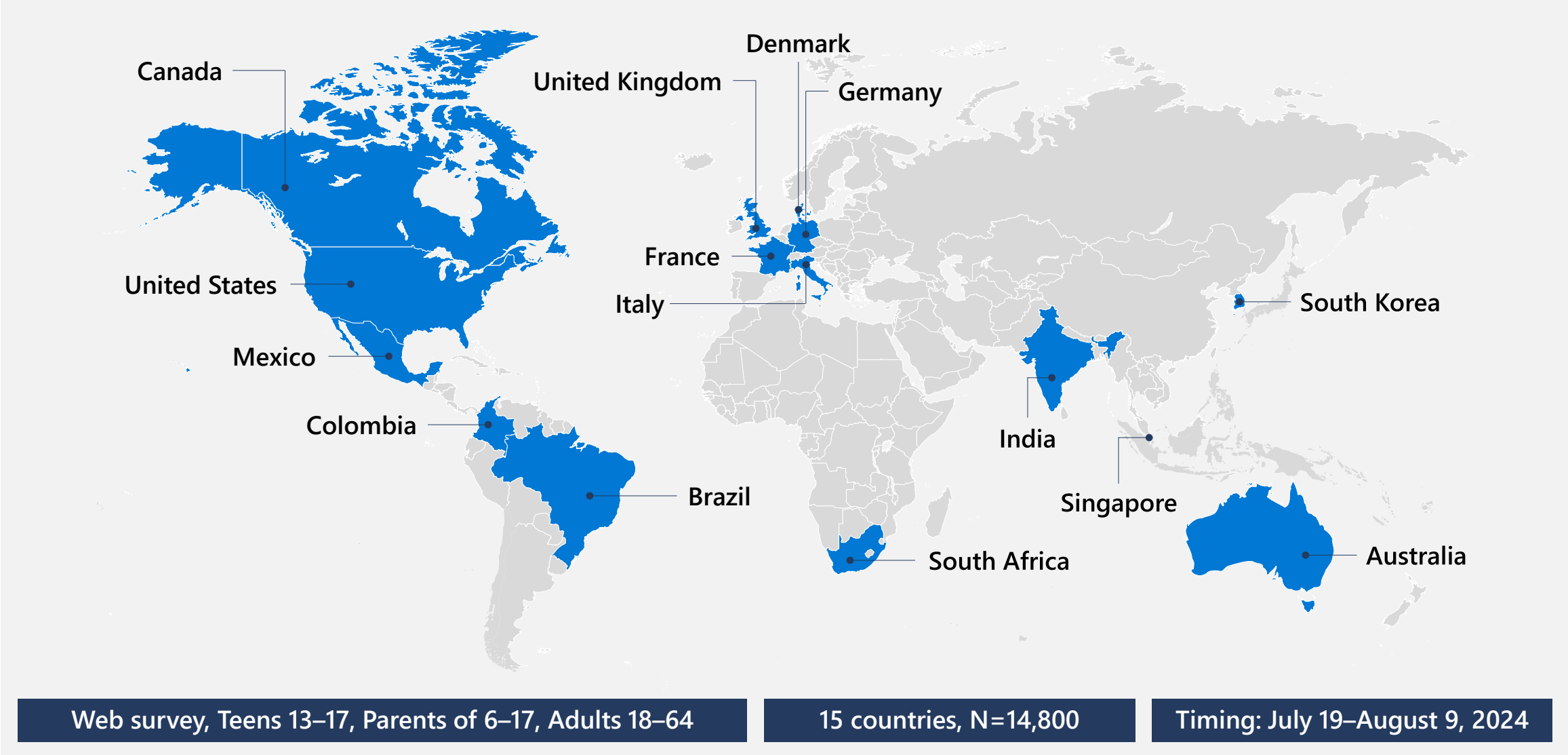


Global Online Safety Survey

Released February 11, 2025



Study methodology



Themes: Wave 9

1

Online risk exposure held steady in 2024 while worry about several risks fell

2

Adoption of AI grew as worries about the technology increased

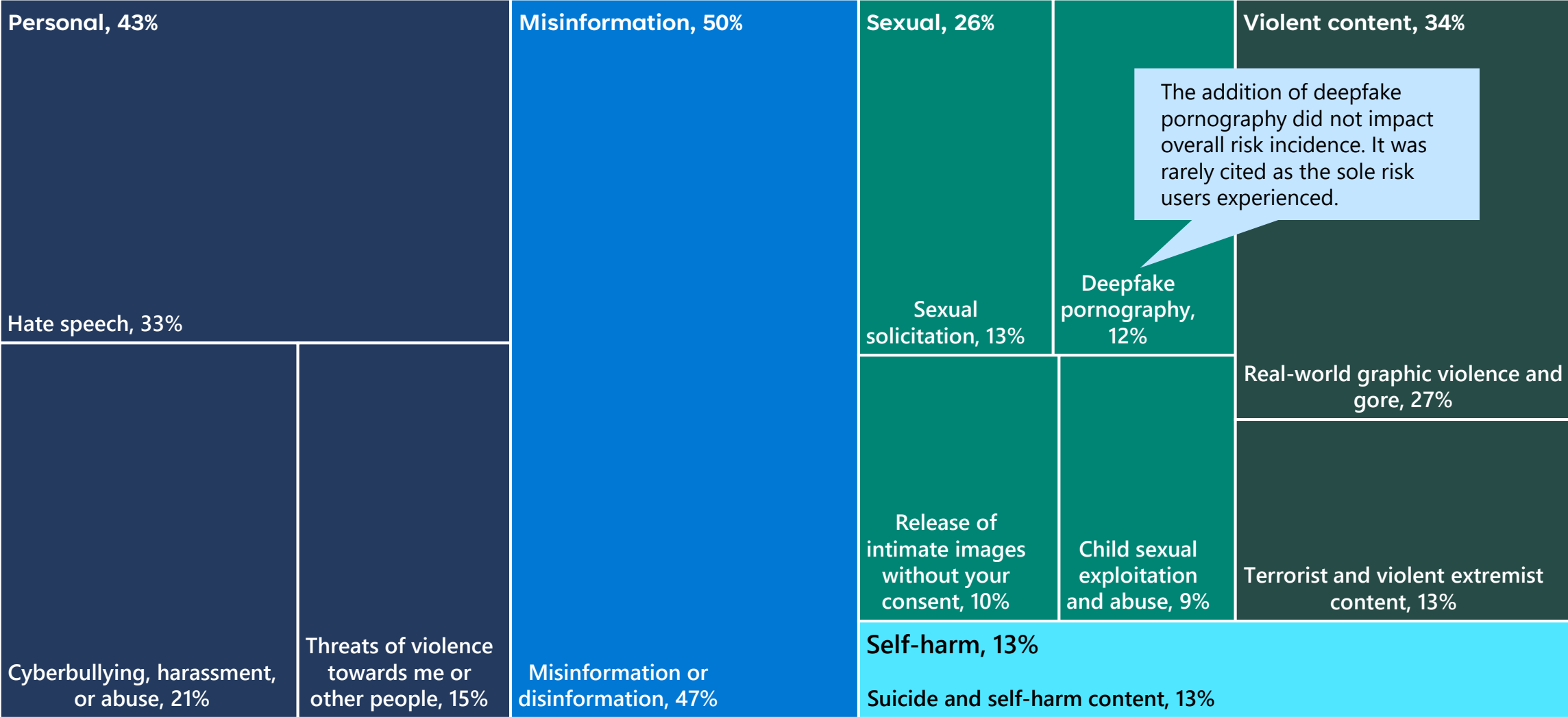
3

Users' nascent experience with AI means their perceptions and attitudes are still forming

4

Teens most often took protective actions or talked to someone after experiencing an online risk

Theme 1: Online risk exposure held steady at 66%

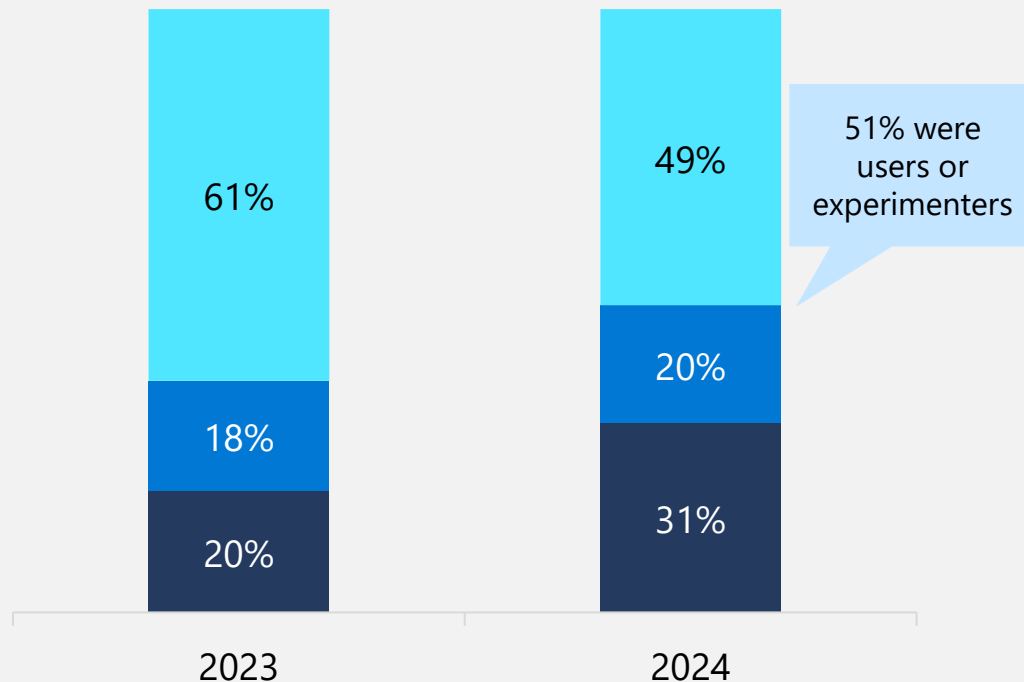


*Adjusted for changes in country lineup

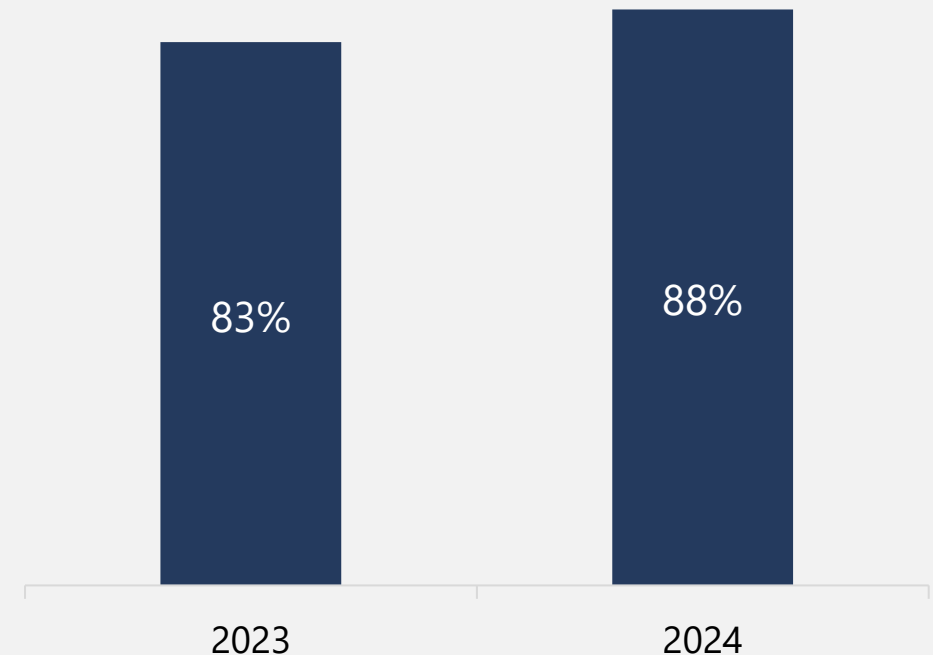
Theme 2: Adoption of AI grew as worries about the technology increased

31% of respondents were active users of generative AI during the past 3 months

■ Users ■ Experimenters ■ Non-users

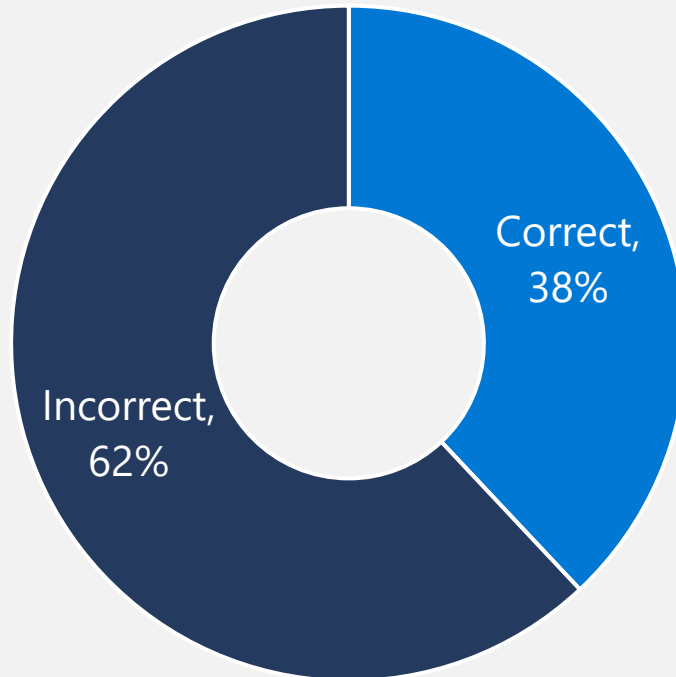


Worry about generative AI inched higher
(% Very, somewhat worried)



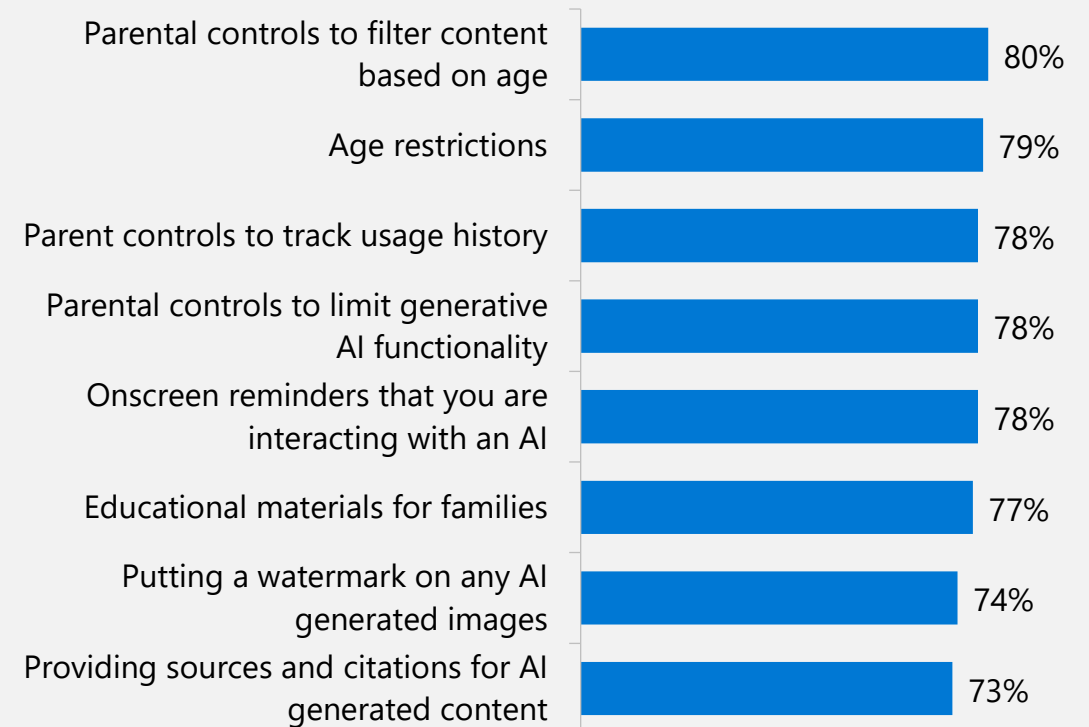
Theme 3: Users' nascent experience with AI means their perceptions and attitudes are still forming

Less than 40% could tell the difference between a fake or real image



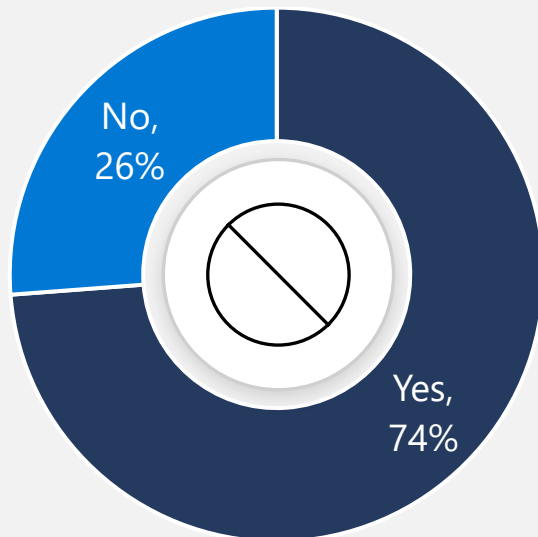
Aids to helping children with AI

(% Very, somewhat helpful)

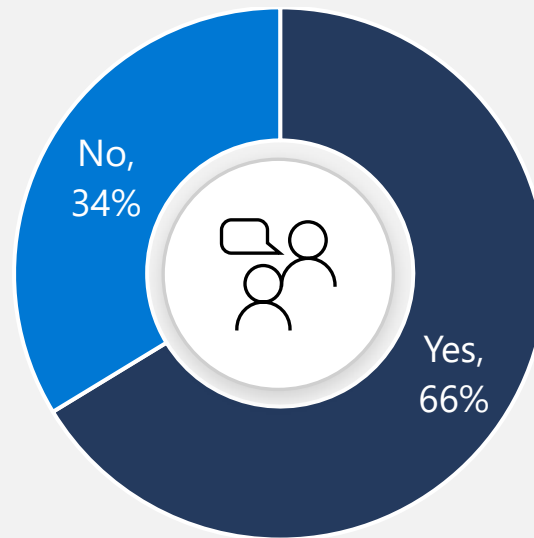


Theme 4: Teens most often took protective actions or talked to someone in response to experiencing an online risk

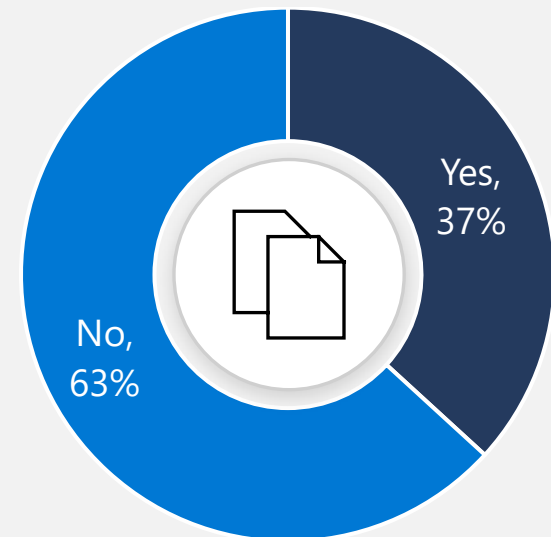
Blocked, muted, unfriended



Talked to someone



Reported

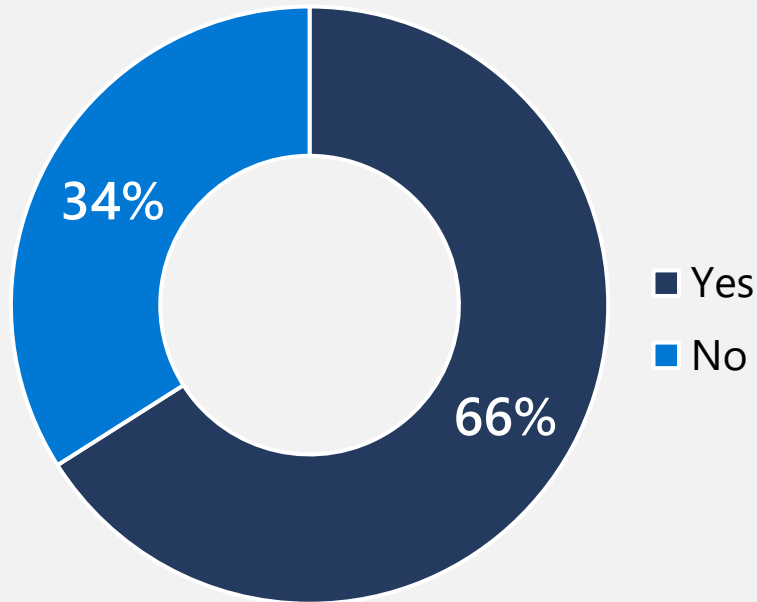


The Risk Landscape



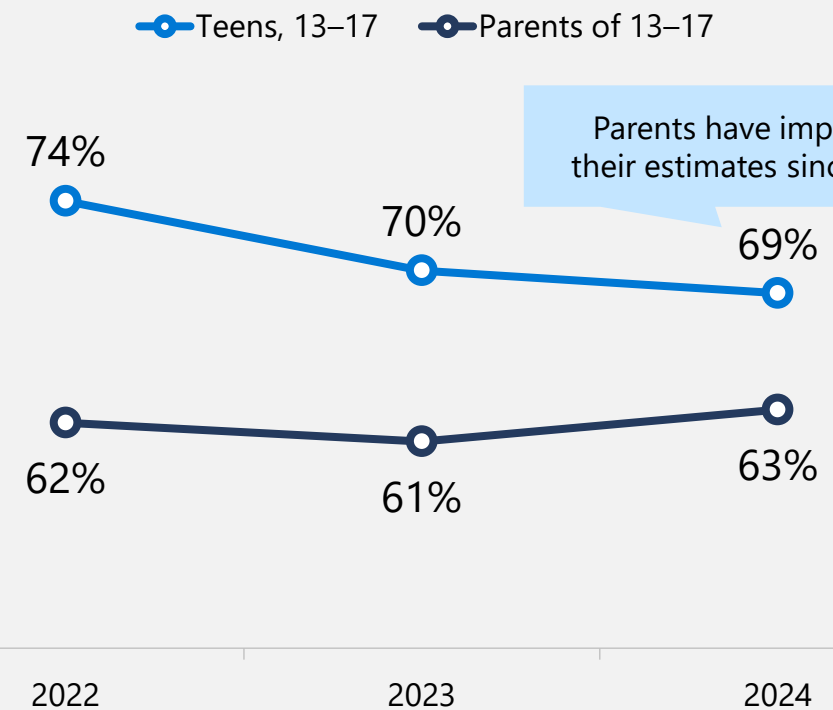
66% of respondents reported experiencing a risk in the past year

