



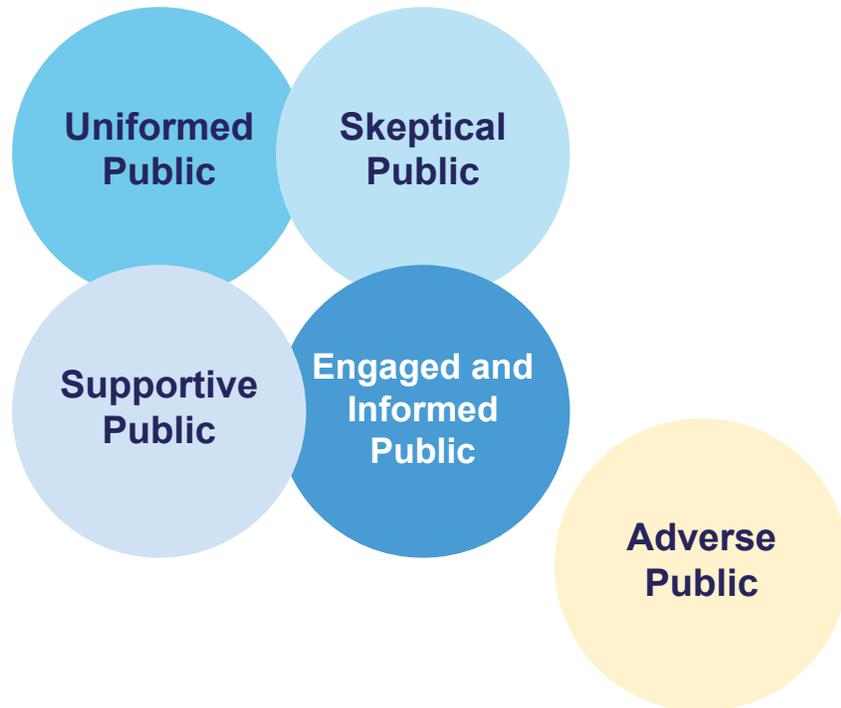
# Flavia Maragno

**Public Engagement and  
Preliminary results from  
6G4Society Citizen Survey**

*Digital for Planet*

# Our methodology for engaging with the public

When engaging with the public on controversial technologies such as 5G and 6G, it's crucial to understand **the various types of public and their attitudes towards the technology** in order to properly tailor the engagement approach for best results



## Uninformed Public

**Approach:** Focus on raising awareness through media campaigns, workshops, and accessible resources to spark interest.

## Skeptical Public

**Approach:** Provide transparent, evidence-based information and foster open dialogue through forums and Q&A sessions to address concerns and build trust.

## Supportive Public

**Approach:** Highlight success stories and benefits while encouraging involvement through pilot projects and advocacy via social media and community endorsements.

## Engaged and Informed Public

**Approach:** Promote deeper discussions through expert panels and consultations, fostering collaboration on research, policy, and decision-making.

**About the Adverse Public:** It is often the “loudest” one. Instead of trying to persuade them, which can entrench their views, we focus on educating and engaging with those who are open to discussion—such as the uninformed, skeptical, supportive, or engaged

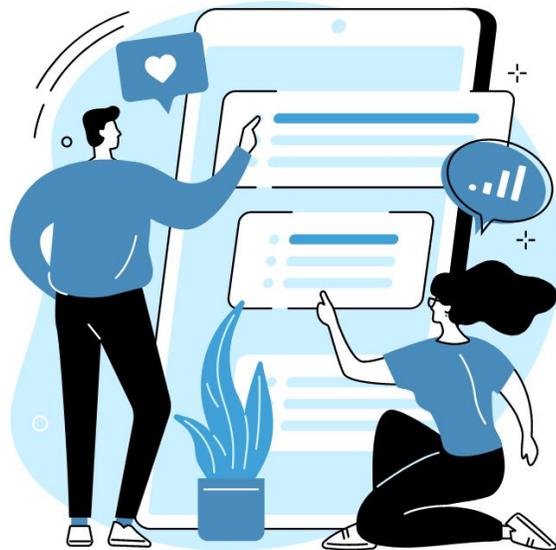
# HOW WE ARE ENGAGING WITH THE PUBLIC



# WORKING WITH COMMUNITIES FOR A DIALOGUE-DRIVEN APPROACH



# CITIZEN SURVEY



The 6G4Society Citizen Survey is a unique opportunity for citizens to share their experiences and opinions about current 5G technology and the upcoming transition to 6G. It is designed to capture a wide range of insights, from everyday use of wireless technology to thoughts on its future impact.

