



# TECHNOLOGY IN A POST-COVID WORLD WEBINAR

ELAN EDELMAN - 24<sup>TH</sup> SEPTEMBER

Edelman Trust  
Barometer **2020**



# WITH YOU TODAY



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**BACK IN JANUARY 2020**

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# 20<sup>th</sup> ANNUAL EDELMAN TRUST BAROMETER

## Methodology



Online survey in 28 markets

34,000+ respondents total

All fieldwork was conducted between  
October 19 and November 18, 2019

28-market global data margin of error: General population +/- 0.6% (N=32,200), informed public +/- 1.2% (N=6,200), mass population +/- 0.6% (26,000+), half-sample global general online population +/- 0.8% (N=16,100).

Market-specific data margin of error: General population +/- 2.9% (N=1,150), informed public +/- 6.9% (N = min 200, varies by market), China and U.S. +/- 4.4% (N=500), mass population +/- 3.0% to 3.6% (N =min 736, varies by market).

Gen Z MOE: 28-market = +/- 1.5% (N=4,310)

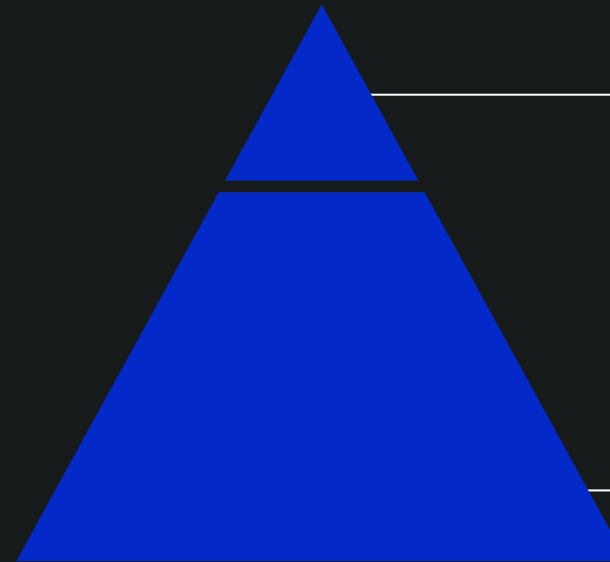
Market-specific = +/- 5.3 to 10.5% (N=min 88, varies by market).

## General Online Population

**1,150**  
respondents  
per market

Ages  
**18+**

All slides show general  
online population data  
unless otherwise noted



### 2020 Gen Z oversample

250 respondents age 18-24 per market

### Informed Public

500 respondents in U.S. and China;  
200 in all other markets

Represents **17%** of total global population

Must meet 4 criteria

- Ages **25-64**
- College-educated
- In top **25%** of household income per age group in each market
- Report significant media consumption and engagement in public policy and business news

