SEPTEMBER 2023

"It's really easy to go down that path":

Young people's experiences of online misogyny and image-based abuse

internet matters.org

Foreword from the co-CEO of Internet Matters

Misogyny is nothing new, it was not invented by the internet. Yet, in the almost 10 years since Internet Matters' founding – and, in particular, within the last 18 months – we have witnessed a shocking surge in the volume of insidious and outright misogyny that children are exposed to online. This content ranges from old-fashioned opinions on masculinity and gender roles, to outright calls for violence against women.

Internet Matters' role is to support parents and professionals in keeping children safe online. This job is becoming increasingly difficult for many parents and teachers, with the growing public profile of 'misogynist influencers', who use their platforms to promote outdated opinions on gender, rooted in the domination of women and girls.

This report delves into the murky world of online misogyny. Andrew Tate may be the only 'misogynist influencer' that you have heard of. But he is just one prominent member of the 'manosphere' – a collection of communities united in their hate-filled views on women and girls.

Misogynist rhetoric has the capacity to translate into real-world violence. For example – a recent survey of 7,500 adults found that 15% of women have experienced online violence, 13% of whom say that this progressed to offline violence.[1] Along with many experts, we are particularly concerned about the implications of online misogyny on behaviour if exposure begins at a young and susceptible age.

Tate's content also poses profound risks to the boys and young men who consume it. For example, Tate's dangerous claims that 'real men don't cry', that mental illness makes people 'weak' and that depression 'isn't real' pose a real threat to boys' mental health, wellbeing and self-esteem.

Seeking to understand more about the manosphere's spread and influence on family life, we surveyed over 2,000 parents of 4-16-year-olds and 1,000 children aged 9 to 16, and we spoke to parents and teenagers in a series of focus groups.

We find clear evidence that Andrew Tate is appealing to a significant number of teenage boys and dads, particularly younger dads. This fact, in itself, is perhaps unsurprising – young males form Tate's core audience. But the scale of Andrew Tate's appeal, particularly among younger dads – over half of whom have a positive impression of the influencer - is staggering and deeply concerning.

It is likely that much of the attraction to Andrew Tate is in his finance and business advice. But Tate's crude and violent statements and behaviour towards women are deeply embedded in his presentation of an 'aspirational' lifestyle. It is likely very challenging – particularly for younger followers – to disentangle Tate's violent misogyny from the more 'attractive' aspects of his output.

Many parents – and mums in particular – tell us that they are finding it exceedingly hard to know how to combat harmful views when they take root in their children. For most children, the online and offline worlds are difficult to separate. So, in this report, we also examine how harmful attitudes may seep into behaviours – looking at prevalence and attitudes to image-based harassment and abuse.

We will stand alongside parents – and, wherever we can, use our voice to champion stronger protections for children online. The long-awaited Online Safety Bill - due to receive Royal Assent in a matter of weeks – is an ideal opportunity to take robust action on violence against girls in digital spaces. There must be an urgent clamp down on both harmful rhetoric and sexual violence online, and we conclude with a number of recommendations to industry and Government.

The impact of inaction can be seen in the findings of this report and in the alarming levels of sexual harassment in our schools – now is the time to turn the tide on online misogyny.

Carolyn Bunting MBE
Co-CEO, Internet Matters

---

1.   The Open University, 7 September 2023, 'OU research reveals shocking level of online violence experienced by women and girls across the UK'.

Contents

Acknowledgements

Executive summary

Our mission at Internet Matters is to support adults to help manage children's online lines. Over the past year, countless conversations among parents and teachers have been dominated by one figure - the influencer and self-described misogynist, Andrew Tate. Through clever leverage of social media algorithms, Tate has cultivated a large audience for his financial and lifestyle advice, as well as for his crude and aggressive views on women.

Internet Matters have observed the challenges that many parents and teachers face in combatting the influence of Andrew Tate. Earnest efforts to counter his misogynistic messages may sometimes have the opposite effect. There have been reports of homework returned with the message 'make me a sandwich' directed to female teachers,[2] and of acts of serious sexual violence perpetrated by children as young as 9 who have parroted Tate's comments.[3] There is evidence that some harmful views became entrenched during the Covid-19 lockdown – when many children were attending school remotely, with extended and unsupervised access to the internet.

Against this backdrop, we wanted to find out more about the **nature and impact of online misogyny, as experienced and witnessed by teenagers.** Using a combination of quantitative and qualitative research with young people and parents, we set out to explore the impact of Tate and other misogynist influencers' aggressive rhetoric on teenagers' lives in the online world.

The research has a **secondary focus on sharing of intimate images.** Specifically, we examine **image-based sexual harassment and abuse** – the non-consensual creation and sharing of sexual images among peer groups, sending unwanted sexual images, and the persistent pressuring of others to do so. For better or for worse, a significant proportion of young relationships are now conducted in the digital sphere. And the norms and pressures that children face in their digital relationships are shaped, at least in part, by a wider societal context – including online influences. While sharing 'nudes' is nothing new, we wanted to explore how the scale and dynamics of intimate image-exchange have evolved, with the rising public profiles of misogynist influencers such as Tate.

We find that:

Awareness of self-professed misogynist Andrew Tate is high among both parents and children. While he strongly divides opinion, Tate is most likely to form a favourable impression on older teenage boys, and younger dads.

- **Awareness of Andrew Tate is higher among parents (81%) than children (59%).** Awareness increases among children with age – to 75% of those aged 15-16. Teenage boys aged 15-16 (23%) and dads (26%) are significantly more likely to state that they know 'a lot' about Andrew Tate than girls aged 15-16 (11%), and mums (16%).

- **A significant number of teenage boys have a favourable view of Andrew Tate.** This is perhaps unsurprising – given Tate's target audience of young males, but the difference in opinion between boys and girls is nevertheless stark. Almost a quarter (23%) of boys aged 15-16 have a positive impression of Andrew Tate, compared to 10% of girls the same age.

- **An even higher proportion of dads have a positive view of Andrew Tate.** A third of dads (32%) have a favourable opinion of Tate, compared to 10% of mums. The divergence in attitudes to Tate is even more stark among younger parents. Over half (56%) of younger dads (those aged between 25-34) have a positive view of Tate, compared to 19% of mums the same age. We don't know which exact aspect of Tate's content is driving his appeal to younger dads – the main draw could be his aspirational lifestyle, his finance and business advice, or the misogynistic rhetoric. Either way, Tate's reach and appeal to a significant portion of parents is deeply concerning.

2.   *Guardian, 7 January 2023, "Vulnerable boys are drawn in': schools fear spread of Andrew Tate's misogyny".*
3.   *Guardian, 29 April 2023, "Don't talk to pupils about misogynist Andrew Tate, government urges teachers in England".*

- **Younger dads are also more likely to believe that their child has a positive impression of Andrew Tat**e. Almost half (49%) of young dads aged between 25-34 believe that their child has a positive impression of Tate, compared to 17% of mums the same age.

Children and parents agree that the online world has made misogyny worse.

- **Children believe that the online world has made misogyny worse.** As we would expect, older children are more likely than younger children to think this. Half of boys aged 15-16 and over half (55%) of girls the same age think that the online world has exacerbated misogyny – likely speaking to increased exposure to harmful content at these ages.

- **Parents are concerned about the prevalence and impact of online misogyny – but opinions are influenced by their own gender, and the gender of their child.** Parents of boys are significantly more likely to believe that people 'exaggerate how common misogyny is' (39%) compared to parents of girls (23%). Parents of boys are also significantly more likely to think that misogyny isn't a serious problem online (31%), compared to 20% of parents of girls. This perhaps speaks to the gender inequalities that underpin girls' experiences of the online world.

Teaching about misogyny is generally poor in schools – parents are a key source of information for younger children who understand the term.

- **Despite extensive media coverage on the prevalence and impact of misogynistic content online, understanding of the term 'misogyny' is relatively low**. Familiarity with the concept of misogyny increases with age, but older teens (those aged 15-16) who confidently understand the term are still in the minority. 29% of 15-16-year-olds definitely know the meaning of misogyny compared to 46% who have little to no understanding.

- **Parents are the most important source of information about the term misogyny, and children feel that the topic is taught poorly in schools.** The highest proportion of children who understood the term misogyny (particularly younger children) had learned it through a parent. Older teenagers, and boys in particular, are more likely to have heard the term online.

Contrary to some prevailing narratives about image-sharing, teenagers overwhelmingly believe that sharing nudes is harmful and they would like adults to do more to tackle it.

- **Teenagers think that sharing nude images is always harmful to young people involved.** The overwhelming majority (81%) of teens aged 13-16 think that sharing nudes is always harmful – with just 7% not thinking that this is the case. This is a challenge to some narratives about the 'normalisation' of nude-sharing among teenagers.

- **Most teenagers don't believe that adults worry too much about image-sharing.** Over half (51%) of teenagers aged 13-16 don't think that adults worry too much about image-sharing. The overwhelming majority (84%) think that social media platforms should do more to disrupt nude image-sharing within peer groups.

Parents share teenagers' concerns about taking and sharing nudes. They would like greater support from schools and platforms to prevent this behaviour, and to manage the consequences when harm occurs.

- **Parents are deeply concerned about the risks of nude-sharing.** The majority (70%) state that children sharing nudes is a major concern as a parent. The overwhelming majority (87%) would like to see platforms take more action to prevent this behaviour, and the same percentage (87%) would like schools to teach about the risks of taking and sharing nudes. Parents (85%) agree with teenagers that sharing nudes is always harmful to young people.

Image-based abuse is prevalent among teenage peer groups. Vulnerable and financially disadvantaged children are more likely than their peers to be victims of image-based abuse.

- **Relatively few teenagers have direct experience of image-based harassment and abuse, but around half of teenagers have heard about it happening within their social networks.** Almost half (49%) of teenagers aged 13-16 have heard about abuse of another young person's sexual image. This includes an image being shared without consent and threats to do so, and the creation of sexual images without consent - including 'deepfake' nude images.

- **Vulnerable children are disproportionately victims of image-based harassment and abuse.** In line with wider research by Internet Matters on vulnerability in the online world,[4] our findings show that vulnerable children experience significantly higher levels of every form of image-based abuse and harassment. For example, 11% of vulnerable children had had a sexual image non-consensually shared, compared to 4% of non-vulnerable peers.

- **Vulnerable children and financially disadvantaged children feel significantly more pressure to share sexual images online.** A fifth of vulnerable children (23%) and children receiving free school meals (20%) say that they have felt pressure to share a nude image online. This compares to 12% of non-vulnerable children, and 12% of those who don't receive free school meals.

Recommendations

Parents and schools are at the frontline of grappling with online misogyny, which sometimes translates into real acts of sexual violence among children – including image-based harassment and abuse. But they should not be left to deal with the fallout of these influences alone.

Our evidence also suggests that some parents, especially younger dads, may not be best placed to help children navigate the impact of misogynist influencers. This is a departure from most online safety issues – underscoring the need for a cohesive effort from platforms and Government to combat the spread and influence of online misogyny.

Much greater protection and support is needed from Government and industry to limit the amplification of online misogyny, and the conduct of harmful sexual behaviour in digital spaces. The Online Safety Bill offers an ideal opportunity to effectively tackle violence against women and girls (VAWG) online. With Royal Assent of the Online Safety Bill expected in October 2023, Internet Matters looks forward to continuing close engagement with Ofcom as key guidance and Codes of Practice are drafted.

- **Platforms** should take more proactive action to de-platform and de-monetise accounts which belong to prominent and emerging proponents of violence against women and girls.

- **Platforms** should also embed stronger safety-by-design principles within product-design – to ensure (as far as possible) that their services aren't used to amplify misogyny or to facilitate child-on-child sexual abuse.

- **Ofcom,** the future online safety regulator, should incorporate the views of child safety experts when drafting guidance on online VAWG, and should consider the development of a standalone Code of Practice on child-on-child sexual abuse (separate to adult-perpetrated CSEA).

- **The Department for Education** should provide greater support for schools through updated RSHE guidance on online misogyny and image-sharing, and by publishing non-statutory guidance on teaching about VAWG. Schools would also benefit from sustained funding to support online safety teaching and online safeguarding – for example, better training for teachers, greater capacity for quality RHSE, and delivery of tailored workshops on these issues.

---

4.   *Internet Matters, 2020, 'Refuge and Risk: Life online for vulnerable young people'. Link.*

- **The Home Office** should review the use of Outcome 21 in non-aggravated youth-produced imagery cases, to ensure that all children are adequately safeguarded, following image-sharing incidents. In the interim, the College of Policing should produce better guidance and training for officers on communicating with children about the implications of Outcome 21 – particularly with vulnerable children and victims of sexual exploitation.

- **The online safety sector** should develop resources on image-sharing for children, parents and professionals, based on the best available evidence on what works to prevent young people from taking and sharing nudes. Separate to this report, Internet Matters has recently kicked off research – in partnership with Nominet and Praesidio Safeguarding – to establish what works to prevent intimate image-sharing among 11 to 13-year-olds.

- **Parents** should look to build resilience to the influence of online misogyny early, through age-appropriate conversations about the reliability of online sources. Internet Matters and Samsung's The Online Together Project is a great place to start. As children grow older, their risk of exposure to harmful content online grows. If parents are concerned about engagement with misogynistic content, patience, knowledge and support are key. Internet Matters have a range of resources available to support parents through these difficult conversations.

- **Schools** should develop whole-school approaches to ending online sexual violence and ensure that high-quality RSHE lessons on online misogyny and sexual violence are prioritised. Staff training will be a key component for schools to establish a zero-tolerance policy towards sexual violence and misogyny.

Introduction: enter the manosphere

This report explores the surge in online misogyny in recent years – which many see as a counter-reaction to decades of progress in gender-equality.

Communities that broadcast aggressive views about women are known colloquially as the 'manosphere' – a loose confederation of influencers, channels, forums and websites which combine self-improvement advice with casual and sometimes violent misogyny.

Manosphere communities generally contrast real and growing challenges faced by boys and men – including rising rates of mental ill-health, loneliness and economic inactivity – against female empowerment. This worldview is often supported with humour, pseudo-psychology and simplified biology and socioeconomic theory. The manosphere comprises several sub-groups,[5] including:

Men's Rights Activists (MRA) - communities built on combatting perceived inequalities against men. MRA exist on a spectrum from equality groups (focussed on areas such as custody and divorce outcomes, military conscription and mental health stigma) to extreme anti-feminists.

Pick-up artists – communities which focus on techniques to attract women. Advice often involves harassment, insults and objectification of women in public spaces.

Men Going Their Own Way (MGTOW) – a subset of men's rights activists who perceive western societies as so biased against men, that they espouse a complete boycott of women and sometimes society altogether.

Incels (involuntary celibates) – a group who consider themselves unable to attract a romantic partner, despite desiring one. They blame women (who they perceive as promiscuous, manipulative and sexually selective) for their lack of romantic success.

For many community members, introduction to the manosphere begins not with outright hatred of women, but through searching for more innocuous self-help advice for issues in their lives. Many major manosphere influencers offer guru-style assistance in the areas of finance, personal coaching, fitness, nutrition or dating. In this way, influencers are able to ensure a steady revenue stream and evade hate speech policies on social media platforms.[6] This can provide a pathway from one form of 'less harmful' content – such as fitness advice – to potentially more radical communities and views.

