

# Trust of Facial Recognition in the Black Community

## Research Question

What are the attitudes of Black social media users toward facial recognition technology?

## Introduction

- Surveillance of has long contributed to the stripping of identity and experience of Blackness through **derealization** and **depersonalization**.
- This has continued into the digital era, with facial recognition technology becoming one of the most recognizable forms of surveillance.
- Other forms of surveillance, such as social media data tracking, are also a concern to Black Americans.
- Additionally, the practice of **datafication**, a form of digital profiling that quantifies social behavior, has further contributed to systems of oppression

## Survey Respondents

### Pew Research Center American Trends Panel 49

- Out of 4,272 respondents, **82%** are social media users.
  - **63.7%** of respondents are White, **11.8%** are Black, **15.8%** are Hispanic/Latino, and **8.6%** are represented as Other.

## Methods

- The Pew Research Center's American Trends Panel 49 survey was issued and completed 2018. Demographics were weighted to be representative of the U.S population.
- Data was analyzed using SPSS
- Indices of trust surrounding facial recognition were created to combine use by advertisers, technology companies, and law enforcement.
- Findings were represented on a scale of 1 to 12 points.
  - **A higher score represents less trust, and lower scores represent more trust.**

## Hypothesis

Black social media users are more likely to be untrusting of facial recognition technology than other racial/ethnic groups.

- Black respondents (N=324) have a lower mean index of trust toward face recognition technology (M=8.08, SD=2.365) compared to White (M=8.27, SD=2.059), Other race/ethnicity (M=8.34, SD=2.173), and Hispanic/Latino (M=7.69, SD=2.074)
- There is no significant difference in trust in facial recognition technology between Black and White respondents ( $p=.606$ ) or between Black and respondents of Other race/ethnicity ( $p=.582$ ) However, there was a significant difference between Black and Hispanic respondents ( $p<.001$ ).
- Overall, there is a significant difference in mean index of trust toward facial recognition technology across the four race/ethnicity groups ( $F(3, 2983)=10.239, p<.001, \eta^2=.010$ ), indicating that race/ethnicity may be associated with differences in trust toward facial recognition technology

## Findings

## References

"The de-realization of Black bodies in an era of mass digital surveillance: A techno-criminological critique." Arrigo and Shaw, 2023

"American Trends Panel 49." Pew Research Center, Washington, D.C. (2019)  
<https://www.pewresearch.org/internet/datas-et/american-trends-panel-wave-49/>

## Conclusion

While race is a factor in differences in trust of facial recognition technology, there is no significant difference between racial/ethnic groups when it comes trusting the use of facial recognition technology, except for Hispanic respondents who are more trusting than Black respondents.