ithra

Digital Wellbeing
Global Report
2021

sync

Accelerating potential, inspiring minds

Ithra welcomes you to a new adventure and new experiences that fuel your creativity, inspiration and your passion to learn.

Better in SYNC

Foreword

Abdullah Al-Rashid

**Director, King Abdulaziz Center
for World Culture (Ithra)**

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 uses, 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 reconfimrs 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.

Overview of findings

Fahad AlBeyahi

Lead, Sync Research workstream
King Abdulaziz Center for World Culture (Ithra)

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.

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 wtheir 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[1], 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 use technology to occupy their children, and just under half of parents allow their children to use a smartphone unsupervised.

While some governments are addressing excessive internet usage through healthcare support and awareness initiatives, elsewhere the concern is bridging the digital divide and improving digital literacy through policy development. International Telecommunication Union (ITU) research has found that affordability and lack of digital skills are some of the key barriers to the uptake and effective use of the internet.[2]

The new 2030 Roadmap launched by the UN Secretary for Digital Cooperation declares internet access a human right and it aims to increase access to include the 3.6 billion people currently living without the internet.

This makes it even more important for the global community to deepen its understanding of digital wellbeing and to promote responsible internet use.[3]

Contents

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*

psb
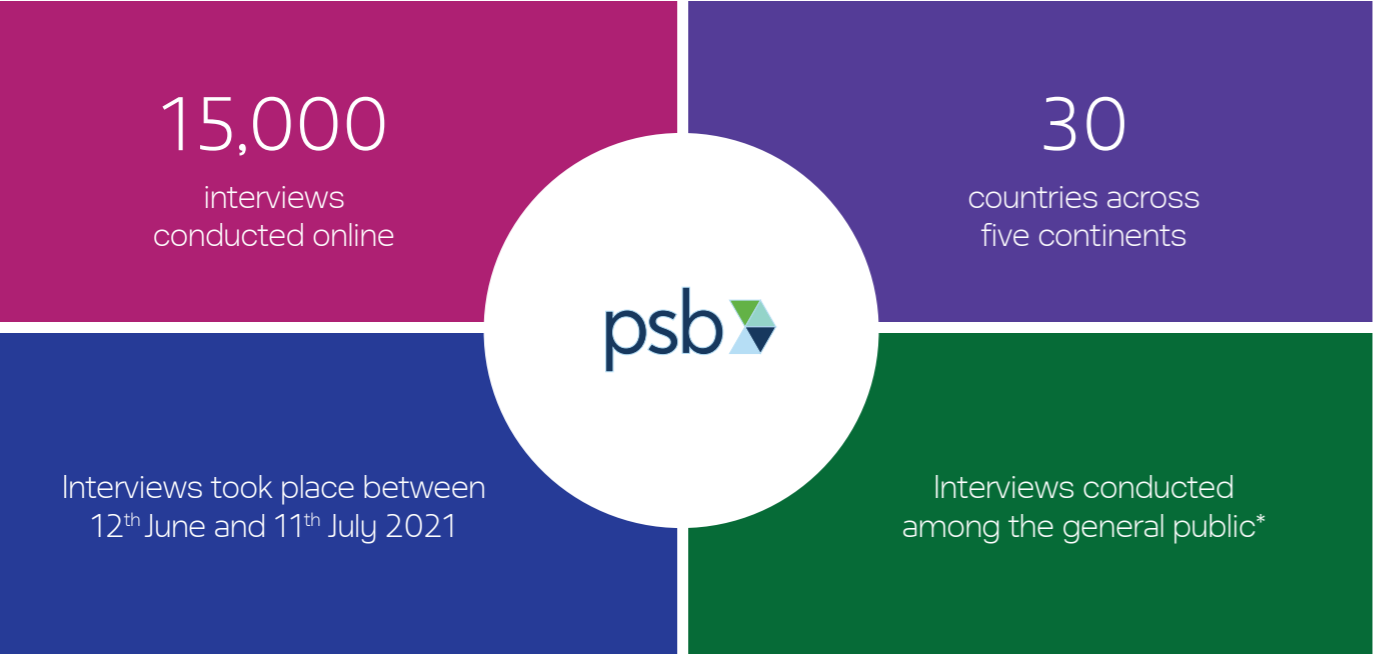
*The audience in most countries was the general public. In some countries, those surveys were representative of the online public.

Regional splits match those defined by the World Bank

Gen Z : 18-24 years old
Millennials : 25-40 years old
Gen X : 41-56 years old
Boomers : 57-75+ years old

- ● North America
- ● Europe and Central Asia
- ● Latin America and Caribbean States
- ● Sub-Saharan Africa
- ● Middle East and North Africa
- ● South Asia
- ● East Asia and Pacific
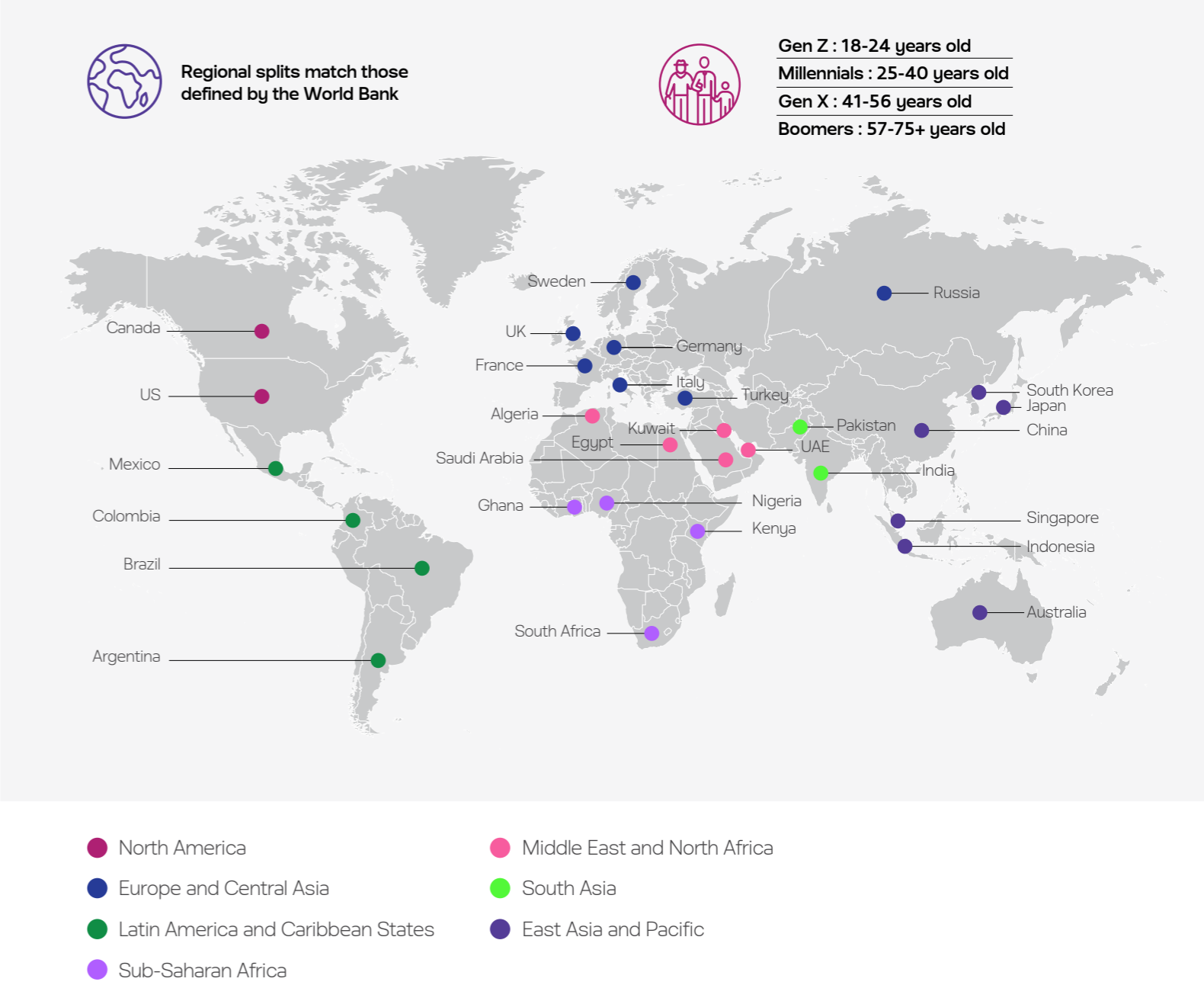
Introduction to the
digital wellbeing index

Bahiah AlBassam

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

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 it 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 [4]. 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[5]. 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,
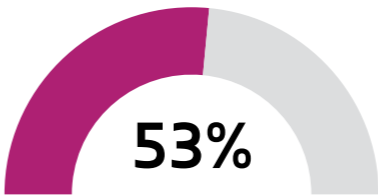
we can anticipate which countries could be classified as having problematic use and which fall under intense use. In addition, another study suggests that it is not how much time someone spends online that matters, but the content explored and how it is used[6].

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 usage[7].

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.

Index Methodology*:

Digital Health Index Elements			
Survey data			External Data
Impact of technology	Health concerns of different technologies	Prominence of online bullying	Internet penetration

Digital Dependence Index Elements					
Survey data					External Data
Impact of social media	Time spent online	Time spent playing video games	Having fewer activities due to social media	Cancelling plans due to streaming videos	Internet penetration

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

Digital wellbeing
index scores

Digital Health Index

53%

Digital health rank	Country
1	Japan
2	Sweden
3	Italy
4	Russia
5	United Kingdom
6	Australia
7	United Arab Emirates
8	Germany
9	United States
10	France
11	Korea
12	Argentina
13	Saudi Arabia
14	Turkey
15	Canada
16	China
17	Algeria
18	Kuwait
19	Nigeria
20	Singapore
21	Egypt
22	Mexico
23	Colombia
24	Brazil
25	South Africa
26	Indonesia
27	Pakistan
28	Ghana
29	India
30	Kenya

Digital Dependency Index

31%
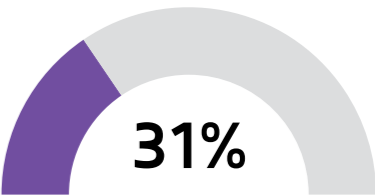
Digital dependence rank	Country
1	United Arab Emirates
2	Saudi Arabia
3	Kuwait
4	India
5	Japan
6	Singapore
7	South Africa
8	Ghana
9	United States
10	Indonesia
11	Turkey
12	China
13	Egypt
14	Algeria
15	Sweden
16	France
17	South Korea
18	Australia
19	Argentina
20	Mexico
21	Pakistan
22	United Kingdom
23	Italy
24	Canada
25	Brazil
26	Nigeria
27	Kenya
28	Germany
29	Russia
30	Colombia

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

Force for Good

Technology is a force for good in the modern world

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).

Technology gives the public the opportunity to work and travel more freely: 81 per cent agree that technology allows them to work more flexibiliy, 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 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?
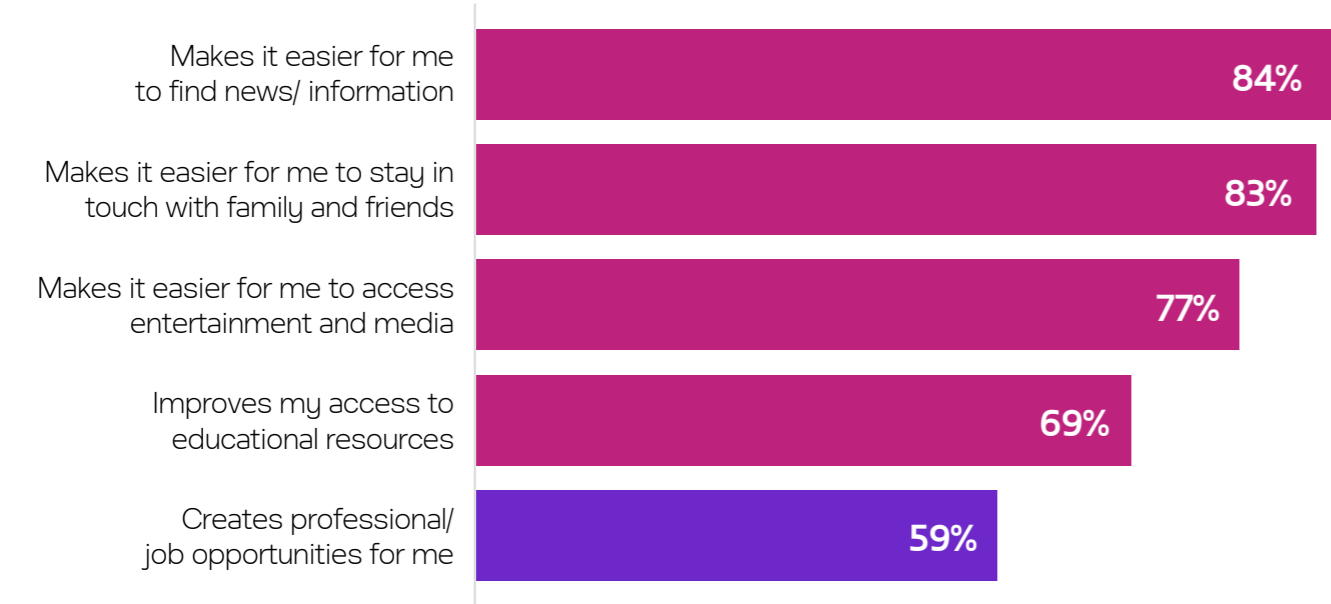
Global Public	88%	12%

- **Technology is mostly a force for good and positive progress**
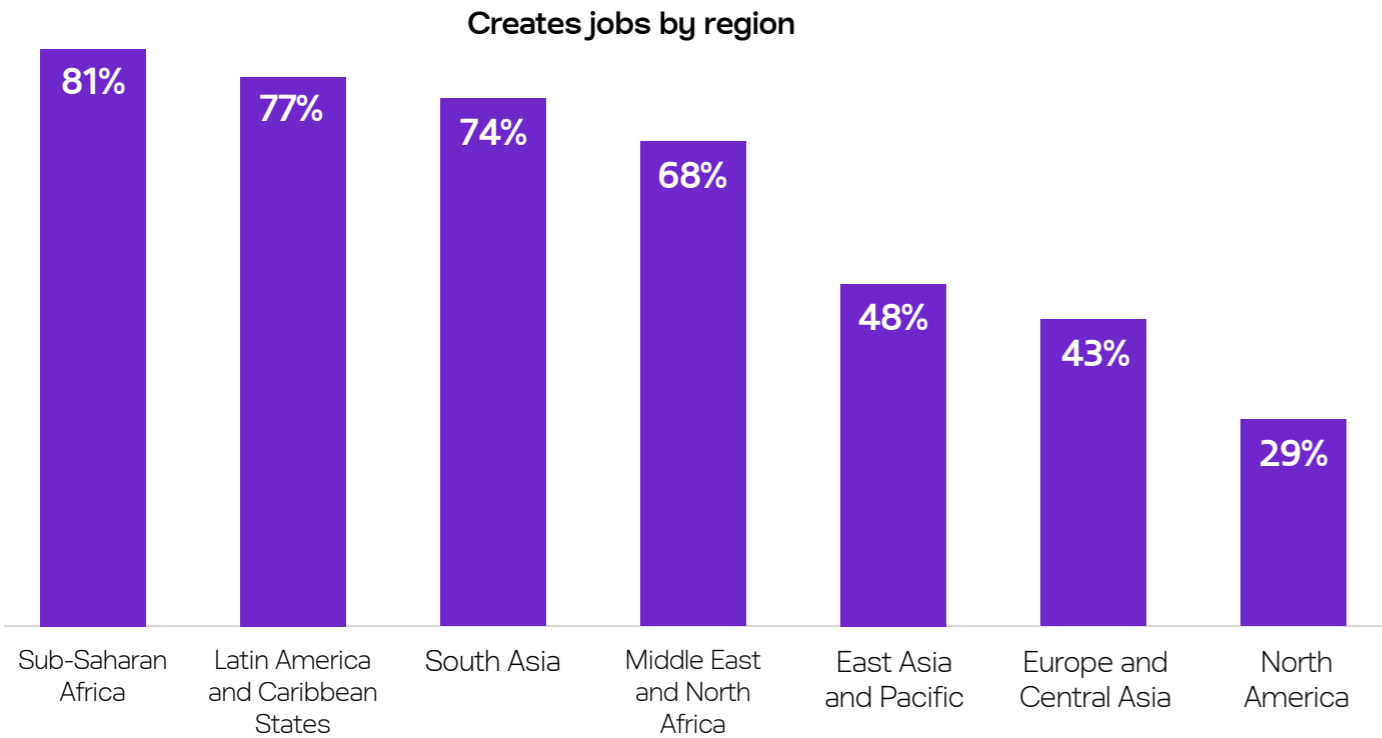- **Technology can often cause more harm than good**

Accessibility and connectivity are the most important advantages of technology

How do you think technology improves your life?