The manosphere's rhetoric does not occur in a vacuum. Members of radical misogynist communities have been linked to harassment of women, threats and acts of real-world violence.[7] Some extreme manosphere communities direct vulnerable boys and men to forums where suicide is discussed.[8]

5. Ribeiro, M. et al., (2021) 'The Evolution of the manosphere across the Web', Conference on Web and Social Media.
6. Media Matters, 16 March 2023, 'Beyond Andrew Tate: Meet the misogynistic "manosphere" influencers proliferating across social media'.
7. BBC, 26 April 2018, 'Elliot Rodger: How misogynist killer became 'incel hero''.
8. Daly, S. & Laskovtsov, A. (2021) '"Goodbye, My Friendcels": An Analysis of Incel Suicide Posts', Journal of Qualitative Criminal Justice & Criminology.
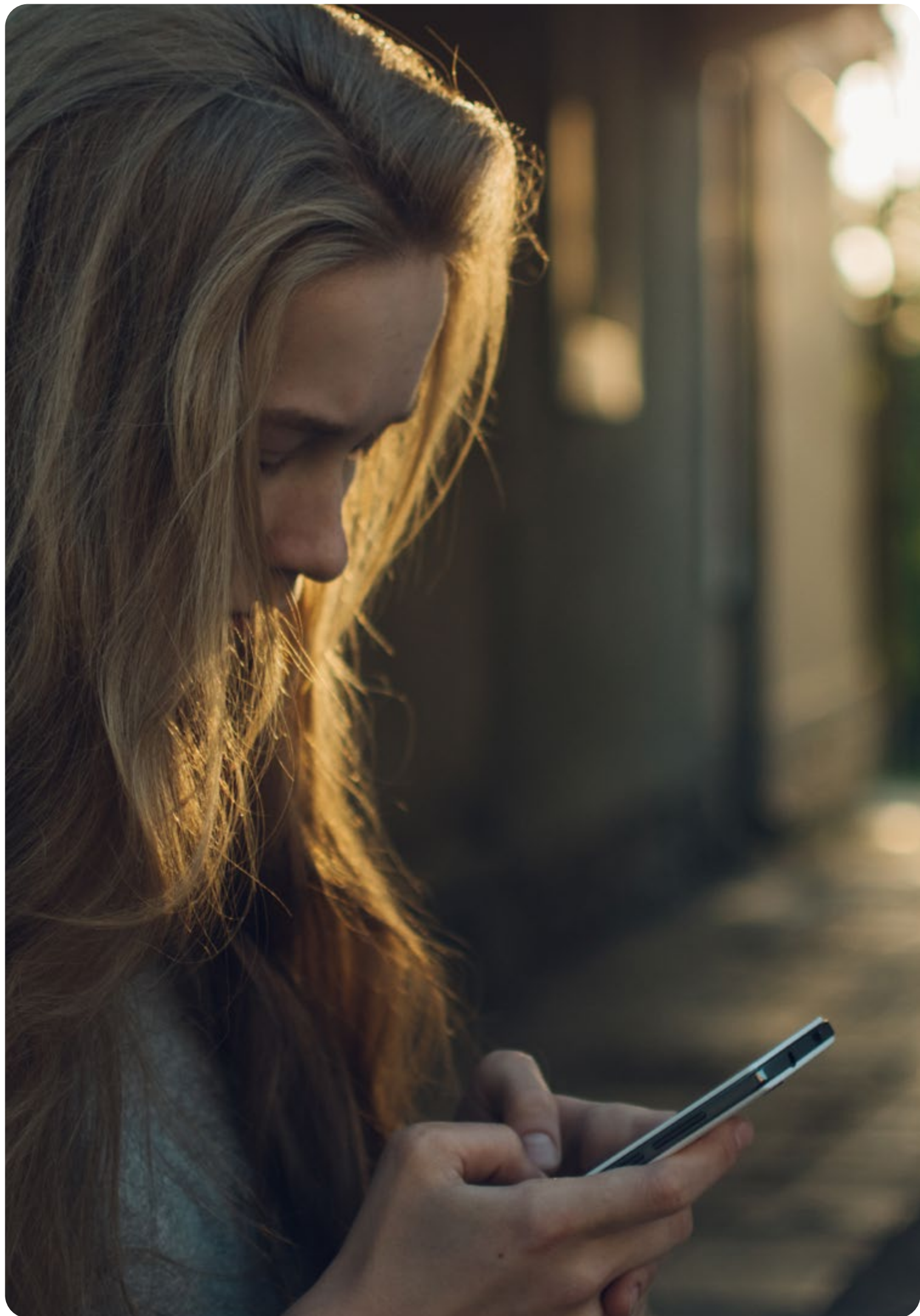
Our survey: the rising influence of online misogyny

With the recent growth of misogynist influencers online, teachers and parents have raised concerns about the way in which content may seep into boys' behaviours, in classrooms, at home and online.

This section explores awareness of, and attitudes to online misogyny – including self-described misogynist Andrew Tate – and the way in which these topics are discussed by parents and teachers.

Our survey finds that Andrew Tate holds an outsized influence among teenage boys and dads. Coupled with poor awareness of the term 'misogyny' among children, this represents worrying implications for the drivers of online sexual harassment, including image-based abuse.

Our qualitative research with parents and teenagers suggests that dads are particularly ill-equipped to manage conversations about online misogyny. While female and non-binary participants were largely unanimous in their distaste for Andrew Tate, several teenage boys and dads described the appeal of Tate's financial and lifestyle advice, and saw humour in his crude statements about women.

The reach of online misogyny

Understanding of the term 'misogyny' is low among children

Despite extensive media coverage of the corrosive influence of online misogyny on young people, our survey finds that just 1-in-6 children (16%) aged 9 to 16 have a firm understanding of the term.

Knowledge of the word misogyny increases with age, to 29% of 15 to 16-year-olds who know what the term means. Yet they are still in the minority, 46% of their peers aged 15 to 16 have little or no knowledge of misogyny.[9] There is currently no requirement within the Relationships, Sex and Health Education (RSHE) curriculum to teach pupils about misogyny, beyond broad teaching about equalities.[10]

Among children aged 9-16 who did report knowledge of misogyny in our survey, comprehension was shown to be generally strong through free-text responses.

Q: Please describe what you understand by the term misogyny

"It is when women do not get the same respect as men. They are treated badly because they are women like being made to behave in the way men want them to. [...] When women get the blame for being attacked by men." (Girl, 12)

"Men being horrible to women" (Boy, 14)

"It's talking about or treating females in a disrespectful way " (Boy, 14)

---

9. *Note half (52%) of 15 to 16-year-olds who don't understand the term misogyny have heard it used before, the other half (48%) have neither heard the word 'misogyny' nor understand what it means.*
10. *Department for Education, 2019, Relationships, Sex and Health Education: Statutory Guidance.*
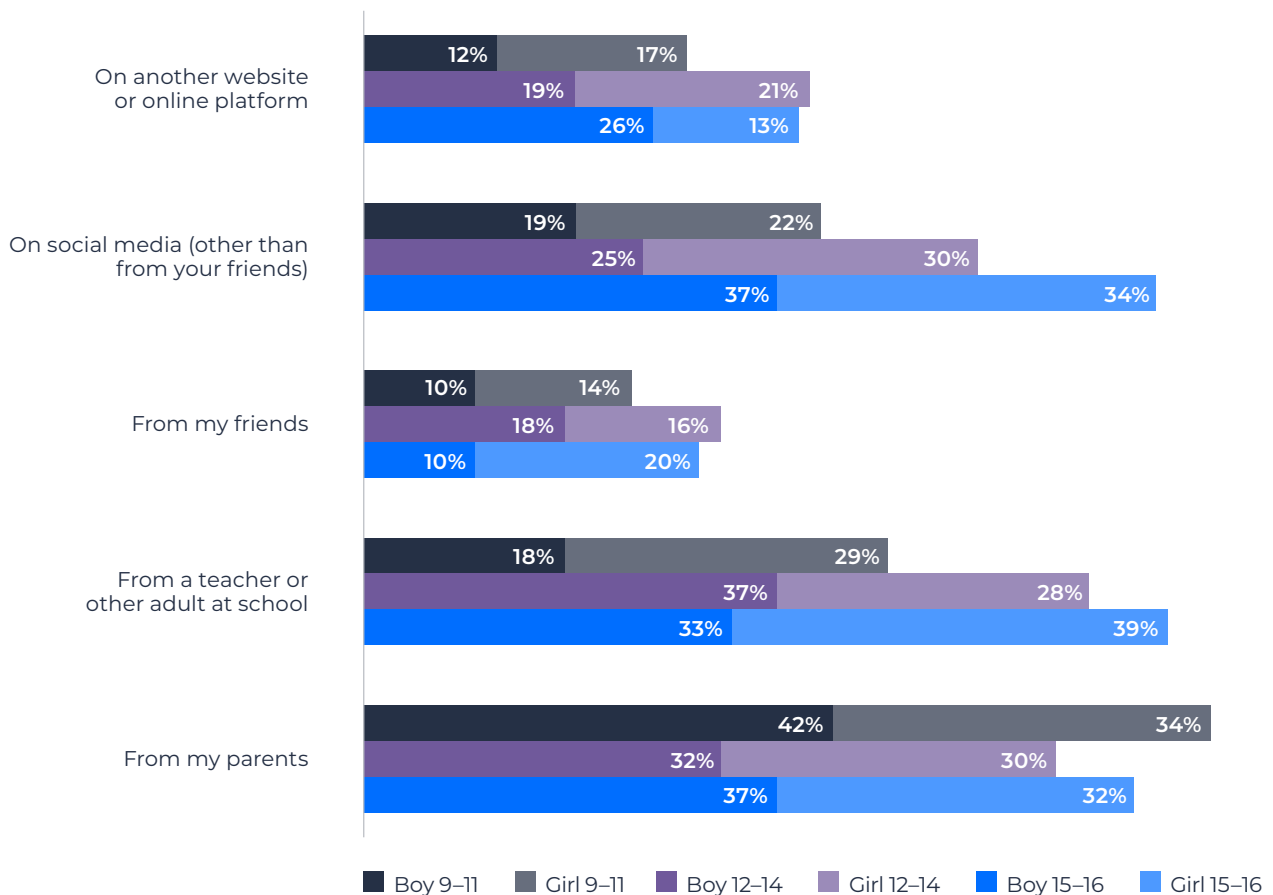
Parents play a central role in teaching children about misogyny

Parents are a key source of information about misogyny. Among children who understand the term, the highest proportion (34%) had heard it from a parent. Encouragingly, over half of parents surveyed (52%) have a firm understanding of the term, and a further 22% think that they understand what it means but may not be able to provide an exact definition. **The majority of children (68%) and parents (71%) stated that they would feel comfortable discussing the topic of misogyny with one another.** Although, it is worth noting that girls (71%) are more likely than boys (64%) to state that they would feel comfortable discussing the topic of misogyny with a parent.

Younger children – those aged 9 and 10 – who understand the meaning of the term 'misogyny' are more likely to have heard it from a parent, while older teenagers who understand the term are more likely to have encountered it through friends or online. **Boys aged 15-16 are twice as likely as girls the same age to encounter information about misogyny on websites and platforms other than social media.** These findings, in particular, speak to the importance of careful, intentional conversations about healthy and respectful relationships at school and at home, before children encounter information from peers and online sources, which may be variable in accuracy and harmful intent.

Figure 1: sources of information about 'misogyny', among children aged 9-16 already familiar with the term, by age and gender

	Boy 9–11	Girl 9–11	Boy 12–14	Girl 12–14	Boy 15–16	Girl 15–16
On another website or online platform	12%	17%	19%	21%	26%	13%
On social media (other than from your friends)	19%	22%	25%	30%	37%	34%
From my friends	10%	14%	18%	16%	10%	20%
From a teacher or other adult at school	18%	29%	37%	28%	33%	39%
From my parents	42%	34%	32%	30%	37%	32%

Children feel that misogyny is taught poorly at school

A third of children aged 9 to 16 (32%) who understood the meaning of misogyny had heard the term from a teacher or other adult at school.
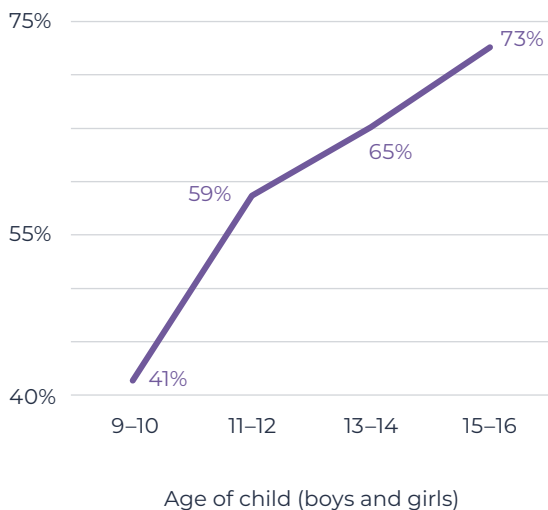
In our survey, the following definition was presented to all children aged 9 to 16:

"Misogyny is when someone doesn't like girls or women. They might say mean things about them or treat them unfairly just because they're girls." – Definition of misogyny, given to children aged 9-16 – Internet Matters survey, conducted by Opinium, May-June 2023

Based on this definition, just 19% of children think that the topic of misogyny is taught well at school. Twice as many children (40%) think that the topic of misogyny is taught poorly.

Despite lacklustre opinions on the quality of teaching about misogyny, the majority of parents (75%) think that children should be taught about the dangers of online misogyny at school.

Awareness of Andrew Tate is high among children – particularly teenage boys

Given Andrew Tate's greatly increased profile over the last year, and his violent views and behaviours towards women, our survey contained a specific set of questions to gauge his spread and popularity – among both children and parents.

Overall, our survey found that a significant proportion of children had heard of Andrew Tate – **59% of children aged 9-16 are familiar with Andrew Tate.**

Unsurprisingly, familiarity with Andrew Tate increases with age, from less than half (41%) of 9 to 10-year-olds who are aware of the influencer, to almost three quarters (73%) of 15 to 16-year-olds. There is a significant surge in awareness of Andrew Tate between ages 9-10 and 11-12.

Boys are more likely at every age to state that they know 'a lot' about Andrew Tate. Teenage boys, in particular, are more likely to state that they know 'a lot' about Tate compared to girls the same age. Over a fifth (23%) of boys aged 15-16 know 'a lot' about Tate, compared to only 11% of girls the same age.

Figure 2: awareness of Andrew Tate by age, among children aged 9-16

Age of child (boys and girls)

Figure 3: children who know 'a lot' about Andrew Tate, by age and gender

Boys   Girls
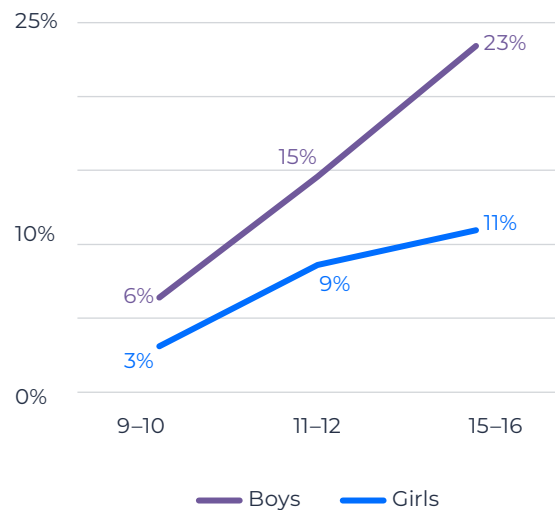
Who is Andrew Tate?

Andrew Tate is a British-American kickboxer, social media influencer and self-described misogynist.

Tate rocketed to fame in 2022 and gained an online following of millions for his aggressive brand of toxic masculinity, offering his audience motivational messages on fitness, making money, attracting women and attaining the status of 'alpha male'. Tate sells a simple vision of gender roles in which the man's responsibility is to provide and protect, and the woman's is to serve in the home.

Who is Andrew Tate's audience?

Teenage boys and young men comprise the vast majority of Tate's following – his unapologetic defence of a 'traditional' vision of masculinity clearly resonates with his audience. Tate's success arguably lies in his ability to exploit valid concerns and challenges facing boys and young men. This includes rising levels of male depression, anxiety and suicide, poor educational outcomes, romantic rejection and anxieties about 'false' allegations of sexual assault, following high profile campaigns against sexual violence – such as Everyone's Invited and the #MeToo movement.

Andrew Tate offers his audience very simple solutions to these fraught issues. In doing so, he has successfully positioned himself as a reactionary 'corrective' to decades of feminism, affirming to heterosexual young men that they and their masculinity are not the 'problem'.

What has Andrew Tate said about women?

Tate's videos range from self-improvement and business advice to calls for violence against women. Among the many statements he has made, he has discussed women as property, advocated dating women aged 18-19 so he can "make an imprint on them" and described how women are "not allowed out" of his home. He has spoken about, and has been filmed physically assaulting women, and argued that female rape victims should "bear some responsibility" for their attacks.

Why is Andrew Tate's content so virulent?

In July 2022, there were more Google searches for Andrew Tate than Donald Trump and Kim Kardashian combined.

Andrew Tate has been banned from many mainstream social media sites – including Instagram, TikTok and YouTube – for violating hate speech policies. X (formerly known as Twitter) is the only mainstream platform on which Tate maintains a profile and an audience of over 7.5 million followers.[11]

Yet social media bans appear to have done little to limit the proliferation of Tate's misogynistic content.[12] Shortly after his account was removed from TikTok in August 2022, Tate's followers flooded the platform with repackaged posts of his videos. Many of Tate's followers intentionally shared his most controversial clips in order to leverage algorithms which are designed to optimise engagement. Outrageous content is more likely to generate comments, likes and re-shares – by those who agree with it, as well as those who ardently disagree. Either way, any form of user engagement increases the likelihood that Tate's videos will be recommended to a growing volume of users.

Over the last year, Tate has proved himself a master at producing enragement and engagement-friendly clickbait.

Where is Andrew Tate now?

On 29th December, Andrew Tate and his brother Tristan Tate were arrested at their home in Bucharest and indicted on multiple charges of rape and human trafficking. They await trial in Romania.

