



TECH FORWARD

Why the Tech Trial Won't Happen

WHO ARE PROSUMERS?

LAGGARDS

MAINSTREAM

20%-30%
PROSUMERS

INSTIGATORS

PROSUMER
ADOPTION

6-18
MONTHS

A GLOBAL STUDY

31 MARKETS

Australia . Austria . Bangladesh . Belgium . Brazil . Canada . China . Czech Republic .
Denmark . France . Germany . India . Ireland . Italy . Japan . Mexico . Morocco . Norway .
Peru . Philippines . Poland . Russia . Saudi Arabia . Singapore . South Africa . Spain .
Switzerland . United Arab Emirates . Ukraine . United Kingdom . United States

15.300 PEOPLE

VANITY FAIR

**"SO YOU WON'T TAKE DOWN LIES?": AOC BLASTS
MARK ZUCKERBERG IN TESTY HOUSE HEARING**

FROM DATA SCANDALS

The Washington Post

**Government's antitrust case against
Facebook seeks a villain in Mark
Zuckerberg**

Mr. Mark Zuckerberg



**Uber drivers block traffic in
Manhattan, protesting low pay and
poor working conditions**

TO TECH “NEW PROLETARIANS”

THE VERGE

Uber drivers in the UK will now get minimum wage and paid vacation after a big court win



**'BLOOD ON YOUR HANDS': TWITTER
AND FACEBOOK ACCUSED OF BEING
RESPONSIBLE FOR CAPITOL RIOTS**

THROUGH ATTACKS ON DEMOCRACY

THE VERGE

**How Facebook, Twitch, and YouTube are handling
live streams of the Capitol mob attack**

Some streamers are attempting to make money off the coverage

AND YET

71%
PROSUMERS

52%
MAINSTREAM

In general, the COVID-19 crisis has improved my
opinion of big tech companies.



66/45



68/49



83/64



53/51



85/68



55/43



75/49

WIRED

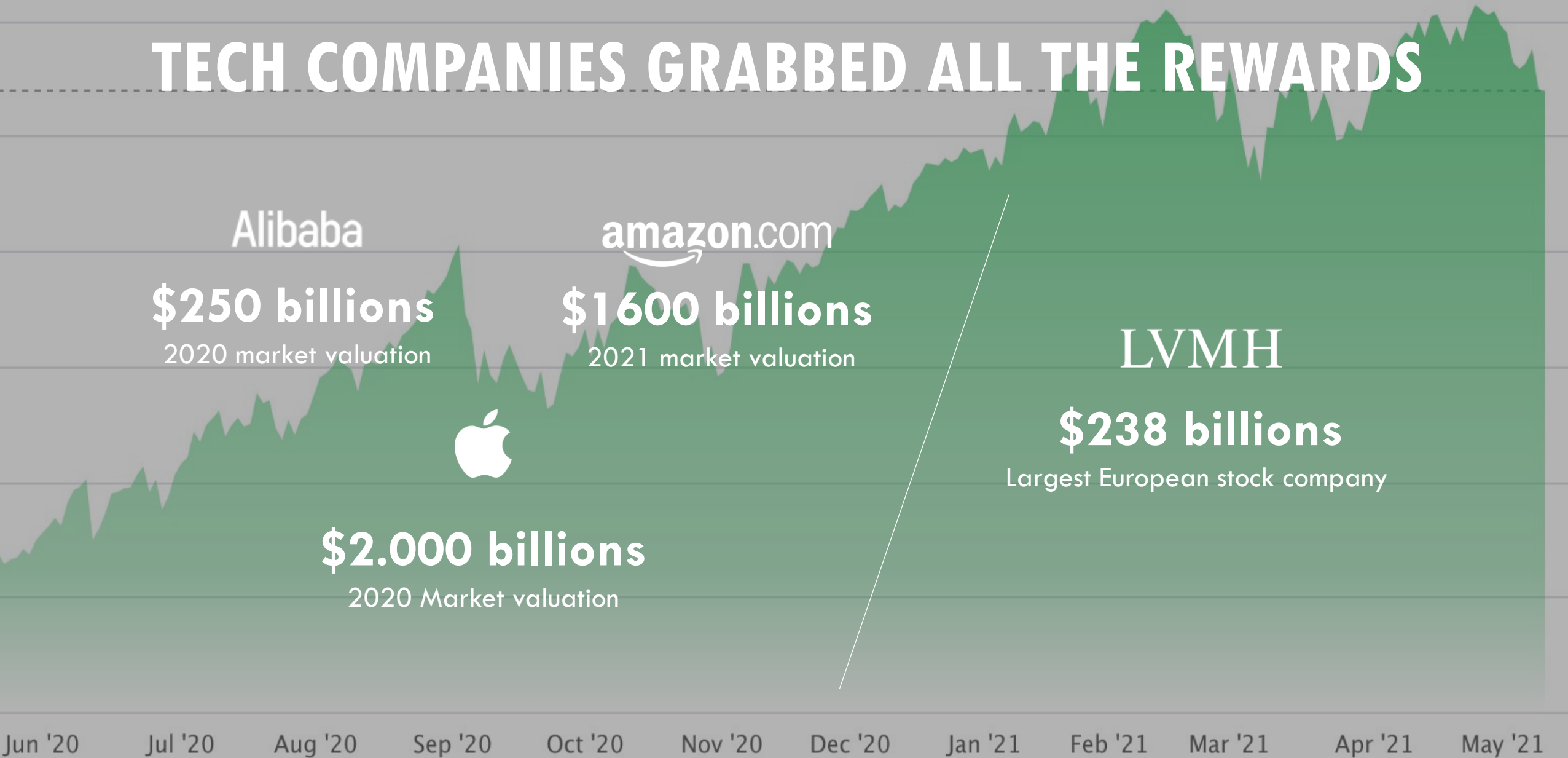
Has the Coronavirus Killed the Techlash?

