



Foundation

# Call for Proposals (3 of 4) World Risk Poll 2021: Digital World

Perceptions of risk from AI and  
misuse of personal data



[lrfworldriskpoll.com](http://lrfworldriskpoll.com)

[@LR\\_Foundation](https://twitter.com/LR_Foundation) // [#WorldRiskPoll](https://twitter.com/WorldRiskPoll)

# Lloyd's Register Foundation

- An independent global charity with a mission to **engineer a safer world**
  - Unique structure and sole shareholder of Lloyd's Register Group
  - Work to reduce risk and enhance the safety of critical infrastructure
  - Award grants and support work which helps us deliver our charitable mission
  - Aim to improve safety through interventions that are driven by evidence of what works
- We focus on the biggest safety challenges: Safety at sea, safety of digital systems, safety for a sustainable future, safety of food, skills for safety, safety of physical infrastructure, public understanding of risk.

# The Lloyd's Register Foundation World Risk Poll

- 121 countries, 125000 interviews
  - Assessing perception and experience of risk
  - In places where little or no official data on safety exists
  - Disaster resilience, violence & harassment at work, data privacy & artificial intelligence



# World Risk Poll 2019 Projects

**GLOBAL PEACE INDEX 2021**

**World Risk Poll data enhances Sedex's risk assessment tool**

Data from Lloyd's Register Foundation's World Risk Poll, with Sedex - a global membership organisation that supports companies in their operations and supply networks. Sedex provides a platform for companies to manage and improve working conditions.

The poll asked 150,000 people in 142 countries and territories.

**hsme**  
HEALTH & SAFETY MIDDLE EAST

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**NUS**  
National University of Singapore

**Lloyd's Register Foundation Institute for the Public Understanding of Risk**

**United Nations** Food Systems Summit 2021

**World Happiness Report**

**Stop** **Ratify**

**Global study into violence and harassment launched**

Lloyd's Register Foundation, ILO and Gallup launch global study into violence and harassment in the workplace.

**Risk data re-imagined**

World Risk Poll data on violence and harassment is brought to life in an illustrative video, created and designed by the Institute for the Public Understanding of Risk. It reveals gender differences in people's perceptions of risk and more in Chapter 5 of the World Risk Poll Report.

**Water Security and Nutrition: Current Knowledge and Research Opportunities**

Joshua D Miller, Cassandra L Workman, Sarita V Panchang, Gritchen Sneegee, Ellis A Adams, Sara L Young, Amanda L Thompson



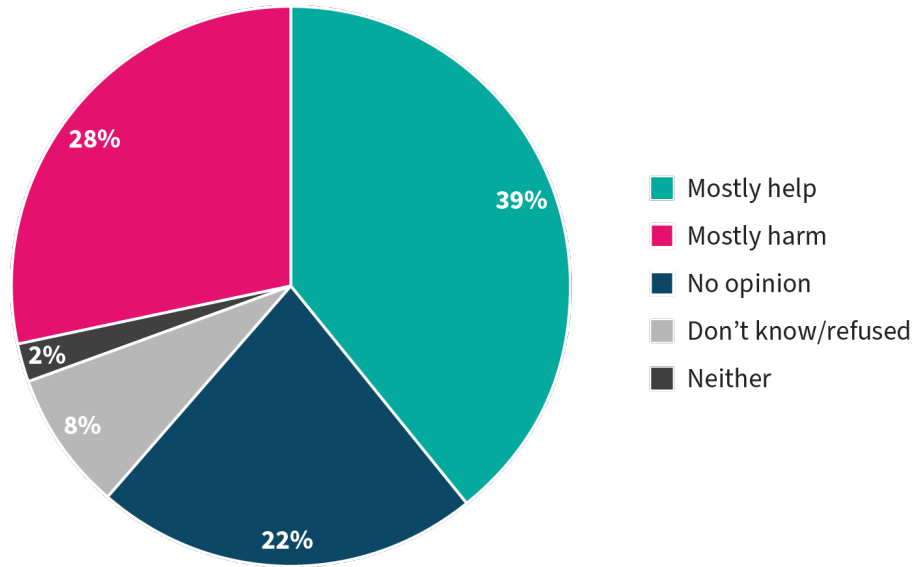
# World Risk Poll 2021 - Call for Proposals