Experienced risk during the past year

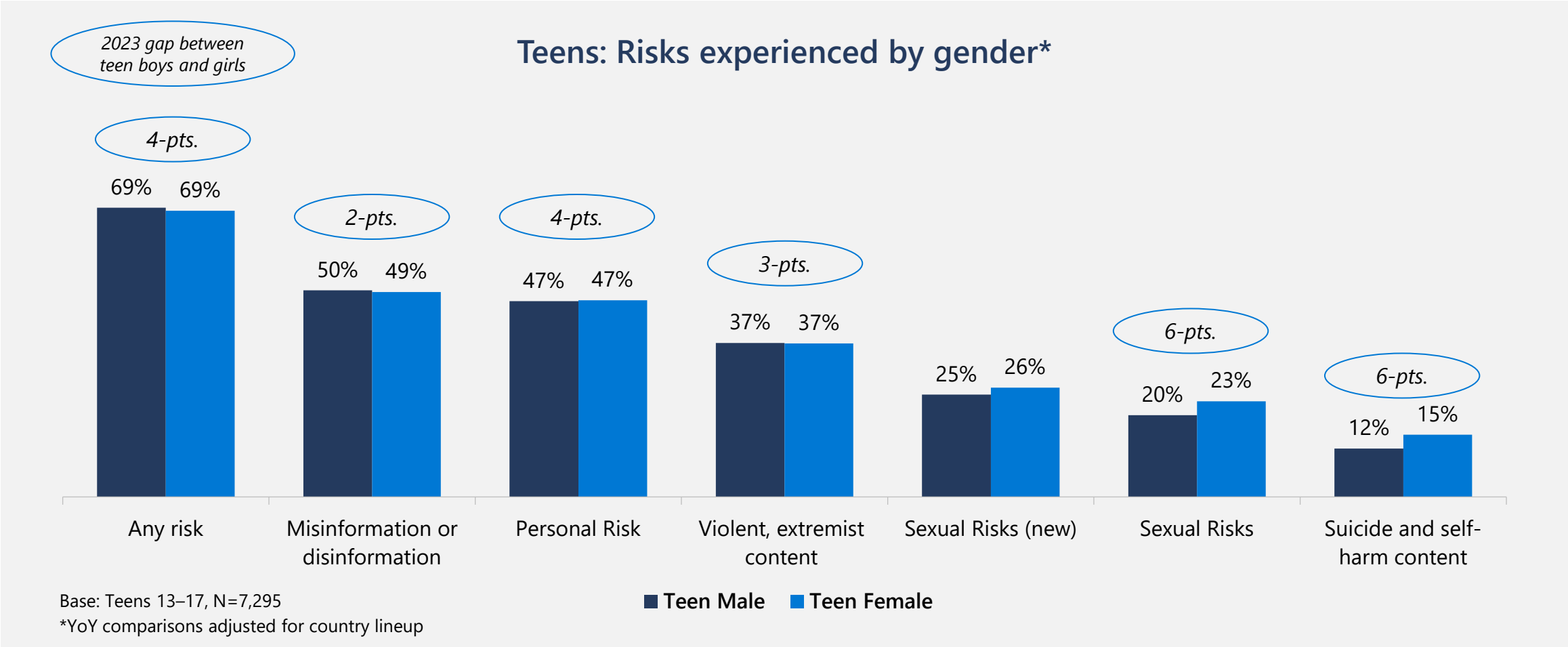


Base: Total, N=14,800

Teen's risk exposure vs. Parents of teens estimate of risk exposure



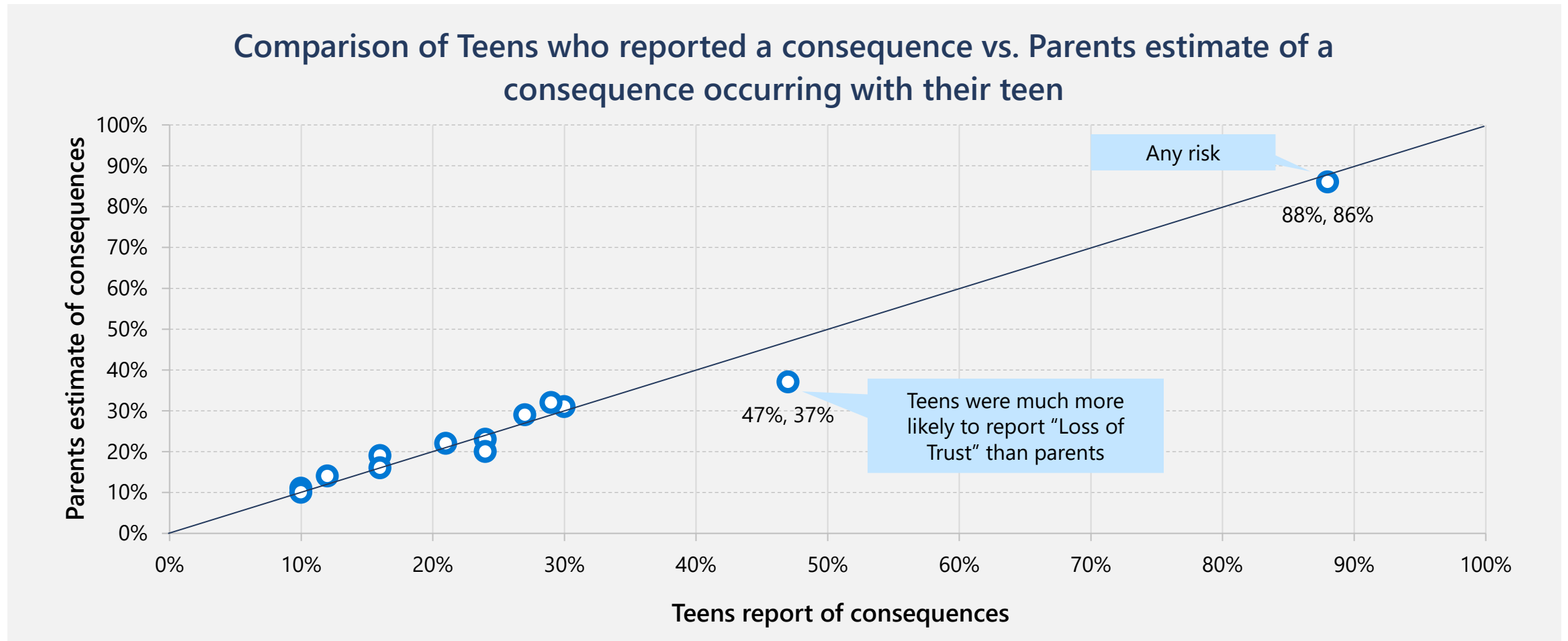
The gap shrank between teen girls and boys on risk exposure



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

Parents of teens were very good at estimating consequences

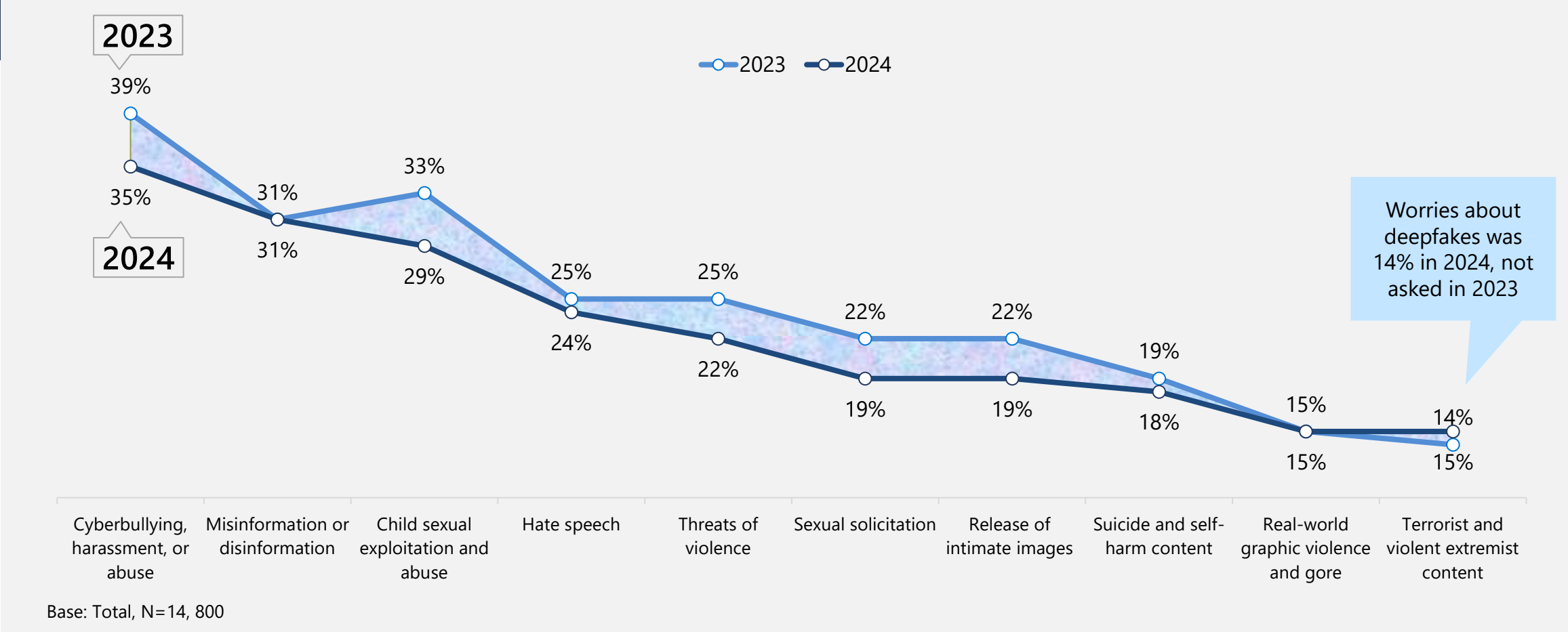
On average, parents were only off 1-pt. with their estimates



Q9. Did any of the following happen to you as a consequence of risks that you experienced online in the past year? Select all that apply
Parents version: Did any of the following happen to your children as a consequence of risks that they experienced online in the past year?

Worries about several online risks fell

Worries about online risks: YoY comparison

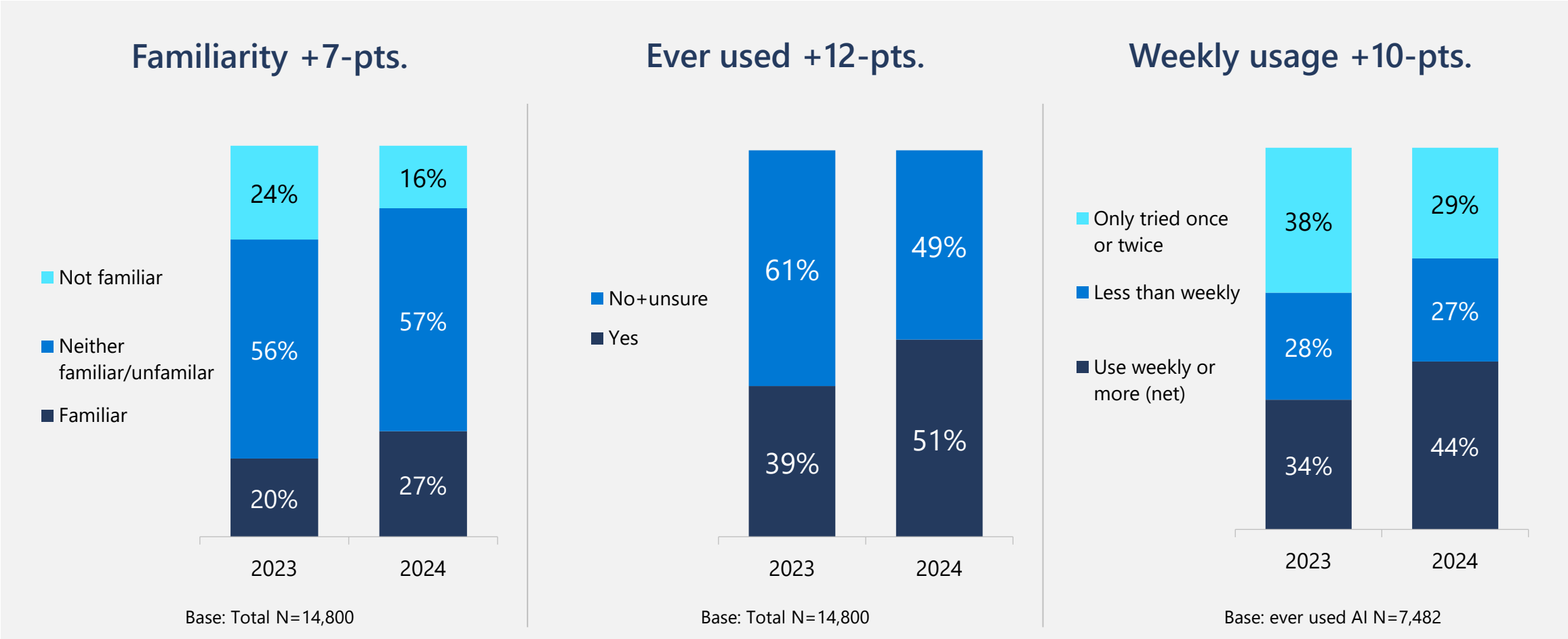


Q5.7. Whether you have experienced them or not, which online risks worry you the most? Select up to three risks

Adoption of AI grew as
worries about the
technology increased



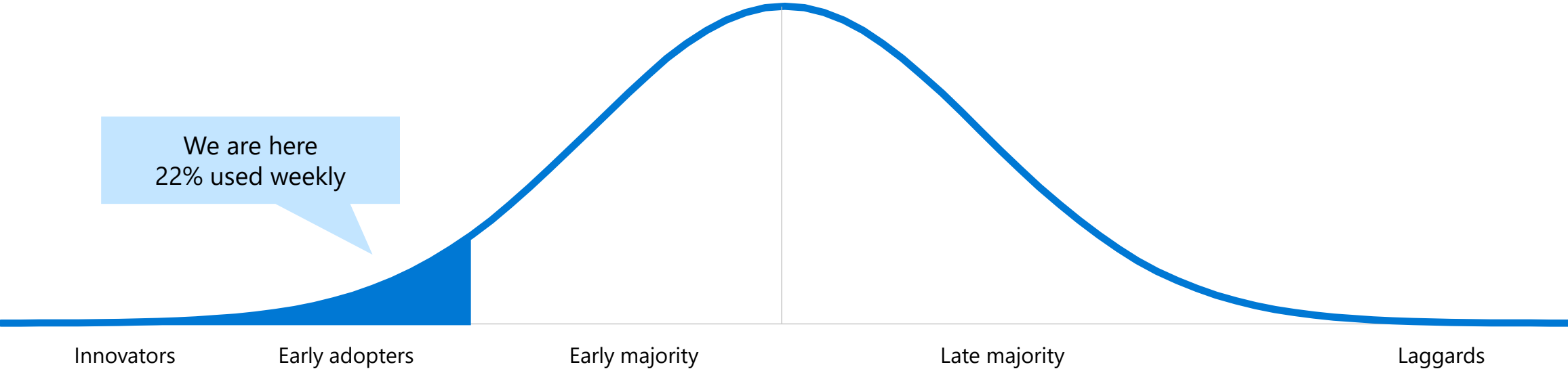
Familiarity with & usage of Generative AI increased significantly



AI3. How familiar are you with generative AI? Scale: Familiar (6,7), Neither (3-5), Not familiar (1,2)
 AI4. Have you ever used generative AI?
 AI5: How frequently have you used generative AI over the past 3 months

Generative AI adoption leaders

Very Familiar, 27%	Ever used, 51%	Used weekly, 22%
37% Parents of 6–12	64% Gen Z 18–24	29% Parents of 6–12
33% Ages 18–24	59% College grad	29% College grads
33% Millennials 25–44	57% Parents of 6–12	27% Millennials 25–44



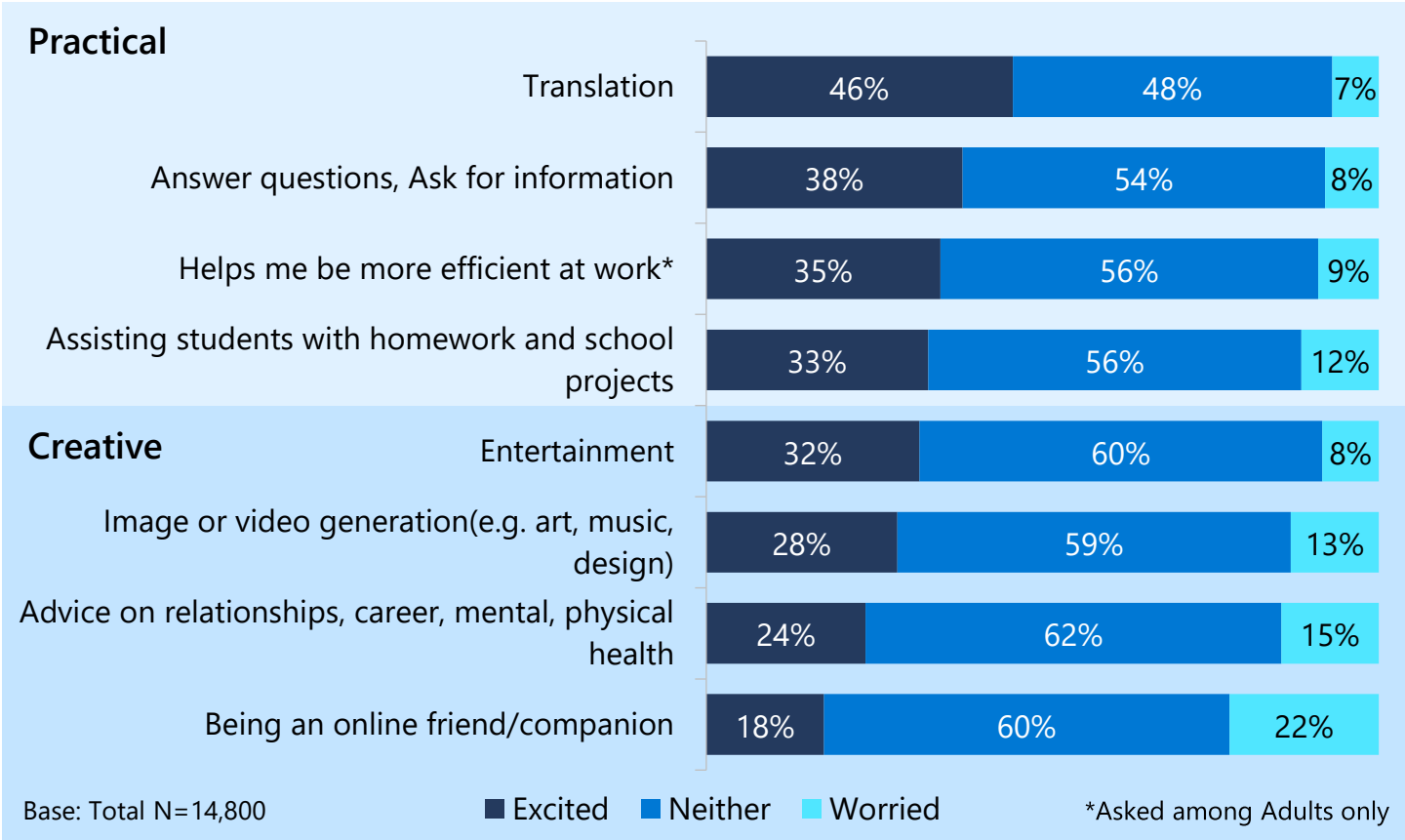
Base: Total N=14,800

Practical applications drove the most excitement

Which scenarios generated the most excitement

Average excitement, worry (32%, 12%)

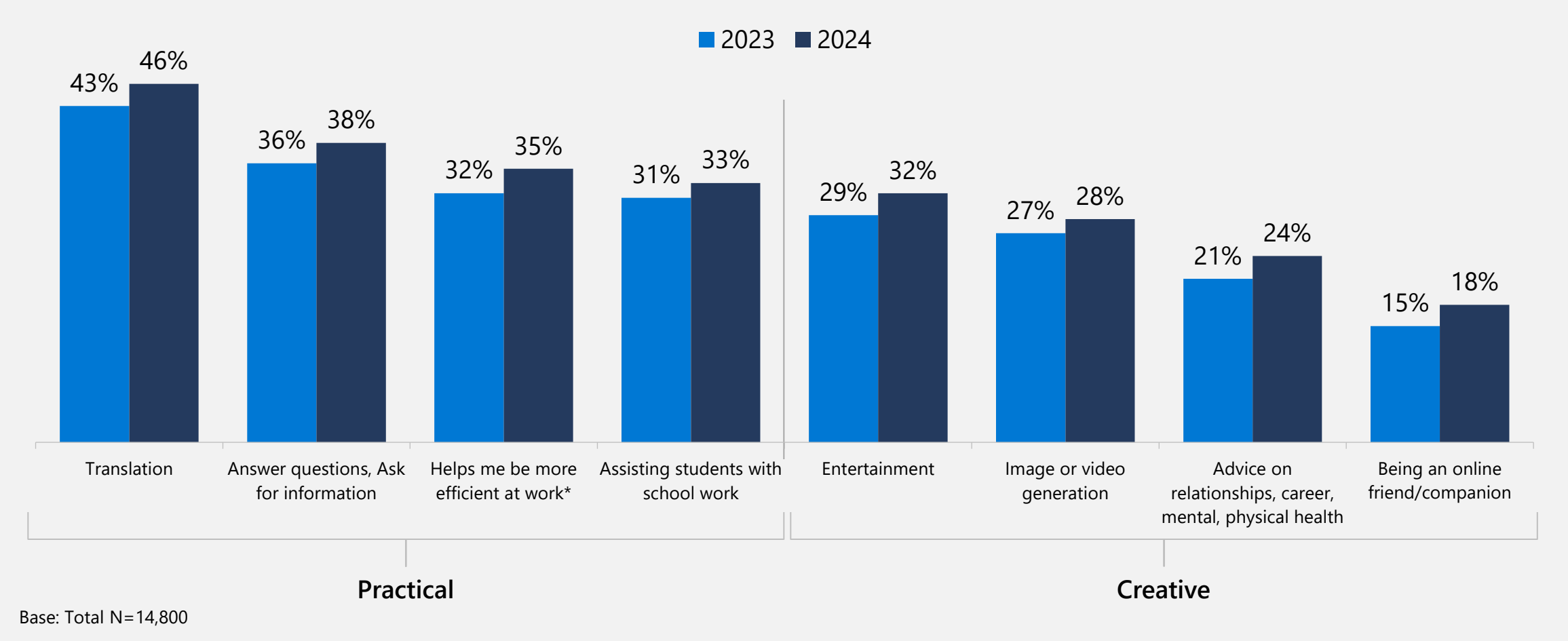
As in 2023, scenarios that generated the most excitement were practical in nature. Higher levels of worry were reserved for scenarios that threaten intellectual property, human creativity, or personal identity



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.

