

Crafting a Global digital wellbeing Index for Health ecosystem:

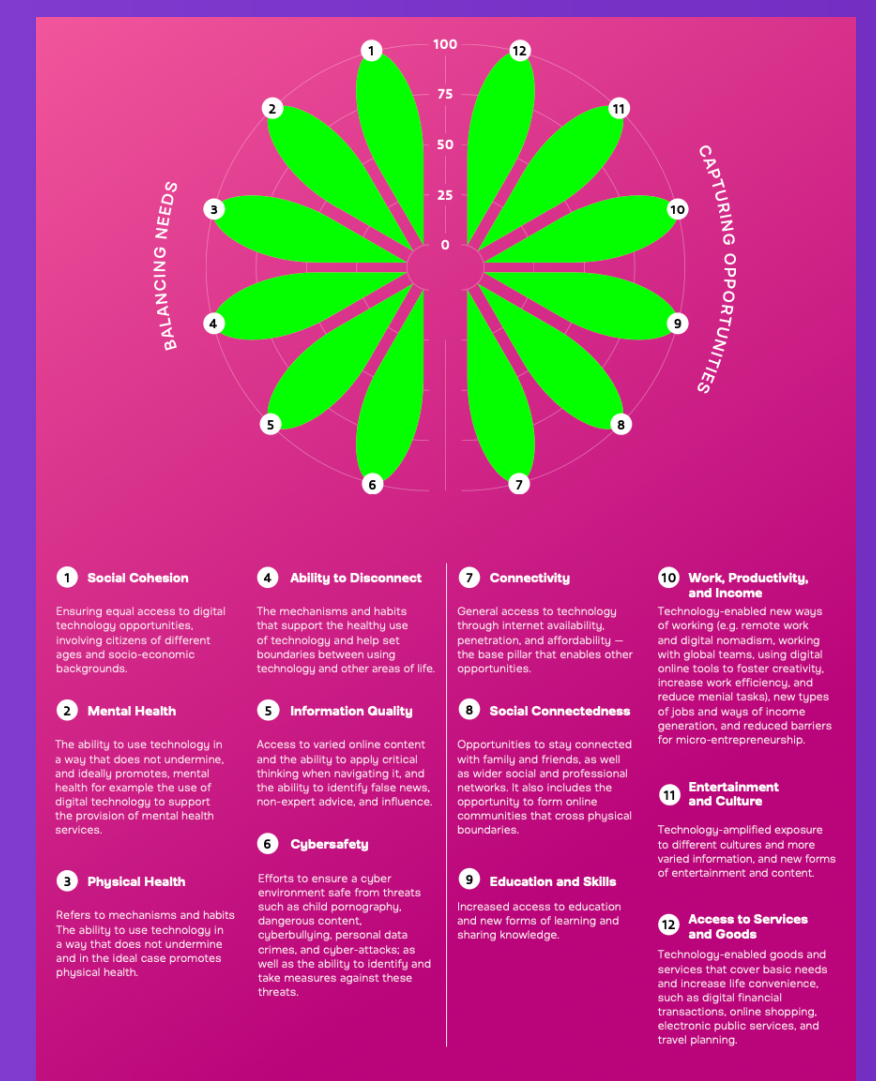
off-grid ad hoc digital health

SYNC program at ITHRA embarked on an ambitious journey to gauge this global shift, aiming to discern its repercussions on health and well-being. SYNC is at the forefront of catalyzing a societal shift towards enhanced digital wellbeing. Our approach transforms sophisticated research on technology's escalating role in our daily lives into accessible content and practical tools for the public.

Authors:
Dr Mamun Rashid*, Dr Fahad S Beyahi*, Dr Justin Thomas*,
Yasmin A Aljedawi*, Ziyad M Alghamdi, Madhawi A Alzamil*

Affiliations:
* SYNC Research Team, King Abdulaziz Center
for World Culture (ITHRA), Dhahran, Saudi Arabia

Correspondence: mdmamunur.rashid@garamco.com



BACKGROUND

Over three decades, the pivot from a physically connected society to a digital one has deeply affected mental well-being, which now increasingly relies on online activity without physical barriers. By examining 1,000 participants from each country with 122 individual questions, we have not only pinpointed the correlation of mental health with digital presence but also cross-referenced our index with other global indices. This summary underscores the critical findings, with a more extensive analysis available in our extensive dataset.

