

CSAM Vox Pop Report 2025

Introduction

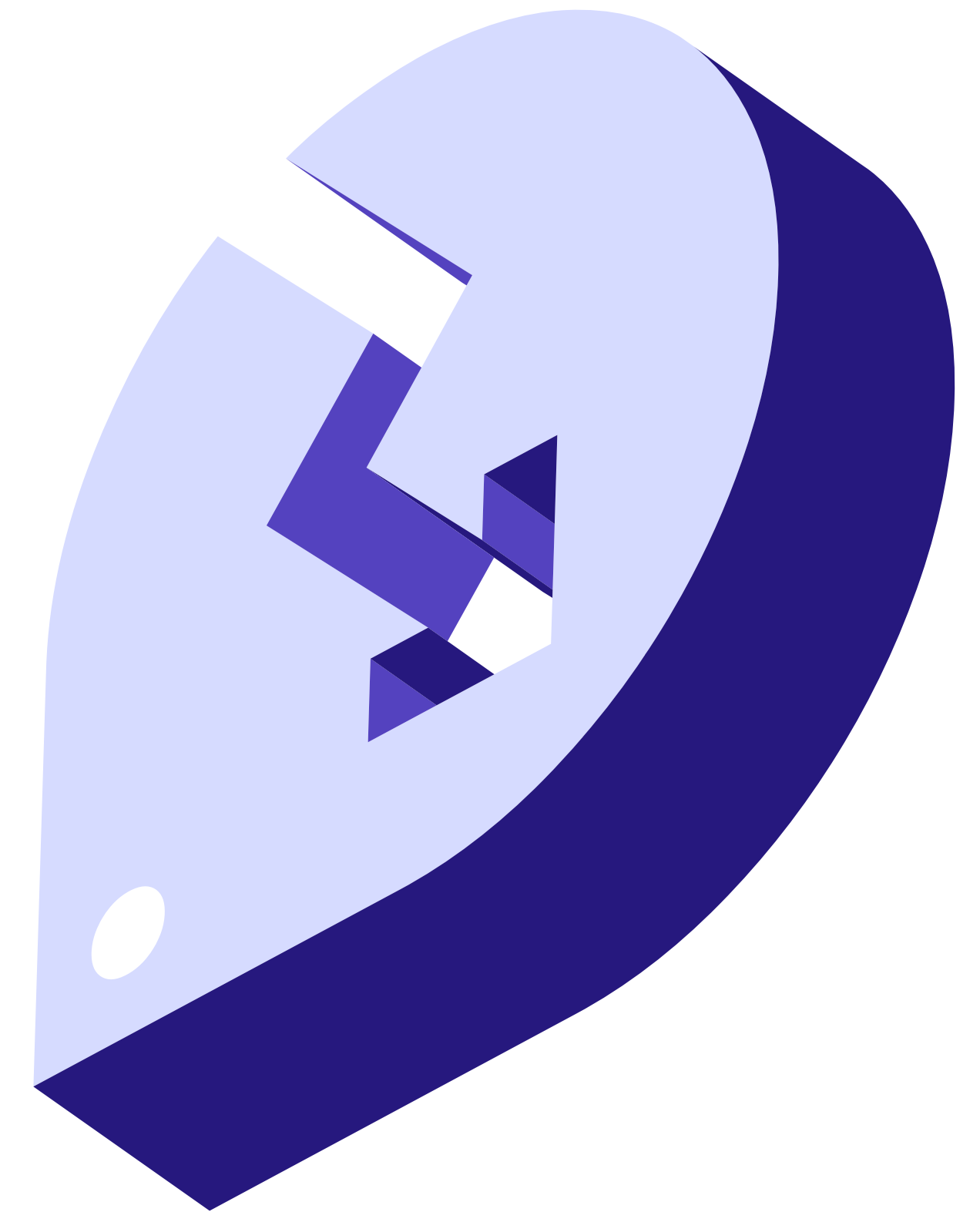
This report highlights findings from a vox pop conducted on the growing issue of Child Sexual Abuse Material (CSAM) and explicit content encountered on social media. The aim was to understand public exposure and awareness of such content, as well as general attitudes toward its prevalence online.

