

Artificial Intelligence: Prince Charming or Ugly Witch?



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Methodology:

- ✓ 2 waves of 1,120 respectively 968 respondents
- ✓ Samples representative for the population aged 18-65, living in the urban environment
- ✓ Data was collected online, on 1st of July and 2nd of October
- ✓ A research of 5,048 respondents in 16 countries
- ✓ Data collected online on 14th-17th of October

Let the Battle Begin!



0

0



Attitudes Towards AI

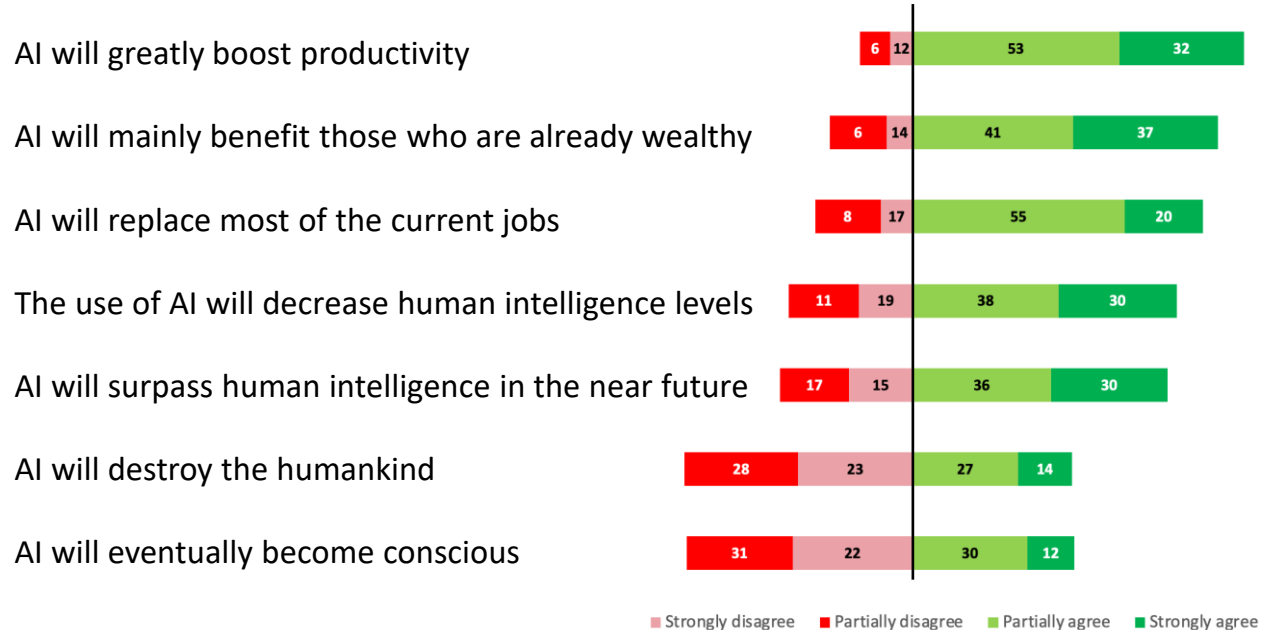


1

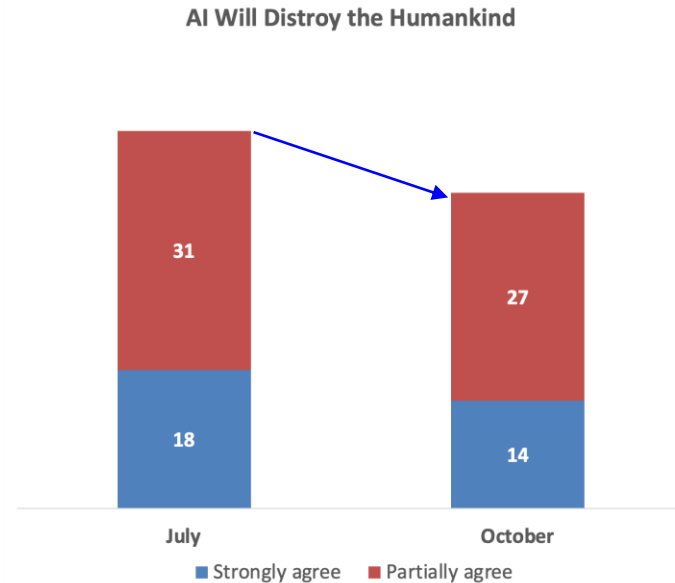
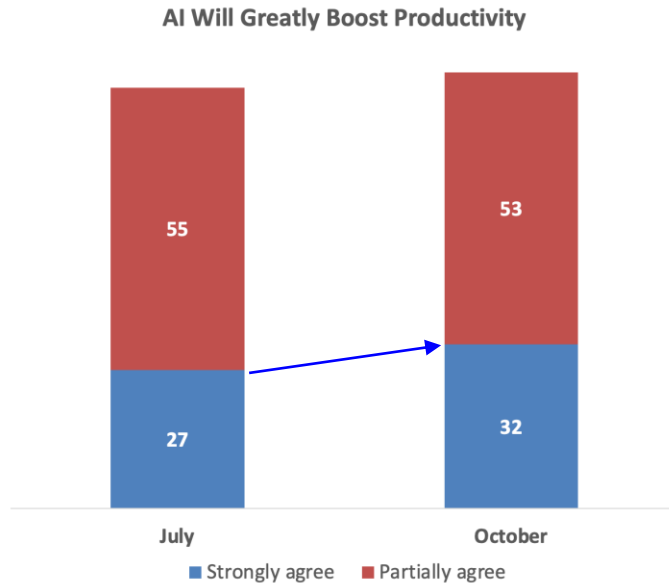
1



A mix of positive and negative attitudes towards AI...

