Dispersion of Authority: Peers on Par With Scientists

Percent trust

GLOBAL 26 Excl China, Saudi Arabia

Distrust (1-49) ■ Neutral (50-59) ■ Trust (60-100) ■
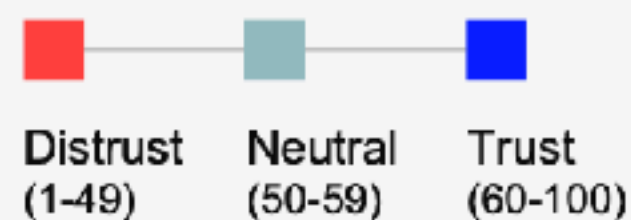
I trust each to tell me the truth about
new innovations and technologies

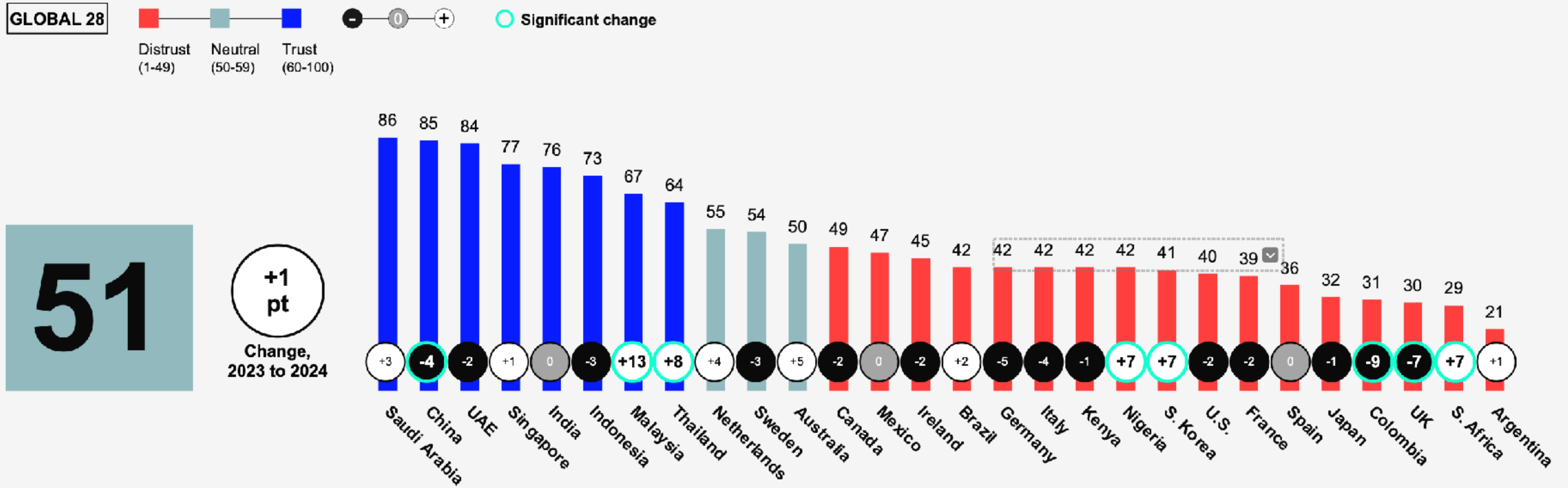|						
74	74	66	54	51	47	45
Scientists	Someone like me	Company technical expert	NGO representatives	CEOs	Journalists	Government leaders
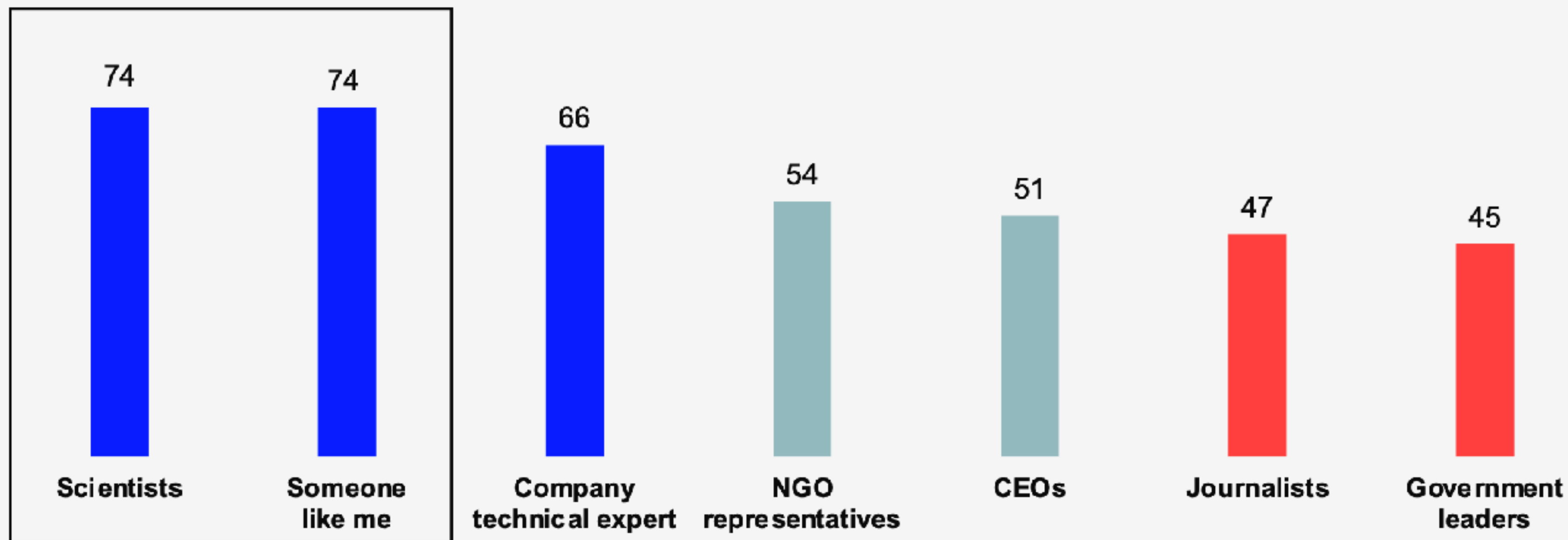
2024 **Edelman Trust Barometer.** TRU_PEP_TCNG. Below is a list of categories of people. For each one, please indicate how much you trust that person or group of people to tell you the truth about new innovations and technologies. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 26-mkt avg. "Government leaders" not asked in China or Saudi Arabia.

