



Americans' Emerging Views of Artificial Intelligence

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Who we are: A nonprofit ‘fact tank’ that informs the public about the issues, attitudes and trends shaping the world. We are **nonpartisan** and **nonadvocacy**, meaning we do not take policy positions or make recommendations.

We are a subsidiary of The Pew Charitable Trusts, our primary funder. We partner strategically with philanthropists and institutional funders who share our commitment to impartial research and data that drive discussion.

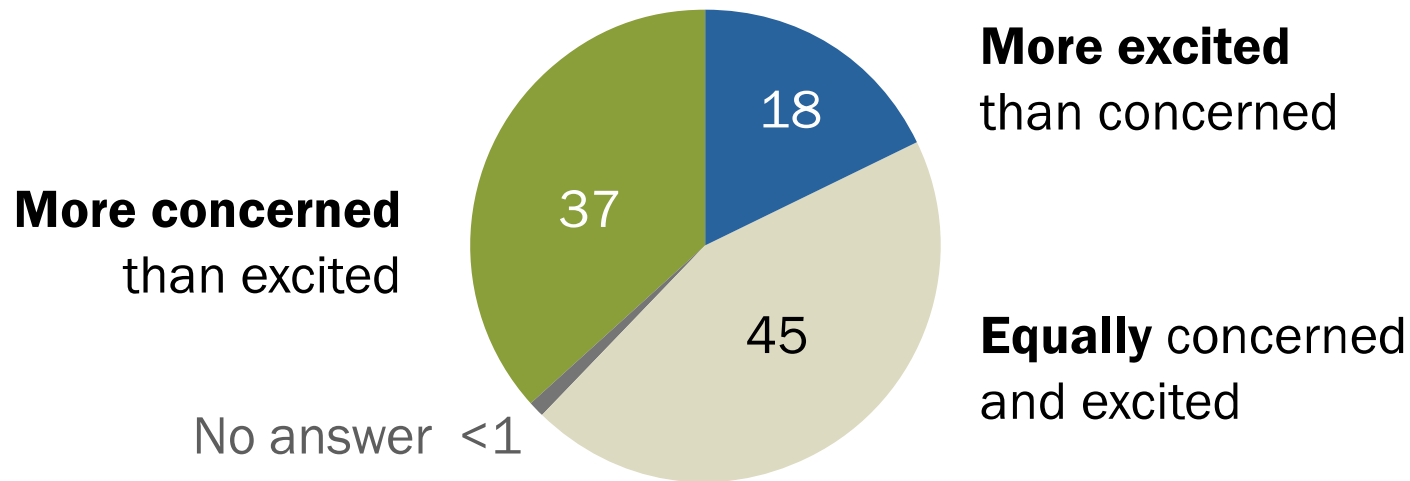
What we do: Generate a foundation of facts to enrich public dialogue and support sound decision-making. We conduct public opinion polling, demographic research, content analysis and data-driven social science research.

Public Opinion and AI:

- Public views are still emerging
 - View can (and do) change
- Attitudes reflect purpose as much as technology itself
 - Contingent on context of application, clear goal, purpose
 - Human autonomy and control are key themes
- Public opinion matters
 - Necessary voice to have at table when addressing host of moral, legal, regulatory and ethical questions raised by AI advances

Greater concern than excitement over increased use of AI in daily life

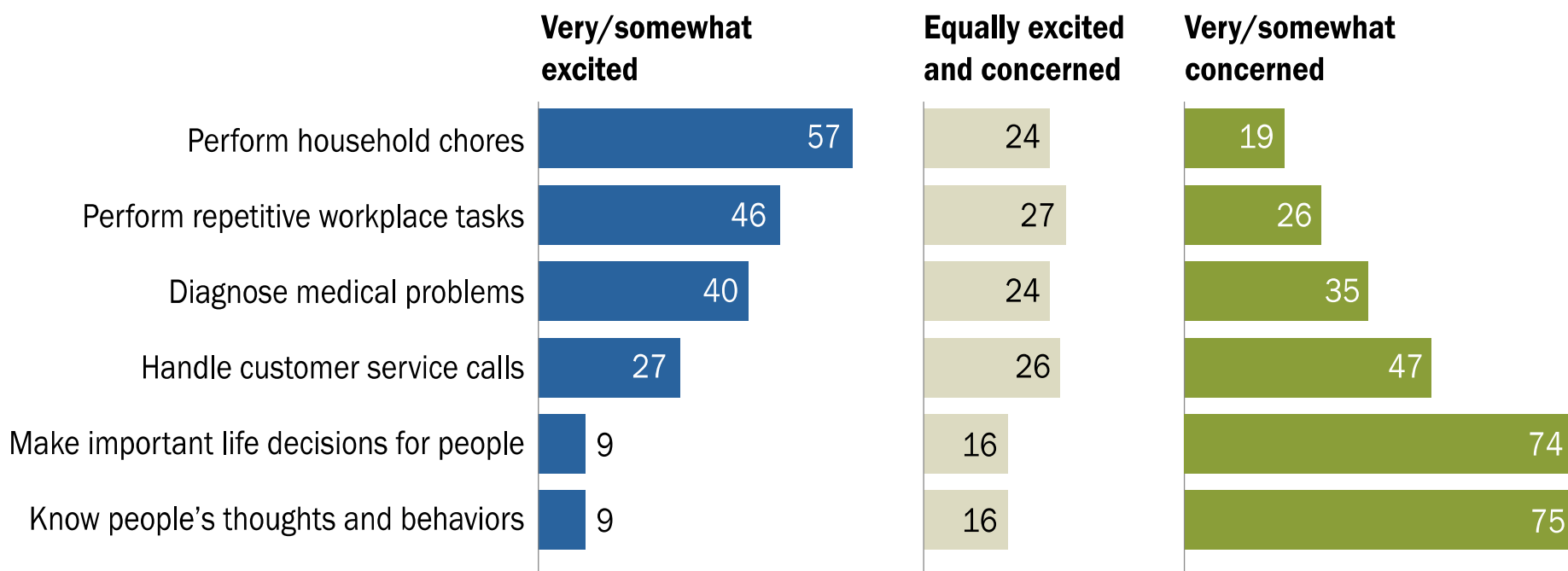
% of U.S. adults who say that overall, the increased use of artificial intelligence computer programs in daily life makes them feel ...