During the interviews, 85% of respondents admitted to having come across pornographic content or suspected CSAM while using social media platforms. This statistic emphasizes just how widespread the problem has become, cutting across demographics and raising serious concerns about digital safety, especially for minors.

The insights gathered through this exercise provide a snapshot of how everyday social media users perceive and experience this issue. The report seeks to highlight key observations, knowledge gaps, and possible recommendations for stronger awareness and regulatory action.

Goal

The primary goal of this vox pop was to gather public opinions, experiences, and perceptions regarding the presence of pornographic content and Child Sexual Abuse Material (CSAM) on social media platforms. The exercise aimed to determine how frequently individuals encounter such content online, assess the level of public awareness about CSAM and its associated dangers, and understand how people typically react when they come across explicit material, particularly content that may involve minors. In addition, it sought to collect suggestions from the public on how social media platforms and authorities can better address the problem. Ultimately, the findings are intended to contribute to ongoing discussions around digital safety, highlight areas where public education is lacking, and help inform future awareness campaigns and policy development.



Methodology

The vox pop was conducted in Ikotun environs, Lagos, Nigeria, through random face-to-face interviews designed to capture honest and spontaneous public opinions.

Interviews were guided by open-ended questions focused on:

- Frequency of encountering pornographic content or suspected CSAM on social media
- Understanding of what constitutes CSAM
- Emotional and behavioral responses to such content
- Suggestions for solutions and preventive measures

All interviews were recorded with participants' consent, and responses were transcribed and analyzed to identify recurring themes.

Summary

The vox pop revealed that 75% of respondents are active social media users, with Facebook, Instagram, and WhatsApp being the most frequently used platforms. Around 60% admitted to regularly encountering inappropriate content while scrolling on social media, and 75% expressed feeling unhappy or disturbed when exposed to such material — with some noting concern for their children who use the same platforms. Alarming, 100% of respondents reported having come across content they suspected to be Child Sexual Abuse Material (CSAM) online.

When asked about parents who post suggestive or inappropriate content of their children for engagement, 50% described it as child abuse, while the other 50% viewed it as negligence. These findings highlight widespread exposure to explicit material and a collective concern for child safety on social media platforms.

75%

of respondents are
active social media
users

60%

of users often see
inappropriate content on
social media.

75%

felt upset or
disturbed by such
content.

Data Collection Tool

The primary tool used for data collection was a structured, open-ended interview format conducted through face-to-face vox pop interviews. A simple interview guide was designed to prompt honest, spontaneous responses from participants while allowing flexibility for them to elaborate on their experiences and opinions.



Questions 1

Questions and Responses

Do you use social media?