HIGHLIGHTS

Revolutionizing Interconnectivity:

The internet reshapes societal structures by spawning a comprehensive digital marketplace and facilitating countless virtual connections that eclipse traditional barriers of distance, hierarchy, and class.

Social Media's Double-Edged Sword:

Social platforms provide a platform for affirmation and community but simultaneously can induce psychological distress and affect individual self-esteem through their interactive mechanisms.

The Digital Dilemma:

The challenge of managing the 'stickiness quotient' of digital technologies, which have made disengaging from the online world increasingly difficult, indicating a shift where technology often controls the user instead of the other way around.

INDEPENDENT COMPONENT ANALYSIS

Generational Impact Analysis:

Examining the varying effects of online content across different age groups. The methodology assesses how exposure to harmful content impacts the behavior and mental health of demographics like Gen Z and Millennials, compared to older generations like Boomers.

Screen Time Regulation Study:

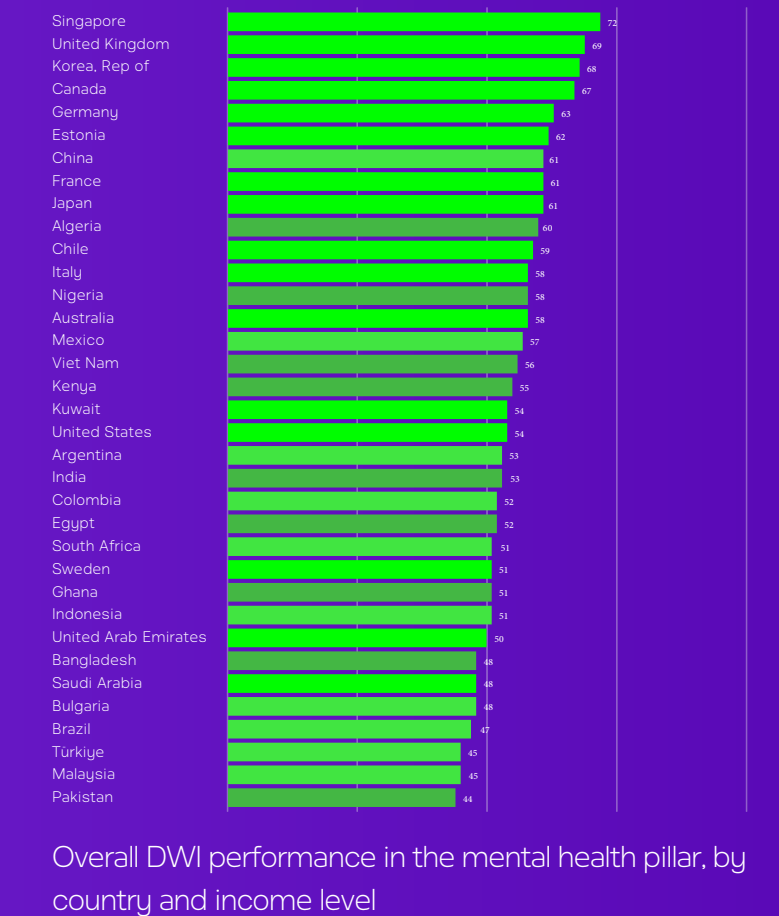
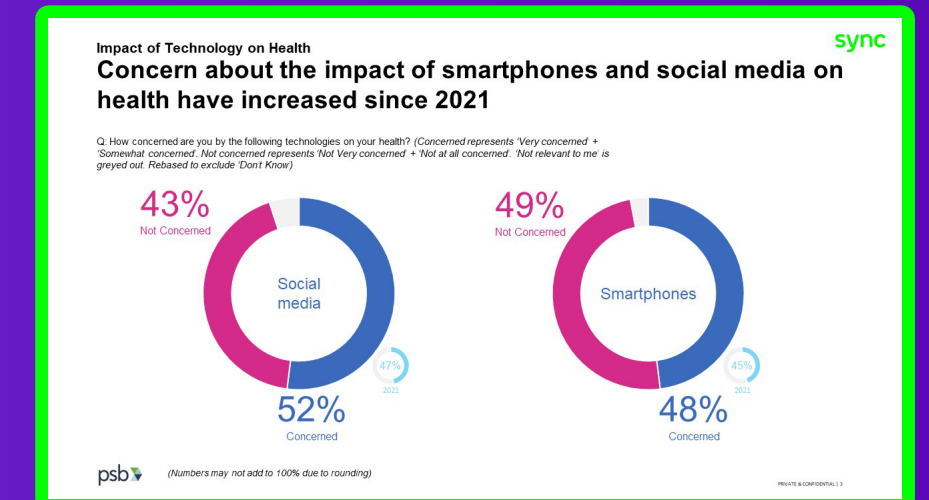
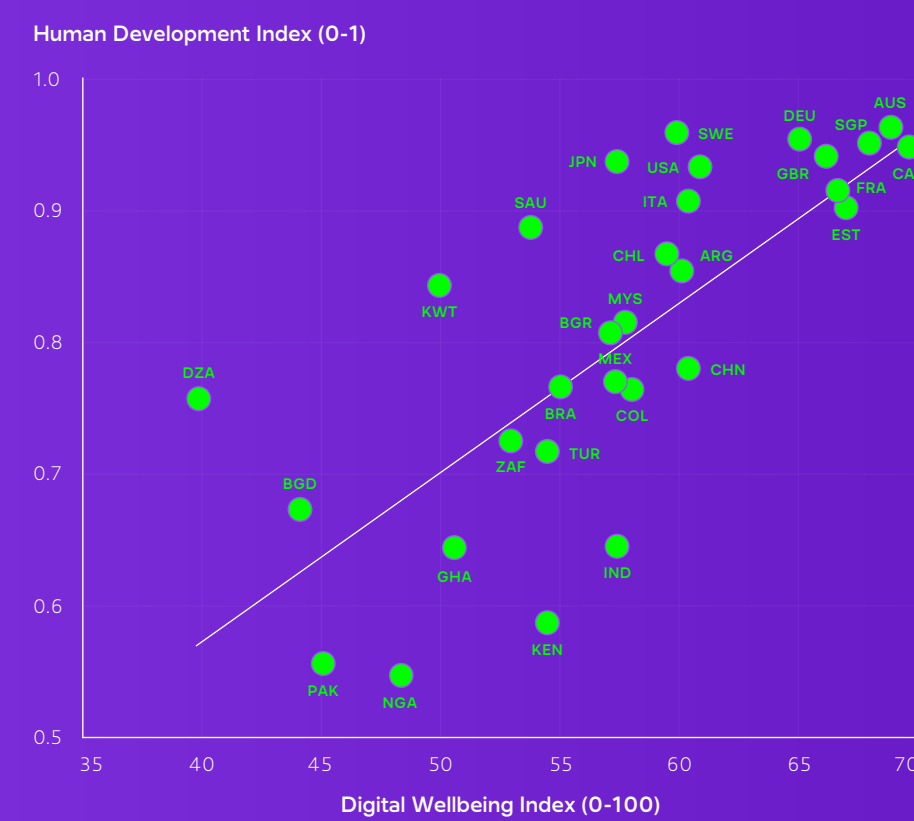
The willingness of individuals to regulate their screen time and digital engagement. It contrasts the behavioral trends between younger and older generations in terms of proactive measures taken to limit screen time and maintain a healthy online-offline balance.

