
Adobe
Future of Trust Study
Australia & New Zealand

About the Study

Adobe's Future of Trust Study explores consumer sentiment and experience with encountering misinformation online, and concerns about the impact of generative AI in the critical context of upcoming elections.

Methodology

Adobe collaborated with Advanis to collect 1,005 responses from Australian and New Zealand residents 18 and older. Data was collected from an opt-in non-probability sample provider.

Top line findings

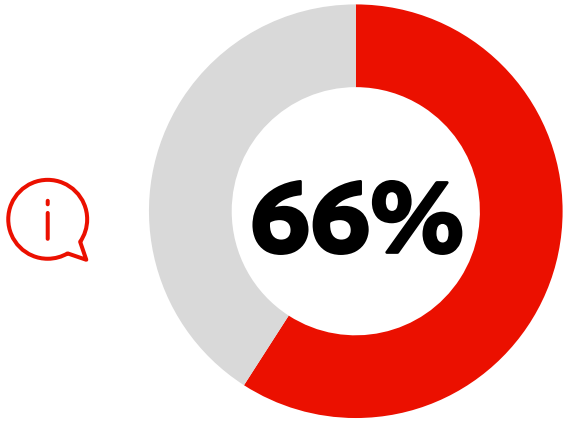
Most consumers are optimistic about generative AI technology

Misinformation is regarded as one of the biggest threats facing society

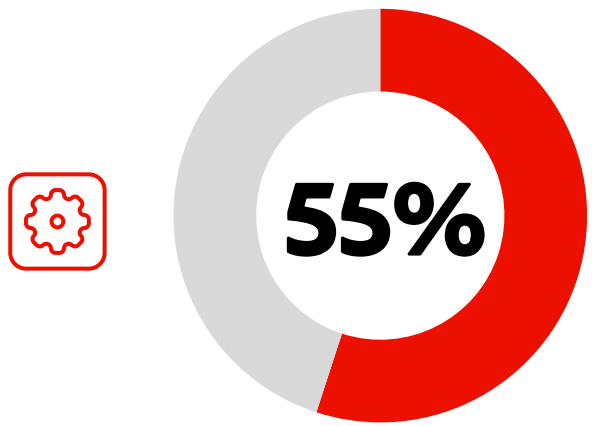
The majority of consumers believe misinformation and deepfakes will have a significant impact on upcoming elections

Many people consider the credibility of a source before sharing content, but still believe having the tools and media literacy skills to verify content is important

Most people in ANZ are optimistic about the benefits of the gen AI

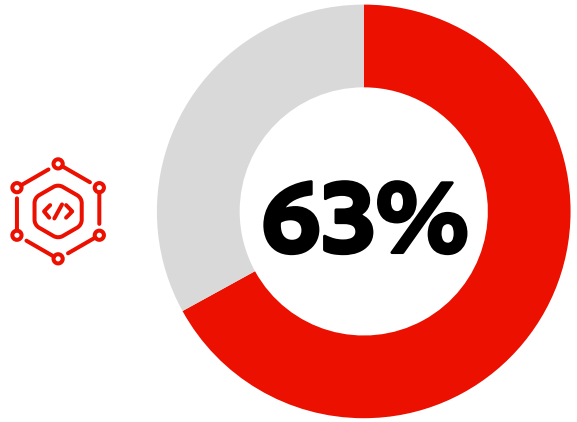


of people believe that generative AI will make it easier to find information

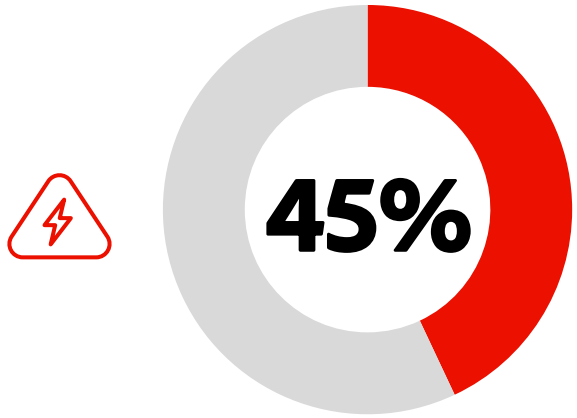


of people believe generative AI will allow them to be productive and accomplish more

