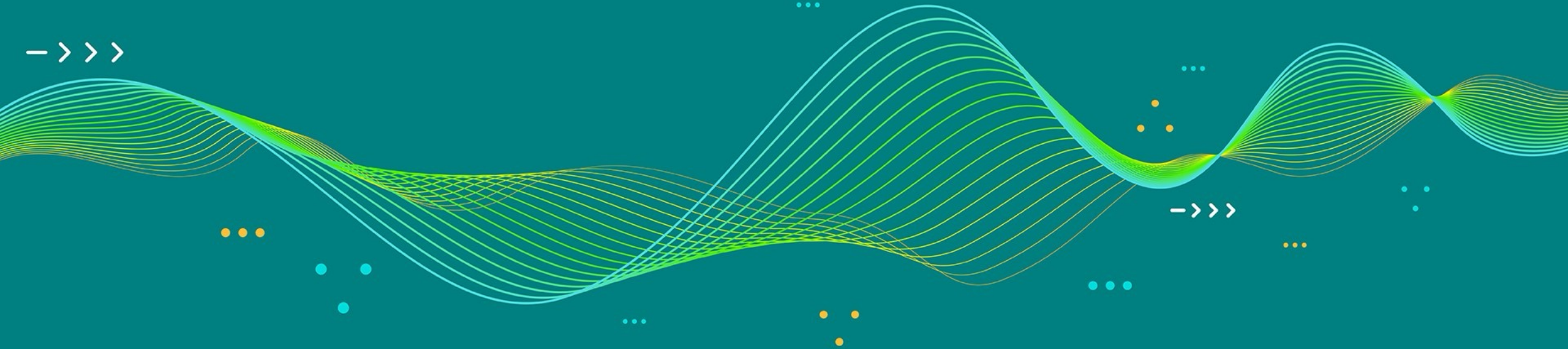


2024



# Taiwan Internet Report



# Internet Usage Landscape

## Overall Usage Status



Internet access rate

88.39%



Fixed broadband penetration rate

69.91%



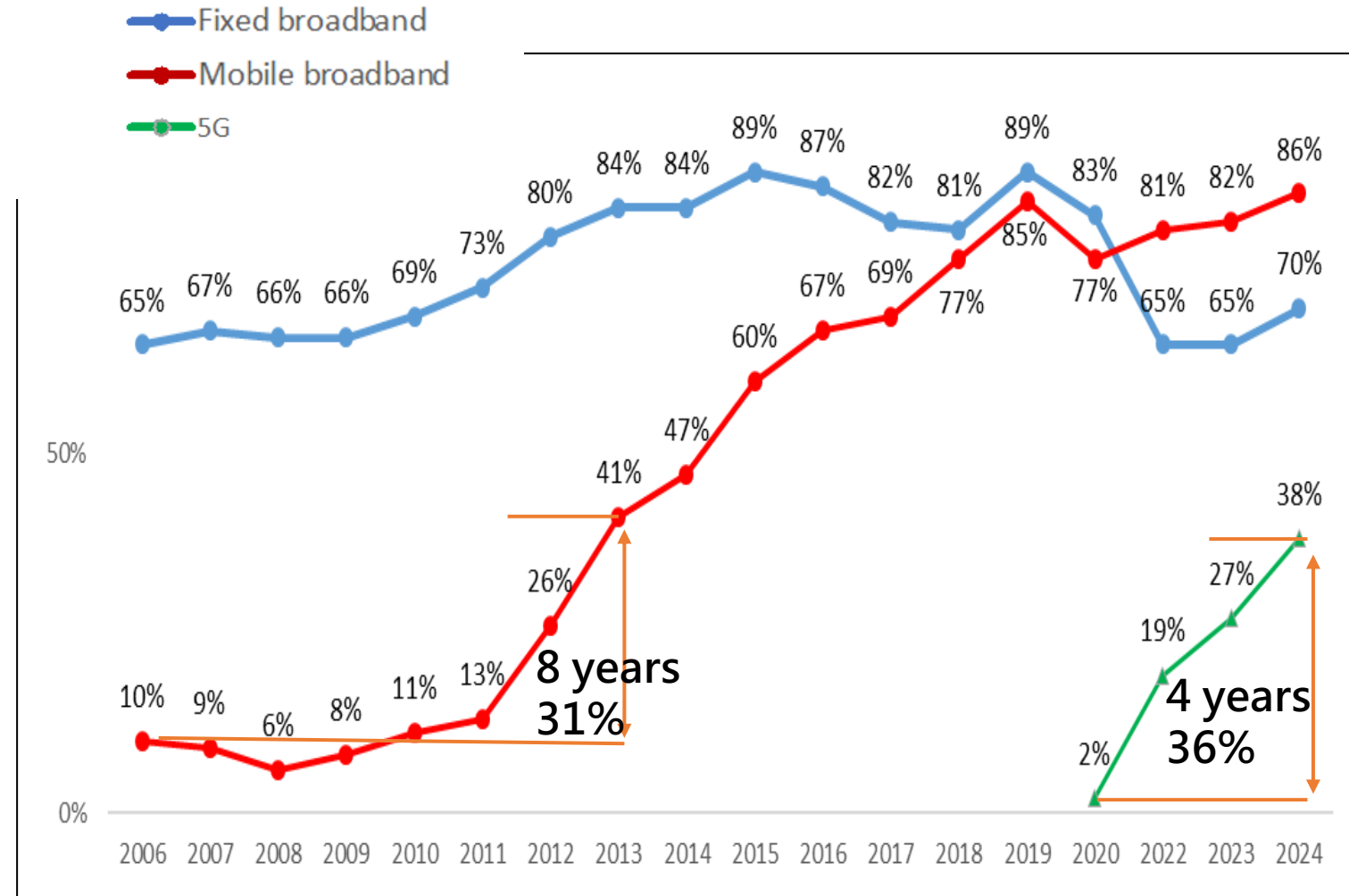
Mobile broadband penetration rate

86.43%



5G penetration rate

38.06%

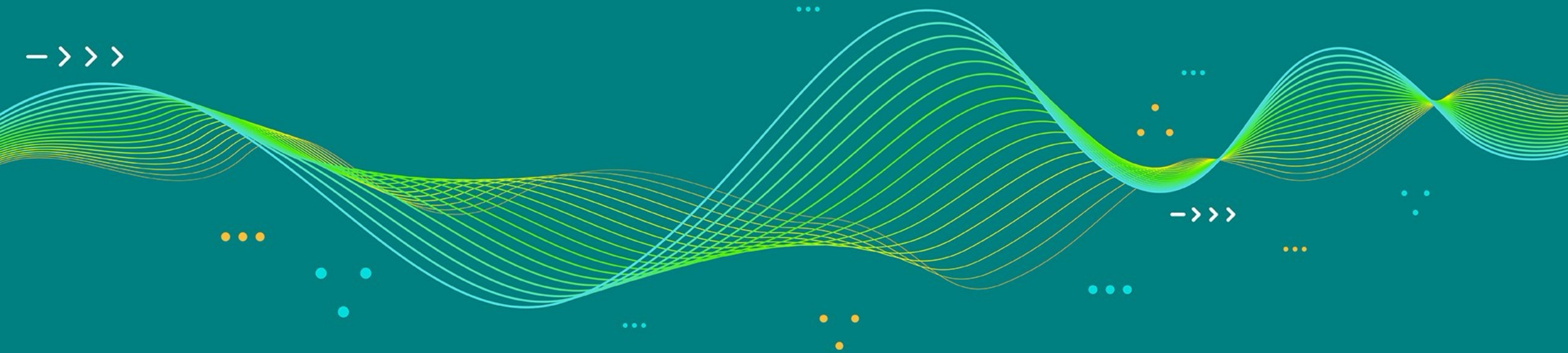


# Focus Group Findings: Digital Inequality in Rural Areas - Issues and Solutions

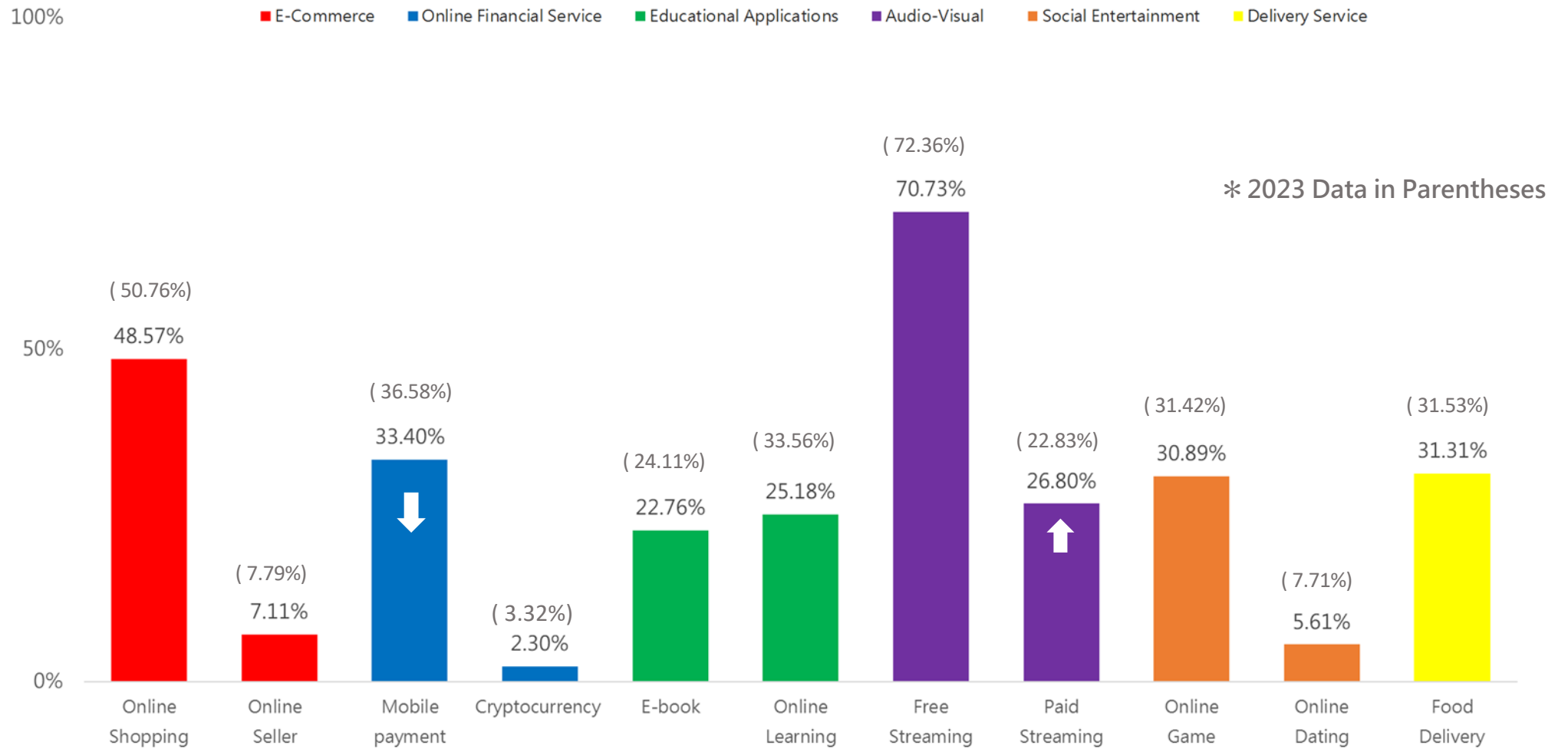


- **New Approach to Digital Divide: Creating Health-Driven Digital Opportunities**
- **Potential Strategies for Digital Empowerment:**
  1. **Leverage Community Care Centers and Cultural Health Stations as Catalysts, Integrating with Seniors' Daily Healthcare Needs**
  2. **Policy Level: Cross-departmental Policy and Resource Integration to Address Rural Elderly's Telemedicine Needs**
  3. **Implementation Level: Consider Information Technology and AI Devices, Allowing Flexible Adjustments Based on Geographic and Demographic Characteristics, Extending from Prevention and Medical Care to Community-based Care**

