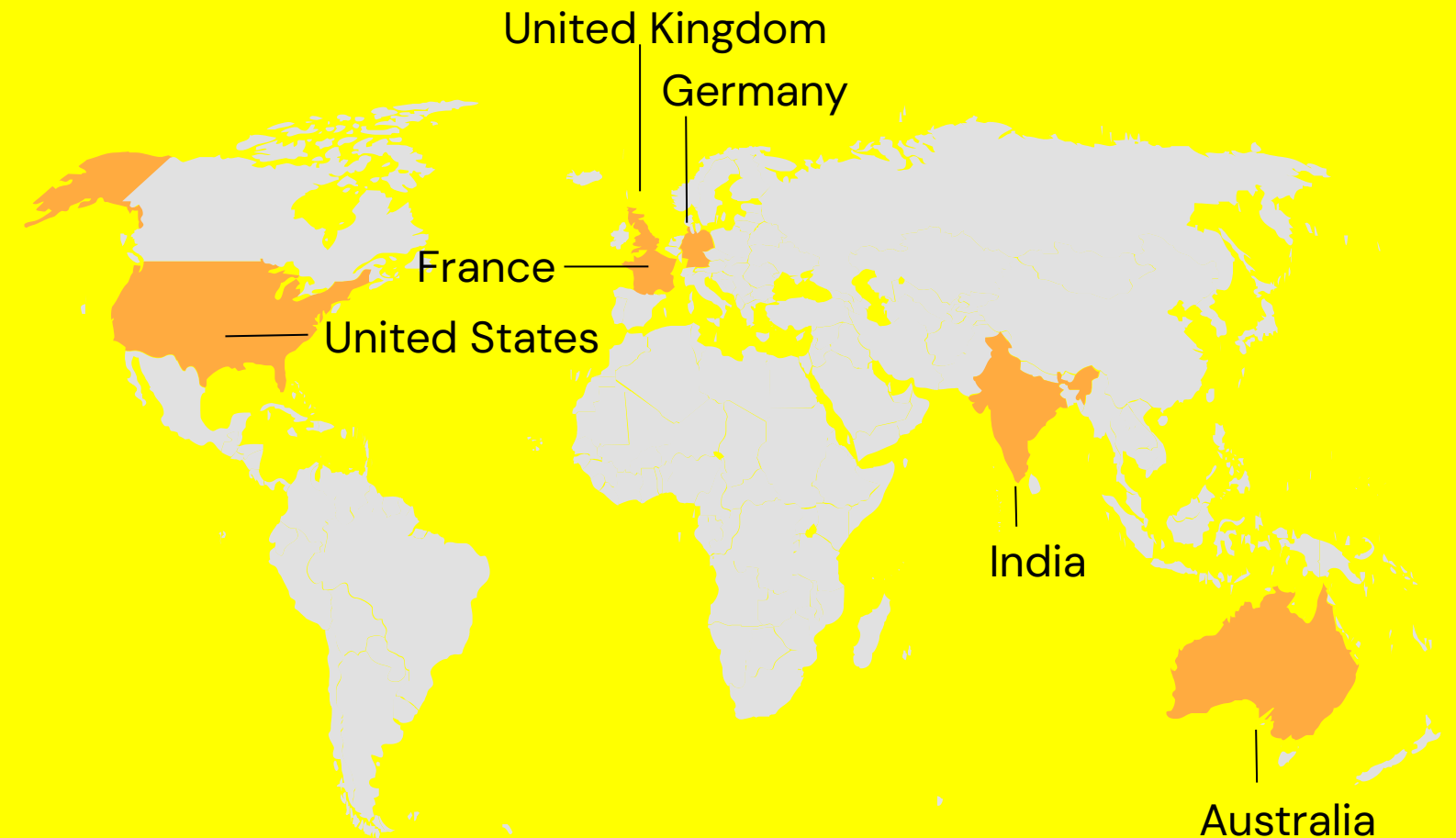




Wave 2 Research findings, June 2023

# Digital Well-Being Index

# Methodology



## 9,010 interviews across six countries

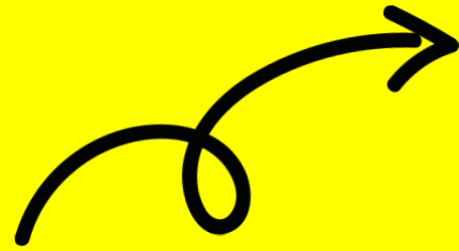
Teens 13–17, N = 3006

Young adults 18–24, N = 3002

Parents of 13–19, N = 3002

12-minute, online survey

Interviews conducted April 28– May 23, 2023



# Highlights from Year Two **2023**

1. **Digital Well-Being Index** was 62, unchanged from 2022

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2. **Teens 13-17 experienced more risks** in 2023

---

3. **Intimate imagery is ubiquitous**, and often spreads beyond intended recipients

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4. **One in four catfishing or hacking** incidents involved extortion

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5. **Parents found it a challenge** to monitor their children's online activities

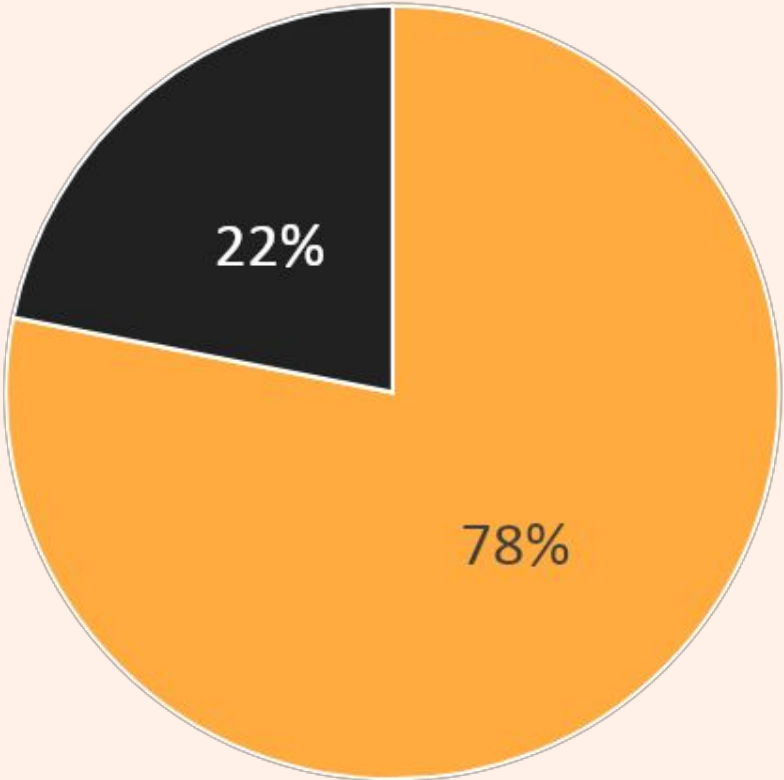
# 1. Digital Well-Being Index was 62, unchanged from 2022



DWBI scores range from 0-100, Individual dimensions range from 0-20, sum of dimensions won't add to 62 due to rounding

# 2. Teens 13-17 experienced more risks in 2023

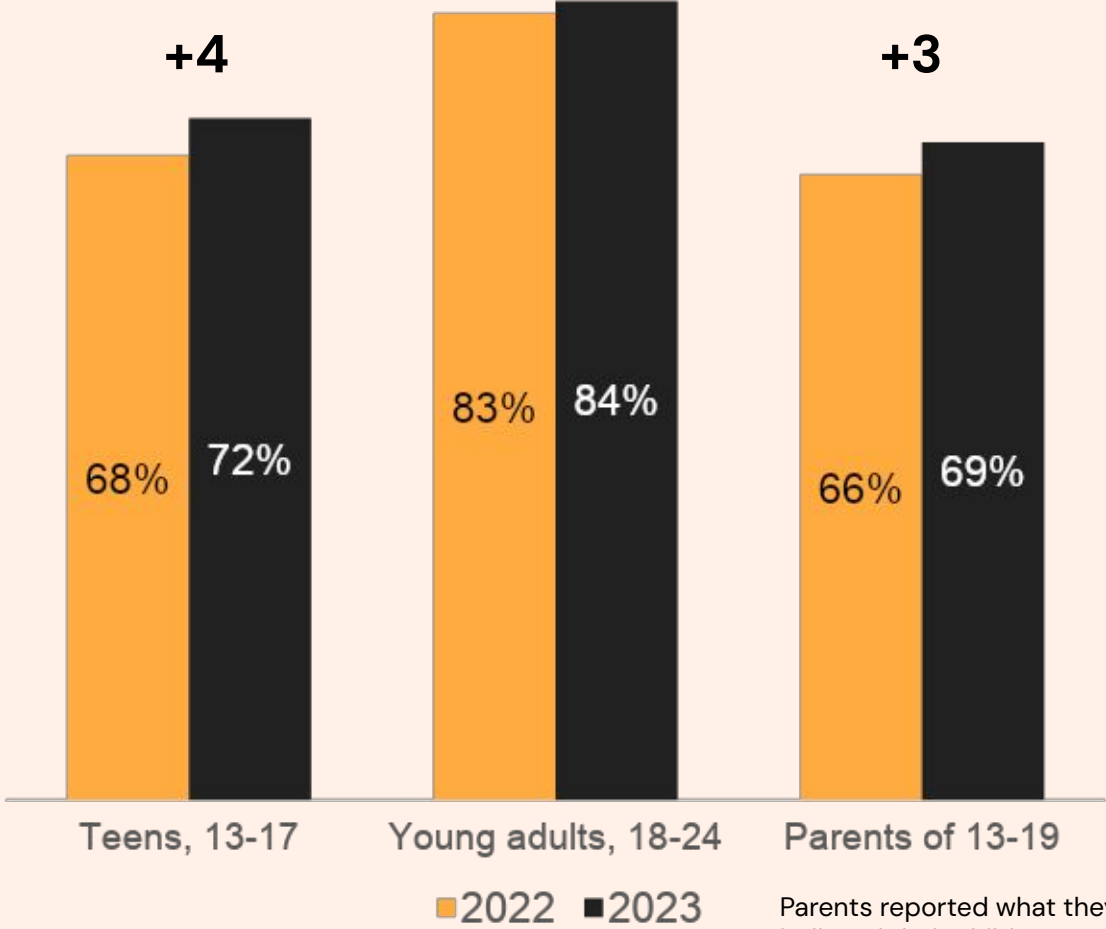
Nearly 8 in 10 ages 13-24 reported experiencing a risk, up 3-pts. YoY



Yes No

Base: Ages 13-24, N=6008

Parents were aware of the higher risk exposure among teens



Parents reported what they believed their children experienced

### 3. Intimate imagery had a strong presence and often spread beyond intended recipients

57%

were involved with intimate or suggestive imagery in the past 3 months\*

- 48% **received** intimate or suggestive imagery
- 44% were **asked for** intimate or suggestive imagery
- 23% **shared or distributed** intimate or suggestive imagery

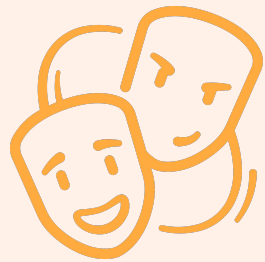
\*Happened to me and or a friend past 3 months

33%

reported intimate imagery spread beyond the intended recipient

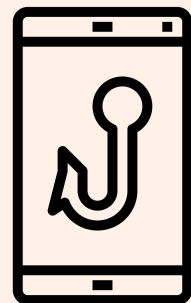


## 4. One in four catfishing or hacking incidents involved extortion



**51%**

Experienced catfishing\*



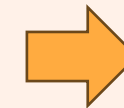
**47%**

Had social media accounts or devices hacked\*



### Extortion

Threatened with release of intimate imagery, or personal information



Response to the threat

26% who were catfished were threatened

25% who were hacked were threatened

92% acted in response to the threat

\* Happened to me and or a friend ever

## 5. Parents found it a challenge to keep up with their teen's online activities

**59%**

Teens 13–17 were less likely to seek help after they had experienced a risk down **5-pts. from 64%**

**50%**

Parents were unsure about the best ways to actively monitor their children's online activities (agree a little, a lot, completely)

**43%**

Parents were less likely to agree a lot or completely with the statement, "*I trust my child to act responsibly online and don't feel the need to actively monitor them,*" down **6-pts. from 49%**

**11pts**

How much parents underestimated their teens exposure to intimate or suggestive imagery





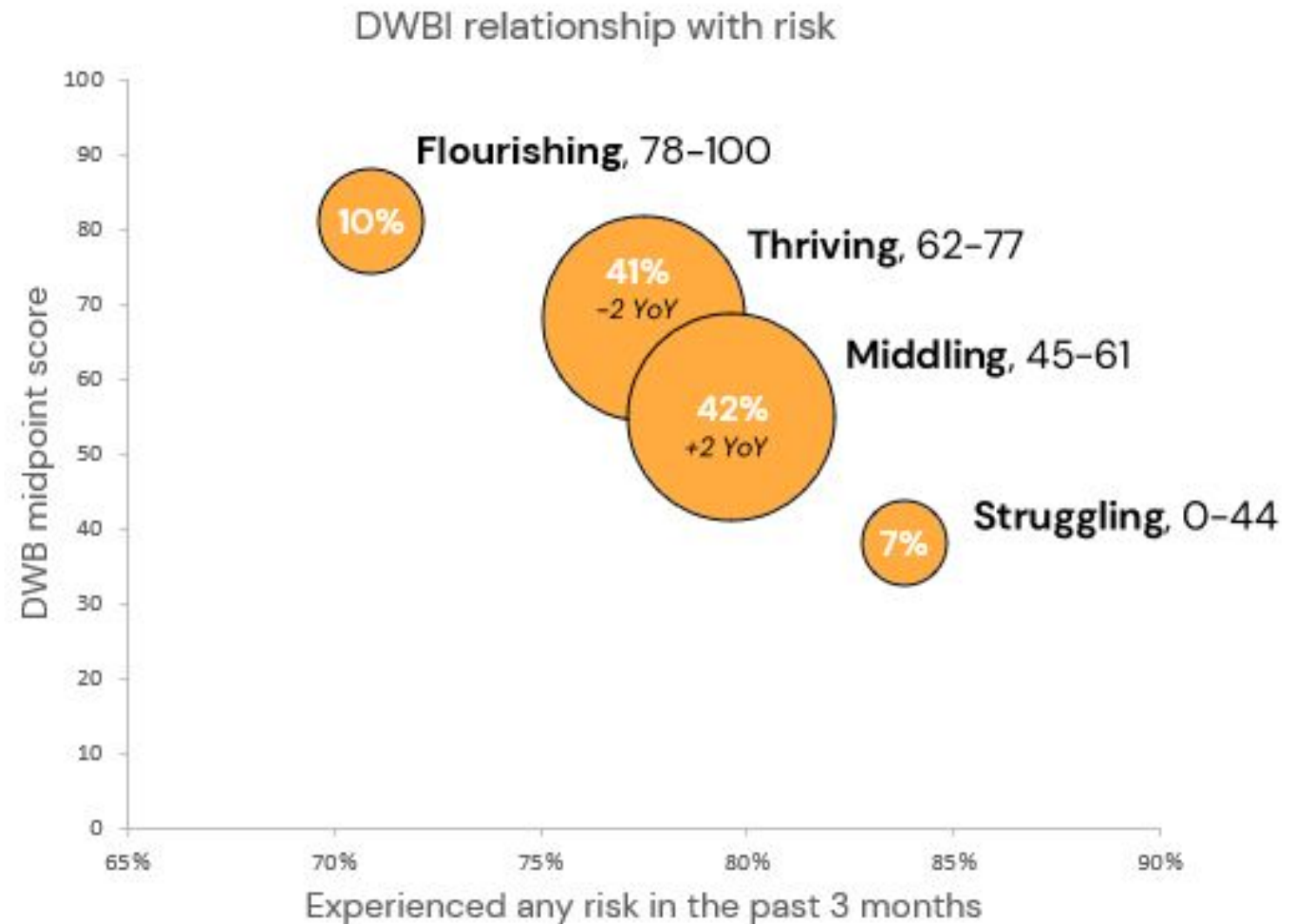
1.

Digital Well-Being  
Index was 62,  
**unchanged** from  
2022



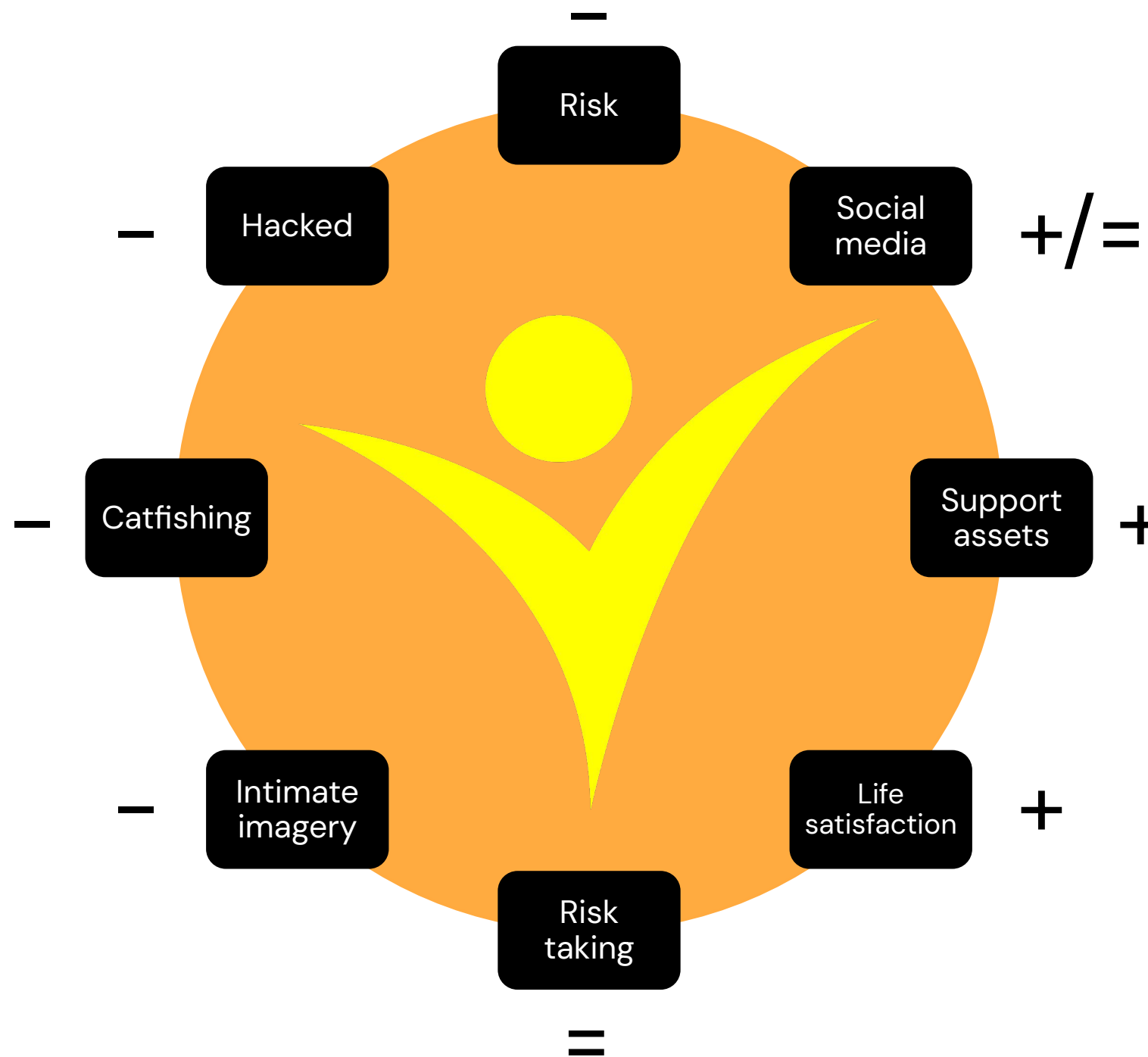
# Slight shift of 2-pts. from Thriving to Middling since 2022

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







# Relationships with DWBI





# Comparison between Struggling & Flourishing profiles

Base: ages 13-24

	 <u>Struggling</u>	 <u>Flourishing</u>
DWBI score	37	84
Support assets (9-12)	7%	60%
Life satisfaction online (very high)	2%	70%
Experienced a risk past 3 months	83%	71%
Intimate imagery exposure (asked, received, sent)	53%	35%
Exposure to catfishing (happened to me)	43%	32%
Social media account or device hacked	35%	25%
Risk taking (high)	31%	35%



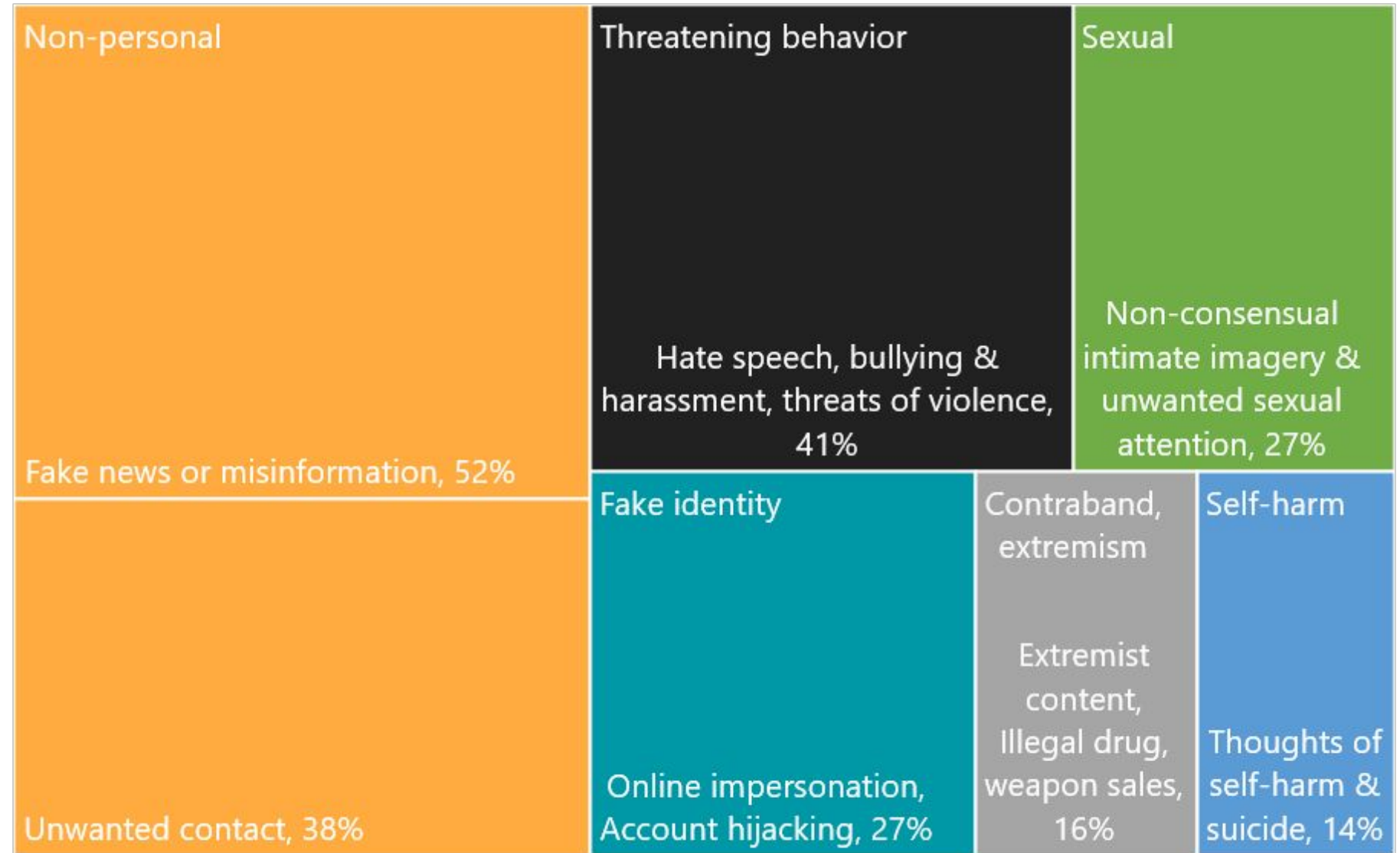
2.

Teens 13–17  
experienced  
**more risks** in  
2023



# Overall risk profile was largely unchanged since 2022

Non-personal risks (Unwanted contact, Fake news) and Threatening behavior each rose by 2-pts. YoY. All other risk categories held steady



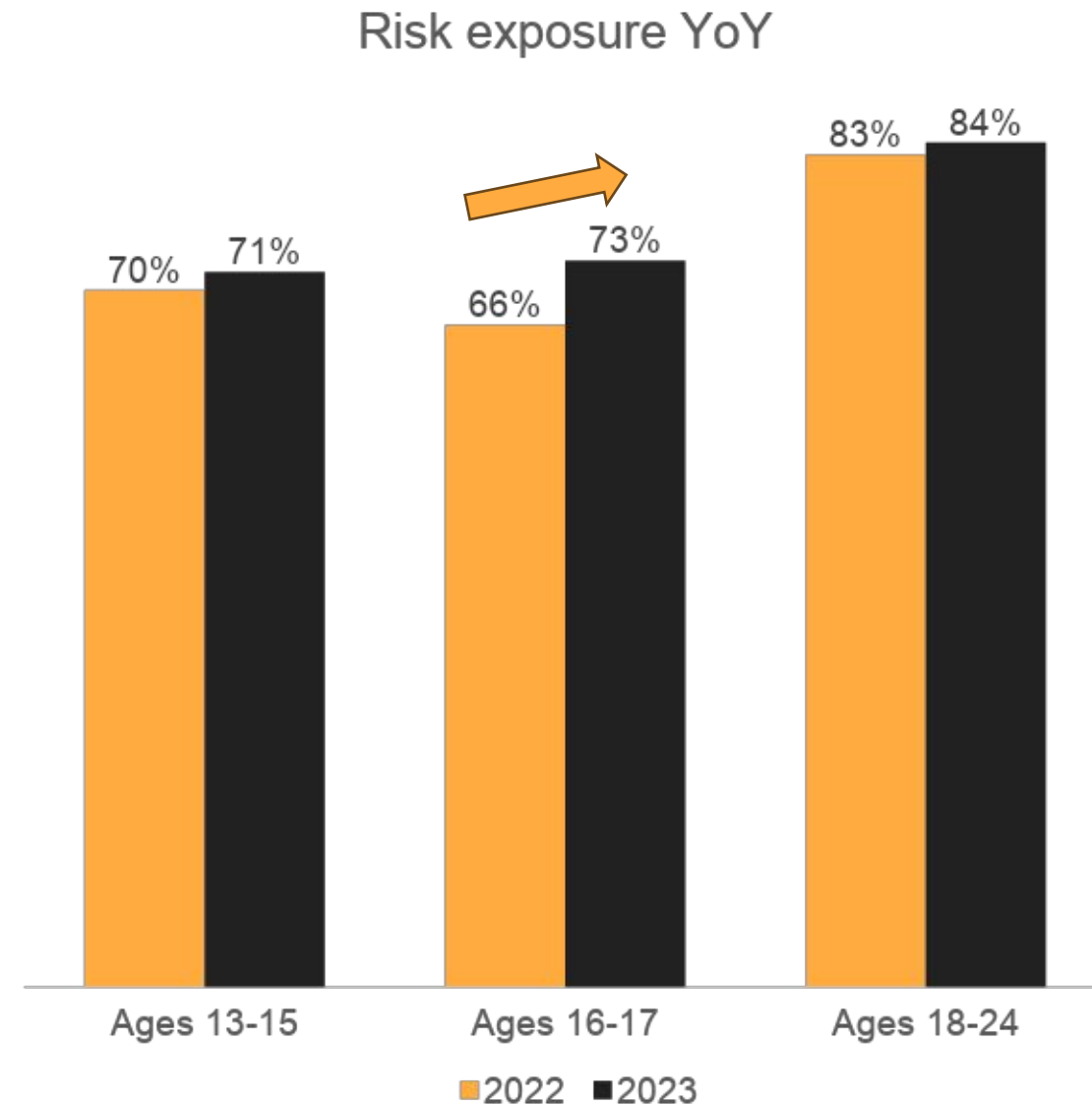


## Risk exposure jumped 6-pts. for teens 16-17

More fake news/misinformation (+5), and unwanted contact (+3) propelled risk exposure higher for teens 16-17

Teens 13-15 experienced a 5-pt. increase in online bullying and harassment

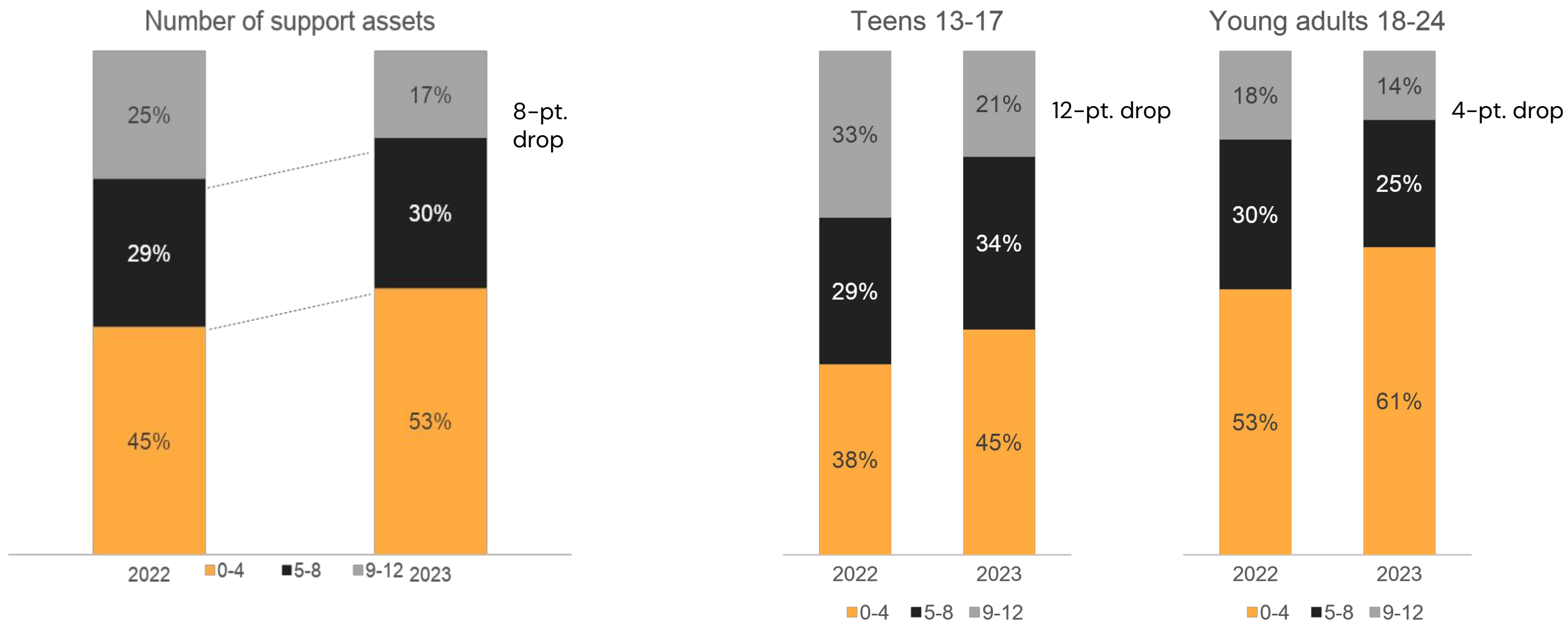
Young adults 18-24 reported more net threatening behavior (+4) with all forms of that risk more common in 2023. Unwanted contact increased too, rising (+3)





# Support assets dropped, especially for teens 13-17

Teens who said they had 9-12 assets fell 12-pts. Conversely, those reporting 0-4 assets rose 7-pts.



Base: Ages 13-24, N=6008

Snap confidential | 16





3.

