



# Civility, Safety & Interaction Online



India, January 2019

# Key Findings – India

- **The nature of online risk types:** The types of risks that stood out for India compared to the global averages included: 1) receiving offensive or obscene content, 2) encountering fake news and 3) encountering internet hoaxes
- **Our social circles became more risky:** Within India, risks from family and friends also increased significantly to 29% (+9% vs. the previous year), higher than the global average
- **Pain from online risks was highest:** Consumers in India reported the highest levels of severe pain (52%) and the lowest level of no pain (5%) from online risks of all the countries surveyed
- **Consequences were up; positive actions were down:** Indian consumers matched the WW trend for consequences and were more likely to say that they became stressed and lost sleep in the latest year's survey vs. the previous year
- **There was a surge in teens asking for help.** In India, teens matched the global average in asking for help with an online risk from parents (45%) and another adult (26%)
- **Small improvement in Microsoft's Digital Civility Index (DCI):** India (-2) registered a small gain in DCI and ranks #7 of the 22 countries surveyed

# Nature of online risk types in India

- The most common type of unwanted contact involved attempts to collect personal information; repeatedly being contacted after making it clear the contact was unwelcome was also high in India and outpaced the global average (36% vs. 32%)
- Indians were most likely to encounter fake news and internet hoaxes, the former 7 points higher than the global average
- Various forms of bullying were the most typical behavioral risks experienced in India
- Receipt of unwanted sexual imagery or messages dominated this category both in India and globally; unwelcomed requests for sexual favors or intimate imagery were largely in line with the global averages

Top 3 Unwanted contact	India	Global
I was contacted by someone I didn't know to collect personal information	49%	42%
I was repeatedly asked by someone to socialize after I indicated I wasn't interested or said no	36%	36%
I was repeatedly contacted through electronic means after I made clear the contact was unwelcome	36%	32%

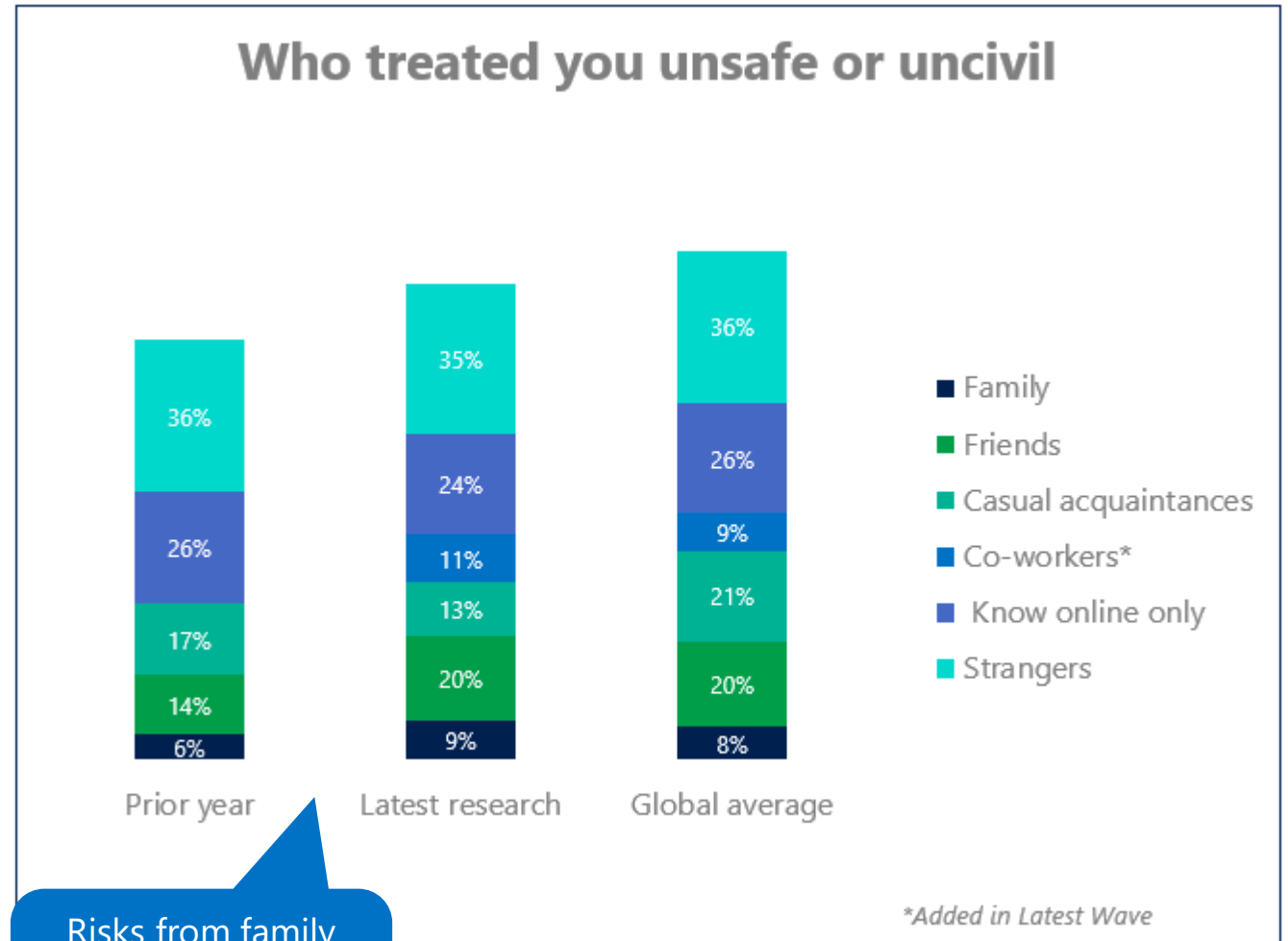
Top 3 Hoaxes, scams & frauds	India	Global
Fake news	64%	57%
Internet hoaxes	54%	50%
Phishing/Spoofing	42%	29%

