

# Digital Futures

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CORONA  
DIGITAL ACCELERATION? YES

DIGITAL THE NEW NORMAL? NO



HIGHER TEMPO

19%

OUT OF BREATH

64%

BEHIND

17%

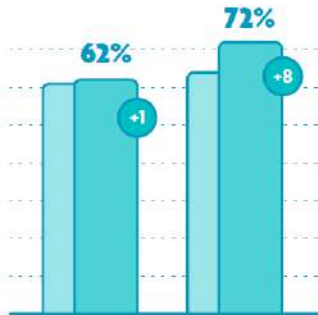


# STEPPING ON 'DIGITAL BREATH'? TECHNOLOGY PARADOXES

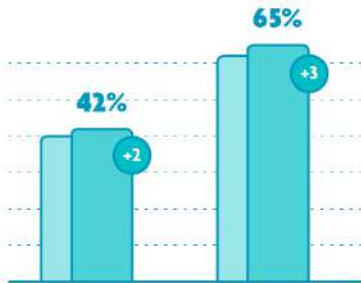
## DEPENDENCY



"Social media are too time consuming"



"Without social media I feel like I'm missing a lot of news and events"



## TRUTH

74%



"I am concerned about the influence of fake news on society"

Text Message  
Today 21:28:

HMRC  
GOVUK:Our records show that your tax refund of £398.90 can now be claimed. Please continue via: <https://ukhmrctax-refund.com> to claim your refund.

## DATA



"It bothers me that companies are not transparent about what data they own and collect about me"

73%



"It bothers me that old data about me still circulates on the internet"

49%

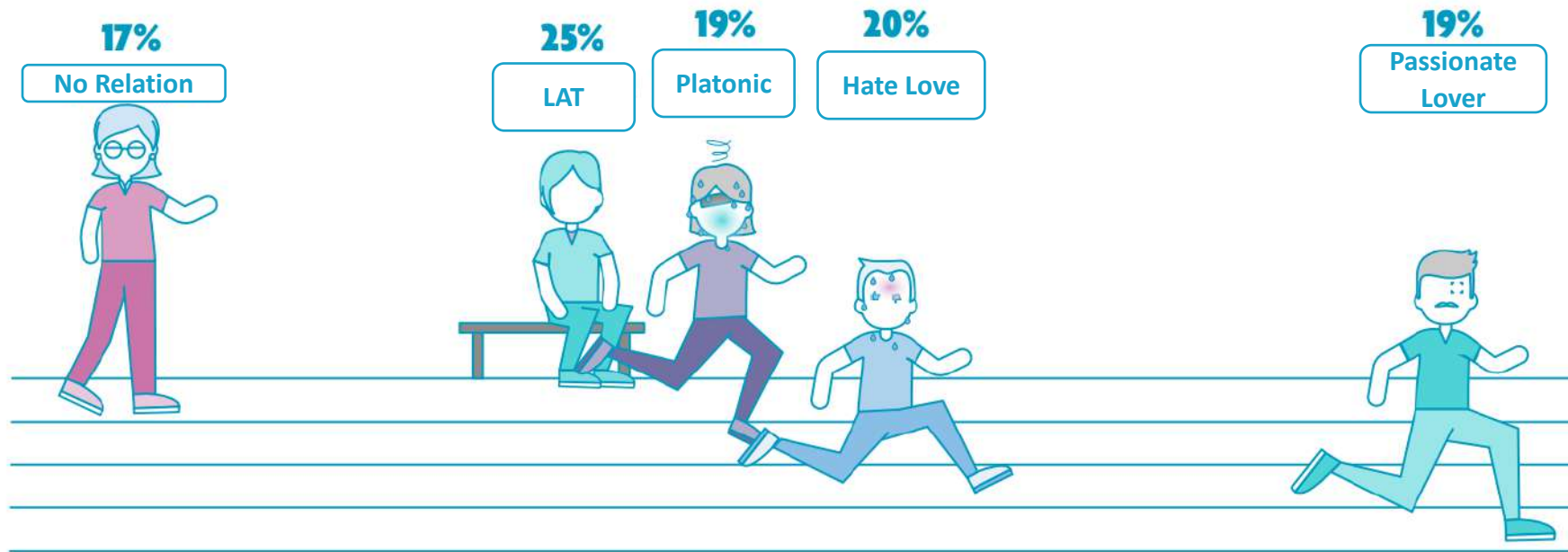


"I am concerned about the influence of social media on my privacy"