11.   As of September 2023.
12.   The Guardian, August 2022, "How TikTok bombards young men with misogynistic videos".

> *"It's quite easy to go down that rabbit hole of like you see him [Tate] on YouTube Shorts and Instagram reels and your TikTok, and then it's just like you see like one video and then it brings up like four more and you just get more and more frustrated." – Girl, aged 16-17*

*Figure 4: awareness of Andrew Tate **among girls** aged 9-16, by age group*
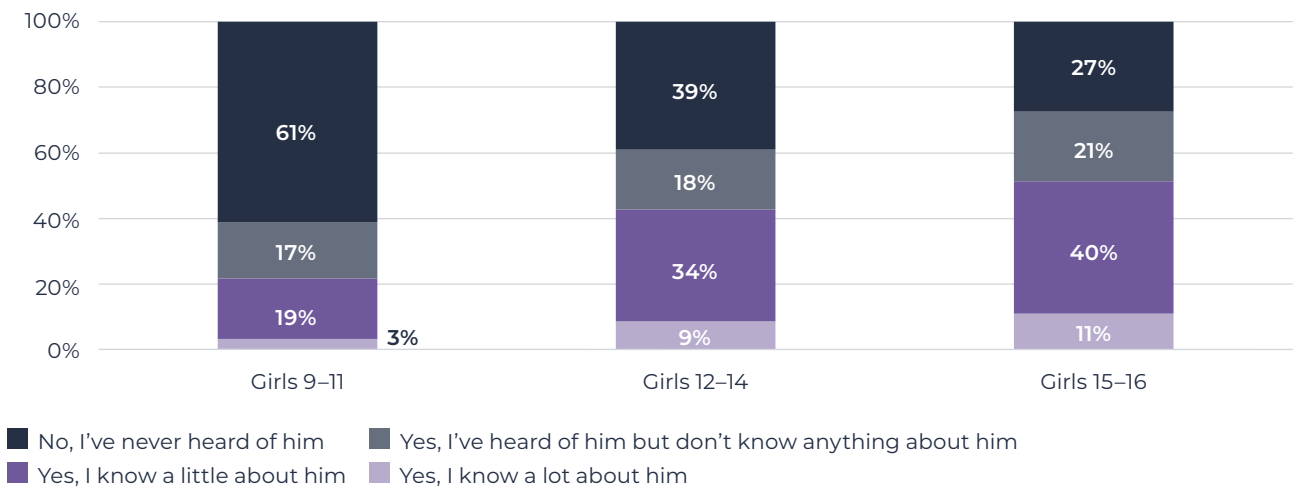
- No, I've never heard of him
- Yes, I've heard of him but don't know anything about him
- Yes, I know a little about him
- Yes, I know a lot about him

> *"I can look and laugh and know it's 100% not true, but I'm also a bit scared because there will be people in their room looking at that and thinking he might have a point." – Boy, aged 16-17*

*Figure 5: awareness of Andrew Tate **among boys** aged 9-16, by age group*

- No, I've never heard of him
- Yes, I've heard of him but don't know anything about him
- Yes, I know a little about him
- Yes, I know a lot about him
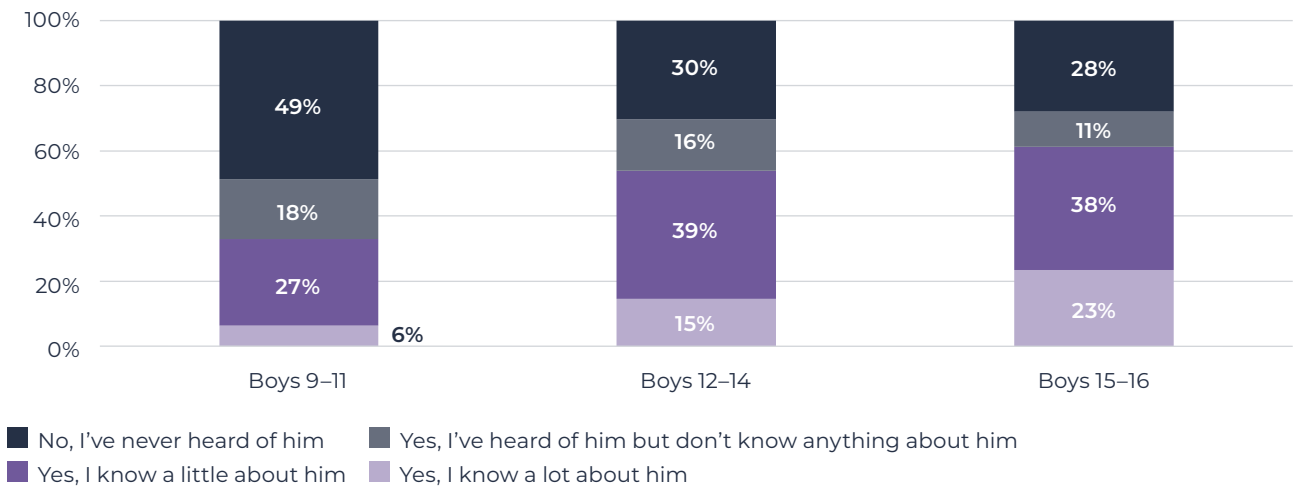
There are some significant differences in how teenagers access information about Tate. For example, **older boys are significantly more likely than girls to have viewed content from Andrew Tate directly on social media.** Over half (55%) of boys aged 15-16 have seen content produced by Andrew Tate on social media, compared to a third (34%) of girls the same age.

"It's a bit too late now [for my younger brother], he's watched so many of them TikToks that he believes it" – Girl, aged 16-17

Figure 6: sources of information about Andrew Tate – among children already familiar with the influencer, aged 9-16, by gender

Denotes statistically significant difference.

Girls ■ Boys ■
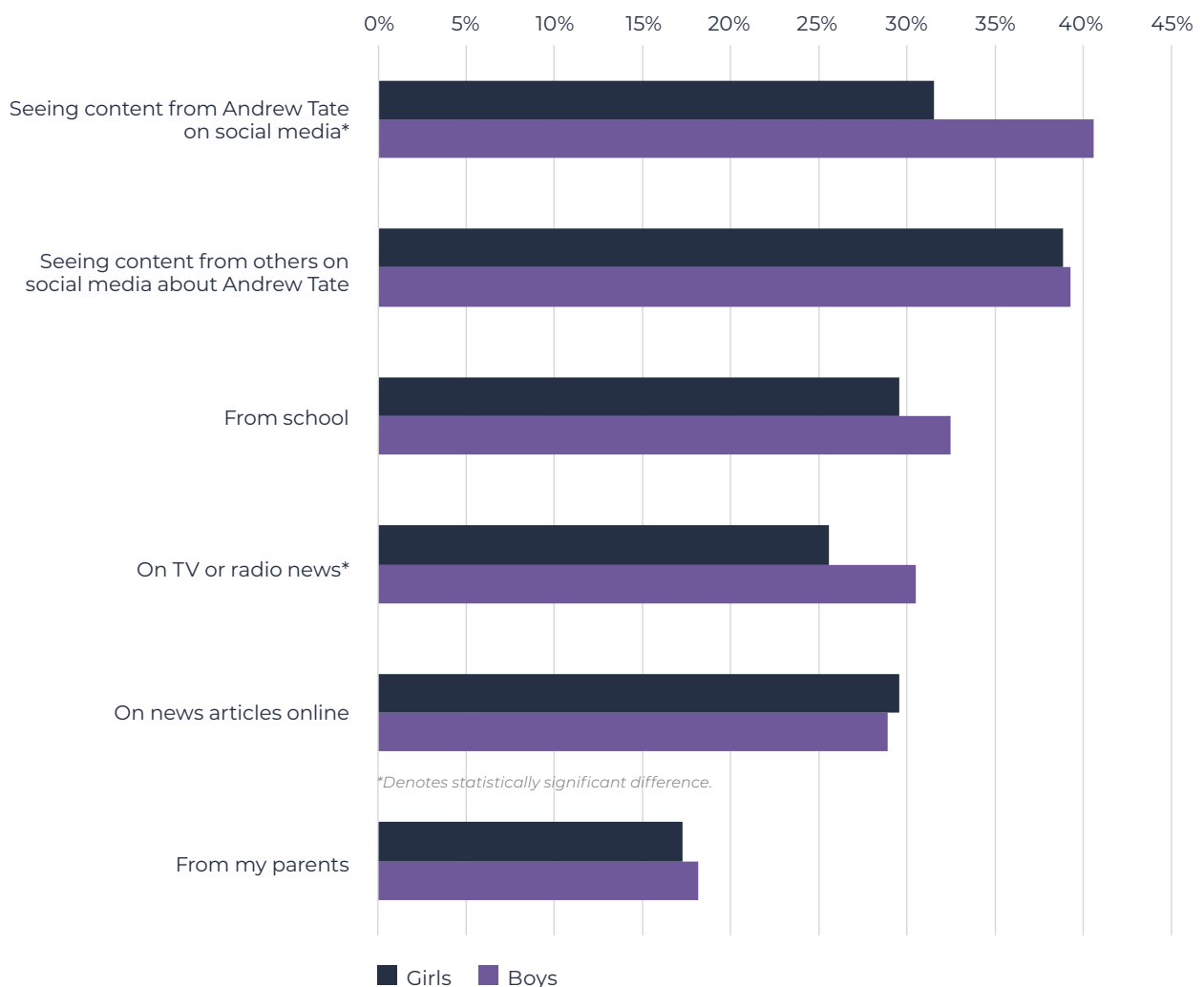
Parental awareness of Andrew Tate is high – particularly among dads

Parents are more familiar with Andrew Tate than children. Our survey finds that, in total, **81% of parents are aware of Andrew Tate compared to 59% of children.** Dads (85%) are more likely than mums (75%) to be familiar with Tate. A quarter of dads (26%) know 'a lot' about Tate, compared to just 16% of mums.

Age plays a significant role in awareness of Andrew Tate among dads. The overwhelming majority (91%) of younger dads – those aged between 25-34 – are familiar with Andrew Tate, compared to 81% of dads aged 55-64. 41% of younger dads, aged 25-34, state that they know 'a lot' about Andrew Tate, compared to 12% of dads aged 55-64.

Conversely, familiarity among mums is more consistent by age – around three quarters (73%-76%) of mums in all age groups between 25-64 are aware of Andrew Tate.

Figure 7: sources of information about Andrew Tate – among children already familiar with the influencer, aged 9-16, by age group
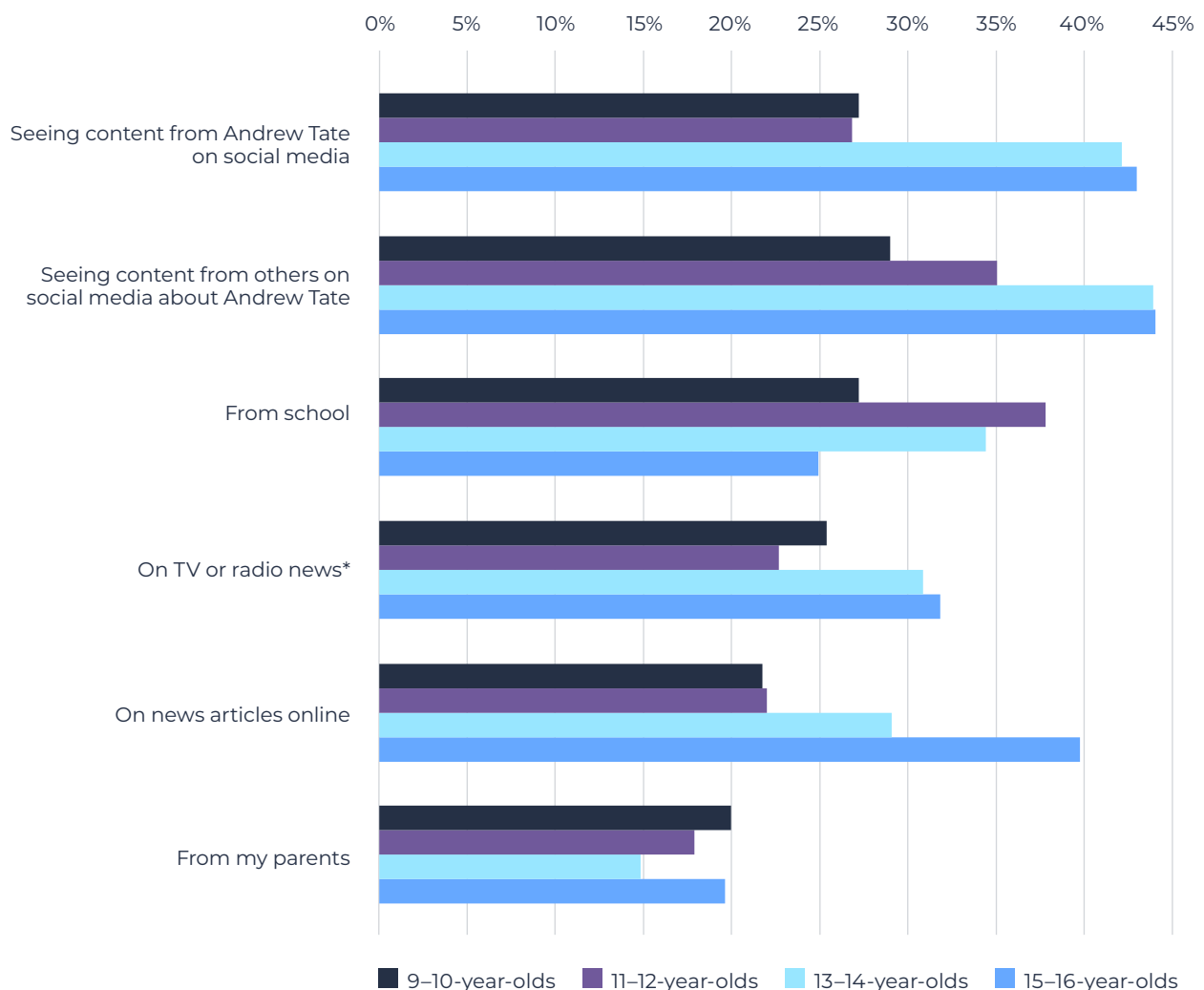
Figure 8: awareness of Andrew Tate by age and gender, among parents aged 25-64

— Dads   — Mums
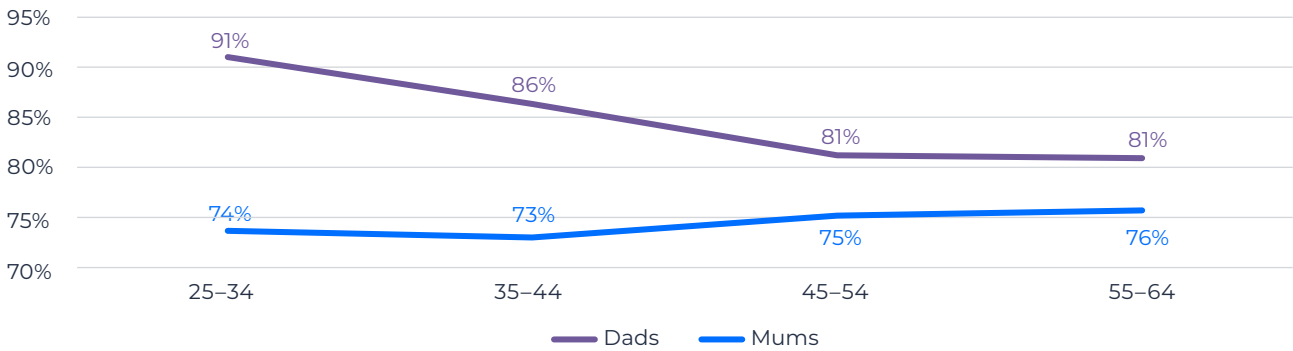
> *"Unfortunately, his videos are very popular with teenage boys, who idolise him. I try to bring up the topic and say, 'are you watching it? Do you understand that everything he says is total BS?' [They say] 'No, no, we wanna work for him!' – Mum*

Parents of boys are also more likely to be familiar with Andrew Tate – 83% of parents of boys have heard of Tate, compared to 78% of parents of girls. This appears to be driven by sources of information; parents of boys are more likely to have heard of Tate through their child (21%) or child's school (15%), than parents of girls – 12% of whom have heard about Tate through their child, and 7% through their child's school.

Figure 9: sources of information about Andrew Tate among parents, by child's gender

■ Parents of boy(s) only   ■ Parents of girl(s) only
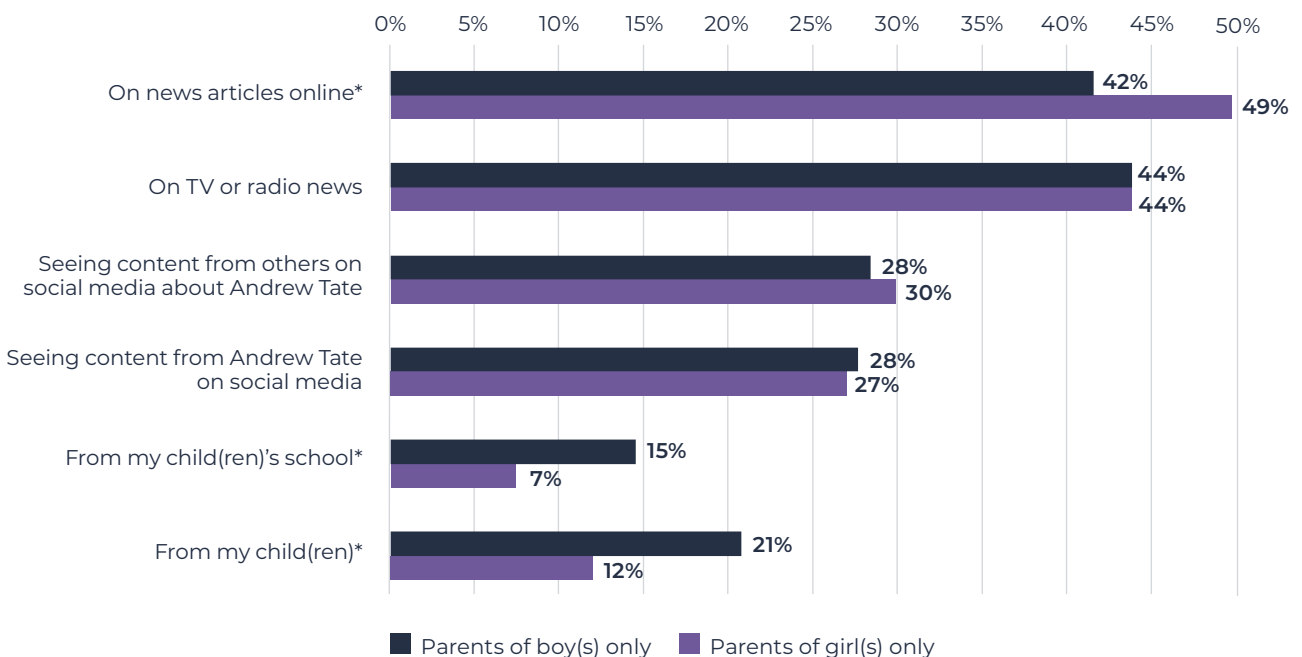
*Denotes statistically significant difference.