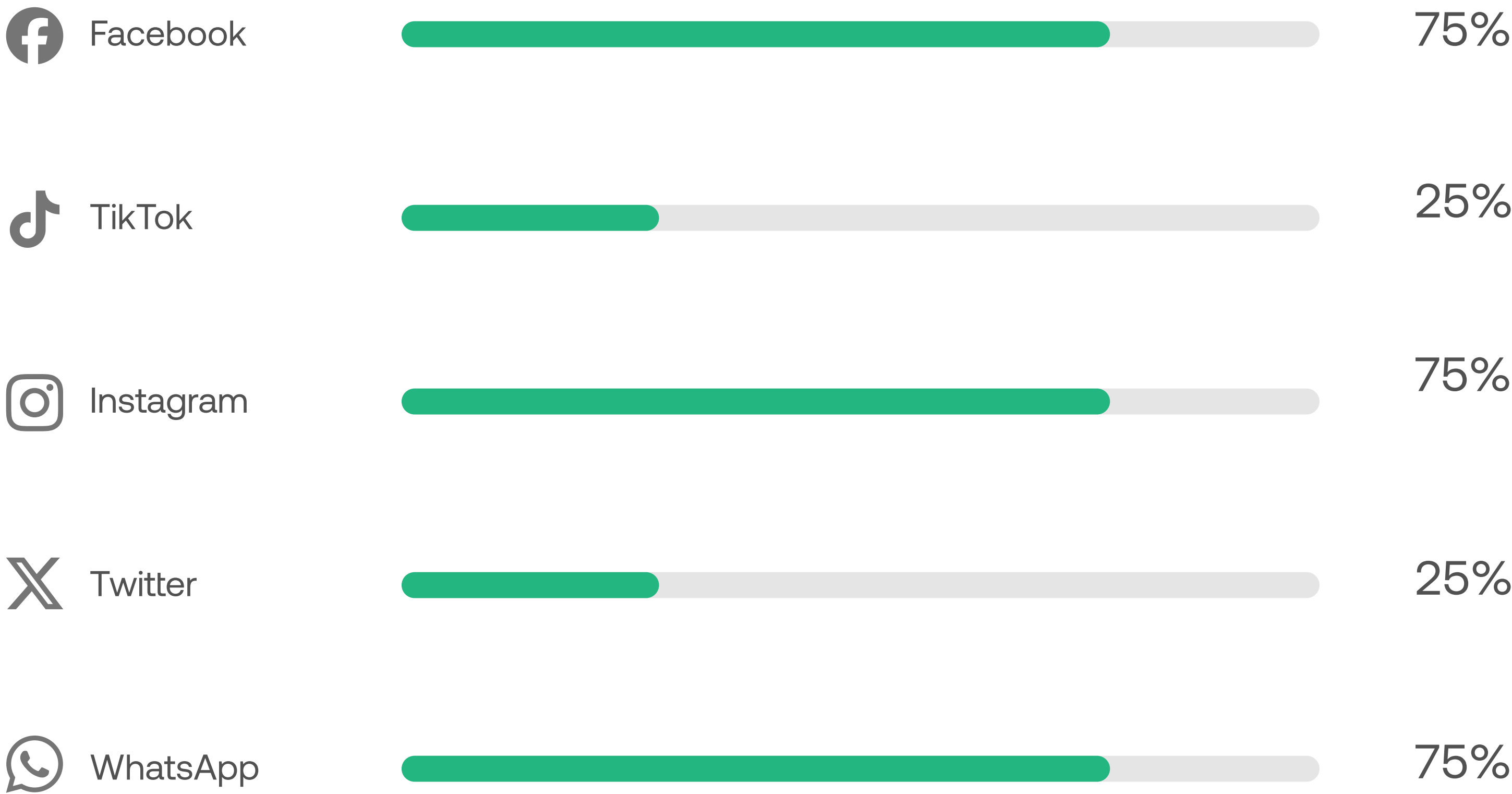
- Yes — 75%
- Not really — 25%



Questions 2

Questions and Responses

What apps do you use?