Top 3 Behavioral risks	India	Global
Someone called me offensive names	47%	51%
Someone tried to embarrass me on purpose	32%	38%
Someone posted false or misleading information about me online	31%	22%

Top 3 Sexual risks	India	Global
I received unwanted sexual messages or images	66%	67%
I received an unwelcomed request for a sexual favor	36%	33%
I received an unwelcomed request to send intimate images of myself or others	32%	31%

# Social circles became riskier in India

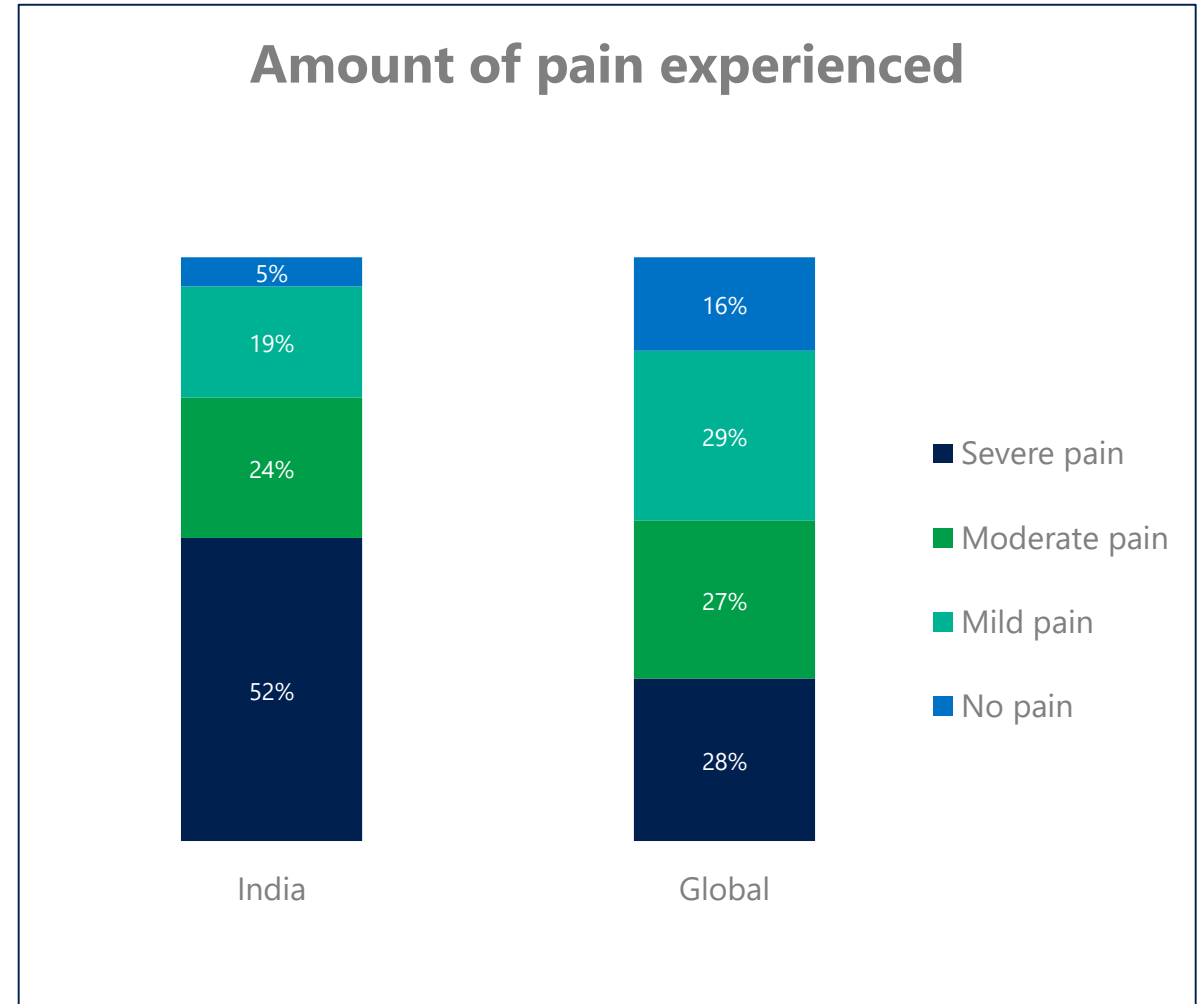
- Worldwide, while 62% of online risks were sourced from strangers and people respondents knew online only, family and friends accounted for 28% of online risks, up 11 points YOY
- Within India, risks from family and friends also increased notably to 29%, just above the global average and 9% higher than the previous year



