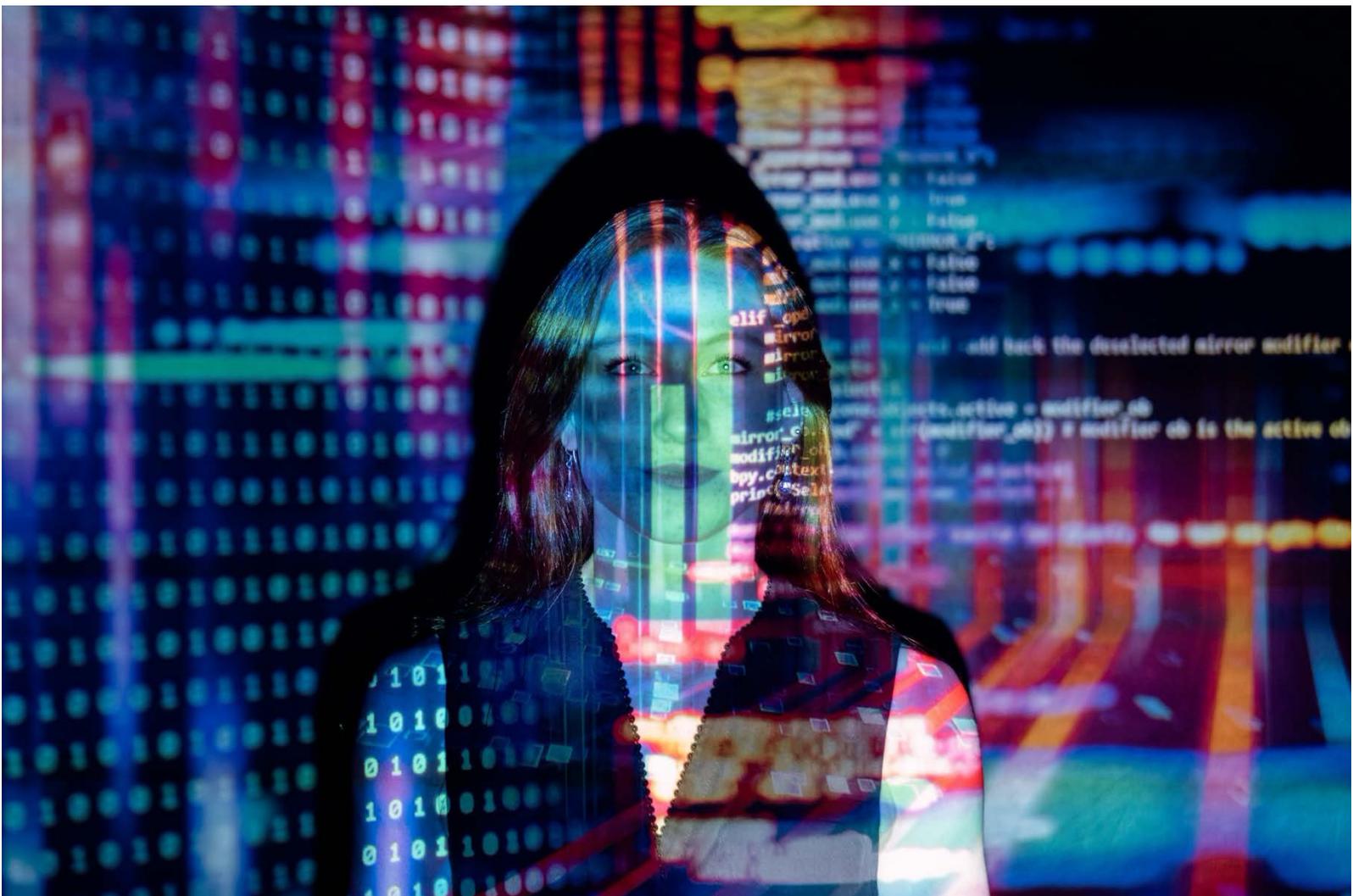


TRUST IN TECHNOLOGY

Six Nations Report 2021



TOROA Centre for Communication Research
Auckland University of Technology
Aotearoa New Zealand

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Introduction

This multinational report presents trust ratings from six nations across a broad range of newer technologies from common news media and everyday digital communication platforms to yet speculative ‘new science’ technologies. Interest in the trust behaviours in today’s digital marketplaces – of consumers, employees and corporate decision-makers – grew notably over the past decade. The understanding of how stakeholders feel and think about digital opportunities and challenges has come to serve, at least to some degree, as a gauge for evaluating high-stakes prospects, informing decision-making, and appraising pending investment decisions. Increased technological availability, the intersections of hard news and user-generated content, digitalisation pressures on enterprises, and the ever so often flamboyant promises of innovative technologies, have all contributed to a volatile digital lifeworld that lacks cohesion, certainty and confidence. While consumers’ trust in news media, the trades’ reliance on Industry 4.0 technologies, business leaders’ digital confidence, and risk managers’ review of big tech developments have been surveyed in some context or the other (e.g., *CIGI-Ipsos Internet Security and Trust 2019*; *Edelman Trust Barometer 2021*; *PwC Digital Trust Insights 2018*; *Reuters Digital News Report 2021*; *Trust in news in Aotearoa New Zealand 2021*), there is yet little appreciation of the comparative sentiments towards emergent or less visible technologies, as they develop in the areas of deep data networking, advanced medicine, neopharma, nanotechnology and human augmentation.

The purpose of the TRUST IN TECHNOLOGY survey was to obtain contextual trust ratings across multiple markets, economic sectors and technological fields. The wide-ranging data from the survey invited comparison between technological applications, purposes, promises and perceived impacts, and more closely observed trust relationships that evidently shift with the relative proximity to a device, the familiarity with an application, the socioeconomic aspiration attached to technological progress, and the cultural-ideological environment in which a technology is encountered.

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Data Fielding

Survey polling was conducted through Lucid Australia (acquired by [Clint](#) in January 2022).

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Authorship

AUTHOR



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AD Narayan is a practice-based researcher at the TOROA Centre of Communication Research with an interest in digital communication technologies and emergent extended reality applications.

Data

The data for this research was collected during a one-week period in August 2021. Six nations were fielded: New Zealand, Australia, United Kingdom, United States, India and China with samples drawn from the general Internet population (age 18 to 65) of the respective nation. Fielding was executed by Lucid Australia (now [Clint](#)), a survey-based marketplace researcher. The findings in this report draw on over 181,500 data points resulting from responses by 3,362 unique participants, equalling 560 individual participants from each nation.

The survey listed 11 distinct technological categories with an overall of 54 specific technologies (see figure 1), ranging from everyday digital media and devices to new science applications. Respondents rated their trust in each of the 54 technologies on a seven-point scale between 1 = no trust at all to 7 = total trust.



Figure 1: 54 distinct technologies across 11 categories were polled in the TRUST IN TECHNOLOGY survey.

TRUST IN TECHNOLOGIES

COMMUNICATION PLATFORMS AND DEVICES: Internet, Email, Social Media, Smart Phones

NEWS MEDIA AND ADVERTISING: Print News, Online News, News on Radio, News on TV, News on Social Media, Online Advertising, Advertising on Radio or TV

LOCATION SERVICES AND DATA NETWORKS: GPS, GeoIP, Cloud Computing, 5G, Big Data, Analytics

CYBERSECURITY: Data Privacy, Information Verification, Identity Protection, Blockchain, Cryptocurrency

DIGITAL IMAGING TECHNOLOGIES: Digital Photography, Image Editing, Medical Imaging, Scientific Visualisation

SYNTHETIC REALITY TECHNOLOGIES: Virtual Reality (VR), Augmented Reality (AR), Extended Reality (XR)

AUTOMATION, MACHINE LEARNING AND ADVANCED MANUFACTURE: Artificial Intelligence (AI), Robotics, Autonomous Driving, 3D Printing, 3D Bio-Printing, Nanotechnology

ADVANCED MEDICAL TECHNOLOGIES: Smart Vaccines, Artificial Organs, Prosthetics, Immunotherapy, Telesurgery, Stem Cell Therapy

ENHANCEMENT TECHNOLOGIES: Cosmetic Surgery, Human Enhancement Technology (HET), Cognitive Augmentation

NEOPHARMA AND BIOTECHNOLOGY: Smart Drug Engineering, Biotech for Crop Resistance, Synthetic Food Production, Biotechnology for Medical Diagnostics, Biotechnology in Medical Therapy (Treatment)

GENETIC TECHNOLOGIES: Genetic Testing, Gene Therapy, Genetic Engineering, Gene Editing

Key Findings

TECHNOLOGIES

- On the whole, trust in technologies across the scope of the survey was moderately positive (̄ 52%)*.
- Medical technologies were overall the most trusted technology cluster across all participating nations.
- Vaccines, prosthetics and medical imaging came out on top as the most highly trusted specific technologies.
- Advertising, news (especially digital news), human enhancement and cybersecurity were low-trust technological areas.
- Online advertising was rated the absolute lowest in trust across all 54 technologies, followed by news on social media and autonomous driving.

NATIONAL TRUST PROFILES

- India and China were overall more trusting than the other nations in the survey.
- India produced the largest number of very high (scale 7) trust ratings across all technologies.
- New Zealand and the United States were generally the least trusting.
- The United States produced the largest number of distrust ratings (scale 1) but New Zealand’s overall trust standing was lowest overall.
- While New Zealand and Australia indicated a relative ambivalence about many technologies with a comparatively large proportion of ‘neutral’ ratings, the United States appeared much more polarised with a relatively large share of very high (scale 7) and very low (scale 1) trust ratings.

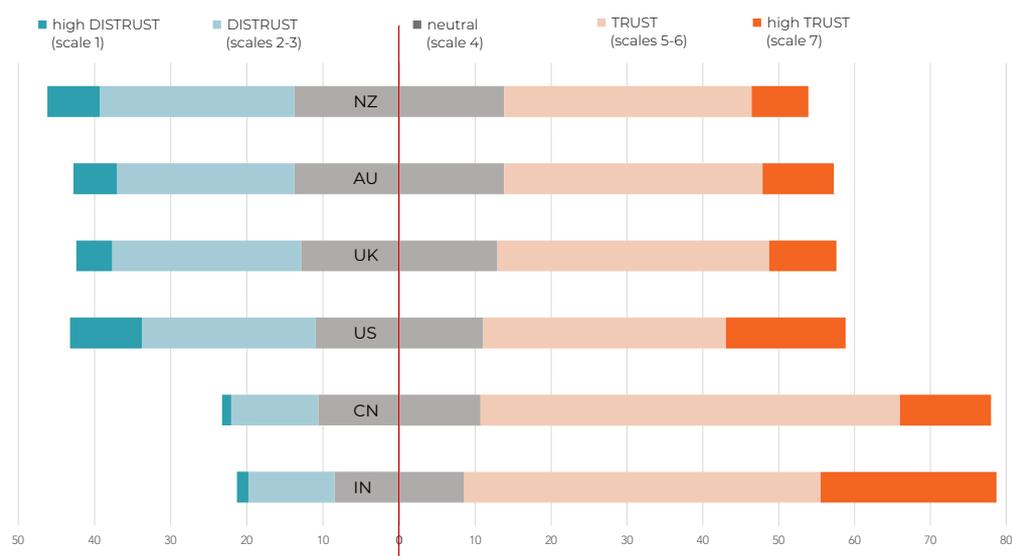


Figure 2: Comparative trust profiles of participating nations.

* Calculated total average of trust values 4-7 offset by distrust values 1-3 across all technologies and nations.

Detailed Findings

TOP FIVE TECHNOLOGIES

The top five list presents the technologies that accumulated the highest trust scores per nation. Eleven technologies appeared in the collectively 30 possible positions (five selections for each of the six nations). Prosthetics, Medical Imaging and Vaccines were the forerunners as high-trust technologies, followed by Smart Phones and Remedial Biotechnology.

	1	2	3	4	5
NZ	Prosthetics	TV News	Vaccines	Medical Imaging	Email
AU	Medical Imaging	Vaccines	Biotech in Medical Therapy	Stem Cell Therapy	3D Printing
UK	Prosthetics	Smart Phones	Vaccines	Stem Cell Therapy	Email
US	Prosthetics	Smart Phones	Medical Imaging	Digital Photography	3D Printing
CN	Medical Imaging	Biotech in Medical Therapy	Vaccines	TV News	Digital Photography
IN	Vaccines	Smart Phones	Biotech in Medical Therapy	Scientific Visualisation	Internet

Figure 3: The five most trusted technologies per participating nation.

Weighted rank positions across the top five technologies (rank 1 x5, rank 2 x4, ... rank 5 x1) shift Vaccines to the highest position, followed by Prosthetics and Medical Imaging at an equal score in position two. Biotechnologies for therapeutic medical application (inclusive of Stem Cell Therapy) appear in the third position. Trust in Smart Phones moves to place four.

HIGH TRUST TECHNOLOGIES	top 5 position	1	2	3	4	5	score	weighted rank
	multiplier	5	4	3	2	1		
Vaccines	occurrence	1	1	3	-	-	18	1
	weighted	5	4	9	-	-		
Prosthetics	occurrence	3	-	-	-	-	15	2
	weighted	15	-	-	-	-		
Medical Imaging	occurrence	2	-	1	1	-	15	2
	weighted	10	-	3	2	-		
Remedial Biotechnology	occurrence	-	1	2	2	-	14	3
	weighted	-	4	6	4	-		
Smart Phones	occurrence	-	3	-	-	-	12	4
	weighted	-	12	-	-	-		
TV News	occurrence	-	1	-	1	-	6	5
	weighted	-	4	-	2	-		
Digital Photography	occurrence	-	-	-	1	1	3	6
	weighted	-	-	-	2	1		
Email	occurrence	-	-	-	-	2	2	7
	weighted	-	-	-	-	2		
3D Printing	occurrence	-	-	-	-	2	2	7
	weighted	-	-	-	-	2		
Scientific Visualisation	occurrence	-	-	-	1	-	2	7
	weighted	-	-	-	2	-		
Internet	occurrence	-	-	-	-	1	1	8
	weighted	-	-	-	-	1		

Figure 4: Weighted scores and ranking of the top five technologies across all six nations.

BOTTOM FIVE TECHNOLOGIES

As with the more highly trusted technologies, the five least trusted technologies formed a fairly reliable pattern. Also here, 11 technologies made it into 30 possible selections across the six nations. **Online Advertising** emerged as the absolutely least trusted area in five of the six polling nations. Advertising and news generally ranked low across all media and technologies in this survey.

5 LEAST TRUSTED					
	1	2	3	4	5
NZ	Online Advertising	Autonomous Driving	News on Social Media	Social Media Platforms	Advertising on Radio/TV
AU	Online Advertising	Autonomous Driving	News on Social Media	Advertising on Radio/TV	Cryptocurrency
UK	News on Social Media	Autonomous Driving	Online Advertising	Online News	Advertising on Radio/TV
US	Online Advertising	Autonomous Driving	News on Social Media	Advertising on Radio/TV	Smart Drug Engineering
CN	Online Advertising	Cryptocurrency	Cosmetic Surgery	Gene Editing	Autonomous Driving
IN	Online Advertising	News on Social Media	Advertising on Radio/TV	GeolP	Cosmetic Surgery

Figure 5: The five most trusted technologies per participating nation.

Weighted ranking of the least trusted technologies clearly confirms **Online Advertising** as the least trusted technology. While the top five rankings in higher trusted technology areas are fairly close in point count (table 1), there is a notable point gap in the score between the least trusted **Online Advertising** in position one and the following positions. **News on Social Media** and **Autonomous Driving** are the two runners-up of least trusted technologies. **Online News**, although appearing on the bottom five lists, received a much more favourable trust rating than **News on Social Media**, notwithstanding regular overlaps between the two news platforms.

LOW TRUST TECHNOLOGIES	top 5 position	1	2	3	4	5	score	weighted rank	
	multiplier	5	4	3	2	1			
Online Advertising	occurrence	5	-	1	-	-	28	1	
	weighted	25	-	3	-	-			
News on Social Media	occurrence	1	1	3	-	-	18	2	
	weighted	5	4	9	-	-			
Autonomous Driving	occurrence	-	4	-	-	1	17	3	
	weighted	-	16	-	-	1			
Advertising on Radio or TV	occurrence	-	-	1	2	2	9	4	
	weighted	-	-	3	4	2			
Cryptocurrency	occurrence	-	1	-	-	1	5	5	
	weighted	-	4	-	-	1			
Cosmetic Surgery	occurrence	-	-	1	-	1	4	6	
	weighted	-	-	3	-	1			
Online News	occurrence	-	-	-	1	-	2	7	
	weighted	-	-	-	2	-			
Social Media Platforms	occurrence	-	-	-	1	-	2		
	weighted	-	-	-	2	-			
Gene Editing	occurrence	-	-	-	1	-	2		
	weighted	-	-	-	2	-			
GeolP	occurrence	-	-	-	1	-	2		
	weighted	-	-	-	2	-			
Smart Drug Engineering	occurrence	-	-	-	-	1	1		8
	weighted	-	-	-	-	1			

Figure 6: Weighted scores and ranking of the bottom five technologies across all six nations.

COMPARATIVE TRUST INDEX

PARTICIPATING NATION	TRUST	DISTRUST
New Zealand	36.5	28.8
Australia	39.9	25.5
United Kingdom	39.4	26.1
United States	45.5	29.8 ↓
India	69.5 ↑	12.8
China	67.7	11.3

Figure 7: Trust and distrust indices for all six nations (highest trust and highest distrust in bold).

The averages of trust and distrust ratings per nation provide insights into the trends of nation-specific trust attitudes. New Zealand was the least trusting nation overall (lowest trust and high distrust ratings), whereas India emerged as the most trustful nation (high trust and low distrust), closely followed by China. China expressed the least severe distrust levels overall. The United States, although third in positive trust attitude, nevertheless produced the highest distrust index. This implies that the US trust attitude is significantly polarised with the majority of people either trusting well or very little.

There was a clearly visible trust gap between the less trustful advanced economies and the more trusting developing and/or high-population nations, which was also observed in the *2021 Edelman Trust Barometer: Trust in Technology* report (Edelman, 2021a, 2021b).

TRUST PATTERNS ACROSS SIX NATIONS

National comparisons for all technologies demonstrated clear trust patterns for each technology group and nation. India and China stood out as overall highly trusting across all technology categories. India was particularly trustful of everyday communication platforms and devices (mean trust score of 77.1%). China showed comparatively high trust in the news media – especially TV news (81.2%), in location services and data networks, and topped the trust ratings for several biotechnological applications.

Low trust in the news is apparent across the advanced nations. The UK generally distrusted news media, while for New Zealanders, institutional news (Print, Radio, TV) was yet more trusted (mean trust score of 59.5%) than online or Social Media news (mean trust score of 31.8%). New Zealand in general trusted Social Media platforms relatively little (29%). Advertising received notably low trust approvals across almost all platforms and nations, indicating a severe trust crisis for the advertising industry.

Everyday Communication Platforms and Devices

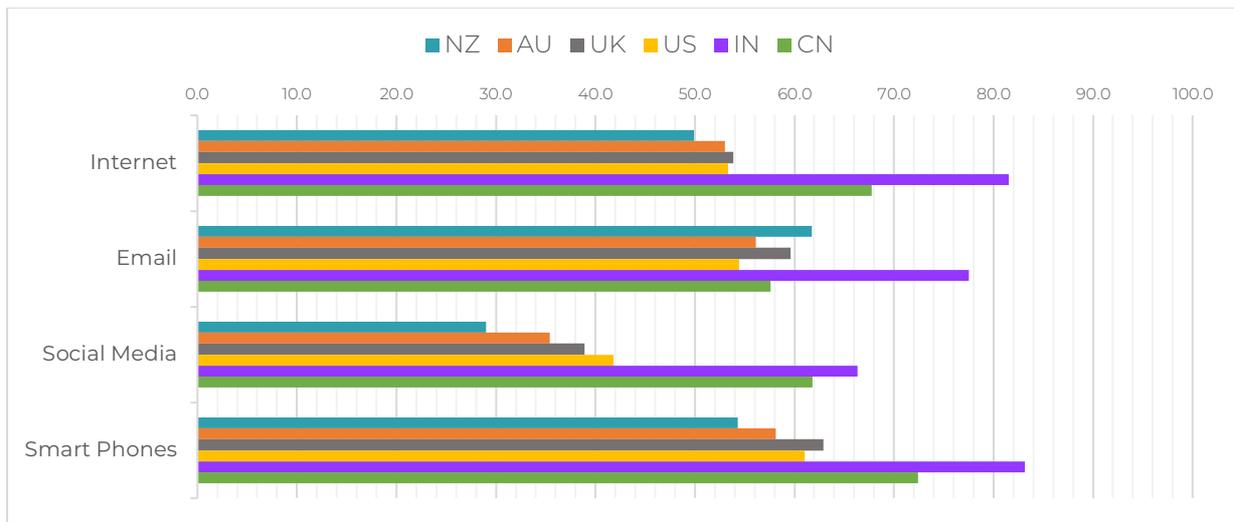


Figure 8: National comparison of trust in communication platforms.

News and Advertising Media

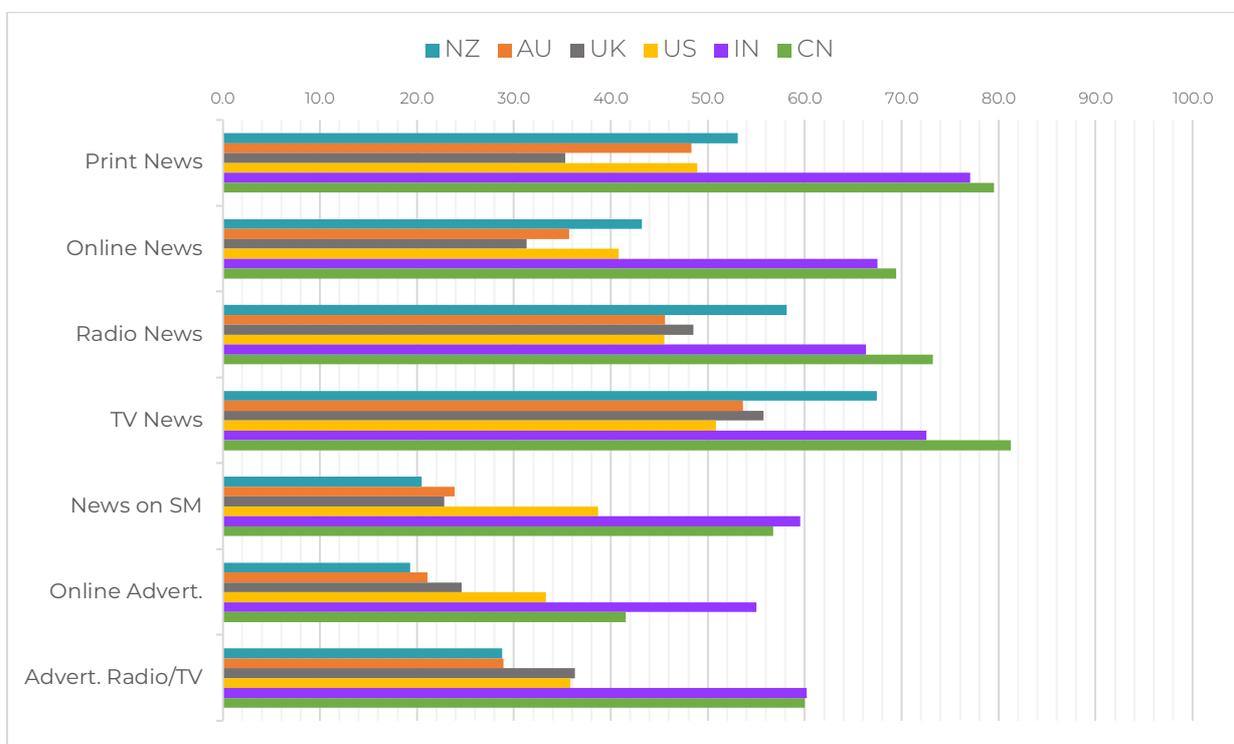


Figure 9: National comparison of trust in news and advertising.

Location Services and Data Networks

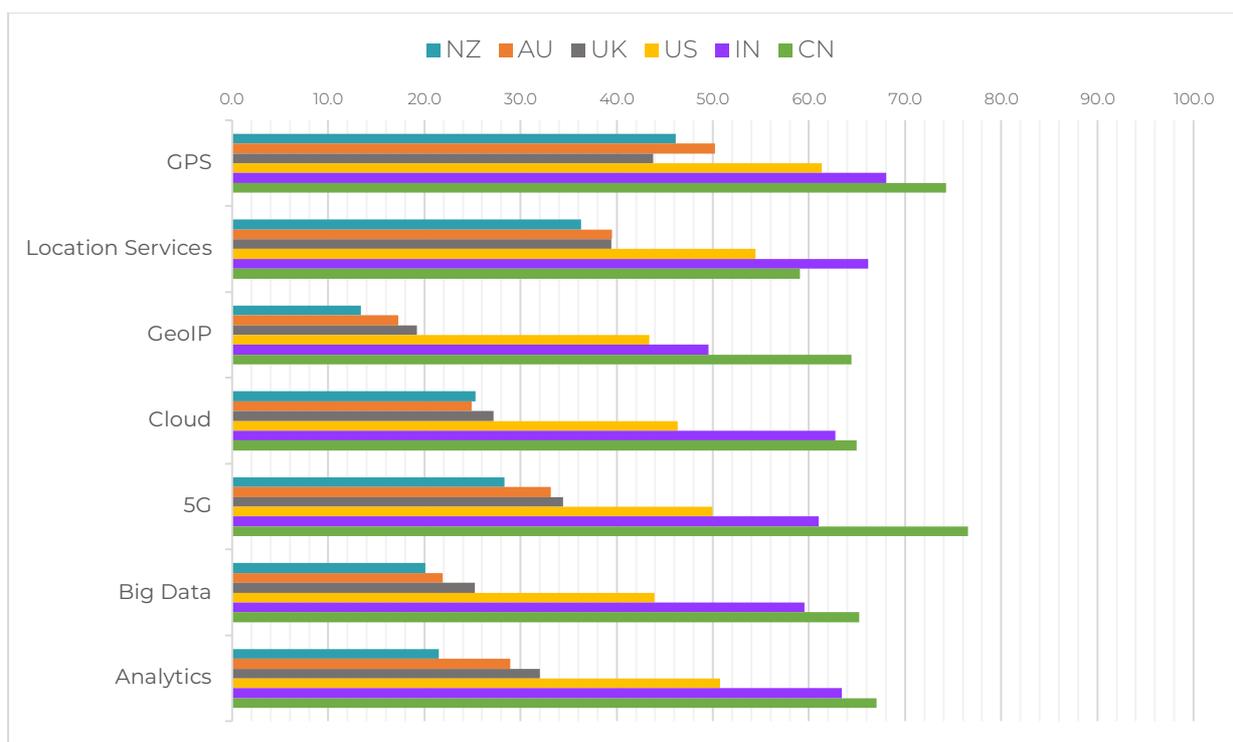


Figure 10: National comparison of trust in location services and data networks.

Cybersecurity Technologies

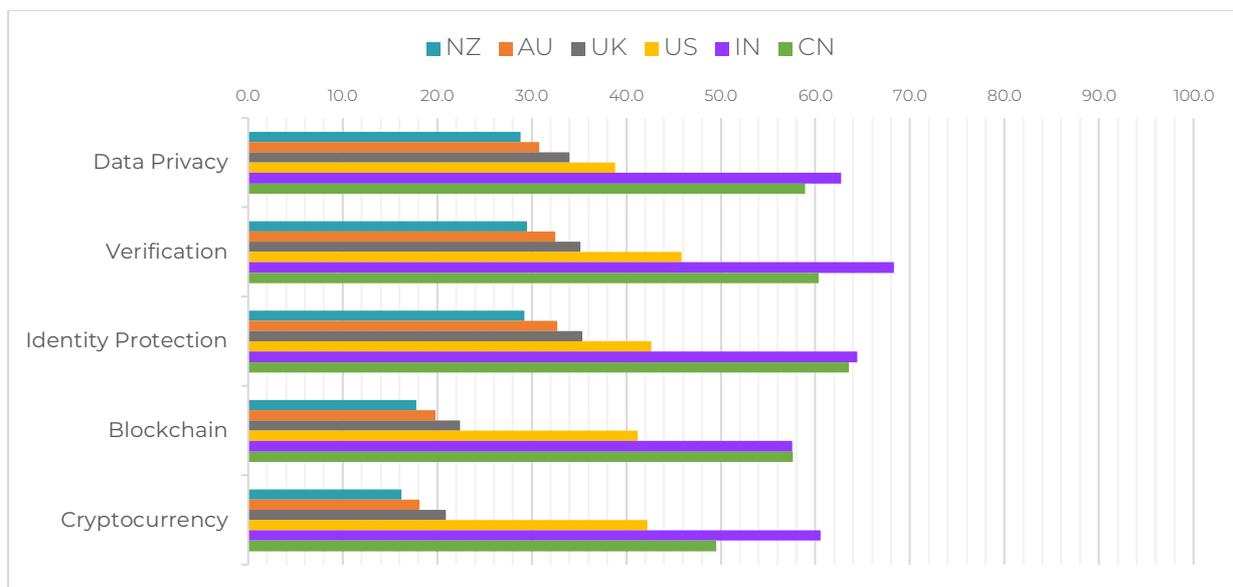


Figure 11: National comparison of trust in cybersecurity.

