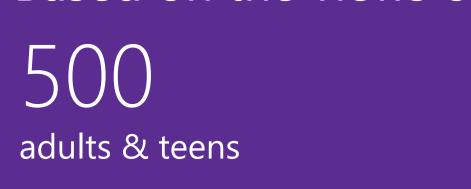
2020: The rising tide of incivility

Based on the views of adults & teens

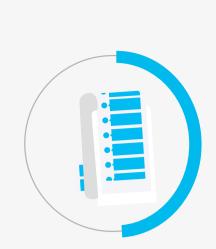




Adults: 18-74 Teens: 13-17

Vietnam

Most common risks



INTRUSIVE Unwanted contact 49%







39% SEXUAL Unwanted sexual attention

30%

INTRUSIVE

Hoaxes,

& fraud

scams

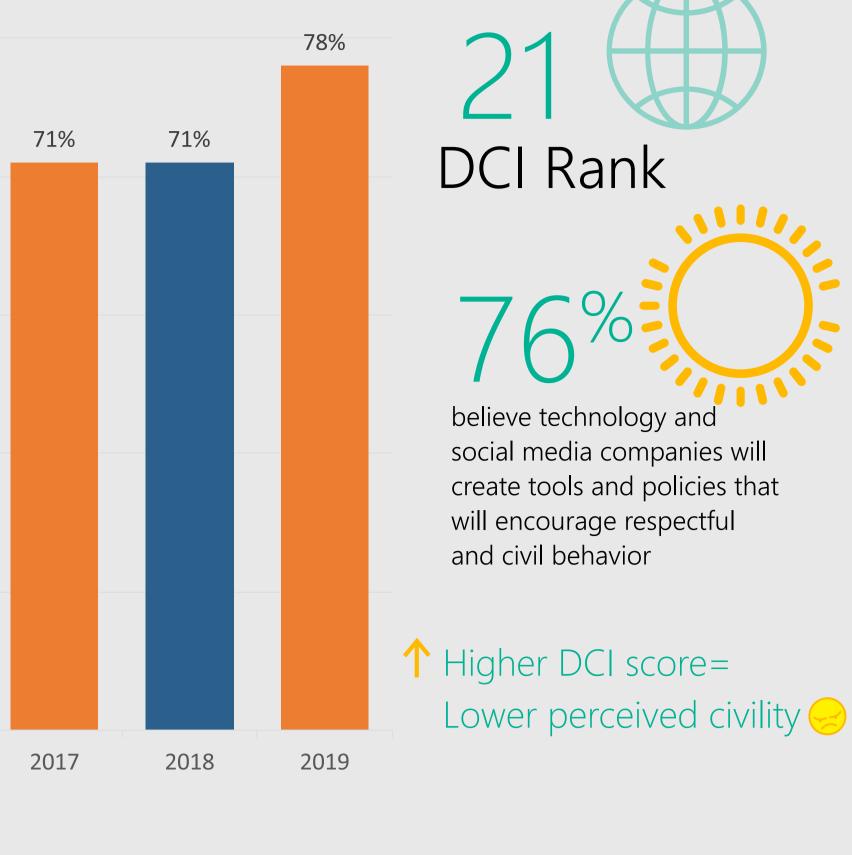


BEHAVIORAL Sexual solicitation 29%

Nearly all 21 risks increased with the sexual and behavioral categories up fourteen and twelve points respectively.

7 points to 78%

The Vietnam Digital Civility Index increased



Risk trends



the past week/month +7points

experienced a risk 2 or

more times

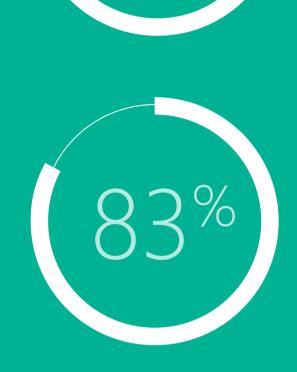
online risks

+11 points

of risks happened in



suffered pain from



happen again +13 points

worry that risks will

Topics that drive the most incivility



relationships













The five most painful online risks*



YoY +22

Damage to professional reputation

Microaggression

Damage to personal reputation

Discrimination YoY -6

*Moderate to Unbearable pain

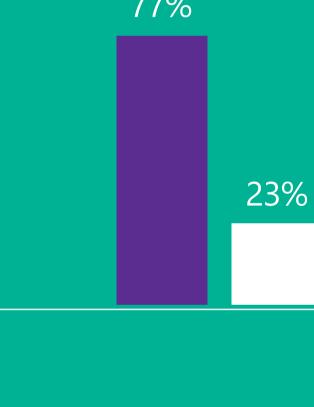
with increased risk & consequences Met Not met # of risks is higher # of consequences is higher