The influence of online misogyny

Children and parents agree that the online world has made misogyny worse

Despite consensus among survey respondents that teaching about misogyny is poor in schools, 39% of children aged between 9 and 16 believe that the online world has made misogyny worse. Only 9% of children don't think that the online world has worsened misogyny.

Unsurprisingly, the proportion of children who believe that the online world has made misogyny worse rises with age – likely due to increased exposure to harmful content about women. Half (50%) of boys aged 15-16 and over half (55%) of girls aged 15-16 believe that the online world has made misogyny worse.

The majority, almost two thirds of parents, (64%), agree that the online world has made misogyny worse. While almost half (46%) of parents think that misogyny is a serious problem online and almost two thirds (63%) believe that expressing misogynistic views online should be illegal.

Mums and dads differ in their attitudes to misogyny

There are significant divergences in attitudes to online misogyny between mums and dads. 40% of dads, compared to just 22% of mums, think that people exaggerate the prevalence of misogyny. While over half (54%) of mums believe that misogyny is a significant online issue, the same concern is shared by only 39% of dads.

"He's influenced so many young boys just because [...] he says some things that are correct, and then the things that aren't correct just come involved with that."
– Girl, aged 16

"It definitely does [have a real-life impact], especially in places like school or the workplace because sometimes it can go on as a joke. But eventually they then start to internalise that kind of mindset and then it's just muscle memory at that point."
– Girl, aged 16-17

"Men are getting criticised and things [...] To be honest, some people do need to grow up and realise these battles [about misogyny] are years old now, and sort of move on, cos it's risking reigniting things." – Dad

Figure 10: attitudes to online misogyny, among parents

Mums: People exaggerate how common misogyny is* — 22%
Dads: People exaggerate how common misogyny is* — 40%

Mums: Misogyny is a serious problem online* — 54%
Dads: Misogyny is a serious problem online* — 39%

Mums: Children should be taught about the dangers of misogyny in school* — 78%
Dads: Children should be taught about the dangers of misogyny in school* — 73%

■ Mums   ■ Dads

Denotes statistically significant difference.

Younger dads are more likely to hold views which minimise misogyny

Unlike among mums, where opinions on misogyny are largely consistent with age, younger dads are significantly more likely than older dads to hold permissive views on misogyny. This includes 58% of dads aged 25-34 who think that people exaggerate how common misogyny is (compared to 20% of dads aged 55-64) and 51% of dads this age who don't think that misogyny is a serious problem online (compared to 23% of dads aged 55-64).

Case illustration – Amy

Amy is 17, and lives with her dad, step-mum, and two brothers. She knows who Tate is and has heard some things he's said but she feels she shouldn't investigate further because she finds what he says infuriating sometimes, "he tries to belittle women and uses that to say men are good".

A few months ago, Amy's younger brother really liked Tate and she had to explain to him that Tate is sexist. His interest in Tate has lessened but she still thinks he has some controversial views because of him. She's told her mum a little bit about it as she sees her brother more than Amy does these days and now her mum also "tells him off". Amy worries about Tate's influence over young boys, and that if the younger generation grows up with these misogynistic views then that would be "quite unsafe for women".

At college recently, she had to work on a group project where she was the only girl, and all of the boys really liked Tate. She was put in charge of the group and the boys kept quoting him to her. They repeatedly told her, "I'm not doing any work for you because you're a woman". The college were made aware but didn't talk to the boys about it, "they don't really get involved with that type of stuff".

Figure 11: attitudes to online misogyny, among dads, by age

Dads (age)

—— I think people exaggerate how common misogyny is
—— I don't think misogny is a serious problem online
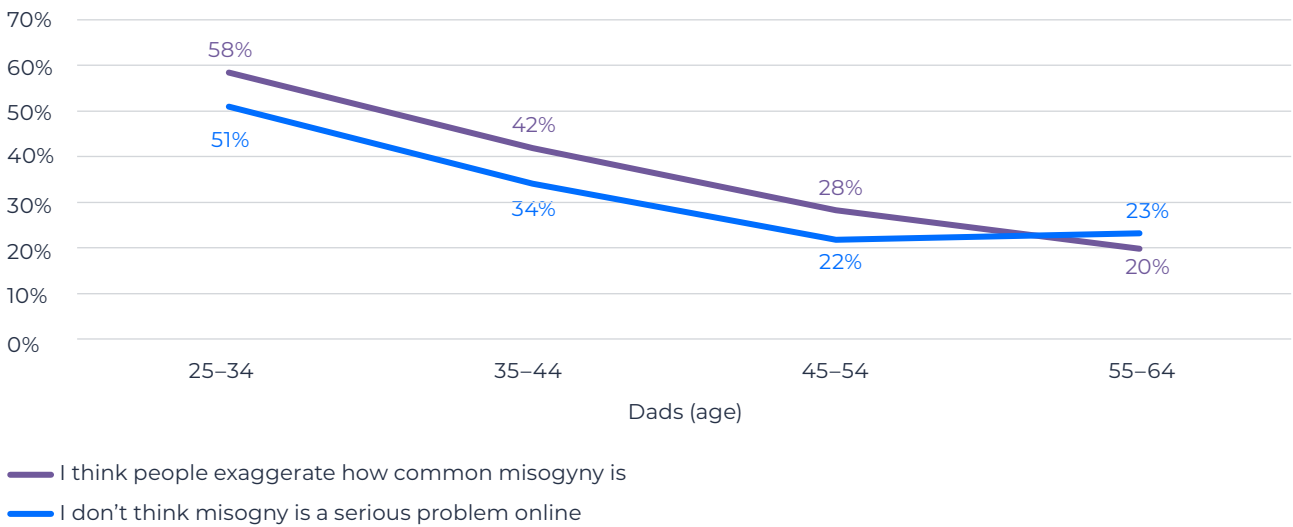
Figure 12: attitudes to online misogyny, among mums, by age

Mums (age)

—— I think people exaggerate how common misogyny is
—— I don't think misogny is a serious problem online
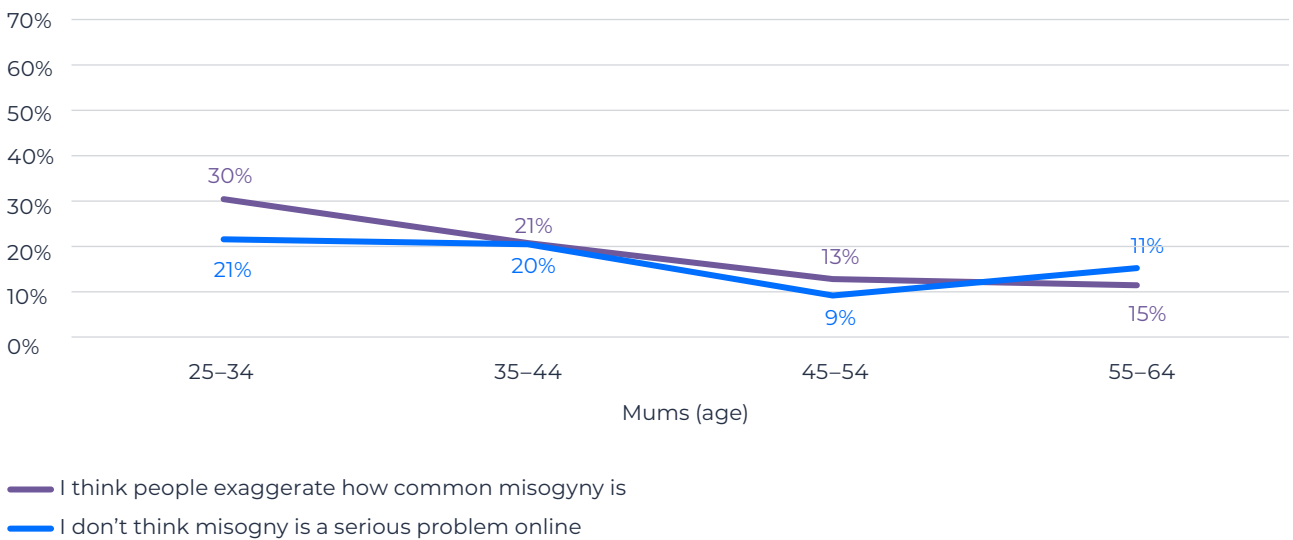
Parents' views on misogyny are also influenced by the gender of their child

Parents' perceptions of the scale and impact of misogyny is influenced by the gender of their child. This analysis is based exclusively on parents with a single child or children of the same gender – i.e. excluding parents with both male and female children.

Parents of boys are significantly more likely to think that people 'exaggerate how common misogyny is' (39%) compared to parents of girls only (23%). Parents with boys only are also significantly more likely to believe that misogyny isn't a serious problem online (31%), compared to 20% of parents of girls only.

"[It's] pretty horrifying, particularly as the father of daughters, that those attitudes and things are out there" – Dad

"[Tate] is pretty troublesome. He's had an influence on my teenage sons I think. [But] he does have some pretty legitimate things he touches on." – Dad

Figure 13: attitudes to online misogyny, among parents of boys (only) and girls (only)

■ Parents of boys only   ■ Parents of girls only
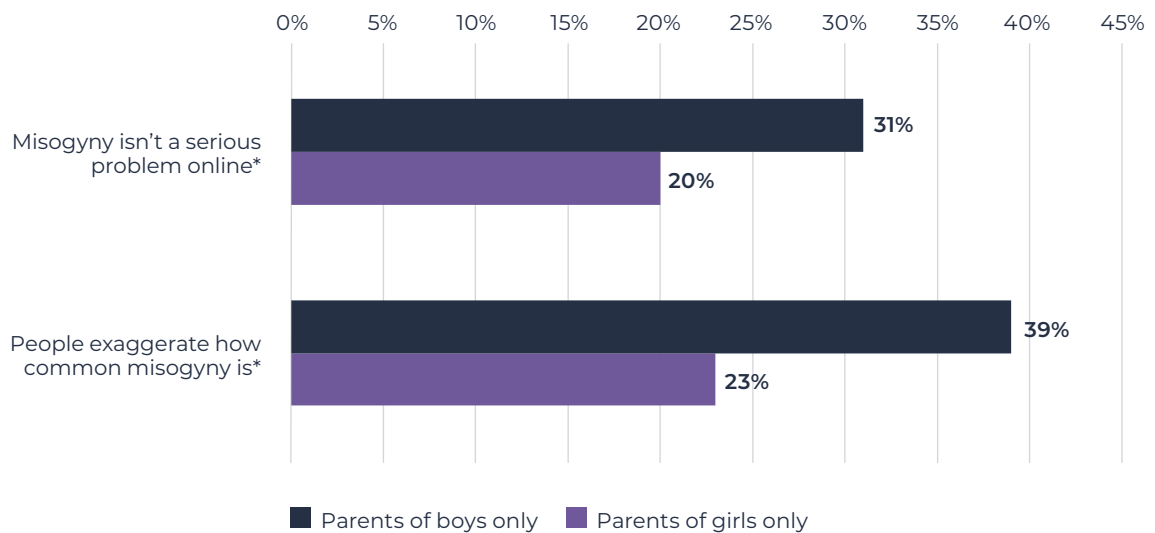
*Denotes statistically significant difference.

"He's preying on decades-old cliches [...], it's not even remotely funny." – Dad

Case illustration – Julie

Julie works in healthcare and has two children – 10 and 14 years old. She has strong views about Tate, describing him as "harmful", "predatory", "disgusting", and "provocative for the sake of being provocative".

Julie thinks that one of the reasons Tate appeals to some boys and young men is that his lifestyle is seen as achievable – he did not have a lot of money growing up and is not "that good looking". She says, "they prey on the lowest common denominators of men who feel disenfranchised […] [The men think], 'here's someone with this big platform and all this money and all these beautiful women around him, and he's thinking and feeling the same way I am' […] The whole thing is grotesque."

To help tackle online misogyny, Julie believes that understanding what your children are viewing online is crucial. For this reason, she has done an online "deep dive" on Tate, and has listened to influencers with similar views, including Pearl Davies and Fresh and Fit podcast – the latter of which she describes as an "echo chamber" for Tate.

Julie believes that even if most people in the UK don't like Tate, a minority do. This makes him "extremely dangerous" and he poses a huge risk to children and young people

Teenage boys and dads are most likely to have a favourable view of Andrew Tate

We asked children and parents who had heard of Andrew Tate whether they had a positive or negative impression of the influencer.

Overall, **15% of children aged 9-16 and 23% of parents have a favourable view of Andrew Tate.** Impressions of Tate differ significantly by gender, among both children and parents:

- **19% of boys aged 9-16 have a positive impression of Andrew Tate** (this rises to 23% of boys aged 15-16), **compared to 10% of girls** (the percentage of 15-16-year-old girls who have a positive view of Tate remains constant, at 10%).

- **32% of dads have a positive view of Andrew Tate,** compared to 10% of mums.

"I can look and laugh and know it's 100% not true, but I'm also a bit scared because there will be people in their room looking at that and thinking he might have a point." – Teenage boy

"I wouldn't say I feel blamed [for online misogyny] I don't know how to describe it though […] I feel more like, you've contributed towards it." – Boy, aged 16-17

"It's really easy to go down that path, if you like one video, suddenly your entire algorithm [...] it's all you get after a while if you're not careful." – Boy, aged 16-17

Figure 14: views on Andrew Tate, by age and gender, among children aged 9-16

	Very positive & positive	Neutral & not sure	Very negative & negative
Boy 9–11	20%	48%	32%
Boy 12–14	16%	35%	49%
Boy 15–16	23%	38%	40%
Girl 9–11	11%	49%	40%
Girl 12–14	9%	27%	64%
Girl 15–16	10%	31%	58%

Male: Very positive & positive   Neutral & not sure   Very negative & negative
Female: Very positive & positive   Neutral & not sure   Very negative & negative
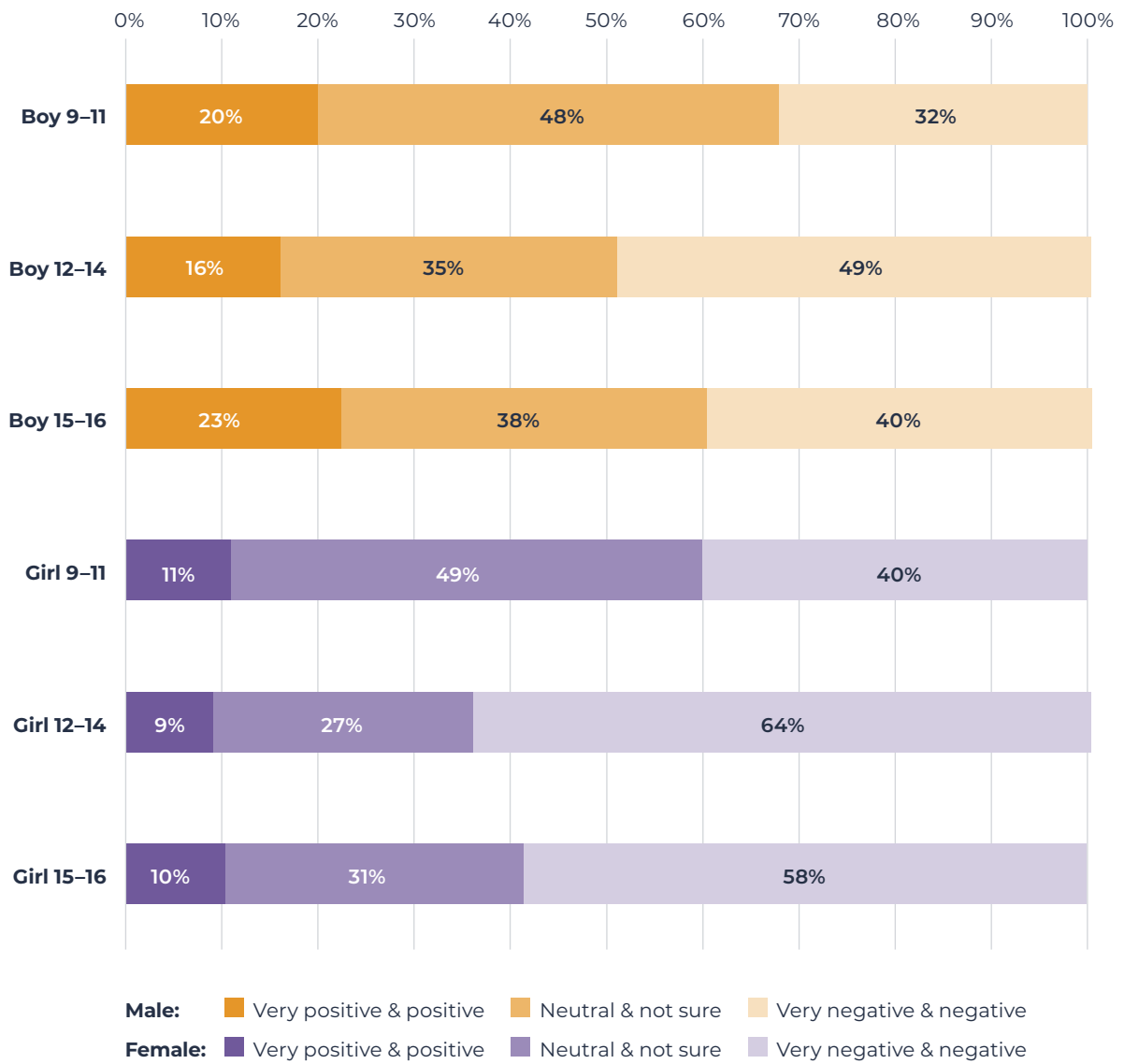
Age plays a significant role in shaping views on Andrew Tate – among both children and parents

Younger dads (those aged 25-34) and older children (aged 15-16) are more likely to have a positive impression of Andrew Tate.