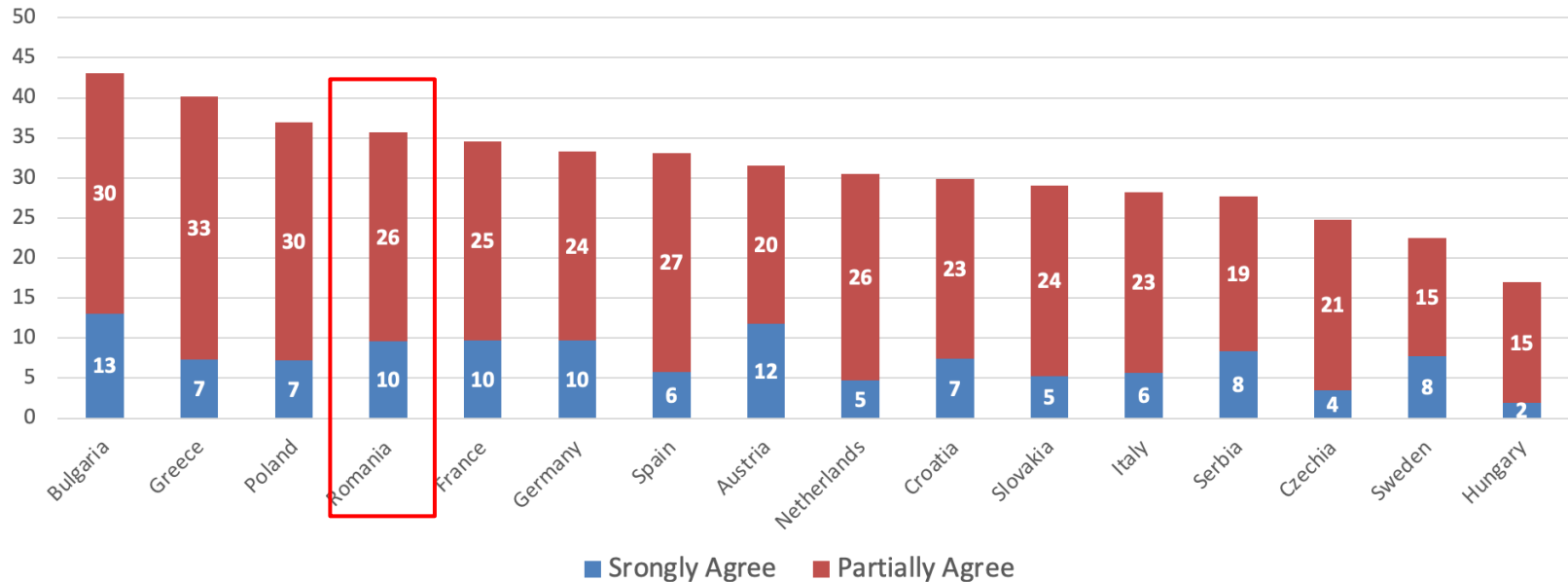


...but visible improvement in some attitudes in just 3 months



Fear of AI is even lower in most of the other European countries

AI Will Destroy the Humankind in the Near Future