### Mass Population

All population not  
including informed public

Represents **83%** of total  
global population



**WHY DOES TRUST MATTER?**

# TRUST ESSENTIAL FOR FUTURE SUCCESS

20 years of Edelman  
research on trust

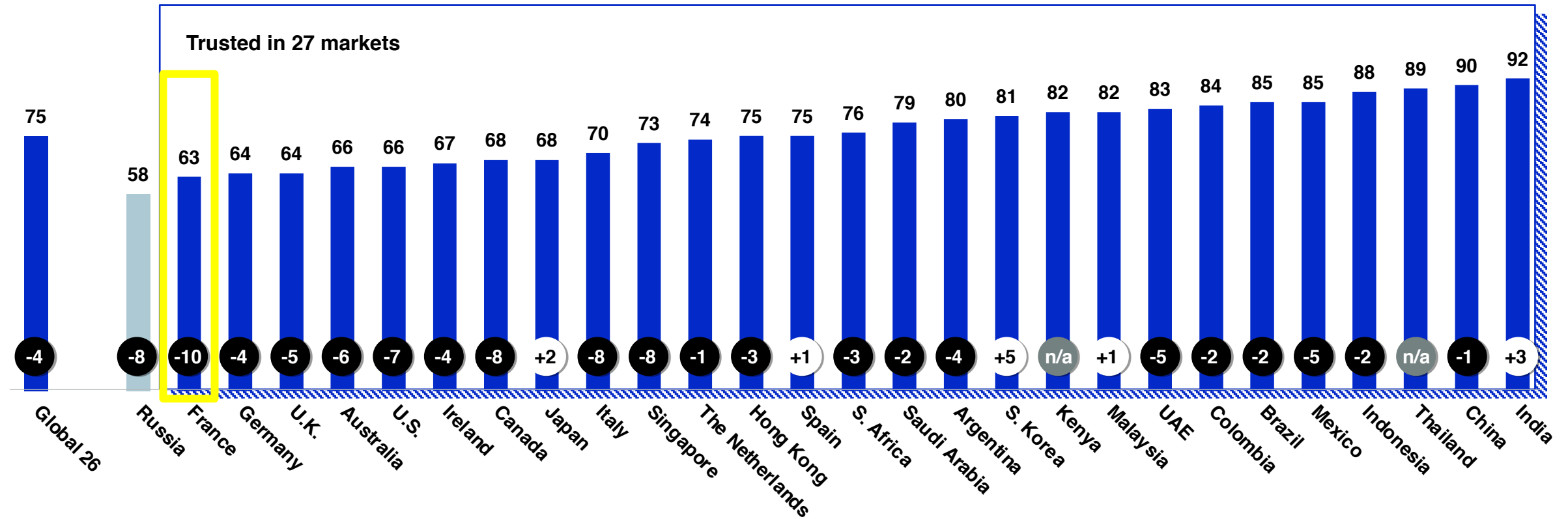


- 2M+ respondents
- 400+ companies
- 80k employee reviews
- Interviews with 50+ business leaders
- 23M measures of trust
- Review of 150+ academic articles and 80+ models of trust
- Trust and stock price analysis for 80 companies



# TRUST IN TECHNOLOGY DECLINES IN 21 OF 26 MARKETS

Percent trust in technology



2020 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 26-mkt avg.

# WORRY TECHNOLOGY IS OUT OF CONTROL

Percent who agree

The pace of change in technology is **too fast**

I worry technology will make it impossible to know if **what people are seeing or hearing is real**

Government **does not understand emerging technologies** enough to regulate them effectively

Trust in technology  
2019-2020

Global 26

-4

Largest declines in:

France

-10

Canada, Italy,  
Russia,  
Singapore

-8

U.S.

-7

Australia

-6

51%

66%

61%

2020 Edelman Trust Barometer. CNG\_POC. For the statements below, please think about the pace of development and change in society today and select the response that most accurately represents your opinion. 9-point scale; top 4 box, fast. 28-mkt avg. ATT\_MED\_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement. 9-point scale; top 4 box, agree. 28-mkt avg. PER\_GOV. How well do you feel the government is currently doing each of the following? 5-point scale; bottom 3 box, not doing well (data excludes DK responses). 25-mkt avg. (data not collected in China, Russia, and Thailand). TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. 26-mkt avg. All questions asked of half of the sample among the general population.



