2022 Digital Well-Being 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, U.S.

Interviews were conducted April 22 through May 10, 2022.
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).

Relationship of online risk with DWBI

- 82% 71% Any risk
- 46% 35% Threatening behavior
- 35% 25% Sexual
- 26% 11% Self-harm

Struggling  Flourishing
2. SOCIAL MEDIA PLAYS A MAJOR ROLE IN DIGITAL WELL-BEING

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

**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

**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).
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.

![Graph showing DWBI comparison between Teens (13-17 year olds) and Gen Z adults (18-24 year olds)].

Teens (13-17 year olds) 65
Gen Z adults (18-24 year olds) 60
INTRODUCING THE DIGITAL WELL-BEING INDEX

Positive emotion: 12
Achievement: 13
Engagement: 13
Relationships: 13
Negative emotion: 11

2022 Score: 62

Base: Gen Z, N=6002
Scores range from 0-100, Inventory of items on slide 50
DWBI GROUP SIZES & SCORE RANGES

**Flourishing**, 78-100
- **10%**

**Thriving**, 62-77
- **43%**

**Middling**, 45-61
- **40%**

**Struggling**, 0-44
- **7%**

<table>
<thead>
<tr>
<th>DWB group</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flourishing (Very high)</td>
<td>Extremely positive – rate everything at the top end of the scale</td>
</tr>
<tr>
<td>Thriving (High)</td>
<td>Average top two box across the dimensions; may not be top box on everything but experiences overall are very positive</td>
</tr>
<tr>
<td>Middling (Medium)</td>
<td>“Mid-range” in their evaluations. Mix of favorable and unfavorable ratings; everything’s not rosy</td>
</tr>
<tr>
<td>Struggling (Low)</td>
<td>Rate all dimensions on the low end of the scale (1-3 range); consistently encounter negative experiences and outcomes</td>
</tr>
</tbody>
</table>

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
VALIDITY: DIGITAL WELL-BEING RELATIONSHIPS

Risk
• Personal
• Non-personal

Social media
• Usage
• Attitudes

Support assets
• Parents
• School
• Community
• Peers

Health
• Physical
• Emotional

Direction of relationship
- + - +

+ - + -
RELATIONSHIP BETWEEN DWBI & RISKS

The relationship was dependent on the type of risk

Strong negative relationships with DWBI

<table>
<thead>
<tr>
<th>Bullying</th>
<th>DWBI</th>
<th>Struggling</th>
<th>Flourishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bullying</td>
<td>Teasing, name calling, purposeful embarrassment</td>
<td>59%</td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td>Flaming</td>
<td>42%</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Damaging relationships</td>
<td>38%</td>
<td>27%</td>
</tr>
<tr>
<td>Sexual</td>
<td>Sexual solicitation</td>
<td>54%</td>
<td>44%</td>
</tr>
<tr>
<td>Self-harm</td>
<td>Thoughts self-harm</td>
<td>20%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Thoughts of suicide</td>
<td>18%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Fake identity</th>
<th>DWBI</th>
<th>Struggling</th>
<th>Flourishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bullying</td>
<td>Someone impersonated and made false or malicious statements while pretending to be me*</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>A use pretended to be someone else to try and sell me something or for financial gain*</td>
<td>47%</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td>A user pretended to be someone else to try and establish a relationship with me*</td>
<td>54%</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>Someone pretended to be a celebrity or represent a brand to entice me to interact with them*</td>
<td>33%</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other risks</th>
<th>DWBI</th>
<th>Struggling</th>
<th>Flourishing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fake news, misinformation</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>Unwanted contact</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td>Contraband, extremism</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>Violent extremism, content &amp; messaging*</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Illegal drug sales*</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>Illegal weapons sales*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

- 41% I just ignore it. It's normal for people to post things some people find offensive
- 23% No big deal the person was just expressing an opinion
- 26% Fear nothing will happen, no serious consequences for the abuser
- 18% Fear of retaliation
- 17% Fear I'd get blamed for the incident