Familiarity with the perpetrator is associated

77%

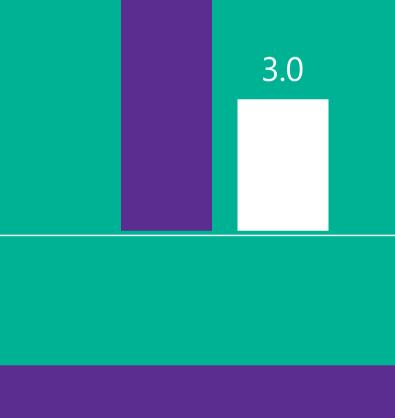
77%

had met the perpetrator in real life

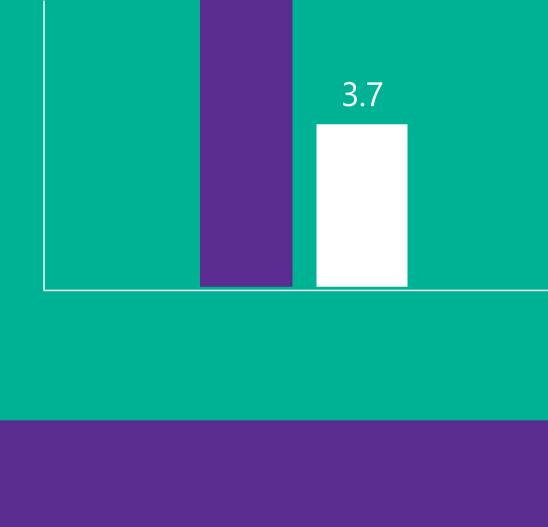


6.7

for those who met the perpetrator



for those who met the perpetrator 7.5



Teen profile



Suffered Moderate-

Unbearable pain

YoY +16

YoY + 12

Experienced a risk

> Teen girls feel more at risk than teen boys > 65% have a problem with parents posting about them

on social media

Asked parents for help YoY + 14

Worry risk will

happen again

YoY +15

consequence YoY +9 Know where to find help

Suffered a

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

YoY +23

Gen X DCI* 74%

Gen Z are the most

at-risk group



Millennials DCI* 73% **Boomers DCI***

77% 85%

Women feel risks are a

bigger problem

When asked if risks are a big problem

Intrusive risks

Global Intrusive risk average = 58%

2. Peru

3. Russia

4. Hungary

1. South Africa

Behavioral risks Global Behaviorial risk average = 45%

4. Vietnam 5. Turkey

1. Russia

2. South Africa 3. Hungary

risk average = 37% 1. Peru 2. Vietnam

3. Colombia

Global Sexual

Sexual risks

Reputational risks

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

3. Peru

5. India

4. South Africa

5. Colombia

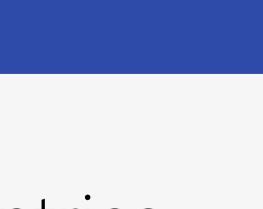
4. South Africa 5. Mexico

UK



Netherlands







USA



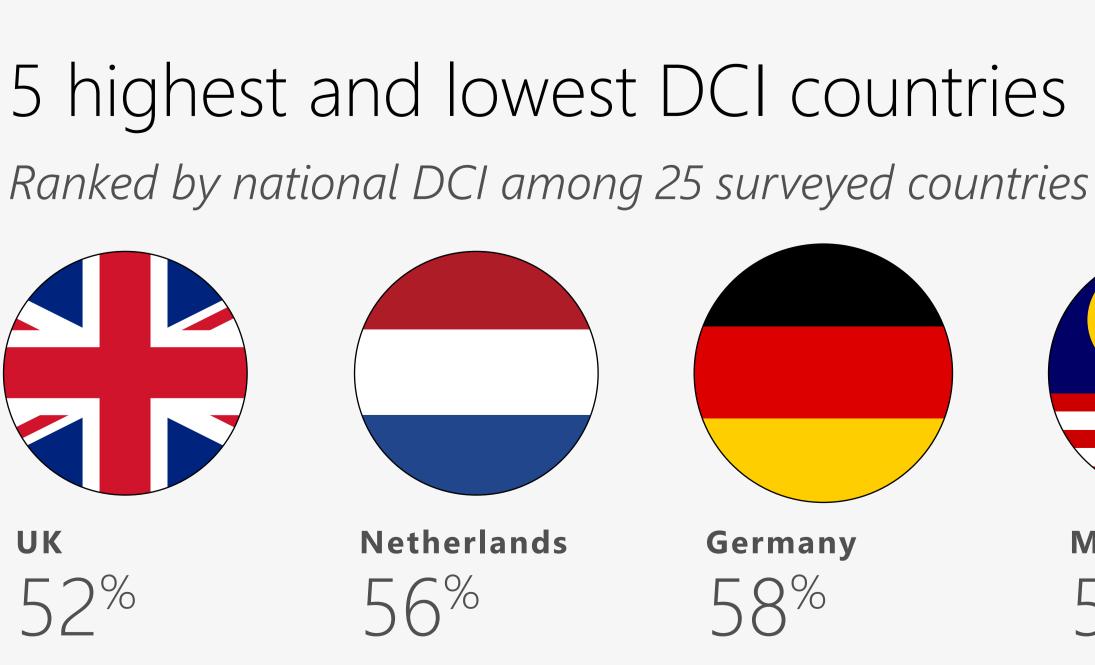
Vietnam 78%

Microsoft

us online!

Connect with





Colombia



Peru

