# resonate

Privacy Concerns in the Era of AI

Who loves AI? Find out by using the freshest, most predictive, privacy-safe AI-powered data available today.

AI is everywhere, in everything, all at once. It's all over the news and has permeated everyday life. Work? Yes. Home? Yes. Healthcare? Yes. Banking? Yes. Smartphone? Siri? Alexa? ChatGPT? Yes, yes, yes and yes.

AI models have deployed rapidly and successfully can complete an increasingly broad range of tasks, from text manipulation and analysis to image generation and unprecedentedly good speech recognition."[i] AI saves companies money, and it saves people time. As a result, "… the public is forming sharper opinions about AI and which elements they like or dislike." Some embrace it, others eschew it. The rest don't seem to know much about it. According to Pew Research Center, 38% of Americans are more concerned than excited about the increased use of AI in daily life. Only 15% say they are more excited than concerned, and 46% say they are equally concerned and excited.[ii]
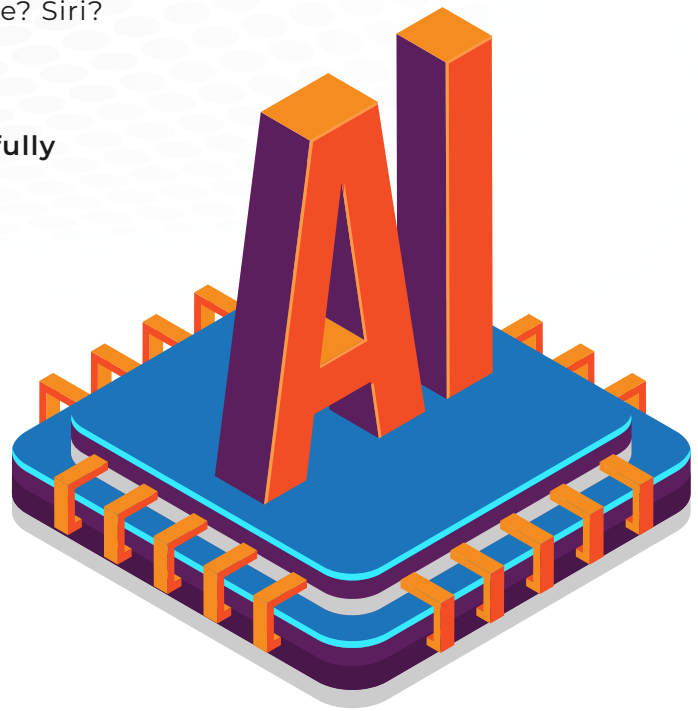
The Pew survey also found that — while many Americans know how AI commonly is used by marketers for product recommendations based on previous purchases — only three-in-ten US adults could correctly identify all six uses of AI asked about in the survey…[iii]

A lot has changed in the AI sector in the past year, so we turned to the freshest data available today to find out how Americans feel about it.

The Resonate proprietary AI neural network — rAI — supported our understanding of whether people generally value convenience over privacy and whether these values influence their willingness to embrace AI in their everyday lives. We created a custom Engaged Audience in the Resonate Ignite platform to find out more about this audience. After all, people may want privacy, but they also want Siri to play their favorite song or to walk into a makeup store and virtually try on the newest shade of lipstick…

"People's attitudes toward online privacy can depend on various factors, including their level of awareness, personal experiences and perceived benefits and risks associated with sharing personal information online."[iv]

Understanding if Americans are fine with AI isn't enough. To reach an audience who is likely to engage, you need to know what they value and what motivates them. Seeing them as whole humans and understanding the "why" behind the decisions they make is a key step to getting more of them to act on your behalf, whether that is buying a product, signing a petition or joining your email list.

Engaged Audience snapshot: Convenience over Privacy

Getting to know this segment a little better is as easy as tapping into Resonate AI-powered data. The basics are that the audience is 78% male. They like to trade stocks, go to the movies and value athletic accomplishments.

Going further, we find they are driven by proving their competence and skills, as well as earning recognition from peers. Their top personal values fall in the openness to change and self-enhancement categories. Knowing this offers the opportunity to create personalized campaigns with the right message at the right time for this audience.

