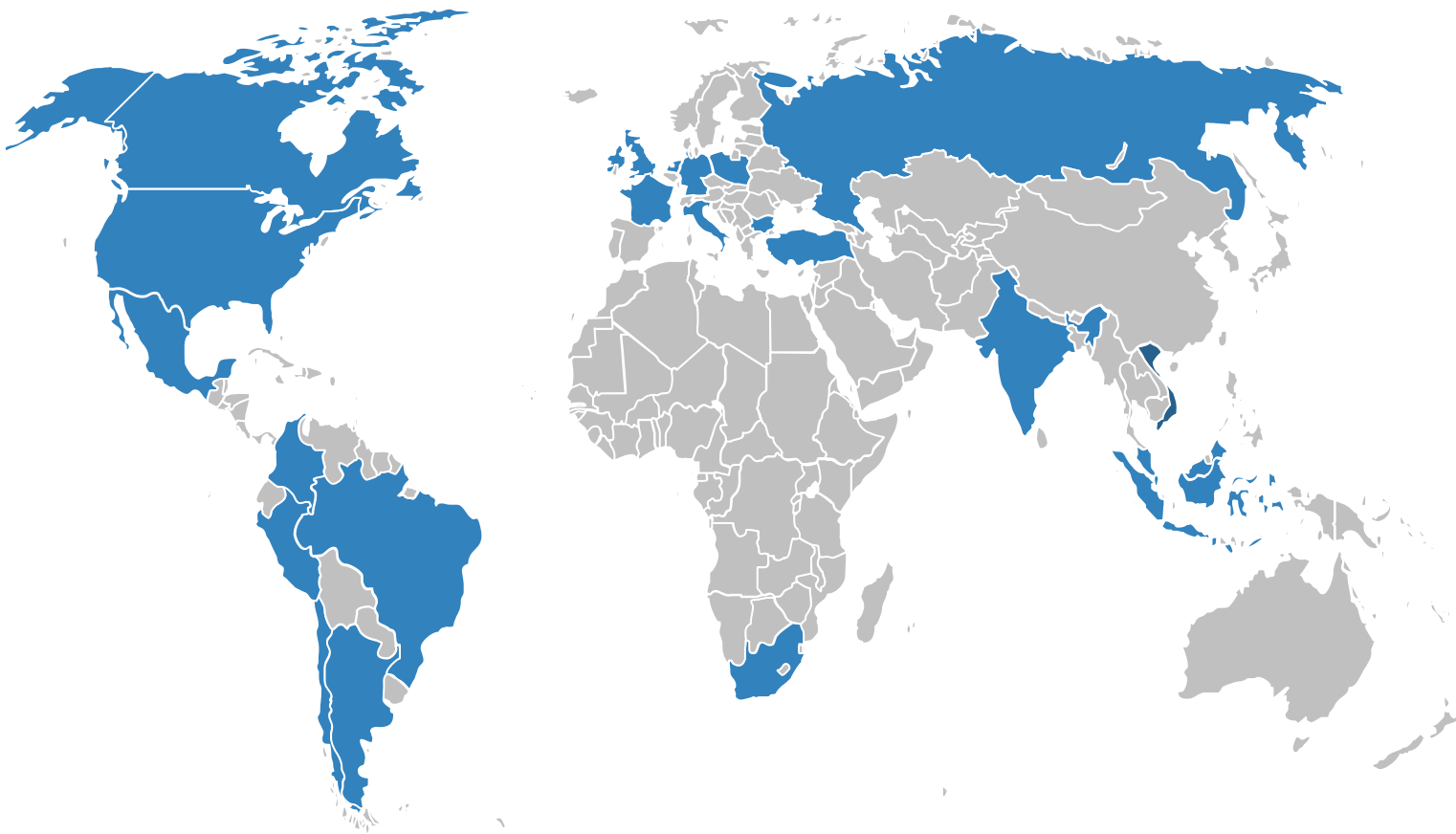


# Civility, Safety & Interaction Online

February 2020

# Study Methodology

The 2019 report is based on the views of 12,520 adults and teens questioned across 25 countries

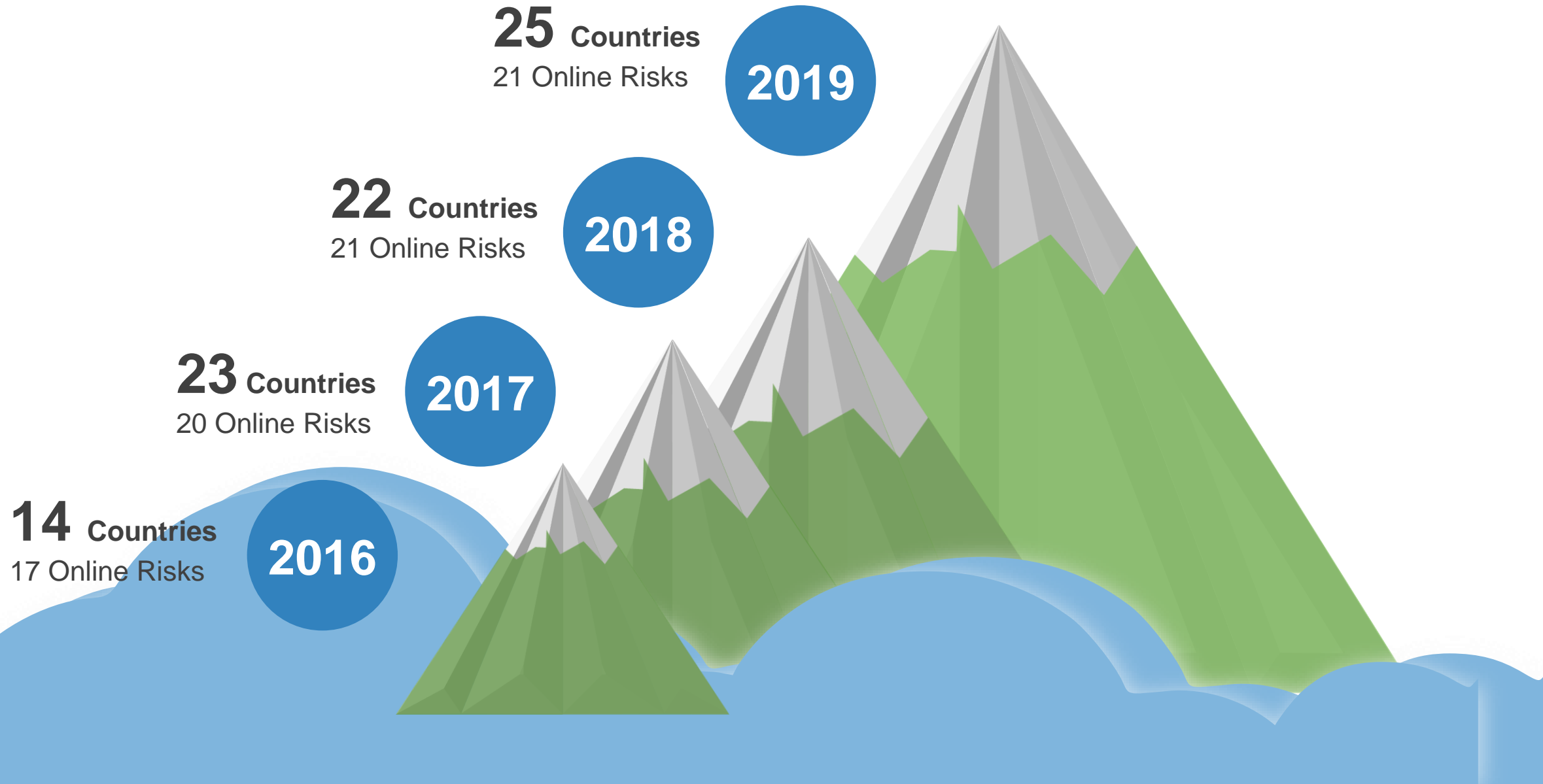


- 🌐 Adults 18-74, Teens 13-17
- 🌐 14-minute Web survey
- 🌐 Interviews conducted May 1-31, 2019

Argentina	502
Belgium	501
Brazil	502
Canada	500
Chile	503
Colombia	502
France	502
Germany	501
Hungary	500
India	502
<b>Indonesia</b>	501
Ireland	500
Italy	500
Malaysia	500
Mexico	500
<b>Netherlands</b>	504
Peru	500
<b>Poland</b>	500
Russia	500
Singapore	500
South Africa	500
Turkey	500
United Kingdom	500
United States	500
Vietnam	500

Countries in **Bold**  
new in 2019

# 42,000+ Interviews since 2016



# Key Research Questions



## Core Trends

Digital Civility Index  
Sources of online risk  
Pain caused by online risks  
Consequences & Actions taken  
Know where to find help



## New questions

Current & future state of digital civility  
Consumer's aspirations for digital civility  
Topics that generate uncivil behavior  
The number of times a risk has occurred

# The Rising Tide of Incivility

## Pessimism and Hope



**The Digital Civility Index increased 4-points to 70%.** About half of the twenty-five country DCI scores rose significantly, with fifteen countries registering their worst DCI since the study began in 2016. Many countries in the study have seen a rise of populist movements or politicians who employ incendiary rhetoric, fueling confrontational discourse that extends into the online world. Nearly four in ten adults said politics was at the center of rude, uncivil or abusive interactions online.

**Harm from online risks rose.** The pain, anxiety and real-world consequences associated with risks accelerated in 2019. There has been a global decline in people taking positive actions including elements of the Digital Civility Challenge.

**People hold a pessimistic view on the state of digital civility.** More than half of respondents rated the current state of online civility as bad and did not foresee major improvements in the coming year. Respondents were more optimistic when asked about the prospects for civility improving in the decade ahead.

**Hope and expectations that Technology can help.** Half of respondents believe technology and social media companies will create tools and policies that encourage respectful and civil behavior. Respondents have an expectation that technology will give them ways to better protect their personal information and privacy in the future.

**A desire for a more civil online world.** Users hoped that the online world of the 2020's would be characterized by respect and safety, along with freedom and civility.

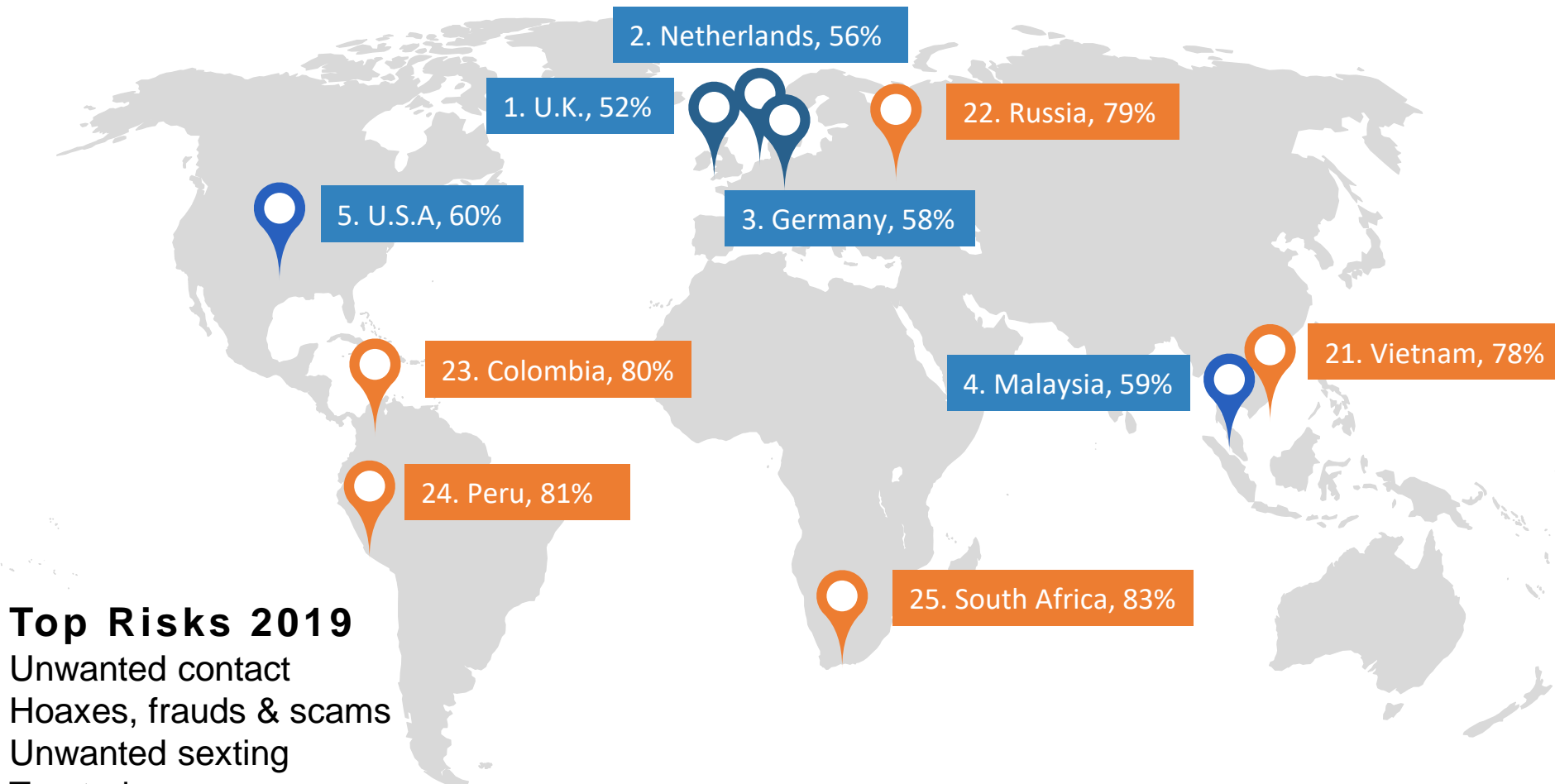
The background is a photograph of a mountain range at sunset. The sky is a mix of orange, yellow, and purple. The mountains are layered, with the foreground being dark and silhouetted, and the background mountains appearing in shades of blue and purple. A large white bracket graphic is positioned on the right side of the text, spanning the height of the title. There are also several diagonal, semi-transparent white lines crossing the right side of the image.

# The Digital Civility Landscape



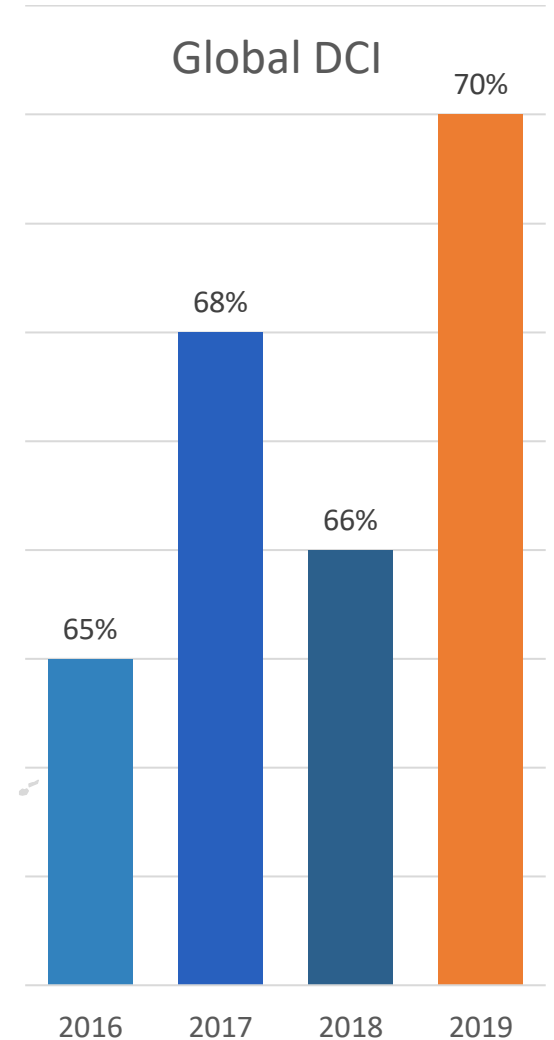
# Digital Civility Index

Top 5, Bottom 5 countries ranked by DCI



## Top Risks 2019

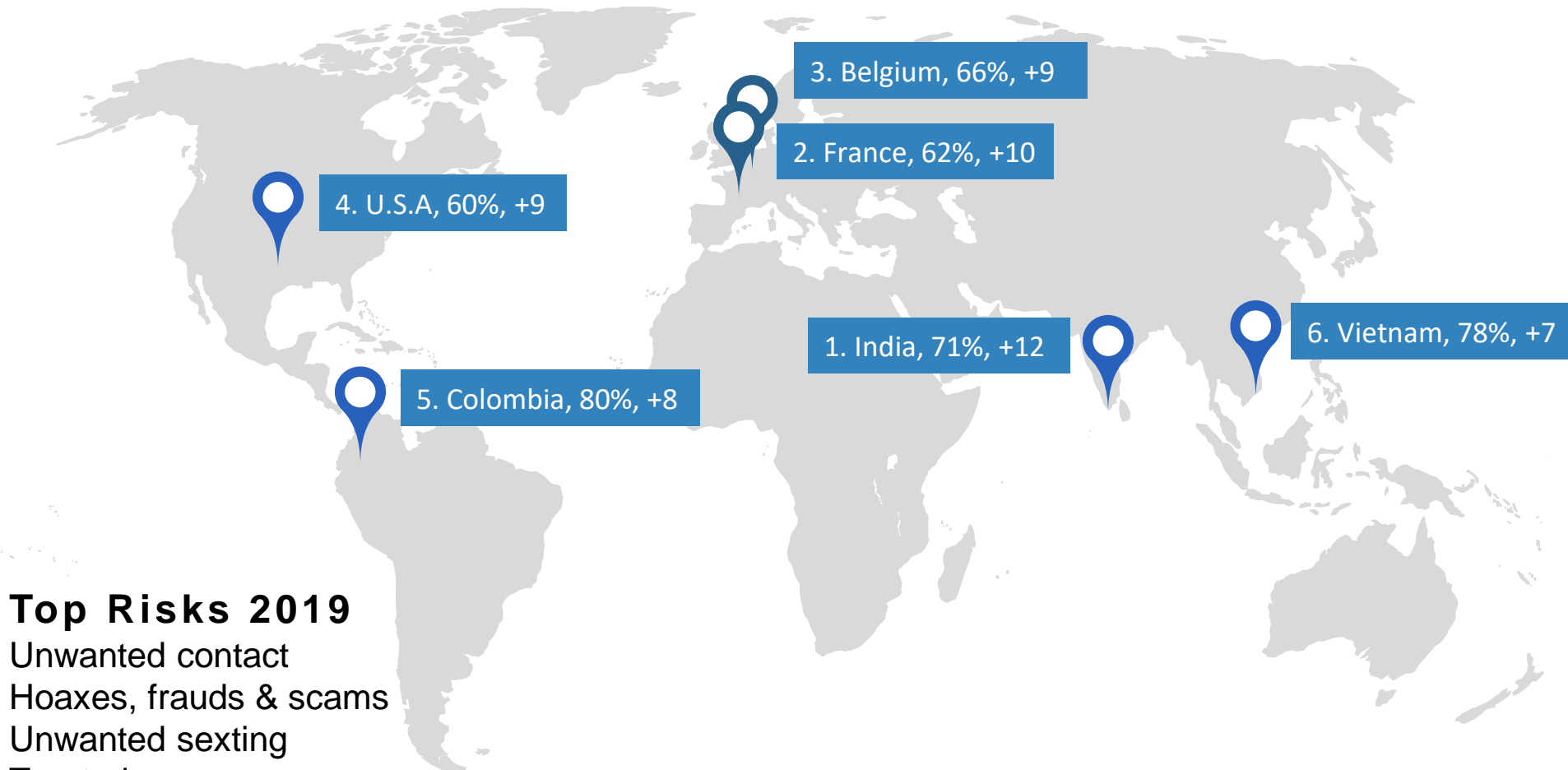
Unwanted contact  
Hoaxes, frauds & scams  
Unwanted sexting  
Treated mean  
Trolling