9 Available languages



English, German, French, Italian, Spanish, Greek, Russian, Hungarian and Romanian.

Survey Launched



15th of May 2024

Will be open until the first half of 2025

- Survey promoted via Social Media Campaign (LinkedIn, X, Facebook Groups, Instagram)
- The SNS Network Channels (SNS Social Media Channels, Newsletter, TF Groups, Mailing Lists etc.)
- In-person and Online events
- Workshops
- **Next Steps:** Tackling harder to reach demographic communities via local groups, local journals, and small community initiatives

# CITIZEN SURVEY

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The insights from the survey will feed into the Social Acceptance Model and help refine further policy development for sustainable and human-centric 6G.

**Scan the QR code and let your voice heard!**



# CITIZEN SURVEY - THE QUESTIONS

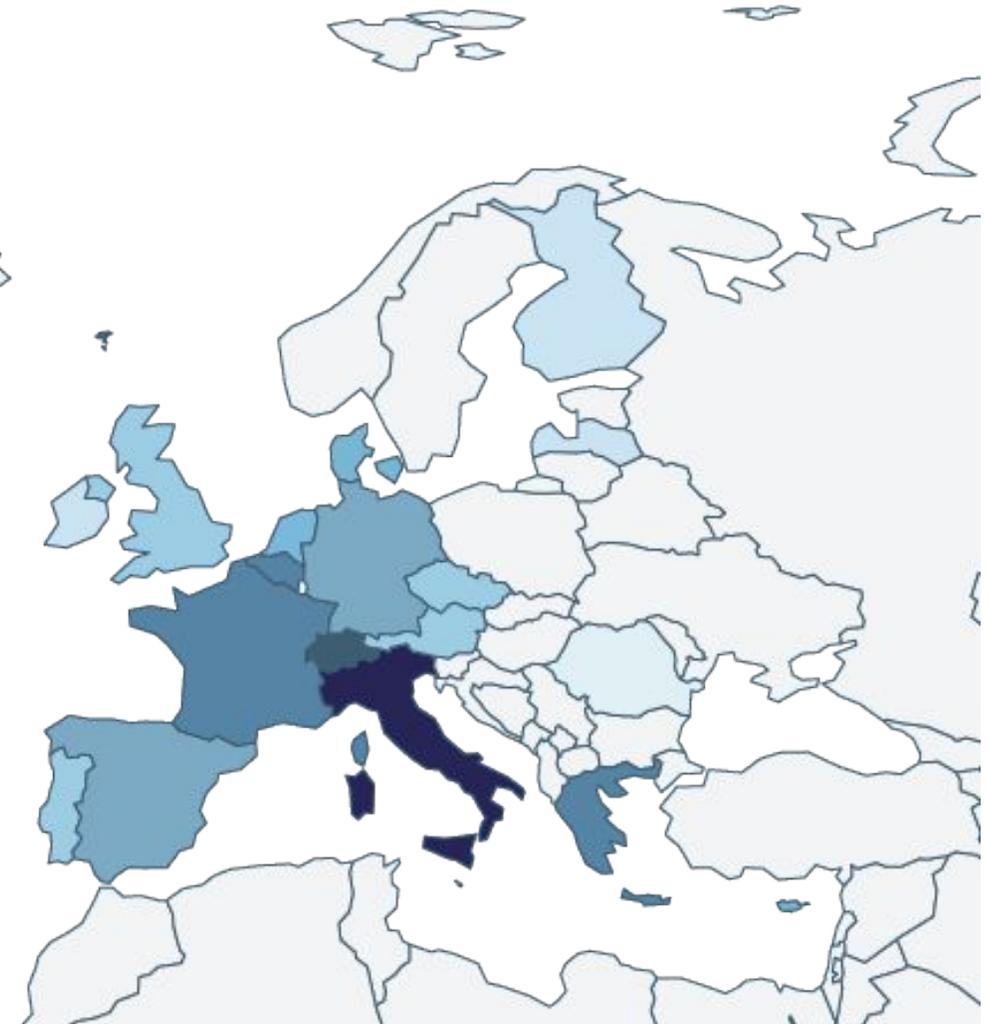
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- Questions developed with several rounds of feedback
  - Important to have questions that would not trigger biased responses
  - Important to have questions that could appeal to a wide range of respondents
- 
- **First group:** Demographic assessment
  - **Second group:** General knowledge of 5G (e.g. What sources do you trust the most for learning about 5G technology? )
  - **Third group:** Feelings about experience with 5G (e.g. When thinking about 5G, what words or feelings come to your mind? )
  - **Fourth group:** Feelings, hopes, concerns about future of 5G/6G ( e.g. What societal benefits do you hope for with the introduction of 6G technology? )