However, there are concerns about the maturity of gen AI technology and the findings indicate a potential surge in consumer use in 2024 and beyond

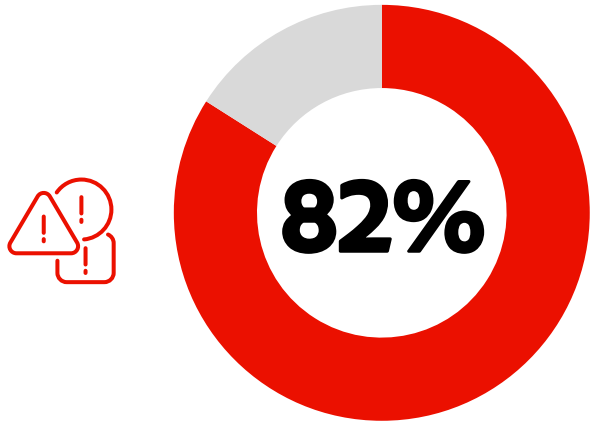


Only 9% of people said they use generative AI regularly today, but 63% plan on using it more in the year ahead

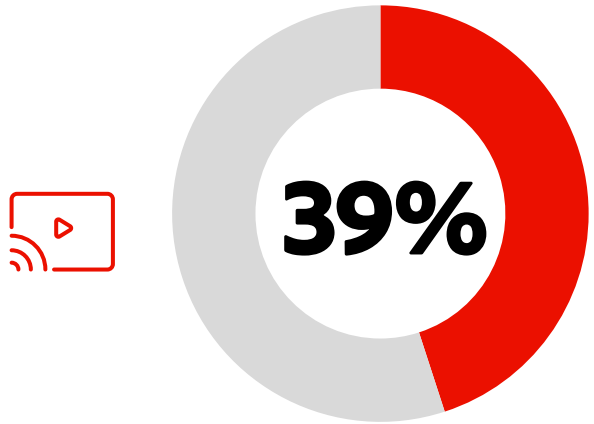


said they are concerned that generative AI will create inaccurate information that will be taken as trustworthy

Amid the growing prevalence of deepfakes and manipulated content online, misinformation is regarded as one of the biggest threats facing society

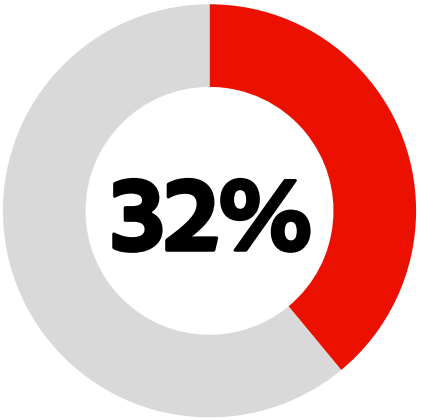


of people are concerned the content they consume online is at risk of being altered to fuel misinformation

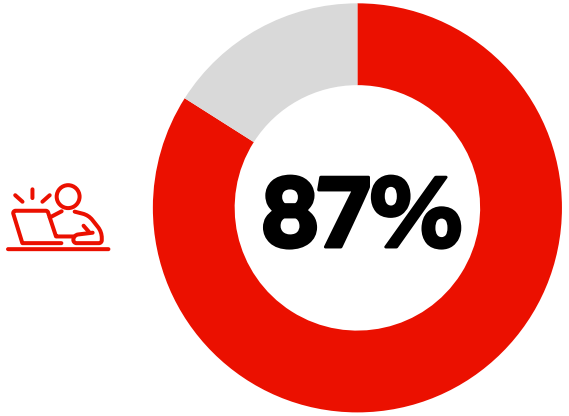


of people believe images and video content (38%) have the highest risk of being altered to create misinformation

Worries about misinformation are influencing people's social media habits, with many also considering its potential impact on their children

