

Civility, safety & interaction online: Denmark

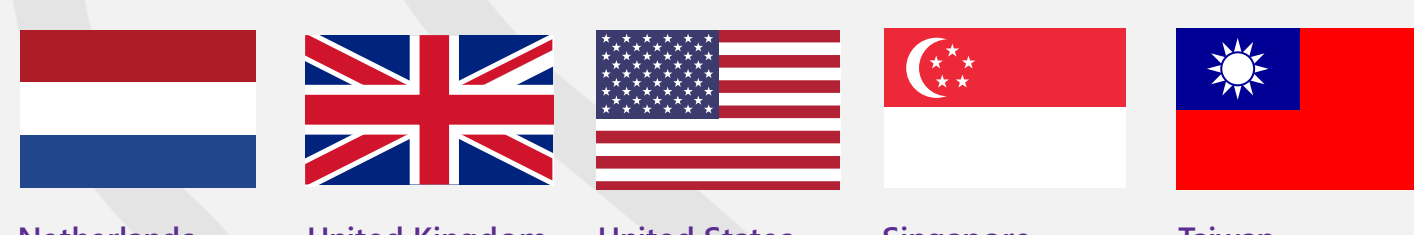
In an effort to promote safer, healthier, and more respectful online interactions among all people since 2016, Microsoft has been surveying teens and adults around the world about the state of digital civility. This latest survey marks the fifth straight year of that research, where we again asked respondents 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 Denmark), 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 68



Best DCI scores in the world

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

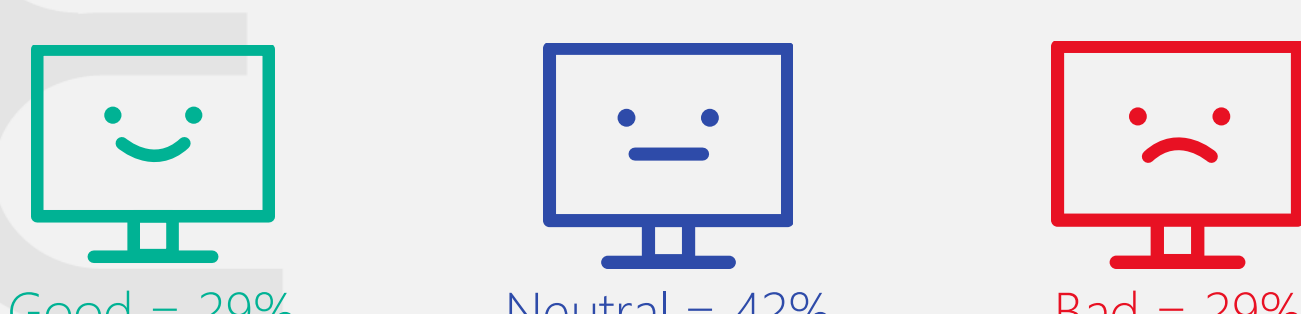


Biggest improvements around the globe

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



Rating overall online civility



49% took at least one Digital Civility Challenge action

"I stood up for myself"

#1 most common action

"I paused before replying to someone I disagreed with"

