



Civility, Safety & Interaction Online

Global, January 2019

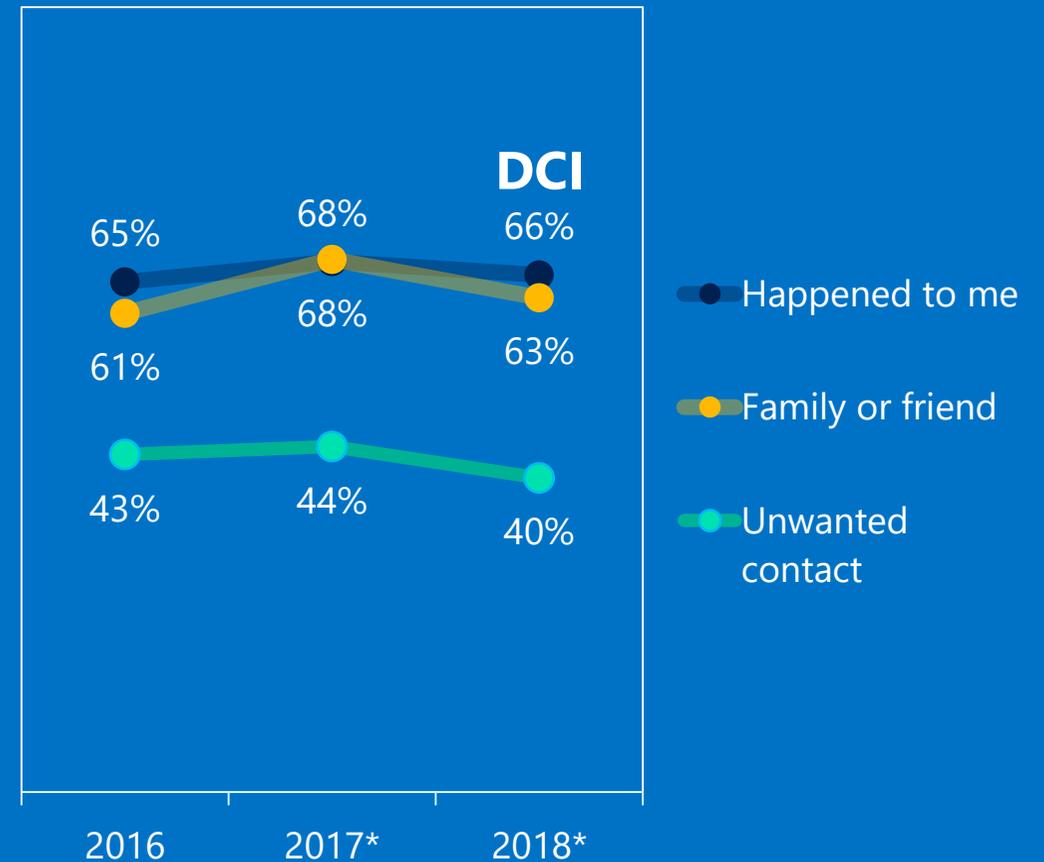


There was a small improvement in the DCI

- **DCI improved two points YOY to 66%***

- ▶ The improvement in the Microsoft Digital Civility Index (DCI) was due to a four-point drop in unwanted contact; other online risks essentially held steady from a year ago
- ▶ The drop in unwanted contact was nearly universal across age, gender and geography
- ▶ Respondents reported that family and friends' exposure to online risks was down significantly (-5 points YOY) to 63%; similar to unwanted contact, the downward movement for this metric was remarkably consistent across geographies and demographic groups

