label / Subcategory	Total =
1	Definite stranger e.g. A guy popped up and...	
2	Unspecified e.g. Someone... / People...	
3	Member of peer group (friend/fellow pupil)	
4	Ex-boyfriend/ girlfriend	
5	Family member	
6	Other known person	
7	Missing	

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⁵ Do not include sending nudes etc. This relates solely to gender-based bullying