

AI TRACKER

# ARTIFICIAL INTELLIGENCE

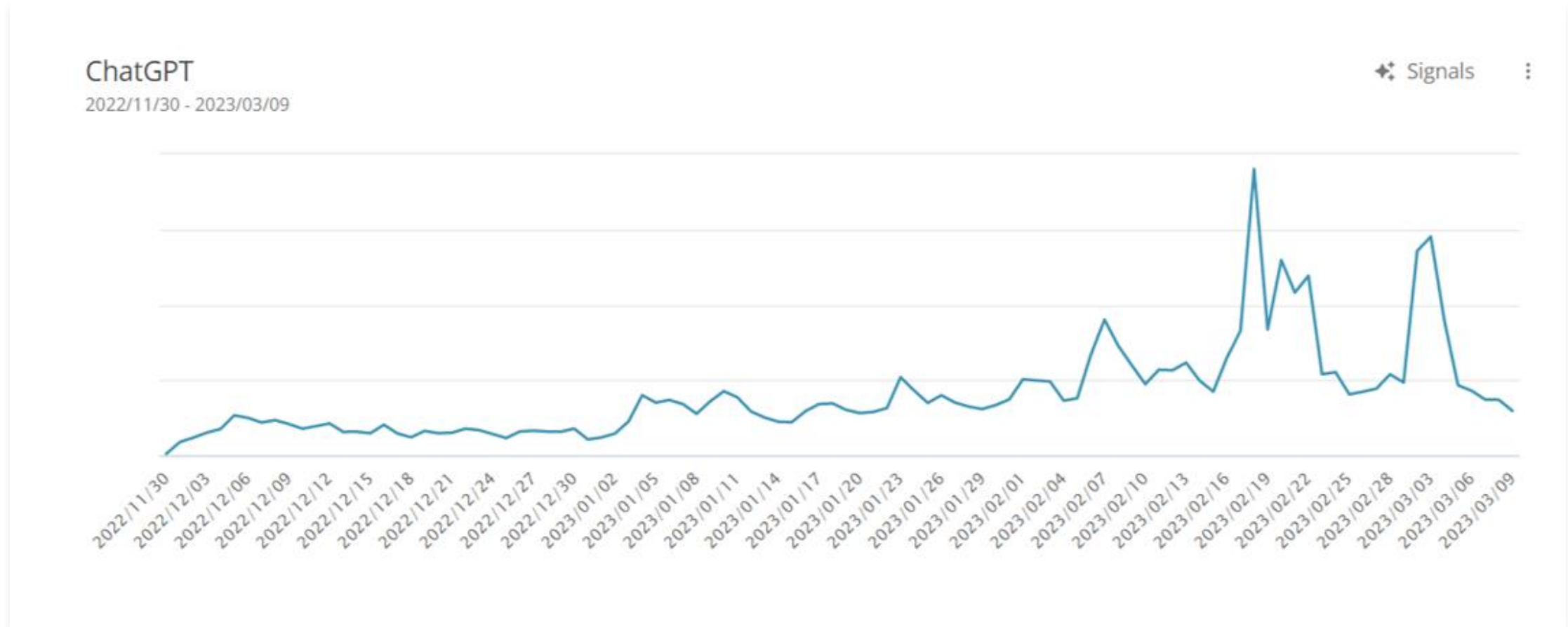
Lorenzo Larini, NA CEO, Ipsos  
March, 2023