Regulatory Framework Assessment:

The text suggests a methodology that reviews the impact of current digital regulatory measures and the public's demand for increased regulation. It considers the implications of these controls on overall digital usage and the exposure to upsetting online content, with a view to strengthen them to better protect users.

KEY MENTAL HEALTH CARE FINDINGS

- Only eight countries, mostly high income, have complete frameworks to support digital mental health.
- The United Kingdom, Singapore, and Canada have successfully integrated digital wellbeing into curricula.
- Eight countries, including Singapore can be a source of best practices for the world.
- Lower-middle-income countries performed better than high-income countries in terms of mental health impacts from digital technologies. States reported stronger emotional repercussions from extended digital technology use.
- Sweden, Germany, Italy, the United Kingdom, and France display the strongest repercussions from excessive online activity.
- Lower-middle-income countries reported lower impacts, due to gaps in connectivity, lower disposable incomes, and a lack of leisure time.



FRAMEWORK OF DIGITAL WELLBEING INDEX

RESEARCH METHODOLOGY

The 2023 Global Digital Wellbeing Survey, a cornerstone of Sync's initiative, has significantly broadened its reach, capturing the sentiments of 35,000 global internet users—a quantum leap from the past survey in 2021. Here's a snapshot of the survey, by the numbers:

- **35,000 respondents:**
A diverse cohort representing the global digital community.
- **35 nations participated:**
Expanding the survey's scope by five additional countries compared to the previous edition.
- **Adult perspectives:**
Every participant was over 18 years of age, offering insights across generations—Gen Z, Millennials, Gen X, and Older Adults.
- **25-day span:**
The survey collection phase, from July 26 to August 29, was a dedicated period for gathering comprehensive data.

