2020: The rising tide of incivility

Based on the views of adults & teens

Microsoft



Adults: 18-74 Teens: 13-17

Malaysia

Most common risks



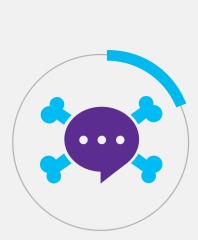
scams & fraud 20%



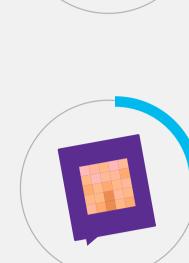
INTRUSIVE Hate speech 18%



BEHAVIORAL Online harassment 24%



BEHAVIORAL Trolling 19%



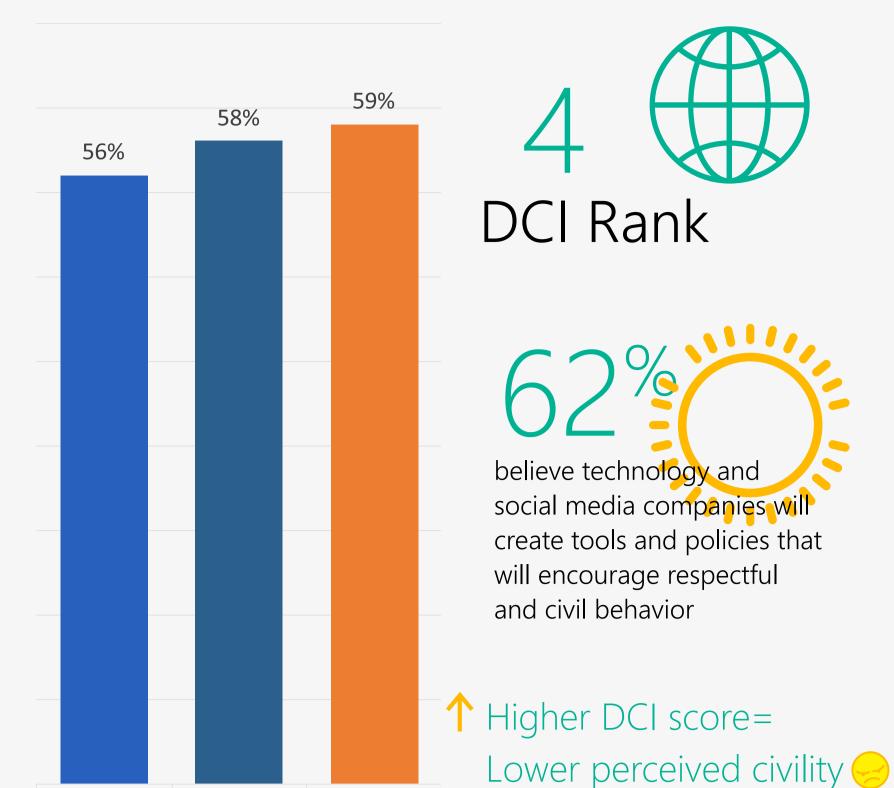
Unwanted sexting 25%

SEXUAL

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

1 point to 59%

The Malaysia Digital Civility Index increased



Topics that drive the most incivility Risk trends

2017

2018

2019



of risks happened in the past week/month -4 points



suffered pain from

more times

experienced a risk 2 or



+6 points

online risks



+6 points

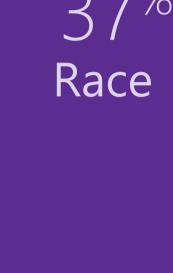
happen again

worry that risks will











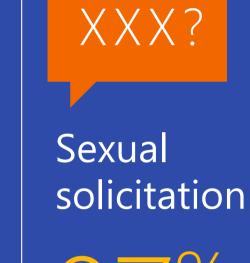


The five most painful online risks*



Damage to personal reputation





Cyberbullying

Damage to professional reputation

YoY +10

*Moderate to Unbearable pain

49%

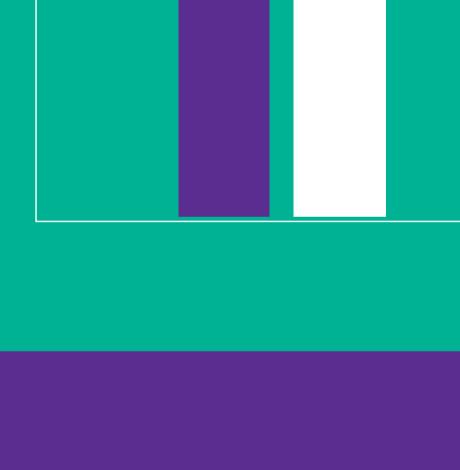
YoY +14

with increased risk & consequences Met Not met

of risks is higher

Familiarity with the perpetrator is associated

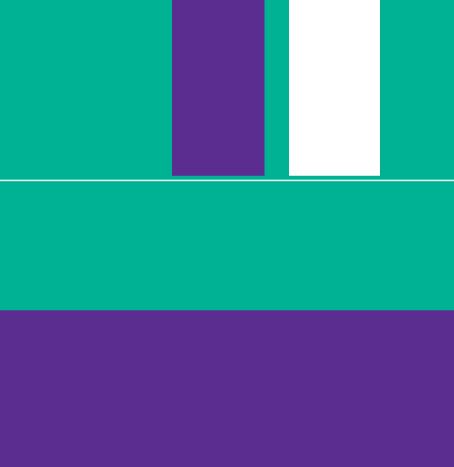
had met the perpetrator in real life 51% 49%



