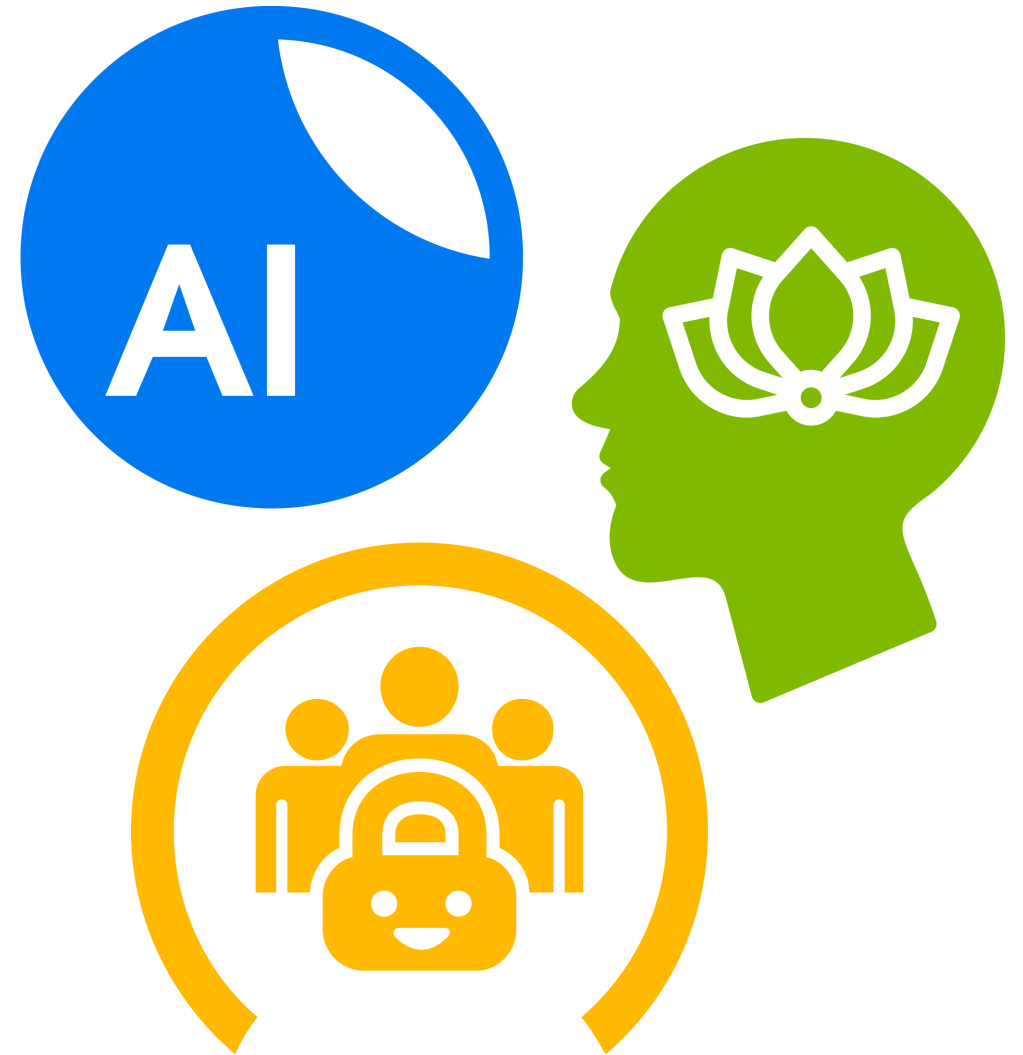
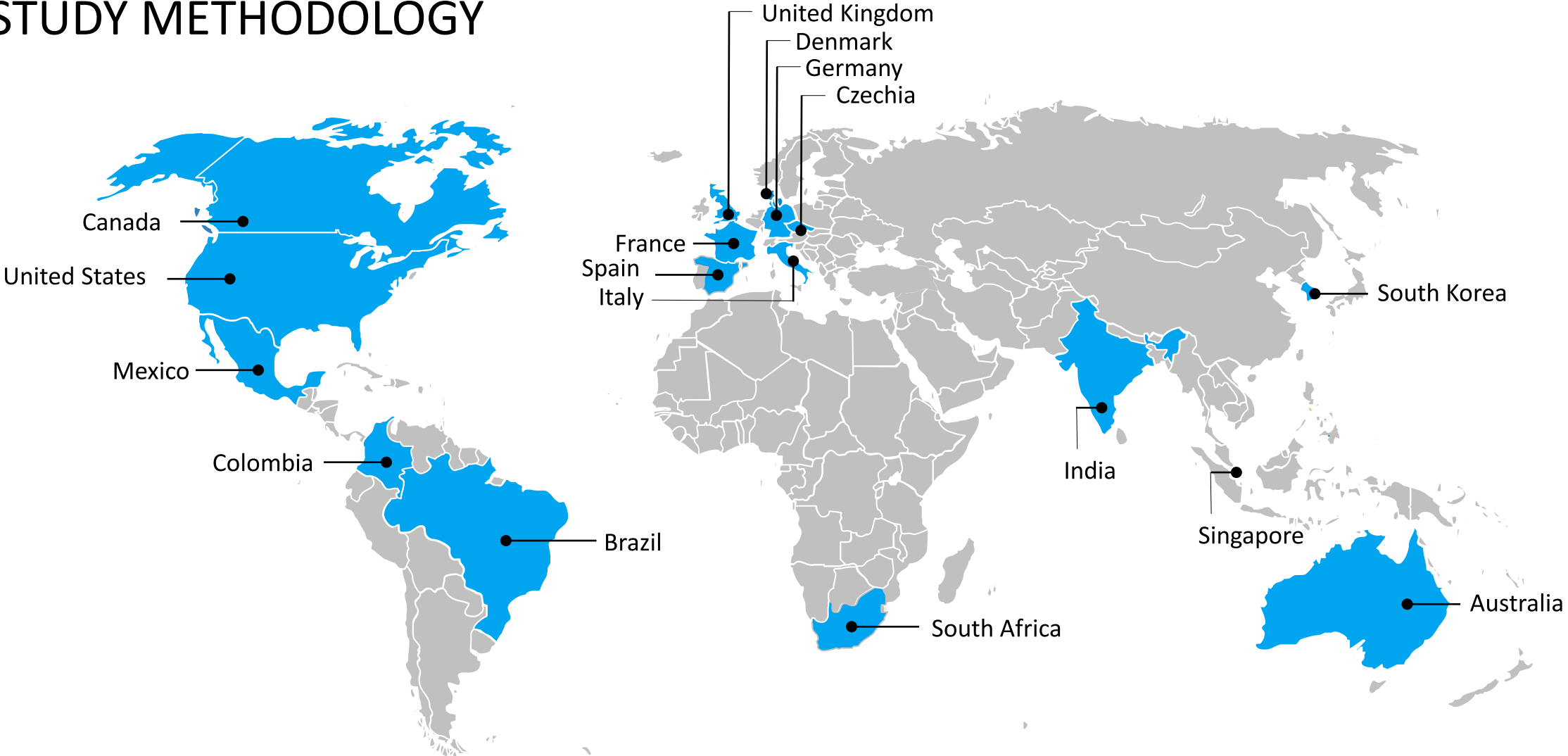


*Generative AI, Mental health, and Safety Technologies*  
*September 2023*



# STUDY METHODOLOGY



Web survey, Teens 13-17, Parents of 6-17, Adults 18-64

17 countries, N=16,795

Timing: July 27-August 22, 2023



## TOPICS COVERED IN WAVE 8



### **Civility**

Overall civility, Risks, Consequences

### **Generative AI**

Awareness, Perceptions

### **Mental health**

Emotional/physical outcomes

### **Safety technology**

Awareness, attitudes, usage

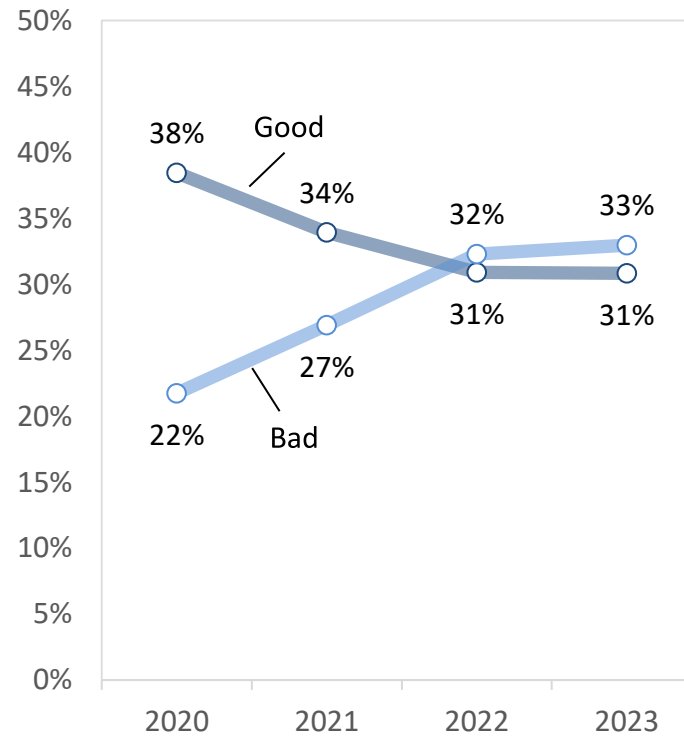
### **Demographics**

Age, gender, employment  
Education, LGBTQ+ status

# THEME 1: GOOD CIVILITY RATINGS HELD STEADY

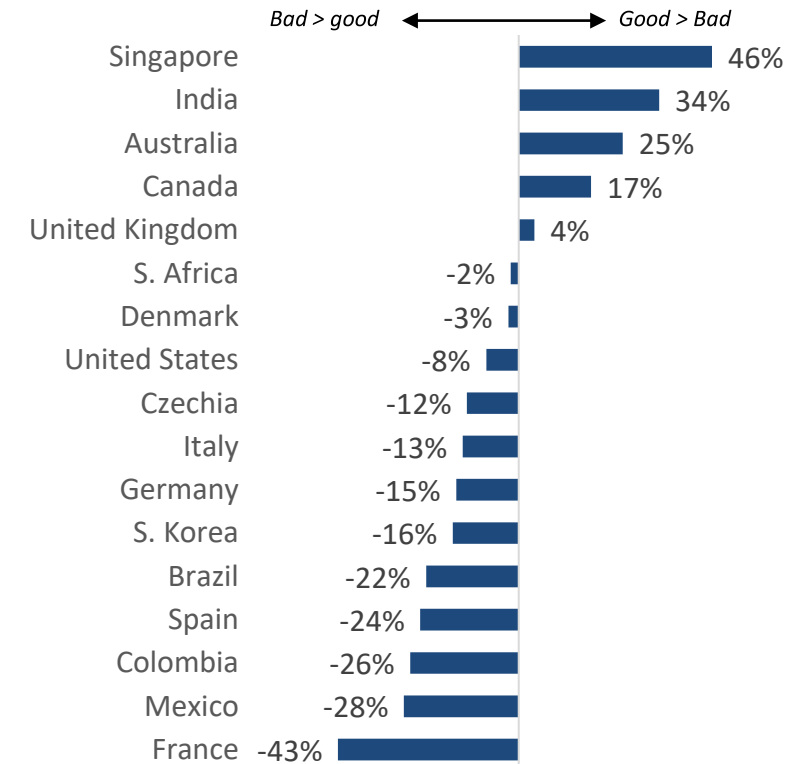
- The decline in good online civility ratings stopped this past year
  - Bad online civility ratings only increase 1-pt. since last year although still slightly higher than good ratings
- The gap between good and bad civility ratings varied considerably by geography
  - Singapore and India showed the largest positive gaps at 46% and 34% respectively
  - France and Mexico were on the other end of the spectrum with bad ratings outpacing good -43% and -28% respectively

Change in online civility\*  
2022-2023



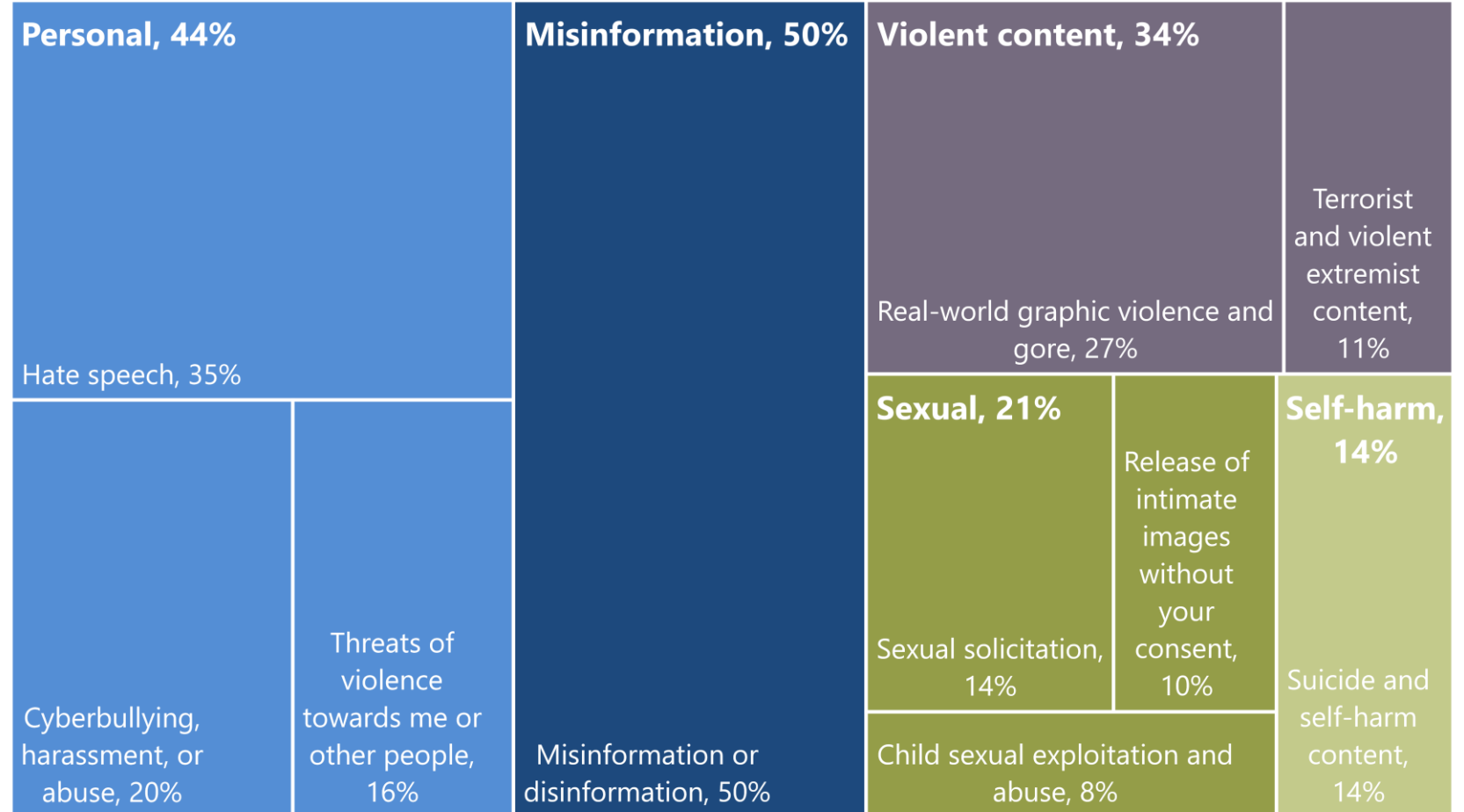
\* Adjusted for changes in the country lineup

Gap between good and bad  
civility ratings



# THEME 2: THE RISK LANDSCAPE WAS SLIGHTLY IMPROVED IN 2023

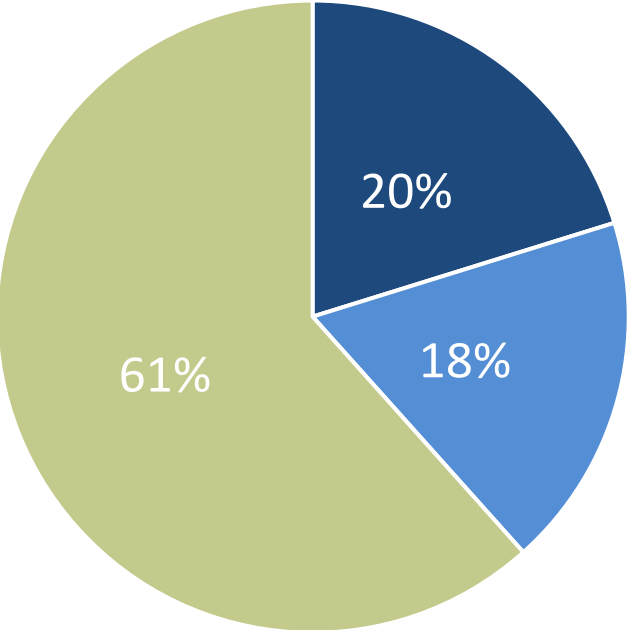
- Any risk experienced fell 2-pts. from 69% to 67%. The drop was 3-pts. among countries that were in both Wave 7 & 8
- Driving risks lower was a drop in Sexual Risks (-4-pts.) with each component of the category contributing to the fall
- Personal and violent content risks were reported more often by parents of younger children (6-12) vs. parents of 13-17
- Exposure to risks and consequences peaked at age 18-19
- Respondents having a college degree or higher were slightly more likely to experience Personal, violent content or sexual risks



Base: Total, N=16,795

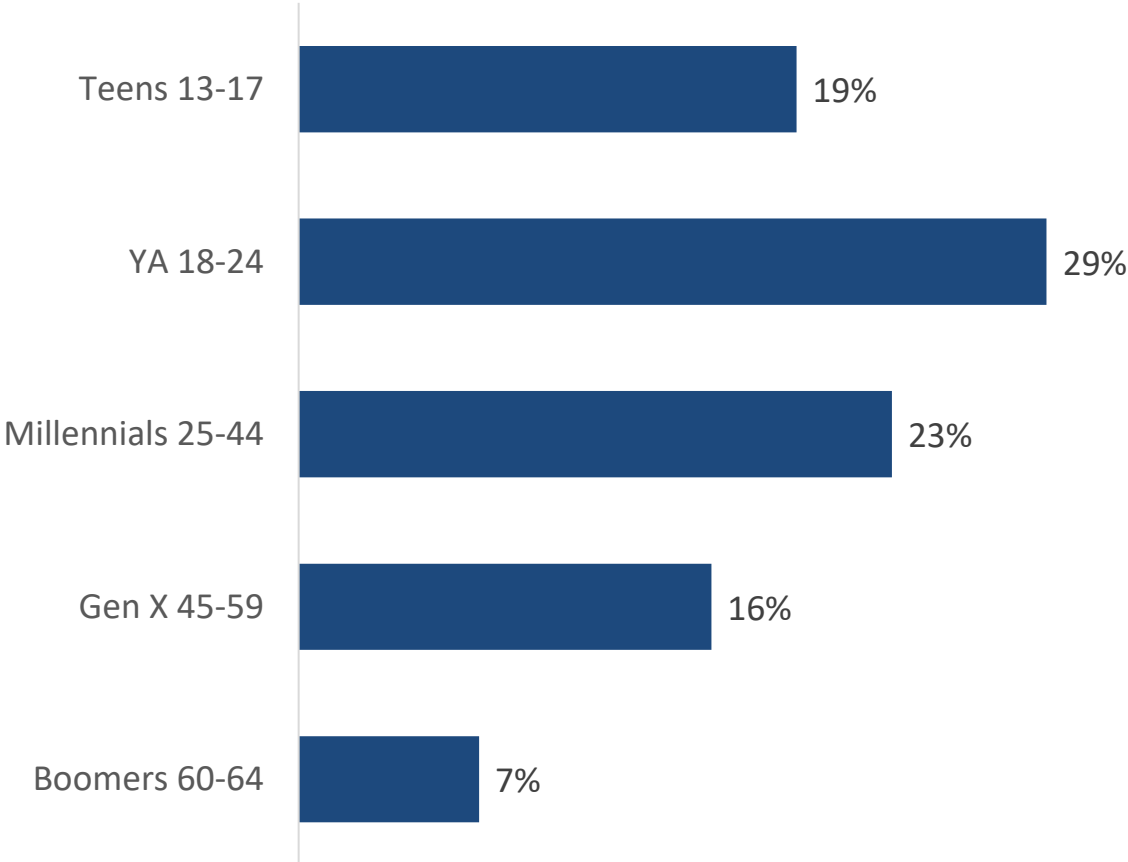
# THEME 3: YOUNG ADULTS 18-24 LED THE ADOPTION OF GENERATIVE AI

20% of respondents were active users of generative AI during the past 3 months



■ Users ■ Experimenters ■ Non-users  
Base: Total, N=16,795

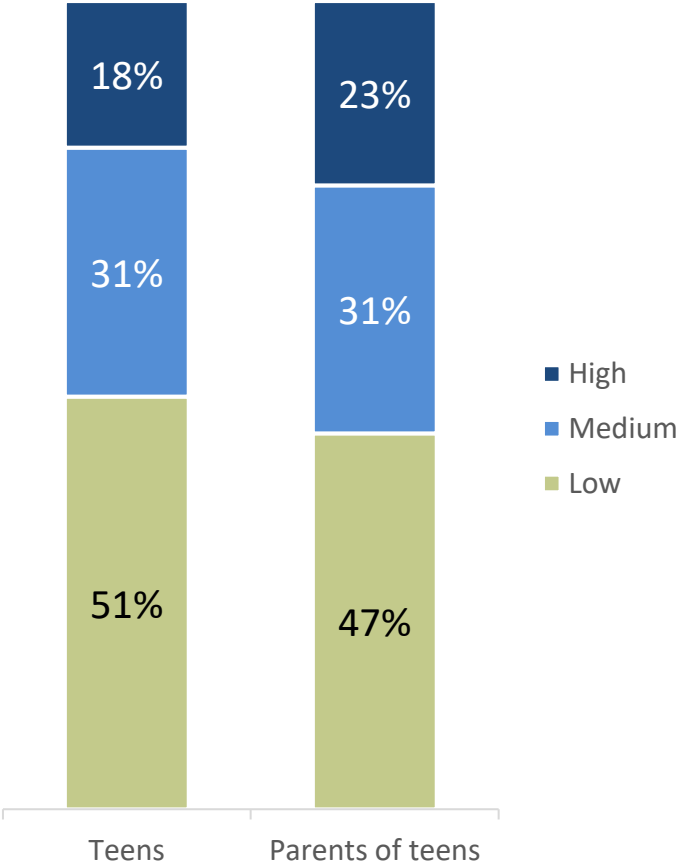
Active users of generative AI by age group  
(% users)



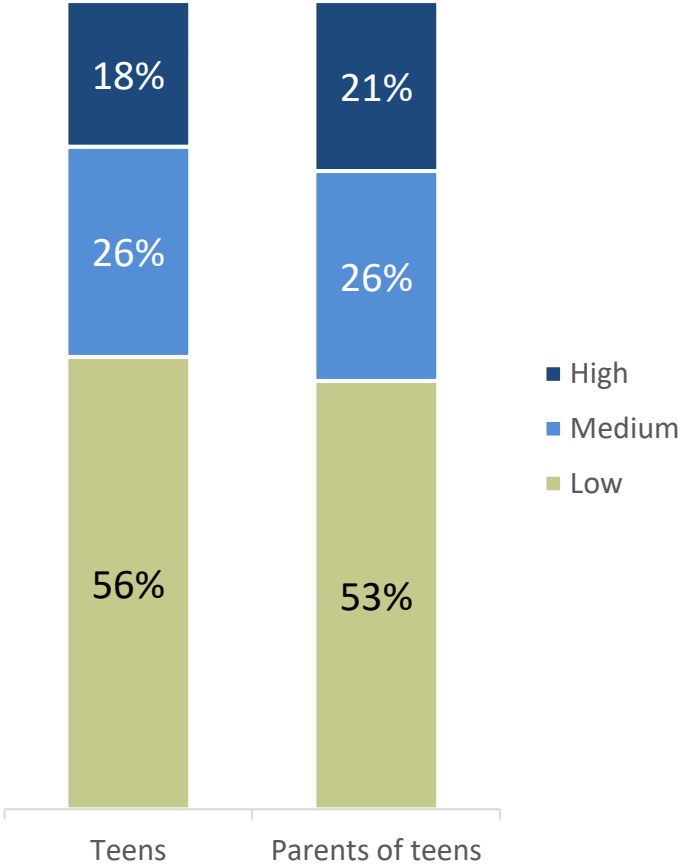
Base: Generative AI users, N=3,436

# THEME 4: ABOUT 1 IN 5 TEENS STRUGGLED WITH THEIR WELL-BEING

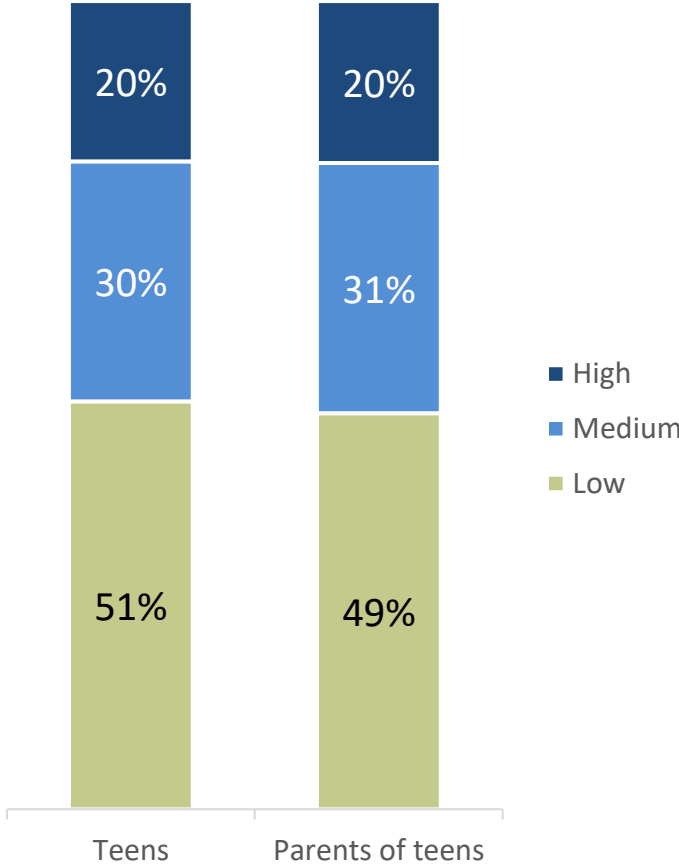
### Bad online experiences



### Online addiction



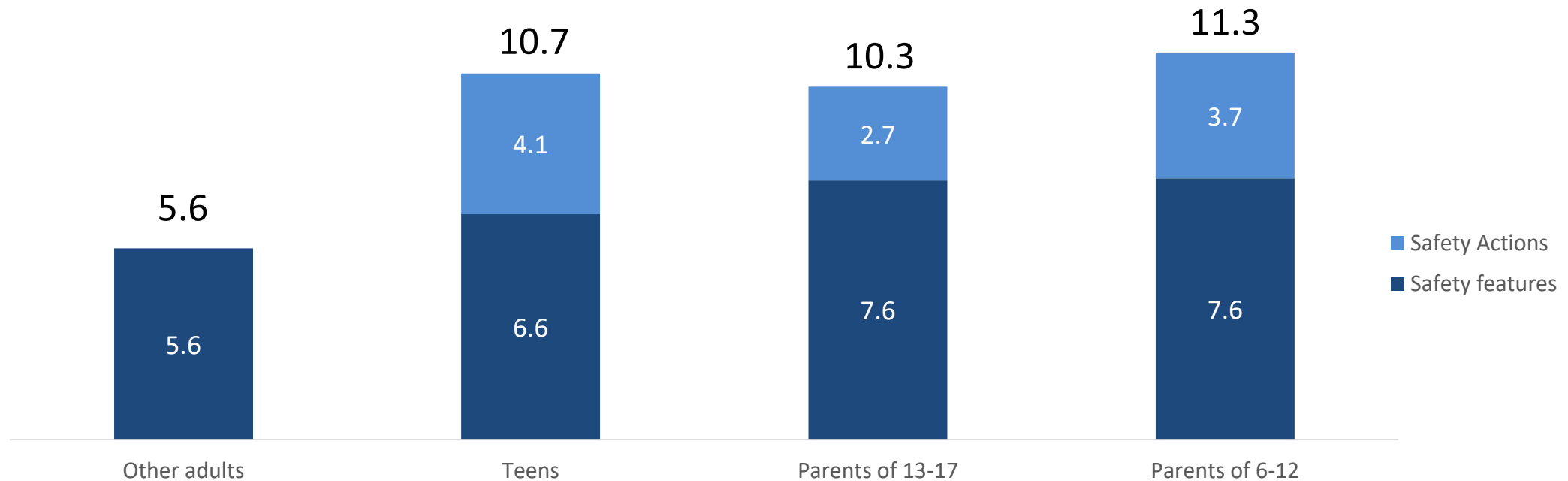
### Mental & physical health problems



# THEME 5: ROBUST USAGE OF SAFETY TOOLS & ACTIONS

*Teens leaned more heavily on safety actions than parents*

Average number of safety features and actions



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

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

QT2. Please tell us all the ways you try to keep yourself safe online

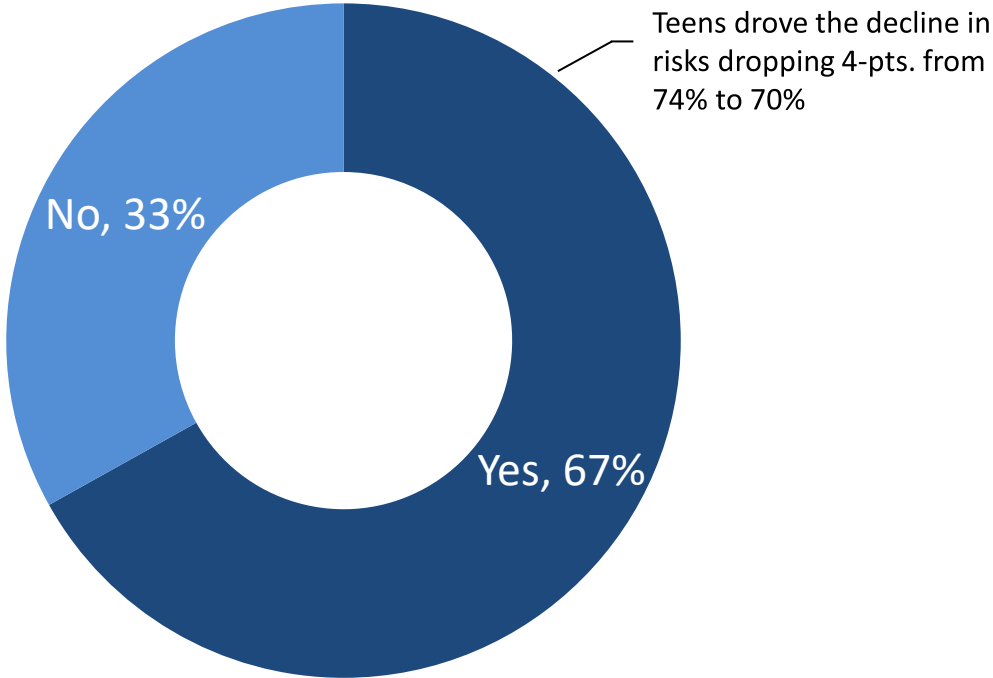
## The Risk Landscape



# 67% REPORTED EXPERIENCING A RISK IN THE PAST YEAR

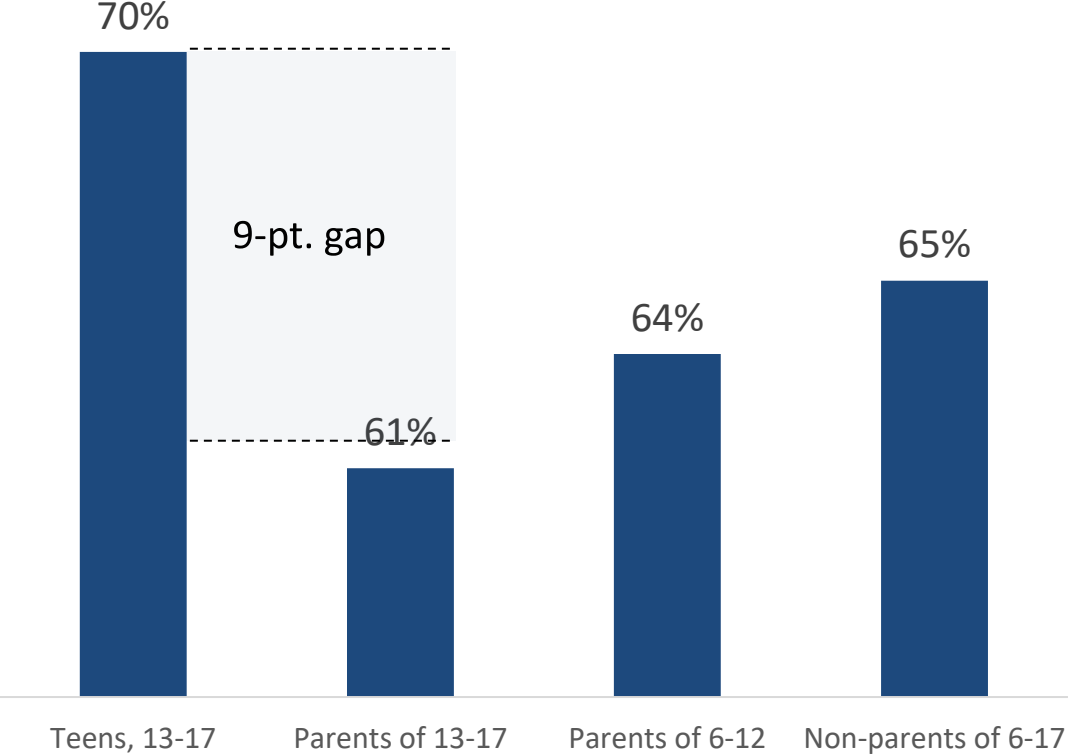
Parents underestimated their teenager's exposure to risks

