## 2020: The rising tide of incivility

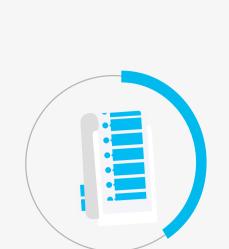
Based on the views of adults & teens



Adults: 18-74 Teens: 13-17

## Mexico

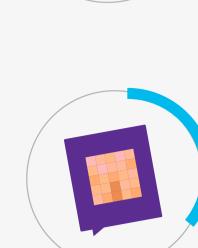
## Most common risks



INTRUSIVE Unwanted contact



**INTRUSIVE** Hoaxes, scams & fraud 30%



**SEXUAL** Unwanted sexting 36%



**SEXUAL** Sexual solicitation 24%

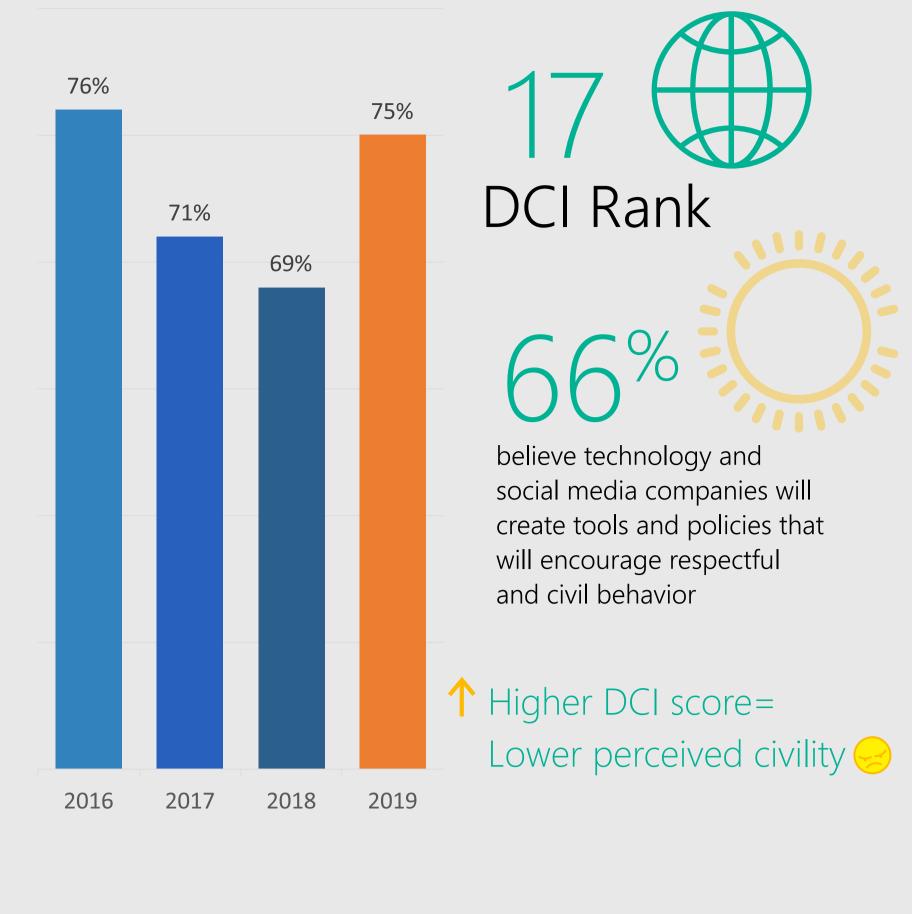


**BEHAVIORAL** Online harassment 18%

The behavioral risk category increased 8 points led by cyberbullying (+6). Intrusive (+4), reputational (+4) and sexual (+3) risk categories also increased.