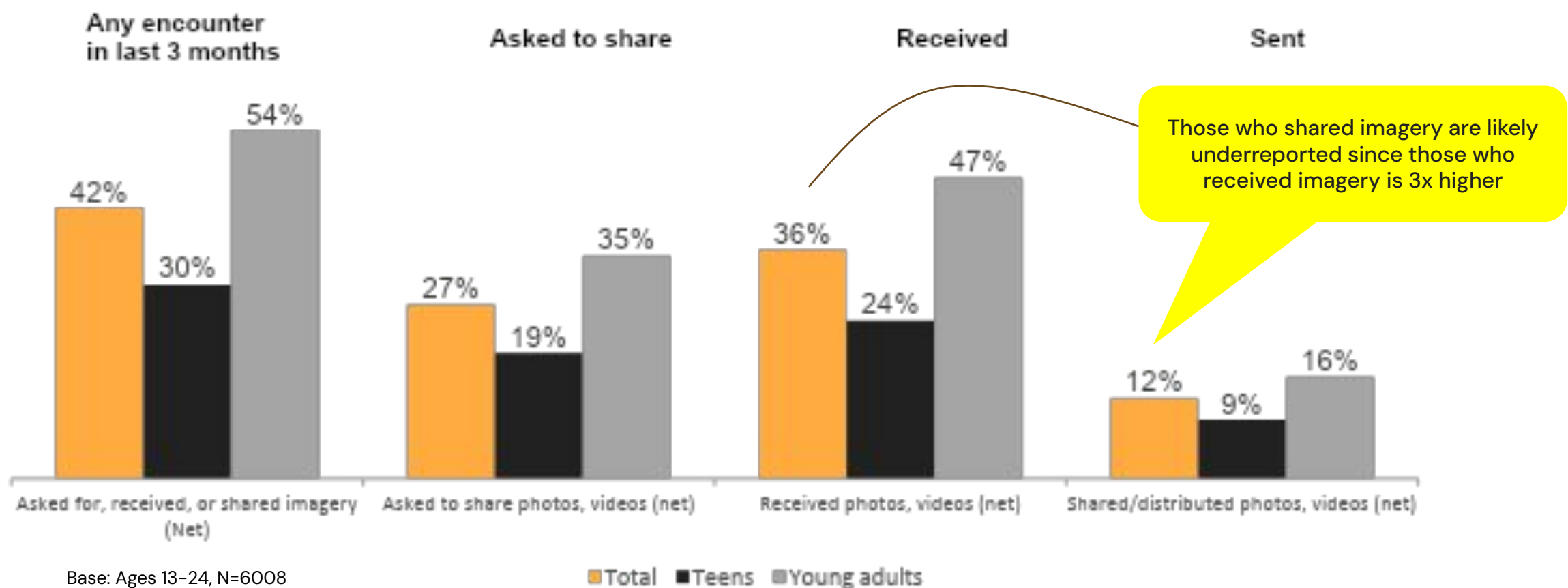
**Intimate imagery** is ubiquitous, and often spreads beyond intended recipients



# 54% of young adults were recently involved with intimate imagery

This was close to twice the incidence among teens

Exposure to intimate or suggestive images  
(happened to me, past 3 months)

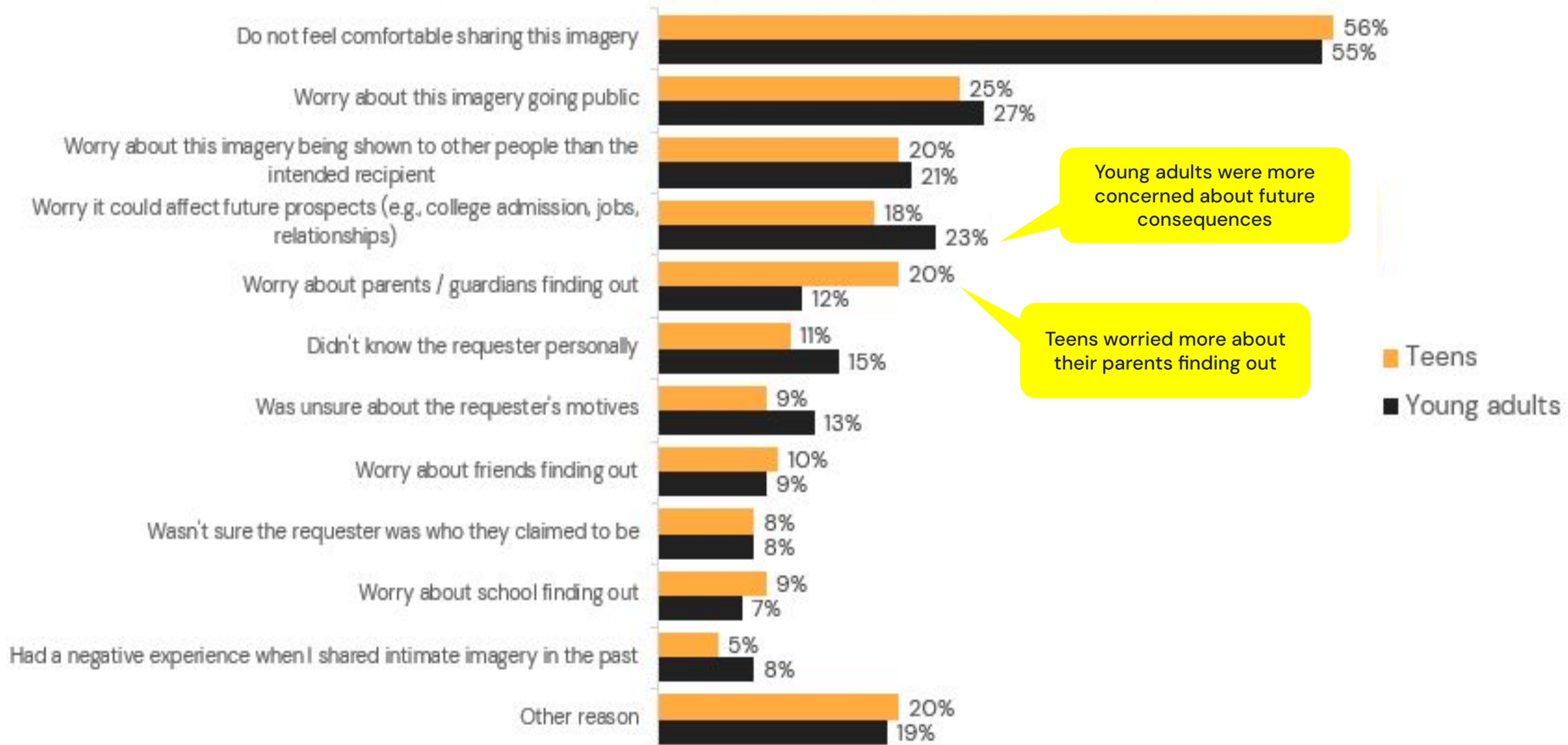


Base: Ages 13-24, N=6008



# Feeling uncomfortable was a primary reason for not sharing images

Reasons among those who had not shared images or videos in the past 3 months



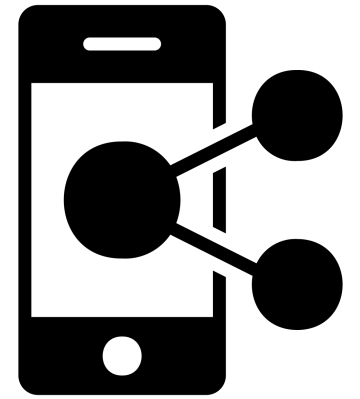
Young adults were more concerned about future consequences

Teens worried more about their parents finding out

Base: Ages 13–24 who didn't share intimate imagery in last 3 months, N=5264



# Intimate or suggestive images were primarily shared with real life friends, but often can be spread more widely



## 73%

Sent to a person they knew in real life

## 44%

Sent to a person they knew in online only

## 34%

Sent to someone who misrepresented who they were

## 33%

Images were shared beyond the original person

## 31%

Posted images to make money

Base: Ages 13–24 who ever shared or distributed intimate images, N=1612

QDS3: Who did you share intimate or suggestive pictures/videos with?

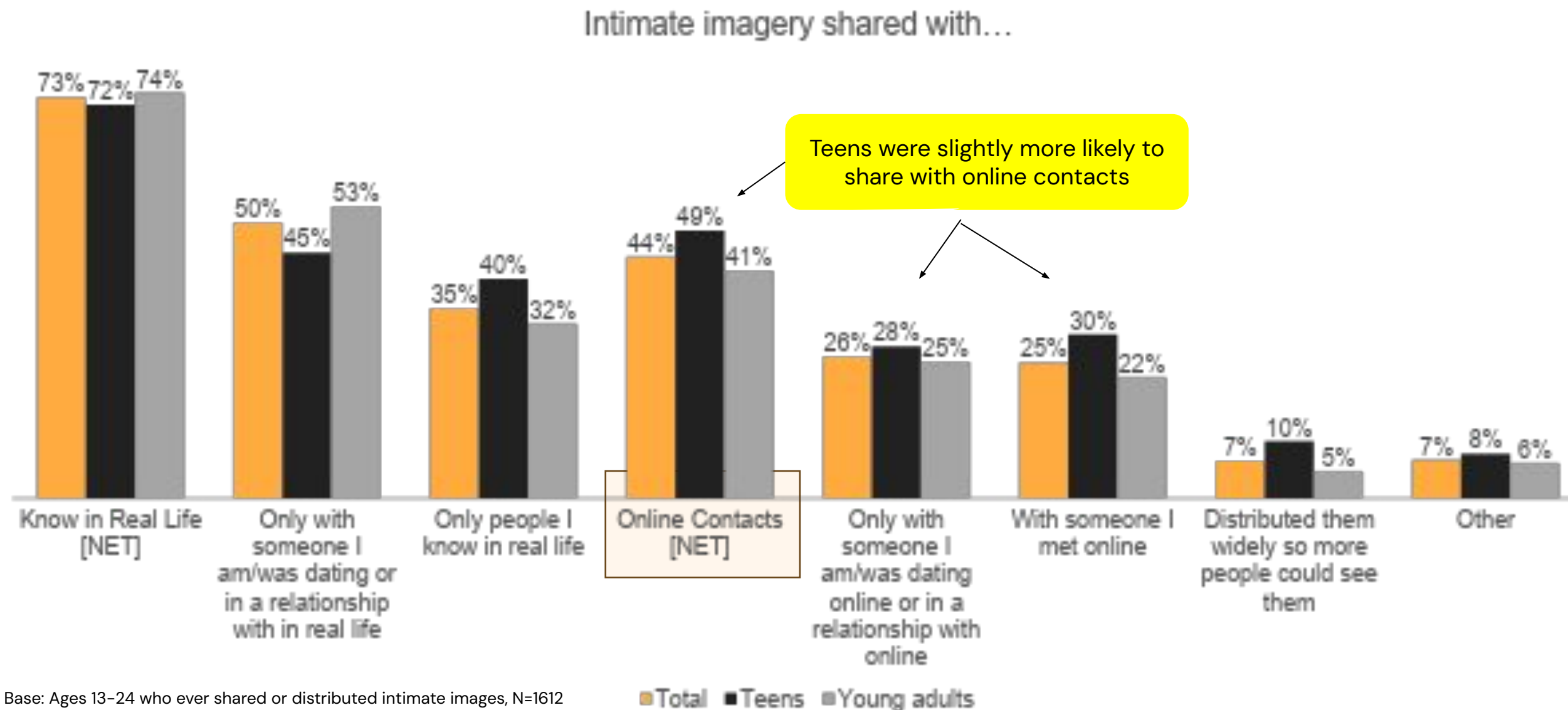
QD3a: Did you ever post intimate or suggestive pictures/videos online with the goal of making money?

QDS3b: Did you ever send intimate or suggestive pictures/videos to someone online then later find out the person was not who they claimed to be/not who you thought they were?

QDS3c: Have your intimate or suggestive pictures/videos ever been posted/shared more widely (i.e., beyond who you initially intended to see them)?



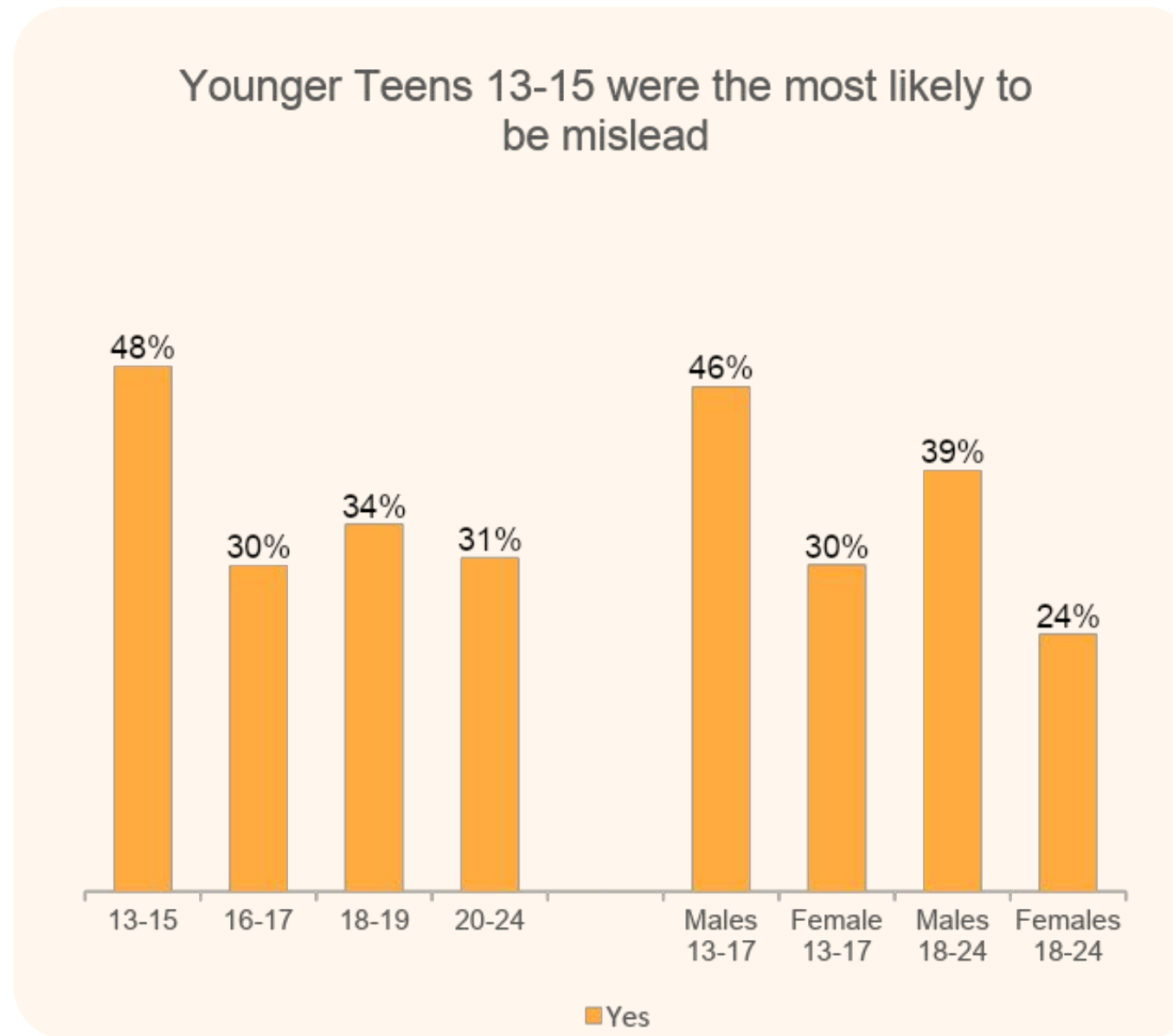
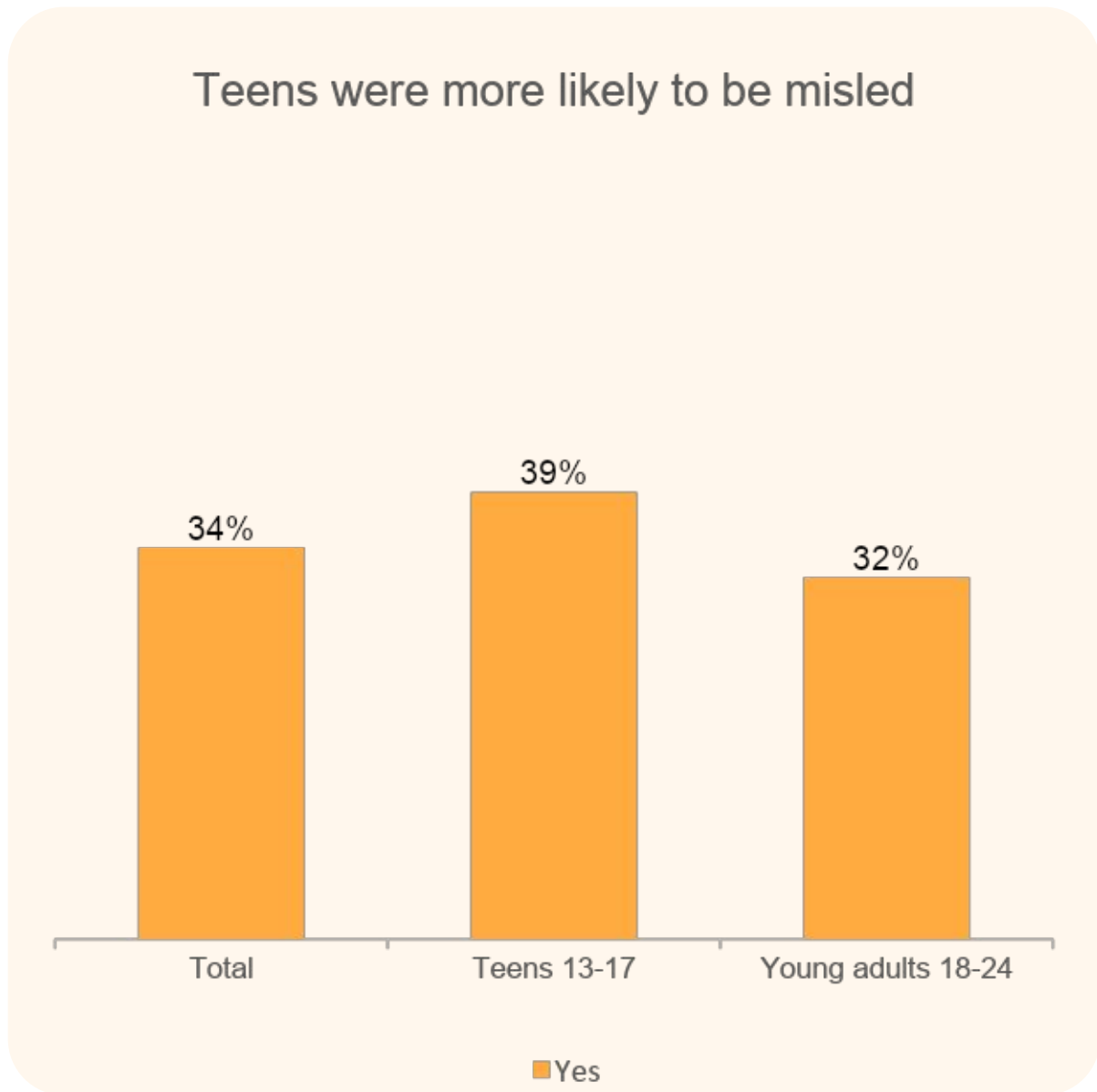
# 44% shared intimate images with online contacts



Base: Ages 13-24 who ever shared or distributed intimate images, N=1612



# 34% lost control of intimate images through catfishing

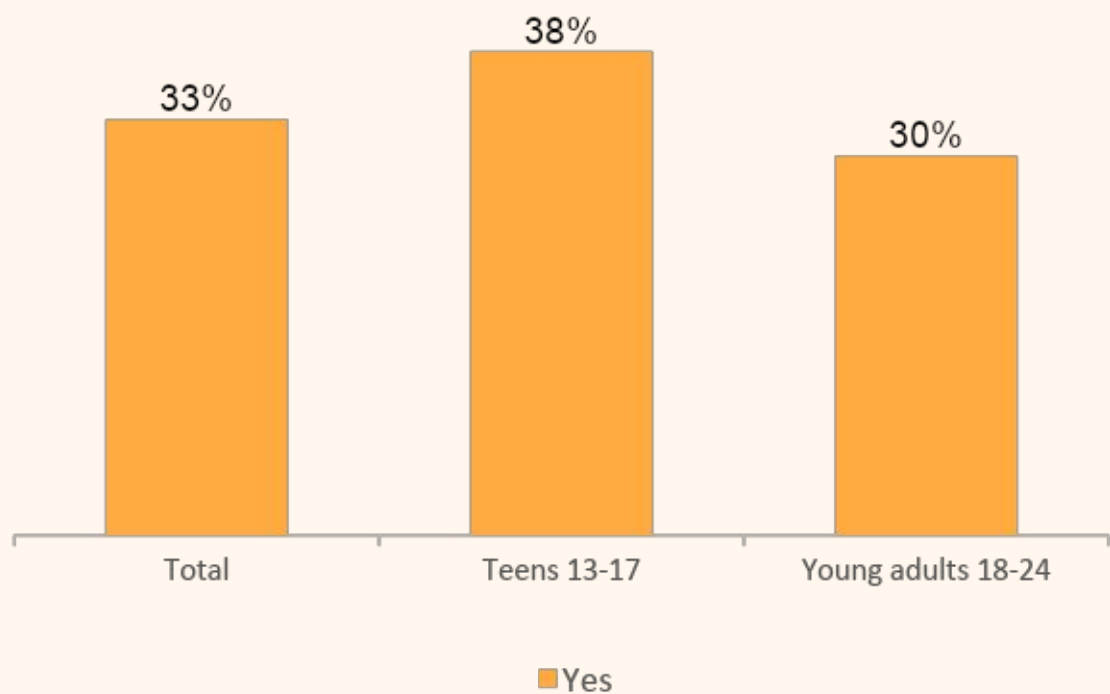


Base: Ages 13-24 who ever shared or distributed intimate images, N=1612

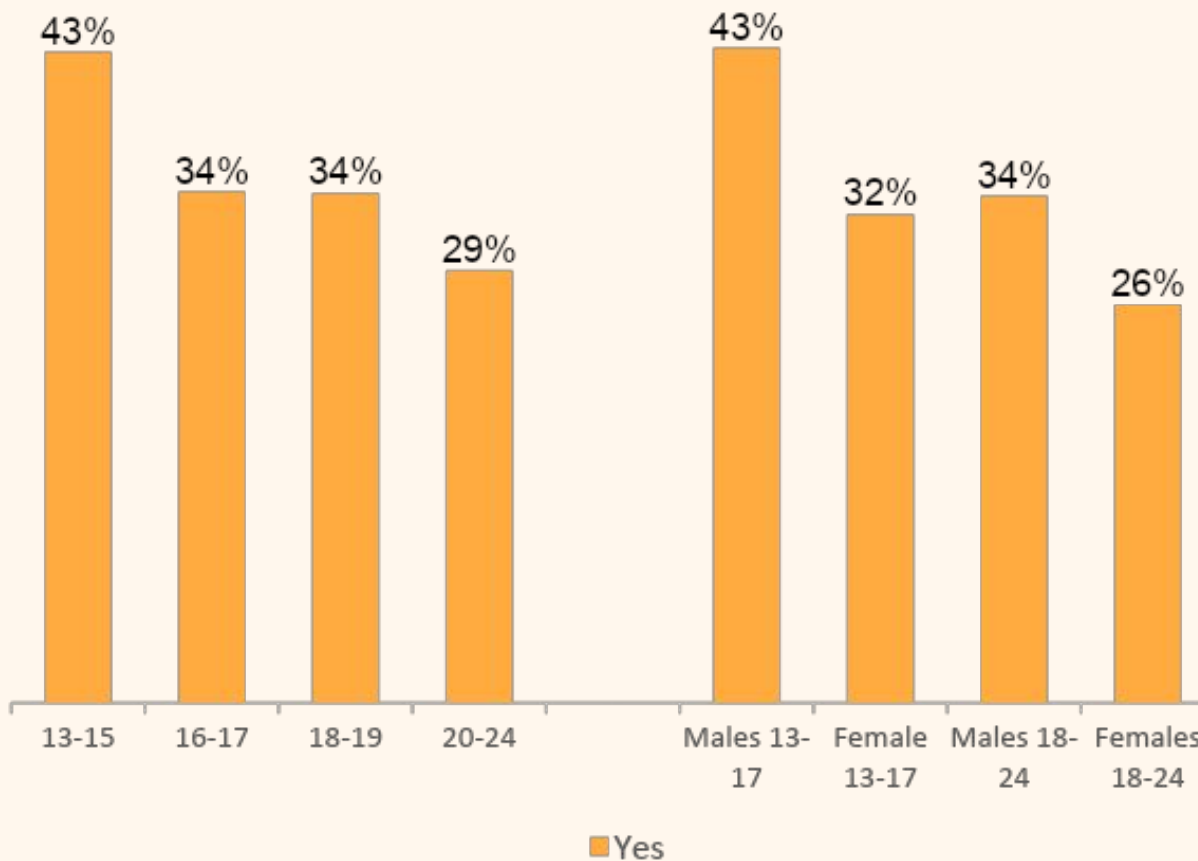


# 33% had intimate images passed beyond the original recipient

Teens were more likely to lose control over intimate images that were shared



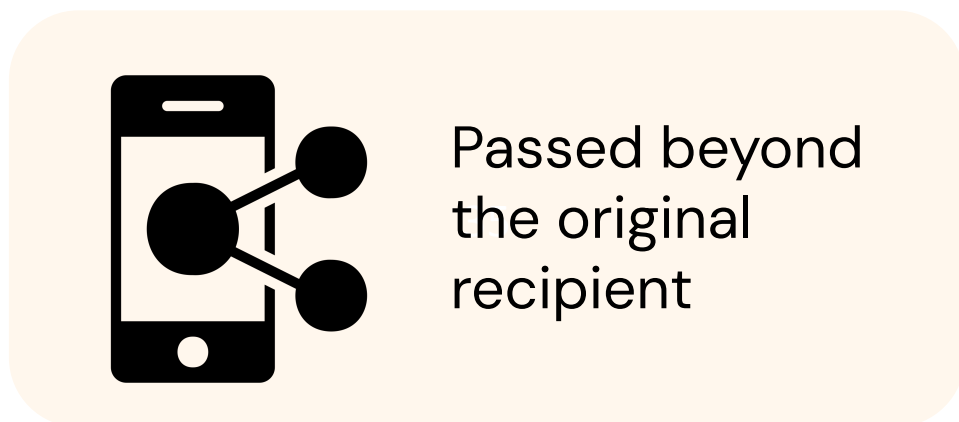
Teens 13-15, especially boys, were the most likely lose control over shared images



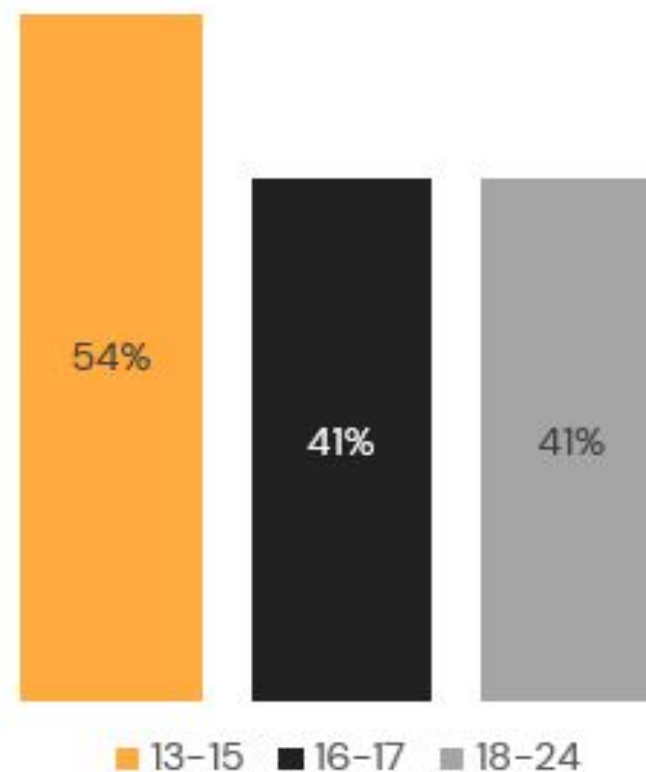
Base: Ages 13-24 who ever shared or distributed intimate images, N=1612



# Younger teens were the most likely to lose control over intimate images



Lost control of intimate images to someone else

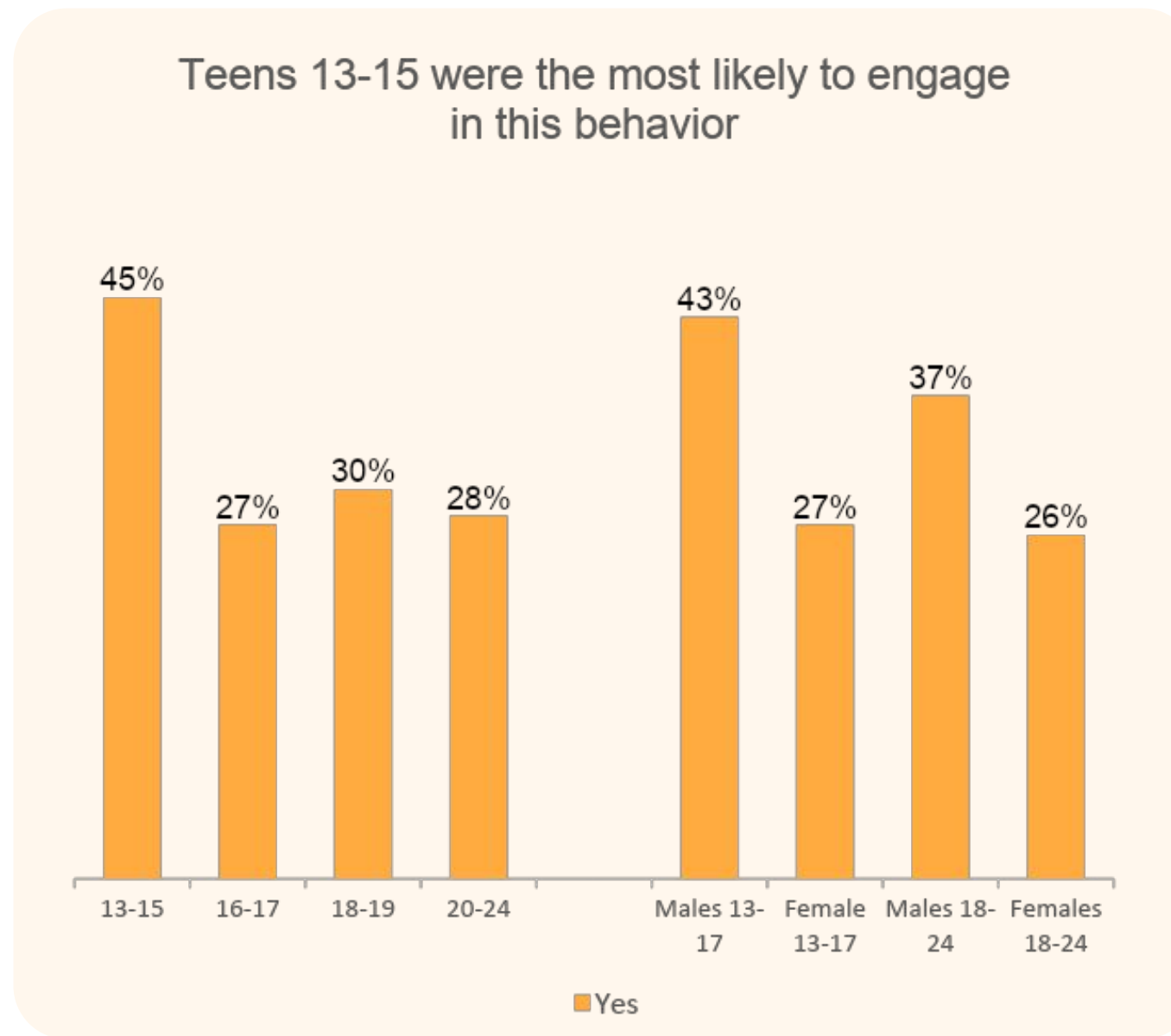
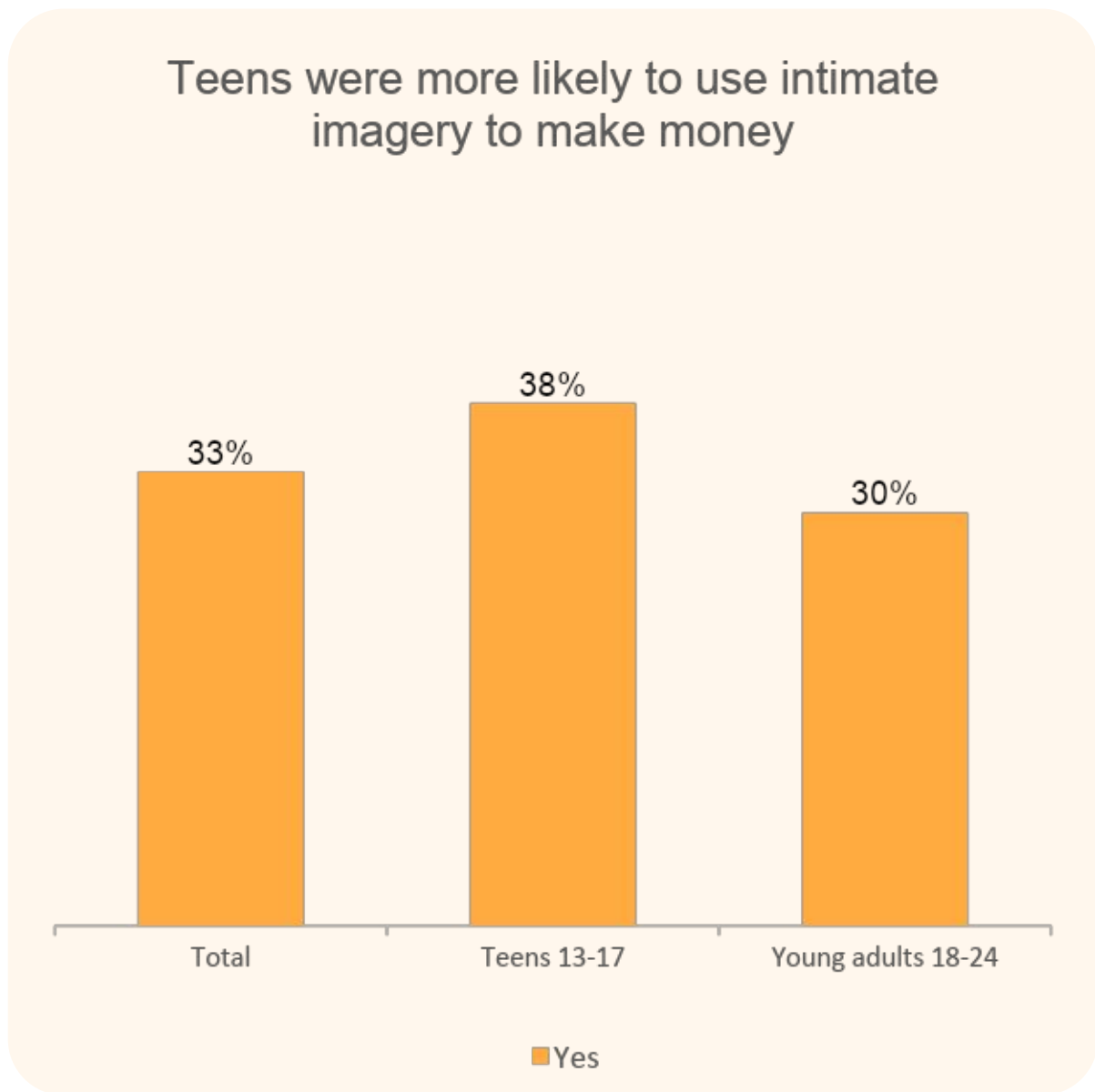


Base: Ages 13-24 who ever shared or distributed intimate images, N=1612





# 1 in 3 who shared intimate images said they posted to make money



Base: Ages 13-24 who ever shared or distributed intimate images, N=1612



4.