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%

Technology gives people freedom to work flexibly and explore the world

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

77% Agree

Technology gives me greater freedom to go wherever I choose

81% Agree

Technology allows me to work more flexibly

Technology is creating professional opportunities mostly in emerging regions

How do you think technology improves your life?

Creates jobs by region

Region	%
Sub-Saharan Africa	81%
Latin America and Caribbean States	77%
South Asia	74%
Middle East and North Africa	68%
East Asia and Pacific	48%
Europe and Central Asia	43%
North America	29%

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

Which of the following is more important to you?

Access to the internet

	Access to high-quality affordable healthcare	Living in a safe neighbourhood	Access to high-quality affordable education
Internet	25%	25%	36%
Other	75%	75%	64%
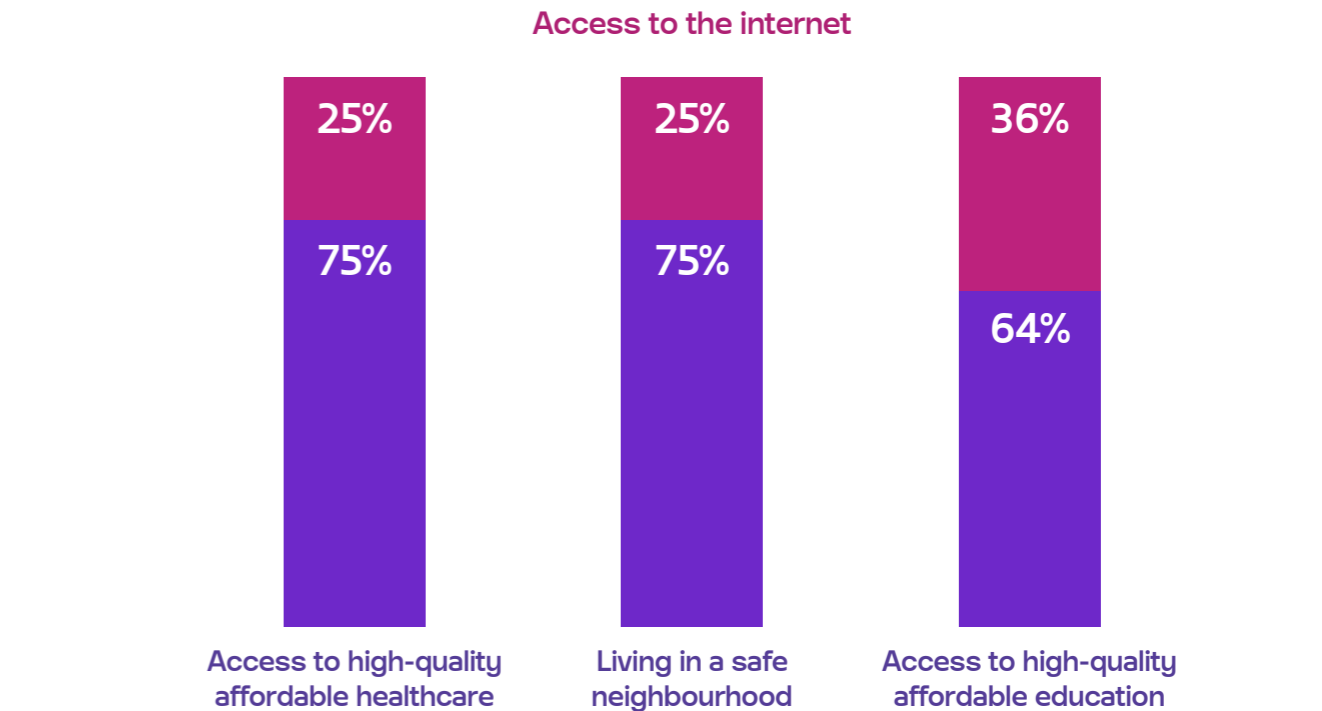
COVID-19

Technology has been indispensable during the COVID-19 pandemic

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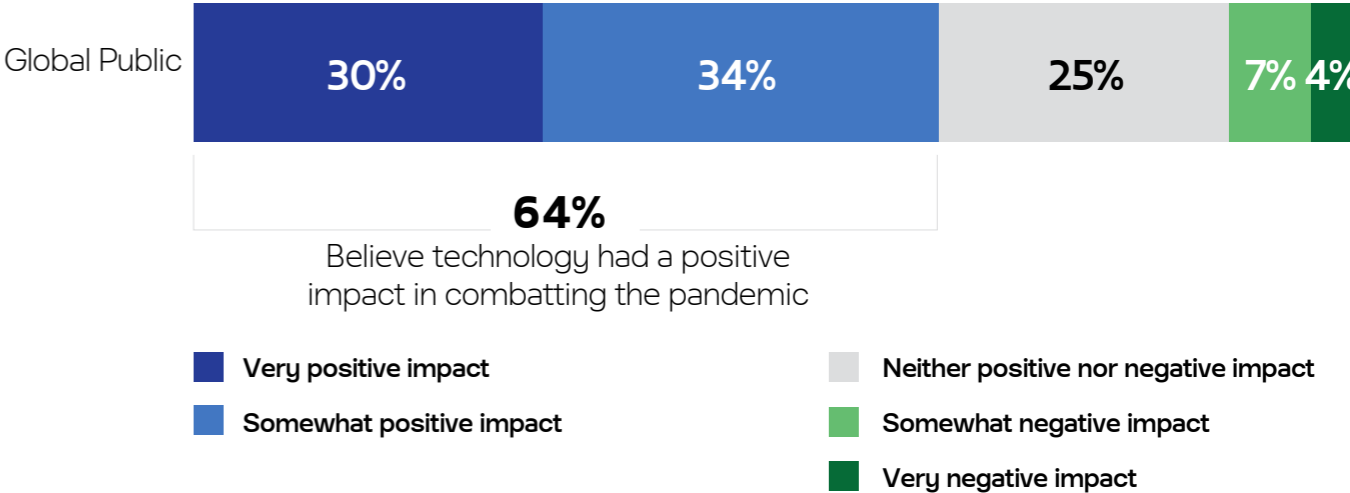
The rise in electronic communication – to potentially compensate for the reduction in in-person contact – has driven increased use of the internet. 64 per cent of the global public are using messaging applications like WhatsApp and Wechat more often. 62 per cent of the global public increased their use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

Looking specifically at the increase in use of messaging apps, the greatest increase was seen among those in Latin America (85 per cent), South Asia and Sub-Saharan Africa (both 82 per cent), Millennials (72 per cent), and Gen Z (69 per cent).

The next biggest increases in usage during the pandemic are streaming of movies, series and TV shows (48 per cent), greater use of video calls applications (44 per cent), and food delivery services (33 per cent).

The majority believe technology had a very positive impact in combatting the pandemic

What impact, if any, would you say technology has played on helping combat the COVID-19 pandemic?

Global Public					
30%	34%	25%	7%	4%

64%
Believe technology had a positive impact in combatting the pandemic

- ■ Very positive impact
- ■ Somewhat positive impact
- ☐ Neither positive nor negative impact
- ■ Somewhat negative impact
- ■ Very negative impact

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?

46%	45%	7%	2%

■ **Significantly more** ■ **A little bit more** ■ **A little bit less** ■ **Significantly less time**
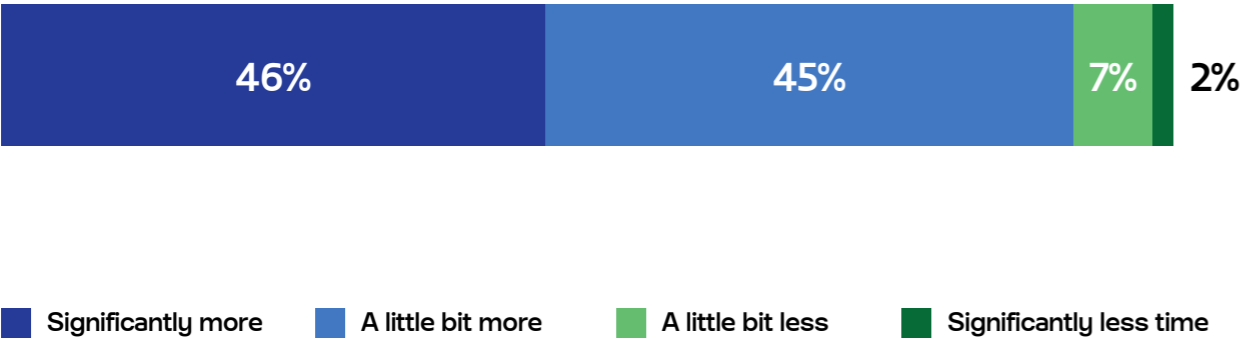
Messaging apps and social media have seen the greatest increase in use, followed by streaming and video conferencing

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

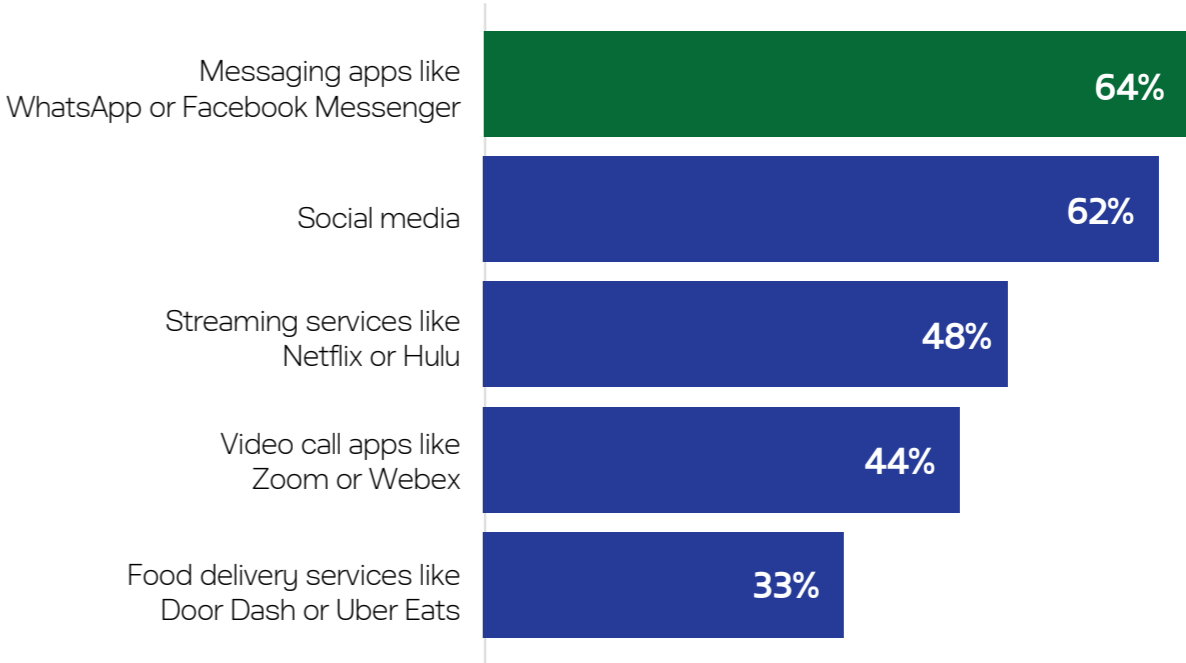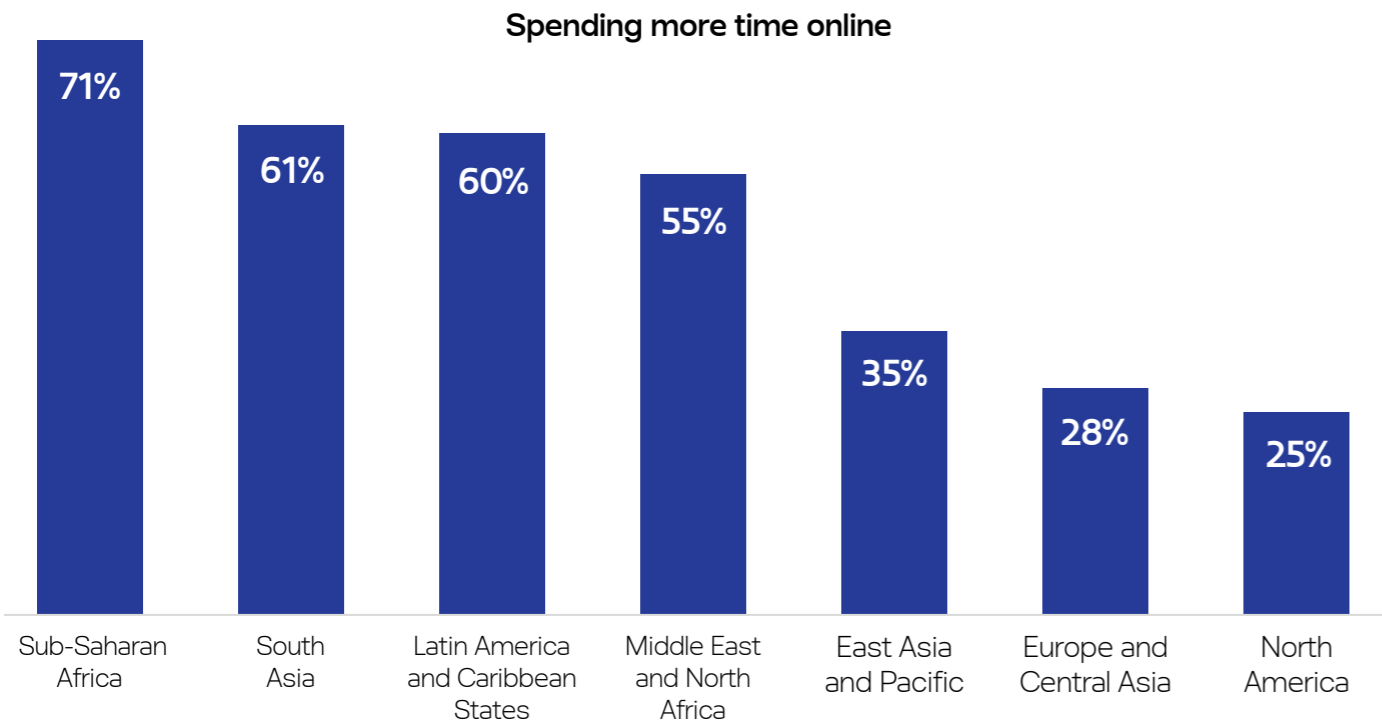|	
Messaging apps like WhatsApp or Facebook Messenger	64%
Social media	62%
Streaming services like Netflix or Hulu	48%
Video call apps like Zoom or Webex	44%
Food delivery services like Door Dash or Uber Eats	33%

