



# Civility, Safety & Interaction Online

 Peru, January 2019

# Key Findings – Peru

- **The nature of online risk types:** The types of risks that stood out for Peru compared to the global averages included: 1) receiving offensive or obscene content, 2) encountering internet hoaxes and fake news, and 3) being contacted by a stranger to collect personal information
- **Our social circles became more risky:** Within Peru, risks from family and friends also increased significantly to 41% (+17 points from the previous year)
- **The pain from online risks was significant:** Peruvians reported above-average levels of severe pain compared to the rest of the world
- **Consequences were up; positive actions were down:** Peruvians matched the WW trend for consequences stemming from online risks, and they were more likely to say their lives became more stressful
- **Millennials and teenage girls were hit hardest by risks:** Exposure to risks as measured by DCI and the average number of risks was higher for millennials and teenage girls both in Peru and compared to the global averages
- **Slight increase in teens asking for help.** In Peru, teens were not as apt to ask for help from a parent (30% vs. 42%) or other adult (21% vs. 28%), but both categories still posted increases
- **Last in DCI:** Peru (+1) registered a slight decline in DCI and ranks #22 of the 22 countries surveyed

# Nature of online risk types in Peru

- The most common type of unwanted contact involved attempts by strangers to collect personal information; repeated attempts for unwanted socialization ranked second highest in Peru and outpaced the global average
- Peruvians were most likely to encounter internet hoaxes and fake news, both notably higher than the global averages
- Various forms of bullying were the most typical behavioral risks experienced by Peruvians and the percentages were mixed compared to the global averages
- Receipt of unwanted sexual imagery or messages dominated this category both in Peru and globally; unwelcomed demands to develop a romantic or sexual relationship was 5 points higher in Peru than the rest of the world

Top 3 Unwanted contact	Peru	Global
I was contacted by someone I didn't know to collect personal information	48%	42%
I was repeatedly asked by someone to socialize after I indicated I wasn't interested or said no	43%	36%
I was asked inappropriate or personal questions by someone I did not know	36%	33%

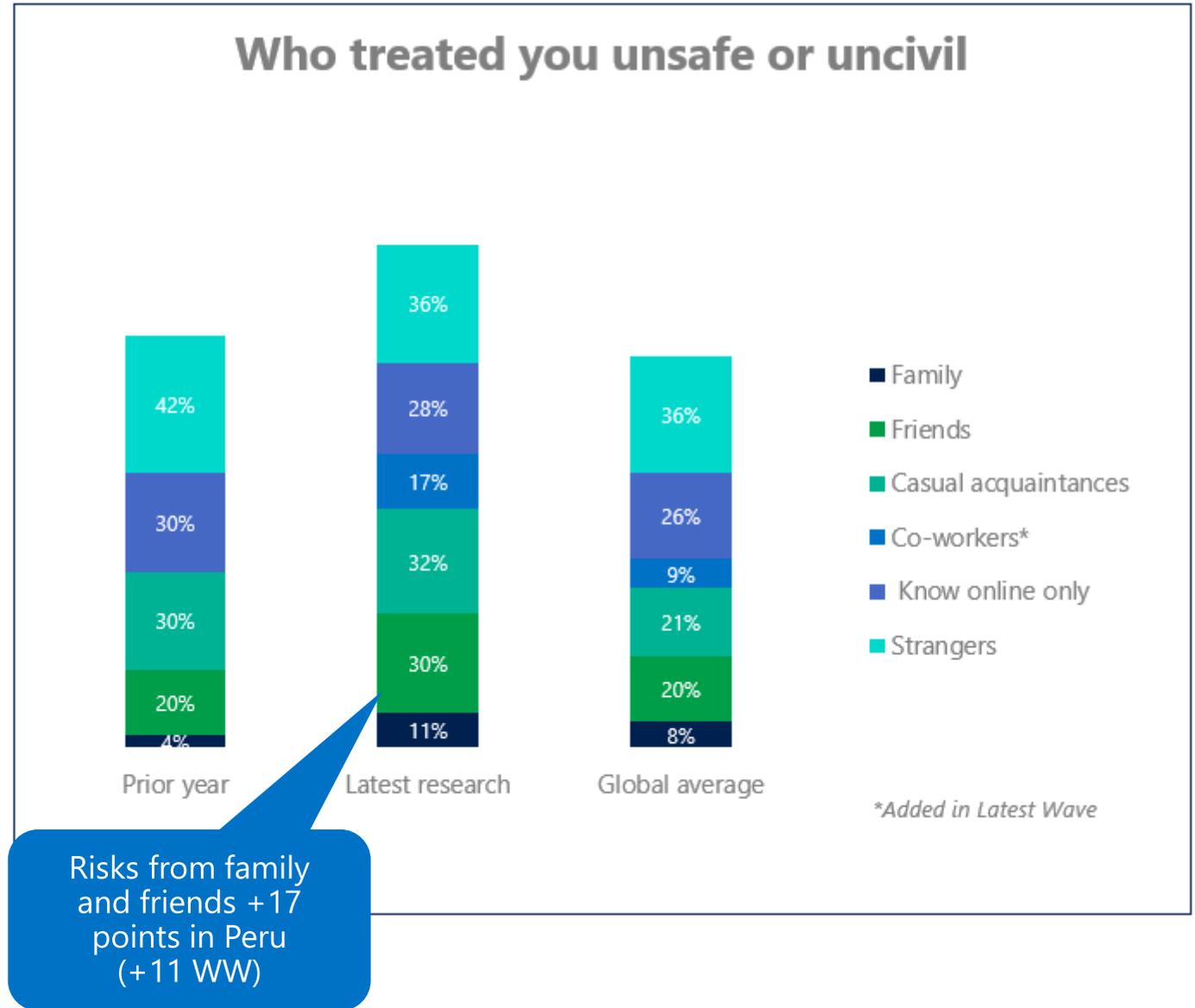
Top 3 Hoaxes, scams & frauds	Peru	Global
Internet Hoaxes	63%	50%
Fake news	62%	57%
Fake anti-virus scam	38%	35%

