streetGov

Research report for:

believe collective

**Q&A-VIBE: An examination of the feasibility of the
proposed A-VIBE project**

May 2008

Table of Contents

- **Introduction**

  - **Background**

  - **Aims and Objectives**

  - **Methodology**

- **Respondent Profile**

- **Street Crime**

- **Media and Technology Usage**

- **Online Representation**

- **Media, Technology and Crime**

- **Interest in New Projects**

- **Brands and Talents**

- **Summary of Workshops**

- **Issues to Consider when Developing New Projects**

- **Conclusions**

Introduction

believe collective

streetGov

Background

The A-VIBE [Anti-Violence Initiative for Building Empowerment] is a proposed two year Campaign Project being developed by the Believe Collective (in partnership with Channel 4 Education & New Media and Diverse Productions.

The A-VIBE are proposing to collaborate with young people and communities across the UK, that are affected and/or afflicted by street violence, to document what is happening at street-level and to examine the causes of gun/knife crime and gang culture.

The A-VIBE project seeks to harness the power of social networking spaces, mobile media and technology to launch a multi-threaded online campaign and to create a mash-up website that showcases the creative output and achievements of young A-VIBE campaigners – be it music, dance, video-making, spoken word, blogging or any other activity. In parallel with this online campaigning, traditional offline networking and campaign strategies will also be employed.

Overall the A-VIBE project aims:

- To create alternative social and cultural networks for young people to those of drug and violent crime related gang culture.
- To empower young people through engagement in cultural activity and the peer-to-peer/ peer-to-mentor sharing of the products of that activity.
- To enable young people to exercise citizenship and become leaders of and commentators on their own communities and the issues affecting them.
- To initiate and facilitate a campaign involving young people and national campaign organisations to achieve strategic funding for credibly led sustainable cultural intervention programmes.

streetGov has been commissioned by the Believe Collective to assist in the assessment of the feasibility of the A-VIBE proposal.

Through a mixture of primary and secondary research, streetGov aims to assist the Believe Collective in addressing the following questions:

- What role does media and technology play in the lives of young people aged between 14 and 19 and in particular in the lives of young people at risk?
- Are there cultural/regional differences that influence their use of media and technology?
- What role does media and technology play in young people's negotiation around identity and representation?
- Do young people use media and technology to seek validation or approval from their peers or other authorities? If so, how?
- What kinds of brands or talent actually make an impact with this audience?

This research will be used by the Believe Collective to assist in assessing:

- Whether there is an opportunity to develop a participative media project that could affect change in individual or community behaviours;
- What would be more effective – a series of local, tactical projects, or a national [anti-violence] project?
- What would a successful project look like? With all of the complex and interwoven factors that lead to teen disenfranchisement, can we actually make a difference? What will be the legacy issues?

Methodology (1)

The following methodology has been devised in order to meet the above aims.
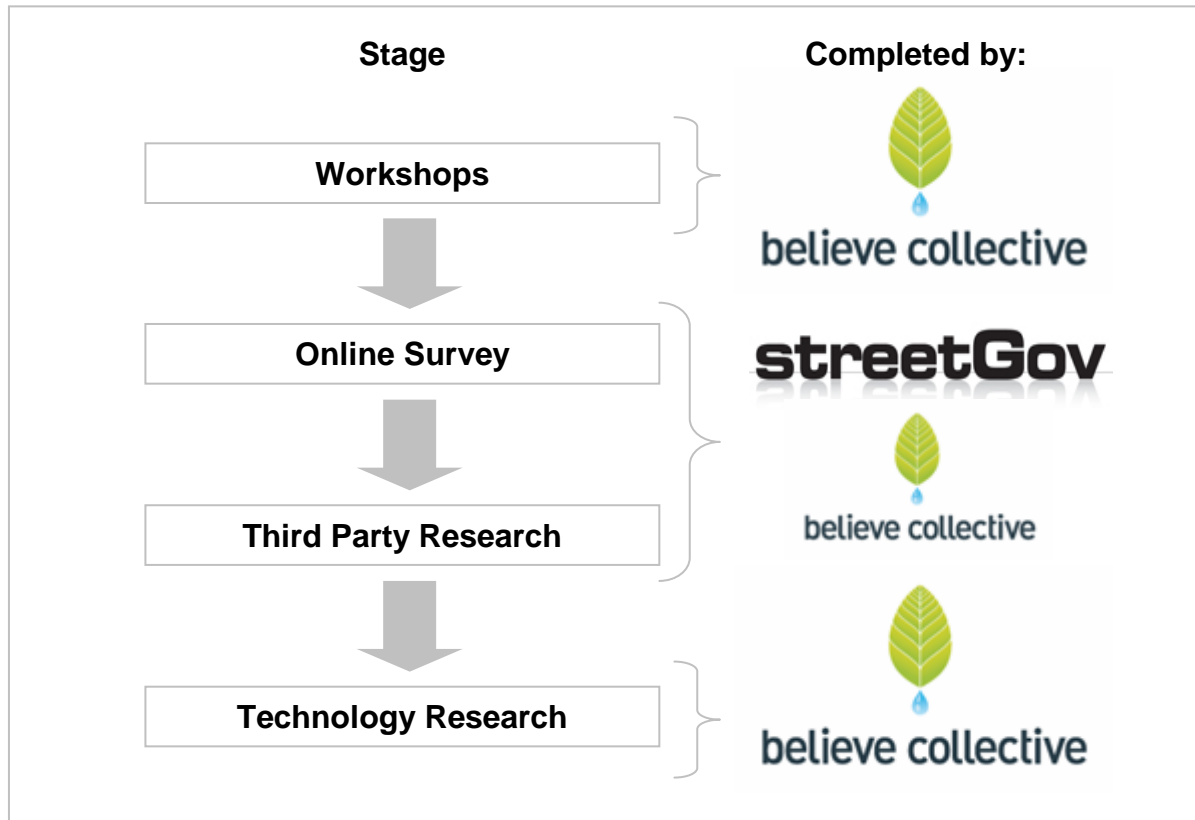
With the exception of the third party research stage, young people aged between 14 to 19 were consulted at each stage and provided valuable insight.

Methodology (2)

Workshops: Two workshops were ran by the Believe Collective in London (West London and Hackney). In total 60 14 to 19 year olds from communities affected by the prevalence of street crime and gang culture attended the workshops, 30 in each location.

Only young males attended the West London workshop. There was a equal gender split at the Hackney workshop.

Creative drama techniques were adopted to engage and encourage participation from the young people. These techniques were based on Augusto Boal's 'simultaneous dramaturgy' and 'forum theatre' methods.

Four short scenes developed by actor and drama facilitator Teddy Nygh were acted out showing two characters at conflict with each other. The young people observed the short scenes which are ended without resolution. The young people are then split into two groups and encouraged to give advice about what the characters in the scenes should do. Each team supported one of the characters and are asked to provide instructions to the characters seeking to resolve the scene by winning the argument. When the performance of the scene resumed the actors improvised using solely the material given to them by their teams. At any point during the exercise any member of the group could call time out to provide further coaching to their character. After two or three time-outs are called the facilitator swaps the teams over so that all of the participants are able (or challenged) to engage with both points of view.

believe collective

streetGov

Methodology (3)

Online Survey: The findings from the workshop activity were used to assist in designing an online questionnaire. The purpose of this stage was to quantify and verify the feedback from the workshops.

The questionnaire was devised in consultation with streetGov. The questionnaire consisted of both quantitative and qualitative questions and it was kept reasonably short in order to avoid "drop outs" whilst capturing all relevant information. Participants were given the opportunity to be included in a prize draw for festival tickets.

Young people were encouraged to participate in the research from two different sources:

1. streetGov, a specialist online youth research agency, emailed the survey out to panel members aged between 14 – 19 years old. Although this project is aimed at those "exposed" (term used throughout this report) to street crime, it was felt that a control group was needed to compare the views of those young people exposed to street crime and those who are not.

2. Xtaster, a peer-to-peer marketing agency and online community of young music fans, was commissioned to recruit young people specifically from communities affected by street crime. This involved young xtaster members actively seeking and encouraging peers to take part either online or via self completion paper questionnaire, thus, ensuring that feedback was received from those young people exposed to street crime.

Online research was used to collect a large number of responses across a wide geographic area (the UK).

streetGov

believe collective

Third party research: In addition to the primary research collected, a number of secondary resources were reviewed to back up the findings from the primary research or to give it context. The main resources referred to were from:

- The Home Office

- The National Youth Agency

- Ofcom

- The UK Statistics Authority

Technology research. Identifying the most appropriate technologies and applications to develop and deploy on A-VIBE. This stage has been devised by the Believe Collective and is available in a separate document.

This report summaries the findings from the workshops, online research and third party research.

How this report is presented:

▪ Icons in the left margin symbolise which stage in the study process the findings have been drawn from.

Workshops   **Online Survey**   **Third Party Research**

▪ Yellow boxes on charts highlight any significant differences in the overall results by gender, education / employment status, exposure to street crime or ethnicity. For example, the box below tells the reader that a significantly higher proportion of males responded with the response from which the arrow is pointing from than females.

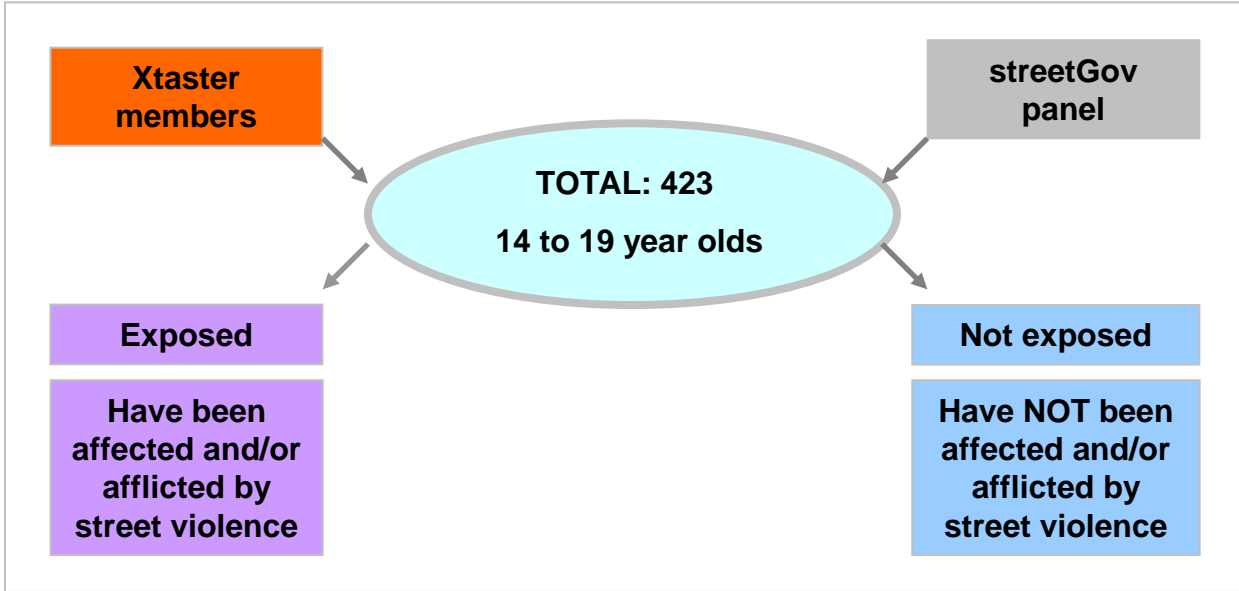51% males cf.42% females

streetGov
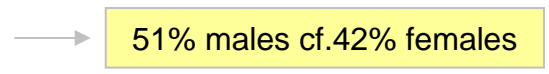
believe collective

Respondent Profile

14 to 19 year olds were recruited through 2 different methods outlined below:

Screener questions were asked to those referred from Xtaster to ensure they were within the target age group. Only streetGov members aged between 14 to 19 year olds were invited to participate in the research.

Respondents were asked if they, or anyone they knew had been involved in or been a victim of gang related street violence. For the purpose of this study respondents were divided into two groups: those "exposed" to street crime and those "not exposed".

In total 423 young people completed the survey.
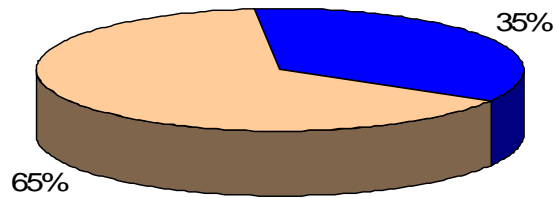
Gender

Ethnicity

35%

65%

☐ Female ■ Male

Ethnicity	% respondents
White/White British	55
Black/Black British	15
Asian/Asian British	13
Mixed background	9
Other Ethnic background	4
Prefer not to say	3

% respondents

Base: 423 respondents

Base: 423 respondents

believe collective

streetGov
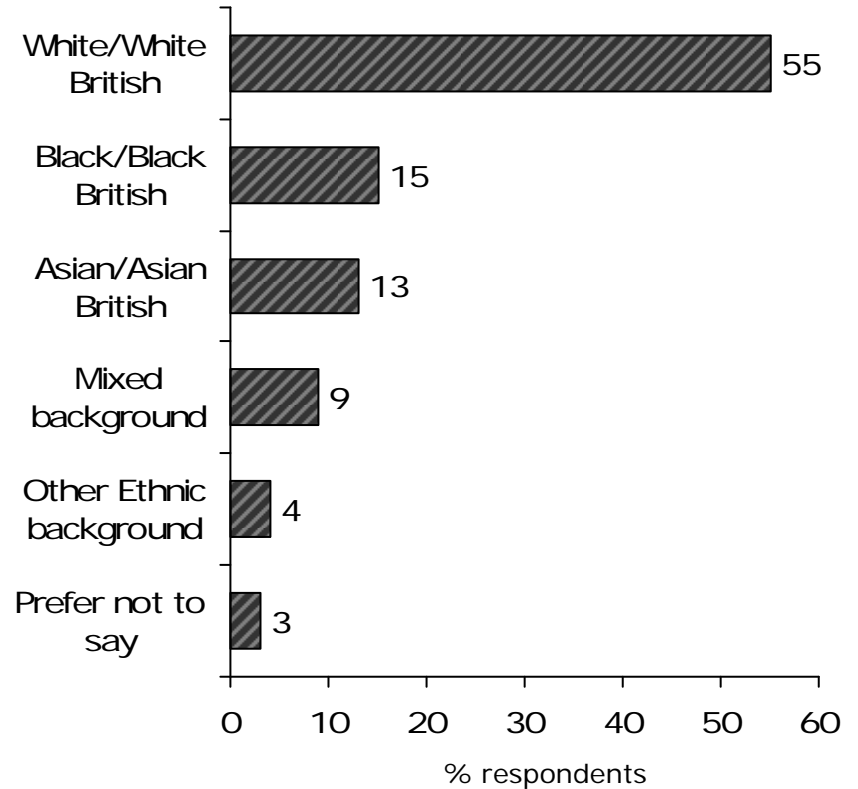
Region
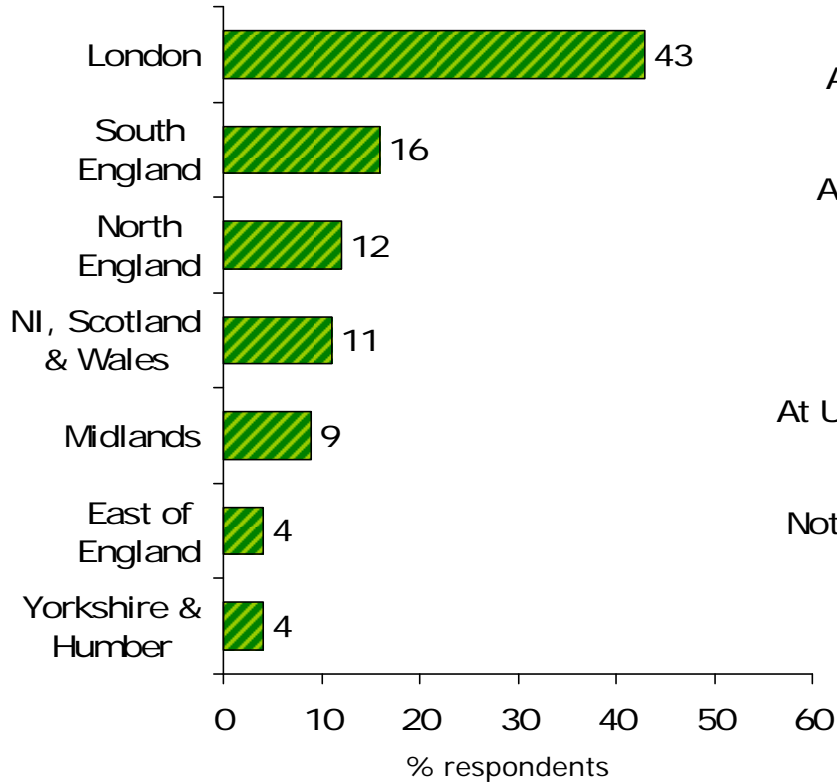
Education / Employment Status

