



# Teenage Loneliness and Technology

May 2019

# Foreword

Loneliness, according to the Government, is: “one of the greatest public health challenges of our time”<sup>(A)</sup>. It permeates all groups in society and across generations. As an issue it receives ever more attention in the media and from politicians, but nowhere is it of more concern than amongst parents, particularly parents of teenagers. I am one of those parents and that’s why I am keen that we, as a society, understand what’s really happening and how we can help.

When I talk to parents, they often tell me they’re concerned about the impact of technology and social media on their children. I understand that, but used correctly, the internet can give young people a way to interact and connect with the world in a way that was unimaginable when I grew up. It can help sustain relationships with friends or relatives, help our children find others who share their passions, or unlock a support network for people facing similar challenges in life. By bringing communities together, technology can be a solution to Britain’s loneliness challenge.

But whilst our children are digital natives, many parents are playing catch-up. Parents tell us they don’t always understand the online world and the impact it’s having on their children. They are anxious.

That’s why TalkTalk, as one of Britain’s largest internet service providers, wants to help. This report digs beneath the headlines and anecdotes to find out how technology is actually affecting teenage loneliness. It examines whether technology should be seen as a source, symptom or solution to tackling the issue of youth loneliness.



We have conducted research which, for the first time, asks questions of both parents of teenagers aged 13 to 16 years’ old, and the teenagers themselves. We have examined the specific role technology plays in feelings of loneliness from both the parents’ and the child’s perspective. The findings reveal the often very different attitudes within families about how technology and loneliness are linked.

But whilst TalkTalk understands the technology, we don’t pretend to be experts on child development and safety. That’s why I’m delighted that we have been able to work with Dr Rebecca Nowland from the University of Central Lancashire and Internet Matters, online safety organisation, to analyse the data and draw conclusions that we hope will help families navigate the digital world they inhabit.

I’m proud that TalkTalk has a long history of leading industry efforts to ensure the internet is a safer place for young people. But as technology constantly evolves, it presents new issues and challenges. That’s why this research matters. As an industry, we have to continually reassess what more we can do to understand and mitigate online risks. That’s a never-ending job, but it’s crucial to ensure our young people have the safest possible experience online.

**Tristia Harrison, CEO of TalkTalk**



# Summary

## Source

### Traditional issues cause teenage loneliness more than technology

[Read more on p. 5-7](#)

- Top four causes of loneliness according to young people are issues relating to money, trust, friendships and shyness
- 46% of teenagers have discussed feelings of loneliness with their parents and 31% admitted to not having told anyone at all
- Findings reveal that parents felt lonelier than their teenage children

## Symptom

### Lack of confidence and knowledge cause parents to disengage with their children's technology experience

[Read more on p. 8-10](#)

- 71% of teenagers said they spend three or more hours a day using technology, excluding the time spent using technology to do their homework
- Most parents (70%) said that they were worried about how much time their child spends online and how regularly they use technology, yet 65% said they did not limit the time their child spends online and using technology
- Over a third (37%) of parents said they felt ill-equipped or simply unsure how to help manage or navigate their child's technology and internet use safely

## Solution

### The digital divide within the family – young people say technology makes them feel less lonely

[Read more on p. 11-14](#)

- A quarter (26%) of parents thought that social media and the internet was making their child less lonely – a figure that doubled from their child's perspective (48%)
- Three quarters (77%) of teenagers said they have experienced a time when technology has had a positive impact on them
- A quarter (25%) of parents said the internet and social media could be a solution to their teenage child's loneliness, compared with 51% of teenagers

## Conclusion

### Key findings and what we're doing

[Read more on p. 15-16](#)

## Top Tips for parents

### Internet Matters - how to use technology to tackle teenage loneliness

[Read more on p. 17-18](#)

# Definitions & Methodology



## Loneliness

Loneliness can be defined as a subjective, unwelcome feeling of lack or loss of companionship, which happens when we have a mismatch between the quantity and quality of social relationships that we have, and those that we want. This is a definition set out by the Jo Cox Commission on Loneliness <sup>(B)</sup>.



## Technology

In this report technology refers to personal electronic devices, social media platforms and apps used to access the online world, as well as websites and the internet more broadly.



## Young people/teenagers

This report focuses on young people aged between 13 – 16 years old. As these teenagers can start legally using most social media platforms from age 13, this age group are likely using technology and the internet to some extent as part of their everyday lives.