Top 3 Behavioral risks	Peru	Global
Someone called me offensive names	47%	51%
Someone tried to embarrass me on purpose	37%	38%
Someone posted false or misleading information about me online	25%	22%

Top 3 Sexual risks	Peru	Global
I received unwanted sexual messages or images	64%	67%
I received persistent unwelcomed demands to develop a romantic or sexual relationship	41%	36%
I received an unwelcomed request for a sexual favor	34%	33%

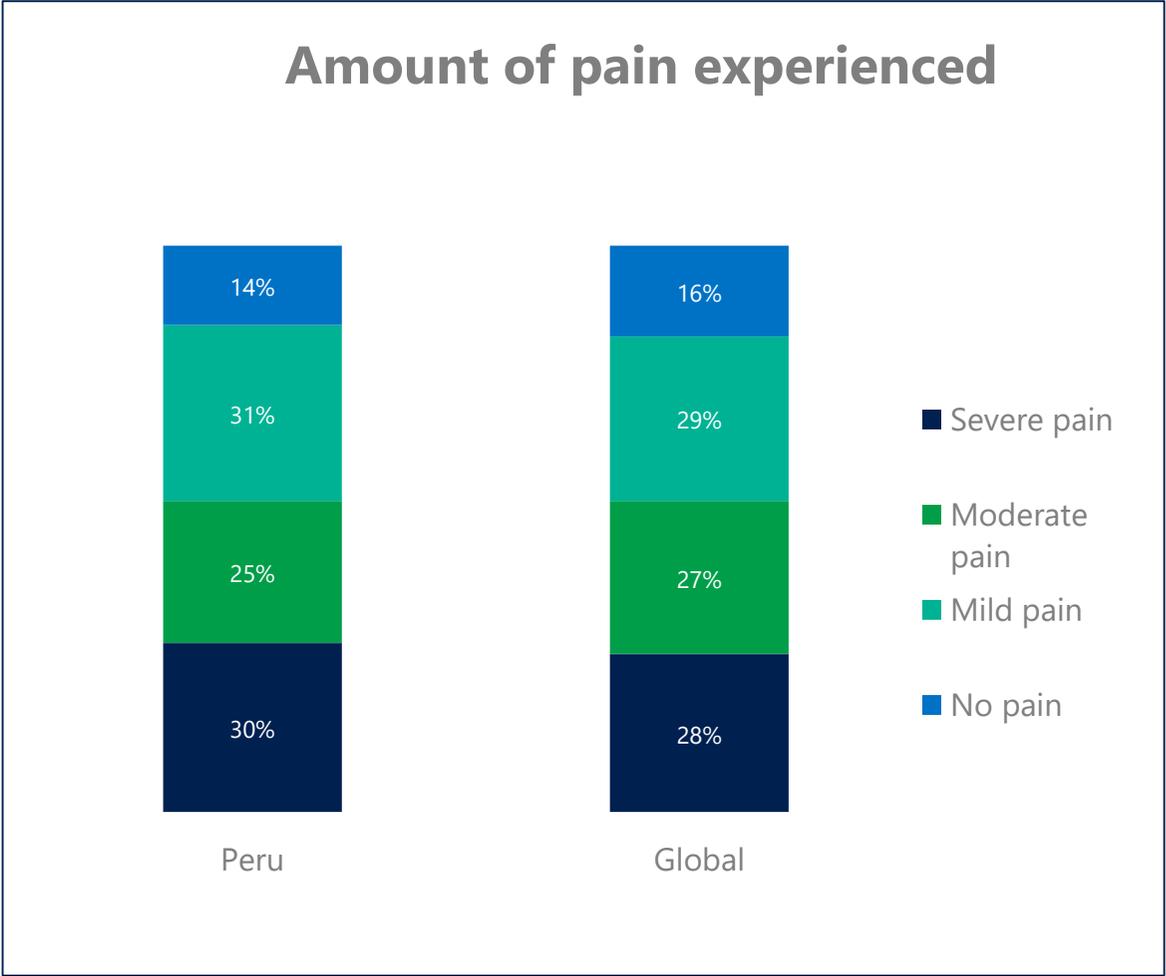
# Social circles became riskier in Peru

- 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 Peru, risks stemming from family and friends also increased significantly to 41% (+17 points from previous year) and 13 percentage points higher than the global average



# Severe pain from online risks was higher in Peru

- Worldwide, 55% of consumers reported experiencing moderate or severe pain due to online risks, with 16% saying they felt no pain at all
- Peru matched the WW average for moderate to severe pain at 55%, but Peruvians reported slightly above-average levels of severe pain compared to the rest of the world (30% vs. 28%)



# Consequences from risks were up in Peru and fewer respondents took positive action

- Worldwide, there was an increase in consequences and a decrease in positive actions; the top five consequences showed 3- and 4-point increases from the previous year; people also were less likely to take positive actions (-3 to -5 points)
- Peruvians matched the WW trend for consequences and were more likely to say that their lives had become more stressful
- Peru showed some large drops in positive actions taken following online risk exposure; for instance, Peruvians were less likely to defend someone being mistreated online and were less likely to use tighter privacy settings on social media

Consequences: Peru	Latest research*	▲
Became less trusting of other people online	42%	4%
Became less trusting of other people offline	33%	5%
My life became more stressful	31%	8%
Lost sleep	27%	3%
Was less likely to participate in social media, blogs and forums	24%	4%