#2 most common action

Bad ratings higher on most key online civility issues

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

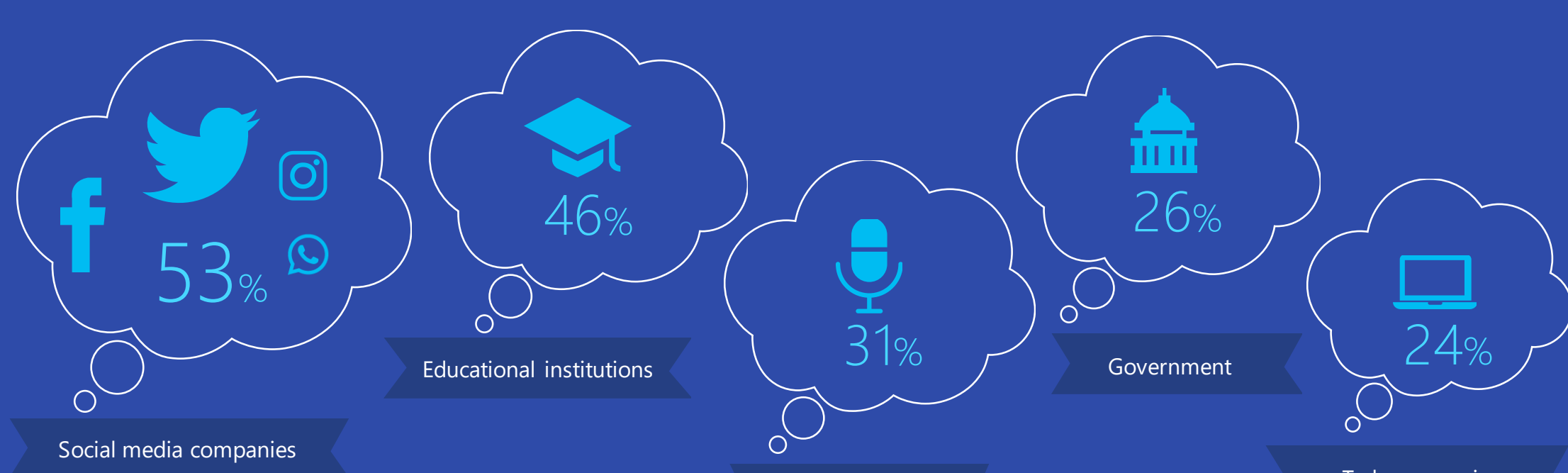


* Good % | bad %

Top wishes for 2020s



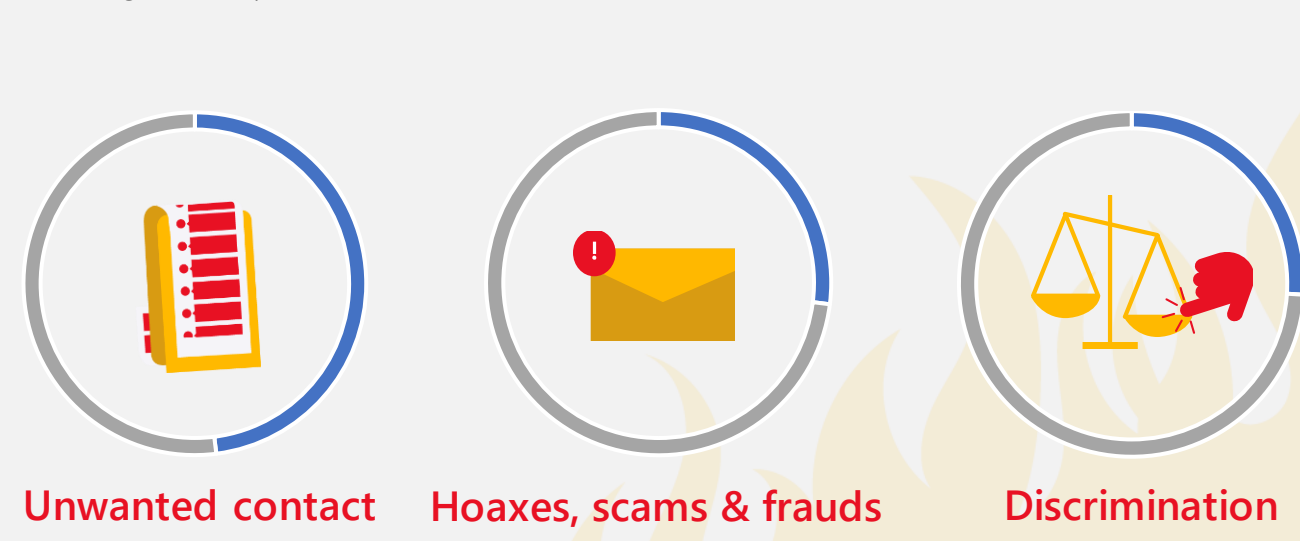
Social media companies expected to make biggest contribution to improving online civility in the 2020s



Unwanted contact was the most common risk

Two of the top 3 risks are about division & hate

Prior waves have shown that false or misleading information is a major component of hoaxes, scams and frauds.



