

SPOTLIGHT*

JORDAN

VIEWS ON AI

June - 2024



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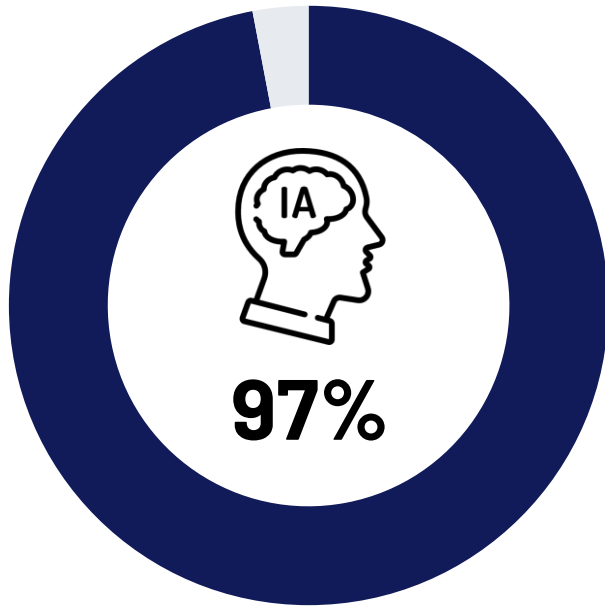
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Will AI improve life?

