



# STATE OF THE NET

15 June 2018

Consequences of algorithms  
and polls on public opinion  
Attitudes towards digital innovation

# Methodological Notes

Online survey conducted with the Cawi/Cami technique (Computer Aided Web/Mobile Interview) on a sample of **1.000 Internet users** representative of the Italian population by gender, age and area of residence. The survey was carried out on a SWG platform between 30 May and 4 June 2018.

## DISTRIBUTION OF THE SAMPLE

### DEMOGRAPHY

GENDER	%
female	52
male	48

GENERATION	age	%
millennials	18-37	26
x generation	38-53	36
baby boomer	54-72	38

ITALY	%
north	46
center	20
south	34

### STATUS

EDUCATION	%
Lower education	18
Medium education	70
Higher education	12

ECONOMIC *	%
Low income	27
Medium income	43
High income	30

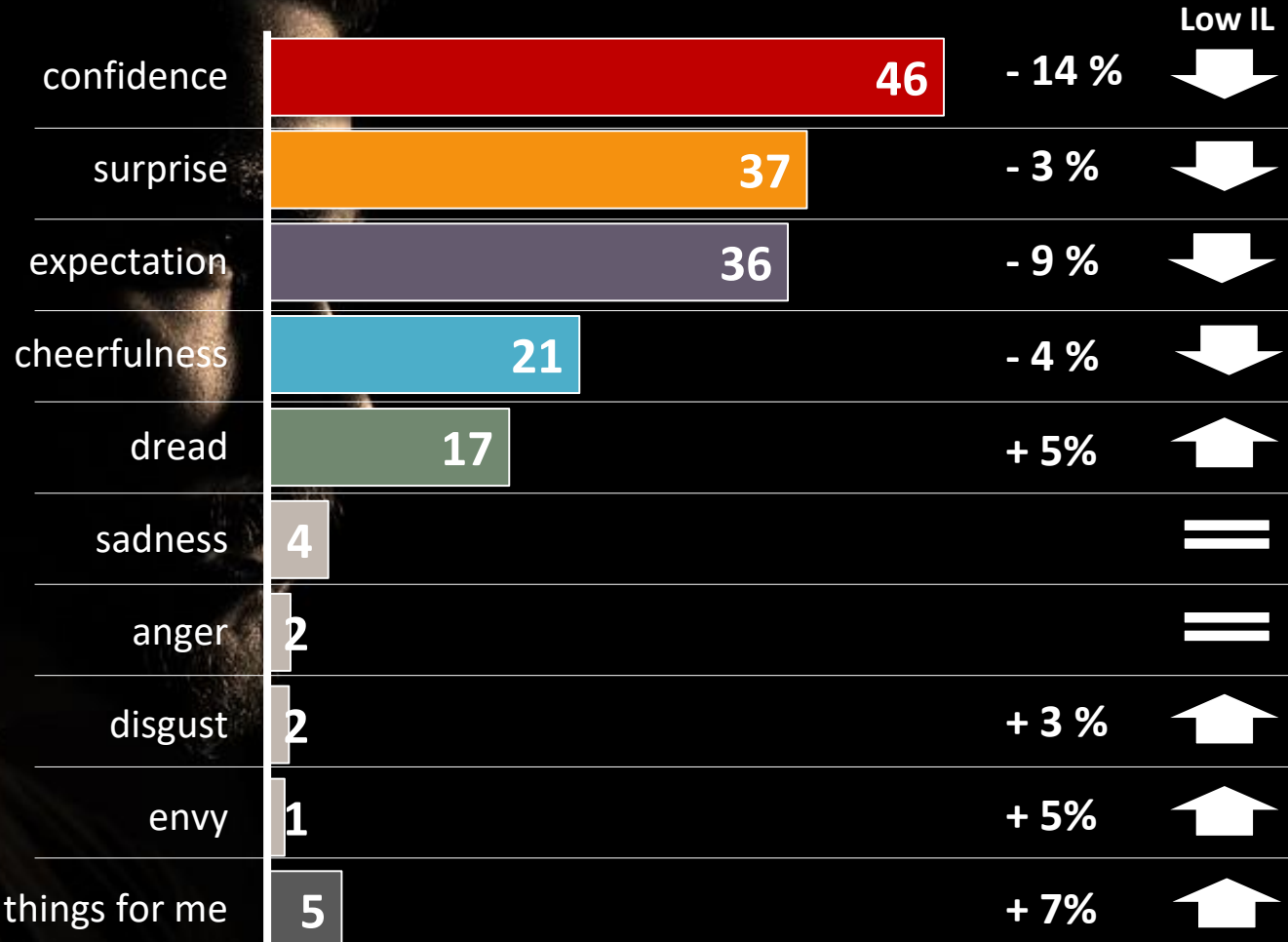
INFORMATION LITERACY *	%
Low IL	21
Medium IL	33
High IL	46