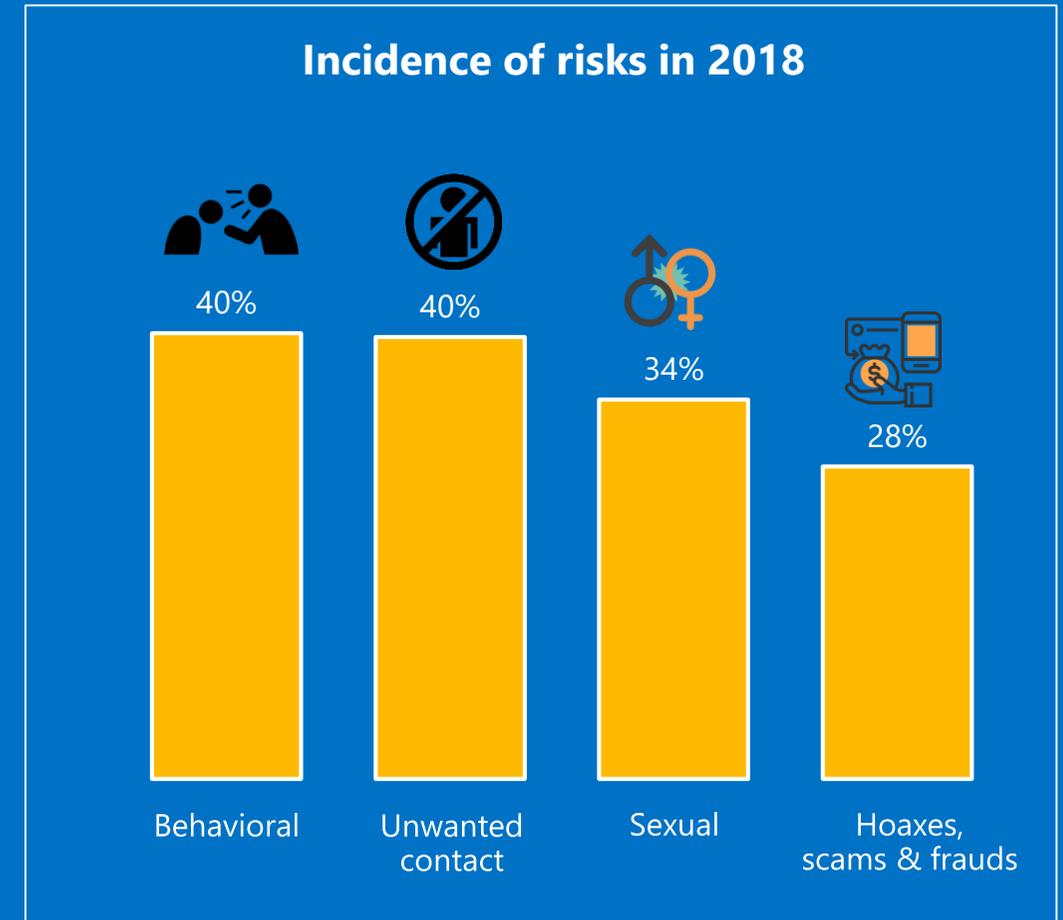
Risk exposure 2016-2018



* Trend based on 20 countries common in 2017 & 2018

The nature of online risk types

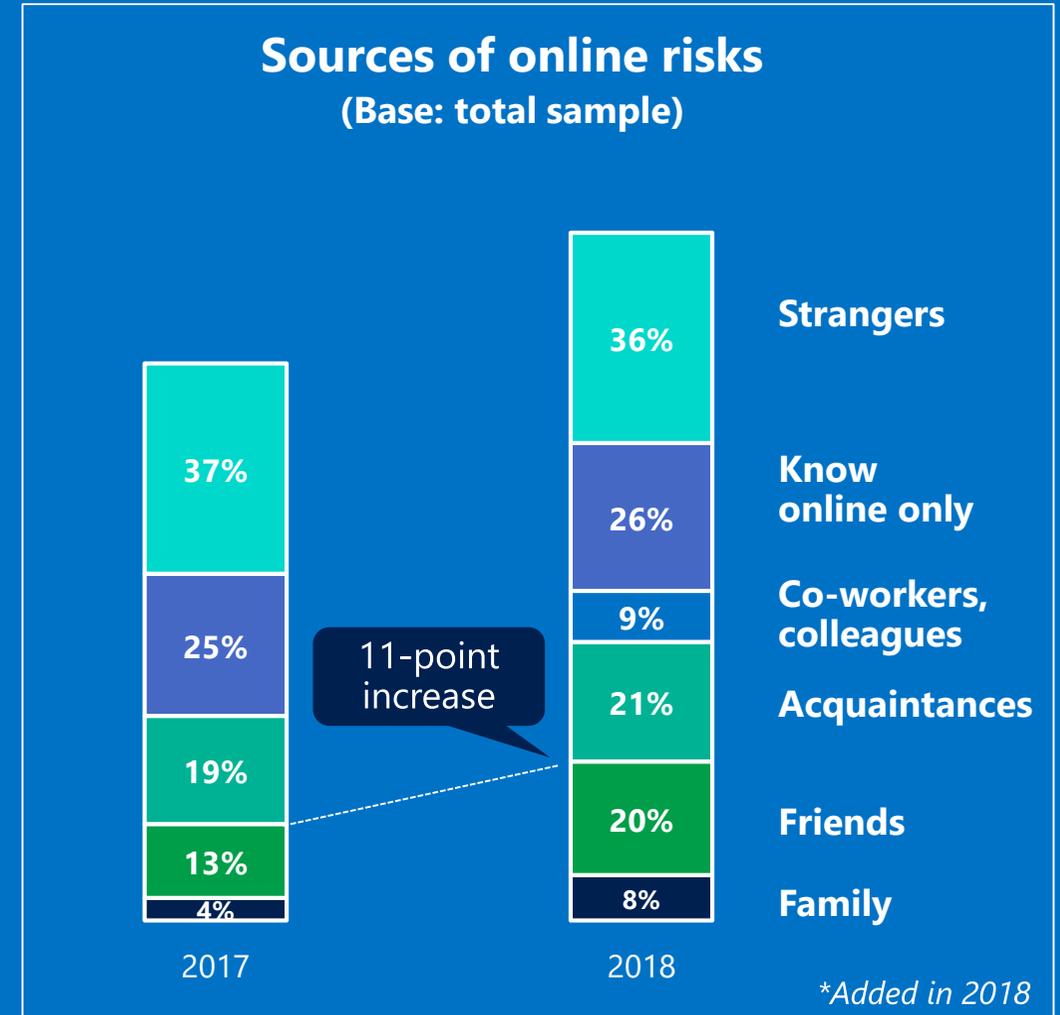
- **Behavioral risk types were defined by bullying**
 - ▶ Nearly everyone in this category experienced name-calling, purposeful embarrassment or other types of bullying
- **Unwanted contact was characterized by repeated attempts to make contact**
 - ▶ More than four-in-10 people reported at least one form of unwanted contact that was repeated
- **Sexual risk types were driven by unwelcomed sexual imagery and messages**
 - ▶ Receipt of unwanted sexual imagery or messages dominated this category; nearly four-in-10 had repeated unwanted attempts to start a romantic relationship - this behavior also featured prominently in the unwanted contact category
- **Hoaxes, scams or frauds types were led by false or misleading information**
 - ▶ Fake news and internet hoaxes were the most common types of hoaxes, scams & frauds, far outpacing fake anti-virus scams



Our social circles became more risky

However, most risk exposure came from strangers and people we are less familiar with

- **Most perpetrators of risks were anonymous**
 - ▶ 62% of online risks were sourced from strangers and people known online only - about the same as the previous year
- **Uncivil behaviors increasingly unfolded within our inner social networks**
 - ▶ Family and friends accounted for 28% of online risks, up 11 points YOY
 - ▶ There was a positive relationship between risk exposure and familiarity with the perpetrator; respondents who had met the perpetrator in real life were almost twice as likely to experience a risk
- **People were targeted based on their personal characteristics**
 - ▶ People were targeted most often based on their gender, age or physical appearance



