

IPSOS PRESS RELEASE :

AI. 2023

**MALAYSIAN OPINION AND
EXPECTATIONS ON ARTIFICIAL
INTELLIGENCE**

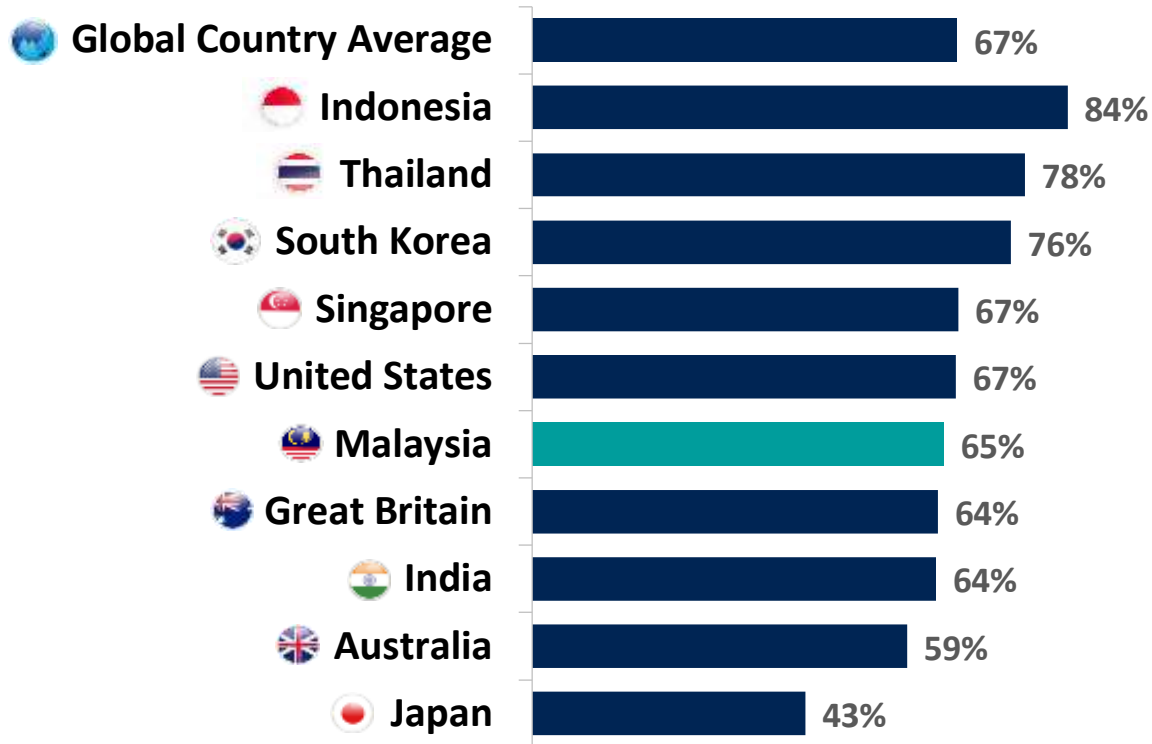
20th July 2023

GAME CHANGERS

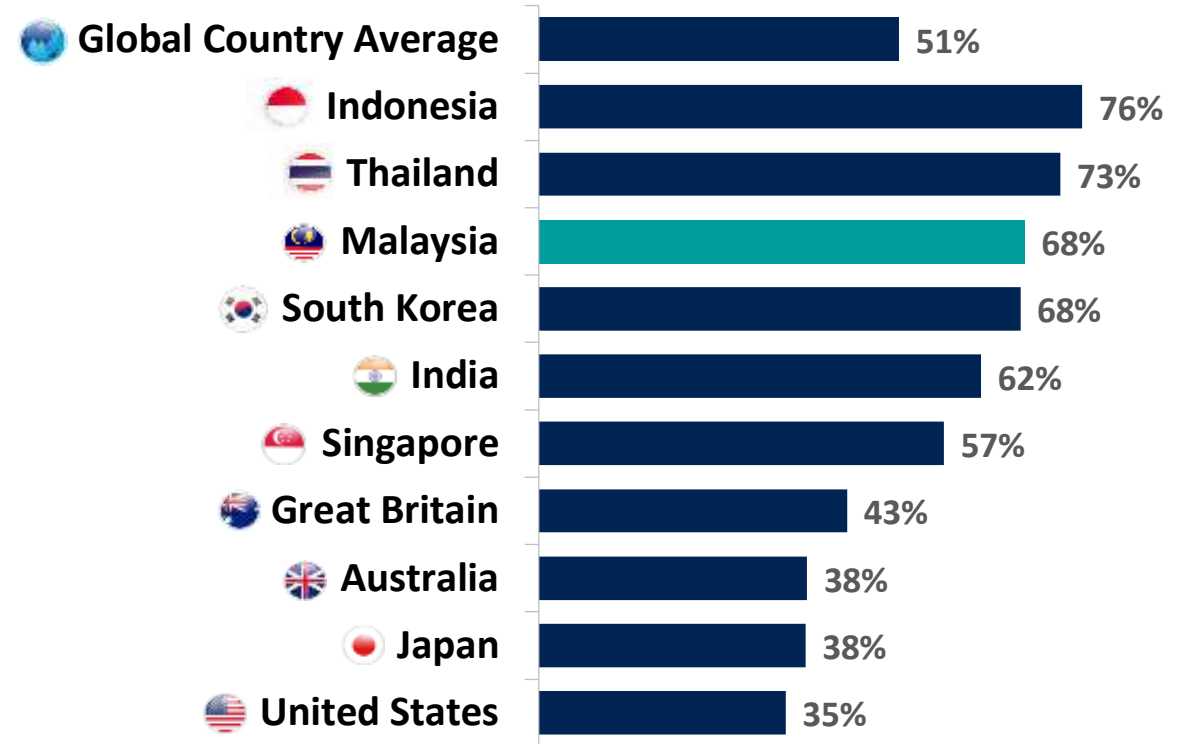


MALAYSIANS, LIKE MANY IN ASIA, SEEM TO OVERESTIMATE THEIR UNDERSTANDING OF ARTIFICIAL INTELLIGENCE AND ITS APPLICATION ON PRODUCTS/SERVICES.

Q: I have a good understanding of what artificial intelligence is
% Agree (Very/Somewhat)



Q: I know which types of products and services use artificial intelligence
% Agree (Very/Somewhat)



