TRUST IN TECHNOLOGY

The Trust 10

01 Technology is seen as the most trusted sector

Today, with 76% trust, technology is the most trusted sector, having risen 4 points between January and October 2022.

02 Social media drives trust down in technology

Ninety-one percent of respondents include social media and/or digital applications in their definition of tech companies. When global respondents associate social media as a tech company, they are roughly 4% less likely to trust the tech sector. In developed markets, respondents who associate tech with social are nearly 10% less likely to trust the sector.

03 Where trust is lower, so is adoption

In developed markets, where trust in the tech sector is lower, only 10% of respondents say they are among the first to adopt new technologies. In contrast, in developing markets, where trust is higher, 33% characterize themselves as first adopters.

04 Concerns over foreign governments limit trust in foreign tech

Geopolitics is a major consideration in whether people trust tech companies or not. When asked why respondents distrust foreign-headquartered tech companies, people most commonly cited distrust in the local governments and data protection laws.

05 Majority are fearful over security, misinformation and job loss

On average, 73% of global respondents worry about their data privacy; 71%, on average, worry about cybersecurity; 65% worry tech will make it impossible to know if what people are seeing or hearing is real; and 60% think that the use of technology to replace human workers will increase income inequality.

06 Among these fears, neither government nor tech platforms are trusted as watchdogs

Fifty-six percent agree government regulators do not have adequate understanding of emerging technologies to effectively regulate them. Moreover, an average of 53% do not trust platforms to regulate their online content themselves.

07 Tech companies must re-train workers

Sixty-eight percent of respondents agree tech companies should be required to contribute resources to the reskilling of workers who have been displaced by their technologies.

08 Tech CEOs must show empathy and leadership on societal issues

In developed markets, only 44% think tech companies are led by people who genuinely care about the welfare of society, and only 27% think tech CEOs are doing well on using their power to benefit society.

09 Communication on the positives and negatives of tech is critical to earning trust

In order to increase trust in new technologies, 41% of respondents say tech companies must communicate their benefits and 38% say tech companies must communicate their downsides.

10 What’s at stake: a better future

The majority are convinced technological innovations can solve urgent societal challenges, a view held by a majority of respondents in both developing and developed markets.

Edelman Trust Barometer 2022

To learn more about the Edelman Trust Barometer, visit www.edelman.com/trust #TrustBarometer

All data is based on general population sample unless otherwise noted.