

Voices for Digital Well-Being

To help mark international Safer Internet Day (SID) 2025, the following individuals and organizations have voiced their support for cross-platform research focused on the online safety and digital well-being of teens and young adults.

Each year, Snap commissions research covering Generation Z teens' and young adults' experiences across online platforms generally. While Snap funds the research, it has no specific focus on Snapchat. The study, now in its third year, is released in full annually on SID. Results are offered to help inform the broader technology ecosystem as to how teens are faring online in six countries: Australia, France, Germany, India, the UK, and the U.S. In each country and across all six, the study produces an annual Digital Well-Being Index, a measure of young people's online psychological well-being.

"Snap's Digital Well-Being Index gives the public an important overview of how young people are doing online. This type of data can not only guide companies like Snap but also others on how we can work together to create a healthy experience on social media for everyone."

— **Ana Conrad**

Snap teen Council for Digital Well-Being member

"Snap's release of the third year of studying the impact of exposure to risks around digital well-being of literally thousands of youth from around the world, and how parents are navigating their child's online activity, is a welcomed contribution to the growing knowledge base. The findings illuminate the challenges as well as the hope in what social media provides youth, and are helpful for those involved in developing policies, programs and best practices for youth and young adults around the world. With research and transparency that is in this report, industry wide changes around safety and well-being can be made."

— **Dr. Dan Reibdenberg, Psy.D.**

International Suicide Prevention Expert
and Founder of Safe Online Standards, USA

"As a young person navigating our increasingly digital world, I often see online dangers surrounded by opacity, confusion, and misinformation. Through research such as the Digital Well-Being Index, everybody, from parents to policymakers, can use objective information to craft solutions for today's digital challenges."

— **Dinu Antonescu**

Snap teen Council for Digital Well-Being member

"Snap's Digital Well-Being Index is an important addition to the research on the topic of the relative risks and benefits of social media for Gen Z. The data from outside the U.S. are especially helpful because they provide context for the policy debates here in the U.S., reminding us that we can't address potential harms in a vacuum. Environmental and cultural variables must be considered if we are to get an accurate read on young peoples' online experiences."

— **Ed Ternan**

President, Song For Charlie + Snap Safety Advisory
Board Member, USA

"In an era where 'tech with a conscience' is our guiding principle, it is encouraging to see Snapchat focusing on research related to digital well-being. This research, which explores the experiences of young people with online engagement and social media, can inform platforms and promote digital literacy, citizenship, and the well-being of users. Additionally, Snapchat's study included insights from parents, which is crucial in fostering healthy communities. The Digital Well-being Index highlights key elements of Flourishing, supporting not only individual well-being but also the collective well-being of our communities. Research and resources are valuable to the education and technology sectors, aiding in the development of evidence-based policies, programs, and services. Continued exploration of youth and families on media platforms will further the conversation that prioritizes ethical considerations."

— **Dr. Jennifer Laffier**

Assistant Professor, Mitch and Leslie Frazer Faculty of Education,
Ontario Tech University, Canada

"A safer digital future starts with awareness. Research such as the Digital Well-Being Index is crucial in exposing online dangers like sextortion, informing us to advocate for stronger online safety protections."

— **Katelynn Nguyen**

Snap teen Council for Digital Well-Being member

"Snap's ongoing research into online risks is a valuable resource for everyone involved in protecting young people, including parents, government agencies, academics and non-profit organizations. These valuable insights help us to shape our programs to better serve parents and youth in the U.S. and other countries."

— **Larry Magid**

CEO, ConnectSafely, official U.S. organizers of
Safer Internet Day, USA

"At Safe Online, we have been championing collaborative efforts with Snap and other tech industry members around the importance of independent research for advancing online child safety through the Tech Coalition Safe Online Research Fund. Platform research efforts such as Snap's Digital Well-Being Index are a crucial complement to the research ecosystem and emphasize the value of investing in promotion of well-being and youth engagement for platform development."

