



PUBLIC PERCEPTIONS ON TECHNOLOGY REGULATION

Knight Foundation & NORC at the University of Chicago

Three Things You Should Know

63%

of Americans believe that elected officials and political candidates pay too little attention to issues dealing with technology and artificial intelligence companies.



9 in 10

Americans are concerned about deceptive AI-generated content and AI-enabled privacy violations.



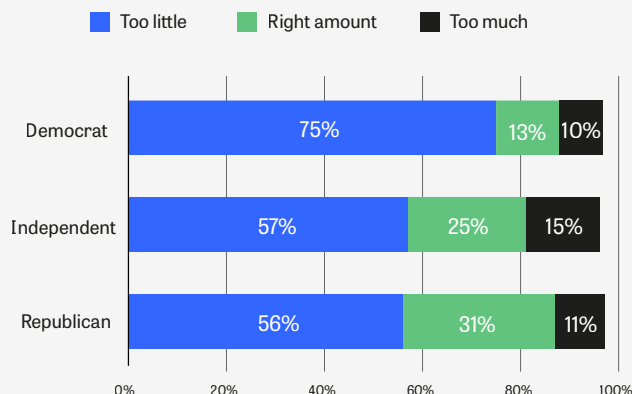
89%

of Americans agree that government officials should prioritize setting rules on how technology companies can use their personal data.



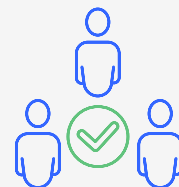
63% of Americans believe that politicians pay too little attention to issues dealing with technology and artificial intelligence companies.

By party



Regardless of age, race, party, or income, “too little attention” was the top response in every group measured.

Just 23% say the current level of attention is about right.



Americans share deep, bipartisan concern about the ways AI may cause harm.

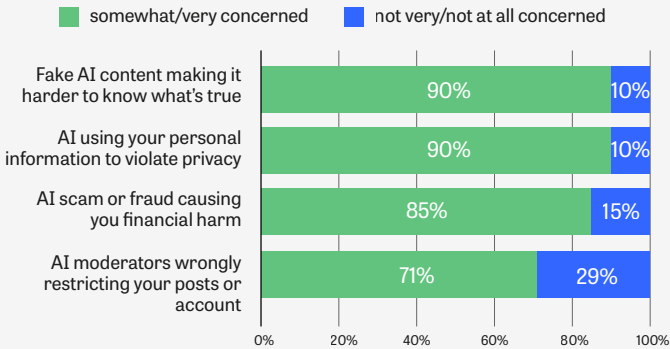
9 in 10 Americans are concerned about the ways AI might cause harm, such as through fake AI-generated content and AI-enabled privacy violations.

8 in 10 Americans are concerned about a scam or fraud using AI causing them financial harm.

Concern about AI-enabled harms cuts across party lines—majorities of Democrats, Republicans, and independents expressed worry about every threat we tested.



How concerned are Americans about potential AI-enabled harms?

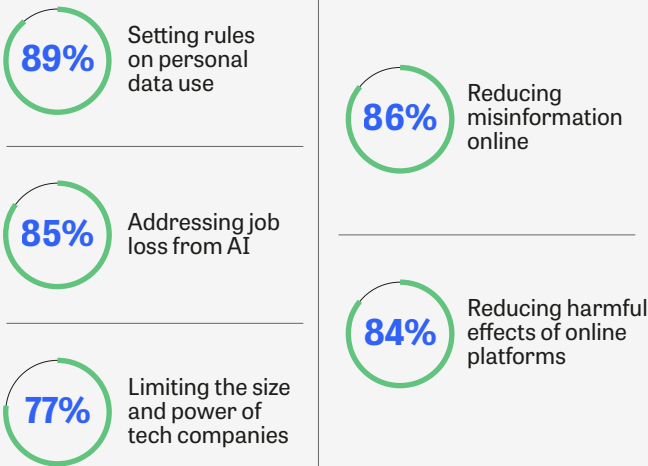


Large majorities of Americans support the government prioritizing action on a variety of technology policy issues, especially data privacy.

89% of Americans agree that government officials should prioritize setting rules on how technology companies can use their personal data.

Majorities of Democrats and Republicans say that setting rules for how technology companies use people's personal information should be a high priority for government.

What Americans want elected officials to act on



The public is not confident in the ability of institutions—including the government—to shape how major technology companies handle user safety, free speech, and privacy.

Who is most effective at shaping how tech companies handle online safety, free speech, and privacy issues?



Independent researchers
48%



Government officials
46%



Advocacy groups
42%



Tech self-regulation
39%

The public expresses the most confidence in independent researchers and federal and state government to effectively deal with these issues, while fewer think advocacy groups or technology companies' can handle them effectively.

Democrats have more faith than Republicans in advocacy groups to effectively handle these issues.

51% Democrats | **39%** Republicans

Around half of both groups think federal or state government can do so.

50% Democrats | **48%** Republicans

Roughly one in five say that they don't know how effective each actor is in shaping how major technology companies deal with critical issues.

Study Methodology: This survey was conducted by NORC at the University of Chicago with support from Knight Foundation. Data were collected using the AmeriSpeak Omnibus®, and interviews were conducted between July 23–27, 2026 with 1,084 U.S. adults age 18 and older via web and telephone in English and Spanish. The overall margin of sampling error is +/- 3.9 at the 95% confidence level. Additional information on the AmeriSpeak Panel methodology is [available here](#).