2020: The rising tide of incivility

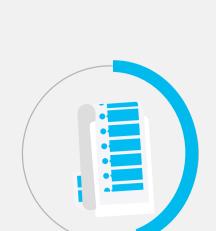
Based on the views of adults & teens



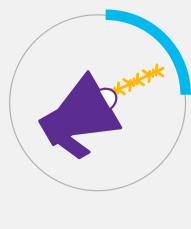
Adults: 18-74 Teens: 13-17

Poland

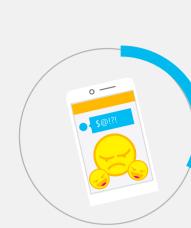
Most common risks



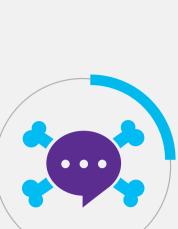
INTRUSIVE Unwanted contact 45%



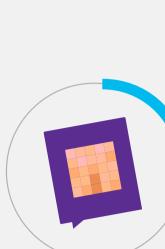
INTRUSIVE Hate speech 25%



BEHAVIORAL Treated mean 33%



BEHAVIORAL Trolling

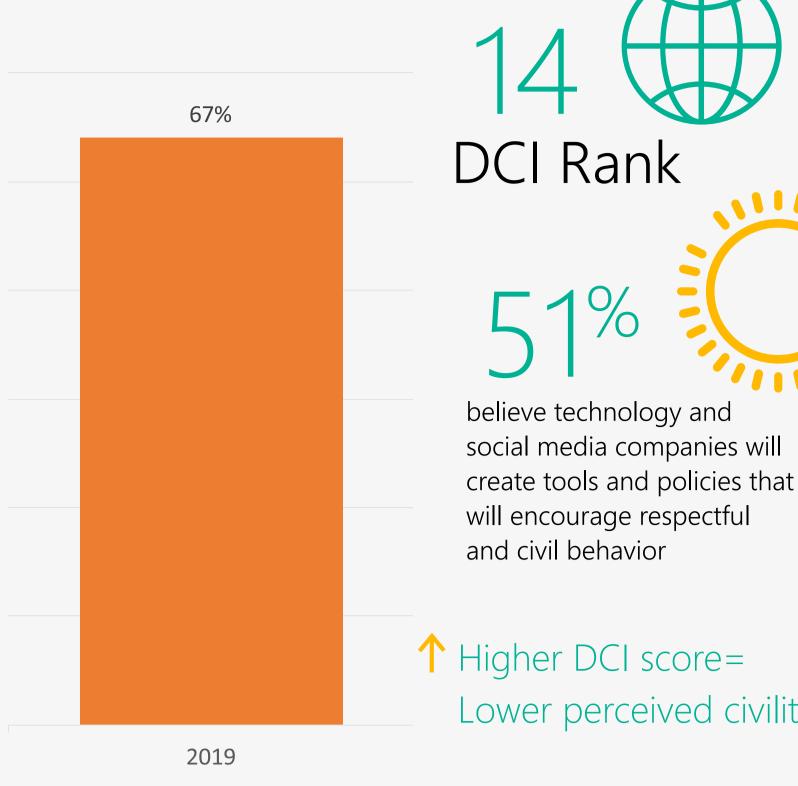


SEXUAL Unwanted sexting 23%

The most prevalent category of risks was intrusive (59%) followed by behavioral (49%), sexual (35%) and reputational (22%).