2.6

4.3

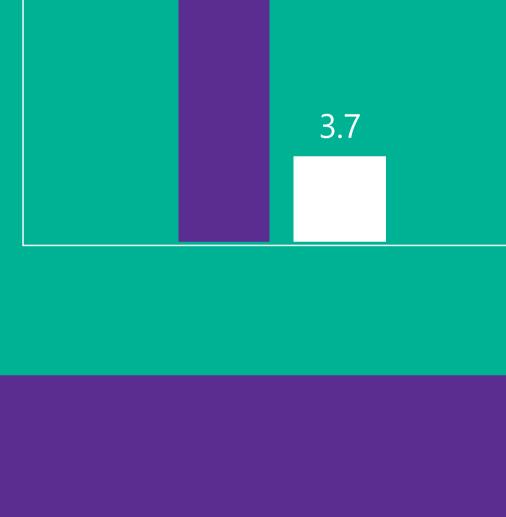
for those who met the perpetrator



8.3

for those who met the perpetrator

of consequences is higher



Teen profile



Experienced a risk YoY +1

YoY +9 > Teen girls feel more at risk than teen boys > 43% have a problem with

on social media

parents posting about them

Suffered Moderate-

Unbearable pain

Asked parents for help YoY +15

Worry risk will

happen again

YoY +1

Suffered a consequence YoY +4

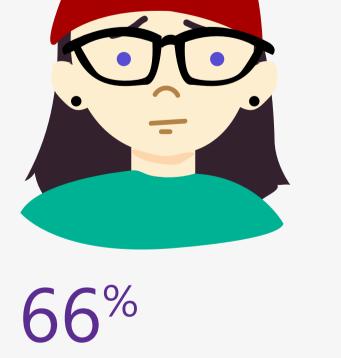
increased significantly > The best role models:

> Teens asking their parents' for help **Parents and Teachers**

Know where to

find help

YoY + 0



Boomers DCI* 55%

Millennials are the most

at-risk adult group

Millennnials DCI* *DCI = Microsoft's Digital Civility Index

Gen X DCI*

Gen Z DCI*

68% 65%

Women feel risks are a

bigger problem

When asked if risks are a big problem

Global hot spots Intrusive risks

Global Intrusive

2. Peru

risk average = 58%

1. South Africa

4. Hungary 5. Colombia

Behavioral risks

risk average = 45%

5. Turkey

3. Hungary

1. Russia 2. South Africa

Global Behaviorial

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

2. Vietnam

Reputational risks

3. Russia 4. Vietnam

3. Colombia 4. South Africa 5. Mexico

Global Reputational risk average = 21% 1. Vietnam 2. Hungary

3. Peru

5. India

4. South Africa









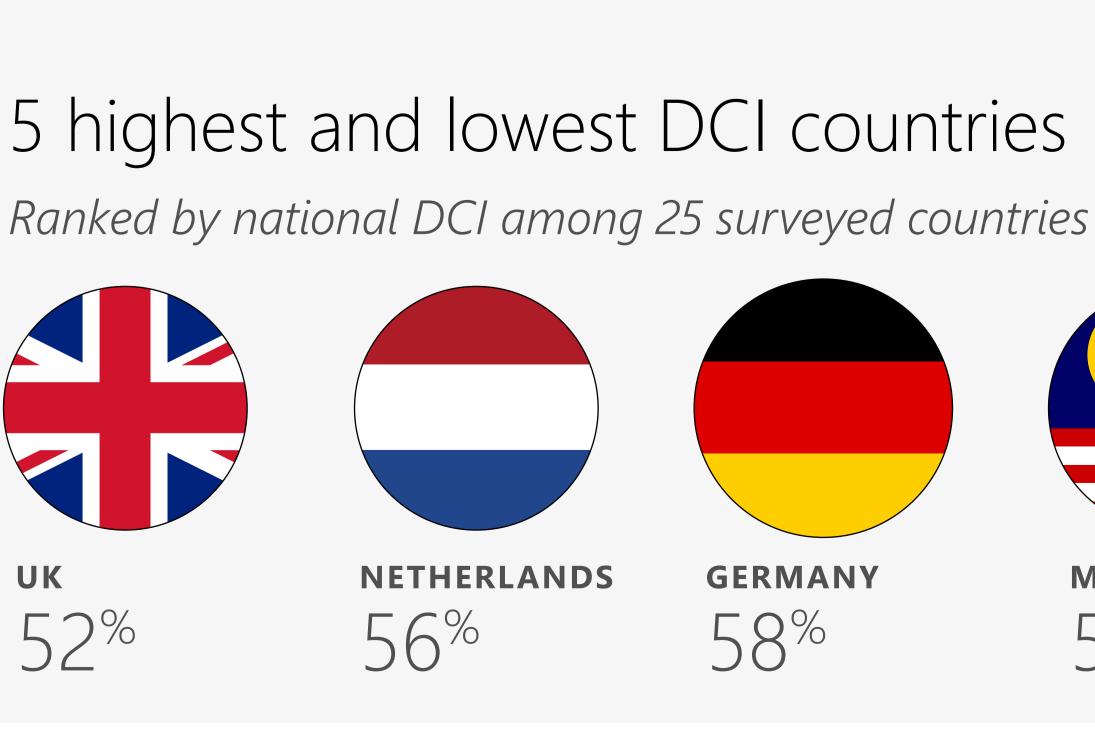






RUSSIA

79%





PERU



COLOMBIA