

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



Korea insights

Societal indicators

Trust and acceptance

44% willing to trust AI

75% accept or approve of AI

Koreans are optimistic, excited and worried about AI

AI benefits

89% expect AI to deliver on a range of benefits

70% personally experienced or observed benefits from AI use

Top benefit: **84%** report improved efficiency from AI

AI risks

19% believe risks of AI outweigh the benefits

83% concerned about negative outcomes from AI

43% personally experienced or observed negative outcomes from AI

Responsible AI

- 64% believe AI regulation is required
- 11% aware of AI regulations and policies in their country
- 37% believe current safeguards are sufficient
- Koreans expect a comprehensive regulatory approach to AI

AI-generated misinformation

- 68% unsure online content can be trusted as may be AI-generated
- 66% concerned elections manipulated by AI-generated content or bots
- 86% want laws and action to combat AI-generated misinformation

Top risk:

63%

report experiencing misinformation or disinformation due to AI

AI literacy

49% feel they have the skills and knowledge to use AI appropriately

36% have formal or informal training in AI or related fields

42% feel they can use AI tools effectively

Workplace indicators

AI in the workplace



Worker reliance on AI

35%

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

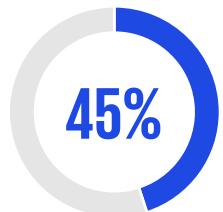
47%

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

54%

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

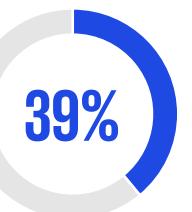
AI governance at work



46% provide training in responsible AI 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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