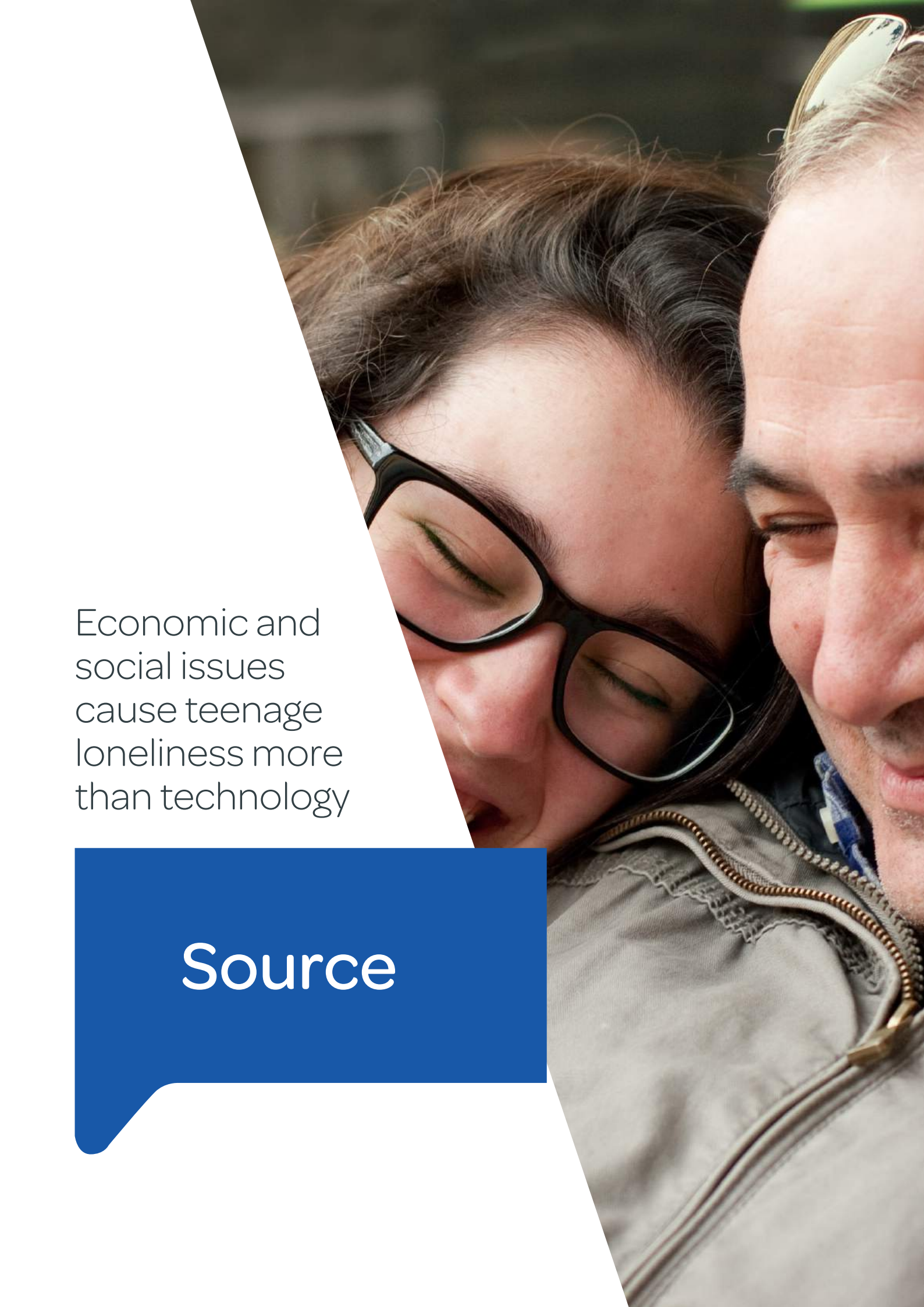
## Parents

In this report, parents are the mother or father of the young people aged 13 – 16 surveyed.



## Methodology

This report is based on the results of a survey conducted for TalkTalk by Censuswide of 2,005 young people aged 13-16 in the UK, and 2,005 parents of those young people. The research was carried out between 26 March 2019 and 4 April 2019. More details on the methodology can be found on page 19 .



Economic and  
social issues  
cause teenage  
loneliness more  
than technology

Source



# Source

The research looked at the causes of loneliness among teenagers aged 13 – 16 years old. As the chart below shows, the top four causes of loneliness according to young people are issues relating to money, trust, friendships and shyness. These were the same issues reported by parents as causing loneliness in their children. This suggests that the top causes of teenage loneliness are traditional economic and social issues.

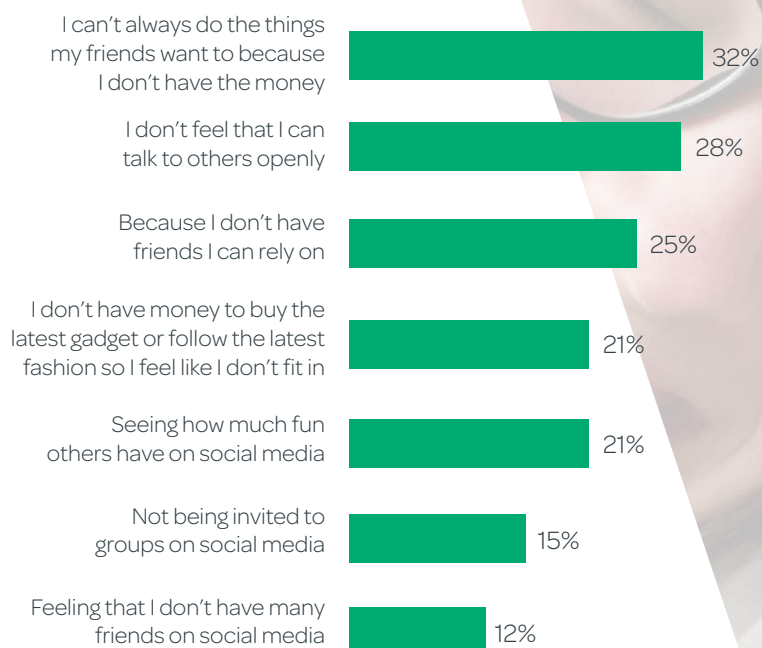
This corresponds with ONS loneliness research, which found that children living in households in relative poverty were twice as likely to report feeling lonely, and that low happiness with relationships with friends was one of the most significant contributing factors to children's loneliness <sup>(C)</sup>.

Issues arising from the online world do, indeed, play a role in causing loneliness. However, they contribute less than may be assumed. As the chart also shows, a fifth (**21%**) of young people cited seeing how much fun others have on social media as a cause of their loneliness. A further **12%** cited not having many friends on social media as a cause of their loneliness – significant, but not as high as many of the traditional causes of loneliness.



## If you feel lonely, why do you think that is? (young people aged 13 – 16)

\*Respondents could tick all that applied



### Young people noted the following other reasons for feeling lonely:

- Having autism
- Having an illness/disability
- Experiencing anxiety in social situations
- Experiencing a bereavement
- Not having friends
- Living a distance from their friends
- Not liked by others or have been rejected

### Expert view by Dr Rebecca Nowland\*

This report's findings are novel because contrasts are made between young people and their parents' feelings about loneliness and new technology. The results are important because while there is a widespread concern that social media may be causing youth loneliness, young people highlight other factors as more significant contributors. What is important in reducing loneliness is ensuring that teenagers have access to social activities and are able to overcome difficulties with shyness and find a place where they feel they "fit in". This will be particularly important for children who have an illness or disability or live a distance from school friends because the survey showed that these young people have particular difficulties with loneliness.

