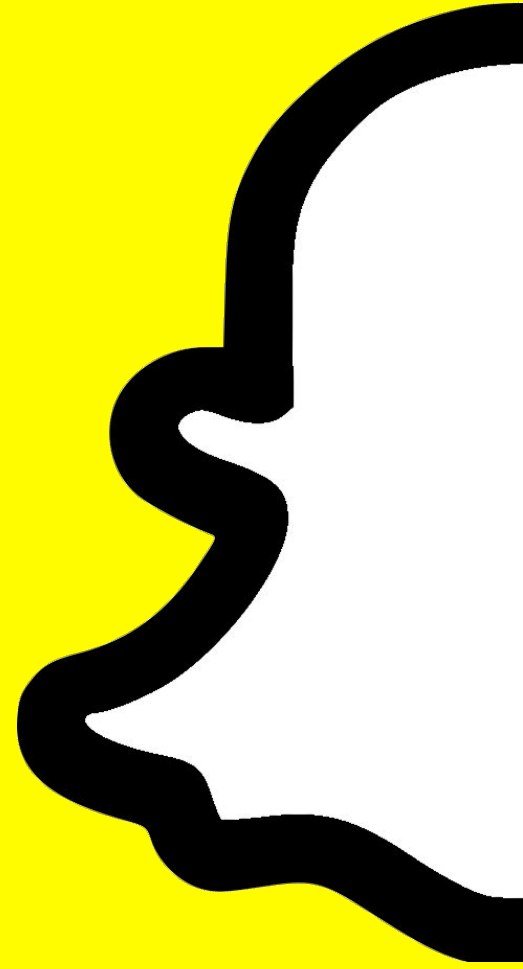


# **2022 Digital Wellbeing Index**

*Research Findings*



# METHODOLOGY

9,003

**Respondents**  
12-minute online survey

3

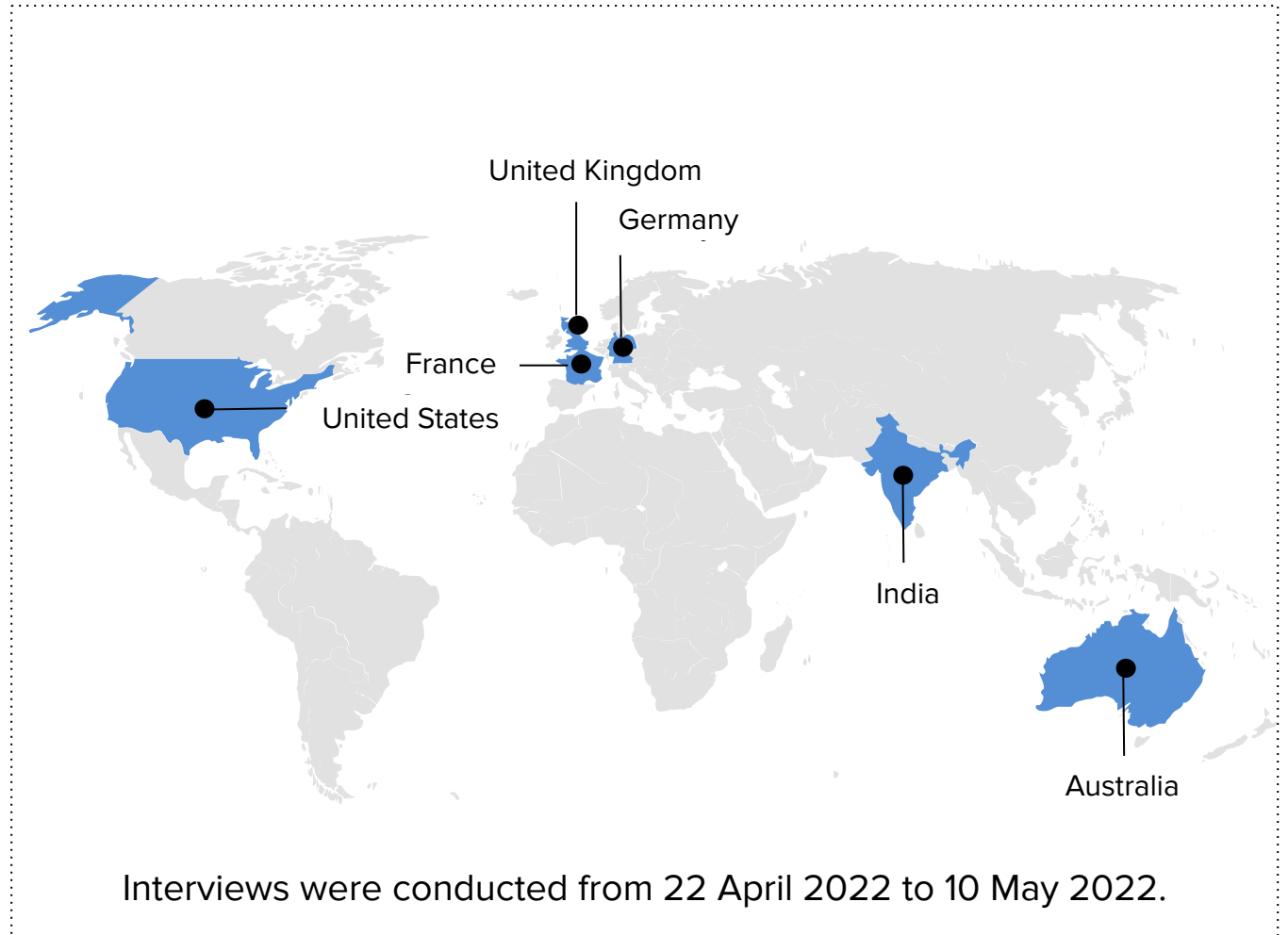
**Audiences**

Gen Z teens, 13–17  
Gen Z adults, 18–24  
Parents of 13–19-year-olds

6

**Countries**

Australia, France, Germany,  
India, UK, US



# 1. THE DIGITAL WELLBEING INDEX IS A COMPELLING MEASURE OF PSYCHOLOGICAL WELLBEING ONLINE

## Foundation

The Index drew upon more than four decades of research on subjective wellbeing, adapted for the online environment, and incorporated multi-year studies on online risks conducted by the research team among teens and adults in 34 countries.

## Validity

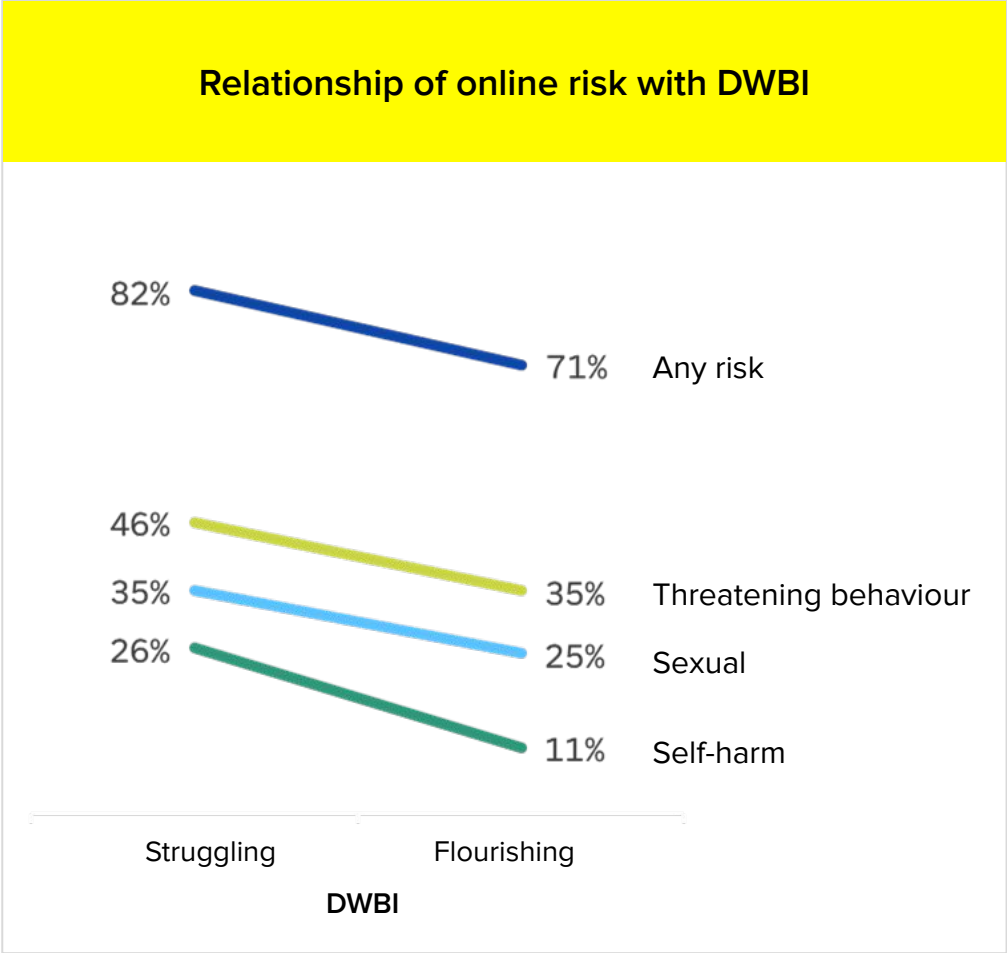
The resulting DWB index shows clear relationships between risk exposure, social media and social support assets and current online wellbeing. Four groups were identified based on their wellbeing scores: flourishing, thriving, middling and struggling.

## Multi-dimensional

The scale shows areas where users are experiencing positive benefits and growth, which can outweigh negative incidents for many.

## Statistically robust

Items refined through pretesting and post-hoc analyses. The final DWBI scale demonstrated robust statistical properties (e.g. validity, internal consistency).