Digital Imaging Technologies

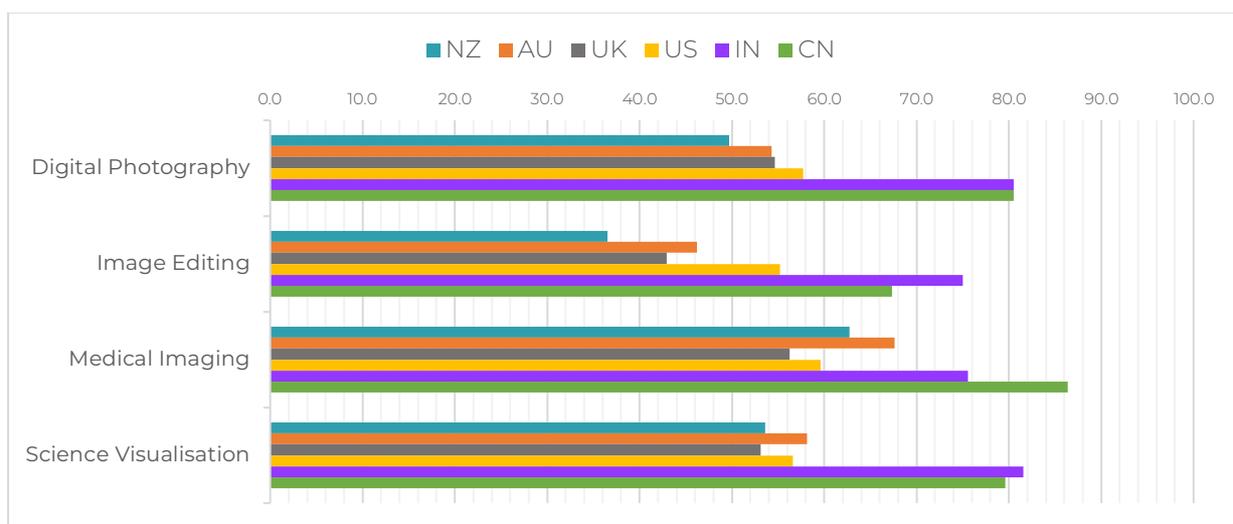


Figure 12: National comparison of trust in digital imaging.

Synthetic Reality Technologies

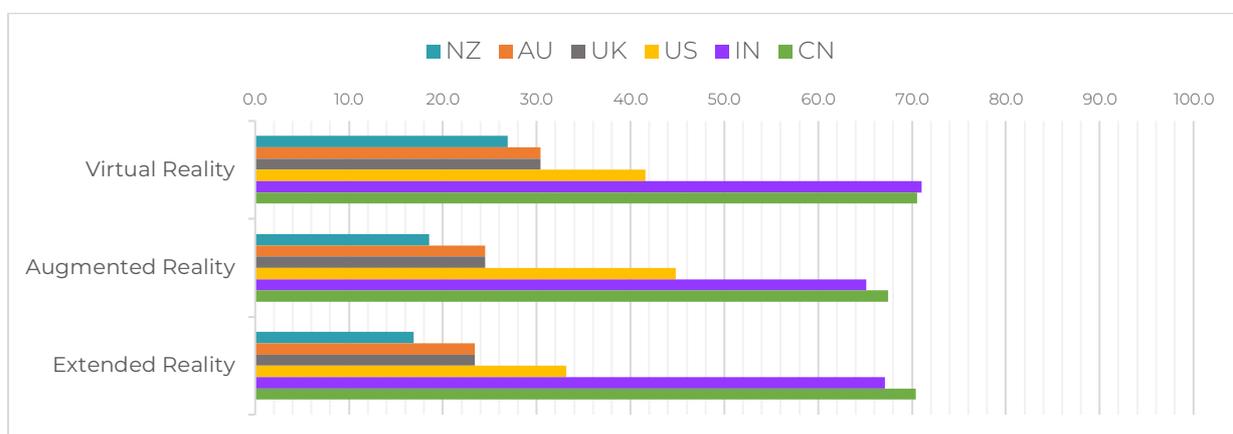


Figure 13: National comparison of trust in synthetic realities.

Machine Learning and Advanced Manufacture

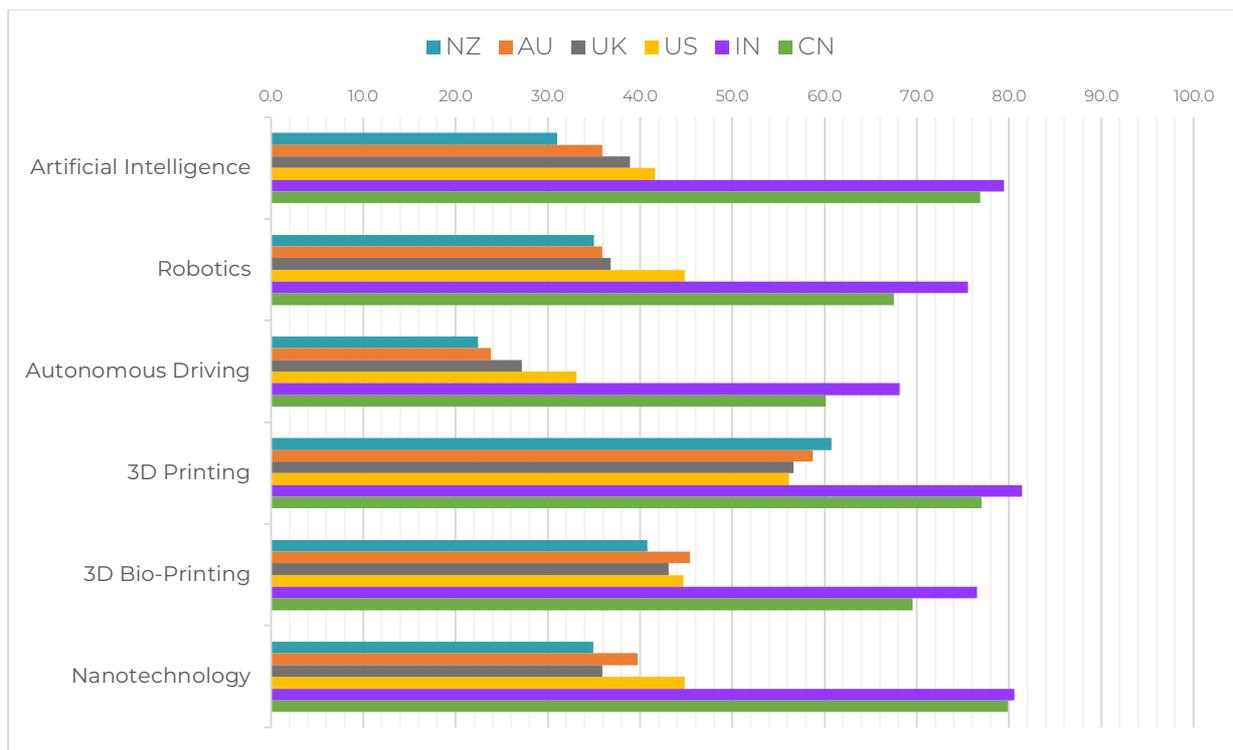


Figure 14: National comparison of trust in machine learning and advanced manufacturing technologies.

Advanced Medical Technologies

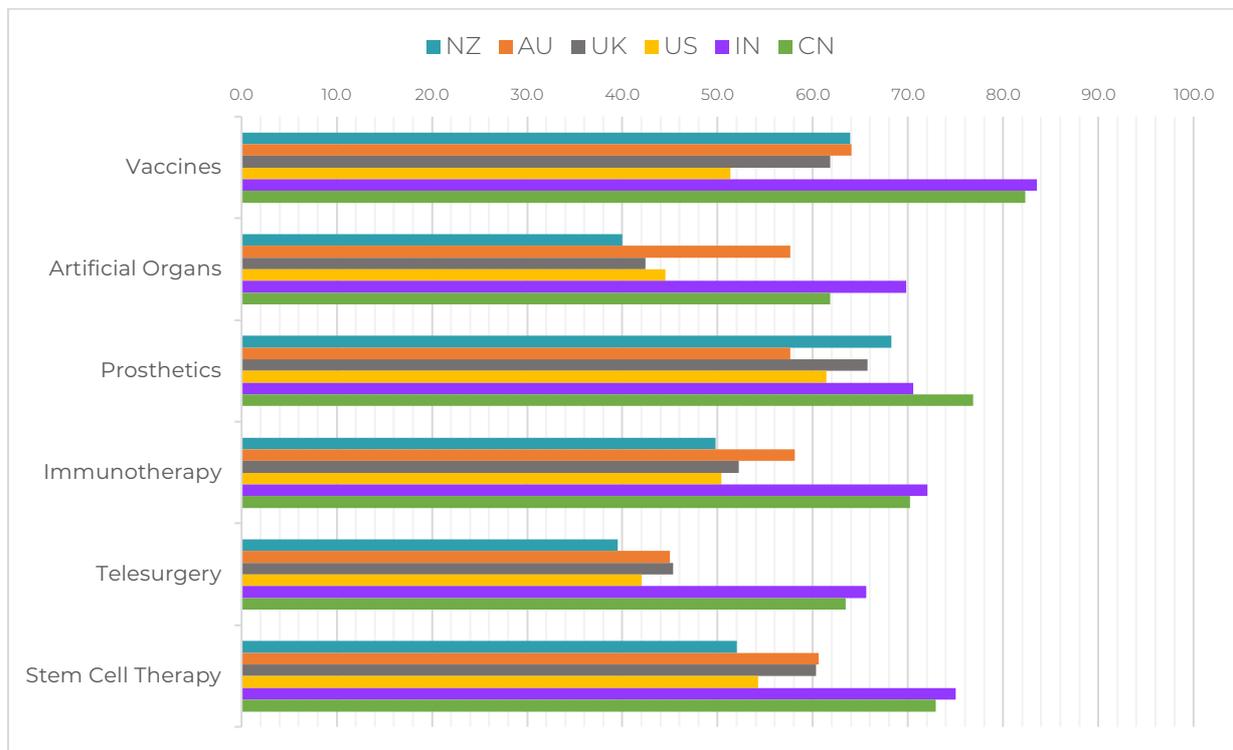


Figure 15: National comparison of trust in advanced medical technologies.

Enhancement Technologies

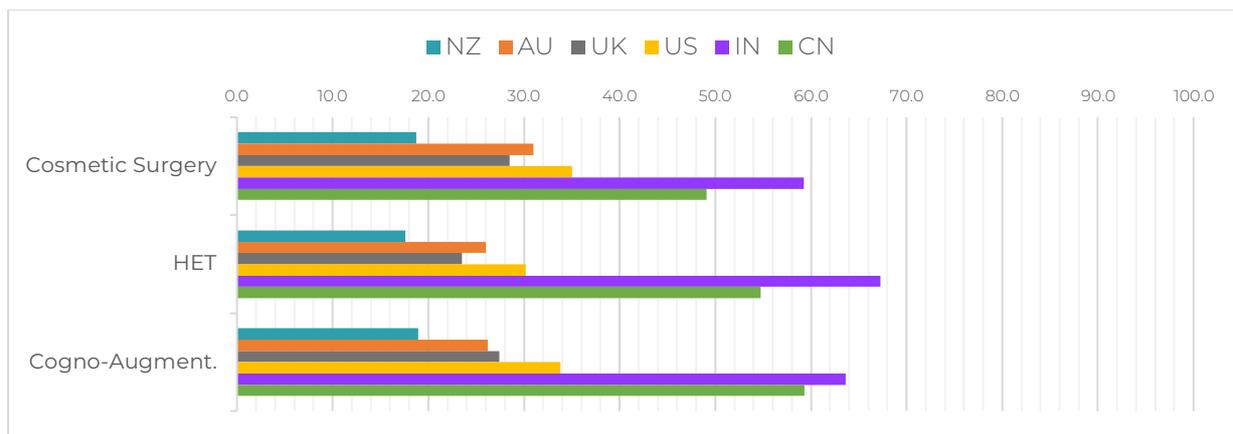


Figure 16: National comparison of trust in human enhancement technologies.

Neopharma and Biotechnology

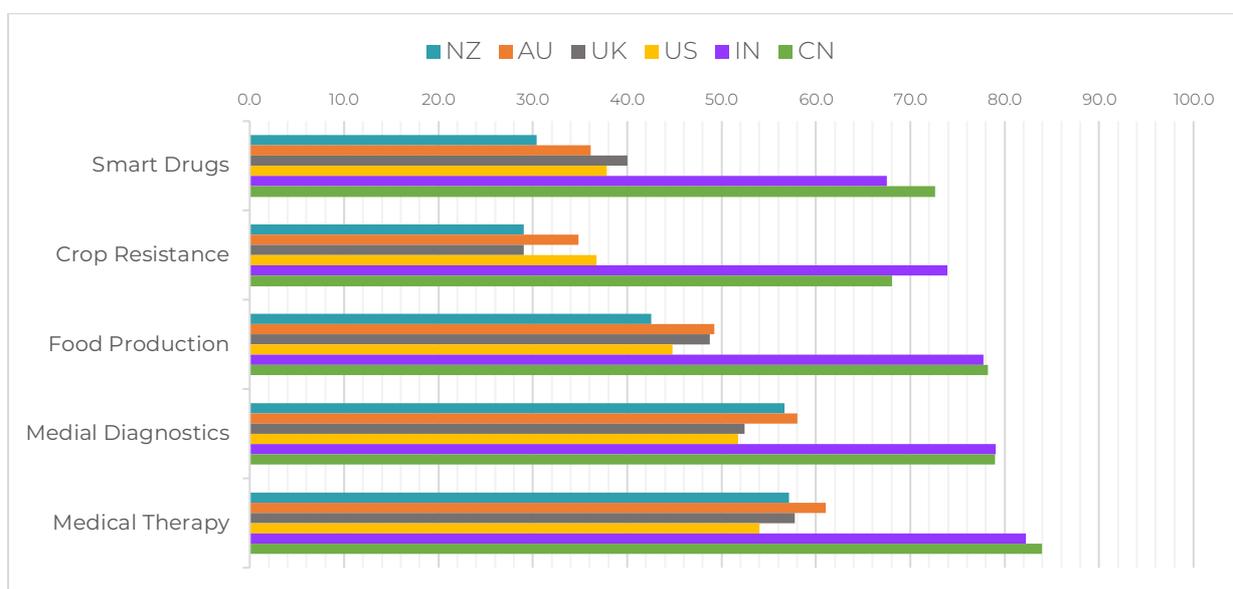


Figure 17: National comparison of trust in biotechnologies.

Genetic Technologies

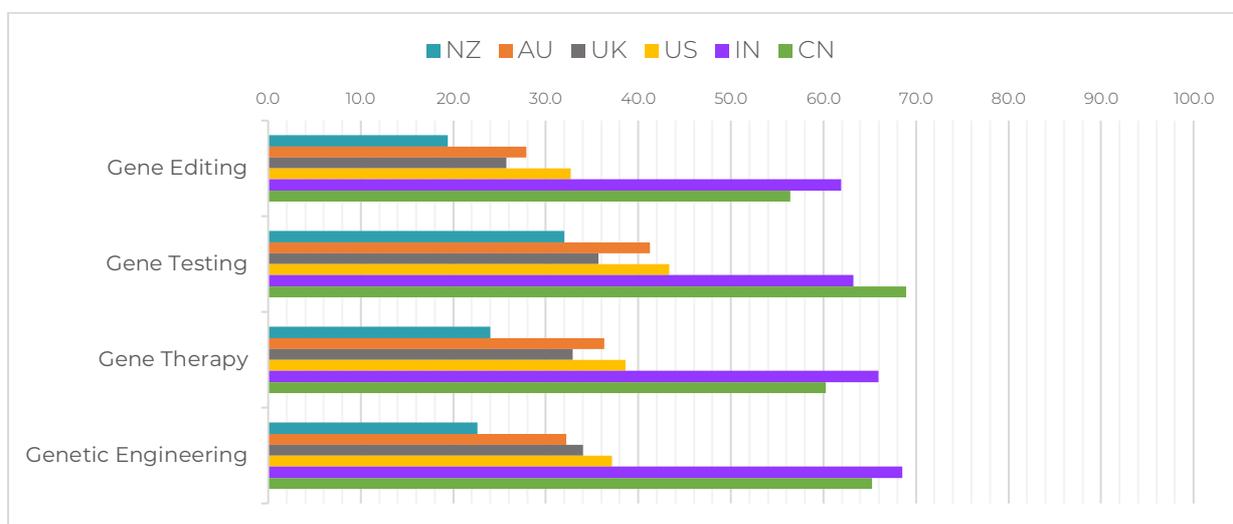


Figure 18: National comparison of trust in genetic technologies.

TRUST RATINGS BY NATION

NEW ZEALAND

Demographic Data

Female survey participants dominated the New Zealand demographics with 64% versus 35.1% male respondents. The 26-45 years age bracket (36.2%) was strongest, followed by 46-55-year-olds (29.5%). Almost half (49%) of all respondents identified as Pakeha (white New Zealanders), followed by West Europeans. Māori New Zealanders were represented in the survey with below 8% (compared to an estimated 17.1% of the national population) (StatsNZ, 2021).

AGE	under 18	18-25	26-45	46-65	over 65	undeclared
	1.8%	18%	36.2%	29.5%	13.6%	0.9%
GENDER	male	female	non-binary	undeclared		
	35.1%	64%	0.7%	0.2%		
ETHNICITY (5 most common)	Pakeha New Zealander	West European	Māori New Zealander	Other New Zealander	Pacific Peoples	
	49%	12.7%	7.9%	3.9%	3.7%	

Figure 19: Demographic survey data for New Zealand.

Individual Technologies

COMMUNICATION PLATFORMS AND DEVICES: Almost half of New Zealanders (49.9%) trust the Internet. Social Media were much less trusted with 47.4% responses in the distrust spectrum and only 29% positive trust ratings. The highest trust rating in this category identified Email as trustworthy at 61.7%.

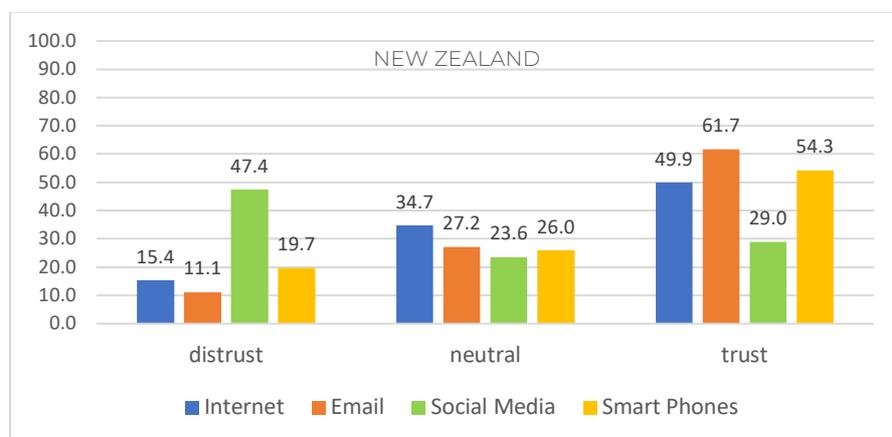


Figure 20: New Zealand trust ratings for communication platforms and devices.

INFORMATION AND NEWS MEDIA: News on TV was the most highly trusted media format (67.4%) in the Information and News Media category. Trust in Print News is still high with over half of New Zealanders giving it a positive trust rating (53.1%). The least trusted media was Online Advertising with a 63% negative trust rating, followed by News on Social Media. Neutral ratings in this category average under one-quarter (≈ 23.2%) of responses, with Online News (27.8%) and Print News (27.3%) receiving the highest neutral ratings in this category.

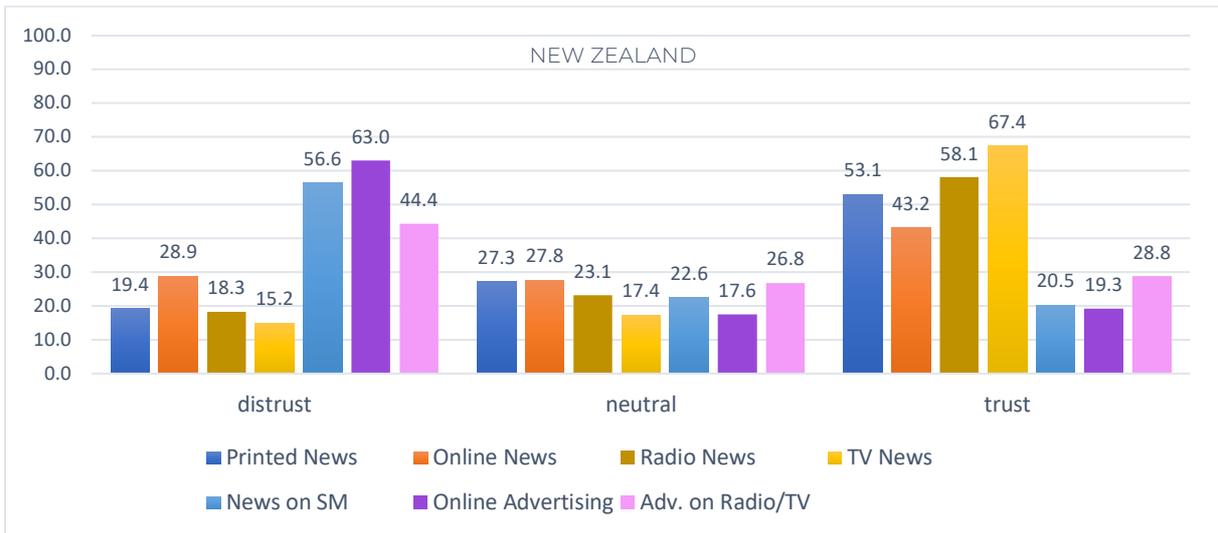


Figure 21: New Zealand trust ratings for Information and news media including advertising.

LOCATION SERVICES AND DATA NETWORKS: The overall response rates in this category were overall lower, averaging 71%. **GeoIP** was the least responded to technology, with only 283 of 560 (50.3%) ratings. **GPS** emerged as the relatively most trusted technology in this category, achieving a 46.1% positive trust rating. **Location Services** were positively rated with 36.3%, although **GeoIP**, which is also a location technology, was least trusted at only 13.4% positive rating.

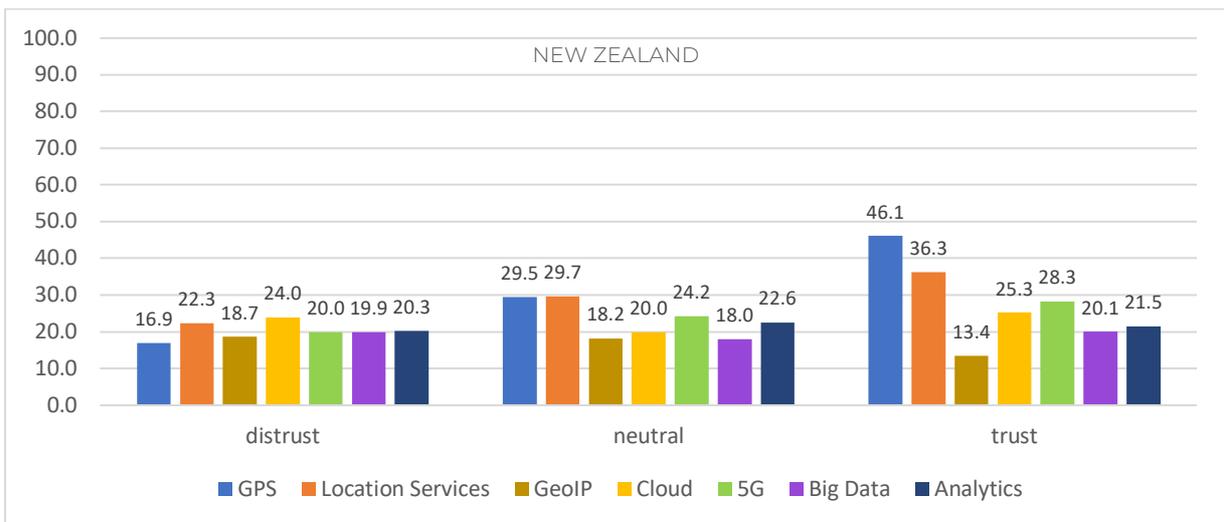


Figure 22: New Zealand trust ratings for location services and data networks.

CYBERSECURITY TECHNOLOGIES: Trust relationships to cybersecurity technologies seemed evenly distributed with roughly comparable ratings for trust, neutral and distrust. **Cryptocurrency**, however, stuck out as a low-trust technology, with 42.2% of responses distrusting and only 16.2% trusting the technology.

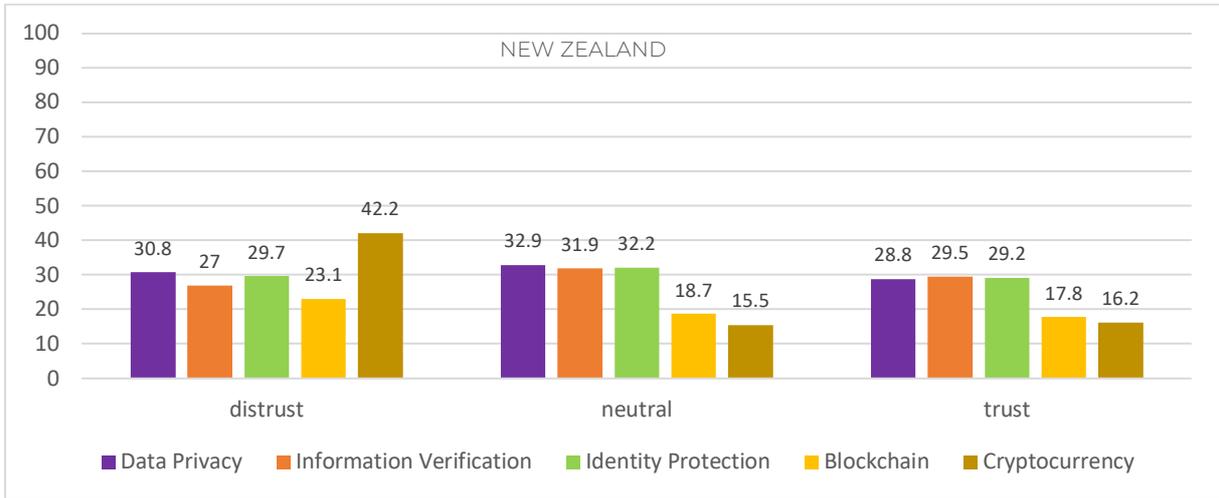


Figure 23: New Zealand trust ratings for cybersecurity technologies.

DIGITAL IMAGING TECHNOLOGIES: Digital imaging was overall rated trustworthy, especially **Medical Imaging** (62.7%) received high appreciation. **Scientific Visualisation** also achieved over half (53.6) of positive trust endorsement. The least trusted in this category was **Digital Image Editing** at 35.9% distrust rating.

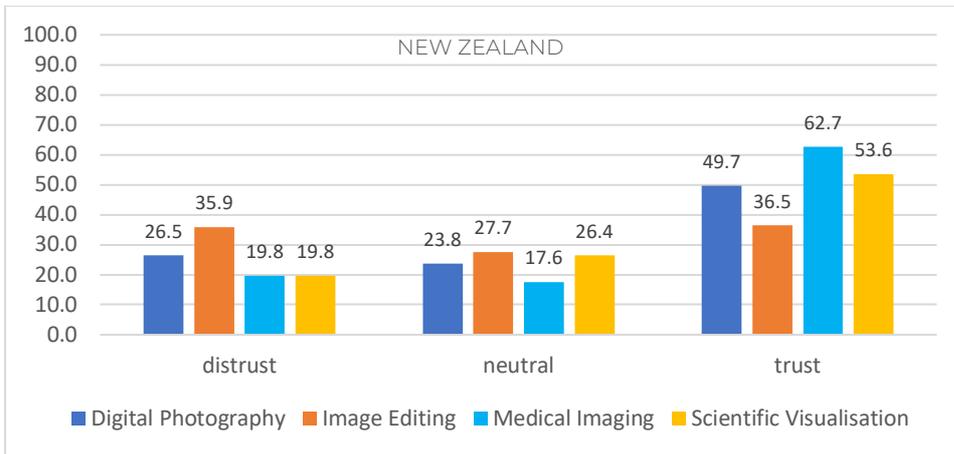


Figure 24: New Zealand trust ratings for digital imaging technologies.

SYNTHETIC REALITY TECHNOLOGIES: Trust ratings were moderate with an almost equal split for trust, neutral and distrust for **Virtual Reality**, a slant toward distrust for **Augmented Reality**, and a comparably low trust rating for **Extended Reality** technologies.

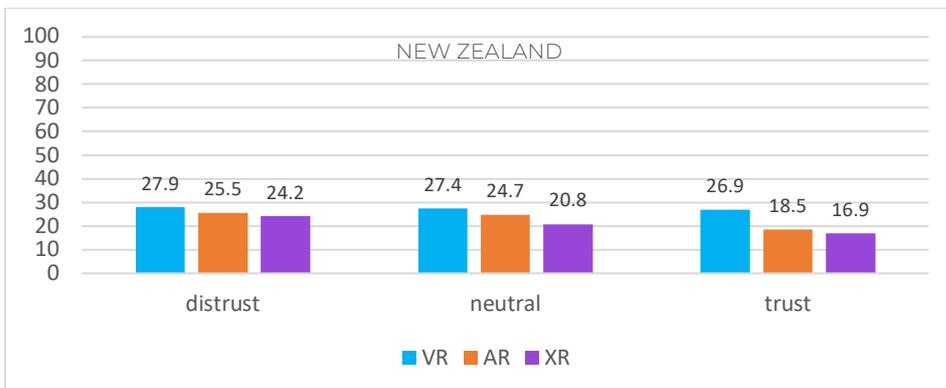


Figure 25: New Zealand trust ratings for synthetic reality technologies.