Experienced at least one risk during the past year



Base: Total, N=16,795

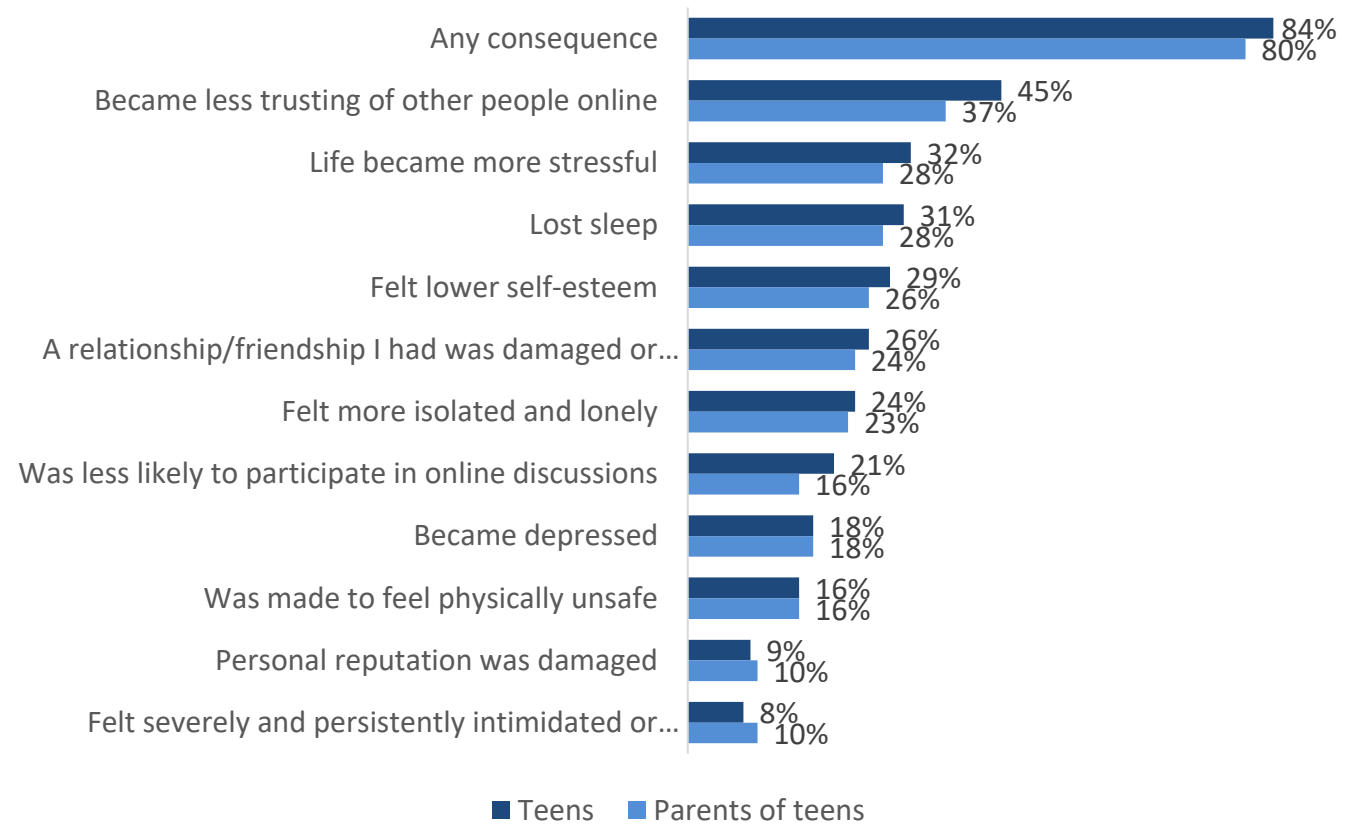
Any risk incidence by Segment



# PARENTS OF TEENS WERE BETTER AT ESTIMATING CONSEQUENCES

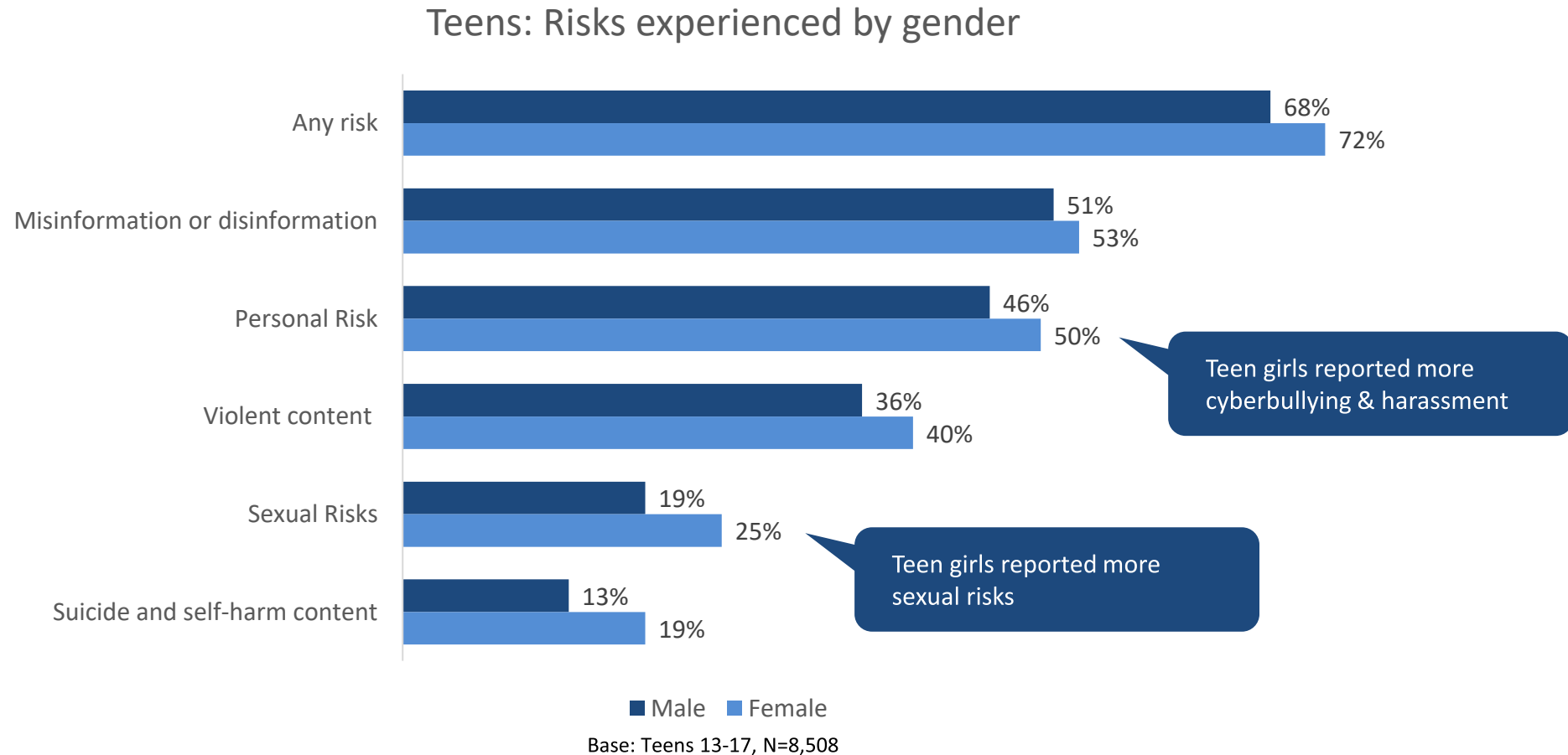
- Across the 11 consequences, parents on average underestimated by 2-pts.
- The biggest gaps between what teens reported and their parents reported were:
  - Loss of trust (45% vs. 37%)
  - Was less likely to participate in online discussions (21% vs. 16%)
  - Life became more stressful (32% vs. 28%)

Consequences from risks: Teens vs. Parents

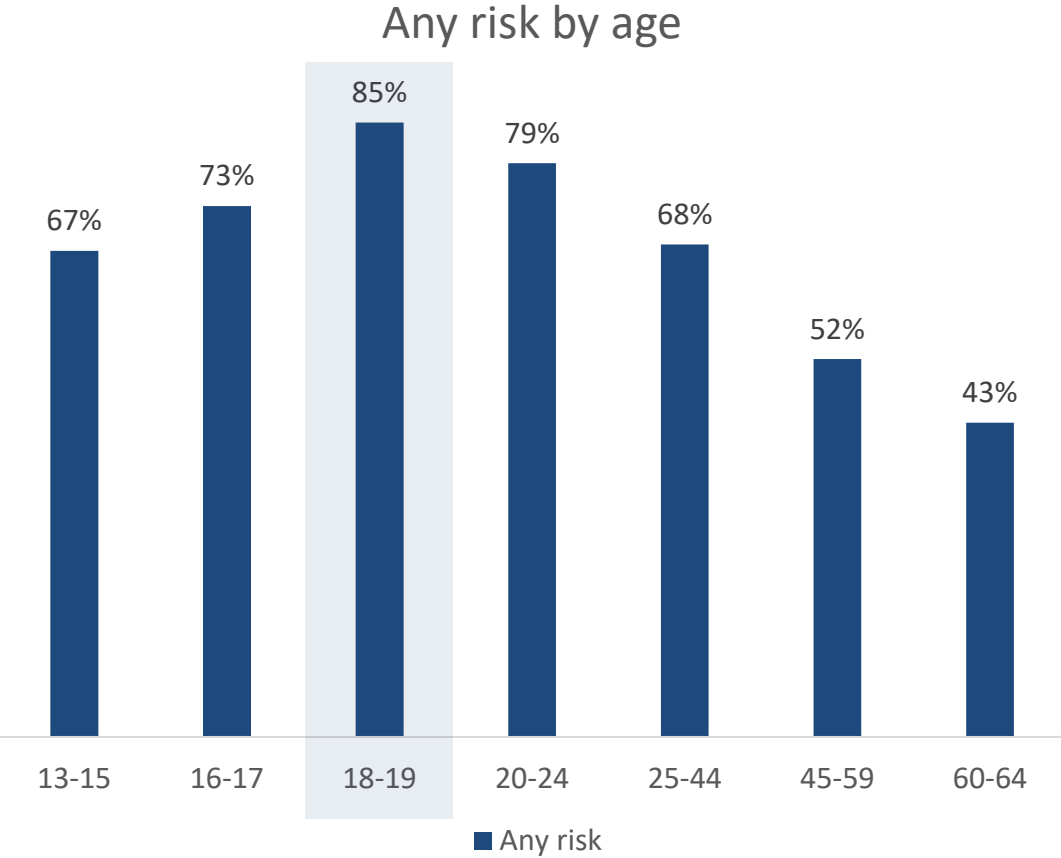


Base: Reported a risk, N=11,391

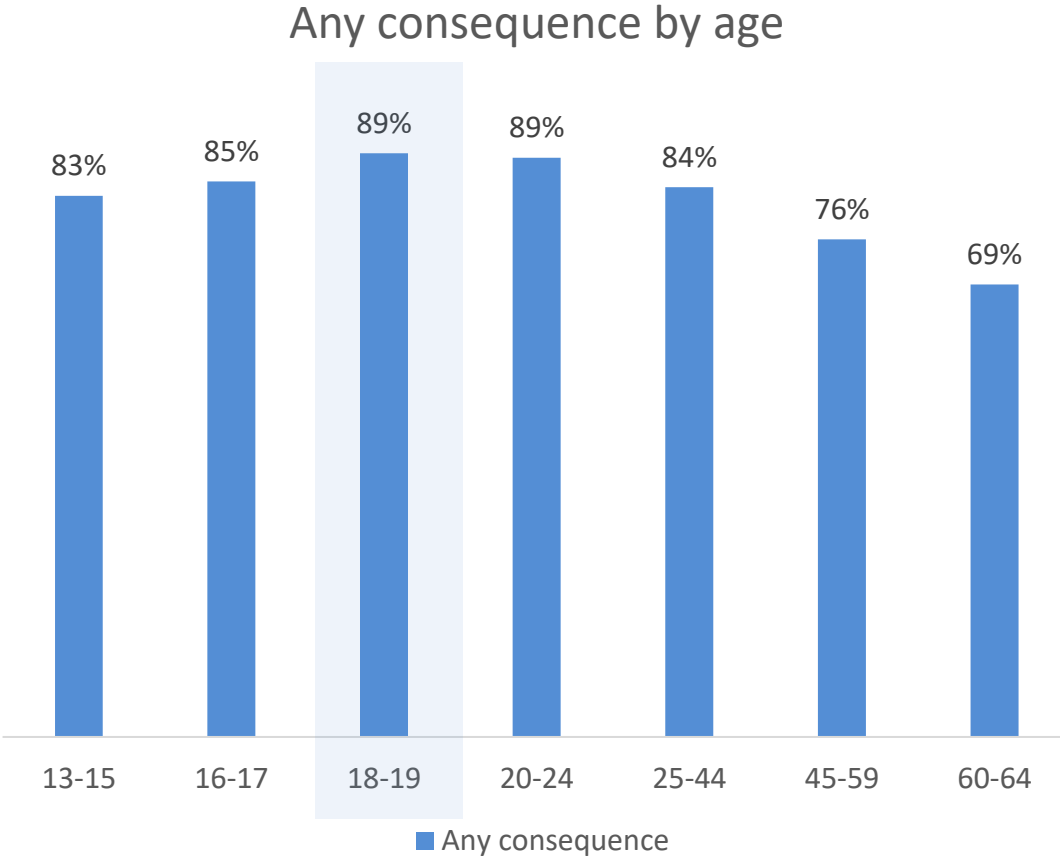
# TEEN GIRLS REPORTED EXPERIENCING MORE SEXUAL RISKS THAN BOYS



# EXPOSURE TO RISKS & CONSEQUENCES PEAKED AT AGE 18-19



Base: Reported a risk, N=11,391

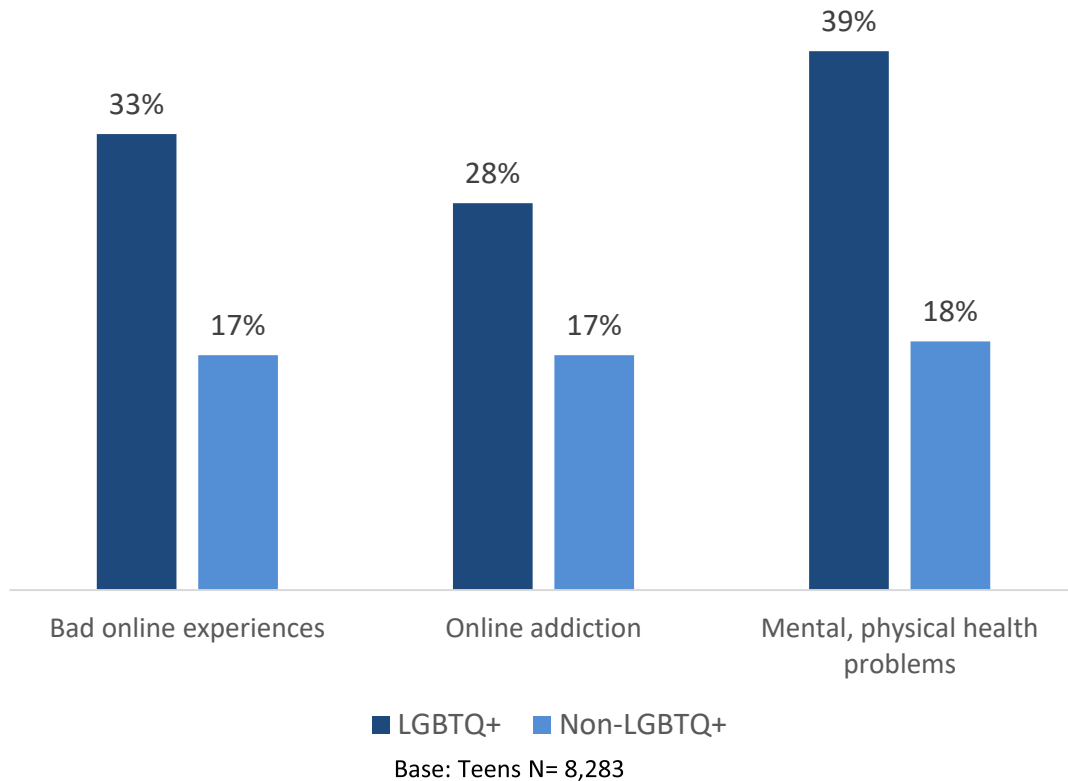


Base: Reported a risk, N=11,391

# TEEN LGBTQ+ FACED GREATER CHALLENGES TO THEIR WELL-BEING

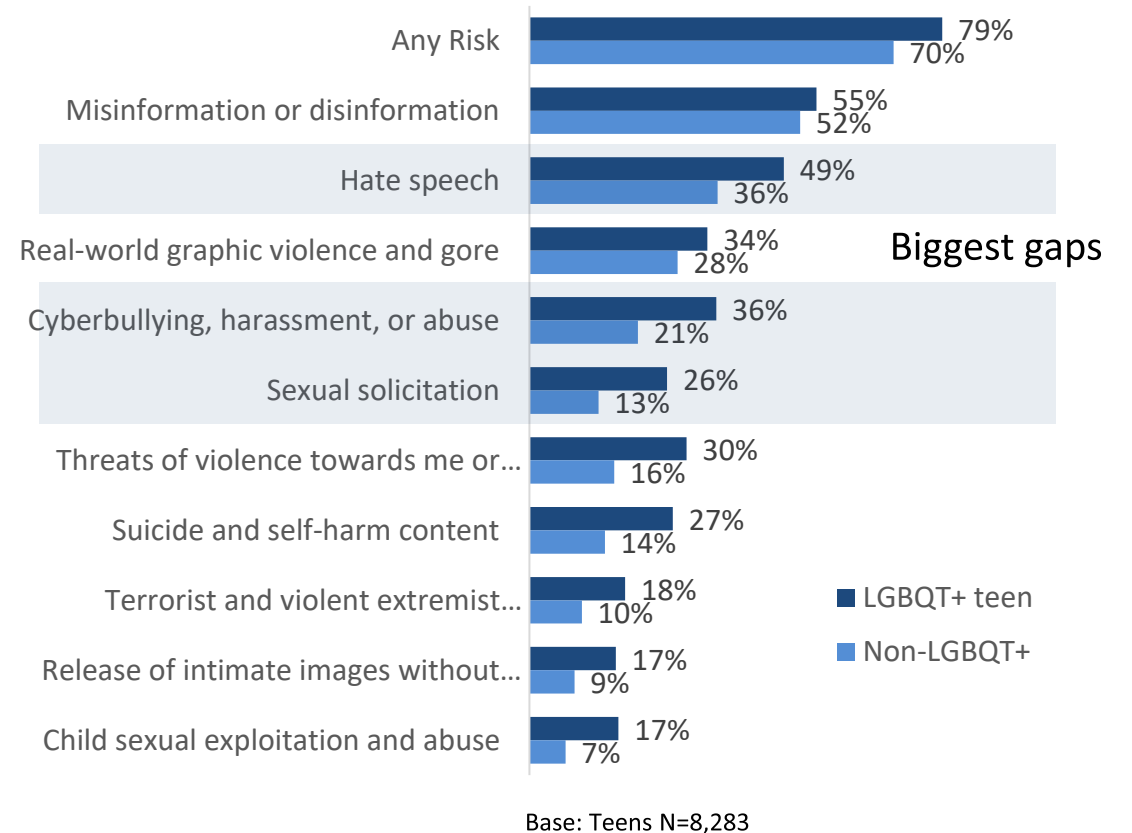
10% of Teens 13-17 identified as LGBTQ+, N=860

Proportion of scores that were high\*



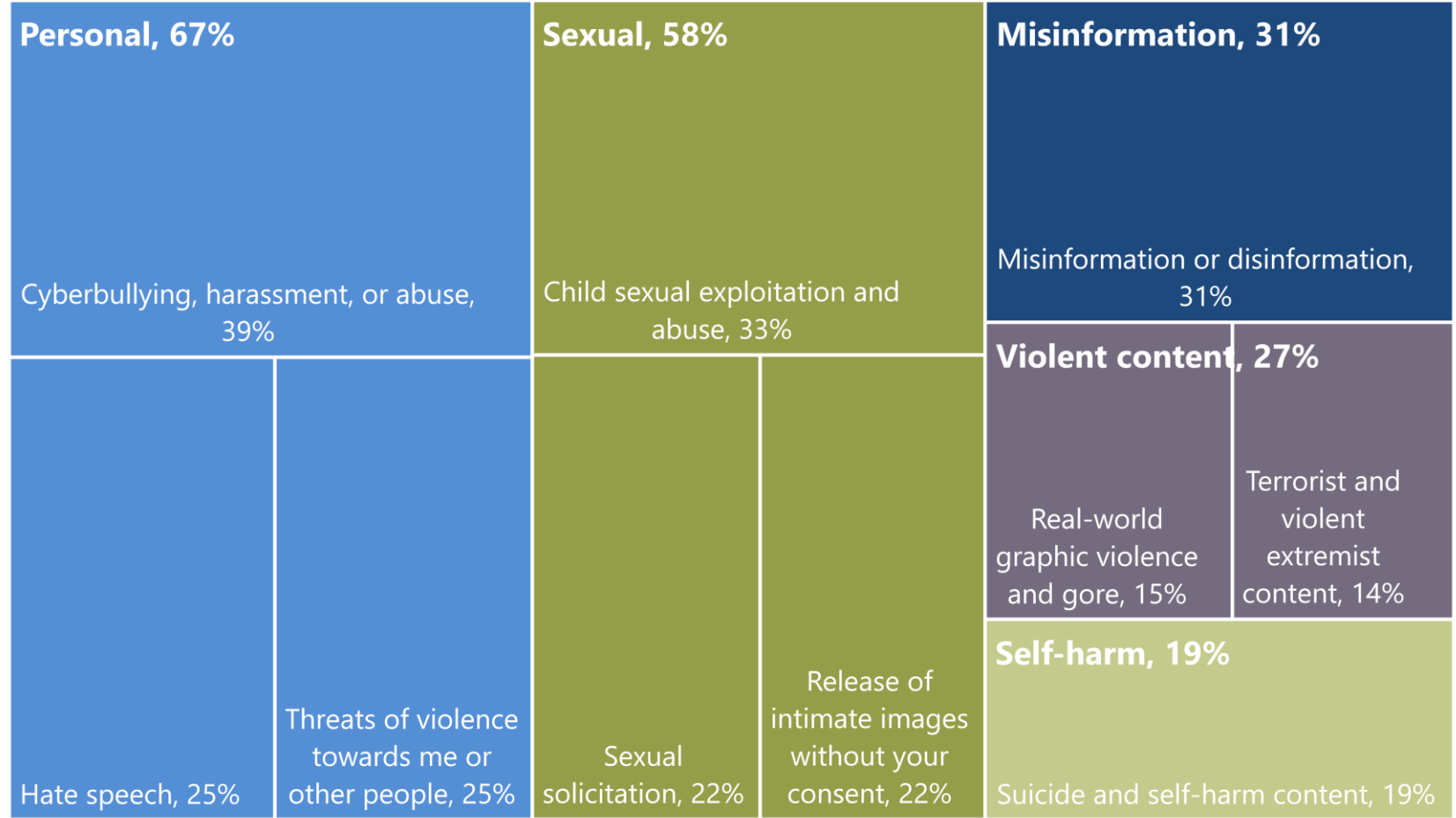
\* Only teens were asked all mental health questions about themselves. Adults self-rated on online addiction in addition to parents rating their child(ren)'s mental health.

All risks were higher for teen LGBTQ+



# PERSONAL & SEXUAL RISKS CAUSED THE MOST WORRY

- Personal and Sexual risks continued to top the worry list unchanged from 2022



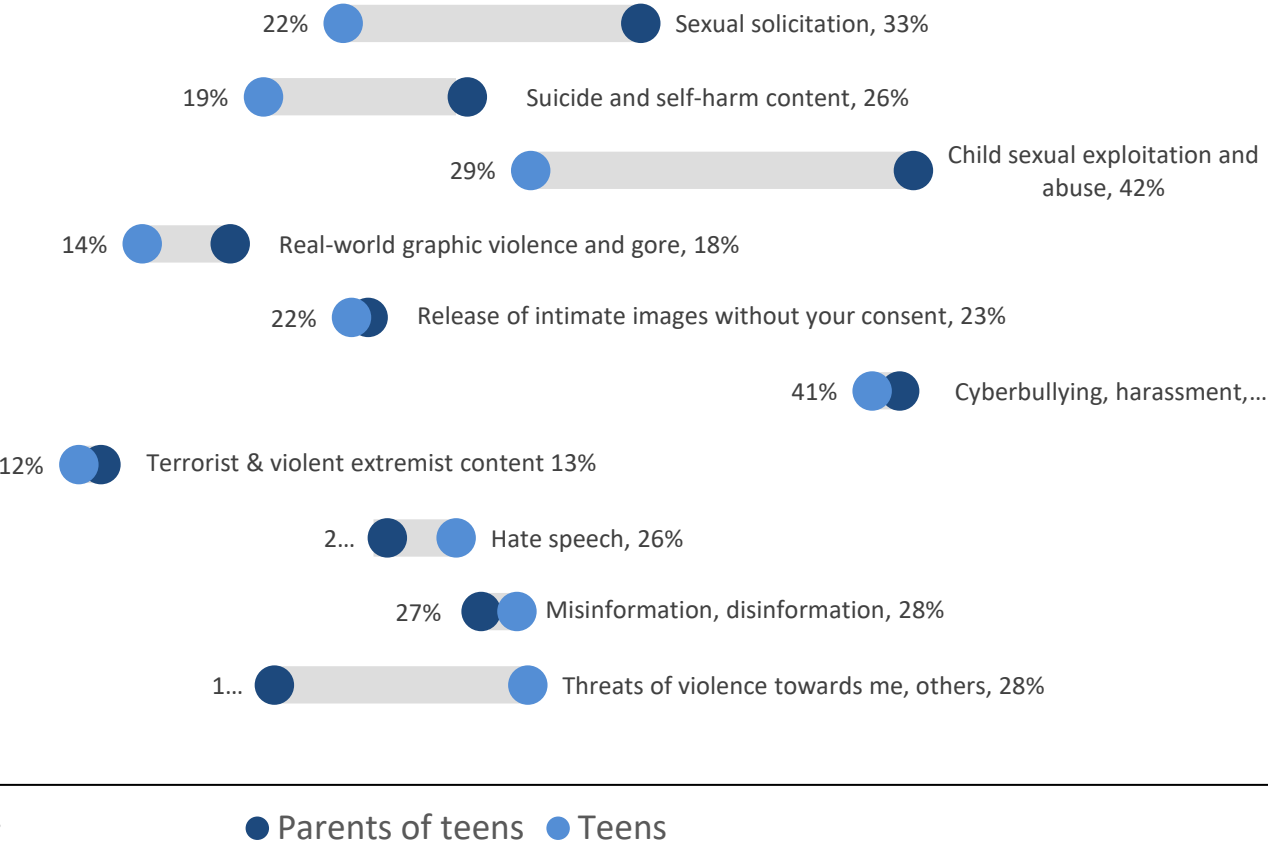
Base: Total, N=16,795

# WHAT PARENTS & TEENS WORRIED ABOUT VARIED BY RISK

• Compared to teens, parents of teens worried more about...

- Child sexual exploitation & abuse
  - Worry about this risk increased 4-pts. YoY among parents 13-17
- Sexual solicitation
- Suicide & self-harm content
- Real-world graphic violence & gore

Worries about risks: Teens vs. Parents



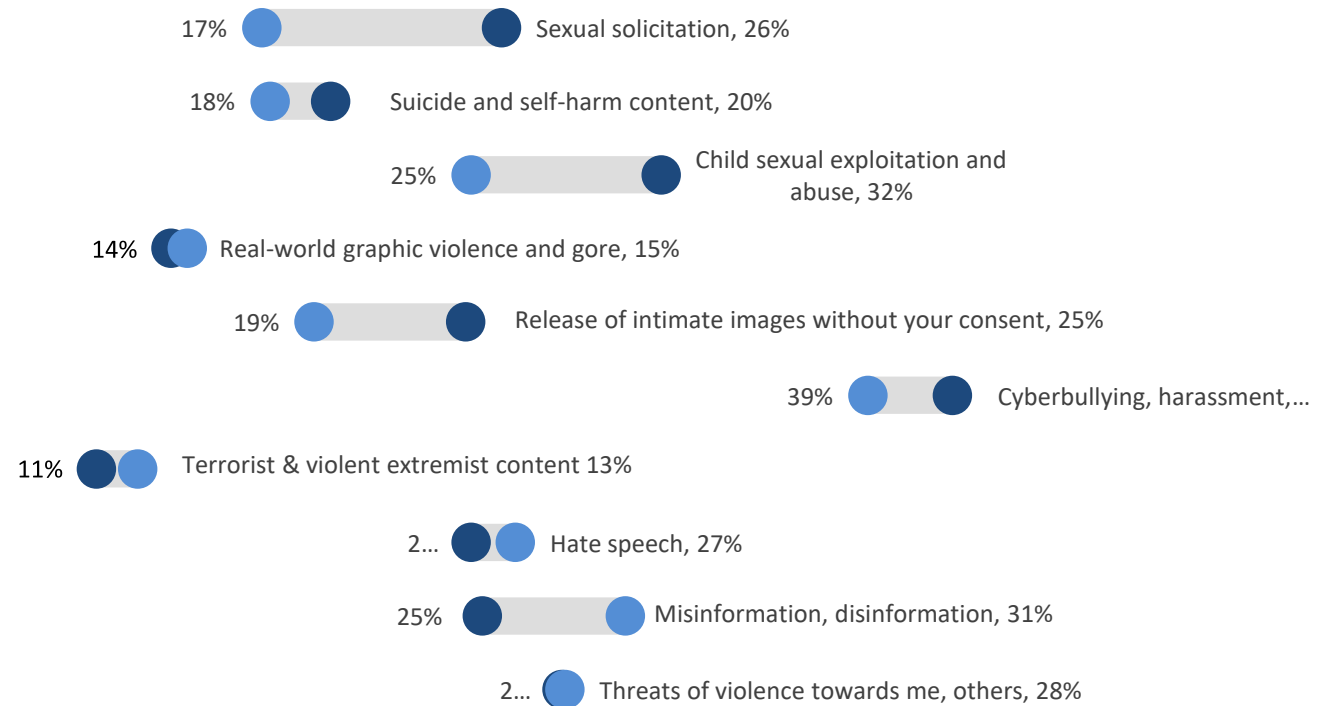
• Teens worried more about...