Feelings Towards AI



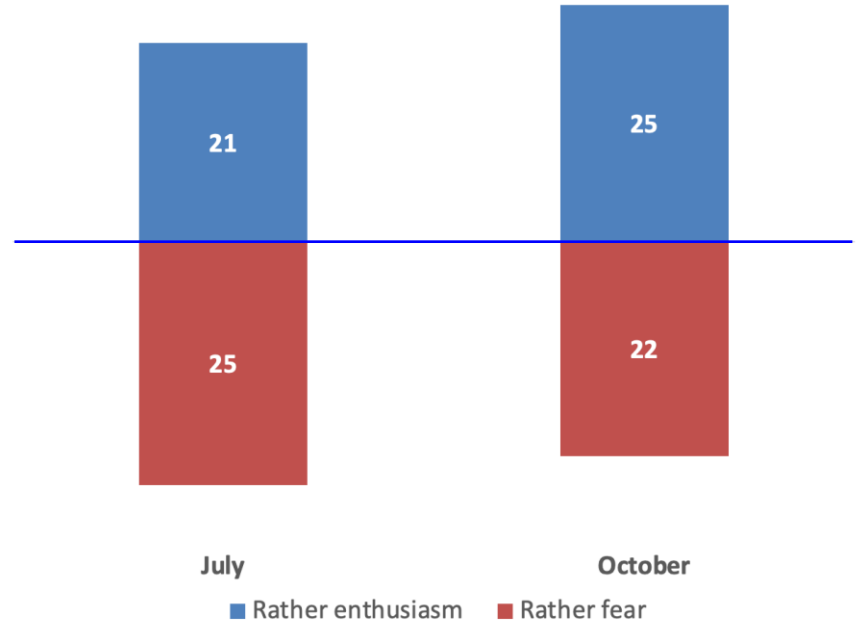
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2



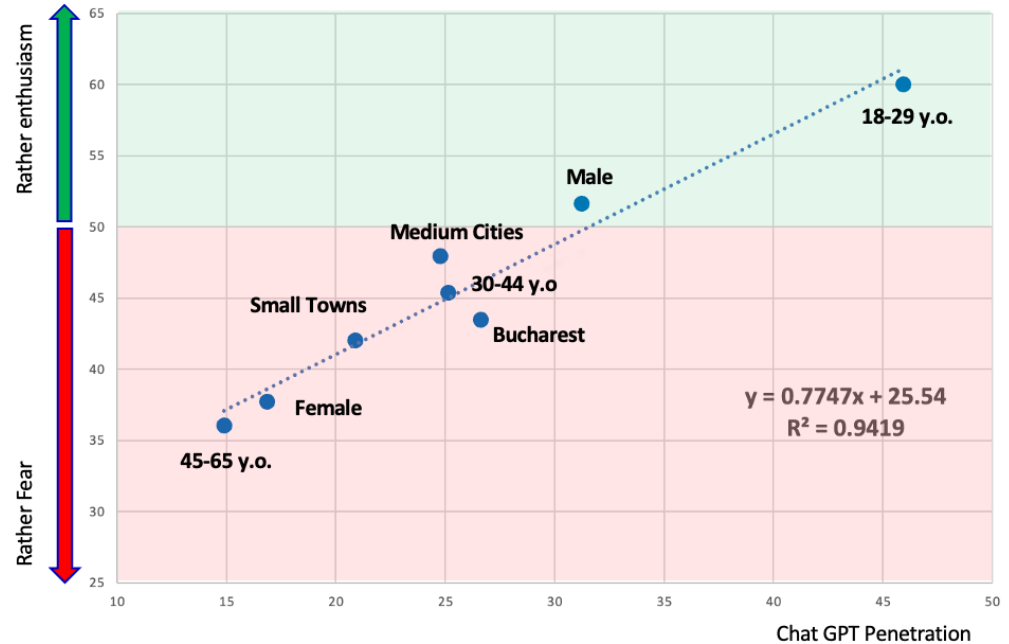
Fear-Enthusiasm ratio
has been reversed
from July to October