Plus: Larry Page's predictions on regulation, Elon Musk's brain chip, and an unthinkable bad day for Utah.

THE VERGE

How COVID-19 is changing public perception of big tech companies

TECH COMPANIES GRABBED ALL THE REWARDS



**“TECHLASH” WON’T
HAPPEN BECAUSE
WE SIMPLY CANNOT
LIVE WITHOUT TECH**

80%
PROSUMERS

70%
MAINSTREAM

Tech innovation makes my daily life easier.



76/66



89/69



75/62



77/66



75/64



91/80



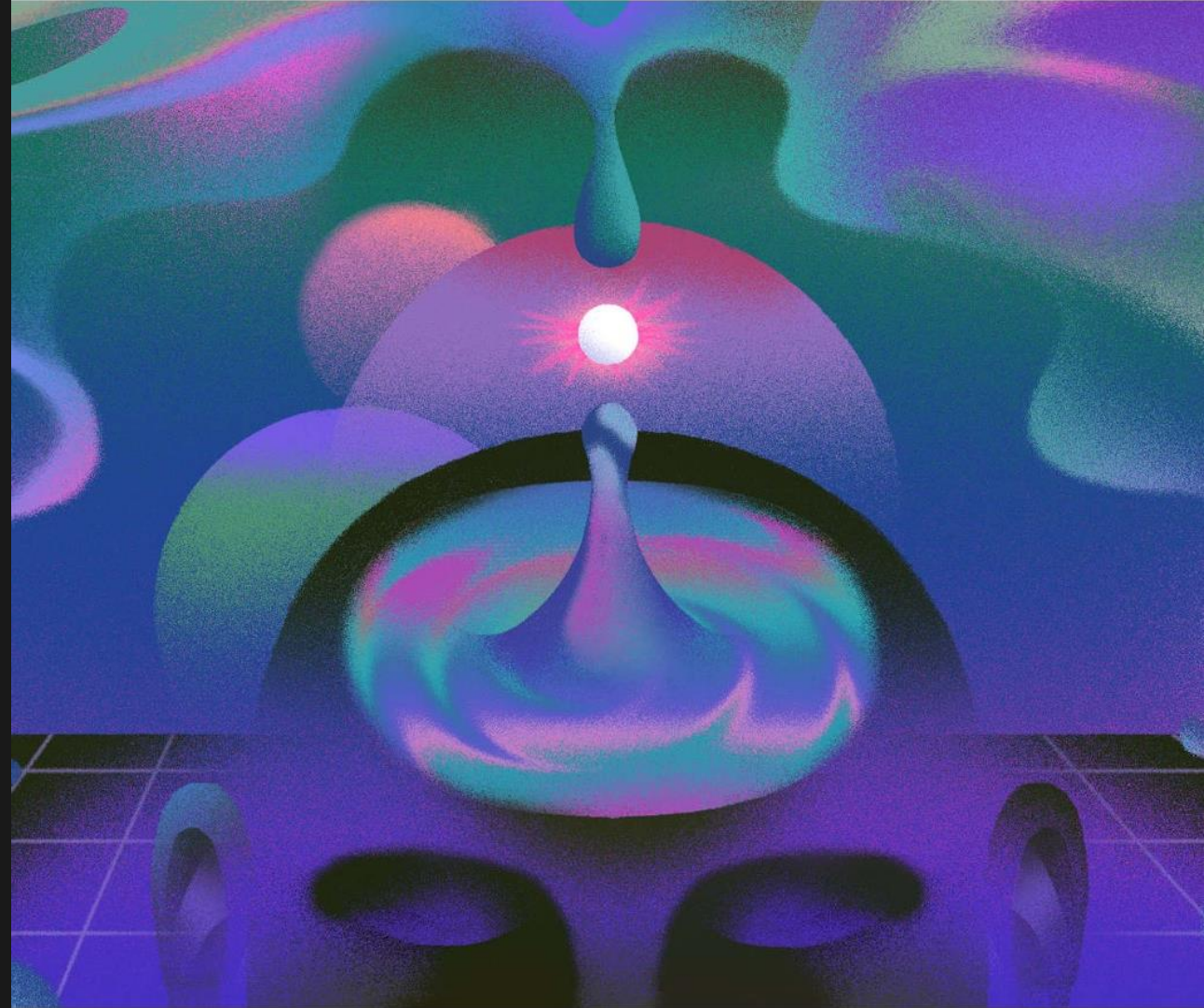
88/80



**BUT WITH GREAT UTILITY
COMES GREAT RESPONSIBILITY**

- 
- 1 — WE ARE TECH'S WILLING SLAVES**
 - 2 — PROGRESS UNDER SCRUTINY**
 - 3 — BUILDING A ROAD FOR GOOD**

1 HAVE WE ALL BECOME TECH'S WILLING SLAVES?



**TECH IS VITAL,
AND THERE'S
NO
ALTERNATIVE**

TO WORK

+367%

**ZOOM REVENUE
IN 2020**

**TO KEEP IN TOUCH
WITH LOVED ONES**

75%
PROSUMERS

56%
MAINSTREAM

Following the COVID-19 pandemic, I will spend more time connecting with the people I love through digital devices.

TO BE ENTERTAINED

93%
PROSUMERS

84%
MAINSTREAM

While experiencing the pandemic entertainment was crucial to staying positive and cheerful in a crisis.

MAYBE THE LAST ONES WE CAN TRUST

56%

PROSUMERS

44%

MAINSTREAM

When it comes to doing good for the world, I have more faith in big tech companies than I do in my national government.



36/28



42/43



58/43



43/48



54/34



78/63



64/70

MOST MEANINGFUL GLOBAL BRANDS IN 2021

- 1  Google
- 2  PayPal
- 3  WhatsApp
- 4  YouTube
- 5  SAMSUNG
- 6  Microsoft

MEANINGFUL
BRANDS

powered by IIVAS GROUP

**WE'RE CONSCIENTIOUS
OF OUR DEPENDENCE**

72%
PROSUMERS

73%
MAINSTREAM

I think we have come to a point where we have
become too dependent on technology.