* Denmark added in 2020

Risks are most often perpetrated by a stranger

41% of risks sources come from strangers

16% experienced a risk in the past week

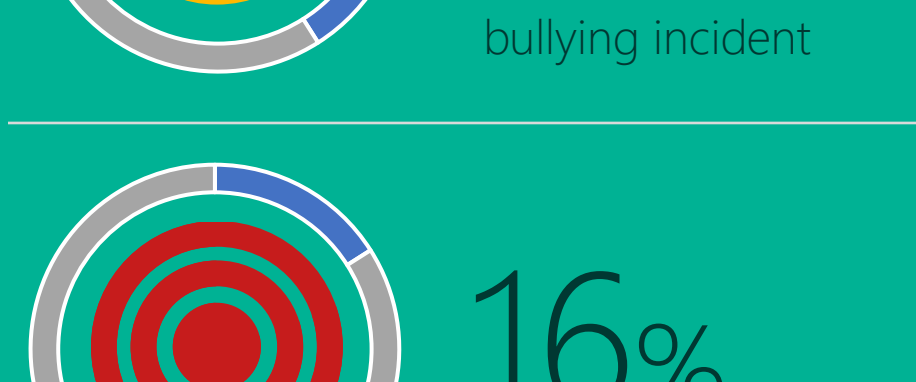
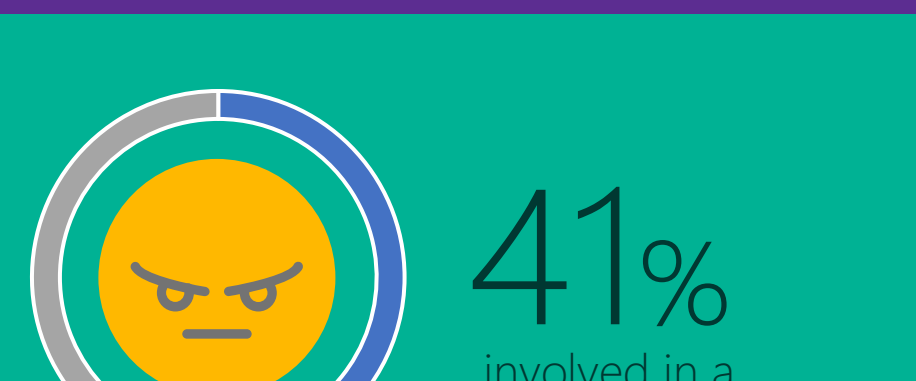
One in five said civility online was better during Covid-19



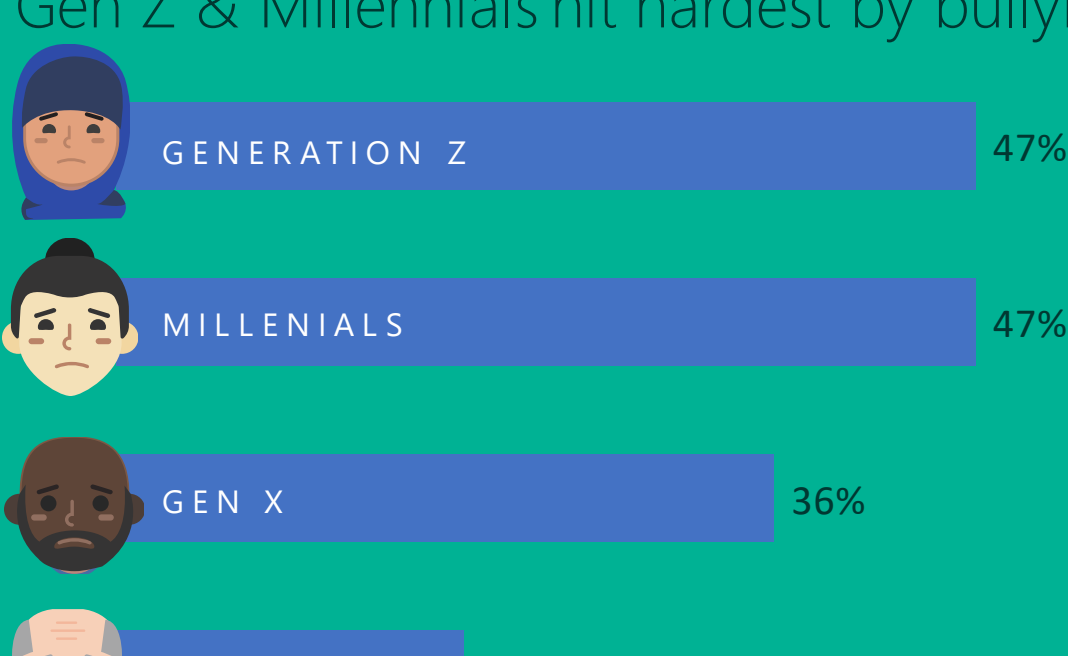
Better online civility was attributed to a greater feeling we're all in this together and an increased sense of community

Increased reports of personal attacks or negative comments and people being less tolerant were most often cited as how online civility worsened

4 in 10 involved in a bullying incident



Gen Z & Millennials hit hardest by bullying



Top 3 defenses against bullies



"Bullying" inside the workplace