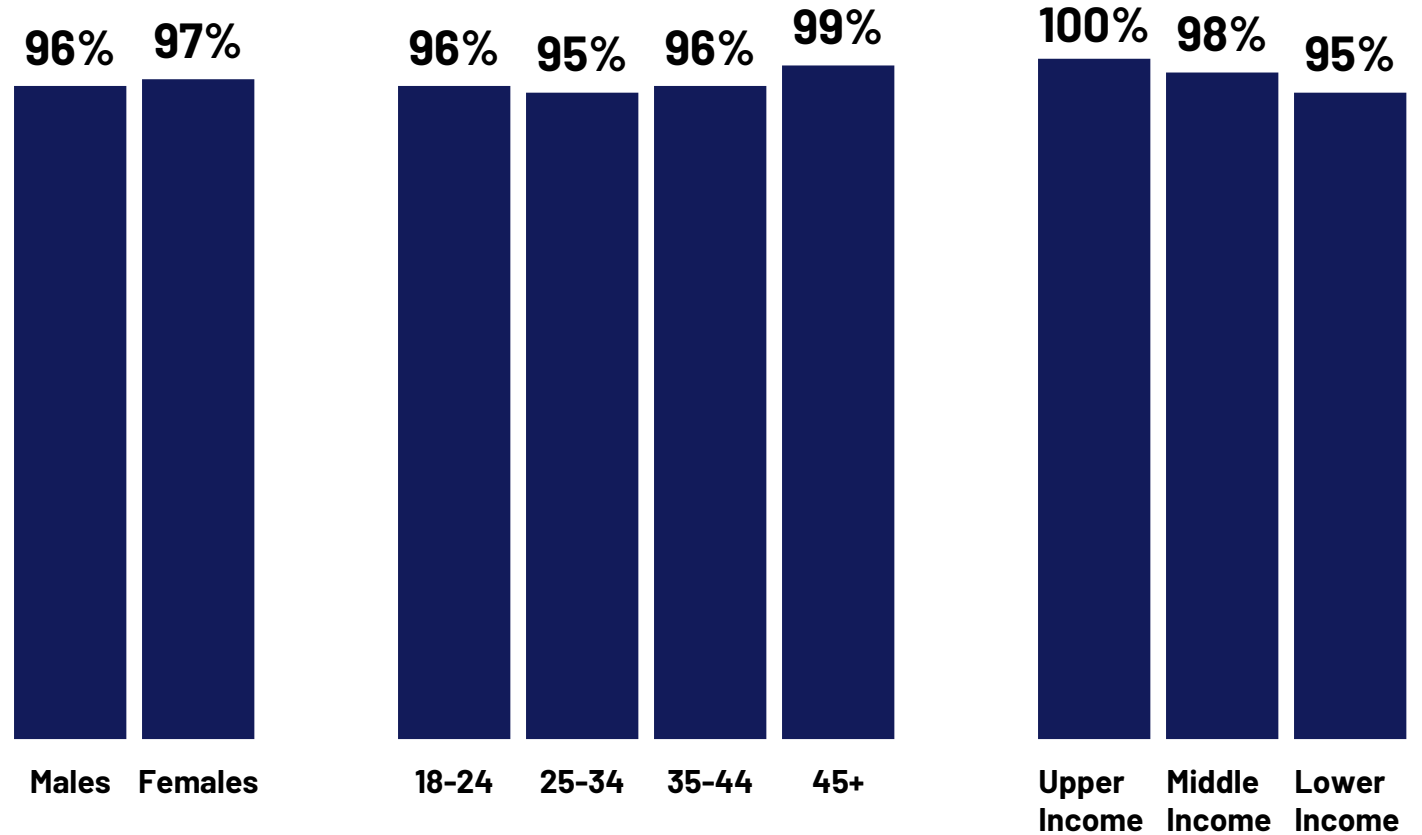
AWARENESS AND UNDERSTANDING OF AI

Awareness of AI

% Agree - by demographics

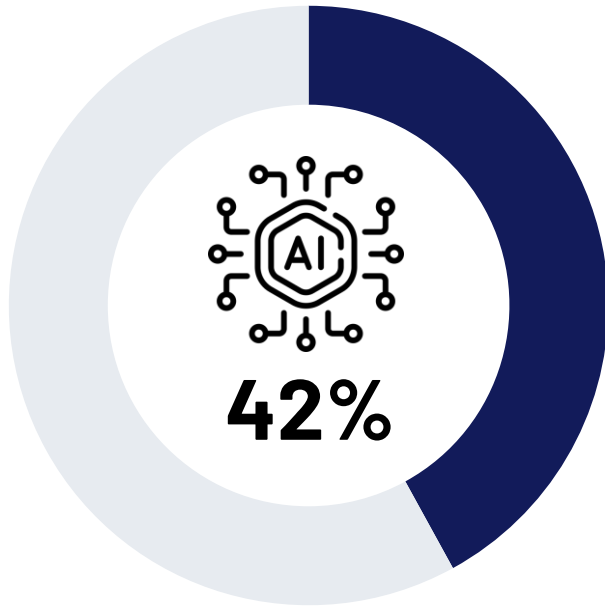


I have heard about artificial intelligence

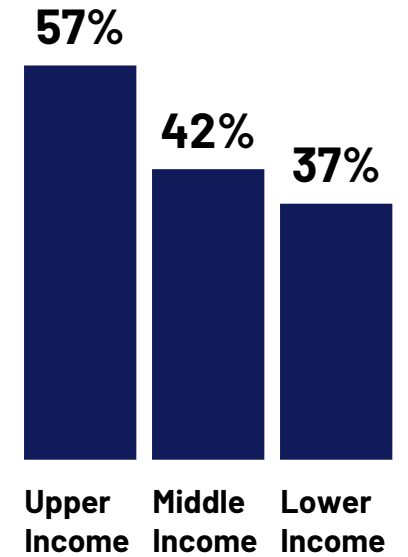
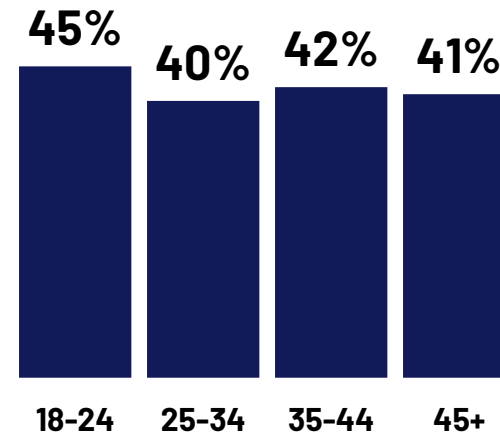


Understanding of AI

% Agree - by demographics



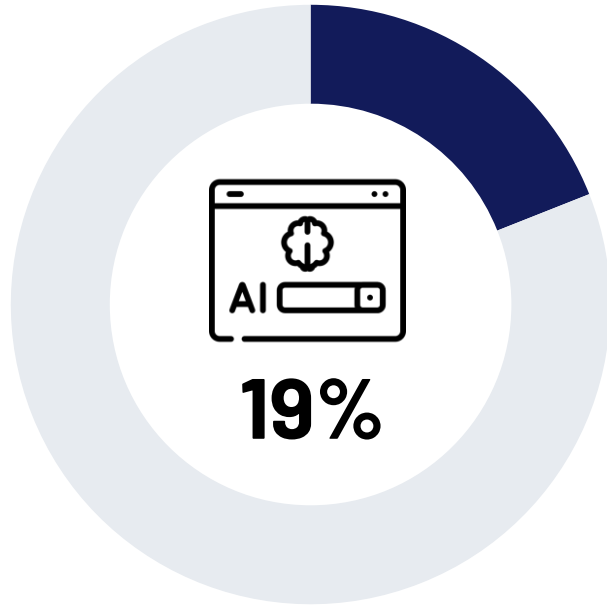
I have a good understanding of what artificial intelligence is



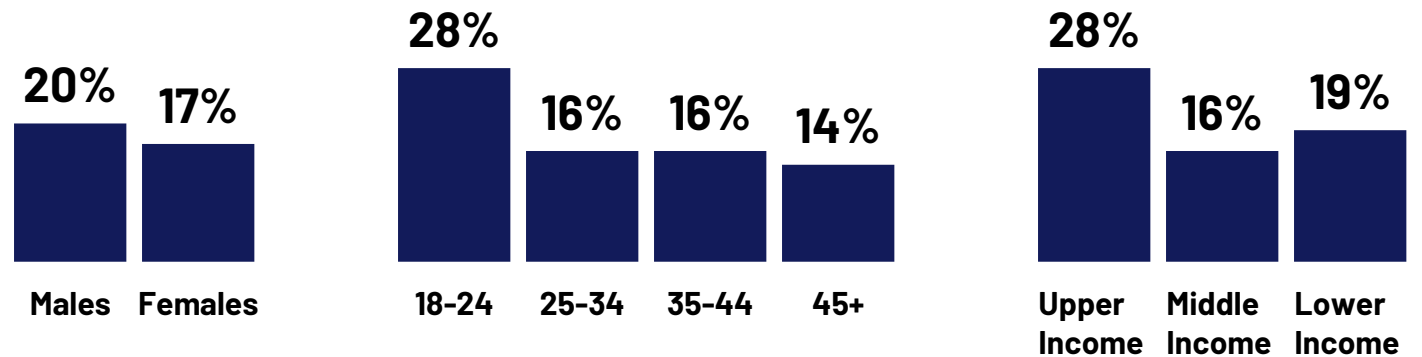
Base: % out those who have heard about AI

Awareness of AI-powered products and services

% Agree – by demographics



I know which types of products and services use artificial intelligence



Base: % out those who have heard about AI

SENTIMENT TOWARDS AI

Sentiment towards AI

% Agree

32%

Products and services using artificial intelligence make me excited



24%

Products and services using artificial intelligence have more benefits than drawbacks



