



WAVAS
GROUP

TECH FORWARD

Why the Tech Trial Won't Happen

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





 INDEPENDENT

**'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% **52%**
PROSUMERS **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



Alibaba

\$250 billions

2020 market valuation

amazon.com

\$1600 billions

2021 market valuation



\$2.000 billions

2020 Market valuation

LVMH

\$238 billions

Largest European stock company

"TECHLASH" WONT' HAPPEN BECAUSE WE SIMPLY CANNOT LIVE WITHOUT TECH

80% **70%**
PROSUMERS **MAINSTREAM**

Tech innovation makes my daily life easier



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

An abstract digital background featuring a dark grid pattern at the bottom. The upper portion is filled with vibrant, swirling colors of purple, blue, green, and pink. A large, glowing sphere is positioned in the center, with a bright light source above it creating a lens flare effect. The overall aesthetic is futuristic and high-tech.

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



42/23



58/43



43/48



54/34



78/63



64/70

Most Meaningful Global Brands in 2021

1  Google

2  PayPal



4  YouTube

5 **SAMSUNG**

6  Microsoft

**MEANINGFUL
BRANDS**

powered by **HAVAS GROUP**

WE'RE CONSCIOUS OF OUR DEPENDENCE

72% **73%**
PROSUMERS **MAINSTREAM**

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



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



30/21



29/34



32/52



25/30



29/36



33/54

The image features a 3D abstract composition. On the left, a large, dark, multi-faceted cube is rendered with a gradient from purple to green. To its right, a staircase of smaller, similar cubes descends towards the bottom right. The background is a dark grid of glowing green lines. The text "BUT IT'S A GOLDEN PRISON" is centered in white, with two purple circles highlighting the letters 'A' and 'P'.

BUT IT'S A GOLDEN PRISON

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

71%

PROSUMERS

58%

MAINSTREAM

In which of the following areas do you believe technology will be a progressive force for good? Mobility/Transportation



68/46



68/45



83/61



66/43



73/63



81/66



\$700 billions

Tesla 2020 market valuation

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



56/37



77/57



77/52



90/59



90/76



89/79

Le Monde

L'« adaptative learning », une révolution dans l'enseignement ?

Proposer un apprentissage individualisé aux élèves grâce au numérique, telle est la promesse de l'« adaptative learning », qui serait, selon ses adeptes, de nature à transformer radicalement l'éducation. Le point à l'occasion d'In-Fine, forum international du numérique pour l'éducation.

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



58/48



57/55



68/46



63/55



88/73



83/67

TechBullion

How AI is Changing the Recruitment World

Tedious tasks are now automated, and the hiring process has been assisted by modern solutions for maximum efficiency. 96% of recruiters realized that AI can highly leverage talent acquisition and retention.

From the candidate screening down to data collection, AI recruiting has paved the way for future generations to go about their daily endeavors without exerting too much effort and compromising the quality and quantity of the output.



