



STUDENT HUT

YOUTH
INSIGHTS
REPORT

Students, GDPR, and Brands

JUNE 2018

“The TripAdvisor
for universities”



“Most useful website
for students”



STUDENTHUT.COM

CONTENTS

03

ABOUT THE REPORT

04

METHODOLOGY

05

KEY FINDINGS AT A GLANCE

06

DEMOGRAPHICS

09

KEY FINDINGS – A DEEPER LOOK

19

MORE INSIGHTS FROM THE SURVEY

25

ABOUT STUDENT HUT

ABOUT THE REPORT

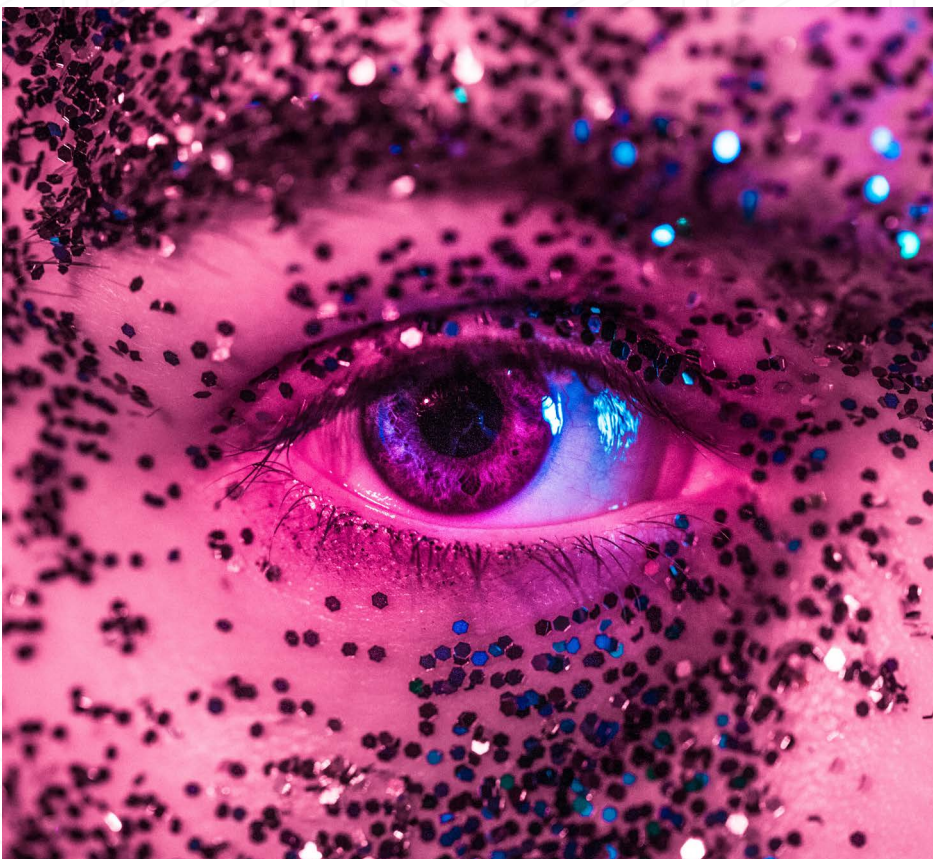
The Youth Insights Report: Students, GDPR and Brands, was launched to better understand how students and youth audiences recognise GDPR and data protection, and their views on brands who fail to treat their personal data ethically. It is the biggest independent survey of its kind.

The report is part of an initiative to regularly survey the student audience and understand their views and opinions on a wide range of issues, which in turn can be used by brands to inform their marketing strategies.

The Youth Insights Report surveyed the Student Hut Opinion Panel, analysing over **100,000** data points and conducting **1,057** deep-dive qualitative and quantitative surveys with a UK-based student audience. The numbers have been crunched, and the results have been analysed and presented in this report along with insights and commentary.

This report will provide decision makers, senior marketers, and market research professionals with details, insights and recommendations in order to:

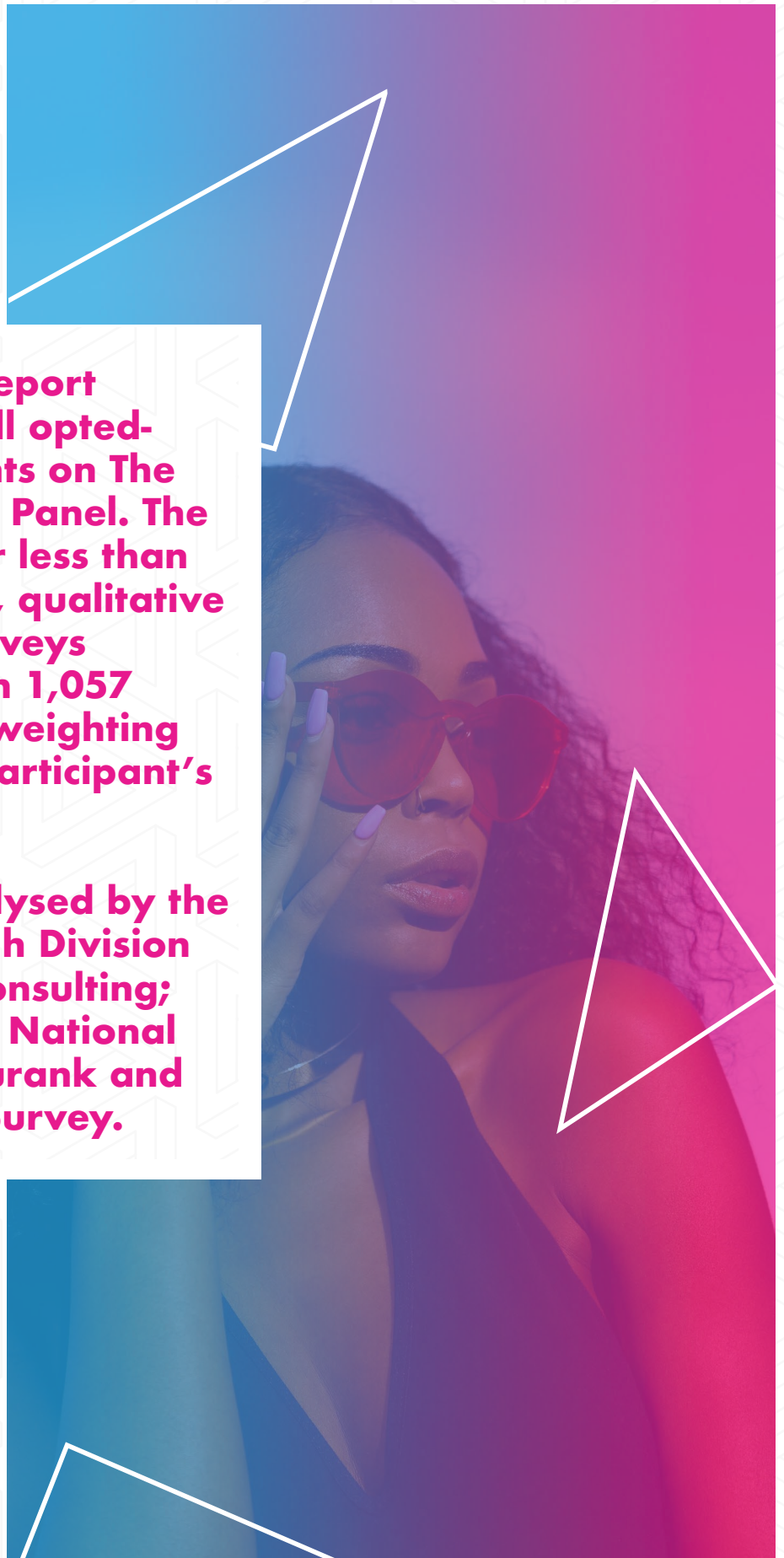
- + Gain an in-depth understanding of to what extent students recognise the GDPR law.
- + Find out to what extent students will hold a brand accountable should they fail to meet their obligations.
- + Gain an in-depth understanding to what extent students recognise the impact data privacy scandals have had on social media platforms and the trust that students place in them (and how this impacts on your brand).
- + Know the commonly used communication platforms students no longer trust.
- + Understand the pitfalls brands should avoid if they don't wish to turn off this savvy audience.



METHODOLOGY

The Youth Insights Report was distributed to all opted-in, registered students on The Student Hut Opinion Panel. The survey was open for less than 24 hours. Deep-dive, qualitative and quantitative surveys were conducted with 1,057 respondents. Equal weighting was given to each participant's responses.

