



Bark's 2022 Annual Report on Children and Technology

Last year, Bark analyzed more than 4.5 billion messages across texts, email, and 30+ apps and social media platforms.* Here are some of the eye-opening stats we discovered.



Self-harm/suicide

35.7% of tweens and **64.3%** of teens were involved in a self-harm/suicidal situation.



Sexual content

62.4% of tweens and **82.2%** of teens encountered nudity or content of a sexual nature.



Anxiety

19.3% of tweens and **41.2%** of teens used language or were exposed to language about anxiety.



Drugs/alcohol

66.0% of tweens and **84.8%** of teens engaged in conversations surrounding drugs/alcohol.



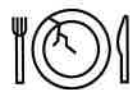
Bullying

71.2% of tweens and **83.3%** of teens experienced bullying as a bully, victim, or witness.



Depression

23.6% of tweens and **44.1%** of teens engaged in conversations about depression.



Disordered eating

4.4% of tweens and **15.1%** of teens engaged with or encountered content about disordered eating.



Predators

9.4% of tweens and **14.2%** of teens encountered predatory behaviors from someone online.



Violence

75.0% of tweens and **88.2%** of teens expressed or experienced violent subject matter/thoughts.

Visit bark.us/annual-report-2022 for more insights into what it's like to grow up on the internet today.

**These findings exclude school-based accounts.*

Childhood 2.0: A Free, Must-Watch Documentary for Families



Scan to watch the trailer →

Featuring actual parents and kids as well as industry-leading experts in child safety and development, this documentary dives into the real-life issues facing kids today — including cyberbullying, online predators, suicidal ideation, and more.



What people are saying



“Awesome documentary. I am definitely going to introduce this documentary with my teenager. This was very informative, thought provoking and providing a mind set change of social media. Great work! I am encouraged and hopeful that as a parent to make significant changes in my home when it comes to the Internet.”

Available on:



Family Tech Contract



I will:

- Immediately answer a call or text from my mom, dad, or other family member.
- Ask my parents before I download any apps on my phone.
- Ask my parents before sharing any photos online.
- Tell an adult if anything online makes me nervous or afraid.
- Leave my phone in the kitchen to charge at night.
- _____
- _____
- _____

I understand that:

- My parents can take my phone away from me at any time.
- Having a phone is a responsibility that I will take seriously.
- _____
- _____

I will not:

- Add, text, or interact with anyone online that I do not know.
- Be mean, spread rumors, or make fun of people online.
- Make fake profiles or pretend to be someone else on the internet.
- Use my phone during school unless there is an emergency.
- Use my phone (calls, text, or social) while I am driving.
- Share my address, phone number, or other personal information online.
- _____
- _____
- _____

.....
Child Signature

.....
Parent Signature



Sign up at bark.us today.





Teen **Emoji Slang:** A Guide for Parents

We've translated some of the most common emojis kids use so you can understand what they're actually saying.



Butt



Feeling frisky or naughty



"Dump truck," which refers to a large and/or shapely bottom



"Dead," used when something is really funny or embarrassing



Symbolizes a lie, which could also be called a "cap"



Marijuana/weed



A plug, i.e., a drug dealer/ someone who has the hook-up



Represents nudes, often called "noods"



Gassed, i.e., intoxicated; also means high-quality weed



Desiring someone sexually (often in response to nudes)



Sign up at bark.us today.

Bark's advanced technology keeps up with the evolution of teen slang and alerts you if there's a potential issue.





Online Safety Starts with Bark

Our parental controls give you peace of mind that you're helping to keep your kid safe online and in real life with Bark.



The Bark Phone

Designed with feedback from parents, the Bark Phone is the best option for a kid's phone — hands down.

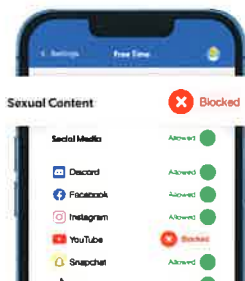
- Tamper-proof parental controls
- Texts can't be deleted
- Bark Premium comes built in
- App download & contact approval
- GPS-powered location tracking



Bark Premium

Our all-in-one app is the gold standard when it comes to digital safety.

- Monitor texts and social media
- Get alerts for sexual content, depression & more
- Block harmful websites and apps
- Create custom screen time schedules
- Track location with alerts and check-ins



Bark Jr

Perfect for younger kids, Bark Jr lets you manage your child's device and set healthy boundaries.

- Block harmful websites and apps
- Create custom screen time schedules
- Track location with alerts and check-ins



Bark Home

Bring screen time controls and web blocking to all of the internet-connected devices in your house with Bark Home.

- Block websites and apps
- Manage screen time on gaming consoles, TVs, and more
- Turn off the internet to online games when needed



Visit bark.us to learn more about all of our online safety tools. You can even try Bark Premium free for a week.



The Best Phone for Kids – Powered by Bark

The Bark Phone combines our award-winning monitoring service with easy-to-manage parental controls so guardians can get peace of mind.



With the Bark Phone, Parents Can:



Monitor texts, apps, social media, and web searches



Rest assured their kid can't delete texts



Approve app downloads and set app time limits



Block websites and apps



Manage calls and contacts



Track location for peace of mind

Pricing & Details

The Bark Phone is a Samsung A13 and comes with:

USB-C charging cord | Protective case | Unlimited talk and text
Bark Premium subscription for the entire family | Free shipping

Starting at **\$49/month**

Visit bark.us/bark-phone to learn more.

Email help@bark.us if you have any questions. Our friendly support team is standing by!

