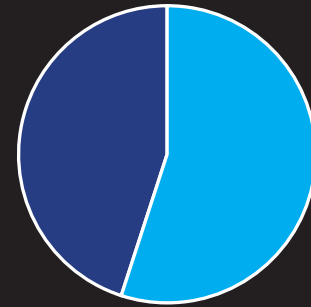


SAMSUNG

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



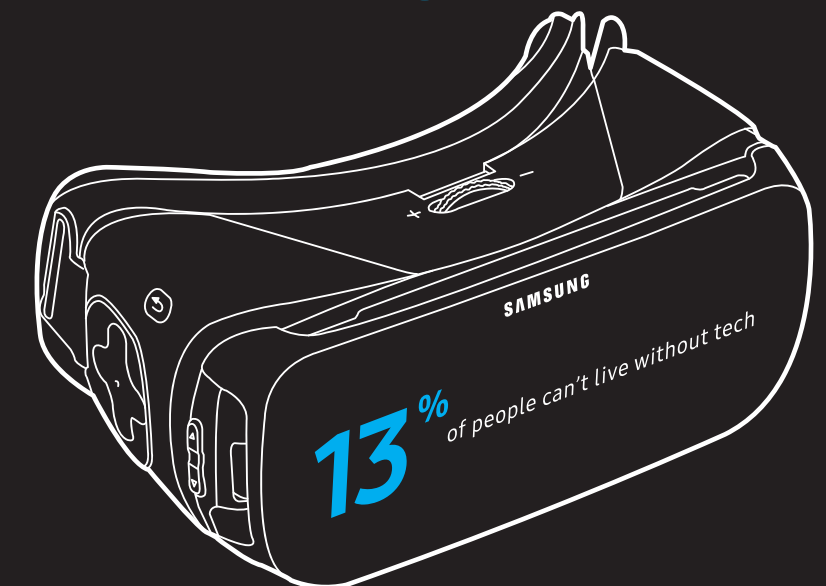
use tech much
more than they did
two years ago



admit to pretending to
know what the latest tech
terminology means



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%**)