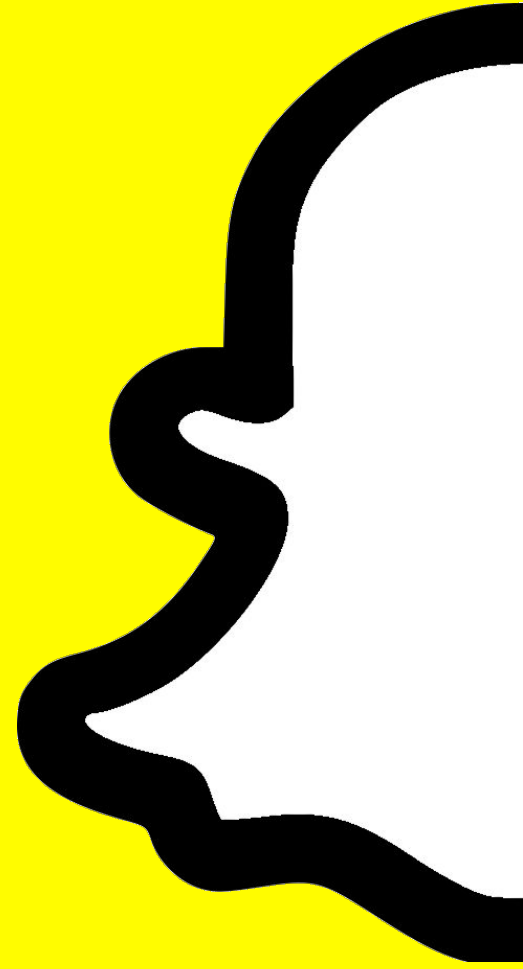


2022 Digital Well-Being Index

Research Findings



CONTENTS

- Research background
- Summary of findings
- Introducing the Digital Well-Being Index
- Online risk landscape
- Gen Z adults had lower Digital Well-Being
- Parents were in tune with their teenagers' Digital Well-Being
- Country detail
- Supplemental material



METHODOLOGY

9,003

Respondents
12-minute online survey

3

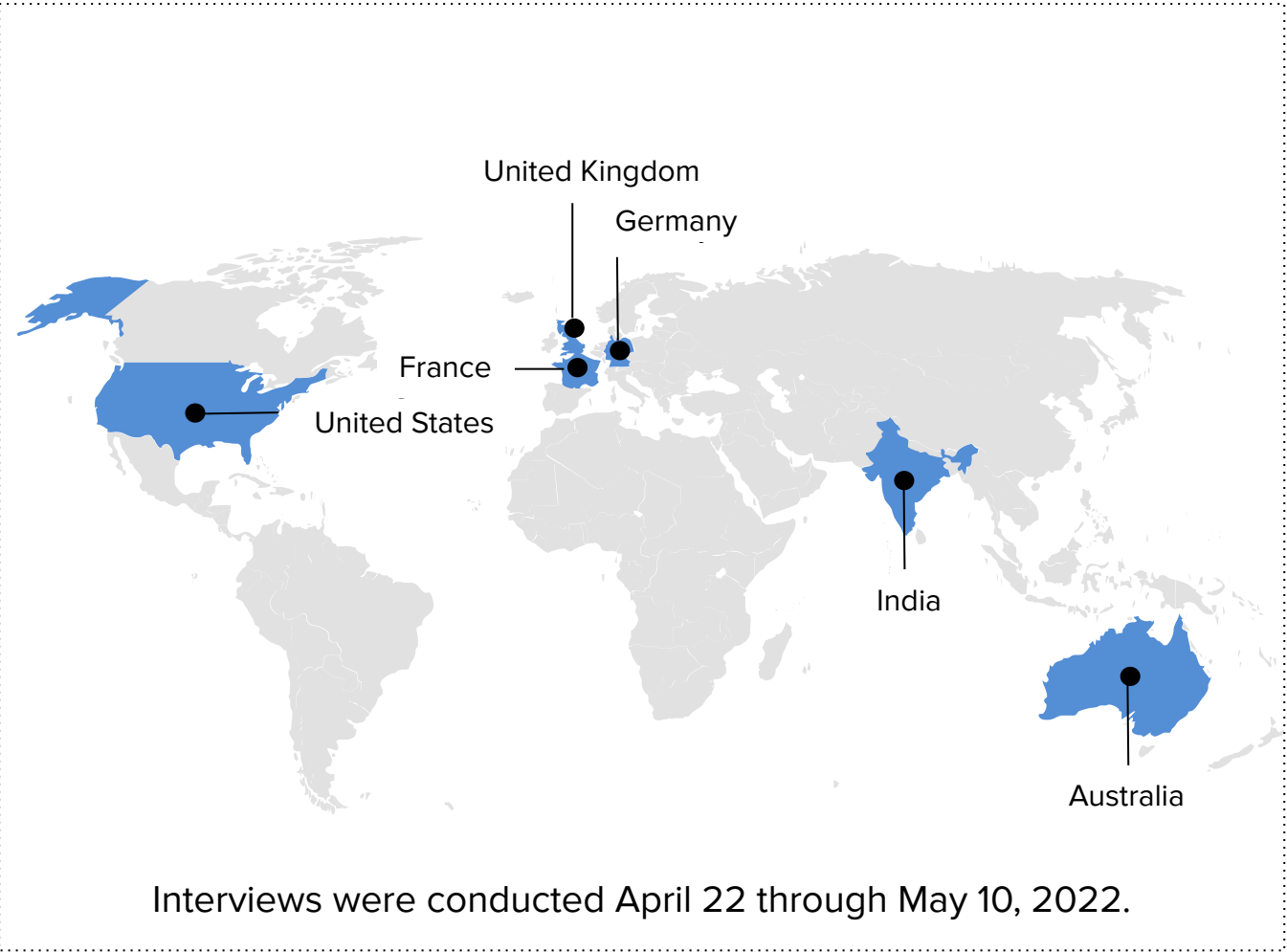
Audiences

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

6

Countries

Australia, France, Germany,
India, UK, U.S.



1. THE DIGITAL WELL-BEING INDEX IS A COMPELLING MEASURE OF PSYCHOLOGICAL WELL-BEING ONLINE

Foundation

The Index drew upon more than four decades of research on subjective well being, 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

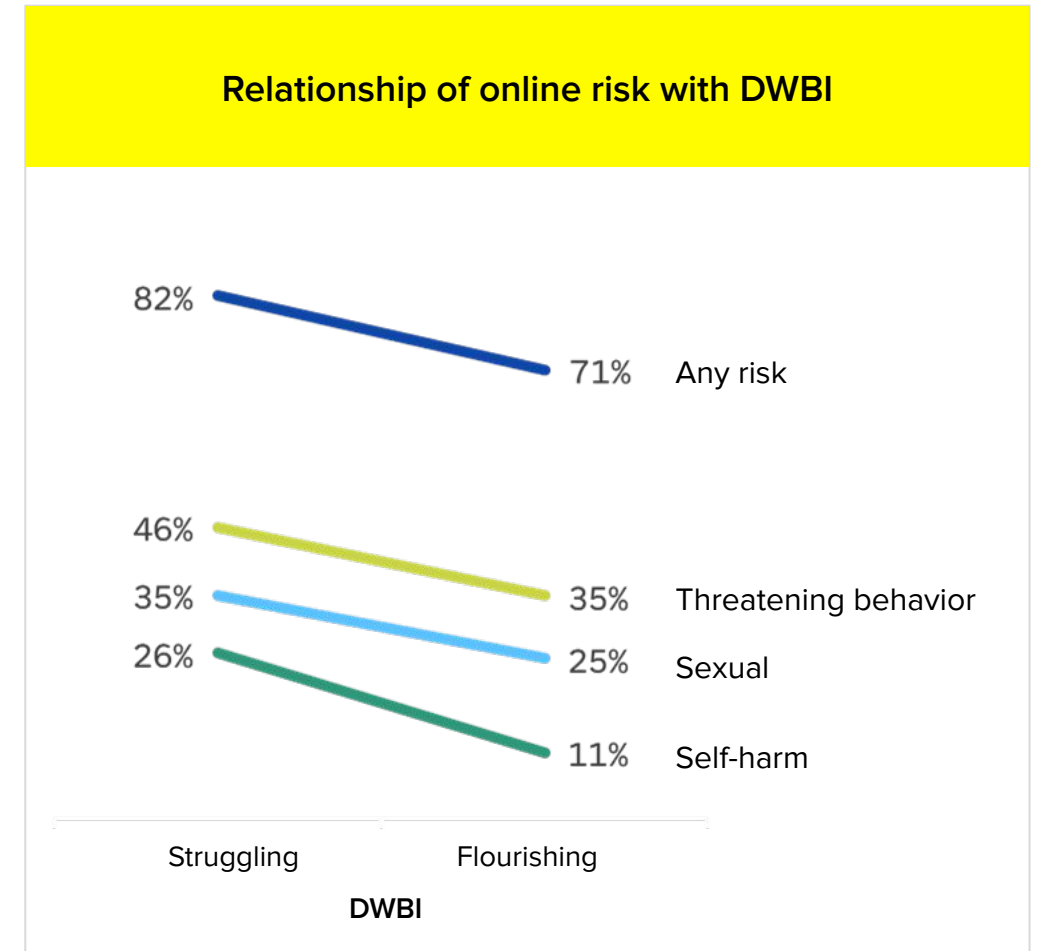
The resulting DWB index shows clear relationships between risk exposure, social media, and social support assets and current online well being. Four groups were identified based on their well-being scores: Flourishing, Thriving, Middling, and Struggling.

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 WELL-BEING

1

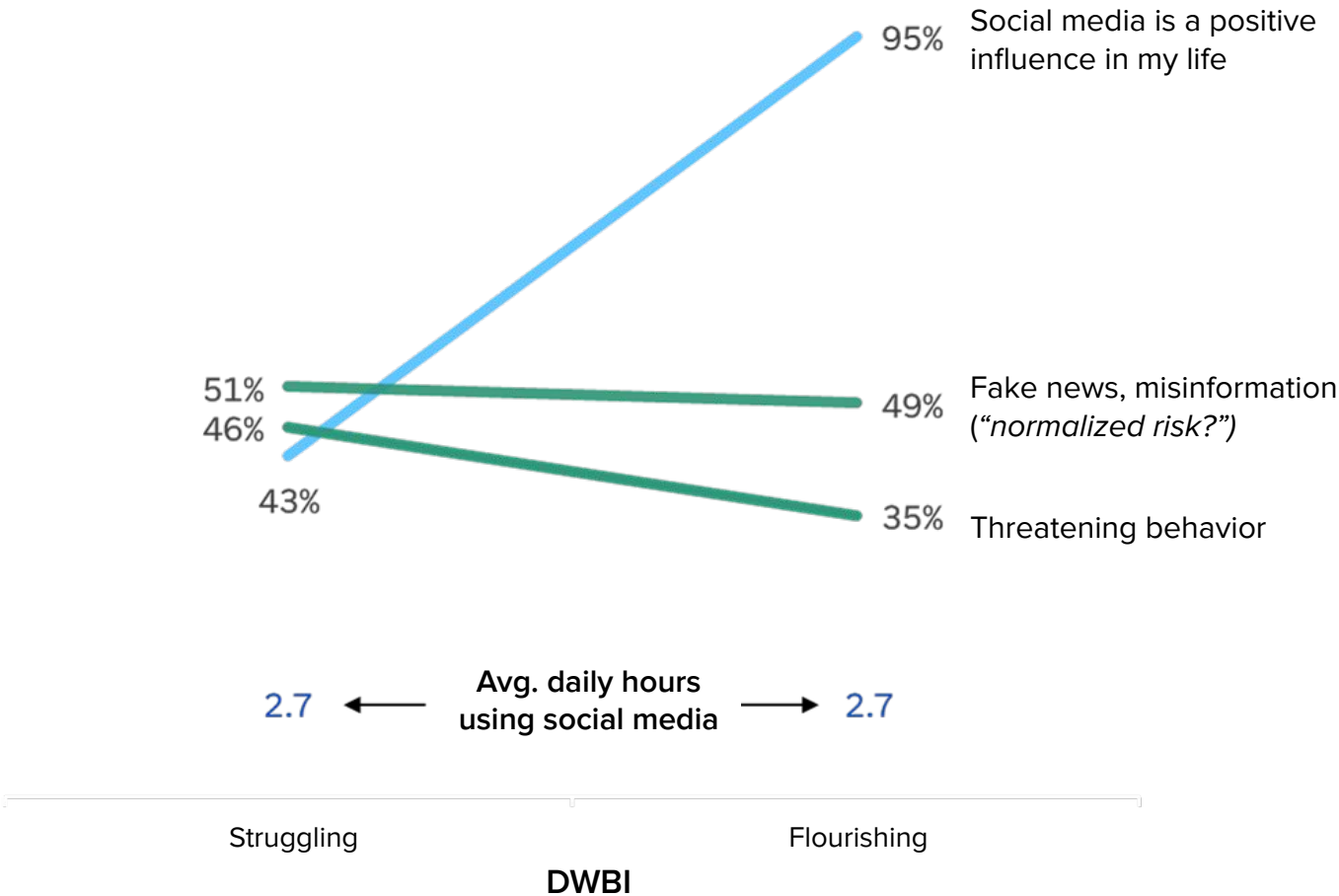
Positive Influence
Those who saw social media as a positive influence in digital well-being

2

Quality over quantity
Digital well-being 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 while ‘normalized’ risks have a weak relationship with digital well-being

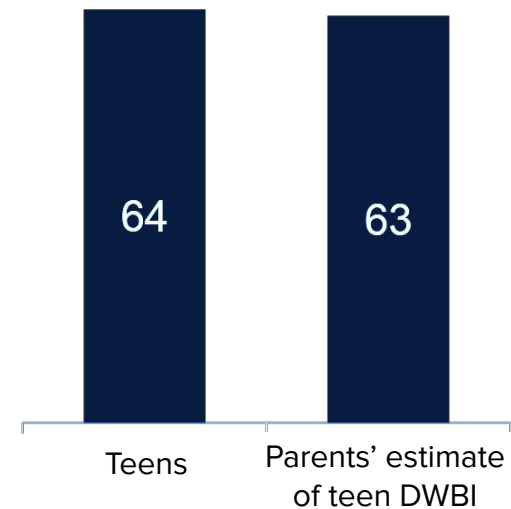


3. PARENTS ARE GENERALLY IN TUNE WITH THEIR TEENAGERS' DIGITAL WELL-BEING

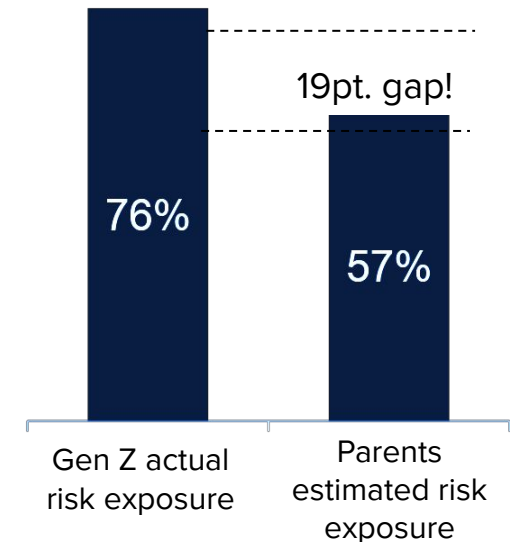
Regular parent communication about online activities with teens can make a difference

- The ability of parents to accurately estimate the extent of their teen's digital well-being was **driven by parents checking in regularly**
- 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 teens' online experiences **significantly underestimated teens' risk exposure** (by nearly 20-points).

Parents of Teens (13-17) correctly estimated their digital well-being

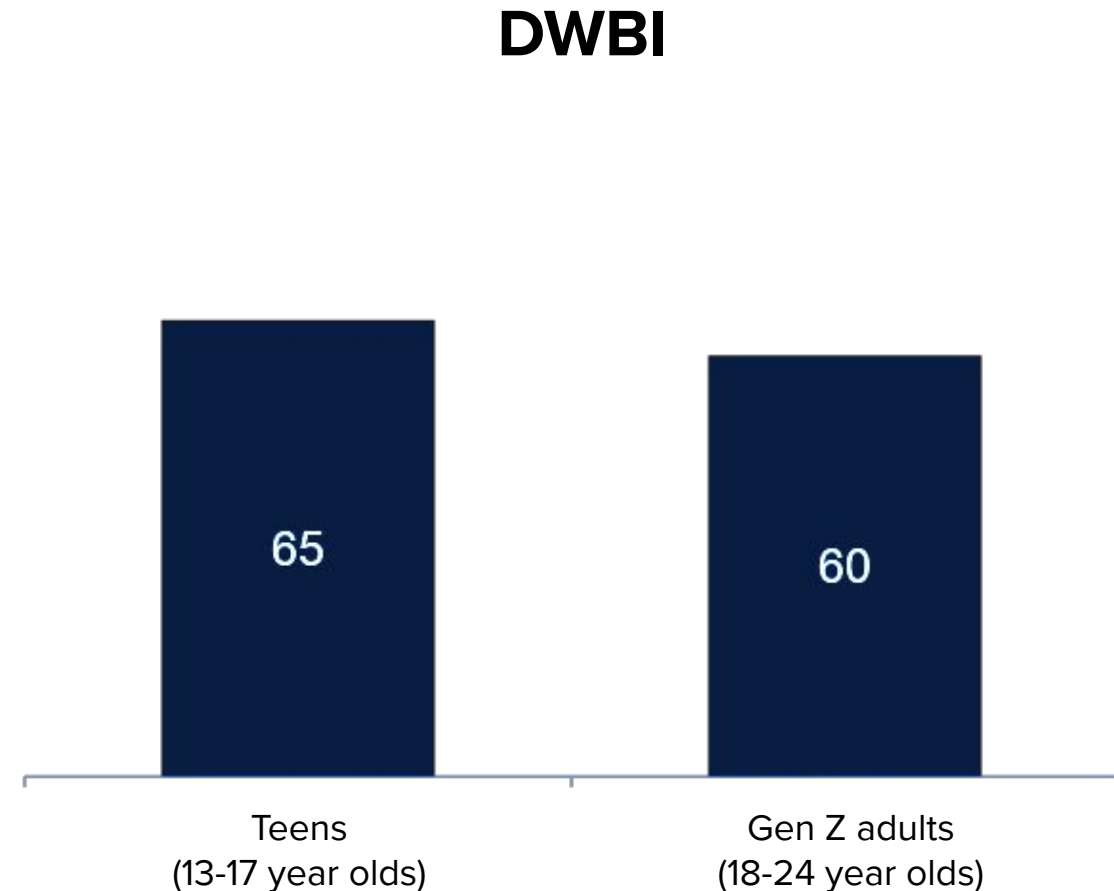


Parents who don't check-in significantly underestimated their teenagers' risk exposure

