2025 Norton Cyber Safety Insights Report
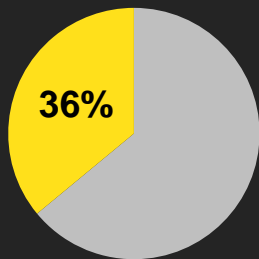
Global Results: Connected Kids

July 2025

Connected Kids: From AI Friends to Cyberbullying

In an age where children are more connected than ever, this report shines a light on kids' real digital behaviors and the challenges they face. As kids grow up on the digital playground—where AI friendships, cyberbullying, and screen-time battles are the new norm—parents are navigating an increasingly complex and emotional landscape.
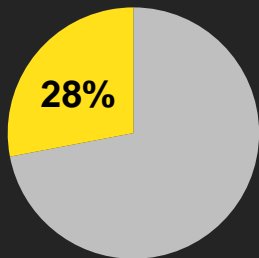
Globally, AI Is Part of Growing Up—
In the U.S., So Is Cyberbullying

36%

Global Total

Globally, **1 in 8** (13%) parents say their children have been victims of cyberbullying and **36%** of parents say they have noticed their child using AI for companionship, conversation, or emotional support.

28%

US Total

In the U.S., **1 in 4** parents (24%) say their children have been victims of cyberbullying and **28%** say they have noticed their child using AI for companionship, conversation, or emotional support.

Who's Behind the Screen? The Faces of Cyberbullying

Of the 13% say their child has been a victim of cyberbullying, top perpetrators were:

