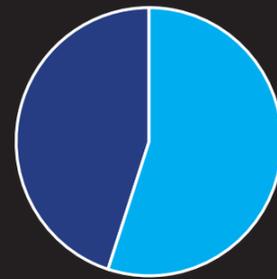


SAMSUNG

European Tech Habits 2016

There's no doubt that technology can wow us – but many struggle with the increasingly complex terminology, according to new research by Samsung...



55%
of us are excited by new technology



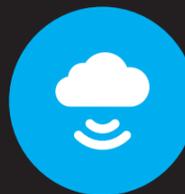
use tech much more than they did two years ago



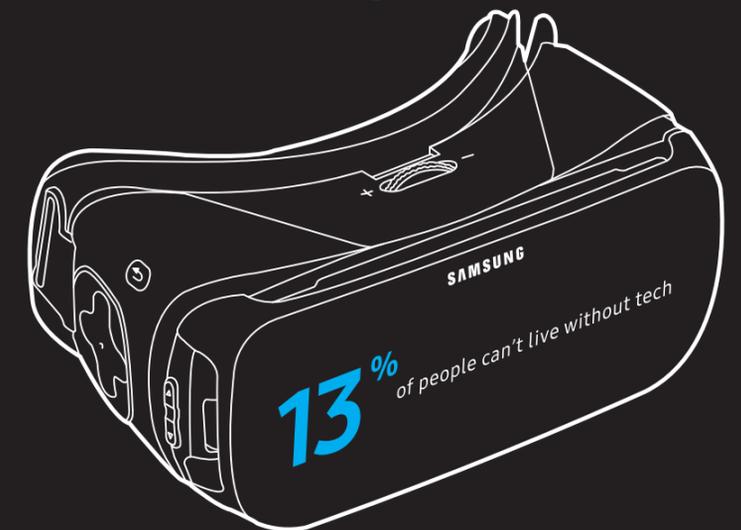
admit to pretending to know what the latest tech terminology means

43%

say that they own at least one item of technology which was more advanced than they needed



The Cloud, Streaming and **The Internet of Things** are the most commonly misunderstood tech terms



11%

feel left behind by technology



27% of Romanians have pretended to know more than they do about emojis...



...closely followed by Italy – 26%



In Bulgaria however, just one in 20 (5%) admitted to overstating their emoji knowledge



Map apps were revealed to be the app which Europeans feel have had the biggest impact on them in terms of making their lives easier – something noted by 66%. This was followed by weather apps (56%) and phone cameras (51%)