The survey was analysed by the Insights and Research Division at Natives Global Consulting; the team behind the National Clearing Survey, Edurank and the European MBA Survey.



KEY FINDINGS

01

Recognition and understanding of 'GDPR' is very low amongst students; only 2/3rds know what it is. Of the smaller group who know what it is, only 1/5th know how it impacts them (the remaining 4/5ths say they only have a basic understanding of it).

02

After reading an overview of GDPR, only 1/20 of respondents think the measures are not necessary, with the overwhelming majority thinking the measures are 'a good idea'.

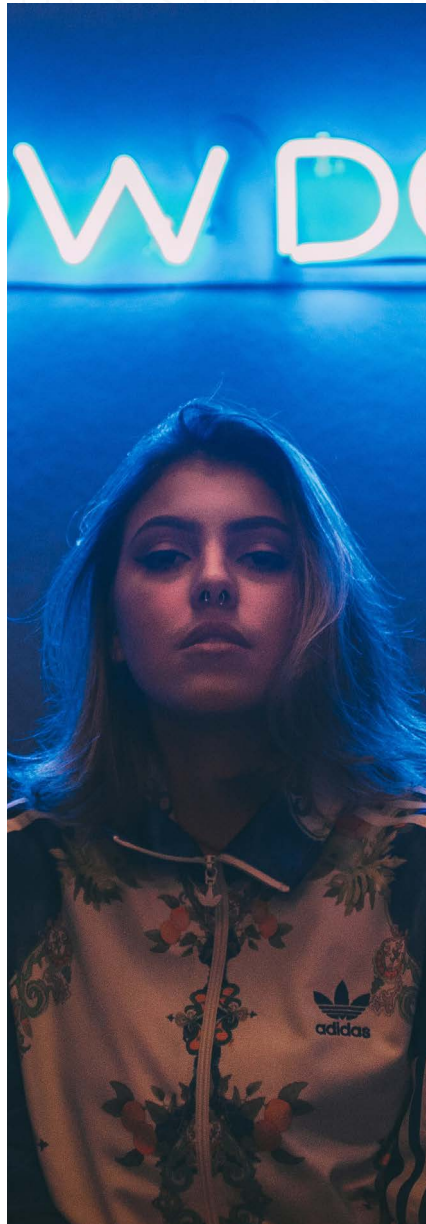


03

A very significant number of students (1/4) would report a website and over 1/3rd would boycott your brand if they see you are not GDPR compliant.

04

Just over 1/10 would feel comfortable sharing their data with a Facebook Messenger Bot.

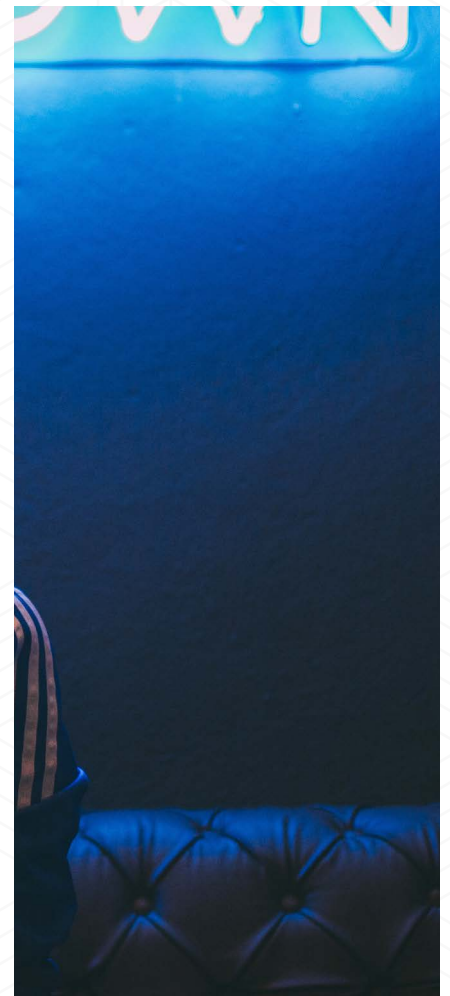


05

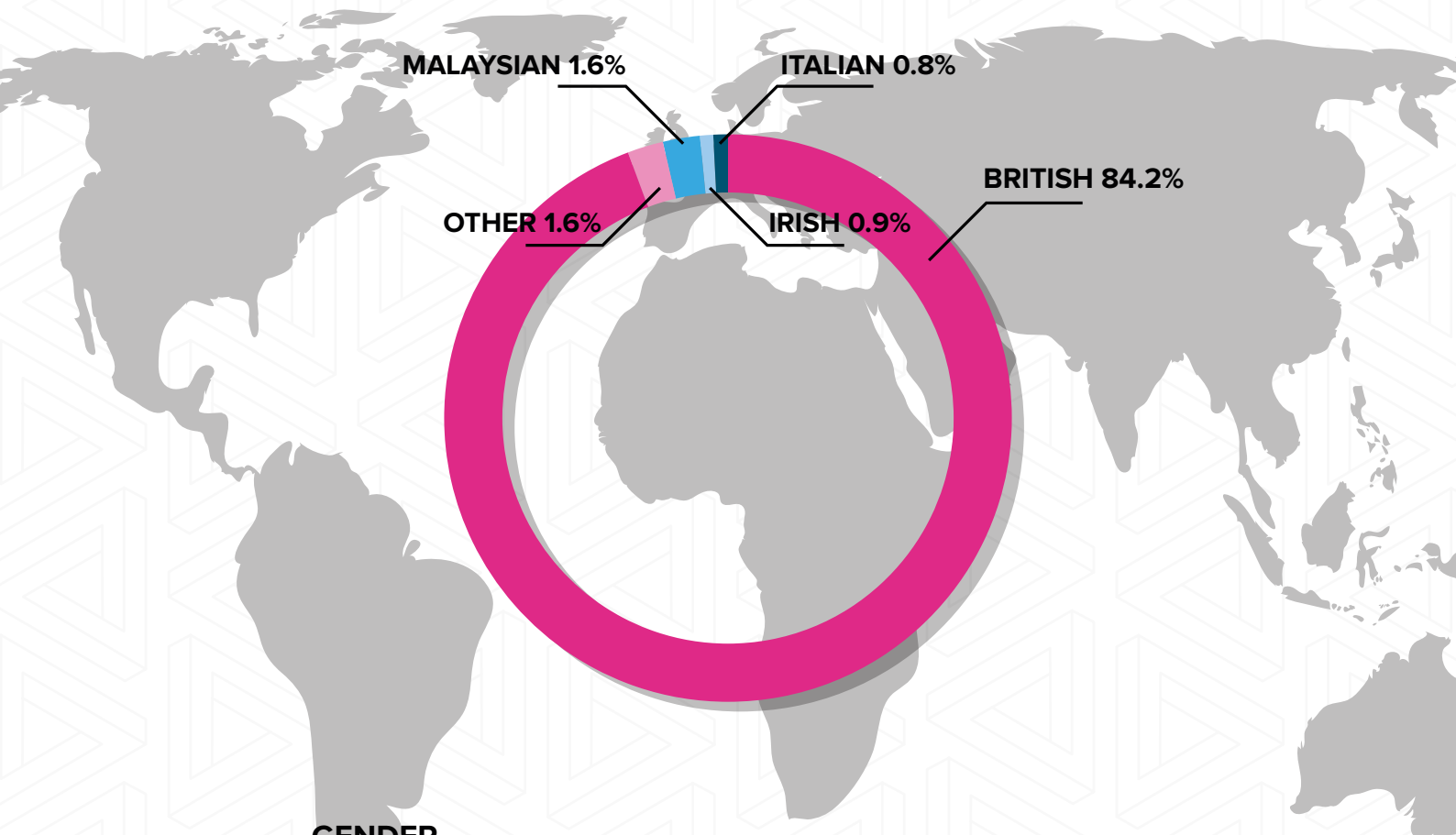
3/4 of students said the scandal affected their Facebook usage with 1/100 saying they deleted Facebook and the remainder saying they would be more careful with what they share.

06

A huge amount of students, 9/10 of respondents, feel that at least one out of the Brexit referendum or the the 2016 US presidential election, was influenced by the inappropriate use of personal data.