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

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)

Messaging apps

Latin America and Caribbean States	South Asia	Sub-Saharan Africa	Millenials	Gen Z
85%	82%	82%	72%	69%

General Digital **Wellbeing**

Digital wellbeing is being understood in very different ways

The phrase 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.

Digital wellbeing is often being seen positively - "good" – as well as involving "time", "internet", and "life"

What, if anything, does the phrase digital wellbeing mean to you?

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?

58% Agree
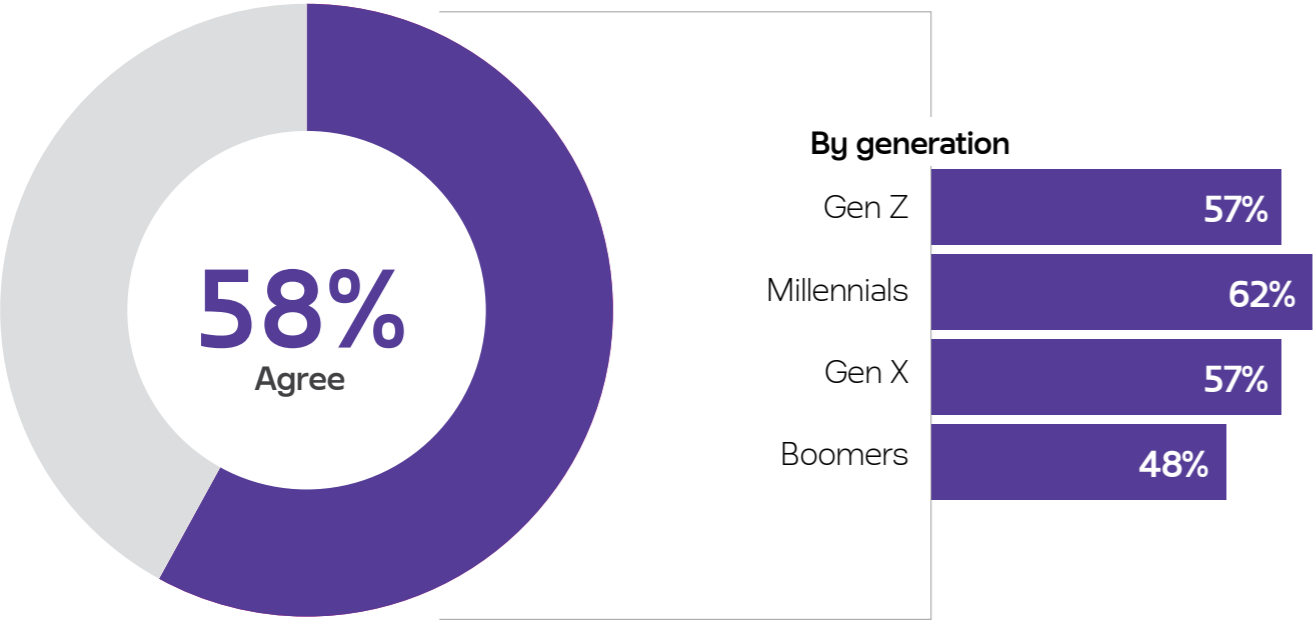
Technology, such as wearables, enables me to live a healthier life

By generation

Gen Z	57%
Millennials	62%
Gen X	57%
Boomers	48%

Digital
Dependence

Technology brings people together, but many are unable to disconnect

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.
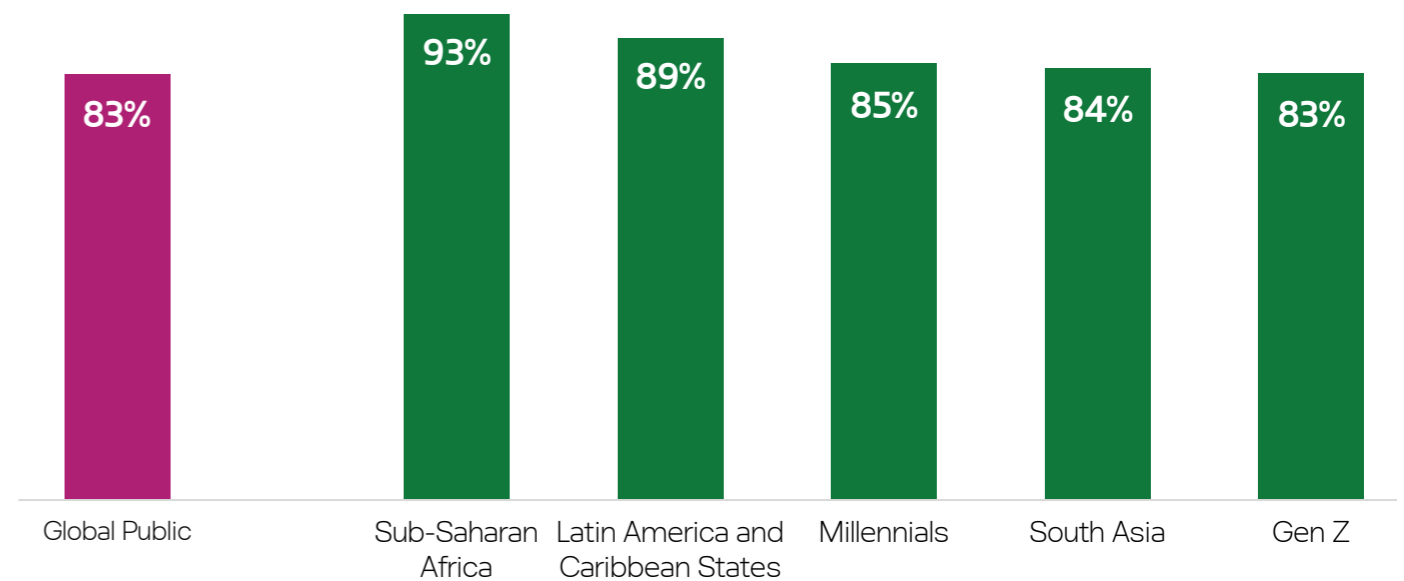
Other reasons given include websites and apps suggesting new and interesting content (42 per cent), the need to remain up-to-date with posts from friends and family (32 per cent), the inability to stop looking at content (29 per cent), work notifications (25 per cent), and the fear of missing out on 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 global public believe technology improves their life by making it easier to stay in touch with friends and family
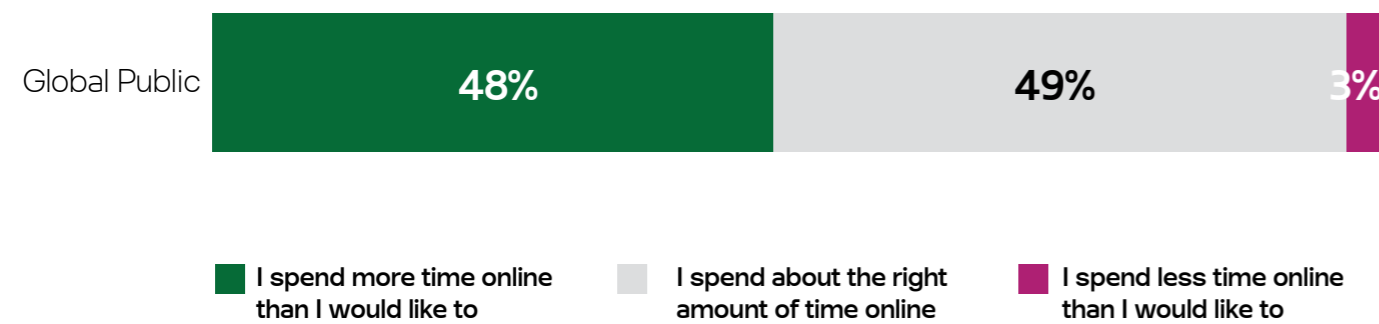
How do you think technology improves your life?

Makes it easier for me to stay in touch with family and friends

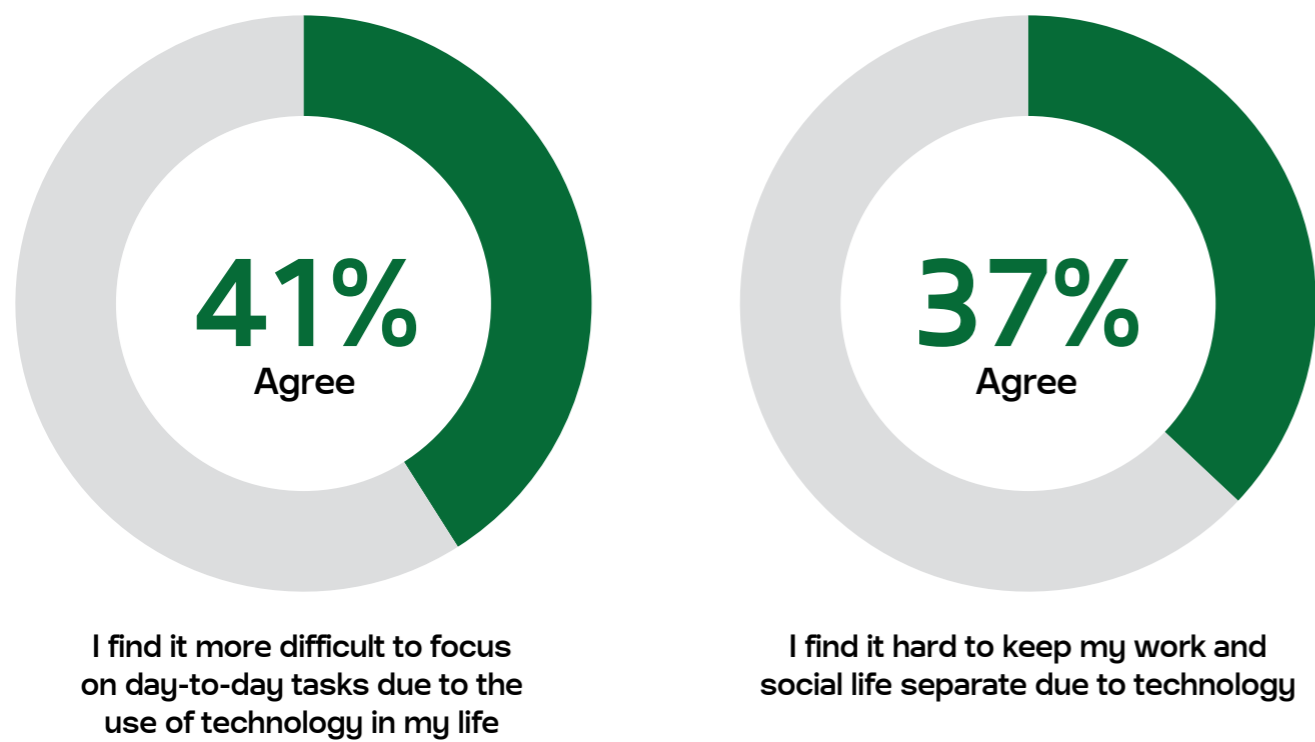| Global Public	Sub-Saharan Africa	Latin America and Caribbean States	Millennials	South Asia	Gen Z
83%	93%	89%	85%	84%	83%

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?

Global Public		
48%	49%	3%

- ■ I spend more time online than I would like to
- ■ I spend about the right amount of time online
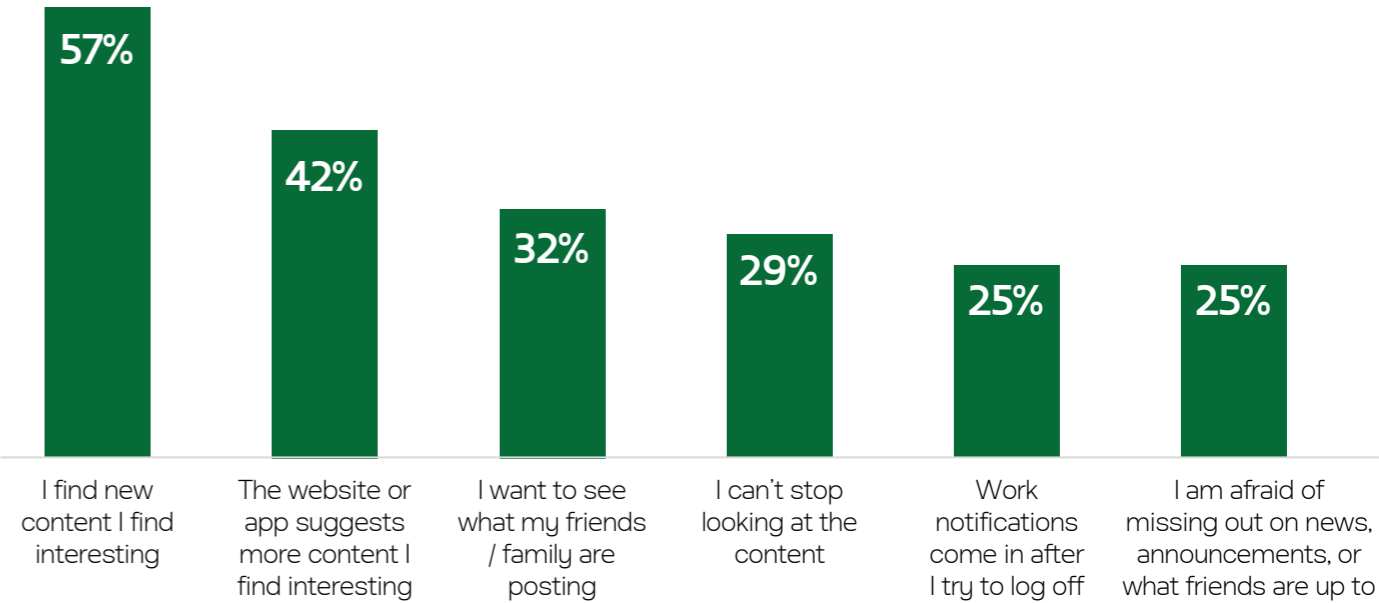- ■ I spend less time online than I would like to

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?

