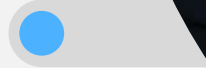


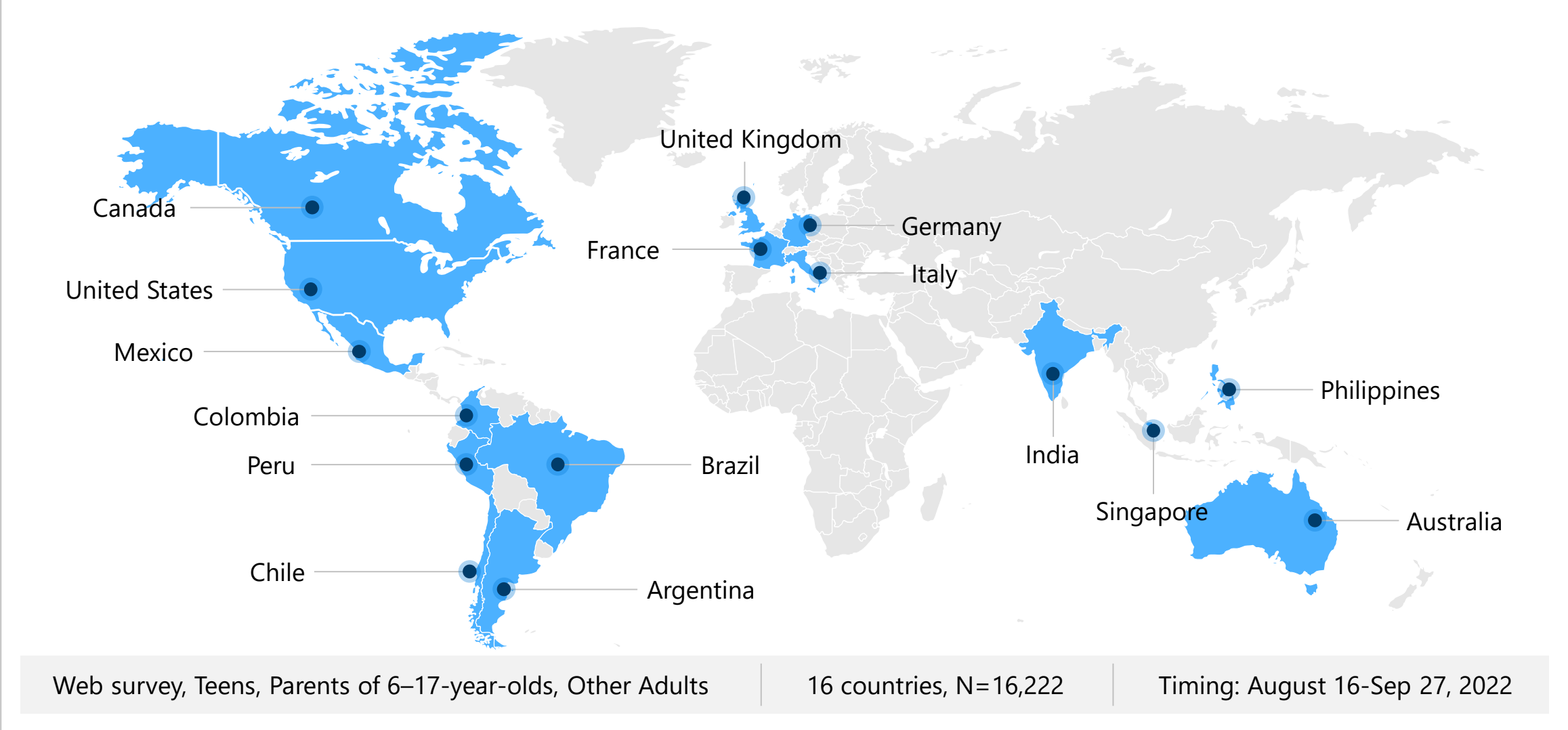


# Global Online Safety Survey 2023

Parents' and kids'  
perceptions of online safety



# Study methodology



# Changes in wave 7

## Summary of changes in Wave 7



## Description

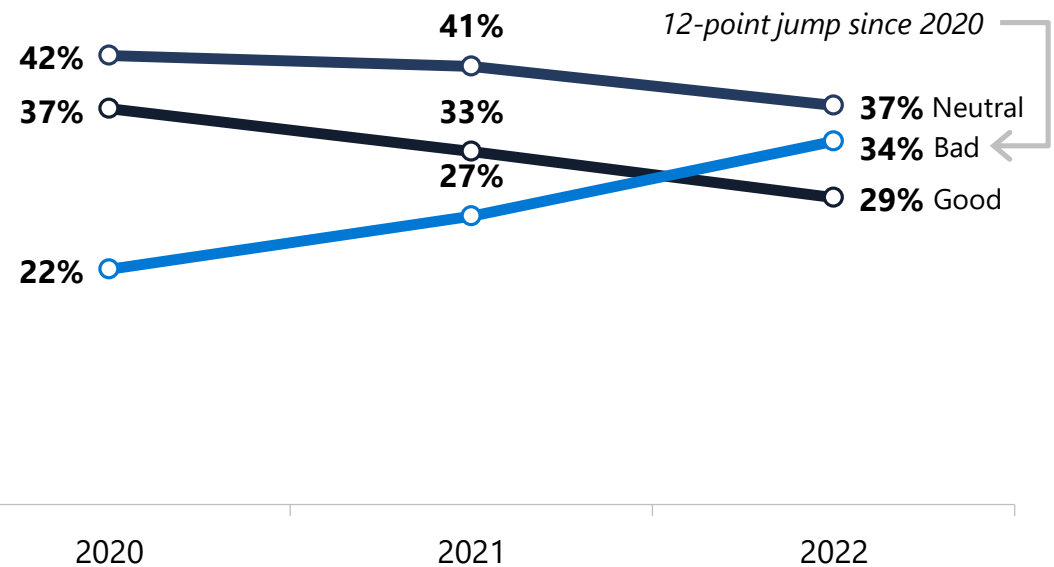


<b>Sample</b>	2x larger samples per country, N=1000 Sub-quota of parents of 6-12 & 13–17-year-olds 16 countries vs. 22 in 2021 Lowered top age from 74 to 64
<b>Online risks</b>	Shorter number of risks, updated definitions, occur within the last year Digital civility index trend discontinued Most worried about
<b>Safety tools &amp; child safety actions</b>	Awareness, usage & effectiveness
<b>Attitudes towards platform moderation</b>	Safety actions online platforms should be doing How much content moderation should happen
<b>Government &amp; online safety</b>	Awareness of government actions around online safety Effectiveness of government safety actions
<b>Future online safety issues</b>	Which future technological developments pose the greatest challenge to online safety

# Theme 1: Online civility deteriorated during the pandemic

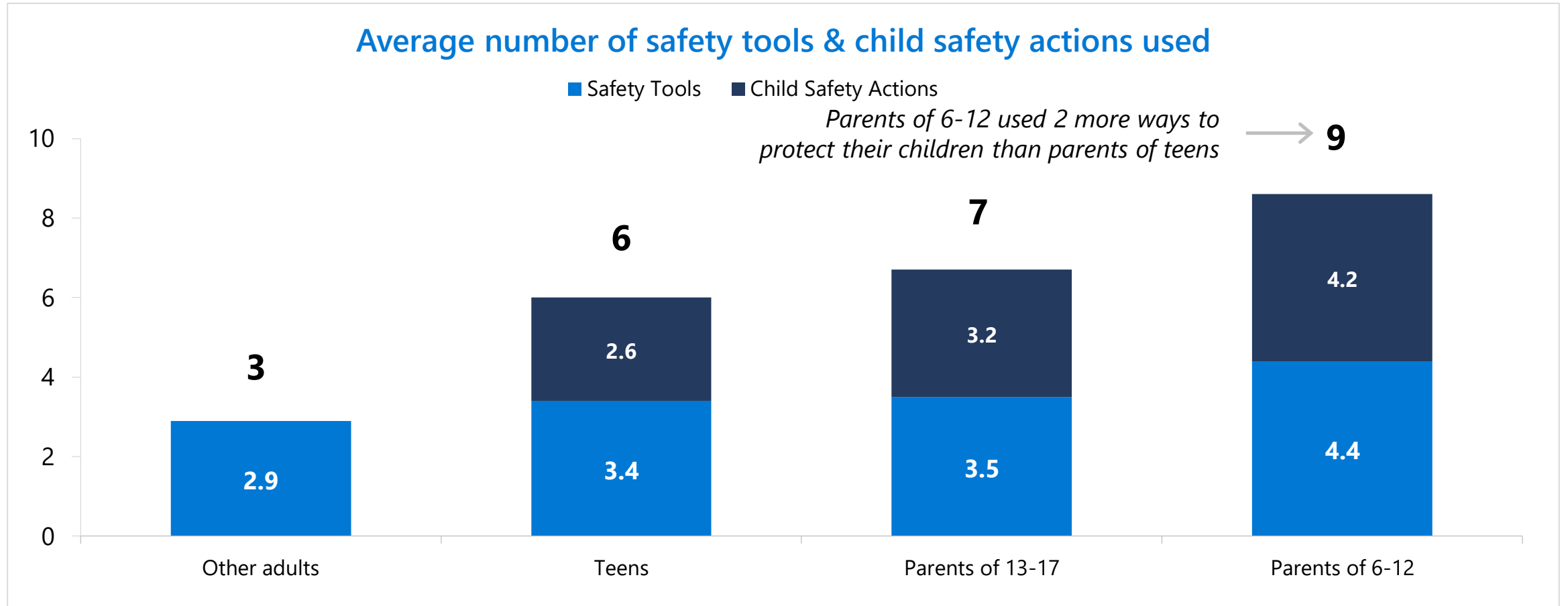
- Adults (38%) were more likely to report civility was bad in their country compared to teens (30%)
- Among adults, more females (40%) than males (36%) said civility was bad
- More Millennials and Gen X (40%) said civility was bad compared to Gen Z and Boomers (30%)
- Regionally, APAC geos reported the highest marks for good civility (43%) and the lowest bad civility (16%). This was in stark contrast to LATAM and Western Europe which had bad civility ratings of 44% each

## Online civility has deteriorated since 2020



Base: Total N=16,222

# Theme 2: Parents & teens used multiple safety tools & actions



QST1. Here are some different safety features you can use online to keep yourself safe or deal with people or content that you feel is inappropriate or makes you uncomfortable. Let us know if you are aware of any of these features and have used any of them.

QP2. Please tell us all ways you monitor and guide your children's online activities and usage

QP3. Please tell us all the parental controls or other platform-provided safety tools you currently use to help keep your children safe online  
QT2. Please tell us all the ways you try to keep yourself safe online

# Theme 3: There was strong support for moderation of illegal & harmful content

Respondents reported feeling most strongly about content moderation on the following platforms:



Social media



Video-sharing

Demand for content moderation was slightly lower on these platforms:



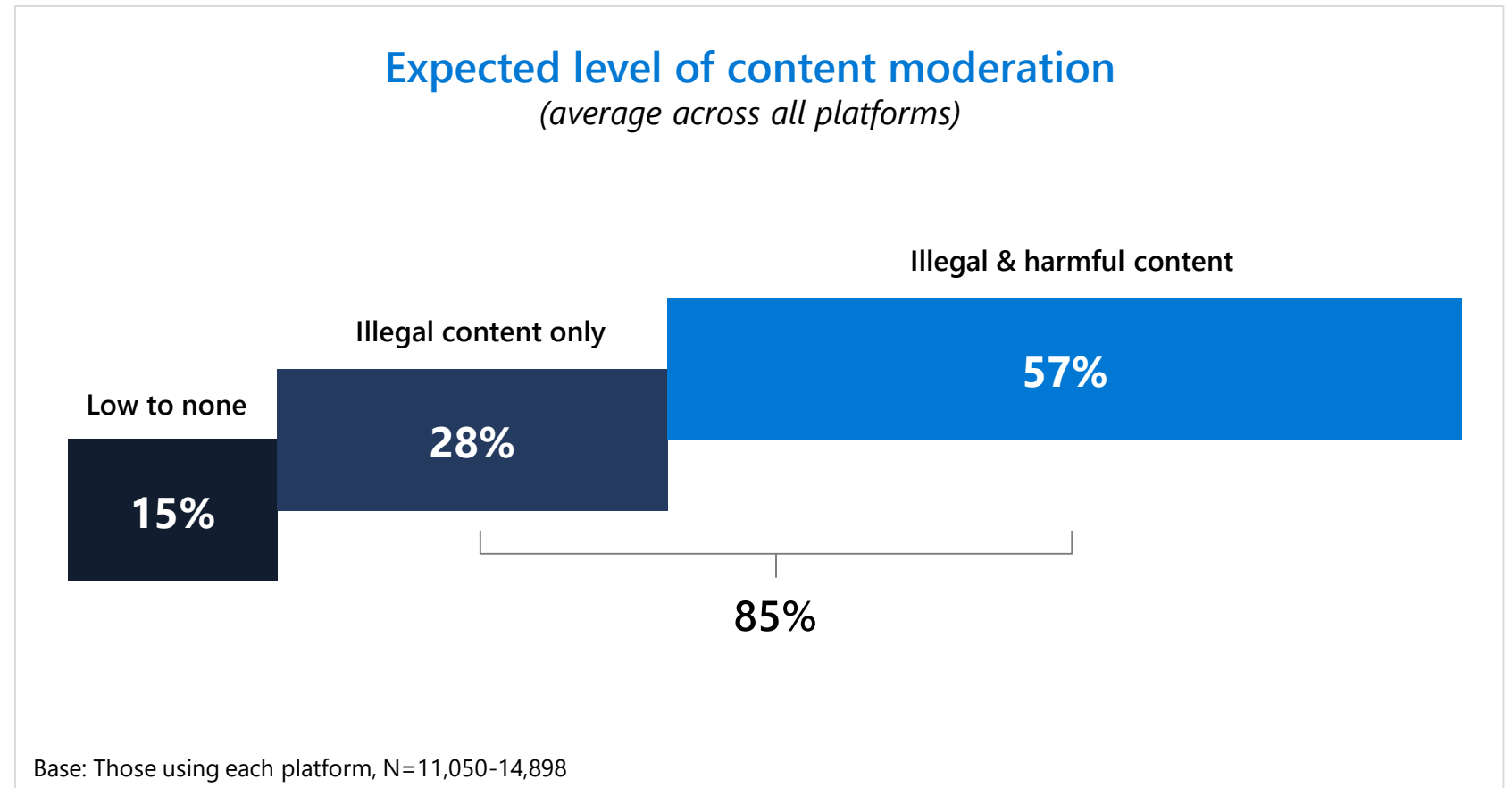
Cloud Storage



Email



Gaming



# Theme 4: Most were unaware of Government efforts to protect users safety online



Almost two-thirds were unaware of their government's efforts

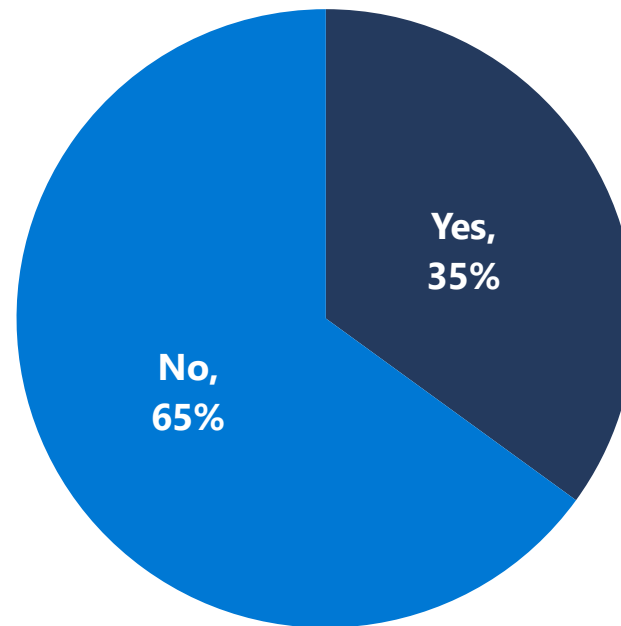


Those who were aware of governments' efforts had more faith they could help reduce risks online



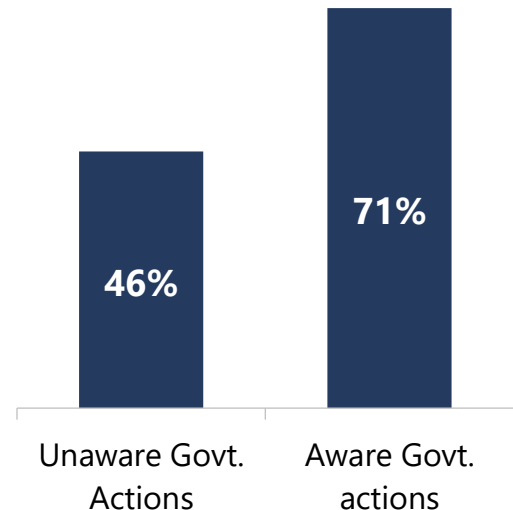
Respondents had more faith in online platforms than government to help reduce the risks and threats to users

Awareness of government efforts to protect your safety online



I feel our government's actions around online safety will help reduce risks on online platforms

% completely agree, a lot, a little





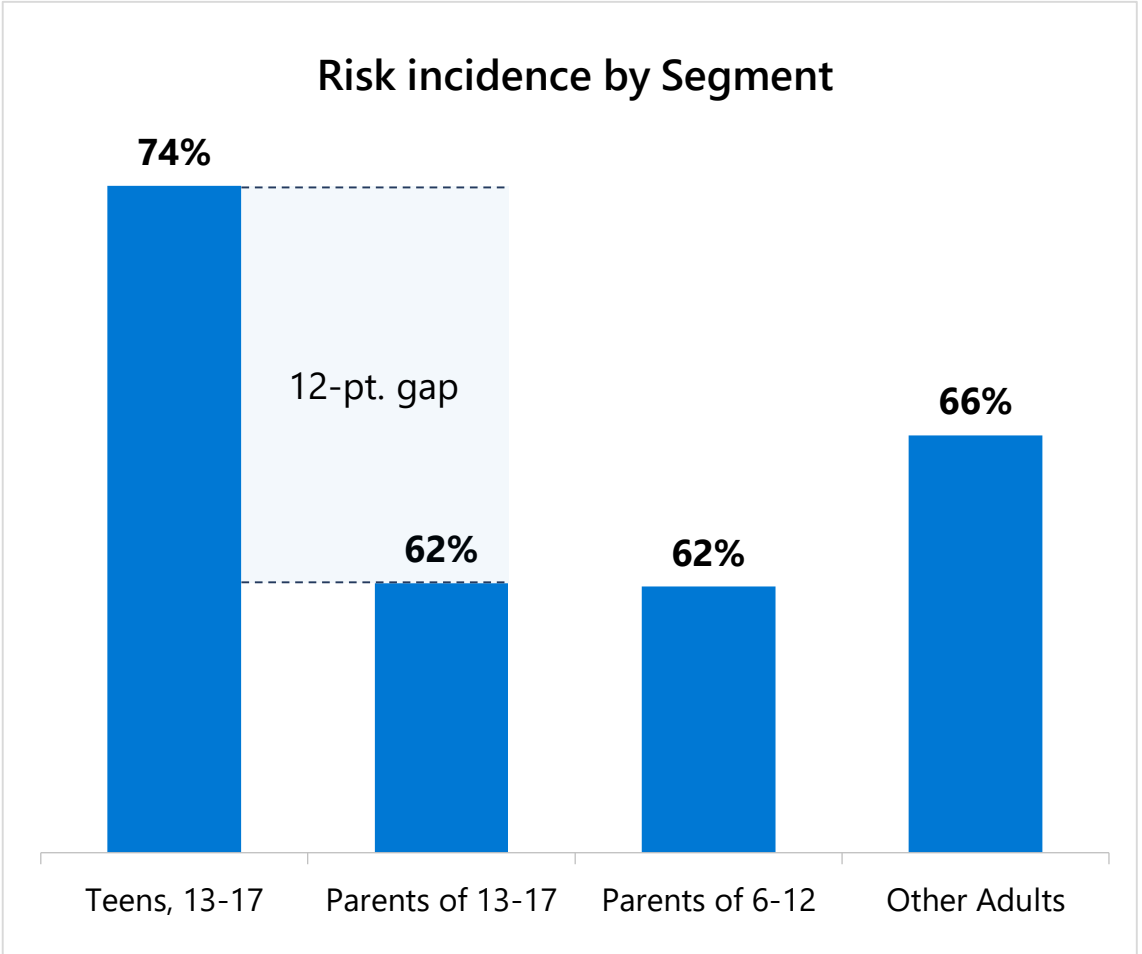
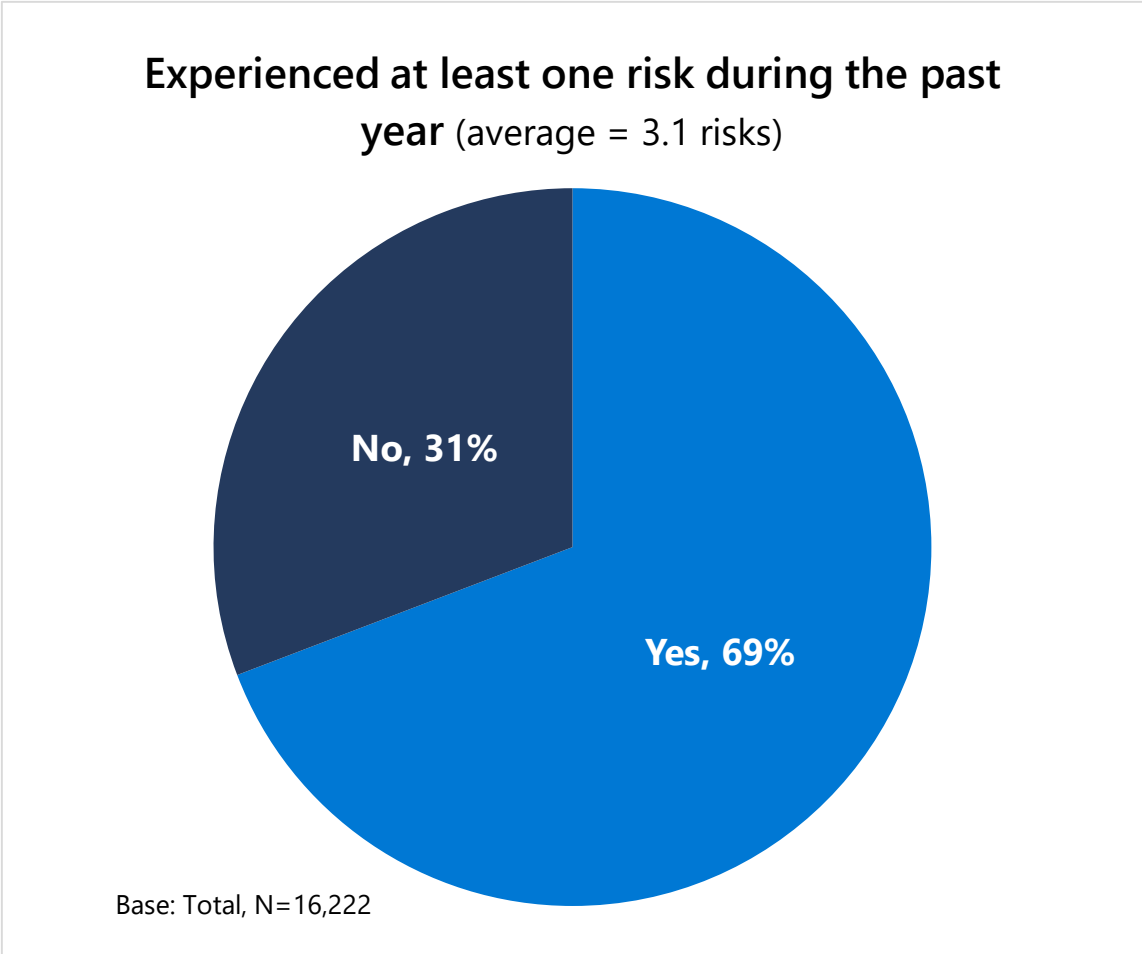
# Online risks