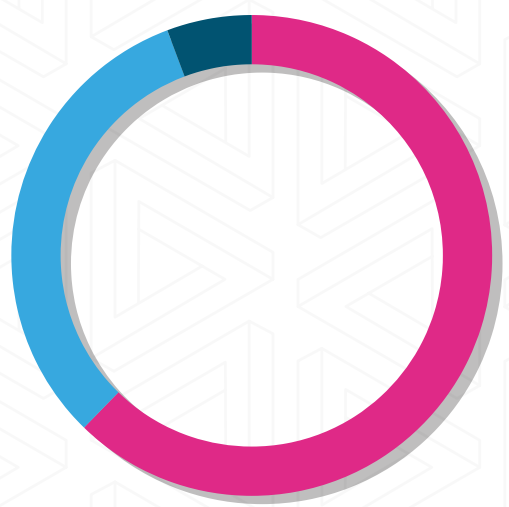
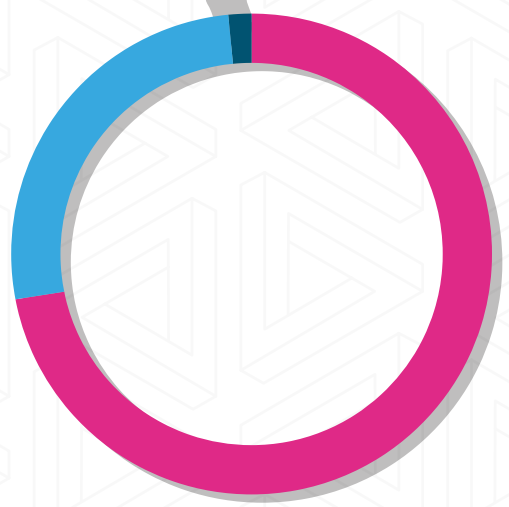


DEMOGRAPHICS



GENDER

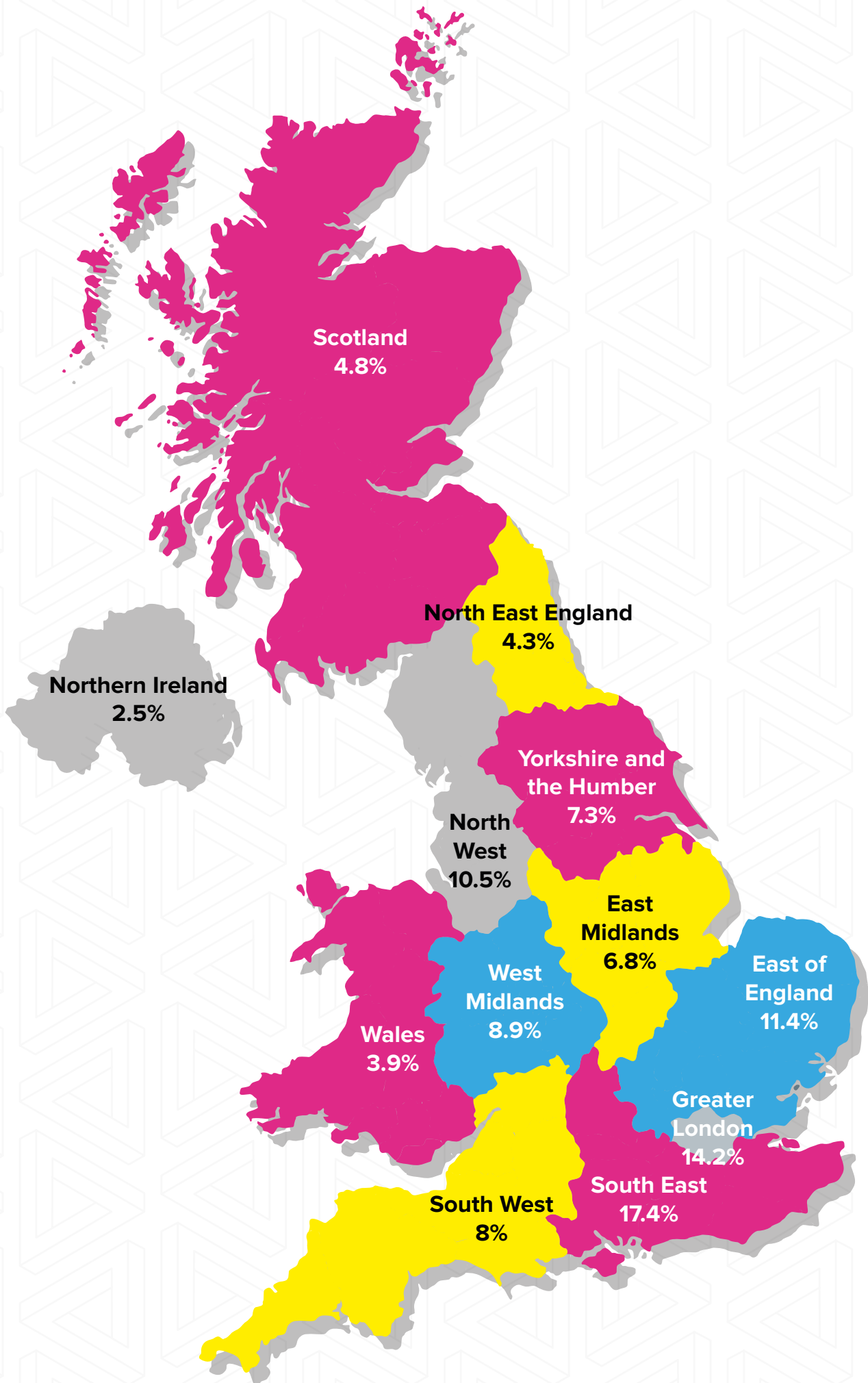
LEVEL OF STUDY



- Female
- Male
- Other/did not want to say

- University student
- School/college student
- Graduate

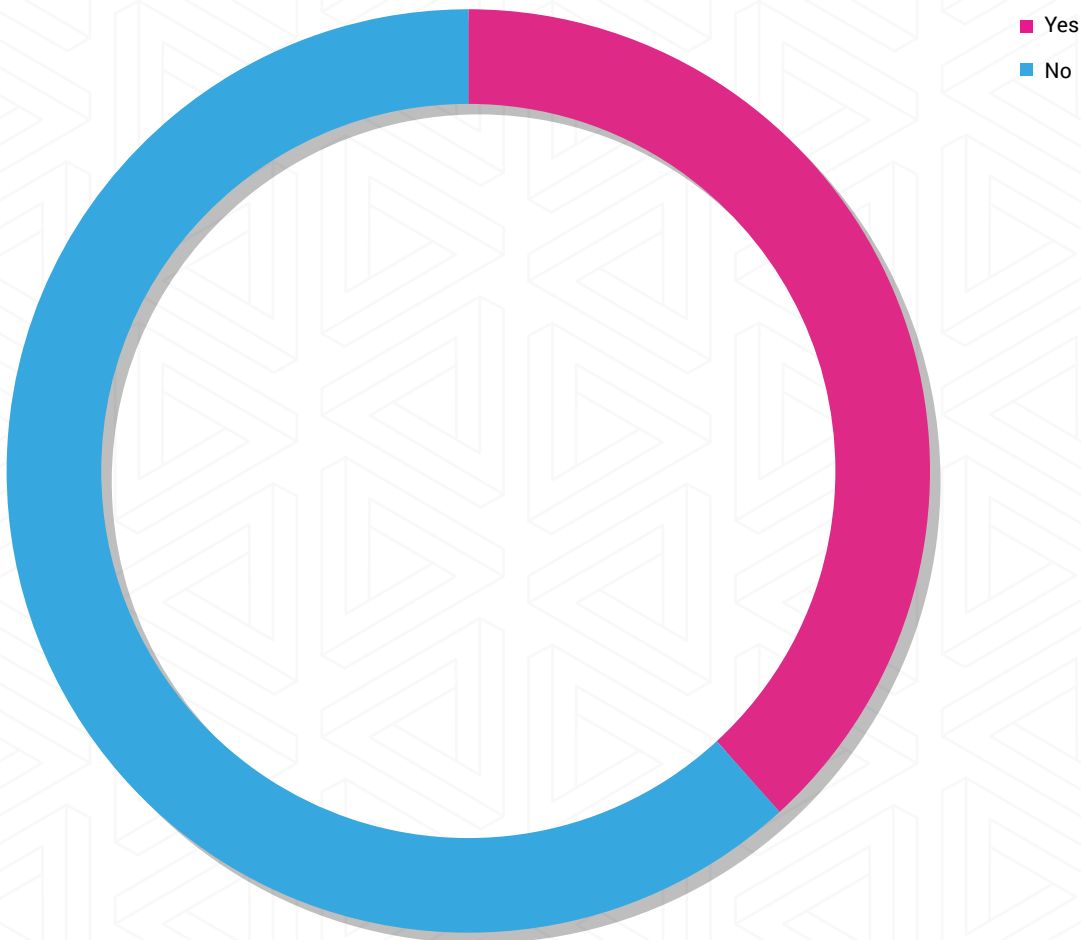
AVERAGE AGE 20.2



KEY FINDINGS - A DEEPER LOOK

KEY FINDINGS - A DEEPER LOOK

DO YOU KNOW WHAT GDPR IS?