Figure 15: views on Andrew Tate among parents, by age and gender

	Very positive & positive	Neutral & not sure	Very negative & negative
Dads, 25–34	56%	22%	22%
Dads, 35–44	32%	32%	36%
Dads, 45–54	15%	28%	57%
Dads, 55–64	6%	25%	69%
Mums, 25–34	19%	29%	52%
Mums, 35–44	8%	34%	59%
Mums, 45–54	4%	22%	74%
Mums, 55–64	3%	41%	56%

Male: Very positive & positive · Neutral & not sure · Very negative & negative
Female: Very positive & positive · Neutral & not sure · Very negative & negative
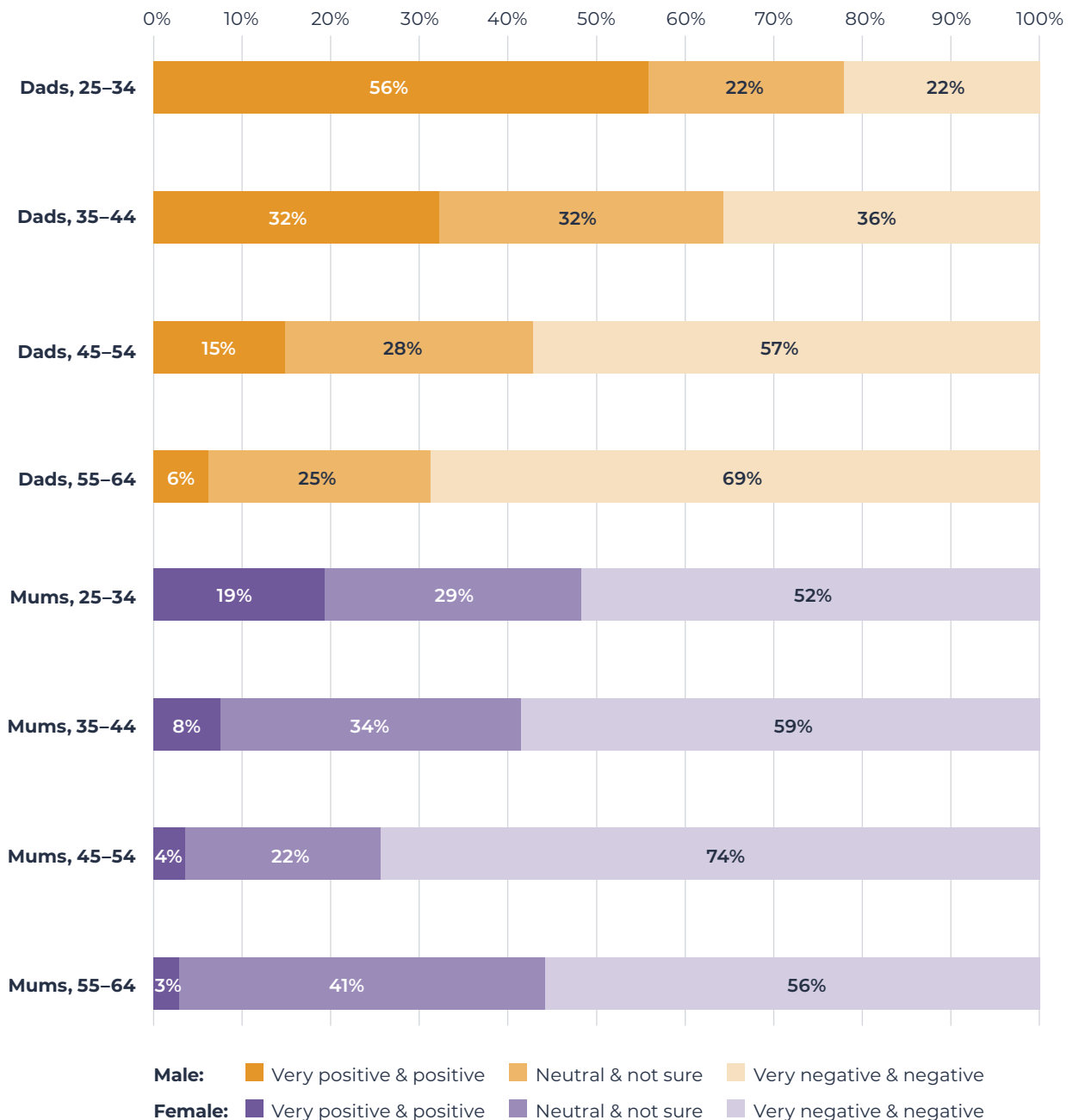
Over half (56%) of younger dads (those aged between 25-34) have a positive impression of Andrew Tate, compared to 19% of mums the same age. Positive views among dads decline steadily with age, to just 6% of dads aged 55-64 who have a favourable opinion of Andrew Tate.

We can't be certain about the specific aspect of Andrew Tate's content which drives his appeal to young dads. Andrew Tate builds a vision of masculinity based on consumption – presenting a lifestyle seeped in fast cars, private planes and mansions. His financial advice and motivational content may underpin much of his appeal to younger dads.

For example, one dad expressed in a focus group that while he followed Andrew Tate and felt able to draw a distinction between Tate's motivational and misogynistic content, he worried about the impact of Tate's rhetoric on his sons' attitudes and behaviour towards women.

> *"He does have some pretty legitimate things that he touches on, but there are other things which are a little bit kind of, you've got to have words with your sons ... even though some of what he says might be legitimate."*
> *– Dad*

Regardless of the source of Andrew Tate's appeal, and even if some dads think that they are able to critically consume his content – drawing a distinction between motivation and misogyny – the extent of Tate's reach among a significant number of dads

is concerning. Andrew Tate consciously crafts his output to make his misogynist, homophobic and racist rhetoric acceptable, or even aspirational. Regardless of how dads may feel that they are engaging with his content – it is undeniable that their following will affect ability to hold constructive conversations about misogyny with their children.

> *"It [online misogyny] should be one big massive open debate [...] I've got enough confidence in people's intelligence to work out what's good and what isn't."* – *Dad*

Opinions on Andrew Tate are far more consistent among mums. In both focus groups and our survey, the majority of mums expressed a vehement opposition to Tate, describing him as misogynistic, predatory and dangerous.

Younger dads are also more likely to assume that their child approves of Andrew Tate

Dads, and in particular younger dads, are also significantly more likely to assume that their child(ren) have a favourable view of Andrew Tate. Almost half (49%) of young dads aged between 25-34 believe that their child has a positive impression of Tate, compared to 17% of mums the same age. As with personal impressions of Andrew Tate, dads' perceptions of their children's attitudes decline with age. Just 6% of dads aged 55-64 believe their child has a positive view of Andrew Tate.

> *"I find him predatory on both men and women and the things he says are so - it makes you question whether he's doing it from a marketing perspective, but either way, it's harmful and absolutely disgusting"* – *Mum*

> *"[Andrew Tate's comments] seem a bit like they prey as well on the lowest common denominator of men who feel disenfranchised as well [...] but there are other quotes from [Tate] as well where he also talks about those men as well as being less than, and people to be preyed upon as well. I mean, the whole thing is just grotesque"* – *Mum*

Figure 16: To the best of your knowledge, does your child(ren) have a positive or negative view of Andrew Tate? Answers by parent's gender.

Legend:
- Very positive & positive
- Neutral & not sure
- My child does not know who Andrew Tate is
- Very negative & negative

Mums: 11% | 26% | 36% | 27%
Dads: 30% | 27% | 23% | 20%
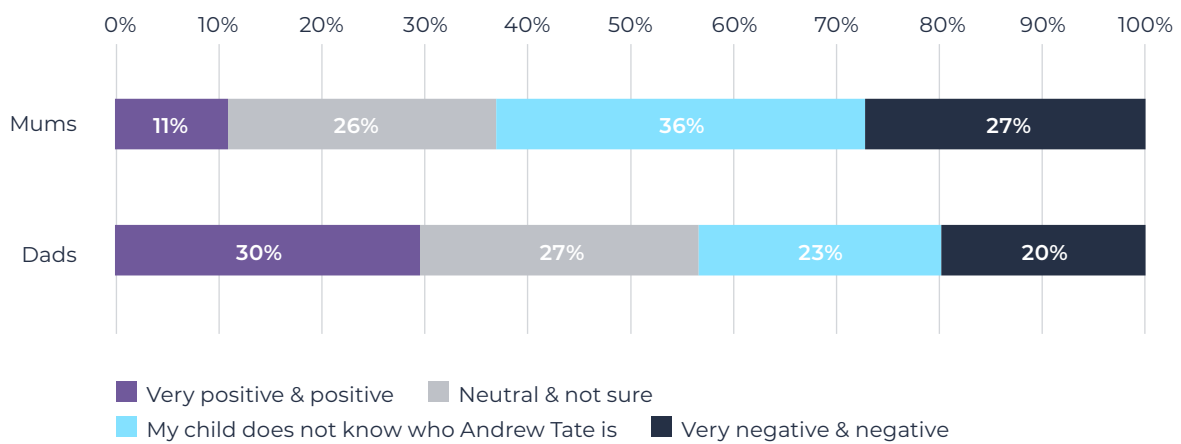
Parents of boys are more likely to assume that their child(ren) have a positive view of Andrew Tate

Parents with male children (exclusively) are significantly more likely to think that their child has a favourable impression of Andrew Tate (28%) than parents with exclusively female children (12%).

Parents of boys are also significantly less likely to assume that their child doesn't know who Andrew Tate is (25%) compared to parents of girls (40%).

Figure 17: To the best of your knowledge, does your child(ren) have a positive or negative view of Andrew Tate? Answers by child's gender, among parents with children of a single gender.

Parents of boy(s) only: 28% | 28% | 25% | 19%
Parents of girl(s) only: 12% | 24% | 40% | 24%

Legend:
- Very positive & positive
- Neutral & not sure
- My child does not know who Andrew Tate is
- Very negative & negative
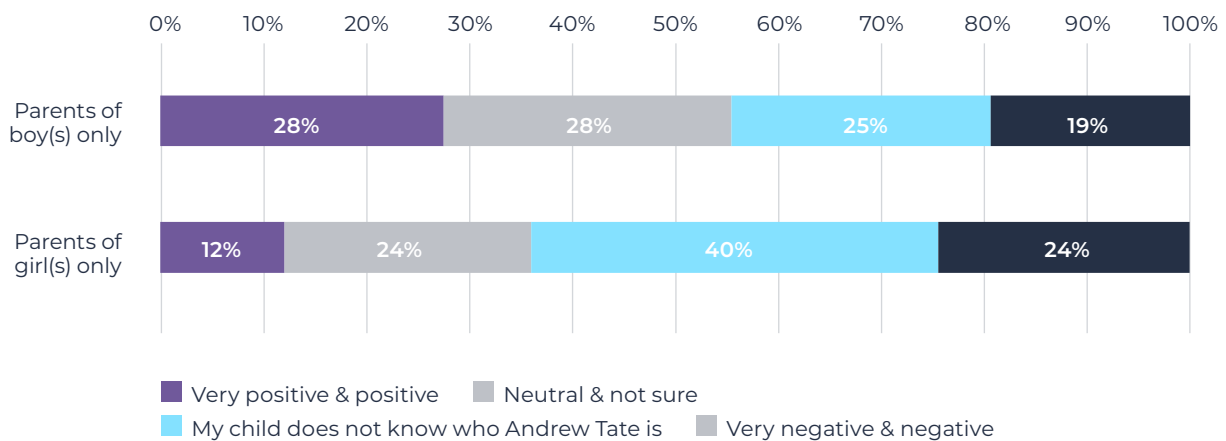
Our survey: experiences and attitudes to image-sharing

For better or for worse, a significant portion of young relationships are formed and developed in the digital world. And the pressures that teenagers face in their online relationships are shaped by the influences they encounter there – including communities which promote sexual violence.

This section explores teenagers' experiences of image-sharing, including image-based harassment and abuse. We sought to understand the dynamics and prevalence of this behaviour, and whether teens feel that adults (policymakers, platforms, parents, professionals) are doing enough to prevent it.

> *"In one of Tate's quotes it says how men owned women, so they [young men/boys] could get into the mindset that **because they own them they have the right to share a picture of them."** – Girl, aged 16-17*

Understanding image-based harassment and abuse

A behaviour which is known among teenagers as sharing 'nudes' has become progressively normalised with the widespread adoption of technology (in 2022, 98% of 12 to 17-year-olds owned a smartphone) and social media (in 2022, 97% of 12 to 17-year-olds use social media).[13]

Some have suggested that nude-sharing among teens should be accepted by adults as a 'normal' aspect of growing up and forming relationships in a digital age.[14] However, sharing intimate images is associated with a number of inherent risks – regardless of initial intent. Even if shared with informed consent, images can quickly be spread beyond control[15] and young people may lack the maturity and knowledge needed to safely manage these risks. Harmful perceptions of gender and sexual double standards – as discussed above – also play a role in harmful image-sharing practices among peer groups.

What is image-based abuse?

Image-based abuse is a form of sexual violence, involving the non-consensual creation and/or distribution of private sexual images.[16,17] Image-based abuse was not invented by the digital age, but image-sharing technologies (smartphones, direct messaging platforms, etc.) have greatly increased the ways in which this form of abuse can be perpetrated, particularly among young people.[18] These include:

- **Non-consensual sharing of sexual images** – an image may have been shared consensually, in the first place, but then shared non-consensually within peer groups and more widely. Images may be sent to select recipients (on a direct 1-1 message or group chat, or via Bluetooth), broadcast more widely on social media or a forum, or physically shown to another person on a device.[19]

- **Non-consensual production of sexual images** – there are several ways in which sexual images can be non-consensually produced, including:

  - **'Upskirting'** – taking a picture from below to capture an indecent image without knowledge. This behaviour is a growing issue in schools, affecting both female pupils and teachers.[20,21]

  - **'Downblousing'** – similar to 'upskirting', except an image is taken from above to capture a person's chest, without their consent or knowledge.

  - **Spy cameras** – using covert recording equipment to capture intimate acts (for example in a toilet, changing room, or during a sexual act)

  - **Nude deepfakes** – the use of technology to manipulate or artificially create a nude image – using a likeness of a person's face and combining it with a sexual image.

13. *Ofcom, 2023, 'Children and parents: media use and attitudes report 2023 – interactive data'.*
14. *Villacampa, C. (2017), 'Teen sexting: Prevalence, characteristics and legal treatment', IJLCCJ.*
15. *Note that there are some tools/services which allow children and adults to report and recover sexual images which have been shared online. Such as NSPCC and IWF's 'Report Remove' tool and the Revenge Porn Helpline.*
16. *McGlynn, C. & Rackley, E. (2017) 'Image-based sexual abuse' Oxford Journal of Legal Studies.*
17. *Powell, A. & Henry, N. (2017) Sexual Violence in a Digital Age.*
18. *Ringrose, J., Regehr, K. & Milne, B. (2021) 'Understanding and Combatting youth experiences of image based sexual harassment & abuse', School of Sexuality Education & Association of School and College Leaders.*
19. *We have chosen to use the term 'image-based abuse' throughout this report to describe the non-consensual use of sexual images, and to avoid the popular term 'revenge porn'. 'Revenge' confers a degree of blame on the victim – implying retribution for an original 'wrong' suffered by the perpetrator.*
20. *The Independent, 21 April 2019, 'Children as young as 11 are up-skirting teachers, union leader says'.*
21. *Sky News, 31 August 2023, 'Girls aged three among victims of upskirting - as teenager describes anger at school's response'.*

- **Blackmail involving sexual images ('sextortion')** – the use of intimate images to control, coerce or extort an individual. This may form part of intimate partner abuse,[22] or the threat of the image may be weaponised to extort sexual acts, money or other financial gain.

What is image-based harassment?

