A report on the global survey conducted for King Abdulaziz Center for World Culture (Ithra) to explore the impact of technology on the general public's life.

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The world has never been more connected through — and to — technology. As we adjust to the post-pandemic reality, our lives are becoming even more entwined with digital services, and fears about the dangers of over-consumption are growing. There is worldwide concern about how tech is changing our humanity, our lifestyle, our behaviours, and impacting our health, our wellbeing, and our society as a whole — both in the short and long term. Although there are many voices raising concerns, there is a lack of agreement about what needs to change, why and how.

Ithra’s flagship programme, Sync, is a multi-year initiative to support and promote efforts to prioritise digital wellbeing. With ambitions to become a respected thought leader and a leading player in this field, we are keen to understand the cultural impacts of the internet and social media’s growing prevalence worldwide. Sync will provide supporting research to improve the understanding of users, practices and their consequences, and to make the issues easy to grasp by grounding them in simple concepts and language to rouse the public into taking an active role in their relationship with technology.

The global research will inform our activities like summits, gathering thought leaders from around the world to reveal the truth behind our relationship with technology. Our research outcomes will also feed into awareness campaigns and programmes to find ways to manage how we interact with digital services. These services undoubtedly play a vital role in society, but research shows that half of all users believe over-reliance on these platforms is damaging their wellbeing.

Because of this great need to consider, understand and debate these issues, Sync is creating a platform for conversation and encouraging the sharing and building of evidence, ideas and solutions. As an organization dedicated to positively impacting human development, we are committed to contributing proactively to the narrative and solutions.

Our research reconfirms that Saudi Arabia has some of the highest, if not the highest, smartphone and social media usage in the world. This insight is particularly relevant to us because of the elevated use by Generation Z, which makes up almost half of the Saudi-Arabian population. However, this is also a global concern.

As part of our commitment, we are publicizing extant research and commissioning and funding more research to fill knowledge and evidence gaps. It is on this basis that this whitepaper was prepared.

This paper would not have been possible without the parties directly or indirectly involved in the research. We would like to express our gratitude to ASDA’A BCW and PSB Insights Middle East for their participation.

The Sync programme is ultimately directed towards changing lives, and Ithra is well placed to explore the big human questions. We know how valuable this research can be, especially when made accessible to as many as possible. This paper is proof of our commitment to making the knowledge we gain understandable and available to all.

The vision set in motion through Sync will influence generations to come. This paper is the first of many steps toward establishing a new digital consciousness as we embark on our journey to pursue digital truth.

Abdullah Al-Rashid
Director, King Abdulaziz Center for World Culture (Ithra)
The research helped us acquire a better understanding of public perceptions towards technology in general, as well as digital wellbeing and social media usage in particular. Our aim is for this global survey to be conducted every year to monitor changing global attitudes.

Our objective is to provide a compelling and influential report on digital wellbeing that serves as a reference point for thought leaders to understand the public’s point of view. This research articulates an overview of the debate among thought leaders, the general public, and governments around digital wellbeing. Brought together, this will allow for the development of insightful feedback on how to best advance the global conversation.

There are diverse interpretations of what digital wellbeing means. Broadly speaking, they can be summarised into two key areas: connectivity - whereby people are able to communicate freely and easily through digital channels - and the impact on our health, where digital technologies enhance our lives rather than acting as a burden.

However, across the world, and especially in the Middle East and North Africa, the public think that digital wellbeing identifies the positive and negative effects of technology use and how it affects people mentally, physically, and emotionally.

Is technology a blessing or a curse? This study suggests most people believe it is a blessing that improves their social relationships. This was evident in the pandemic, especially during quarantine and lockdown. As people tried to cope with the restrictions, they turned to technology - specifically social media. This period saw a sharp acceleration in the amount of time spent on social media and the internet, alongside an expansion of home delivery services, online shopping, and remote educational and work meetings.

According to the research findings, there has been an increase in the use of internet messaging apps, streaming services, and video conferencing, which keeps us in a virtual bubble and reduces the time we spend together in person. The impact is even clearer when it comes to privacy and productivity. More than 40 per cent of the public think technology reduces their privacy, and they find it more difficult to focus on their day-to-day tasks as a result.

It is very difficult to compare material value with human value, and it is even more difficult to choose material things over loved ones. Yet, the survey has shown an unexpected result: half of the public would rather live without a close friend than without a cellphone.

This may raise the question: will technology eventually replace human beings? Unlike gaming disorders, which have been formally recognized by the World Health Organization in the 11th edition of its worldwide classification of diseases, internet and social media addiction are still controversial - and not universally recognized - conditions.

As a result of factors such as fear of missing out and the continuous scrolling through readily available content, which makes it harder to notice the time spent on social media and the internet, many have become overly connected to these platforms.

Half of the general public spend more time online than they would like to, and many find it difficult to disconnect from the internet due to websites or apps suggesting more interesting content.

Excessive use of the internet and compulsive use of social media may be increasing online bullying and harassment, which in turn may be leading to psychological, physical, emotional and occupational issues.

Approximately half of the public are concerned about technology’s impact on their health, which can be seen through 50 per cent admitting to skipping sleep on a weekly basis. Furthermore, the majority believe that smartphones are designed to be addictive, and that online addiction is a medical condition. Most of them would like their government to expand access to care for problematic use.

A habit parents have been practicing for time immemorial is giving sweets or candies to children to make them happy. This practice is not as effective as it used to be. In fact, nowadays they offer them smartphones, tablets and other devices to achieve the same result. According to our research, about two-thirds of the public consider technology to occupy their children, and just under half of parents allow their children to use a smartphone unsupervised.

Electronic devices have become entangled with our daily activities. We have little desire, purpose, or prospect of relinquishing control over them. We are increasingly torn by our dependence on technology, which is becoming both a privilege, and a burden, in our lives.

Digital wellbeing must be taken more seriously and thoroughly considered. The distinction between being a user of and being used by technology is becoming progressively hazy.

As part of this, we should promote a balanced approach and greater consciousness about how to use technology such as smartphones in a healthy way. We need to start asking serious questions about the impact of technology on our minds and bodies, and how it impacts our real-world relationships.

Ithra conducted this research to explore the reality behind our current use of technology. Our first step was to complete this global survey, interviewing a representative sample of 15,000 participants across 30 countries worldwide.
METHODOLOGY
PSB Insights conducted 15,000 online interviews with a representative sample of members of the general public.