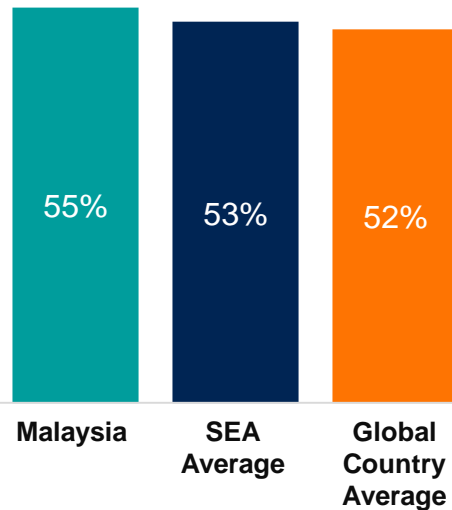
Base: 22,816 adults under the age of 75 across 31 countries, interviewed May 26 – June 9, 2023 -- online only in all countries except India.

The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

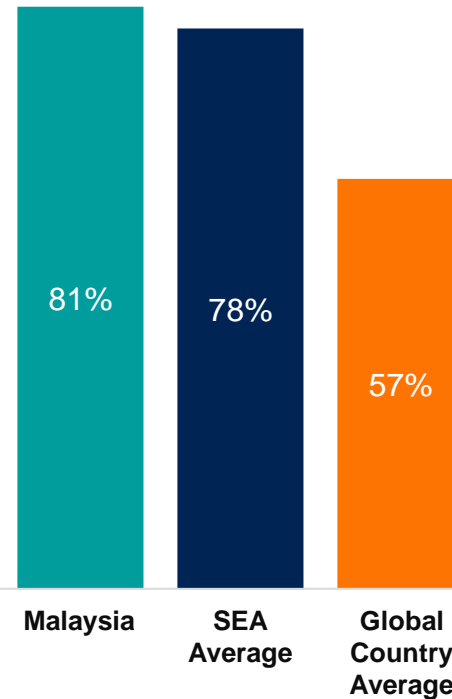
The samples in Brazil, Chile, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population

SIMILAR TO PEOPLE AROUND THE GLOBE, HALF OF MALAYSIANS ARE WORRIED ABOUT THE IMPACT OF AI. THE MAJORITY BELIEVE THAT IT WILL ALTER THE WAY THEY CURRENTLY WORK OR COMPLETELY REPLACE THEIR CURRENT JOB.

