

IPSOS PRESS RELEASE ARTIFICIAL INTELLIGENCE (AI) MONITOR

*What do Malaysians feel about
Artificial Intelligence (AI)?*

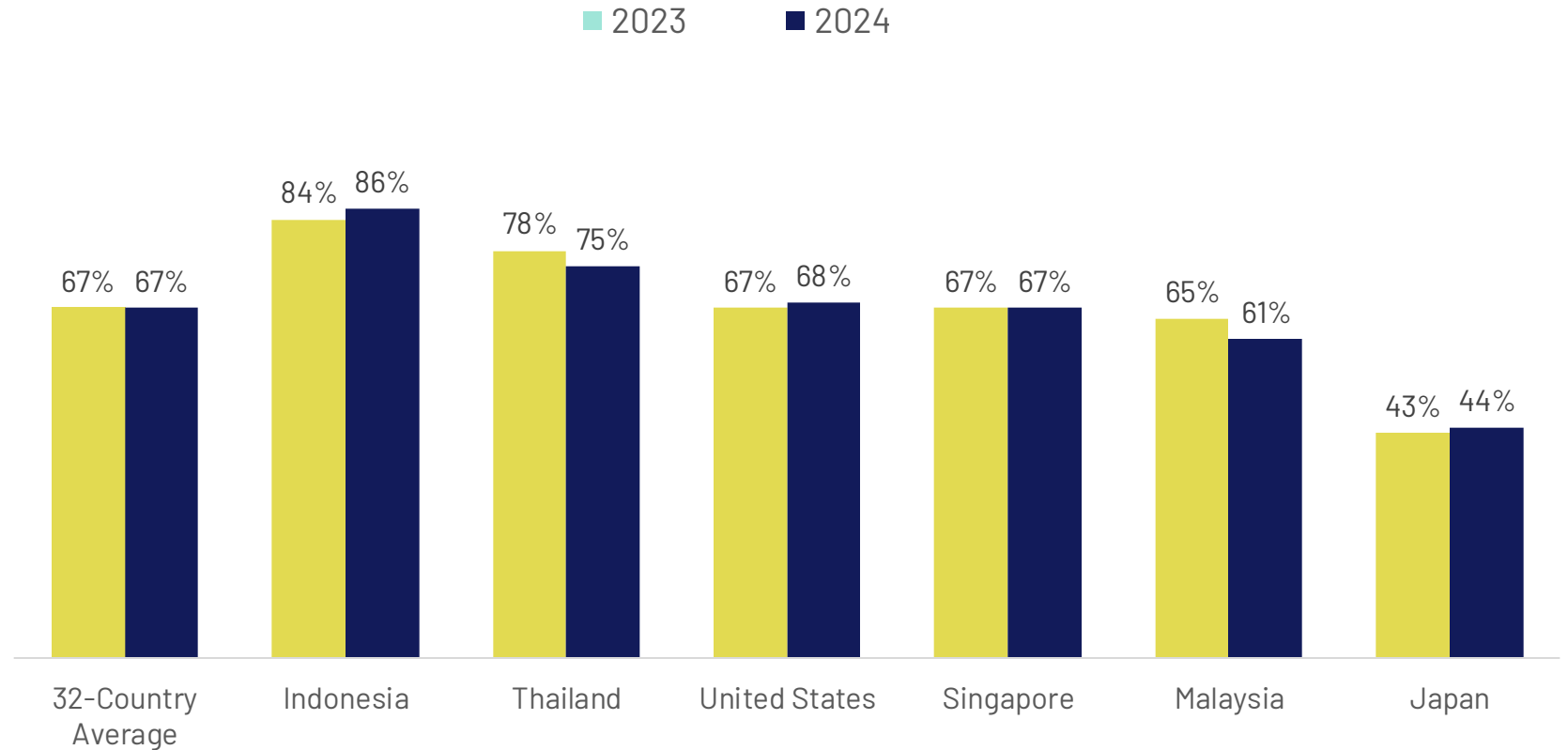
July 2024



6 out of 10 Malaysians claim to have good understanding of AI

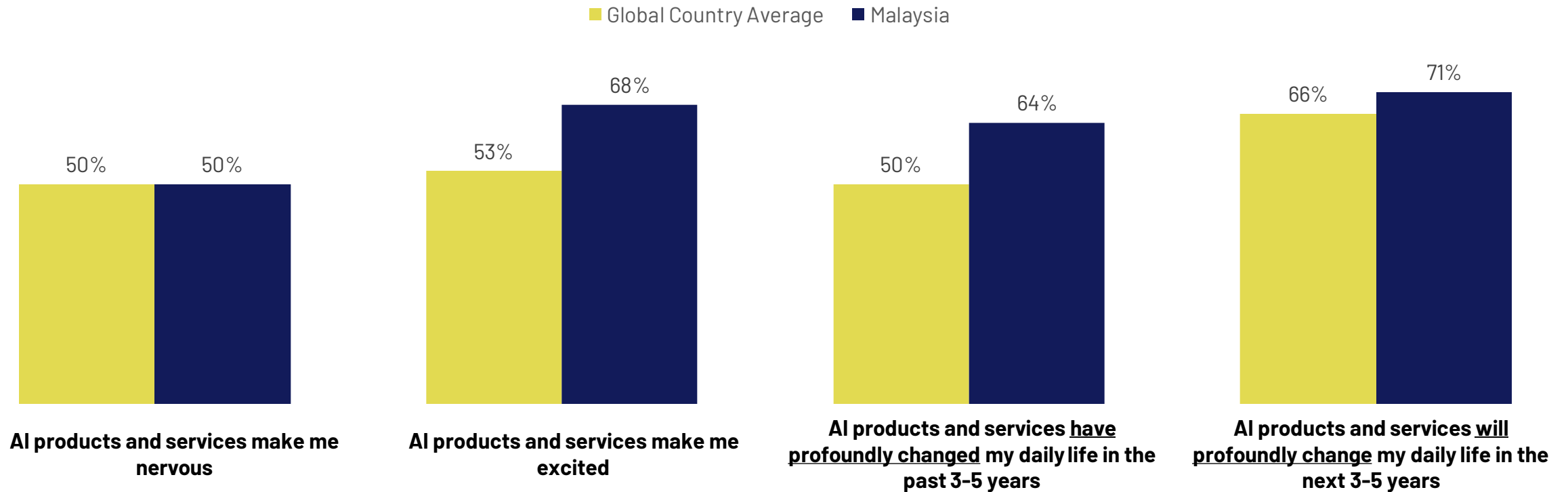
Indonesians and Thais claim to have high confidence about their understanding about AI, while Japan is one of the lowest. Developed economies, such as USA and Singapore, are on par with the global average.

