



ZEITGEIST

An international perspective on the acceptance and use of AI.



Insights into AI Perception



Artificial intelligence does a lot. It protects us. For example, from 30 000 attacks per minute against our networks, thanks to pattern recognition. It increases productivity through chatbots that make knowledge easily accessible. And: AI inspires. For example, by turning research into a conversation. And everything between art and knowledge seems just a prompt away.

I am convinced that we need to take advantage of the opportunities offered by AI without being naive about the risks. At Deutsche Telekom, we adopted guidelines for artificial intelligence back in 2018. The most important one: humans retain ultimate control. Innovations should make life better. And not cause any harm. For us at Deutsche Telekom, we make technology for humans – human-centered technology.

That is why we have investigated how people in different countries perceive AI, in the US and in Europe. Our study shows that there are still doubts about AI. But this concern is by no means a German invention. What we see is that people admire AI – but demand transparency from companies. Whether AI makes the better decisions is an international question. But it could write the better love letters – you can find them in France.

For me, it is clear that we need to put AI into practice even more. Use it for real solutions. Like in climate protection and for less bureaucracy. There are good ideas. Products too. Away from the hype. Away from glorification and demonization. This requires further training, openness and a keen eye. The willingness not just to type prompts, but to ask questions. Because what we question today will protect our future tomorrow.

I wish you an insightful read. Stay curious.

Yours, Claudia Nemat.

Content*

1. Feelings towards Artificial Intelligence
2. Evaluation of Risks and Opportunities
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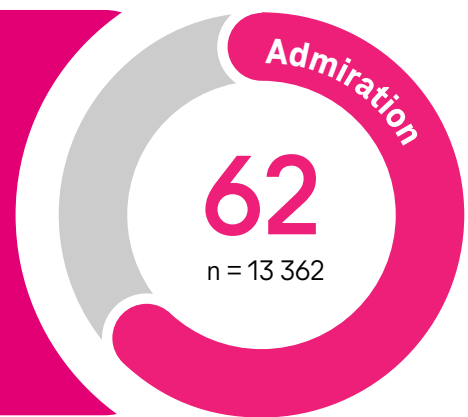


1. Feelings towards Artificial Intelligence

The development of AI applications is a **source of fascination**, most strongly in Romania and Poland, least in Sweden and France.

The **admiration index** measures the feeling of fascination associated with the **ever-increasing possibilities of AI**.

On the scale, 0 corresponds to no admiration and 100 to maximum admiration.



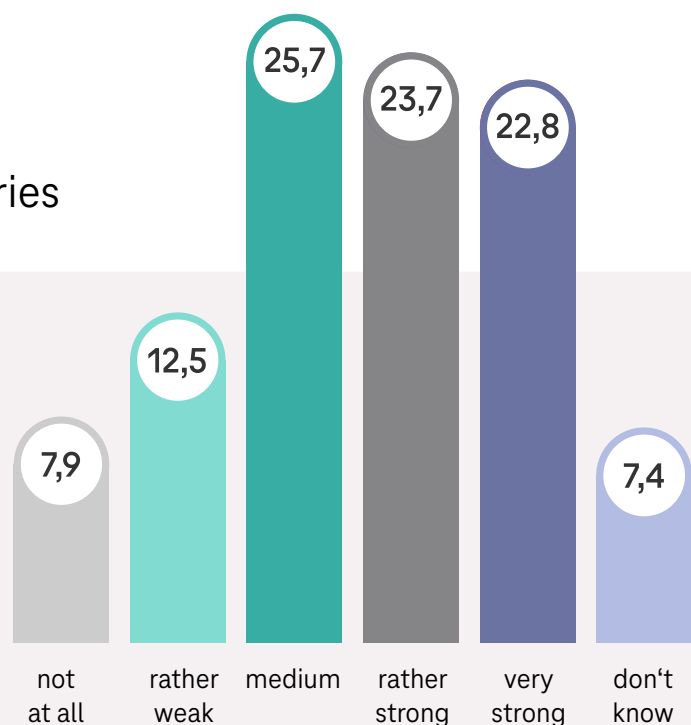
At the same time, the study participants have a feeling of concern when they think about the use of AI.

Feeling of concern

Overall comparison of all countries

What feelings do you have when you currently think about the use of AI? And how strong are the feelings mentioned here for you on a scale from "not at all" to "very strong"? - Feeling of worry.