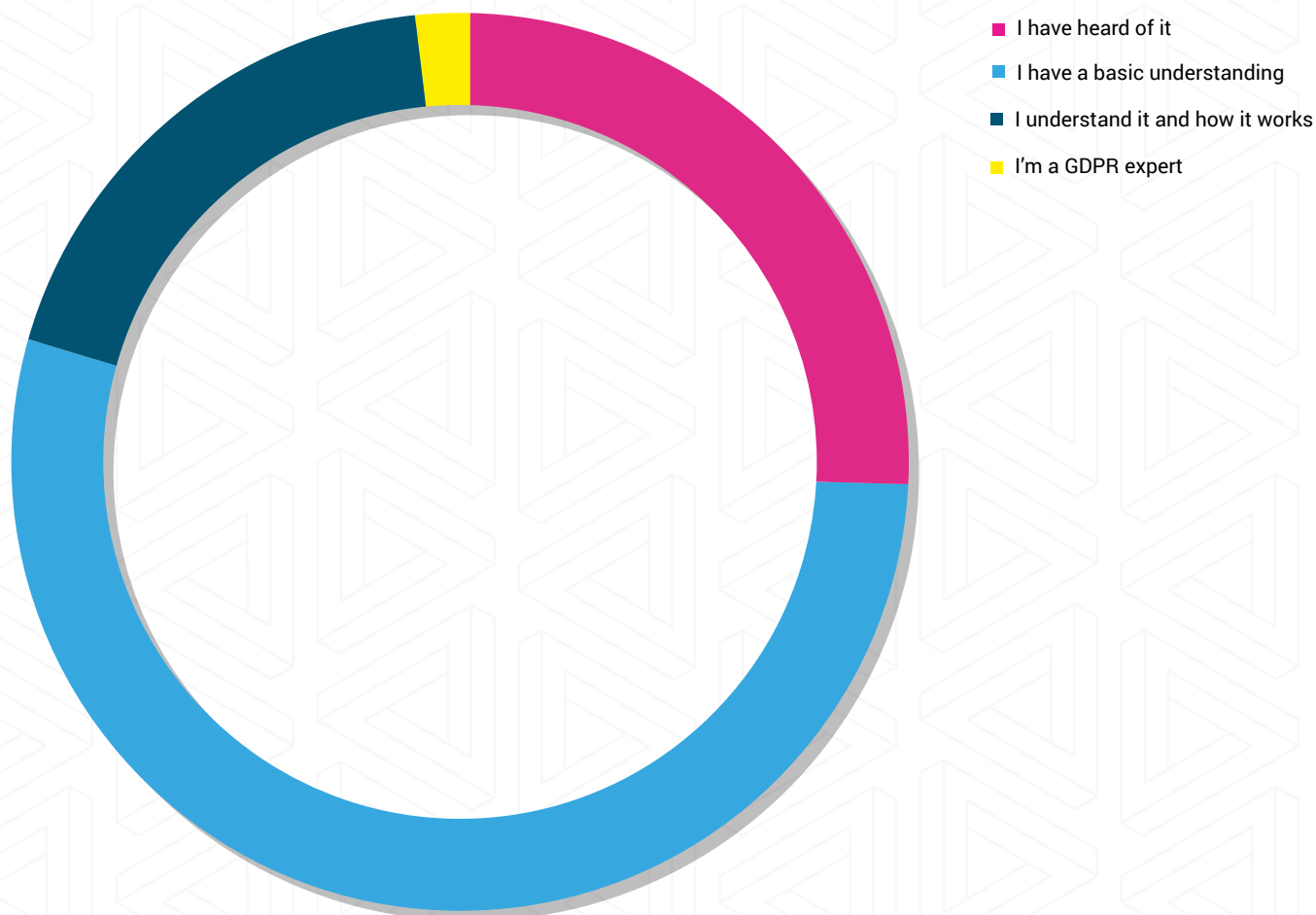
Recognition and understanding of 'GDPR' is very low amongst students; only 2/3rds know what it is. Of the smaller group who know

what it is, only 1/5th understand how it impacts them (the remaining 4/5ths say they only have a basic understanding of it).

Only 2/3rds of students understand what GDPR is

KEY FINDINGS - A DEEPER LOOK

HOW WELL WOULD YOU SAY YOU UNDERSTAND GDPR?

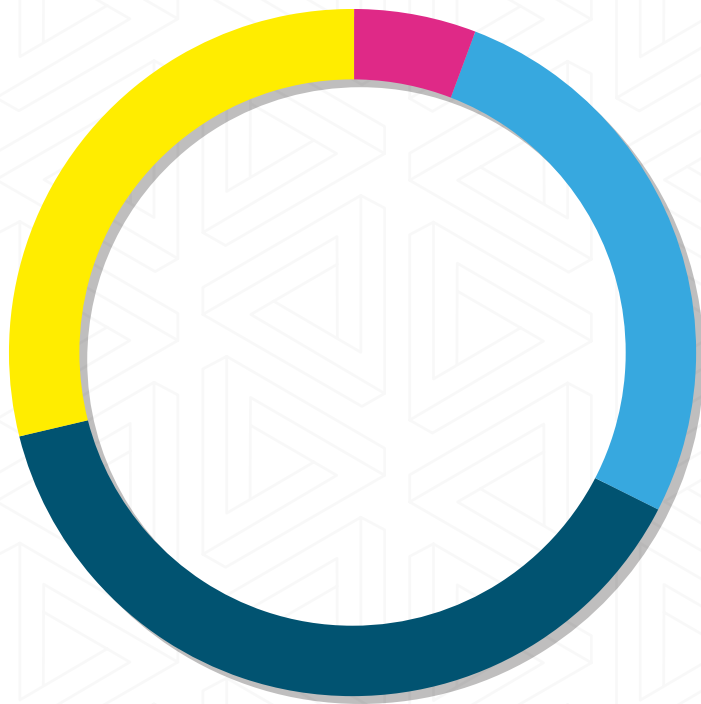


General awareness of what GDPR is amongst the student population is surprisingly low. Despite this, as we are going to uncover in this report,

awareness of their own personal data, its power and how it can be abused, is high.

KEY FINDINGS - A DEEPER LOOK

AFTER READING AN EXPLANATION OF THE LEGISLATION, WHAT DO YOU THINK OF THESE NEW MEASURES?



- I don't think the measures are necessary
- I am pretty confident with the security of my information
- This sounds like a good idea
- I think this is really good idea

After reading an overview of GDPR, only 1/20 of respondents think the measures aren't necessary, with the overwhelming majority thinking the measures are 'a good idea'.

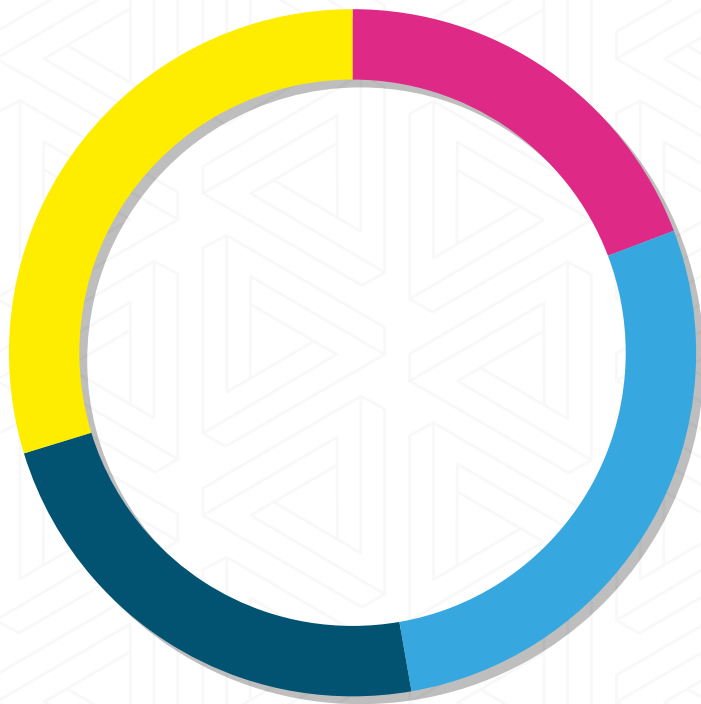
By understanding (and using) their power as consumers, students will punish brands commercial bottom line if they don't comply.

