February 2021

Civility, safety & interaction online: Brazil

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 (502 in Brazil), equally divided betweenteens 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 held steady at 72



DCI gains from teens was offset by adults

Teens 69% - 2 Adults 76% | +2

Lower DCI score equals better online civility

Extreme pain was lower



Best DCI scores in the world

Netherlands, USA, and Singapore showed significant YoY improvement in DCI * Taiwan added in 2020

Biggest improvements

around the globe

civility



United Kingdom

United States

Singapore **Taiwan**

Colombia

55% | +2

56% | -2

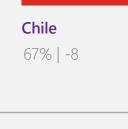
59% | -4



Biggest improvements in DCI were primarily

among geographies ranked lower on online





Peru 74% | -7

Vietnam 72% | -6

Turkey

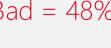
68% | -5

Rating overall online civility











someone I disagreed with" #1 most common action

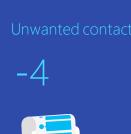
"I paused before replying to

"I treated the other person with

dignity and respect" #2 most common action

Online civility rated less negatively in 2020





*Change in bad rating YoY



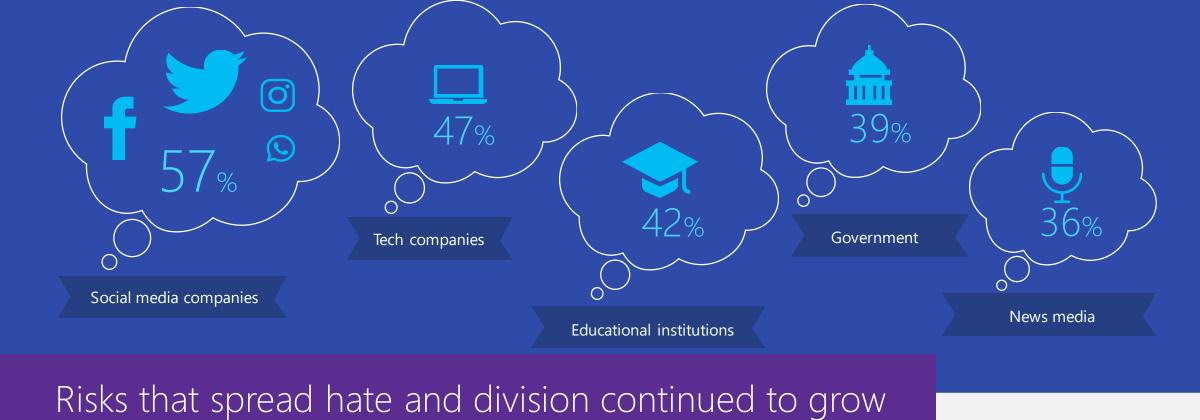




Top wishes for 2020s



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



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

is a major component of hoaxes, scams and frauds.

Prior waves have shown that false or misleading information







of risks sources come

anonymous and recent

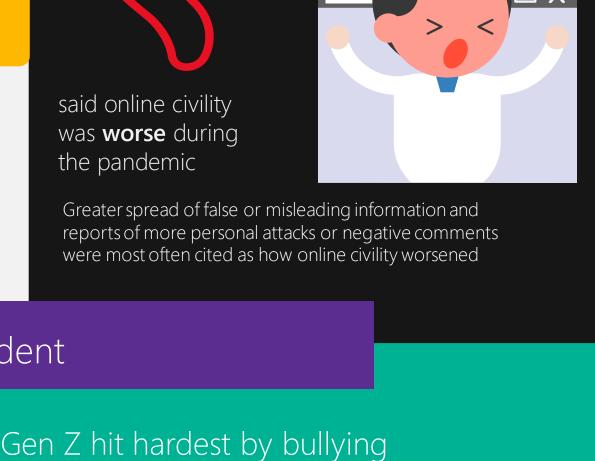
from strangers experienced a risk

in the past week Four in ten said civility online was worse during Covid-19



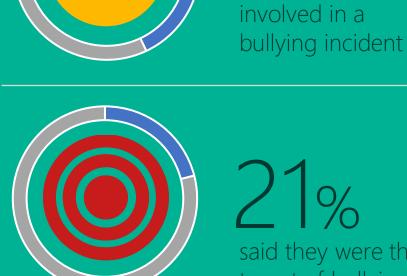
said online civility was better during the pandemic

said online civility was worse during the pandemic Greater spread of false or misleading information and were most often cited as how online civility worsened

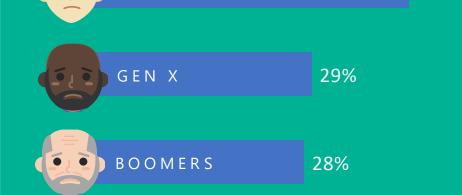


48%

42%



said they were the target of bullying



GENERATION Z

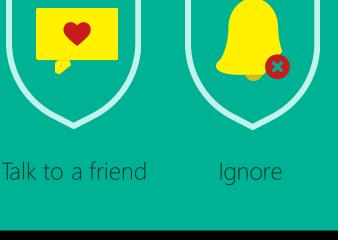
MILLENIALS



Block

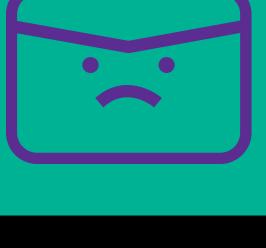
Microsoft





"Bullying" inside the workplace

of adults were "bullied" or harassed at work



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