



Insights: Researcher attitudes toward AI Databook

July 2024

Adrian Mulligan
Kat Santos
María Aguilar Calero and
Nicola Mansell

Chapters by Theme

1	Awareness of AI	<u>Slide 4</u>
2	Usage of AI	<u>Slide 14</u>
3	Perceptions of AI	<u>Slide 52</u>
4	Areas That Would Benefit From AI	<u>Slide 120</u>
5	Likelihood To Use an AI Assistant	<u>Slide 122</u>
6	AI & Elsevier	<u>Slide 127</u>

Data Breakdowns Included

NB. included in the total but are not broken out

• Region	N=22, 1% of total, prefer not to say where they live
• Key Markets	
• Gender	N=116, 5% of total, prefer not to say their gender.
• Years Active	N=192, 8% of total, prefer not to say how long they have been active in their area of work.
• Country Income Band <i>grouped as per the Word Bank</i>	N=22, 1% of total, prefer not to say where they live. Also, n=19, 0.8% of total, live in low-income countries (n too low to breakout)

1. Awareness of AI

Theme 1

Awareness of AI

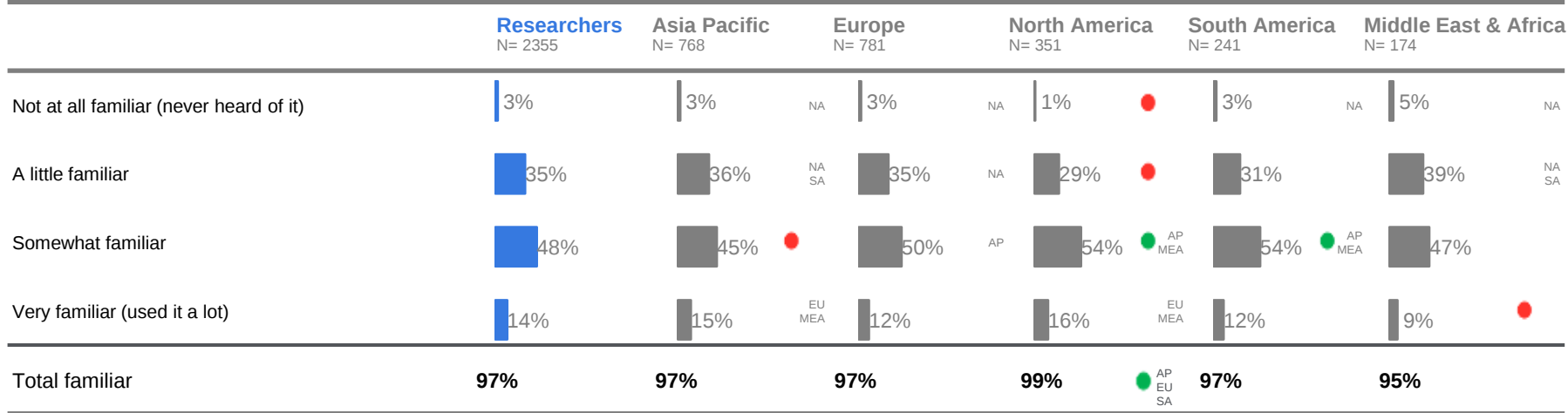
To what extent are you familiar with AI? (only shown by region, key market and country income band). Subsequent statistics exclude those not familiar with AI.

[Slide 6](#)

Which of these AI products, if any, have you heard of before today? (only shown top 8)

[Slide 9](#)

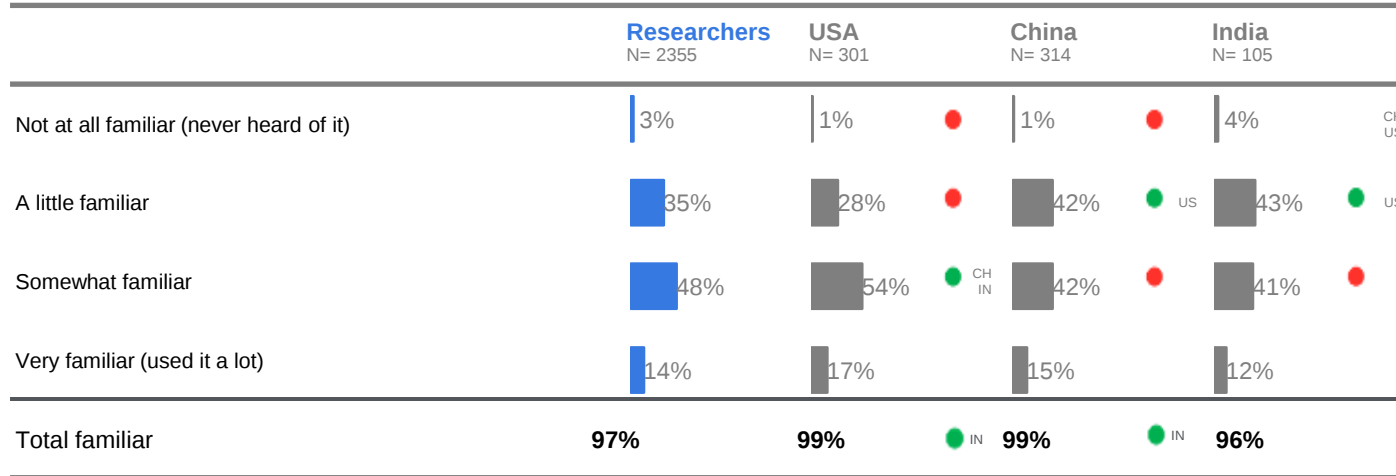
While awareness of AI among researchers is high globally, it is highest in North America at 99%. One in seven are very familiar with AI (use it a lot), more in North America are very familiar than in Europe



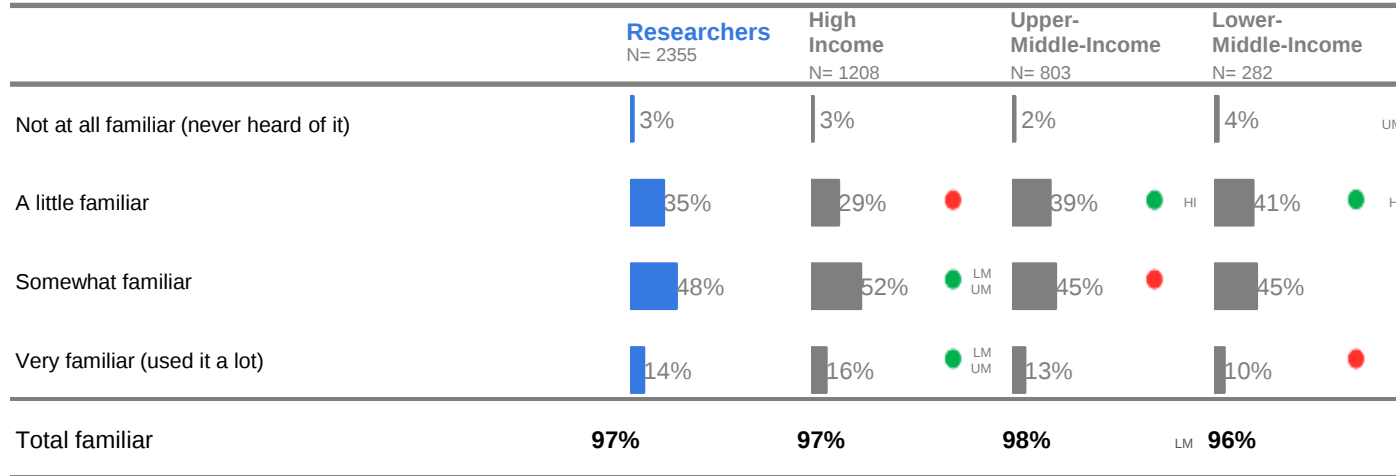
Questions: To what extent are you familiar with AI?

Base: n= 2355

Awareness of AI is highest in China and USA at 99%



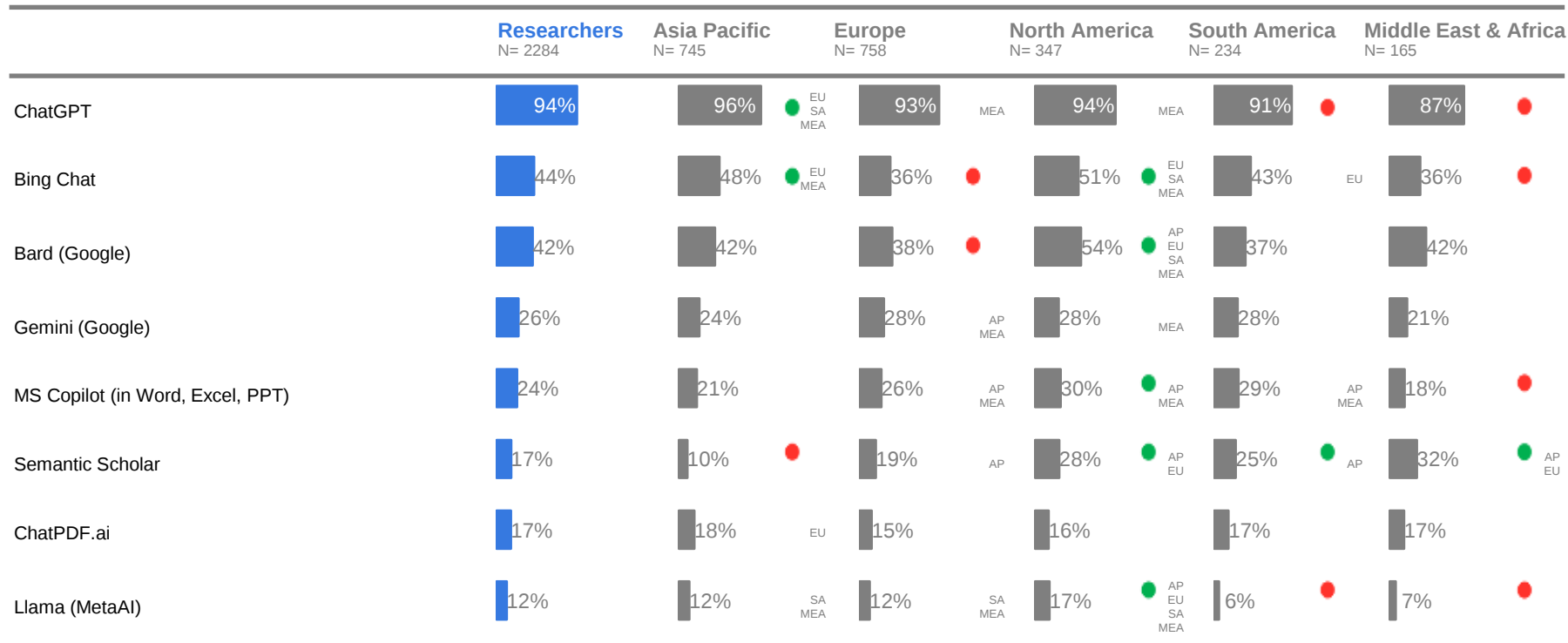
Researchers in high income countries are more likely to be very familiar with AI



Note. Subsequent statistics exclude those not familiar with AI.

Questions: To what extent are you familiar with AI?

ChatGPT is the tool that most have heard about, this is consistent across regions, more have heard above ChatGPT in APAC



Note: Only top 8 products shown

Questions: Which of these AI products, if any, have you heard of before today?

