

Civility, safety & interaction online: Thailand

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 Thailand), 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 in 2020 was 69



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

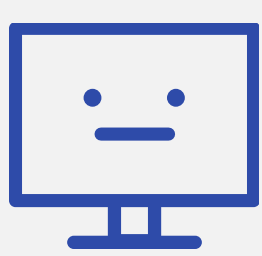
Biggest improvements in DCI were primarily among geographies ranked lower on online civility



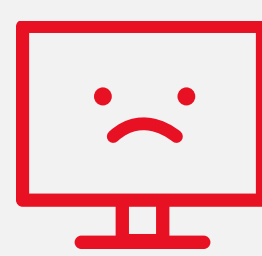
Rating overall online civility



Good = 52%



Neutral = 25%



Bad = 23%



65%

took at least one Digital Civility Challenge action

"I treated the other person with dignity and respect"

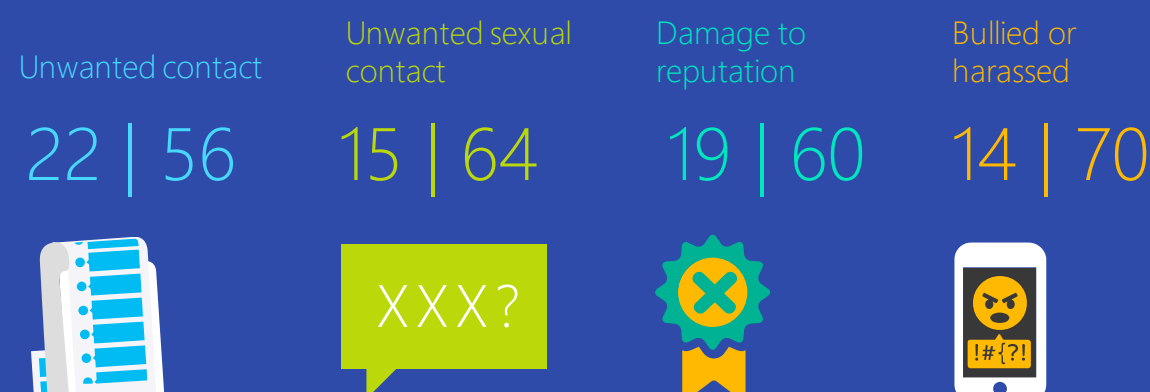
#1 most common action

"I showed respect for other people's point of view"

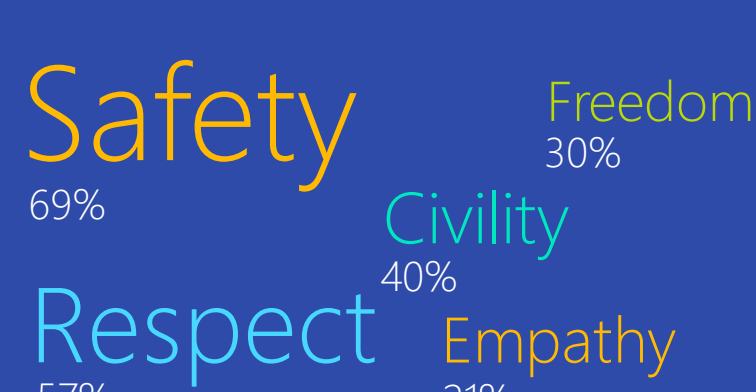
#2 most common action

Bad ratings significantly higher on key online civility issues

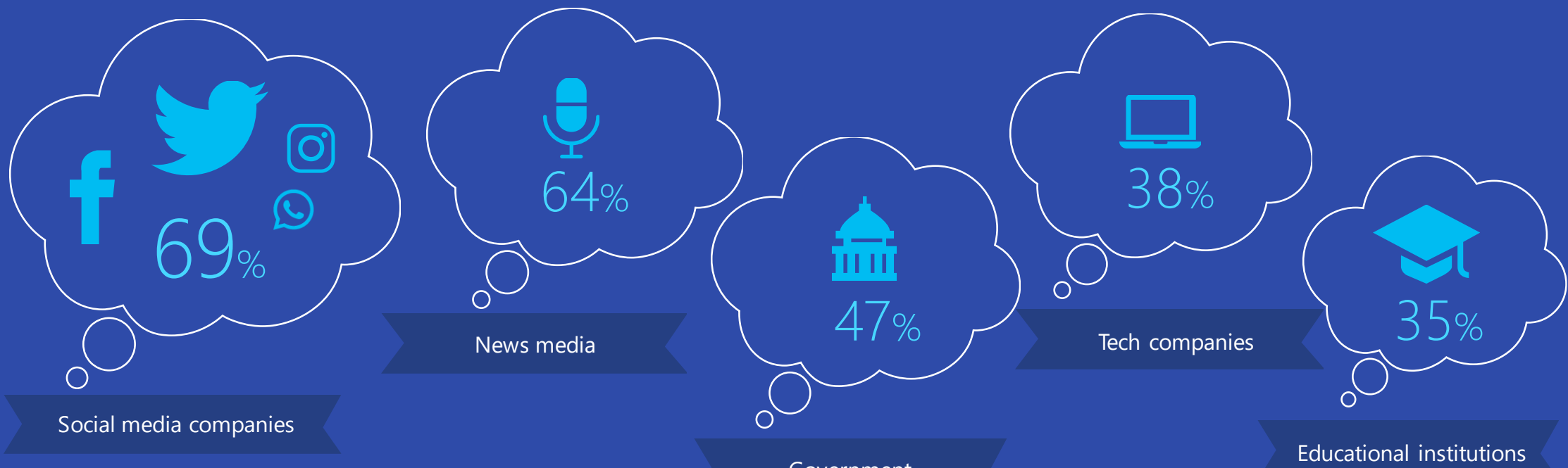
How good or bad is online civility regarding*...