# Internet Application Services



# Overall Usage Status

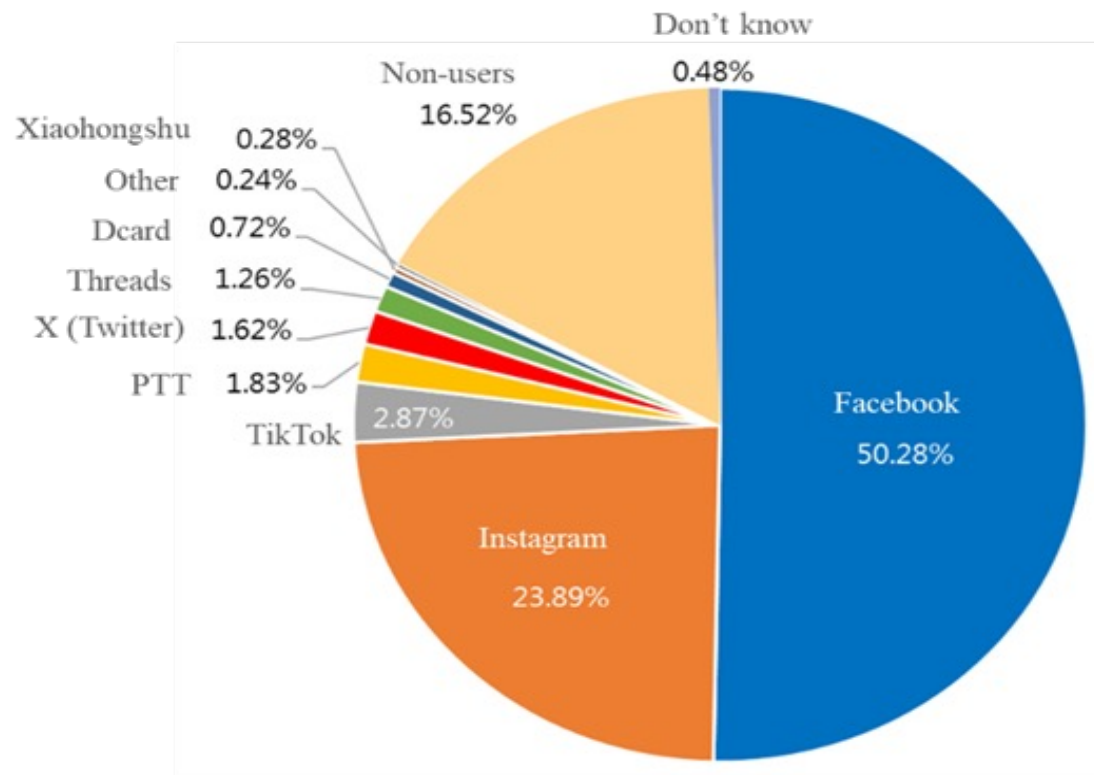


Source: 2024 Taiwan Internet Report, Survey Period: June 19-29, 2024, Weighted Values. Sample Size: 1,071 (Landline Sample)

# Social Media and Instant Messaging

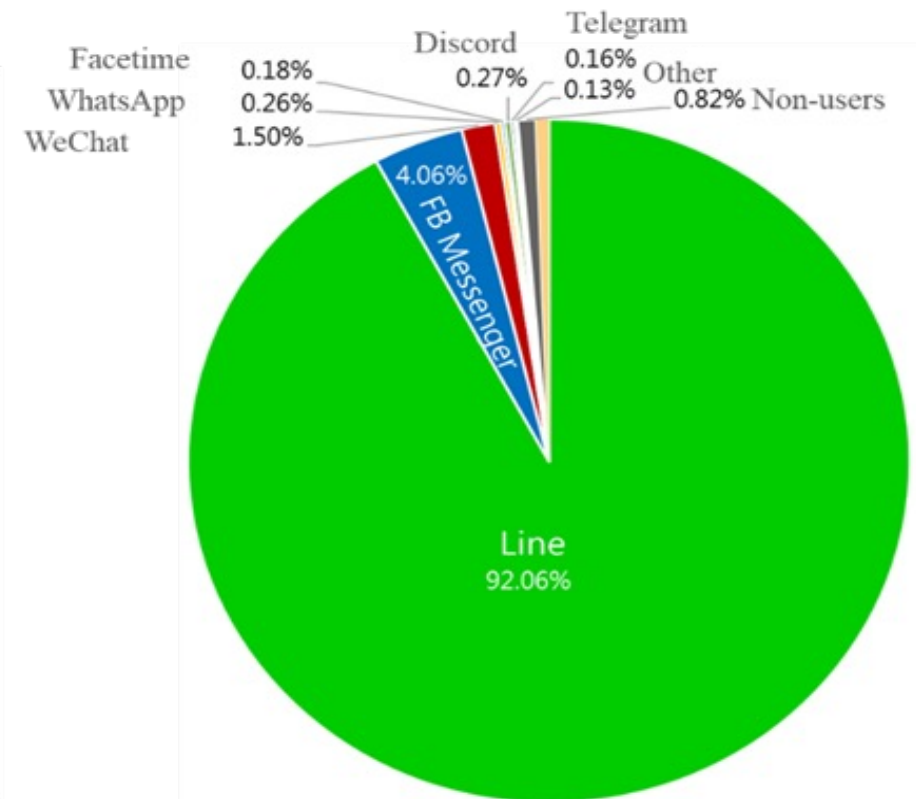
**Social Media** Users Account for  
Over 70% of Taiwan's Population

