Veridata Insights

The Workforce's Opinion of Artificial Intelligence

2023 Insights Report

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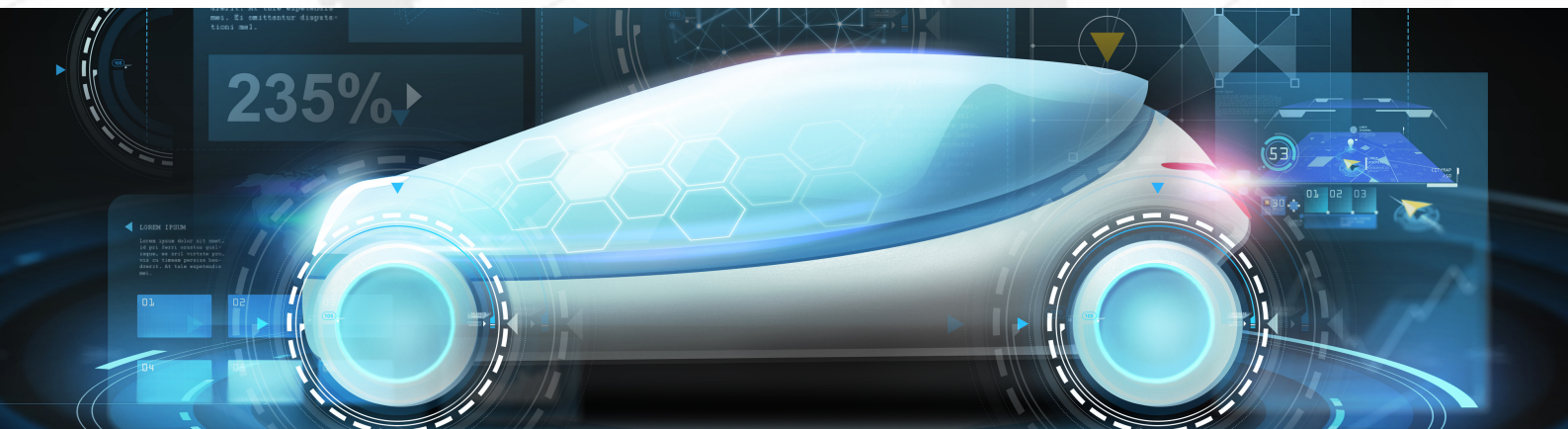
Veridata Insights surveyed our validated proprietary panel of elite business professionals to explore their views on AI.

Professional Views of AI

Never before has technology been advancing so rapidly. What once was only possible in science fiction movies has now become a reality.

Technological developments are so fast paced that it feels hard to keep up. And one of the fastest growing technological advancements is that of artificial intelligence.

While the implementation of AI will undoubtedly have its benefits, it is understandable that it will also bring uncertainty and concerns. Technology can be used to achieve great things, but it can also be used negatively and nefariously, whether intentionally or by accident.

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Harmful to Society

While artificial intelligence certainly provides benefits, most of our members feel that any advantages are overshadowed by its flaws. Less than a third of respondents agree or strongly agree that the benefits of AI outweigh the drawbacks. Almost one in five people are skeptical that its benefits are worth it, disagreeing or strongly disagreeing, and the majority of our members are unsure.

On a larger scale, a 45% majority of our business professionals agree or strongly agree that AI is harmful to society. Only 12% believe artificial intelligence is not harmful to society.

98% of People Have Concerns

An overwhelming 98% of our business professionals have concerns about AI. While concerns around artificial intelligence vary, the most common concern, noted by 17%, is job loss due to automation. Quite understandably, our panel members fear their job role will be replaced by machines.

15% of our business elites have concerns about data privacy and security measures, as well as issues around physical safety like self-driving cars. Many of us will have heard reports of accidents and even deaths because of AI flaws and failures. 14% worry about AI causing social manipulation, and 13% have worries about the unknown nature of how artificial intelligence predicts its output.

Replaced By Machines

The most common concern reported by our members is job loss due to automation. And when asked about AI becoming a threat to their current job role, a two thirds majority of respondents believed it is somewhat or very likely. Only less than a third think it to be unlikely.

Despite fears of having their job replaced by AI being high, it is interesting that only 42% believe that AI will improve their efficiency and productivity in their current job. 33% are unsure and surprisingly 23% actually disagree or strongly disagree. One would think that if artificial intelligence is so highly competent that it might outright replace job roles, then surely there would be certainty that the least it can do is to improve efficiency and productivity in job roles. However, our panel members seem to think otherwise.

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Machine Learning & Monetization Aren't a Worry

Interestingly, a huge 94% majority did not state bias in machine learning to be a concern. Equally, 94% did not state the monetization of AI to be a concern either.

Perhaps a reason for these being less common concerns is that they are more societal and economic issues, rather than issues perceived as directly impacting our respondents.

A possible explanation for the lack of concern around machine learning is that most of us have become accustomed to it, experienced through the algorithms used by popular platforms like Google, Facebook, and even Netflix.

And for most of us, people profiting from artificial intelligence won't affect our everyday lives, so this is potentially a reason for the lack of concern around monetization indicated by our business professionals.

More Regulation is Needed

It is surprising to note that less than one in ten respondents stated having concerns with laws and regulations around AI. Our results indicate data privacy and security measures as being a common worry. So, one would assume that a means of mitigating these concerns would be through appropriate laws and regulations, but our members don't appear to think so.

However, a strong 86% majority agree or strongly agree that more regulation is needed around the use and implementation of artificial intelligence.

Conclusion

The results of this Veridata Insights study indicate that most of our business professionals believe that the drawbacks of artificial intelligence overshadow its benefits, and that it is harmful to society.

Concerns around AI vary, with the biggest concern being job roles replaced by automation and AI becoming a threat to jobs. People are divided as to whether AI will improve efficiency and productivity in their job role.

While bias in machine learning and the monetization of artificial intelligence are not major concerns, most believe more regulation is needed.

Veridata Insights' validated proprietary panel is an online community of elite business professionals that are geographically and demographically representative of the United States.

Collecting over 1,000 professional profiling attributes, our members are double opted in, LinkedIn validated, and must pass through "The Fence" – a triple layered line of defense ensuring quality data of the highest standard.

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