64% ignored or brushed off bad behavior

Gen Z adults 30%
Teens 23%

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

Social media has a positive influence on the quality of my life

I cannot live my life without social media

The world would be a better place without social media

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*

<table>
<thead>
<tr>
<th></th>
<th>0 to 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4 to 6</td>
</tr>
<tr>
<td></td>
<td>7 to 12</td>
</tr>
</tbody>
</table>

Digital Well-Being Segment

<table>
<thead>
<tr>
<th></th>
<th>Struggling</th>
<th>Middling</th>
<th>Thriving</th>
<th>Flourishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 3</td>
<td>72%</td>
<td>62%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>4 to 6</td>
<td>19%</td>
<td>26%</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>7 to 12</td>
<td>9%</td>
<td>12%</td>
<td>36%</td>
<td>63%</td>
</tr>
</tbody>
</table>

*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

Q26. How true is each statement for you personally?
RELATIONSHIP BETWEEN DWB & HEALTH

*Physical and mental health had a strong positive relationship with DWB*

Base: Gen Z, N=6002

Q12, Q12p How much do you agree or disagree with the following statements… In general my <parents insert: teenage children's>…
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

- Yes, 76%
- No, 24%

Overall risk incidence

- Teens, 13-17: 68%
- Gen Z adults, 18-24: 83%
- Parents of 13-19: 66%

Base: Gen Z, N=6002

Parents reported what risks they believed their children experienced
<table>
<thead>
<tr>
<th>RISK DISTRIBUTION: NON-PERSONAL = MOST COMMON</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non-personal</strong></td>
</tr>
<tr>
<td>Fake news or misinformation, 50%</td>
</tr>
<tr>
<td>Unwanted contact, 35%</td>
</tr>
<tr>
<td><strong>Threatening behavior</strong></td>
</tr>
<tr>
<td>Hate speech, bullying &amp; harassment, threats of violence, 39%</td>
</tr>
<tr>
<td>Fake identity</td>
</tr>
<tr>
<td>Online impersonation, Account hijacking, 27%</td>
</tr>
<tr>
<td><strong>Sexual</strong></td>
</tr>
<tr>
<td>Non-consensual intimate imagery &amp; unwanted sexual attention, 26%</td>
</tr>
<tr>
<td>Contraband, extremism</td>
</tr>
<tr>
<td>Extremist content, Illegal drug, weapon sales, 16%</td>
</tr>
<tr>
<td>Self-harm</td>
</tr>
<tr>
<td>Thoughts of self-harm &amp; suicide, 14%</td>
</tr>
</tbody>
</table>

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
21% Bullying & harassment

- Disrespecting: 58%
- Teasing, name calling, purposeful embarrassment: 49%
- Trolling: 49%
- Flaming: 31%
- Excluding: 30%
- Damaging relationships: 29%
- Dislike/contempt for females: 28%
- Cyberstalking: 24%
- Doxing: 14%

19% Online impersonation

- A user pretended...to try and establish a relationship with me: 49%
- A user pretended...to try and sell me something or for financial gain: 41%
- Someone pretended to be a celebrity or represent a brand: 32%
- Someone impersonated me online and made false/malicious statements: 30%

12% Non-consensual intimate imagery

- Unsolicited sexual content: 75%
- Sexual solicitation: 45%
- Revenge porn: 19%

Base: Gen Z, N=6002
GEN Z ADULTS EXPERIENCED MORE RISKS THAN TEENS

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.
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%)

Q6D. You mentioned that you [parent: your child] had thoughts of self-harm. Did you follow through on thoughts to harm yourself? Base Gen Z who had thoughts of self harm N=619
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.