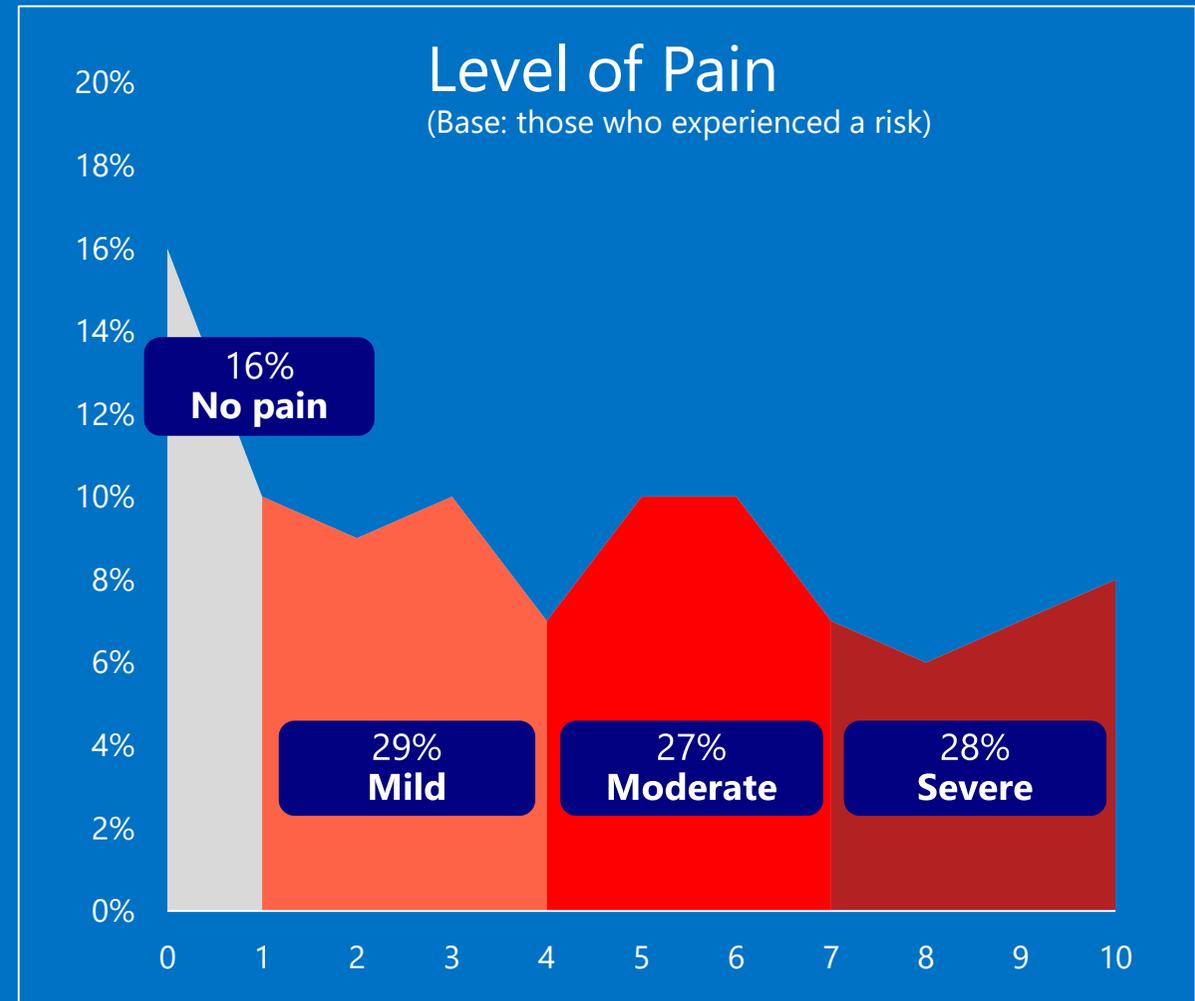
The pain of online risks was widespread

- **84% of those experiencing risks felt some pain**

- ▶ 55% experienced moderate to severe pain including 8% who said their pain was unbearable (scored a 10)
- ▶ Six-in-10 people said the risk happened at a single point in time vs. over time; half said they felt pain that lasted from a few days to pain they still feel today
- ▶ Almost half worried the risk would happen again (extremely, very or somewhat worried)
- ▶ More than four-in-10 indicated the pain affected other people.