Predominant Feeling towards AI



Chat GPT penetration improves the sentiment towards AI

Chat GPT Usage vs Sentiments Related to AI



Impact on Jobs



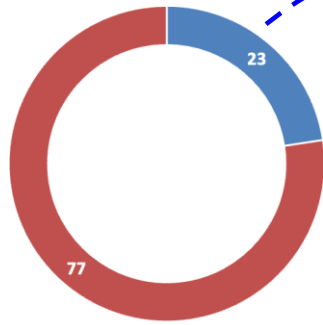
2

2



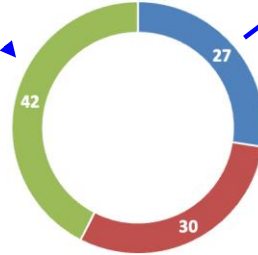
Swift adoption of AI by the companies...

Initiatives to Introduce AI in the Company/Institution



■ Yes ■ No

Initiatives to Introduce AI in the Company/Institution



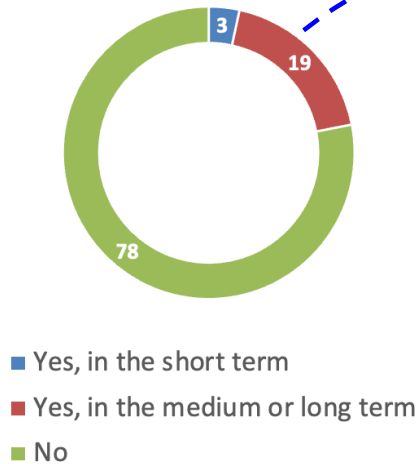
■ Already started
■ Will start in the near future
■ Will start in the medium to distant future

7%

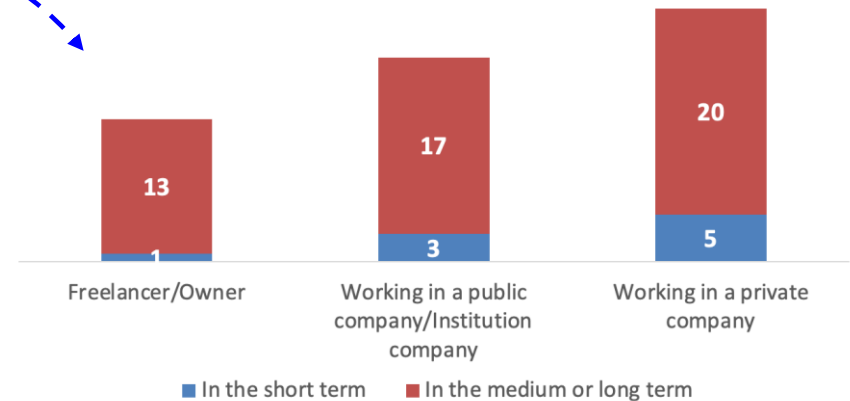
Uses ChatGPT account paid for by the company