# 2. SOCIAL MEDIA PLAYS A MAJOR ROLE IN DIGITAL WELLBEING

1

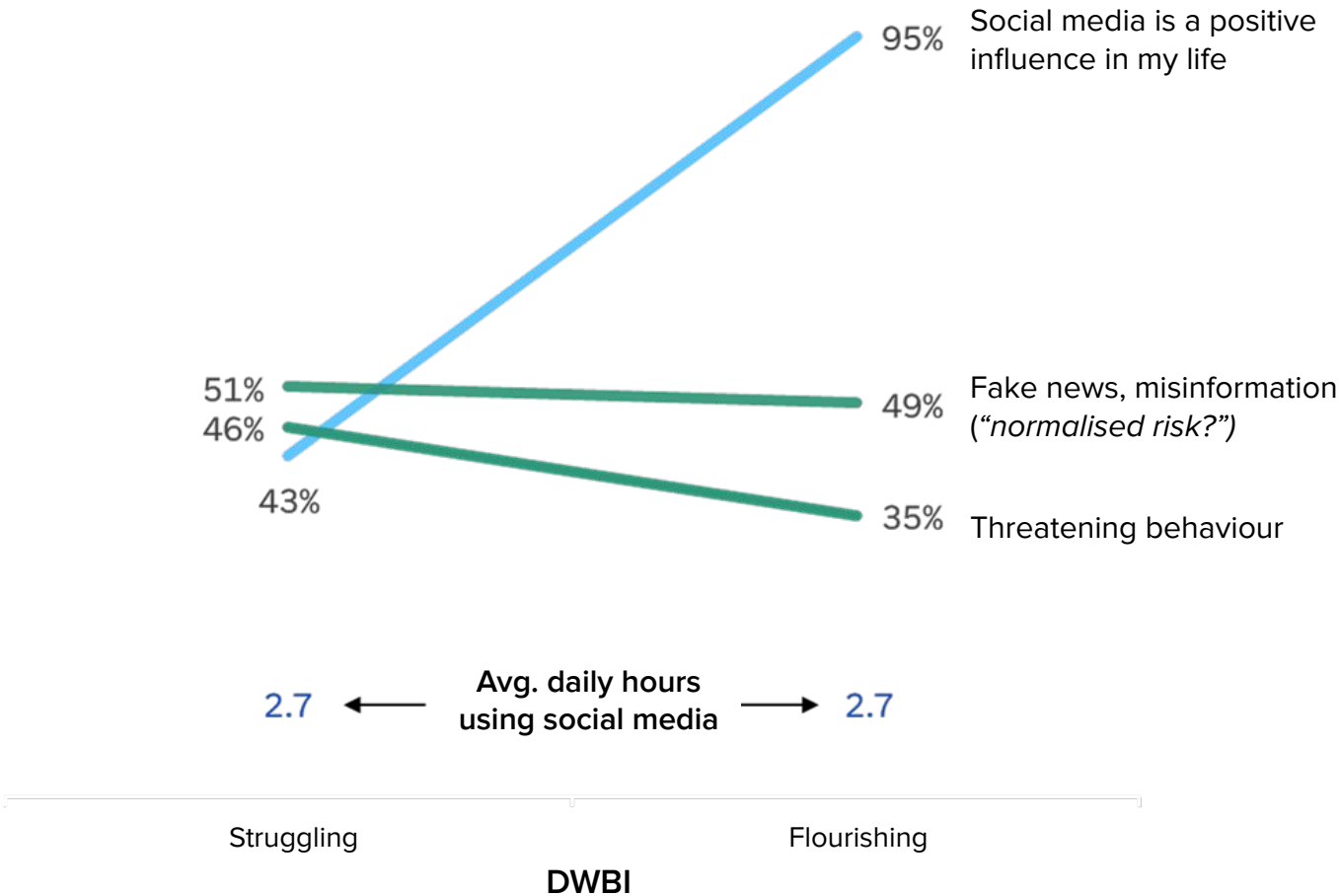
**Positive influence**  
Those who saw social media as a positive influence in digital wellbeing

2

**Quality over quantity**  
Digital wellbeing is more dependent on the nature and quality of your interactions online and less dependent on how much time is spent on social media

3

**Type of risk matters**  
Personally targeted risks exhibit a strong relationship with digital wellbeing, while “normalised” risks show a weak relationship

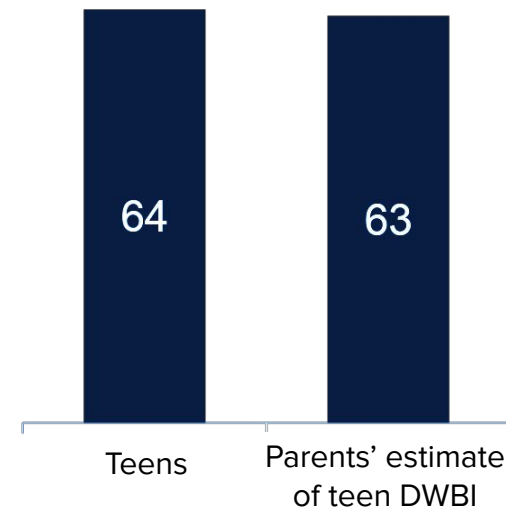


### 3. PARENTS ARE GENERALLY IN TUNE WITH THEIR TEENAGERS' DIGITAL WELLBEING

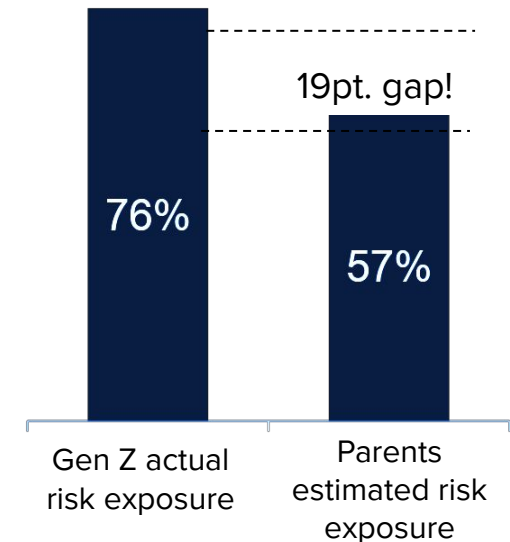
#### Regular parent communication about online activities with teens can make a difference

- The ability of parents to accurately estimate the extent of their teen's digital wellbeing was **driven by how regularly the parents checked in**
- Teens whose **parents regularly checked in** had higher digital well-being and retained **higher levels of trust** from their parents
- Conversely, the subset of parents who **did not regularly check in** about their teens' online experiences **significantly underestimated teens' risk exposure** (by nearly 20 points).

Parents of teens (13–17) correctly estimated their digital wellbeing



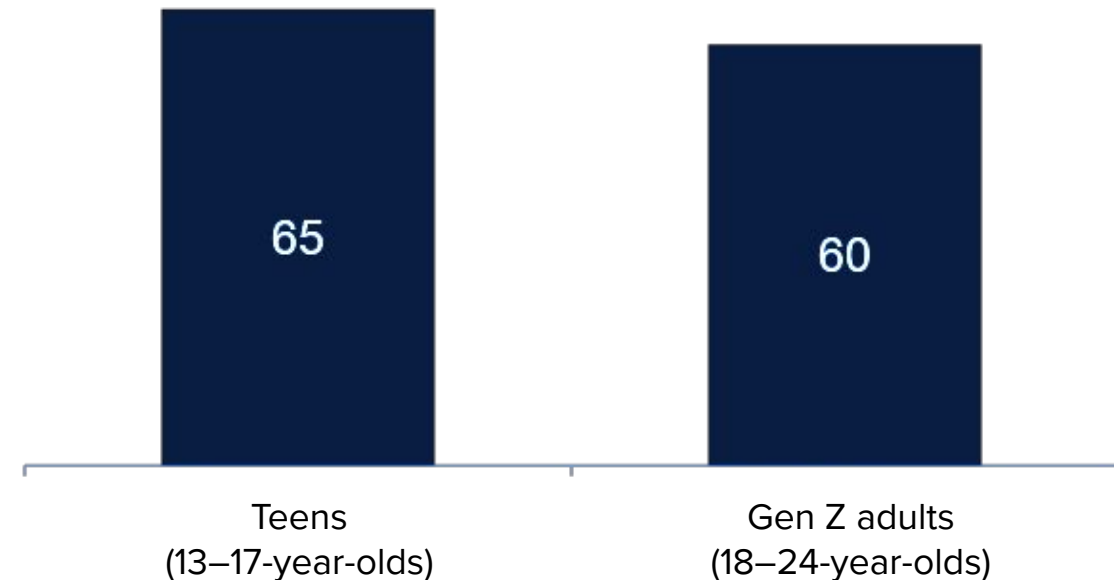
Parents who don't check in significantly underestimated their teenagers' risk exposure



## 4. GEN Z ADULTS (18–24-YEAR-OLDS) HAD LOWER DIGITAL WELLBEING THAN TEENS

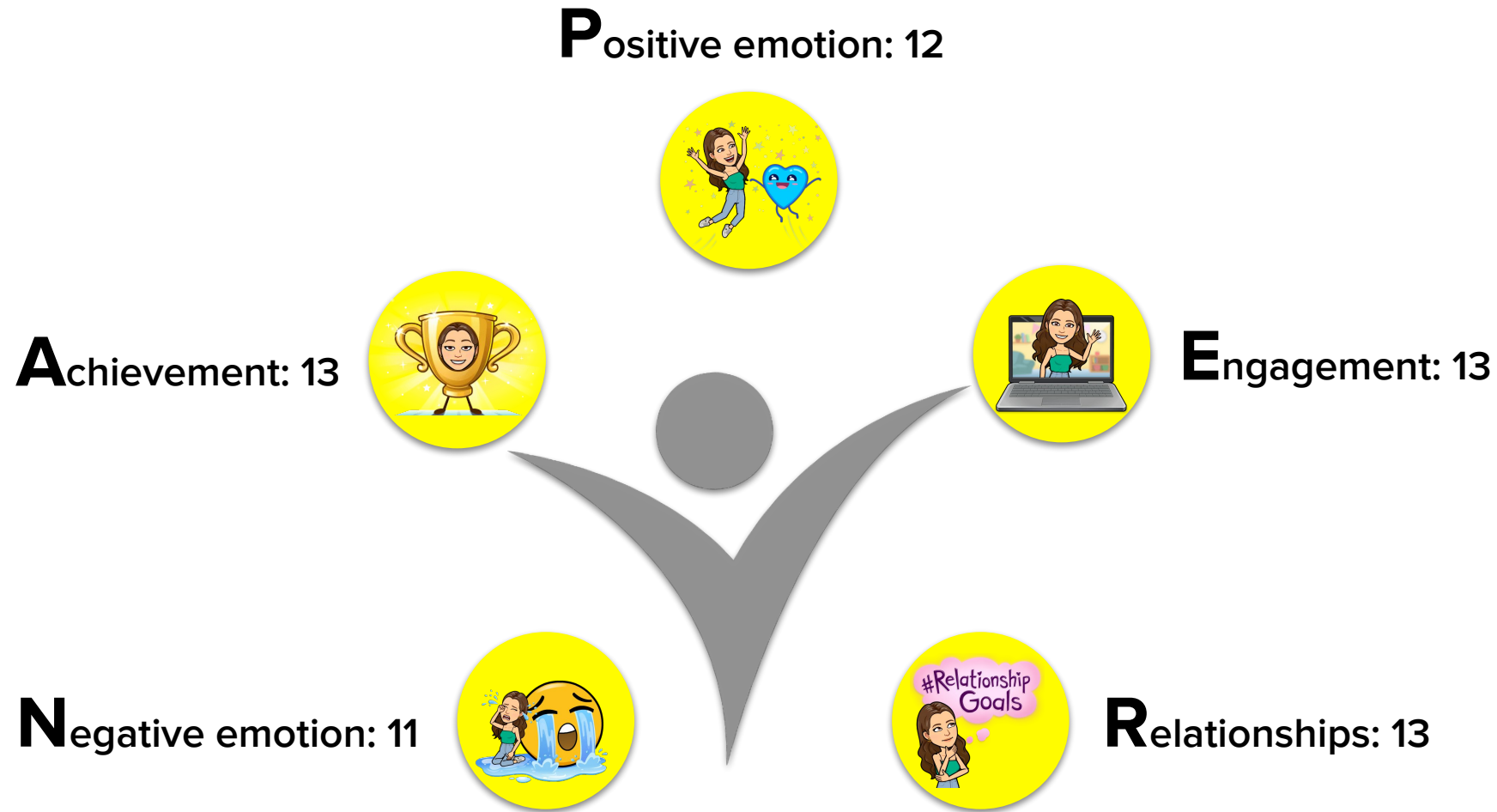
- Our data likely reflects the unprecedented feelings of uncertainty felt most strongly by Gen Z adults. National surveys consistently report Gen Z adults are doing worse mentally and physically than other demographic groups
- Compared to teens, Gen Z adults were less satisfied with their life online and reported much lower scores on physical and emotional health