Adjusted for YOY country lineup differences

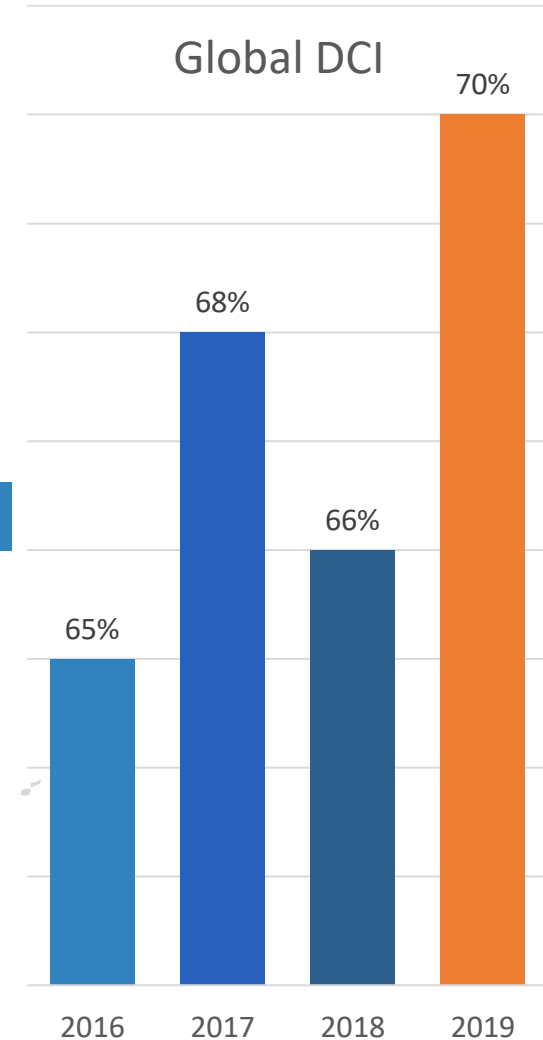
# Digital Civility Index

Biggest moves of 2019



## Top Risks 2019

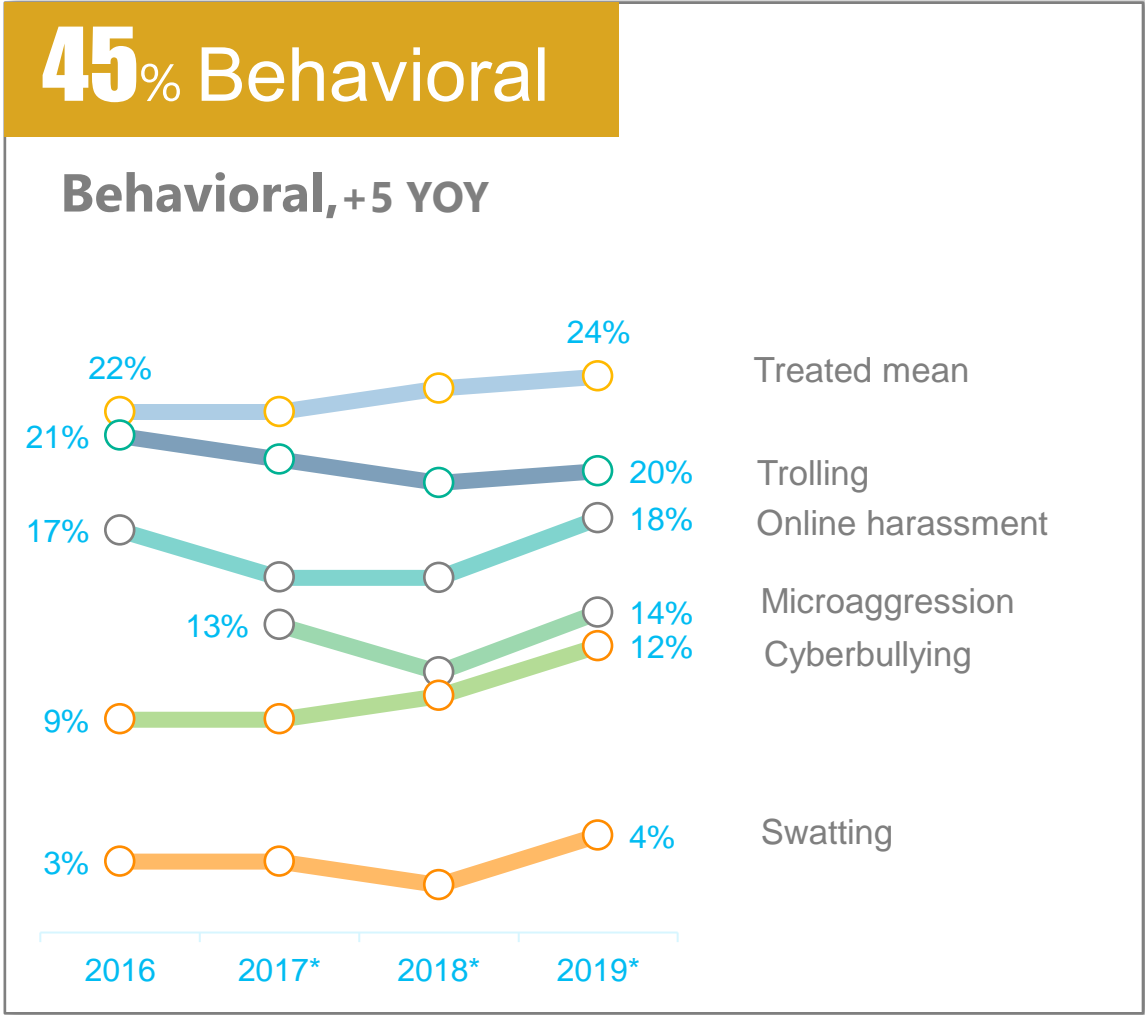
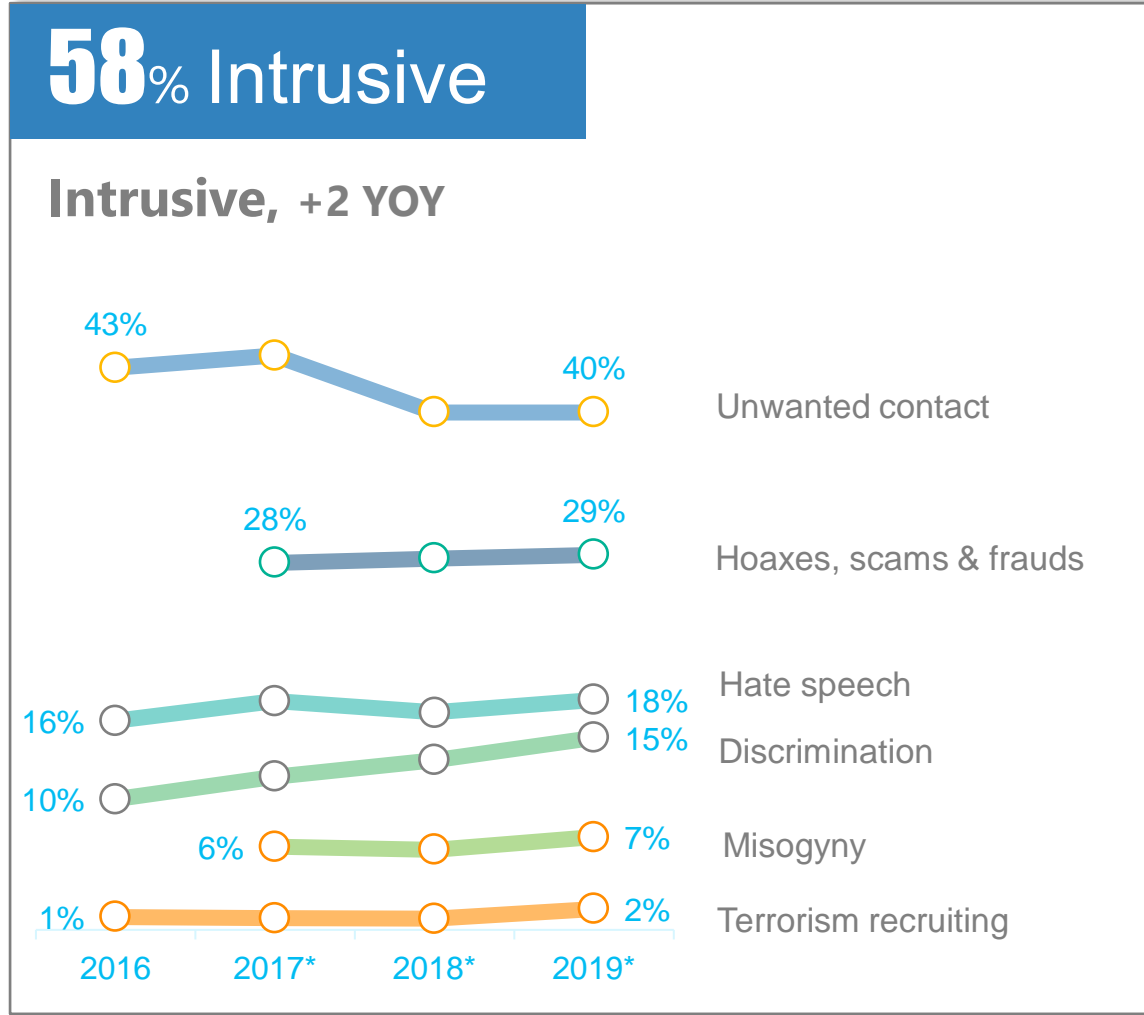
Unwanted contact  
Hoaxes, frauds & scams  
Unwanted sexting  
Treated mean  
Trolling



2017-2019 adjusted for YOY country lineup differences



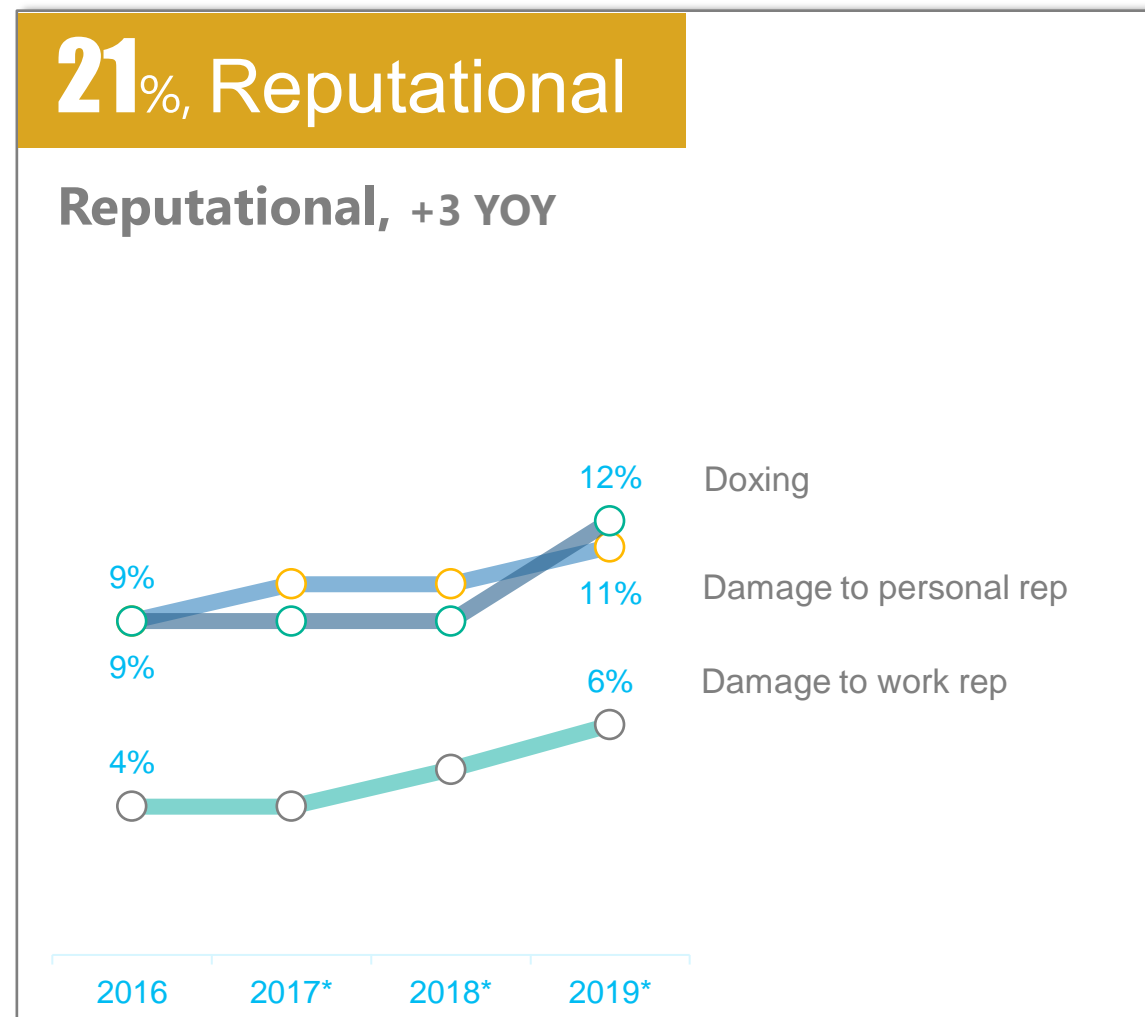
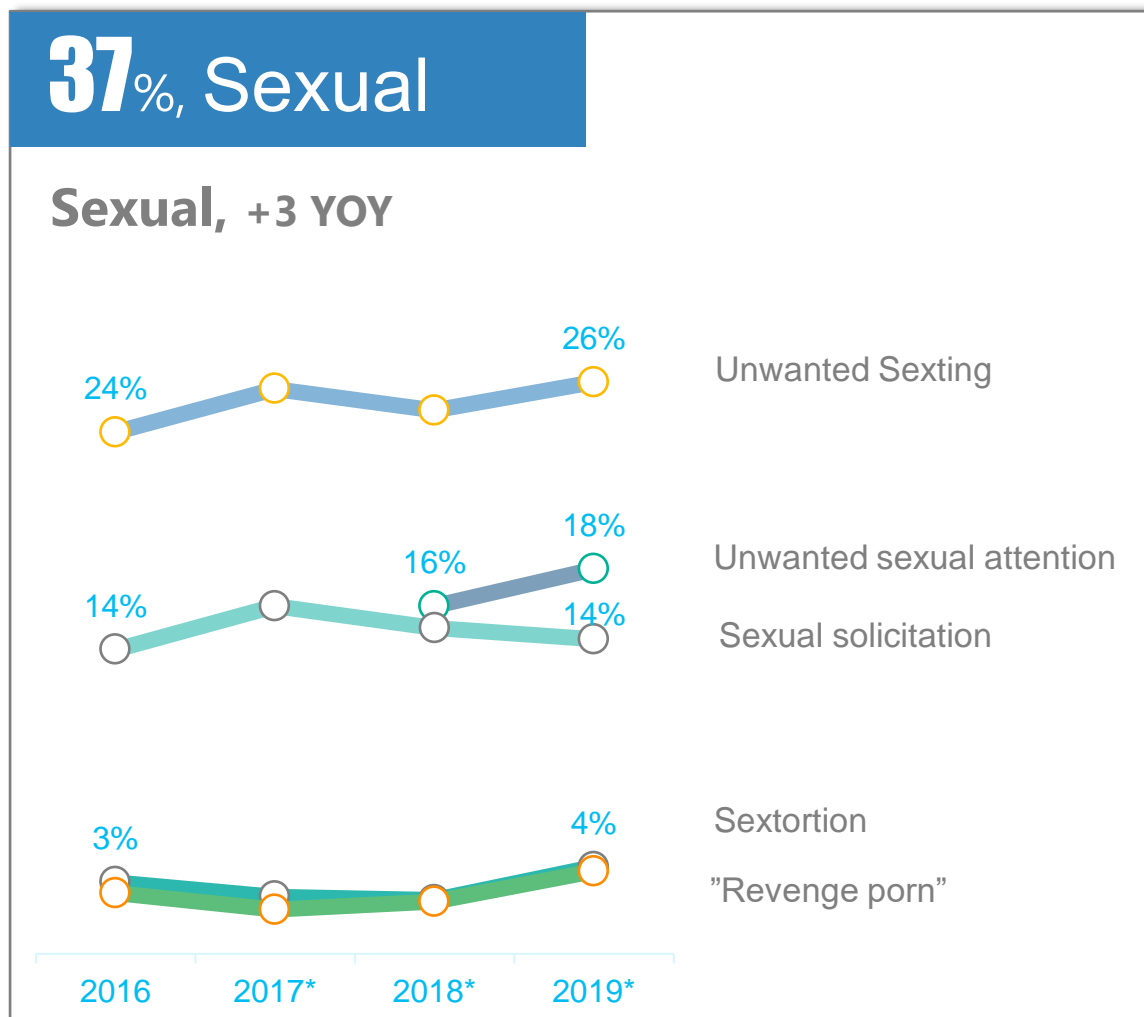
# Intrusive & Behavioral Risk Trends



\* Adjusted for YOY country lineup differences

Q2: Which of these has ever happened to you or to a friend/family member ONLINE?