# 69% reported experiencing a risk in the past year

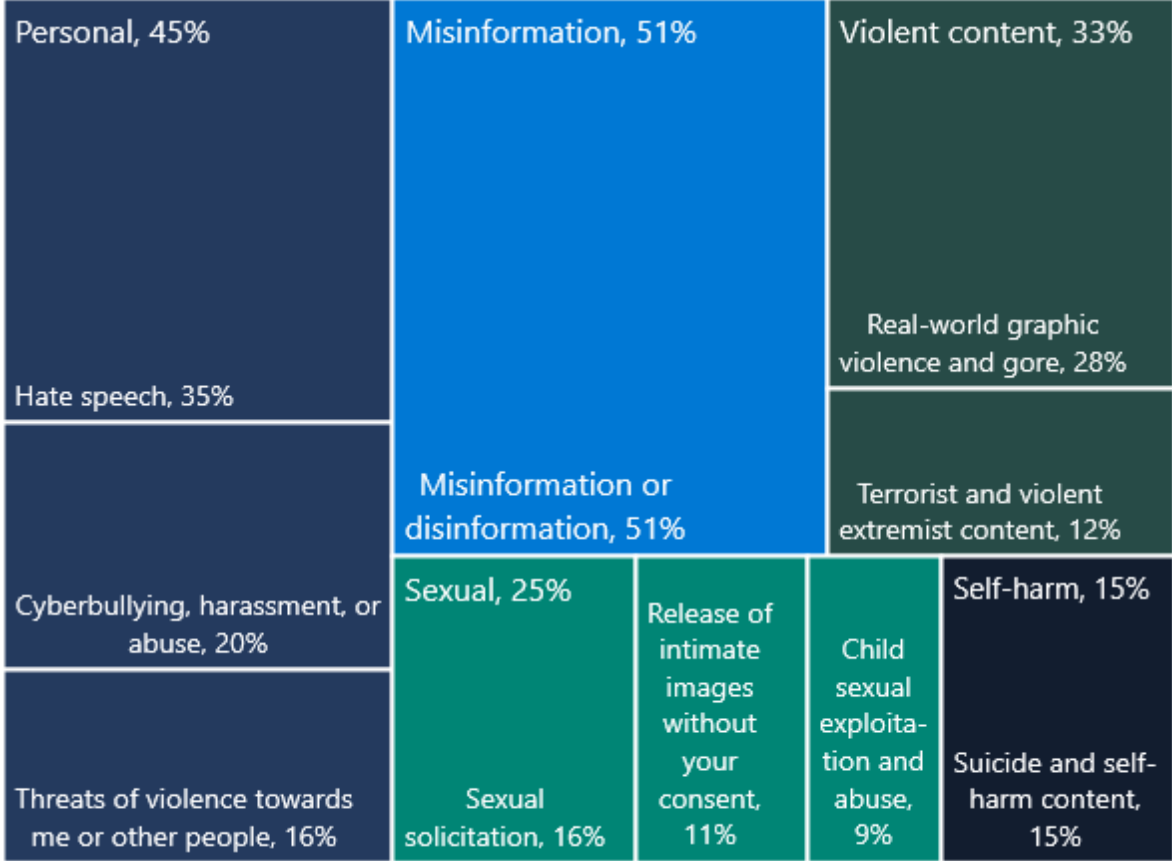
Parents significantly underestimated their teenager's exposure to risks



Q2. Which, if any, of these have you [parent version: Your children] experienced in the last year ONLINE using the Internet on your phone, tablet, or any other device? Select all that apply

# The single most common risk was misinformation, disinformation, followed closely by personal attacks

- The single most prevalent risk reported was misinformation or disinformation (51%), followed closely by Personal Risks (45%). One-quarter report Sexual Risks, with Child sexual exploitation and abuse the least reported risk (9%)
- Parents of younger children (6-12) reported higher levels of risk than parents of teens 13-17 on Cyberbullying, harassment or abuse (21%, 17%)



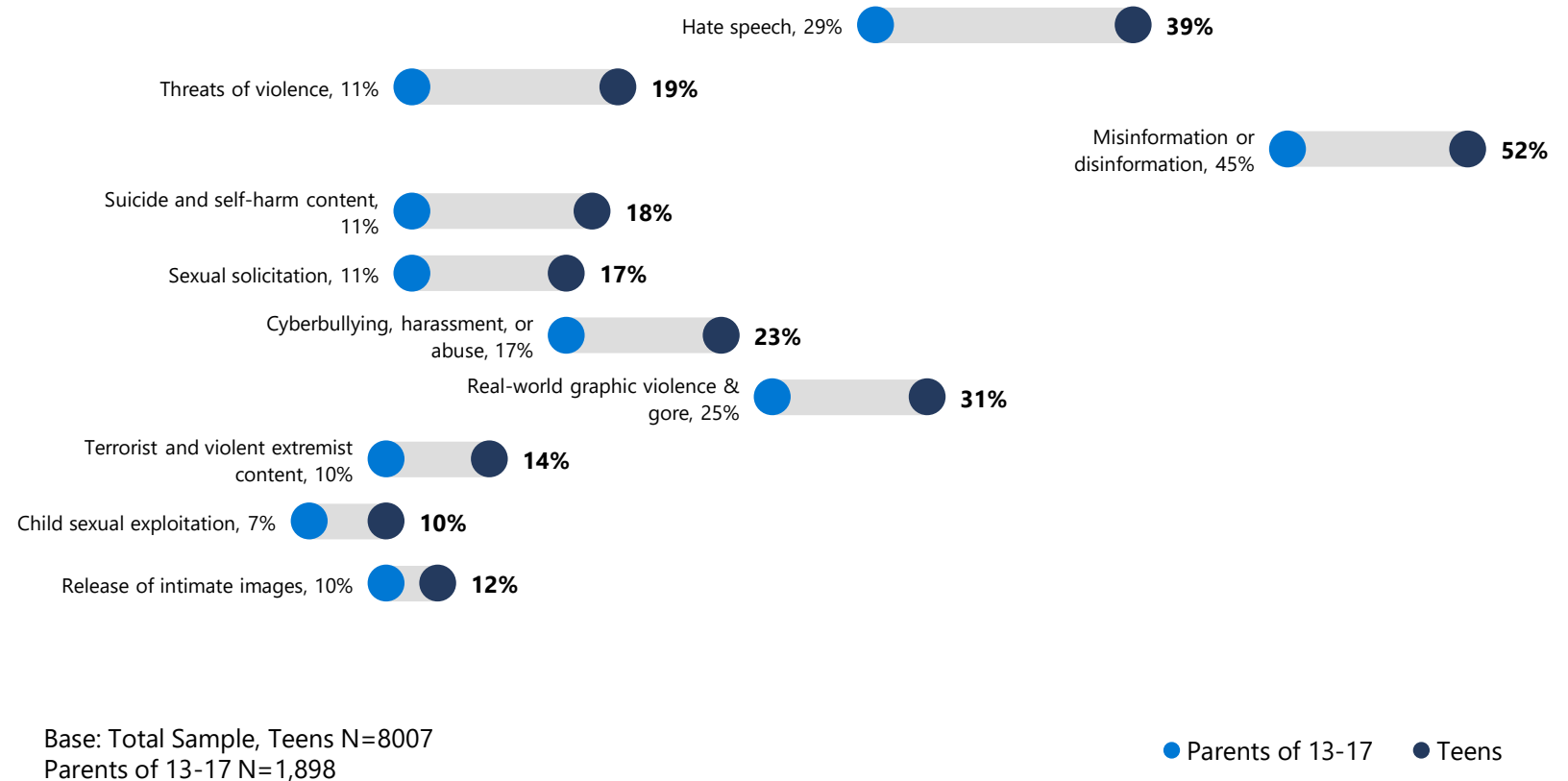
Base: Total, N=16,222

\* Example: Mis or disinformation about Covid vaccines

# Parents of teens underestimated every risk their teenager might have been exposed to

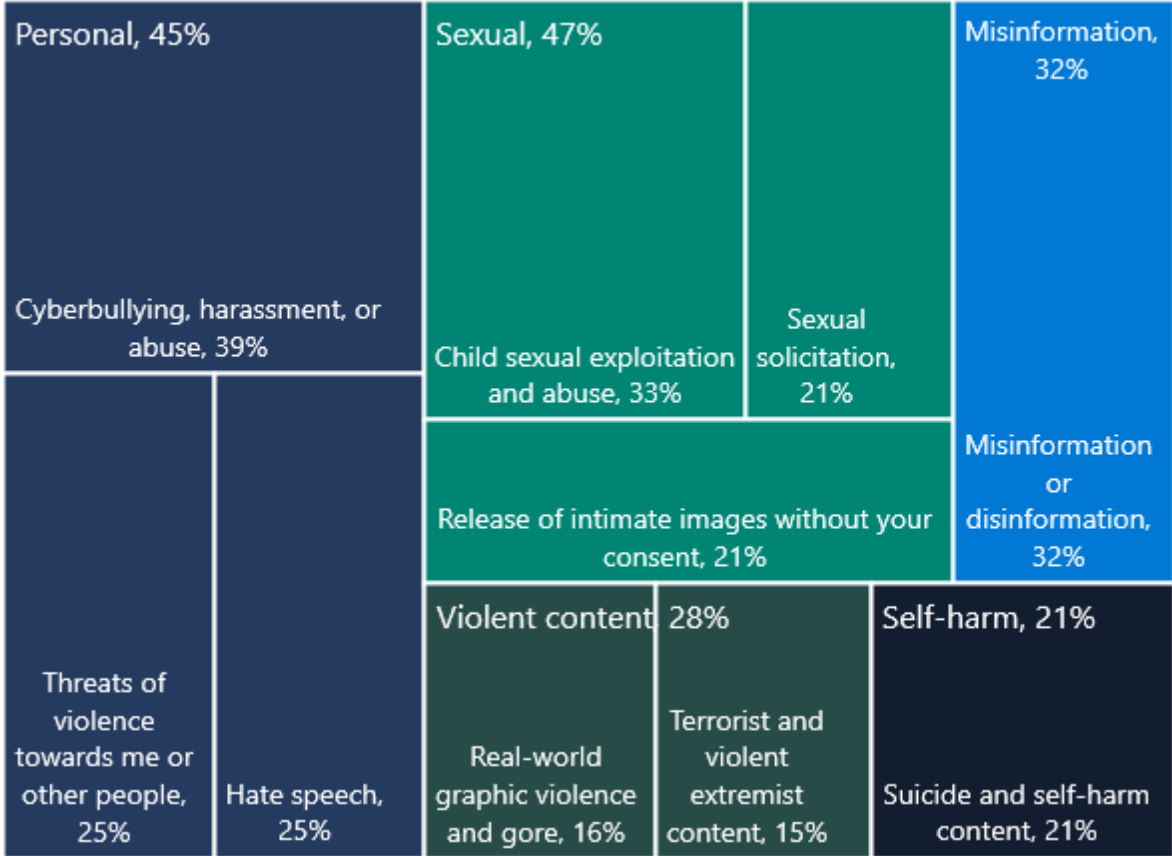
## The most underestimated risks were:

1. Hate speech
2. Threats of violence against themselves or others
3. Misinformation or disinformation
4. Suicide & Self-harm content



# Sexual & personal risks caused the most worry

- Almost four in ten worried about Cyberbullying, harassment or abuse which was the single highest risk for teens and parents
- Parents of young children 6-12 and teens 13-17 shared similar levels of worry across the different risks. Child sexual exploitation and abuse is the one risk where parents of younger children have elevated concerns compared to parents of teens 13-17 (45% vs. 36%)
- Teens are more worried than parents about cyberbullying and threats of violence



Base: Total, N=16,222

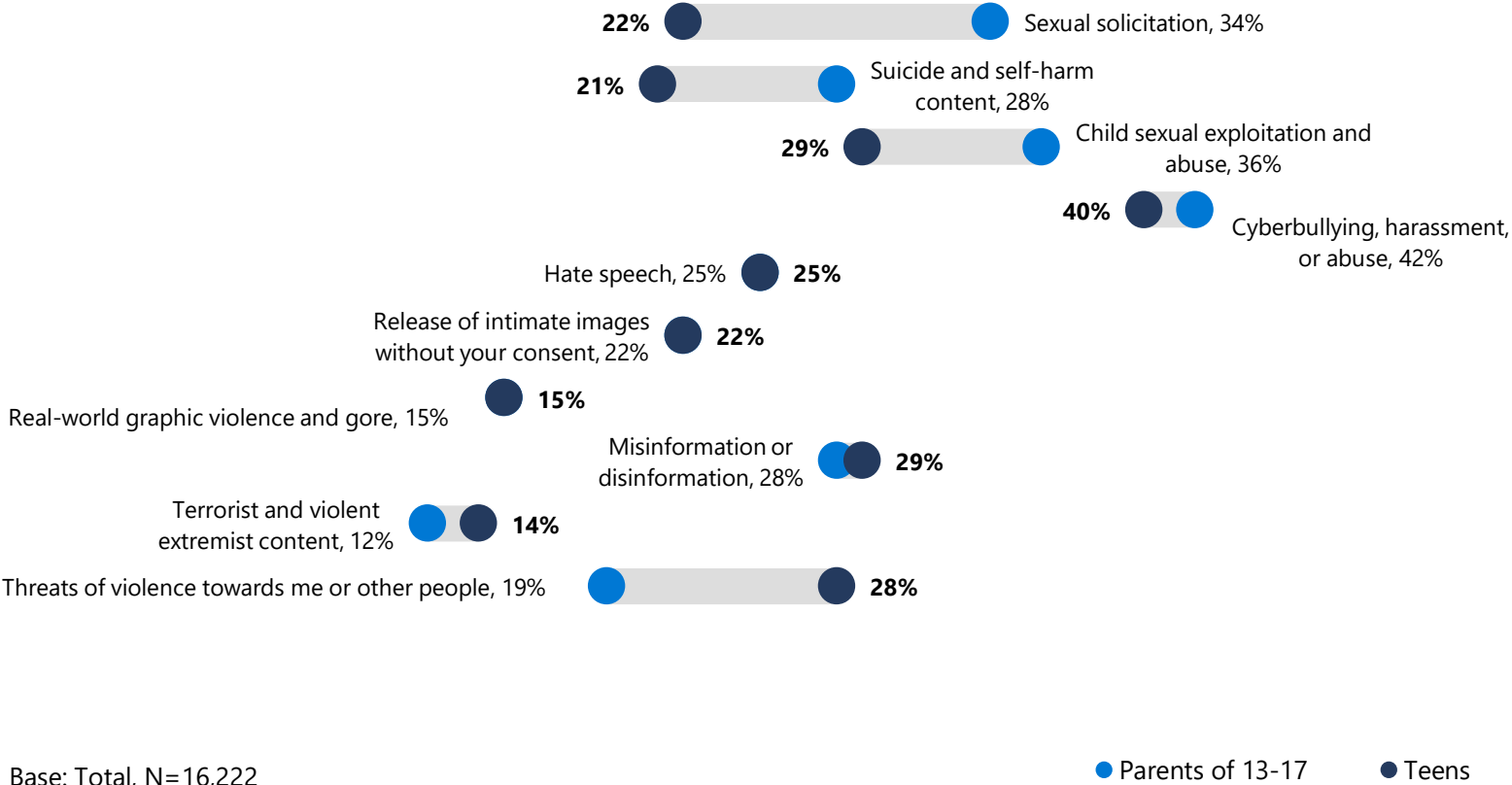
# What parents & their teens worried about varied by risk

- What parents worried about more than teens

1. Sexual solicitation
2. Suicide & self-harm content
3. Child sexual exploitation & abuse

- What teens worried about more than parents

1. Threats of violence towards themselves or others



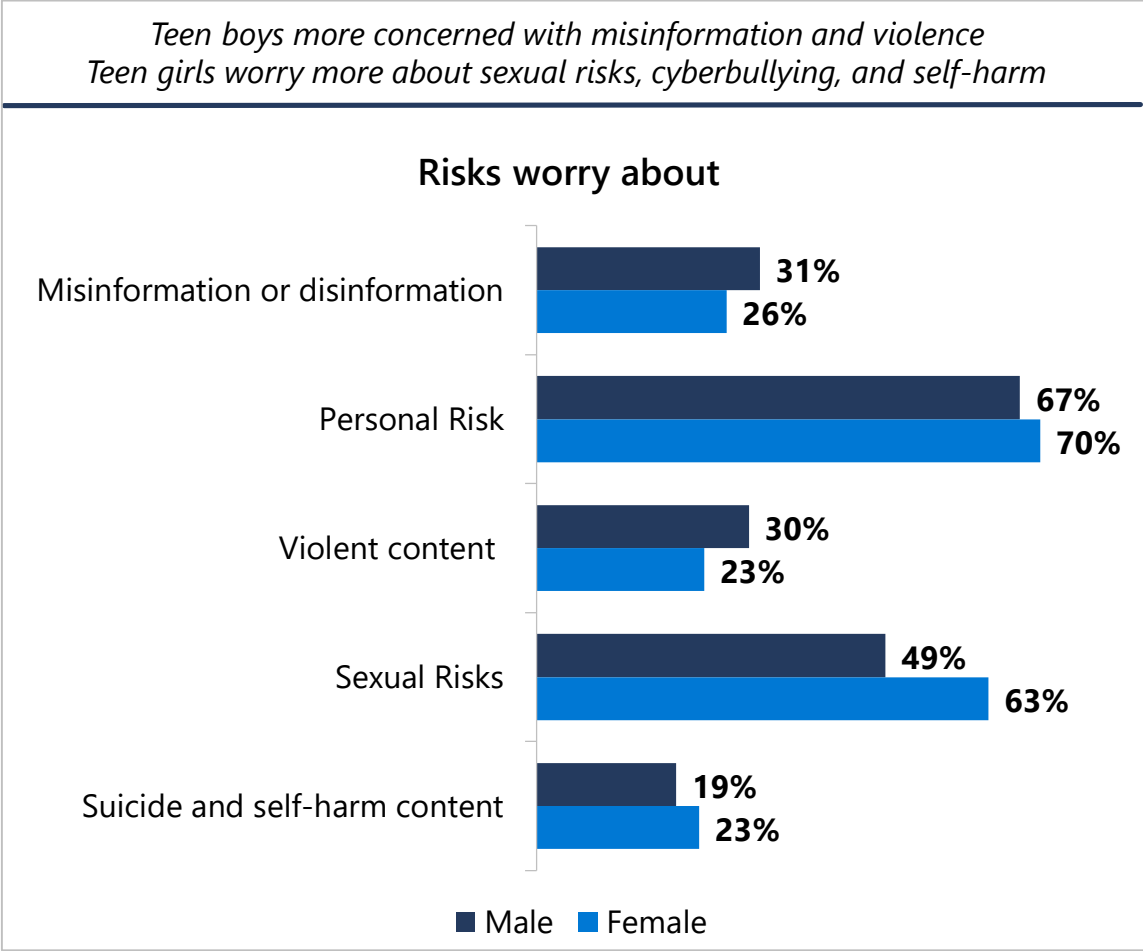
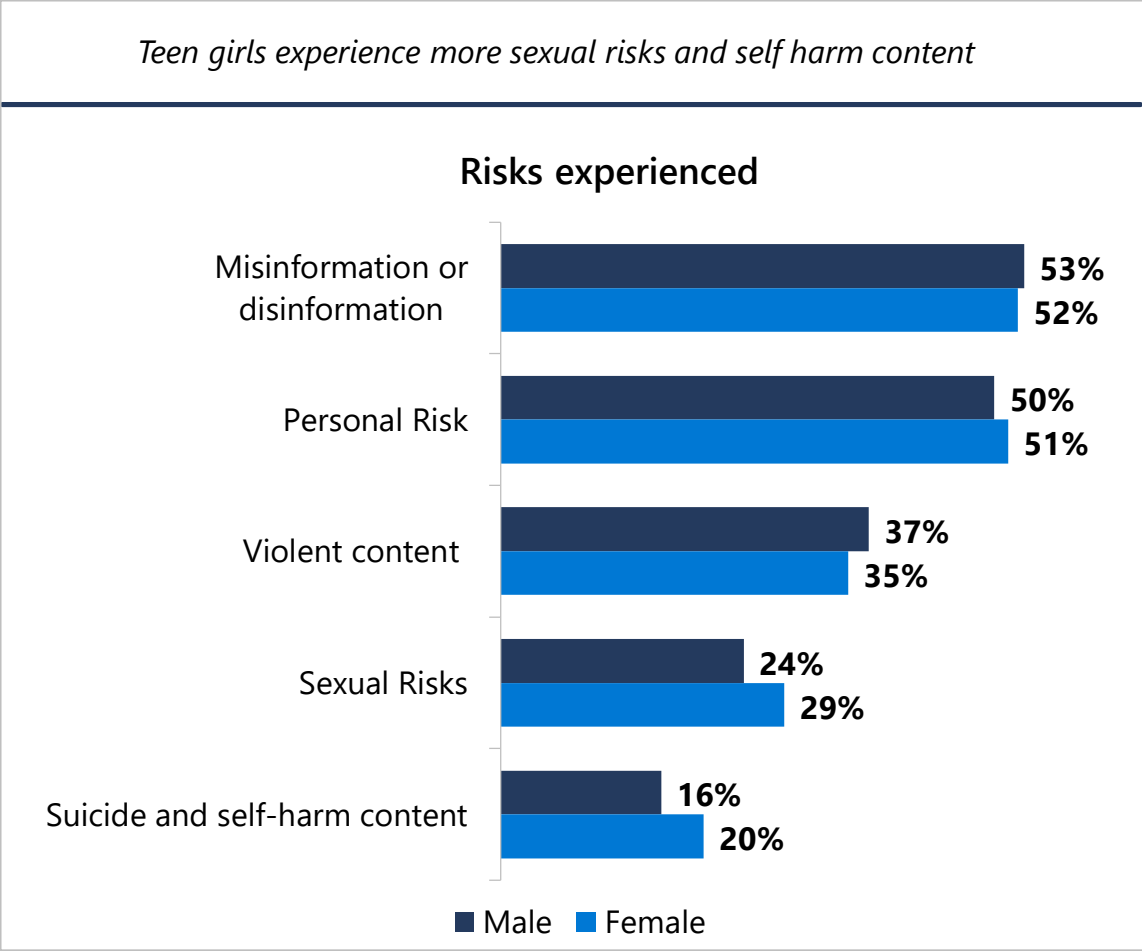
# Loss of trust was the most common consequence of risks

- Like risks, parents underestimated consequences experienced by their teenage children. The biggest gaps between what teens and their parents reported were:
  - Loss of trust (44% vs. 34%)
  - Felt lower self esteem (31% vs. 24%)
  - Lost a friendship/relationship (27% vs. 21%)
- The number of consequences presented to respondents this year was halved compared to Wave 6. However, among those asked, the rank order of consequences was essentially the same except for “Life became more stressful” (ranked higher) and “Personal reputation was damaged” (ranked lower)

Consequences	%
Any consequence	85
Became less trusting of other people online	43
Life became more stressful	33
Lost sleep	33
Felt lower self-esteem	29
Felt more isolated and lonely	26
A relationship/friendship I had was damaged or lost	24
Was less likely to participate in online discussions	23
Was made to feel physically unsafe	19
Became depressed	19
Felt severely and persistently intimidated or threatened	9
Personal reputation was damaged	9

Base: Reported a risk, N=11,184

# Teen Girls experienced and worried more about sexual risks, and self harm



Base: Teens 13-17, N=8,007

Q5.7. Whether you have experienced them or not, which online risks worry you the most? Select up to three risks