# SENTIMENT TOWARDS INNOVATION (Technology, Digitalization, AI)

# Innovation drives trust and a positive mood, better for digital skilled

Think of the progress achieved today in technology, digital technology and artificial intelligence.  
What emotions do these topics evoke for you? (2 permitted responses)



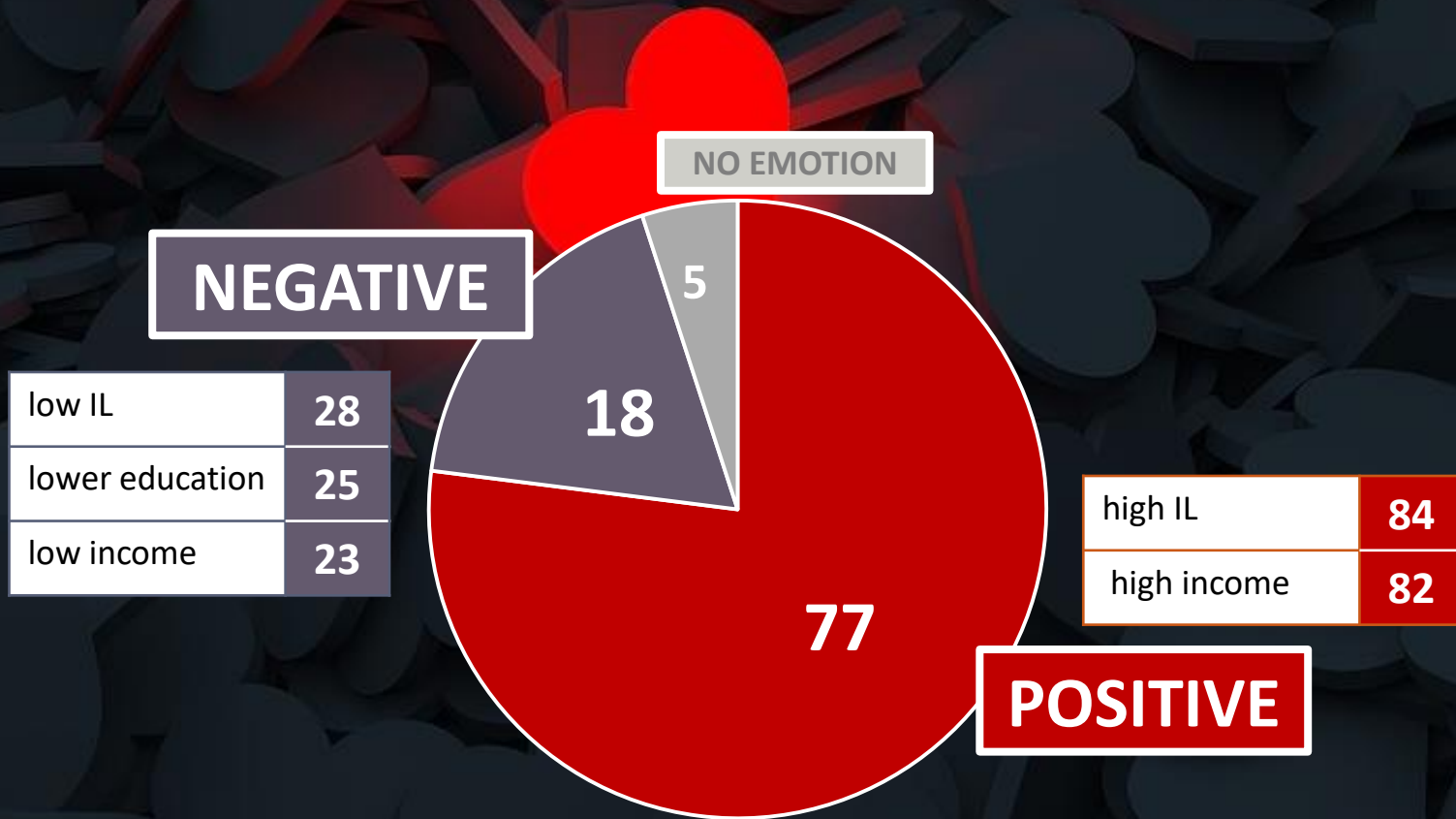
are not emotional things for me



# Digital innovation is associated with positive emotions

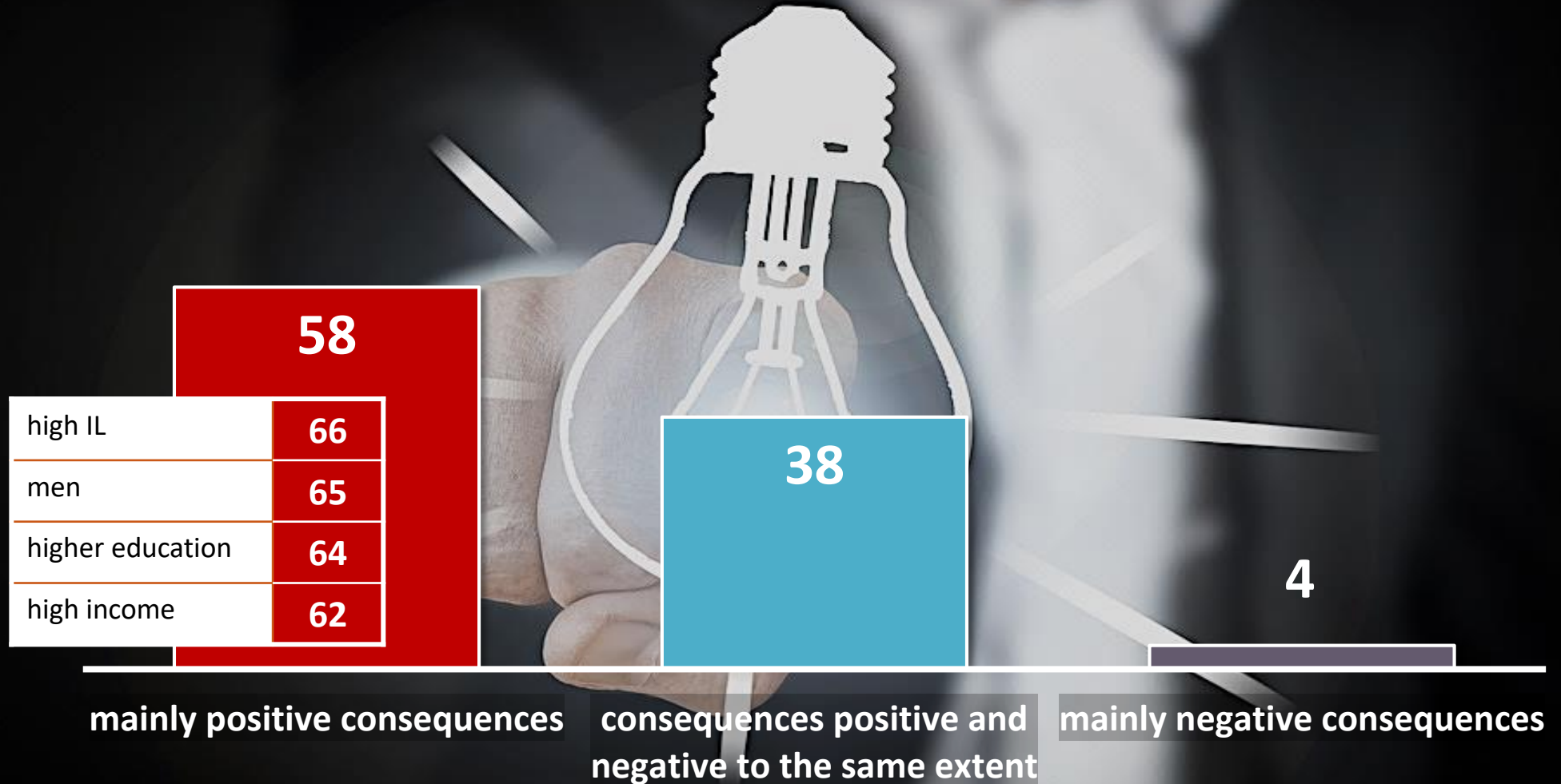
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## THE DIRECTION OF THE EMOTIONS EVOKED BY INNOVATION



