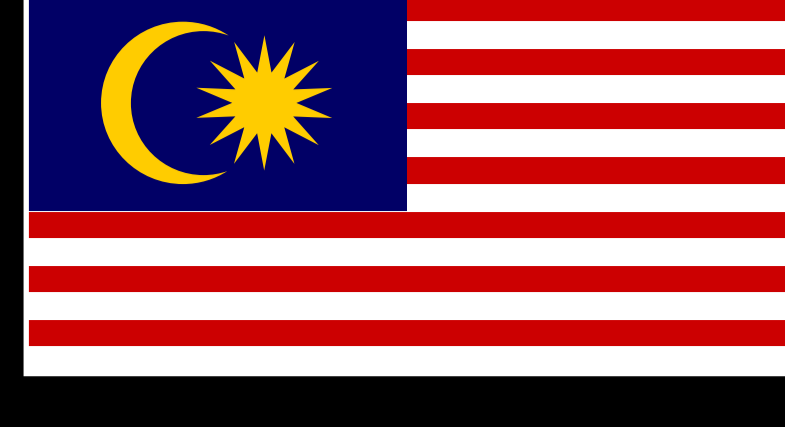


2020: The rising tide of incivility

Based on the views of
500
adults & teens



Adults: 18-74
Teens: 13-17

Malaysia

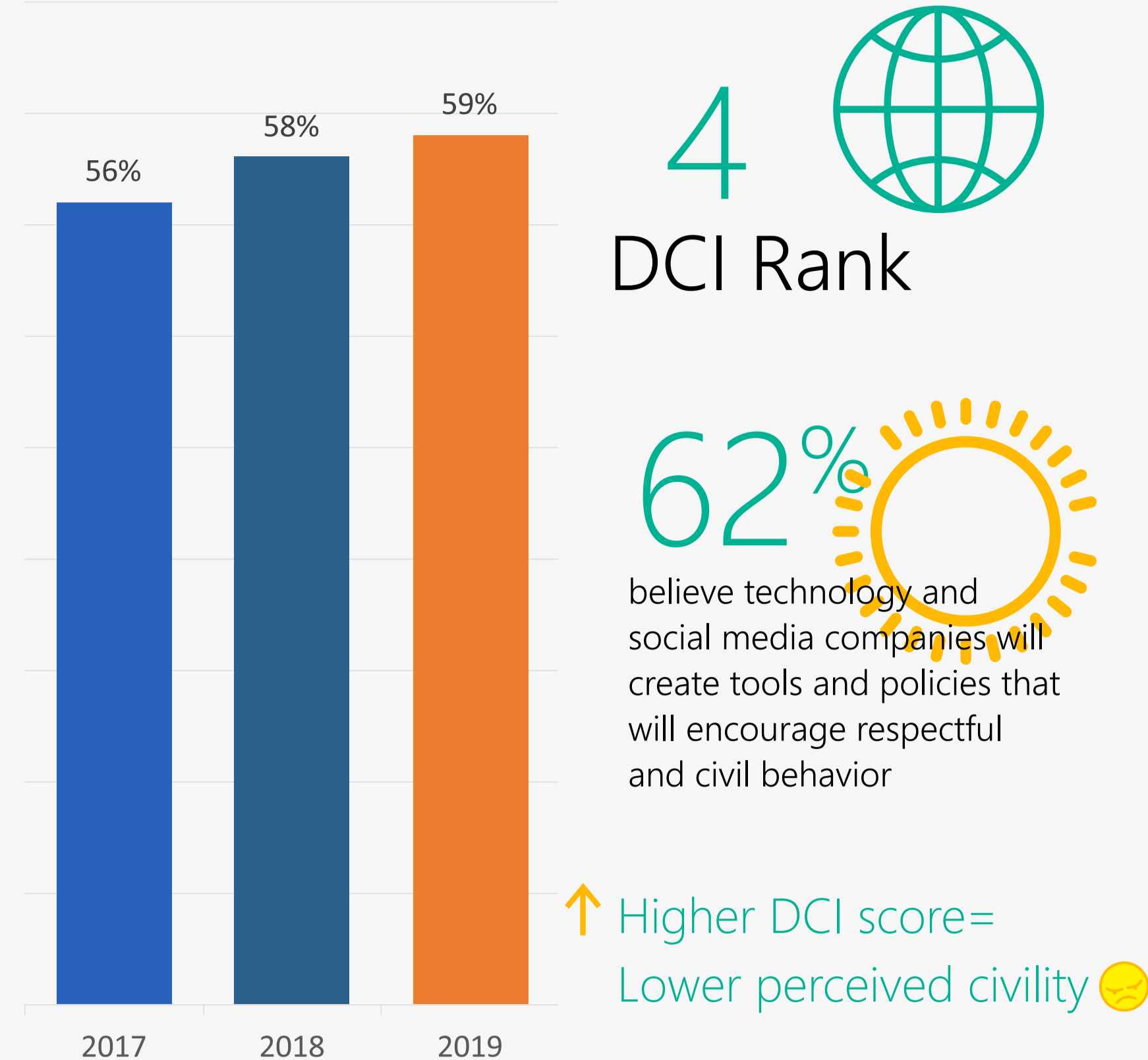
Most common risks



The majority of risks showed minor changes with the exception of hate speech (+7) and being treated mean (+5).

