

2020: The rising tide of incivility

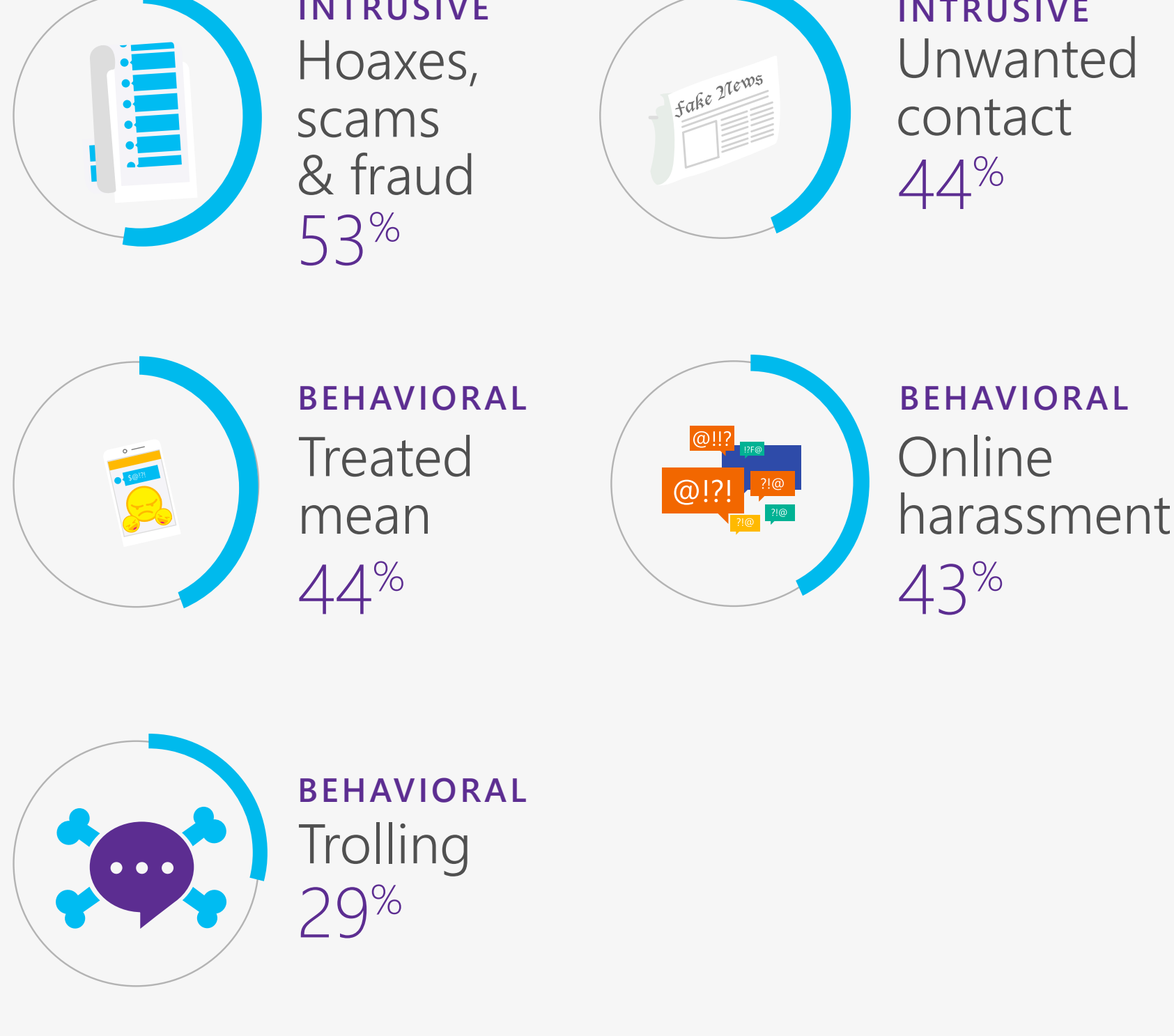
Based on the views of
500
adults & teens