# WORRY ABOUT QUALITY INFORMATION

Percent who agree

The media I use are **contaminated with untrustworthy information**

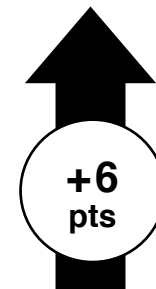


57%

I worry about false information or **fake news being used as a weapon**



76%



Change,  
2018 to 2020

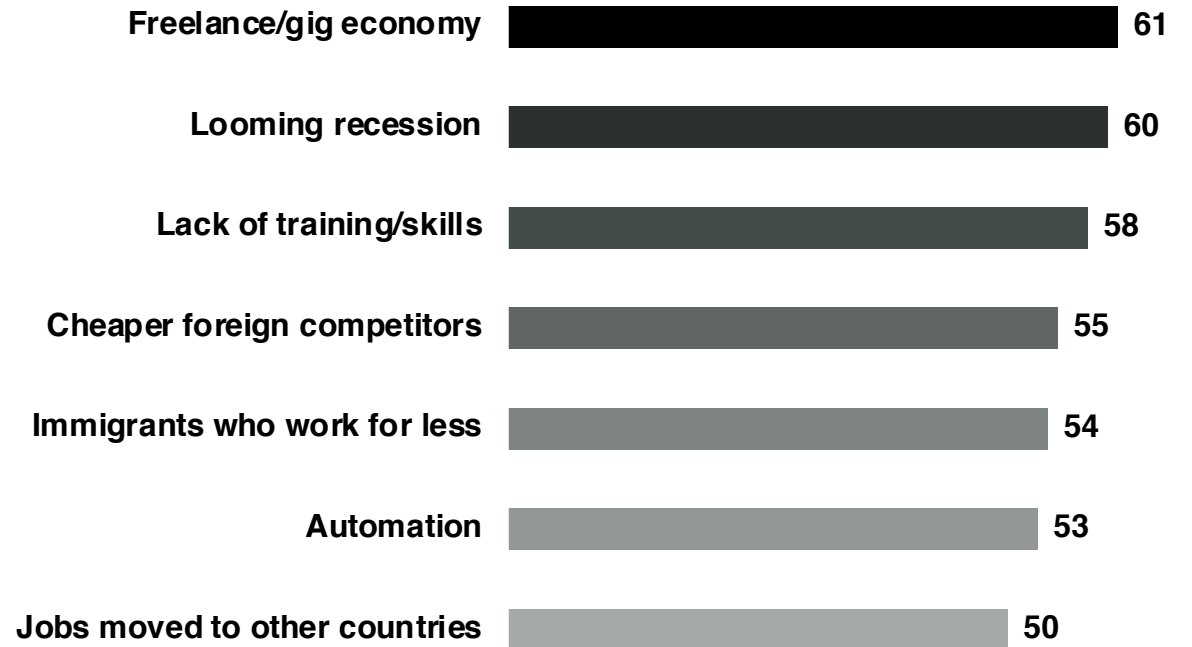
# WORRY ABOUT THE FUTURE OF WORK

Percent of employees who worry about job loss due to each issue

I worry about **losing my job**  
due to one or more of these causes

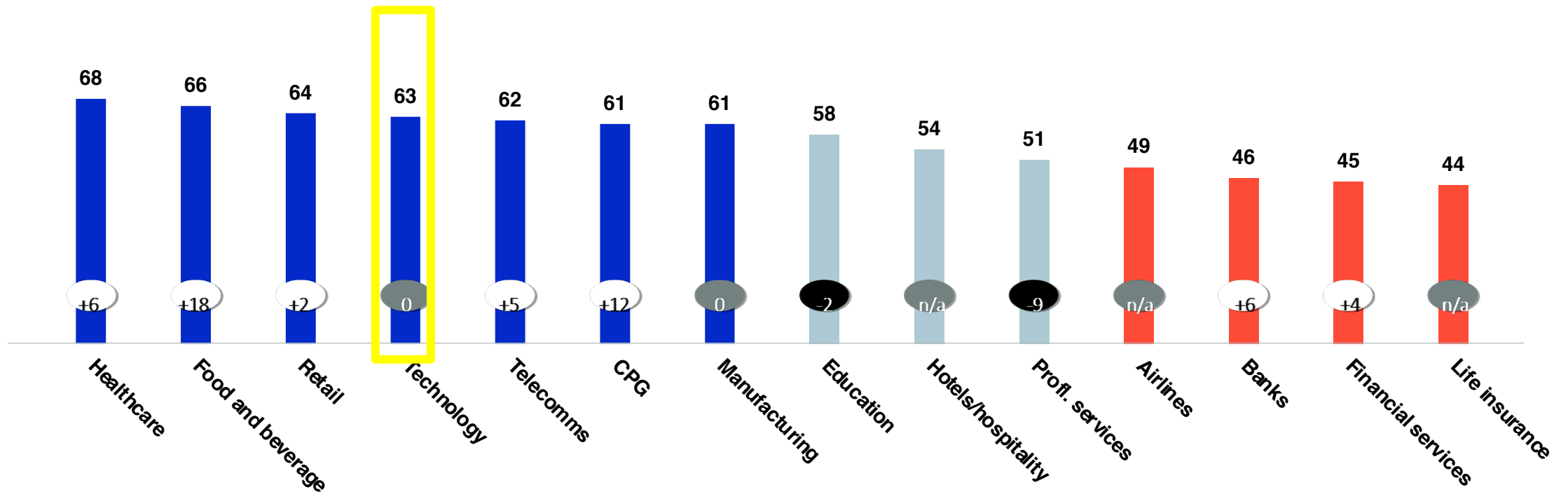
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**83%**



# TRUST IN TECHNOLOGY STABLE

In May, trust in technology was stable in France while other sectors progressed



2020 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worried. Job loss net = codes 1,2,3,4,5,23,24. General population, 28-mkt avg, among those who are employed (Q43/1).