# GEOGRAPHIC DISTRIBUTION OF SURVEY RESPONSES

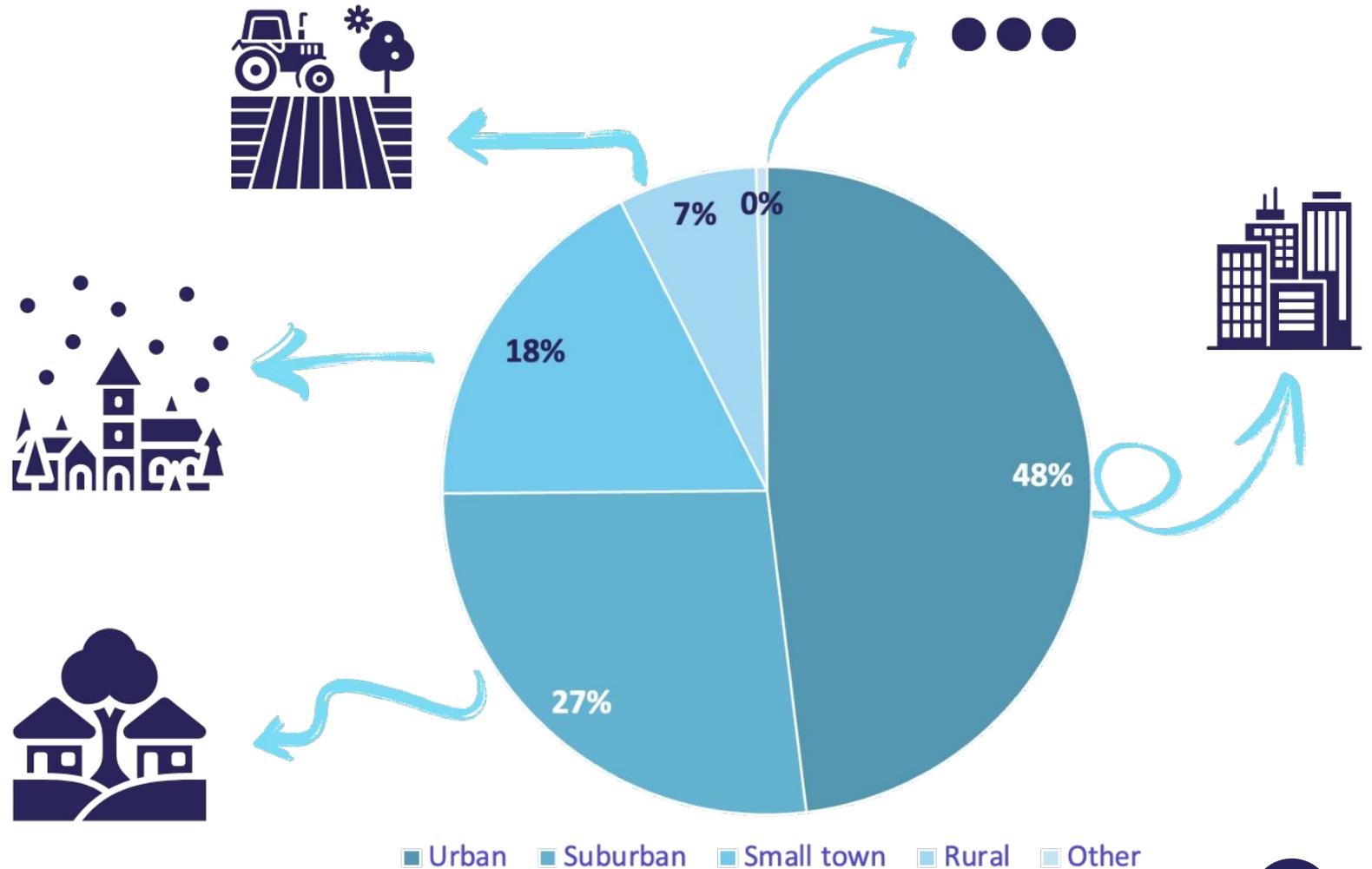
Country	Count
Italy	138
Switzerland	61
France	46
Germany	23
Spain	22
Belgium	12
Greece	12
Republic of Cyprus	9
Netherlands	9
Portugal	6
UK	6
South America	4
Denmark	3
Finland	3
Austria	3
Norway	3
Latvia	2
North America	2
Czech Republic	2
Ireland	2
Asia	1
Oceania	1
Romania	1
Other European Country	3