Source: Survey conducted Nov. 1-7, 2021.

Americans are concerned about AI systems that could know people's thoughts and make important life decisions for them

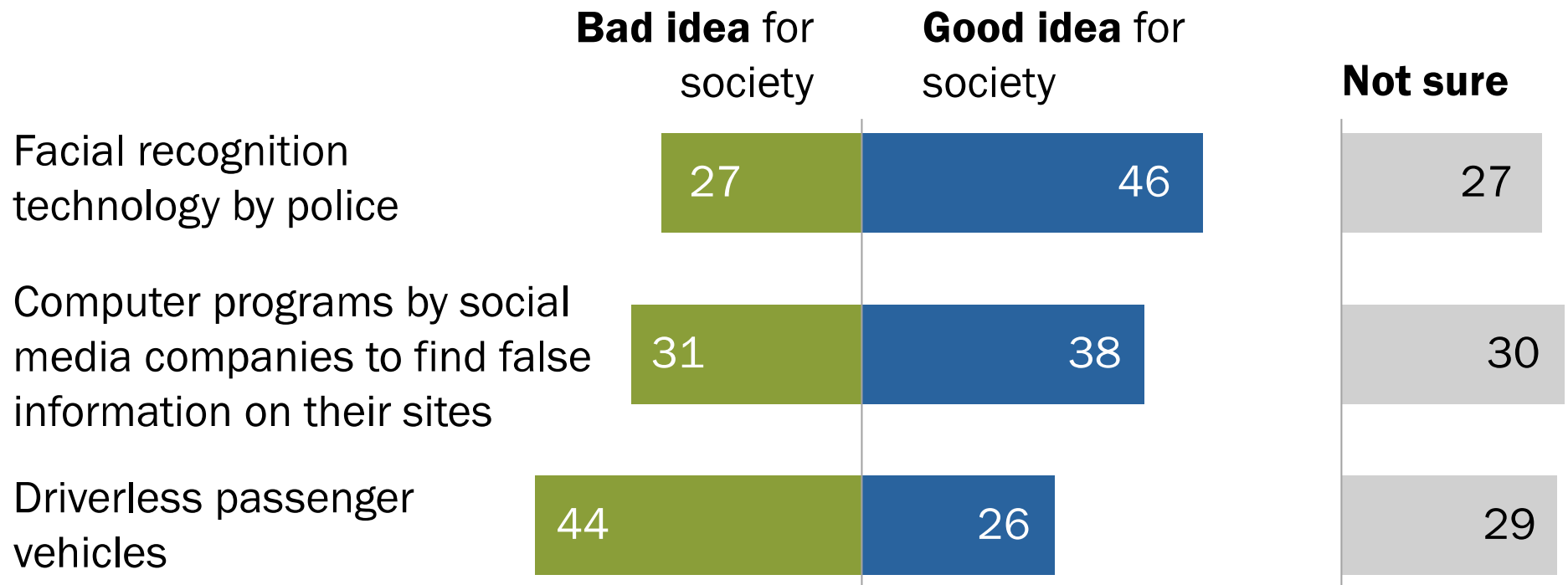
% of U.S. adults who say they would be ___ if artificial intelligence computer programs could do each of the following



Source: Survey conducted Nov. 1-7, 2021.

Three specific AI applications underscore range of public reactions to emerging applications

% of U.S. adults who think widespread use of each of the following has been/would be a ...



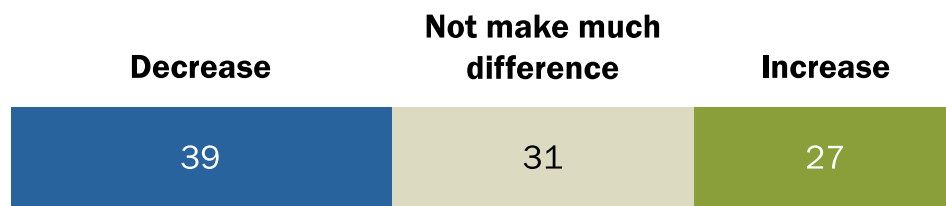
Source: Survey conducted Nov. 1-7, 2021.

