

2020: The rising tide of incivility

Based on the views of

500

adults & teens



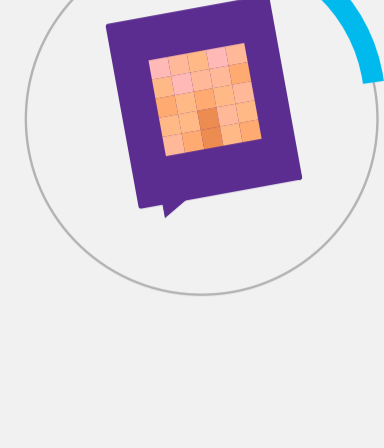
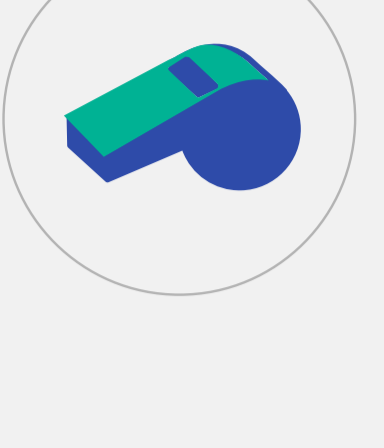
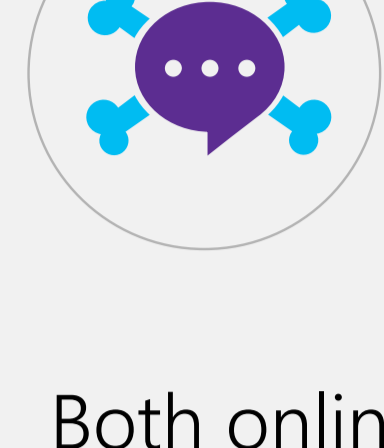
Adults: 18-74