AI

GAME CHANGERS




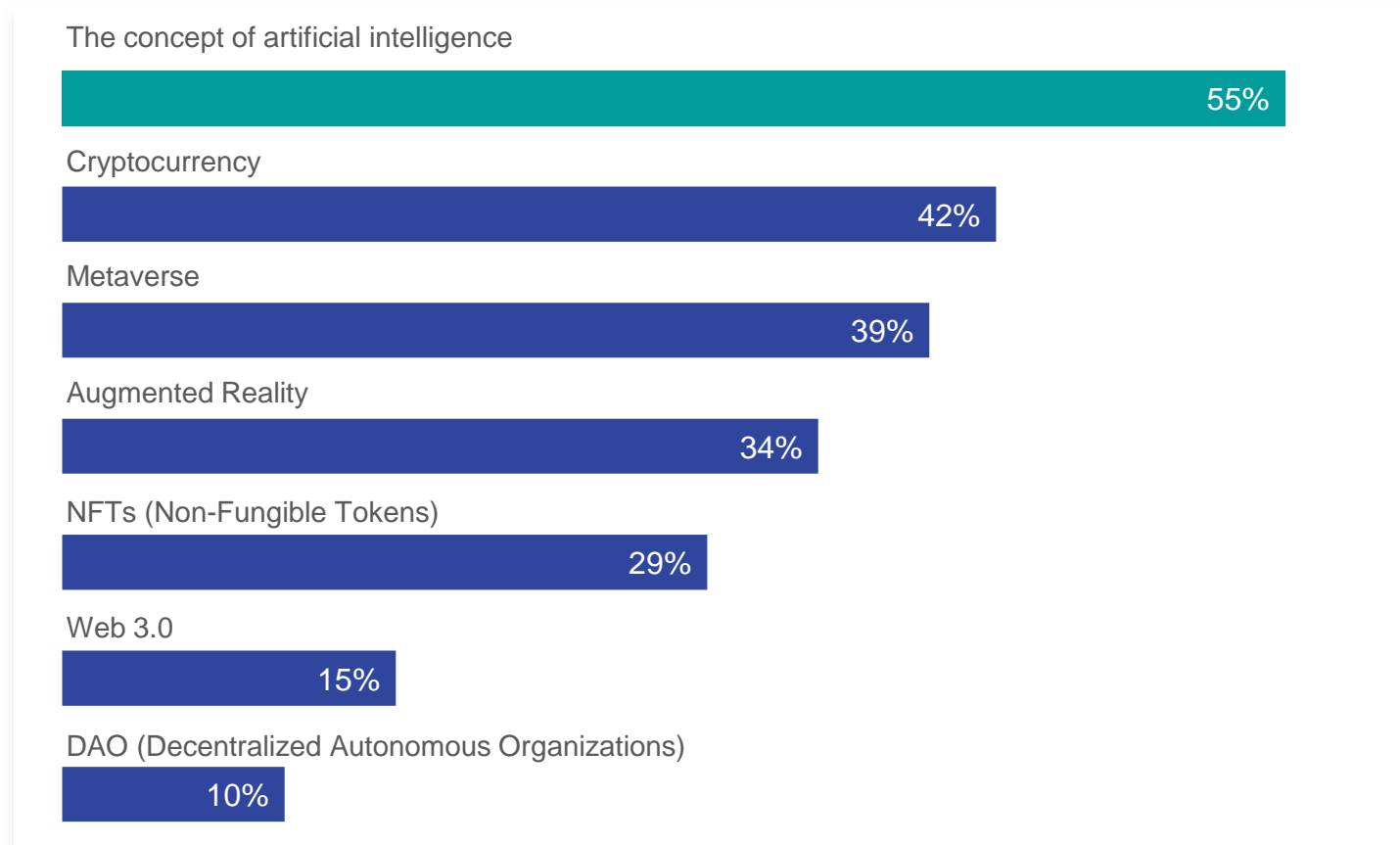
# ChatGPT social conversations peaked in Feb and March 2023



Source: Ipsos Synthesio Topic Modeling data collected of global English-language mentions related to ChatGPT from 11/30/2022 to 3/9/2023.

# AI Awareness is relatively high among the "buzzy" tech concepts, higher than Crypto

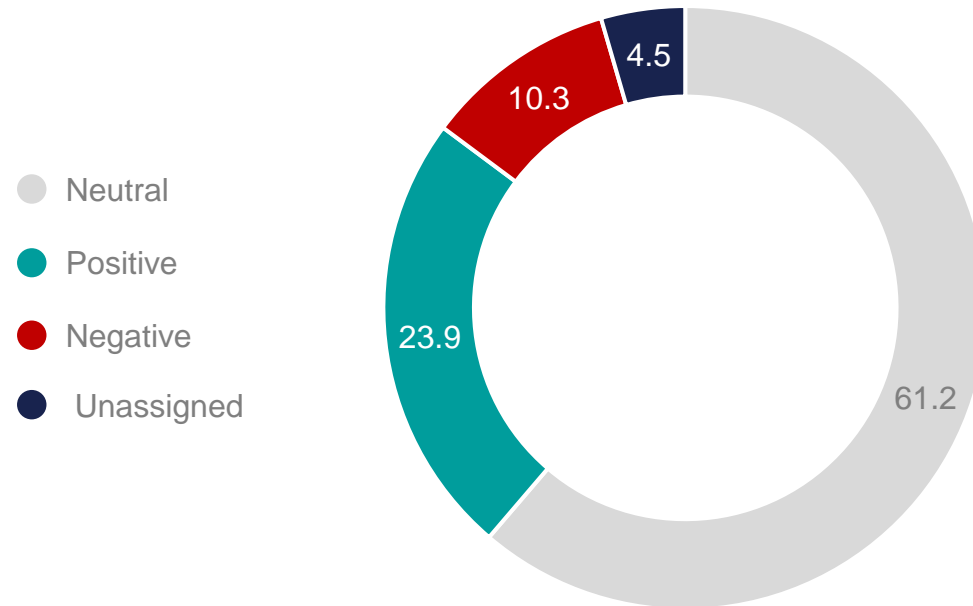
Q: How familiar, if at all, are you with each of the following? - Familiar Summary