**Facebook** dominates as top social media  
choice for 50% of users

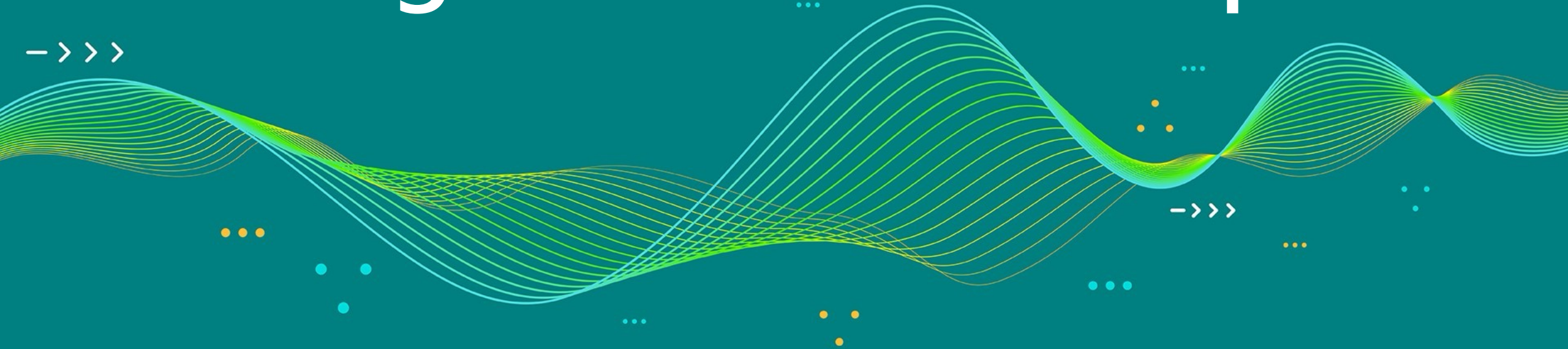


Nearly 90% of Taiwan's Population  
Uses **Instant Messaging**

**Line** Leads as Primary Messaging App  
for Over 90% of Users



# AI Usage and Risk Perception

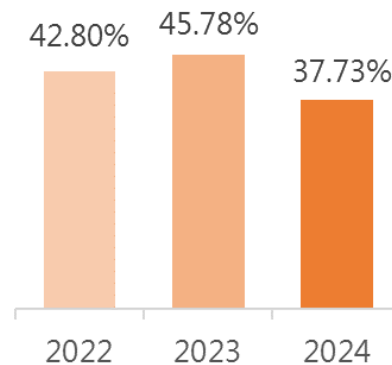


# Current AI Usage Status

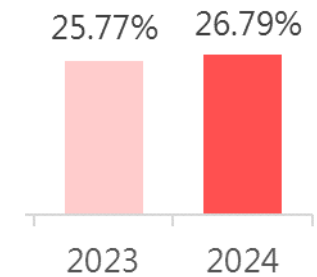
- Despite High Discussion Volume Around ChatGPT, Usage Rate Shows No Significant Change
  - Age and Education Level Are Key Demographic Factors (Over 50% of Ages 18-29 and Graduate Degree Holders Report Usage in Past Three Months)