### DWBI





# INTRODUCING THE DIGITAL WELLBEING INDEX

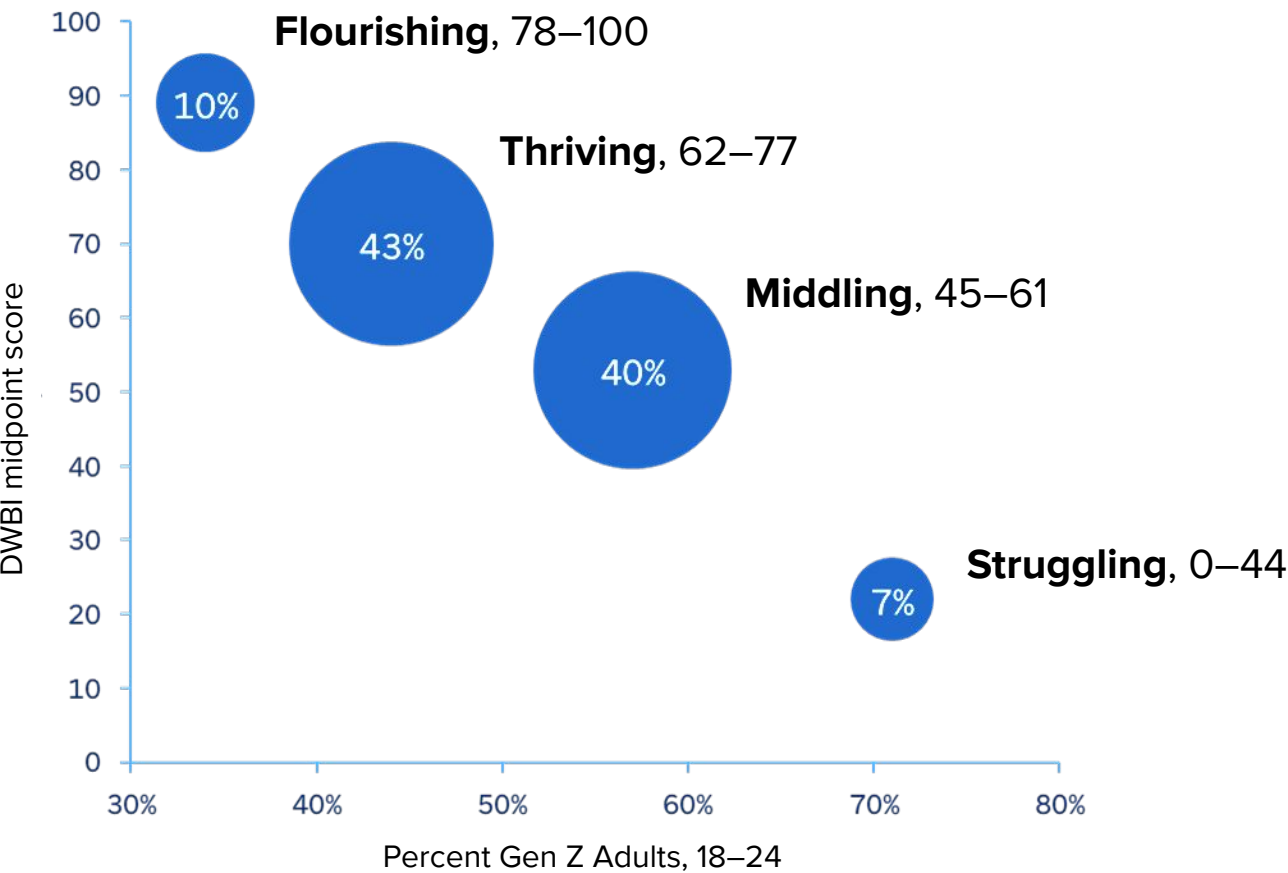


2022 Score

**62**

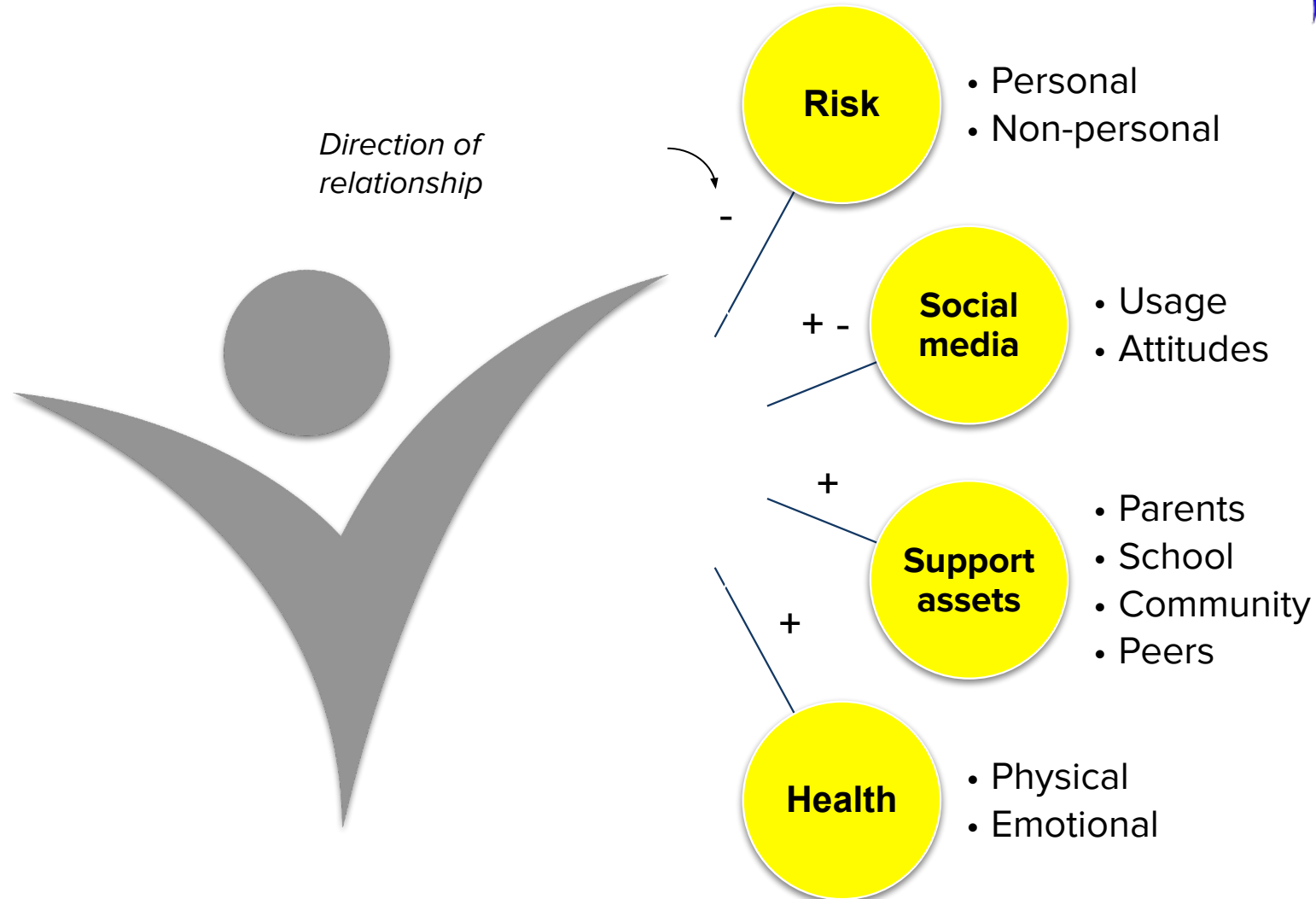


# DWBI GROUP SIZES & SCORE RANGES



Base: Gen Z, N=6002

# VALIDITY: DIGITAL WELLBEING RELATIONSHIPS

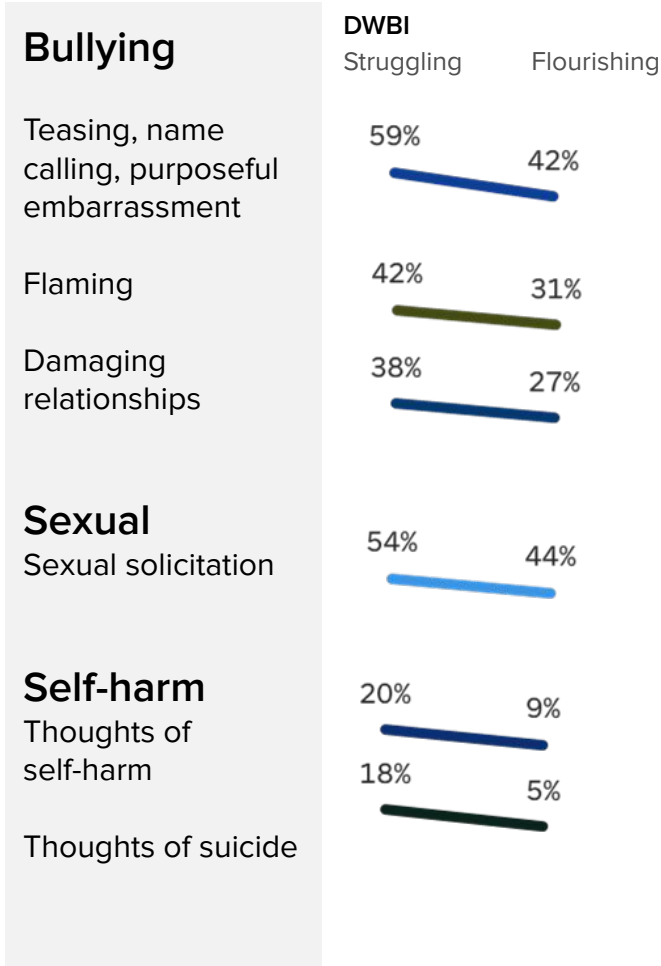




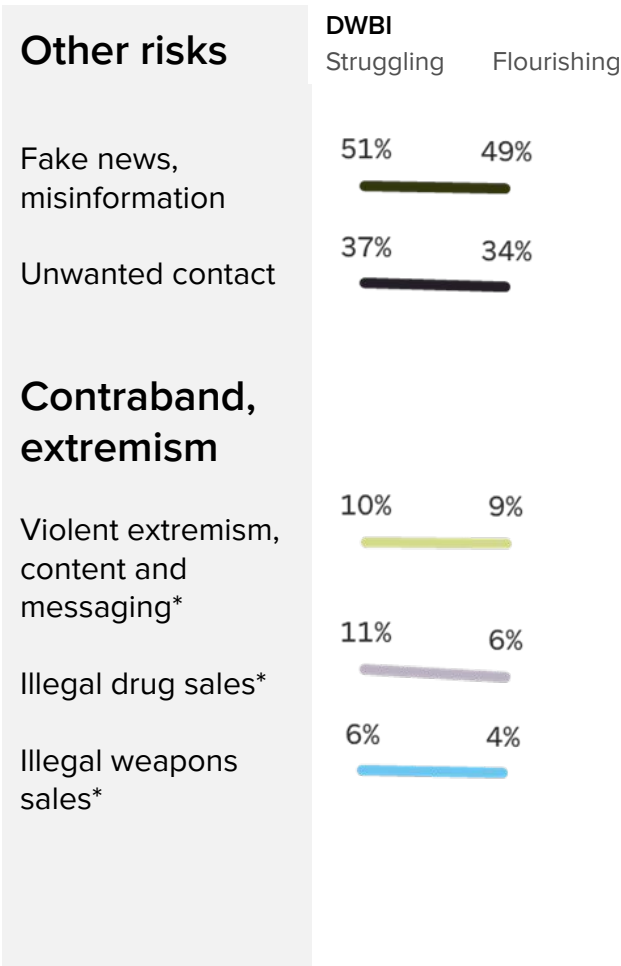
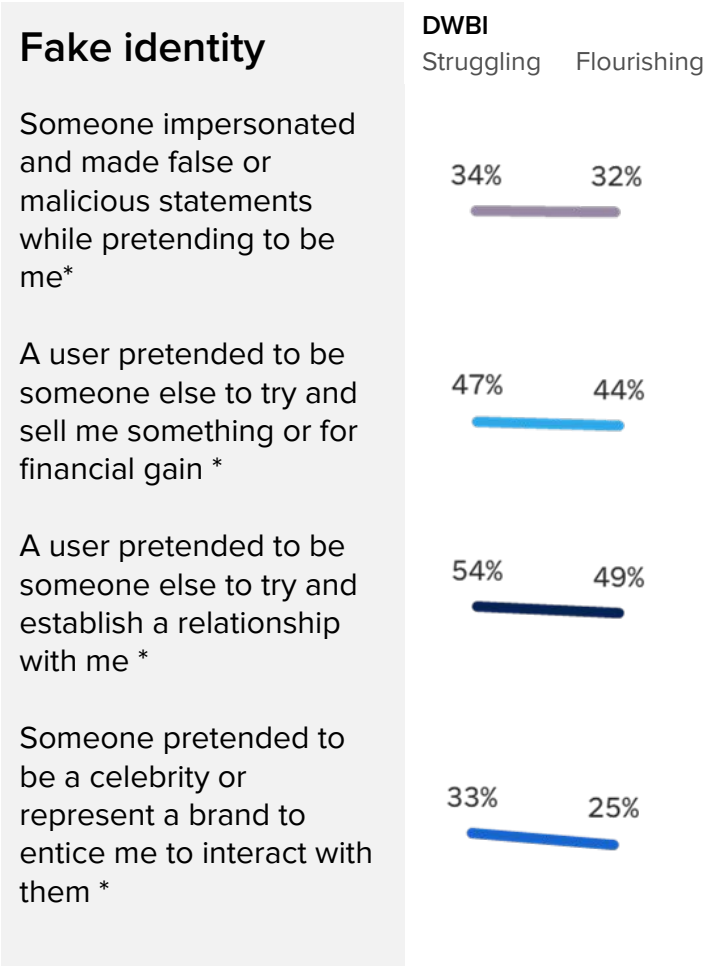
# RELATIONSHIP BETWEEN DWBI AND RISKS

*The relationship was dependent on the type of risk*

Strong negative relationships with DWBI



Weak relationships with DWBI. Have these risks been “normalised?”

