



26 October 2017

New research reveals how many young people share nude images

Almost one in five teenagers have been asked for nude or nearly nude images in the last year, but only four percent of young people have shared pictures of themselves, according to the latest Netsafe research.

The research focused on young people throughout New Zealand between the ages of 14 -17. The results also revealed that nearly 40 percent of respondents knew someone who had shared an image and that 30 percent think there is peer pressure to engage in this behaviour.

“Sexting is a high-profile topic, but there was a lack of local research to tell us how widespread it is,” said Martin Cocker, Netsafe CEO. “This is the first time this type of research has been conducted in New Zealand which makes the results very important. They tell us that lots of young people feel pressured to share intimate images however only a minority of them are engaging in this behaviour”.

Netsafe has worked with their counterparts in Australia and the United Kingdom to develop the study and determine how New Zealand teenagers compare to other young people.

The initial findings will be presented at Online Safety on the Edge, Australasia’s inaugural online safety conference, in Sydney from 1 -3 November. Netsafe is co-hosting this conference with Australia’s Office of the eSafety Commissioner.

Together they have gathered some of the best local and international online safety experts and thought leaders. Speakers from the ICT industry, government, law enforcement and the not-for-profit sector will discuss key issues including online bullying, egaming, online harassment and sexting.

More details about the conference can be found at esafety.gov.au/on-the-edge-17/agenda. Netsafe will release their full research findings about attitudes to nude images including gender and cultural differences later in the year.

Information to help people of all ages have a positive online experience is available at Netsafe’s website www.netsafe.org.nz.

Media Contacts

Media contact: Martin Cocker, 021 790 369 or Angela Boundy, 027 228 3930

Email: angelab@netsafe.org.nz

About Netsafe

Netsafe is New Zealand's independent, non-profit online safety organisation. Netsafe provides online safety education, advice and support for people in New Zealand. Taking a technology-positive approach to the opportunities and challenges digital tech presents, Netsafe works to help people in New Zealand make the most of technology by providing practical tools, support and advice for managing online challenges.

Netsafe's helpline is open 8am-8pm Monday to Friday, and 9am-5pm weekends and public holidays.

[Netsafe.org.nz](https://www.netsafe.org.nz) - 0508 NETSAFE (0508 638 723) - help@netsafe.org.nz