Microsoft

Civility, Safety & Interaction Online

Colombia, January 2019

TRG

Key Findings – Colombia

- **The nature of online risk types:** The types of risks that stood out for Colombia compared to the global averages included: 1) receiving offensive or obscene content, 2) encountering fake news and internet hoaxes, and 3) being contacted by strangers asking for personal information
- **Our social circles became more risky:** Within Colombia, risks from family and friends also increased significantly to 46%, a gain significantly larger than the global average
- **The pain from online risks was significant:** Within Colombia moderate to severe pain was experienced by 57% of consumers, slightly above the global average
- **Consequences were up; positive actions were down:** Colombians outpaced the worldwide trend for consequences as a result of an online risk and were more likely to say they had lost trust in others, compared to the previous year's study
- **Millennials, Teenage boys and Gen X were hit hardest by risks:** Gen X in Colombia suffered significantly greater levels of moderate to severe pain than their global peers (66% vs. 49%)
- **There was a surge in teens asking for help with online issues.** Colombia had the highest increase in the percentage of teens asking for help from an adult who was not their parent (+35 points to 39%)
- **Gain in DCI:** Colombia (-5) posted gain at 72, but ranks #17 for DCI of the 22 countries surveyed

Nature of online risk types in Colombia

- The most common type of unwanted contact involved attempts to collect personal information; being repeatedly asked to socialize after the respondent indicated no interest also outpaced the global average
- Colombians were most likely to encounter fake news and internet hoaxes, the former being noticeably higher than the global average
- Various forms of bullying were the most typical behavioral risks experienced by Colombians; being called offensive names was 9 points higher than the global average
- Receipt of unwanted sexual imagery or messages dominated this category both in Colombia and globally; unwelcomed requests to send intimate imagery was 14-points higher in Colombia than the rest of the world

Top 3 Unwanted contact	Colombia	Global
I was contacted by someone I didn't know to collect personal information	60%	42%
I was repeatedly asked by someone to socialize after I indicated I wasn't interested or said no	41%	36%
I was asked inappropriate or personal questions by someone I did not know	36%	32%

Top 3 Hoaxes, scams & frauds	Colombia	Global
Fake news	67%	57%
Internet hoaxes	65%	50%
Fake anti-virus scam	36%	35%

