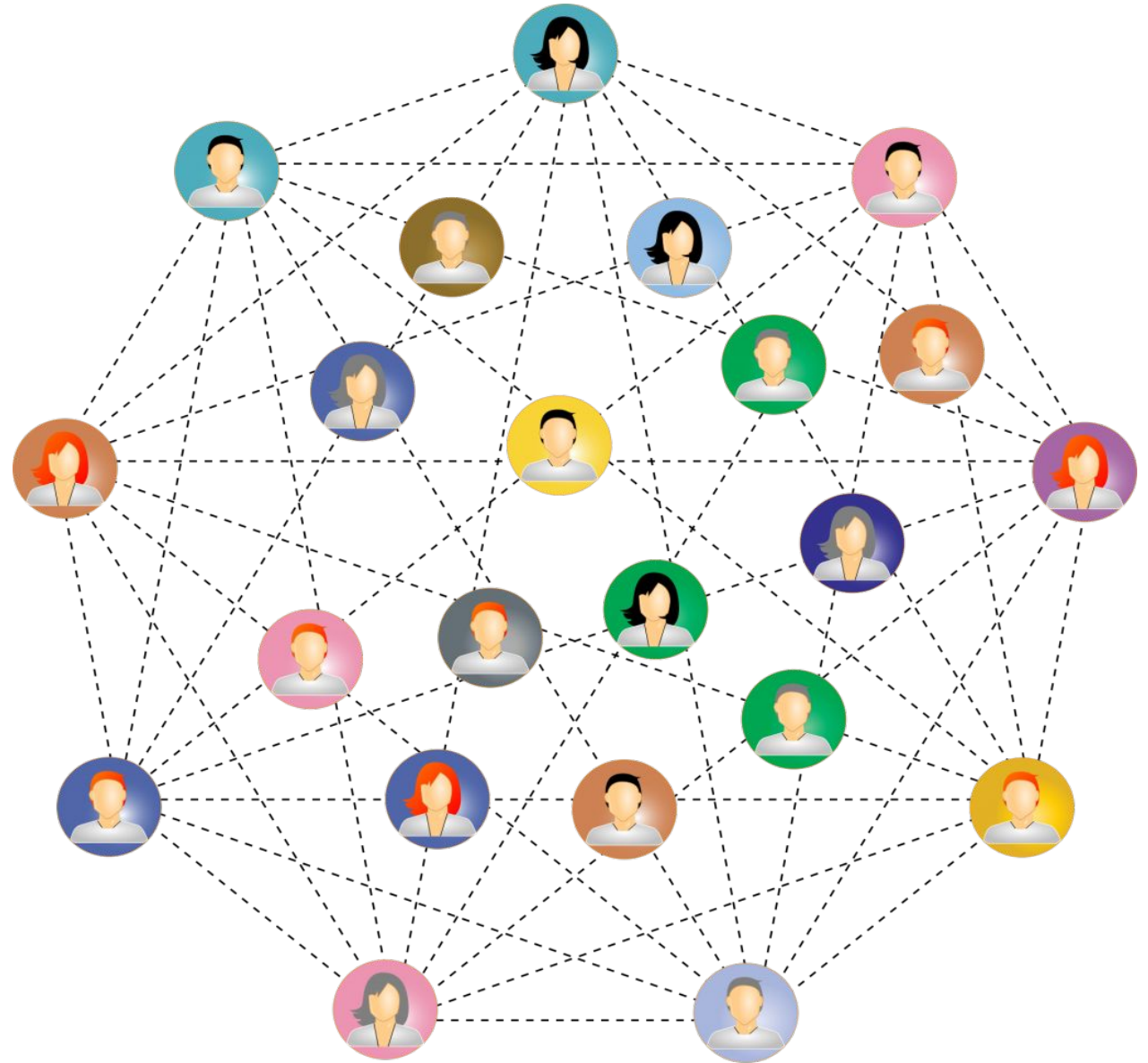


5th

Edition

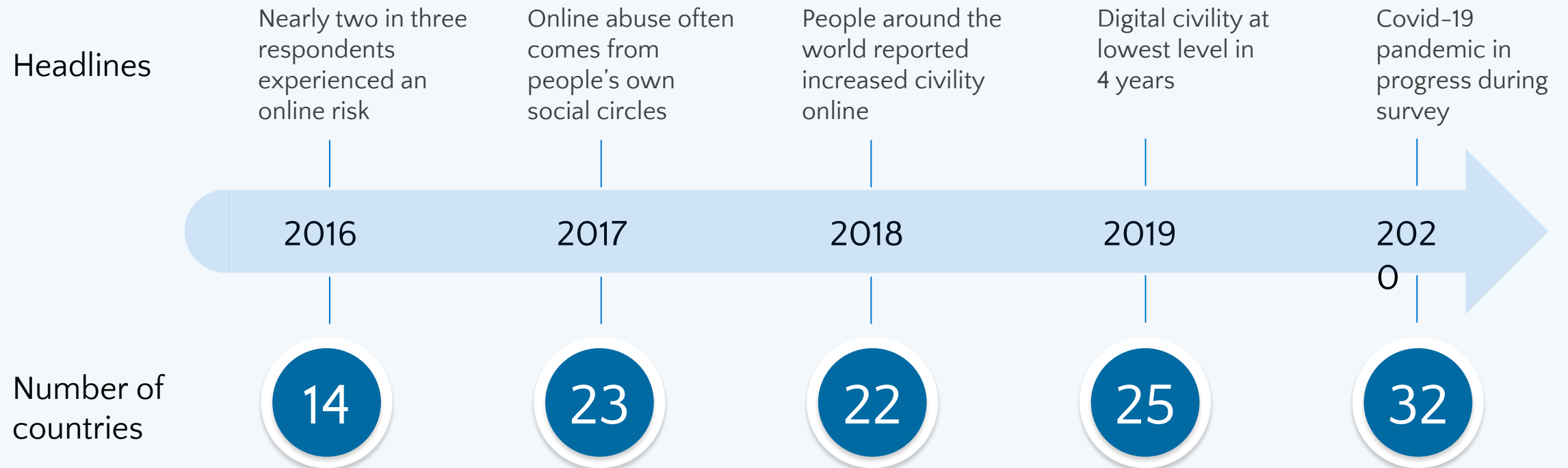
CIVILITY, SAFETY & INTERACTION ONLINE

February 2021

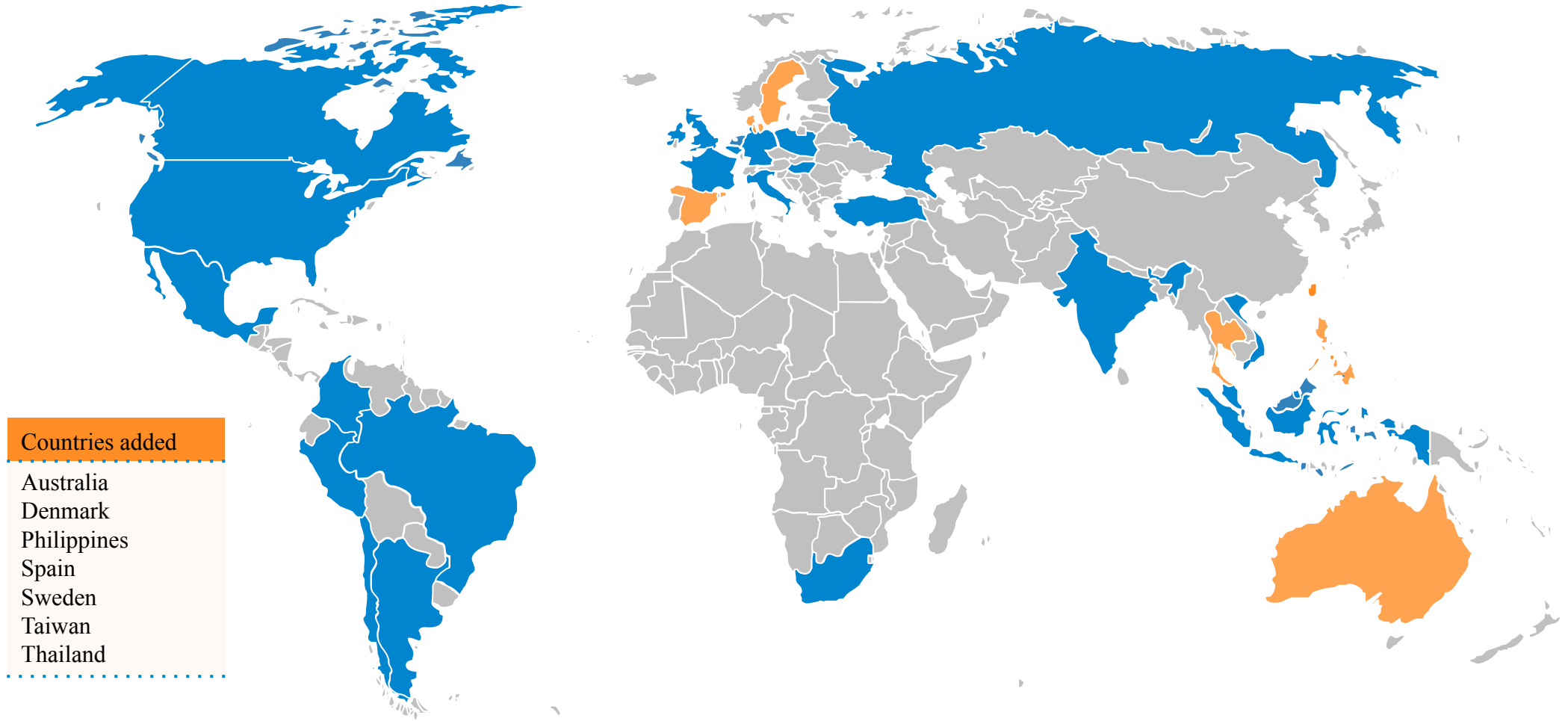


Digital Civility research 5th anniversary

58,000 + interviews conducted in over 30 countries



Study Methodology



N=16,051, April 22–May 15, 2020

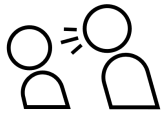
32 geos, 7 added in 2020 (orange)

Web survey, Adults 18–74, Teens 13–17

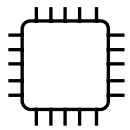
New questions



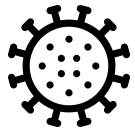
Overall rating of online civility



Bullying and harassment inside & outside workplace



Which organizations will make the most contributions to online civility in the 2020s

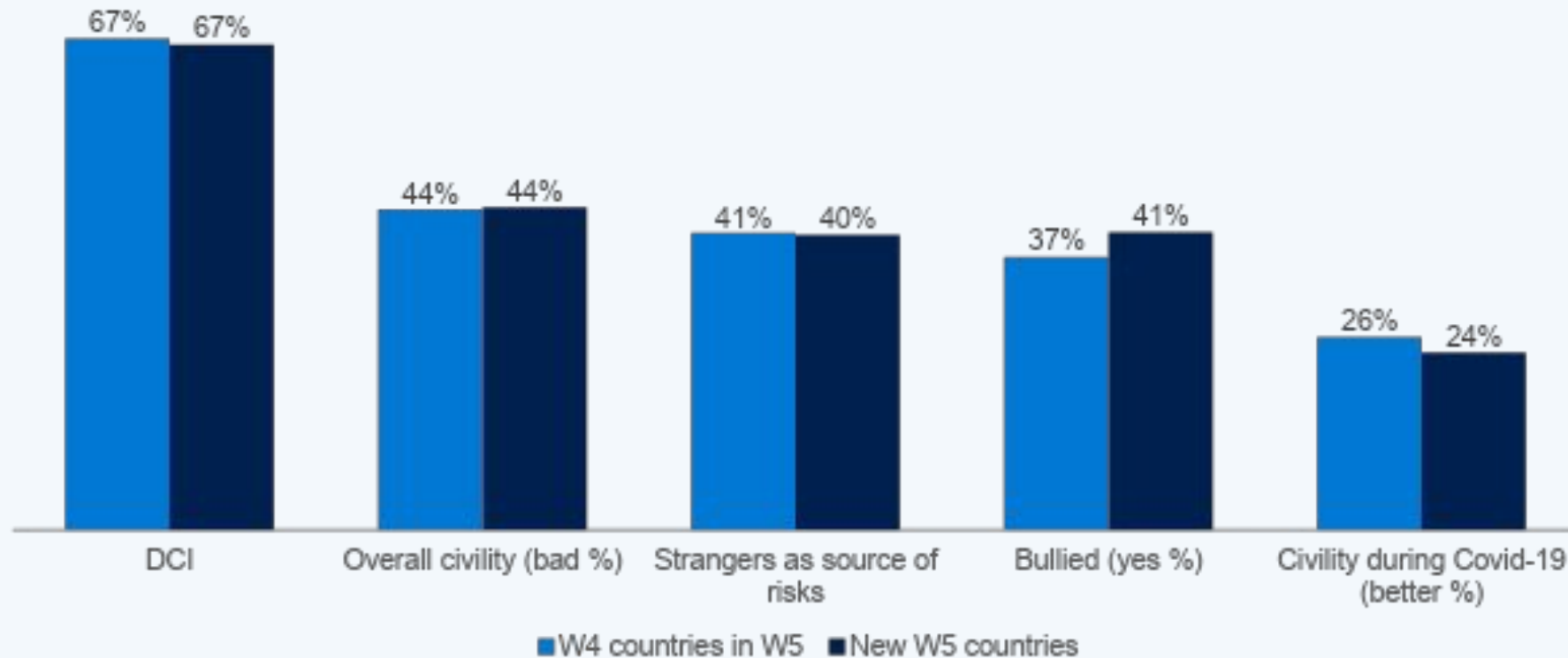


Impact of Covid-19 on online civility



DCI was unaffected by addition of new countries

New countries in wave 5 had similar responses to wave 4 countries
Number of countries wave four = 25, wave five = 32



Storylines

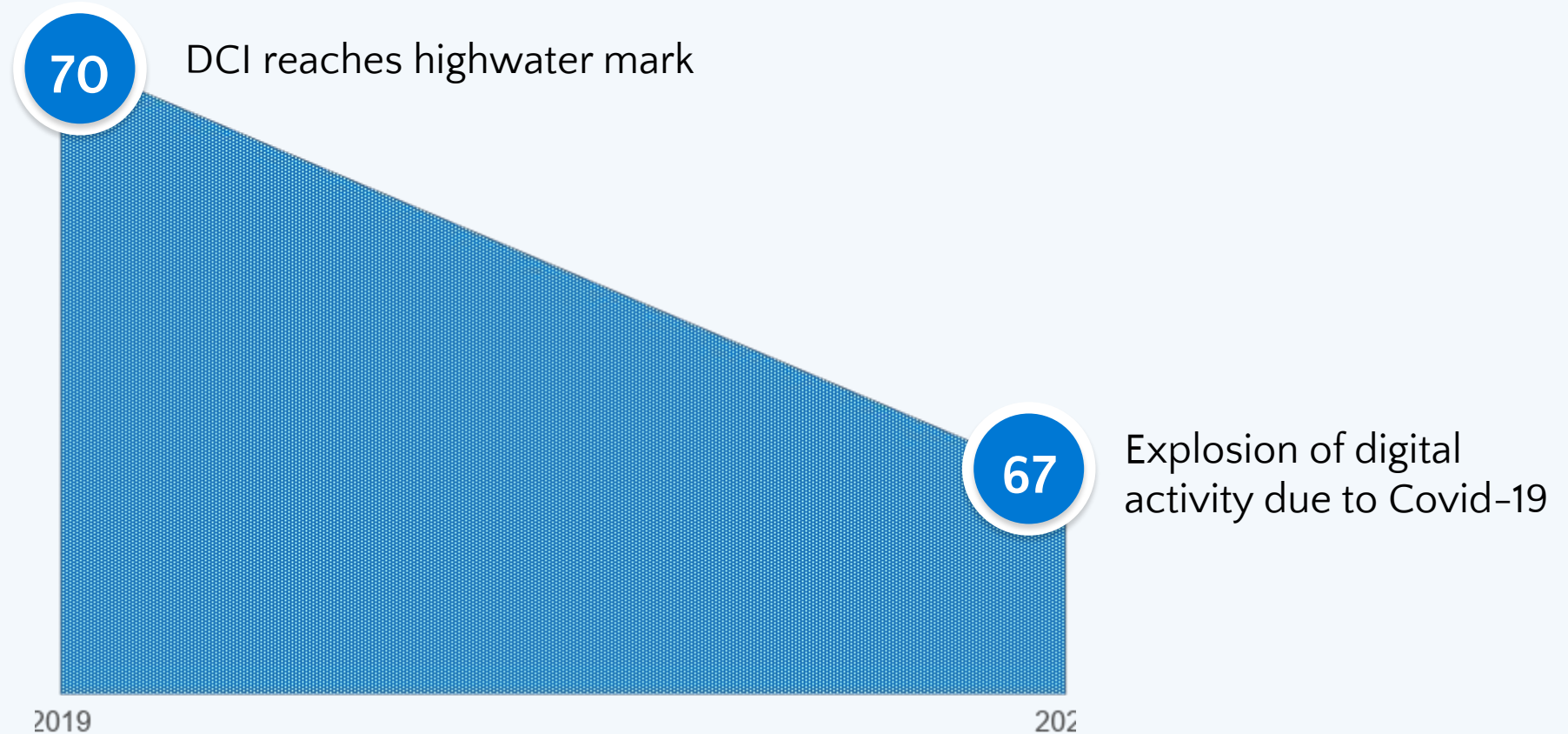
- 1 Teens led online civility recovery in 2020
- 2 State of online civility was rated less negatively
- 3 Risks that spread hate and division continued to grow
- 4 Nearly four in ten involved in a bullying incident
- 5 One in four said online civility was better during Covid-19





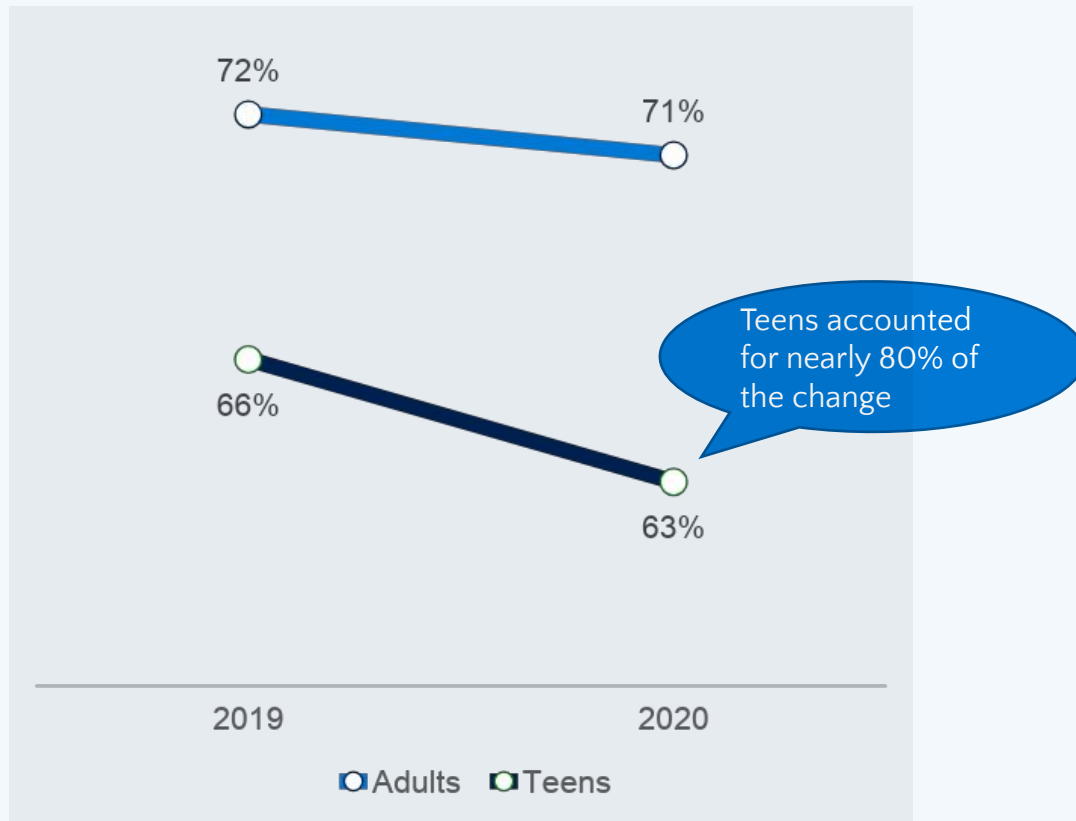
Teens led online civility recovery in 2020