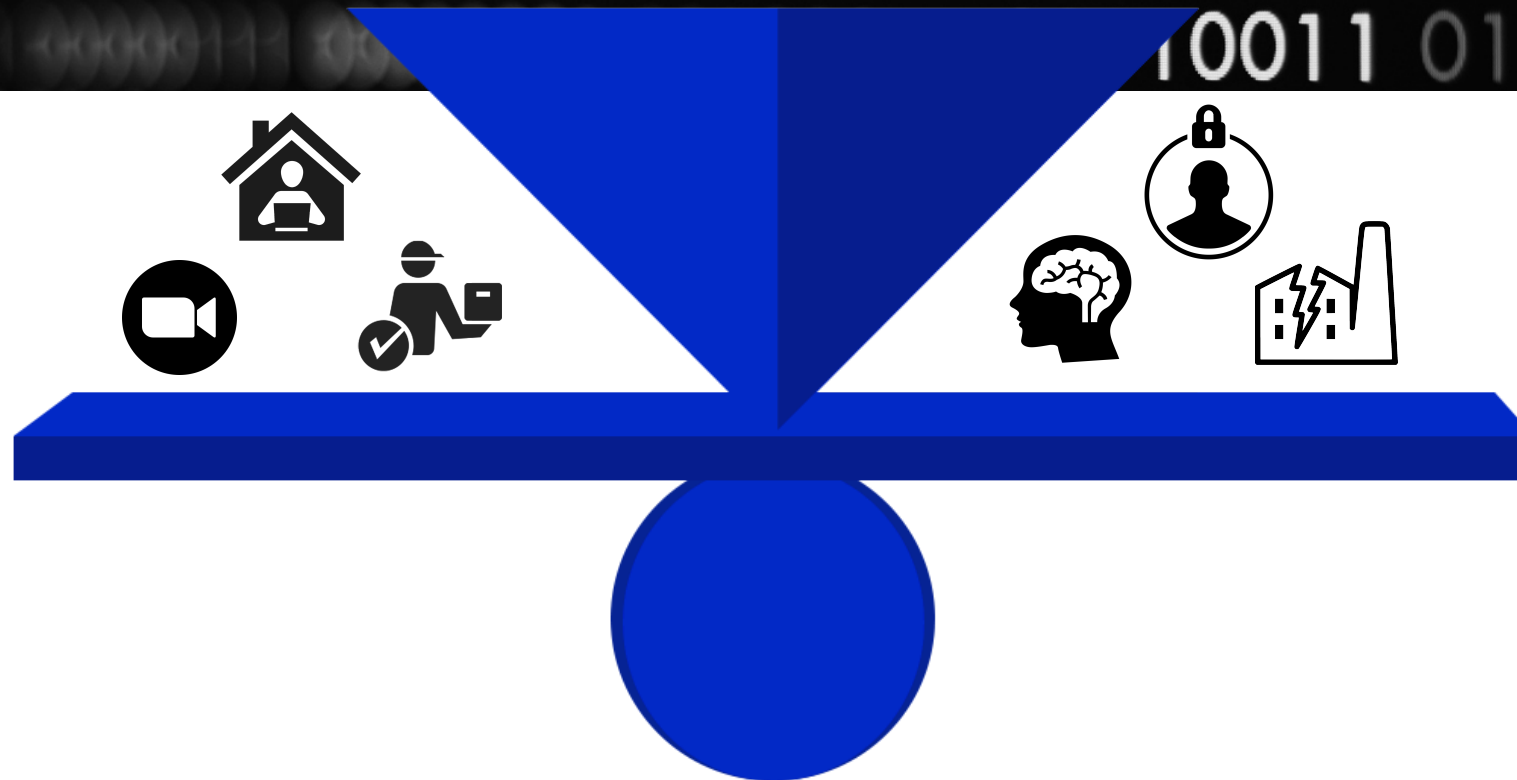
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# THE TECH PARADOX

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# TRUST IN TECH IN THE BALANCE





THE CONTINUOUS CONVERGENCE  
OF TECH & DIGITAL



**DIGITAL IS THE  
HUMAN-FRIENDLY  
EXPRESSION  
OF TECH**



**BUT WITH GREAT  
POWER COMES  
GREAT RESPONSIBILITY**



# THE MANY FACETS OF DIGITAL FORGERY



J'ai une grande nouvelle.

**BREAKING NEWS**

# DONALD TRUMP : "AIDS



Fast Company ✓  
@FastCompany



France just made it illegal to answer work emails after 6 pm: [f-st.co/ELIKb6x](https://f-st.co/ELIKb6x)