- Threats of violence towards themselves or others
- Hate speech

# RISKS GENERATED MORE WORRY FOR TEEN GIRLS THAN TEEN BOYS

- Compared to boys, teen girls worried more about...
  - Sexual risks (Net: 61% vs. 49%)
    - Child sexual exploitation & abuse (32%, 25%)
    - Sexual solicitation (26%, 17%)
    - Release of intimate images (25%, 19%)
  - Cyberbullying and harassment (42%, 39%)
- The only risk teen boys worried more about was misinformation and disinformation

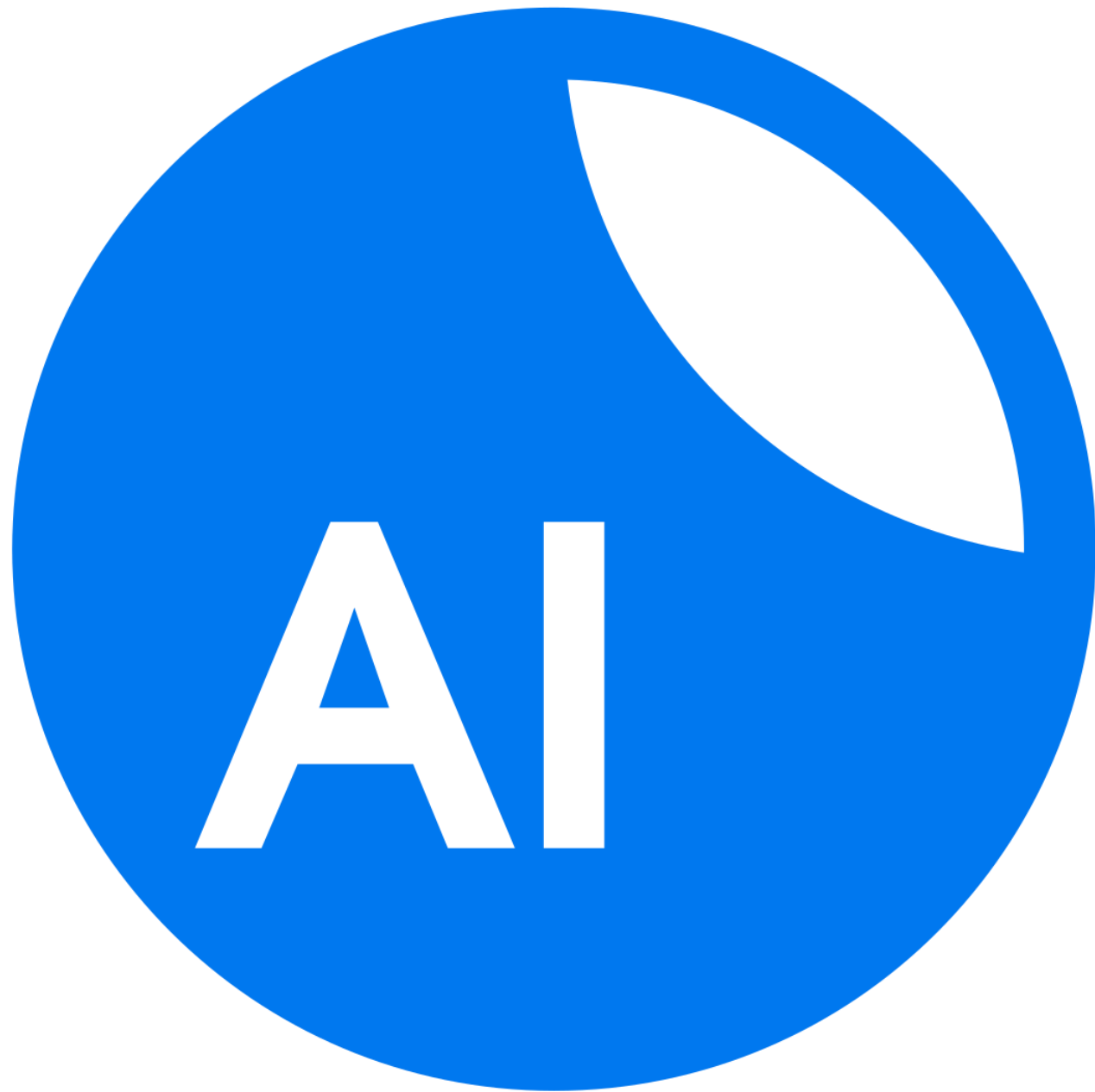
## Worries about risks: Gender differences among teens



Base: Total, N=8,508

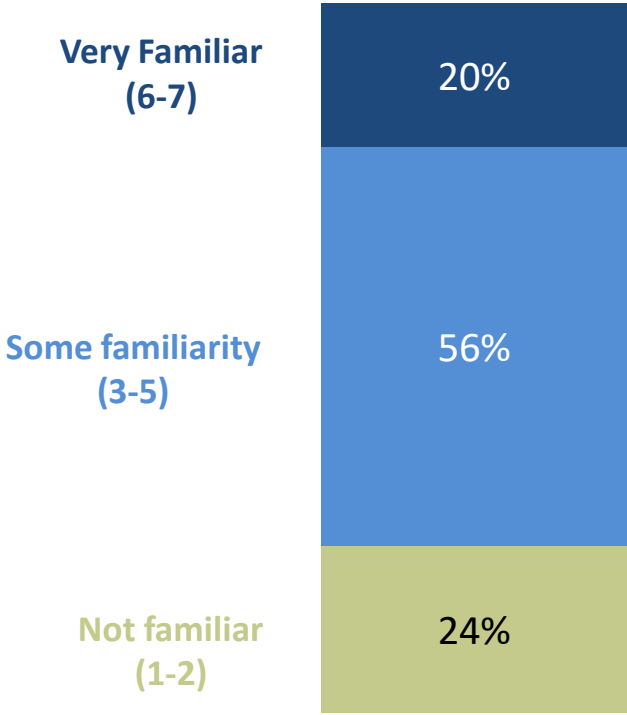
● Teen girls ● Teen boys

Generative AI



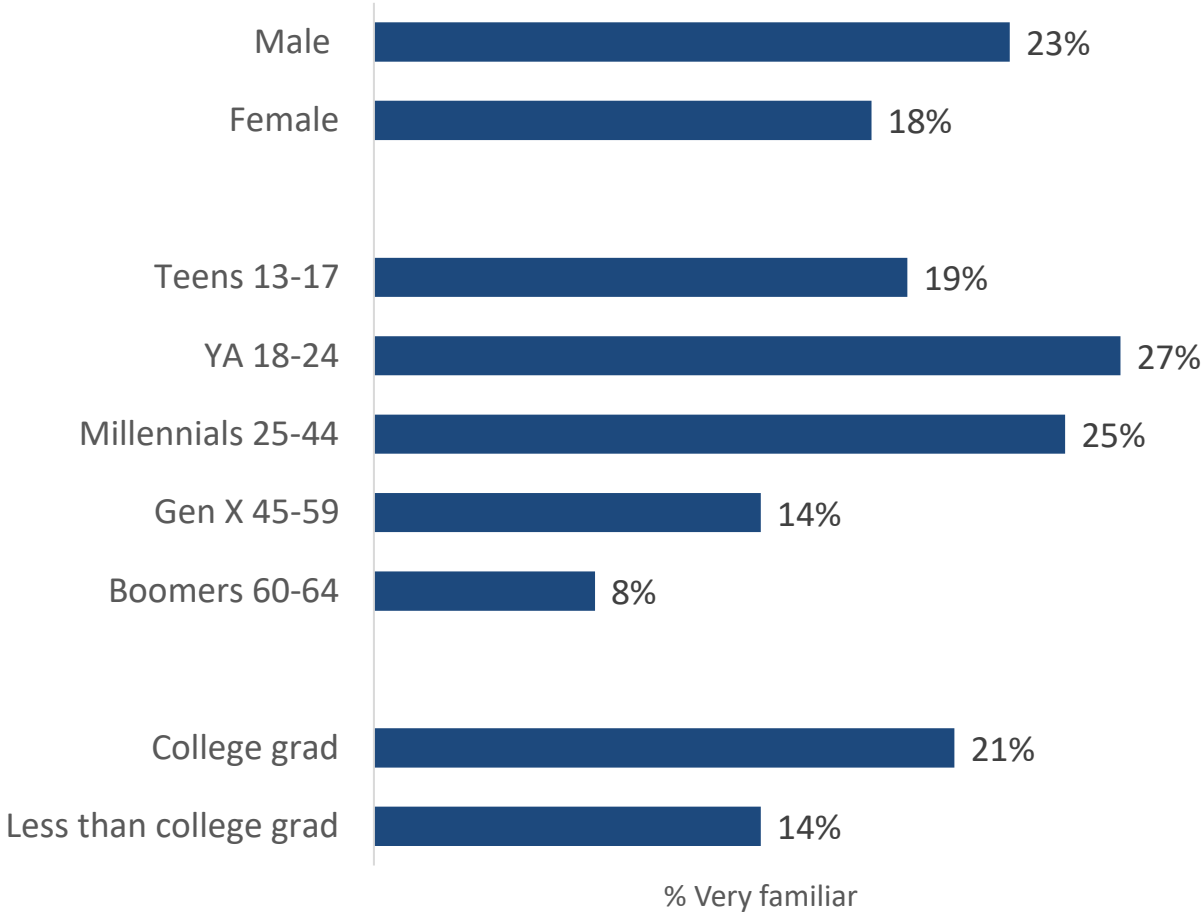
# 20% WERE VERY FAMILIAR WITH GENERATIVE AI

Familiarity with Generative AI



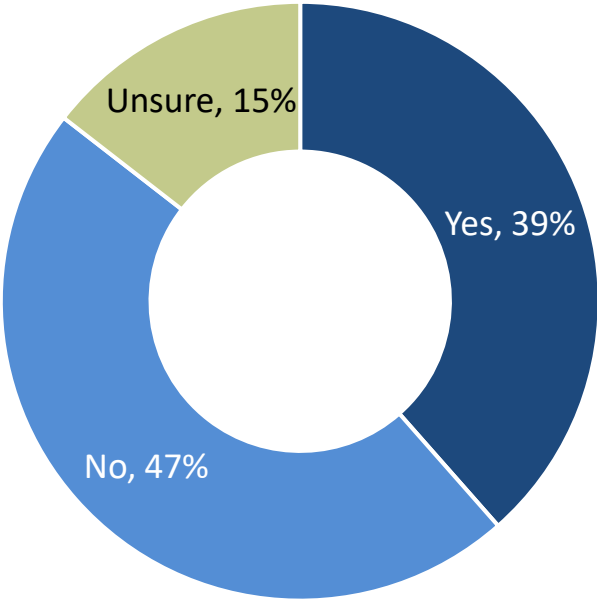
Base: Total N=16,795

Ages 18-24 had the highest familiarity at 27%



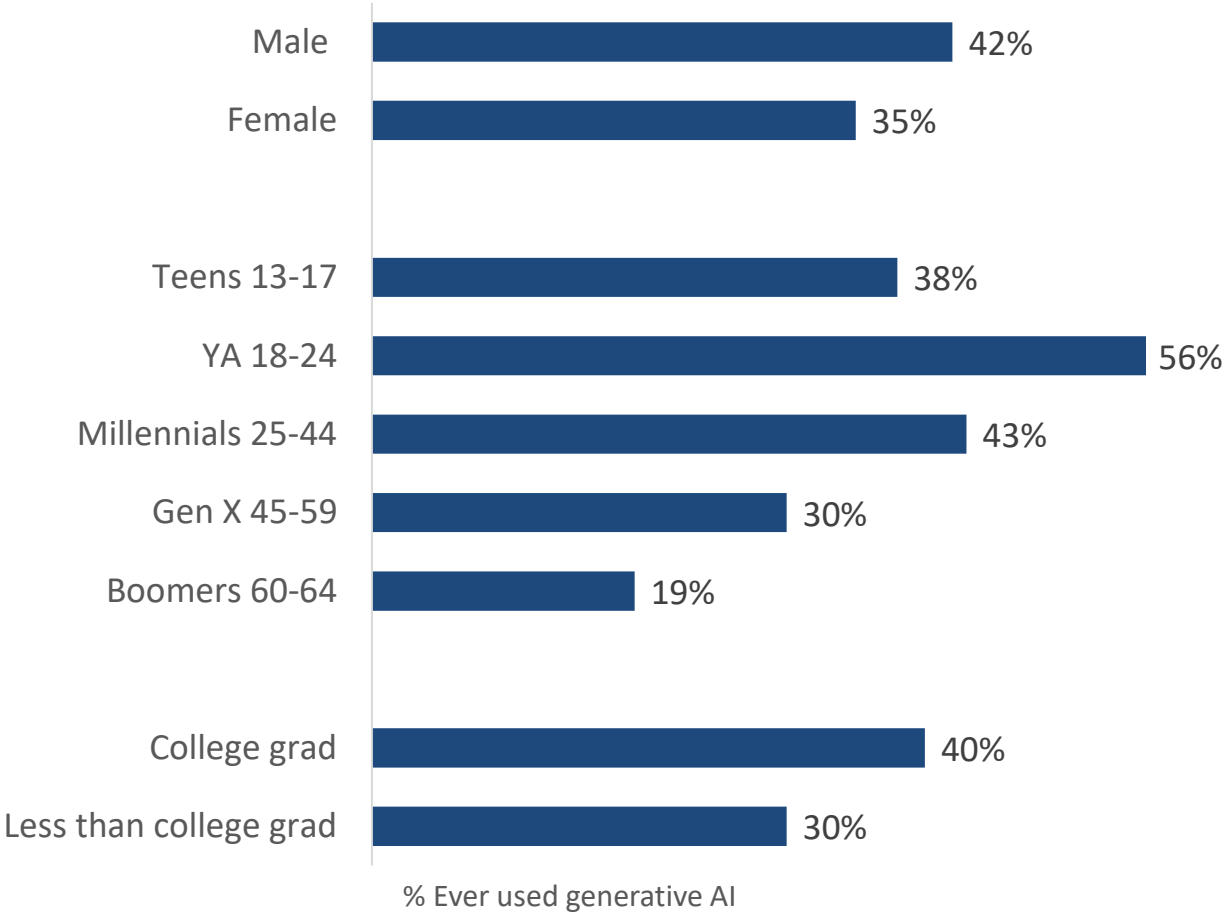
# NEARLY 40% HAVE EVER USED GENERATIVE AI

Have ever used Generative AI



Base: Total N=16,795

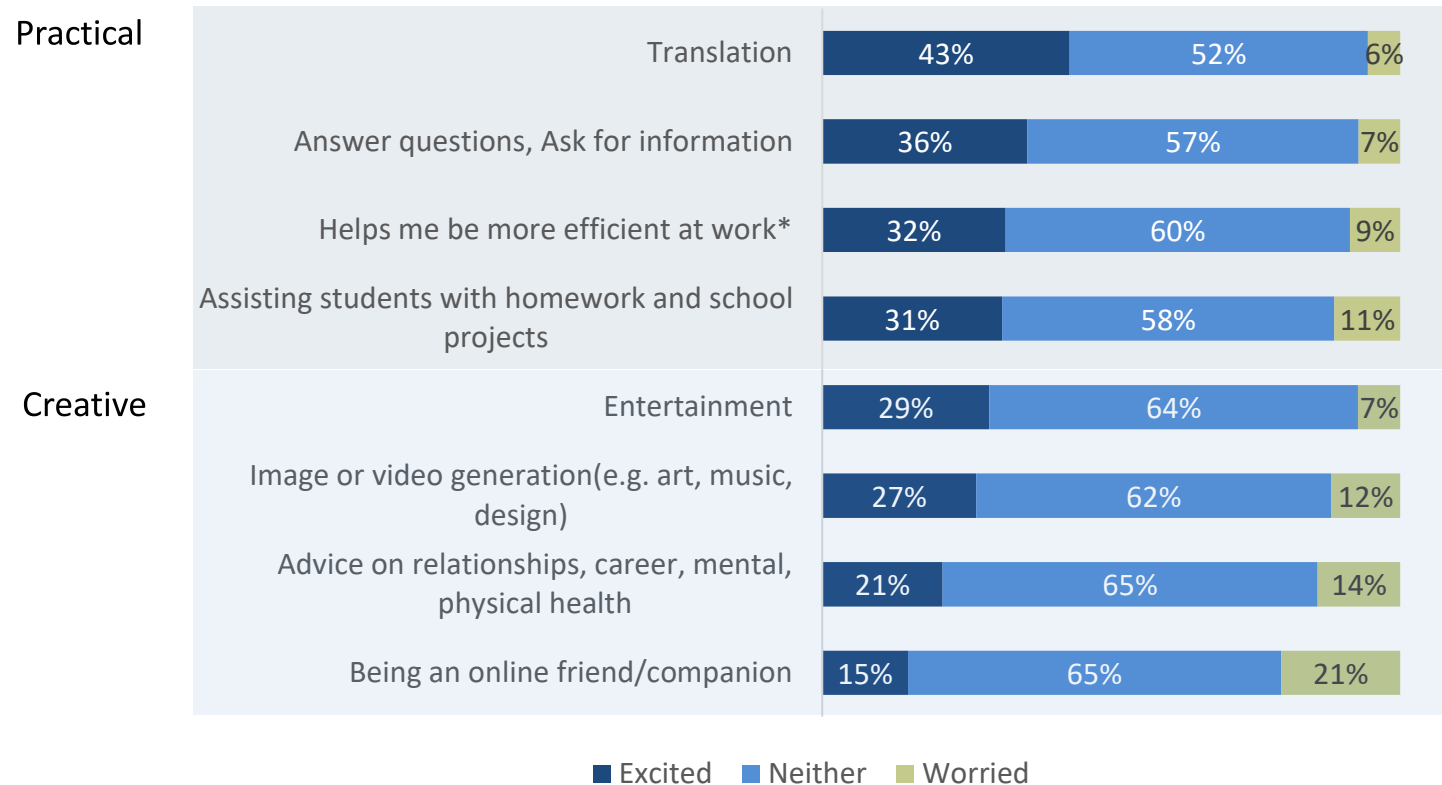
Generative AI was tried most by young adults 18-24



# USERS WERE MORE COMFORTABLE WITH PRACTICAL APPLICATIONS OF AI

- Scenarios that generated the most excitement were practical in nature. Higher levels of worry were reserved for scenarios that threaten intellectual property, human creativity, or personal identity
- At the margins, the average level of excitement (29%) exceeded the average level of worry (11%)
- Males were 3-pts. more excited than females on average. Males were more excited about:
  - Being more efficient at work (+6)
  - Video and image generation (+5)
- Females were more worried than males about:
  - Providing advice on relationships (+3)
  - Image/video creation (+2)
  - Being an online friend (+2)

Which scenarios generated the most excitement



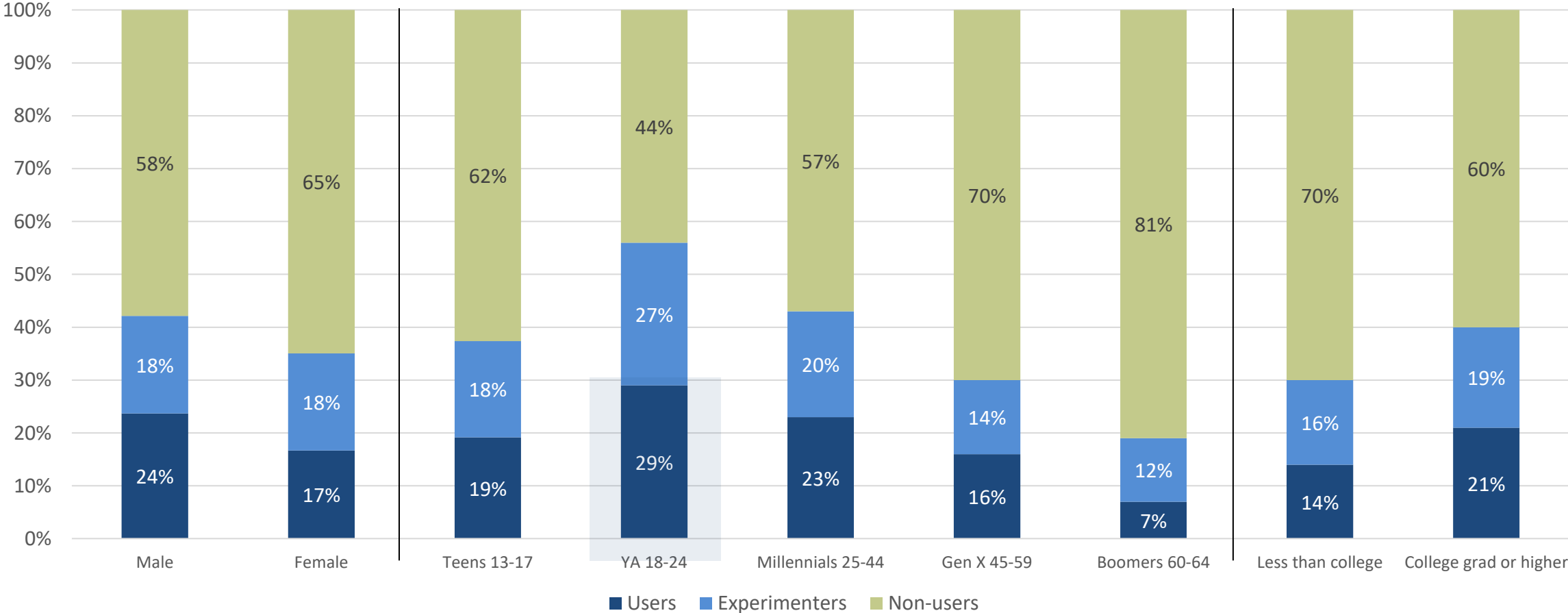
Base: Total N=16,795

\*Asked among Adults only

AI6. Thinking about the different possible uses of generative AI, how do you feel about their use for..  
 1=Extremely worried, 2= Very worried, 3=A little more worried, 4=Equally worried & excited, 5=A little more excited , 6=Very excited, 7=Extremely excited.

# HIGHEST PENETRATION OF ACTIVE USERS WAS AMONG YA 18-24

Usage of generative AI by group

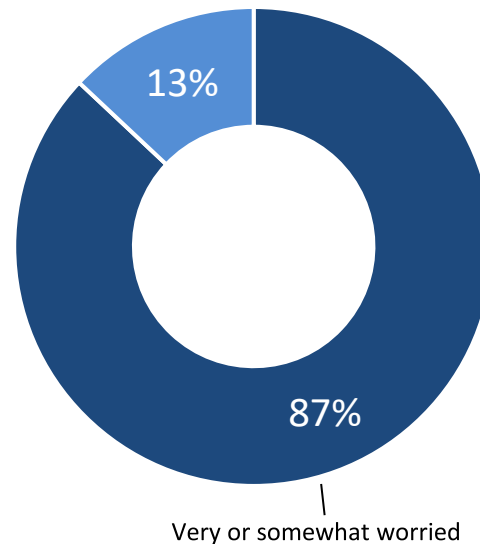


A14. Have you ever used generative AI?  
 A15. How frequently have you used generative AI over the past 3 months?

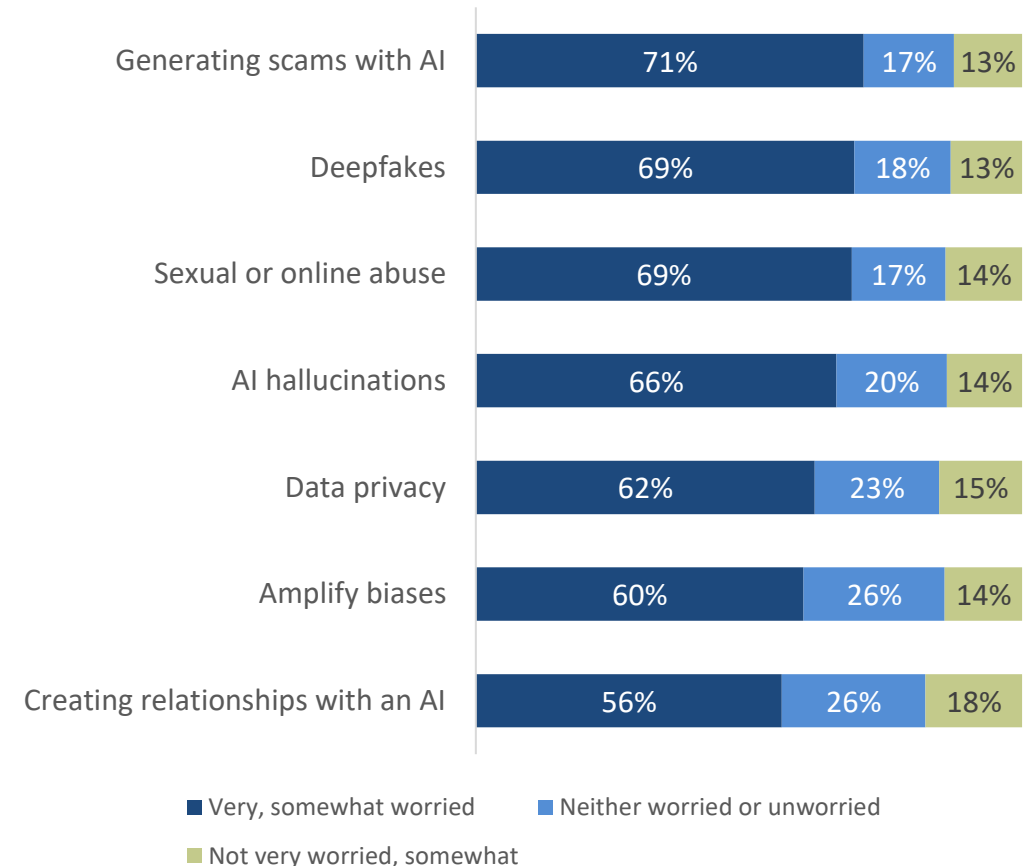
# 87% WERE WORRIED ABOUT AT LEAST ONE GENERATIVE AI SCENARIO

- The average level of worry across all potential problems was 65%.
- Worry steadily increased with age: Gen X, 63%, Millennials, 65%, Gen X, 70% and Boomers, 73%
- Using AI to generate scams elicited the most worry closely followed by Deepfakes and sexual or online abuse
- On average, female worry ratings were 5-pts. higher than males. The largest gaps were:
  - Sexual or online abuse (+7)
  - Creating relationships with AI (+7)
  - Amplifying biases (+6)

Worry about at least one AI scenario



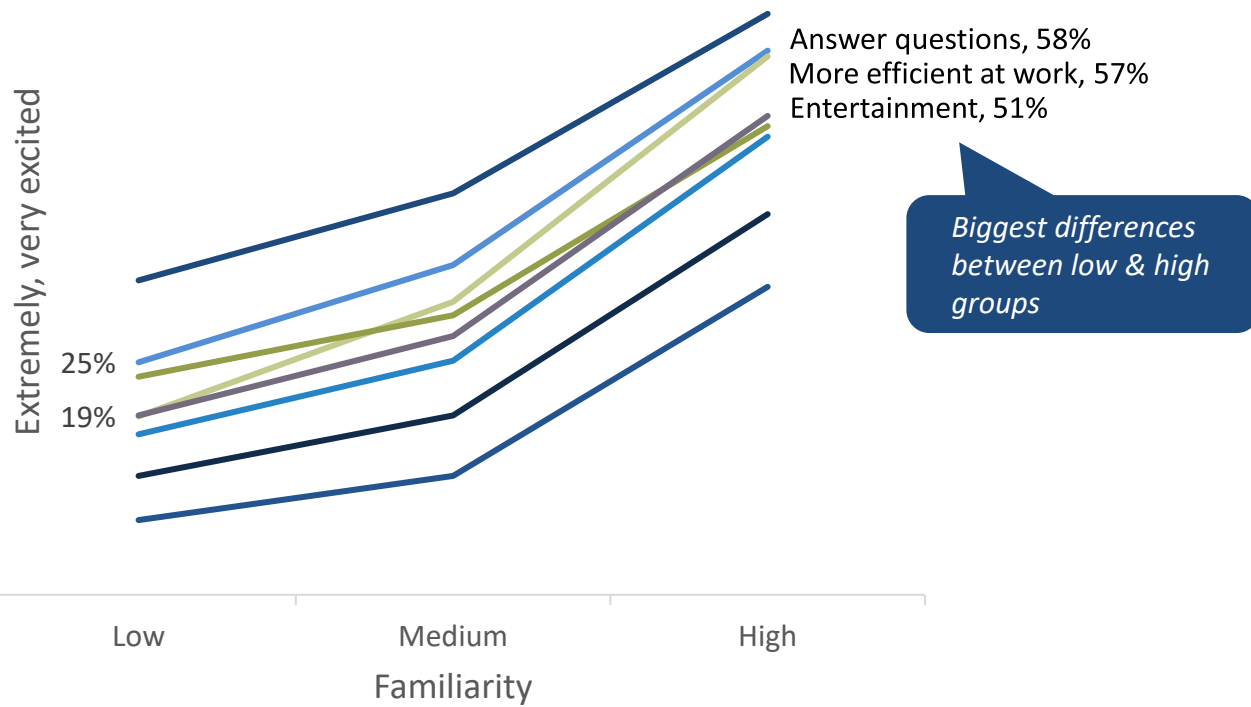
Worry about generative AI scenarios



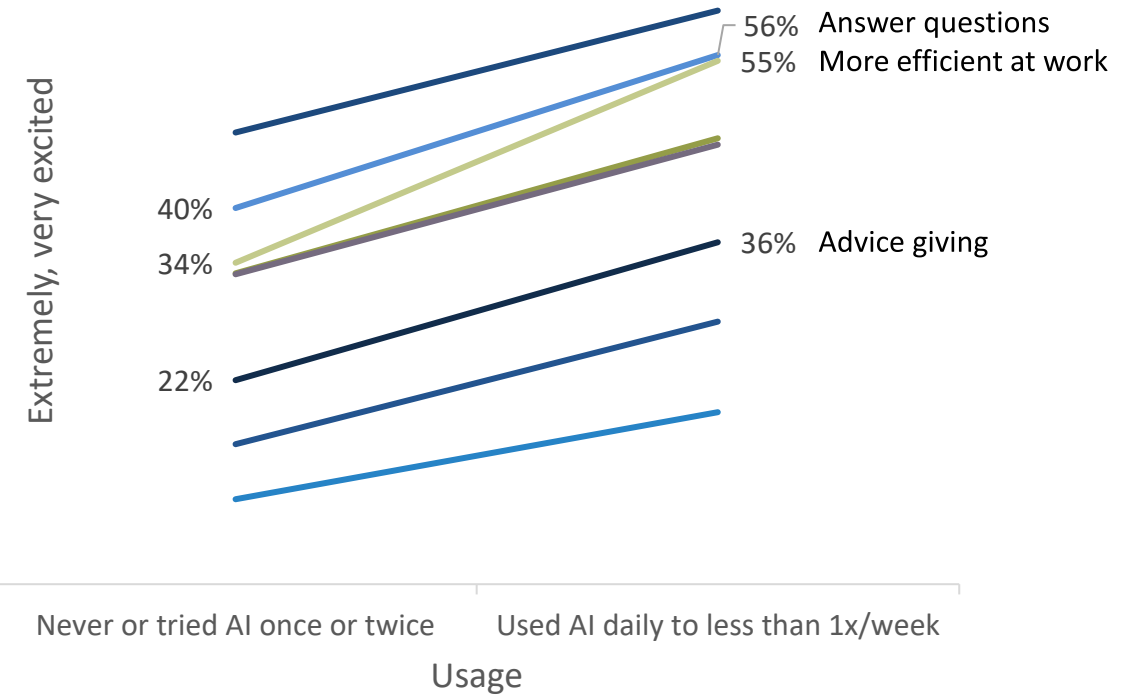
Base: Total N=16,795

# GREATER FAMILIARITY & USAGE LED TO MORE EXCITEMENT ABOUT AI APPS

As familiarity increased, excitement about Generative AI increased



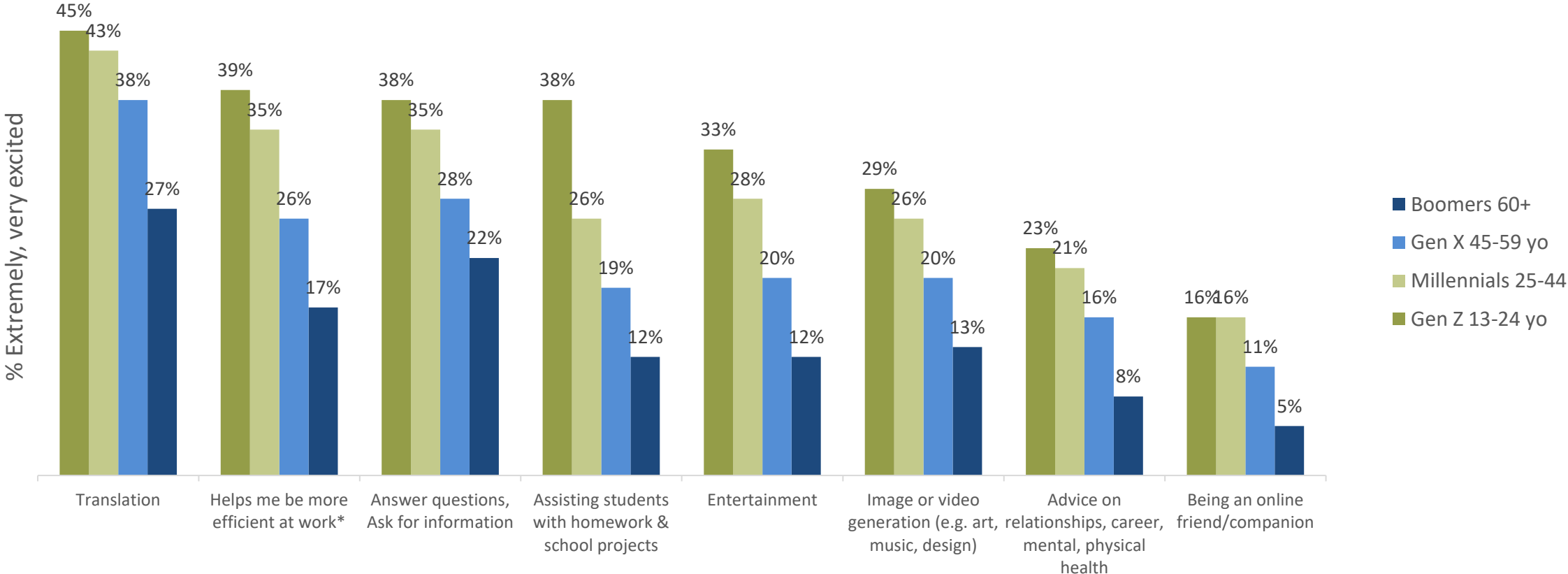
As usage increased, excitement about Generative AI increased



AI3. How familiar are you with generative AI? Scale 1=Not at All Familiar, 7=Very Familiar  
 AI4. Have you ever used generative AI? AI5. How frequently have you used generative AI over the past 3 months?  
 AI6. Thinking about the different possible uses of generative AI, how do you feel about their use for...  
 AI7. How worried are you about the potential problems introduced by the use of generative AI technology?

# GEN Z AND MILLENNIALS HAVE GREATER EXCITEMENT ABOUT AI APPS

Gaps greatest on using Generative AI for work or school, and entertainment



\*Asked among 18+ only

AI6. Thinking about the different possible uses of generative AI, how do you feel about their use for..  
 1=Extremely worried, 2= Very worried, 3=A little more worried, 4=Equally worried & excited, 5=A little more excited , 6=Very excited, 7=Extremely excited.