Research



Back to home

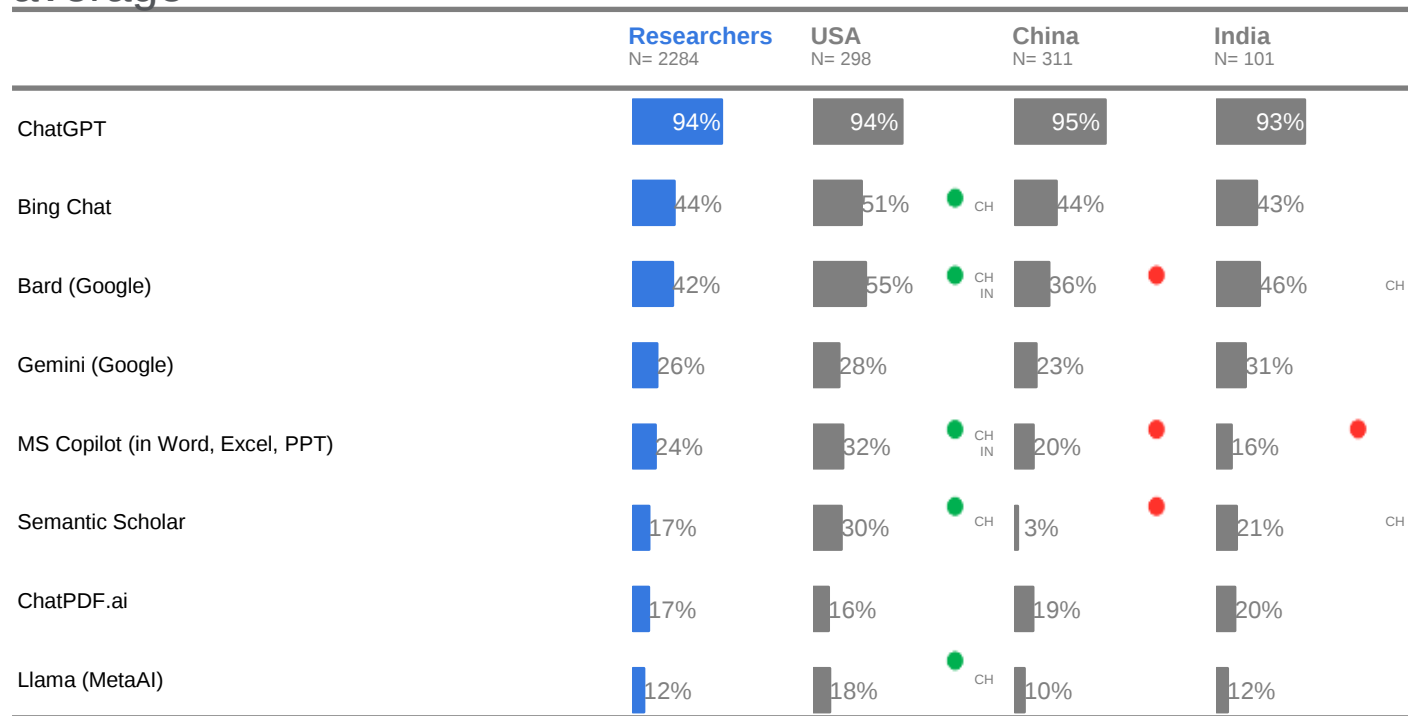
Significantly higher/ lower than...
Significantly higher than...

● ● Global

Role/ Region/ Country (indicated by first two letters e.g. AP = APAC)

Select: all that apply
Base: n= 2284

ChatGPT is the tool most have heard about. Researchers in the USA are more likely to have heard of Bard and Bing Chat (among others) than average

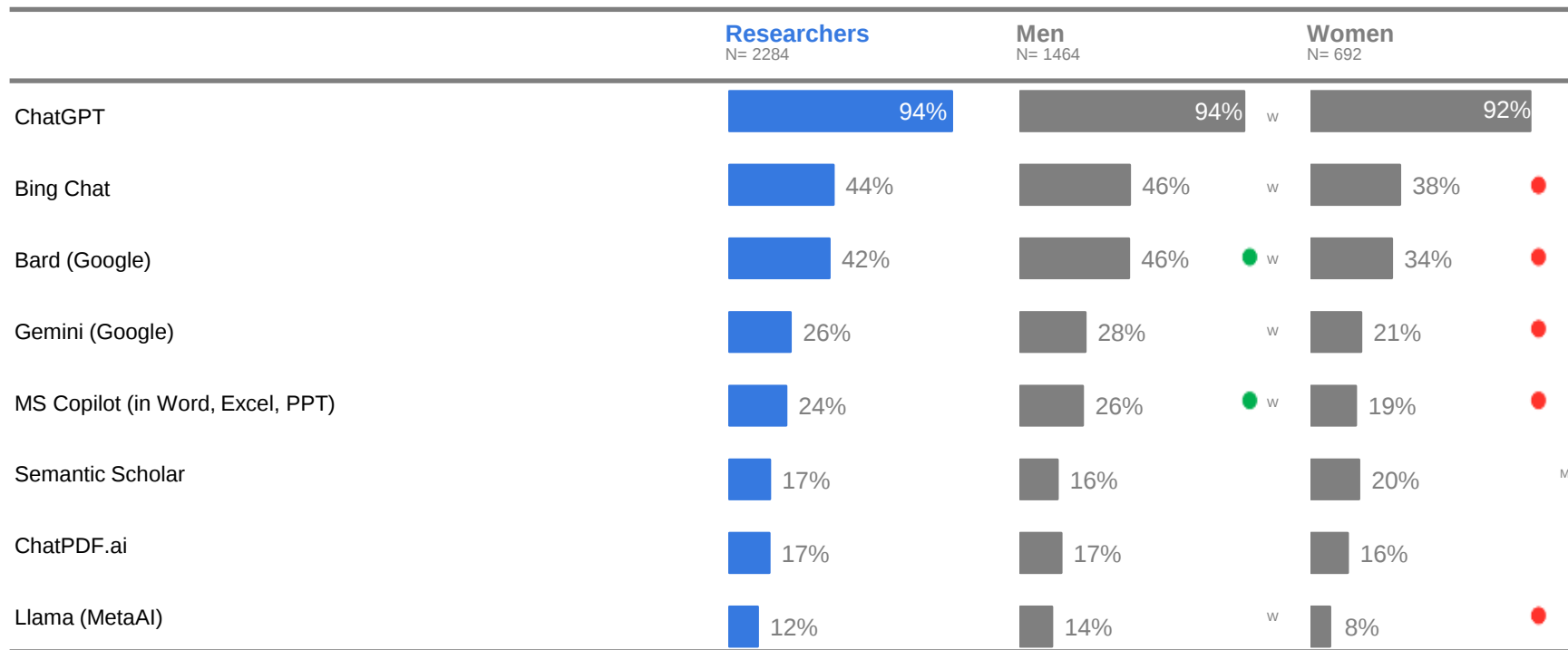


Note: Only top 8 products shown

Questions: Which of these AI products, if any, have you heard of before today?

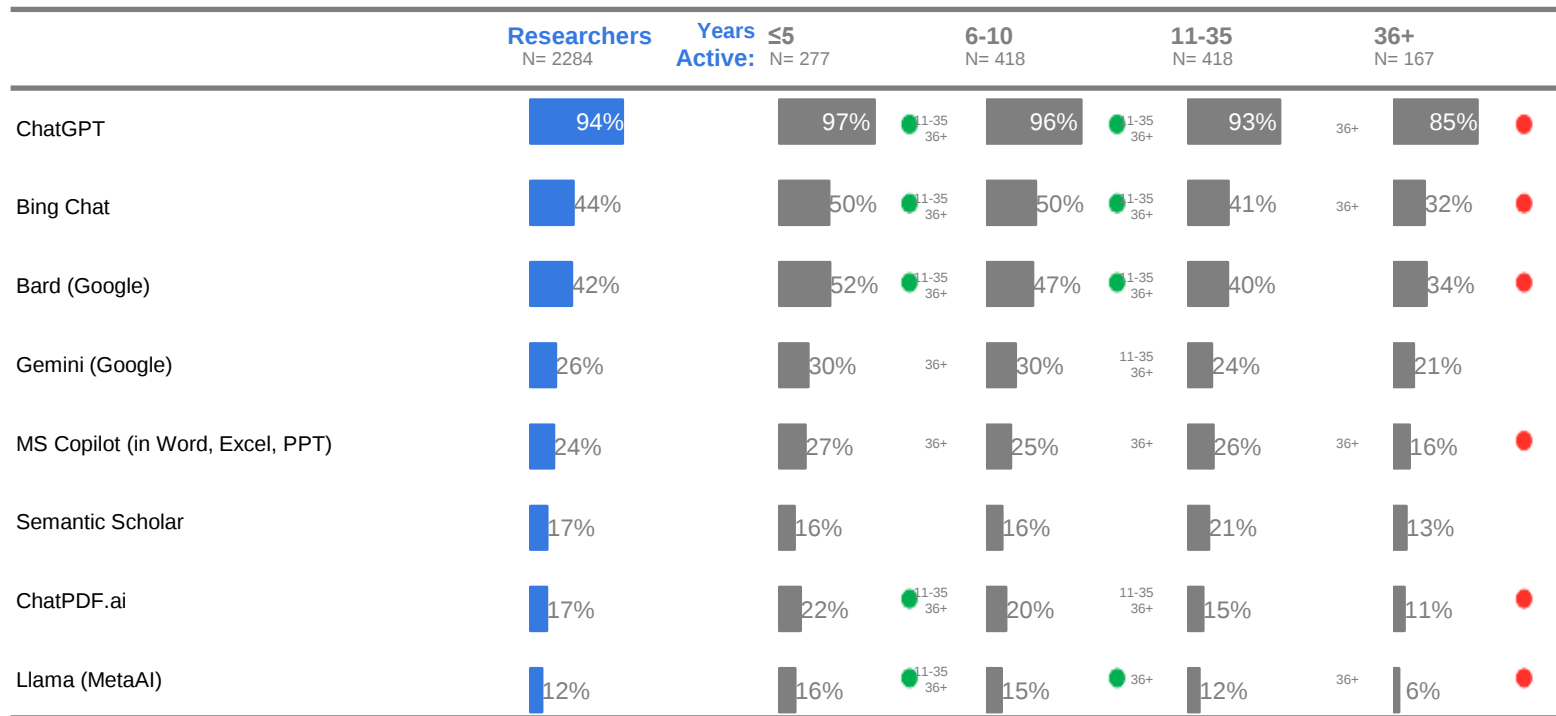
Select: all that apply
Base: n= 2284

ChatGPT is the tool most have heard about. Women working in research are less likely to be aware than men of some AI tools



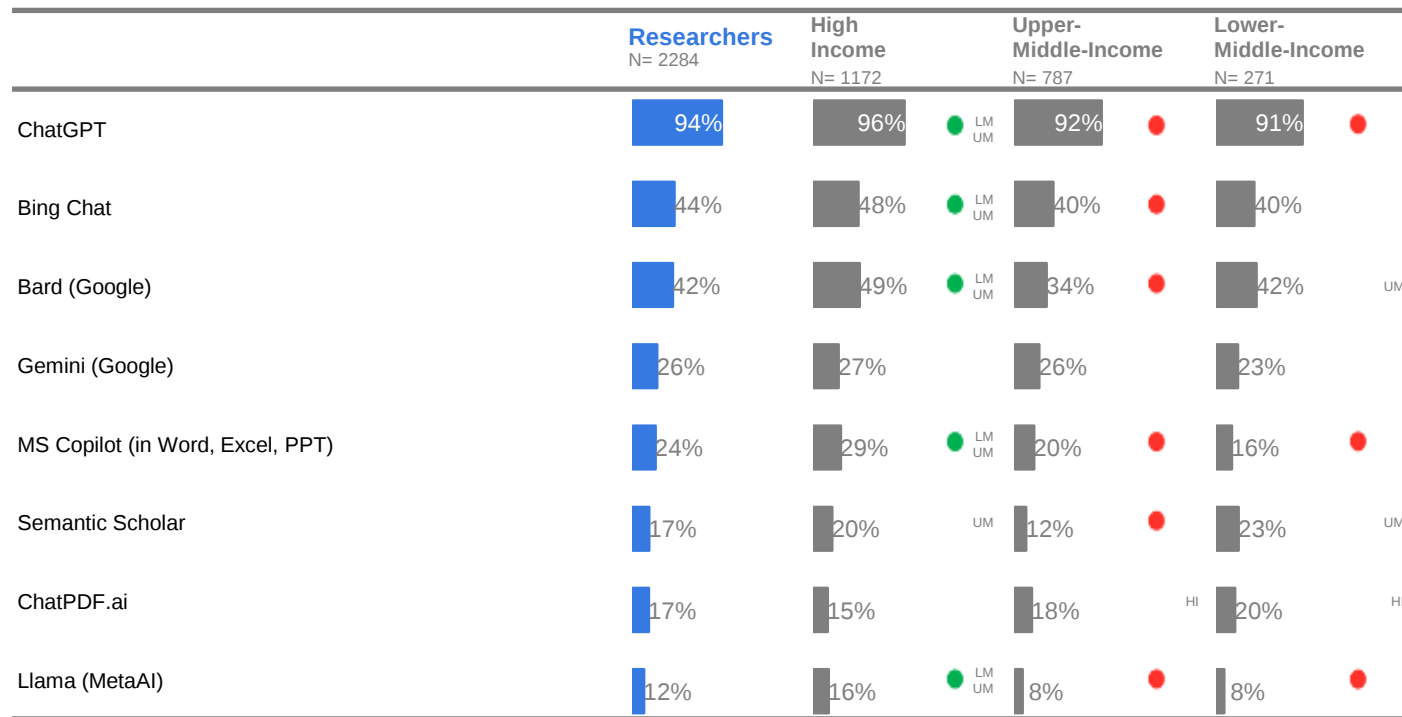
Note: Only top 8 products shown

Researchers who have been in their area of work longest (36+ years active) are less likely to have heard of ChatGPT, and other similar tools compared to global average