OVERVIEW OF FINDINGS
Fahad AlBeyahi
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King Abdulaziz Center for World Culture (Ithra)

GLOBAL INDEX
Bahiah AlBassam
Applied Researcher, SYNC Research workstream
King Abdulaziz Center for World Culture (Ithra)
An index to understand digital health and dependency across the 30 countries surveyed

TOP FINDINGS
Insights from the research

AFTERWORD
Justin Thomas
Professor of Psychology, Department Chair (Psychology)
Zayed University, Abu Dhabi
Methodology

King Abdulaziz Center for World Culture (Ithra), commissioned PSB Insights Middle East, a wholly owned subsidiary of ASDA'A BCW, to conduct a comprehensive global research study with the general public to explore the role and impact of technology on their daily lives.

The research was carried out between 12th June and 11th July 2021 with N=15,000 members of the general public. In each of the 30 countries included, N=500 interviews were conducted with a representative sample of people from different genders and generations. The survey’s margin of error is +/- 0.7 per cent globally and larger for subgroups.

Respondents were given the option to answer the survey in English or in their local language.

15,000 interviews conducted online
30 countries across five continents

Interviews took place between 12th June and 11th July 2021

Interviews conducted among the general public*

*The audience in most countries was the general public. In some countries, those surveys were representative of the online public.
Introduction to the digital wellbeing index

Ithra stands as a beacon of change in the Kingdom of Saudi Arabia and is a window to global experiences designed to unlock the power of human potential. In this spirit, the Ithra Digital Wellbeing initiative - Sync - aims to shift public behavior towards a balanced usage of technology and digital services.

Studies have shown a correlation between heavy use of digital platforms and significant negative personal and societal consequences in behavior and psychology. Many users of technology and digital services may not be aware of the addictive design elements of the software features and the impact this has on them.

We have selected two core measures from the survey study. The first dimension is Digital Health, which looks at how digital technology impacts the health of people across the world. The second, Digital Dependence, looks at the overuse of technology and the role it plays in people’s lives. Both measures were combined with the International Telecommunication Union’s (ITU) data to understand how countries are performing when it comes to digital wellbeing, based on mobile phone internet penetration.

One study has found that problematic and intense use are different notions and are somehow linked on a national level. Problematic use is defined by addiction-like behaviors such as neglecting other activities in favor of social media use or getting into arguments about it, whereas intense use indicates the frequency of usage. The study finds that problematic use is associated with poorer wellbeing. In contrast, there was no relationship between poorer wellbeing and intense use. In fact, it is related to positive emotions of wellbeing. This would account for and support our findings in both domains. To illustrate, the index places Japan at a higher level of digital dependency and wellbeing. Saudi Arabia, on the other hand, has been placed at a higher level of digital dependency and a lower level of wellbeing. From this, we can anticipate which countries could be classified as having problematic use and which fall under intense use. In addition, another study suggests that it is not how much time someone spends online that matters, but the content explored and how it is used.

In recent years, there has been growing evidence that intense use does not represent any harm to someone’s mental health. However, a recent study has suggested further research is needed regarding the association between intense and problematic use and whether increasing the intensity of usage will lead to increased problematic use.

We all recognize the continuous progress of technological uptake around us. We expect that the positions of the countries in our ranking might shift in the future as uptake changes and new policies are enacted. We intend to update the index regularly and keep observing the trends and changes in global digital wellbeing.

Bahiah AlBassam
Applied Researcher, Sync Research workstream
King Abdulaziz Center for World Culture (Ithra)

Digital wellbeing index scores

Digital Health Index

- Japan: 53%
- Sweden: 31%
- Italy: 27%
- Russia: 25%
- United Kingdom: 24%
- Australia: 23%
- United Arab Emirates: 20%
- Germany: 19%
- United States: 18%
- Korea: 17%
- Argentina: 16%
- Saudi Arabia: 15%
- Turkey: 14%
- France: 13%
- Vietnam: 12%
- Singapore: 11%
- South Africa: 10%
- China: 9%
- Switzerland: 8%
- United States: 7%
- Canada: 6%
- Indonesia: 5%
- United Kingdom: 4%
- United States: 3%
- Italy: 2%
- China: 1%
- Vietnam: 0%

Digital Dependence Index

- United Arab Emirates: 56%
- Saudi Arabia: 48%
- Kuwait: 45%
- India: 43%
- Japan: 42%
- Singapore: 40%
- South Africa: 39%
- Ghana: 38%
- Kenya: 36%
- United States: 35%
- China: 34%
- Switzerland: 33%
- United States: 32%
- Indonesia: 31%
- United Kingdom: 30%
- Kuwait: 29%
- Australia: 28%
- Brazil: 27%
- Kenya: 26%
- Germany: 25%
- Russia: 24%
- Nigeria: 23%
- Colombia: 22%
- Pakistan: 21%
- United Kingdom: 20%
- Italy: 19%
- Canada: 18%
- Brazil: 17%
- Nigeria: 16%
- Colombia: 15%
- Pakistan: 14%
- Kenya: 13%
- Germany: 12%
- Russia: 11%
- Colombia: 10%

*More details about the index methodology are available on page 56 of this white paper.
Top 10 Findings

What do the general public feel about digital wellbeing?

1. Force for Good
   Technology is a force for good in the modern world

2. COVID-19
   Technology has been indispensable through the COVID-19 pandemic

3. General Digital Wellbeing
   Digital wellbeing is being understood in very different ways

4. Digital Dependence
   Technology brings people together, but many are unable to disconnect

5. Children and Technology
   Parents are using tech to occupy their children while also attempting to limit screen time

6. Impact on Health
   The public believe technology is harming their health

7. Social Media
   Social media is seen to improve quality of life but many are using it excessively

8. Online Bullying
   Online bullying is leading to anxiety, loneliness and potential self-harm

9. Online Gaming
   Online gamers are looking for ways to reduce time spent playing

10. Government Policy
    The public are asking government to do more to treat technology and internet addiction
Across the globe, the public recognize the positive impact technology has on their lives and the modern world we live in. Almost nine in ten (88 per cent) believe technology is a force for good that has brought about progress and advancement; with only 12 per cent saying that current use of technology is causing more harm than good.