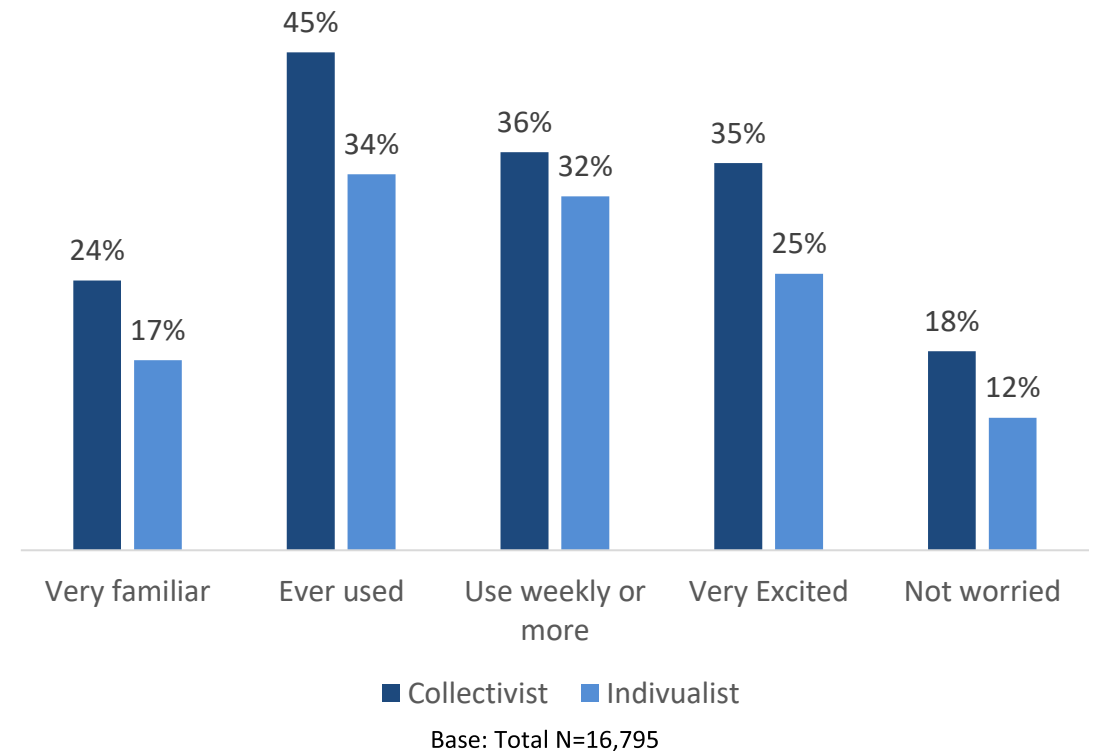
# RESPONSES TO GENERATIVE AI DIFFERED DEPENDING ON CULTURE

## Individualism vs. Collectivism\*

This describes a dimension of culture that relates the degree to which people in a society are integrated into groups

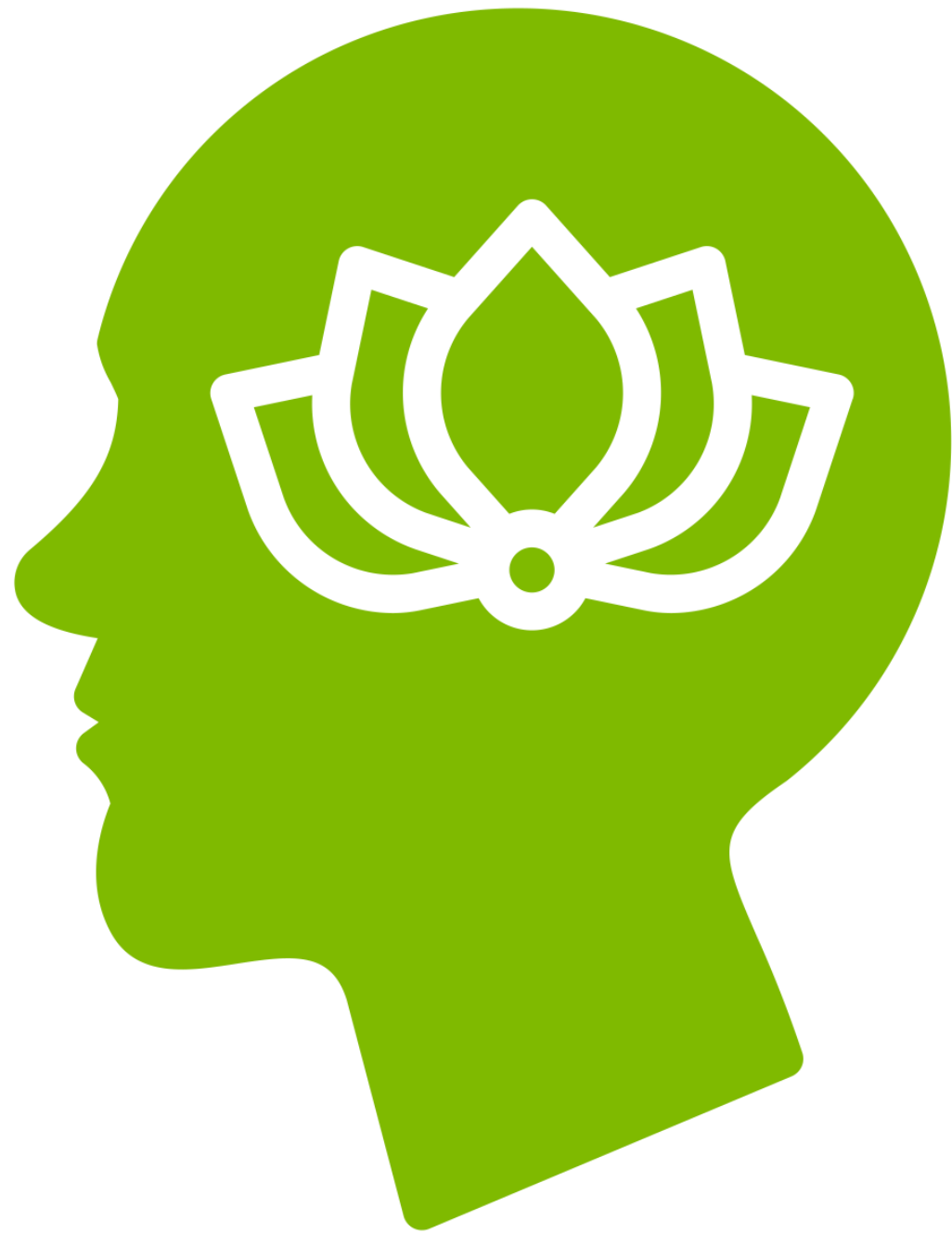
- Individualist cultures create ties between individuals that are loose: everyone is expected to look after him/herself and his/her immediate family. The culture is characterized as an “I” consciousness
  - Australia, Canada, Czechia, Denmark, France, Germany, Italy, S. Africa, UK, USA
- Collectivist cultures prioritize ties that start at birth and are integrated into strong, cohesive in-groups, often through extended families. The culture is characterized as a “We” consciousness
  - Brazil, Colombia, India, Mexico, Singapore, S. Korea, Spain

Responses to Generative AI were more positive in Collectivist countries



\* Classification of country culture is based on the Hofstede model. A country scoring tool can be found here: [Country comparison tool \(hofstede-insights.com\)](https://www.hofstede-insights.com/country-comparison-tool)

WELL-BEING



# MEASURES OF TEEN WELL-BEING

*Parents were asked to estimate their teen's well-being*

## Online Addiction

- Find your mind is preoccupied with thoughts about your life online
- Become so absorbed when you are online that you forget the world around me
- Find it difficult to limit your time online
- Go online to reduce stress or anxiety when you feel moody or sad
- Lose sleep because you are online late at night, or you wake up at night to check what's happening online
- Check your phone or digital device even when you are interacting with other people



## Bad online experiences

- I am often the target of bullying or harassment online
- I feel bad about my appearance when I see images and messages online about body image
- I feel like I'm not good enough compared to others I see online
- I feel overwhelmed by too much information including what I see happening online
- I often feel anxious or worry I will miss out on what's happening socially if I'm not online
- I routinely see content online that I find harmful or that makes me uncomfortable

## Mental/Physical health problems

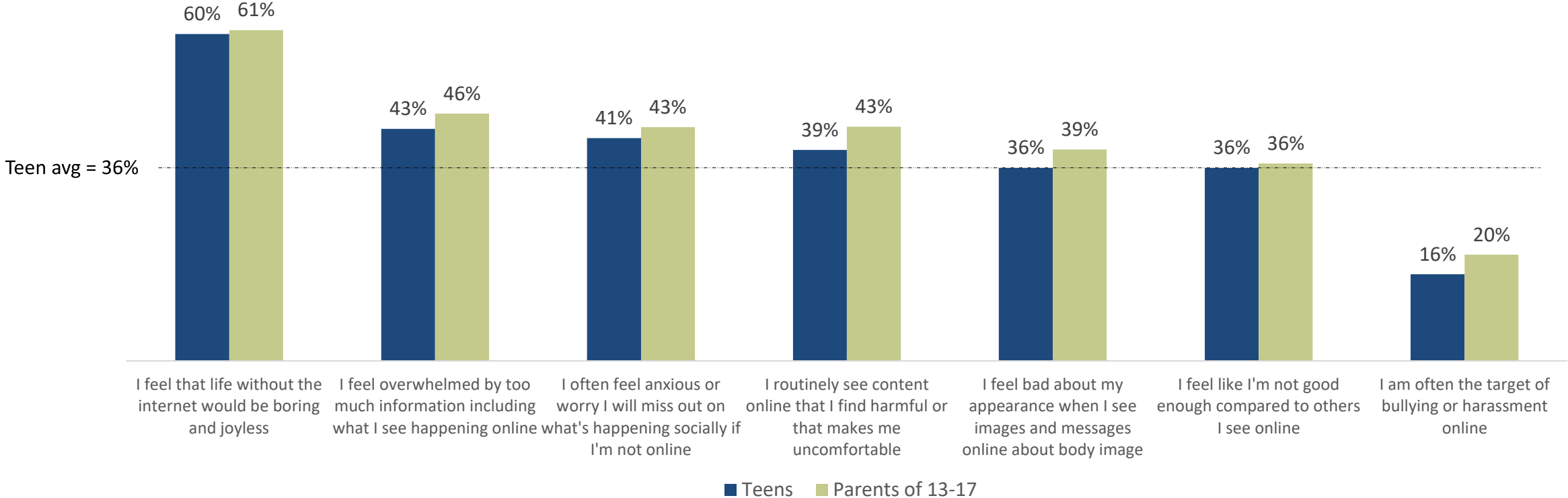
- Feeling nervous, anxious or on edge
- Have trouble controlling worrying
- I have felt I have nothing to look forward to
- I have felt sad or had a depressed mood
- Lack of energy or feeling tired
- Having trouble sleeping
- Difficulty concentrating
- Physical pain



# PARENTS OVERESTIMATED THE LEVEL OF BAD EXPERIENCES FOR TEENS

*58% of teens had at least one bad online experience*

Bad online experiences (agree completely, a lot, a little %)

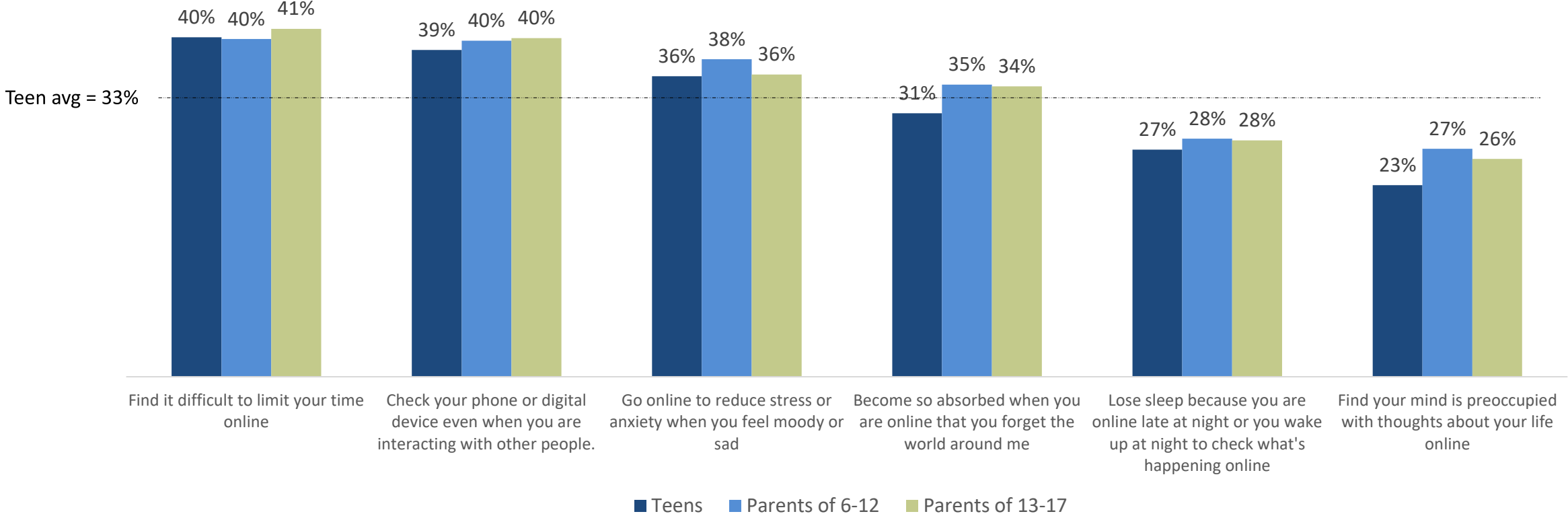


MH1. How much do you agree or disagree with the following statements. [Parent wording] In the following questions, please answer these as you believe your child(ren) would.. How much do you agree or disagree... Scale Disagree: 1=completely disagree, 2, disagree a lot, 3 disagree a little, 4 Neither agree or disagree, Agree: 5 agree a little, 6 agree a lot, 7 agree completely

# INABILITY TO LIMIT TIME ONLINE WAS THE BIGGEST CHALLENGE

66% of teens reported at least one addictive behavior

Online addiction (Almost all the time, a lot of the time %)

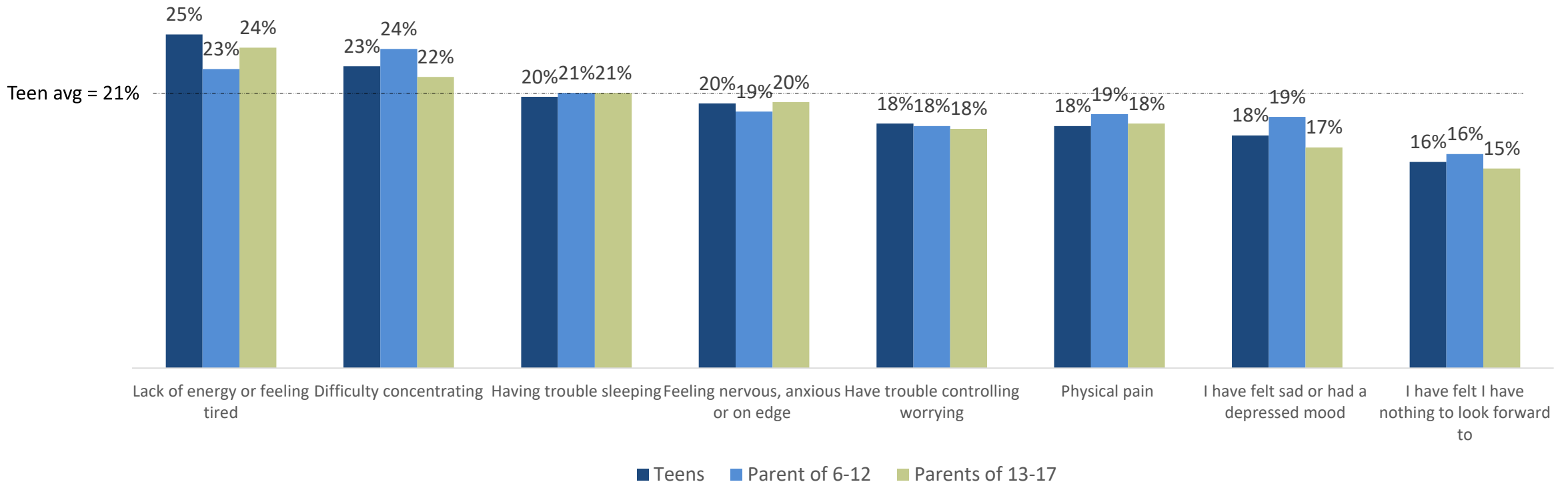


MH2. Please read each statement and tell us how often you... [Parent wording] In the following questions, please answer these as you believe your child(ren) would.. How often do your children... Scale Disagree: 1=never, 2, rarely, 3 sometimes, 4 a lot of the time, 5 almost all the time

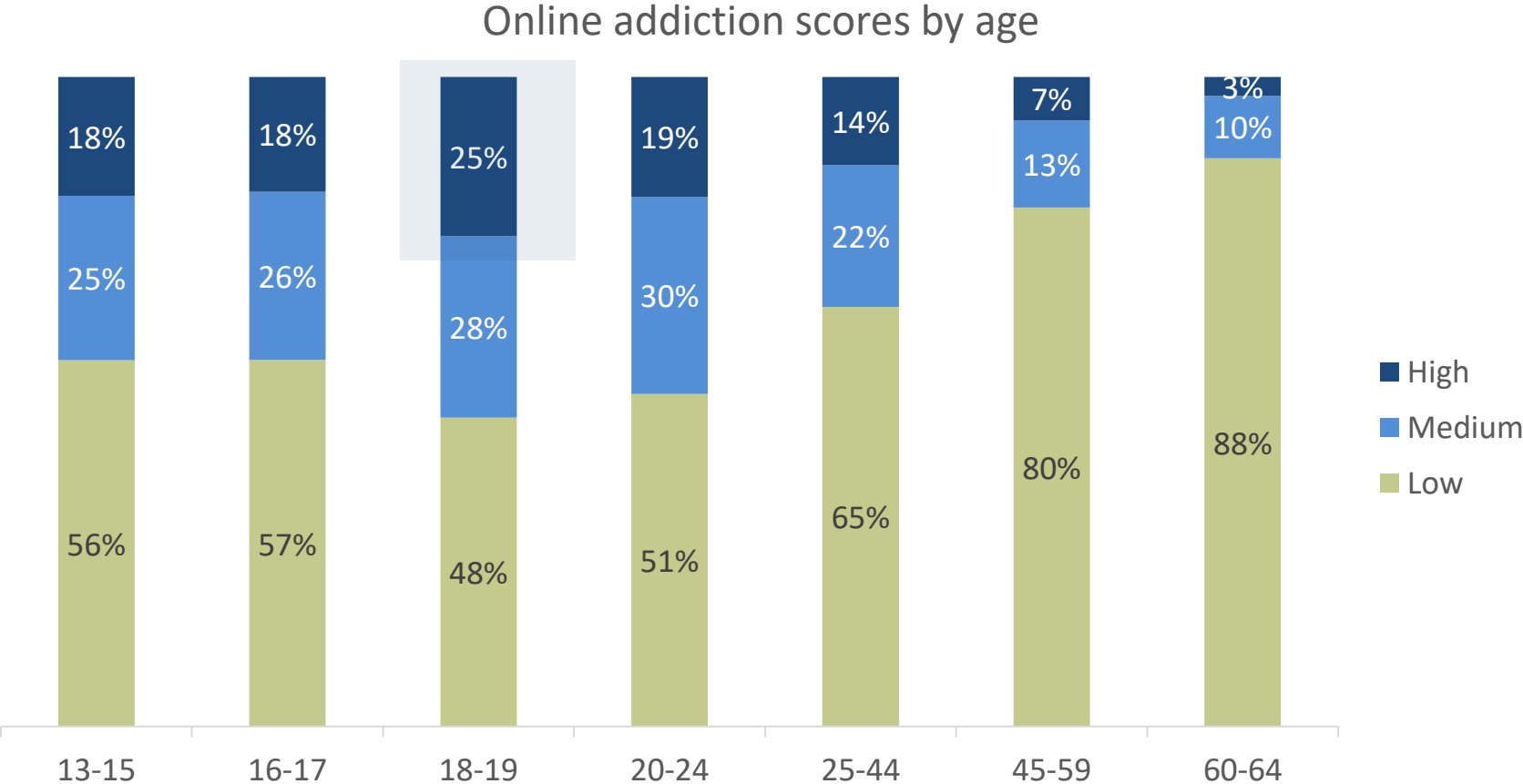
# TEENS REPORTED A LACK OF ENERGY MOST OFTEN

*45% of teens experienced at least one problem*

Mental, physical health problems (past 3 months, almost all the time, a lot of the time %)



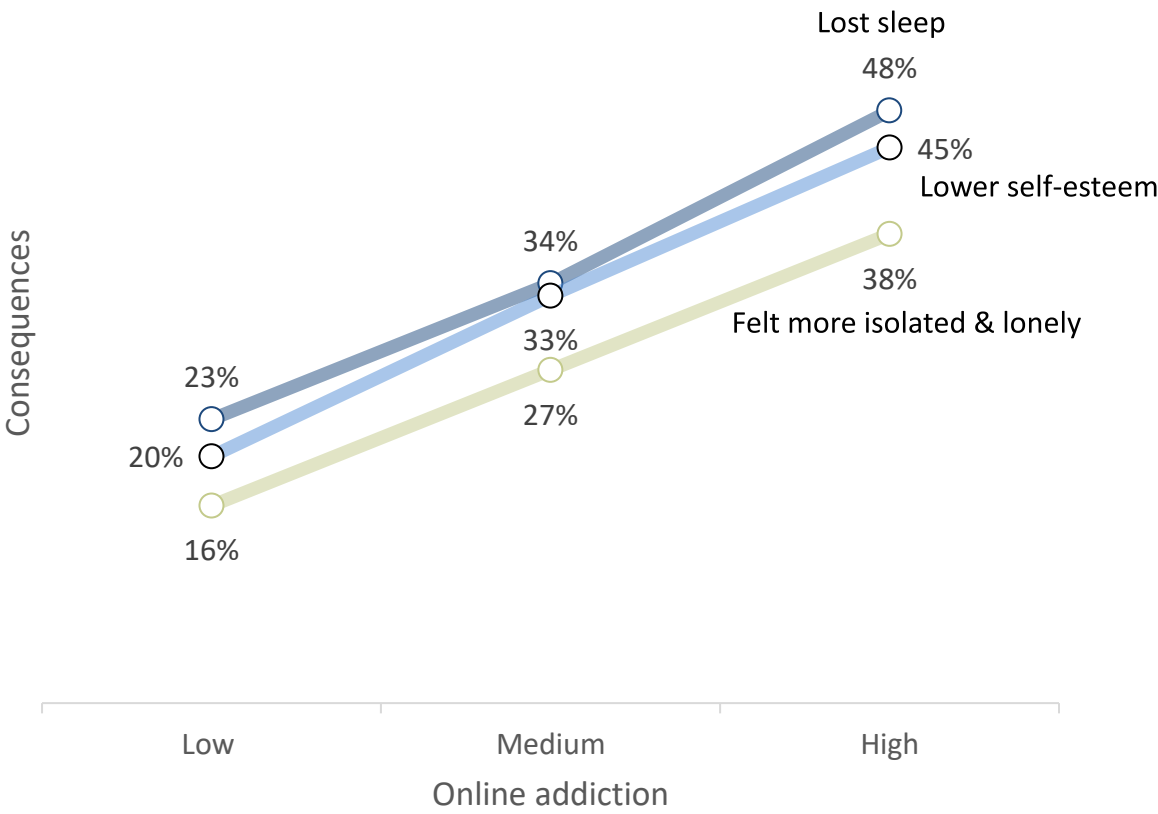
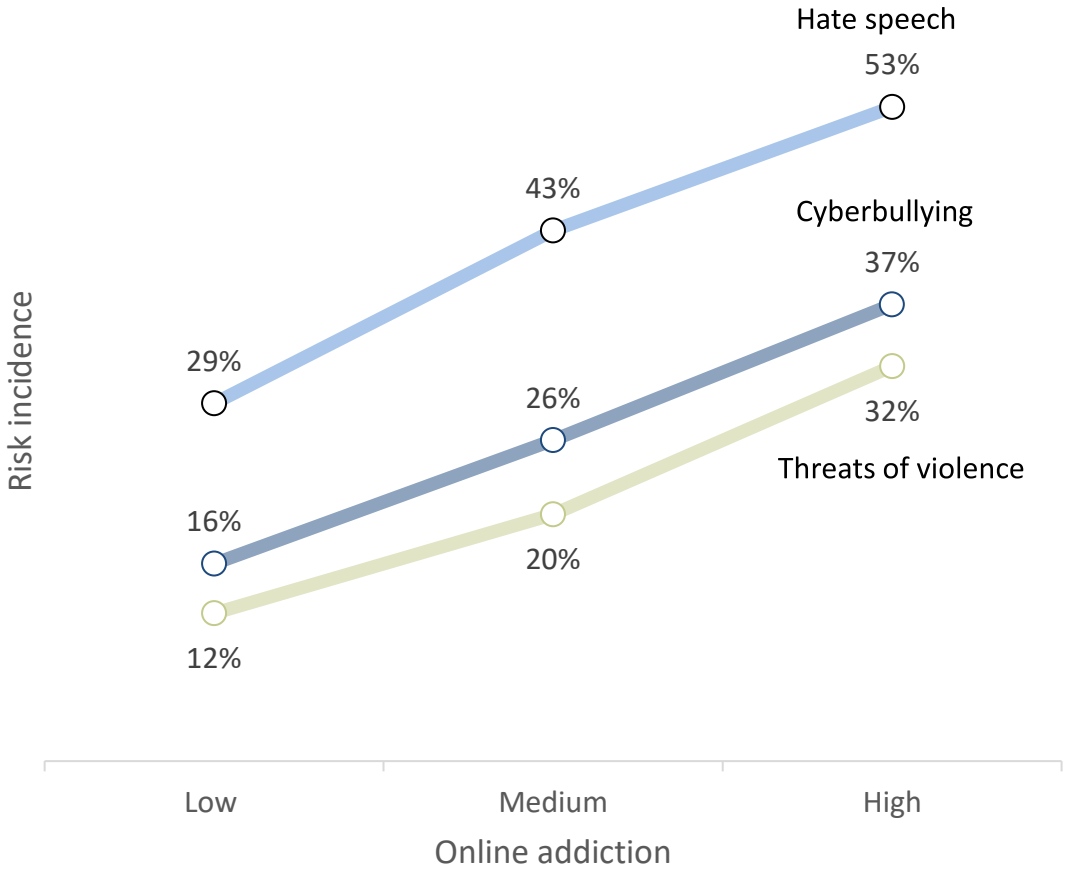
# 25% OF YOUNG ADULTS 18-19 SCORED HIGH ON ONLINE ADDICTION



Base: Total N=16,795

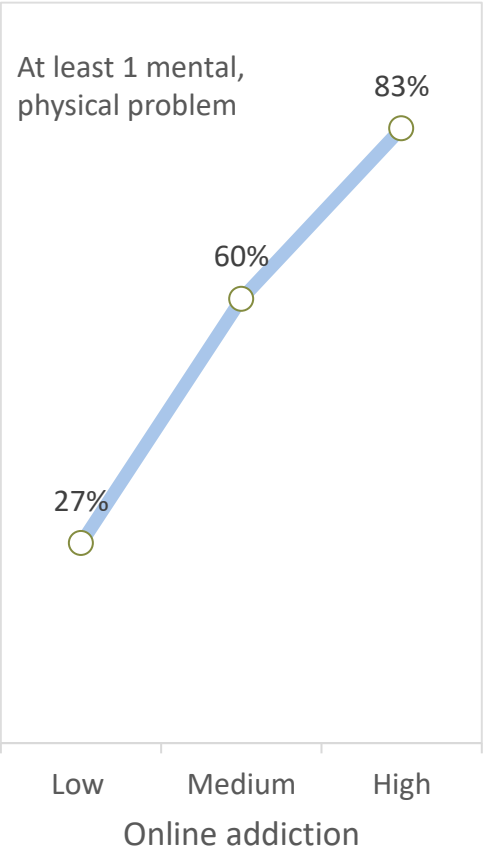
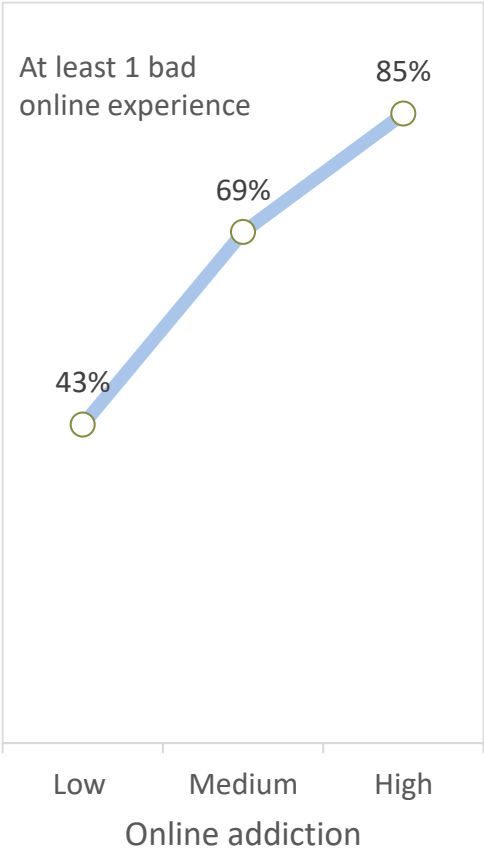
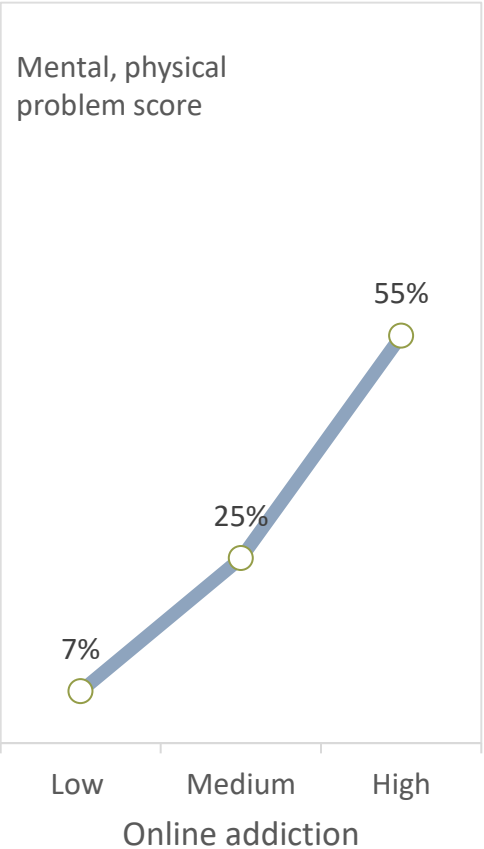
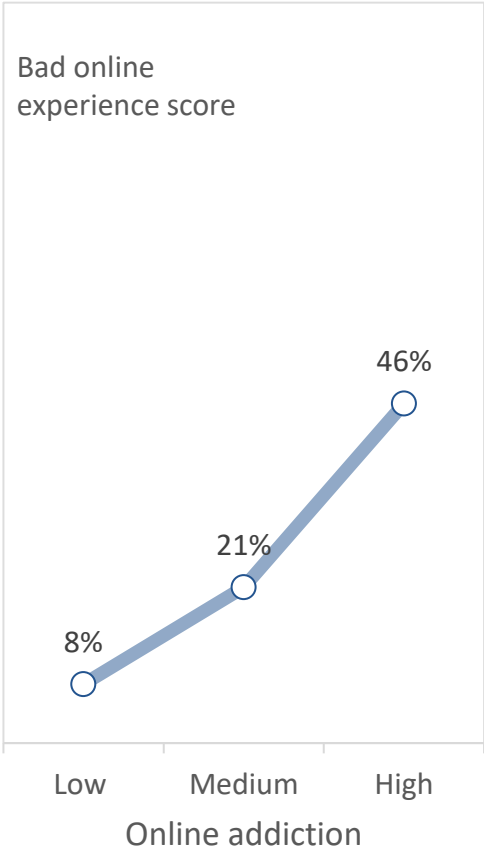
MH2/MH2P. Please read each statement and tell us how often you [personally] ...

# ONLINE ADDICTION DIRECTLY RELATED TO MORE RISKS & CONSEQUENCES



Base: Teens N=8,508

# ONLINE ADDICTION WAS ASSOCIATED WITH NEGATIVE OUTCOMES



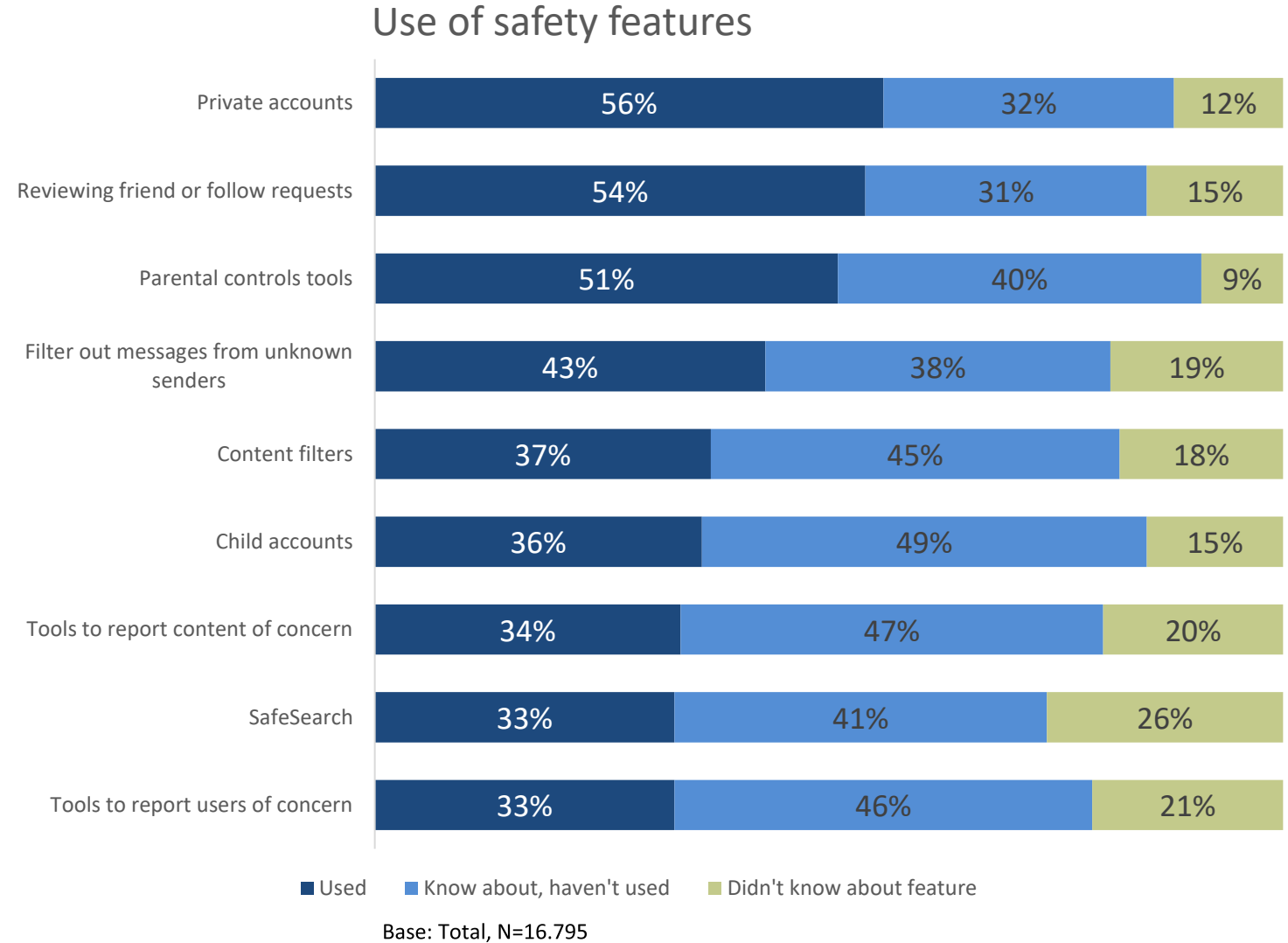
Base: Teens N=8,508

## Online safety features & actions



# PRIVATE ACCOUNTS WERE THE MOST POPULAR SAFETY FEATURE...

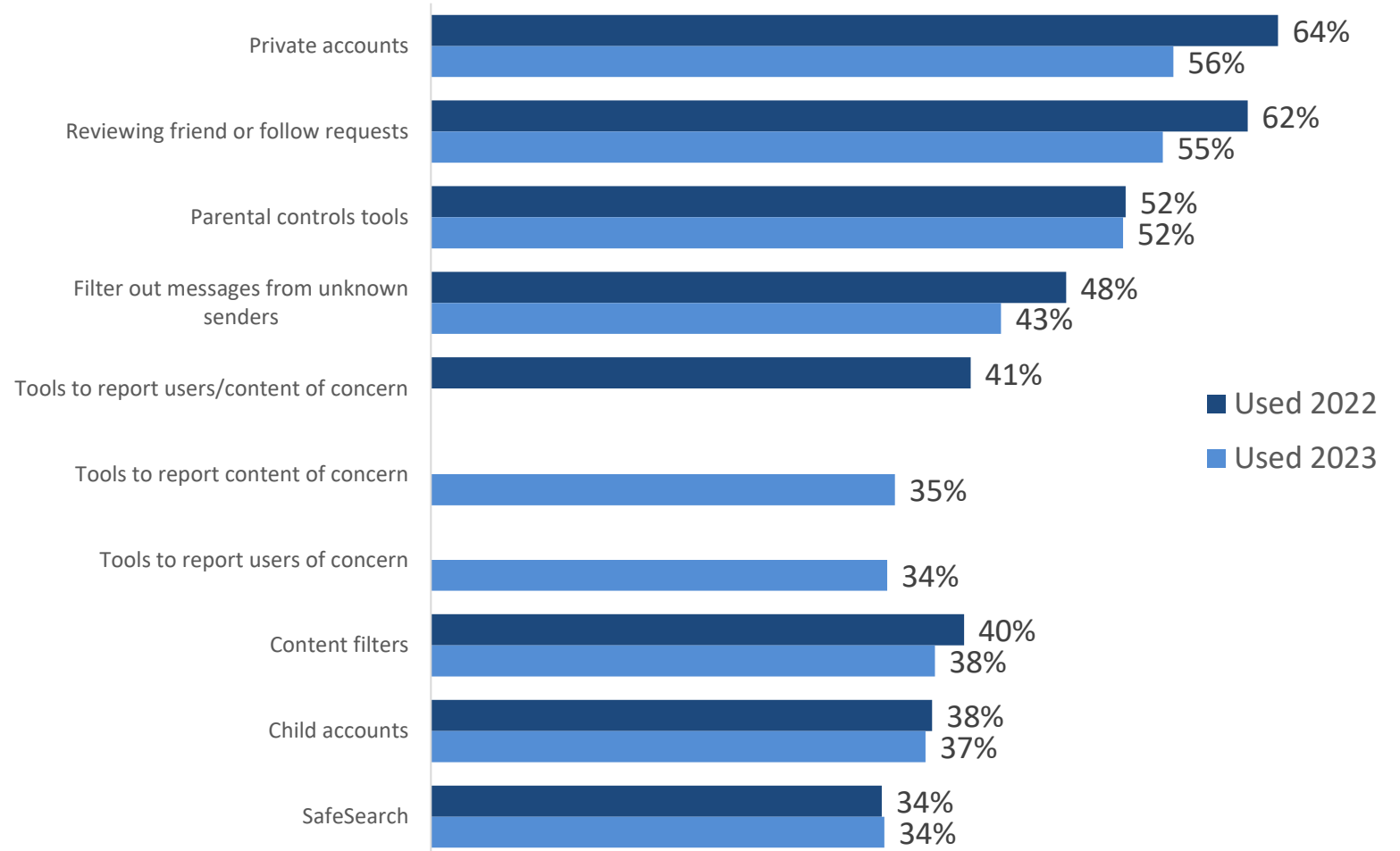
- Reviewing friend requests and using parental control tools were also popular safety features
- The least well-known feature was safe search. 26% didn't know about the feature