\* Full biography and more background information can be found on page 19

# Source



## Young people confiding in their parents on loneliness

Communication between young people and their parents about feelings of loneliness is a key point to consider. The research found that when young people have felt lonely, just under half (**46%**) have discussed these feelings with their parents. Parents therefore need to have the knowledge to give the best advice when their children raise the issue.

The research also found that over half (**52%**) of those that have discussed feelings of loneliness with their parents are girls, compared with **40%** of boys. Worryingly, just under a third of all these young people (**31%**) admitted to not having told anyone at all.

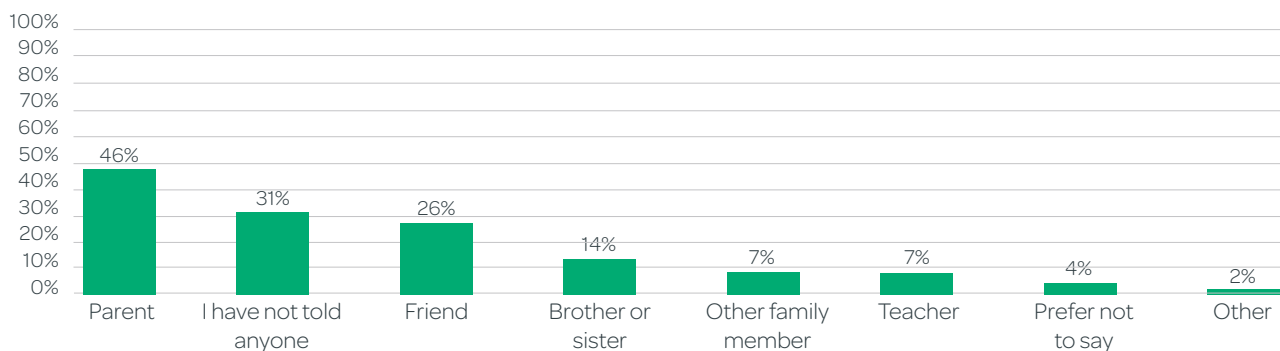
### Expert view by Dr Rebecca Nowland

A likely reason for young people choosing not to tell anyone when they feel lonely is that they believe that there is a stigma about loneliness<sup>(D)</sup>. The BBC Loneliness Experiment in 2018 showed that although lonely people may think that others see their loneliness as a character flaw, other people do not attach negative characteristics to people they think are lonely<sup>(E)</sup>. This indicates that other people are kinder and more understanding about loneliness than the lonely person is about themselves. Explaining that we feel lonely to someone else, helps us to connect with them; young people need to understand that other people will not think less of them if they tell them that they feel lonely.



## If you feel lonely, have you ever told anyone about it? (young people aged 13 – 16)

\*Respondents could tick all that applied

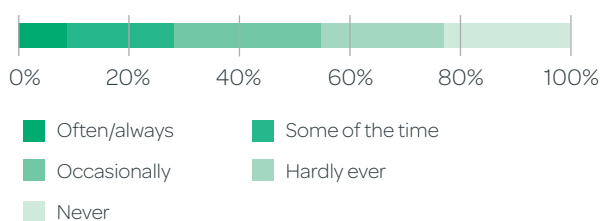


## Parents lonelier than their children

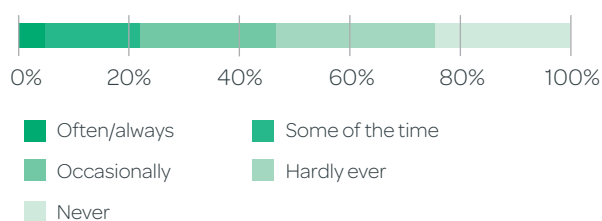
A stark finding was that across the UK, parents felt lonelier than their teenage children – with implications on how they advise and talk to their children on the issue. **28%** of parents said they felt lonely often, always or some of the time, compared with **21%** of young people.