— **Marija Manojlovic**

Executive Director, Safer Online, Switzerland

"In today's climate of incivility and uncertainty, Snap's Digital Well-Being Index has become an invaluable tool for educators like myself. It serves as a benchmark enabling us to gauge progress in countries not included in the index, and highlight areas where more efforts should be directed in light of the trends detected by the Index. Thanks to tools such as Snapchat's Index, online and offline well-being is moving to the top of the agenda of educators, families and young people themselves, and more recently policymakers, too. We are looking forward to more countries being added to the Index, to cover regions where well-being, though more crucial than ever, is still neglected."

— **Janice Richardson**

International advisor on children's rights and digital citizenship, Insight2Act + Snap Safety Advisory Board Member and the creator of Safer Internet Day, Europe + North Africa

"As a digital well-being leader, research is a catalyst for empowering teenagers like me to build experiences rich in positive emotion, meaningful achievements, deep engagement, and authentic relationships. It's a beacon of hope in fostering a safer and more connected digital world."

— **Jaylynn Perez**

Snap teen Council for Digital Well-Being member

"In the fast-moving and ever-changing world of online safety, good data is of the utmost importance to ensure that companies and countries respond in a way that meets the challenges head on, and young people where they are. Snap's Digital Well-Being Index does just that by asking thousands of young people what they have experienced and how they manage risk when using digital technology. This is crucial because, in addition to using data to prevent harm, we want younger generations to be resilient, both now and in the future."

— **Dr. Victoria Baines**

Professor of Information Technology, Gresham College, UK

"Through our work on the ground with children and their parents and carers supporting online safety, we see firsthand the fast pace of change of technology and its social impacts, both positive and negative. Research like this is so important in helping to inform this work and keep it up to date with the issues affecting children and families. And as we look to encourage conversations at home and in school around technology use, particularly safe technology use, data like this can also be a great neutral/depersonalised way to get things started. "

— **Will Gardner**

CEO, Childnet, official UK organizers of Safer Internet Day, UK

"This past year has seen considerable focus on the impact of social media on Generation Z. As public discourse has intensified, the opinions expressed have become more extreme and divorced from the reality of teenage lives. Snapchat's Digital Well-Being Index brings a much needed counterweight. Grounded in research and now entering its third year, it gives those of us working in the field of youth and education a valuable perspective on the connection between social media and well-being. The Index provides an important reminder of the wide range of responses and provides important metrics on the proportion of young people who seemingly suffer versus those whose lives are enriched by their engagement in social media."

— **Nicholas Carlisle**

CEO, Power of Zero, UK

"The Digital Well-Being Index gives us a closer lens into the critical challenge we face in the digital world. Its research shines light on real issues real people face in this online world. The effects of telling the stories behind dangerous disputes such as sextortion and grooming allow us to learn to address and create a safer, comforting online environment. I hope everyone, adults and youth, can make use of this Index, empowering the digital world to flourish into its true potential."

— **Salsabeel Eldeeb**

Snap teen Council for Digital Well-Being member

"As a researcher and empiricist, I've always appreciated the annual reveal of Snap's Digital Well-Being Index given that it serves as an essential pulse check on major trends in online safety, parent-teen dynamics, and related issues among young people. This year's findings provide critical insights into emerging challenges like AI-generated content and sextortion, while also providing new knowledge that families need as they endeavor to support youth navigating an increasingly complex digital landscape."

— **Sameer Hinduja**

Co-Director, Cyberbullying Research Center, USA

"Snap's Digital Well-Being Index research is a vital resource in understanding the evolving challenges and opportunities in online safety. The insights shared at the Tech Coalition's Multi-Stakeholder Forum on Financial Sextortion in 2024 set the stage for impactful conversations among tech industry leaders, law enforcement, governments, and civil society. By shining a light on the growing threat of financial sextortion and its effects on a whole generation of children, this research has empowered stakeholders to take informed, collaborative action. As a valued member of the Tech Coalition, Snap continues to demonstrate leadership and commitment to protecting children and fostering a safer digital ecosystem."

— **Sean Litton**

President & Chief Executive Officer, Technology Coalition, Inc., USA