Digital Civility improved 3-points since 2019

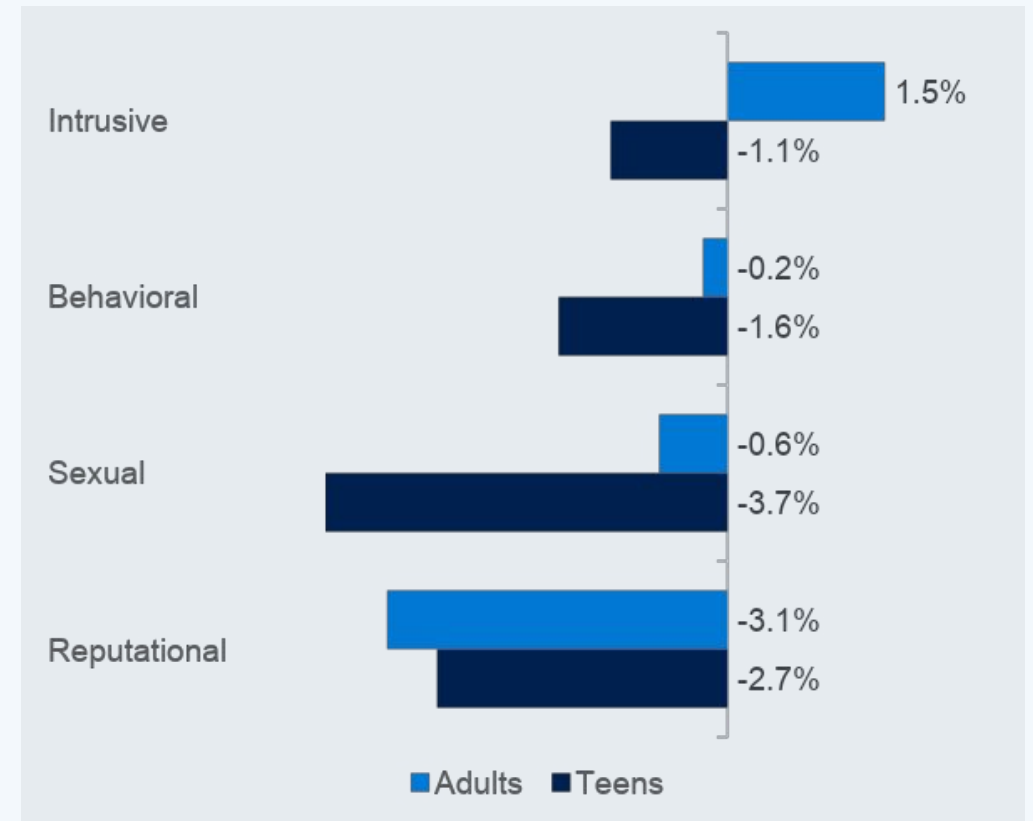


Majority of DCI improvement driven by Teens

DCI YoY trend by Age
Base: total sample, n=16,051

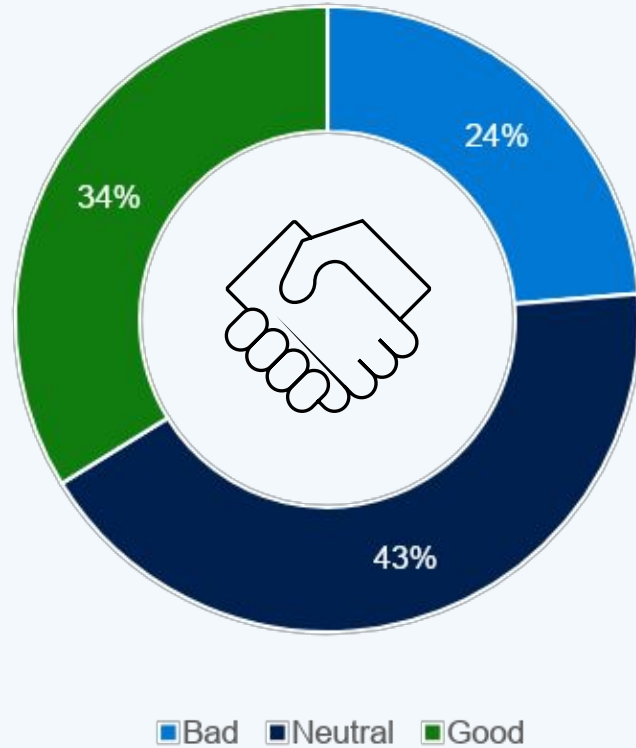


Teens improved YoY across all risk categories
Base: total sample, n=16,051

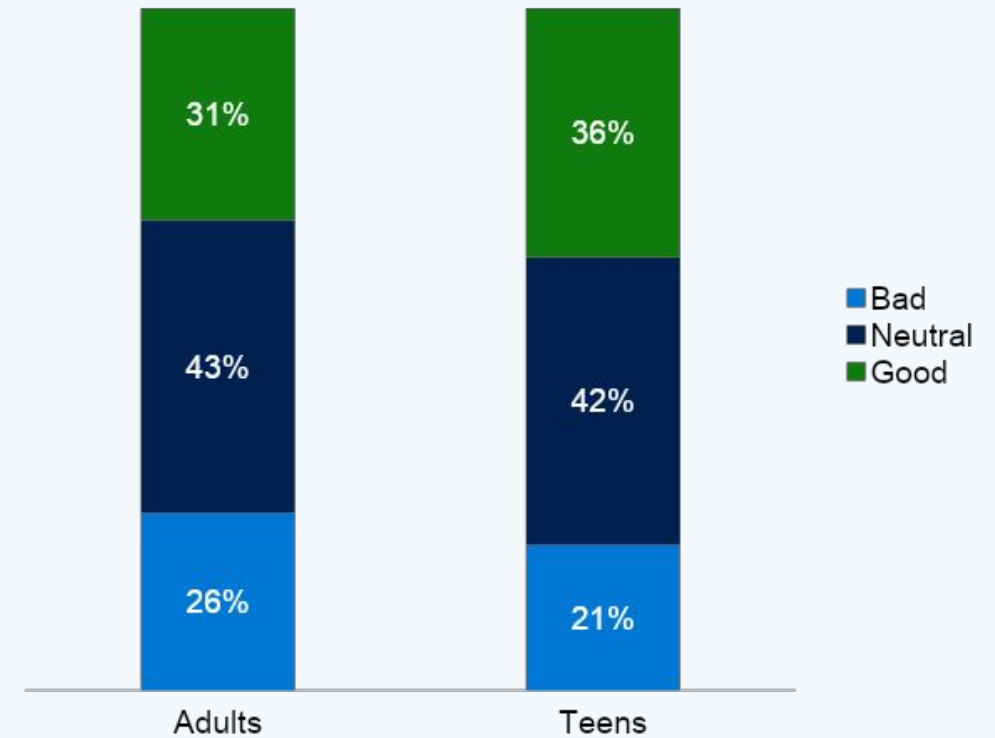


One in three rated overall online civility as good

Over four in ten rate online civility as neutral
Base: total sample, n=16,051



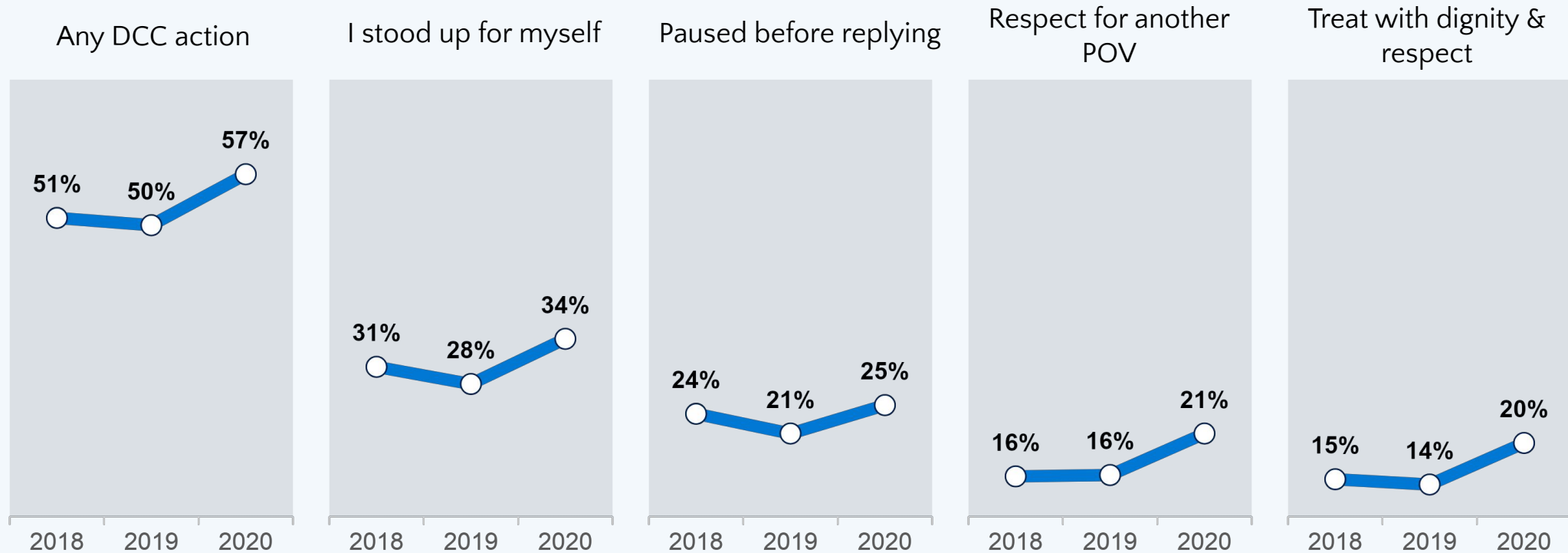
Teens rate online civility higher than adults
Base: total sample, n=16,051



57% took at least one Digital Civility Challenge action

Digital civility recovery helped by 7-point rise in DCC actions

Base: Experienced a risk, n=10,780

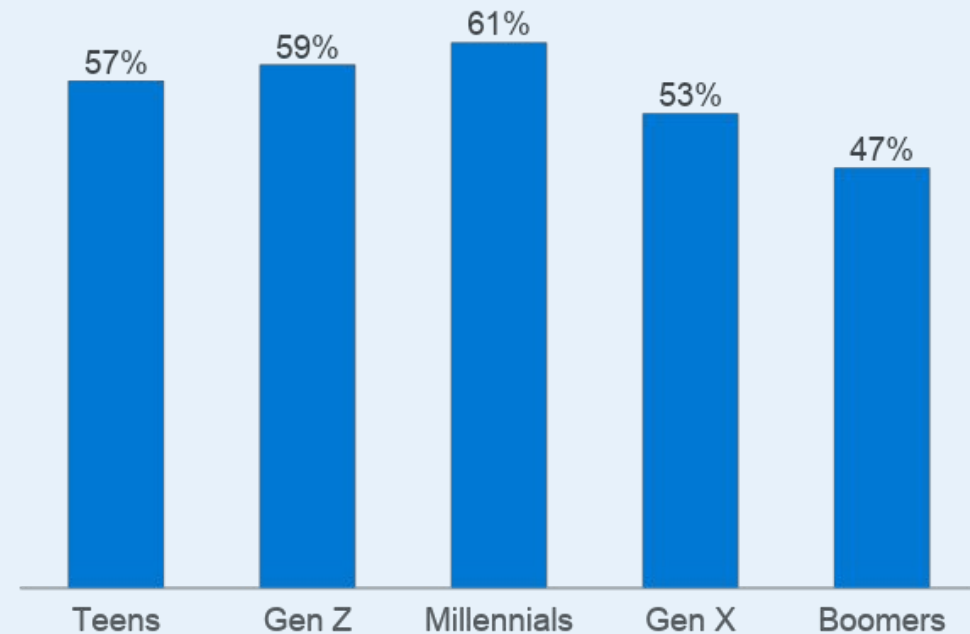


DCC champions skew younger

- 57% took any DCC action(s)
 - 1 action - 52%
 - 2 actions - 26%
 - 3 actions - 15%
 - 4 actions - 7%
- Compared to non-DCC respondents
 - Higher levels of worry, pain and consequences
 - More likely to act in response to risks. On average, took twice as many actions (6 vs. 3)
 - Higher confidence in managing risks
 - DCC champs had a brighter outlook on 2020 civility, but less positive about current conditions
 - Hoped for greater empathy and inclusion

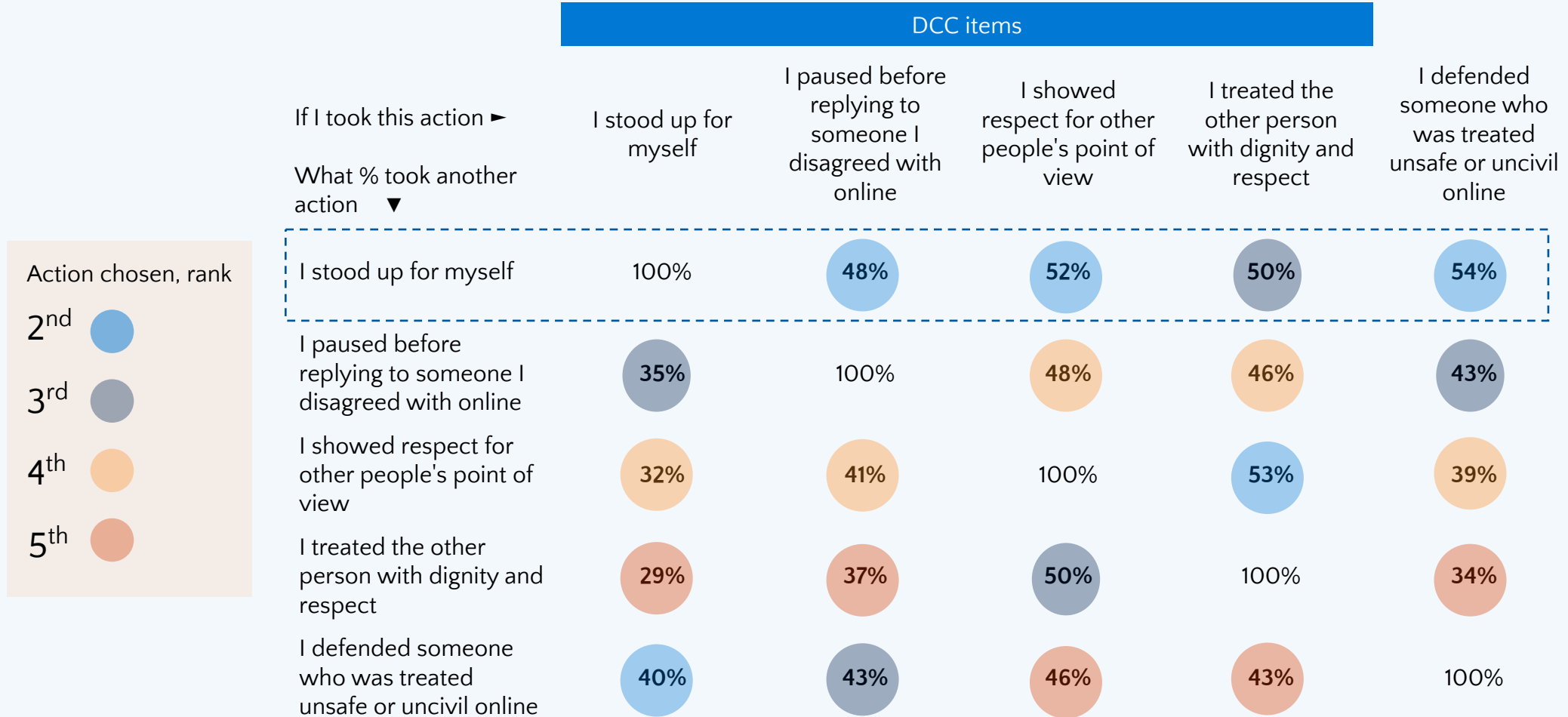
61% of Millennials took one or more DCC action(s)

Base: Generation experienced a risk



Foundation of DCC is “Stood up for myself”

I stood up for myself is the 1st and 2nd most likely action taken

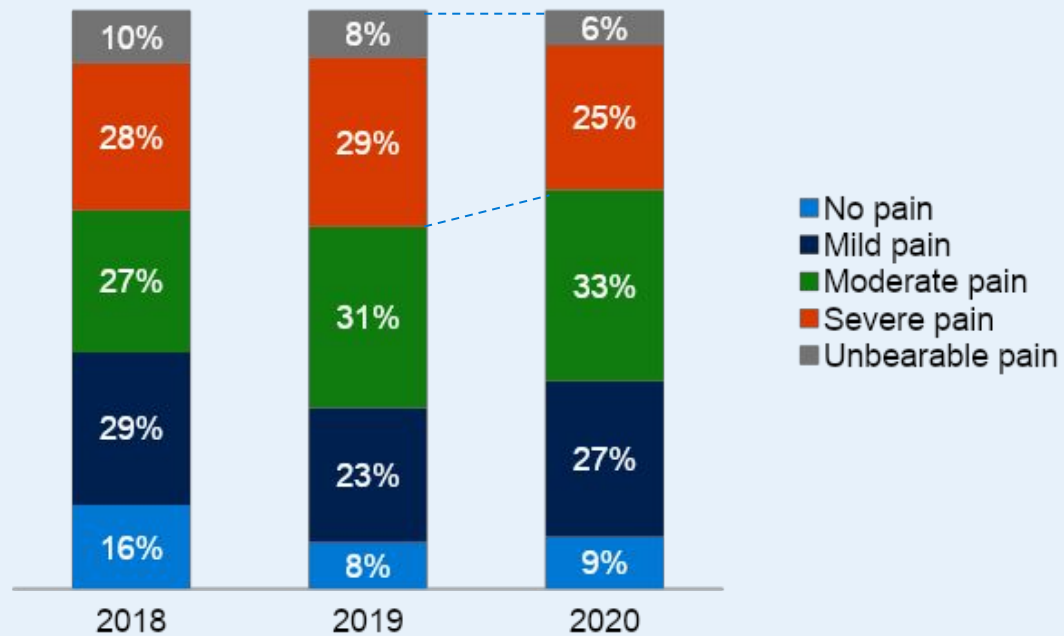


Extreme pain dropped significantly

Worry that risk will reoccur lessened slightly

Unbearable, severe pain declined 6-points

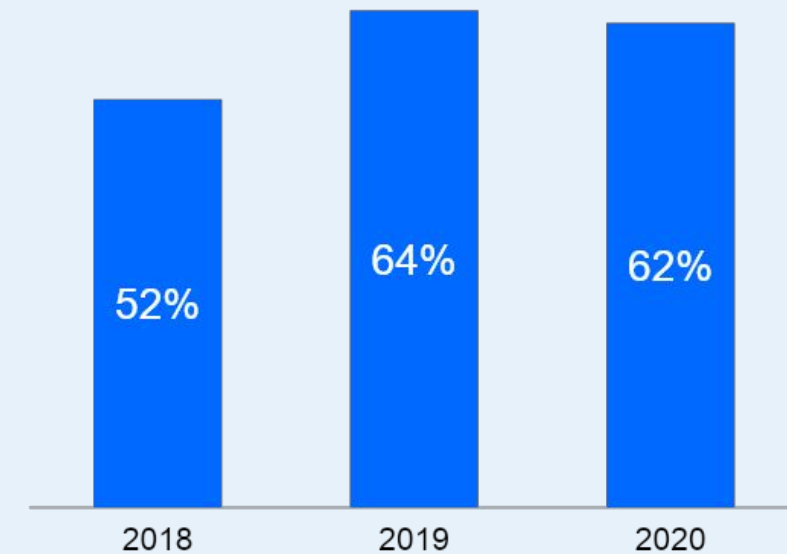
Base: experienced a risk, n=10,780



Worry risk will happen again fell 2-points

(Extremely, very or somewhat worried %)

Base: experienced a risk, n=10,780











Q5.7: How much do you worry about this happening to you again

Q5.1: How much emotional, psychological or physical pain did you suffer because of...

