2020: The rising tide of incivility

Based on the views of adults & teens

Microsoft



Adults: 18-74 Teens: 13-17

South Africa

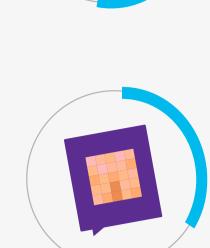
Most common risks



INTRUSIVE Unwanted contact 53%



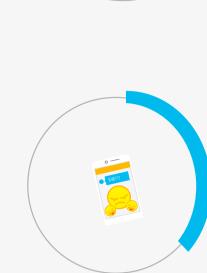
INTRUSIVE Hoaxes, scams & fraud 40%



SEXUAL Unwanted sexting 34%



SEXUAL Unwanted sexual attention 30%

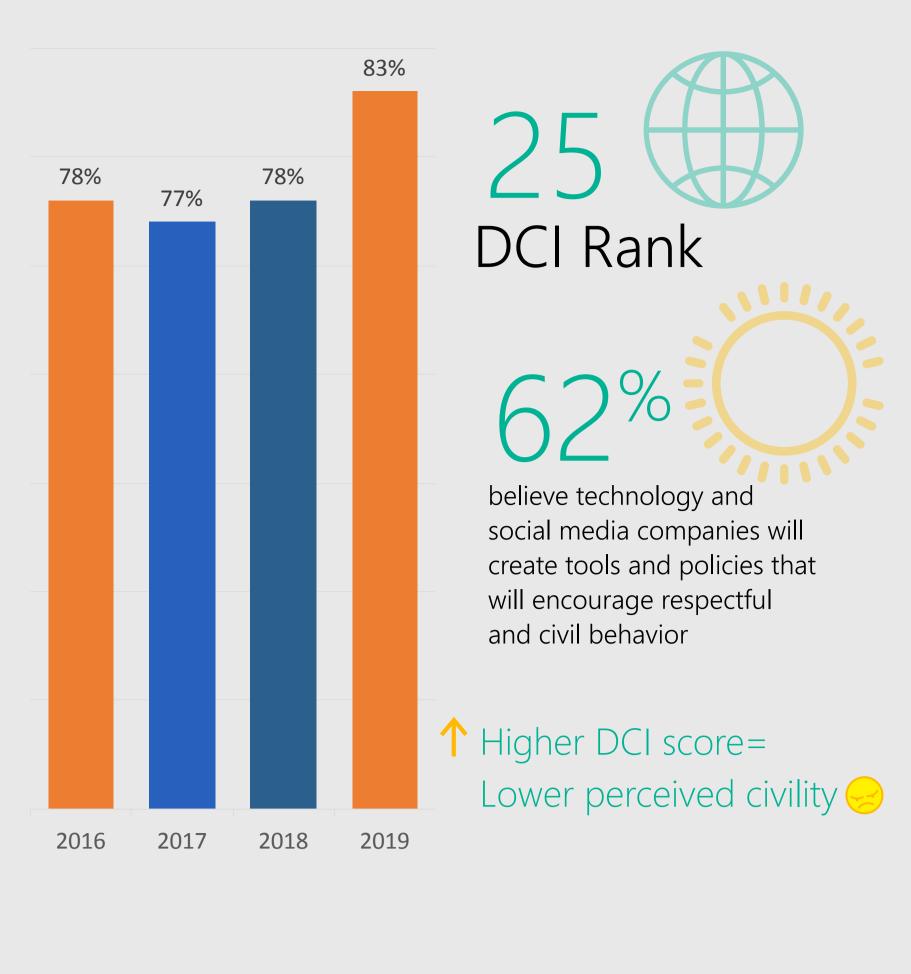


Treated mean 37%

BEHAVIORAL

Increases in doxing (+10) drove the reputational risk category signficantly higher. Behavioral risks trolling and online harassment both increased six points.

The South Africa Digital Civility Index increased 4 points to 83%



Risk trends



the past week/month +14 points

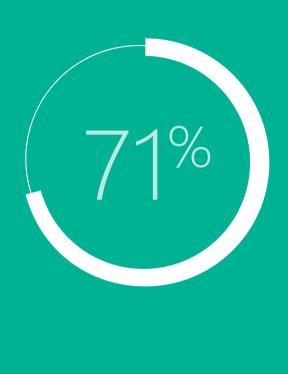
experienced a risk 2 or

more times

of risks happened in



suffered pain from online risks +8 points



happen again +12 points

worry that risks will

Topics that drive the most incivility













The five most painful online risks*



Discrimination

YoY +0

*Moderate to Unbearable pain



Damage to professional reputation

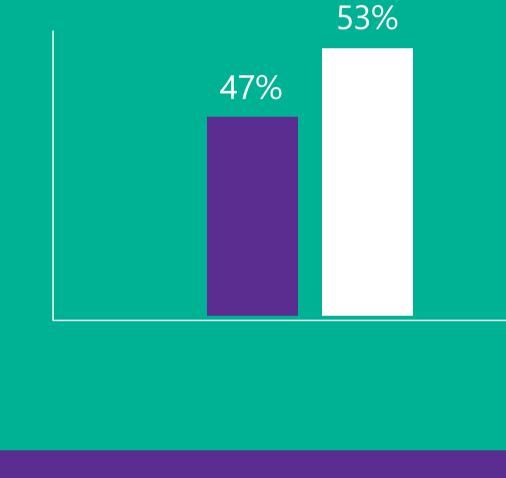
Damage to personal reputation Online harassment

!#{?! Cyberbullying YoY + 0

Familiarity with the perpetrator is associated with increased risk & consequences Met Not met