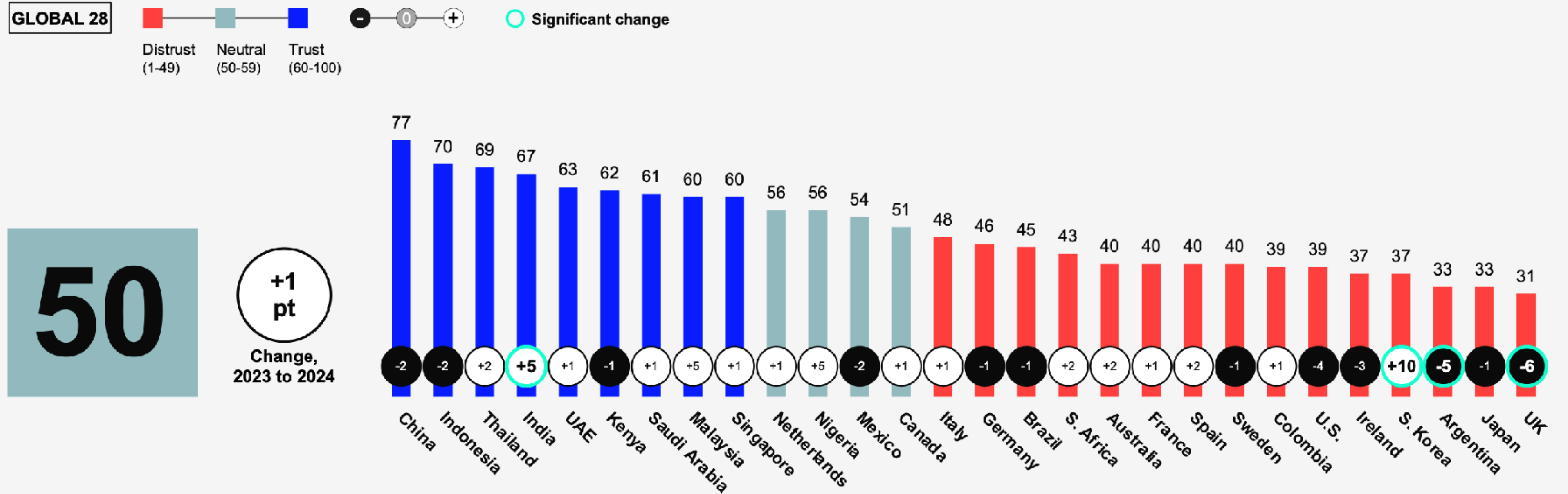# Government Distrusted in 17 of 28 Countries