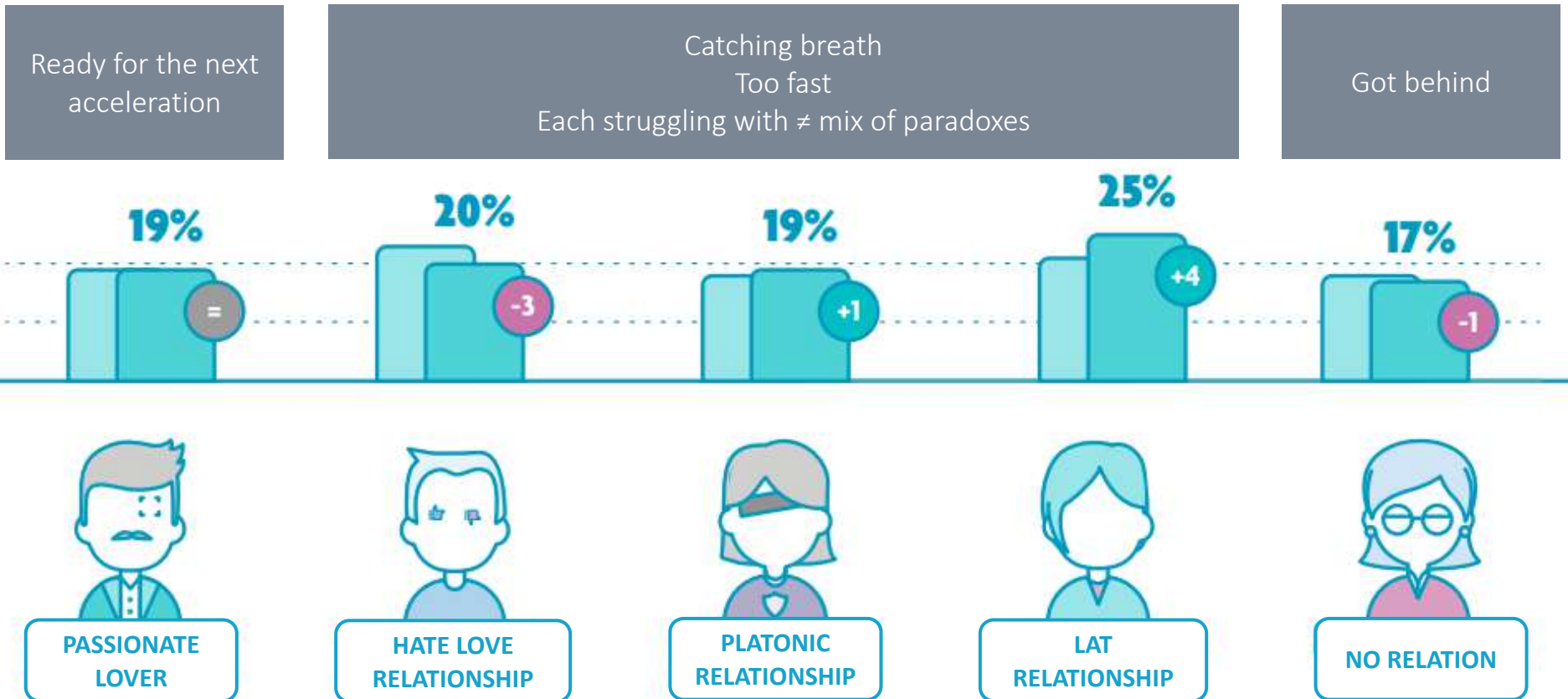
61%



ON THE INTERSECTION OF PARADOXES  
5 'DIGITAL READINESS' PROFILES



