

# 2020: The rising tide of incivility

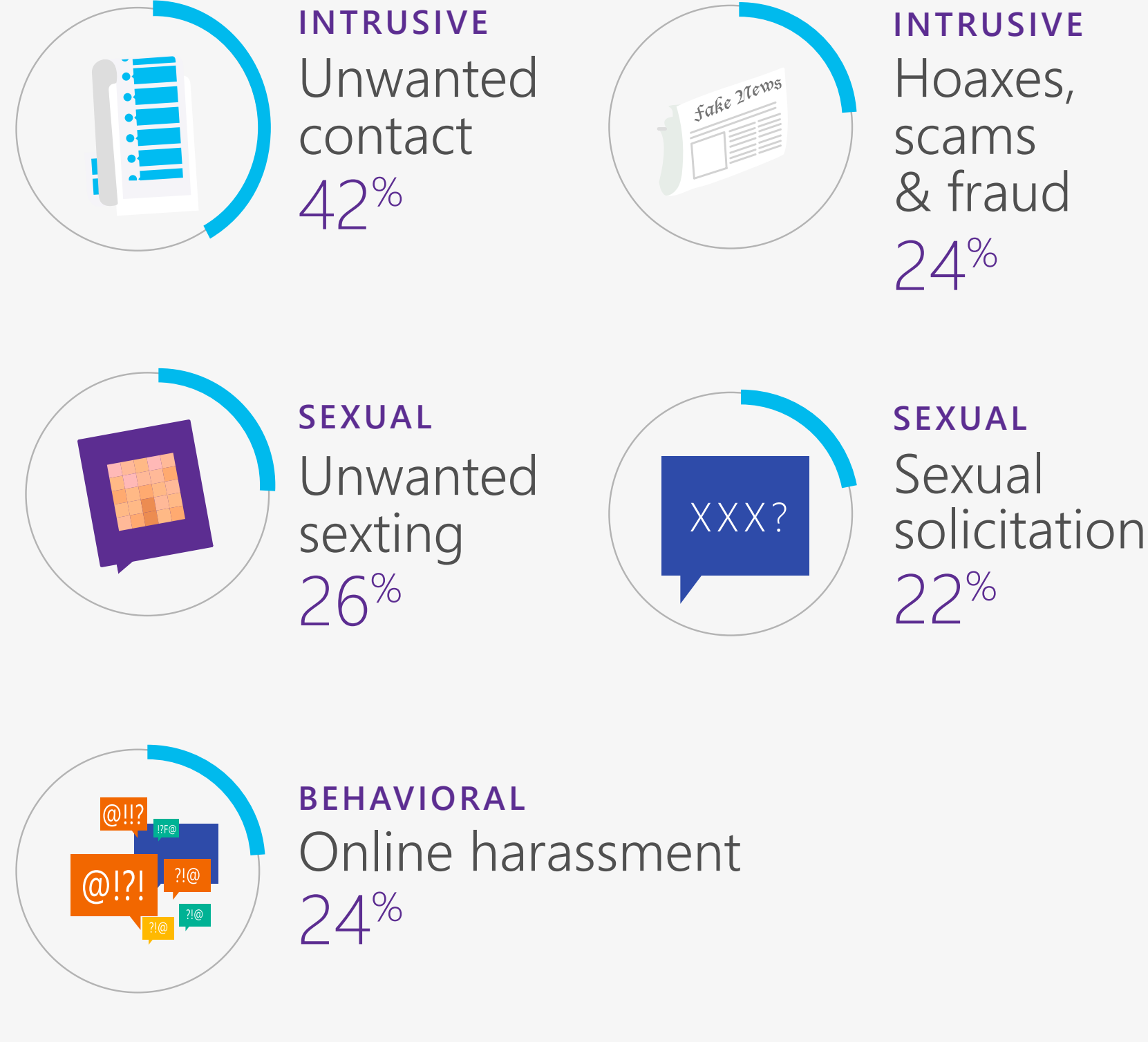
Based on the views of  
**502**  
adults & teens



