Based on the views of

502 adults & teens



Adults: 18-74 Teens: 13-17

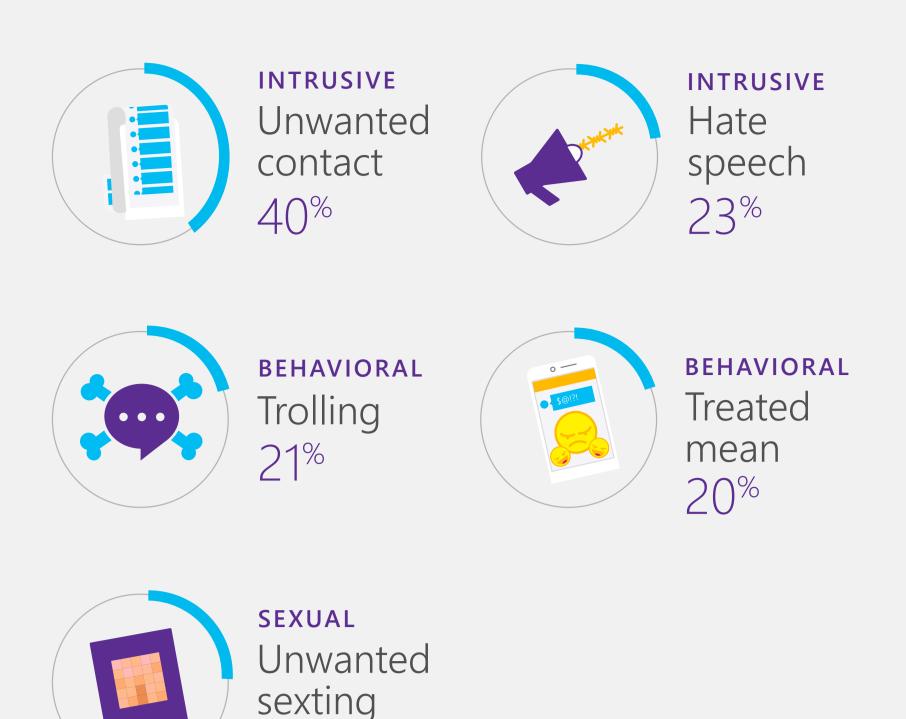
INDIA

2016

2017

2018

Most common risks

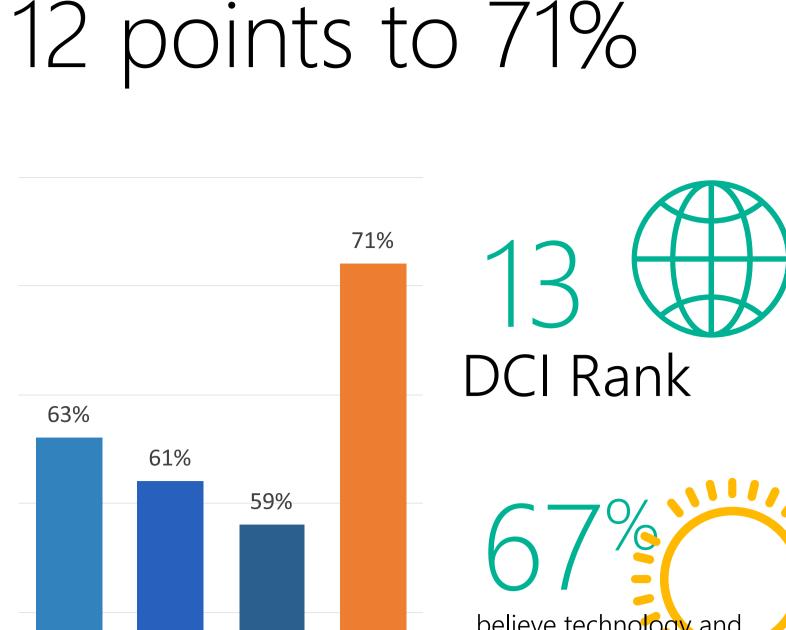


The majority of the 21 risks rose led by increases in reputational (+14) and behavioral risks (+9).

