Exciting, Useful, Worrying, Futuristic

Public Perception of Artificial Intelligence in 8 Countries

As the influence and use of AI have grown and its transformative potential has become more apparent, many questions have been raised regarding the economic, political, and social implications of its use.
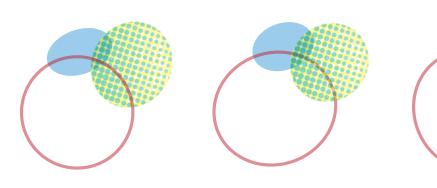
Public opinion plays an important role in these discussions, influencing product adoption, commercial development, research funding, and regulation.

We present results of a survey of public opinion of AI conducted with 10,005 respondents spanning 8 countries and 6 continents.

Australia   Canada   United States   France   South Korea   Brazil   India   Nigeria

Exciting

Excited, I like it, Good, Hope, Happy, Blessed, Amazing

excitement for what it can do to simplify and enrich our lives –Canada

Excited to see where this tech goes in future, hope to see AI assist with everyday life in the home and in work –Australia

Happy when I hear this word this can change entire world –India

Amazing technology that helps us out with everyday mundane things. –US

Great feelings, like the world is moving into a new realm –Nigeria

i so much love it, its world new path –Nigeria

Useful

Useful, Helpful, Productivity, Benefits, Assistance, Human tasks

I have a good feeling! This technology can become useful. –Brazil

It's good and useful in most of the situations and makes human life less stressful. –India

Artificial intelligence is technology taking over every day tasks making our world & lives more efficient –Australia

A robot that can make people's life more convenient –Korea

A helpful assistant that is there for us and assists with daily tasks –US

The next big efficient thing for humans. –Nigeria

Worrying

Concern, Cautious, Skeptical, Creepy, Danger, Distrust, Fear, Hurt, Bad, I don't like it

Privacy, Always listening, Surveillance, Tracking, Other privacy terms

AI replaces humans, AI takes over, Humans get lazy, Humans get less skilled, Job loss, Too advanced

It is interesting and useful, but I am worried about lost jobs, not to mention AI getting smart enough to take over and control us. –Canada

A little bit of fear because I don't know the limit of Artificial intelligence (if there is a limit) –Nigeria

Progress but danger. Fear, uncertainty. –France

Fearful of our future robot overlords –Australia

Futuristic

Future, Advanced, Automation, World-changing

Alien, Robot, Sci-Fi, Skynet or Terminator, Other names of movies, shows, books or their characters

Artificial intelligence is the future. It will bring the dawn of a new age –Nigeria

AI is the new trend for technology, I myself being a tech geek i know that AI is soon going to change the whole world with it's endless possibilities. AI is the future of Mankind –India

I try to make an effort to follow this futuristic trend. I really like it and I am onboard with AI in general sense. –Brazil

its magnificient technology of tomorrow –India

Canada N = 1,000
France N = 1,001
USA N = 1,501
Korea N = 1,000
India N = 1,500
Australia N = 1,000
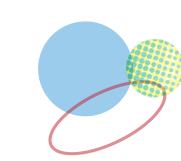Nigeria N = 1,000
Brazil N = 1,503

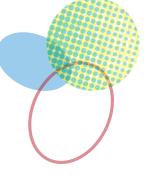## Feelings and emotions in sentiment groups

We asked all our respondents: What feelings or emotions come to mind when you hear the phrase Artificial Intelligence (AI)?

We coded the results, and then grouped the codes into four sentiment groups shown above, where we see strikingly different national patterns.
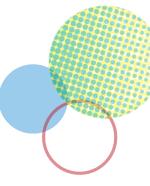
Widespread expectation that AI will change the world

Many of our respondents believe that AI will be transformative. Across all eight countries, only a tiny number (1-2% per country) indicate that AI "won't have much effect on society" in the long term.

There were clear differences between developing and developed countries. Respondents in developing countries (India, Brazil, and Nigeria) were more likely to believe the long-term impact of AI will be mostly good for society.

AI associated with privacy concern and job loss

Respondents heavily associated AI with privacy concerns, with a plurality of respondents in all countries except for India believing they will have less privacy in the future because of AI.

Across all countries surveyed, 53% of our respondents expected that AI will contribute to "more jobs lost" in the future.

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