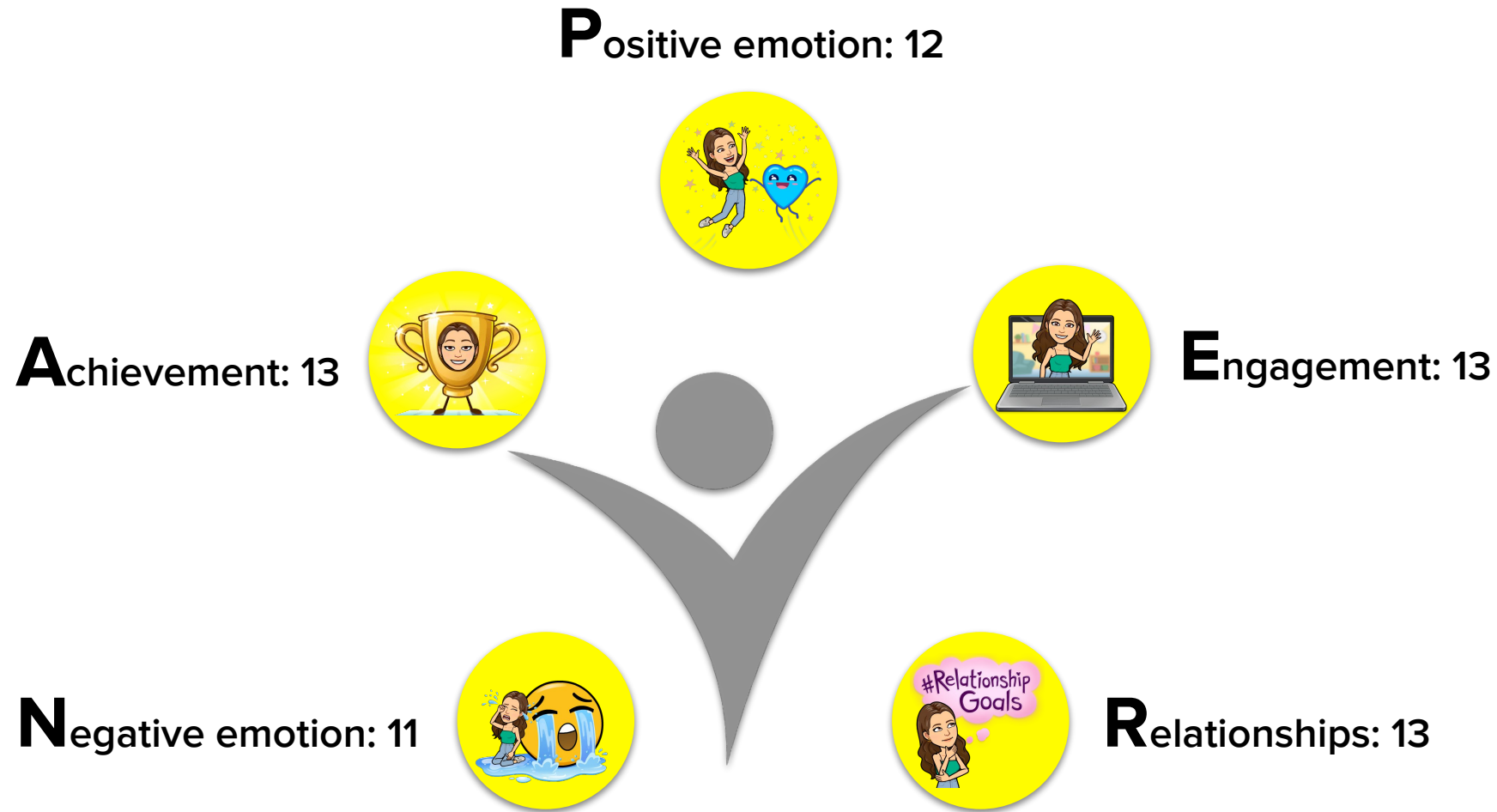


4. GEN Z ADULTS (18–24-YEAR-OLDS) HAD LOWER DIGITAL WELL-BEING THAN TEENS

- 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



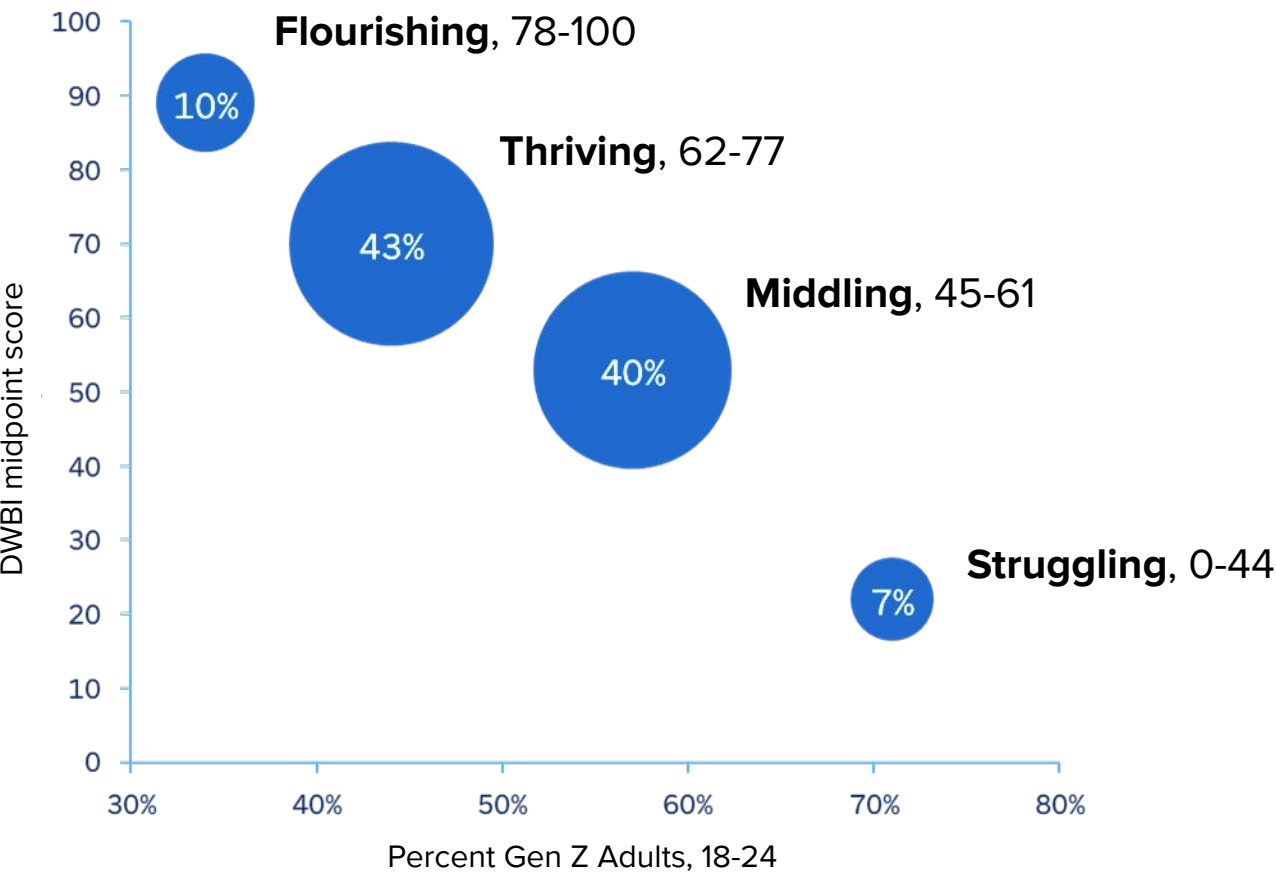
INTRODUCING THE DIGITAL WELL-BEING INDEX



2022 Score:
62

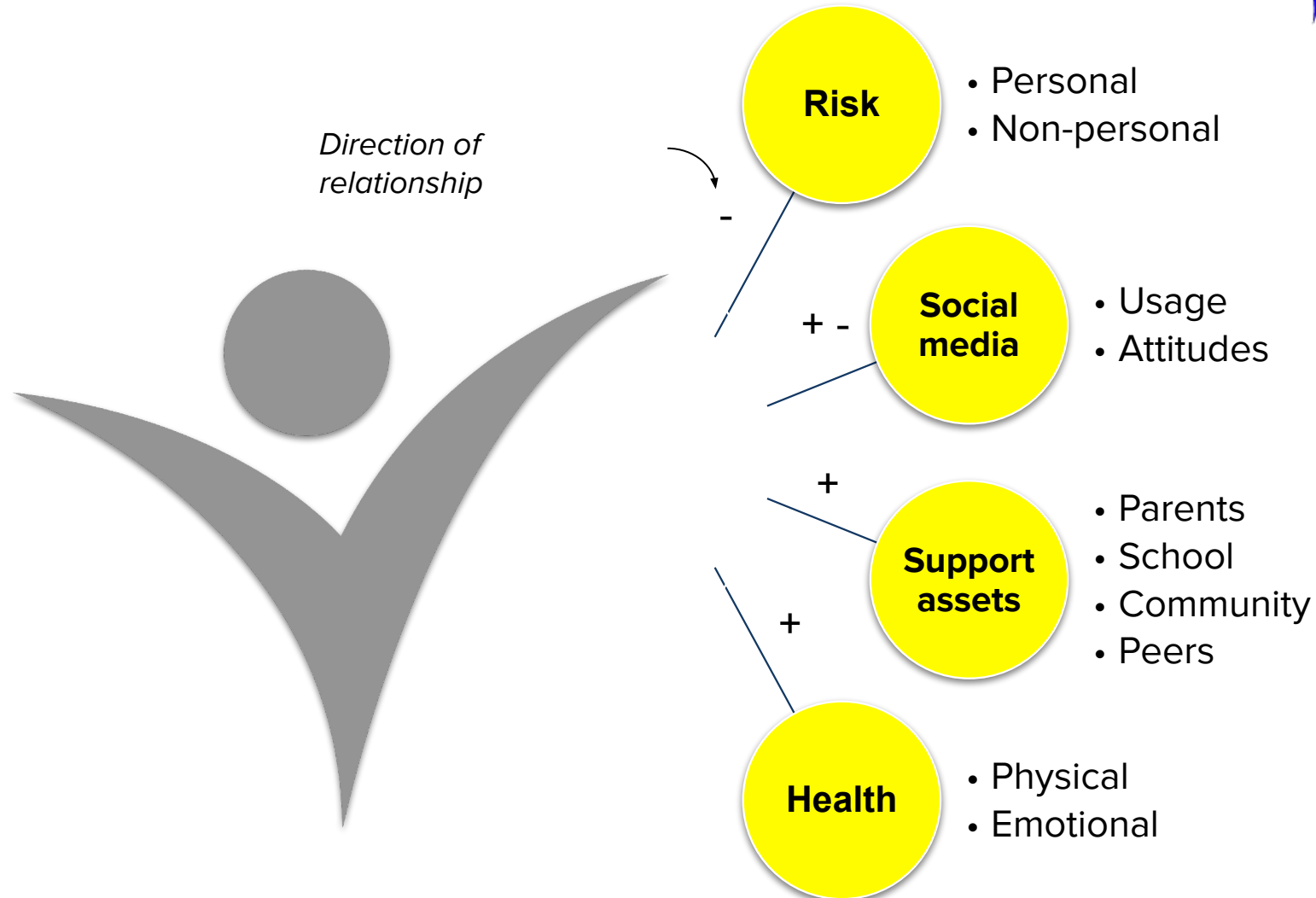


DWBI GROUP SIZES & SCORE RANGES



Base: Gen Z, N=6002

VALIDITY: DIGITAL WELL-BEING RELATIONSHIPS

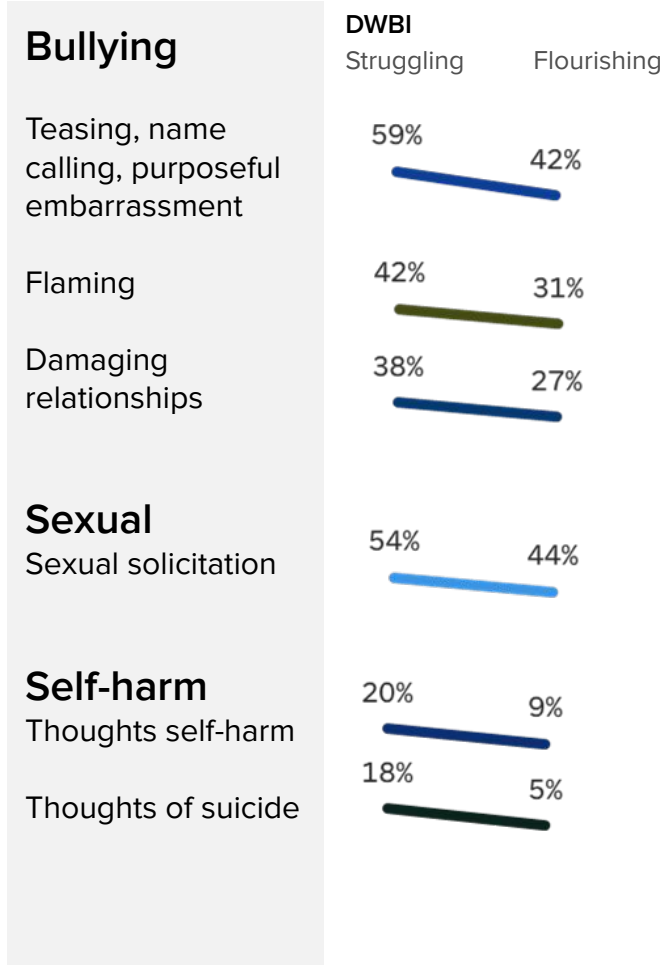




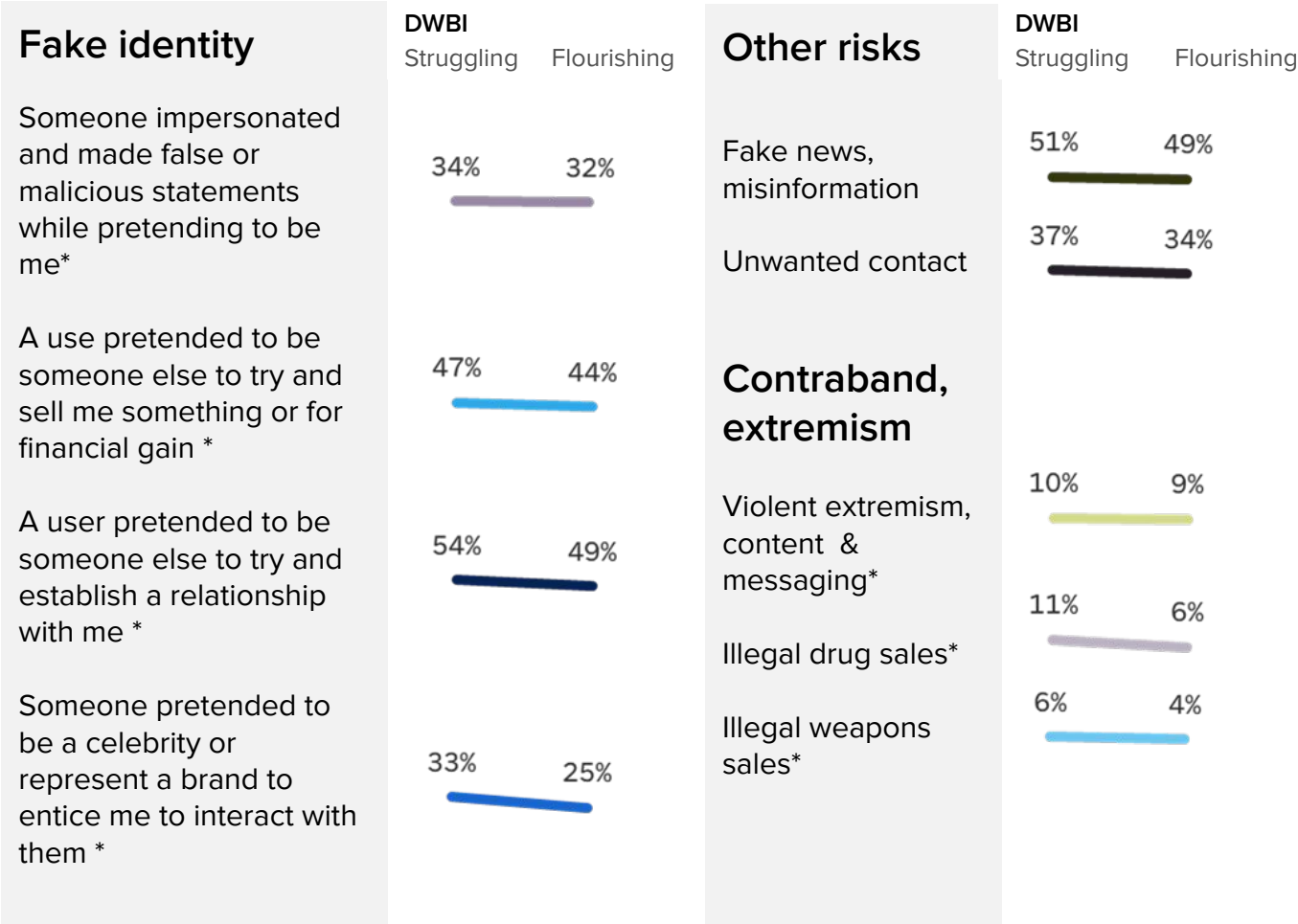
RELATIONSHIP BETWEEN DWBI & RISKS

The relationship was dependent on the type of risk

Strong negative relationships with DWBI



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

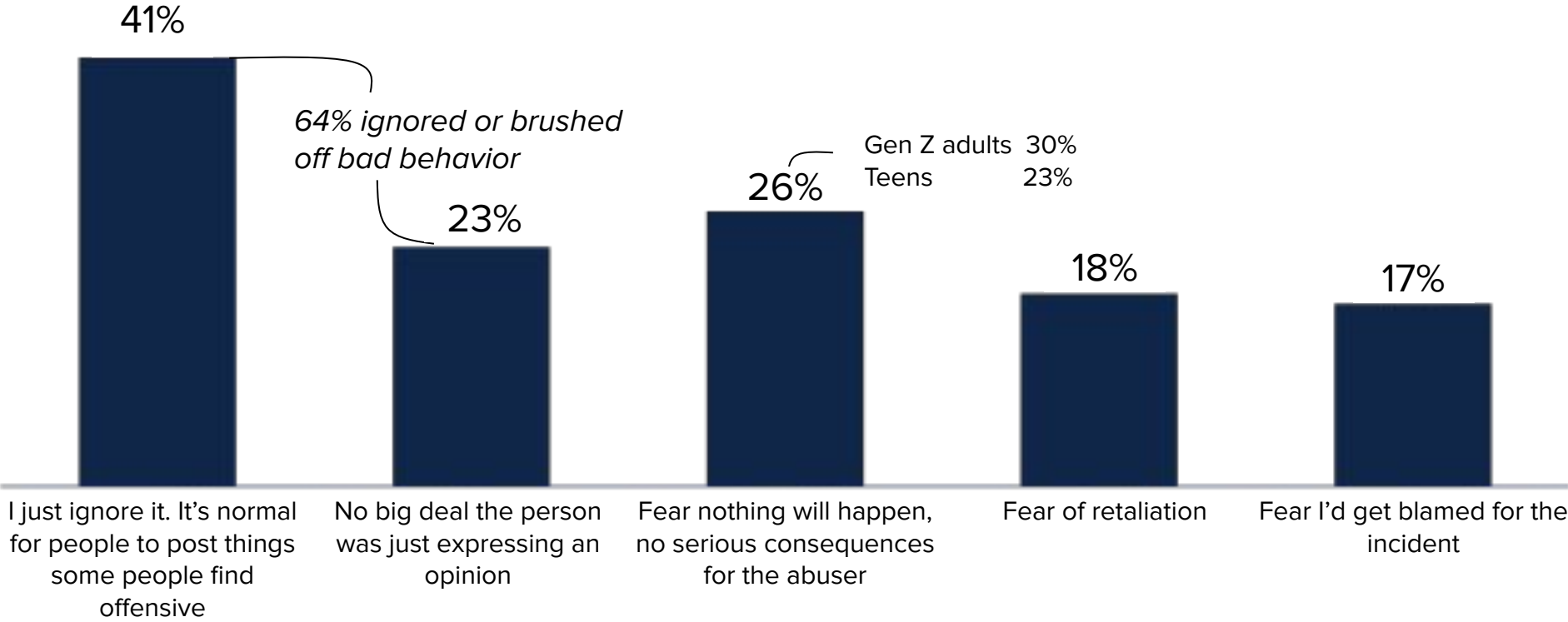


Base: Gen Z, N=6002, * Small samples in the low and very high groups
Q5: Which, if any, of the following have happened to you personally ONLINE, on any electronic device during the past three months? Select all that apply.

EVIDENCE FOR THE NORMALIZATION OF RISKS



Reasons not to report an incident

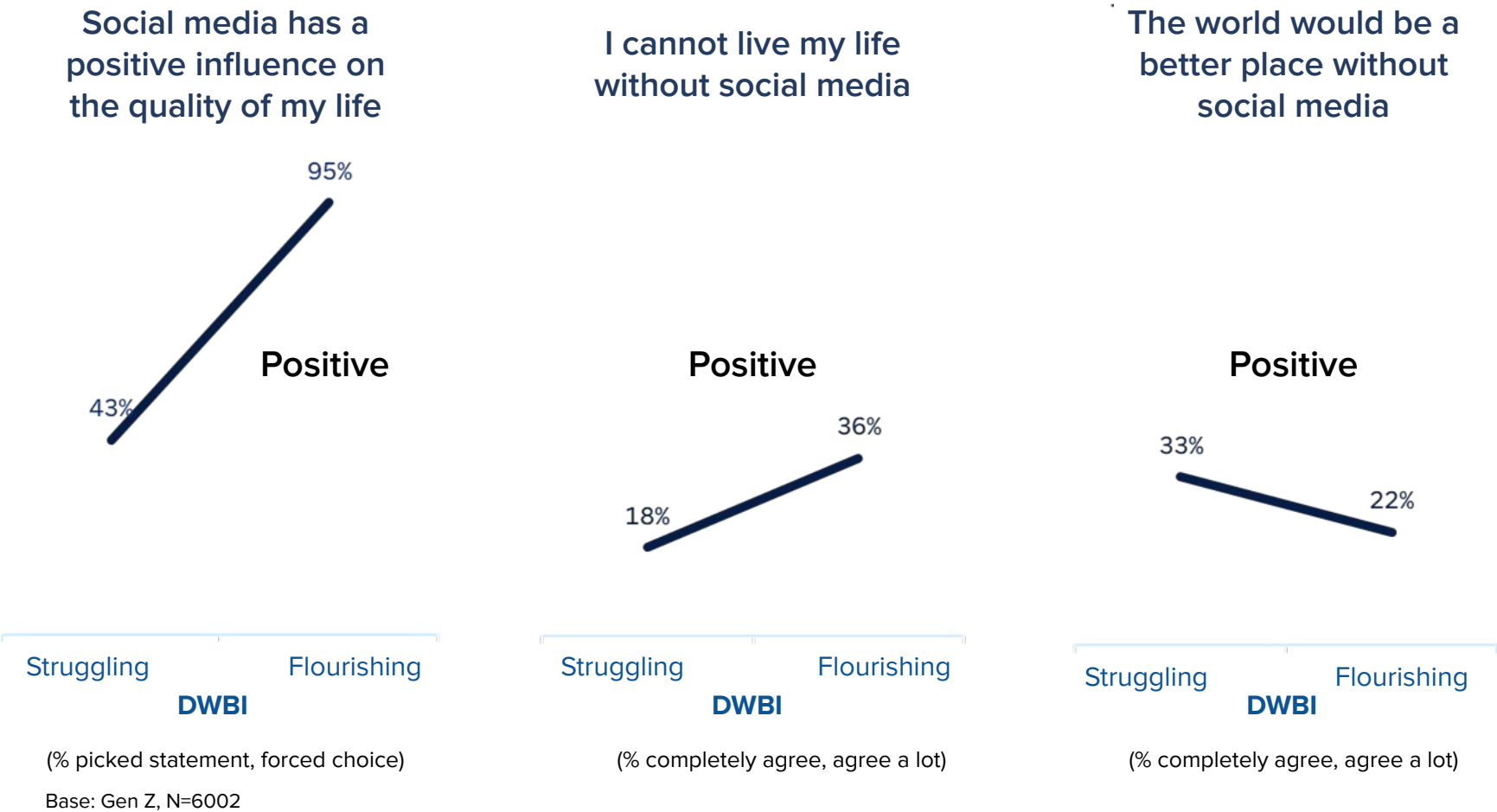


Base: typically use Snapchat, Instagram and other social platforms N=6087

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

RELATIONSHIP BETWEEN DWBI & SOCIAL MEDIA

For most, social media had a positive influence on digital well-being



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 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 Gen Z adults