Base: 423 respondents
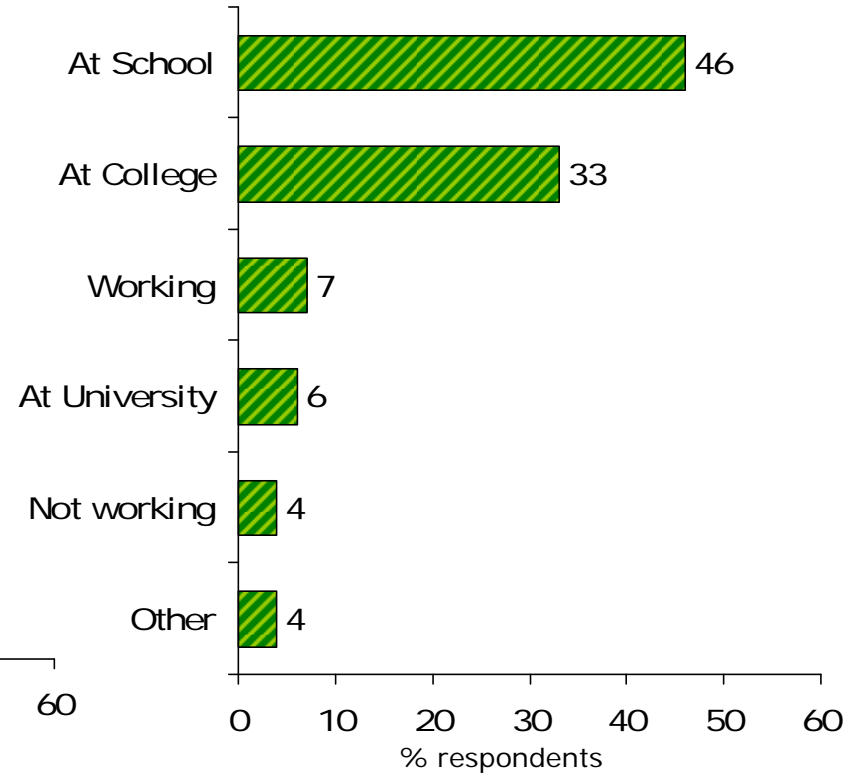
Base: 423 respondents

Street Crime

- Is street crime an issue in the UK?
- Are young people affected by street crime?

streetGov

believe collective

55% of respondents have been exposed to gang related street violence. A significantly higher proportion are male (64%). The findings also suggest a higher proportion of Black/ Black British teenagers have been exposed.

Have you or anyone you know been involved in or been a victim of gang related street violence?

	Value
No	45
Yes, someone I know	42
Yes, me	7
Yes, me and someone I know	6

45% "not exposed"

64% male cf. 49% female

55% "exposed"

68% Black/Black British background cf. 39% Asian/ Asian British background

Base: 423 respondents

believe collective

streetGov

Street Crime – Additional Information (1)

- It is evident through recent media coverage and crime reports that street crime is on the increase. The 2005 *British Crime Survey,* revealed that street crime and mugging incidents in England and Wales were heading towards the 100,000 a year mark, up 8 % on the previous year. The findings also disclosed a 10% in gunpoint robberies and an increase in crime where a handgun was used.
  www.timesonline.co.uk/tol/news/politics/article690125.ece

- The National Youth Agency reports in Issue 37 of its Spotlight newsletter, *Knives, Guns and Gangs*, *September 2006,* that increasingly perpetrators are young (average age being 19) and that gangs, guns and drugs are all inextricably linked and becoming the norm for certain groups.

- The research continues to reveal worrying figures relating to youth crime:
    - 20% of 16 year old boys admitted attacking someone with intent to hurt them seriously;
    - 25% of young people at school admitted carrying a penknife.

- The National Youth Agency also suggests that street crime, in particular gun and knife crime, is predominantly an urban problem, with 75% of all gun crime in England and Wales taking place in major cities: London, Manchester, Birmingham, Bristol, Liverpool and Nottingham.

- These findings are inline with Statistics from the 2005 *Offending, Crime and Justice Survey* which reveals that 25% of young people have committed at least one offence over a 12 month period during 2004/5, although many are said to have offended only occasionally or committed relatively trivial offences.

- The most commonly reported offence categories in the report were assault (committed by 16%) and other thefts (11%). Criminal damage, drug selling offences and vehicle-related thefts were less common, and burglary and robbery were relatively rare at 1% or less.
  National Youth Agency: www.nya.org.uk

Gang related crime is becoming of increasing concern. Findings suggest that 6% of young people aged ten to 19 are classified as belonging to a gang or delinquent youth group.

Street Crime – Additional Information (2)

Gang Crime (1)

- The Home Office define a gang or delinquent youth group as:

  - Young people who spend time in groups of three or more;

  - The group spend a lot of time in public places;

  - The group has existed for three months or more;

  - The group has engaged in delinquent or criminal behaviour together in the last 12 months;

  - The group has at least one structural feature (name or leader or rules).

- In the 2006 Home Office Report, *Delinquent youth groups and offending behaviour,* it is revealed that an estimated 6% of young people aged ten to 19 are classified as belonging to a delinquent youth group.

- Levels of involvement are said to be similar for both young males and females and highest amongst those aged 14 to 17 years old.

- The findings from this report reveal that factors most strongly associated with group membership were: having friends in trouble with the police; having run away from home; commitment to deviant peers; having been expelled or suspended from school; and being drunk on a frequent basis.

believe collective

streetGov

Findings suggest that young people join gangs not only to gain a sense of belonging, power or status but for "protection" and "something to do". Violence is seen by some young people as a means of defence.

Street Crime – Additional Information (3)

Gang Crime (2)

▪ A workshop manual published by Leap explains why young people are in gangs:

> *"Group membership is a natural part of the transition to adulthood for most young people. For many gang members the gang is a source of friendship and enjoyment. It offers protection to its members and also provides them with something to do. Many young people in gangs have poor school achievement records and limited access to training and employment, which often results in low self-esteem. Being in a gang can provide a way of attaining a sense of belonging, power, status and safety when it is not being found in other areas of young people's lives. The violence accompanying gang membership gives young people a sense of excitement and an adrenalin buzz as well as strengthening their group identity."*

▪ In a newsletter published by the Economic and Social Research Council, it explains why some young people turn to violence:

> *"Violence is a particular cause of concern amongst young people. Although resorting to violence is seen in negative terms, many believe the ability to defend yourself with and from violence is a basic survival skill."*

Other factors such as the increase in people carrying expensive, desirable goods such as mobile phones and MP3 players are said to account for the increase in street crime.

Street Crime – Additional Information (4)

Why is street crime on this increase?

- The former Home Secretary, John Reid blamed the rise in robbery from 90,747 to 98,204 in 2005-06 on the desire of criminals for high-fashion technology such as the latest mobile phones and MP3 players. He said: *"I share the concerns of many people that the numbers of violent offences recorded by the police have increased, particularly robbery. This is largely driven by a rise in the numbers of young people carrying expensive goods, such as mobile phones and MP3 players."*

- Lord Warner of Brockley, chairman of the Youth Justice Board appears to share this opinion. Commenting on the research reported by the Youth Justice Board, he says: *"This research shows that ownership of mobiles phones is just one part of a wider consumer culture among young people that has not only made robbery a more lucrative crime to commit but has motivated offenders in the first place. For many of today's teenagers, **possessions like mobile phones are a must-have status symbol and some young people have turned to crime to get them."***

- The report conducted by the Youth Justice Board concludes that **street crime can not be tackled in isolation** from other forms of offending by young people or from the wider developments in their lives. Early intervention must be at the core of any strategy, but young people must be allowed to develop confidence and self-respect.

- The A-VIBE project proposes to create alternative social and cultural networks for young people to those of drugs and violent crime related gang culture.

streetGov

believe collective

Media and Technology Usage

- What role does media and technology play in the lives of young people?

- Do patterns vary amongst those exposed to street crime than those not exposed?

- Are there cultural differences?

believe collective

streetGov

The vast majority of respondents own their own mobile phone or have access to one. There are no significant differences between those exposed to street crime and those who are not.

Do you own a mobile phone?
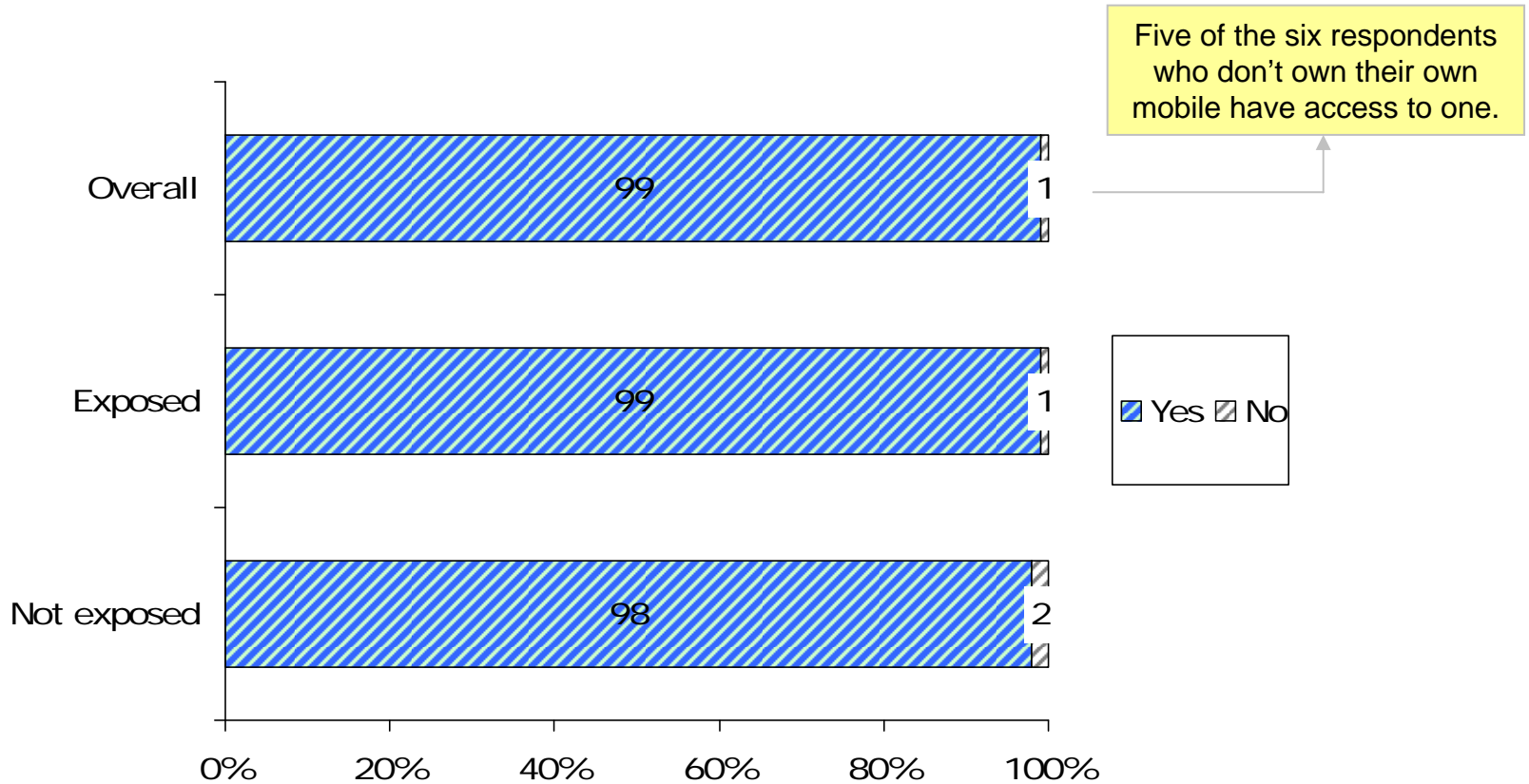
Five of the six respondents who don't own their own mobile have access to one.

	Yes	No
Overall	99	1
Exposed	99	1
Not exposed	98	2

Base: 423 respondents. Exposed: 231 respondents. Not exposed: 192 respondents

believe collective

streetGov

The majority of respondents (92%) appear to be familiar with Bluetooth technology, 45% are sending multimedia messages; this figure rises to 49% amongst those exposed to street crime.

Do you use any of the following mobile technologies?

Bluetooth	Overall: 92, Exposed: 94, Not exposed: 91
MMS	Overall: 45, Exposed: 49, Not exposed: 39
3G	Overall: 17, Exposed: 19, Not exposed: 14

51% males cf.42% females

24% males cf. 13% females

Legend: ■ Overall ■ Exposed ■ Not exposed
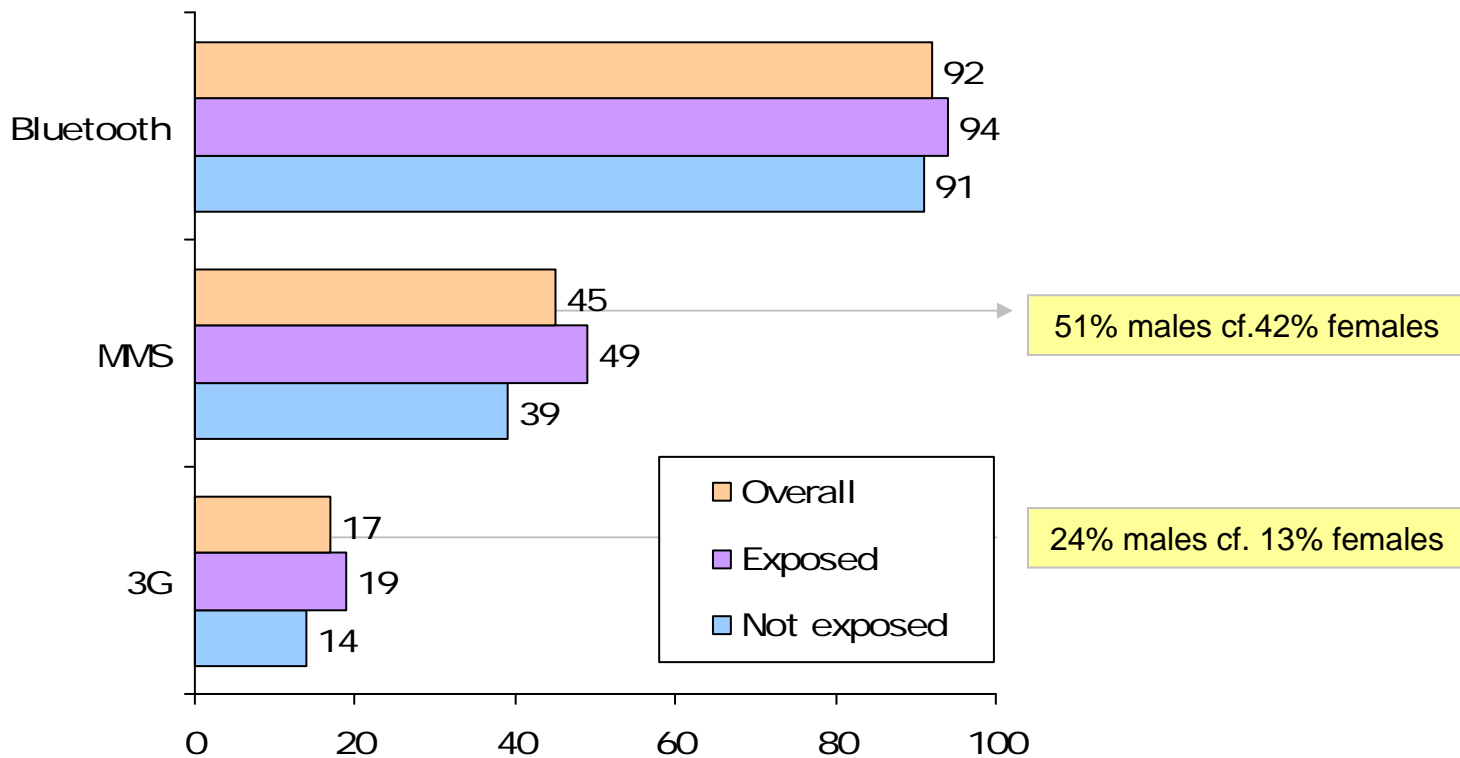
Base: 423 respondents. Exposed: 231 respondents. Not exposed: 192 respondents
* Denotes significant difference

streetGov

believe collective

23

Over 60% of respondents are using their mobile phone daily to send text messages, make calls or play music or videos.

