



Bark's 2024 Annual Report on Children and Technology

In 2024, Bark analyzed more than 7.9 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

37% of tweens and **60%** of teens were involved in a self-harm/suicidal situation.



Sexual content

63% of tweens and **77%** of teens encountered nudity or content of a sexual nature.



Anxiety

22% of tweens and **40%** of teens used language or were exposed to language about anxiety.



Drugs/alcohol

63% of tweens and **78%** of teens engaged in conversations surrounding drugs/alcohol.



Bullying

71% of tweens and **77%** of teens experienced bullying as a bully, victim, or witness.



Depression

35% of tweens and **43%** of teens engaged in conversations about depression.



Disordered eating

11% of tweens and **25%** of teens engaged with or encountered content about disordered eating.



Predators

4% of tweens and **7%** of teens encountered predatory behaviors from someone online.



Violence

72% of tweens and **82%** of teens expressed or experienced violent subject matter/thoughts.

Visit bark.us/annual-report-2024 for more insights into what it's like to grow up on the internet today.

*These findings exclude school-based accounts.