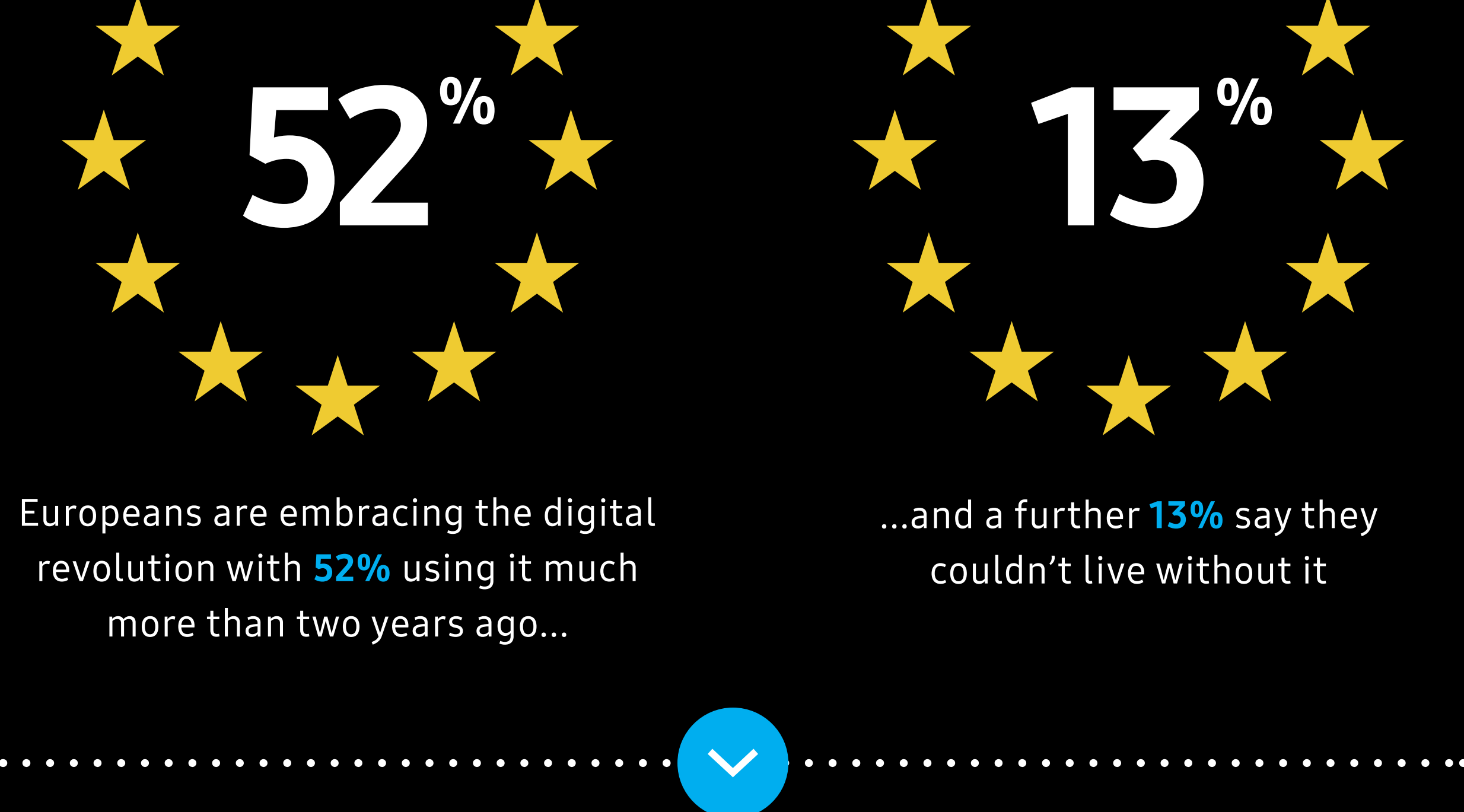
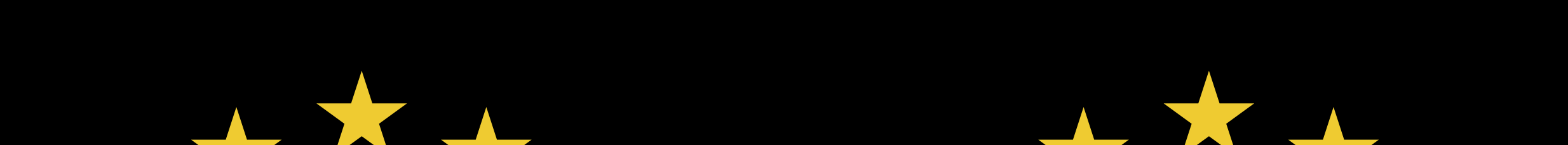