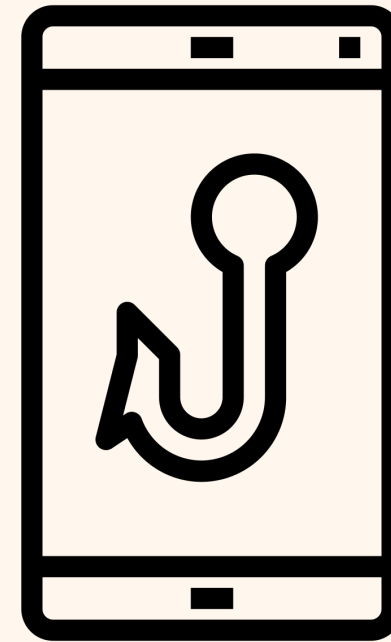
One in four catfishing  
or hacking incidents  
involved **extortion**



# 65% reported they or a friend had been catfished and or hacked



Catfishing



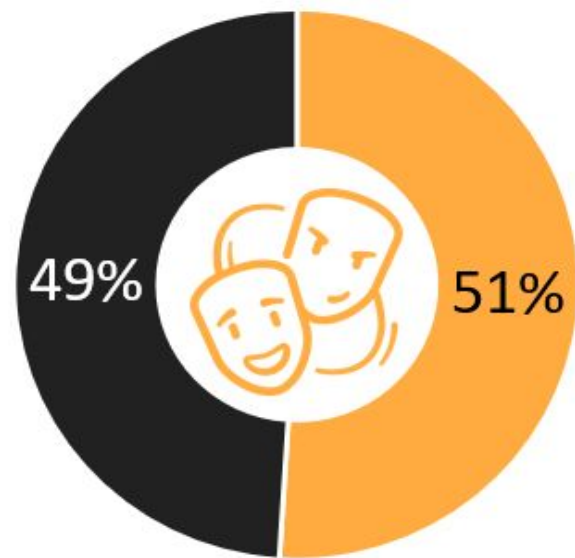
Social media accounts  
or devices hacked



# 51% reported they or a friend had ever been catfished

Nearly half (47%) said it happened to me in the past 3 months

Ever had interactions online with someone who was pretending to be someone they were not

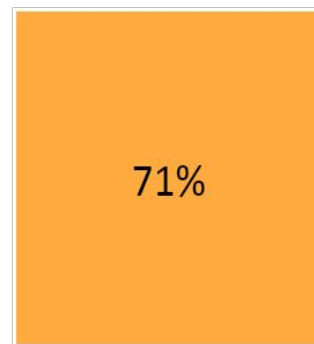


■ Yes ■ No

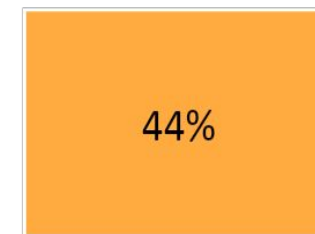
Base: Ages 13-24, N=6008

## How catfishing incidents unfolded...

Asked to share



Shared



Threatened



Acted



Base: Ages 13-24, who were catfished, me and or a friend, N=3076

Q27\_1-2: Have you or a friend ever had interactions online with someone who was pretending to be someone they were not?

Q27a: Did this person ever ask you or a friend to share any of the following?

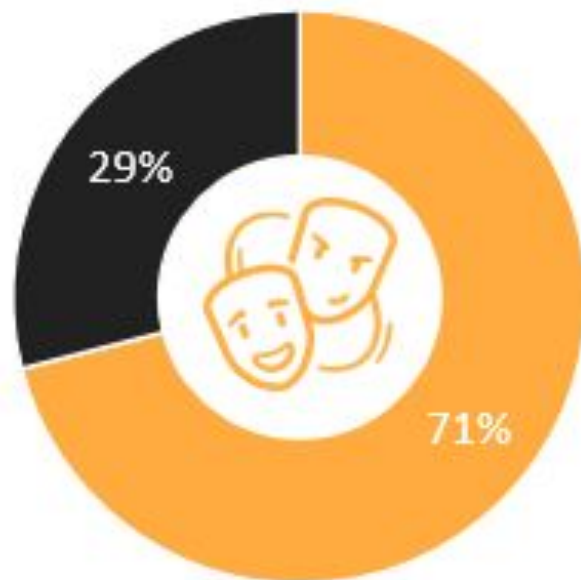
Q27b: After being asked, did you or a friend ever share any of these things?

Q27c\_1-2: Did this person ever threaten to release what you or a friend shared unless you did what they asked?

Q27e: What actions did you or a friend take in response to the threat?

# Personal identity information & intimate photos were asked for the most

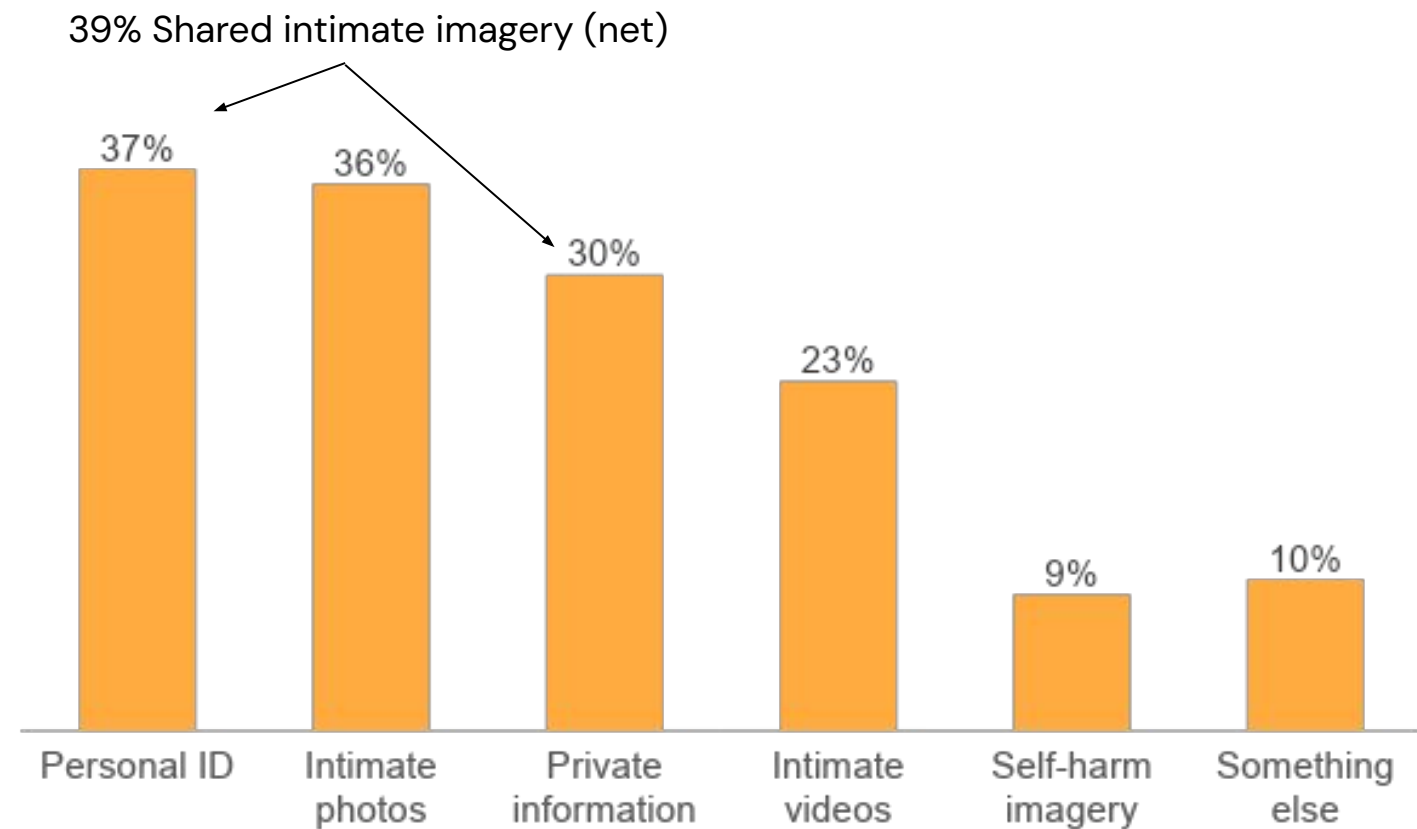
Percentage that was asked to share something



■ Yes ■ No

Base: Ages 13-24, who were catfished, me and or a friend, N=3076

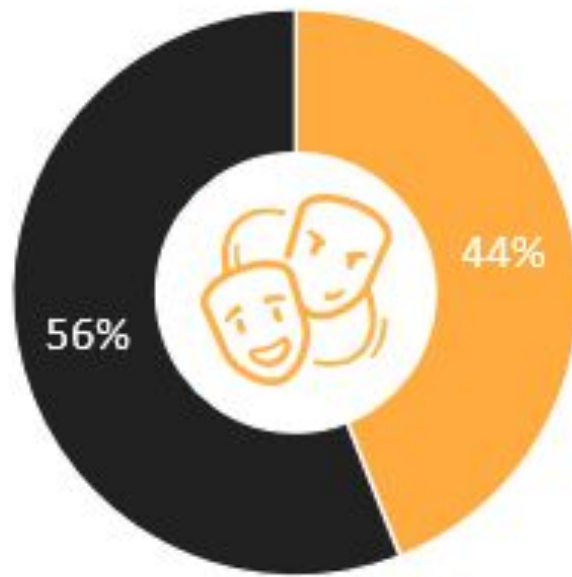
What were you asked to share?





# 38% did not share any intimate imagery or personal information

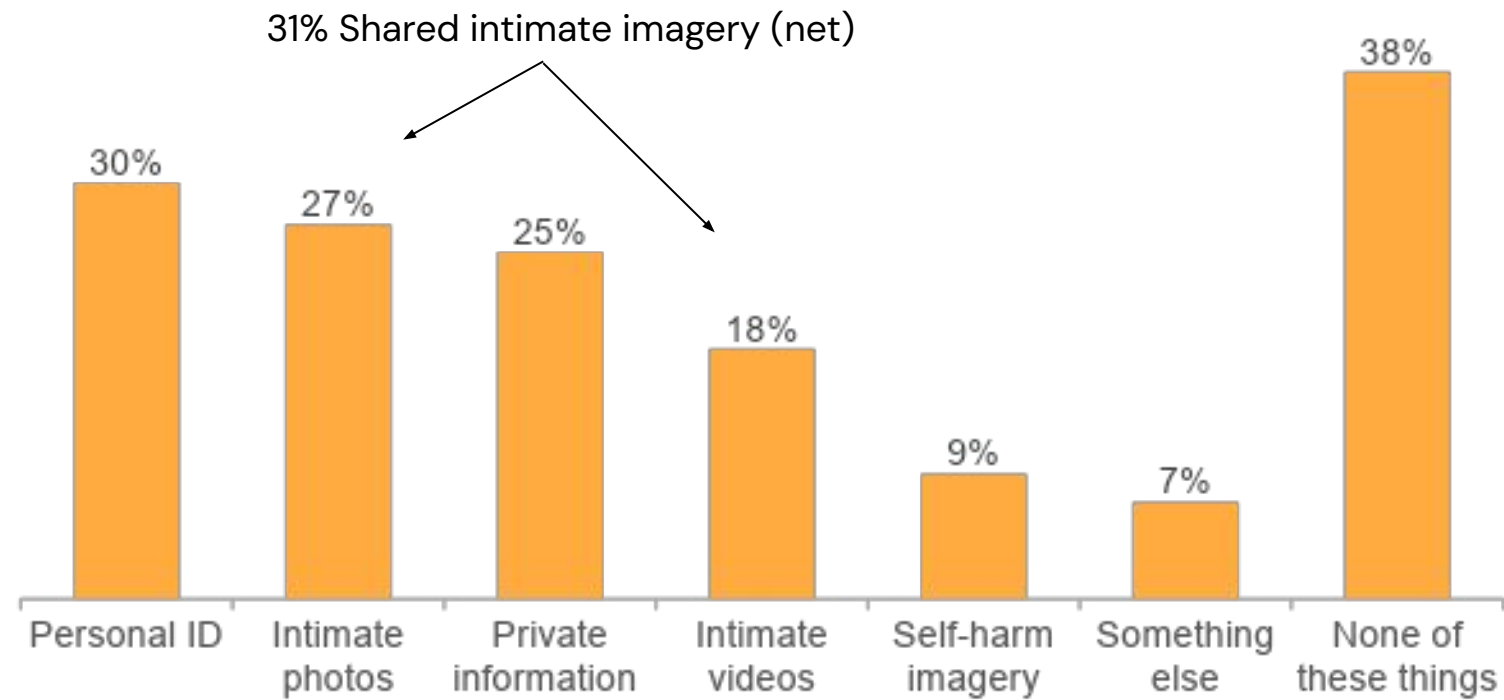
Percentage that shared something



■ Yes ■ No

Base: Ages 13-24, who were catfished, me and or a friend, N=3076

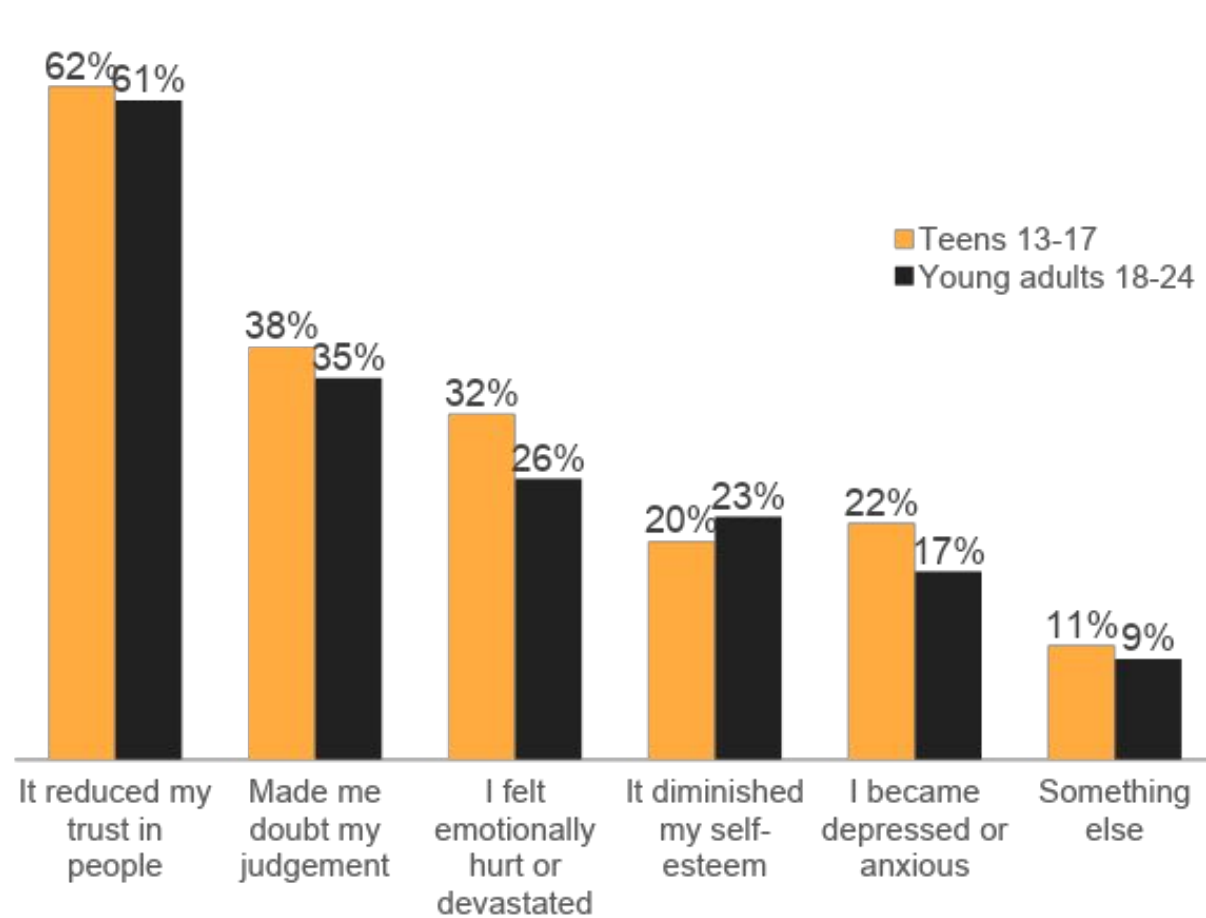
What did you share?



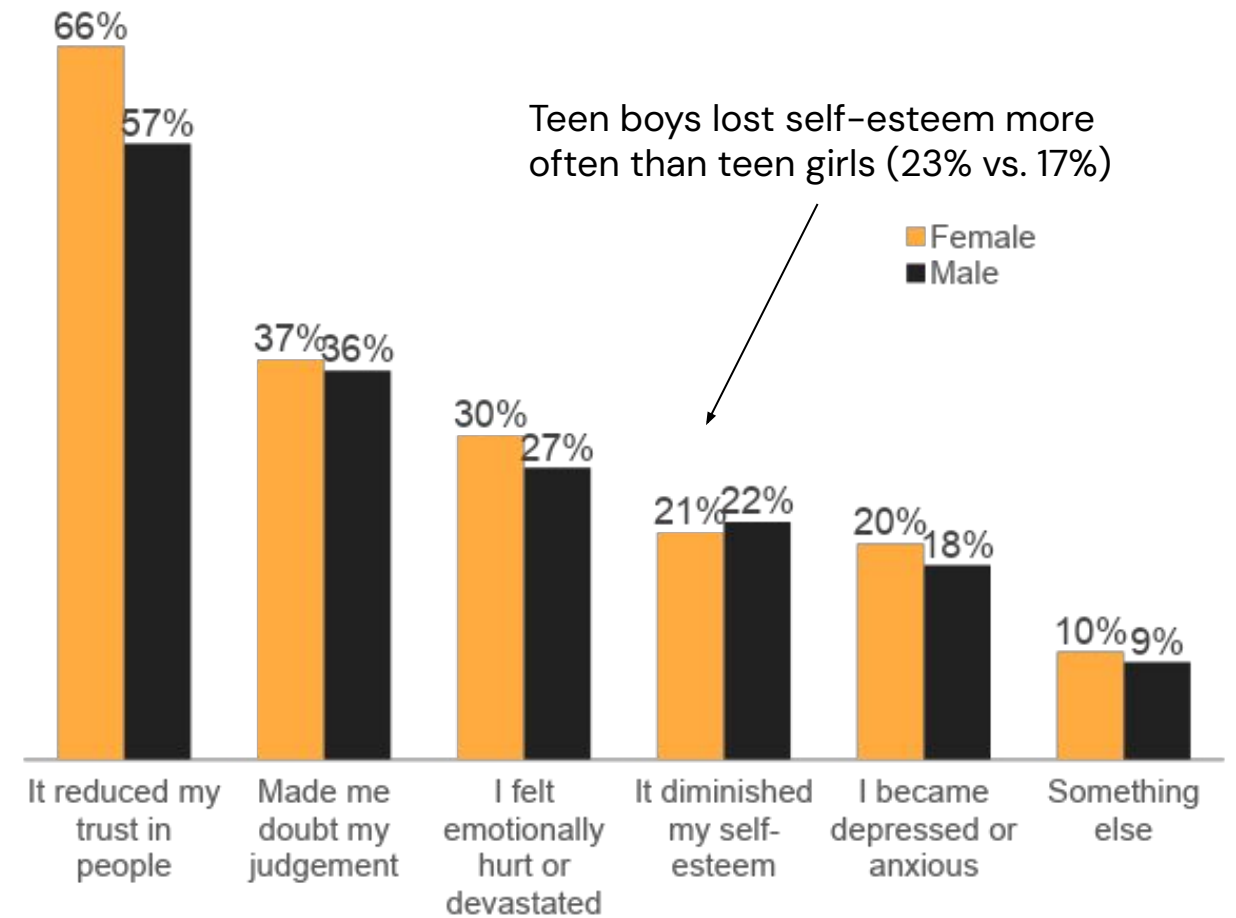


# Catfishing imposed a heavy emotional toll

The damage from an emotional betrayal was felt more often by teens



Females paid a higher emotional toll than males, especially with losing trust

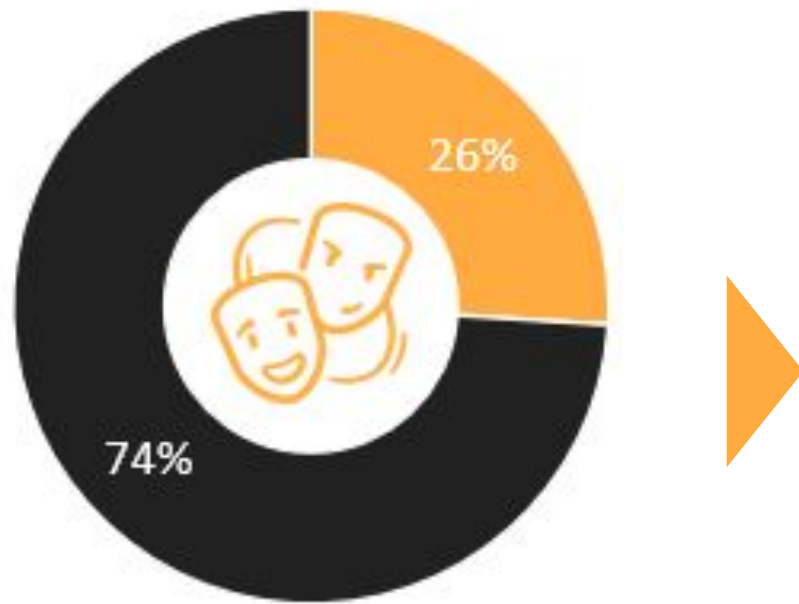


Base: Ages 13-24 who had interactions online with someone who was pretending to be someone they were not, N=2247



# Demands of a sexual or financial nature were the most common

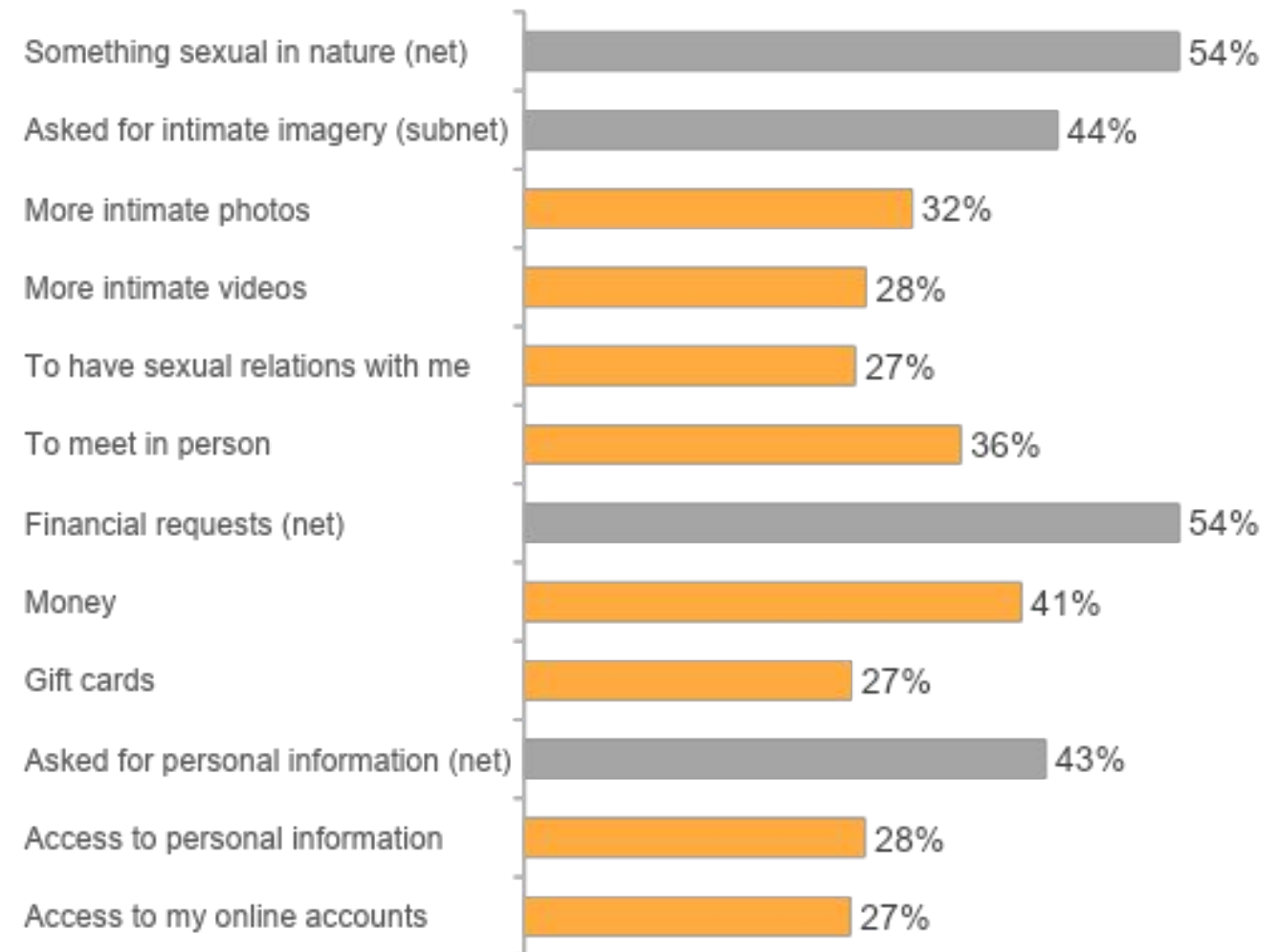
Percentage who were threatened after sharing something



■ Yes ■ No

Base: Ages 13-24, who were catfished, me and or a friend, N=3076

What did the perpetrator demand?