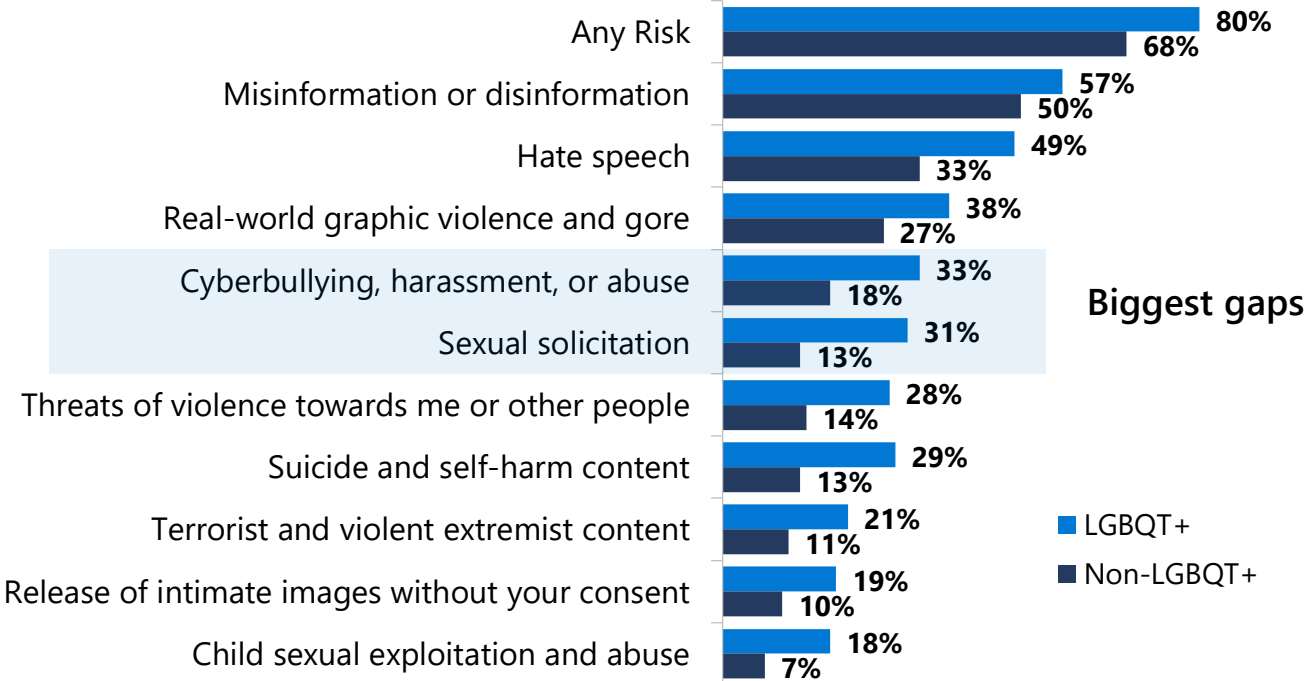
# 80% of LGBTQ+ experienced a risk

13% Identified as LGBTQ+, N=2,095

### Who identified as LGBTQ+

- 14% Teens
- 19% Young adults 18-24
- 10% Other adults 25-64

### All risks were higher for LGBTQ+



Biggest gaps

■ LGBTQ+  
■ Non-LGBTQ+

Base: Total N=16,222



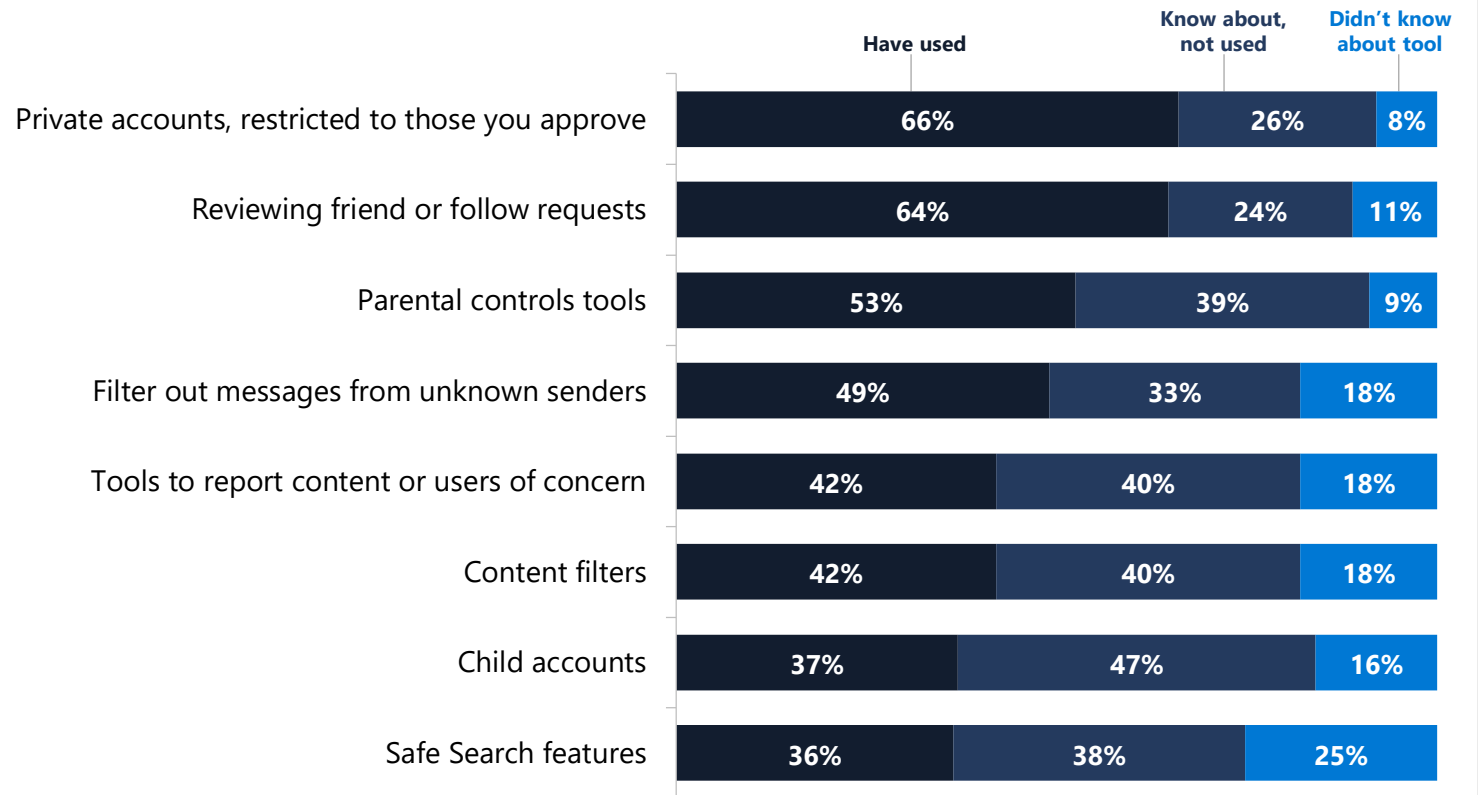


# Safety tools & child safety actions



# Private accounts & reviewing friends & follow requests were the most used safety tools

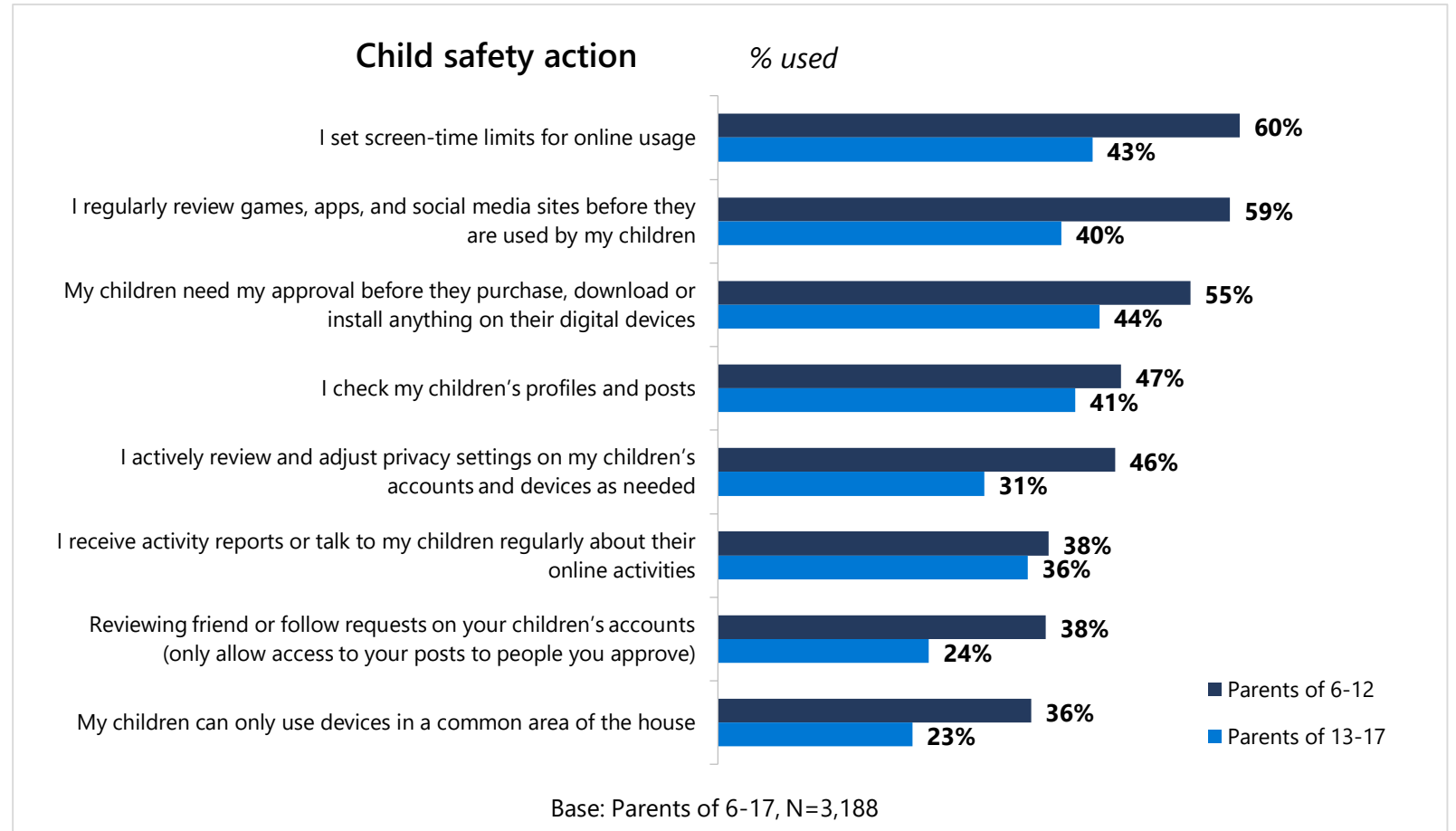
- Awareness of at least one safety tool was nearly universal at 98%
- On average, respondents reported using over three safety tools
- Unsurprisingly, parents of younger children 6-12 (4.4), on average, reported using more safety tools than parents of teens (3.5) and other adults (2.9)



Base: Total sample, N=16,222

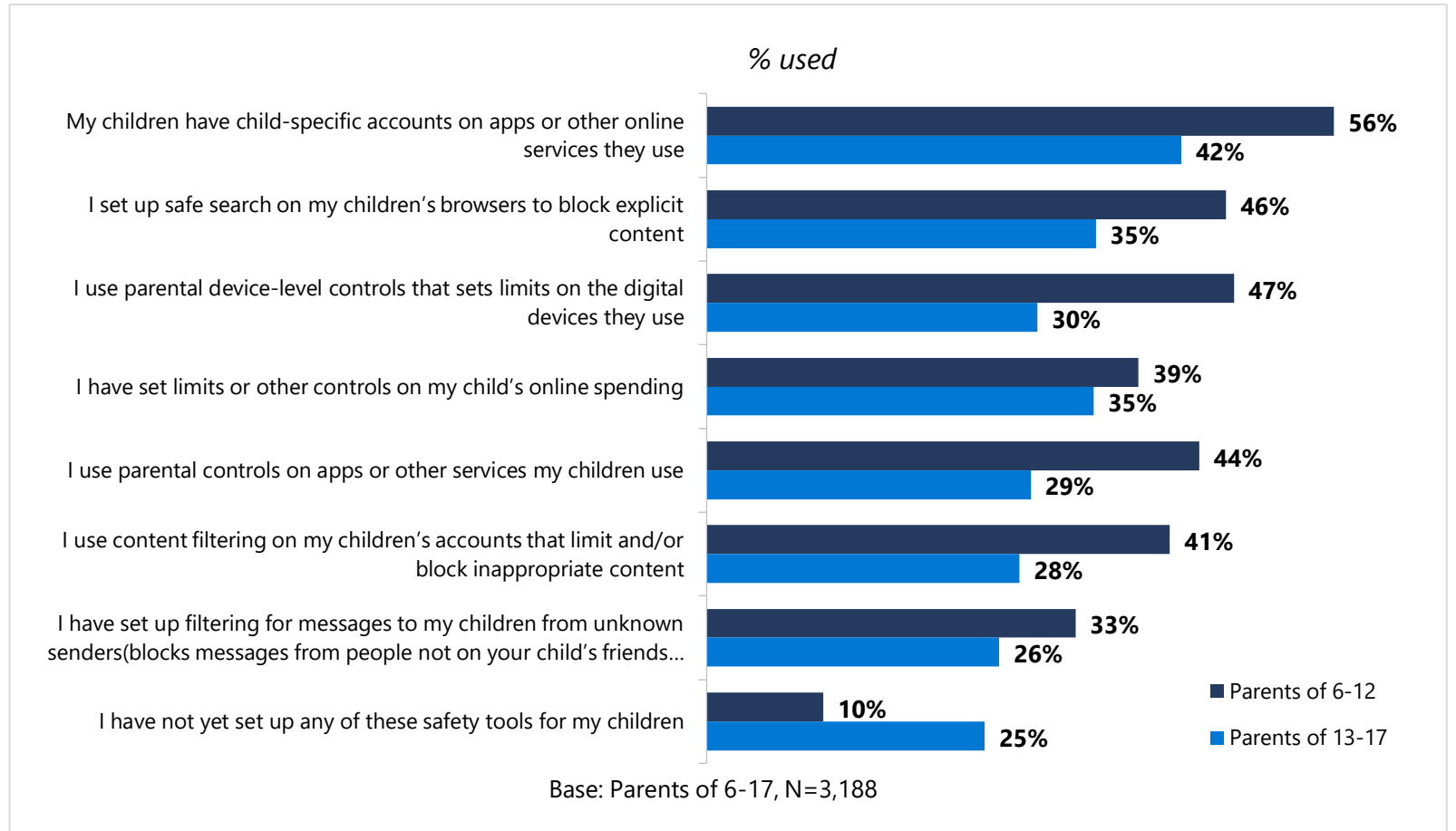
# 91% of parents took at least one child safety action

- Parents of younger children 6-12 were much more likely to take child safety actions to monitor and guide their children's online activities compared to parents of teens. This held true for all actions except using activity reports
- On average, parents of 6-12 took 4.2 actions compared to parents of teens (3.2)



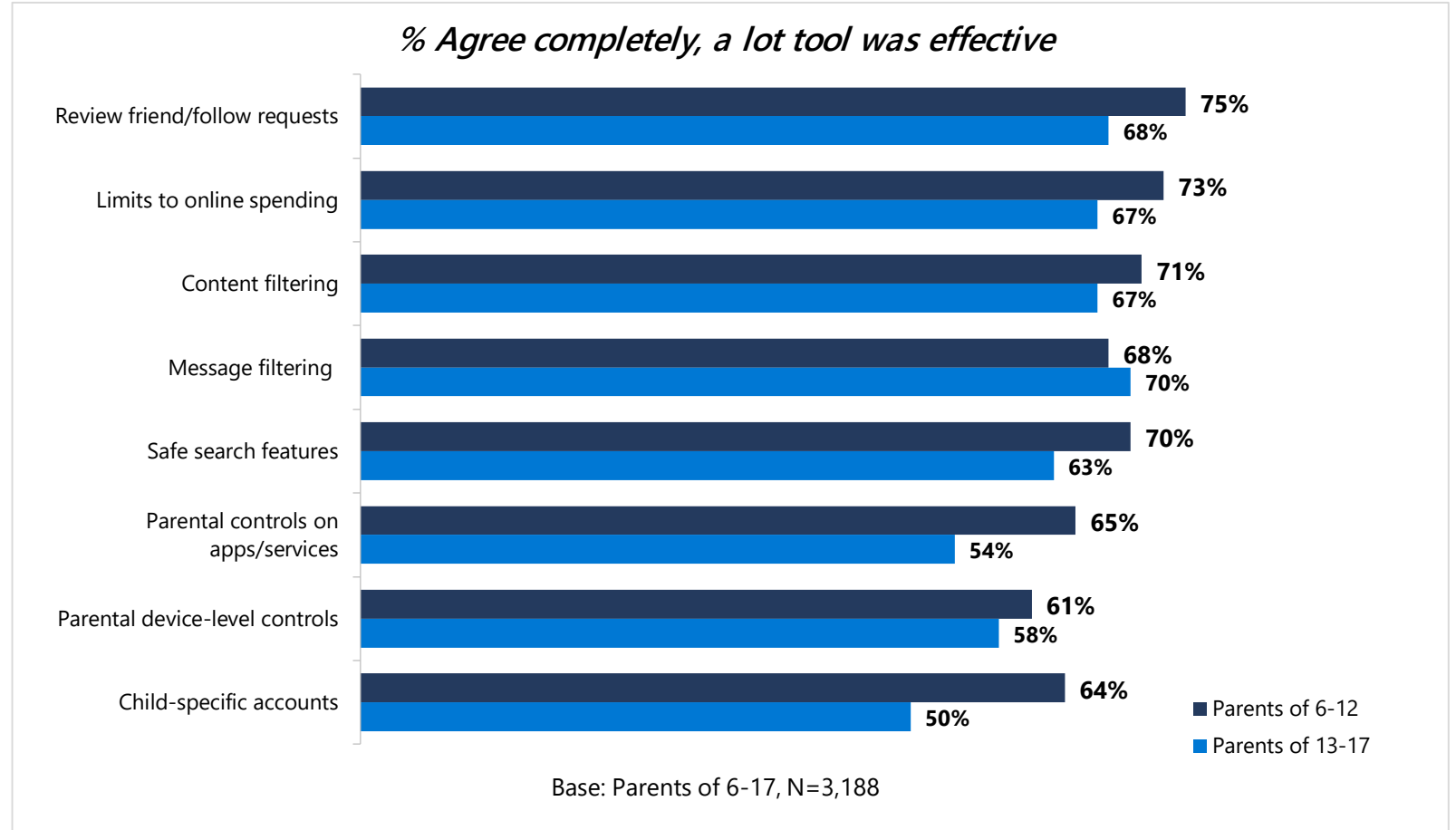
# 81% of parents used at least one parental safety tool

- Parents of younger children 6-12 were much more likely than parents of teens to employ platform-based safety tools. This held true across all safety tools used
- On average, parents of 6-12 used 4.4 tools compared to parents of teens (3.5)
- One quarter of parents of teens have not set up any platform based parental control tools



# Parents said safety tools were effective

- Review of friend/follow requests (75%) and limits to online spending (73%) were deemed most effective
- On average, parents of younger children 6-12 had greater faith in the effectiveness of safety tools (68%) than parents of teens (62%)
- Message filtering was the only safety tool both groups of parent rated equally effective



# Barriers to safety tool adoption

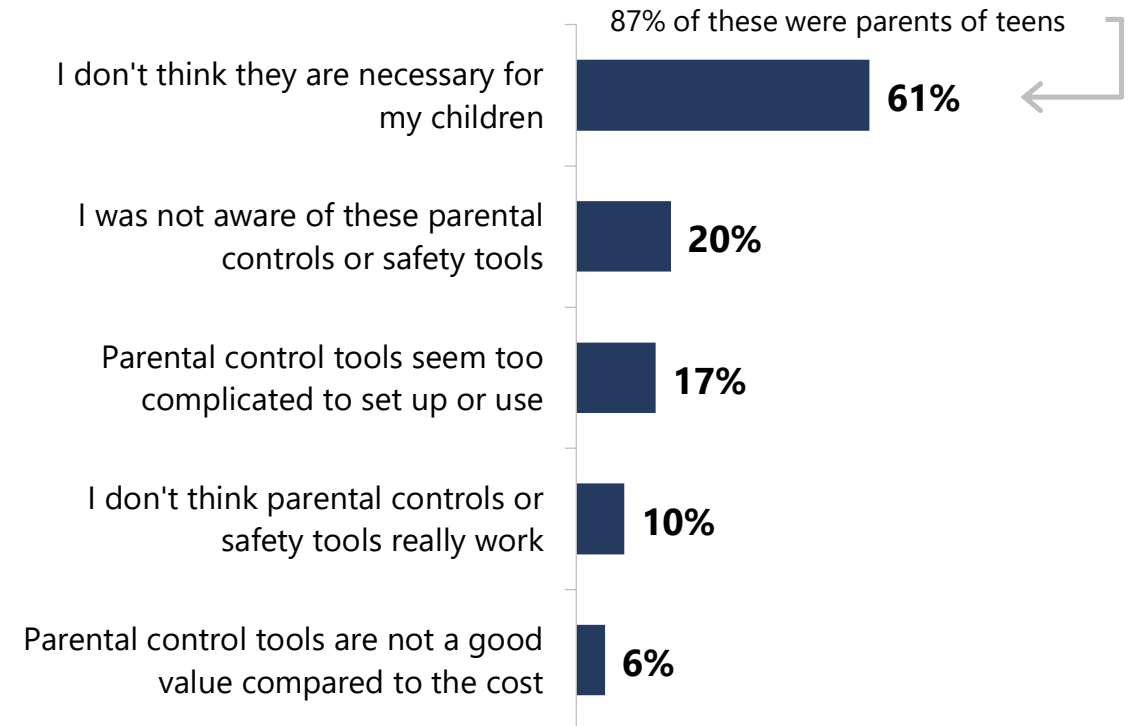
## Lack of awareness, Less necessary for teens

Reasons for not using safety tools  
(among Other adults)



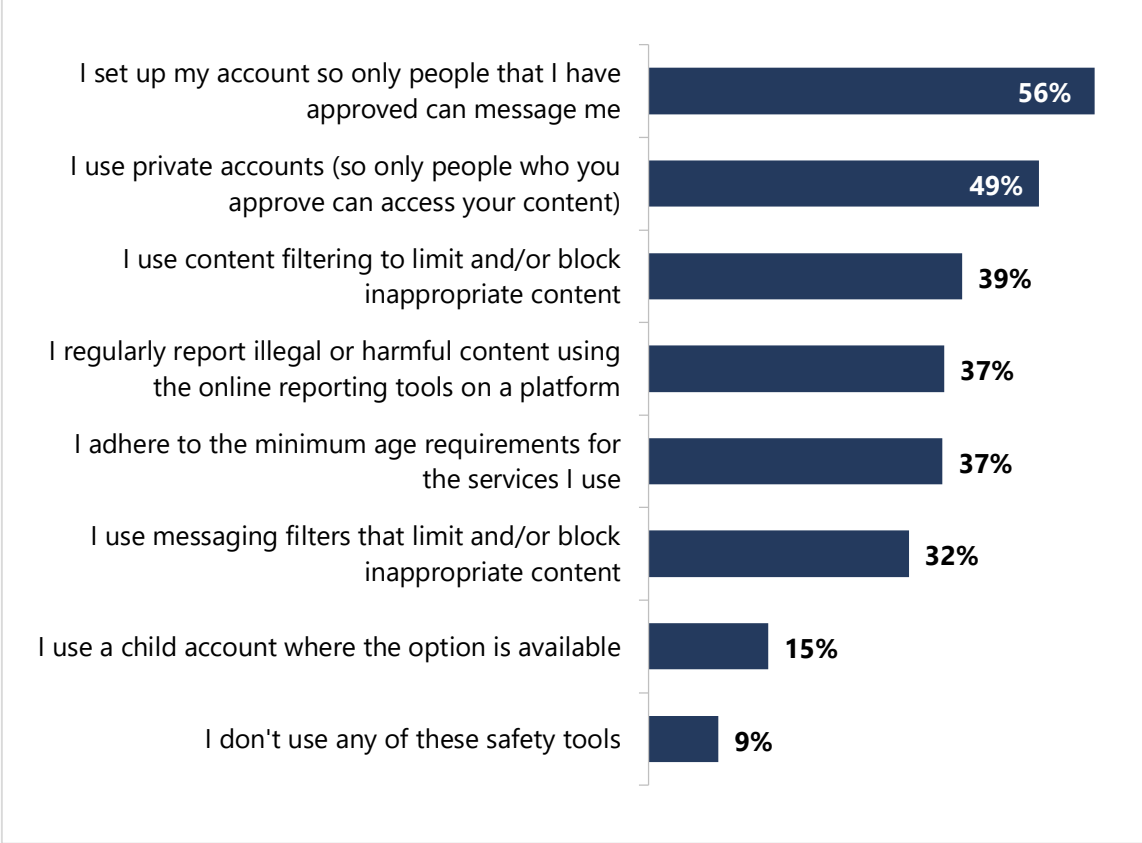
Base: Other adults who don't use safety tools, N=733

Reasons for not using safety tools  
(among Parents of 6-17)