DCI scores: Top quartile (Q1)

Netherlands, USA, Singapore and Belgium showed significant YoY improvement in DCI
 Base: Experienced a risk, n=10,780

					Top three risks		
		<u>2019</u>	<u>2020</u>	<u>YoY ▲</u>	<u>First</u>	<u>Second</u>	<u>Third</u>
	Netherlands	56	51%	-5	Treated mean	Unwanted contact	Unwanted sexting
	United Kingdom	52	55%	+3	Unwanted contact	Treated mean	Hoaxes, scams & frauds
	United States	60	56%	-4	Treated mean	Unwanted contact	Hoaxes, scams & frauds
	Singapore	63	59%	-4	Unwanted contact	Hoaxes, scams & frauds	Treated mean
	Taiwan		61%	NA	Unwanted sexting	Unwanted contact	Hoaxes, scams & frauds
	Germany	58	62%	+4	Unwanted contact	Hoaxes, scams & frauds	Treated mean
	Australia		62%	+7*	Treated mean	Unwanted contact	Hoaxes, scams & frauds
	Belgium	66	62%	-4	Unwanted contact	Hoaxes, scams & frauds	Unwanted sexting

*comparison with 2017 DCI score

Countries that came together during pandemic

Biggest improvements in DCI were primarily among countries ranked low on online civility

Base: Experienced a risk, n=10,780

					Top three risks		
		<u>2019</u>	<u>2020</u>	<u>YoY ▲</u>	<u>First</u>	<u>Second</u>	<u>Third</u>
	Colombia	80	70%	-10	Unwanted contact	Hoaxes, scams & frauds	Unwanted sexting
	Chile	75	67%	-8	Unwanted contact	Hoaxes, scams & frauds	Unwanted sexting
	Peru	81	74%	-7	Unwanted contact	Hoaxes, scams & frauds	Unwanted sexting
	Vietnam	78	72%	-6	Unwanted contact	Hoaxes, scams & frauds	Trolling
	Turkey	73	68%	-5	Trolling	Unwanted contact	Unwanted sexting
	Netherlands	56	51%	-5	Treated mean	Unwanted contact	Unwanted sexting
	Argentina	76	71%	-5	Unwanted contact	Hoaxes, scams & frauds	Unwanted sexting
	Hungary	77	73%	-4	Unwanted contact	Treated mean	Unwanted sexting

Several Latam countries helped boost WW DCI



	DCI	YoY ▲
Chile*	67	-8
Colombia*	70	-10
Argentina*	71	-5
Brazil	72	0
Peru*	74	-7
Mexico	76	+1

*All-time best DCI score



Online civility rated less negatively in 2020

Sharp drop in bad ratings except for bullying

However, like 2019, bad ratings outweighed good ratings by a large margin

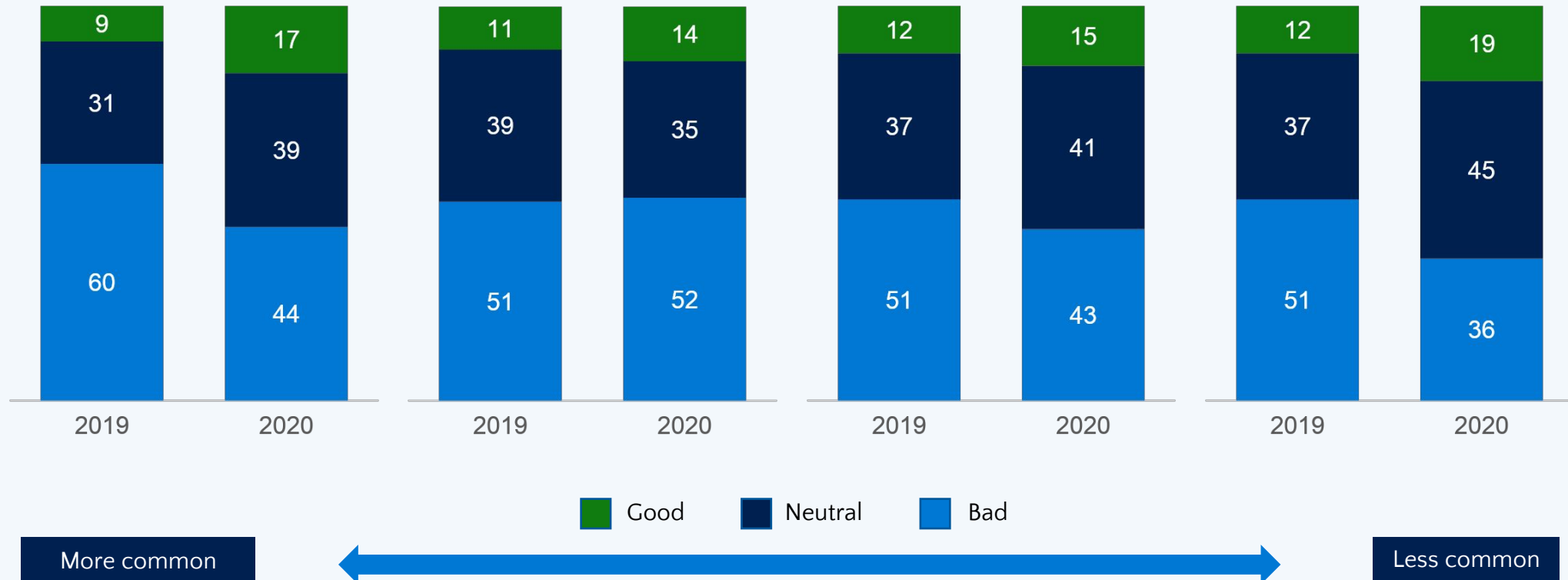
Base: total sample, n=16,051

People are contacted online without their permission or consent (%)

People are bullied, harassed or abused online (%)

People experience unwanted relationship requests or sexual advances online (%)

The amount people's personal or work reputation is attacked and or damaged online (%)



Fewer say civility will be worse one year from now

However, the proportion who said civility will get better a year from now was unchanged

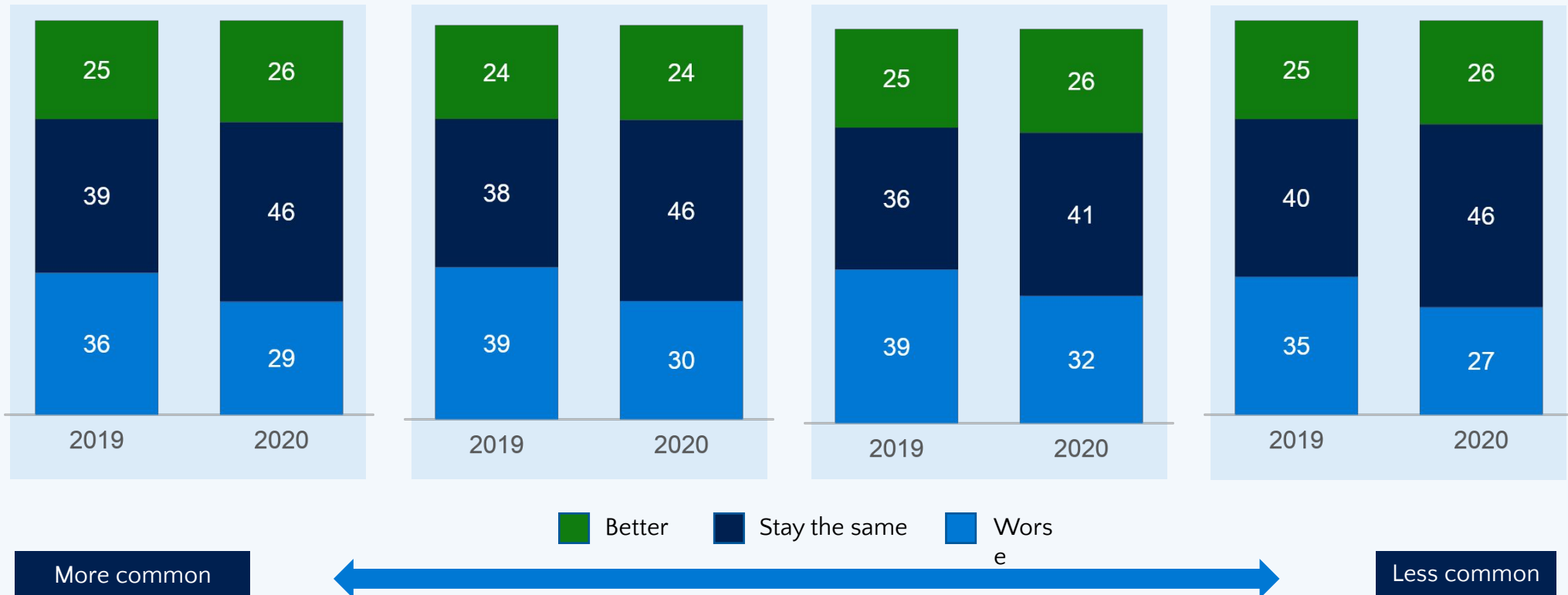
Base: total sample, n=16,051

People are contacted online without their permission or consent

People are bullied, harassed or abused online

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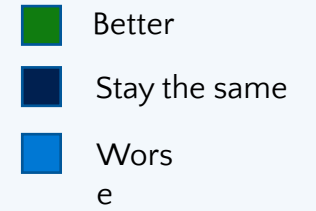
The amount people's personal or work reputation is attacked and or damaged online



Outlook for the 2020's was mixed

Outlook for bullying and sexual harassment was a little less positive.

Base: total sample, n=16,051



Technology and social media companies' tools and policies to encourage respectful and civil behavior while punishing bad behavior

Your ability to protect your personal information and privacy online

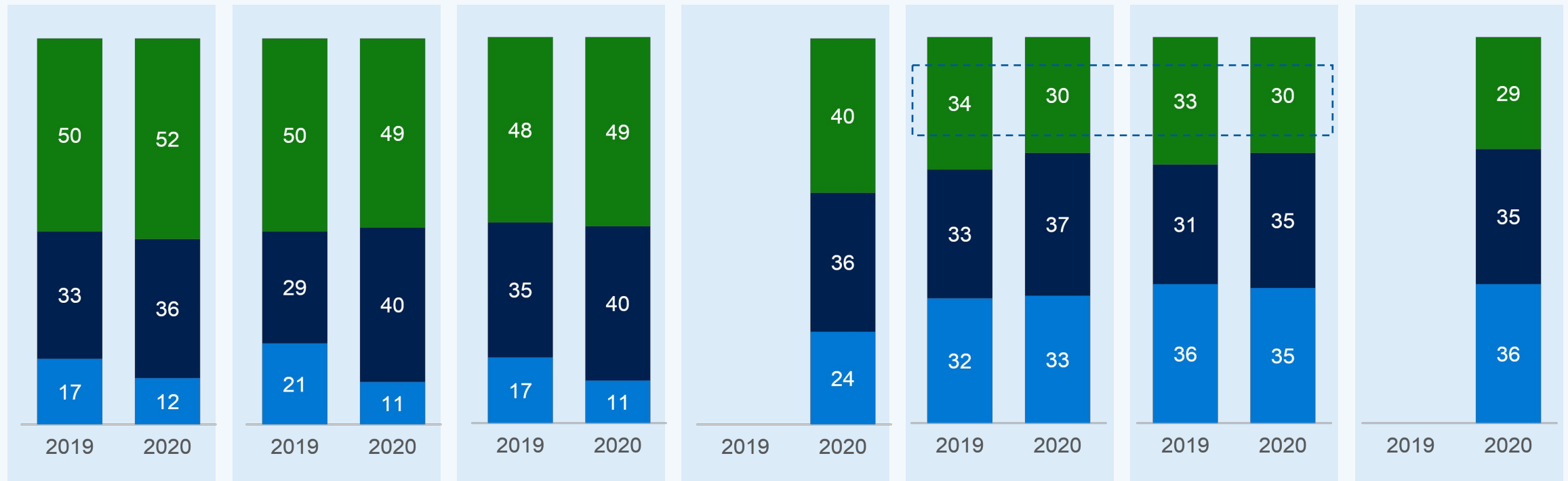
Your ability to protect and defend your reputation online

Overall online civility

The number of women who experience sexual harassment or abuse online

The number of teens who are bullied, harassed or abused online

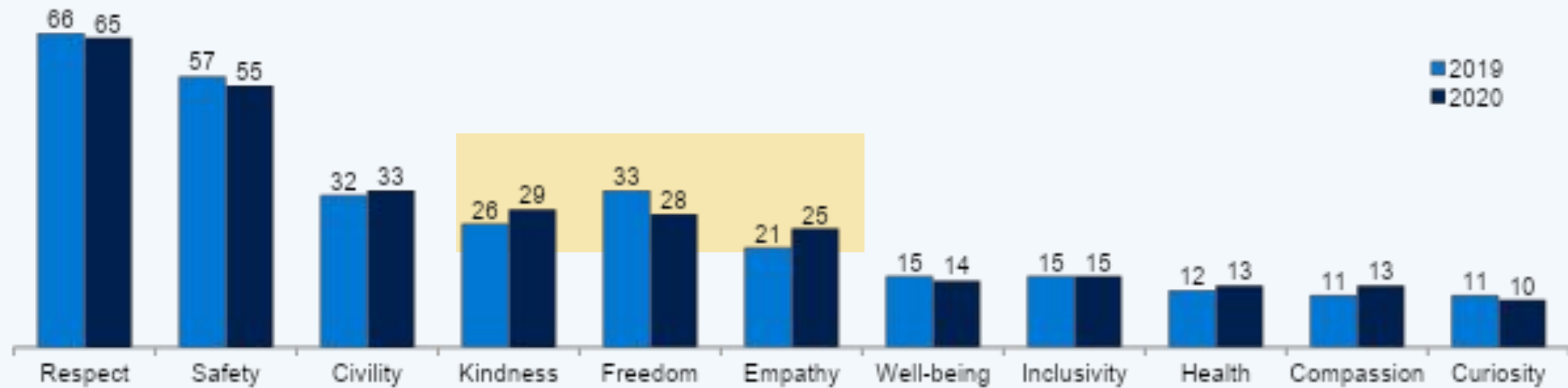
The number of insensitive & hateful comments based on political views, race, physical appearance, sexual orientation or ethnicity



Hoping for more respect and safety in 2020s

Kindness and empathy rose as freedom declined (%)

Base: total sample, n=16051



Social media companies expected to make biggest contribution to improving online civility in 2020s

Technology companies ranked fifth

Base: total sample, n=16,051

	%
Social media companies	52
News media	42
Educational institutions	41
Government	40
Technology companies	35
Non-governmental organizations	19
Religious groups	12
Business organizations	9

	<u>Gen Z</u>	<u>Millennials</u>	<u>Gen X</u>	<u>Boomers</u>
Social media companies	53%	55%	50%	46%
News media	41%	46%	40%	38%
Educational institutions	45%	38%	35%	36%
Government	40%	41%	39%	40%
Technology companies	36%	33%	36%	39%
Non-governmental organizations	18%	20%	24%	25%
Religious groups	13%	13%	11%	11%
Business organizations	8%	12%	10%	8%

*“One of the biggest challenges will be finding an appropriate balance between **protecting anonymity** and **enforcing consequences** for the abusive behavior that has been allowed to characterize online discussions for far too long.”*

Author, Bailey Poland, March 2017

Risks that spread hate and division
continued to grow



A few divisive risks at 5-year highs

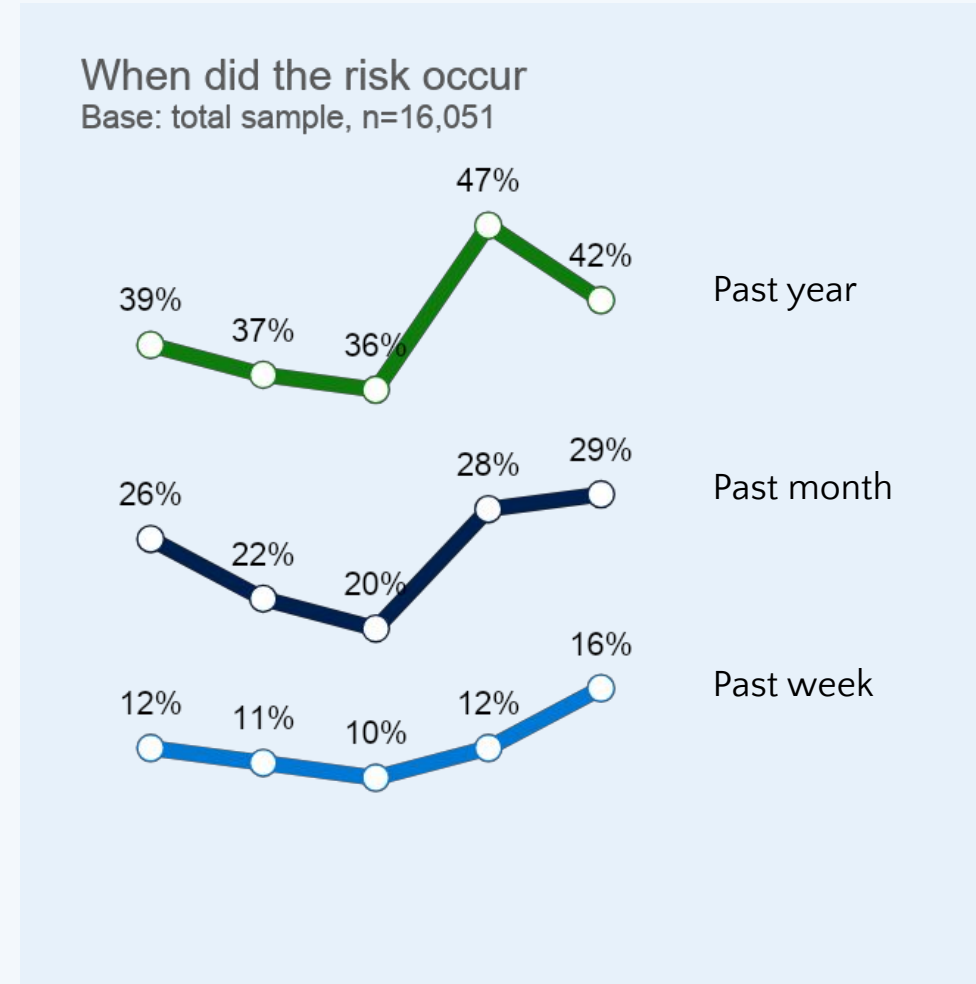
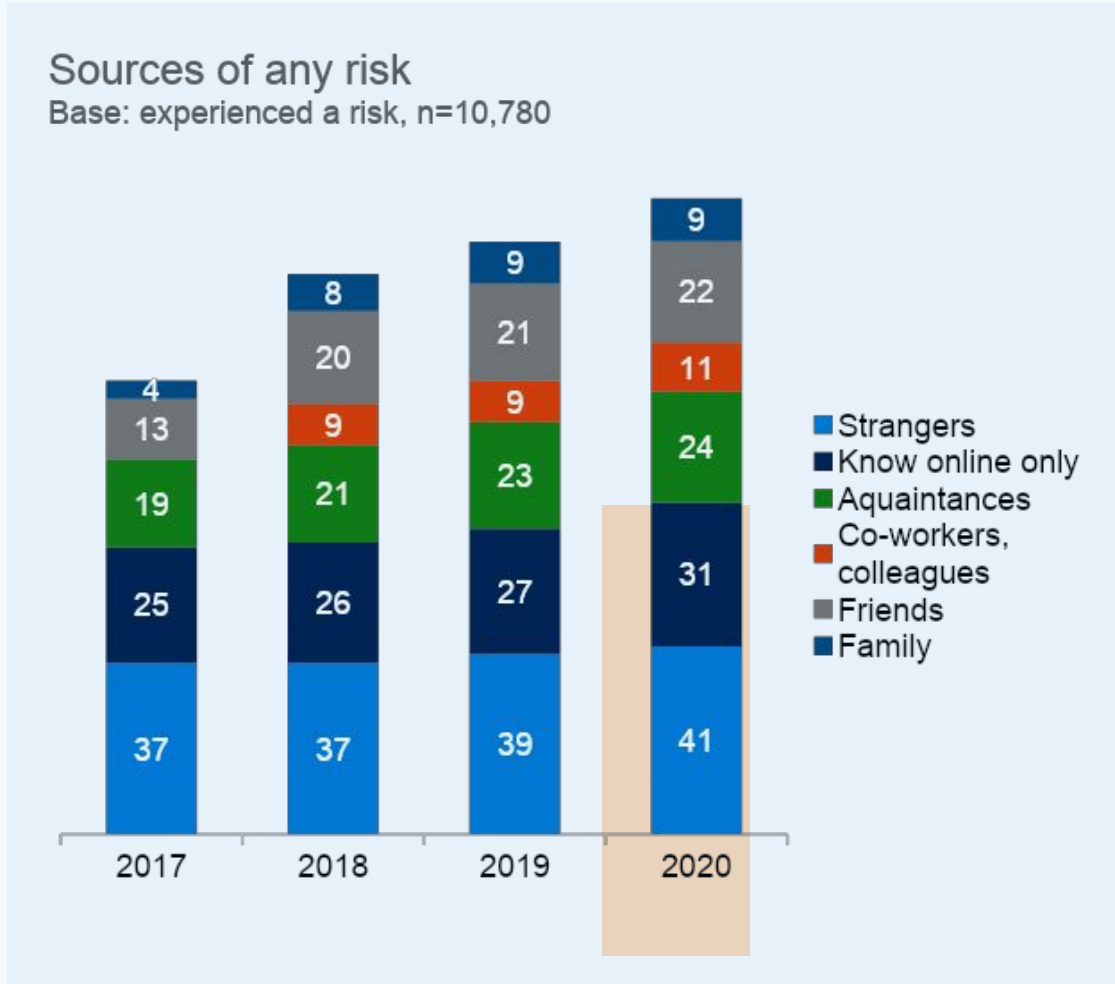
Rank order of top 10 risks unchanged