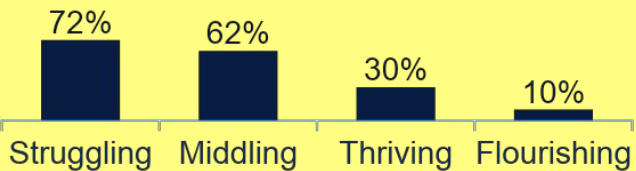
RELATIONSHIP BETWEEN DWB & SUPPORT NETWORKS

Broad support networks had a positive impact on DWB

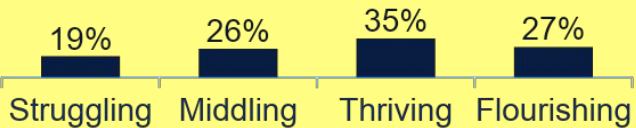
Number of support assets*

Digital Well-Being Segment

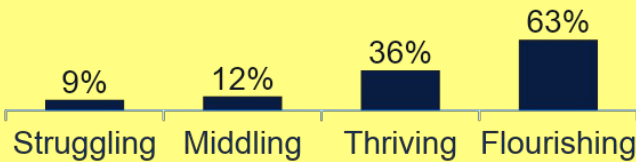
0 to 3



4 to 6



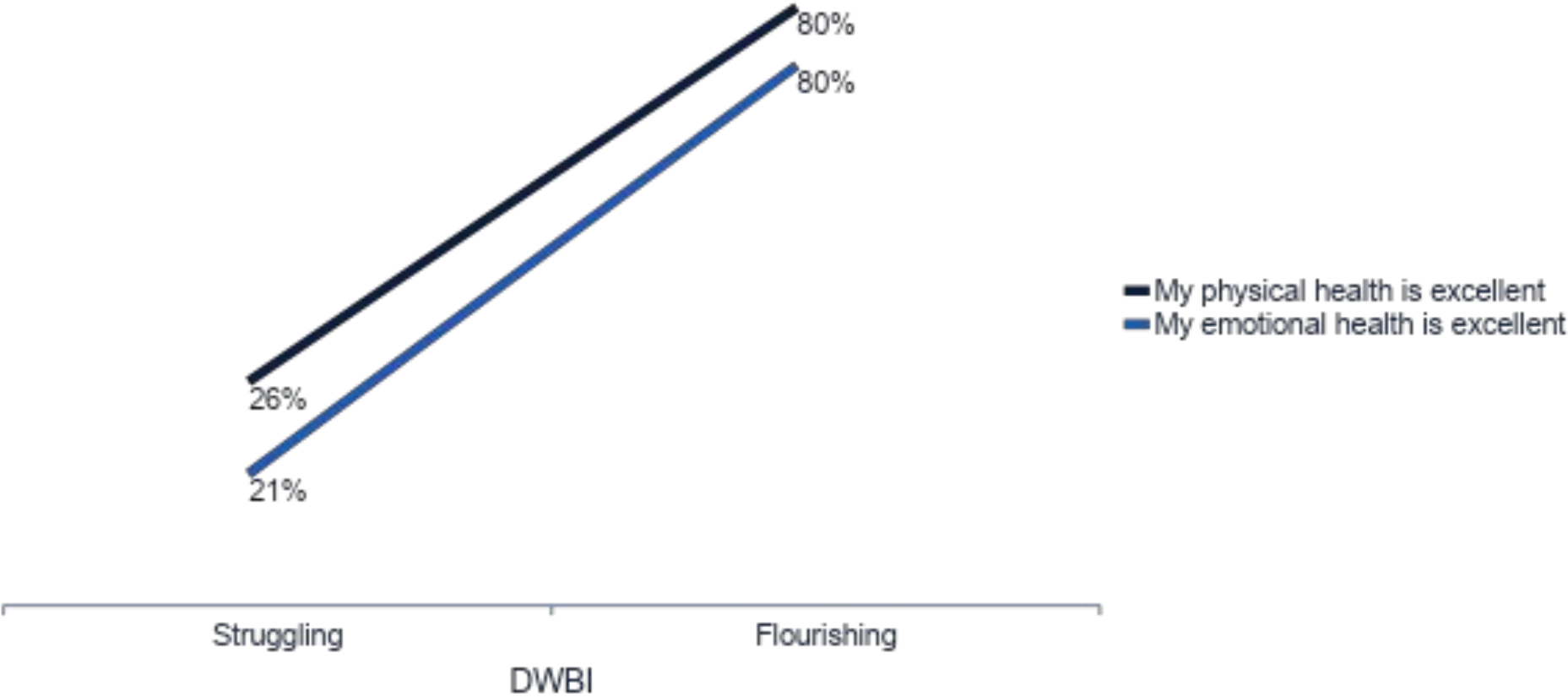
7 to 12



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

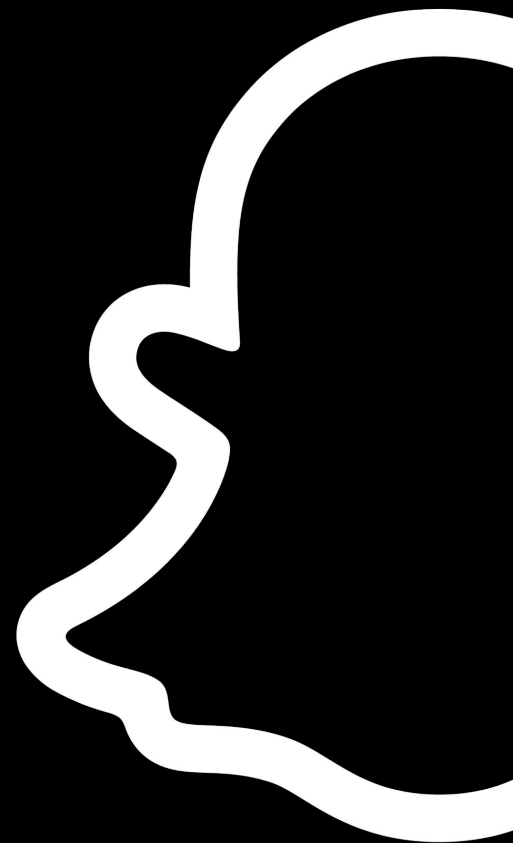
RELATIONSHIP BETWEEN DWB & HEALTH

Physical and mental health had a strong positive relationship with DWB



Base: Gen Z,
N=6002

ONLINE RISK LANDSCAPE

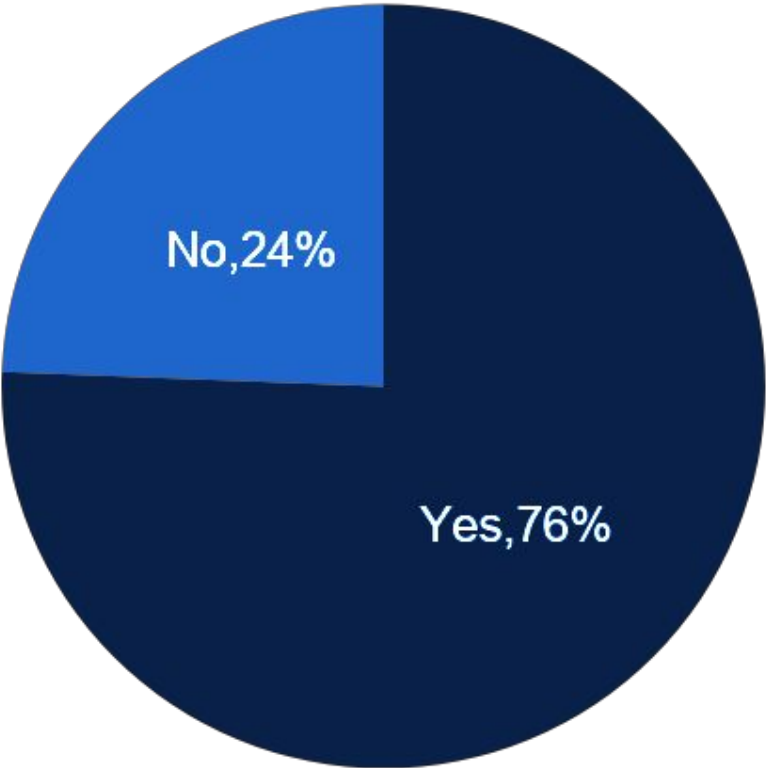




THREE IN FOUR GEN ZS REPORTED EXPERIENCING A RISK

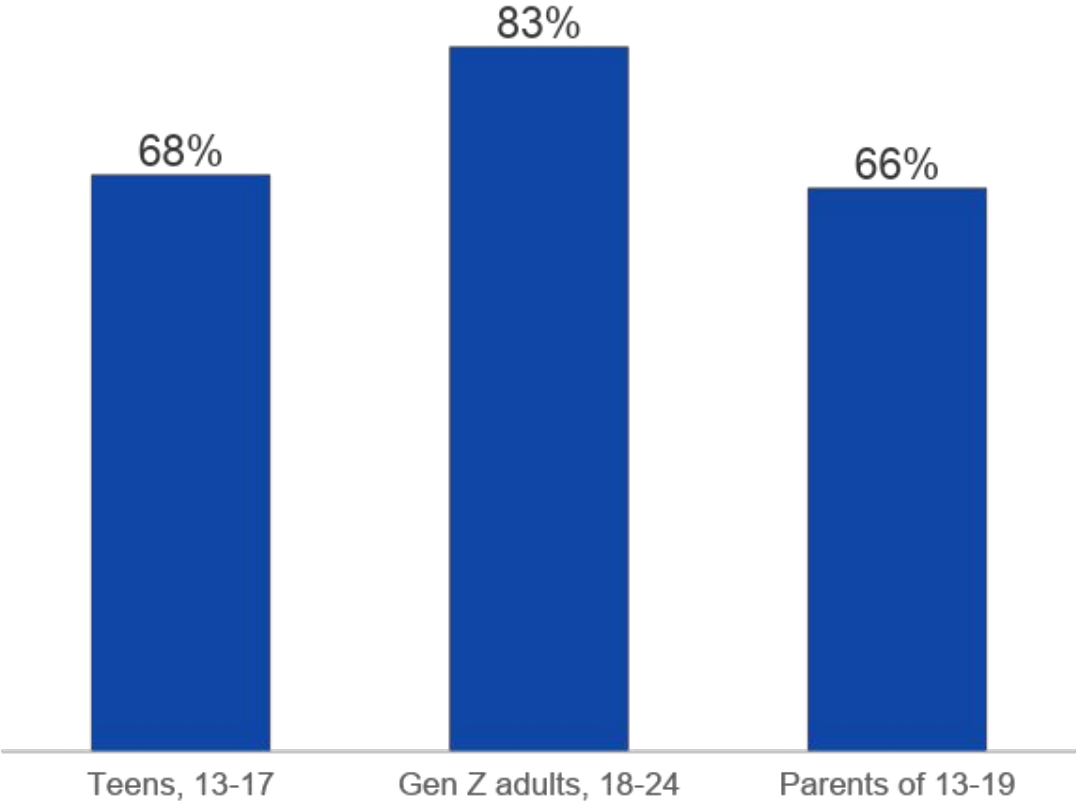
More than eight in 10 for Gen Z adults

Experienced at least one risk during the past 3 months



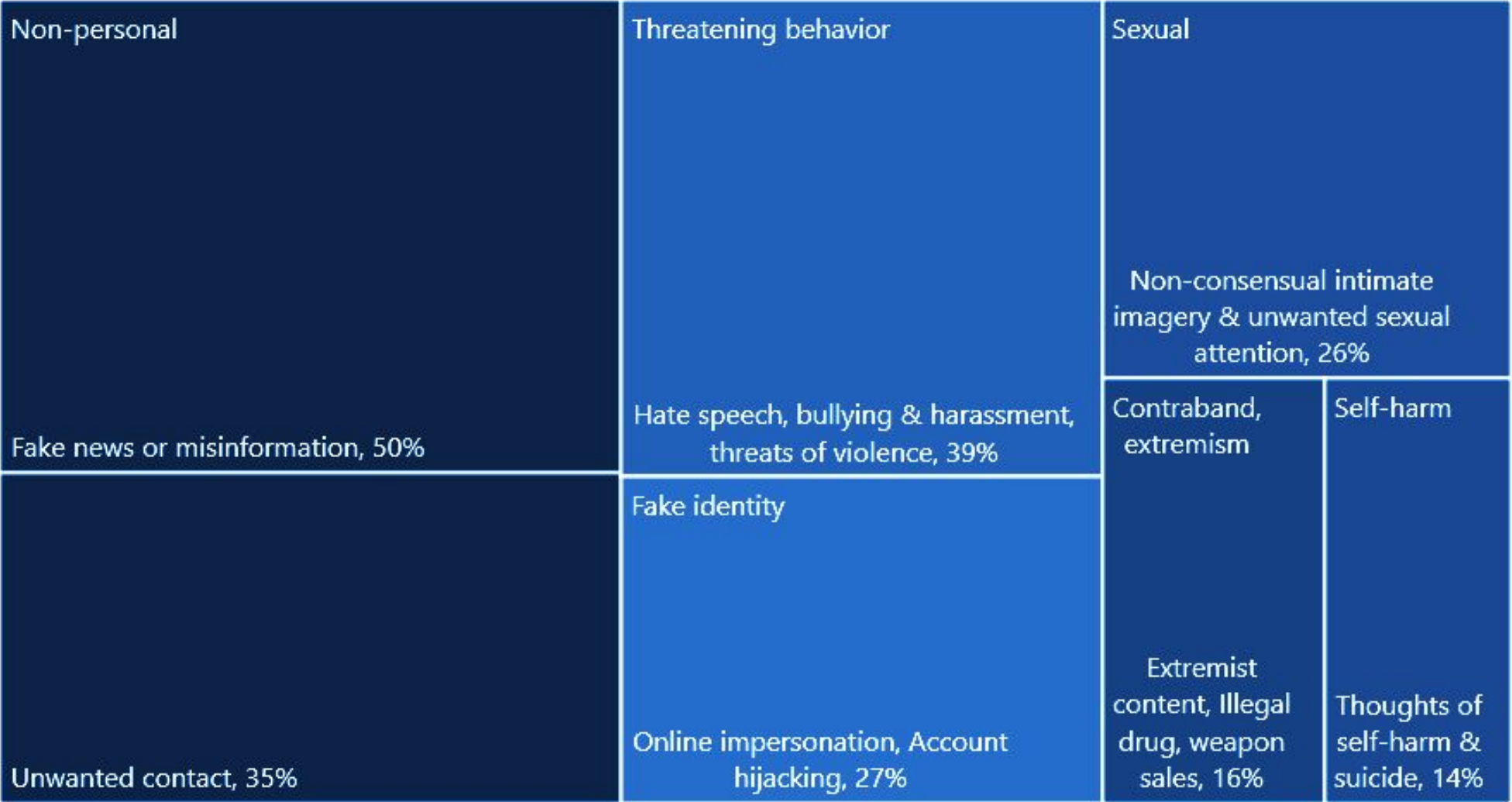
Base: Gen Z,
N=6002

Overall risk incidence



Parents reported what risks they believed their children experienced

RISK DISTRIBUTION: NON-PERSONAL = MOST COMMON

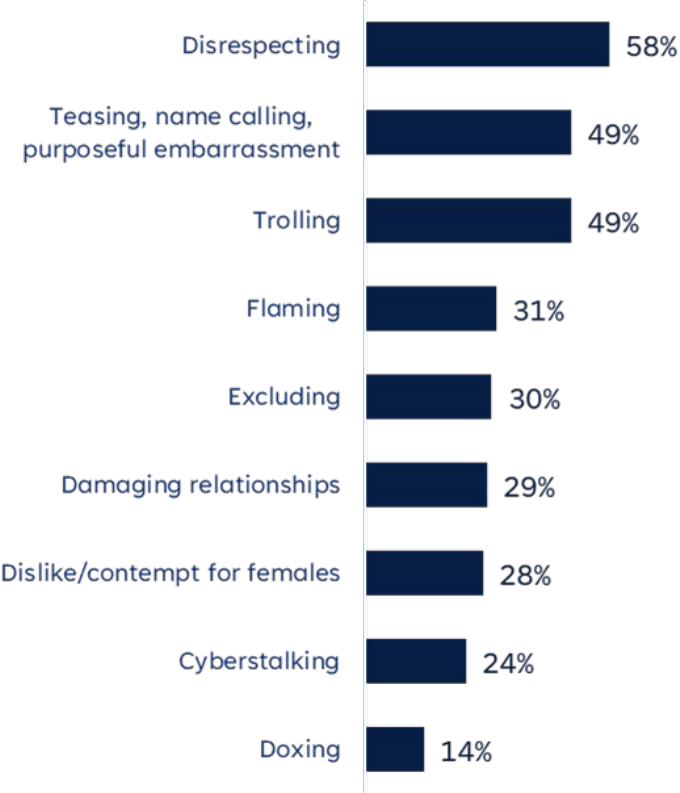


Base: Gen Z,
N=6002

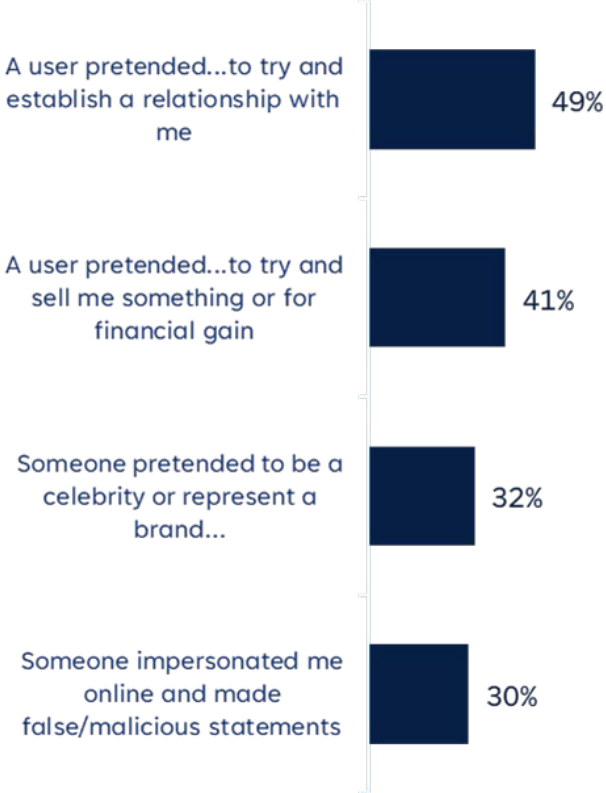


RISK DETAIL

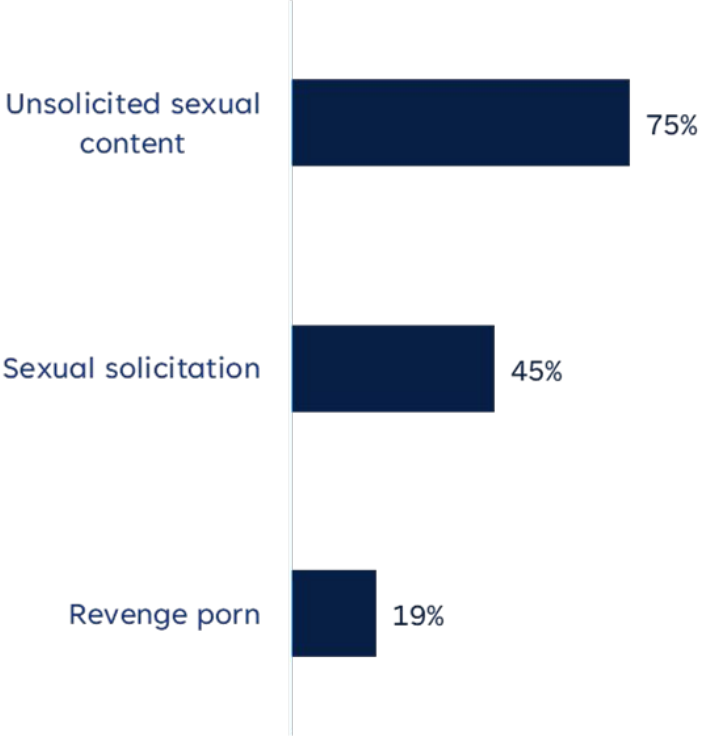
21% Bullying & harassment



19% Online impersonation

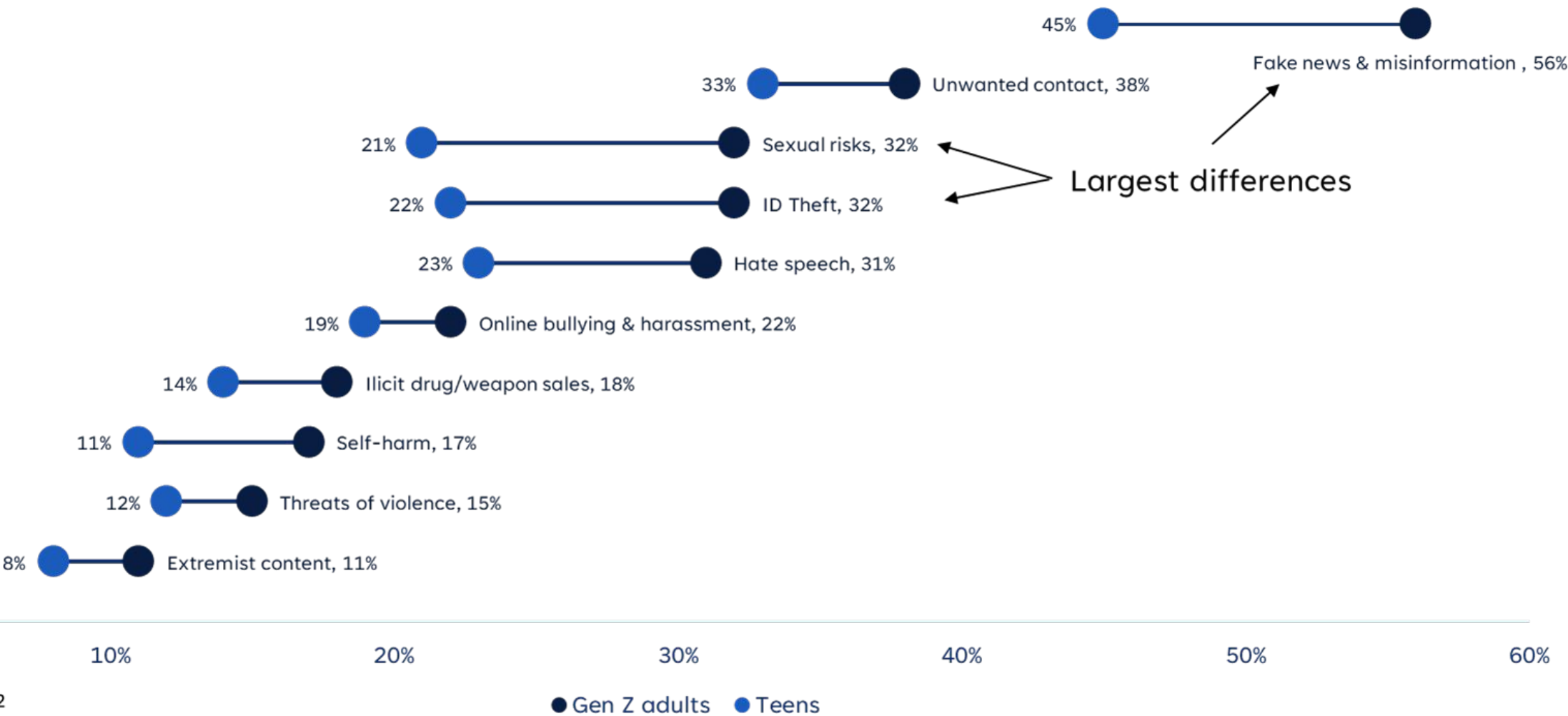


12% Non-consensual intimate imagery



Base: Gen Z, N=6002

GEN Z ADULTS EXPERIENCED MORE RISKS THAN TEENS

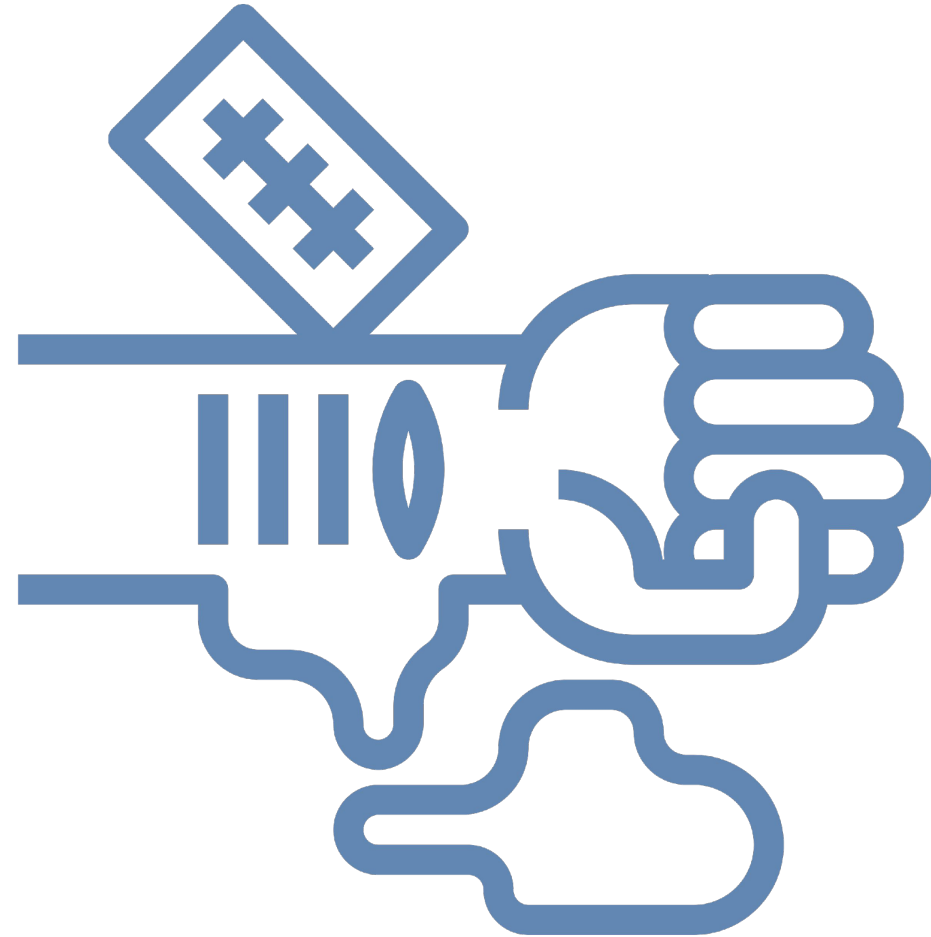


ONE IN SEVEN (14%) OF GEN Zers HAD THOUGHTS OF SELF-HARM

49%

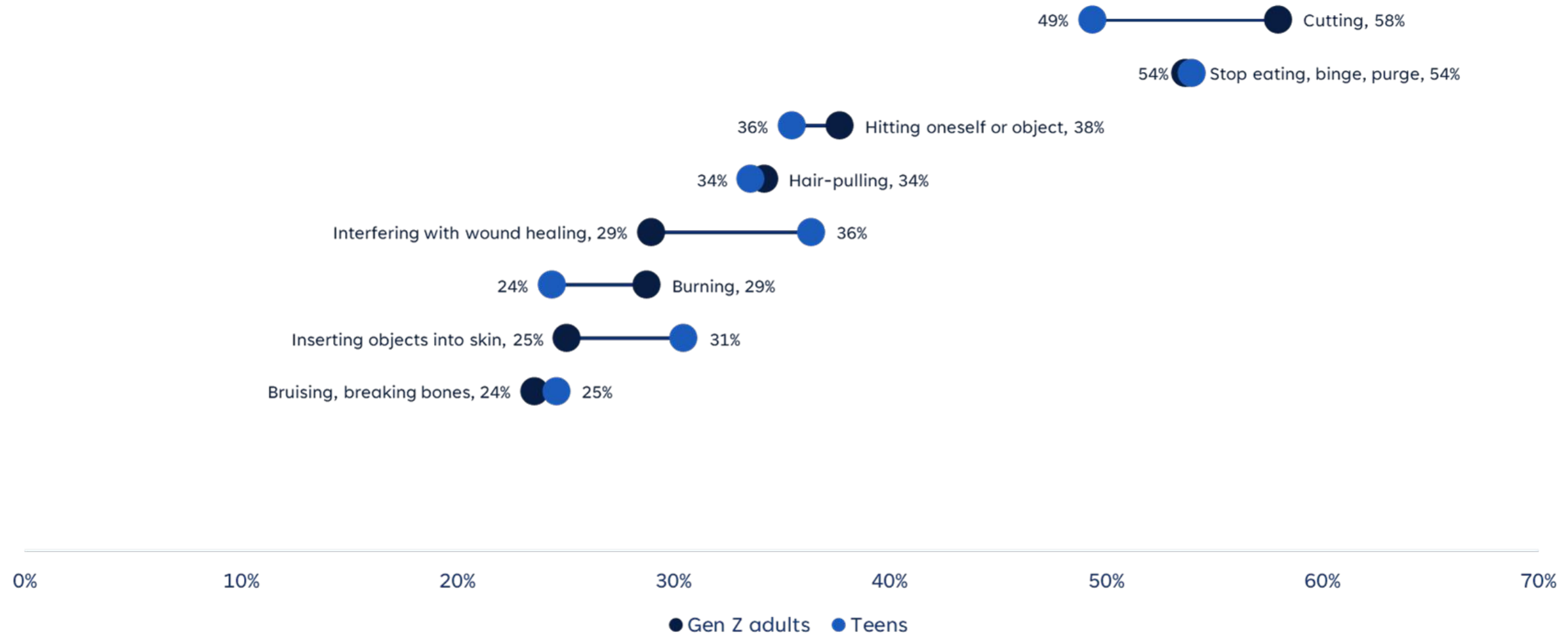
**FOLLOWED THROUGH ON
THEIR THOUGHTS TO
COMMIT SELF-HARM**

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





TYPES OF SELF-HARM

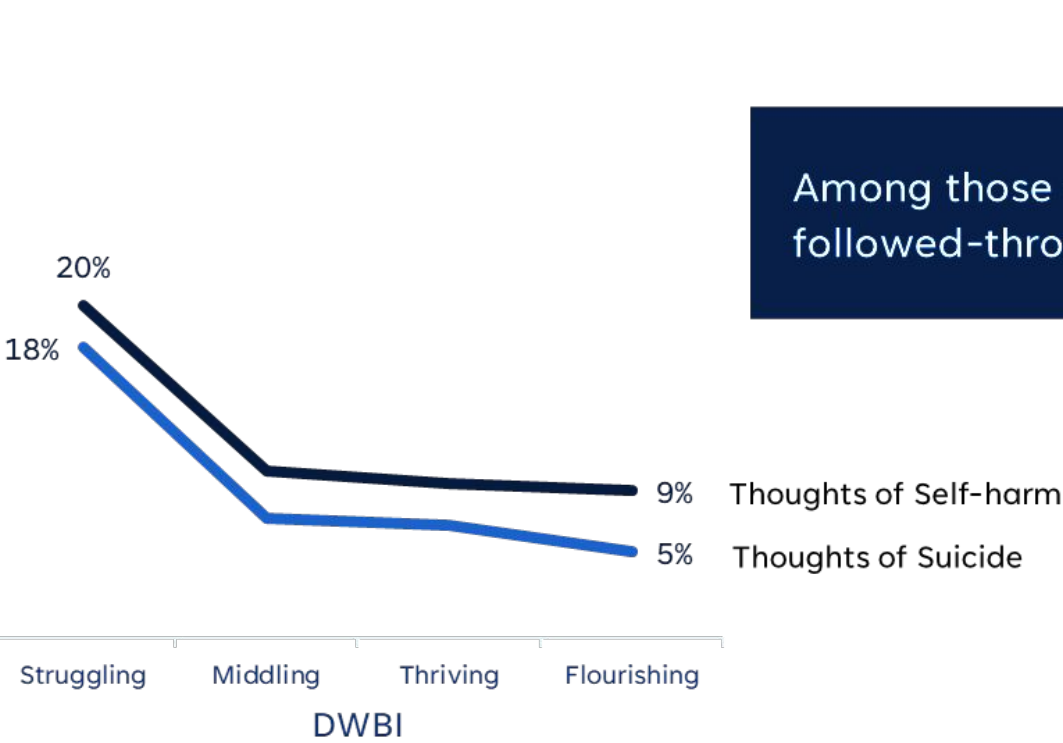


Base: Gen Z who followed through on thoughts of self-harm, N=303

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

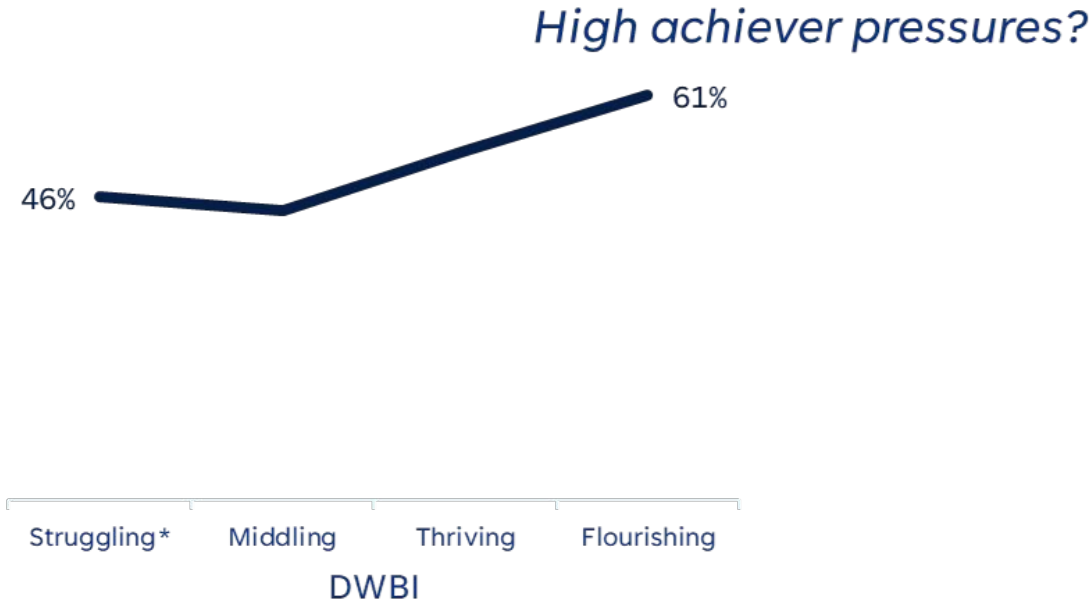
ARE HIGH ACHIEVERS MORE LIKELY TO SELF HARM?

Incidence of Self-harm decreased as DWBI increased however...



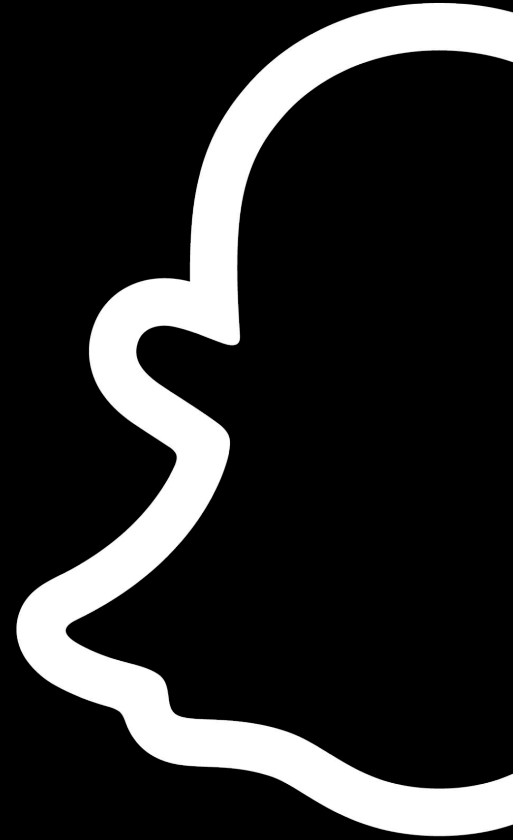
Among those who followed-through

...Those with the highest DWBI were the mostly 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