- **The emotional and psychological pain varied by type of risk**

- ▶ The most painful risks were related to a person's self-image: damage to reputation (personal & work), cyberbullying and discrimination; unsurprisingly, the pain from these risks was sustained over time
- ▶ The least painful risks were sending unwanted sext messages, unwanted sexual attention and sexual solicitation; however, almost four-in-10 experienced at least one very painful risk in the sexual risk category



Consequences were up; positive actions were down

- **There was a widespread increase in consequences**

- ▶ The top five consequences all showed an increase from the prior year; loss of trust continued to be the most common consequence from online risks. Overall, 71% of respondents reported at least one consequence
- ▶ Offline consequences were some of the most serious including loss of trust, increased stress and loss of sleep
- ▶ One positive action held steady: 26% of respondents tried to be more constructive in their criticism of others

- **People were less likely to take positive actions**

- ▶ The decline in the Microsoft Digital Civility Challenge items mirrored the overall trend as respondents reported being less civil and constructive in their online interactions

- **Teens were more likely to reach out for help**

- ▶ Teens increasingly relied on parents (+32 YOY) for help with online risks; other adults (+19 YOY) also rose significantly as a helpful resource for teens

<u>Top 5 Consequences</u>	<u>2018*</u>	<u>YOY ▲</u>
Became less trusting of other people online	44%	3
Became less trusting of other people offline	32%	4
My life became more stressful	29%	4
Lost sleep	28%	3
Was less likely to participate in social media, blogs and forums	27%	4

<u>Fewer positive actions taken</u>	<u>2018*</u>	<u>YOY ▲</u>
I paused before replying to someone I disagreed with**	24%	-5
I defended someone who was treated unsafe or uncivil online**	18%	-4
I treated other people with dignity & respect**	15%	-4
I used tighter privacy settings on social media	36%	-3
I showed respect for other people's POV**	16%	-3

 Statistically significant @95% CI

* Trend based on 20 countries common in 2017 & 2018, **Digital Civility Challenge item