11:48 PM - 10 Apr 2014



## ★★★★★ Multi Mode Slimming and SKIN Firming Machine

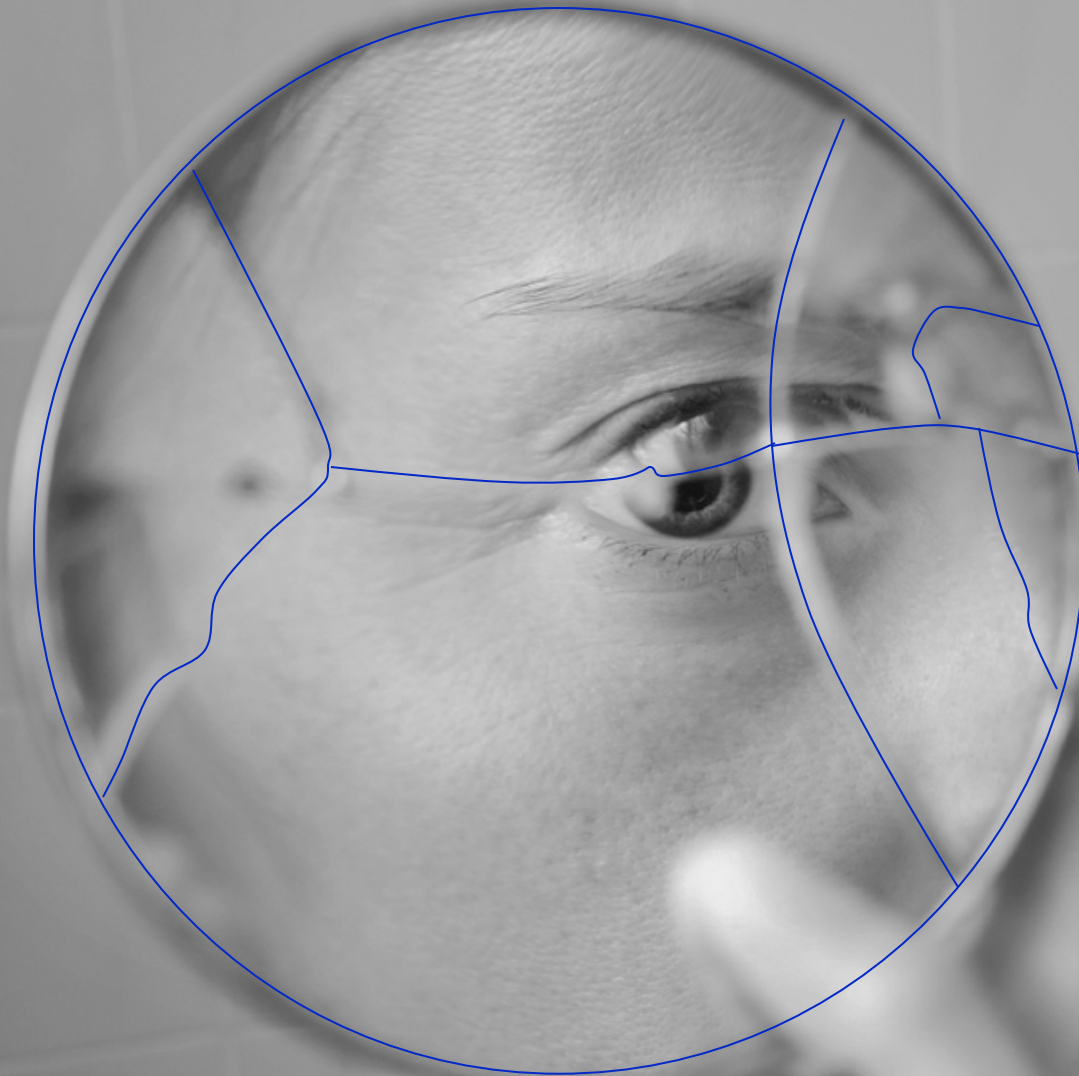
Reviewed in the United Kingdom on 9 July 2020

Verified Purchase

Now I can't say I'm overly convinced by these machines yet my partner is and uses a smaller unit for her face a few times a week, she's also convinced and this time accurately that we've both put on some weight since being stuck indoors and so she saw this and begged me to get one, apparently for us both to use.

This listing has ended.

Fat Removal Machine Ultrasonic Body Slimming Device EMS RF cavitation machine...



# THE DANGERS OF VANITY METRICS

## Please Stop Relying On Vanity Metrics In Your Online Strategy

**Jonathan Laberge** Forbes Councils Member  
Forbes Agency Council COUNCIL POST | Paid Program  
Leadership

**TC** **Extra Crunch** DIG DEEPER, BUILD BETTER [Learn More](#)


### Don't Be Fooled By Vanity Metrics

**Erick Schonfeld** @erickschonfeld / 10:25 pm BST • July 30, 2011 [Comment](#)

**Harvard Business Review**  
ENTREPRENEURSHIP  
**Entrepreneurs: Beware of Vanity Metrics**  
by Eric Ries

**engadget**  
Social media bots are damaging our democracy  
On the internet, nobody knows you're a natural language processing system.  
**Andrew Tarantola** @terrotola 08:15:19 in Internet **394** Shares

**npr** [SIGN IN](#) [NPR SHOP](#)  
BUSINESS  
**Facebook Removed Nearly 3.4 Billion Fake Accounts In 6 Months**  
May 23, 2019 • 6:58 PM ET  
**VANESSA ROMO** [Twitter](#) **AMY HELD**

A black and white close-up portrait of Mary Meeker, looking slightly to the left with a serious expression. Her hair is short and dark. The background is dark and out of focus.