58/67



68/72



62/65



61/73



60/67



85/86



86/85

**EVEN ADDICTED
AT TIMES**

31%
PROSUMERS

34%
MAINSTREAM

I wish I could quit social media,
but I've become addicted to it.



18/18



30/21



29/34



32/52



25/30



29/36



33/54

The background is a complex abstract composition. It features a large, dark blue and purple cube on the left side. To the right, there are several smaller cubes in shades of blue, green, and purple, arranged in a staggered, grid-like pattern. A network of thin, glowing green lines crisscrosses the background, creating a sense of depth and structure. The overall aesthetic is futuristic and digital.

BUT IT'S A GOLDEN PRISON

TECH IS A FORCE FOR GOOD ACROSS CATEGORIES: MOBILITY & TRANSPORTATION

71%
PROSUMERS

52%
MAINSTREAM

In general, the COVID-19 crisis has improved my
opinion of big tech companies.



68/46



68/45



83/61



66/43



73/63



81/66



A FORCE FOR GOOD ACROSS CATEGORIES: EDUCATION

76%
PROSUMERS

63%
MAINSTREAM

In which of the following areas do you believe technology will be a progressive force for good? Education.



74/50



56/37



77/57



77/52



90/59



90/76



89/79

A FORCE FOR GOOD ACROSS CATEGORIES: WORK

71%
PROSUMERS

60%
MAINSTREAM

In which of the following areas do you believe technology will be a progressive force for good? Work.



72/55



58/48



57/55



68/46



63/55



88/73



83/67

An abstract digital illustration featuring a dark blue background with swirling, glowing blue and purple patterns. In the center, a white rectangular block contains a glowing green fingerprint. Below it, a large, stylized eye with a red and orange iris is set within a white, geometric, cube-like structure. The eye is surrounded by red lines and small red dots, suggesting a scanning or monitoring process.

AND EVEN THE MOST SENSITIVE ONES

LIKE HEALTH AND MEDICINE

81%
PROSUMERS

71%
MAINSTREAM

In which of the following areas do you believe
technology will be a progressive force for good?
Health and medicine.



78/76



77/65



78/64



88/74



82/76



88/79



94/78



World's First Remote
Operation Using 5G Surgery



AND MONEY

65%
PROSUMERS

46%
MAINSTREAM

I would have no problem using a service invented by a social media company (e.g. Facebook, WhatsApp, WeChat) to send/receive money.



30/15



68/32



65/35



88/77



2

PROGRESS UNDER SCRUTINY



BIG TECH DOESN'T GET A FREE PASS

80%
PROSUMERS

77%
MAINSTREAM

Tech giants: Have acquired too much power in our society.



81/77



73/69



56/63



83/77



81/78



83/87

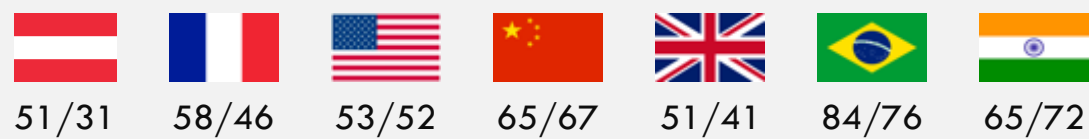
NOT ALL GAFAMS WERE CREATED EVIL

E-commerce & Tech platforms

60%
PROSUMERS

52%
MAINSTREAM

Big e-commerce platforms provide opportunities for small companies such as worldwide distribution.

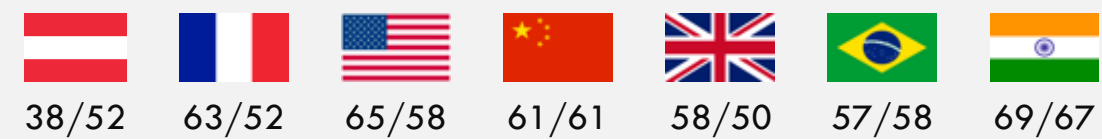


Social media platforms

60%
PROSUMERS

57%
MAINSTREAM

I worry that social media platforms are regulating what can and cannot be said.