- Foundation strategic aim to maximise the impact of the Poll data
- Second in a series of 4 calls linked to each 2021 World Risk Poll focus area
  - Perceptions and experiences of risk in the Covid Age (call [announcement](#))
  - Global resilience - perceptions and experiences of disaster preparedness (call [announcement](#))
  - Perceptions of harm from AI and misuse of personal data (call [announcement](#))
  - Violence and harassment at work (early Jan)
- Grant funding available for impactful research and interventions that utilise the Poll data and aim to improve global safety
- **Budget:** We expect that the typical budgets for the proposed projects may range between **£250,000 and £750,000** but we are also open to receiving applications for projects outside this range, as appropriate to the type and scale of the intervention proposed.
- Deadline of **28/02/2023** for applications from all four calls
- Prospective applicants must first register interest on Flexigrant

# Demonstrate a tangible link with the World Risk Poll dataset

- e.g. addressing an issue which affects a specific community that has been identified by the Poll
  - e.g. embedding the Poll data in the proposed work
- Possible outcomes for projects which **practically apply the Poll findings** through the development of new interventions or by strengthening existing ones. For instance, a project may focus on better design and construction of technologies to remove bias, the development and implementation of appropriate regulation, or the engagement of vulnerable communities to build trust in these developments.
- Similarly, **research projects** may aim to address data gaps or support hypotheses through secondary analysis of the Poll data and/or to use alongside other relevant data. An important output could be the provision of evidence, disseminated to stakeholders, which motivates action. For example, research projects which find robust evidence for how and why particular demographics are most impacted by safety challenges, that effectively communicate findings to relevant bodies, and consequently influence improvements to public risk information.

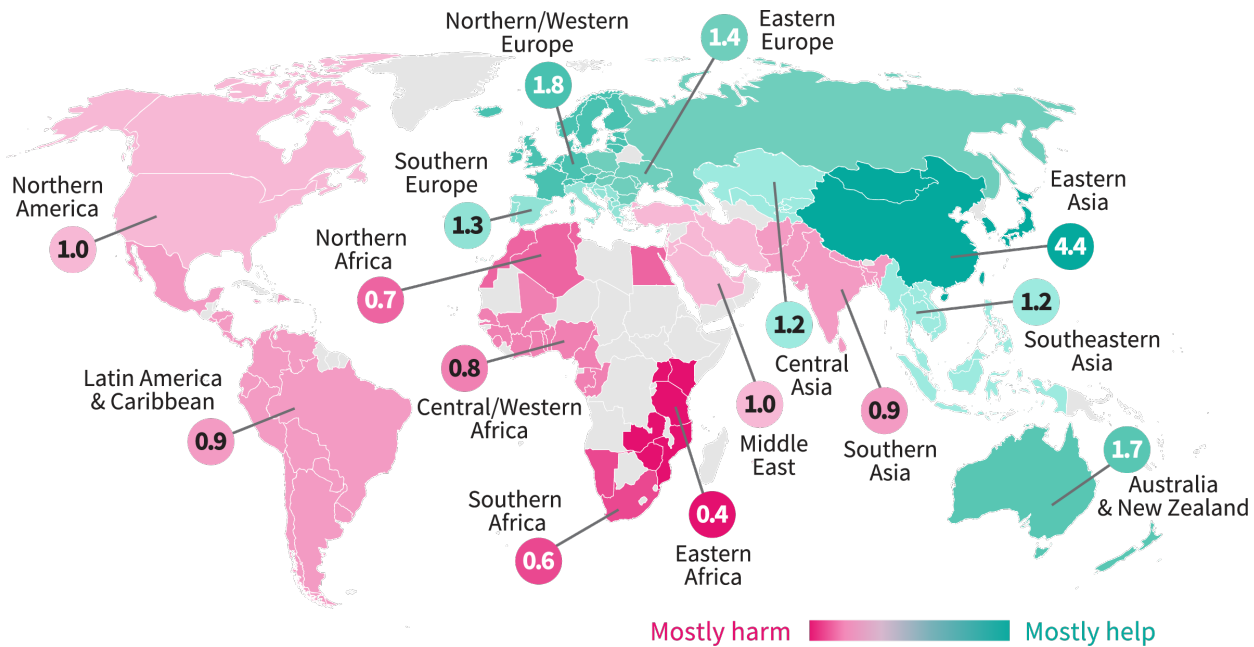
## 2 people in 5 globally view AI positively...



