

2024 Edelman Trust Barometer

India Report: Innovation in Peril

TOP 10

01 Nearly all countries more likely to believe innovation is mismanaged

In 24 out of 28 countries surveyed, more people perceive innovation as poorly managed than well managed, with the US leading at 56%, followed by Australia, Germany, and the UK. In India, opinions are split between those who view innovation as well managed and those who see it as mismanaged.

02 Optimism in India keeps trust high in institutions

In India, all four major institutions are trusted, with government trust remaining high but unchanged from last year. India's diverse and vibrant media landscape may have contributed to this boost, alongside an overall positive national sentiment.

03 Trust in owned media as a news source rises

While search engines remain the most trusted source for news, trust in social and owned media has grown year-over-year, likely aided by fact-checking sites, ensuring reliable news.

04 Trust in India Inc rising slowly abroad

Trust in Indian companies is slowly rising abroad perhaps thanks to India's active international engagement, including signing FTAs and economic agreements with countries like Australia, the UAE, and four European nations.

05 Peers are on par with scientists

In India, 88 percent say they trust scientists, and 86 percent trust peers, for the truth about innovations. Eighty-two percent trust company technical experts while 80 percent trust CEOs.

06 Fear that tech & society are leaving us behind

When institutions mismanage innovation, Indians feel technology & society are leaving us behind – they believe technology and society are moving too quickly in ways that are not good and will not benefit “people like me.”

07 People want to know the benefits of innovation

Acceptance of innovation grows with involvement and understanding. People want to know innovations, evaluated by scientists and ethicists, and how they promise a better future. Indians with high confidence in effective regulation also feel more accepting of innovation.

08 Business most trusted to integrate innovation into society

Indians highly trust business, both in general and with the introduction of innovations into society.

If business partners with government, people say they will trust it more with technology-led changes.

09 Science needs to be transparent, accessible

There is a clear expectation that science needs to be made easy to understand, and scientists need to speak the language of the common person. In an environment where peers are trusted as much as scientists, it is more important than ever to communicate the scientific viewpoint better.

10 CEOs must address impact of innovation

In India, businesses are trusted to safely introduce innovations into society, and CEOs embody their organisations' ethics and morals.

CEOs thus need to publicly speak out on job skills of the future and take a stand on ethical concerns around innovations and emerging technology.

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All data is based on general population sample unless otherwise noted.