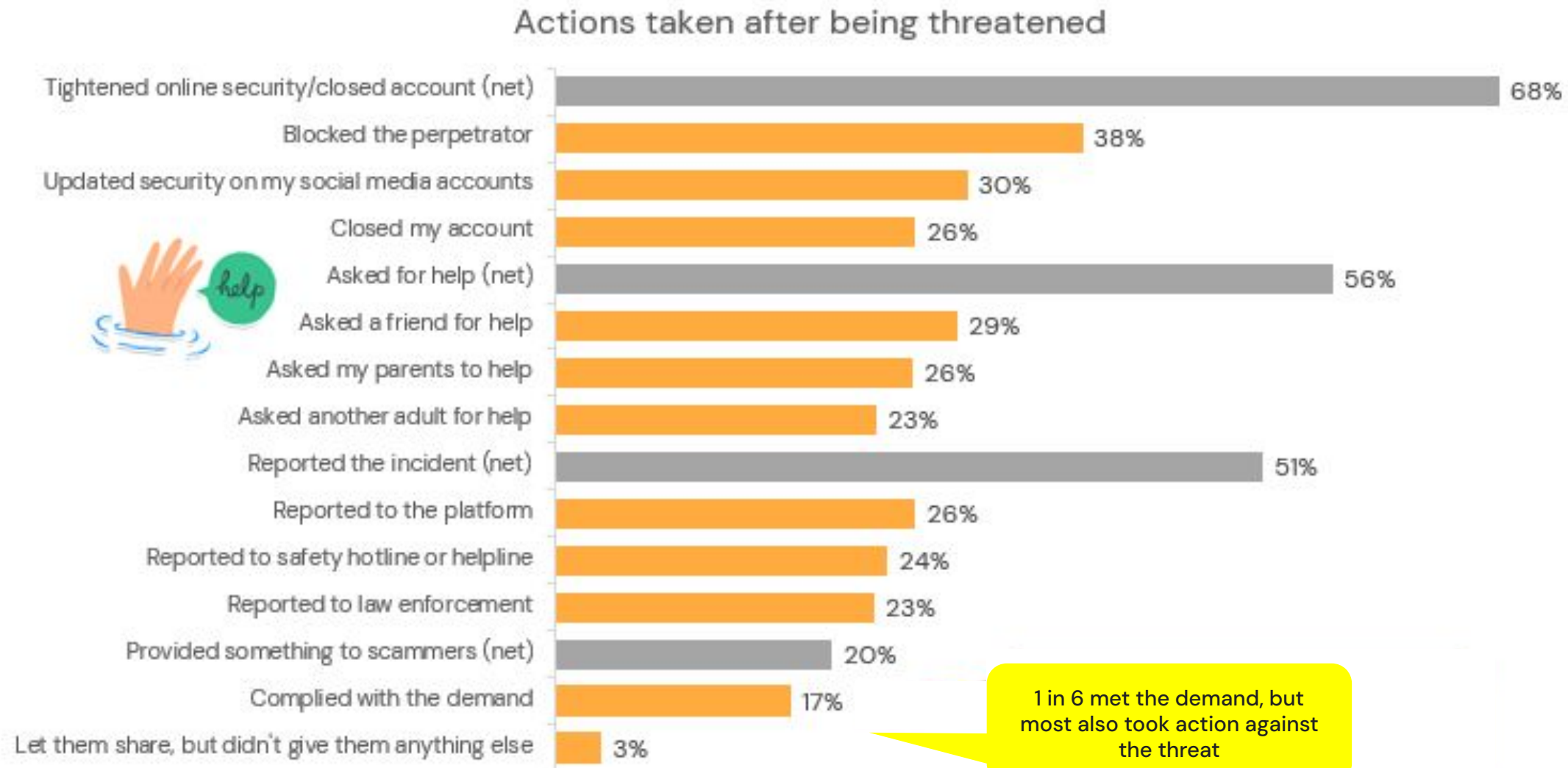


Q27c\_1, 2: Did this person ever threaten to release what you or a friend shared unless you did what they asked?  
 Q27d. What did they demand or ask of you or a friend in order to keep your information private? (multiple responses allowed)





# Over half asked for help and or reported the incident



Base: Ages 13-24, who were threatened, me and or a friend, N=806

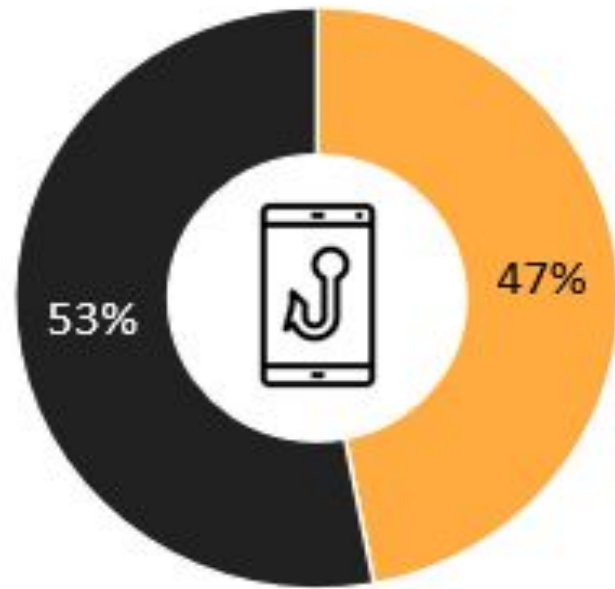
Base: Ages 13-24, who were threatened, me and or a friend, N=806



# 47% reported they or a friend had been hacked

Nearly 4 in 10 (39%) said it happened to me in the past 3 months

Ever had a social media account or device hacked

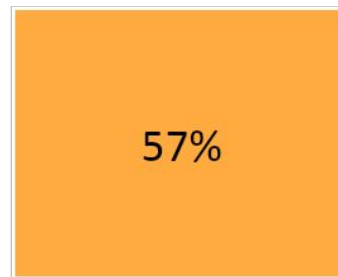


■ Yes ■ No

Base: Ages 13-24, N=6008

## How hacking incidents unfolded...

Something stolen



Threatened



Acted



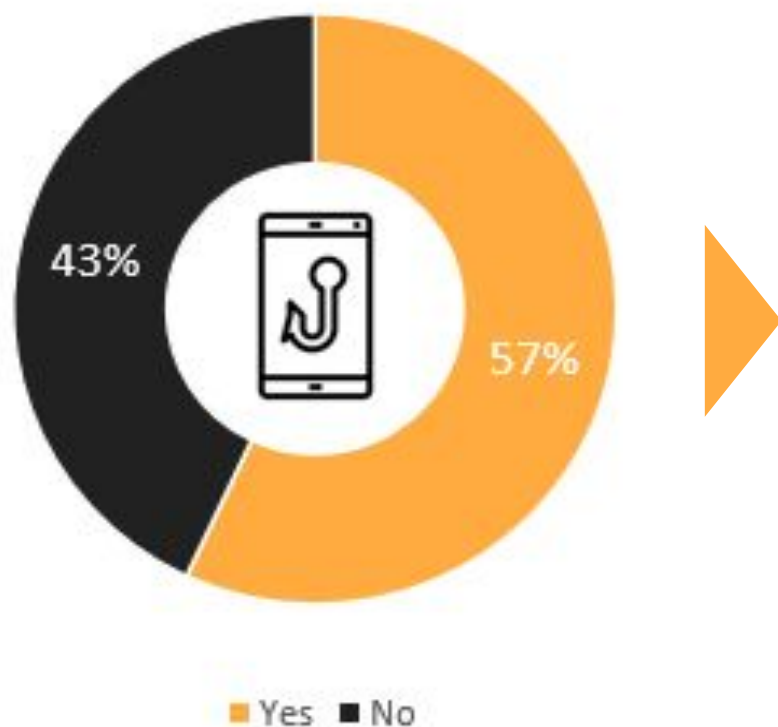
Base: Ages 13-24, who were hacked, me and or a friend, N=2793

Q27f\_1-2: Have any of your or a friend's social media accounts been taken over or digital devices hacked?  
 Q27f\_05: Did this happen during the past 3 months?  
 Q27g: Were any of these things stolen from your or your friend's accounts or digital devices?  
 Q27h\_1-2: Did the perpetrator ever threaten to release what was stolen unless you did what they asked?  
 Q27i: What did they demand or ask you or a friend for?  
 Q27j: What actions did you or a friend take in response to the threat?



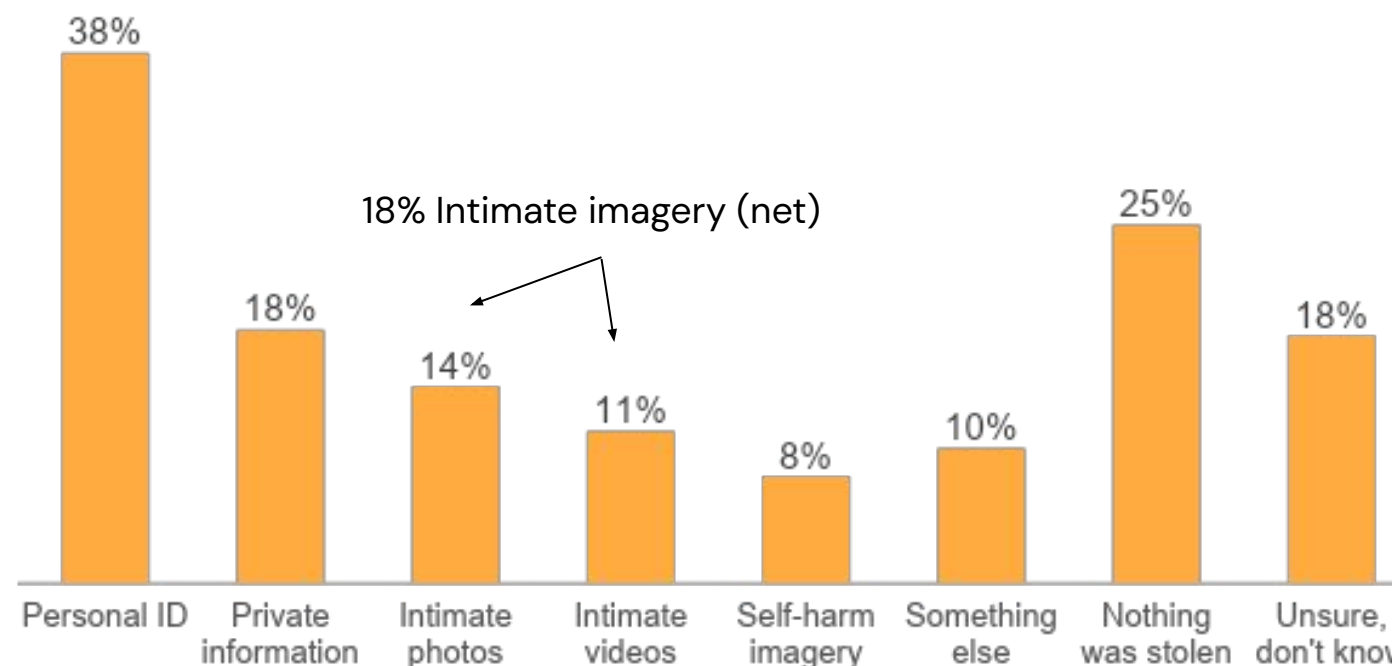
# Personal identity information was stolen most often

Percentage that reported something was stolen



Base: Ages 13-24, who were hacked, me and or a friend, N=3076

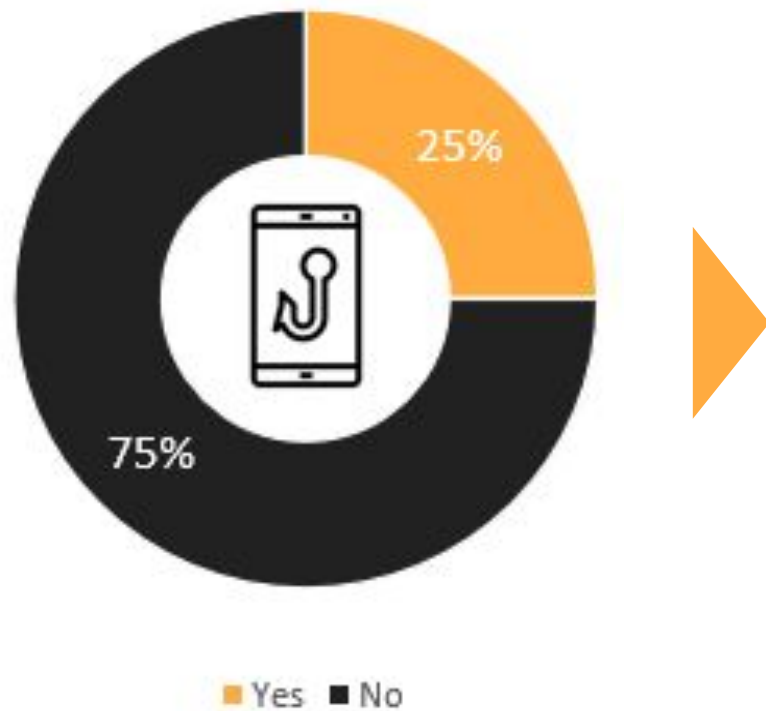
What was stolen?





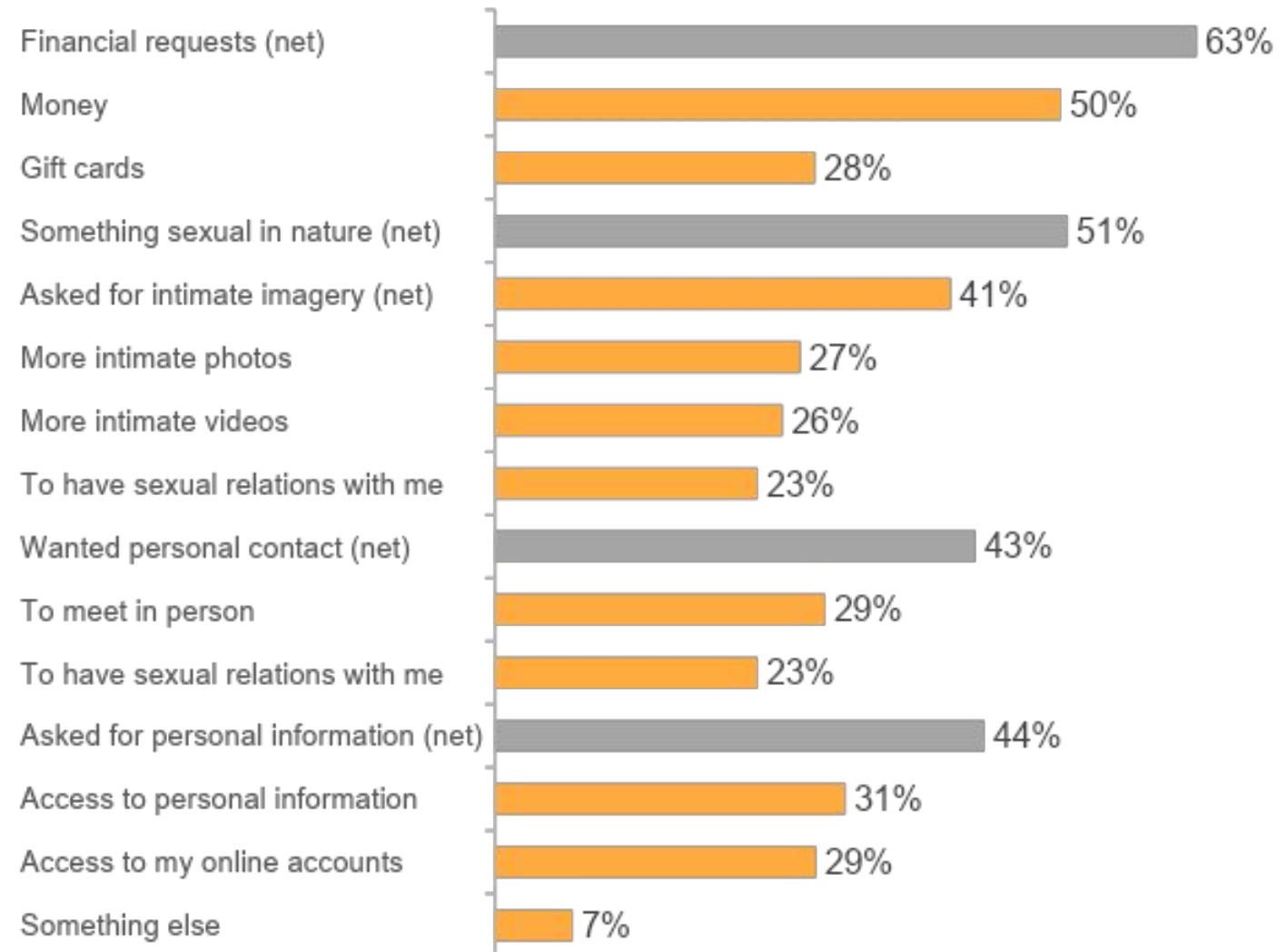
# Hackers wanted something financial or sexual in nature

Percentage who social media accounts and or devices hacked



Base: Ages 13-24, who were hacked, me and or a friend, N=2793

What did the perpetrator demand?



# 70% tightened account security



Base: Ages 13–24, who were threatened, me and or a friend, N=698

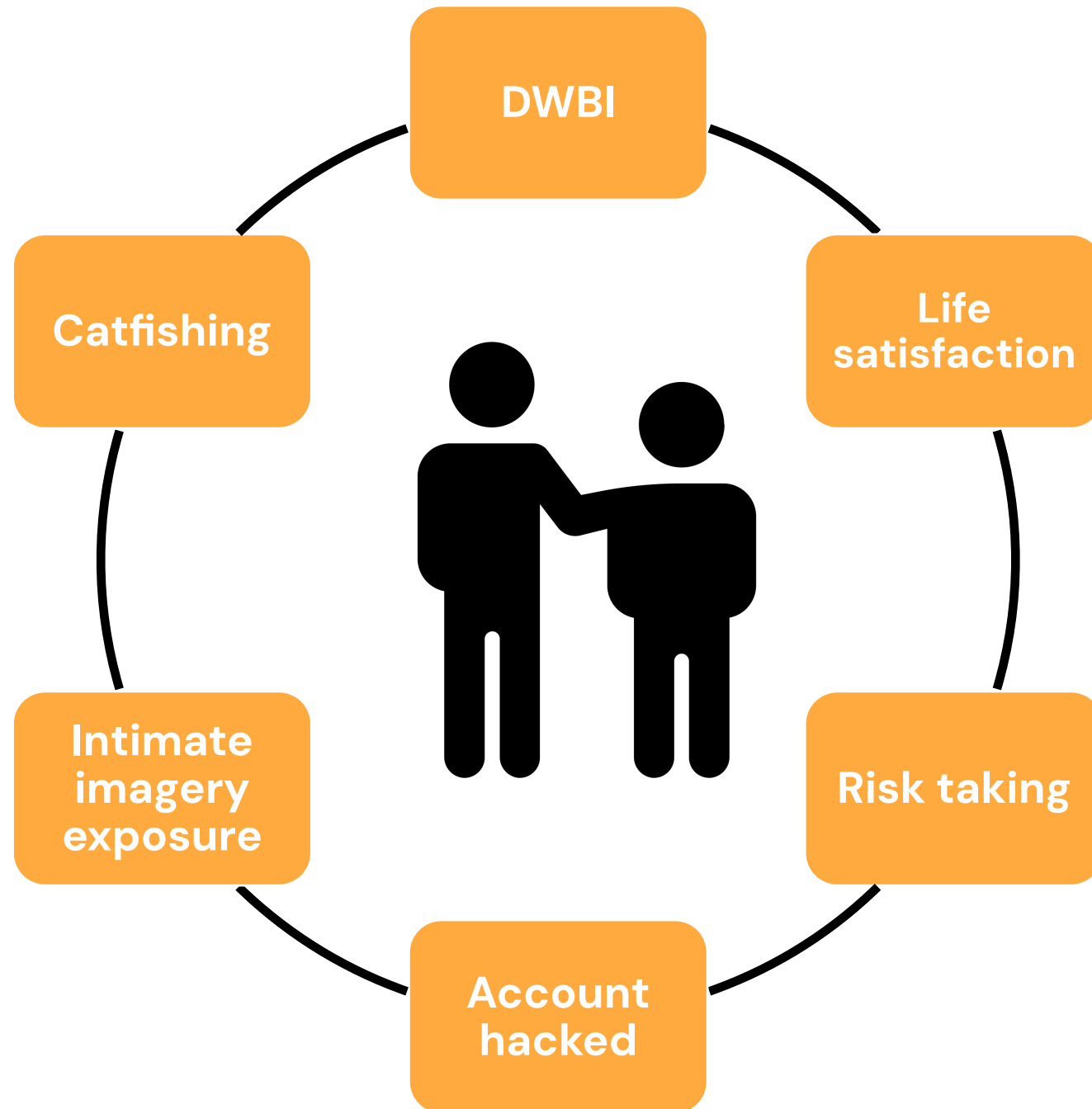


5.

**Parents** found it  
challenging to  
monitor their children's  
online activities



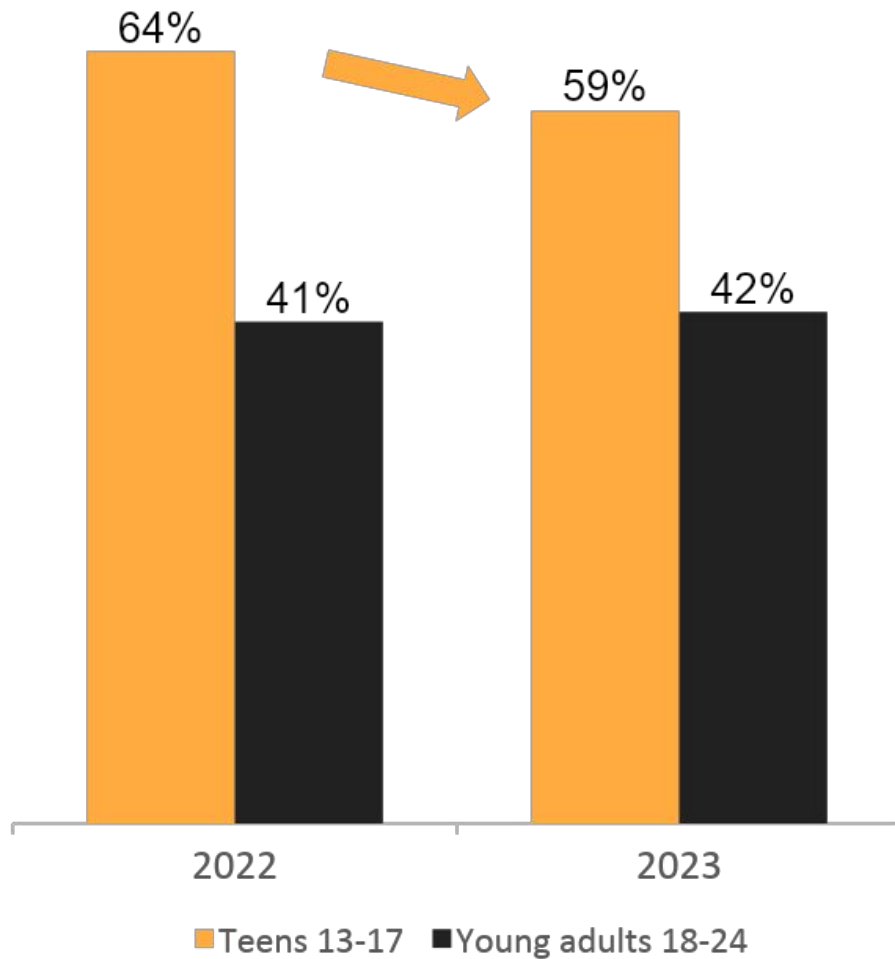
# Parent's awareness of their children's experiences online





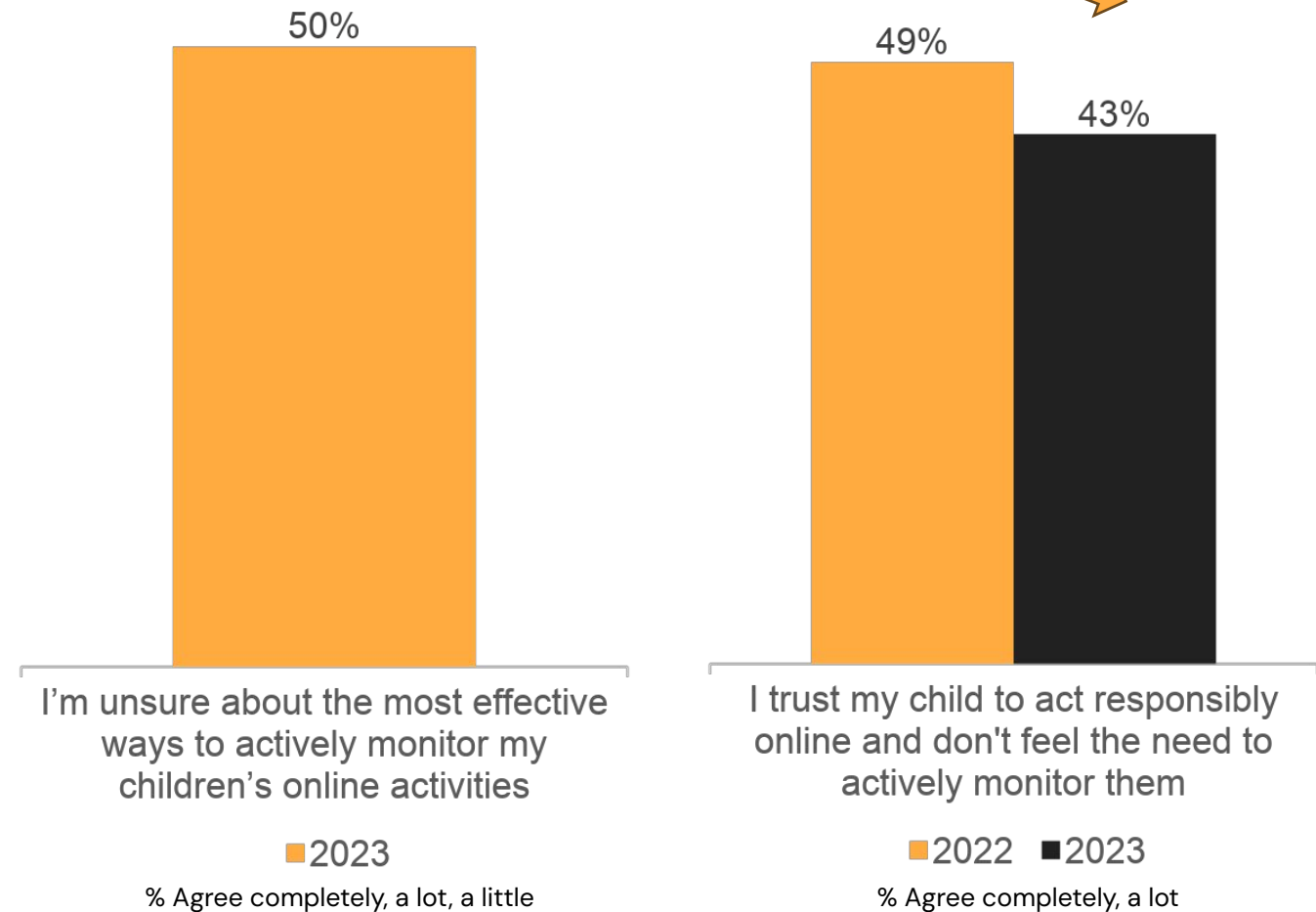
# How parents found it harder to monitor their teens' online activities

Fewer teens sought help after experiencing a risk



Base: Ages 13-24, N=6008

Half of parents lacked confidence in their monitoring abilities while also losing trust in their children



Q4\_3: - I trust my child to act responsibly online and don't feel the need to actively monitor them

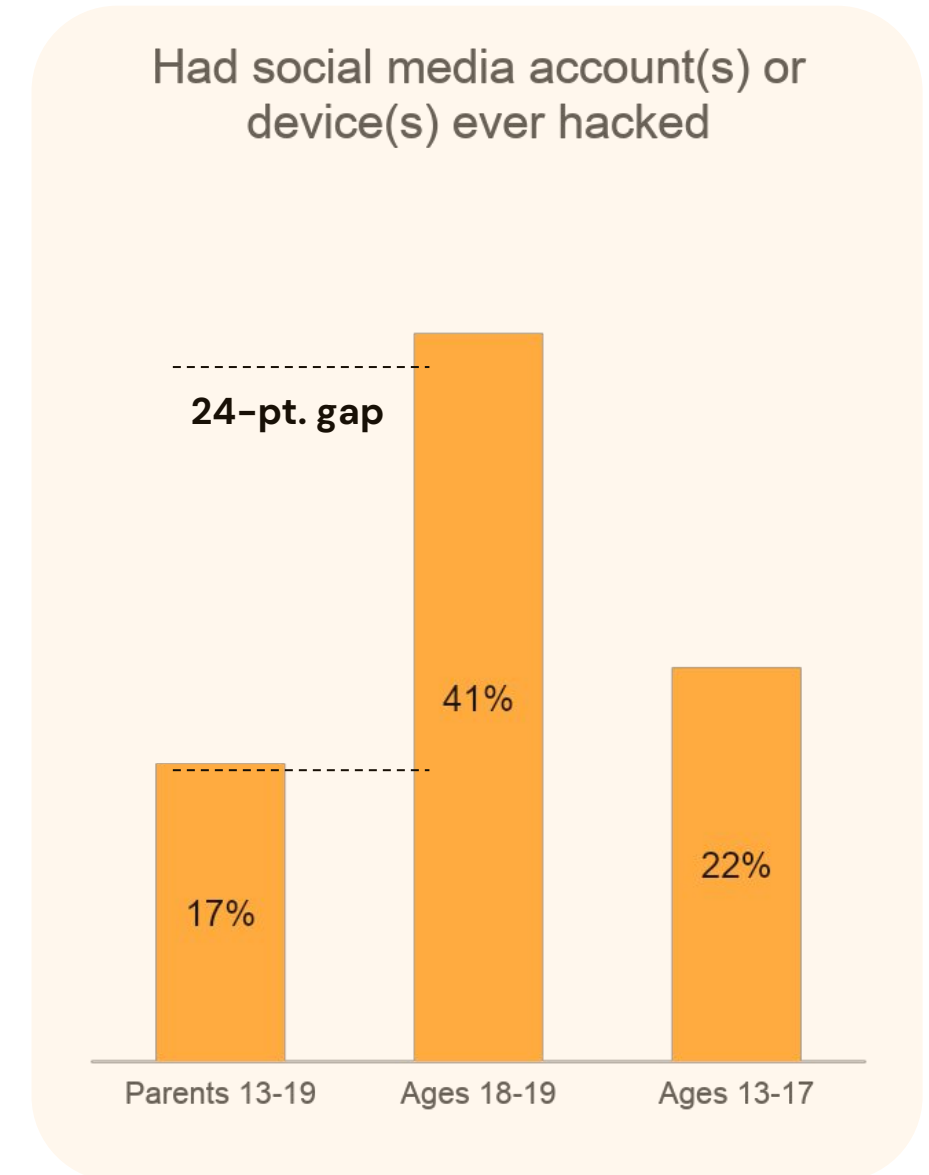
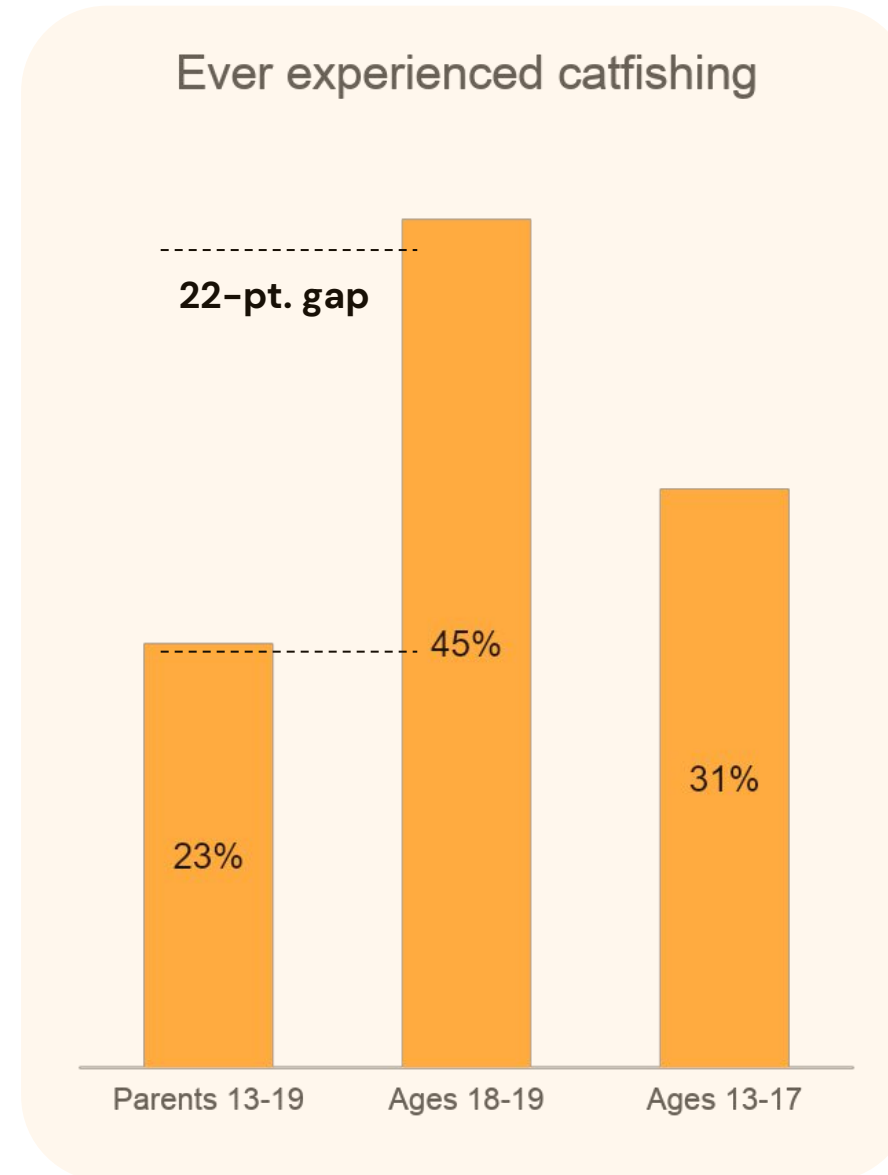
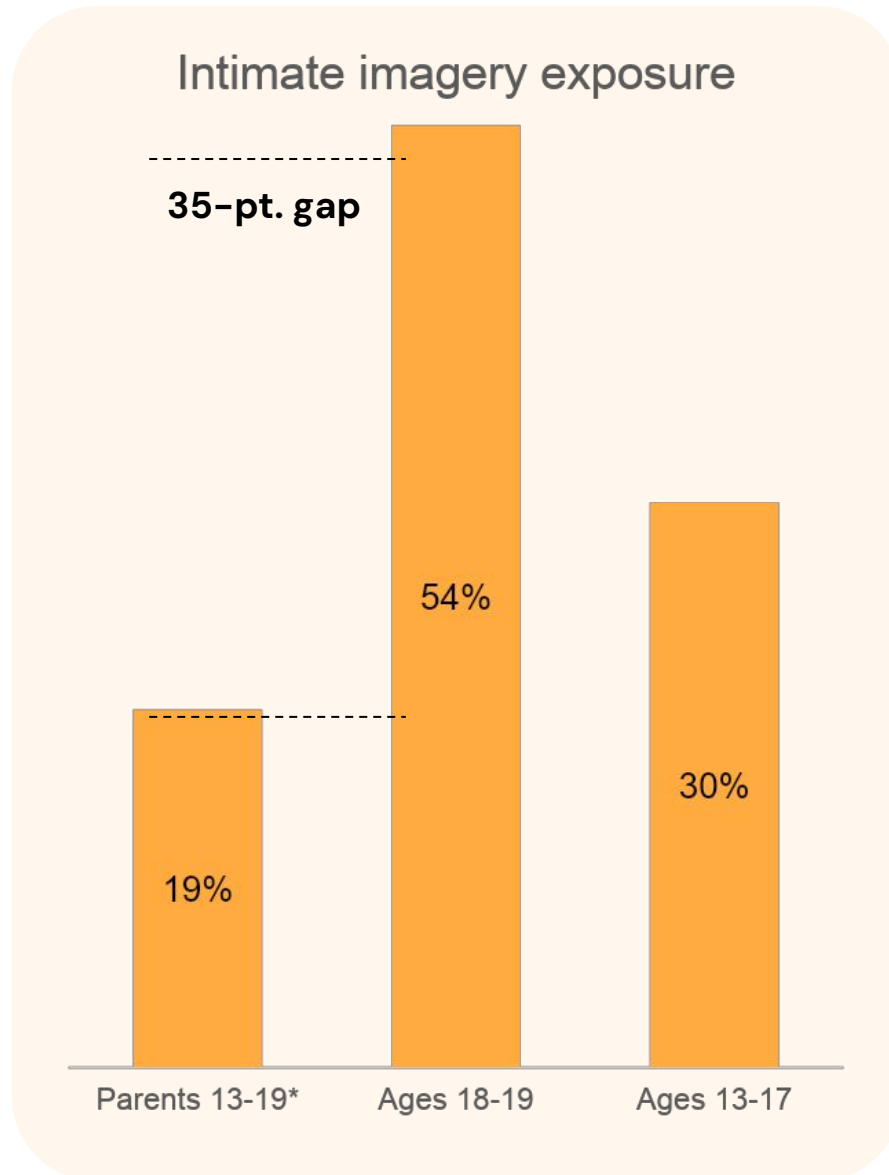
Q4\_4: I'm unsure about the most effective ways to actively monitor my children's online activities

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?