Note: Only top 8 products shown

Researchers in high income countries are more likely to have heard of ChatGPT, Bing Chat and Bard than average



Note: Only top 8 products shown

Questions: Which of these AI products, if any, have you heard of before today?
 Select: all that apply
 Base: n= 2284

2. Usage of AI

Theme 2

Usage of AI

Have you used an AI product or an AI feature on a product you use regularly? [Slide 16](#)

Which, if any, AI products or AI features have you used for work purposes? (only shown top 8) [Slide 21](#)

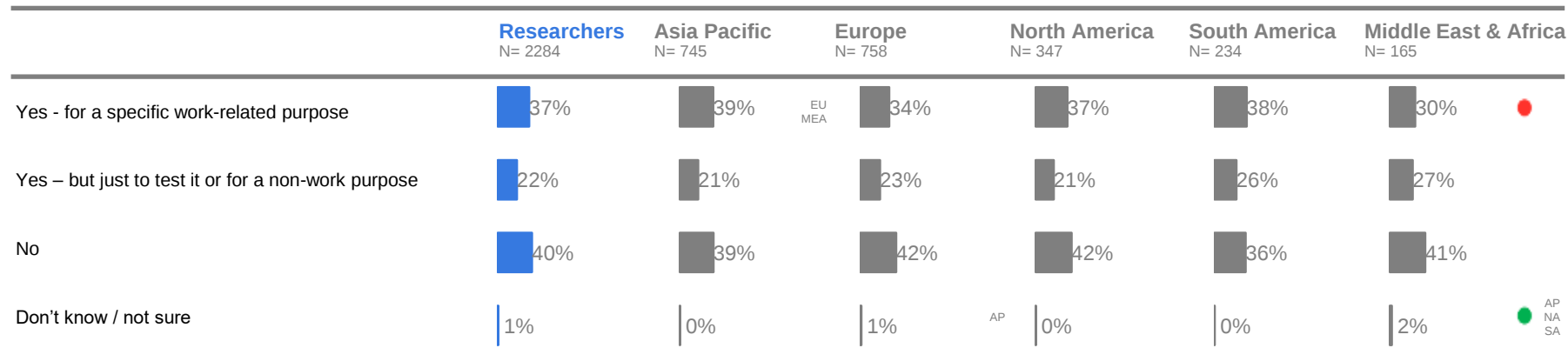
Which of the following describes why you haven't used an AI product or AI feature? [Slide 27](#)

Do you expect you will choose to use AI in the near future? [Slide 32](#)

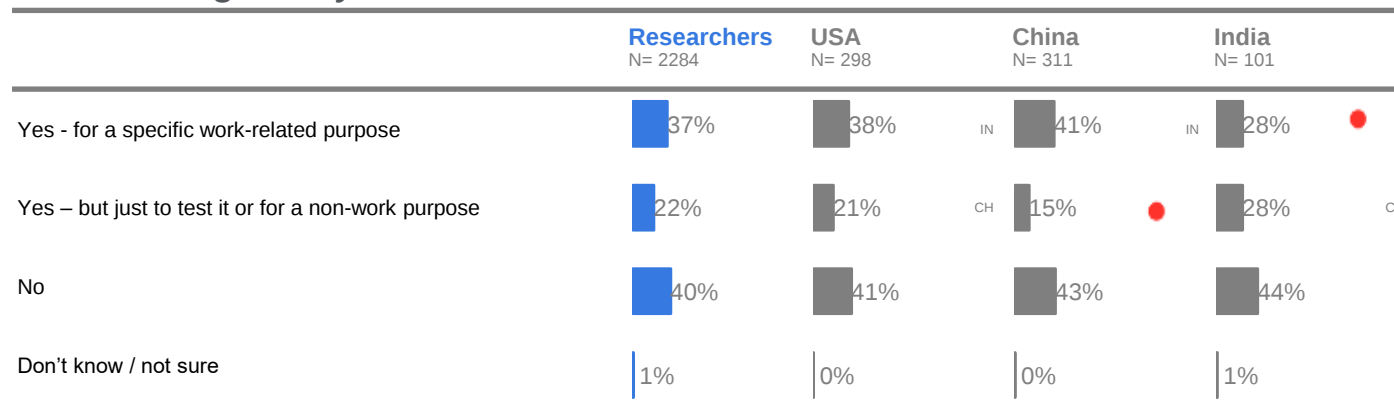
Which restrictions, if any, does your institution currently have with regards to AI usage? [Slide 37](#)

In which ways, if any, is your institution preparing for AI usage? [Slide 42](#)

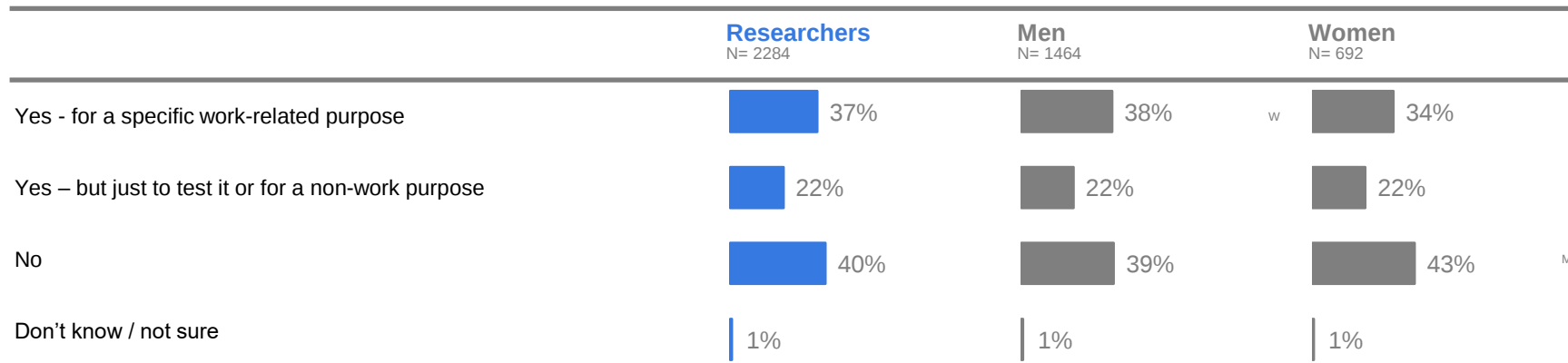
Of researchers who are familiar with AI, nearly 60% have used it. Researchers in MEA are less likely to have used AI for work than average



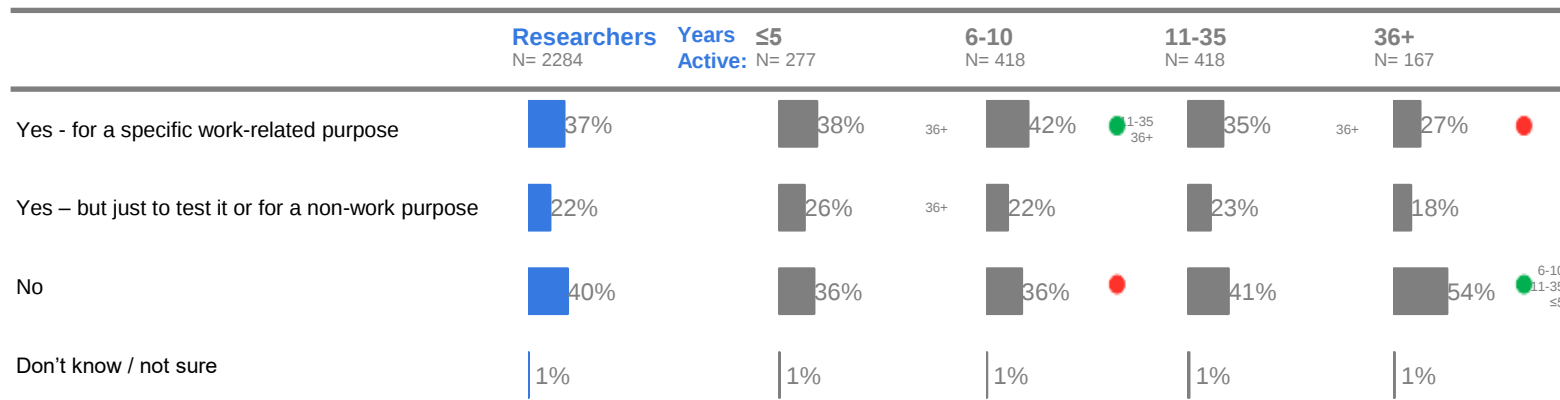
Of those who are familiar with AI, six in ten have used it. Across the three most populous countries researchers in India are less likely to have used it for work than seen globally



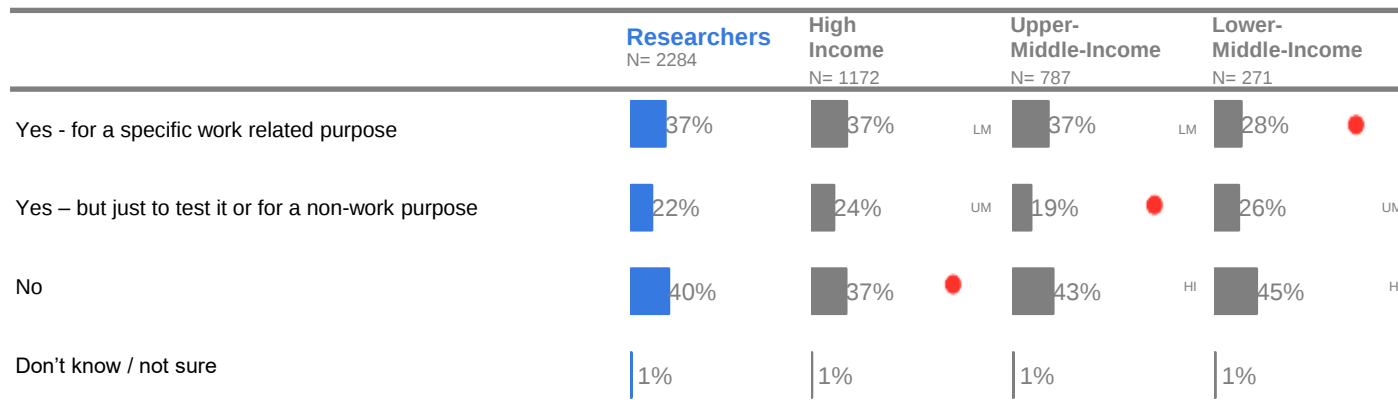
Of those who are familiar with AI, male researchers are more likely to have used AI for a work-related purpose when compared to female researchers



Of those who are familiar with AI, researchers who have been in their area of work longest (36+ years active) are less likely to have used AI for work



