

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



Brazil insights

Societal indicators

Trust and acceptance

55% willing to trust AI

86% accept or approve of AI

Brazilians are optimistic, excited and worried about AI

AI benefits

91% expect AI to deliver on a range of benefits

80% personally experienced or observed benefits from AI use

Top benefit: **85%** report improved efficiency from AI

AI risks

25% believe risks of AI outweigh the benefits

79% concerned about negative outcomes from AI

43% personally experienced or observed negative outcomes from AI

Responsible AI

- 66% believe AI regulation is required
- 19% aware of AI regulations and policies in their country
- 54% believe current safeguards are sufficient
- Brazilians expect co-regulation with government oversight and international laws

AI-generated misinformation

- 67% unsure online content can be trusted as may be AI-generated
- 70% concerned elections manipulated by AI-generated content or bots
- 84% want laws and action to combat AI-generated misinformation

Top risk:

54%

report experiencing the of loss of human interaction and connection due to AI

AI literacy

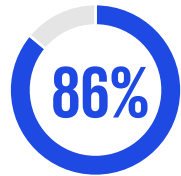
67% feel they have the skills and knowledge to use AI appropriately

47% have formal or informal training in AI or related fields

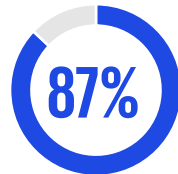
80% feel they can use AI tools effectively

Workplace indicators

AI in the workplace



employees report their organization uses AI



intentionally use AI at work

Worker reliance on AI

47%

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

54%

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

46%

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

Complacent use of AI

44%

used AI at work in inappropriate ways

49%

made mistakes in their work due to AI

41%

used AI in ways that contravene policies and guidelines

69%

relied on AI output at work without evaluating its accuracy

51%

presented AI-generated content as their own

Impacts of AI on work

71+%

report increased efficiency, quality of work, and innovation



55%

report increased revenue generating activity

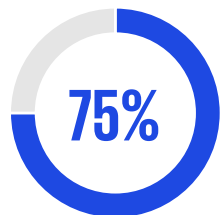
However,

27+%

report increased workload, stress and pressure

AI governance at work

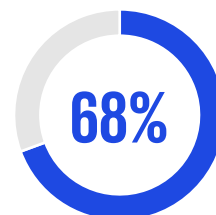
Reflections of employee beliefs about their organization



have an AI strategy

67%

provide training in responsible AI use



have policies and practices governing responsible use

34%

AI has increased compliance and privacy risks

48%

report key aspects of their work can be performed by AI



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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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