Millennials experienced the most risks

- **Millennials had the highest DCI at 73%**

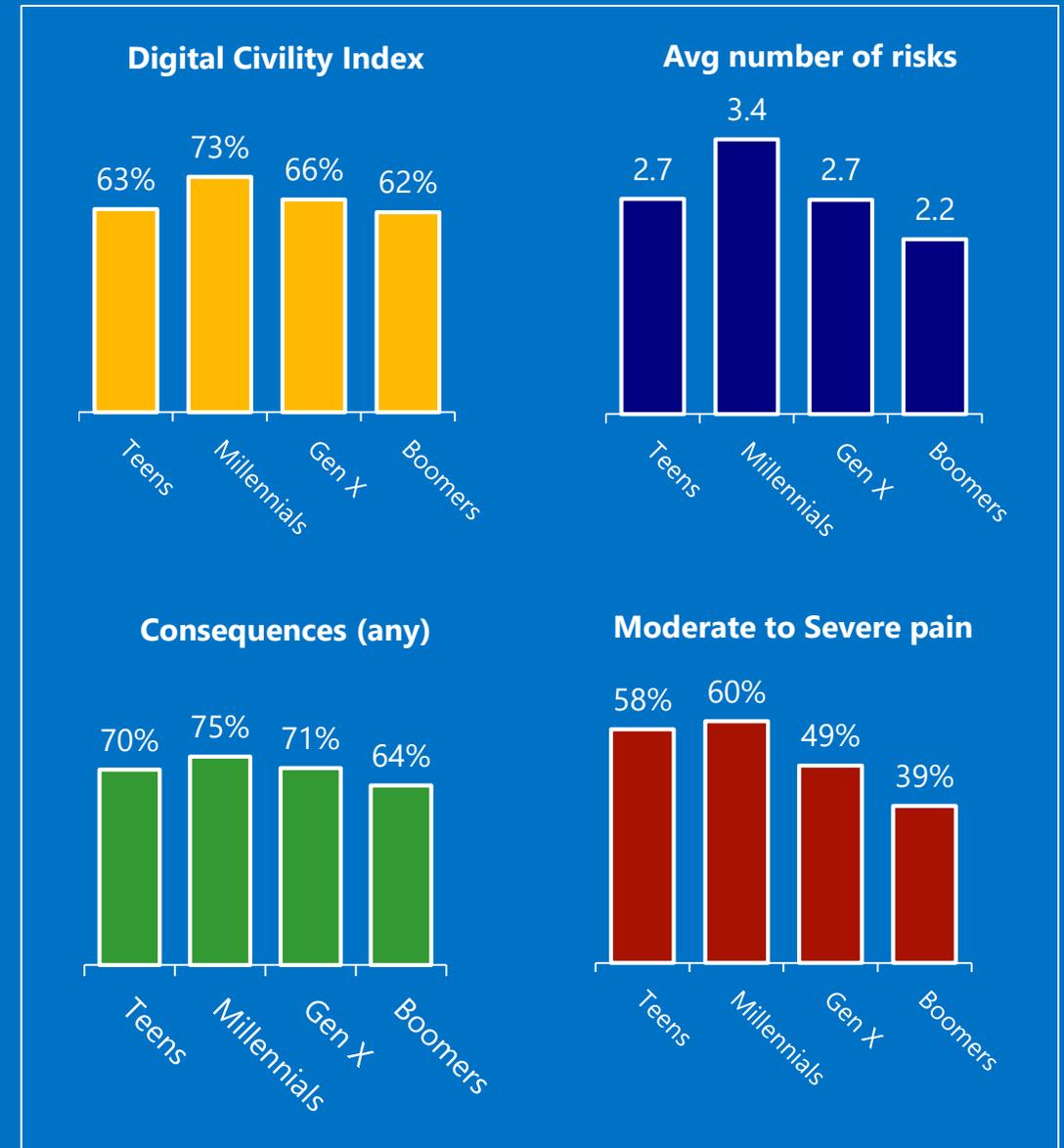
- ▶ Millennials (ages 18-34) experienced the highest rates of risk and their consequences; millennials reported experiencing the highest average number of risks and the fewest reporting that they had never experienced a risk

- **Unsurprisingly, stress and pain from online risks were highest for millennials**

- ▶ Millennials suffered the highest levels of losing trust online and offline, stress, lost sleep, depression or losing a friend; they worried the most that a risk would happen again compared to other age groups

- **Millennials were confident in their ability to handle risks**

- ▶ More than half of Millennials expressed strong confidence in their ability to handle risks and were the second most likely to take action in response to a risk after teens; however, 60% didn't know or were unsure about where to find help and nearly half found it difficult to find help when needed. They also had the lowest percentage who believed their actions were effective in handling risks