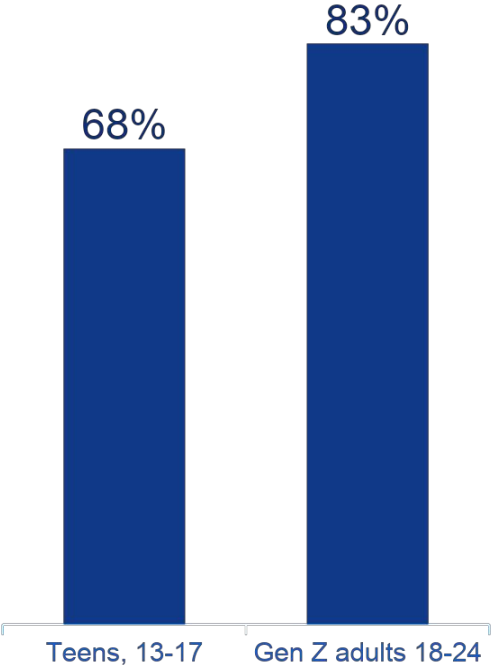
**GEN Z ADULTS HAD
LOWER DIGITAL WELL-BEING
THAN TEENS**



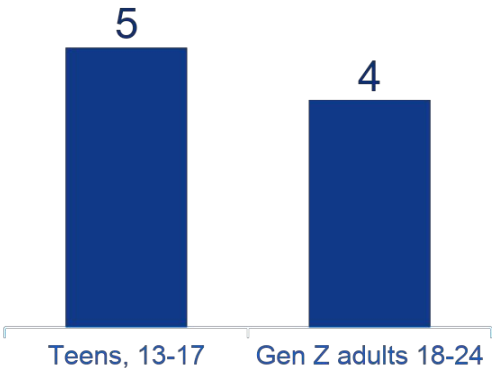
GEN Z ADULTS HAD LOWER DWBI

DWBI  65 teen  60 Gen Z adult

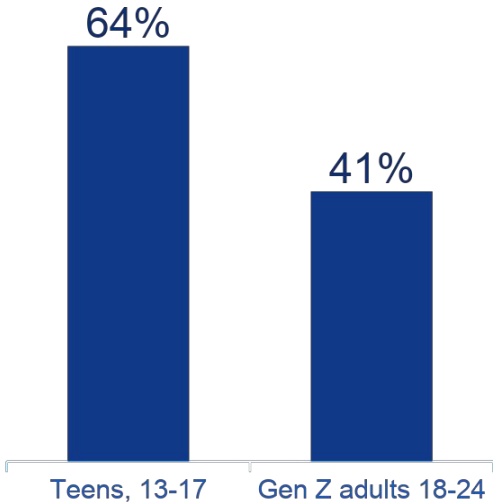
Risk exposure was higher



Number of support assets was lower

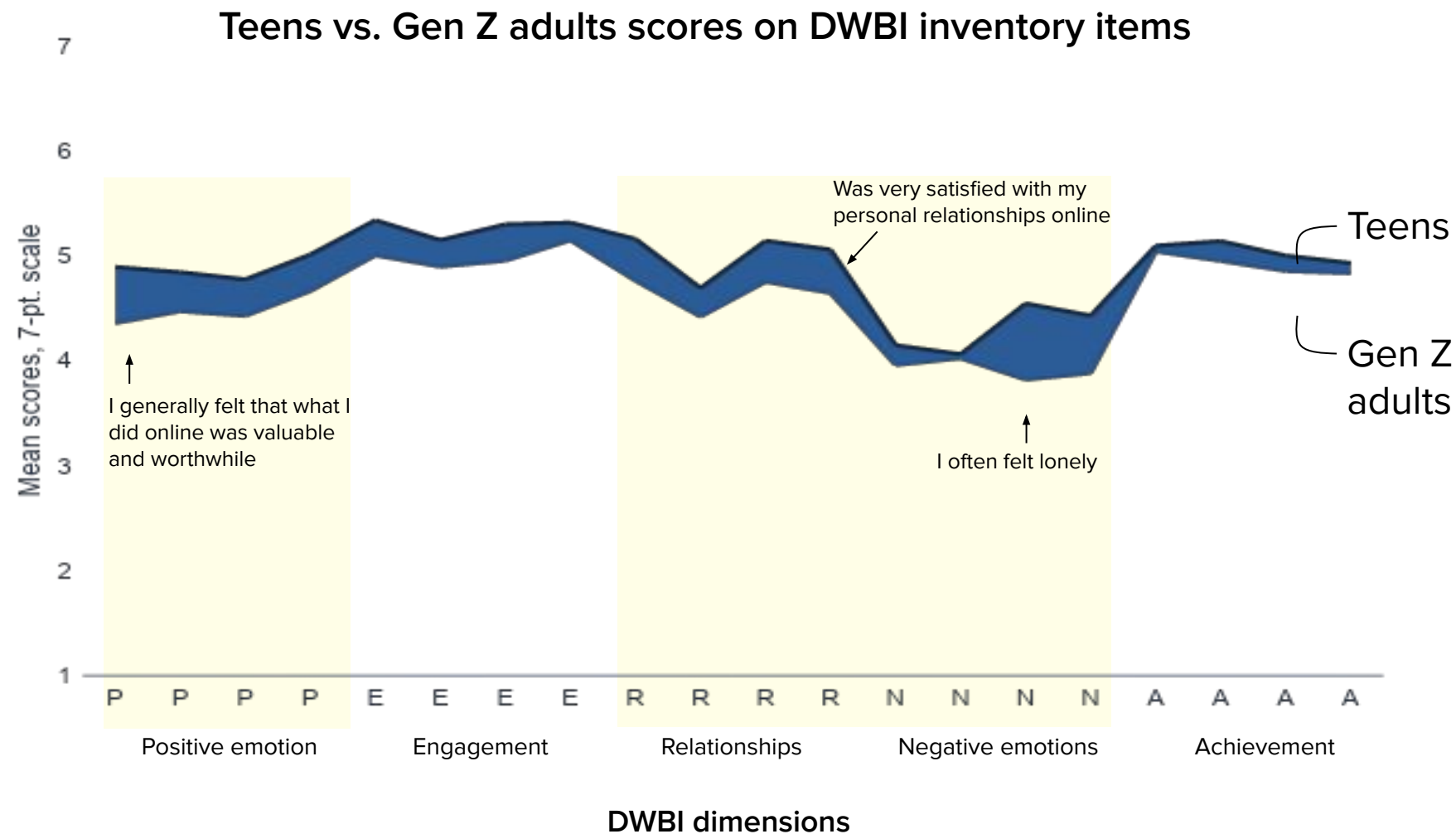


Sought help after a risk happened less often

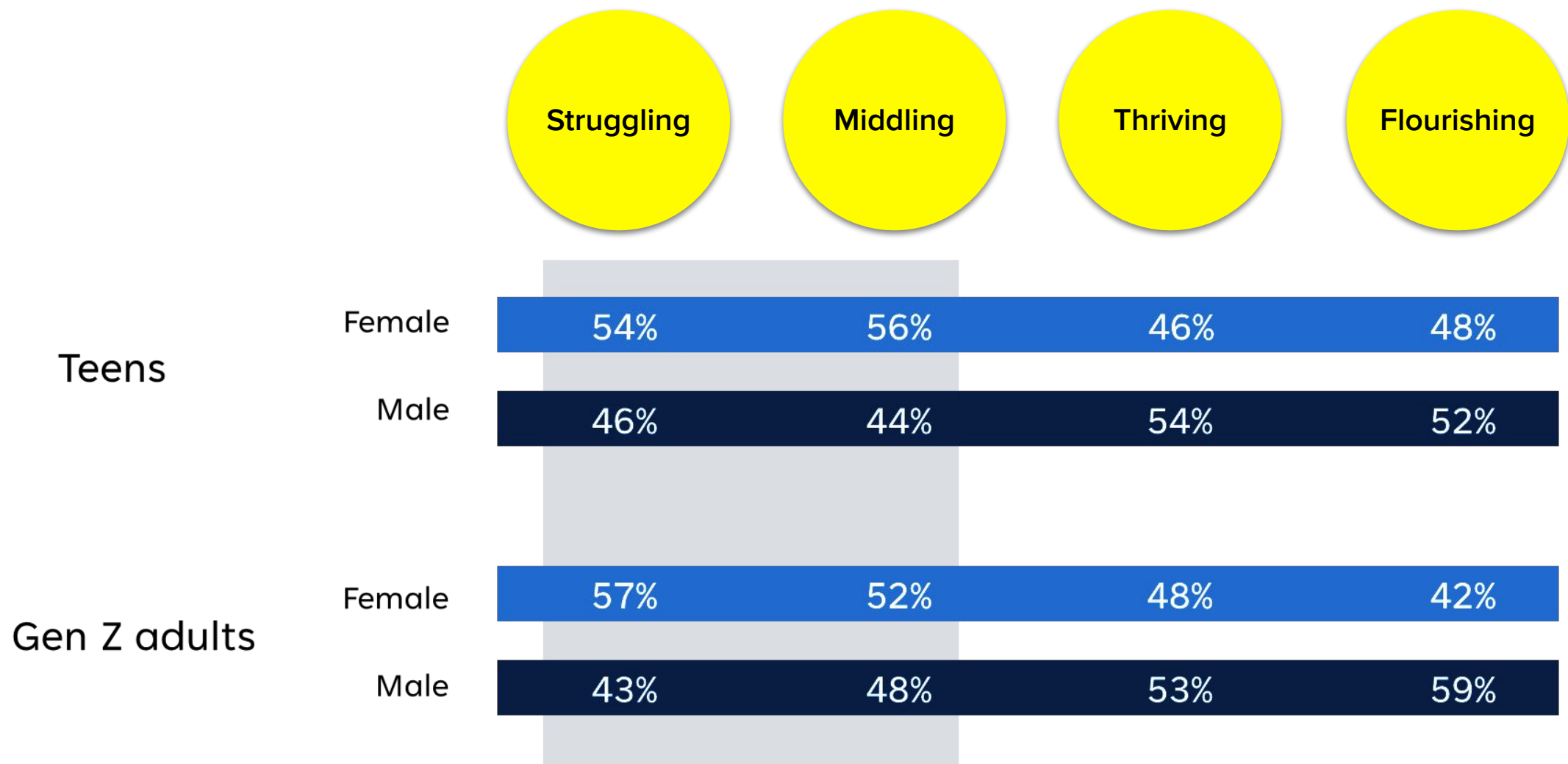




GEN Z ADULTS SCORED LOWER THAN TEENS ON POSITIVE / NEGATIVE EMOTIONS & RELATIONSHIPS ONLINE

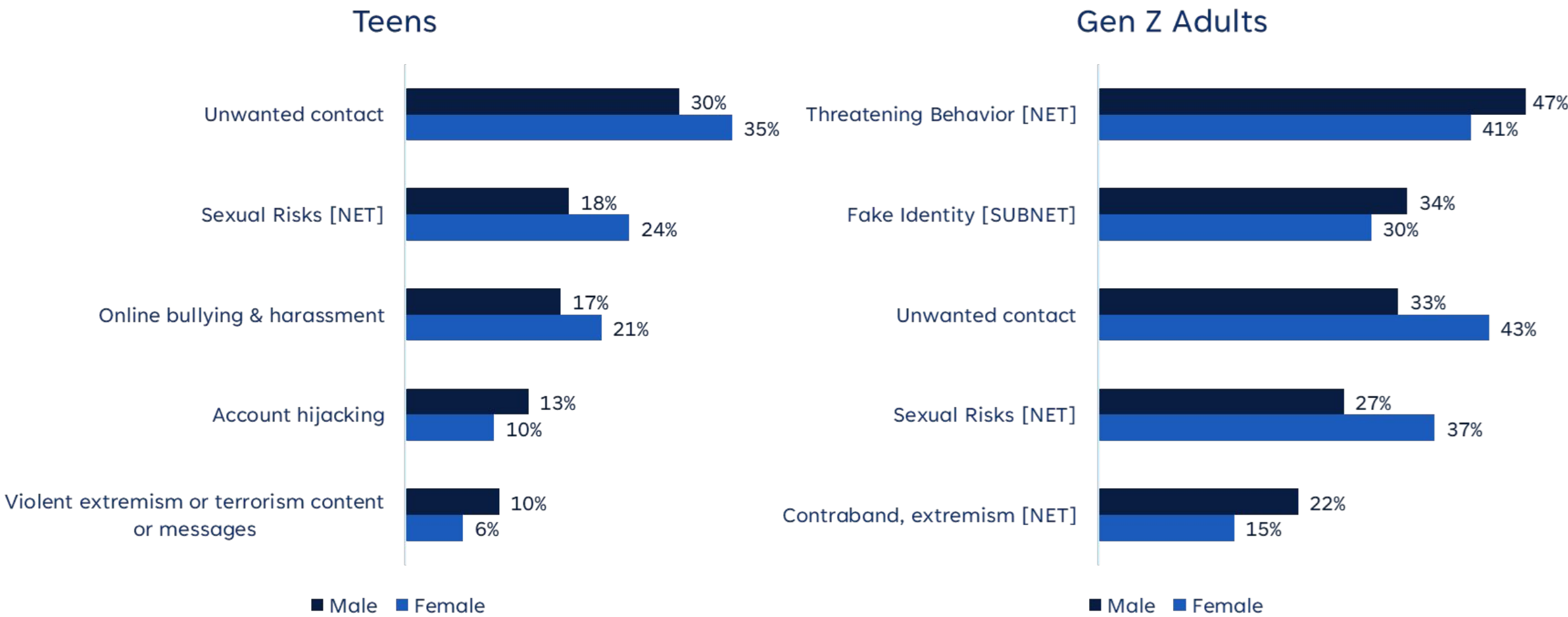


FEMALES HAD HIGHER REPRESENTATION IN THE STRUGGLING & MIDDLING GROUPS VS. MALES



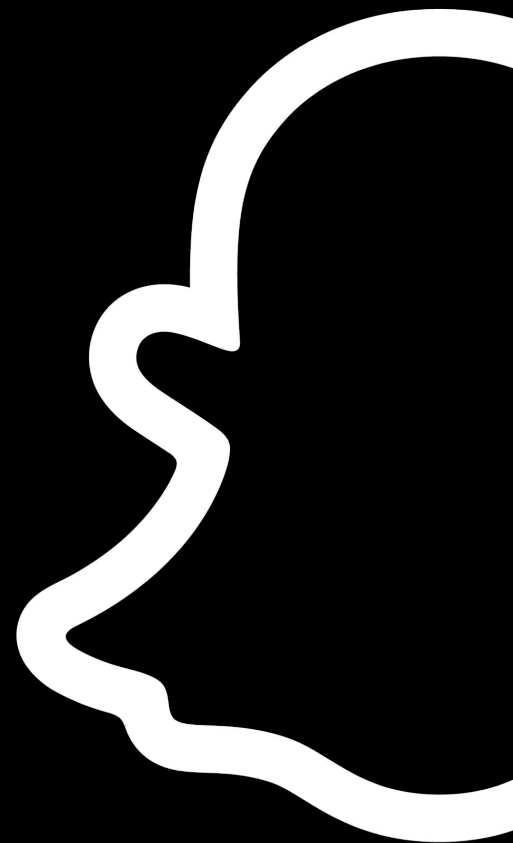


UNWANTED CONTACT & SEXUAL RISKS WERE MORE PREVALENT AMONG FEMALES



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

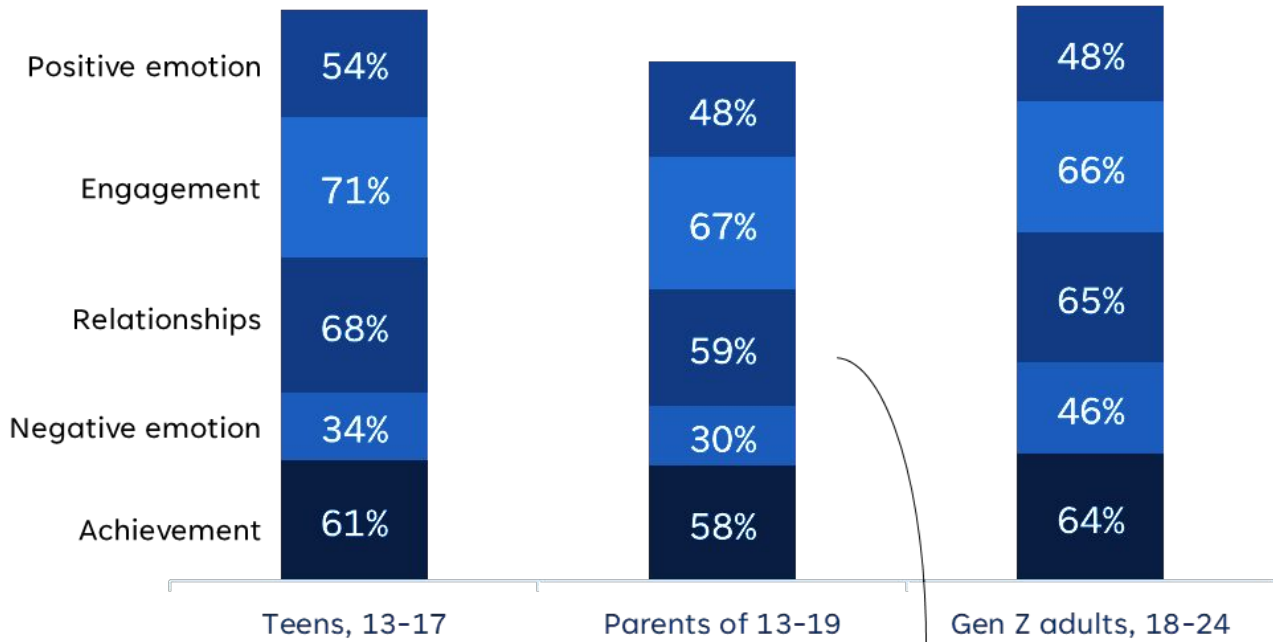
PARENTS WERE IN TUNE WITH THEIR TEENAGERS' DIGITAL WELL-BEING





PARENTS WERE GOOD JUDGES OF THEIR TEENS' DIGITAL WELL-BEING

Net percent completely agree, agree a lot on DWBI dimensions

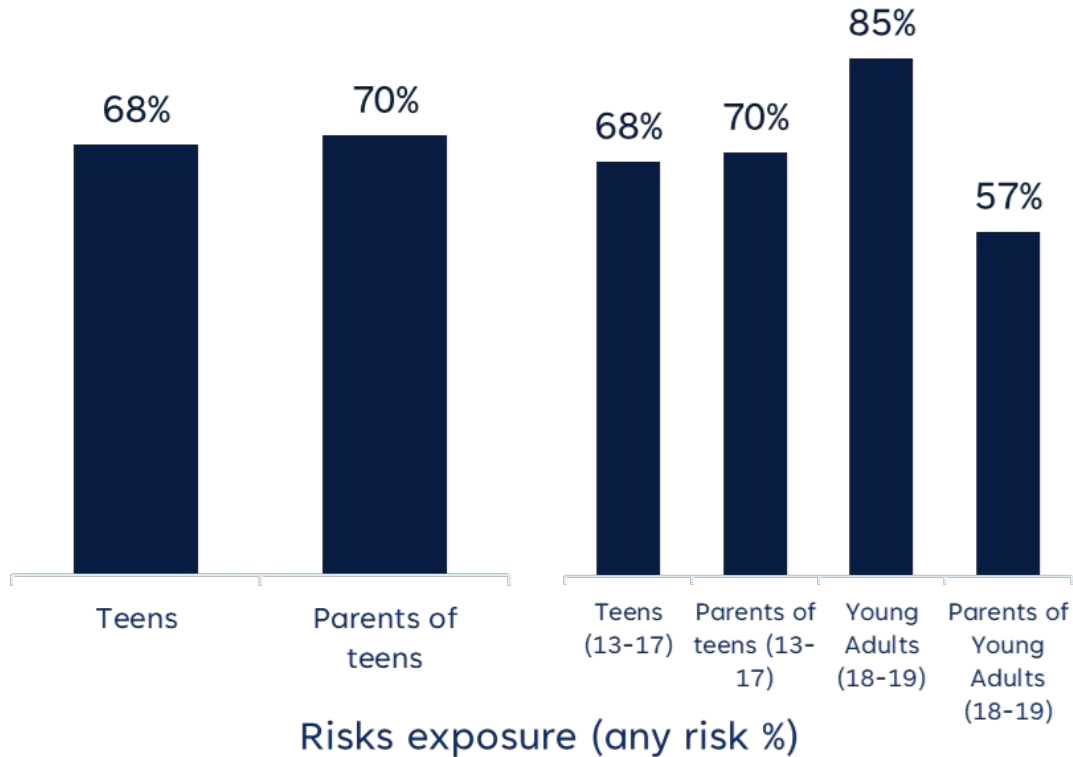


Base: Total, N=9003

Parents were the least accurate when estimating teens' online relationships

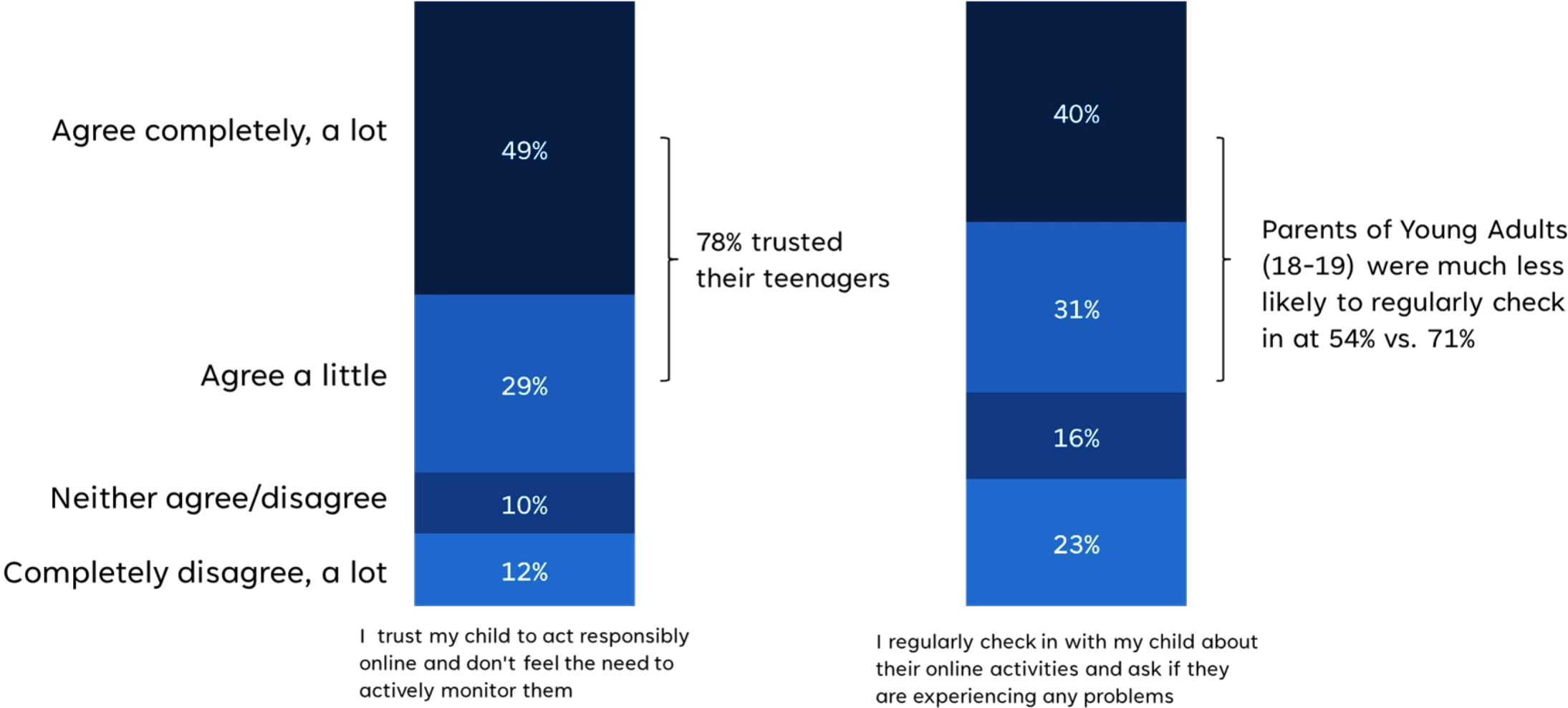
Parents of Teens (13-17) correctly estimated risk exposure

Parents of Young Adults (18-19) underestimated risk exposure



PARENTS TRUSTED THEIR TEENS TO ACT RESPONSIBLY ONLINE...

Chart Title



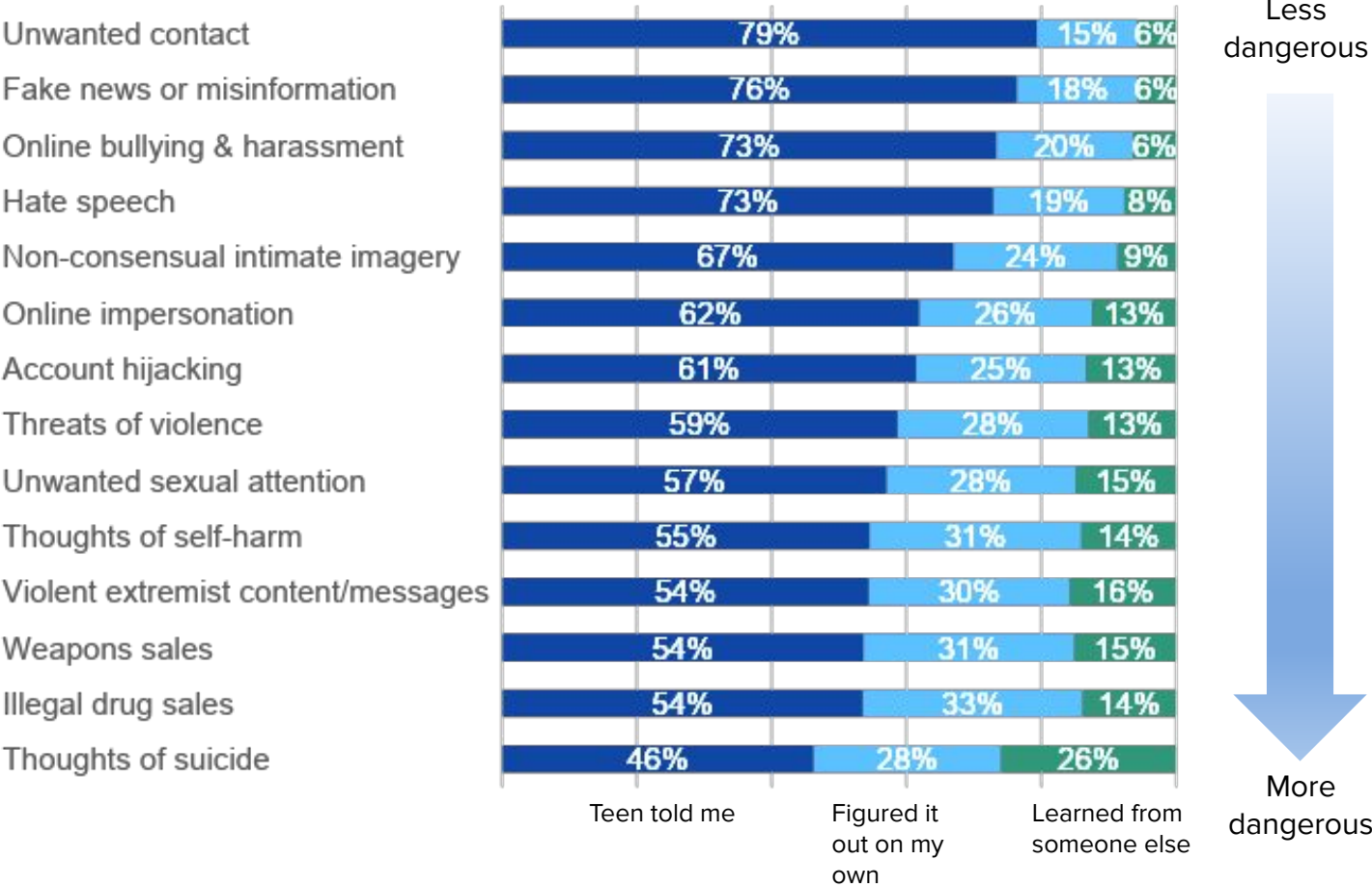