# The majority sees the positive role of digital innovation

*In general, what has digital innovation and AI brought to today's society?*



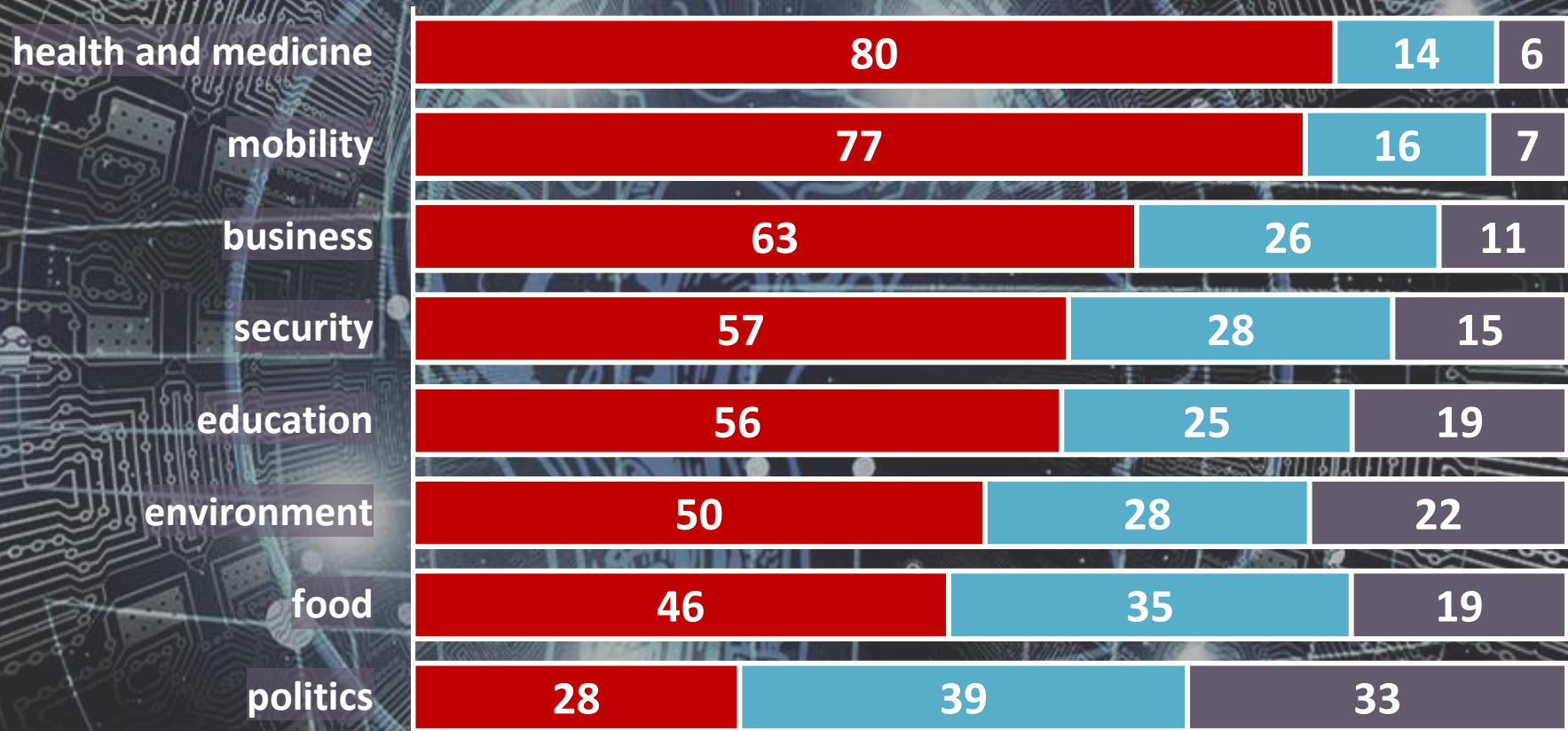
# Fields: highest values in medicine, but a regression in politics

Specifically, what has the technological innovation brought until now to the following fields?