I have a good understanding of what Artificial Intelligence (AI) is (% of agree)



Based on interviews with over 500 adults aged 18+ in Malaysia; 23,685 online adults under age 75 across 32 countries, in April 19 – May 3, 2024

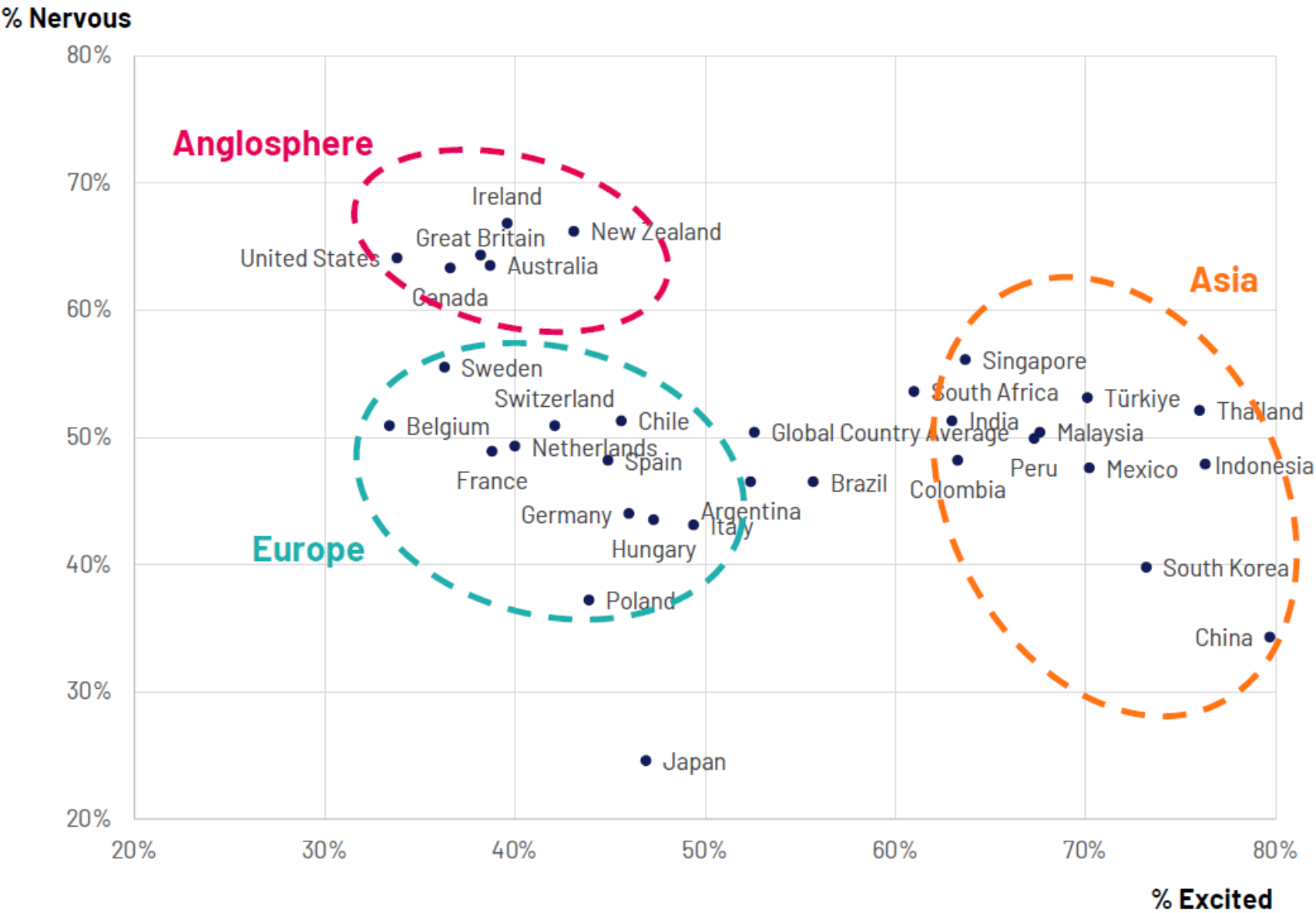
Malaysians are expecting AI to bring substantial changes in their lives. They feel nervous, but greatly excited about it.