NOT ALL GAFAMS WERE CREATED EVIL

**E-commerce platforms
revolutionized access. Now
they need to do more to
control collateral damage.**



**Social media platforms need
to rethink their role within
our democracies.**

**LOW PRICES
WON'T BE
ENOUGH TO
MAKE A
DIFFERENCE**

46%
PROSUMERS

49%
MAINSTREAM

My first expectations from big e-commerce platforms
such as Amazon or Alibaba is to keep prices low.



35/31



37/43



45/54



38/39



39/44



41/47



38/43



62%
PROSUMERS

62%
MAINSTREAM

My first expectations from big e-commerce platforms such as Amazon or Alibaba is to improve job conditions for their workforce.



65/74



63/64



69/64



68/61



65/69



60/62



59/61



48%
PROSUMERS

49%
MAINSTREAM

My first expectations from big e-commerce platforms such as Amazon or Alibaba is to support local businesses.



54/52



53/58



52/49



47/47



48/48



54/55



61/57



44%
PROSUMERS

40%
MAINSTREAM

My first expectations from big e-commerce platforms such as Amazon or Alibaba is to invest in more sustainable ways of delivery.



46/43



47/35



34/33



48/52



49/28



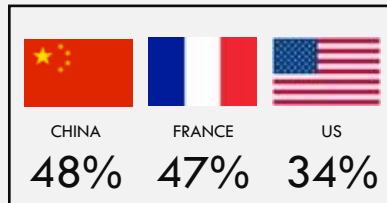
45/35



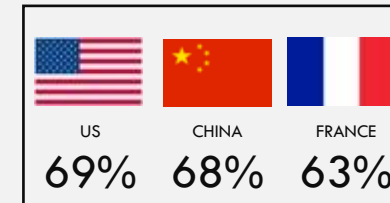
42/39

DIFFERENT COUNTRIES, DIFFERENT PRIORITIES

Invest in more sustainable ways of delivery

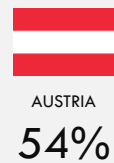
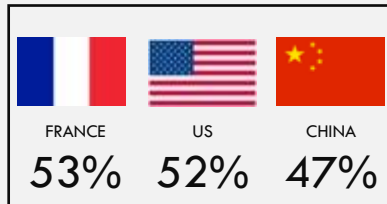


Improve job conditions for their workforce

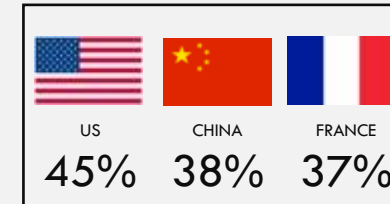


DIFFERENT COUNTRIES, DIFFERENT PRIORITIES

Support small businesses



Keep prices low



NOT ALL GAFAMS WERE CREATED EVIL

**E-commerce platforms
revolutionized access. Now
they need to do more to
control collateral damage**



**Social media platforms need
to rethink their role within
our democracies**

**FROM A
POWERFUL
TOOL TO FREE
ALL VOICES**

56%
PROSUMERS

44%
MAINSTREAM

I think social media platforms: Play an essential role in giving everyone a voice, especially victims of discrimination.



28/27



61/34



48/40



70/59



49/31



76/60



73/69

TO PLATFORMS THAT SPREAD HATE

45%
PROSUMERS

50%
MAINSTREAM

I think social media platforms: Have become a place filled with hate speech and hostility.



49/63



37/57



49/54



28/35



48/58



47/48



56/54

A THREAT TO DEMOCRACY

60%
PROSUMERS

65%
MAINSTREAM

I think social media platforms encourage the spread of fake news rather than truths.



47/59



61/67



62/70



34/50



68/72



59/70



61/68

33%
PROSUMERS

40%
MAINSTREAM

Social media companies pose a threat to global democracies.



