

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



Latvia insights

Societal indicators

Trust and acceptance

47% willing to trust AI

78% accept or approve of AI

Latvians are more optimistic than excited or worried about AI

AI benefits

80% expect AI to deliver on a range of benefits

72% personally experienced or observed benefits from AI use

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

AI risks

25% believe risks of AI outweigh the benefits

76% concerned about negative outcomes from AI

53% personally experienced or observed negative outcomes from AI

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:

64%

report experiencing the loss of human interaction and connection due to AI

AI literacy

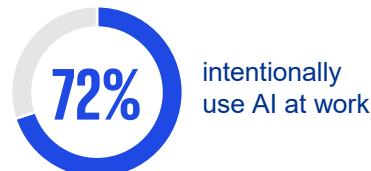
65% feel they have the skills and knowledge to use AI appropriately

39% have formal or informal training in AI or related fields

55% feel they can use AI tools effectively

Workplace indicators

AI in the workplace



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

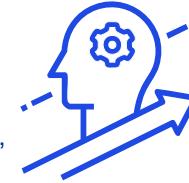
51%

presented AI-generated content as their own

Impacts of AI on work

36+%

report increased efficiency, quality of work, and innovation



35%

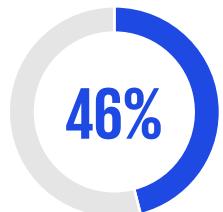
report increased revenue generating activity

However,

22+%

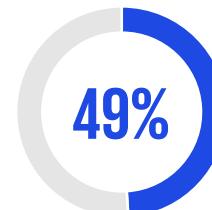
report increased workload, stress and pressure

AI governance at work



49%

provide training in responsible AI use



Reflections of employee beliefs about their organization

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.

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