

Attitudes toward Technology and the Digital World - US - November 2017

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This report looks at the following areas:

- Consumers need some convincing
- Distrust for artificial intelligence
- Reliance begets intermittent disconnection
- Security tops concerns

While internet connectivity and the rapid pace of innovation have mostly had a positive impact on people's lives, it is difficult for people to fully trust technology to perform tasks or keep information secure without some human supervision. Educating the public on technology that will change habits and behaviors will be key to widespread adoption of new tech.



"The digital world has been integrated into daily lives in ways only science fiction could have predicted 50 years ago."

John Poelking, Leisure Analyst

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