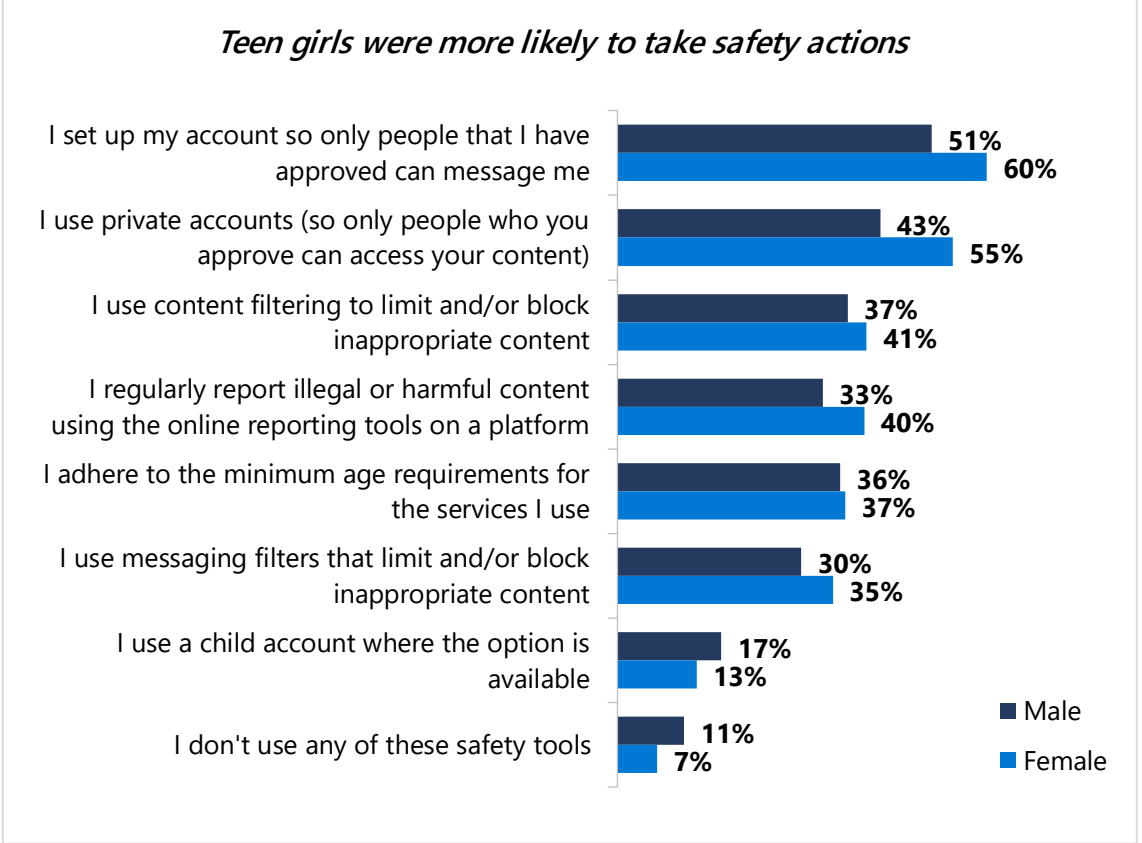


Base: Parents who have not yet set up any safety tools, N=608

# Teens protect themselves by limiting access to messages & content



Base: Teens 13-17, N=8,007

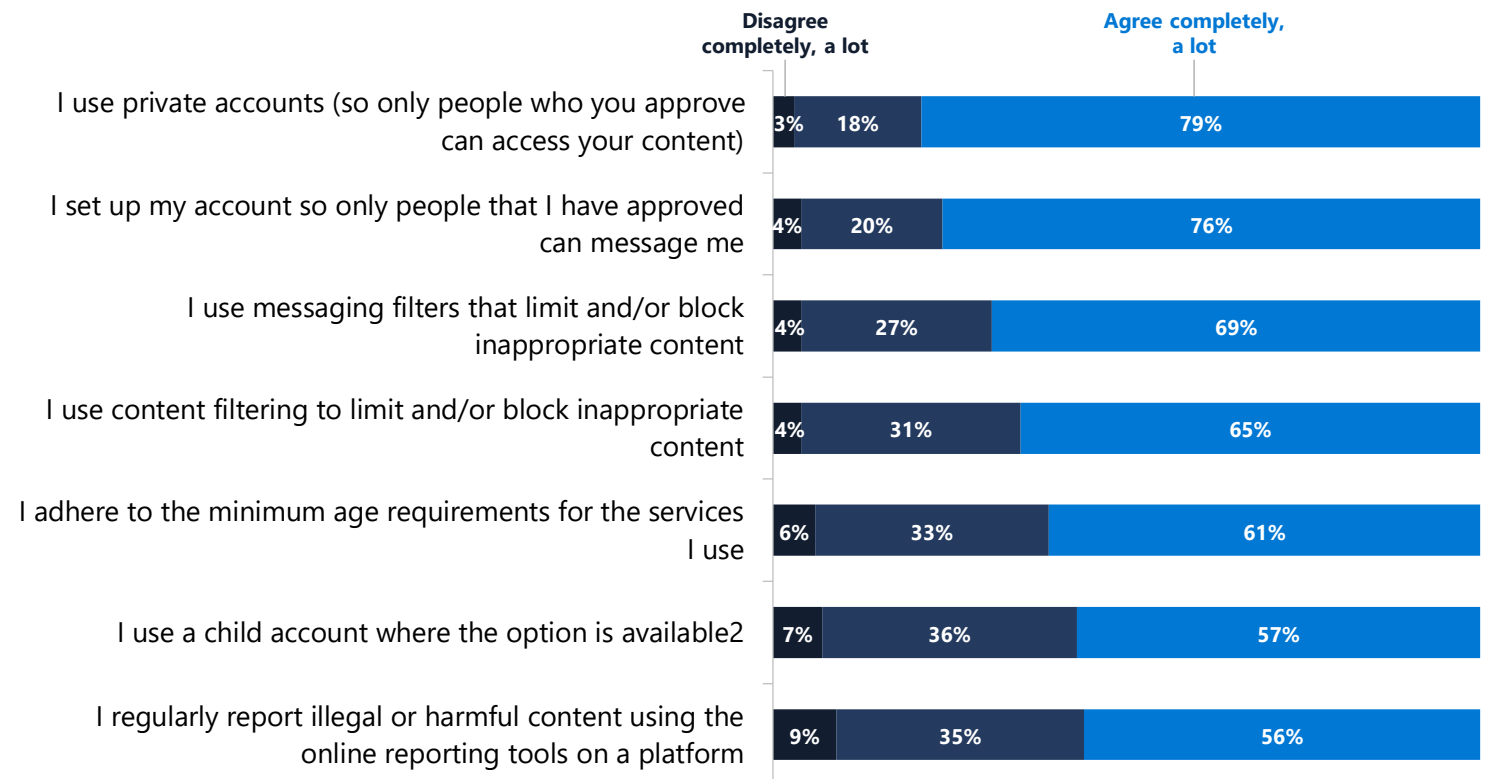


Base: Teens 13-17, N=8,007

QT2. Please tell us all the ways you try to keep yourself safe online. (select all that apply)

# Teens said limiting access was most effective for keeping them safer online

- The effectiveness ratings teens gave for limiting access mirrored ratings given by parents
- Female teens reported greater effectiveness than males across all methods except for...
- I set up my account so only people that I have approved can message me
- I regularly report illegal or harmful content using the online reporting tools on a platform



Base: Teens 13-17, N=8,007





**Parents & teens are engaged with the topic of online safety**

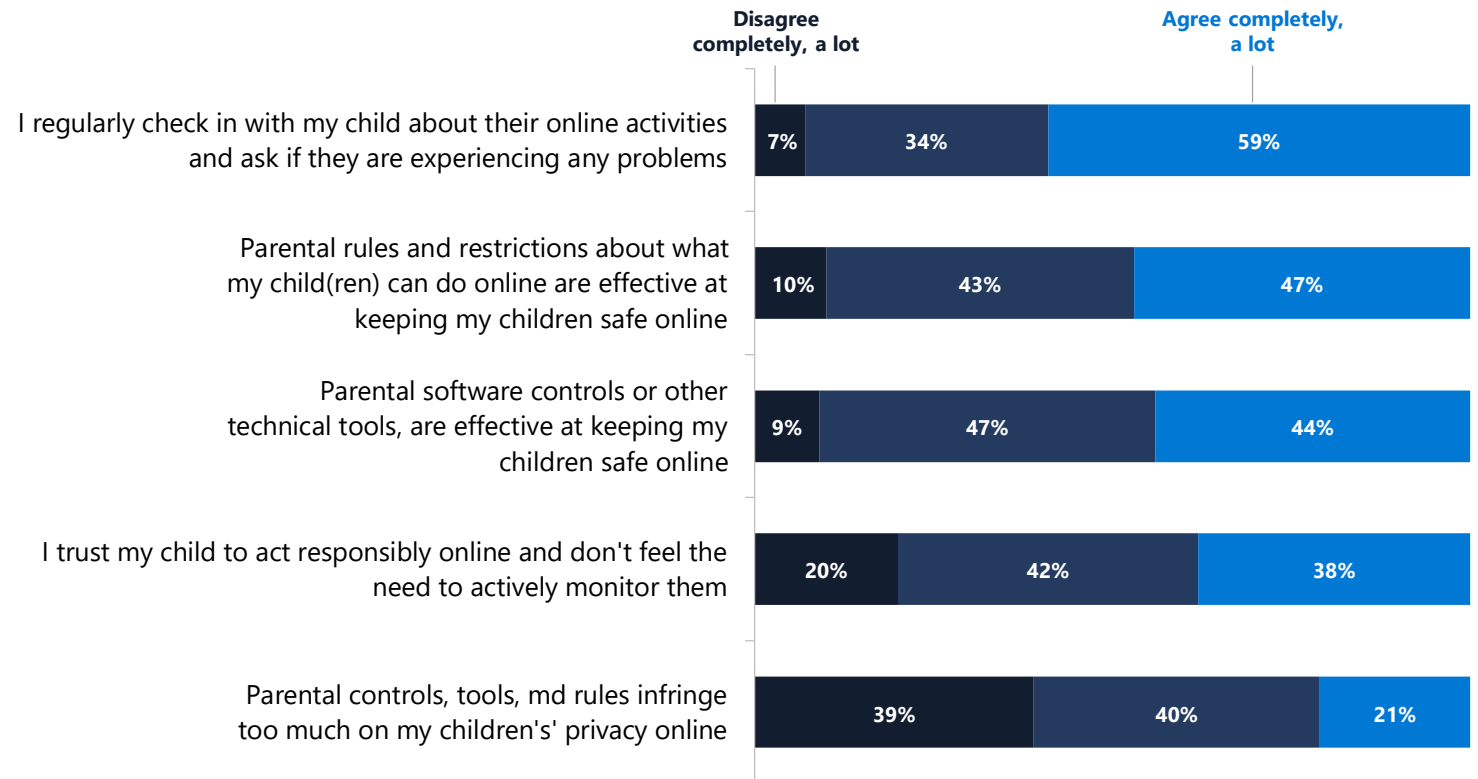


# 59% of parents said they regularly check in with their children about online activities

Age of the child drove predictable differences on safety practices between parents of younger vs. older children. Parents of 6-12 were more likely to...

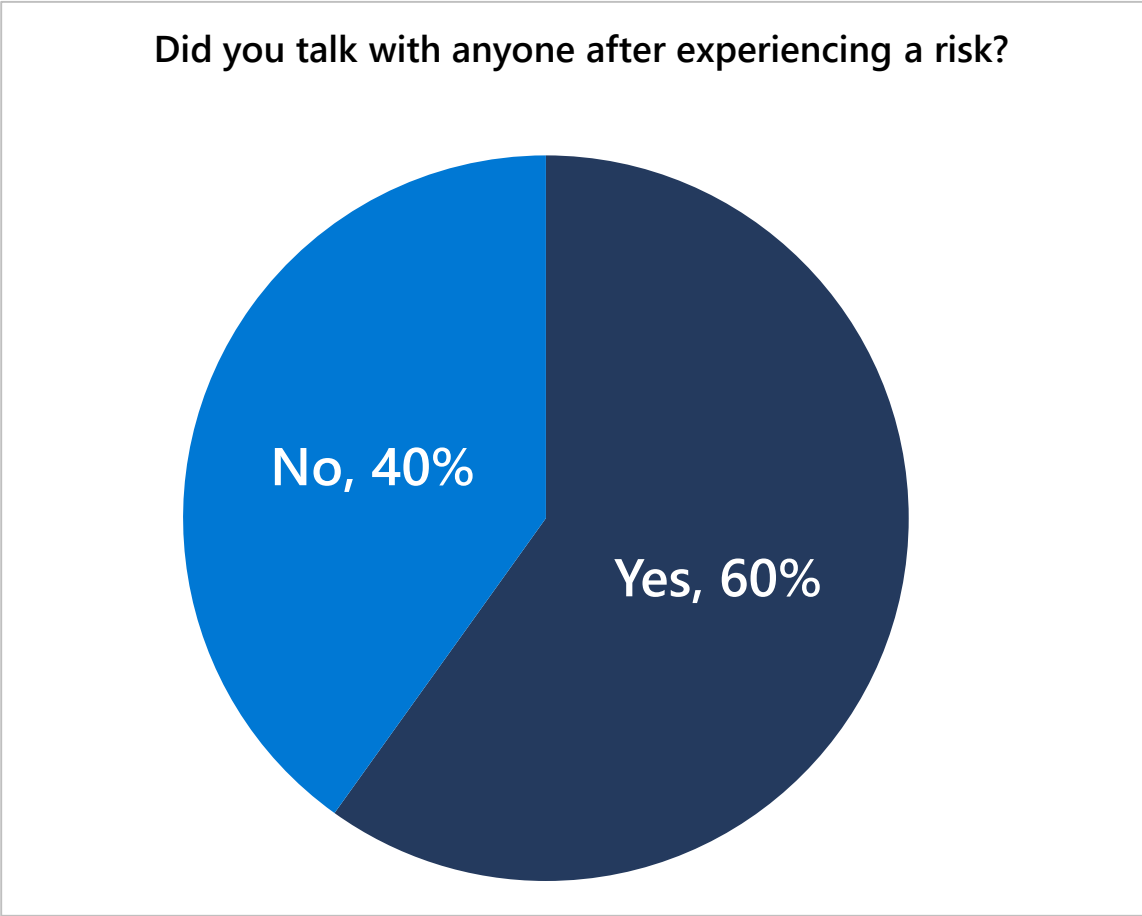
- Regularly check-in (65% vs. 55%)
- Agree that parental software controls were effective (48%, vs. 41%)
- Agree that Parental rules and restrictions were effective (53% vs. 43%)

Parents of teenagers had greater trust in their children to act responsibly online (41% vs. 32%) than parents of younger children

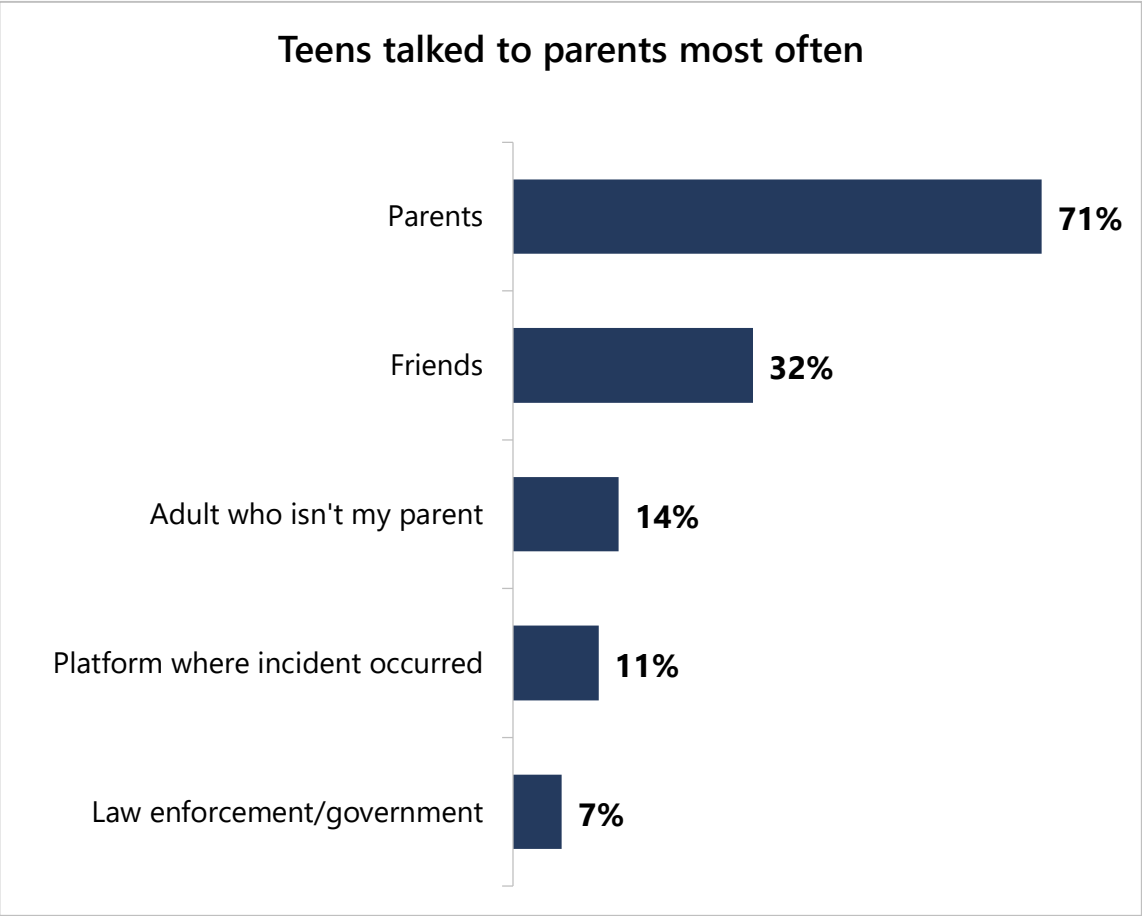


Base: Parents, N=3,188

# 60% of teens talked with someone after experiencing a risk

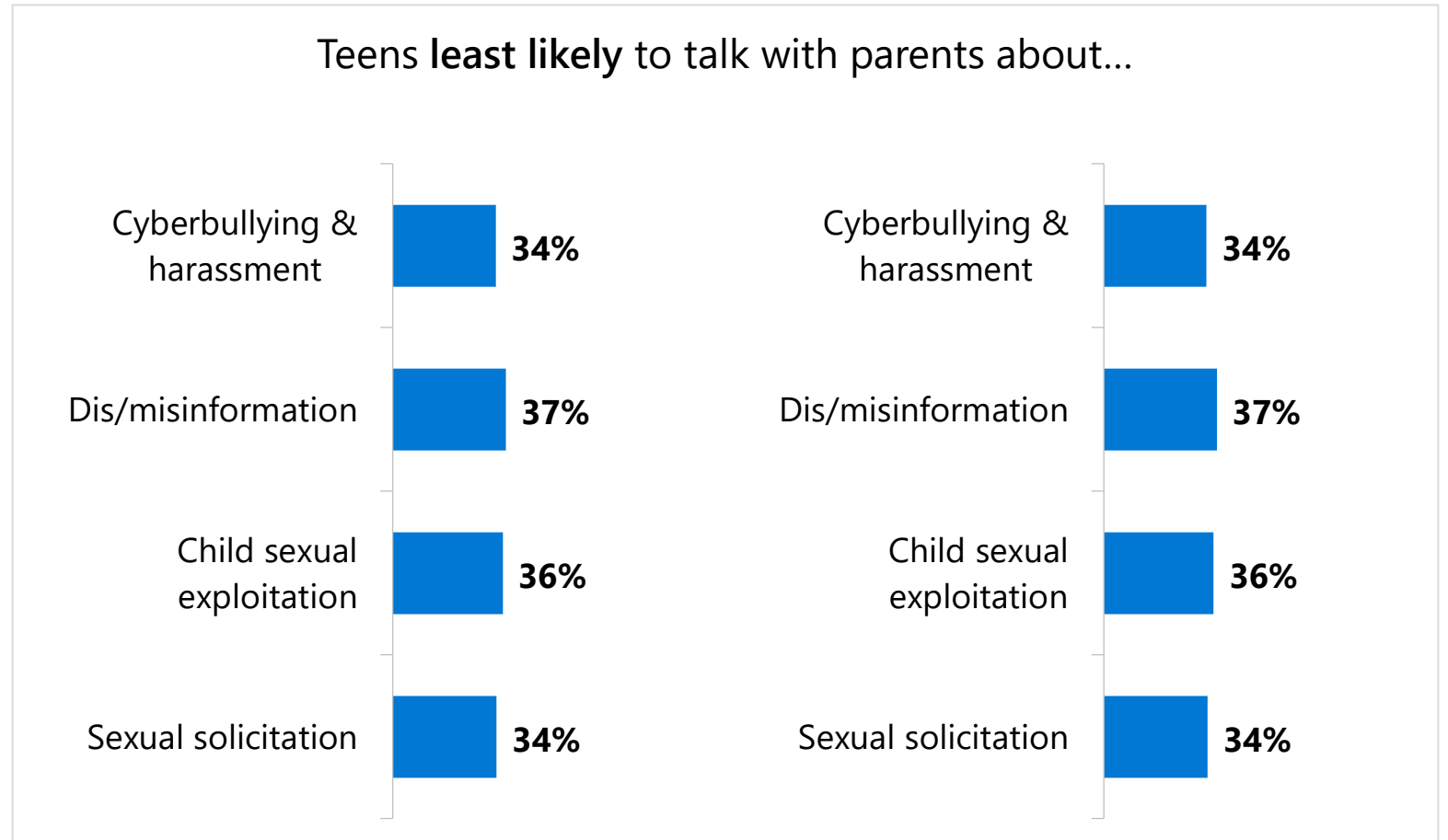
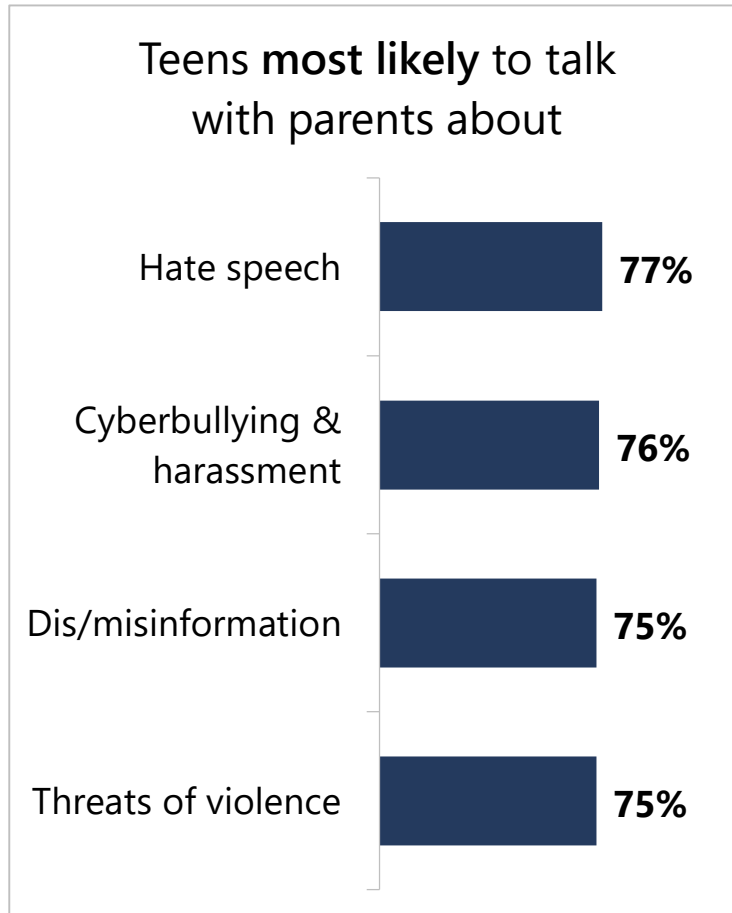


Base: Teens reported a risk, N=5,912



Base: Teens talked to someone, N=3,538

# Teens were more likely to talk with parents about higher incidence risks



Base: Teens talked to someone, N=3,538

# Teens were more likely to talk with parents about higher incidence risks

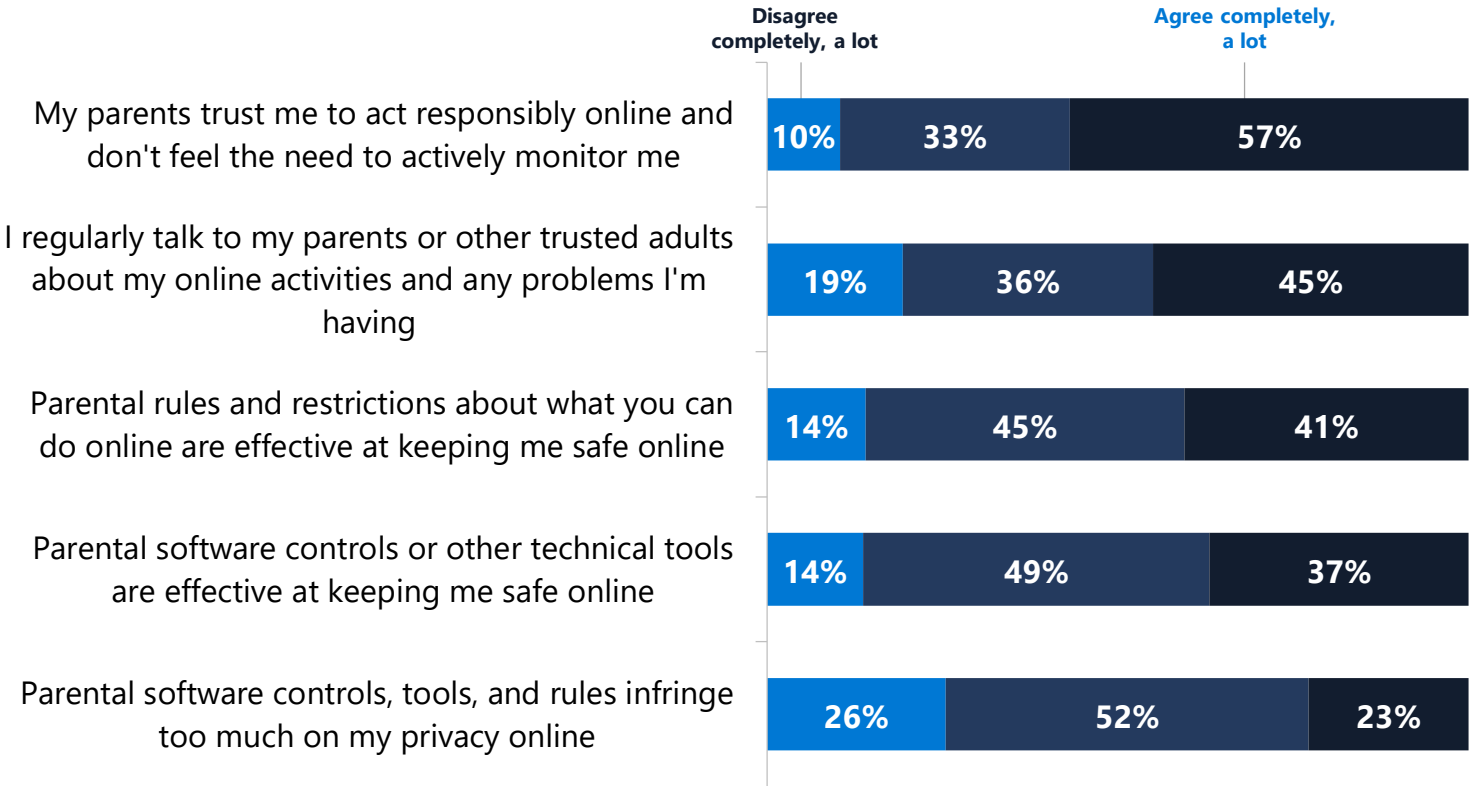
Base: Teens talked to someone, N=3,538

# 57% of teens reported their parents don't need to actively monitor them online

45% of teens said they regularly talk to their parents about online activities and problems