19%

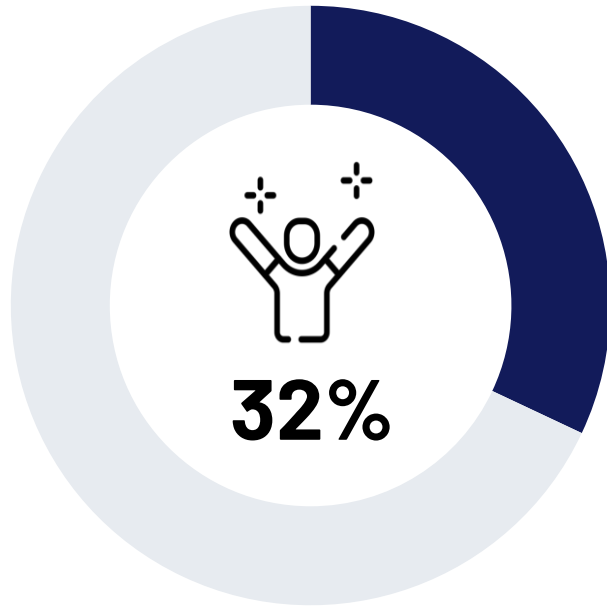
Products and services using artificial intelligence make me nervous



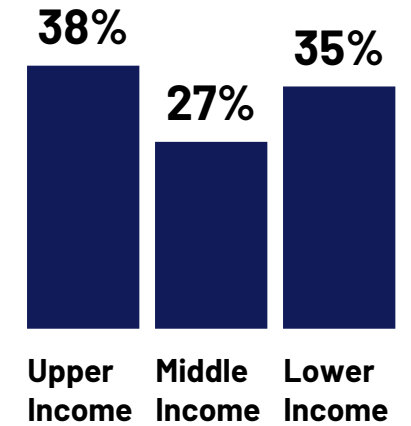
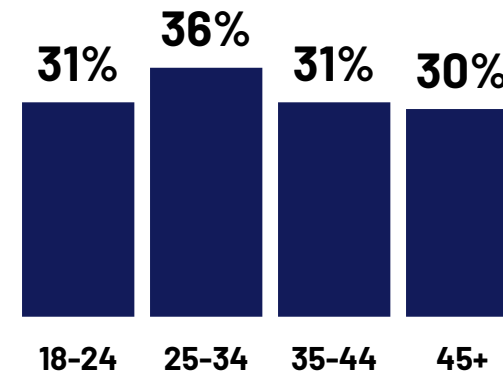
Base: % out those who have heard about AI

Excitement towards AI

% Agree – by demographics



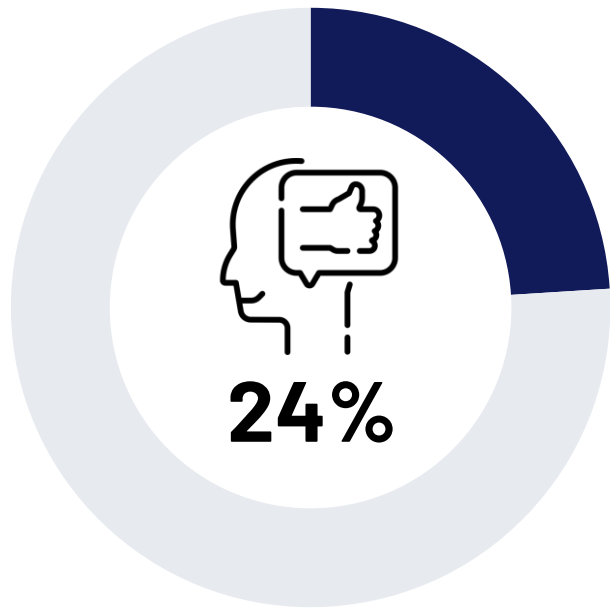
Products and services using artificial intelligence make me excited



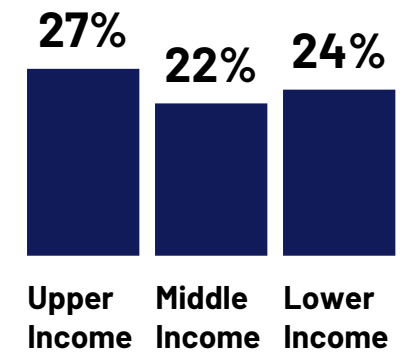
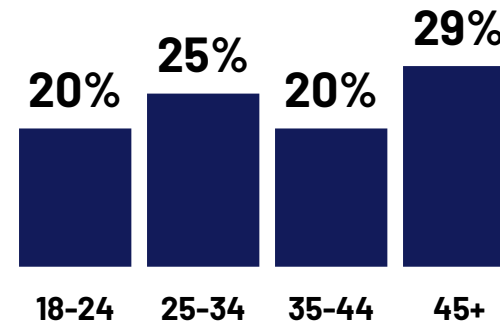
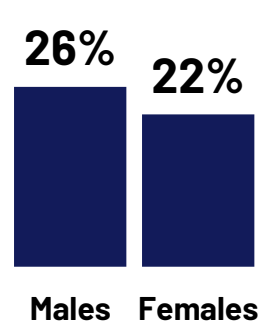
Base: % out those who have heard about AI

Embracing AI's benefits

% Agree – by demographics



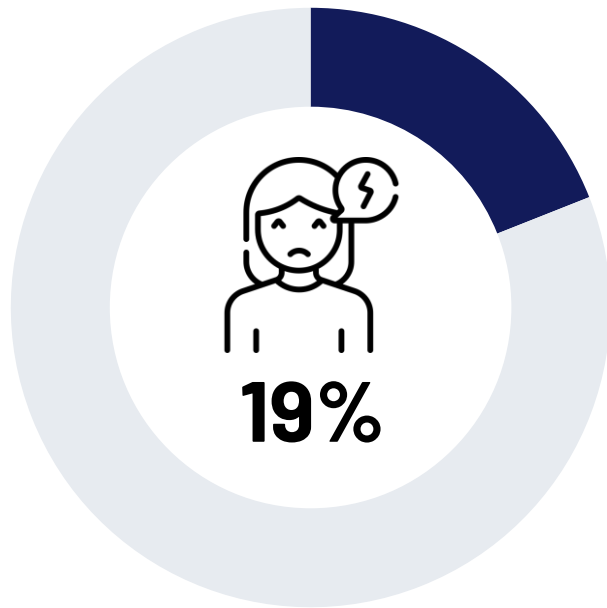
Products and services using artificial intelligence have more benefits than drawbacks