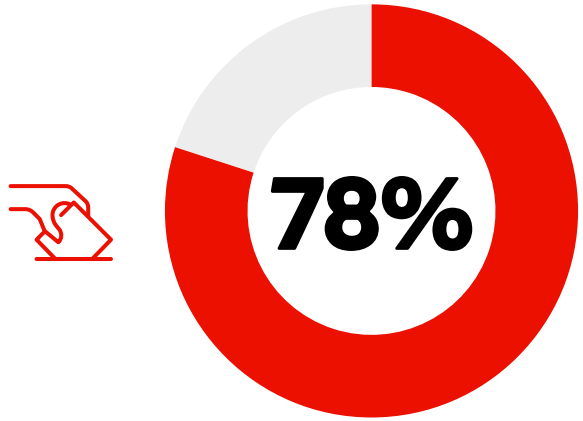


of people have stopped or curtailed their use of specific social media platforms due to misinformation



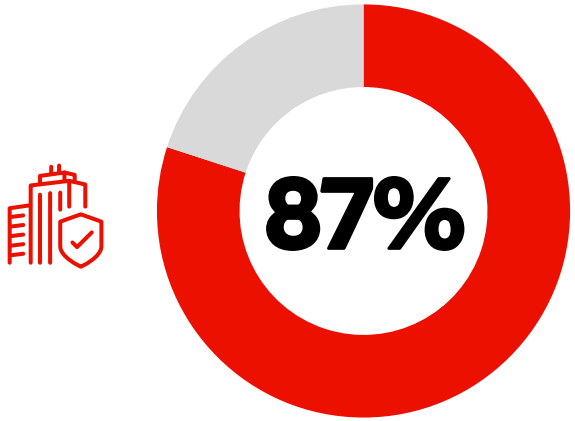
of people said that children should be taught media literacy skills as part of their school curriculum

Most people believe misinformation and deepfakes will have a significant impact on upcoming elections

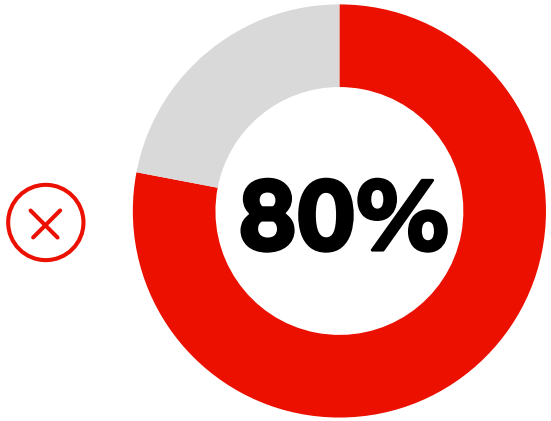


of people believe that misinformation and harmful deepfakes will impact elections

People have strong opinions about ways to protect election integrity in the generative era



of people believe that government and technology companies need to work together to protect our elections



Without widespread tools to help them decide whether the content they are consuming is true, people believe that election candidates should be prohibited from using generative AI in their promotional content