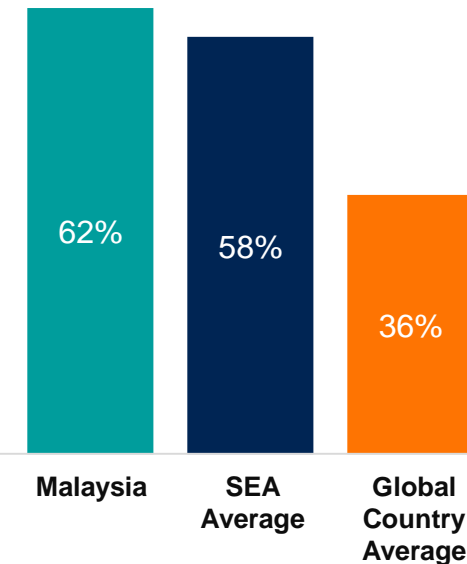
Q: Products and services using artificial intelligence make me nervous
% Agree (Very/Somewhat)



Q: AI will change how you do your current job
% Agree (Very/Somewhat)



Q: AI will replace your current job
% Agree (Very/Somewhat)



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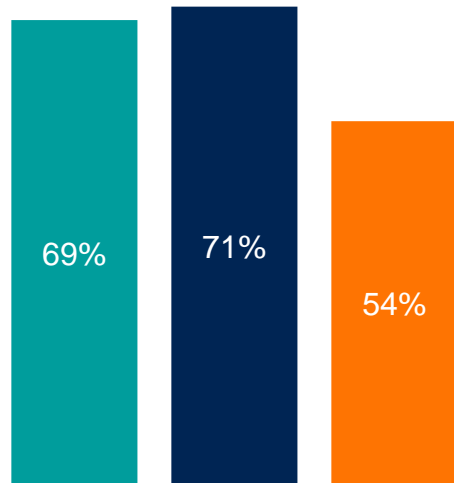
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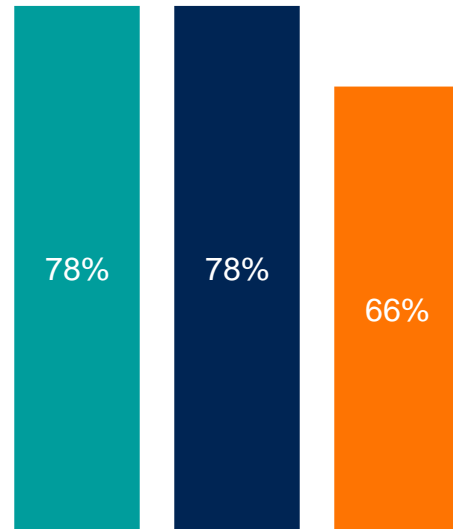
HOWEVER, SOUTH-EAST ASIANS AND MALAYSIANS TEND TO BELIEVE THAT AI HAS MORE BENEFITS THAN DRAWBACKS, ESPECIALLY AS IT IS EXPECTED TO PROFOUNDLY CHANGE THEIR DAILY LIFE. IN COMPARISON TO DEVELOPED MARKETS, THE REGION HAS MORE TRUST IN AI.