Global views on whether AI will 'mostly help' or 'mostly harm' people in the next 20 years



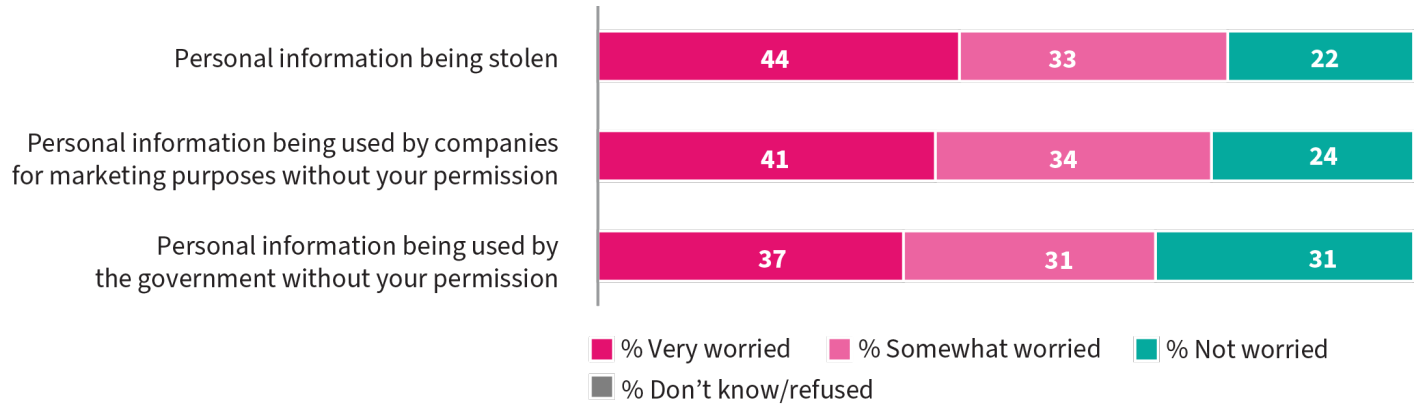
# ...but there is significant regional variation



Ratio of those who said AI will 'mostly help' versus 'mostly harm' people in the next 20 years, by region



# A majority of internet users are concerned about misuse of their data

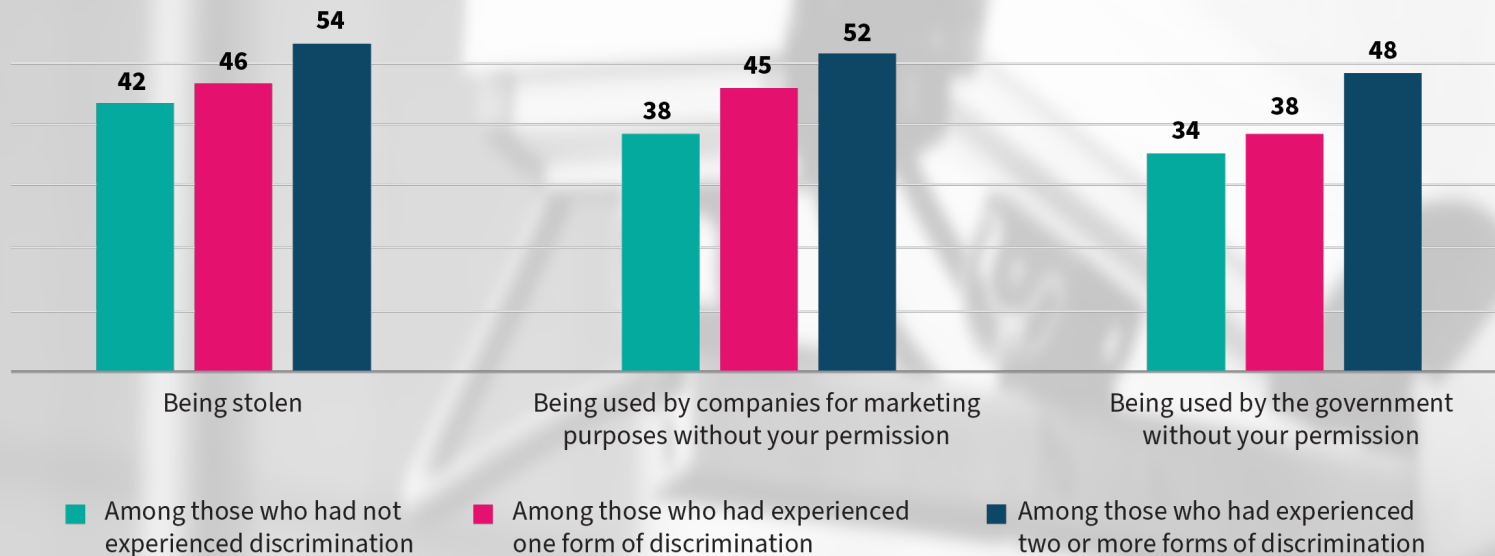


Concerns among internet users about personal information being online, global results