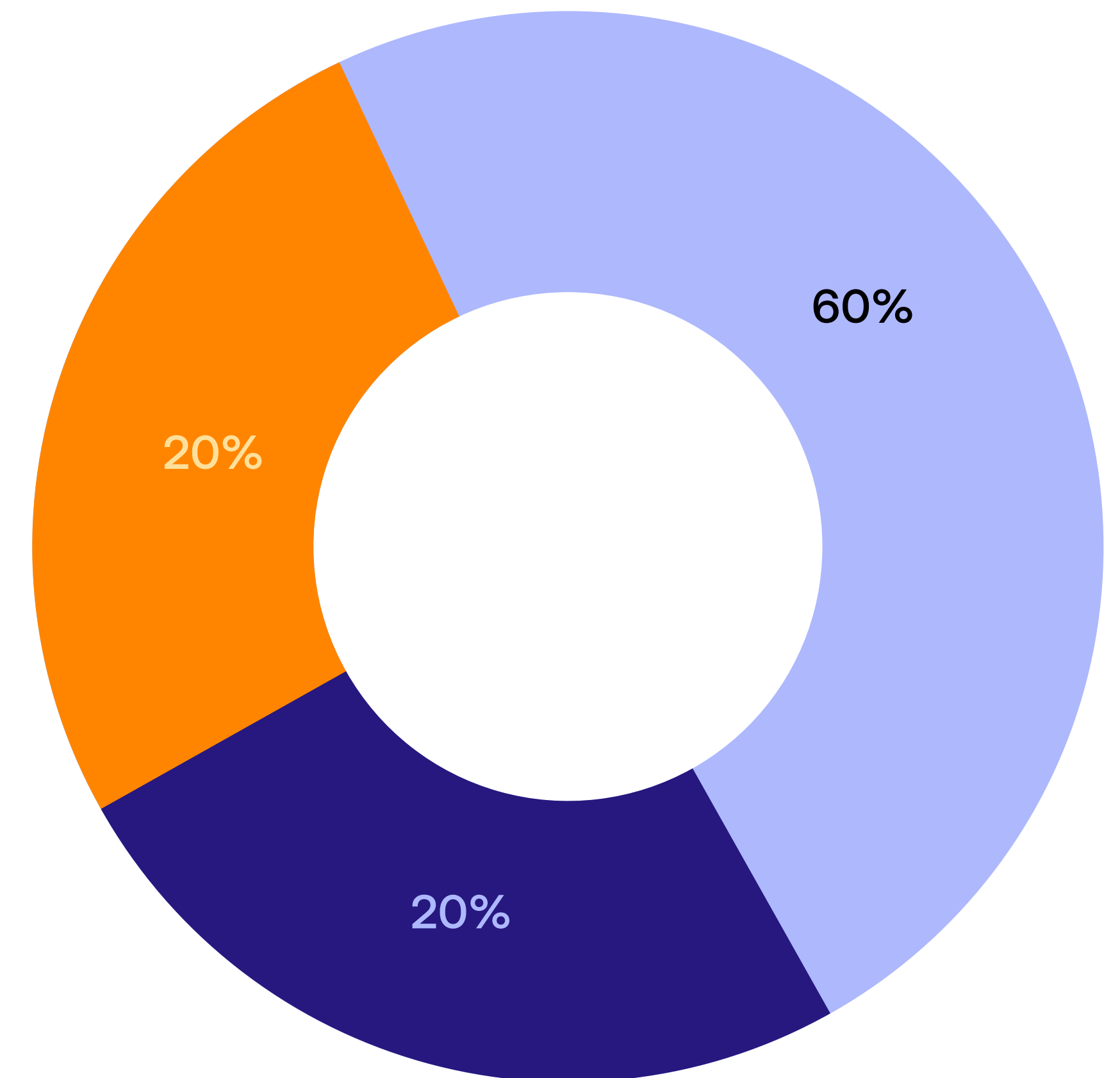


Questions 3

Questions and Responses

While scrolling on social media, have you come across an inappropriate video or picture?