# ...HOWEVER, USE OF PRIVATE ACCOUNTS FELL

- Several safety features experienced a drop in usage including Private accounts (-8-pts.) and Reviewing friend/follow requests (6-pts.)
- **Teens drove the decline in safety feature usage more than Parents**
  - Private accounts (-10 vs. -6)
  - Review friend requests (-9 vs. -4)
  - Use any safety feature (-7 vs. -3)
- Those who used any safety feature was down 5-pts YoY (82% vs. 87%)

How use of safety features changed since 2022\*



Base: Total, N=12,015

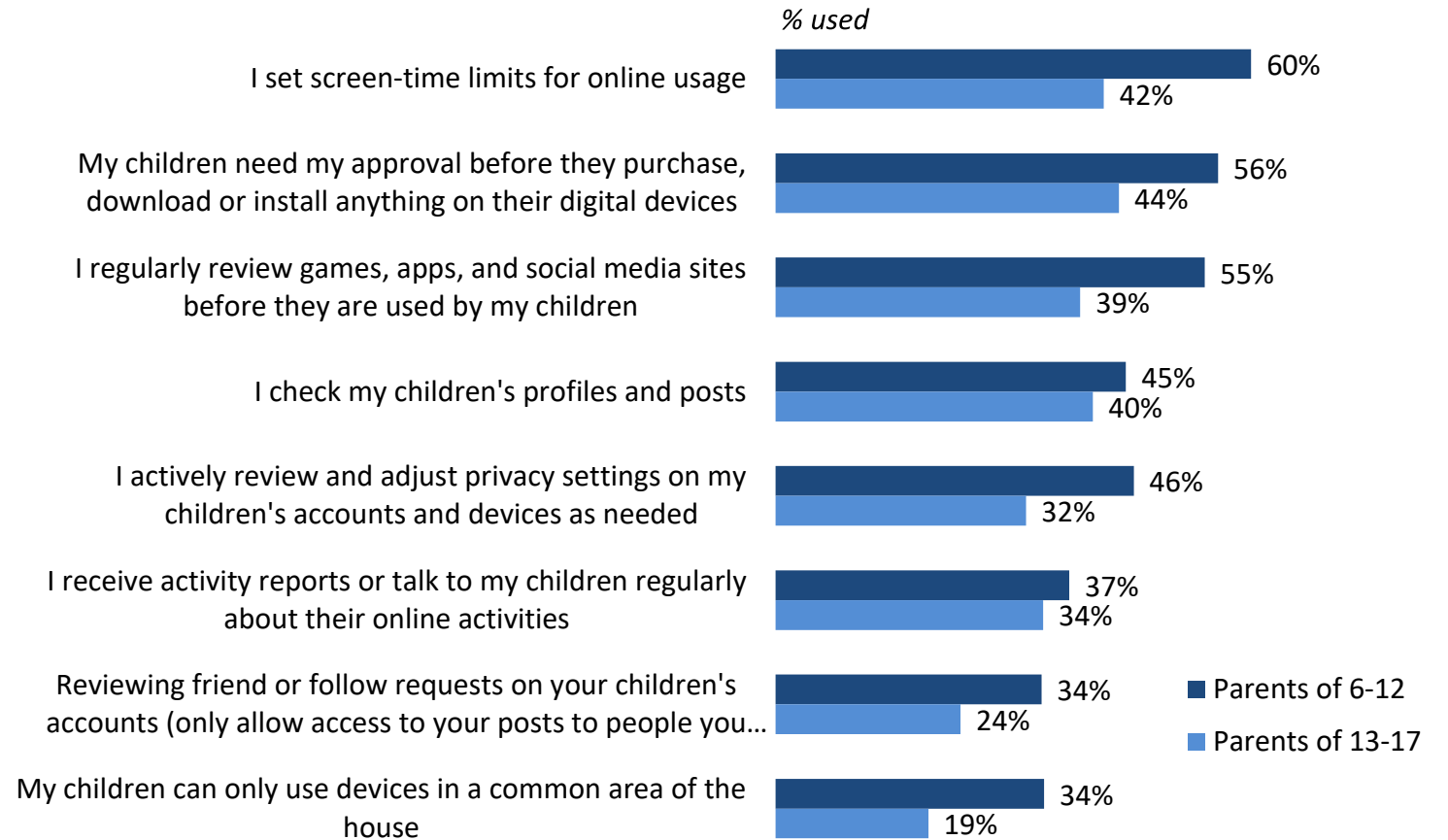
\* Adjusted for changes in the country lineup

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

# PARENTS OF 6-12 WERE MORE LIKELY TO MONITOR THEIR ONLINE ACTIVITIES

- 90% of parents used at least one method of monitoring their children’s online activities
- Parents of younger children 6-12 were much more likely to employ methods of monitoring and guiding their children’s online activities compared to parents of teens
- On average, parents used about 3.1 or 39% of the monitoring approaches presented. Parents of 6-12 used on average one more method compared to parents of teens (3.7 vs 2.7)

## How parents monitor their children’s online activities

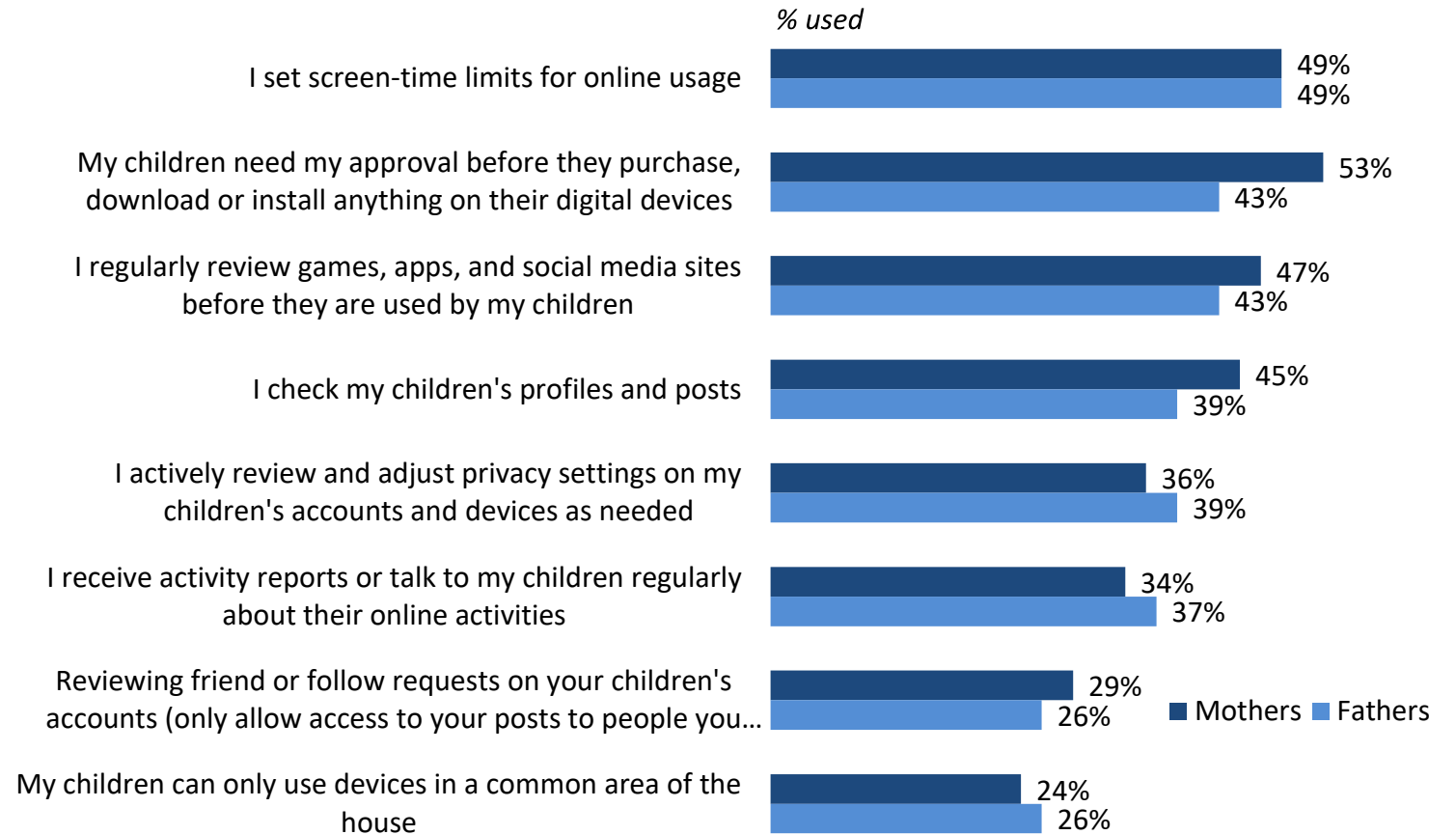


Base: Parents of 6-17, N=3,794

# MOMS WERE MORE ACTIVE IN MONITORING THEIR CHILDRENS' ACTIVITIES

- Mothers were significantly more likely to require approval for their children to purchase or install applications, as well as reviewing what applications they were using and sites they were visiting
- Mothers also more often checked their child's profiles and posts, along with reviewing friend or follow requests
- Dads took the lead in reviewing privacy settings

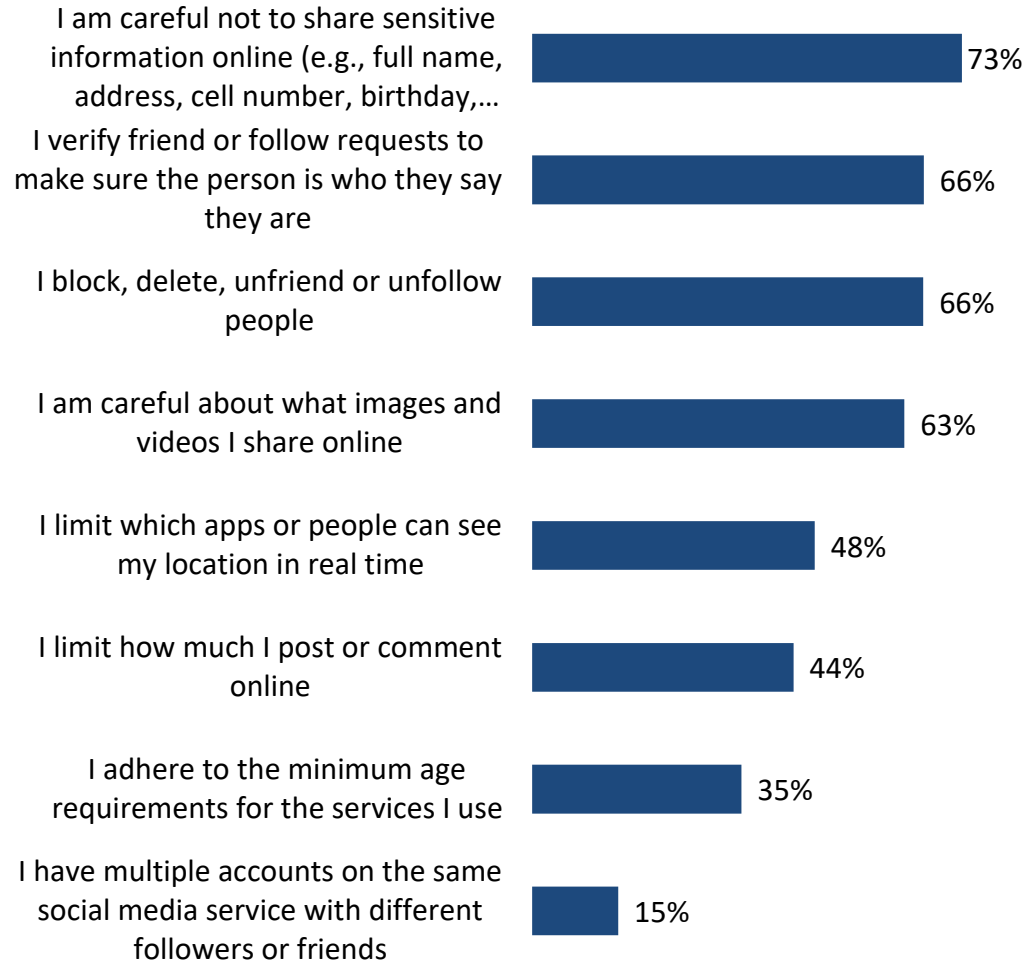
How parents monitor their children's online activities



Base: Parents of 6-17, N=3,794, Dads=1,732, Moms=2,062

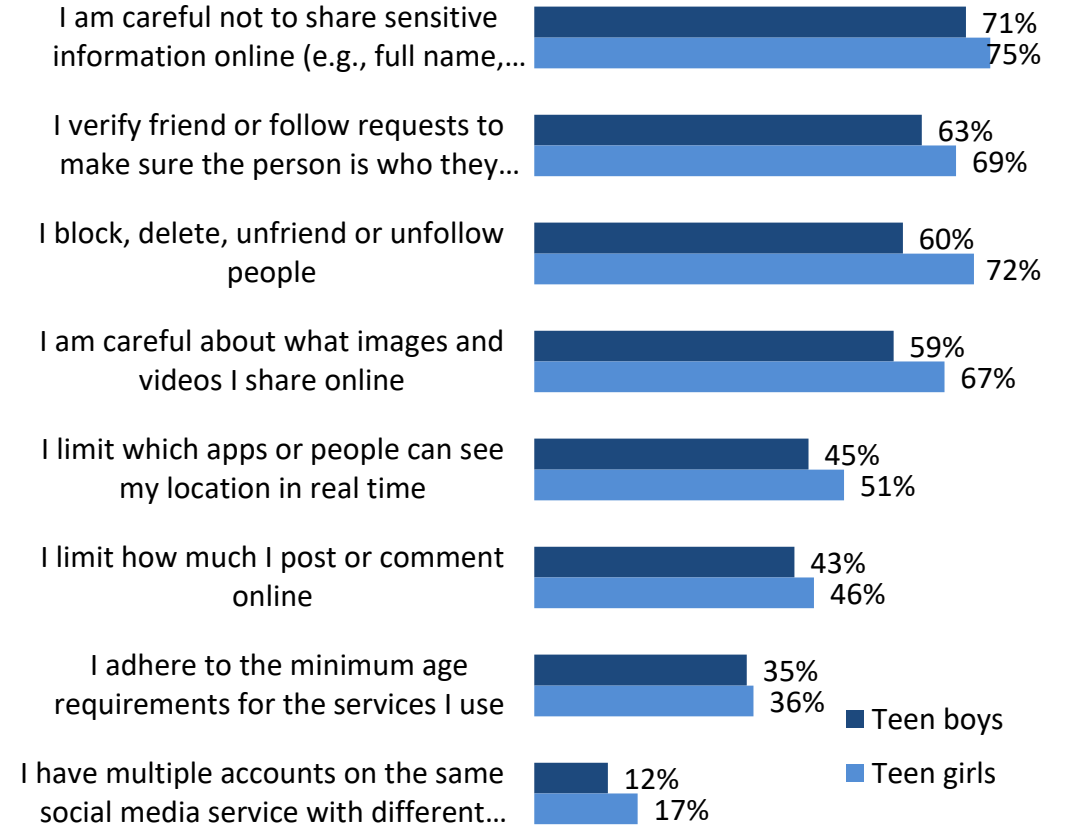
# TEENS PROTECTED THEMSELVES BY LIMITING ACCESS & VERIFICATION

## How teens protected themselves online



Base: Teens 13-17, N=8,508

## Teen girls were more likely to take safety actions



Base: Teens 13-17, N=8,508

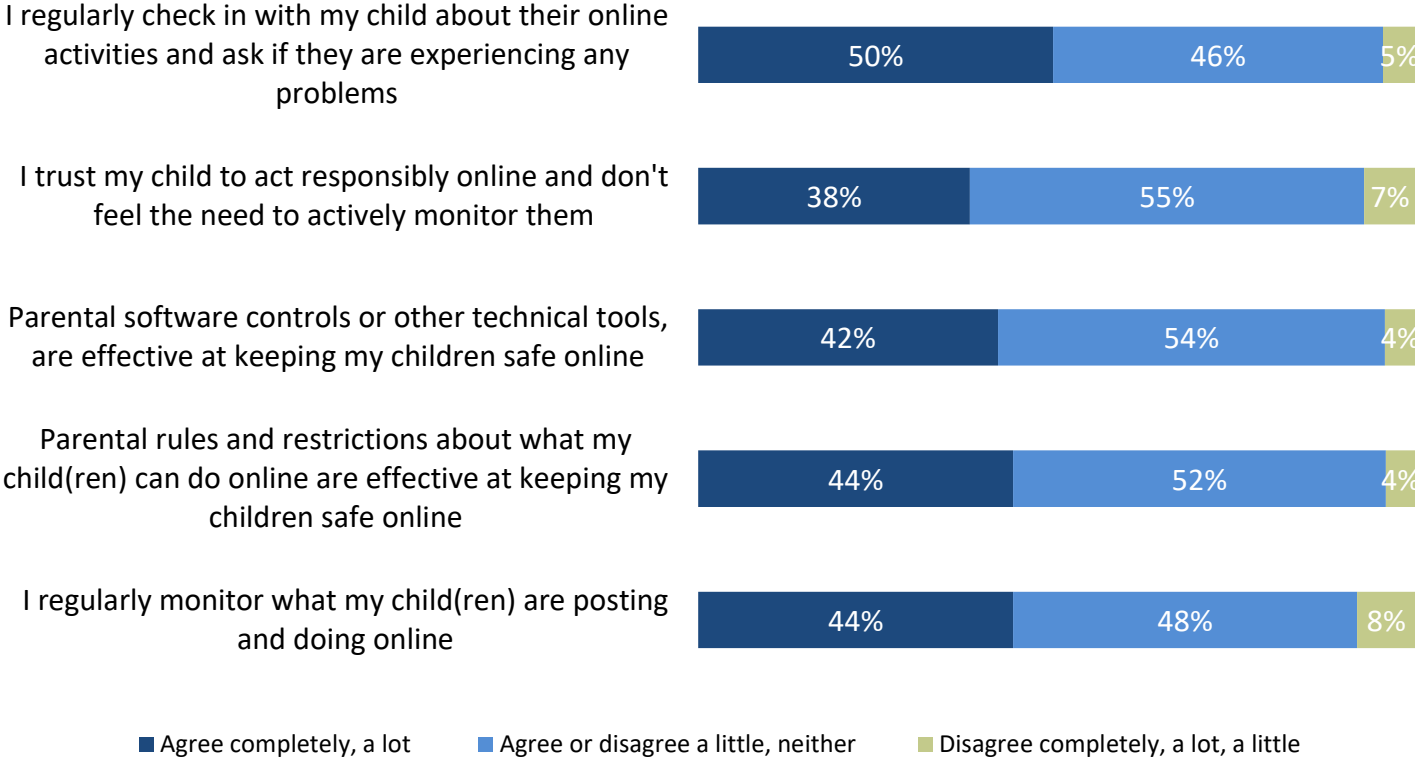
safety



# 50% OF PARENTS TALK TO CHILDREN ABOUT THEIR ONLINE ACTIVITIES

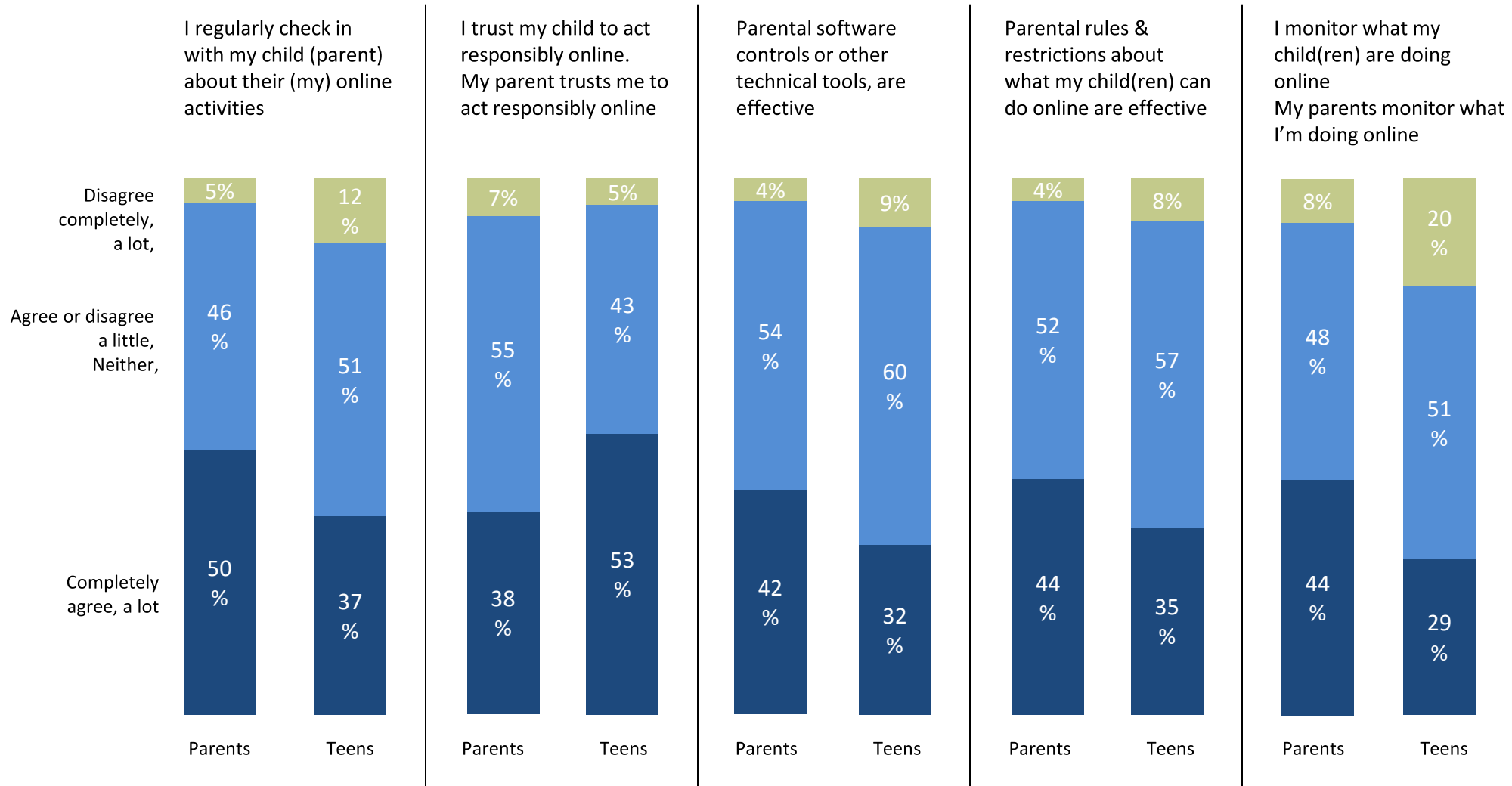
- Parents that checked-in were nearly twice as likely to trust their children to act responsibly online (65%, 34%)
- Children’s age drove predictable differences on safety practices between parents of younger vs. older children. Parents of 6-12 were more likely to...
  - Regularly check-in (55%, 46%)
  - Regularly monitor (51%, 39%)
  - Agree that parental software controls were effective (47%, 39%)
  - Agree that Parental rules and restrictions were effective (47%, 42%)

## How parents interacted with their teenagers



Base: Parents, N=3,846

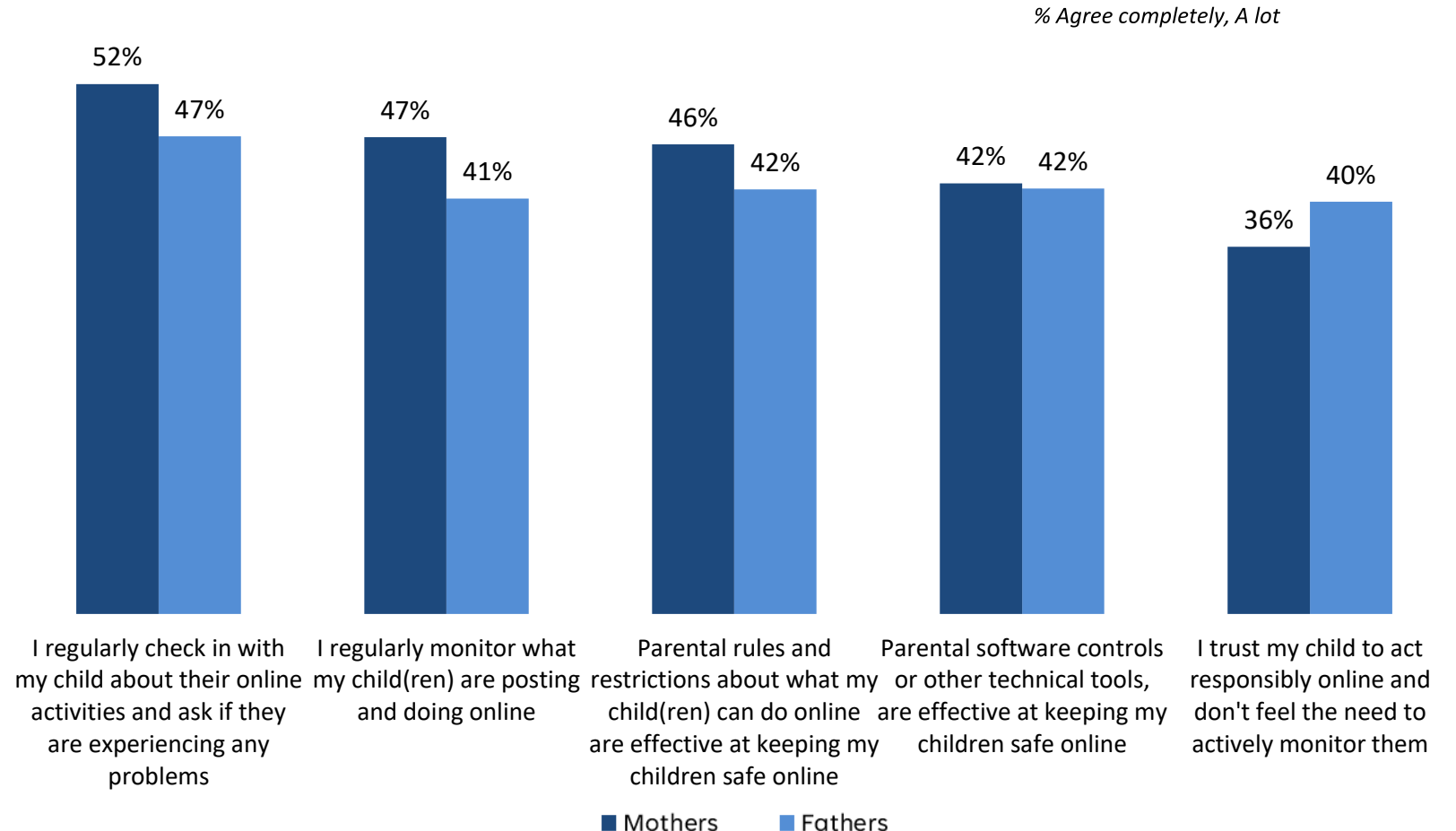
# TEENS REPORTED LESS PARENTAL INVOLVEMENT THAN WHAT PARENTS CLAIMED



P1. How much do you agree or disagree with the following statement?  
T1. How much do you agree or disagree with the following statement?

# MOTHERS ARE MORE ACTIVELY ENGAGED IN TEENS' ONLINE ACTIVITIES

- Moms were significantly more likely to check in with their children about online activities and what they were experiencing.
- Mothers more actively monitor what their children are doing online versus fathers.
- Mothers are significantly higher in viewing parental rules and restrictions as an effective means to keep their children safe vs technical solutions.
- Fathers consider software controls and tools as just as effective as parental rules/restrictions in keeping their children safe.
- Fathers are also significantly more likely to say they trust their children and don't feel a need to monitor them.

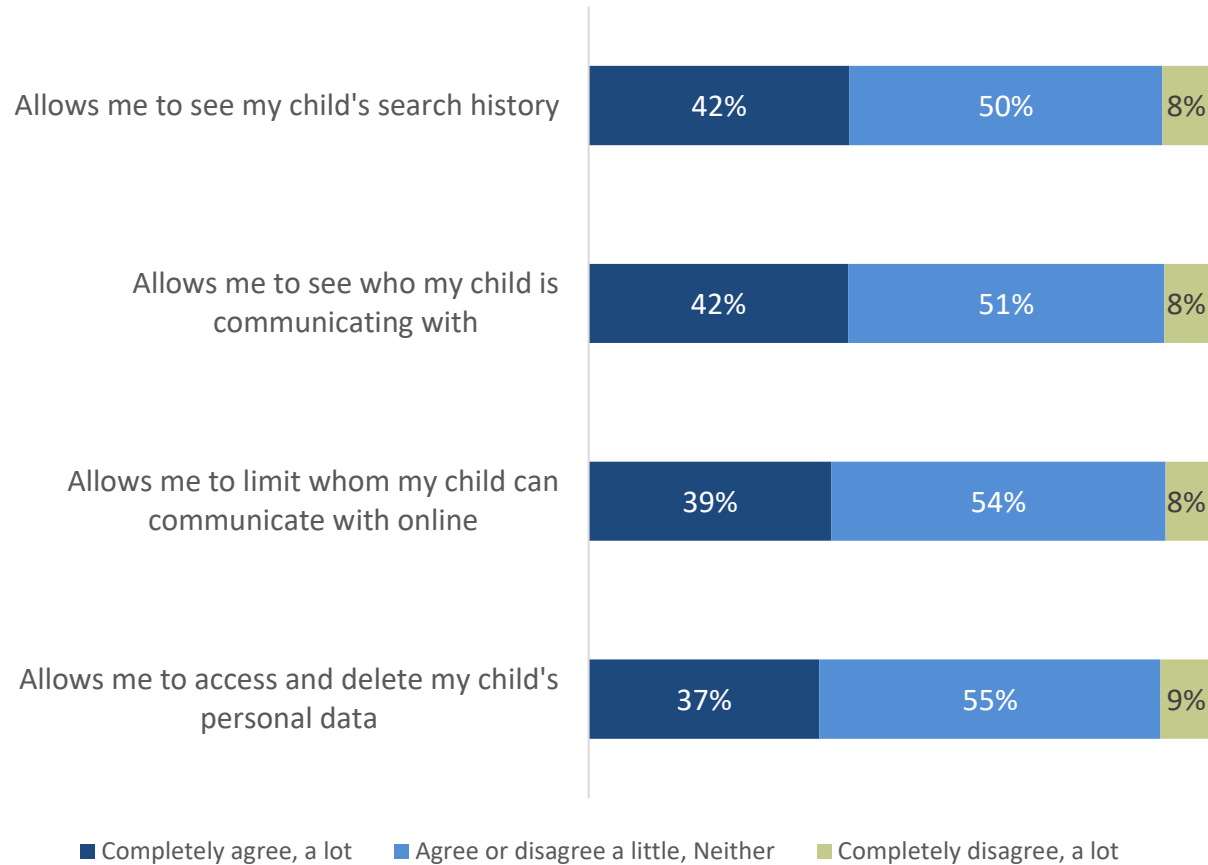


Base: Parents, N=3,846

P1. How much do you agree or disagree with the following statement?