MACHINE LEARNING AND ADVANCED MANUFACTURE: Autonomous Driving emerged as highly distrusted, with 57.5% not trusting in this technology at all. Artificial Intelligence received a negative trust rating at 40.2% but also was trusted by 31% of respondents. The most trusted technology in this category was 3D Printing with 60.7% of responses rating in the trust bracket. Nanotechnology, which is yet mostly theoretical and not widely available as practical applications, was nevertheless trust-endorsed by almost 35% of respondents.

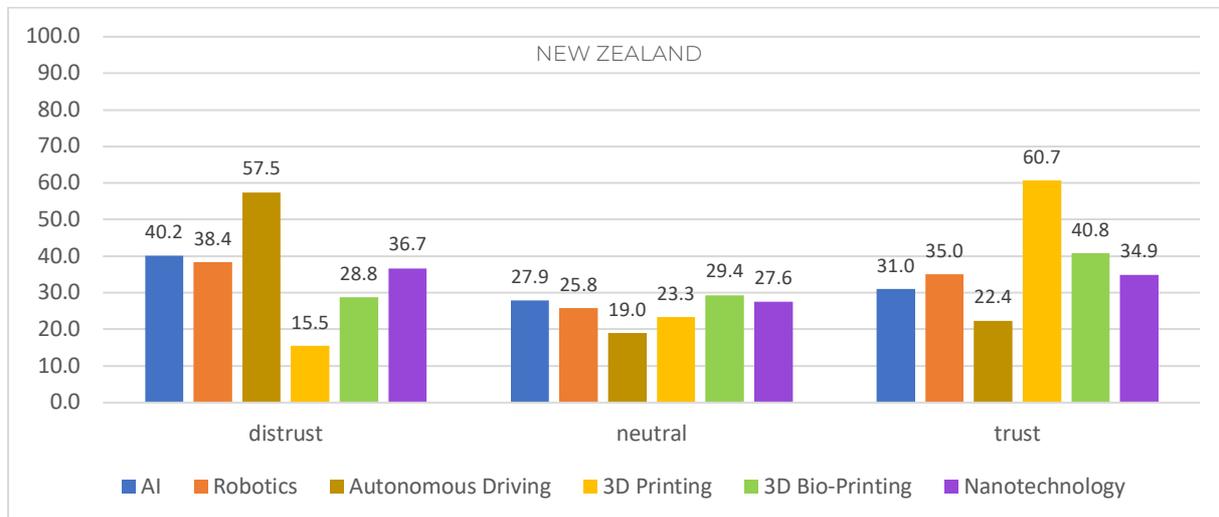


Figure 26: New Zealand trust ratings for machine learning and advanced manufacture technologies.

MEDICAL TECHNOLOGIES: Medical technologies were overall rated as significantly trustworthy, with Prosthetics and Vaccines receiving the highest trust endorsements. Stem Cell Therapy was positively appraised by over half of respondents, i.e., 52%. The least trusted medical technologies were Immunotherapy and Telesurgery.

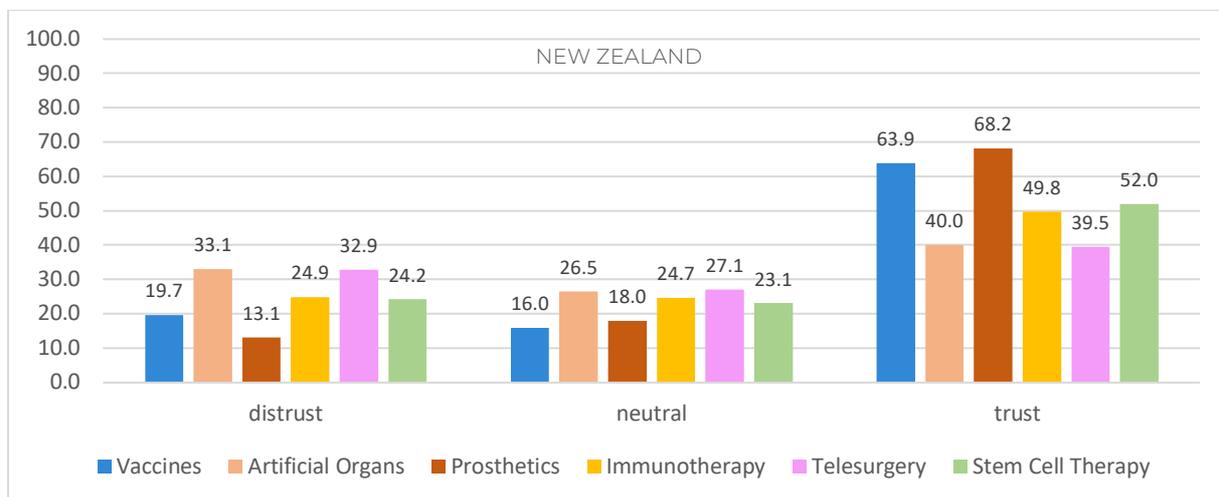


Figure 27: New Zealand trust ratings for advanced medical technologies.

ENHANCEMENT TECHNOLOGIES: Enhancement technologies overall received a poor trust rating. Confidence in Cosmetic Surgery was lowest at 38.4%. Human Enhancement Technologies were also little trusted but slightly less so than Cosmetic Surgery (which itself is also a Human Enhancement Technology). Cognitive Augmentation, although not trusted in general, still received a marginally more positive endorsement than Human Enhancement.

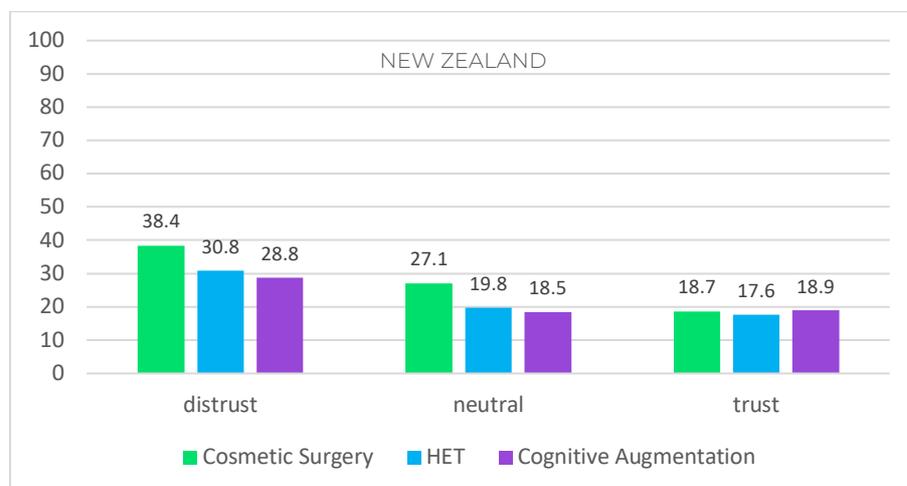


Figure 28: New Zealand trust ratings for human enhancement technologies.

NEOPHARMA AND BIOTECHNOLOGIES: The use of biotechnology for both Medical Diagnostics and Medical Therapy was positively trust-rated in roughly 57% of responses each. Negative trust ratings went to the use of biotechnology for Crop Resistance (40.6%) and the engineering of Smart Drugs (39.3%). Biotechnology in Food Production received a moderate trust rating (42.5%) along with high numbers in the neutral spectrum (30.1%) and 26.5% of mistrust.

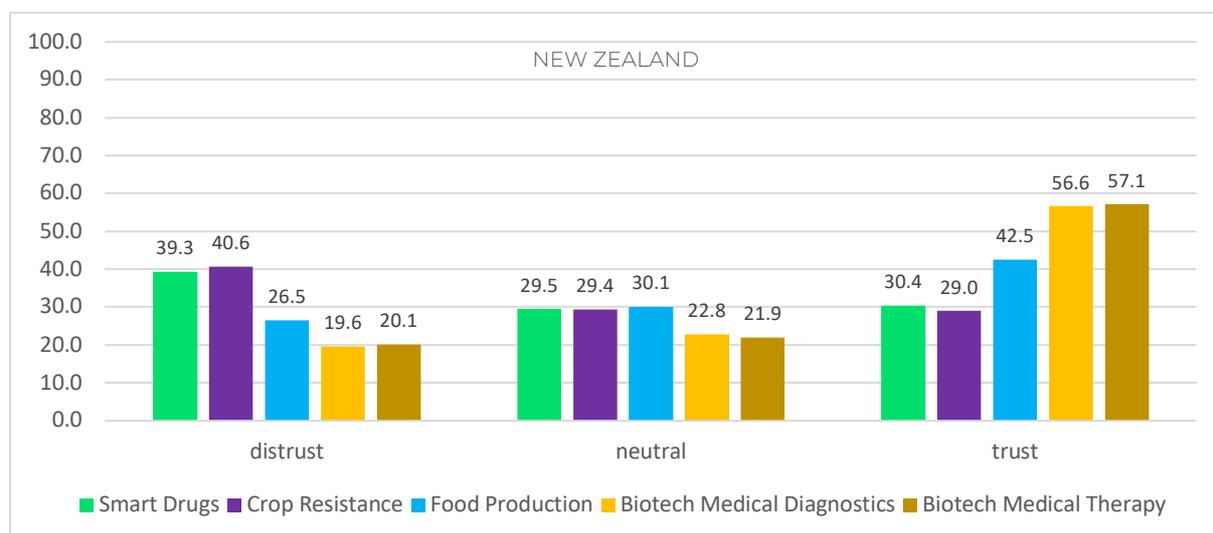


Figure 29: New Zealand trust ratings for neopharma and biotechnological applications.

GENETIC TECHNOLOGIES: Gene Editing was least trusted in the category of genetic technologies with a below 20% trust vis-à-vis a 40% clear distrust rating. Genetic Testing was most positively (32%) appraised in this category but still showed a large percentage of neutral (29.4%) and negative (25.6%) ratings. Gene Therapy exhibited a comparable distribution across the trust rankings yet with a slight disapproval slant (28.8% distrust). Like Gene Editing, Genetic Engineering was not well trusted (37.7% distrust).

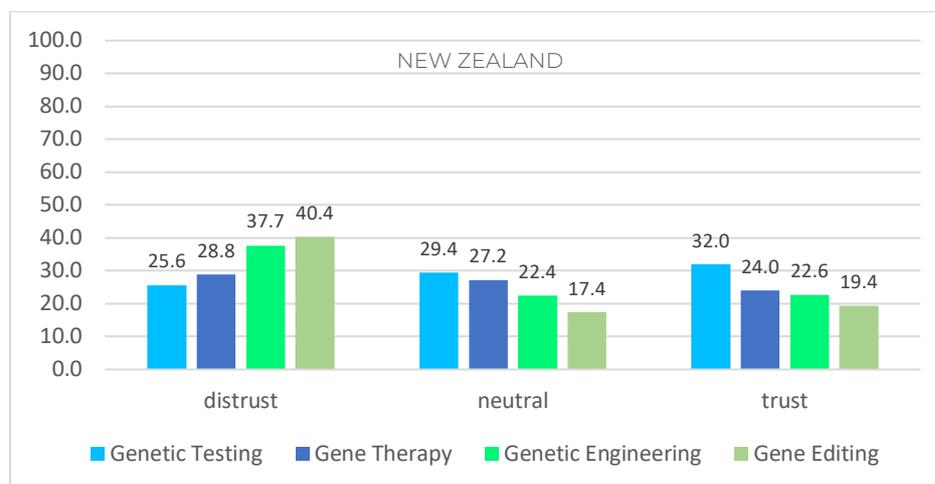


Figure 30: New Zealand trust ratings for genetics-based technologies.

Technologies in Comparison

New Zealand rated Prosthetics (68.2%), TV News (67.4%), Vaccines (63.9%), Medical Imaging (62.7%) and Email (61.7%) as the top most trusted technologies among the 54 technologies included in the survey. The lowest positive trust ratings went to GeolP (13.4%), Cryptocurrency (16.2%), Extended Reality (16.9%), Human Enhancement Technologies (17.6%) and Blockchain Technology (17.8% trust rating).

Distrust ratings in New Zealand were pronounced and on average higher than in the other nations, especially for very high distrust (scale 1 ratings). Online Advertising emerged as the most distrusted technology area (63%), followed by Autonomous Driving (57.7%), News on Social Media (56.6%), Social Media Platforms (47.4%) and Advertising on Radio or TV (44.4%). Email (11.1%) was the least distrusted technology, followed by Prosthetics (13.1%), TV News (15.2%), the Internet (15.4%) and 3D Printing (15.5%) (figure 18).

Highest levels of trust indecision related to the Internet (34.7% neutral), Data Privacy (32.9%), Identity Protection (32.2%) Information Verification (31.9%) and Biotechnology for Food Production (30.1%). Four of these top five neutral ratings belong to the Internet security area. The lowest neutral ratings, i.e., technologies with were either strongly endorsed or received high levels of distrust included Online Advertising and Medical Imaging (with each 17.6% neutral ratings), Gene Editing and TV News (17.4% each) and Vaccines (16%). Low neutral ratings suggest strong trust relationships, which might be either positive (high trust) or negative (low trust/high distrust).

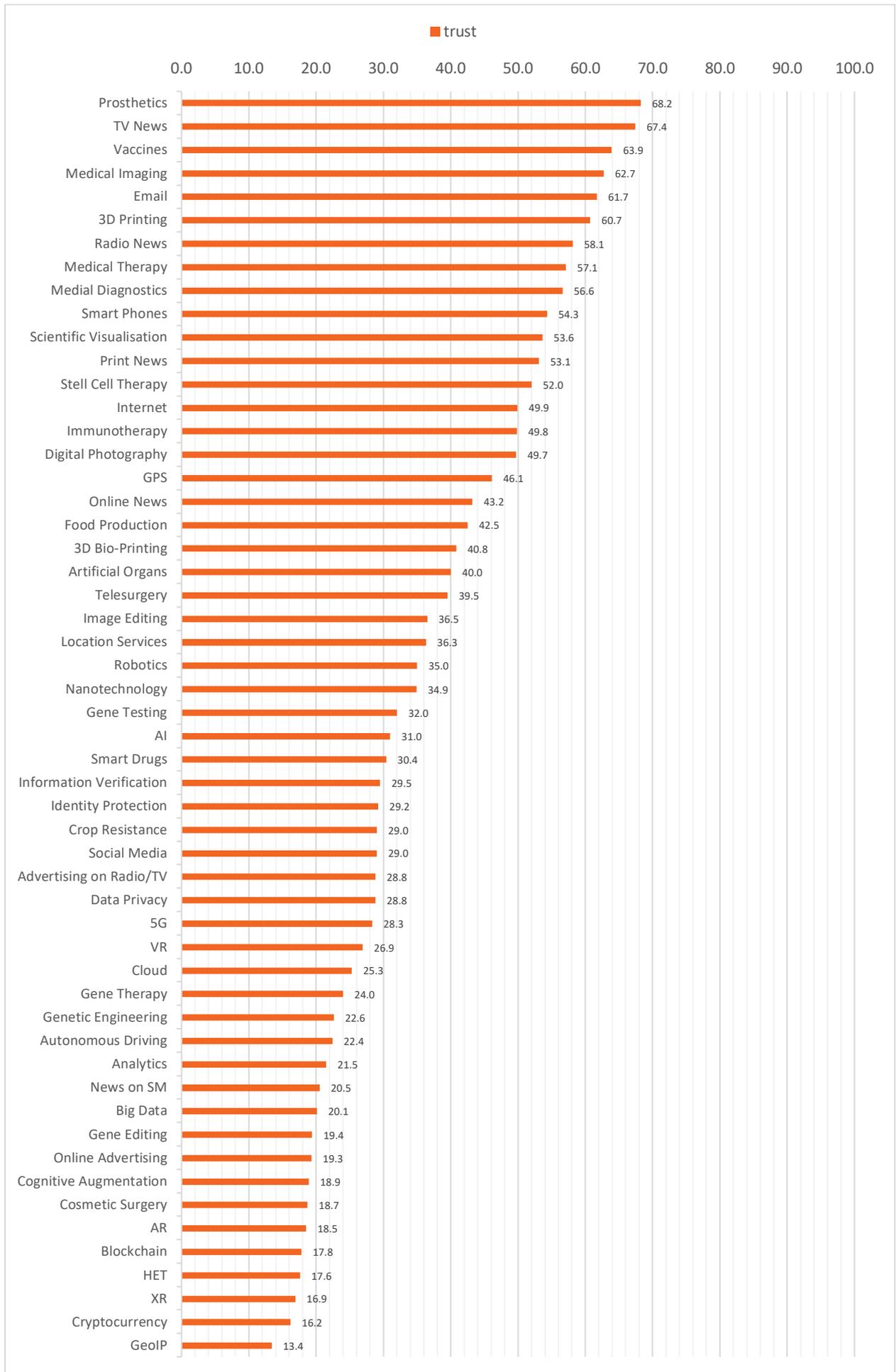


Figure 31: 54 technologies ranked by trust in New Zealand.

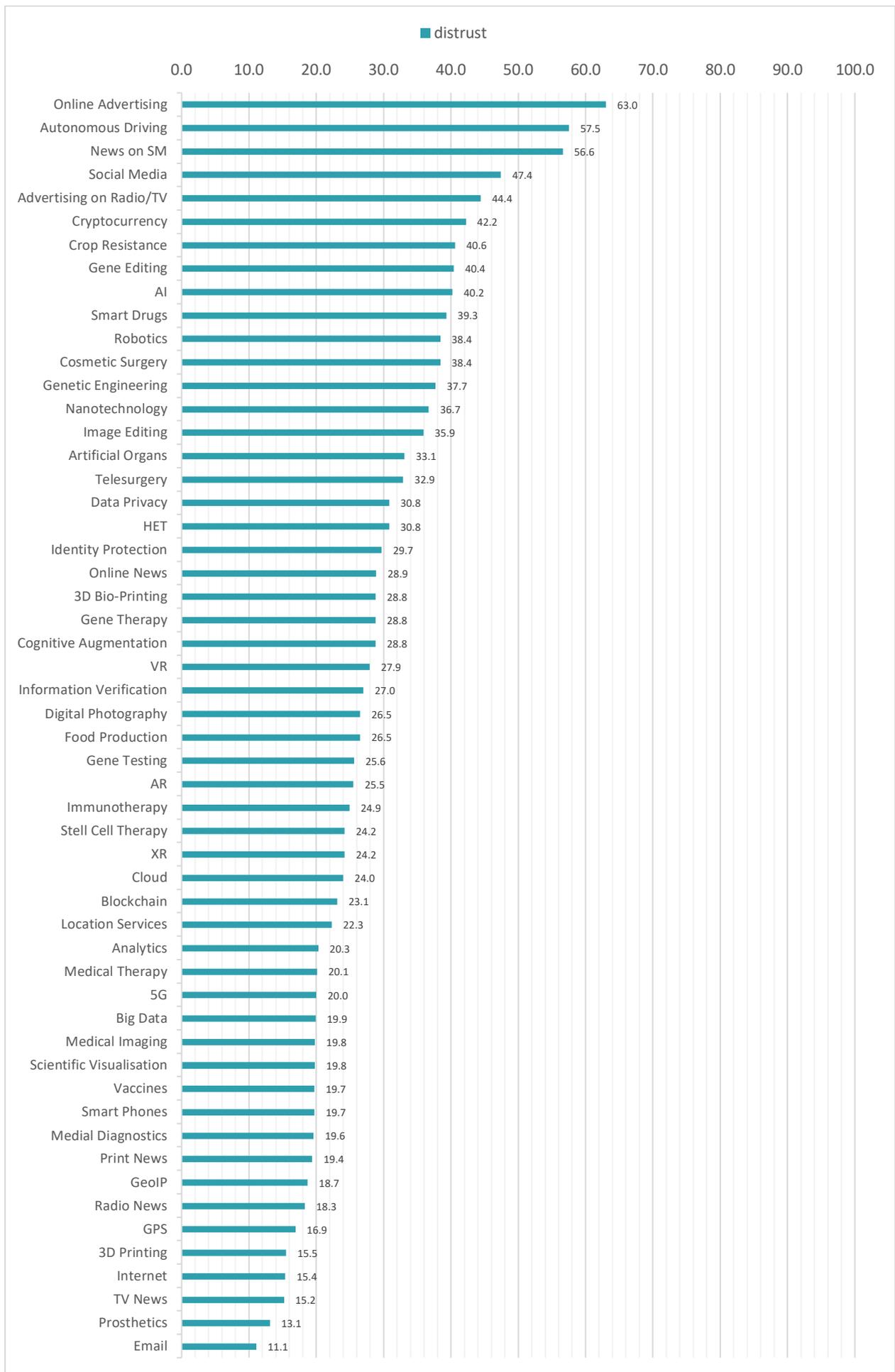


Figure 32: 54 technologies ranked by distrust in New Zealand.

AUSTRALIA

Demographic Data

Australian participants dominated the 26-45 age bracket (55.6%) and 18-25 age bracket (48.6%). There was a heavy slant towards female participants (76.1%). Over one-third (34.1%) of respondents identified as European Australian, followed by Other Australian (12.9%) and Native Australian (12.3%).

AGE	under 18	18-25	26-45	46-65	over 65	undeclared
	1.1%	48.6%	55.6%	28.8%	9.4%	0.7%
GENDER	male	female	non-binary	undeclared		
	22%	76.1%	1.5%	0.4%		
ETHNICITY (5 most common)	European Australian	Other Australian	Native Australian	West European	East European	
	34.1%	12.9%	12.3%	10.9%	4.9%	

Figure 33: Demographic survey data for Australia.

Individual Technologies

COMMUNICATION PLATFORMS AND DEVICES: Smart Phones (58.1%) were most trusted in this category, followed by Email (56.1%). The least trusted communication platform was Social Media (35.4% trust and 36.5% distrust), while the trust in the Internet, overall positive, also displayed a relatively high neutral position (53% trust and 31.4% neutral).

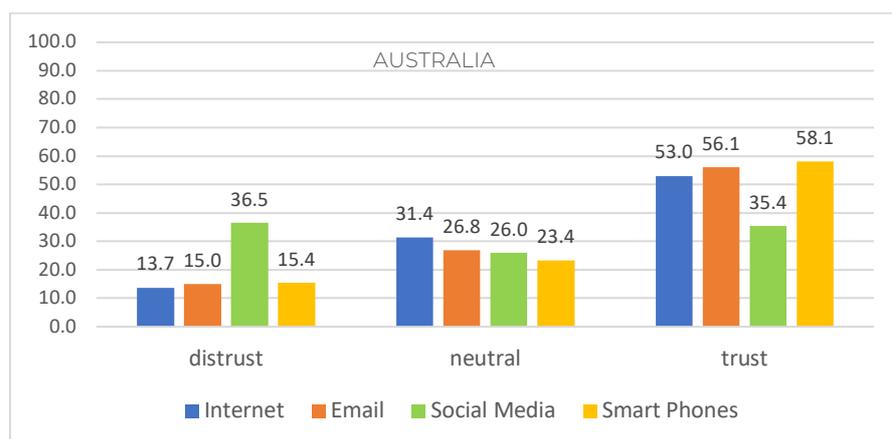


Figure 34: Australian trust ratings for communication platforms and devices.

INFORMATION AND NEWS MEDIA: Most trusted information and news media by Australians were TV News (53.6%) and Printed News (48.3%). Radio News achieved a fairly high trust rating as well (45.6%). Distrust ratings were high for Online Advertising (54.7%) and News on Social Media (48.3%). Advertising on Radio or TV (39.1%) also achieved a low trust rating by over a 1/3 of participants.

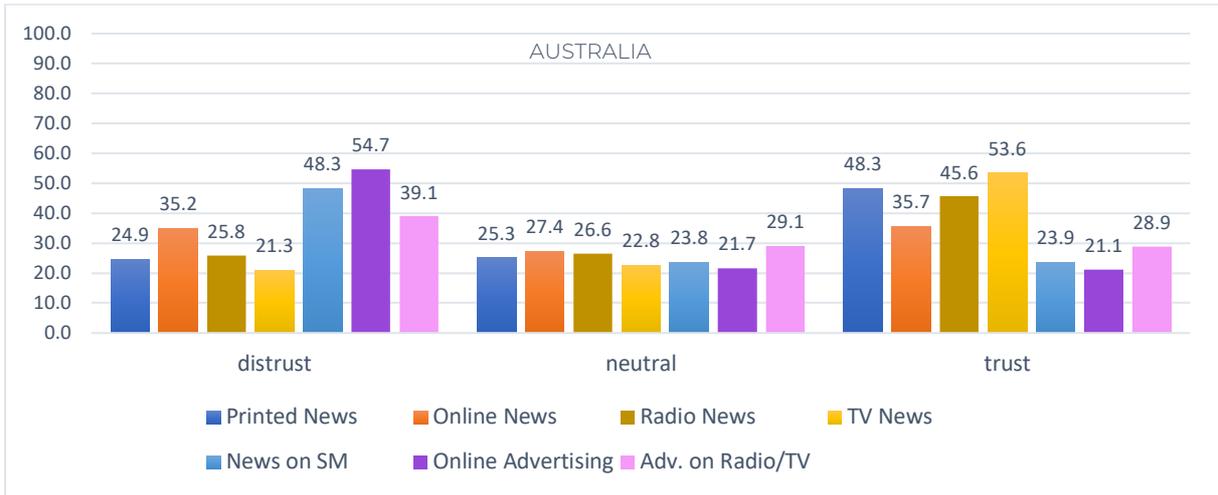


Figure 35: Australian trust ratings for information and news media including advertising.

LOCATION SERVICES AND DATA NETWORKS: Half (50.2%) of the Australian respondents trusted GPS and over 1/3 of respondents (39.5%) trusted Location Services. Distrust in the technologies in this category was moderate, not exceeding the 20.5% mark.

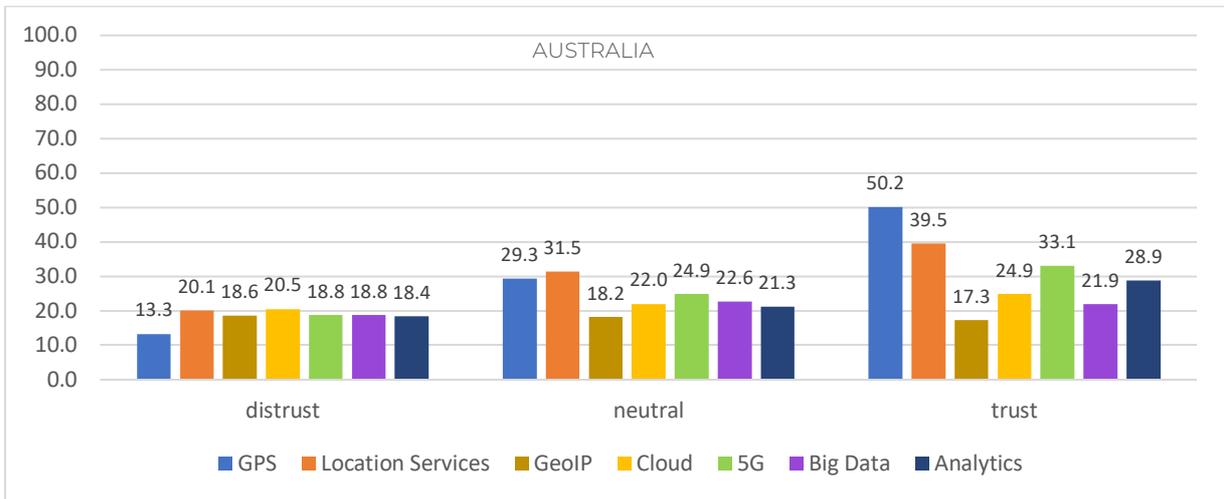


Figure 36: Australian trust ratings for location services and data networks.

CYBERSECURITY TECHNOLOGIES: Trust in Data Privacy, Information Verification and Identity Protection were almost equally distributed across trust, neutral and distrust ratings. A notable level of distrust appeared for Cryptocurrency, which was distrusted at 38.8% against a modest 18.1% of trust ratings.

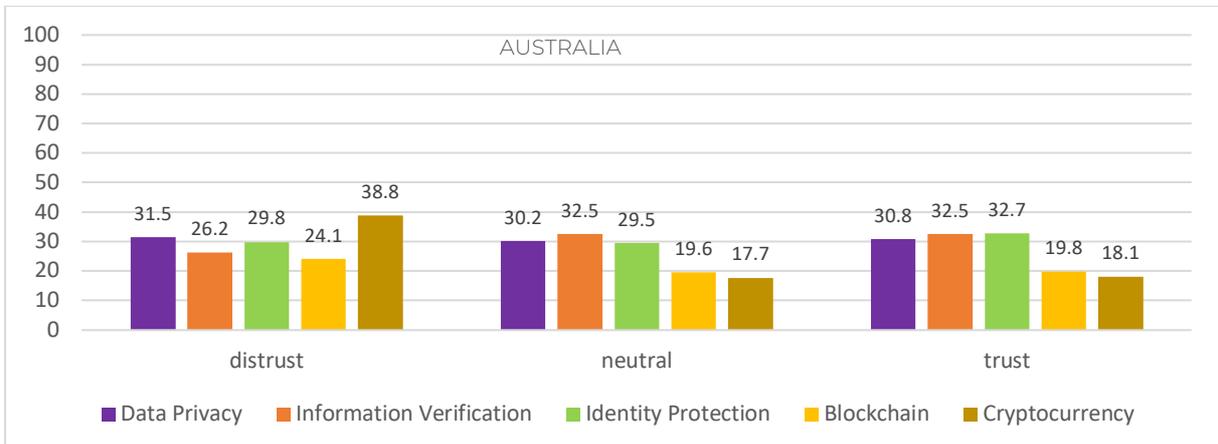


Figure 37: Australia's trust ratings for cybersecurity technologies.