# Parents missed a lot, especially with children 18–19..



\*Parents were asked if their children "ever" experienced any of these incidents. 13–24-year-olds answered in terms of the past 3 months

QDS1\_1: Users are often asked or encouraged to share intimate images/videos online both by people they know in real life and with people they meet online. Have any of the following happened to

Q27\_1: Have you or a friend ever had interactions online with someone who was pretending to be someone they were not?

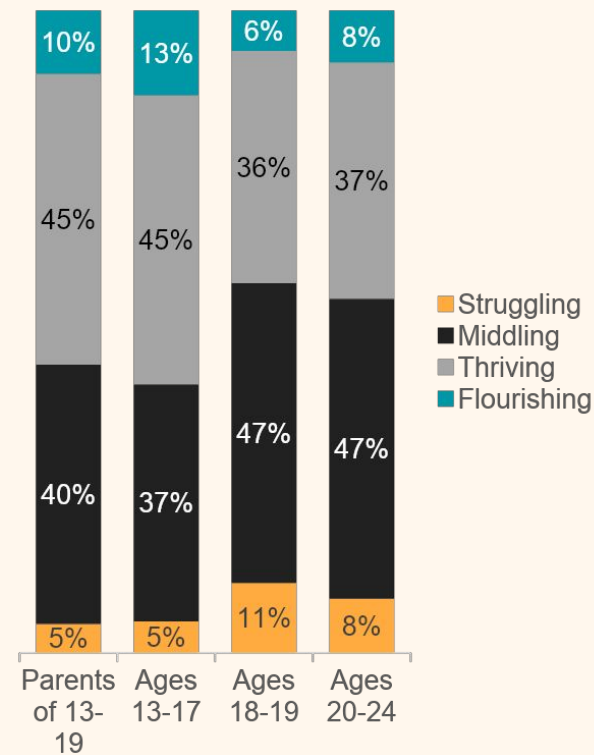
Q27f\_1: Have any of your or a friend's social media accounts been taken over or digital devices hacked?



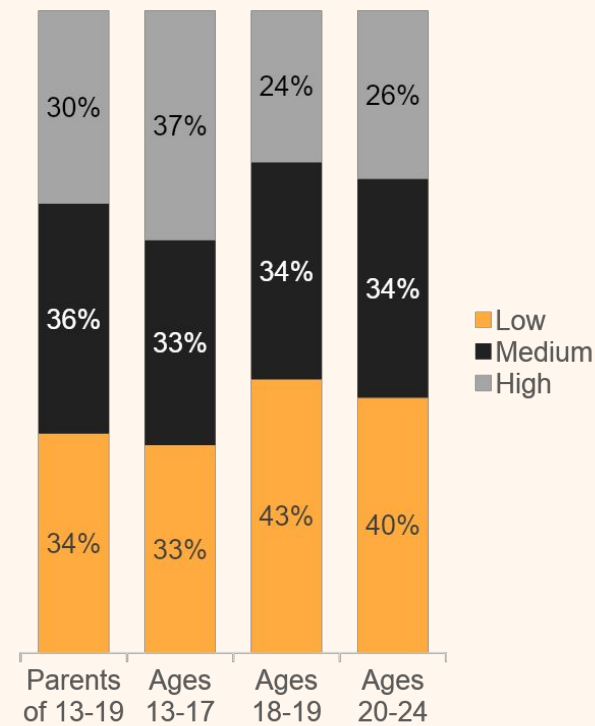
# ...And young adults ages 18-19 struggled the most

They scored the highest on Struggling (11%) and were highest on “low” life satisfaction online & offline

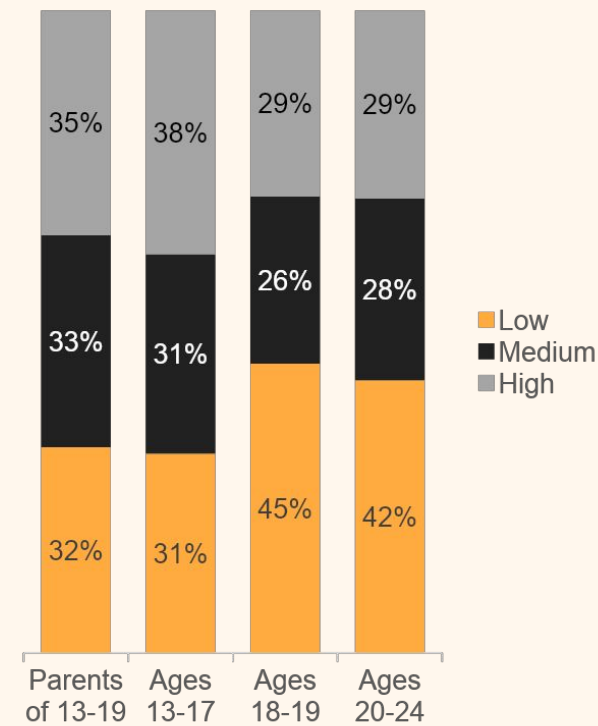
Digital well-being Index



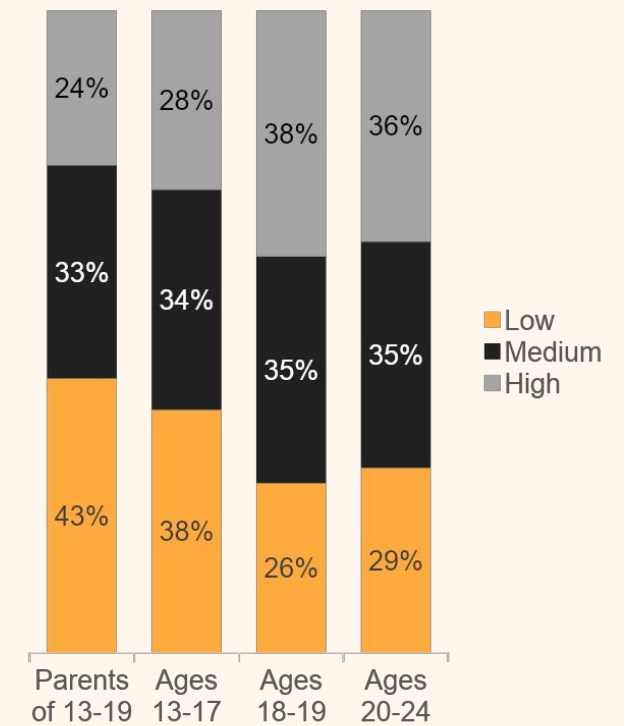
Life satisfaction online



Life satisfaction offline



Risk taking



Parents figures are estimates of how they think their child would respond to the question

Q11. How much do you agree or disagree with the following statements about all your online experiences in the past 3 months?  
 Q12. How much do you agree or disagree with the following statements about your satisfaction with your life online in the past 3 months?  
 Q28. Please rate the degree these statements apply to you (rated 6 risk taking statements)

THE  
END

# Appendix.

LGBTQ+, Other new questions

Country detail

DWBI detail

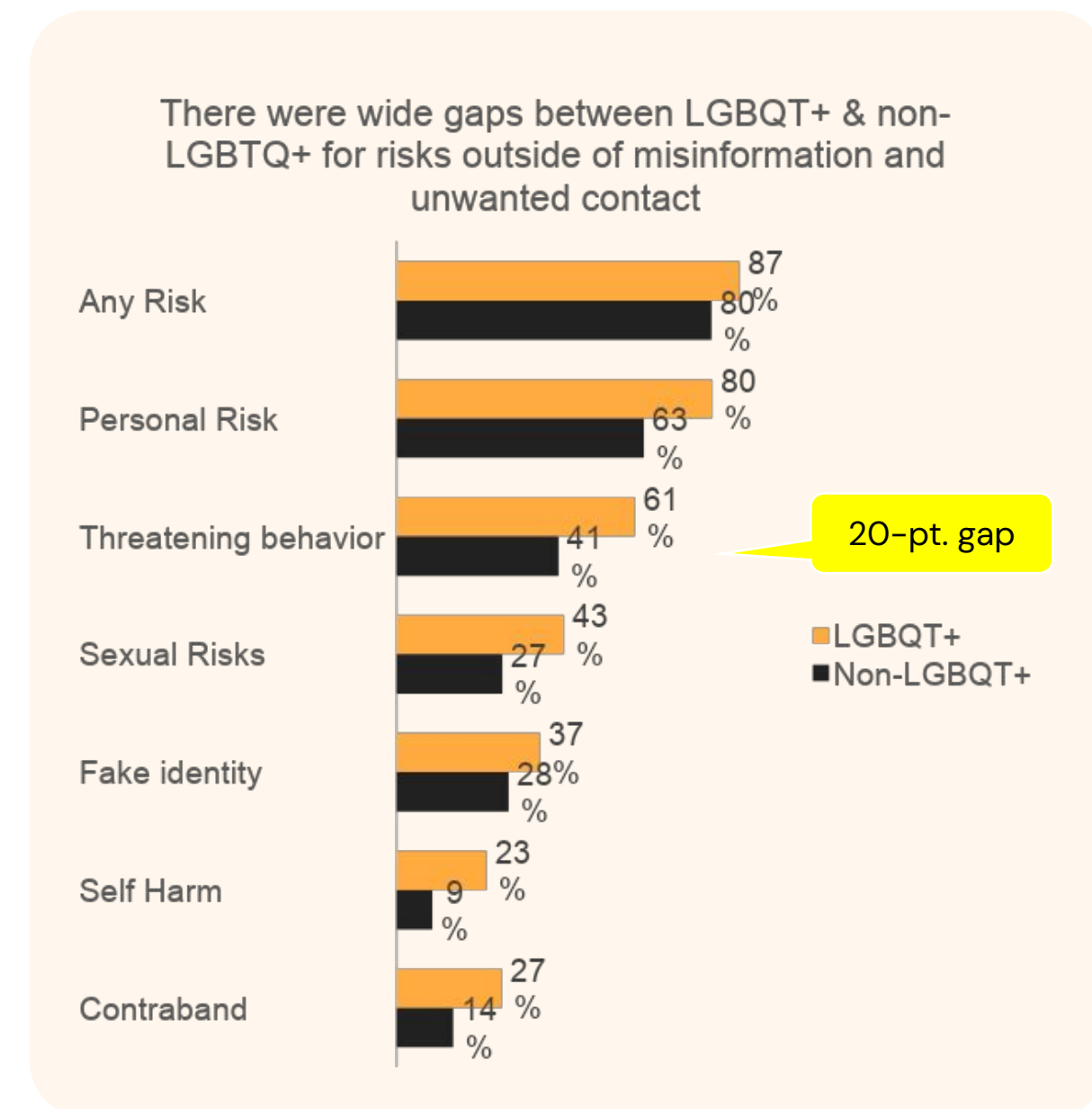
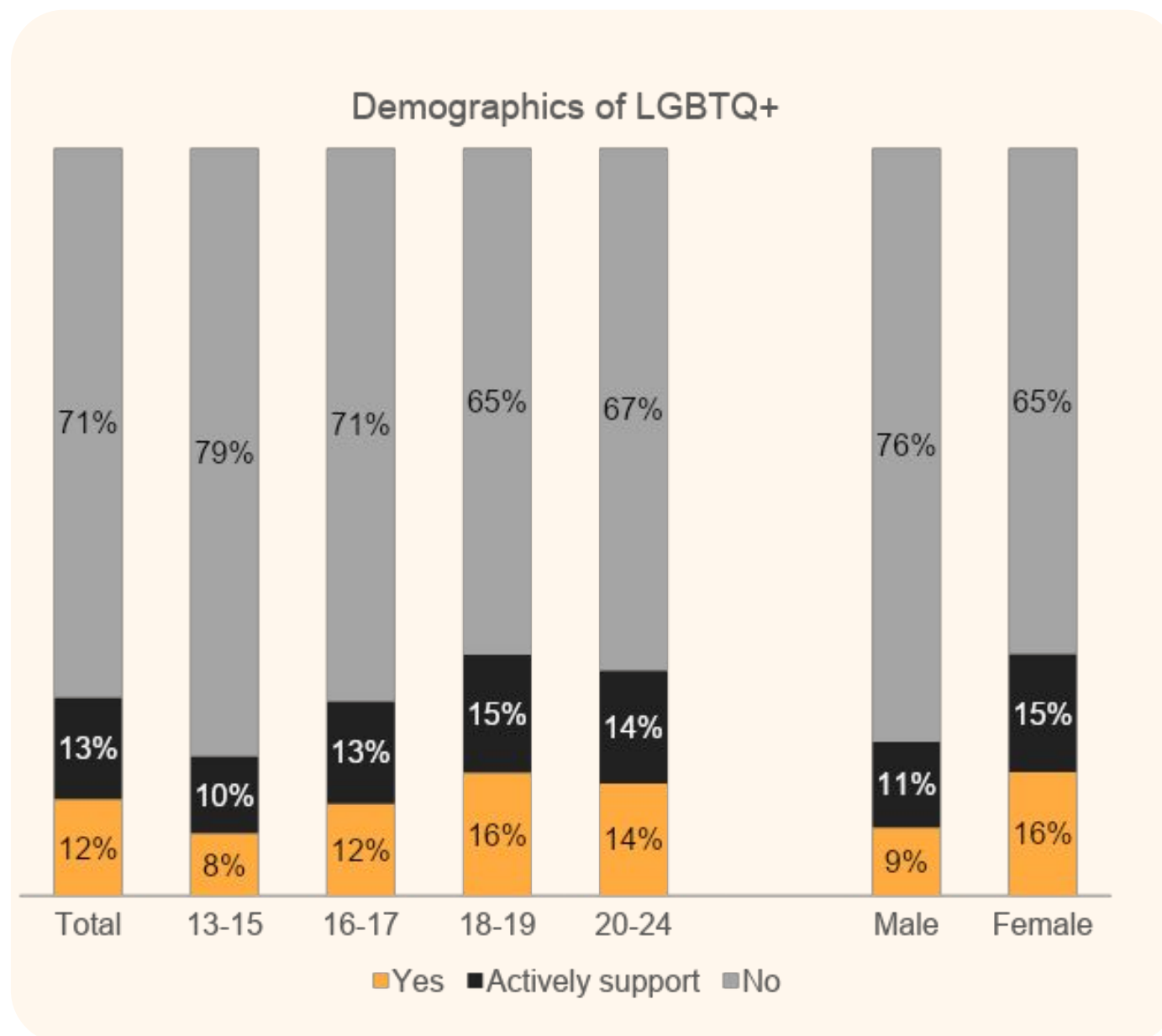
Risk detail



# LGBTQ+, other new questions

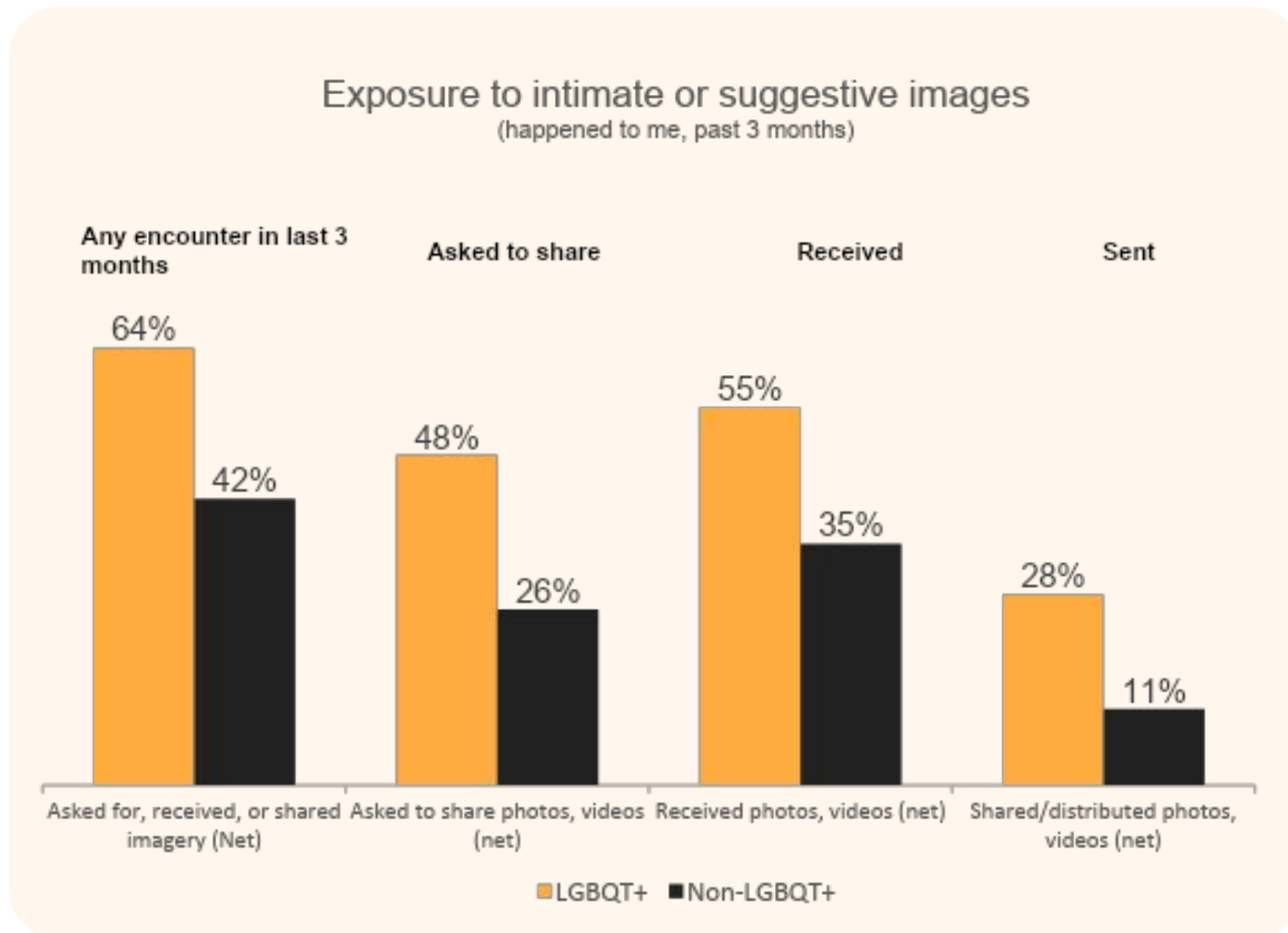


# 12% of Teens and Young Adults self-identified as LGBTQ+, like 2022





# LGBTQ+ Teens and Young Adults experience more online challenges

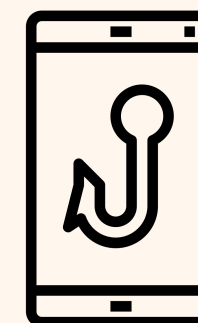


## Catfishing



**54%**  
of LGBTQ+ youth  
were catfished vs  
37% Non-LGBTQ+

## Social media accounts or devices hacked



**46%**  
of LGBTQ+ youth  
were hacked vs 31%  
Non-LGBTQ+

Q25: Do you identify as a member of the LGBTQ+ community?

QDS1\_1-6: Users are often asked or encouraged to share intimate images/videos online both by people they know in real life and with people they meet online. Have any of the following happened to ...

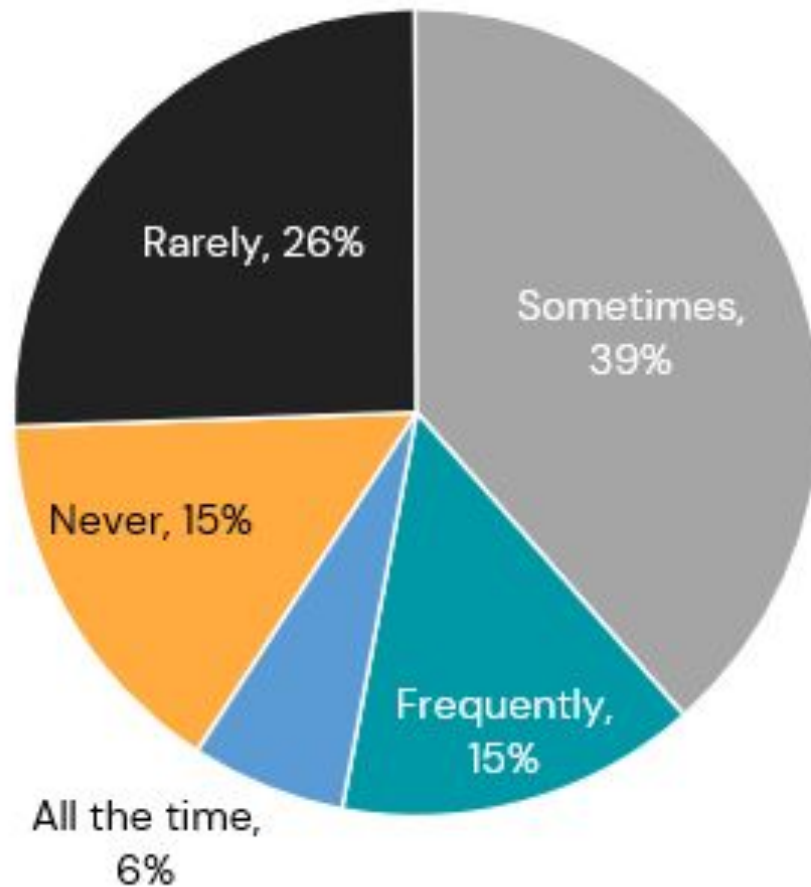
Q27\_1-2: Have you or a friend ever had interactions online with someone who was pretending to be someone they were not?

Q27f\_1-2: Have any of your or a friend's social media accounts been taken over or digital devices hacked?

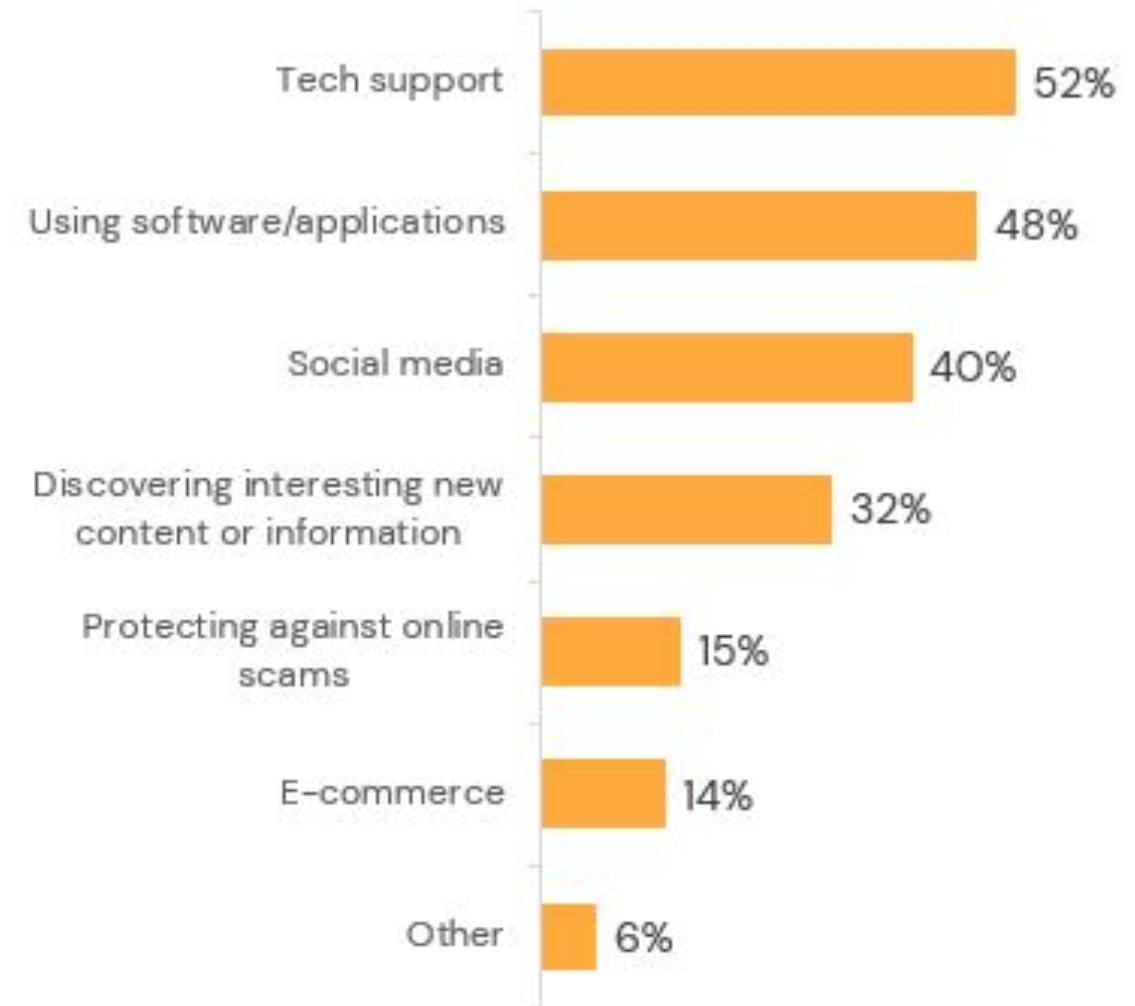


# 60% of parents sought help with technology from their teens

How often do you ask your teens for help with technology?