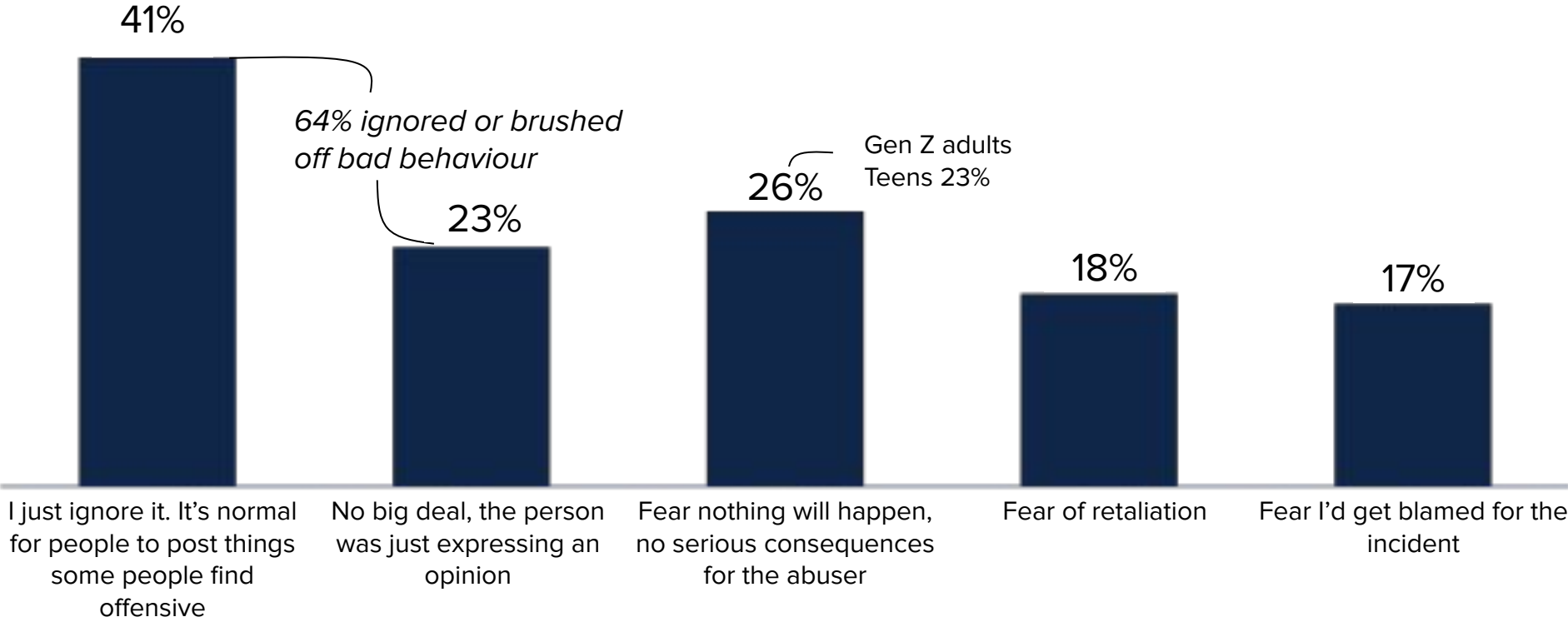


Base: Gen Z, N=6002, \* Small samples in the low and very high groups  
Q5. Which, if any, of the following have happened to you personally ONLINE, on any electronic device during the past three months? Select all that apply.

# EVIDENCE FOR THE NORMALISATION OF RISKS



Reasons not to report an incident

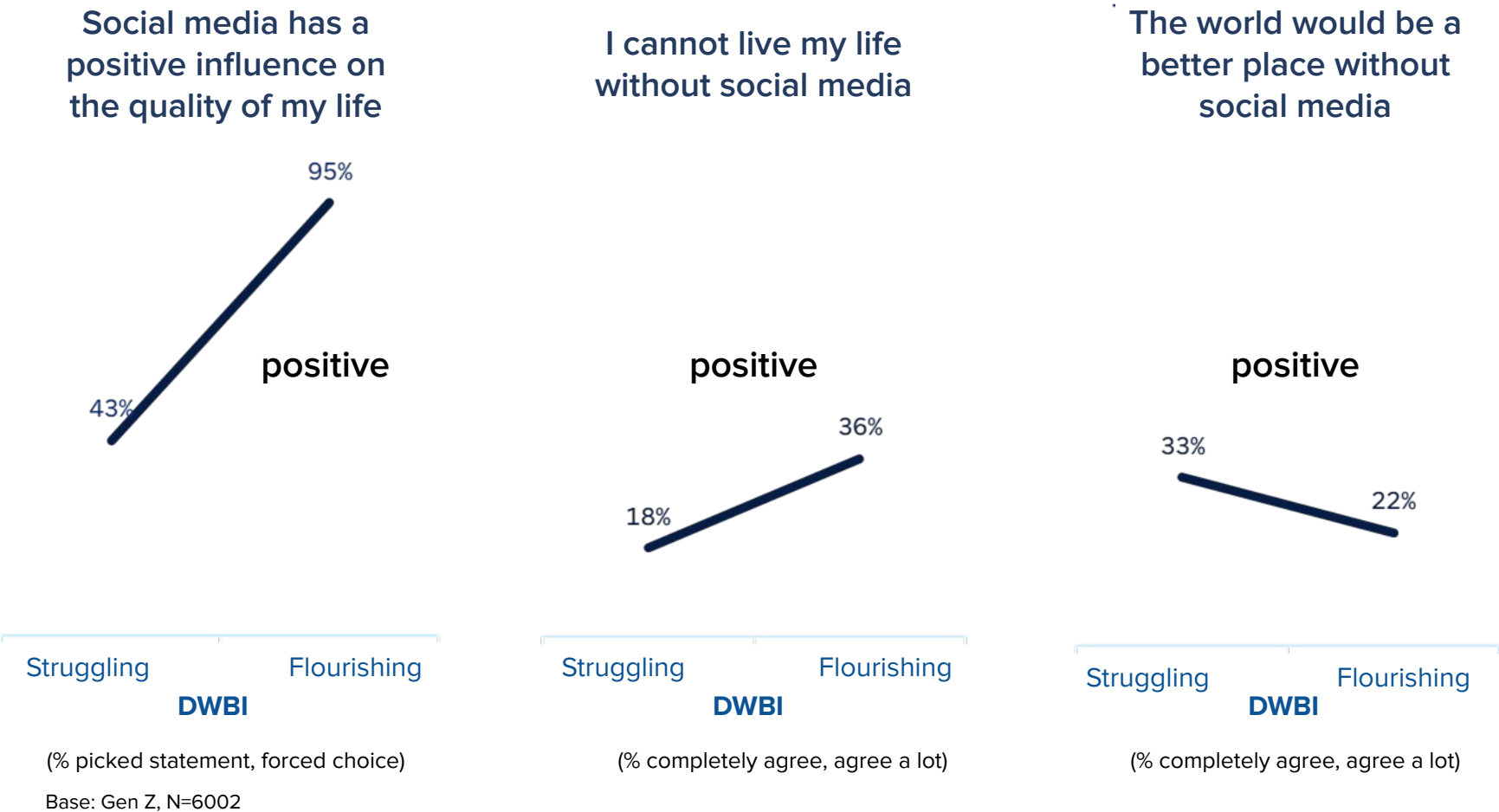


Base: typically use Snapchat, Instagram and other social platforms N=6087

Q21: What are the reasons you do not or would not report an incident?