■ more positive effects

■ positive and negative effects

■ more negative effects





# Humanity is preparing, Italy is struggling, but I am ready



VERY + ENOUGH

*How much do you think HUMANITY is prepared to cope with the change brought about by rapid technological development?*

54

*And, in particular, do you think ITALIANS are prepared to face the consequences of technological development?*

45

*And PERSONALLY, how prepared do you feel to face the consequences of technological development?*

75

high IL	86
higher education	82
high income	80
Millennials	79
low IL	50
low income	63
lower education	64
Baby boomers	69

% values Sum 'very' + 'enough'.

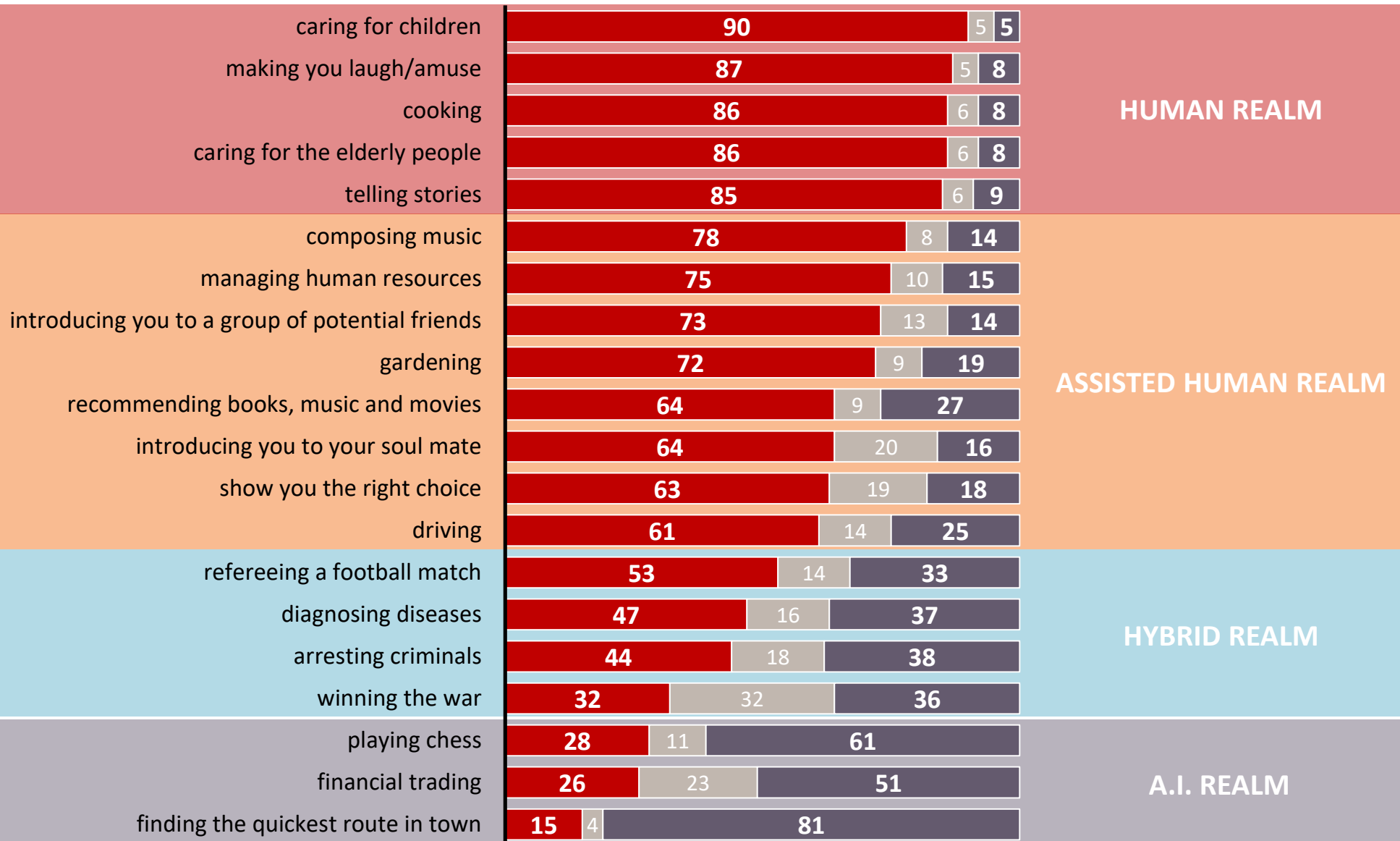
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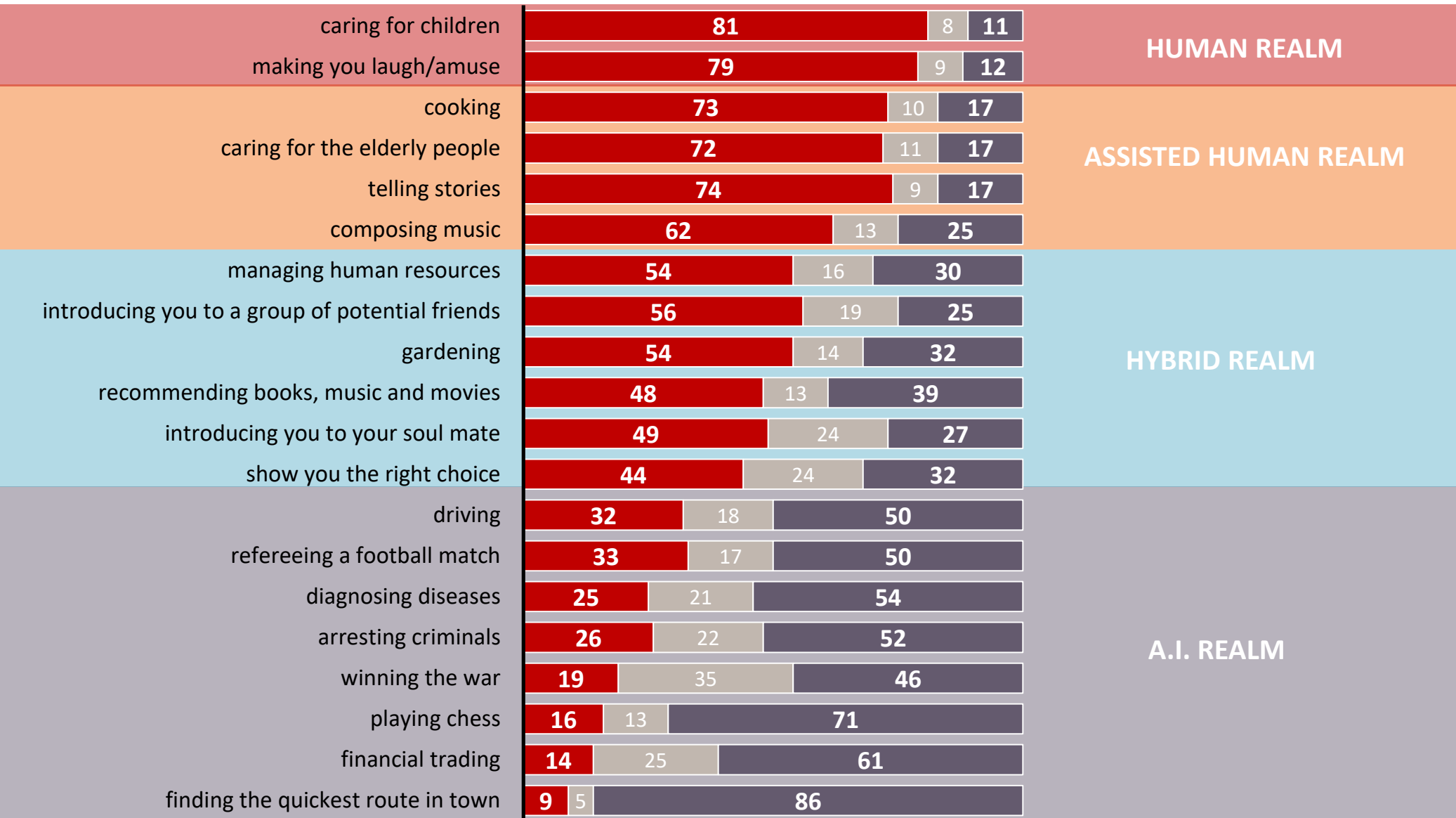