Digital Voice Assistant  
Usage Rate  
**37.78%**



ChatGPT  
Usage Rate  
**26.79%**



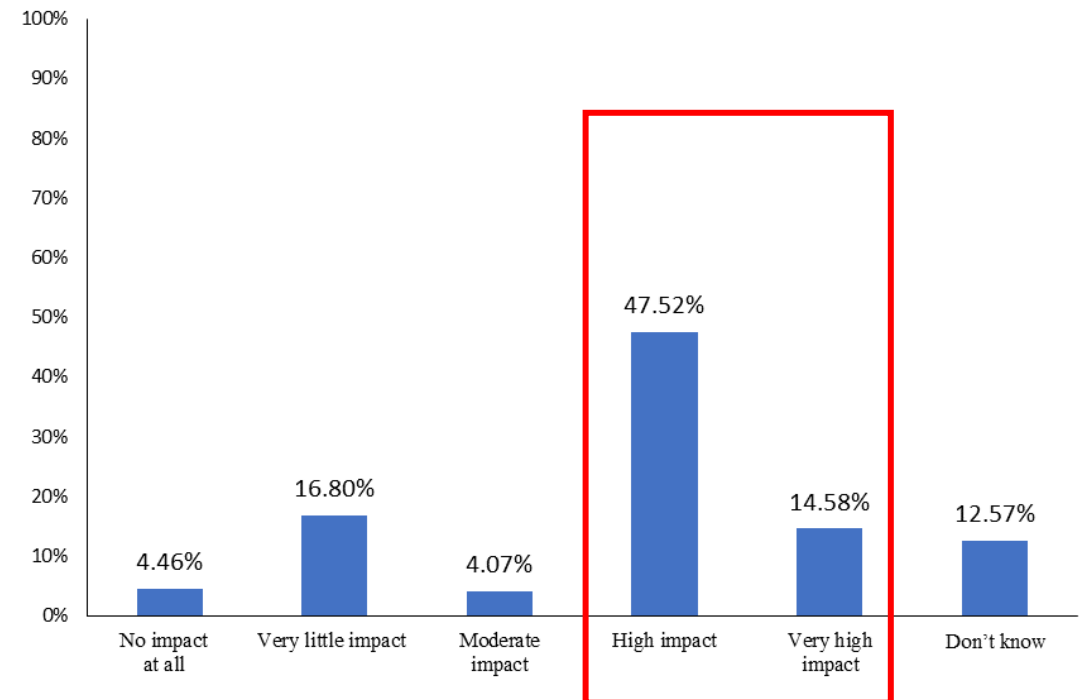
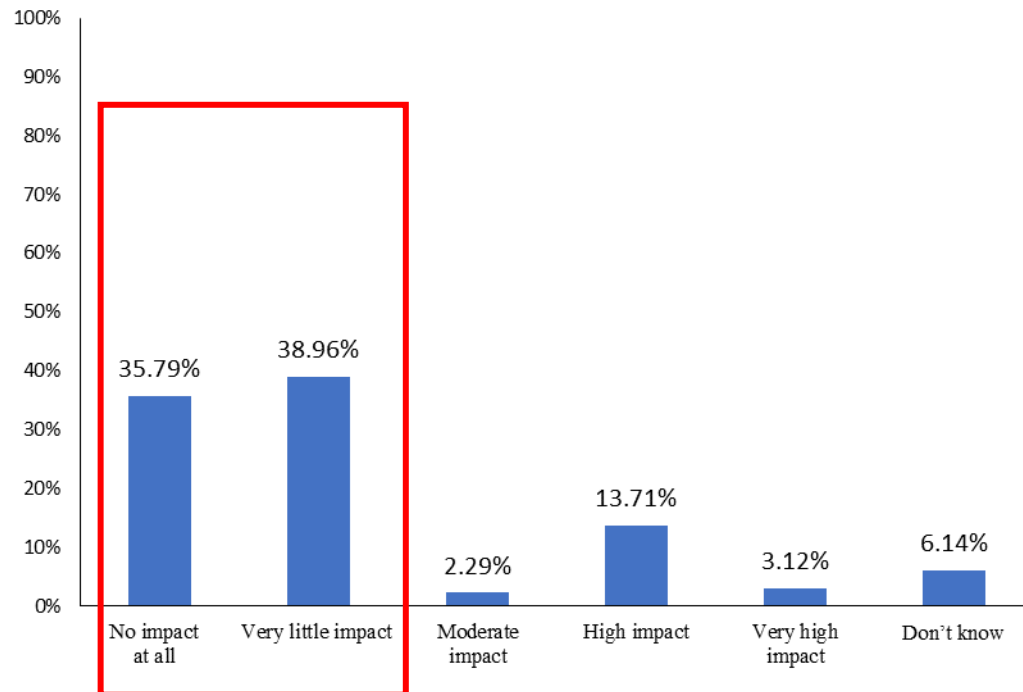


# AI Risk Perception

- **Third-Person Effect: Public Perceives Lower AI Risk Impact on Themselves Compared to Higher Impact on Others**

74.75% of the public perceive AI technology risks as having **minimal impact on themselves**.

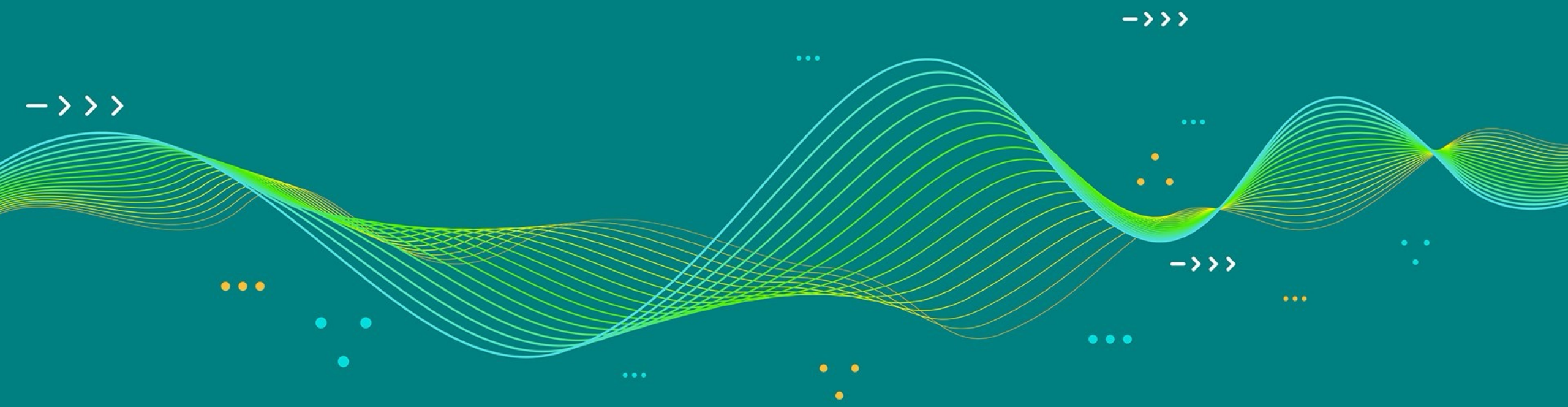
62.10% believe AI technology risks have **significant impact on others**.