Awareness of GDPR is relatively low, but the student audience overwhelmingly think that the principles behind GDPR are positive. The student audience does hold an opinion on the matter and are not passive when it comes to how they view the use of their personal data.

This is important for brands to understand the value they put in their own efforts to not only treat personal data ethically, and if they do, consider placing this within your messaging to make a positive impact on prospective student consumers.

KEY FINDINGS - A DEEPER LOOK

IN LIGHT OF THE NEW GDPR LEGISLATION, HOW WOULD YOU PERSONALLY REACT TO A WEBSITE THAT YOU FOUND NOT TO BE COMPLIANT?



- I would report any websites I knew not to be compliant
- I would stop using any websites or services if I was unsure if they were compliant
- I would notice if any websites were not compliant
- I'm unsure if it will affect me

A very significant 1/4 of students would report a website and over 1/3 would boycott your brand if they were found to be not compliant with GDPR.

Students would hold brands accountable if they fail to treat

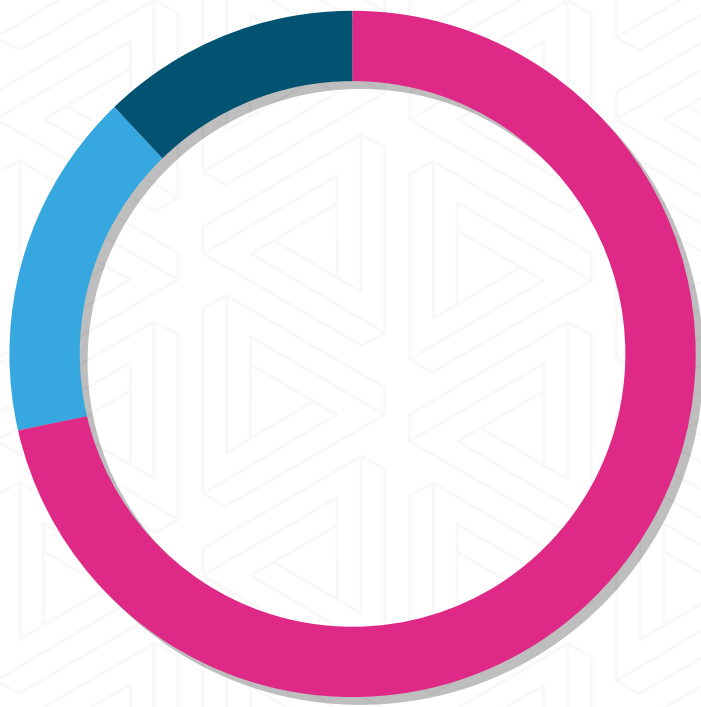
their data ethically. Just under half would take punitive action against a brand for failing to be compliant with GDPR. This is very significant for brands as students have indicated that they will hold brands to a far higher standard than Governments, apps, or third

party data companies that misuse their data.

By understanding (and using) their power as consumers, students will punish brands commercial bottom line.

KEY FINDINGS - A DEEPER LOOK

WOULD YOU SHARE YOUR DATA WITH A FACEBOOK CHATBOT?



- I've never felt comfortable giving data to a Facebook chatbot
- Yes, but not since the Cambridge Analytica scandal
- I would still share data with a Facebook messenger chatbot

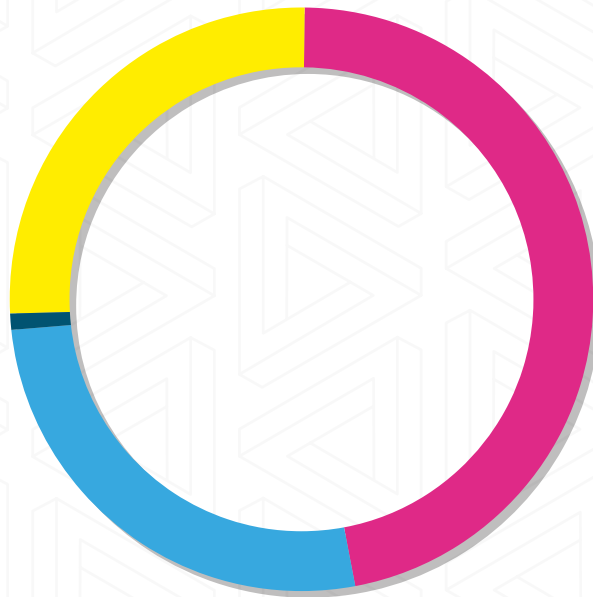
Should you include Facebook Messenger Chatbots in your strategies? If you have one, or have one in the pipeline, you might want to consider having a back-up plan. With a burgeoning sense of distrust from the savvy youth audience about Facebook's use of data and their willingness to give their data to Facebook tools, you might want to reconsider how effective this is versus risk to brand. Facebook and

Instagram API access and stability can no longer be taken for granted. There is a distinct risk that any third-party data app could find itself not working at the most inopportune moment. This doesn't mean that chatbots themselves are no longer relevant; chatbots can still have an incredibly effective usage for out of office hours conversations and simple Q&A processes.

Facebook and Instagram API access and stability can no longer be taken for granted.

KEY FINDINGS - A DEEPER LOOK

HAS THIS SCANDAL CHANGED HOW YOU USE FACEBOOK?



- I'll be more wary of anything particularly dodgy, but not really
- Yes, I'm far more careful with what I use/share on Facebook now
- Yes, I deleted Facebook because of this
- No

¾ of students said the scandal affected their Facebook usage, but just 1/100 said they had deleted Facebook. With the remainder saying they would be more careful with what they share.

Facebook is ubiquitous amongst students, with 97% of respondents holding an account. Despite a growing sense of distrust towards the social media giant following the Cambridge Analytica news story, students don't seem willing to take the same punitive action against the platform as they would a brand. Facebook is more of a utility than a brand, with which to keep in touch with friends and family, and up-to-date with events.

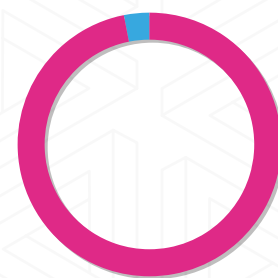
It is so incorporated into daily life for students that only 1 in 100 had deleted it. This is in

contrast to how students would react to a brand who did not comply with the principles of GDPR (¼ would report a brand, 1/3 would boycott the website).

This highlights the power (and resilience) of Facebook for brands and advertisers and the importance of keeping it in your marketing mix.

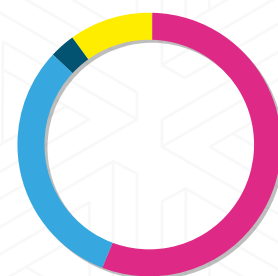
It also highlights the responsibility that brands have over their own value. Marketers of brands must take ownership of how data is used ethically because even if a social media platform breaches GDPR regulations, it's not a huge leap to suppose the student audience is more likely to hold a brand to account than it would a platform or publisher.

DO YOU HAVE A FACEBOOK ACCOUNT?



- Yes
- No

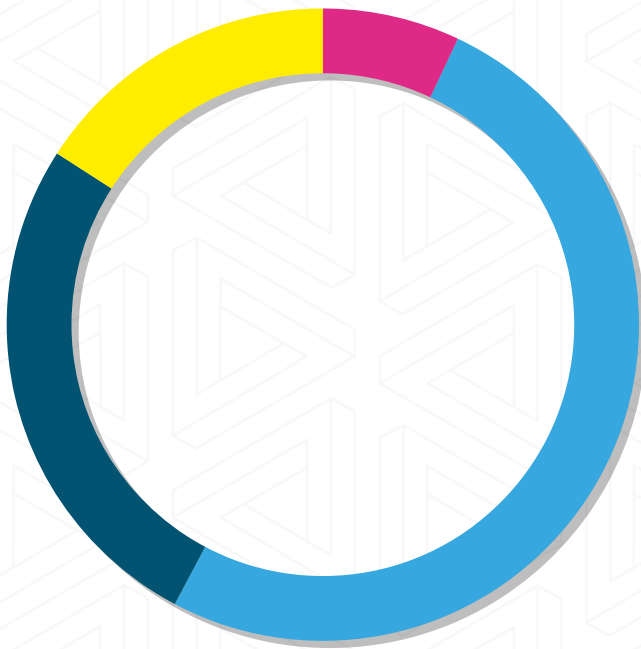
WHAT DO YOU THINK WAS MOST TO BLAME FOR THE DATA BREACH THAT TOOK PLACE?