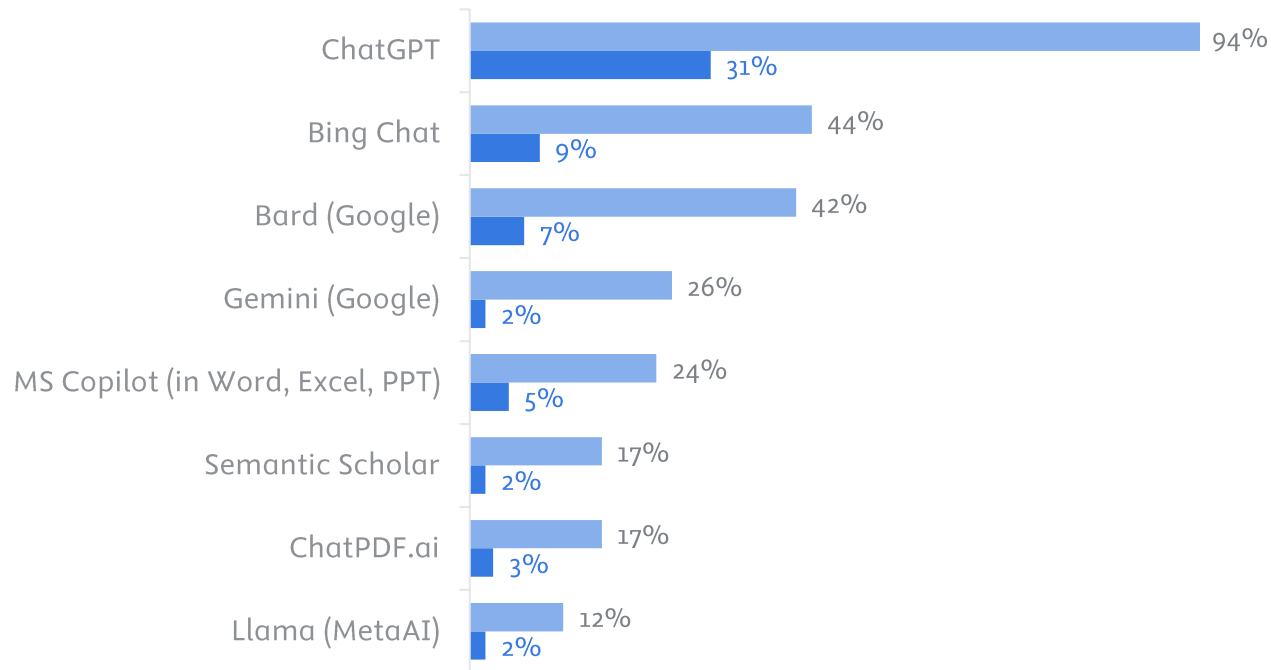
Of those who are familiar with AI, researchers in high income countries are more likely to have used AI (for any purpose) than seen globally



ChatGPT is by far the most well-known AI product

with nearly a third of researchers having used it for work

■ Heard of it ■ Used it for work



Research

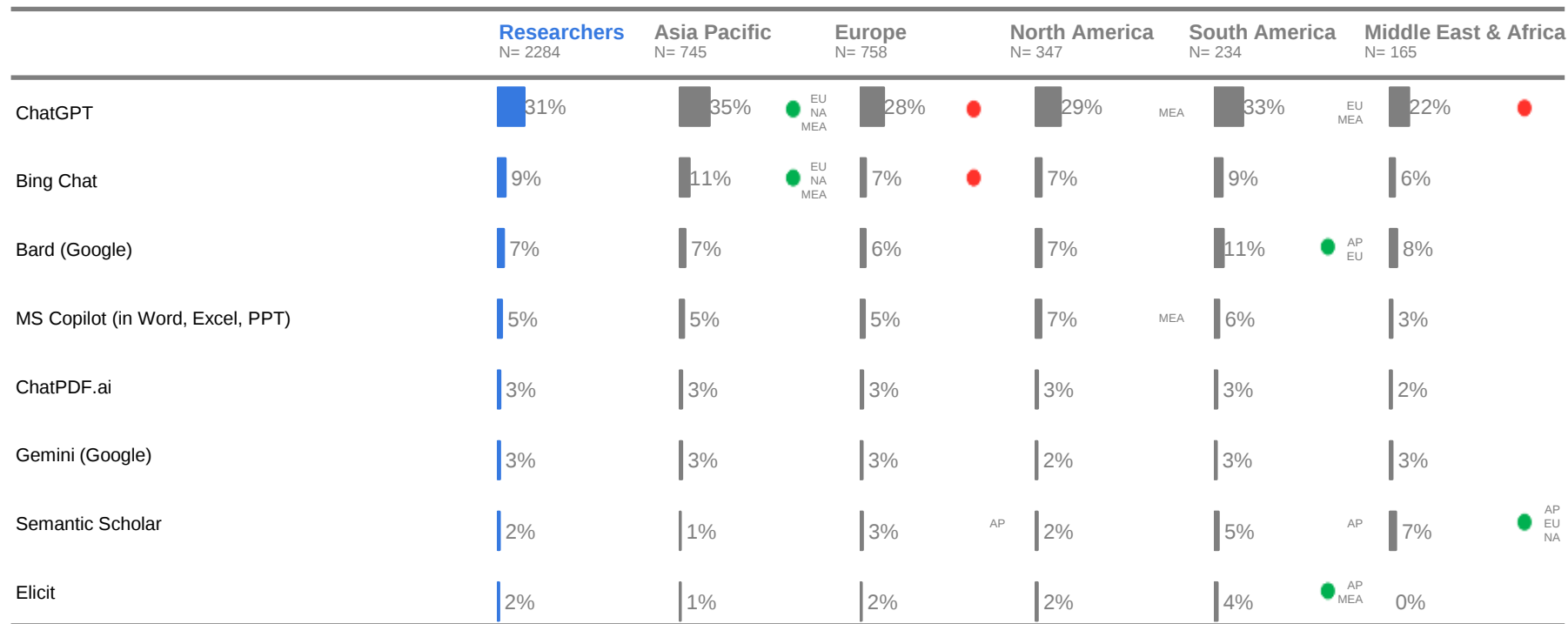
Q: Which of these AI products, if any, have you heard of before today?

Q: Which, if any, AI products or AI features have you used for work purposes?

Base: n=2,284

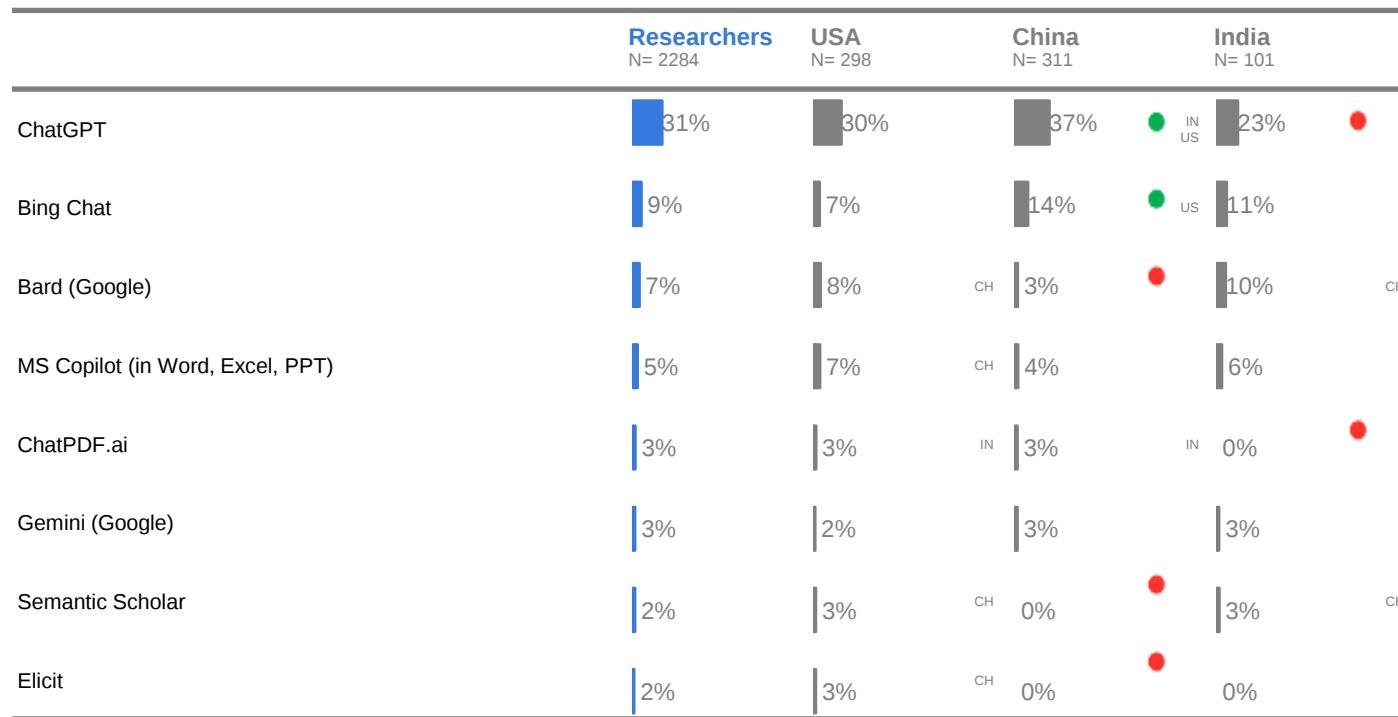
Top 8 by awareness shown. Other AI tools prompted: OpenEvidence, LLM Titan (Amazon), SciSpace, Merative (IBM Watson Health), OpenAlex, Elicit, Med-PaLM, Claude (Anthropic), Article crafter, Scite.ai, Paper Digest, Hippocratic AI, Bloom One (Bloom AI), Iris ai, EvidenceHunt, Consensus, GlassHealth, Jenni, Lateral.io