Teens: 13-17

Italy

Most common risks

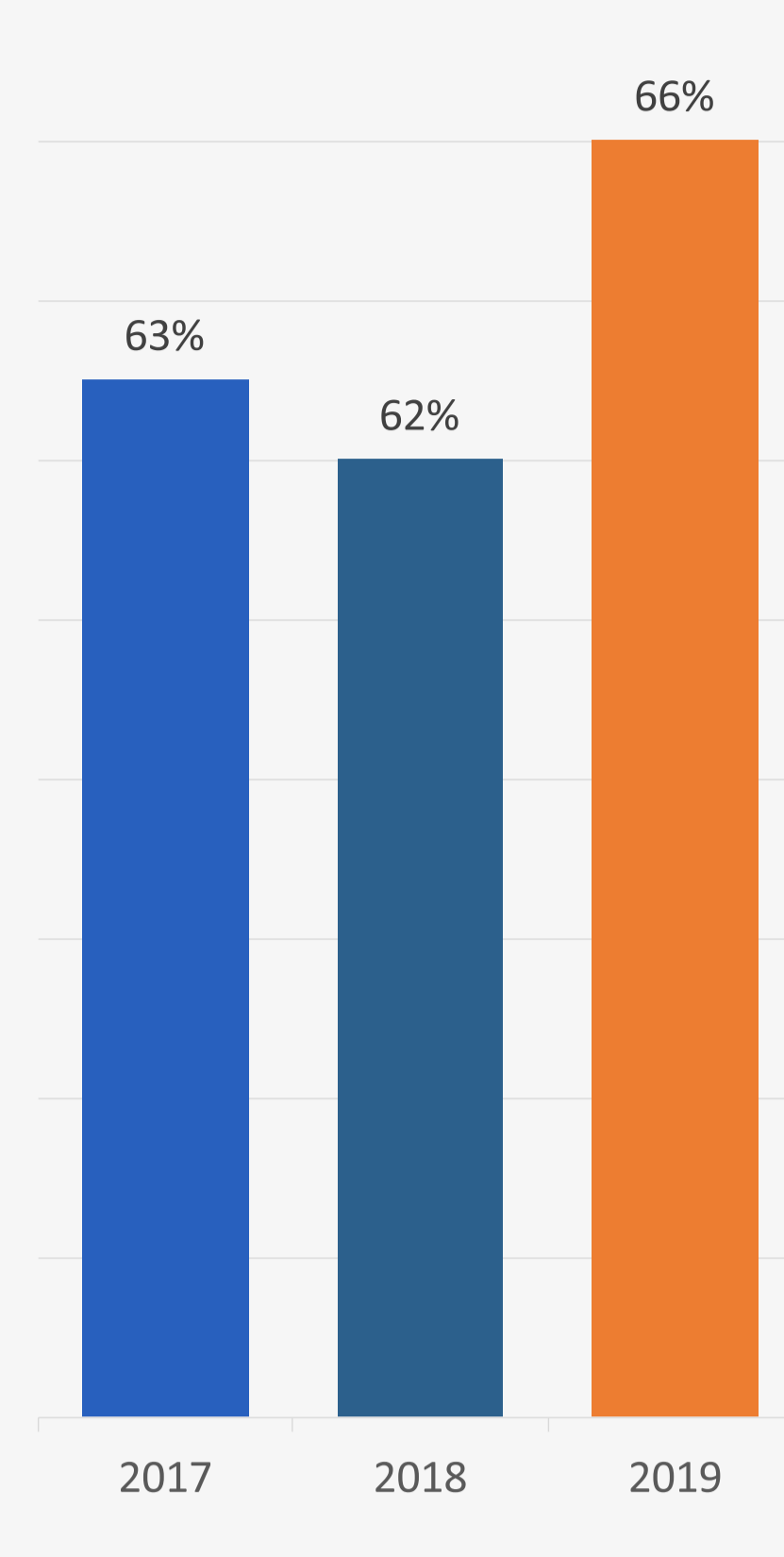

INTRUSIVE
Unwanted contact
41%

INTRUSIVE
Hoaxes, scams & fraud
29%

SEXUAL
Unwanted sexting
23%

SEXUAL
Unwanted sexual attention
12%

BEHAVIORAL
Trolling
16%

Both online harassment and trolling fell three points. Cyberbullying rose three points while the other risks remained largely unchanged.

The Italy Digital Civility Index increased

5 points to 66%



10



DCI Rank

50%



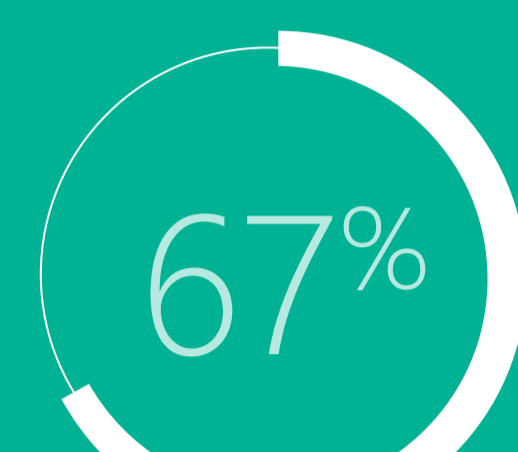
believe technology and social media companies will create tools and policies that will encourage respectful and civil behavior