Low familiarity in general about Tech Concepts, with AI among the highest

Source: Ipsos Consumer Tracker, fielded February 28 – March 1, 2023 among 1,105 U.S. adults

## Though more positive, social conversations started to show a few negative mentions



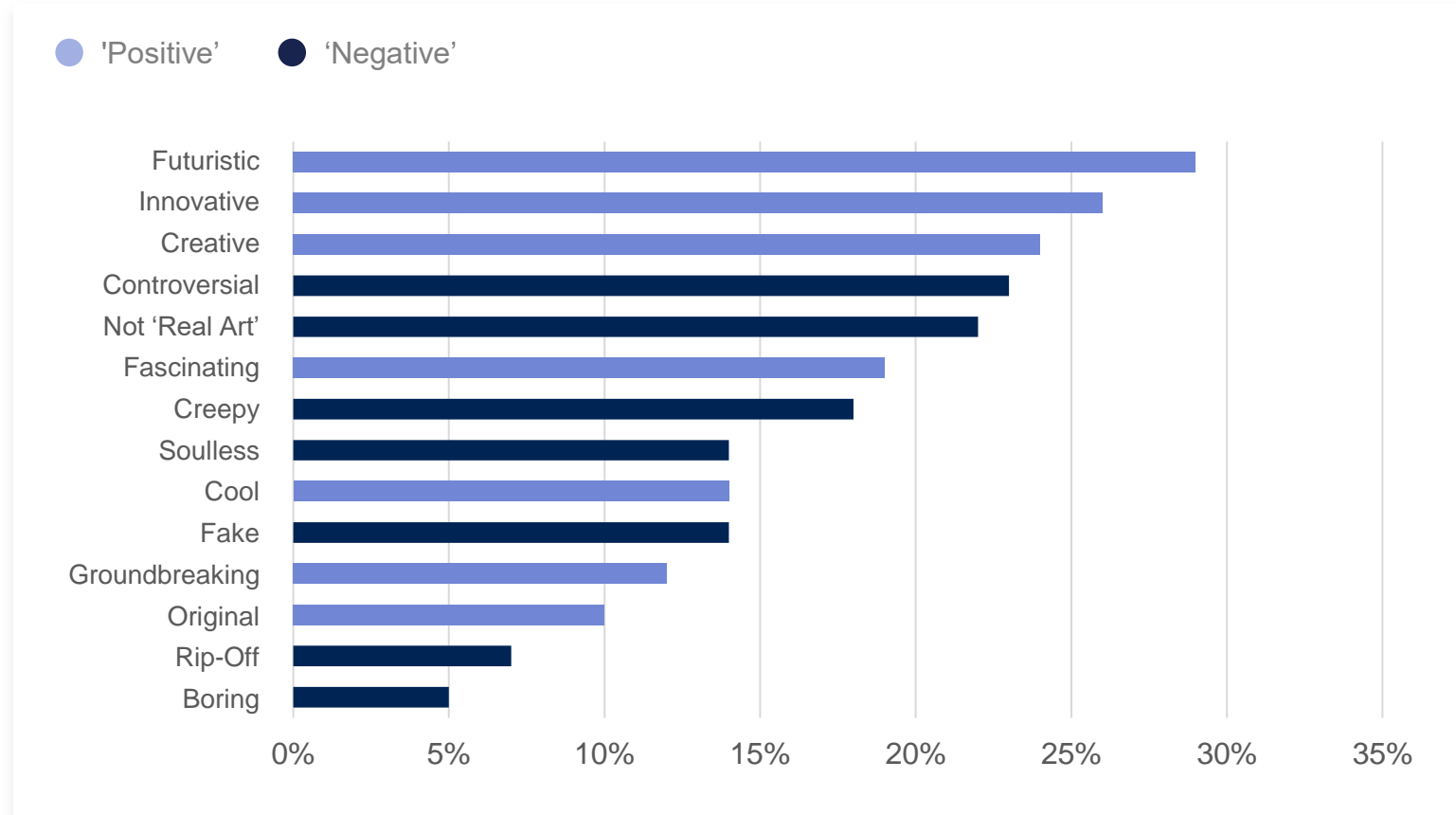
- Top phrases in positive mentions include: 'make money,' 'new era,' 'artificial intelligence NFT'
- Top phrases in negative mentions include: 'search engine' (mentions related to ChatGPT not comparing to Google), 'fake news' and 'political bias'