Data in percent

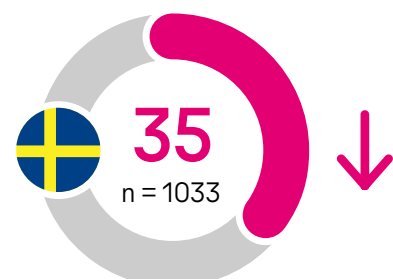
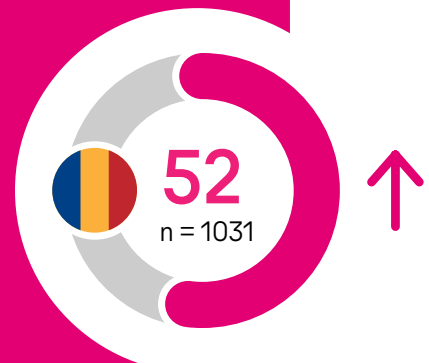
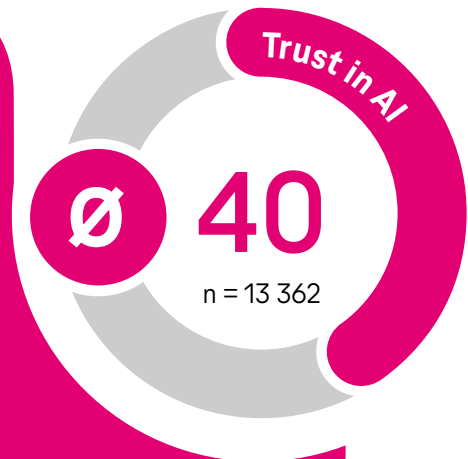


1. Between Hope and Uncertainty

When it comes to the question of whether AI is helping humanity **rather than endangering it**, there is **significant uncertainty**.

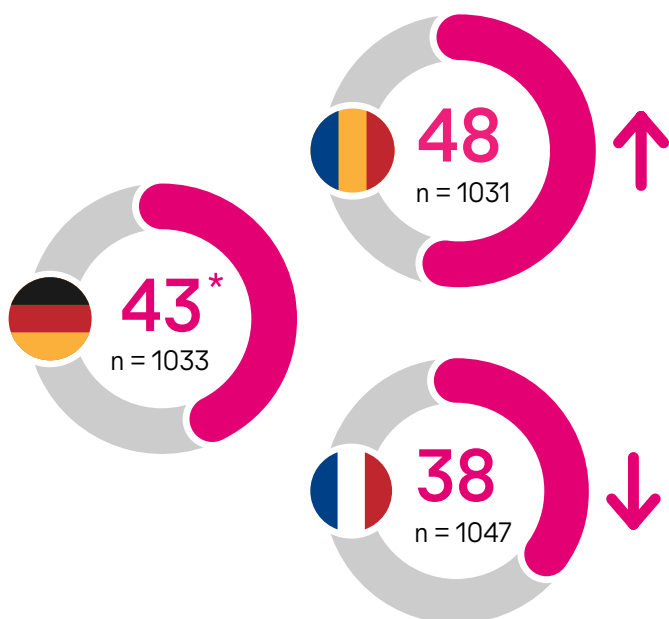
On the scale, 0 corresponds to no trust and 100 to maximum trust. The average score of all study participants is 40.

With a value of 52, people in Romania have the greatest trust among respondents that AI will help humanity. The lowest score was given by people in Sweden.



2. Evaluation of Risks and Opportunities

In all thirteen countries in the study, the risks of AI are considered to be greater than the opportunities.



In Romania, the ratio is almost balanced.
(risk-opportunity index value of 48)

In France, people find it harder to see more opportunities than risks in AI.
(risk-opportunity index value of 38)

The YouGov risk-opportunity index measures the balance between the positive and negative effects of AI. With a value below 50, the perceived risks outweigh the opportunities; with a value above 50, the opportunities outweigh the risks.

Although 25% of people in the USA see more opportunities through AI, as many as 40% see risks.



n = 1018

25%

40%



For many study participants, the willingness to use AI depends on the use cases. (See Chapter 6: Willingness to continue using AI applications.)



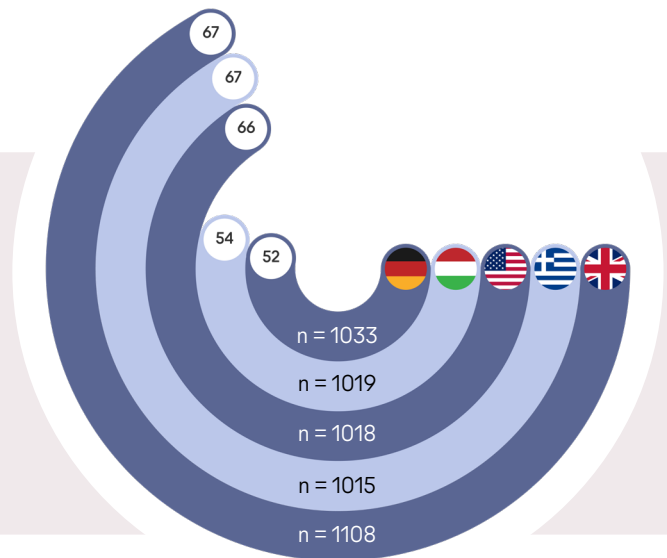
*In Germany, 36% of respondents see significantly more or more risks in the use of AI, but a further 36% see the same number of opportunities and risks. 20% even believe there are more or significantly more opportunities.