Responses  
this far:  
**456**



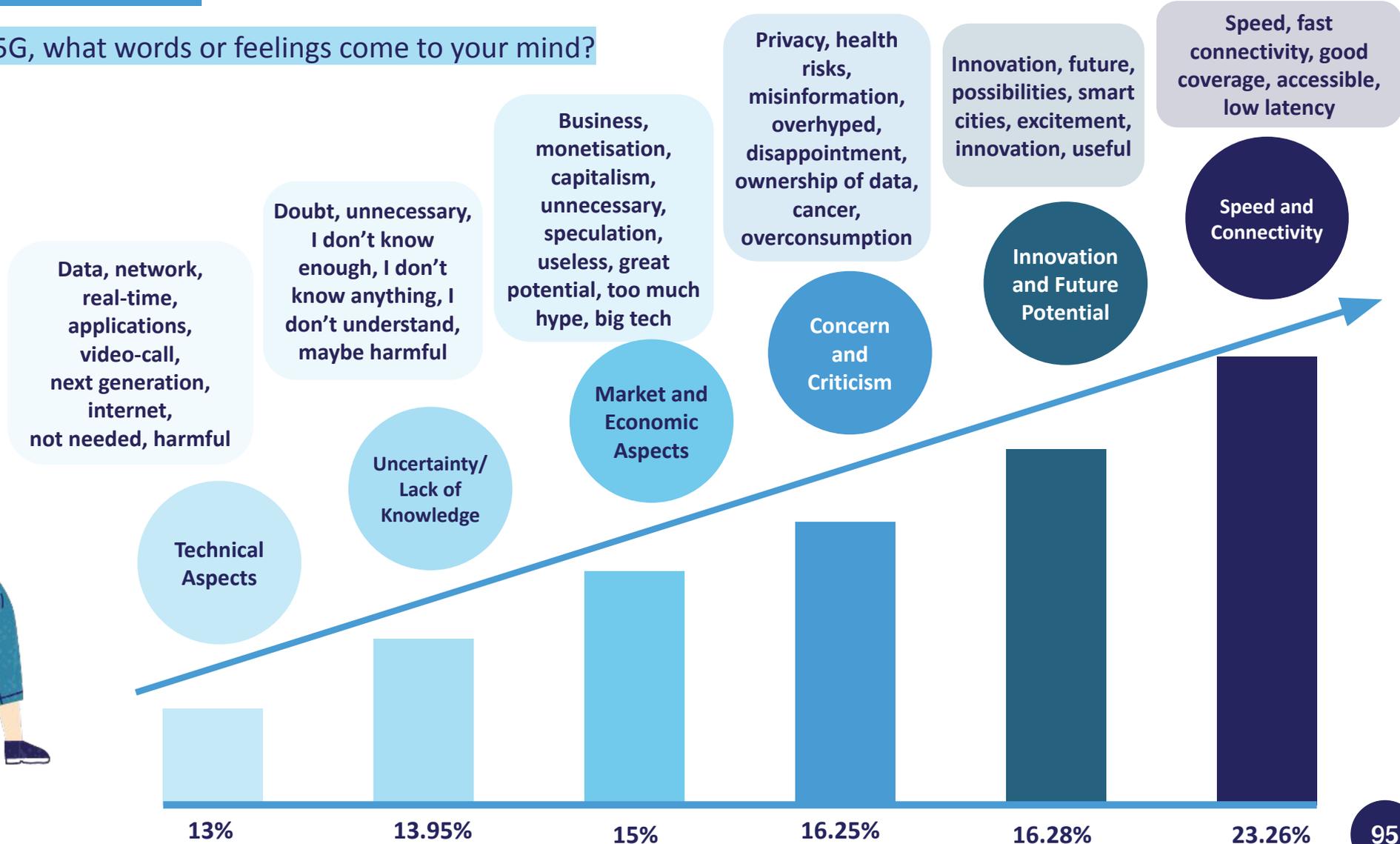
# DEMOGRAPHIC BREAKDOWN

Category	Percentage (%)
Urban	48.07
Suburban	26.8
Small town	17.68
Rural	6.91
Other	0.55