Source: Ipsos Synthesio Topic Modeling data collected of global English-language mentions related to ChatGPT from 11/30/2022 to 3/9/2023.

## Of the words describing AI, a few emerging negative choices

Q: AI is now being used to create works of art, books, news stories, movies and TV animations and more. Which of the following words would you use to describe these works?

### Words to describe Generative AI content



- We asked ChatGPT to seed a list of words people might use to describe AI content and then surveyed people about which they actually would use.

Source: Ipsos Consumer Tracker, fielded February 28 – March 1, 2023 among 1,105 U.S. adults

# People think AI can improve productivity in the workplace, but it can also increase bias and inaccuracies

Q: Please indicate how much you agree or disagree with the following statements.

● Strongly agree      ● Somewhat agree      ● Don't Know  
● Strongly disagree      ● Somewhat disagree

Using AI in the workplace can save time and resources



AI-generated written work may contain biases or inaccuracies

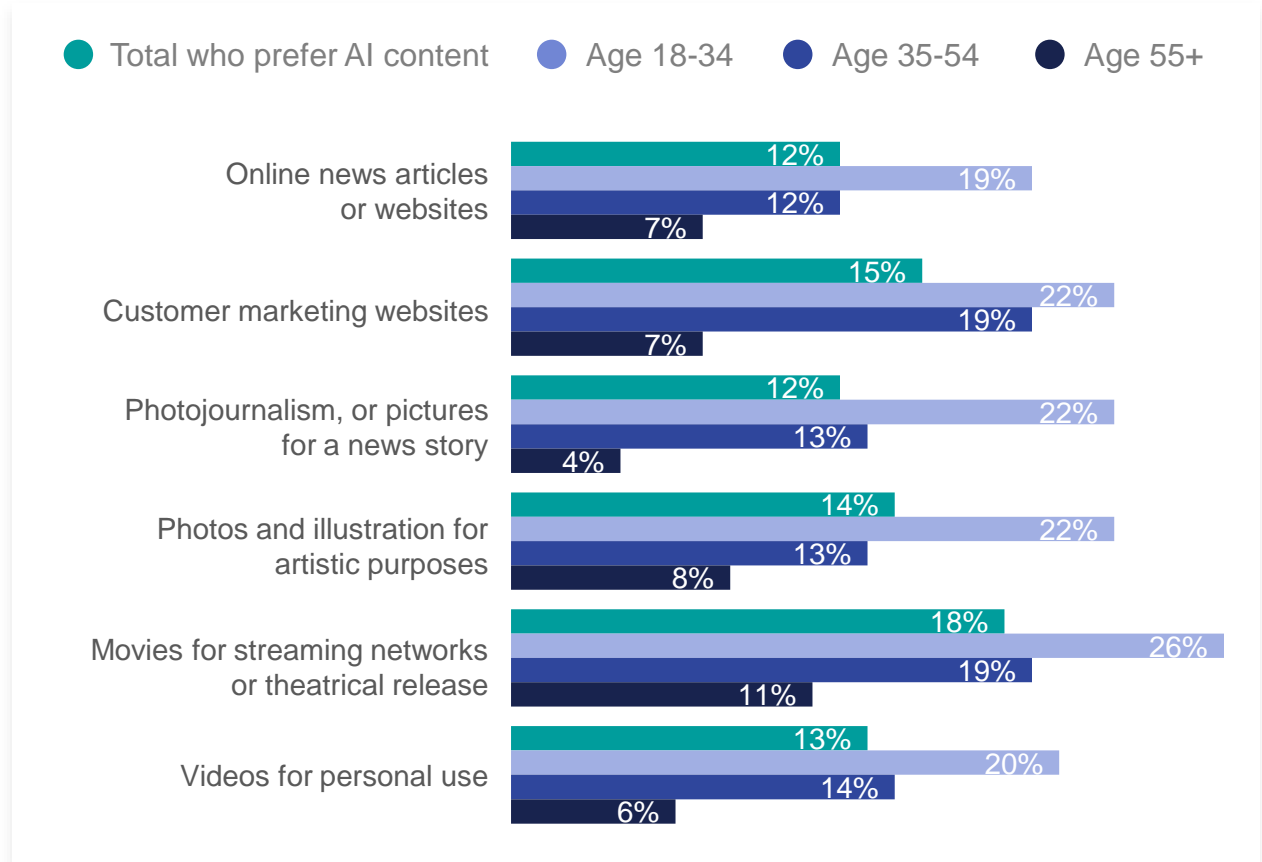


- 62% say Using AI in the workplace can save time and resources ..
- .. But 56% also say gen AI can produce bias or inaccuracies

Source: Ipsos Coronavirus Consumer Tracker, fielded January 18 – 19, 2023 among 1,119 U.S. adults  
Note: We believe this is the first survey question drafted with help from an AI that was fielded by a polling firm.

# Younger Americans are more likely to prefer AI-driven content, but humans still favored

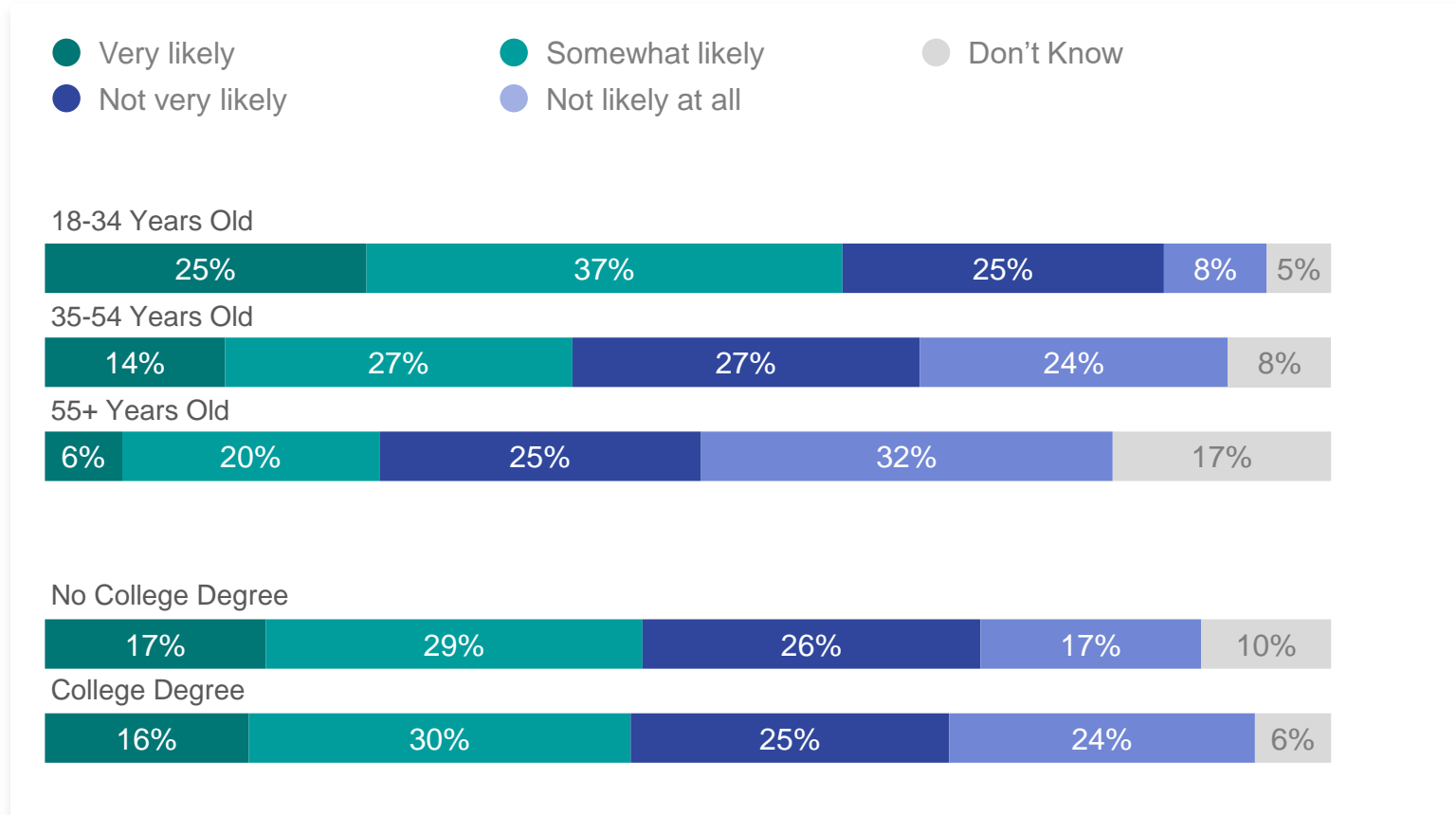
**Q:** As you may know, AI tools are already being used to create text, images, videos, and movies. For each of the following, please indicate how much you would prefer human-driven content or AI-driven content.



