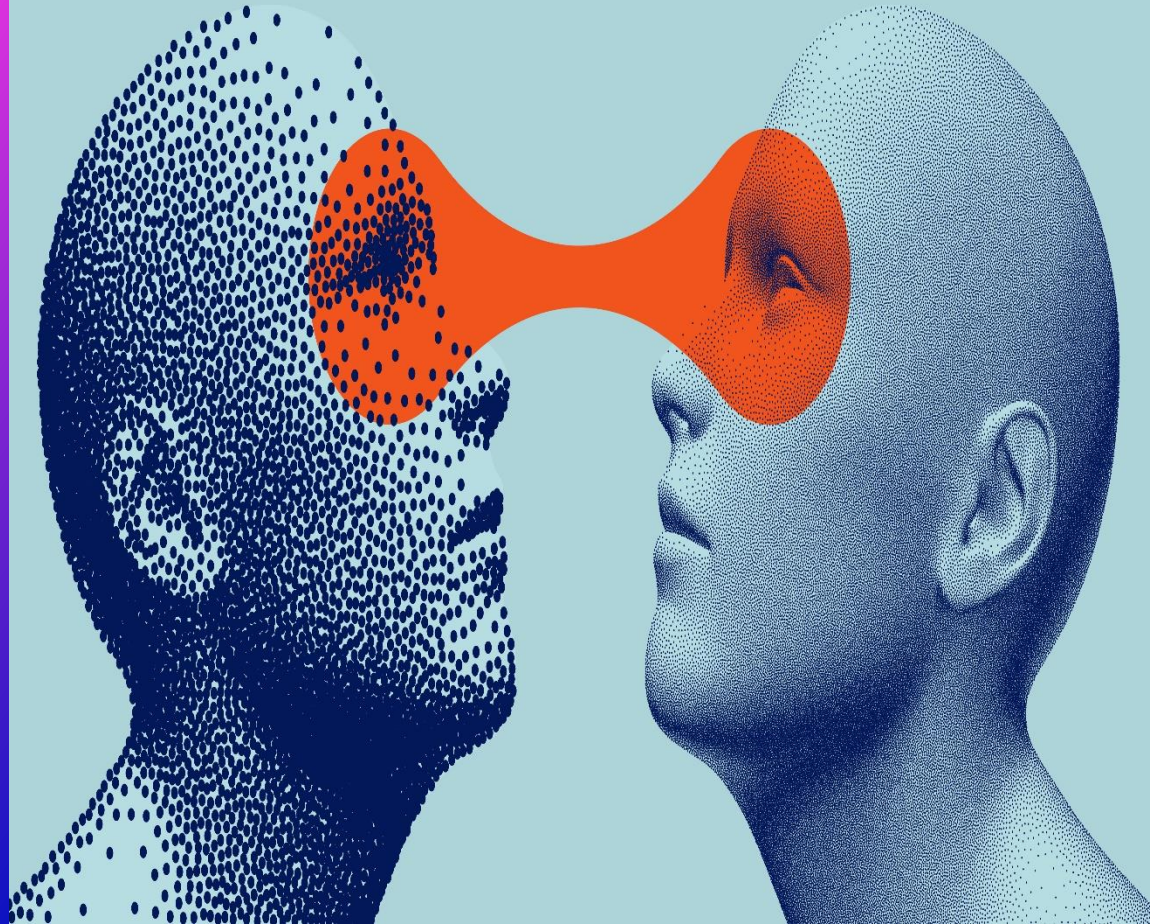


A.I. The Potential For Bias

Damian Loscher
Managing Director
Ipsos

damian.loscher@ipsos.com



The Five Stages Of AI Adoption

Holy Sh!t

Really,
Holy Sh!t

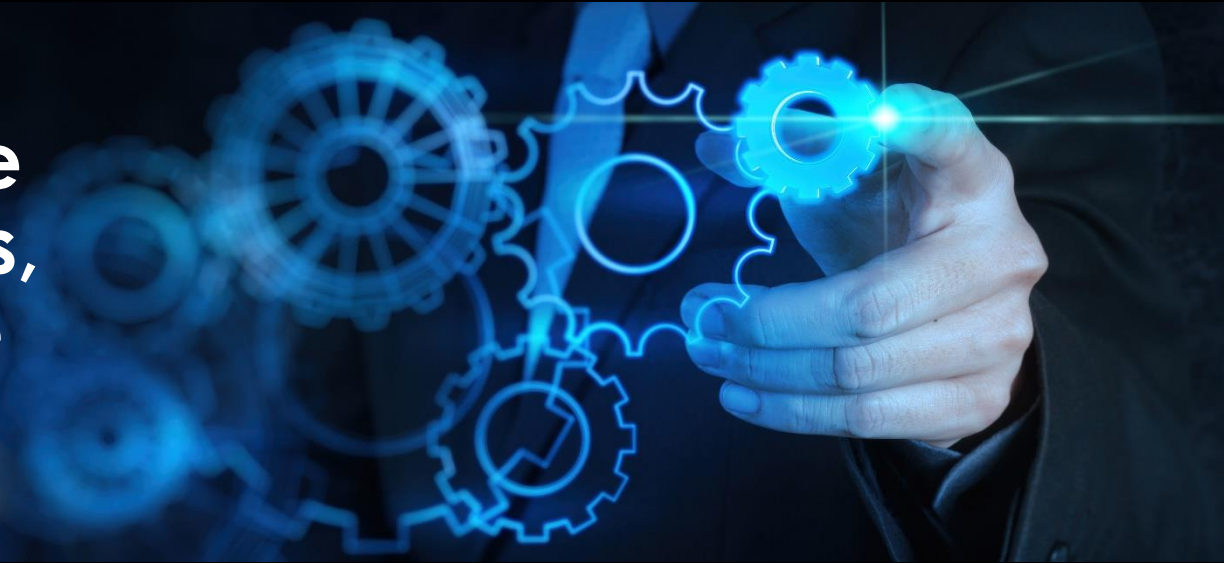
Sure
we're
doing
that
already

Let's get
talkin'
about AI

AI and
our
future?



**Speed and
efficiency are
huge rewards,
but not at the
expense of
privacy**



From the public perspective

it's clear that a
revolution is
under way

66%

Agree

Products and services using artificial intelligence **will profoundly change my daily life** in the next 3-5 years”