**TYPES OF SELF-HARM**

- Cutting, 58%
- Stop eating, binge, purge, 54%
- Hitting oneself or object, 38%
- Hair-pulling, 34%
- Interfering with wound healing, 29%
- Burning, 29%
- Inserting objects into skin, 25%
- Bruising, breaking bones, 25%

Base: Gen Z who followed through on thoughts of self-harm, N=303
ARE HIGH ACHIEVERS MORE LIKELY TO SELF HARM?

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

...Those with the highest DWBI were the mostly likely to follow-through with self-harm

Among those who followed-through

High achiever pressures?

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

Risk exposure was higher
Number of support assets was lower
Sought help after a risk happened less often

68% 83%
Teens, 13-17 Gen Z adults 18-24

5 4
Teens, 13-17 Gen Z adults 18-24

64% 41%
Teens, 13-17 Gen Z adults 18-24
Gen Z adults scored lower than teens on positive / negative emotions & relationships online.

Base: Gen Z, N=6002
Detailed inventory of items on slide 79
FEMALES HAD HIGHER REPRESENTATION IN THE STRUGGLING & MIDDLING GROUPS VS. MALES

**Teens**
- **Female**: Struggling 54%, Middling 56%, Thriving 46%, Flourishing 48%
- **Male**: Struggling 46%, Middling 44%, Thriving 54%, Flourishing 52%

**Gen Z adults**
- **Female**: Struggling 57%, Middling 52%, Thriving 48%, Flourishing 42%
- **Male**: Struggling 43%, Middling 48%, Thriving 53%, Flourishing 59%
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:

- **Positive emotion**:
  - Teens, 13-17: 54%
  - Parents of 13-19: 48%
  - Gen Z adults, 18-24: 48%

- **Engagement**:
  - Teens, 13-17: 71%
  - Parents of 13-19: 67%
  - Gen Z adults, 18-24: 66%

- **Relationships**:
  - Teens, 13-17: 68%
  - Parents of 13-19: 59%
  - Gen Z adults, 18-24: 65%

- **Negative emotion**:
  - Teens, 13-17: 34%
  - Parents of 13-19: 30%
  - Gen Z adults, 18-24: 46%

- **Achievement**:
  - Teens, 13-17: 61%
  - Parents of 13-19: 58%
  - Gen Z adults, 18-24: 64%

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

- Teens: 68%
- Parents of teens: 70%

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

- Teens: 68%
- Parents of young adults (18-19): 85%

Risks exposure (any risk %):

- Parents of young adults (18-19): 57%

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 TRUSTED THEIR TEENS TO ACT RESPONSIBLY ONLINE...

Q4: How much do you agree or disagree with the following statement?

- Agree completely, a lot: 49%
- Agree a little: 29%
- Neither agree/disagree: 10%
- Completely disagree, a lot: 12%

78% trusted their teenagers. Parents of Young Adults (18-19) were much less likely to regularly check in at 54% vs. 71%.

I trust my child to act responsibly online and don't feel the need to actively monitor them.

I regularly check in with my child about their online activities and ask if they are experiencing any problems.
Q10. You mentioned that your child experienced incidents online during the past three months. How did you learn about what happened to your child?

- Teen told me
- Figured it out on my own
- Learned from someone else

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

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

Teenagers were less likely to come forward as the risks got more dangerous.
CHECKING IN WAS POSITIVELY RELATED TO TEENAGERS' DWB

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.

Base: Parents of 13–19-year-olds who checked in with their teenager regularly about their online activities N=1256
52% of Gen Z sought help after experiencing a risk

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

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

Q9. Who did you talk to or seek help from?
DWBI AROUND THE WORLD
GLOBAL AVERAGE = 62
INDIA HAD THE HIGHEST PROPORTION OF “FLOURISHING” & “THRIVING” RESPONDENTS

1. Flourishing

- **Germany**: Highest percentage of Struggling (9%), 3x higher than India and 4-pts. higher than UK.