- Yes — 60%
- Sometimes — 20%
- No — 20%

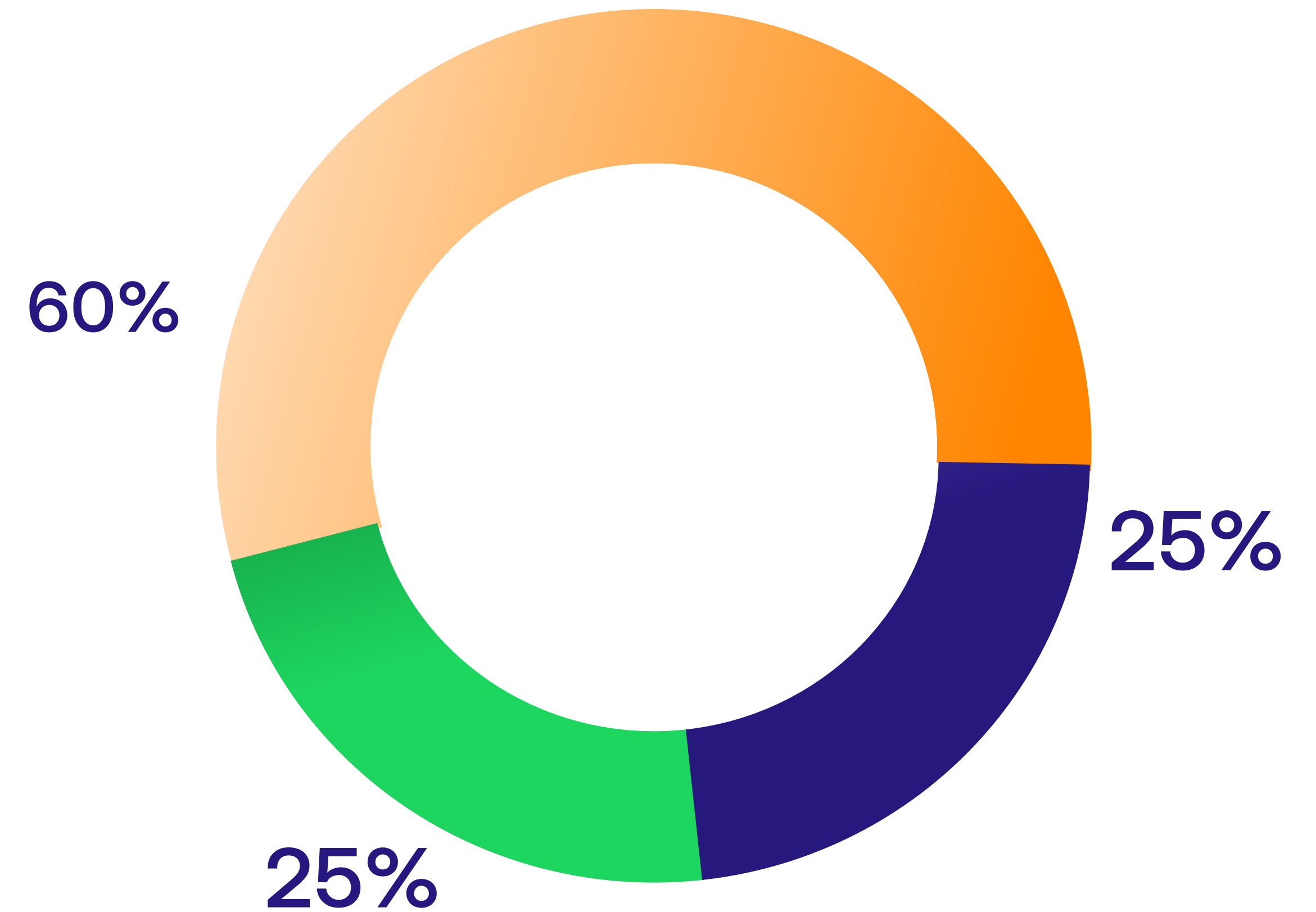


Questions 4

Questions and Responses

How did you feel when you came across such videos?

- Unhappy — 60%
- Felt it pollutes the internet — 25%
- Concerned about underage children on the same platform — 25%