Remember that they aren't as concerned with privacy, so it is better to use "We know you like x, so we want you to try y," or similar language.
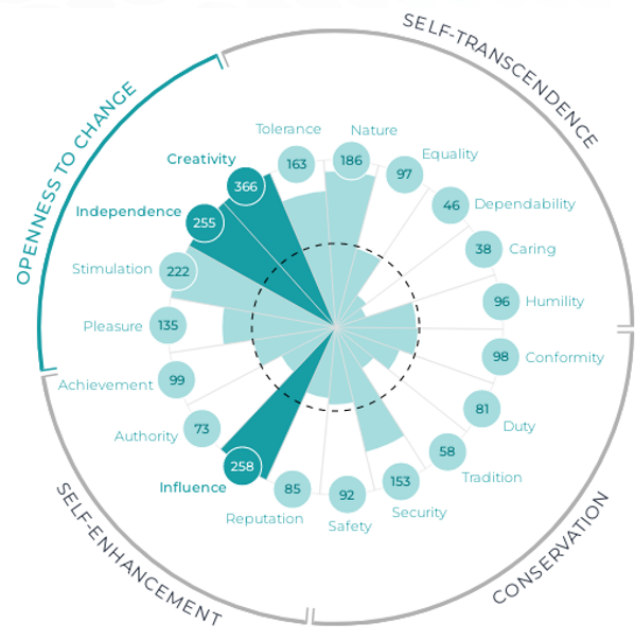
Freedom to be creative:

These AI users may — or may desire to be — more individualistic, adaptive and imaginative. Consider using themes of innovation, originality and cleverness in your creative and messaging.

Life hacks for exercising? Yes!

Acquiring wealth and influence:

This audience wants to be wealthy and have the status and power that comes from money and material possessions. Themes of prestige, importance, prosperity and power attained by accumulating wealth will resonate with them!

Have a high-end or luxury product in your portfolio?
Use men in their 20s and early 30s in your creative.

Freedom to determine actions:

These men may — or may desire to be — more self-directed and more likely to seek solutions to problems themselves rather than depend on others. Imbue your campaigns with messaging about choice, decision-making and opportunity.

They are purchasing products that are more likely to be

Innovative

Produced sustainably

Practical/basic

There is a bit of a juxtaposition because this audience may be aspiring to wealth and status, but they look for the practical and basic… it seems that they are willing to sacrifice to acquire wealth and status.

If you had access to these human-level insights, you would likely already have surmised that this audience is more likely to travel on a budget airline and drive a mid-level vehicle.

A potential solution: use "Ready to trade in your car for one that will get your friends' attention?" in your next campaign.

Where to target and reach them

Hyper-personalized messaging and creative that will resonate with this segment isn't enough to boost performance alone. You must also be able to identify the right channels through which you can reach them. We know that they are watching online videos, and AI-generated data allows us to go deeper, revealing exactly what types of videos they prefer so you can target them quickly and with precision:

- **72%** of them over index by **279%** for watching online science videos (Freedom to be creative anyone?)

- **51%** over index by **349%** for online videos on law & government (Freedom to determine actions, perhaps?)

- **49%** over index by **277%** for watching finance videos (Acquiring wealth & influence? Yes.)

The rise of AI presents us with both incredible opportunities and significant challenges. Striking a balance between leveraging the power of AI and protecting privacy rights is crucial in ensuring a future that is both technologically advanced and respectful of individual autonomy.[vi]

Increase efficiencies with Resonate

The news cycle today influences how Americans act tomorrow. As we have seen, AI has garnered more daily headlines and has shifted American sentiment quickly. It can be hard to keep up, so you need **continuously refreshed, predictive, privacy-safe and hyper-relevant AI-driven data** to understand how and when to reach your audiences. This fresh insight allows you to gauge where audiences are today for more precise online targeting and personalized messaging to drive brand loyalty, increase marketing efficiencies, support campaign initiatives and drive growth.

Resonate is the only data provider you need. Bring us any question or focus topic; and Resonate can provide a **scalable segment of Americans for deep analysis, precise targeting and effective activation.**

With Resonate proprietary predictive modeling, you can keep an eye on the Convenience over Privacy group for a continual understanding of where they stand on AI and other topics.

[i] Artificial Intelligence Index Report 2023, https://aiindex.stanford.edu/report/

[ii] https://www.pewresearch.org/science/2023/02/15/public-awareness-of-artificial-intelligence-in-everyday-activities/

[iii] ibid

[iv] ChatGPT request with edits by Resonate: Write a blog post on AI vs privacy concerns

[v] ibid

[vi] ibid

ABOUT RESONATE

Headquartered in Reston, VA, Resonate is a pioneer in AI-driven data and intelligence, delivering proprietary, privacy-safe consumer data for insights, analysis and activation. The Resonate data set includes more than 14,000 rich, relevant, real-time data points that holistically describe more than 230 million US individuals. Resonate data is delivered through Resonate Append, which allows customers to leverage Resonate data anywhere and anytime; the easy-to-use Resonate Ignite platform; or through the highly-rated Resonate Managed Media Services. Hundreds of companies use Resonate to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends beyond traditional demographics, psychographics and behavioral data to uncover why people choose, buy or support certain brands, products or causes.

For more information, please visit www.resonate.com.