... AND THAT TRUST WAS GENERALLY RETURNED BY THEIR TEENS

On average, 62% of teenagers told their parents what happened after experiencing a risk

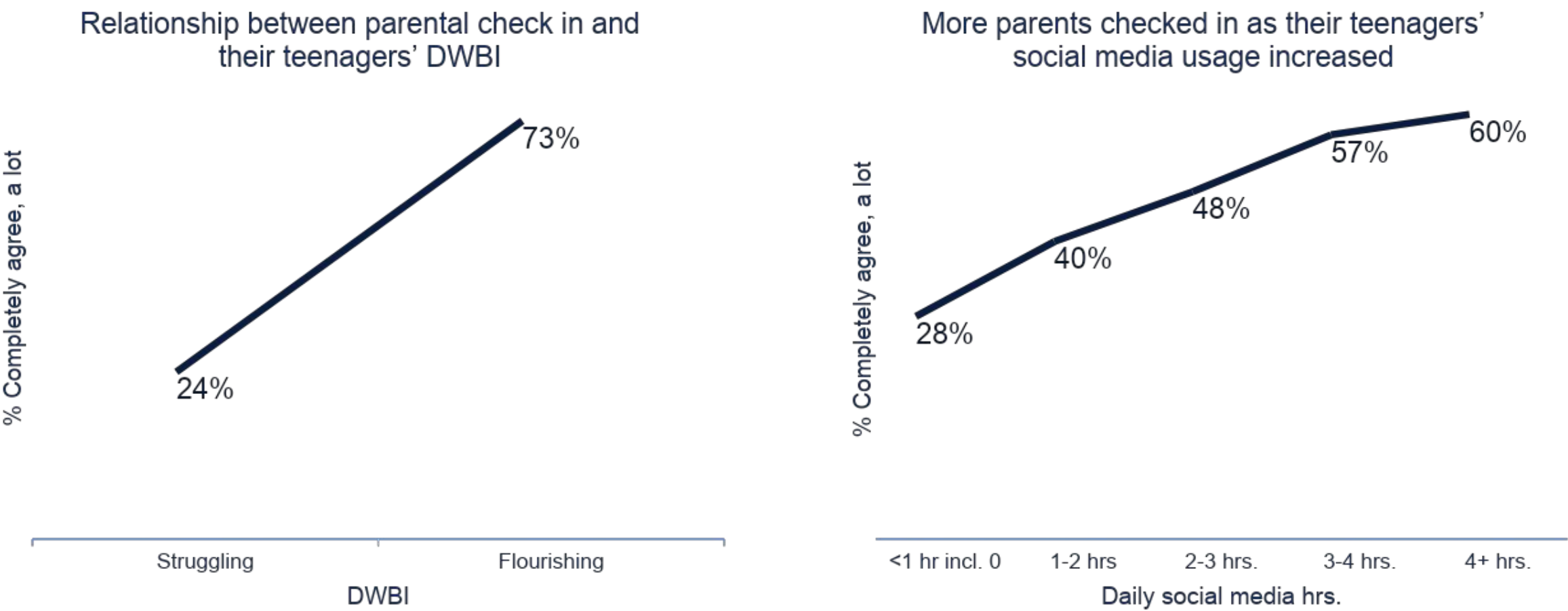


Base: Parents of 13–19-year-olds, N=3001

Teenagers were less likely to come forward as the risks got more dangerous



CHECKING IN WAS POSITIVELY RELATED TO TEENAGERS' DWB



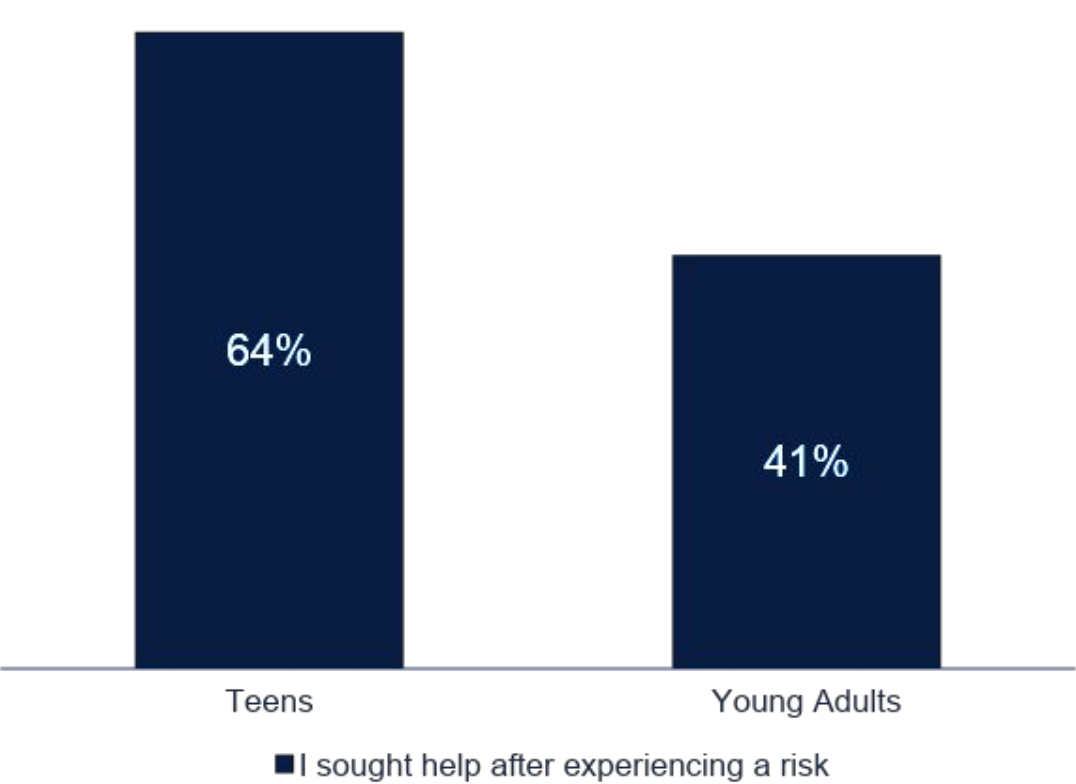
Base: Parents of 13–19-year-olds who checked in with their teenager regularly about their online activities N=1256

Q3. On average, about how much time do you spend per day on social media for personal use (excluding any use for business or educational purposes) Your best guess is fine

Q4. I regularly check in with my child about their online activities and ask if they are experiencing any problems, agree-disagree

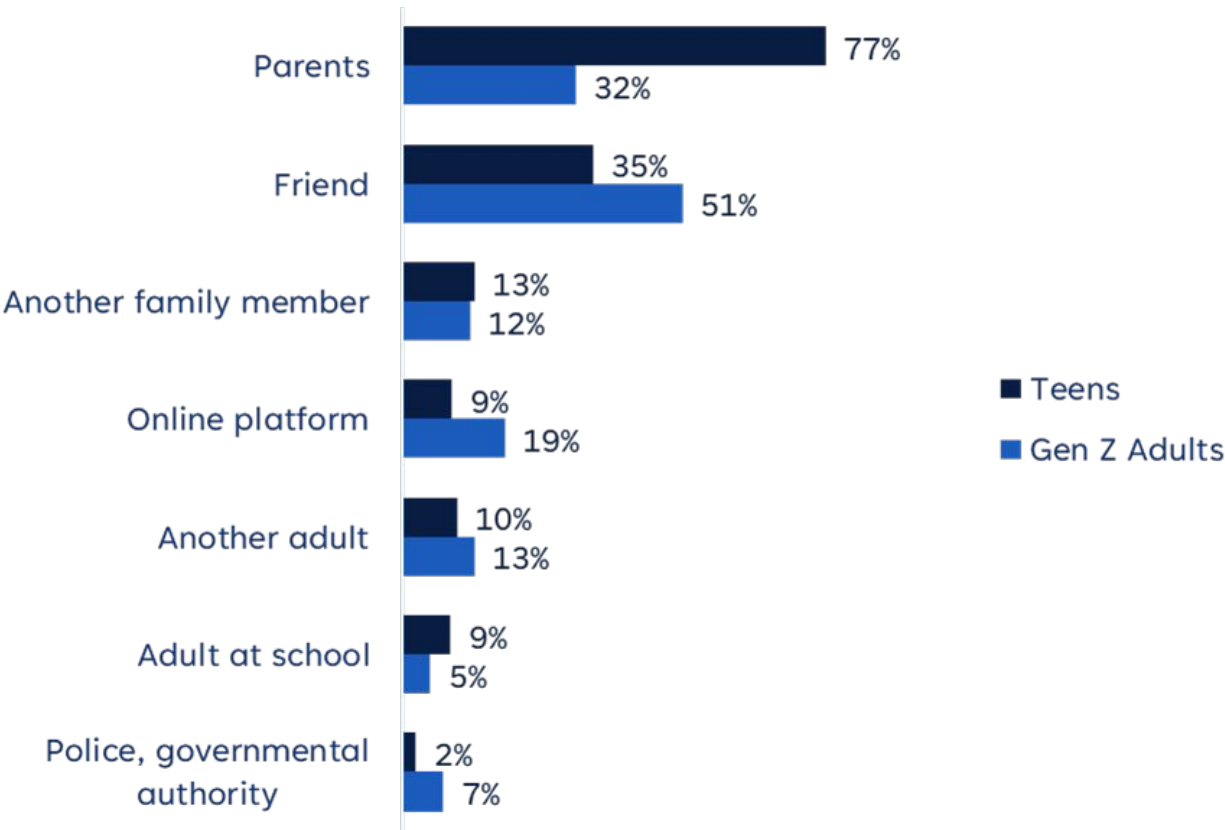
52% OF GEN Z SOUGHT HELP AFTER EXPERIENCING A RISK

Teens were much more likely to seek help



Base: Gen Z who experienced a risk, N=4537

Teens went to their parents for help
Gen Z adults asked friends for help most often



Q7: You mentioned that you experienced incidents online such as ... during the past three months. After what happened to you, did you talk with or seek help from anyone?
Q8: Who did you talk with or seek help from? Select all that apply

AMONG RESPONDENTS WHO SOUGHT HELP FROM A PARENT

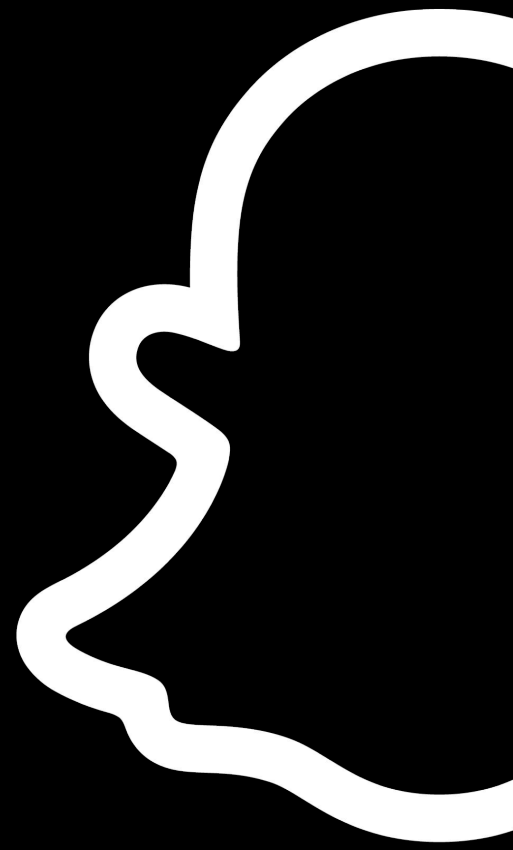
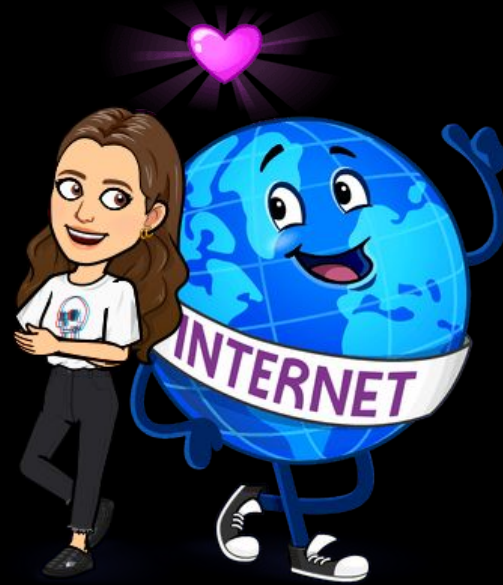
47%