- **India**: Flourishing (16%), Thriving (56%)

2. Thriving

- **France**: Highest percentage of Middling (51%), 6-pts. higher than Germany.
  France had the lowest penetration in the Flourishing and Thriving groups.

3. Middling

4. Struggling
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.

Less than one in five French parents regularly checked-in with teens about their online activities. Could this help explain why France had the lowest proportion of Flourishing and Thriving respondents?
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

<table>
<thead>
<tr>
<th>Category</th>
<th>AU</th>
<th>FR</th>
<th>DE</th>
<th>IN</th>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fake news, misinformation</td>
<td>43%</td>
<td>54%</td>
<td>47%</td>
<td>44%</td>
<td>50%</td>
<td>43%</td>
</tr>
<tr>
<td>Unwanted contact</td>
<td>34%</td>
<td>34%</td>
<td>37%</td>
<td>32%</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>Threatening behavior (net)</td>
<td>41%</td>
<td>32%</td>
<td>33%</td>
<td>32%</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>Sexual risks (net)</td>
<td>26%</td>
<td>25%</td>
<td>25%</td>
<td>43%</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>Fake identity (net)</td>
<td>27%</td>
<td>24%</td>
<td>25%</td>
<td>22%</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Contraband, terrorism (net)</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>22%</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Self-harm (net)</td>
<td>14%</td>
<td>10%</td>
<td>13%</td>
<td>22%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Any risk (%)</td>
<td>74</td>
<td>76</td>
<td>73</td>
<td>84</td>
<td>69</td>
<td>71</td>
</tr>
</tbody>
</table>
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.

DWBI Score  63   60   60   68   62   64
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)

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

Segment size

Flourishing 10%
Thriving 44%
Middling 36%
Suffering 7%

Any risk (Gen Z)
Personal risks 74%
Fake news, misinformation 59%
Unwanted contact 43%
Threatening Behavior 34%
Sexual risks 41%
Fake identity 26%
Contraband, terrorism 27%
Self Harm 15%

DWBI by Audience

Teens 64
Gen Z adults 60
Parents 64
Gen Z male 64
Gen Z female 61

Daily Snapchat users

Teens (13-17) 38%
Gen Z adults (18-24) 45%
Parents of 13-19 16%
INDIA SNAPSHOT, DWBI = 68

Flourishing: 16%
Thriving: 56%
Middling: 24%
Suffering: 3%

Any risk (Gen Z): 84%
Personal risks: 70%
Fake news, misinformation: 59%
Unwanted contact: 44%
Threatening Behavior: 50%
Sexual risks: 32%
Fake identity: 43%
Contraband, terrorism: 22%
Self Harm: 22%

DWBI by Audience:
- Teens: 70%
- Gen Z adults: 64%
- Parents: 69%
- Gen Z male: 67%
- Gen Z female: 67%

Daily Snapchat users:
- Teens (13-17): 36%
- Gen Z adults (18-24): 43%
- Parents of 13-19: 28%

Relationships with DWBI (Gen Z):
- Risks (experienced any risk):
  - DWBI: 92%, Flourishing: 81%
- Social media (positive influence):
  - DWBI: 62%, Flourishing: 97%
- Support assets¹ (Avg. # of assets, 0-12):
  - DWBI: 3.4, Flourishing: 7.4
- Emotional health (Avg. score, scale 0-7):
  - DWBI: 4.4, Flourishing: 6.4
- Safety feature² (Aware not used, used):
  - DWBI: 85%, Flourishing: 91%
- Safety resource³ (Aware not used, used):
  - DWBI: 54%, Flourishing: 78%

1. Support assets at home, school, community and peers
2. Feature = Blocked a user
3. Resource = Mental health
UNITED KINGDOM SNAPSHOT, DWBI = 62

Flourishing: 9%
Thriving: 43%
Middling: 43%
Suffering: 5%

Any risk (Gen Z) 69%
Personal risks: 54%
Fake news, misinformation: 43%
Unwanted contact: 36%
Threatening Behavior: 29%
Sexual risks: 23%
Fake identity: 21%
Contraband, terrorism: 13%
Self Harm: 12%

