2020: The rising tide of incivility

Based on the views of adults & teens

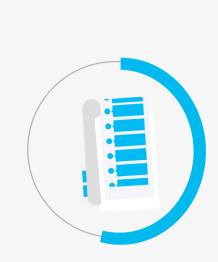
Microsoft



Adults: 18-74 Teens: 13-17

Hungary

Most common risks



INTRUSIVE Unwanted contact 54%









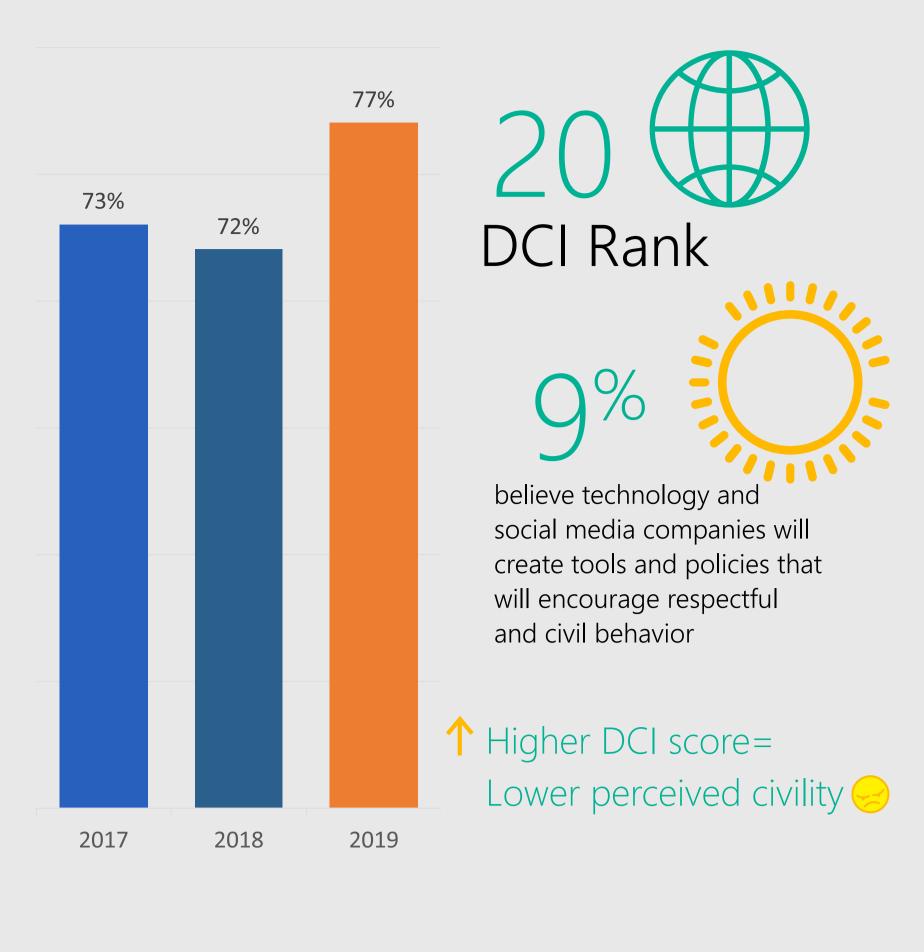






The majority of the 21 risks rose led by increases in behavioral risks (+10) and reputational risks (+8)

The Hungary Digital Civility Index increased 6 points to 77%



Risk trends



of risks happened in the past week/month +6 points



suffered pain from

more times

online risks

+11 points

experienced a risk 2 or



worry that risks will happen again



+9 points

Topics that drive the most incivility













The five most painful online risks*



Damage to personal reputation





professional reputation



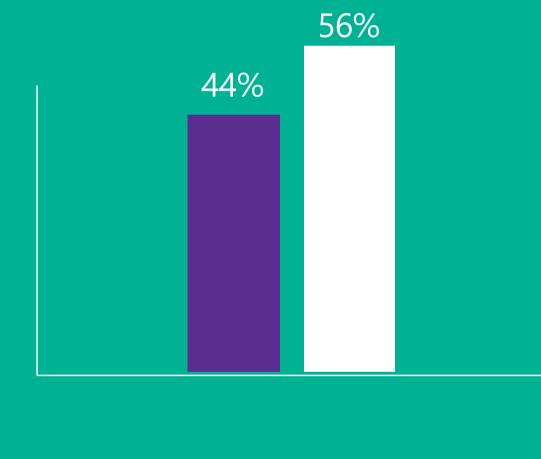
Misogyny



Familiarity with the perpetrator is associated with increased risk & consequences Met Not met

