



Digital Danger Zones:

Critical Insights from Bark's 2024 Annual
Report on the Safety and Well-Being of
Teens and Tweens

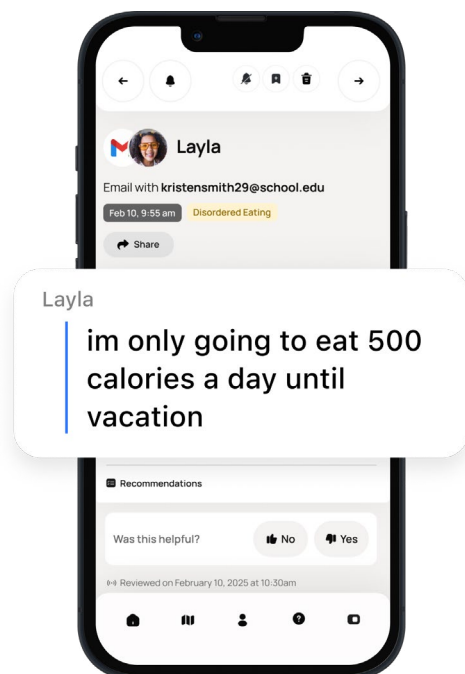




The Growing Crisis in Adolescent Well-Being: Key Takeaways from Bark's 2024 Annual Report on Children and Technology

[Bark's 2024 Annual Report](#) analyzed a staggering 7.9 billion digital activities from teens and tweens, spanning texts, emails, and over 30 of the most popular apps and social media platforms among people.

Bark's advanced AI generates alerts whenever a child engages with or encounters a potentially harmful subject matter, and the 2024 Annual Report consists of data surrounding the percentages of children who experienced dangers in 9 different categories, along with the top 5 rankings of apps for various dangers.



The impact of digital activity on mental health is indisputable.





A [report](#) from the Department of Health and Human services stressed the importance of providing strategies that address both online safety and mental health support to truly reduce risk of negative outcomes associated with social media. The data from the 2024 Annual Report can provide guidance for conversations with teenagers in treatment, an opportunity to reflect on their relationship with technology and how it could be impacting their mental health.

The following key takeaways highlight the critical areas of concern for behavioral health professionals:

- The data is consistently analyzed year over year, and in 2024, there was a **concerning increase across nearly every category for the first time.**
 - This upward trend underscores the growing digital risks children face, with **significant spikes in areas such as suicidal ideation, online predators, and exposure to violent content.**
 - 60% of teens (and 37% of tweens) experienced self-harm or suicidal situations.
- In the **Dangerous Apps** section of the 2024 Annual Report, Bark identifies several platforms that pose significant risks to children and teens due to their potential for harmful content and interactions.
 - Apps such as **Discord, Instagram, and Snapchat continue to be flagged for facilitating risky behavior**, from cyberbullying to encountering content with disordered eating.
 - X is the top app flagged for **body image concerns**, followed closely by Instagram.
 - 1 in 4 teens triggered alerts related to disordered eating.
- [Newport Academy](#) has called out that social media addiction appears to be a type of behavioral addiction, and adolescents are at the highest risk. The same article commented that teens who feel isolated or unhappy are at a particular risk for this kind of addiction.

- [Shepard's Hill Academy](#) shares that studies show teens with social media addictions are more likely to develop other addictions. This is because the brain desires more positive “highs”, like positive affirmation or likes on social media, and turn to drugs and alcohol to create the same sensation.
- Nicholas Kardaras, author of *Glow Kids: How Screen Addiction Is Hijacking Our Kids — and How to Break the Trance*, has advised that the constant overstimulation of social networking shifts the nervous system into fight-or-flight mode. This makes disorders such as ADHD, teen depression, oppositional defiant disorder, and teen anxiety worse ([source](#)).
- 43% of teens experienced depression in 2024, and 41.2% of teens experienced anxiety.

The findings from Bark’s 2024 Annual Report demonstrate the importance of providing teens and their families with tools and resources to maintain a healthy relationship with technology, including:

-  Supporting caregivers with talking points or exercises around reducing time on social media or phones
-  Maintaining access to safe communities for teens to turn to for support
-  Educating youth on the risks in tech
-  Providing safe tools and resources for success in step down programs

As this research outlines, multiple stakeholders, including parents, educational institutions, and mental health professionals, must “take responsibility for mental health and well-being in the digital age.”

Understanding and addressing the dangers social media present to the overall well-being of teens, and using this information in treatment and conversations, will translate to positive outcomes.



Bark's 2024 Annual Report on Children and Technology*



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.



About Bark

Bark is an online safety company that helps protect over 7 million kids at home and in more than 3,600 schools and districts across the U.S. Offering content monitoring, screen time management, location tracking, and more, Bark is the leading digital safety solution for parents, families, and schools. Products include the Bark app, the Bark Phone, the in-home web filter Bark Home, and the community give-back program Bark for Schools.

Using highly sophisticated artificial intelligence, Bark's award-winning monitoring technology alerts an identified trusted individual to concerning behaviors in a variety of categories, including bullying, suicidal ideation, threats of violence, sexual content, and online predation. Bark monitors many popular social media platforms and apps, as well as text messages, images, videos, chats, emails, and files.

Recognized as one of [TIME's Best Inventions of 2023](#), [Editor's Choice for Best Kids' Phone by PCMag](#), and the [Best Overall Kid's Phone by the Kid Safety Awards](#), Bark is a trusted partner for parents and schools in the effort to help keep kids safe online today, while equipping all parties with the tools to be prepared as new threats arise.

Ready to get started? Contact andrea.bucci@bark.us to learn more.