Accessibility and connectivity are the most important advantages of technology. More than four in five (84 per cent) of the public point to technology improving their life by granting them easy and open access to information and news.

A similar proportion, 83 per cent, say that technology is making it easier to stay connected with friends and family. Technology and the internet also give unprecedented access to entertainment media (77 per cent), and educational resources (69 per cent). Three in five (59 per cent) of the public say technology has helped create professional or job opportunities for them. This is particularly high in emerging regions like Sub-Saharan Africa (81 per cent), Latin America and Caribbean States (77 per cent), South Asia (74 per cent) and the Middle East and North Africa (68 per cent).

Technology is seen as having the smallest impact on professional opportunities in North America (29 per cent) and Europe and Central Asia (43 per cent).

Three in five (59 per cent) of the public say technology has helped create professional or job opportunities for them. This is particularly high in emerging regions like Sub-Saharan Africa (81 per cent), Latin America and Caribbean States (77 per cent), South Asia (74 per cent) and the Middle East and North Africa (68 per cent). Technology is seen as having the smallest impact on professional opportunities in North America (29 per cent) and Europe and Central Asia (43 per cent).

Technology gives the public the opportunity to work and travel more freely. 81 per cent agree that technology allows them to work more flexibility, while 77 per cent see technology as giving them greater freedom to go wherever they choose.

However, the recognised benefits of technology remain less important than other quality of life indicators. Only one in four (25 per cent) think that internet access is more important than access to high-quality healthcare or living in a safe neighbourhood, whereas 36 per cent believe that internet access is more important than access to high-quality and affordable education.

The global public view technology as a force for good and positive progress across the world

Which is closer to your view about technology?

| Global Public | 88%

- Technology is mostly a force for good and positive progress
- Technology can often cause more harm than good
Accessibility and connectivity are the most important advantages of technology

How do you think technology improves your life?

<table>
<thead>
<tr>
<th>Advantage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Makes it easier for me to find news/information</td>
<td>84%</td>
</tr>
<tr>
<td>Makes it easier for me to stay in touch with family and friends</td>
<td>83%</td>
</tr>
<tr>
<td>Makes it easier for me to access entertainment and media</td>
<td>77%</td>
</tr>
<tr>
<td>Improves my access to educational resources</td>
<td>69%</td>
</tr>
<tr>
<td>Creates professional/job opportunities for me</td>
<td>59%</td>
</tr>
</tbody>
</table>

Technology is creating professional opportunities mostly in emerging regions

How do you think technology improves your life?

<table>
<thead>
<tr>
<th>Region</th>
<th>Creates professional/job opportunities for me</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-Saharan Africa</td>
<td>81%</td>
</tr>
<tr>
<td>Latin America and Caribbean States</td>
<td>77%</td>
</tr>
<tr>
<td>South Asia</td>
<td>74%</td>
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<tr>
<td>Middle East and North Africa</td>
<td>68%</td>
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<tr>
<td>East Asia and Pacific</td>
<td>48%</td>
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<tr>
<td>Europe and Central Asia</td>
<td>43%</td>
</tr>
<tr>
<td>North America</td>
<td>29%</td>
</tr>
</tbody>
</table>

Even as internet access is recognised for its benefits, it remains less important than other quality life indicators

How strongly do you agree or disagree with each of the following statements?

- Makes it easier for me to find news/information: 84%
- Makes it easier for me to stay in touch with family and friends: 83%
- Makes it easier for me to access entertainment and media: 77%
- Improves my access to educational resources: 69%
- Creates professional/job opportunities for me: 59%

- Access to high-quality affordable healthcare: 25%
- Living in a safe neighbourhood: 25%
- Access to high-quality affordable education: 36%
The COVID-19 pandemic has created an unprecedented situation for people around the world, who have had to adapt to new and unexpected challenges. Many (64 per cent) believe that technology had a positive impact in combating the pandemic; with 30 per cent saying it had a very positive impact and only 11 per cent saying it had a negative impact.

Just under half (46 per cent) of the public say they started spending significantly more time online during the pandemic.

The response of spending significantly more time online was most pronounced in Sub-Saharan Africa (71 per cent), South Asia (61 per cent), Latin America and the Caribbean States (60 per cent) and the Middle East and North Africa (55 per cent). Globally, only 9 per cent have been spending less time online during the pandemic.

The rise in electronic communication – to potentially compensate for the reduction in in-person contact – has driven increased use of the internet. 64 per cent of the global public are using messaging applications like WhatsApp and WeChat more often. 62 per cent of the global public increased their use of social media platforms.

64 per cent of the global public are using messaging applications like WhatsApp and WeChat more often. 62 per cent of the global public increased their use of social media platforms.

The next biggest increases in usage during the pandemic are streaming of movies, series and TV shows (48 per cent), greater use of video call applications (44 per cent), and food delivery services (33 per cent).
Most spend more time online now than before the pandemic

In general, how has COVID-19 affected the amount of time you spend using the internet?

- Significantly more
- A little bit more
- A little bit less
- Significantly less time

46% 45% 7% 2%

Spending more time online after the pandemic is mostly prominent in emerging regions

In general, how has COVID-19 affected the amount of time you spend using the internet?

Spending more time online

- Sub-Saharan Africa: 71%
- South Asia: 61%
- Latin America and Caribbean States: 60%
- Middle East and North Africa: 55%
- East Asia and Pacific: 35%
- Europe and Central Asia: 28%
- North America: 25%

Messaging apps and social media have seen the greatest increase in use, followed by streaming and video conferencing

Which of the following have you used more during COVID-19 than before?

Messaging apps like WhatsApp or Facebook Messenger: 64%
- Social media: 62%
- Streaming services like Netflix or Hulu: 48%
- Video call apps like Zoom or Webex: 44%
- Food delivery services like Door Dash or Uber Eats: 33%

The public in Latin America, South Asia, and Africa are most likely to have increased use of messaging apps

Which of the following have you used more during COVID-19 than you did before?
(Showing groups most likely to have increased use of messaging apps)

- Latin America and Caribbean States: 85%
- South Asia: 82%
- Sub-Saharan Africa: 82%
- Millennials: 72%
- Gen Z: 69%
Digital wellbeing is often seen as the good side of technology use by the global public. Front of mind, the public think about digital factors such as technology, internet, online and access, and wellbeing factors such as time, health, life, help, safe and inform.