Excitement for generative AI capabilities edged higher

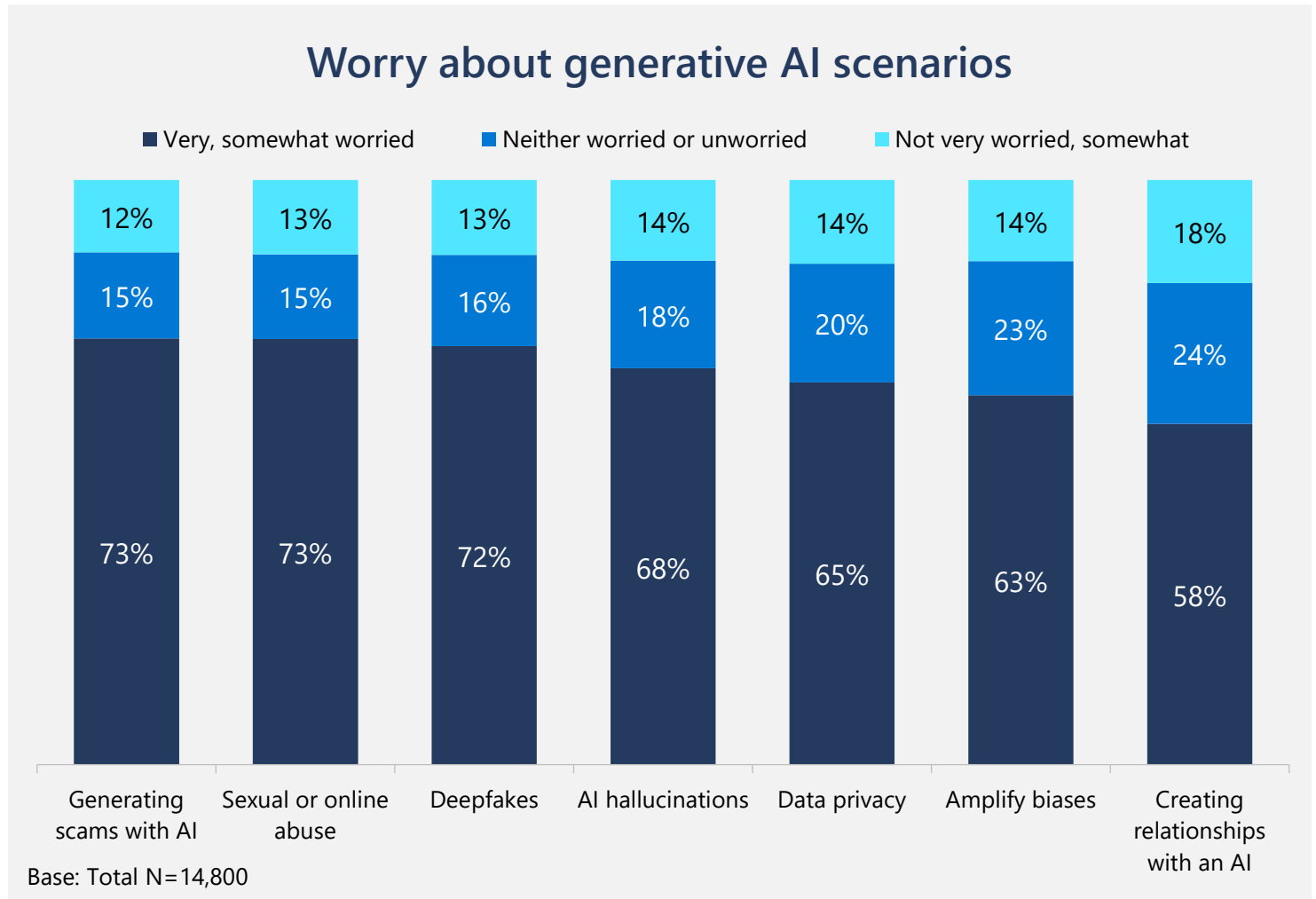
Excitement about generative AI capabilities (% extremely, very excited)



AI6. Thinking about the different possible uses of generative AI, how do you feel about their use for...

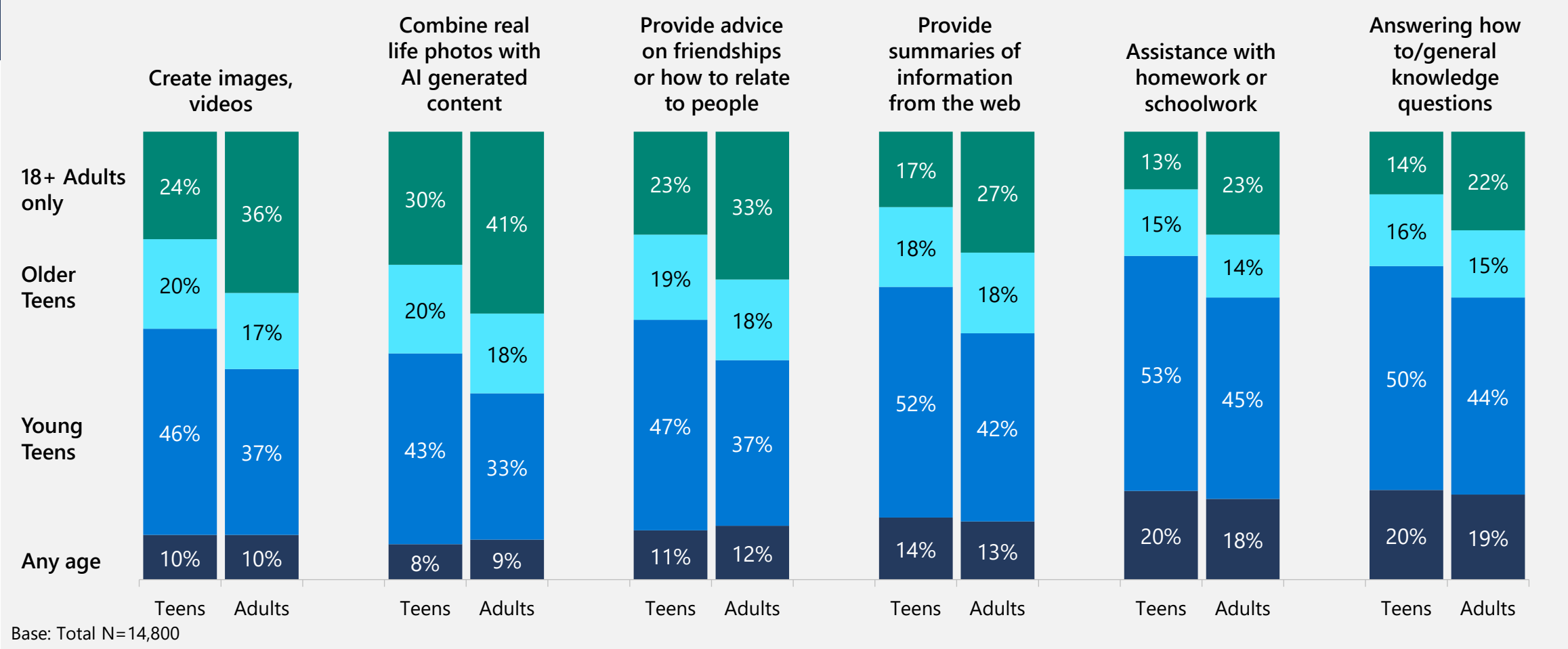
Worries about generative AI increased

- Very or somewhat worried about at least one scenario increased from 83% to 88% since 2023
- Sexual or online abuse (+4), Data privacy (+3) and Amplify biases (+3) rose the most YoY
- Across all scenarios, females worried more than males. The largest gaps were:
 - Sexual or online abuse (+7)
 - Creating relationships with AI (+7)
 - Amplifying biases (+6)



Teens wanted access to many AI capabilities at younger ages

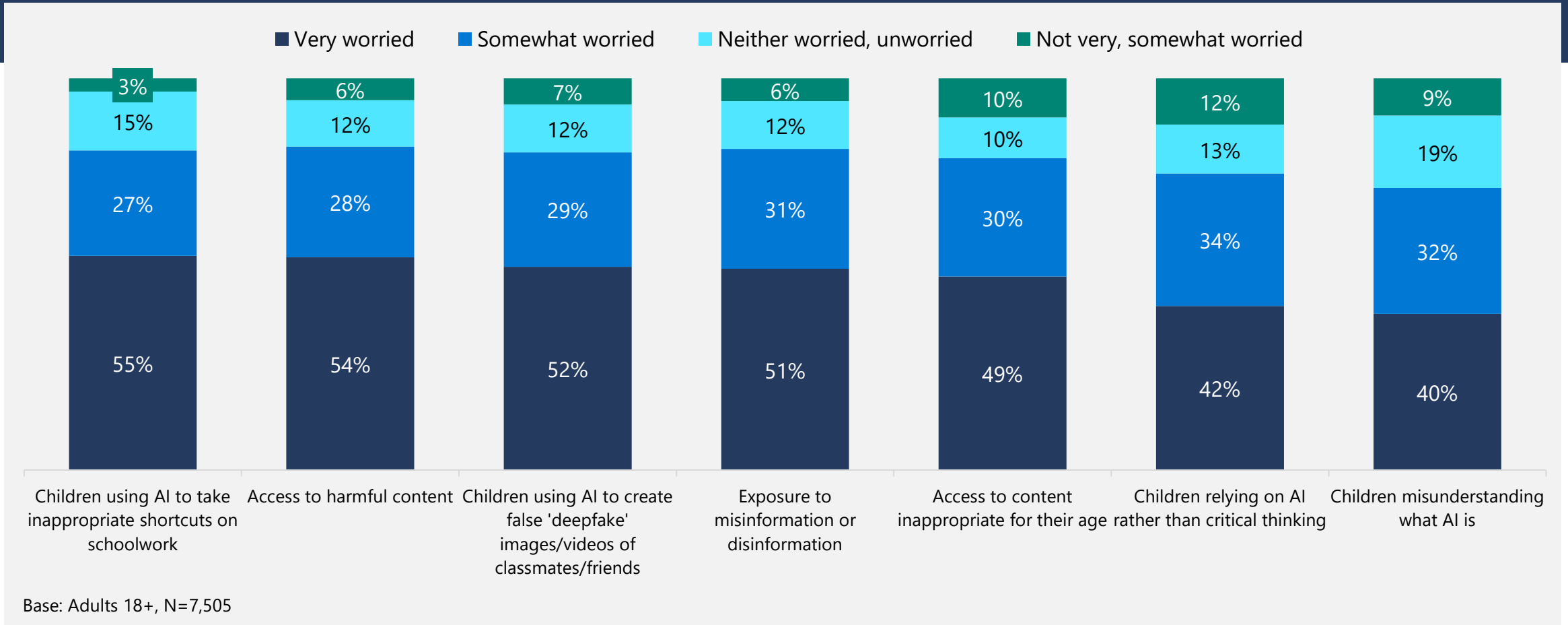
Age appropriateness to start using generative AI to...



AR1. At what age do you think young people/ your child(ren) should be able to start experimenting with these generative AI tools and services for... ?

Adults worried a lot about teens using AI inappropriately

Worry about AI for children under 18 was 80% or higher for most scenarios

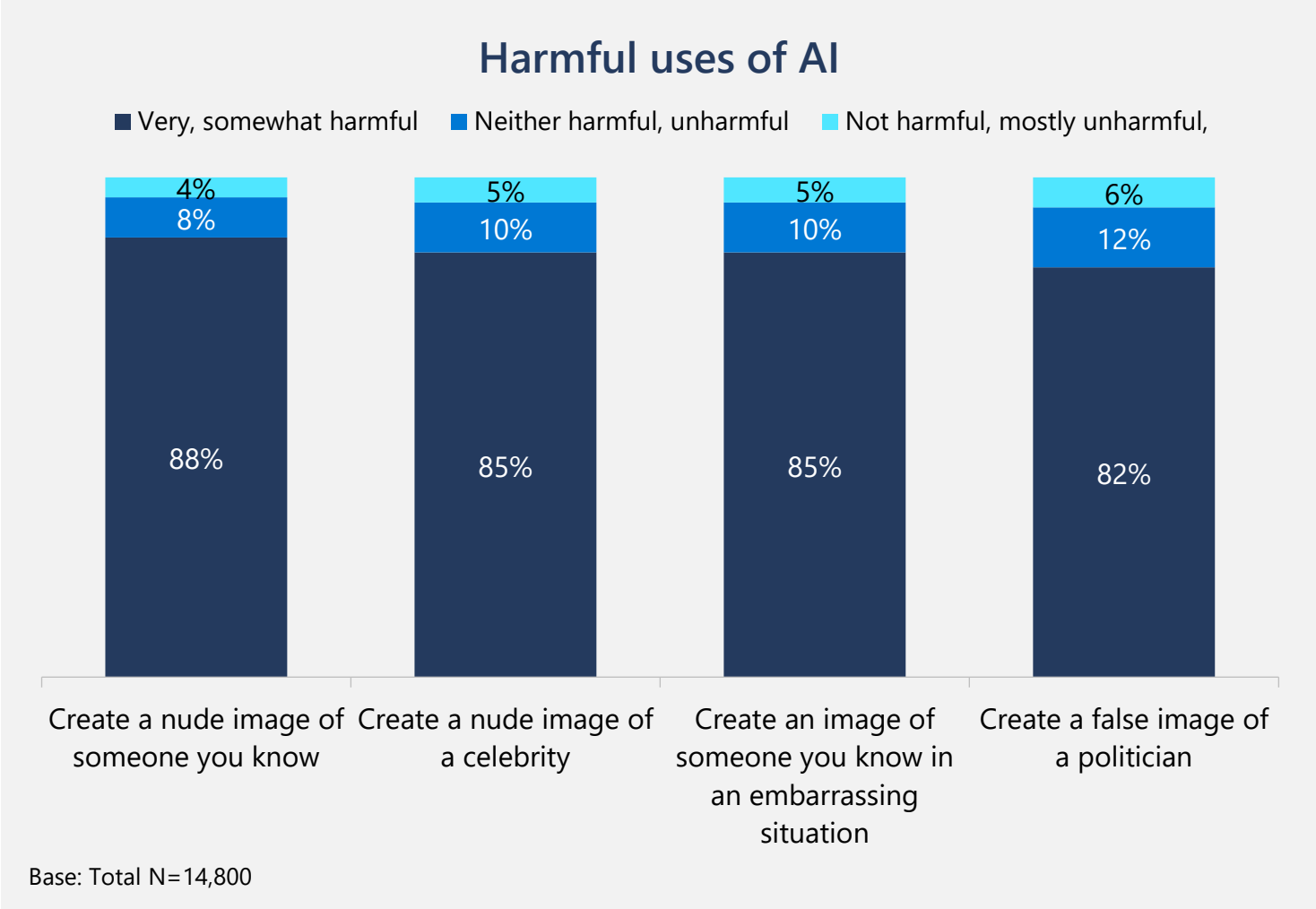


Users' nascent experience with AI means their perceptions and attitudes are still forming



Respondents acknowledged the harmful nature of deepfakes

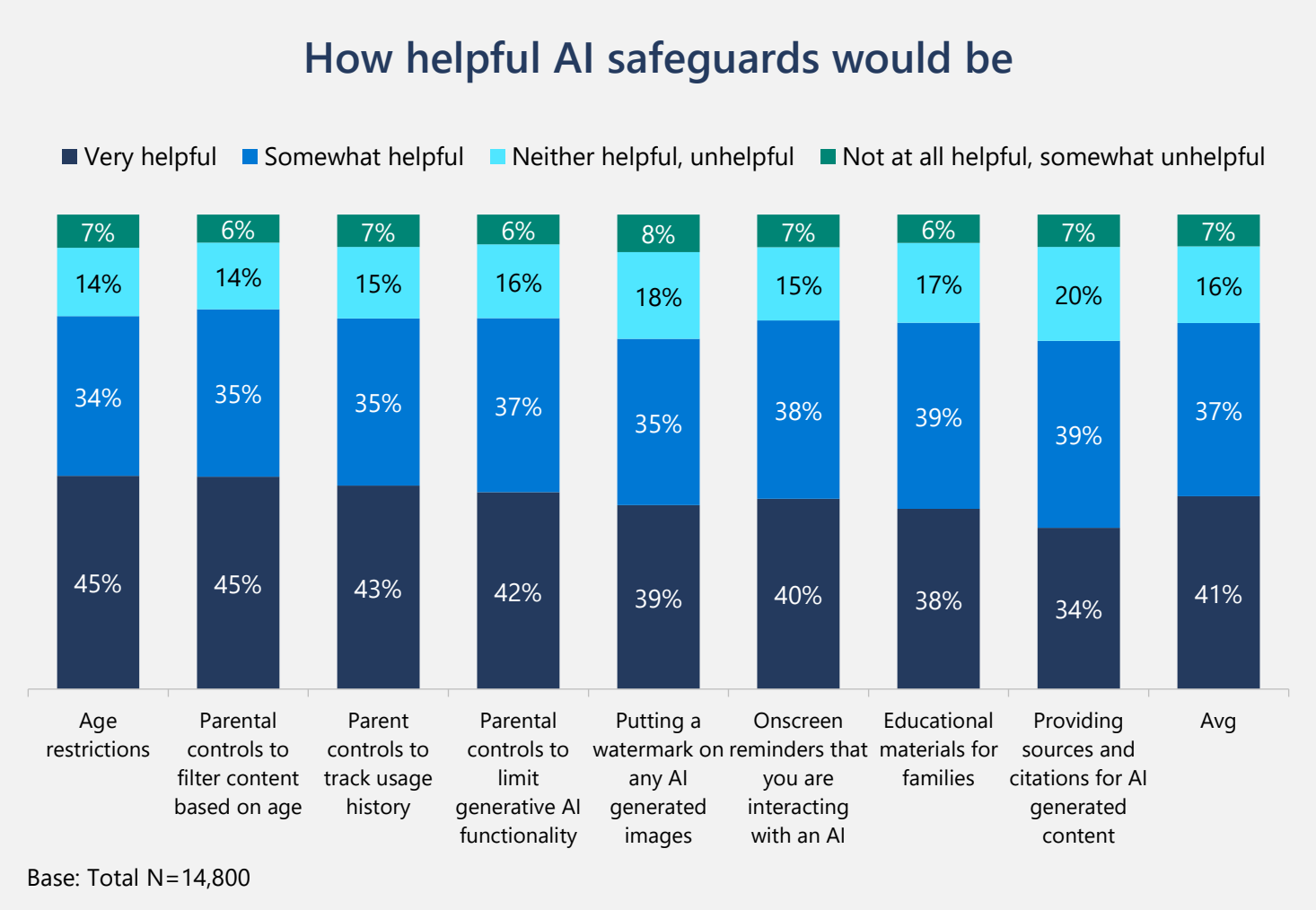
All four acts were considered very or somewhat harmful (80%+) especially when it involved creating deepfake nudes



DF1_1: Falsified images or videos of real people ("deepfakes") can now be created using AI tools. These can be intended as humor/memes or to specifically target someone. How harmful do you think it is to...