# RELATIONSHIP BETWEEN DWBI AND SOCIAL MEDIA

*For most, social media had a positive influence on digital wellbeing*



Q12b: Which of the following is closer to your view about social media?  
 Q26: How true is each statement for you personally?

# GEN Z SAW SOCIAL MEDIA AS A POSITIVE FORCE IN THEIR LIVES

**78%**



**of Gen Zers believed social media had a positive influence on their quality of life**

- Belief among teens (84%) was significantly stronger than among Gen Z adults (71%)
- Gen Z males (81%) were more likely to believe this than females (75%); this difference held for both teens and Gen Z adults
- Parents' (73%) opinion about social media's influence mirrored that of Gen Z adults



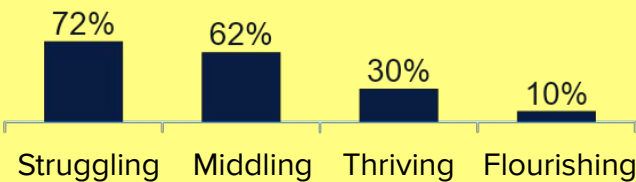
# RELATIONSHIP BETWEEN DWB & SUPPORT NETWORKS

*Broad support networks had a positive impact on DWB*

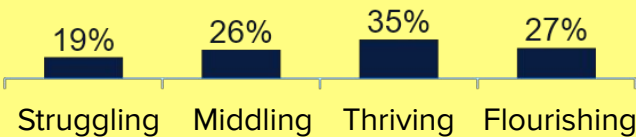
Number of support assets\*

Digital wellbeing segment

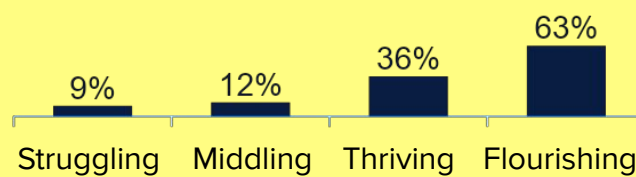
0 to 3



4 to 6

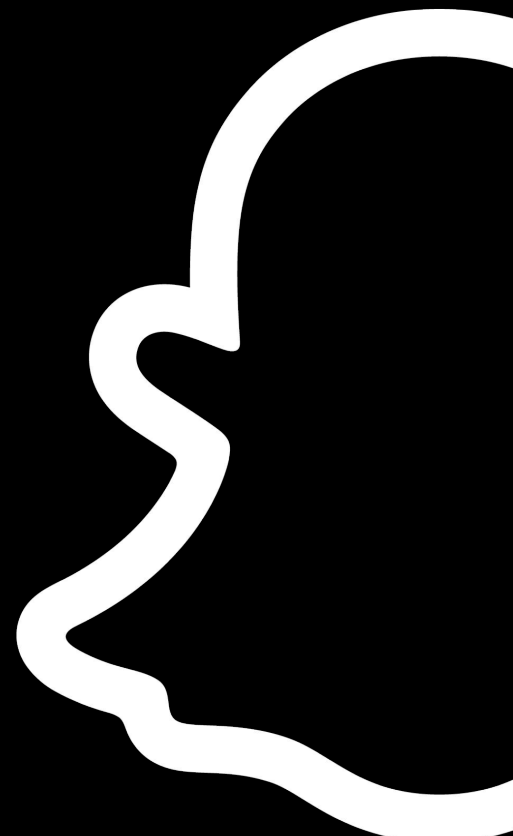
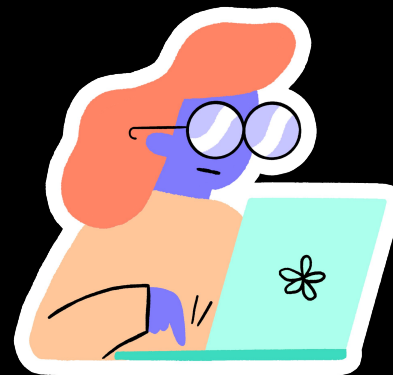


7 to 12



\*Support assets are people who support Gen Zs at home, school, in the community and among friends & peers, must have selected “completely agree” or “agree a lot”  
 Base: Gen Z, N=6002