Based on interviews with over 500 adults aged 18+ in Malaysia; 23,685 online adults under age 75 across 32 countries, in April 19 – May 3, 2024

Asians are more excited about AI than the European and Anglosphere citizens

China, Indonesia, Thailand, and South Korea show higher excitement about AI.

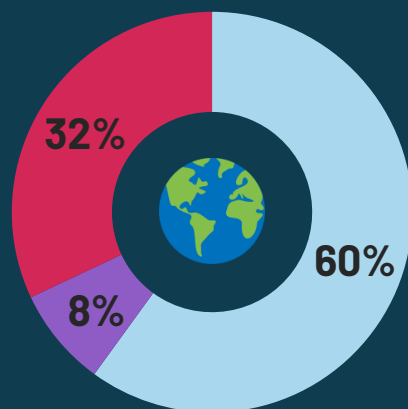


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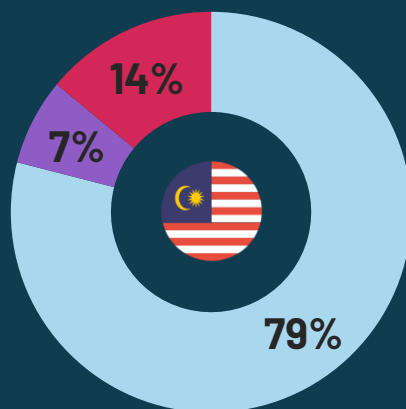


Malaysians, compared to the global average, are more likely to believe that AI will change or replace their jobs in near future.

How likely do you think it is that AI will change how you do your job in the next five years?

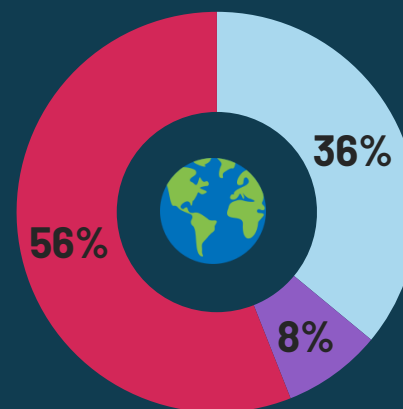


32-Country Average

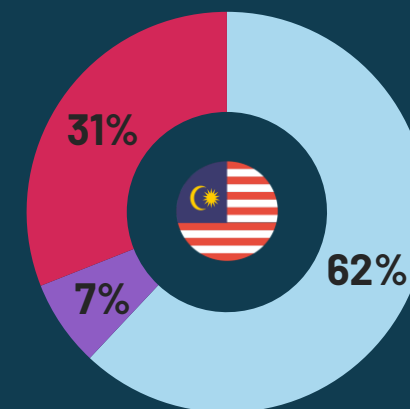


Malaysia

How likely do you think it is that AI will replace your current job in the next five years?



