

Kelton BEST OF 2017: POLLING THAT CAPTURED MEDIA ATTENTION

TECHNOLOGY

Technology changes at the speed of thought. That's why Kelton's research and insights teams constantly monitor consumer attitudes and behaviors to stay on top of trends so we can understand what's shaping your customers' decisions. Here's the tech news that got our attention last year and will continue making headlines in 2018

1 **More Children Than Ever are Addicted to Smartphones**

This was the study Apple shareholders used as evidence that iPhones are [addictive to kids](#). The survey of 1,800 young adults also found a direct link between social media use and feelings of isolation and depression. (Source: Business Insider)

3 **More than 25 Percent of Parents Admit to Tracking Kids Online**

More than one-quarter of parents surveyed confessed to using a digital device to [monitor their teenagers' activity](#), far more than the 15 percent of teens who think mom and dad are tracking them. (Source: USA Today)

5 **Technology Needs to Catch Up with Consumer Behavior**

Kelton worked with LG on [a survey](#) that revealed the inadequacies of a common household appliance – the washing machine – and the enhancements people want. More than 80 percent admitted that washing machines can be improved, with many running small loads or overstuffing because machine functionality doesn't match how they're used. (Source: Kelton)

2 **Women View Online Harassment Differently Than Men**

Though both sexes experience online harassment, men are more likely than women to say freedom to speak openly is [most important online](#) (56 percent vs. 36 percent), while women are more inclined than men (63 percent vs. 43 percent) to say it's more important to feel welcome and safe. (Source: A Plus)

4 **Your Next Job Threat Could be a Robot, U.S. Workers Say**

More than 70 percent of Americans [believe automation](#) will likely disrupt a number of professions, though fewer foresee their own jobs being at risk. The May 2017 survey sees the greatest risks among fast food workers (77%) and insurance claims processors (65%) Still, only three-in-ten responders think robots will take their jobs within their lifetime. (Source: The Guardian)

6 **More Women are Watching Porn**

"Porn for Women" was last year's number one search term on a major porn website, a phrase that saw 359 percent [growth among female users](#) between 2016 and 2017. (Source: Mashable).