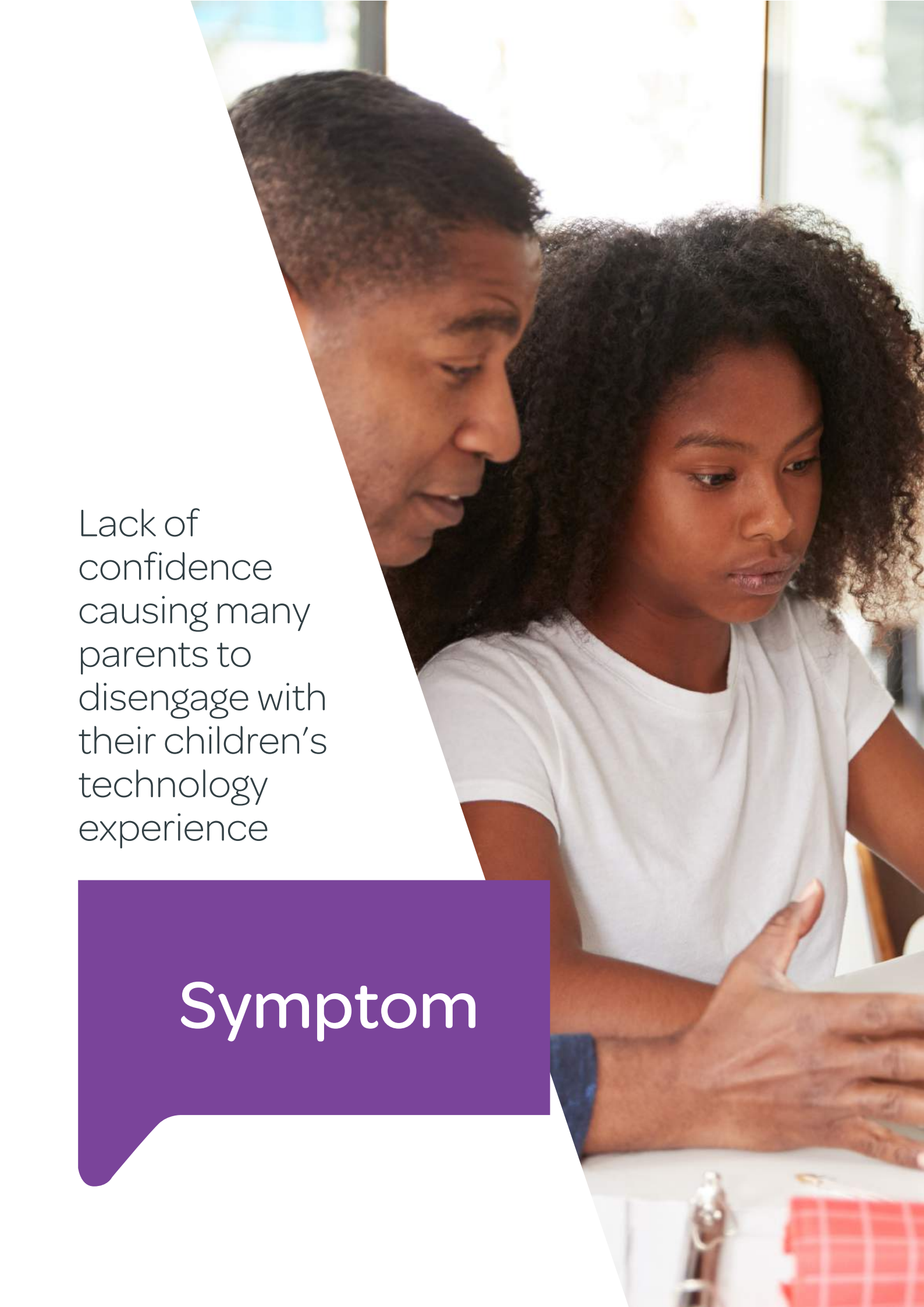


### How often do you feel lonely? (parents of young people aged 13-16 years old)



### How often do you feel lonely? (young people aged 13-16 years old)



A photograph of a man and a young girl with dark skin and curly hair. The man is on the left, looking down at a tablet held by the girl on the right. They are both focused on the screen. The background is bright and out of focus, suggesting an indoor setting with large windows. A white diagonal line separates the text area on the left from the image on the right.

Lack of  
confidence  
causing many  
parents to  
disengage with  
their children's  
technology  
experience

Symptom



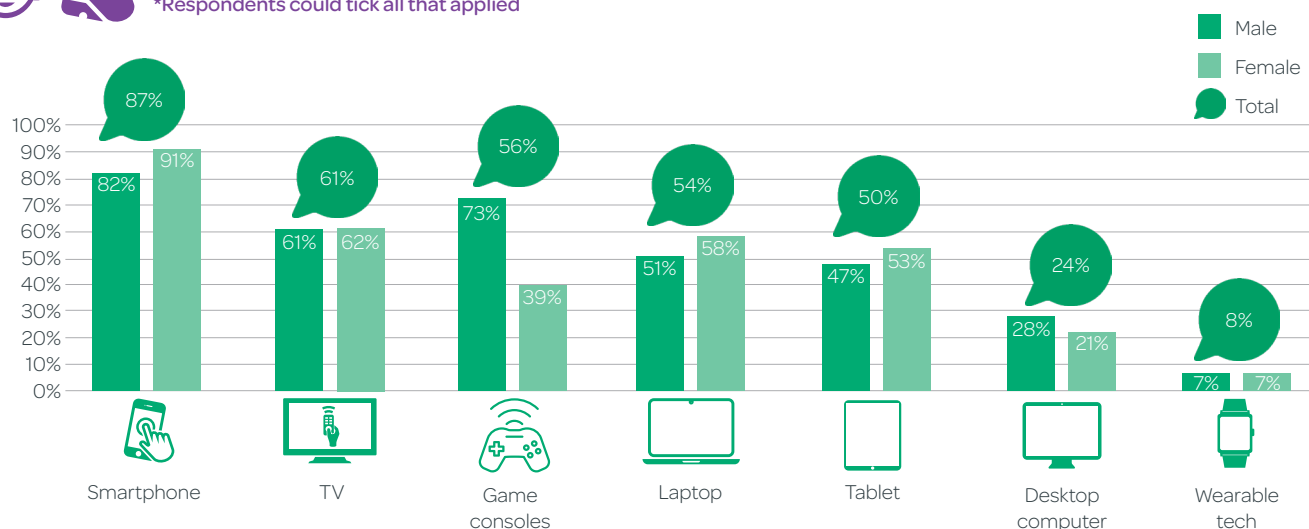
# Symptom

The research first looked to establish the reality of technology usage in the family home. Parents are largely a generation which has grown up with the online world as supplementary to the physical world. As digital natives, young people in our 13 – 16 years' old age group have a very different relationship with technology. Our findings explored the devices that young people used the most – with smartphones dominating.



## What forms of technology do you regularly use? (young people aged 13 – 16)

\*Respondents could tick all that applied



According to the findings, **71%** of teenagers said they spend three or more hours a day using technology, excluding the time spent using technology to do their homework. This tallied with parents' view of their child's time spent using technology (**72%**), indicating parents do have a handle on their child's technology usage.

However, most parents (**70%**) said that they were worried about how much time their child spends online and how regularly they use technology. Yet **65%** said they did not limit the time their child spends online and using technology. Therefore, despite these worries – and the knowledge that their teenagers are using smartphones predominantly to access the online world – a large proportion of parents seem to be leaving their children to go online unchecked.

## Expert view by Dr Rebecca Nowland

Research has shown that there are negative health and well-being impacts of screen time. However, these are small when compared to other contributing factors such as lack of sleep, poor eating behaviours and being bullied<sup>(F)</sup>. There is some specific evidence for an association between screen time experienced around bedtime and sleep duration. Mobile phone and internet use, number of devices in the bedroom, and late turning-off time are associated with poor sleep quality in young people<sup>(G)</sup>. This is important because poor sleep quality has vast impacts on health. Young people should be advised to limit or reduce screen time before or during bedtime hours to minimise any harmful effects of screen time on sleep and well-being<sup>(H)</sup>.

While there are no guidelines for recommended hours of screen time in the UK for young people, recent guidelines published by the Royal College of Paediatrics and Child Health (RCPCH) suggest that parents should vary screen time based on their child's developmental age and individual needs, the ways in which screens are used and the degree to which use of screens appears to displace physical and social activities and sleep. The RCPCH also recommends that screens are avoided for an hour before the planned bedtime. It is important that parents feel that they have knowledge about the health impacts of screen time and feel equipped to negotiate rules for screen use with their children<sup>(I)</sup>.