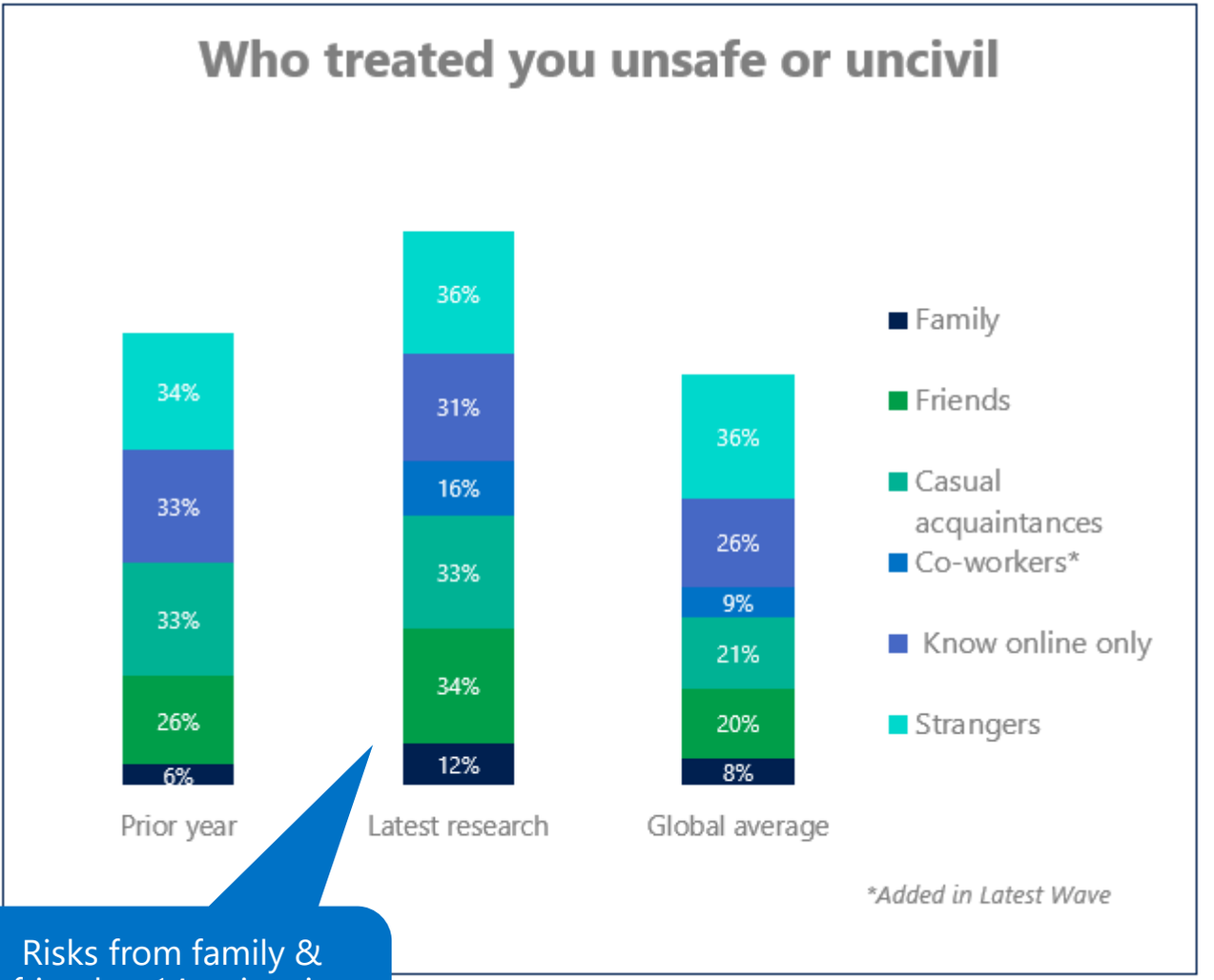
Top 3 Behavioral risks	Colombia	Global
Someone called me offensive names	60%	51%
Someone tried to embarrass me on purpose	47%	38%
Someone posted false or misleading information about me online	28%	22%

Top 3 Sexual risks	Colombia	Global
I received unwanted sexual messages or images	72%	67%
I received an unwelcomed request to send intimate images of myself or others	46%	32%
I received persistent unwelcomed demands to develop a romantic or sexual relationship	42%	36%

Q2.01 Please choose which of the following TYPES of Unwanted Contact you have ever experienced. Q2.02 Please choose which of the following TYPES of Hoaxes, scams or, frauds you have ever experienced. Q2.03 Please choose which of the following TYPES of offensive behavior you have ever experienced. Q2.04. …Please choose which of the following TYPES of Sexual risks you have experienced ever.

Social circles became riskier in Colombia

- Worldwide, while 62% of online risks were sourced from strangers and people respondents knew online only, family and friends accounted for 28% of online risks, up 11 points YOY
- Within Colombia, risks from family and friends also increased significantly to 46%, a gain that was significantly higher than the global average (+14% versus previous year)