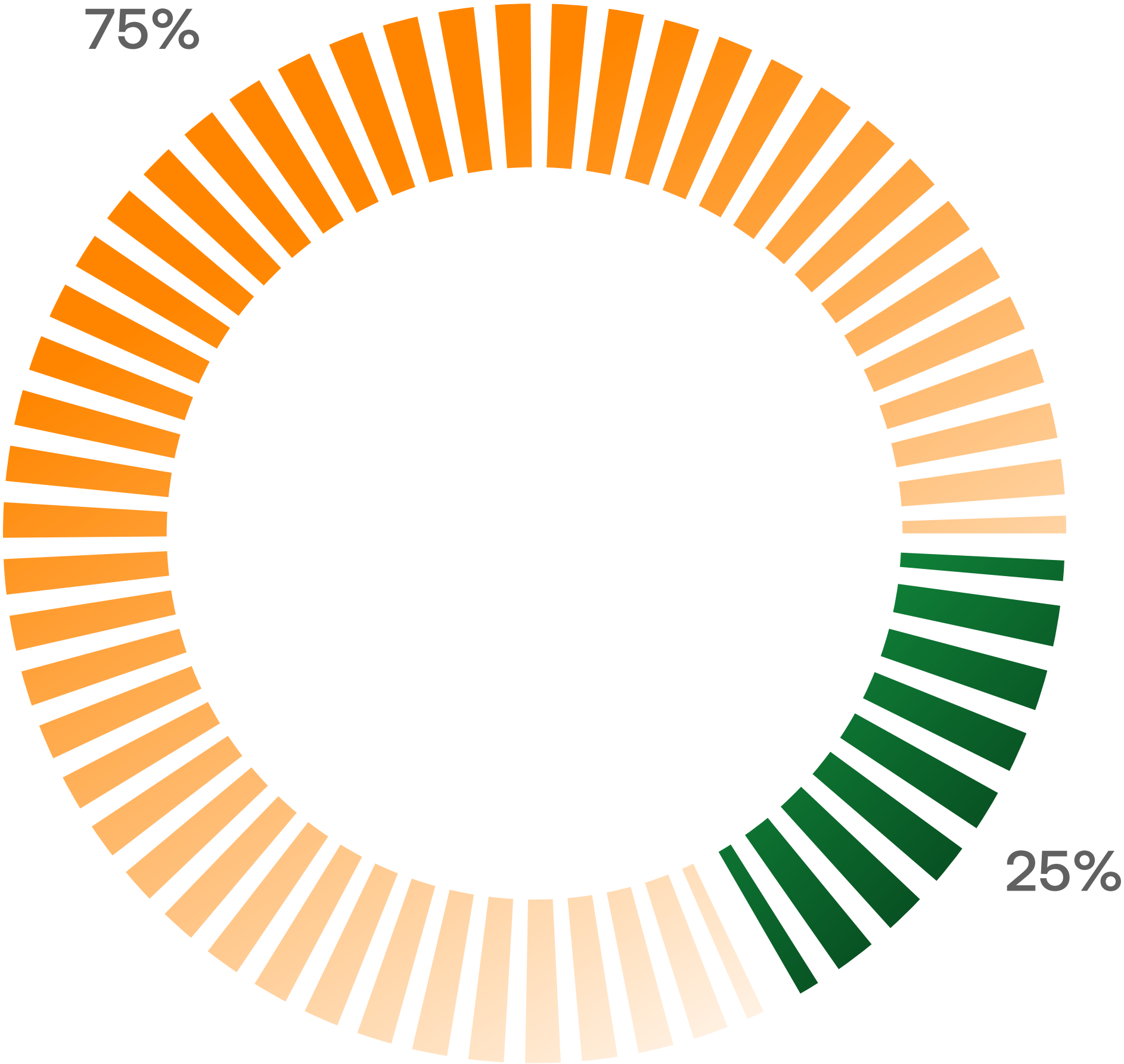


Questions 5

Questions and Responses

Have you come across a child wearing revealing clothes online, and how did you feel about it?

- Yes — 75%
- Not really — 25%



Questions 6

Questions and Responses

What do you think about such materials?

- It is unacceptable — 33.3%
- It exposes the child to molestation and abuse — 33.3%
- It shows the parents are morally unfit — 33.3%