Adults: 18-74
Teens: 13-17

Russia

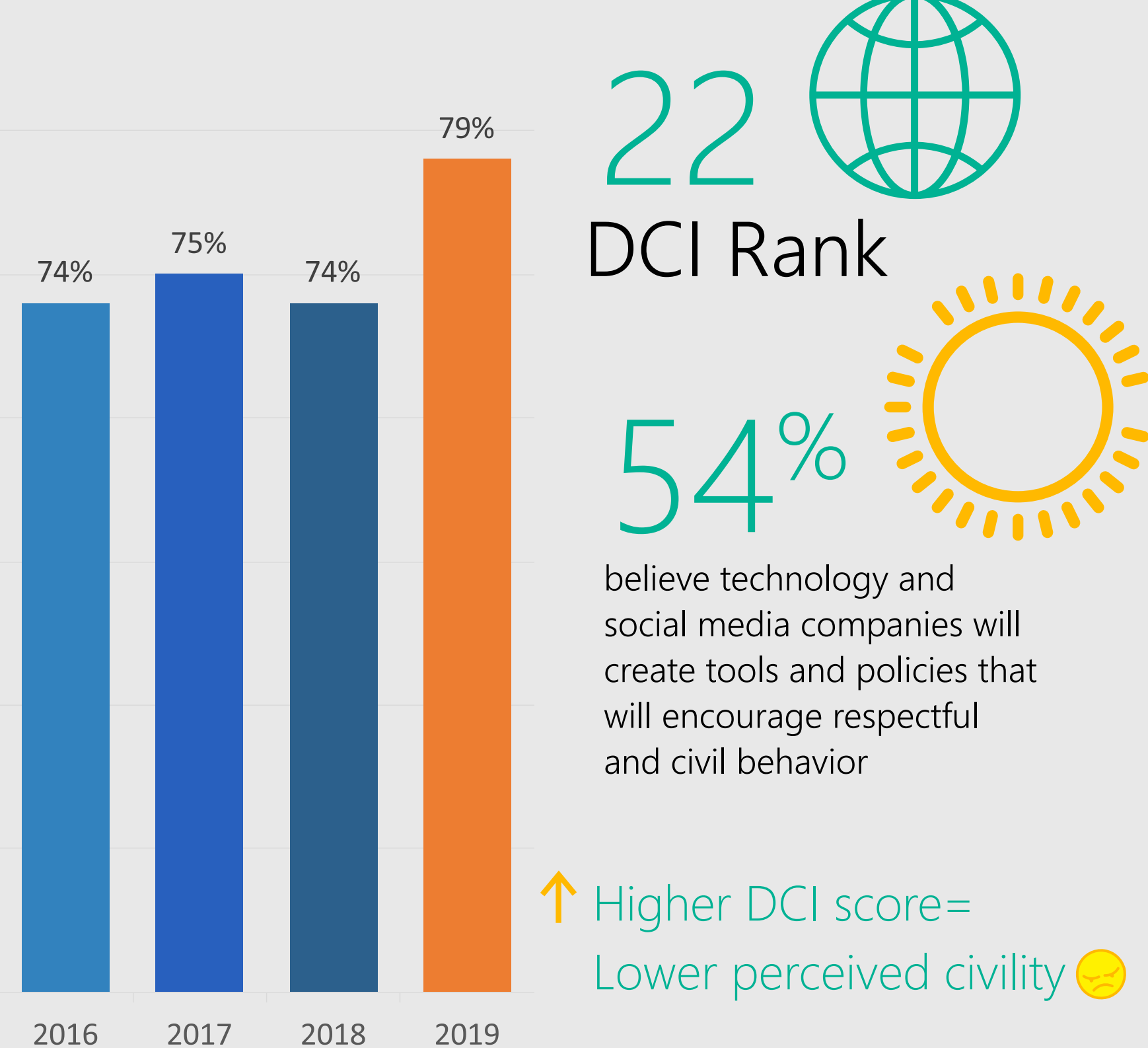
Most common risks



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

The Russia Digital Civility Index increased

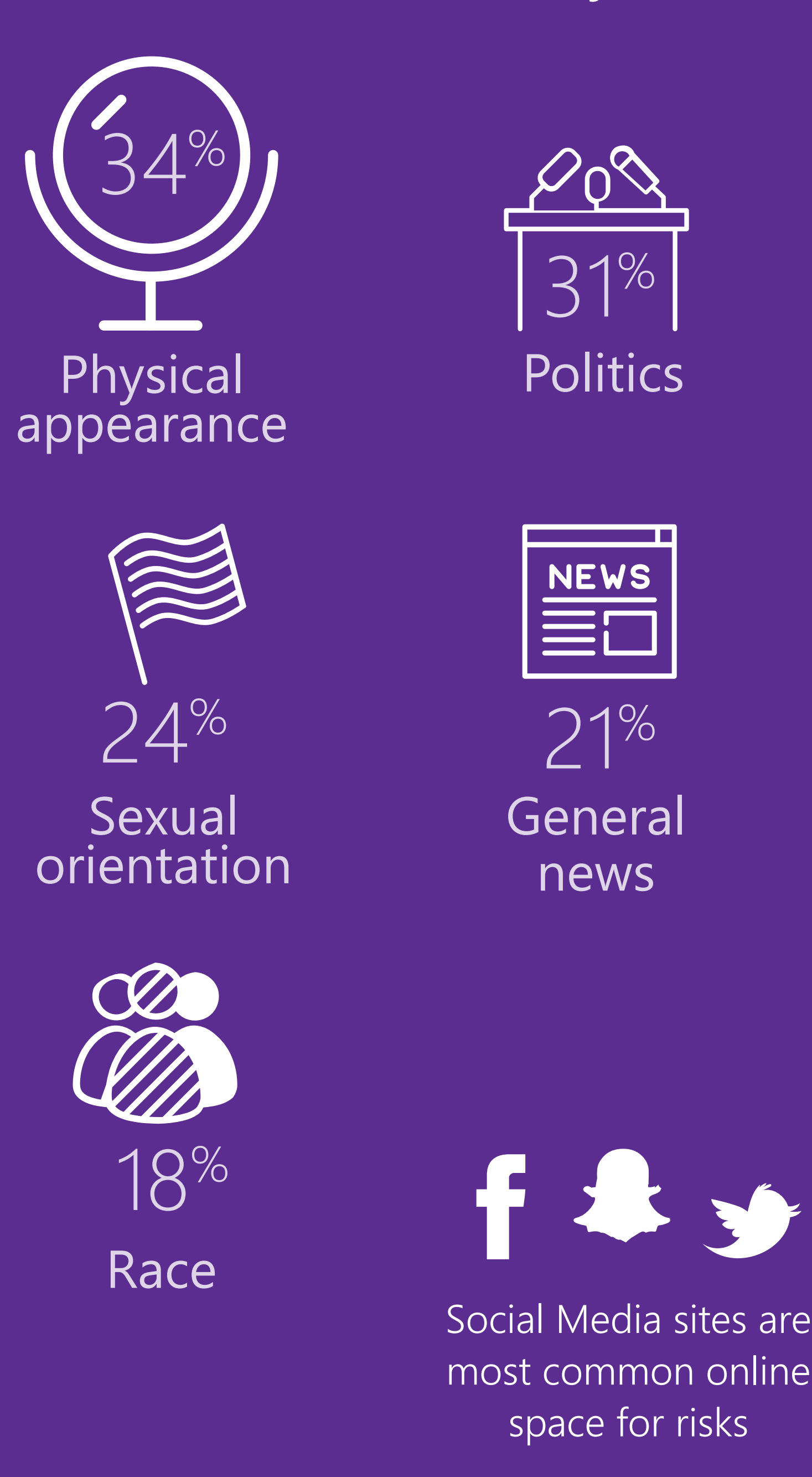
5 points to 79%