Percent trust in government

GLOBAL 28

Distrust (1-49) | **Neutral** (50-59) | **Trust** (60-100)

| Significant change |

51

+1 pt
Change, 2023 to 2024

Country	Value	Change
Saudi Arabia	86	+3
China	85	-4
UAE	84	-2
Singapore	77	+1
India	76	0
Indonesia	73	-3
Malaysia	67	+13
Thailand	64	+8
Netherlands	55	+4
Sweden	54	-3
Australia	50	+5
Canada	49	-2
Mexico	47	0
Ireland	45	-2
Brazil	42	+2
Germany	42	-5
Italy	42	-4
Kenya	42	-1
Nigeria	42	+7
S. Korea	41	+7
U.S.	40	-2
France	39	-2
Spain	36	0
Japan	32	-1
Colombia	31	-9
UK	30	-7
S. Africa	29	+7
Argentina	21	+1

Media Distrusted in 15 of 28 Countries

Percent trust in media

GLOBAL 28

Distrust (1-49) · Neutral (50-59) · Trust (60-100)

− 0 + · ◯ Significant change

50

+1 pt — Change, 2023 to 2024

Country	Value	Change
China	77	-2
Indonesia	70	-2
Thailand	69	+2
India	67	+5
UAE	63	+1
Kenya	62	-1
Saudi Arabia	61	+1
Malaysia	60	+5
Singapore	60	+1
Netherlands	56	+1
Nigeria	56	+5
Mexico	54	-2
Canada	51	+1
Italy	48	+1
Germany	46	-1
Brazil	45	-1
S. Africa	43	+2
Australia	40	+2
France	40	+1
Spain	40	+2
Sweden	40	-1
Colombia	39	+1
U.S.	39	-4
Ireland	37	-3
S. Korea	37	+10
Argentina	33	-5
Japan	33	-1
UK	31	-6

DISTRUST IS THE DEFAULT: NO BASIS FOR PEACEFUL DEBATE

Which are you more likely to believe?

63%
My tendency is to distrust until I see evidence that something is trustworthy

VS.

