Digital Futures

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Imec-mict-UGent
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CORONA
DIGITAL ACCELERATION? YES

DIGITAL THE NEW NORMAL? NO

- HIGHER TEMPO: 19%
- OUT OF BREATH: 64%
- BEHIND: 17%
“Social media are to time consuming”

“Without social media I feel like I’m missing a lot of news and events”

“I am concerned about the influence of fake news on society”

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

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

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

STEPPING ON ‘DIGITAL BREATH’?
TECHNOLOGY PARADOXES

DEPENDENCY

TRUTH

DATA
ON THE INTERSECTION OF PARADOXES

5 ‘DIGITAL READINESS’ PROFILES

- 17% No Relation
- 25% LAT
- 19% Platonic
- 20% Hate Love
- 19% Passionate Lover
Ready for the next acceleration

Catching breath
Too fast
Each struggling with ≠ mix of paradoxes

Got behind

<table>
<thead>
<tr>
<th>Profile</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passionate Lover</td>
<td>19%</td>
</tr>
<tr>
<td>Hate Love Relationship</td>
<td>20%</td>
</tr>
<tr>
<td>Platonic Relationship</td>
<td>19%</td>
</tr>
<tr>
<td>LAT Relationship</td>
<td>25%</td>
</tr>
<tr>
<td>No Relation</td>
<td>17%</td>
</tr>
</tbody>
</table>

5 Profiles
Shift in Consciousness

PROFILES
PASSIONATE LOVER
HATE LOVE RELATIONSHIP
PLATONIC RELATIONSHIP
LAT RELATIONSHIP
NO RELATION
"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

DEPENDENCY
TRUTH
DATA

19%
20%
19%
25%
17%

PASSIONATE LOVER
HATE LOVE RELATIONSHIP
PLATONIC RELATIONSHIP
LAT RELATIONSHIP
NO RELATION
## FIRST TO EMPOWER?

### HATE-LOVE SEGMENT

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

DEPENDENCY
DIGITAL WELLBEING

TRUTH
DIVERSITY BASED ALGORITHMS

DATA
TAKE CONTROL OVER PERSONAL DATA