DIGITAL IMAGING TECHNOLOGIES: Medical Imaging technologies enjoyed a high trust endorsement by Australians (67.7%), followed by high trust in Scientific Visualisation (58.1%) and Digital Photography (54.3%). Digital Image Editing received the highest distrust rating in this category, with 29.1% of Australians expressing caution.

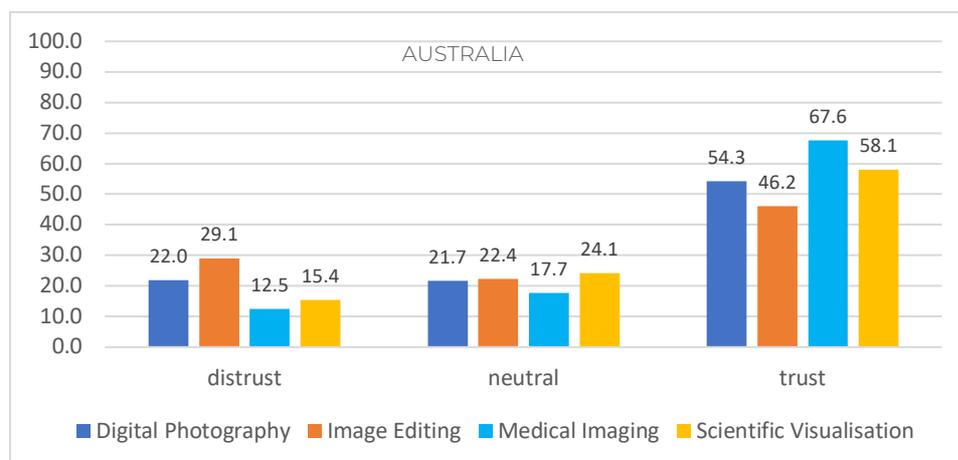


Figure 38: Australia's trust ratings for digital imaging technologies.

SYNTHETIC REALITY TECHNOLOGIES: Trust ratings were moderate with a comparably even distribution across trust, neutral and distrust for all three technologies. Virtual Reality received a marginally higher trust rating than Augmented Reality and Extended Reality technologies.

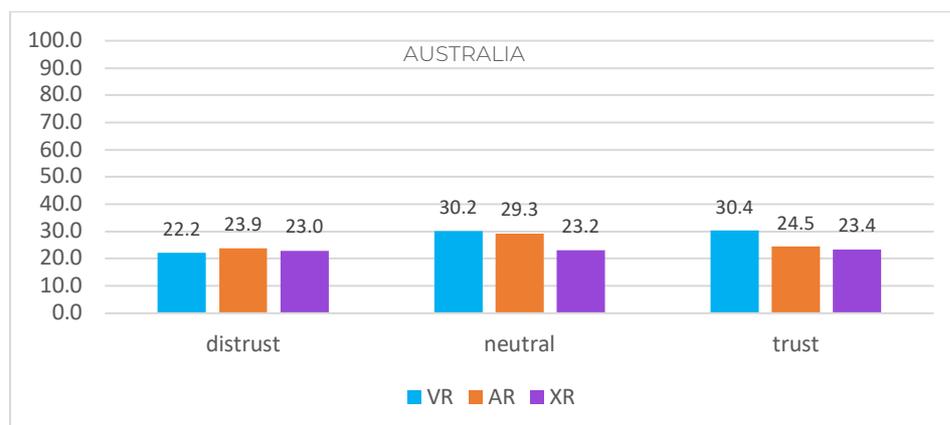


Figure 39: Australia's trust ratings for synthetic reality technologies.

MACHINE LEARNING AND ADVANCED MANUFACTURE: 3D Printing was the most trusted technology in the advanced manufacture group, while Autonomous Driving stuck out as the most distrusted technology. Trust versus distrust ratings for Artificial Intelligence was almost even. Robotics, likewise, received a comparable trust-distrust split.

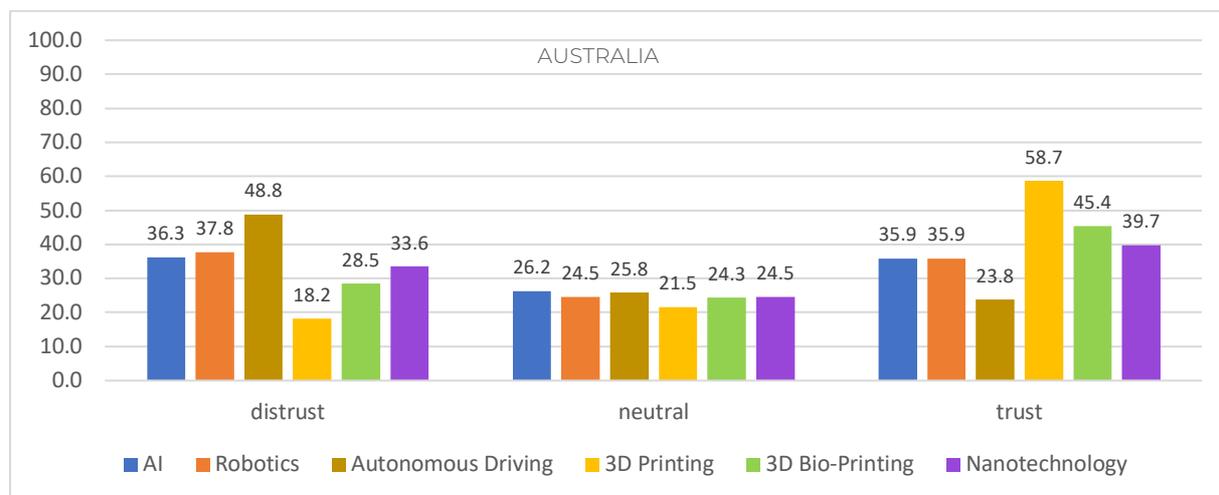


Figure 40: Australian trust ratings for machine learning and advanced manufacture technologies.

MEDICAL TECHNOLOGIES: Medical technologies were overall rated as highly trustworthy, with the lowest positive trust rating still at 45% (Telesurgery). The highest appraisal in this category was for Vaccines, which were positively rated by 64% of respondents. Stem Cell Therapy was above 60% trust rating and Prosthetics and Immunotherapy each in the high 50%.

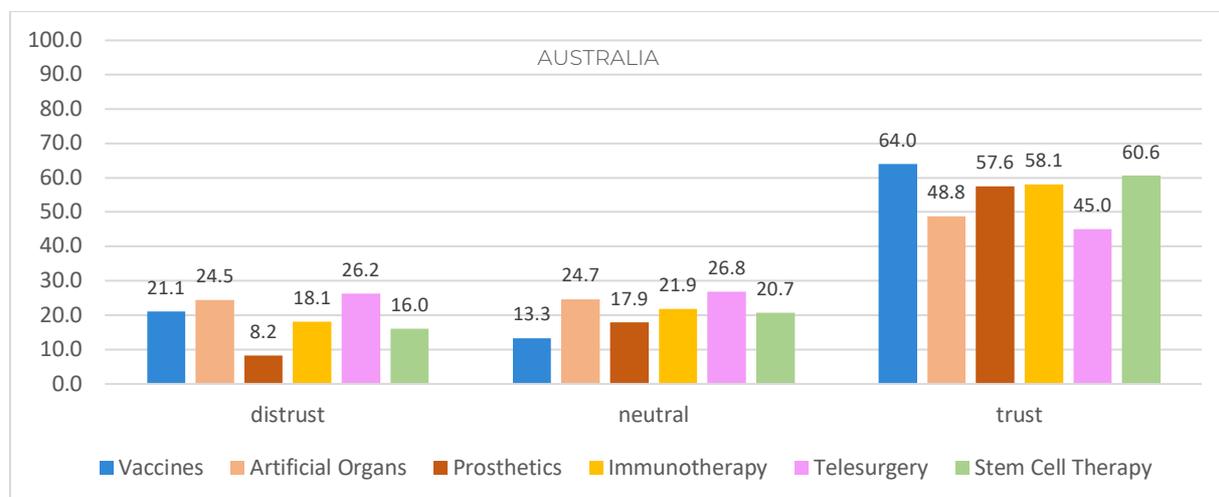


Figure 41: Australia's trust ratings for advanced medical technologies.

ENHANCEMENT TECHNOLOGIES: Trust in enhancement technologies was notably divided, with comparable ratings for each of the trust, neutral and distrust spectrums. **Cosmetic Surgery** (31%), although just trusted by 31% of respondents, was still marginally higher than trust in **Human Enhancement Technologies** (26%) and **Cognitive Augmentation** (26.2%). However, **Cosmetic Surgery** also emerged as the least trusted technology in this category (29.5% distrust).

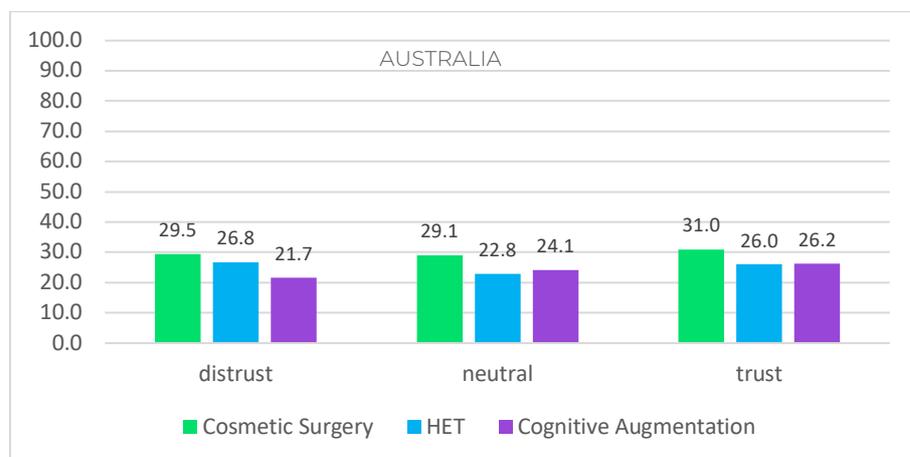


Figure 42: Australia's trust ratings for human enhancement technologies.

NEOPHARMA AND BIOTECHNOLOGIES: Biotechnology for **Medical Therapy** (61%) and **Medical Diagnostics** (58%) were highly approved by Australians. The least trusted technologies in this category were **Smart Drugs Engineering** (36.4% distrust) and biotechnology for **Crop Resistance** (33.3% distrust).

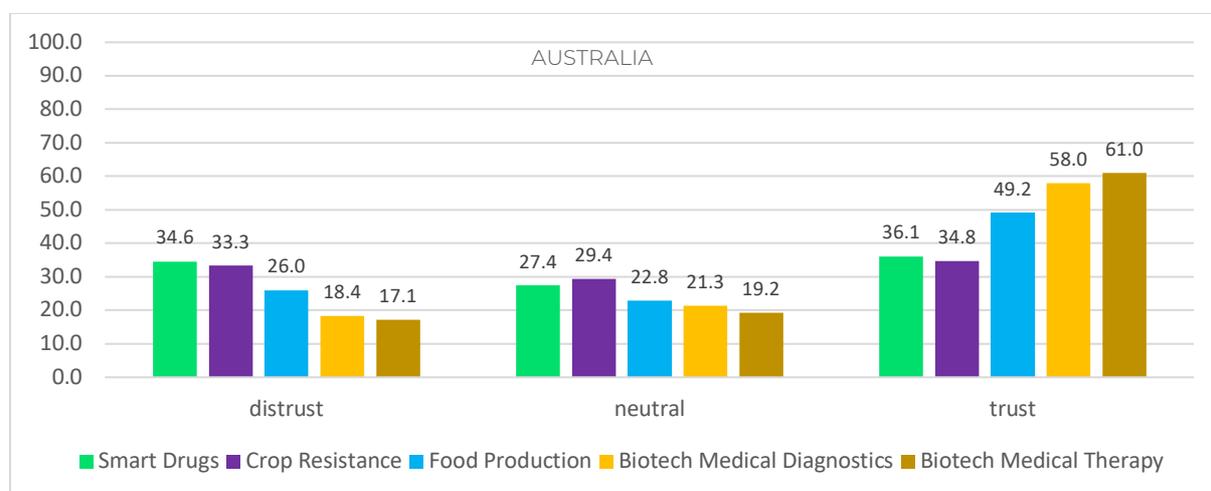


Figure 43: Australia's trust ratings for neopharma and biotechnological applications.

GENETIC TECHNOLOGIES: Trust in genetic technologies was moderately positive, with **Genetic Testing** (41.2%) receiving the strongest trust endorsement in this technology group followed by **Gene Therapy** (36.3%). **Gene Editing** saw an almost equal split across the trust, neutral and distrust ratings.

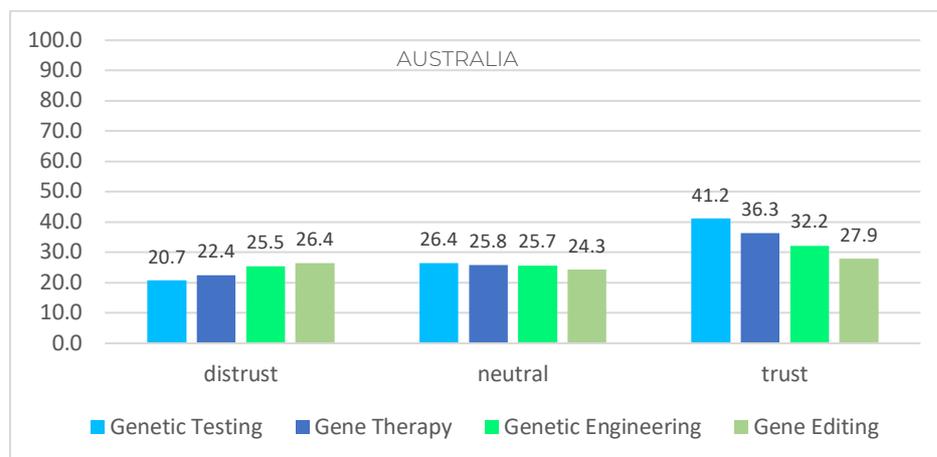


Figure 44: Australian's trust ratings for genetics-based technologies.

Technologies in Comparison

The data from the Australia section of the survey identified **Medical Imaging** (67.6%), **Vaccines** (64%), **Biotechnology in Medical Therapy** (61%), **Stem Cell Therapy** (60.6%) and **3D Printing** (58.6%) as Australians' five most trusted technologies. **Immunotherapy**, **Scientific Visualisation** and **Smart Phones** followed closely the top five as well-trusted technologies with 58.1% of positive trust ratings each. On the least trustworthy end of the scale, **Online Advertising** appeared at the bottom of trust (54.7% distrust), **Autonomous Driving** (48.8% distrust) and **News on Social Media** (48.3% distrust) on the second lowest trust rank, followed by **Advertising on Radio or TV** (39.1% distrust), **Cryptocurrency** (38.8% distrust) and **Robotics** (37.8% distrust). **Social Media platforms** and **Artificial Intelligence** were distrusted at just over 36% each.

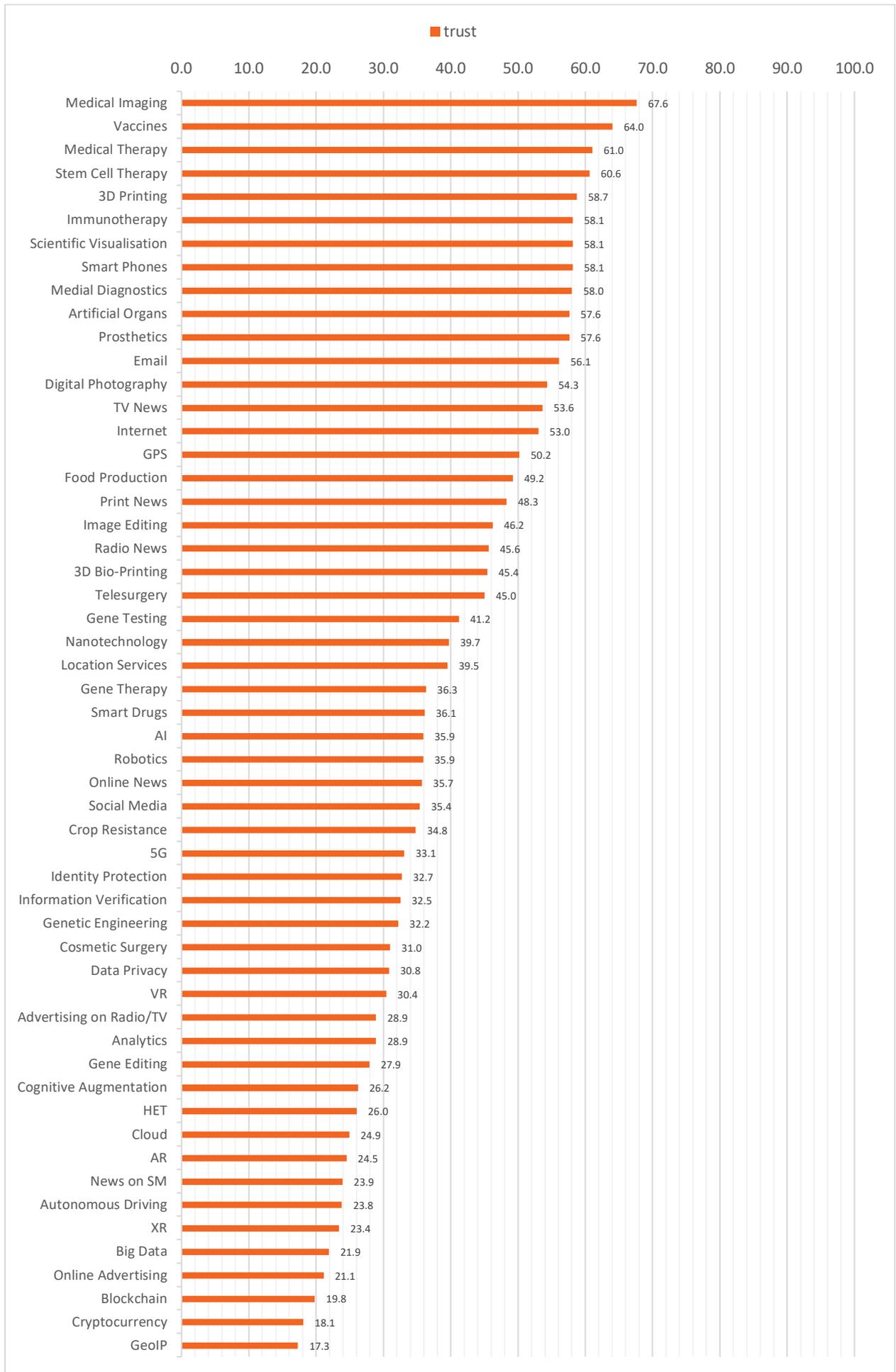


Figure 45: Technologies ranked by trust in Australia.

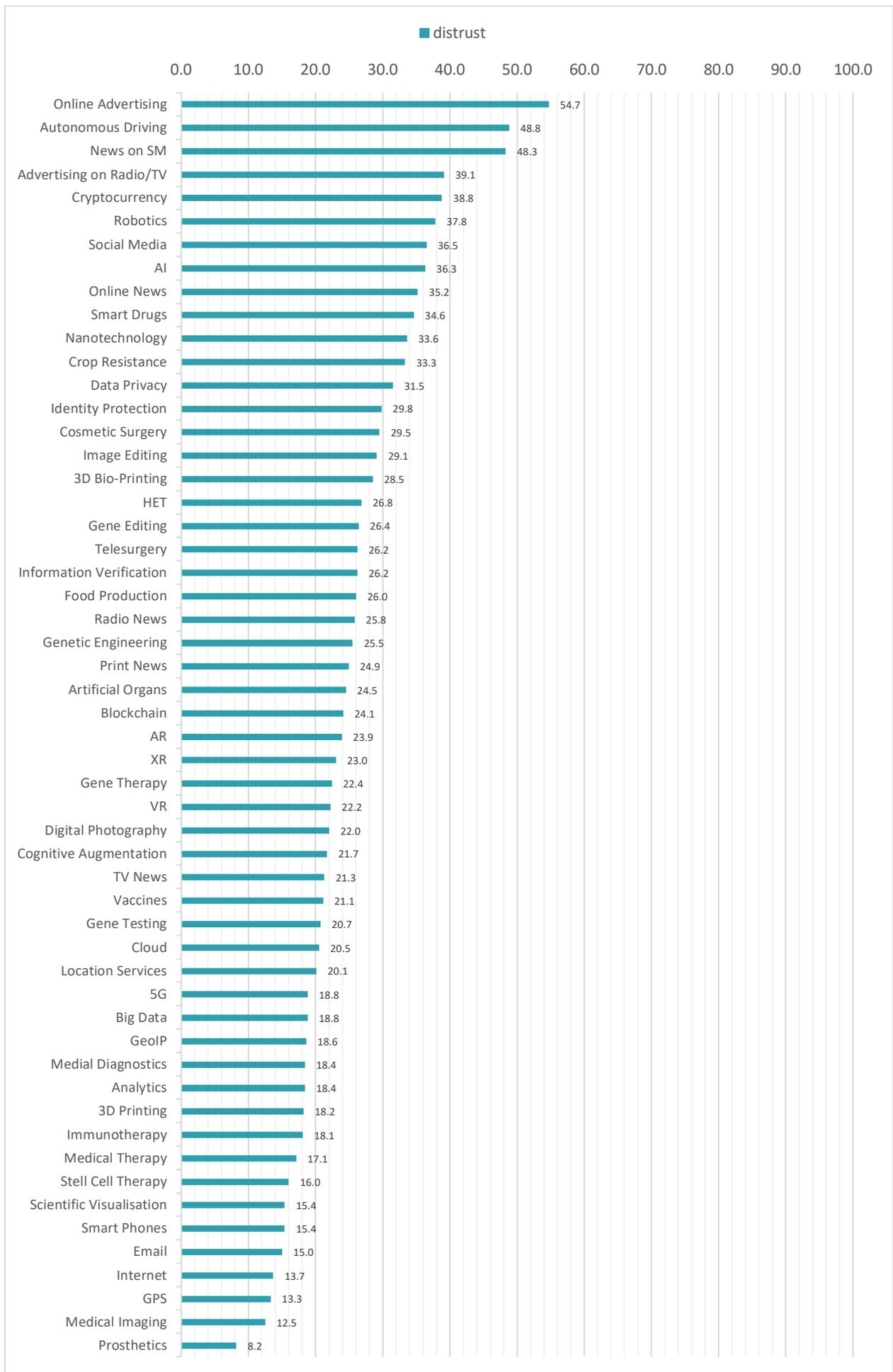


Figure 46: Technologies ranked by distrust in Australia.

UNITED KINGDOM

Demographic Data

Three-quarters of the UK survey population identified as female (75.6%). Over half of respondents were in the 26-45 years age bracket (52%), with the by far largest ethnic group identifying as West European (43%).

AGE	under 18	18-25	26-45	46-65	over 65	undeclared
	0.2%	25.4%	52%	20.6%	1.7%	0.2%
GENDER	male	female	non-binary	undeclared		
	24.2%	75.6%	-	0.2%		
ETHNICITY (5 most common)	West European	East European	White American	African	Middle Eastern	
	43%	8.7%	5.3%	2.8%	2.2%	

Figure 47: Demographic data for the UK.

Individual Technologies

COMMUNICATION PLATFORMS AND DEVICES: Smart Phones (58.1%) and Email (59.6%) were the most trusted ICT platforms, with Social Media receiving only slightly higher positive trust (38.9%) compared to mistrust (33.7%). The Internet was trusted by over half (53.8%) of the survey population.

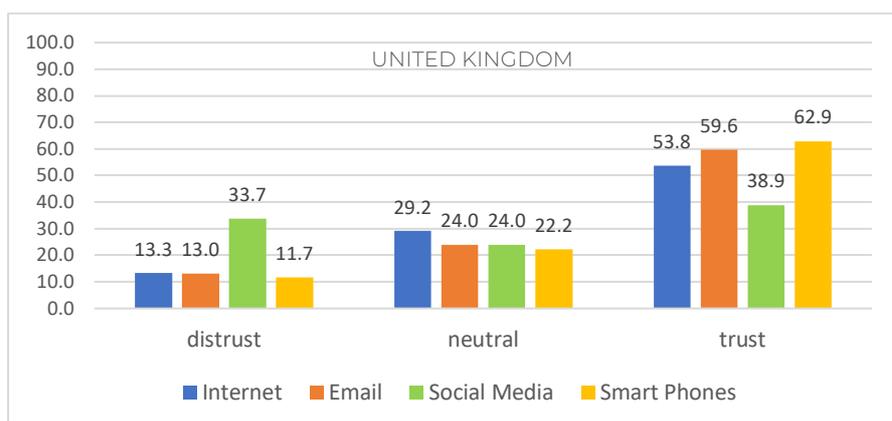


Figure 48: UK's trust ratings for communication platforms and devices.

INFORMATION AND NEWS MEDIA: The most trusted news medium was News on TV (55.7%), followed by Radio News (48.5%). News on Social Media gained a high distrust rating of 52.2%. Also highly distrusted was Online Advertising with a disapproval rating of half of all responses (49.8%). Printed News yielded a negative trust rating with 37.6% distrust compared to 35.3% trust, and Advertising on Radio or TV equally achieved 37.6% distrust versus 36.3% trust ratings.

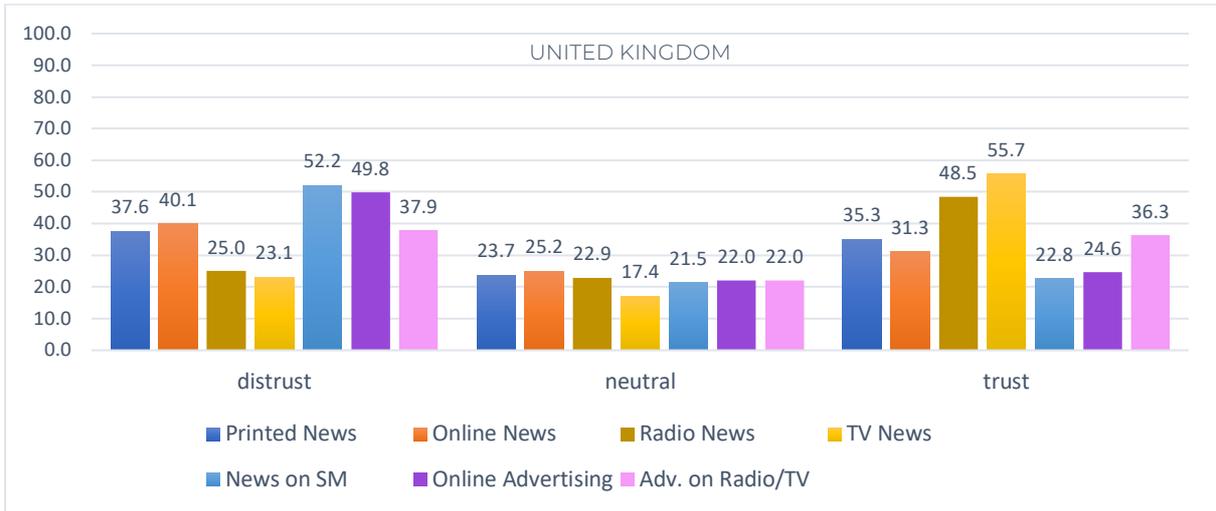


Figure 49: UK's trust ratings for information and news media including advertising.

LOCATION SERVICES AND DATA NETWORKS: GPS was the most trusted technology in the group of location services. **GeoIP** had an overall fairly low response rate (a total of 54.5%) and accounted for an equal number of trust and distrust votes (each 19.2%).

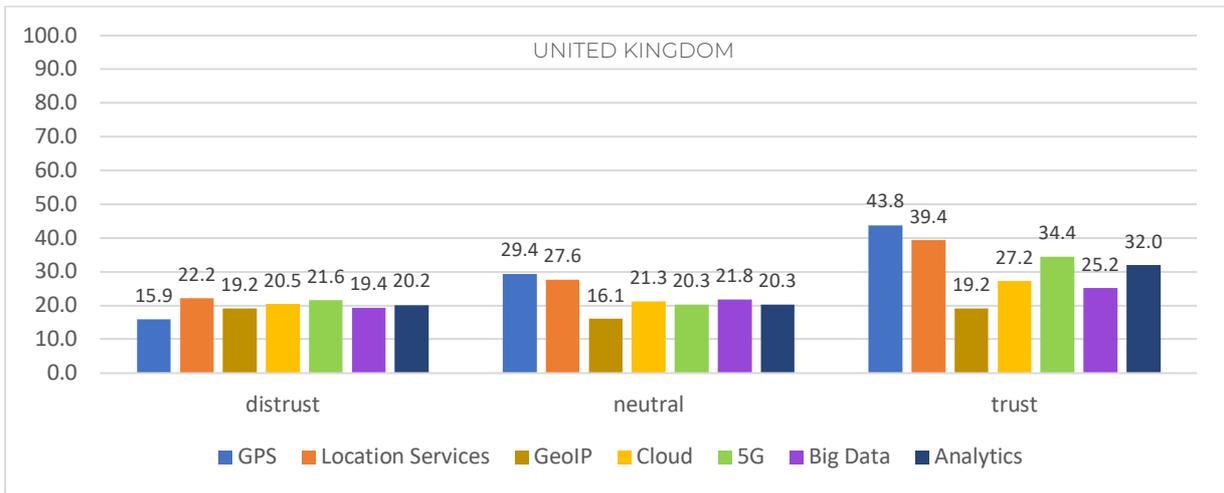


Figure 50: UK's trust ratings for location services and data networks.

