2024 Edelman Trust Barometer

Supplemental Report: Insights for the Tech Sector

TOP FINDINGS

01 High trust in the tech sector does not translate to trust in AI

There is a 26-point gap between trust in the technology industry (76 percent) and trust in AI (50 percent).

02 Technology continues to lose its trust lead among industries

Eight years ago, technology was the leading industry in terms of trust in 90 percent of the countries tracked. Now it is most trusted in only half.

03 Tech trust remains strong in developing markets, wanes in developed

There is a deterioration of trust in the tech industry among the U.S. and UK over the past five years, from around 70 percent trust to about 60 percent. Resistance to AI is nearly 20 points higher in developed vs. developing markets.

04 Right and left both reject AI

AI resistance is equally strong across both left- and right-leaning respondents in most countries. In the U.S., 58 percent of Republicans reject AI versus 15 percent accept it, while 45 percent of Democrats reject AI and 25 percent accept it.

05 Trust in AI companies is declining

Globally, trust has declined in AI companies over the past five years from 61 percent to 53 percent. In the U.S., there has been a 15-point drop from 50 percent to 35 percent. Trust in AI is declining faster than trust in tech overall.

06 Job loss not a main driver of resistance to AI

Among those who feel less than enthusiastic about the growing use of AI, only 22 percent of global respondents cite AI's impact on job security as a reason. The key concerns are privacy (39 percent), potential devaluation of what it means to be human (36 percent), and possible harm to people (35 percent).

07 Path to acceptance is explaining the benefits for citizens and for society

Respondents who are less than enthusiastic about the growing use of AI say they would feel better about it if they understood the technology better, they were sure that business would thoroughly test AI, and they knew that those adversely affected would be considered.

08 High trust, high expectations from tech employees

Seventy-eight percent of tech employees trust their employer with the introduction of innovations into society. They also expect their CEO to speak publicly about societal and ethical issues.

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