With the varied backgrounds, nationalities, and generations involved in the research, the public conveyed different views around the definition of digital wellbeing. A positive view of digital wellbeing is around connectivity. Technology has increased the ability to connect with others and made daily life more practical. Technology also helped the general public to cope with the lockdowns of the COVID-19 pandemic by entertaining them, and for many, allowing them to carry on their jobs from home.

Attitudes towards digital wellbeing are not exclusively positive. Many recognize a significant risk to health when using different technologies, especially when they are misused. The public identify physical, mental and emotional risks. The ideal balance is to focus on digital wellbeing by benefiting from the positives of technology while limiting potential harm. Wearables are a prominent example of this balance.

Six in 10 (58 per cent) of the general public believe that wearables enable them to live a healthier life, particularly Millennials (62 per cent), Gen Z (57 per cent) and Gen X (57 per cent). Older groups, namely Boomers are less likely to see the benefits of wearables, with only 48 per cent saying that they allow them to live a healthier life.
Views of digital wellbeing include positives around connectivity, negatives related to health impact, or both

Connectivity
Digital wellbeing, to me, means my ability to connect to the outside world for all the things that are either important to me, or are necessary for my line of work.
- North America
To make my life easier, to do my life’s affairs with the least effort possible, and to benefit from the available services as much as possible.
- Middle East and North Africa
It means everyone anywhere can communicate through digitalization. In this pandemic period digitalization is helping everyone. You can do almost anything with internet easily.
- South Asia

Health impact of technology
How being online can make us feel and looking after ourselves and others when online. This could be emotionally, mentally or socially.
- Europe and Central Asia
It means being aware and measuring what is real and virtual to keep yourself mentally and physically safe, using technology in a healthy and non-abusive way.
- Latin America and the Caribbean States
For me, digital wellbeing means that the use of digital content and technical devices does not burden me mentally, as I use them in moderation, but rather offers me comfort.
- Europe and Central Asia

Balance of both
How one uses digital technology in day-to-day life to improve one’s life. Another aspect relates to striking a healthy balance between a virtual versus real world. A third aspect relates to keeping our devices and usage safe.
- East Asia and Pacific
Digital wellbeing identifies the negative and positive effects of technology use and how it affects a person mentally, physically, and emotionally.
- Middle East and North Africa
For me it is the fact of being well and having a good relationship with technology, exploiting the good that it can have and discarding the bad.
- Latin America and the Caribbean States

Positive combinations of technology and health such as wearables are often seen as examples of digital wellbeing

How strongly do you agree or disagree with each of the following statements?

Technology, such as wearables, enables me to live a healthier life

By generation
- Gen Z: 57%
- Millennials: 62%
- Gen X: 57%
- Boomers: 48%

58% Agree
The public recognize that a core benefit of modern technology is its ability to allow us to stay in touch with loved ones. Today, most (83 per cent) believe that technology improves their life by making it easier to stay in touch with friends and family.

This is particularly prominent in Sub-Saharan Africa (93 per cent), Latin America and Caribbean states (89 per cent) and slightly more prominent among younger generations of Millennials (85 per cent) and Gen Z (83 per cent).

However, the public are struggling to disconnect from technology and stop it impacting their lives in the real world. This is reflected by almost half of the global public (48 per cent) spending more time online than they would like to.

Two in five (41 per cent) are finding it more difficult to focus on day-to-day tasks due to the use of technology, and a similar proportion (37 per cent) are struggling to keep their work and social life separate due to the use of technology.

More than half (57 per cent) of the global public point to the variety and availability of new, interesting content in stopping them from logging off from a website or application.

Other reasons given include websites and apps suggesting new and interesting content (42 per cent), the need to remain up-to-date with posts from friends and family (32 per cent), the inability to stop looking at content (29 per cent), work notifications (25 per cent), and the fear of missing out on news, announcements, and friends’ activity (25 per cent).

Almost a third (31 per cent) of the global public admit to misleading their friends and family members about the amount of time spent on the internet. This tends to be higher among younger generations like Gen Z (40 per cent) and Millennials (37 per cent).

The public recognize that a core benefit of modern technology is its ability to allow us to stay in touch with loved ones. Today, most (83 per cent) believe that technology improves their life by making it easier to stay in touch with friends and family.

This is particularly prominent in Sub-Saharan Africa (93 per cent), Latin America and Caribbean states (89 per cent) and slightly more prominent among younger generations of Millennials (85 per cent) and Gen Z (83 per cent).
**About half of the global public spend more time online than they would like to**

Which of the following best describes how much time you spend online each day?

- I spend more time online than I would like to: 48%
- I spend about the right amount of time online: 49%
- I spend less time online than I would like to: 3%

**The public are finding it more difficult to concentrate and separate their day-to-day lives due to technology**

How strongly do you agree or disagree with each of the following statements?

- I find it more difficult to focus on day-to-day tasks due to the use of technology in my life: 41% Agree
- I find it hard to keep my work and social life separate due to technology: 37% Agree

**Continuing to find new, interesting content makes it difficult to disconnect from the internet**

Which of the following factors, if any, stop you from logging off from a website or app when you want to log off?

- I find new content I find interesting: 57%
- The website or app suggests more content I find interesting: 42%
- I want to see what my friends/family are posting: 32%
- I can’t stop looking at the content: 29%
- Work notifications come in after I try to log off: 25%
- I am afraid of missing out on news, announcements, or what friends are up to: 25%

**A little under a third of the public have misled their friends and family about their internet usage**

How strongly do you agree or disagree with each of the following statements?

- I have misled friends, family members, or others about the amount of time I spend on the internet: 31% Agree

By generation:
- Gen Z: 40%
- Millennials: 37%
- Gen X: 29%
- Boomers: 12%
Today’s children are growing up in a world dominated by technology and experiencing challenges unlike those before them. Parents are leading in tackling these challenges, especially in deciding how to limit and introduce new technology to their children.

The ownership of personal devices among children and teenagers is seen as acceptable by the vast majority of parents, only 10 per cent believe that it is inappropriate for a child 18 years or younger to have their own smartphone or computer.