AND EVEN THE MOST SENSITIVE ONES

LIKE HEALTH AND MEDECINE

81%

PROSUMERS

71%

MAINSTREAM

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



77/65



78/64



88/74



82/76



88/79



94/78



World's First Remote
Operation Using 5G Surgery



AND MONEY

65% **46%**
PROSUMERS **MAINSTREAM**

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



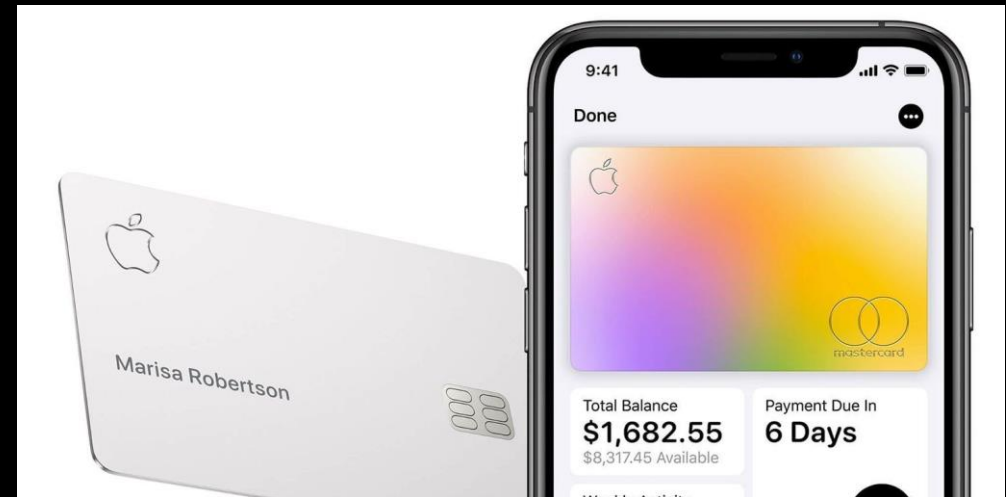
68/32



65/35



88/77



A stylized illustration featuring a crowd of human figures in the foreground, rendered in shades of blue and purple. In the background, a large, stylized eye graphic is visible, composed of concentric circles and a central red dot. The overall color palette is dominated by blues, purples, and reds against a dark background.