Risks from family & friends +9 in India (+11 WW)

# Severe pain from online risks was the highest in India

- Worldwide, 55% of consumers reported experiencing moderate or severe pain due to online risks, with 16% saying they felt no pain at all
- Within India, moderate to severe pain was experienced by 76% of consumers, significantly higher than the global average
- Indians reported the highest level of severe pain (52%) and the lowest level of no pain (5%) of all the countries surveyed



# India saw increased consequences from risks and little positive action taken following online risk exposure

- Worldwide, there was an increase in consequences and a decrease in positive actions taken; the top five consequences showed 3- or 4-point increases from the previous year; people also were less likely to take positive actions (-3 to -5 points)
- Indian consumers matched the WW trend for consequences and were more likely to say that they became stressed and lost sleep in the latest year vs. the previous year's study
- India showed drops in positive actions taken following online risk exposure; they were less likely to pause before replying to someone whom they disagreed with online

Consequences: India	Latest research*	▲
Became less trusting of other people online	37%	7%
Became less trusting of other people offline	29%	10%
My life became more stressful	32%	11%
Lost sleep	35%	10%
Was less likely to participate in social media, blogs and forums	27%	7%

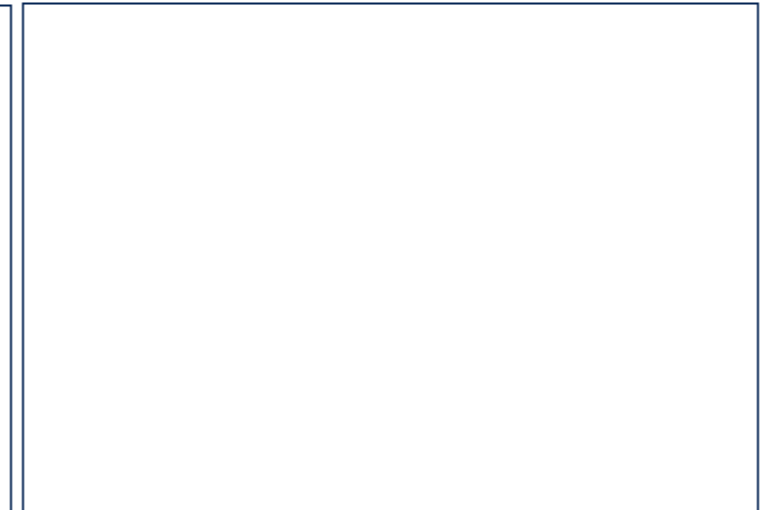
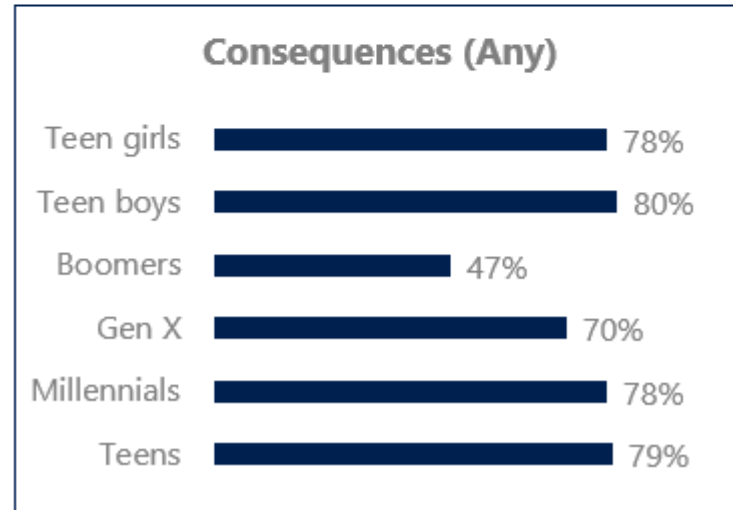
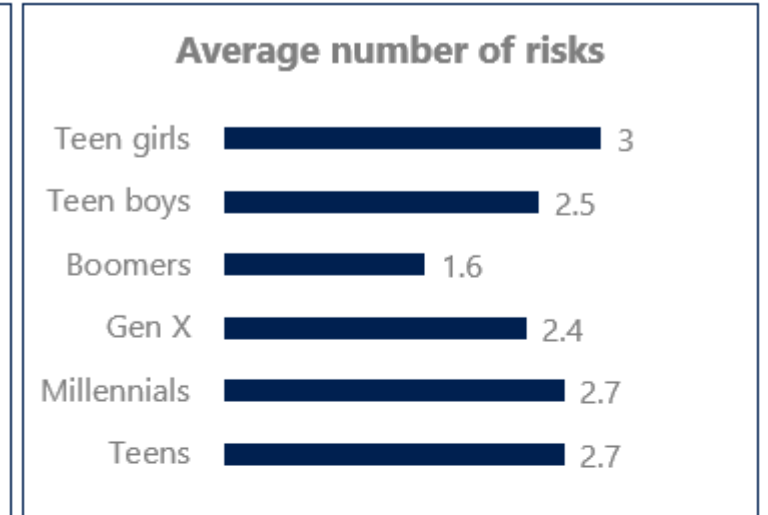
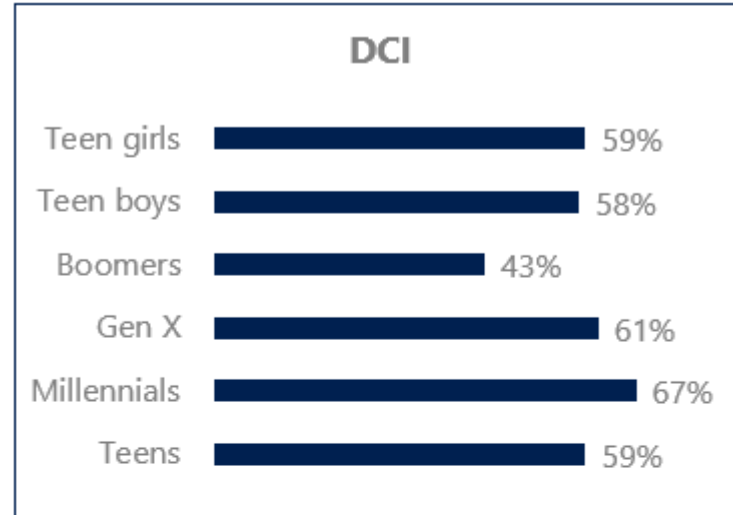
Positive Actions: India	Latest research*	▲
I paused before replying to someone I disagreed with online**	20%	-6%
I defended someone who was treated unsafe or uncivil online**	16%	-2%
I treated the other person with dignity and respect**	12%	-5%
I used tighter privacy settings on social media	41%	-1%
I showed respect for other people's point of view**	15%	-5%