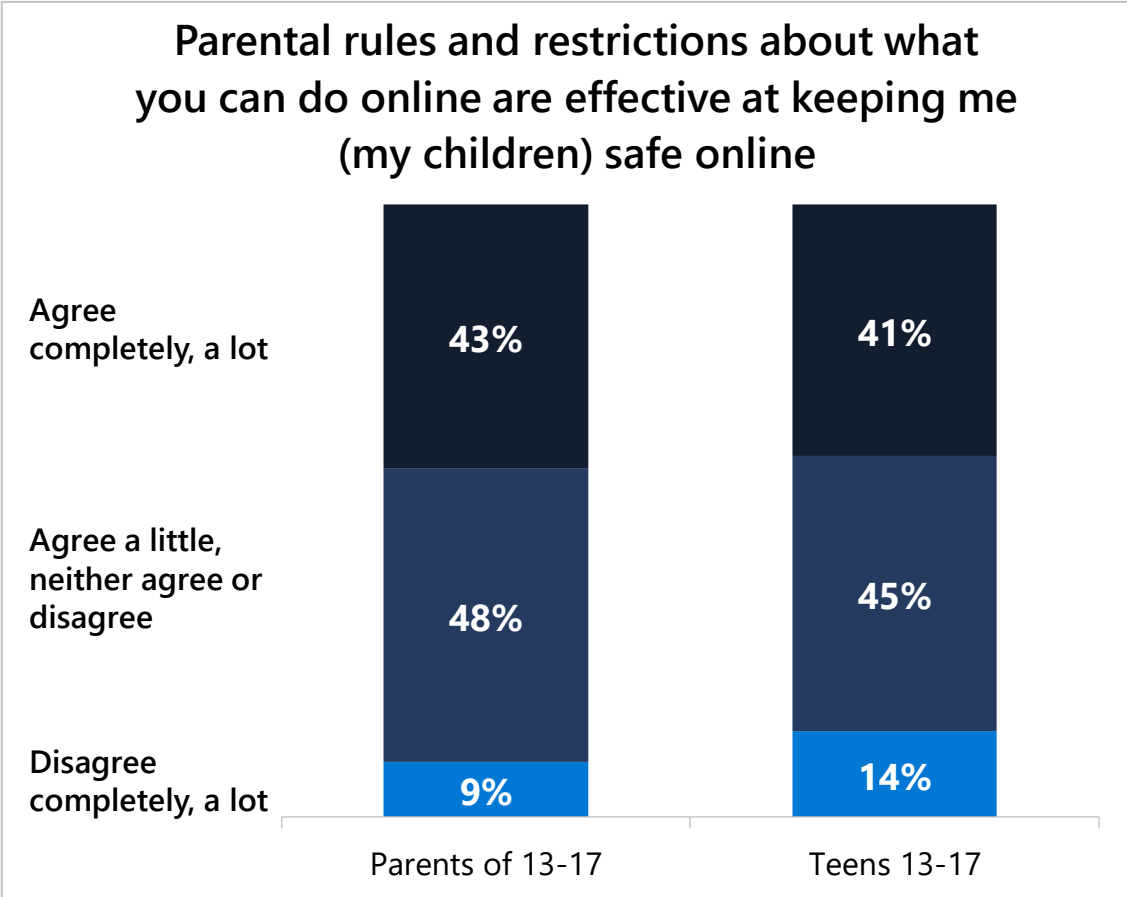
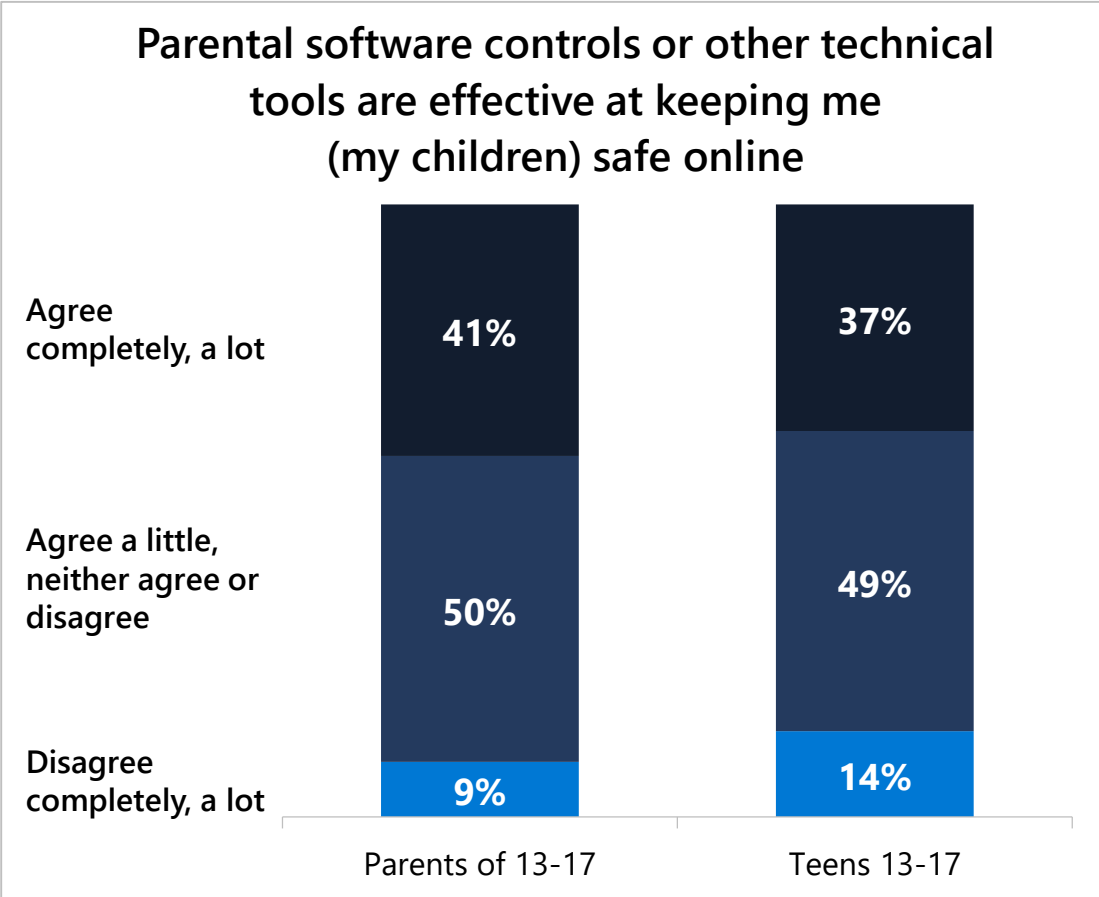
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23% reported that parental software controls, tools and rules infringe on teens' privacy. However, this was balanced by a slightly higher proportion (26%) who disagreed with that statement



Base: Teens 13-17, N=8,007

# Parents had slightly more confidence in software controls than teens



Base: Parents of 13-17, N=1,898  
Base: Teens 13-17, N=8,007

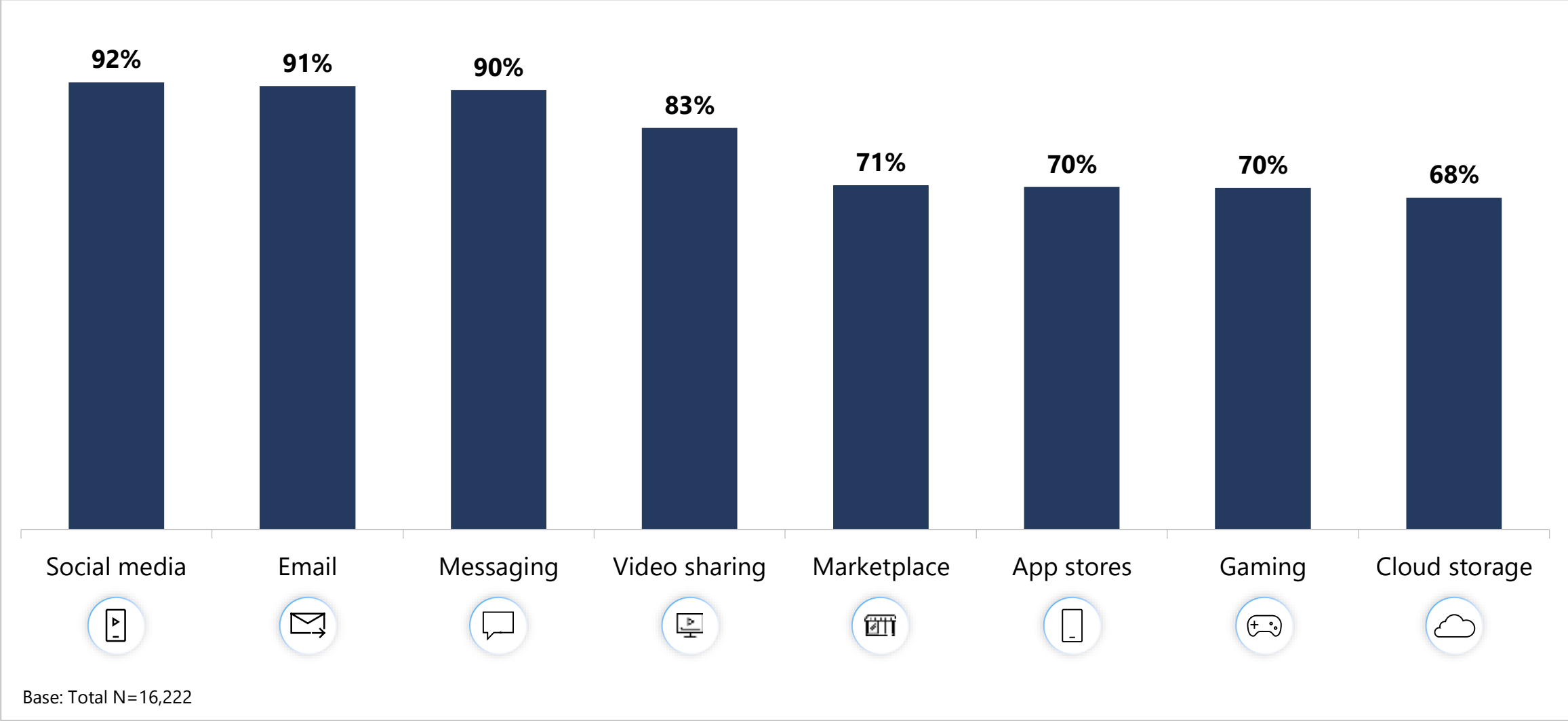


# Online platforms & content moderation





# Online platforms used



QS1. Which of the following types of online platforms do you use?

# There was strong support for moderation of illegal & harmful content

Respondents reported feeling most strongly about content moderation on the following platforms:



Social media



Video-sharing

Demand for content moderation was slightly lower on these platforms:



Cloud Storage

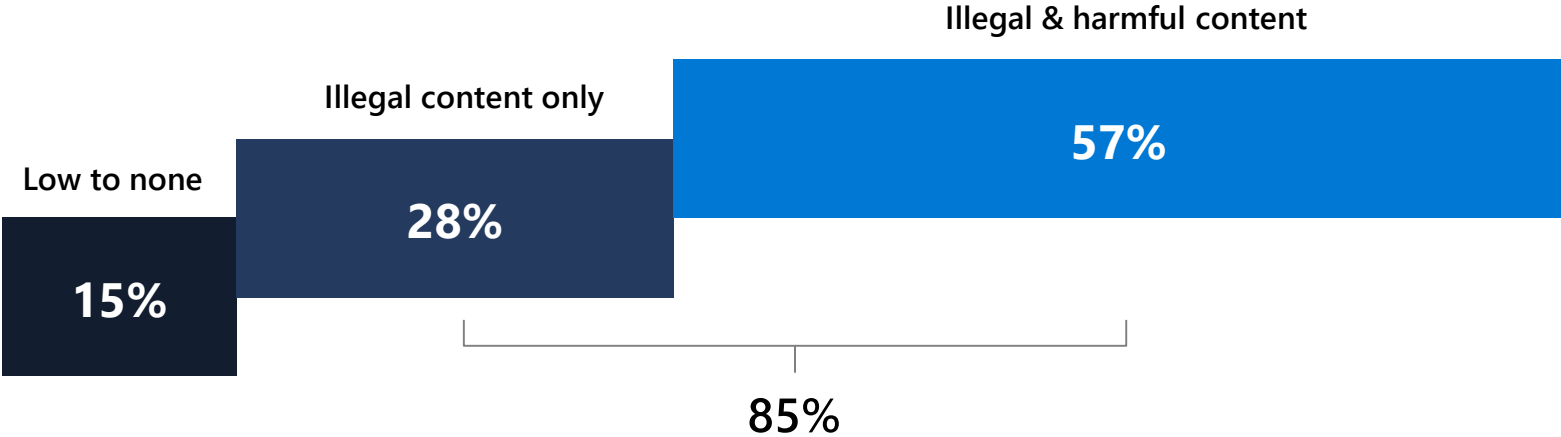


Email



Gaming

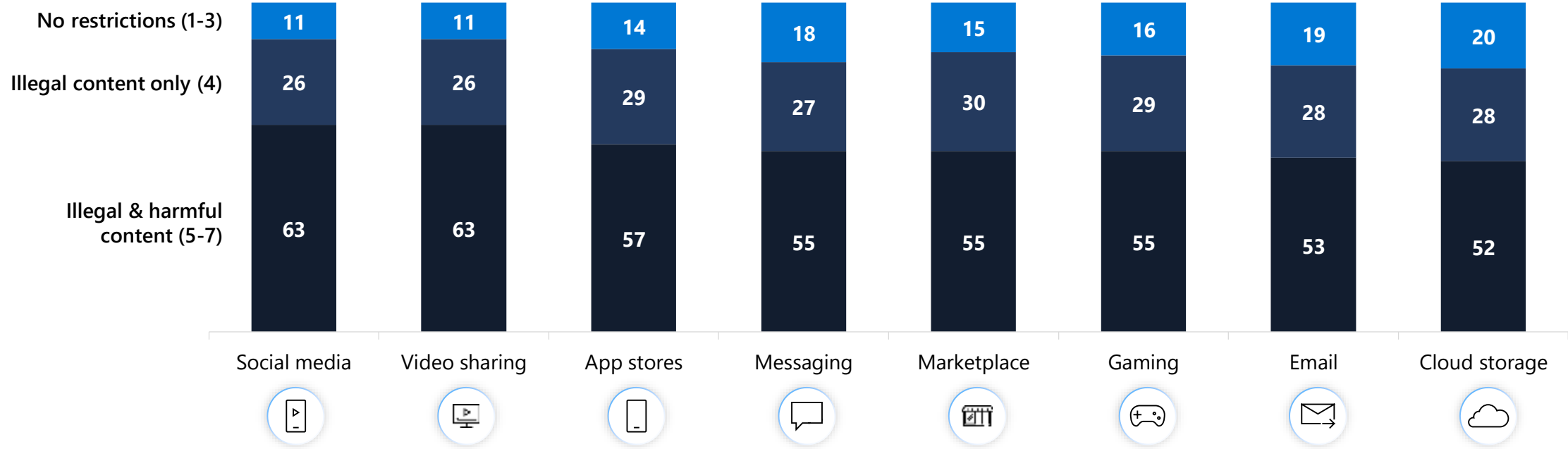
**Expected level of content moderation**  
*(average across all platforms)*



Base: Those using each platform, N=11,050-14,898

# 63% expected restrictions on illegal & harmful content on social media & video sharing platforms

Expectations on content restrictions by type of Platform



Base: Those using each platform, N=11,050-14,898

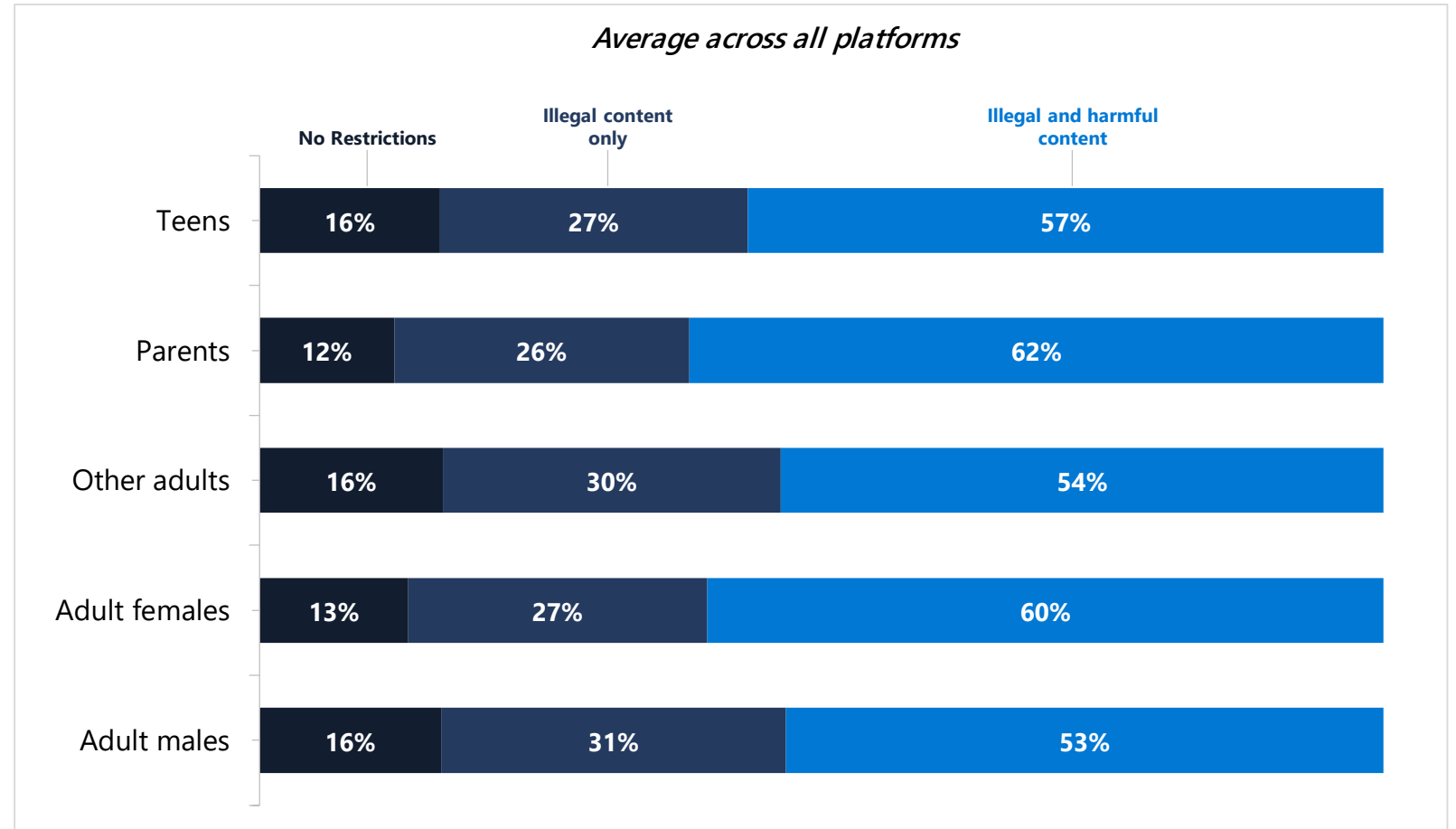
**Social media & Video sharing (63%)** were expected to have the highest restrictions

**Marketplace (30%)** was highest on illegal content only

**Cloud storage (20%)** was highest on no restrictions

# Desired content moderation varied by parent status & gender

- Parents of 6-17 wanted the highest levels of content moderation, 8-points higher than Other adults
  - This was especially true for Gaming (+9), Messaging (+8), and Video sharing platforms (+7)
- Adult females agreed more strongly than male adults about the need for the moderation of harmful content. This was also true for female teens vs. male teens, but to a lesser degree. Adult females felt most strongly about these platforms:
  - Gaming (+11), Video sharing (+11), Messaging (+10) and Social media (+10)