Base: Experienced a risk, n=10,780

	<u>Risk category</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>5 yr. ▲</u>
Unwanted contact	Intrusive	43	44	40	40	40	-3%
Hoaxes, frauds, scams	Intrusive		28	28	29	31	+3%
Unwanted Sexting*	Sexual	24	26	25	26	26	+2%
Treated mean	Behavioral	22	22	23	24	23	+1%
Trolling	Behavioral	21	20	19	20	20	-1%
Hate speech	Intrusive	16	18	17	18	20	+4%
Unwanted sexual attention	Sexual			16	18	17	+1%
Online harassment	Behavioral	17	15	15	18	17	0%
Discrimination	Intrusive	10	12	13	15	15	+5%
Sexual solicitation	Sexual	14	16	15	14	15	+1%

*includes unwanted sexting received & sent

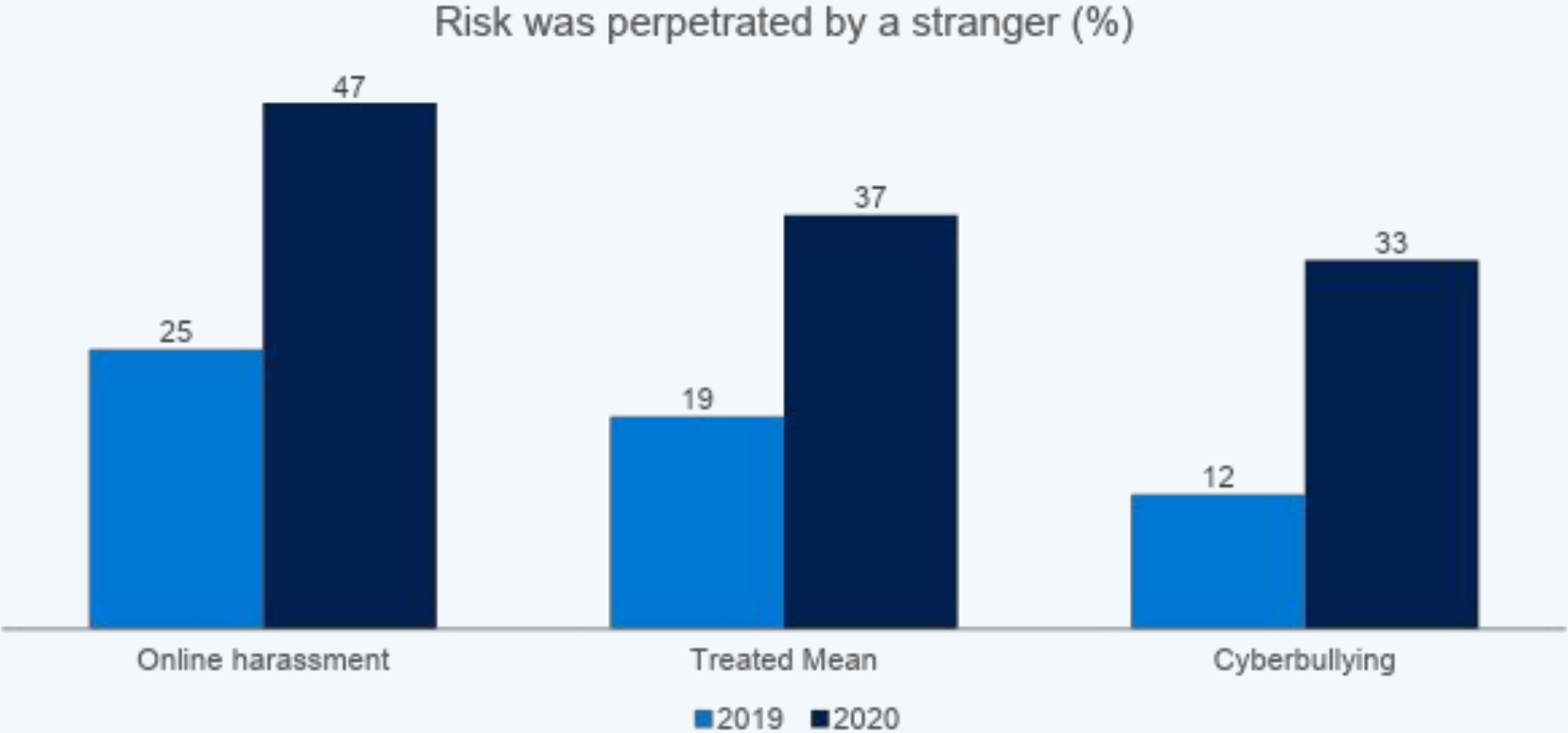
Risks increasingly more anonymous and recent



Q.2A: Which types of people have, in the past treated you in an unsafe or uncivil manner online?

Q.6: When was the last time these events happened to you?

Anonymous bullying behavior jumped

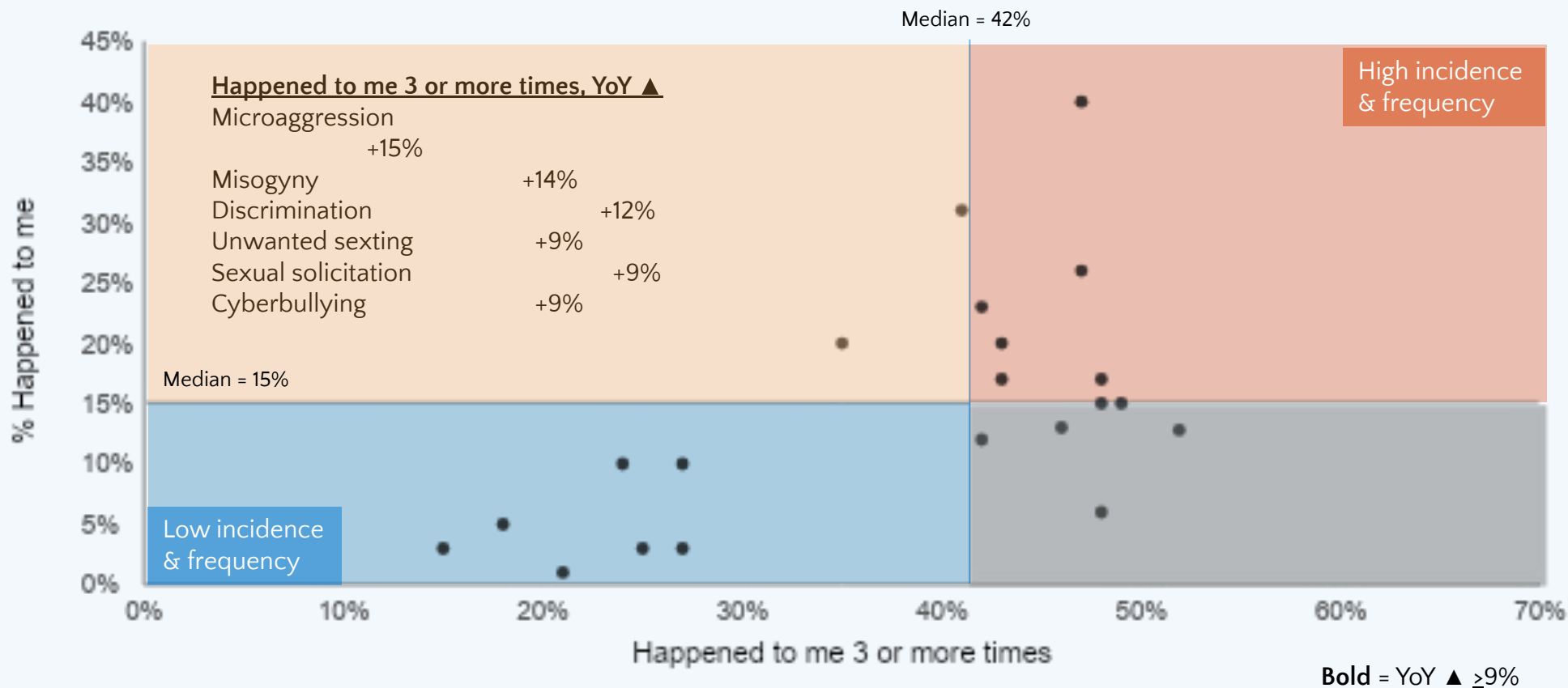


Q.2A: Which types of people have, in the past treated you in an unsafe or uncivil manner online?
Q.B1: Have you ever suffered, witnessed or been involved in a bullying incident?

Frequency of personal and sexual attacks jumped

Relationship between risk incidence and multiple attacks (i.e., 3 or more times)

Base: Experienced the risk, n=10,780



Consequences increased; social media takes a potential hit

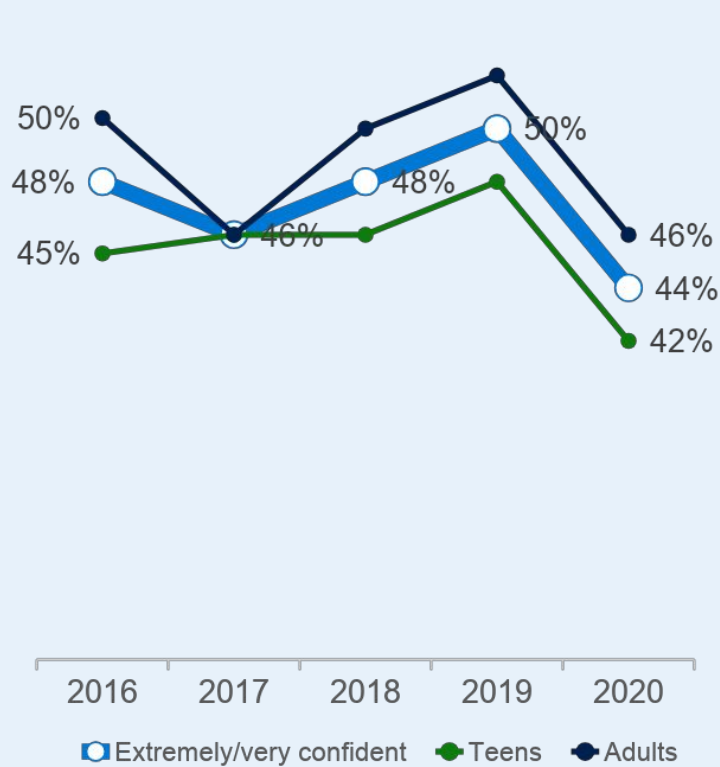
Consequences with the biggest changes past 5 years

Base: experienced a risk, n=10,780

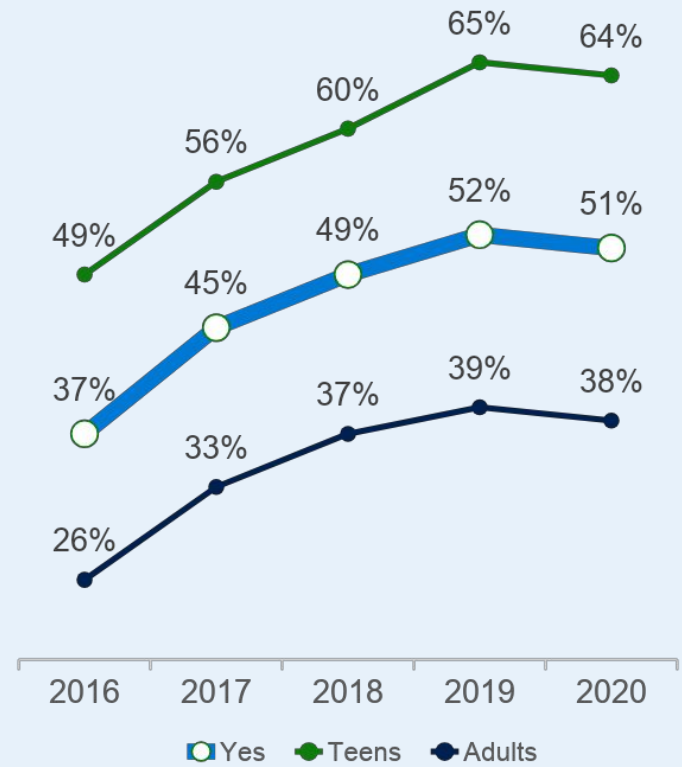
<u>Consequences</u>	<u>2016</u>	<u>2020</u>	<u>5-year ▲</u>
Any consequences	67	76%	9
Was less likely to participate in social media	21	40%	19
Became less trusting of other people offline	30	37%	7
Lost sleep	23	33%	10
Personal reputation was damaged	10	24%	13
Lost money	11	23%	12
Negatively affected my school performance	13	19%	6
Intentionally spent less time at school	9	18%	10
Had thoughts of suicide	5	17%	12
Took out my frustration on another person	7	17%	10
Negatively affected my work performance	10	15%	6

Confidence in managing risks fell sharply

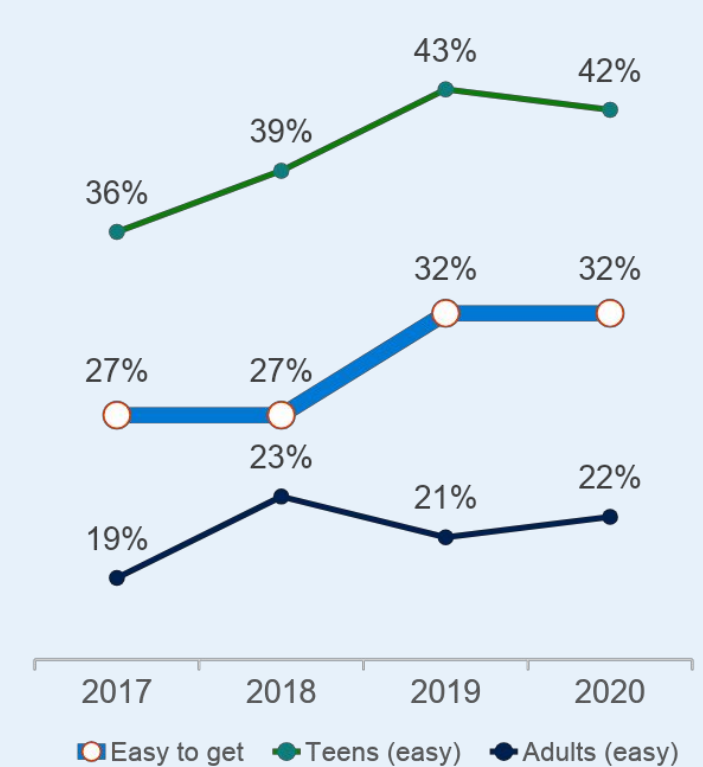
Confidence in handling risks at all-time low



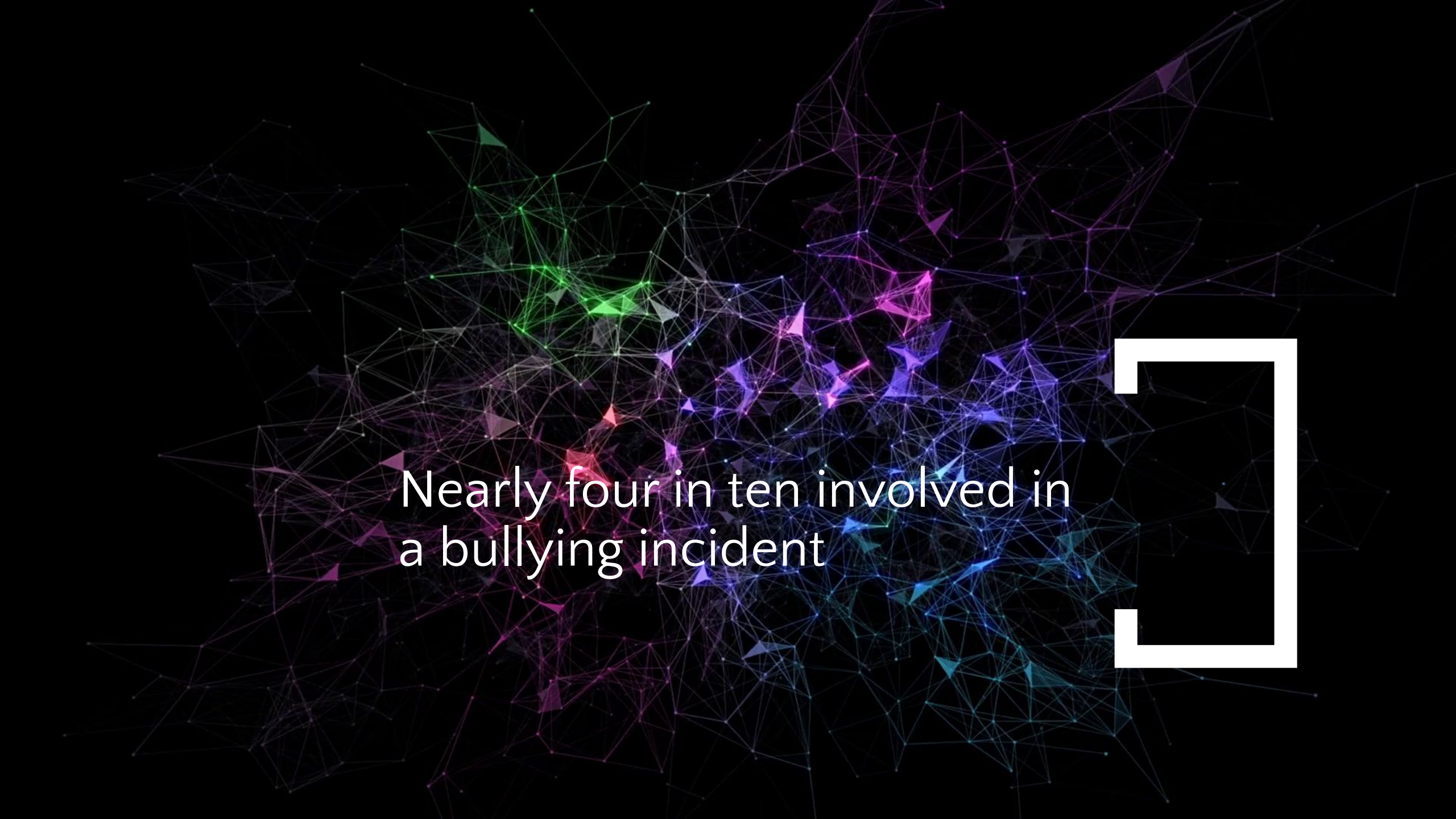
Knowing where to find help peaks



Ease of getting help peaks



Q.10: How confident are you in your personal ability to manage online risks or uncivil behavior online?
 Q.11: If you need help, do you know where to get help to manage online risks or uncivil behavior online?
 Q.11A: How difficult was it to get help when you were treated in an unsafe or uncivil manner online?