# Symptom



## Parents lacking confidence on digital guidance

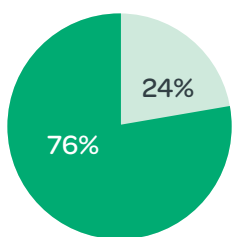
Over a third (**37%**) of parents said they felt ill-equipped or simply unsure how to help manage or navigate their child's technology and internet use safely. This lack of confidence is contributing to inaction amongst the majority of parents, **76%** of whom do not approve apps and websites before teenagers use them. Surprisingly the research also found **70%** do not use parent protection controls and software.



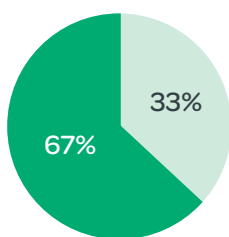
What guidelines do you have in place for your child's usage of technology?  
(parents of teenagers aged 13 – 16)

Please note: they could tick all that applied to them.

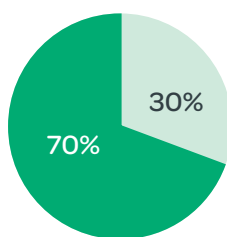
I approve apps and websites before they use them



I check what they're looking at on social media



I use parent protection controls/software



No Yes

### Expert view by Dr Rebecca Nowland

An interesting finding from the survey, is that when parents were asked to expand on the details of how equipped they felt in managing their child's technology and online use safely, parents varied in their feelings. Some parents felt well-equipped, knowledgeable or "tech-savvy". Some suggested that their children used technologies safely and sensibly and that they had positive open discussions and trusted their children to tell them if they had any difficulties or concerns. In contrast, other parents felt overwhelmed and worried, expressing a feeling of lacking the knowledge and skills to support their child to use technologies safely and sensibly.

### Expert view by Dr Rebecca Nowland


Older and younger people use technology differently and for different reasons, so the impacts of technology on loneliness may not be the same for each generation<sup>(J)</sup>. It is important that young people and their parents can maintain open communication about technology use and work together to negotiate rules and boundaries. This is because research in this field has shown that this can buffer young people from the harmful impact of social technologies<sup>(K)</sup> and reduce the likelihood of young people experiencing loneliness when they go online<sup>(L, M)</sup>. Parents need knowledge about the benefits of technology and how to use them safely to have the confidence to have an open dialogue with their teenage children<sup>(N)</sup>.



## Parent's own experiences online impacting their judgement

The research revealed that more than a third (**36%**) of parents felt that social media and the internet was harming their own mental well-being. Therefore, parents' own perceptions could be clouding their judgement towards their child's internet use.

This is reflected in the finding that a quarter (**26%**) of parents felt that social media and the internet was harming their child's mental well-being. In contrast, when their teenagers were asked a similar question, a much smaller figure of only **9%** of young people thought the internet and social media made them feel unhappy about themselves. It may be that some parents' sometimes negative experiences of using technology could be colouring their views on how the internet and social media are affecting their child's well-being.

A young man with dark hair and a woman with blonde hair are sitting together, smiling. The man is on the left, looking towards the right, and the woman is on the right, looking towards the camera. They are both smiling warmly. The background is a blurred indoor setting with a window and some plants.

Digital divide  
within the family  
– teenagers say  
technology makes  
them feel less lonely

**Solution**



# Solution



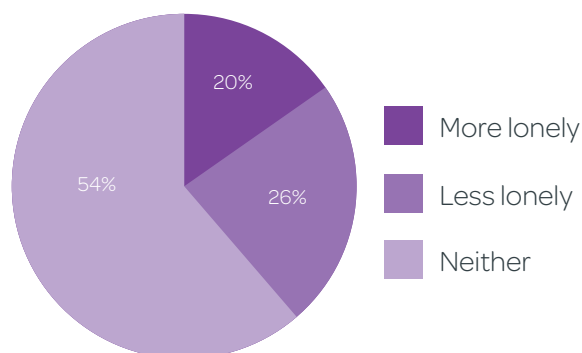
## Technology as a solution for loneliness

The research has exposed a digital divide within the family, as teenagers and their parents have contrasting perceptions of how technology, the internet, and social media contribute to youth loneliness.

When parents were asked whether they thought the internet and social media was making their child feel more or less lonely, a quarter **(26%)** of parents thought that social media and the internet was making their child less lonely – a figure that doubled from their child's perspective **(48%)**. Similarly, one in five parents **(20%)** said they thought it made their child feel lonelier. For young people, this figure halved to less than one in ten **(8%)**.

This reveals both the differing perceptions of the impact of technology on loneliness, but also that young people are more optimistic about how technology can make them feel more connected to the world around them.

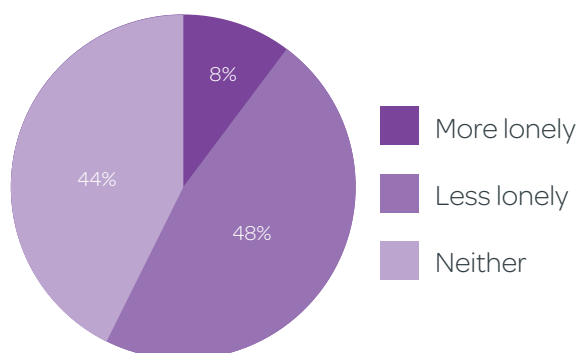
**Do you think using internet and social media is making your child more lonely or less lonely?**  
(parents of young people aged 13 - 16)



### Expert view by Dr Rebecca Nowland

Other research has shown that lonely people can experience the greatest uplifts from positive interactions with others<sup>(9)</sup>. What is important for lonely young people is that they use technologies in a way that promotes reductions rather than makes them feel more lonely<sup>(9)</sup>. For example, using technology to passively view positive online content may help temporarily reduce feelings of loneliness or provide a positive distraction from being alone. But reading through other peoples' statuses who seem more popular and connected may make a young person feel lonelier. Using technology in an interactive way to chat to friends, play games with friends, make new friends, participate in forums or group chats or stay connected with friends can be helpful strategies to overcome loneliness. Despite this, research has shown that people who are very lonely have a tendency to be quite passive online and that behaviour is associated with increases in loneliness<sup>(9)</sup>. The loneliest young people may therefore need support to use technology in a way that helps them to connect with others and reduce their loneliness.