41% Agree

I find it more difficult to focus on day-to-day tasks due to the use of technology in my life

37% Agree

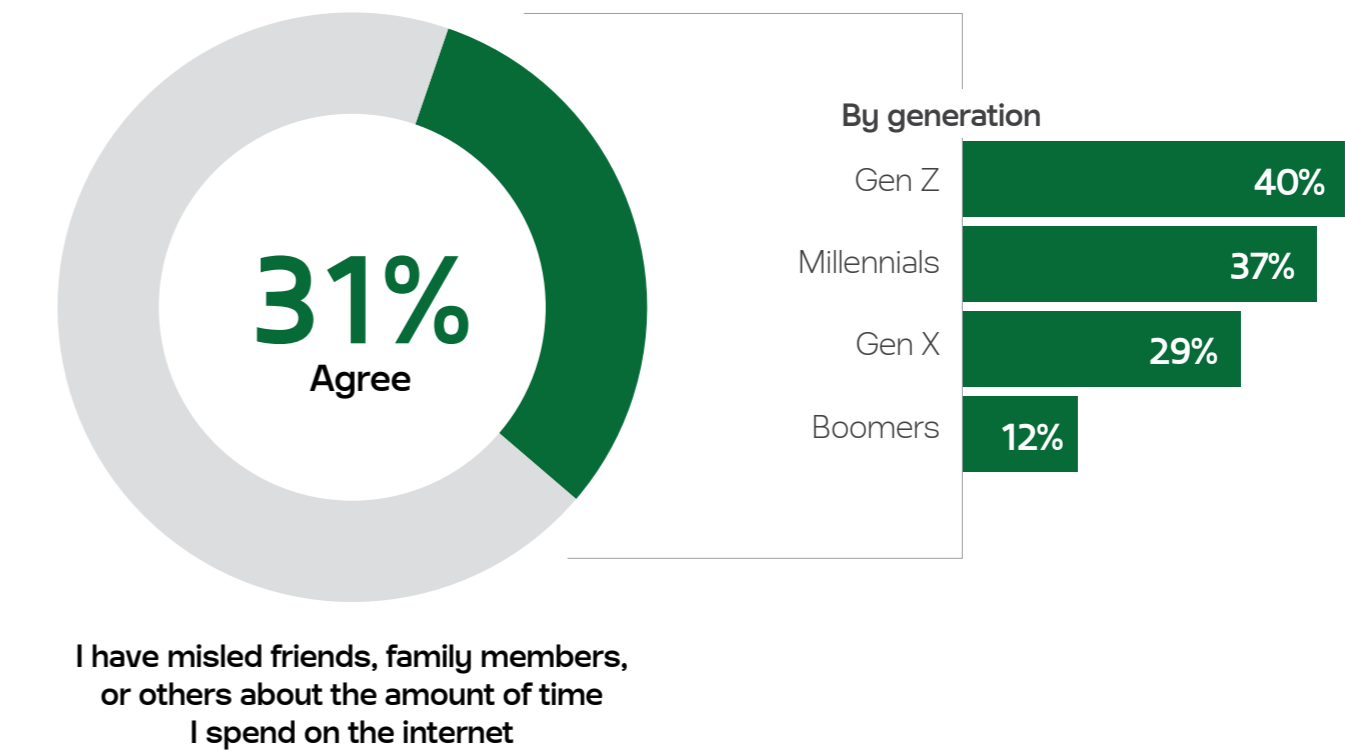I find it hard to keep my work and social life separate due to technology

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?

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

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?

31% Agree

I have misled friends, family members, or others about the amount of time I spend on the internet

By generation

Gen Z	40%
Millennials	37%
Gen X	29%
Boomers	12%

Children and Technology

Parents are using tech to occupy their children while attempting to limit screen time

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)

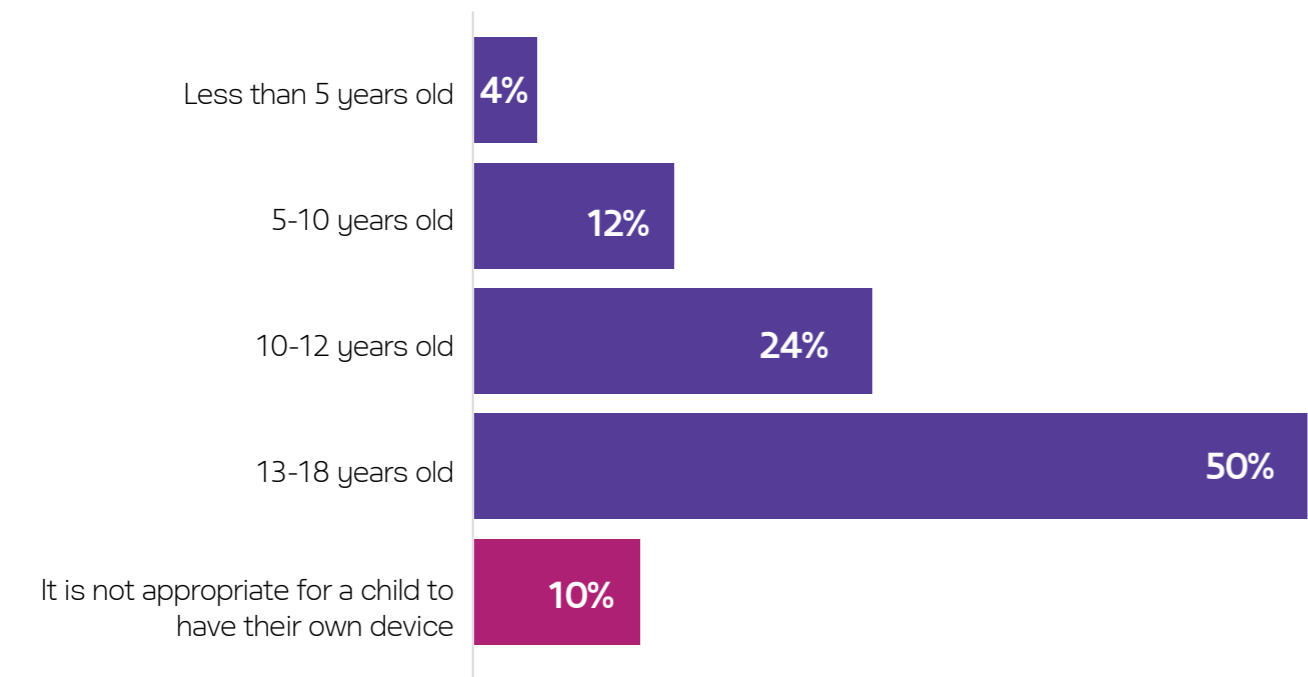|	
Daily	33%
Weekly	35%
Monthly	8%
I do not use technology to occupy my child	24%
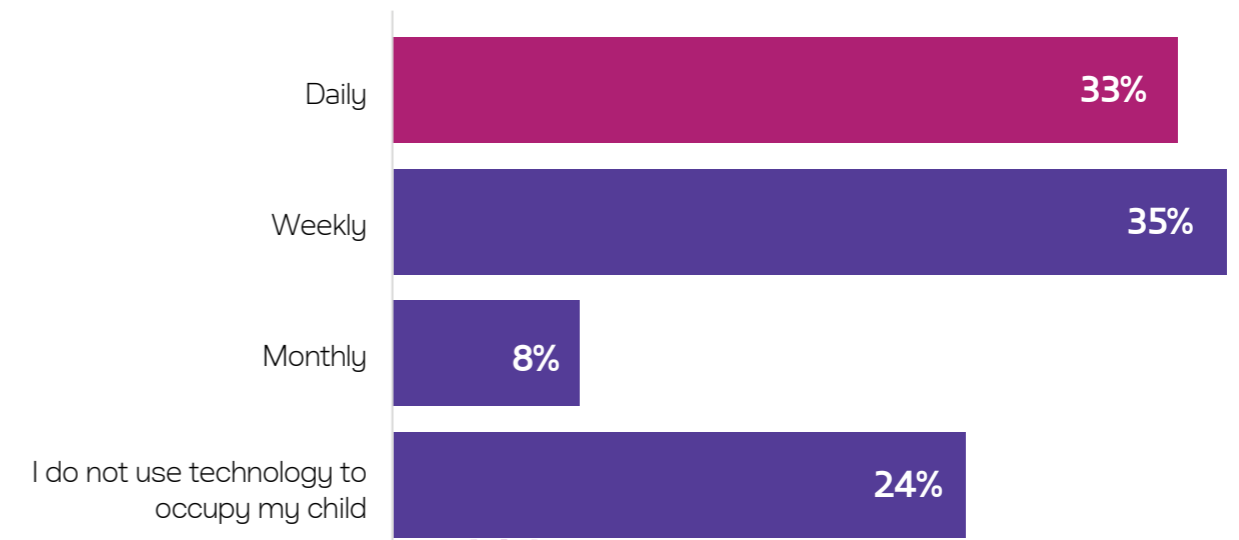
Many parents allow their children to use a computer unsupervised

Do you allow your children to use a smartphone or computer unsupervised?

(Among those with children)

44%

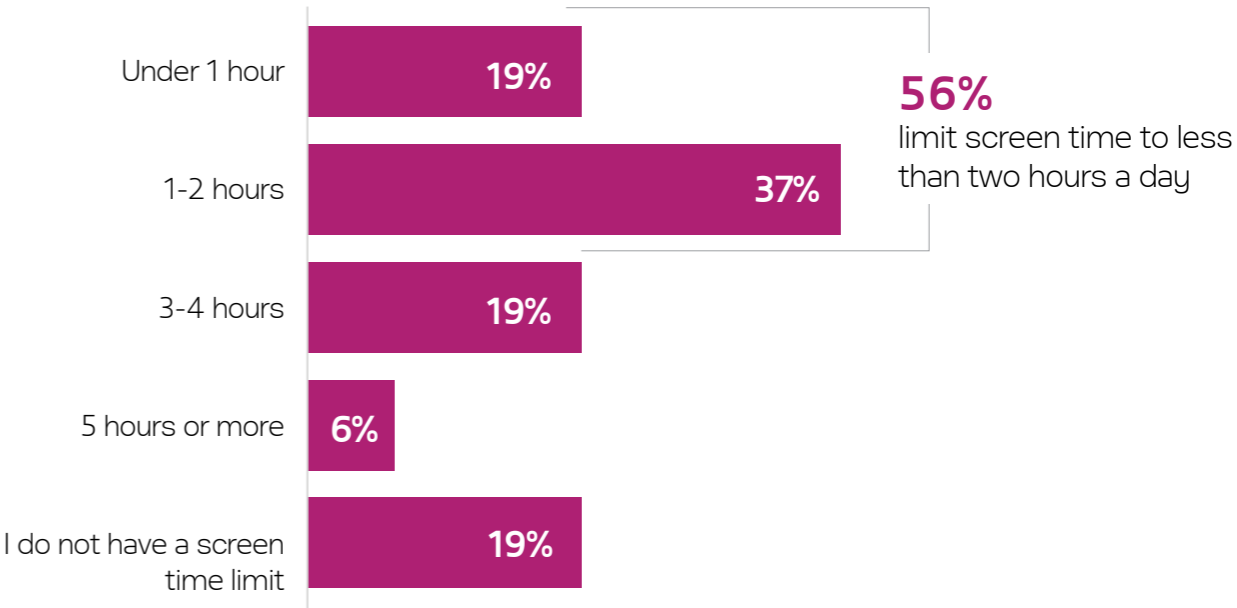**Allow the use of smartphone and computer unsupervised**
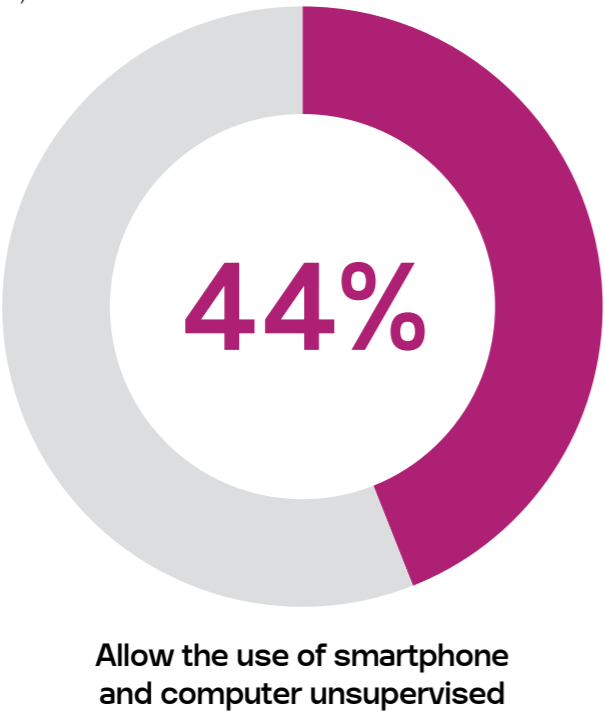
Only 1 in 10 parents believe children should not have their own phone

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%

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%

56%
limit screen time to less than two hours a day

Impact on Health

The public believe technology
is harming their health

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.

