# 2020: The rising tide of incivility

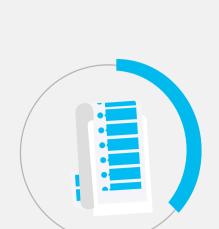
Based on the views of adults & teens



Adults: 18-74 Teens: 13-17

## Ireland

## Most common risks



Unwanted contact



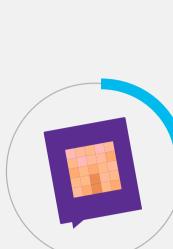
INTRUSIVE Hoaxes, scams & frauds 31%



**BEHAVIORAL** Treated mean 34%



BEHAVIORAL Trolling



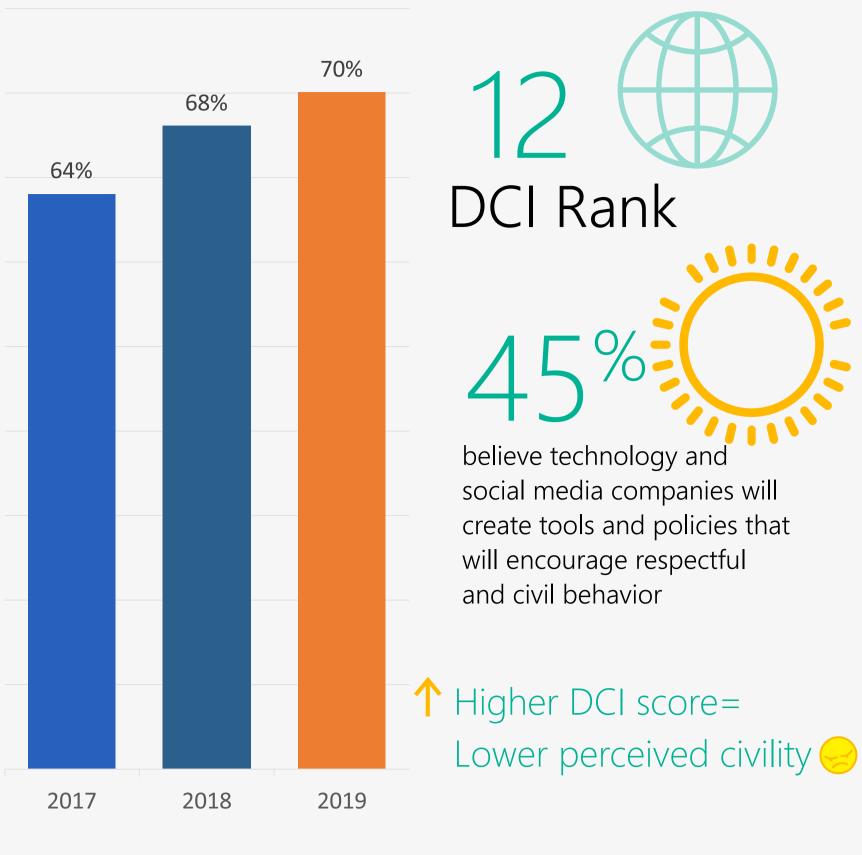
**SEXUAL** Unwanted sexting 22%

Unwanted contact and hoaxes, scams and

frauds fell four and five points respectively. Doxing rose 6 points while the majority of other risks were unchanged.