# POTENTIAL CONTROL TOOLS SEEN AS INFRINGING ON CHILDREN'S PRIVACY

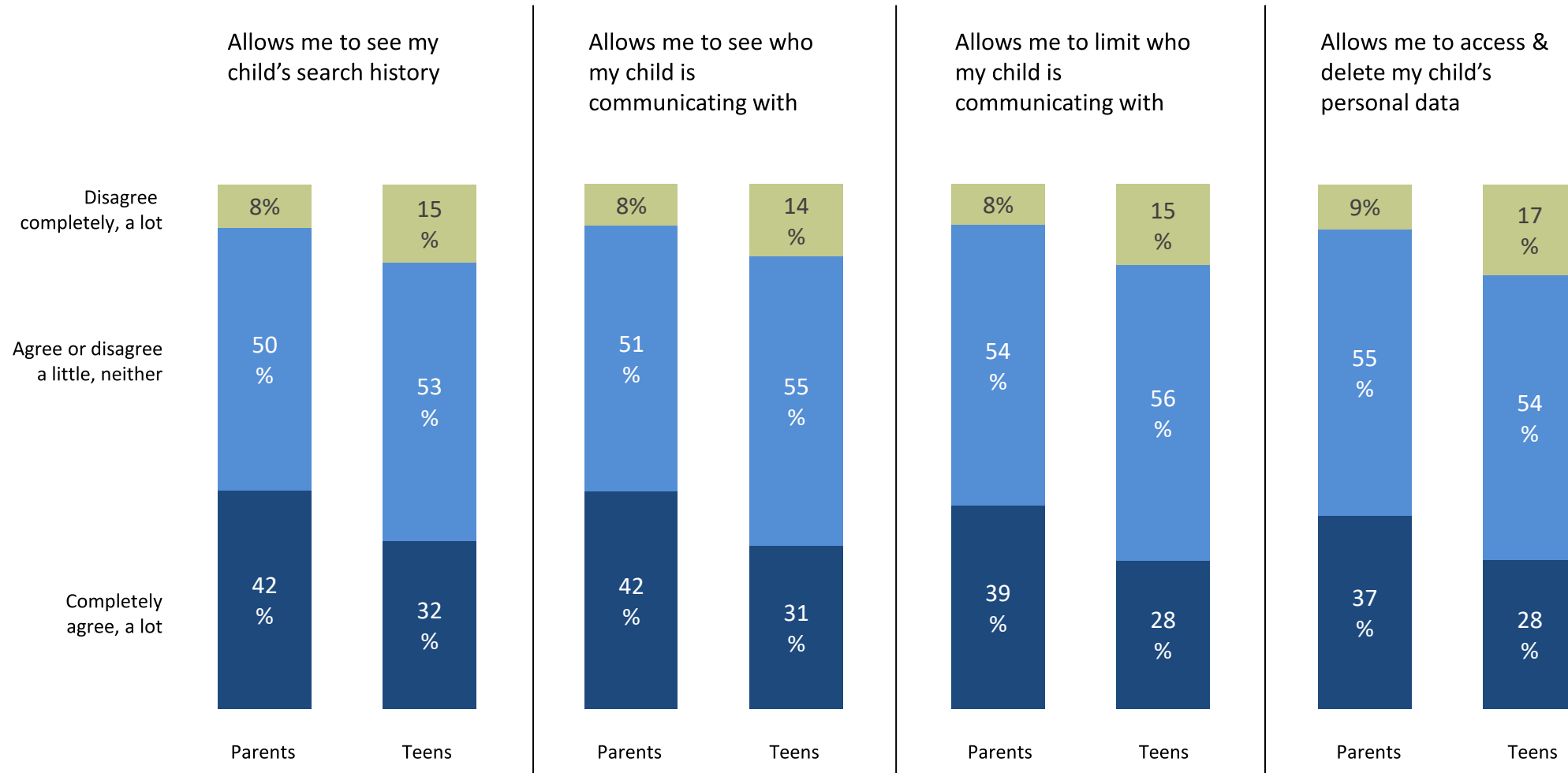
- On average, 4 in 10 parents strongly agreed that parental control tools infringed on their children's privacy
- Compared to parents of teens, parents of 6–12-year-olds were more likely to say parental controls infringed on their privacy
  - Allows me to see my child's search history (48% vs. 38%)
  - Allows me to limit whom my child can communicate with online (45% vs. 35%)
  - Allows me to access and delete my child's personal data (42% vs. 34)
  - Allows me to see who my child is communicating with (46% vs. 39%)
- There were no differences by mothers versus fathers.
- In Korea, where monitoring apps have been required on phones of <19 y/o users, these tools are seen as more acceptable.



Base: Parents, N=3,846

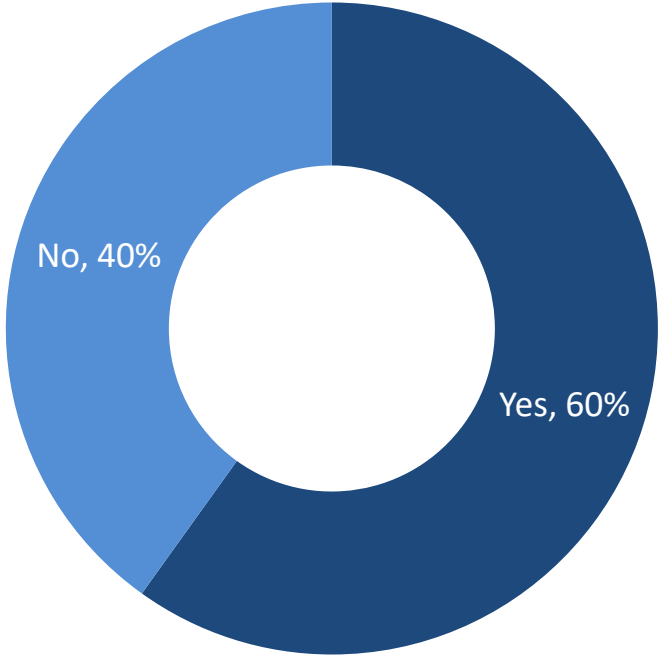
# TEENS WERE MORE ACCEPTING OF PARENTS USING CONTROL TOOLS

*Younger teens (13-15) were more accepting than older teens (16-17)*



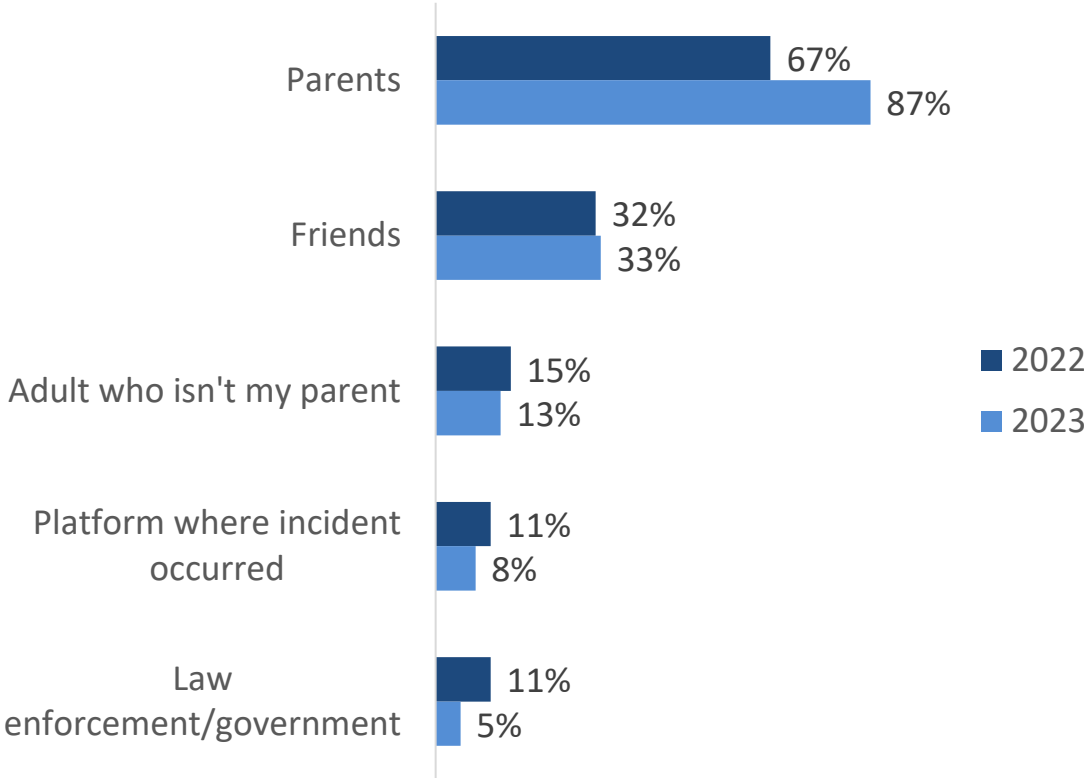
# 60% OF TEENS TALKED WITH SOMEONE AFTER EXPERIENCING A RISK

Talked with someone after experiencing a risk



Base: Teens reported a risk, N=5,968

Big jump in Teens who talked with their parents\*



Base: Teens talked to someone, N=3,568

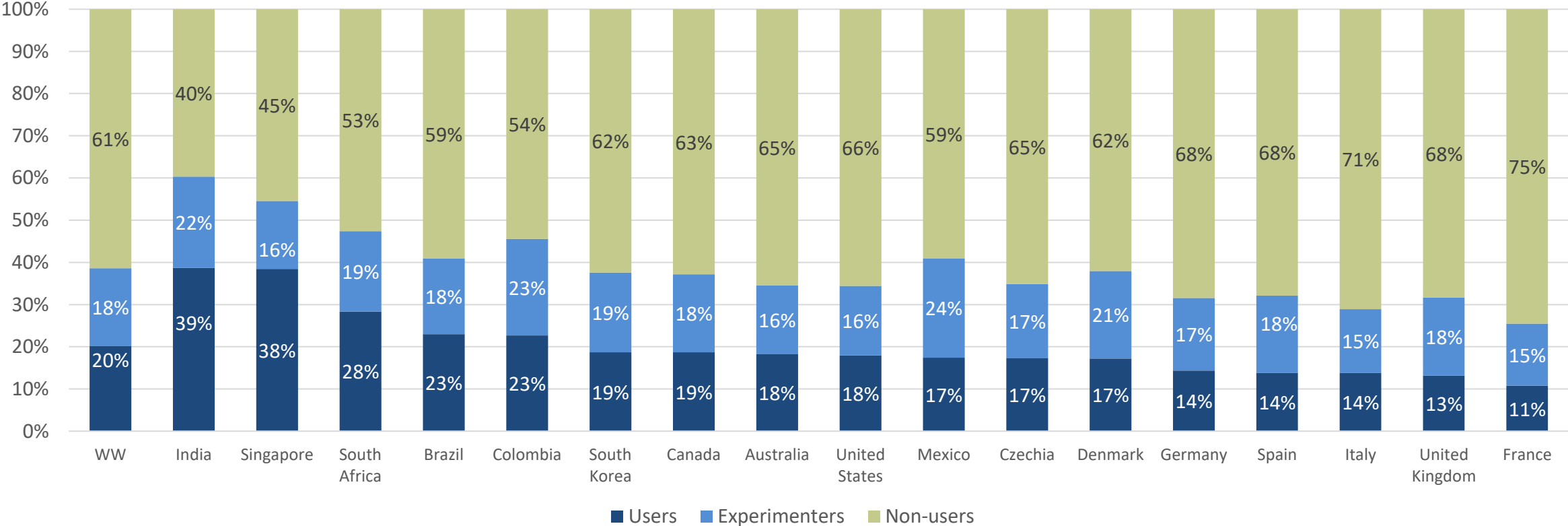
\* Adjusted for changes in the country lineup  
 Qtalk: You mentioned that you experienced incidents online in the last year. After what happened to you, did you talk with or seek help from anyone?  
 Qtalk2: Who did you talk with, report it to, or seek help from after experiencing online incidents?

Country detail



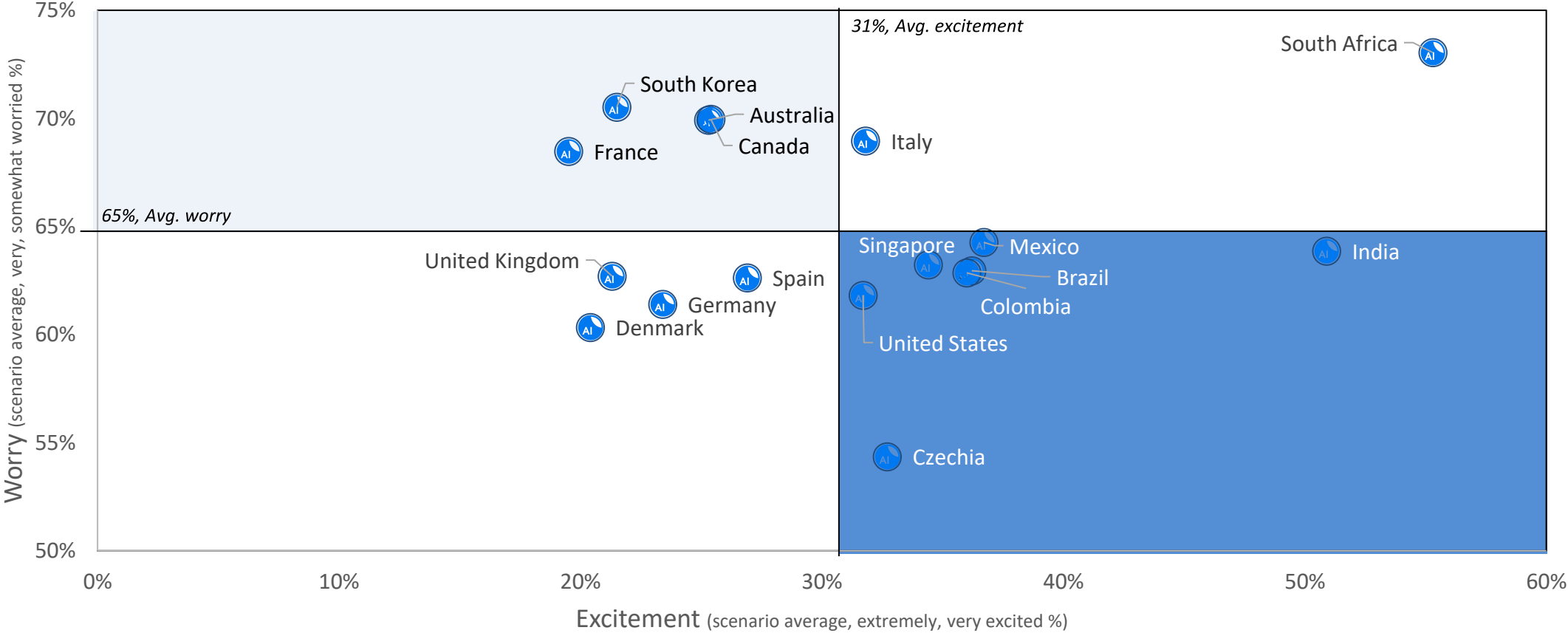
# INDIA AND SINGAPORE HAD THE MOST GENERATIVE AI USERS

Generative AI adoption by country

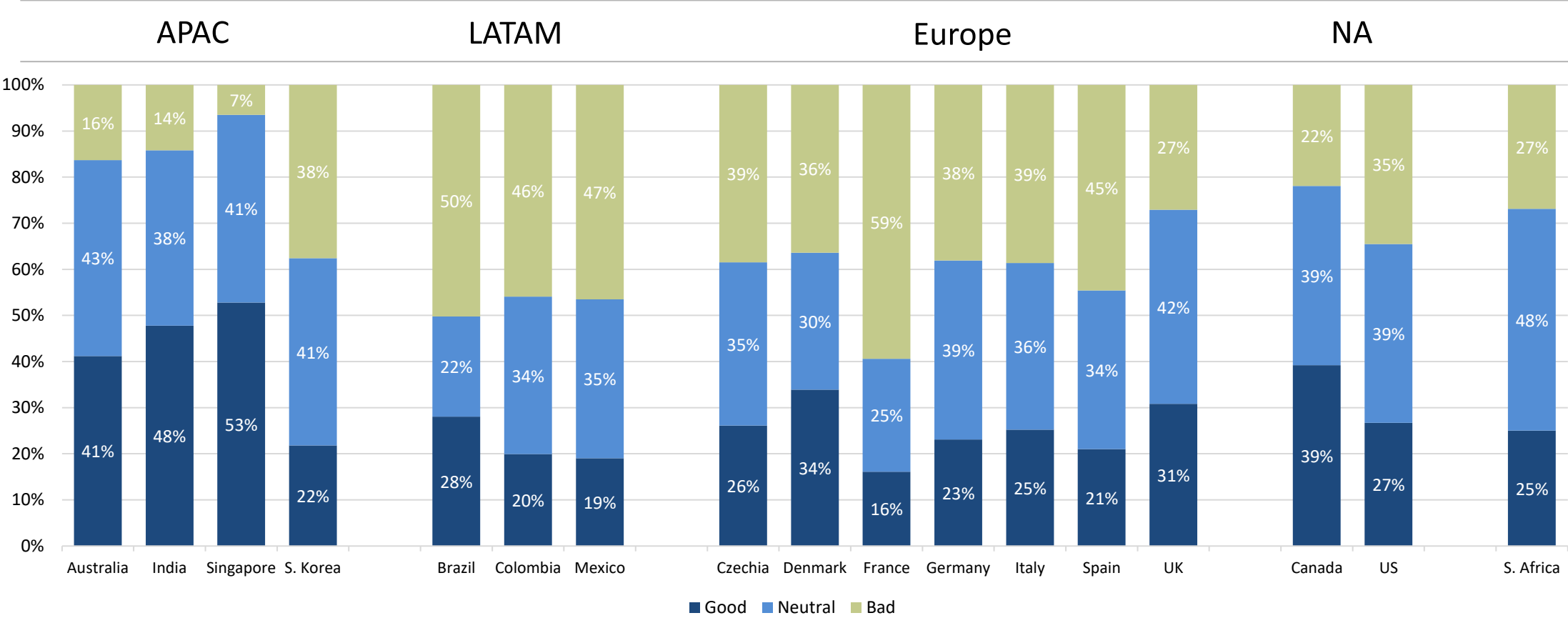


# GENERATIVE AI: THE RELATIONSHIP BETWEEN EXCITEMENT AND WORRY

Excitement vs. Worry about generative AI scenarios



# CURRENT STATE OF ONLINE CIVILITY BY REGION

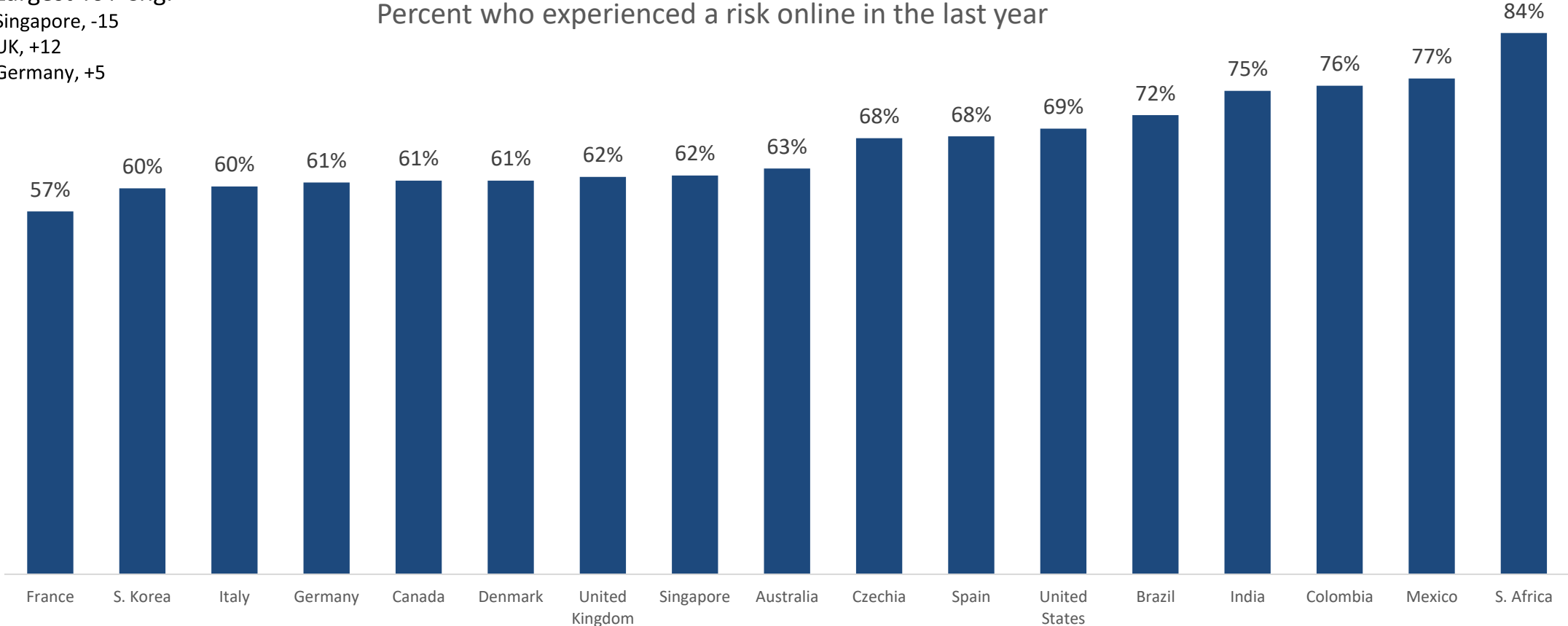


Q1. How would you rate the overall state of online civility in your country? By online civility we mean people's interactions online are courteous, reasonable and respectful. Is it

# 2023 RISK EXPOSURE BY COUNTRY

Largest YoY Chg.  
Singapore, -15  
UK, +12  
Germany, +5

Percent who experienced a risk online in the last year



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

# ONLINE RISKS

Online risk, 17 countries	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	S. Korea	Spain	United Kingdom	United States
Any Risk	67%	63%	72%	61%	76%	68%	61%	57%	61%	75%	60%	77%	62%	84%	60%	68%	62%	69%
Misinformation or disinformation	50%	44%	58%	47%	60%	48%	44%	41%	44%	54%	45%	59%	48%	59%	48%	55%	43%	49%
Hate speech	35%	31%	38%	32%	36%	37%	31%	27%	29%	43%	26%	37%	31%	55%	39%	32%	30%	36%
Real-world graphic violence and gore	27%	26%	27%	25%	36%	25%	17%	16%	20%	36%	22%	36%	28%	50%	21%	21%	22%	33%
Cyberbullying, harassment, or abuse	20%	27%	16%	24%	17%	18%	22%	10%	19%	29%	13%	20%	21%	36%	11%	11%	22%	29%
Threats of violence towards me or other people	16%	18%	12%	15%	14%	16%	14%	11%	14%	27%	11%	14%	14%	29%	14%	11%	16%	22%
Sexual solicitation	14%	12%	11%	12%	16%	20%	15%	12%	13%	24%	7%	17%	13%	25%	9%	14%	9%	17%
Suicide and self-harm content	14%	14%	12%	12%	20%	22%	13%	7%	10%	21%	8%	17%	15%	17%	8%	8%	12%	15%
Terrorist and violent extremist content	11%	7%	15%	7%	20%	10%	8%	5%	10%	21%	10%	14%	10%	16%	11%	8%	6%	8%
Release of intimate images without your consent	10%	7%	5%	7%	10%	7%	6%	6%	8%	25%	6%	11%	12%	17%	13%	6%	6%	10%
Child sexual exploitation and abuse	8%	5%	6%	6%	9%	7%	5%	4%	6%	21%	4%	7%	10%	18%	5%	3%	5%	7%

# WORRY ABOUT ONLINE RISKS

Parents 6-17, teens 13-17	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	Spain	United Kingdom	United States
Worry about any risk	93%	92%	97%	92%	98%	87%	90%	93%	90%	91%	96%	98%	95%	98%	94%	96%	90%	90%
Cyberbullying, harassment, or abuse	39%	46%	28%	41%	36%	36%	35%	37%	41%	34%	42%	38%	49%	46%	31%	37%	41%	40%
Child sexual exploitation and abuse	33%	33%	41%	34%	41%	31%	38%	29%	31%	29%	32%	39%	22%	44%	19%	36%	31%	35%
Misinformation or disinformation	31%	29%	36%	34%	33%	22%	25%	25%	30%	35%	28%	31%	39%	30%	52%	26%	26%	31%
Hate speech	25%	20%	34%	23%	24%	23%	23%	27%	25%	26%	28%	25%	24%	32%	32%	26%	19%	21%
Threats of violence towards me or other people	25%	23%	29%	24%	28%	31%	25%	25%	21%	19%	21%	32%	23%	24%	16%	31%	25%	23%
Sexual solicitation	22%	19%	20%	21%	31%	19%	15%	23%	21%	24%	26%	28%	19%	25%	16%	29%	17%	20%
Release of intimate images without your consent	22%	16%	20%	16%	26%	19%	22%	24%	19%	21%	27%	25%	23%	25%	26%	31%	15%	13%
Suicide and self-harm content	19%	24%	24%	18%	22%	16%	15%	15%	12%	18%	16%	20%	23%	22%	21%	19%	27%	20%
Real-world graphic violence and gore	15%	12%	12%	14%	18%	12%	12%	16%	12%	17%	20%	23%	12%	18%	18%	14%	12%	15%
Terrorist and violent extremist content	14%	11%	19%	11%	14%	12%	15%	18%	17%	15%	11%	11%	17%	10%	13%	13%	15%	11%

Child sexual exploitation & abuse																		
Parents 6-17	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	Spain	United Kingdom	United States
2023	42%	47%	51%	44%	49%	31%	38%	38%	39%	34%	34%	45%	34%	44%	19%	36%	48%	44%
Parents 13-17																		
2023	40%	38%	50%	39%	50%			33%	40%	38%	33%	42%	28%				48%	44%
2022	36%	41%	37%	31%	43%			34%	38%	27%	31%	34%	35%				45%	41%
	4%	-3%	12%	8%	7%			-1%	1%	10%	1%	8%	-7%				3%	3%

# EXCITEMENT AND WORRY ABOUT THE USES OF GENERATIVE AI (TOTAL SAMPLE)

<b>Extremely or very excited</b>	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	Spain	United Kingdom	United States
Translation	43%	31%	55%	36%	54%	45%	36%	36%	32%	58%	46%	49%	43%	62%	45%	39%	28%	35%
Answer questions, Ask for information	36%	27%	45%	29%	46%	30%	25%	26%	21%	58%	38%	44%	36%	54%	33%	37%	26%	31%
Helps me be more efficient at work	32%	21%	47%	25%	42%	22%	20%	17%	22%	58%	27%	42%	42%	47%	35%	27%	19%	25%
Assisting students with homework and school projects	31%	25%	36%	25%	36%	33%	20%	20%	23%	51%	32%	37%	34%	55%	22%	27%	21%	32%
Entertainment	29%	22%	37%	22%	36%	26%	21%	19%	21%	53%	26%	33%	31%	46%	26%	24%	21%	28%
Image or video generation(e.g. art, music, design)	27%	18%	37%	20%	36%	24%	12%	15%	15%	49%	27%	36%	31%	45%	21%	22%	18%	27%
Advice on relationships, career, mental, physical health	21%	13%	29%	14%	26%	14%	11%	13%	11%	45%	21%	27%	22%	40%	19%	17%	13%	20%
Being an online friend/companion	15%	10%	20%	9%	16%	12%	6%	5%	9%	40%	10%	19%	16%	31%	12%	11%	9%	17%
<b>Extremely or very worried</b>																		
Being an online friend/companion	21%	24%	22%	27%	19%	19%	21%	36%	25%	10%	28%	20%	10%	13%	10%	26%	21%	19%
Advice on relationships, career, mental, physical health	14%	18%	17%	16%	13%	15%	13%	22%	22%	8%	12%	14%	6%	10%	6%	19%	15%	15%
Image or video generation(e.g. art, music, design)	12%	14%	14%	15%	9%	11%	11%	19%	15%	11%	11%	12%	6%	7%	9%	15%	12%	11%
Assisting students with homework and school projects	11%	15%	14%	15%	13%	11%	13%	20%	11%	8%	8%	11%	6%	8%	9%	13%	11%	9%
Helps me be more efficient at work*	9%	11%	9%	9%	9%	10%	9%	17%	11%	5%	9%	9%	4%	5%	2%	11%	8%	11%
Entertainment	7%	8%	8%	8%	7%	9%	5%	12%	8%	5%	9%	9%	4%	5%	3%	10%	6%	7%
Answer questions, Ask for information	7%	7%	9%	8%	7%	7%	7%	11%	9%	5%	6%	10%	3%	3%	4%	9%	7%	7%
Translation	6%	7%	7%	7%	5%	5%	3%	8%	7%	6%	6%	7%	1%	3%	2%	9%	6%	6%

# EXCITEMENT AND WORRY ABOUT THE USES OF GENERATIVE AI (ADULTS)

<b>Extremely or very excited</b>	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	Spain	United Kingdom	United States
Translation	41%	31%	54%	34%	52%	42%	34%	33%	29%	61%	41%	47%	42%	59%	44%	36%	24%	33%
Answer questions, Ask for information	33%	27%	44%	26%	43%	26%	22%	22%	20%	61%	32%	43%	33%	49%	30%	34%	21%	27%
Helps me be more efficient at work	32%	20%	48%	25%	42%	22%	19%	17%	22%	57%	27%	42%	42%	48%	35%	27%	19%	25%
Assisting students with homework and school projects	24%	20%	30%	18%	29%	21%	14%	11%	16%	50%	22%	30%	27%	46%	13%	18%	14%	25%
Entertainment	25%	20%	34%	20%	30%	21%	16%	15%	16%	52%	22%	29%	29%	39%	19%	21%	14%	25%
Image or video generation(e.g. art, music, design)	24%	18%	36%	16%	33%	19%	12%	12%	14%	51%	21%	35%	29%	37%	20%	20%	14%	24%
Advice on relationships, career, mental, physical health	19%	13%	28%	14%	25%	13%	11%	11%	10%	46%	15%	25%	22%	36%	15%	16%	10%	18%
Being an online friend/companion	14%	10%	18%	9%	15%	9%	6%	5%	9%	40%	7%	17%	16%	26%	9%	9%	8%	17%
<b>Extremely or very worried</b>																		
Being an online friend/companion	24%	29%	25%	31%	21%	23%	28%	43%	26%	10%	34%	21%	13%	16%	11%	27%	24%	22%
Advice on relationships, career, mental, physical health	17%	23%	19%	20%	16%	17%	20%	27%	26%	8%	16%	14%	8%	12%	6%	20%	19%	19%
Image or video generation(e.g. art, music, design)	14%	18%	14%	19%	11%	13%	14%	23%	18%	7%	16%	12%	7%	10%	8%	18%	16%	15%
Assisting students with homework and school projects	15%	20%	16%	17%	16%	15%	18%	26%	15%	8%	11%	12%	9%	12%	11%	16%	15%	13%
Helps me be more efficient at work	9%	11%	9%	9%	9%	10%	9%	17%	11%	5%	9%	9%	4%	5%	2%	11%	8%	11%
Entertainment	9%	10%	9%	9%	9%	11%	8%	16%	10%	5%	11%	9%	4%	6%	2%	11%	9%	9%
Answer questions, Ask for information	8%	11%	9%	9%	7%	9%	9%	15%	11%	5%	8%	9%	4%	4%	4%	10%	10%	10%
Translation	7%	9%	6%	7%	7%	6%	5%	11%	9%	6%	8%	7%	2%	4%	2%	8%	7%	8%

# EXCITEMENT AND WORRY ABOUT THE USES OF GENERATIVE AI (TEENS)

<b>Extremely or very excited</b>	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	Spain	United Kingdom	United States
Translation	45%	30%	55%	38%	56%	47%	39%	39%	35%	55%	51%	52%	44%	65%	46%	42%	32%	37%
Assisting students with homework and school projects	39%	31%	43%	33%	43%	44%	27%	28%	30%	52%	42%	43%	42%	65%	29%	36%	28%	39%
Answer questions, Ask for information	38%	26%	46%	32%	49%	35%	27%	30%	23%	55%	43%	44%	39%	59%	35%	39%	32%	35%
Entertainment	33%	24%	39%	25%	41%	30%	26%	22%	27%	54%	30%	36%	33%	54%	32%	28%	27%	31%
Image or video generation(e.g. art, music, design)	29%	19%	39%	23%	39%	29%	12%	17%	16%	47%	32%	37%	34%	54%	22%	25%	23%	31%
Advice on relationships, career, mental, physical health	22%	12%	31%	15%	27%	16%	11%	15%	12%	44%	26%	28%	23%	42%	24%	18%	17%	22%
Being an online friend/companion	16%	9%	23%	9%	16%	15%	6%	5%	9%	40%	12%	21%	17%	36%	15%	13%	10%	16%
<b>Extremely or very worried</b>																		
Being an online friend/companion	18%	20%	20%	23%	17%	16%	15%	29%	23%	9%	23%	18%	7%	10%	9%	24%	18%	16%
Advice on relationships, career, mental, physical health	11%	12%	14%	13%	9%	12%	7%	17%	18%	8%	9%	15%	4%	8%	5%	18%	11%	12%
Image or video generation(e.g. art, music, design)	10%	10%	14%	11%	8%	10%	7%	14%	12%	14%	6%	11%	6%	4%	10%	13%	8%	7%
Assisting students with homework and school projects	8%	9%	12%	12%	10%	7%	7%	13%	7%	7%	5%	10%	2%	4%	7%	11%	8%	6%
Answer questions, Ask for information	6%	4%	10%	8%	6%	6%	5%	8%	7%	5%	4%	10%	1%	3%	3%	8%	4%	5%
Translation	5%	5%	9%	6%	4%	4%	1%	6%	5%	6%	4%	7%	1%	2%	2%	10%	4%	4%
Entertainment	4%	3%	5%	5%	2%	4%	2%	5%	4%	4%	5%	6%	2%	2%	2%	6%	2%	3%

# WORRIES ABOUT THE MISUSE OF GENERATIVE AI

<b>Very or somewhat worried</b>	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	Spain	United Kingdom	United States
Any worried (Net)	87%	90%	83%	91%	83%	83%	87%	86%	85%	91%	91%	85%	88%	95%	93%	82%	86%	85%
Generating Scams AI-generated content can be used for malicious purposes.	71%	77%	70%	77%	68%	63%	69%	76%	66%	69%	75%	71%	69%	81%	79%	69%	70%	67%
Deepfakes: Use of AI to create or alter images, videos, or audio of real people in a way that they appear to be someone else, depict an event that did not take place, or otherwise faked	69%	75%	68%	76%	68%	61%	65%	70%	65%	69%	71%	67%	68%	78%	78%	66%	69%	66%
Sexual or online abuse: facilitate the creation of harmful content like sexual material or images of graphic violence	69%	73%	70%	72%	67%	57%	65%	73%	65%	70%	72%	69%	66%	82%	75%	65%	67%	63%
AI hallucinations: generative AI creates factually incorrect responses that users accept as correct	66%	70%	63%	71%	62%	55%	66%	69%	63%	62%	72%	65%	64%	76%	72%	62%	64%	65%
Privacy: Data from across the internet is used to train AI systems. User data may be retained to continue training or personalizing a model	62%	69%	59%	69%	62%	52%	53%	65%	60%	63%	67%	64%	62%	65%	66%	62%	61%	61%
Amplifying Biases. AI models are trained on existing data and content. They can perpetuate and amplify existing societal biases and discrimination	60%	64%	59%	65%	60%	46%	54%	64%	57%	57%	64%	63%	59%	67%	67%	61%	56%	57%
Creating a relationship with an AI: People developing attachments to AI 'friends'	56%	63%	53%	61%	52%	47%	51%	62%	54%	57%	62%	52%	55%	63%	57%	53%	54%	54%