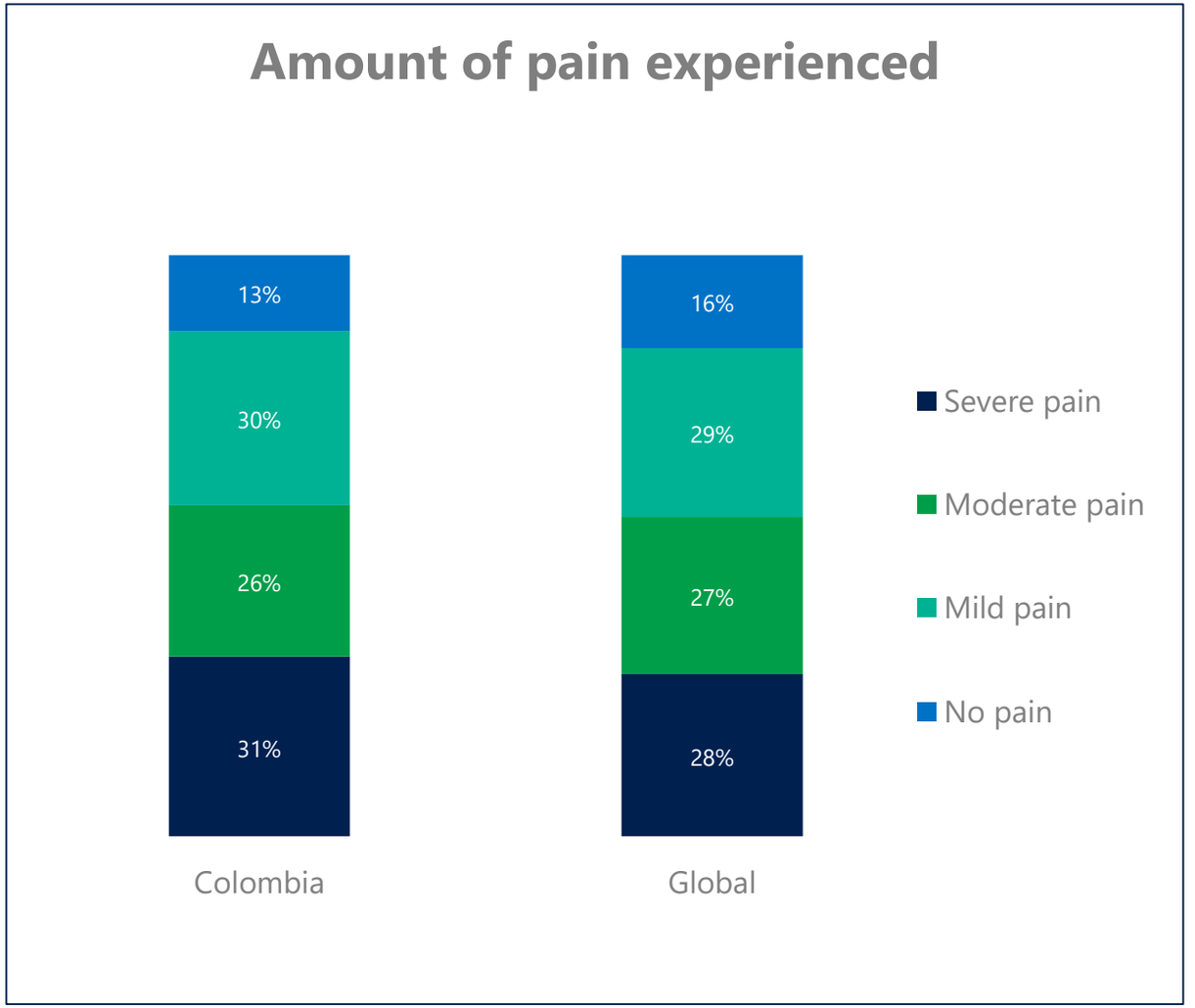


Risks from family & friends +14 points in Colombia (+11 WW)

Q2a. Which types of people have, in the past treated you in an unsafe or uncivil manner online?