**Do you think that using the internet and social media makes you feel more lonely or less lonely?**  
(young people aged 13 - 16)



In addition, more than half **(51%)** of young people said that during times when they have felt lonely, technology has made them feel less lonely. Among young people who say they are lonely always or often, using technology made a higher proportion of them **(64%)** feel less lonely. This indicates that technology provides a tangible solution to feelings of loneliness among young people. In this sense, there is also a generational divide. When parents were asked if the internet and social media could be a solution to their child's loneliness, only a quarter **(25%)** of parents agreed.

# Solution



## Do parents acknowledge benefits of the internet to their child?

Despite the apparent disconnect between parents and children when it comes to the role of technology as a solution for loneliness, parents do recognise the positive social impact technology has on their child.

Two thirds (**67%**) of parents said their child has told them about positive experiences online. A higher number of young people – over three quarters (**77%**) – said they have experienced a time when technology has had a positive impact on them. In addition, two thirds (**64%**) of young people said that they have never experienced a time when using technology has had a negative effect on them.

Parents also highlighted various ways the internet and technology helps their teenage child. The findings suggest that technology is an important medium for young people to connect and communicate with their peers.

A third (**33%**) of parents said that technology and the internet improved their child's social skills

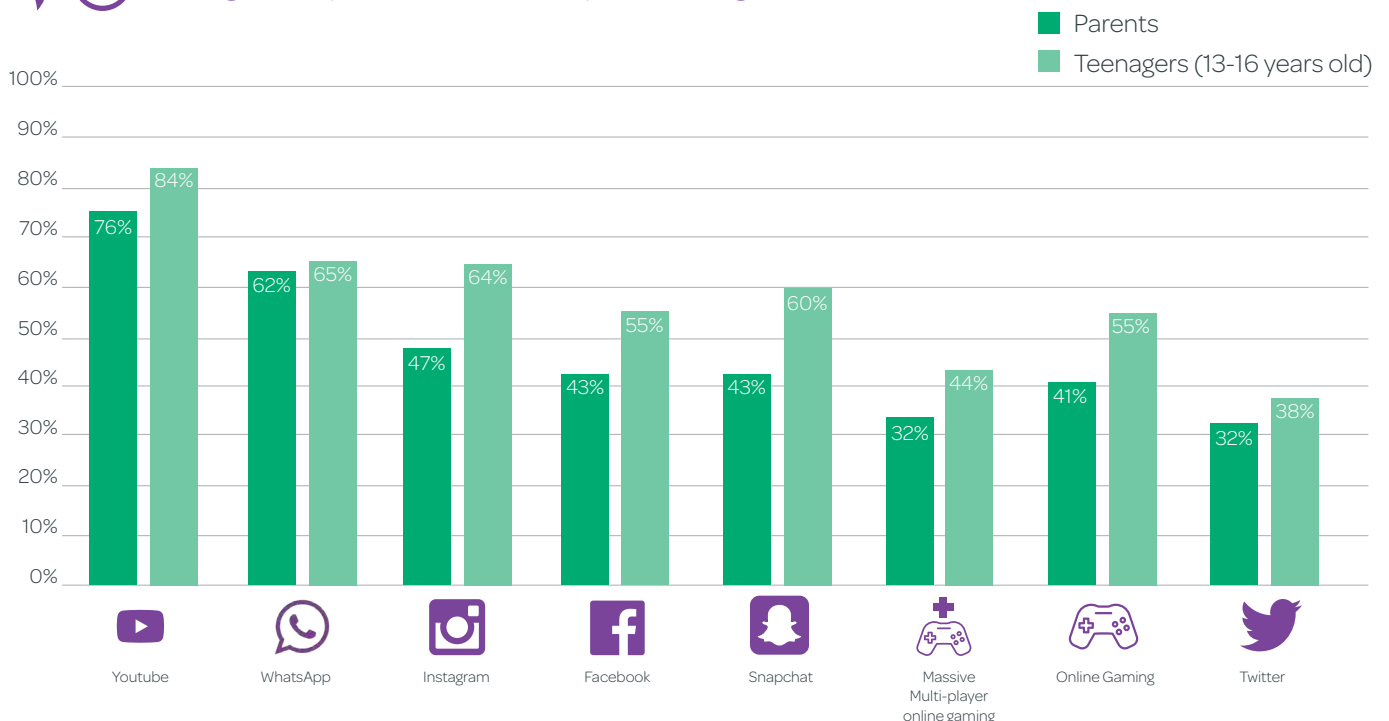
**27%** of parents also agreed that technology and the internet helps their child make friends

**19%** agreed that it helps their child overcome anxieties they have when talking to friends

Delving into the specific social media apps and online games that parents found positive for their child, a high proportion of both generations (**76%** parents and **84%** of teenagers) agreed that Youtube was a positive influence – which reflects how young people are consuming content.



## Social media and online gaming platforms that teenagers thought were positive vs. what their parents thought



# Solution



According to the findings here are five top reasons why technology can make teenagers feel more connected:

1

**Finding support networks for people that might be facing similar challenges** – 17% of teenagers surveyed said they've gotten support and advice online

2

**Providing opportunities to boost one's confidence** – 30% said they had people say nice things about them online

3

**Finding people with niche common hobbies** – 23% of the teenagers claimed they've made new friends through an online game

4

**Finding peer groups for teenagers in minority groups** – 18% said they've made new friends and connections online through an online forum, page or group

5

**Making them feel accepted by their peers** – 24% said they've received positive encouragement from friends online

Expert view by Dr Rebecca Nowland

The findings show that young people gain varied positive benefits from technologies and are able to articulate these. The most commonly reported experiences by young people were ones that helped them maintain contact with their friends for example, chatting to their friends online, playing games online with friends, sharing experiences, keeping in contact with friends who had moved away or live in a different area/country. This shows the importance of technology for social connection in young people's lives. They also reported positive experiences where they received help and encouragement from friends online or were able to get help with problems that they were having. Some young people also noted that they use technology to be creative, making their own content to share online.