ChatGPT is the tool that most have used for work purposes, more so in APAC



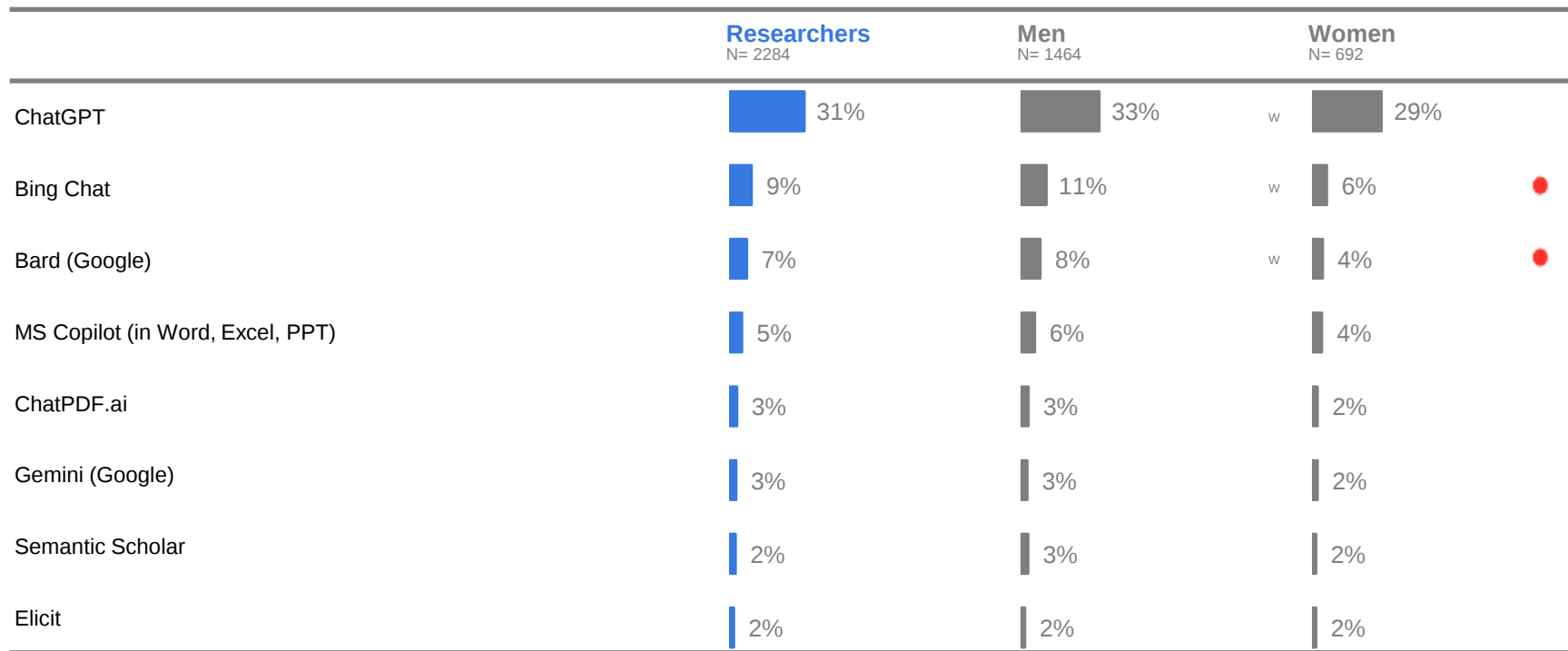
Note: Only top 8 products shown

ChatGPT is the tool that most have used for work purposes, more so in China



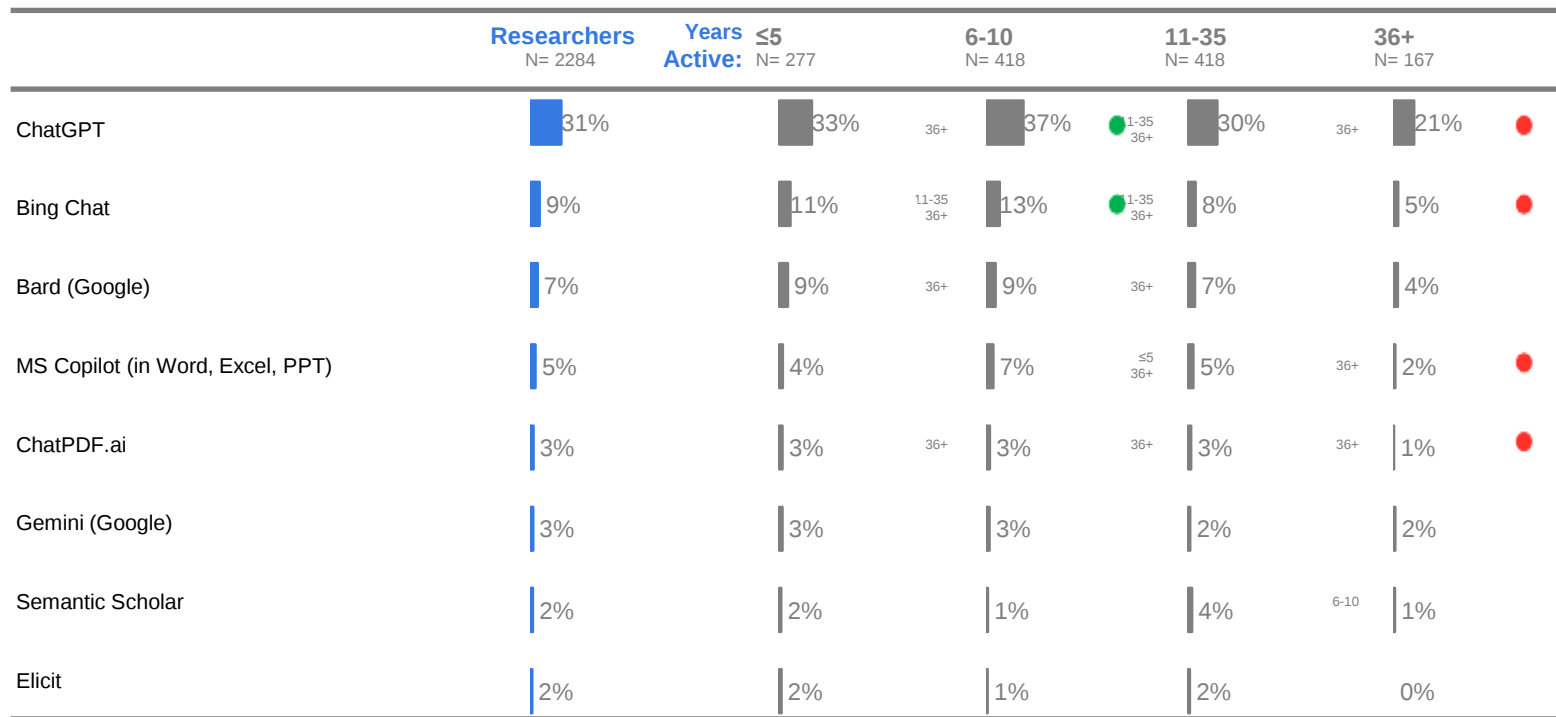
Note: Only top 8 products shown

ChatGPT is the tool that most have used for work purposes. More men have used ChatGPT for work than women



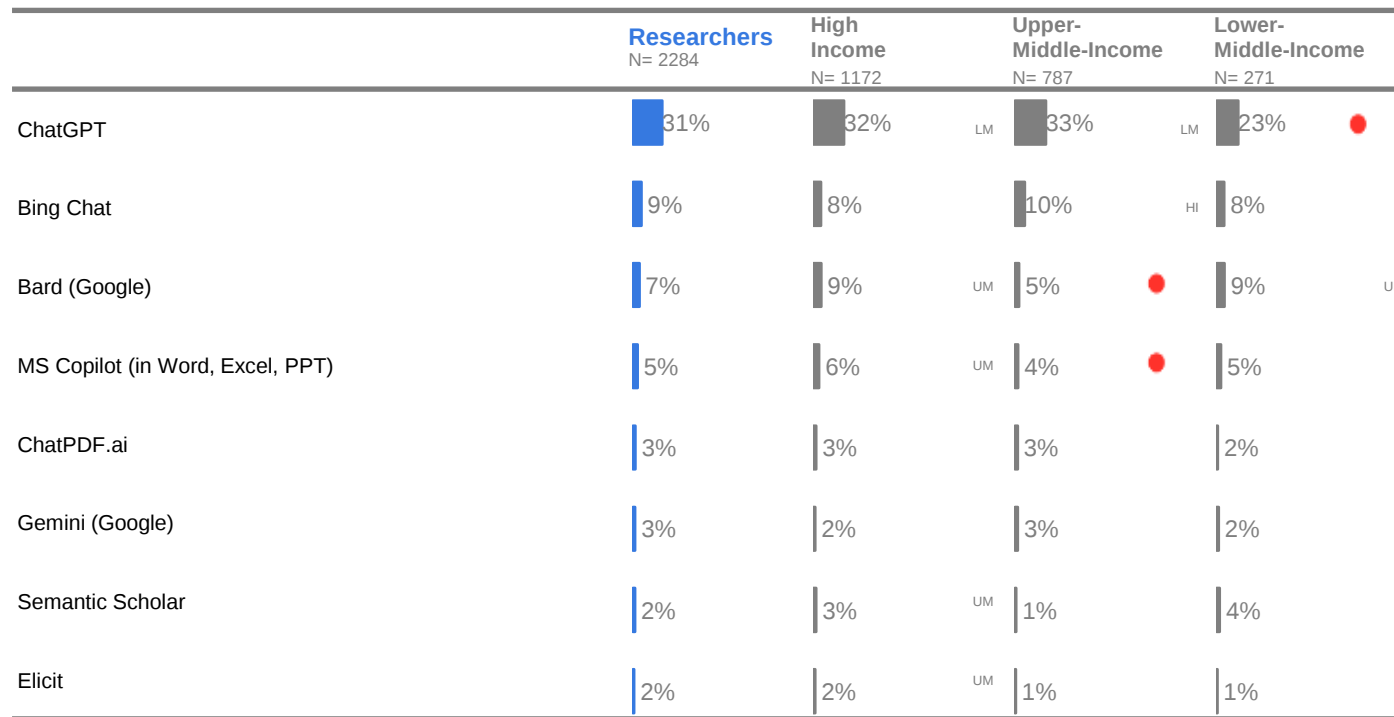
Note: Only top 8 products shown

ChatGPT is the tool that most have used for work purposes. Those active in their area of work the longest are less likely to have heard of the more well-known AI products



Note: Only top 8 products shown

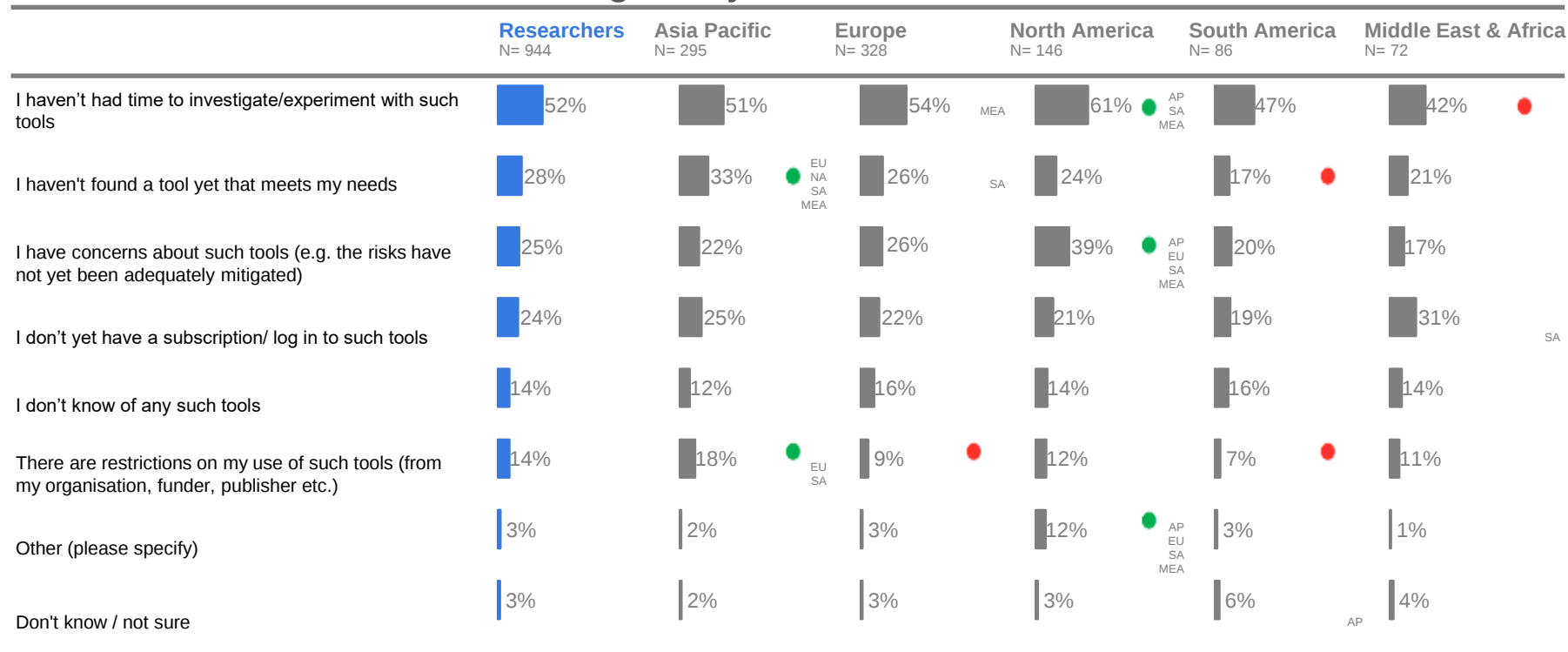
ChatGPT is the tool that most have used for work purposes, less so by researchers in lower-middle-income countries



Note: Only top 8 products shown

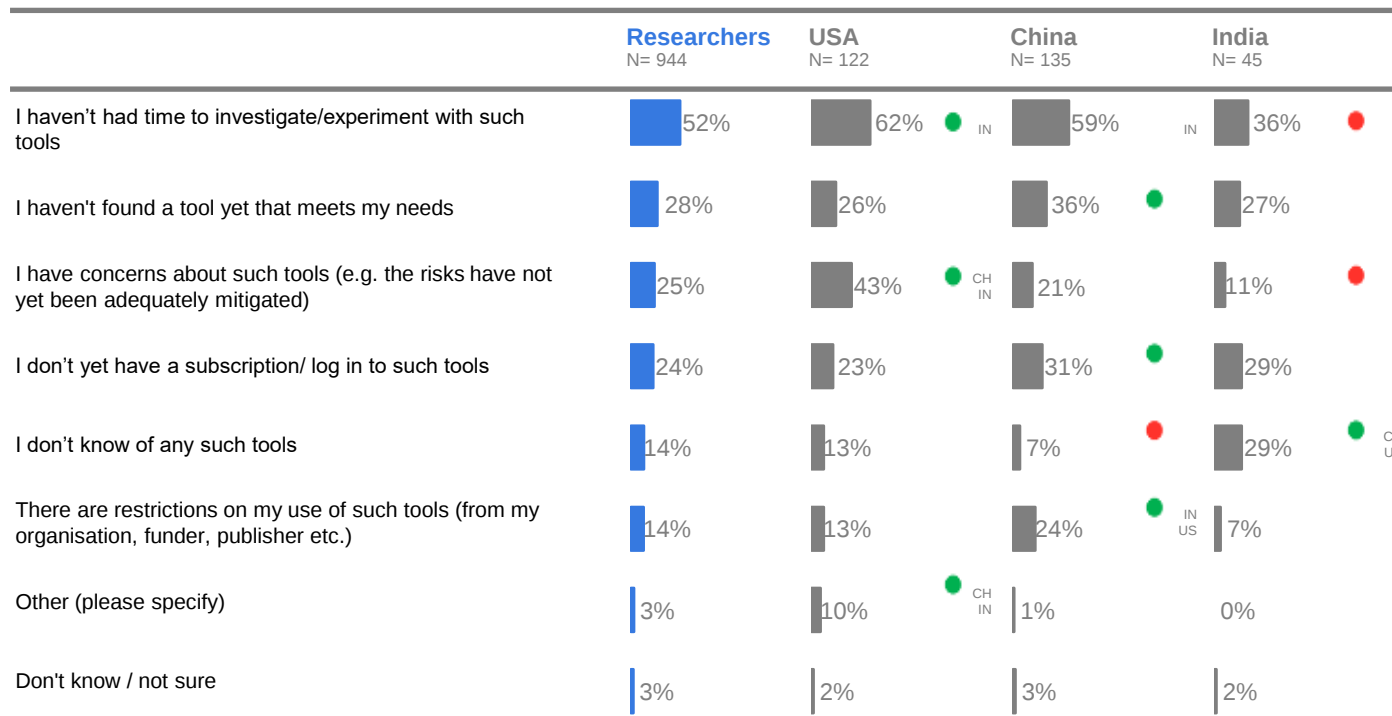
Questions: Which, if any, AI products or AI features have you used for work purposes?
 Select: all that have used
 Base: n= 2284