3. Personal Impact

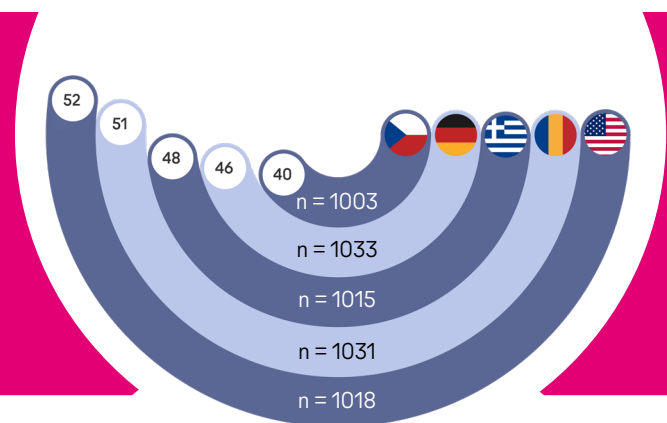
On a personal level, there are **concerns about surveillance** and control, but also the **belief that AI could simplify or enhance life**.

The values correspond to the proportion of responses with approval.

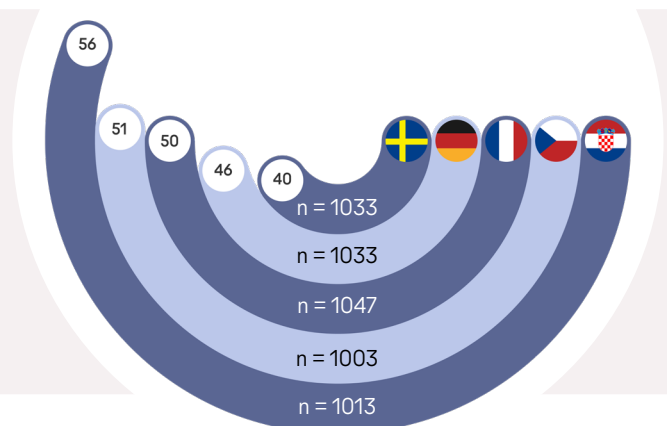
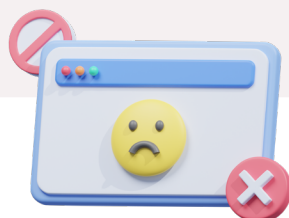
I am worried that AI could also be **used by governments to control and monitor me** personally.



I believe that AI could enable me to do things and **perform tasks that I couldn't do before**.



I fear that **AI-supported technologies could intervene** so much in my life in the future that I will **no longer be able to decide freely** about many things.

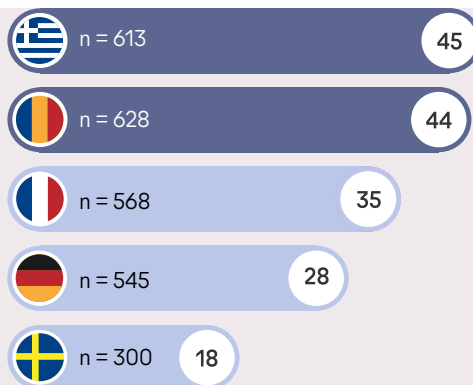


3. Impact on Work

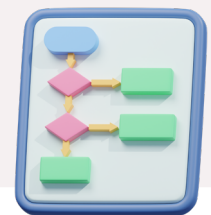
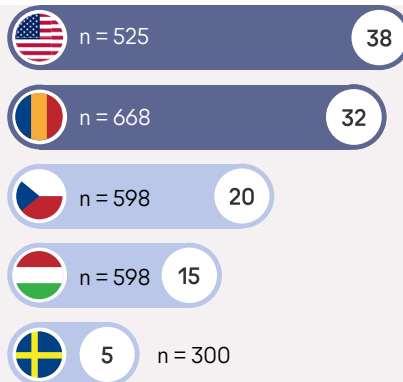
In Greece, Romania and Croatia in particular, **employees fear that AI will jeopardize their jobs**. This fear is less pronounced in Central European countries and Sweden.

The values correspond to the proportion of responses with approval.