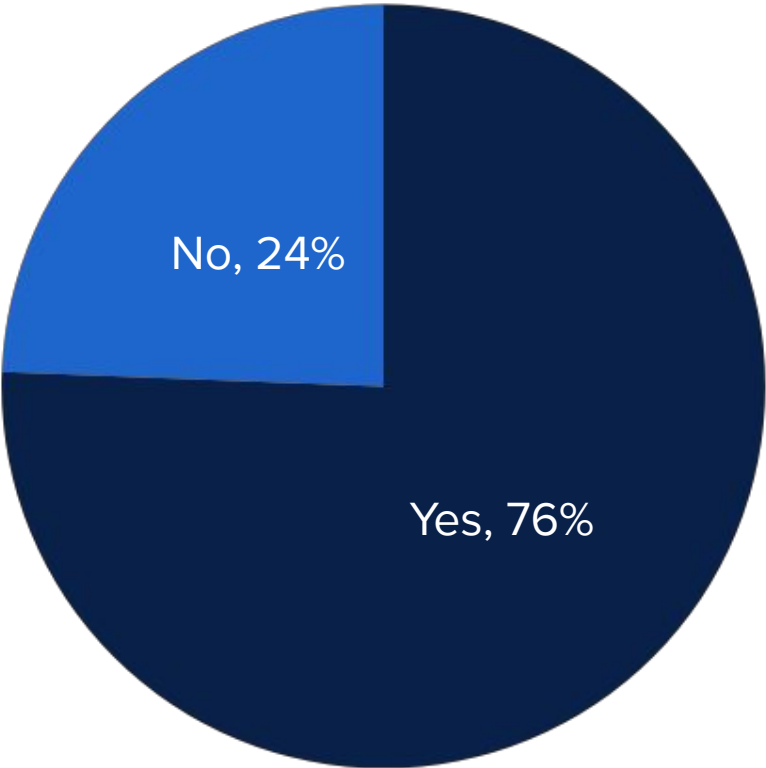
# ONLINE RISK LANDSCAPE



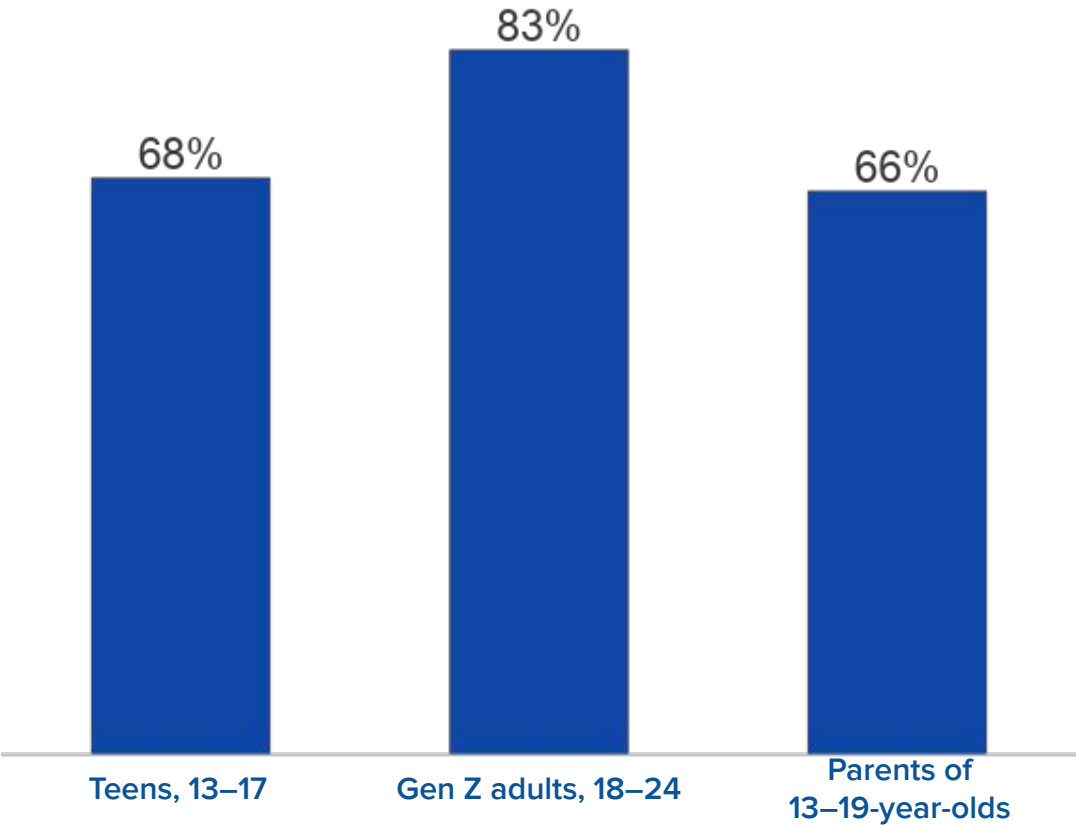
# THREE IN FOUR GEN ZS REPORTED EXPERIENCING A RISK

*More than eight in 10 for Gen Z adults*

Experienced at least one risk during the past three months



Overall risk incidence

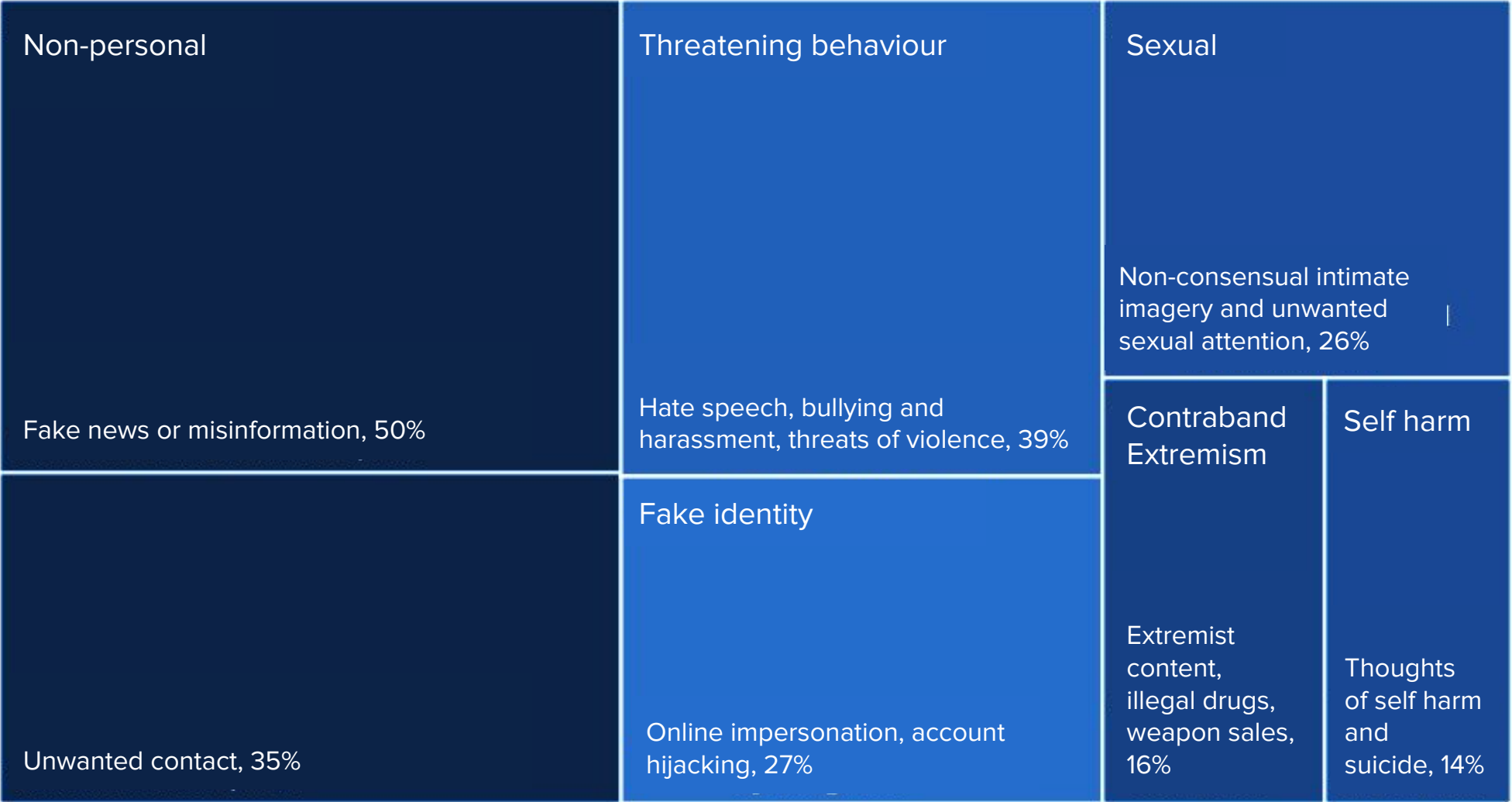


*Parents reported what risks they believed their children experienced*

Base: Gen Z, N=6002

Q5. Which, if any, of the following have happened to you personally ONLINE, on any electronic device during the past three months? Select all that apply

# RISK DISTRIBUTION: NON-PERSONAL = MOST COMMON



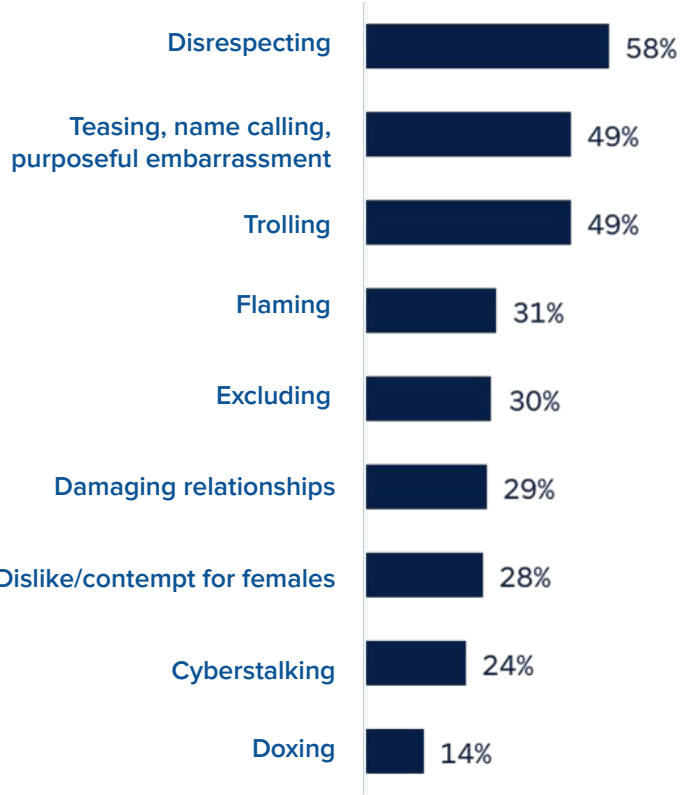
Base: Gen Z,  
N=6002

Q5. Which, if any, of the following have happened to you personally ONLINE, on any electronic device during the past three months? Select all that apply