Severe pain from online risks was slightly higher in Colombia

- Worldwide, 55% of consumers reported experiencing moderate or severe pain due to online risks, with 16% saying they felt no pain at all
- Within Colombia, moderate to severe pain was experienced by 57% of respondents, slightly above the global average; Colombians also reported above-average levels of severe pain compared to the rest of the world



Q5.1: How much emotional, psychological or physical pain did you suffer because of…

Consequences from risks rose, and Colombians were less likely to take positive actions following risk exposure

- Worldwide, there was an increase in consequences and a decrease in positive actions taken as a result of online issues; the top five consequences showed 3- or 4-point increases from the prior year; people also were less likely to take positive actions (-3 to -5 points)
- Colombians were above the worldwide trend for consequences experienced, and were more likely to say they had lost trust in others online and offline vs. the previous year's study
- Unfortunately, Colombia showed drops in positive actions taken following risk exposure, declining more than the global average; Colombians were noticeably less likely to treat others with dignity and respect online

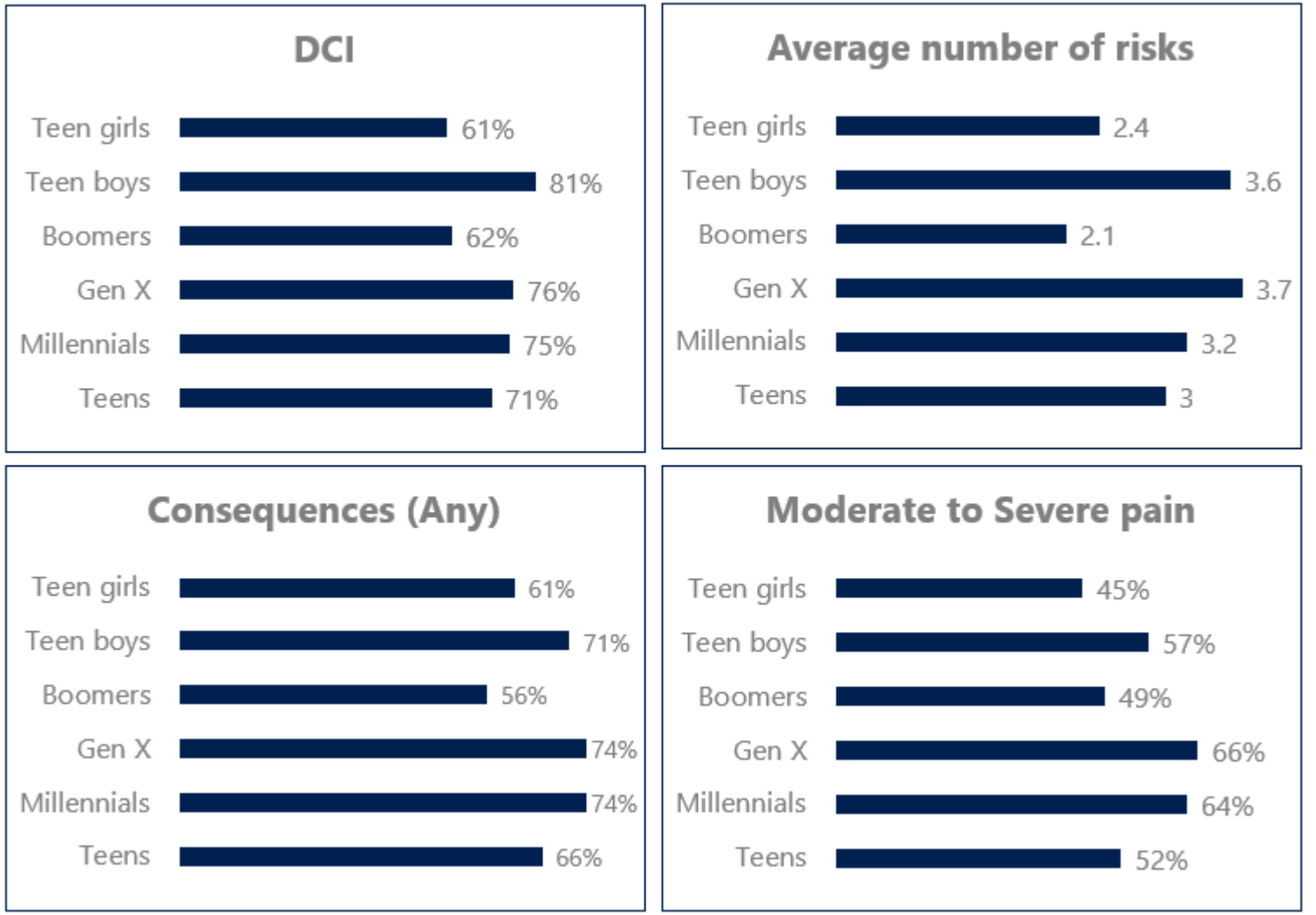
Consequences: Colombia	Latest research*	▲
Became less trusting of other people online	45%	9%
Became less trusting of other people offline	31%	7%
My life became more stressful	25%	7%
Lost sleep	24%	5%
Was less likely to participate in social media, blogs and forums	22%	4%