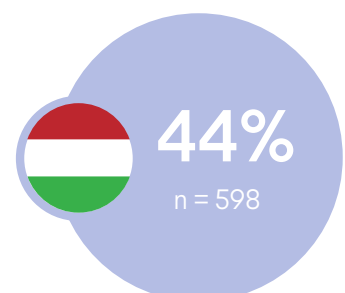
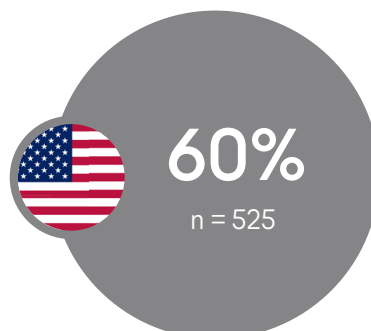
I am worried that **AI could sooner or later jeopardize my job**.
(Employees only)



I already **frequently integrate AI into my work processes**.
(Employees only)

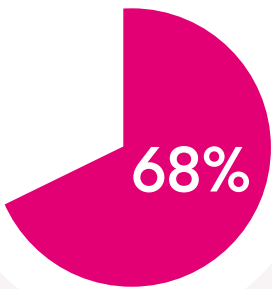


I would use AI at work if it enabled me to **perform tasks more efficiently**.
(Employees only)

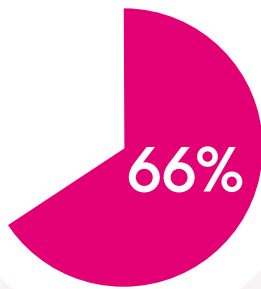


4. Societal Impact

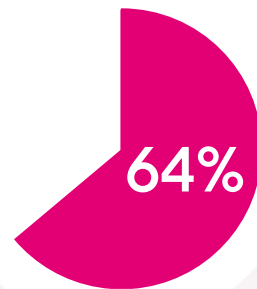
Misuse of data



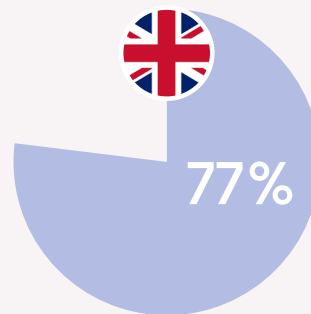
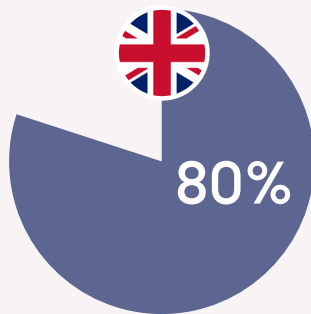
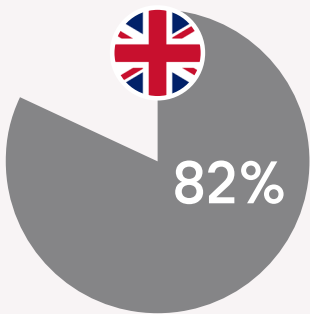
Influencing opinion through fake news



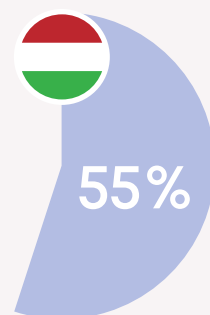
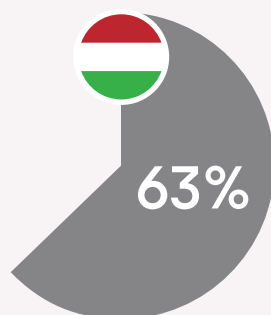
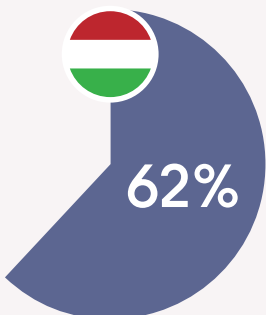
AI decisions remain unquestioned



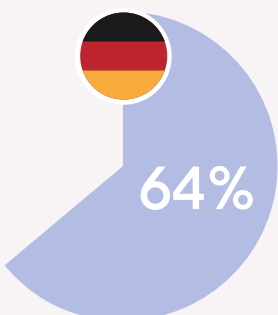
Around two thirds of all respondents have fears.
n = 13 362