Half (50 per cent) of parents think it is appropriate for a child to have their own device, such as smartphone or a computer, between the ages of 13 and 18 years old. Some parents showed openness to allowing their children to have personal smartphones at a younger age of 10 to 12 years old (24 per cent), 5 to 10 years old (12 per cent) and even less than 5 years old (4 per cent).

Separately, many parents are supervising their children’s use of the internet and technology such as smartphones and computers. A little over two in five parents (44 per cent) allow their children to use a smartphone or computer unsupervised and more than half (56 per cent) tend to limit the screen time to two hours per day.

Only a fifth (19 per cent) of parents do not set any screen time limit for their children.

At the moment, a third (33 per cent) of parents around the world are using technology to occupy their children on a daily basis, 68 per cent at least weekly, and 76 per cent are doing so at least once a month. Only a quarter of parents (24 per cent) refrain from using technology to occupy their children.

### A third of parents use technology to occupy their children on a daily basis

How often do you use technology to occupy your child as you do other things? (Among those with children)

- Daily: 33%
- Weekly: 35%
- Monthly: 8%
- I do not use technology to occupy my child: 24%
Many parents allow their children to use a computer unsupervised

Do you allow your children to use a smartphone or computer unsupervised? (Among those with children)

- Allow the use of smartphone and computer unsupervised: 44%
- I do not have a screen time limit: 19%
- Under 1 hour: 19%
- 1-2 hours: 37%
- 3-4 hours: 19%
- 5 hours or more: 6%
- Other: 19%

More than half of parents aim to limit screen time to less than two hours a day

Do you have a limit on screen time for your child/children? If so, how much screen time do you allow on an average day? (Among those with children)

- Under 1 hour: 19%
- 1-2 hours: 37%
- 3-4 hours: 19%
- 5 hours or more: 6%
- I do not have a screen time limit: 19%

Only 1 in 10 parents believe children should not have their own phone

At what age do you think it is appropriate for a child to have their own device such as a smartphone or computer?

- Less than 5 years old: 4%
- 5-10 years old: 12%
- 10-12 years old: 24%
- 13-18 years old: 50%
- It is not appropriate for a child to have their own device: 10%

Digital Wellbeing Global Report 33
The global public is becoming more concerned about the impact of technology on their health. A little under half (45 per cent) are worried about the impact of smartphones use on their health. Over half (55 per cent) of Gen Z feel that smartphone might have a negative impact. This level of concern gradually decreases with age - 50 per cent of Millennials are concerned by the health impact of smartphones, 41 per cent of Gen X, and only a quarter (25 per cent) of Boomers. Over half (55 per cent) of Gen Z feel that smartphone might have a negative impact. This level of concern gradually decreases with age - 50 per cent of Millennials are concerned by the health impact of smartphones, 41 per cent of Gen X, and only a quarter (25 per cent) of Boomers.

Three in five (60 per cent) members of the global public agree that smartphones are designed to be addictive. Even among Boomers, who are less likely to see smartphones as impacting their health, 53 per cent believe smartphones are addictive. This is shown by the difficulty many face in being away from devices: two in five (41 per cent) say they feel anxious when they do not have their device with them.

When it comes to the internet, four in 10 (42 per cent) members of the global public are concerned about its impact on their health. Boomers are the least likely (24 per cent) to believe the internet has a negative health impact. The level of concern increases for Gen X (38 per cent), Millennials (48 per cent) and Gen Z (53 per cent).

The reported impact of technology seems to validate these concerns. Today, half (51 per cent) of the general public are skipping sleep weekly, one in four (24 per cent) skipping sleep daily to use technology. This is most pronounced among Gen Z (69 per cent skipping sleep weekly) with gradually declining, but still high, levels for Millennials (61 per cent), Gen X (42 per cent), and Boomers (22 per cent).

The public believe technology is harming their health
Concern about the health impact of the internet and smartphones declines as people get older

How concerned are you by the impact of the following technologies on your health? (Showing % of ‘very concerned’ or ‘somewhat concerned’)

<table>
<thead>
<tr>
<th>Tech</th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>55%</td>
<td>50%</td>
<td>41%</td>
<td>25%</td>
</tr>
<tr>
<td>Internet</td>
<td>53%</td>
<td>48%</td>
<td>38%</td>
<td>24%</td>
</tr>
</tbody>
</table>

The majority of the public - across all generations - agree smartphones are designed to be addictive

How strongly do you agree or disagree with each of the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphones are designed to be addictive</td>
<td>61%</td>
<td>62%</td>
<td>59%</td>
<td>53%</td>
</tr>
</tbody>
</table>

Those in Africa and Asia are most concerned about the impact of the internet on their health

How concerned are you by the impact of the internet on your health?

<table>
<thead>
<tr>
<th>Tech</th>
<th>Sub-Saharan Africa</th>
<th>South Asia</th>
<th>East Asia and Pacific</th>
<th>Latin America and Caribbean States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concerned</td>
<td>42%</td>
<td>56%</td>
<td>43%</td>
<td>42%</td>
</tr>
<tr>
<td>Not Concerned</td>
<td>53%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Up to half of the global public say they are skipping sleep weekly to use technology

How often does your use of technology (such as computer or smartphone) cause you to skip sleep to remain online?

<table>
<thead>
<tr>
<th>Region</th>
<th>Global Public</th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concerned</td>
<td>69%</td>
<td>61%</td>
<td>61%</td>
<td>42%</td>
<td>22%</td>
</tr>
<tr>
<td>Not Concerned</td>
<td>51%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
While most members of the global public (69 per cent) believe that social media improves their quality of life, a significant proportion (31 per cent) believe that social media is actually decreasing their quality of life.

Globally, many are spending significant amounts of time on social media. More than a quarter (28 per cent) of the public admit to spending more than four hours a day on social media.

More than two fifths (45 per cent) of Gen Z spend more than 4 hours per day on social media. This compares to 35 per cent of Millennials, 16 per cent of Gen X and 8 per cent of Boomers.

Interacting with social media has become a regular daily activity for most of the global public. Two fifths (43 per cent) of users have not had a social media-free day in the past year. Only a fifth (22 per cent) were able to go a few days without accessing social media, one in 10 (9 per cent) had a social media-free week. 8 per cent survived two weeks and 11 per cent were able to have a month free of social media.

Over a quarter (28 per cent) of the global public have misled friends and family members about the amount of time they spend on social media and 27 per cent agreed that using social media has caused problems between them and others close to them.