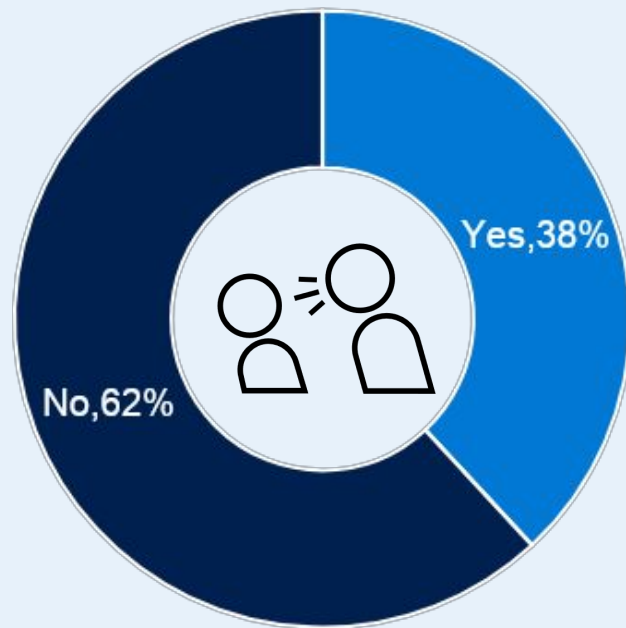
Nearly four in ten involved in
a bullying incident



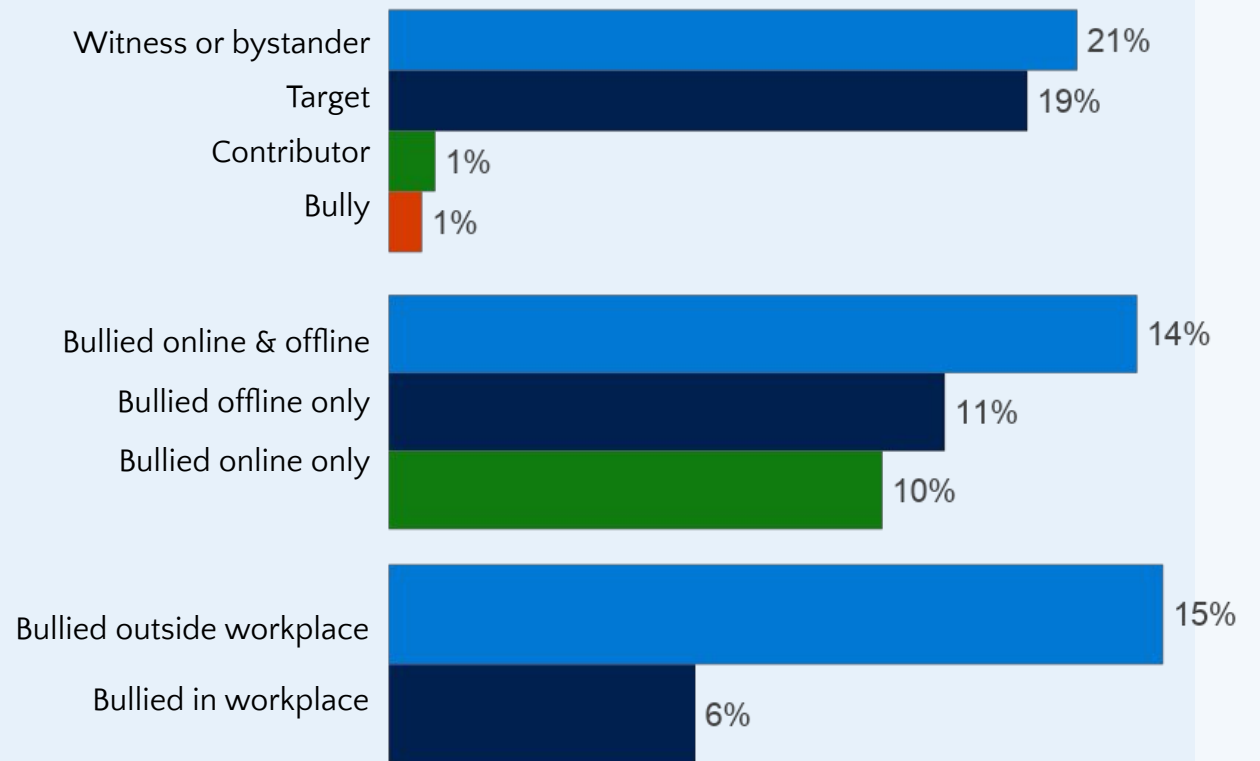
38% involved in bullying incident

Involved in bullying incident

Base: total sample, n=16,051

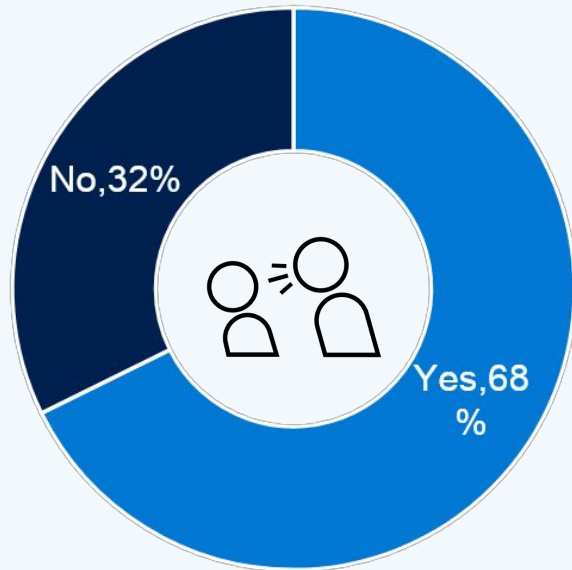


19% said they were the target of bullying



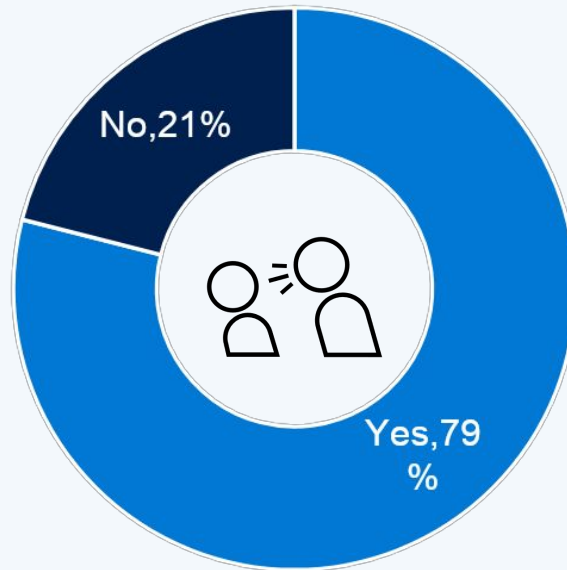
Bullies faced significant social pressure to act

Did you feel social or peer pressure?

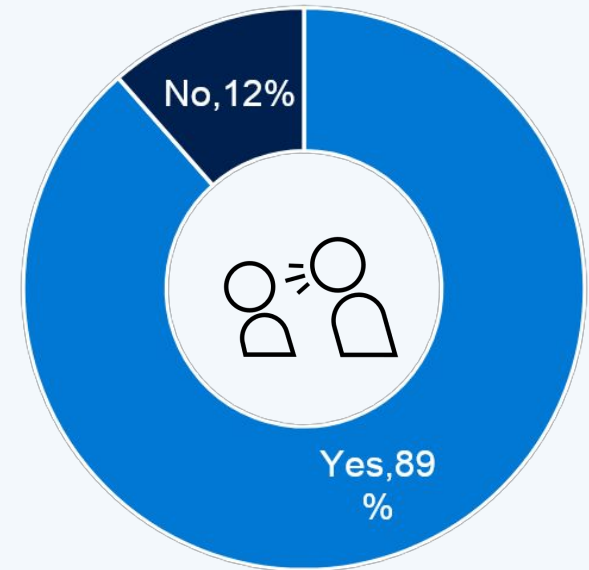


Base: Instigated or contributed to bullying, n=269

Do you regret instigating or contributing to bullying?



Regret was higher among those who felt social pressure



Base: Felt social pressure, n=161

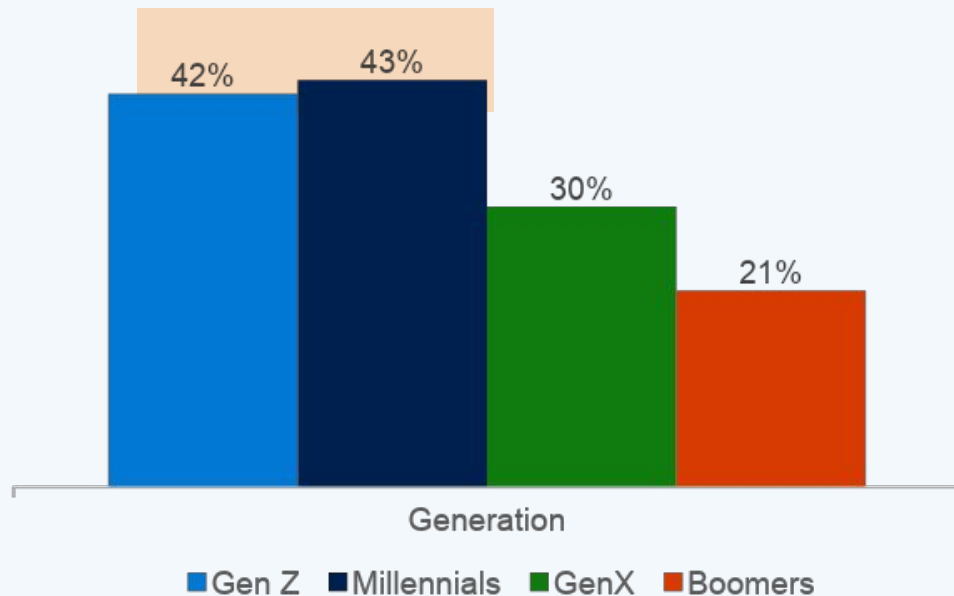
Q.B3B: You mentioned you instigated and/or contributed to online bullying or harassment in the past. Did you feel peer or social pressure to do this?

Q.B3C: Do you have any regrets about being an instigator or contributor to online bullying or harassment?

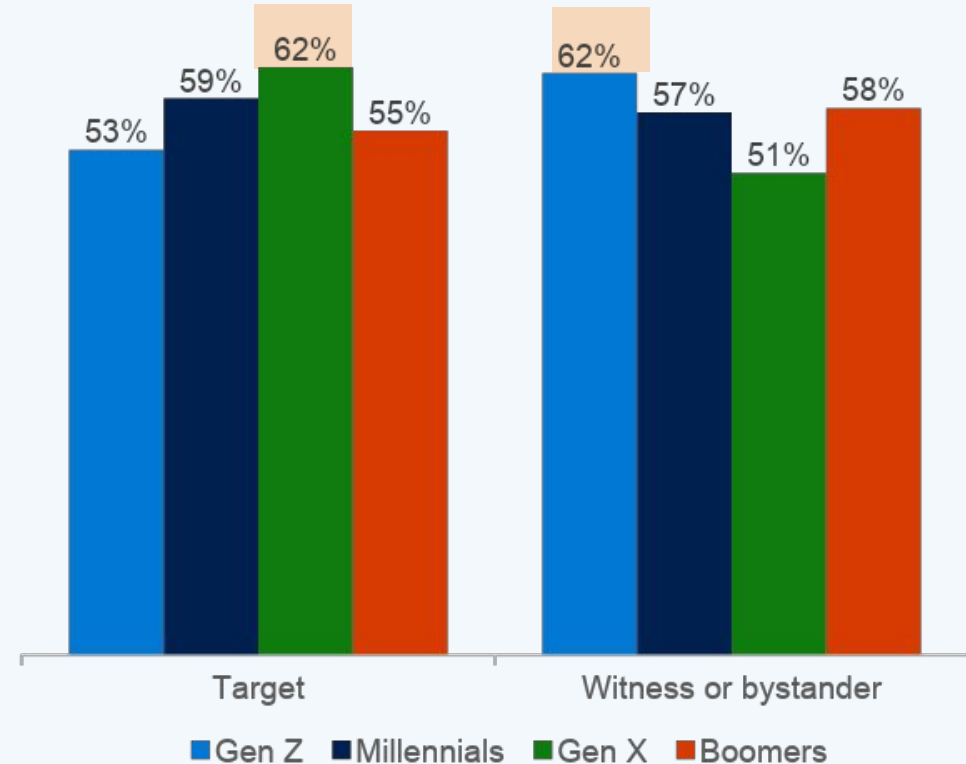
Millennials & Gen Z hit hardest by bullying

Gen X had the highest target %, Gen Z highest witness %

Involved in bullying incident
Based to generation



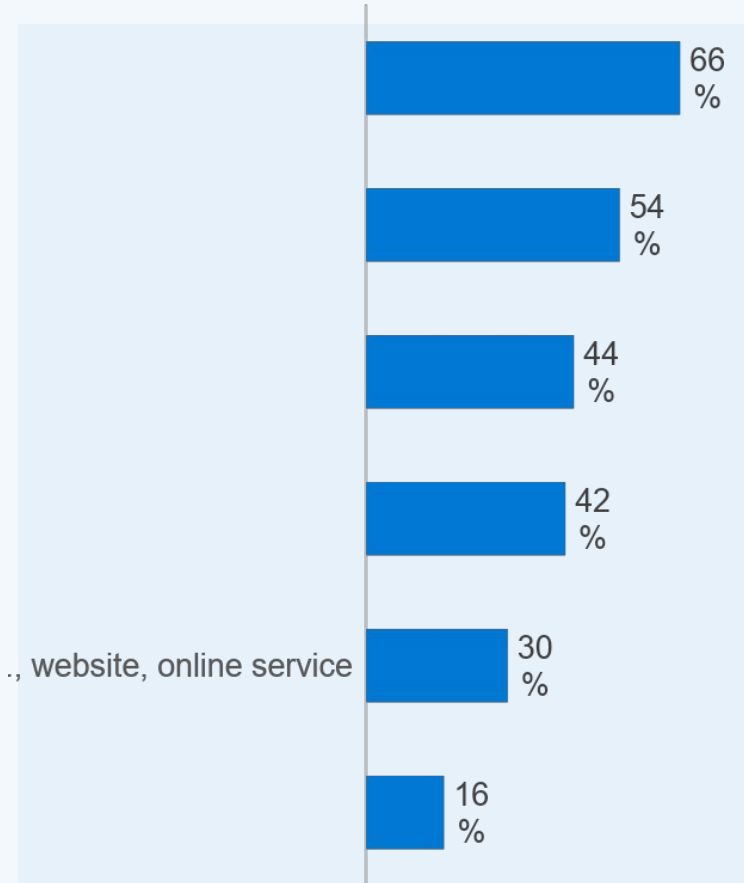
Role in bullying incident
Base to generation



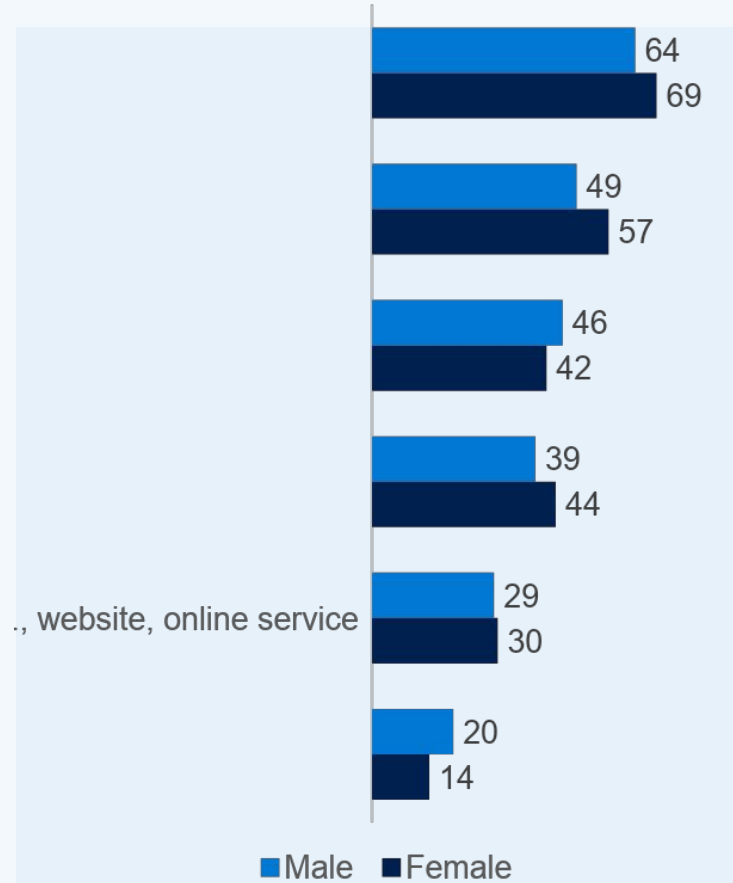
Most common defense was to block bullies

Responses to the bully

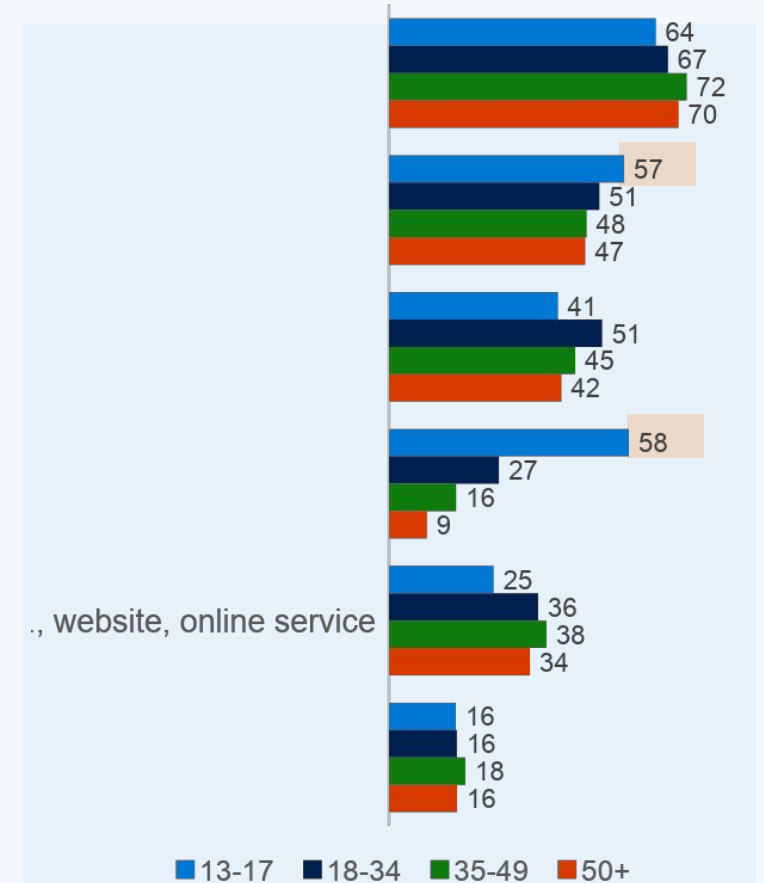
Base: target of bullying, n=2,142



Females responded better than males

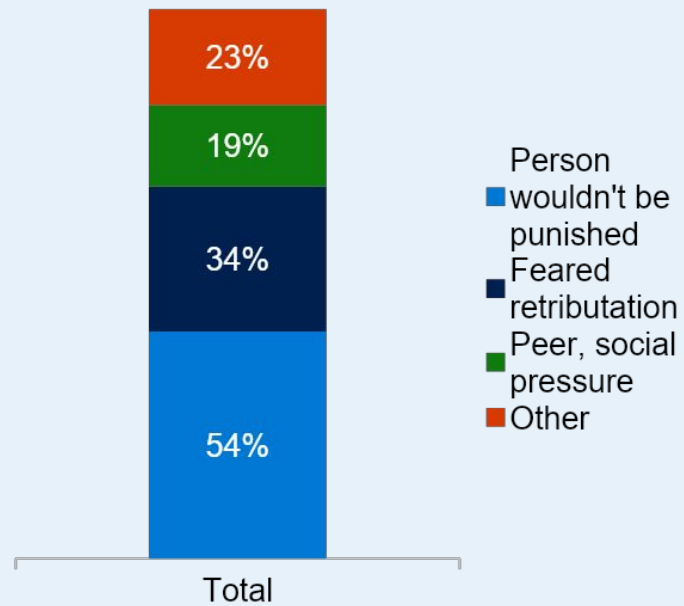


Teens most likely to seek support from friends & adults

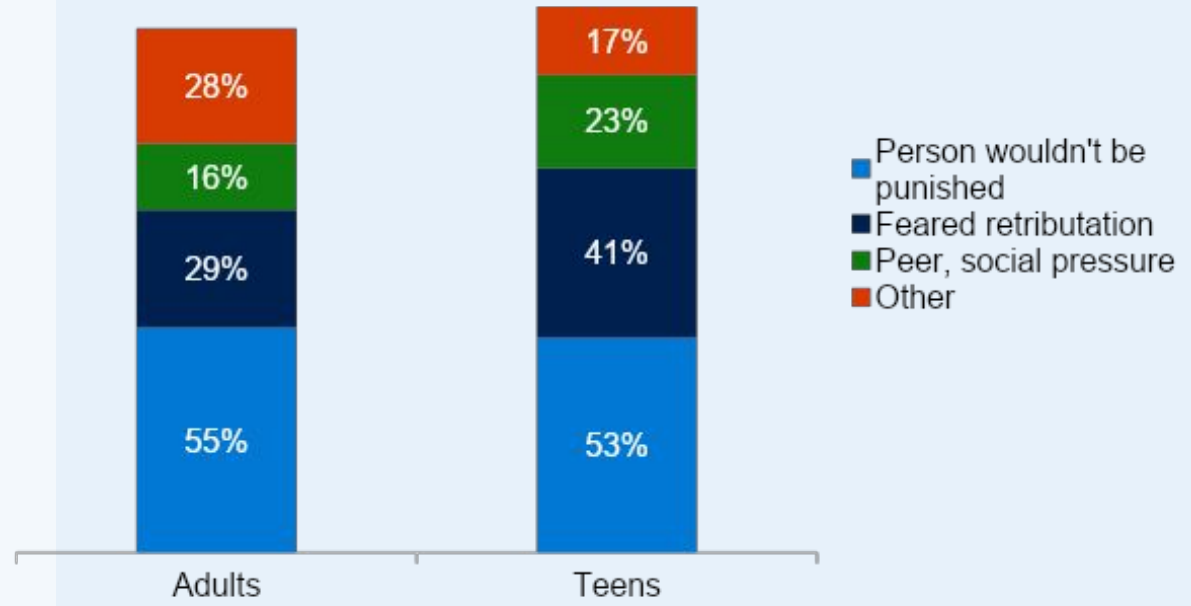


Skepticism about punishment discouraged reporting

54% did not report bullying due to fear
attacker wouldn't be punished
Base: did not report incident, n=889



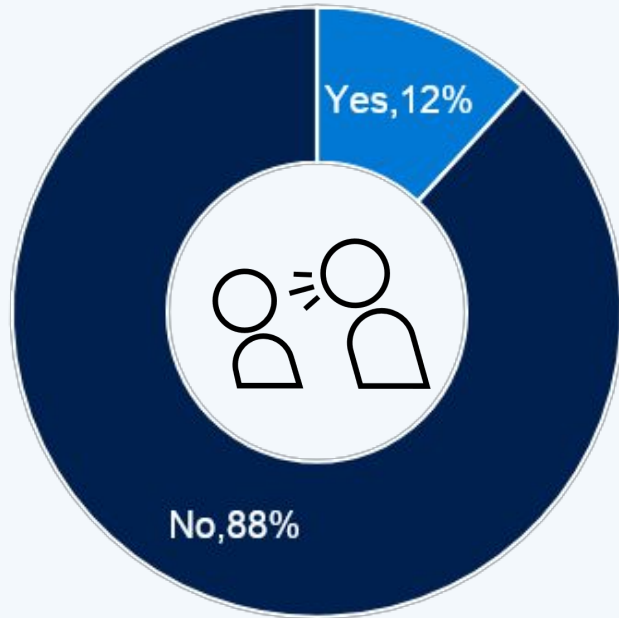
41% of teens were deterred from reporting
bullying for fear of retribution
Base: did not report incident, n=889



One in eight adults were bullied at work

Bullied at workplace

Base: adults, n=1,043



Base: Adults who were bullied at work, n=949



Q.WB1: Have you ever been bullied or harassed at work?