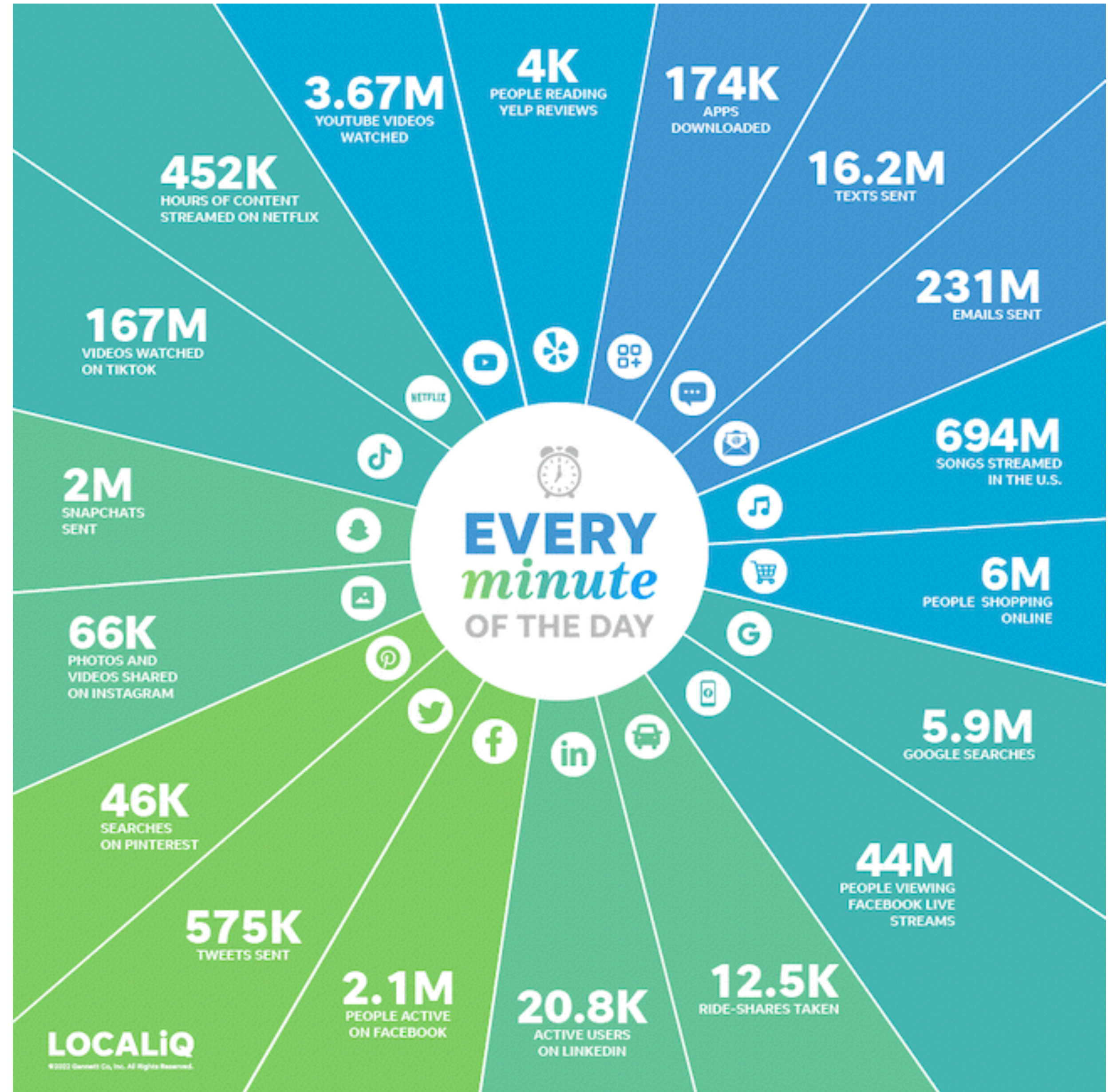My tendency is to trust until I see evidence that something is untrustworthy

Percent who agree

People in this country **lack the ability to have constructive and civil debates** about issues they disagree on