Relationships with DWBI
Gen Z

DWBI
Risks (experienced any risk)
Struggling: 86%
Flourishing: 57%
Social media (positive influence)
Struggling: 47%
Flourishing: 97%
Support assets¹ (Avg. # of assets, 0-12)
Struggling: 2.1
Flourishing: 7.1
Emotional health (Avg. score, scale 0-7)
Struggling: 3.4
Flourishing: 6.0
Safety feature² (Aware not used, used)
Struggling: 83%
Flourishing: 90%
Safety resource³ (Aware not used, used)
Struggling: 52%
Flourishing: 53%

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

DWBI by Audience
Teens: 65%
Gen Z adults: 58%
Parents: 63%
Gen Z male: 63%
Gen Z female: 60%

Daily Snapchat users
Teens (13-17): 39%
Gen Z adults (18-24): 54%
Parents of 13-19: 20%
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

<table>
<thead>
<tr>
<th>Positive emotion</th>
<th>Engagement</th>
<th>Relationships</th>
<th>Negative emotion</th>
<th>Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often felt proud</td>
<td>Have had more good times than bad times online</td>
<td>Was very satisfied with my personal relationships online</td>
<td>Worried a lot that other people might not like me</td>
<td>Stayed informed so I felt in touch with what's happening in my community and the world</td>
</tr>
<tr>
<td>Often felt delighted</td>
<td>Got completely absorbed in what I was doing online</td>
<td>Have friends who really listen to me when I have something to say online</td>
<td>Worried about what other people might be saying about me online</td>
<td>Learned how to do things that are important to</td>
</tr>
<tr>
<td>I generally felt that what I did online was valuable and worthwhile</td>
<td>Often felt really interested in what I am doing online</td>
<td>Received help and support from others online when I needed</td>
<td>Often felt lonely</td>
<td>Was able to grow in my skills and abilities</td>
</tr>
<tr>
<td>Felt the things I did online gave me a sense of accomplishment and pride</td>
<td>Felt excited and interested in things online</td>
<td>Have people in my life online who really care about</td>
<td>Often felt left out and not close to anyone</td>
<td>Learned things that gave me more self-confidence</td>
</tr>
</tbody>
</table>

When I was interacting with other people and experiencing things online during the past three months, I...
# RISK DEFINITIONS

<table>
<thead>
<tr>
<th>Risk</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account hijacking</td>
<td>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.</td>
</tr>
<tr>
<td>Fake news or misinformation</td>
<td>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.</td>
</tr>
<tr>
<td>Hate speech</td>
<td>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.</td>
</tr>
<tr>
<td>Illegal drug sales</td>
<td>I was sent/exposed to content promoting the sale, distribution, or delivery of illegal or counterfeit drugs through the Internet or online platforms.</td>
</tr>
<tr>
<td>Weapons sales</td>
<td>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.</td>
</tr>
<tr>
<td>Online bullying &amp; harassment</td>
<td>I have been bullied, harassed, teased, or called hurtful names online.</td>
</tr>
<tr>
<td>Online impersonation</td>
<td>I have had experiences where someone had approached me using a fake identity online.</td>
</tr>
<tr>
<td>Non-consensual intimate imagery</td>
<td>Sexually explicit content produced or distributed without the consent of the people depicted.</td>
</tr>
<tr>
<td>Thoughts of self-harm</td>
<td>I have had thoughts about harming myself as a result of interacting online.</td>
</tr>
<tr>
<td>Thoughts of suicide</td>
<td>I have had thoughts about suicide as a result of interacting online.</td>
</tr>
<tr>
<td>Threats of violence</td>
<td>Someone online threatened to harm me, another person, or place.</td>
</tr>
<tr>
<td>Unwanted contact</td>
<td>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.]</td>
</tr>
<tr>
<td>Unwanted sexual attention</td>
<td>I received unwelcomed sexually-oriented teasing, joking or flirting.</td>
</tr>
<tr>
<td>Violent extremism or terrorism content/messages</td>
<td>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.</td>
</tr>
</tbody>
</table>