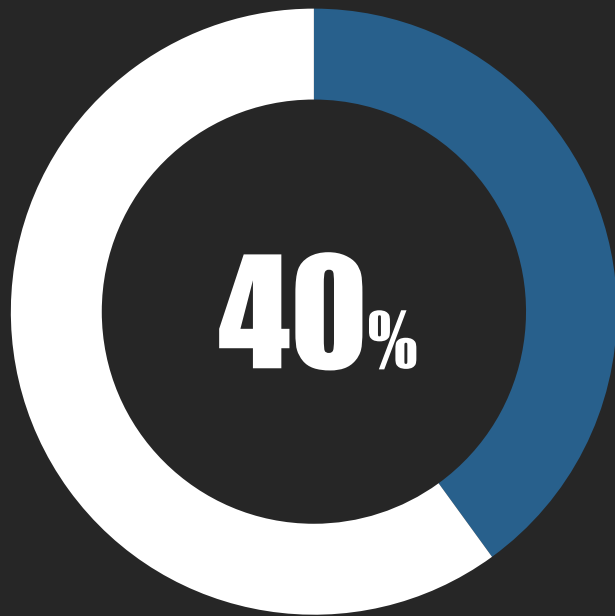
# Sexual & Reputational Risk Trends



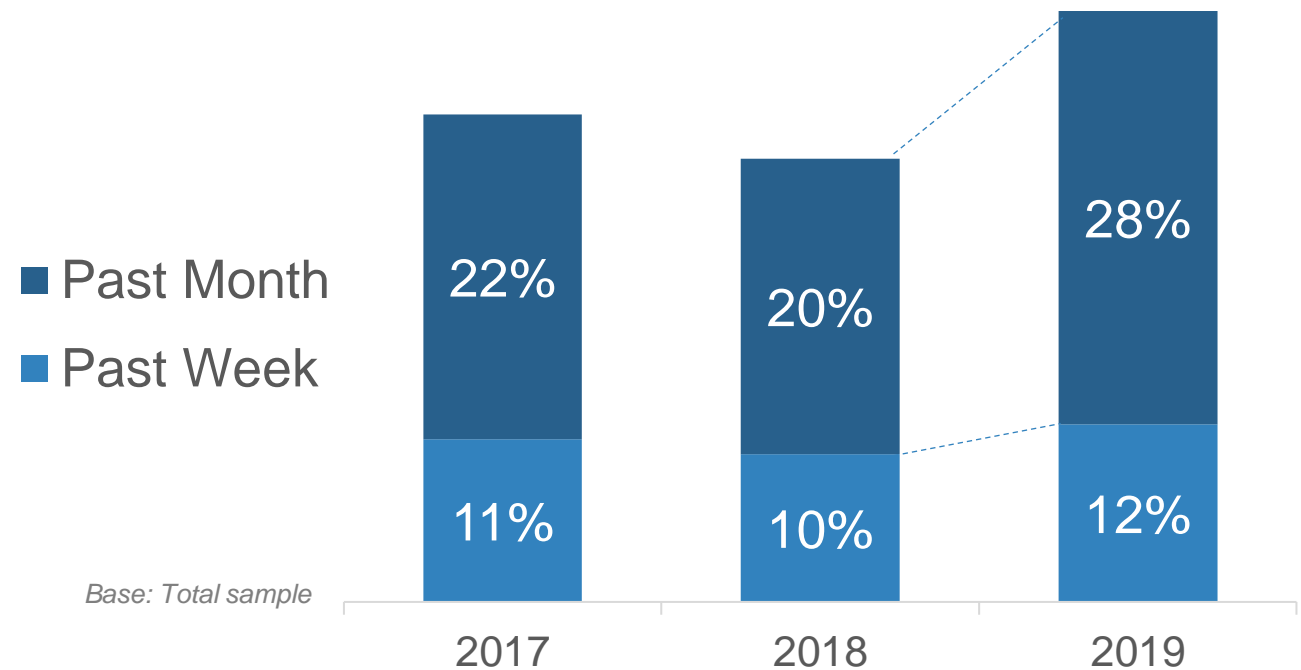
\* Adjusted for YOY country lineup differences

Q2: Which of these has ever happened to you or to a friend/family member ONLINE?

# Risks happened more recently

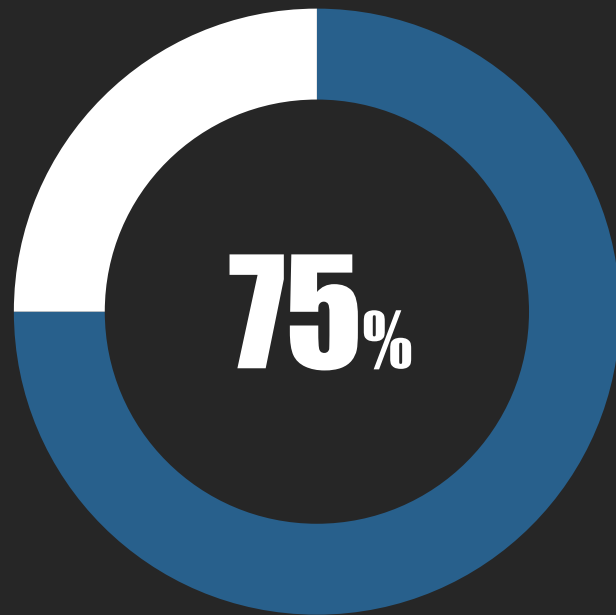


Risk happened in the  
past week/month (Any risk)



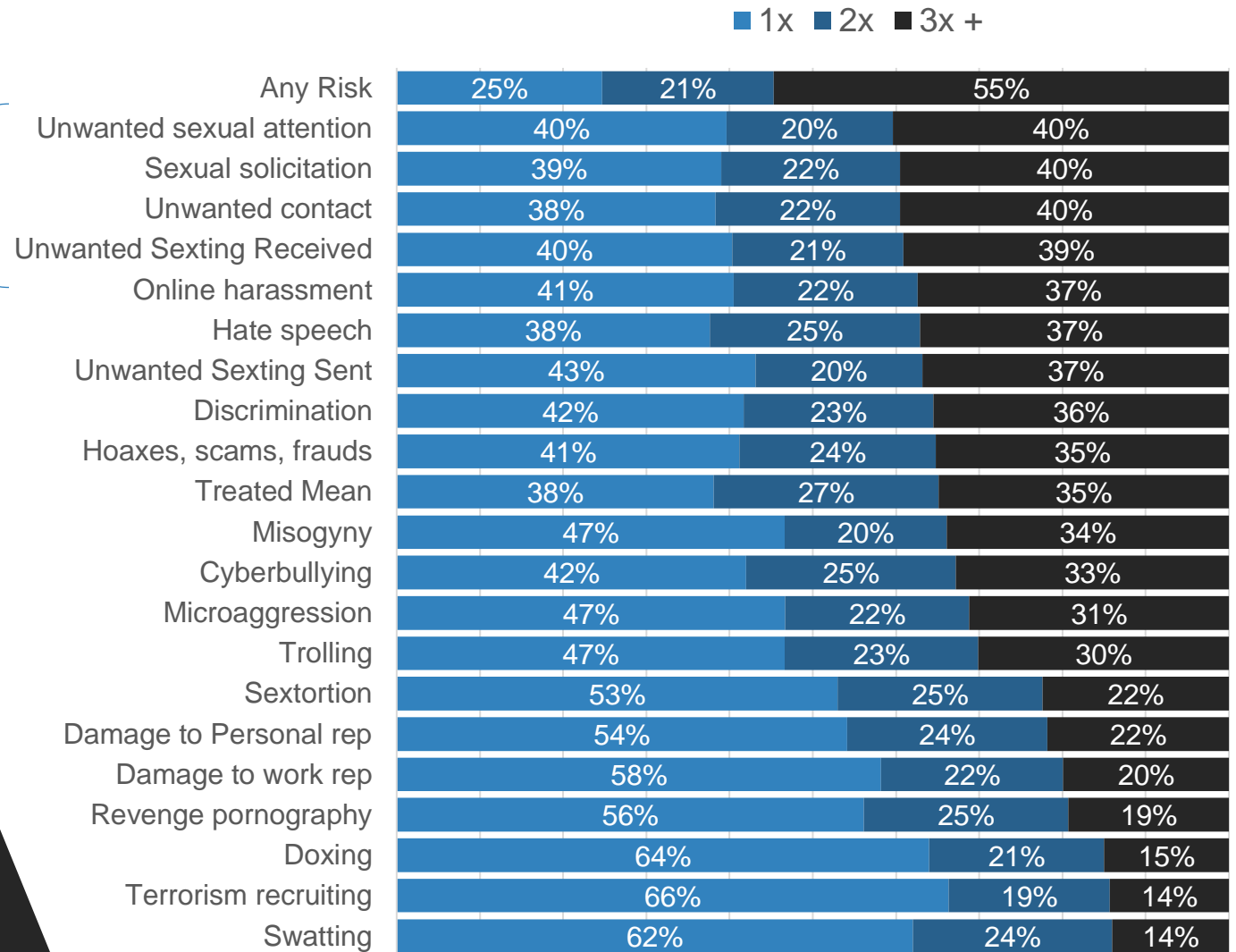
Q6: When was the last time these events happened to you

# Three in four experienced risks repeatedly (*two times or more*)



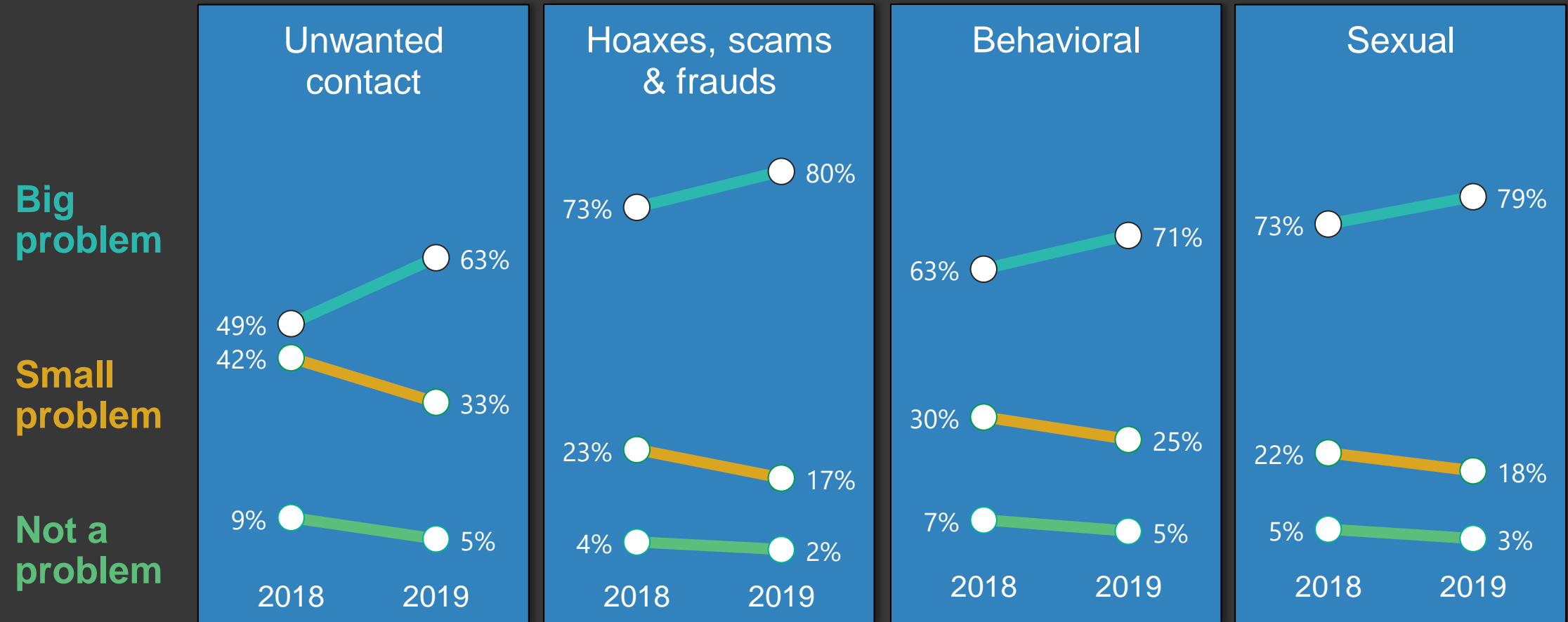
Experienced a risk 2 or more times (Any risk)

## Sexual risks



# Risks are a bigger problem

*How big a problem is...*





92%

Suffered pain from online risks is up 8 points



No pain

**8%** (-8 YOY)



Mild pain

**24%** (-5 YOY)



Moderate pain

**31%** (+4 YOY)



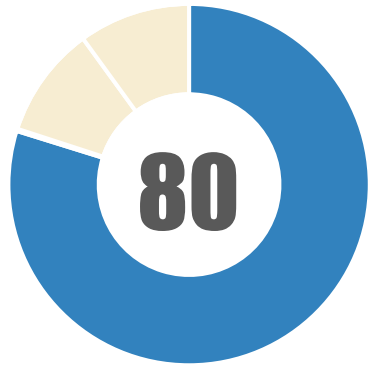
Severe pain

**37%** (+9 YOY)

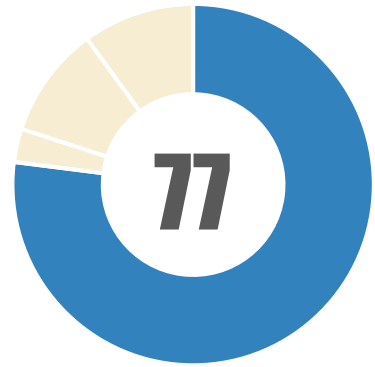


# The five most painful online risks

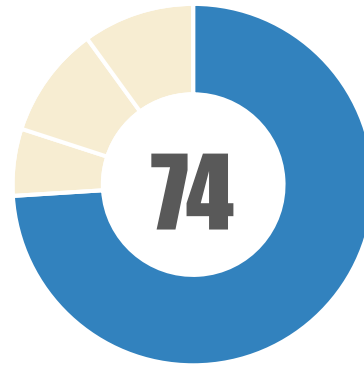
(% suffered moderate or severe pain, minimum 5% risk incidence)