The public is clearly unsure about the long-term position of social media within their lives. A third (35 per cent) of users agree that the whole world would be better off without social media. This statement is supported by half (49 per cent) of the public in South Asia, two fifths (43 per cent) in North America, while the generation most likely to believe the world would be better off without social media is Gen Z (37 per cent).

Social media is seen to improve the quality of life though many are using it excessively.

Most people believe social media improves their quality of life

Which of the following is closer to your view about social media?

<table>
<thead>
<tr>
<th>Global Public</th>
<th>69%</th>
<th>31%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media improves my quality of life</td>
<td>Social media reduces my quality of life</td>
<td></td>
</tr>
</tbody>
</table>
More than a quarter of the public are using social media for more than four hours a day

How much time do you spend on social media a day?

- More than 4 hours: 28%
- 1-4 hours: 38%
- Less than 1 hour: 30%
- I don’t use social media: 16%

How strongly do you agree or disagree with each of the following statements?

I have misled friends, family members, or others about the amount of time I spend using social media

- Strongly agree: 28%

Using social media has caused problems between me and my friends and family

- Strongly agree: 27%

Groups most likely to think the world would be better off without social media

- South Asia: 61%
- North America: 62%
- Gen Z: 59%

A third of users believe their life would be better off without social media

How strongly do you agree or disagree with each of the following statements?

I think the world would be better off without social media

- Strongly agree: 35%

Two fifths of social media users have not had a social media-free day in the last year

What is the longest amount of time you have spent without using social media in the past year (not counting sleep)?

- Over a month: 17%
- Two weeks: 14%
- One week: 19%
- A few days: 20%
- 24 hours: 23%
- A few hours: 9%
- An hour or less: 5%
- I don’t use social media: 8%
Online Bullying

Online bullying is leading to anxiety, loneliness and potential self-harm

Around a quarter (24 per cent) of the global public have experienced bullying or harassment online. This is highest in the Middle East and North Africa (34 per cent), South Asia (34 per cent), Sub-Saharan Africa (31 per cent), and Latin America and Caribbean States (30 per cent). Less online bullying was reported in East Asia and Pacific (19 per cent), North America (18 per cent), and Europe and Central Asia (15 per cent).

Two in five (41 per cent) of those who have experienced bullying online report a loss of hope, sadness, or loneliness as a result. A similar proportion (39 per cent) developed higher levels of depression and anxiety, and just under a third (30 per cent) experienced increased frequency of depression or anxiety.

In some cases (16 per cent), the individuals had to withdraw from school, work, or other responsibilities as a result of the incident.

A considerable number of cases (19 per cent) of online bullying led to members of the public considering self-harm. Incidences of this are higher among younger generations such as Gen Z and Millennials (21 per cent each).

The most common reaction to online bullying is blocking those responsible. Around three in four (72 per cent) blocked the offender on the online platform and another 45 per cent sought help directly from the platform by reporting the incident to the support or help center.

One in four (28 per cent) went as far as deleting or deactivating their accounts as a result.

Only a third (31 per cent) of those who have experienced online bullying were open about the issue to a family member or a friend and only one in five (18 per cent) decided to report the offender to civil authorities or school administrators / employer.

The global public strongly agree that regulations must be in place to limit content that harasses others. Internet companies (51 per cent) and the government (35 per cent) share responsibility to enact these regulations.

Online harassment and bullying affects around a quarter of the public, even higher in emerging countries

Have you ever personally experienced online bullying or harassment?

Experience bullying or harassment

<table>
<thead>
<tr>
<th>By region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle East and North Africa</td>
<td>34%</td>
</tr>
<tr>
<td>South Asia</td>
<td>34%</td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td>31%</td>
</tr>
<tr>
<td>Latin America and Caribbean States</td>
<td>30%</td>
</tr>
</tbody>
</table>
Online bullying is causing higher levels of anxiety and loneliness, and a fifth have considered self-harm.

Which of the following resulted from the online bullying? (Among those who have experienced online bullying)

- Felt alone, sad, and/or hopeless: 41%
- Developed depression and/or anxiety: 39%
- Increased frequency/severity of depression or anxiety: 30%
- Thought about self-harm: 19%
- Withdrew from school, work, or other commitments: 16%
- None of the above: 25%

By generation:
- Gen Z: 21%
- Millennials: 21%
- Gen X: 14%
- Boomers: 12%

Blocking the offender is the most common response, although almost half have sought help directly from the online platform.

Which of the following have you done in response to online bullying? (Among those who have experienced online bullying)

- Blocked the person(s): 72%
- Reported the person(s) to the platform’s support or help center: 45%
- Told a trusted family member or friend about the bullying: 31%
- Deleted your personal account on the platform: 28%
- Reported the person(s) to school administrators or place of employment: 18%
- Reported the person(s) to civil authorities: 18%

The public would like to see internet companies or government regulate the internet for harassment.

Do you think speech that is meant to harass another individual or group of people should be regulated? If so, by whom?

Global Public
- The government: 35%
- Internet companies (e.g. Facebook, Google): 51%
- Should not be regulated: 13%

By generation:
- Gen Z
- Millennials
- Gen X
- Boomers
Online video games are today the most common form of gaming. Around half of the global public (49 per cent) play online video games, ahead of offline video games (42 per cent), card games (37 per cent), and board games (32 per cent).

Two fifths (42 per cent) of video gamers play at least once a day, some (21 per cent) even play multiple times a day. A third (30 per cent) of gamers play a few times a week, 17 per cent play once a week and 17 per cent play less than once a week.

On average, one in five (20 per cent) gamers say their gaming session lasts 30 minutes or less. One in three (33 per cent) tend to extend it to an hour, with a similar proportion (32 per cent) playing for up to two hours per gaming session. Around one in seven (14 per cent) play beyond two hours.

Many gamers struggle to control the amount of time they spend playing. Over half (52 per cent) of gamers admit that they normally play for longer than they initially intended. A significant proportion of gamers (29 per cent) report feeling irritated, anxious and sad when they stop playing.

Most online gamers have tried to take a voluntarily break from online gaming. Among those who have taken a break, less than a third (36 per cent) lasted a week or more, whereas few (6 per cent) lasted only a weekend, 20 per cent a few days, and 13 per cent lasted a few hours. Only one in four (25 per cent) of gamers have not intentionally tried to take a break from video games.

