



UAE Digital Wellbeing Program

FIGURES ABOUT DIGITAL WORLD AROUND THE WORLD

The digital life has become an integral part of the daily life of the UAE citizens

3 Hours Average Social
Media Usage

8 Hours Average
Internet Usage

45% of parents talk to their
children about the negative
effects of the digital world

99% Internet Users

33% of parents check the
content of the websites their
children visit

99% Social Media
Penetration

56% of children use
digital devices to watch
videos

50% of children use
digital devices to play
games




AS WELL AS A GENERAL ORIENTATION OF THE COUNTRY'S POPULATION TO OPENNESS TOWARDS INTERACTION AND COMMUNICATION WITH THE DIGITAL WORLD, WHILE RECOGNIZING SOME RISKS

- 71%** Are unaware of ways to control parental links
- 75%** Are concerned that their children will be bullied
- 79%** Are concerned about their children interaction with strangers
- 82%** Would like to receive support

Interaction with the digital world has entered many aspects of our daily professional, educational, recreational and social lives, and even in government services.





INTERACTION WITH THE DIGITAL WORLD HAS ENTERED
INTO MANY ASPECTS OF OUR DAILY PROFESSIONAL,
EDUCATIONAL, RECREATIONAL AND SOCIAL LIVES, AND
EVEN IN GOVERNMENT SERVICES



Remote Work



Distance Learning



Electronic Services



Social Media



Leisure and Entertainment

THAT, DESPITE THE OPPORTUNITIES AND POSITIVE ASPECTS THAT THE DIGITAL WORLD PROVIDES, INCREASES THE CHANCES OF EXPOSURE TO MANY RISKS... WHICH ARE NOT DIFFERENT FROM THE RISKS OF THE REAL WORLD, FOR ALL SEGMENTS OF THE COMMUNITY

Invasion of Privacy

Con and Fraud

Identity Theft

Gaming and Internet
Addiction

Cyberbullying

Psychological Disorders

Fear

Loneliness and Depression

Health Status Deterioration

Violence and Suicide
Attempts



Future Foresight studies have shown that the digital wellbeing will be directly affected by future trends, especially those that result from the fourth industrial revolution

1

The need to change behaviors and manage digital life

2

A shift in policies and legislation to keep pace with digital wellbeing

3

Digital positivity and benefit from the digital world

4

Futuristic digital culture - a daily need

For that, the Digital Wellbeing Council was established to coordinate policies, programs and legislations for the digital world through a number of tasks

1

Conduct local studies and surveys to assess the digital reality of society

2

Review existing legislations and laws and assessing the need to update them

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3

Develop policies and programs to enhance the digital wellbeing for all community segments

4

Communicate with external entities or global organizations concerned with digital wellbeing