CYBERSECURITY TECHNOLOGIES: Trust in cybersecurity was overall moderate with the highest trust rates barely exceeding 35%. Trust in **Crypto** was the lowest with an almost 21% trust and 33.5% distrust rating.

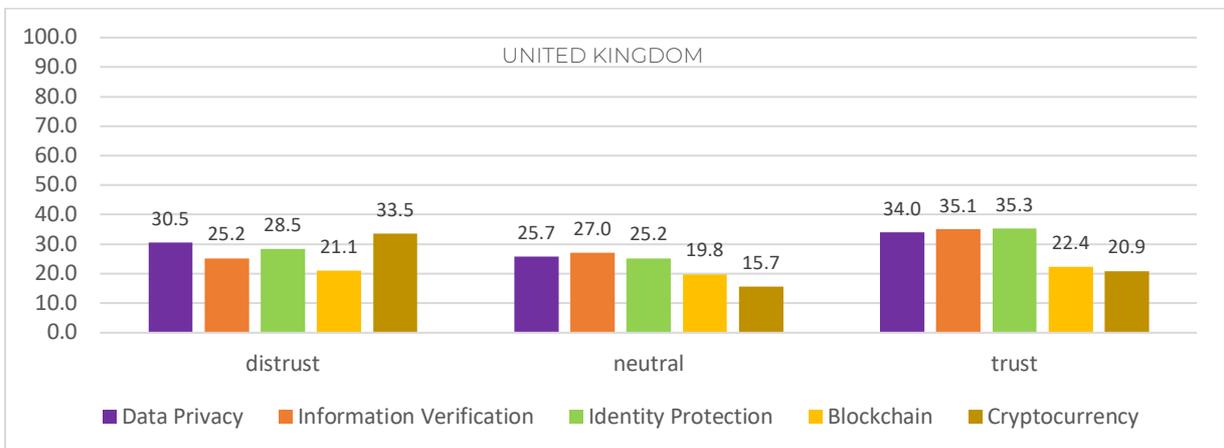


Figure 51: UK's trust ratings for cybersecurity technologies.

DIGITAL IMAGING TECHNOLOGIES: Medical Imaging and Digital Photography were well-trusted as digital imaging technologies. Less positive was digital Image Editing which received a 28.1% distrust rating.

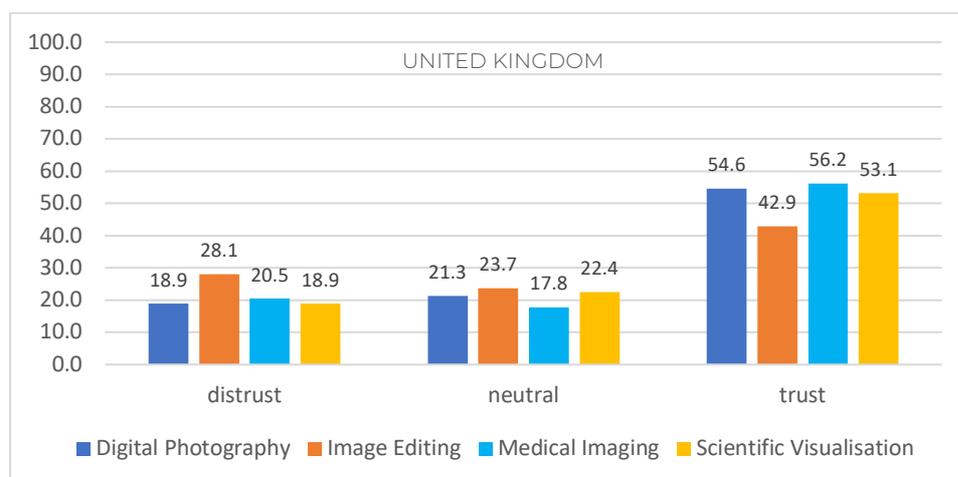


Figure 52: UK's trust ratings for digital imaging technologies.

SYNTHETIC REALITY TECHNOLOGIES: Trust in synthetic reality technologies was fairly distributed across the trust continuum. **Extended Reality** in particular had almost equal ratings for trust, distrust and neutral. **Virtual Reality** was slightly more trusted than **Augmented Reality** and **Extended Reality** but still showed an equal value for neutral (neither trust nor distrust). The response count for **Extended Reality** technologies was the lowest (69.2%) in the synthetic reality group, implying that about 30% of respondents did not rate this technology.

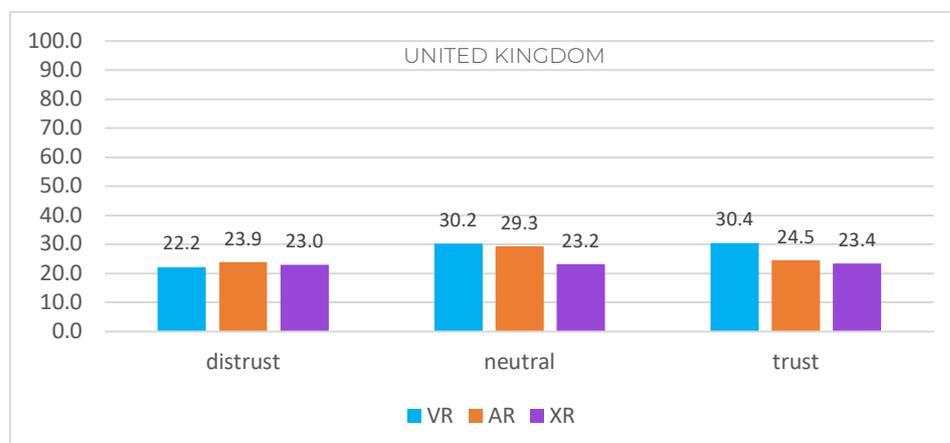


Figure 53: UK's trust ratings for synthetic reality technologies.

MACHINE LEARNING AND ADVANCED MANUFACTURE: 3D Printing clearly topped the trust rating in the machine learning and advanced manufacturing category. On the negative trust scale, Autonomous Driving stood out as a highly distrusted technology with over 50% of respondents not trusting it. Nanotechnology achieved an almost equal trust versus distrust rating, very slightly leaning towards trust. Also disparate was trust in Artificial Intelligence, which was seen as trustworthy at almost 39% and as not trustworthy at almost 33%. A similar pattern emerged for Robotics with 37.2% of distrust versus 36.8% of trust responses.

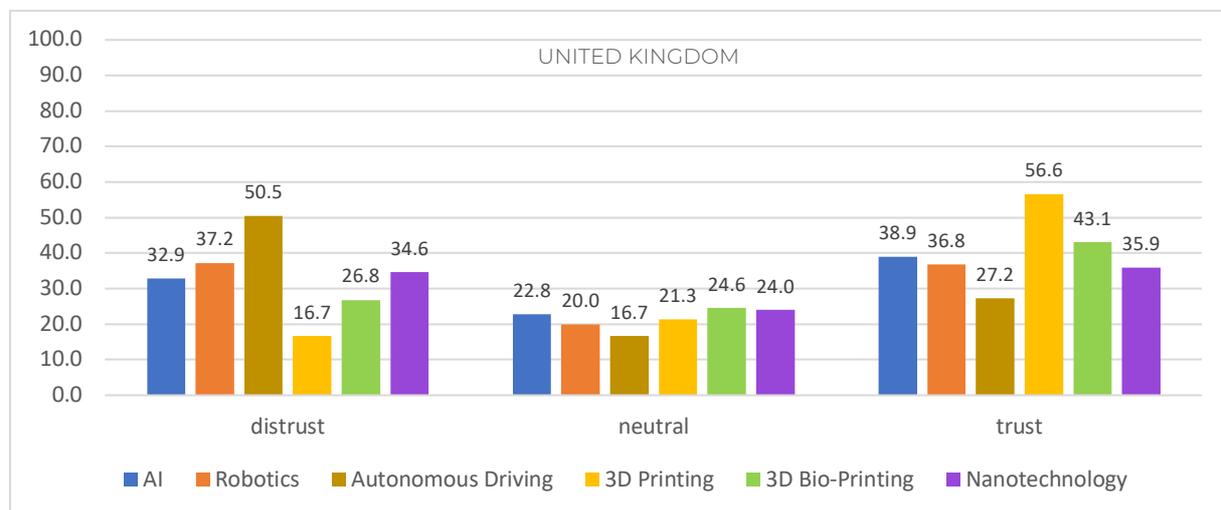


Figure 54: UK's trust ratings for machine learning and advanced manufacture technologies.

MEDICAL TECHNOLOGIES: Prosthetics (65.7%) and Vaccines (61.8%) were highly trusted medical technologies. Also strongly features Stem Cell Therapy with 60.3% of trust endorsements. Least trusted in this category, but still with an overall positive trust approval, were Artificial Organs (42.4% trust versus 26.6% distrust) and Telesurgery (45.3% trust versus 27% distrust).

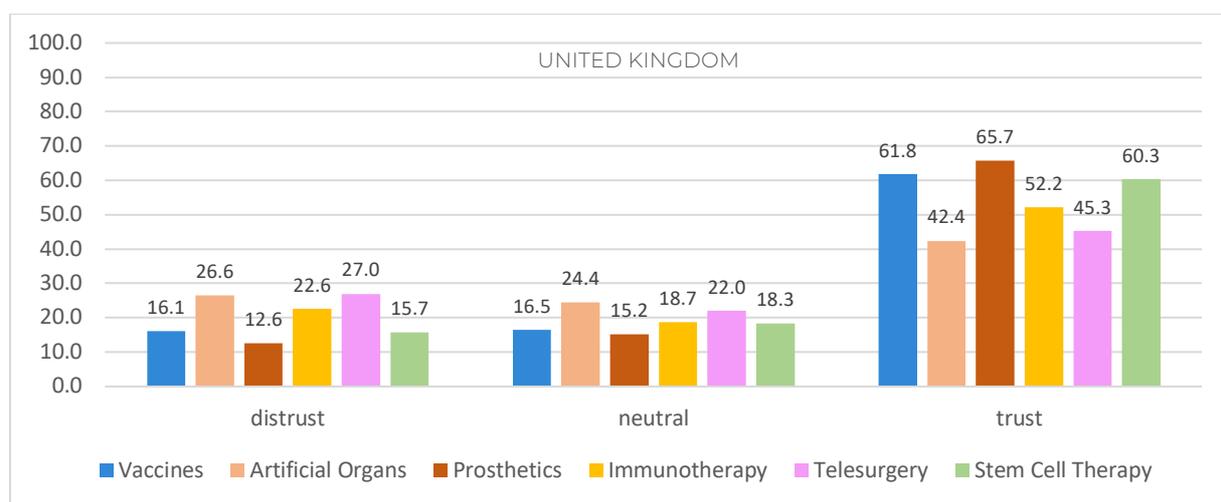


Figure 55: UK's trust ratings for advanced medical technologies.

ENHANCEMENT TECHNOLOGIES: Enhancement technologies were overall not highly trusted, achieving higher distrust than trust ratings each, except for Cognitive Augmentation which received a slight positive trust appraisal. Cosmetic Surgery was distrusted by over one-third (36.1%) of the respondents. Overall response rates for Human Enhancement Technologies (72.2%) and Cognitive Augmentation (70.3%) were lower than for Cosmetic Surgery (88.4%).

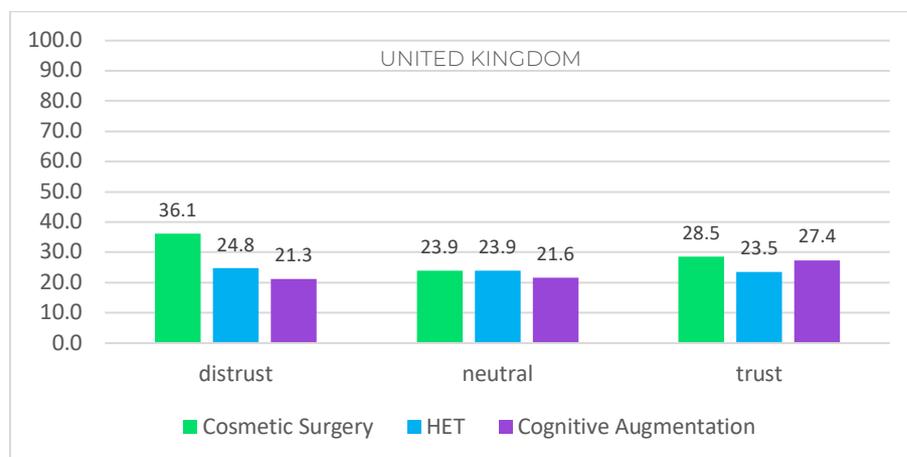


Figure 56: UK's trust ratings for human enhancement technologies.

NEOPHARMA AND BIOTECHNOLOGIES: Biotechnology for Medical Therapy (57.7%) and for Medical Diagnostics (52.4%) were the most trusted technologies in this group. Smart Drugs were endorsed by 40% of respondents. Biotechnology for Crop Resistance was least trusted with a 35% distrust rating. Biotechnology in Food Production held the middle ground with 48.7% of trust endorsements and 27% of distrust.

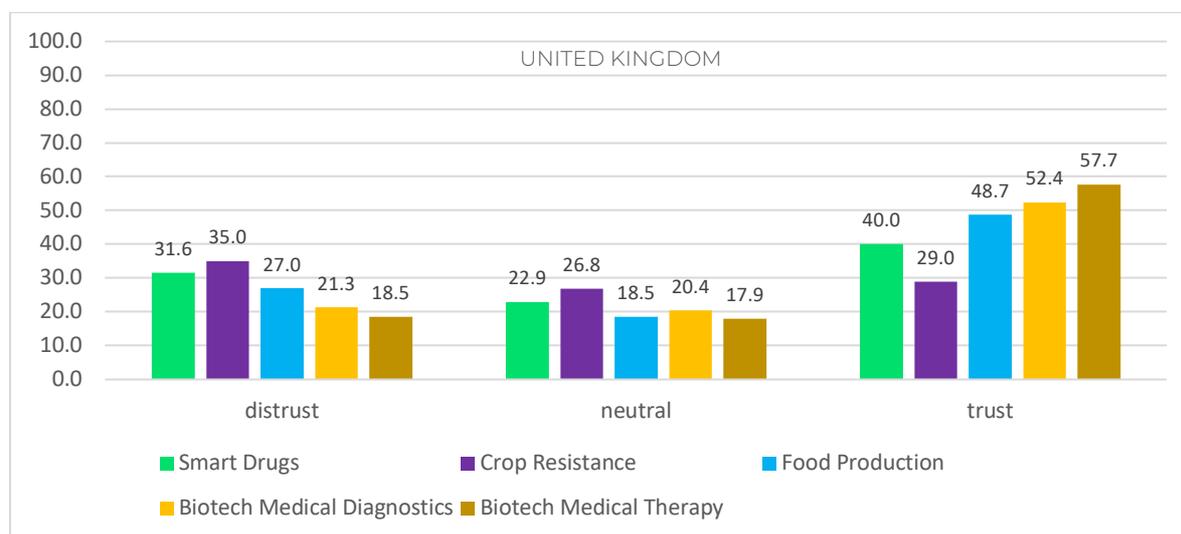


Figure 57: UK's trust ratings for neopharma and biotechnological applications.

GENETIC TECHNOLOGIES: Trust in genetic technologies was overall moderate. **Genetic Testing** received a trust endorsement of 35.7%, the highest in this group of technologies. The least trusted was **Gene Editing** with 25.7% trust versus 30.9% distrust. **Gene Editing** was also the technology with the lowest response count (77.1%) among the genetic technologies, indicating that close to 23% of respondents chose not to rate this technology.

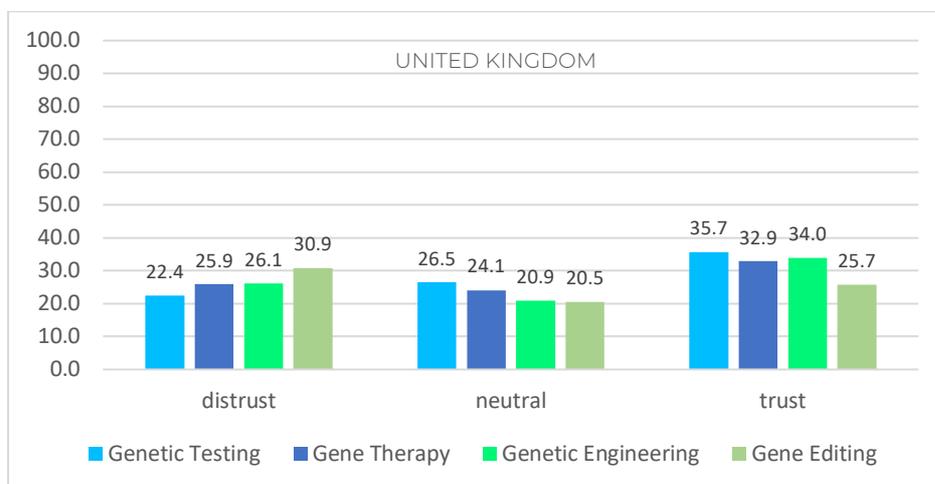


Figure 58: UK's trust ratings for genetics-based technologies.

Technologies in Comparison

Prosthetics were appraised as the most trusted technology in the United Kingdom (65.7%), followed by Smart Phones (62.9%), Vaccines (61.8%), Stem Cell Therapy (60.3%) and Email (59.6%). Biotechnology in Medical Therapy (57.7%), 3D Printing (56.6%) and Medical Imaging (56.2%) were also rated highly. News on Social Media received UK's lowest trust approval (52.2% distrust), trailed by Autonomous Driving (50.5% distrust) and Online Advertising (49.8% distrust). Online News (40.1% distrust), Advertising on Radio or TV (37.9% distrust) and Print News (37.6% distrust) were also not seen as trustworthy. Robotics (37.2% distrust) closely followed the list of doubted technologies.

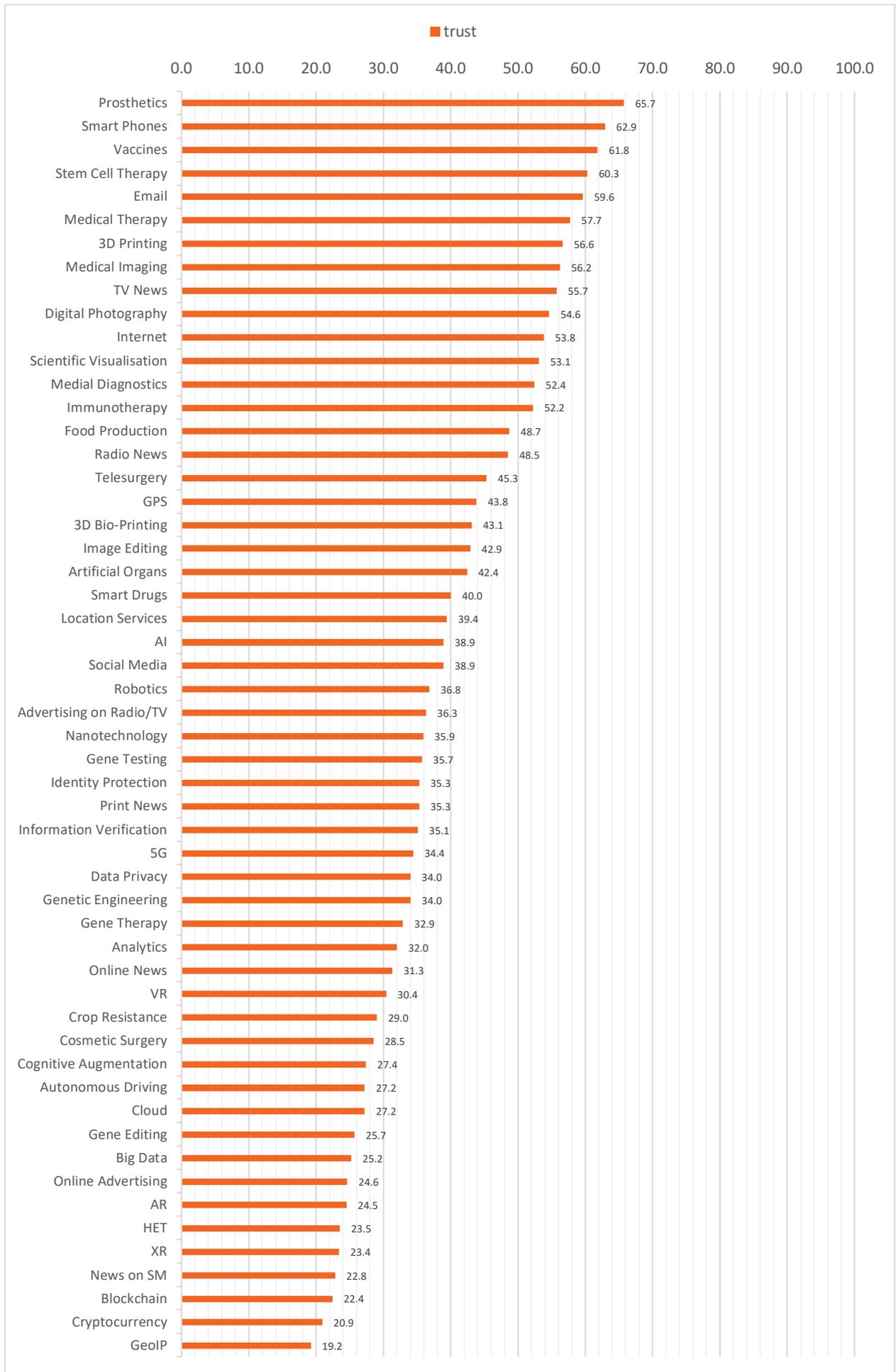


Figure 59: Technologies ranked by trust in the United Kingdom.

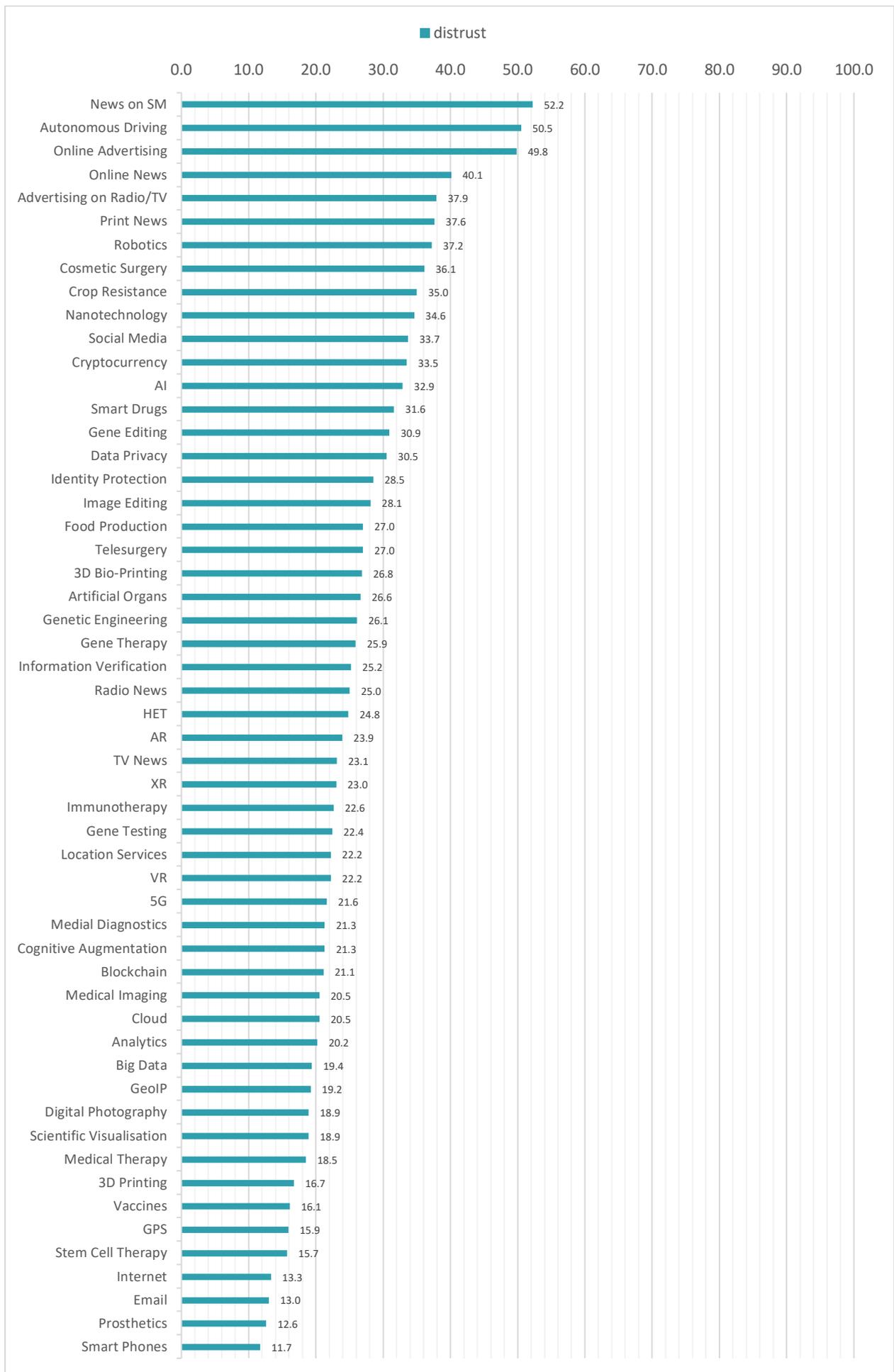


Figure 60: Technologies ranked by distrust in the United Kingdom.

UNITED STATES

Demographic Data

The age group of 26 to 45-year-olds was represented with 45%, followed by 18 to 25-year-olds with almost 30%. Gender representation was slanted towards female participants in about a 1:2 ratio. White Americans contributed to the survey in almost half of all responses.

AGE	under 18	18-25	26-45	46-65	over 65	undeclared
	1.7%	29.7%	45%	17.2%	5.7%	-
GENDER	male	female	non-binary	undeclared		
	30.7%	67.2%	1.3%	0.8%		
ETHNICITY (5 most common)	White American	African American	Latino/Hispanic American	Asian American	West European	
	49.4%	14.8%	12.4%	3.9%	3.6%	

Figure 61: Demographic data for the US.

Individual Technologies

COMMUNICATION PLATFORMS AND DEVICES: US participants showed a fairly high trust in everyday communication platforms and devices, led by Smart Phones (61%) and followed by Email (54.4%) and the Internet (53.3%). Less trusted were Social Media with a 41.8% trust and 34.8% distrust rating.

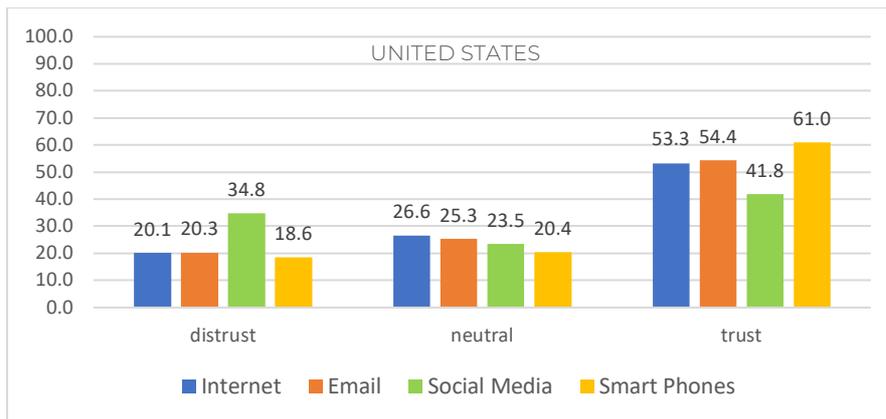


Figure 62: Trust ratings for communication platforms and devices in the US.

INFORMATION AND NEWS MEDIA: TV News (50.8%) and Print News (48.9%) were high-trust news media in the US, whereas Online Advertising (49.1%), News on Social Media (45.9%) and Advertising on Radio or TV (43.4%) were notably distrusted.

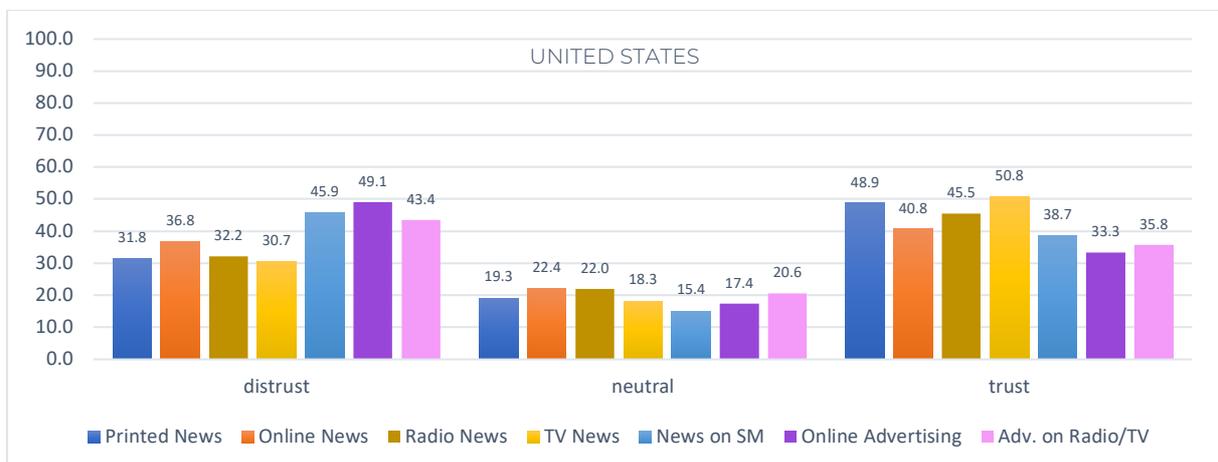


Figure 63: Trust ratings for information and news media including advertising in the US.