Hard to know which safeguards would be most effective

Respondents thought most safeguards would be helpful, but largely did not differentiate between their effectiveness likely due to a lack of the knowledge and experience



Respondents were confident in their ability to spot deepfakes

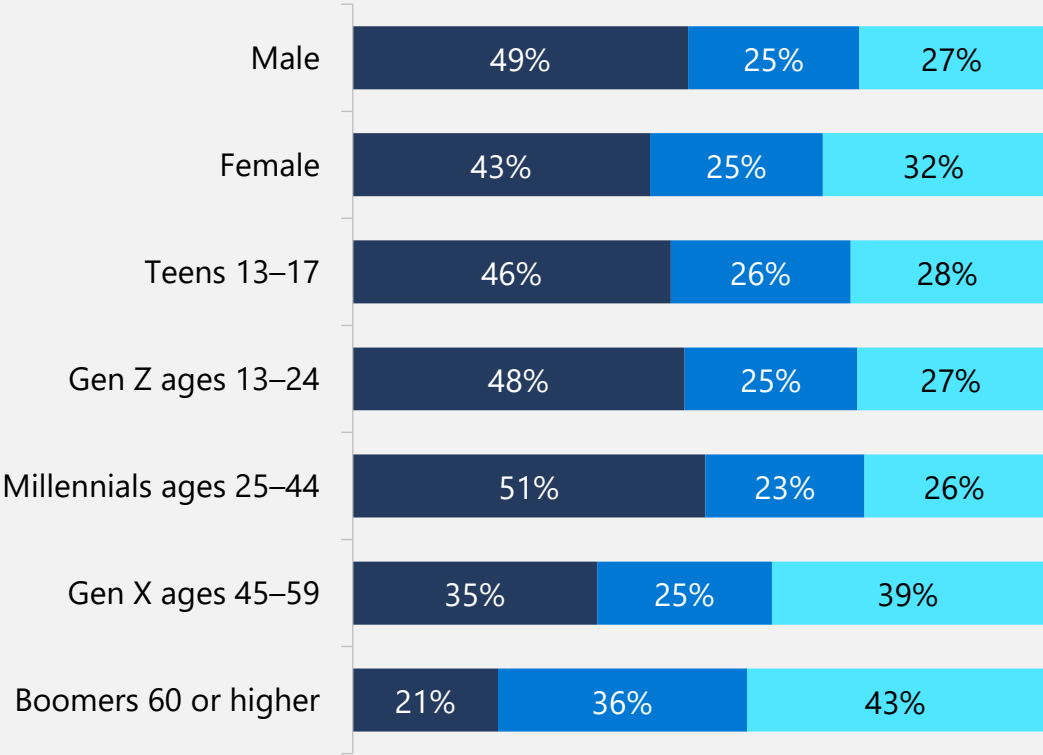
Before the AI image test, 46% said they could tell the difference between real and deepfake images



Base: Total N=14,800

Total

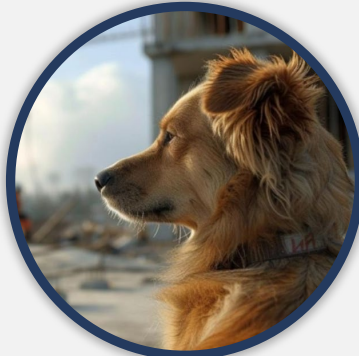
Millennials were the most confident



■ Agree (T3B) ■ Neither ■ Disagree (B3B)

DF2: When I am online, I can tell the difference between real images versus AI generated images

Quiz: Is it real or fake?

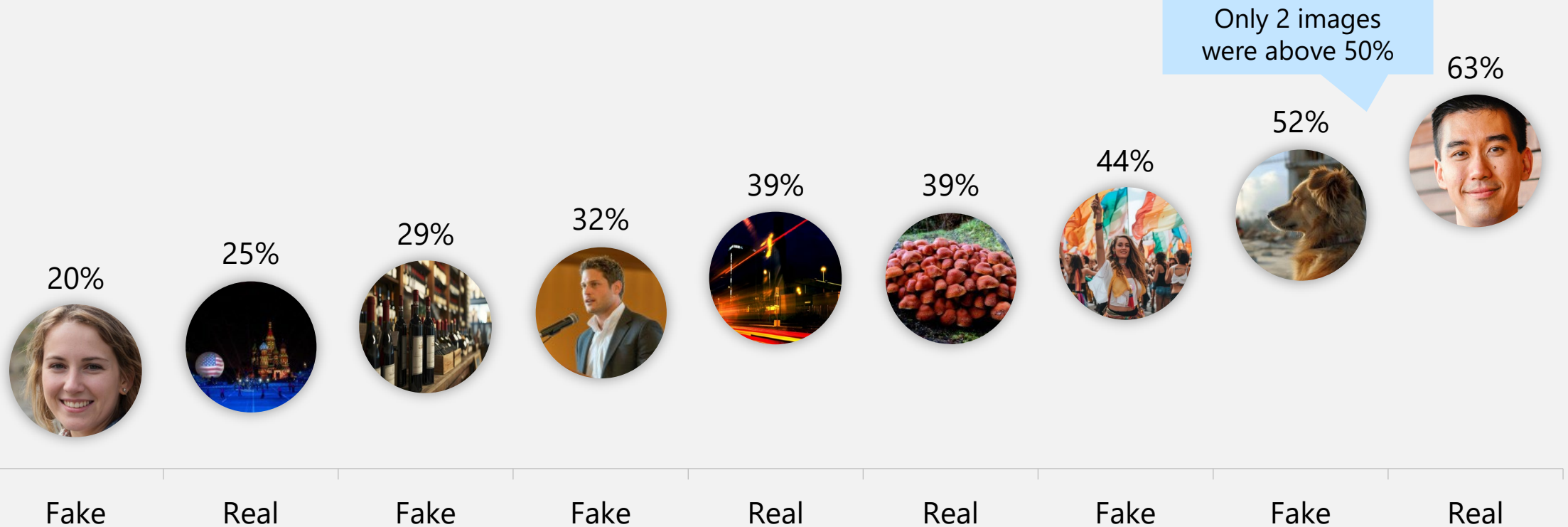


DF3_1: The growing quality in AI images makes them harder to spot. Can you tell if this image is real, or AI generated?

AI-generated images were good at fooling respondents

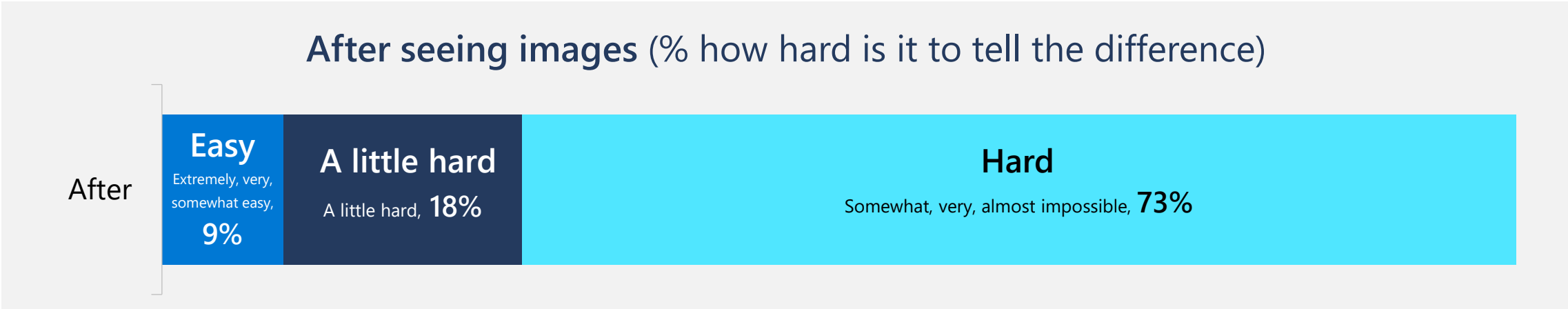
Overall, they only correctly identified 38% of the images

% Correctly identifying the image as real or fake



Base: Total N=14,800

73% admitted after the quiz that spotting AI-generated images is hard

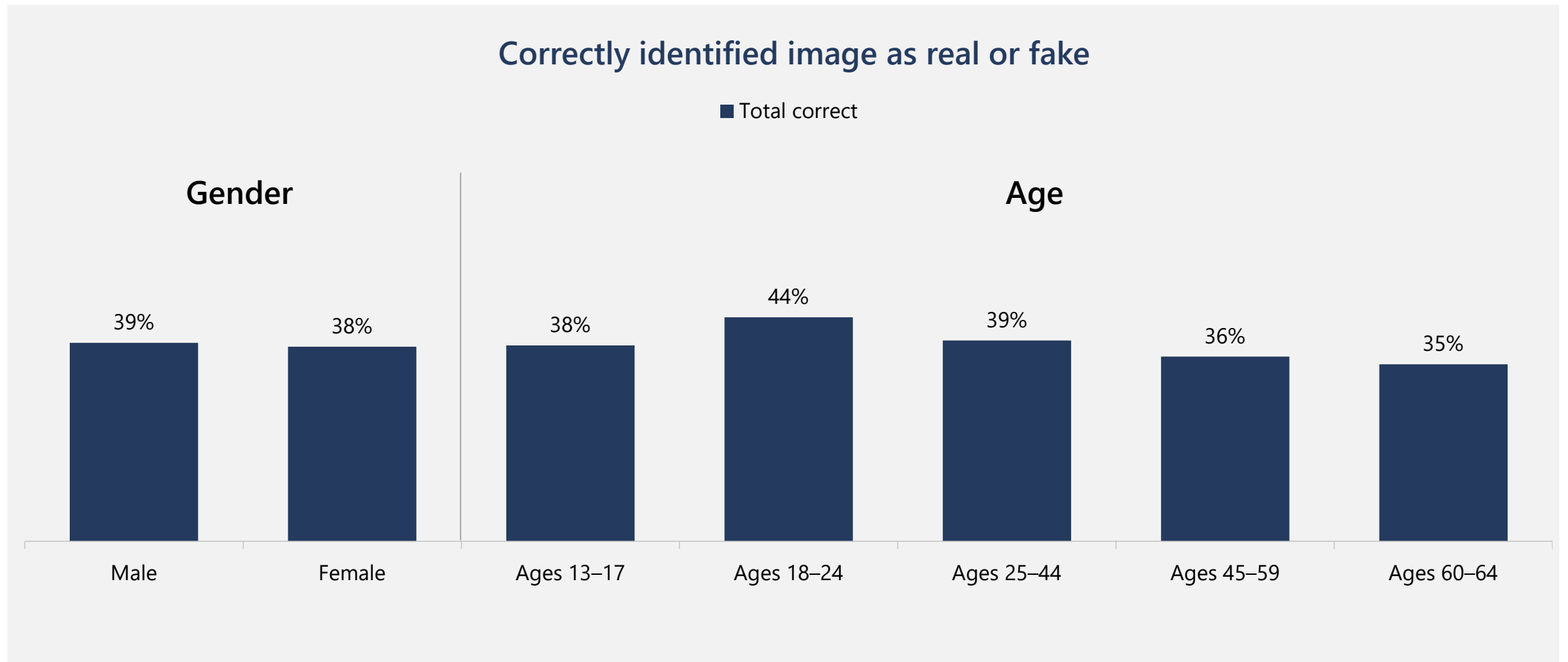


Base: Total N=14,800

DF2: When I am online, I can tell the difference between real images versus AI generated images
DF4: Having seen actual AI generated images, how easy is it to tell the difference between real and AI generated images?

Ages 18–24 were slightly better at spotting AI-generated images

Even though they correctly identified less than half the fake images

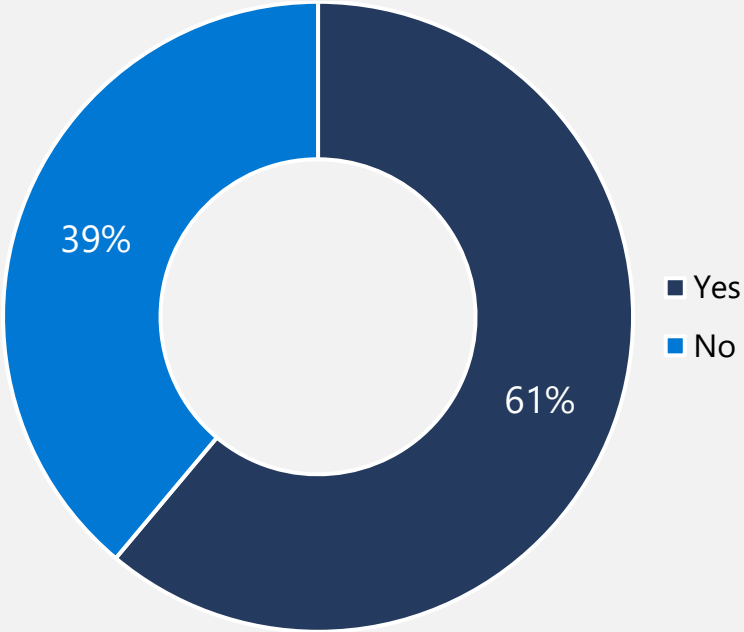


Age restrictions
Understanding safety risks
Responses to risk incidents



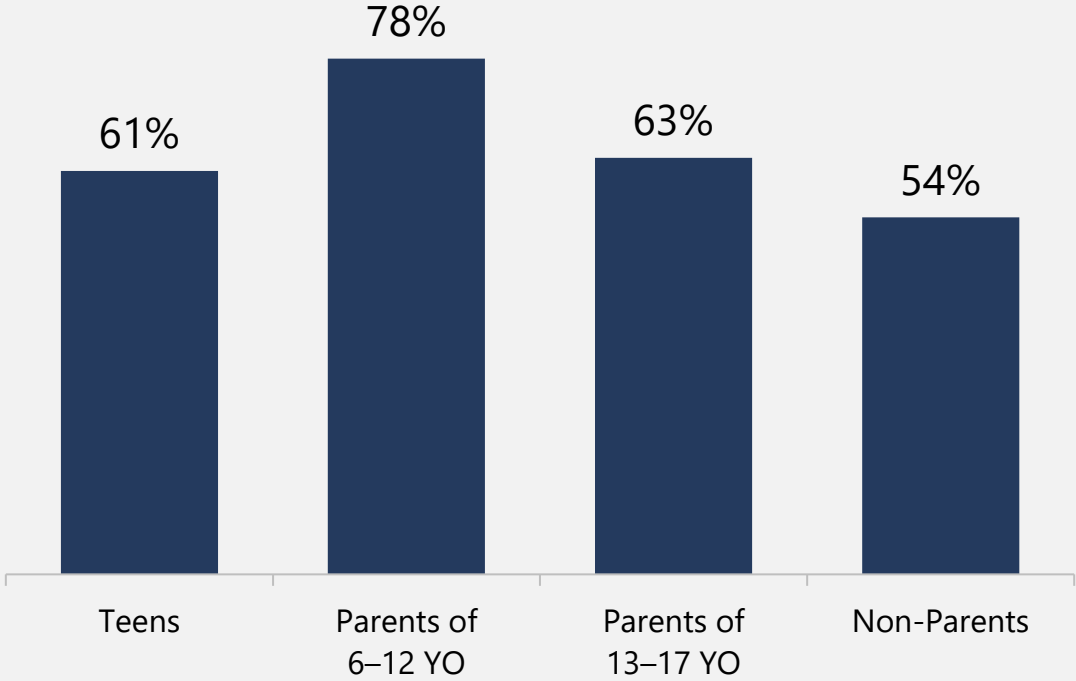
Parents of 6–12 year old children had the highest awareness of age restrictions on online services

Awareness of age restrictions



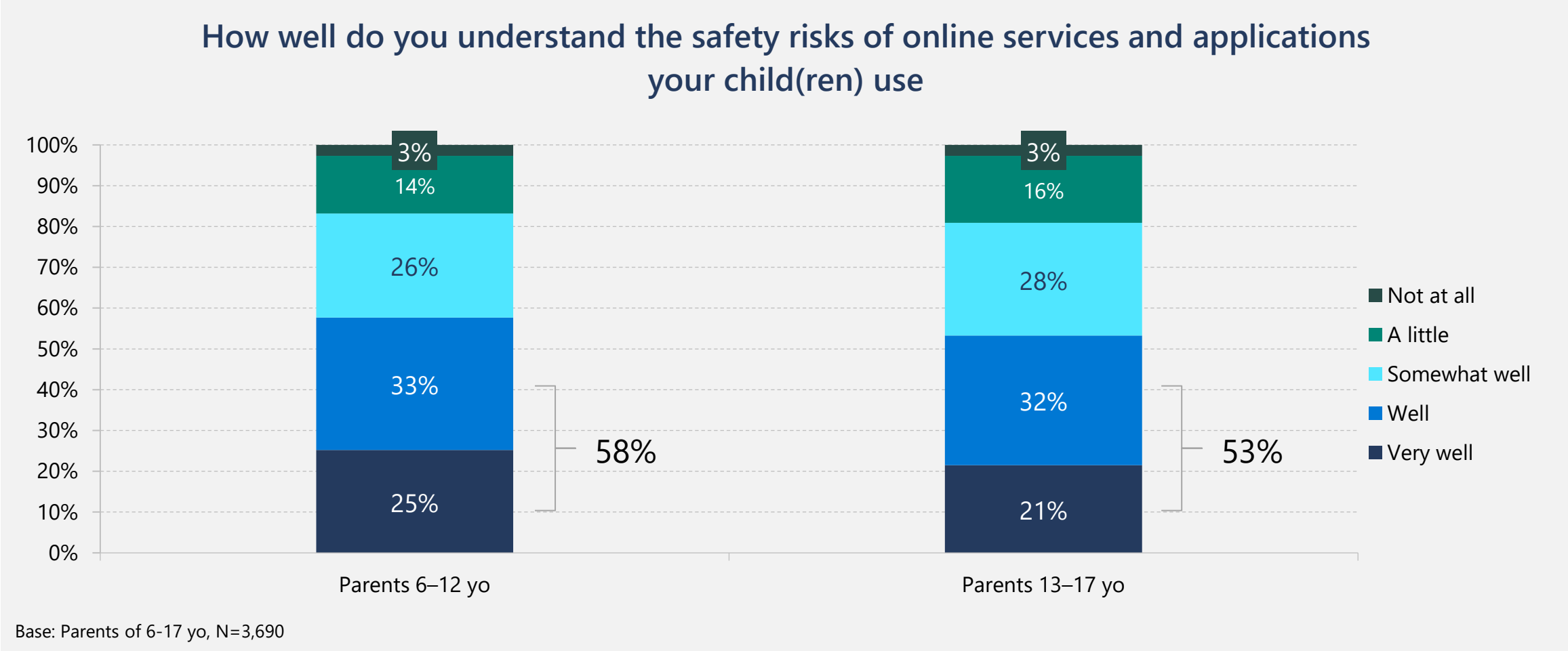
Base: Total, N=14,800

Awareness of age restrictions by group



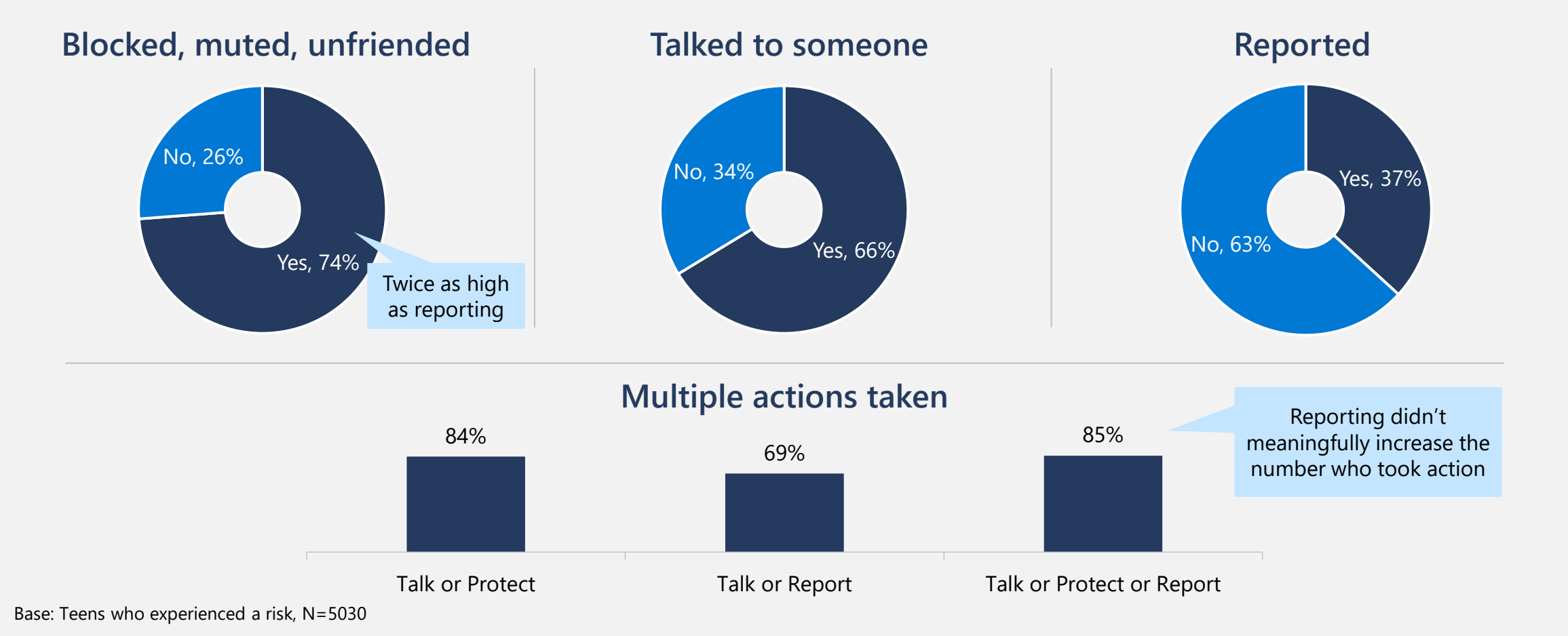
QTK4. Some online services, applications and websites have age restrictions. Do you know what the age restrictions are for the ones you [parent wording: Your children] use regularly?

