



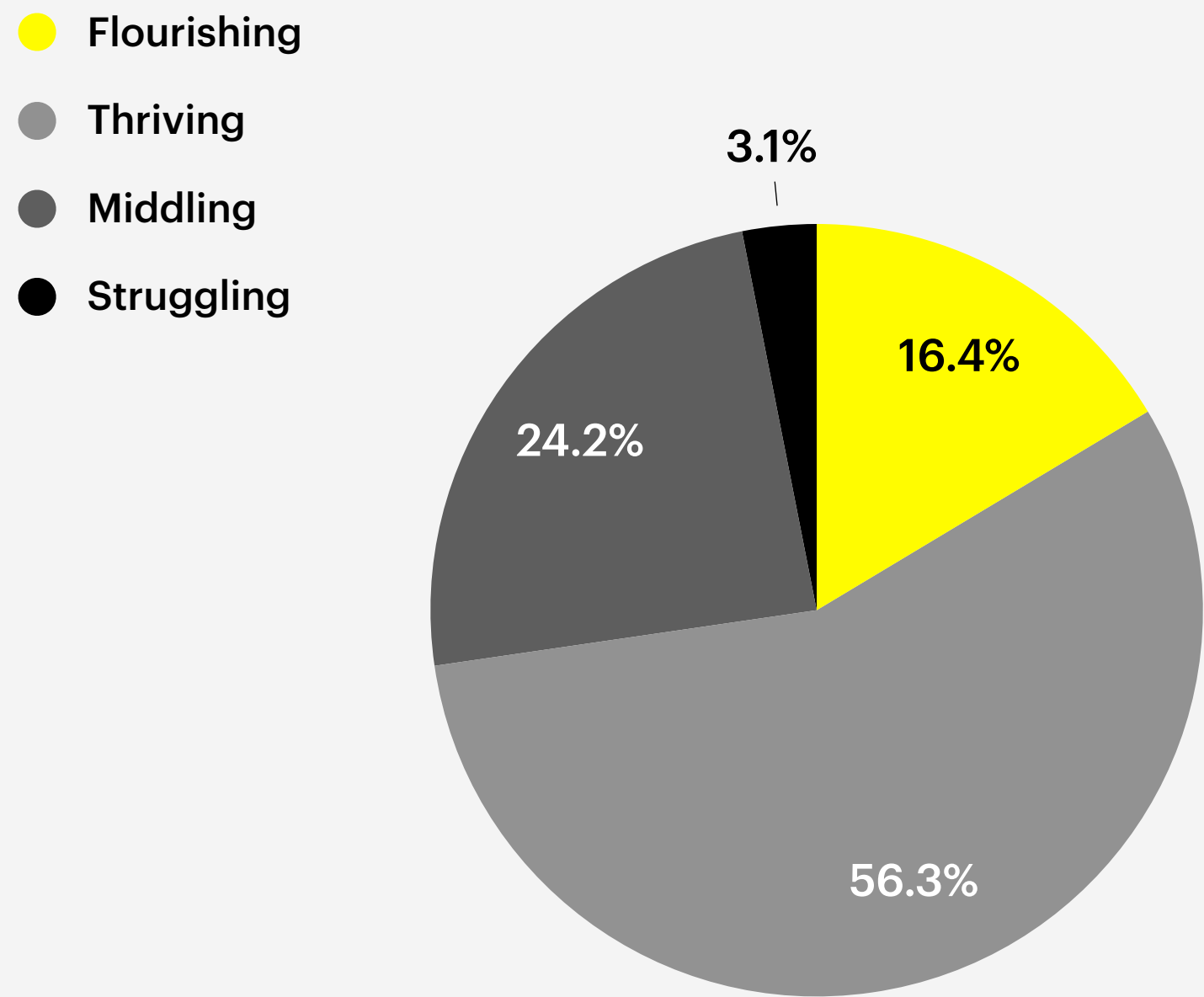
India

2023 Digital Well-Being Index

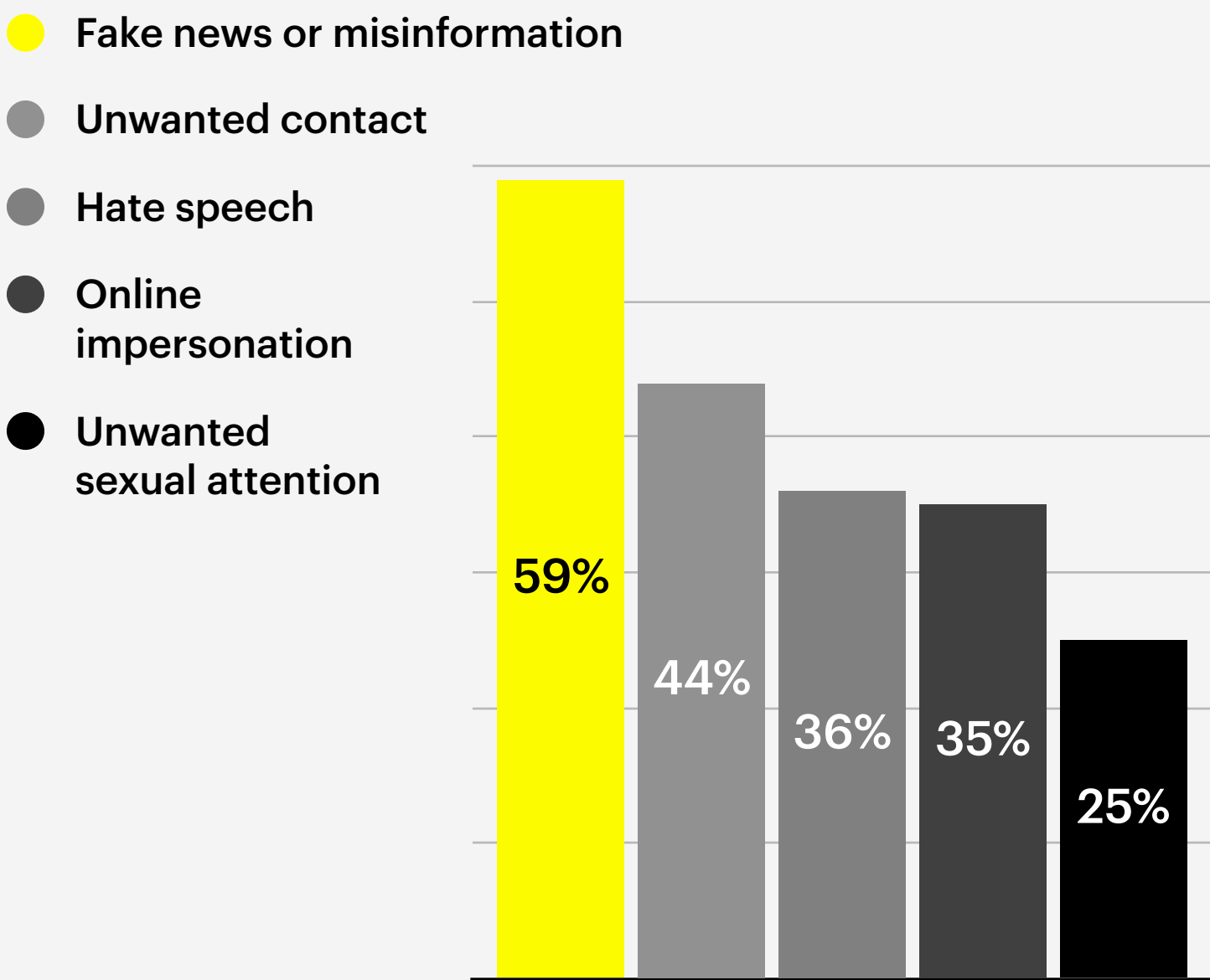
At Snap, nothing is more important than the safety and well-being of our Snapchat community. To offer insight into how teens and young adults are faring online in 2022, we conducted research into Generation Z’s digital well-being. The study was adapted for the online environment to produce a Digital Well-Being Index (DWBI), a measure of Gen Z’s online psychological well-being. We surveyed teens (aged 13-17), young adults (aged 18-24) and parents of teens, aged 13 to 19 in six countries: Australia, France, Germany, India, UK and the U.S. We asked respondents about their exposure to various online risks and, from those results and other attitudinal responses, devised a DWBI for each country and a combined reading across all six.

The index leverages the PERNA model, a variation on an existing research vehicle, comprising 20 sentiment statements across five categories: **P**ositive Emotion, **E**ngagement, **R**elationships, **N**egative