LOCATION SERVICES AND DATA NETWORKS: GPS (61.3%) was the most trusted technology in the group of location services, whereas GeoIP (43.4% trust vs. 32.1% distrust) and Big Data (46.3% trust vs. 31.2% distrust) were the least trusted.

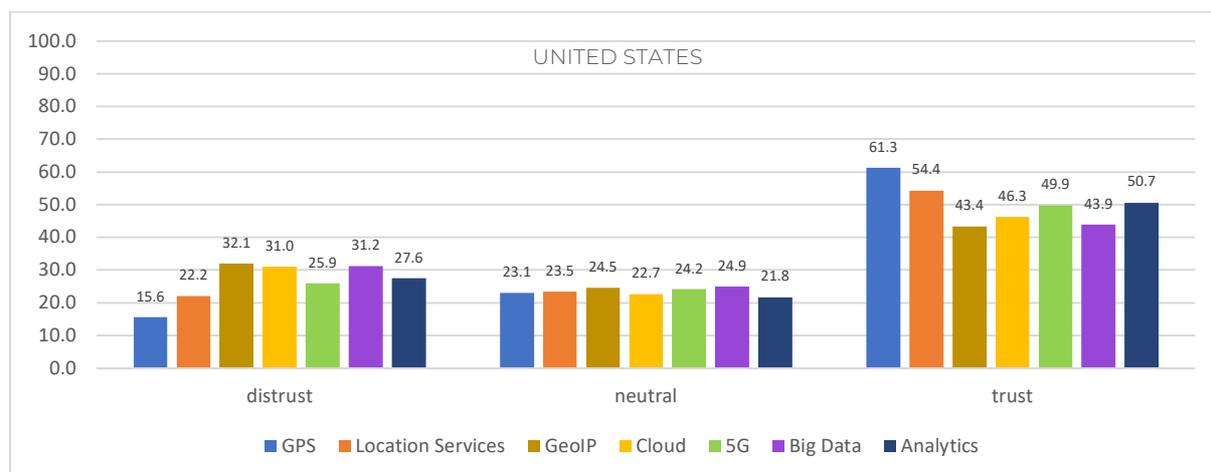


Figure 64: Trust ratings for location services and data networks in the US.

CYBERSECURITY TECHNOLOGIES: Cybersecurity technologies, as a whole, received fairly balanced trust ratings across the three categories of trust, distrust and neutral. Data Privacy (38.8% trust vs. 32.8% distrust) and Cryptocurrency (42.2% trust vs. 37.3% distrust) were least trusted, while Information Verification (45.8% trust) was seen as slightly more positive.

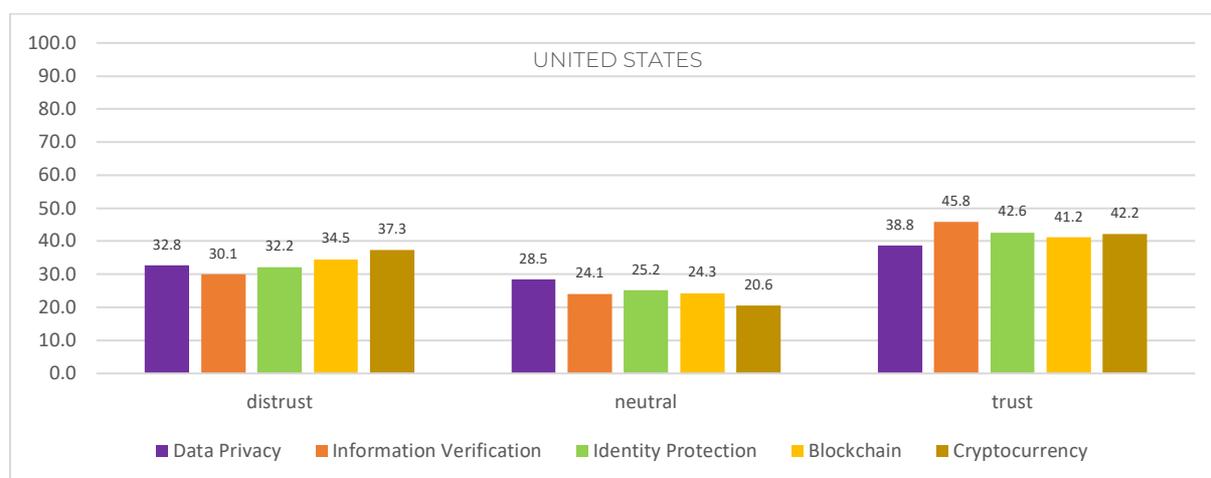


Figure 65: Trust ratings for cybersecurity technologies in the US.

DIGITAL IMAGING TECHNOLOGIES: Trust in digital Imaging technologies was overall positive and above 55% for each individual technology. Medical Imaging was rated highest in trust with almost 60%, followed by Digital Photography (57.7%) and Scientific Visualisation (56.6%). The highest distrust rating went to Image Editing, with received a 27.9% distrust rating.

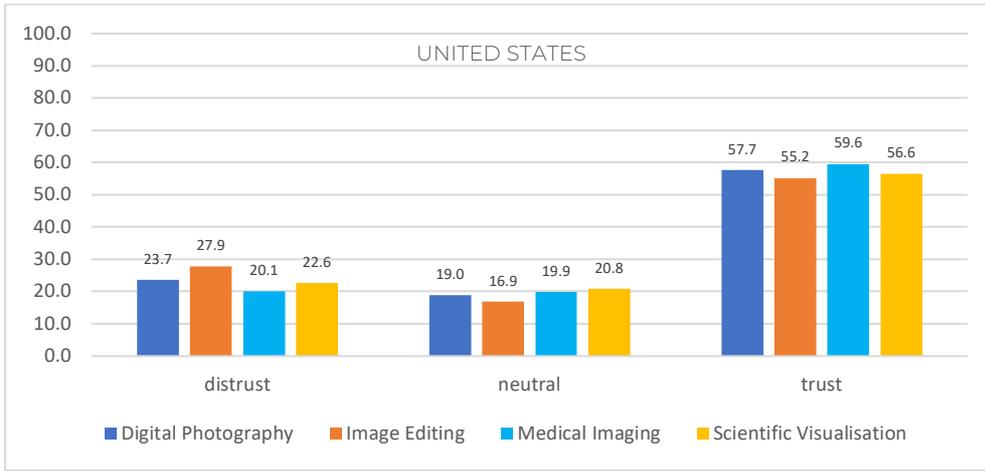


Figure 66: Trust ratings for digital imaging technologies in the US.

SYNTHETIC REALITY TECHNOLOGIES: Trust in synthetic reality was positive and above 45% each for all three technologies. **Augmented Reality** (47.7%) was seen as slightly more trustworthy than **Virtual Reality** (45.4%) and **Extended Reality** (46.1%). Distrust and neutral ratings were between 25% and 29% for each technology.

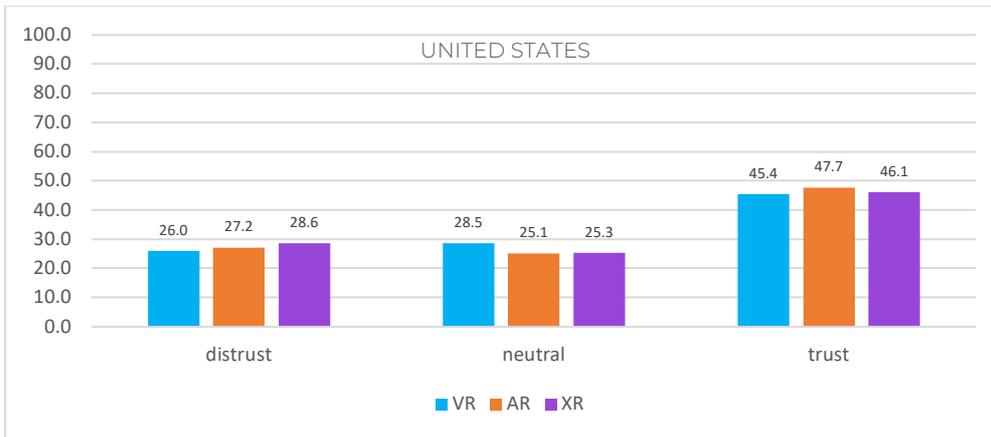


Figure 67: Trust ratings for synthetic reality technologies in the US.

MACHINE LEARNING AND ADVANCED MANUFACTURE: 3D Printing (56.1%) was trusted most among the advanced manufacturing technologies, while **Autonomous Driving** received the lowest trust (33.1%) and highest distrust (47.1%) ratings in this category of technologies. Trust in AI was divided with 41.6% trust and 38.8% distrust.

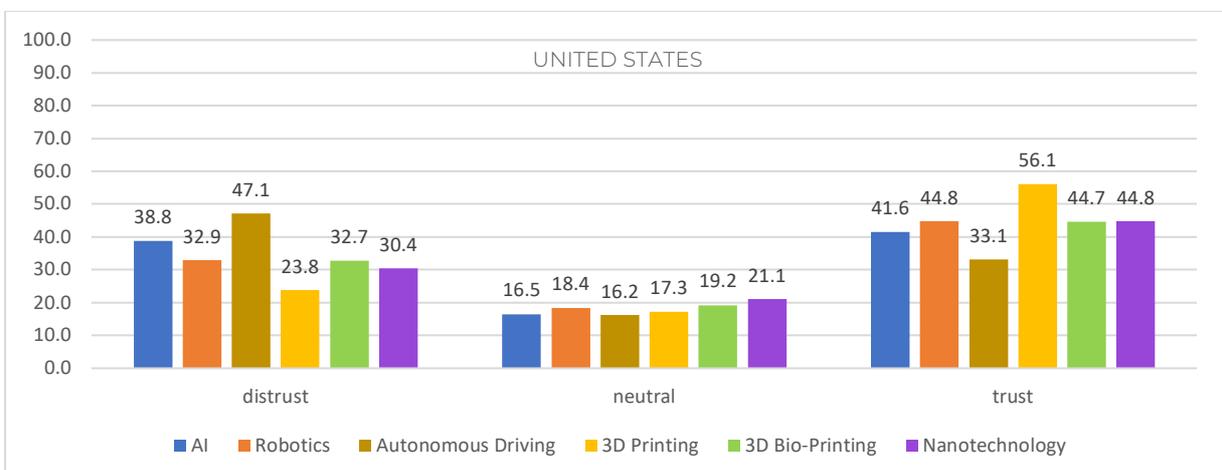


Figure 68: Trust ratings for machine learning and advanced manufacture technologies in the US.

MEDICAL TECHNOLOGIES: Prosthetics (61.4%) was the most trusted medical technology, the only technology in this group to reach over 60% endorsement. Stem Cell Therapy was also high in trust at 54.2%. Less trusted was Telesurgery with 42% trust and 35% distrust ratings.

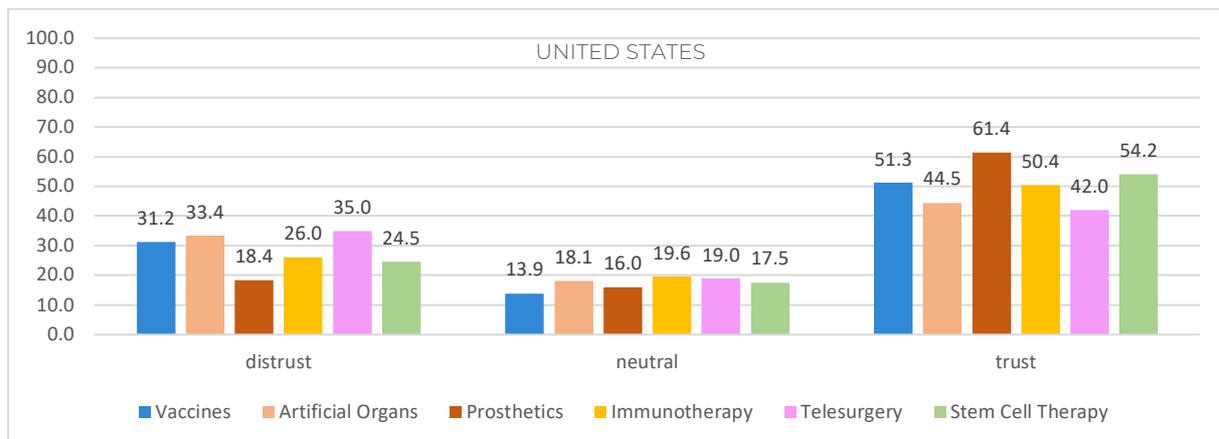


Figure 69: Trust ratings for advanced medical technologies in the US.

ENHANCEMENT TECHNOLOGIES: Cosmetic Surgery was both the most trusted (35%) and least trusted (29.5%) enhancement technology.

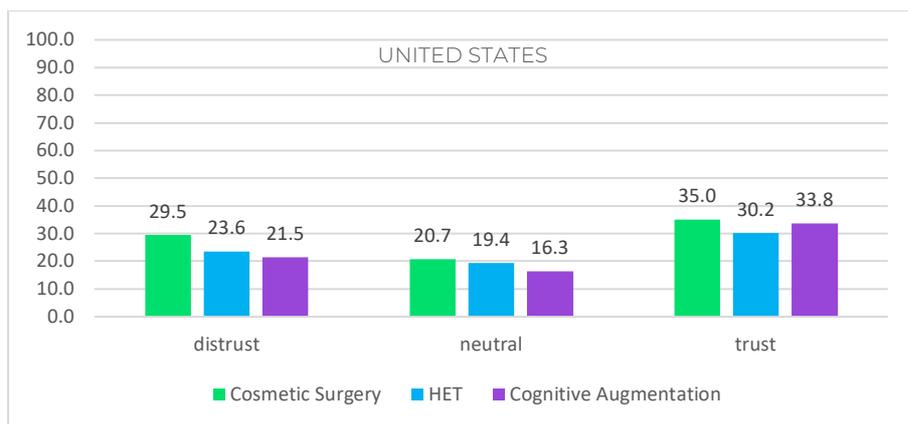


Figure 70: Trust ratings for human enhancement technologies in the US.

NEOPHARMA AND BIOTECHNOLOGIES: The use of biotechnology in Medical Therapy (54%) and for Medical Diagnostics (51.7%) was trusted by over half of respondents. Smart Drug engineering (39% distrust) and biotechnology for Crop Resistance (38.4% distrust) were least trusted.

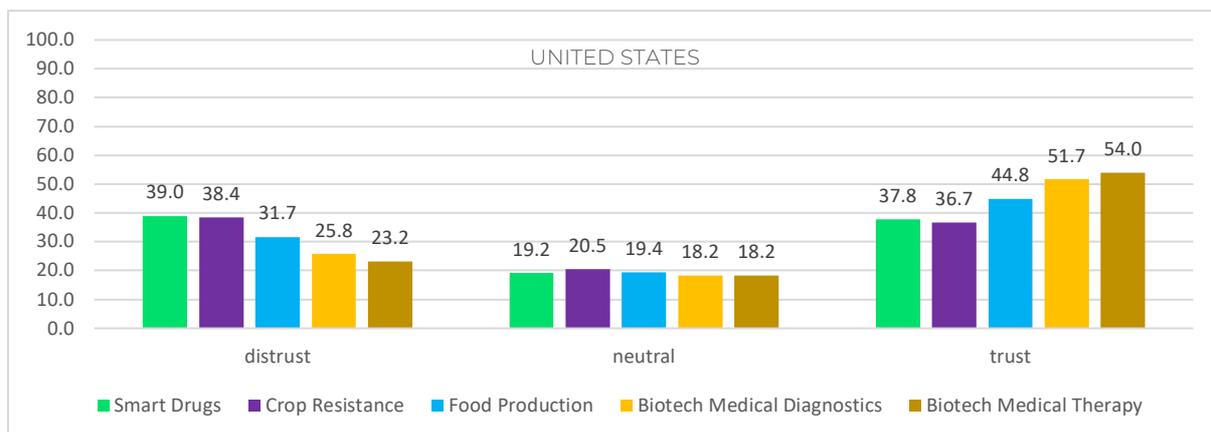


Figure 71: Trust ratings for neopharma and biotechnological applications in the US.

GENETIC TECHNOLOGIES: Genetic technologies overall achieved an average trust rating of between 33% and 43%. Genetic Testing (43.3%) was most trusted in this group of technologies. The least trusted was Gene Editing (32.7% trust and 26.6% distrust), while Gene Therapy received the highest distrust rating (29.8% distrust).

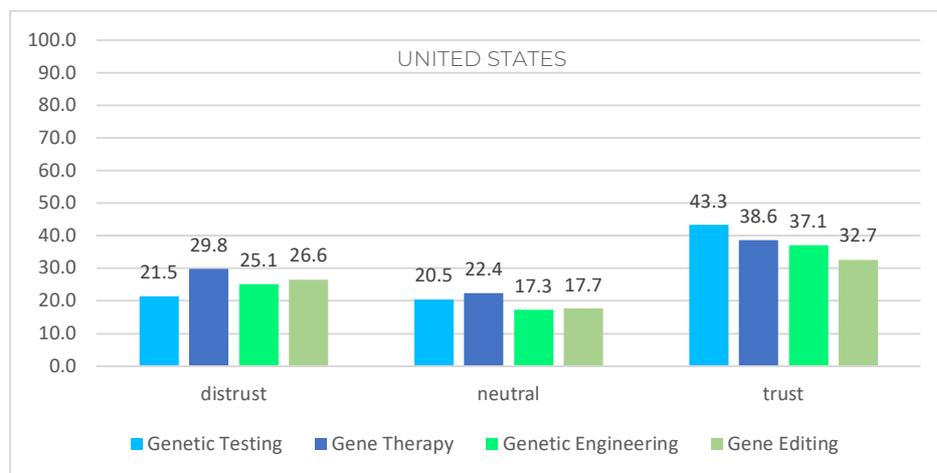


Figure 72: Trust ratings for genetics-based technologies in the US.

Technologies in Comparison

On the positive end of the trust scale, the ratings of the US survey section evidenced a fairly strong trust relationship to technology. Yet, on the other end of the scale, a high level of distrust with a significant number of lowest possible trust ratings (scale 1) became apparent.

Prosthetics (61.4%), GPS (61.3%) and Smart Phones (61%) each received a higher than 60% trust approval. Further fifteen technologies achieved a higher than 50% trust endorsement. Trust endorsements do not fall below 30% for positive ratings.

With respect to distrust, Online Advertising (49.1% distrust), Autonomous Driving (47.1% distrust), News on Social Media (45.9% distrust) and Advertising on Radio or TV (43.4% distrust) all were rated untrustworthy by over two in five respondents.

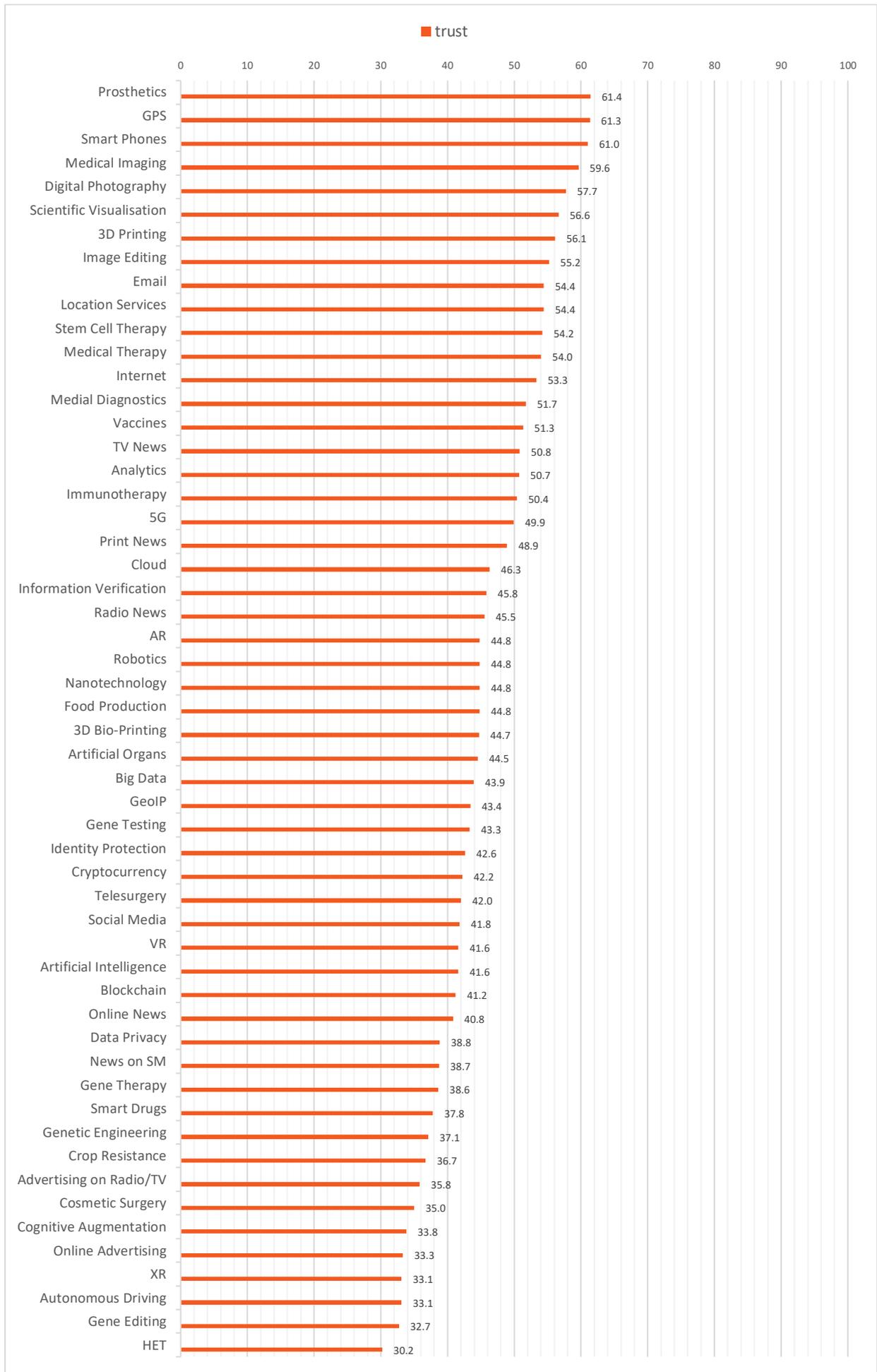


Figure 73: All technologies comparative trust ratings in the US.

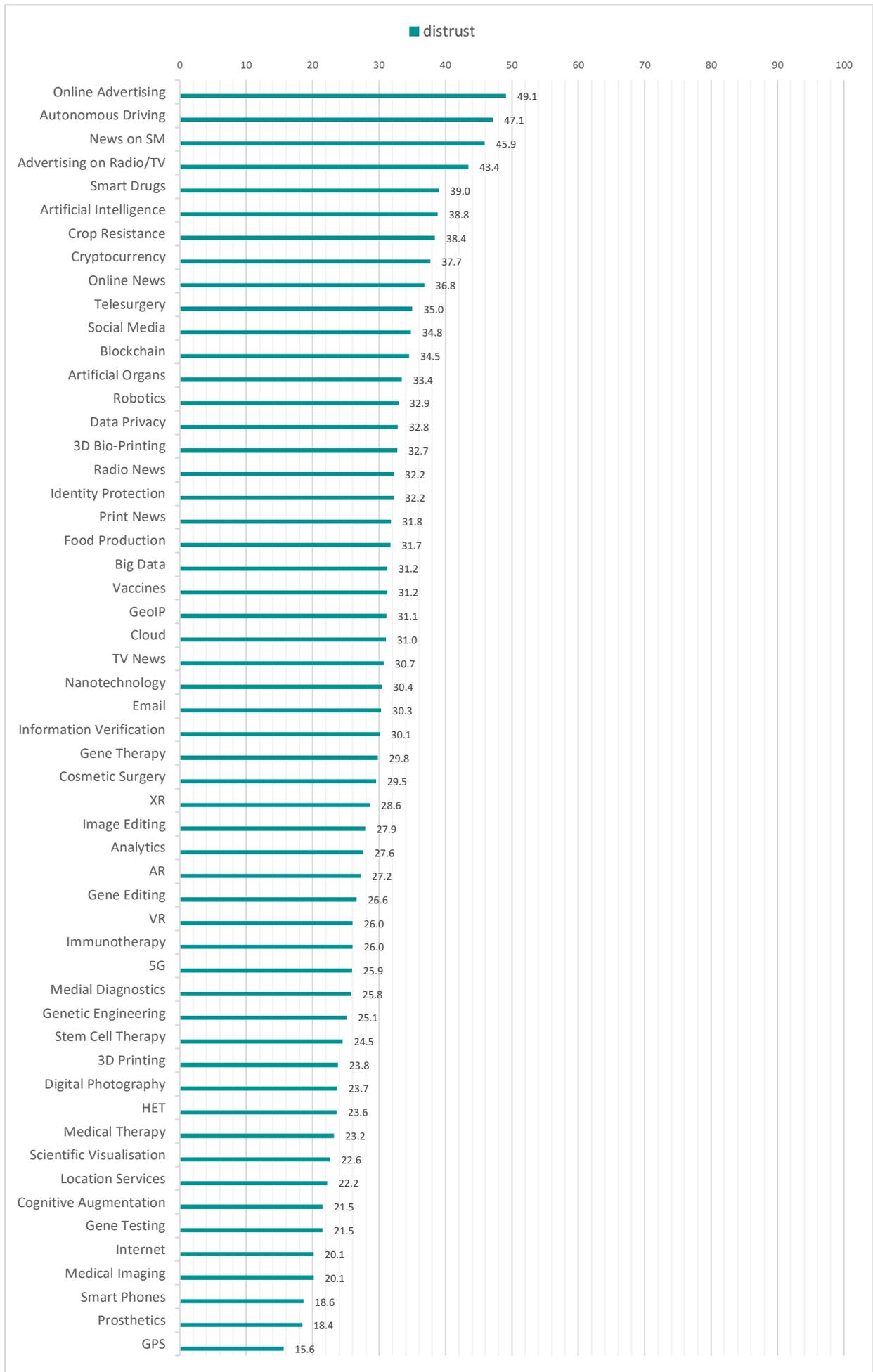


Figure 74: All technologies comparative distrust ratings in the US.

INDIA

Demographic Data

The population of the Indian section of the survey was predominantly male at over 65% and ethnically fairly homogeneous with 93% of respondents identifying as Indian. The largest age group were 26 to 65-year-olds comprising 51% of the survey population and 41% falling into the 18 to 25 age bracket.

AGE	under 18	18-25	26-45	46-65	over 65	undeclared
	1%	41%	51.1%	6.1%	0.3%	0.5%
GENDER	male	female	non-binary	undeclared		
	65.3%	34.4%	0.3%	-		
ETHNICITY (5 most common)	Indian	Other Asian	Middle Eastern	White American	African American	
	93%	1%	1%	0.7%	0.7%	

Figure 75: Demographic data for India.

Individual Technologies

COMMUNICATION PLATFORMS AND DEVICES: Trust in communication platforms and devices was very high. **Smart Phones** (83.1%) and the **Internet** (81.5%) were the most trusted ICT platforms, with **Social Media** receiving the least favoured but still high trust rating at 66.3%.

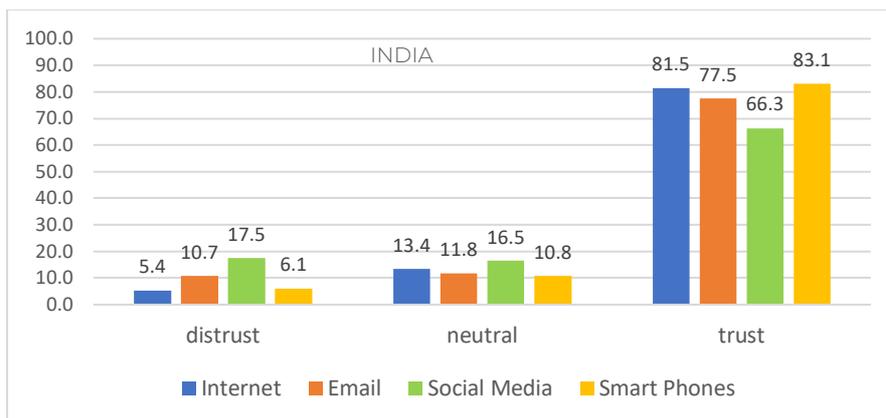


Figure 76: India's trust ratings for communication platforms and devices.

INFORMATION AND NEWS MEDIA: Print News (77%) and TV News (72.5%) were the most trusted media in India, while Online Advertising received the highest distrust rating of 26%.