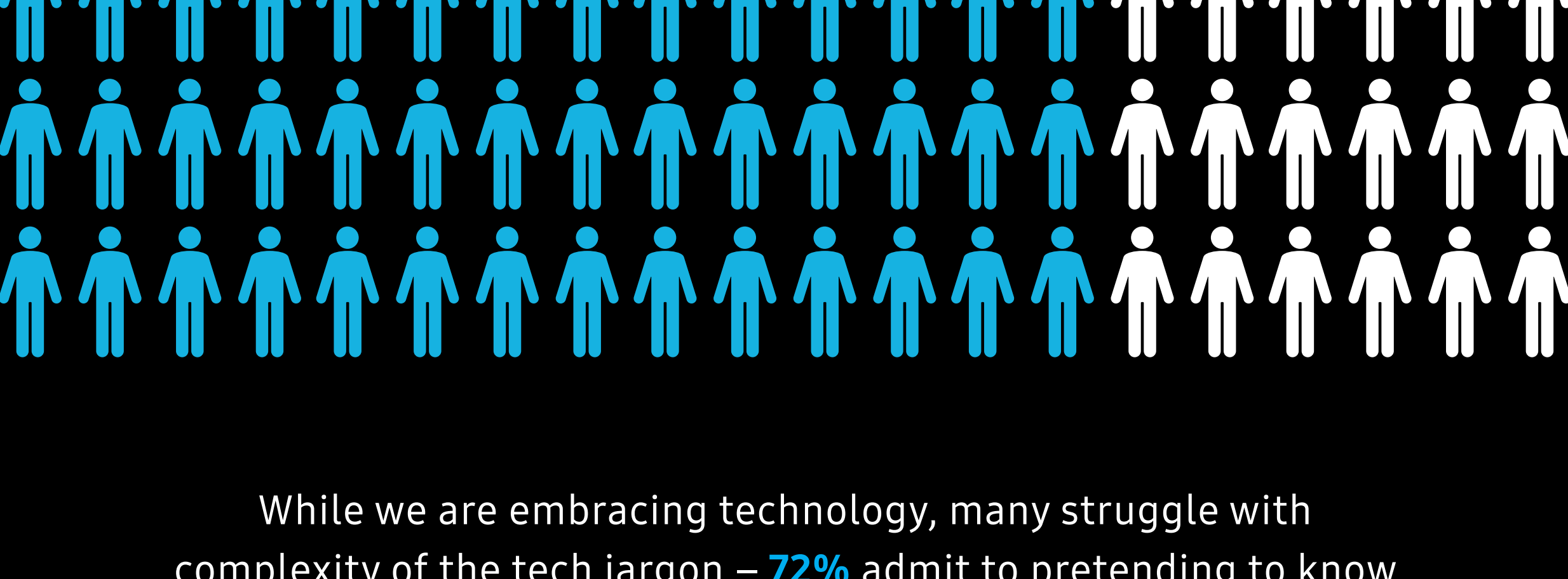
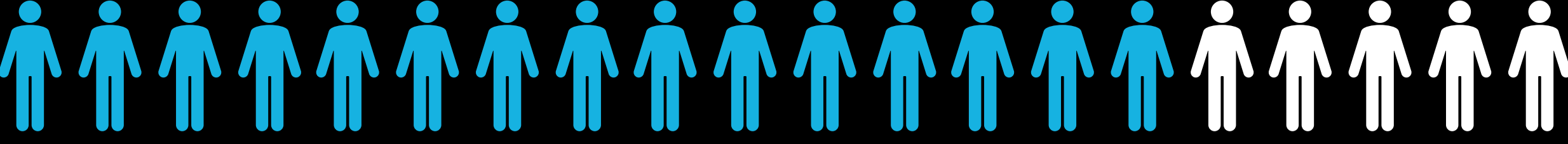
# European Tech Habits 2016