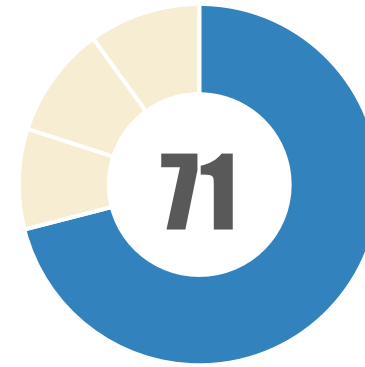
Damage to  
personal  
reputation



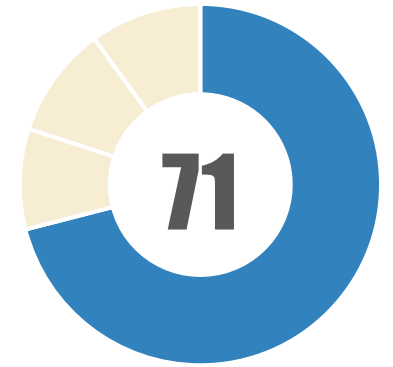
Damage to  
professional  
reputation



Cyberbullying



Misogyny



Discrimination

YOY ▲ +6

+6

+6

+15

+5



64%

Worry that risks will happen again is up 8 points

Extremely, very or somewhat worried

52%

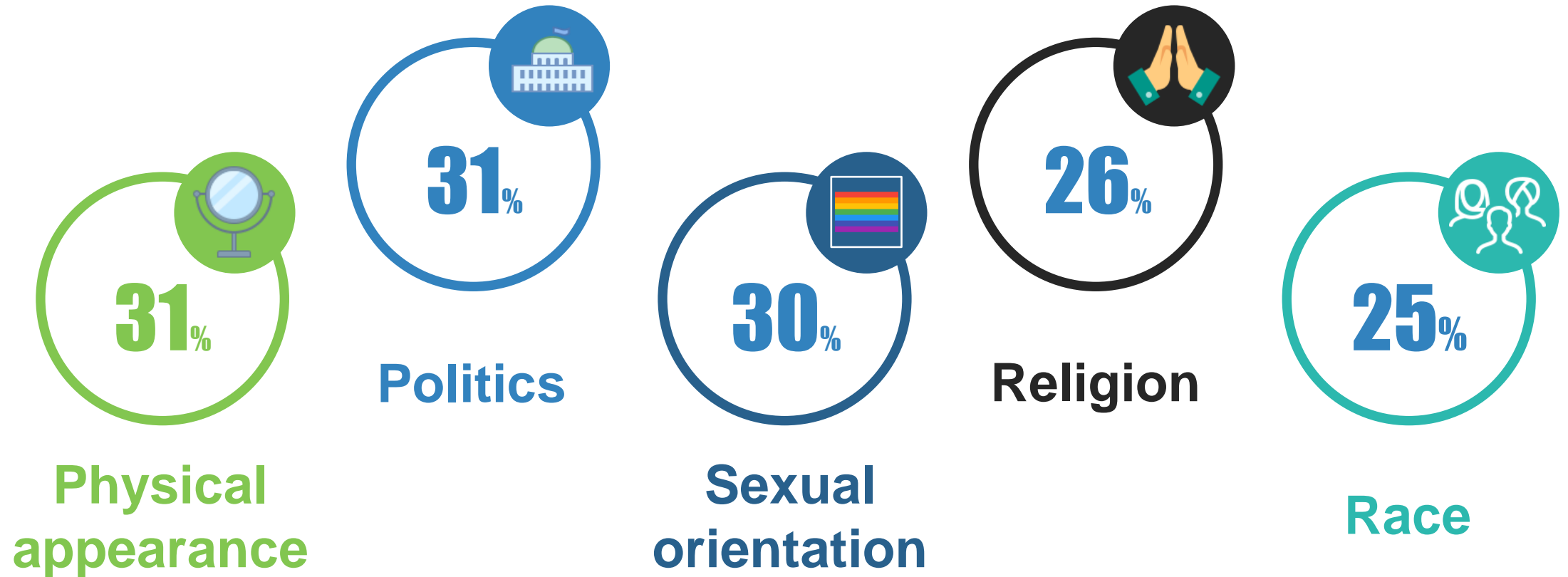
2018

64%

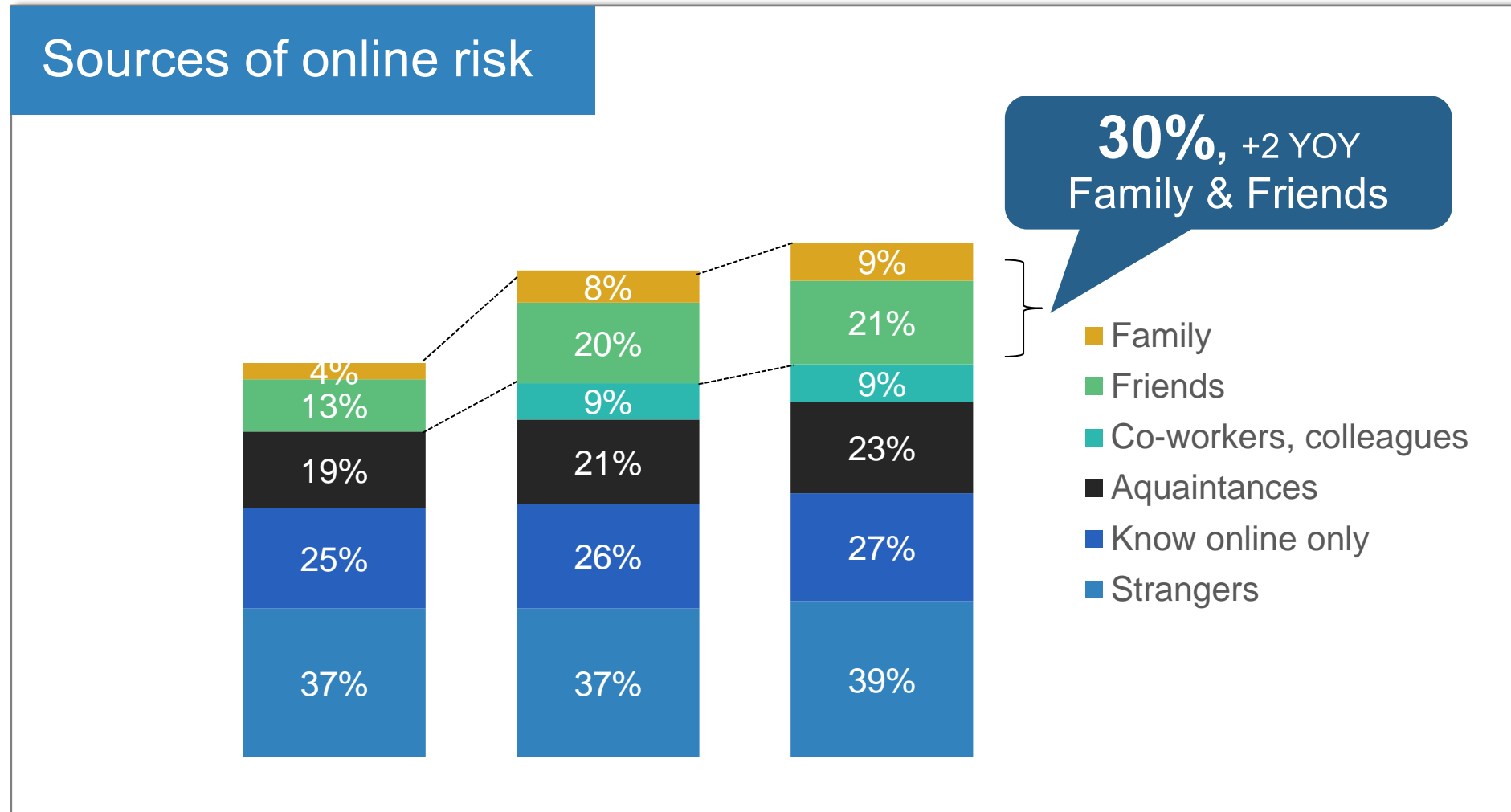
2019

*Base: experienced risk*

# Topics that drive the most incivility

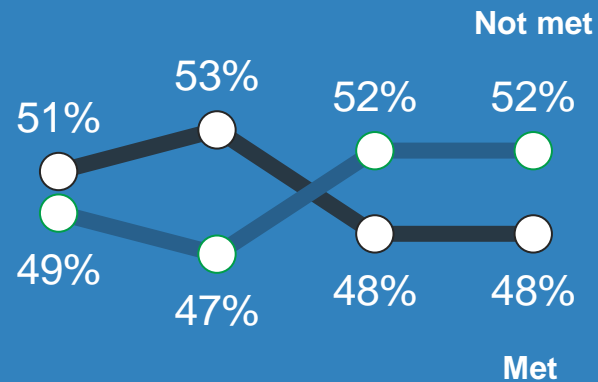


# Risks from family & friends edged higher



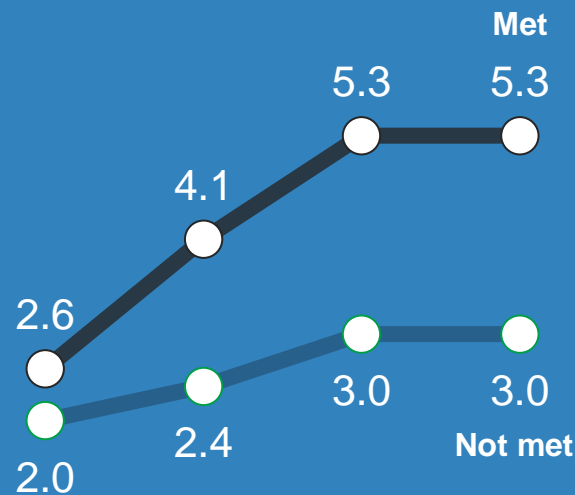
# Familiarity with the perpetrator is associated with more risk & consequences

Nearly half had met the perpetrator in real life



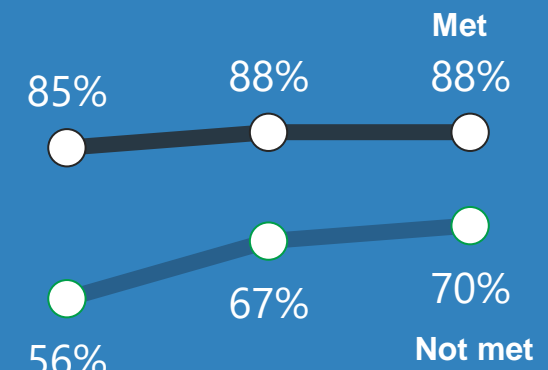
2016 2017 2018 2019

Number of risks is higher for those who met the perpetrator



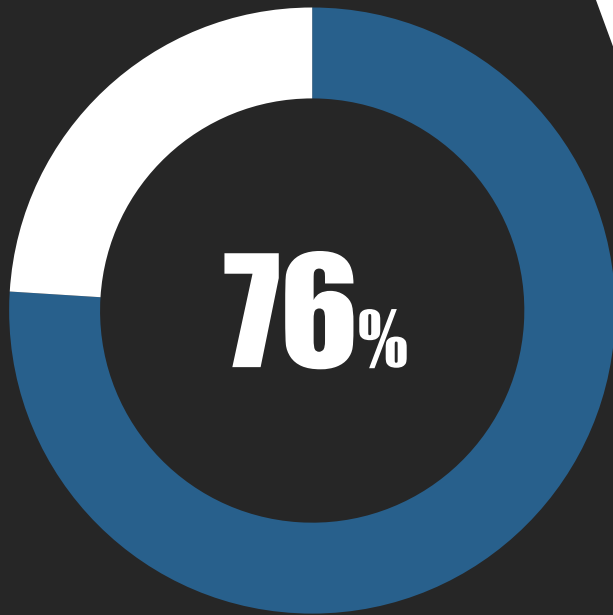
2016 2017 2018 2019

Consequences are higher for those who met the perpetrator



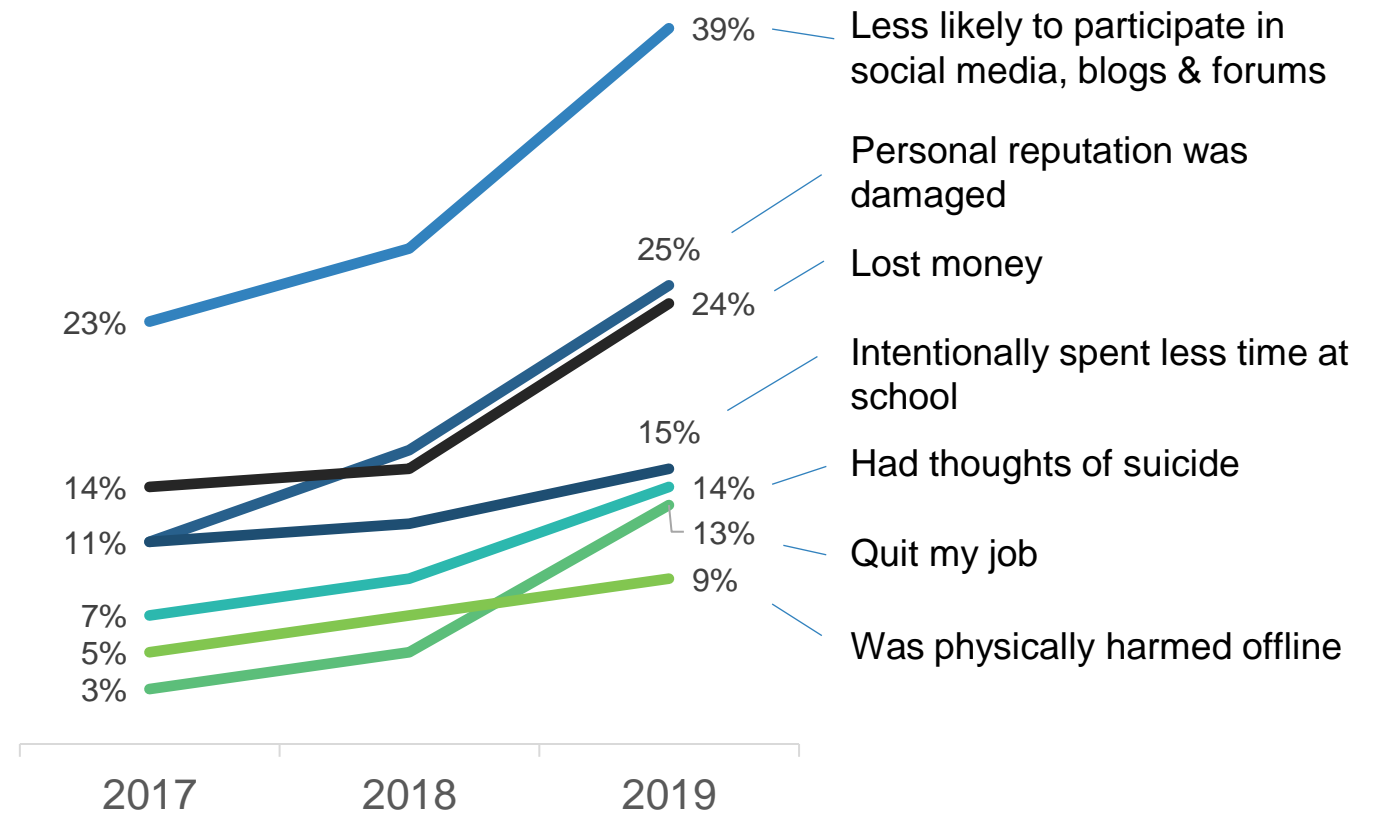
2017 2018 2019

# Three in four experienced a consequence



Experienced a  
consequence  
+6 YOY  
(Any consequence)

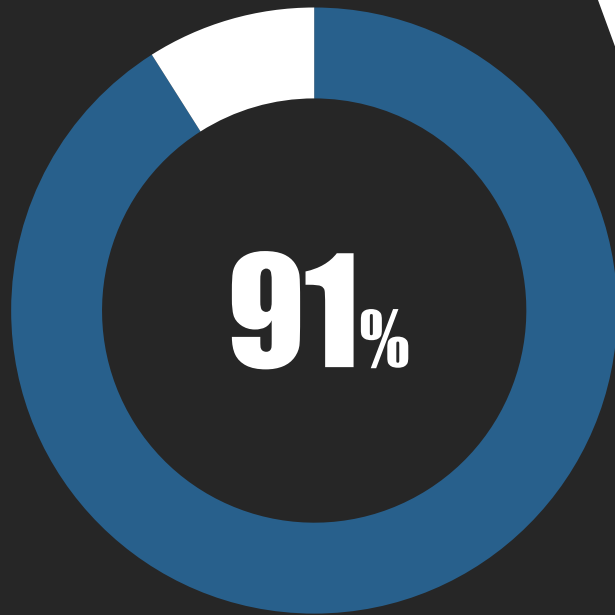
## 7 biggest changes



Q9: Please tell us if any of the following has ever happened to you or to a friend/family member as a consequence of being treated uncivilly

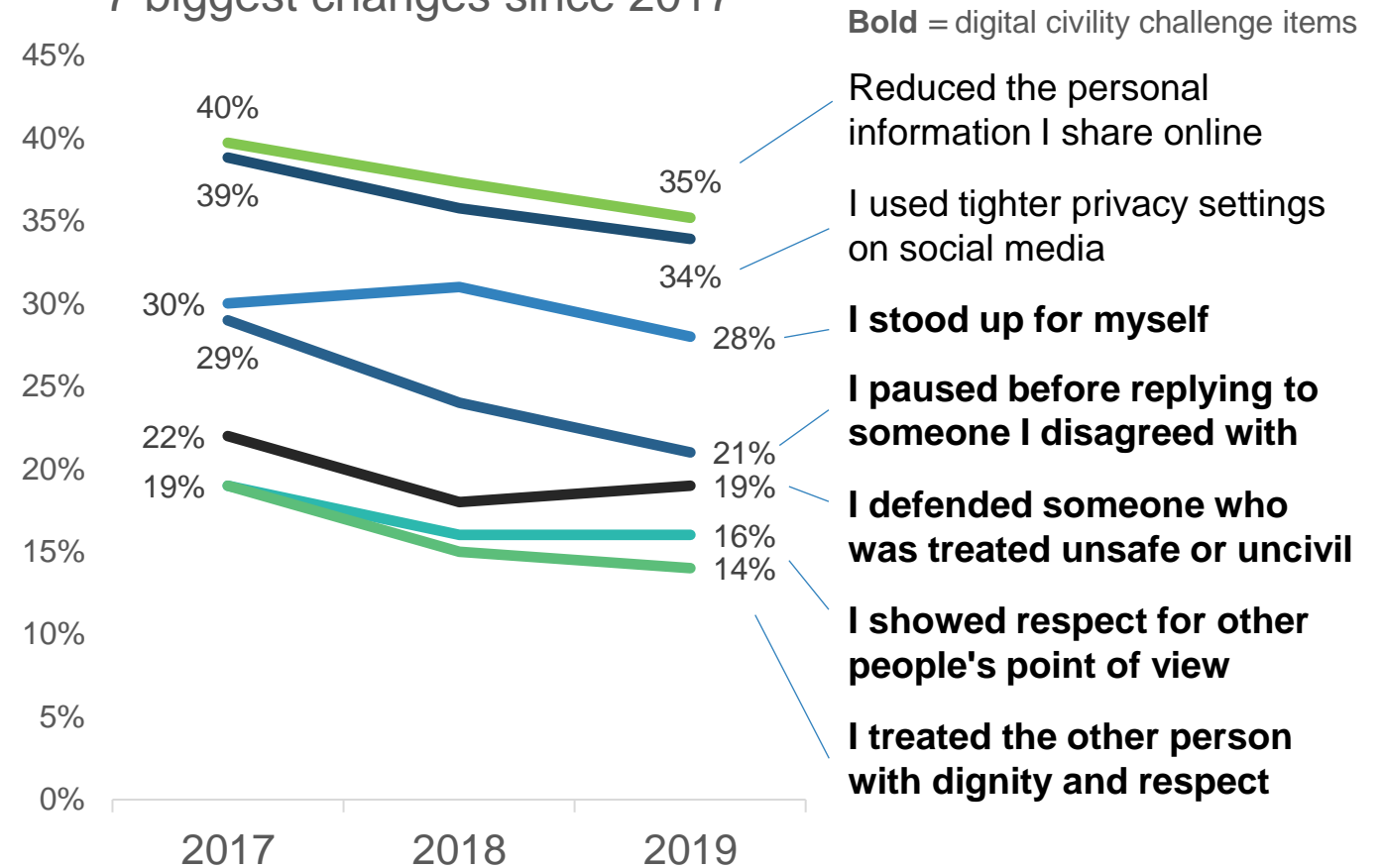


# Many actions were taken less often



Actions taken  
+1 YOY  
(Any action taken)

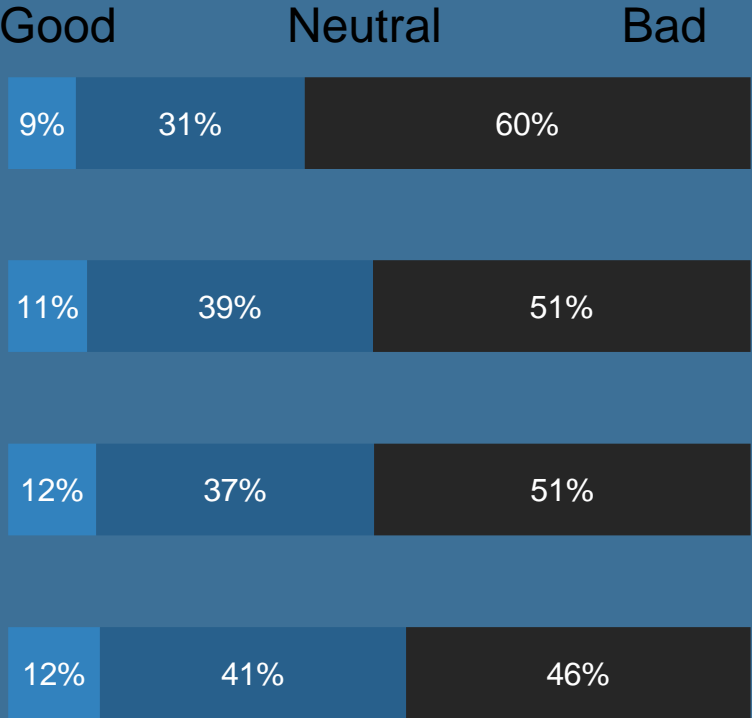
## 7 biggest changes since 2017



Q9: Please tell us if any of the following has ever happened to you or to a friend/family member as a consequence of being treated uncivilly

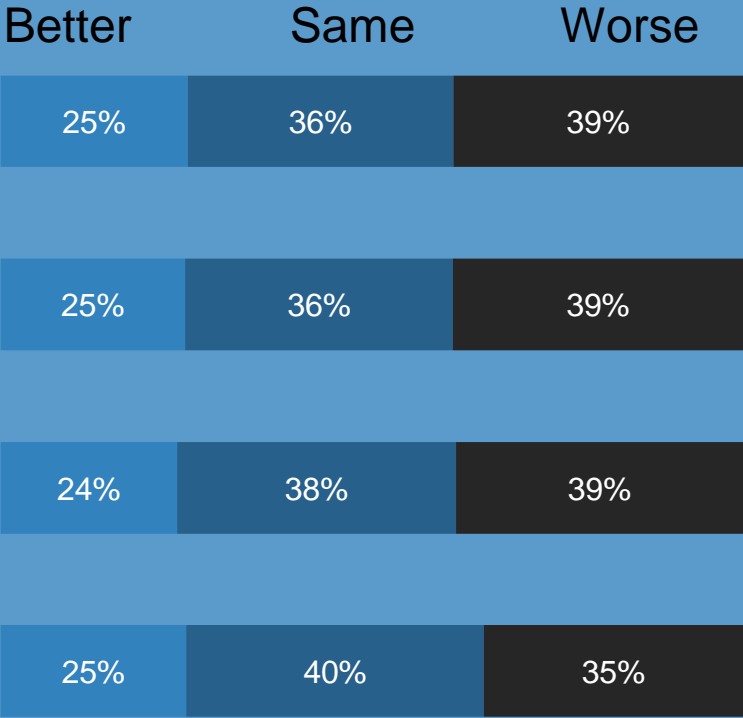
# Perceptions about Digital Civility: Present & Future

Digital civility was rated poorly today



Q2019.1.1: What would you say is the current state of digital civility in your country regarding

Slightly more pessimistic for the coming year



Q2019.1.2: A year from now, do you expect the state of online civility in your country to be:

# A longer time horizon gives rise to greater optimism

Technology and social media companies' tools and policies to encourage respectful and civil behavior while punishing bad behavior will be...