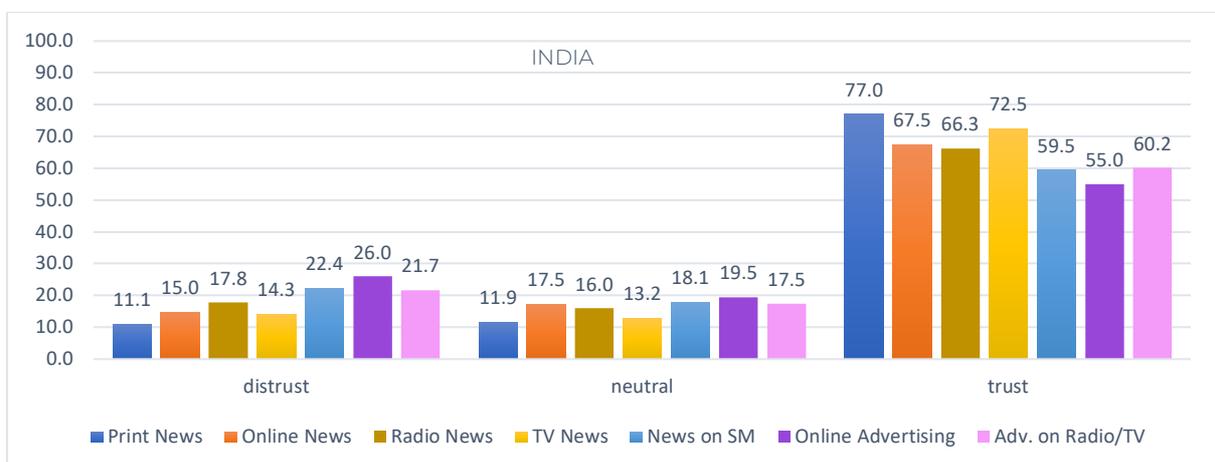


Figure 77: India's trust ratings for Information and news media including advertising.

LOCATION SERVICES AND DATA NETWORKS: GPS was the most trusted technology in the group of location services with 68% trust endorsement. GeoIP received the highest distrust rating of 20% vis-à-vis almost 50% trust approval. Overall response numbers were high across the India trust ratings, also for GeoIP which received a 92% response rate compared to response rates just above 70% in some of the other nations.

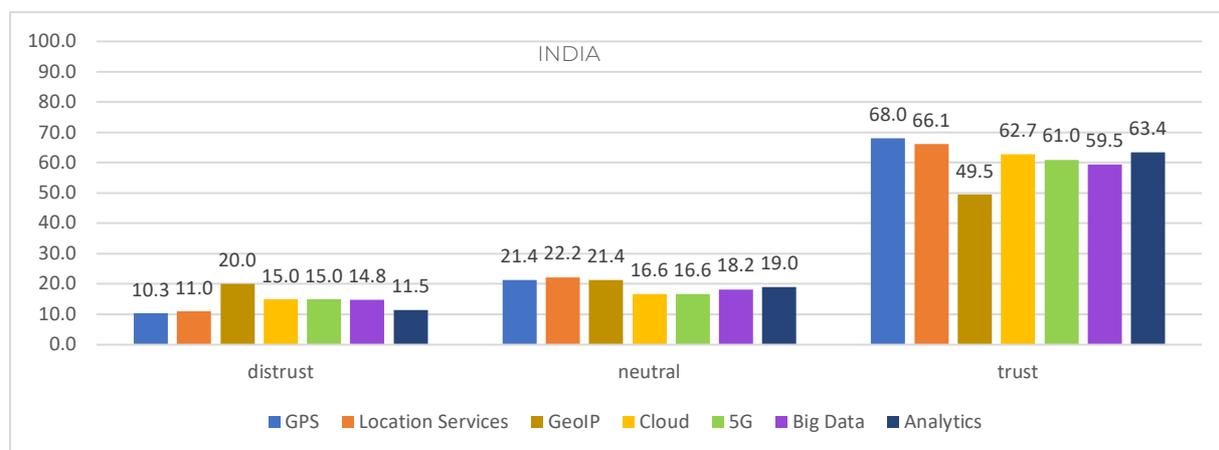


Figure 78: India's trust ratings for location services and data networks.

CYBERSECURITY TECHNOLOGIES: Trust in cybersecurity was generally high with all technologies in this group achieving above 57% of trust ratings. Trust in Information Verification was strong at 68.3%. Distrust ratings did not exceed 17.5% for any of the cybersecurity technologies.

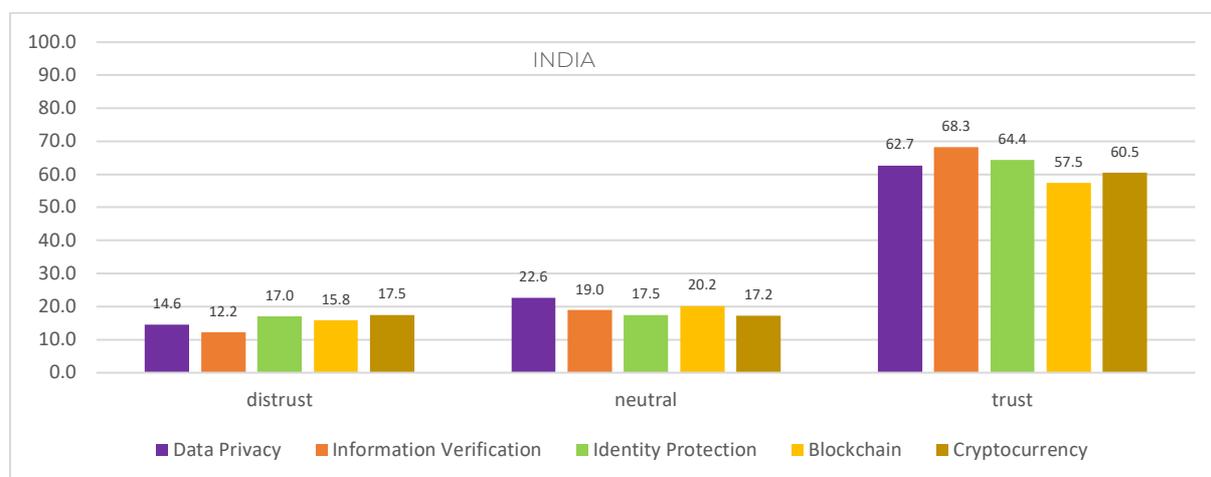


Figure 79: India's trust ratings for cybersecurity technologies.

DIGITAL IMAGING TECHNOLOGIES: Trust in digital Imaging technologies was high, reaching over 80% for Digital Photography and Scientific Visualisation. Image Editing, the least trusted digital imaging technology in this group, still received a 75% positive trust approval.

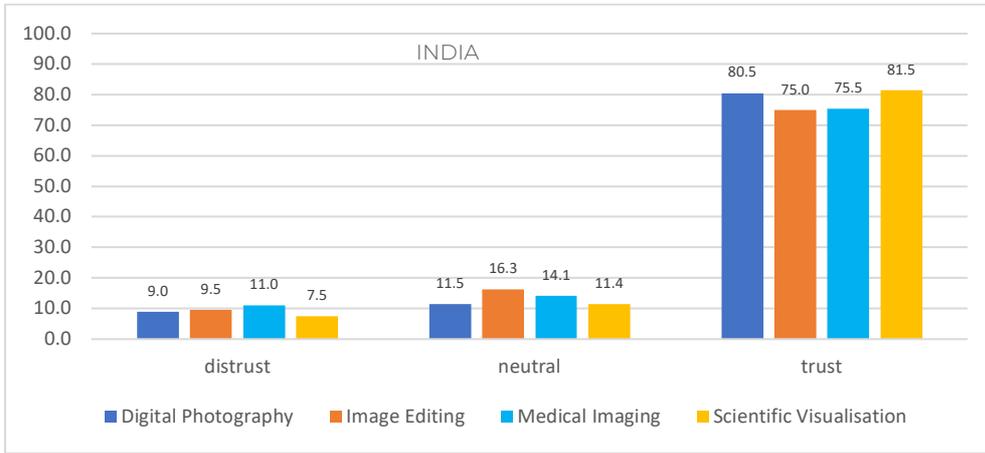


Figure 80: India's trust ratings for digital imaging technologies.

SYNTHETIC REALITY TECHNOLOGIES: Trust in synthetic reality was positive and above 65% for each of the three technologies. Virtual Reality (71%) topped the trust list in this category. Distrust ratings were comparatively low at around 10% each for Virtual Reality and Augmented Reality and 11.7% for Extended Reality technologies.

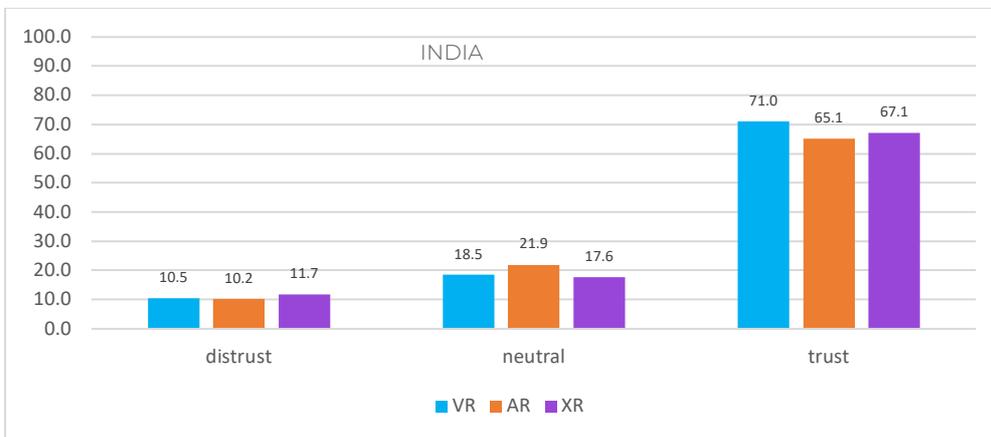


Figure 81: India's trust ratings for synthetic reality technologies.

MACHINE LEARNING AND ADVANCED MANUFACTURE: Trust in machine learning and advanced manufacturing technologies was high and above 75% for all but Autonomous Driving, which still received over 68% trust approval. Explicit distrust in Autonomous Driving was just above 15%.

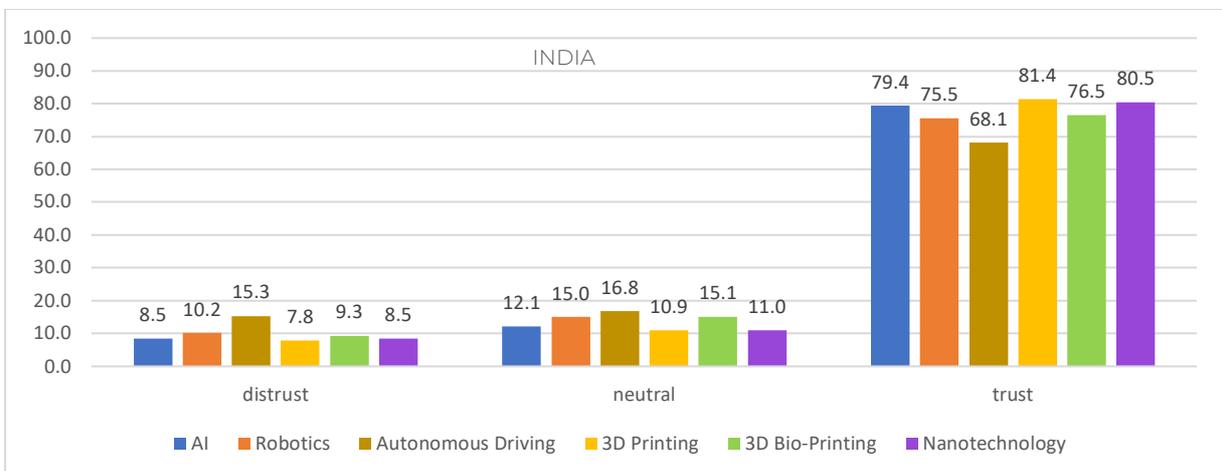


Figure 82: India's trust ratings for machine learning and advanced manufacture technologies.

MEDICAL TECHNOLOGIES: Trust in Vaccines (83.5%) was visibly higher than trust in other medical technologies, which however were positively appraised overall. Stem Cell Therapy received trust approval from ¾ of respondents.

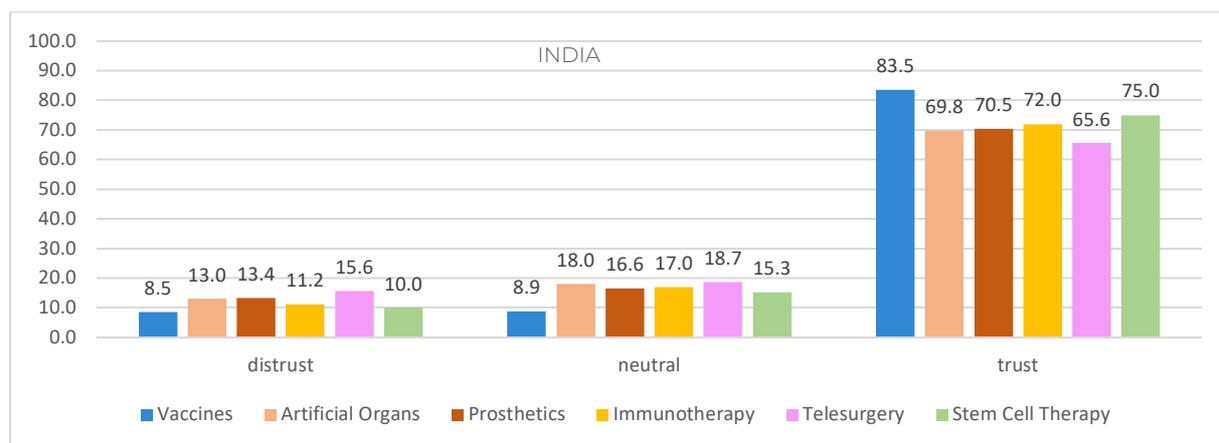


Figure 83: India's trust ratings for advanced medical technologies.

ENHANCEMENT TECHNOLOGIES: Human Enhancement (HET) was appraised highest in trustworthiness by over 67% of respondents. Cosmetic Surgery was the least trusted among the three enhancement technologies (59.2% trust and 18.5% distrust).

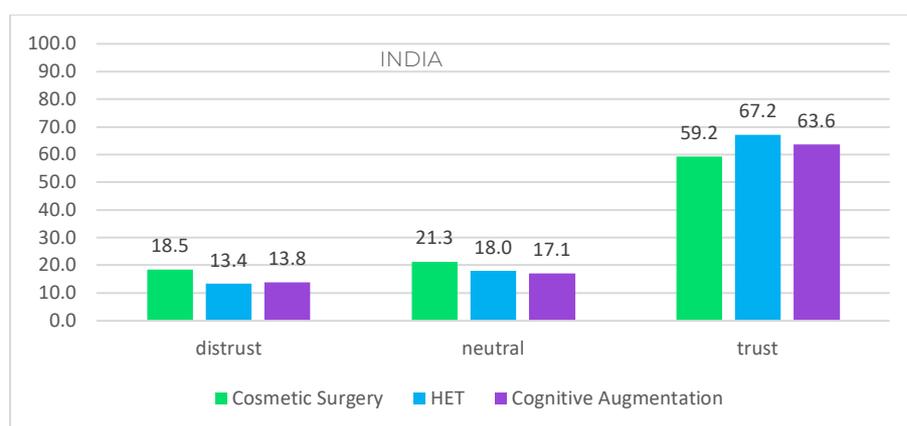


Figure 84: India's trust ratings for human enhancement technologies.

NEOPHARMA AND BIOTECHNOLOGIES: Biotechnologies in Medical Therapy (82.2%) were most trusted, followed by biotechnology for Medical Diagnostics (79%) and for Food Production (77.5%). The least trusted was Smart Drugs with 67.5% trust and 15.5% distrust ratings.

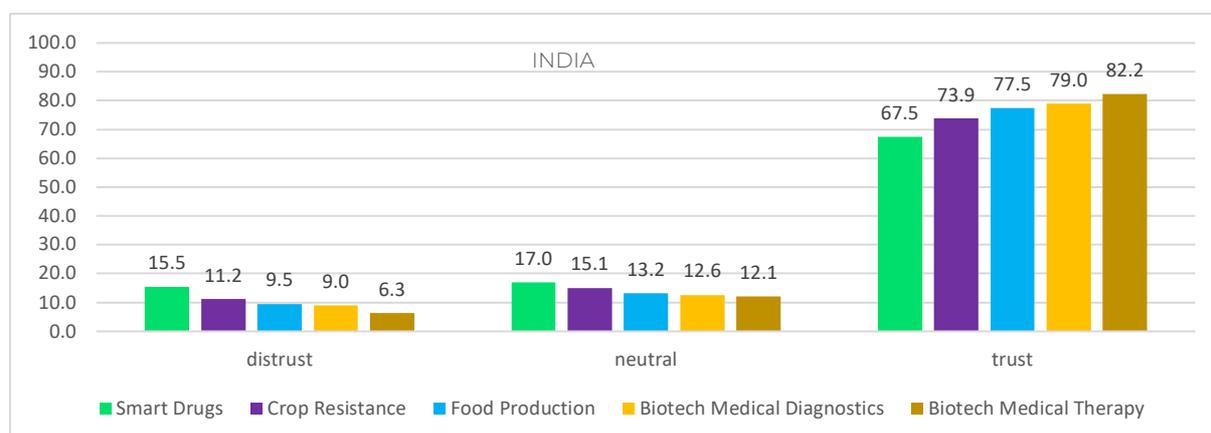


Figure 85: India's trust ratings for neopharma and biotechnological applications.

GENETIC TECHNOLOGIES: Genetic technologies were approved with over 60% trust ratings each. Genetic Engineering received the highest trust approval in this category with 68.5%. Gene Editing was least trusted in this group, but still had a close to 62% trust endorsement and below 14% distrust ratings.

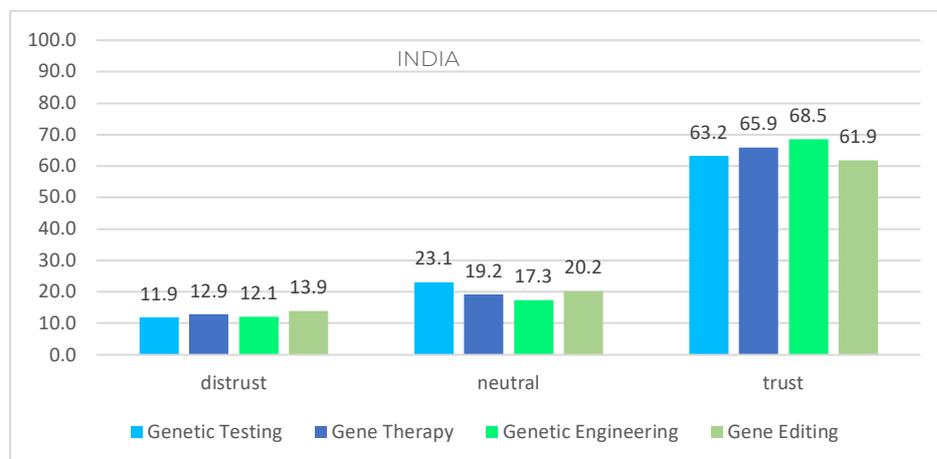


Figure 86: India's trust ratings for genetics-based technologies.

Technologies in Comparison

Vaccines emerged as the most trusted technology in India with 83.5% trust approval. This was closely followed by Smart Phones (83.1%) and Biotechnology in Medical Therapy (82.2%). Of the 54 technologies included in this survey, 53 were trust-approved above 55%. The remaining one technology, GeoIP, was still trusted by 49.5% of respondents.

Corresponding with the high trust endorsements, distrust ratings were relatively low, with only four technologies exceeding 20% of distrust: Online Advertising was the least trusted (26% distrust), followed by News on Social Media (22.4% distrust), Advertising on Radio or TV (21.7% distrust), and GeoIP (20% distrust).

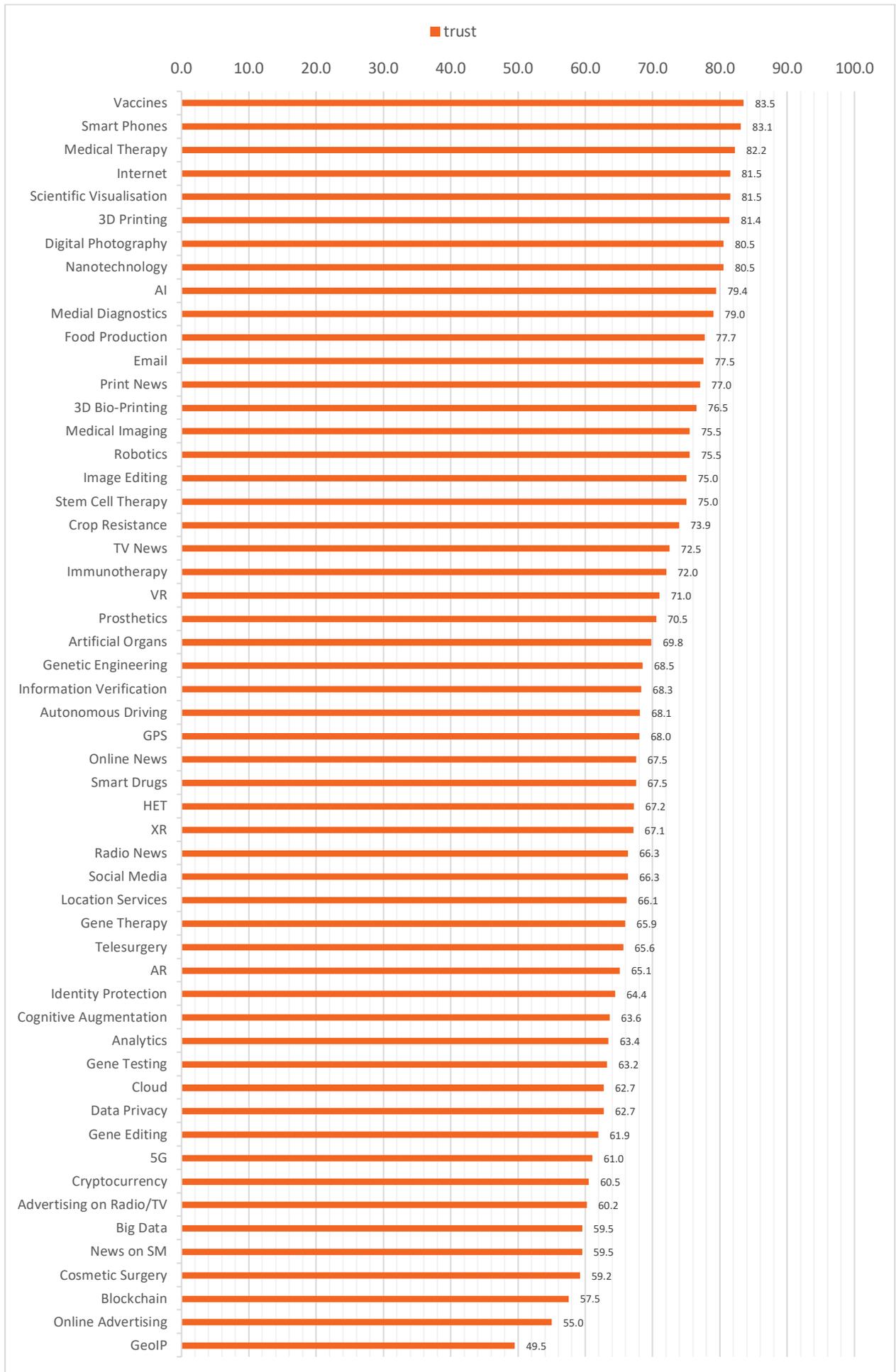


Figure 87: Technologies ranked by trust in India.

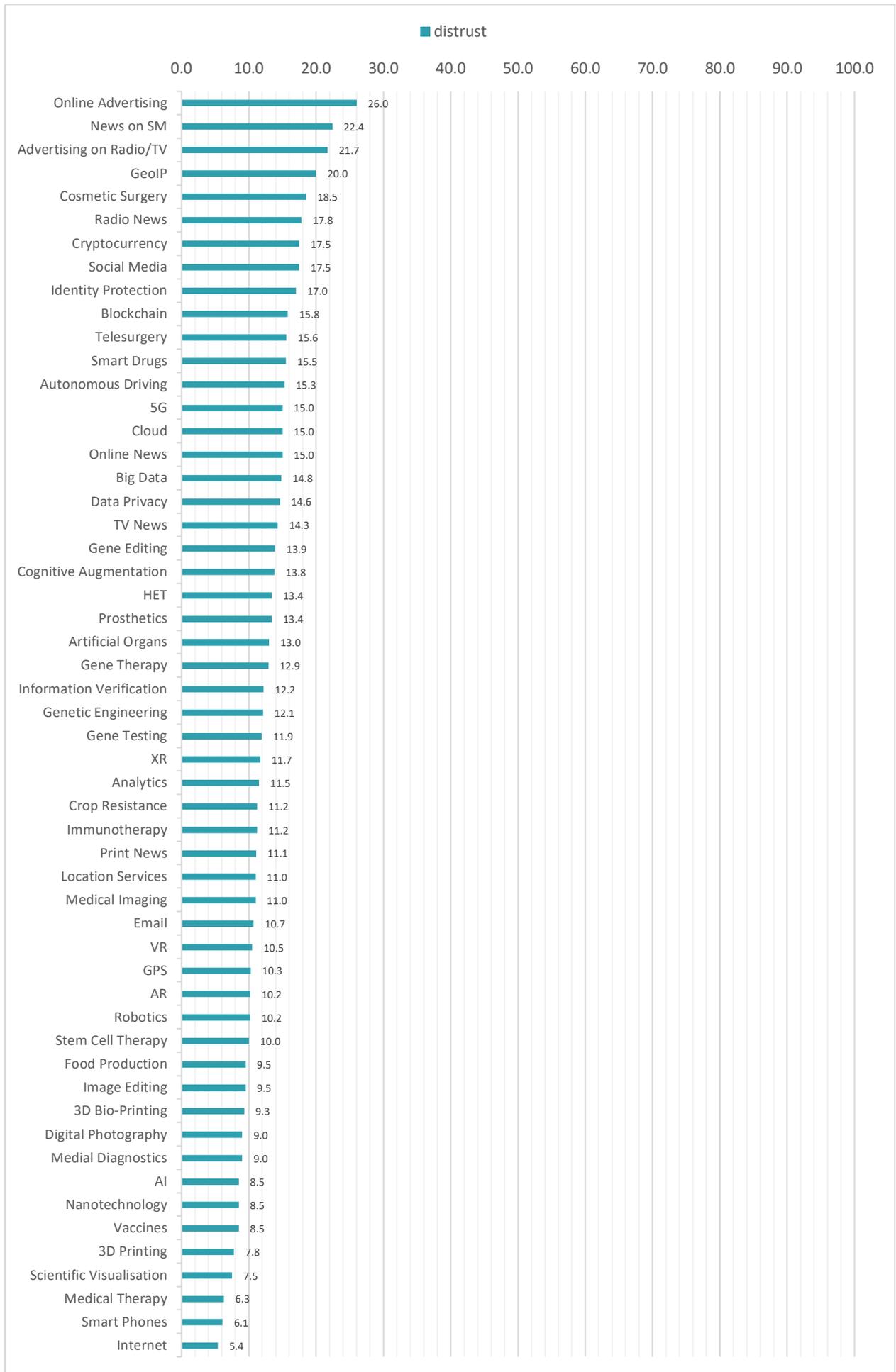


Figure 88: Technologies ranked by distrust in India.

CHINA

Demographic Data

The population of the Chinese section of the survey was almost equally male (50.6%) and female (48.6%). 98.6% of respondents identified as Chinese. The by far largest age group was 26 to 65-year-olds comprising 62.6% of the survey population and 30.8% of 18 to 25-years-olds.

AGE	under 18	18-25	26-45	46-65	over 65	undeclared
	1.7%	30.8%	62.6%	4.1%	-	0.8%
GENDER	male	female	non-binary	undeclared		
	50.6%	48.6%	0.4%	0.4%		
ETHNICITY	Chinese	undeclared				
	98.6%	1.4%				

Figure 89: Demographic data for China.

Individual Technologies

COMMUNICATION PLATFORMS AND DEVICES: Trust in communication platforms and devices was high. **Smart Phones** (72.4%) and the **Internet** (67.7%) were the most trusted ICT platforms, with **Email** receiving the least favourable rating of 57.6% trust and 17.5% distrust.

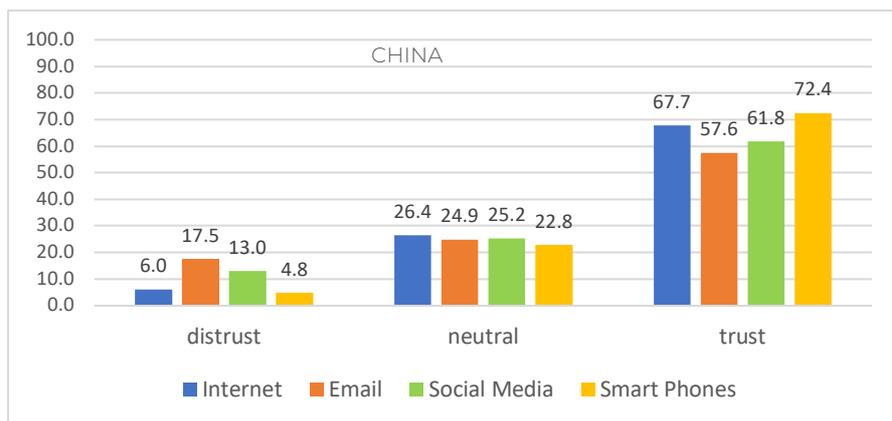


Figure 90: China's trust ratings for communication platforms and devices.