**Bold** respondents were asked for the type online bullying, online impersonation, etc. Definitions for these are on the following slide.
### 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 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.
Q12. How much do you agree or disagree with the following statements…

**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

<table>
<thead>
<tr>
<th>Life satisfaction statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am satisfied with my life OFFLINE</td>
</tr>
<tr>
<td>In most ways my life OFFLINE is close to my ideal</td>
</tr>
<tr>
<td>So far, I have gotten the important things I want from my life OFFLINE</td>
</tr>
<tr>
<td>The conditions of my life OFFLINE are excellent</td>
</tr>
</tbody>
</table>

Q12. How much do you agree or disagree with the following statements...
## LIFE SATISFACTION MEASURES – OFFLINE SAT SAT SLIGHTLY HIGHER

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

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

Adapted from life satisfaction scale created by Dr. Ed Diener
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

<table>
<thead>
<tr>
<th>Risk Type</th>
<th>All</th>
<th>LGBTQ+</th>
<th>Non-LGBTQ+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Risk</td>
<td>73%</td>
<td>90%</td>
<td>57%</td>
</tr>
<tr>
<td>Personal Risk</td>
<td>55%</td>
<td>83%</td>
<td>22%</td>
</tr>
<tr>
<td>Threatening behavior</td>
<td>36%</td>
<td>59%</td>
<td>17%</td>
</tr>
<tr>
<td>Sexual Risks</td>
<td>24%</td>
<td>45%</td>
<td>15%</td>
</tr>
<tr>
<td>Fake identity</td>
<td>25%</td>
<td>40%</td>
<td>15%</td>
</tr>
<tr>
<td>Self Harm</td>
<td>11%</td>
<td>34%</td>
<td>1%</td>
</tr>
<tr>
<td>Contraband</td>
<td>14%</td>
<td>32%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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

- LGBQT+:
  - Struggling: 10%
  - Middling: 35%
  - Thriving: 44%
  - Flourishing: 10%

- Non-LGBQT+:
  - Struggling: 6%
  - Middling: 40%
  - Thriving: 43%
  - Flourishing: 10%
AT THE EXTREMES, GEN Z HAD SLIGHTLY MORE NEGATIVE ATTITUDES TOWARDS SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree completely/a lot</th>
<th>Agree/Disagree a little neutral</th>
<th>Disagree completely/a lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>I cannot live my life without social media</td>
<td>24%</td>
<td>58%</td>
<td>18%</td>
</tr>
<tr>
<td>The world would be a better place without social media</td>
<td>22%</td>
<td>61%</td>
<td>17%</td>
</tr>
<tr>
<td>I have fewer interests (such as hobbies and other entertainment activities) because of using social media</td>
<td>22%</td>
<td>57%</td>
<td>21%</td>
</tr>
<tr>
<td>I have misled other people about the amount of time I spend on social media</td>
<td>18%</td>
<td>54%</td>
<td>28%</td>
</tr>
<tr>
<td>I spend more time online than I should</td>
<td>36%</td>
<td>57%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Base: Gen Z, N=6002

Q12c. How strongly do you agree or disagree with the following?
DAILY TIME SPENT ON SOCIAL MEDIA

Teens most concentrated at 1-2 hours while Gen Z adults found in 2-4+ hours

Female Gen Zs reported higher hours
## DEMOGRAPHICS

### Employment

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed &gt;30 hrs per week</td>
<td>62%</td>
</tr>
<tr>
<td>Employed &lt;30 hrs per week</td>
<td>12%</td>
</tr>
<tr>
<td>Self-employed</td>
<td>10%</td>
</tr>
<tr>
<td>Not employed</td>
<td>9%</td>
</tr>
<tr>
<td>Retired</td>
<td>1%</td>
</tr>
<tr>
<td>Student</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Education level

