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**Digital Trust Index**

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**ABSTRACT**

Every six months, the Digital Confidence Indicator (DCI) measures the intention of use of technological devices. The current measurement brings a consolidation of views already perceived in previous ones, pointing out that, apparently, the better people's understanding of the digital environment, the greater is their perception that digital devices are both good and evil. There is a perception, for example, that at the same time as new technologies bring anguish, they also create countless facilities, becoming indispensable in everyday life. The last version pointed to a general decrease of the optimism regarding technology—the smallest number ever seen on the DCI. People are optimistic, but less so than they were before. Further evaluation shows that this sentiment is possibly a reflection of political polarization and of discussions that took place through digital devices. Hacking, social engineering, and lack of privacy in general also contributed to the decrease in optimism. The younger members of the population have shown a greater understanding of what the use of such devices means and what they represent. This audience has the lowest DCI. Yet again, people above 65 years old continue to be the most optimistic group, crediting technology with minimizing the limitations that age imposes, in addition to recognizing the facilitation of relationships with groups of friends and family through social networks. All of these insights were gained by using SAS®.

**INTRODUCTION**

The Digital Confidence Index (DCI) helps companies to define their marketing campaigns and / or business models, as well as governments to define campaigns and digital products. The information obtained through the research is important because it shows intentions of the use of digital resources by different social groups. Based on these intentions, organizations can define how to behave in order to take better advantage of their actions in the groups that are target of their operations.

The session will present the DCI from different regions of the world and compare with the correlation between observed events in Brazil, the country in which the research was started, and past editions of the study.

**GENERAL OVERVIEW**

Indicators are an important tool for the market. They do not claim to be a forecast effectively, but rather to serve as an indicator, a trend. Armed with numbers and analysis, institutions can prepare for what is to come, either to mitigate risks or enhance opportunities.

The Digital Confidence Indicator (DCI) measures the World intention to use technological devices. The current measurement brings a consolidation of views already perceived in previous ones (with a smaller scope), pointing out that, apparently, the better the people's understanding of the digital environment, the greater is also their perception that digital devices are both good and evil.

There is the perception, for example, that at the same time that new technologies bring anguish, on the other hand they create innumerable facilities, becoming indispensable in everyday life. Political discussions and arguments are a problem. To move away from the discussion, a portion of the population plans to move away from the networks in order to avoid new conflicts and, consequently, it ends up using less electronic devices.

Security was also a deflator of the indicator. Hackers attacks, social engineering and life exposures in general also contributed to the decrease in intention to use.

As for the audience, in some regions the youngest showed a greater understanding of what it means, the use of such devices and what they represent. This audience has the lowest DCI. The elderly, on the other hand, continue to be the most optimistic group, crediting technology to minimize the limitations that age imposes, in addition to the approach and relationship with groups of friends and family through social networks.

There are still other nuances such as gender, region and income that will be observed in this report and that will allow a complete overview of the Brazilian's current relationship with technology. In addition, follow the data obtained, dive into the insights, send us other conclusions.

## CONCLUSION

O CDI has different values, mostly by age group, family income and school level. In studies conducted before, in Brazil, this observation helped to anticipate:

1. The movement of young people to leave Facebook
2. Change in the behavior of publications on social networks
3. Difficulty in marketing smart assistants
4. Propensity to use technological devices in general by people over 50 years old to try new business models, as well as for the products launched by the federal government.

This observation allows us to draw parallels with what should happen in other regions of the world, presenting opportunities and threats for different organizations to position themselves according to the findings.

## CONTACT INFORMATION

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