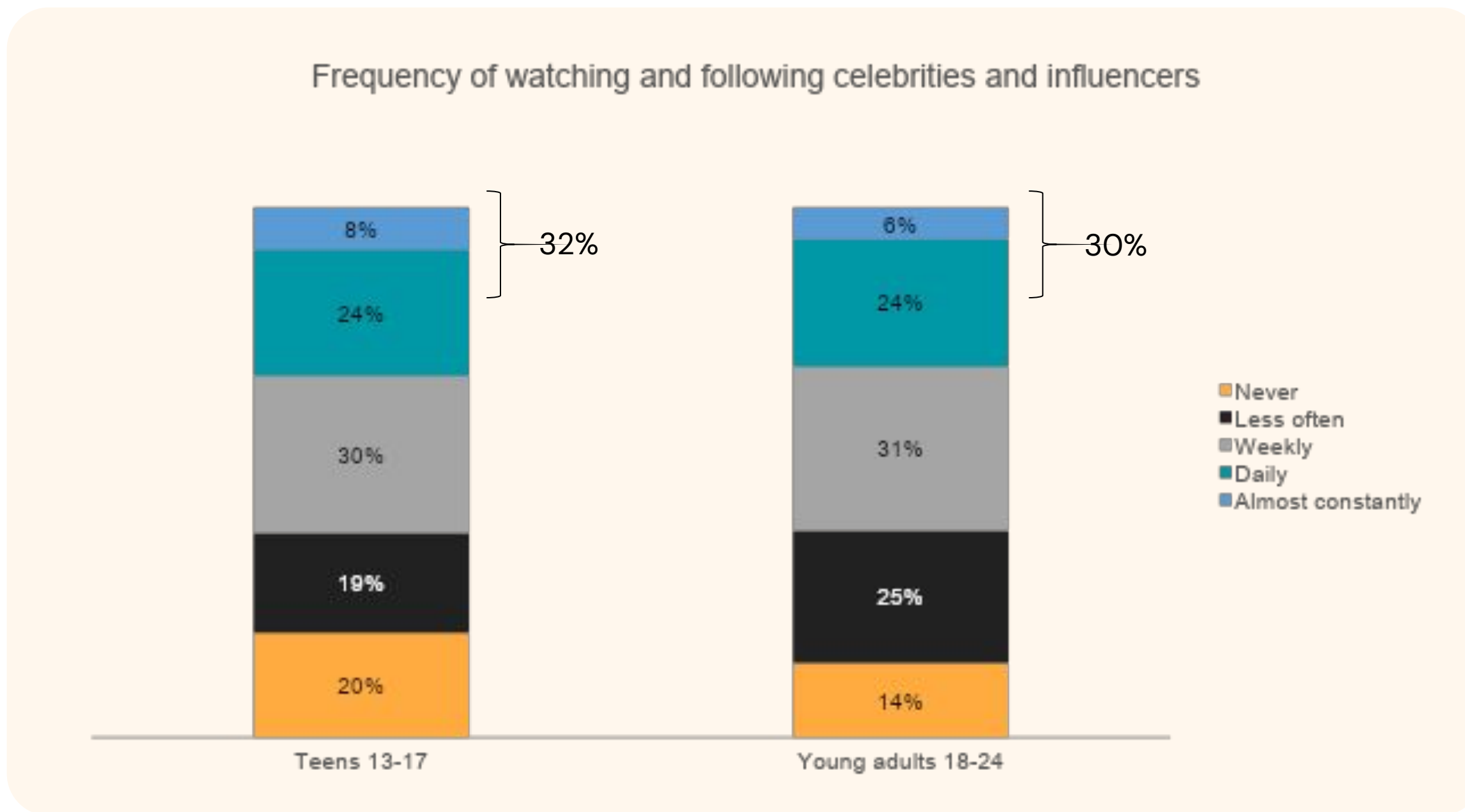
Tech that parents seek help with





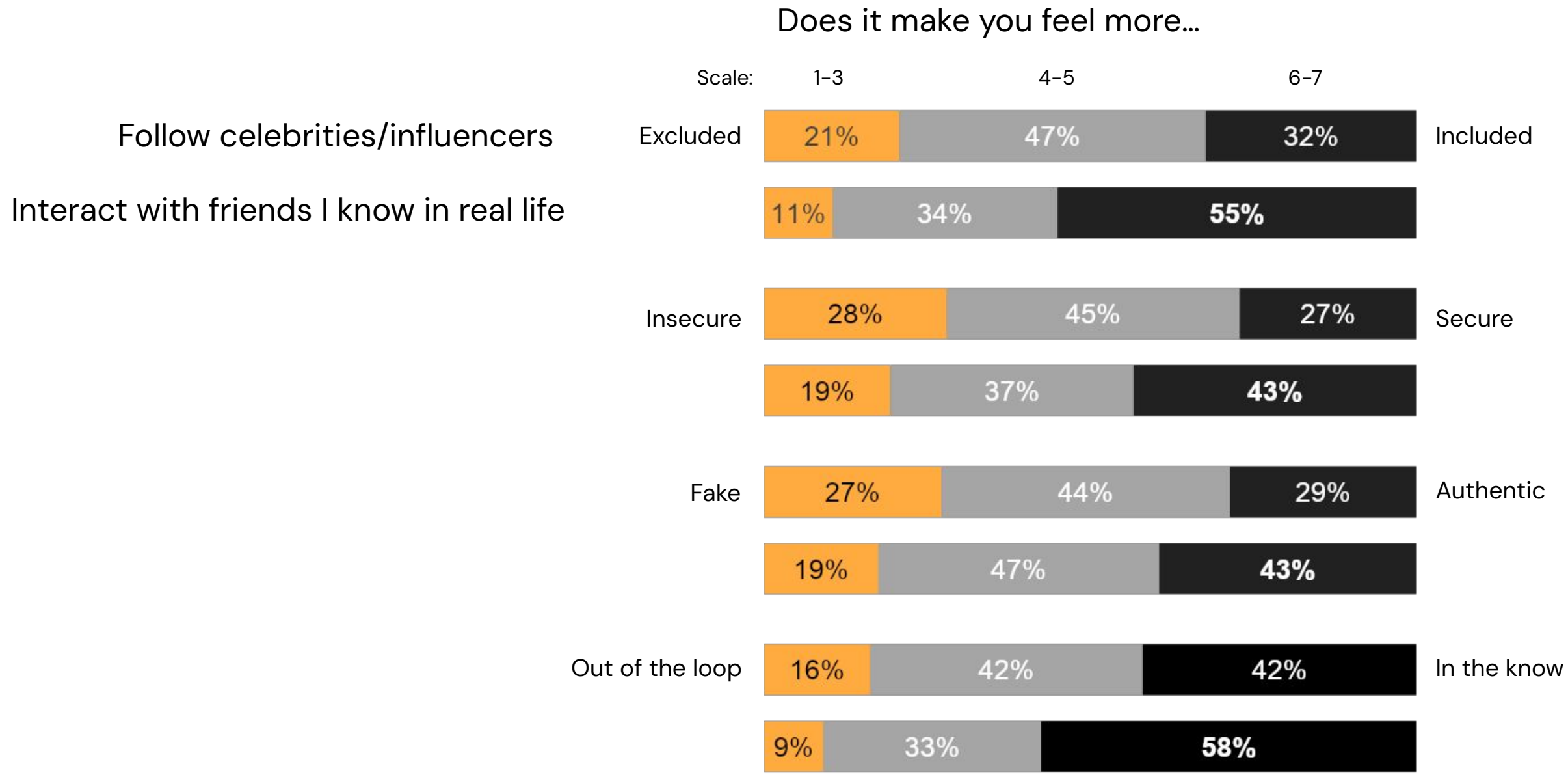


# 1 in 3 watched and followed celebrities, influencers daily





# Comparing yourself to influencers and celebrities led to greater feelings of insecurity and exclusion



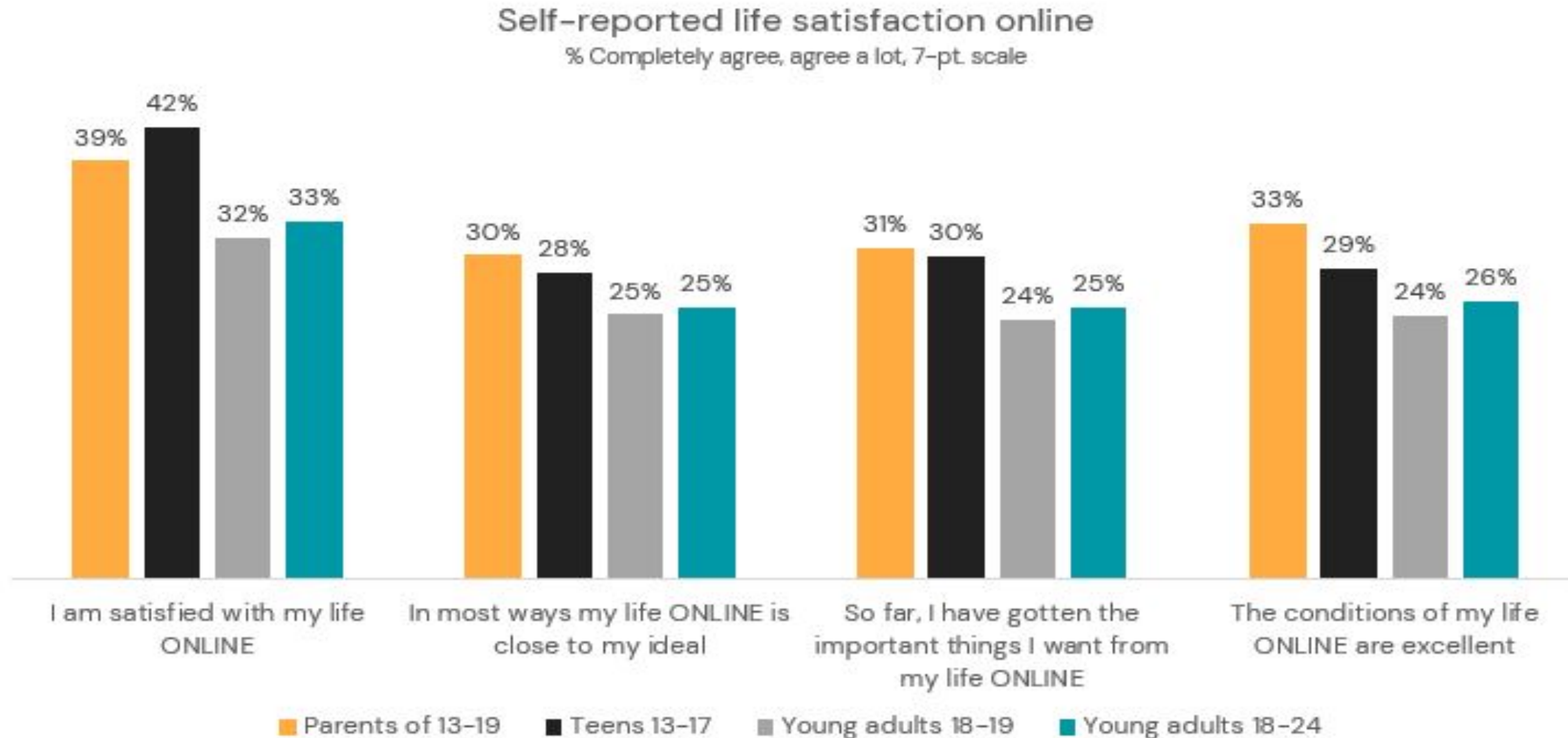
Base: Ages 13-24, N=6008

QC2\_1-4: Interacting on social media with friends I know in real life makes me feel more...  
 QC3\_1-4: Watching and following celebrities or influencers on social media makes me feel more...



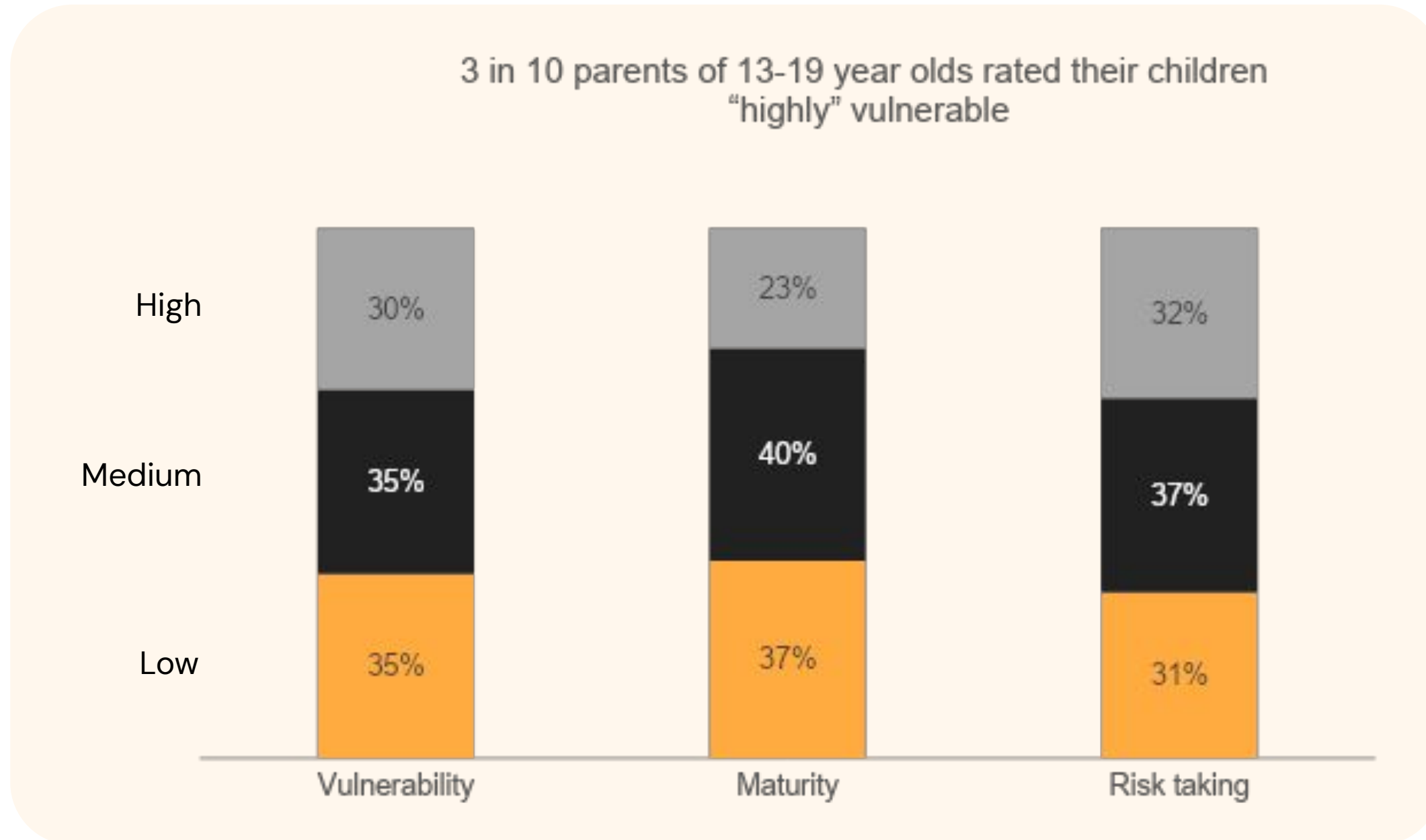
# Parents of 13–19s gave similar life satisfaction online ratings as teens

Life satisfaction online was lowest among 18–19 young adults





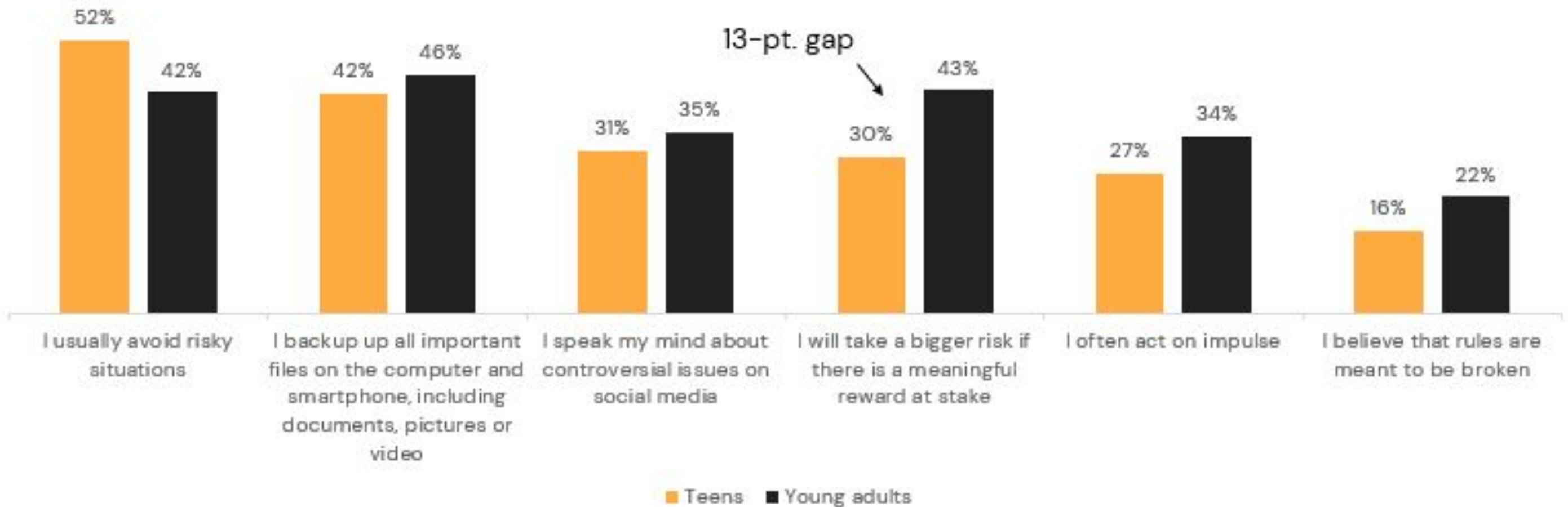
# How parents saw their children on 3 dimensions





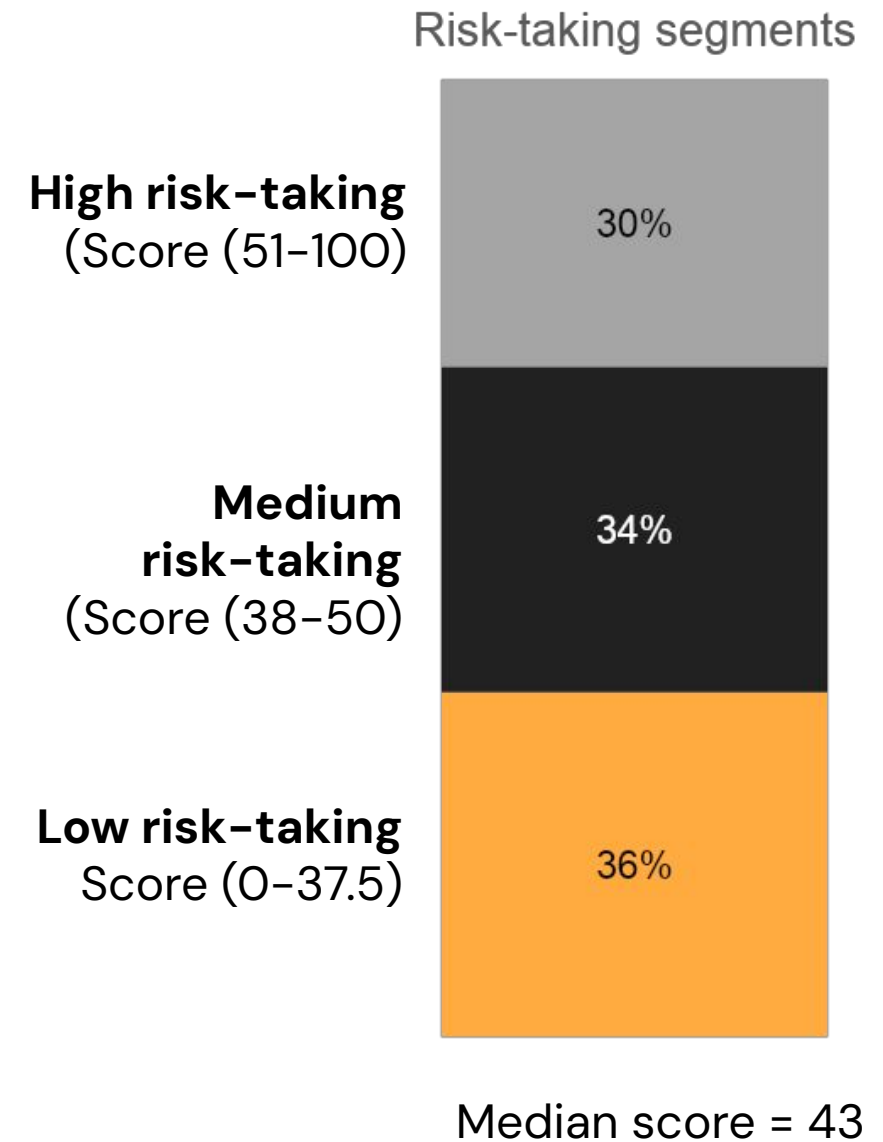
# Young adults more often employed a risk-to-reward approach to risk-taking

Risk taking statements



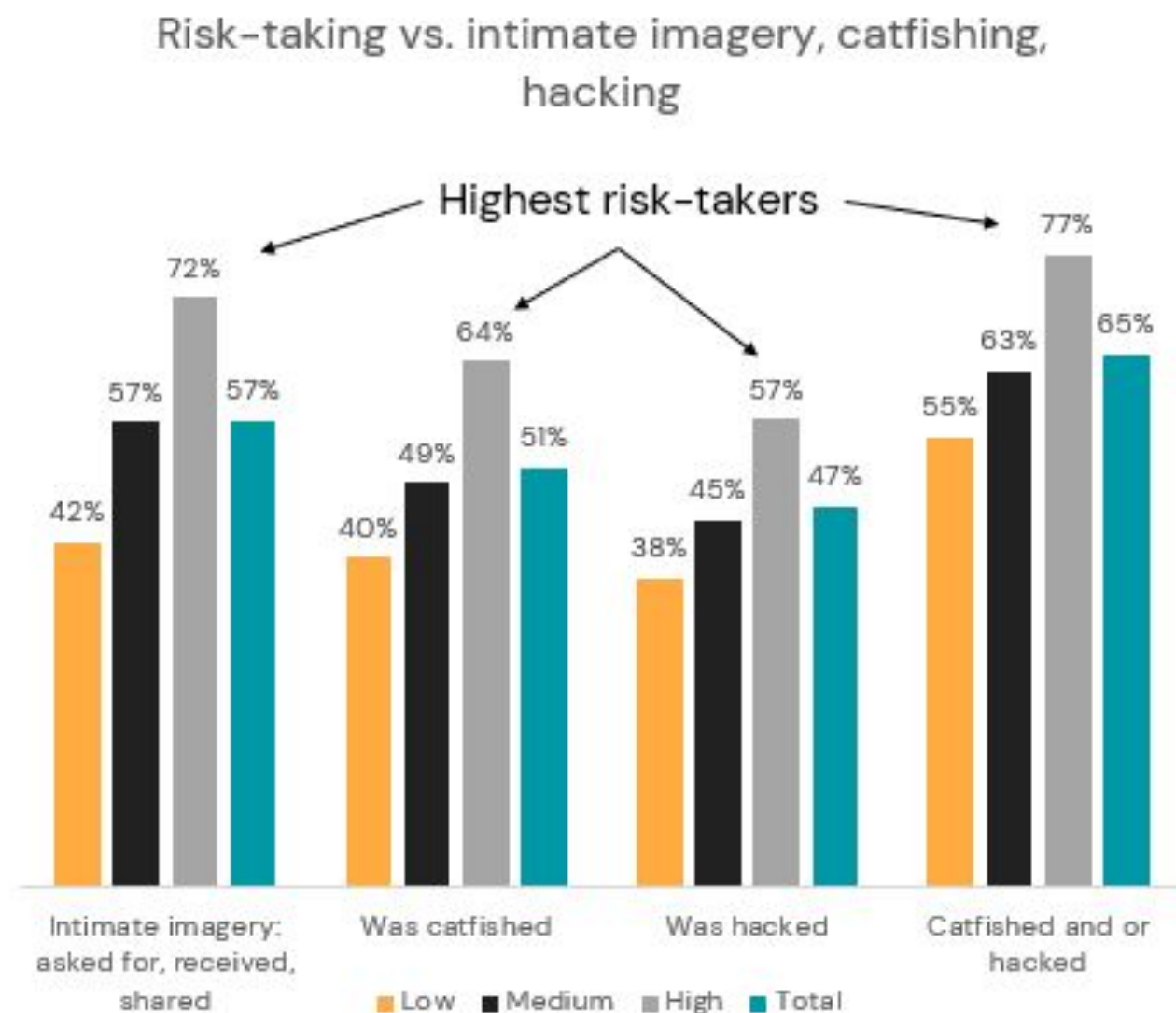
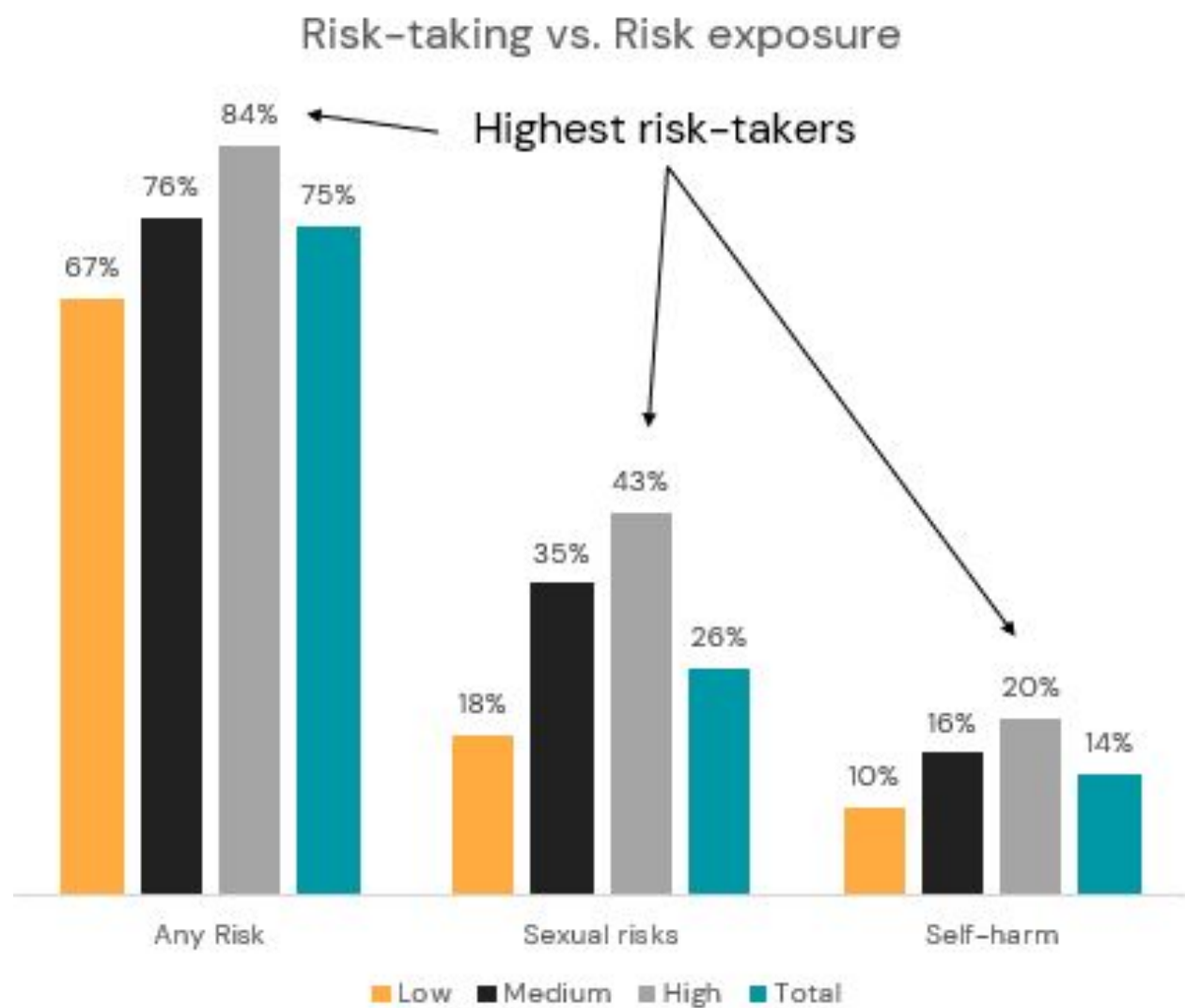
# Risk-taking questions

- I speak my mind about controversial issues on social media
- I often act on impulse
- I believe that rules are meant to be broken
- I usually avoid risky situations
- I will take a bigger risk if there is a meaningful reward at stake (e.g., money, recognition)
- I backup up all important files on the computer and smartphone, including documents, pictures or video (R)