On your mobile, approximately how often would you say you.....

Activity	More than 5 times a day	1 to 5 times a day	Once every 2 to 7 days	Less than once a week	Less than once a month	Never
Text message	54	30	7	5	3	1
Play music & videos	36	25	8	11	8	11
Phone someone	20	45	19	11	4	1
Take pictures/ videos	16	24	21	20	10	9
Sending pictures/videos	8	12	13	16	23	27
Browse the internet	11	9	8	9	15	47
Download music/ videos/ ring tones	5	6	10	7	15	56

Legend:
- ☐ More than 5 times a day
- ☐ 1 to 5 times a day
- ☐ Once every 2 to 7 days
- ☐ Less than once a week
- ☐ Less than once a month
- ☐ Never

Base: 422 respondents. Balance: Don't have access to mobile phone

Further analysis reveals that there are differences by gender, employment / education status and exposure to street crime in the frequency that young people use their mobile phone features.

- Young females are more likely to take photos or videos at least once a week than young males (65% females cf. 55% males).

- Those at school are more likely to be playing music or videos on their mobile phone at least once a week (76% cf. 70% overall).

- Teenagers at school are also more likely to take photos or videos at least once a week (70% cf. 62% overall).

- The findings suggest that those exposed to street crime are more likely to phone someone at least once a week (89% cf. 79% not exposed).

- A higher proportion of those exposed to street crime tend to play music or videos at least once a week (74% cf. 64% not exposed) and are more likely download music, videos or ring tones (27% cf. 15% not exposed).
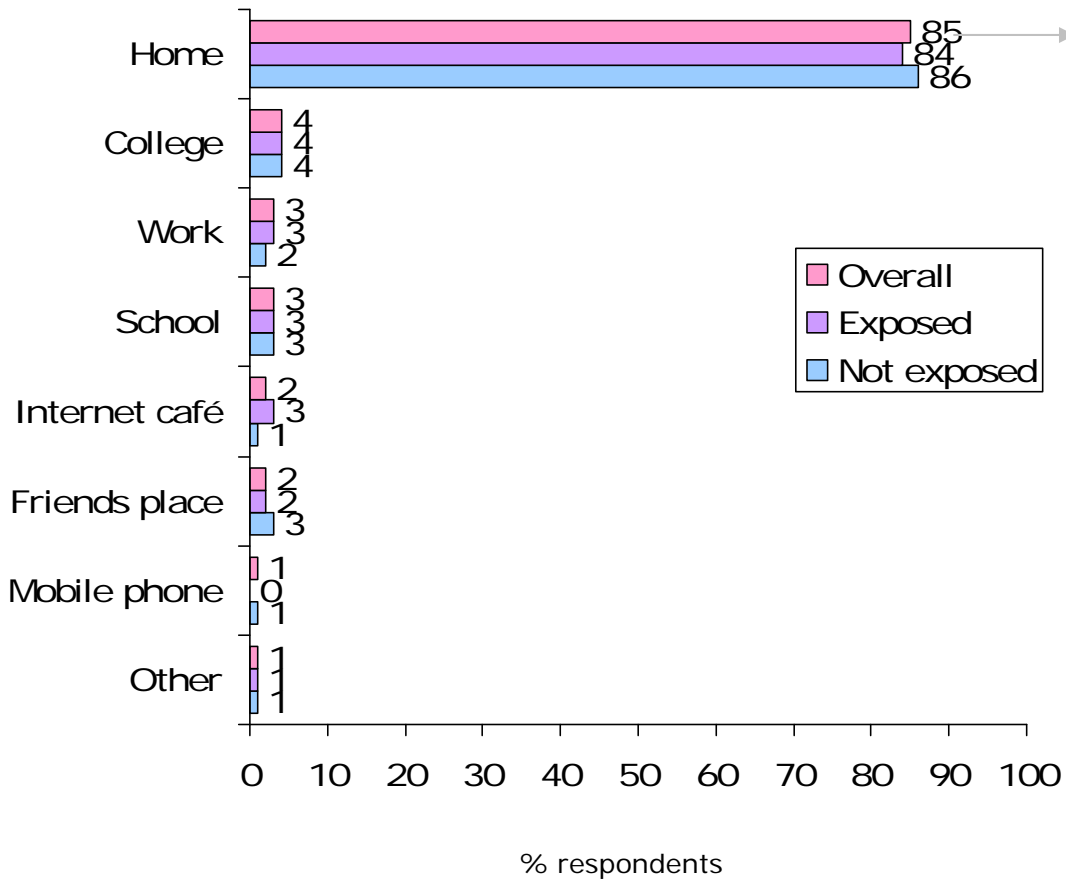
believe collective

streetGov

All the young people surveyed have access to the internet; the vast majority tend to access it at home. There were no notable differences in access by those exposed to street crime.

Where do you *mostly* access the internet?

Location	Overall	Exposed	Not exposed
Home	85	84	86
College	4	4	4
Work	3	3	2
School	3	3	3
Internet café	2	3	1
Friends place	2	2	3
Mobile phone	1	0	1
Other	1	1	1

92% school pupils

% respondents

Base: 423 respondents

Note: some interviews were conducted face-to-face by Xtaster members therefore results although mainly bias as it was an online survey are not completely bias.
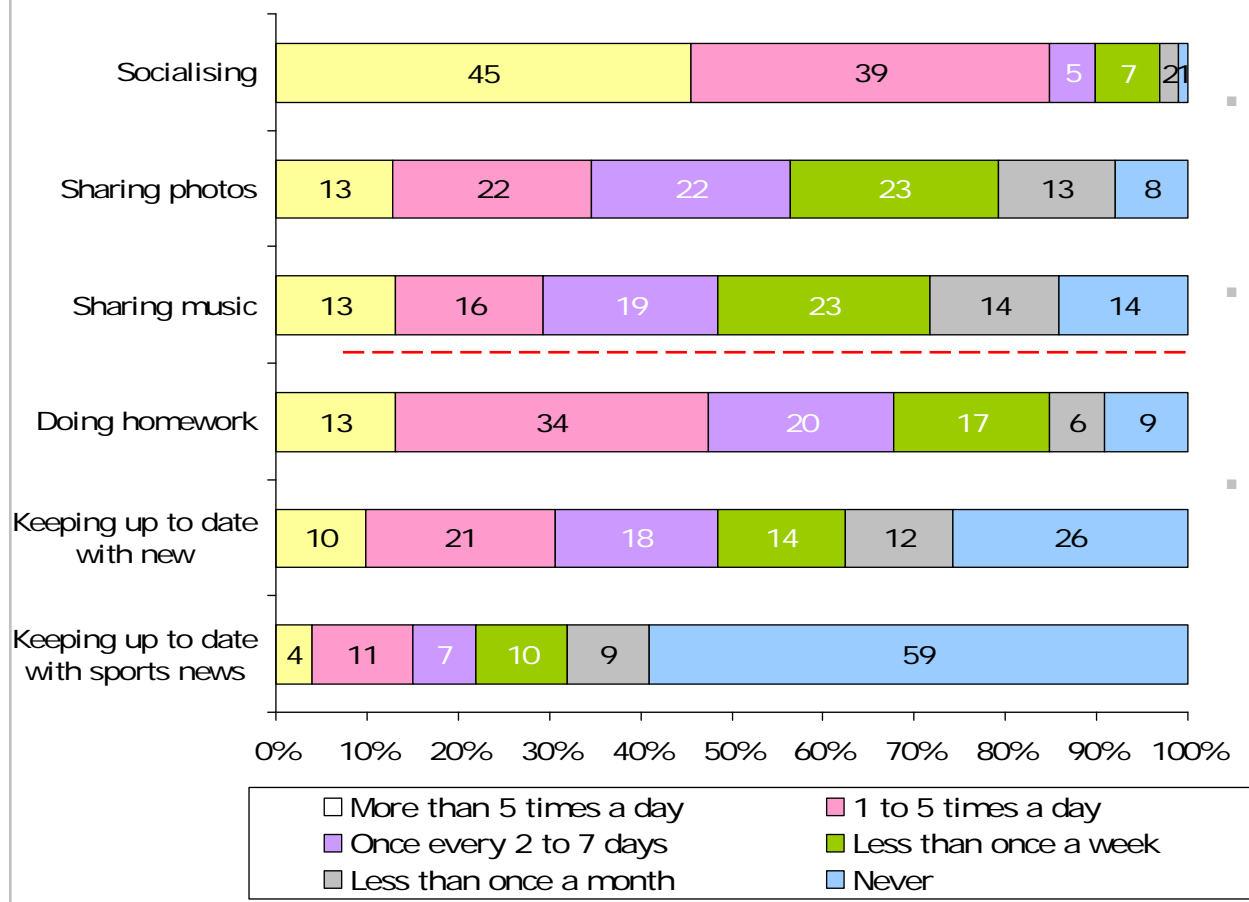
believe collective

streetGov

84% of respondents socialise online at least once a day. The findings suggest that those exposed to street crime are more likely to share photos and music online than those not exposed.

How often do you use the internet socialising or researching?

- 95% of those exposed to street crime **share photos** online (cf. 90% not exposed).

- 90% of those exposed to street crime **share music** online (cf. 82% not exposed).

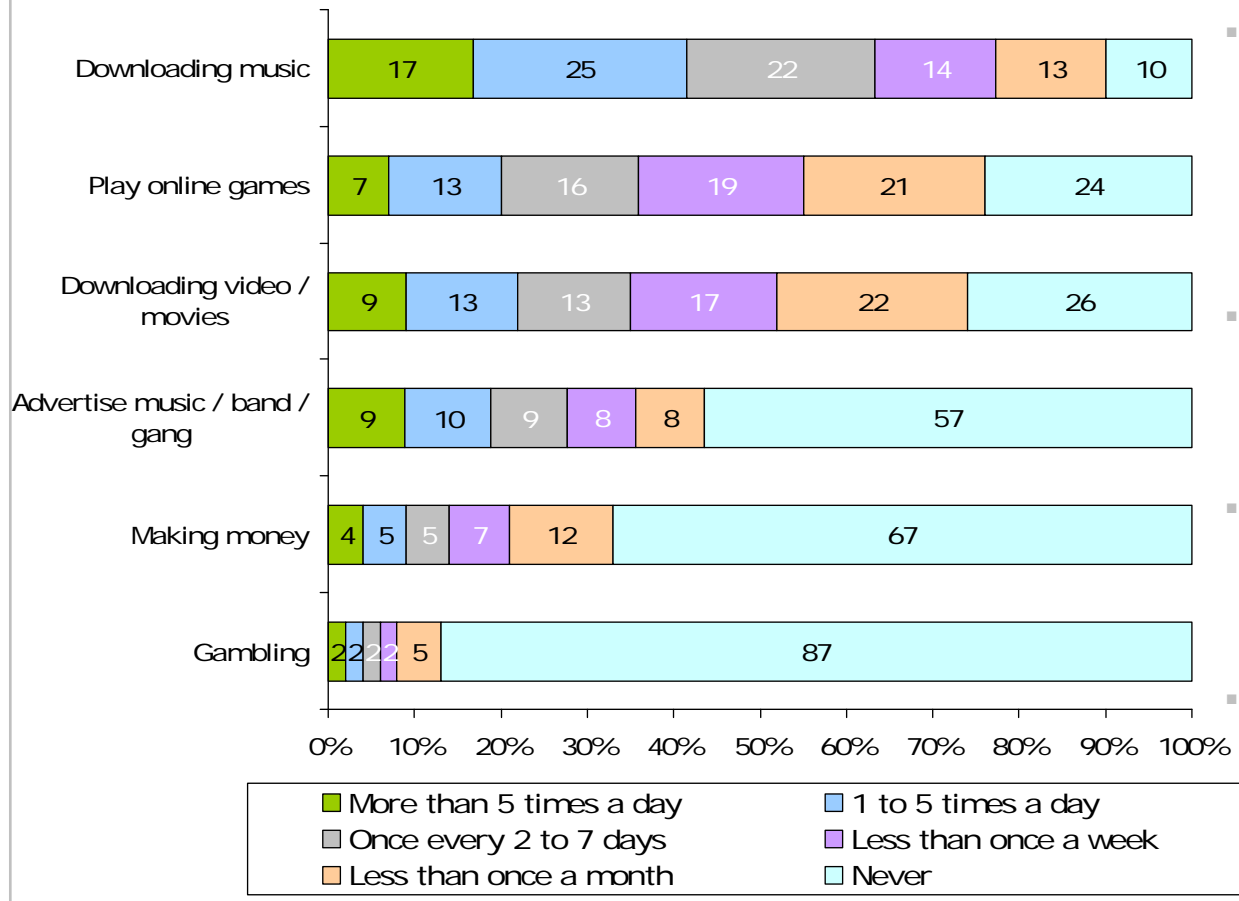- 55% of young males keep up to date with **sporting news** online cf. 33% females.

Category	More than 5 times a day	1 to 5 times a day	Once every 2 to 7 days	Less than once a week	Less than once a month	Never
Socialising	45	39	5	7	2	1
Sharing photos	13	22	22	23	13	8
Sharing music	13	16	19	23	14	14
Doing homework	13	34	20	17	6	9
Keeping up to date with new	10	21	18	14	12	26
Keeping up to date with sports news	4	11	7	10	9	59

Legend:
- More than 5 times a day
- 1 to 5 times a day
- Once every 2 to 7 days
- Less than once a week
- Less than once a month
- Never

Base: 423 respondents

believe collective

streetGov

Young people appear to be spending less time online for hobbies and interests than they are on socialising. A higher proportion of those exposed to crime use the internet for advertising themselves or making money.

How often do you use the internet on hobbies or interests?

	More than 5 times a day	1 to 5 times a day	Once every 2 to 7 days	Less than once a week	Less than once a month	Never
Downloading music	17	25	22	14	13	10
Play online games	7	13	16	19	21	24
Downloading video / movies	9	13	13	17	22	26
Advertise music / band / gang	9	10	9	8	8	57
Making money	4	5	5	7	12	67
Gambling	2	2	2	2	5	87

Legend:
- ■ More than 5 times a day
- ■ 1 to 5 times a day
- ■ Once every 2 to 7 days
- ■ Less than once a week
- ■ Less than once a month
- ■ Never

- 49% of those exposed to street crime **advertise themselves** (music/ band/ gang) online (cf. 36% not exposed).
- 39% of those exposed to street crime **make money** online (cf. 26% not exposed).
- 87% of young males are downloading videos/ movies cf. females (67%)
- 44% of young males are making money cf. females (27%)

Base: 423 respondents

Both secondary resources and the streetGov survey reveal that a high proportion of young people have access to a mobile phone and appear to be using them frequently and relying on them to maintain constant contact with others.

