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).

<table>
<thead>
<tr>
<th>Relationship of online risk with DWBI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any risk</td>
</tr>
<tr>
<td>82%</td>
</tr>
<tr>
<td>71%</td>
</tr>
<tr>
<td>Threatening behavior</td>
</tr>
<tr>
<td>46%</td>
</tr>
<tr>
<td>35%</td>
</tr>
<tr>
<td>Sexual</td>
</tr>
<tr>
<td>35%</td>
</tr>
<tr>
<td>25%</td>
</tr>
<tr>
<td>Self-harm</td>
</tr>
<tr>
<td>26%</td>
</tr>
<tr>
<td>11%</td>
</tr>
<tr>
<td>Dwelling</td>
</tr>
<tr>
<td>82%</td>
</tr>
<tr>
<td>71%</td>
</tr>
<tr>
<td>Flourishing</td>
</tr>
<tr>
<td>82%</td>
</tr>
<tr>
<td>71%</td>
</tr>
</tbody>
</table>
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).
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

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

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

<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>

**Flourishing**, 78-100
- 10% of Gen Z Adults, 18-24

**Thriving**, 62-77
- 43% of Gen Z Adults, 18-24

**Middling**, 45-61
- 40% of Gen Z Adults, 18-24

**Struggling**, 0-44
- 7% of Gen Z Adults, 18-24

**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
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></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Teasing, name calling, purposeful embarrassment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flaming</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Damaging relationships</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sexual</th>
<th>DWBI</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sexual solicitation</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Self-harm</th>
<th>DWBI</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Thoughts self-harm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thoughts of suicide</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Other risks</th>
<th>DWBI</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fake news, misinformation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unwanted contact</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Other risks

<table>
<thead>
<tr>
<th>Contraband, extremism</th>
<th>DWBI</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Violent extremism, content &amp; messaging*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illegal drug sales*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illegal weapons sales*</td>
<td></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

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

- 64% ignored or brushed off bad behavior
- 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
- Fear nothing will happen, no serious consequences for the abuser
- Fear of retaliation
- Fear I'd get blamed for the incident

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

95%

43%

Positive

I cannot live my life without social media

36%

18%

Positive

The world would be a better place without social media

22%

33%

Positive

(%) picked statement, forced choice
Base: Gen Z, N=6002

(%) completely agree, agree a lot
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

Q12b: Which of the following is closer to your view about social media. Social media has a positive influence on the quality of my life or Social media has a negative influence on t?
RELATIONSHIP BETWEEN DWB & SUPPORT NETWORKS

Broad support networks had a positive impact on DWB

Number of support assets*

<table>
<thead>
<tr>
<th>Support Assets</th>
<th>Digital Well-Being Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 3</td>
<td>72% Struggling</td>
</tr>
<tr>
<td>4 to 6</td>
<td>19% Struggling</td>
</tr>
<tr>
<td>7 to 12</td>
<td>9% Struggling</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*

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

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

Yes, 76%
No, 24%

Base: Gen Z, N=6002

Overall risk incidence

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

Parents reported what risks they believed their children experienced

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
### RISK DISTRIBUTION: NON-PERSONAL = MOST COMMON

<table>
<thead>
<tr>
<th>Non-personal</th>
<th>Threatening behavior</th>
<th>Sexual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fake news or misinformation, 50%</td>
<td>Hate speech, bullying &amp; harassment, threats of violence, 39%</td>
<td>Non-consensual intimate imagery &amp; unwanted sexual attention, 26%</td>
</tr>
<tr>
<td>Unwanted contact, 35%</td>
<td>Fake identity</td>
<td>Contraband, extremism</td>
</tr>
<tr>
<td></td>
<td>Online impersonation, Account hijacking, 27%</td>
<td>Extremist content, Illegal drug, weapon sales, 16%</td>
</tr>
<tr>
<td></td>
<td></td>
<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.
**RISK DETAIL**

**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 EXPERIENCE 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.