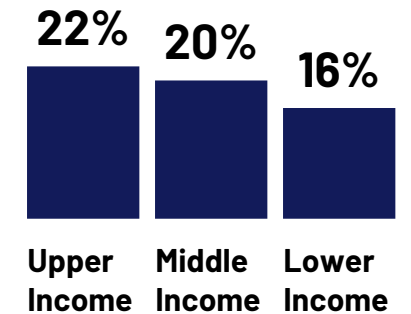
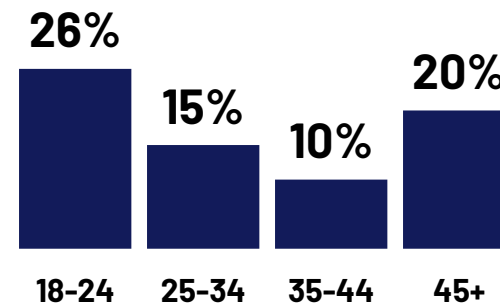
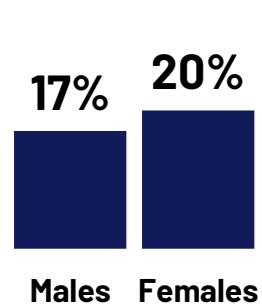
Base: % out those who have heard about AI

Anxiety towards AI

% Agree – by demographics



Products and services using artificial intelligence make me nervous



Base: % out those who have heard about AI

Trust in AI

% Agree

36%

I trust artificial intelligence to not discriminate or show bias towards any group of people



22%

I don't trust companies that use artificial intelligence as much as I trust other companies



20%

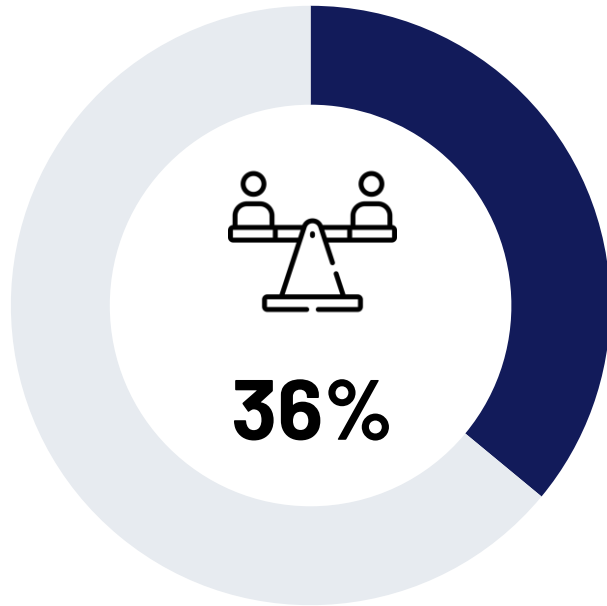
I trust that companies that use artificial intelligence will protect my personal data



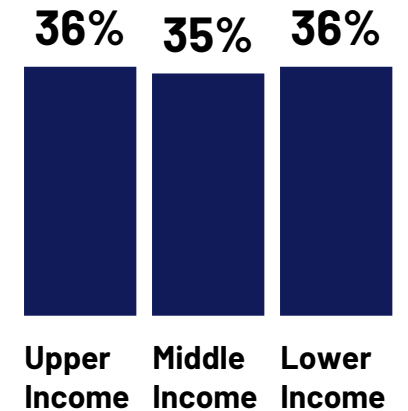
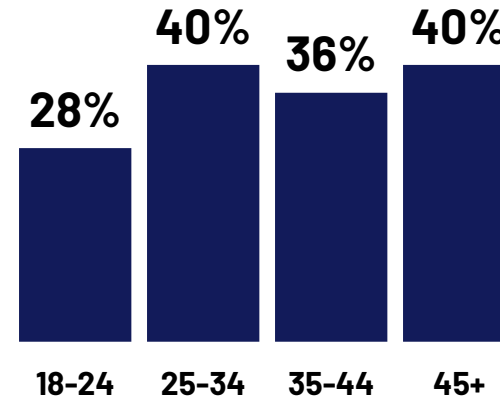
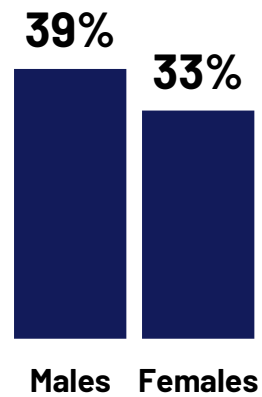
Base: % out those who have heard about AI

Trust in AI's fairness and non-bias

% Agree – by demographics



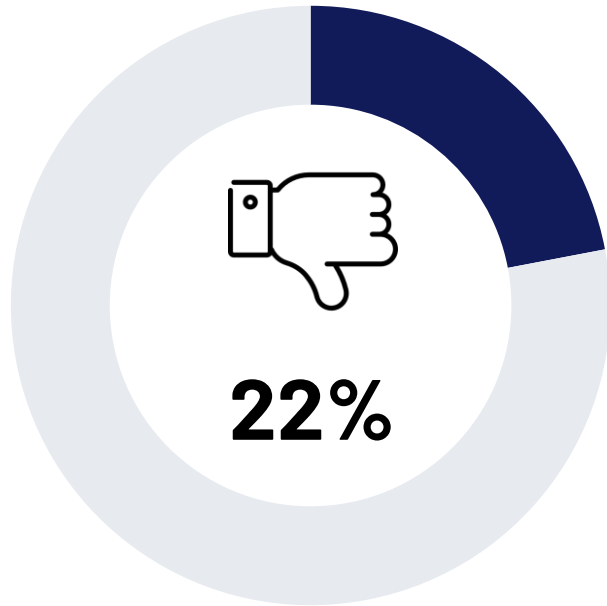
I trust artificial intelligence to not discriminate or show bias towards any group of people