# WHAT PEOPLE THINK ABOUT 5G: KEY INSIGHTS

When thinking about 5G, what words or feelings come to your mind?



## Q10: What sources do you trust the most for learning about 5G technology? Choose up to 3

Added filter - Removed people with IT background

### Options:

- News websites/Newspapers/Magazines
- Technical journals or publications
- Government sources (online channels, events and initiatives)
- Educational institutions (online channels, events and initiatives)
- Industry reports
- Social media
- My network of friends/colleagues
- Other (please specify)

### By Age

#### 18-24

- News websites/Newspapers/Magazines - 50%
- Technical journals or publications - 50%
- Government sources (online channels, events and initiatives) - 50%
- Educational institutions (online channels, events and initiatives) - 50%

#### 25-34

- News websites/Newspapers/Magazines - 47.5%
- Government sources (online channels, events and initiatives) - 35.6%

### By Gender

#### Female

- News websites/Newspapers/Magazines - 50.0%
- Educational institutions (online channels, events and initiatives) - 36.8%

#### Male

- Technical journals or publications - 58.0%

### By Country

#### Belgium

- News websites/Newspapers/Magazines - 45.5%
- Technical journals or publications - 45.5%

#### France

- Technical journals or publications - 60.9%

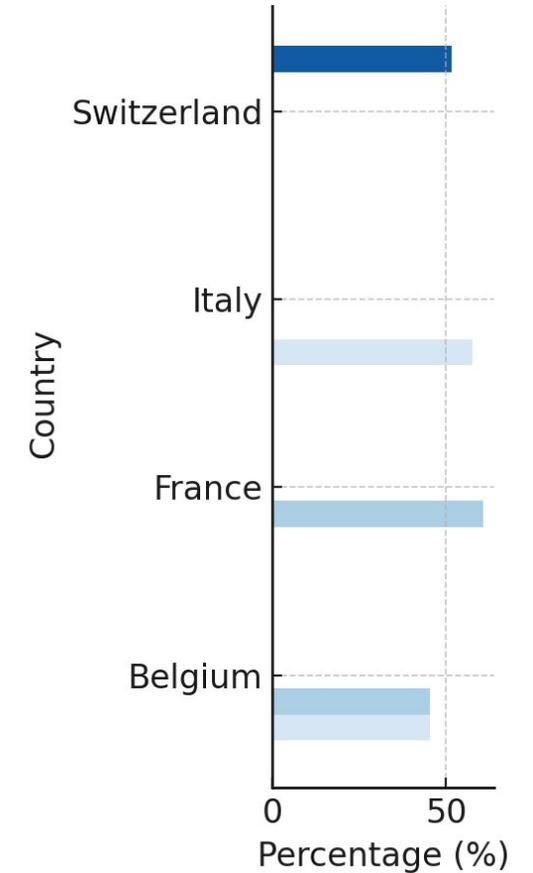
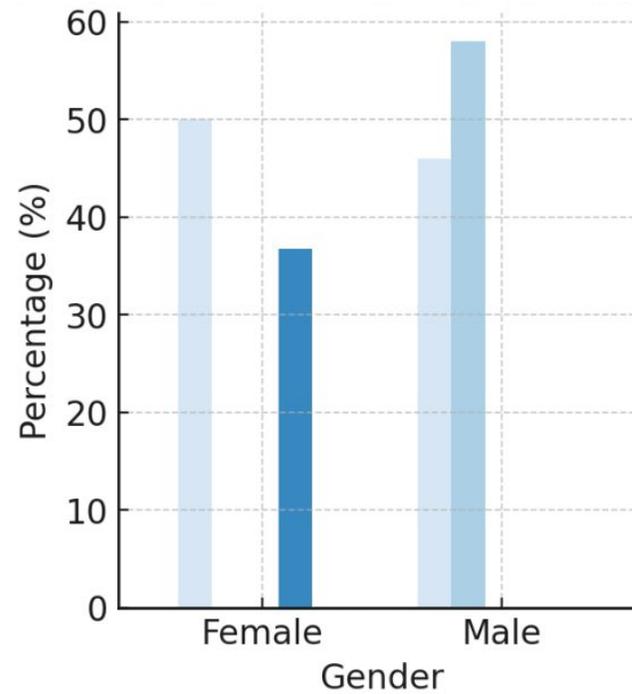
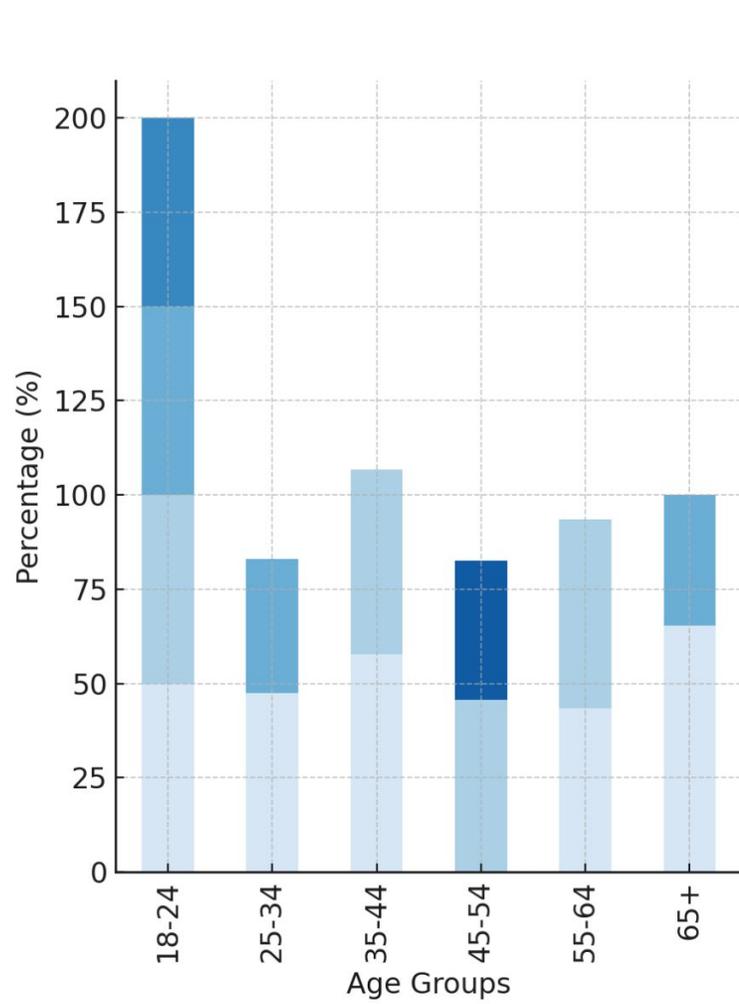
#### Italy

- News websites/Newspapers/Magazines - 57.6%

#### Switzerland

# Q10: What sources do you trust the most for learning about 5G technology? Choose up to 3

Added filter - Removed people with IT background



## Q24 What are your main personal hopes regarding the impact of 6G technology? (Choose up to 3)

### 18-24

- Generally, an easier life, facilitated by quicker online tasks and better online experiences. - 52.4%
- Improved access to fast and reliable information. - 47.6%

### 25-34

- Generally, an easier life, facilitated by quicker online tasks and better online experiences. - 44.9%
- A more seamless and efficient work experience. - 36.0%

### 35-44

- Improved access to fast and reliable information. - 41.3%
- A more seamless and efficient work experience. - 36.3%
- Generally, an easier life, facilitated by quicker online tasks and better online experiences. - 36.3%

### 45-54

- A more seamless and efficient work experience. - 43.8%
- Improved access to fast and reliable information. - 43.8%

### 55-64

- Improved access to fast and reliable information. - 53.6%
- A more seamless and efficient work experience. - 49.3%