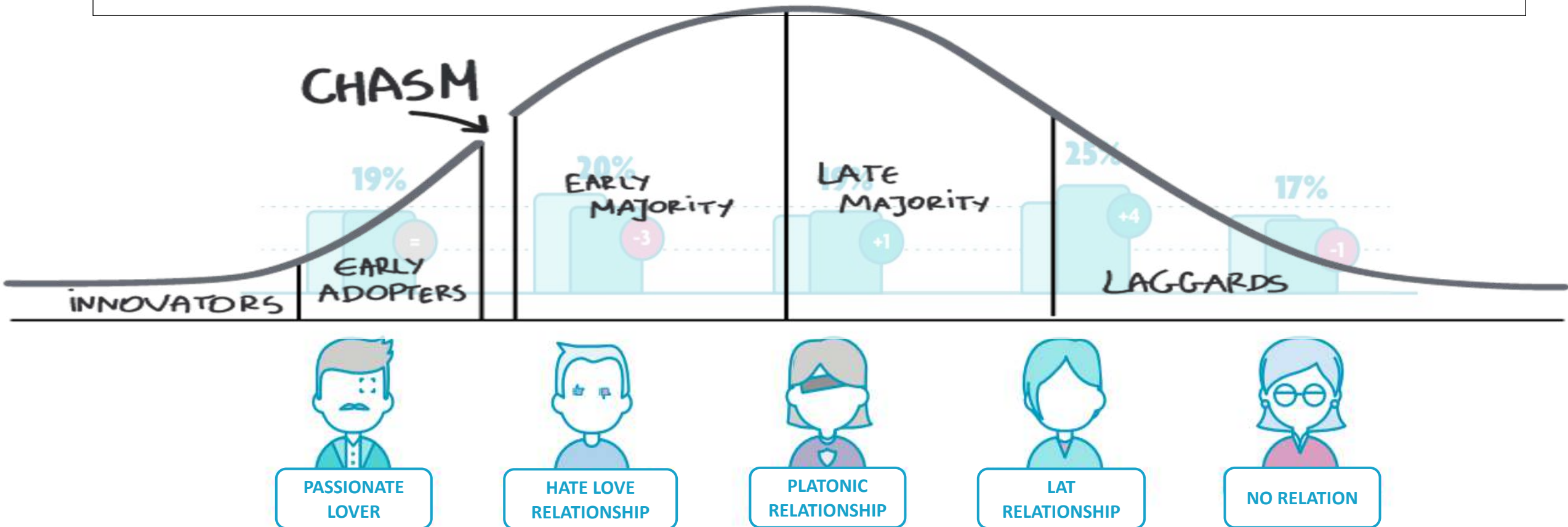
# 5 PROFILES SHIFT IN CONSCIOUSNESS



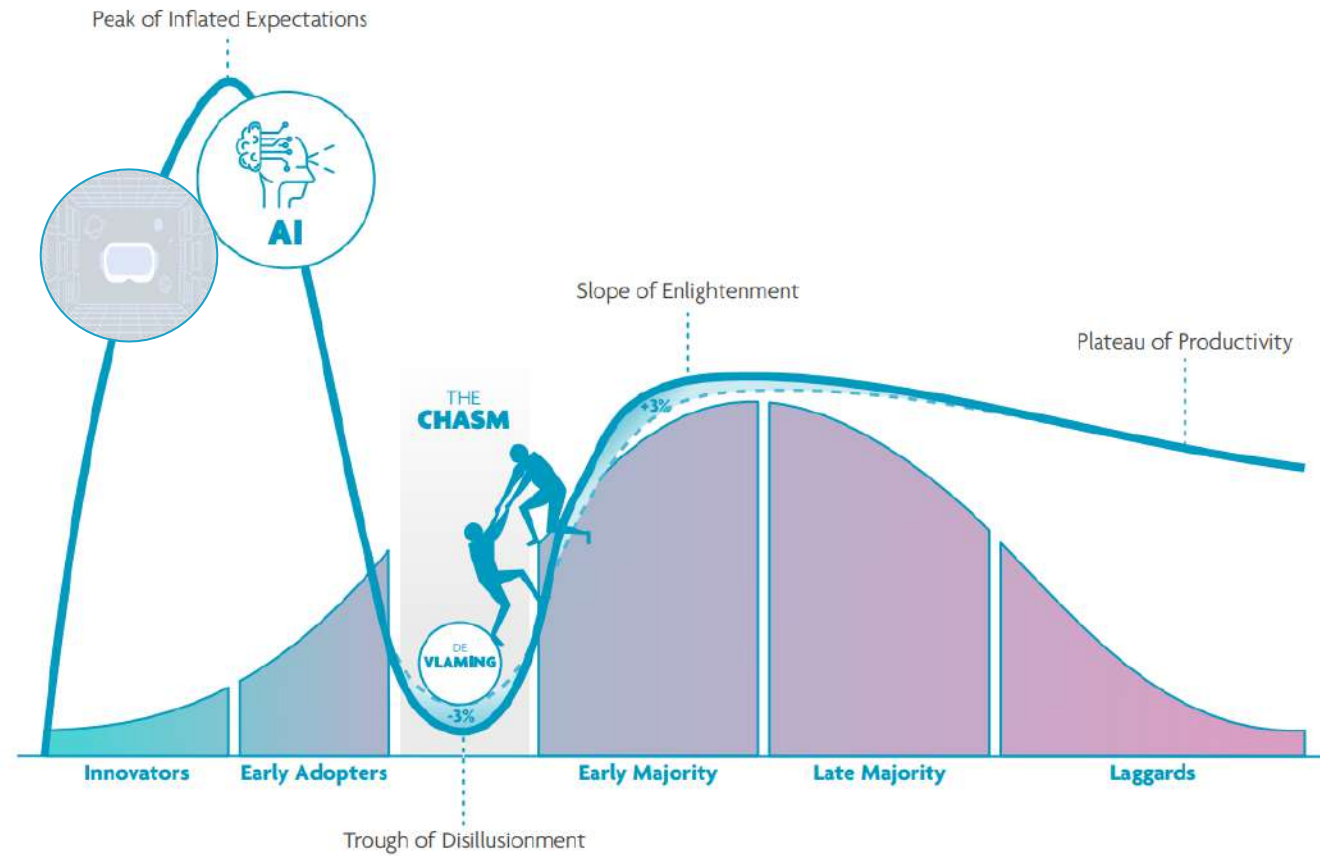
IN THE AMBITION TOWARDS 'INCLUSIVE DIGITAL TRANSFORMATION'  
***GREATER RISK OF CHASM***