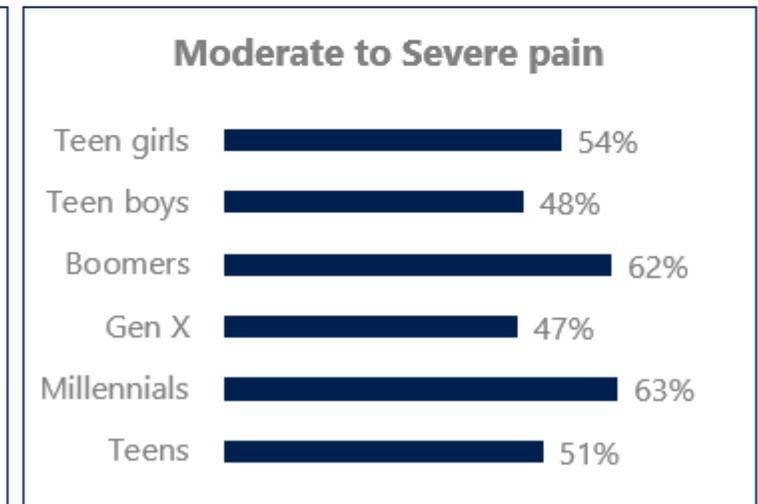
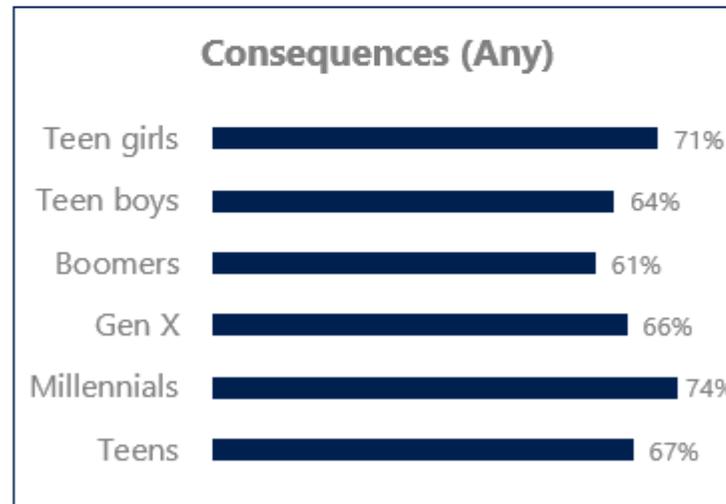
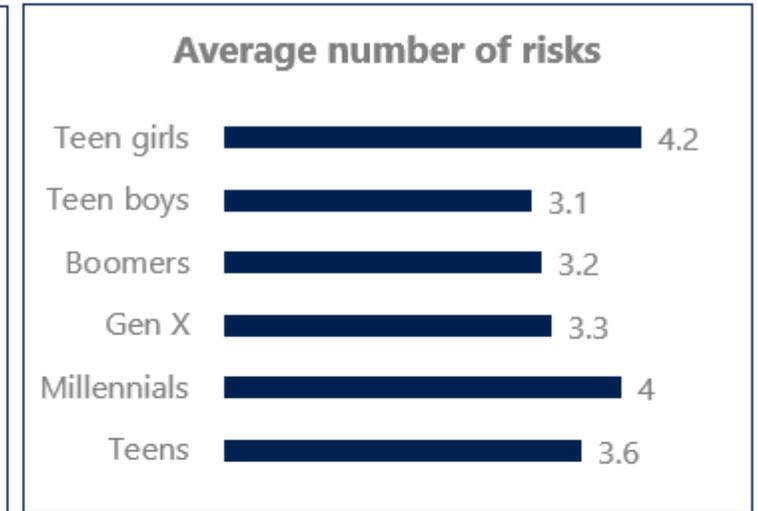
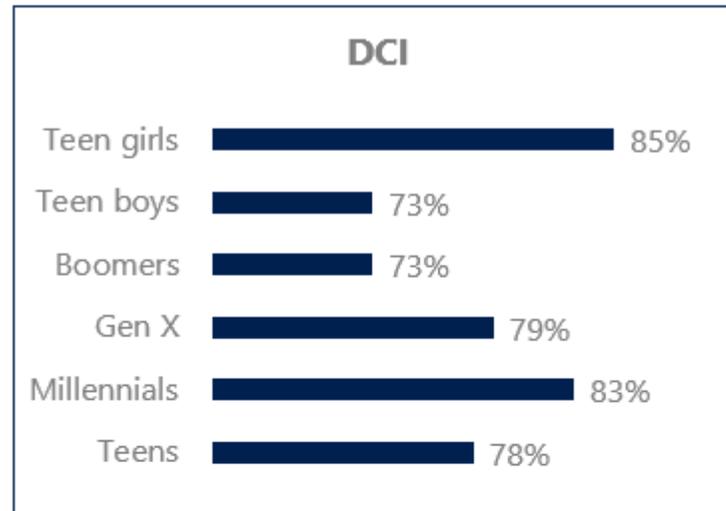
Positive Actions: Peru	Latest research*	▲
I paused before replying to someone I disagreed with online**	36%	-1%
I defended someone who was treated unsafe or uncivil online**	24%	-10%
I treated the other person with dignity and respect**	19%	-5%
I used tighter privacy settings on social media	43%	-10%
I showed respect for other people's point of view**	21%	0%

