

# Insights 2024: Attitudes toward AI

Generative artificial intelligence (GenAI) tools are evolving and being adopted at an unprecedented rate, offering the potential to transform how we work, consume information, innovate. In this rapidly changing landscape, it is important to understand the views of researchers and healthcare professionals to ensure AI technologies positively impact scientific advancement and patient care.

The **Insights 2024: Attitudes toward AI** report aims to understand their perspectives through a global study of nearly 3,000 people worldwide working in research and healthcare.



# and healthcare sectors

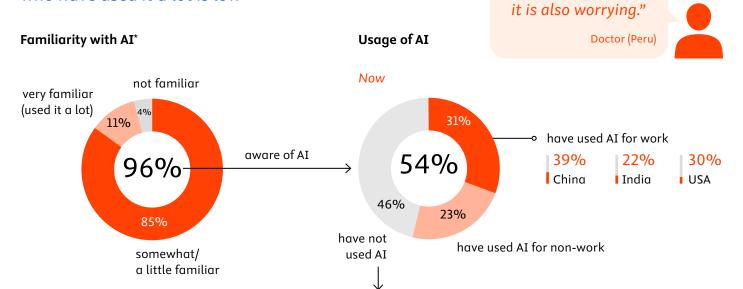


72%

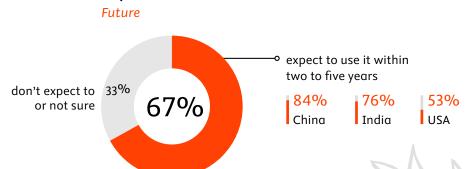
"AI is the future but

Believe AI (including GenAI) will have a transformative or significant impact on their area of work.

# Awareness of AI is high but the proportion who have used it a lot is low



Over half of those aware have used AI, and this will likely increase further, with two thirds of those who have not yet used AI expecting to do so within the next two to five years.





# AI is expected to bring many benefits

Researchers and clinicians recognise AI's potential. Almost all respondents expect AI to have to some positive impact in key areas. They believe it will help...

### 95%

Accelerate knowledge discovery.

### 94%

Rapidly increase the volume of scholarly and medical research.

Provide cost savings to institutions and businesses.

Increase work quality overall.

# Multiple negative impacts are also expected

While they identify numerous benefits, these are balanced by concerns about potential drawbacks, including misinformation, and causing errors. They believe it has the potential to....

#### 94%

Be used for misinformation.

## 86%

Cause critical errors or mishaps.

#### 81%

Erode critical thinking skills.

#### 79%

Cause disruption to society.

# Likelihood to use a reliable and secure AI assistant is high

#### On the research front:



89% of researchers who believe AI can bring benefit when using scientific content are likely to use such an assistant to generate a synthesis of research articles in a specific area.



94% of respondents who believe AI can bring benefit when completing research related activities are likely to use such an assistant to review prior studies, identify gaps in knowledge and generate a new research hypothesis for testing.

100%

India China USA

## On the clinical front:



94% of clinicians who believe AI can bring benefit when completing clinical activities are likely to use such an assistant to assess symptoms and identify possible conditions or diseases. "All emerging technologies, including AI, have both advantages and disadvantages. It is essential to further develop and regulate these technologies, aiming to extract maximum benefits."

Researcher (Canada)

# Transparency and quality resources are key

Researchers and clinicians expect tools to be based on high quality, trusted content and want transparency about the use of generative AI.

Of researchers and clinicians expect to be told whether the tools they are using depend on generative AI.

### 71%

Expect generative AI dependent tools' results be based on high quality trusted sources only.



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