Top wishes for 2020s



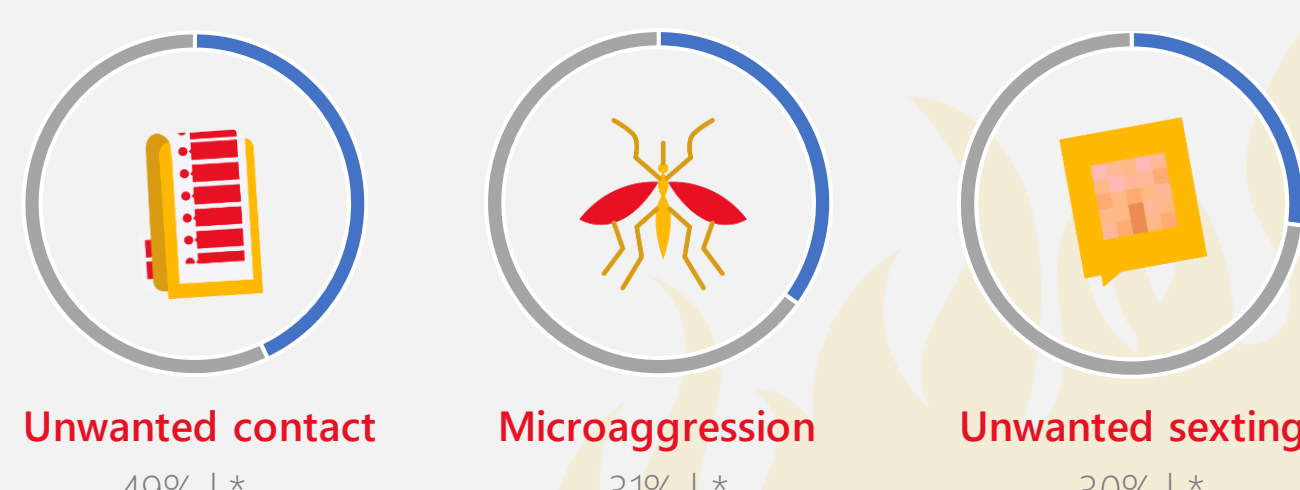
Social media companies expected to make biggest contribution to improving online civility in the 2020s



The three most common risks

Microaggression 18 points above global average*

Unwanted contact and Unwanted sexting were also above global averages by 9 and 4 points respectively