A photograph of a man and a young boy looking at a laptop screen. The man is leaning over the boy, who is sitting at a desk. Both are wearing white shirts. The background is a light blue wall. A large purple speech bubble is overlaid on the bottom left of the image.

Conclusion

# Conclusion

TalkTalk's first-of-its-kind research into technology and loneliness in the family demonstrates the disparity within families over the role technology plays in either exacerbating or mitigating feelings of loneliness in teenagers. Below are some of the key findings:

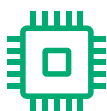
1. Teenagers live their lives through the lens of technology, a fact they readily acknowledge. But used in the right way, technology can be a solution to loneliness and an important way of staying connected to their peers.
2. Open communication and close parent-child relationships are good for reducing or preventing loneliness and buffering teenage children from potentially harmful impacts of social media and other technologies.
3. Parents trusting teenage children, and also appreciating that young people have knowledge about technology, is important. Parents do have a handle on their child's technology use and should be willing to trust their instincts more when it comes to advising their children.
4. However, some parents have expressed that they do need guidance and more support when it comes to the best strategies for navigating technology and the online world.
5. Parents negotiating rules and boundaries with their teenage children is a useful strategy to ensure that teenagers use the internet safely, sensibly and suitably for their individual needs.
6. Monitoring and having good guidelines in place is important, so that technology makes young people feel more connected and is not harmful to their feelings of loneliness.

In all, the findings are encouraging – and broadly show that when young people are feeling lonely, technology has provided a way of making them feel less so. It is vital that the industry works together to ensure this is the case. We look forward to engaging further with relevant stakeholders including customers, parents, the Government and regulators, and other service providers to explore this subject further.

## What we're doing



TalkTalk is delighted to have signed the Government's Loneliness Pledge – committing to working together towards best practice in supporting potentially lonely employees.



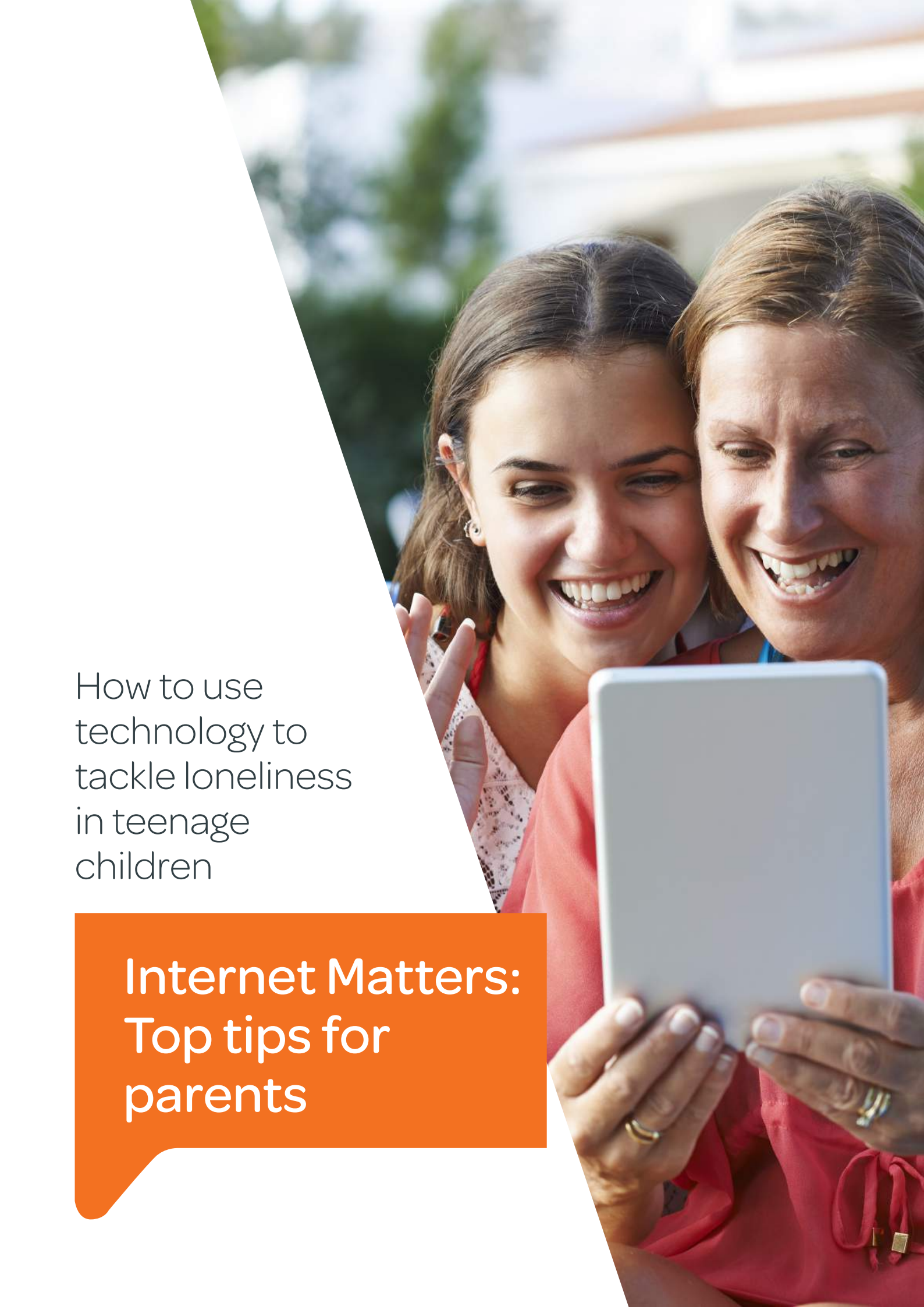
Our parental filter, HomeSafe, allows parents to control what content their children access, and signposts to expert safety advice from Internet Matters.