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).
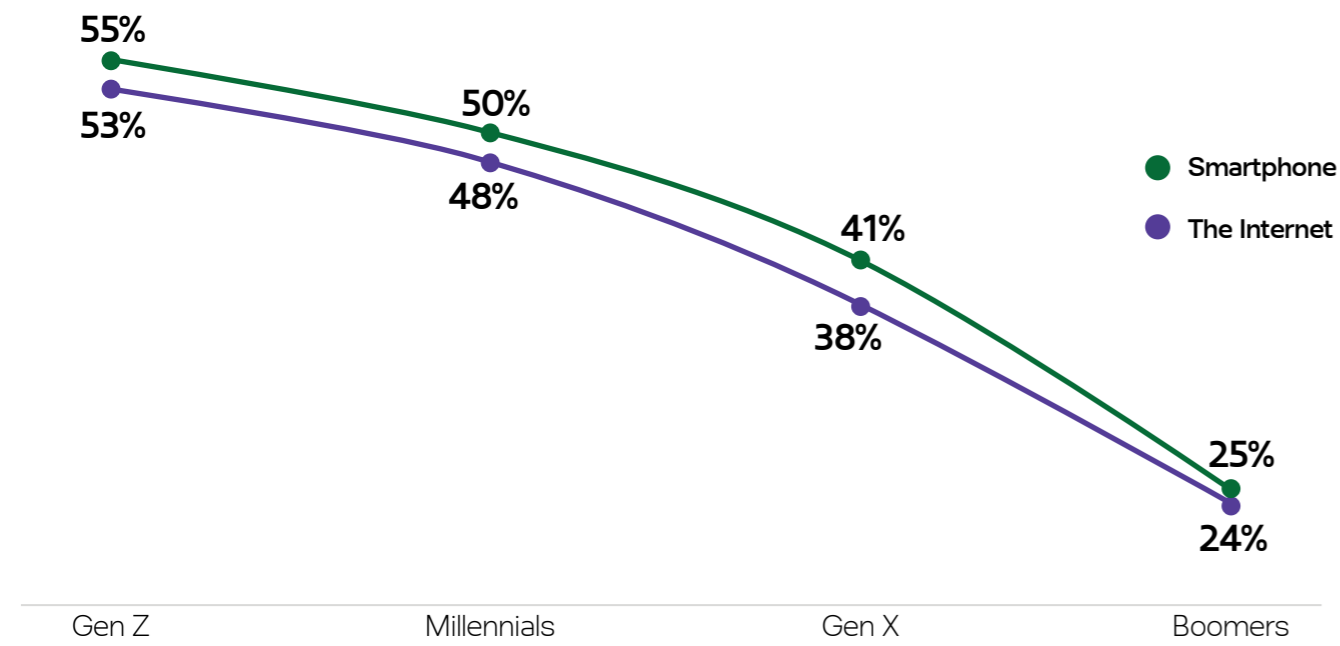
Just under half of the public are concerned by the impact of technology on their health

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

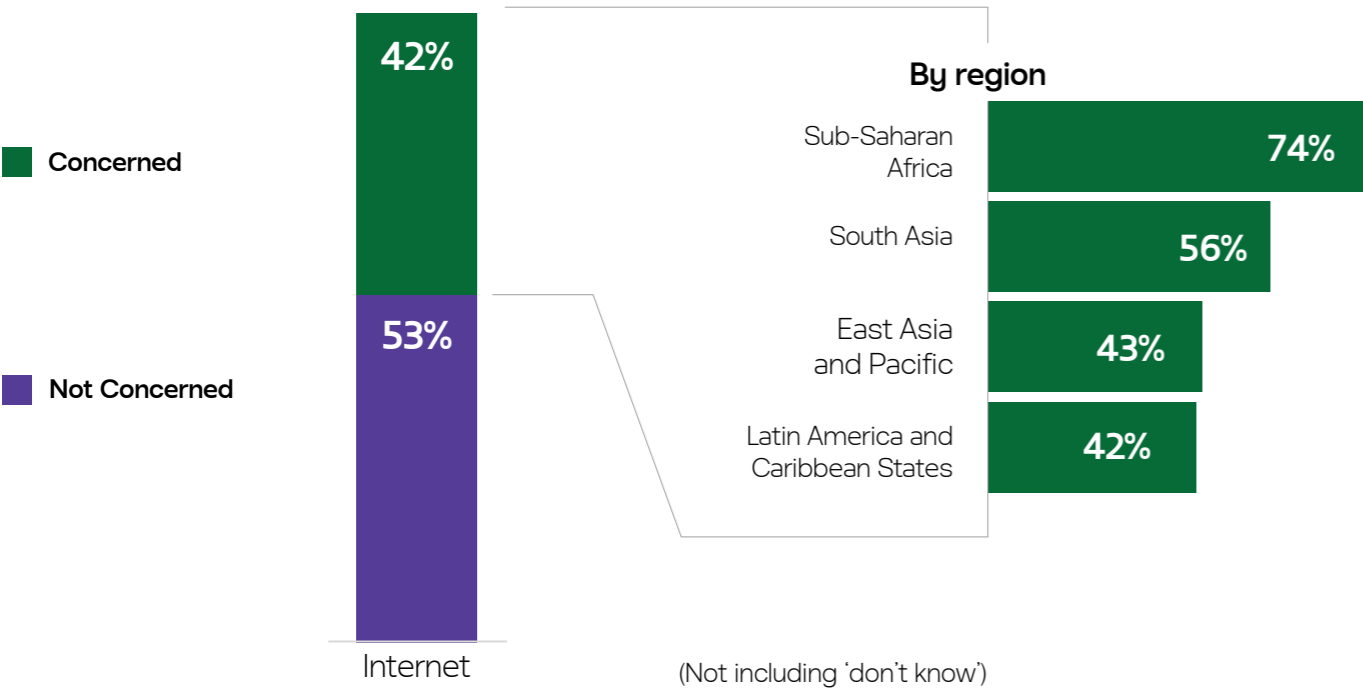|	Concerned	Not Concerned
Smartphone	45%	49%
The internet	42%	53%

(Not including 'don't know')
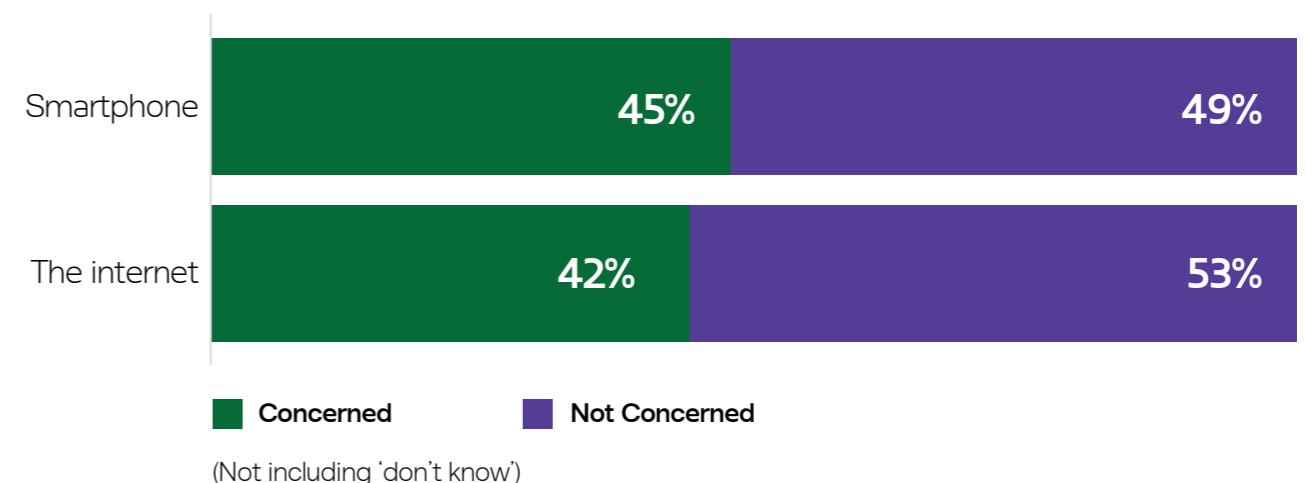
Concern about the health impact of the internet and smartphones declines as people get older

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

(Showing % of 'very concerned' or 'somewhat concerned')

- **Smartphone**
- **The Internet**

Smartphone: Gen Z 55%, Millennials 50%, Gen X 41%, Boomers 25%

The Internet: Gen Z 53%, Millennials 48%, Gen X 38%, Boomers 24%

|	Gen Z	Millennials	Gen X	Boomers

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?

- **Concerned**
- **Not Concerned**

Internet: Concerned 42%, Not Concerned 53%

By region
- Sub-Saharan Africa: 74%
- South Asia: 56%
- East Asia and Pacific: 43%
- Latin America and Caribbean States: 42%

(Not including 'don't know')

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?

60% Agree

Smartphones are designed to be addictive

By generation
- Gen Z: 61%
- Millennials: 62%
- Gen X: 59%
- Boomers: 53%
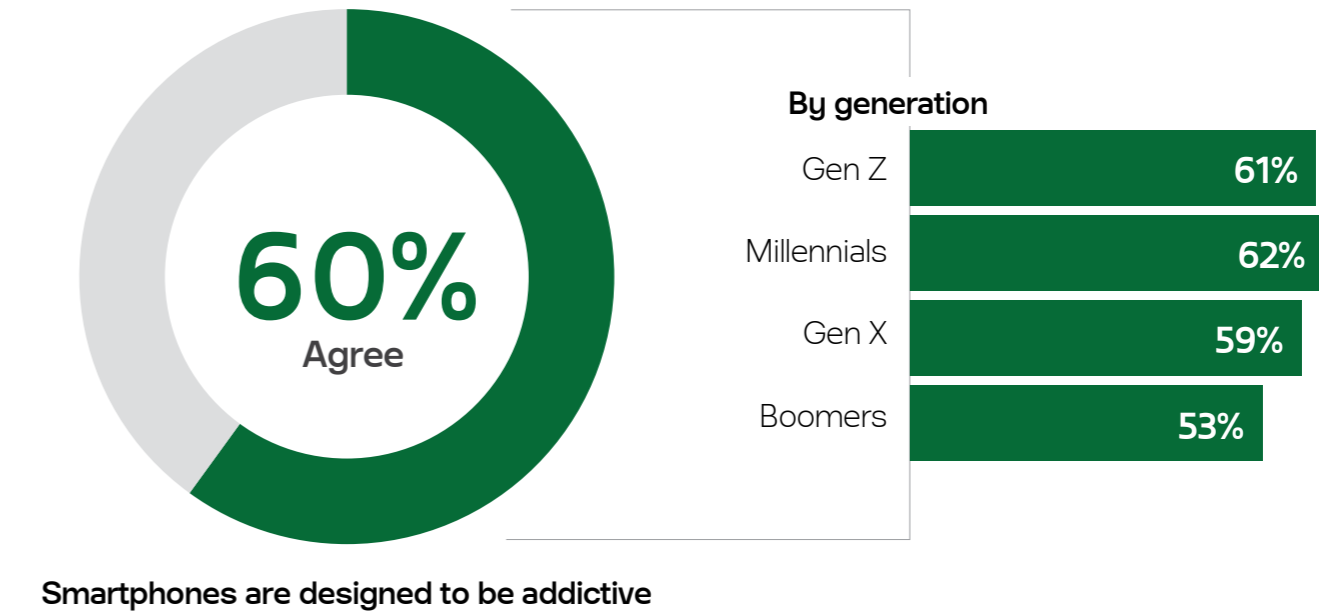
Up to half of the global public say they are skipping sleep weekly to use technology

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

- Global Public: 51%
- Gen Z: 69%
- Millennials: 61%
- Gen X: 42%
- Boomers: 22%
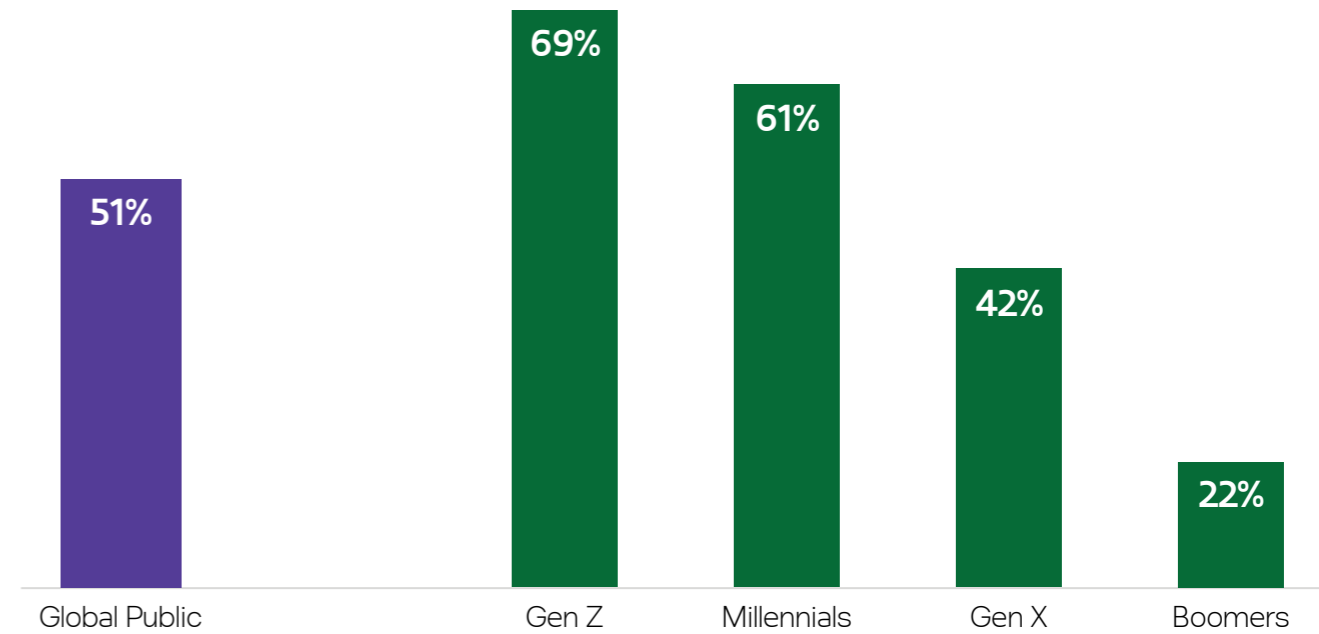
Social
Media