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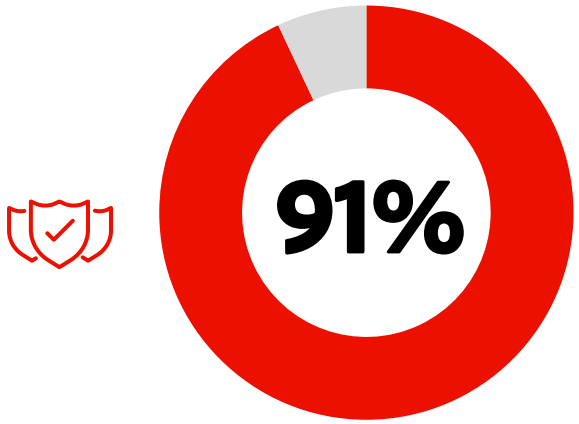
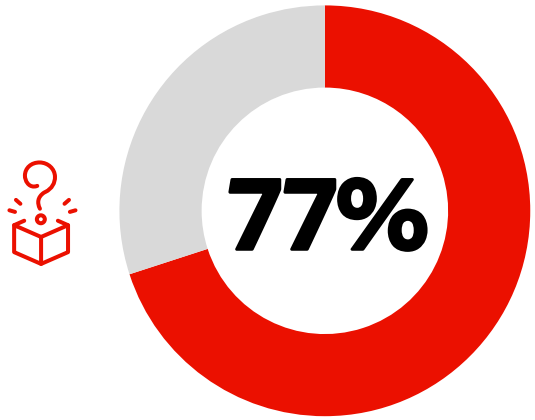
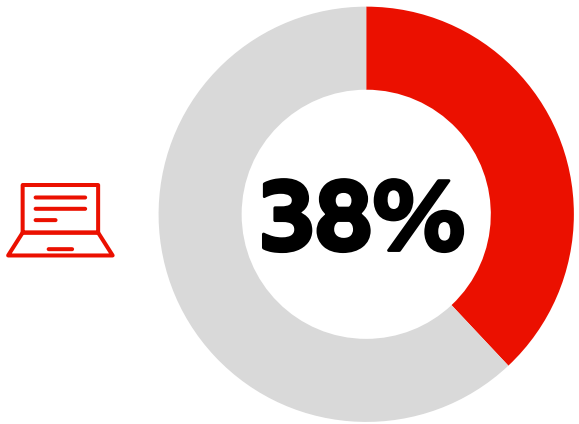
Most people check a source's credibility before sharing content online, but this alone isn't sufficient to curb the spread of misinformation



of people said they consider the credibility of an online source before they decide to trust it or share the content with others

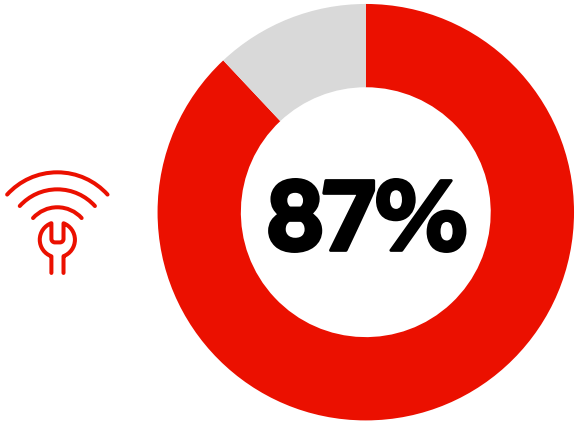


of people said it's becoming difficult to verify whether the content they consume is trustworthy

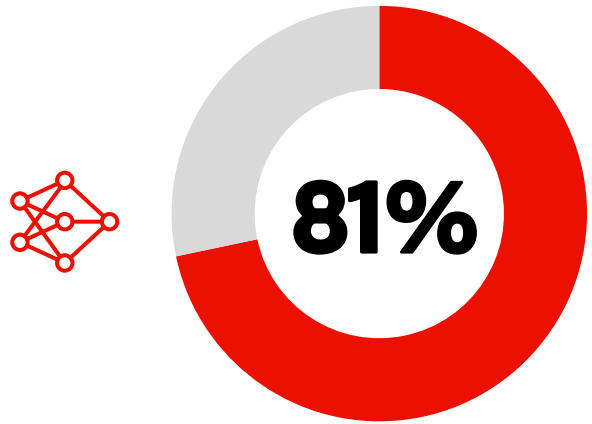


of people have seen suspected misinformation posted or shared online by someone they know, in the past 6 months

There’s strong consumer desire to have the appropriate tools and solutions to help them decide what’s true online



of people believe it is essential that they have the right tools to verify if online content is trustworthy