# Higher risk-taking was associated with worse online outcomes





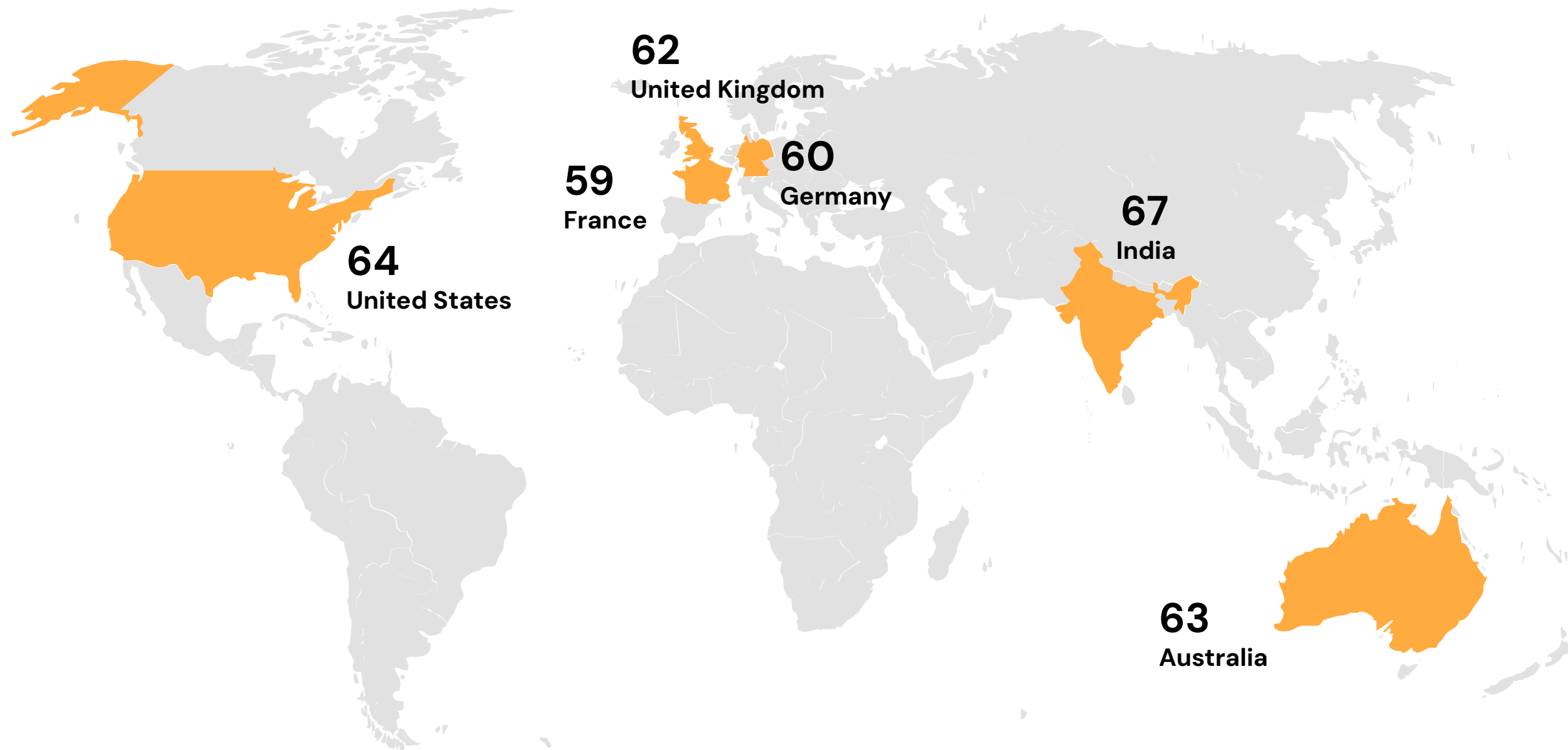
# Country detail





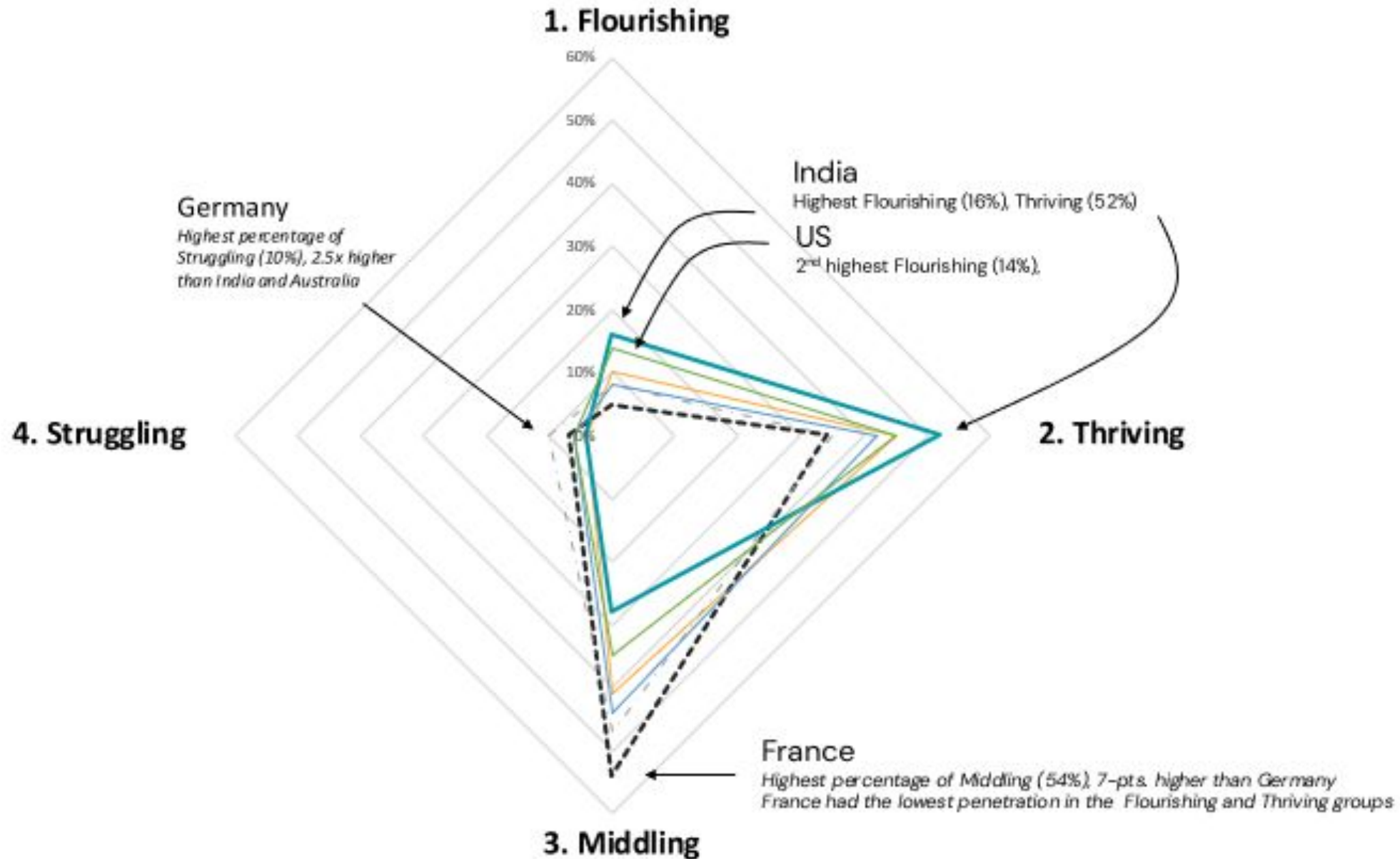
# DWBI around the world

Global average: 62





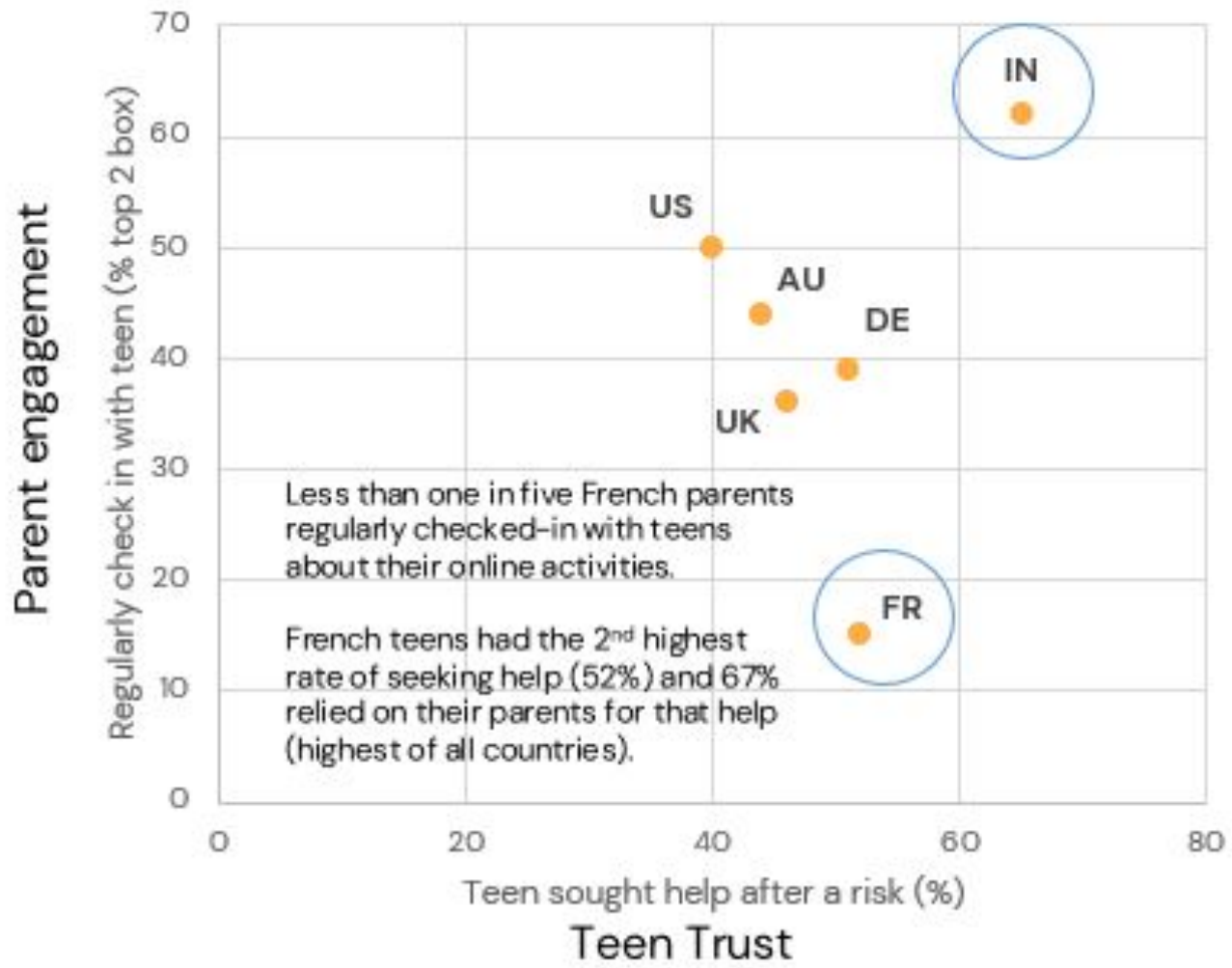
# India had the highest share of flourishing & thriving respondents



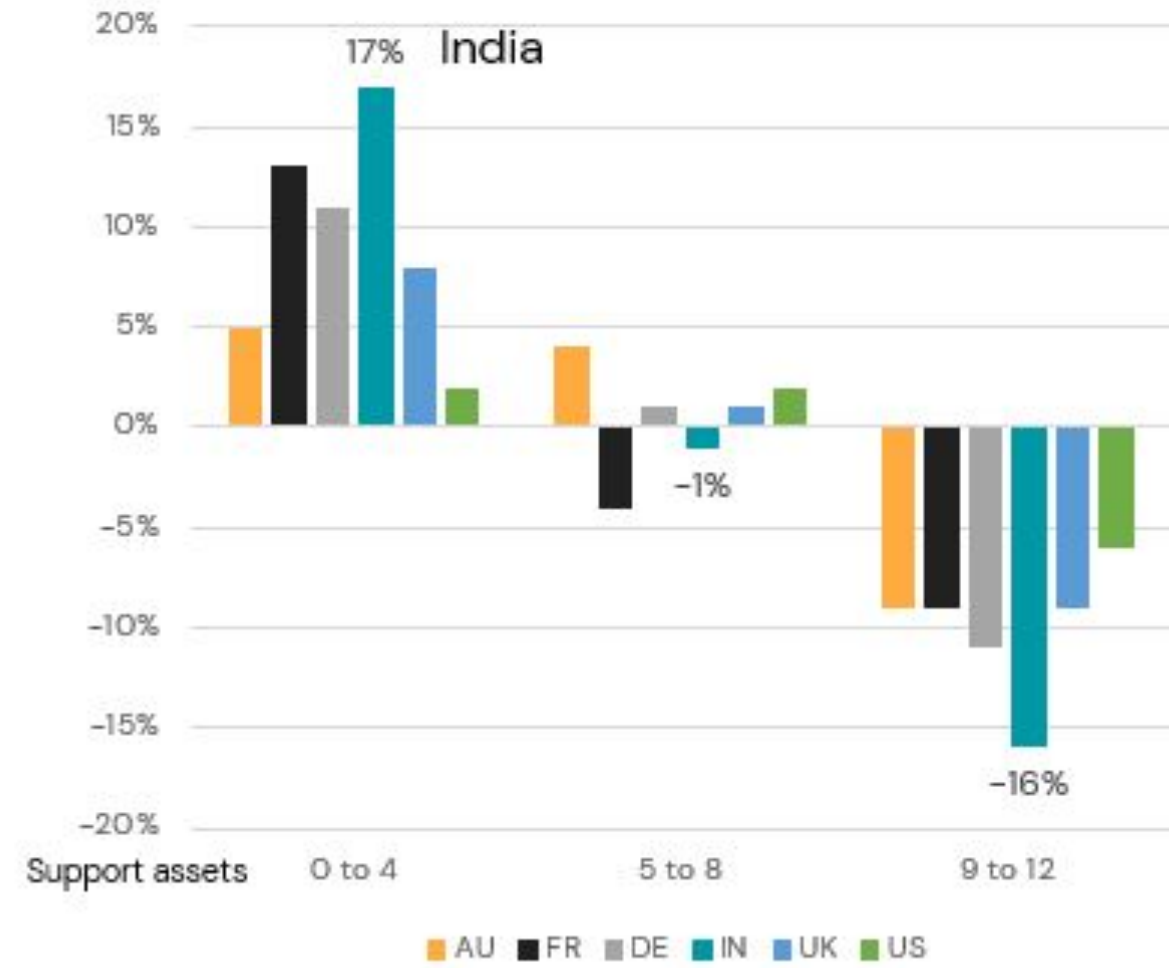


# India's higher DWBI driven by a strong culture of parental support

India had a strong culture of support and trust between parents and their teenagers



Support assets declined in all countries, especially in India





# Australia snapshot, DWBI = 63

	<u>2022</u>	<u>2023</u>
<b>DWBI</b>	63	63
<b>Flourishing</b>	10%	11%
<b>Thriving</b>	44%	42%
<b>Middling</b>	36%	43%
<b>Struggling</b>	7%	5%
<b>DWBI by Audience</b>		
Teens 13-17	64	64
Young adults 18-24	60	61
Parents of 13-19	64	63
Males 13-24	64	64
Females 13-24	61	61
<b>Any risk (ages 13-24)</b>	74%	77%
Personal risks	59%	63%
Fake news, misinformation	43%	52%
Threatening Behavior	41%	54%
Unwanted contact	34%	37%
Sexual risks	26%	28%
Fake identity	27%	28%
Contraband, terrorism	15%	16%
Self Harm	14%	13%
Online life satisfaction*	40%	38%
Offline life satisfaction*	40%	40%

\* % completely agree, agree a lot

	<u>2023</u>
<b>Involved with Intimate images (me and or friend)</b>	59%
Teens 13-17	49%
Young adults 18-24	68%
<b>Intimate images passed beyond original recipient</b>	28%
Teens 13-17	28%
Young adults 18-24	28%
<b>Catfished (me and or friend)</b>	50%
Teens 13-17	41%
Young adults 18-24	59%
Asked to share	69%
Shared	38%
Threatened with extortion	23%
Acted	92%
<b>Hacked (me and or friend)</b>	52%
Teens 13-17	38%
Young adults 18-24	66%
Something was stolen	51%
Threatened with extortion	20%
Acted	93%

	<u>2022</u>	<u>2023</u>
<b>Number of support assets</b>		
0 to 4	46%	46%
5 to 8	28%	31%
9 to 12	27%	23%
<b>Parents sought help from children with tech</b>	na	61%
Tech support	na	53%
Software, apps	na	43%
Social media	na	39%
<b>Daily Snapchat users</b>		
Teens 13-17	38%	50%
Young adults 18-24	45%	54%
Parents of 13-19	16%	24%
<b>LGBTQ+ incidence</b>	17%	12%
	<u>Non-LG</u>	<u>LGBTQ+</u>
	<u>BTQ+</u>	
Any risk (net)	81%	84%
Personal risks (net)	65%	74%
Threatening behavior (net)	46%	54%
Sexual risks (net)	28%	48%



# France snapshot, DWBI = 59

	<u>2022</u>	<u>2023</u>
<b>DWBI</b>	60	59
<b>Flourishing</b>	4%	5%
<b>Thriving</b>	38%	34%
<b>Middling</b>	51%	54%
<b>Struggling</b>	6%	7%
<b>DWBI by Audience</b>		
Teens 13-17	62	61
Young adults 18-24	58	57
Parents of 13-19	59	58
Males 13-24	60	60
Females 13-24	59	58
<b>Any risk (ages 13-24)</b>	76%	75%
Personal risks	54%	54%
Fake news, misinformation	54%	48%
Threatening Behavior	32%	31%
Unwanted contact	34%	37%
Sexual risks	25%	24%
Fake identity	24%	25%
Contraband, terrorism	15%	13%
Self Harm	10%	10%
Online life satisfaction*	25%	24%
Offline life satisfaction*	41%	41%

\* % completely agree, agree a lot

	<u>2023</u>
<b>Involved with Intimate images (me and or friend)</b>	52%
Teens 13-17	38%
Young adults 18-24	67%
<b>Intimate images passed beyond original recipient</b>	23%
Teens 13-17	28%
Young adults 18-24	22%
<b>Catfished (me and or friend)</b>	43%
Teens 13-17	37%
Young adults 18-24	49%
Asked to share	65%
Shared	41%
Threatened with extortion	22%
Acted	86%
<b>Hacked (me and or friend)</b>	48%
Teens 13-17	34%
Young adults 18-24	62%
Something was stolen	47%
Threatened with extortion	22%
Acted	93%

	<u>2022</u>	<u>2023</u>
<b>Number of support assets</b>		
0 to 4	51%	56%
5 to 8	34%	27%
9 to 12	16%	17%
<b>Parents sought help from children with tech</b>	na	44%
Tech support	na	39%
Software, apps	na	51%
Social media	na	32%
<b>Daily Snapchat users</b>		
Teens 13-17	43%	44%
Young adults 18-24	58%	52%
Parents of 13-19	20%	17%
<b>LGBTQ+ incidence</b>	7%	9%
	<u>Non-LG</u>	<u>LGBTQ+</u>
	<u>BTQ+</u>	
Any risk (net)	78%	78%
Personal risks (net)	58%	68%
Threatening behavior (net)	33%	42%
Sexual risks (net)	25%	39%



# Germany snapshot, DWBI = 60

	<u>2022</u>	<u>2023</u>
<b>DWBI</b>	60	60
<b>Flourishing</b>	8%	8%
<b>Thriving</b>	38%	35%
<b>Middling</b>	45%	47%
<b>Struggling</b>	9%	10%
<b>DWBI by Audience</b>		
Teens 13-17	63	62
Young adults 18-24	58	57
Parents of 13-19	60	60
Males 13-24	62	61
Females 13-24	59	58
<b>Any risk (ages 13-24)</b>	74%	76%
Personal risks	59%	58%
Fake news, misinformation	43%	50%
Threatening Behavior	41%	40%
Unwanted contact	34%	37%
Sexual risks	26%	26%
Fake identity	27%	19%
Contraband, terrorism	15%	16%
Self Harm	14%	13%
Online life satisfaction*	39%	35%
Offline life satisfaction*	43%	42%

\* % completely agree, agree a lot

	<u>2023</u>
<b>Involved with Intimate images (me and or friend)</b>	53%
Teens 13-17	39%
Young adults 18-24	67%
<b>Intimate images passed beyond original recipient</b>	35%
Teens 13-17	42%
Young adults 18-24	31%
<b>Catfished (me and or friend)</b>	46%
Teens 13-17	36%
Young adults 18-24	57%
Asked to share	69%
Shared	43%
Threatened with extortion	24%
Acted	93%
<b>Hacked (me and or friend)</b>	33%
Teens 13-17	25%
Young adults 18-24	41%
Something was stolen	67%
Threatened with extortion	26%
Acted	93%

	<u>2022</u>	<u>2023</u>
<b>Number of support assets</b>		
0 to 4	51%	55%
5 to 8	29%	27%
9 to 12	20%	18%
<b>Parents sought help from children with tech</b>	na	54%
Tech support	na	57%
Software, apps	na	39%
Social media	na	27%
<b>Daily Snapchat users</b>		
Teens 13-17	24%	38%
Young adults 18-24	42%	49%
Parents of 13-19	12%	10%
<b>LGBTQ+ incidence</b>	11%	10%
	<u>Non-LG</u>	<u>LGBTQ+</u>
	<u>BTQ+</u>	
Any risk (net)	81%	88%
Personal risks (net)	64%	79%
Threatening behavior (net)	44%	57%
Sexual risks (net)	30%	43%





# India snapshot, DWBI = 67

	<u>2022</u>	<u>2023</u>
<b>DWBI</b>	68	67
<b>Flourishing</b>	16%	16%
<b>Thriving</b>	56%	52%
<b>Middling</b>	24%	28%
<b>Struggling</b>	3%	4%
<b>DWBI by Audience</b>		
Teens 13-17	70	68
Young adults 18-24	64	63
Parents of 13-19	69	69
Males 13-24	67	66
Females 13-24	67	65
<b>Any risk (ages 13-24)</b>	84%	88%
Personal risks	70%	71%
Fake news, misinformation	62%	63%
Threatening Behavior	49%	47%
Unwanted contact	44%	46%
Sexual risks	31%	31%
Fake identity	42%	40%
Contraband, terrorism	20%	17%
Self Harm	20%	20%
Online life satisfaction*	56%	52%
Offline life satisfaction*	53%	53%

\* % completely agree, agree a lot

	<u>2023</u>
<b>Involved with Intimate images (me and or friend)</b>	68%
Teens 13-17	64%
Young adults 18-24	73%
<b>Intimate images passed beyond original recipient</b>	51%
Teens 13-17	28%
Young adults 18-24	28%
<b>Catfished (me and or friend)</b>	68%
Teens 13-17	62%
Young adults 18-24	75%
Asked to share	69%
Shared	56%
Threatened with extortion	38%
Acted	94%
<b>Hacked (me and or friend)</b>	57%
Teens 13-17	48%
Young adults 18-24	67%
Something was stolen	72%
Threatened with extortion	44%
Acted	98%

	<u>2022</u>	<u>2023</u>
<b>Number of support assets</b>		
0 to 4	29%	41%
5 to 8	31%	28%
9 to 12	40%	31%
<b>Parents sought help from children with tech</b>	na	82%
Tech support	na	64%
Software, apps	na	64%
Social media	na	64%
<b>Daily Snapchat users</b>		
Teens 13-17	36%	38%
Young adults 18-24	43%	41%
Parents of 13-19	28%	32%
<b>LGBTQ+ incidence</b>	13%	12%
	<b><u>Non-LG</u></b>	<b><u>LGBTQ+</u></b>
	<b><u>BTQ+</u></b>	
Any risk (net)	87%	92%
Personal risks (net)	70%	90%
Threatening behavior (net)	44%	71%
Sexual risks (net)	29%	39%



# United Kingdom snapshot, DWBI = 62

	<u>2022</u>	<u>2023</u>
<b>DWBI</b>	62	62
<b>Flourishing</b>	9%	8%
<b>Thriving</b>	43%	42%
<b>Middling</b>	43%	44%
<b>Struggling</b>	5%	6%
<b>DWBI by Audience</b>		
Teens 13-17	65	64
Young adults 18-24	58	60
Parents of 13-19	63	62
Males 13-24	63	63
Females 13-24	60	61
<b>Any risk (ages 13-24)</b>	69%	74%
Personal risks	54%	57%
Fake news, misinformation	43%	47%
Threatening Behavior	29%	39%
Unwanted contact	36%	25%
Sexual risks	23%	25%
Fake identity	21%	24%
Contraband, terrorism	13%	12%
Self Harm	12%	11%
Online life satisfaction*	38%	38%
Offline life satisfaction*	40%	40%

\* % completely agree, agree a lot

	<u>2023</u>
<b>Involved with Intimate images (me and or friend)</b>	52%
Teens 13-17	36%
Young adults 18-24	67%
<b>Intimate images passed beyond original recipient</b>	26%
Teens 13-17	16%
Young adults 18-24	29%
<b>Catfished (me and or friend)</b>	45%
Teens 13-17	35%
Young adults 18-24	56%
Asked to share	69%
Shared	38%
Threatened with extortion	25%
Acted	94%
<b>Hacked (me and or friend)</b>	40%
Teens 13-17	23%
Young adults 18-24	56%
Something was stolen	53%
Threatened with extortion	21%
Acted	94%

	<u>2022</u>	<u>2023</u>
<b>Number of support assets</b>		
0 to 4	51%	54%
5 to 8	28%	28%
9 to 12	21%	18%
<b>Parents sought help from children with tech</b>	na	58%
Tech support	na	53%
Software, apps	na	42%
Social media	na	35%
<b>Daily Snapchat users</b>		
Teens 13-17	39%	52%
Young adults 18-24	54%	59%
Parents of 13-19	20%	19%
<b>LGBTQ+ incidence</b>	10%	11%
	<u>Non-LG</u>	<u>LGBTQ+</u>
	<u>BTQ+</u>	
Any risk (net)	76%	88%
Personal risks (net)	59%	82%
Threatening behavior (net)	38%	65%
Sexual risks (net)	24%	42%





# United States snapshot, DWBI = 64

	<u>2022</u>	<u>2023</u>
<b>DWBI</b>	64	64
<b>Flourishing</b>	13%	14%
<b>Thriving</b>	45%	45%
<b>Middling</b>	38%	35%
<b>Struggling</b>	7%	6%
<b>DWBI by Audience</b>		
Teens 13-17	66	66
Young adults 18-24	61	61
Parents of 13-19	65	66
Males 13-24	65	64
Females 13-24	62	63
<b>Any risk (ages 13-24)</b>	71%	77%
Personal risks	56%	63%
Fake news, misinformation	45%	52%
Threatening Behavior	37%	45%
Unwanted contact	29%	35%
Sexual risks	25%	30%
Fake identity	25%	27%
Contraband, terrorism	16%	19%
Self Harm	14%	15%
Online life satisfaction*	44%	42%
Offline life satisfaction*	45%	44%

\* % completely agree, agree a lot

	<u>2023</u>
<b>Involved with Intimate images</b>	58%
Teens 13-17	53%
Young adults 18-24	62%
<b>Intimate images passed beyond original recipient</b>	24%
Teens 13-17	41%
Young adults 18-24	16%
<b>Catfished (me and or friend)</b>	54%
Teens 13-17	51%
Young adults 18-24	57%
Asked to share	69%
Shared	39%
Threatened with extortion	20%
Acted	93%
<b>Hacked (me and or friend)</b>	49%
Teens 13-17	42%
Young adults 18-24	56%
Something was stolen	52%
Threatened with extortion	19%
Acted	95%

	<u>2022</u>	<u>2023</u>
<b>Number of support assets</b>		
0 to 4	44%	42%
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<b>Parents sought help from children with tech</b>	na	56%
Tech support	na	53%
Software, apps	na	44%
Social media	na	41%
<b>Daily Snapchat users</b>		
Teens 13-17	37%	39%
Young adults 18-24	42%	38%
Parents of 13-19	17%	22%
<b>LGBTQ+ incidence</b>	20%	18%
	<u>Non-LG</u>	<u>LGBTQ+</u>
	<u>BTQ+</u>	
Any risk (net)	78%	90%
Personal risks (net)	62%	83%
Threatening behavior (net)	42%	65%
Sexual risks (net)	26%	44%



# DWBI detail



# 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



# Risk definitions

Risk	Definition
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 content/messages	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.



# Risk definitions (sub-category)

## 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

## 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.

## 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 some else to try and establish a relationship with me

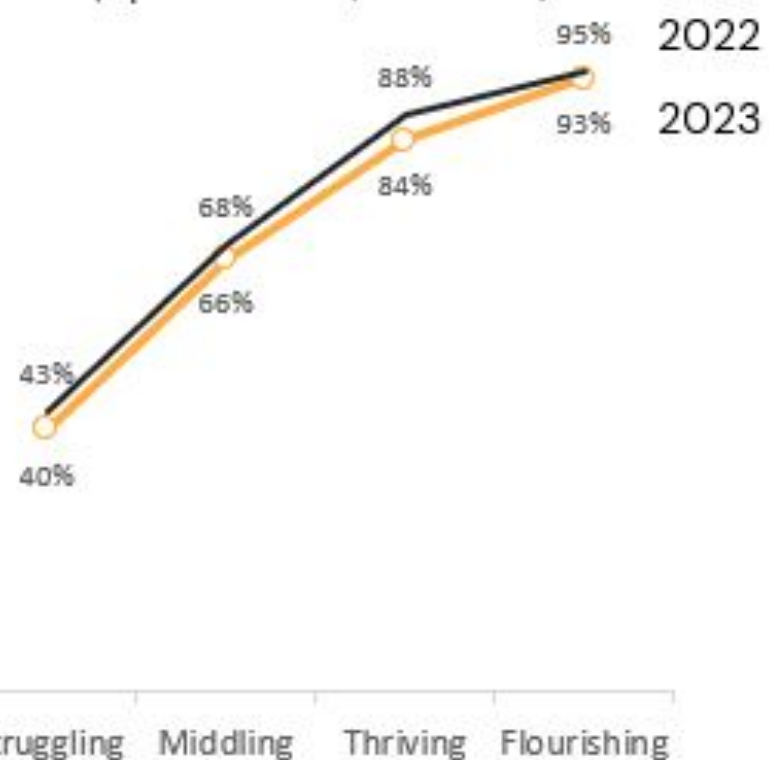
Someone pretended to be a celebrity or represent a brand to entice me to interact with them



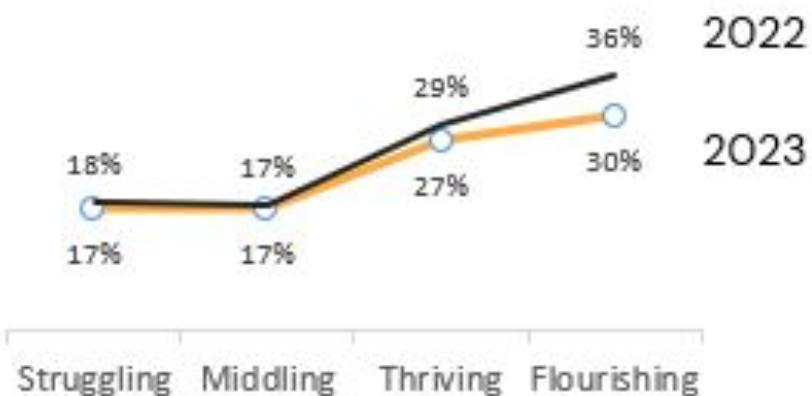
# DWBI relationship with social media

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

(% picked statement, forced choice)

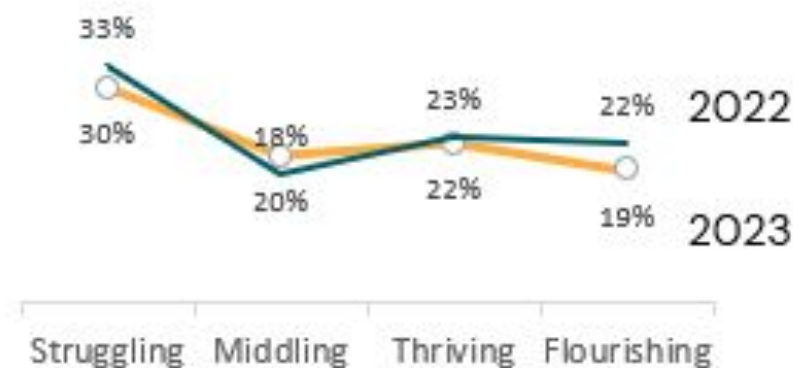


I cannot live my life without social media  
(% completely agree, agree a lot)



The world would be a better place without social media

(% completely agree, agree a lot)



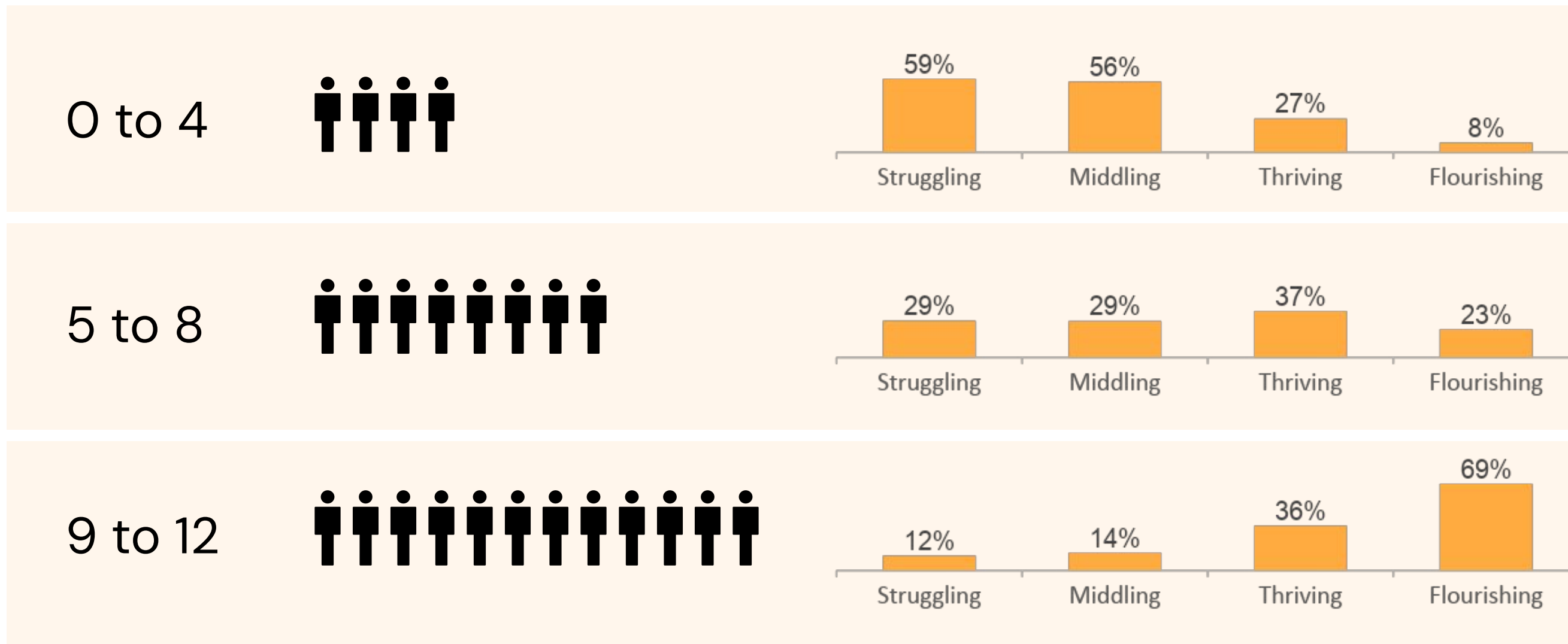
Base: ages 13-24, N=6008



# Stronger support networks were associated with higher DWBI

Number of support assets\*

Digital Well-Being segment



\* Support assets are people who give support at home, school, community and among friends & peers, must have selected completely true or true a lot

Base: Ages 13-24, N=6008



# Flourishing profile

		Segment Rank
DWBI	84	1 <sup>st</sup>
Use Snapchat daily	46%	2 <sup>nd</sup>
Support assets (9–12)	60%	1 <sup>st</sup>
Life satisfaction online (very high)	70%	1 <sup>st</sup>
Experienced a risk past 3 months	71%	1 <sup>st</sup>
Intimate imagery exposure (asked, received, sent)	35%	1 <sup>st</sup>
Exposure to catfishing (happened to me)	32%	2 <sup>nd</sup>
Social media account or device hacked	25%	4 <sup>th</sup>
Risk taking (high)	35%	1 <sup>st</sup>



Higher rank  
is better

Lower rank  
is better





# Thriving profile

		Segment Rank
DWBI	69	2 <sup>nd</sup>
Use Snapchat daily	47%	1 <sup>st</sup>
Support assets (9–12)	28%	2 <sup>nd</sup>
Life satisfaction online (very high)	30%	2 <sup>nd</sup>
Experienced a risk past 3 months	78%	2 <sup>nd</sup>
Intimate imagery exposure (asked, received, sent)	41%	2 <sup>nd</sup>
Exposure to catfishing (happened to me)	40%	2 <sup>nd</sup>
Social media account or device hacked	31%	2 <sup>nd</sup>
Risk taking (high)	34%	2 <sup>nd</sup>