Positive Actions: Colombia	Latest research*	▲
I paused before replying to someone I disagreed with online**	33%	-6%
I defended someone who was treated unsafe or uncivil online**	26%	-5%
I treated the other person with dignity and respect**	21%	-11%
I used tighter privacy settings on social media	47%	1%
I showed respect for other people's point of view**	22%	-6%

**Worldwide trend based on 20 countries common in latest research and prior year*
***Digital Civility Challenge item*

Millennials, teenage boys and Generation X were hit the hardest

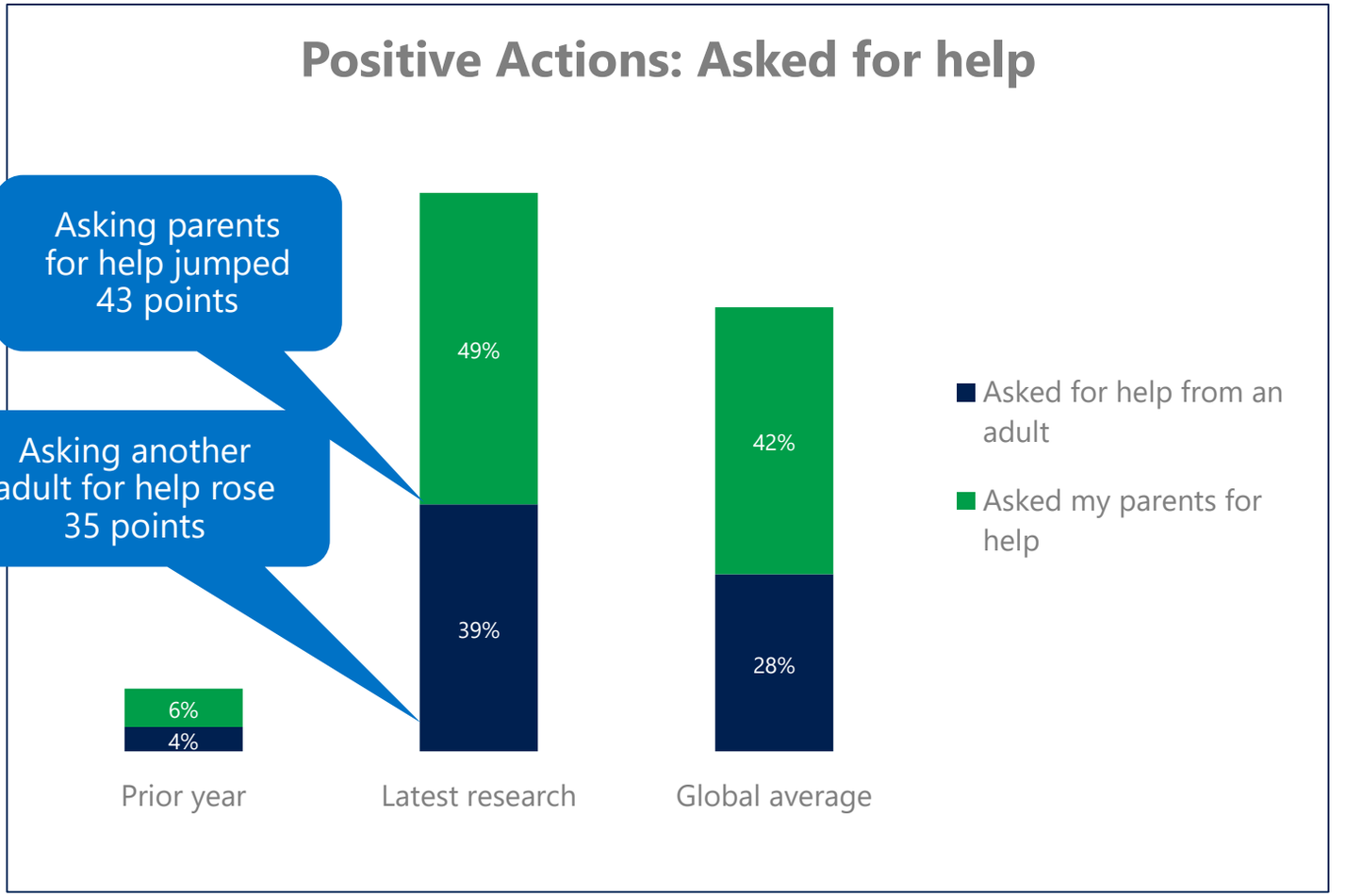
- Online risks had some of the strongest impacts on millennials, teenage boys and Gen X in terms of risk exposure, consequences and the attendant psychological, physical and emotional pain
- Overall, exposure to risks as measured by DCI and average number of risks was higher than the global averages
- A higher percentage of Gen X-ers in Colombia suffered moderate to severe pain from risks vs. their global peers (66% vs. 49%)