A stranger online
43%

A classmate or peer
39%

Someone they met through online gaming
30%

An older adult or teen
27%

A former friend or ex-friend group
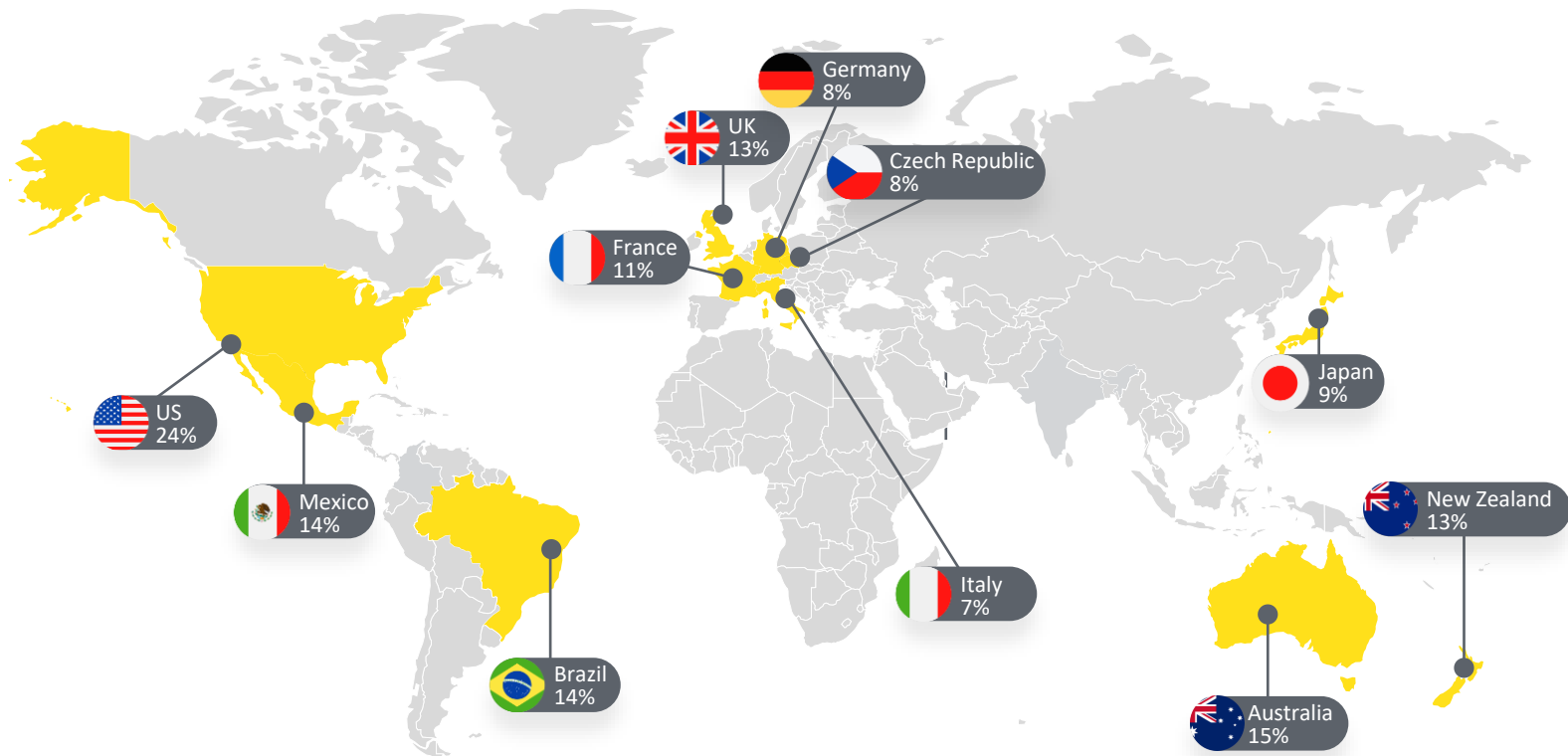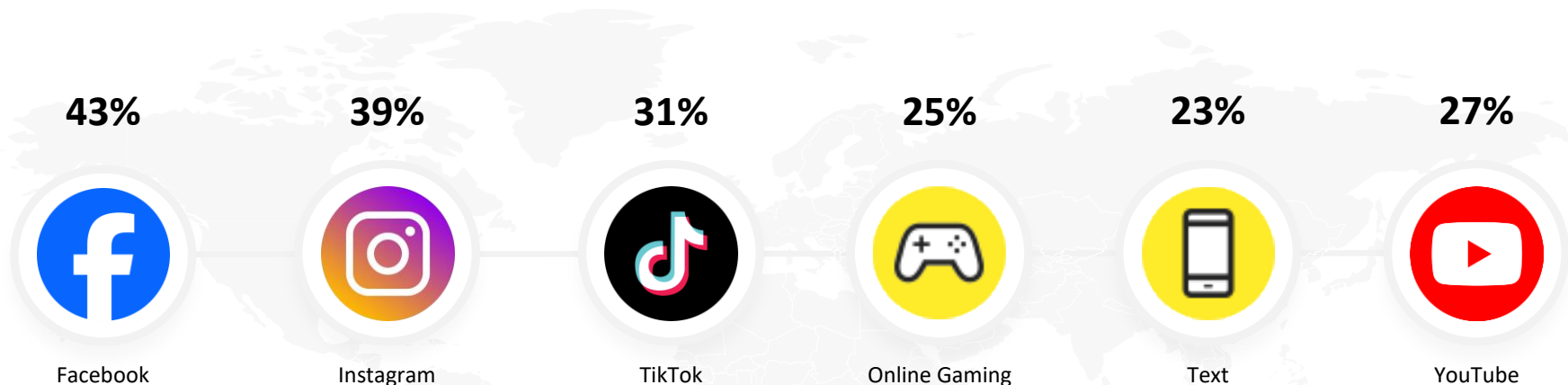27%