↑ Higher DCI score = Lower perceived civility

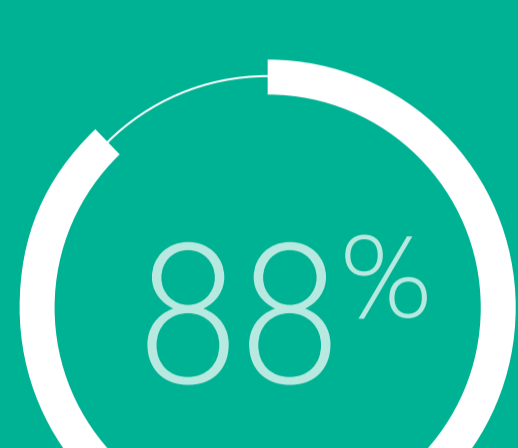
Risk trends



of risks happened in the past week/month
-2 points



experienced a risk 2 or more times



suffered pain from online risks
+3 points



worry that risks will happen again
+2 points

Topics that drive the most incivility



28%
Physical appearance



21%
Sexual orientation



21%
Politics



21%
Race



15%
Romantic relationships



Social Media sites are most common online space for risks

The five most painful online risks*



Damage to personal reputation

89%

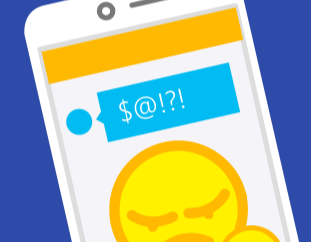
YoY +8



Online harassment

87%

YoY +27



Treated mean

82%

YoY +8



Microaggression

76%

YoY -5



Misogyny

73%

YoY +17

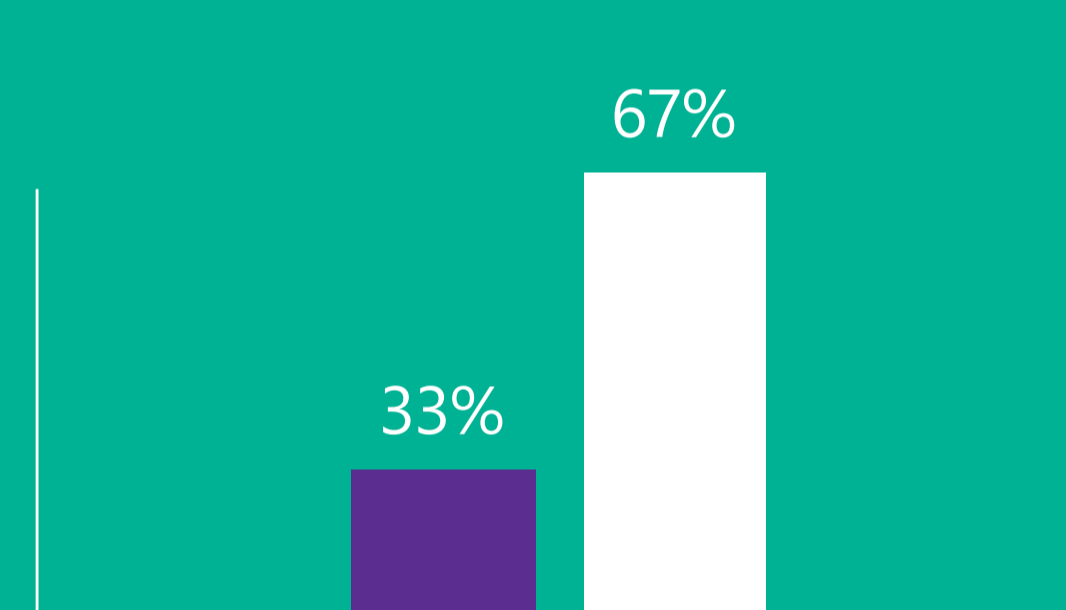
*Moderate to Unbearable pain

Familiarity with the perpetrator is associated with increased risk & consequences