Q2: Which of these has ever happened to you or to a friend/family member ONLINE? Q9: ….Please tell us if any of the following has ever happened to you or to a friend/family member as a consequence of being treated uncivilly? Q5.1: How much emotional, psychological or physical pain did you suffer because of…

More teens asked for help with online risks

- Worldwide, there was a surge in teenagers asking for help with online risks from both parents (+32 points to 42%) and other adults (+19 points to 28%)
- Colombia had the highest increase in teens asking for help with an online risk from another trusted adult (+35 points to 39%); there was also a large increase in teens asking for help from a parent (+43 points to 49%), both increases noticeably outpaced the global averages



Q12: Have you ever taken any of the following actions after you were treated in an unsafe or uncivil manner online?

DCI trend

- Worldwide, Microsoft's Digital Civility Index (DCI) fell two points from the previous year driven by a widespread decline in unwanted contact
- Colombia (-5) registered a gain at 72 and ranks #17 for DCI of the 22 countries surveyed

DCI Rank	Country	Region	2 years ago	prior year	latest research
	Global		65	68	66
2	United States	N. America	56	61	51
8	Canada	N. America			60
1	United Kingdom	W. Europe	45	51	50
3	France	W. Europe	60	58	52
4	Belgium	W. Europe	59	61	56
5	Germany	W. Europe	62	65	57
9	Italy	W. Europe		63	62
11	Ireland	W. Europe		64	68
16	Hungary	CEE		73	72
19	Russia	CEE	74	75	74
6	Malaysia	APAC		56	58
7	India	APAC	63	61	59
10	Singapore	APAC			63
15	Vietnam	APAC		71	71
12	Mexico	Latam	76	71	69
13	Brazil	Latam	71	71	70
17	Colombia	Latam		77	72
18	Argentina	Latam		75	74
20	Chile	Latam	72	73	75
22	Peru	Latam		78	79
14	Turkey	MEA	71	72	71
21	South Africa	MEA	78	77	78

**Worldwide trend based on 20 countries common in latest research and prior year*
Q2: Which of these has ever happened to you or to a friend/family member ONLINE?