British people express the most fears.
n = 1108



Hungarians are slightly less worried.
n = 1019

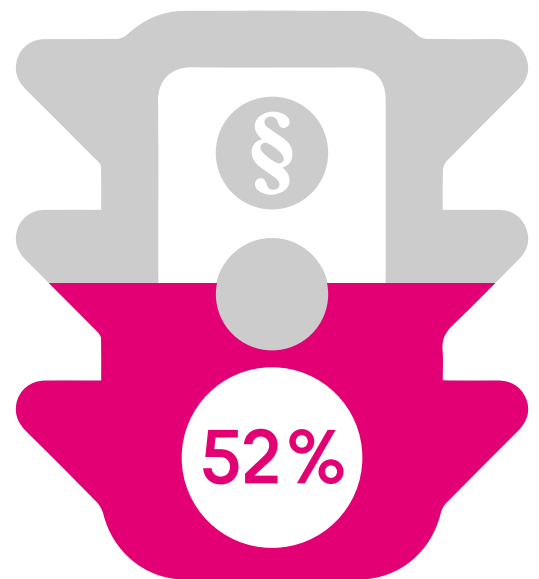


Germans rate AI risks as average compared to other countries.
n = 1033

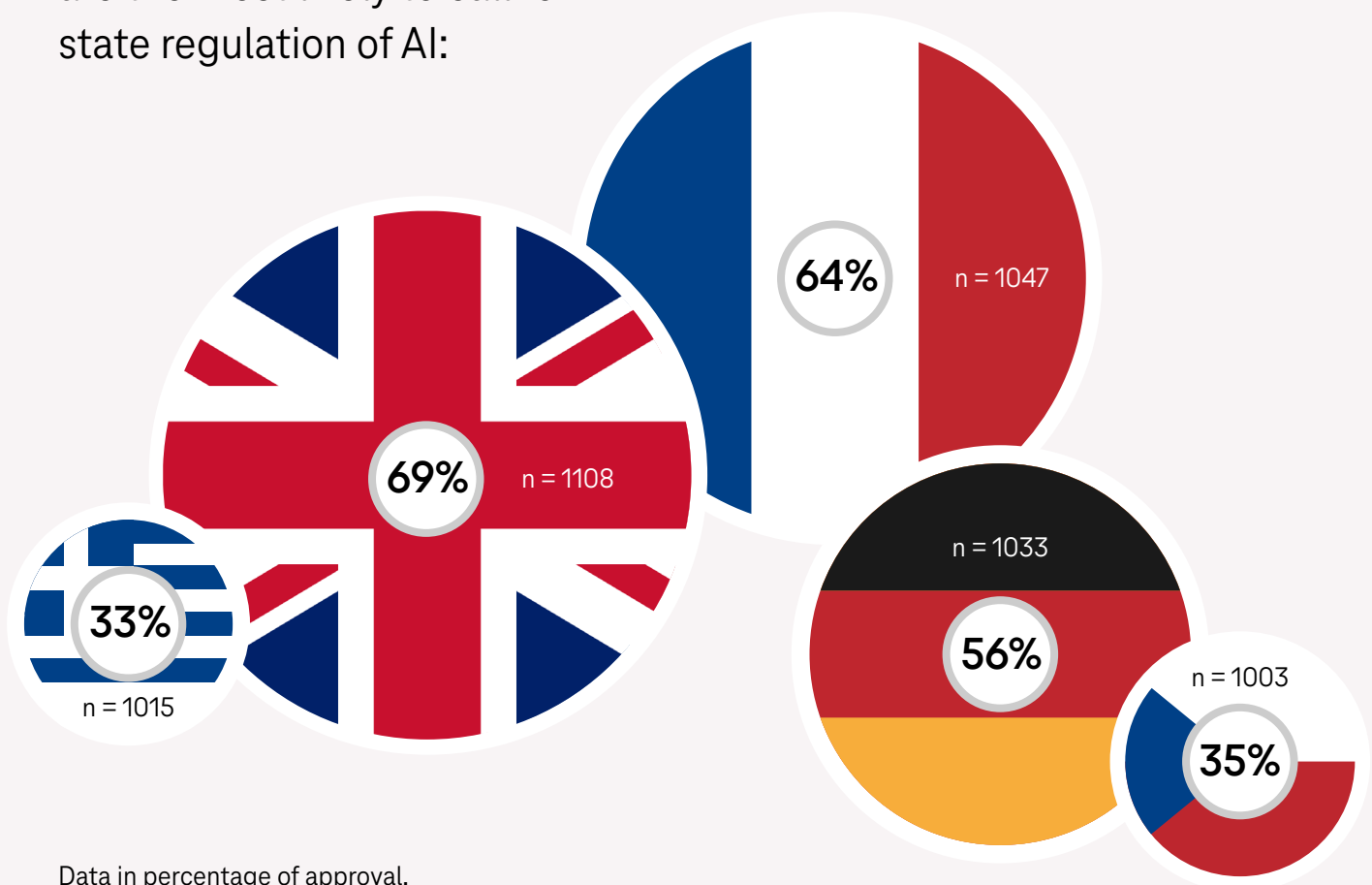
4. AI Regulation

52% of all study participants believe that the **use of AI should be regulated by the state.**

n = 13 362



People in the UK and France are the most likely to call for state regulation of AI:

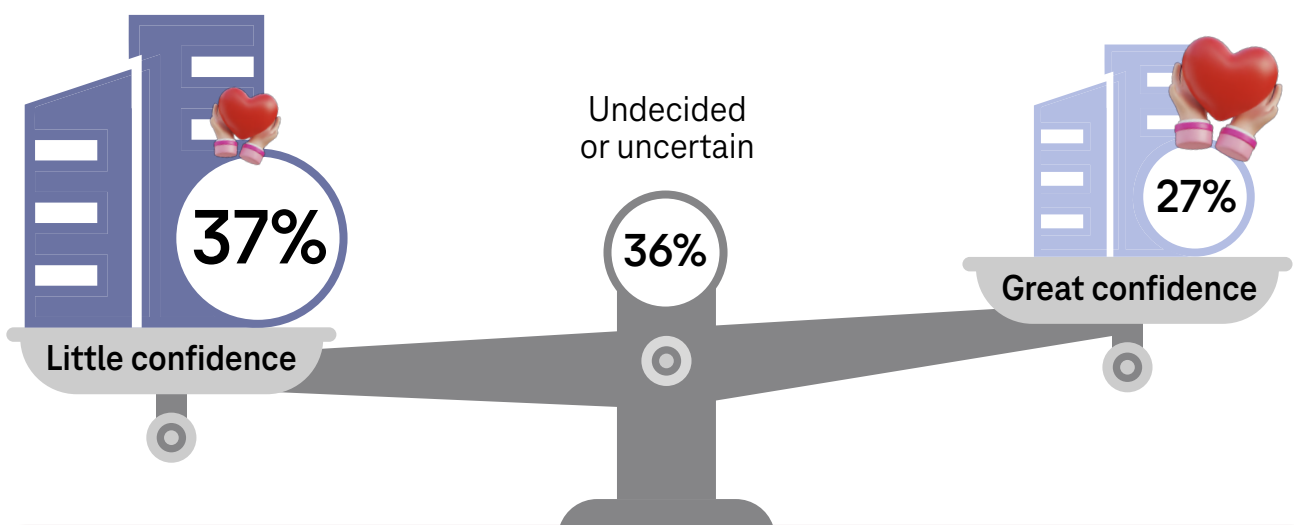


Data in percentage of approval.

5. Trust and Demands on Companies

Confidence that companies **use AI responsibly** is low.

Only 27% of respondents state that they have great confidence that companies will use AI responsibly.



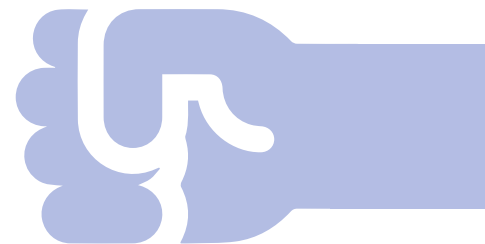
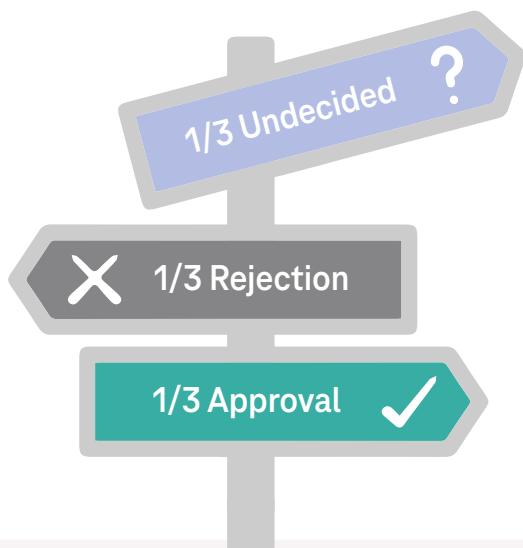
Does AI make better decisions than humans?

n = 13 362

68%

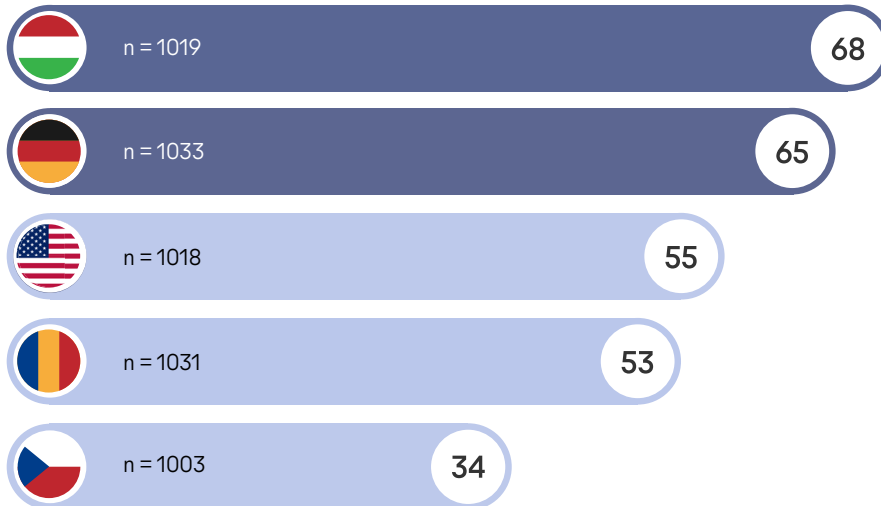
are for more transparency in AI

Strong demands on companies overall:



5. Ethical Principles

There are strong calls for ethical principles for the use of AI and its development.