Your ability to protect your personal information and privacy online will be...

The number of women who experience sexual harassment or abuse online will be...

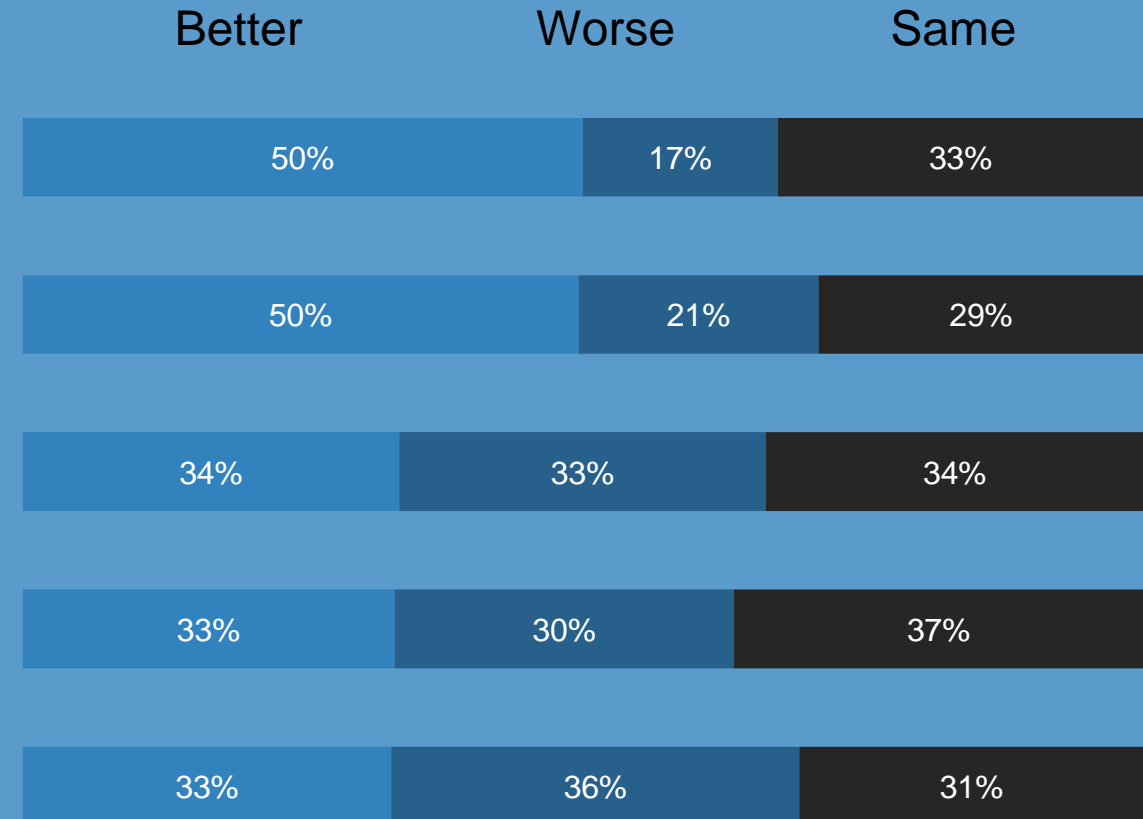
Online discussions about local, national or international politics will be...

The number of teens who are bullied, harassed or abused online will be...

*Technology can help encourage civil behavior*



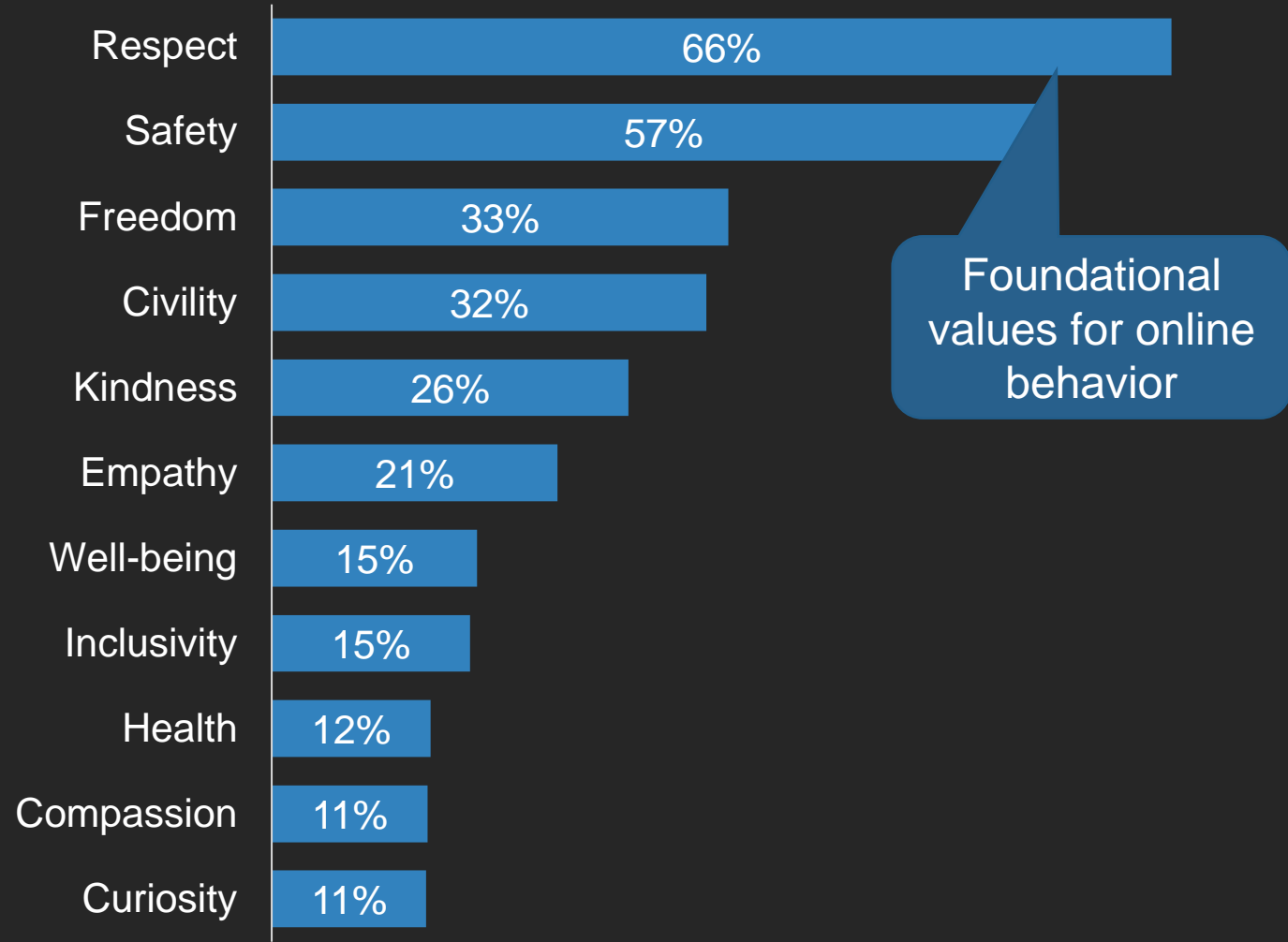
## Expectations for the 2020's



Q12F: Next year will begin the new decade of the 2020s. Thinking ahead to the 2020s, do you expect...



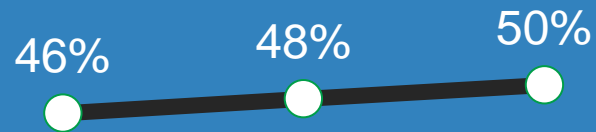
# Aspirations for the next decade



Q12G: Which three words best describe what you hope will come to define online experiences and interactions during the next decade?

# Finding & getting help is becoming easier

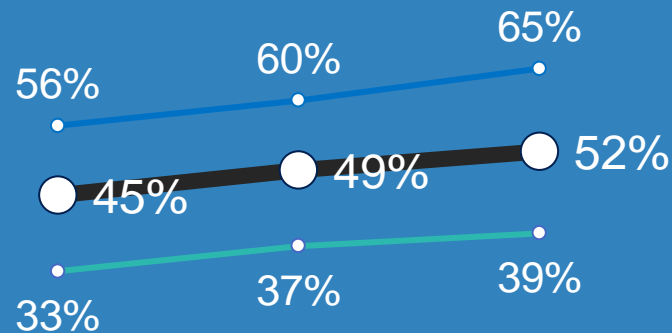
Confidence in handling risks inches higher...



2017 2018 2019

Extremely/very confident

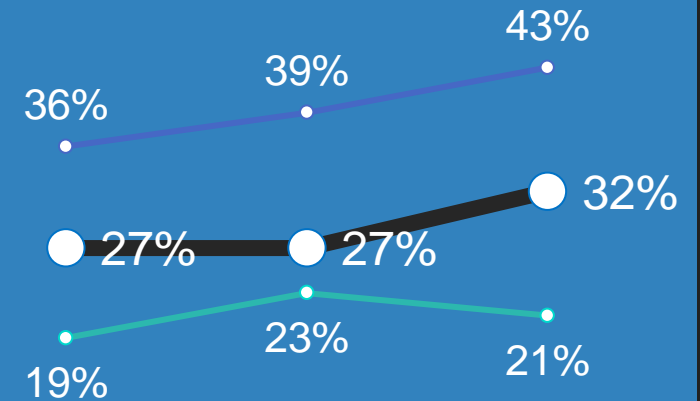
...while knowing where to find help continues to rise...



2017 2018 2019

Yes Teens Adults

...And getting the help you needed became easier



2017 2018 2019

Easy to get Teens Adults

Q10: How confident are you in your ability to manage uncivil behavior online?

Q11: If you need help, do you know where to get help to manage online risks or uncivil behavior online?

Q11a: How difficult was it to get help when you were treated in an unsafe or uncivil manner?



A large crowd of diverse people in a stylized illustration. The crowd is composed of many small, colorful figures of people in various poses and outfits, representing a wide range of ages, genders, and ethnicities. The crowd is spread across the entire frame, with a diagonal split between a light blue background on the left and a white background on the right. A large, white, stylized letter 'E' is superimposed over the center of the crowd.