...is going to put huge pressure on the existing jobs

Respondents' Expectation of AI Replacing Their Own Job

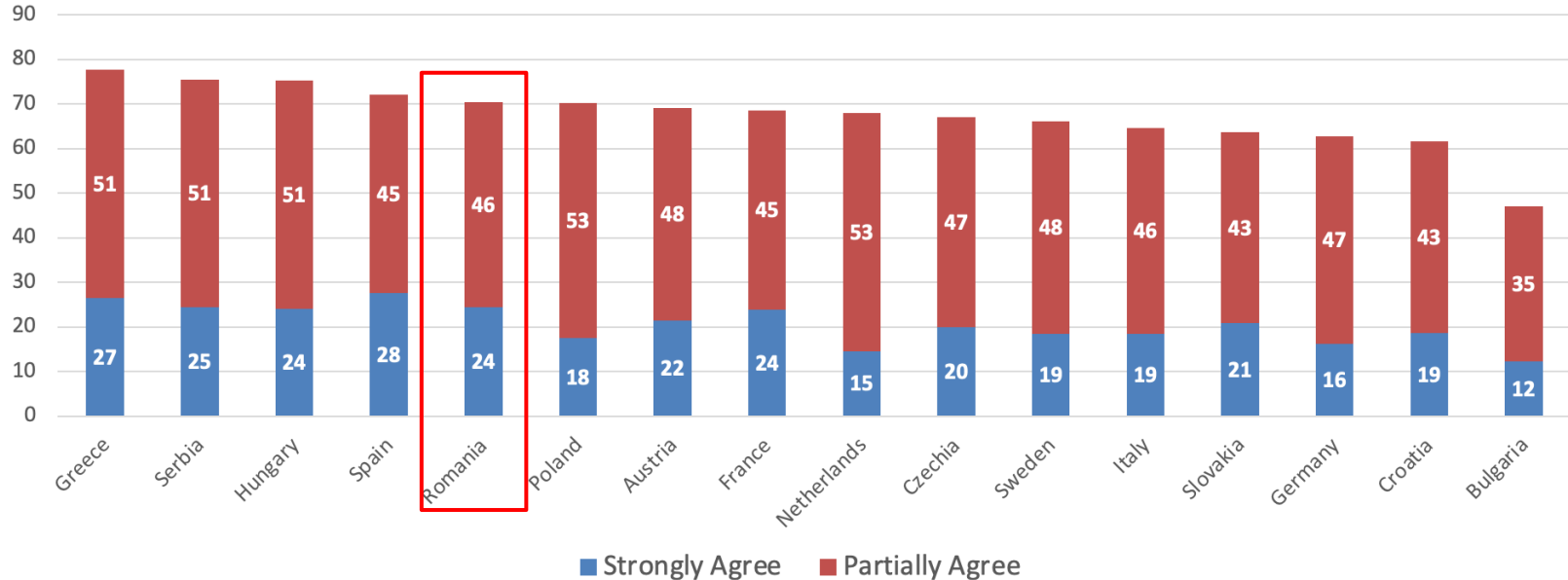


Respondents Expectation of AI Replacing their Job



Fear of losing jobs across Europe is quite high

AI Will Leave Many People Jobless



Chat GPT Usage



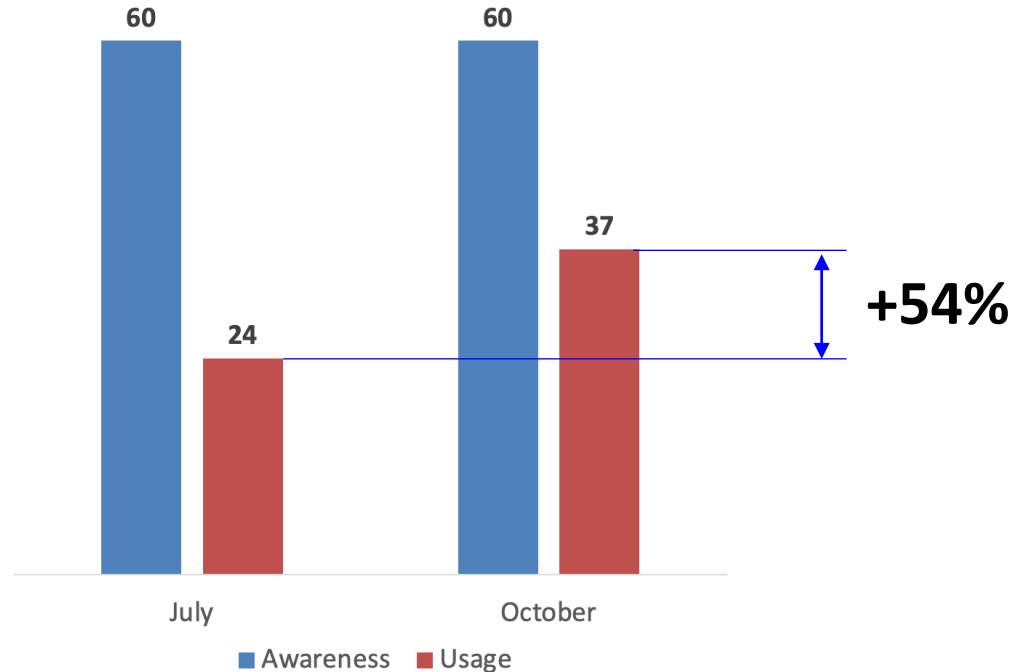
2

3



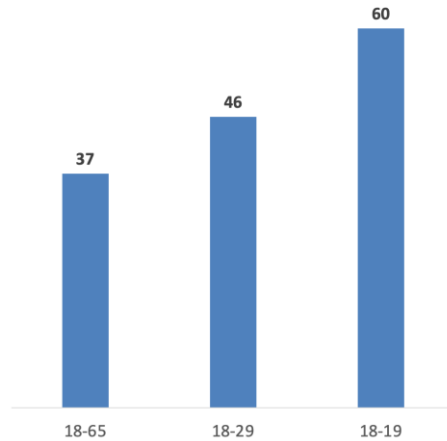
13 percentage points
or 54% increase in
Chat GPT usage in just
3 months