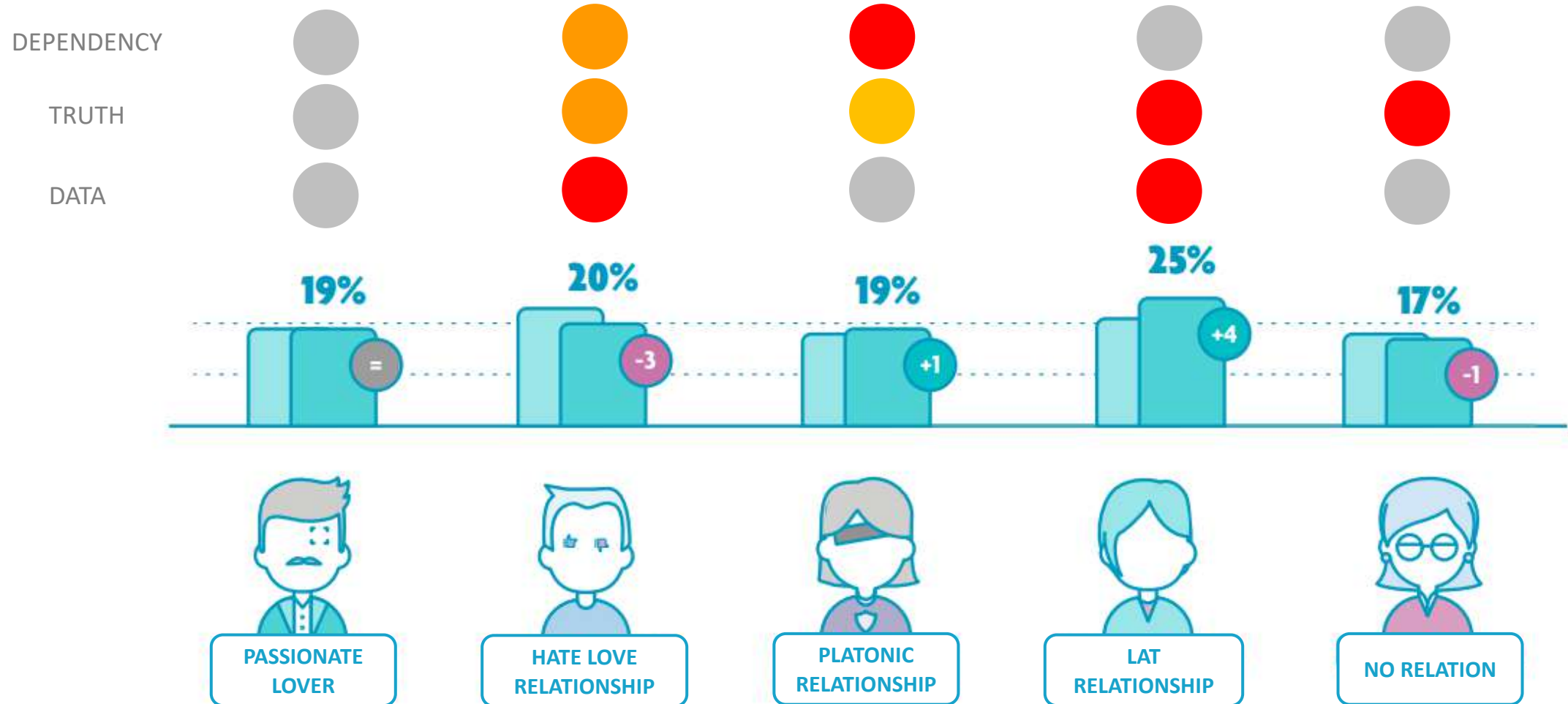
*"The government makes innovation and digital transformation a spearhead of its policy. Flanders must become a trendsetter and pioneer in the field of applications in the new data economy, artificial intelligence ...".*