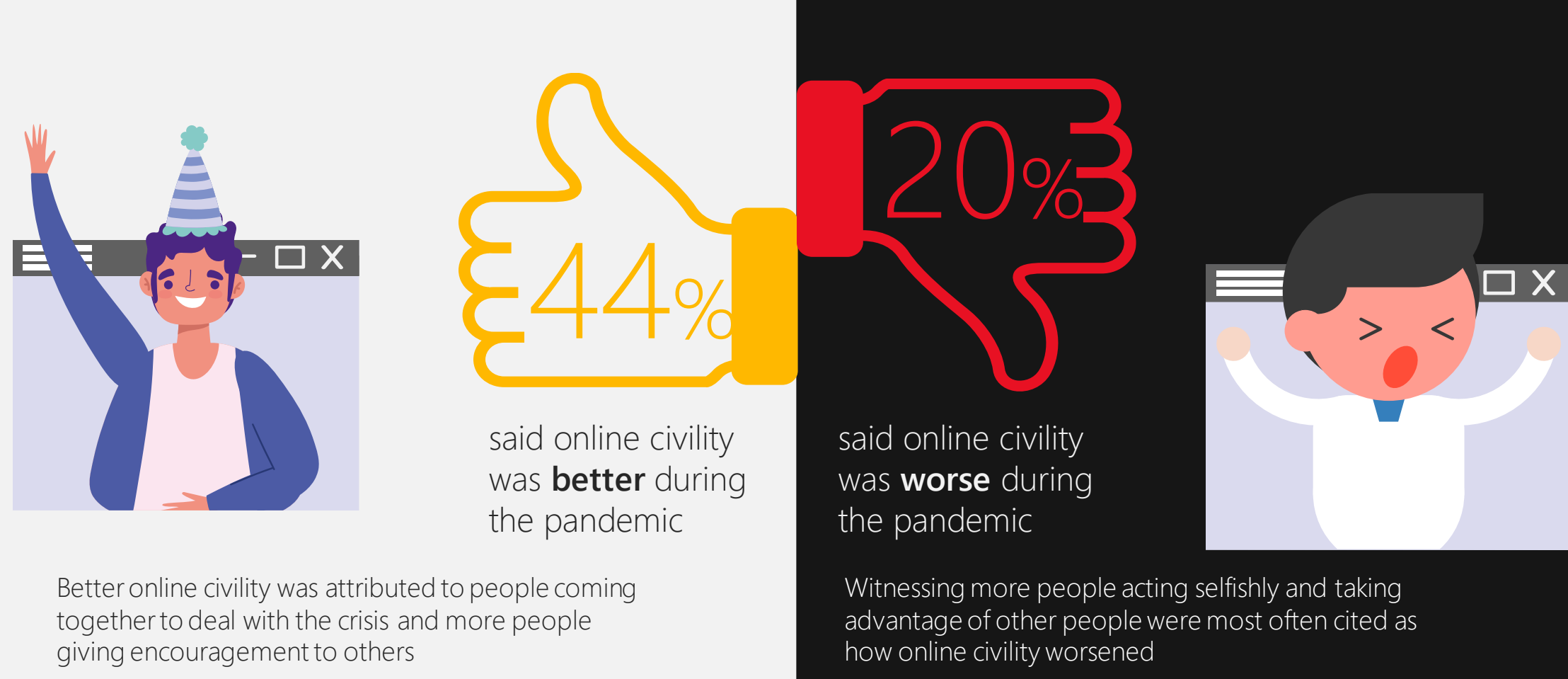


Risks are most often perpetrated by a stranger

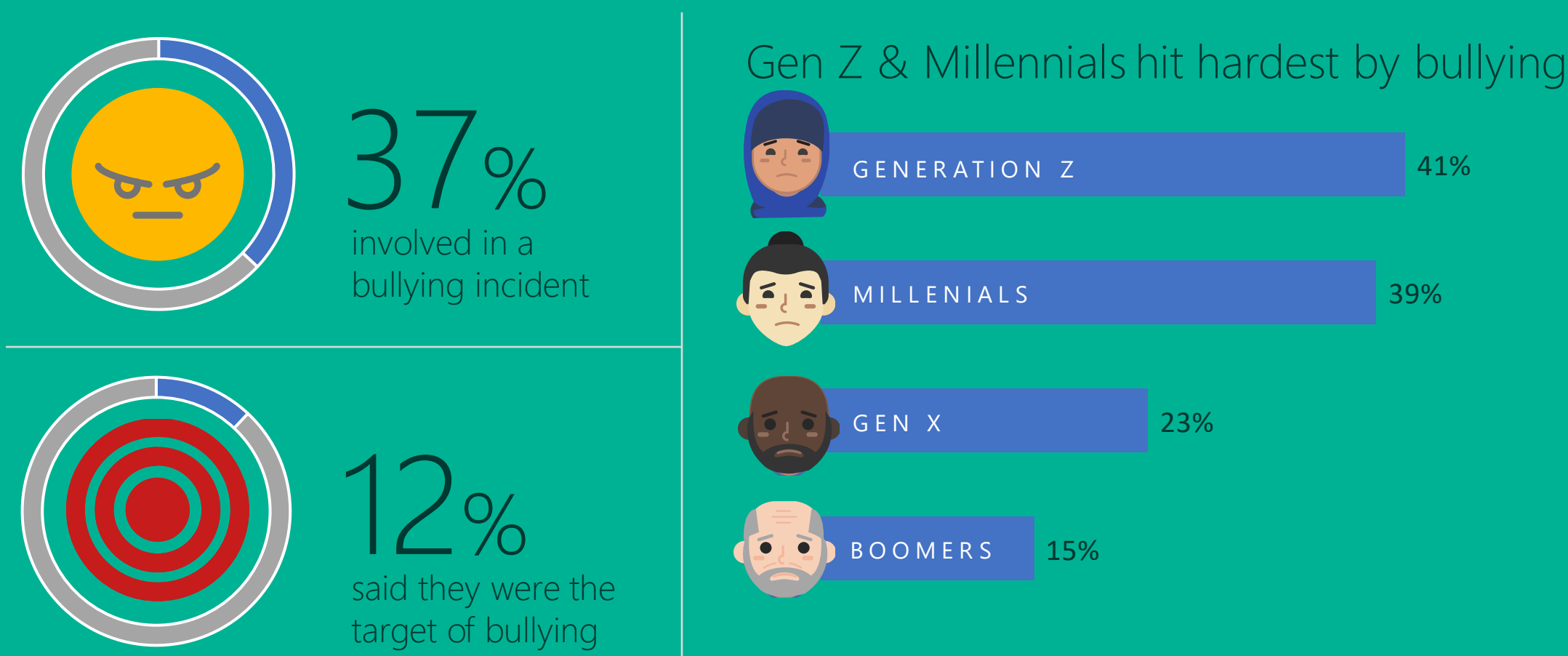
50% of risks sources come from strangers

26% experienced a risk in the past week

Over four in ten said civility online was better during Covid-19



Nearly 4 in 10 involved in a bullying incident



Top 3 defenses against bullies



"Bullying" inside the workplace