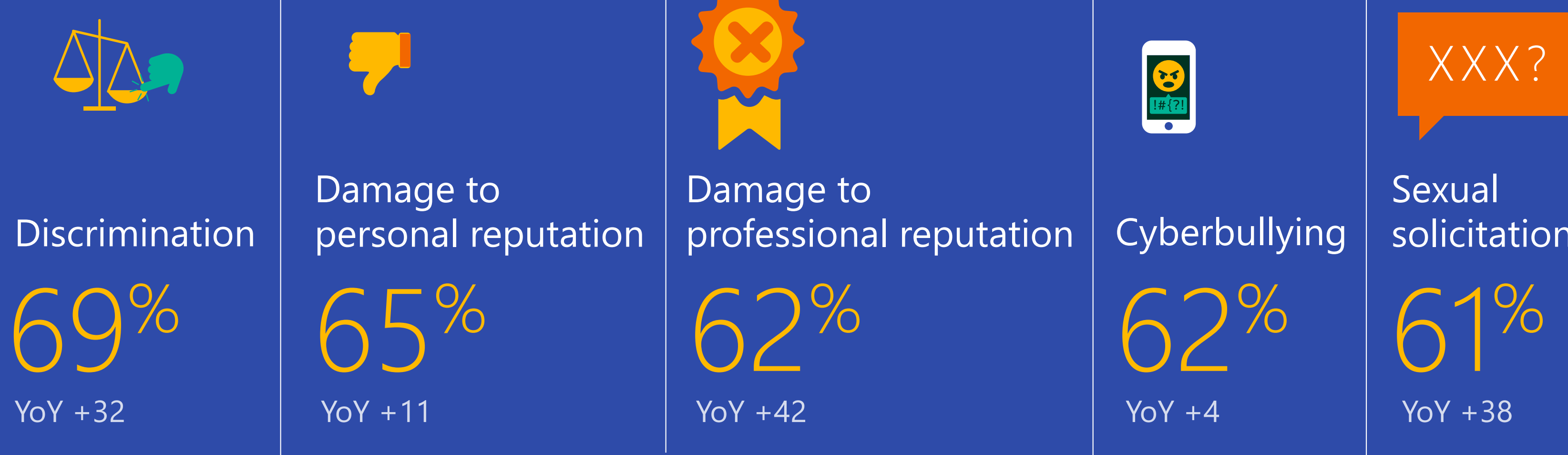
Risk trends



Topics that drive the most incivility



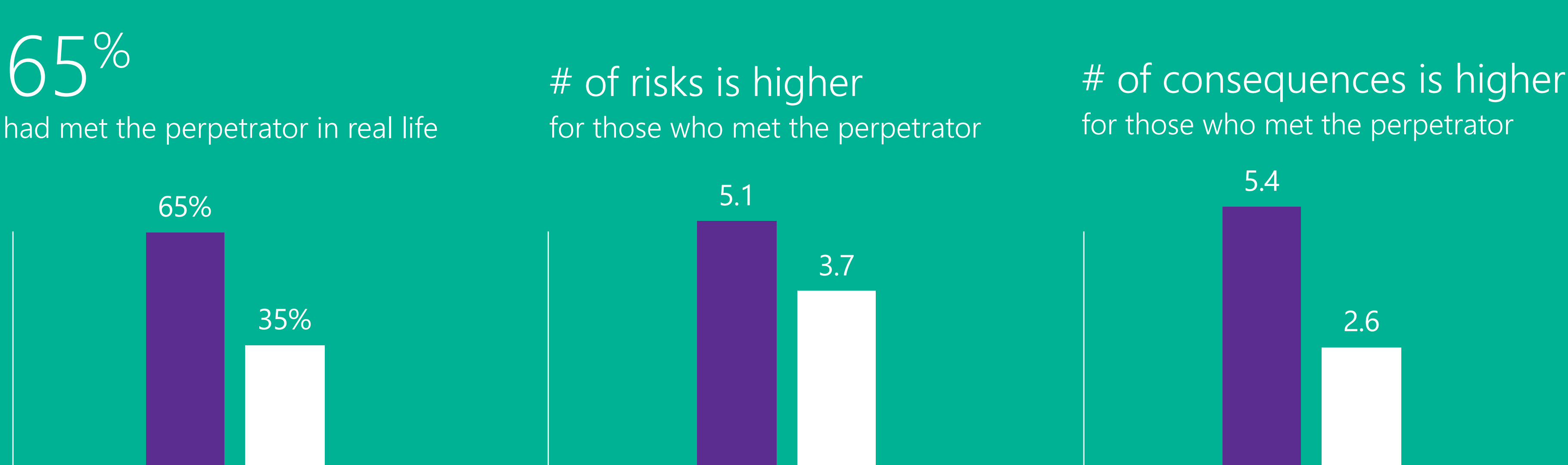
The five most painful online risks*



*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

> Teen girls feel more at risk than teen boys