# WORRIES ABOUT THE MISUSE OF GENERATIVE AI

<b>Not at all or not very worried</b>	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	Spain	United Kingdom	United States
Any Not worried (Net)	39%	29%	48%	33%	51%	47%	35%	27%	38%	46%	34%	50%	35%	40%	30%	46%	39%	43%
Creating a relationship with an AI: People developing attachments to AI 'friends'	18%	13%	24%	15%	27%	22%	13%	14%	17%	21%	14%	22%	13%	18%	14%	21%	18%	19%
Privacy: Data from across the internet is used to train AI systems. User data may be retained to continue training or personalizing a model	15%	10%	22%	9%	23%	17%	12%	11%	13%	18%	10%	22%	12%	16%	10%	22%	13%	15%
Amplifying Biases. AI models are trained on existing data and content. They can perpetuate and amplify existing societal biases and discrimination	14%	8%	21%	10%	24%	16%	10%	10%	13%	19%	12%	20%	12%	13%	8%	19%	12%	17%
Sexual or online abuse: facilitate the creation of harmful content like sexual material or images of graphic violence	14%	8%	19%	11%	25%	17%	11%	9%	13%	16%	11%	23%	12%	8%	6%	22%	12%	17%
AI hallucinations: generative AI creates factually incorrect responses that users accept as correct	14%	10%	21%	10%	25%	16%	9%	8%	11%	18%	10%	22%	11%	12%	7%	20%	11%	15%
Deepfakes: Use of AI to create or alter images, videos, or audio of real people in a way that they appear to be someone else, depict an event that did not take place, or otherwise faked	13%	9%	19%	8%	23%	13%	11%	9%	11%	16%	9%	23%	9%	11%	6%	20%	12%	14%
Generating Scams AI-generated content can be used for malicious purposes.	12%	7%	18%	8%	24%	14%	7%	8%	10%	16%	7%	21%	10%	9%	6%	18%	11%	14%

# WELL-BEING INVENTORIES

	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	Spain	United Kingdom	United States
<b>Bad online experiences</b>																		
Low	51%	46%	55%	48%	54%	51%	49%	60%	66%	38%	61%	53%	44%	43%	49%	53%	47%	51%
Medium	31%	32%	26%	33%	31%	33%	37%	27%	23%	31%	27%	29%	36%	30%	36%	34%	29%	30%
High	18%	23%	20%	20%	15%	15%	14%	12%	11%	31%	11%	18%	20%	27%	16%	14%	24%	19%
<b>Online addiction</b>																		
Low	56%	48%	49%	55%	54%	59%	56%	63%	62%	53%	66%	58%	63%	45%	68%	59%	51%	54%
Medium	26%	29%	26%	26%	27%	28%	29%	22%	25%	26%	23%	25%	25%	25%	21%	27%	28%	24%
High	18%	23%	25%	20%	19%	13%	15%	14%	14%	21%	12%	18%	11%	30%	11%	14%	21%	22%
<b>Mental, physical health problems</b>																		
Low	51%	40%	42%	48%	56%	47%	48%	60%	57%	40%	57%	50%	61%	50%	55%	58%	48%	47%
Medium	30%	33%	32%	30%	28%	32%	36%	26%	25%	34%	24%	28%	27%	35%	25%	28%	31%	30%
High	20%	27%	27%	22%	16%	21%	17%	15%	18%	27%	19%	22%	13%	16%	20%	14%	21%	24%

# SAFETY TOOL FEATURE USAGE

	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	S. Africa	S. Korea	Spain	United Kingdom	United States
Used any safety feature	82%	80%	83%	83%	88%	80%	81%	75%	75%	86%	78%	91%	84%	88%	78%	83%	79%	83%
Private accounts	56%	55%	59%	54%	57%	58%	58%	50%	50%	60%	54%	61%	60%	61%	48%	56%	54%	57%
Reviewing friend or follow requests	55%	57%	61%	57%	66%	45%	51%	44%	38%	59%	40%	70%	59%	62%	46%	58%	53%	58%
Parental controls tools ( <i>parents</i> )	52%	45%	54%	46%	55%	36%	39%	55%	36%	60%	42%	59%	64%	58%	44%	59%	54%	56%
NET: Reporting Tools	44%	41%	50%	47%	49%	38%	42%	34%	37%	51%	45%	49%	49%	47%	39%	41%	40%	48%
Filter out messages from unknown senders	43%	42%	46%	43%	48%	40%	42%	43%	35%	44%	36%	48%	48%	48%	40%	41%	41%	42%
Content filters	38%	33%	43%	34%	43%	32%	26%	27%	28%	45%	38%	47%	44%	49%	32%	37%	33%	40%
Child accounts ( <i>parents &amp; teens</i> )	37%	35%	35%	35%	39%	26%	30%	29%	35%	40%	32%	43%	44%	47%	32%	34%	40%	40%
Tools to report content of concern	35%	32%	41%	36%	39%	27%	33%	26%	29%	39%	35%	38%	38%	37%	30%	32%	31%	37%
Tools to report users of concern	34%	33%	40%	37%	36%	25%	31%	25%	25%	38%	34%	38%	40%	37%	29%	31%	29%	38%
Safe Search	34%	28%	29%	31%	52%	14%	25%	17%	20%	52%	23%	54%	40%	44%	26%	42%	30%	36%

# DO POTENTIAL CONTROL TOOLS INFRINGE ON CHILDREN'S PRIVACY

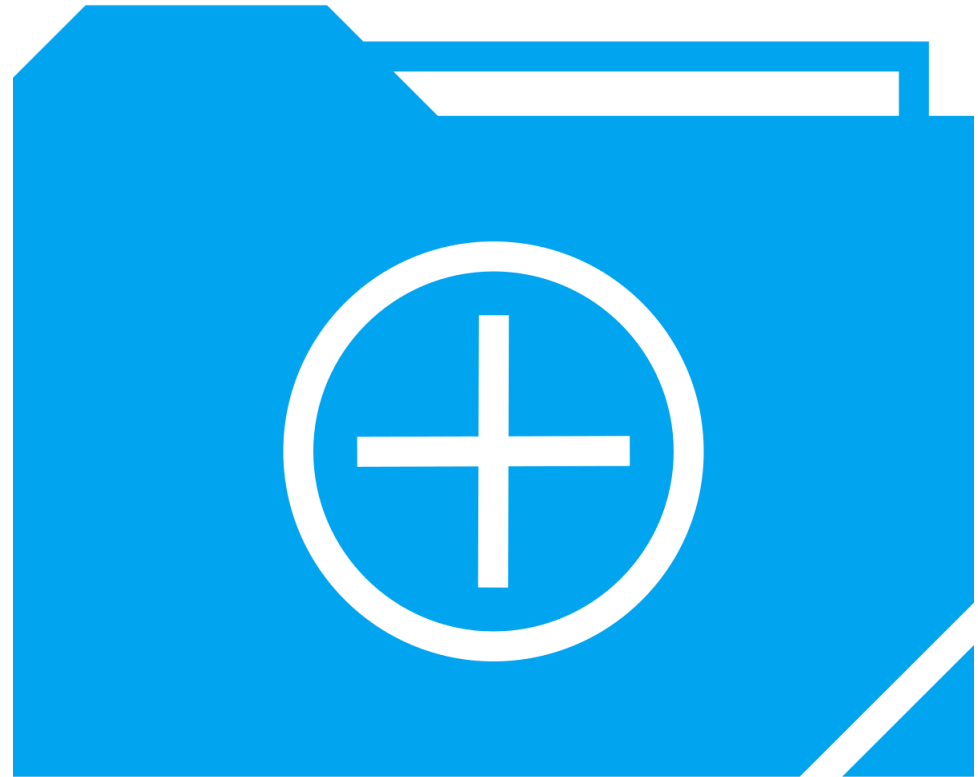
	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	Spain	United Kingdom	United States
<b>Allows me to limit whom my child can communicate with online</b>																		
Completely agree, a lot	39%	33%	53%	36%	57%	21%	26%	25%	29%	59%	33%	62%	35%	49%	15%	45%	34%	41%
Agree or disagree a little, neither	54%	60%	41%	56%	37%	71%	63%	69%	64%	39%	58%	31%	58%	39%	74%	46%	60%	49%
Disagree completely, a lot	8%	8%	6%	8%	6%	8%	11%	6%	7%	2%	9%	7%	7%	12%	11%	9%	6%	10%
<b>Allows me to see who my child is communicating with</b>																		
Completely agree, a lot	42%	39%	61%	32%	59%	30%	24%	32%	28%	64%	34%	63%	38%	52%	21%	47%	33%	40%
Agree or disagree a little, neither	51%	51%	31%	59%	32%	66%	66%	63%	65%	33%	57%	29%	56%	36%	69%	45%	61%	49%
Disagree completely, a lot	8%	9%	8%	9%	8%	4%	10%	5%	7%	3%	9%	8%	6%	13%	10%	8%	6%	11%
<b>Allows me to access and delete my child's personal data</b>																		
Completely agree, a lot	37%	34%	47%	30%	47%	26%	24%	27%	27%	61%	27%	58%	44%	47%	14%	38%	30%	39%
Agree or disagree a little, neither	55%	59%	45%	63%	42%	64%	64%	69%	67%	37%	64%	34%	50%	41%	72%	54%	62%	50%
Disagree completely, a lot	9%	8%	8%	7%	10%	10%	11%	4%	6%	2%	9%	9%	7%	12%	15%	8%	8%	11%
<b>Allows me to see my child's search history</b>																		
Completely agree, a lot	42%	37%	59%	36%	60%	34%	27%	32%	27%	66%	34%	63%	40%	50%	18%	44%	33%	43%
Agree or disagree a little, neither	50%	56%	32%	55%	33%	59%	64%	65%	66%	32%	58%	30%	53%	36%	71%	47%	60%	44%
Disagree completely, a lot	8%	7%	10%	10%	8%	8%	10%	3%	7%	2%	9%	7%	7%	13%	11%	10%	7%	13%

# DO POTENTIAL PARENTAL CONTROL TOOLS INFRINGE ON TEENS' PRIVACY

	Total	Australia	Brazil	Canada	Colombia	Czechia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	Spain	United Kingdom	United States
<b>Allows my parents to limit who I can communicate with online</b>																		
Completely agree, a lot	28%	26%	37%	26%	36%	20%	24%	22%	23%	38%	25%	34%	23%	44%	12%	30%	31%	32%
Agree or disagree a little, neither	56%	64%	50%	57%	52%	55%	55%	66%	63%	49%	58%	54%	63%	45%	51%	59%	61%	55%
Disagree completely, a lot	15%	10%	13%	17%	12%	25%	21%	12%	14%	13%	17%	13%	14%	11%	37%	12%	8%	13%
<b>Allows my parents to see who I communicate with online</b>																		
Completely agree, a lot	31%	28%	41%	28%	42%	24%	25%	25%	25%	42%	24%	43%	26%	48%	12%	32%	29%	35%
Agree or disagree a little, neither	55%	65%	50%	58%	48%	56%	59%	63%	61%	44%	61%	48%	62%	40%	54%	56%	63%	52%
Disagree completely, a lot	14%	7%	9%	15%	10%	20%	17%	12%	14%	14%	15%	9%	13%	12%	34%	12%	8%	13%
<b>Allows my parents to access and delete my personal data</b>																		
Completely agree, a lot	28%	23%	36%	25%	33%	20%	28%	22%	25%	38%	24%	35%	20%	43%	14%	31%	31%	35%
Agree or disagree a little, neither	54%	65%	48%	53%	51%	57%	52%	67%	62%	45%	56%	53%	64%	43%	47%	55%	58%	49%
Disagree completely, a lot	17%	12%	16%	21%	16%	24%	20%	11%	13%	17%	20%	13%	16%	15%	39%	15%	11%	16%
<b>Allows my parents to see my search history</b>																		
Completely agree, a lot	32%	28%	43%	27%	40%	25%	30%	28%	28%	43%	26%	40%	26%	48%	16%	33%	31%	35%
Agree or disagree a little, neither	53%	64%	46%	56%	48%	53%	51%	62%	59%	44%	57%	50%	60%	40%	48%	54%	61%	50%
Disagree completely, a lot	15%	9%	10%	17%	13%	22%	19%	10%	13%	13%	17%	10%	14%	12%	36%	13%	8%	15%

T1\_1: How much do you agree or disagree that using the following parental control tools would infringe too much on your privacy online?

Addendum

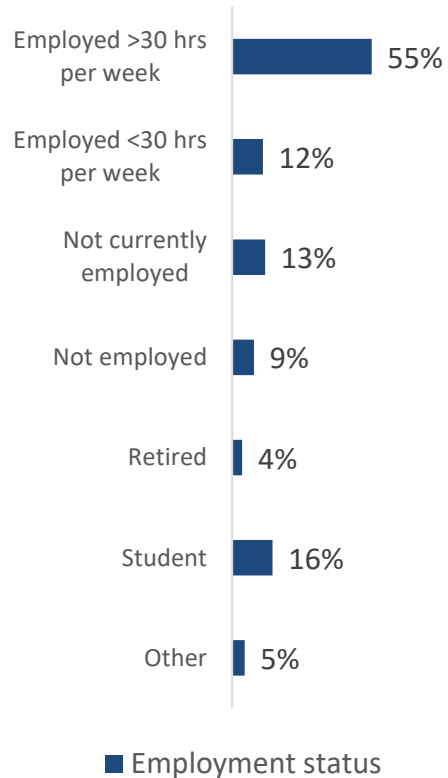


# RISK DEFINITIONS: WAVE 8

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

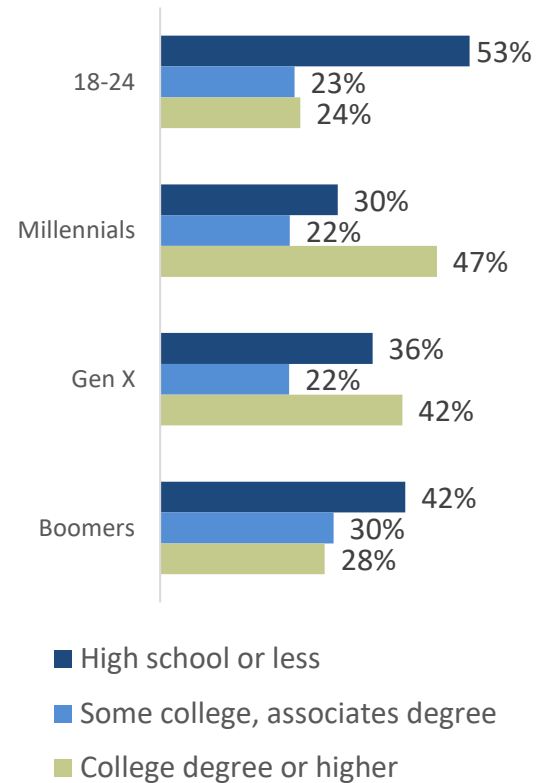
# DEMOGRAPHICS

## Employment



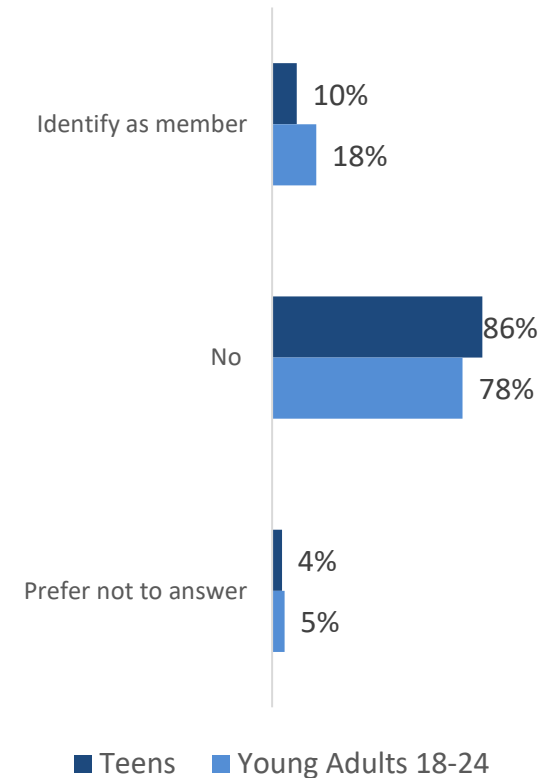
Base: Adults N=8,512

## Education level



Base: Adults N=8,512

## LGBTQ status



Base: Teens & Young Adults N=9,496

## Sample composition

- Teens: 8,283
- Adults: 8,512
  
- Adult Non-Parents ages 18-64: 4,666
- Adult Parents ages 18-64: 3,846
  
- Parents of teens 13-17: 2,391
- Parents of 6–12-year-olds: 1,455
  
- Adult age
- 18-34: 3,452
- 35-49: 3,084
- 50-64: 1,976

*Note: all data weighted to equally represent males and females*

*Within each country sample split equally between teens and adults, with adults sampled proportional to the internet user population in that geo.*

Q20: Which of the following best describes your current employment status? (among 18-64 y/o)

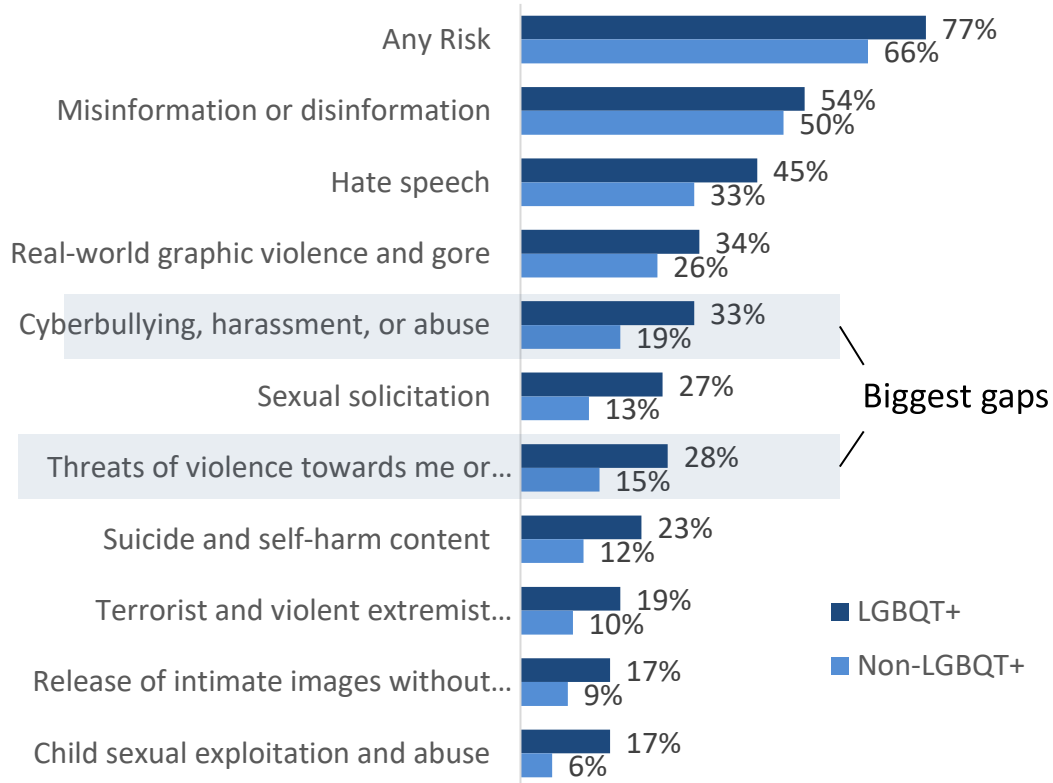
Q20b: What is the highest level of education you have completed? (among 18-64 y/o)

Q21: Do you identify as a member of the LGBTQ+ community?

# LGBTQ+ PROFILE: TOTAL, ADULTS

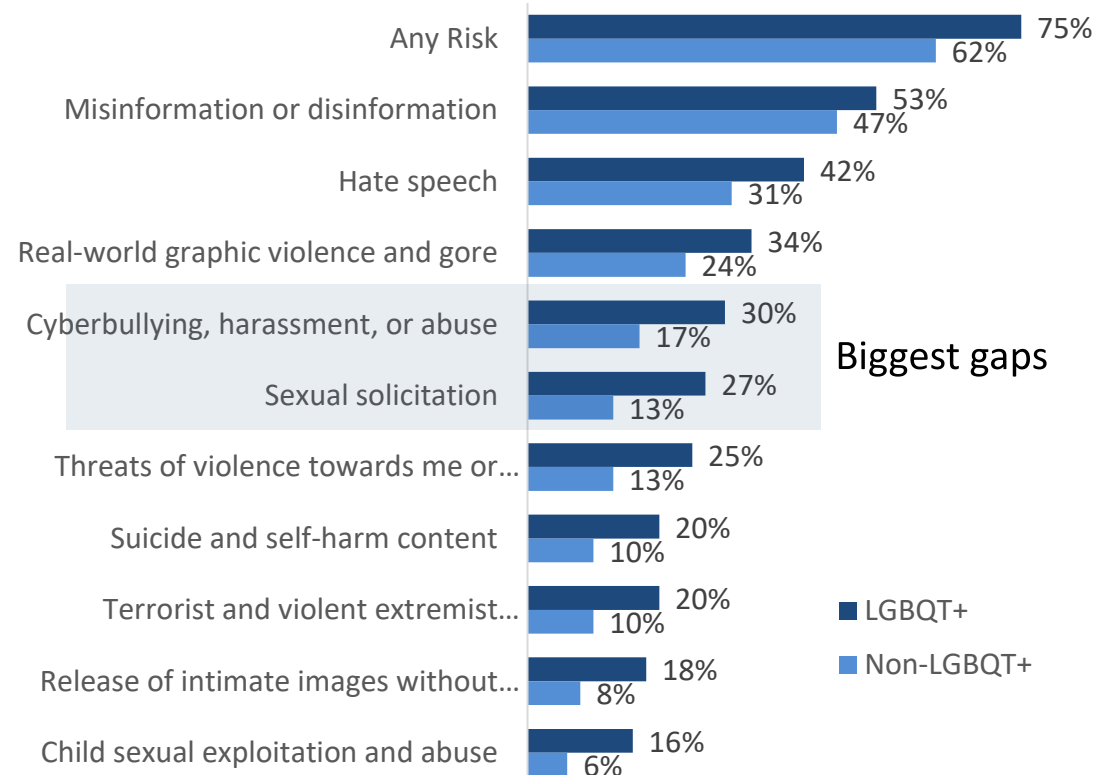
11% of identified as LGBTQ+

Total: All risks were higher for LGBTQ+



Base: Total N=16,795

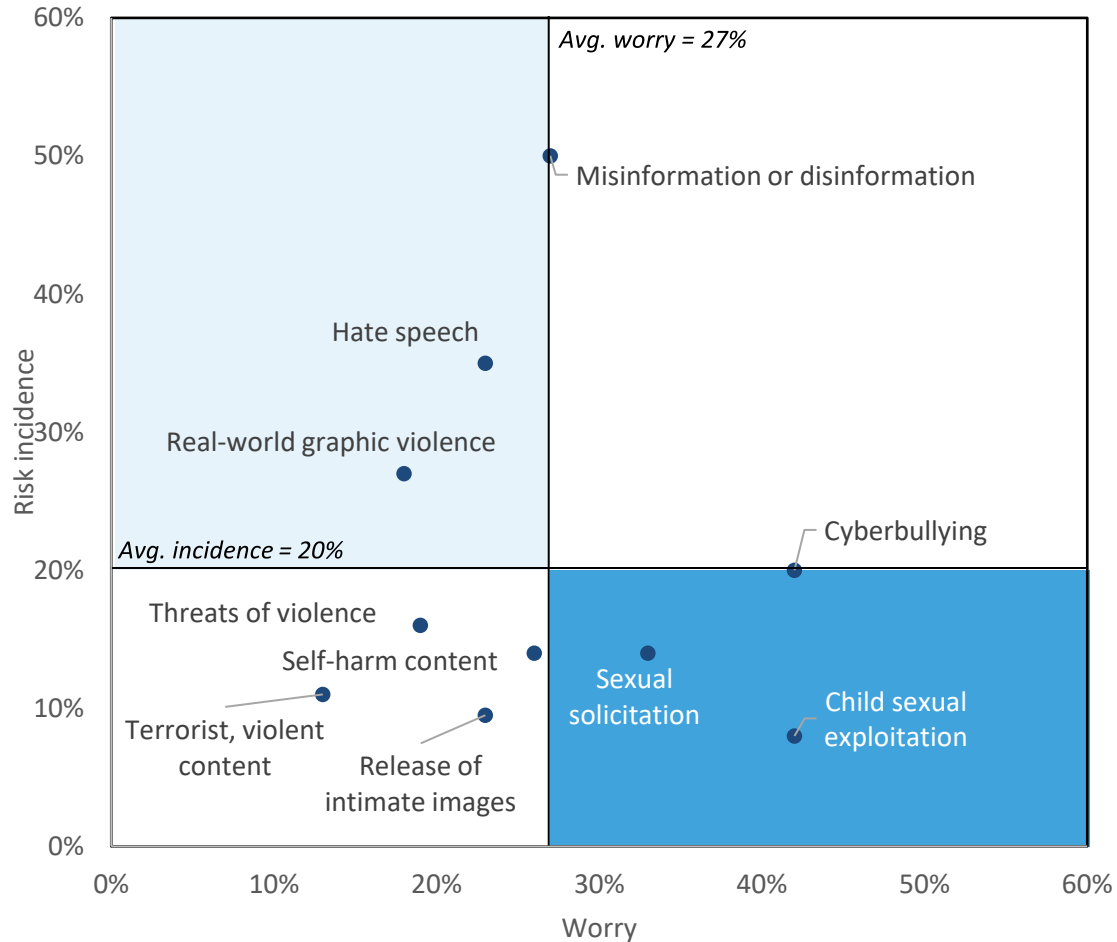
Adults: All risks were higher for LGBTQ+



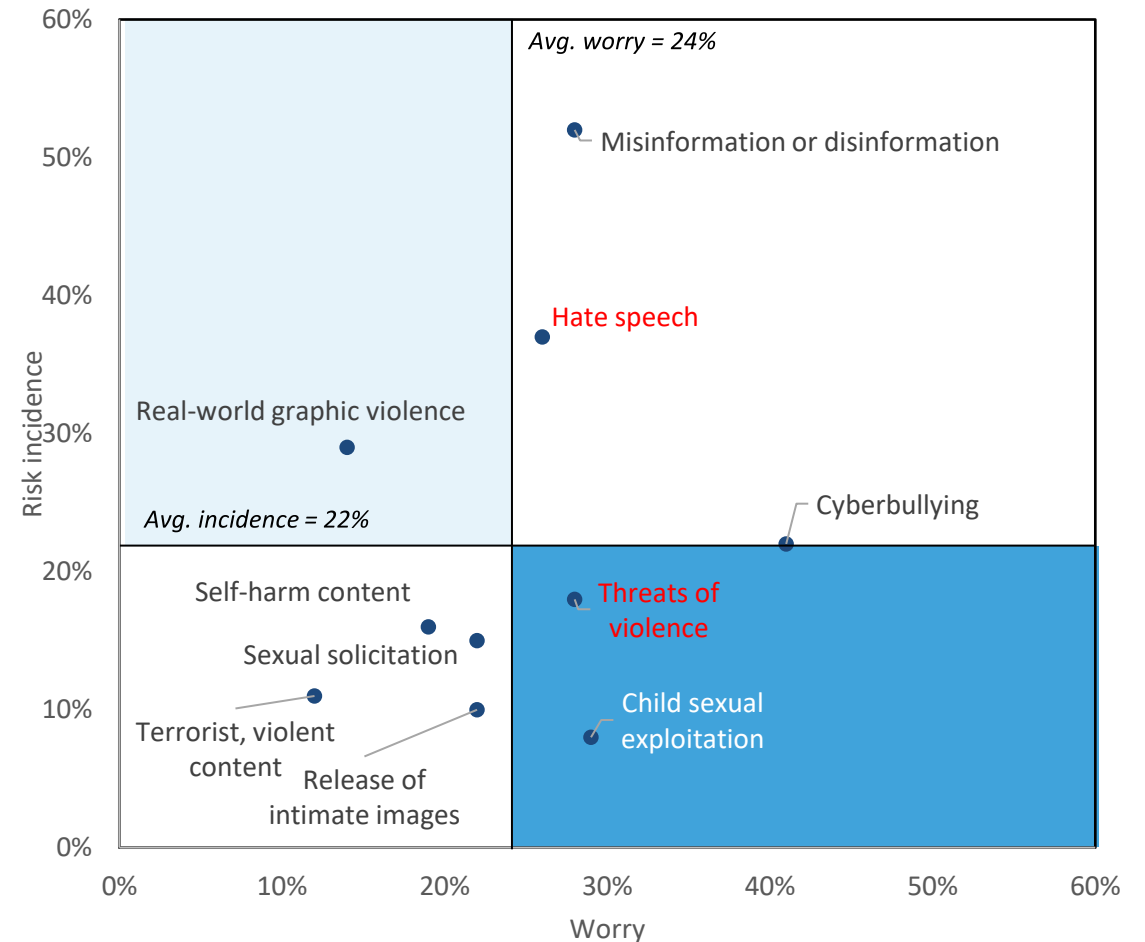
Base: Adults N=8,512

# UNDER/OVER WORRY ABOUT RISKS

## Risk worry vs. incidence – Teen parents



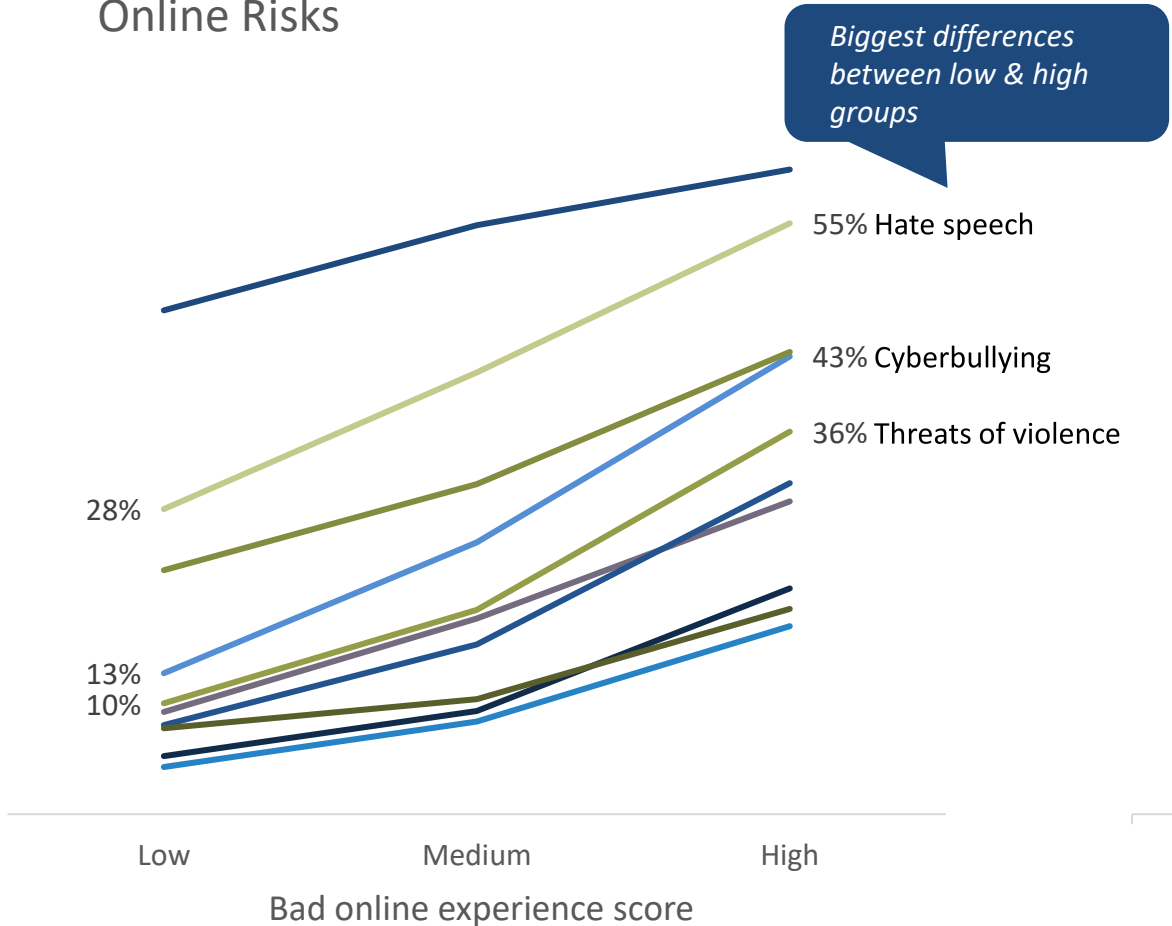
## Risk worry vs. incidence – Teens



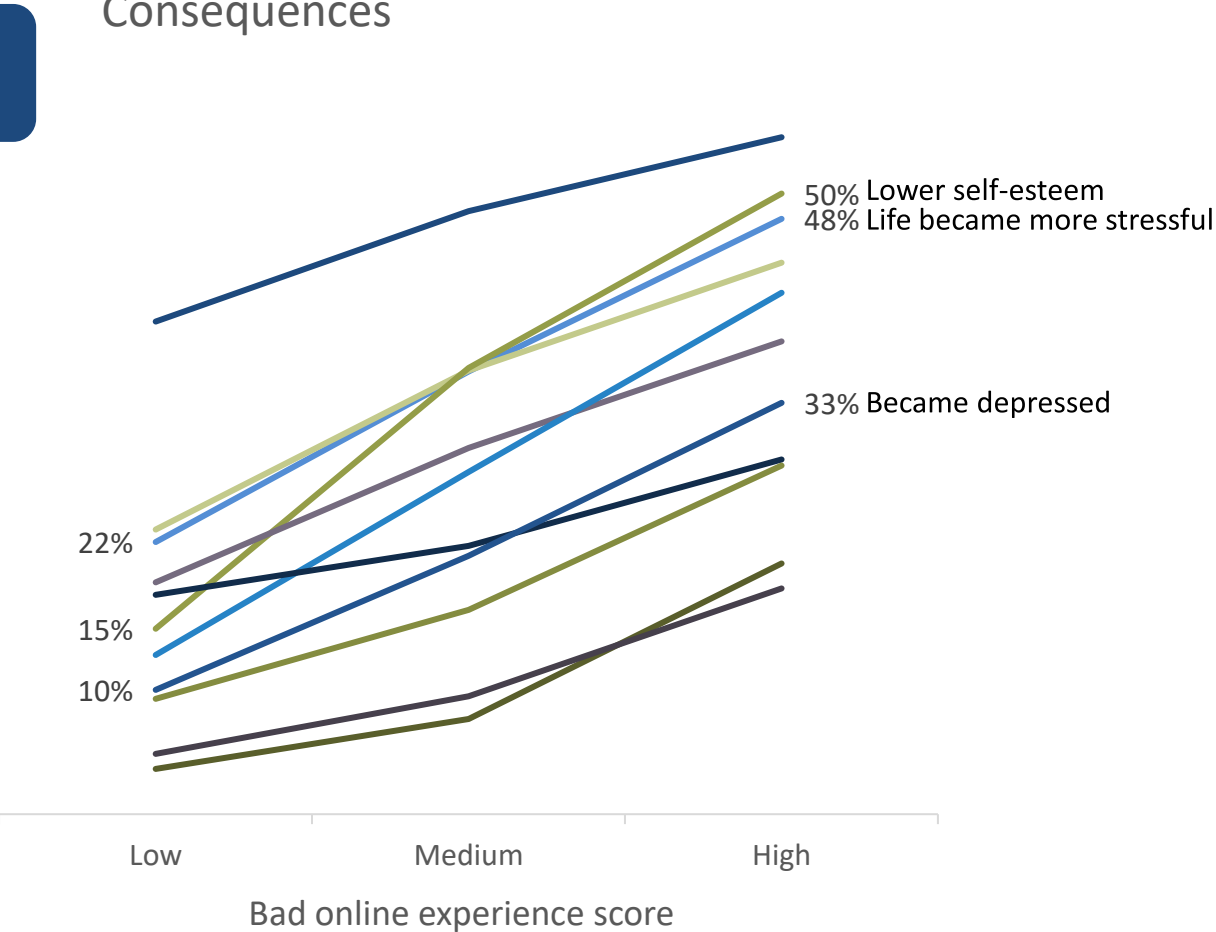
Q2. Which, if any, of these have you [parent version: your children] experienced in the last year ONLINE using the Internet on your phone, tablet, or any other device? Select all that apply  
 Q5.7. Whether you have experienced them or not, which online risks worry you the most? Select up to three risks