*“We are optimists and believe  
there is hope on the other  
side of despair....*

*We need government,  
business and entrepreneurial  
intervention at scale  
(deployed logically  
and effectively)  
to get to the other side.”*

*Mary Meeker, 17<sup>th</sup> April, 2020*

THE  
FUTURE  
IS  
NOW

**DIGITAL  
DARWINISM  
IN ACTION**

"Shell drove a relationship between quality and driving performance"

**SHELL APP**  
TRACKED DRIVING PERFORMANCE AND EFFICIENCY



**WEARABLE TECHNOLOGY**  
CAPTURED BIOMETRIC DATA FROM WEARABLE TECHNOLOGY

FAVOURITE SONG ON RADIO

END OF WORKING WEEK

SATURDAY QUEUES

MORNING RUSH HOUR

ROAD WORKS

**CHATBOTS**  
TALKED WITH DRIVERS TO UNDERSTAND HOW THEY WERE FEELING



**TRAFFIC & WEATHER DATA**  
MONITORED EXTERNAL FACTORS INCLUDING WEATHER CONDITIONS AND TRAFFIC

**CAMPAIGN DESCRIPTION**

With all the pressures on the road, the last thing drivers care about is fuel. So, to launch Shell's new fuels formulation we went against the industry standard and

**STATS & RESULTS**

14% Increase in Shell V-Power sales in the Netherlands

