ANALYZING PUBLIC ATTITUDES TOWARDS EMERGING TECHNOLOGIES: INSIGHTS FOR 6IX SENSE'S INVESTMENT DECISION

Pitch - 2024

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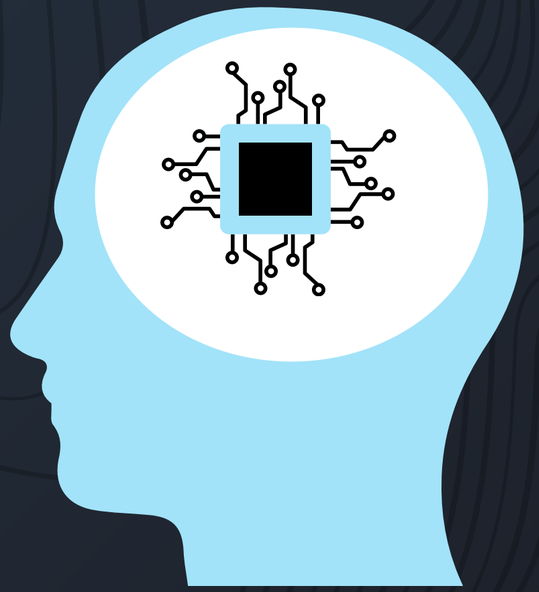

Purpose

- Technology company: 6ix Sense
- Specialized in Neuroscience, genetic engineering, and robotics
- Is looking to expand into a new sector.
  - Want to better understand public perceptions, attitudes, and acceptance levels toward new technologies
- Which sectors to target?

Scope Questions

- How do the target demographics perceive emerging technologies? (namely, computer chip implants, gene editing, and robotic exoskeletons)
- What are the primary drivers/barriers influencing public attitudes toward these technologies, and how do they vary across demographic segments?

External Factors

01 Competition

There is a lack of competition in the market

- Currently, there are not many companies in the product state
- Nerulalink is the notable player
- Increases of 40.5% in funding for AI Start-Ups

02 Age

The general population is getting older

- By 2030, 1 in 6 people will be older than 60
- Older adults are less likely to adopt new technology
- 75% of young professionals adopted AI in the workplace in 2023

03 Religion

Religion can hinder technology adoption

- Individuals with religious inclinations are more likely to be skeptical of AI, nanotechnology, and human genome editing.
- This skepticism arises from:
  - Lower trust in science.
  - The belief that such technologies interfere with natural processes.

Data Cleaning

Data divided into subsets

- General AI, Gene Editing, Human Implanted Computer Chips, & Exoskeletons
- Removed: Social media, Facial Recognition, Self-Driving Vehicles (Off-Topic)

Missing Data

- No Response / Refused option
  - Removed all of these responses as they do not aid in the Analysis (NULL)
- No Obvious Outliers in the Data because responses were all multiple choice

Demographics

- Focus on Age Bins, Race and Gender - Most applicable categories to medical impact
- High focus given to Middle and High Income families due to their high purchasing power

Create New Variable

- politcal_leaning_index =
  - Input: F_PARTYLN_FINAL, F_PARTYSUM_FINAL, and F_PARTYSUMIDEO_FINAL
  - Output: -2 (Very Conservative), -1(Conservative), 0(Moderate), 1(Liberal), 2 (Very Liberal)

Conclusions

Scope Questions

- Target demographics perceptions on emerging technologies?
- Primary drivers/barriers influencing public attitudes toward AI, and how do they vary across demographic segments?

External Factors

Competition

Age

Religion

Next Steps: Modelling and Analytics

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