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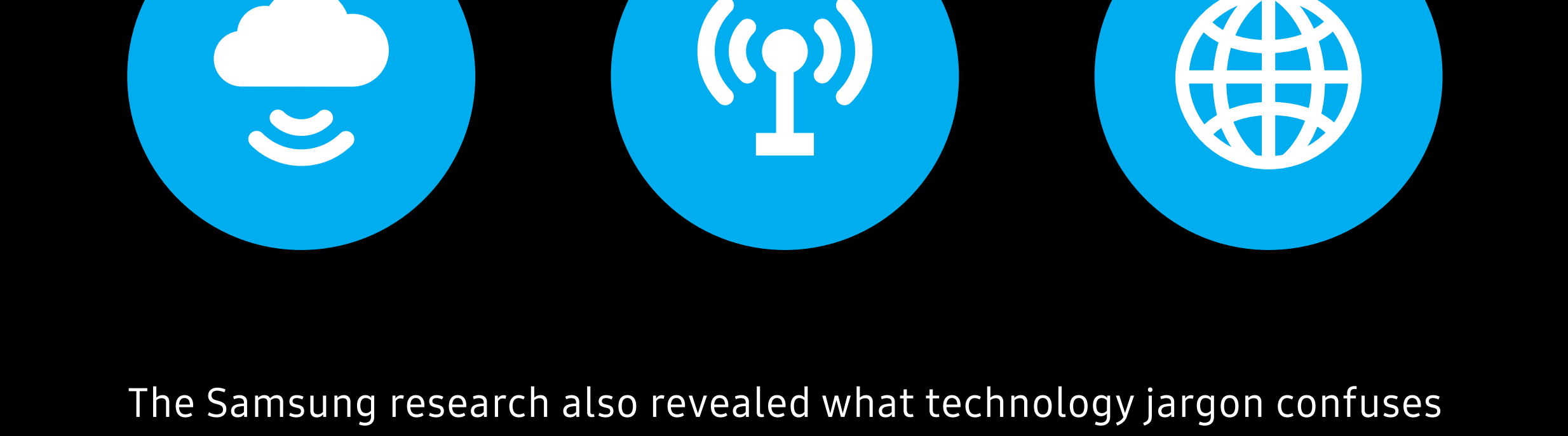
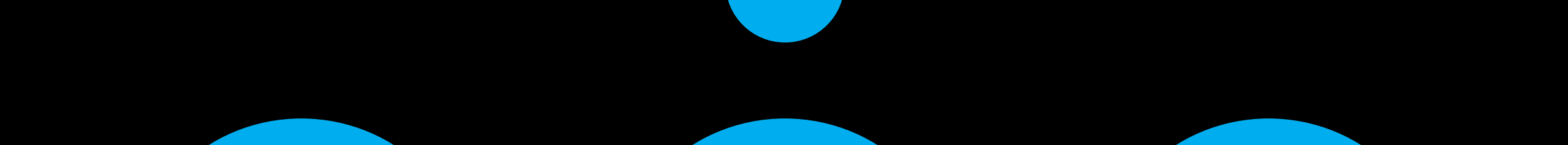
There's no denying that technology can wow us with amazing experiences – from virtual reality headsets to driverless cars – yet we struggle with the latest terminology. The faster the pace of innovation gets, the more we face a lexicon of head-scratching phrases that can act as a barrier to getting the most out of them, new research by Samsung reveals. Here are some of the highlights...



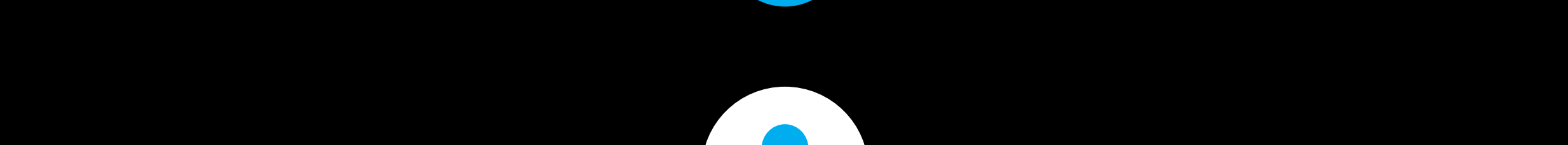
Europeans are embracing the digital revolution with **52%** using it much more than two years ago...  
...and a further **13%** say they couldn't live without it



While we are embracing technology, many struggle with complexity of the tech jargon – **72%** admit to pretending to know what the latest tech terminology means



The Samsung research also revealed what technology jargon confuses consumers most, with the most commonly misunderstood terms being **The Cloud**, **Streaming** and **The Internet of Things**