> 55% have a problem with parents posting about them on social media

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

Millennials are the most at-risk adult group



88%
Millennials DCI*

84%
Gen X DCI*

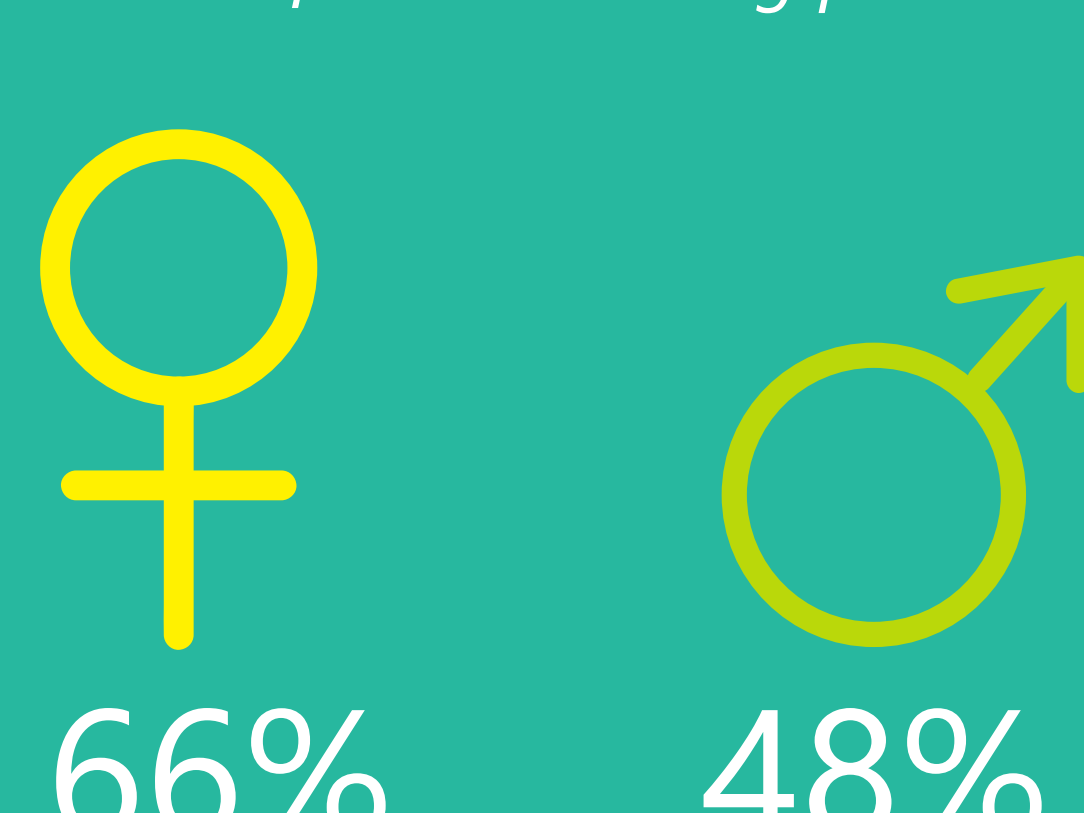
76%
Boomers DCI*

73%
Gen Z DCI*

*DCI = Microsoft's Digital Civility Index

Women feel risks are a bigger problem

When asked if risks are a big problem



Global hot spots



5 highest and lowest DCI countries

Ranked by national DCI among 25 surveyed countries