Lack of time is the main reason researchers haven't used AI, this is consistent across regions. Researchers in North America are more likely to have not used AI due to concerns than is seen globally

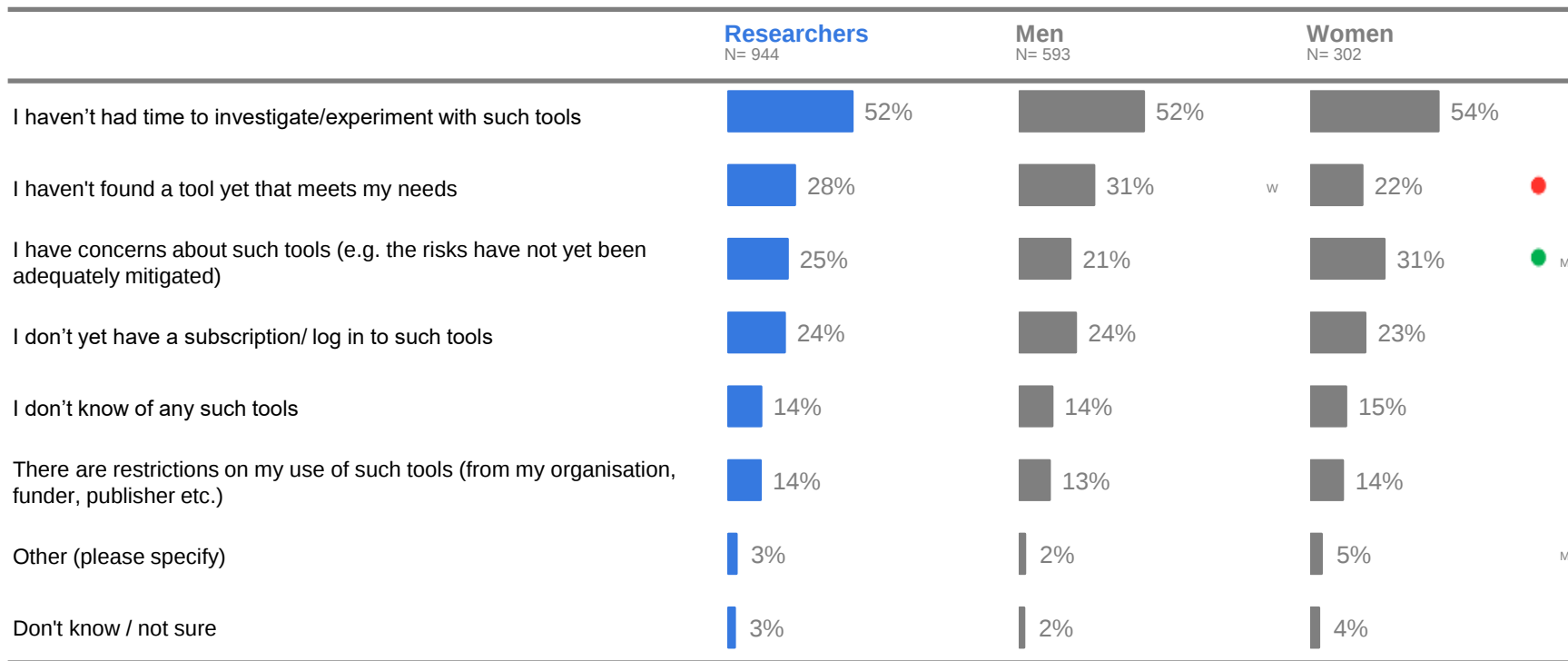


Questions: Which of the following describes why you haven't used an AI product or AI feature?

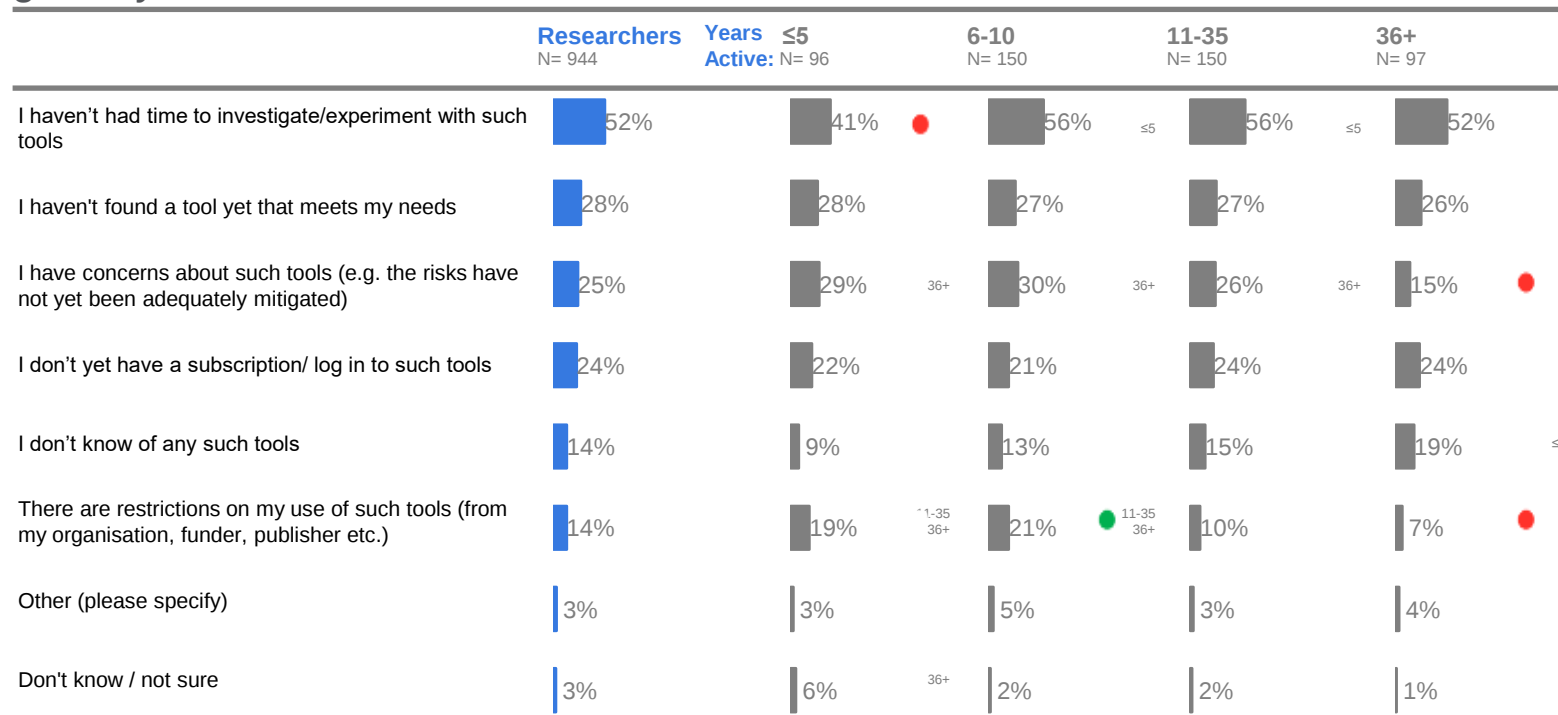
Most common reason for not using AI is a lack of time, this is consistent across the three most populous countries but lower in India



Concern about the risks of AI tools is a common barrier to use, felt more among women who haven't used AI than men

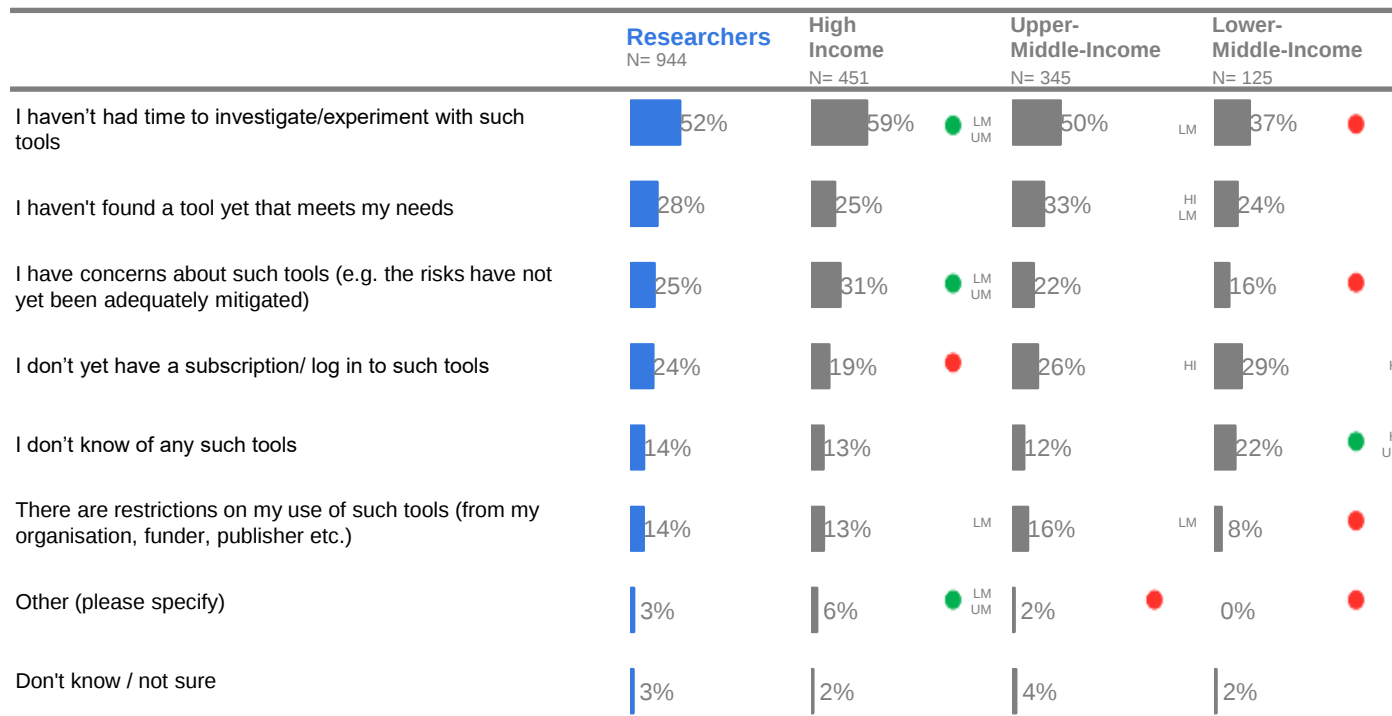


Lack of time is the main reason for researchers not having used AI, and researchers active in their role ≤ 5 less likely to have not used AI due to lack of time than seen globally



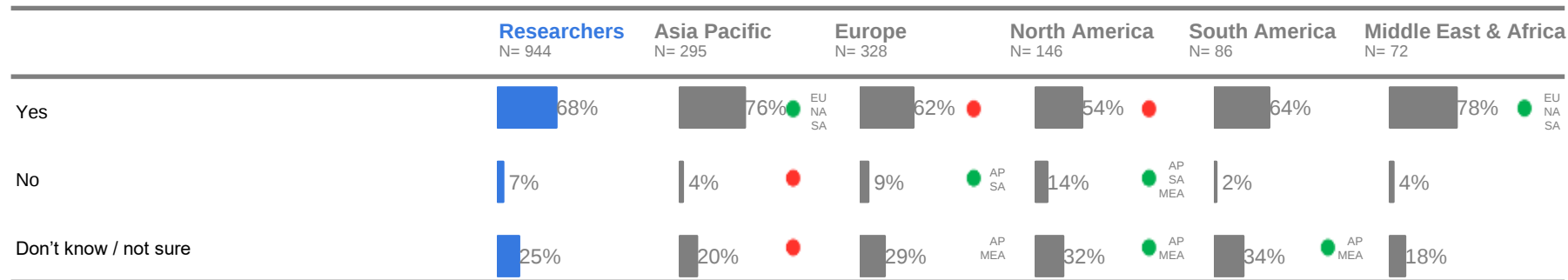
Questions: Which of the following describes why you haven't used an AI product or AI feature?