Adults: 18-74  
Teens: 13-17

## Brazil

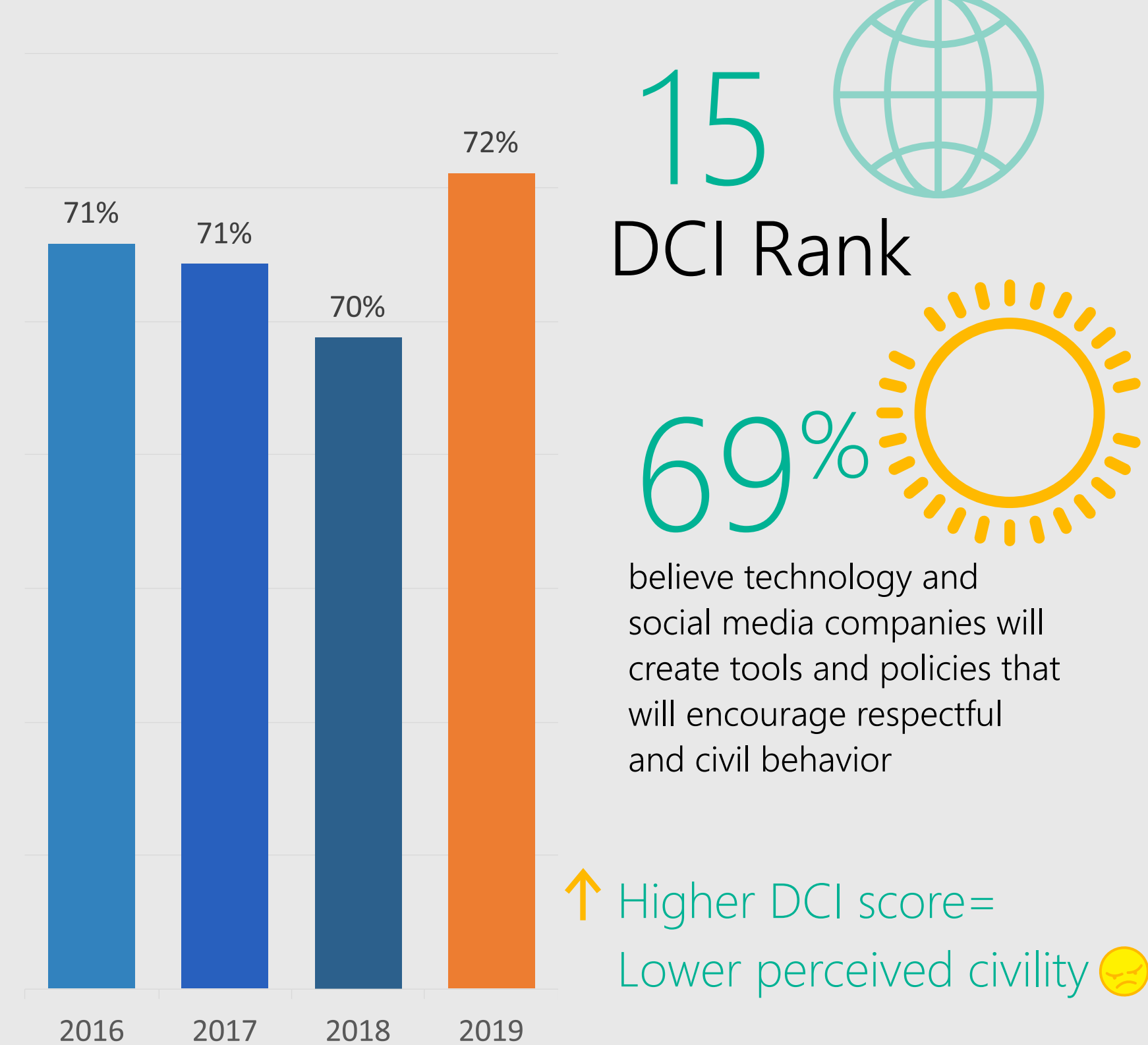
### Most common risks



The majority of the 21 risks rose slightly, with behavioral risks showing the biggest movement (+7) since 2018.