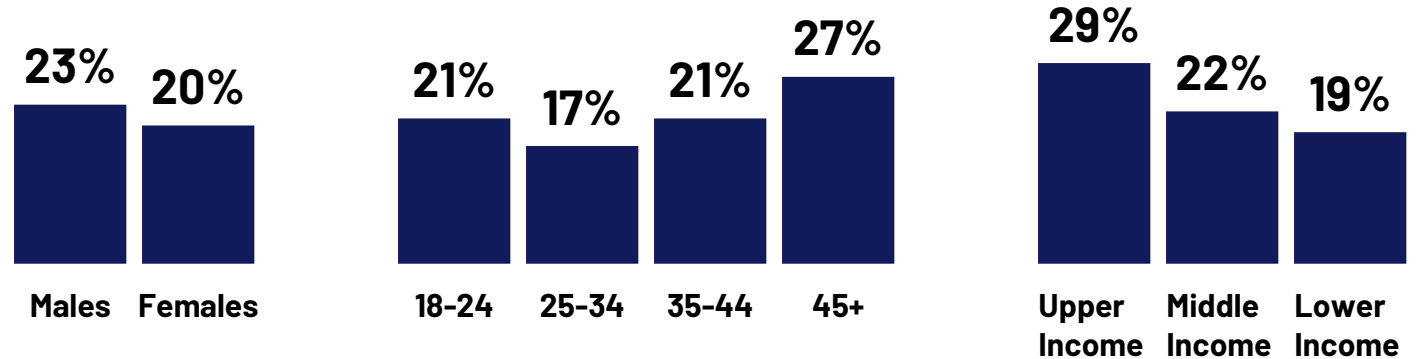
Base: % out those who have heard about AI

Trust in companies that use AI

% Agree – by demographics



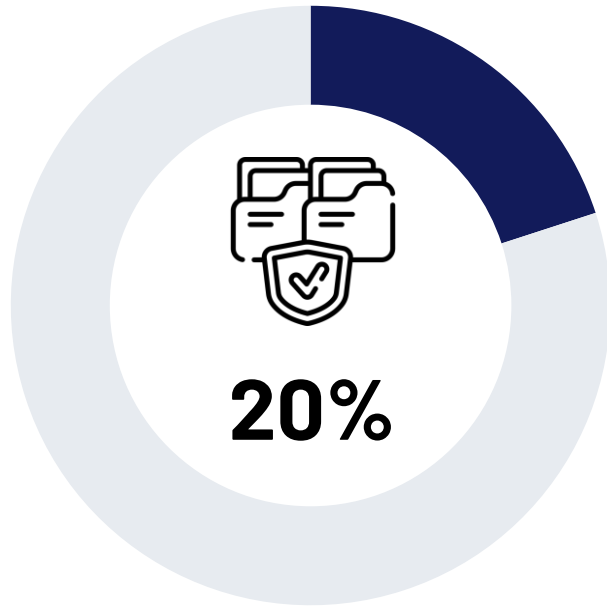
I don't trust companies that use artificial intelligence as much as I trust other companies



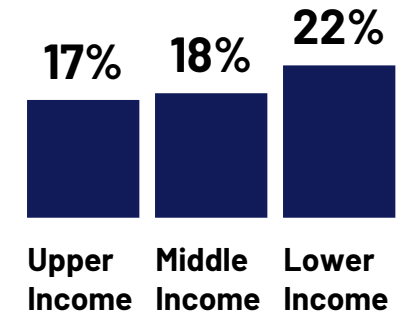
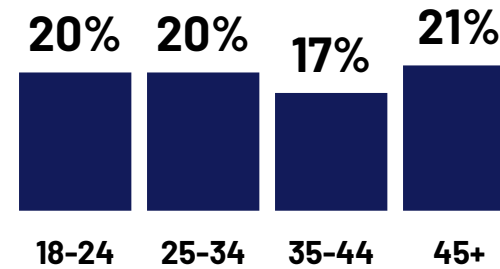
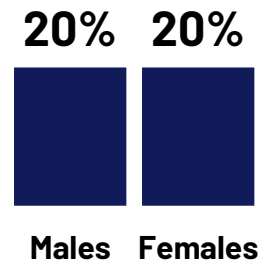
Base: % out those who have heard about AI

Trust in AI for data protection

% Agree – by demographics



I trust that companies that use artificial intelligence will protect my personal data