Source: 2024 Taiwan Internet Report, Survey Period: June 19-29, 2024, Weighted Values. Sample Size: Self-Risk Perception 1,895, Others' Risk Perception 1,881 (Dual Frame, Excluding Non-responses and Non-Internet Users)

Source: 2024 Taiwan Internet Report, Survey Period: June 19-29, 2024, Weighted Values. Sample Size: 1,888 (Dual Frame, Excluding Non-responses and Non-Internet Users)

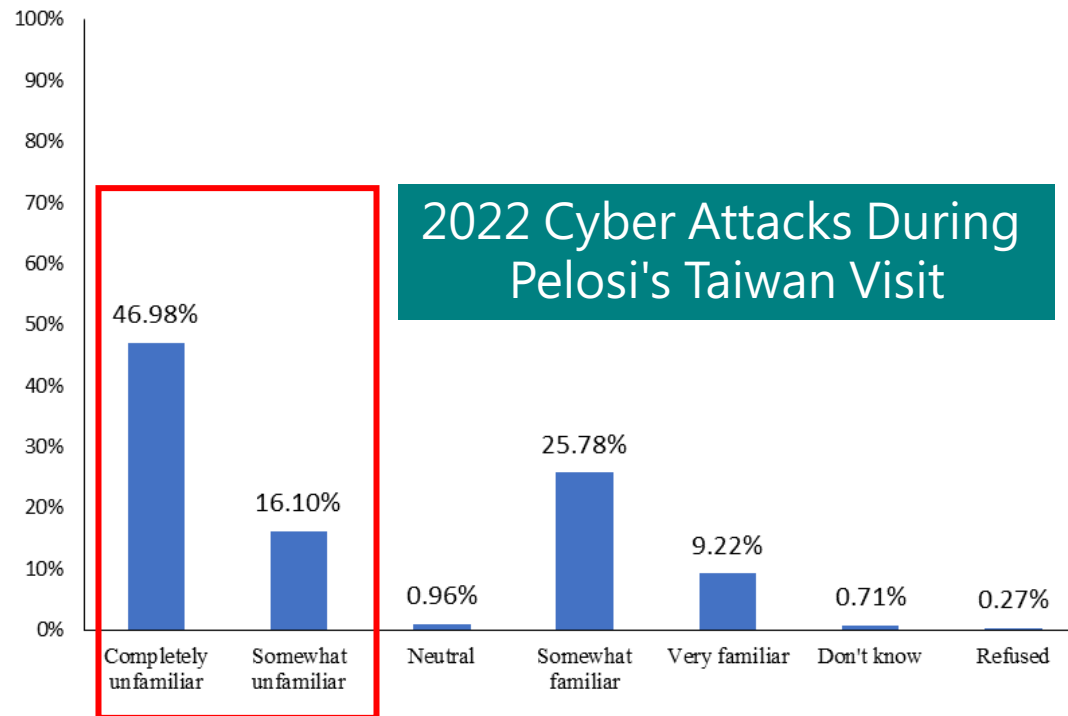
# National-Level Cyber Attacks



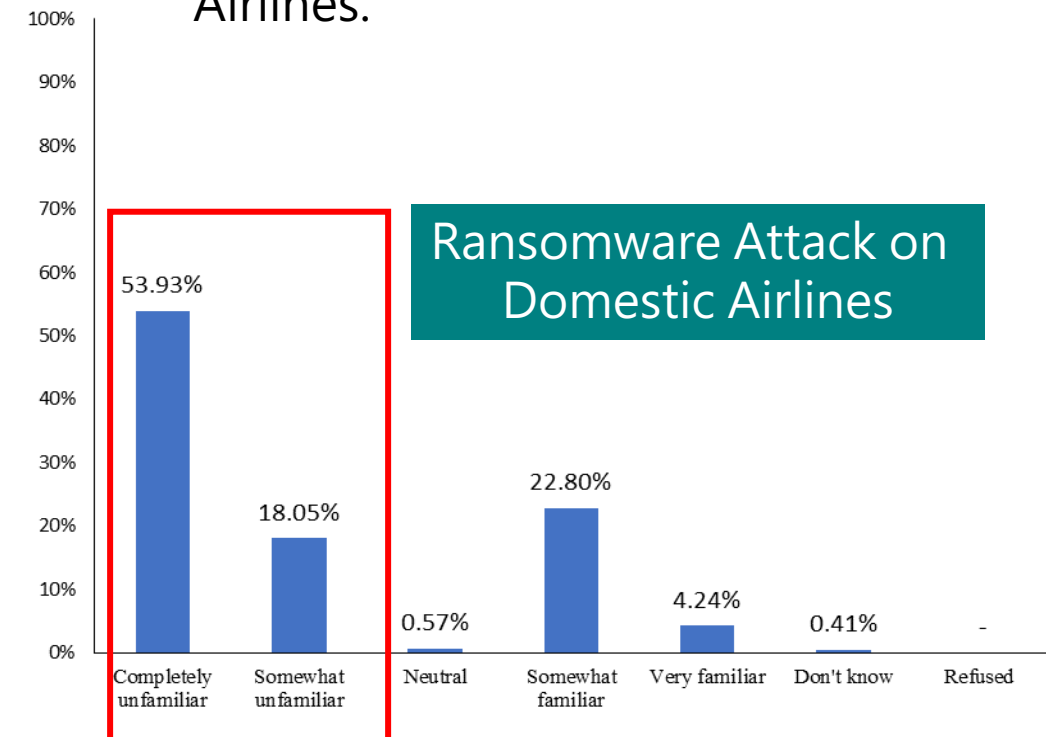
# Awareness of Attack Incidents

- Public Shows Generally Low Awareness of Specific Attack Incidents

Over 60% (63.08%) of the Public Report Being Unfamiliar with Cyber Attacks During Pelosi's 2022 Taiwan Visit.



Nearly 72% (71.98%) of the Public Report Being Unfamiliar with the Ransomware Attack on Domestic Airlines.