2

PROGRESS UNDER SCRUTINY

BIG TECH DOESN'T GET A FREE PASS

80% **77%**
PROSUMERS **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



58/46



53/52



65/67



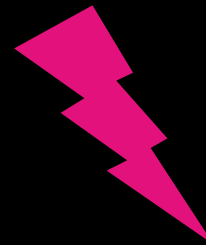
51/41



84/76



65/72



Social media platforms

60%

PROSUMERS

57%

MAINSTREAM

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



63/52



65/58



61/61



58/50



57/58



69/67

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



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



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



53/58



52/49



47/47



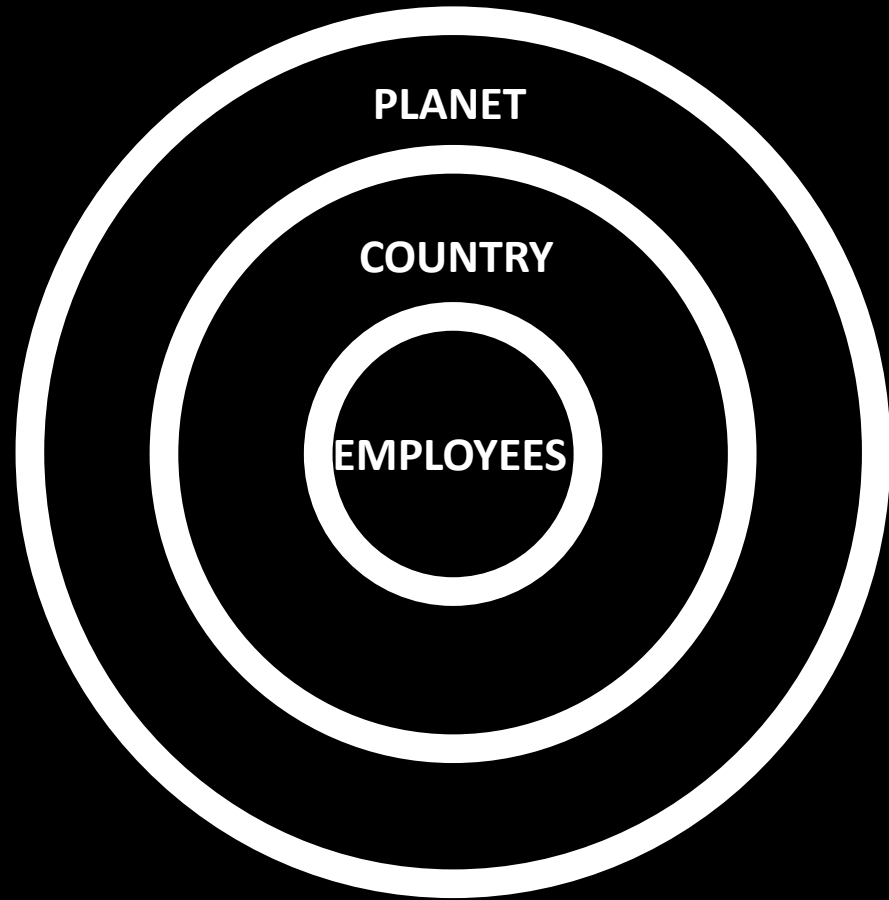
48/48



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



47/35



34/33



48/52



49/28



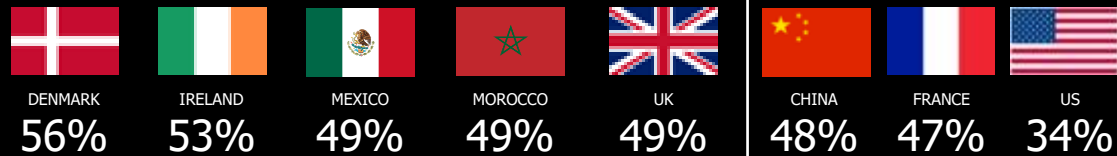
45/35



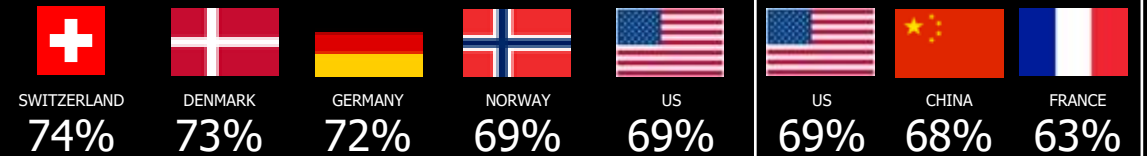
42/39

DIFFERENT COUNTRIES, DIFFERENT PRIORITIES

Invest in more sustainable ways of delivery



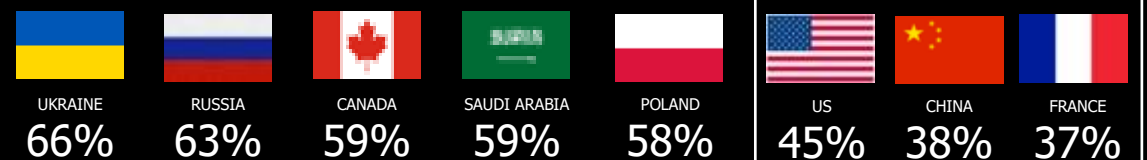
Improve job conditions for their workforce



Supports small business



Keep prices low



NOT ALL GAFAMS WERE CREATED EVIL

**E-commerce platforms
revolutionize 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



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



37/57



49/54



28/35



48/58



47/48



56/54

A THREAT TO DEMOCRACY

60% **65%**
PROSUMERS MAINSTREAM

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



33% **40%**
PROSUMERS MAINSTREAM

Social media companies pose a threat to global democracies



FACEBOOK DOUBLE-BIND

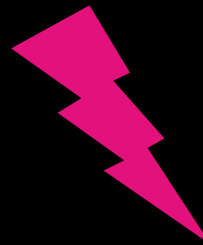
60%

PROSUMERS

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

57%

MAINSTREAM



50%

PROSUMERS

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

52%

MAINSTREAM



63/52



65/58



61/61



58/50



57/58



69/67



47/54



48/49



40/46



58/62



42/43



55/50



3

BUILDING A ROAD FOR GOOD

I

ACCESSIBILITY

II

TRANSPARENCY

III

INSPIRATION

I

ACCESSIBILITY

II

TRANSPARENCY

III

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



47/37



57/43



67/58



68/51



67/47



72/69

FINANCIAL TIMES

Tech's sexist algorithms and how to fix them

L'USINENOUVELLE

[L'instant tech] Une start-up française lance un outil d'IA pour corriger les biais sexistes des algorithmes

