2020: The rising tide of incivility

Based on the views of 5()() adults & teens

Adults: 18-74 Teens: 13-17

The Russia Digital Civility Index increased

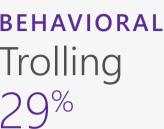
5 points to 79%

Russia

Most common risks







Increases in unwanted contact drove a four point rise in the intrusive risk category. An increase in microaggression moved the behavioral risk catgory four points higher.

79% 75% 74% 74%

2016

2017

DCI Rank believe technology and social media companies will

create tools and policies that will encourage respectful and civil behavior

1 Higher DCI score= Lower perceived civility 😔

Risk trends



of risks happened in

Topics that drive the most incivility

2019

2018





31%

Politics

NEWS

21%

General

news

the past week/month +7 points











worry that risks will happen again +17 points





Sexual orientation





Social Media sites are most common online space for risks

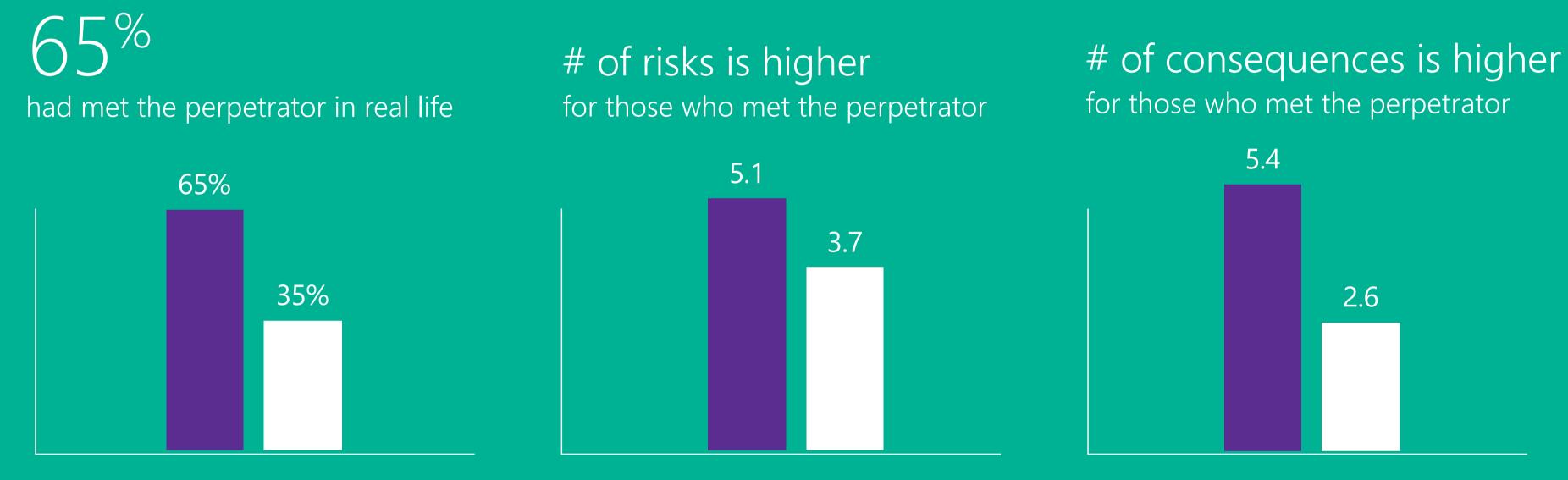
The five most painful online risks*



*Moderate to Unbearable pain

Familiarity with the perpetrator is associated with increased risk & consequences

> Met Not met



Teen profile



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



Experienced a risk YoY + 1

Suffered Moderate-Unbearable pain YoY +15

> Teen girls feel more at risk than teen boys

> 55% have a problem with parents posting about them on social media

71%

Worry risk will happen again YoY +12

Asked parents for help YoY + 0

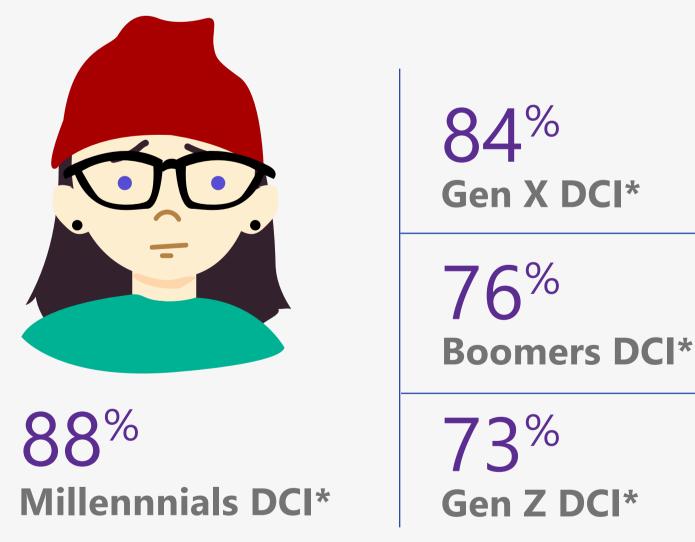


Suffered a consequence YoY + 2

Know where to find help YoY + 0

- > Teens asking for parents' help held steady
- > The best role models: **Parents**

