



Digital Danger Zones:

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

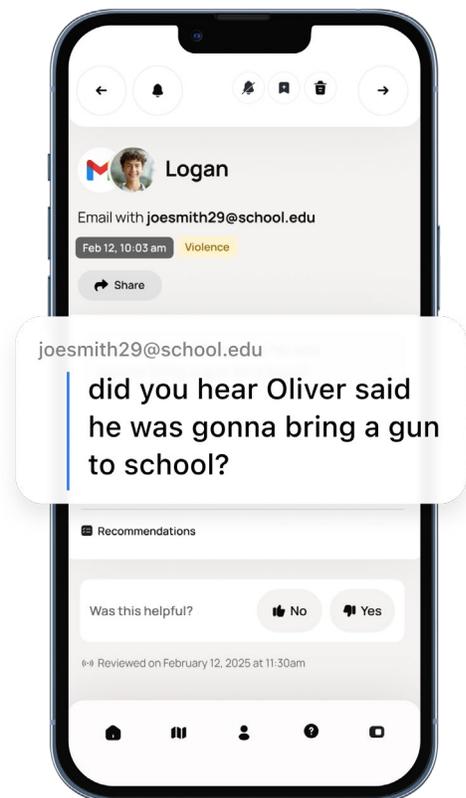




Executive Summary

[Bark's 2024 Annual Report](#) on Children and Technology 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 young 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.





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.



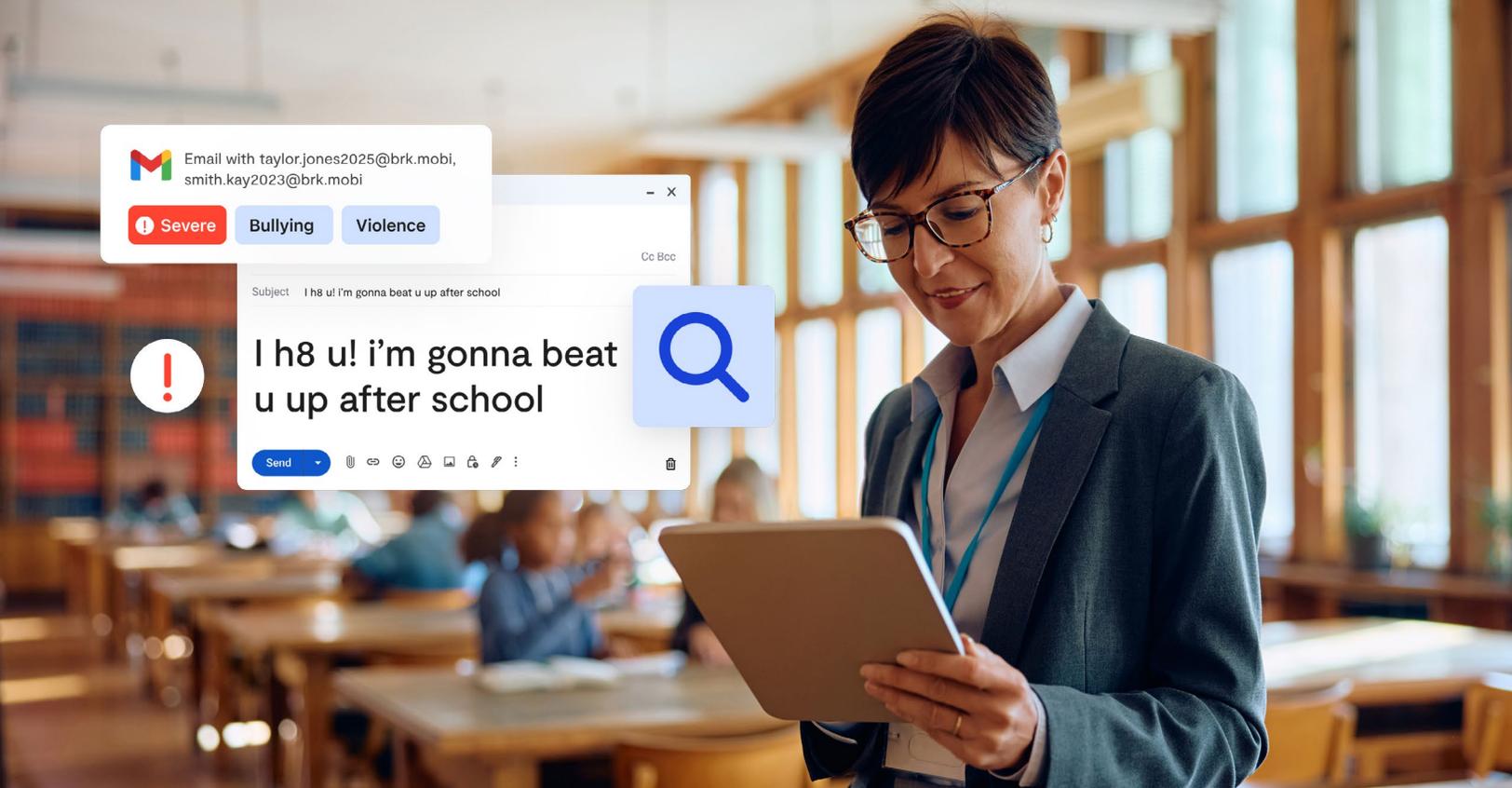
Predators

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.

Learn more by [connecting with a Bark team member](#) today.