Media and Technology Usage – Additional Information (1)

Mobile phones (1):

- Ofcom's 2007 *Children, Young People and Online Content* Report reveals that 81% of 12 to 15 year olds have access to a mobile phone; this figure increases to 86% amongst 16 to 17 year olds.

- Findings from Ofcom's 2005 *Consultation with Young People on the Proposed Ofcom Broadcasting Code - A research consultation with under 18s,* suggests that many young people are given their first mobile phone when they start secondary school.

- Given the high proportion of young people surveyed by streetGov who text (84%) or call others (65%) from their mobile phones at least once it a day it is not surprising that other studies are raising concerns that young people may be addicted to their mobile phones.

- One study presented at the *British Psychological Society's Social Psychology Section Annual Conference* in September 2007, based on two surveys carried out with young people aged 15 to 24 years, reveals that young people value their mobile phones as it allows them to be constantly connected to others.

- The same research found that some young people displayed addictive tendencies towards their mobile phone and reported that they felt unable to control their compulsion and felt distressed when they were unable to use it.

Although a high proportion of young people own a mobile phone evidence reveals that there appears to be some concerns associated with owning a mobile phone including: theft; bullying; the expense; and pressure to have the "right" phone.

Media and Technology Usage – Additional Information (2)

Mobile phones: (2)

- Other issues related to owning a mobile phone raised by young people and parents in a report published by the Trust for the Study of Adolescence in 2005, *The role of mobile phones in family communication,* included theft and mugging, bullying and 'happy slapping', expense, media and peer pressure, and health risks.

- A third of the young people surveyed had experienced some kind of unpleasant incident with their mobile phone, such as bullying or happy-slapping. A third more reported it occurring to someone they knew.

- Furthermore most young people surveyed felt there was peer and media pressure to have the 'right' phone. Those from lower income families in particular commented on the difficulties of keeping up with their peers in this way.

Sources:

http://www.ofcom.org.uk/research/telecoms/reports/byron/annex5.pdf October 2007.

http://www.ofcom.org.uk/research/radio/reports/bcr/consultation.pdf September 2005.

http://www.bps.org.uk/media-centre/press-releases/releases$/social-psychology-section/mobile-phone-addiction-tendencies-in-young-people.cfm September 2007

http://www.tsa.uk.com/parentingteenagers/summaries/monitoring.htm 2005

Evidence suggests that mobile technology can not only be used by young people for communication but also learning, especially with "hard to reach" groups.

Media and Technology Usage – Additional Information (3)

Mobile phones: (3)

- A report published by the Learning and Skills Development Agency in 2005, *Mobile technologies and learning,* found that mobile learning using mobile technologies such as smartphones and PDAs (Personal Digital Assistants) can be useful learning aids – particularly with young people who have not succeed through traditional education.

- The report found that young people not in employment, education or training (NEETs) were enthusiastic about mobile learning and were keen to take part in further learning this way.

Source: http://www.lsda.org.uk/files/pdf/press/26apr2005.pdf
http://www.tsa.uk.com/parentingteenagers/summaries/monitoring.htm 2005

Media and Technology Usage – Additional Information (4)

The Internet:

- National statistics 2007 Internet Access report reveals that 15.23 million UK households have internet access, representing 61% of households.

- The report also states that in 2007, the proportion of households able to access the Internet varied between different parts of the country. The regions with the highest level of access were the South West and London, both with 69 per cent. The regions with the lowest access levels were Yorkshire and the Humber, the North East and Northern Ireland, each with 52 per cent.

- In 2007, 31.8 million adults (age 16 +) (67 per cent of the UK adult population) accessed the Internet in the 3 months prior to interview. Of the 16 to 24 age group, 90 per cent had accessed the Internet within the 3 months prior to interview.
  Source: http://www.statistics.gov.uk/pdfdir/inta0807.pdf | http://www.statistics.gov.uk/pdfdir/inta0807.pdf

- The UK Children Go Online report, 2005, also reports high internet access amongst young people, with 75% of 9 – 19 year olds said to have internet access at home and 92% have access at school.

- Findings from the *Children, Young People & Online Content* also reveal that 99% of children aged 8-17 say they access the internet; 81% access it at home and 86% at school. Children in the socio-economic grades AB (93%), C1 (91%) and C2 (87%) are more likely to have access at home than those in DE households (65%). http://www.lse.ac.uk/collections/children-go-online/UKCGO_Final_report.pdf

- However, a concern raised in a report by Rattle Research *teenagers in a digital age* is that many young people struggle to access the internet at home often as a result of having to share PCs with siblings and parents.

Online Representation

- What role does media and technology play in young people's negotiation around identity and representation?

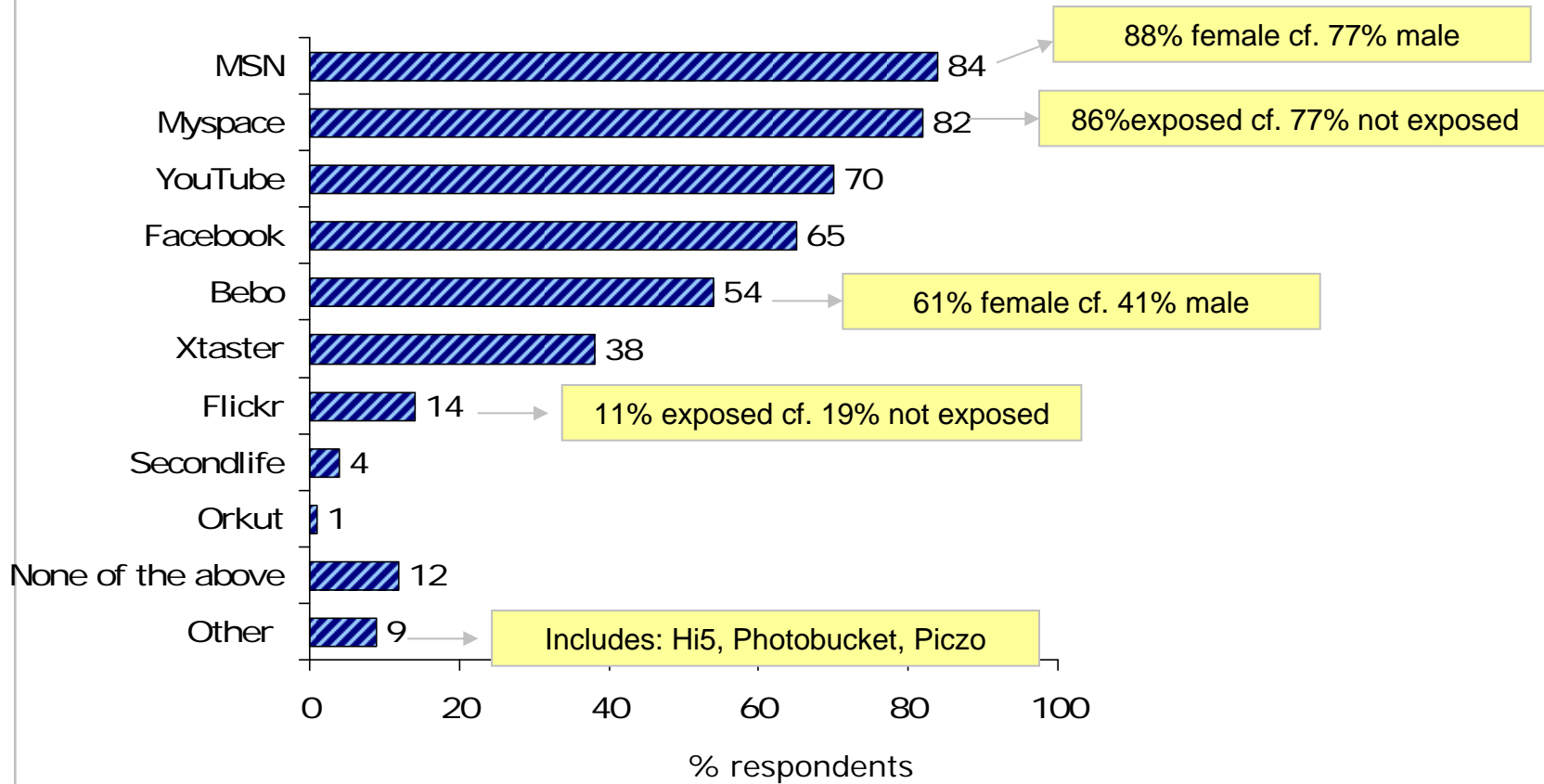- Do young people use media and technology to seek validation or approval from their peers or other authorities?

believe collective

streetGov

Over 70% of respondents are members of MSN, Myspace and YouTube.

Which social networking websites are you a member of?

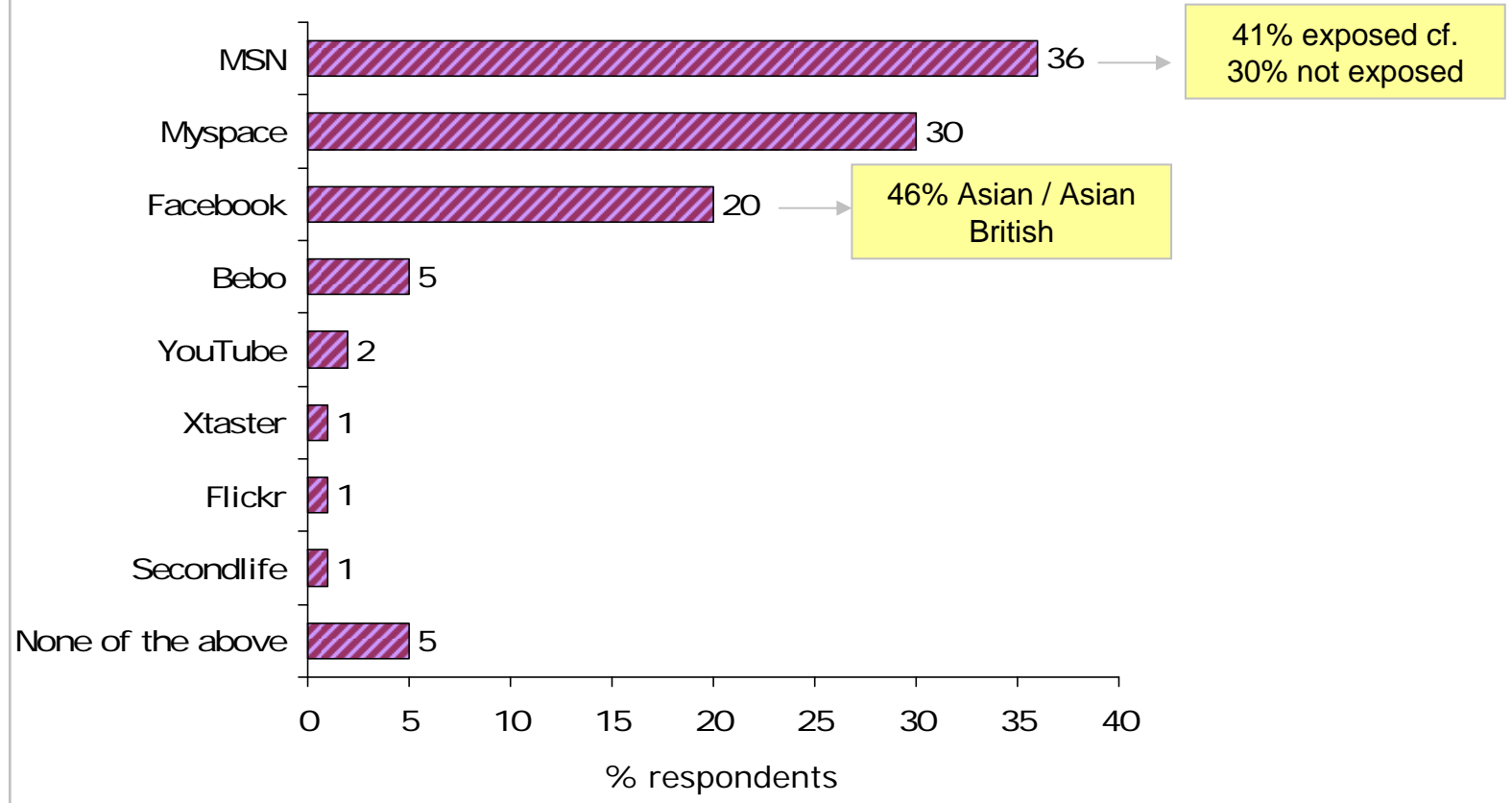| Website	% respondents	Note
MSN	84	88% female cf. 77% male
Myspace	82	86% exposed cf. 77% not exposed
YouTube	70	
Facebook	65	
Bebo	54	61% female cf. 41% male
Xtaster	38	
Flickr	14	11% exposed cf. 19% not exposed
Secondlife	4	
Orkut	1	
None of the above	12	
Other	9	Includes: Hi5, Photobucket, Piczo

% respondents

Base: 423 respondents. Multiple responses permitted.

believe collective

streetGov

MSN and Myspace are the most popular social websites with respondents.

Which websites do you use the *most*?

| Website	% respondents
MSN	36
Myspace	30
Facebook	20
Bebo	5
YouTube	2
Xtaster	1
Flickr	1
Secondlife	1
None of the above	5

41% exposed cf. 30% not exposed

46% Asian / Asian British

% respondents

Base: 423 respondents

79% of respondents have personalised their mobile phone wallpaper or web page; this figure rises to 84% amongst those exposed to street crime.

Have you modified your mobile phone wallpaper or social networking page to be unique to you?

21%

79%

☐ Yes   ☐ No
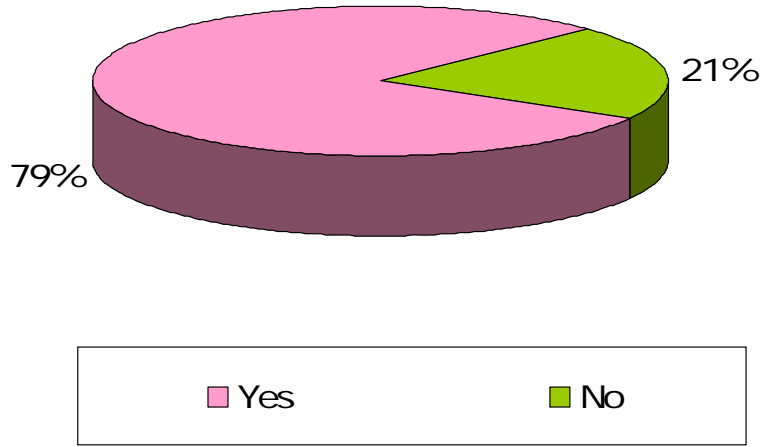
- 84% of those exposed to street crime have personalised their wallpaper or web page (cf. 73% not exposed).

- Young females are more likely to have modified their wallpaper or web page to be unique (82% females cf. 73% males).

- Those from white or mixed backgrounds are more likely to have personalised their wallpaper or web page (86% and 92% respectively).

- Those still at school are also more likely to have modified their wallpaper or web page (83%).