● Met ● Not met

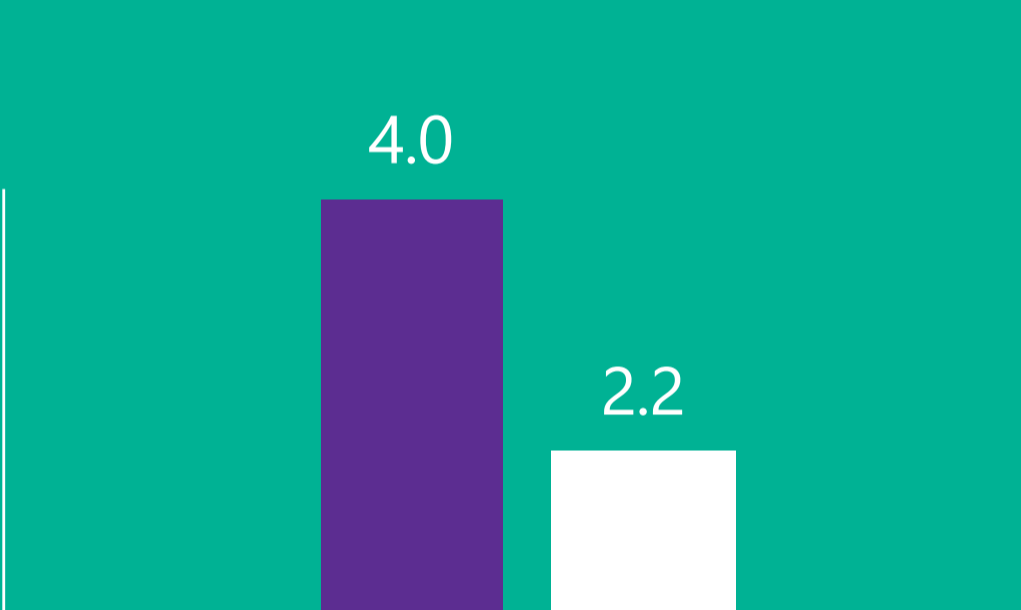
33%

had met the perpetrator in real life



of risks is higher

for those who met the perpetrator



of consequences is higher

for those who met the perpetrator



Teen profile



60%

Experienced a risk
YoY +4

59%

Worry risk will happen again
YoY +5

78%

Suffered a consequence
YoY +9

67%

Suffered Moderate-Unbearable pain
YoY +5

51%

Asked parents for help
YoY +7

84%

Know where to find help
YoY +8

> Highest awareness of Microsoft's Digital Civility Challenge

> Better at finding help than adults

> Teen girls feel more at risk than teen boys

> 45% have a problem with parents posting about them on social media

> Teens asking for parents' help continued to increase

> The best role models: **Parents and Teachers**

Millennials are the most at-risk adult group



82%

Millennials DCI*

70%

Boomers DCI*

66%

Gen X DCI*

60%

Gen Z DCI*

*DCI = Microsoft's Digital Civility Index

Women feel risks are a bigger problem

When asked if risks are a big problem



76%



71%

Global hot spots

Intrusive risks

Global Intrusive risk average = 58%

1. South Africa
2. Peru
3. Russia
4. Hungary
5. Colombia

Behavioral risks

Global Behavioral risk average = 45%

1. Russia
2. South Africa
3. Hungary
4. Vietnam
5. Turkey

Sexual risks

Global Sexual risk average = 37%

1. Peru
2. Vietnam
3. Colombia
4. South Africa
5. Mexico

Reputational risks

Global Reputational risk average = 21%

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

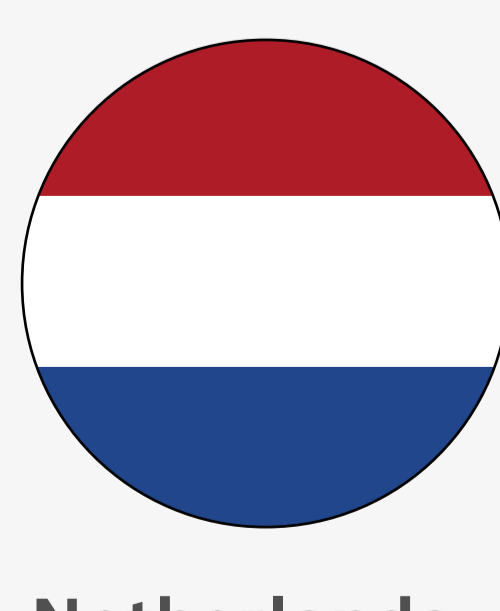
5 highest and lowest DCI countries

Ranked by national DCI among 25 surveyed countries



UK

52%



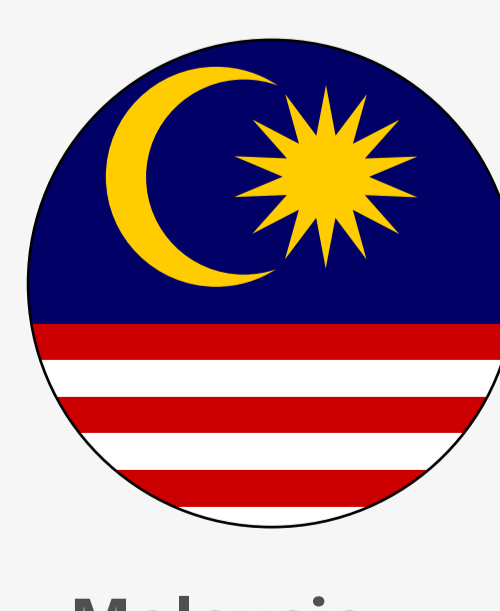
Netherlands

56%



Germany

58%



Malaysia

59%



USA

60%



Vietnam

78%



Russia

79%



Colombia

80%



Peru

81%



South Africa

83%