Interestingly, over 55s were revealed to be more comfortable with technology than 18-25s, with **33%** saying they have never pretended to know what confusing tech terms mean versus **24%** of the younger generation. This can be explained as technology is central to young people's identity, who fear looking foolish in front of friends or colleagues



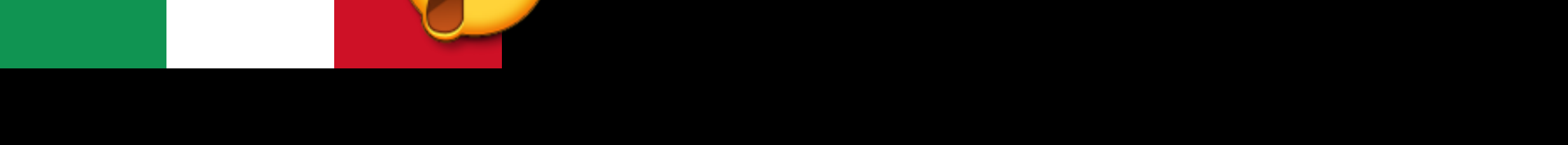
Moving onto countries...



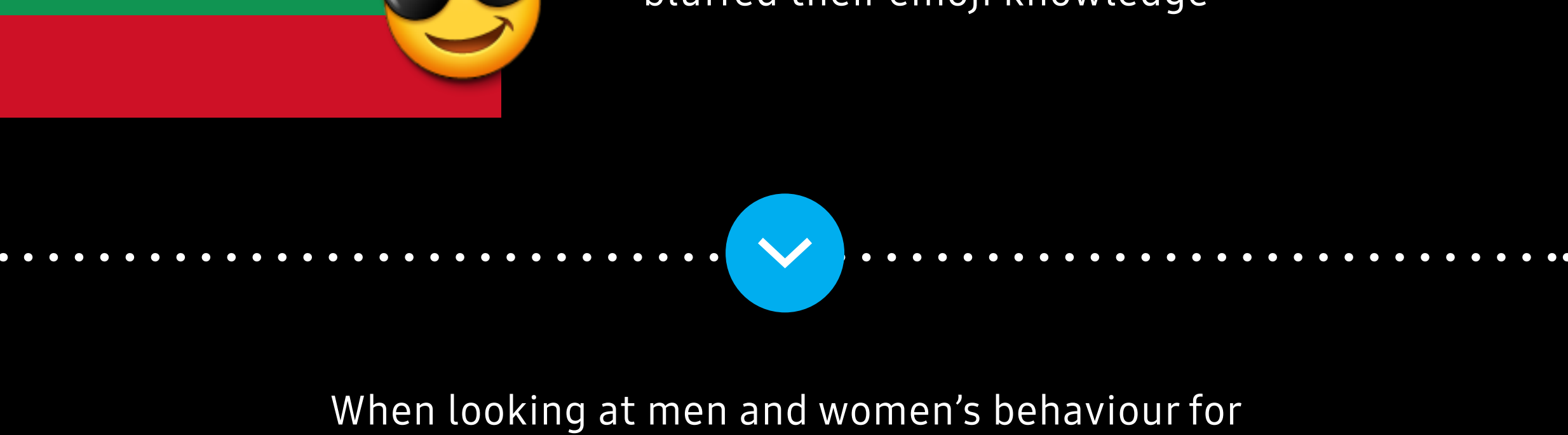
Overall, the UK was revealed to be the most comfortable with tech terms