Source: Ipsos Consumer Tracker, fielded February 14 – February 15, 2023 among 1,109 U.S. adults

# Younger Americans are confident AI will change how they do their jobs in next 5 years

Q: How likely, if at all, do you think it is that AI will change how you do your current job in the next 5 years?



When workers were asked if AI would **change their jobs** in the next five years: 46% overall and 62% of younger workers think it's likely. The responses were not differences based on educational attainment.

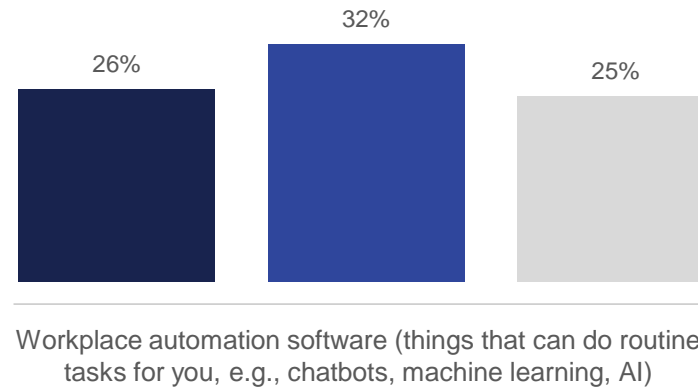
Source: Ipsos Consumer Tracker, fielded January 31 – February 1, 2023 among 592 U.S. adults in the workforce



# Workers are still very divided about workplace automation software

Q: Which of the following technologies, if any, do you want your employer to invest in to do your job well or better?

● Agree ● Disagree ● Don't Know



Source: Ipsos survey conducted Sept. 23-28, 2022, among 1,093 currently employed U.S. adults.



**In What the Future:** We asked about technologies that people want their employers to invest in. Hybrid workers especially would like to see investment in AI tools.

