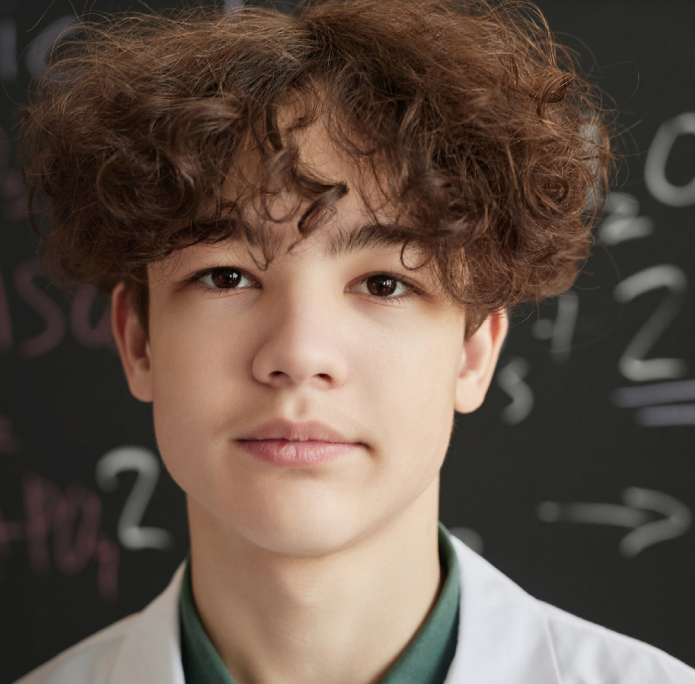




# Bark's 2023 Annual Report on Children and Technology

In 2023, Bark analyzed more than 5.6 billion messages across texts, email, YouTube, and 30+ apps and social media platforms on behalf of families.\* Here are some of the eye-opening stats we discovered.



## Self-harm/suicide

**33%** of tweens and **57%** of teens were involved in a self-harm/suicidal situation.



## Sexual content

**58%** of tweens and **75%** of teens encountered nudity or content of a sexual nature.



## Anxiety

**19%** of tweens and **36%** of teens used language or were exposed to language about anxiety.



## Drugs/alcohol

**58%** of tweens and **77%** of teens engaged in conversations surrounding drugs/alcohol.



## Bullying

**67%** of tweens and **76%** of teens experienced bullying as a bully, victim, or witness.



## Depression

**26%** of tweens and **38%** of teens engaged in conversations about depression.



## Disordered eating

**9%** of tweens and **21%** of teens engaged with or encountered content about disordered eating.



## Predators

**8%** of tweens and **10%** of teens encountered predatory behaviors from someone online.



## Violence

**68%** of tweens and **82%** of teens expressed or experienced violent subject matter/thoughts.

Visit [bark.us/annual-report-2023](https://bark.us/annual-report-2023) for more insights into what it's like to grow up on the internet today.

\*These findings exclude school-based accounts.