Civility, safety & interaction online: United Kingdom

In an effort to promote safer, healthier, and more respectful online interactions among all people since 2016, Microsoft has been surveying teens and adults around the world about the state of digital civility. This latest survey marks the fifth straight year of that research, where we again asked respondents about their exposure to 21 different online risks across four categories: behavioral, sexual, reputation, and personal/intrusive. In total, over 16,000 respondents in 32 geographies participated (501 in United Kingdom), equally divided between teens and adults The research was completed in April and May 2020. Read on for a summary of the latest results, some of which may surprise you.

Digital Civility worsened slightly by 2 points to 55

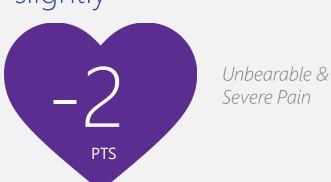


Deterioration in DCI driven by teens

Teens 54% +5 Adults 55% | -

Lower DCI score equals better online civility

Extreme pain dropped slightly



Best DCI scores in the world

Netherlands, USA, and Singapore showed significant YoY improvement in DCI. UK remains among the leaders despite slight YoY increase * Taiwan added in 2020

around the globe

among geographies ranked lower on online civility



51% | -5

United Kingdom

United States

56% | -2



Singapore **Taiwan** 59% | -4 61% | *

Biggest improvements

Biggest improvements in DCI were primarily



Colombia



70% | -10

67% | -8

Chile

Peru 74% | -7

Vietnam 72% | -6

Turkey

68% | -5

Rating overall online civility









#1 most common action "I paused before replying to

"I stood up for myself"

someone I disagreed with" #2 most common action

Online civility rated less negatively in 2020





*Change in bad rating YoY



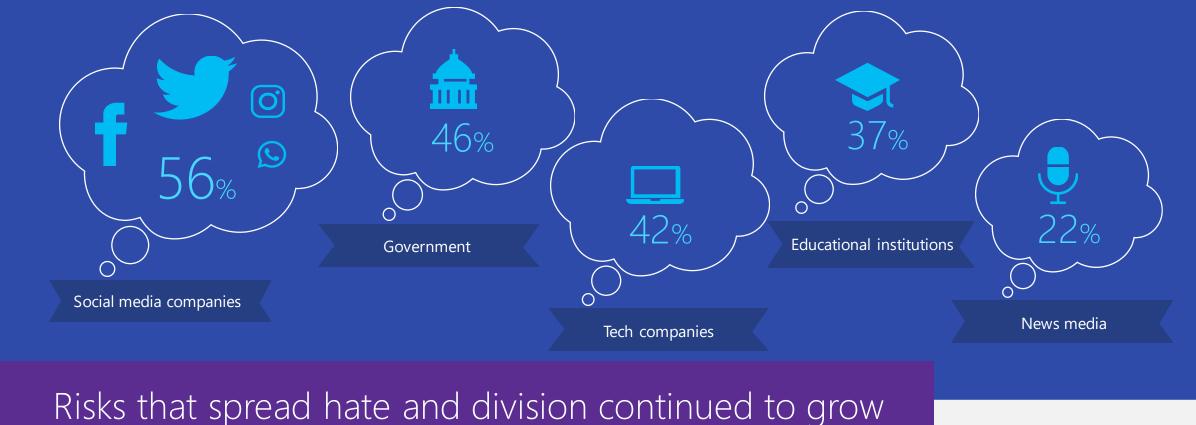




Top wishes for 2020s



Social media expected to make biggest contribution to improving online civility in the 2020s



Risks are increasingly A few divisive risks at 5-year highs*

is a major component of hoaxes, scams and frauds.

Prior waves have shown that false or misleading information



Hate speech 12% | +4%



anonymous and recent

<mark>of r</mark>isks sou<mark>rce</mark>s come from strangers

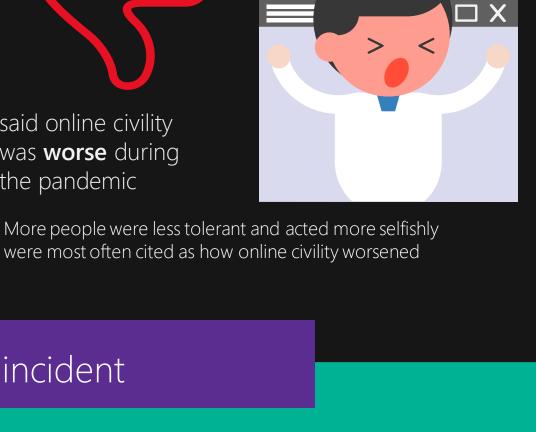
in the past week One in six said civility online was better during Covid-19

experienced a risk



said online civility was better during the pandemic

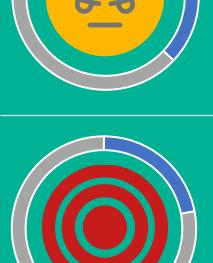
said online civility was worse during the pandemic were most often cited as how online civility worsened Almost 4 in 10 involved in a bullying incident



44%

40%

GENERATION Z



said they were the target of bullying

Top 3 defenses against bullies

Talk to friend

involved in a

bullying incident

GEN X 25%

MILLENIALS

BOOMERS

Gen Z hit hardest by bullying

"Bullying" inside the workplace

of adults were "bullied" or harassed



-- Microsoft

Block

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 Microsoft.com/SaferOnline • Facebook.com/SaferOnline

Report to

Adult

② Twitter.com/Safer_Online • Youtube.com/MSFTOnlineSafety