<table>
<thead>
<tr>
<th>Level</th>
<th>Young Adults</th>
<th>Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; High school</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Some high school</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>High school</td>
<td>20%</td>
<td>33%</td>
</tr>
<tr>
<td>Some college</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>Associates degree</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Bachelors degree</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Masters degree</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>Professional degree</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Doctoral degree</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

### LGBTQ status

<table>
<thead>
<tr>
<th>Status</th>
<th>Teens</th>
<th>Young Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify as member</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Not a member but actively support the community</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>No</td>
<td>73%</td>
<td>65%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Archive

Older/Original Slides
INTRODUCING THE DIGITAL WELL-BEING INDEX

Positive emotion: 12
Achievement: 13
Engagement: 13
Negative emotion: 11
Relationships: 13

2022 score: 62

Base: Gen Z, N=6002
Scores range from 0-100, Inventory of items on slide 50
# RELATIONSHIP BETWEEN DWBI & RISKS

The relationship was dependent on the type of risk

## Strong negative relationships with DWBI

<table>
<thead>
<tr>
<th>Bullying</th>
<th>DWBI Struggling</th>
<th>DWBI Flourishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teasing, name calling, purposeful embarrassment</td>
<td>59%</td>
<td>42%</td>
</tr>
<tr>
<td>Flaming</td>
<td>42%</td>
<td>31%</td>
</tr>
<tr>
<td>Damaging relationships</td>
<td>38%</td>
<td>27%</td>
</tr>
</tbody>
</table>

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

### Fake identity

- Someone impersonated and made false or malicious statements while pretending to be me*
  - DWBI Struggling: 34%
  - DWBI Flourishing: 32%

- A user pretended to be someone else to try and sell me something or for financial gain*
  - DWBI Struggling: 47%
  - DWBI Flourishing: 44%

### Other risks

- Fake news, misinformation
  - DWBI Struggling: 51%
  - DWBI Flourishing: 49%

- Unwanted contact
  - DWBI Struggling: 37%
  - DWBI Flourishing: 34%

### Contraband, extremism

- Violent extremism content & messaging*
  - DWBI Struggling: 10%
  - DWBI Flourishing: 9%

- Illegal drug sales*
  - DWBI Struggling: 11%
  - DWBI Flourishing: 6%

- Illegal weapons sales*
  - DWBI Struggling: 6%
  - DWBI Flourishing: 4%

---

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.
# Germany Snapshot, DWBI = 60

**Safety Features**
- Block a user: 46% aware, 41% used
- Report Snapchat user: 55% aware, 24% used
- Snapchat personal story: 61% aware, 19% used
- Discover content, stories: 58% aware, 21% used
- Use in-app or support site: 58% aware, 21% used

**Relationships with DWBI**
- Gen Z
  - Risks (experienced any risk): 71% struggling, 61% flourishing

**Resource Topics**
- Mental health: 40% aware, 10% used
- Anxiety and depression: 41% aware, 9% used
- Eating disorders: 41% aware, 10% used
- LGBTQ issues: 41% aware, 9% used
- Substance abuse: 41% aware, 7% used
- Suicide hotline: 40% aware, 8% used

**Specific Resources**
- Nummer gegen Kummer: 50% aware, 10% used
- Telefon Seelsorge: 49% aware, 3% used

**Daily Snapchat Users**
- Teens (13-17): 24% aware
- Gen Z adults (18-24): 42% aware
- Parents of 13-19: 12% aware

**DWBI by Audience**
- Teens: 63
- Gen Z adults: 58
- Parents: 60
- Gen Z male: 62
- Gen Z female: 59

**Social Media**
- (positive influence)
  - 44% aware, 94% used

**Support Assets**
- (Avg. # of assets, 0-12)
  - 2.9 aware, 7.4 used

**Emotional Health**
- (Avg. score, scale 0-7)
  - 4.0 aware, 6.3 used

**Safety Feature**
- (Aware not used, used)
  - 85% aware, 92% used

**Safety Resource**
- (Aware not used, used)
  - 36% aware, 61% used

1. Support assets at home, school, community and peers
2. Feature = Blocked a user
3. Resource = Mental health
### INDIA SNAPSHOT, DWBI = 68