Base: 387 respondents. Balance: Not applicable

believe collective

streetGov

What does yours say about you? (1)

My interests (25%)

*"It gives a small taste of what I'm like as a person. My **interest is in music** and other friends." (not exposed)*

*"That I love my friends and I'm into **Indie music**." (not exposed)*

*"I live for **music festivals**." (exposed)*

*"It says that I like the colour green and I **make my own** music. (exposed)*

*"My phone wallpaper is usually a photo I've taken with my phone that I think looks nice. At the moment it's a **picture of a band** I saw in concert, so I guess it says **I like music**? And my Facebook page has minimal applications showing because I hate when you have to scroll down for years before you can write on their wall but my photos are up there." (exposed)*

*"It represents my **interests and hobbies**." (exposed)*

*"I **love to dance** and I **love my religion**." (not exposed)*

*"It's Jack Daniels. So it suggests **I like Jack Daniels**." (exposed)*

*"I like to think that **I am religious**." (exposed)*

*"It shows that **I like photography**." (exposed)*

*"I **like to Raaaaaaaaave!** " (exposed)*

*"I am **into photography** and I **like nature**." (not exposed)*

Base: 423 respondents. Multiple responses permitted.

believe collective

streetGov

What does yours say about you? (2)

My personality (18%)

*"I made it myself. It says **what sort of person I am** and **what I believe**."*

*"I'm very self involved and yet a **loveable, happy person** who is into **honesty and basic principles**."*

*"That I am **creative** and like to **stand out**." (exposed)*

*"I **like to laugh** with my mates." (exposed)*

*"It says that **I am a real bad** man." (exposed)*

*"I **am vain**." (exposed)*

*"I am **creatively in-tuned**." (exposed)*

*"I am **focused**." (exposed)*

*"I am **loud and outgoing**." (not exposed)*

*"I'm a **cool dude**." (not exposed)*

*"It says that **I'm a weirdo** - in a most delightful way." (not exposed)*

*"I am **fun and happy**!" (not exposed)*

*"My mobile phone has Toy Story wallpaper which some may consider sad and childish but let's be honest it's the best Disney movie ever! So I guess that says that **I'm fun and playful**." (not exposed)*

*"It says that I am **loud and love bright colours** and to be **happy**." (not exposed)*

Base: 423 respondents. Multiple responses permitted.

believe collective

streetGov

The findings suggest that in some cases young people may subconsciously use their profile to portray status, using friends as a guide to their status.

What does yours say about you? (3)

Who my friends are (7%)

*"That I am a typical fun loving girl . My **friends are important** to me (hence why they are on my phone and page)." (not exposed)*

*"I have a **picture of my girlfriend** as my wallpaper on my phone." (exposed)*

*"It shows **my friends** and it shows me as outgoing." (exposed)*

*"I **like taking pictures of me and my friends**." (exposed)*

*"I am **close to my friends**." (exposed)*

*"I have **two great friends** and this is what makes me who I am." (exposed)*

*"**I love my boyfriend**." (exposed)*

*"Mine is a **photograph of me and my friends** from a party about two years ago. I **simply just love the picture** and that is why its my wallpaper - to remind me of the time." (not exposed)*

*"That **friends are important** to me." (not exposed)*

Base: 423 respondents. Multiple responses permitted.

I am unique (4%)

*"That I'm **proud of who I am** regardless of how others may frown upon it." (exposed)*

*"That I am **unique** and can design my own images." (exposed)*

*"Shows **uniqueness**. Lets me convey my personality to others." (not exposed)*

*"I am **individual**." (exposed)*

*"I am **one of a kind**." (exposed)*

*"I **don't follow. I lead**." (exposed)*

*"I **like to be different**." (exposed)*

believe collective

streetGov

A small number of respondents refer to their profile as a means of portraying basic facts about themselves, including what they look like and personal details.

What does yours say about you? (4)

What I look like (3%)

*"I have **photos of myself** and a bit of information about me." (exposed)*

*"It's a **picture of me**." (exposed)*

*"It's a **weird picture** of me." (not exposed)*

My details (3%)

*"**Who I am**. My **age**, my **school** and hobbies." (exposed)*

*"My interests, favourite music and films. **All about me**. My **school**, **age**, **sex** and **location**." (not exposed)*

*"My **name** is Abbie. **Fifteen** ;) from **Bridgend**. I'd like it to be in Canada or on the beach. I have a silly Welsh/Canadian accent and I sound posh when I get nervous. I have the strangest sense of humor going."*

Personal expression (1%)

*"My **tag**." (exposed)*

*"My **graff**." (not exposed)*

*"I'm **da best graffiti artist** in town!" (exposed)*

*"My country **flag** (Turkey). (not exposed)*

Base: 423 respondents. Multiple responses permitted.
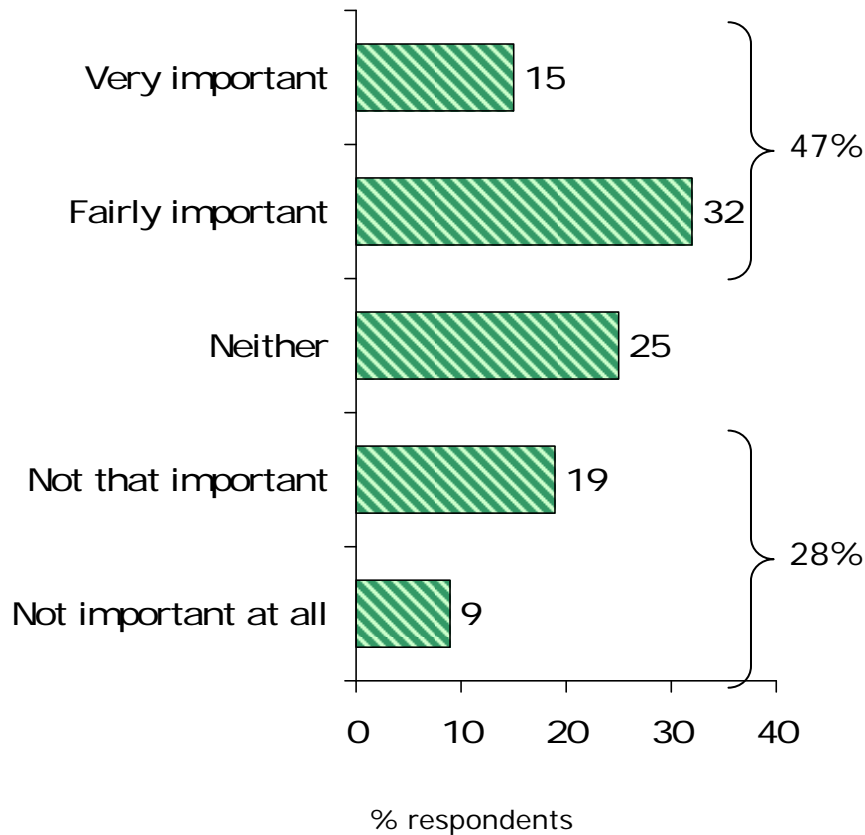
believe collective

streetGov

Nearly half of respondents feel that unique profiles are important, this figure rises amongst young females and those from white and mixed ethnic backgrounds.

How important is it for you to create these unique profiles (e.g. on your mobile phone wallpaper/avatar/banners on social networking sites)

Very important — 15
Fairly important — 32
} 47%

Neither — 25

Not that important — 19
Not important at all — 9
} 28%

% respondents

- Young females are more likely to feel that unique profiles are important (51% cf. 40% males).

- Those from white and mixed ethnic backgrounds agree that unique profiles are important (55% and 69% respectively).
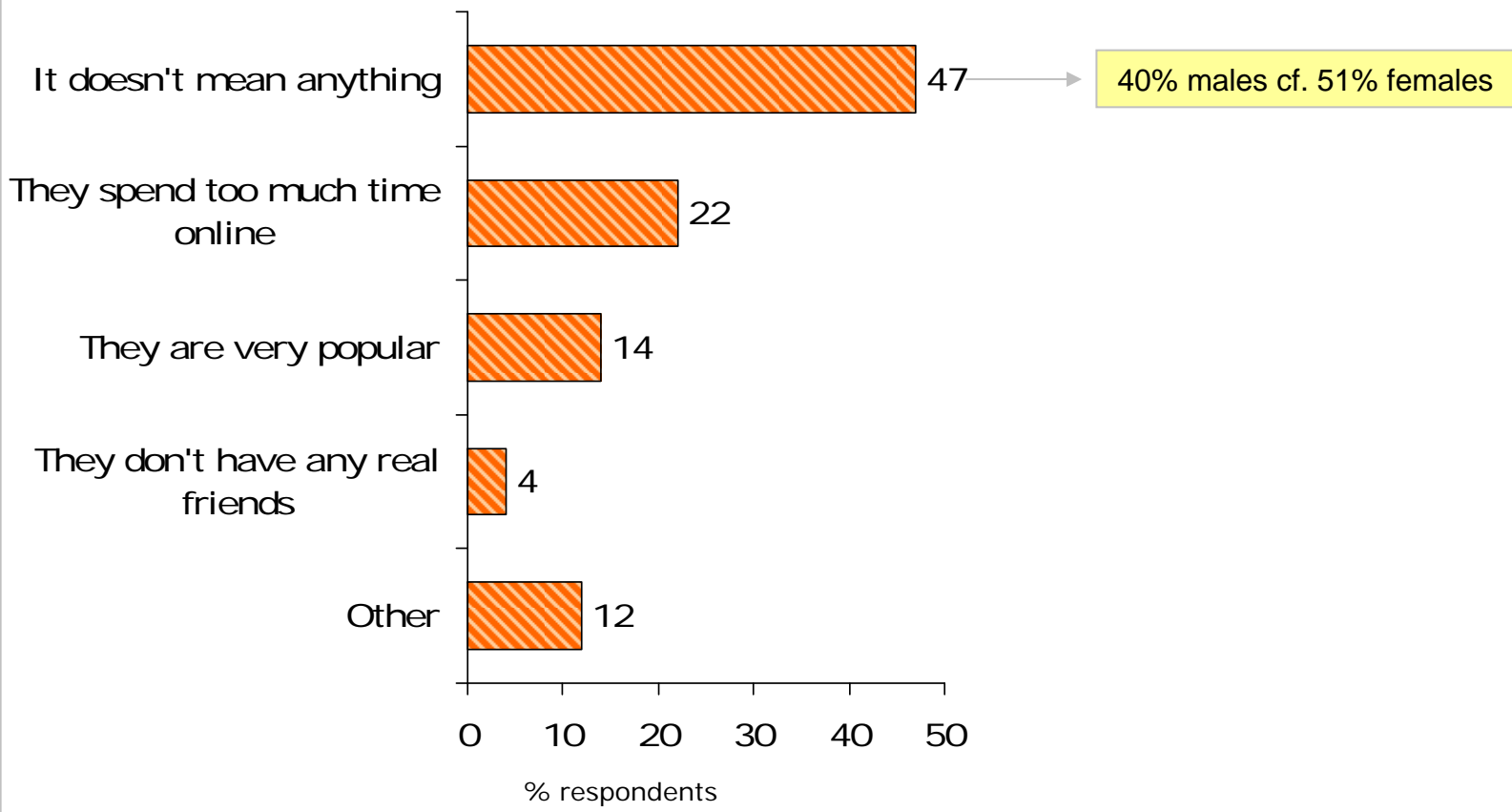
Base: 423 respondents

believe collective

streetGov

41

Nearly half don't see any significance in someone having lots of friends on their social networking page.

What does it mean if someone has a lot of friends on their social networking page?

Category	Value
It doesn't mean anything	47
They spend too much time online	22
They are very popular	14
They don't have any real friends	4
Other	12

40% males cf. 51% females

% respondents

Base: 423 respondents

88% of young people surveyed by streetGov are members of an online social network. Further evidence supports this with the three most popular networking websites reported to be in the top 10 most visited websites.

Online representation — Additional Information (1)

- **Social Networking: (1)**

- A recent report published by Ofcom *Social Networking – a quantitative and qualitative research report into attitudes, behaviours and use,* April 2008, emphasises how the rapid growth in social networking sites has meant that they are now a mainstream communications technology for many people, especially young people.

- Hitwise 2007, reveal that Social Networking websites – in particular Facebook, MySpace and Bebo – are now all in the top 10 most visited websites amongst the general population, as shown in the table below.

Rank Website Market Share	
1. www.google.co.uk 7.47%	7. uk.msn.com 1.51%
2. www.ebay.co.uk 2.62%	8. www.bebo.com 1.46%
3. mail.live.com 1.92%	9. www.myspace.com 1.2%
4. www.google.com 1.73%	10. news.bbc.co.uk 1.03%
5. www.facebook.com 1.69%	11. www.youtube.com 0.94%
6. www.hotmail.com 1.69%	12. uk.mail.yahoo.com 0.88%
	13. www.bbc.co.uk 0.84%

- Ofcom research shows that just over one fifth (22%) of adult internet users aged 16+ and almost half (49%) of children aged 8-17 who use the internet have set up their own profile on a social networking site. For adults, the likelihood of setting up a profile is highest among 16-24 year olds (54%) and decreases with age.

streetGov

believe collective

Online representation — Additional Information (2)

Social Networking: (2)

- Ofcom reports that the site people choose to use varies depending on the user. Children are more likely to use Bebo (63% of those who have a social networking site profile), and the most popular site for adults is Facebook (62% of those who have a social networking profile).

- There is also a difference between socio-economic groups: ABC1s with a social networking profile were more likely to use Facebook than C2DEs, who were more likely to have a profile on MySpace.

- Social networkers differ in their attitudes to social networking sites and in their behaviour while using them. Ofcom's *qualitative* research indicates that site users tend to fall into five distinct groups based on their behaviours and attitudes. These are as follows:
  - Alpha Socialisers (a minority) – people who used sites in intense short bursts to flirt, meet new people, and be entertained.
  - Attention Seekers – (some) people who craved attention and comments from others, often by posting photos and customising their profiles.
  - Followers – (many) people who joined sites to keep up with what their peers were doing.
  - Faithfuls – (many) people who typically used social networking sites to rekindle old friendships, often from school or university.
  - Functionals – (a minority) people who tended to be single-minded in using sites for a particular purpose.

Findings from Ofcom highlight that networkers tend to enjoy updating their profile and adding detailed information about themselves. Research by Rattle Research identifies that teenagers are more willing to share knowledge online.

Online representation – Additional Information (3)

Social Networking: (3)

- Ofcoms qualitative research confirms the importance of a well-developed profile to people's use of these sites. Profiles often contain very detailed information about the user, even though it is not compulsory to provide this. Users also enjoy customising their profiles, posting photos, watching video content, playing online games, and in some circumstances, experimenting with aspects of their personalities.

- Building a profile in this way enables users to efficiently develop a wide online social network by making the most of the communications opportunities that social networking offers. Users derive significant enjoyment from the process of building a social network, collecting a list of their friends and using this list of friends to browse others' profiles

- Research by Rattle Research, identifies that teenagers are most willing to share knowledge, take risks and find work-a-rounds where a need exists and that they are not scared of digital technology. It is said that this ability to 'learn' and 'maintain' technology sets teens apart from older age groups

Sources: http://www.ofcom.org.uk/advice/media_literacy/medlitpub/medlitpubrss/socialnetworking/summary
http://www.hitwise.co.uk
Randomers Guide by Rattle Research for Channel 4

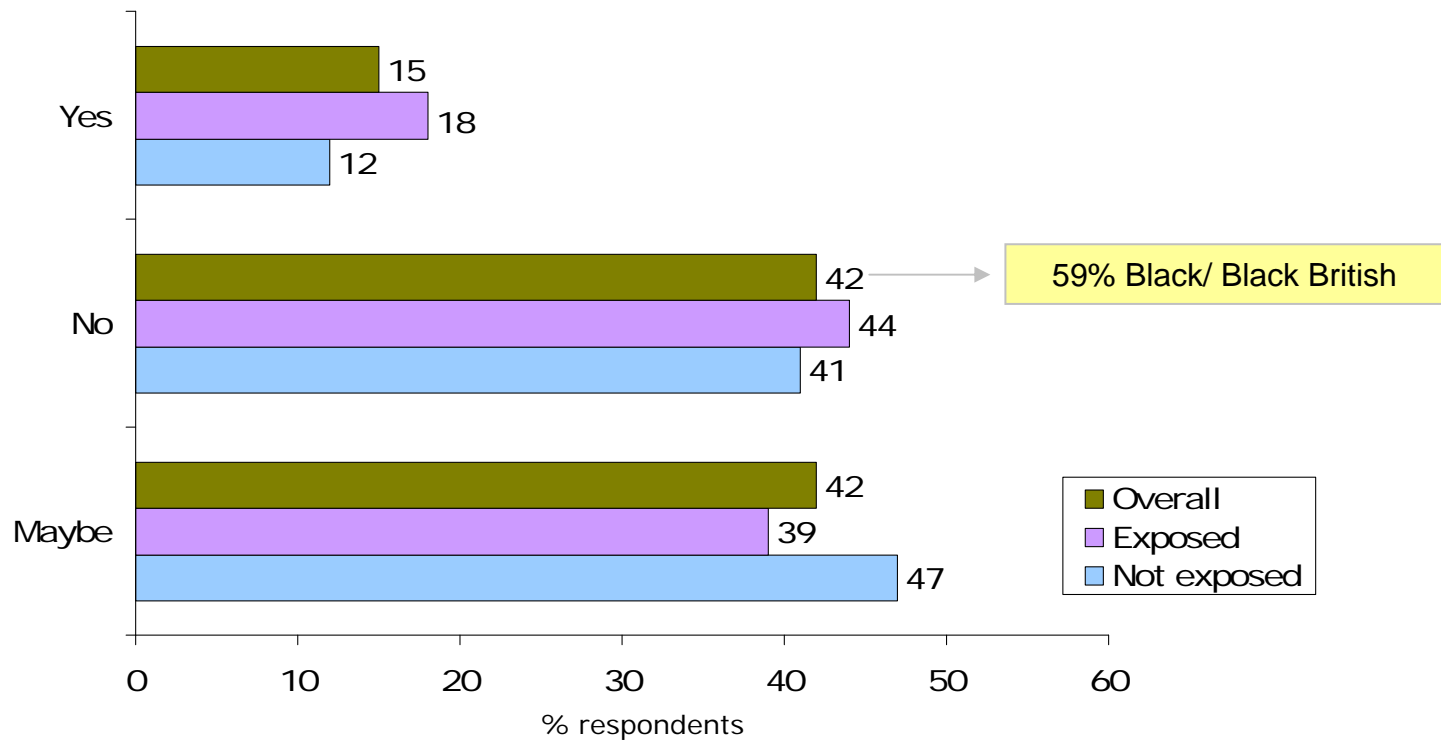# Media, Technology and Crime

- What influence does new media and technology have on crime?