125k Chatbot insights

100m 100m reached

500k Behavioural & attitudinal data

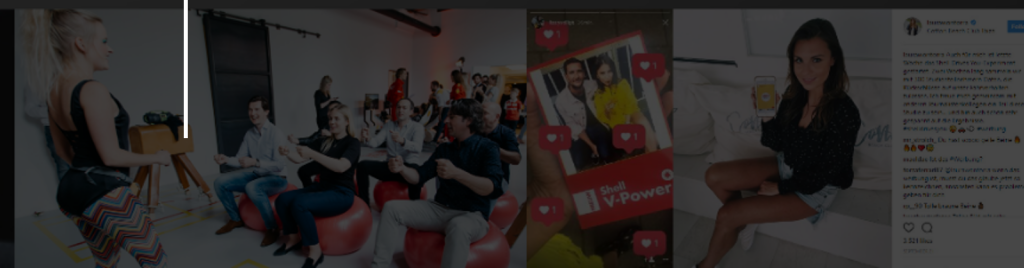
200+ Pieces of coverage in publications

200k Biometric points

10k Journeys captured

Data points

# AUGMENTED EXPERIENCES





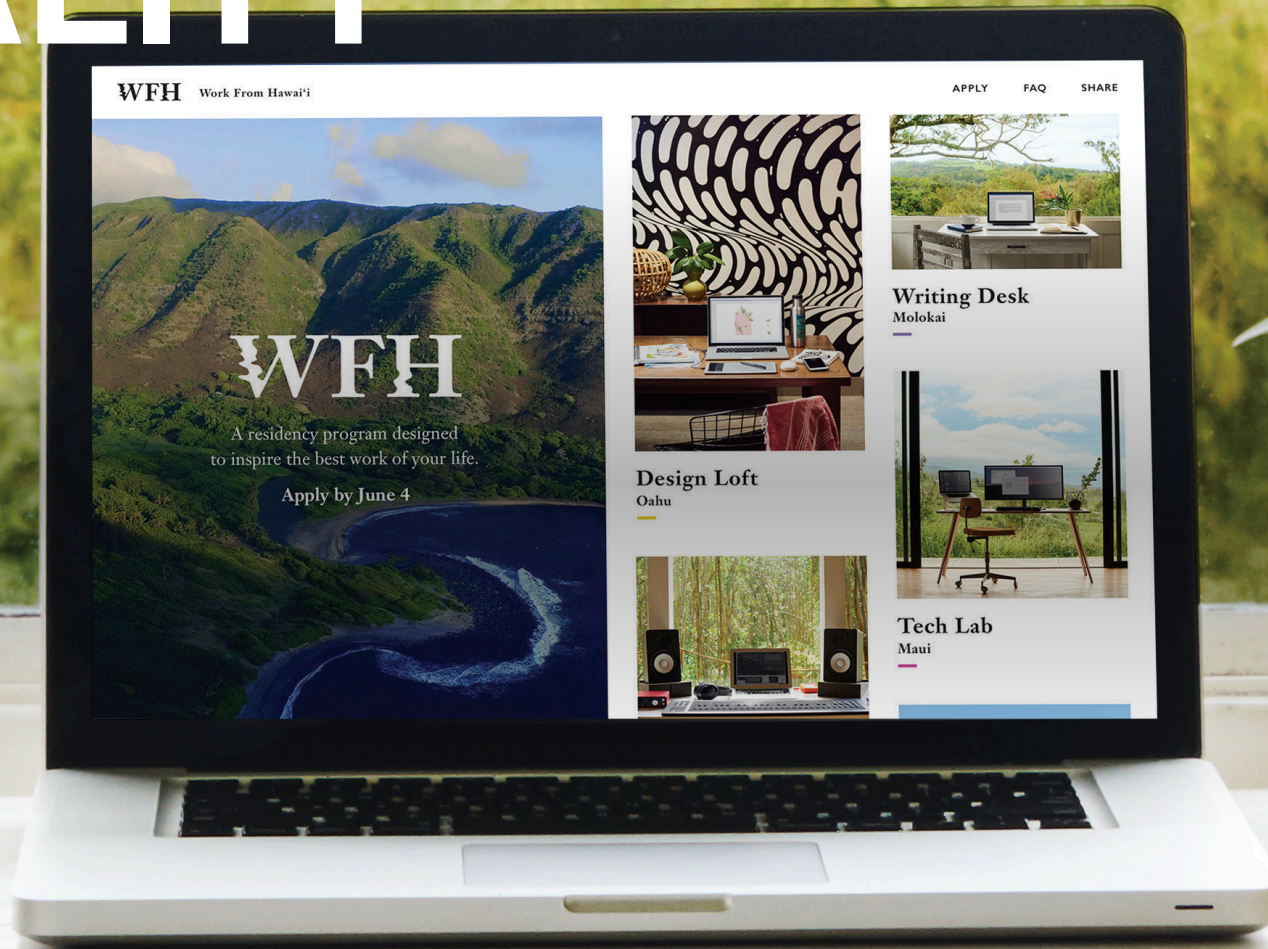
Diabetes

# PURPOSE AMPLIFICATION



# NATIVE IMMERSION

# UNCONVENTIONAL NORMALITY





# #Text For Humanity

Text JOIN to (+1) 833 421-4726

A TEXTING SWITCHBOARD FOR UNCONDITIONAL LOVE



+70.000  
FRIENDLY MESSAGES SENT

+1.000.000  
WORDS OF POSITIVITY

+85  
COUNTRIES

+50.000  
SOCIAL MEDIA ENGAGEMENTS

+470.000.000  
EARNED MEDIA REACH

+300%  
MORE BUSINESS LEADS

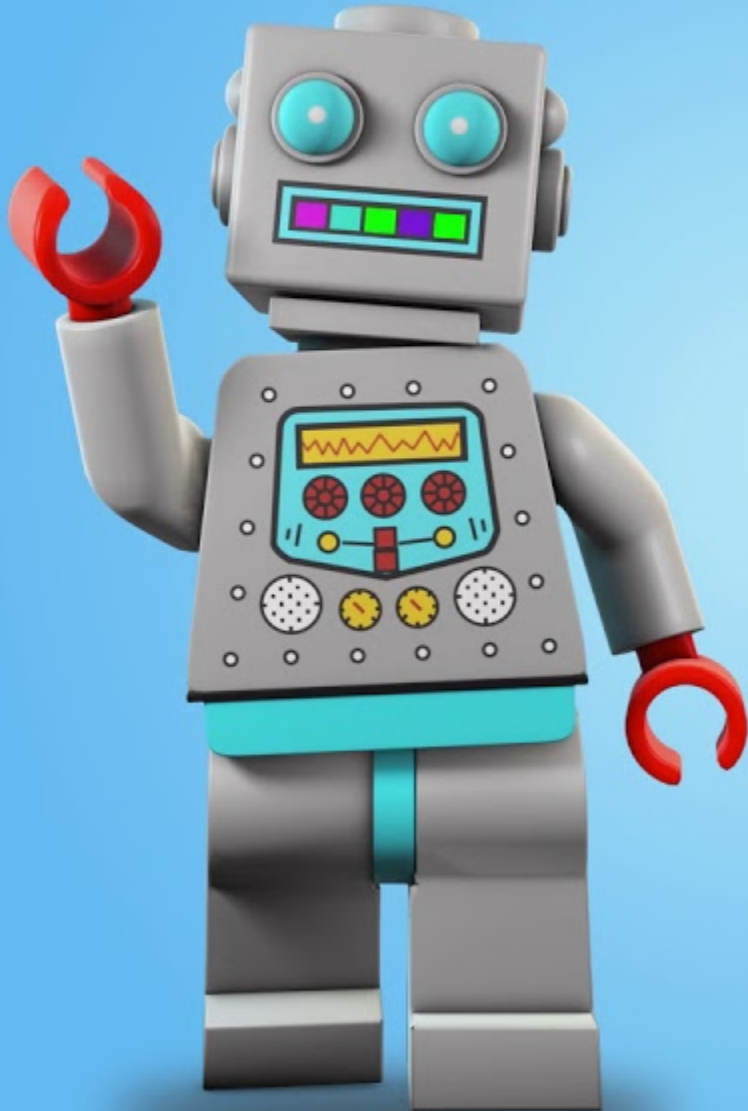
*"At a time when, for one reason or another, I haven't felt like much of a light in this universe, I've appreciated having Text For Humanity in my life...."*

**The Telegraph**

*"World's first positive text service launches in a bid to end "online negativity"*

**EveningStandard.**

# SOCIAL FOR GOOD



HEY THERE!