- Unwanted contact, 38%
- Sexual risks, 32%
- ID theft, 32%
- Hate speech, 31%
- Online bullying & harassment, 22%
- Illicit drug/weapon sales, 18%
- Self-harm, 17%
- Threats of violence, 15%
- Extremist content, 11%

Base: Gen Z, N=6002

Largest differences:
- Fake news & misinformation, 56%
- Unwanted contact, 38%
- Sexual risks, 32%
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%)
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.

- 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, 24%

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...

Among those who followed-through

- Thoughts of Self-harm
  - 9%

- Thoughts of Suicide
  - 5%

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

High achiever pressures?

- Struggling: 20%
- Middling: 18%
- Thriving: 18%
- Flourishing: 15%

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

Teen: 65%
Gen Z adult: 83%

Number of support assets was lower

Teen: 5
Gen Z adult: 4

Sought help after a risk happened less often

Teen: 64%
Gen Z adult: 41%
GEN Z ADULTS SCORED LOWER THAN TEENS ON POSITIVE / NEGATIVE EMOTIONS & RELATIONSHIPS ONLINE

Teens vs. Gen Z adults scores on DWBI inventory items

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

<table>
<thead>
<tr>
<th></th>
<th>Struggling</th>
<th>Middling</th>
<th>Thriving</th>
<th>Flourishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teens</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>54%</td>
<td>56%</td>
<td>46%</td>
<td>48%</td>
</tr>
<tr>
<td>Male</td>
<td>46%</td>
<td>44%</td>
<td>54%</td>
<td>52%</td>
</tr>
<tr>
<td>Gen Z adults</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>57%</td>
<td>52%</td>
<td>48%</td>
<td>42%</td>
</tr>
<tr>
<td>Male</td>
<td>43%</td>
<td>48%</td>
<td>53%</td>
<td>59%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Teens, 13-17</th>
<th>Parents of 13-19</th>
<th>Gen Z adults, 18-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive emotion</td>
<td>54%</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Engagement</td>
<td>71%</td>
<td>67%</td>
<td>66%</td>
</tr>
<tr>
<td>Relationships</td>
<td>68%</td>
<td>59%</td>
<td>65%</td>
</tr>
<tr>
<td>Negative emotion</td>
<td>34%</td>
<td>30%</td>
<td>46%</td>
</tr>
<tr>
<td>Achievement</td>
<td>61%</td>
<td>58%</td>
<td>64%</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Teens</th>
<th>Parents of teens</th>
<th>Teens (13-17)</th>
<th>Parents of teens (13-17)</th>
<th>Young Adults (18-19)</th>
<th>Parents of Young Adults (18-19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk exposure</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any risk %</td>
<td>68%</td>
<td>70%</td>
<td>68%</td>
<td>70%</td>
<td>85%</td>
<td>57%</td>
</tr>
</tbody>
</table>

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 the least accurate when estimating teens' online relationships
Q4: How much do you agree or disagree with the following statement?

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

Parents of Young Adults (18-19) were much less likely to regularly check in at 54% vs. 71%
… 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:

- Unwanted contact: Teen told me 79%, Figured it out on my own 15%, Learned from someone else 6%
- Fake news or misinformation: Teen told me 76%, Figured it out on my own 18%, Learned from someone else 6%
- Online bullying & harassment: Teen told me 73%, Figured it out on my own 20%, Learned from someone else 6%
- Hate speech: Teen told me 73%, Figured it out on my own 19%, Learned from someone else 8%
- Non-consensual intimate imagery: Teen told me 67%, Figured it out on my own 24%, Learned from someone else 9%
- Online impersonation: Teen told me 62%, Figured it out on my own 26%, Learned from someone else 13%
- Account hijacking: Teen told me 61%, Figured it out on my own 25%, Learned from someone else 13%
- Threats of violence: Teen told me 59%, Figured it out on my own 28%, Learned from someone else 13%
- Unwanted sexual attention: Teen told me 57%, Figured it out on my own 28%, Learned from someone else 15%
- Thoughts of self-harm: Teen told me 55%, Figured it out on my own 31%, Learned from someone else 14%
- Violent extremist content/messages: Teen told me 54%, Figured it out on my own 30%, Learned from someone else 16%
- Weapons sales: Teen told me 54%, Figured it out on my own 31%, Learned from someone else 15%
- Illegal drug sales: Teen told me 54%, Figured it out on my own 33%, Learned from someone else 14%
- Thoughts of suicide: Teen told me 46%, Figured it out on my own 28%, Learned from someone else 26%

