

DANISH INNOVATION INDEX (DII) RESULTS 2021



DANISH INNOVATION INDEX (DII)
ANNUAL CONFERENCE

DII2022 CONFERENCE
1 MARCH 2022

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INNOVATIVENESS - AS PERCEIVED BY CONSUMERS

X changes the markets
with its offerings

X is a very creative
company

X is a pioneer in its
category

X is an innovative
company

INDUSTRIES STUDIED IN 2021



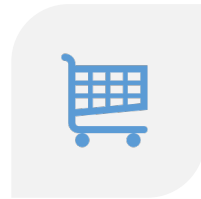
GROCERY



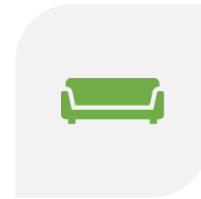
TELECOM



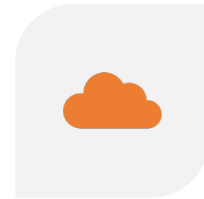
DELIVERY



ECOMMERCE



FURNITURE



STREAMING

TOP 10 ON INNOVATIVENESS IN 2021

Grocery



Ecommerce



Furniture



Delivery

Telecom



Streaming



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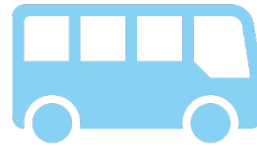
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MORE INDUSTRIES FOR 2022



Banks



Passenger transport



Food

DANISH INNOVATION IN THE AGE OF ARTIFICIAL INTELLIGENCE



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POSTDOC



TIME TO FARE OR TO CARE

DKK ~ 35

billion annually in additional GDP by 2030



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Innovationsfonden & McKinsey (2019). AN AI NATION? Harnessing the opportunity of artificial intelligence in Denmark.

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AN INDEFINITE DEFINITION OF AI

AI are computers, programs and systems that have human-like physical and cognitive abilities and perform human activities

EVOLUTION OF AI CAPABILITIES



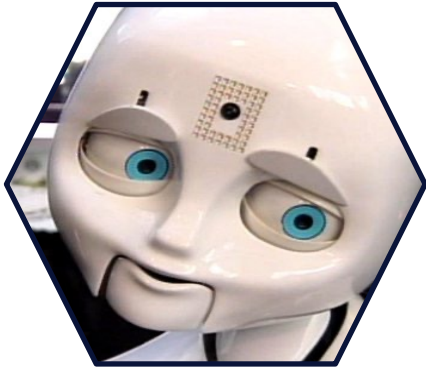
Mechanical



Analytical



Intuitive



Empathetic

EXPLORING THE END TO ENDLESS

SAMFUND OG PSYKOLOGI | AARHUS BSS | FORSKNING

Træt af Corona? Kunstig intelligens kan hjælpe, men vi er skeptiske

Kan kunstig intelligens (AI) aflaste et presset sundhedsvæsen?

Teknologien er til stede, men danskerne er yderst skeptiske, viser en ny undersøgelse fra Aarhus BSS på Aarhus Universitet. Kun én ud af 10 danskere ville i dag foretrække at møde en medicinsk AI fremfor en fysisk læge.



Regression estimates | Model 3



Frank, D.-A., Elbæk, C. T., Børsting, C. K., Mitkidis, P., Otterbring, T., & Borau, S. (2021). Drivers and social implications of Artificial Intelligence adoption in healthcare during the COVID-19 pandemic. *PLOS ONE*, 16(11), e0259928.

WALKING ON A FINE AI LINE

Industry

	Grocery (n = 468)	Mobile (n = 244)	Delivery (n = 360)	Ecommerce (n = 184)	Furniture (n = 186)	Streaming (n = 403)
Weak AI	3.9 (2.0)	3.3 (1.9)	3.3 (2.0)	4.3 (2.0)	3.8 (1.9)	4.1 (2.0)
Strong AI	2.6 (1.9)	2.4 (1.7)	2.5 (1.9)	3.0 (2.1)	2.8 (1.9)	3.0 (1.9)

MEASURING DANISH AI PERFORMANCE

Have you ever used a service from [company] that was delivered (at least in parts) through an artificial intelligence?

If [Yes]: How favorable are you towards the AI you have used from [company]? (1); How likely are you to use the AI you have used from [company] in the future? (2) How well does the AI you have used from [company] support [company]'s offerings in terms of satisfying your needs? (3)

If [No/Not aware of]: How favorable are you towards an AI introduced by [company]? (1); How likely are you to use an AI introduced by [company]? (2) How well would an AI by [company] support [company]'s offerings in terms of satisfying your needs? (3)

Scale: *Not very favorable/likely/well* (1) – *Very favorable/likely/well* (7)

THE WINNERS OF DII-AI 21/22

Delivery



Ecommerce



Furniture



Grocery

Mobile



Streaming



WINNERS OF DII AND DII-AI COMPARED

DII



DII & DII-AI



DII-AI



DIW



Danish
Innovation
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