Base: 22,816 adults under the age of 75 across 31 countries, interviewed May 26 – June 9, 2023 – online only in all countries except India. The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. The samples in Brazil, Chile, Colombia, India, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population

Ireland not drinking the Kool-Aid

Base: 22,816 adults under the age of 75 across 31 countries, interviewed May 26 – June 9, 2023 -- online only in all countries except India.

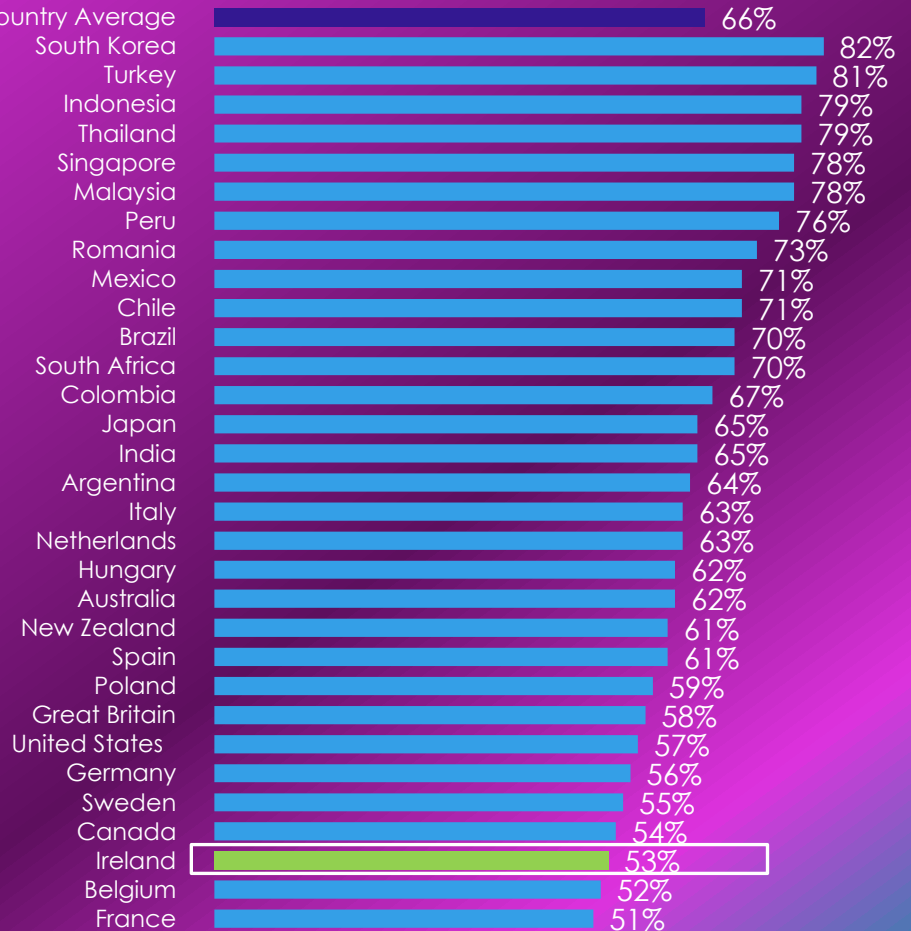
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Future impact of AI