Higher rank  
is better

Lower rank  
is better



# Middling profile

		Segment Rank
DWBI score	55	3 <sup>rd</sup>
Use Snapchat daily	45%	3 <sup>rd</sup>
Support assets (9-12)	10%	3 <sup>rd</sup>
Life satisfaction online (very high)	7%	3 <sup>rd</sup>
Experienced a risk past 3 months	80%	2 <sup>nd</sup>
Intimate imagery exposure (asked, received, sent)	44%	2 <sup>nd</sup>
Exposure to catfishing (happened to me)	36%	3 <sup>rd</sup>
Social media account or device hacked	31%	3 <sup>rd</sup>
Risk taking (high)	30%	4 <sup>th</sup>



Higher rank  
is better

Lower rank  
is better



# Struggling profile

		Segment Rank
DWBI score	37	4 <sup>th</sup>
Use Snapchat daily	45%	4 <sup>th</sup>
Support assets (9–12)	7%	4 <sup>th</sup>
Life satisfaction online (very high)	2%	4 <sup>th</sup>
Experienced a risk past 3 months	83%	1 <sup>st</sup>
Intimate imagery exposure (asked, received, sent)	53%	1 <sup>st</sup>
Exposure to catfishing (happened to me)	43%	1 <sup>st</sup>
Social media account or device hacked	35%	1 <sup>st</sup>
Risk taking (high)	31%	3 <sup>rd</sup>



Higher rank  
is better

Lower rank  
is better

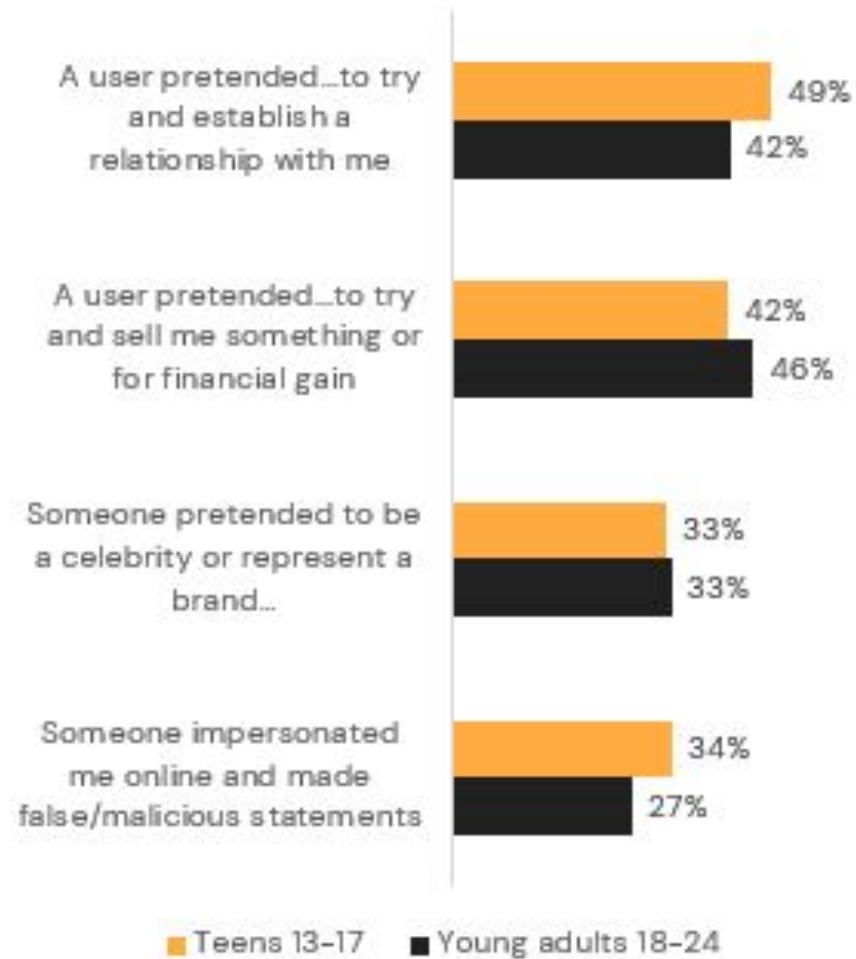


# Risk detail

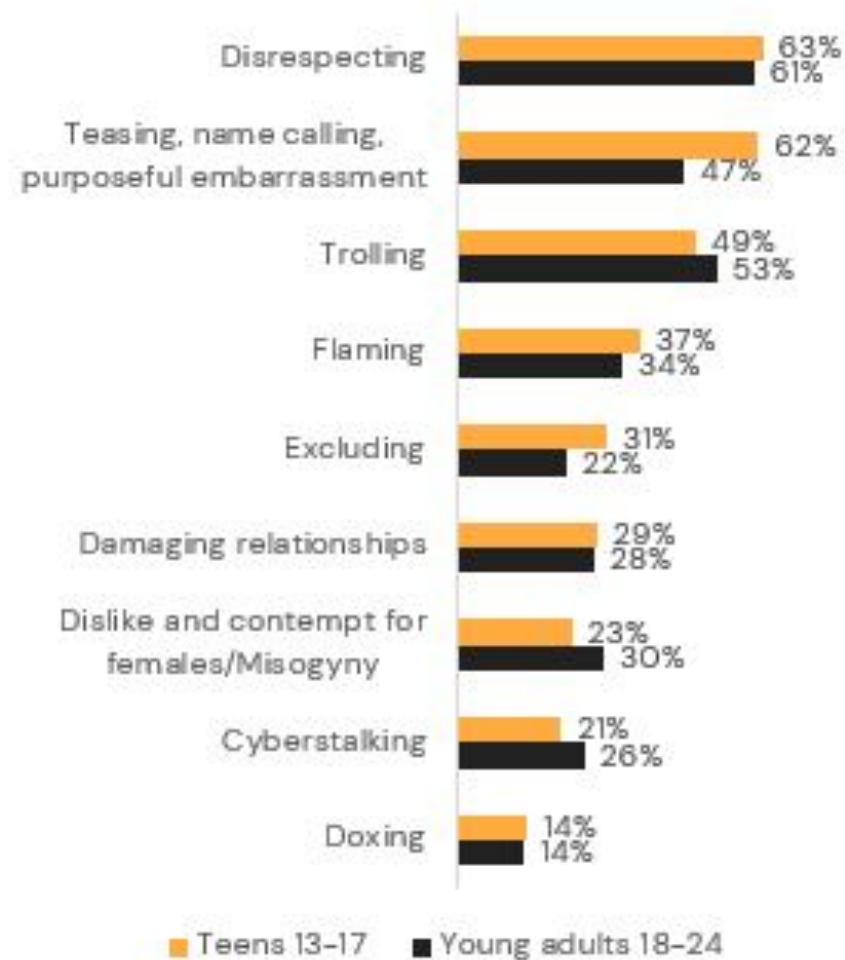


# Risk sub-categories

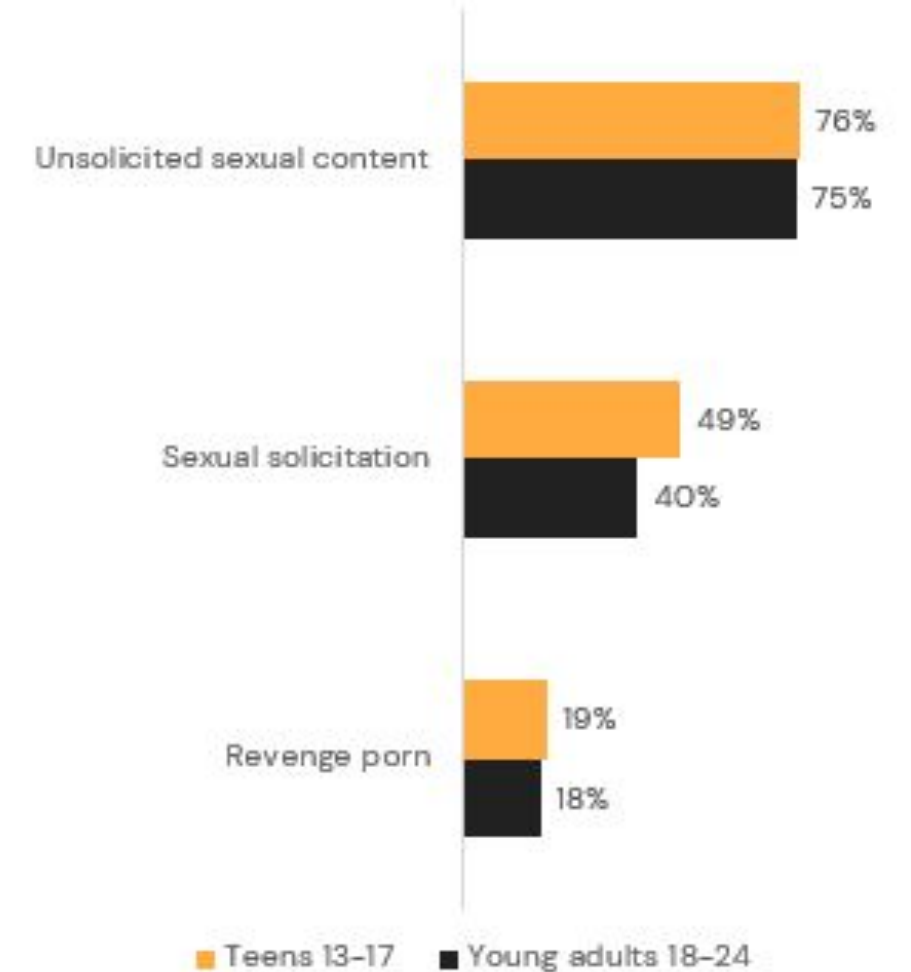
## 27% Online impersonation



## 23% Online bullying, harassment



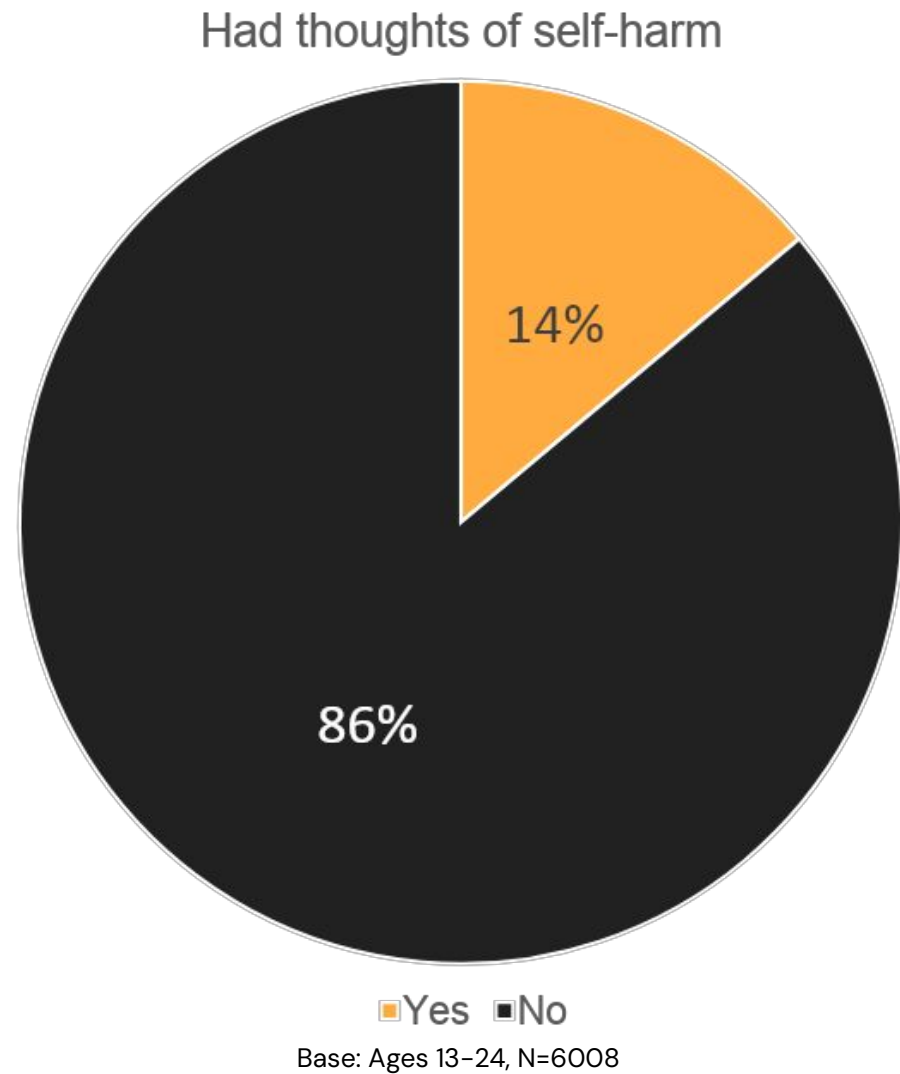
## 13% Non-consensual intimate imagery



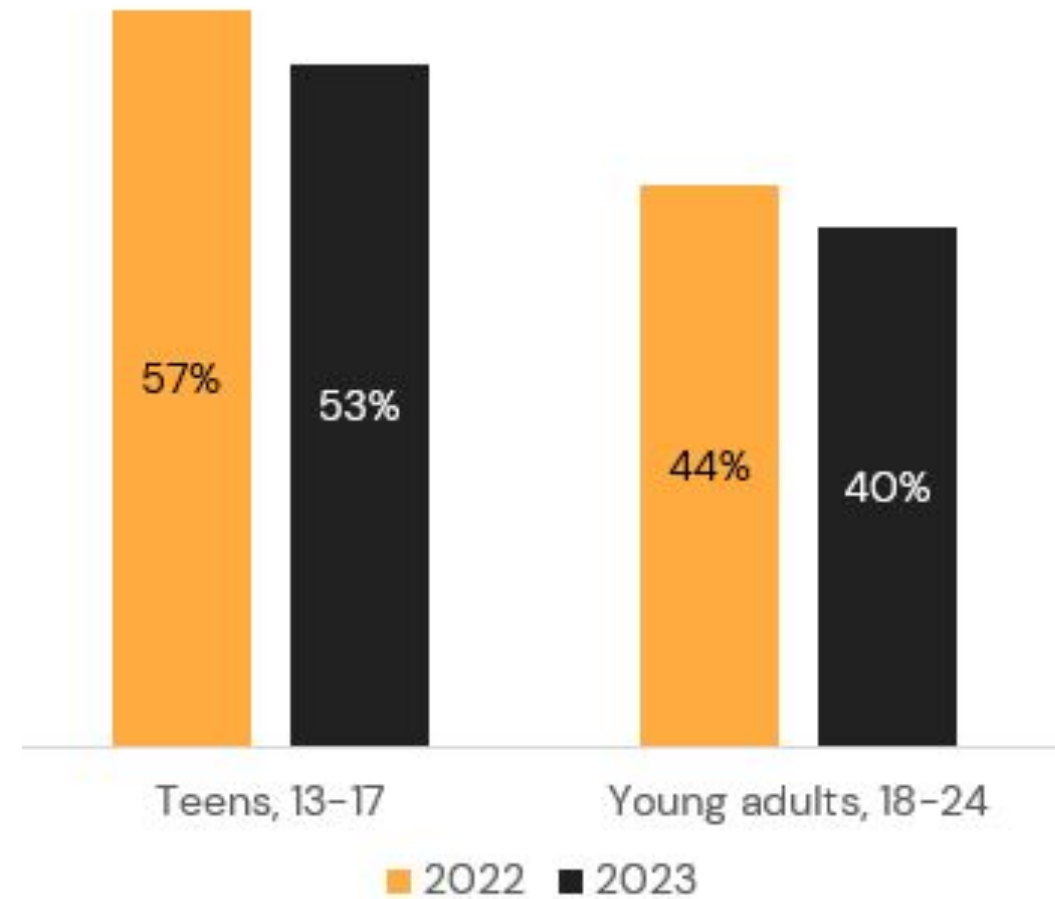


# 1 in 7 had thoughts of self-harm

Unchanged from 2022



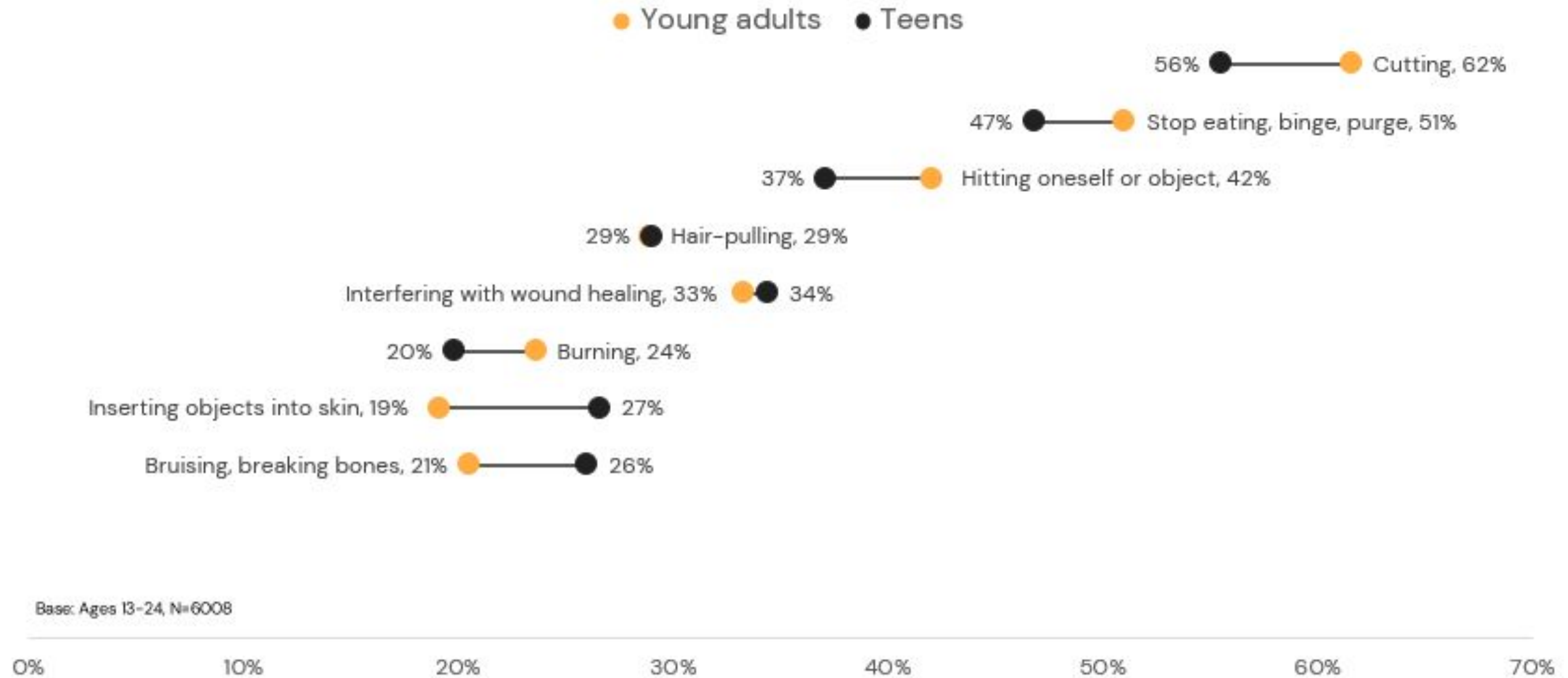
More than half of teens followed through on thoughts to self-harm



Q5. Which, if any, of the following have happened to you personally ONLINE, on any electronic device during the past three months?  
Q6D: You mentioned that had thoughts of self-harm. Did you follow through on thoughts to harm yourself?



# Young adults reported higher levels on most types of self-harm

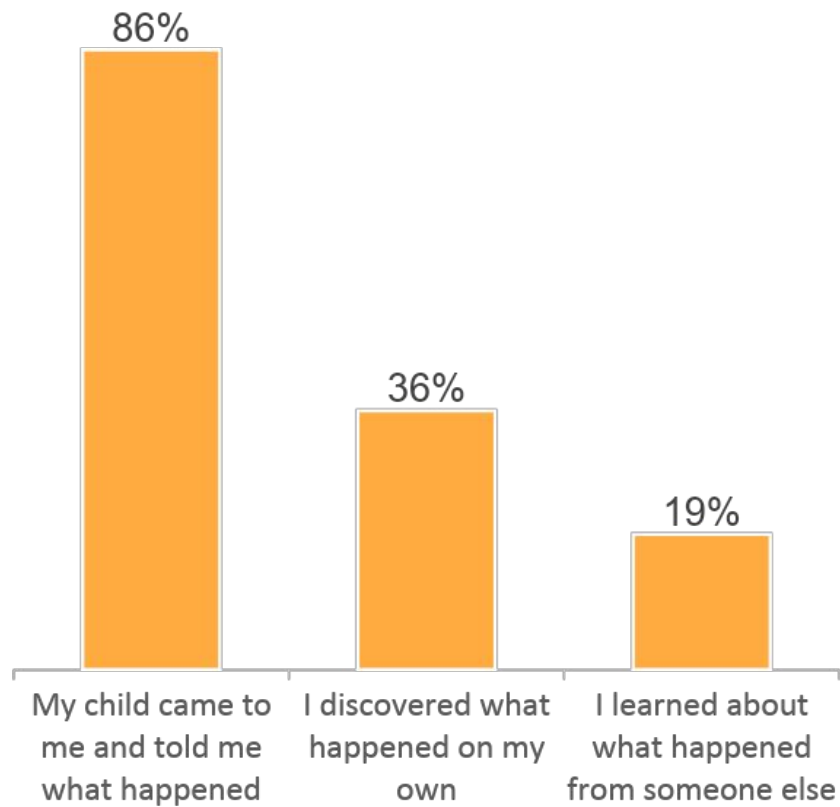




# Most children told their parents about a risk incident

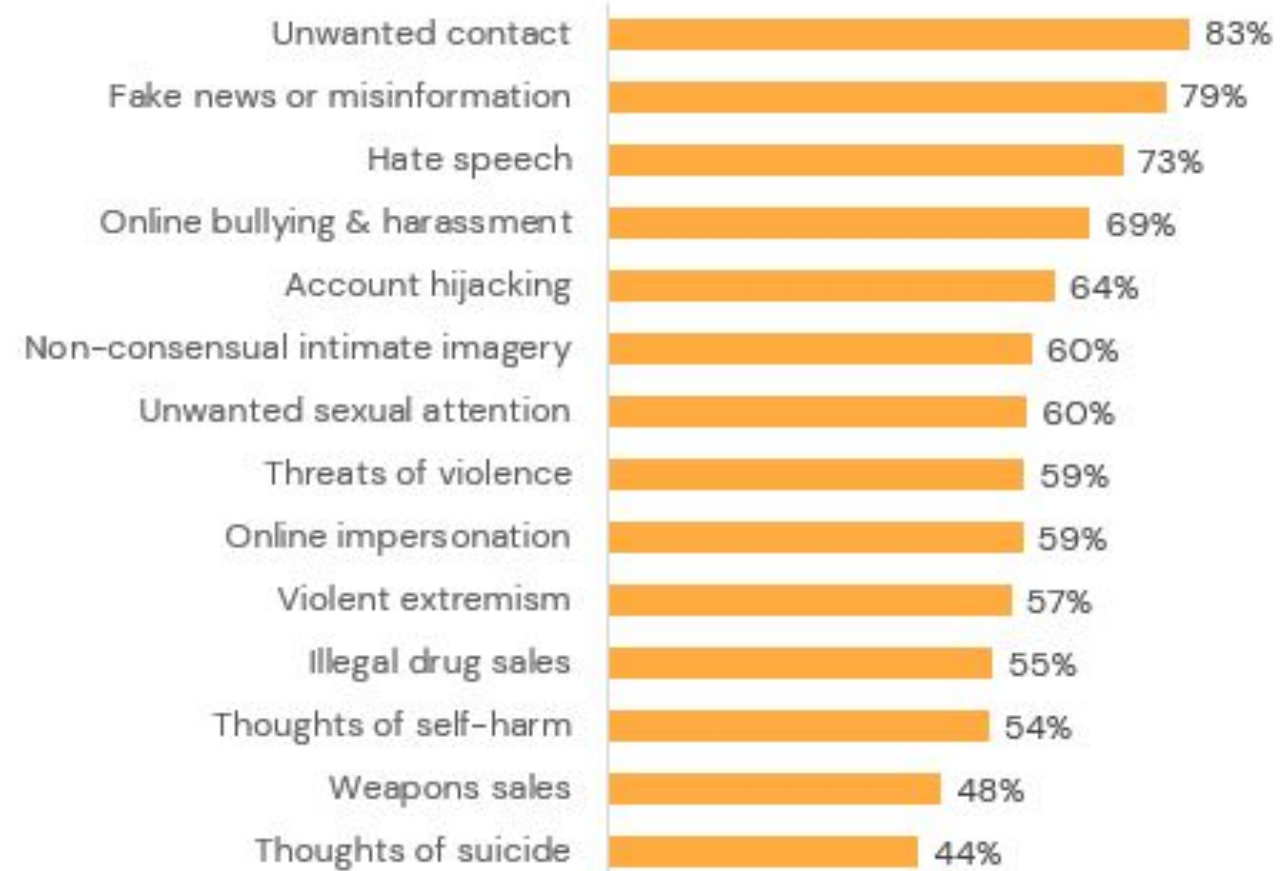
But were less likely to share information about more serious risks

How parents found out about a risk incident that happened to their child



Base: Parent of 13-19, N=3002

Children were less likely to tell their parents about thoughts of self-harm or illegal activities

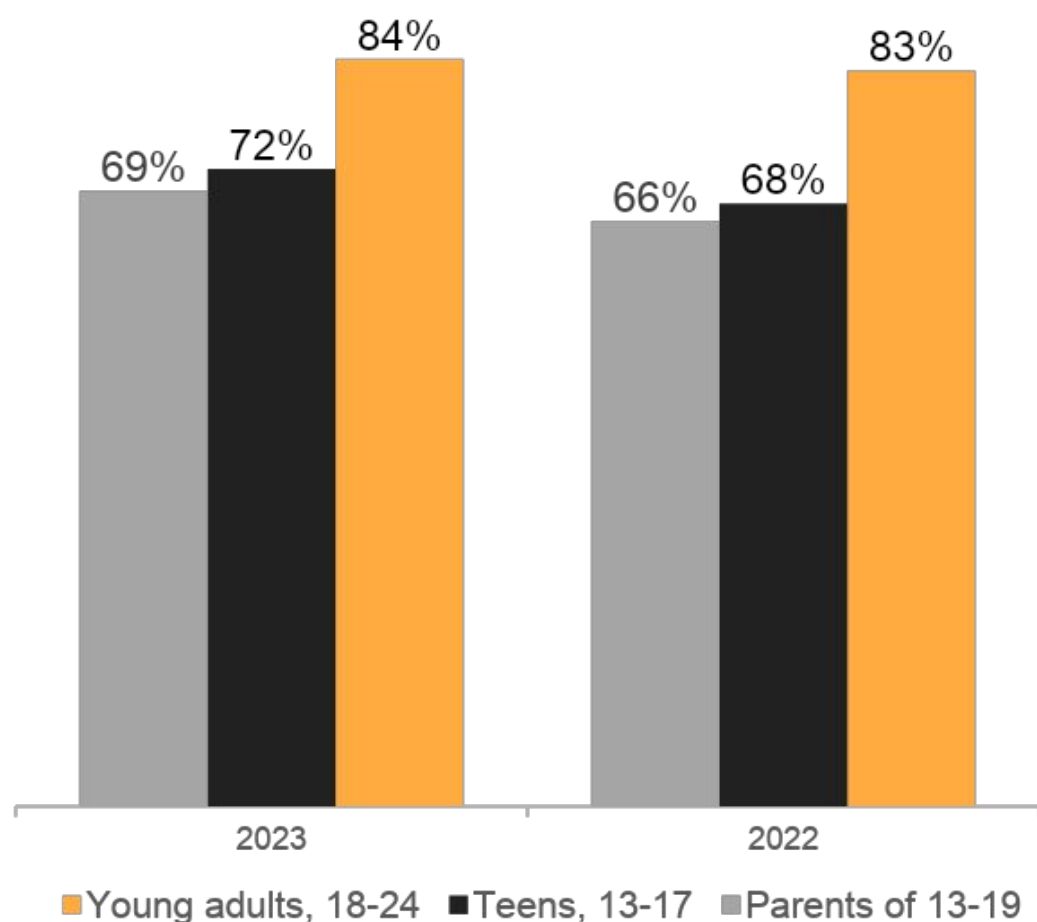






# Parents were good at estimating risk exposure for teens

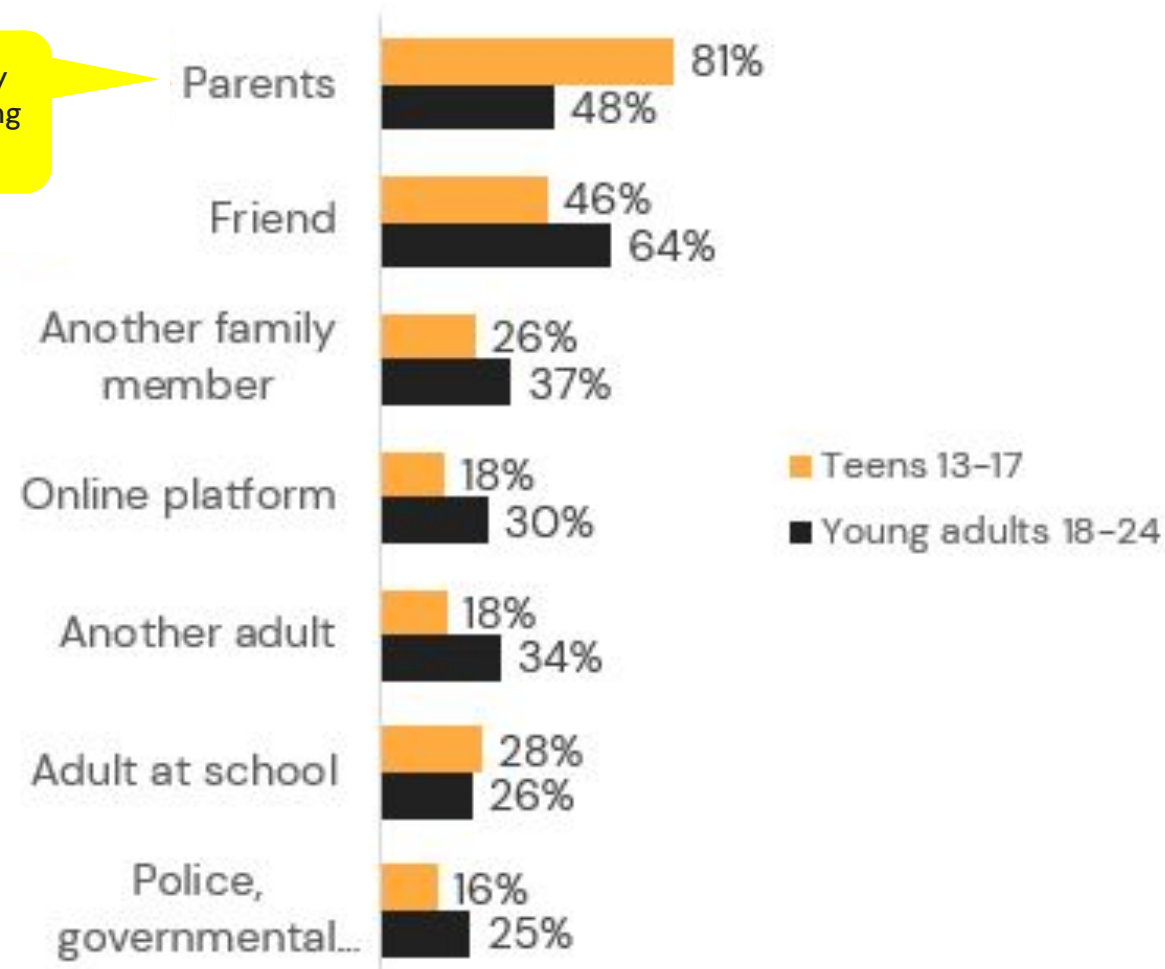
Risk exposure 2022-2023  
Parental numbers are an estimate



Base: Parent of 13-19, N=3002

Mom is preferred over dad by both teens (58%, 20%) & young adults (42%, 25%)

Teens leaned on parents. Young adults leaned more on friends for help



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?