A sibling or family member
15%

81%

of parents said they are comfortable discussing cyberbullying with their child
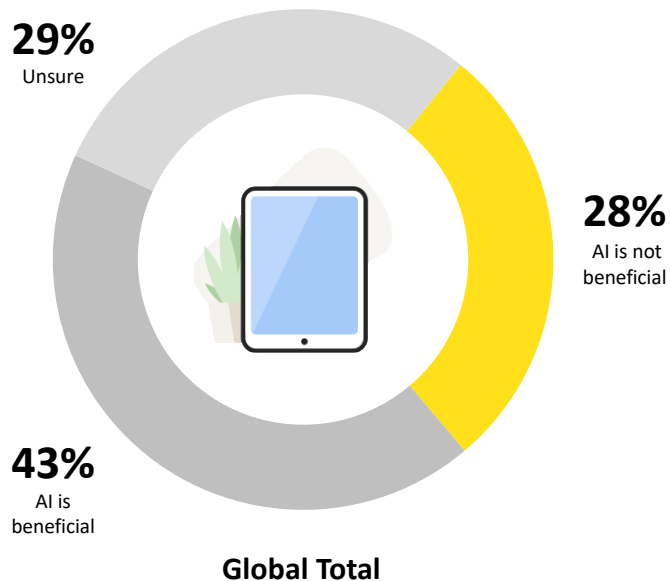
America's Alarming Lead in Cyberbullying Among Kids