# Audiences



## Profile of Teens



**66%**

Experienced  
a risk

YOY ▲ +3

**70%**

Moderate-  
Unbearable pain

+12

**66%**

Worry risk will  
happen again

+11

**77%**

Suffered a  
consequence

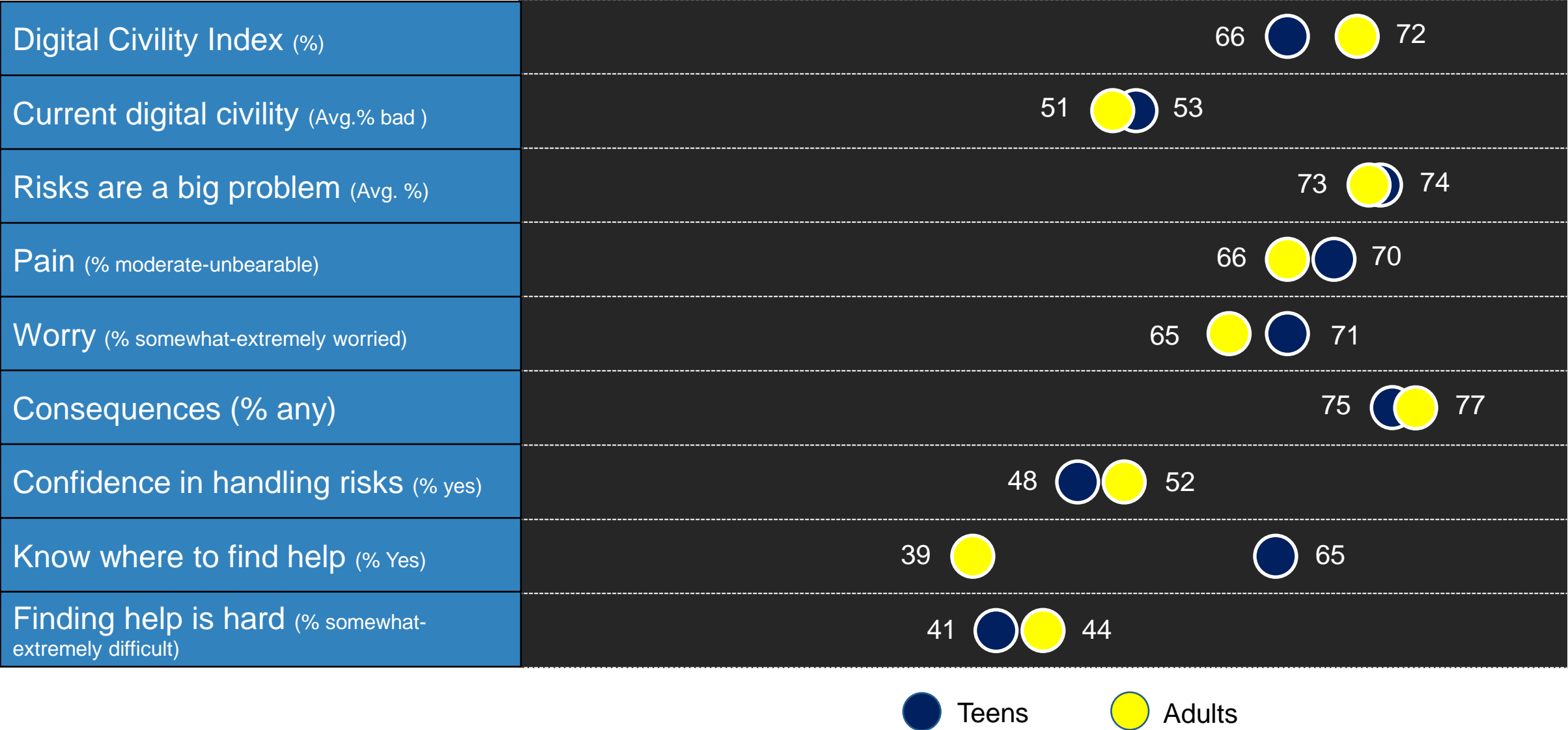
+7

**48%**

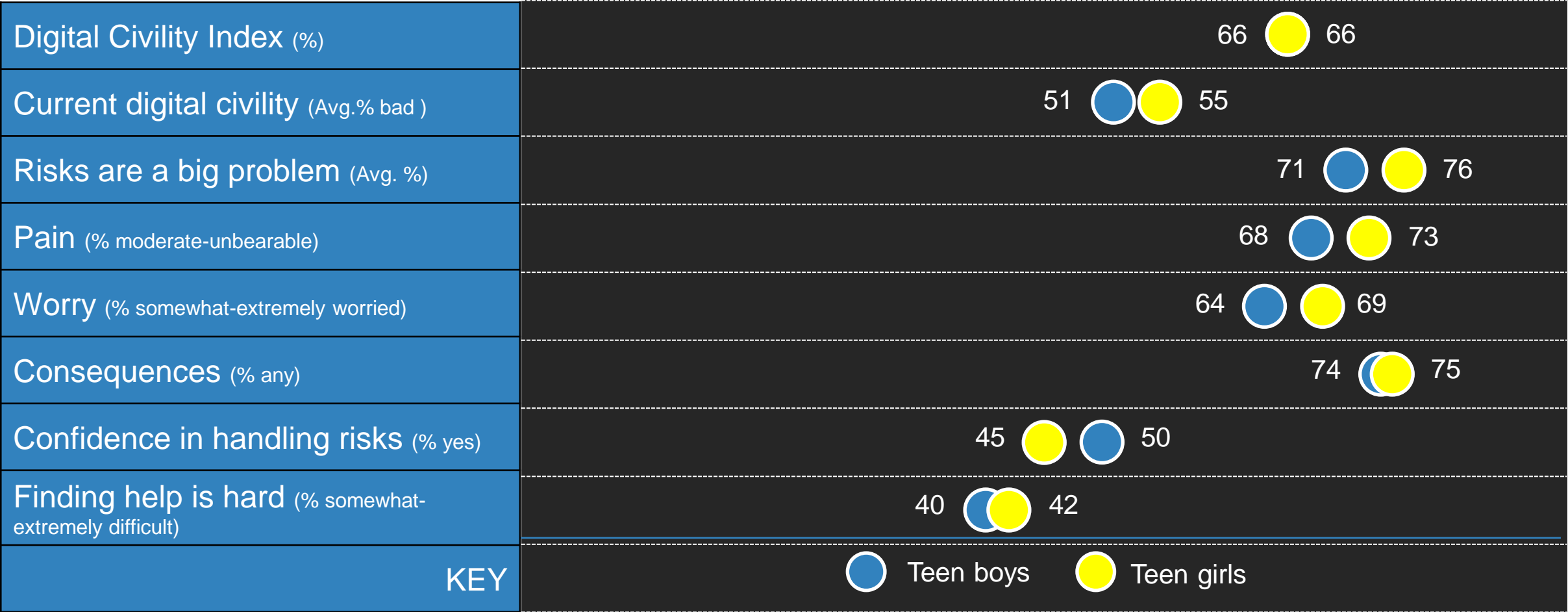
Asked  
parents for  
help

+6

# Teens better at finding help vs. Adults

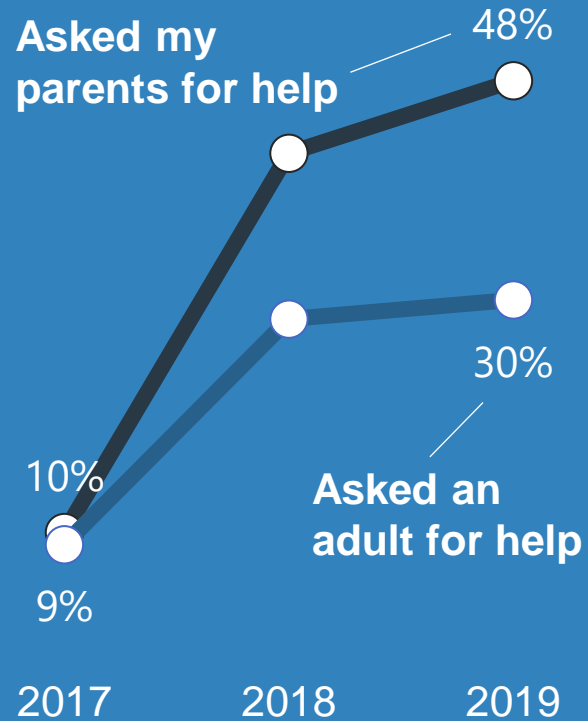


# Teen girls feel more at risk than Teen boys

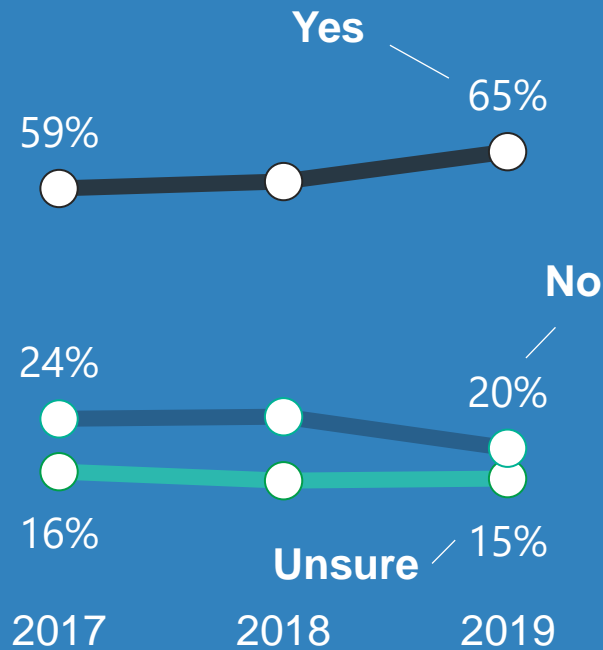


# Teens asking parents for help continued to grow

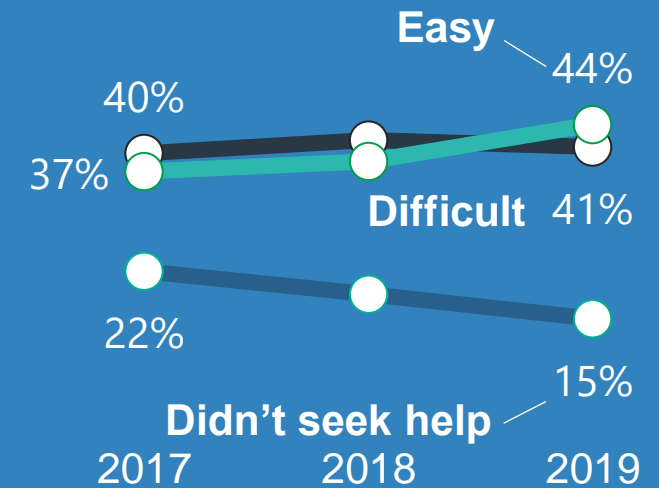
## Teens more likely to ask for help



## Two-thirds know where to find help



## And it's easier to get help

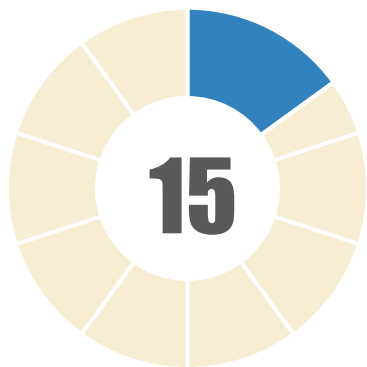
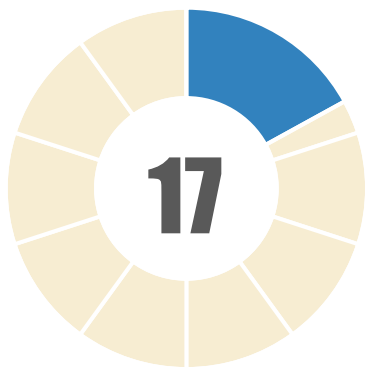
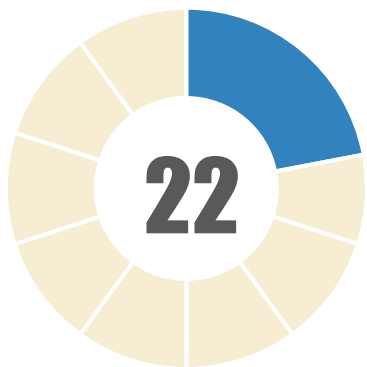
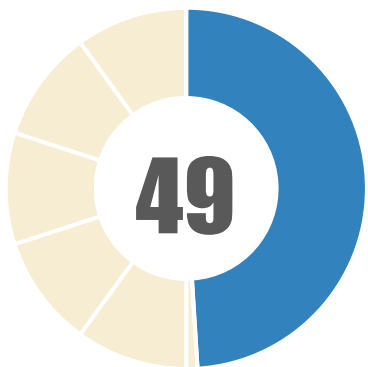
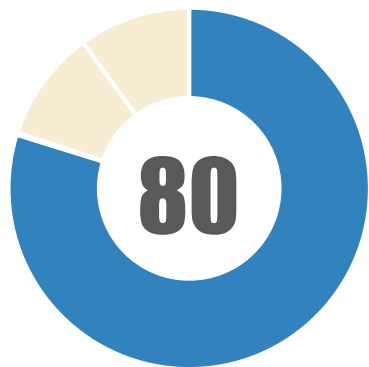


Q10: How confident are you in your ability to manage uncivil behavior online?

Q11: If you need help, do you know where to get help to manage online risks or uncivil behavior online?

Q11a: How difficult was it to get help when you were treated in an unsafe or uncivil manner?

# The best role models are Parents & Teachers



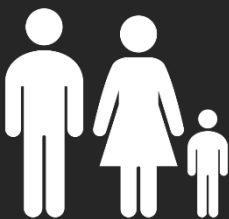
Parents

Teachers

Other adults

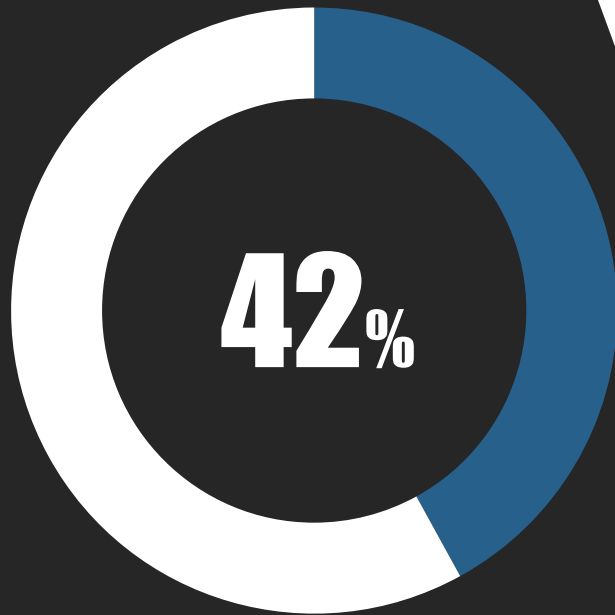
Athletes

Famous people



Base: Teens. Q12.2: A role model is a person who serves as an example and influences others. Thinking about your own life, which of the following are good role models who display civil and respectful behavior online?

# Many Teens are troubled when their parents post about them on social media



Teens who reported having a problem

A problem

Big problem

11%

Medium problem

14%

Small problem

17%

Not a problem

30%

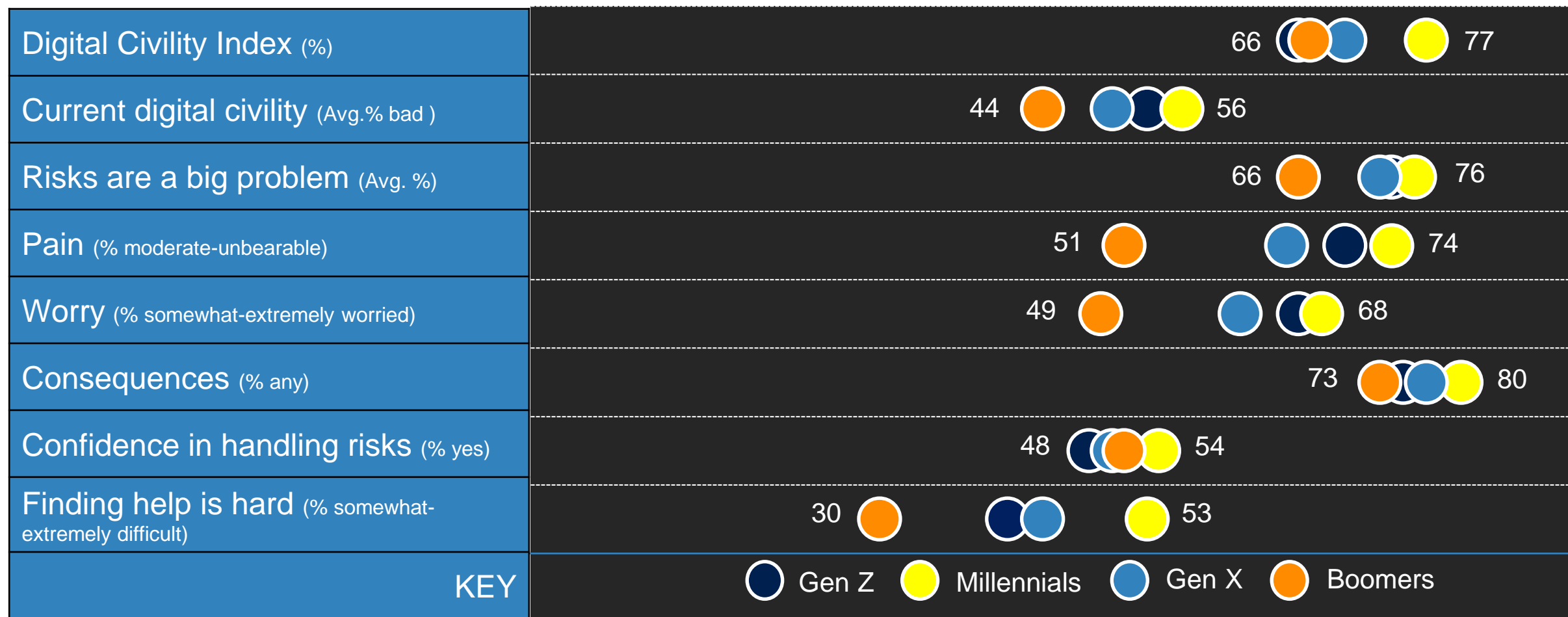
Parents never posted about me without my knowledge or permission

28%

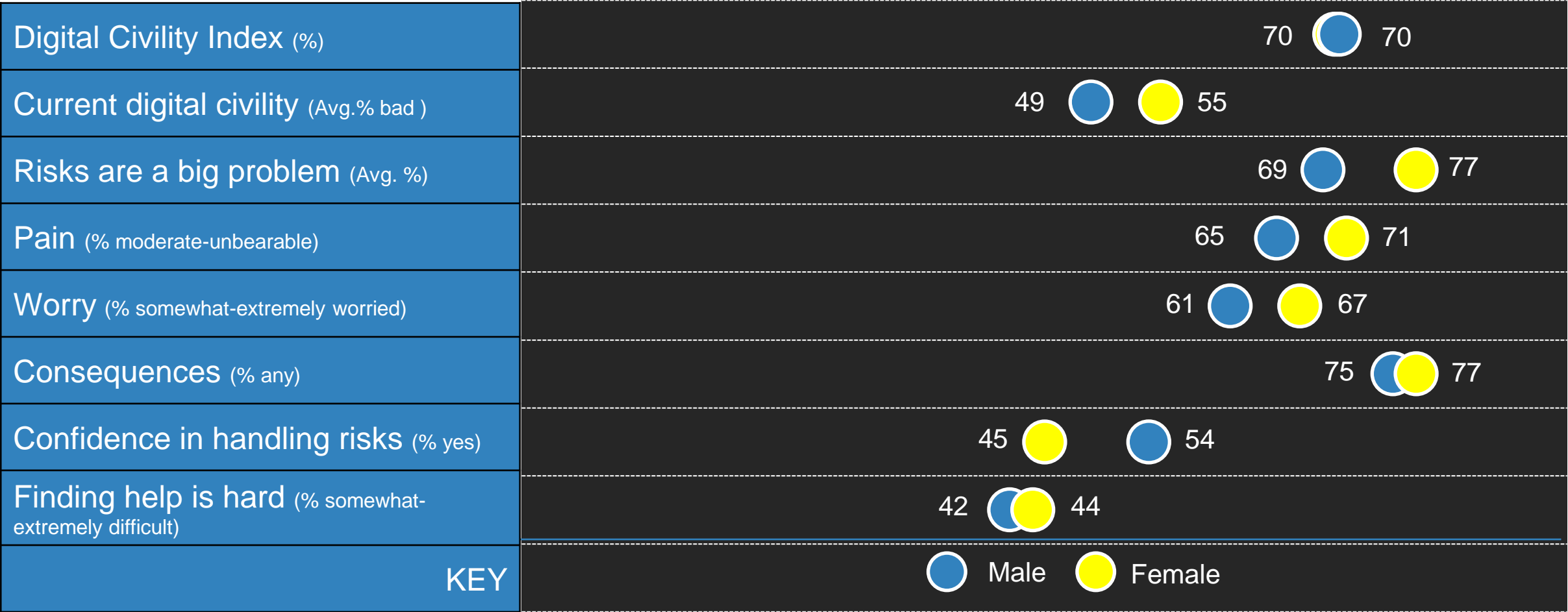
Q12.3: Do you have any problems with your parents posting pictures, videos or news about you online without your knowledge or permission that other people might see



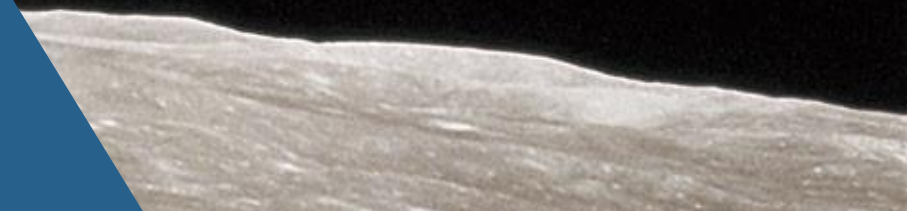
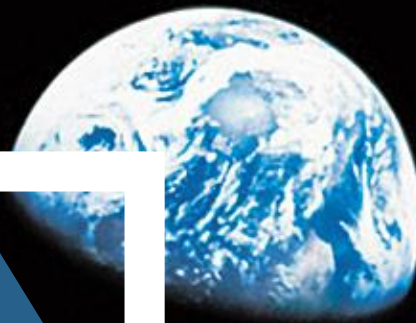
# Millennials are the most at risk adult group