26%

Risk trends

The India Digital Civility Index increased

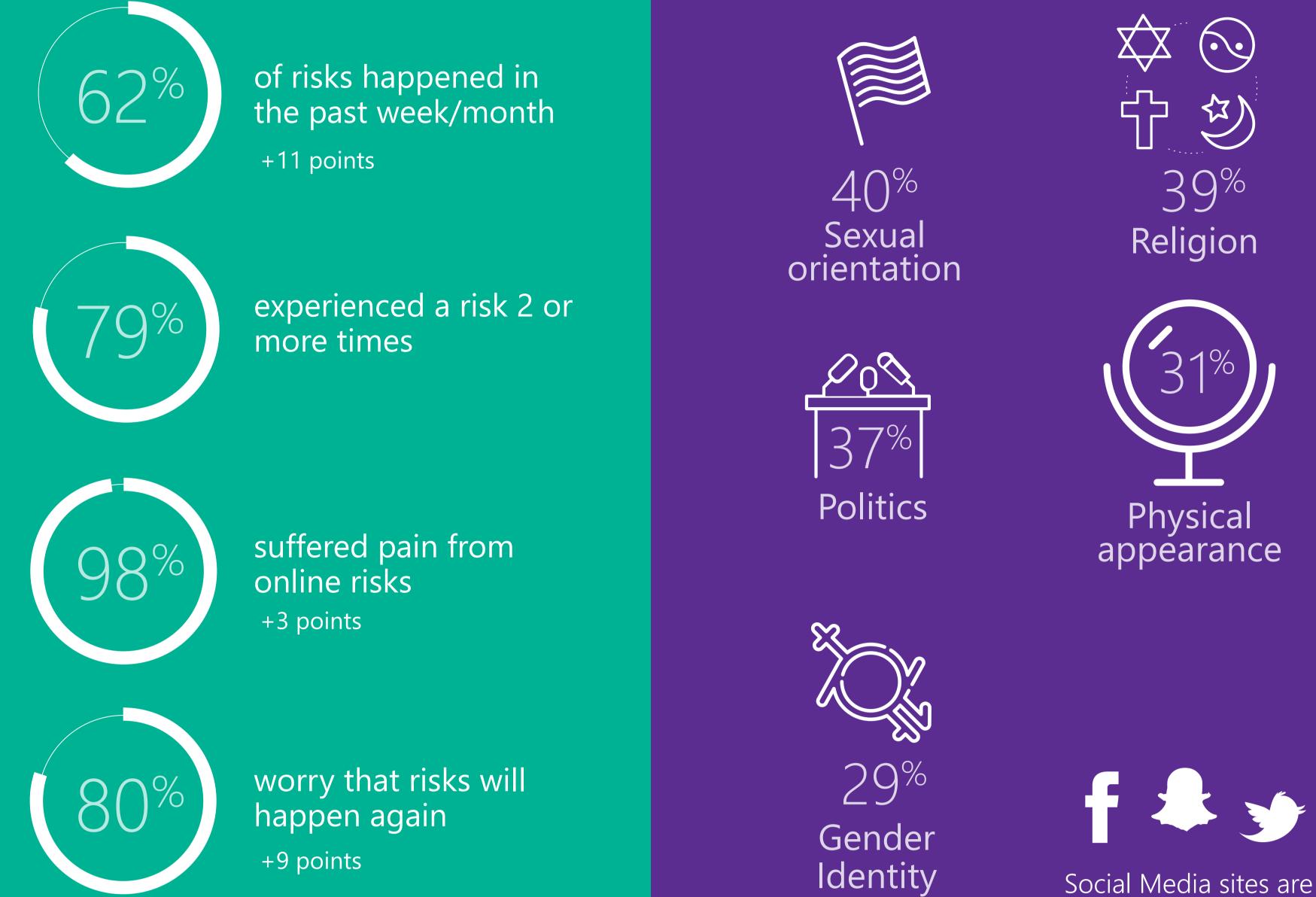


believe technology and social media companies will create tools and policies that will encourage respectful and civil behavior

↑ Higher DCI score= Lower perceived civility 😔

Topics that drive the most incivility

2019







most common online

space for risks

The five most painful online risks*



*Moderate to Unbearable pain

Familiarity with the perpetrator is associated with increased risk & consequences

45%

had met the perpetrator in real life

Met Not met

> # of consequences is higher for those who met the perpetrator

of risks is higher for those who met the perpetrator



Teen profile



- > Highest awareness of Microsoft's Digital Civility Challenge
- > Better at finding help than adults



Experienced a risk YoY +12

Suffered Moderate-Unbearable pain YoY + 2

%

Worry risk will happen again YoY + 2

「1%

Asked parents for help YoY + 6

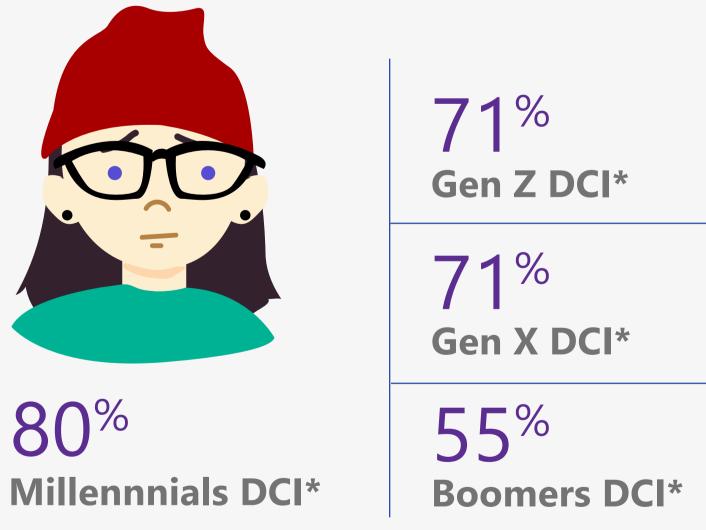


Suffered a consequence YoY -2

Know where to find help YoY + 4

- > Teen girls feel more at risk than teen boys
- > 56% 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**