Germany
8%

UK
13%

Czech Republic
8%

France
11%

Japan
9%

US
24%

Mexico
14%

New Zealand
13%

Italy
7%

Brazil
14%

Australia
15%

Cyberbullying Moves Beyond Social: Gaming and Texts Now Key Platforms

43%

Facebook

39%

Instagram

31%

TikTok

25%

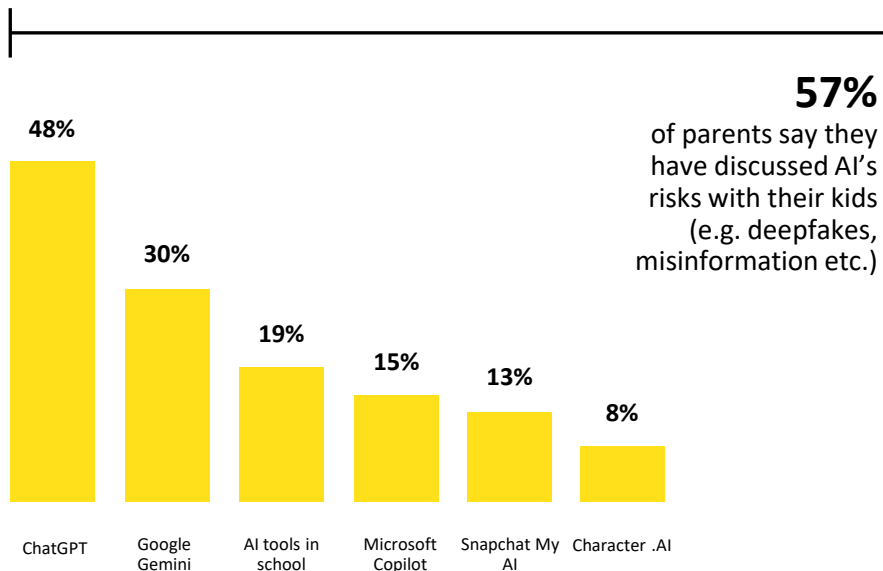Online Gaming

23%

Text

27%

YouTube

Cyberbullying is no longer confined to traditional social media feeds. Kids today report experiencing it across a wide range of platforms—from **legacy social networks** like Facebook to **visual-first apps**, **video-sharing sites**, and **direct messaging tools**.
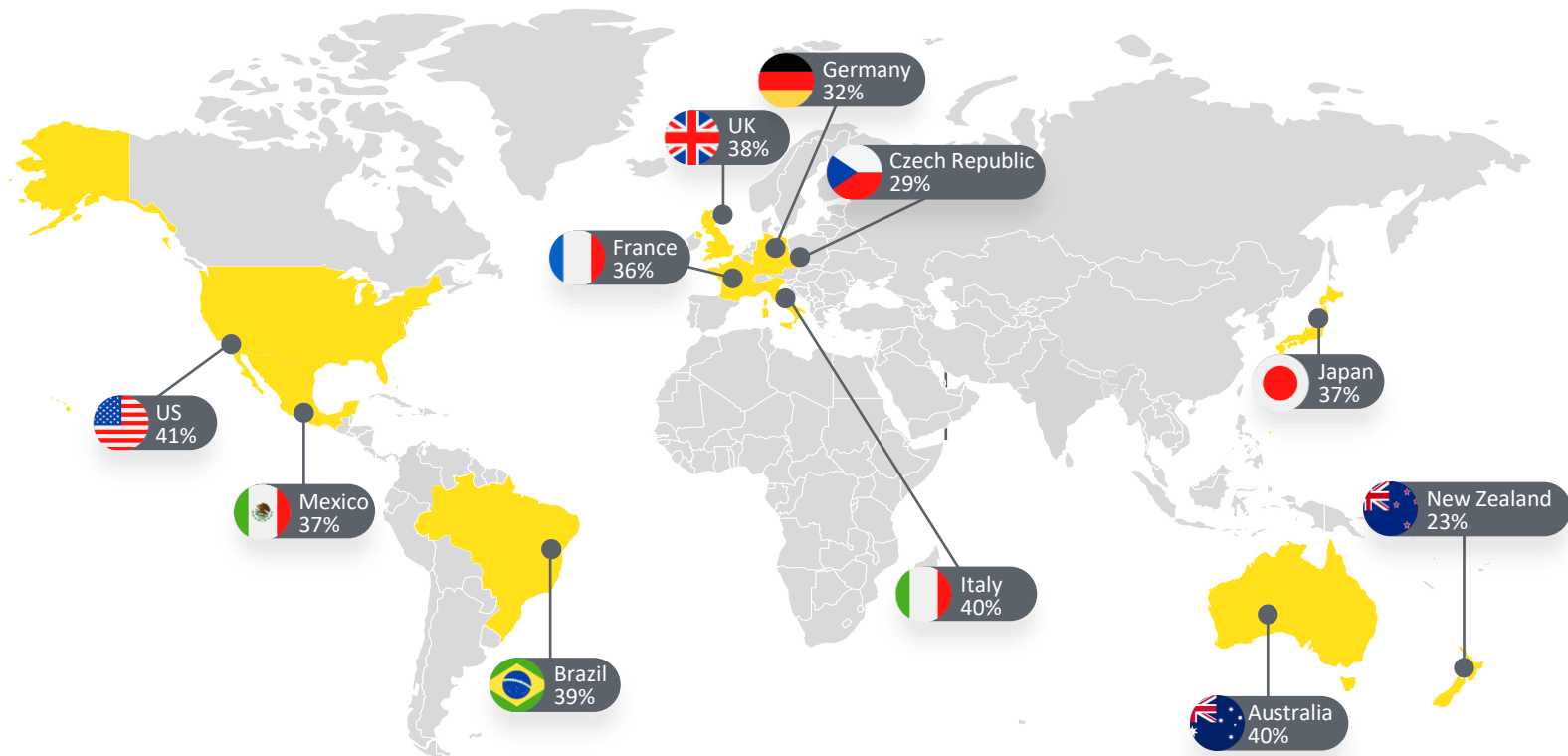
From Classrooms to Chatbots:
How Kids Use AI

Parents Opinions of AI on children's learning and creativity (Global Total)

29%
Unsure

28%
AI is not beneficial

43%
AI is beneficial

Global Total

Top AI Tools Used by Children
(Global Total)

48%
ChatGPT

30%
Google Gemini

19%
AI tools in school

15%
Microsoft Copilot

13%
Snapchat My AI

8%
Character .AI

57%
of parents say they have discussed AI's risks with their kids (e.g. deepfakes, misinformation etc.)

Kids Are Seeking AI for Companionship, According to Their Parents

Germany 32%

UK 38%

Czech Republic 29%

France 36%

Japan 37%

US 41%

Mexico 37%

New Zealand 23%

Italy 40%

Brazil 39%
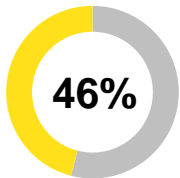
Australia 40%

Over a Third of Parents Notice Kids Turning to AI for Support

Parent Sentiment to AI Companionship (Global Total)

Haven't noticed their child using AI for companionship, conversation, or emotional support, but would be concerned if they did. **43%**

Have noticed their child turning to AI **36%**

Have noticed and that they are concerned about it. **19%**

Have noticed this but are not concerned. **17%**

Haven't noticed it, but they wouldn't be concerned. **13%**

Glimmer of Hope

46% of parents say their child has asked them for guidance with an online interaction

57% of parents have spoken with their children many times about how to stay safe online

"As students grow up in a digital world, school systems need to equip them with the skills to become tech-savvy and cyber resilient. By fostering digital literacy, we empower students to not only use technology effectively, but to excel in their academic, personal, and professional lives."