Which of the following have you played in the past year?

- Video games online: 49%
- Video games offline: 42%
- Card games: 37%
- Physical board games: 32%
- None of the above: 22%
Two fifths of video gamers play at least once a day

How frequently would you say you play video games per week? (Among video gamers)

- Multiple times a day: 21%
- Once a day: 21%
- A few times a week: 30%
- Once a week: 11%
- Less than once a week: 17%

Most gaming sessions are lasting between thirty minutes to two hours

When you play videogames how long is your average gaming session? (Among video gamers)

- 30 minutes or less: 20%
- 30 minutes to an hour: 33%
- 1 hour to 2 hours: 32%
- 2 hours to 4 hours: 11%
- Longer than 4 hours: 3%

Most gamers play for longer than intended and a third feel irritability, anxiety or sadness when they stop playing

How strongly do you agree or disagree with each of the following statements? (Among video gamers)

- I normally play video games for longer than I initially intended: 52%
- I feel irritability, anxiety or sadness when I stop playing video games: 29%

Most online gamers have tried to take a break, although less than a third lasted a week or more

Have you ever intentionally and voluntarily taken an extended break from video gaming, if so, how long? (Among video gamers)

- A few hours: 13%
- A few days: 20%
- A weekend: 6%
- A week: 7%
- Longer than a week: 29%
- No, I have never tried this: 25%
The global public see issues around digital wellbeing as serious and needing further intervention from government. Just under two-thirds (61 per cent) say that addiction to online content should be considered as an official medical condition and only two in five (43 per cent) are confident that they or a member of their family would be able to access high-quality, affordable care for online addiction if they needed to.

The government is considered the most suitable entity to handle digital issues. Three in four (75 per cent) of the global public agree that governments should invest more in increasing access to high-quality and affordable care for online addiction. Half (50 per cent) believe that providing such resources is a top priority to ensure a healthy relationship with technology.

The global public would also like government to fund studies that focus on technology addiction (42 per cent), regulate the type of content people can see (33 per cent), control the working hours of employees with computers and other technology devices (29 per cent), and limit the general amount of screen time (19 per cent).

Only one in five (19 per cent) of the global public believe that government should not have a role in people’s relationship with technology.

The public are asking government to do more to treat technology and internet addiction.

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**Government Policy**

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**Most see online addiction as a medical condition, and only a minority believe they would be able to get treatment if necessary**

<table>
<thead>
<tr>
<th></th>
<th>Should an addiction to online content be considered an official medical condition?</th>
<th>If you or a member of your family ever needed to get treatment for addiction to online content, how confident are you that you will be able to access high-quality, affordable care?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>61%</td>
<td>43%</td>
</tr>
<tr>
<td>Online addiction should be considered as a medical condition</td>
<td>A person will be able to access high-quality affordable care</td>
<td></td>
</tr>
</tbody>
</table>
Providing more resources for help with addiction is the most important action for government on digital wellbeing

What role do you think government should play to ensure people have a healthy relationship with technology?

- Provide resources if someone wants help with a technology addiction: 50%
- Fund studies that focus on technology addiction: 42%
- Limit the type of content they can see: 33%
- Limit the amount of screen time for employees who work with computers and other technology: 29%
- Limit screen time: 19%
- The government should not have a role in people’s relationship with technology: 19%

Most would like the government to invest more in the availability of care

How strongly do you agree or disagree that your government should do more to increase access to high-quality, affordable care for online addiction?

- Agree: 75%

That the government should do more
11th July, 2021. This ambitious project Sync spans seven world regions and 30 countries and involved 15,000 interviews per country. The study’s primary aim was to gain a greater understanding of our current relationships and attitudes towards digital technology, with a particular emphasis on the internet, smartphones, social media, and gaming.

Understandably, most respondents (88 per cent) viewed digital technologies as a force for global good and positive progress. When asked, specifically about social media, 69 per cent suggested that it improved their quality of life. The ability of digital technologies to connect us with information, entertainment, and each other, is highly advantageous. In some instances, it might even promote emotional wellbeing. For example, a multinational study, including over 155,000 adolescents, found that intense use of social media was associated with higher emotional wellbeing levels in adolescents, found that intense use of social media was associated with higher emotional wellbeing. For example, a multinational study, including over 155,000 adolescents, found that intense use of social media was associated with higher emotional wellbeing. For example, a multinational study, including over 155,000 adolescents, found that intense use of social media was associated with higher emotional wellbeing. For example, a multinational study, including over 155,000 adolescents, found that intense use of social media was associated with higher emotional wellbeing. For example, a multinational study, including over 155,000 adolescents, found that intense use of social media was associated with higher emotional wellbeing. For example, a multinational study, including over 155,000 adolescents, found that intense use of social media was associated with higher emotional wellbeing. For example, a multinational study, including over 155,000 adolescents, found that intense use of social media was associated with higher emotional wellbeing.

Similarly, the COVID-19 pandemic has shone a light on just how beneficial digital technology can be. In the present survey, most respondents (64 per cent) believed that technology positively impacted combating the pandemic. Just under half of the respondents (46 per cent) also reported increased internet use during the pandemic, with messaging and social media apps accounting for the bulk of the increase. The idea of being ‘together apart’ was primarily enabled by the internet and associated technologies.

Despite the benefits, there is also a growing awareness of the shadow side and the potential threats these digital technologies pose to our social and emotional wellbeing.

There is a thin line between being connected and becoming entangled. A hallmark of entanglement is the inability to disconnect and disengage. In extreme cases, such entanglement can be described as a behavioural addiction.

Around half the current global survey participants reported spending more time online than they would like to (48 per cent). Within the context of behavioural addictions, this is termed persistence. Similarly, many participants reported technology involving with their ability to focus on day-to-day tasks (41 per cent) and workplace/occupational duties (37 per cent).

Again, within the context of behavioural addictions, such interference is termed displacement. Similarly problematic, 31 per cent of participants reported having missed people, including friends or family, about the amount of time they spend online. Deception is also a common symptom of behavioural addictions.