Overall 15% of respondents feel that online social networks has fuelled rivalry between gangs. The remaining views are split by those who think not and those who are unsure. There are no significant differences by those exposed to street crime.

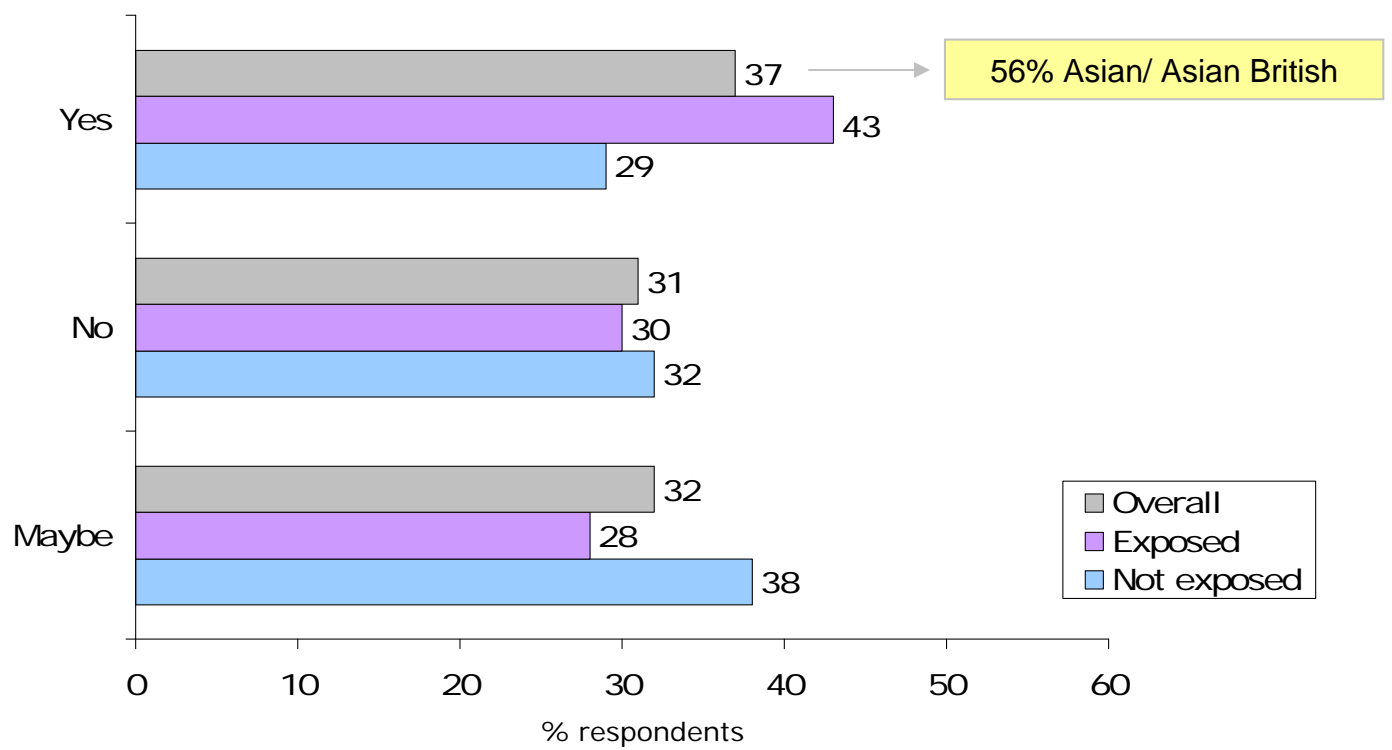**Do you think the increased use of online social networks has fuelled rivalry between gangs?**

59% Black/ Black British

Legend:
- Overall
- Exposed
- Not exposed

Yes: 15, 18, 12
No: 42, 44, 41
Maybe: 42, 39, 47

% respondents

Base: 423 respondents.

streetGov

However, 37% believe that social networks and mobile phones have made it easier to get involved in crime, this figure is significantly higher (43%) amongst those exposed to crime.

Has social networks and mobile phones made it easier for young people to get involved in crime?

56% Asian/ Asian British

Legend:
- ☐ Overall
- ☐ Exposed
- ☐ Not exposed

% respondents

Yes: 37 (Overall), 43 (Exposed), 29 (Not exposed)
No: 31 (Overall), 30 (Exposed), 32 (Not exposed)
Maybe: 32 (Overall), 28 (Exposed), 38 (Not exposed)

Base: 423 respondents.

Interest in New Projects

- Is there an opportunity to develop a participative media project?

believe collective

streetGov

Over half of respondents express an interest in digital media workshops, with TV workshops being the most popular. Those at school, college and university tend to be more interested than those in employment.

How interested would you be in taking part in youth workshops/activities in your area, where you'd learn about the following... media?

	Very interested	Fairly interested	Indifferent	Not that interested	Not interested at all
TV	29	39	16	10	7
Film/ video/ mobile media	33	32	16	13	7
Radio	31	32	15	13	9

Legend:
- Very interested
- Fairly interested
- Indifferent
- Not that interested
- Not interested at all

Base: 423 respondents
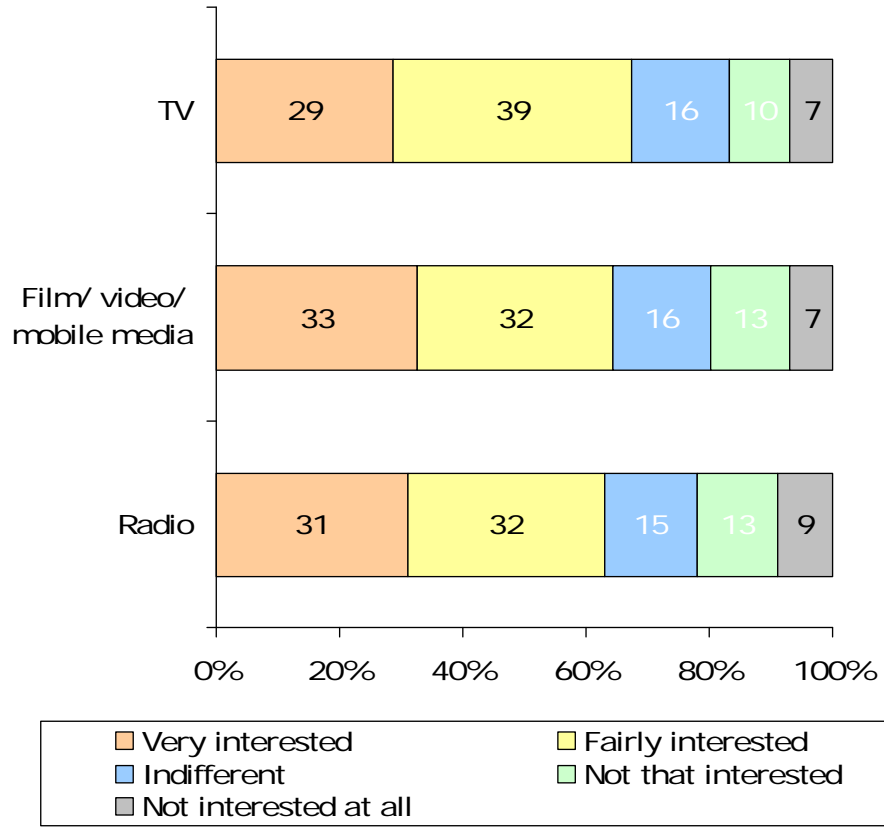
- Those at school and college are more likely to be interested in TV (72% and 71% respectively) than those in employment (34%).

- A higher proportion of teenagers in school, college and university appear to be interested in film / video and mobile media (70%, 64% and 67% respectively) than those in employment (34%).

- The findings suggest that females are more interested in film / video and mobile media than males (69% females cf. 56% males).

- Those at school and college are more likely to be interested in radio (64% and 70% respectively) than those in employment (45%).

- Those exposed to street crime are more likely to be interested in radio than those not exposed (67% cf. 58%)
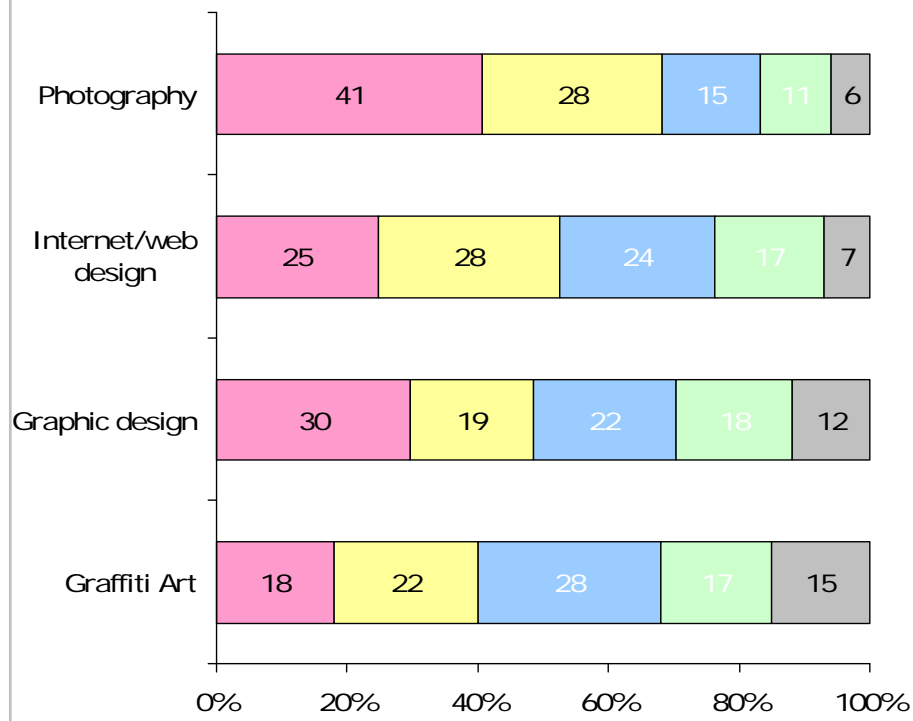
Over two-fifths of respondents are interested in the various art and design workshops. Again those in education being most interest.

How interested would you be in taking part in youth workshops/activities in your area, where you'd learn about the following... art and design?

Category	Very interested	Fairly interested	Indifferent	Not that interested	Not interested at all
Photography	41	28	15	11	6
Internet/web design	25	28	24	17	7
Graphic design	30	19	22	18	12
Graffiti Art	18	22	28	17	15

Legend:
- ■ Very interested
- ■ Fairly interested
- ■ Indifferent
- ■ Not that interested
- ■ Not interested at all

Base: 423 respondents

- Those at school, college and university appear to be more interested in photography (76%, 64%, 71% respectively) than those in employment (38%).

- Young females are more likely to be interested in photography than young males (79% females cf. 50% males)

- Those at school, college and university appear to be more interested in web design (55%, 54%, 58% respectively) than those in employment (28%).
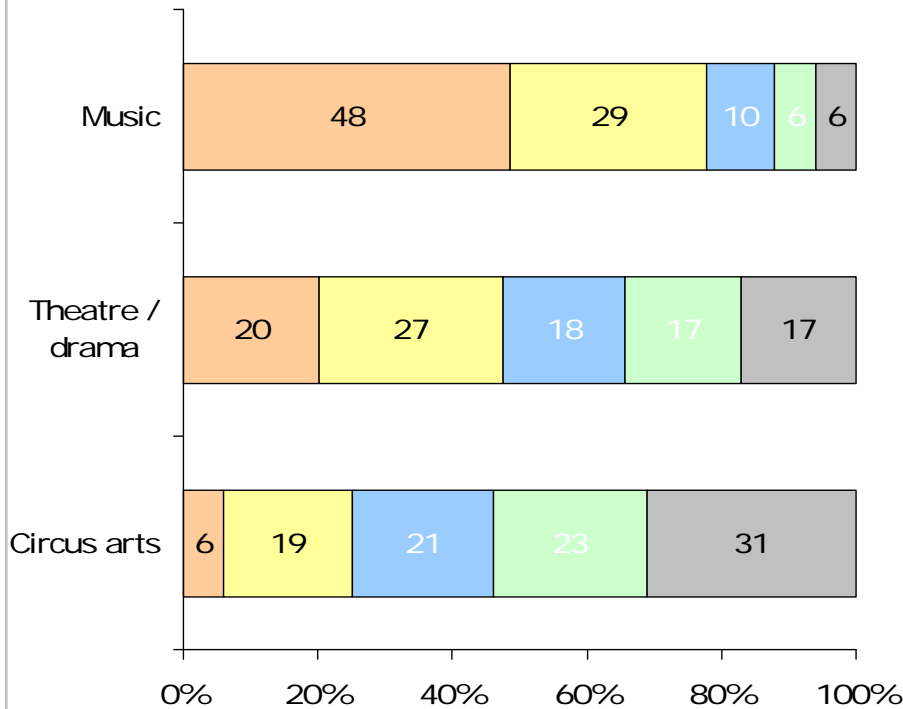
believe collective

streetGov

77% of respondents are interested in music workshops and 47% in theatre and drama.

How interested would you be in taking part in youth workshops/activities in your area, where you'd learn about the following... performing arts and music?

- Young females appear to be more interested in theatre and drama (55% females cf. 34% males), circus arts (32% females cf. 12% males) and music (81% females cf. 70% males).