26/35



35/46



44/44



33/48



46/47



19/28



37/58

FACEBOOK DOUBLE-BIND

60%
PROSUMERS

57%
MAINSTREAM

50%
PROSUMERS

52%
MAINSTREAM

I worry that social media platforms are regulating what can and cannot be said.

I think social media platforms: Are not doing enough to prevent cyberbullying and harassment.



38/52



63/52



65/58



61/61



58/50



57/58



69/67



55/61



47/54



48/49



40/46



58/62



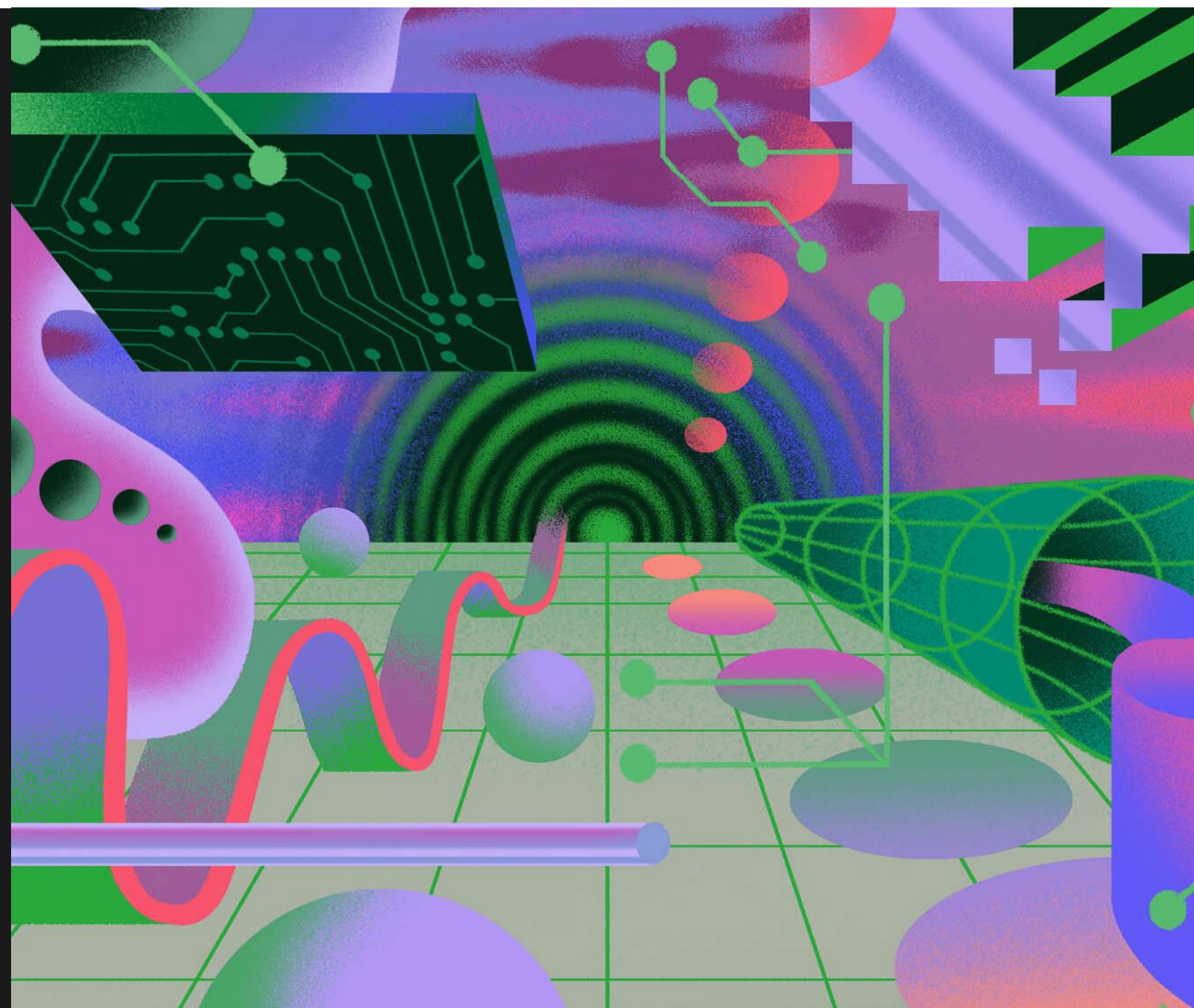
42/43



55/50

3

BUILDING A ROAD FOR GOOD





ACCESSIBILITY



TRANSPARENCY



INSPIRATION



ACCESSIBILITY



TRANSPARENCY



INSPIRATION

GROW YOUR “BRO” WORLD

56%
PROSUMERS

47%
MAINSTREAM

It's important to have more women in technology because: A better gender balance can help prevent digital biases.



36/30



47/37



57/43



67/58



68/51



67/47



72/69

AND MAKE SURE NO ONE IS LEFT BEHIND

TRAIN THE ELDERLY

72%
PROSUMERS

67%
MAINSTREAM

As the world becomes increasingly digitized, I worry that the following people are being left behind: The elderly.



66/69



70/72