INFORMATION AND NEWS MEDIA: TV News (81.2%) and Print News (79.5%) were the most trusted media in China, while **Online Advertising** received the lowest trust (41.5%) and highest distrust rating (33.9%).

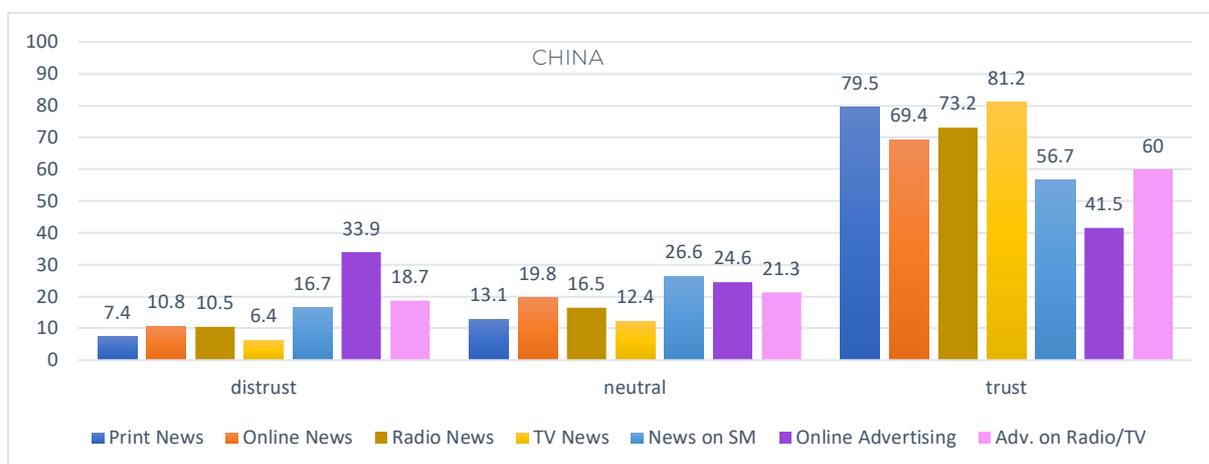


Figure 91: China's trust ratings for Information and news media including advertising.

LOCATION SERVICES AND DATA NETWORKS: 5G was the most trusted technology in the group of data networks with 76.5% trust endorsement. 5G was strongly favoured only in China in this survey. GPS received a 74.2% trust approval. All other technologies in this group were rated positively by 59% or more respondents

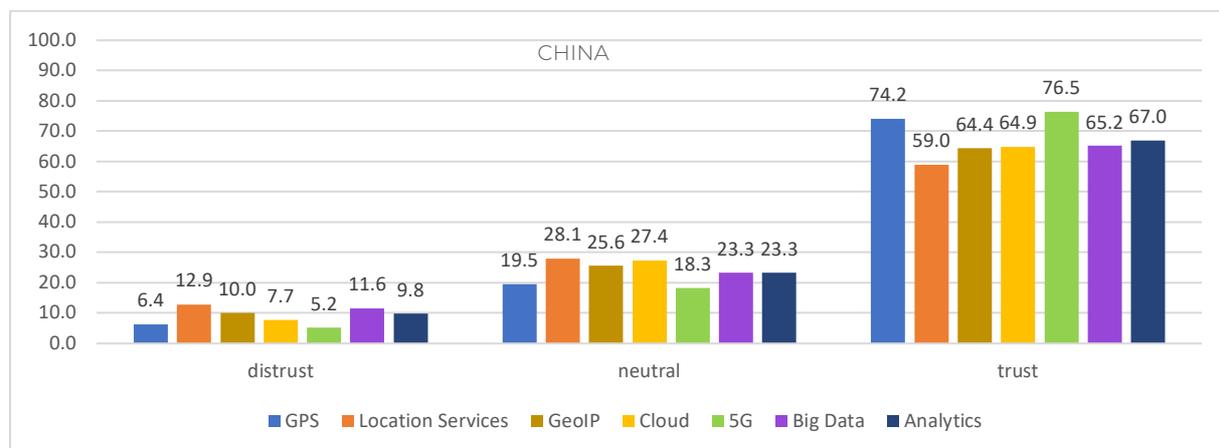


Figure 92: China's trust ratings for location services and data networks.

CYBERSECURITY TECHNOLOGIES: Trust in cybersecurity was positive overall. Identity Protection (63.5%) was trusted slightly more than other cybersecurity technologies. Cryptocurrency received the least favourable trust rating of just below 50%. China was the only nation in this survey that ranked trust in Identity Protection as its most trusted cybersecurity technology.

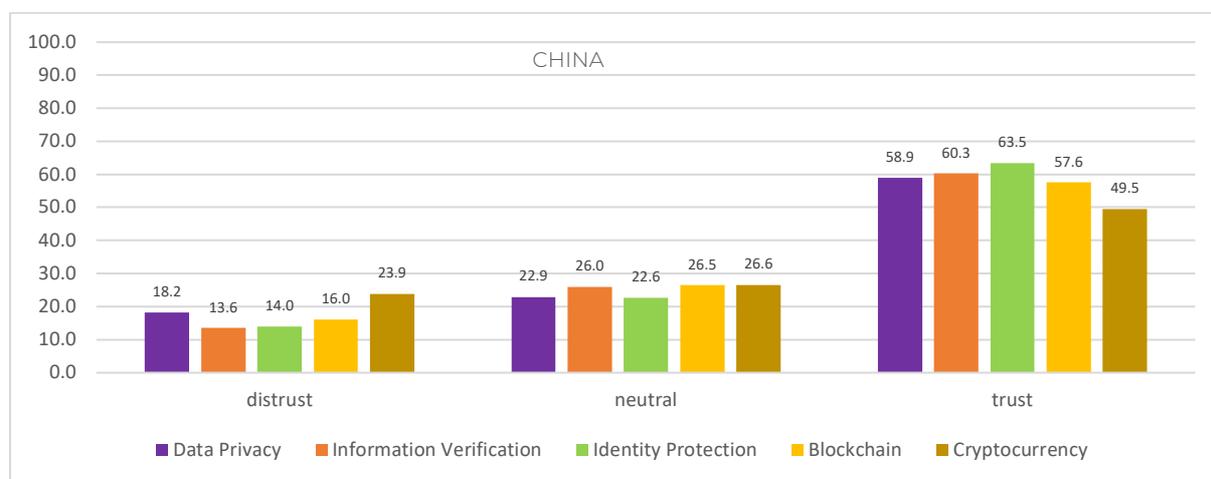


Figure 93: China's trust ratings for cybersecurity technologies.

DIGITAL IMAGING TECHNOLOGIES: Trust in digital Imaging technologies was high. Medical Imaging reached 86.3% of trust approval, followed by Digital Photography (80.5%). Digital Image Editing was trusted least in this group of technologies but still gained approval from over 67% of respondents.

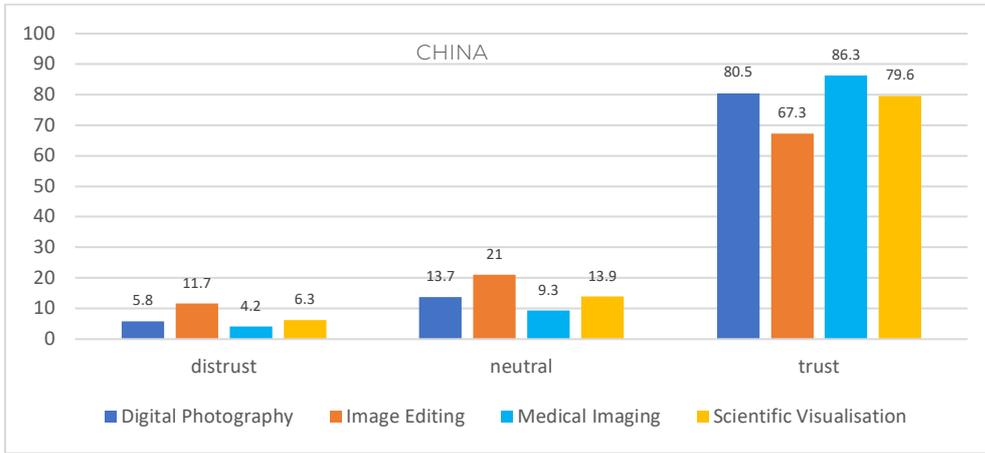


Figure 94: China's trust ratings for digital imaging technologies.

SYNTHETIC REALITY TECHNOLOGIES: Trust in synthetic reality was positive in the 67%-71% approval bracket for all three technologies. Virtual Reality (70.5%) and Extended Reality (70.4%) achieved equal trust ratings. Trust in Augmented Reality (67.4%) was only slightly behind the trust approval of the other synthetic reality technologies. AR showed a larger number of neutral ratings and a slightly lower distrust ranking than VR and XR.

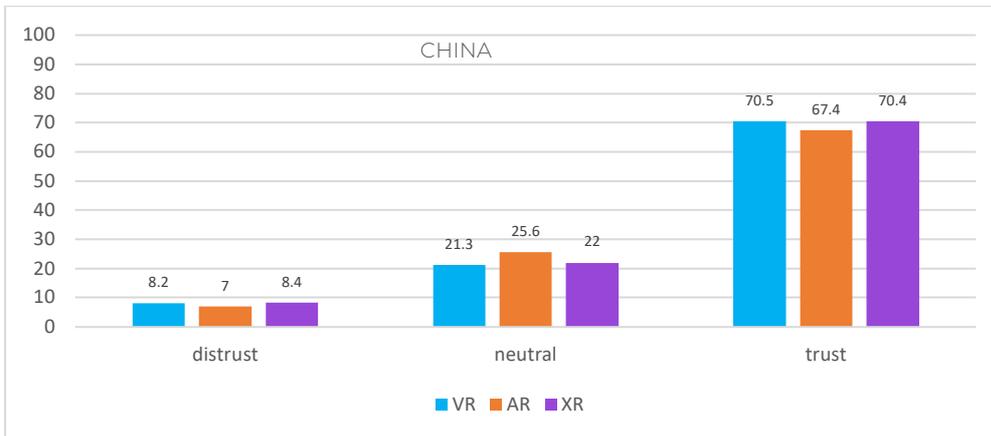


Figure 95: China's trust ratings for synthetic reality technologies.

MACHINE LEARNING AND ADVANCED MANUFACTURE: Trust in Nanotechnology (79.8%) and in Artificial Intelligence (76.8%) was high among the Chinese survey respondents. Autonomous Driving was least trusted in this group of technologies, reaching 60% of trust and almost 20% of distrust ratings.

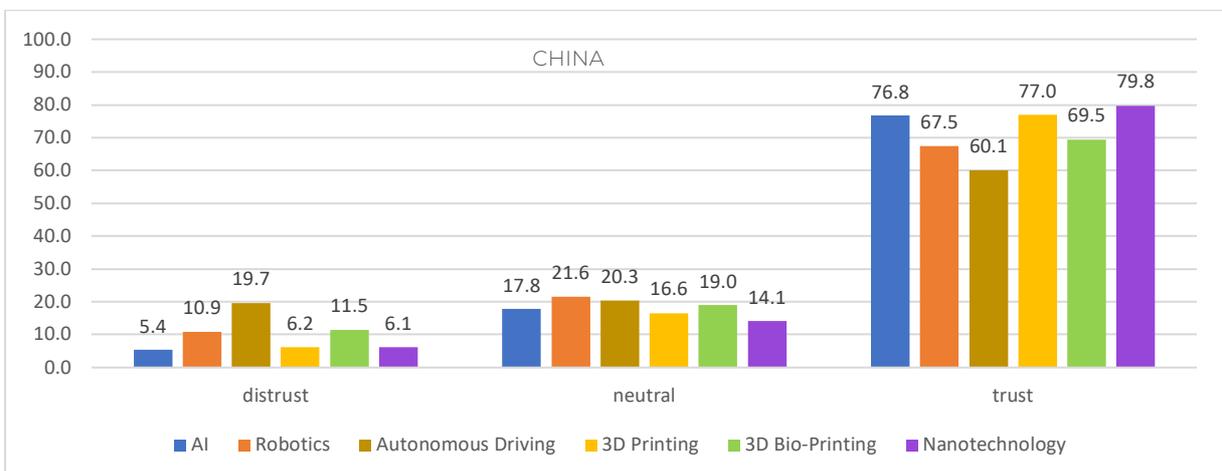


Figure 96: China's trust ratings for machine learning and advanced manufacturing technologies.

MEDICAL TECHNOLOGIES: Trust in Vaccines (82.3%) was high, followed by trust in Prosthetics (76.8%). Artificial Organs were least trusted with a 61.8% trust and a 12.1% distrust rating. Artificial Organs also received the highest neutral rank (26.1%) in this group of technologies. The most explicitly distrusted technology was Telesurgery with 18% distrust approval.

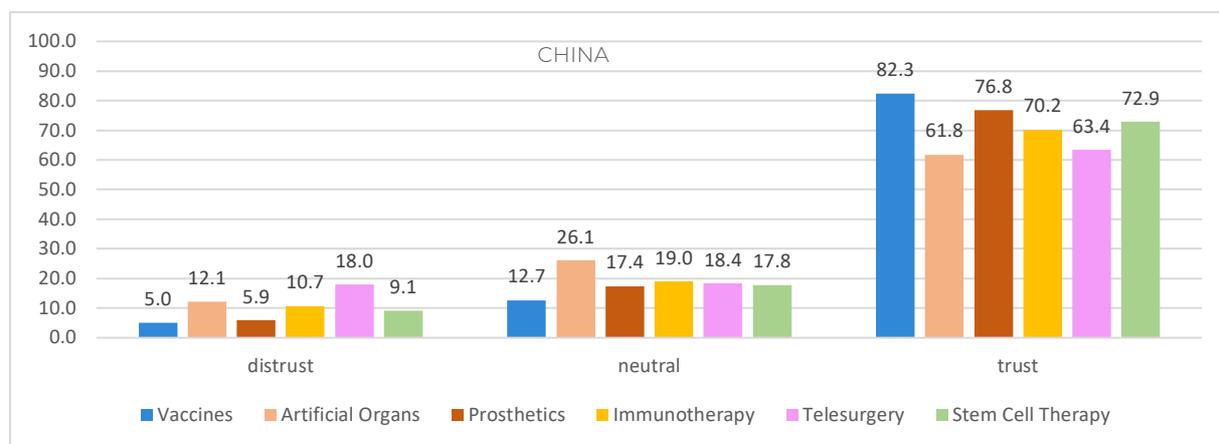


Figure 97: China's trust ratings for advanced medical technologies.

ENHANCEMENT TECHNOLOGIES: Cognitive Augmentation was trusted by almost 60% of respondents. Human Enhancement Technologies were trusted more (54.7%) than Cosmetic Surgery (49.1%), which itself is a HET. Cosmetic Surgery had a significant distrust rating (21.5%) and a large number of neutral responses (29.4%).

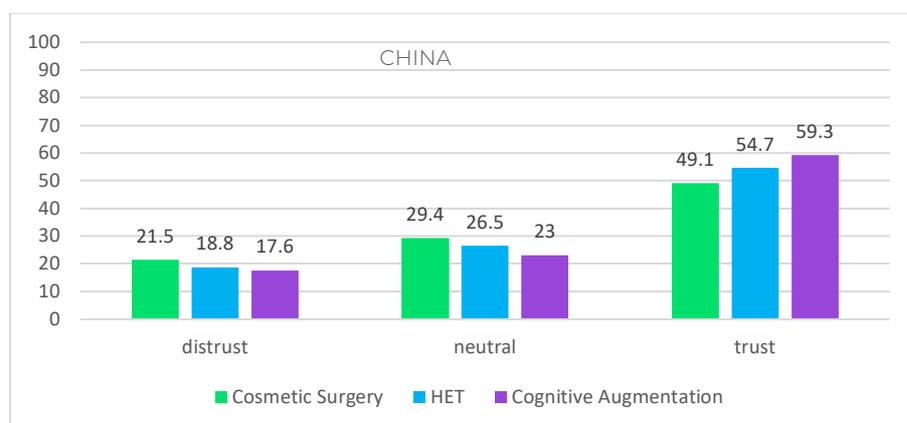


Figure 98: China's trust ratings for human enhancement technologies.

NEOPHARMA AND BIOTECHNOLOGIES: Biotechnologies in Medical Therapy (83.9%) were most trusted, followed by biotechnology for Medical Diagnostics (78.9%) and for synthetic Food Production (78.2%). The least trusted was the use of biotechnology for Crop Resistance with 68% trust, 9.3% distrust and 22.7% neutral ratings. Among all nations in this survey, China's overall trust in biotechnologies and neopharma was the highest.

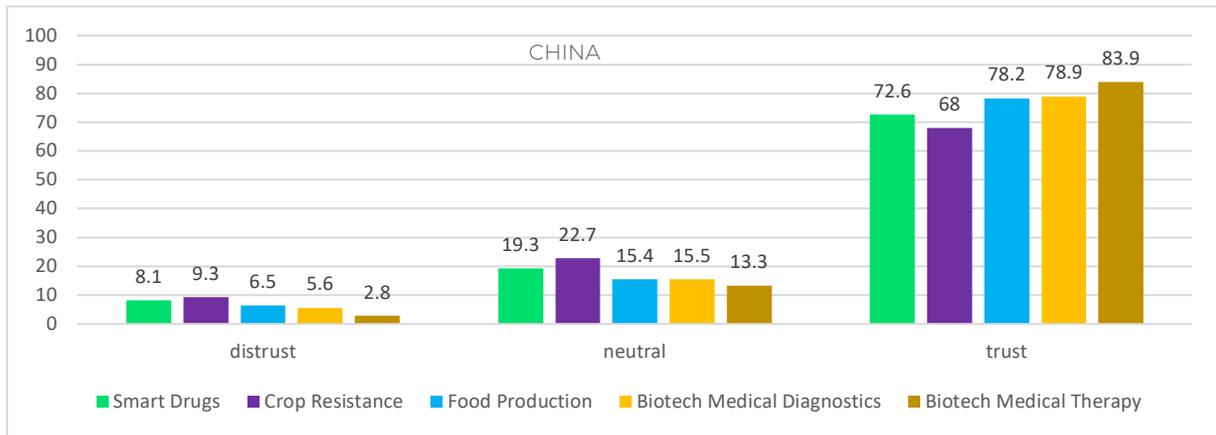


Figure 99: China's trust ratings for neopharma and biotechnological applications.

GENETIC TECHNOLOGIES: Genetic technologies were approved with a mean trust rating of 62.7%. Genetic Testing received the highest trust approval in this category with 68.9%. Gene Editing was least trusted with 56.4% trust, 20.3% distrust and 23.4% neutral votes. Gene Therapy equally achieved a high neutral trust position of 26.8%.

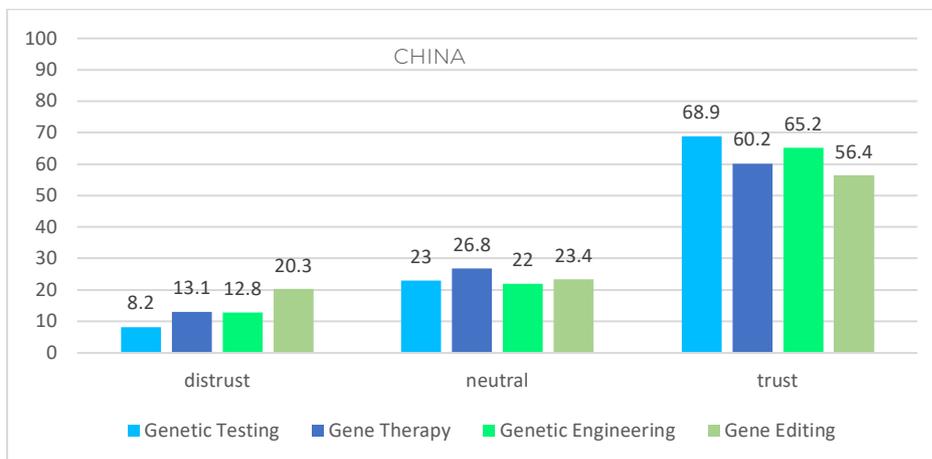


Figure 100: China's trust ratings for genetics-based technologies.

Technologies in Comparison

Vaccines emerged as the most trusted technology in India with 83.5% trust approval. This was closely followed by Smart Phones (83.1%) and Biotechnology in Medical Therapy (82.2%). Of the 54 technologies included in this survey, 53 were trust-approved above 55%. The remaining one technology, GeoIP, was still trusted by 49.5% of respondents.

Corresponding with the high trust endorsements, distrust ratings were relatively low, with only four technologies exceeding 20% of distrust: Online Advertising was the least trusted (26% distrust), followed by News on Social Media (22.4% distrust), Advertising on Radio or TV (21.7% distrust), and GeoIP (20% distrust).

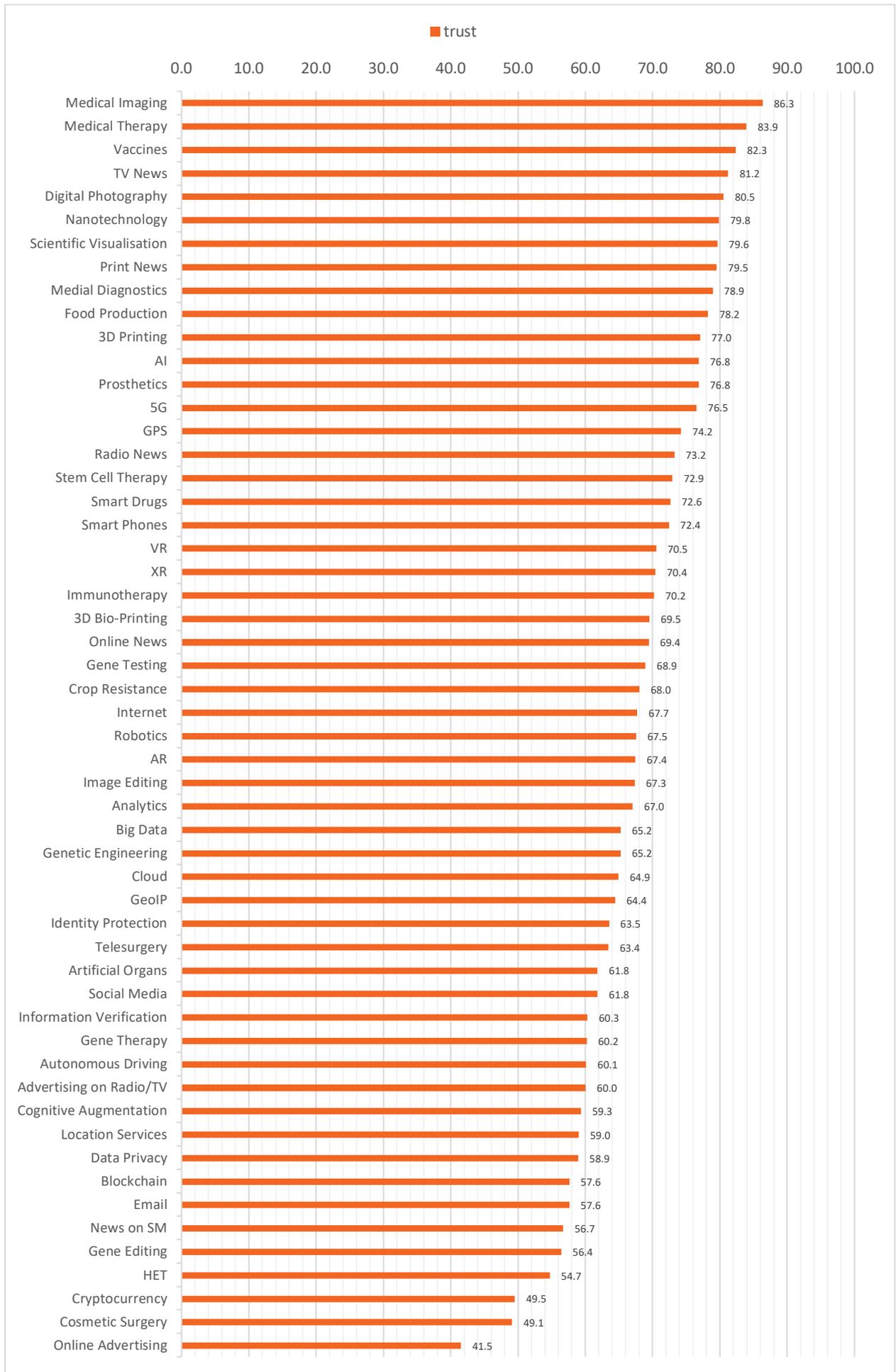


Figure 101: Technologies ranked by trust in China.

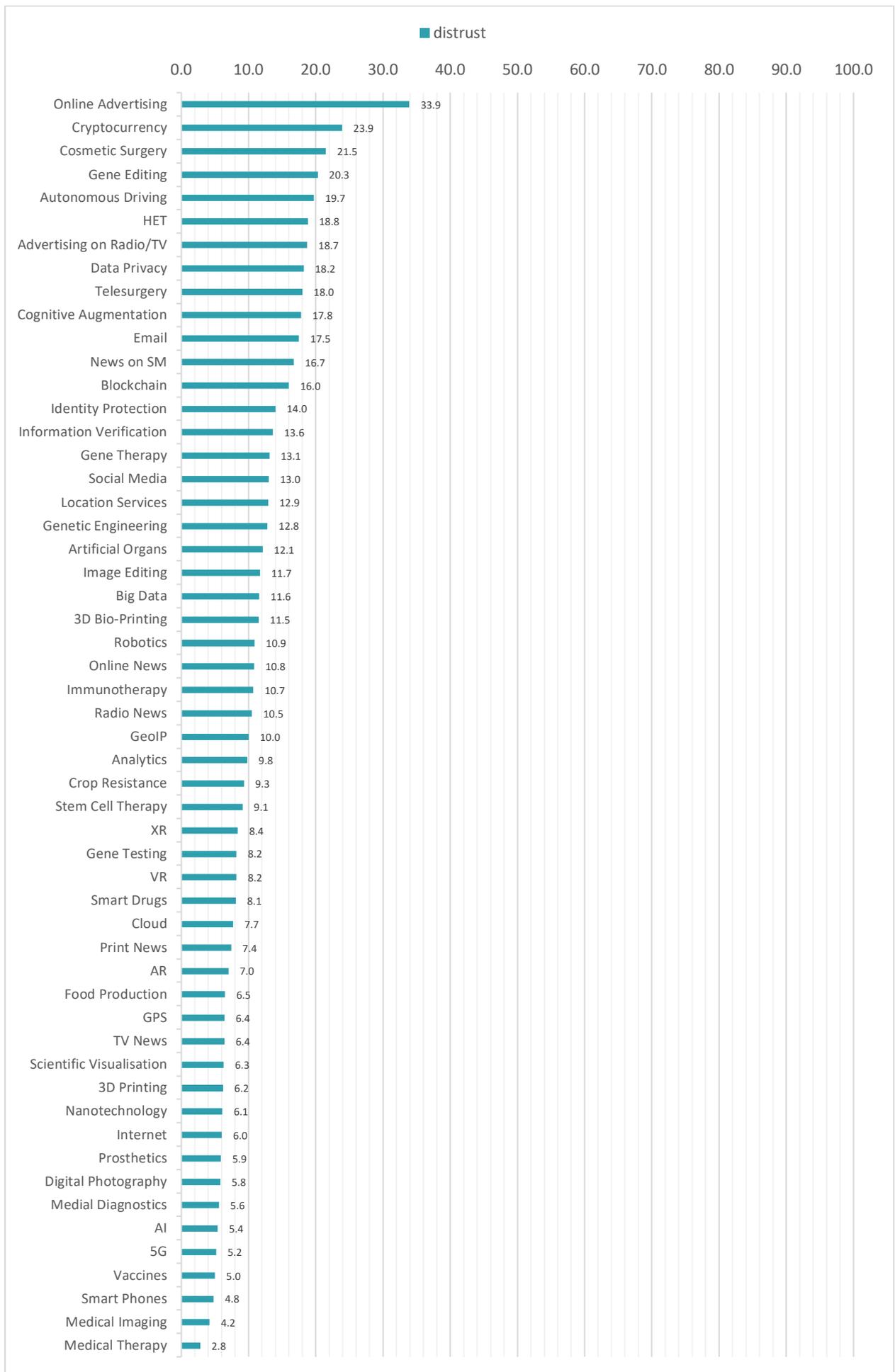


Figure 102: Technologies ranked by distrust in China.

Concluding Remark

The survey provided rich data across six nations and 54 different technologies from various technological domains. It should be noted that the survey, although greatly informative of trust attitudes and indicative of trends and trust patterns, does not claim representativeness and conclusiveness. In one instance, the scope of six participating nations was fairly limited and selection was not based on any one global classification system. In another instance, the polling populations of 560 participants per nation were too small for establishing representativeness. Further, polling populations were not adjusted proportionally to national total populations.

Care was taken when grouping technologies into groups or categories in order to facilitate ease of fielding. It is, however, apparent that many technologies overlap and generally are not neatly classifiable. In what way the presented grouping of technologies might or might not have influenced responses is unclear.

It should also be noted that survey results were not screened against age qualifiers. Results in this report include small numbers of participants outside the 18 to 65 years age bracket.

For ease of identifying trust patterns, the here presented trust and distrust results were cumulative of the scale responses 1-3 for distrust, 4 for neutral, and 5-7 for trust values. The more fine-graded full data, including scaled responses, may be requested from the author at gudrun@aut.ac.nz.

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