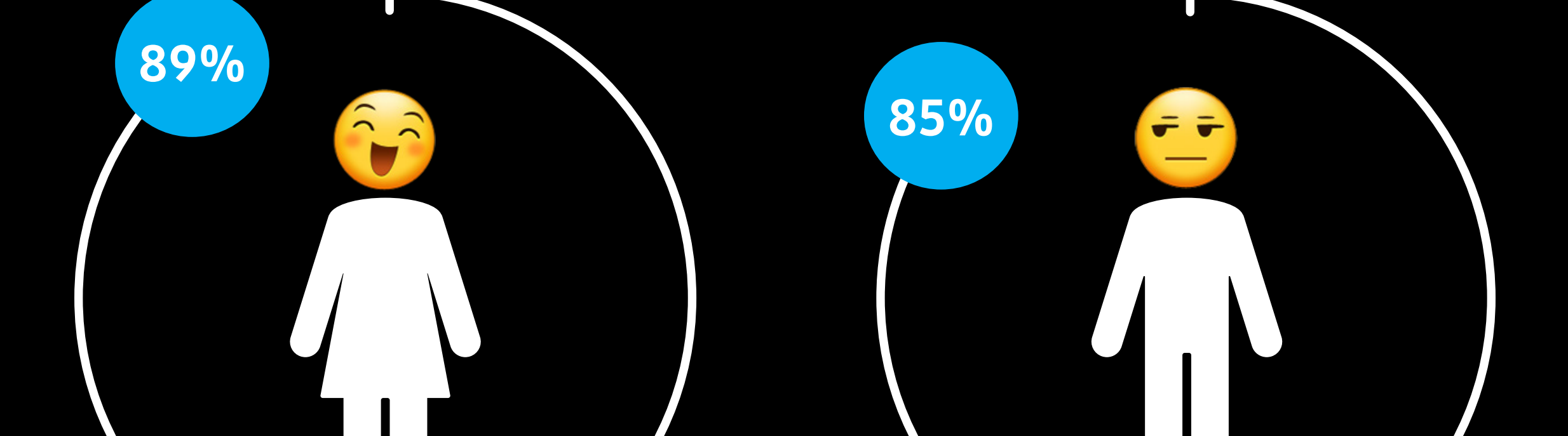
This compares with Italy whose consumers appeared to be the most stumped by tech jargon, with only **13%** never having told a tech bluff



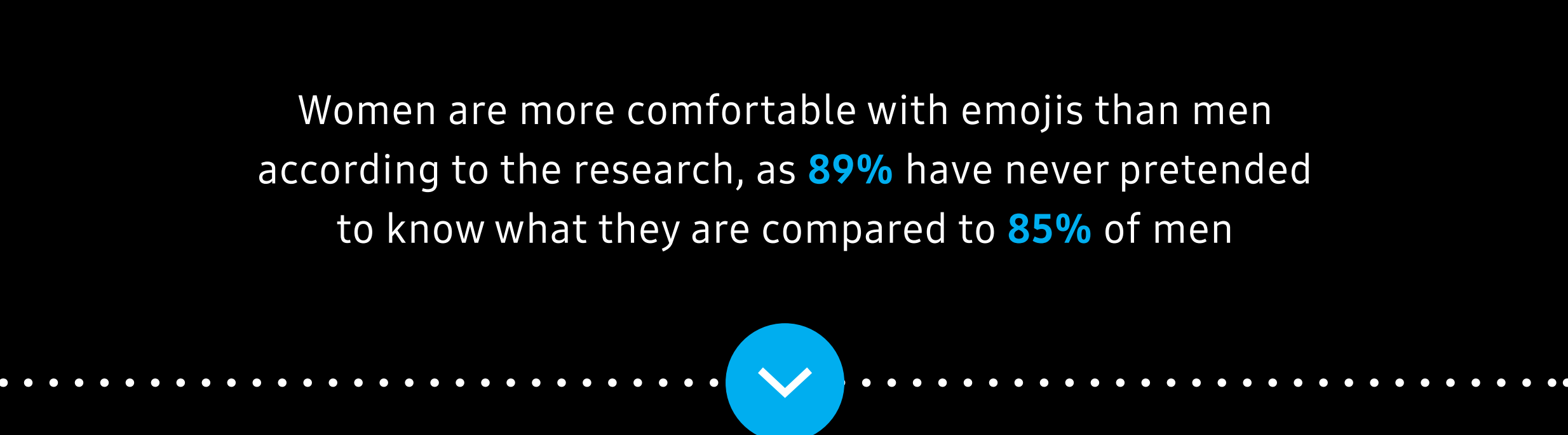
Some are referring to it as a new international language, but many are struggling to get to grips with what emojis are:



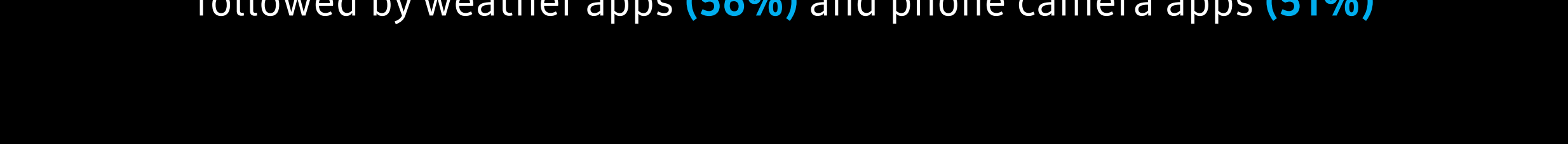
Romanians were found to be least au fait with them – **27%** have pretended to know more than they do about emojis...