Limited confidence that several AI applications would lead to clear improvements in respective domains

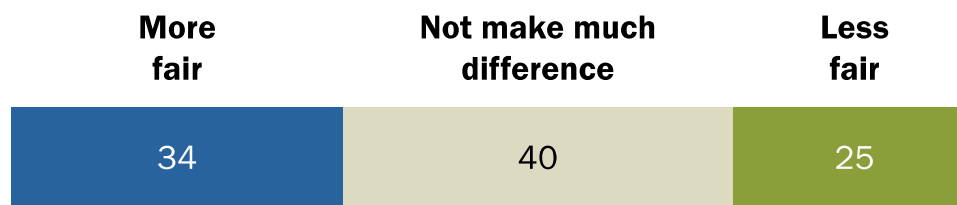
% of U.S. adults who say ...

ARTIFICIAL INTELLIGENCE APPLICATIONS

If the use of **driverless passenger vehicles** becomes widespread, the number of people killed or injured in traffic accidents would ...



The widespread use of **facial recognition technology** by police would make policing ...



When it comes to finding false information on their sites, **computer programs** used by social media companies do a ...



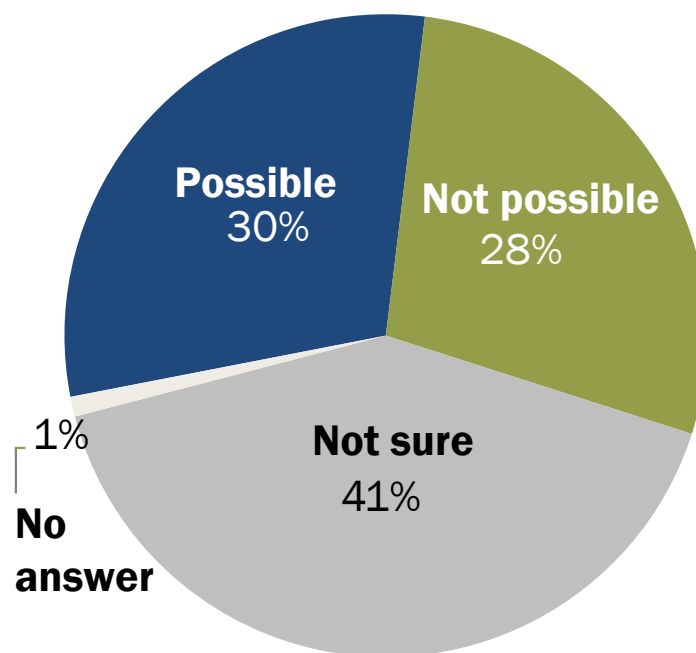
Source: Survey conducted Nov. 1-7, 2021.

AI AND HUMAN JUDGMENT

May 2, 2022

Public is uncertain about whether AI programs can be designed to make fair decisions consistently

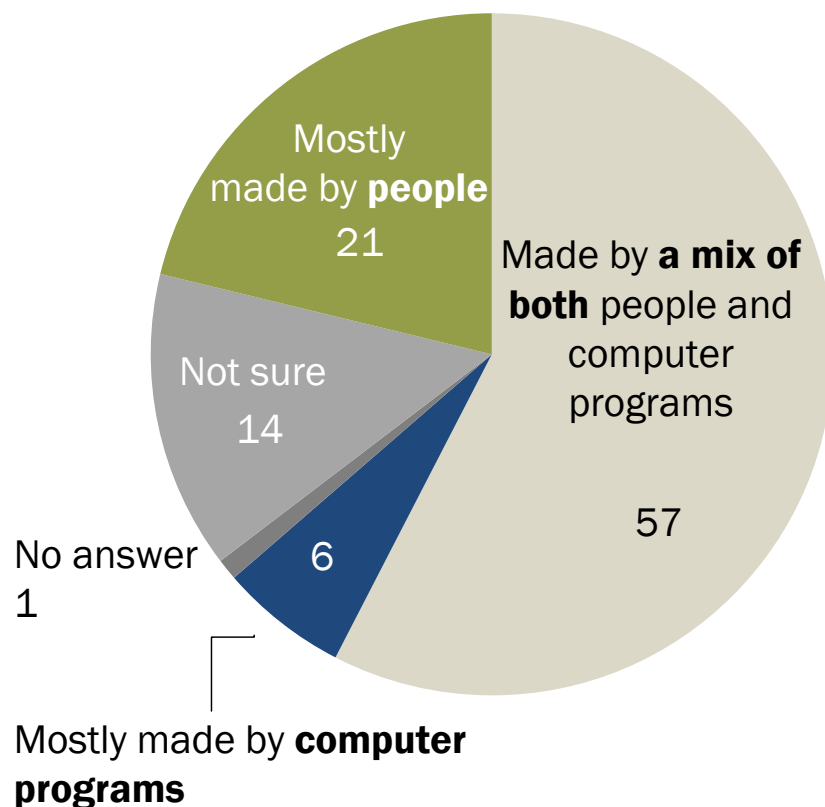
% of U.S. adults who say that it is ___ for people to design artificial intelligence computer programs that can consistently make fair decisions in complex situations



Source: Survey conducted Nov. 1-7, 2021.