- Those at school and college are more likely to be interested in theatre and drama (50% and 54% respectively) than those in employment (21%).
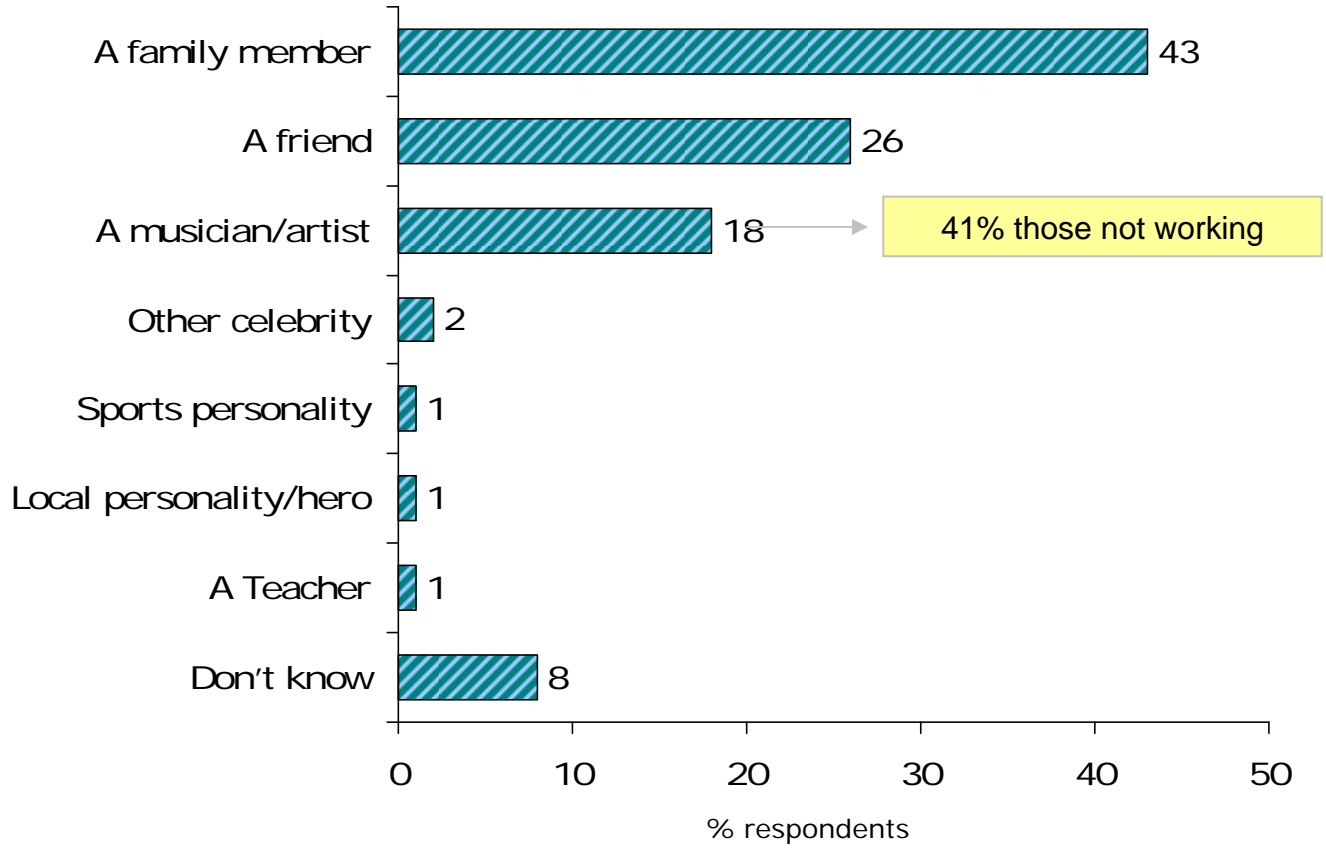
Base: 423 respondents

streetGov

Brands and Talents

- What kinds of brands or talent actually make an impact?

streetGov

believe collective

The majority of young people surveyed look up to people they know, either friends or family.

Who would you say has been the most influential person in your life?

A family member ▨▨▨▨▨▨ 43

A friend ▨▨▨▨ 26

A musician/artist ▨▨▨ 18 → 41% those not working

Other celebrity ▨ 2

Sports personality ▨ 1

Local personality/hero ▨ 1

A Teacher ▨ 1

Don't know ▨▨ 8

0   10   20   30   40   50

% respondents

Base: 423 respondents

Who would you like to see involved in or promoting these workshops?

Celebrities

Wiley [grime artist & producer]

Faith SFX [beatboxer]

Logan Sama [Kiss FM DJ]

Westwood [Radio 1xtra DJ]

Lily Allen

Kylie [with Wiley]

Dolce & Gabbana

Ridgeback [bikes]

Echo

Brands

JD Sports

Nike

New Era

Apple [laptops]

Ask your girl

Footlocker

Sony [Playstation]

Adidas

Converse

Fujitsu

T-Mobile/O2

believe collective

streetGov

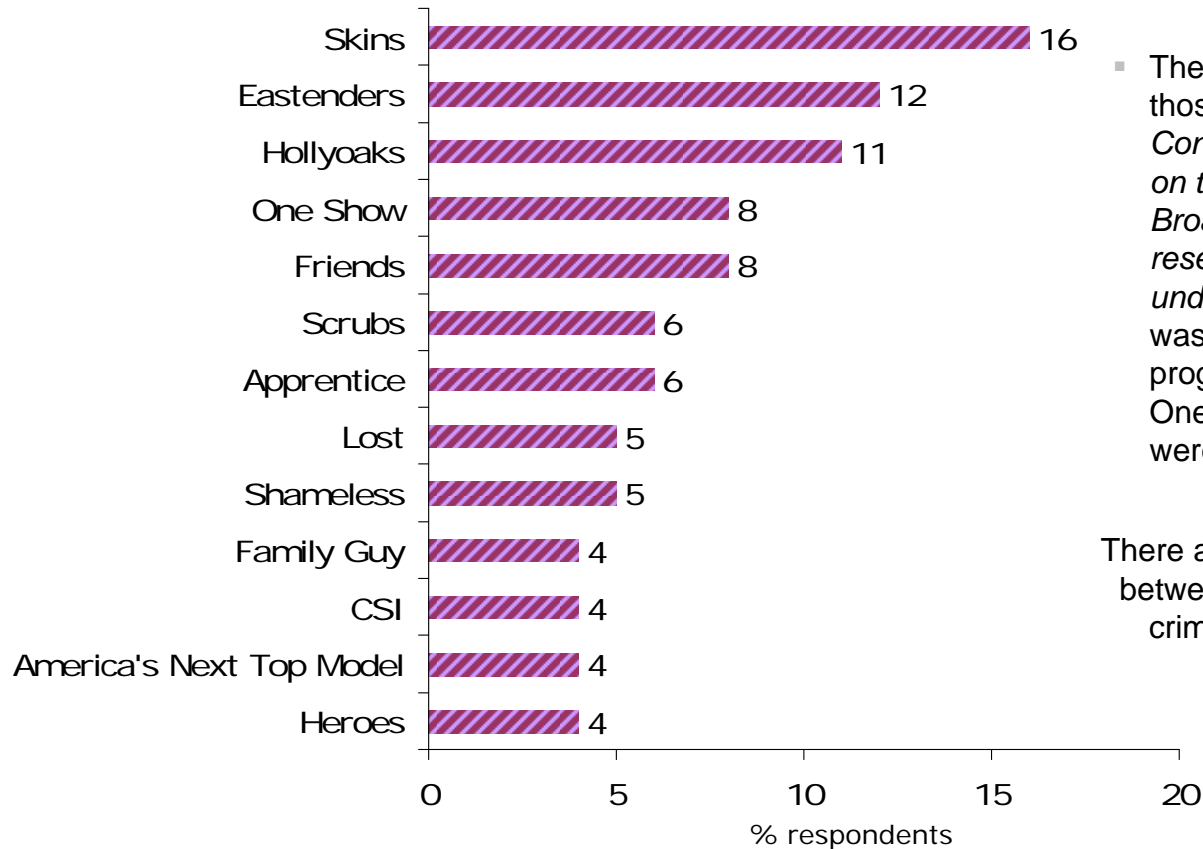**The most popular TV programmes mentioned include Skins, Eastenders and Hollyoaks.. The timing of these programmes should be taken into consideration when developing any new projects involving young people.**

Favourite TV Programmes include:

- These findings are similar to those reported in Ofcom's 2005 *Consultation with Young People on the Proposed Ofcom Broadcasting Code - A research consultation with under 18s** (although this report was published before certain programmes such as Skins, One Show, and the Apprentice were broadcasted.

There are no significant differences between those exposed to street crime and those who are not

Base: 423 respondents. Multiple responses permitted

*http://www.ofcom.org.uk/research/radio/reports/bcr/consultation.pdf September 2005 (p17)

Summary of Workshops

The responses to the workshop scene reveal that young people are aware that having an interest can "keep you off the streets" and that they are familiar with methods of promoting work online, namely through social network sites.

Chicken Shop Blues

Dixie Chicken shop, two youngsters, male, about 15/16 years old, impatiently waiting for their chicken. Mikey is an easily led very impressionable and energetic young man of 15. He has been failing at school and is influenced by all the wrong people, he hangs with a 'bad' crowd and likes to impress them (whatever it takes). Clayton is quite the opposite, he has always made up his own mind and done his own thing. He has smoked weed but is not addicted to it. In contrast Clayton has been excelling in his grades and wants to study Business. Like everyone, he still has an ignorant side. After complaining and shouting at the chicken shop staff, their conversation turns back to the **age old discussion of how lyrics and media (ie music and T.V) affect people and their actions.**

"People in the media innit, like Dizzee Rascal, Kano, Lethal B, actors that have made it Asher D (actor/rapper)….people that come from the hood but have made positive things out of it innit."

"Make your own web designs and like promote yourself like that, MySpace, camera, like you making music and then do positive things."

"Music and performing, keeps you off the streets, YouTube, do mix tapes, keeps you off the streets, you gotta start sum little thing, start from small, stick to just the music."

"Live what you spit, spit what you live."

[Live what you write about rap about your life]

Comments suggest that the young people are aware of productive uses of the internet including searching for jobs, revising and communicating with friends and family around the world. If family are concerned about the length of time young people spend online then it is suggested that the limit it.

Old School Ways

Marvin (born and raised in the West Indies and migrating to England in the late 50's) is the Grandad of Leon a 15 year old Pupil who attends Fortismere School. He is very concerned about his Grandson's usage of the 'Hincarnet' and 'SNM' (MSN) and 'GOOGOO' (Google) and 'SPACEPAGE' (Myspace) and all these type of madness that he can't understand. Even though Leon is an A grade student his **grandfather is worried about the path he might be taking with computers and wants him to study Law or something much more "practical**, stable and sensible".

Marvin is from the old school belief system and does not understand anything about the Internet and when he goes to the school to speak to Leon's head of year Mr Price, it is his job to explain what all this means and give Marvin (Mr Henry) a clearer view on the vast options that await Leon in the world of the 'Hincarnet' and computers. Mr price is a patient and open minded head of year who understands todays technologies and what opportunities they hold. When the arguement becomes heated we would call FREEZE and take it to the young people.

"You can see your family members, or your friends to see your pictures like if you go on holiday instead of coming back from the country and showing dem, you can show dem on the internet. Use email from all around the world. U can find jobs, you can find you a website that shows you what kind of jobs you can get round your local area."

"Homework innit, use the computer for homework, use the Internet to do research innit."

"You can go on BBC Revisewise."

"An hour a day or put him on a time, sumthin, so or like."

Again comments on the workshop scene reveal that young people are aware of means of promoting themselves online and how to do it safely and legally.

MySpace Waste
On a typical London estate, surrounded by blocks of flats, bricks, concrete and not much else, sitting on a wall is 16 year old JJ he is waiting for his friend, Fizzy. JJ is a reasonable young man, he has worked hard at his GCSEs and wants more out of life, he is hoping to get involved in **production and is studying music at college** next year. He has his head screwed on.
Fizzy is a stubborn young man of 16 he has no respect for authority and hates being told what to do. He smokes skunk a lot and is generally quite moody and fed up. When he tries a little bit he expects a lot. Fizzy approaches JJ, they greet each other and touch fists.

"Find the producers, you can get through to other artists, you can collaborate."

"You don't always have to use MySpace, yeah, there's other ways MySpace hasn't been around that long. Rappers and people have blown (made it / become successful) without MySpace."

"If you don't want to use an ID use a local youth club where you can get an address."

"Your dumb if you do your ting on the road, think about it yeah, snitches are out on road yeah, snitches can go to feds yeah there's undercover feds on road like think about it."

"You're selling your mix tape on road for a fiver yeah and like and if you was to go to school like you were saying and you were dropping out of school yeah and like you wud get further yeh if you stayed in school, done everything, got a job like you get me, making money, and shoting mix tapes yeah I reckon you would get further."

"Put stuff on your phone. Send it around on your phone. Like bluetooth, infrared."

"Find a manager, get on radio, make a video go push you CDs to a shop."
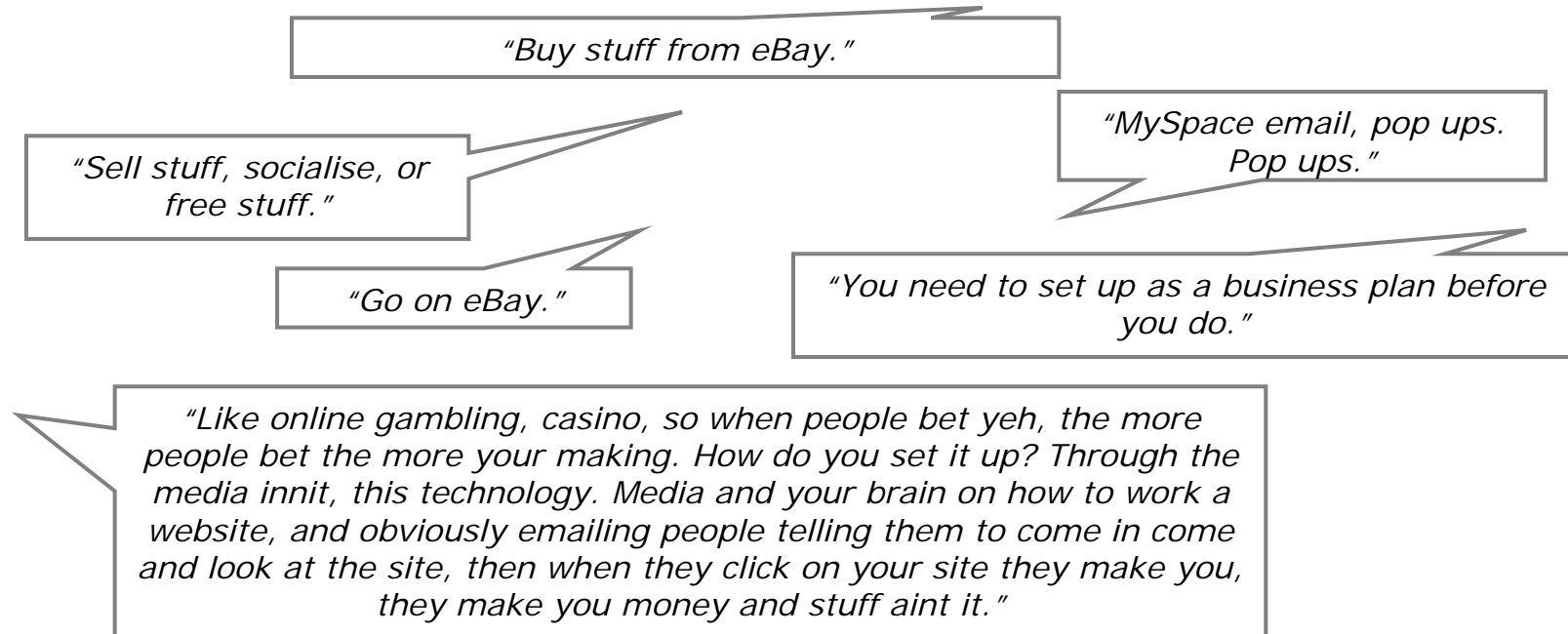
believe collective

streetGov

When commenting on how to be enterprising online many young people comment on using eBay to market goods. Others show awareness of business planning and marketing.

Markus Makes It

Markus, a young man of 19 has recently sold his very successful internet and mobile promotions company for a large sum of money. He now owns a top of the range BMW M3 hard top convertable (08 plate don't get it twisted) and has all the latest gadgets; Apple iPhone, In car Dvd, Sat Nav, Wifi in car internet etc. He is passing through the hood to pick up a friend when he sees T-Man, a 17 year old youth he has known for many years from the area. T-Man is a disillusioned young man who is angry at the world and has a short fuse. He sells weed on the block and whatever else he can get his hands on. We see Markus 'pull up' and motion that he his parking the car. T-Man is watching the brand new whip and wondering who it is, he's shocked to see Markus driving it.