More researchers in high income countries state lack of time as the main barrier to use of AI than average

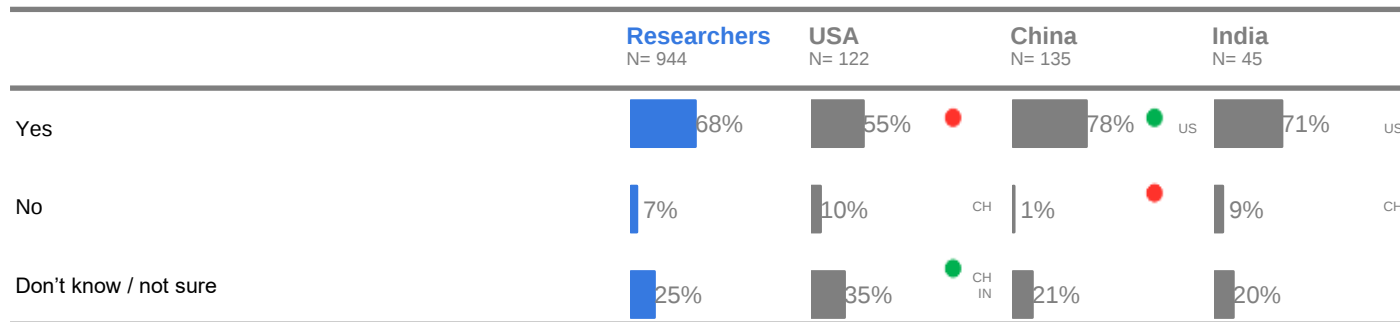


Questions: Which of the following describes why you haven't used an AI product or AI feature?

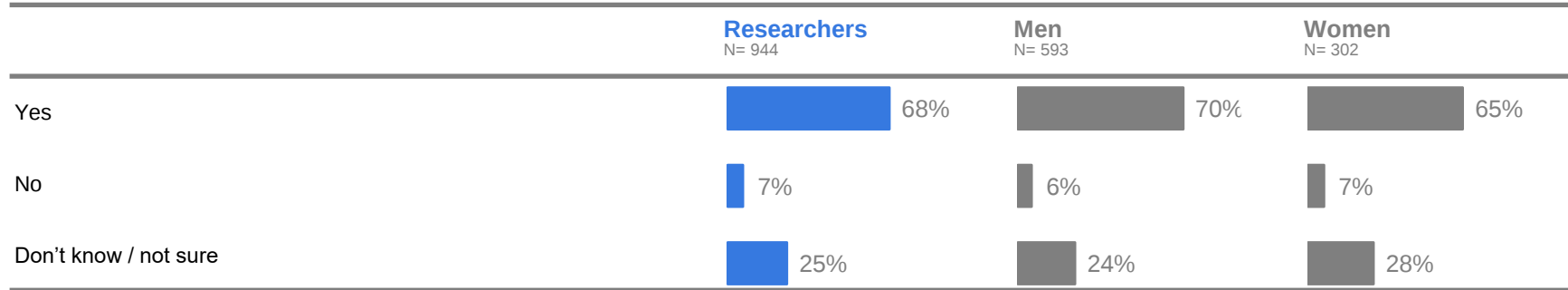
Of researchers who have not used AI, more than two-thirds expect to use it within the next two to five years. This is highest in MEA and lowest in North America



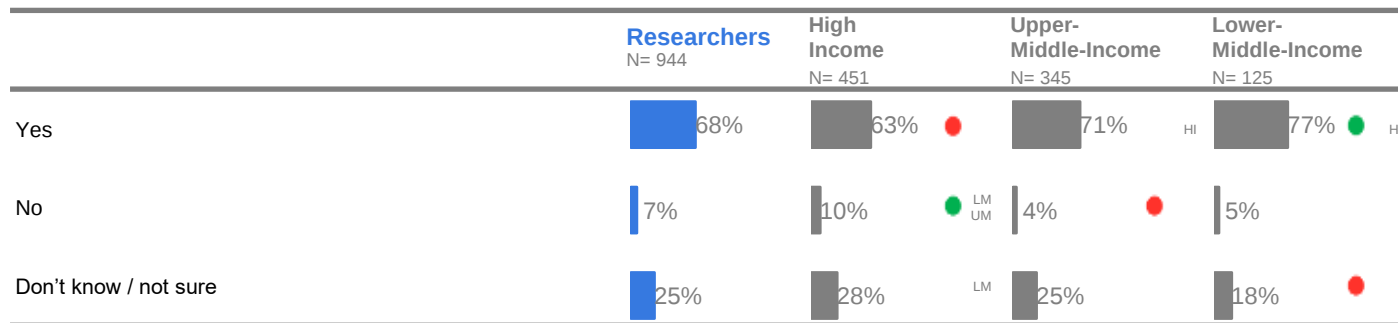
Around two-thirds of those researchers who haven't used AI expect to use it within the next 2-5 years globally, but this figure is only around half in the USA



Most researchers who haven't used AI expect they will use it in the near future, there is no statistical difference between men and women

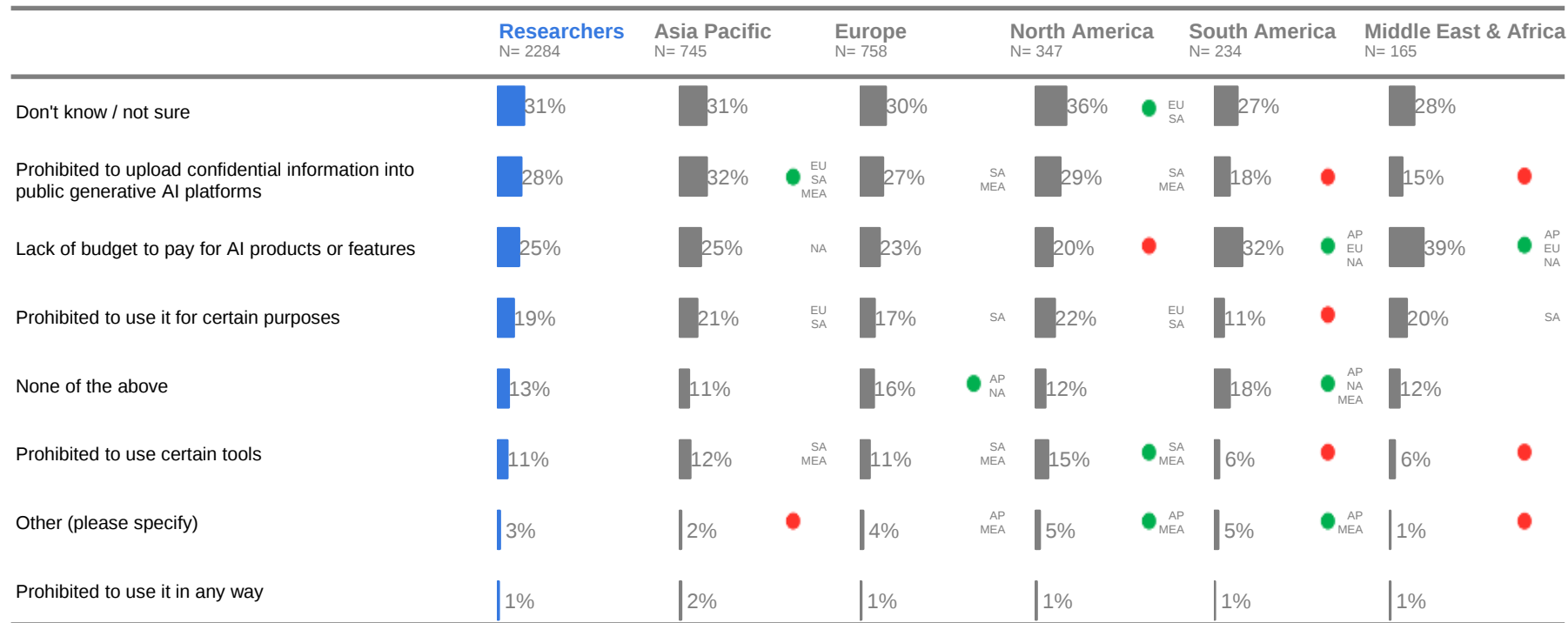


Researchers in lower-middle-income countries who haven't used AI, are more likely to choose to use it in the near future



Many don't know if their institution has restrictions in place on the use of AI.

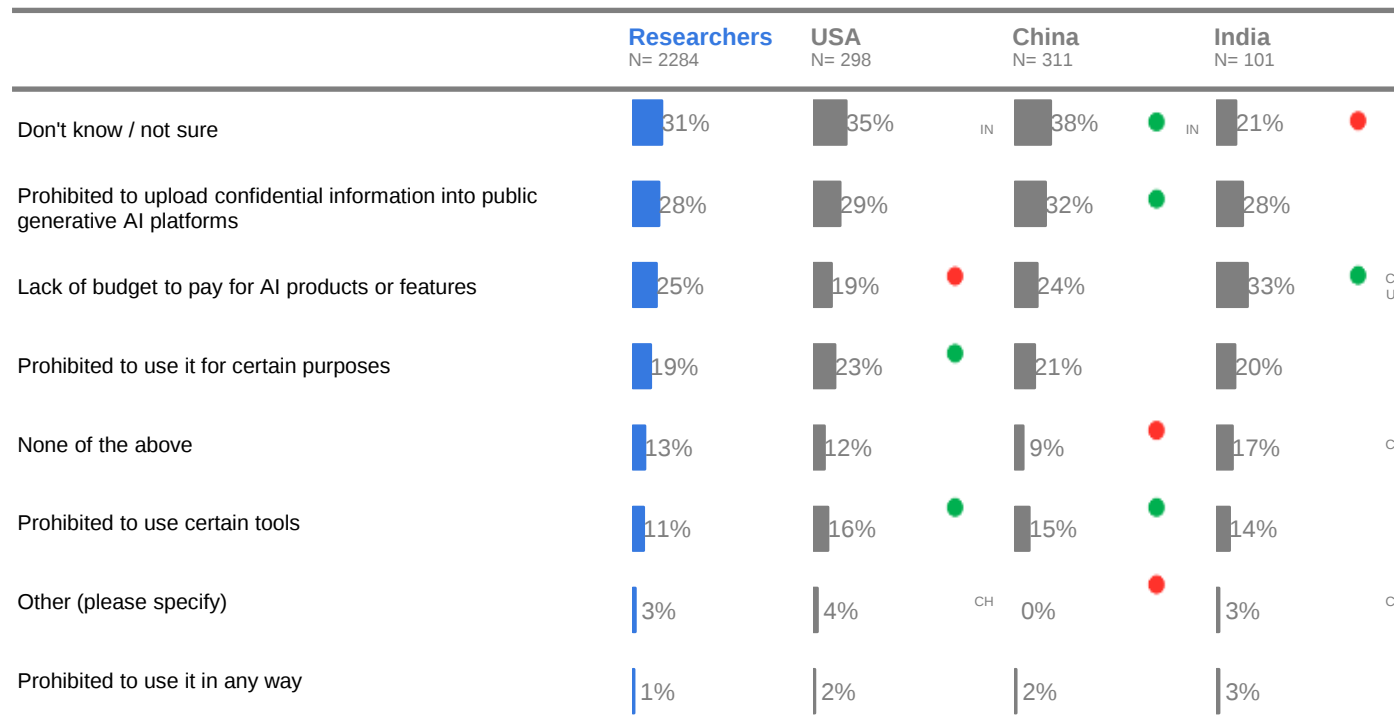
Budget is the biggest restriction to use in South America and Middle East and Africa



Questions: Which restrictions, if any, does your institution currently have with regards to AI usage?