OR NEARLY TWICE AS MANY GEN ZERS SOUGHT HELP FROM MOM VS. DAD

- Teens (48%) and Gen Z adults (45%) both preferred talking with moms by a wide margin vs. dads (25%, 23%, respectively)
- 53% of Gen Z males sought help slightly more than females (50%); however, when females sought help, they overwhelmingly talked to mom (57% vs. 38%)
- Gen Z adults (33%) were more likely to seek help from both parents vs. Teens (27%)



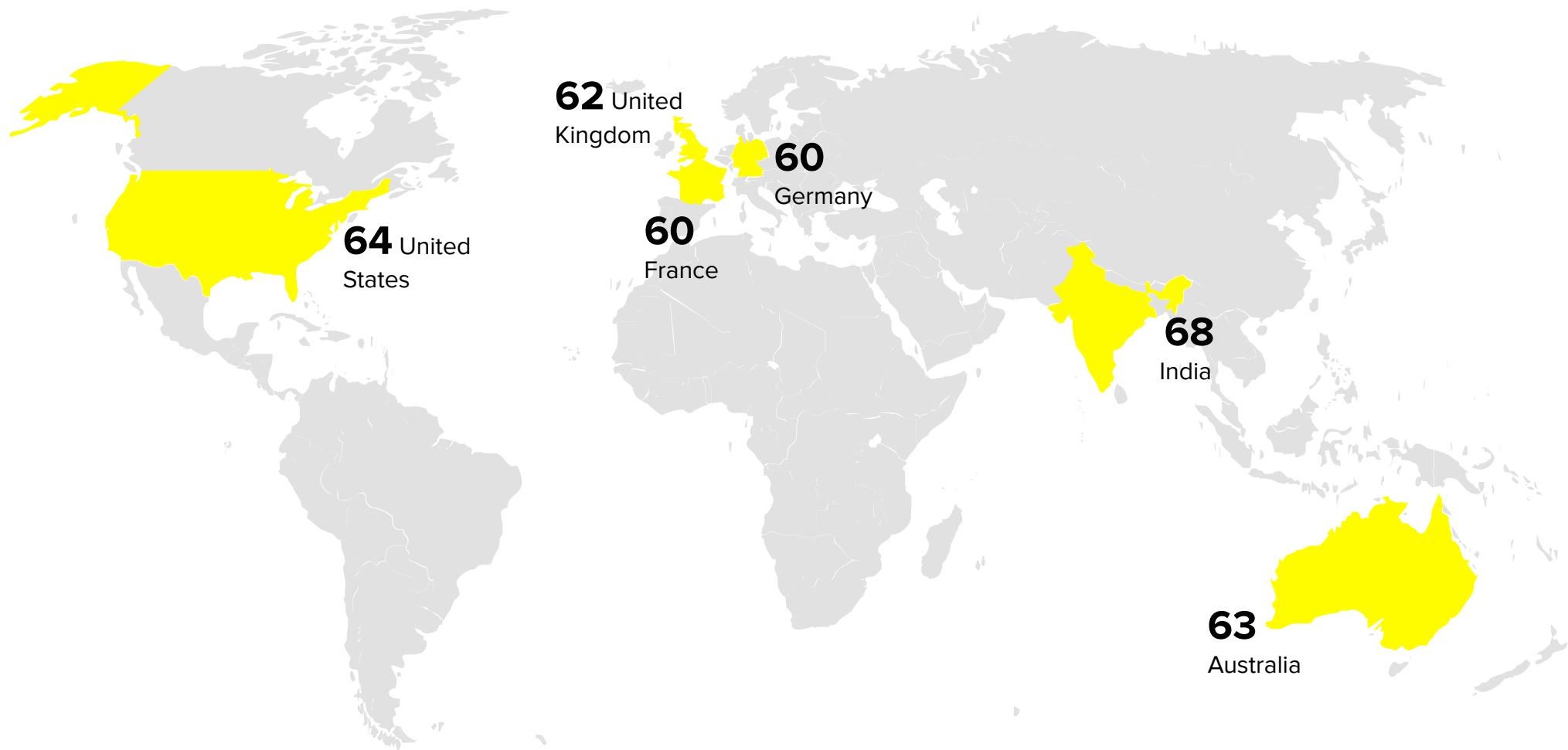
COUNTRY DETAIL



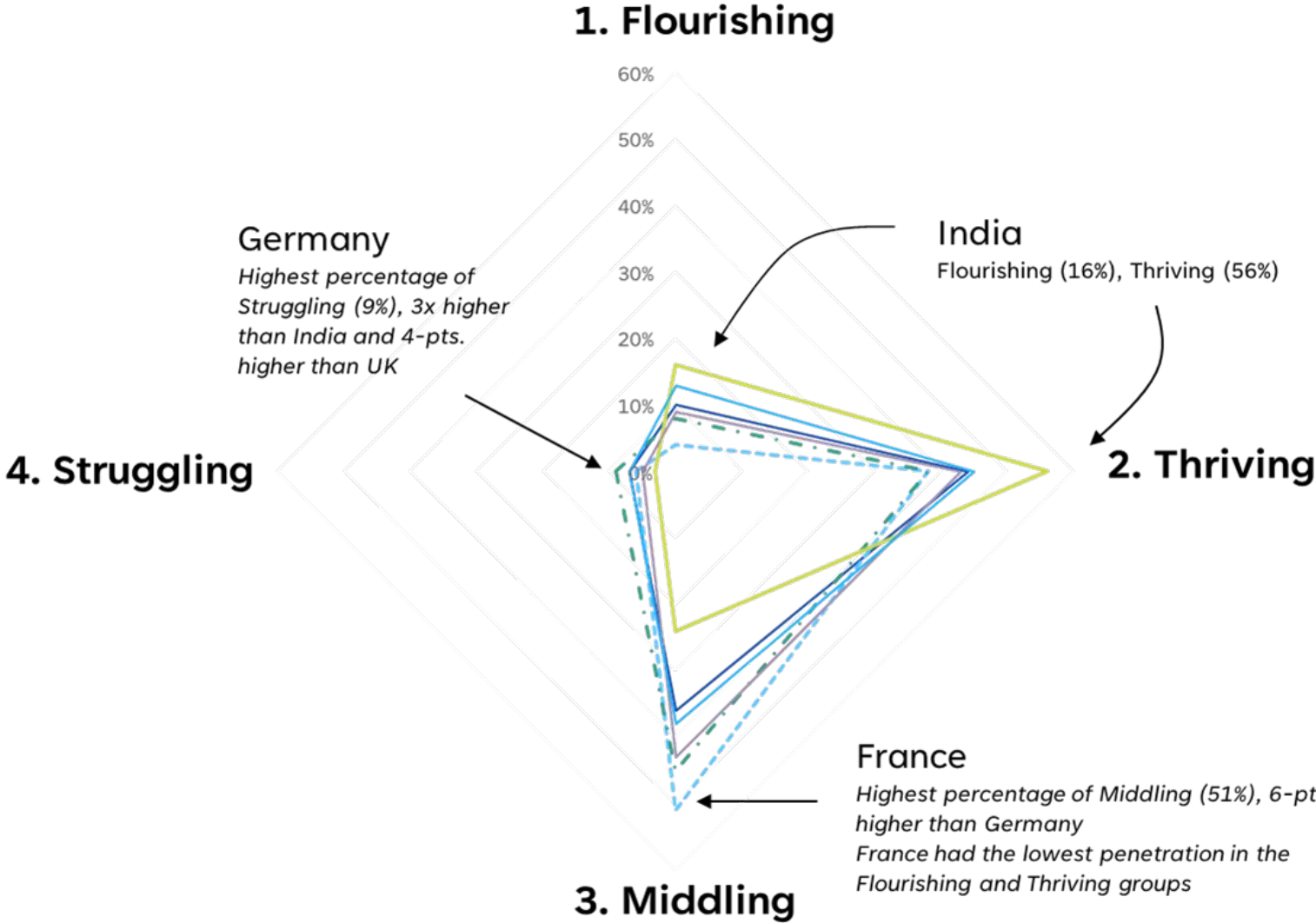


DWBI AROUND THE WORLD

GLOBAL AVERAGE = 62

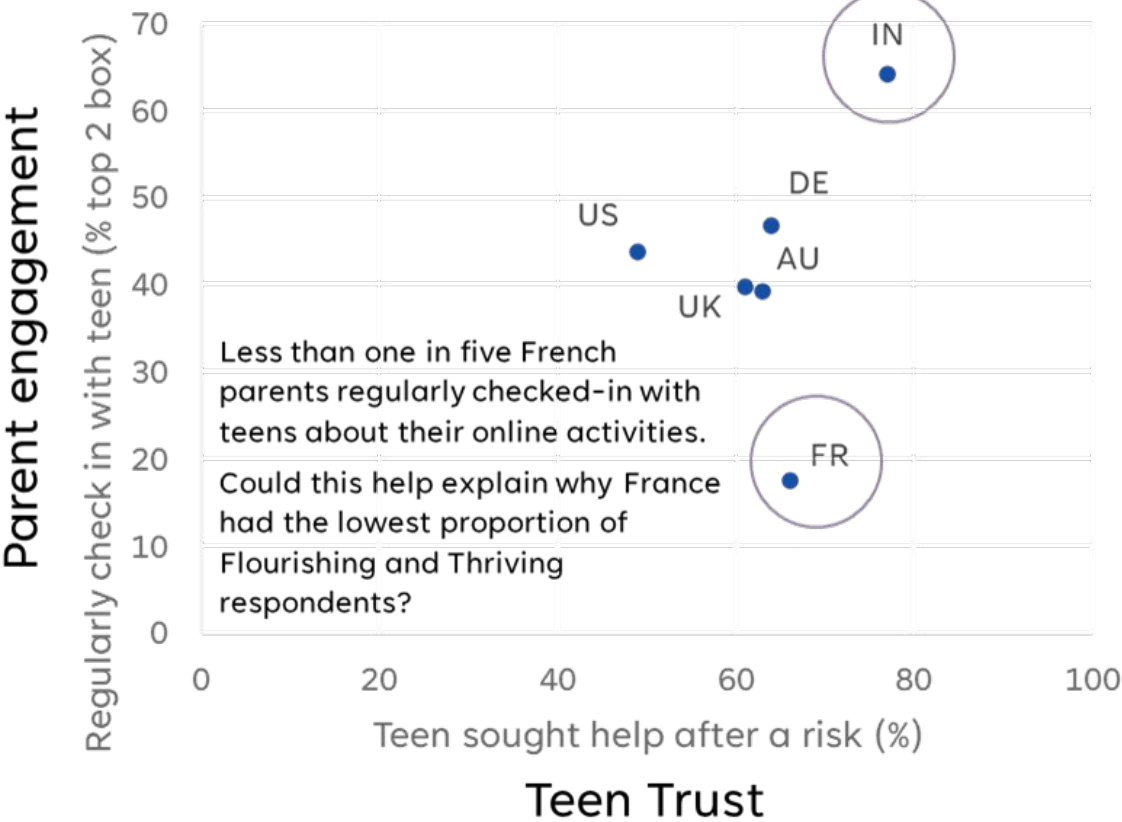


INDIA HAD THE HIGHEST PROPORTION OF “FLOURISHING” & “THRIVING” RESPONDENTS

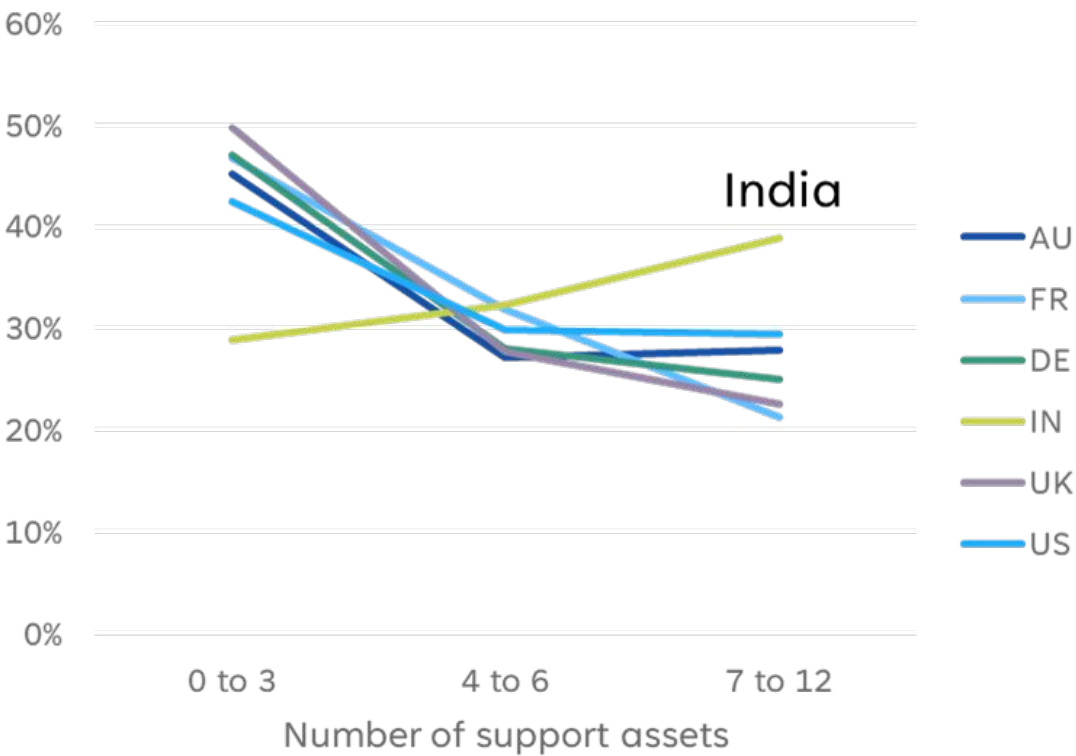


INDIA'S HIGHER DWBI WAS DRIVEN BY GREATER PARENT ENGAGEMENT AND NUMBER OF SUPPORT ASSETS

India had a strong culture of support and trust between parents and their teenagers



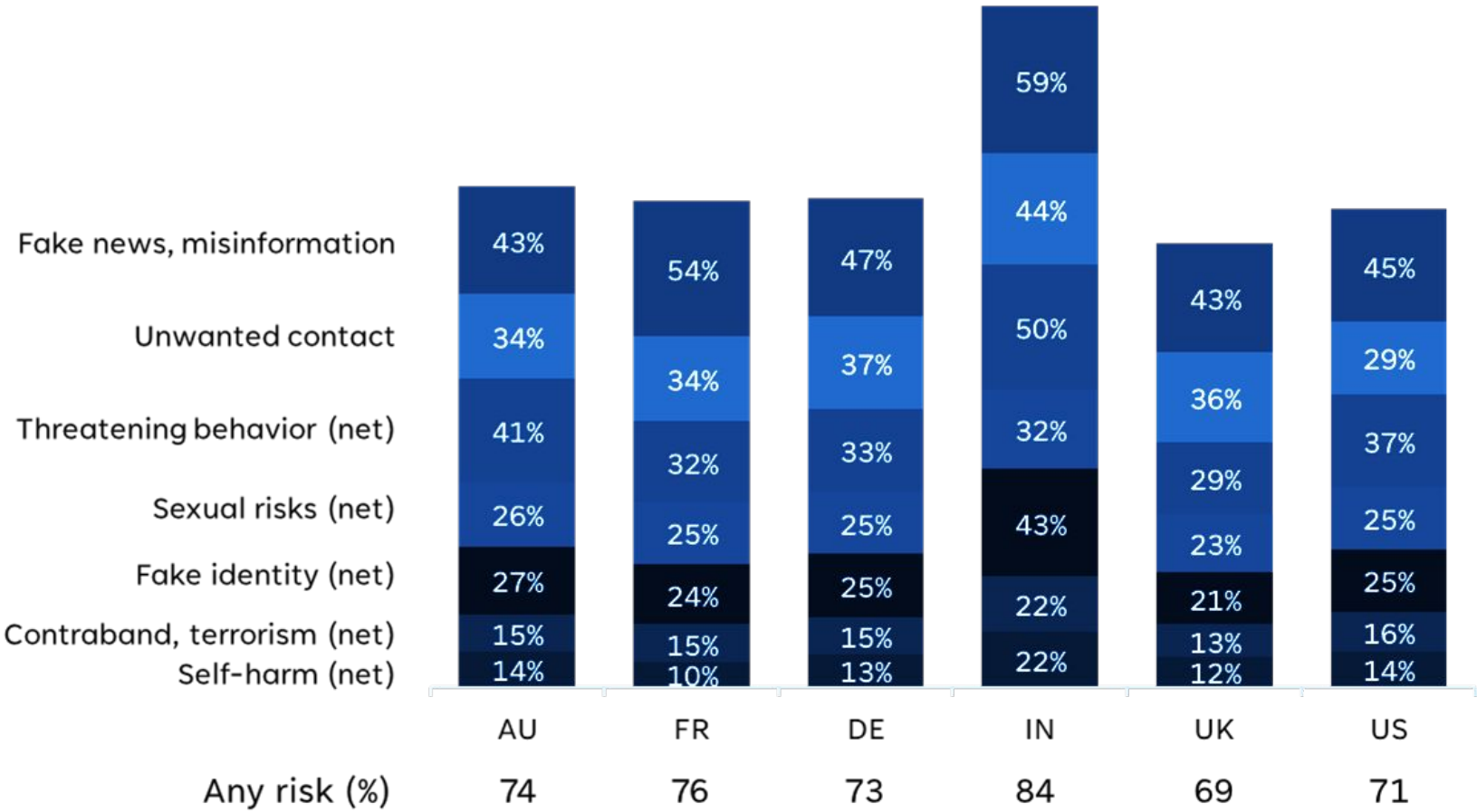
Indian teens stand out for having a wealth of support assets



ONLINE RISK COUNTRY PROFILES

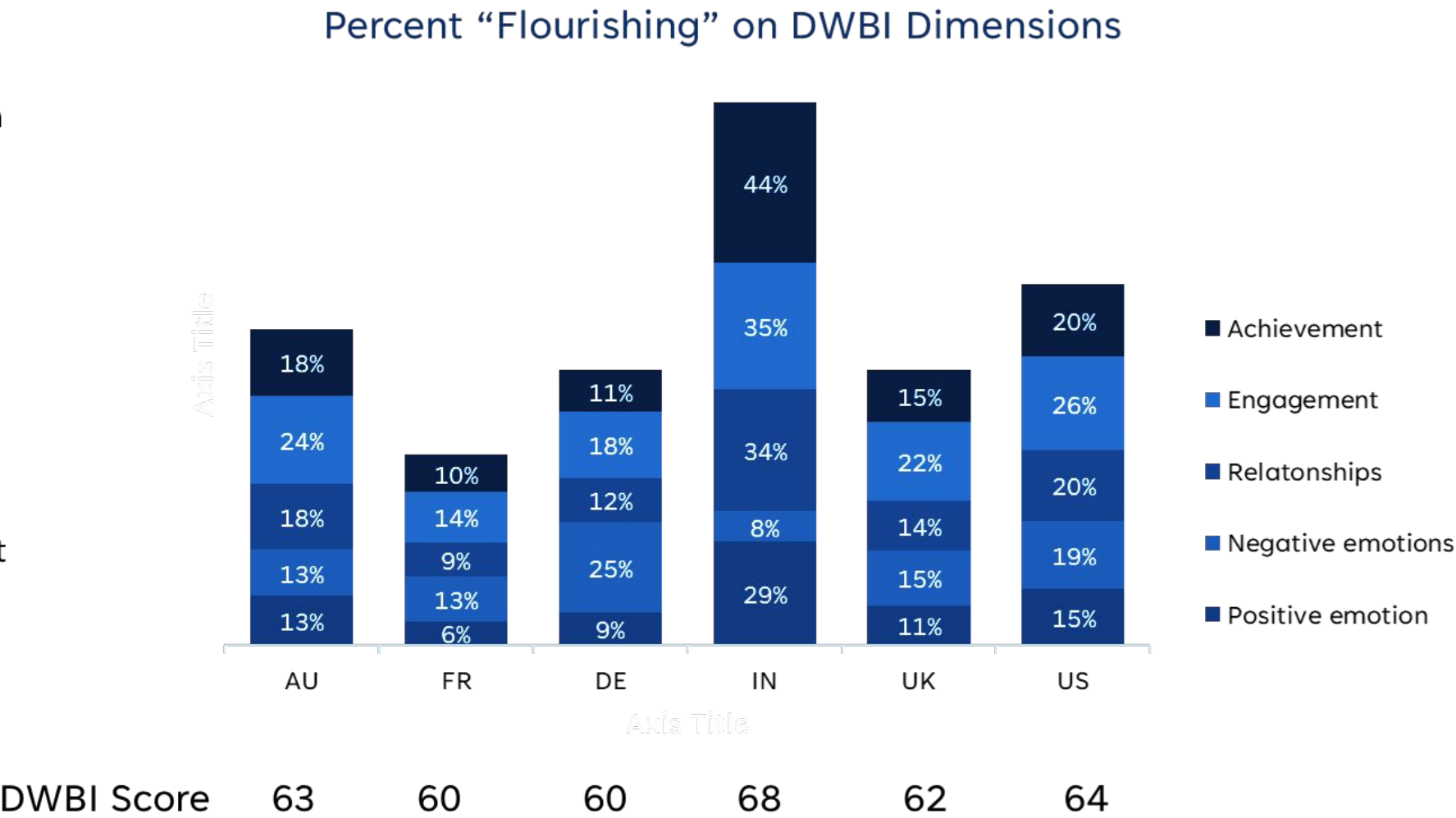
- India was highest on all risks
- Threatening behavior was a bigger problem in Australia
- Fake news, misinformation was a bigger problem in France