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

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 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).
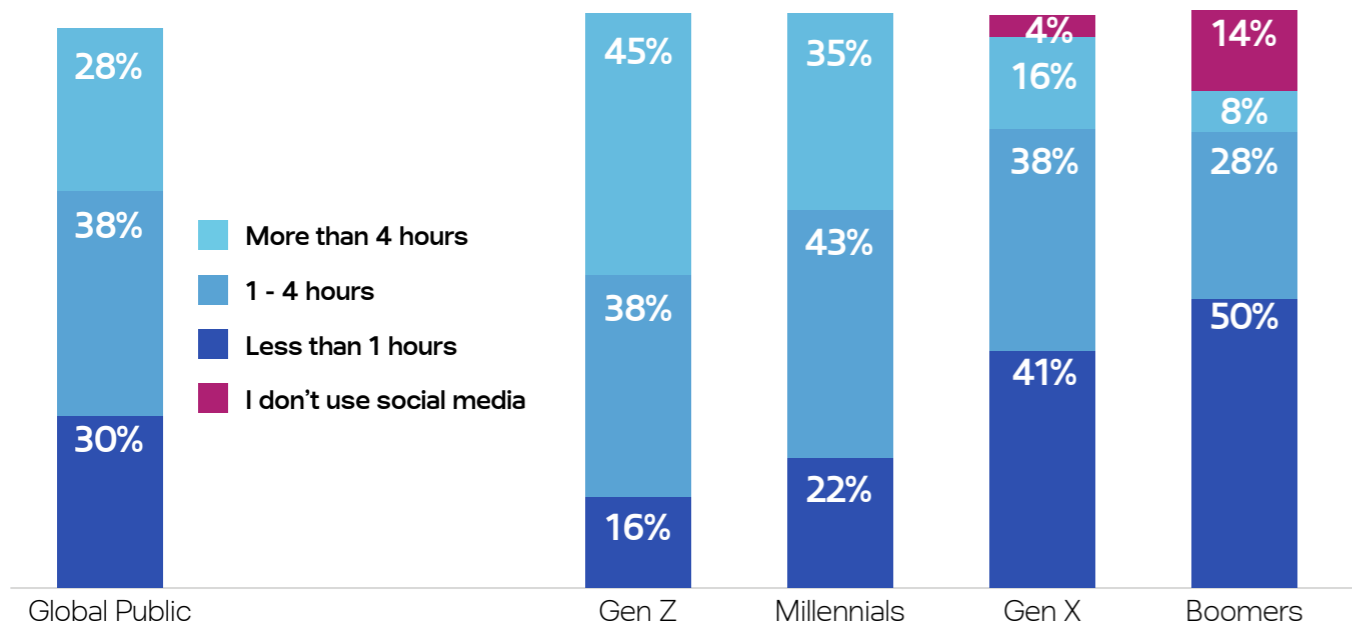
Most people believe social media improves their quality of life

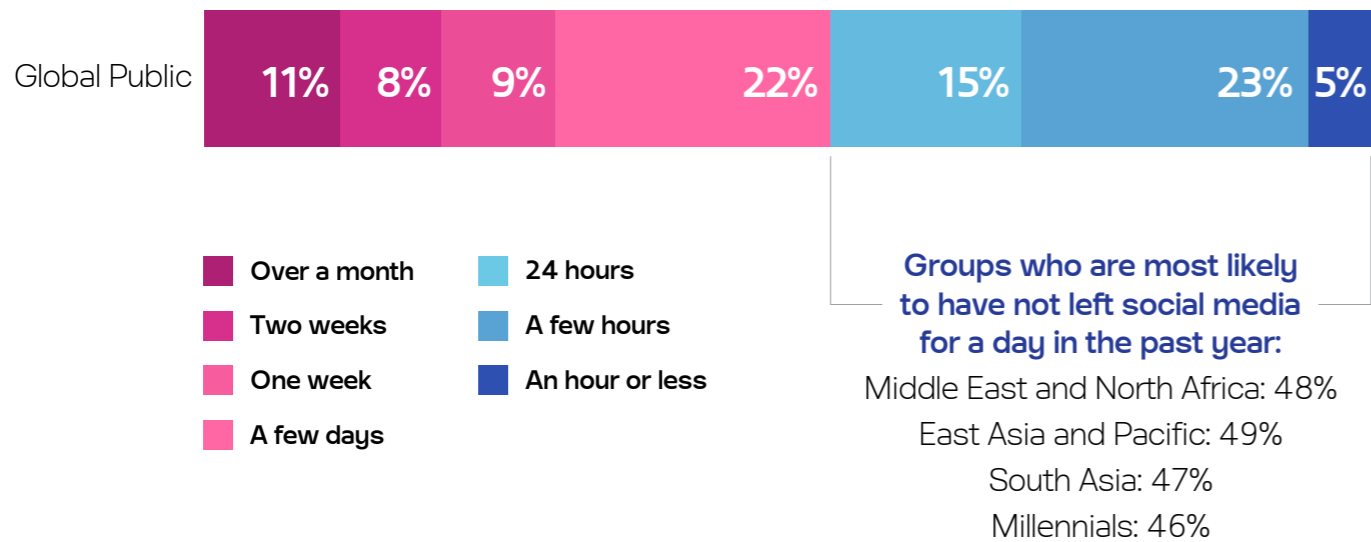Which of the following is closer to your view about social media?

Global Public	69% 31%

■ Social media improves my quality of life ■ Social media reduces my quality of life

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?

Legend:
- More than 4 hours
- 1 - 4 hours
- Less than 1 hours
- I don't use social media

|	Global Public	Gen Z	Millennials	Gen X	Boomers
More than 4 hours	28%	45%	35%	16%	14%
1 - 4 hours	38%	38%	43%	38%	8%
Less than 1 hours	30%	16%	22%	41%	28%
I don't use social media				4%	50%

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)?

Global Public: 11% | 8% | 9% | 22% | 15% | 23% | 5%

Legend:
- Over a month
- Two weeks
- One week
- A few days
- 24 hours
- A few hours
- An hour or less

Groups who are most likely to have not left social media for a day in the past year:
Middle East and North Africa: 48%
East Asia and Pacific: 49%
South Asia: 47%
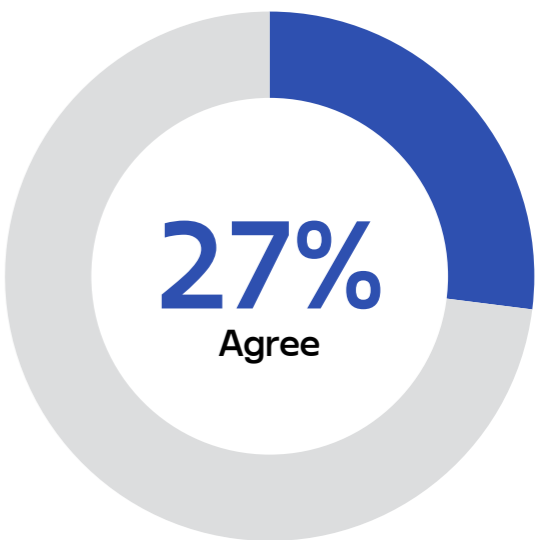Millennials: 46%

Around a quarter of users have misled their friends or had problems in their relationships because of social media

How strongly do you agree or disagree with each of the following statements?
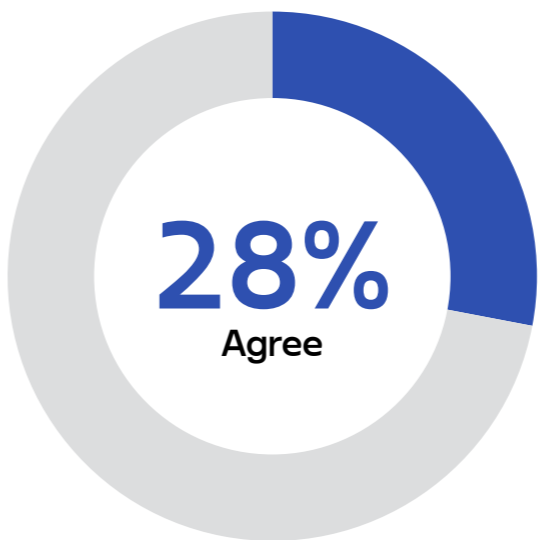
28% Agree
I have misled friends, family members, or others about the amount of time I spend using social media

27% Agree
Using social media has caused problems between me and my friends and family

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? (Among social media users)
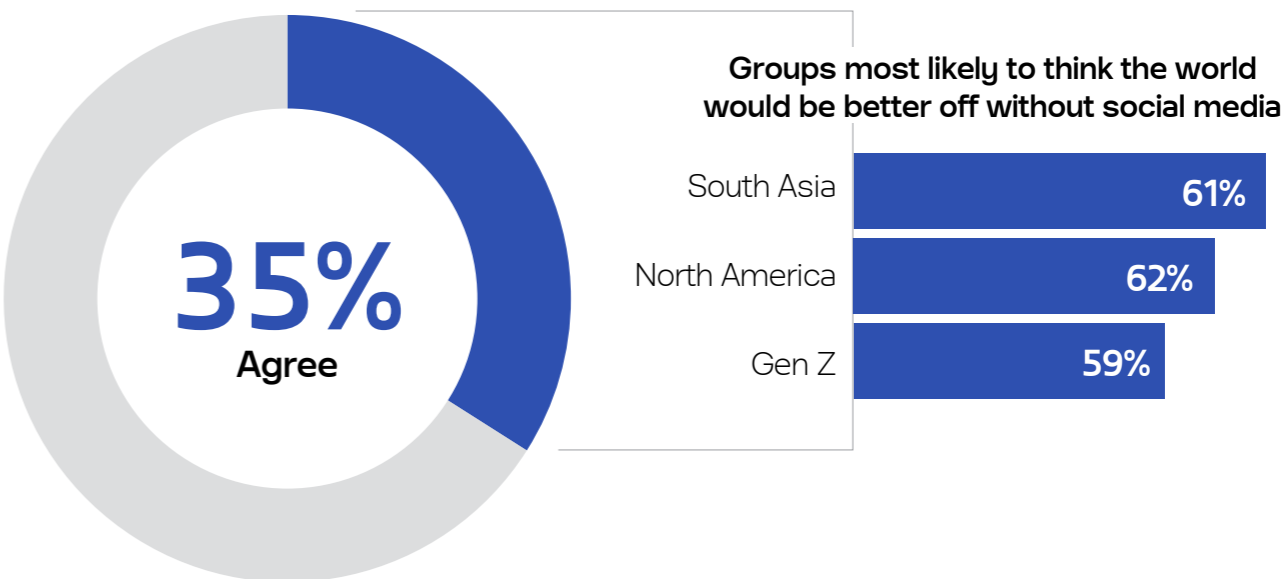
35% Agree
I think the world would be better off without social media

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

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

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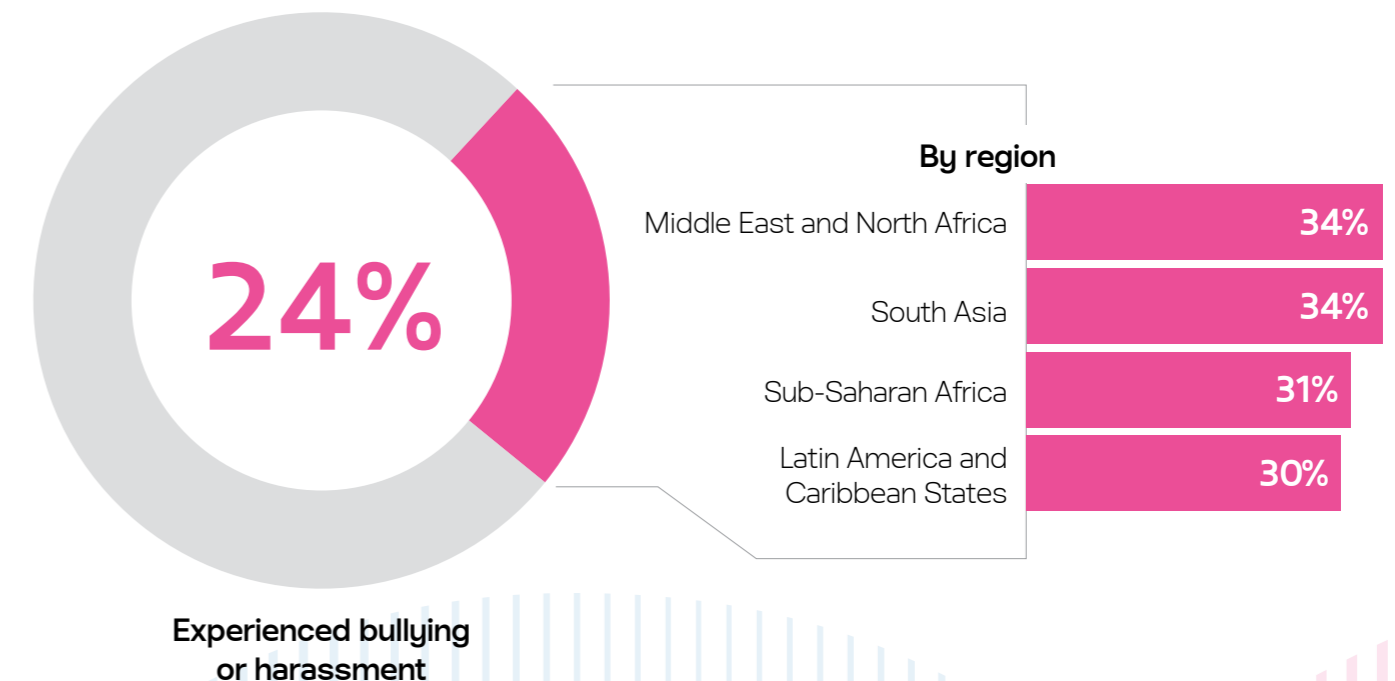
One in four (28 per cent) went as far as deleting or deactivating their accounts as a result.

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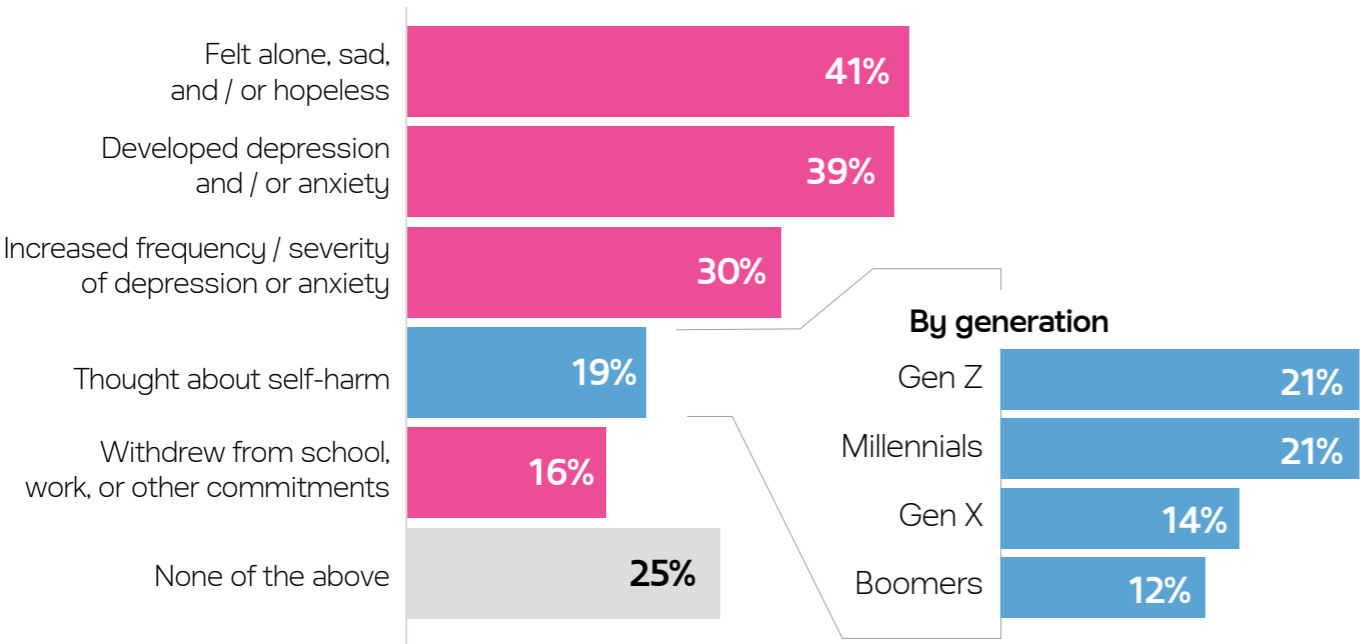
Online harassment and bullying affects around a quarter of the public, even higher in emerging countries

Have you ever personally experienced online bullying or harassment?