The Brazil Digital Civility Index increased

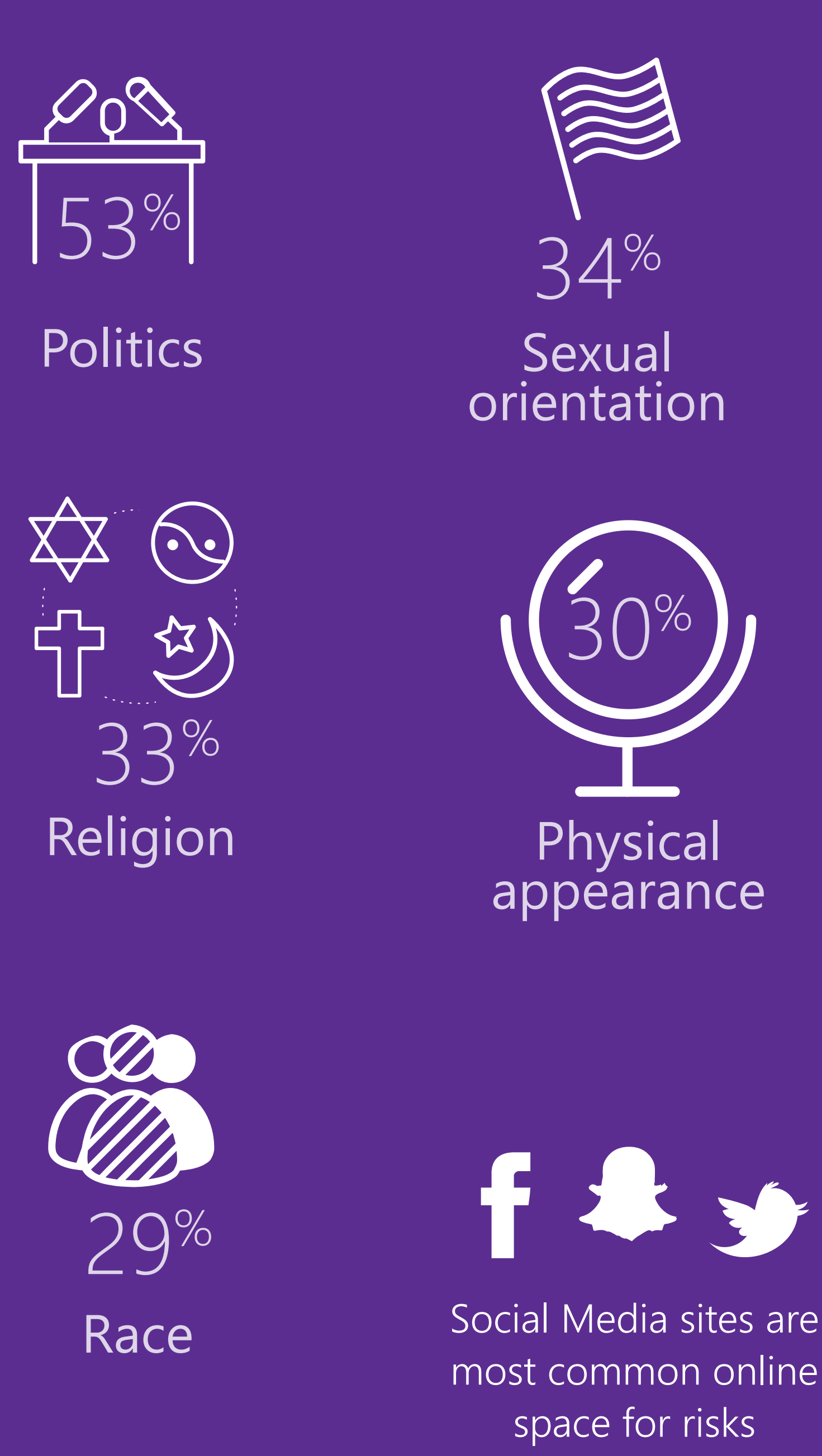
**2 points to 72%**



### Risk trends



### Topics that drive the most incivility



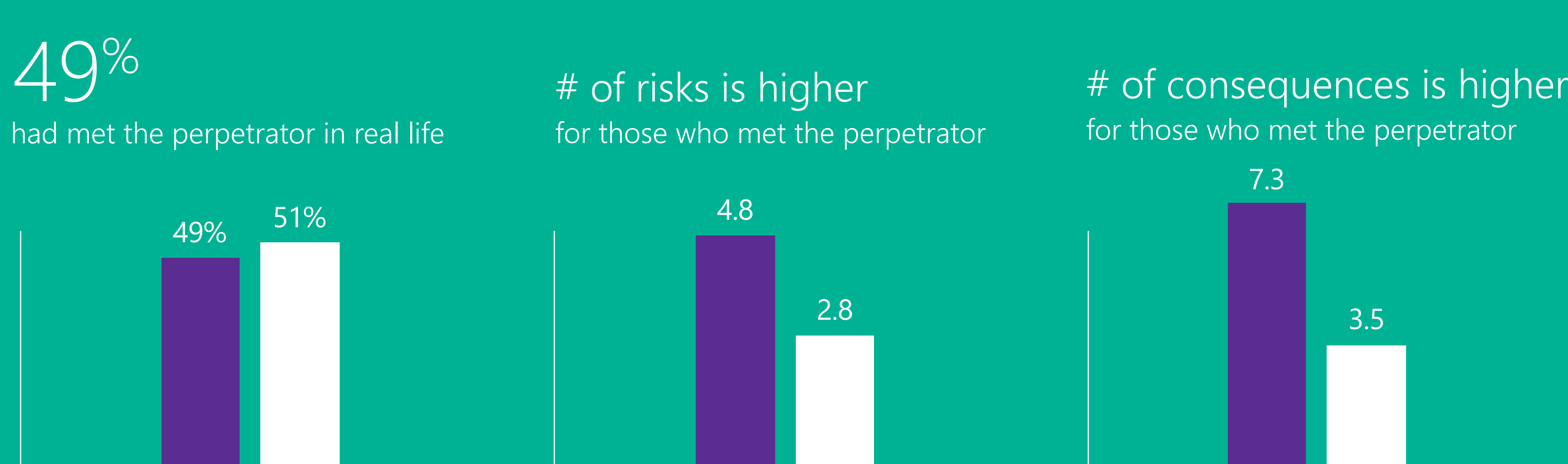
### The five most painful online risks\*



\*Moderate to Unbearable pain