# BAD ONLINE EXPERIENCES WERE POSITIVELY CORRELATED WITH RISKS & CONSEQUENCES

Online Risks



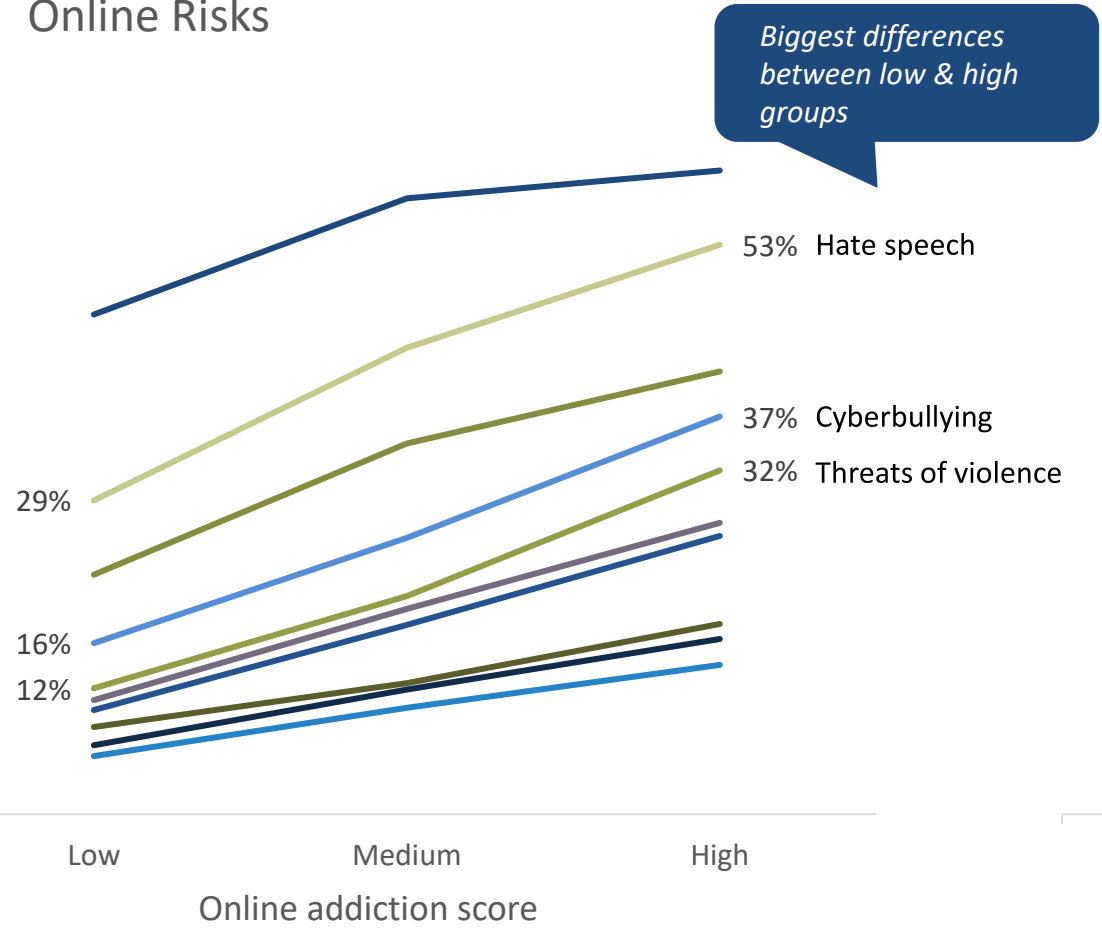
Consequences



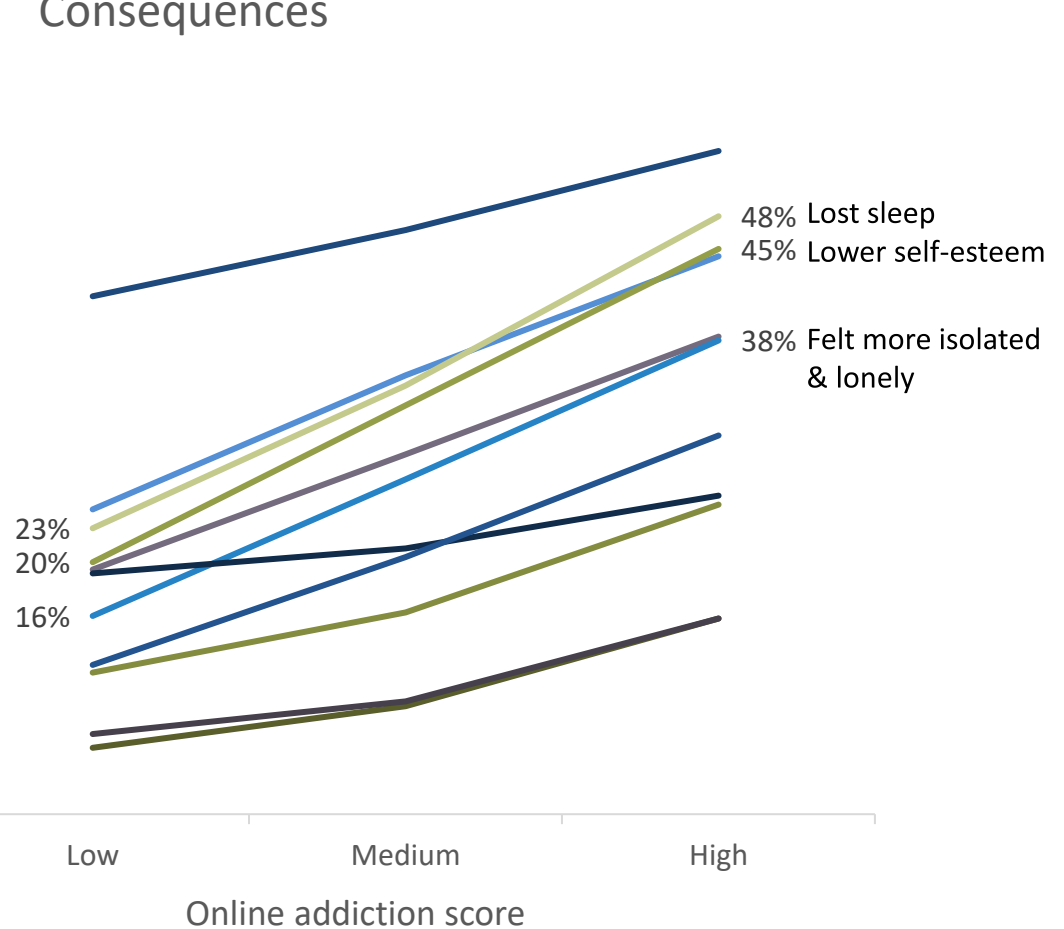
Q2. Which, if any, of these have you [parent version: your children] experienced in the last year ONLINE using the Internet on your phone, tablet, or any other device? Select all that apply  
 Q5.7. Whether you have experienced them or not, which online risks worry you the most? Select up to three risks

# ONLINE ADDICTION WAS POSITIVELY CORRELATED WITH RISKS & CONSEQUENCES

Online Risks



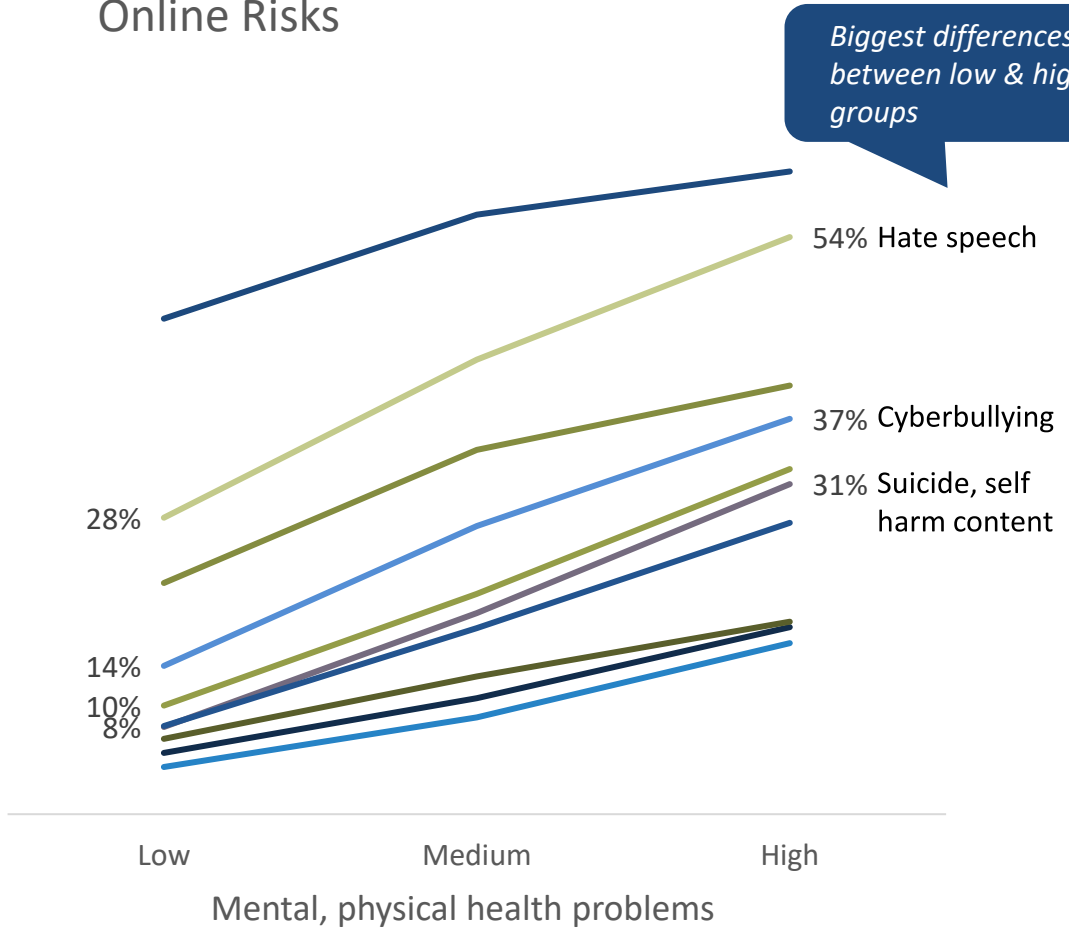
Consequences



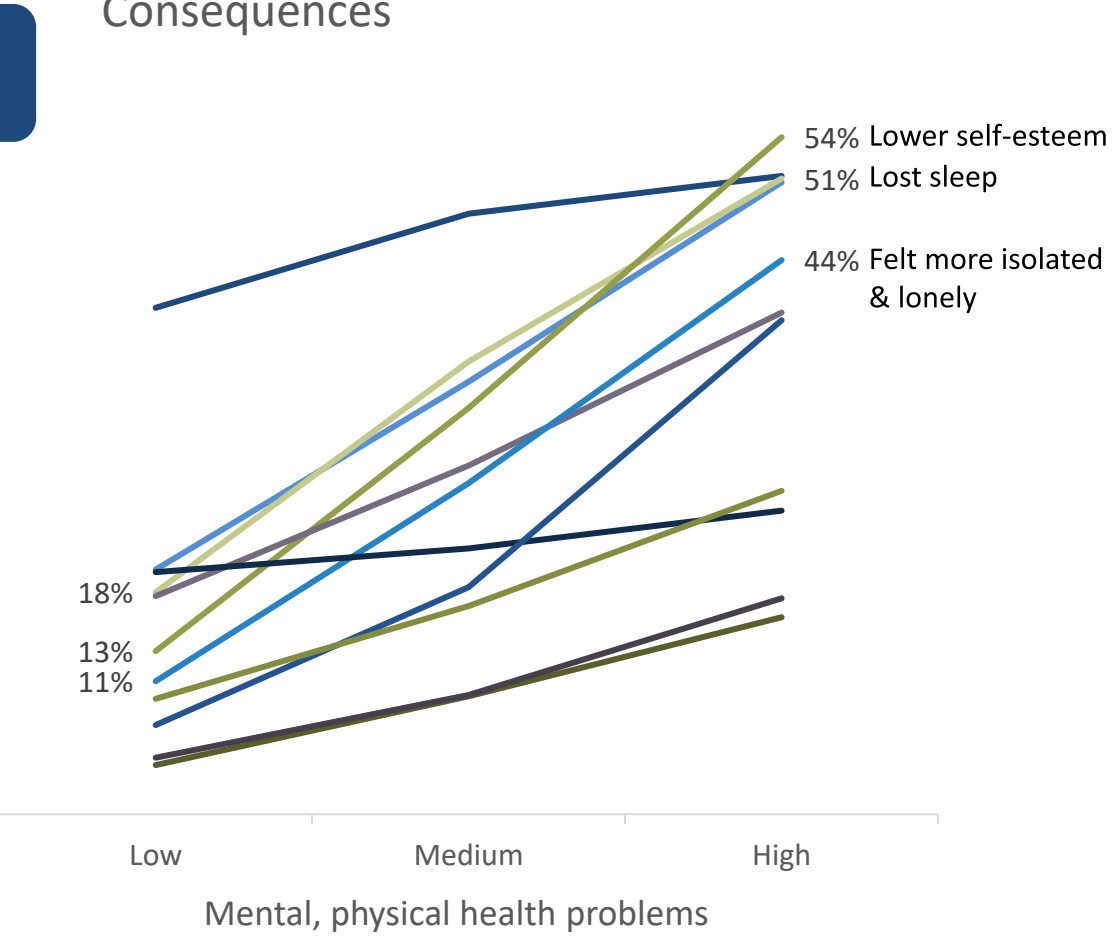
Q2. Which, if any, of these have you [parent version: your children] experienced in the last year ONLINE using the Internet on your phone, tablet, or any other device? Select all that apply  
 Q5.7. Whether you have experienced them or not, which online risks worry you the most? Select up to three risks

# MENTAL, PHYSICAL HEALTH PROBLEMS WERE POSITIVELY CORRELATED WITH RISKS & CONSEQUENCES

Online Risks

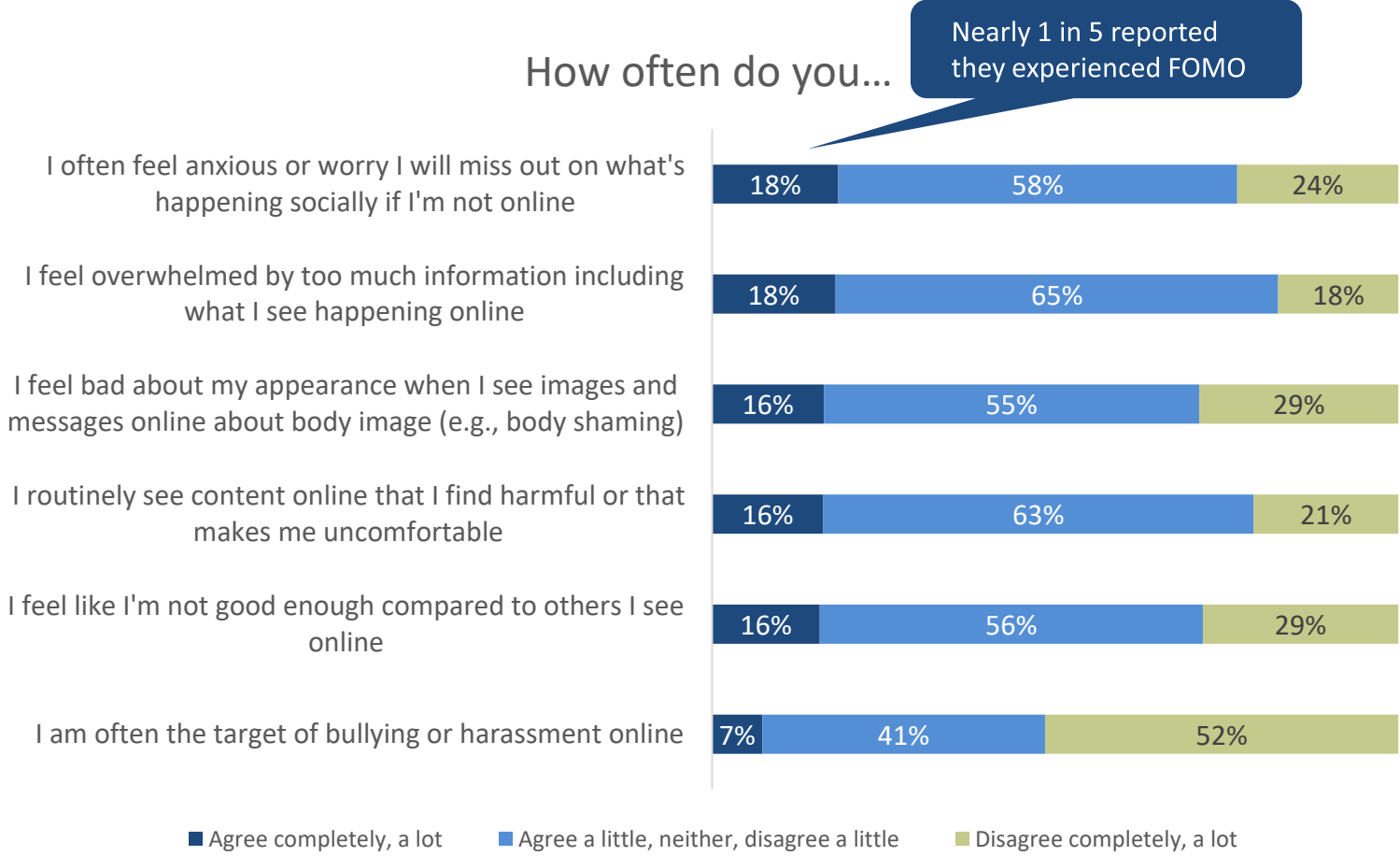


Consequences



Q2. Which, if any, of these have you [parent version: your children] experienced in the last year ONLINE using the Internet on your phone, tablet, or any other device? Select all that apply  
 Q5.7. Whether you have experienced them or not, which online risks worry you the most? Select up to three risks

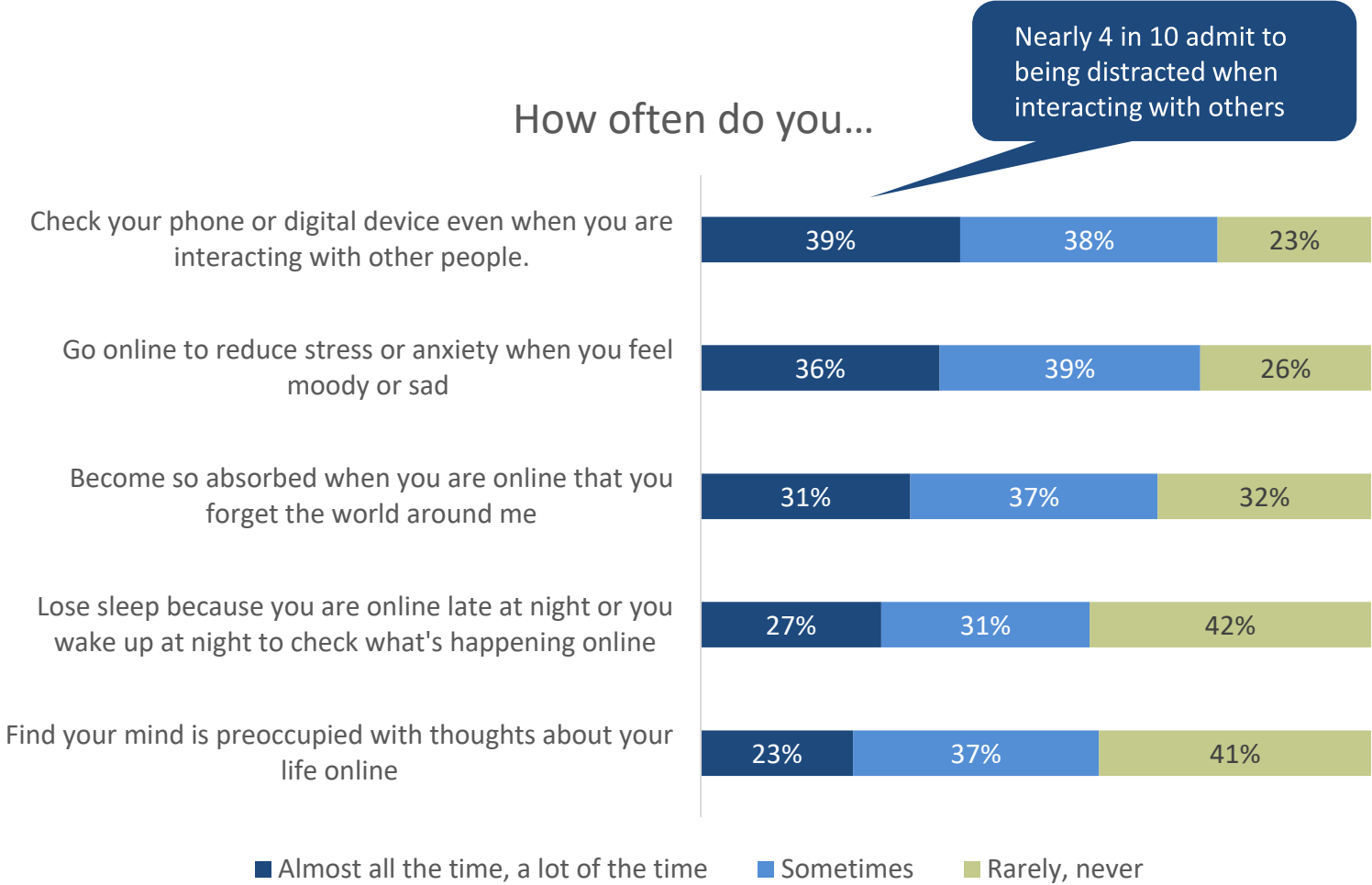
# AN AVERAGE OF 15% OF TEENS SAID BAD ONLINE EXPERIENCES WAS A CONSTANT COMPANION



Base: Teens 13-17, N=8,283

MH1. How much do you agree or disagree with the following statements  
 Scale 1=completely disagree, 2, disagree a lot, 3 disagree a little, 4 Neither agree or disagree, 5 agree a little, 6 agree a lot, 7 agree completely

# ON AVERAGE, 33% OF TEENS SHOWED SIGNS OF ONLINE ADDICTION

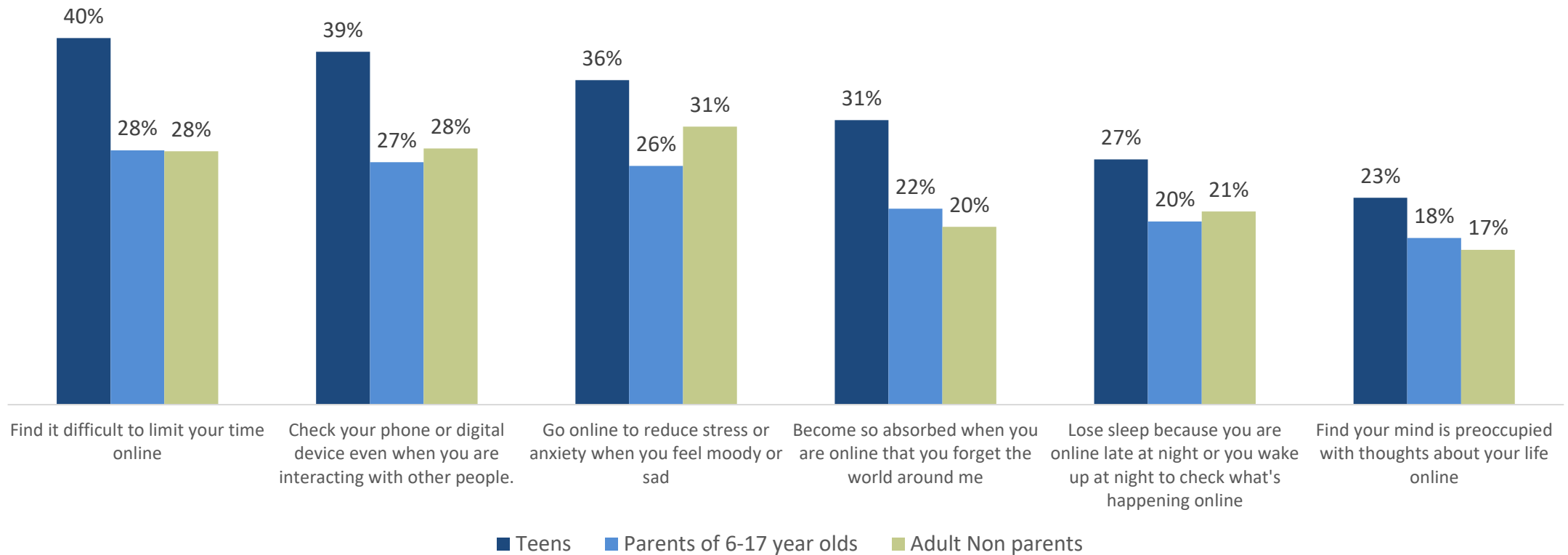


Base: Teens 13-17, N=8,283

MH2. Please read each statement and tell us how often you...  
Scale Disagree: 1=never, 2, rarely, 3 sometimes, 4 a lot of the time, 5 almost all the time

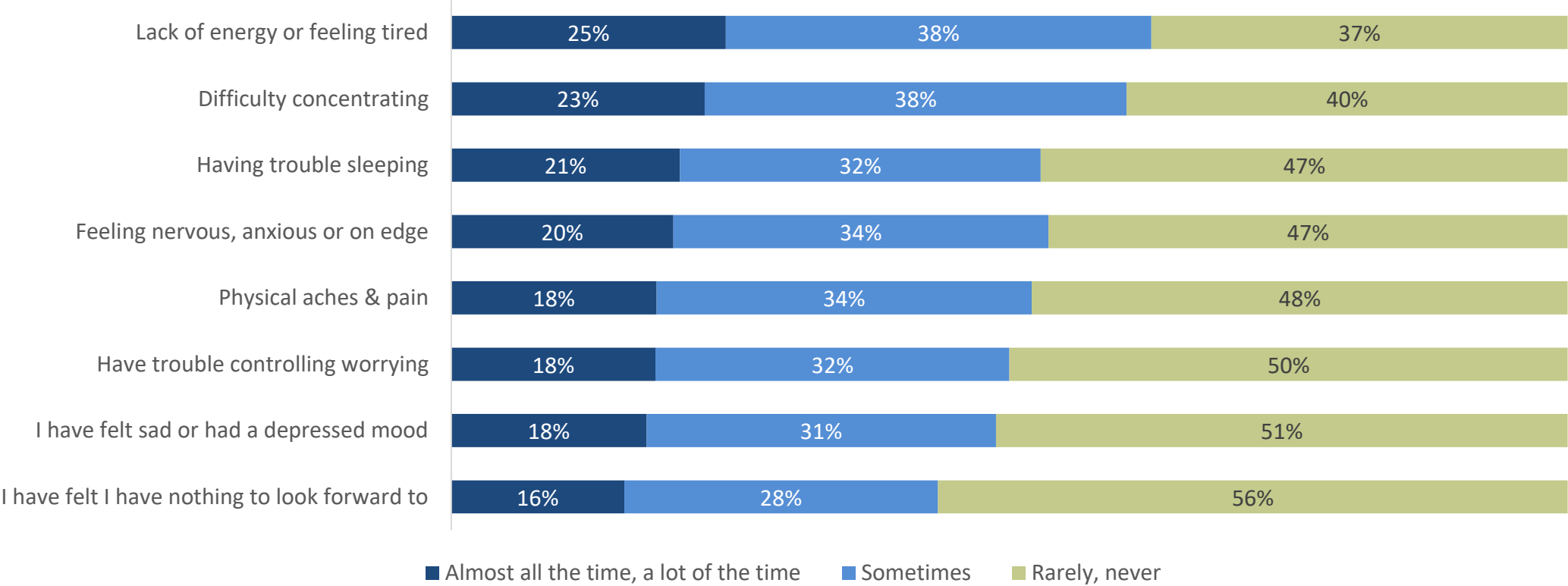
# ADULTS' ONLINE ADDICTION SCORES AVERAGE 10 POINTS LOWER THAN TEENS

50% of parents and 55% of other adults reported at least one addictive behavior vs. 66% of teens



# ON AVERAGE, 20% OF TEENS REPORTED CHRONIC MENTAL OR PHYSICAL DISTRESS

How are you feeling (past 3 months)...



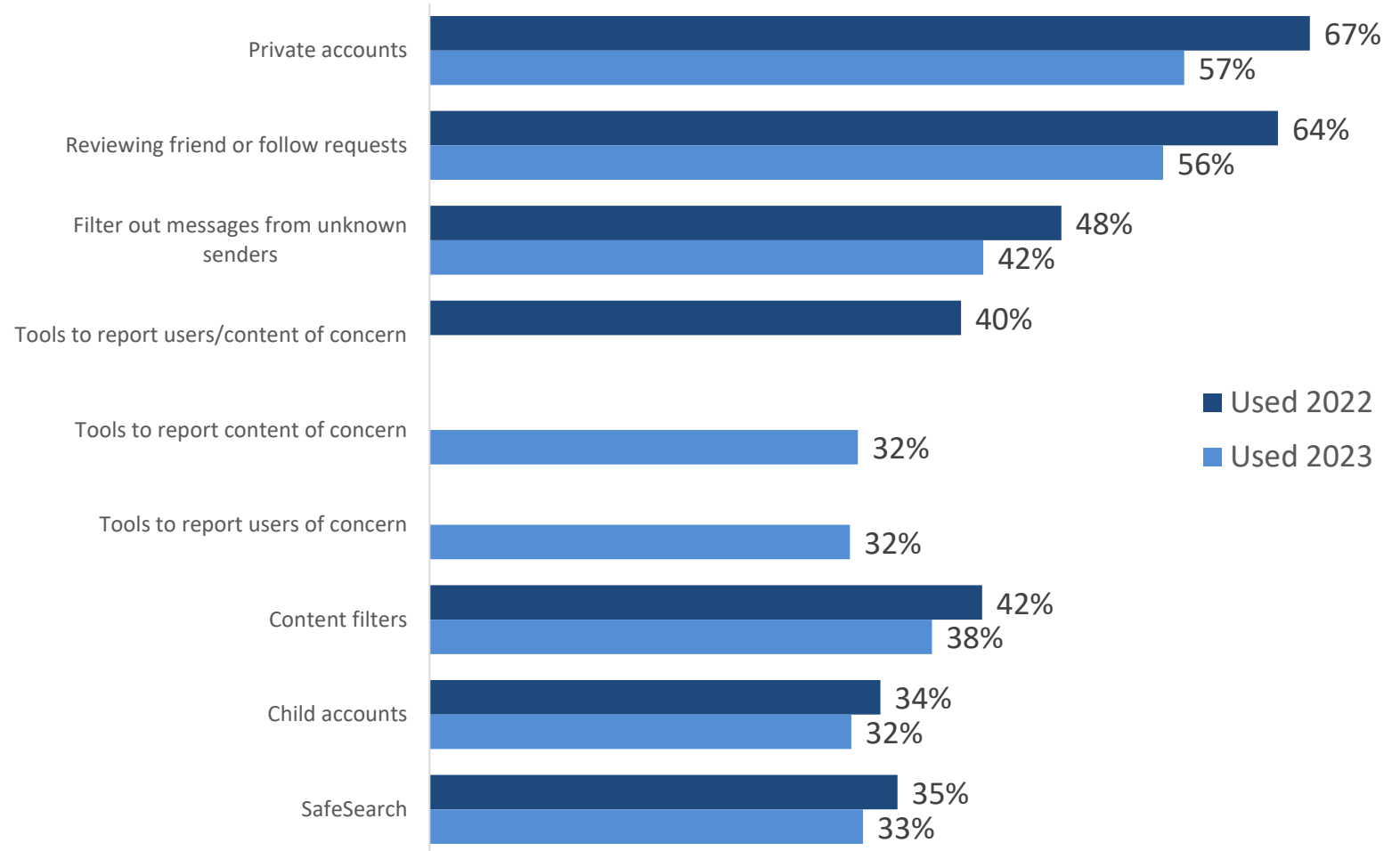
Base: Teens 13-17, N=8,283

MH3. How often have you experienced the following during the past 3 months?  
 Scale Disagree: 1=never, 2, rarely, 3 sometimes, 4 a lot of the time, 5 almost all the time

# TEEN USE OF SAFETY TOOLS FELL MORE THAN ADULTS

- Teens drove the decline in safety feature usage more than Parents
  - Private accounts (-10 vs. -6)
  - Review friend requests (-9 vs. -4)
- Teens who used any safety feature was down 7-pts YoY to 83%. This was more than double parents' 3 point drop.
- Tools to report content or users of concern were split out in 2023. Teens' combined percentage in 2023 was 41%.

How use of safety features changed since 2022\*



Base: Teen , N=8,508

\* Adjusted for changes in the country lineup

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