60/64



85/63



67/70



71/61



66/56



GIVE ACCESS TO THOSE WHO ARE DISABLED

54%
PROSUMERS

52%
MAINSTREAM

As the world becomes increasingly digitized, I worry that the following people are being left behind: People with physical or mental disabilities/differences.



43/55



53/55



56/55



54/58



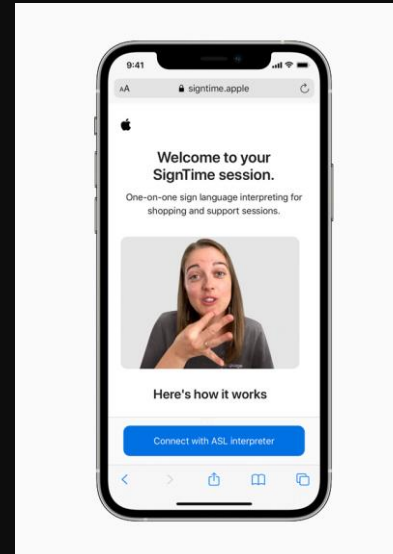
56/50



44/40



59/60



AND TO THE POOR

68%
PROSUMERS

66%
MAINSTREAM

As the world becomes increasingly digitized, I worry that the following people are being left behind: The poor.



59/52



75/69



73/64



54/47



76/68



71/73



71/67





ACCESSIBILITY



TRANSPARENCY



INSPIRATION

DIGITAL SAFETY CONCERNS ARE GAINING MOMENTUM

75%
PROSUMERS

73%
MAINSTREAM

I'm becoming increasingly concerned about the threat of
hackers stealing and misusing my data.



54/52



75/70



82/69



71/78



66/66



92/87



88/82

VERGING ON PARANOIA?

53%
PROSUMERS

57%
MAINSTREAM

I worry that tech companies such as Apple, Amazon, and Google are always listening to me, monitoring my every move.