### 65+

- Improved access to fast and reliable information. - 60%

### Female

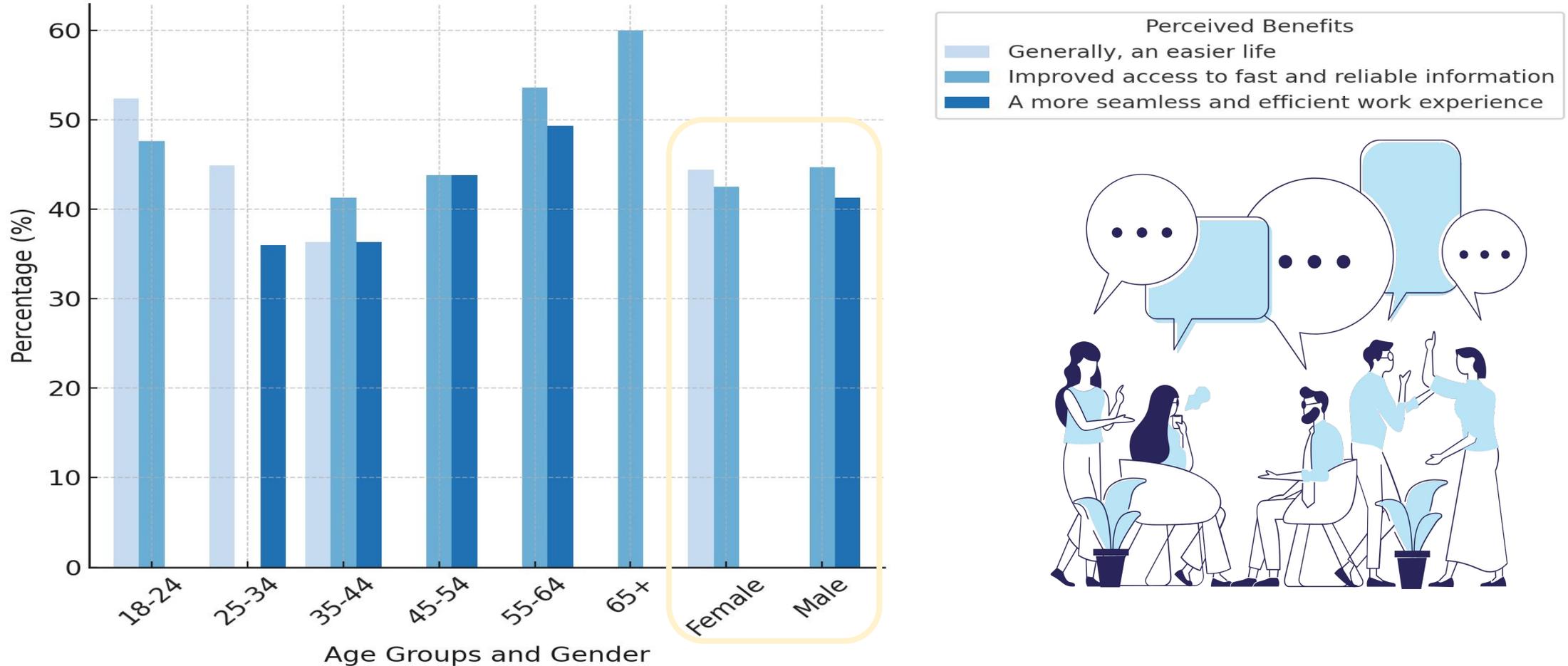
- Generally, an easier life, facilitated by quicker online tasks and better online experiences. - 44.4%
- Improved access to fast and reliable information. - 42.5%

### Male

- Improved access to fast and reliable information. - 44.7%
- A more seamless and efficient work experience. - 41.3%

# Q24 What are your main personal hopes regarding the impact of 6G technology? (Choose up to 3)

Grouped Bar Chart - Perceived Benefits by Age and Gender



These results will serve our work and the work of the SNS community in various ways:

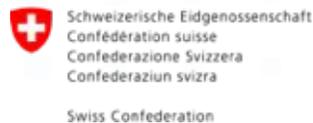


- Feed the work on Work Package 1 as well as the other WPs
- Develop Information material that answers the questions of the public
- Awareness of what the public does, wants, and uses the technology for. Understanding of the public behaviour
- Help direct the efforts of the SNS use cases
- Inform future projects' priorities
- More inclusive and purpose oriented initiatives

# THANK YOU



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## STAY UP TO DATE AND FOLLOW US



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