Q. How much do you agree or disagree with the following:

Products and services using artificial intelligence will profoundly change my daily life in the next 3-5 years
% Agree (very/somewhat)



Anxiety highest in developed countries

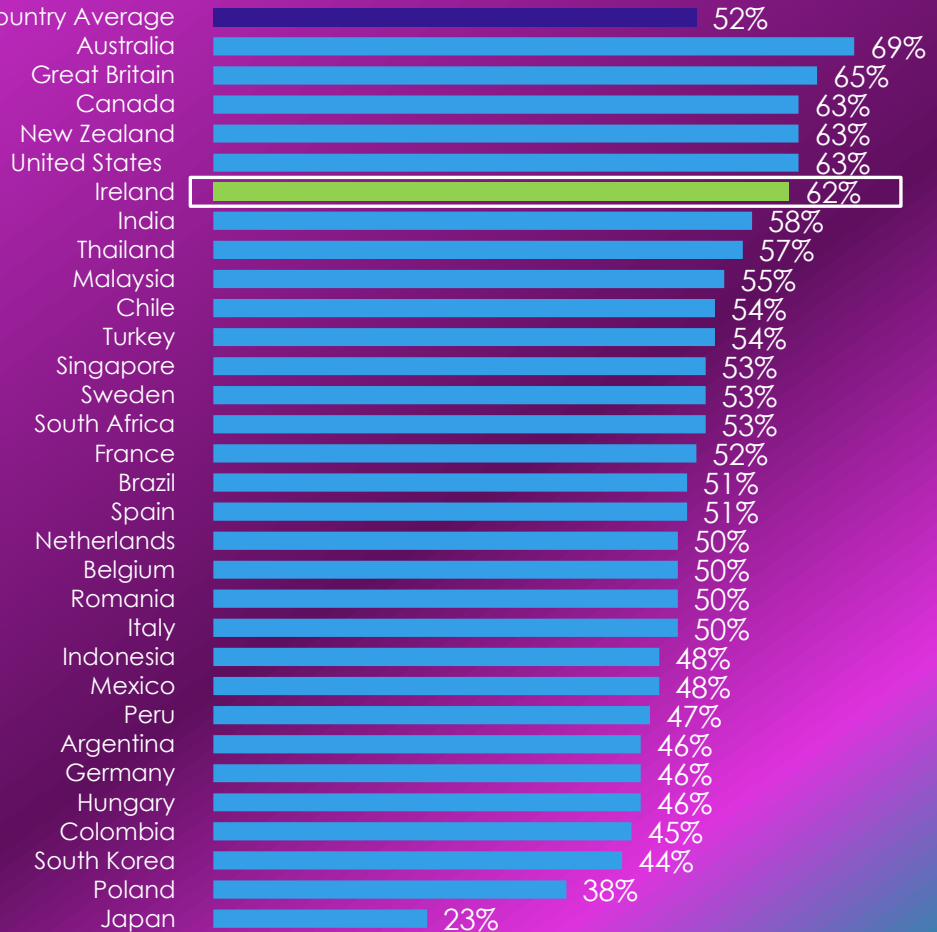
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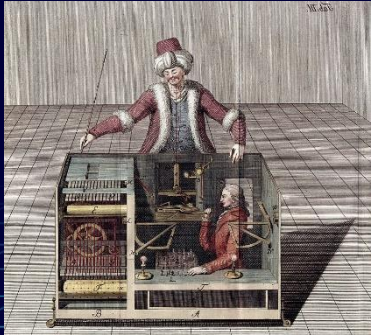
Feeling about AI

Q. How much do you agree or disagree with the following:

Products and services using artificial intelligence make me nervous
% Agree (very/somewhat)



Bias in market and social research ...



Truth

Is AI delivering accuracy?

Justice

Does it deliver perspective?

Big Data 2.0?





THANK YOU!

damian.loscher@ipsos.com