Americans think social media companies should use a mix of people, algorithms to decide what's false on their sites

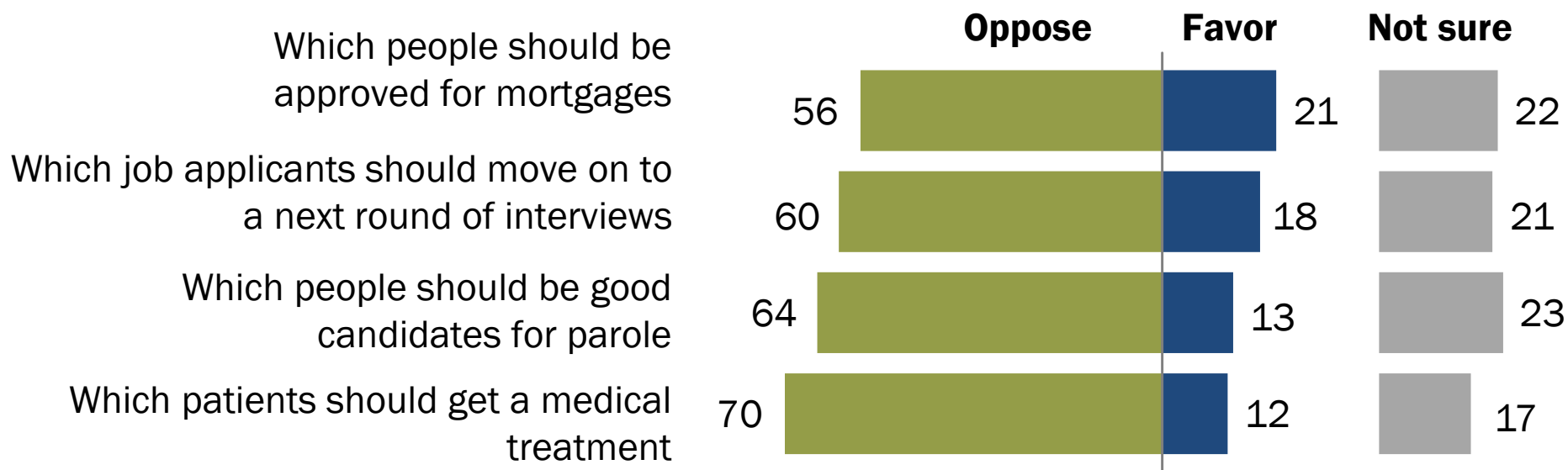
% of U.S. adults who say the decisions made by social media companies about what information is false should be ...



Source: Survey conducted Nov. 1-7, 2021.

Americans resist deferring to algorithms on key decisions, particularly for medical treatments

% of U.S. adults who ___ the use of computer programs like the ones used by social media companies to find false information to make final decisions about each of the following

