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Trust, attitudes and use of artificial intelligence: A global study 2025

China insights

Societal indicators

Trust and acceptance

68% willing to trust AI

92% accept or approve of AI

People in China are more optimistic and excited than worried about AI

AI benefits

89% expect AI to deliver on a range of benefits

82% personally experienced or observed benefits from AI use

Top benefit: **89%** report improved efficiency from AI

AI risks

10% believe risks of AI outweigh the benefits

67% concerned about negative outcomes from AI

51% personally experienced or observed negative outcomes from AI

Responsible AI

- 63% believe AI regulation is required
- 49% aware of AI regulations and policies in their country
- 69% believe current safeguards are sufficient
- People in China expect co-regulation with industry, government oversight and an independent regulator

AI-generated misinformation

- 70% unsure online content can be trusted as may be AI-generated
- 58% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

Top risk:

62% report experiencing inaccurate outcomes due to the use of AI
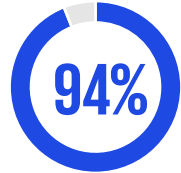
AI literacy

67% feel they have the skills and knowledge to use AI appropriately

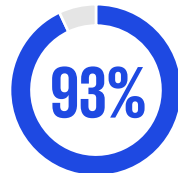**64%** have formal or informal training in AI or related fields

78% feel they can use AI tools effectively

Workplace indicators

AI in the workplace

94% employees report their organization uses AI

93% intentionally use AI at work

Worker reliance on AI

49% felt they couldn't complete their work without the help of AI

59% relied on AI to do a task rather than learning how to do

59% concerned about being left behind if they don't use AI at work

Complacent use of AI

75% used AI at work in inappropriate ways

73% made mistakes in their work due to AI

56% used AI in ways that contravene policies and guidelines

78% relied on AI output at work without evaluating its accuracy

87% presented AI-generated content as their own

Impacts of AI on work

76+% report increased efficiency, quality of work, and innovation
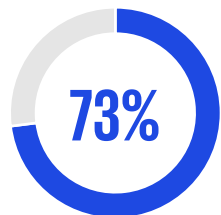
69% report increased revenue generating activity

However,
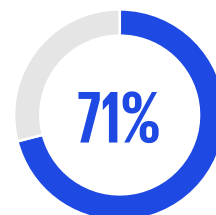
40+% report increased workload, stress and pressure

51%
AI has increased compliance and privacy risks

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

AI governance at work

Reflections of employee beliefs about their organization

73% have an AI strategy

78% provide training in responsible AI use

71% have policies and practices governing responsible use

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

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