Q10. You mentioned that your child experienced incidents online during the past three months. How did you learn about what happened to your child?
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

 Teens were much more likely to seek help

- Teens: 64%
- Young Adults: 41%

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

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

- Parents: 32% (Teens), 77% (Gen Z Adults)
- Friend: 35% (Teens), 51% (Gen Z Adults)
- Another family member: 13% (Teens), 12% (Gen Z Adults)
- Online platform: 9% (Teens), 19% (Gen Z Adults)
- Another adult: 10% (Teens), 13% (Gen Z Adults)
- Adult at school: 9% (Teens), 5% (Gen Z Adults)
- Police, governmental authority: 2% (Teens), 7% (Gen Z Adults)
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

64 United States
62 United Kingdom
60 Germany
60 France
68 India
63 Australia
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.

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?

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

<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>50%</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>21%</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>12%</td>
<td>14%</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.
FRANCE SNAPSHOT, DWBI = 60

Segment size
- Flourishing: 4%
- Thriving: 38%
- Middling: 51%
- Suffering: 6%

Any risk (Gen Z)
- Personal risks: 54%
- Fake news, misinformation: 54%
- Unwanted contact: 34%
- Threatening Behavior: 32%
- Sexual risks: 25%
- Fake identity: 24%
- Contraband, terrorism: 15%
- Self Harm: 10%

Relationships with DWBI
Gen Z

Risks (experienced any risk)
- DWBI Struggling: 81%
- Flourishing: 75%

Social media (positive influence)
- 45% - 88%

Support assets¹ (Avg. # of assets, 0-12)
- 2.4 - 6.5

Emotional health (Avg. score, scale 0-7)
- 3.9 - 5.9

Safety feature² (Aware not used, used)
- 90% - 95%

Safety resource³ (Aware not used, used)
- 34% - 52%

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

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

Daily Snapchat users
- Teens (13-17): 43%
- Gen Z adults (18-24): 58%
- Parents of 13-19: 20%
UNITED KINGDOM SNAPSHOT, DWBI = 62

- Thriving: 43%
- Middling: 43%
- Suffering: 5%

Any risk (Gen 2)
- 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
- Risks (experienced any risk)
  - DWBI: 86%
  - Flourishing: 57%
- Social media (positive influence)
  - DWBI: 47%
  - Flourishing: 97%
- Support assets¹ (Avg. # of assets, 0-12)
  - DWBI: 2.1
  - Flourishing: 7.1
- Emotional health (Avg. score, scale 0-7)
  - DWBI: 3.4
  - Flourishing: 6.0
- Safety feature² (Aware not used, used)
  - DWBI: 83%
  - Flourishing: 90%
- Safety resource³ (Aware not used, used)
  - DWBI: 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

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

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>
</table>
| 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   | 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.
### 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**
- **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

Q12. How much do you agree or disagree with the following statements...
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

<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

- Any Risk: 73%
- Personal Risk: 55%
- Threatening behavior: 36%
- Sexual Risks: 24%
- Fake identity: 25%
- Self Harm: 34%
- Contraband: 14%

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

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

Non-LGBTQ+
- Struggling: 6%
- Middling: 40%
- Thriving: 43%
- Flourishing: 10%

Q25: Do you identify as a member of the LBGQT+ community?
At the extremes, Gen Z had slightly more negative attitudes towards social media.
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.
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?