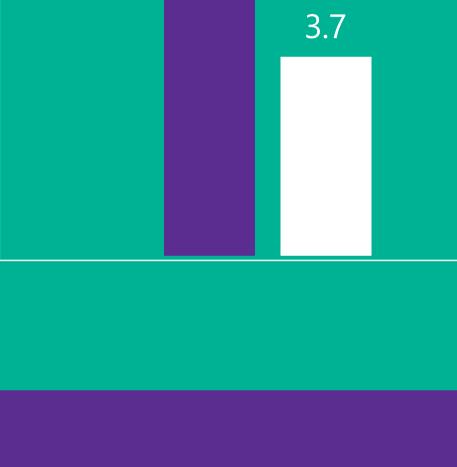
of risks is higher

47% had met the perpetrator in real life



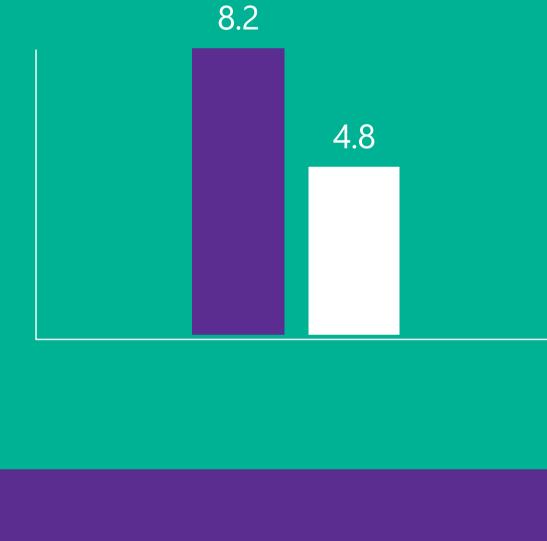
5.6 3.7

for those who met the perpetrator



for those who met the perpetrator

of consequences is higher



Teen profile



Suffered Moderate-

Unbearable pain

YoY + 2

Experienced a risk

YoY +10 > Teen girls feel more at risk than teen boys > 40% have a problem with

on social media

Asked parents for help 8- YoY

Worry risk will

happen again

YoY +13

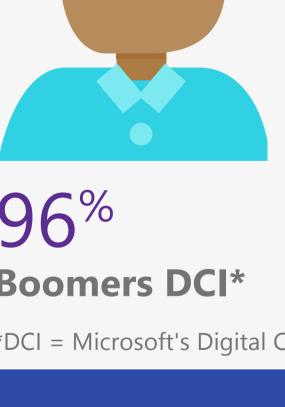
> Teens asking for parents' help decreased > The best role models:

Suffered a

YoY +4

consequence

Know where to find help YoY + 3



Gen Z DCI*

Behavioral risks

Gen X DCI*

Women feel risks are a Boomers are the most

parents posting about them

Parents and Teachers

bigger problem

When asked if risks are a big problem

Millennials DCI* 82%

at-risk adult group



Intrusive risks

Global Intrusive

3. Russia

risk average = 58%

86%

83%

1. South Africa 1. Russia 2. Peru 2. South Africa

4. Hungary 5. Colombia

3. Hungary 4. Vietnam

Global Behaviorial

risk average = 45%

Global Sexual risk average = 37% 1. Peru

5. Mexico

Sexual risks

2. Vietnam 3. Colombia 4. South Africa

Reputational risks Global Reputational risk average = 21%

4. South Africa

5. Turkey

1. Vietnam

2. Hungary

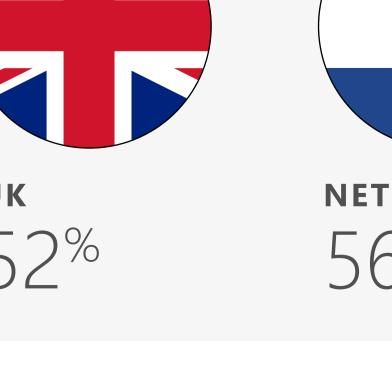
3. Peru

5. India

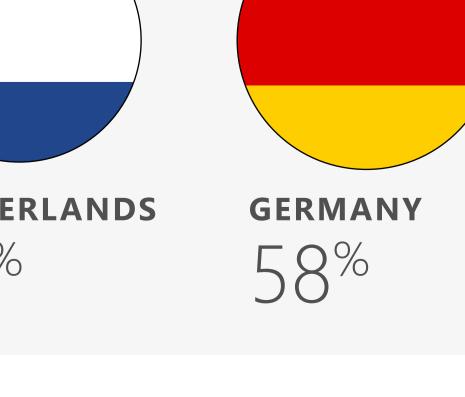
5 highest and lowest DCI countries

Ranked by national DCI among 25 surveyed countries

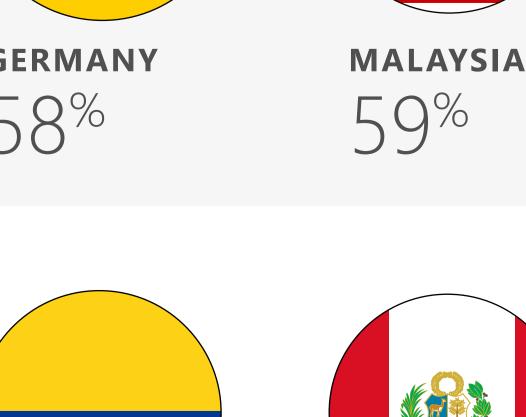








COLOMBIA





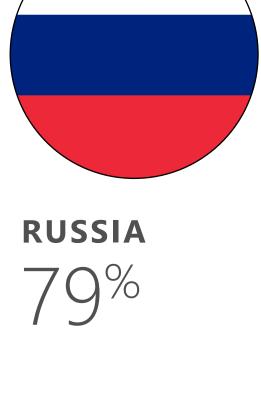
USA



Microsoft

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