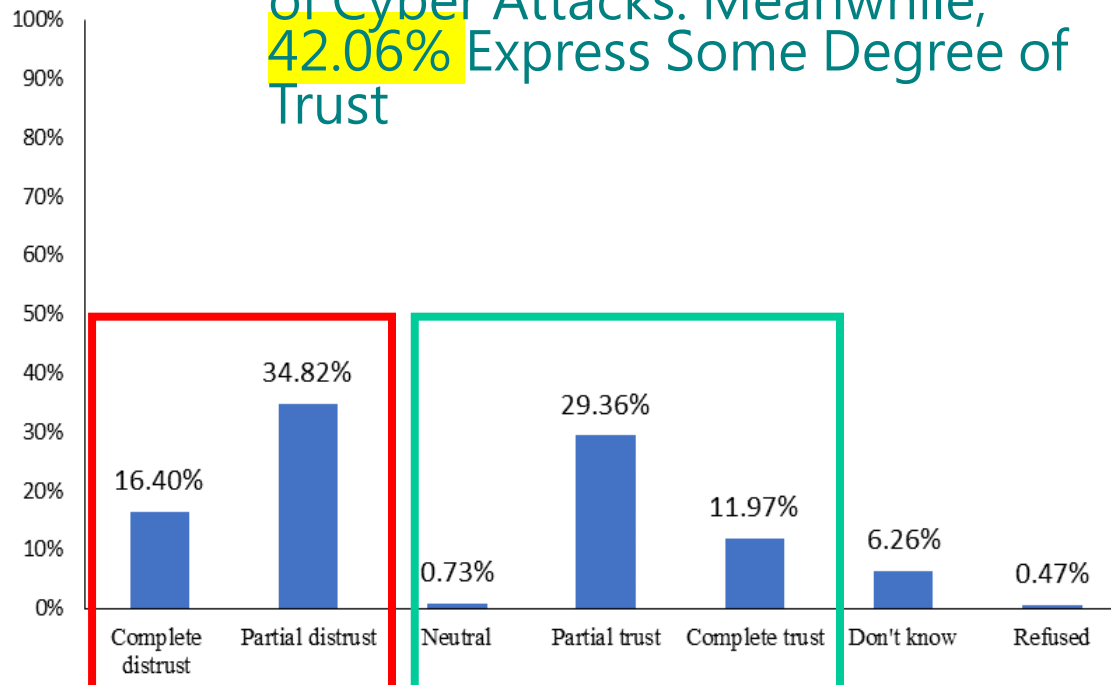
Source: 2024 Taiwan Internet Report conducted June 19 – June 29, the survey is weighted to be representative of Taiwan population. Sample: 2147 (All the samples of dual-frame telephone survey).

# Trust in Government's Cyber Attack Response



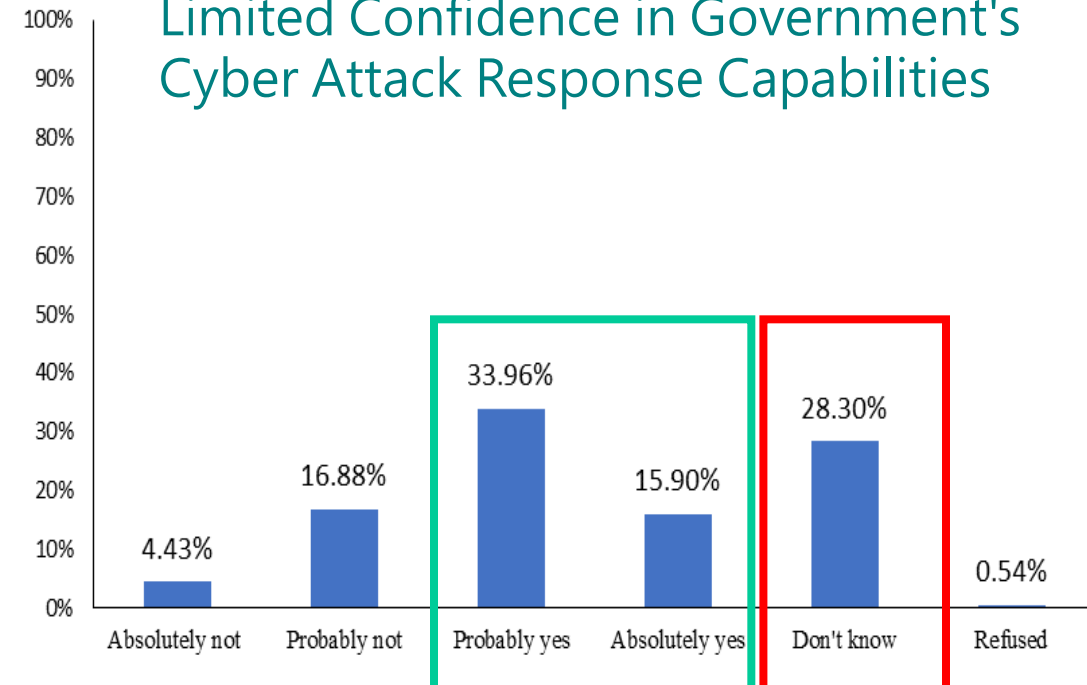
- Public Confidence in Government's Cyber Attack Response Shows Polarization

- Over Half (51.22%) of the Public Tend to Distrust Government's Capability to Handle Various Types of Cyber Attacks. Meanwhile, 42.06% Express Some Degree of Trust



- Public Shows Limited Knowledge of Existing Cybersecurity Regulations

- Only 49.86% are Aware of Existing Information Security Legislation, while 28.3% Responded "Don't Know "
- This Finding May Explain the Public's Limited Confidence in Government's Cyber Attack Response Capabilities



Source: 2024 Taiwan Internet Report conducted June 19 – June 29, the survey is weighted to be representative of Taiwan population. Sample: 2147 (All the samples of dual-frame telephone survey).