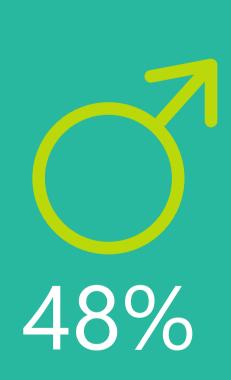
Millennials are the most at-risk adult group



Women feel risks are a bigger problem

When asked if risks are a big problem





*DCI = Microsoft's Digital Civility Index

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

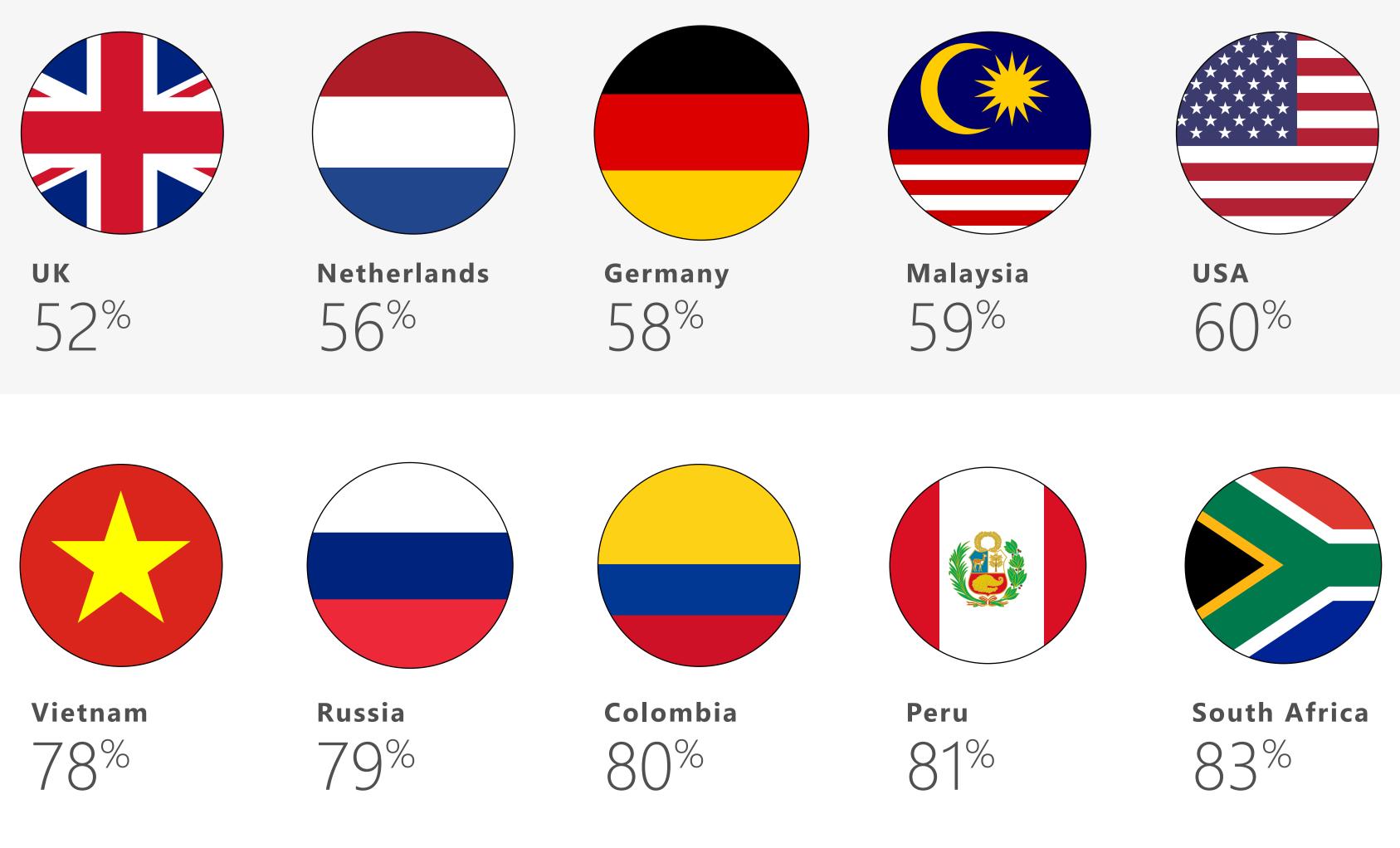
Reputational risks

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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