

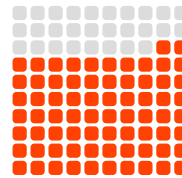
# Insights 2024: Attitudes toward AI



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.

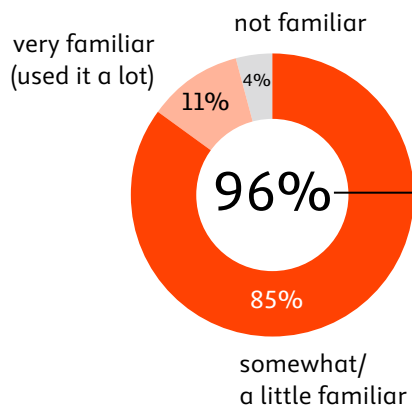
## AI will transform the research and healthcare sectors



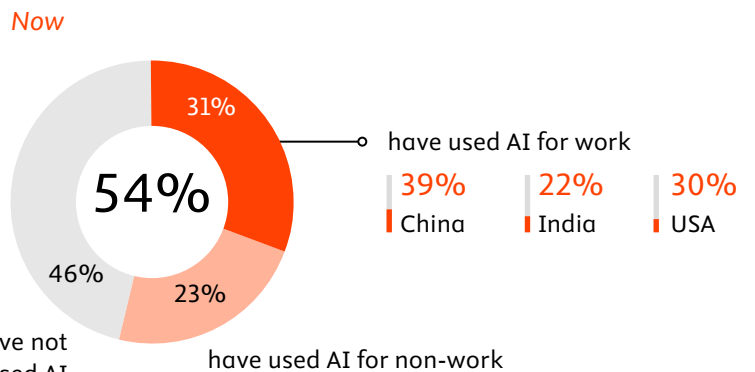
**72%**  
Believe AI (including GenAI) will have a transformative or significant impact on their area of work.

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

### Familiarity with AI\*



### Usage of AI

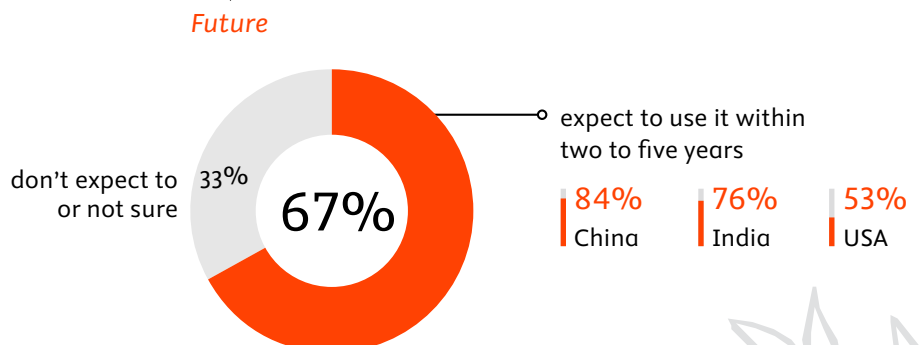


*"AI is the future but it is also worrying."*

Doctor (Peru)



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.



\*All other charts/statistics exclude the (4%) not familiar and who have never heard of AI.



## 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...



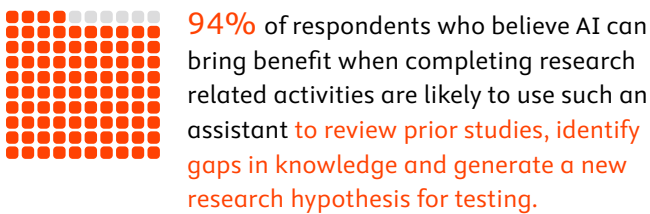
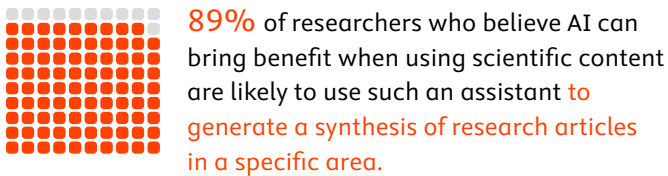
## Multiple negative impacts are also expected

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...

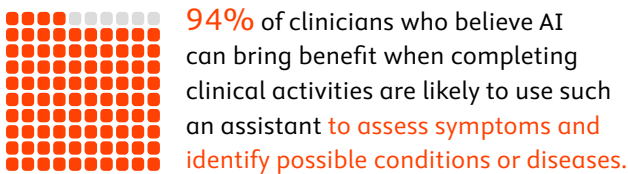


## Likelihood to use a reliable and secure AI assistant is high

### On the research front:



### On the clinical front:



*“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.