of risks is higher

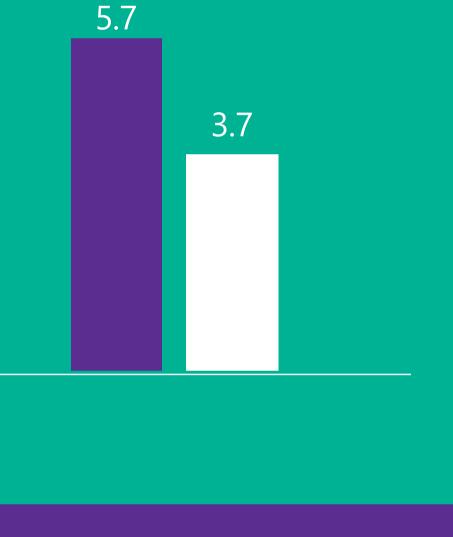
44%



had met the perpetrator in real life

3.7

for those who met the perpetrator



for those who met the perpetrator 8.1 4.4

of consequences is higher

Teen profile



- Experienced a risk YoY +8
- Unbearable pain YoY +18 > Teen girls feel more at risk than teen boys

on social media

Suffered Moderate-

Asked parents for help YoY +12

Worry risk will

happen again

YoY +6

- > Teens asking for parents' help
- Suffered a consequence YoY +5
 - Know where to find help YoY + 7

> 46% have a problem with

parents posting about them

- continued to increase > The best role models: **Parents and Teachers**

Women feel risks are a

bigger problem

When asked if risks are a big problem

Boomers DCI* 76%

Millennials are the most

at-risk adult group



Gen X DCI* 72% **Gen Z DCI*** 64%



Intrusive risks Behavioral risks

2. Peru 3. Russia

Global Intrusive

risk average = 58%

1. South Africa

risk average = 45% 1. Russia 2. South Africa

Global Behaviorial

4. Vietnam

2. Vietnam

Sexual risks Global Sexual risk average = 37% 1. Peru

3. Hungary

5. Colombia

4. Hungary

5. Turkey

3. Colombia 4. South Africa 5. Mexico

Reputational risks Global Reputational

risk average = 21%

1. Vietnam

2. Hungary

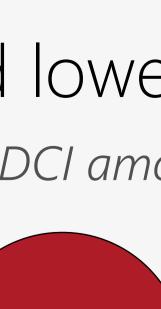
5. India

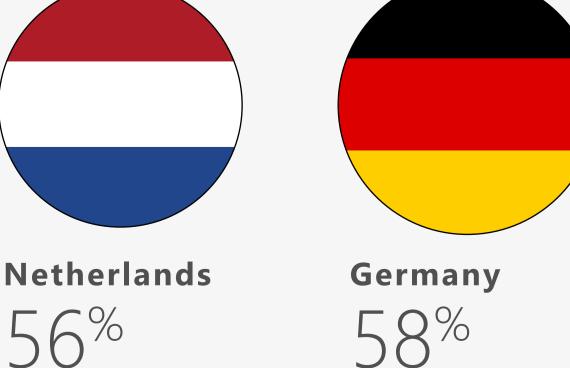
3. Peru 4. South Africa

Ranked by national DCI among 25 surveyed countries

5 highest and lowest DCI countries





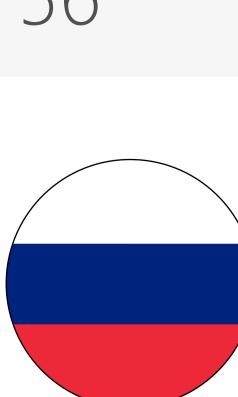




USA



Vietnam 78%



Russia



Colombia



Peru