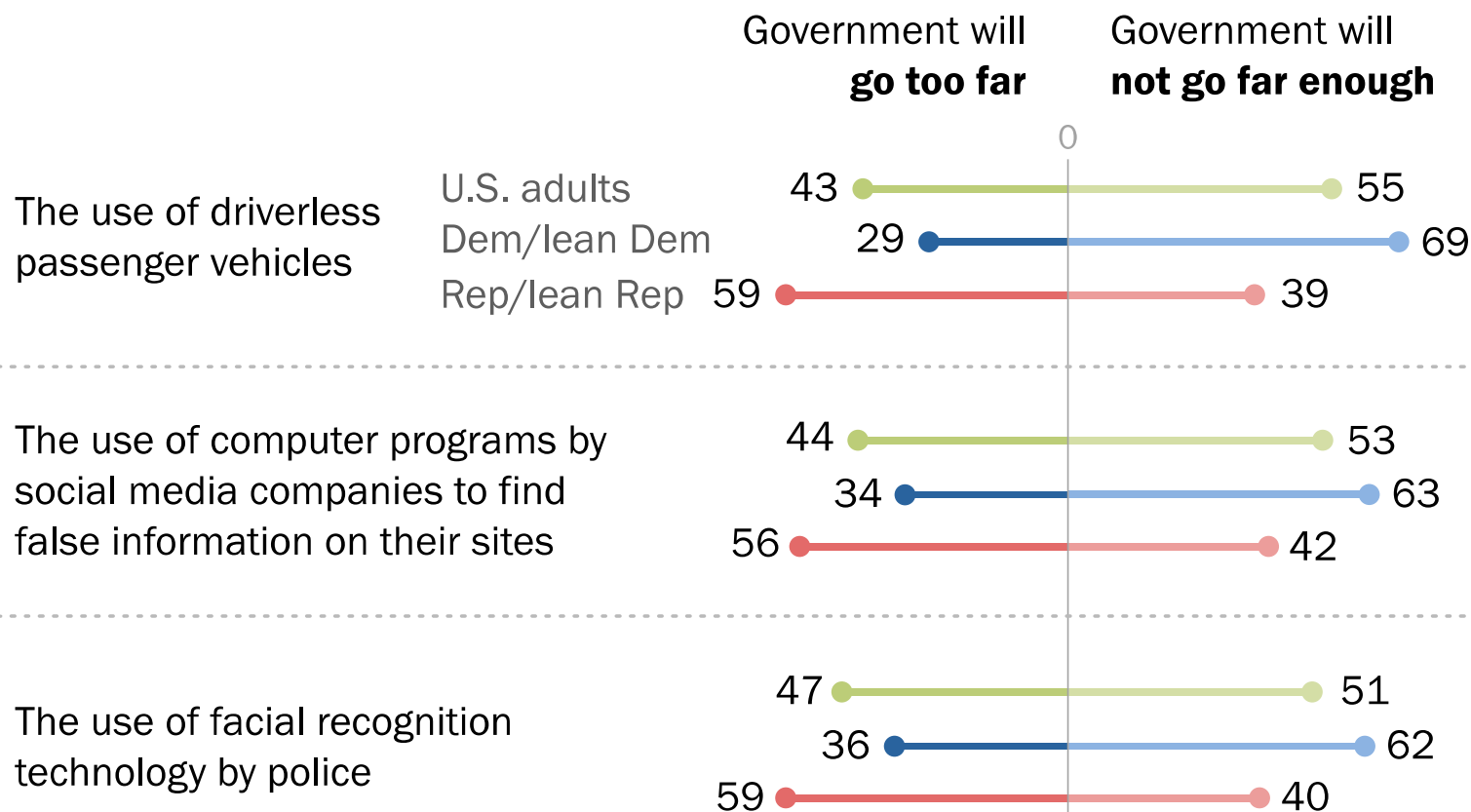


Source: Survey conducted Nov. 1-7, 2021.

REGULATORY STANDARDS

Partisans differ in their concerns about government regulation of AI technologies

% of U.S. adults who say that if/as each of the following becomes widespread, their greater concern about regulating their use is that ...



Source: Survey conducted Nov. 1-7, 2021.

Public wants higher standards for driverless vehicles; sees a role for multiple stakeholders in setting standards

% of U.S. adults who say that when it comes to ensuring safety and effectiveness, driverless passenger vehicles should be tested using

■ Existing standards used for regular vehicles ■ A higher standard than used for regular vehicles

U.S. adults

11

87

% of U.S. adults who say each of the following groups should have ___ in setting standards for how driverless passenger vehicles are used