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

● Met ● Not met



### Teen profile

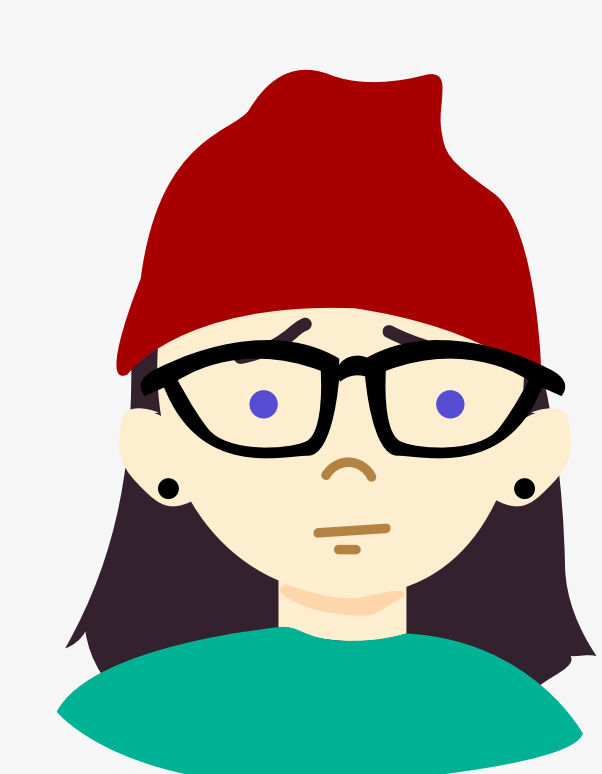


> Highest awareness of Microsoft's Digital Civility Challenge  
> Better at finding help than adults