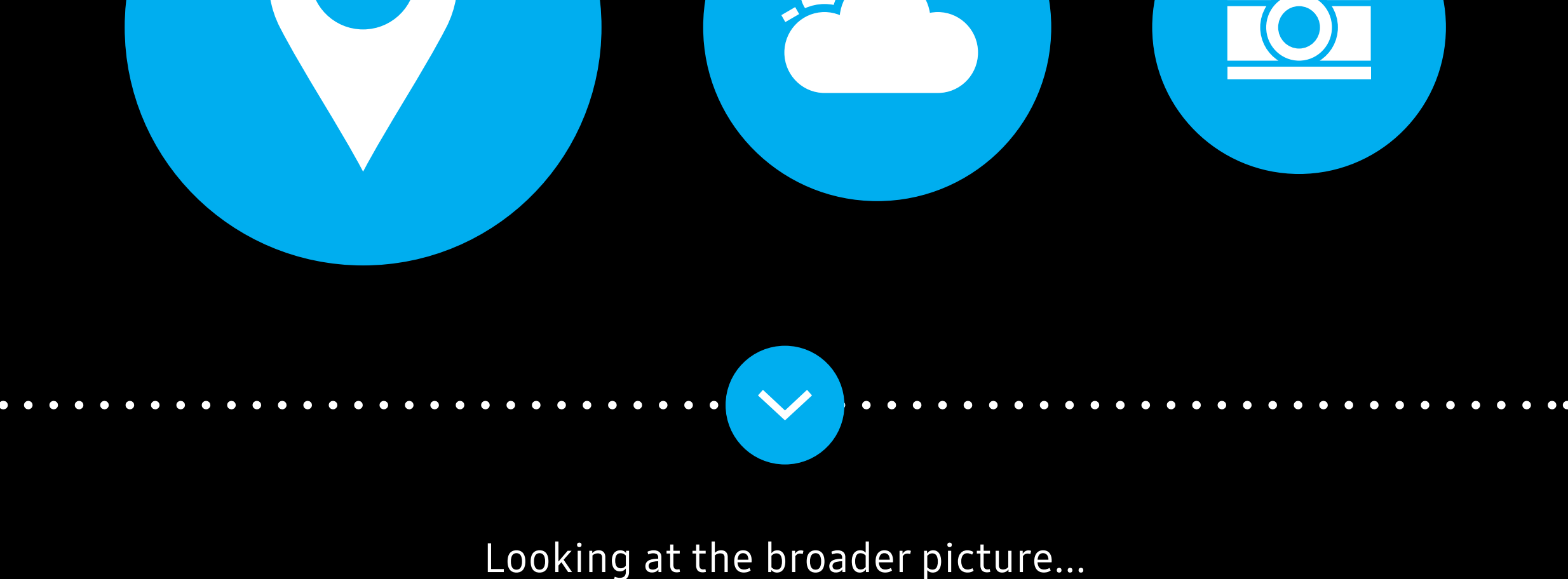
...closely followed by Italy with **26%**



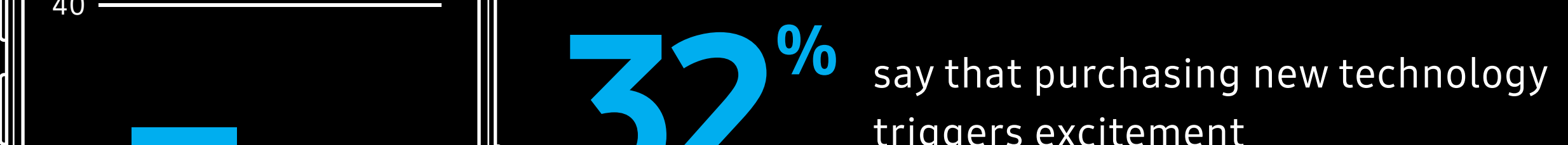
In Bulgaria however, just **5%** have bluffed their emoji knowledge