Q: Products and services using artificial intelligence have more benefits than drawbacks
% Agree (Very/Somewhat)



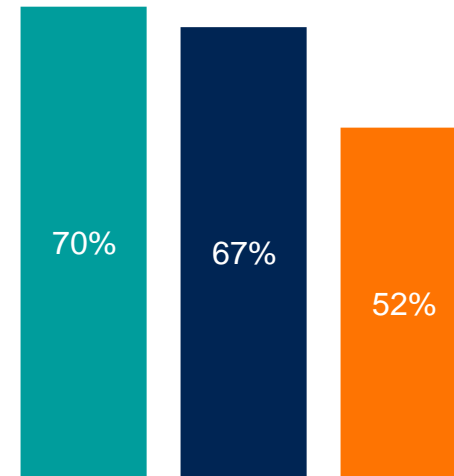
Malaysia SEA Average Global Country Average

Q: Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years
% Agree (Very/Somewhat)



Malaysia SEA Average Global Country Average

Q: I trust companies that use artificial intelligence as much as I trust other companies
% Agree (Very/Somewhat)



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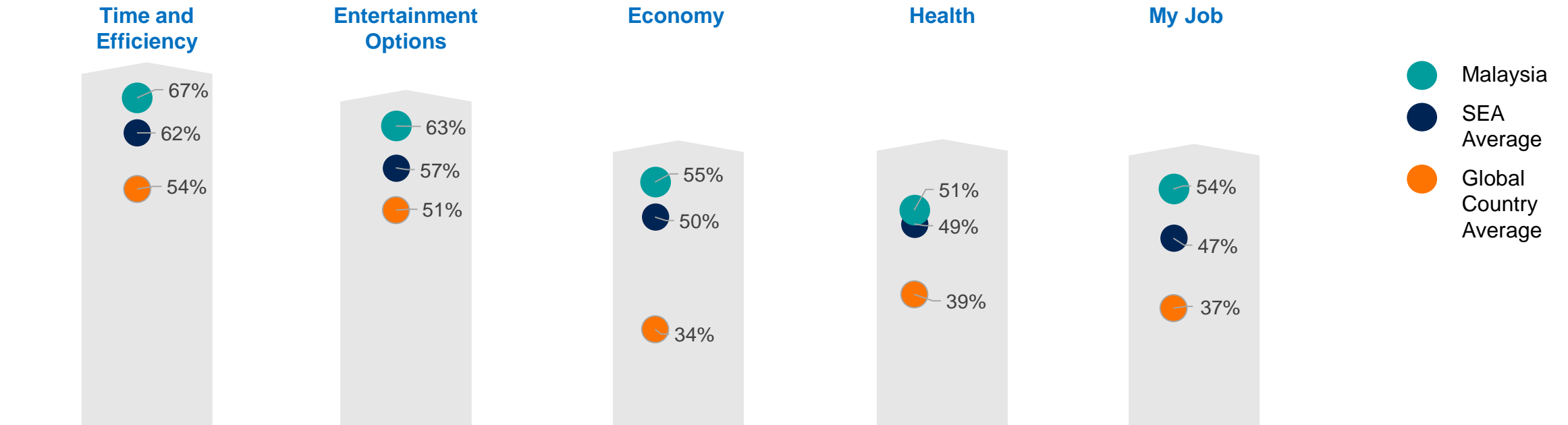
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THE GENERAL PERCEPTION IS THAT AI WILL IMPROVE OUR LIVES, ESPECIALLY IN TERMS OF TIME, EFFICIENCY AND ENTERTAINMENT.

Do you think the increased use of artificial intelligence will make the following better, worse or stay the same in the next 3-5 years?
% Better (Much/Somewhat)



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AI. 2023 Malaysians Opinion and Expectations on Artificial Intelligence

Malaysians, like other countries in Asia, have a positive attitude towards Artificial Intelligence (AI) and associated products and services. A younger population with the ability to adapt to the latest technology and the role technology plays in improving the quality of life in developing countries might be contributing to this outlook.

However, AI does make some Malaysians nervous, especially with the possibility of AI changing the nature of jobs or replacing current jobs altogether. Hence general excitement about AI is balanced with an anxious restraint about fundamental changes AI might bring to daily lives in Malaysia.

Malaysians, like their neighbours in Southeast Asia, tend to overestimate their knowledge of AI and the types of products and services where AI is being used. Artificial Intelligence is fast evolving and will continue to do so at an accelerating pace in the near future. Individuals and Governments need to be conscious and ready to face the societal transition that follows, while enjoying the benefits of AI adoption.



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