24%

Experienced bullying or harassment

By region

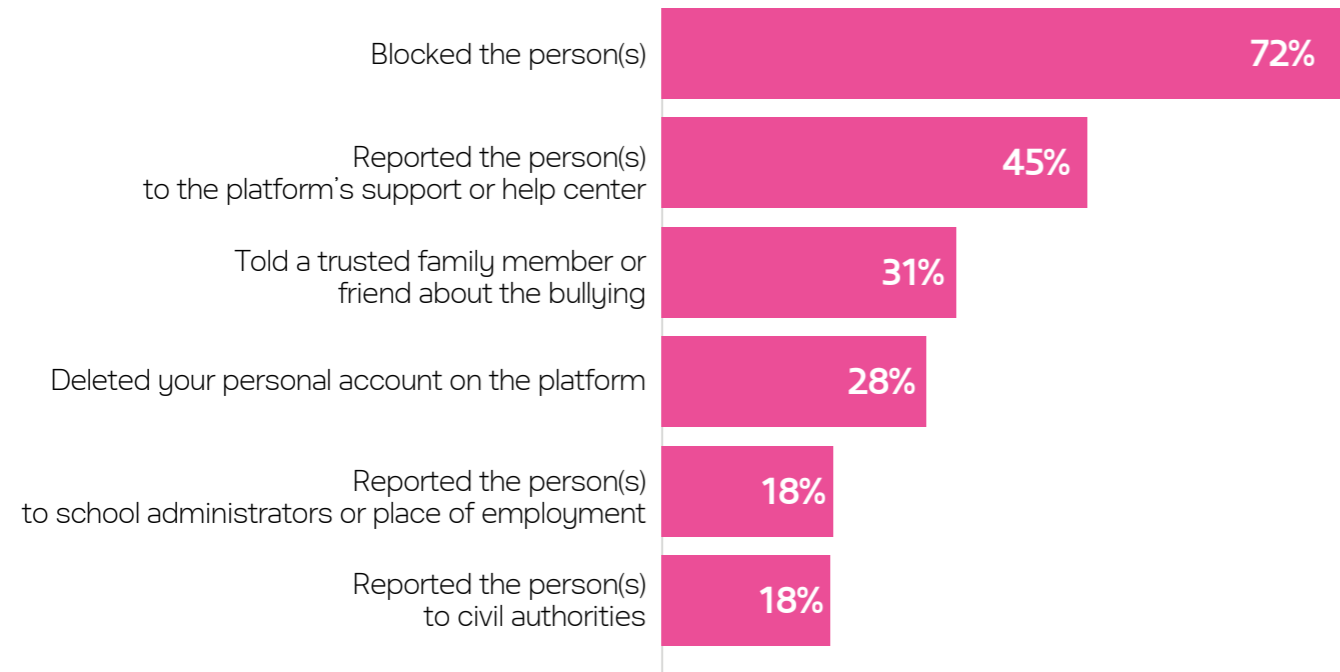|	
Middle East and North Africa	34%
South Asia	34%
Sub-Saharan Africa	31%
Latin America and Caribbean States	30%

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		
35%	51%	13%

- 🟥 The government
- 🟦 Internet companies (e.g. Facebook, Google)
- ⬜ Should not be regulated
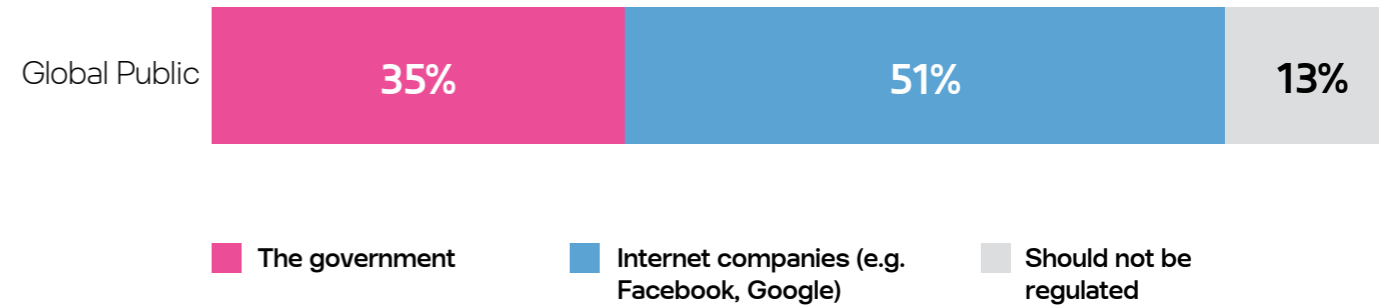
Online Gaming

Online gamers are looking for ways to reduce time spent playing

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, 11 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.
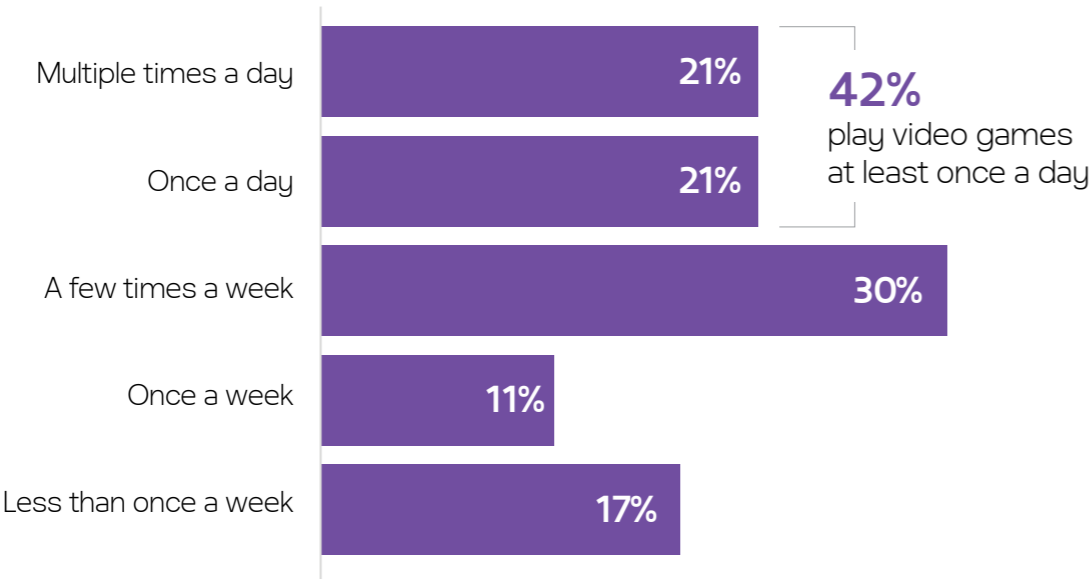
Playing games online is now the most common form of gaming, ahead of offline video games, card and board games

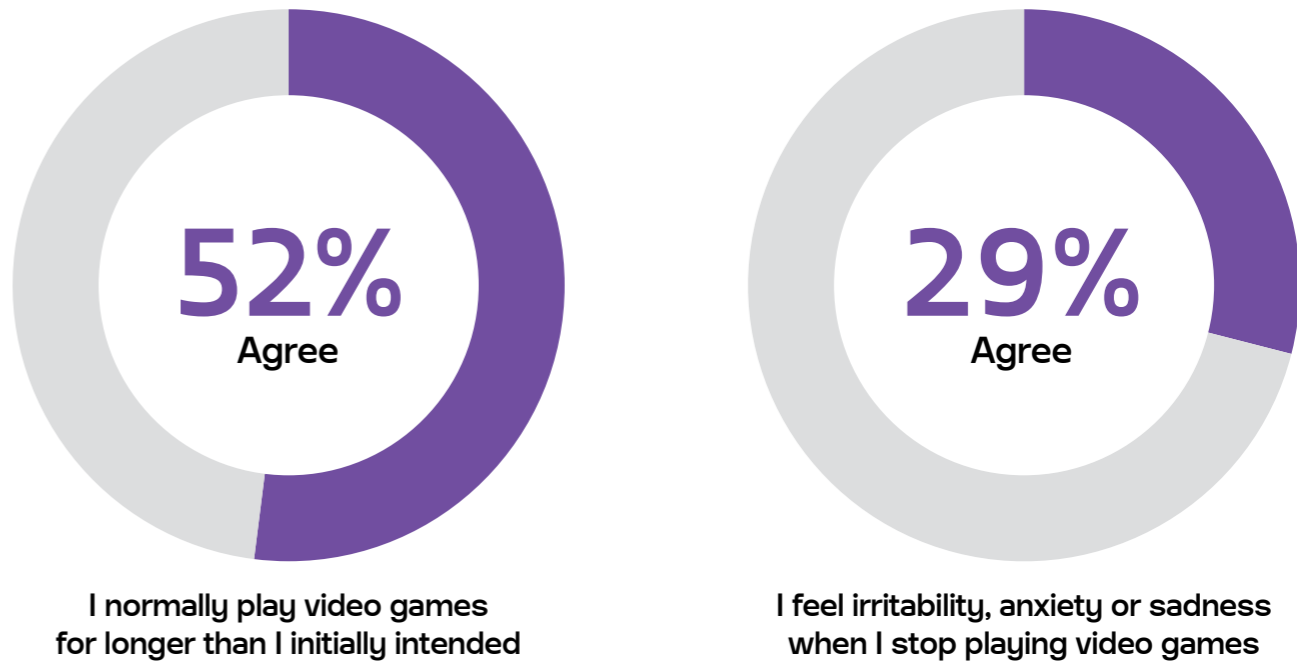Which of the following have you played in the past year?

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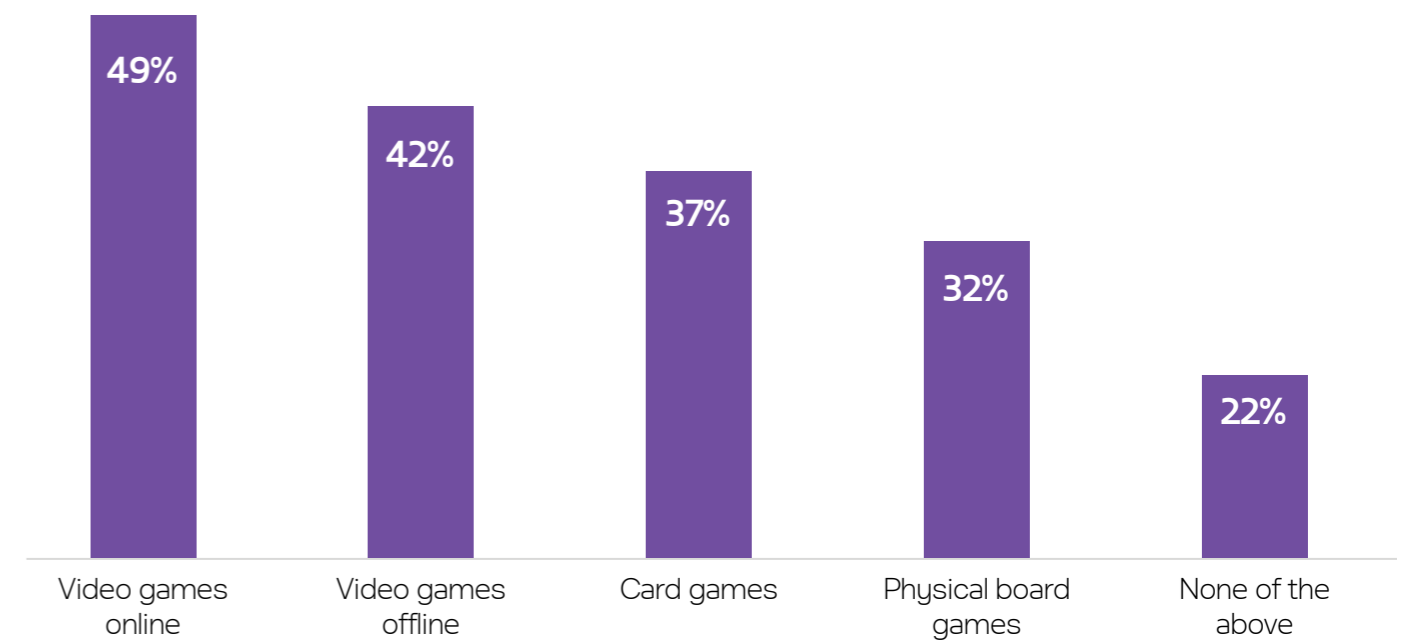
Two fifths of video gamers play at least once a day

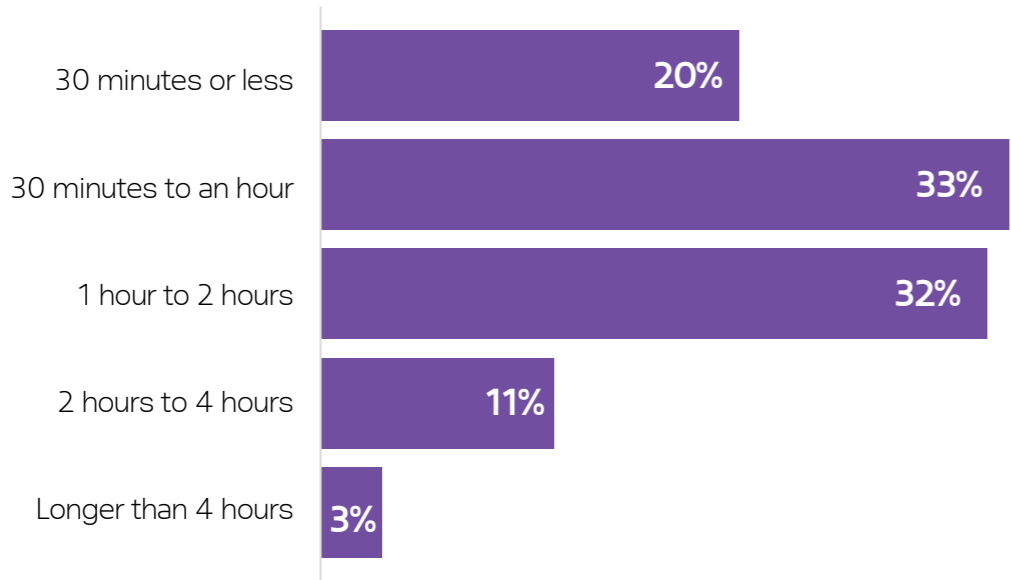How frequently would you say you play video games per week?
(Among video gamers)