- Facebook
- Cambridge Analytica
- Facebook users
- The Government

KEY FINDINGS - A DEEPER LOOK

DO YOU THINK THE DATA SCRAPED BY APPS COULD HAVE INFLUENCED THE RESULTS OF THE US ELECTION OR UK BREXIT REFERENDUM?



- No, people aren't that easily persuaded
- Maybe a little
- Yes, a lot
- Yes, I think this scandal has actually changed the results of at least one recent election

A huge number of students, 9/10 of respondents, feel that at least one of either the Brexit referendum or the 2016 US Presidential Election, was influenced by the inappropriate use of personal data.

The extent to which students feel that major elections can be influenced by the misuse of apps and data is extensive. Over 90% of the student audience feel that at least one major election was influenced by the practice.

This sophisticated digital generation are well aware of

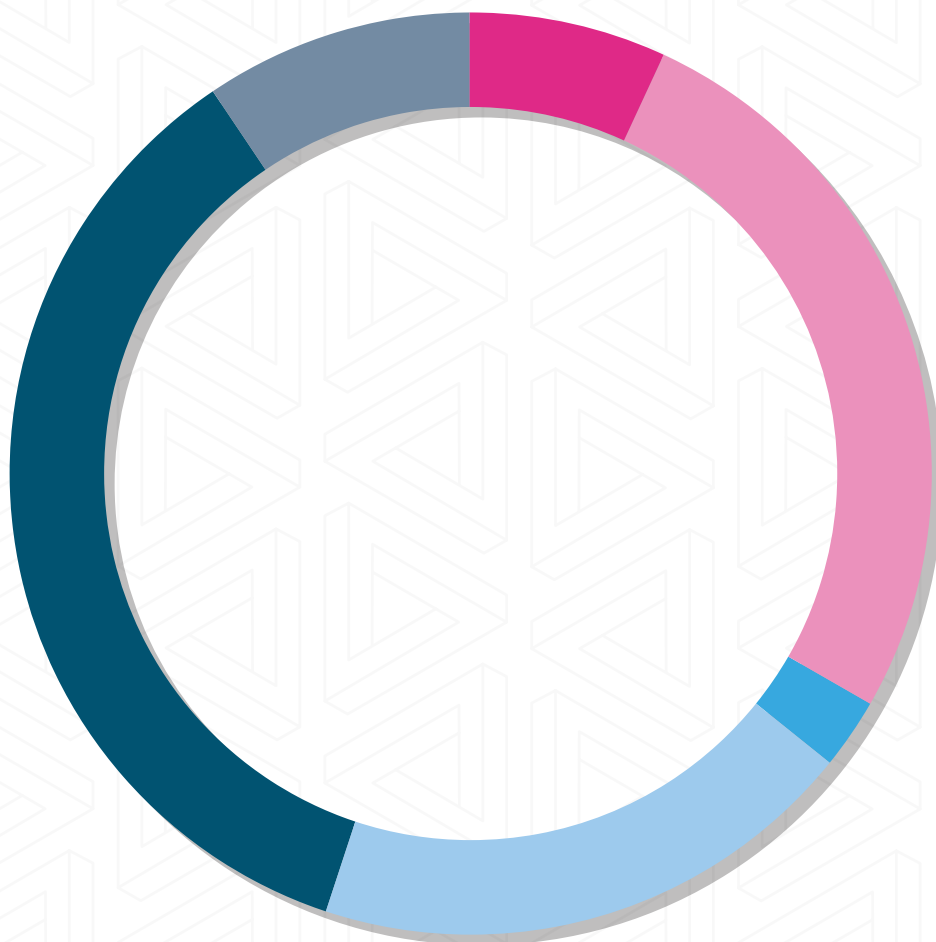
the power of their personal data; yet this insight highlights how much more accountable they are holding brands than platforms and governments.

Over 2/3rds of students have a more negative view of Facebook since the scandal, with an additional ¼ of students expecting this of the brand already. Despite this, only 1/3rd of students who had considered leaving the platform had done so because of the scandal or other concerns about privacy and security.

Over 2/3rds of students have a more negative view of Facebook since the scandal

KEY FINDINGS - A DEEPER LOOK

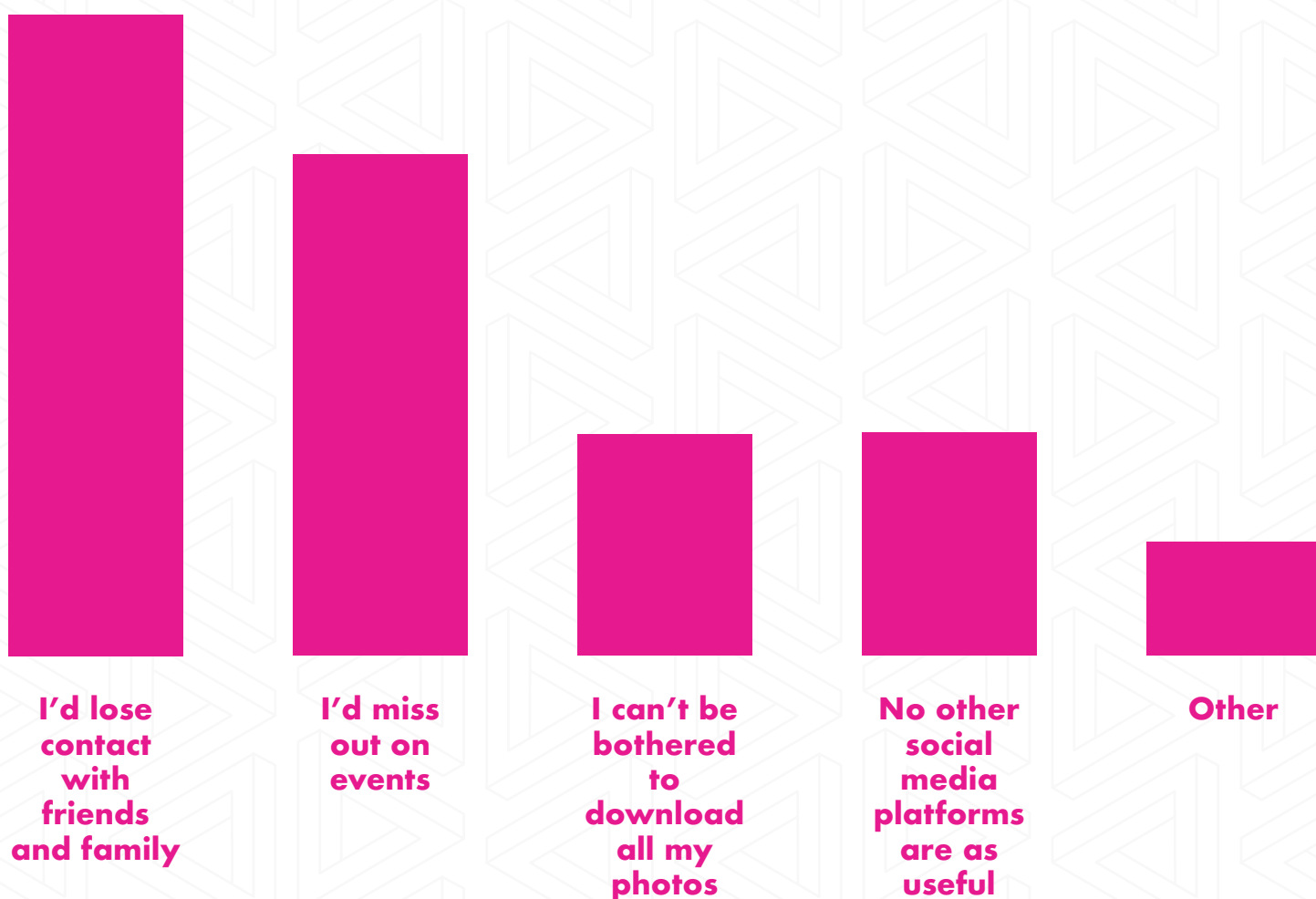
IF YOU'VE EVER CONSIDERED LEAVING FACEBOOK, WHICH OF THESE REASONS BEST DESCRIBES WHY?