When asked about persistence – difficulty disengaging from the internet – the most common reasons related to exciting content (93 per cent) and fear of missing out (57 per cent) – frequently abbreviated to FOMO. In the psychological literature, FOMO involves two components: (1) a sense of apprehension that others are enjoying rewarding experiences in one’s absence, and (2) a persisting desire to remain connected with one’s online social network (3). Research finds high levels of FOMO to be associated with more frequent social media use, along with negative impacts on health and wellbeing, such as a greater likelihood of distracted driving, lower mood and decreased life satisfaction. As much as we might fear missing out, it is also worth noting that online interactions are not always positive. In the current survey, just under a quarter (24 per cent) of participants reported having experienced some form of cyberbullying or harassment.

In many cases, such experiences led to feelings of loneliness, hopelessness, anxiety, and depression.

The current survey also asked explicitly about the risks digital technologies pose to human health. Over 40 per cent of respondents expressed concerns about the potential adverse health impacts of the internet and smartphones. Worryingly, just over half of participants (51 per cent) reported poorer sleep quality associated with their technology use.

This sleep-related finding resonates with research undertaken in the UK. In one study of 855 adults, 70 per cent reported using social media after going to bed with 15 per cent doing so for more than an hour or more. The nocturnal social media users were also more likely to experience insomnia and shorter sleep durations on weekdays. The psychological and physical health consequences of insomnia and poor sleep quality, in general, are well documented, including increased risk of diabetes, stroke, cardiovascular disease and more.

The survey also found that over a quarter (28 per cent) of participants reported using social media for more than four hours per day. How long is too long? This question is difficult to answer, in part, due to the inter-personal variability of leisure time.

Some people have fewer obligations and duties. Furthermore, the psychological research on problematic social media use differentiates between active (interacting, commenting, posting) and passive (aimless, non-interactive scrolling) use. Unsurprisingly, it is passive use that is associated with poorer wellbeing. Through this active-passive lens, it is more important to ask how social media is being used rather than for how long.

Beyond personal struggles with technology, the survey respondents also reflected a deep ambivalence about their children using digital technology. While 44 per cent of respondents allowed their children unsupervised access to smartphones and computers, 89 per cent attempted to limit screen time, with the majority (56 per cent) among to keep it below 2 hours per day. There is an apparent tension between balancing benefits and potential harms; with parents attempting to navigate and negotiate a happy medium.

This struggle for balance is also observed in the world of gaming. In 2019, the World Health Organization included gaming disorder as an official diagnostic entity within the international classification of disease 11th edition. This move reflects the growing body of evidence suggesting that, for some people, gaming can get out of control, escalating to the status of a behavioural addiction.

The current survey also found evidence of gaming-related problems. Just over half (51 per cent) of respondents – those who played online games – reported playing for longer than intended (persistence), and 29 per cent had experienced feeling negative emotions when they stopped playing (withdrawal). Furthermore, among those gamers who had attempted to take a break from gaming, only 29 per cent had lasted longer than a week (relapse).

The benefits of our new digital lifestyles are innumerable. There should be no attempt to put the jinni back in the bottle. However, the findings of this survey and a growing body of research suggest that we need to do more to safeguard and promote digital wellbeing. How can we maximize the personal benefits and social good from digital technologies while minimizing or mitigating adverse effects? Ithra’s global digital wellbeing project contributes to answering such questions and providing the impetus for digital wellbeing initiatives to improve our relationship with the online world.
## Digital Wellbeing

### A Digital Health Index

The Digital Wellbeing index addresses the perceived impact of technology, good or bad, on one’s life. Additionally, it specifically reflects the level of concern towards the impact of the internet, social media, smartphones and laptops on a person’s health.

<table>
<thead>
<tr>
<th>Questions</th>
<th>Calculations</th>
<th>Applied Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which is closer to your view about technology?</td>
<td>Net scores of ‘technology improves my life’ minus ‘technology reduces my quality of life’</td>
<td>25%</td>
</tr>
<tr>
<td>Concerns about the impact of smartphones on my health</td>
<td>Net scores of bottom 3 boxes of ‘not very concerned, not at all concerned, not relevant to me’ minus Top 2 boxes of ‘very concerned’ and ‘somewhat concerned’</td>
<td>25%</td>
</tr>
<tr>
<td>Concerns about the impact of laptops on my health</td>
<td>Net scores of bottom 3 boxes of ‘not very concerned, not at all concerned, not relevant to me’ minus Top 2 boxes of ‘very concerned’ and ‘somewhat concerned’</td>
<td>25%</td>
</tr>
<tr>
<td>Concerns about the impact of the internet on my health</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have you ever personally experienced online bullying or harassment?</td>
<td>Selecting the percentage based on those who answered ‘No’</td>
<td>25%</td>
</tr>
<tr>
<td>Active mobile participants</td>
<td>Mobile internet subscription per 100 inhabitants</td>
<td>25%</td>
</tr>
</tbody>
</table>

### A Digital Dependence Index

The Digital Dependancy index focuses more on individuals’ stated overuse of technology. Whether online, streaming videos or playing video games, this index helps us understand people’s sentiment towards the time they spend engaging in similar activity.

<table>
<thead>
<tr>
<th>Questions</th>
<th>Calculations</th>
<th>Applied Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which of the following is closer to your view about social media?</td>
<td>Selecting percentage based on those who answered ‘social media improves my quality of life’</td>
<td>15%</td>
</tr>
<tr>
<td>Which of the following best describes how much time you spend online each day?</td>
<td>Selecting the percentage based on those who answered I spend more time online than I would like to</td>
<td>15%</td>
</tr>
<tr>
<td>Which of the following best describes how much time you spend playing video games?</td>
<td>Selecting the percentage based on those who answered I spend more time playing video games than I would like to</td>
<td>15%</td>
</tr>
<tr>
<td>How strongly do you agree or disagree with the following statement: I have fewer other interests (such as hobbies and other entertainment activities) as a result of using social media</td>
<td>Selecting percentage based on those who answered ‘strongly agree’</td>
<td>15%</td>
</tr>
<tr>
<td>Have you ever cancelled social plans because you wanted to watch a show on a streaming service?</td>
<td>Selecting percentage based on those who answered ‘Yes’</td>
<td>15%</td>
</tr>
<tr>
<td>Active mobile participants</td>
<td>Mobile internet subscription per 100 inhabitants</td>
<td>25%</td>
</tr>
</tbody>
</table>