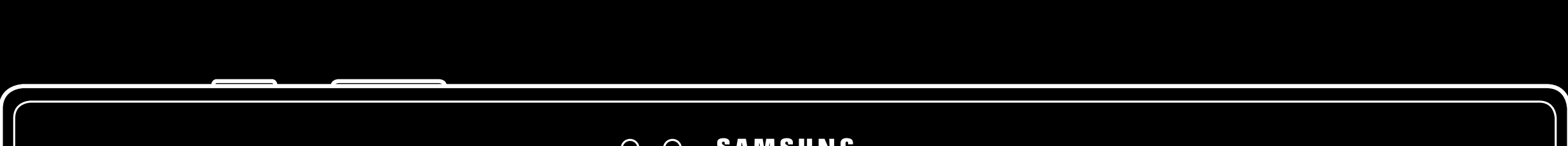
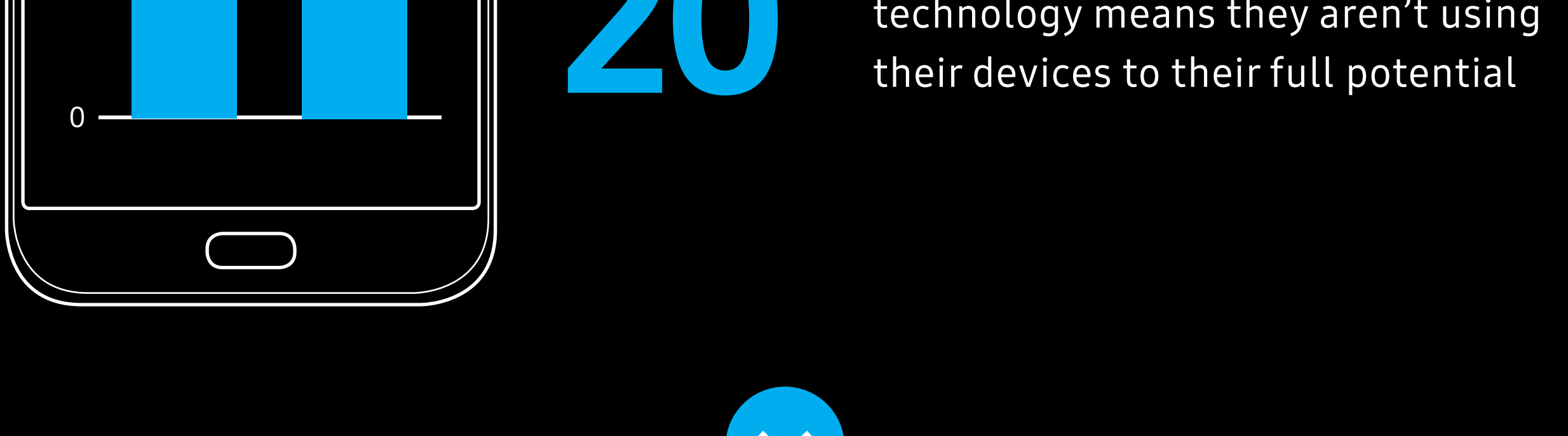
When looking at men and women's behaviour for emojis, females are more familiar...



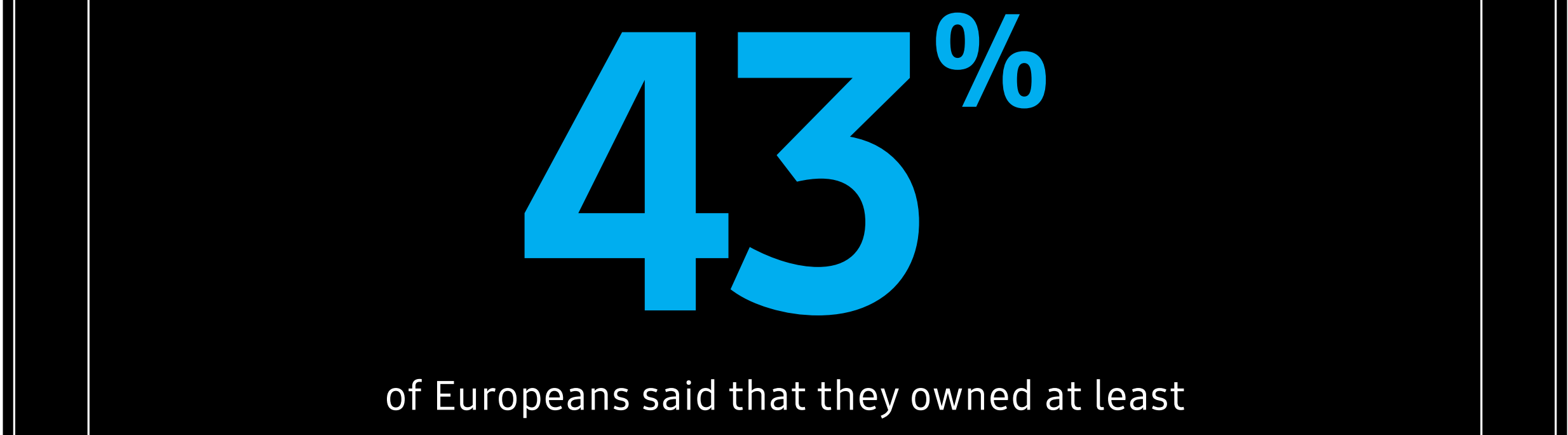
Women are more comfortable with emojis than men according to the research, as **89%** have never pretended to know what they are compared to **85%** of men