Q.WB1A: Where have you been bullied or harassed at work?

Q.WB2: Did the bullying or harassment you experienced at work happen...?

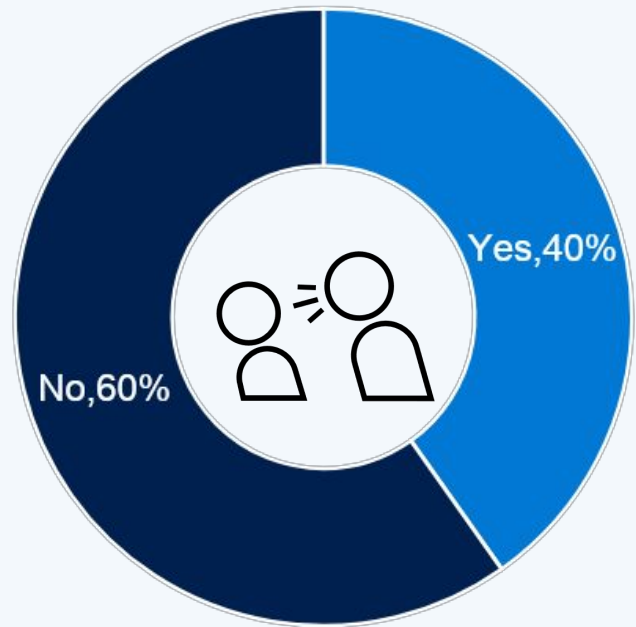
Q.WB3: Who bullied or harassed you online at work?

60% of adults did not report workplace bullying

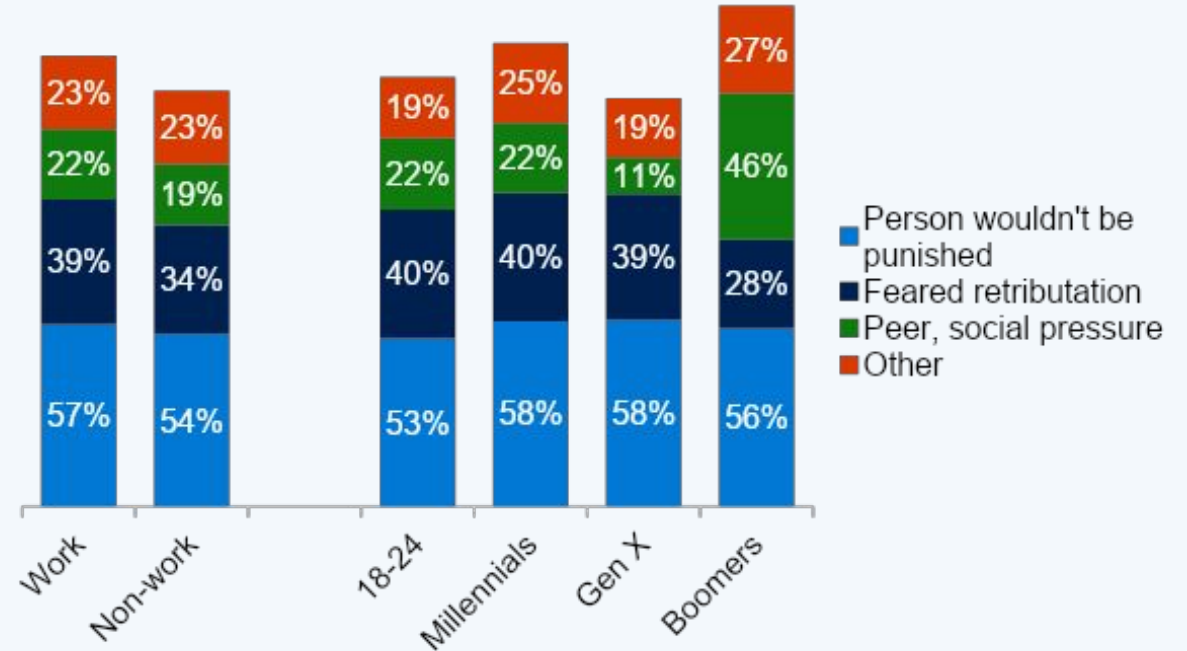
Similar to non-workplace bullying, skepticism about punishment discouraged reporting at work

Reported workplace bullying

Base: Adults who were bullied at work, n=949



Reasons for not reporting bullying



Most common consequences were loss of self-worth and depression

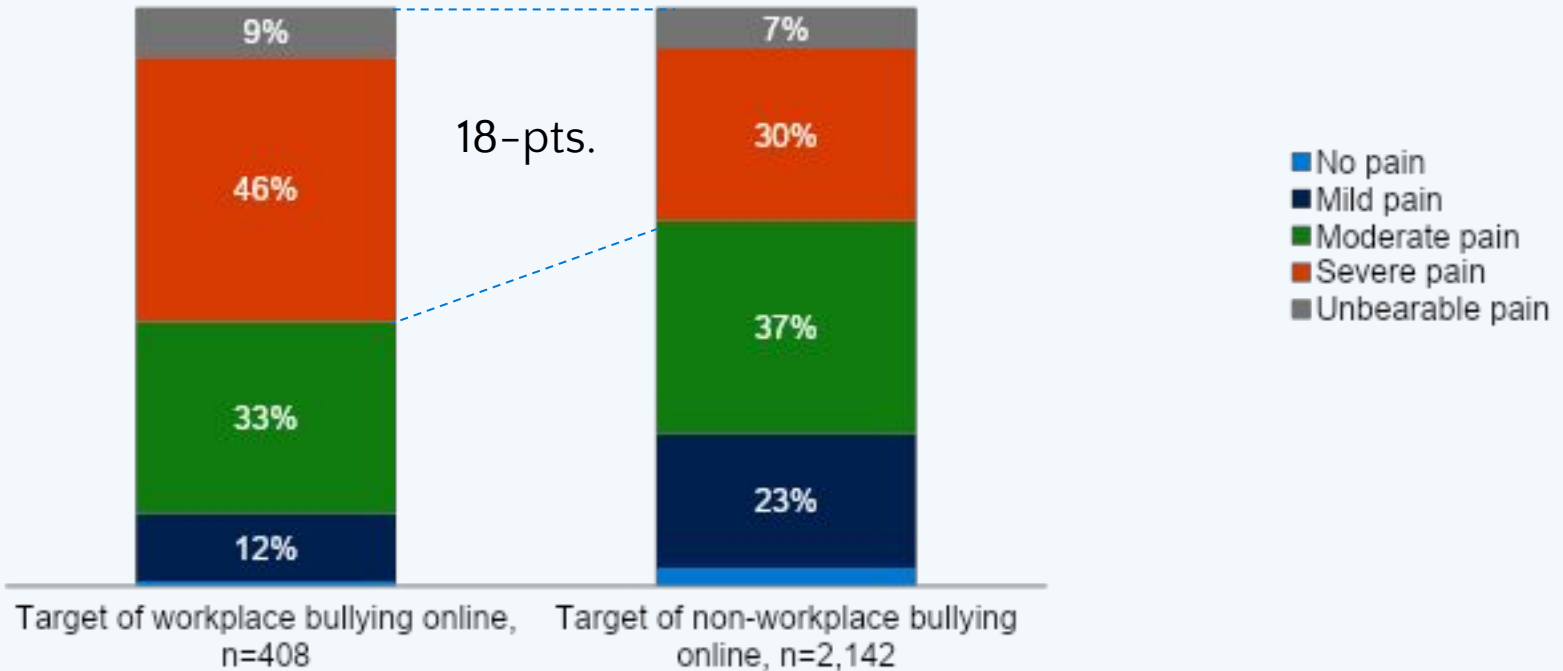
Gen X hurt most by workplace bullying

Base: Experienced a risk, n=10,780

	<u>Total</u>	<u>18-24</u>	<u>Millennials</u>	<u>Gen X</u>	<u>Boomers</u>
Felt humiliated	58%	59	57	61	49
Felt demoralized	52%	50	49	61	48
Loss of self-confidence	51%	61	50	45	46
Felt isolated and depressed	48%	53	46	53	34
Less productive at work	47%	42	45	58	42
Anxiety or panic attacks	41%	40	41	50	26
Co-workers made jokes at my expense	32%	37	35	25	16
Co-workers ignored me or failed to speak to me	31%	30	31	30	30
Co-workers showed less interest in my opinions	29%	28	32	27	21
Co-workers were more likely to interrupt or talk over me	25%	28	24	31	16

Workplace bullying more painful than outside workplace

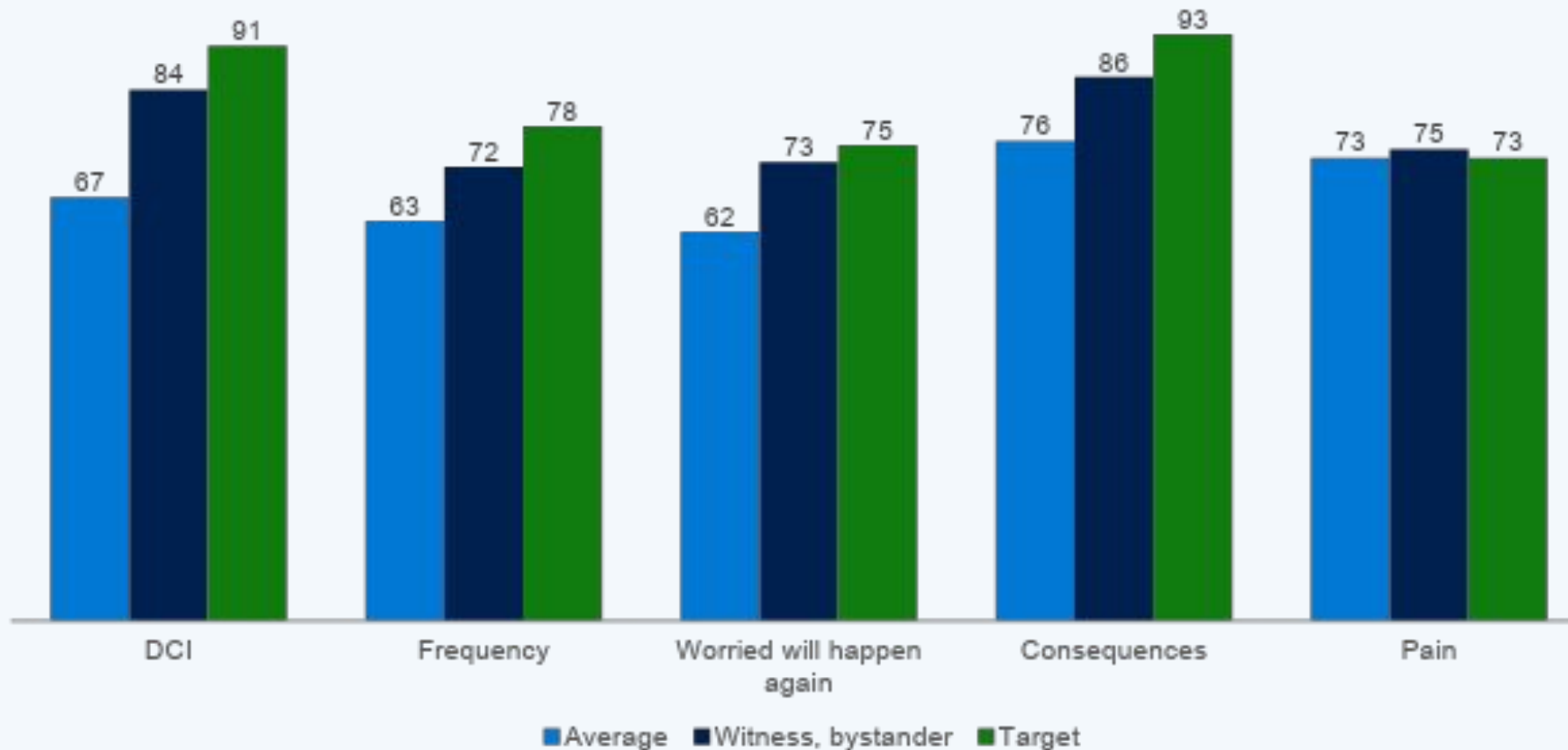
Unbearable, severe pain from online bullying was 18-points higher inside the workplace
Base: Experienced a risk, n=10,780



Q.B5: How much emotional, psychological or physical PAIN did you suffer because of the online bullying or harassment?
Q.WB6: How much emotional, psychological or physical PAIN did you suffer because of the bullying or harassment online at work?

Witnesses to bullying appear to suffer collateral damage

Targets had the most negative online experiences (%)





One in four said civility online was better during Covid-19



Status of pandemic during fielding among the 32 survey countries

Status of pandemic during fielding

Among the 32 surveyed countries

Numbers based on data through May 15, 2020



3,547,133

Total number of cases reported



273,870

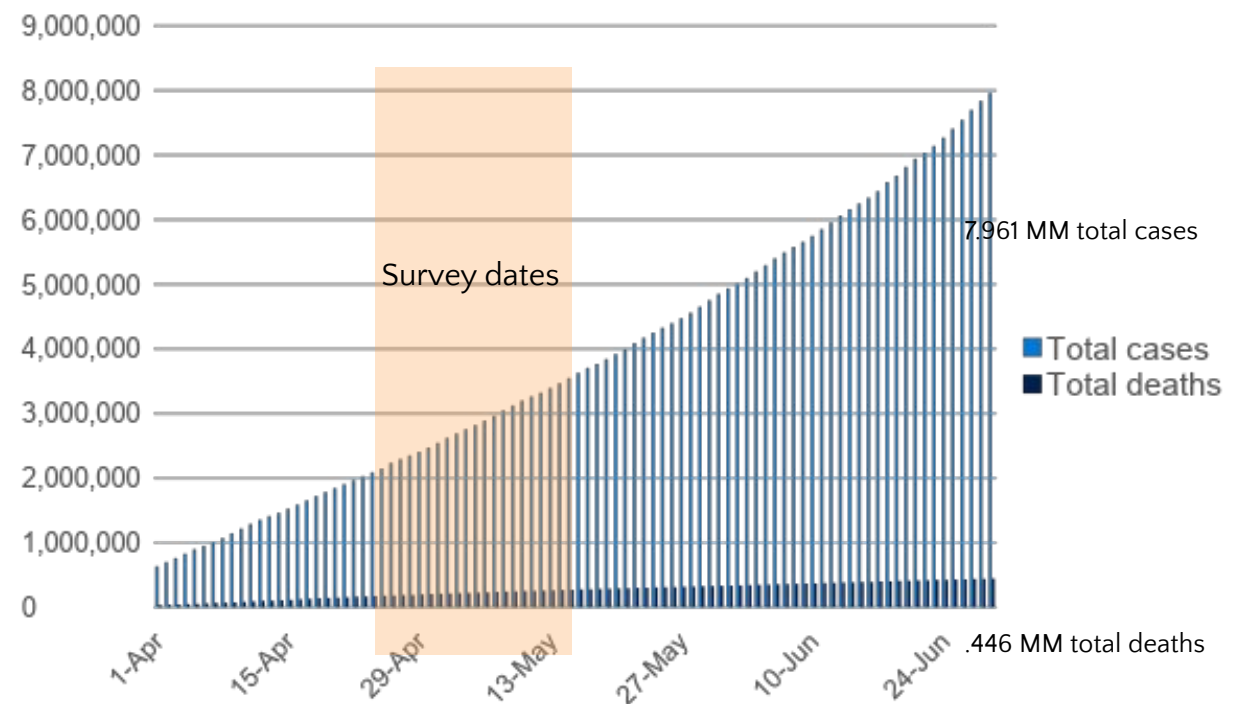
Total number of deaths reported



92

Average days since first reported case

Covid-19 total cases & deaths April-June 2020

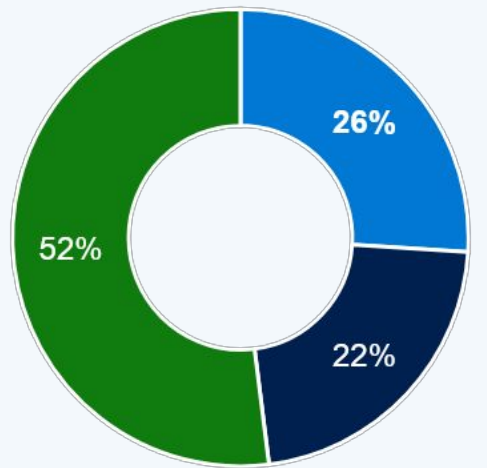


One in four said civility online was better


Better online civility was attributed to people helping one another and a greater sense of community