**HUMAN(IST) & DATA(IST)**

# Who does it better today? Human or machines?



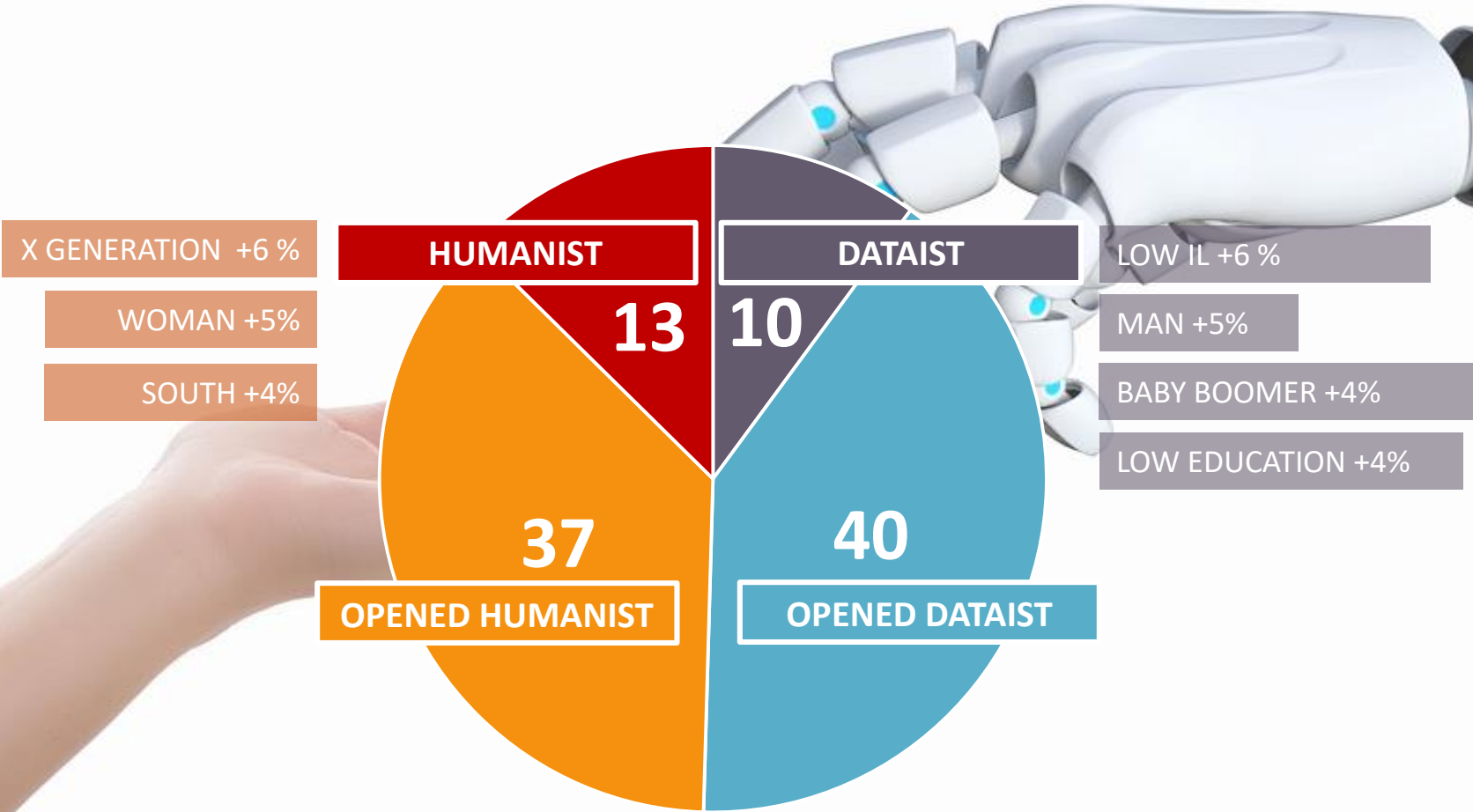
# Who will do it better in 10 years? Human or machines?





# Humans and algorithms: open perspectives prevail

HUMANISM-DATAISM INDEX\*



\*The typological index was created on the basis of the tendency to consider humans or algorithms better in fulfilling the tasks listed in the previous question.