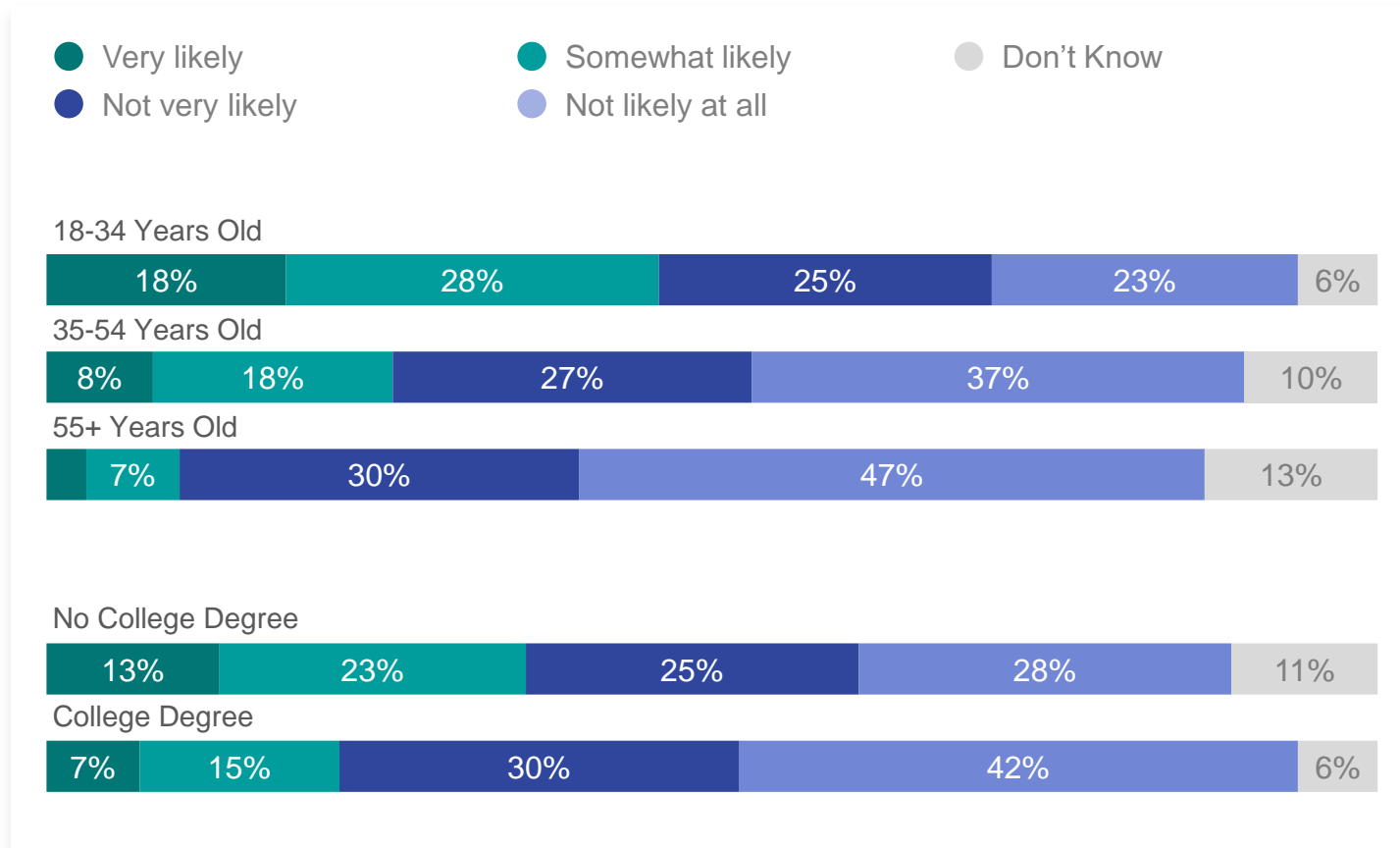
SECTION 01

# Is AI coming for our jobs?



# Younger Americans think AI will replace their jobs in next 5 years

Q: How likely, if at all, do you think it is that AI will replace your current job in the next 5 years?



Source: Ipsos Consumer Tracker, fielded January 31 – February 1, 2023 among 592 U.S. adults in the workforce

What about being outright replaced or displaced by AI in the next five years?

46% of younger workers think so.

Those without a college degree were much more likely to say that AI could replace their work.

Further, ChatGPT itself analyzed the data and found:

- Household income also appears to be a factor, with those earning under \$50,000 more likely to believe their job could be replaced by AI in the next 5 years, compared to those earning \$100,000 or more.

# Two in three think government should act on AI to protect jobs and prevent more income inequality and polarization

Q: How much do you agree or disagree with the following statements?

● Agree ● Disagree ● Don't Know

AI will create new jobs and opportunities to make up for the jobs that are lost



The government should take action to prevent the potential loss of jobs due to AI



Increased use of AI will lead to more income inequality and a more polarized society



● Agree ● Disagree ● Don't Know

The government should take action to prevent the potential loss of jobs due to AI

Republican



Democrat



Independent



Source: Ipsos Consumer Tracker, fielded January 31 – February 1, 2023 among 1,118 U.S. adults

SECTION 03

## Other Uses For AI



# People really don't love customer service chatbots

Q: Thinking of your experience(s) with customer service chatbots, how much do you agree or disagree with the following?

Q: The following questions are about the automated chat feature many business websites have added for certain customer service tasks. Have you chatted with an automated customer service chatbot?