72%

The Poland Digital Civility Index was



Lower perceived civility

Risk trends



the past week/month

of risks happened in



suffered pain from

more times

online risks

experienced a risk 2 or



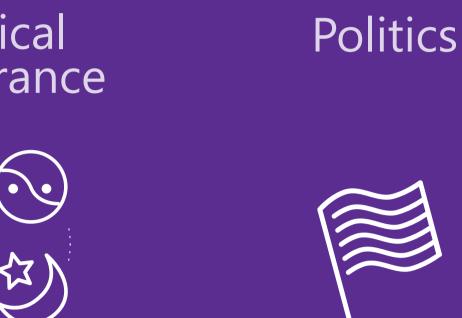


happen again

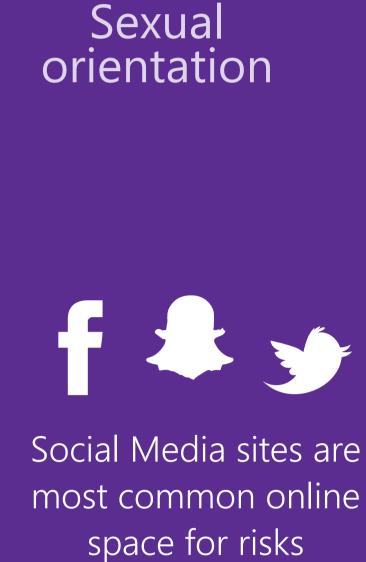
worry that risks will

Topics that drive the most incivility









Cyberbullying

The five most painful online risks*



*Moderate to Unbearable pain





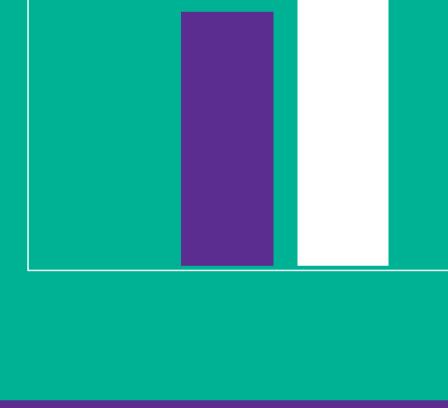




of risks is higher

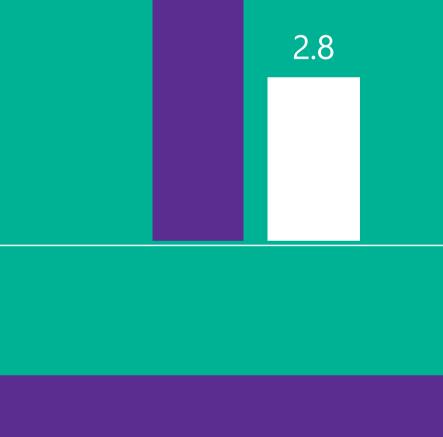
51% 49%

had met the perpetrator in real life



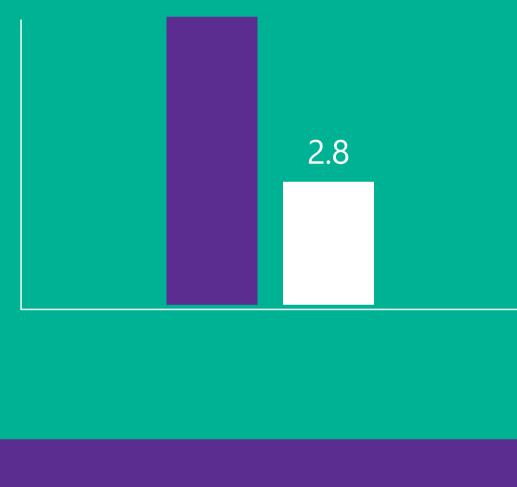
4.9

for those who met the perpetrator



for those who met the perpetrator 6.6

of consequences is higher



Teen profile



Experienced a risk

than teen boys > 29% have a problem with

Suffered Moderate-

Unbearable pain

Asked parents for help

Worry risk will

happen again

> More than four in ten teens asked their parents for help

Suffered a consequence

Know where to

find help

- > Teen girls feel more at risk

on social media

parents posting about them

Parents and Teachers

> The best role models:

Women feel risks are a

bigger problem

When asked if risks are a big problem

Gen X DCI* 69%

Millennials are the most

at-risk adult group



Intrusive risks

Global Intrusive

3. Russia

Boomers DCI*

Gen Z DCI*

Global hot spots

81%



risk average = 58% 1. South Africa 1. Russia 2. Peru

4. Hungary

- Behavioral risks Global Behaviorial risk average = 45%
- 4. Vietnam
- 2. South Africa 3. Hungary



- risk average = 37% 2. Vietnam
- 3. Colombia 4. South Africa
- Reputational risks Global Reputational risk average = 21% 1. Vietnam
 - 5. India

5. Colombia 5. Turkey

5. Mexico

Global Sexual

1. Peru

2. Hungary

4. South Africa

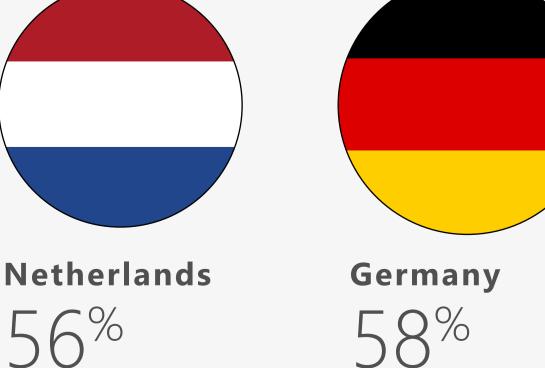
3. Peru

5 highest and lowest DCI countries

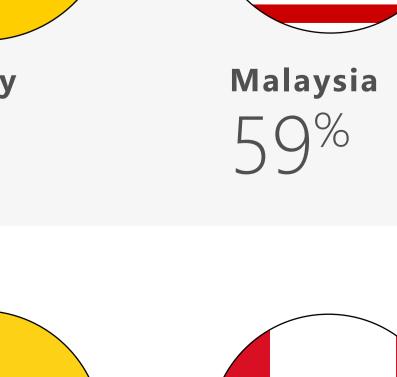
Ranked by national DCI among 25 surveyed countries







Colombia





USA