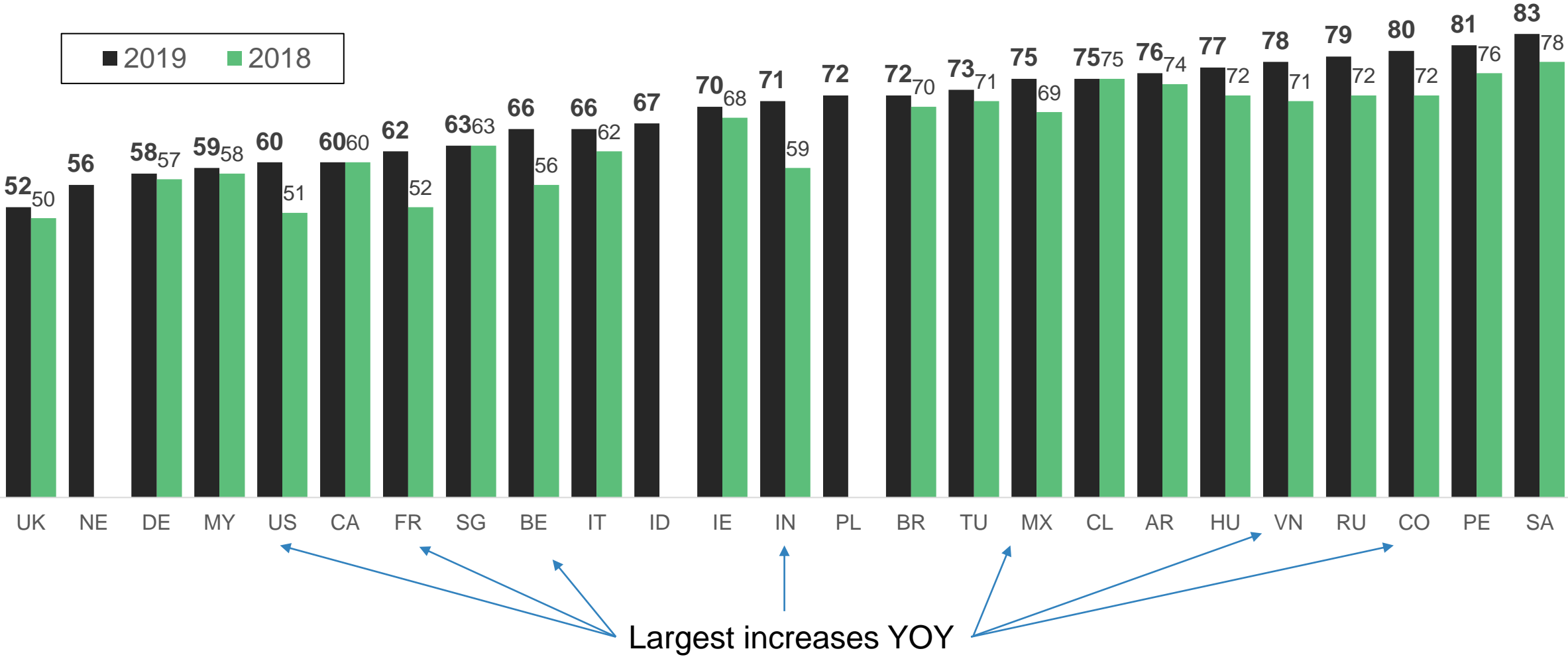
# Women feel more at risk than Men



Geography

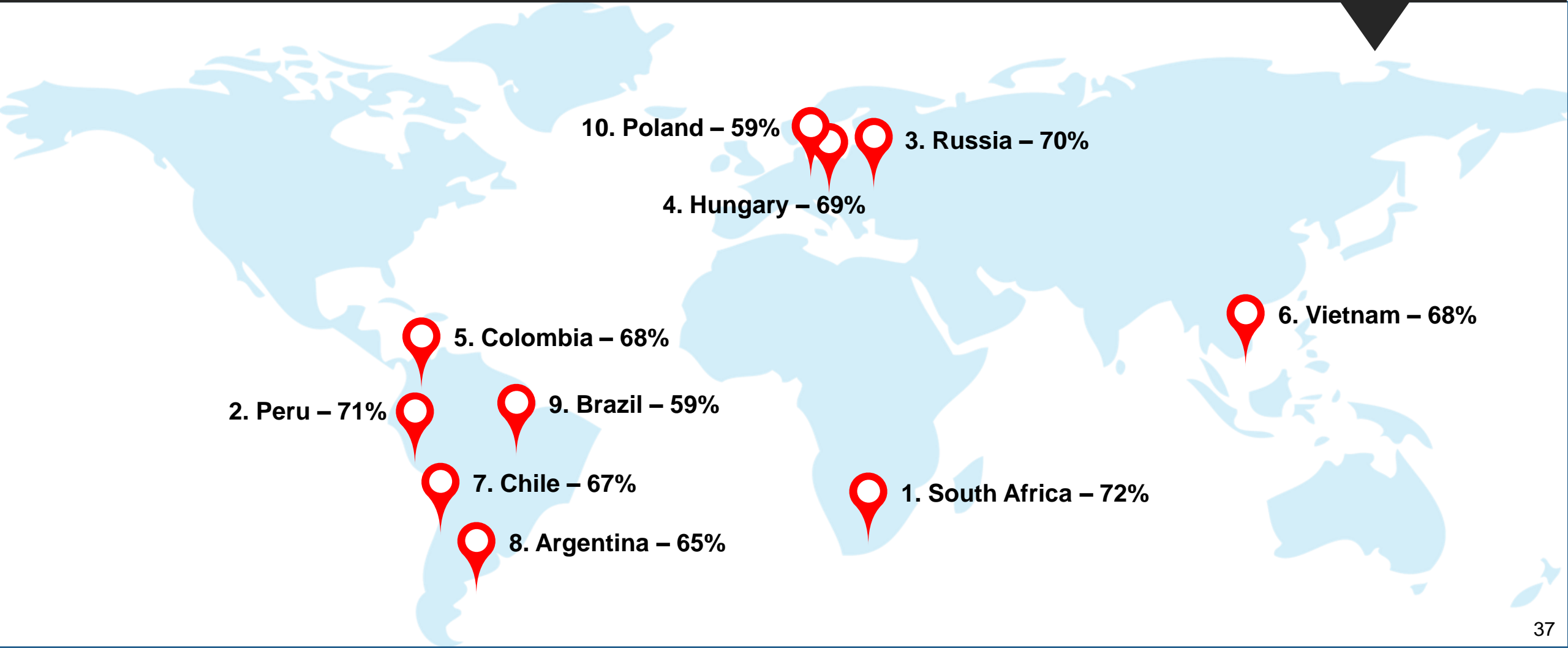


# 2019 DCI by Country



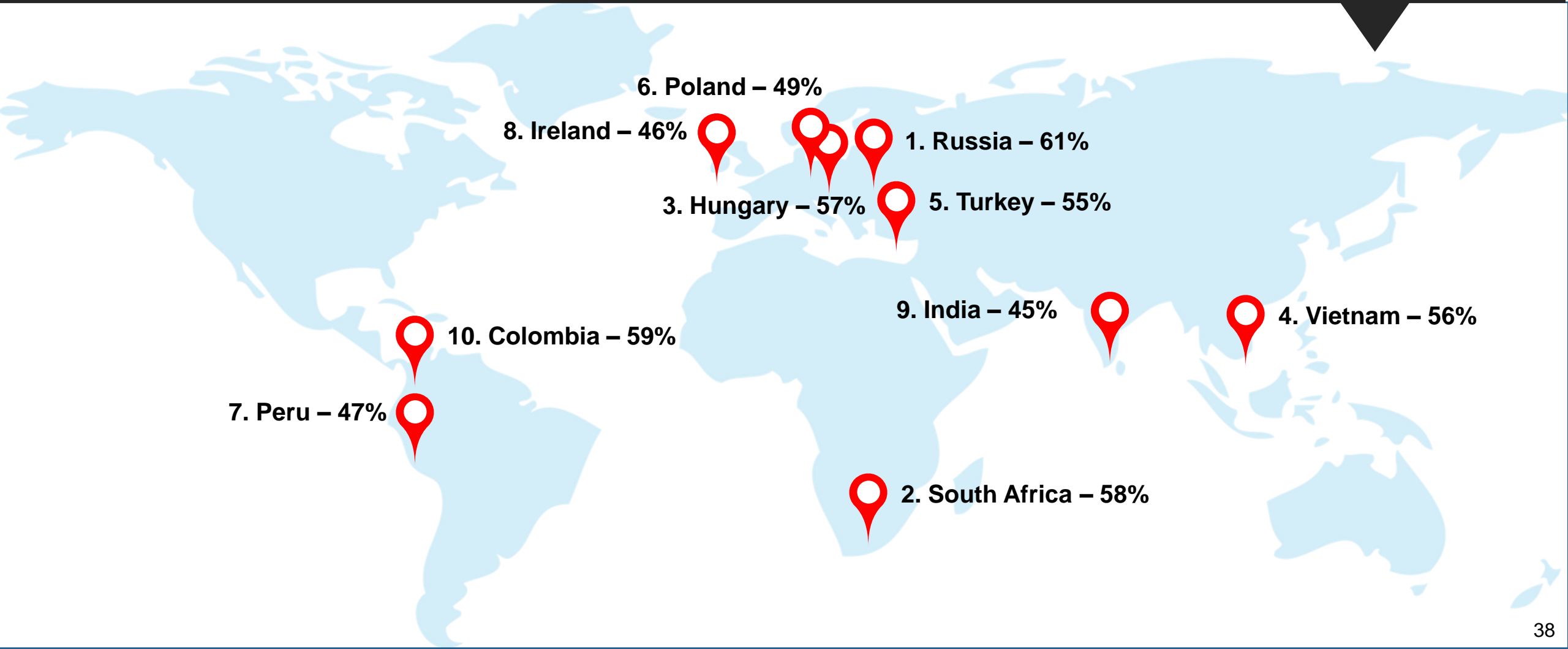
# Global hot spots for Intrusive risks

Global Intrusive risk average = 58%



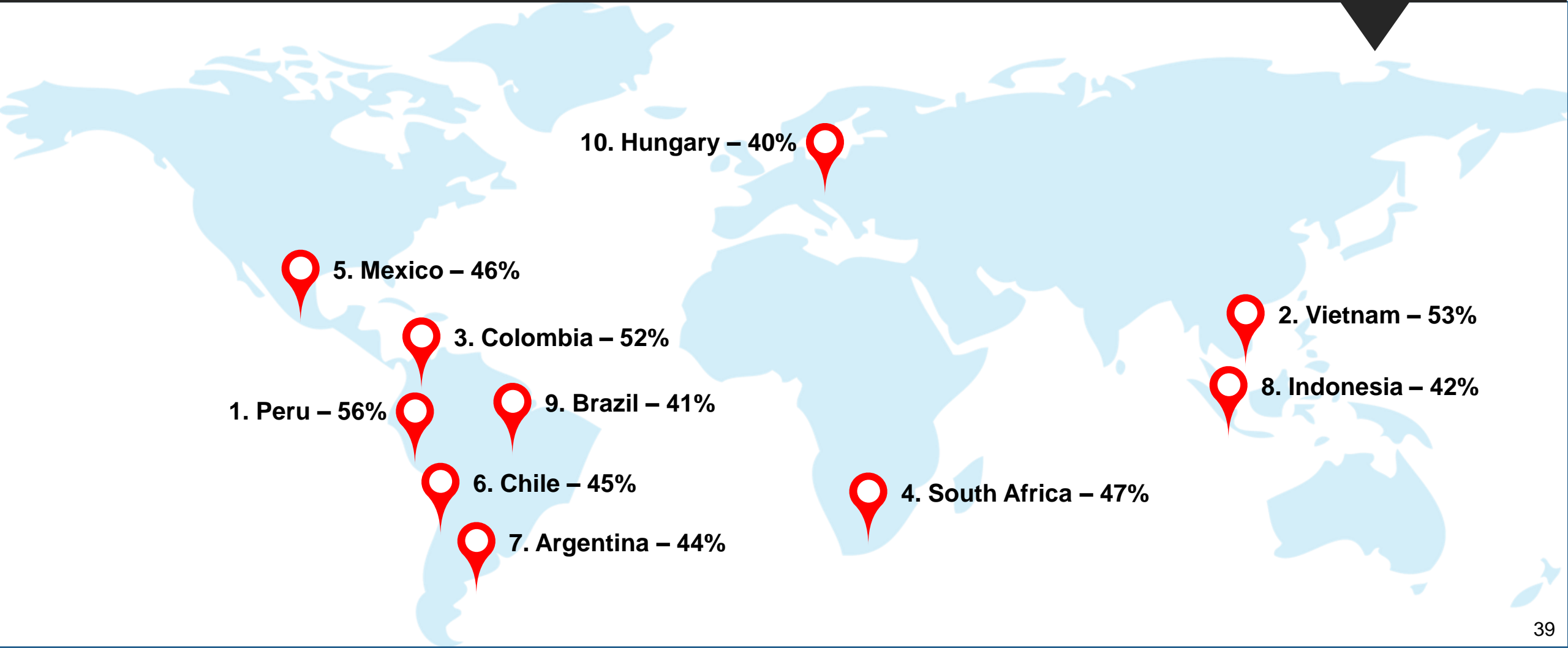
# Global hot spots for Behavioral risks

Global Behavioral risk average = 45%



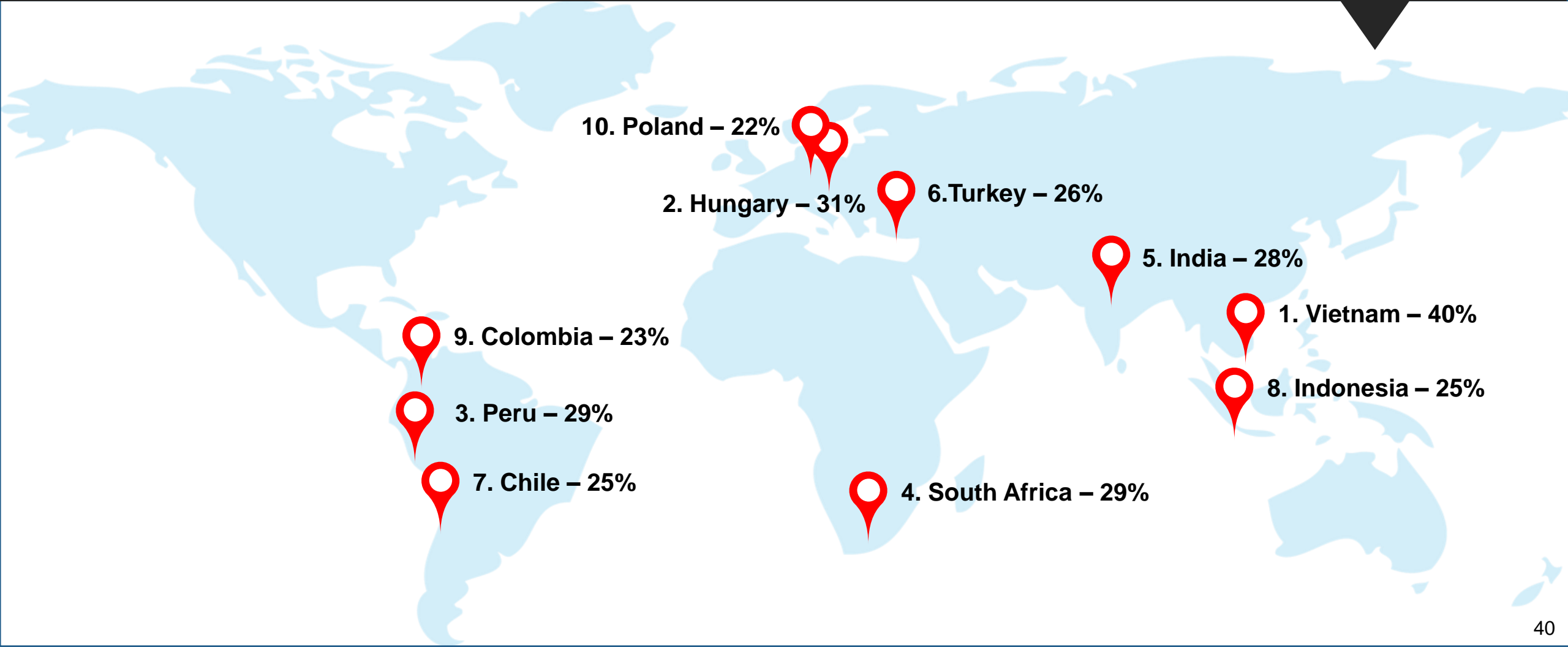
# Global hot spots for Sexual risks

Global Sexual risk average = 37%



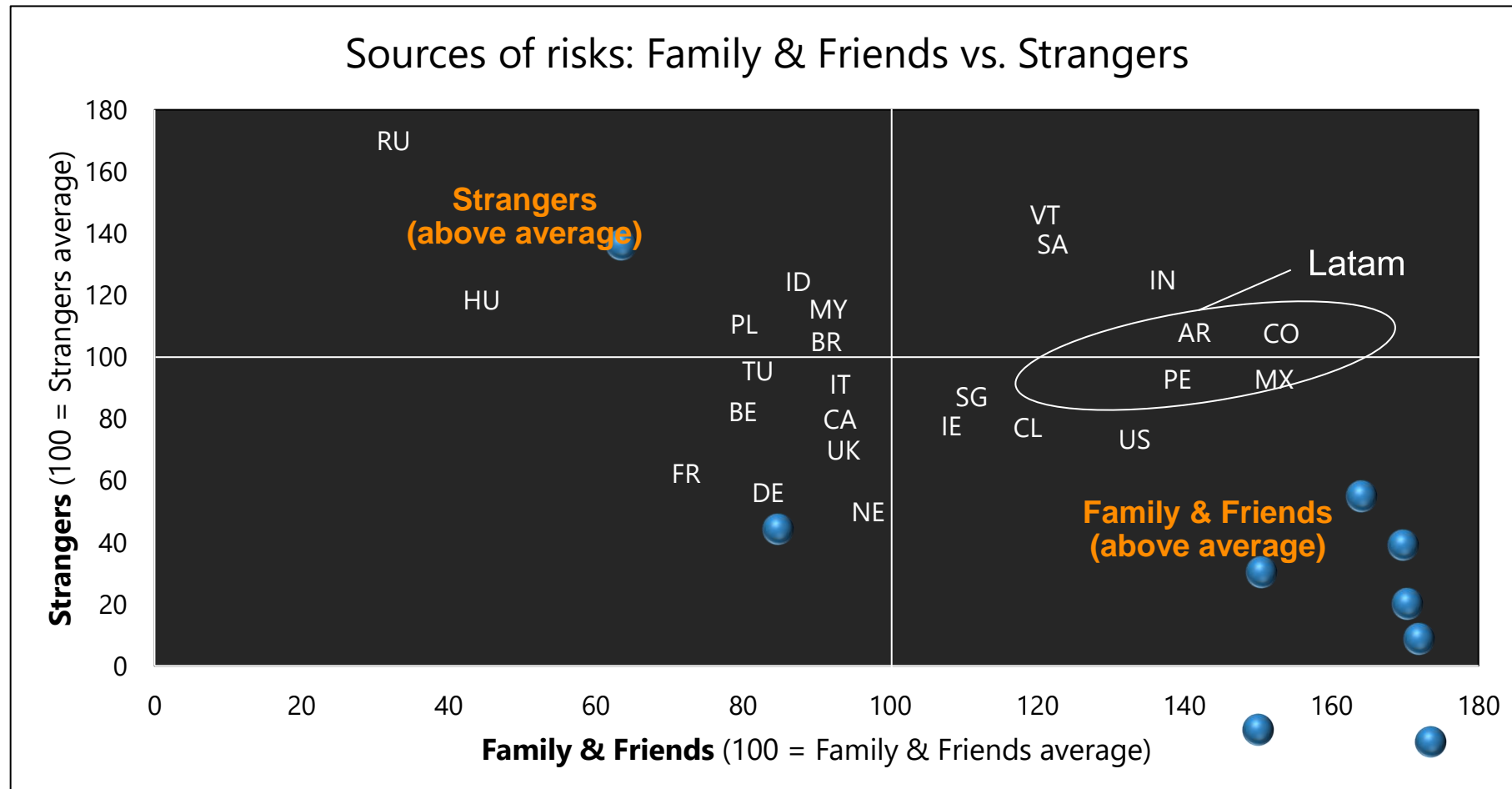
# Global hot spots for Reputational risks