Emotion and **A**chievement. The first Digital Well-Being Index for the six geographies stands at 62, a somewhat average reading on a scale of 0 to 100 – neither particularly favorable, nor especially worrisome. The India 2022 DWBI is **68**. The research was conducted between April 22, 2022, and May 10, 2022. More results for the India can be found in the graphic at the right.

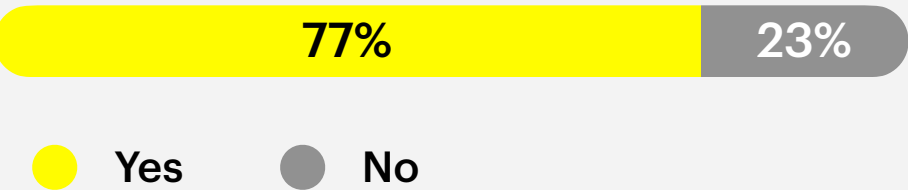
DWBI Segments



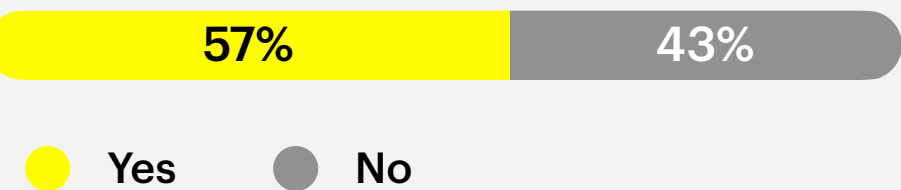
Top 5 Risks



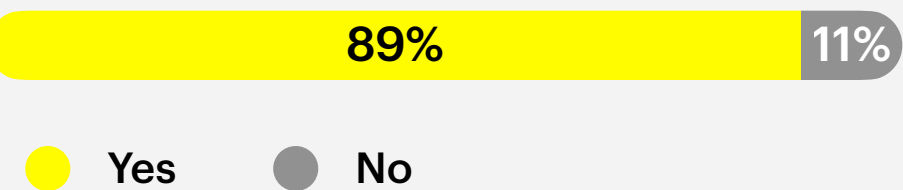
Teens who sought help after a risk (% Yes)



Parents who trusted their teens to act responsibly (% completely agreed or a lot)



Social media had a positive influence on the quality of my life (% choosing vs. SM had a negative influence)



Avg number of support assets
(13 - 24 yo)

6.9

Reasons for not reporting an incident (Base: used Snapchat monthly or more)

- I just ignore it. It's normal for people to post things some people find offensive
- No big deal; the person was just expressing an opinion

