

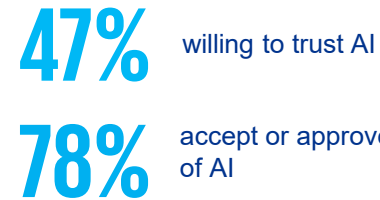
# Trust, attitudes and use of artificial intelligence: A global study 2025



## Latvia insights

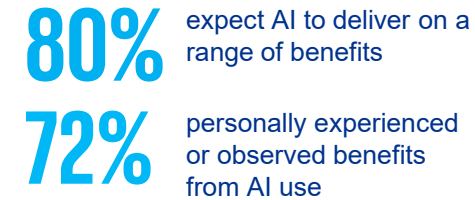
# Societal indicators

## Trust and acceptance



Latvians are more optimistic than excited or worried about AI

## AI benefits



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

## AI risks



## Responsible AI

- 63% believe AI regulation is required
- 24% aware of AI regulations and policies in their country
- 52% believe current safeguards are sufficient
- Latvians expect co-regulation with international laws and industry

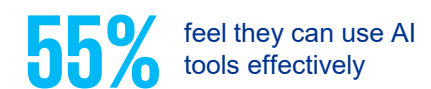
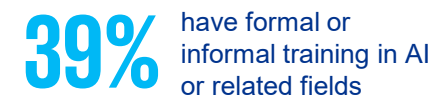
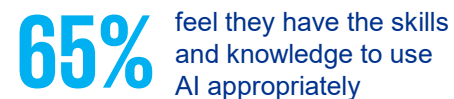
## AI-generated misinformation

- 68% unsure online content can be trusted as may be AI-generated
- 69% concerned elections manipulated by AI-generated content or bots
- 81% want laws and action to combat AI-generated misinformation

## Top risk:

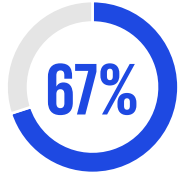


## AI literacy

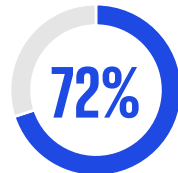


# Workplace indicators

## AI in the workplace



employees report their organization uses AI



intentionally use AI at work

## Worker reliance on AI

37%

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

42%

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

47%

used AI at work in inappropriate ways

53%

made mistakes in their work due to AI

44%

used AI in ways that contravene policies and guidelines

56%

relied on AI output at work without evaluating its accuracy

51%

presented AI-generated content as their own

## Impacts of AI on work

36+%

report increased efficiency, quality of work, and innovation



35%

report increased revenue generating activity

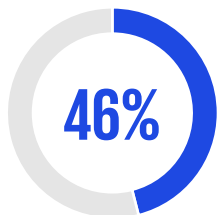
However,

22+%

report increased workload, stress and pressure

## AI governance at work

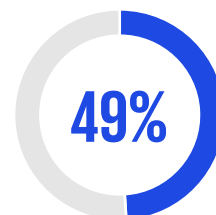
Reflections of employee beliefs about their organization



have an AI strategy

49%

provide training in responsible AI use



have policies and practices governing responsible use

26%

AI has increased compliance and privacy risks

32%

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.

Citation: Gillespie, N., Lockey, S., Ward, T., Macdade, A., & Hassed, G. (2025). Trust, attitudes and use of artificial intelligence: A global study 2025. The University of Melbourne and KPMG.

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