Image-based harassment is a separate, but closely related behaviour to image-based abuse, involving pressure or coercion to share sexual images, and sending unwanted sexual images.

- **Pressured sexting** – persistent pressure and solicitation for sexual images.

- **Cyberflashing** – the sending of unwanted sexual images to another person. Known colloquially as 'dick pics', these images can be a serious source of distress and humiliation for girls.[23]

Why do young people share others' nudes non-consensually?

There are many reasons that young people choose to engage in non-consensual sharing of nudes. Despite the very serious and long-term implications of sharing another person's intimate image without their consent, young people may lack the knowledge and maturity to appreciate the implications. Research suggests that the drivers of image-based abuse include:[24]

- **Social validation** – sharing images of girls can form part of homosocial bonding between boys, and a validation of their masculinity (in being able to procure a nude image of a girl).

- **Popularity** – trading 'high currency' nudes can help young people gain a higher social status.

- **Revenge** – following the breakdown of romantic relationships and friendships.

- **Humour** – some young people find sharing nudes 'funny' and perceive it as relatively harmless.

What is the current law on image-based harassment and abuse?

As with many harms created or amplified by the digital world, legislation has largely failed to keep pace with emergent forms of technology-facilitated sexual abuse. In 2015, an amendment was made to the Criminal Justice and Courts Act to tackle image-based abuse, which criminalises the disclosures of private sexual photographs or films without consent **and** with intent to cause that individual distress.[25,26]

In response to widespread campaigning and a full Law Commission review,[27] the Government recently amended the Online Safety Bill to reform intimate image offences. There will be a new base offence of sharing an intimate image without consent (i.e. no need to prove motive) and two additional offences of sharing an intimate image for sexual gratification or to cause the victim distress, humiliation or alarm. In addition, the production of 'deepfake' images will be criminalised.[28]

How does the law treat indecent images of children?

The taking, possessing and sharing of indecent images of under-18s is always illegal.[29,30] It is a criminal offence, even, for a child to take, possess or share an indecent image of themselves. Intimate image offences (Section 33 of the Criminal Justice and Courts Acts[31] and the new offences in the Online Safety Bill) apply to victims and perpetrators of all ages – both adults and children. Above this, the indecent images of children ('IIOC') regime criminalises taking, possessing and sharing sexual images of minors.

22. Henry, N., Gavey, N. & Johnson, K., 2022, 'Image-Based Sexual Abuse as a Means of Coercive Control: Victim-Survivor Experiences'. Violence Against Women.

23. Ringrose, J., Regehr, K., Whitehead, S., 2021, 'Teen Girls' Experiences Negotiating the Ubiquitous Dick Pic: Sexual Double Standards and the Normalization of Image Based Sexual Harassment', Sex Roles.

24. Naezer, M. & Oosterhout, L., 2020, 'Only sluts love sexting: youth, sexual norms and non-consensual sharing of digital sexual images'. Journal of Gender Studies.

25. Crown Prosecution Service (CPS), 2015, "Revenge Pornography - Guidelines on prosecuting the offence of disclosing private sexual photographs and films".

26. In 2021, domestic abuse charity Refuge found that 24 police forces recorded 4,557 intimate image offences, 40% more than in 2020 and 75% more than in 2019. The report warns that, despite the rising volume of reports to the police, charging rates for image offences remain low. Source: Refuge, January 2023.

27. Law Commission, 2022, 'Intimate image abuse: a final report'.

28. Ministry of Justice, 27 June 2023, 'Government crackdown on image-based abuse'.

29. Protection of Children Act (1978)

30. Home Office (2019), 'Indecent images of children: guidance for young people'

31. UK legislation, Criminal Justice and Courts Act 2015.

Attitudes to image-sharing

Parents' and teenagers' attitudes to image-sharing diverge less than we would expect.

Teenagers view sharing nudes as harmful – and would like to see adults do more to prevent it
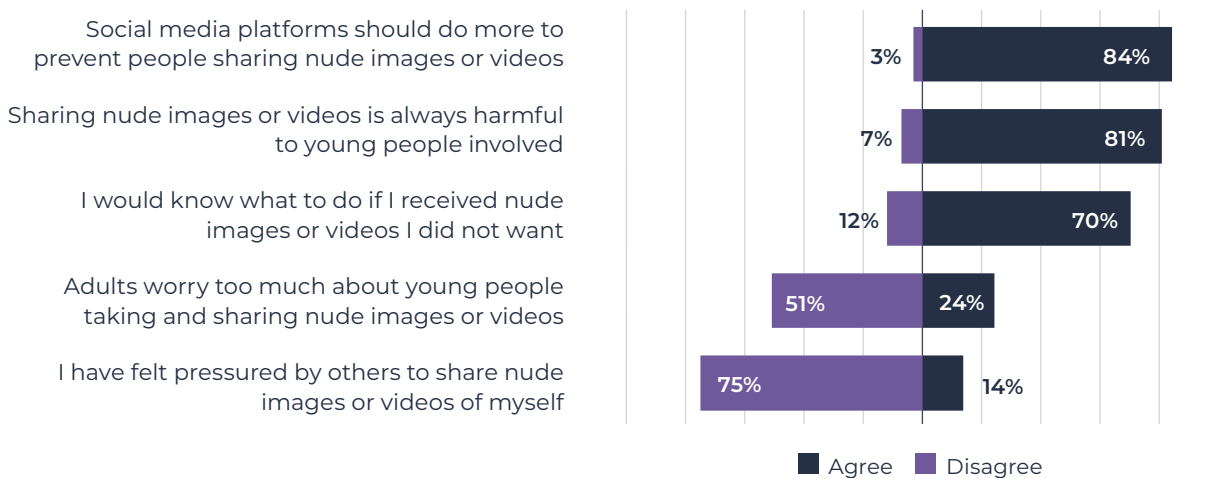
In a challenge to some prevailing narratives about nude-sharing among teenagers, **the majority (81%) of 13-16-year-old participants reported that sharing nude images is always harmful to young people involved.** Girls are significantly more likely than boys to suggest that image-sharing is always harmful, perhaps speaking to the gender inequalities that underpin treatment of girls' images.

Half of teenagers (51%) feel that adults don't worry too much about nude-sharing, only 24% feel that they do. A further **84% of teenagers feel that social media platforms should do more to prevent young people from sharing nudes.**

> *"[For boys] it's forgotten about really quickly, for girls it's talked about a lot more, and made fun of a lot more."* – *Girl, aged 16*

> *"It's not the worst thing in the world to do, so long as [the recipient] they're trusted, but certainly not really, really young or anything like that."* – *Boy, aged 17*

Figure 18: How much do you agree or disagree with the following statements? Teenagers aged 13-16.

Statement	Disagree	Agree
Social media platforms should do more to prevent people sharing nude images or videos	3%	84%
Sharing nude images or videos is always harmful to young people involved	7%	81%
I would know what to do if I received nude images or videos I did not want	12%	70%
Adults worry too much about young people taking and sharing nude images or videos	51%	24%
I have felt pressured by others to share nude images or videos of myself	75%	14%

■ Agree ■ Disagree

Despite consensus that sharing nudes is harmful, the majority (70%) of teenage respondents said that they would know what to do if they received a nude image they did not want. This suggests that the damage is largely done when image-based abuse occurs. This is the case even if teenagers know how to mitigate the impact to a small extent (or – at least – to create a small sense of justice or retribution).

32. Ringrose, J. & Regehr, K. (2023), 'Recognizing and addressing how gender shapes young people's experiences of image-based sexual harassment and abuse in educational settings', Journal of Social Issues 1-31.

Parents want more support from tech and schools to combat the taking and sharing of nudes

The overwhelming majority (87%) of parents agree that online platforms should do more to prevent young people from sharing and receiving nudes. The same percentage of parents feel that schools should teach pupils about the risks of taking and sharing nudes.

Figure 19: How much do you agree or disagree with the following statements? Parents of children aged 4-16.

Statement	Disagree	Agree
Young people should be taught about the risks of taking and sharing nude images or videos at school	4%	87%
Online platforms should do more to prevent young people sharing and receiving nude images or videos	3%	87%
Taking and sharing nude images or videos is harmful if young people are involved in any way	4%	85%
Young people sending and receiving nude images is a major concern for me as a parent	9%	70%
It's normal for young people to want to take and share nude images or videos	52%	28%

■ Agree ■ Disagree

Parents agree with teenagers that sharing nudes is harmful to young people (85%) and a majority stated that nude-sharing is a major concern as a parent. Just 28% of parents stated that it is 'normal' for young people to want to take and share nude images – while 52% disagreed that it is a normal behaviour for teenagers. Two thirds of parents would like greater support to help their child manage the risks of young people sending nudes.

There is an overwhelming sense from parents that they cannot manage the issue of image-sharing alone – they need more support from both tech firms and schools to prevent this behaviour.

In the context of the peer-group dynamics of this behaviour (49% of teenagers have heard of image-based abuse happening to another young person in their social network), these findings also speak to parents' sense this problem must be tackled collectively – which is more easily achieved through school.
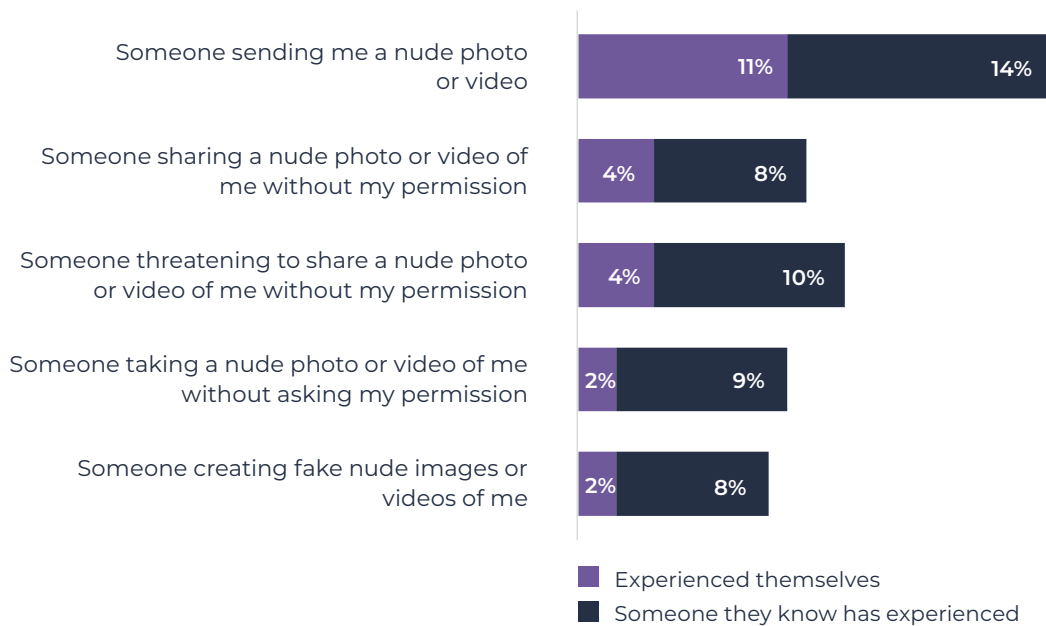
Experiences of image-based abuse

Few teenagers have experienced image-abuse – but half have heard of it happening to peers

Our survey explored teenagers' experiences of harmful and abusive forms of nude-sharing. We find that personal experiences of image-based harassment and abuse are – thankfully – relatively rare.

The most common form of harm experienced by teenagers is being sent a sexual photo that they did not ask for. Direct experience of other forms of image abuse are generally low – between 2-4% of teenagers have personal experience of non-consensual image-sharing, including threats to do so, and non-consensual nude creation, including the generation of nude 'deepfakes'. Among those with personal experience of these forms of image-based abuse, the most common perpetrator was another young person known to the victim (55%) followed by an unknown adult (29%).

Figure 20: Experience of image-based harassment and abuse, teenagers aged 13-16.

Someone sending me a nude photo or video — 11% / 14%

Someone sharing a nude photo or video of me without my permission — 4% / 8%

Someone threatening to share a nude photo or video of me without my permission — 4% / 10%

Someone taking a nude photo or video of me without asking my permission — 2% / 9%

Someone creating fake nude images or videos of me — 2% / 8%

■ Experienced themselves
■ Someone they know has experienced

Despite generally low rates of personal experience of image-based abuse, the data shows that a significant proportion of teenagers are aware of these practices happening to other young people within their social network. In total, **almost half (49%) of teenagers aged 13-16 are aware of a form of image-based sexual harassment or abuse being perpetrated against someone known to them.**

"[Refusing to share a nude can be] quite a big deal. If you're dating they think you owe them the nude or something." – Girl, aged 16-17

Vulnerable children are more likely to experience image-based abuse

The data shows that teenagers' experiences of harmful image-sharing are shaped by their offline circumstances. Research by Internet Matters consistently shows that offline vulnerabilities, including special educational needs and disabilities (SEND) and mental and physical health conditions, lead to worse realities online,[33] and this is no less true of nude-sharing. Vulnerable children are significantly more likely to have experienced every form of image-based abuse than non-vulnerable peers.[34]

Figure 21: Experience of image-based harassment and abuse, among vulnerable and non-vulnerable teenagers aged 13-16
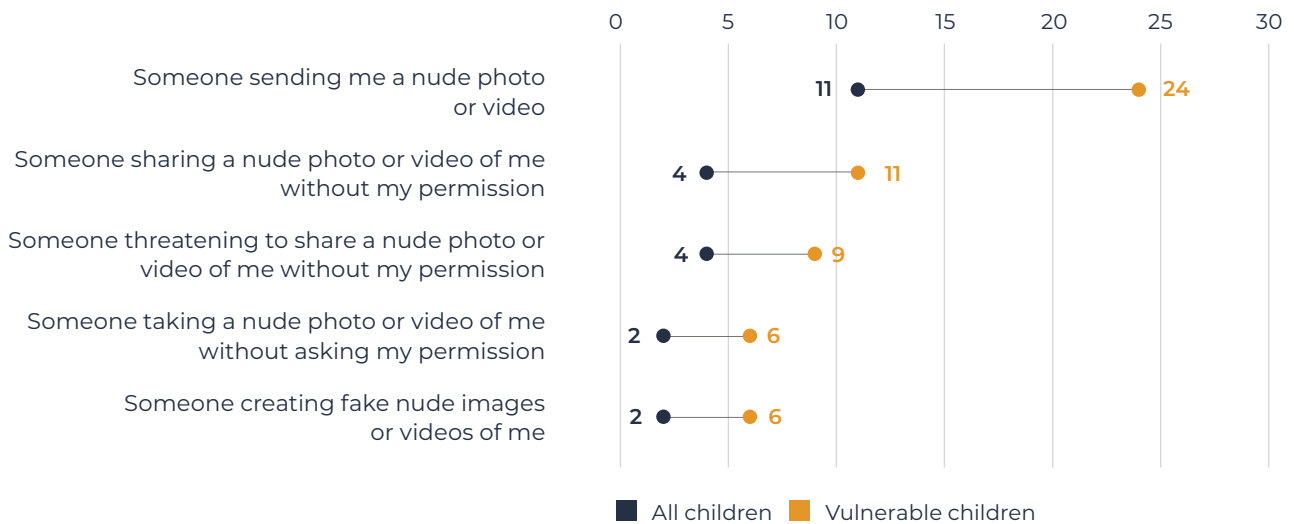
Z2A. Have you ever experienced the following? Base: Alll children aged 13-16 who opted to answer this section (406), Vulnerable children (70)

Vulnerable children and children receiving free school meals (FSM) are also more likely than their peers to have been pressured to share nudes of themselves. Among vulnerable children, 23% had felt pressured to share a nude, and 20% of children on FSM had felt pressured to do so. This is compared to 12% of non-vulnerable and non-FSM eligible children who had felt pressured to share a nude.