IN THE AMBITION TOWARDS 'INCLUSIVE DIGITAL TRANSFORMATION'  
*GREATER RISK OF CHASM*



CROSSING THE CHASM?  
*INCLUSIVENESS < EMPOWERING CONTROL*



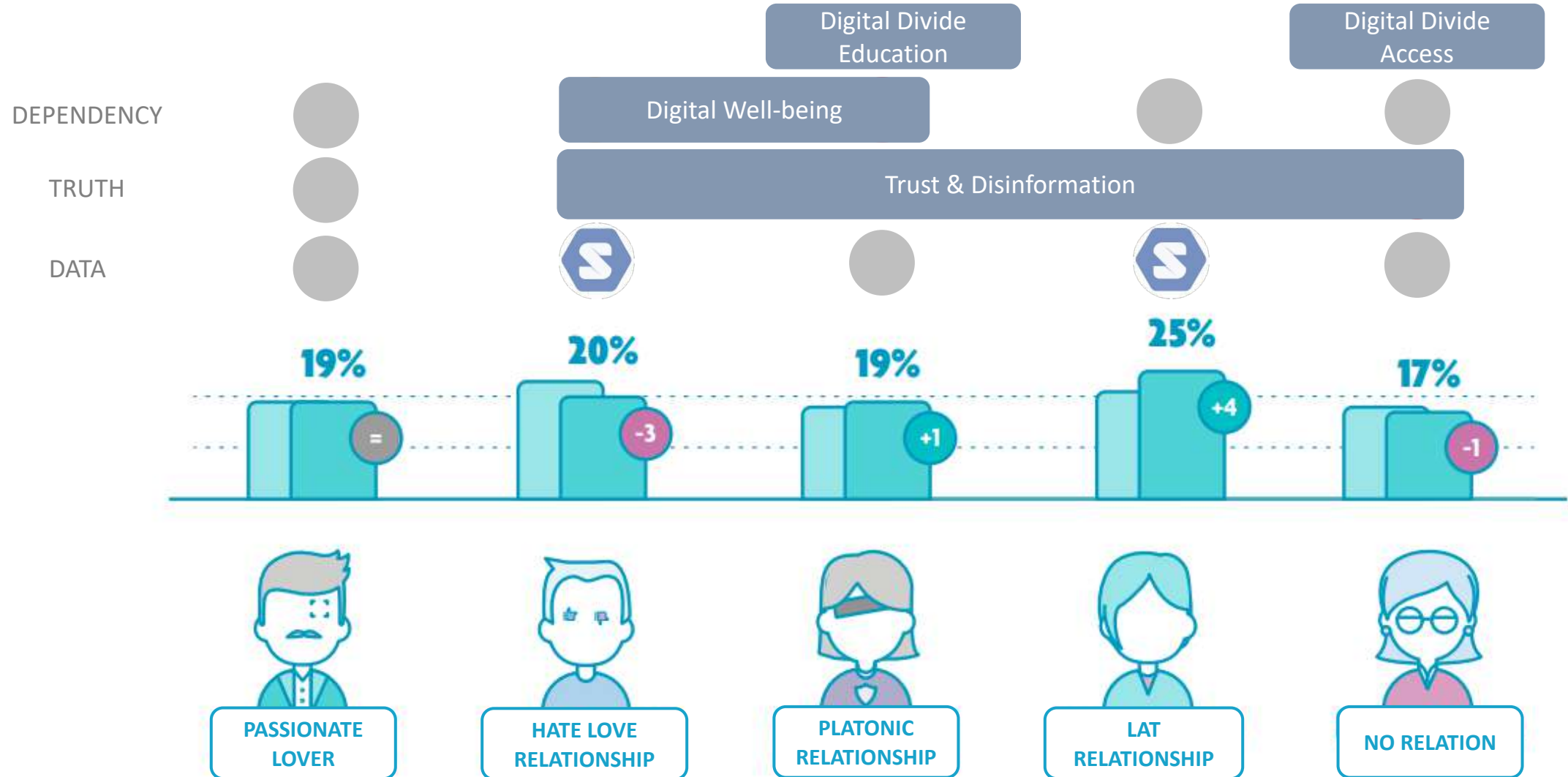


FIRST TO EMPOWER?  
**HATE-LOVE SEGMENT**



	Passionate Lover	Love-hate relationship	Platonic relationship	LAT relationship	No relation	Total 2021	Total 2020
As a user, I no longer have any control about what personal information is collected and used from me.	50%	75%	70%	75%	75%	<b>69%</b>	68%
It bothers me that companies are not transparent about what data they own and collect from me	43%	92%	70%	80%	78%	<b>73%</b>	67%
It bothers me that old data about me still circulates on the internet	27%	63%	53%	52%	51%	<b>49%</b>	46%
I want one central online place where I can manage and consult all my forms and documents from and for the government	88%	92%	79%	80%	59%	<b>80%</b>	77%
Government is transparent about what it does with my personal data	29%	21%	22%	19%	11%	<b>21%</b>	20%
I want an overview of who has my personal data	68%	96%	84%	87%	83%	<b>84%</b>	79%
I am concerned that my personal online data is not kept safe by websites and apps	29%	88%	66%	72%	69%	<b>65%</b>	55%
I consciously use more products and services from companies that put privacy first)	27%	53%	33%	40%	32%	<b>37%</b>	34%

# INCLUSIVE DIGITAL TRANSFORMATION? POLICY PRIORITIES





PUBLIC LIBRARIES  
*LEVERAGE*

DEPENDENCY

TRUTH

DATA

*DIGITAL WELLBEING*

*DIVERSITY BASED ALGORITHMS*

*TAKE CONTROL OVER PERSONAL DATA*