- The Cambridge Analytica scandal
- Other concerns about privacy/security on Facebook
- My friends are leaving Facebook
- It is primarily used by older people
- I've never considered leaving Facebook
- Other privacy concerns

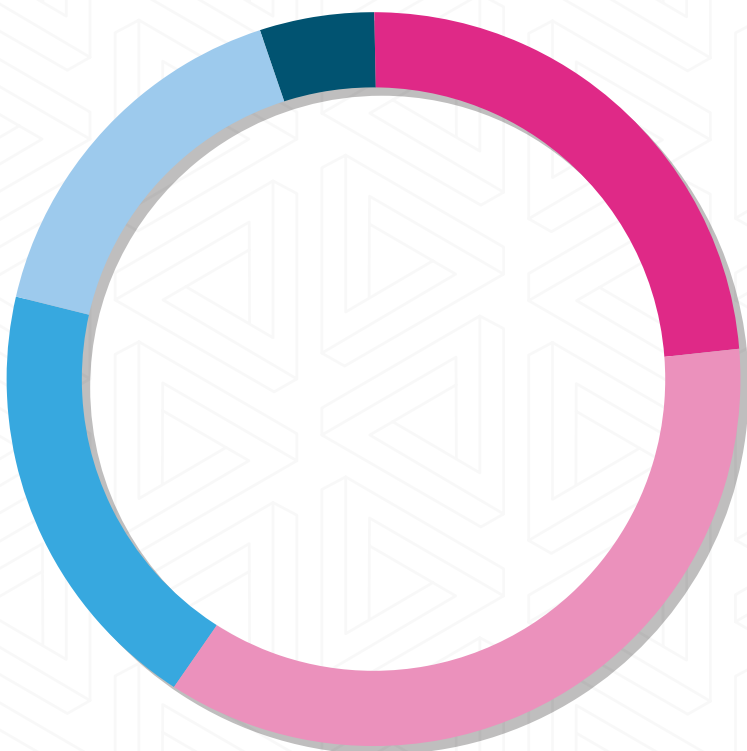
WHAT PREVENTS YOU FROM LEAVING FACEBOOK?

Losing contact with friends and family is a powerful motivator to stay, $\frac{3}{4}$ of students would not leave Facebook because of this. This insight highlights how embedded Facebook is in daily life.



**MORE INSIGHTS
FROM OUR
PANEL**

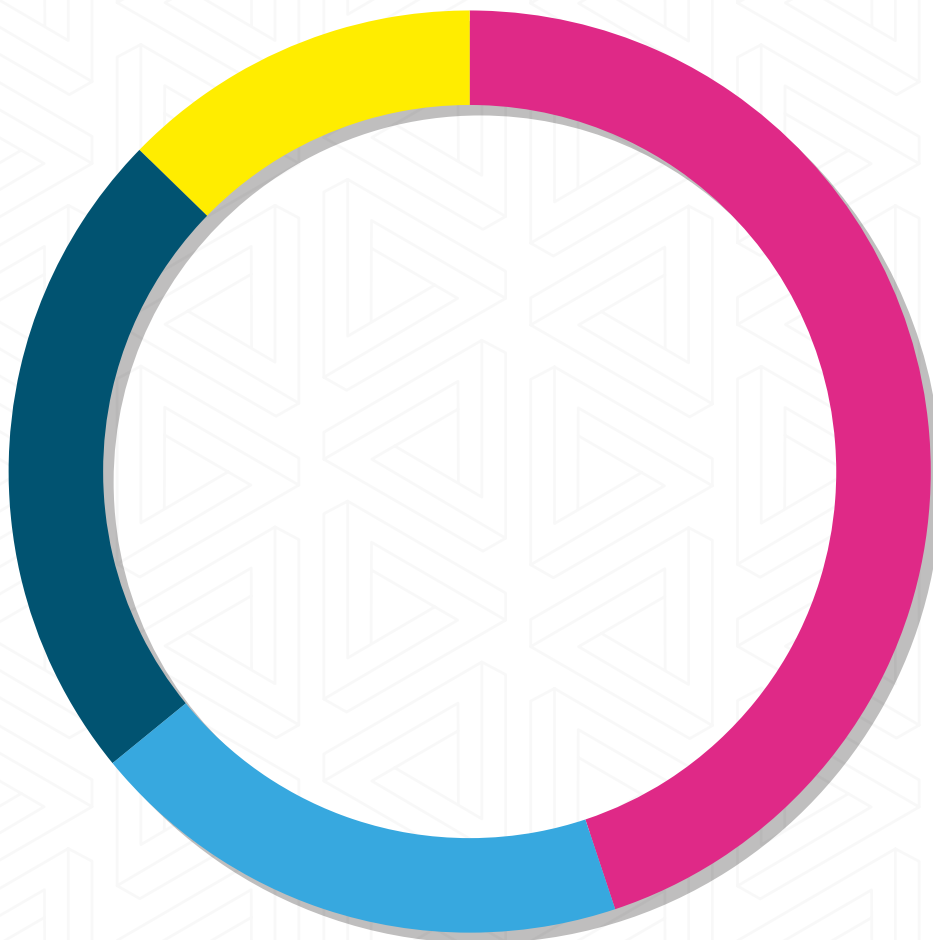
FACEBOOK HAS RECENTLY REVEALED THAT THEY SCAN MESSENGER CONVERSATIONS IN ORDER TO SCREEN FOR MISUSES SUCH AS CHILD EXPLOITATION AND MALWARE. HOW DO YOU FEEL ABOUT THIS?



- I think it's totally fair. I have nothing to hide
- It's worth it for the greater good
- I could have accepted monitoring if Facebook had been more upfront about it
- I think that monitoring conversations, even with good intentions, can open up opportunities for companies such as Facebook to abuse their power
- I think it's completely wrong, and they shouldn't be able to do it

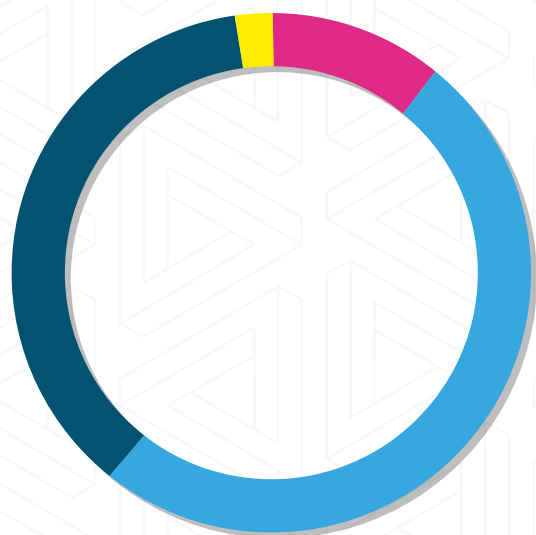
HAVE YOU COME ACROSS FACEBOOK MESSENGER CHATBOTS?

Recently, some companies have been using Facebook chatbots to reach out to customers and consumers (it looks like a normal messenger conversation but is between you and the bot), have you come across this feature before?