"Buy stuff from eBay."

"Sell stuff, socialise, or free stuff."

"MySpace email, pop ups. Pop ups."

"Go on eBay."

"You need to set up as a business plan before you do."

"Like online gambling, casino, so when people bet yeh, the more people bet the more your making. How do you set it up? Through the media innit, this technology. Media and your brain on how to work a website, and obviously emailing people telling them to come in come and look at the site, then when they click on your site they make you, they make you money and stuff aint it."

streetGov

believe collective

Issues to consider when developing new projects

From time to time, young people can attend projects like these during one or two day workshops. What are the *benefits* of this? (1)

Learn new skills (29%)

*"Gives them new opportunities to **develop life skills** for the future" (exposed)*

*"You get to **learn about things your interested in**." (exposed)*

*"To **improve social skills** and their creativity." (exposed)*

*"If they want to **improve their skills** and take part in one of their hobbies they can do." (exposed)*

*"They can **learn new skills** that they can **be proud** of." (exposed)*

*"Learn extra **skills for university**." (exposed)*

*"Workshops help kids gain **valuable skills** and improve their self **confidence**." (exposed)*

Off the streets (27%)

*"It gets young people **off the streets** and **out of pubs and clubs**. It gives us **something productive** and enjoyable to do." (exposed)*

*"It gives young people **something to do** when the police have a paddy about them being out with their friends." (exposed)*

*"**Rather than being on the streets** they would be doing **something they are interested in** that does not have to do with crime." (exposed)*

*"It keeps youths **out of a lot of trouble**, teaches them some morals and helps make them responsible and mature." (exposed)*

believe collective

streetGov

It is also recognised that such programmes offer the opportunity for young people to make new friends (with similar interests) and potentially reduce crime.

From time to time, young people can attend projects like these during one or two day workshops. What are the *benefits* of this? (2)

*"To **mix with other people** not just their friends." (exposed)*

*"You can **meet new people** and have **friends outside school** - if you don't have many friends live near you." (not exposed)*

Meet new people (20%)

*"Meeting **new people** and **socialising** as well as learning new things." (exposed)*

*"Allows them to **socialise** and **build on their confidence**." (not exposed)*

*"**Meet other young people** with the **same interests** in a **safe environment**." (exposed)*

*"I think it keeps youths off the streets and will get **less violence** on the streets." (exposed)*

*"It **keeps them from committing crimes**." (not exposed)*

Reduce crime (5%)

*"Teaches people other skills **rather than** having to go out **creating violence for fun**." (exposed)*

*"It gives them something to do so **can reduce crime**." (exposed)*

*"Gives people something to do with their time. Could **possibly reduce gang crime** because youths would have better things to do to keep them occupied." (not exposed)*

believe collective

streetGov

64

A small proportion believe that such workshops can be fun and possibly beneficial when deciding on a career and in some instances benefit local communities.

From time to time, young people can attend projects like these during one or two day workshops. What are the *benefits* of this? (3)

*"Meeting new people joining in healthy activities which are **educational and fun**." (not exposed)*

*"**Eliminates boredom** and keeps things positive." (not exposed)*

Something fun to do (4%)

*"It's **fun and better for you than drink and drugs**, which is the only other thing to do apart from church." (not exposed)*

*"You get to **learn fun interesting stuff**." (exposed)*

*"You can learn new skills or develop skills you already have. This could be **useful in the future for jobs** because you can put it in your CV and **show you have experience** in a particular field." (not exposed)*

Prepare for job (3%)

*"A chance to **peruse career**." (not exposed)*

*"You can learn new trades and can **widen their career perspective**." (exposed)*

Benefit community (1%)

*"**Community** will **pull together**." (exposed)*

*"They get the chance to **integrate within the community** and meet new people." (exposed)*

streetGov

believe collective

A variety of drawbacks to workshops were given by respondents. There were concerns over the cost of workshops and issues associated with travelling to them. Although a high proportion saw workshops as an opportunity to meet new people, other worry that these relationships may not work.

From time to time, young people can attend projects like these during one or two day workshops. What are the *drawbacks* of this? (1)

Cost / location (8%)

*"They sometimes are **quite far away** or **cost money** which young people don't always have." (exposed)*

*"Time taken. **Travel time** and **cost**." (exposed)*

*"It can be **expensive**." (not exposed)*

*"They often **cost money** and people can't be bothered going on a regular basis." (exposed)*

*"A lot of **money** and **it doesn't really lead on to anything in the future**." (exposed)*

Rivalry/ bad relationships (6%)

*"What if you **don't get on with someone** there?" (exposed)*

*"You might **meet people** that you **do not like**." (exposed)*

*"Some **rival gangs** may use it as a way to start trouble in a small area." (not exposed)*

*"You **might not fit in** and be too scared to go." (exposed)*

*"Possible mixing of the **wrong crowds**." (exposed)*

*"People who use workshops and youth clubs like this are usually **rough as hell**. But hey if you can group them all together somewhere then that's great keeps them outta my way." (exposed)*

believe collective

streetGov

5% of young people pick up on the issue of short term projects not being effective and that in order to have a lasting impact they needed to be long term.

From time to time, young people can attend projects like these during one or two day workshops. What are the *drawbacks* of this? (2)

Need to be long term (5%)

*"**Once it is over** they're back with **nothing to do**." (exposed)*

*"It **should be a long term** thing." (not exposed)*

*"If it is only a **one off** thing and **won't be enough to really make a difference** in their life." (exposed)*

*"If they're one off then there's **no guaranteed or furthered support**." (exposed)*

*"Sometimes we may want to continue them but **do not have the opportunity** to do so." (exposed)*

*"Often they are **simply too short** - certain activities may be more suited to **longer timescales of exposure**." (exposed)*

*"I feel that it should be **more than 'a one off set of a few workshops'** there should be programmes which run all year round because these are able to **make more of an impact on young people** knowing that there's something they can go and do rather than just hang about." (exposed)*

believe collective

streetGov

A range of other drawbacks were given.

From time to time, young people can attend projects like these during one or two day workshops. What are the *drawbacks* of this? (3)

Boring (3%)

*"The workshops/groups are never good. So it's **pointless**." (exposed)*

*"May be **boring**." (not exposed)*

Time consuming (3%)

*"It may **cut into school work**." (exposed)*

*"They may become **less interested in more important things** e.g. school." (exposed)*

Encourage crime (1%)

*"Graffiti artists could **cause young people to graffiti buildings**." (exposed)*

*"The graffiti art might **encourage to vandalise in the street**." (exposed)*

Not cool (1%)

*"Sometimes young people might be too scared to attend cause it is **dubbed un-cool**." (exposed)*

*"**People may bully them** because of their hobbies." (exposed)*

Not for everyone (1%)

*"**Not all kids will like it**." (exposed)*

*"It **depends** if the workshop is interesting for the individual." (not exposed)*

Not advertised (1%)

*"They are **not well enough advertised** so not many people know about them." (not exposed)*

*"Possibly **attracting people** to these events **might be difficult**." (exposed)*

believe collective

streetGov

Developing workshops (1)

- The National Youth Agency highlights the importance of addressing the issue of youth crime through initiatives aimed at raising awareness amongst young people of the dangers associated with crime and joining criminal gangs.

- The Agency points out key issues for consideration when developing such initiatives. This includes:
    - Work should focus on issues relevant to young people, and not be driven only by crime reduction targets and law enforcement;
    - Group work is fundamental to success;
    - Non-formal education and social literacy are vital components;
    - Workers should strive to raise young people's self-awareness, self-esteem and confidence;
    - Young people should be encouraged to develop a vision of who they want to be, and get support to help them reach that place;
    - Projects should work with all stakeholders, especially young people themselves.

- With the key consideration being that the process must aim for sustainability, so that young people who have taken part can educate and inform others.

streetGov

believe collective

Projects such as Defendin da hood have been proven a success through working in partnerships with other organisations and most importantly collaborating with young people from the outset.

<div align="center">

Developing workshops – examples of good practice (2)

</div>

Defendin da hood

Waltham Forest Council's innovative approach to tackling youth engagement and crime has earned it a nomination in the 2006 Local Government Association's 'Oscars'. The project has already won a hat-trick of awards and government plaudits and is one of six initiatives shortlisted in the innovation category of the 2006 LGC (Local Government Chronicle) awards.

It was set up to help the council and its partners engage with disaffected young people in a way that meant genuine involvement for them. It also illustrated how they showed that they were listening to young people and that their views made a difference.

Defendin da hood is now viewed as a pioneer in tackling youth and gun-related crime, and has strong partnerships with the police, the NHS, housing associations and other local partners.

The project centered around four key events, attracting young people with music and entertainment but always with a requirement for them to discuss serious issues first. Subjects discussed included community relations, and conflict resolution, and in all events young people had a sense of ownership of the events and a chance to participate in activities at an early stage, rather than trying to consult during or after the event.

Project achievements:

- **A reduction in the local crime rates**;
- **Development of a radio station**; and
- **Training for young people** to participate in a young people's independent advisory group.

Camden Youth and Connexions Service collaborated to bring rival gangs together by teaching them about the cultures and beliefs of the other gang. The project was seen as a successful as both groups were brought together at the end of the project.

Developing workshops — examples of good practice (3)

Camden Youth and Connexions Service

Camden, North London has experienced rising tensions between the local Bangladeshi population, particularly young men. These tensions are based on an ideology of territory, further complicated by a feeling of being failed by the education system and being portrayed negatively by the media and they have led to several serious incidents.

In 2002, Rubel Ahmed from the South Camden Community Youth Project, in tandem with colleagues from LEAP, a group dedicated to training in conflict resolution, established a multi-disciplinary team which included youth workers, theatre workers, LEAP conflict resolution trainers, and other local voluntary youth projects.

Youth workers undertook one-to-one work with young people, along with outreach in the two affected areas. Young people from rival gangs were signed up on the understanding that they would attend separate mediation sessions aimed at resolving differences before attending a joint residential at the end. They were offered a £10 incentive per session.

As well as conflict resolution, session themes included identity, culture, what it means to be Bengali, understanding the consequences of actions and how to overcome negative stereotypes.

Outcomes included a report and video, in which participants described their involvement with the project as a life changing experience.

Reasons cited for the scheme's success:

- Valuing the young people as individuals; and

- Recognising that while some may have been seen as perpetrators, many were also the victims.

LEAP brought young people together to learn about gangs and making informed choices. The success of the project was accredited to well-trained moderators and good partnerships between relevant agencies.

Developing workshops – examples of good practice (4)

LEAP Gangs and Territorialism Project

By conducting extensive research in several parts of the UK and through its own pilot projects, LEAP has identified successful methods of work in this area. Their studies have shown that being part of a gang is a transitional phase for most of the young people involved.

The Gangs and Territorialism project aims to provide relevant and flexible youth work, applicable to the locality. It has found that the key to successful pilot projects is through working alongside established local youth workers.

Through sessions and workshops, LEAP aims to show young people the pros and cons of gang membership so that those affected can make informed choices. Much of their work is interactive, typically through games, drama and discussion. They examine the internal dynamic of how gangs work, and how individuals behave in a gang environment. LEAP also encourages young people to look at the nature of their conflict with other groups, why and what they gain from this, and what would terminate the conflict. To make the sessions direct and relevant, work is carried out that relates to the real life conflict the young people are experiencing.

LEAP emphasises the importance of proper training for adult practitioners, and developing better relationships between agencies. With well-trained workers in place and partnerships operating effectively, the work can continue after LEAP involvement has concluded. In the immediate future, LEAP will use the results of its studies to produce a new manual and other materials for work with young people.

streetGov

believe collective

Conclusions

Conclusions (1)

- It is evident from the findings presented in this report that street crime is a real a concern in the UK, that urgently needs addressing.

- Evidence from secondary research reveals that a quarter of young people have committed *at least* one offence.

- Over half (55%) of young people surveyed by streetGov have been involved in street crime, either as a victim or perpetrator, or know someone who has.

- Evidence suggests that young people are drawn to criminal gangs not only to gain a sense of belonging, power or status but for "protection" and "something to do". Which raises the question why do young people feel they need to be protected? And what alternatives are available for young people?

- The A-VIBE project aims to educate young people about the risks of gang/street crime whilst creating a forum for communication, expression and fostering new hobbies and interests amongst young people through media and technology.

believe collective

streetGov

Conclusions (2)

- It is apparent that media and technology play a significant role in the lives of young people. Both those exposed to street crime and those who are not. This is reinforced by the fact that 99% of those surveyed own a mobile phone and 100% have access to the internet, 85% of whom have access at home.

- Evidence suggest that young people use their mobile phones so frequently that there are reported concerns that some may be 'addicted' to their phones.

- In addition to sending SMS messages and making calls, over 90% surveyed are using advanced features of their mobile phones including: playing videos and music, taking pictures and videos, and Bluetooth.

- Young people are less likely to be sending pictures and videos, browsing the internet or downloading music, videos or ring tones. It is likely that this because it costs money to use these functions.

- When it comes to owning a mobile phone, evidence collected suggest that some young people are concerned about theft, bullying, the expense and pressure to have the "right" phone.

- Although there were regional differences in the findings these were not significant.

- There were some significant differences by gender, employment/education status, ethnicity and exposure to street crime in the way that young people use their mobile phones and access the internet. For example, young males were more likely to keep up to date with sporting news online than females.

- Interestingly those exposed to street crime were more likely to use the internet to advertise themselves (their music, band or gang) than those not exposed. They were also more likely to use the internet to make money.

- Furthermore, evidence collected shows that mobile technology has been successfully used in education with young people not in employment, education or training (NEETs).

- It is therefore apparent that media and technology play a role in the majority of young people's lives, regardless of geographic location, gender, employment/education status, ethnicity or exposure to street crime.

streetGov

believe collective

Conclusions (4)

- Evidence from this research concludes that online representation and expression appears to be important to young people. A sizeable majority, 84%, of young people surveyed claim to socialise online at least *once a day*.

- 88% surveyed are represented online through membership of a social networking website.

- Evidence collected reinforces that young people are spending a lot of time on social networking websites and that users enjoy customising their profiles and building a social network.

- 79% of those surveyed by streetGov have modified their mobile phone wallpaper or social networking page to represent their interests or personality, suggesting that their online identity is important to them.

- Nearly half openly agree that it is important to create these unique profiles, this figure is higher amongst those from white and mixed ethnic backgrounds

- It is difficult to prove whether media and technology is used to seek validation or approval from peers or other authorities as there is very little empirical evidence to support this hypothesis. Furthermore, young people are less likely to openly admit to seeking approval from peers.

- Only 14% of those surveyed believe that if someone has a lot of friends on their social networking page that they are popular. In fact the majority (47%) didn't see any relevance in this at all.

- It is difficult to accurately measure which brands and talent actually have the greatest impact on young people as some are reluctant to honestly admit which brands or talent they admire for fear of not conforming.
- Very few respondents admitted to a celebrity or other personality as being the most influential person in their life.
- Comments collected from the workshops suggest that young people admire music artists, radio DJs, established clothing brands and household electronics.
- However, it should be noted that it is important to ensure that any endorsement should be relevant.
- Feedback from respondents suggests that there is a strong interest in the majority of workshops proposed. However, there was only limited interest in specialist workshops such as graffiti art, circus arts and to some extend theatre and drama.
- The young people surveyed see these workshops as a good way for young people to develop new skills, keep out of trouble and potentially make new friends.
- Despite this, after concerns about the cost of attending workshops, respondents were concerned about whether they would like the other people attending.
- A small group of respondents also recognise the importance of such initiatives being long term. Many have witnessed projects where the benefits have been lost as funding has been pulled or programmes were only run in the short term.

streetGov

believe collective

Conclusions (6)

▪In conclusion, it is recognised that long term youth projects, if delivered in accordance with best practice, can have long term benefits; not only in allowing people to develop new skills but in learning to appreciate other individuals and in some cases prevent boredom turning into crime.

▪Finally, the findings of this research support the proposed approach of using the media and technology, in particular online social networks, as a means of engaging and gaining participation from young people given the high numbers who frequently access these types of resource.