

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



Italy insights

Societal indicators

Trust and acceptance

40% willing to trust AI

75% accept or approve of AI

Italians are both worried and optimistic about AI

AI benefits

89% expect AI to deliver on a range of benefits

67% personally experienced or observed benefits from AI use

Top benefit: **83%** report improved efficiency from AI

AI risks

33% believe risks of AI outweigh the benefits

84% concerned about negative outcomes from AI

35% personally experienced or observed negative outcomes from AI

Responsible AI

- 74% believe AI regulation is required
- 16% aware of AI regulations and policies in their country
- 43% believe current safeguards are sufficient
- Italians expect that AI should be regulated by international law

AI-generated misinformation

- 67% unsure online content can be trusted as may be AI-generated
- 50% concerned elections manipulated by AI-generated content or bots
- 84% want laws and action to combat AI-generated misinformation

Top risk:

54%

report experiencing inaccurate outcomes due to AI

AI literacy

56% feel they have the skills and knowledge to use AI appropriately

34% have formal or informal training in AI or related fields

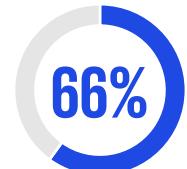
64% feel they can use AI tools effectively

Workplace indicators

AI in the workplace



employees report their organization uses AI



intentionally use AI at work

Worker reliance on AI

39%

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

48%

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

44%

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

Complacent use of AI

48%

used AI at work in inappropriate ways

60%

made mistakes in their work due to AI

40%

used AI in ways that contravene policies and guidelines

61%

relied on AI output at work without evaluating its accuracy

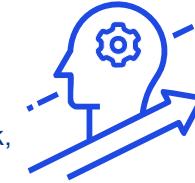
55%

presented AI-generated content as their own

Impacts of AI on work

54+%

report increased efficiency, quality of work, and innovation



46%

report increased revenue generating activity

However,

33+%

report increased workload, stress and pressure

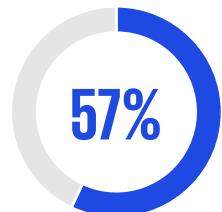
42%

AI has increased compliance and privacy risks

31%

report key aspects of their work can be performed by AI

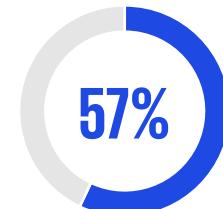
AI governance at work



have an AI strategy

59%

provide training in responsible AI use



have policies and practices governing responsible use

Reflections of employee beliefs about their organization



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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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