

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

## Japan insights

## Societal indicators

### Trust and acceptance

**28%** willing to trust AI

**60%** accept or approve of AI

The Japanese are more worried than optimistic or excited about AI

### AI benefits

**69%** expect AI to deliver on a range of benefits

**65%** personally experienced or observed benefits from AI use

Top benefit: **80%** report improved efficiency due to AI

### AI risks

**41%** believe risks of AI outweigh the benefits

**70%** concerned about negative outcomes from AI

**36%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 68% believe AI regulation is required
- 11% aware of AI regulations and policies in their country
- 23% believe current safeguards are sufficient
- The Japanese expect a comprehensive regulatory approach to AI

### AI-generated misinformation

- 80% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 82% want laws and action to combat AI-generated misinformation

### Top risk:

**57%** report experiencing inaccurate outcomes due to AI

### AI literacy

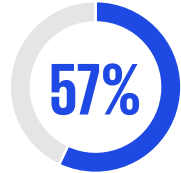
**22%** feel they have the skills and knowledge to use AI appropriately

**21%** have formal or informal training in AI or related fields

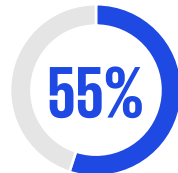
**43%** feel they can use AI tools effectively

# Workplace indicators

## AI in the workplace



employees report their organization uses AI



intentionally use AI at work

## Worker reliance on AI

31%

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

36%

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

37%

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

## Complacent use of AI

36%

used AI at work in inappropriate ways

40%

made mistakes in their work due to AI

37%

used AI in ways that contravene policies and guidelines

56%

relied on AI output at work without evaluating its accuracy

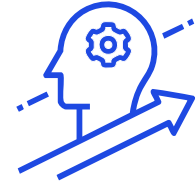
42%

presented AI-generated content as their own

## Impacts of AI on work

35+%

report increased efficiency, quality of work, and innovation



32%

report increased revenue generating activity

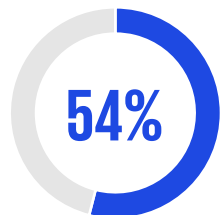
However,

19+%

report increased workload, stress and pressure

## AI governance at work

Reflections of employee beliefs about their organization



have an AI strategy

51%

provide training in responsible AI use



43%

have policies and practices governing responsible use

27%

AI has increased compliance and privacy risks

27%

report key aspects of their work can be performed by AI



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