32-Country Average



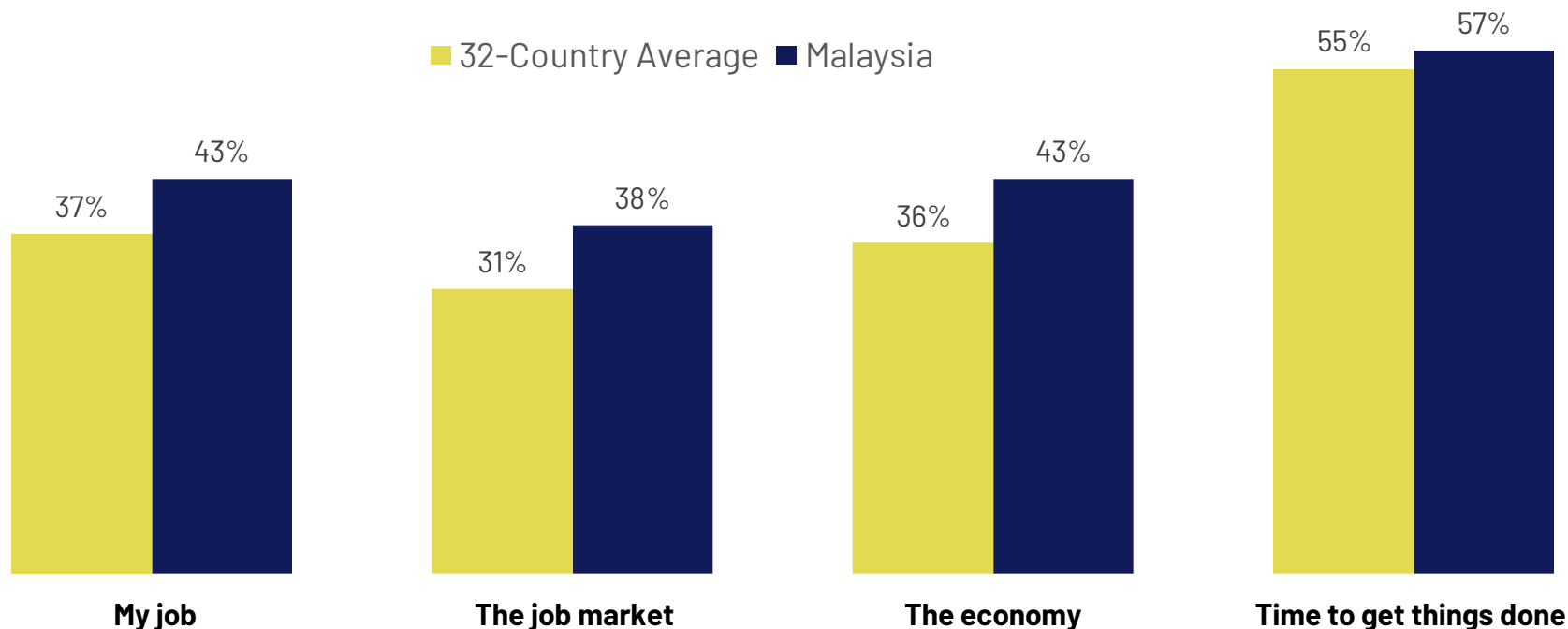
Malaysia

■ Likely ■ Neutral ■ Unlikely

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Despite the nervousness, many Malaysians agree that AI will make things better and contribute to the economy and their jobs.

Do you think the increased use of AI will make things better in the next 3-5 years?



Based on interviews with over 500 adults aged 18+ in Malaysia; 23,685 online adults under age 75 across 32 countries, in April 19 – May 3, 2024

What do Malaysians feel about Artificial Intelligence (AI)?

The rapid evolution of generative AI platforms over the past year has ushered in a new era of artificial intelligence (AI), bringing significant changes to the lives and businesses around the world. Ipsos 32-country survey reveals that 2 out of 3 people across the world claims that they have a good understanding of AI. In Malaysia, the number is slightly lower compared to our SEA neighboring countries like Indonesia, Thailand and Singapore.

Malaysians display great excitement about AI. However, this is also tempered with a degree of nervousness. The impact of AI on the job market seems to be apparent to Malaysians, as they anticipate potential redundancies of their current jobs. Despite this, many are optimistic that AI will make things better and contribute to the economy. This optimism is shared across Asian/developing economies compared to European/developed markets.

As individuals, business and governments increasingly adapt AI to their daily lives/workplaces, there are pressing questions on the pace of AI regulations and the need for upskilling talents.



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Game Changers

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

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So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.

THANK YOU

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