Awareness and Usage of ChatGPT

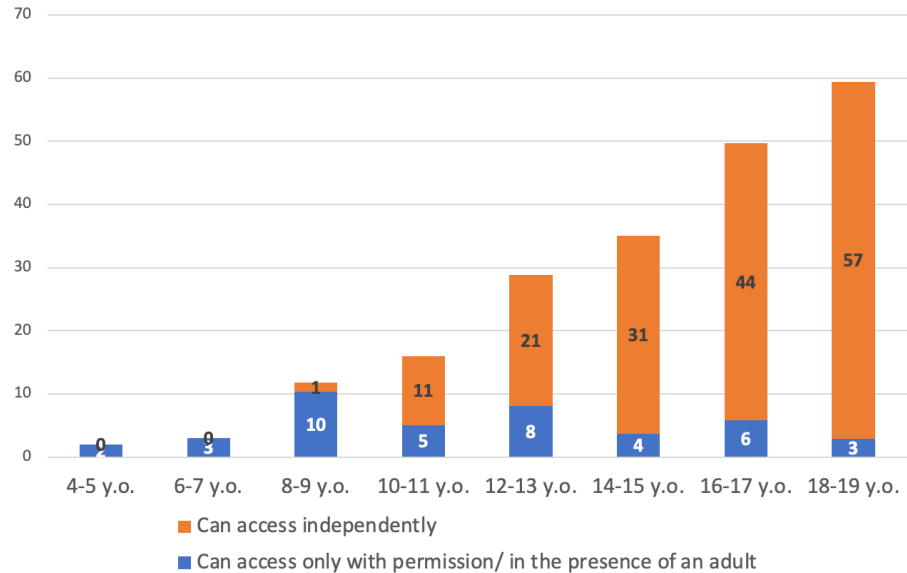


The AI Native Generation has been already born

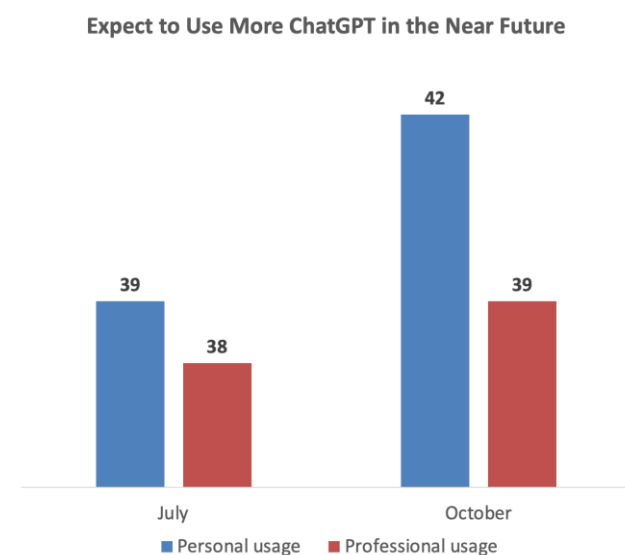
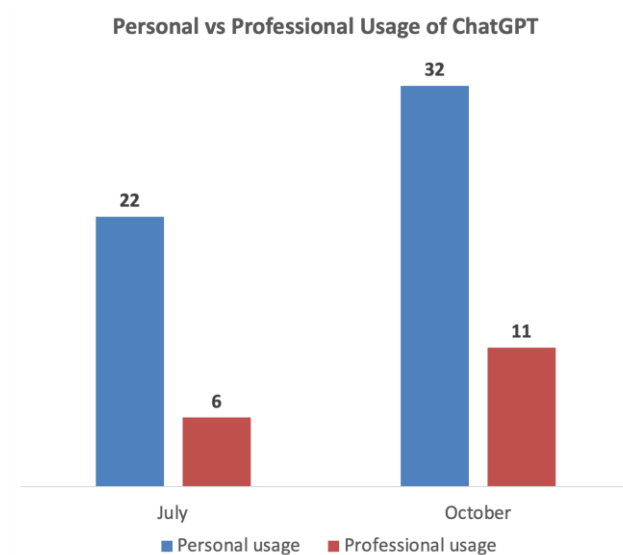