# 2 points to 70%

The Ireland Digital Civility Index increased



## Risk trends



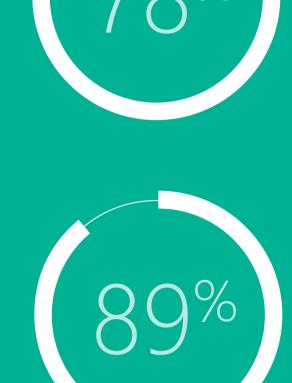
the past week/month -2 points

experienced a risk 2 or

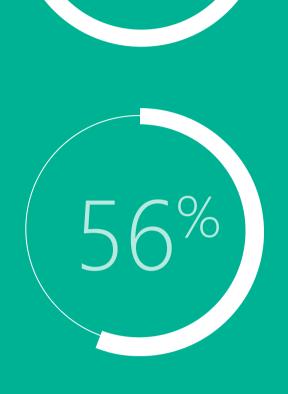
more times

+9 points

of risks happened in



suffered pain from online risks



happen again +11 points

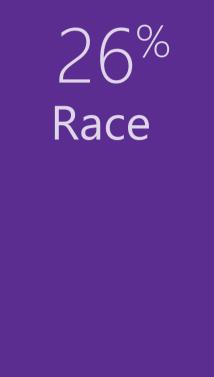
worry that risks will

# Topics that drive the most incivility











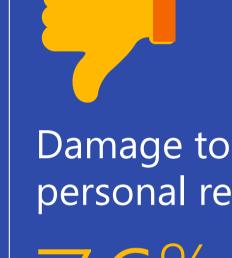


## The five most painful online risks\*



Cyberbullying YoY -1

\*Moderate to Unbearable pain



personal reputation







## with increased risk & consequences Met Not met # of risks is higher # of consequences is higher

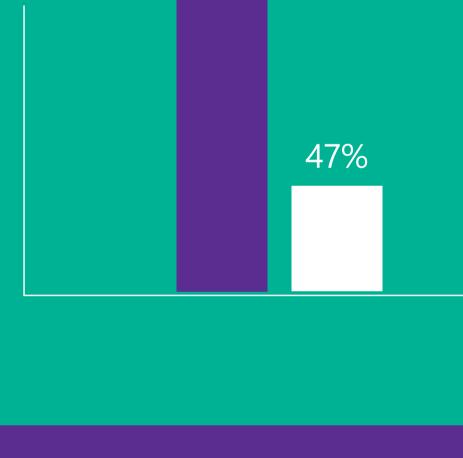
for those who met the perpetrator

Familiarity with the perpetrator is associated

53%

53%

had met the perpetrator in real life



3.0

5.3

for those who met the perpetrator 7.0 3.4

Teen profile



YoY -2 Suffered Moderate-

Unbearable pain

YoY +10

Experienced a risk

> Teen girls feel more at risk than teen boys > 33% have a problem with parents posting about them

Asked parents for help YoY -1

Worry risk will

happen again

YoY +9

> Almost half of teens asked their parents' for help > The best role models: **Parents and Teachers** 

Know where to

find help

YoY -1

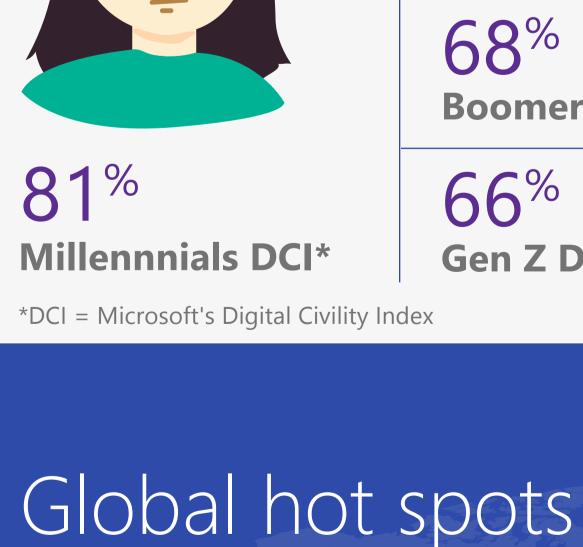
Suffered a

YoY +1

consequence

on social media





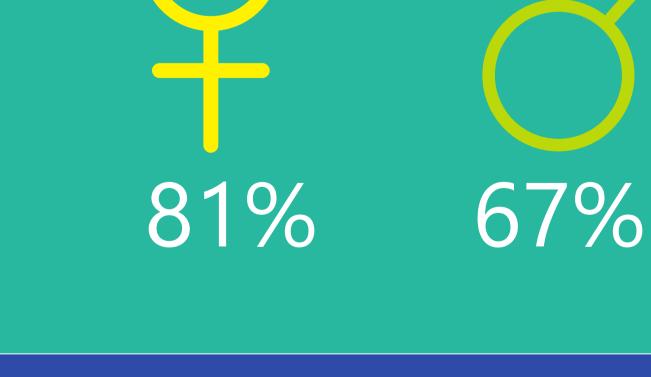
Intrusive risks

**Boomers DCI\* Gen Z DCI\*** 

68%

**Gen X DCI\*** 

When asked if risks are a big problem



Women feel risks are a

bigger problem

## Global Intrusive Global Behaviorial risk average = 58% risk average = 45% 1. South Africa 1. Russia

4. Hungary

2. Peru

2. South Africa 3. Hungary 4. Vietnam

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

3. Colombia

Reputational risks

Global Reputational

risk average = 21%

1. Vietnam

## 3. Russia

5. Colombia

5. Turkey

Behavioral risks

## 4. South Africa 5. Mexico

2. Vietnam

2. Hungary 3. Peru 4. South Africa 5. India

5 highest and lowest DCI countries

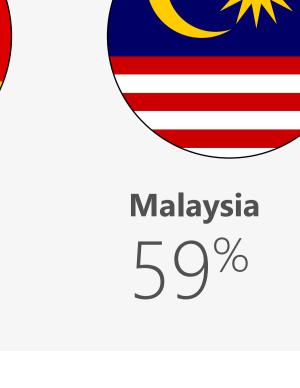




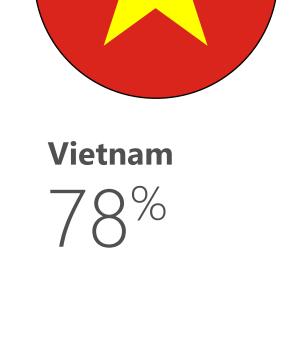




**Colombia** 



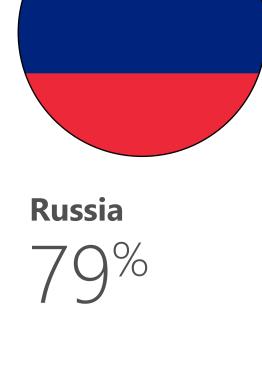




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