33.3%

of respondents feels
it is unacceptable

33.3%

of users feels it exposes
the child to abuse and
molestation

33.3%

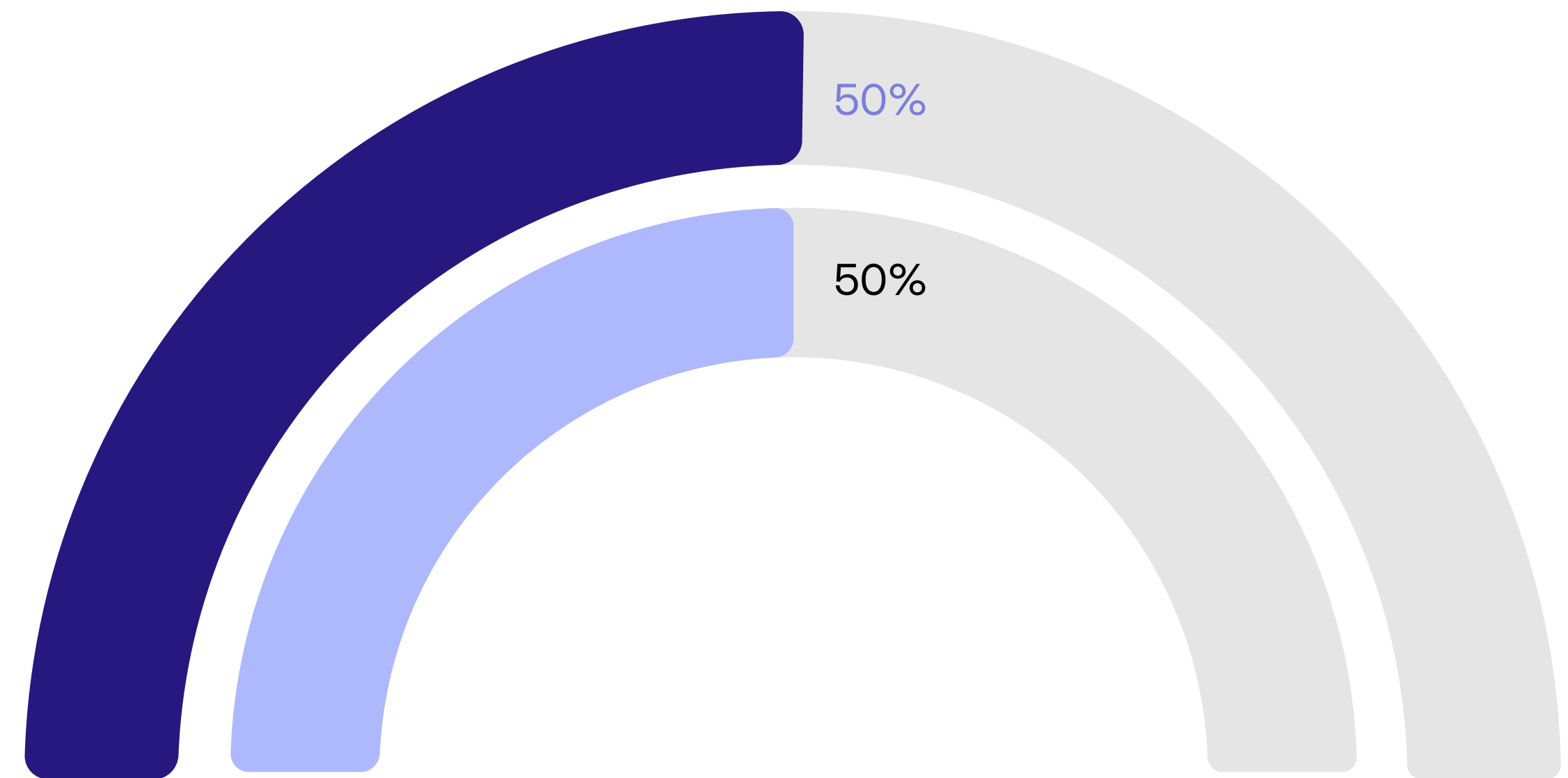
of user think it
shows parent are
morally unfit

Questions 7

Questions and Responses

What do you think about parents that post their kids in revealing clothes online for content?

- Child abuse — 50%
- Negligence — 50%



Conclusion

The findings from this vox pop reveal a troubling level of exposure to inappropriate content and suspected Child Sexual Abuse Material (CSAM) on social media platforms. With 60 percent of respondents regularly encountering such content and 100 percent having seen material they believe could be CSAM, it is clear that this issue is not only prevalent but deeply concerning to the public. The emotional responses expressed, ranging from discomfort to fear for their own children, underscore the urgent need for stronger content regulation and awareness efforts. Additionally, the divided opinions on parental responsibility point to a need for education around appropriate online behavior and child protection. Overall, these findings emphasize the critical need for collaborative efforts between social media platforms, regulatory bodies, and the public to ensure a safer digital environment for all, especially children.

Recommendations

Based on the findings of this vox pop, the following recommendations are suggested to help tackle the prevalence of inappropriate content and suspected Child Sexual Abuse Material (CSAM) on social media platforms:

1. Stronger Content Monitoring

Social media platforms should strengthen their content monitoring systems, using both advanced technology and human oversight, to detect and swiftly remove CSAM and other harmful content.

2. Public Awareness Campaigns

There is a need for continuous education campaigns to raise public awareness about CSAM, how to identify it, the dangers it poses, and how to report it.

3. Parental Guidance and Digital Literacy

Parents should be educated on the risks of posting suggestive or inappropriate content involving their children and be encouraged to practice responsible social media use.

4. Reporting Mechanisms

Platforms should simplify and promote clear reporting channels for users to flag suspected CSAM or inappropriate content, ensuring swift response and accountability.

5. Collaboration with Authorities

Government agencies, social media companies, and child protection organizations should collaborate more closely to enforce stricter regulations and penalties for those sharing or distributing CSAM.

6. Digital Safety Education in Schools

Digital safety and responsible social media use should be incorporated into school curriculums to help children and teenagers recognize dangers and protect themselves online.





Virtually Safe