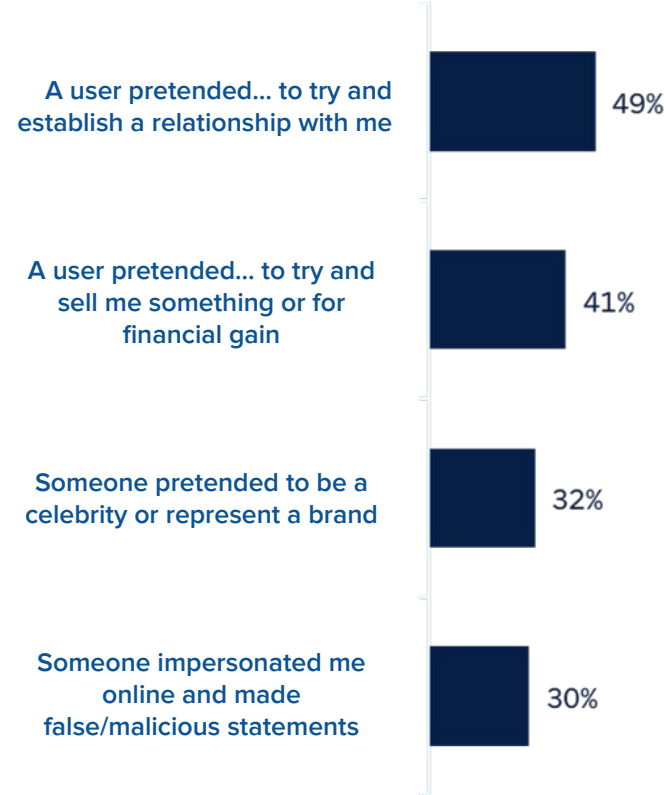


# RISK DETAIL

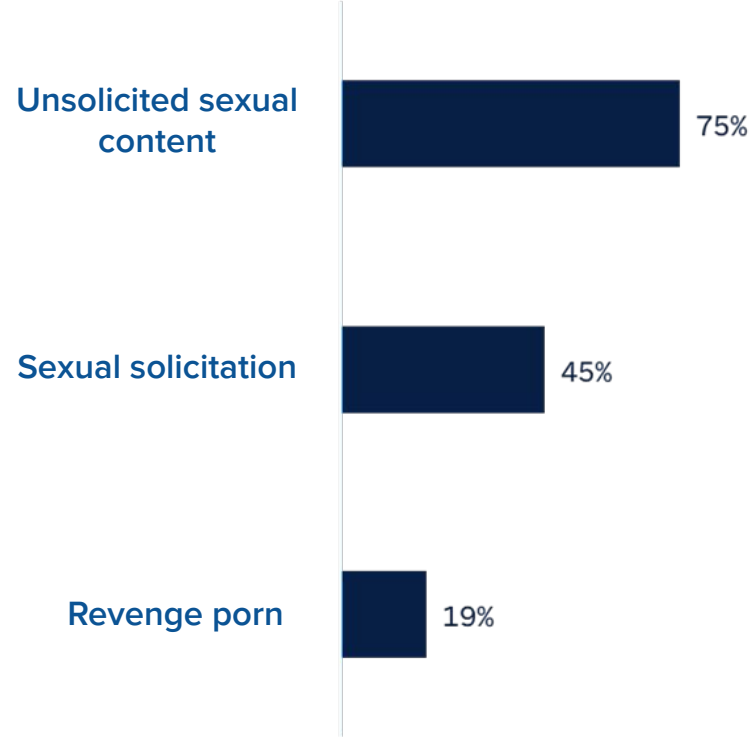
## 21% Bullying and harassment



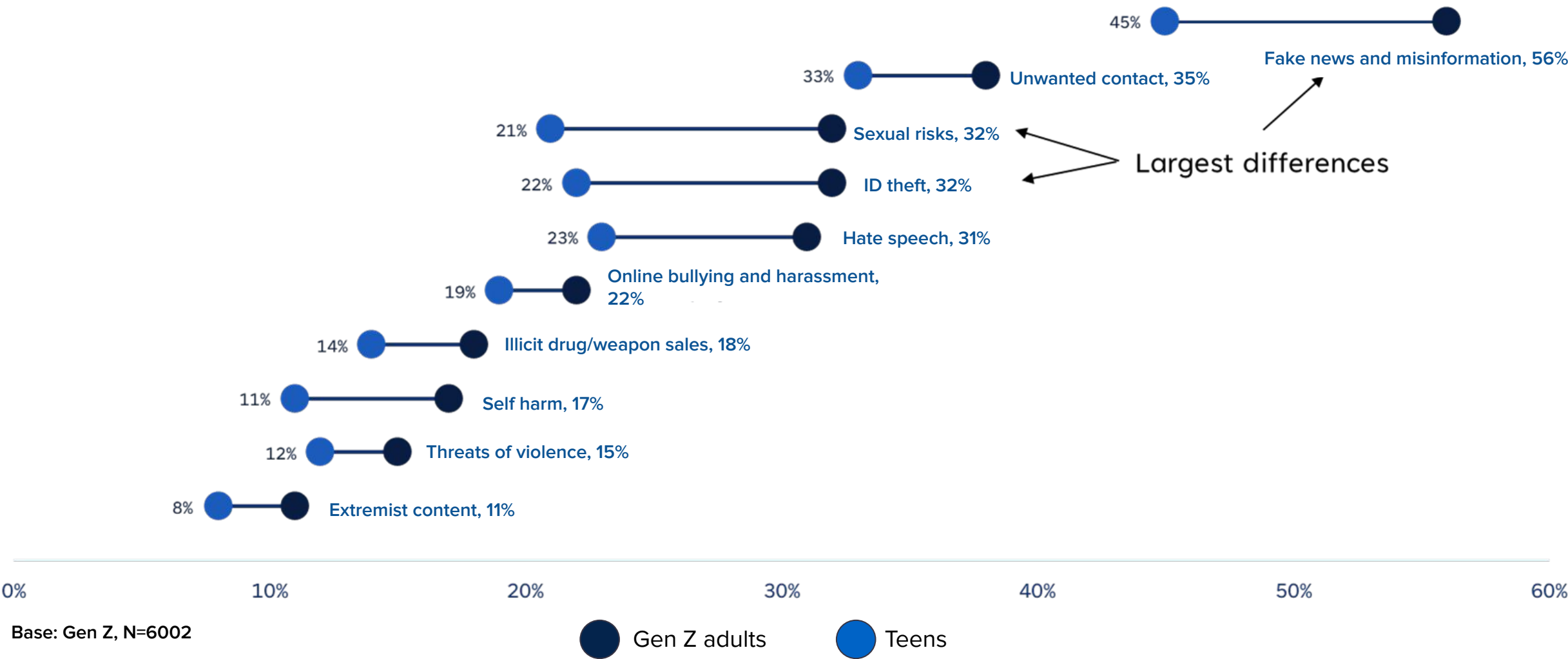
## 19% Online impersonation



## 12% Non-consensual intimate imagery



# GEN Z ADULTS EXPERIENCED MORE RISKS THAN TEENS



# ONE IN SEVEN (14%) OF GEN Zers HAD THOUGHTS OF SELF HARM



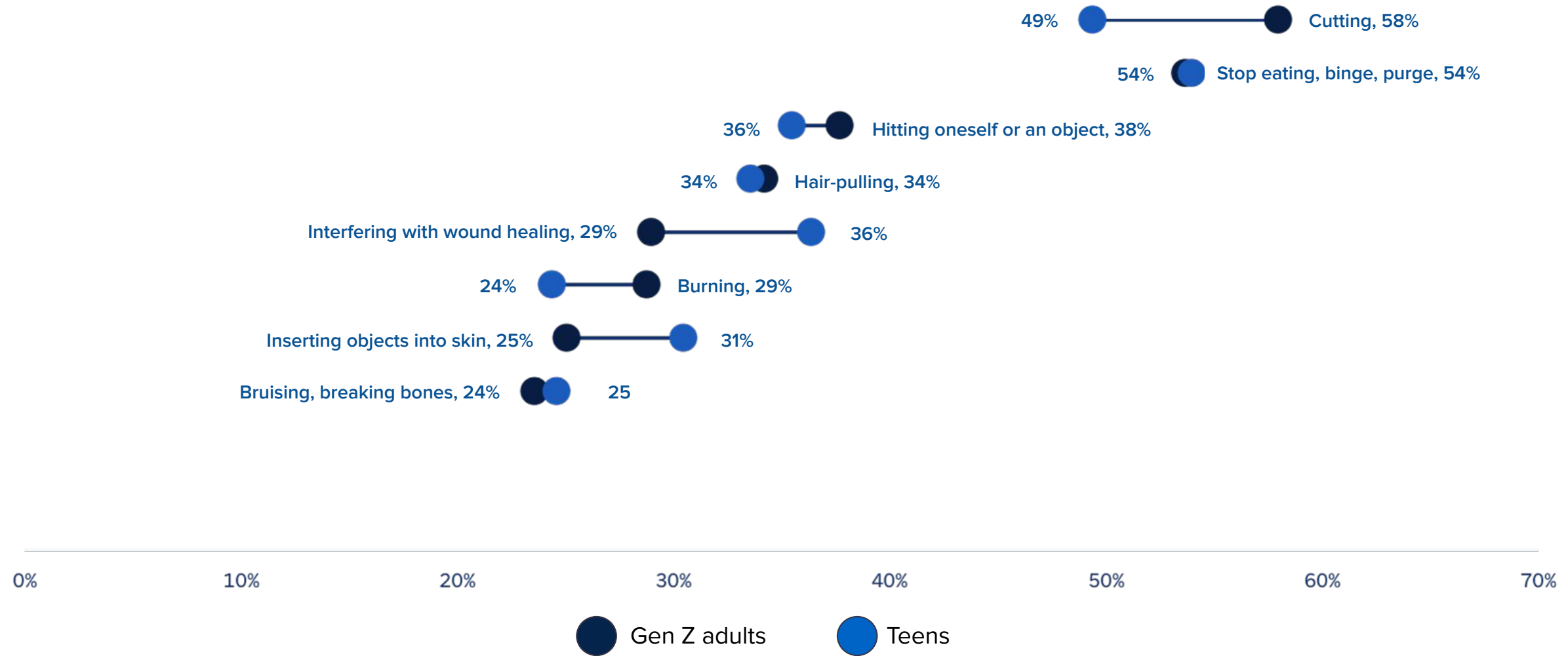
**49%**

## **FOLLOWED THROUGH ON THEIR THOUGHTS TO COMMIT SELF HARM**

- Teens (57%) were more likely to follow through on thoughts of self harm than Gen Z adults (44%)



# TYPES OF SELF-HARM



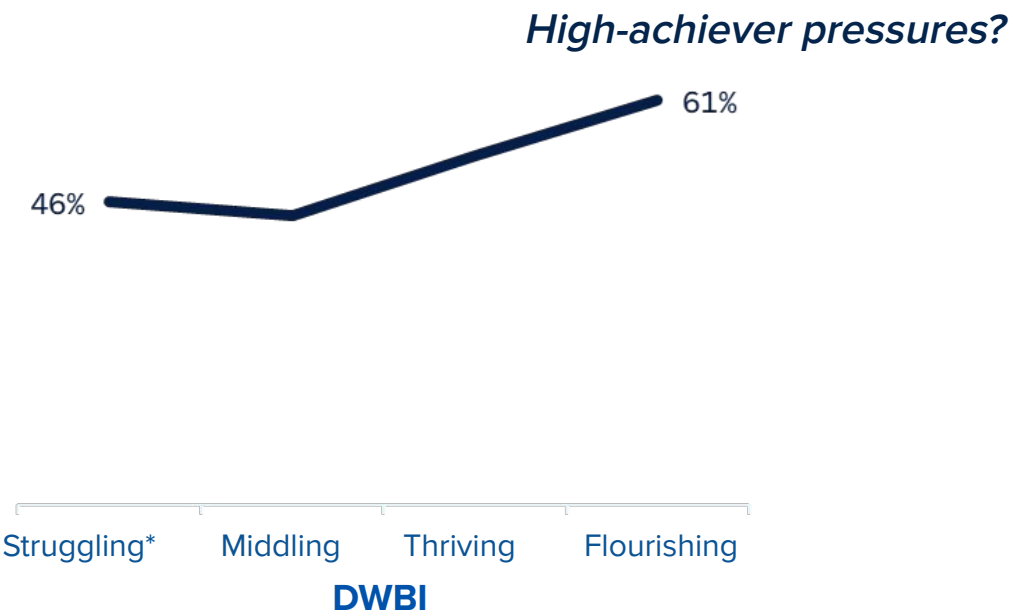
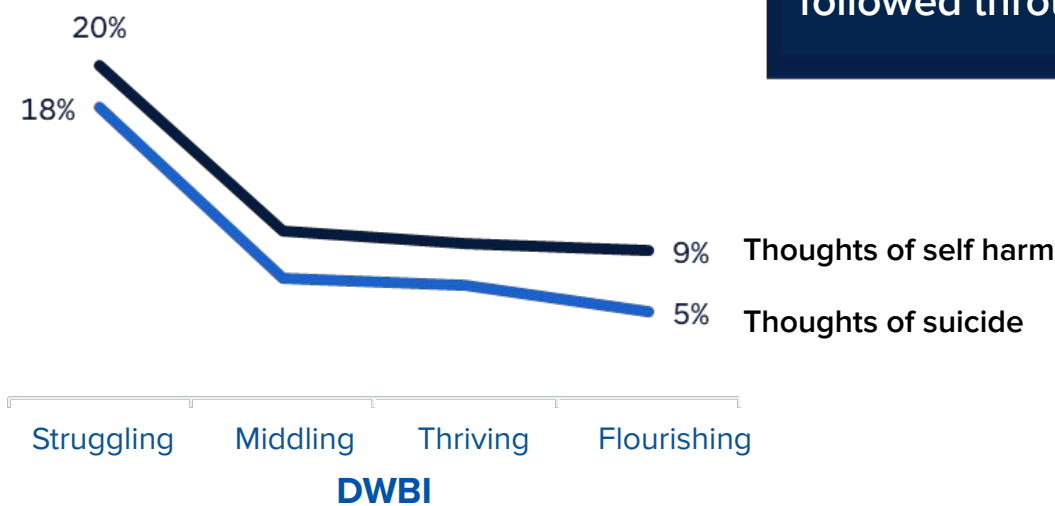
Base: Gen Z who followed through on thoughts of self-harm, N=303

Q6Da. If it is not too unsettling and you are comfortable responding, which of the following best describes how you hurt yourself or self-harmed. Select all that apply

# ARE HIGH ACHIEVERS MORE LIKELY TO SELF HARM?

Incidence of self-harm decreased as DWBI increased, however...