The Malaysia Digital Civility Index increased

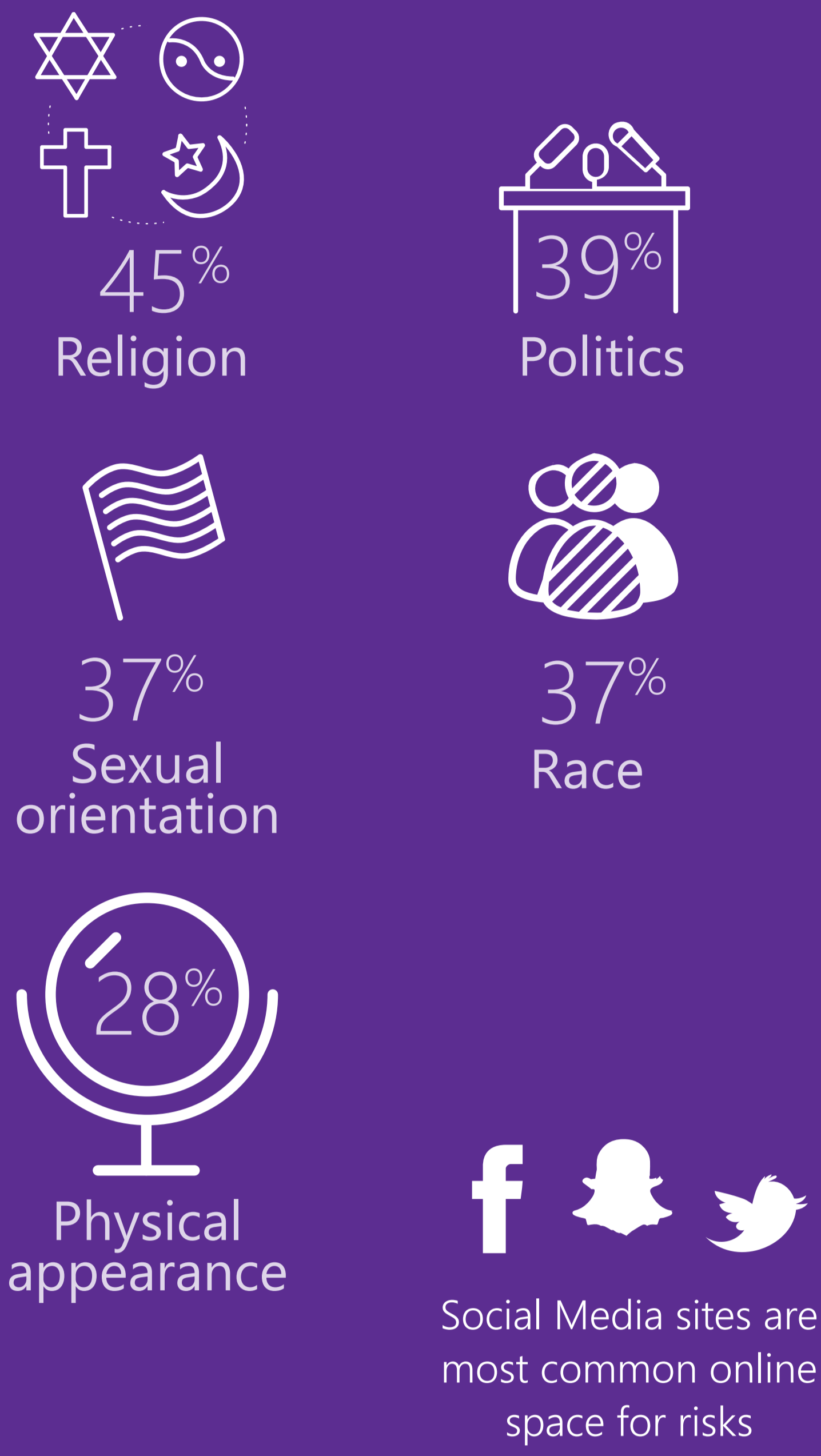
1 point to 59%



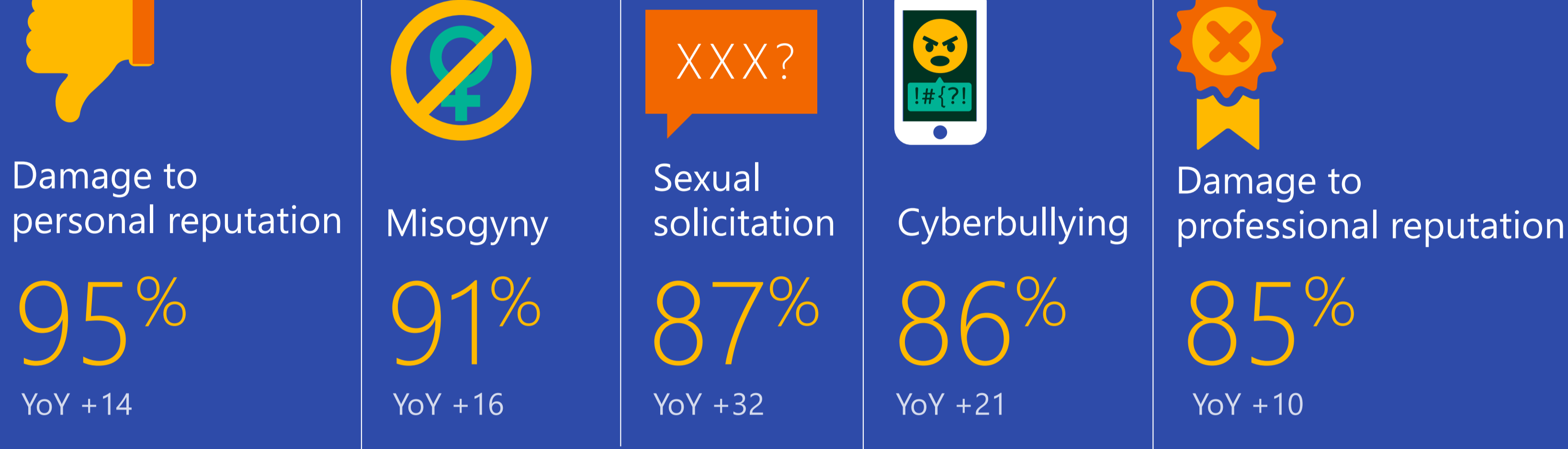
Risk trends



Topics that drive the most incivility



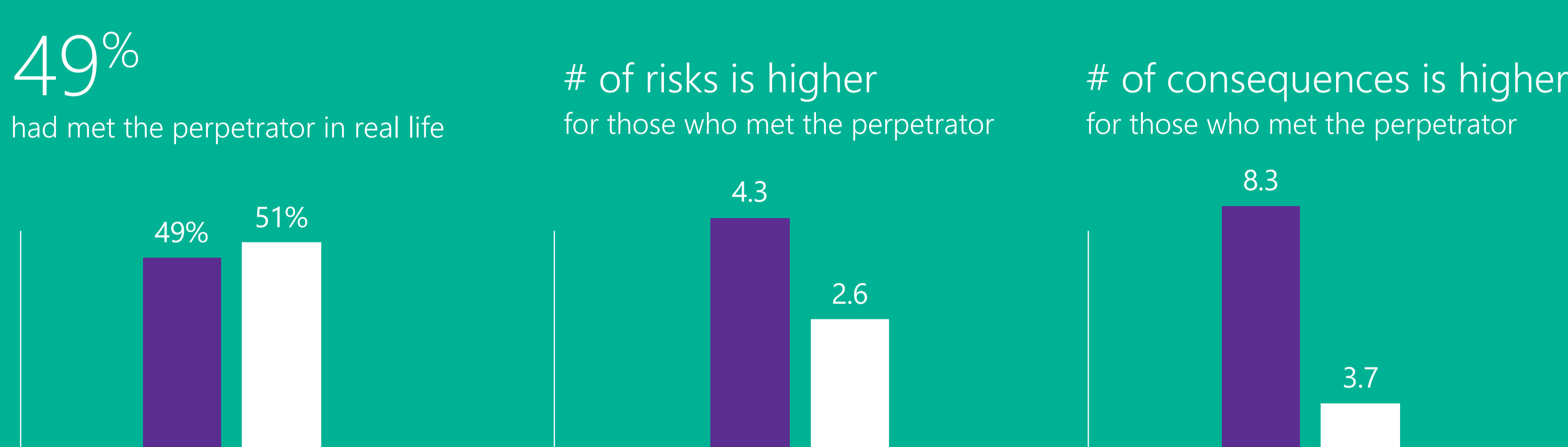