Catherine Dunlop

Senior Vice President of Corporate Partnerships at Discovery Education

"Kids today are spending more time online than ever before, whether it's for school, gaming, shopping, or connecting with friends. As parents, we want to make the world a better place for our kids – and that includes the digital world. But the digital world doesn't need to be a scary place. We are here to help empower parents with the knowledge and tools they need to help their children navigate the digital world safely."
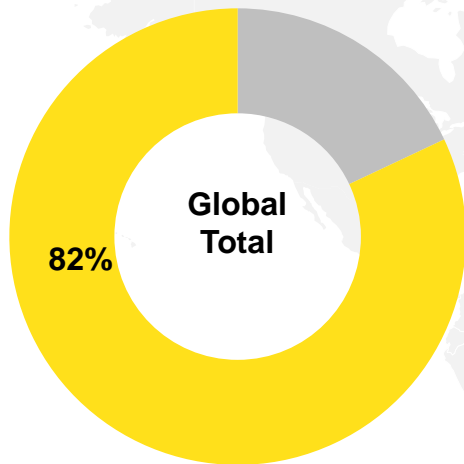
Leyla Bilge
Global Head of Scam Research for Norton

Outsmarted: Nearly 1 in 3 Kids Beat the Screentime System

Parents who actively manage kid's screentime

Global Total

82%

Despite that…

Their child found a way to get around the screen time limits or parental controls and told their parents

29%

Their child got around the controls and thought they got away with it

23%

3.83 Hours
average amount of time that parents think their kids spend on screens per day (globally)

55% are concerned about their kids screen time habits

Gen

5 Tips to Help Keep Kids Safer in a Connected World

✅ **Start the Conversation Early**
Don't wait until there's a problem—talk to your children about online behavior, safety, and kindness from the moment they start using devices. Tools like **The Smart Talk** by Norton make it easier to guide age-appropriate conversations around digital habits and expectations.

✅ **Use Parental Control Tools Thoughtfully**
Take advantage of built-in device settings and trusted parental control tools to set screen time limits, block inappropriate content, and monitor online activity. Norton solutions, such as Norton Family with features like School Time, can help parents create healthy digital boundaries while fostering trust and transparency.

✅ **Teach Kids to Recognize Red Flags**
Help children understand the signs of cyberbullying, scams, AI manipulation, or predatory behavior, and empower them to speak up if something feels off.

✅ **Model Healthy Tech Use**
Kids mirror adult behavior. Set a positive example by putting devices down during family time, managing your own screen use, and showing how to engage responsibly online.

✅ **Stay Involved, Stay Curious**
Regularly check in with your child about what they're doing online. Ask questions, explore apps together, and keep learning about new trends – whether it's AI chatbots or the latest social media platform.

Visit https://us.norton.com/blog for more Cyber Safety tips

Norton.com

Survey Method

The study was conducted online in 11 countries worldwide (USA, UK, Australia, Brazil, the Czech Republic, France, Germany, Italy, Japan, Mexico, and New Zealand) by Dynata on behalf of Gen from April 24th to May 9th, 2025 among 11,006 adults ages 18 and older. Data are weighted where necessary by age, gender, and region, to be nationally representative.

Within this report, mentions of parents refer to parents with children younger than 18 years old.

ONLINE SURVEY

11,006 ADULTS

11 COUNTRIES

Germany
n=1,001

UK
n=1,000

Czech Republic
n=1,000

France
n=1,000

Japan
n=1,000

New Zealand
n=1,001

US
n=1,000

Italy
n=1,002

Mexico
n=1,000

Australia
n=1,001

Brazil
n=1,001