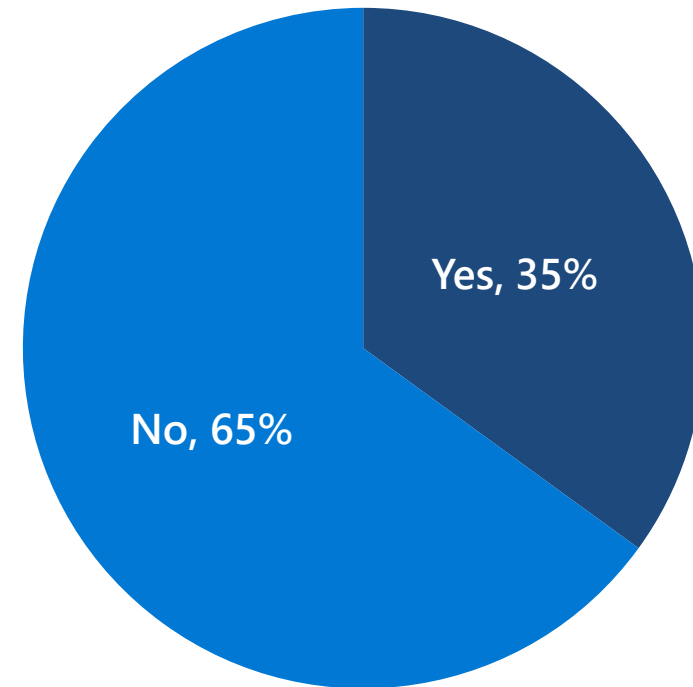
# Government & online safety



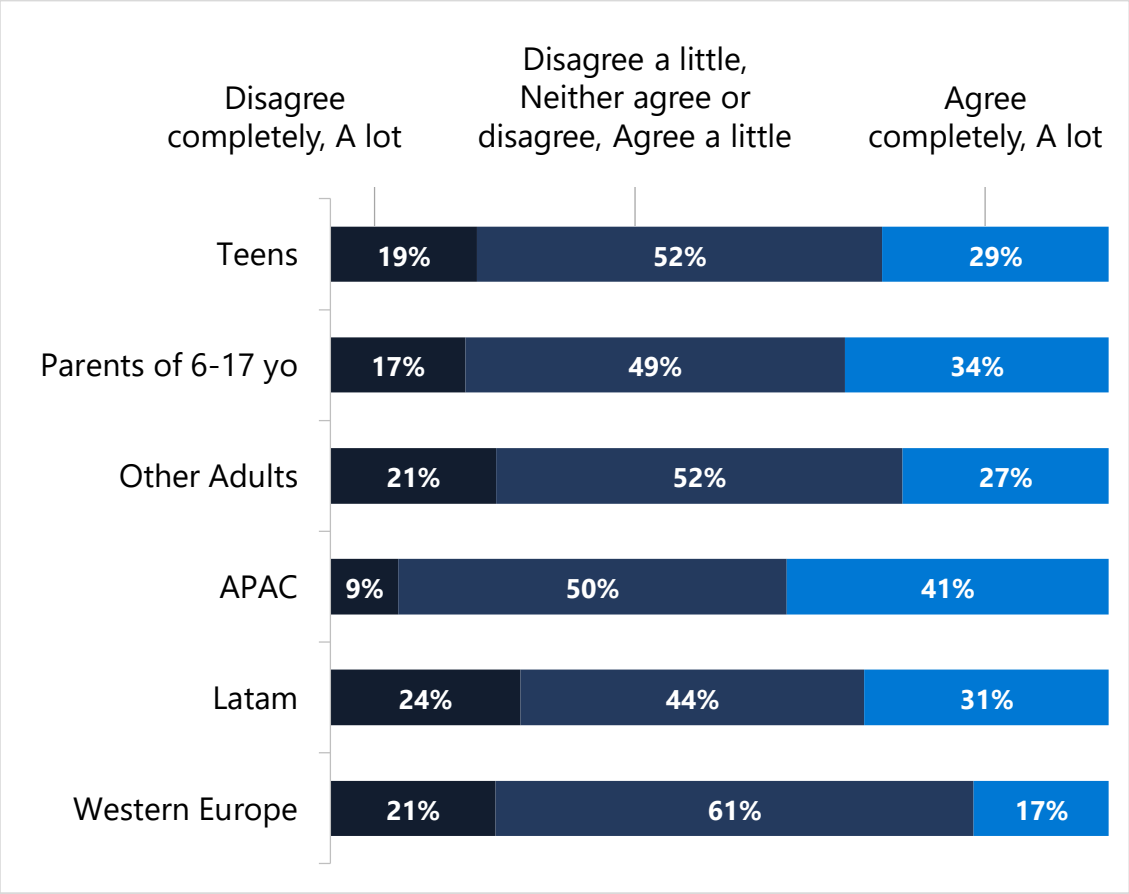
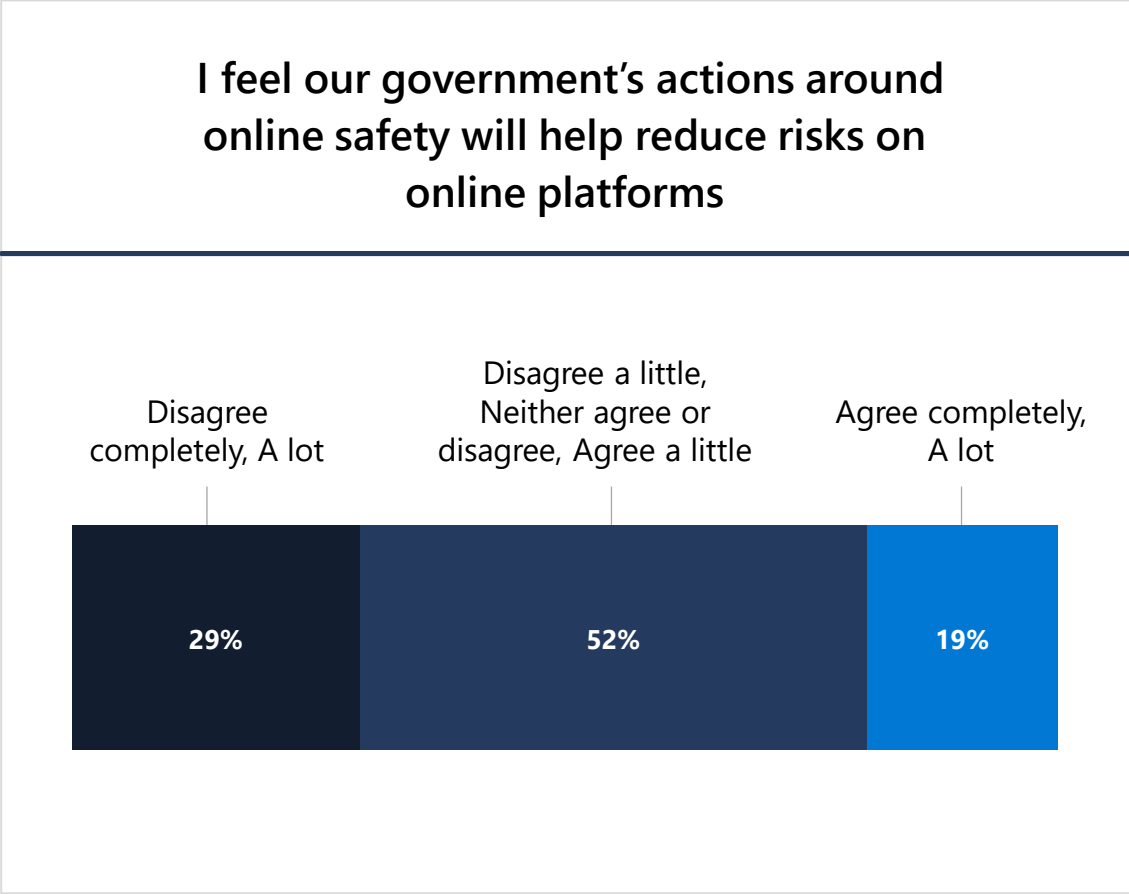
# Most were unaware of government efforts to protect users safety online

- Low awareness corresponded to a lower belief in governments' ability to protect users' safety online. Those who were aware of governments' efforts had more faith they could help reduce risks online
- Respondents had more faith in online platforms than government to help reduce the risks and threats to users

Awareness of government efforts to protect your safety online



# Respondents are unsure if government actions will reduce risks on online platforms

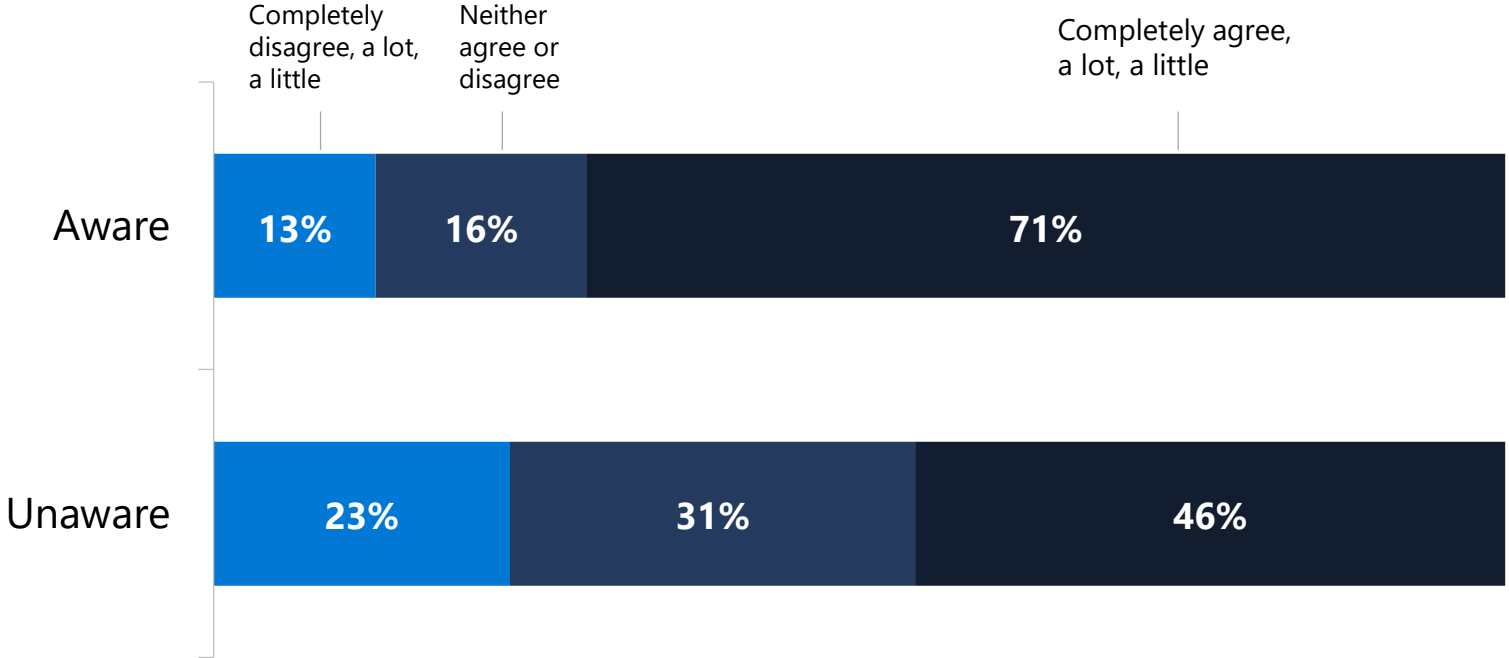


# Greater awareness can improve perceptions of governments' online safety efforts

I feel our government's actions around online safety will help reduce risks on online platforms



How awareness affects perceptions of government efforts to protect your safety online



Base: Total N=16,222



# 36% of parents said the world would be better off without social media, in stark contrast to teens (15%)



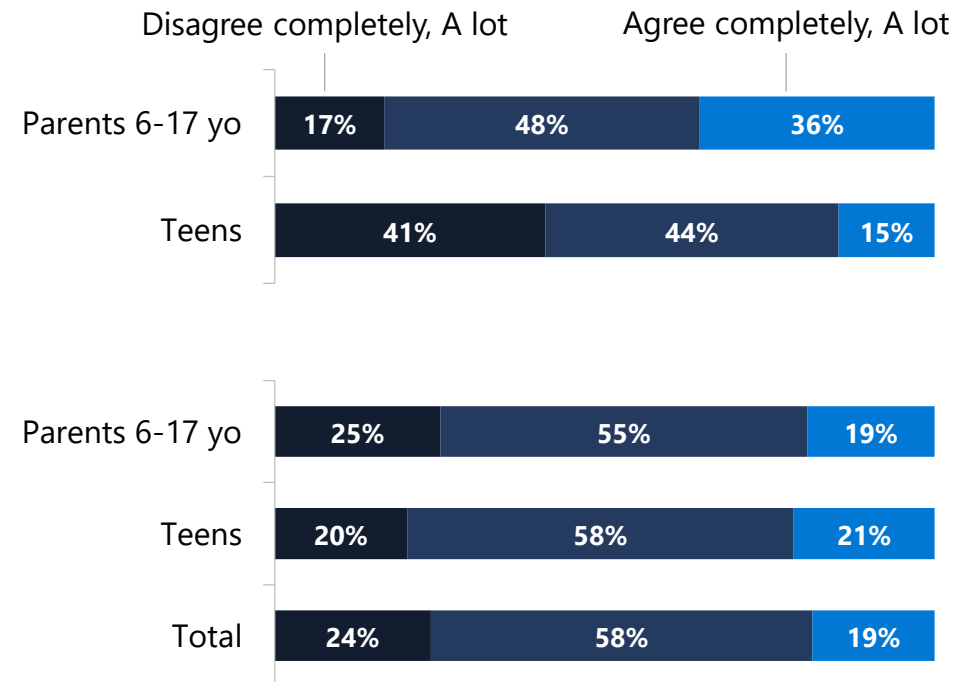
Parents of 6-17 more easily see the negative influences of social media compared to teens. As digital natives, teens have never known a world without social media unlike their parents



About one in five of parents and teens agreed that social media had a positive influence on my life. However, an equal number held exactly the opposite opinion

**The world would be better off without social media**

**Social media has a positive influence on my life**



Base: Teens, N=8,007

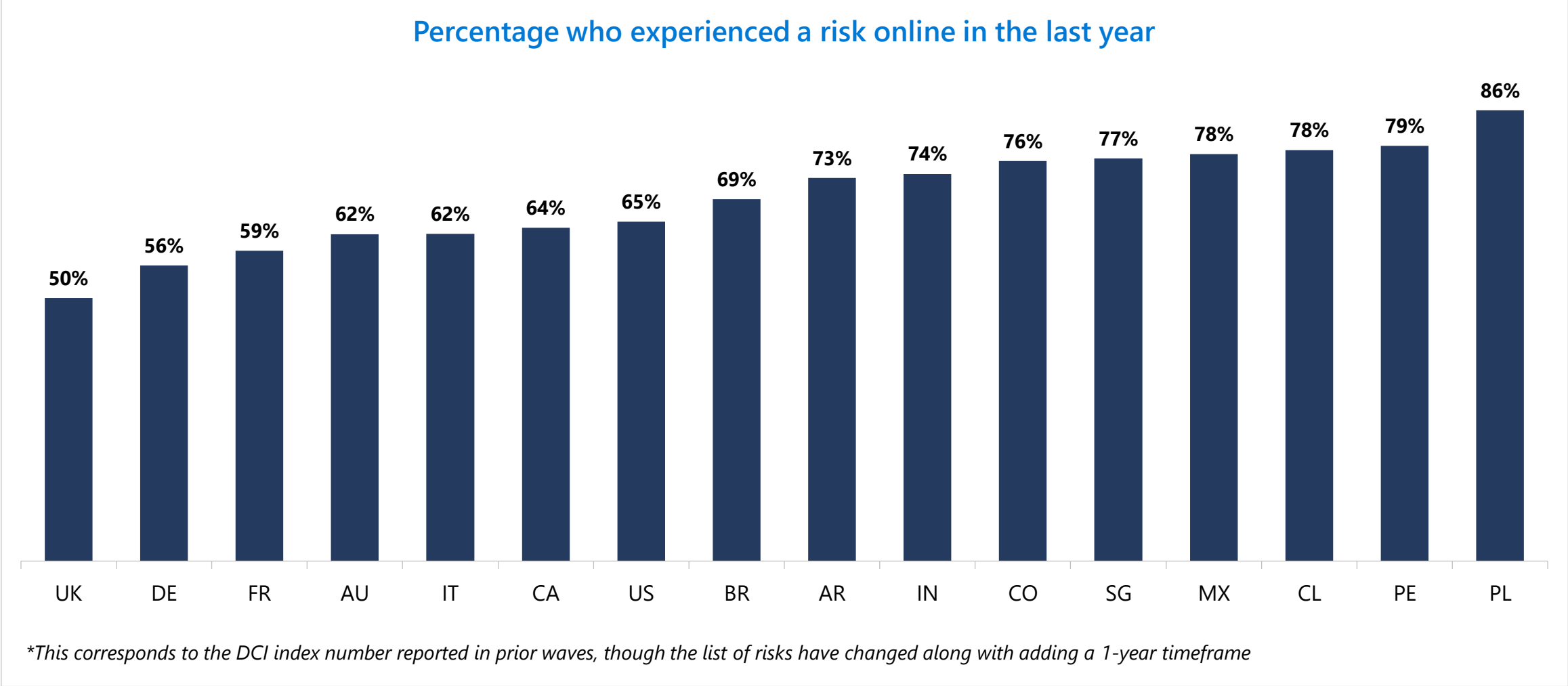
Base: Parents, N=3,188



## Country detail

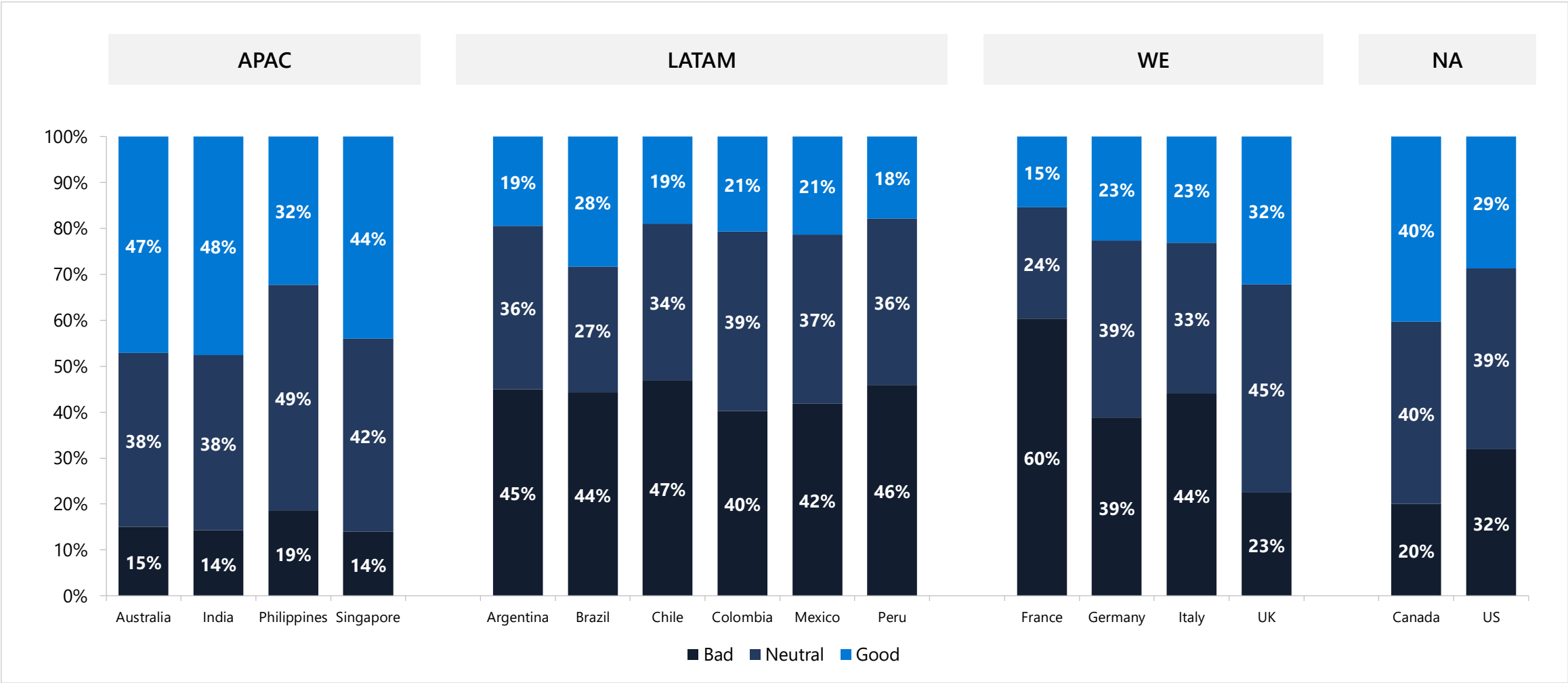


# 2022 Risk exposure by Country\*



Q2: Which, if any, of these have you experienced in the last year ONLINE using the Internet on your phone, tablet, or any other device? (percent citing any risk)

# Current state of civility by Country

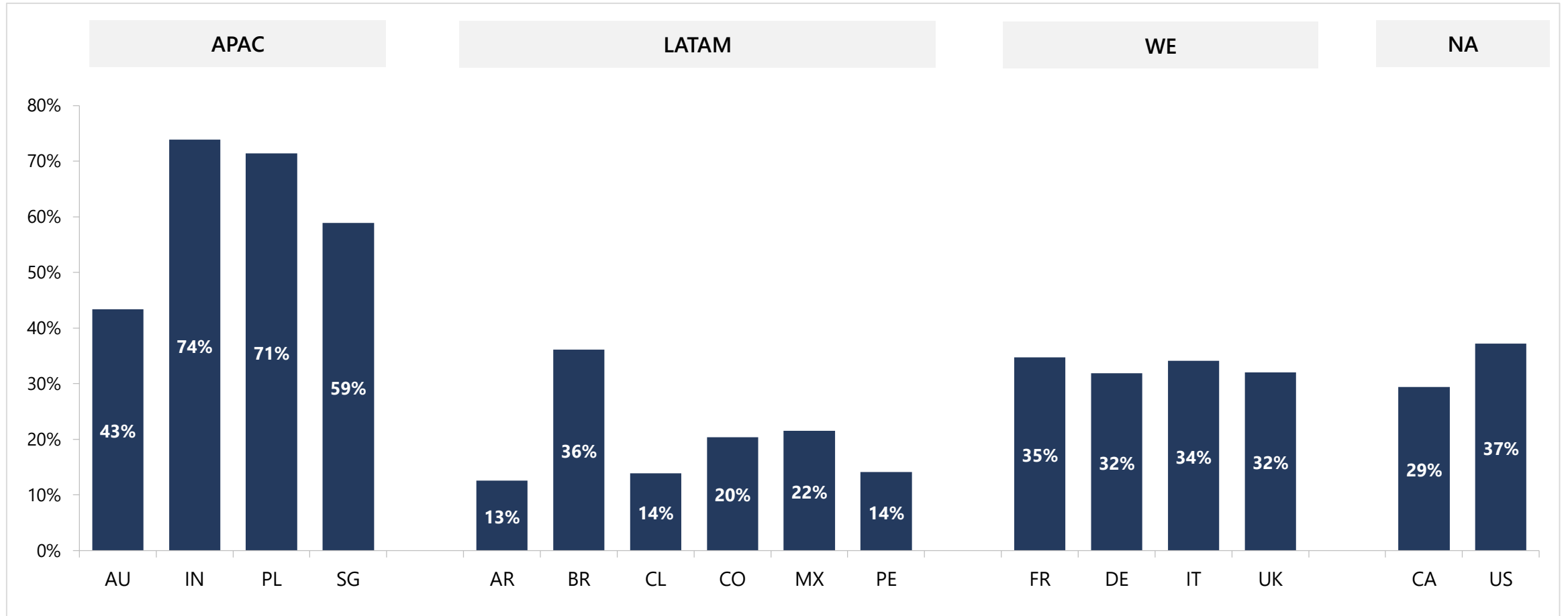


Q1. How would you rate the overall state of online civility in your country? By online civility we mean people's interactions online are courteous, reasonable and respectful. Is it

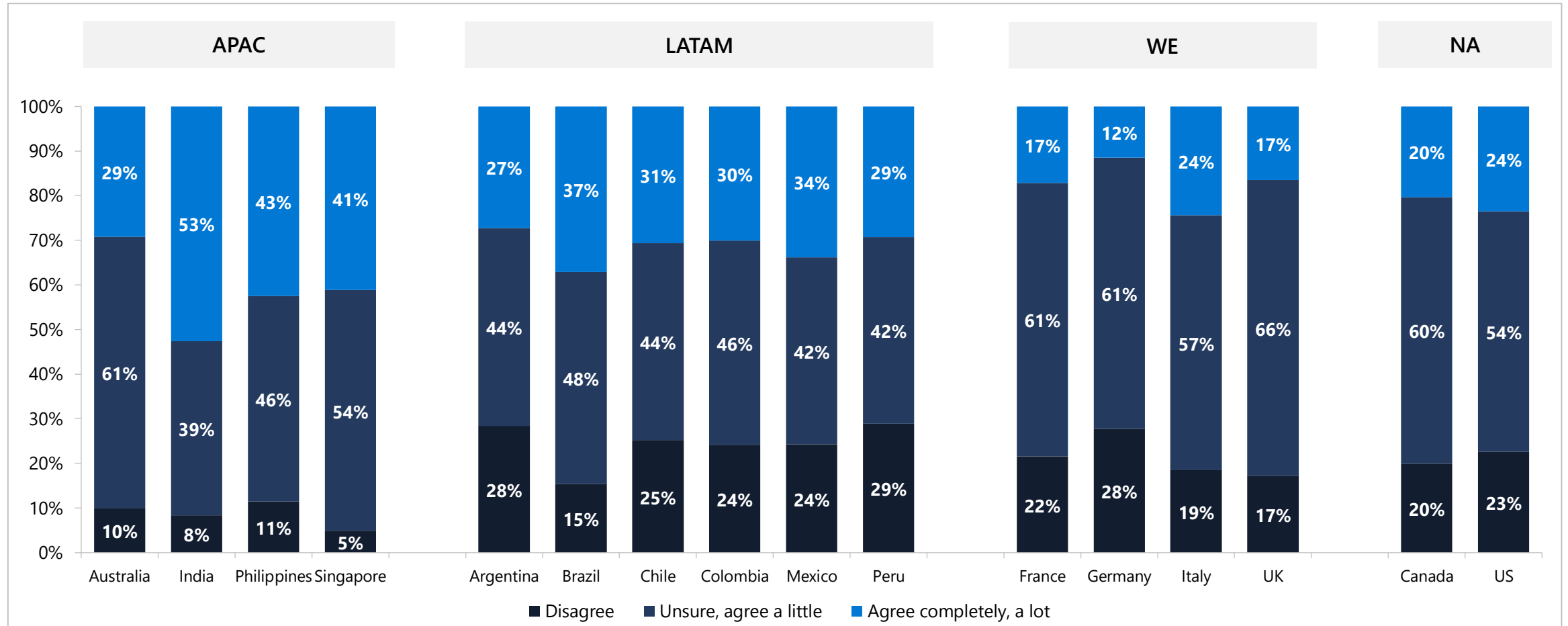
# Online risk Country heatmap

Online risk	Total	Argentina	Australia	Brazil	Canada	Chile	Colombia	France	Germany	India	Italy	Mexico	Peru	Philippines	Singapore	United Kingdom	United States
Misinformation or disinformation	51%	53%	38%	53%	47%	60%	59%	43%	39%	50%	49%	57%	61%	74%	55%	35%	42%
Hate speech	35%	39%	27%	36%	33%	43%	39%	29%	27%	42%	26%	36%	39%	55%	33%	24%	31%
Real-world graphic violence and gore	28%	26%	26%	25%	25%	31%	34%	18%	18%	33%	23%	35%	34%	46%	34%	19%	29%
Cyberbullying, harassment, or abuse	20%	15%	24%	17%	22%	16%	14%	11%	17%	31%	10%	22%	23%	37%	26%	15%	24%
Threats of violence towards me or other people	16%	15%	18%	12%	17%	19%	11%	11%	10%	23%	9%	16%	17%	25%	20%	11%	18%
Sexual solicitation	16%	16%	15%	12%	13%	18%	20%	14%	14%	22%	8%	19%	20%	18%	15%	8%	19%
Suicide and self-harm content	15%	15%	15%	16%	12%	17%	17%	8%	9%	19%	8%	17%	21%	23%	17%	10%	17%
Terrorist and violent extremist content	12%	11%	13%	11%	8%	18%	16%	7%	8%	17%	12%	16%	12%	19%	16%	4%	11%
Release of intimate images without your consent	11%	9%	14%	8%	7%	9%	12%	6%	6%	22%	5%	12%	15%	22%	16%	5%	10%
Child sexual exploitation and abuse	9%	6%	9%	7%	6%	8%	9%	3%	5%	21%	4%	8%	10%	17%	13%	3%	9%