■ A major role

■ A minor role

■ No role at all

Companies that develop driverless passenger vehicles

62

29

8

People who use driverless passenger vehicles

54

33

12

Federal government agencies

53

32

14

Dealerships that sell driverless passenger vehicles

25

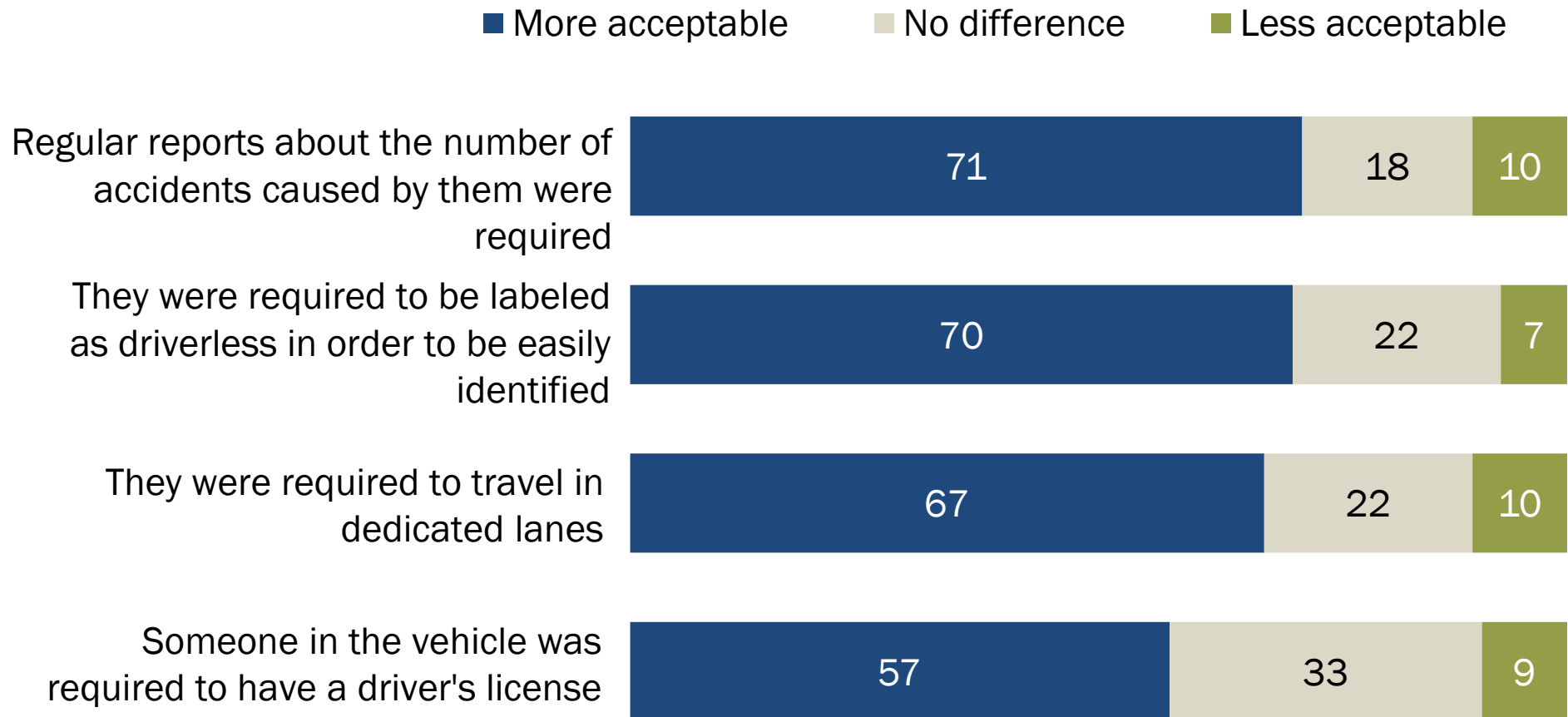
37

36

Source: Survey conducted Nov. 1-7, 2021

Driverless cars seen as more acceptable if there were regular reports on accidents, cars clearly labeled

% of U.S. adults who say each of the following would make the use of driverless vehicles ...

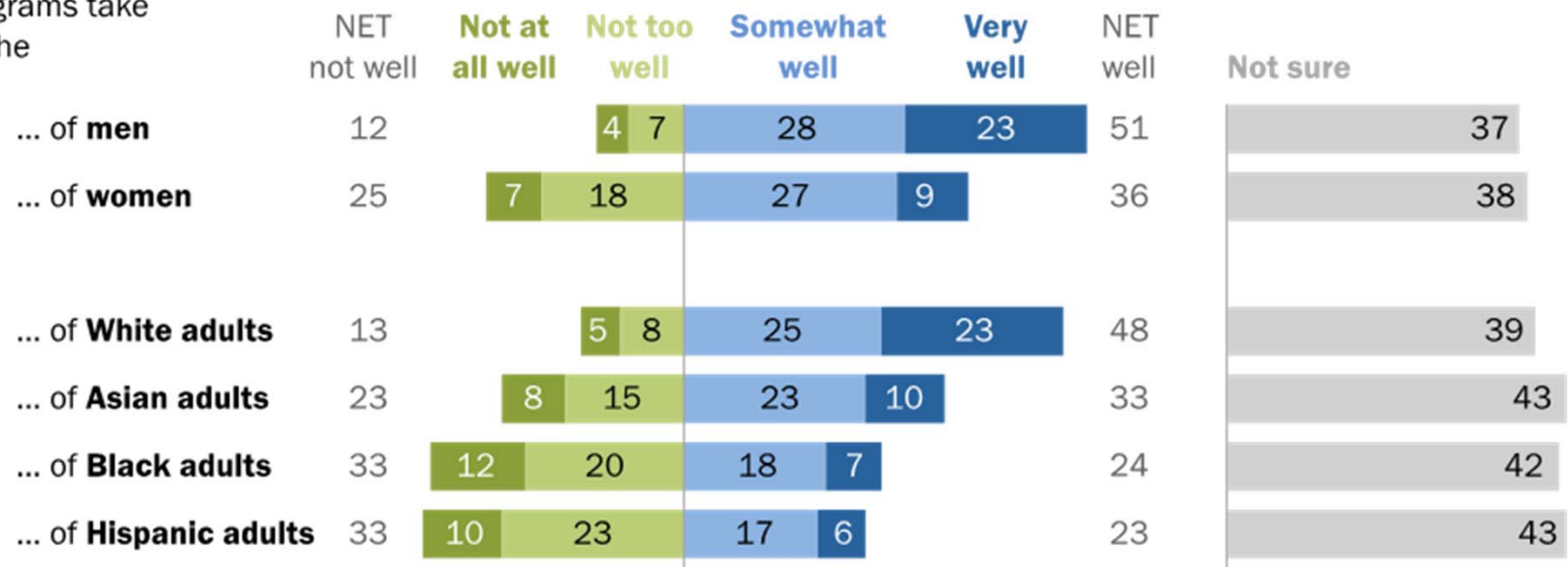


Source: Survey conducted Nov. 1-7, 2021

Whose experiences and views are taken into account when AI programs are designed?

% of U.S. adults who say each of the following ...

The people who design artificial intelligence computer programs take into account the experiences and views ...