\*Worldwide trend based on 20 countries common in latest research and prior year

\*\*Digital Civility Challenge item

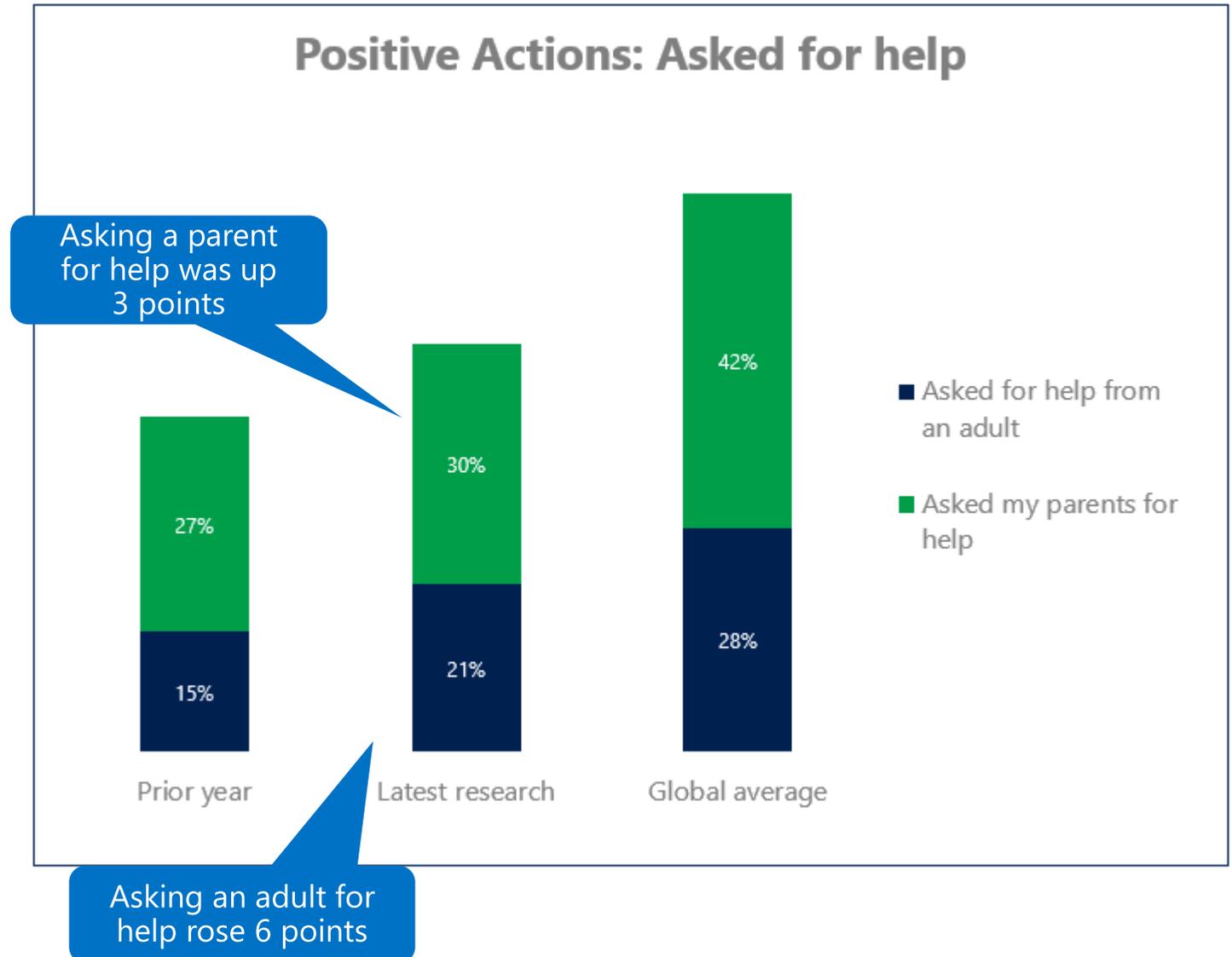
# Millennials and teenage girls were hit the hardest

- Online risks had some of the strongest impacts on millennials and teenage girls 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
- More millennials and boomers suffered moderate to severe pain compared to their global peers (millennials: 63% vs. 60% and boomers: 62% vs. 39%)



# Slight increase in teens who 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%)
- In Peru, teens were not as inclined to ask for help from either group (parents: 30% vs. 42%; another adult: 21% vs. 28%) compared to their global peers, but Peruvian teens still posted increases vs. the prior year's study



# DCI trend

- Worldwide, Microsoft's Digital Civility Index (DCI) fell two points from the previous year, driven by a widespread decline in unwanted contact
- Peru (+1) registered a small decline in DCI and ranks #22 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