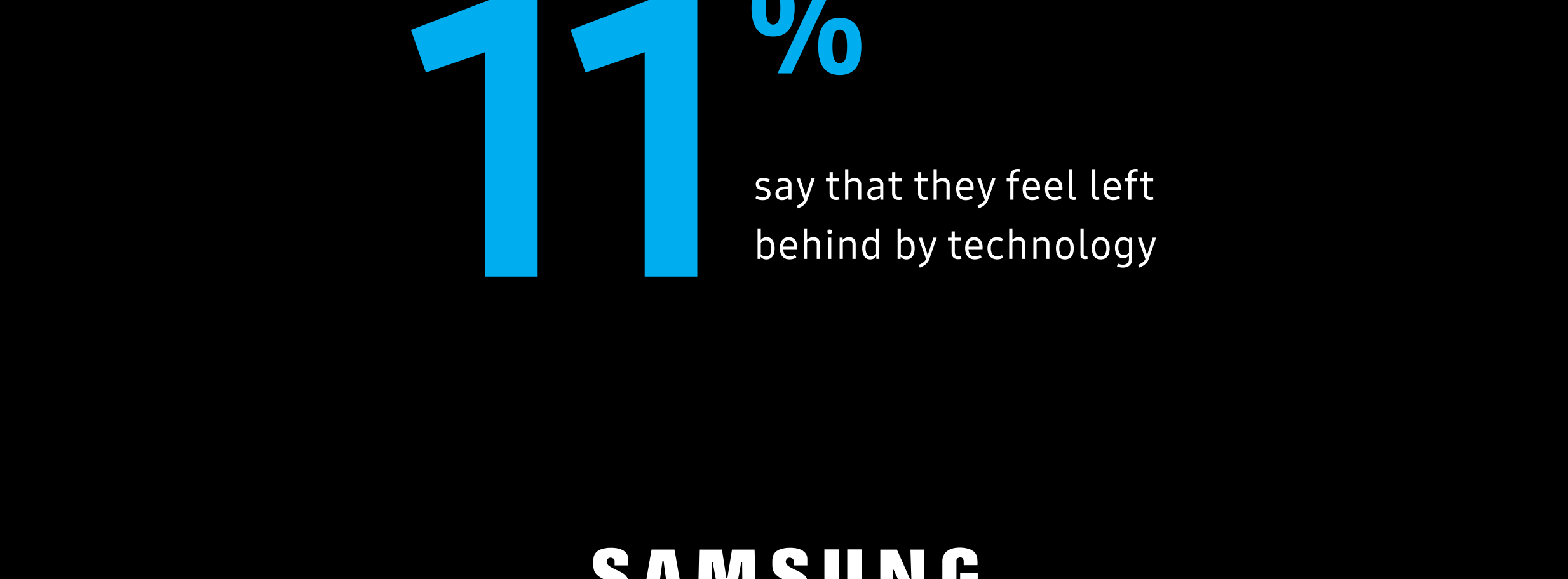
The research also investigated the apps which Europeans find most useful, with map apps coming out on top (**66%**). This was followed by weather apps (**56%**) and phone camera apps (**51%**)



Looking at the broader picture...



**32%** say that purchasing new technology triggers excitement  
**20%** admit that not understanding technology means they aren't using their devices to their full potential



**43%** of Europeans said that they owned at least one item of technology which was more advanced than what they needed it for  
**11%** say that they feel left behind by technology

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