28/48



44/43



53/55



61/73



59/55



64/66

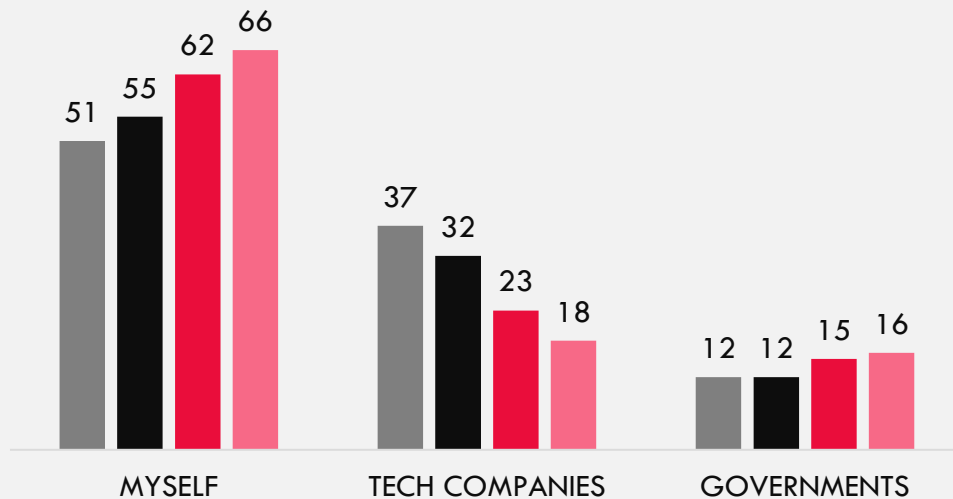


69/69

RESPONSIBLE BUT HELPLESS

Who is most responsible for the security of your personal data/information online?

■ Prosumer ■ Non-Prosumer ■ Prosumer Austria ■ Non-Prosumer Austria



62%
PROSUMERS

59%
MAINSTREAM

I'm better at protecting my home
than I am my digital privacy.



57/49



58/47



70/60



61/62



62/59



55/64



73/74

**UNDERSTANDING
IS THE FIRST STEP
TO EARNING TRUST**

83%
PROSUMERS

77%
MAINSTREAM

When it comes to tech, I need to understand
how it works in order to trust it.



57/58



86/70



79/68



84/77



84/71



80/81



95/89

**EMPOWER PEOPLE
TO BECOME THEIR
OWN GUARDIANS**

88%
PROSUMERS

81%
MAINSTREAM

Tech companies should offer tutorials
on how to protect our data privacy.



77/63



86/75



84/75



92/85



85/74



95/91



96/90

AND AVOID A NEO-CLASS WAR

34%
PROSUMERS

38%
MAINSTREAM

In the future, maintaining digital privacy
will only be available to rich people.



34/36



53/41



40/36



28/48



32/30



23/32



43/58



ACCESSIBILITY



TRANSPARENCY



INSPIRATION

GO BEYOND UTILITY

49%
PROSUMERS

38%
MAINSTREAM

I expect technological innovation to: Help
me dream / envision a better tomorrow.



38/28



39/24



48/35



78/60



47/28



74/54



77/67

4 POSSIBLE NARRATIVES FOR THE FUTURE

CONNECTION

LIBERATION

CREATION

DISCONNECTION

1 CONNECTIONS AGAINST FRAGMENTATIONS

64%
PROSUMERS

50%
MAINSTREAM

I expect technological innovation to create
new ways for humans to connect.



62/49



46/29



52/44



77/62



57/36



79/68



84/67

2

LIBERATE US FROM LABOR

48%
PROSUMERS

38%
MAINSTREAM

I hope robots and algorithms can do all our work in the future so humans can focus on what truly matters in life.



30/23



58/31



30/29



77/63



46/24



47/36



64/64

3

FOSTER OUR CREATIVITY

41%
PROSUMERS

34%
MAINSTREAM

If I were a CEO of a tech company I would: Work with artists and philosophers to imagine a better future.



39/29



49/32



47/33



45/36



50/32



37/29



67/55

4

DISAPPEAR TO DISCONNECT

59%
PROSUMERS

61%
MAINSTREAM

I would love for some places in the world to remain tech-free.



68/64



72/67



65/62



33/57



72/63



38/51



79/76

IN A NUTSHELL

We can't imagine a future without tech.

We've become willing slaves but we're also very demanding.

E-commerce has to do better for their people, my country and the planet.

Social media needs to rethink its role within democracies.

Building a narrative to make us dream about the future.

HOW DO WE TAKE BACK POWER?

46%
PROSUMERS

36%
MAINSTREAM

Tech company CEOs should be elected
by the online communities they serve.



43/25



40/26



51/37



57/50



48/29



53/38



45/64



IAVAS
GROUP

**TECH TRIAL
WON'T HAPPEN**