The five most painful online risks*



*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 teen boys
> 43% have a problem with parents posting about them on social media

> Teens asking their parents' for help increased significantly
> The best role models:
Parents and Teachers

Millennials are the most at-risk adult group



66%
Millennials DCI*

62%
Boomers DCI*

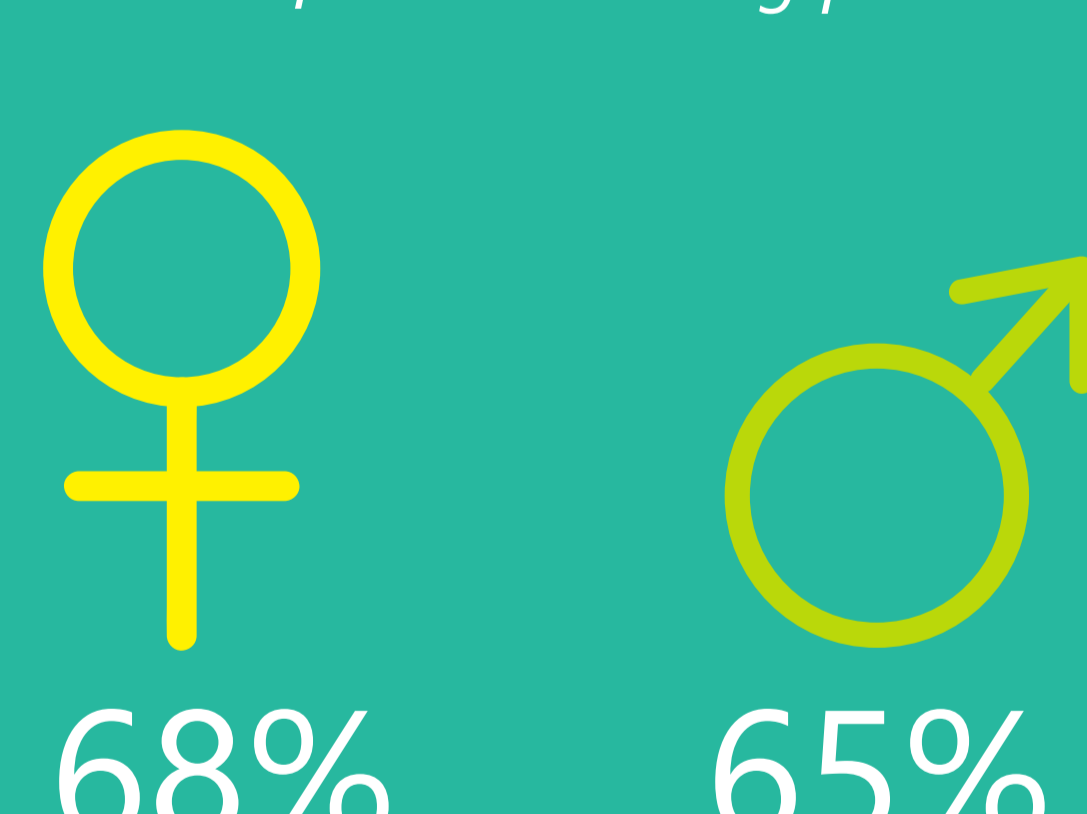
55%
Gen Z DCI*

52%
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