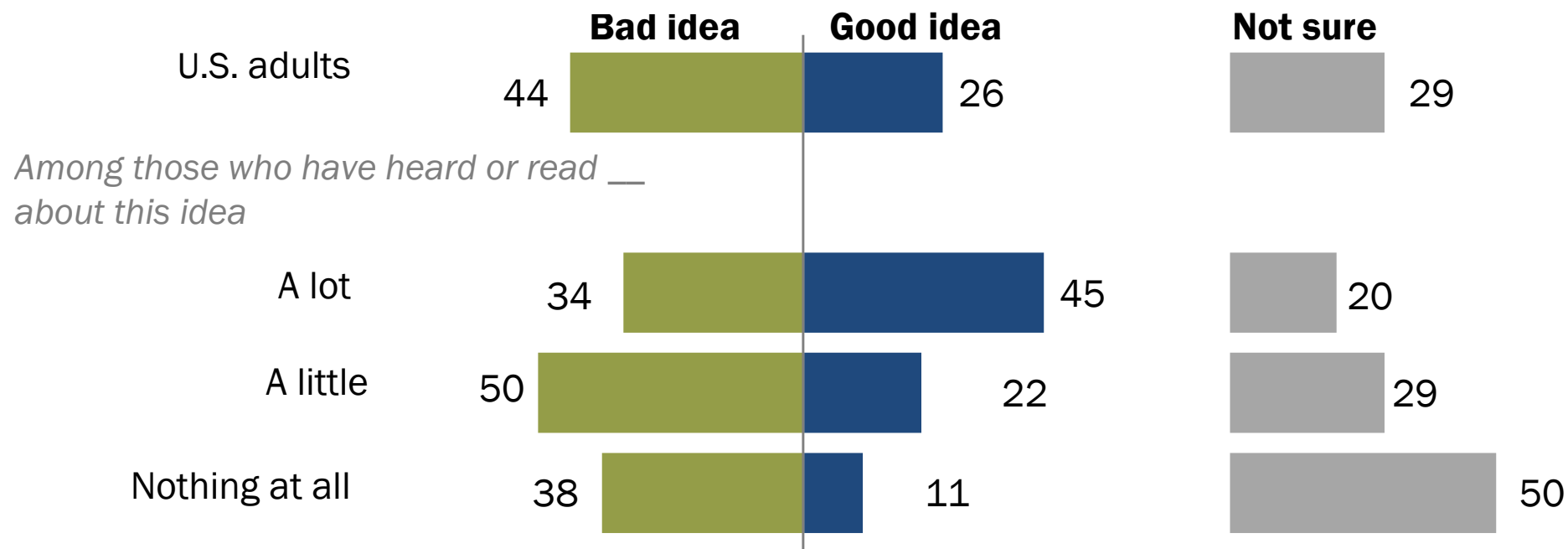


Source: Survey conducted Nov. 1-7, 2021.

IS IT JUST TOO NEW?

Those who have heard a lot about driverless cars more likely to say they would be good for society

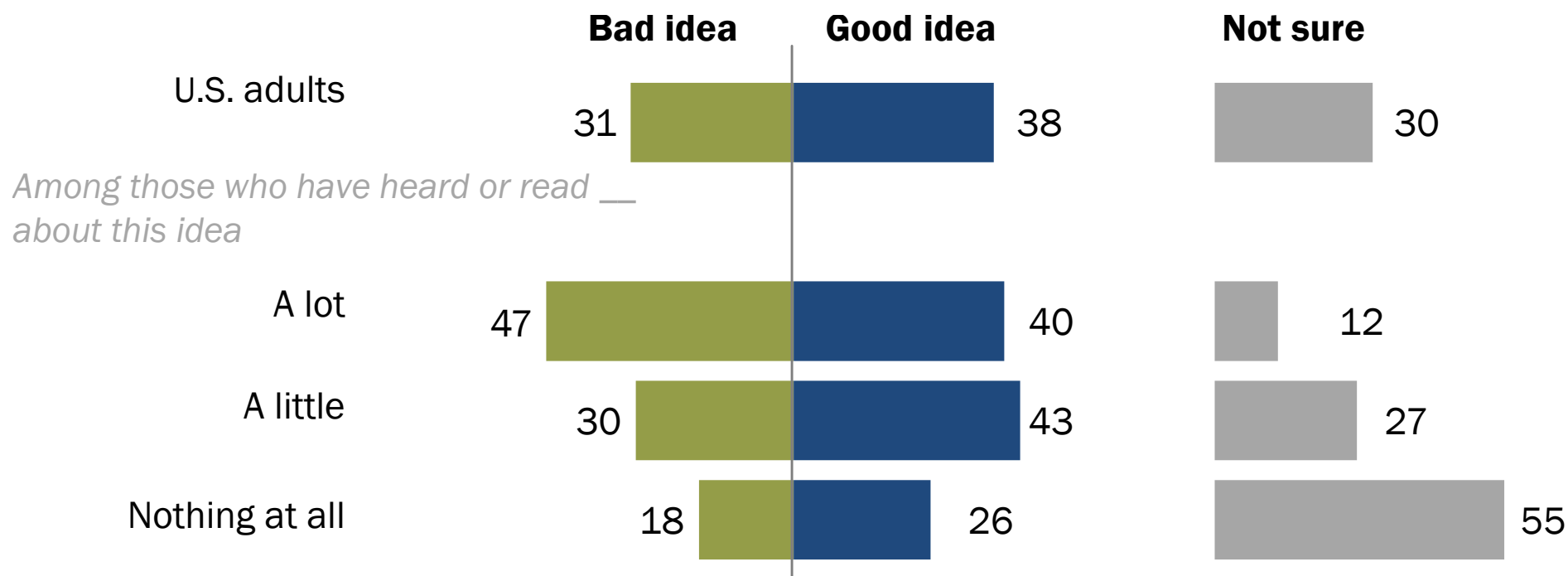
% of U.S. adults who say the widespread use of driverless passenger vehicles would be a ___ for society



Source: Survey conducted Nov. 1-7, 2021.