# SOCIAL NETWORK SITES & POLLS

# Social networks: massive influence on the ruling class

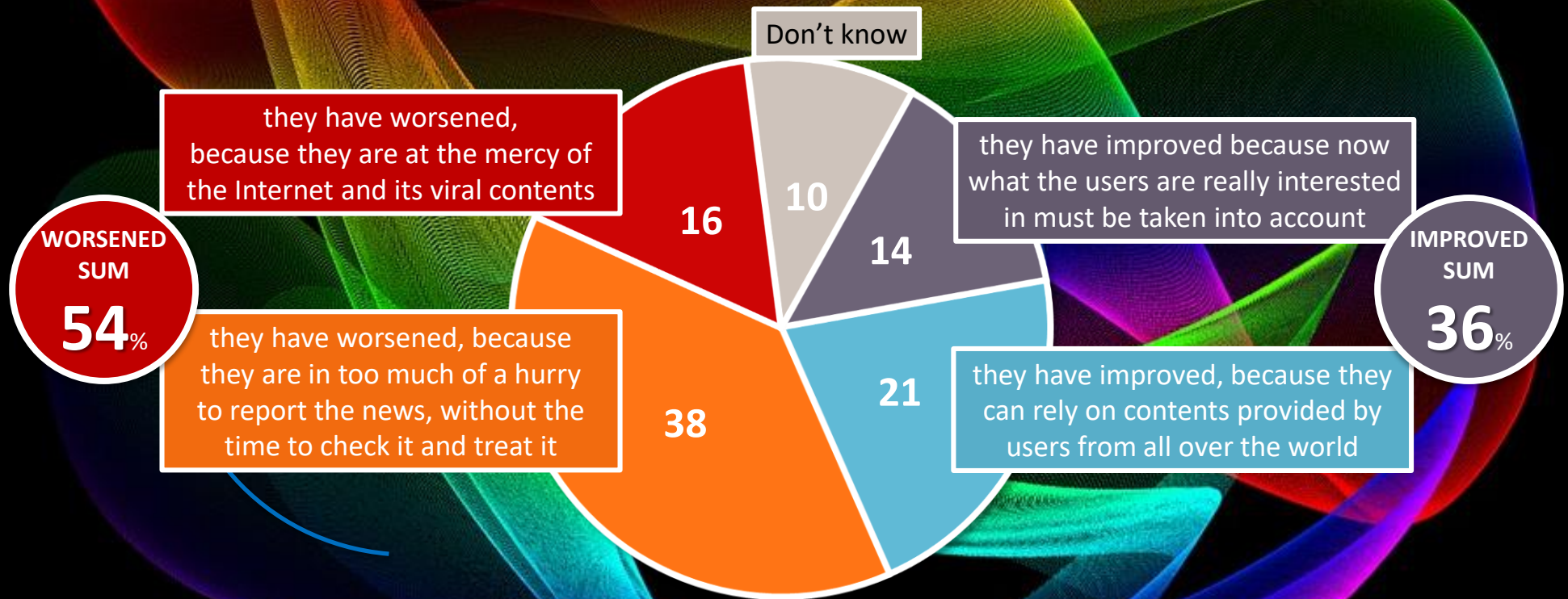
*And how much do you believe that the contents and comments disseminated through social networks influence the choices of...*





# Social networks: a negative impact on information

*Think now of newspapers and news programmes. In your opinion, How did they change with the advent of social networks?*



## Maurizio Pessato

Presidente di SWG  
maurizio.pessato@swg.it

**swg.it**

**info@swg.it | pec: info@pec.swg.it**

**Trieste**, Via S. Francesco 24 - 34133

Tel. +39 040 362525 – Fax +39 040 635050

**Milano**, Via G. Bugatti 7/A - 20144

Tel. +39 02 43911320 – Fax +39 040 635050

**Roma**, Via Sallustiana 26 - 00187

Tel. +39 06 42112 – Fax +39 06 86206754



**SWG**

## Giulio Vidotto Fonda

Ricercatore di SWG  
giulio.vifo@swg.it

SWG S.p.A. ha scelto di certificarsi nel 1999. È stata tra le prime società del settore a farlo, cogliendo quella che sarebbe stata la linea adottata dall'associazione internazionale della categoria.

La certificazione UNI EN ISO 9001:2015 ricomprende tutta l'attività di ricerca, anche quella più recente legata al mondo Internet.

La società è membro di due organizzazioni di categoria: ESOMAR e ASSIRM.

ESOMAR è l'associazione internazionale della ricerca di mercato e di opinione; svolge un'intensa attività

formativa, normativa, regolamentare e rappresentativa della categoria con le istanze pubbliche e private (Unione europea, Stati, associazioni imprenditoriali).

ASSIRM è l'omologa associazione italiana; svolge un'intensa attività legata ai problemi e alle necessità delle società di ricerca, con particolare attenzione al tema della qualità.

È interlocutore della Pubblica Amministrazione e del mondo delle imprese private per i diversi aspetti dell'espletamento del lavoro di ricerca.