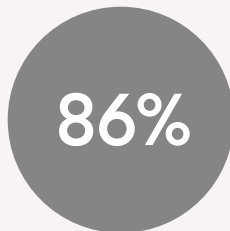


*I expect companies that use AI to **develop and adhere** to a corporate policy that follows **ethical principles**.*

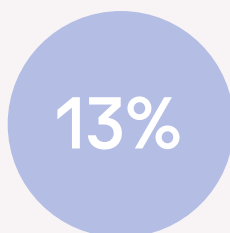
0 corresponds to no agreement and 100 to maximum agreement.

In the UK, people have **particularly little confidence in the responsible use of AI by companies**. Most would like to see **more transparency**:

*I think companies should make it **publicly transparent** the principles according to which the AI you use makes decisions.*



*I have great confidence that **companies will act responsibly** for the most part when using AI.*



Data in percentage of approval.

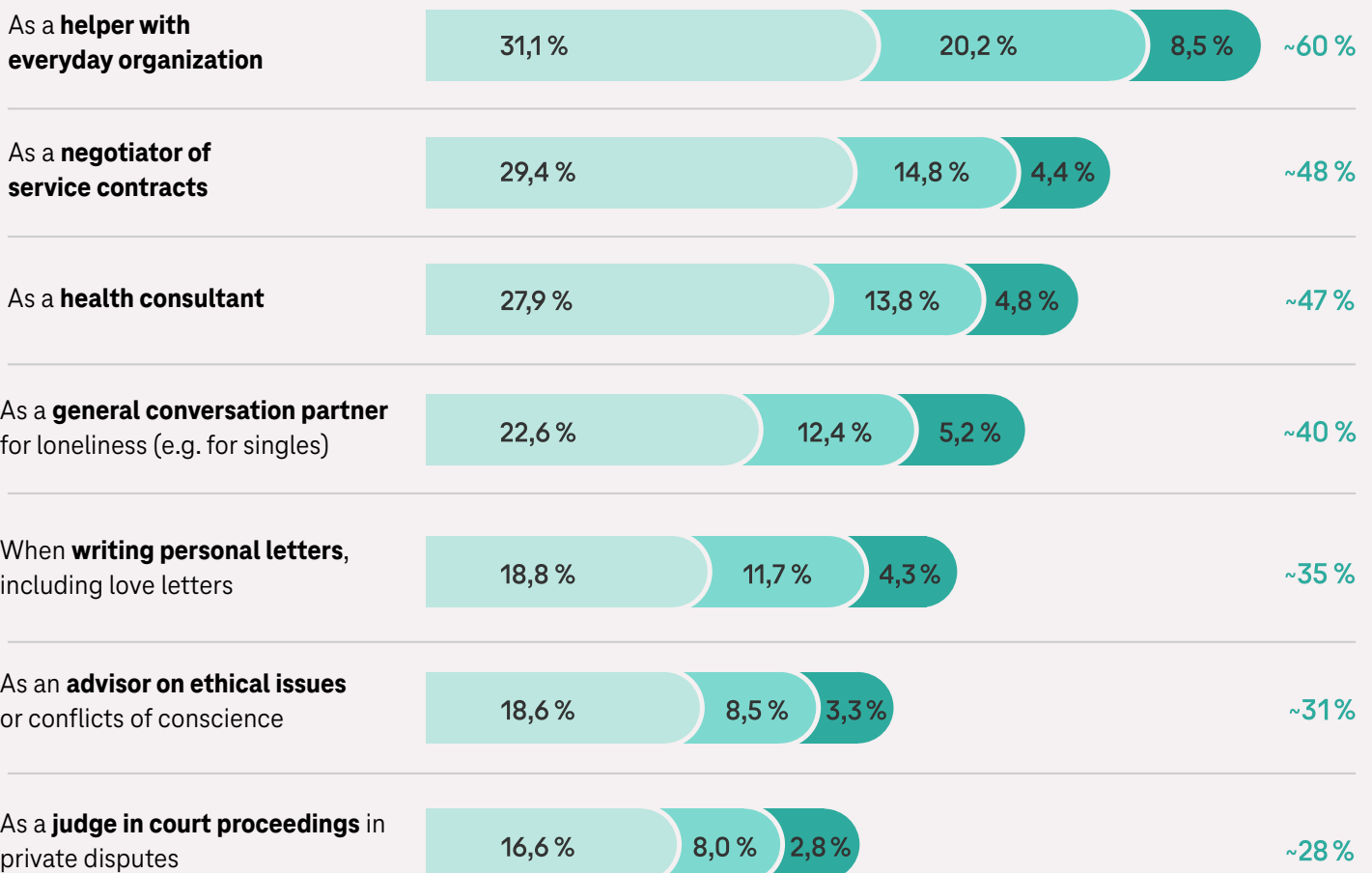
6. Willingness to Use AI Applications

Imagine that you can use AI-supported applications in the following situations.

