



## DIGITAL WELLBEING STUDENT SURVEY 2023

### Key findings

**Total number of responses:** 8,382 (compared to 6,662 in 2022).

A survey was sent to schools across the UK to understand young people's opinions and experiences of influencer culture, AI and digital wellbeing. Below, Digital Awareness UK have pulled out some of the key findings, which they feel will be of interest to HMC members. The findings that appear in bold are those which they believe will be of particular interest to the media, should HMC want to conduct a media relations campaign.

- **12% made money by following advice that was given to them by a social media influencer**
  - Ways money was made included: dropshipping, affiliate marketing, stocks, Bitcoin, Crypto, Andrew Tate's Hustlers University, YouTube, Steam Market, Forex Trading
- **54% have seen social media influencers share homophobic views**
- **48% have seen social media influencers share transphobic views**
- **52% have seen social media influencers share racist views**
- **59% have seen social media influencers share sexist views**
- **56% have seen social media influencers share misogynistic views**
- 45% said if they saw an influencer share harmful or hateful content online, they would do nothing
- **58.5% think social media influencers should share their views online even if they could be harmful or encourage people to be hateful towards a person or group of people**
  - Main reasons for this included freedom of speech and human rights
- **24% answered 'yes' or 'maybe' to purchasing products that were recommended by a social influencer that they knew could be unsafe**
- **53% use AI-powered chatbots to help with schoolwork**
  - Reasons included: to improve or write essays (37%), to learn about a topic (56%), to find resources related to their studies (45%), to learn new words and expand vocabulary (33%), to explain things they don't understand (68%)
- 50% think that it's cheating to use AI-powered chatbots to help with schoolwork
- 51% trusts the information that AI-powered chatbots provide them with
- 26% think that AI could replace teachers in future
  - Explanations included: "I believe they could, but I don't think they should", AI having more knowledge, AI doesn't make mistakes, because you can learn at your own pace, it can create an easier life
- 54% agreed with the statement "I wouldn't mind if social media had never been invented" (compared to 48% in 2022 and 63% in 2017)