74%

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sovraccarico informativo

sovraccarico valutazioni

sovraccarico discussioni
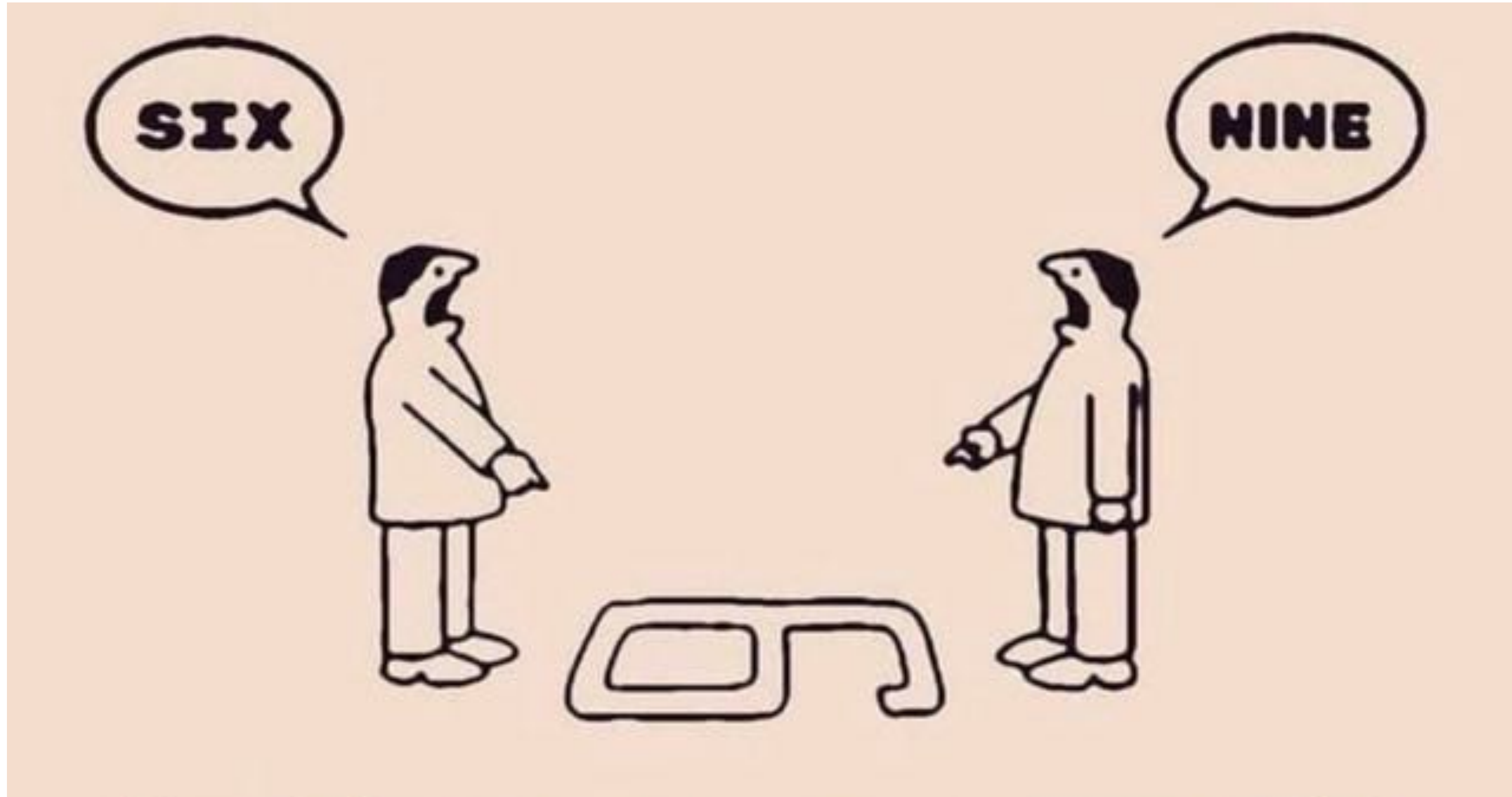
Presidio attenzione	Credibilità e fiducia
arrivare prima	**arrivare meglio**
clickbaiting	**dare valore**
scioccare	**meravigliare**
far reagire	**attivare**
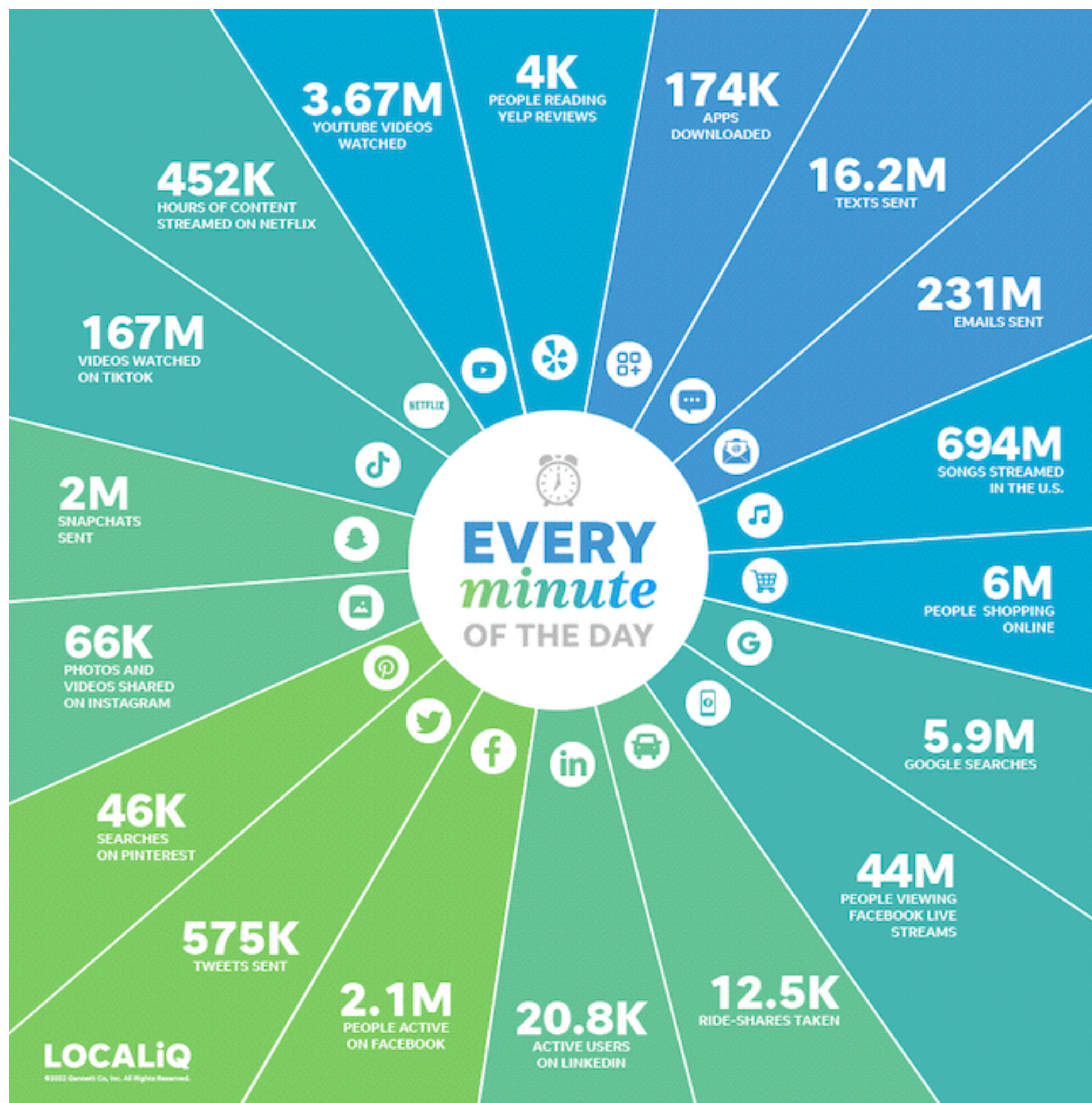
Sovraccarico selezionato

Complessità rilevante

Indifferenza riconoscibile

Ridondanza essenziale

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Sono io a dover intervenire?

Meno invettiva più inventiva.

Domandare prima di dire.

La disputa **f**elice

Dissentire SENZA LITIGARE
sui social network,
sui media e in pubblico

Bruno Mastroianni

pieno   vuoto

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Litigando si impara

Disinnescare l'odio online
con la disputa felice

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