How likely is it that you would accept the AI applications mentioned in the examples as help?

AI application use case

n = 13 362



Help accepted:



rather likely



highly likely



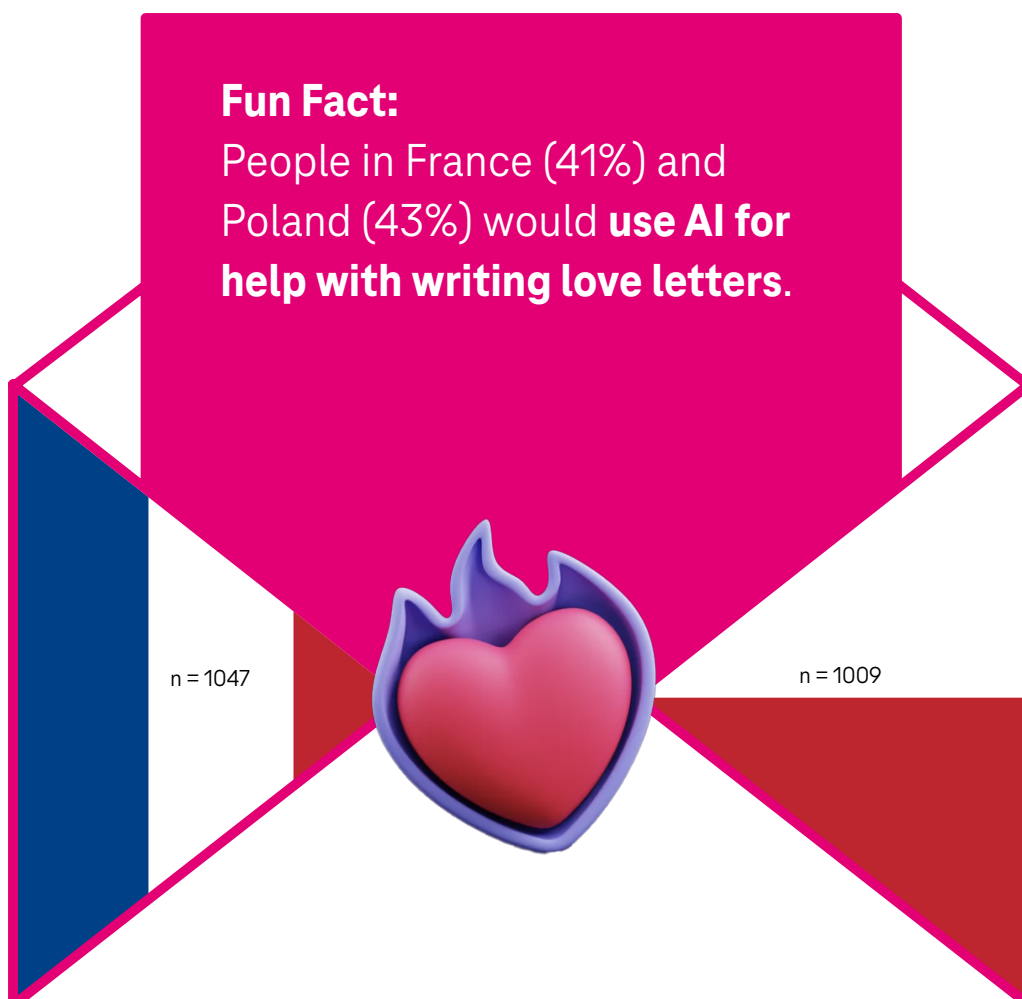
certainly

6. High Level of Approval

Almost half of those surveyed **would welcome AI applications to help them organize their daily lives and negotiate service contracts**, as well as **for health advice**.



More than one in four could even imagine an **AI as an advisor for private problems, in ethical questions, and as a judge**.



7. Imprint

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YouGov Deutschland GmbH

Design:

LUMEN GmbH (Hannover)

Study design:



13 Countries

Germany, Austria, Czech Republic, Slovakia, Hungary, Croatia, Romania, Greece, France, Sweden, Poland, UK, US



> 1.000

Respondents per country representative by age and gender.



14.-21.08.2024

Survey was conducted online by YouGov. Average interview length: 8 minutes.



Indices

The responses were collected on categorical and ordinal scales. Indices were calculated on the basis of the mean values and transformed to a scale of 0 to 100.