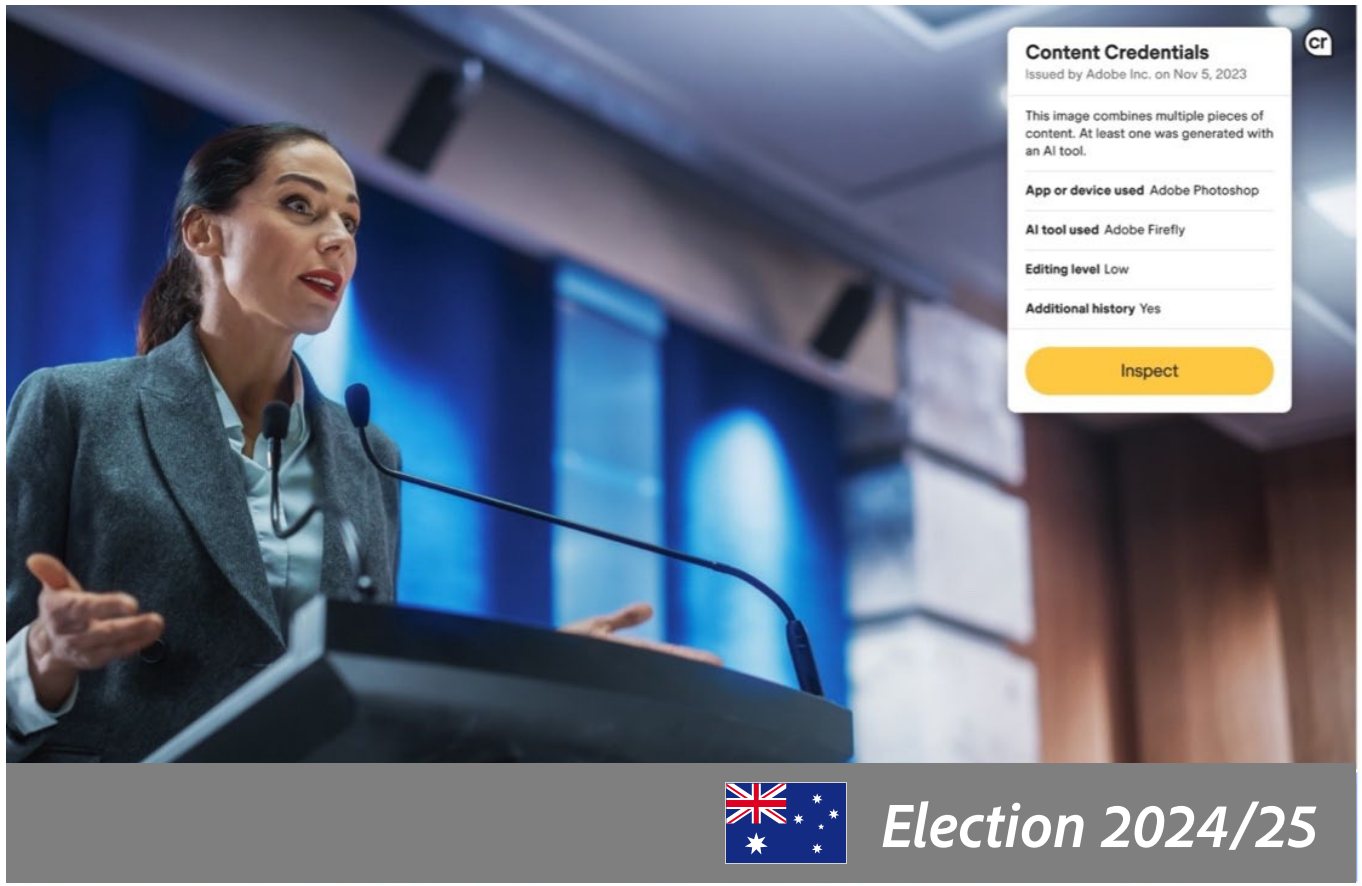
of people agree that it is important to know if the content they are consuming is generated using AI

About the Content Authenticity Initiative

In 2019, Adobe co-founded the **Content Authenticity Initiative (CAI)** to address this issue and to help combat the threat of misinformation for consumers – which now has over 2,500 members. The CAI works in tandem with the **Coalition for Content Provenance and Authenticity** (C2PA), an open technical standards organization co-founded in 2021, to implement our solution to misinformation online – called **Content Credentials**.

What are Content Credentials?

Content Credentials are essentially a "nutrition label" for digital content – showing when a piece of content is created and modified. The Content Credential accompanies its corresponding content wherever it goes, enabling individuals to enjoy content and context together.



For more information visit https://contentauthenticity.org/.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