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%

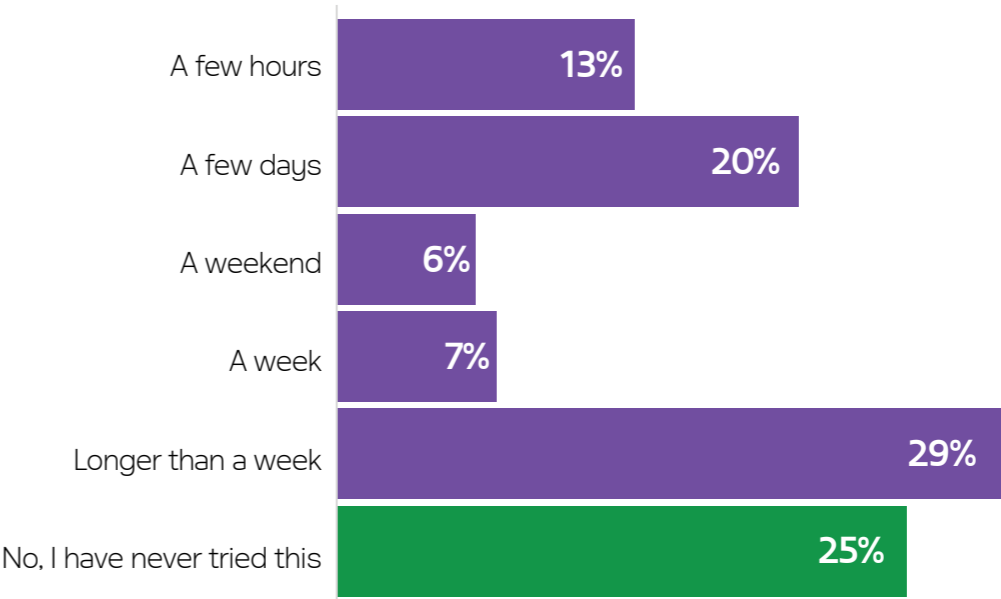**42%**
play video games
at least once a day

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)

52%
Agree

I normally play video games
for longer than I initially intended

29%
Agree

I feel irritability, anxiety or sadness
when I stop playing video games

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%

Government Policy

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

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.
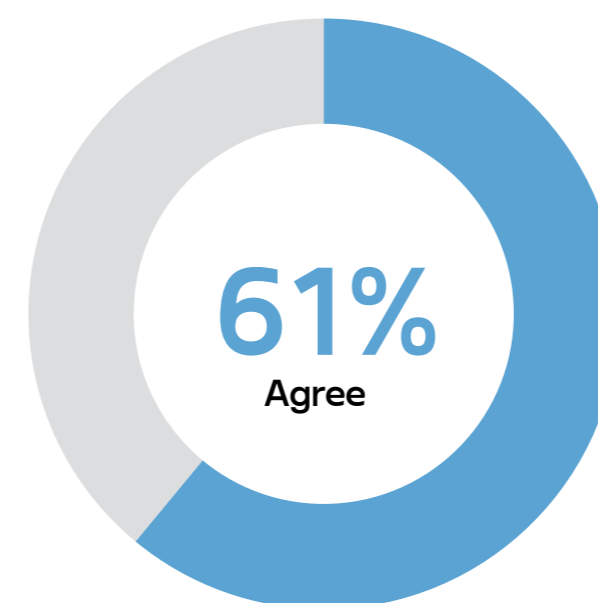
The global public would also like government to fund studies that focus on technology addiction (42 per cent),

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.

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

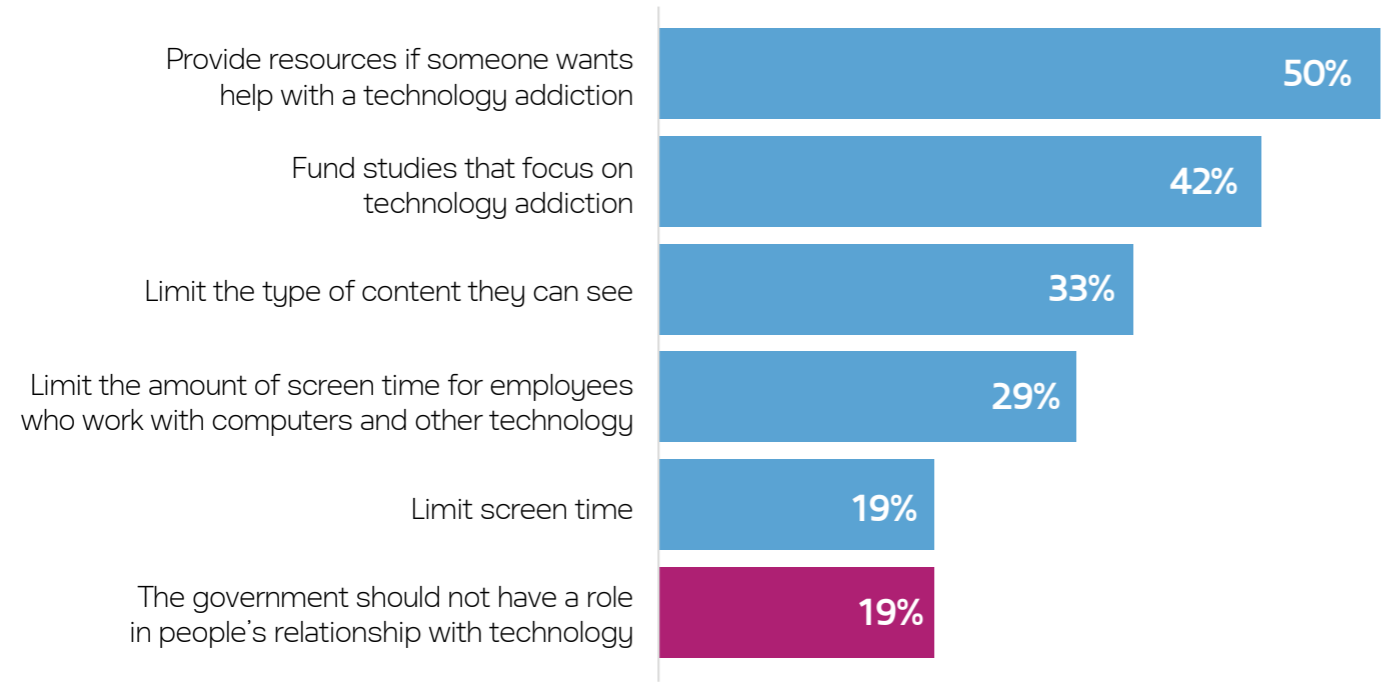Should an addiction to online content be considered an official medical condition?

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?

61%
Agree

Online addiction should be considered as a medical condition

43%
Agree
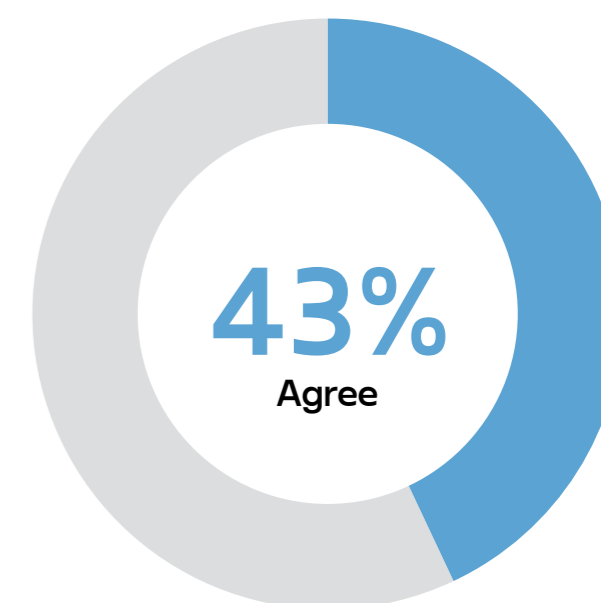
A person will be able to access high-quality affordable care

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?

75%
Agree
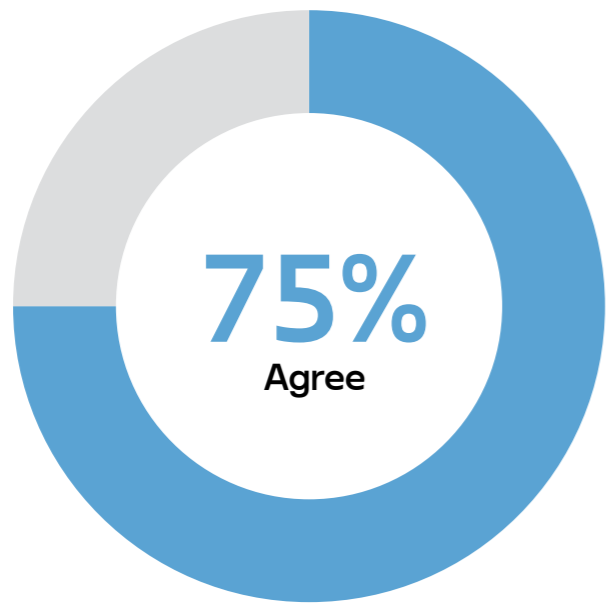
That the government should do more

Afterword

Justin Thomas

**Professor of Psychology, Department Chair (Psychology)
Zayed University Abu Dhabi**

Sync's global digital wellbeing survey was conducted between 12th June and 11th July, 2021. This ambitious project spanned seven world regions and 30 countries and involved 15,000 interviews - 500 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%) 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 many nations[8].

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 combatting 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[9]. 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 could 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 interfering with their ability to focus on day-to-day tasks (41per 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 misled 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 (99 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[10]. 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 had 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 an hour or more[11]. The nocturnal social media users were also more likely to experience insomnia and shorter sleep durations on weeknights. 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[12].

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[13]. 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) aiming 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[14].

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 benefit 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
Index Appendix

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.

Questions	Calculations	Applied Weight
Which is closer to your view about technology? (1) Technology improves my quality of life (2) Technology reduces my quality of life	Net scores of 'technology improves my life' minus 'technology reduces my quality of life'	25%
Concerns about the impact of smartphones on my health (1) Very concerned (2) Somewhat concerned (3) Not very concerned (4) Not at all concerned (5) Not relevant to me Concerns about the impact of laptops on my health (1) Very concerned (2) Somewhat concerned (3) Not very concerned (4) Not at all concerned (5) Not relevant to me Concerns about the impact of the internet on my health (1) Very concerned (2) Somewhat concerned (3) Not very concerned (4) Not at all concerned (5) Not relevant to me Concerns about the impact of social media on my health (1) Very concerned (2) Somewhat concerned (3) Not very concerned (4) Not at all concerned (5) Not relevant to me	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'	25%
Have you ever personally experienced online bullying or harassment? (1) Yes (2) No	Selecting the percentage based on those who answered 'No'	25%
Active mobile participants	Mobile internet subscription per 100 inhabitants	25%

A Digital Dependence Index

The Digital Dependency 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.

Questions	Calculations	Applied Weight
Which of the following is closer to your view about social media? (1) Social media improves my quality of life (2) Social media reduces my quality of life	Selecting percentage based on those who answered 'social media reduces my quality of life'	15%
Which of the following best describes how much time you spend online each day? (1) I spend more time online than I would like to (2) I spend about the right amount of time online (3) I spend less time online than I would like to	Selecting the percentage based on those who answered 'I spend more time online than I would like to'	15%
Which of the following best describes how much time you spend playing video games? (1) I spend more time playing video games than I would like to (2) I spend about the right amount of time playing video games (3) I spend less time playing video games than I would like to	Selecting the percentage based on those who answered 'I spend more time playing video games than I would like to'	15%
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 (1) Strongly agree (2) Somewhat agree (3) Somewhat disagree (4) Strongly disagree	Selecting percentage based on those who answered 'strongly agree'	15%
Have you ever cancelled social plans because you wanted to watch a show on a streaming service? (1) Yes (2) No (3) Not sure (4) I do not watch streaming services	Selecting percentage based on those who answered 'Yes'	15%
Active mobile participants	Mobile internet subscription per 100 inhabitants	25%

About us

sync

Sync is a digital wellbeing initiative by King Abdulaziz Center for World Culture (Ithra) with a vision to create a world where we are all in control of our digital lives. The program is guided by extensive research - in collaboration with global entities - to understand the implications of technology and how it's affecting our lives, and translate the knowledge we gain into awareness campaigns, tools, experiences, educational content and programs aiming to raise global awareness around the topic.

sync.ithra.com

ithra

Ithra is unlike any other. Ithra stands as a beacon of change in the Kingdom of Saudi Arabia and as a window to global experiences. As the world progressively evolves, Saudi Arabia is transforming at an even greater pace. At Ithra, we celebrate human potential as the greatest source of change; we focus on accelerating that potential by encouraging creativity, inspiring minds, and empowering talent.

A project by Saudi Aramco serves as the advancement for the public. Saudi Aramco envisioned Ithra to be an environment for transformative experiences to unlock the power of potential through mastery in arts, science, literature, and innovation. Our facilities include Idea Lab, Library, Ithra Theater, Cinema, Ithra Museum, Children's Museum, Energy Exhibit, The Great Hall, and the Ithra Tower; all of which are housed to provide engaging and revolutionary experiences.

www.ithra.com

asdaa bcw

ASDA'A was founded in 2000 as an independent communications firm by Sunil John, who leads the agency in its 21st year. In 2008, WPP (NYSE: WPP) acquired a majority stake in ASDA'A and merged it with BCW (Burson Cohn & Wolfe), one of the world's top three communications firms. The agency employs more than 160 professionals across eight wholly owned offices. The agency has a further nine affiliates covering 15 Middle East & North Africa (MENA) countries. The agency serves over 100 retained clients and is the leading PR consultancy in MENA.

www.asdaa-bcw.com

psb

PSB is a global insights and analytics consultancy. For more than 40 years, PSB has provided actionable insights and guidance for corporate, government and public sector clients in over 100 countries. With deep expertise across qualitative and quantitative research and social and predictive analytics, PSB brings an integrative approach to helping clients solve their most complex challenges and win in highly competitive situations. PSB is a member of the BCW Group of companies, which is part of WPP (NYSE:WPP), a creative transformation company.

www.psbinsights.com

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