Chat GPT Penetration by Age Categories



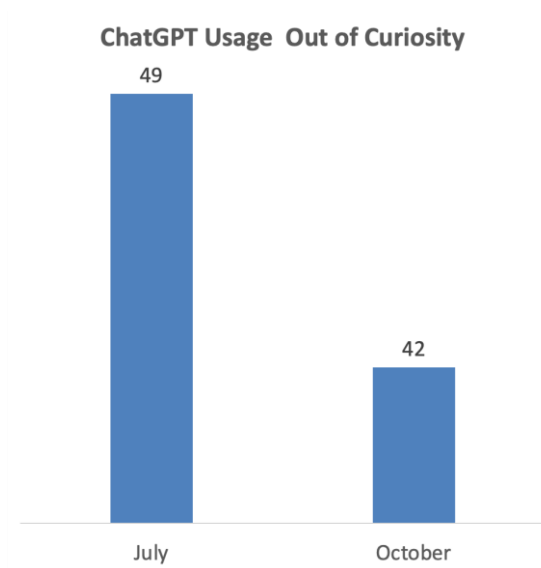
Access to ChatGPT or Equivalent



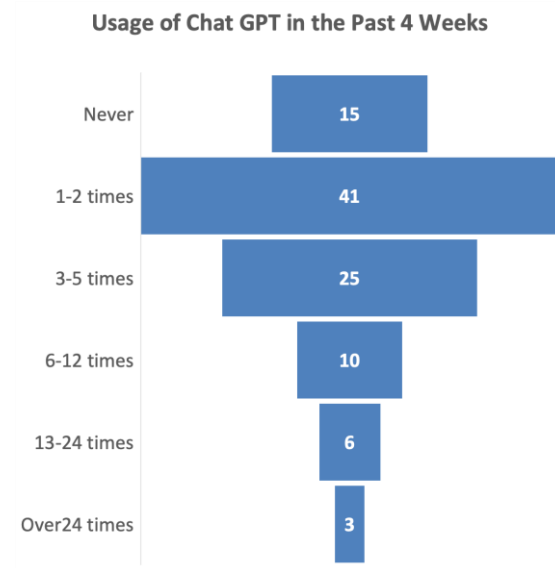
ChatGPT usage is growing both extensively and intensively