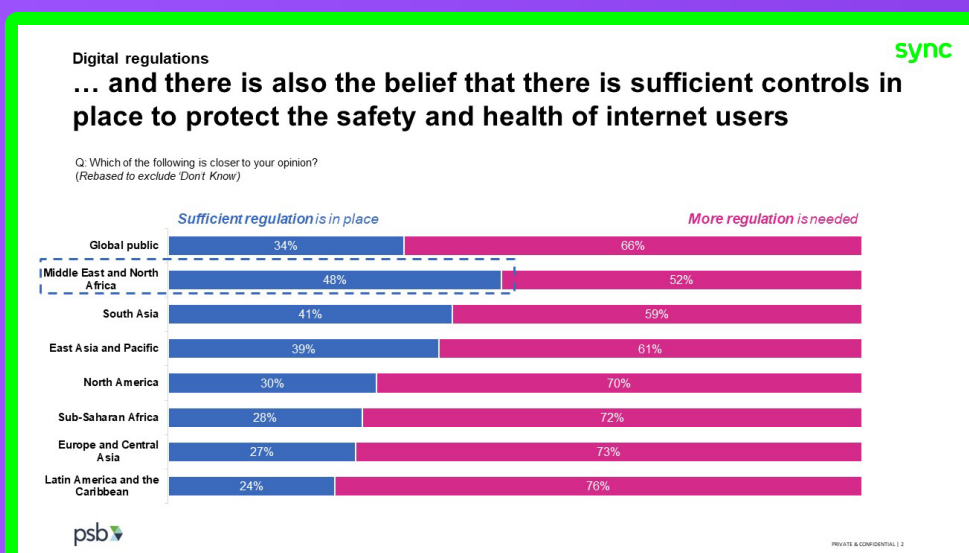
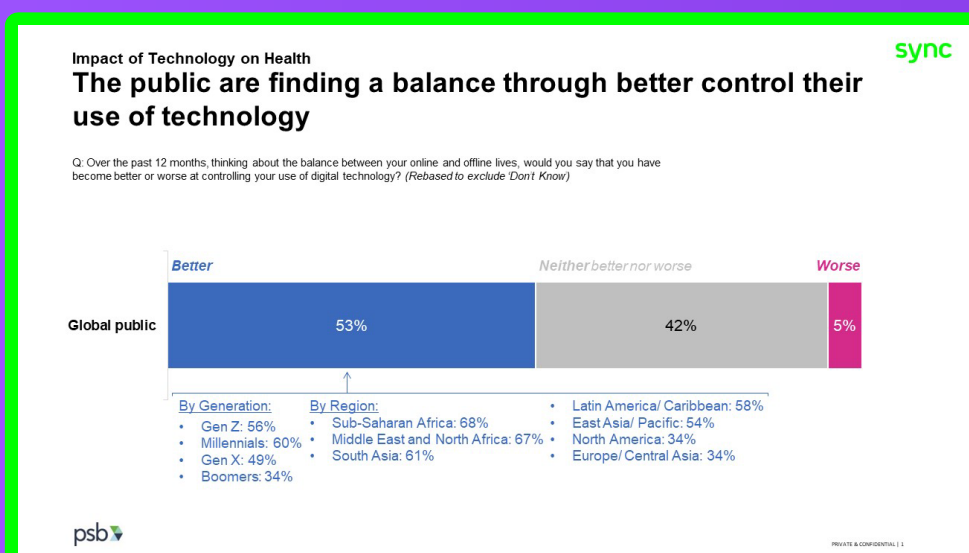
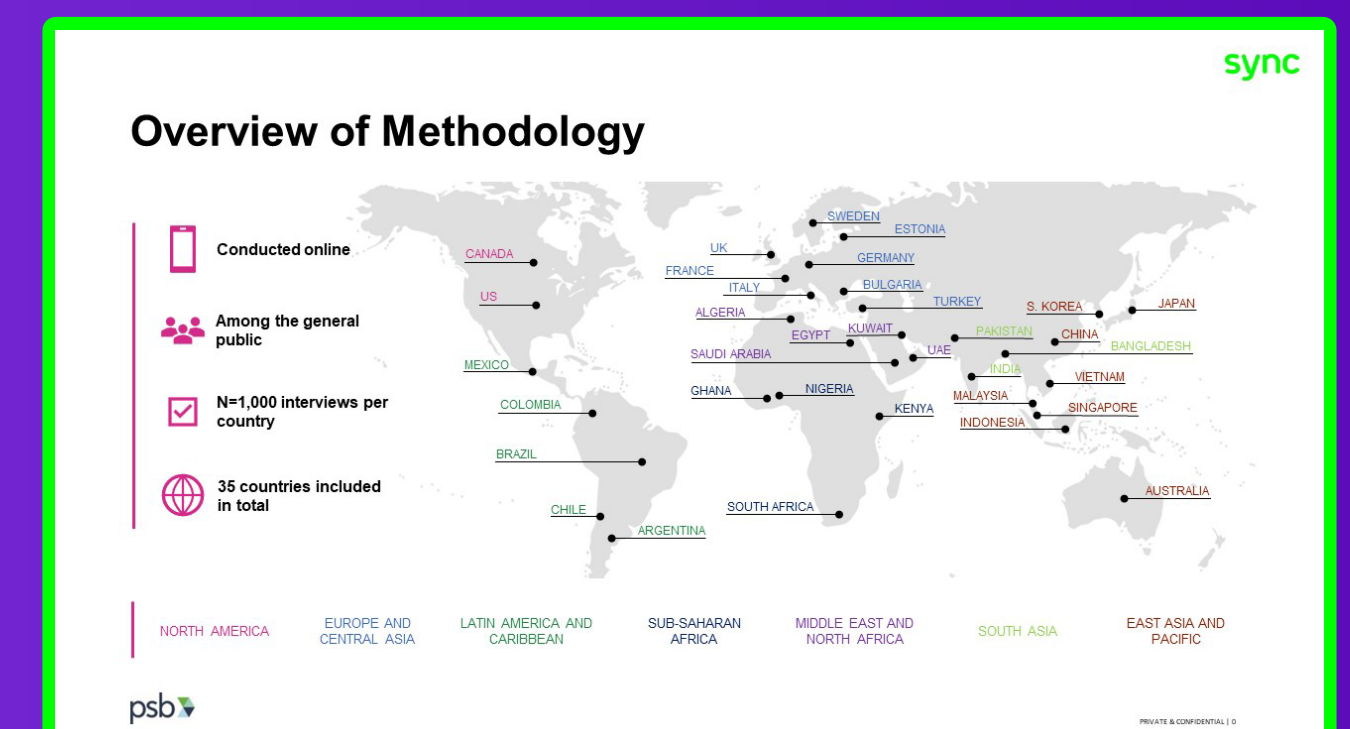
This expansive study not only reflects the current state of digital wellbeing across continents but also sets the stage for informed interventions that can foster a more mindful and balanced digital existence.

