

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



## Norway insights

# Societal indicators

### Trust and acceptance

**54%** willing to trust AI  
**81%** accept or approve of AI

Norwegians are optimistic, excited and worried about AI

### AI benefits

**82%** expect AI to deliver on a range of benefits  
**65%** personally experienced or observed benefits from AI use

Top benefit: **75%** report improved accessibility with AI

### AI risks

**30%** believe risks of AI outweigh the benefits  
**76%** concerned about negative outcomes from AI  
**43%** personally experienced or observed negative outcomes from AI

### Responsible AI

- 71% believe AI regulation is required
- 32% aware of AI regulations and policies in their country
- 51% believe current safeguards are sufficient
- Norwegians expect regulation by international law, government, and co-regulation with industry

### AI-generated misinformation

- 72% unsure online content can be trusted as may be AI-generated
- 76% concerned elections manipulated by AI-generated content or bots
- 87% want laws and action to combat AI-generated misinformation

### Top risk:

**55%**

report experiencing misinformation and disinformation due to AI

### AI literacy

**59%** feel they have the skills and knowledge to use AI appropriately  
**42%** have formal or informal training in AI or related fields  
**57%** feel they can use AI tools effectively

# Workplace indicators

## AI in the workplace



## Worker reliance on AI

48%

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

49%

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

53%

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

57%

made mistakes in their work due to AI

47%

used AI in ways that contravene policies and guidelines

64%

relied on AI output at work without evaluating its accuracy

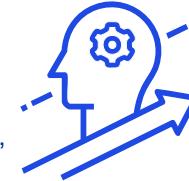
56%

presented AI-generated content as their own

## Impacts of AI on work

54+%

report increased efficiency, quality of work, and innovation



48%

report increased revenue generating activity

However,

24+%

report increased workload, stress and pressure

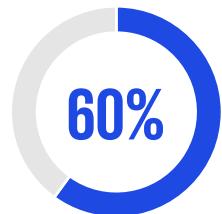
31%

AI has increased compliance and privacy risks

48%

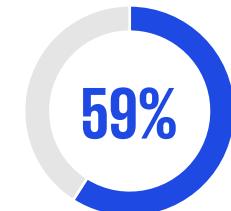
report key aspects of their work can be performed by AI

## AI governance at work



64%

provide training in responsible AI use



## Reflections of employee beliefs about their organization



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