

Subject: Technology's Halo Effect is Quickly Fading

Hi WIRED,

The new research for Edelman's next Trust Barometer shows that technology is no longer the most trusted market in 13 key global markets. Why should this matter to you? The technology sector's fleeting trust hinders the opportunity for technological advancements that bring companies the opportunities for success.

The research facts show the reasons why trust is being lost:

- 61% of respondents feel innovation is happening too fast
- 66% of respondents feel technology is hindering reality of what they see and hear
- 61% of respondents feel technology is changing faster than the government can regulate

How can this trust be won back? Transparency is key. Following the trend of transparency there are 5 key points that can lead to closing the trust gap.

1. Communicating the positives and negatives of emerging technologies
2. Embracing all stakeholders and focusing on those relationships, not just shareholders
3. Forming partnerships to ensure tech benefits everyone involved
4. Encouraging employees to be ambassadors
5. Pushing CEOs to lead from the front on issues regarding technology

Edelman is ready to show further research [here](#). I would be happy to arrange a time to speak with your spokesman and share more information regarding the decline.

Thank you,

Isa Diaz

*On behalf of Edelman Trust Barometers*