CONCLUSION

Following an extensive SYNC global survey on digital wellbeing, our findings reveal insights into the evolving relationship between technology use and life balance beyond boundaries. A significant 75.3 of respondents perceive improvement in their technology use over the past year, indicating a positive shift towards a more balanced integration of online and offline activities. This enhancement extends beyond mere efficiency or entertainment, as it is closely associated with mental health benefits such as reduced anxiety, improved stress management, and heightened feelings of connectivity in an increasingly isolated world. Conversely, 7.42 perceive their situation as unchanged, neither deteriorating nor improving. While this stability may seem positive, it suggests a potential complacency in addressing underlying issues exacerbated by digital overuse, including loneliness, depression, and anxiety. Only a slim 7.5 report a deterioration in their technology use, highlighting a minority facing significant challenges in maintaining digital well-being, which can adversely impact mental health. These results underscore the urgent need for interventions tailored to enhance digital literacy and promote a healthier, more mindful engagement with technology. They also emphasize the critical importance of promoting a balanced lifestyle in the digital age, where mental health is prioritized alongside physical well-being, ensuring a holistic approach to our digital existence.

DUAL-EDGE OF DIGITAL WELLBEING

Digital technology presents vast opportunities but also challenges for maintaining a healthy lifestyle. Urgent action is needed to address these challenges globally. Our research supports initiatives to protect against technology's negative impacts. Navigating the digital age demands ongoing efforts to promote digital wellbeing. To aid this mission, we introduce the Digital Wellbeing Index (DWI), a comprehensive study evaluating nations' efforts to balance technology's benefits with wellbeing. The DWI serves as a tool for countries to assess their policies, aiding decision-makers in crafting effective strategies. This report outlines the study, presents its findings, and offers policy recommendations.



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