TalkTalk is committed to using our academic-endorsed quantitative and qualitative findings to inform policy making. We will share our research with the academic community and regulators to improve outcomes for lonely and potentially lonely teenagers.



TalkTalk will promote independent guidance from Internet Matters aiming to advise teenagers and their parents about the tools available to them to make their online experience a safe and positive one.

A photograph of a woman and a teenage girl smiling and looking at a tablet together. The woman is on the right, holding the tablet, and the girl is on the left, pointing at the screen. They are both smiling broadly. The background is blurred, showing greenery and a building.

How to use  
technology to  
tackle loneliness  
in teenage  
children

## Internet Matters: Top tips for parents



# Internet Matters: Top tips for parents

In light of these research findings, TalkTalk has partnered with Internet Matters, the not-for-profit online safety organisation, to provide practical guidance and advice for parents to help their teenage children navigate the online world and tackle the complex issue of loneliness.

1

## Tackling issue of isolation with smart use of tech

- Encourage teenage children to develop a healthy balance between screen time and face-to-face time doing activities with family and friends.
- Create moments of shared experiences that can be with or without tech, but always shared with others.
- Guide children to use tech in ways that supports their passions, helps them learn new skills and removes barriers to finding their voice, their identity and their community.

2

## Creating connections for support

- Help teenage children be critical about the relationships they form online through social media or gaming platforms as bonds made online are not necessarily as real as In-Real-Life relationships.
- It's important to encourage teenage children to have a good balance between trusted friends on and offline to help them navigate issues that they may face.
- Promote the idea that real connections, even if a few are better than lots of illusory connections.

3

## Managing expectations of social media 'only' friends

- Social media can provide meaningful networking where teenage children can connect with, comment on and discuss things with others, but your teenage children should avoid using social media 'only' as a substitute for real connections.
- Teenage children may believe that they are truly connected with everyone they have a social media 'connection' with, which may lead to feelings of loneliness and disconnection if those 'connections' do not respond in the same manner.

4

## Being critical about what they see online

- Technology can expose teenage children to a vast world of vibrancy and energy where children can scroll feeds or watch videos of other teenage children doing innovative and exciting things.
- Encourage teenage children to challenge what they see online to put it into perspective so that they understand that not everyone has a better, more exciting life.
- Help them build their self-esteem by identifying the positive aspects of their own realities.

5

## Striking a balance between on and offline activities

- Scrolling social media feeds, looking for likes or comments, checking emails can be a fun activity, but when those activities border on the obsessive, it might be helpful to change routines.
- Suggest new ways for your teenage children to foster friendships offline so that they can engage in different activities and can get involved in diverse communities offline.

6

## Using tech to give back and do good

- Changing routines may help change their perspective. You may want to encourage children to explore the physical world around them, by volunteering for community activities or supporting a cause on or offline. Your teenage children may find like-minded peers with whom they have many things in common, both online and In-Real-Life, thus promoting a real sense of belonging.

# Notes

## Methodology

TalkTalk's Teenage Loneliness and Technology Report was based on the results of a survey conducted for TalkTalk by Censuswide on behalf of Instinctif Partners. The sample surveyed consists of 2,005 young people aged 13-16 in the UK, and 2,005 parents of those teenagers aged 13-16. Fieldwork for the survey was carried out between 26 March and 4 April 2019.

A dyadic question method was used to show direct comparisons between answers given by parents and their teenage children to similar questions. The questions and results were developed and analysed in conjunction with Dr Rebecca Nowland, Research Fellow at the University of Central Lancashire, in the Supporting Evaluation and Research in Child and Family Health (SEaRCH) Research Group and chartered member of the British Psychological society.

The questions used to measure loneliness were developed in accordance with ONS guidelines on measuring loneliness.

Censuswide abide by and employ members of the Market Research Society. All survey panellists are double opted in (with an opt-in and validation process) in line with MRS and ESOMAR standards.

## About TalkTalk



TalkTalk is the UK's leading value for money connectivity provider. It believes that simple, affordable, reliable and fair connectivity should be available to everyone.

Since entering the market in the early 2000s, it has a proud history as an innovative challenger brand. Today, it provides landline, broadband, TV and mobile services to over four million customers. It operates Britain's biggest unbundled broadband network, covering 96% of the population, supplying services to consumers through the TalkTalk brand, to businesses through TalkTalk Business, and by wholesaling to resellers.

TalkTalk also has a long history of leading industry efforts to ensure the internet is a safer place for children. It is a founding member and a proud partner of Internet Matters, an organisation that provides information, support and advice for parents and carers across the UK about digital safety.

## About Dr Rebecca Nowland



Dr Rebecca Nowland is a Research Fellow working in the Child and Family Health Research Group, referred to as SEaRCH (Supporting Evaluation and Research in Child and family Health) within the School of Nursing at the University of Central Lancashire. She is a Chartered member of the British Psychological Society as a Teacher and Researcher in Psychology. Rebecca's research interests centre around childhood and adolescent mental health and well-being. She is particularly interested in the impact that mental well-being has on physical health and social cognition. Much of her research to date has examined the influence of loneliness in children and young people on physical and mental health. Recent projects have involved examining the influence of social media on health and well-being in adolescents and social influences on self-harming and suicidal behaviour.

## About Internet Matters

The logo for Internet Matters, featuring the text 'internet matters.org' in white, lowercase, sans-serif font on a green rectangular background.

internet  
matters.org

Internet Matters ([internetmatters.org](https://internetmatters.org)) is a not-for-profit, industry-funded members body that helps families stay safe online, providing resources for parents, carers and educational professionals. It was established in 2014 by BT, Sky, TalkTalk and Virgin Media and its members include BBC, Google, Samsung, Three, Facebook, Huawei, ByteDance and Supercell. It is a member of the Executive Board of UKCIS (UK Council for Internet Safety) and an industry expert working with The Royal Foundation Taskforce on the Prevention of Cyberbullying, founded by the Duke of Cambridge. It works with partners from across the industry, government and third sector to raise awareness and provide advice on the issues affecting children in the digital age, including cyberbullying, screen time, digital resilience, extreme content, privacy and exploitation.

# Notes

## Sources

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