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

The index leverages the PERN model, a variation on an existing research vehicle, comprising 20 sentiment statements across five categories: Positive Emotion, Engagement, Relationships, Negative Emotion and Achievement. The first Digital Well-Being Index for the six geographies stands at 62, a somewhat average reading on a scale of 0 to 100 – neither particularly favorable, nor especially worrisome. The India 2022 DWBI is 68. The research was conducted between April 22, 2022, and May 10, 2022. More results for the India can be found in the graphic at the right.

India 2023 Digital Well-Being Index

Fake news or misinformation: 59%
Unwanted contact: 44%
Hate speech: 36%
Online impersonation: 35%
Unwanted sexual attention: 25%

Teens who sought help after a risk (% Yes)
- Yes: 77%
- No: 23%

Parents who trusted their teens to act responsibly (% completely agreed or a lot)
- Yes: 57%
- No: 43%

Social media had a positive influence on the quality of my life (% choosing vs. SM had a negative influence)
- Yes: 89%
- No: 11%

Top 5 Risks

Avg number of support assets (13 - 24 yo) 6.9

Reasons for not reporting an incident
- I just ignore it. It’s normal for people to post things some people find offensive: 43%
- No big deal; the person was just expressing an opinion: 31%