

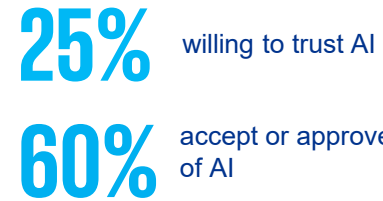
Trust, attitudes and use of artificial intelligence: A global study 2025



Finland insights

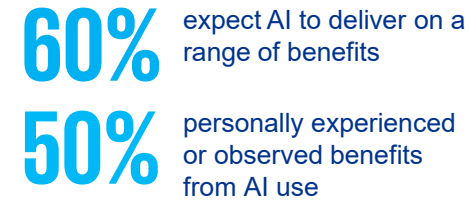
Societal indicators

Trust and acceptance



Finns are more worried than optimistic or excited about AI

AI benefits



Top benefit: **73%** report improved efficiency from AI

AI risks



Responsible AI

- 86% believe AI regulation is required
- 10% aware of AI regulations and policies in their country
- 23% believe current safeguards are sufficient
- Finns expect co-regulation with government oversight and international laws

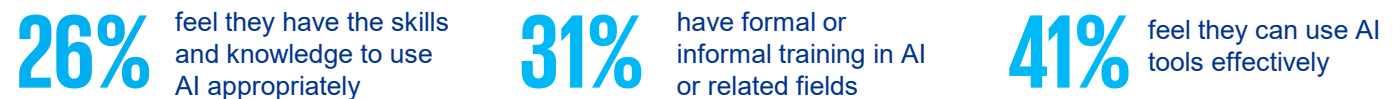
AI-generated misinformation

- 65% unsure online content can be trusted as may be AI-generated
- 73% concerned elections manipulated by AI-generated content or bots
- 90% want laws and action to combat AI-generated misinformation

Top risk:

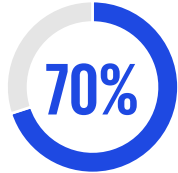


AI literacy

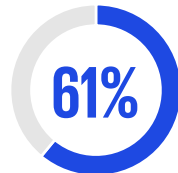


Workplace indicators

AI in the workplace



employees report their organization uses AI



intentionally use AI at work

Worker reliance on AI

29%

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

35%

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

33%

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

Complacent use of AI

29%

used AI at work in inappropriate ways

46%

made mistakes in their work due to AI

25%

used AI in ways that contravene policies and guidelines

53%

relied on AI output at work without evaluating its accuracy

31%

presented AI-generated content as their own

Impacts of AI on work

33+%

report increased efficiency, quality of work, and innovation



32%

report increased revenue generating activity

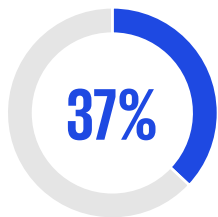
However,

15+%

report increased workload, stress and pressure

AI governance at work

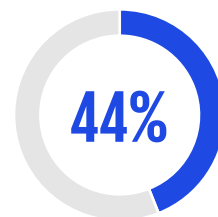
Reflections of employee beliefs about their organization



have an AI strategy

45%

provide training in responsible AI use



have policies and practices governing responsible use

23%

AI has increased compliance and privacy risks

23%

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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