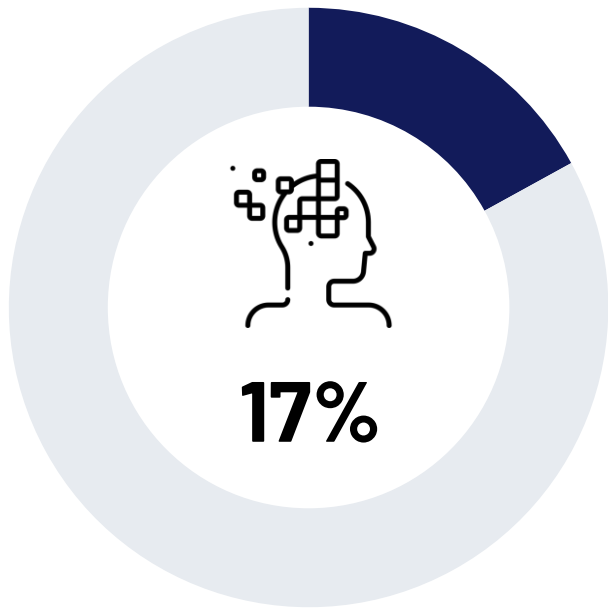


Base: % out those who have heard about AI

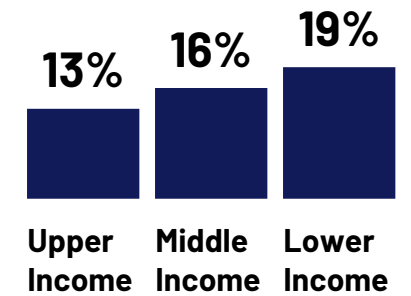
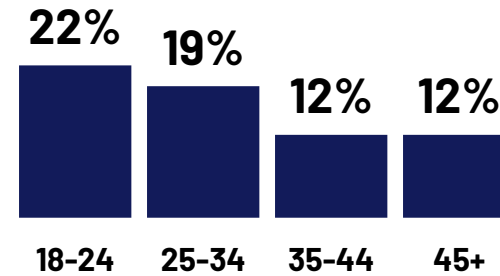
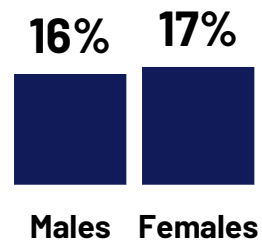
AI IMPACT ON ONE'S DAILY LIFE AND JOB

Past impact of AI

% Agree – by demographics



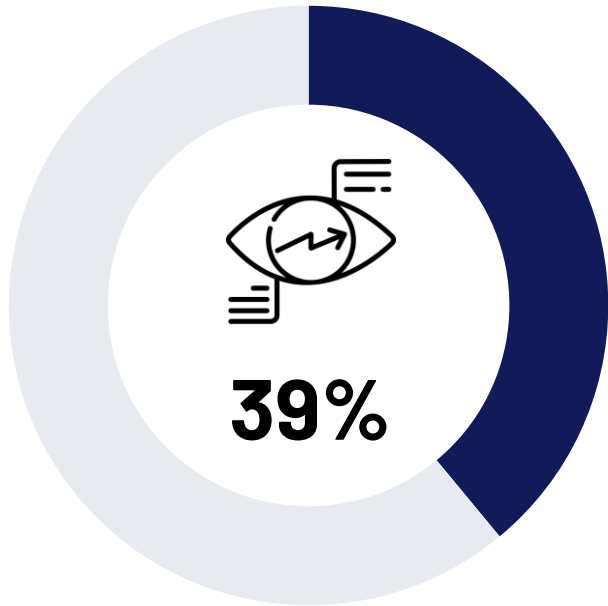
Products and services using AI have profoundly changed my daily life in the past 3-5 years



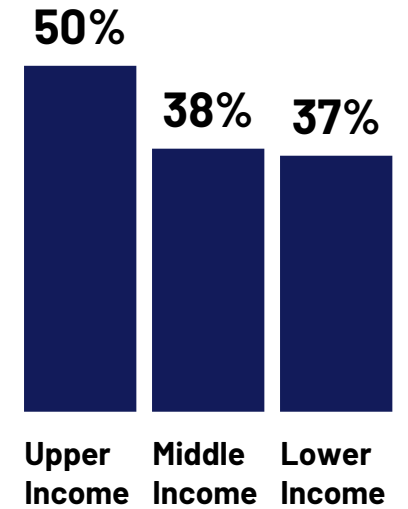
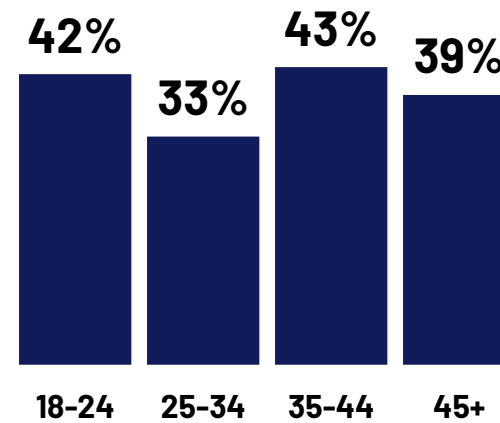
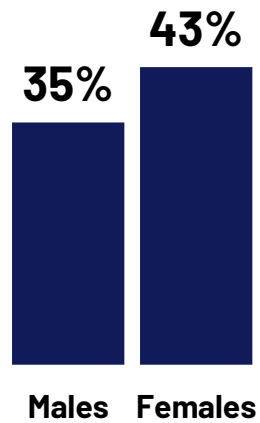
Base: % out those who have heard about AI

Future impact of AI

% Agree – by demographics



Products and services using AI will profoundly change my daily life in the next 3-5 years