... those with the highest DWBI were the most likely to follow through with self harm

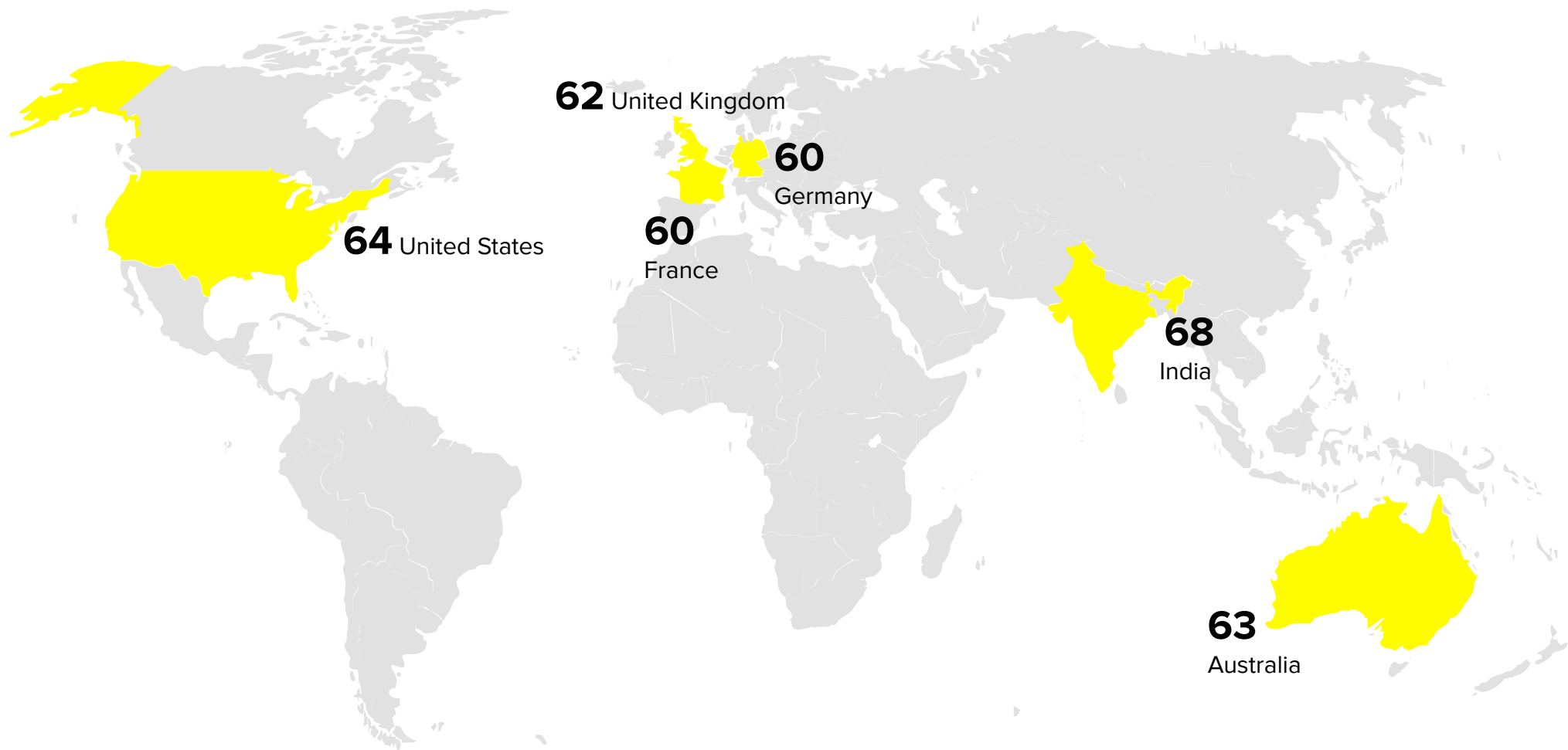


Base: Gen Z who had thoughts of self-harm, N=619  
 \*Small samples (N<90) in the low and very high groups



# DWBI AROUND THE WORLD

GLOBAL AVERAGE = 62



# THE DIGITAL WELLBEING INVENTORY – 20 ITEMS

**P**ositive emotion

Often felt proud  
Often felt delighted  
I generally felt that what I did online was valuable and worthwhile  
Felt the things I did online gave me a sense of accomplishment and pride

**E**ngagement

Have had more good times than bad times online  
Got completely absorbed in what I was doing online  
Often felt really interested in what I am doing online  
Felt excited and interested in things online

**R**elationships

Was very satisfied with my personal relationships online  
Have friends who really listen to me when I have something to say online  
Received help and support from others online when I needed  
Have people in my life online who really care about me

**N**egative emotion

Worried a lot that other people might not like me  
Worried about what other people might be saying about me online  
Often felt lonely  
Often felt left out and not close to anyone

**A**chievement

Stayed informed so I felt in touch with what's happening in my community and around the world  
Learned how to do things that are important to me  
Was able to grow in my skills and abilities  
Learned things that gave me more self-confidence



# RISK DEFINITIONS

Risk	Definition
Account hijacking	Someone used my social media account or email to post or send things that did not come from me. [Includes someone using my phone or account to post messages pretending to be me.]
Fake news or misinformation	I saw or read a news story or learned something online that appeared to be true but turned out to be false and misleading. This includes altered images and videos.
Hate speech	I received or was exposed to speech that attacked a person or group based on factors such as age, gender, national origin, religion, race, disability, pregnancy, veteran status or sexual orientation.
Illegal drug sales	I was sent/exposed to content promoting the sale, distribution or delivery of illegal or counterfeit drugs through the internet or online platforms.
Weapons sales	I was sent/exposed to content promoting the sale, distribution or delivery of illegal or counterfeit drugs through the internet or online platforms.
Online bullying and harassment	I have been bullied, harassed, teased or called hurtful names online.
Online impersonation	I have had experiences where someone approached me using a fake identity online.
Non-consensual intimate imagery	Sexually explicit content produced or distributed without the consent of the people depicted.
Thoughts of self harm	I have had thoughts about harming myself as a result of interacting online.
Thoughts of suicide	I have had thoughts about harming myself as a result of interacting online.
Threats of violence, 15%	Someone online threatened to harm me, another person or place.
Unwanted contact	Being personally contacted by someone who obtained my information online that I don't want to interact with or didn't expect to hear from. [could include people "following" me online to see my location, what I am doing, who I am with, spam accounts that tried to lure me to follow back, etc.]
Unwanted sexual attention	I received unwelcomed sexually-oriented teasing, joking or flirting.
Violent extremism or terrorism content/messages	I was sent/exposed to extremist online communications or content that encouraged and condoned acts of violence based on things like religious, political or racist beliefs.

**Bold**, respondents were asked for the type of online bullying, online impersonation, etc. Definitions for these are on the following slide



# RISK DEFINITIONS - Continued

## Online bullying and harassment

**Disrespecting:** Someone dissed or disrespected me online.

**Cyberstalking:** A person tracked or followed me, making me feel very uncomfortable and fearful.

**Damaging my relationships:** Someone tried or succeeded in harming my relationships by spreading rumours or lies.

**Doxing:** A person collected and distributed private personal information about me (e.g. name, age, email, address, phone number, images, etc.) without my permission.

**Excluding:** Someone deliberately left me out of an online group or text/message thread.

**Flaming:** A person sent me angry, hurtful or abusive message(s) or email(s).

**Teasing, name calling, purposeful embarrassment:** Someone teased, called me offensive names or embarrassed me online on purpose.

**Trolling:** Someone deliberately made unsolicited and/or controversial comments to try and provoke an emotional reaction and engage me in a fight or argument.

**Dislike and contempt for females/misogyny:** I received or came across hurtful, hateful or sexist images or content based on my gender.

## Online impersonation

Someone impersonated me online and made false or malicious statements while pretending to be me.

A user pretended to be someone else to try and sell me something or for financial gain.

A user pretended to be someone else to try and establish a relationship with me.

Someone pretended to be a celebrity or represent a brand to entice me to interact with them.

## Non-consensual intimate imagery

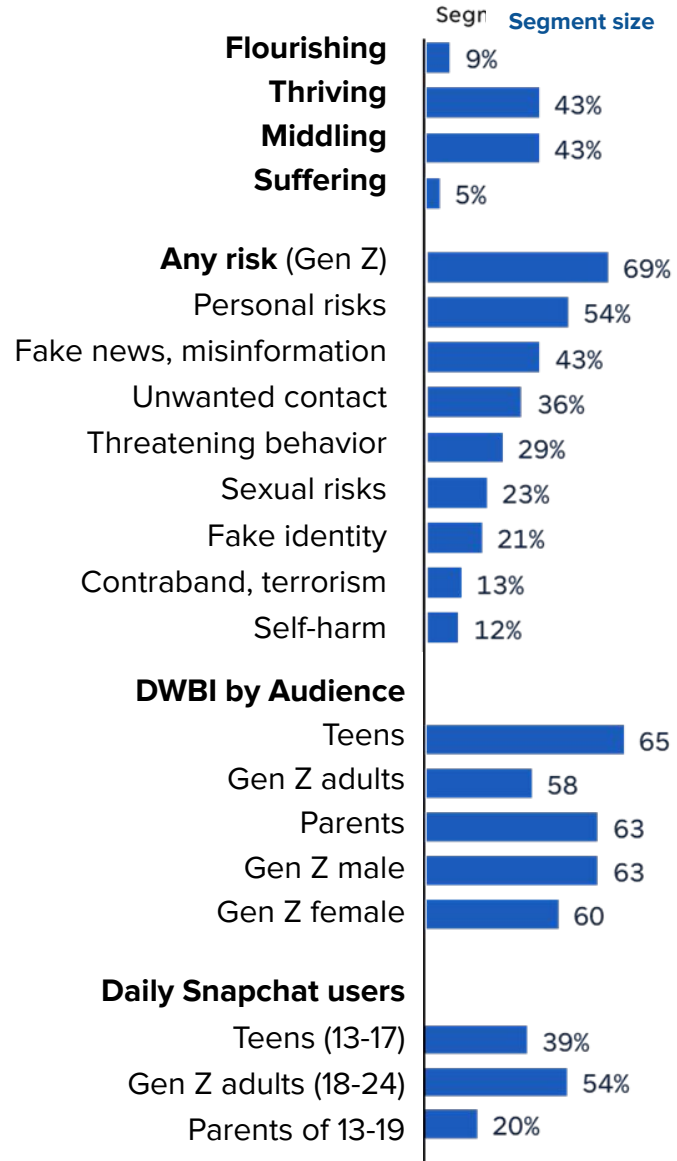
**Unsolicited sexual content:** I received or came across unwanted sexual images, messages or videos.

**“Revenge porn”:** Someone posted or shared sexually explicit images or videos of me online without my permission.

**Sexual solicitation:** A person asked me to engage in sexual activities or sexual talk, or to provide personal sexual information, including asking for or demanding nude images.



# UNITED KINGDOM SNAPSHOT, DWBI = 62



## Relationships with DWBI

Gen Z

## Risks

(experienced any risks)

## Social media

(positive influence))

## Support assets

(Avg. # of assets, 0-12)

## Emotional health

(Avg. score, scale 0-7)

## Safety feature<sup>2</sup>

(Aware not used, used)

## Safety resource<sup>2</sup>

(Aware not used, used)

## DWBI

Struggling Flourishing

86% 57%

47% 97%

2.1 7.1

3.4 6.0

83% 90%

52% 53%

1. Support assets at home, school, in the community and peers
2. Feature = Blocked a user
3. Resource = Mental health