5

Continuous follow-up of emerging changes in the local and global digital world

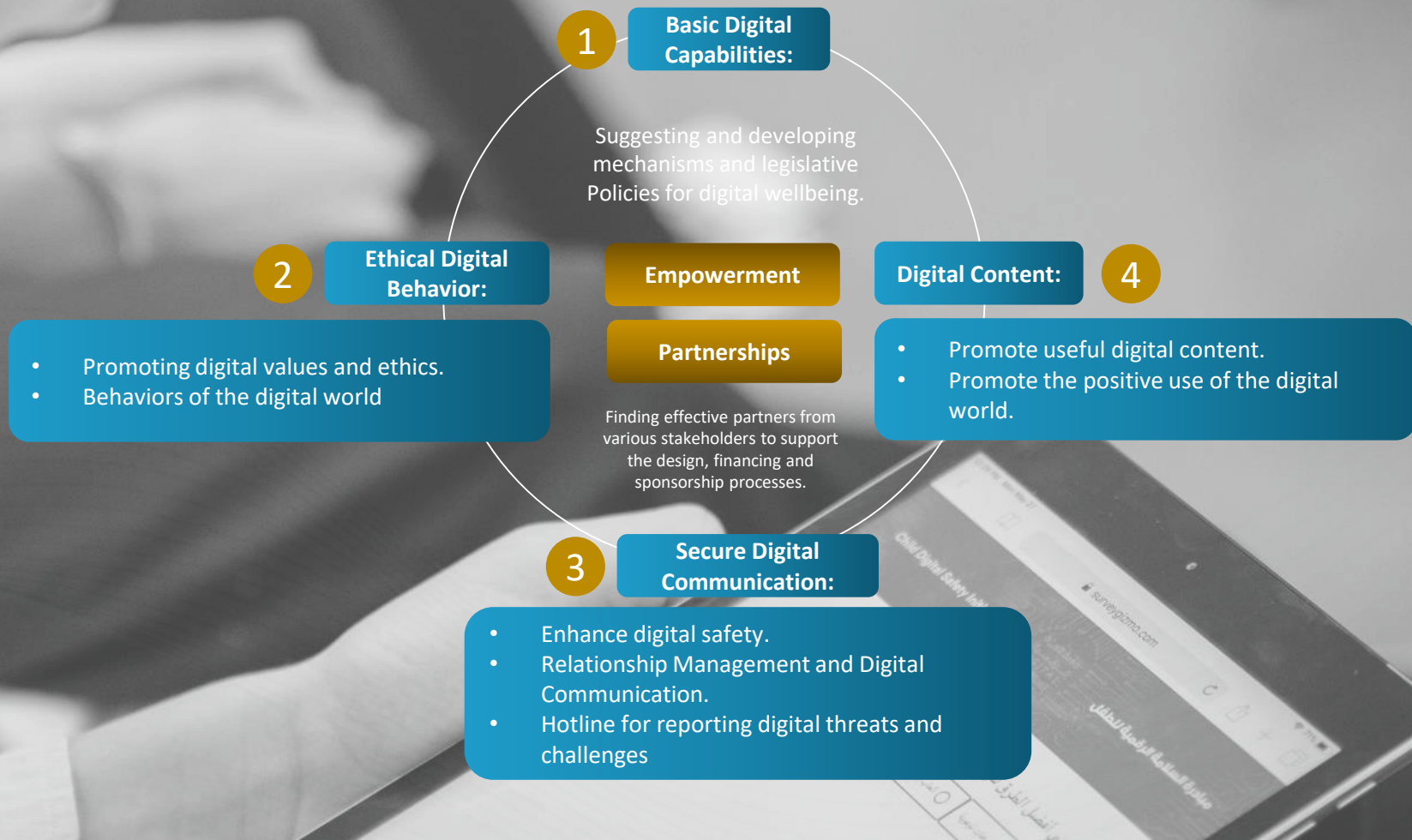
6

Provide advices and suggestions to the government

Digital Wellbeing Initiatives

4 main Themes and 16 Initiatives:

- Digital Capacity Building Workshop.
- Digital support platforms.
- Initiatives to help adults keep pace with digital development.



Digital Wellbeing Support Line

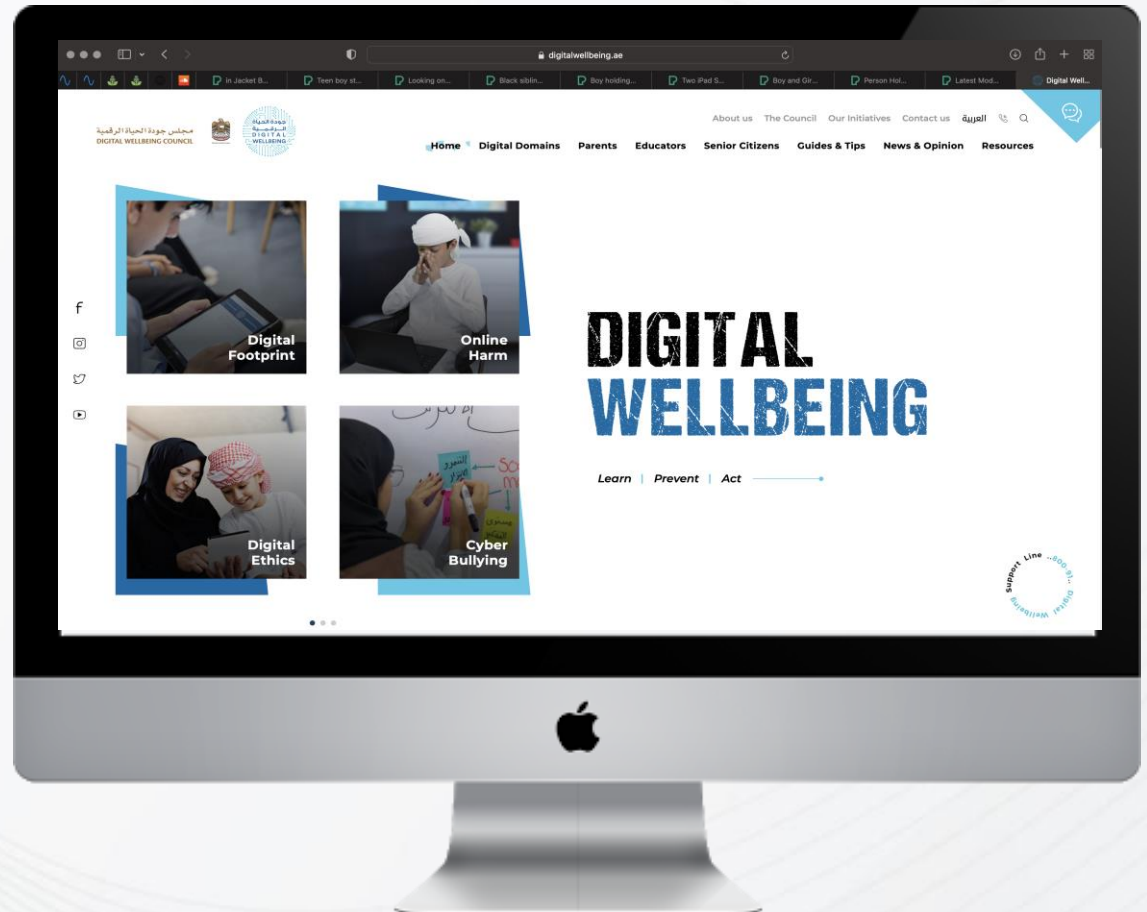
The support line provides professional advice from dedicated experts for all members of the family on practical daily situations we face in the digital world



Digital Wellbeing Online Platform

A one-stop that brings together useful tools, guides, and resources for positive and safe digital lives for:

- Children
- Parents
- Senior Citizens
- Educators



digitalwellbeing.ae

Positive Digital Citizenship Values and Behaviors Code

Aims to establish a framework for positive digital citizenship values and behavior in the UAE

- Digital Reputation
- Respect Others
- Positive Investment
- Kindness
- Digital Privacy
- Credibility
- Responsibility and Regulations
- Digital Ethics
- Balanced Usage

Digital Wellbeing Initiatives

Sannif

An initiative that aims to classify and display the risks of video games available on various gaming platforms. Sannif allows searching for any video game and display its details, risks, and appropriate age, in addition to the platforms it supports

<https://sannif.ae>



Thank You



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