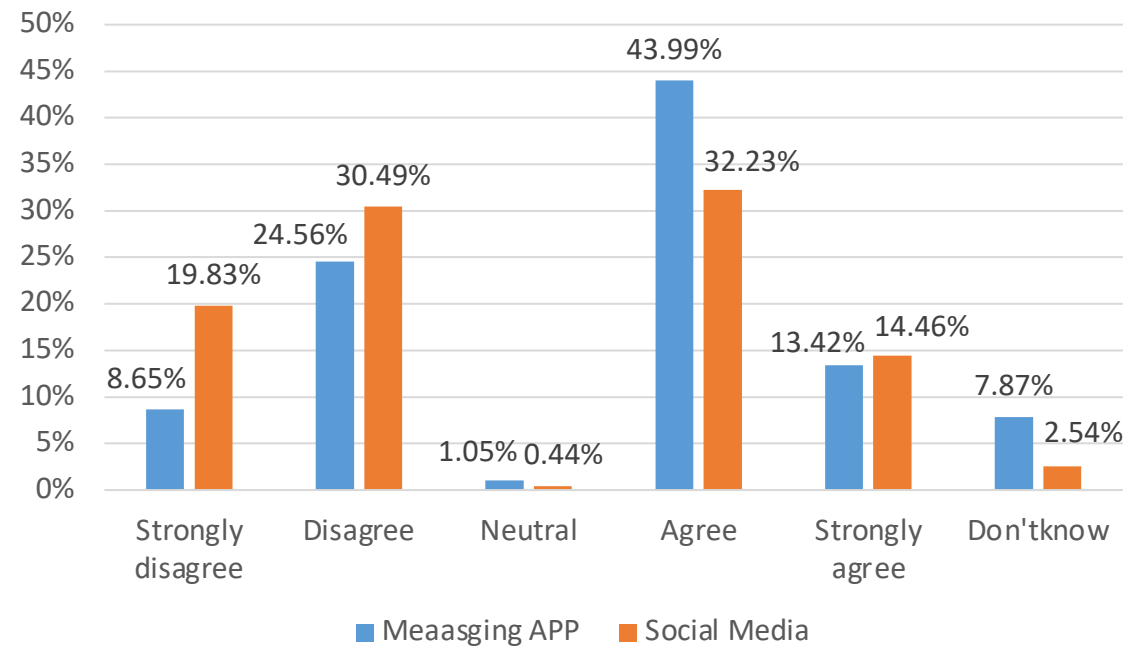
# Digital Trust Levels



# Digital Trust Levels

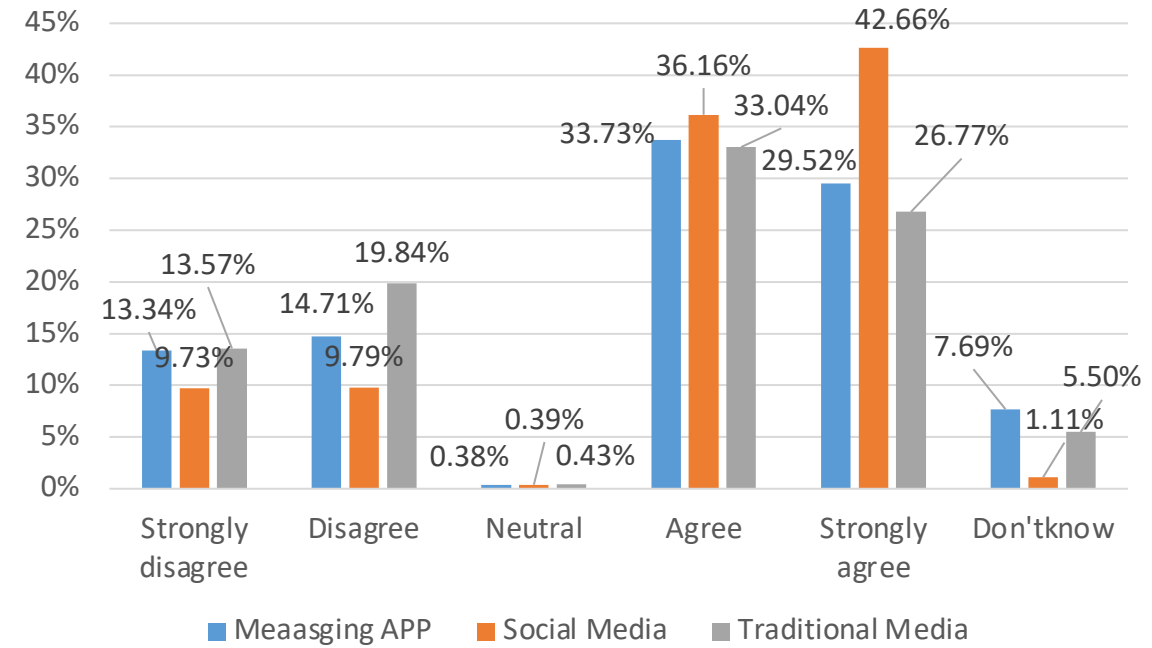
## Data Privacy Protection

- ◆ 57.41% trust their **primary messaging app's** privacy protection
- ◆ 46.69% trust their **primary social media's** privacy protection; 50.32% do not.



## Fake News and Misinformation

- ◆ 63.25% find fake news prevalent on their **primary messaging app**
- ◆ 78.82% agree their **primary social media** platform contains abundant fake news and misinformation.
- ◆ Nearly 60% (59.81%) Believe **Traditional Media** Contains Abundant Fake News and Misinformation



Source: 2024 Taiwan Internet Report, Survey Period: June 19-29, 2024, Weighted Values. Sample Size: 904 (Landline Sample, Excluding Non-Internet Users and Non-Instant Messaging Users)

# Key Insights

- Initial Success in Reducing the Digital Divide: Focus on Assistive Tech for Seniors
- AI Literacy: Strong Awareness but Room for Growth in Practical Usage
- Public Support for Government Regulation of AI
- Public Risk Perception of Cyber Attacks Shows Knowledge Gap
- Public Shows Mixed Confidence in Government's Cybersecurity Capabilities

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THANK YOU

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