Parents' understanding of safety risks was slightly higher among parents of younger children



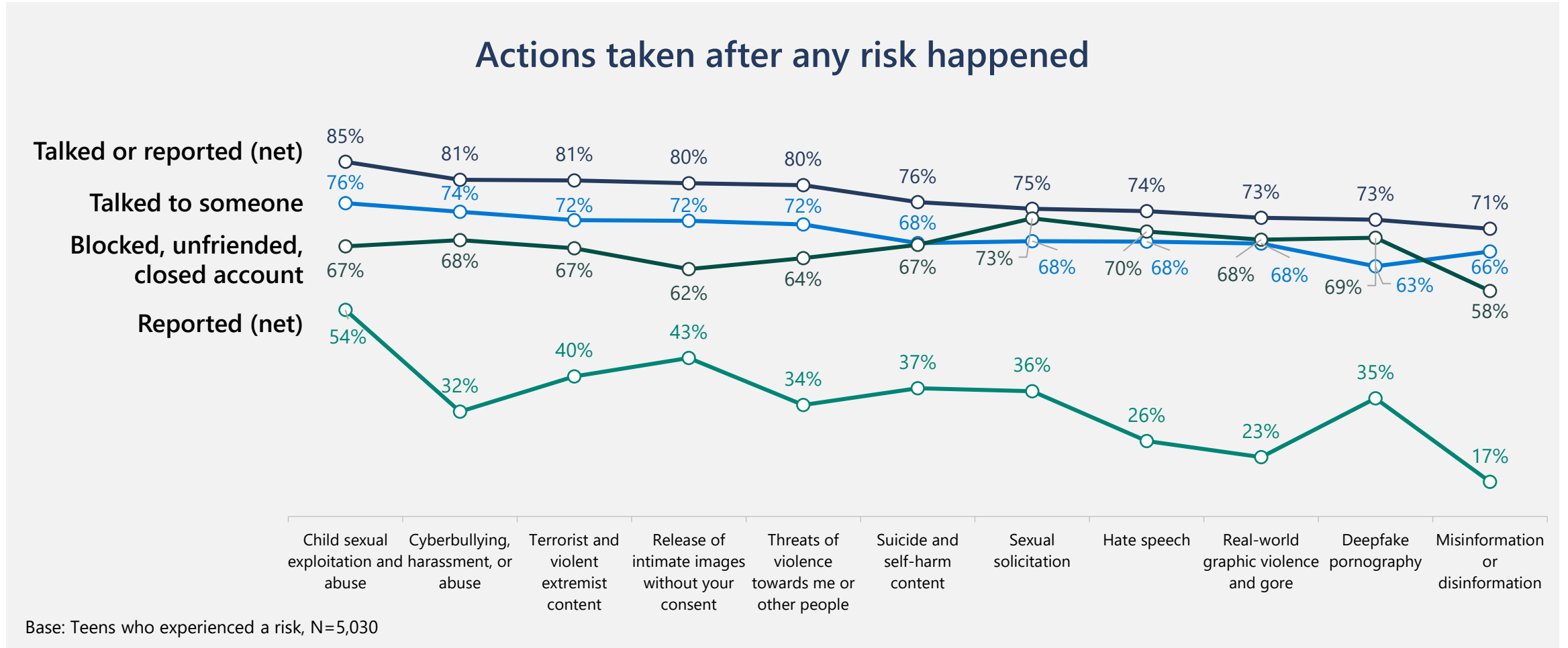
QTK3c: How well do you understand the safety risks associated with the online services and applications used by your child(ren)?

Protective actions and talking to someone were the most common responses to any experience of risk



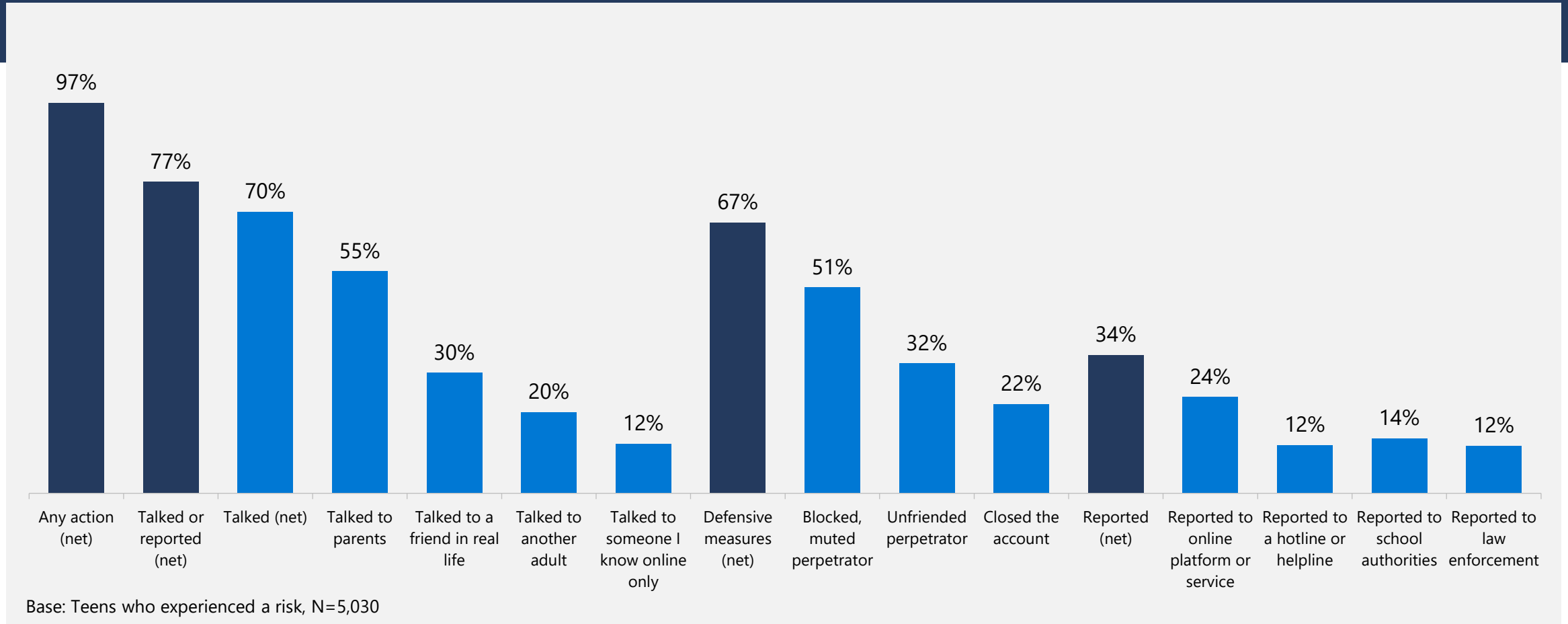
Qtalk. You mentioned that you experienced incidents online in the last year. After what happened to you, did you talk with or seek help from anyone?
Qtalk1a. You mentioned that you experienced incidents online in the last year. After what happened to you, did you report any of these incidents to the online services, to hotlines, authorities, etc.?
Qtalk1b. Did you take any other actions to protect yourself such as closed the account, blocked the perpetrator, etc...)

Actions taken after specific risks happened



Top actions were talked to parents, block, mute perpetrator

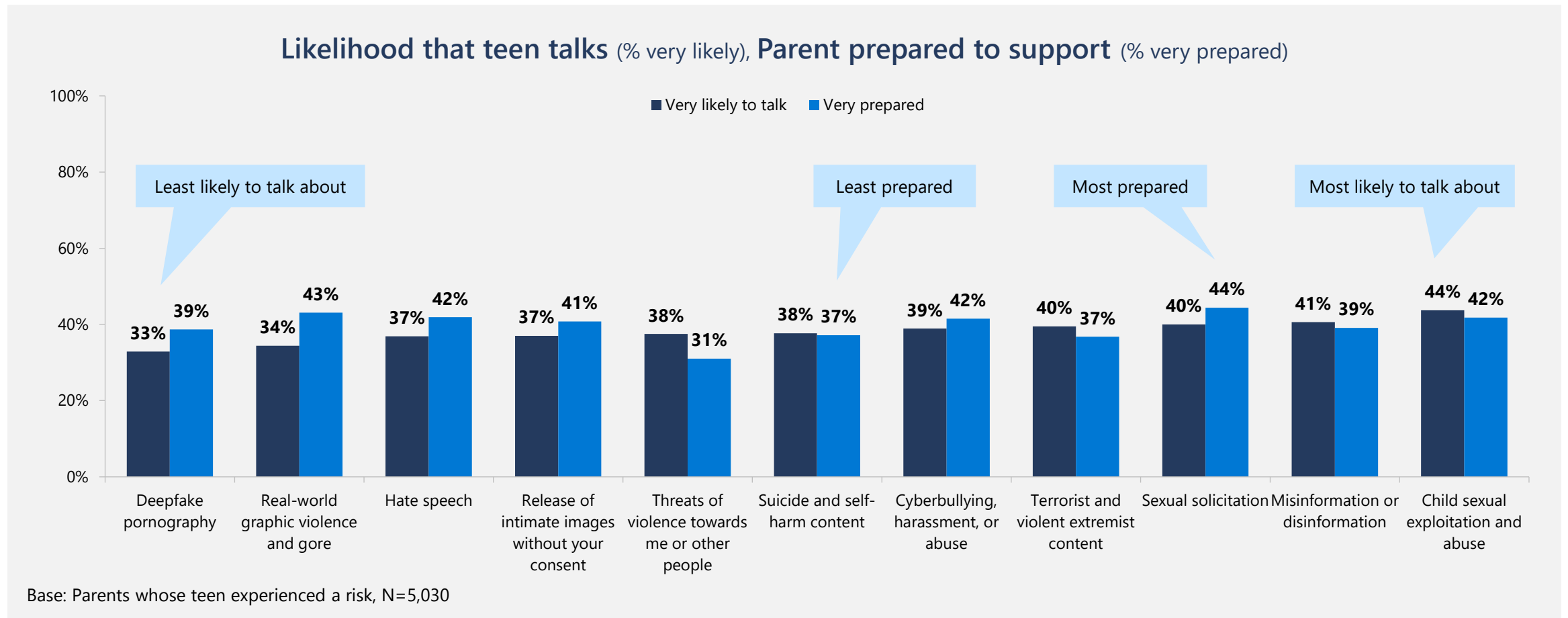
Summary of teen actions taken after experiencing a specific risk(s)



QTK_1: Which of the following steps, if any did you take after what happened? [asked for up to 3 specific risks]

Deepfake pornography was the least likely to be talked about

Less than 50% of parents felt very sure their child would talk to them or felt very prepared to support their child



QTK3. If your child(ren) experiences an online risk, how likely would they talk to you about what happened?

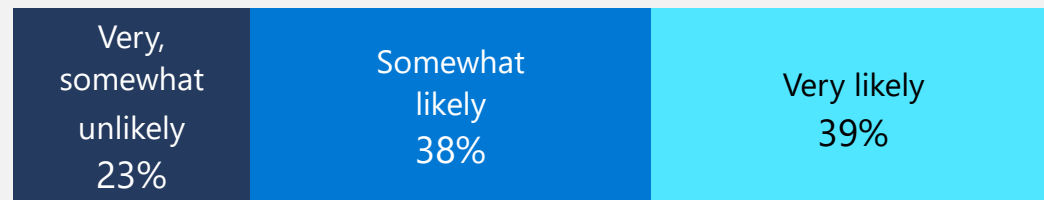
QTK3a. How prepared do you feel supporting your child(ren) if they experienced the kinds of risks discussed earlier?

76% of parents felt their child would talk to them after a risk happened

Likelihood of talking to a parent in the event of a risk happening

(Base: Parent whose teen experienced a risk, N = 5,030)

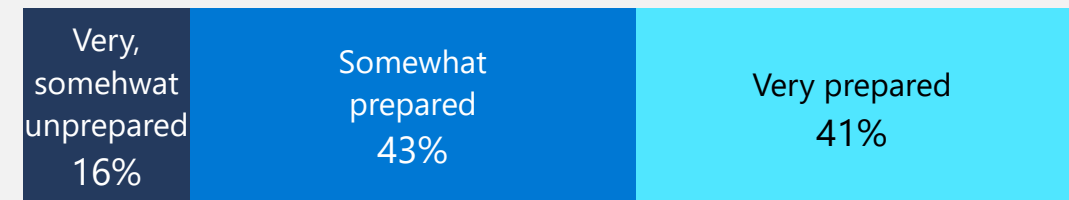
77%



Most parents felt prepared to deal with risks happening to their child(ren)

(Base: Parent whose teen experienced a risk, N = 5,030)

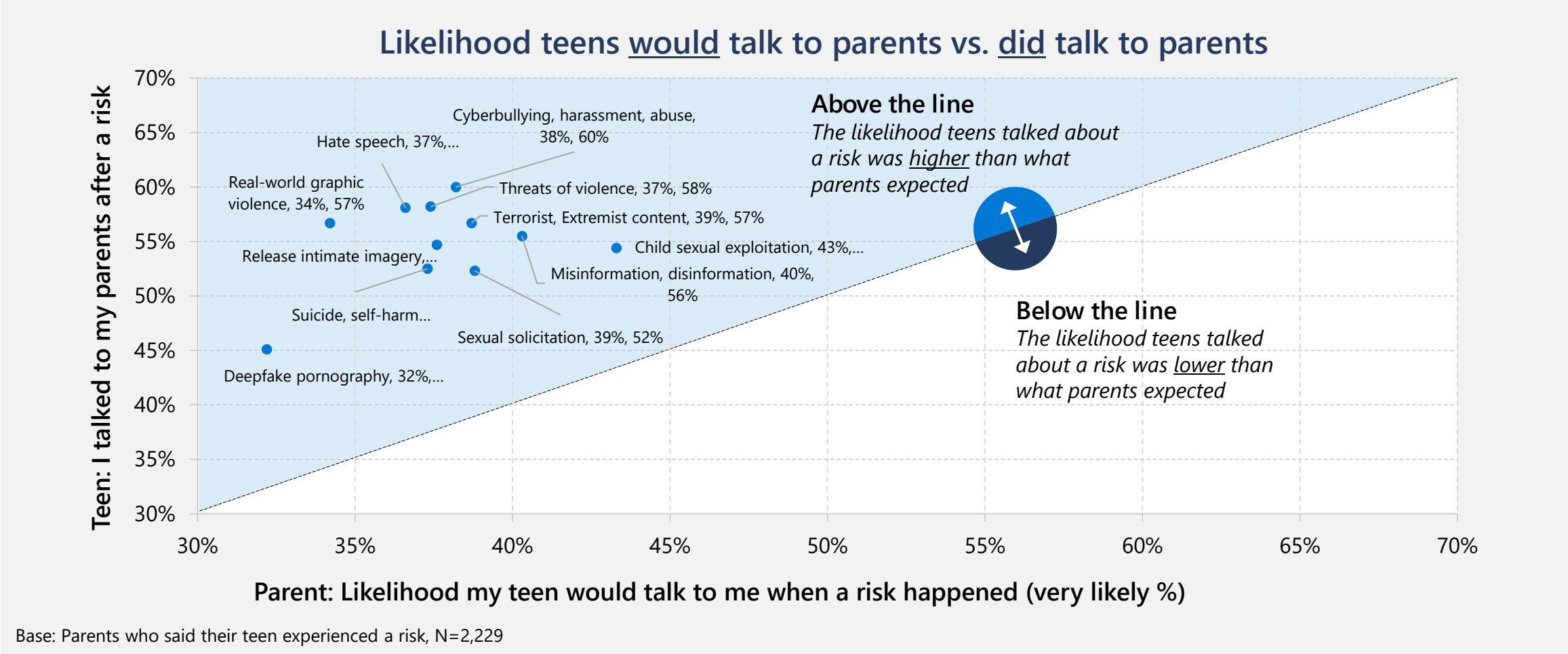
84%



QTK3a1. When your child(ren) experiences <insert random risk from Q2> online, how likely are they to talk with you about what happened?

QTK3a2. How prepared did you feel supporting your child(ren) after they experienced <insert risk from Q2?>

Parents underestimated teens' likelihood to talk about risks

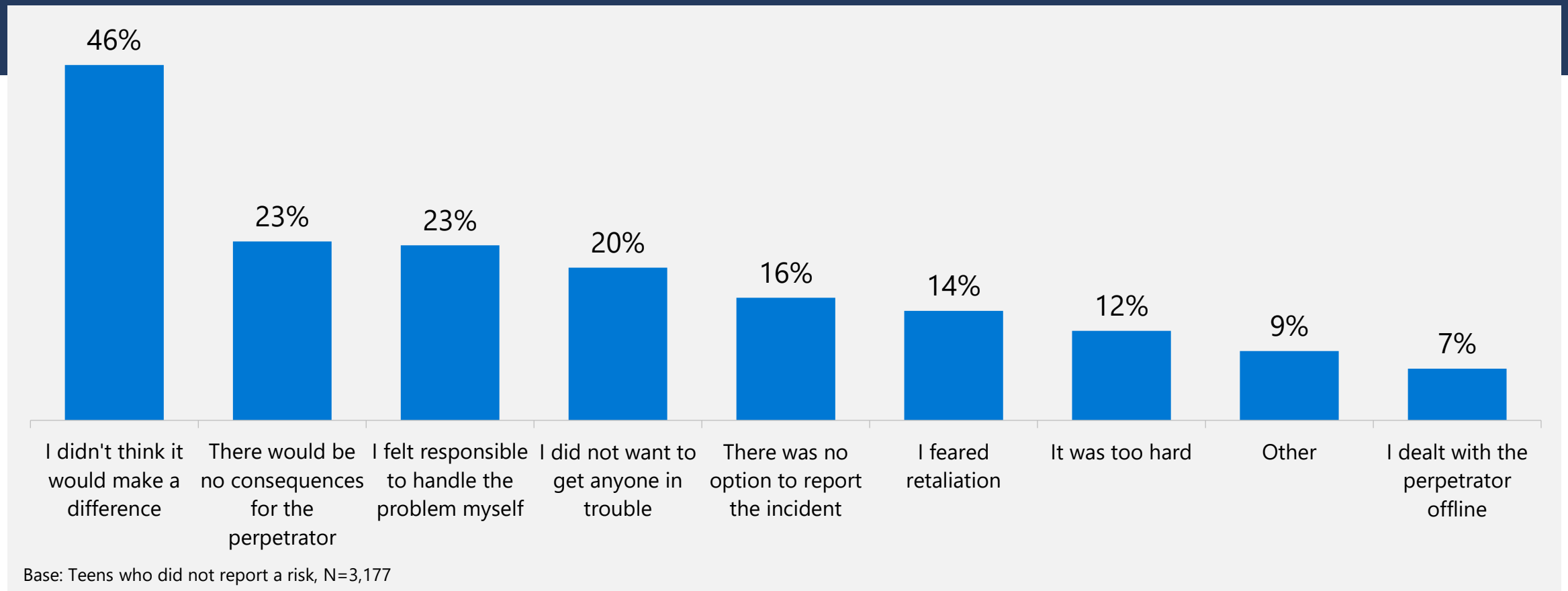


QTK3_1-11. When your child(ren) experiences <insert risk from Q2> online, how likely are they to talk with you about what happened?