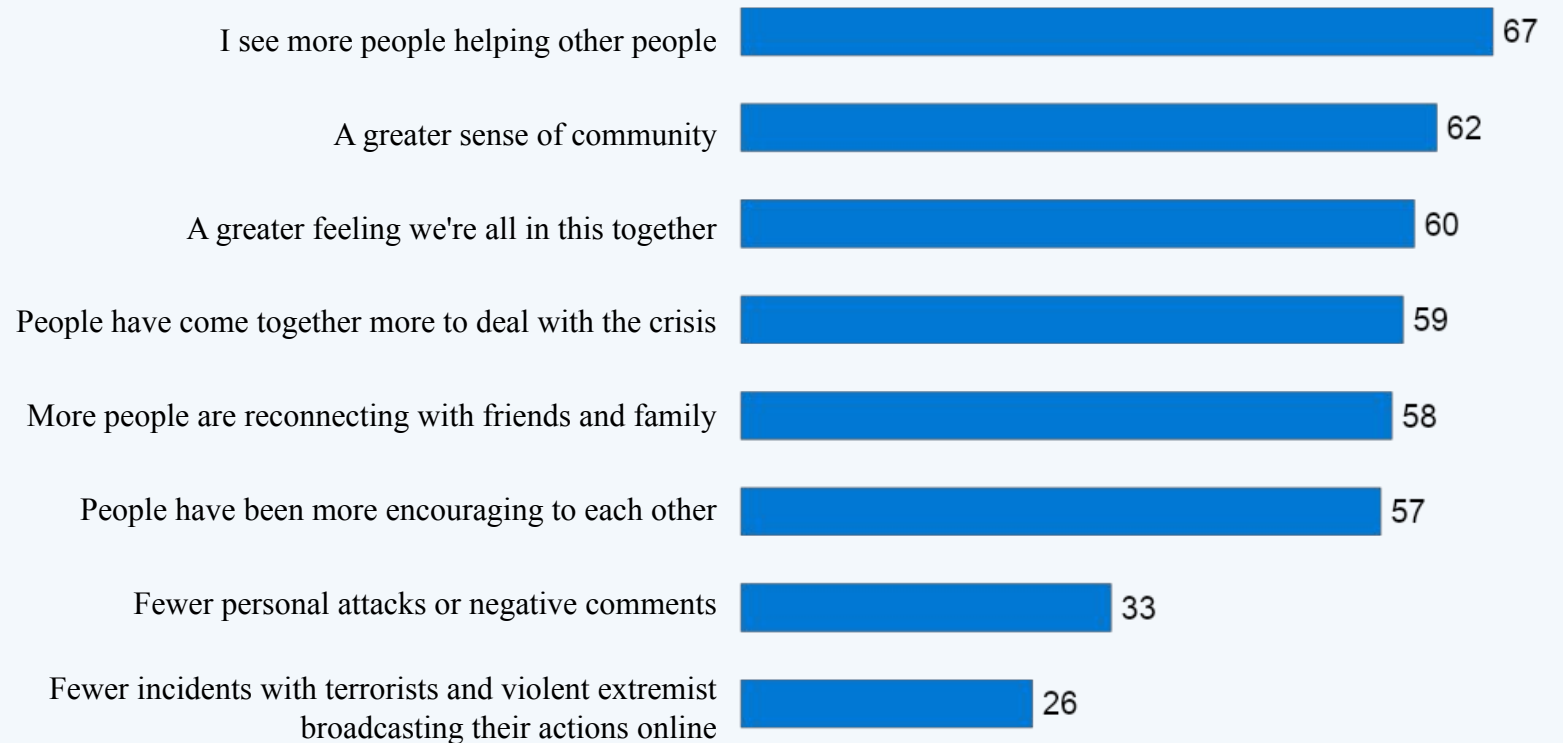
26% said online civility was better during the pandemic

Base: total sample, n=16,051



■ Better ■ Worse ■ Unchanged

Better 

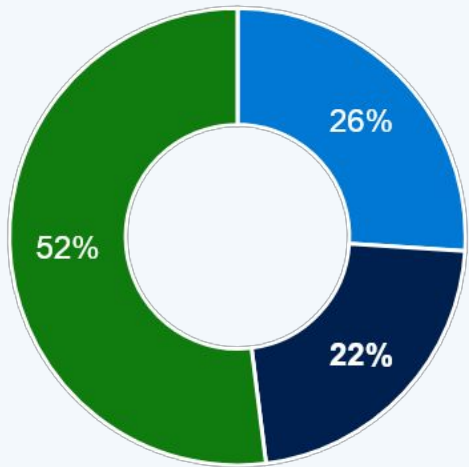


One in five reported civility was worse

Greater spread of false and misleading information was most often cited as how online civility had worsened

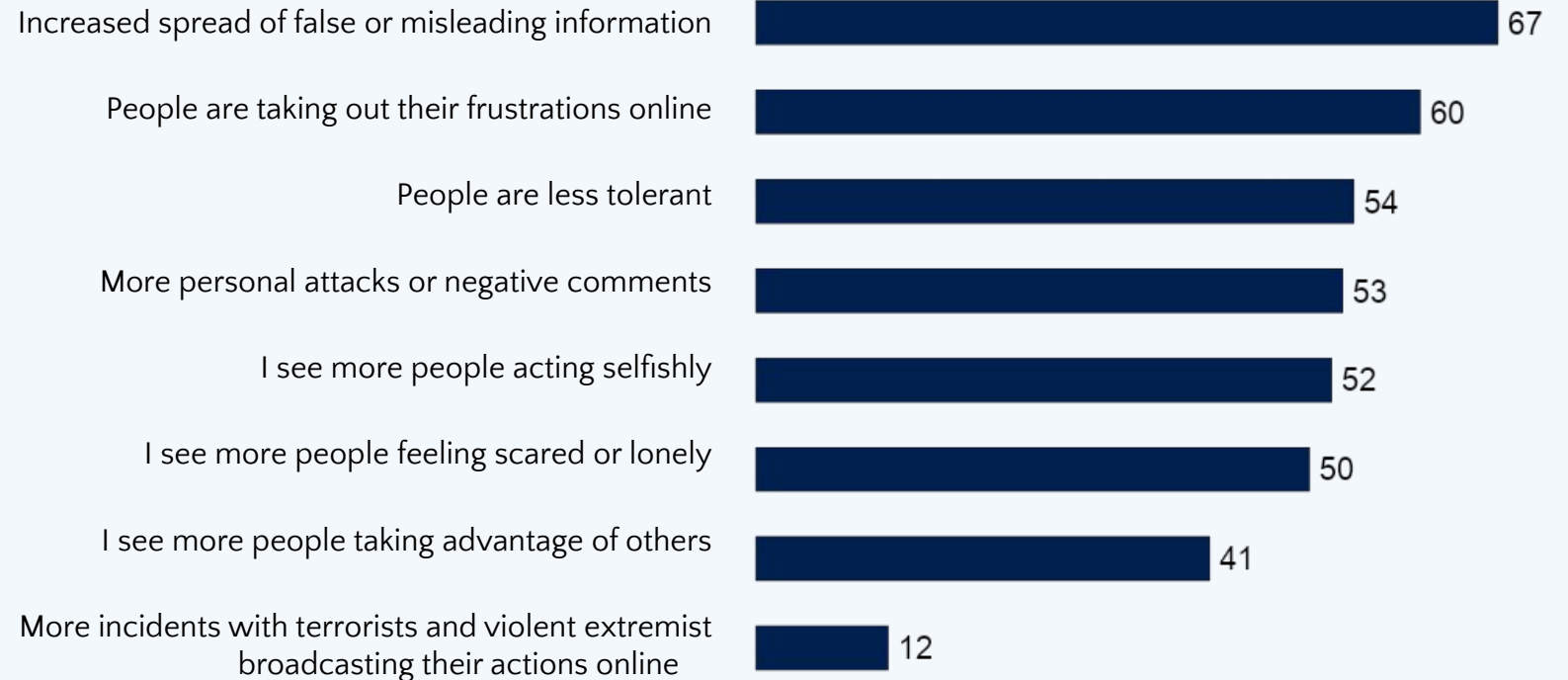
22% said online civility was worse during the pandemic

Base: total sample, n=16,051

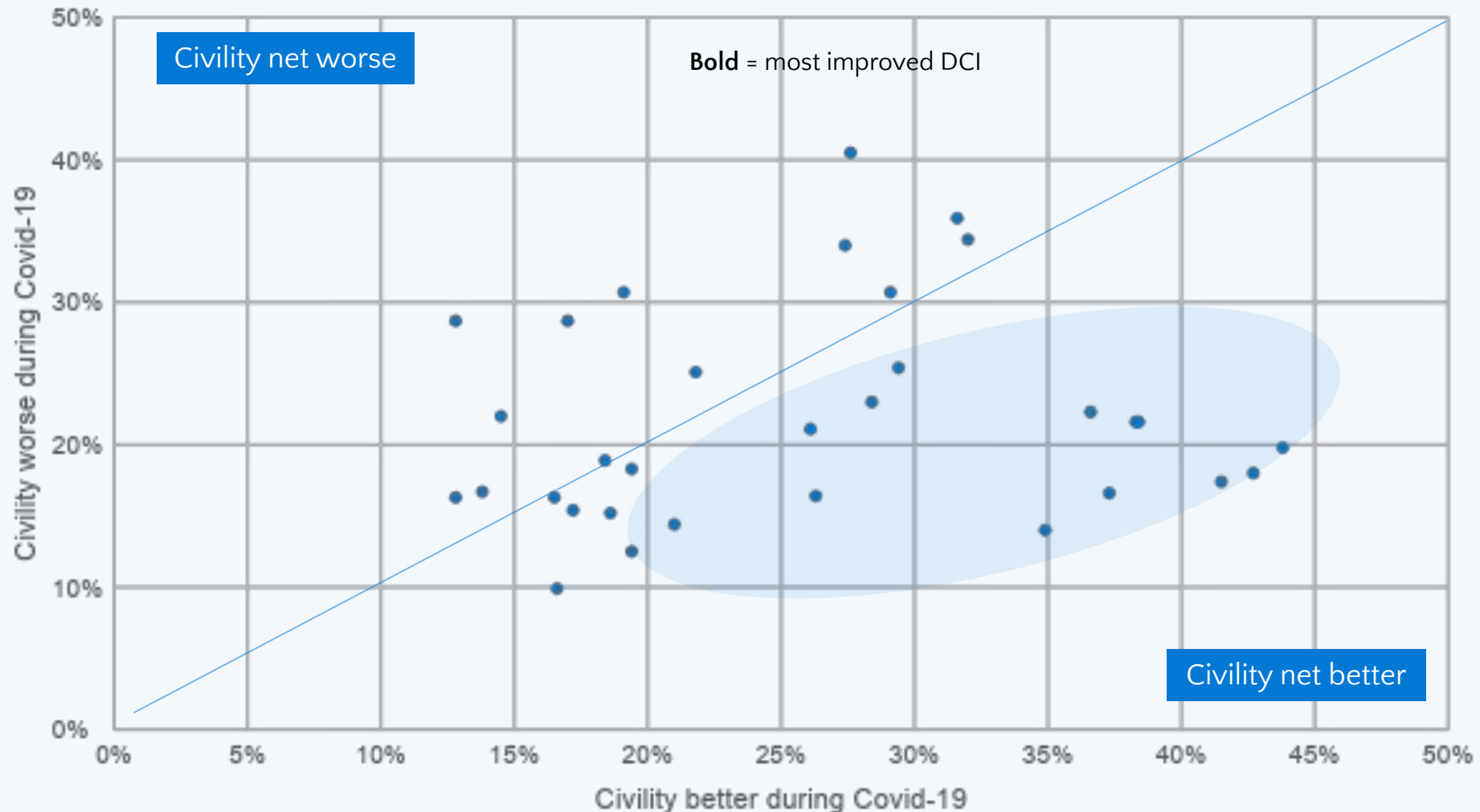


■ Better ■ Worse ■ Unchanged

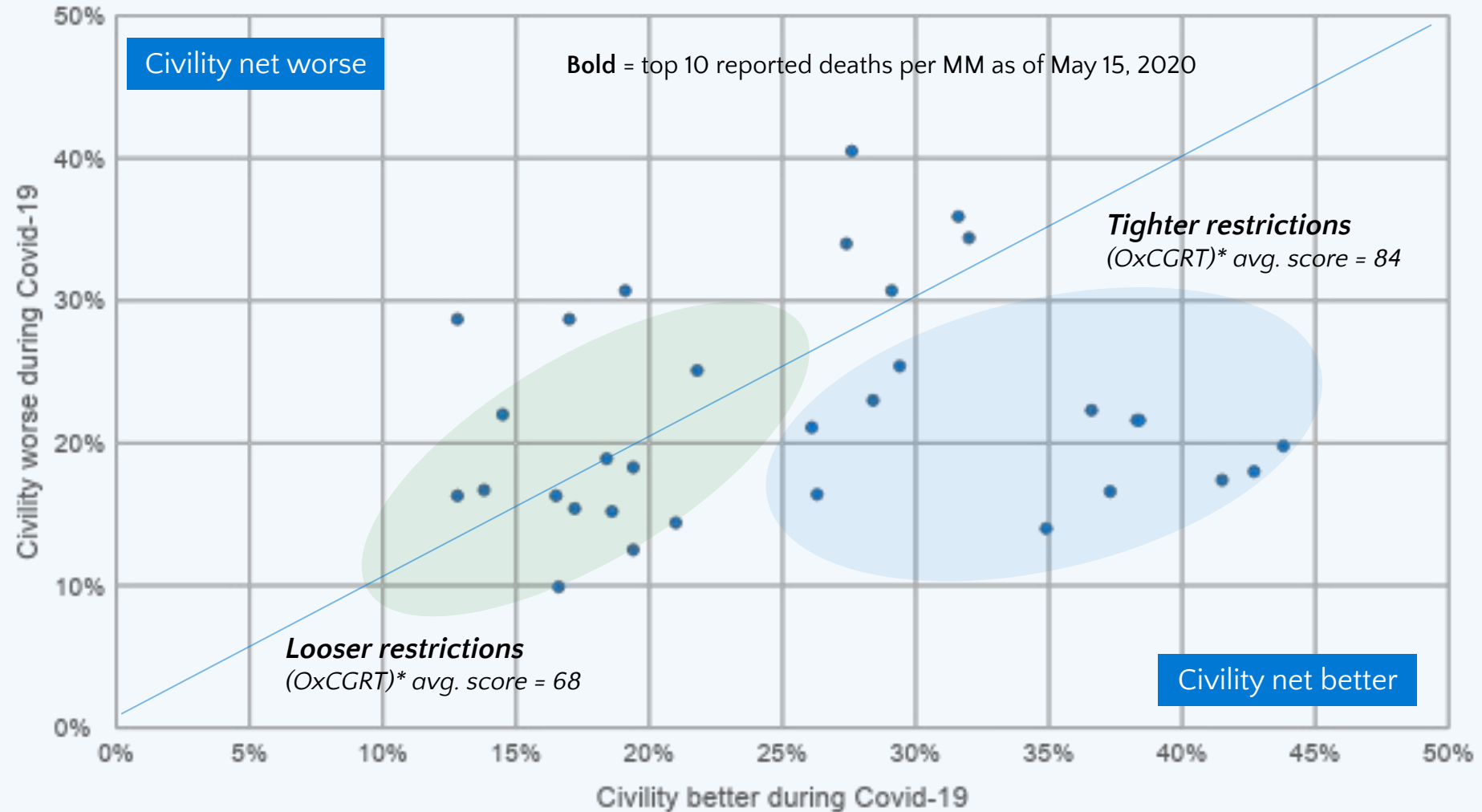
Worse



Positive perceptions of online civility during Covid-19 associated with most improved DCI scores



Stricter government policies were associated with more positive perceptions of online civility during Covid-19

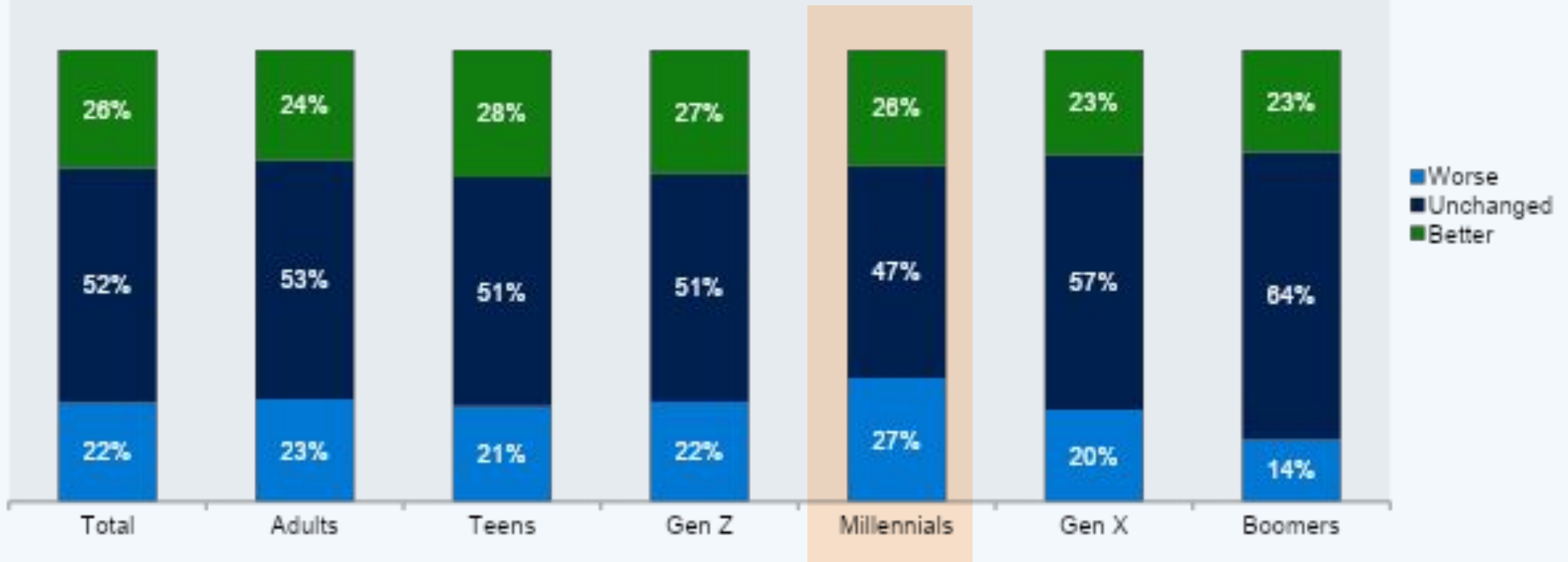


*Oxford COVID-19 Government Response Tracker. Scores (0-100) where a score of 100 represents the highest level of public health restrictions

Q.CV1: How has the Corona virus (COVID-19) outbreak affected the degree of civility you experience in online interactions? During the outbreak, has civility online been...?