Online risk incidence by country



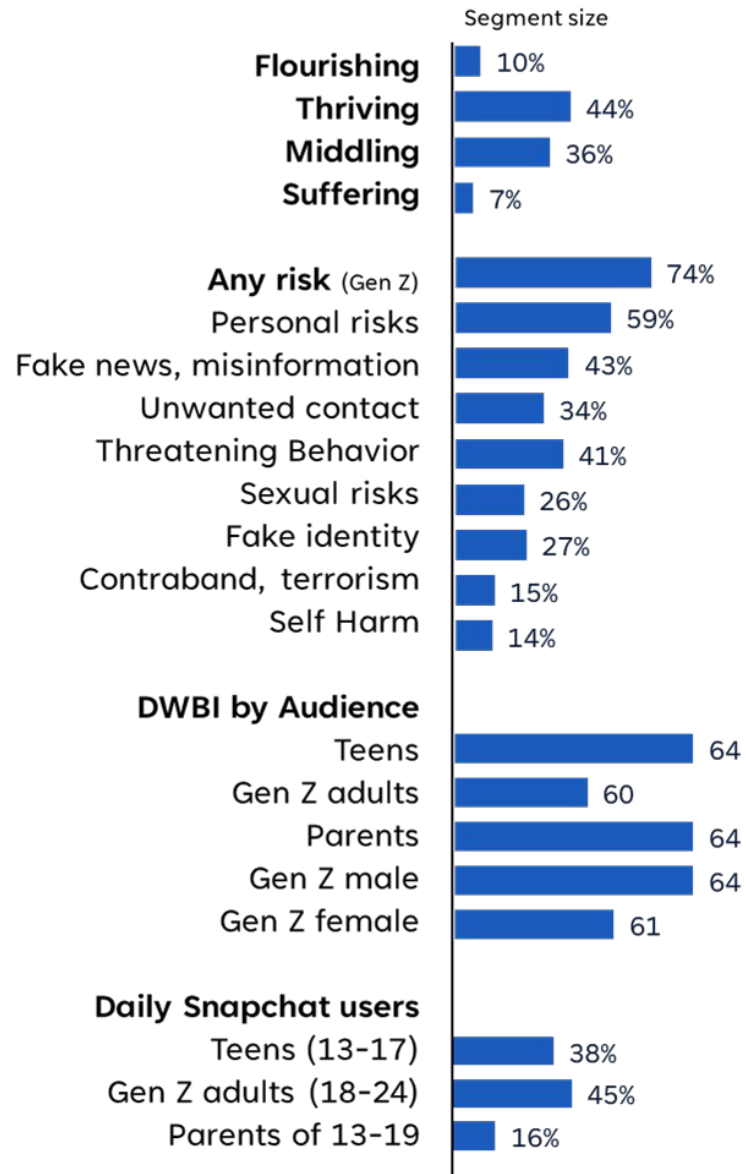
DWBI DIMENSIONS COUNTRY PROFILES

- India DWBI was driven by users citing Achievement from online activities. Engagement and Relationship scores also were high.
- However few Indians avoided negative emotions, in line with the higher number of risks they experienced
- Engagement and Achievement supported DWBI in the United States and Australia





AUSTRALIA SNAPSHOT, DWBI = 63



Relationships with DWBI

Gen Z

Risks
(experienced any risk)

Social media
(positive influence)

Support assets¹
(Avg. # of assets, 0-12)

Emotional health
(Avg. score, scale 0-7)

Safety feature²
(Aware not used, used)

Safety resource³
(Aware not used, used)

DWBI
Struggling Flourishing

86% 70%

29% 93%

1.8 7.1

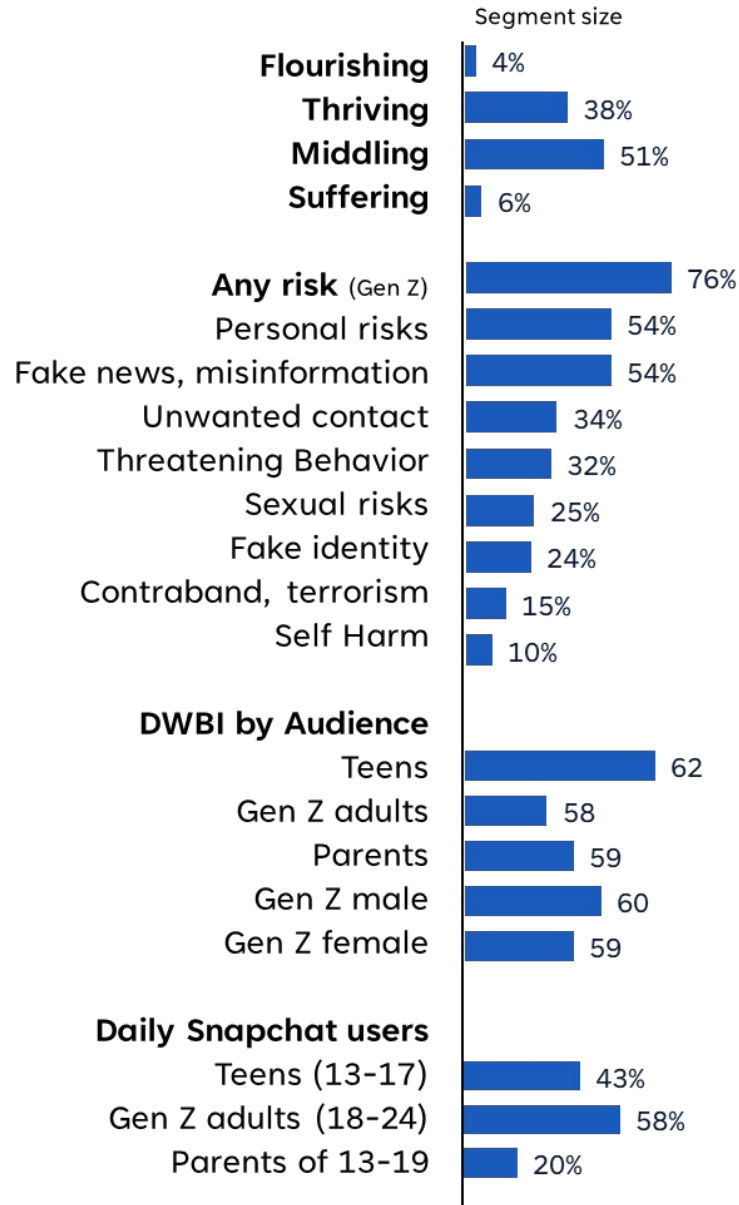
3.1 6.2

93% 92%

45% 66%

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

FRANCE SNAPSHOT, DWBI = 60



Relationships with DWBI Gen Z

Risks
(experienced any risk)

Social media
(positive influence)

Support assets¹
(Avg. # of assets, 0-12)

Emotional health
(Avg. score, scale 0-7)

Safety feature²
(Aware not used, used)

Safety resource³
(Aware not used, used)

DWBI
Struggling Flourishing

81% 75%

45% 88%

2.4 6.5

3.9 5.9

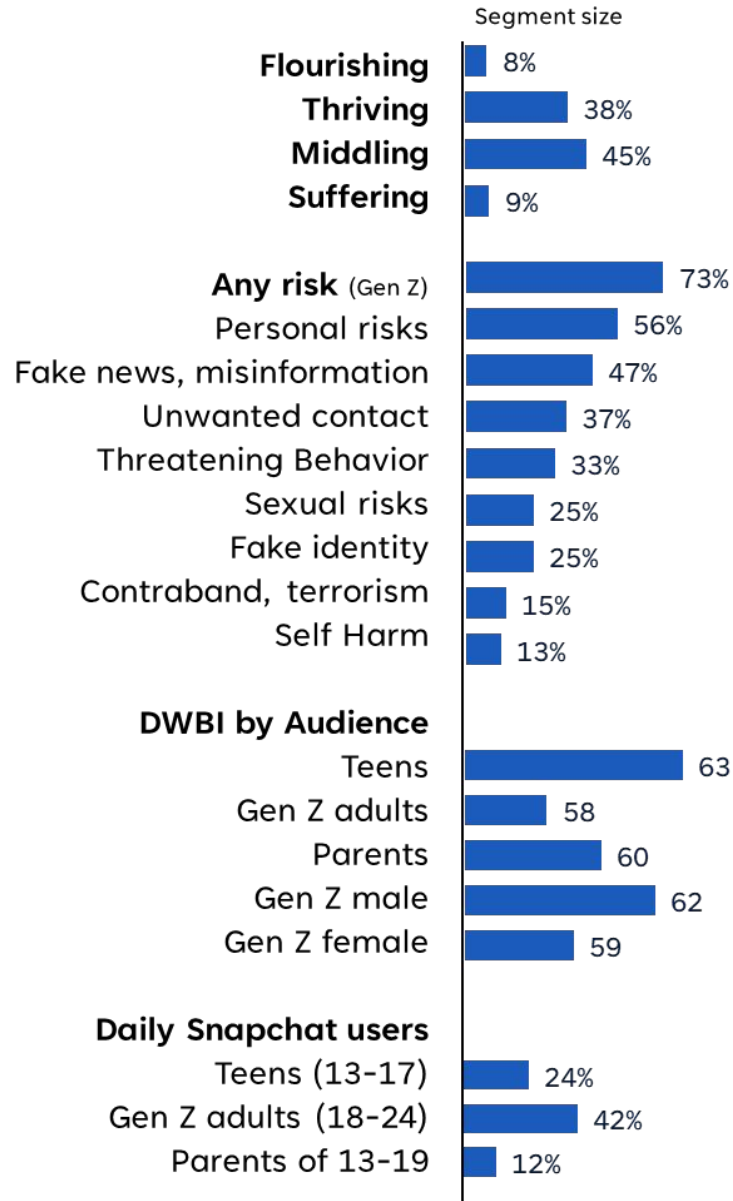
90% 95%

34% 52%

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



GERMANY SNAPSHOT, DWBI = 60



Relationships with DWBI

Gen Z

Risks
(experienced any risk)

Social media
(positive influence)

Support assets¹
(Avg. # of assets, 0-12)

Emotional health
(Avg. score, scale 0-7)

Safety feature²
(Aware not used, used)

Safety resource³
(Aware not used, used)

DWBI
Struggling Flourishing

71% ————— 61%

44% ————— 94%

2.9 ————— 7.4

4.0 ————— 6.3

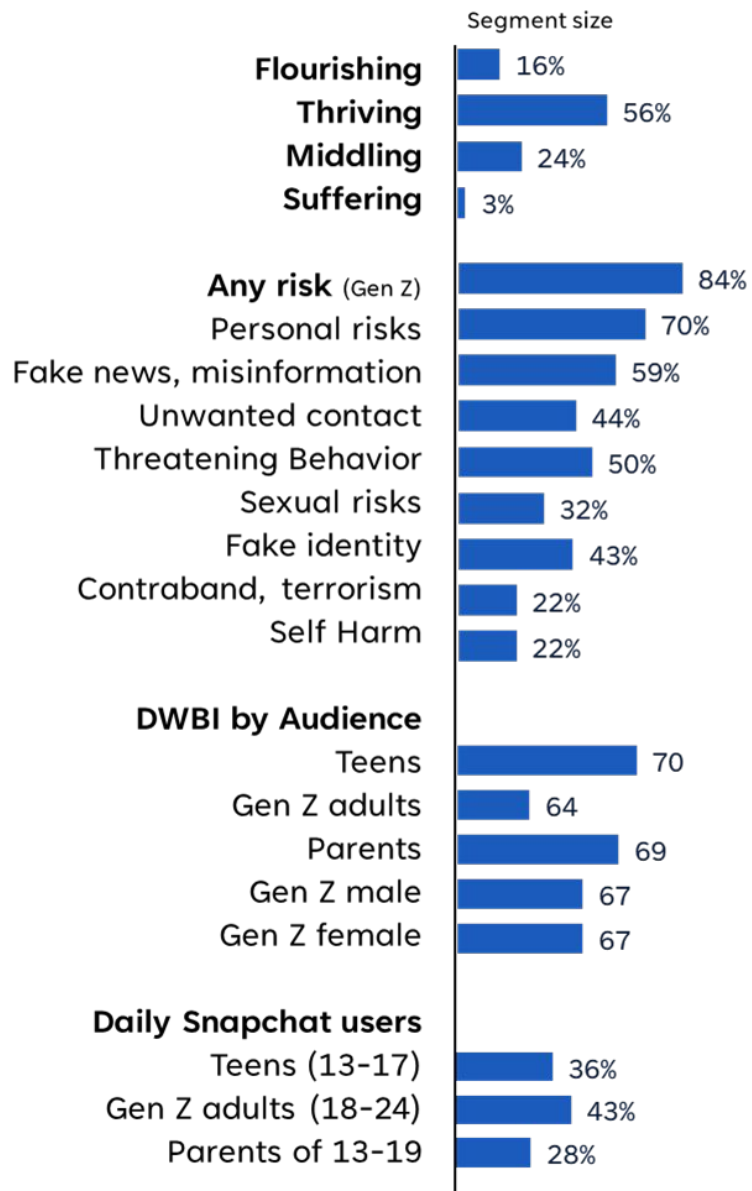
85% ————— 92%

36% ————— 61%

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



INDIA SNAPSHOT, DWBI = 68



Relationships with DWBI

Gen Z

Risks
(experienced any risk)

Social media
(positive influence)

Support assets¹
(Avg. # of assets, 0-12)

Emotional health
(Avg. score, scale 0-7)

Safety feature²
(Aware not used, used)

Safety resource³
(Aware not used, used)

DWBI
Struggling Flourishing

92% 81%

62% 97%

3.4 7.4

4.4 6.4

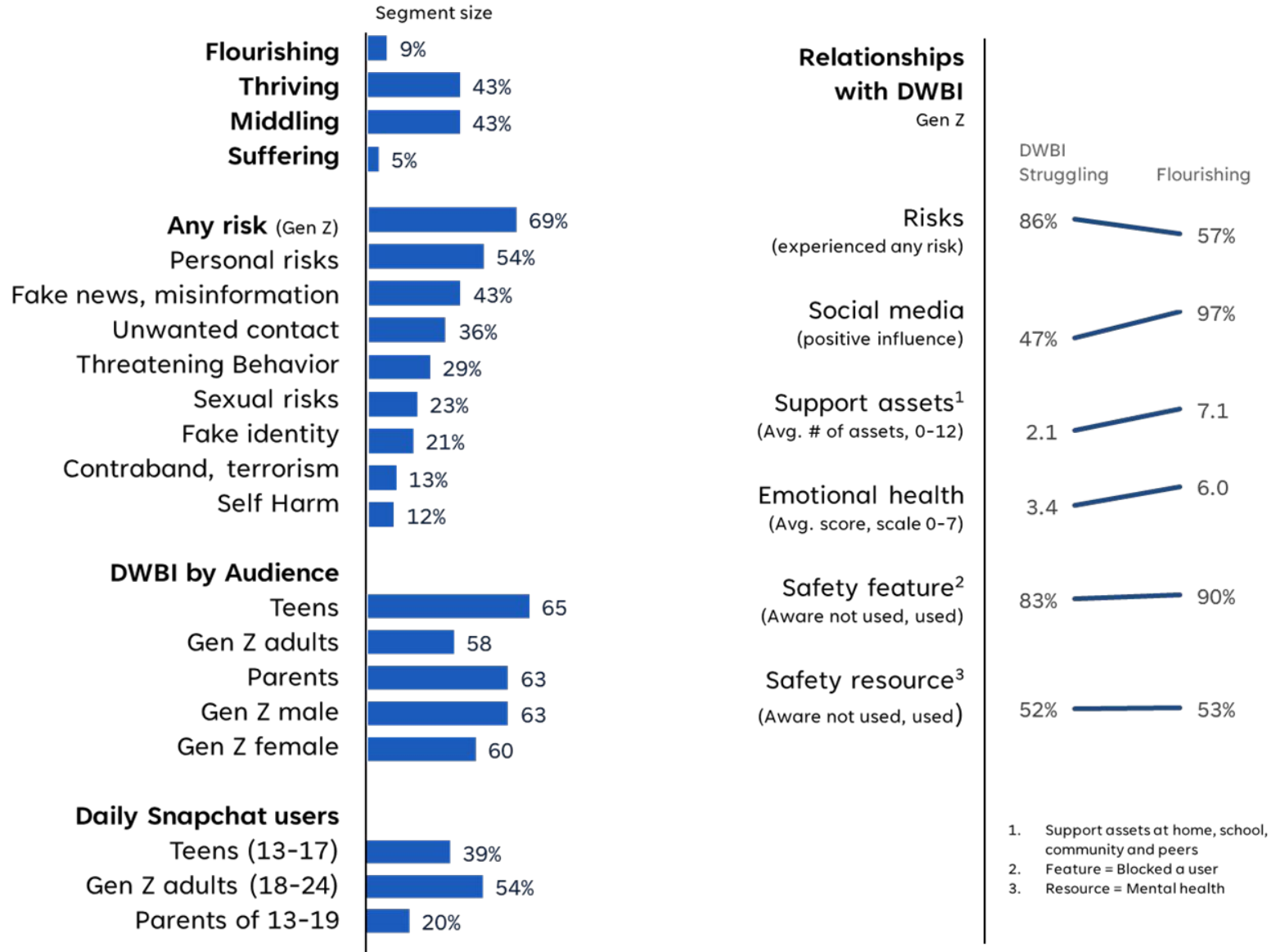
85% 91%

54% 78%

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

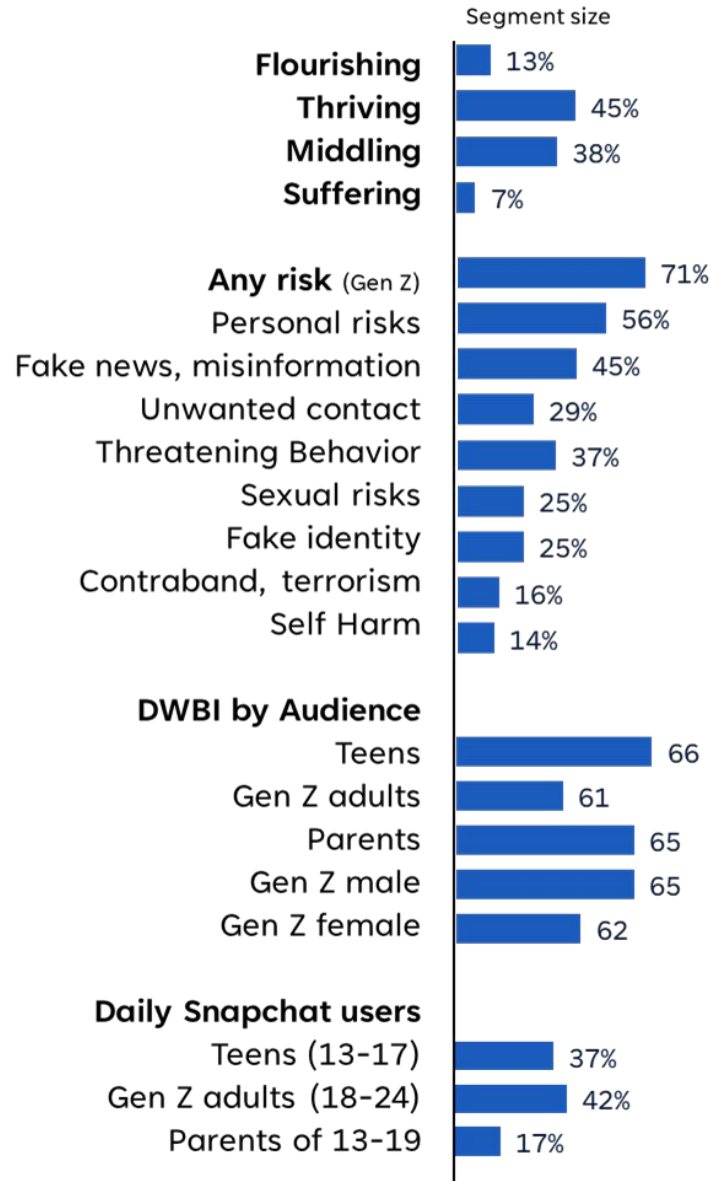


UNITED KINGDOM SNAPSHOT, DWBI = 62





UNITED STATES SNAPSHOT, DWBI = 64



Relationships with DWBI

Gen Z

Risks
(experienced any risk)

Social media
(positive influence)

Support assets¹
(Avg. # of assets, 0-12)

Emotional health
(Avg. score, scale 0-7)

Safety feature²
(Aware not used, used)

Safety resource³
(Aware not used, used)

DWBI
Struggling Flourishing

85% 74%

39% 93%

2.4 7.0

3.4 6.0

89% 92%

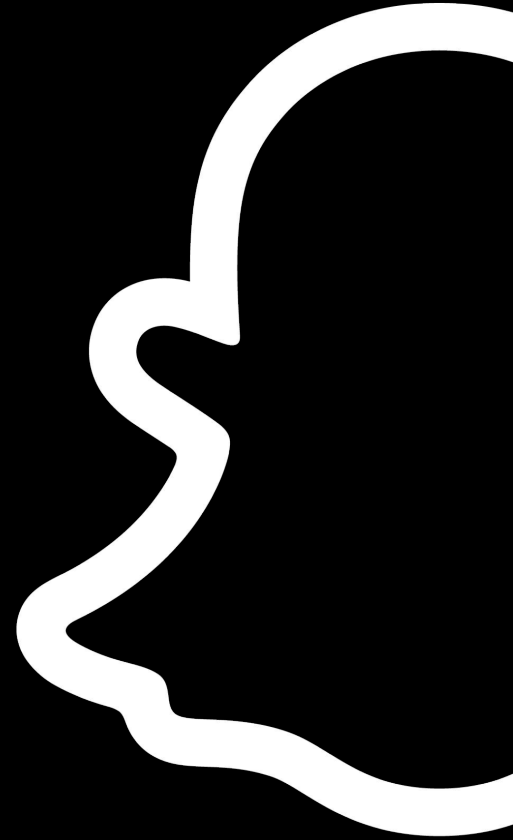
49% 66%

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



SUPPLEMENTAL MATERIAL

- Digital well-being inventory statements
- Online risk definitions
- Life satisfaction measures
- LGBTQ profile
- Social media statistics
- Demographics





THE DIGITAL WELL-BEING INVENTORY – 20 ITEMS

Positive 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

Engagement

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

Relationships

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

Negative 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

Achievement

Stayed informed so I felt in touch with what's happening in my community and the world
Learned how to do things that are important to
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 guns and ammunition or other dangerous weapons through the Internet or online platforms.
Online bullying & harassment	I have been bullied, harassed, teased, or called hurtful names online
Online impersonation	I have had experiences where someone had 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 suicide as a result of interacting online.
Threats of violence	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 online bullying, online impersonation, etc.. Definitions for these are on the following slide



RISK DEFINITIONS - Continued

Online bullying & 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 rumors 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 some 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

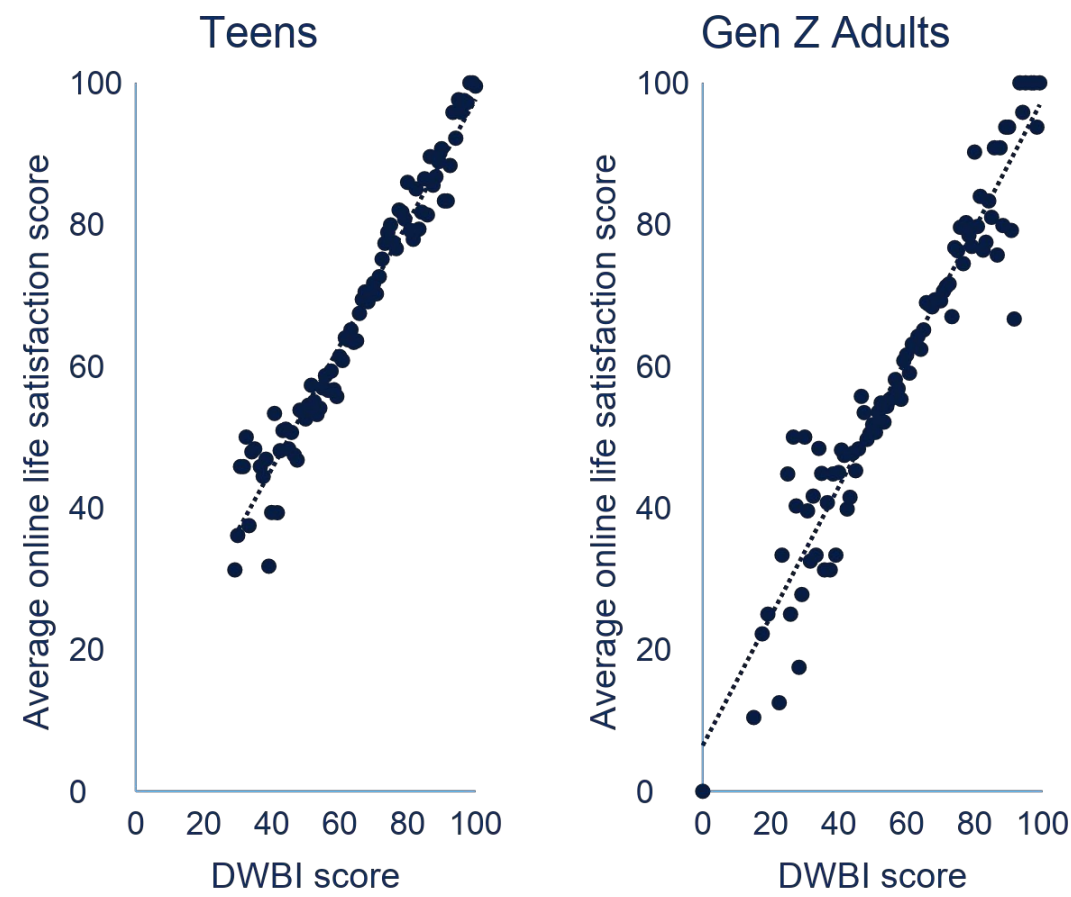
Unsolicited sexual content: I received or came across unwanted sexual images, messages, or videos.