Global Reputational risk average = 21%

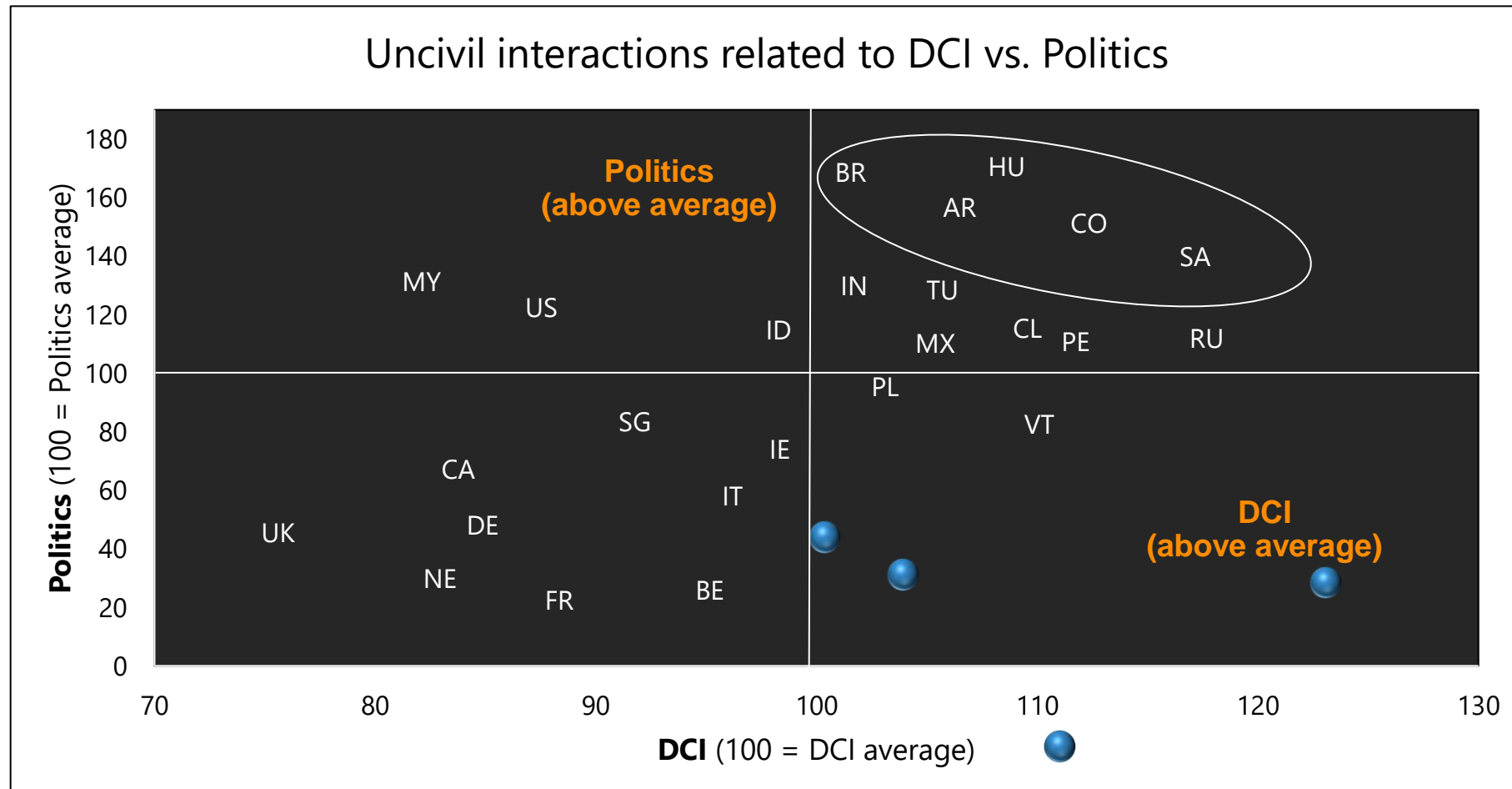




# Sources of risks: Friends & family were highest in Latam countries, except for Brazil



# Uncivil interactions related to Politics was highest in BR, HU, AR, CO & SA





# Appendix

# Online risk definitions

Intrusive Risks	Behavioral Risks		Sexual Risks	Reputational Risks
<b>Unwanted Contact:</b> Being personally contacted (by phone or in person) by someone who obtained your information online but without inviting them to contact you.	<b>Treated Mean:</b> Words or messages sent to another person online that are unkind, unfair or malicious.]	<b>Online harassment:</b> Threats or other offensive behavior (not sexual solicitation) sent online or posted online for others to see.	<b>Unwanted Sexting Received:</b> Received unwanted sexually explicit messages and imagery.	<b>Doxing:</b> The process of collecting and distributing or posting information about a person (e.g., name, age, email, address, phone number, photographs, etc.) without their permission.
<b>Hoaxes, Scams &amp; Frauds</b> The spreading of false rumors (e.g., chain letters), criminal attempts to obtain personal information often for monetary gain (e.g., phishing scams), malicious emails disguised as someone you know (e.g. virus).]	<b>Trolling:</b> A deliberate act to make someone mad or angry using online or social media comments in a clever, but deceitful manner.	<b>Microaggression:</b> Casual insults made towards any marginalized group in society (e.g., religious or ethnic minorities, women, LGBT, people with disabilities, etc...).	<b>Sexual solicitation:</b> A person who requests to engage in sexual activities or sexual talk or to give personal sexual information that is unwanted.	<b>Damage to Personal reputation:</b> Damage or destruction to the image created of you through PERSONAL information you or others shared online in blogs, postings, pictures, tweets, videos, etc.
<b>Hate Speech:</b> speech that attacks a person or group based on gender, ethnic origin, religion, race, disability, or sexual orientation.	<b>Misogyny :</b> An expression or demonstration of dislike, contempt for, or ingrained prejudice against women	<b>Cyberbullying:</b> When the Internet, phones or other devices are used to send or post text, images, or video intended to hurt, embarrass or intimidate another person.	<b>Unwanted Sexting Sent:</b> I sent unwanted sexually explicit messages and imagery.	<b>Damage to Professional/Work reputation:</b> Damage or destruction to the image created of you through work information you or others shared online in blogs, postings, pictures, tweets, videos, etc.
<b>Discrimination :</b> A person who is discriminated against or excluded based on gender, ethnic origin, religion, race, disability, or sexual orientation	<b>Terrorism recruiting:</b> An attempt by a terrorist or terrorist organization to recruit a person for the purposes of causing harm.	<b>Swatting:</b> The act of deceiving emergency services (e.g., police, fire, medical) into sending an emergency response based on the false report of an ongoing critical incident or crime.	<b>Sextortion:</b> When someone threatens to distribute your private and sensitive material if you don't provide them images of a sexual nature, sexual favors, or money. The perpetrator may also threaten to harm your friends or relatives by using information they have obtained from your electronic devices unless you comply with their demands.	<b>Revenge pornography:</b> A sexually explicit portrayal of one or more people distributed without their consent.
			<b>Unwanted sexual attention:</b> unwelcomed sexually oriented teasing, joking or flirting online or via electronic means	

# Key metrics by Country

Key metrics	AR	BE	BR	CA	CL	CO	FR	DE	HU	IN	ID	IE	IT	MY	MX	NE	PE	PL	RU	SG	SA	TU	UK	US	VT
DCI	76%	66%	72%	60%	75%	80%	62%	58%	77%	71%	67%	70%	66%	59%	75%	56%	81%	72%	79%	63%	83%	73%	52%	60%	78%
Intrusive	65%	57%	59%	48%	67%	68%	53%	43%	69%	58%	57%	58%	57%	41%	64%	39%	71%	59%	70%	52%	72%	57%	39%	44%	68%
Behavioral	48%	34%	48%	37%	45%	45%	35%	37%	57%	45%	34%	46%	29%	44%	41%	37%	47%	49%	61%	35%	58%	55%	34%	42%	56%
Sexual	44%	35%	41%	23%	45%	52%	26%	34%	40%	37%	42%	34%	30%	30%	46%	27%	56%	35%	27%	30%	47%	35%	18%	28%	53%
Reputational	21%	16%	20%	14%	25%	23%	14%	13%	31%	28%	25%	20%	16%	20%	18%	12%	29%	22%	22%	18%	29%	26%	12%	16%	40%
Pain (4-10)*	69%	64%	70%	61%	65%	69%	60%	55%	58%	87%	73%	65%	65%	80%	73%	65%	65%	67%	60%	68%	76%	68%	58%	66%	80%
Worry*	58%	52%	86%	49%	60%	63%	52%	50%	48%	80%	85%	56%	55%	76%	71%	50%	64%	61%	70%	58%	71%	66%	48%	59%	83%
Met in real life	58%	37%	49%	38%	56%	60%	27%	36%	44%	45%	50%	53%	33%	49%	60%	45%	53%	49%	65%	34%	47%	44%	44%	45%	77%
Consequences	75%	77%	80%	72%	74%	76%	73%	71%	82%	79%	79%	74%	79%	76%	77%	69%	77%	75%	75%	68%	83%	83%	68%	72%	83%
Actions taken	93%	84%	94%	82%	95%	96%	81%	86%	93%	94%	97%	89%	92%	94%	96%	80%	96%	87%	90%	88%	95%	91%	82%	87%	98%
Past week/month*	32%	25%	31%	27%	20%	31%	24%	22%	36%	49%	44%	26%	22%	31%	36%	17%	25%	32%	34%	30%	46%	30%	23%	31%	62%

*Pain – moderate to unbearable pain*

*Worry – Extremely, very, somewhat worried the risk will happen again*

*Past week/month – when the most recent risk happened*

# Key metrics by Demographics

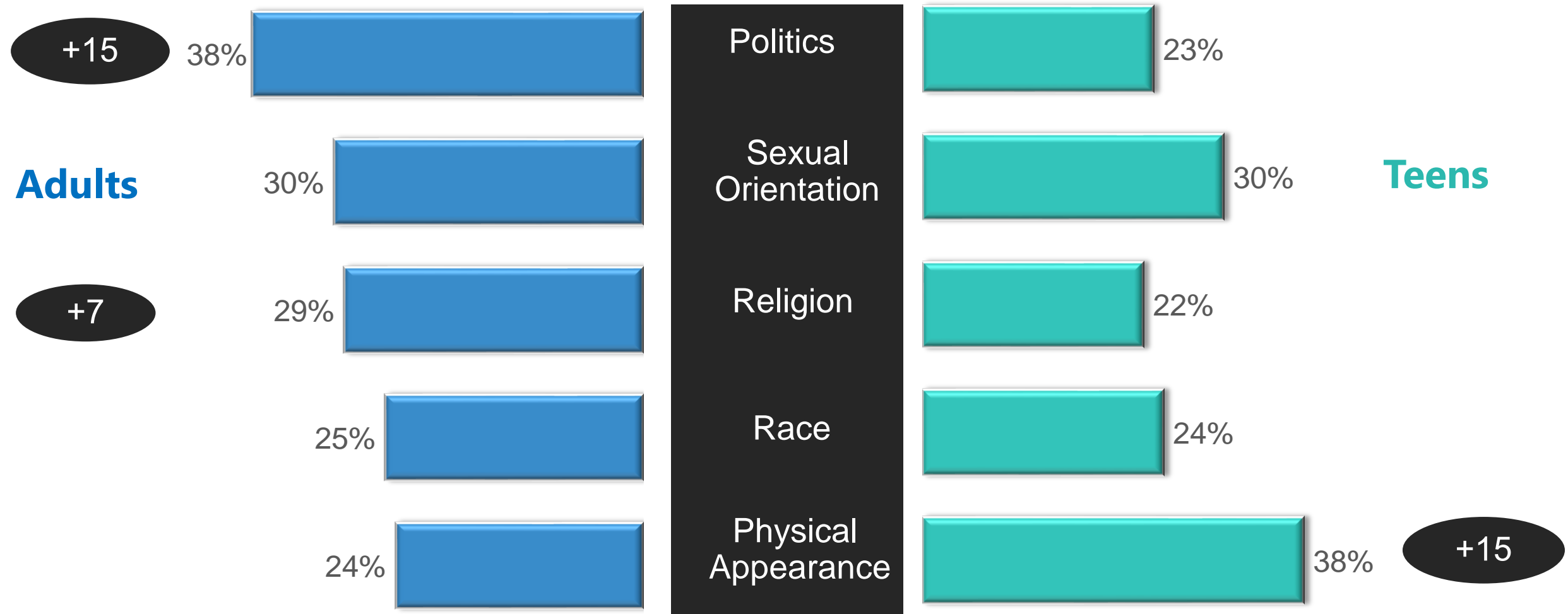
Key metrics	Age		Gender		Adults		Teens		Generation			
	Adult	Teens	Male	Female	Male	Female	Male	Female	13-17	18-34	35-49	50+
DCI	72%	66%	69%	69%	73%	72%	66%	66%	66%	77%	70%	67%
Intrusive	61%	53%	57%	57%	61%	61%	53%	54%	53%	65%	59%	58%
Behavioral	42%	45%	44%	44%	42%	42%	46%	45%	45%	52%	42%	28%
Sexual	41%	32%	36%	38%	40%	41%	31%	34%	32%	46%	41%	33%
Reputational	23%	19%	22%	21%	24%	22%	19%	20%	19%	27%	24%	15%
Pain (4-10)*	66%	70%	65%	71%	62%	69%	68%	73%	70%	74%	65%	51%
Worry*	61%	66%	61%	67%	57%	65%	64%	69%	66%	68%	61%	49%
Met in real life	45%	52%	47%	50%	44%	46%	51%	54%	52%	56%	42%	30%
Consequences	77%	75%	75%	77%	76%	79%	74%	75%	75%	80%	77%	73%
Actions taken	88%	94%	90%	92%	87%	89%	94%	95%	94%	91%	87%	82%
Past week/month*	29%	34%	33%	30%	31%	27%	35%	33%	34%	35%	27%	22%

*Pain – moderate to unbearable pain*

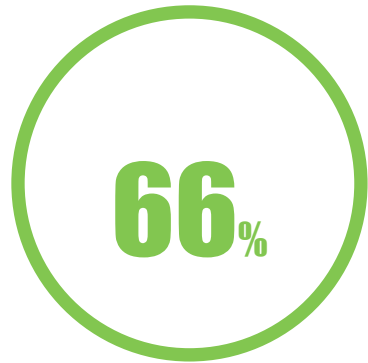
*Worry – Extremely, very, somewhat worried the risk will happen again*

*Past week/month – when the most recent risk happened*

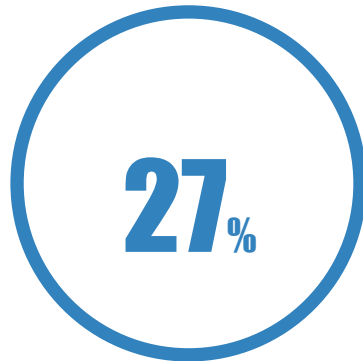
# Politics drives the most Adult incivility, physical appearance for Teens



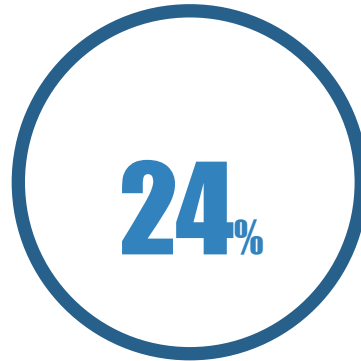
# Places that drive the most incivility



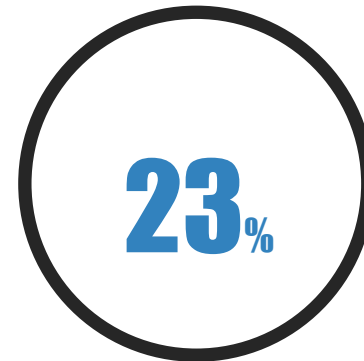
**Social  
media**



**Media  
sharing  
sites**



**Discussion  
forums**



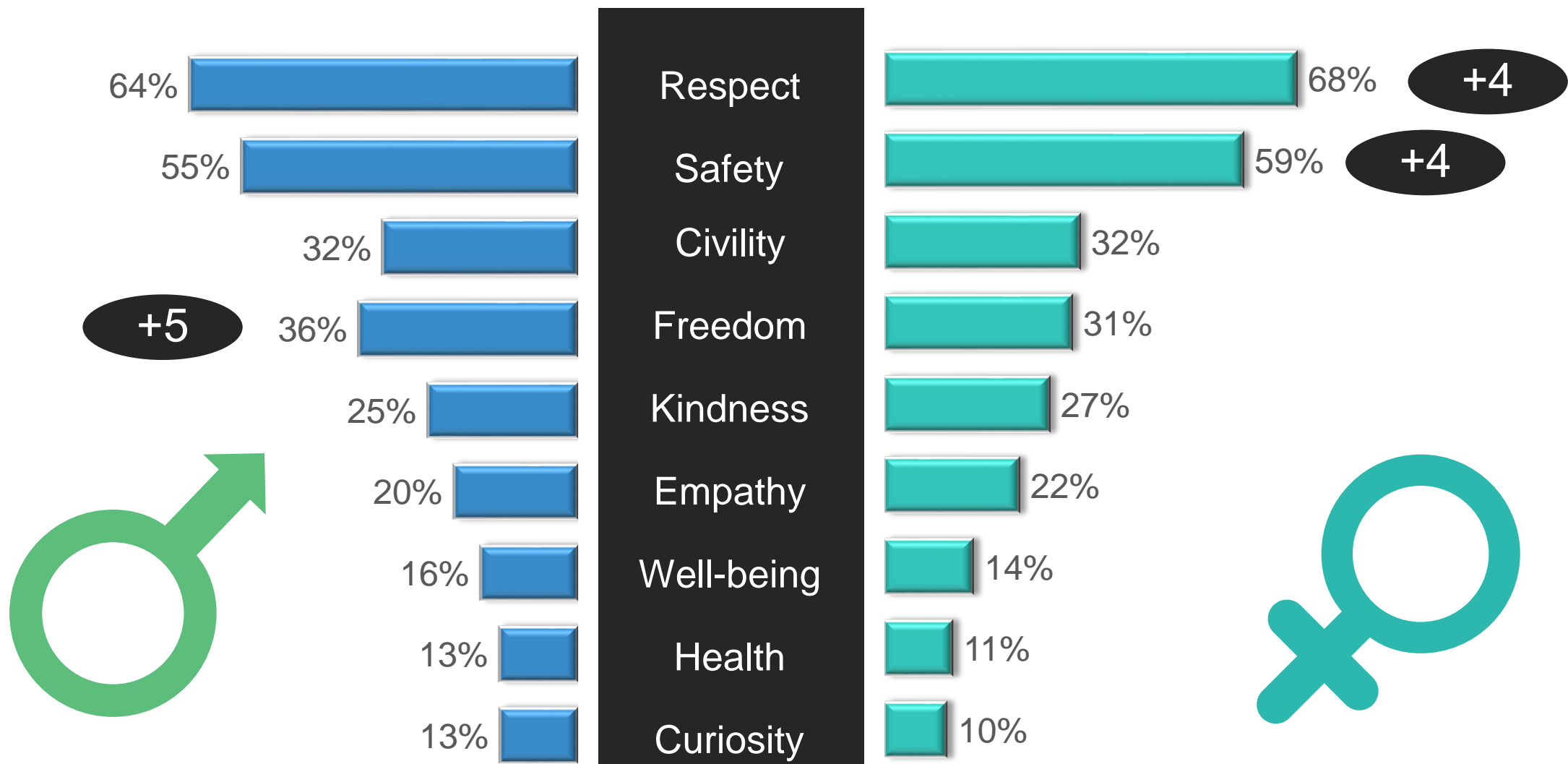
**Anonymous  
social  
media**



**Gaming  
sites**



# People hope for more Respect & Safety



# Teens higher on Kindness & Safety