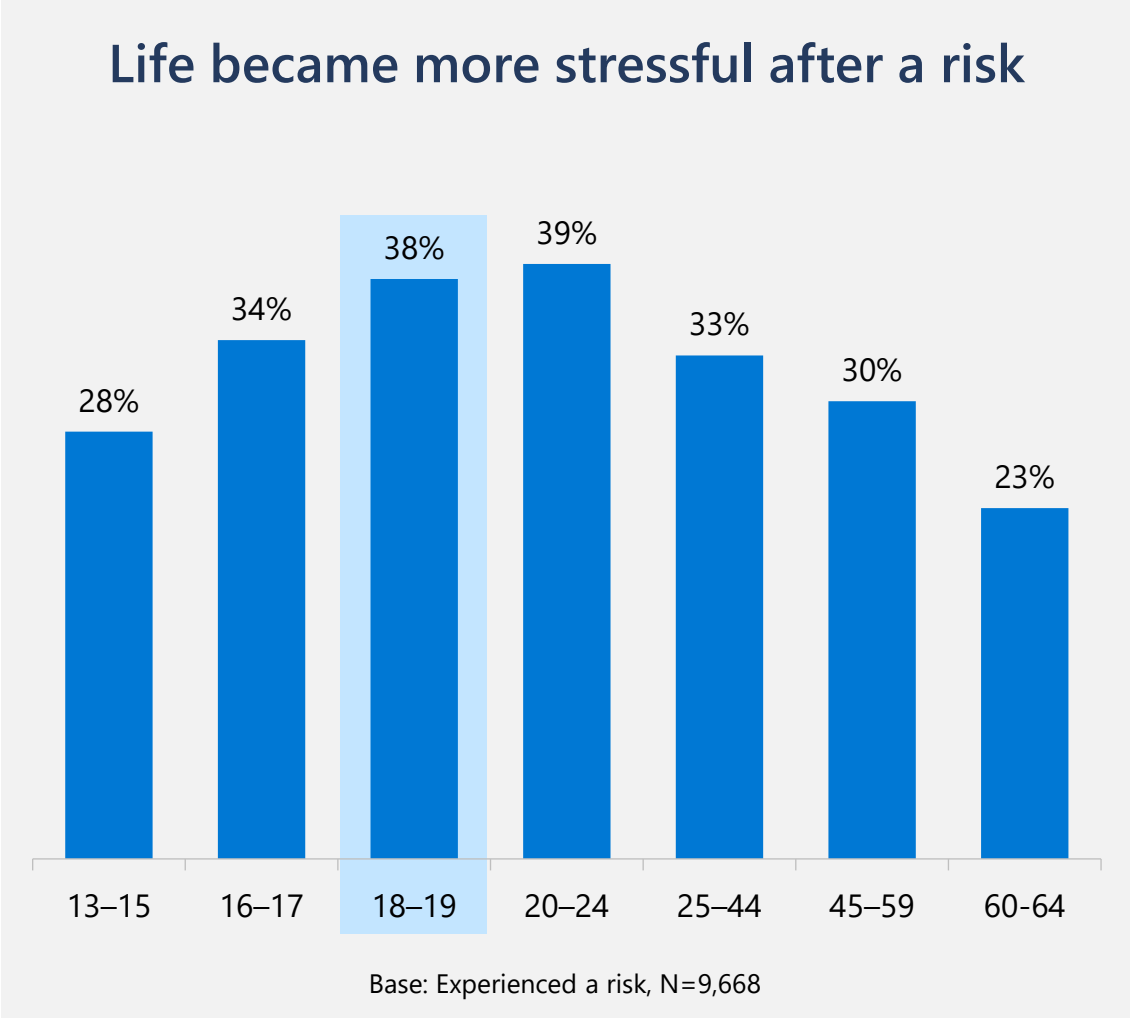
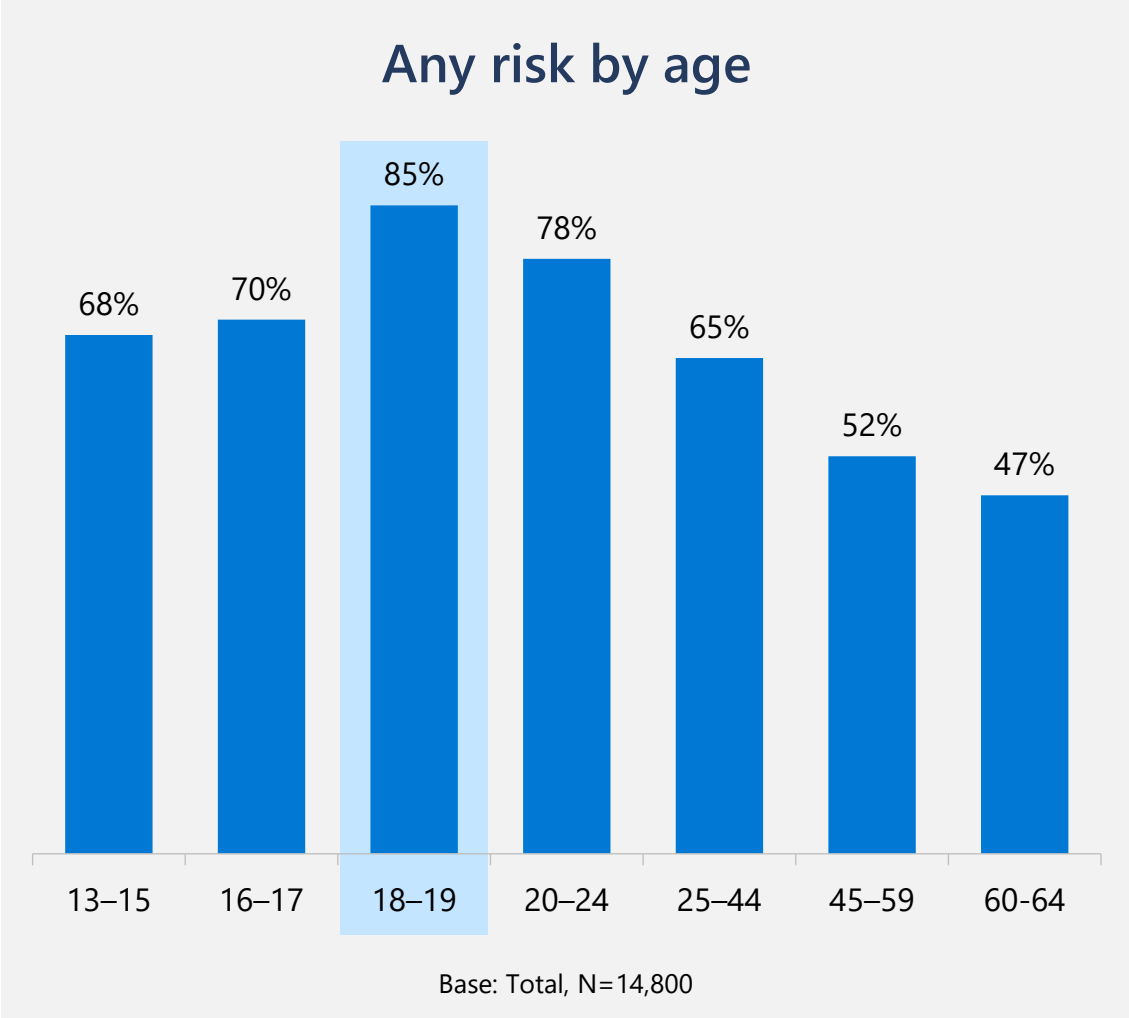
QTK_1-11: Which of the following steps, if any did you take after what happened?

Teens who didn't report risks felt it wouldn't make a difference

Reasons why teens do not report online risks



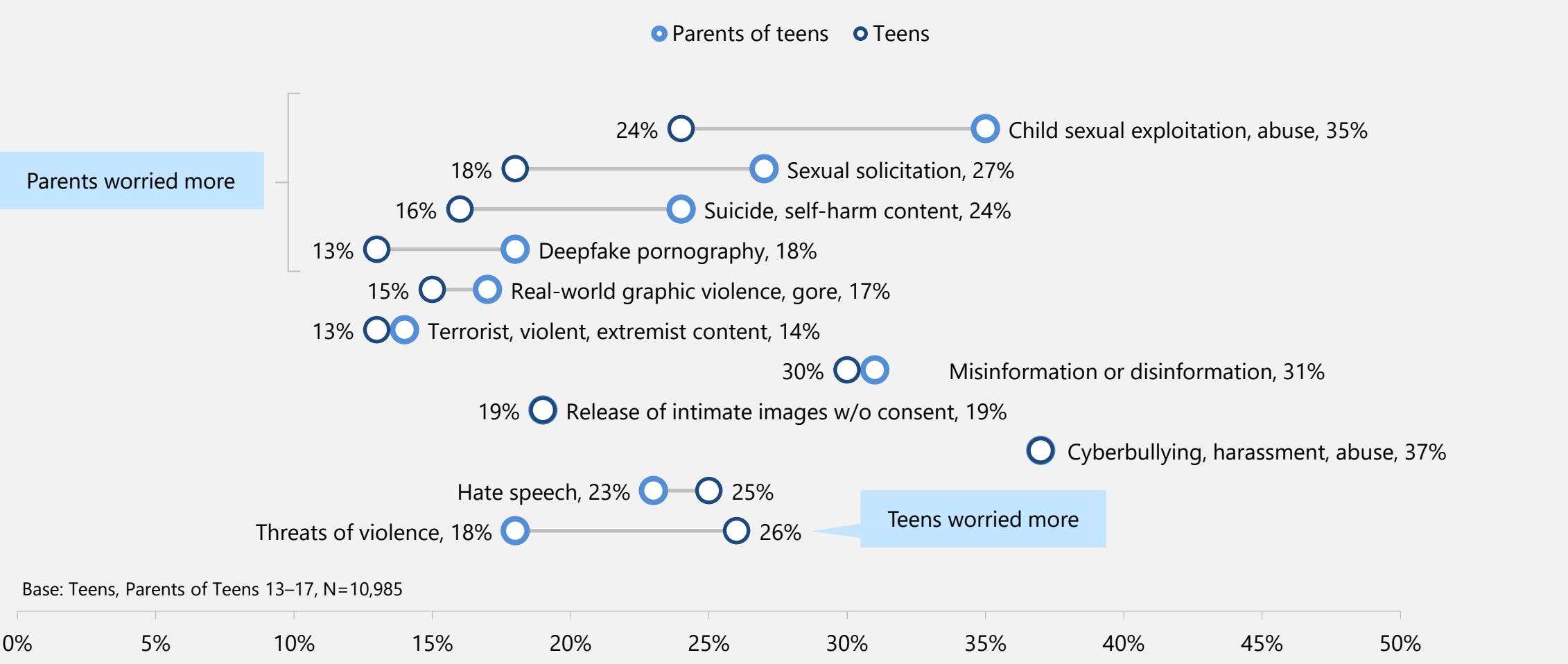
Exposure to and stress from risks peaked at age 18–19



Q9: Did any of the following happen to you/ your children as a consequence of risks that you experienced online in the past year?

Worries for parents and teens varied by risk

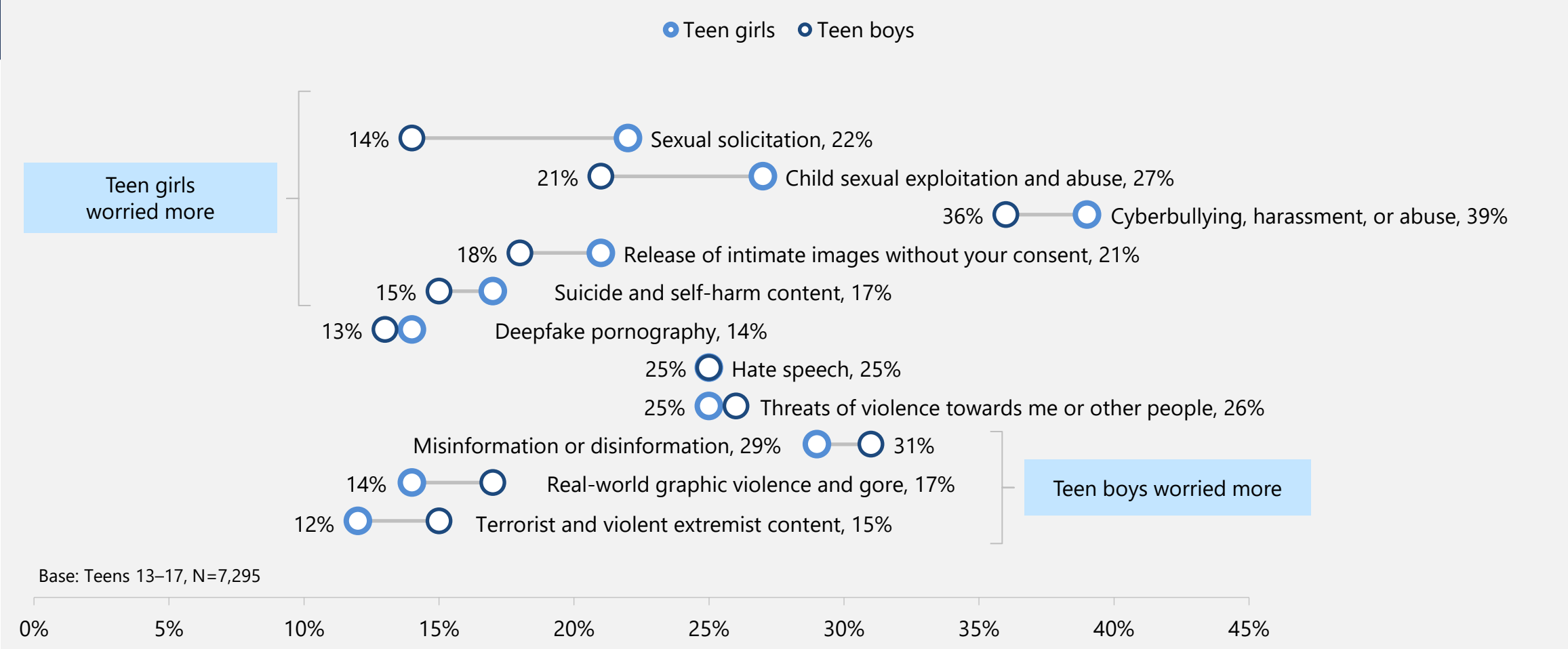
Worries about risks: parents vs. teens



Q5.7. Whether you have experienced them or not, which online risks worry you the most? Select up to three risks

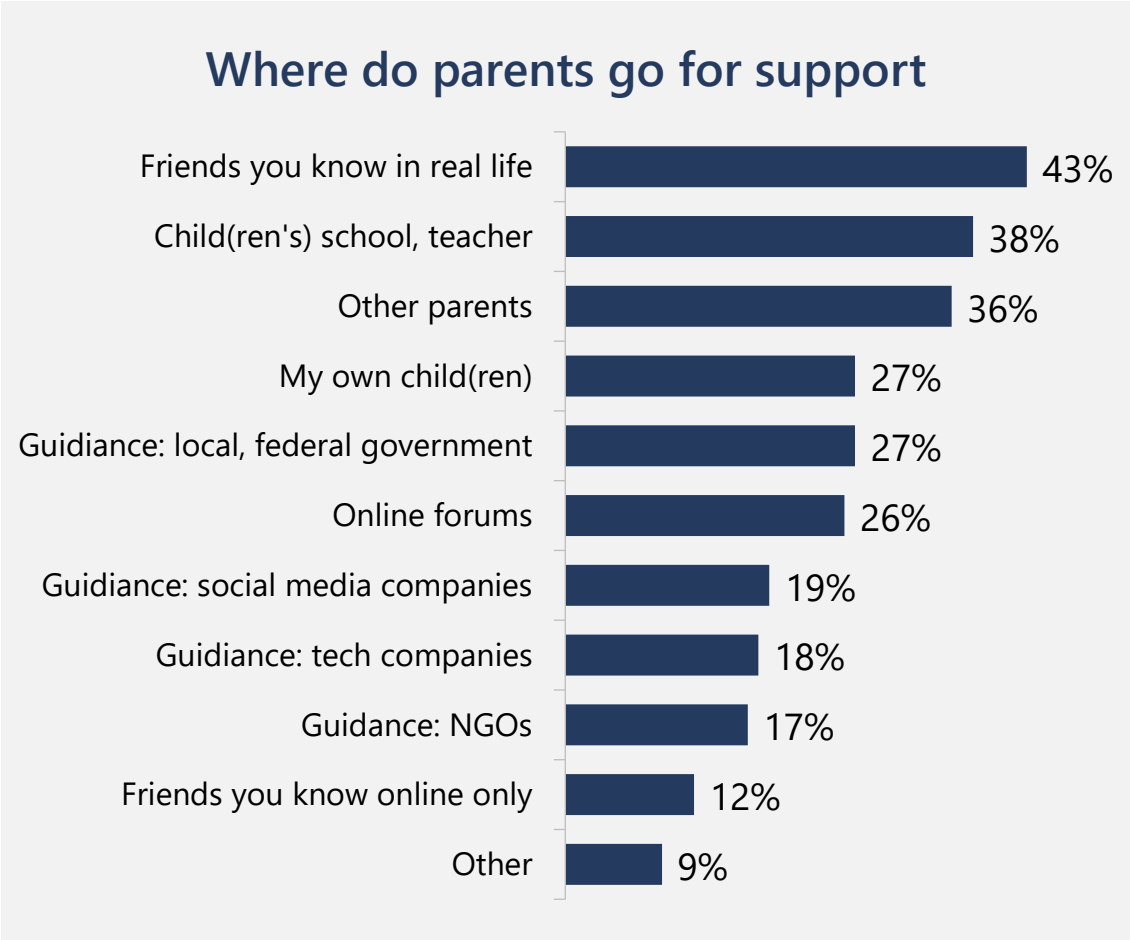
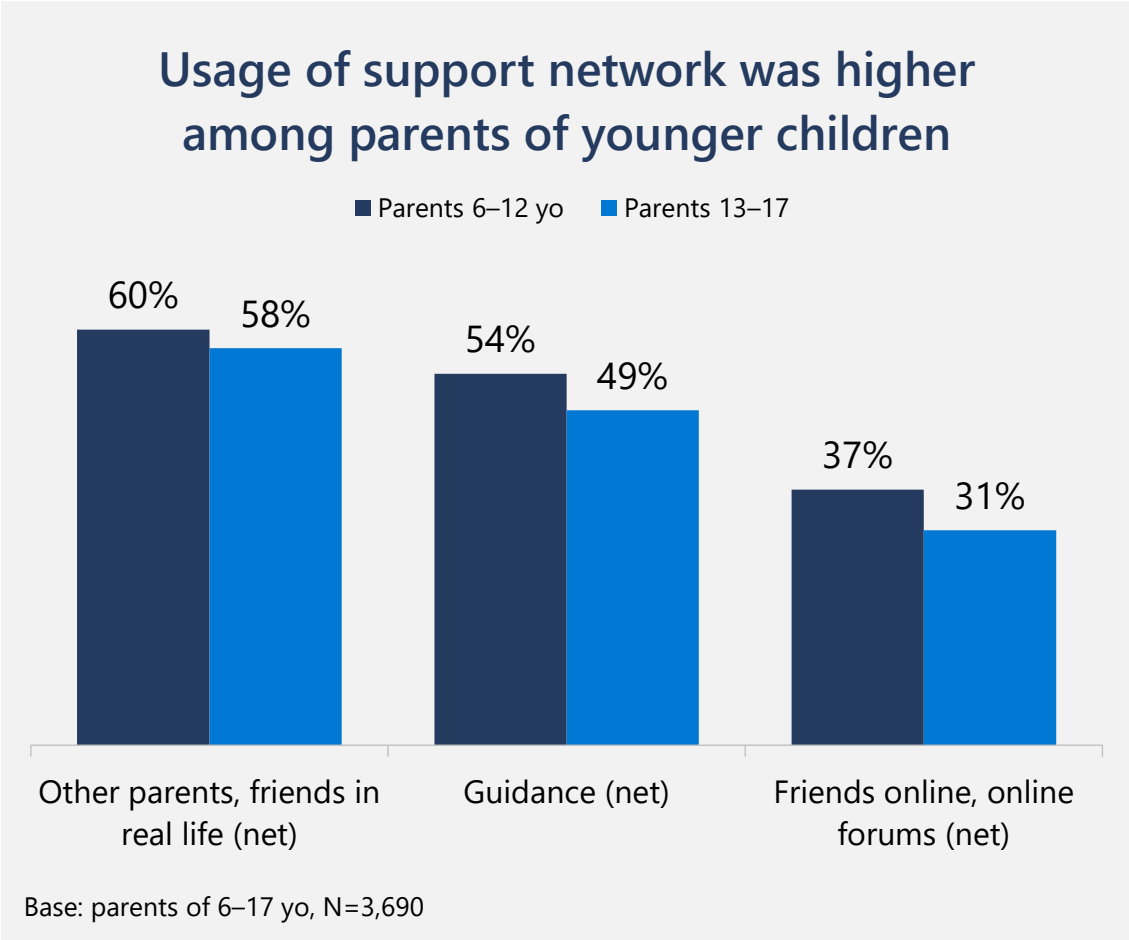
Teen girls expressed more worry than teen boys

Worries about risks: Teens girls vs. Teen Boys



Q5.7. Whether you have experienced them or not, which online risks worry you the most? Select up to three risks

Parents most often found support from friends & other parents

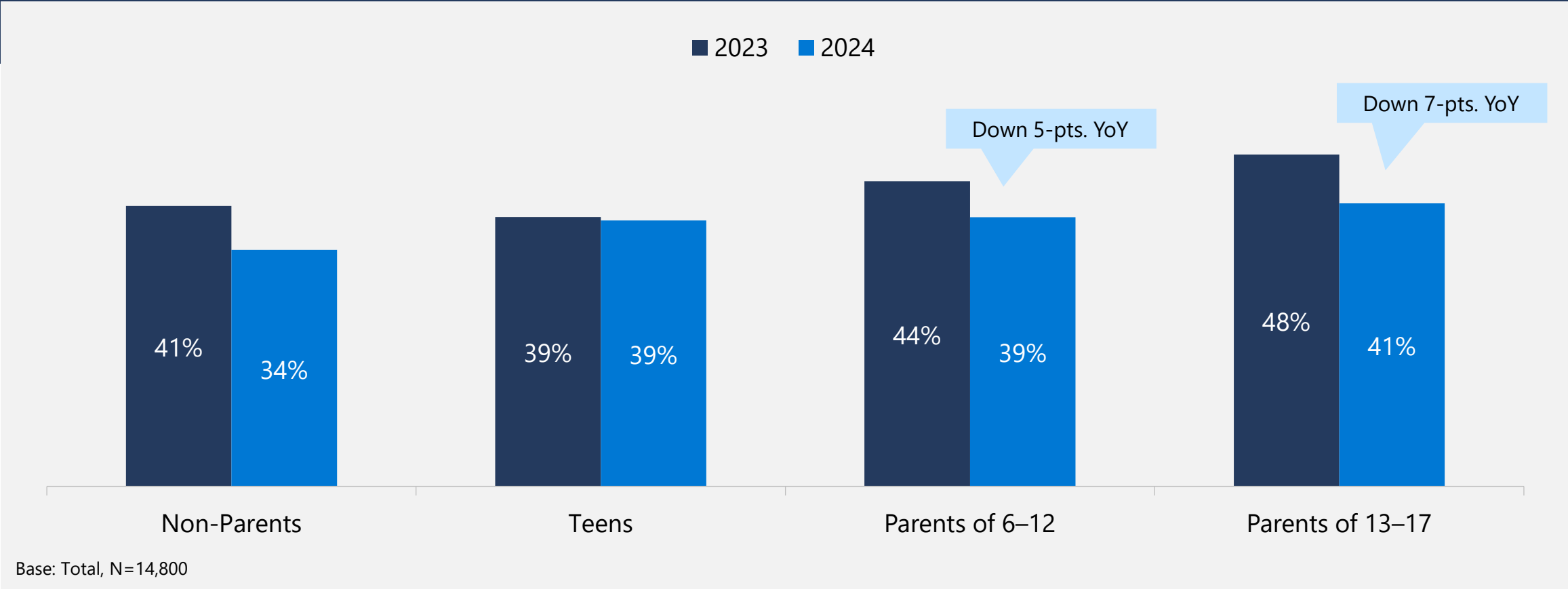


QTK3b. Where do you go to find support and advice about keeping your child(ren) safe when they are online?