- I've never come across one
- I've come across one, but not engaged with it
- I've used a chatbot
- I don't know if I've come across one

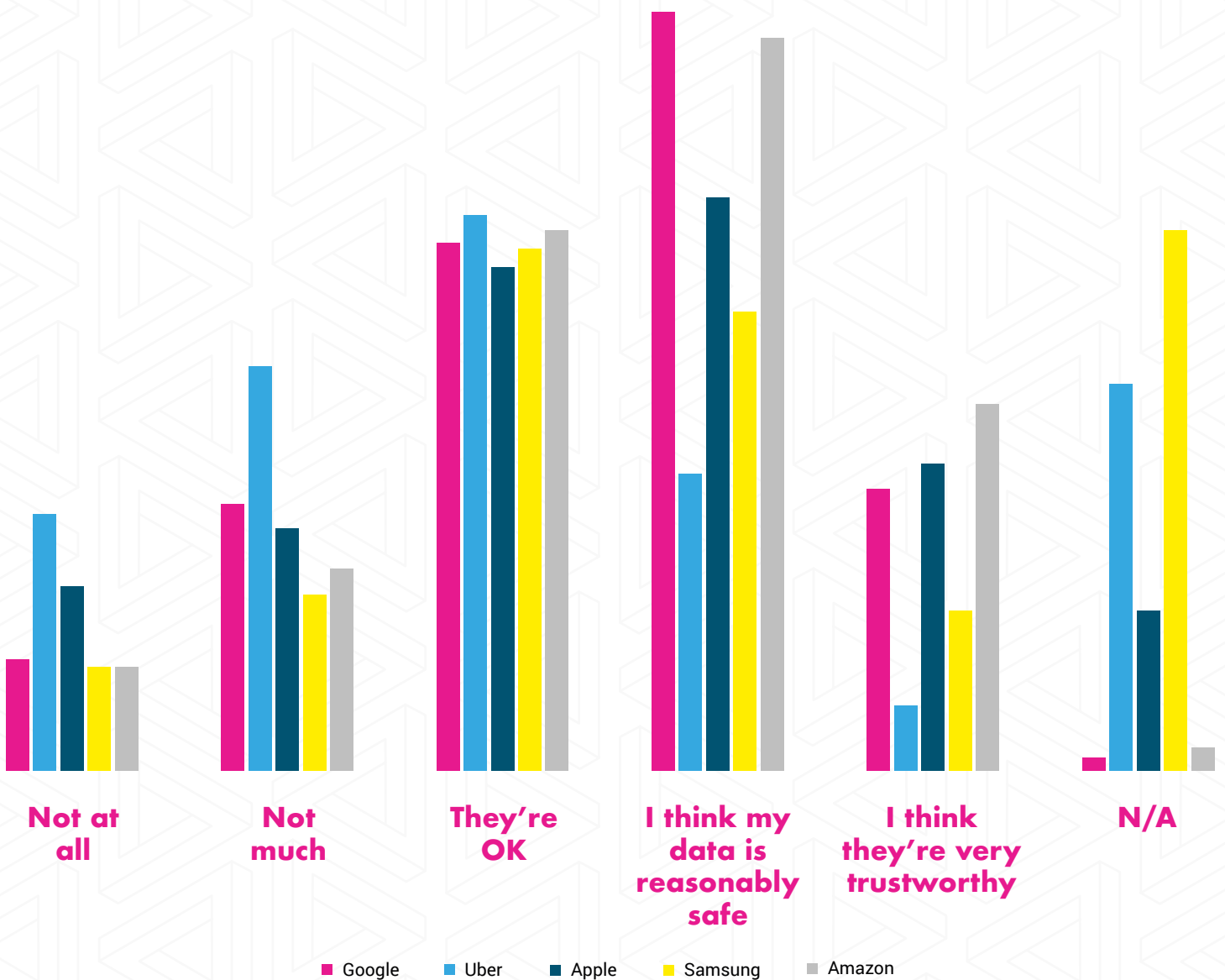
COLLECTING AND ANALYSING YOUR DATA IS HOW MOST SOCIAL MEDIA PLATFORMS COLLECT SOME OF THEIR INCOME. WOULD YOU PREFER TO PAY TO USE A SOCIAL MEDIA PLATFORM AS AN ALTERNATIVE TO HAVING YOUR DATA COLLECTED AND ANALYSED?



- Yes
- No
- Unsure
- I don't use apps

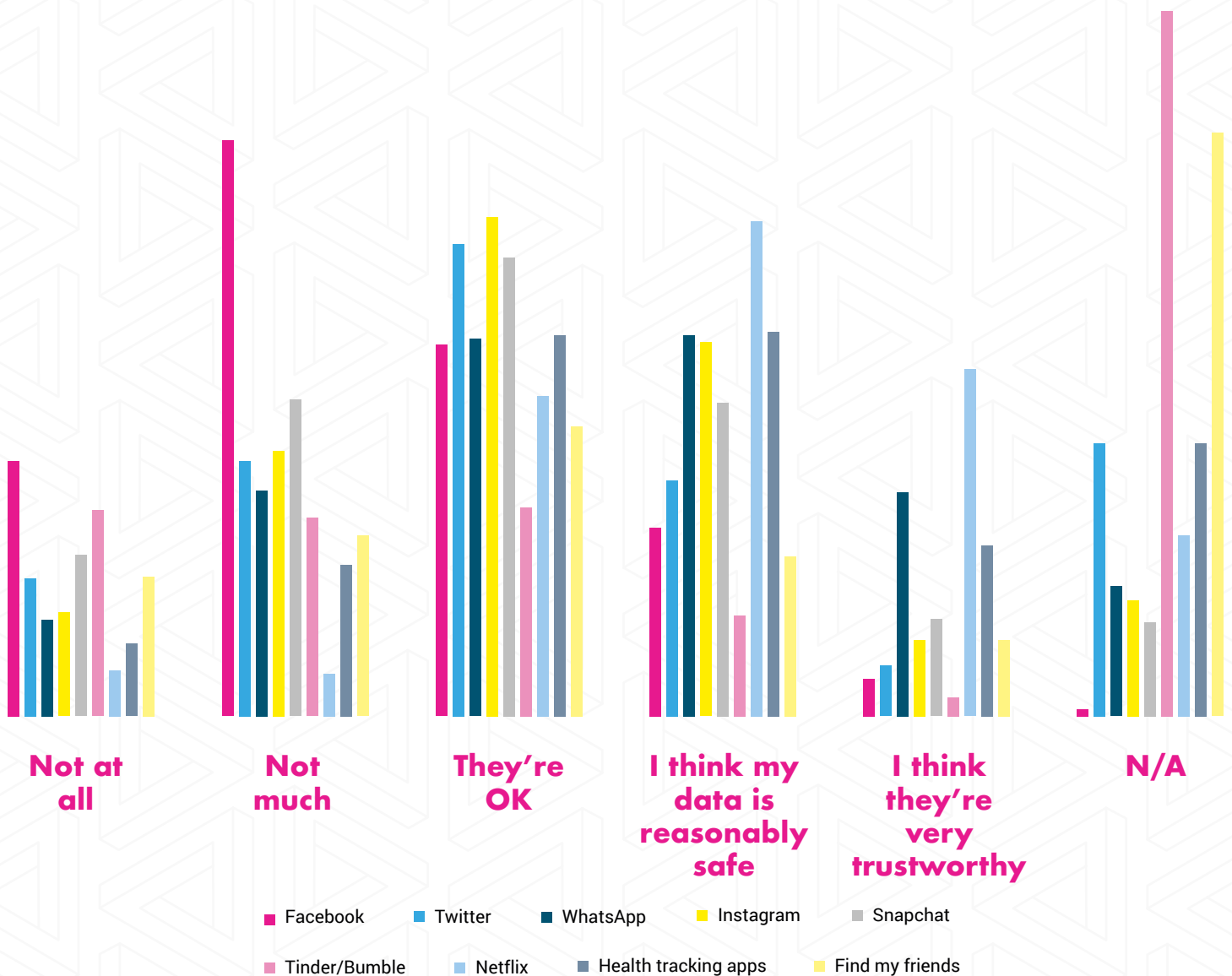
MORE INSIGHTS FROM OUR PANEL

HOW MUCH DO YOU TRUST EACH OF THESE COMPANIES WITH YOUR DATA?



MORE INSIGHTS FROM OUR PANEL

HOW MUCH DO YOU TRUST EACH OF THESE SOCIAL MEDIA PLATFORMS WITH YOUR DATA?





STUDENT HUT

ABOUT STUDENT HUT

Student Hut is The Student Review Site. We have thousands of impartial reviews on all aspects of student life, from courses and accommodation to nightlife, clubs and societies.

As the leading student review website, we have tens of thousands of impartial reviews on all aspects of student life, from courses to nightlife. Our students love reading reviews and leaving their opinions. We decided to launch the Student Hut Opinion Panel, and give them a voice.

Our panel members deserve to be rewarded fairly for their opinions, so we give every survey respondent a retail voucher.

Our meticulous sign-up process and diligent compliance team ensure that panel members are unique, qualified and enthusiastic. Every member has opted-in in a GDPR compliant and ethical way.

insights@studenthut.com

+44 (0)2071 832 681

WWW.STUDENTHUT.COM

 /StudentHut  @StudentHutUK  @StudentHut

We belong to

NATIVES . GROUP