Curiosity is still an important driver, but is losing momentum.

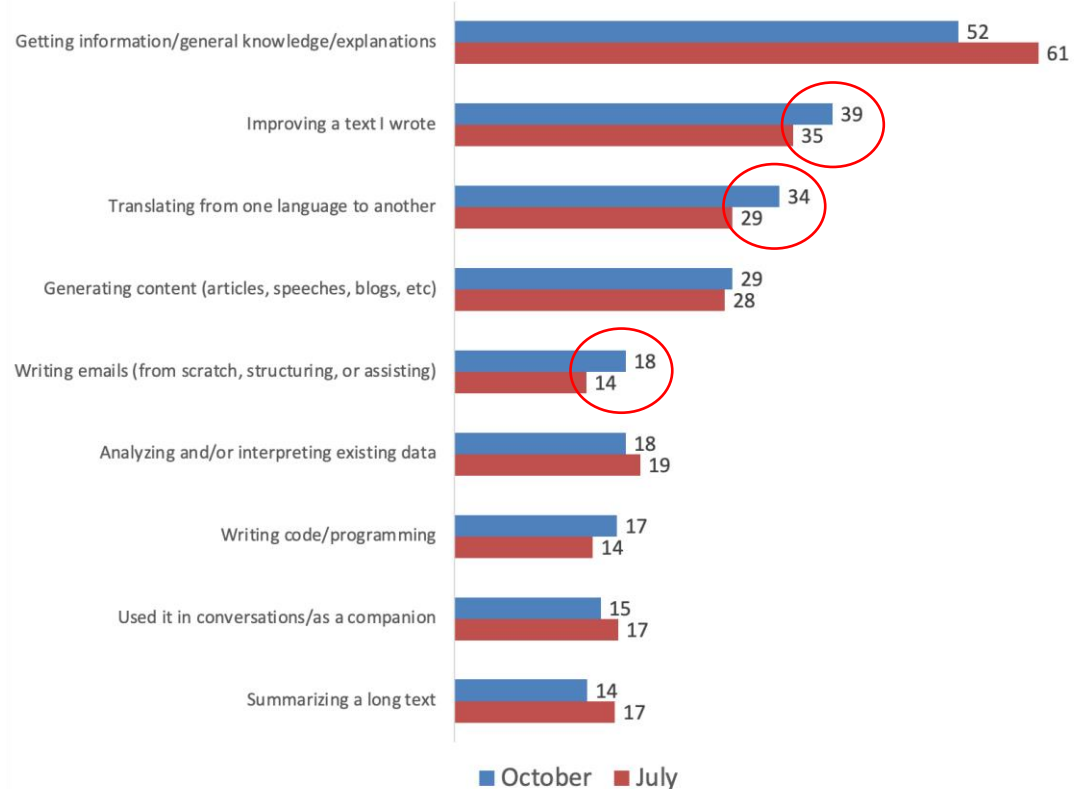


Rather light usage but...



..as the curiosity fades away as a reason to use Chat GPT, new practical ways of improving productivity are discovered

Activities/Tasks Done with ChatGPT



Sense of Humor

How does an AI laugh?

"01001000 01000001 01001000 01000001!"
(HAHA in binary code)



3

4



Final Score



3

4



And They Lived Happily Ever After!



Wait, what?



Nobody knows the AI future, but we promise to keep a close eye on its evolution!

Thank You for Being AI!



I mean... **Attentive** and **Interested** 😊