KPMG | **THE UNIVERSITY OF MELBOURNE**

Trust, Attitudes and Use of Artificial Intelligence: A Global Study 2025

Argentina insights

Societal indicators

Trust and acceptance

46% willing to trust AI

79% accept or approve of AI

Argentinians are more optimistic than worried about AI

AI benefits

90% expect AI to deliver on a range of benefits

77% personally experienced or observed benefits from AI use

Top benefit: **85%** report improved efficiency from AI and reduced time spent on mundane or repetitive tasks

AI risks

27% believe risks of AI outweigh the benefits

83% concerned about negative outcomes from AI

45% personally experienced or observed negative outcomes from AI

Responsible AI

- 71% believe AI regulation is required
- 13% aware of AI regulations and policies in their country
- 39% believe current safeguards are sufficient
- Argentinians expect co-regulation with government oversight and international laws

AI-generated misinformation

- 71% unsure online content can be trusted as may be AI-generated
- 70% concerned elections manipulated by AI-generated content or bots
- 87% want laws and action to combat AI-generated misinformation

Top risk:

60% report experiencing inaccurate outcomes and the loss of human interaction and connection due to AI
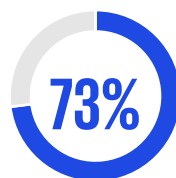
AI literacy

60% feel they have the skills and knowledge to use AI appropriately

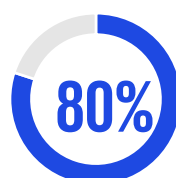**49%** have formal or informal training or education in AI or related fields

77% feel they can use AI tools effectively

Workplace indicators

AI in the workplace

73% employees report their organization uses AI

80% intentionally use AI at work

Worker reliance on AI

40% felt they couldn't complete their work without the help of AI

47% relied on AI to do a task rather than learning how to do

51% concerned about being left behind if they don't use AI at work

Complacent use of AI

41% used AI at work in inappropriate ways

53% made mistakes in their work due to AI

41% used AI in ways that contravene policies and guidelines

68% relied on AI output at work without evaluating its accuracy

49% presented AI-generated content as their own

AI governance at work
Reflections of employee beliefs about their organization

54% have an AI strategy

58% provide training in responsible AI use

50% have policies and practices governing responsible use

Impacts of AI on work

60+% report increased efficiency, quality of work, and innovation

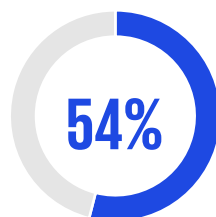**41%** report increased revenue generating activity

However,

22+% report increased workload, stress and pressure

30% AI has increased compliance and privacy risks

51% report key aspects of their work can be performed by AI

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

The University of Melbourne research team led the design, conduct, data collection, analysis, and reporting of this research.

kpmg.com | unimelb.edu.au