Those who have heard more about social media companies' use of algorithms to find false information more likely to say this is a bad idea

% of U.S. adults who say widespread use of computer programs by social media companies to find false information on their sites has been a ___ for society



Source: Survey conducted Nov. 1-7, 2021.



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U.S. Survey Research



**International
Survey Research**



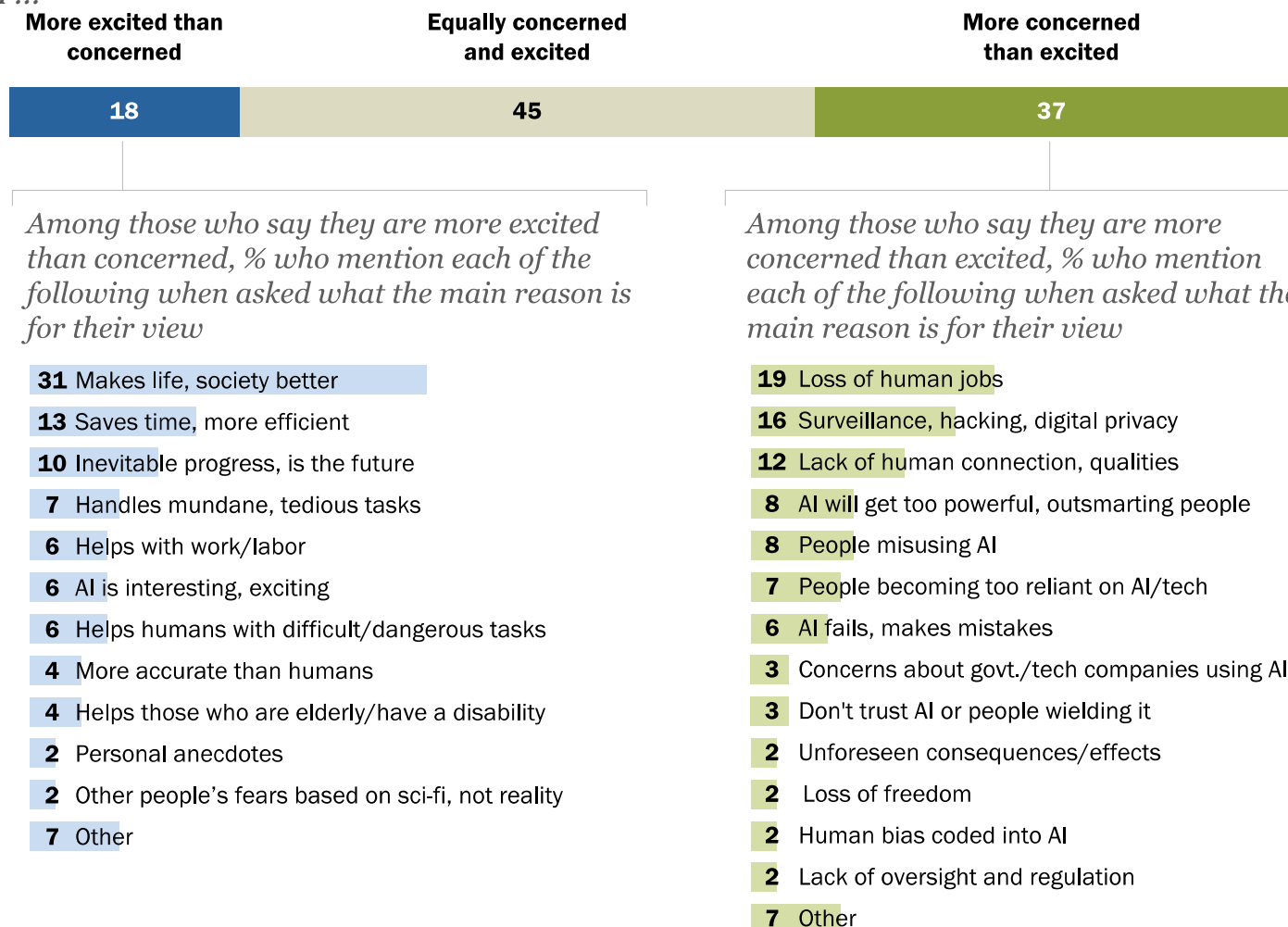
Data Science



Demographic Research

Americans explain in their own words what makes them either more concerned or more excited about the increased presence of AI in daily life

% of U.S. adults who say that overall, the increased use of artificial intelligence computer programs in daily life makes them feel ...



Source: Survey conducted Nov. 1-7, 2021.