Figure 22: "I have felt pressured to share a nude image", children aged 13-16
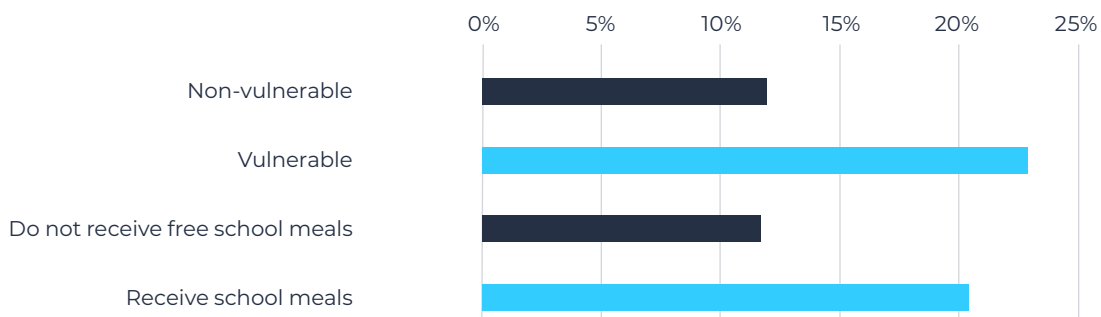
33. *Internet Matters & YouthWorks (2018), 'Vulnerable Young People and Their Experience of Online Risks' Human-Computer Interaction 33(4).*
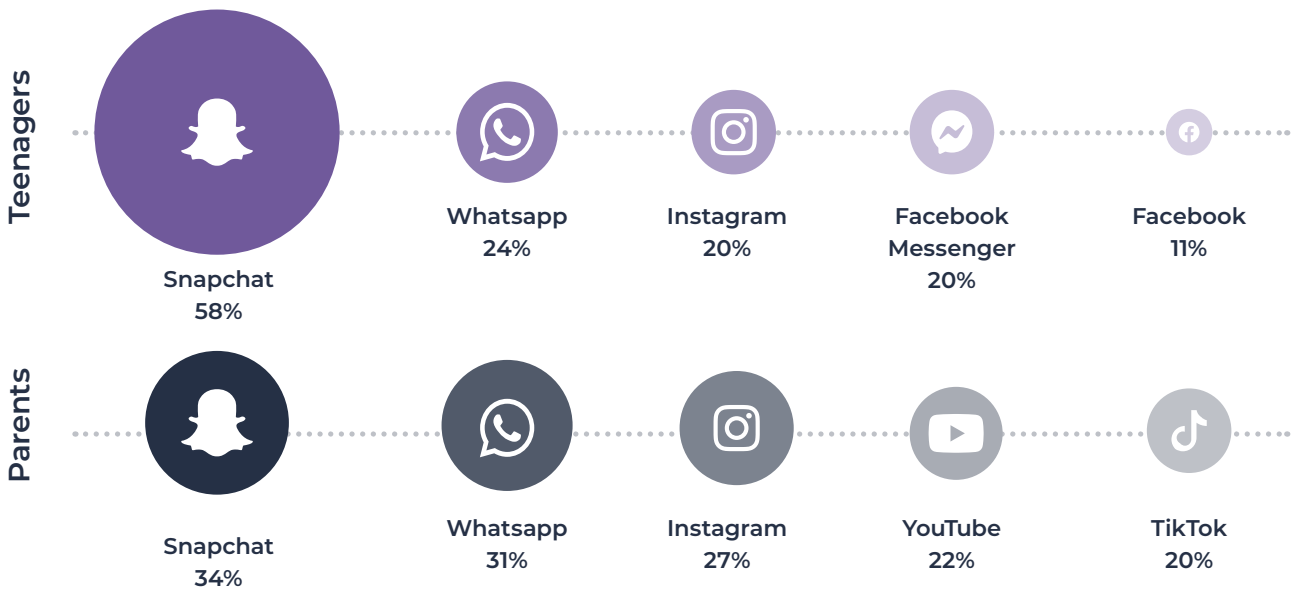
34. *'Vulnerability' here defined as young people with a special educational need or disability (SEND) in receipt of an education, health and care plan (EHCP) and young people with a mental or physical health need requiring professional support.*

Nude-sharing most frequently occurs on Snapchat

Intimate image-exchange occurs most frequently, by far, on Snapchat. Over half (58%) of teenagers aged 13-16 who had received an unwanted nude image had done so on Snapchat. Whatsapp (24%), Instagram (20%) and FB Messenger (20%) follow at significantly lower proportions.

Girls are significantly more likely to be the victim of 'cyberflashing' on Snapchat than boys – three quarters (73%) of girls aged 13-16 who had received an unwanted nude image had done so on Snapchat, compared to 39% of boys the same age – although it is still the most frequent platform on which boys receive unwanted sexual images.

Figure 23: Top 5 reported platforms on which 'cyberflashing' occurs

Teenagers

Snapchat
58%

Whatsapp
24%

Instagram
20%

Facebook
Messenger
20%

Facebook
11%

Parents

Snapchat
34%

Whatsapp
31%

Instagram
27%

YouTube
22%

TikTok
20%

"I think it's important as well just to note how on Snapchat, it's always on Snapchat." – Girl, aged 16-17

"There's a new feature on Snapchat, I think came out like a year ago now, I remember hearing about it and being proper disgusted, where it's like you can send pictures to people without them having to add you back as a friend. So, that just puts so many more people at risk." – Girl, aged 16-17

Parents, however, aren't aware of the central role that Snapchat plays in nude image-exchange, assuming a more even spread across platforms.

Encouragingly, both parents and teenagers report that they would speak to one another in the event of receiving an unwanted nude image. Parents are then more likely to take direct action by reporting the unwanted image to the platform (51%), police (48%) or school (41%). Teenagers, meanwhile, after speaking to a parent, suggest that they will block the person who sent it (58%). Fewer teenagers would take direct action by, for example, reporting to the platform (34%), to the police (23%) or speaking to a teacher (23%).

Figure 24: Action taken by parent if child aged 13-16 received an unwanted nude image or video

Action	Percentage
Speak to my child about it	66%
Report it to the online platform	51%
Report it to the police	48%
Speak to their school/teachers about it	41%
Speak to the person who sent it or their parent	39%
Set up parental controls on their device/apps	31%
Speak to other parents about it	21%
Restrict their use of the device	21%
Research it online	20%
Something else	3%
I wouldn't do anything	1%
Don't know	3%
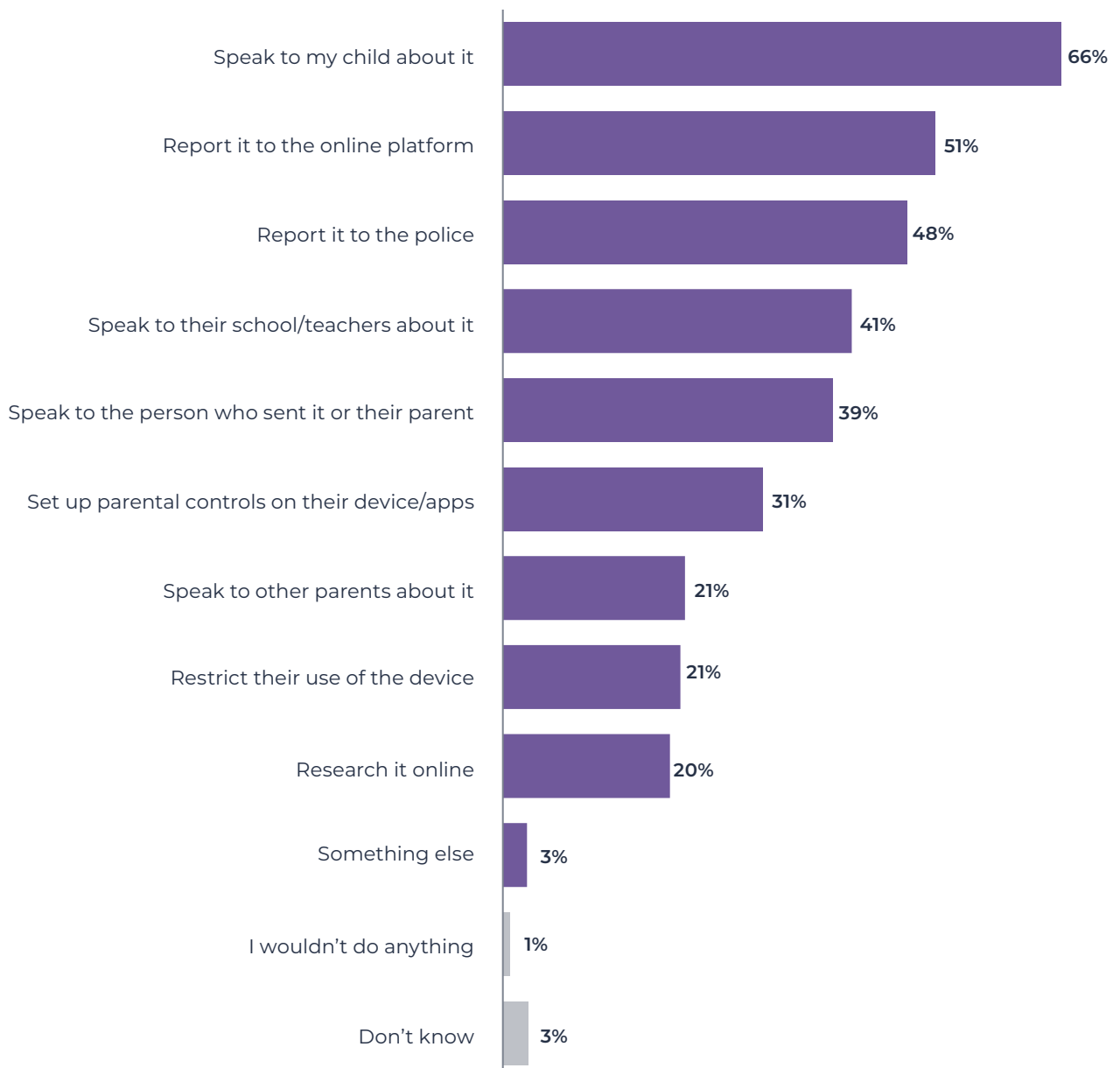
Figure 25: Action taken if teenager aged 13-16 received an unwanted nude image or video

Action	Percentage
Speak to my parents about it	70%
Block the person who sent it	58%
Report it to the online platform where I received it	34%
Speak to my friends about it	31%
Report it to the police	23%
Speak to my teacher about it	23%
Speak to other family about it (such as brothers, sisters, cousins)	13%
Speak to the person who sent it or their parent	6%
Research it online	9%
N/A. I wouldn't do anything	2%
Don't know	3%
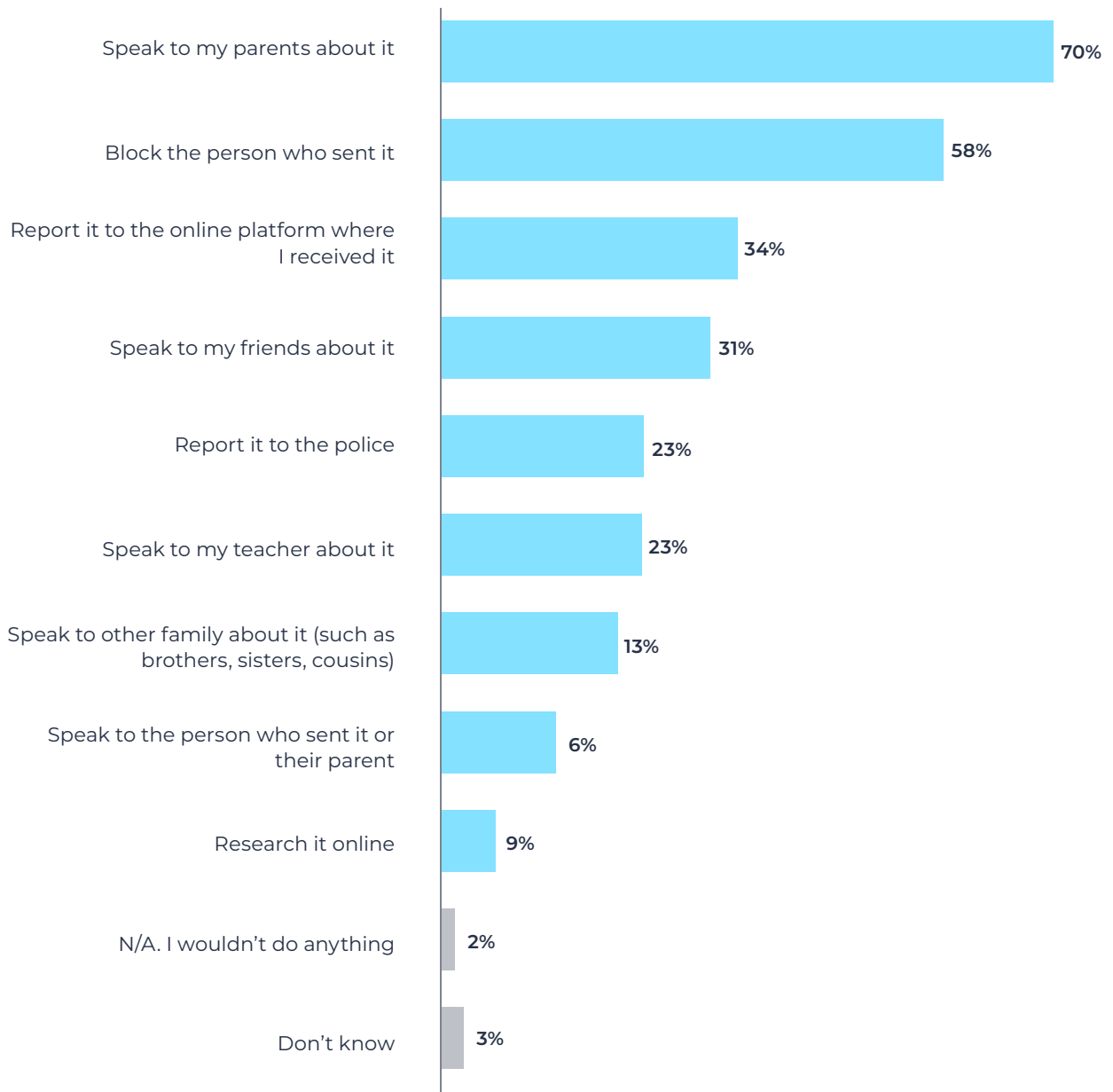
Protecting children from online misogyny and image-based abuse

Misogyny is nothing new, it was not invented by the online world. However, social networks have allowed harmful messages about girls and women to spread with unprecedented virality. As our research demonstrates, over recent years, extreme misogyny has successfully spread its tentacles out of niche and confined corners of society, to a large – and overwhelmingly young and male – audience. There is growing evidence to suggest that harmful and violent rhetoric translates into real-world sexual violence among children – including image-based harassment and abuse.

The successes of 'manosphere' influencers like Andrew Tate largely lie in their ability to manipulate recommendation algorithms, by spreading engagement-friendly click-bait. Misogynist influencers also speak to real challenges and grievances within the young male population – depression, anxiety, loneliness, unemployment, to name a few – and suggest a zero-sum equation where female empowerment is directly linked to male disempowerment. In the absence of counter-narratives, Andrew Tate is answering many boys' questions about masculinity and gender roles.

Our research has demonstrated how:

- Andrew Tate holds an outsized influence among teenage boys and young adult men. While female and non-binary survey respondents and focus group participants are largely unanimous in their distaste for Tate's messages – some boys and dads are attracted to his 'motivational' lifestyle and finance advice. While very few boys and men admit that they agree with all of Tate's misogynistic statements, some participants say that they find his quotes about women funny. Approval of Andrew Tate among over half of younger dads (aged 25-34) has concerning implications for these parents' ability to protect their children from misogynistic influencers.

- The messages broadcast by misogynist influencers have an impact on 'real-world' cultures and behaviours – in the classroom, online and at home. This includes imbuing a sense of ownership over girls' intimate images – leading to persistent harassment of girls for 'nudes' and the non-consensual sharing of their images among male peer groups.

- Most parents find it exceedingly difficult to know how to counter harmful views encountered by their child(ren) online. In our focus groups, opinions on how parents should tackle misogynistic influencers varied from active engagement with his content, to refusal to give harmful influencers any airtime or recognition. Our research also suggests that many dads are ill-equipped to hold positive conversations about online misogyny with their children.

The high and growing volume of misogynistic content in the digital sphere must be addressed. The Online Safety Bill offers Government and industry with an ideal opportunity to take firm action on online misogyny and its corrosive influence on young users. Internet Matters welcomes the recent inclusion of guidance to tackle violence against women and girls (VAWG) within the Online Safety Bill.[35] However, there is much more that industry and Government can do in the meantime to protect all children – male, female and those who identify as LGBTQ – from the harms of extreme online misogyny.

---

35. *End Violence Against Women (EVAW), 30 June 2023, "CAMPAIGN WIN! New Online Safety Bill guidance to tackle abuse of women and girls".*

As long as misogynist influencers have a platform online, schools and parents also have a role to play in building children's resilience to harmful messages. Our research indicates that there is a surge in awareness of Andrew Tate around the ages of 12 and 13 – and at this point, children are more likely to learn about misogyny online (rather than from school or parents). Intentional and age-appropriate conversations at this stage in social development will be key in preventing harmful ideas from taking root. At Internet Matters we understand how daunting it can feel to broach these conversations – and we are proud to stand alongside parents and teachers, with our range of expert guides and resources on tackling online misogyny and image-based abuse.

Recommendations for industry

Manosphere influencers use social media platforms to indoctrinate young users. They often do this by creating a sense of crisis – for example, rising rates of mental ill-health or fear of 'false' claims of sexual assault – and position women and girls at the root of these issues. While it may never be possible to eliminate misogyny from society or the internet, platforms can do more to protect children – particularly those at susceptible stages of social development – from harmful content about women and girls.

Industry should also take more proactive measures to tackle the manifestation of misogynist behaviours – in the form of child-on-child sexual harassment and image-based abuse – on their platforms. Our research suggests that certain design features, such as disappearing messages, make platforms more susceptible to facilitating image-based harassment and abuse. Safety-by-design principles must be in place, such as parent-child account linking, to mitigate risks and harms.

- **Social media platforms should take firm action on misogynist influencers** – by deplatforming and de-monetising accounts belonging to well-known and emerging proponents of violence against women and girls. Deplatforming will not remove all misogynistic content – as seen

following Andrew Tate's ban from TikTok, Instagram and YouTube in 2022. But cutting revenue streams can have a dramatic effect on lucrative business models, and the funding of harmful content.