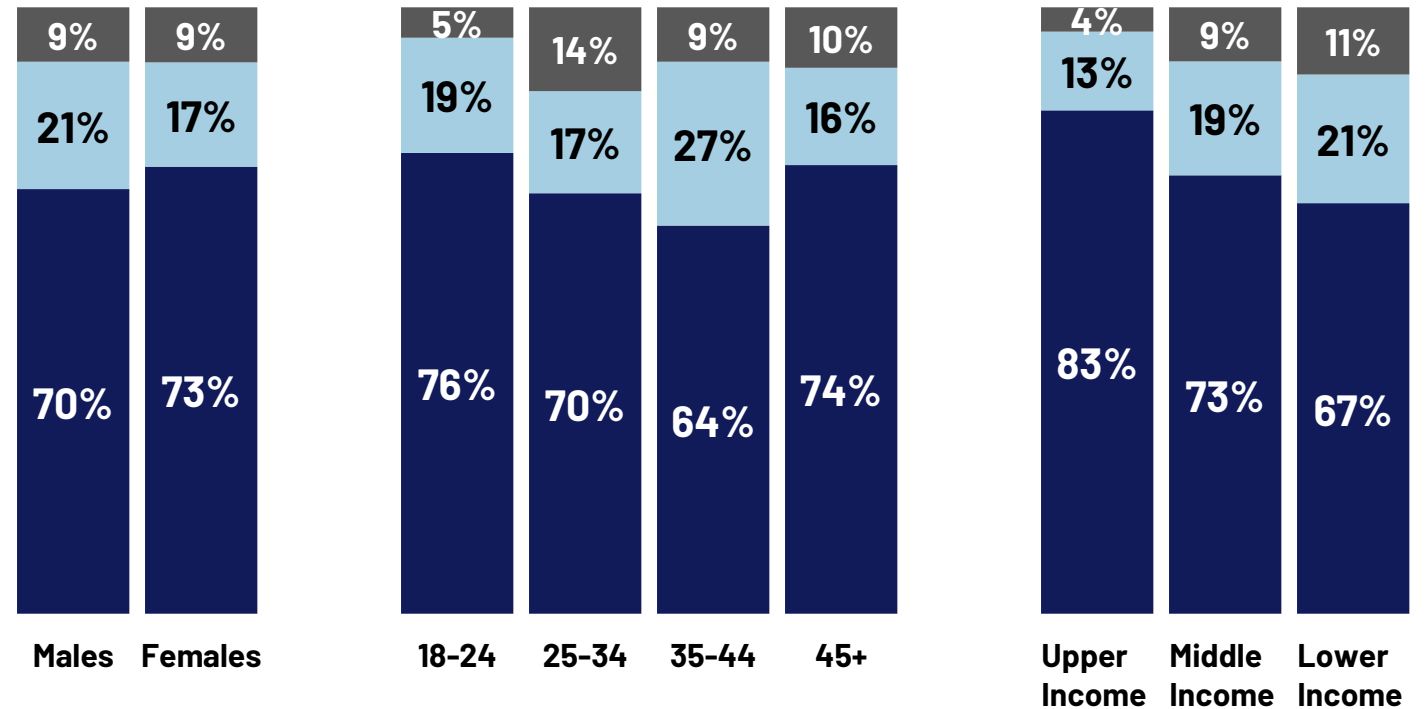
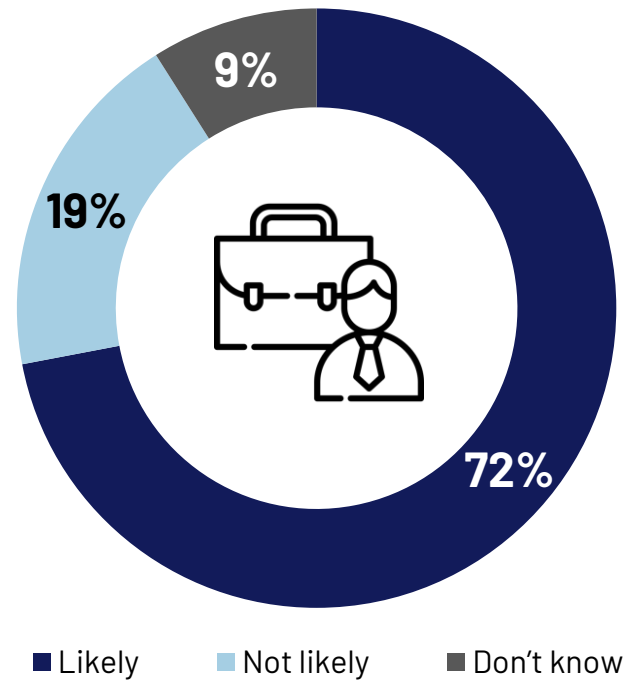


Base: % out those who have heard about AI

The potential of AI reshaping current jobs

% - by demographics

Think AI will change how they do their current job in the next 5 years

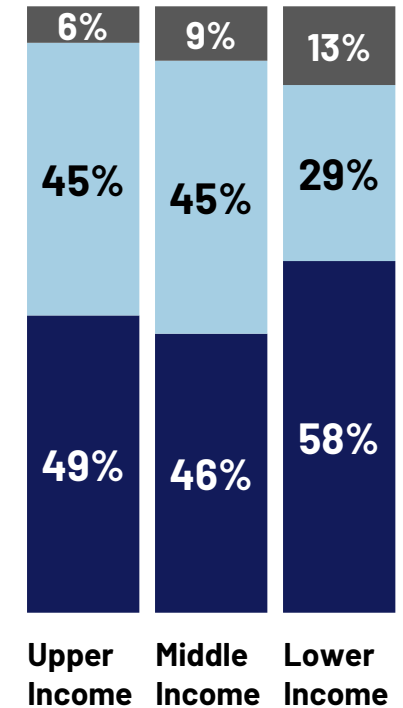
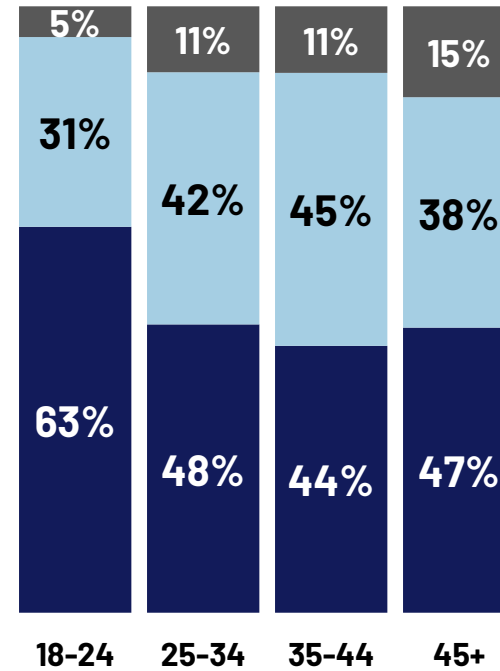
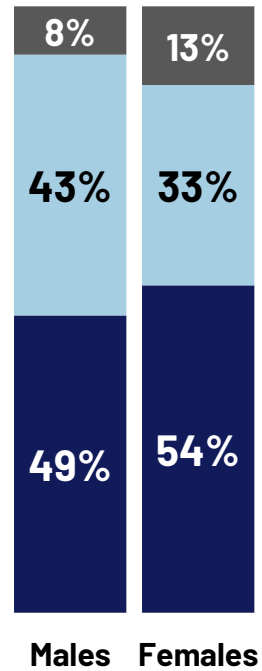
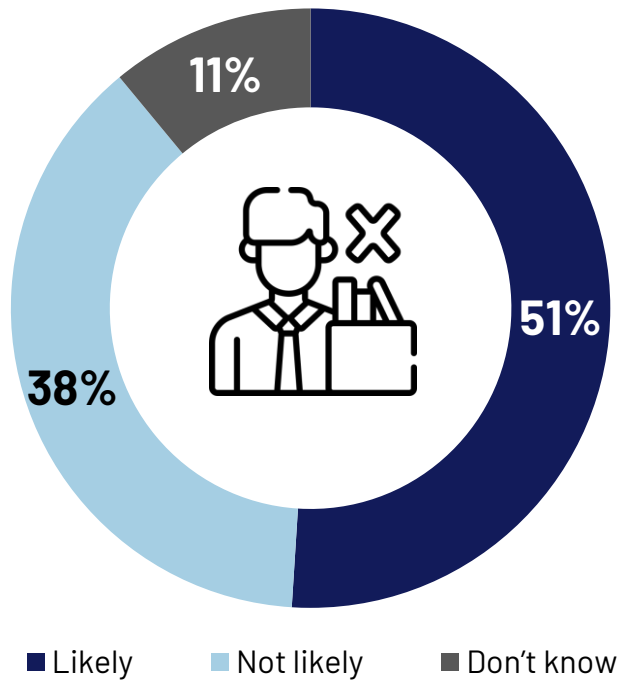


