

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

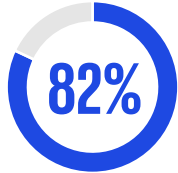
59% feel they have the skills and knowledge to use AI appropriately

42% have formal or informal training in AI or related fields

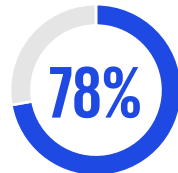
57% feel they can use AI tools effectively

Workplace indicators

AI in the workplace



employees report their organization uses AI



intentionally use AI at work

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

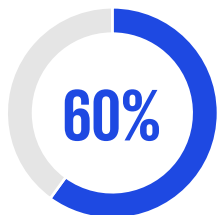
However,

24+%

report increased workload, stress and pressure

AI governance at work

Reflections of employee beliefs about their organization



have an AI strategy

64%

provide training in responsible AI use



59%

have policies and practices governing responsible use

31%

AI has increased compliance and privacy risks

48%

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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