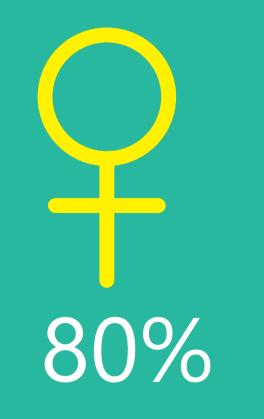
Millennials are the most at-risk adult group



*DCI = Microsoft's Digital Civility Index

Women feel risks are a bigger problem

When asked if risks are a big problem





Global hot spots

Intrusive risks

Global Intrusive risk average = 58%

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

Behavioral risks

Global Behaviorial 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

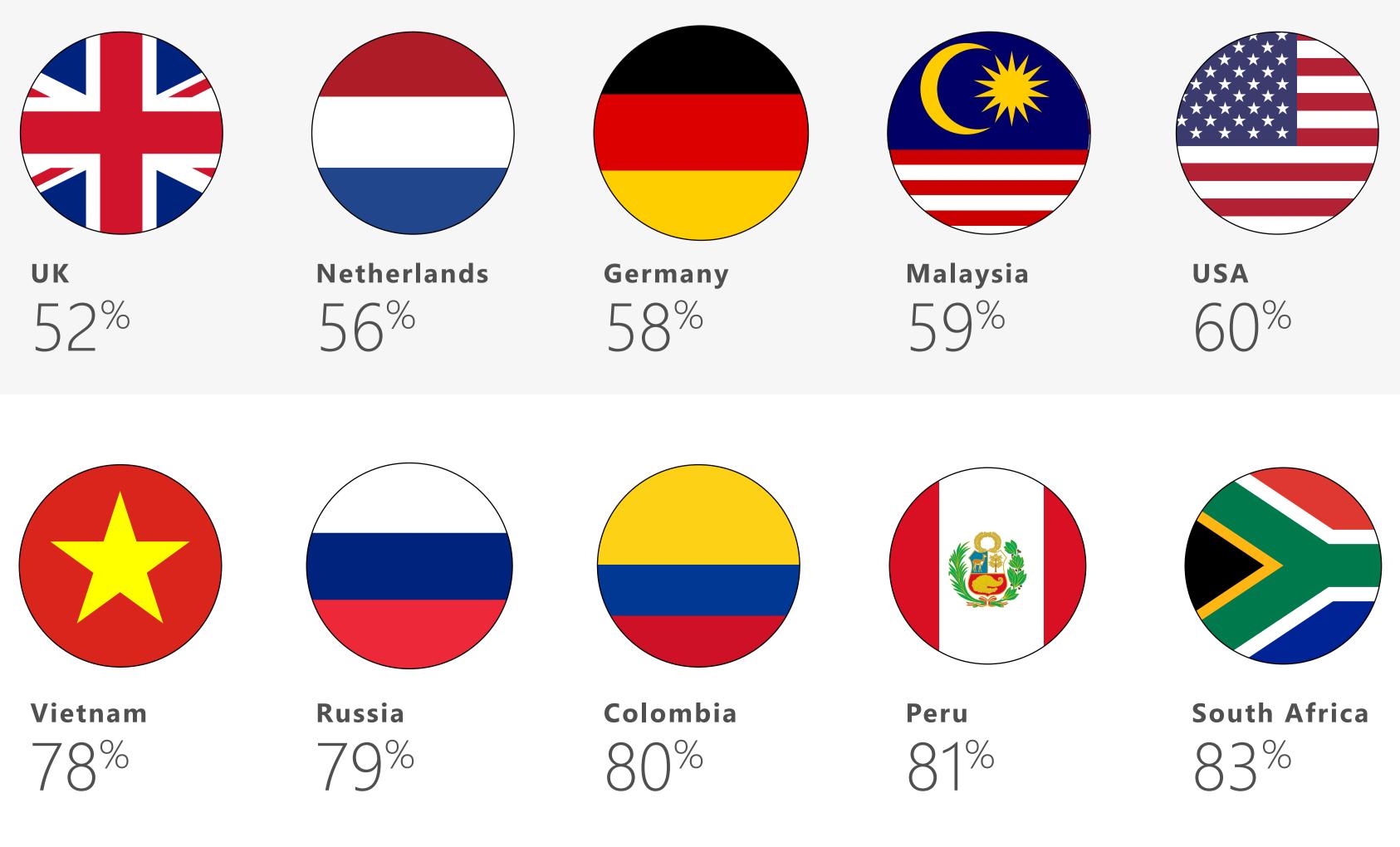
Reputational risks

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



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