> Teen girls feel more at risk than boys  
> 53% have a problem with parents posting about them on social media

> Teens asking for parents' help rose slightly since 2018  
> The best role models: **Parents and Teachers**

### Millennials are the most at-risk adult group



**82%**  
Millennials DCI\*

**71%**  
Boomers DCI\*

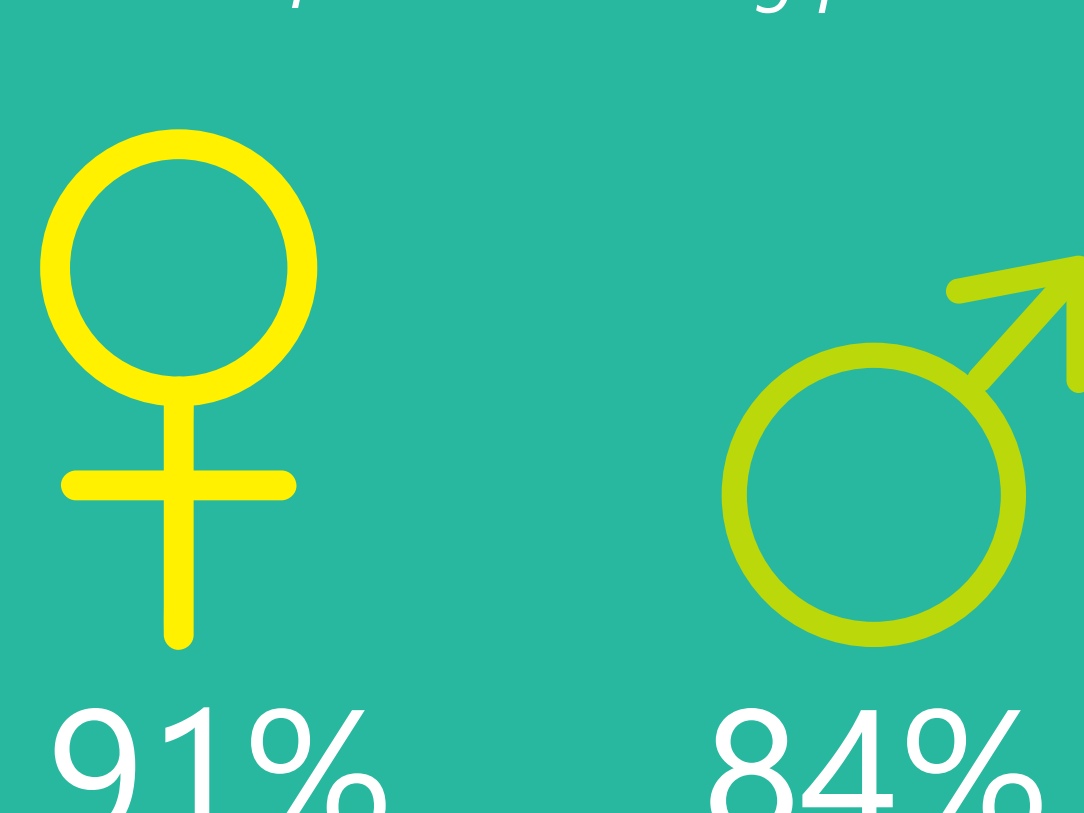
**71%**  
Gen Z DCI\*

**67%**  
Gen X DCI\*

\*DCI = Microsoft's Digital Civility Index

### Women feel risks are a bigger problem

When asked if risks are a big problem



### Global hot spots



### 5 highest and lowest DCI countries

Ranked by national DCI among 25 surveyed countries

