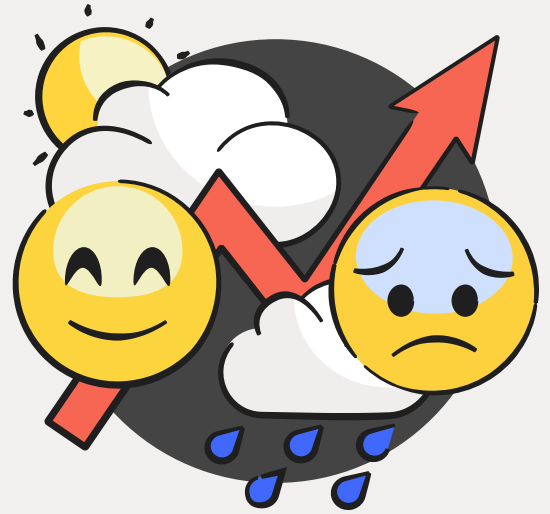




# Bark's 2022 Annual Report on Children and Technology

Last year, Bark analyzed more than 4.5 billion messages across texts, email, and 30+ apps and social media platforms.\* Here are some of the eye-opening stats we discovered.



## Self-harm/suicide

35.7% of tweens and 64.3% of teens were involved in a self-harm/suicidal situation.



## Sexual content

62.4% of tweens and 82.2% of teens encountered nudity or content of a sexual nature.



## Anxiety

19.3% of tweens and 41.2% of teens used language or were exposed to language about anxiety.



## Drugs/alcohol

66.0% of tweens and 84.8% of teens engaged in conversations surrounding drugs/alcohol.



## Bullying

71.2% of tweens and 83.3% of teens experienced bullying as a bully, victim, or witness.



## Depression

23.6% of tweens and 44.1% of teens engaged in conversations about depression.



## Disordered eating

4.4% of tweens and 15.1% of teens engaged with or encountered content about disordered eating.



## Predators

9.4% of tweens and 14.2% of teens encountered predatory behaviors from someone online.



## Violence

75.0% of tweens and 88.2% of teens expressed or experienced violent subject matter/thoughts.

Visit [bark.us/annual-report-2022](https://bark.us/annual-report-2022) for more insights into what it's like to grow up on the internet today.

\*These findings exclude school-based accounts.