# 68%

have used an **automated customer service chatbot**

Most of the time, the chatbot can solve my problem effectively

35%

My problems usually need to be solved by a live customer service representative

85%

Customer service chatbots are frustrating

77%

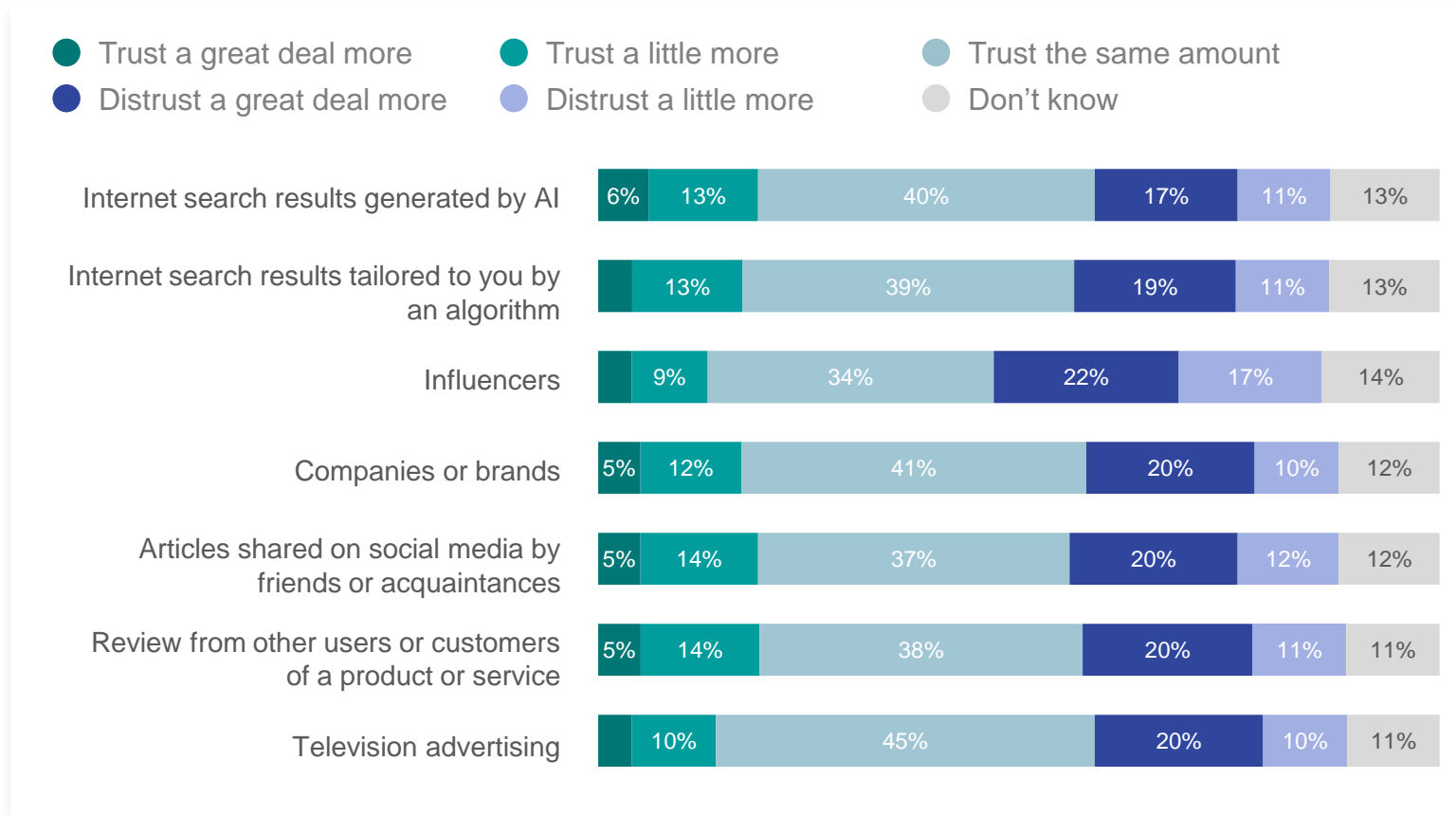
I prefer to talk to a person when I need customer service help

88%

Source: Ipsos Consumer Tracker, fielded January 31 – February 1, 2023 among 770 adults who have used a chatbot

# People are likely to distrust some forms of AI-assisted content

Q: Now, if AI were to be more widely used by the following, would that make you trust them more, less or the same?



- Distrust outranked trust across the board, often by two to one.
- For influencers, people are **three times** as likely to say they would lose trust rather than gain.
- A plurality in almost all cases would trust the same amount.

Source: Ipsos Consumer Tracker, fielded February 14 – February 15, 2023 among 1,109 U.S. adults