Millennials saw more negative change in civility

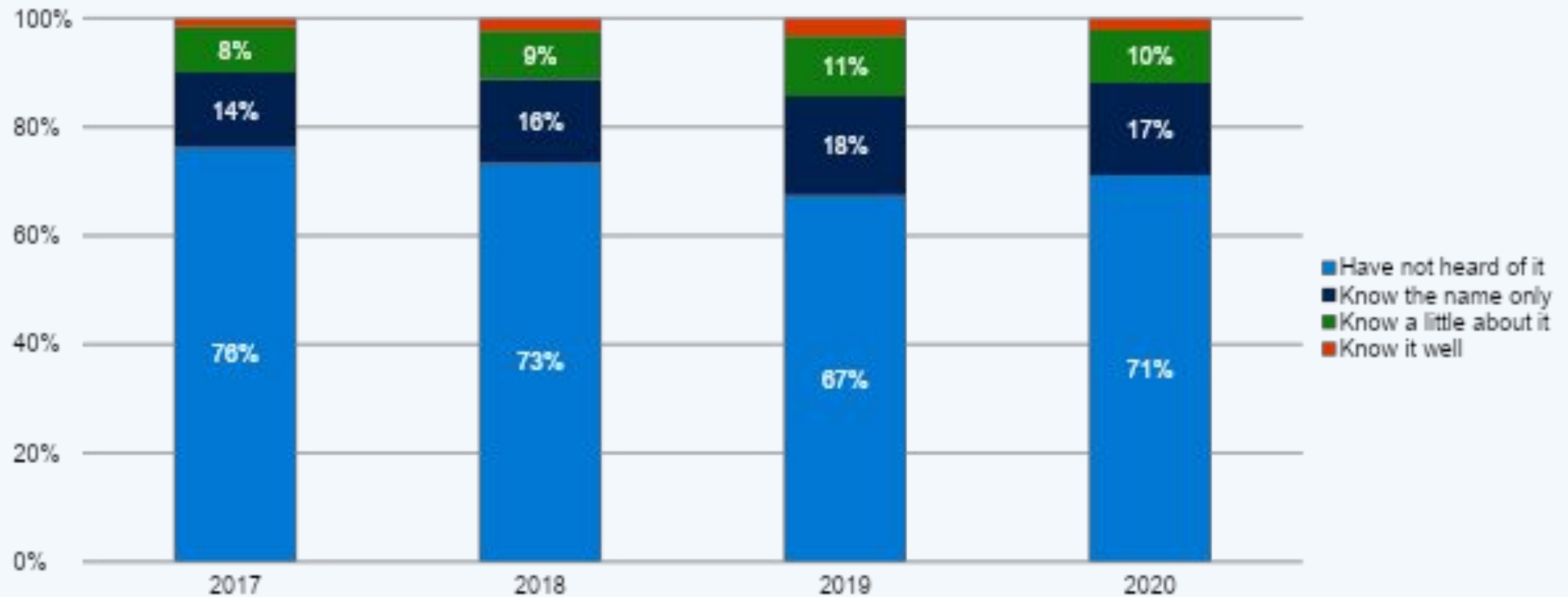
Over one in four Millennials said online civility had gotten worse
Base: total, n=16,051



Appendix



Digital civility challenge awareness



Key digital civility metrics (countries 1-16)

	Total	AR	AU	BE	BR	CA	CL	CO	DK	FR	DE	HU	IN	ID	IE	IT	MY
DCI	67%	71%	62%	62%	72%	62%	67%	70%	68%	63%	62%	73%	68%	76%	71%	64%	63%
Intrusive	57%	62%	50%	53%	65%	49%	59%	58%	62%	57%	51%	66%	57%	66%	63%	59%	45%
Behavioral	43%	45%	41%	33%	48%	39%	41%	37%	34%	28%	31%	50%	43%	54%	49%	32%	48%
Sexual	34%	32%	17%	24%	22%	14%	30%	34%	23%	21%	30%	29%	25%	36%	24%	21%	27%
Reputational	18%	18%	15%	17%	18%	13%	19%	16%	13%	10%	16%	19%	27%	23%	18%	15%	20%
Pain (4-10)*	64%	67%	67%	59%	69%	58%	61%	65%	49%	59%	46%	56%	86%	61%	64%	62%	72%
Worry*	62%	57%	54%	57%	86%	53%	55%	55%	46%	49%	49%	52%	84%	80%	57%	55%	73%
Frequency 3x or more	63%	64%	66%	62%	60%	56%	67%	59%	66%	63%	64%	69%	57%	65%	71%	53%	56%
Consequences	76%	78%	70%	76%	81%	73%	74%	75%	66%	75%	70%	81%	81%	81%	74%	76%	75%
Actions taken	93%	97%	89%	89%	94%	87%	95%	95%	83%	88%	87%	93%	97%	96%	93%	90%	94%
Past week/month	35%	34%	30%	30%	40%	29%	30%	34%	34%	30%	33%	39%	43%	45%	35%	26%	31%

*Pain – moderate to unbearable pain

*Worry – Extremely, very, somewhat worried the risk will happen again

*Past week/month – when the most recent risk happened

Key digital civility metrics (countries 17-32)

	Total	MX	NL	PE	PH	PL	RU	SG	SA	ES	SE	TW	TH	TU	UK	US	VN
DCI	67%	76%	51%	74%	66%	70%	80%	59%	81%	67%	74%	61%	69%	68%	55%	56%	72%
Intrusive	57%	63%	34%	64%	59%	60%	71%	52%	72%	59%	61%	48%	63%	56%	46%	47%	64%
Behavioral	43%	45%	34%	42%	44%	50%	61%	35%	57%	33%	51%	37%	44%	55%	38%	43%	51%
Sexual	34%	39%	19%	40%	16%	26%	14%	15%	34%	29%	24%	43%	30%	34%	14%	16%	26%
Reputational	18%	20%	11%	22%	19%	24%	20%	13%	27%	15%	21%	20%	19%	21%	9%	14%	30%
Pain (4-10)*	64%	66%	57%	65%	71%	69%	61%	63%	73%	59%	67%	66%	72%	69%	60%	59%	66%
Worry*	62%	68%	52%	59%	69%	63%	71%	58%	74%	57%	50%	63%	66%	66%	50%	58%	72%
Frequency 3x or more	63%	54%	51%	61%	57%	63%	73%	60%	75%	59%	72%	75%	64%	70%	58%	71%	62%
Consequences	76%	79%	63%	78%	80%	74%	79%	72%	86%	69%	73%	68%	82%	87%	69%	78%	81%
Actions taken	93%	96%	87%	96%	98%	91%	91%	90%	96%	92%	88%	95%	97%	97%	88%	90%	99%
Past week/month	35%	37%	21%	35%	36%	38%	46%	30%	50%	31%	36%	33%	44%	34%	26%	30%	48%

*Pain – moderate to unbearable pain

*Worry – Extremely, very, somewhat worried the risk will happen again

*Past week/month – when the most recent risk happened

Key digital civility metrics by demographics

	Age		Gender		Adults		Teens		Generation				
	Total	Adults	Teens	Male	Female	Male	Female	Male	Female	Gen Z	Millennials	Gen X	Boomers
DCI	67%	71%	63%	67%	67%	72%	71%	63%	63%	66%	75%	67%	61%
Intrusive	57%	63%	52%	57%	57%	63%	63%	52%	52%	55%	66%	60%	54%
Behavioral	43%	42%	44%	43%	43%	42%	42%	44%	43%	46%	49%	36%	24%
Sexual	34%	40%	29%	32%	36%	38%	42%	27%	30%	32%	44%	37%	30%
Reputational	18%	20%	17%	18%	18%	20%	19%	17%	17%	18%	24%	17%	11%
Pain (4-10)*	64%	61%	67%	61%	67%	58%	65%	65%	69%	67%	68%	58%	44%
Worry*	62%	59%	65%	59%	65%	56%	62%	61%	69%	65%	65%	56%	44%
Frequency 3x or more	63%	67%	59%	63%	64%	68%	67%	58%	61%	61%	68%	67%	64%
Consequences	76%	77%	76%	74%	78%	75%	79%	74%	77%	77%	80%	75%	65%
Actions taken	93%	90%	96%	92%	93%	89%	91%	96%	96%	96%	93%	88%	82%
Past week/month	35%	35%	35%	37%	33%	38%	32%	36%	33%	36%	38%	31%	29%

DCI regional summary



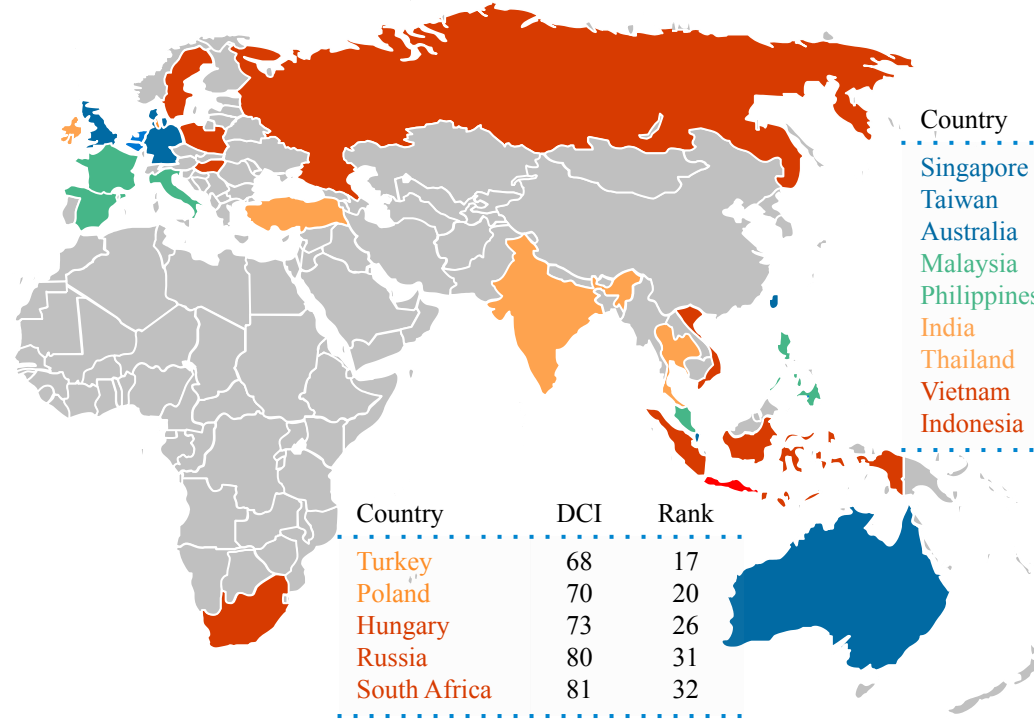
Top quartile

Bottom quartile

Country	DCI	Rank
Netherlands	51	1
United Kingdom	55	2
Germany	62	6
Belgium	62	8
France	63	11
Italy	64	12
Spain	67	15
Denmark	68	16
Ireland	71	22
Sweden	74	27

Country	DCI	Rank
United States	56	3
Canada	62	9

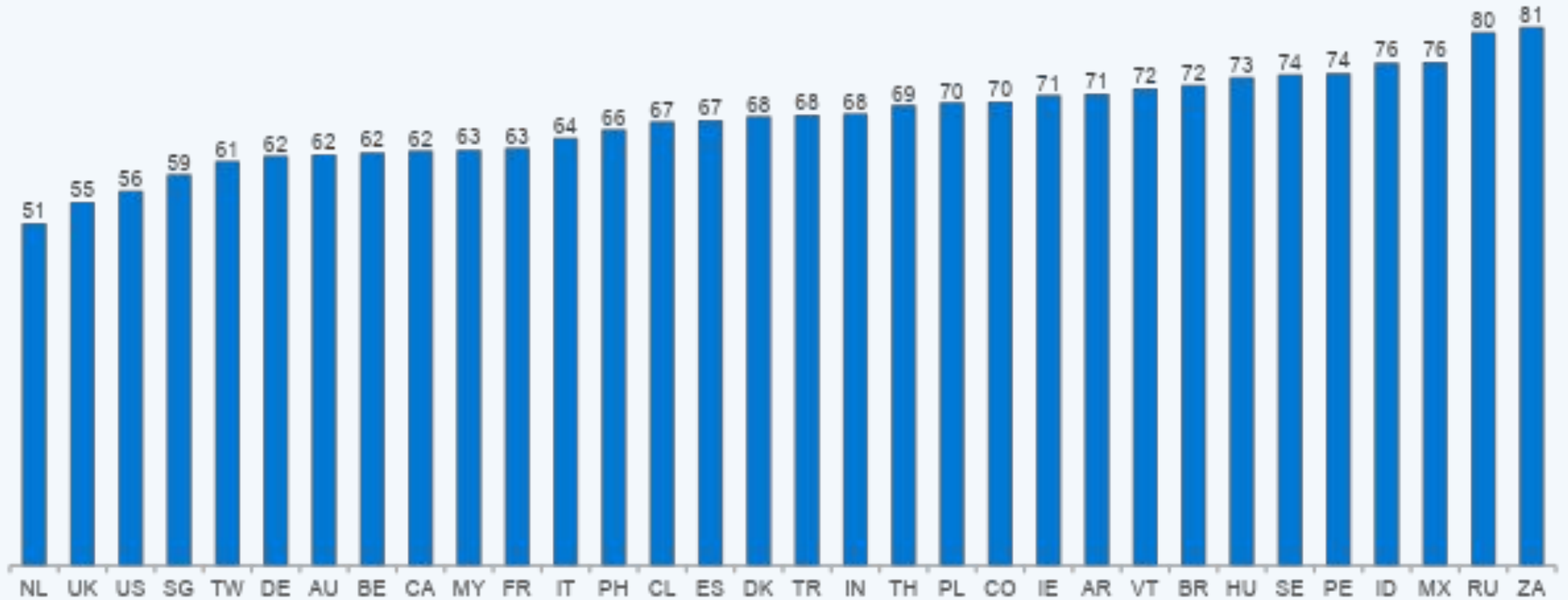
Country	DCI	Rank
Chile	67	14
Colombia	70	21
Argentina	71	23
Brazil	72	25
Peru	74	28
Mexico	76	30



Country	DCI	Rank
Singapore	59	4
Taiwan	61	5
Australia	62	7
Malaysia	63	10
Philippines	66	13
India	68	18
Thailand	69	19
Vietnam	72	24
Indonesia	76	29

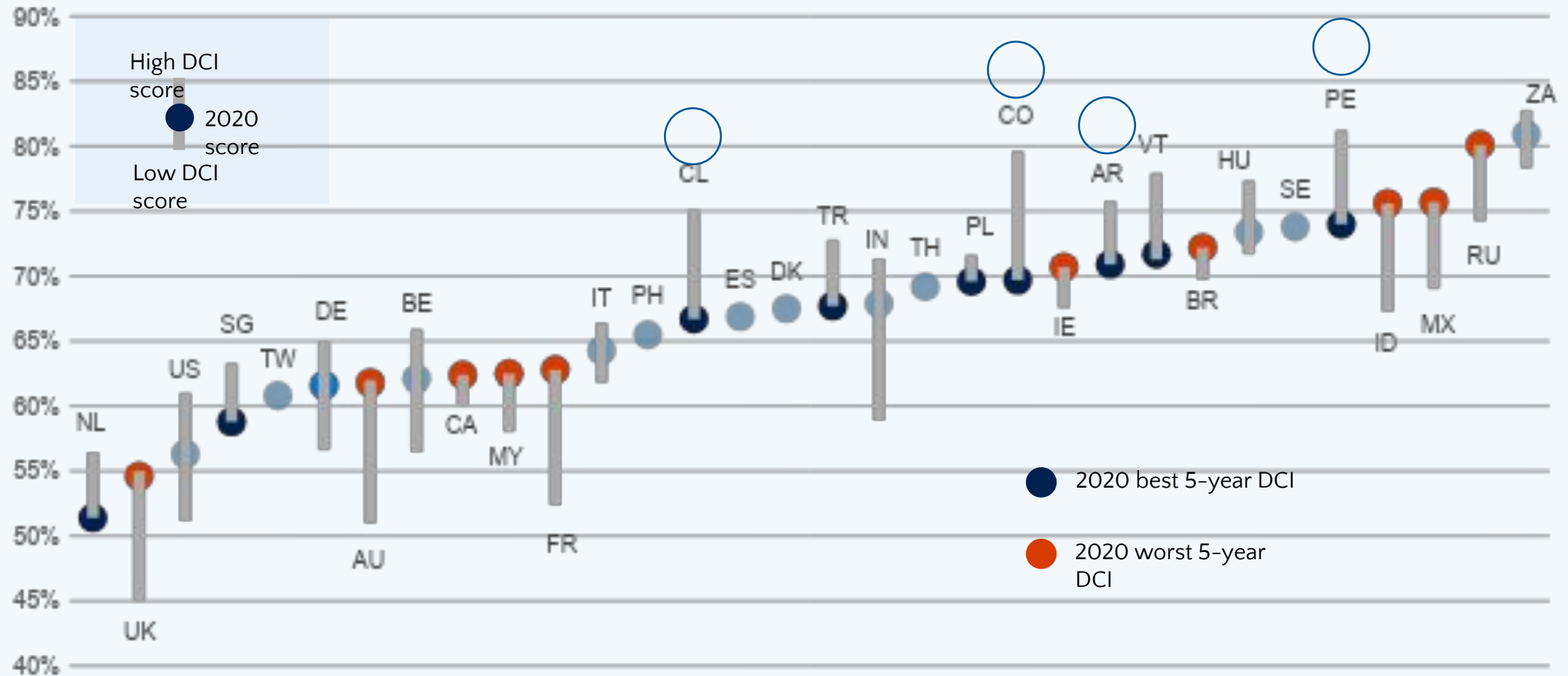
Country	DCI	Rank
Turkey	68	17
Poland	70	20
Hungary	73	26
Russia	80	31
South Africa	81	32

Country ranked by 2020 DCI



Four Latam countries reached 5-year best DCI

DCI scores 2016-2020, high, low, 2020



Consequences, 5-year trends

	%	2016	2017	2018	2019	2020
Became less trusting of other people online	40	40	44	46	45	
Was less likely to participate in social media, blogs and forums	21	23	27	39	40	
Became less trusting of other people offline	30	28	32	32	37	
Lost sleep	23	25	28	30	33	
Lower self-esteem					29	
Felt more lonely and alone					27	
Tried to be more constructive in my criticism of other people	27	25	25	21	24	
Personal reputation was damaged	10	11	16	26	24	
Lost money	11	14	15	24	23	
My life became more stressful	23	24	29	22	23	
Became depressed	15	16	20	20	22	

	%	2016	2017	2018	2019	2020
Lost a friend	18	19	20	18	20	
Negatively affected my school performance	13	14	17	18	19	
Witnesses to the incident tried to defend and help	0	0	14	17	19	
Intentionally spent less time at school	9	11	12	19	18	
Had thoughts of suicide	5	7	9	18	17	
Spent time and energy avoiding the offender	17	17	22	15	17	
Took out my frustration on another person	7	16	18	15	17	
Negatively affected my work performance	10	10	13	14	15	
Took out my frustration on a co-worker or customer	7	7	9	12	12	
Was encouraged to harm myself or others	0	0	0	7	7	

Q.9: You previously mentioned that you or a friend/family member had been treated in an uncivil way online by another person(s). Please tell us if any of the following has ever happened to you or to a friend/family member as a consequence of being treated uncivilly:

Actions taken, 5-year trends

	%	2016	2017	2018	2019	2020
Unfriended or blocked the person responsible				50	48	55
Asked my parents for help	4	10	42	48	49	
Reduced the amount of personal information I share online	42	40	37	35	39	
I used tighter privacy settings on social media	44	39	36	34	38	
I stood up for myself		30	31	28	34	
Asked for help from an adult	2	9	28	30	31	
Reduced the amount of time I spent on social media	22	24	24	25	26	
I defended someone who was treated unsafe or uncivil online		22	18	19	25	
I paused before replying to someone I disagreed with online		29	24	21	25	
I asked help from a friend						24

	%	2016	2017	2018	2019	2020
I reported the incident to the website, online service or social media company						24
I showed respect for other people's point of view			19	16	16	21
I treated the other person with dignity and respect			19	15	14	20
Stopped using or canceled some of my social media accounts	22	22	20	20	20	
I tried to remove or correct untrue information that someone posted about me				19	17	19
I confronted the person or persons online				17	15	18
Contacted a teacher or school administrator	12	6	7	8	11	
I retaliated by being uncivil to the person who was uncivil to me	16	9	8	7	10	
I reported the incident to the website, online service or social media company						24

Digital civility challenge items in **Bold**

Online risk definitions

Intrusive Risks	Behavioral Risks		Sexual Risks	Reputational Risks
<p>Unwanted Contact: Being personally contacted (by phone or in person) by someone who obtained your information online but without inviting them to contact you.</p>	<p>Treated Mean: Words or messages sent to another person online that are unkind, unfair or malicious.</p>	<p>Online harassment: Threats or other offensive behavior (not sexual solicitation) sent online or posted online for others to see.</p>	<p>Unwanted Sexting Received: Received unwanted sexually explicit messages and imagery.</p>	<p>Doxing: The process of collecting and distributing or posting information about a person (e.g., name, age, email, address, phone number, photographs, etc.) without their permission.</p>
<p>Hoaxes, Scams & Frauds The spreading of false rumors (e.g., chain letters), criminal attempts to obtain personal information often for monetary gain (e.g., phishing scams), malicious emails disguised as someone you know (e.g. virus).</p>	<p>Trolling: A deliberate act to make someone mad or angry using online or social media comments in a clever, but deceitful manner.</p>	<p>Microaggression: Casual insults made towards any marginalized group in society (e.g., religious or ethnic minorities, women, LGBT, people with disabilities, etc...).</p>	<p>Sexual solicitation: A person who requests to engage in sexual activities or sexual talk or to give personal sexual information that is unwanted.</p>	<p>Damage to Personal reputation: Damage or destruction to the image created of you through PERSONAL information you or others shared online in blogs, postings, pictures, tweets, videos, etc.</p>
<p>Hate Speech: speech that attacks a person or group based on gender, ethnic origin, religion, race, disability, or sexual orientation.</p>	<p>Misogyny : An expression or demonstration of dislike, contempt for, or ingrained prejudice against women</p>	<p>Cyberbullying: When the Internet, phones or other devices are used to send or post text, images, or video intended to hurt, embarrass or intimidate another person.</p>	<p>Unwanted Sexting Sent: I sent unwanted sexually explicit messages and imagery.</p>	<p>Damage to Professional/Work reputation: Damage or destruction to the image created of you through work information you or others shared online in blogs, postings, pictures, tweets, videos, etc.</p>
<p>Discrimination : A person who is discriminated against or excluded based on gender, ethnic origin, religion, race, disability, or sexual orientation</p>	<p>Terrorism recruiting: An attempt by a terrorist or terrorist organization to recruit a person for the purposes of causing harm.</p>	<p>Swatting: The act of deceiving emergency services (e.g., police, fire, medical) into sending an emergency response based on the false report of an ongoing critical incident or crime.</p>	<p>Sextortion: When someone threatens to distribute your private and sensitive material if you don't provide them images of a sexual nature, sexual favors, or money. The perpetrator may also threaten to harm your friends or relatives by using information they have obtained from your electronic devices unless you comply with their demands.</p>	<p>Revenge pornography: A sexually explicit portrayal of one or more people distributed without their consent.</p>
			<p>Unwanted sexual attention: unwelcomed sexually oriented teasing, joking or flirting online or via electronic means</p>	