Widespread drop in adults using safety features

Decline was driven by adults (parents & non-parents)

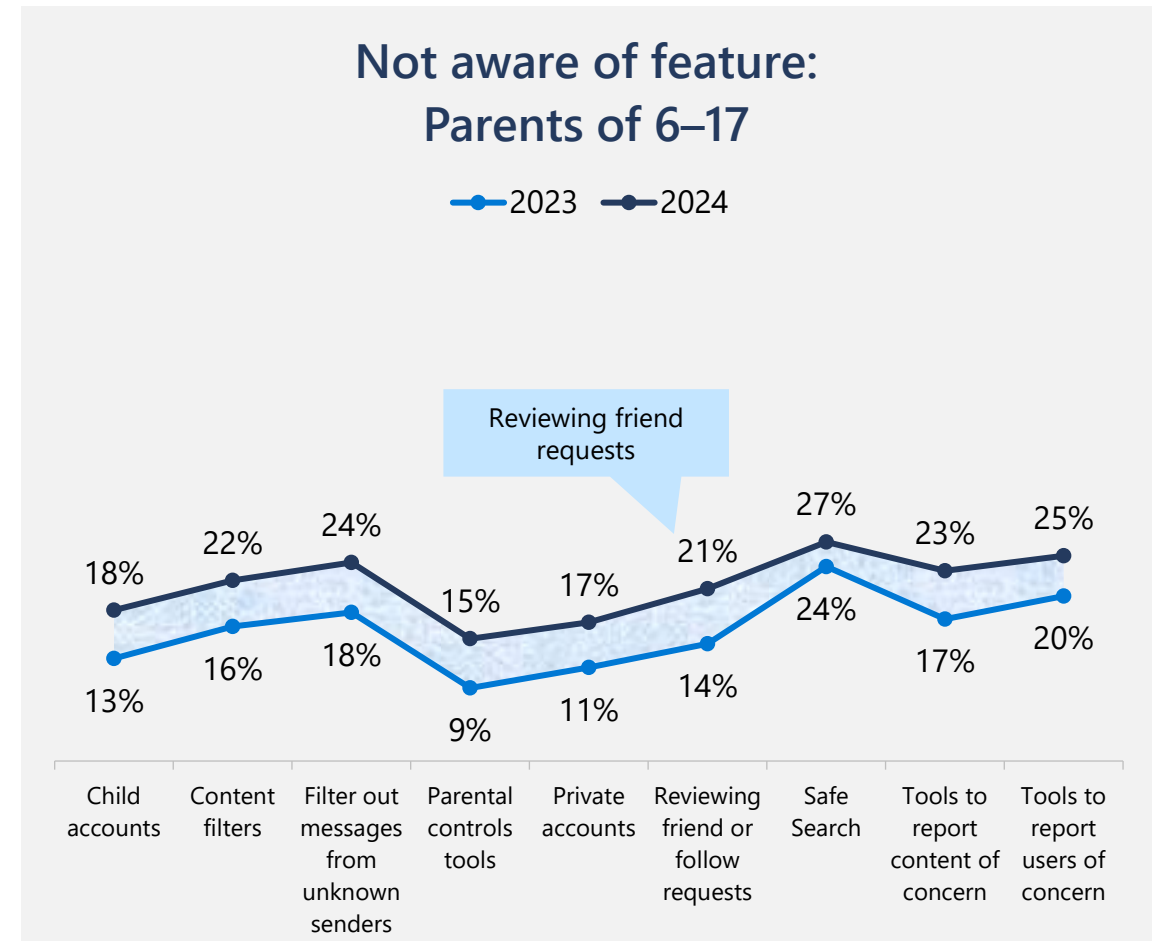
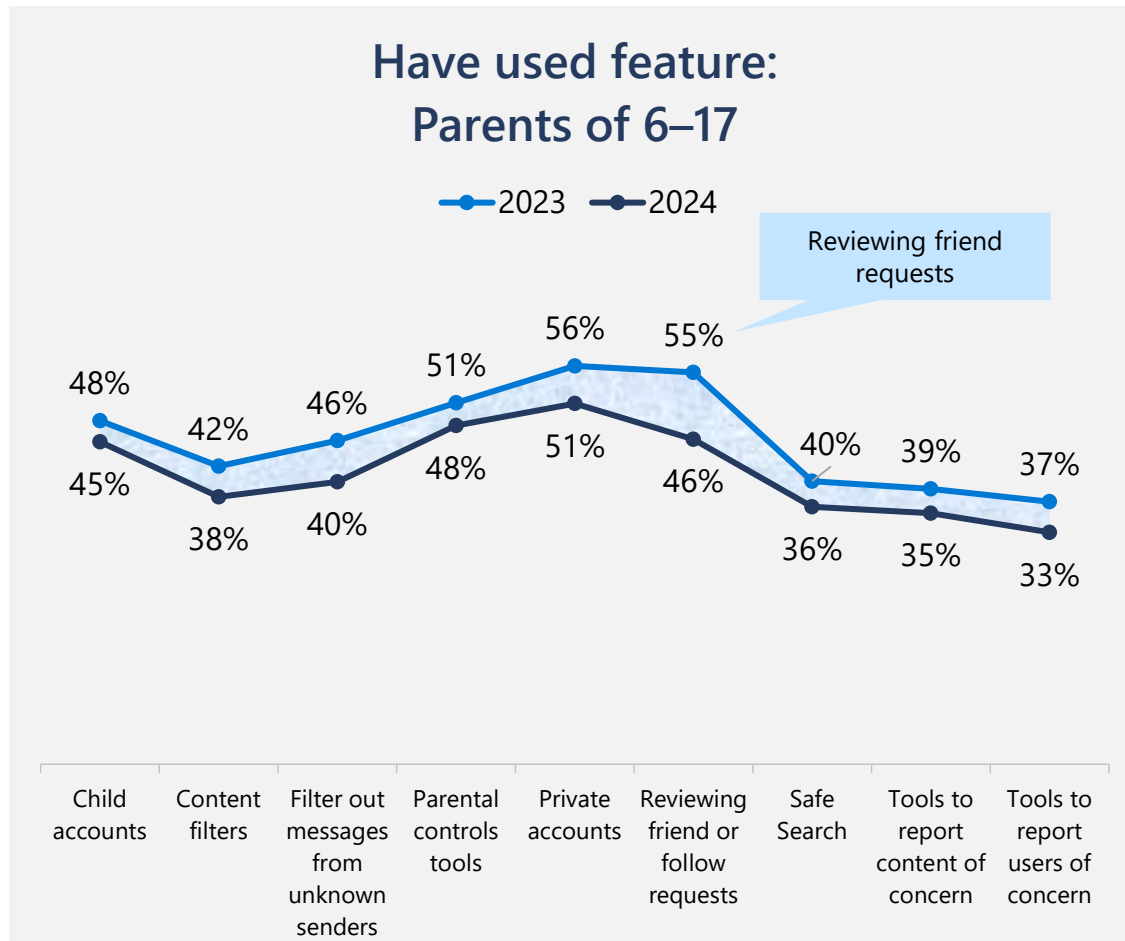
Safety features used (on avg. % of features used)



ST1_GRID: Online safety features Here are some different safety features you can use online to keep yourself safe deal with people or content that you feel is inappropriate. Let us know if you are aware of any of these features and have used any of them.

All features showed drops in parental awareness and usage

Reviewing friend requests dropped the most

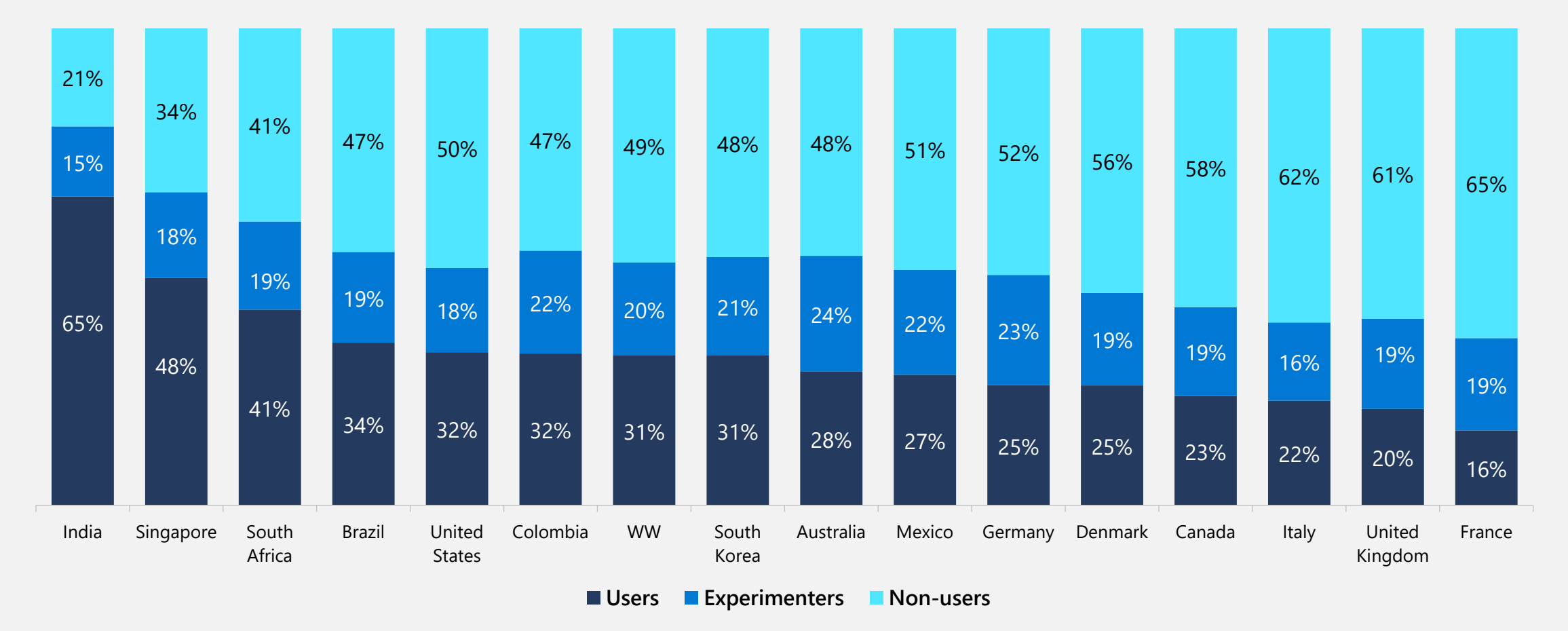


Country detail



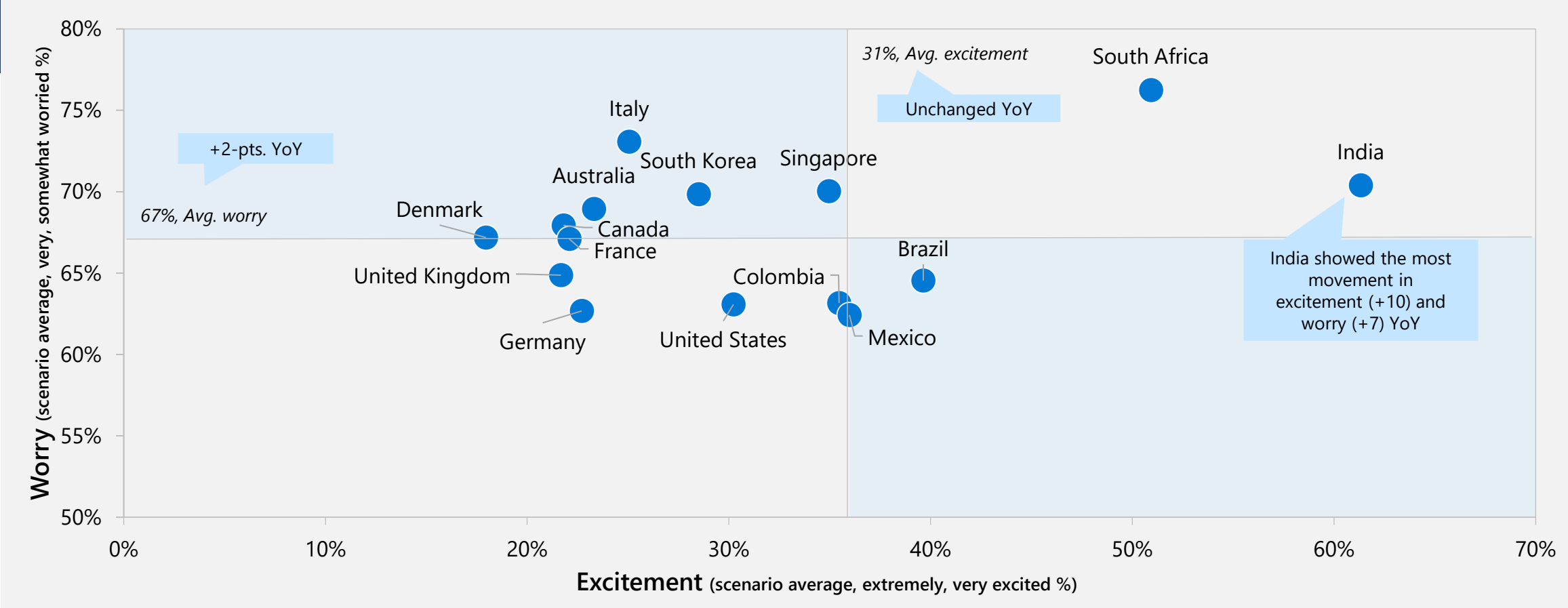
India and Singapore had the most Generative AI users

Generative AI adoption by country



Generative AI: The relationship between excitement and worry

Excitement vs. worry about generative AI scenarios



2024 Risk Exposure by country

Biggest improvement YoY

- 65%, Brazil, -7
- 71%, Mexico, -6
- 56%, Denmark, -5

Biggest decline YoY

- 70%, Singapore, +8
- 65%, Canada, +4
- 78%, India, +3



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 risk incidence – 2024 & YoY Change

Positive values mean more users experienced the risk in 2024 than in 2023

Deepfake pornography not asked in 2023

Online risk – 2024	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Any Risk	66%	64%	66%	65%	78%	56%	56%	58%	78%	59%	72%	70%	81%	58%	57%	65%
Misinformation or disinformation	47%	43%	52%	45%	59%	38%	40%	43%	55%	42%	55%	48%	58%	44%	40%	45%
Hate speech	33%	31%	32%	33%	39%	23%	25%	27%	49%	22%	32%	33%	51%	36%	27%	31%
Real-world graphic violence and gore	27%	28%	26%	25%	35%	15%	13%	19%	38%	20%	32%	31%	44%	20%	21%	28%
Cyberbullying, harassment, or abuse	21%	30%	18%	27%	17%	15%	11%	19%	36%	12%	19%	25%	32%	13%	20%	25%
Threats of violence towards me or other people	16%	19%	11%	17%	13%	11%	10%	14%	29%	9%	14%	18%	24%	11%	14%	18%
Sexual solicitation	13%	15%	9%	11%	18%	10%	10%	12%	27%	8%	14%	15%	18%	8%	10%	15%
Suicide and self-harm content	13%	15%	11%	11%	21%	10%	7%	9%	23%	6%	17%	16%	16%	7%	11%	11%
Terrorist and violent extremist content	12%	10%	12%	9%	19%	9%	7%	13%	22%	11%	14%	17%	13%	8%	6%	9%
Release of intimate images without your consent	10%	10%	7%	8%	10%	6%	5%	8%	27%	5%	9%	16%	14%	14%	5%	10%
Child sexual exploitation and abuse	9%	9%	8%	7%	9%	4%	4%	7%	26%	5%	8%	15%	14%	5%	5%	8%
Deepfake pornography	12%	12%	10%	9%	20%	6%	8%	9%	27%	8%	17%	17%	17%	6%	7%	10%

Online risk – YoY change 2023–2024	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	S. Africa	S. Korea	United Kingdom	United States
Any Risk	-1%	1%	-6%	4%	1%	-5%	-1%	-3%	3%	-2%	-6%	8%	-3%	-3%	-5%	-5%
Misinformation or disinformation	-2%	0%	-6%	-2%	-1%	-6%	-1%	-1%	1%	-4%	-4%	1%	-1%	-3%	-3%	-4%
Hate speech	-2%	1%	-6%	1%	3%	-8%	-2%	-2%	6%	-4%	-4%	2%	-4%	-3%	-2%	-5%
Real-world graphic violence and gore	0%	2%	-1%	0%	-1%	-1%	-3%	0%	2%	-2%	-4%	3%	-6%	0%	-1%	-5%
Cyberbullying, harassment, or abuse	1%	3%	2%	2%	-1%	-7%	1%	0%	7%	-1%	-2%	4%	-4%	2%	-1%	-4%
Threats of violence towards me or other people	0%	2%	-1%	2%	-1%	-3%	-1%	0%	2%	-2%	0%	4%	-4%	-2%	-2%	-4%
Sexual solicitation	-1%	3%	-1%	-1%	2%	-5%	-3%	-2%	3%	0%	-3%	3%	-7%	-1%	1%	-2%
Suicide and self-harm content	-1%	2%	-1%	-1%	1%	-4%	0%	-1%	3%	-1%	0%	1%	-2%	-1%	-2%	-4%
Terrorist and violent extremist content	1%	4%	-2%	2%	-1%	1%	2%	3%	1%	1%	-1%	6%	-2%	-4%	0%	0%
Release of intimate images without your consent	1%	3%	2%	0%	0%	-1%	0%	0%	2%	-1%	-2%	4%	-4%	1%	-1%	1%
Child sexual exploitation and abuse	1%	4%	2%	1%	0%	-2%	0%	1%	5%	1%	1%	5%	-4%	0%	0%	1%

Worry about online risks

Parents of 6–17 yo	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Cyberbullying, harassment, or abuse	37%	41%	35%	35%	28%	37%	33%	40%	32%	35%	33%	39%	44%	37%	45%	37%
Child sexual exploitation and abuse	36%	40%	50%	39%	33%	50%	26%	32%	28%	28%	32%	24%	48%	25%	39%	43%
Misinformation or disinformation	29%	21%	21%	30%	30%	25%	25%	30%	34%	30%	35%	24%	29%	48%	28%	31%
Sexual solicitation	26%	30%	26%	29%	31%	23%	29%	20%	25%	35%	26%	18%	27%	28%	24%	28%
Suicide and self-harm content	24%	31%	31%	25%	26%	17%	14%	14%	23%	19%	27%	21%	27%	20%	37%	24%
Hate speech	23%	12%	19%	23%	25%	22%	31%	22%	25%	28%	21%	21%	26%	28%	15%	20%
Release of intimate images without your consent	19%	16%	19%	15%	16%	16%	19%	21%	22%	20%	21%	28%	19%	19%	13%	16%
Threats of violence towards me or other people	18%	23%	18%	24%	15%	18%	20%	20%	14%	15%	22%	19%	17%	13%	14%	16%
Deepfake pornography	18%	16%	26%	17%	30%	11%	12%	8%	25%	16%	26%	20%	23%	11%	12%	11%
Real-world graphic violence and gore	17%	18%	14%	17%	18%	18%	16%	15%	21%	16%	20%	23%	13%	21%	10%	15%
Terrorist and violent extremist content	15%	15%	15%	13%	14%	20%	16%	20%	19%	11%	8%	21%	12%	7%	16%	11%