# Awareness of government efforts to protect online safety is generally low outside APAC

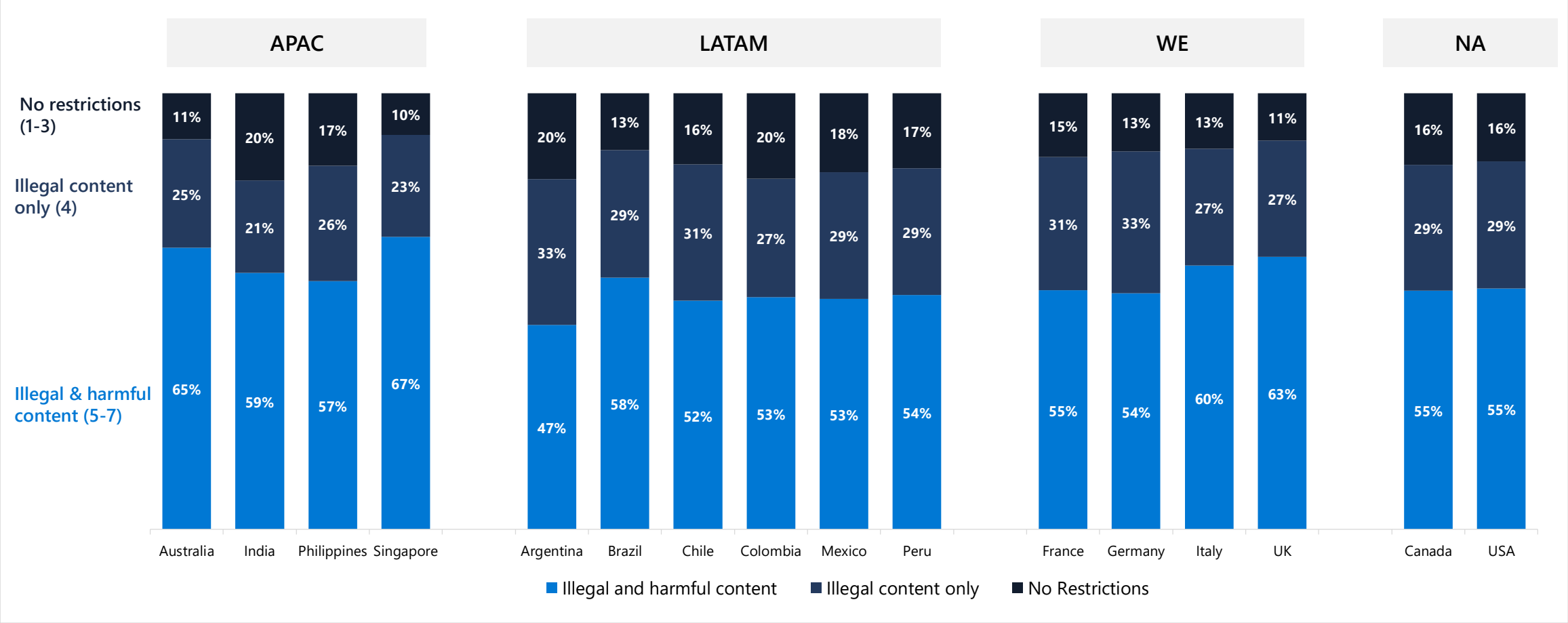


# Belief that government actions will reduce risks on online platforms is strongest in APAC, weakest in western Europe



# Desire for content moderation is strongest in APAC

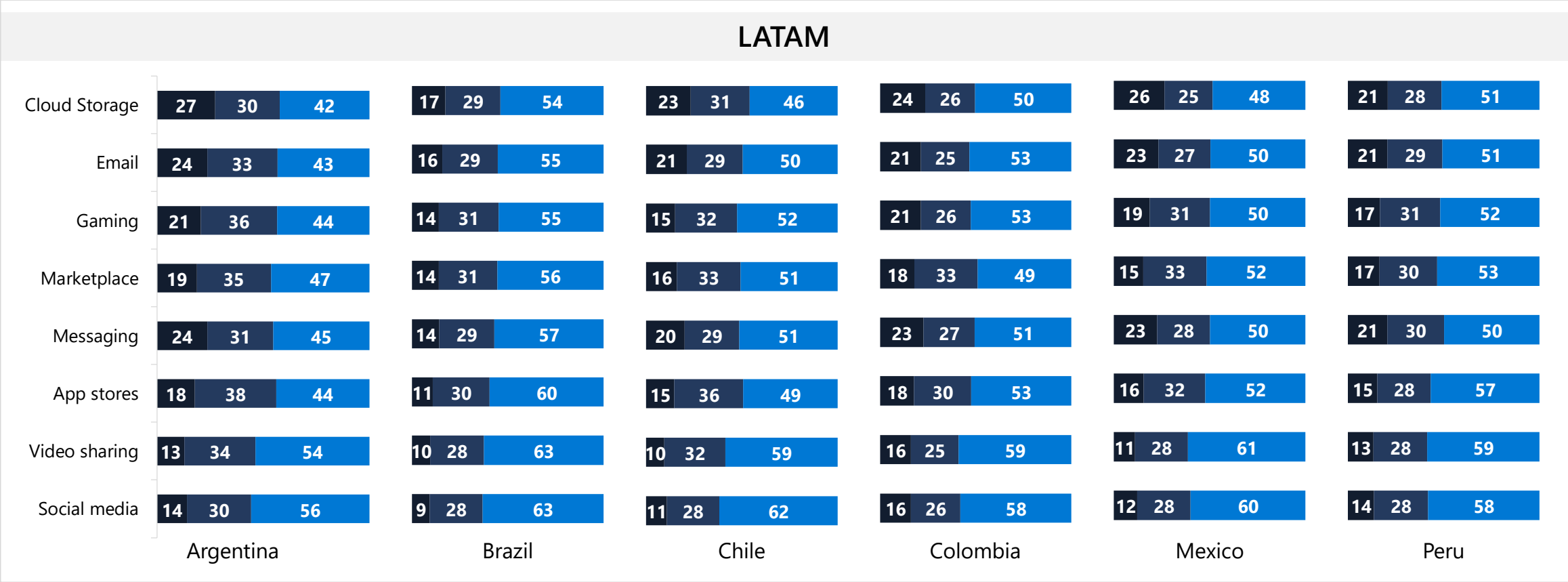
Average across all platforms



QS3: How do your expectations change about how actively companies try to limit and or remove illegal and harmful speech change depending on the type of platform that you are using?



# Expectations on content restrictions by type of platform

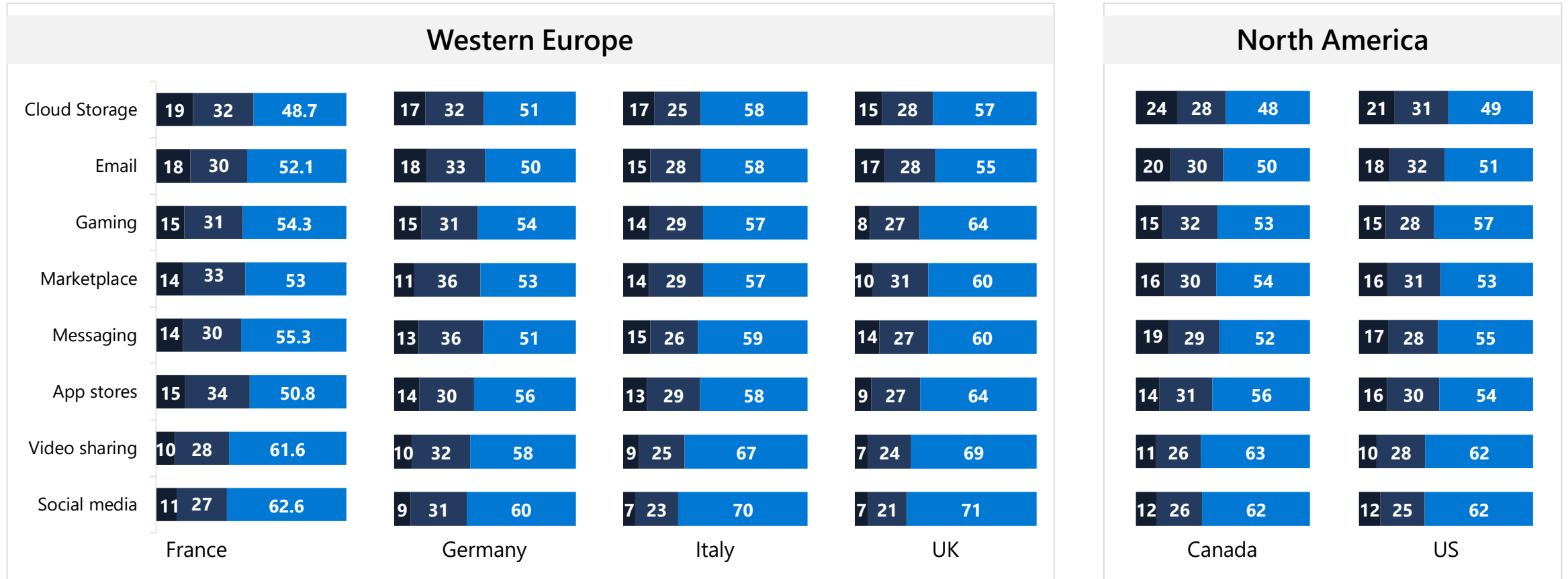


Base: Those using each platform, N=4,679-5,770

No restrictions
  Illegal content only
  Illegal & harmful content

QS3: How do your expectations change about how actively companies try to limit and or remove illegal and harmful speech change depending on the type of platform that you are using?

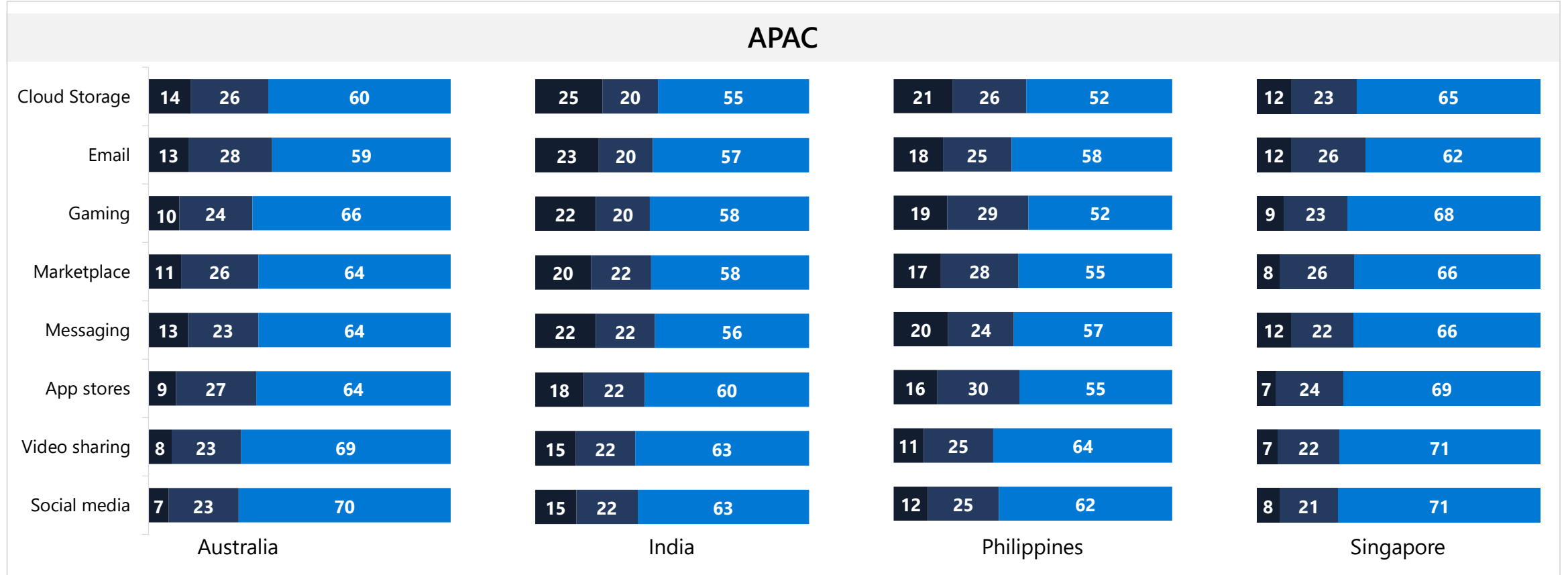
# Expectations on content restrictions by type of platform



Base: Those using each platform, Europe N=2,338-3,602. NA=1,281-1,805

No restrictions
  Illegal content only
  Illegal & harmful content

# Expectations on content restrictions by type of platform



Base: Those using each platform, APAC N=2,752-3721

No restrictions
  Illegal content only
  Illegal & harmful content

# Top three worries by Country

## LATAM

Argentina	Brazil	Chile	Colombia	Mexico	Peru
Child sexual exploitation	Child sexual exploitation	Child sexual exploitation	Child sexual exploitation	Child sexual exploitation	Cyberbullying
Cyberbullying	Cyberbullying	Cyberbullying	Cyberbullying	Cyberbullying	Child sexual exploitation
Hate Speech	Misinformation/Disinformation	Threats of Violence	Misinformation/Disinformation	Threats of Violence	Misinformation/Disinformation

## North America

Canada	United States
Cyberbullying	Child sexual exploitation
Misinformation/Disinformation	Cyberbullying
Child sexual exploitation	Misinformation/Disinformation

## APAC

Australia	India	Singapore	Philippines
Cyberbullying	Misinformation/Disinformation	Cyberbullying	Cyberbullying
Child sexual exploitation	Cyberbullying	Misinformation/Disinformation	Misinformation/Disinformation
Misinformation/Disinformation	Hate Speech	Threats of Violence	Child sexual exploitation

## Western Europe

France	Germany	Italy	United Kingdom
Cyberbullying	Cyberbullying	Cyberbullying	Cyberbullying
Child sexual exploitation	Child sexual exploitation	Misinformation/Disinformation	Child sexual exploitation
Hate Speech	Misinformation/Disinformation	Hate Speech	Suicide and Self Harm

# Appendix

# Glossary

## Civility

People's interactions online are courteous, reasonable and respectful.

## Safety tools

Specific technical steps to try and limit potential risk exposure.

## Illegal content

Content that violates a law in the jurisdiction of the respondent.

## Harmful content

Content that is not illegal, but causes harm.

## Risk

A situation involving exposure to danger.

# Risk definitions: Wave 7

Risk	Category	Definition
Misinformation or disinformation	Misinformation	I received false information that may have been spread with the intention to mislead or deceive me or other people
Hate speech	Personal	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 or sexual orientation
Cyberbullying, harassment, or abuse	Personal	I was bullied, harassed, or abused online. Includes one-time incidents or repeated targeting over time
Threats of violence towards me or other people	Personal	Someone online threatened to harm me, another person, group, or place
Suicide and self-harm content	Self-harm	I was sent or exposed to content that promoted, encouraged or provided instruction related to suicide or self harm
Child sexual exploitation and abuse	Sexual	ADULT non-parent version: I was sent or exposed to child sexual exploitation imagery or content or witnessed instances online of adults targeting minors for sexual purposes. TEENS and Parents: "I was sent or exposed to child sexual exploitation imagery or content, or witnessed or experienced instances online of adults targeting minors for sexual purpose
Release of intimate images without your consent	Sexual	Sexually explicit, private content of me was distributed without my consent or of other people depicted
Sexual solicitation	Sexual	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
Terrorist and violent extremist content	Violent content	I was sent or exposed to terrorist or violent extremist content that showed or glorified acts of violence to promote an ideology or belief
Real-world graphic violence and gore	Violent content	I received or was exposed to content that depicted death, violence, medical procedures, or serious physical injury in graphic detail that I found gratuitous or disturbing

# Cyberbullying was the most worrisome risk and had above average incidence

## Risks by quadrant

### Quadrant 2

High incidence, high worry

- Elevated worry about these risks is justified by their above average incidence

### Quadrant 4

Low incidence, high worry

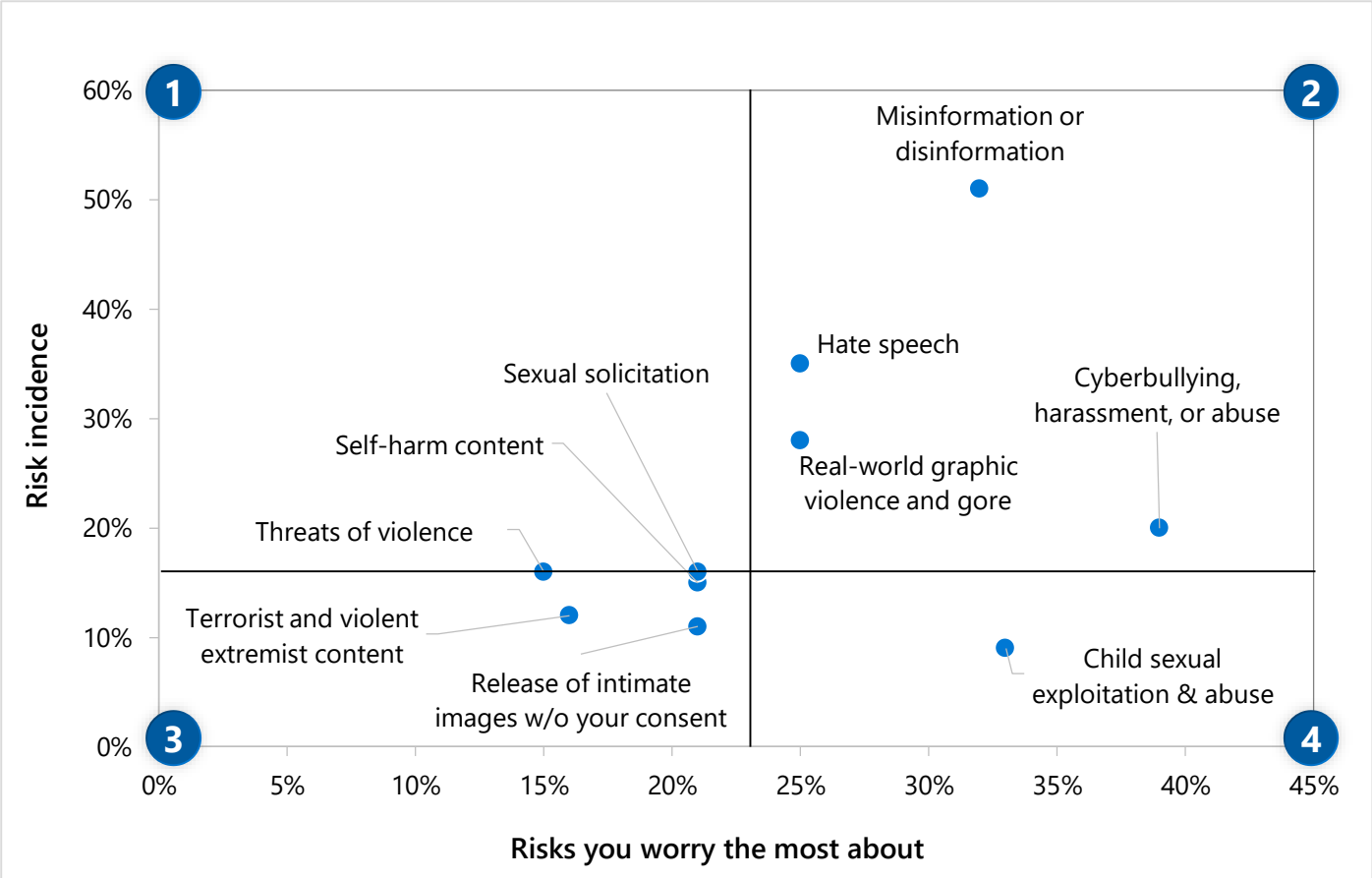
- Child sexual exploitation has the 2<sup>nd</sup> highest worry level, but the lowest reported incidence

### Quadrant 1

High incidence, low worry

### Quadrant 3

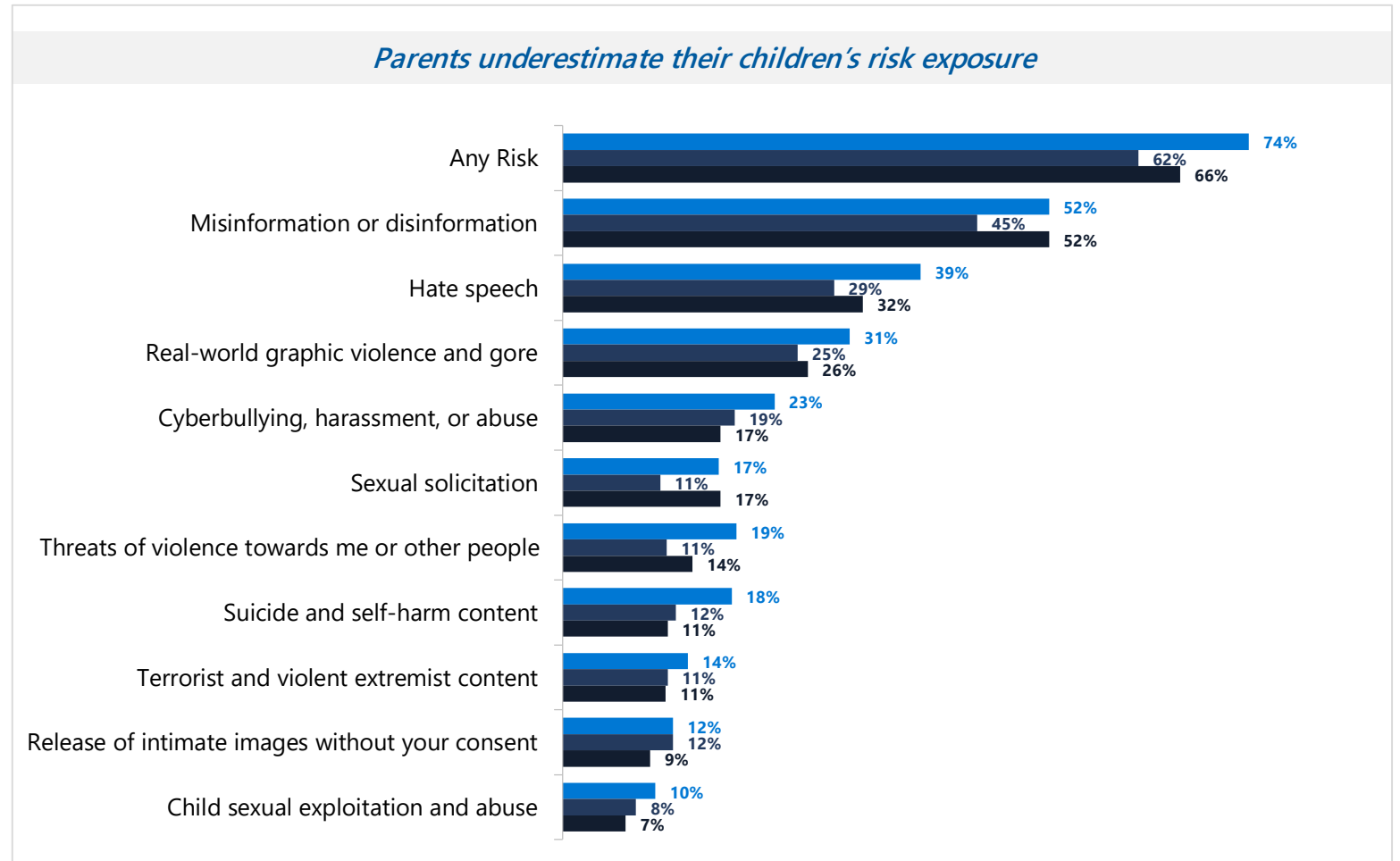
Low incidence, low worry





# Teens experienced the most risks

- Nonparents match teen's exposure to misinformation and sexual solicitation



Base: Total N=16,222

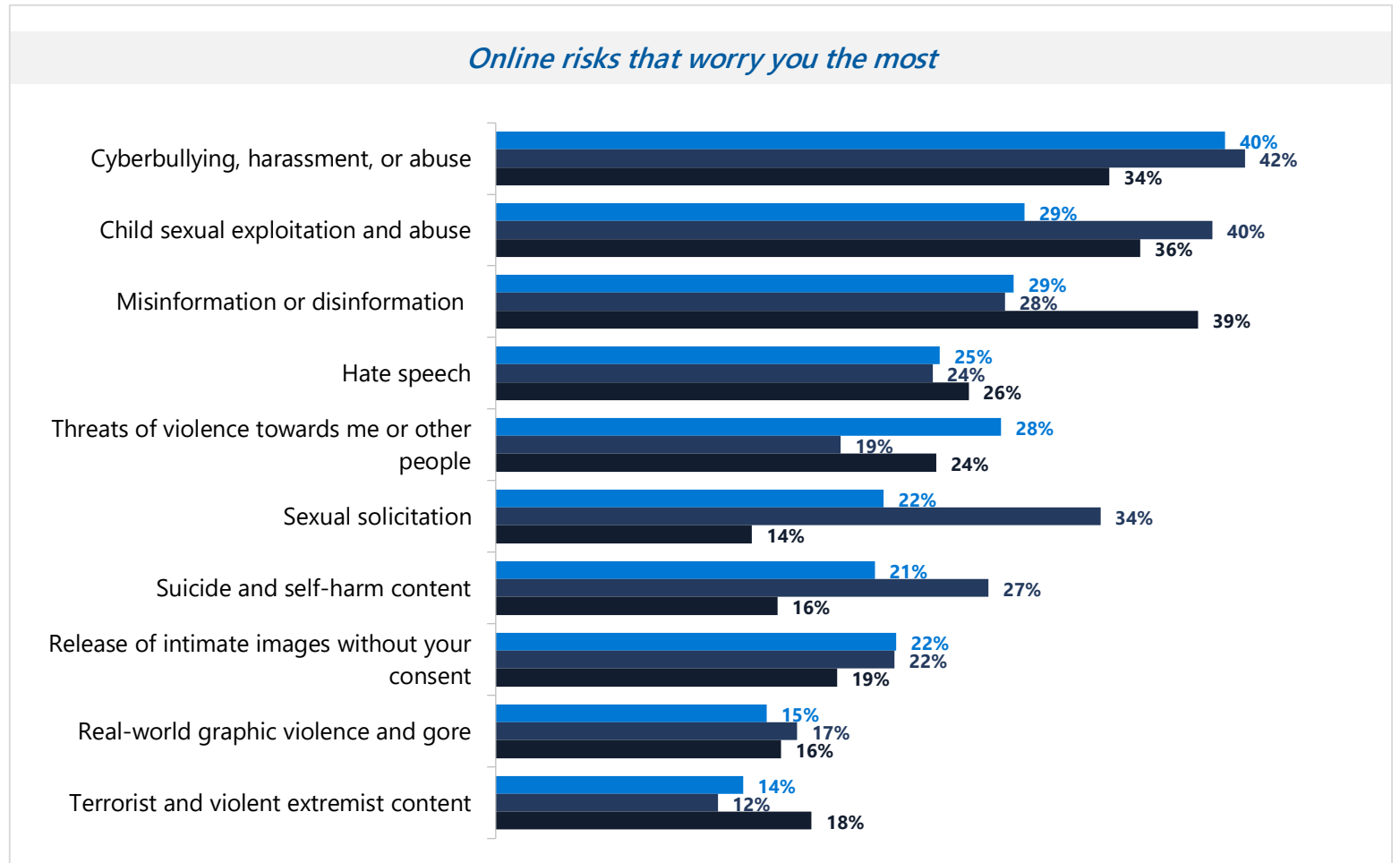
■ Non-Parent

■ Parent of 6-17 YO

■ Teens

# Parents worry most about sexual risks online

- Cyberbullying tops teen's worries, who are more concerned with threats of violence than their parents
- Parents also worry about their children's exposure to suicide and self-harm content
- Other adults worry about misinformation and cyberbullying, but are also concerned with child sexual exploitation online and hate speech