> *"[Pearl Davies is] advocating for misogynistic men, and using her platform as a breeding ground for more aggression against women."* – *Girl, aged 16-17*

- **Social media platforms should introduce reporting mechanisms for misogyny and gender-based violence**. All users should have access to VAWG reporting functions which are clear, age-appropriate and simple to use, and which trigger swift content moderation and enforcement action.

- **Social media platforms should introduce reporting mechanisms for misogyny and gender-based violence.** All users should have access to VAWG reporting functions which are clear, age-appropriate and simple to use, and which trigger swift content moderation and enforcement action.

- **Tech firms which operate platforms known to facilitate image-based abuse (including direct messaging platforms, social media networks, livestreaming services and forums) should embed safety-by-design within product development to disrupt this behaviour**. Platforms could, for example, consider risks or mitigations posed by design choices, including – but not limited to:

    - Ephemeral messages

    - End-to-end encryption

    - Group chat functionality

    - Age assurance

    - Parent-child account linking

The combined risk profile of some features may be greater than the sum of their parts. Therefore, platforms may consider withholding a set of features from children's accounts. Conversely, a combination of safety features may dramatically decrease the likelihood of image-based abuse and other harms. For example, platforms may look to develop technology to detect the production of a nude on a child's account and deploy age-appropriate prevention messaging. Through parent-child account linking, this could also a trigger a safeguarding alert to the registered parent's account.

- **Social media and messaging platforms should develop tools to encourage peer-reporting of image-based abuse on children's accounts, with easily accessible routes to safely and anonymously flag non-consensually shared images.** Peer reporting tools should align with schools' positive bystander strategies – for example, through educational campaigns and strategic partnerships between schools and industry.

- **We encourage social media platforms to leverage influencers in campaigns against misogyny and sexual violence, containing positive masculinity messages aimed at boys and young men.** Campaigns should look to increase young people's critical thinking skills when confronted with misogyny online. For example, Internet Matters x Samsung's The Online Together campaign encourages conversations between parents and children about hate speech, including misogynistic content.

It's people who already have some sort of prejudice or anger – it [misogynistic narratives] resonates with them and makes their feelings more valid." – Girl, aged 16

"You want to be the popular lad […] and do the same things your friends are doing." – Mum

Recommendations for Ofcom

Online safety regulation offers the best opportunity to combat the insidious influence of online misogyny on young users of the internet. The introduction of Ofcom guidance on violence against women and girls (VAWG) on the Online Safety Bill[36] is an important step towards achieving this goal.

- The new provision for VAWG guidance in the Online Safety Bill (Section 54) makes clear that Ofcom should consult the Domestic Abuse and Victims Commissioners when drafting guidance on VAWG. In addition, **Ofcom should make sure to consult experts in children's online safety on measures to tackle child-perpetrated violence against girls in online spaces.**

Internet Matters would also like to see Ofcom take a differentiated approach to platforms' responses to **child**-perpetrated sexual harassment and abuse. A specific Code of Practice on child-on-child sexual abuse (separate to the Code on adult-perpetrated CSEA) should recognise the serious harm and illegality of this behaviour, but ensure that all children involved are adequately safeguarded.

---

36. *UK Parliament, 2023, Online Safety Bill – HL Bill 164 (as amended on Report). Section 54 – Ofcom's guidance about protecting women and girls.*

- Ofcom should develop a specific Code of Practice on child-on-child sexual abuse. The Code of Practice should recognise how the dynamics and harm of child-on-child abuse differ from adult offending. The Code should cover measures which platforms can take to safeguard all children involved in these incidents, both victims and 'perpetrators' (recognising the limitations of this language). Measures to combat and manage child-on-child abuse cases in a child-on-child sexual abuse Code of Practice may include:

  – Peer-reporting tools, to allow children to safely alert a platform to the non-consensual sharing of a nude image among peer groups (and clear information to children and parents on how this works – including that they will remain anonymous to peers following a report). Reporting mechanisms should be clear, accessible, age-appropriate, and should trigger a swift response from the platform.

  – Platforms should provide reporting mechanisms for non-users such as parents and teachers, who have been alerted to child-on-child abuse.

  – Incorporation of preventative safety tools, such as prevention messaging and advice when the platform detects that a child is taking or sharing a nude image with another child – while preserving the child's privacy.

Recommendations for the online safety sector

Children need high-quality prevention messaging around sexual image-sharing. Effective prevention will deconstruct the assumptions which drive sexual harassment and abuse among peer groups and encourage young people to consider safe and healthy alternatives to image-sharing.

- A credible evidence base, informed by the views of young people, is needed to develop high-quality resources on image-sharing. S**eparate to this report, Internet Matters (in partnership with Nominet and Praesidio Safeguarding) will publish findings from research with young people, parents and professionals on preventing nude-sharing among 11 to 13-year-olds in early 2024.** The research will explore the best routes to deploy prevention messaging to this age group tailored by gender and special educational needs.

Recommendations for Government

Internet Matters welcomes the Government's ongoing commitment to tackling Violence Against Women and Girls (VAWG) – including through its cross-Government strategy on VAWG.[37] In particular, new guidance on teaching about VAWG and misogyny will be vital for schools, and the late introduction of guidance on VAWG to the Online Safety Bill is a positive development.

> *"Anyone below the age of 16 won't have a proper established view on gender roles and I think it doesn't help that Andrew Tate spreads the message of gender roles."*
> *– Boy, aged 16-17*

Government guidance should look to prevent harmful views from becoming entrenched at impressionable ages and from translating into real-world violence. These topics are not straightforward, nor will they be solved through quick or simple solutions. Combatting the harmful attitudes at the root of sexual violence will require long-term and sustained efforts to re-shape societal norms and perceptions of women and girls – starting with young people at key moments in social development.

---

37. *Home Office, 18 November 2021, Policy paper: Tackling violence against women and girls strategy.*

Department for Education (DfE)

Education is not the only solution to the issue of online misogyny – but it is a key one. The Department for Education, in particular, has a central role to play in offering better guidance and capacity for schools to help them combat the harmful messages broadcast by influencers like Andrew Tate, and to teach about the risks of nude image-sharing. It is important that education on online misogyny and image-sharing are delivered to children before they are at risk of developing hostile views towards women. The research contained in this report suggests that children are at risk of encountering misogynist influencers between the ages of 11 to 13 – so careful and age-appropriate teaching on gender equalities and intimate image-sharing must precede this key moment in social development.

- **The Department for Education should include the topics of nude-sharing, image-based abuse and online misogyny in Relationships and Sex Education (RSE) statutory guidance.[38]** Teaching about intimate image-sharing and misogyny should align with wider curriculum points about sexual violence, with a clear emphasis on how image-based abuse is always unacceptable and always the responsibility of the perpetrator(s). The guidance should be clear about the sensitivity that is needed to deliver teaching on online misogyny, and the importance that teaching is conducted in a manner which does not alienate nor implicitly blame boys for harmful content. The guidance should recognise that there are some characteristics which may make some children more susceptible to the influence of online misogyny – including age, experience of domestic or sexual abuse, special learning needs, social isolation and mental health difficulties – teachers should make special efforts towards these children.

- **The Department for Education should provide sustained funding to schools to support online safety teaching, online safeguarding and to address challenges posed by online misogyny.** Funding may support:

- **Staff training on technology-facilitated abuse and online misogyny**

- **Dedicated capacity for RSHE lessons on these topics**

- **Delivery of tailored lessons and workshops on online misogyny, positive masculinity, image-sharing and technology-facilitated abuse.**

Department for Science, Innovation and Technology (DSIT)

As mentioned above, the Government's recent decision[39] to add a duty to the Online Safety Bill, for Ofcom to publish guidance on tackling Violence Against Women and Girls (VAWG) was a hugely positive one. Cohesive guidance on VAWG should support social networking platforms to reduce and prevent harassment and abuse of girls online. However, guidance will not form a binding component of platforms' duties to protect users – for this reason, we are concerned about its ability to drive real change.

- **The Department for Science, Innovation and Technology should monitor the impact of VAWG guidance in reducing and preventing harassment and abuse of women and girls online.** If the Department finds that VAWG guidance isn't creating substantive change in reducing and preventing VAWG, it should be upgraded to a Code of Practice.

The Home Office

To reduce the number of children prosecuted for consensual image-exchange, in January 2016 the Home Office launched 'Outcome 21'[40] for officers investigating youth-produced sexual imagery. Officers can select Outcome 21 where children have shared nude images, but there is no evidence of abuse, exploitation, or malicious intent. In most cases, Outcome 21 would not be disclosed on a DBS certificate – offering children a degree of protection from long-term consequences of consensual nude-sharing.

---

39. *Department for Science, Innovation and Technology, 30 June 2023, 'Online Safety Bill: government amendments at Lords report stage'.*

40. *College of Policing, 2016, 'GD8 – Youth Produced Sexual Imagery - Guidance for Disclosure'.*

The intention of Outcome 21 is good – to reduce the over-criminalisation of children involved in consensual and non-aggravated image-sharing. However, there are concerns about its use in practice:

- Automatic use of Outcome 21 by the police in any case involving youth-produced imagery can result in serious safeguarding incidents going unaddressed. Cases may be closed without referral to safeguarding partners and victims may be required to return to classrooms with the 'perpetrator'. Schools can wrongly take indication from the police that no abuse occurred.

- There is anecdotal evidence that the way in which Outcome 21 is explained to children who have shared images is misleading and fear-inducing. For example, children who have been sexually exploited and who have shared images with their abuser have been told by officers that Outcome 21 will remain on their criminal record for life.

Better training for officers on the appropriate use and explanation of Outcome 21 may be needed, or the introduction of a new safeguarding Outcome to better respond to all forms of image-sharing.

- **The Home Office should conduct a review of the use of Outcome 21 in self-generated CSAM cases, and consider the introduction of a new 'Safeguarding' Outcome.**

- In the meantime, **the College of Policing should issue new guidance on use and child-friendly explanation of Outcome 21,** including to victims of CSEA.

Recommendations for parents

Even as more responsibility shifts to platforms through online safety regulation, parents will continue to have a central role to play in supporting children to have safe online experiences.

The findings in this report strongly point to parents being key: we have found that many children are learning about misogyny through their parents, and that most teenagers would go to their parent to address intimate image-abuse.

Although, we have also found that dads, in particular, are often ill-equipped to talk to their children about misogyny. The significant degree of support for Andrew Tate among dads, in particular younger dads, is concerning. Whether the foundation of Tate's appeal to dads is in finance or fitness advice, or in his violent views on women, it is nevertheless problematic and unacceptable.

- It is important for parents to build children's resilience against harmful views early – and, as far as possible, take action before misogynistic content takes root. Resources like Internet Matters x Samsung's The Online Together Project are helpful starting places to talk about difficult issues, like hate speech and online misogyny.

- Where parents are concerned about their child's access to misogynistic content, or their views or behaviour towards women online, it is important to reach out for help. Organisations like Internet Matters provide resources on talking to children about misogyny, 'How to talk about misogyny'. Other parents and schools can also help.

Recommendations for schools

Teachers are at the frontline of dealing with alarming levels of online sexual harassment among peer groups, shaped at least in part by the growing influence of online misogyny.

Online safety, image-sharing and technology-facilitate abuse are significant issues and recognised as the responsibility of schools in safeguarding, behaviour and curriculum guidance. However, Internet Matters' research suggests that there is awareness and desire among teachers to support pupils in relation to sexualised content and the sharing of sexual images, but a lack of confidence in doing so.[41]

More central support from the Department for Education – in the form of training, resources, and capacity – is needed to support schools with their online safety responsibilities. In the meantime, we suggest the following actions to school leaders:

- **Embrace a whole-school approach to ending online sexual violence.** This can be developed in a number of ways, including – but not limited to:

  - **Clear behaviour policies on online sexual violence and appropriate consequences,** including clear and consistent definitions of what constitutes harmful behaviour – from 'sexist banter' and name-calling, to sexual harassment and abuse.

  - **Anonymous reporting mechanisms,** to allow pupils to safely and confidentially disclose incidents of harmful sexual behaviour online, including image-based abuse.

  - **Training for teachers** on technology-facilitated abuse, online misogyny, and how to identify and effectively respond to incidents of online abuse, including image-based abuse.

  - **A meaningful child engagement plan** to incorporate the views and experiences of the pupil population into school policy (for example a pupil council on online sexual harassment, representing the views of girls, boys and children who identify as LGBTQ+). Particularly in the online world, a top-down approach is unlikely to adequately reflect the norms and pressures which shape children's experiences.

- **Ensure that there is sufficient space within the timetable for quality RSE lessons.** Our research with teenagers suggests that many pupils receive sensitive lessons on sexual violence and misogyny during form-time, in mixed gender groups, and with limited time and varied teaching quality. Lessons on sexual abuse, image-sharing and misogyny should be delivered by trained teachers or specialist external providers and, where appropriate, classes should be split by gender. It may be necessary to deliver tailored workshops to male pupils on topics such as online misogyny and positive masculinity, to proactively counter messages proliferated by misogynist influencers.

---

41. *Internet Matters (2023), Data briefing: online safety in schools.*

Methodology

This report contains findings from quantitative and qualitative research conducted by Internet Matters between May and August 2023.

Quantitative data sources

Quantitative findings in this report are taken from Wave 17 of Internet Matters' regular tracking survey of over 1,000 children aged 9-16 and 2,000 parents of 4 to 16-year-olds.

The survey was carried out by Opinium for Internet Matters (fieldwork May-June 2023). Findings are nationally representative of children and parents in the UK.

Qualitative data sources

BMG Research held focus groups for Internet Matters in August 2023. A total of three online focus groups were hosted: female and non-binary 16-17-year-olds (6 participants); male 16-17-year-olds (6 participants); and parents of teenagers (8 participants, 5 female and 3 male).

Each group lasted a total of 90 minutes. Participants were recruited on free-find basis, led by a third-party recruitment agency. Quotas based on age, gender and ethnicity were met for each group. Qualitative data was analysed thematically, supported by quotations and case illustrations.

Appendix 1

Overview of intimate image offences and changes through the Online Safety Bill

Form of IBA	Relevant legal provisions (current)	Any substantive change through OSB?
Non-consensual sharing	**Section 33 of the Criminal Justice and Courts Act 2015:** *An offence of disclosing, or threatening to disclose, a private sexual photograph or film in which another individual appears, and in doing so intends to cause distress to that individual, and disclosure is made without the consent of the individual.*	**Yes** – included as a Priority Offence (Schedule 7). There will be a base offence of sharing an intimate image without consent (no need to prove motive) and additional offences for doing so with intent to cause distress/alarm or for sexual gratification.
'Upskirting'	**Section 67A of the Sexual Offences Act 2003 (as amended 2019):** *Recording an image of genitals and buttocks, underneath clothing, for the purpose of obtaining sexual gratification or for causing humiliation, alarm or distress.*	**No**
'Downblousing'	**None**	**No** – although a further package of offences has been announced by the Ministry of Justice which are separate to the Bill but are likely to include 'downblousing'.

Form of IBA	Relevant legal provisions (current)	Any substantive change through OSB?
'Spycams'	*Section 67A of the Sexual Offences Act 2003 (2): An offence of operating equipment with the intention of enabling another person to observe, for the purpose of obtaining sexual gratification, a third person doing a private act.* *And (4): An offence of recording another person (B) doing a private act, doing so with the intention that he or a third person will, for the purpose of obtaining sexual gratification, look at an image of B doing the act, and knowing that B does not consent to his recording the act with that intention.*	**No**
'Deepfake' imagery	**None**	**Yes** – a Govt amendment to the OSB will create a new offence to criminalise the making **and** sharing (or threatening to share) a deepfake, which will be listed as a priority offence (Schedule 7).
'Sextortion' (financial or coercive control)	**Section 33 of the Criminal Justice and Courts Act 2015:** *An offence of disclosing, or threatening to disclose, a private sexual photograph or film in which another individual appears, and in doing so intends to cause distress to that individual, and the disclosure is made without the consent of the individual.* *And, additionally, Section 21 of the Theft Act 1968: An offence of in intending to cause loss to another, making an unwarranted demand with menace.*	**No**
'Cyberflashing'	**None**	**Yes** – the creation of a new offence, the "offence of sending etc photograph or film of genitals" (Section 156) – (A) intentionally sends or gives a photograph or film of any person's genitals to another person (B), intending that B will be caused alarm, distress or humiliation, or, A does so for the purpose of obtaining sexual gratification, reckless as to whether B will be caused alarm, distress or humiliation. Note that the drafting new offence has been a matter of debate in the Lords – currently the offence rests on the offender's motive to cause distress/humiliation/sexual gratification rather than the victim's consent (or lack of).
Pressured / coerced taking and sending of sexual images	*Several offences may be applicable to children, including:* **Section 4 of the Sexual Offences Act 2003:** *An offence of intentionally causing another person (B) to engage in a sexual activity, where B does not consent to engaging in the activity and A does not reasonably believe that B consents.* **Section 127 of the Communications Act 2003:** *An offence of sending a message of an indecent, obscene or menacing character.* **Section 1 of the Protection of Children Act 1978 and Section 160 of the Criminal Justice Act 1988:** *applying to a range of offences involving indecent images of children (IIOC). N.b. the child's consent is irrelevant, therefore, in relation to a child, being in possession of an image, whether taken by coercion or not, will be an IIOC offence.*	**No**