

# 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
- 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

### 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



employees report their organization uses AI



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

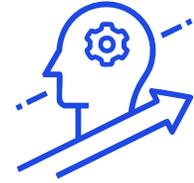
87%

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

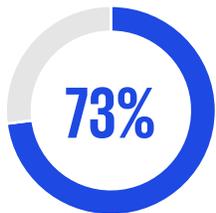
However,

40+%

report increased workload, stress and pressure

## AI governance at work

Reflections of employee beliefs about their organization



have an AI strategy

78%

provide training in responsible AI use



71%

have policies and practices governing responsible use

51%

AI has increased compliance and privacy risks

51%

report key aspects of their work can be performed by AI



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