Teens 13–17 yo	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Cyberbullying, harassment, or abuse	37%	38%	33%	42%	21%	35%	34%	33%	39%	40%	31%	44%	53%	34%	37%	45%
Child sexual exploitation and abuse	24%	26%	34%	20%	20%	23%	20%	23%	22%	24%	22%	17%	42%	16%	28%	24%
Misinformation or disinformation	30%	23%	32%	31%	33%	24%	21%	26%	40%	28%	33%	33%	24%	49%	25%	23%
Threats of violence towards me or other people	26%	26%	34%	29%	21%	29%	30%	22%	20%	23%	27%	24%	27%	19%	26%	28%
Hate speech	25%	16%	27%	23%	32%	24%	26%	26%	31%	27%	24%	20%	30%	31%	18%	23%
Sexual solicitation	18%	14%	17%	15%	25%	15%	22%	19%	18%	26%	19%	14%	21%	12%	13%	18%
Release of intimate images without your consent	19%	19%	22%	16%	16%	22%	22%	14%	21%	22%	20%	20%	17%	32%	16%	10%
Suicide and self-harm content	16%	23%	22%	13%	18%	12%	8%	12%	13%	15%	15%	17%	25%	14%	19%	17%
Real-world graphic violence and gore	15%	17%	12%	14%	15%	12%	13%	12%	19%	20%	23%	13%	16%	13%	11%	16%
Terrorist and violent extremist content	13%	13%	15%	12%	12%	17%	18%	19%	14%	9%	8%	18%	9%	7%	16%	12%
Deepfake pornography	13%	11%	15%	10%	18%	10%	12%	8%	23%	12%	18%	14%	13%	12%	11%	10%

Worries about the problems with generative AI

Worry about AI scenarios	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Any worried (net)	88%	91%	84%	88%	82%	88%	86%	86%	92%	91%	84%	90%	96%	92%	85%	86%
Generating scams with AI	73%	74%	72%	72%	69%	74%	72%	68%	73%	79%	68%	74%	84%	77%	70%	69%
Sexual or online abuse	73%	74%	73%	71%	68%	70%	72%	68%	76%	76%	69%	74%	86%	76%	70%	69%
Deepfakes	72%	74%	69%	71%	67%	72%	71%	67%	74%	75%	67%	74%	81%	77%	70%	68%
AI hallucinations	68%	68%	65%	69%	63%	71%	65%	64%	70%	74%	61%	71%	79%	70%	66%	64%
Data privacy	65%	67%	58%	69%	64%	63%	66%	60%	70%	74%	62%	68%	66%	68%	64%	63%
Amplify biases	63%	65%	59%	63%	60%	61%	65%	58%	69%	68%	59%	67%	71%	67%	58%	57%
Creating relationships with an AI	58%	61%	56%	61%	52%	61%	59%	53%	61%	66%	52%	63%	67%	54%	56%	52%

Addendum

Sub-group differences

- Online Risks
- AI Items



Risk definitions: Wave 9

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
Deepfake pornography [New wave 9]	Sexual	I was exposed to Deepfaked nude or pornographic images of someone else or had such images created of me
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.
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

Teen girls versus teen boys risk exposure

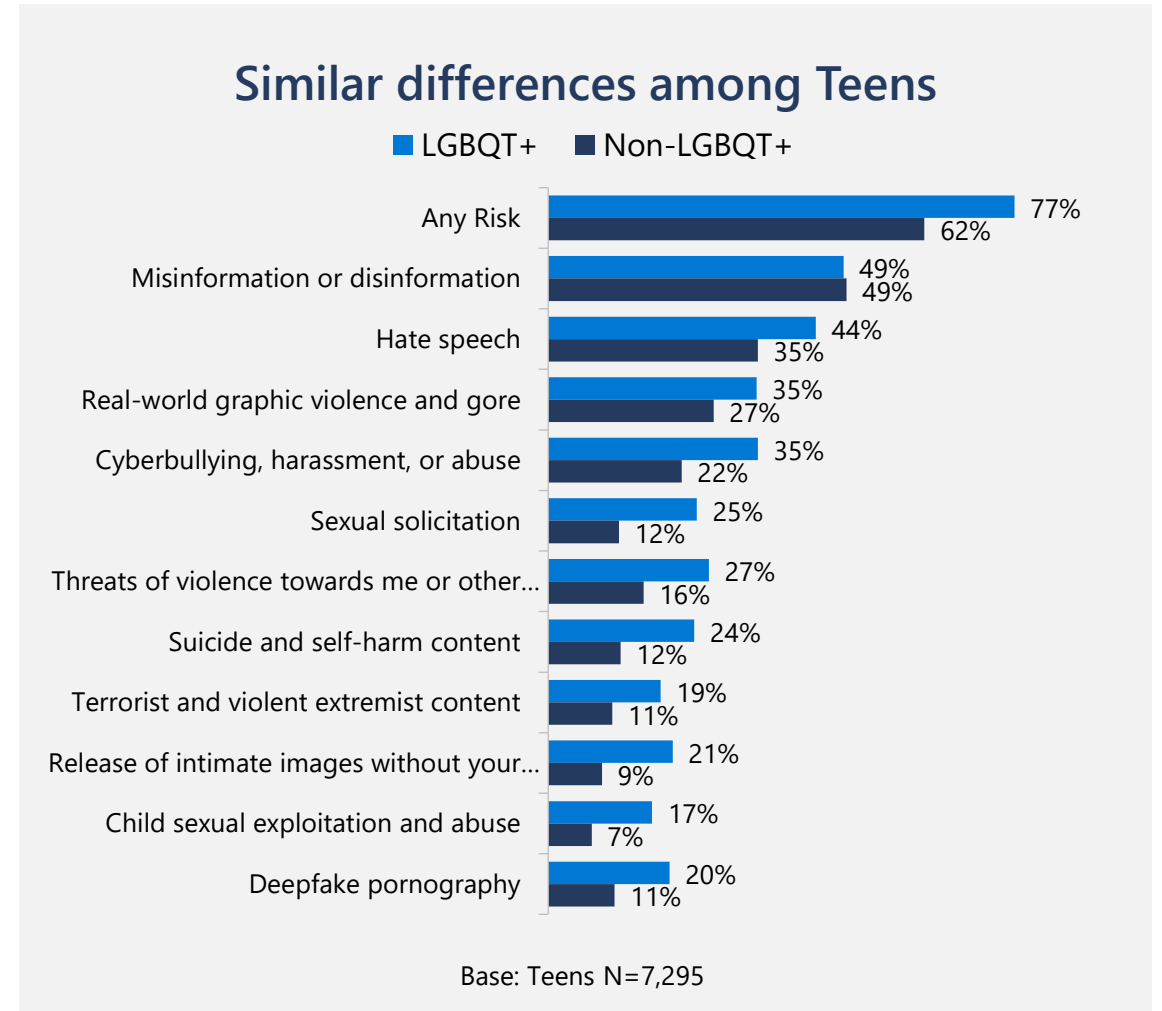
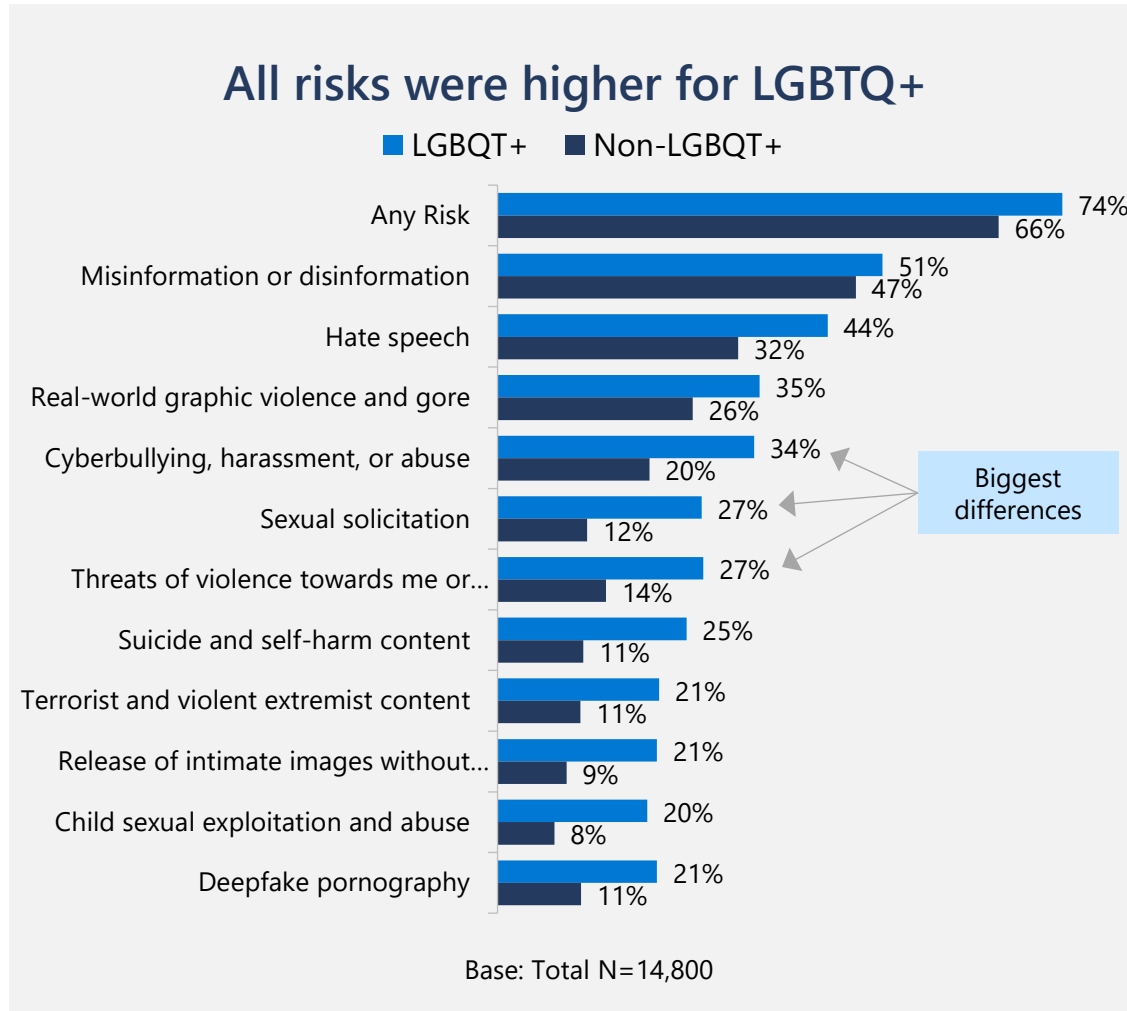
Any Risk	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Teen girls	69%	72%	66%	66%	78%	61%	56%	63%	77%	56%	73%	78%	83%	62%	63%	72%
Teen boys	69%	67%	67%	69%	81%	57%	59%	65%	86%	61%	67%	71%	85%	70%	63%	66%
Misinformation or disinformation	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Teen girls	51%	52%	47%	52%	44%	59%	58%	52%	51%	61%	44%	45%	44%	51%	59%	49%
Teen boys	51%	59%	47%	55%	37%	60%	56%	53%	37%	59%	50%	50%	38%	45%	57%	59%
Personal Risk	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Teen girls	47%	56%	49%	48%	45%	37%	28%	41%	60%	28%	48%	50%	68%	43%	48%	54%
Teen boys	47%	52%	38%	50%	49%	33%	30%	43%	72%	35%	37%	50%	68%	56%	41%	45%
Violent, extremist content	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Teen girls	37%	39%	36%	35%	49%	29%	21%	24%	50%	22%	46%	45%	54%	28%	33%	39%
Teen boys	37%	36%	34%	32%	45%	23%	21%	31%	55%	35%	39%	39%	54%	36%	30%	37%
Sexual Risks (new)	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Teen girls	26%	30%	19%	21%	29%	17%	16%	21%	53%	16%	27%	31%	41%	26%	20%	22%
Teen boys	25%	26%	20%	19%	30%	8%	13%	18%	51%	20%	28%	30%	29%	27%	15%	27%
Sexual Risks	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Teen girls	23%	27%	16%	18%	24%	16%	13%	18%	47%	13%	23%	28%	36%	24%	17%	20%
Teen boys	20%	23%	14%	14%	22%	6%	9%	17%	45%	13%	22%	23%	23%	25%	11%	21%
Suicide and self-harm content	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Teen girls	15%	22%	11%	15%	24%	16%	9%	7%	23%	6%	19%	14%	19%	8%	15%	16%
Teen boys	12%	13%	7%	8%	18%	7%	5%	9%	24%	8%	14%	13%	19%	8%	11%	10%
Deepfake pornography	Total	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	South Africa	South Korea	United Kingdom	United States
Teen girls	11%	14%	9%	8%	17%	5%	6%	8%	29%	7%	15%	14%	17%	6%	7%	7%
Teen boys	12%	11%	10%	9%	21%	3%	7%	6%	27%	10%	15%	16%	13%	8%	7%	13%

Base: Teens 13–17, N=7,295

Q2. Which, if any, of these have you experienced in the last year ONLINE using the Internet on your phone, tablet, or any other device? Select all that apply

LGBTQ+ profile: Total, Teens

10% of identified as LGBTQ+



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

Deepfakes harmful ratings by age & country

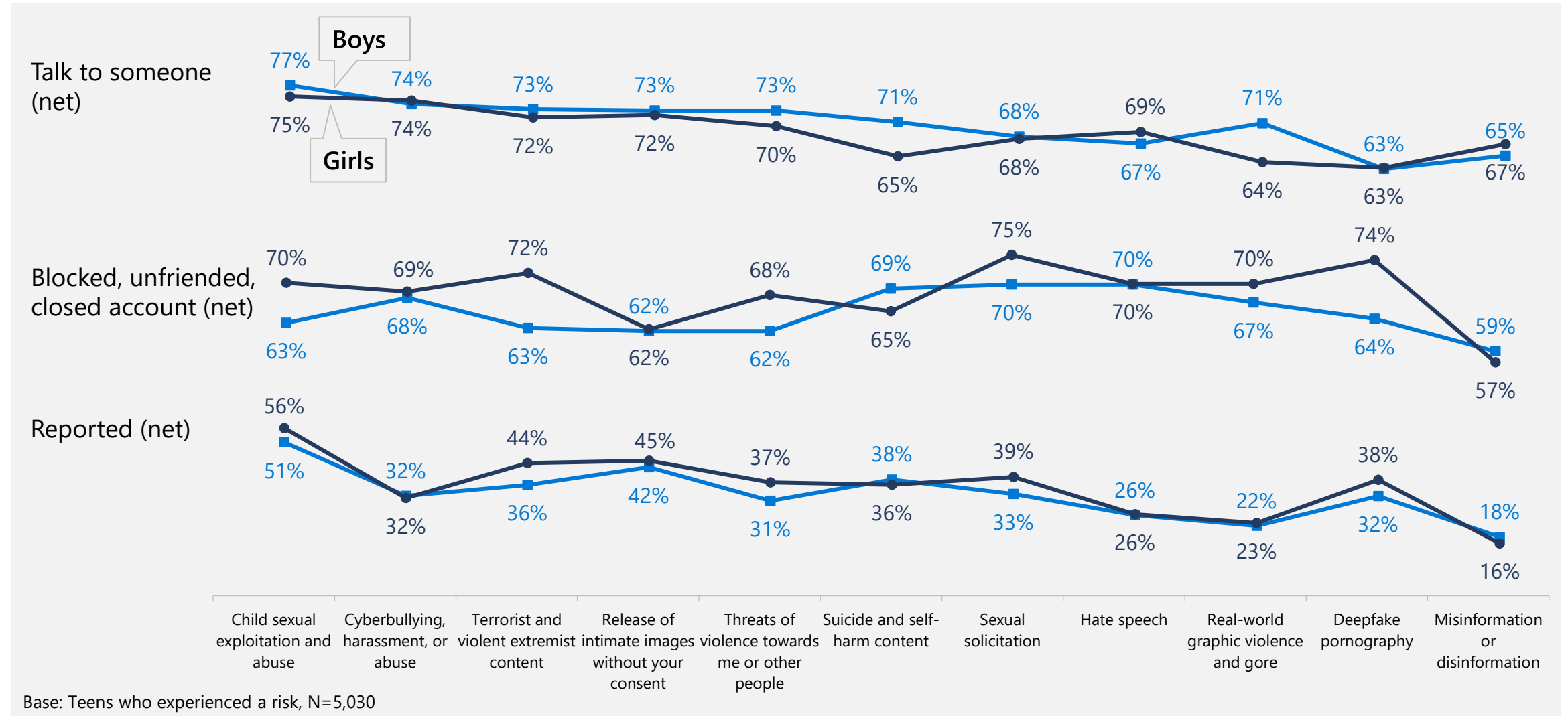
% Very harmful	Teens 13–17	Adults 18+	Gen Z 13–24	Millennials 25–44	Gen X 45–59	Boomers 60–64
Create a nude image of someone you know	70%	69%	70%	67%	73%	76%
Create a nude image of a celebrity	65%	62%	64%	61%	64%	70%
Create a false image of a politician	52%	53%	52%	52%	55%	61%
Create an image of someone you know in an embarrassing situation	61%	60%	60%	59%	64%	69%
Average	62%	61%	61%	60%	64%	69%

% Very harmful	Australia	Brazil	Canada	Colombia	Denmark	France	Germany	India	Italy	Mexico	Singapore	S. Africa	S. Korea	UK	USA
Create a nude image of someone you know	69%	79%	68%	78%	65%	61%	62%	70%	64%	75%	61%	88%	66%	70%	70%
Create a nude image of a celebrity	63%	74%	61%	71%	56%	50%	51%	66%	56%	70%	58%	84%	64%	63%	63%
Create a false image of a politician	49%	67%	52%	59%	46%	40%	44%	58%	48%	58%	51%	75%	38%	46%	56%
Create an image of someone you know in an embarrassing situation	59%	72%	63%	68%	53%	56%	53%	62%	55%	67%	50%	81%	42%	59%	63%
Average	60%	73%	61%	69%	55%	52%	53%	64%	56%	68%	55%	82%	53%	60%	63%

Base: Total N=14,800

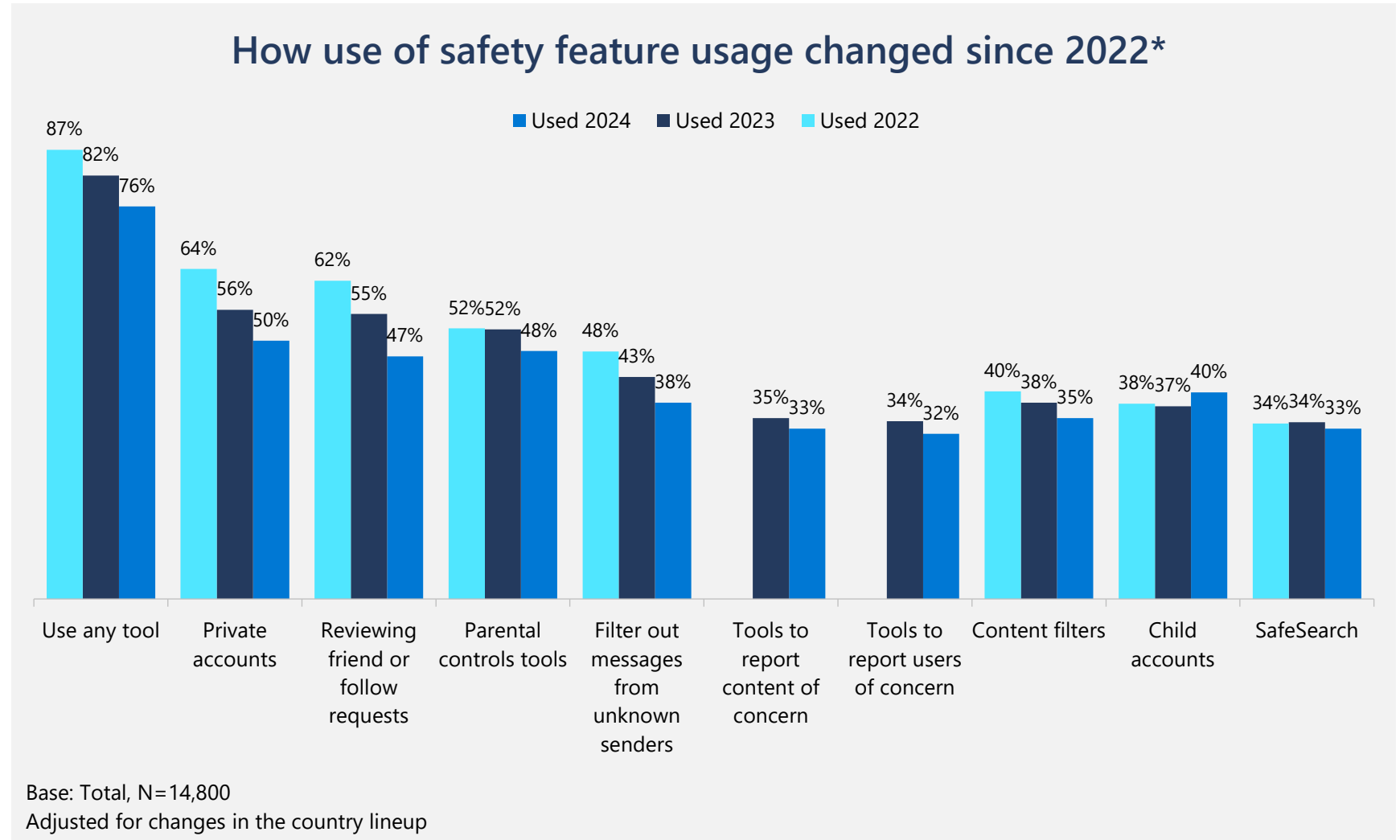
DF1_1: Falsified images or videos of real people ("deepfakes") can now be created using AI tools. These can be intended as humor/memes or to specifically target someone. How harmful do you think it is to...

Actions teens took after a risk: Boys vs. girls



Use of safety tools continues to decline

- Those who used any safety feature was down 6-pts YoY (76% vs 82%)
- Several safety features experienced a drop in usage including Reviewing friend/follow requests (-8-pts.) and Private accounts (-6-pts.)
- Drops in safety tools was heavier among teens in Wave 8. This year parents are leading the way in driving the downward trend.



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.