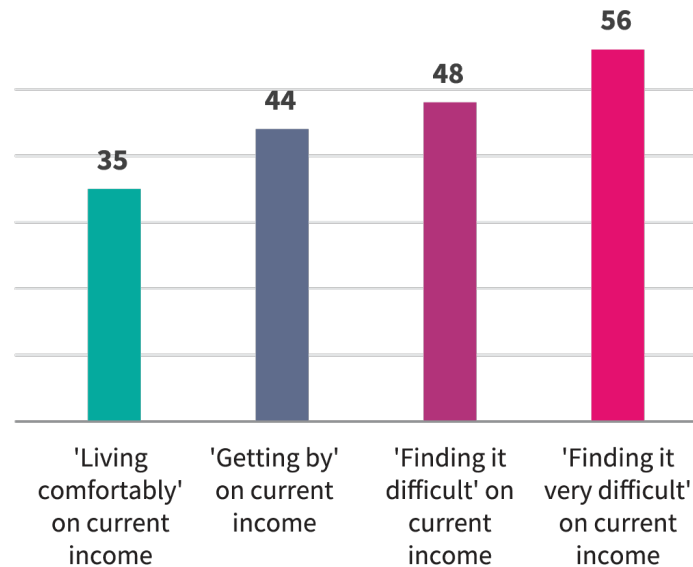


# Experience of discrimination increases concern about data misuse



Percentage of internet users 'very worried' about potential hazards of personal information being online, by experience of discrimination

# Personal income is a major driver for worry about personal data theft



Percentage of internet users 'very worried' about their online personal information being stolen, by feelings about current income





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# Questions



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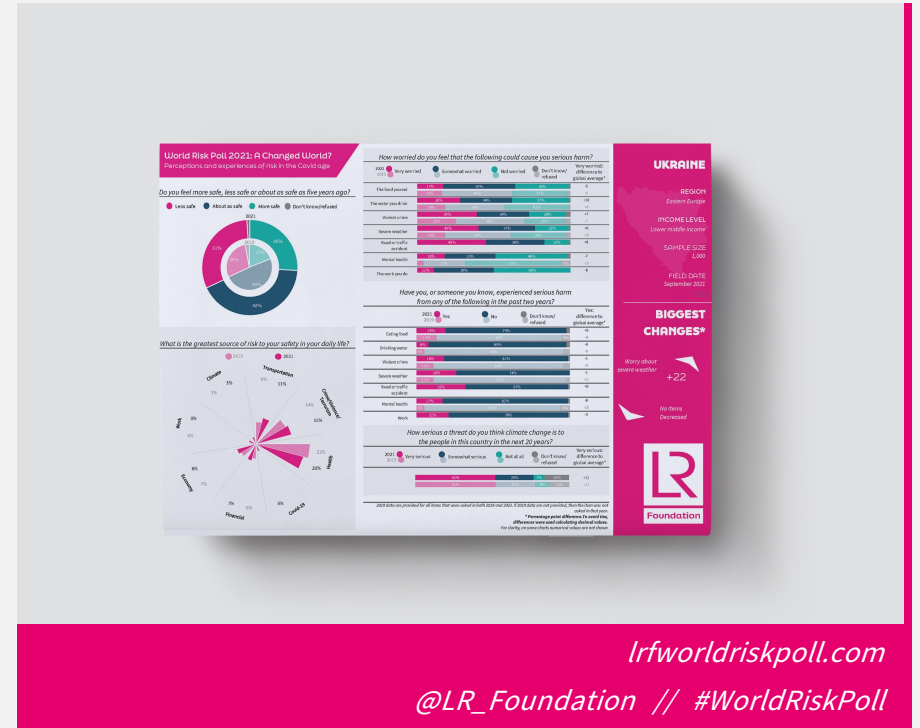
# lrfworldriskpoll.com

Explore the poll – stories and visual snapshots

Download the full dataset

Apply for funding to turn the World Risk Poll into action

Queries to [worldriskpoll@lrfoundation.org.uk](mailto:worldriskpoll@lrfoundation.org.uk)



[lrfworldriskpoll.com](https://lrfworldriskpoll.com)

@LR\_Foundation // #WorldRiskPoll