<table>
<thead>
<tr>
<th>Segment size</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flourishing</td>
<td>16%</td>
</tr>
<tr>
<td>Thriving</td>
<td>56%</td>
</tr>
<tr>
<td>Middling</td>
<td>24%</td>
</tr>
<tr>
<td>Suffering</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Any risk (Gen Z)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fake news, misinformation</td>
<td>84%</td>
</tr>
<tr>
<td>Unwanted contact</td>
<td>70%</td>
</tr>
<tr>
<td>Threatening Behavior</td>
<td>59%</td>
</tr>
<tr>
<td>Sexual risks</td>
<td>44%</td>
</tr>
<tr>
<td>Contraband, terrorism</td>
<td>43%</td>
</tr>
<tr>
<td>Self Harm</td>
<td>22%</td>
</tr>
</tbody>
</table>

**DWBI by Audience**

<table>
<thead>
<tr>
<th>Audience</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teens</td>
<td>70%</td>
</tr>
<tr>
<td>Gen Z adults</td>
<td>64%</td>
</tr>
<tr>
<td>Parents</td>
<td>69%</td>
</tr>
<tr>
<td>Gen Z male</td>
<td>67%</td>
</tr>
<tr>
<td>Gen Z female</td>
<td>67%</td>
</tr>
</tbody>
</table>

**Daily Snapchat users**

<table>
<thead>
<tr>
<th>Audience</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teens (13-17)</td>
<td>36%</td>
</tr>
<tr>
<td>Gen Z adults (18-24)</td>
<td>43%</td>
</tr>
<tr>
<td>Parents of 13-19</td>
<td>28%</td>
</tr>
</tbody>
</table>

**Safety features**

(Aware not used, used, base: total)

- Block a user: 44% used, 45% not used
- Report Snapchat user: 54% used, 30% not used
- Snapchat, personal story: 52% used, 29% not used
- Discover content, stories: 51% used, 29% not used
- Use in-app or support site: 48% used, 34% not used

**Resource topics**

(Aware not used, used, base: total)

- Mental health: 45% used, 24% not used
- Anxiety and depression: 47% used, 19% not used
- Eating disorders: 43% used, 20% not used
- LGBTQ issues: 44% used, 15% not used
- Substance abuse: 43% used, 18% not used
- Suicide hotline: 40% used, 13% not used

**Specific resources**

(Aware not used, used, base: total)

- AASRA: 35% used, 17% not used
- Sneha India: 38% used, 17% not used
- Here for You: 43% used, 26% not used

**Relationships with DWBI**

<table>
<thead>
<tr>
<th>Gen Z</th>
<th>Struggling</th>
<th>Flourishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risks (experienced any risk)</td>
<td>92%</td>
<td>81%</td>
</tr>
<tr>
<td>Social media (positive influence)</td>
<td>62%</td>
<td>97%</td>
</tr>
<tr>
<td>Support assets (Avg. # of assets, 0-12)</td>
<td>3.4</td>
<td>7.4</td>
</tr>
<tr>
<td>Emotional health (Avg. score, scale 0-7)</td>
<td>4.4</td>
<td>6.4</td>
</tr>
<tr>
<td>Safety feature (Aware not used, used)</td>
<td>85%</td>
<td>91%</td>
</tr>
<tr>
<td>Safety resource (Aware not used, used)</td>
<td>54%</td>
<td>78%</td>
</tr>
</tbody>
</table>

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