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

\*\*Digital Civility Challenge item

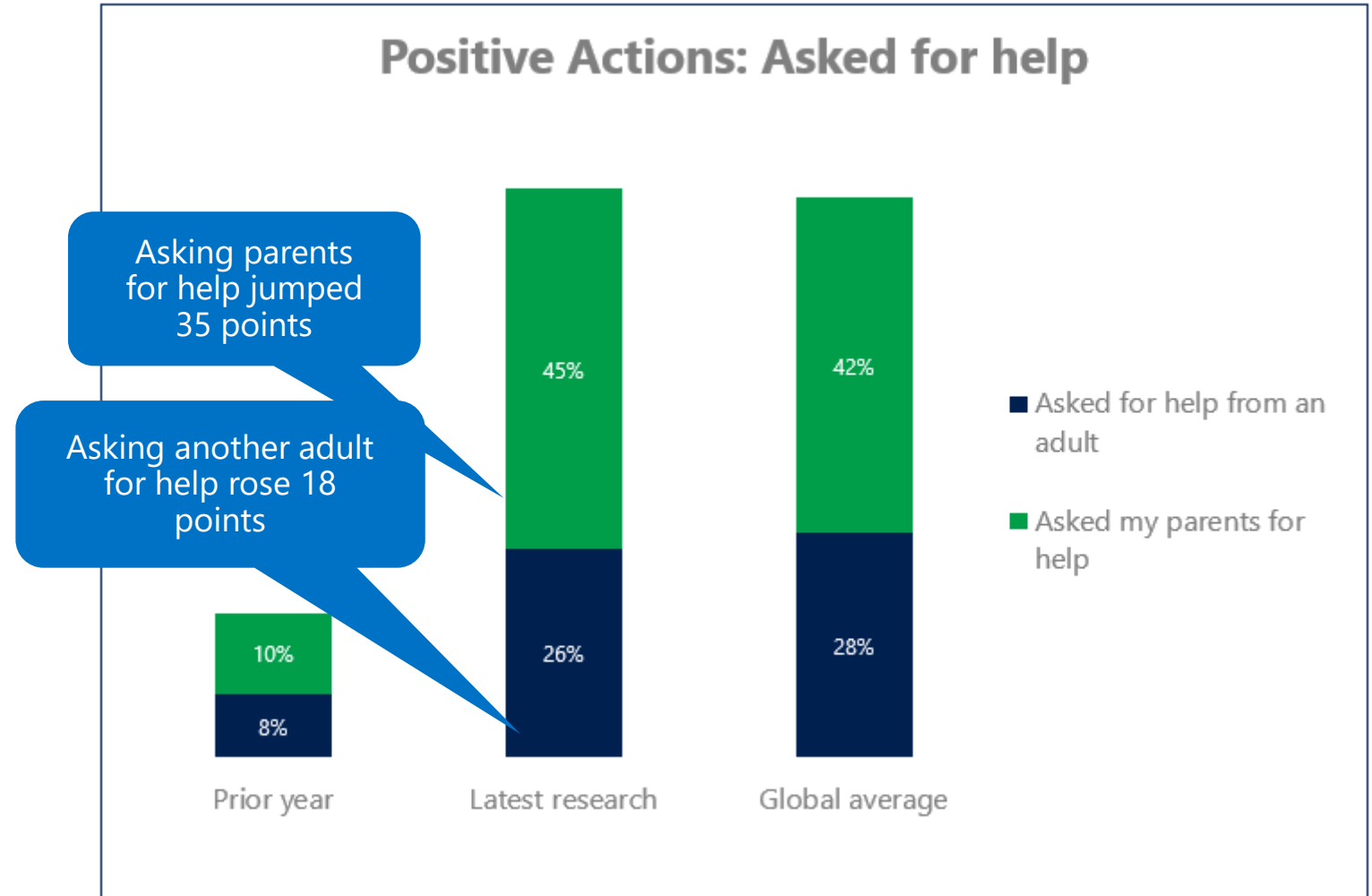
# Millennials and teenagers were hit the hardest

- Online risks had some of the strongest impacts on millennials and teenagers 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 lower than the global averages



# 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 adults (+19 points to 28%)
- In India, teens matched the global average in asking for help from parents (+35 points to 45%) and other adults (+18 points to 26%)





# DCI trend

- Worldwide, Microsoft's Digital Civility Index (DCI) fell two points from the previous year, driven by a widespread decline in unwanted contact
- India (-2) registered a small gain in DCI and ranks #7 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