Base: Total N=16,222

■ Non-Parent

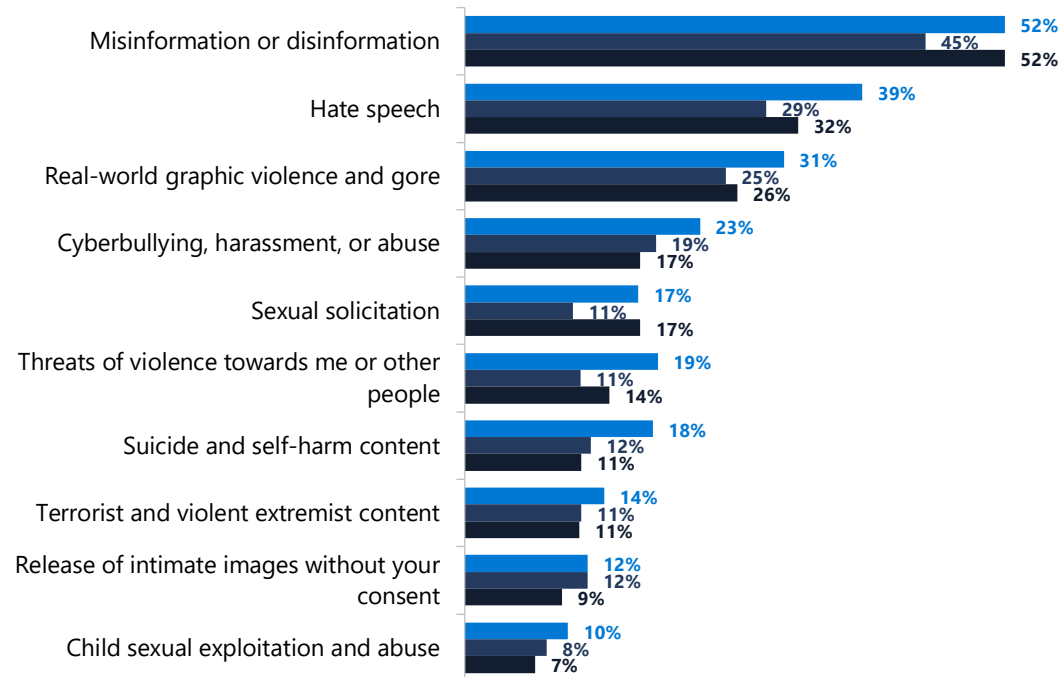
■ Parent of 6-17 YO

■ Teens

# Teens experience the most risks, and are more concerned with threats of violence than their parents

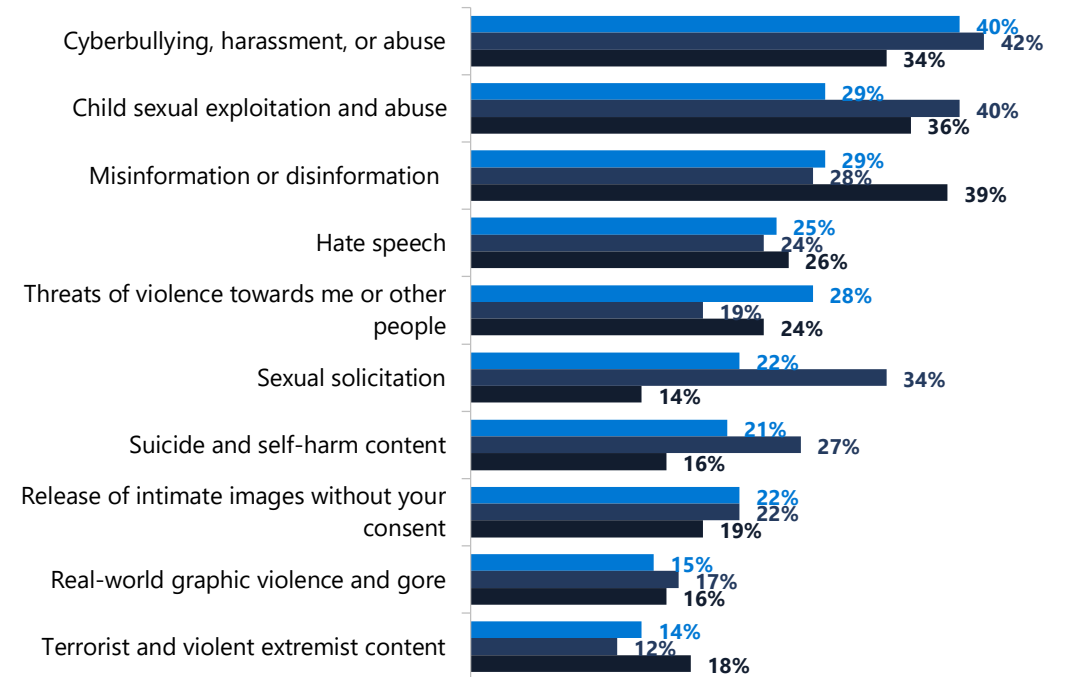
Nonparents match teen's exposure to misinformation and sexual solicitation

Risks experienced



Parents worry most about sexual risks online  
Other adults are also concerned with child sexual exploitation online

Risks worry about



Base: Total N=16,222

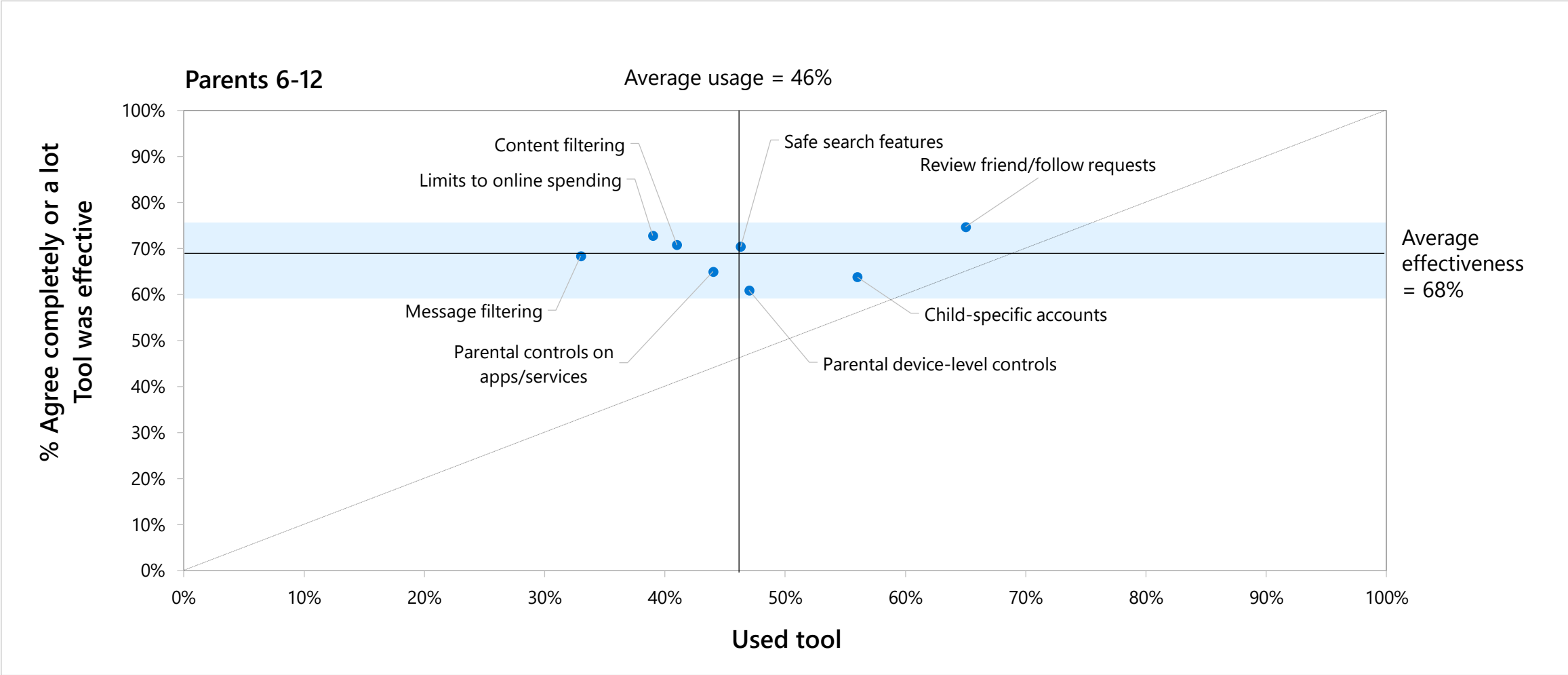
■ Non-Parent ■ Parent of 6-17 YO ■ Teens

Q2. Which, if any, of these have you [parent version: Your children] experienced in the last year ONLINE using the Internet on your phone, tablet, or any other device? Select all that apply

Q5.7. Whether you have experienced them or not, which online risks worry you the most? Select up to three risks

# 68% of parents of 6-12 said safety tools were effective

Tool use and effectiveness scores are slightly lower than Parents of 6-12, with ratings within a narrow band

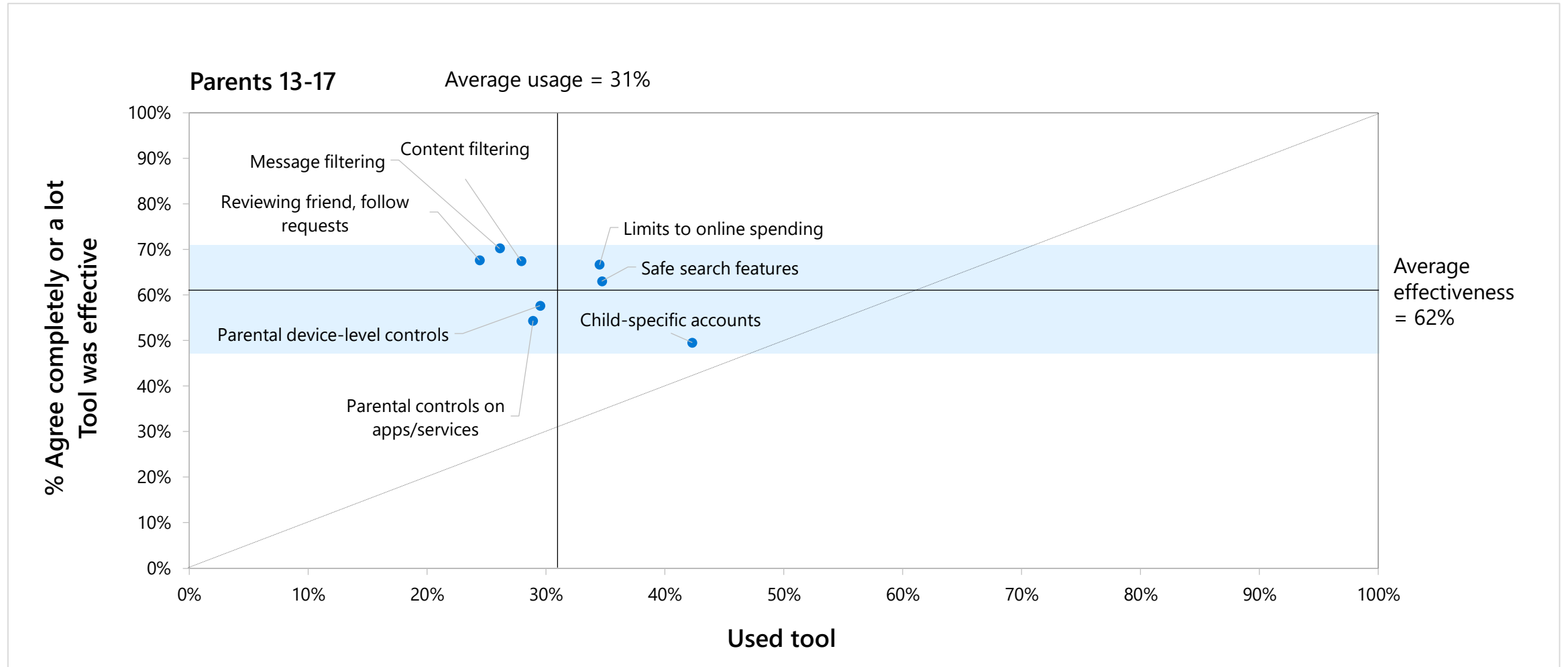


QP3. Please tell us all the parental controls or other platform-provided safety tools you currently use to help keep your children safe online (select all that apply)

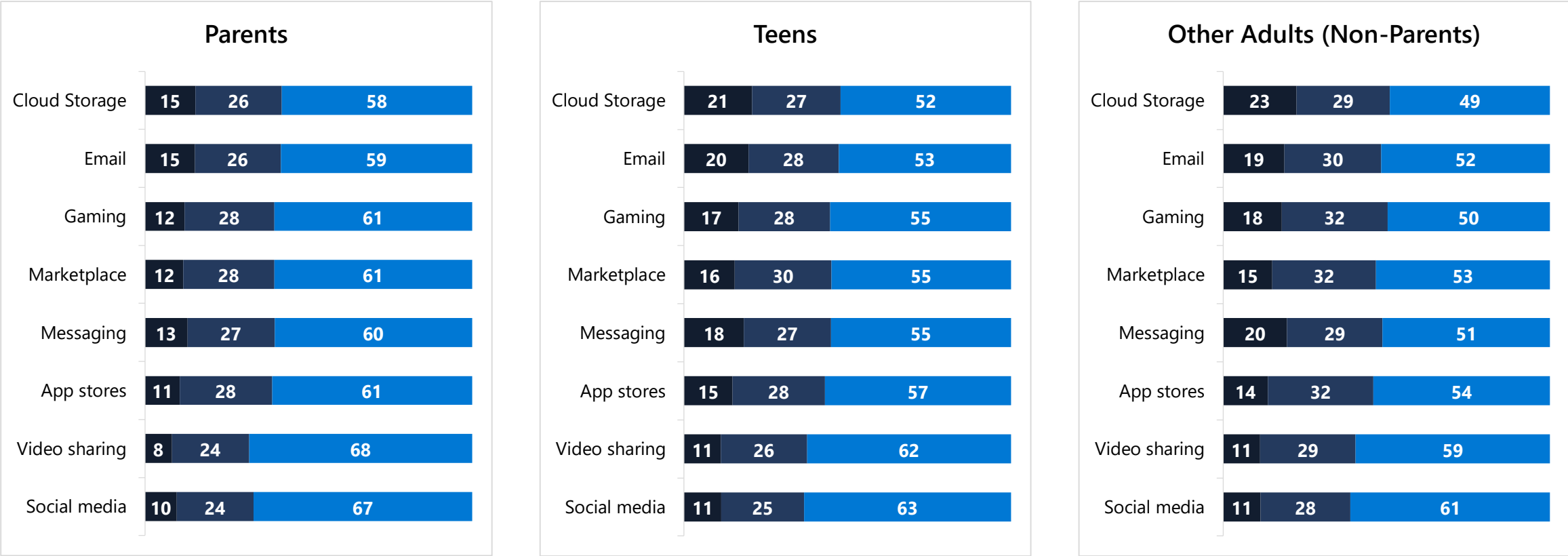
QP3a. How much do you agree or disagree that using parental controls or other platform-provided safety tools have been effective in keeping your children safer online?

# 62% of teen parents said safety tools were effective

Tool use and effectiveness scores are slightly lower than Parents of 6-12, with ratings within a narrow band



# Parents favor the most content moderation with teens seeking more than adults without children

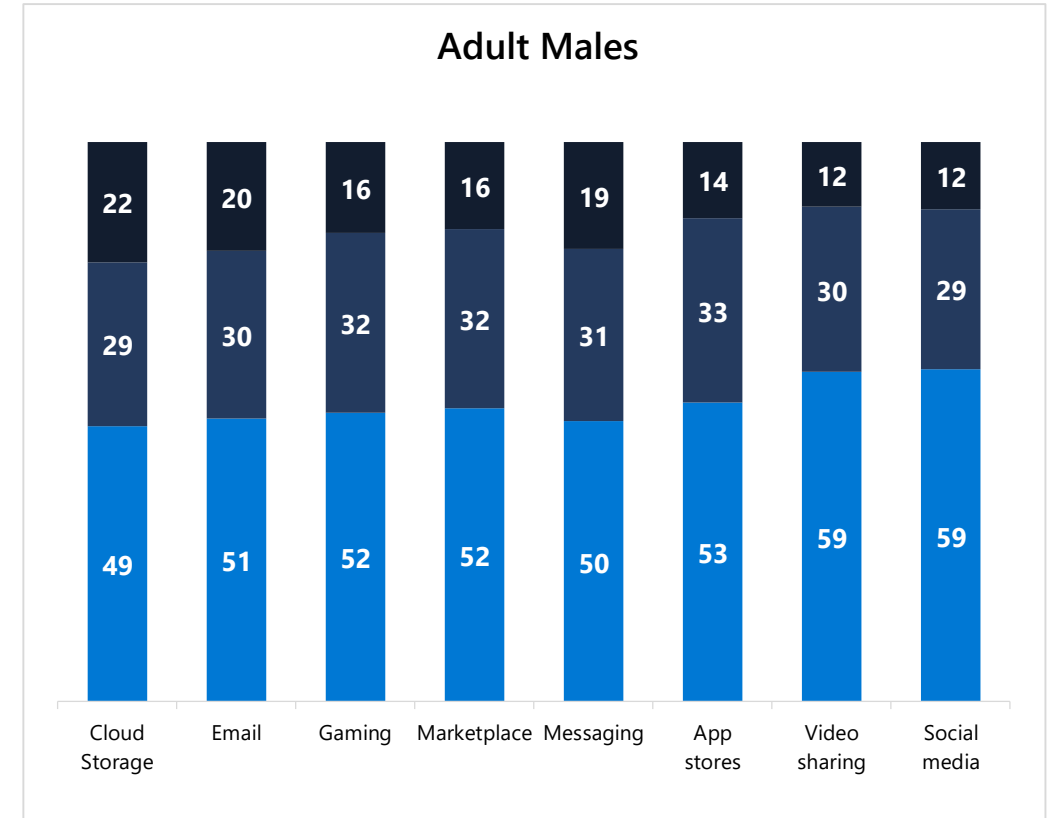
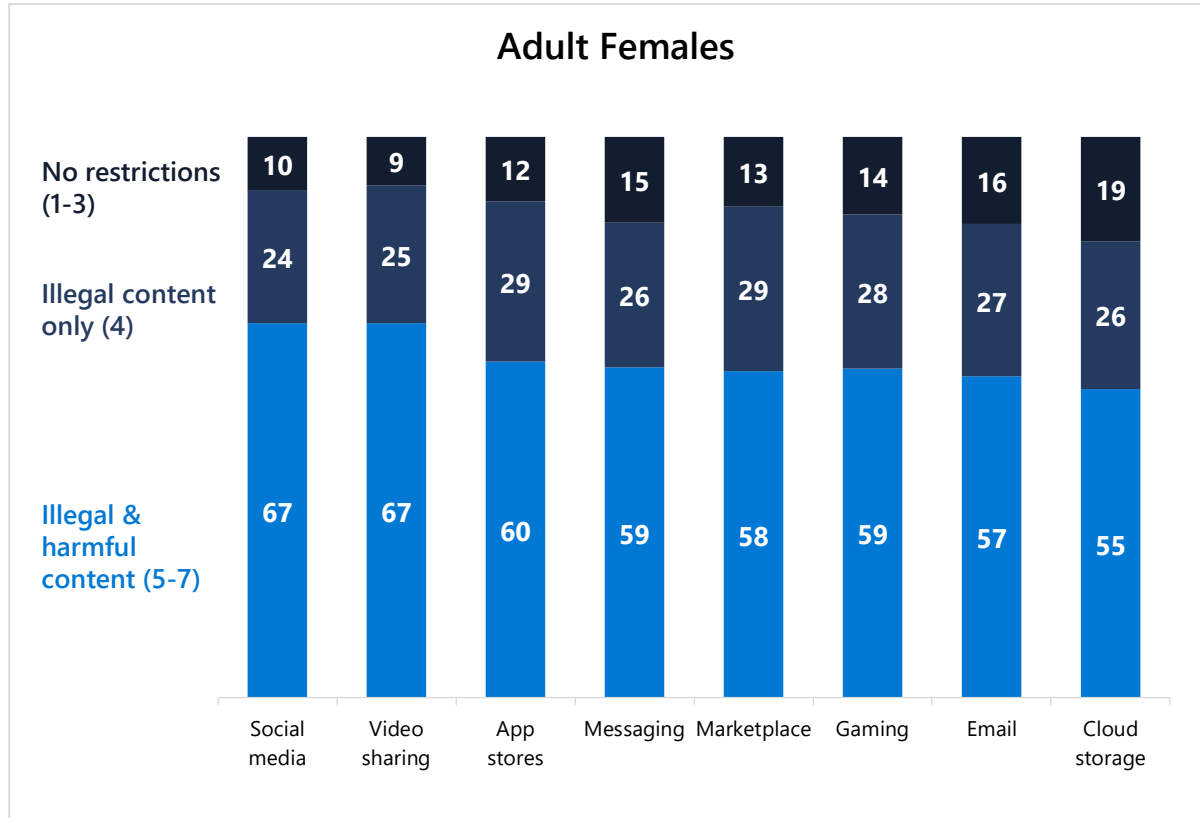


Base: Those using each platform

No restrictions
  Illegal content only
  Illegal & harmful content

QS3: How do your expectations change about how actively companies try to limit and or remove illegal and harmful speech change depending on the type of platform that you are using?

# Adult females seek more content moderation



Base: Those using each platform

■ No restrictions

■ Illegal content only

■ Illegal & harmful content