**SOCIAL  
SELLING**

# MICRO TO MACRO



SO MUCH SO THAT PEOPLE WHO  
ARE NOT SINGLE PARENTS ARE  
TELLING ME THEY HAVE  
FROLO FOMO!



Send Message

By our Editor  
[@jessicaedavis\\_](#)



A letter to those grieving in  
isolation this Mother's Day:  
you aren't alone

[@griefnetwork](#)

Send Message

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# **MAKE DIGITAL A NEW FRONTIER FOR TRUST**

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# TECHNOLOGY: CATALYST FOR POSITIVE CHANGE

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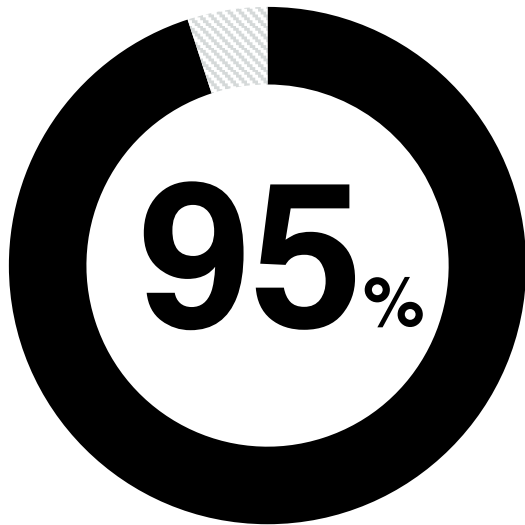


# EXEMPLARITY

# CEOS MUST LEAD

Percent of tech employees who agree

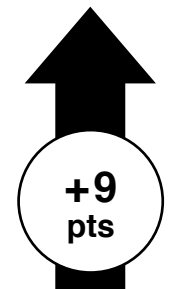
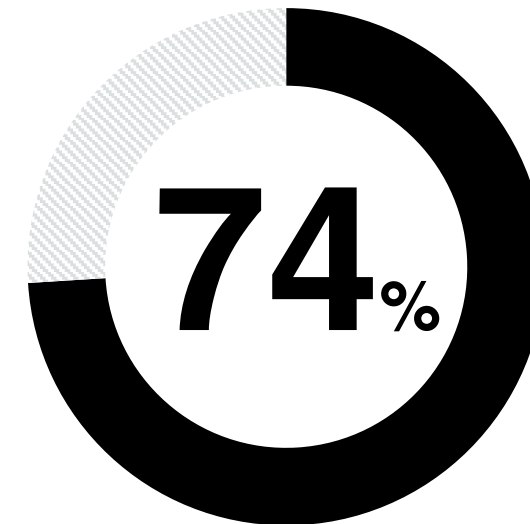
It is important that **my employer's CEO speak out** on one or more of these issues



	Tech employees	All employees
Training for jobs of the future	86	84
Automation's impact on jobs	87	81
Ethical use of tech	85	81
Income inequality	83	78
Diversity	80	77
Climate change	78	73
Immigration	70	62

Percent who agree

**CEOs should take the lead** on change rather than waiting for government to impose it



Change, 2018 to 2020

2020 Edelman Trust Barometer. CEO\_ISS. How important is it to you that the CEO or head of the organization you work for speaks out publicly about each of the following issues? 9-point scale; top 4 box, important. Question asked of those who are an employee (Q43/1). Issues is a net of codes 1-7. General population employees and employees in the technology industry, 28-mkt avg. CEO\_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statement? 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 25-mkt avg.



# COLLABORATION MAK' AIR PROJECT



# TACKLING DIGITAL DIVIDE

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*« Notre économie et nos services publics n'ont pas encore accompli leur mue comportementale vers le numérique. Qu'il s'agisse des problèmes d'accès aux plateformes publiques d'animation pédagogique en ligne pour les élèves, des manques criants en matière de e-santé, de l'impossibilité institutionnelle de vote numérique qui aurait permis la bonne tenue des élections municipales etc. La crise a révélé l'impréparation de notre société ainsi que les inégalités, notamment territoriales, dans notre capacité à mobiliser les outils numériques ».*

Pierre-Marie Lehucher, Président de TECH IN France

# SAFEGUARDING TRUST IN TECH

**1.**

## **Exemplarity**

**Beyond products/solutions, demonstrate respect for employees, communities and the planet**

**2.**

## **Collaboration**

**Join forces with other brands, industries, scholars, governments, local authorities to solve issues**

**3.**

## **Tech For Good**

**Focus on solving the issue of digital divide exacerbated by the pandemic**



**Q&A SESSION**



**THANK YOU**