AND MAKE SURE NO ONE IS LEFT BEHIND

TRAIN THE EDERLY

72%

PROSUMERS

67%

MAINSTREAM

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



70/72



60/64



85/63



67/70



71/61



66/56



XBOX: BEYOND GENERATIONS

When everybody plays, we all win

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



53/55



56/55



54/58



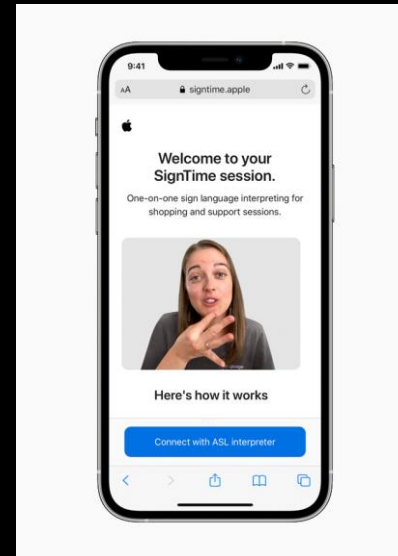
56/50



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



75/69



73/64



54/47



76/68



71/73



71/67



I

ACCESSIBILITY

II

TRANSPARENCY

III

INSPIRATION

DIGITAL SAFETY CONCERNS ARE GAINING MOMENTUM

75% **73%**
PROSUMERS **MAINSTREAM**

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



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



44/43



53/55



61/73



59/55



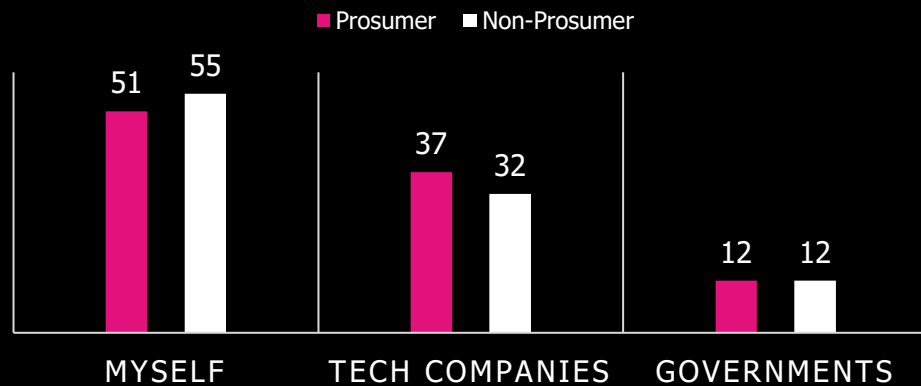
64/66



69/69

RESPONSIBLE BUT HELPLESS

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



62%

PROSUMERS

59%

MAINSTREAM

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



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



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



86/75



84/75



92/85



85/74



95/91



96/90

The Atlantic

TECHNOLOGY

Reading the Privacy Policies You Encounter in a Year Would Take 76 Work Days

AND AVOID A NEO-CLASS WAR

34%

PROSUMERS

38%

MAINSTREAM

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



53/41



40/36



28/48



32/30



23/32



43/58

I

ACCESSIBILITY

II

TRANSPARENCY

III

INSPIRATION

GO BEYOND UTILITY

49%

PROSUMERS

38%

MAINSTREAM

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



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% **50%**
PROSUMERS **MAINSTREAM**

I expect technological innovation to
Create new ways for humans to
connect



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



58/31



30/29



77/63



46/24



47/36



64/64

3 - FOSTER OUR CREATIVITY

41%

PROSUMERS

34%

MAINSTREAM

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



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



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



40/26



51/37



57/50



48/29



53/38



45/64



HAVAS
GROUP

**TECH TRIAL
WON'T HAPPEN**