6 points to 75%

The Mexico Digital Civility Index increased



## Risk trends



the past week/month +11 points

experienced a risk 2 or

more times

+4 points

of risks happened in



suffered pain from online risks



happen again +14 points

worry that risks will

# Topics that drive the most incivility













# The five most painful online risks\*



Damage to personal reputation





Cyberbullying



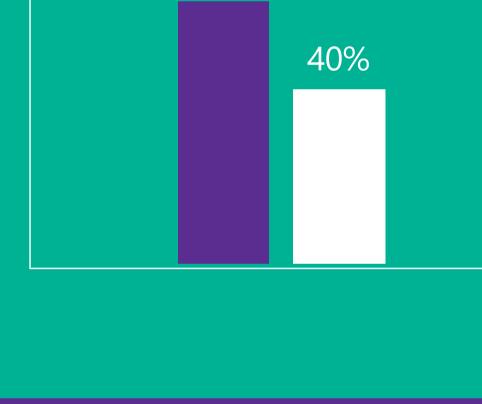


Discrimination

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

Familiarity with the perpetrator is associated

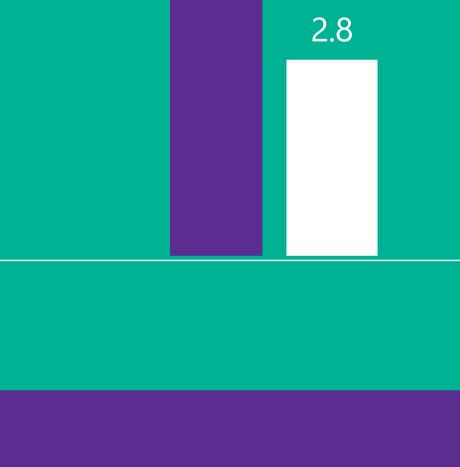
had met the perpetrator in real life



60%

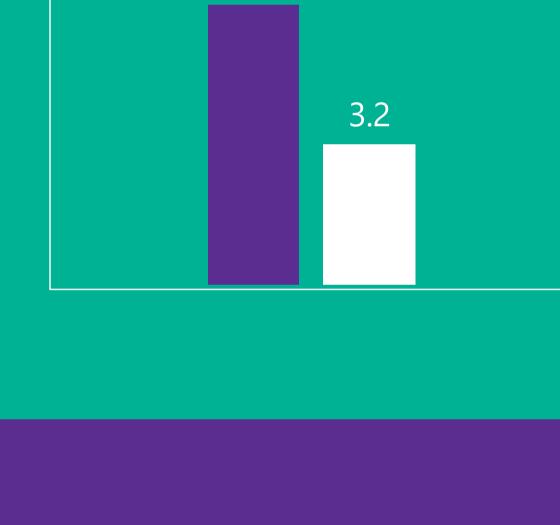
4.3 2.8

for those who met the perpetrator



6.4

for those who met the perpetrator



Teen profile



Suffered Moderate-Unbearable pain

YoY + 7

Experienced a risk

YoY +20 > Teen girls feel more at risk than teen boys > 42% have a problem with

on social media

Asked parents for help YoY -1

Worry risk will

happen again

YoY +21

> Over half of teens asked their parents for help > The best role models: **Parents and Teachers** 

YoY +8 Know where to

find help

YoY +1

Suffered a

consequence

- Gen X are the most

parents posting about them

- Women feel risks are a

bigger problem

When asked if risks are a big problem

## Millennials DCI\* 74%

at-risk adult group



Intrusive risks

**Boomers DCI\*** 

**Gen Z DCI\*** 

83%

77%

### 1. South Africa 2. Peru 2. South Africa

4. Hungary 5. Colombia

3. Russia

Global Intrusive

risk average = 58%

Behavioral risks Global Behaviorial risk average = 45%

- 5. Turkey
- 1. Russia
- 3. Hungary 4. Vietnam
- Sexual risks Global Sexual risk average = 37%

1. Peru

5. Mexico

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

1. Vietnam

2. Hungary

4. South Africa

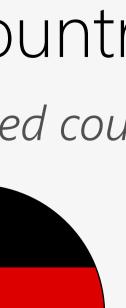
3. Peru

5. India

5 highest and lowest DCI countries Ranked by national DCI among 25 surveyed countries

UK





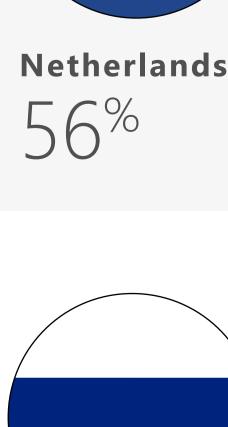






78%





Russia



Colombia



Malaysia

Peru

