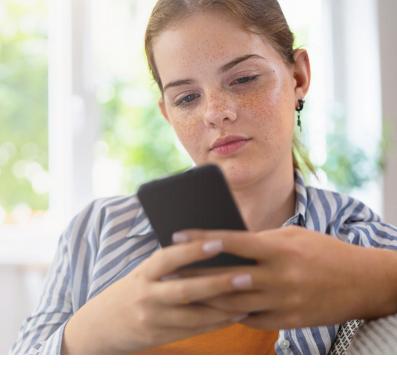


Bark's 2024 Annual Report on Children and Technology

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.



Drugs/alcohol

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



Disordered eating

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



Sexual content

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



Bullying

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



Predator

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



Anxiety

22% of tweens and40% of teens used language or were exposed to language about anxiety.



Depression

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



Violence

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