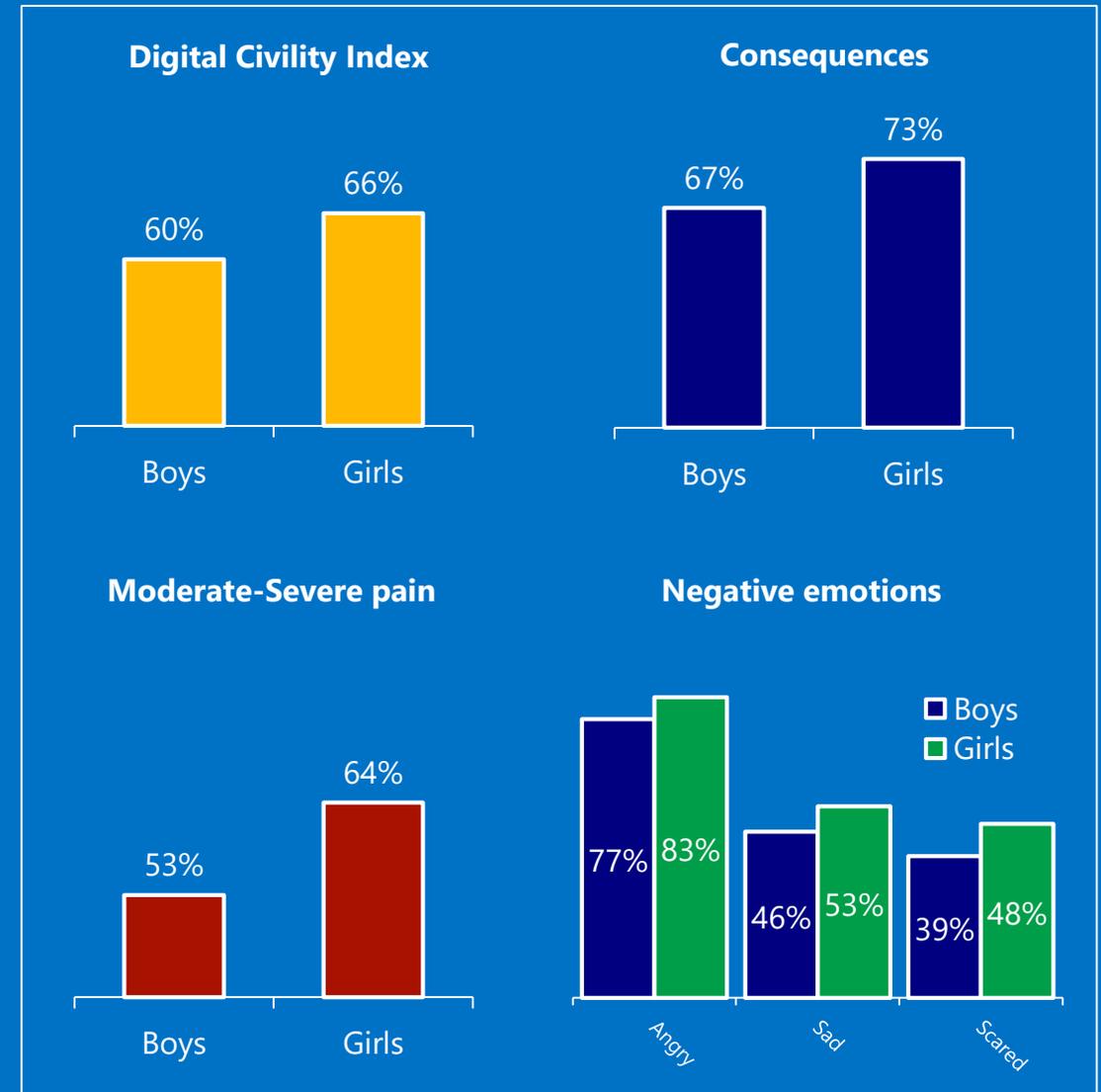
Risks were harder on girls than boys

- **Girls' exposure and response to online risks was stronger than boys**

- ▶ The level of risk exposure and their consequences was higher for girls than boys; pain from risks was stronger and sustained longer. Compared to boys, incidents were more emotionally burdensome for girls and generated greater worry about them happening again
- ▶ Although girls reported less confidence in dealing with risks, they took more actions following them, including blocking or unfriending the perpetrator, reducing the amount of information shared online, and they used tighter privacy settings on social media
- ▶ Girls were more willing to reach out for help from a parent or an adult when faced with an online risk

- **For girls, risks were more likely gender-based**

- ▶ 62% of girls reported that gender was the reason they were targeted for a risk compared to 39% for boys; the gap was highest for sexual and personal/intrusive risks



DCI trend

- Worldwide, Microsoft's Digital Civility Index (DCI) fell two points from the previous year, driven by a widespread decline in unwanted contact

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