Base: % out those who have heard about AI

The potential of AI replacing current jobs

% - by demographics

Think AI will replace their current job in the next 5 years

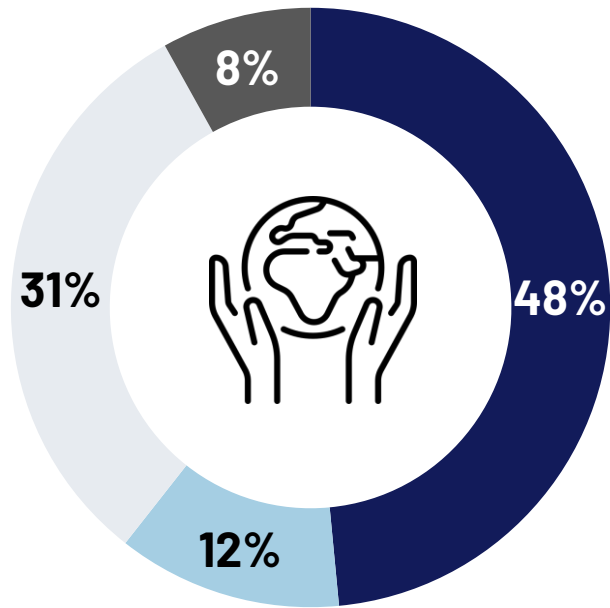


Base: % out those who have heard about AI

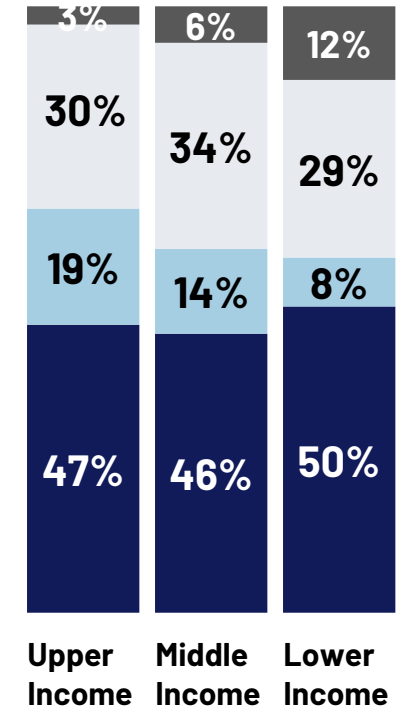
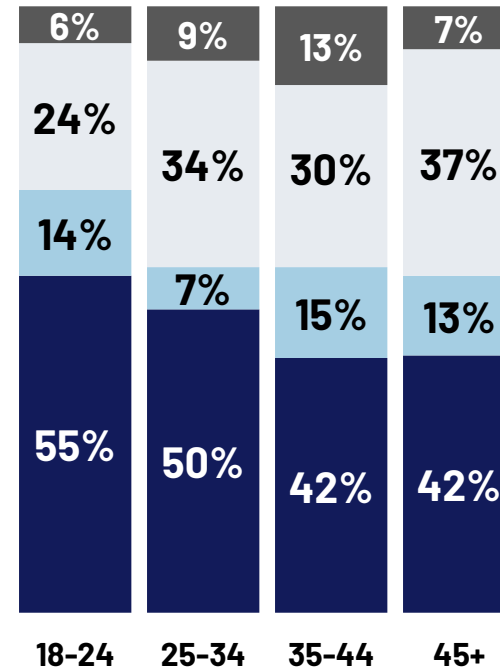
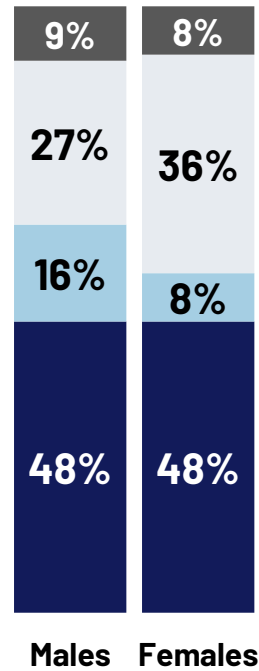
WILL AI IMPROVE LIFE?

AI's impact on our world in the next 3-5 years

% - by demographics



- AI will make our world better
- It will stay the same
- AI will make our world worse
- Don't know



Base: % out those who have heard about AI

Sample and methodology

Sample size

500 respondents

Sample criteria

General public
representative of the population across gender and age (18+)

Methodology

The survey was conducted via the Ipsos online panel

Geographical coverage

Conducted in Jordan
with a nationwide coverage

FOR MORE INFORMATION

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