“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.

VALIDATION OF DWBI THROUGH LIFE-SATISFACTION MEASURE

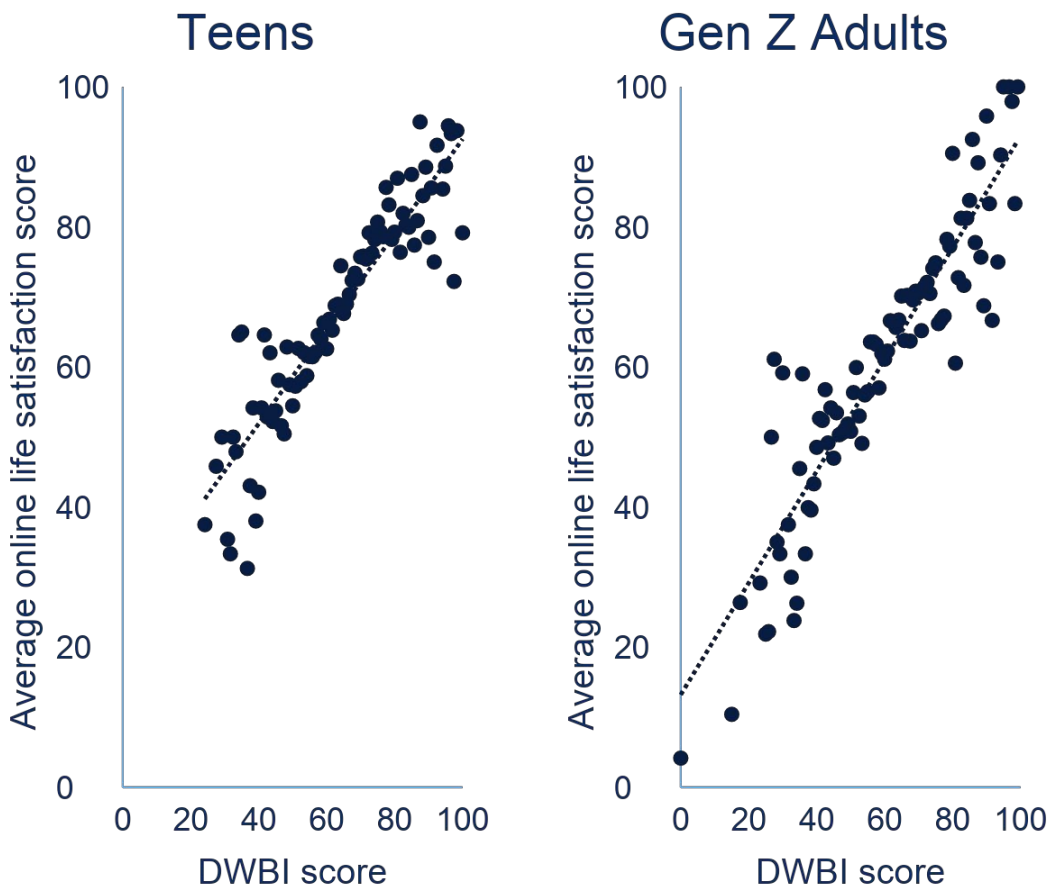
Online Life Satisfaction



Life satisfaction statements
I am satisfied with my life ONLINE
In most ways my life ONLINE is close to my ideal
So far, I have gotten the important things I want from my life ONLINE
The conditions of my life ONLINE are excellent

VALIDATION OF DWBI THROUGH LIFE-SATISFACTION MEASURE

Offline Life Satisfaction



Life satisfaction statements
I am satisfied with my life OFFLINE
In most ways my life OFFLINE is close to my ideal
So far, I have gotten the important things I want from my life OFFLINE
The conditions of my life OFFLINE are excellent



LIFE SATISFACTION MEASURES – OFFLINE SAT SLIGHTLY HIGHER

Online life satisfaction statements (completely agree, agree a lot %)	Total	Teens	Gen Z adults	Parents of 13-19-yr. old
I am satisfied with my life ONLINE	40%	46%	33%	42%
The conditions of my life ONLINE are excellent	30%	34%	26%	30%
So far, I have gotten the important things I want from my life ONLINE	29%	32%	25%	30%
In most ways my life ONLINE is close to my ideal	28%	31%	26%	28%

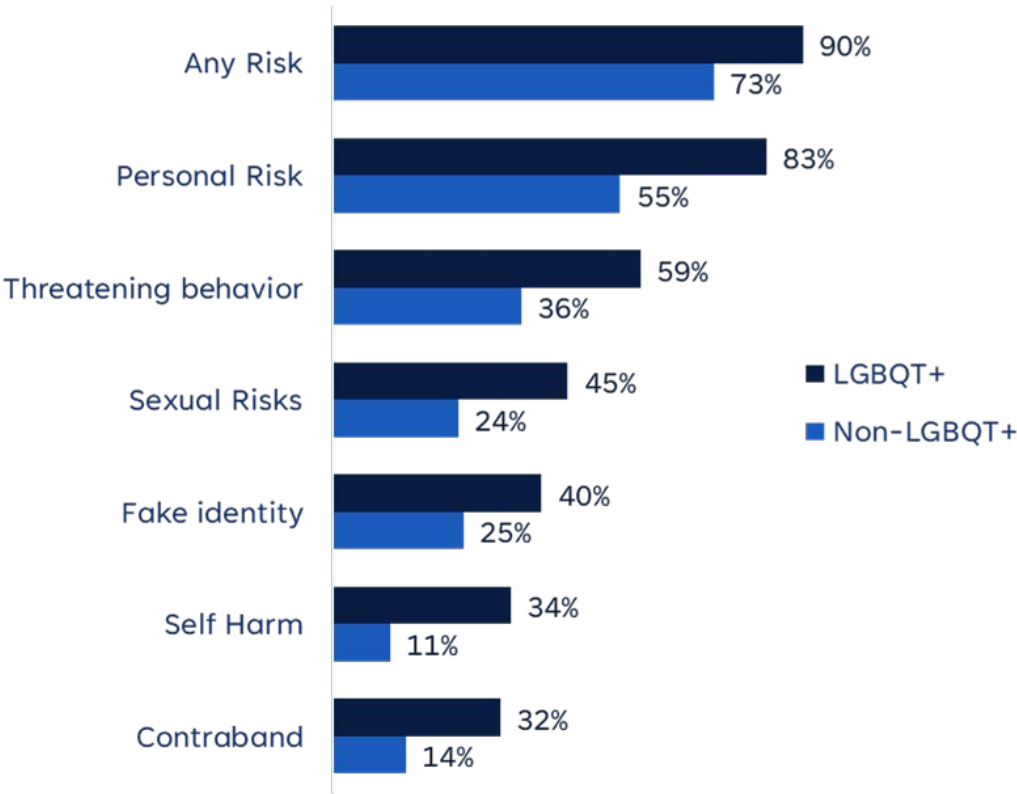
Offline life satisfaction statements (completely agree, agree a lot %)	Total	Teens	Gen Z adults	Parents of 13-19-yr. old
I am satisfied with my life OFFLINE	44%	48%	37%	46%
The conditions of my life OFFLINE are excellent	41%	46%	34%	43%
So far, I have gotten the important things I want from my life OFFLINE	41%	46%	35%	42%
In most ways my life OFFLINE is close to my ideal	38%	42%	33%	38%



90% of LGBTQ+ EXPERIENCED A RISK

13% IDENTIFIED AS LGBTQ+ N=784

LGBTQ+ experienced a wider range of personal risks beyond fake news or unwanted contact



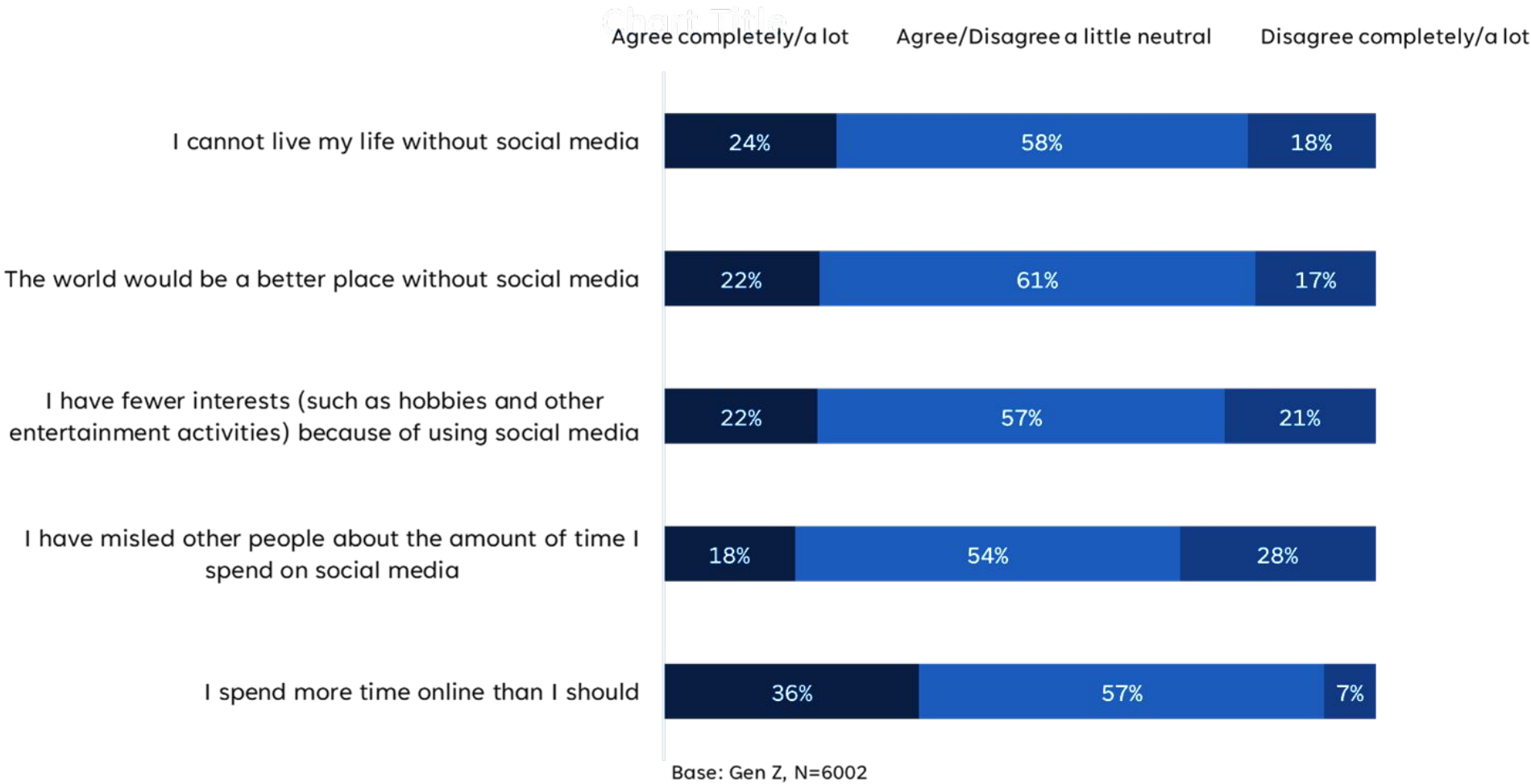
Identify as LBGQT+	Teens	Gen Z adults
Total	10%	16%
Male	9%	13%
Female	11%	20%

LGBTQ showed similar overall DWBI scores, though a greater number do emerge in the “struggling” bucket

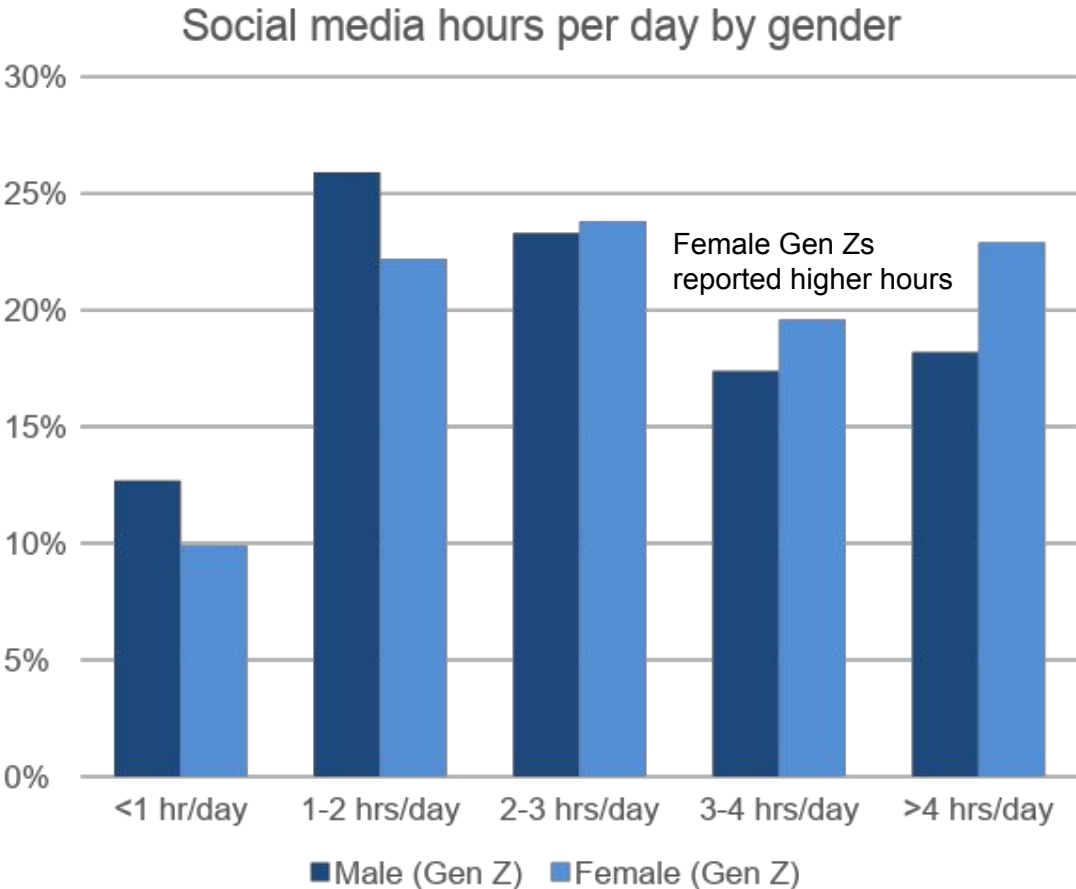
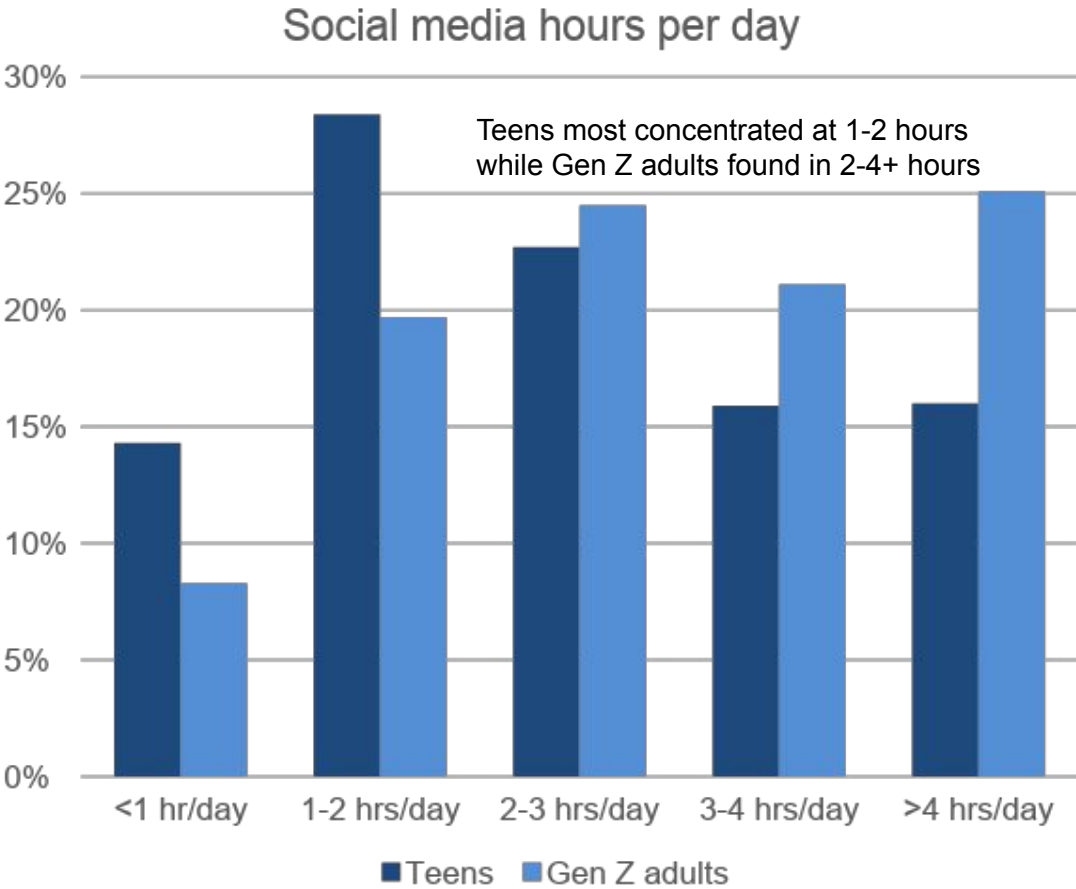




AT THE EXTREMES, GEN Z HAD SLIGHTLY MORE NEGATIVE ATTITUDES TOWARDS SOCIAL MEDIA



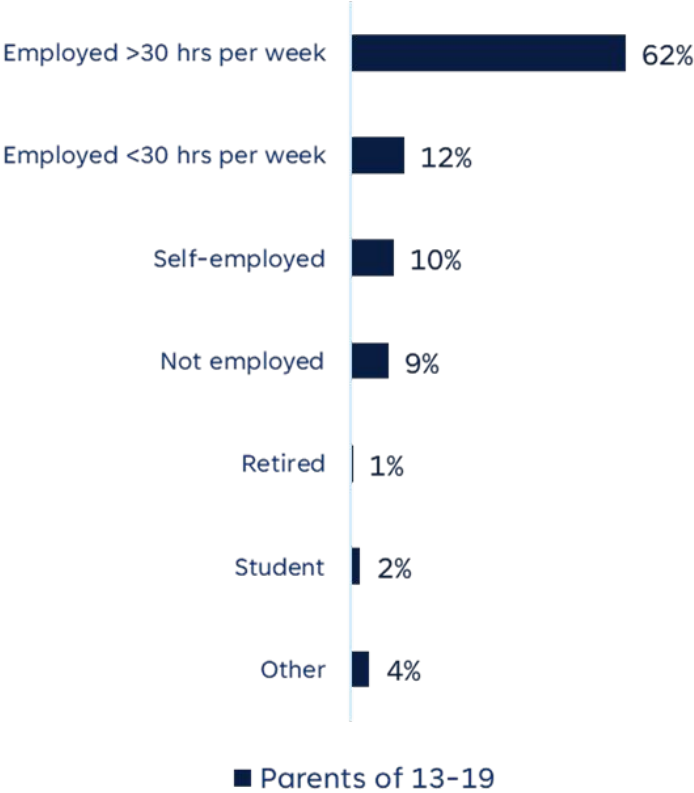
DAILY TIME SPENT ON SOCIAL MEDIA



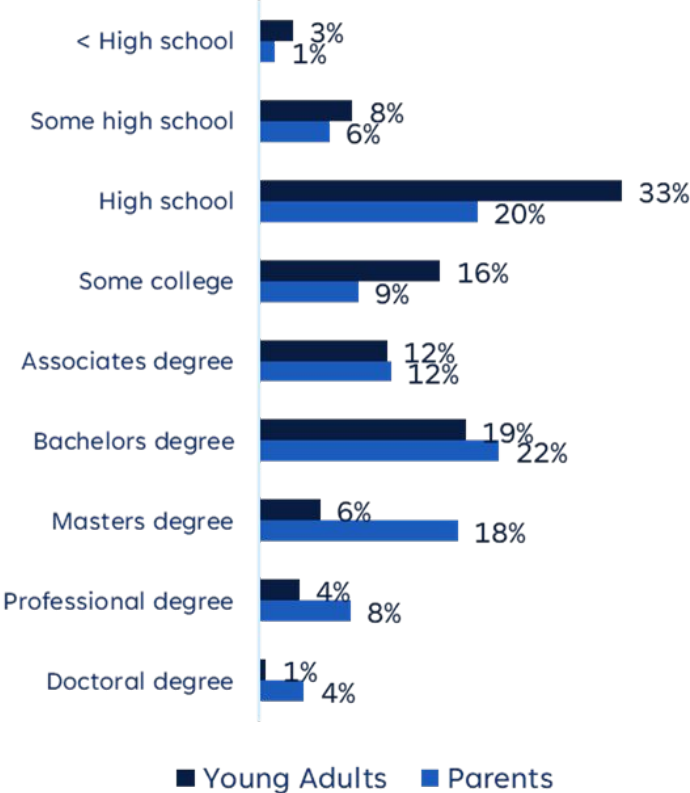


DEMOGRAPHICS

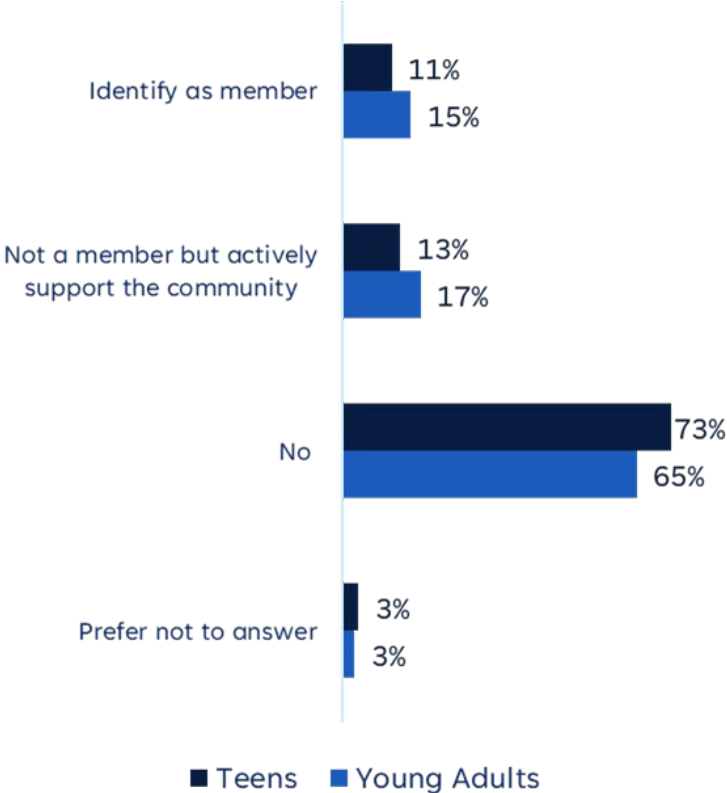
Employment



Education level



LGBTQ status



Q23: Which of the following best describes your current employment status?
Q24: What is the highest level of education you have completed?
Q25: Do you identify as a member of the LGBTQ+ community?