Select: all that apply
Base: n= 2284

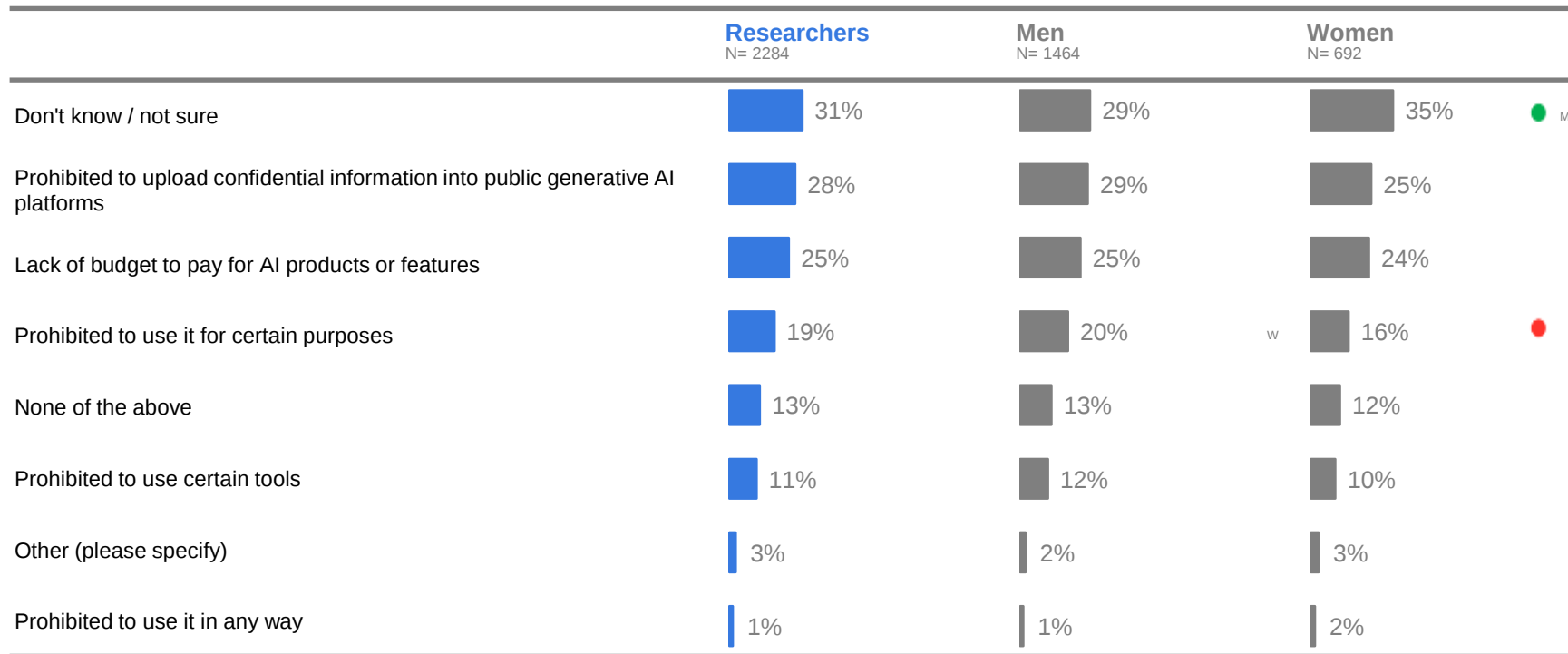
Around a third don't know if their institution has restrictions in place on the use of AI, across the three most populous countries it higher for researchers in China



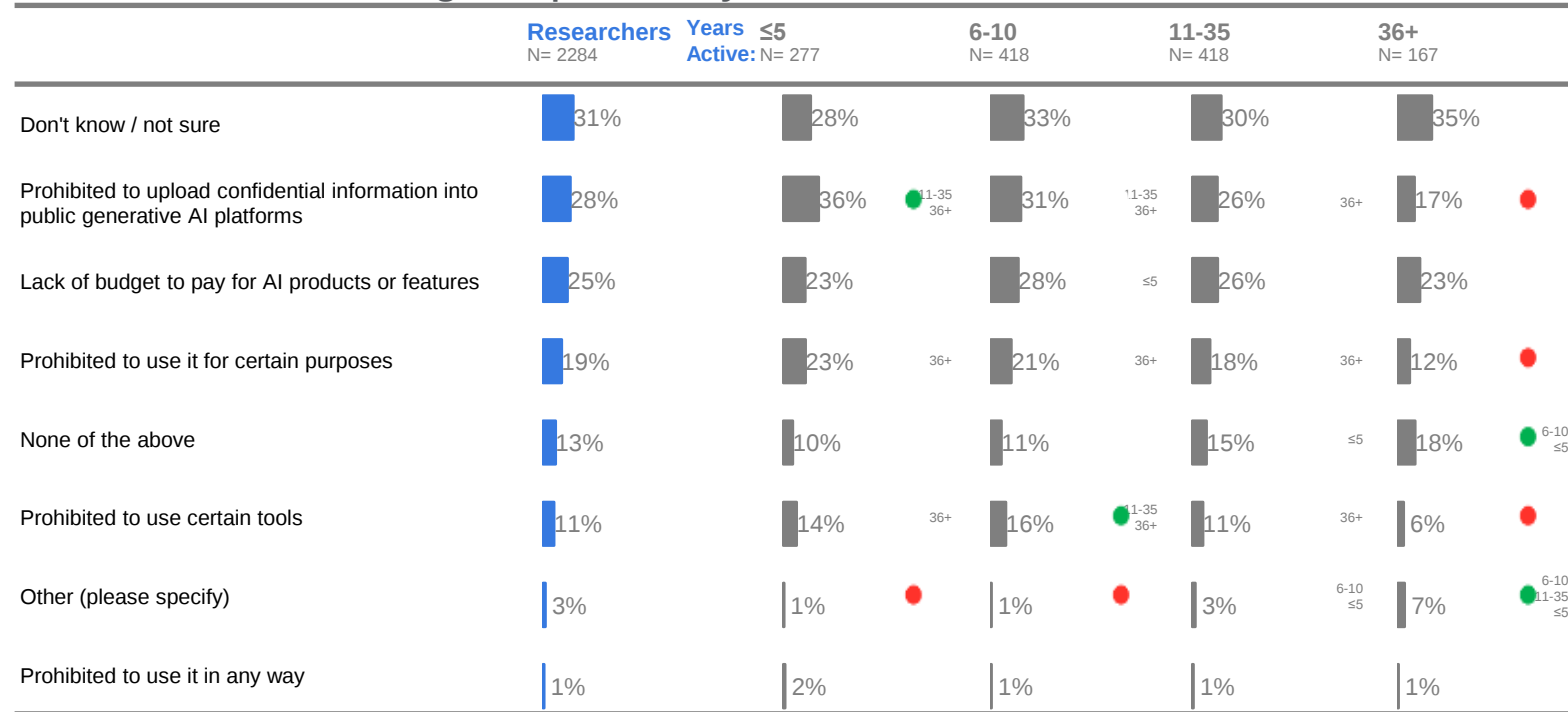
Questions: Which restrictions, if any, does your institution currently have with regards to AI usage?

Select: all that apply
Base: n= 2284

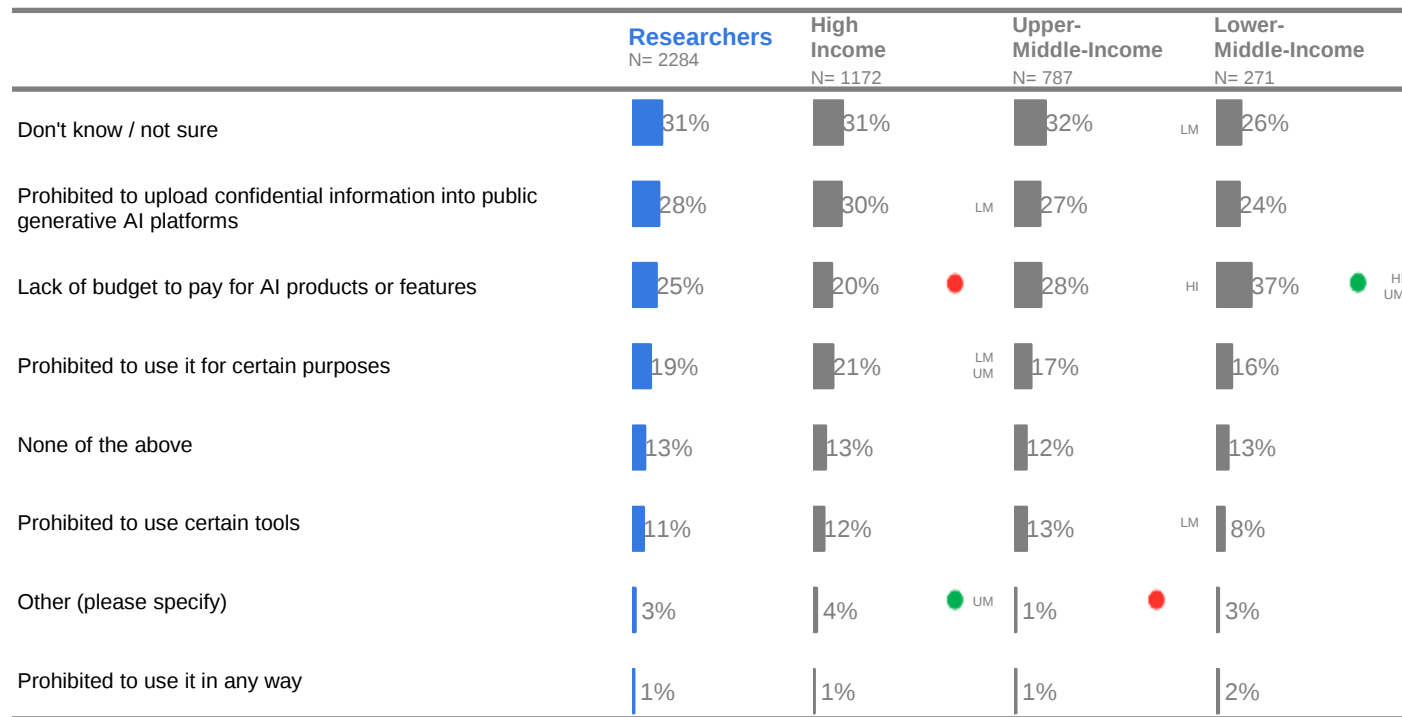
Around a third don't know if their institution has restrictions in place on the use of AI, with this being more common among women



Researchers who have been active their area of work 5 years or less think not uploading confidential information to generative AI platforms is the biggest restriction on AI usage imposed by their institution

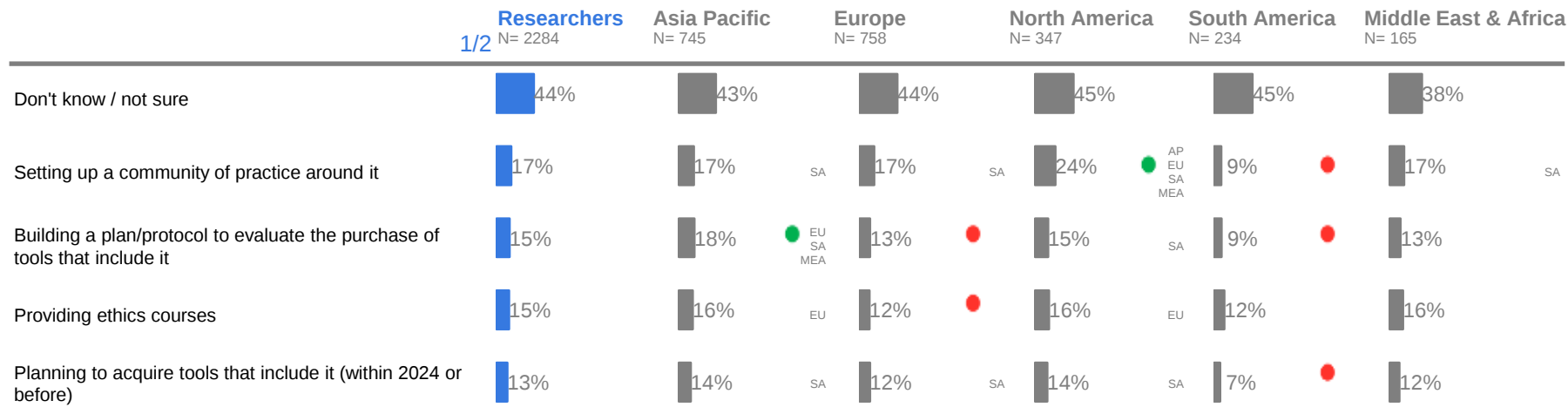


Lack of budget is the biggest institutional restriction on the use of AI for researchers in lower-middle-income countries

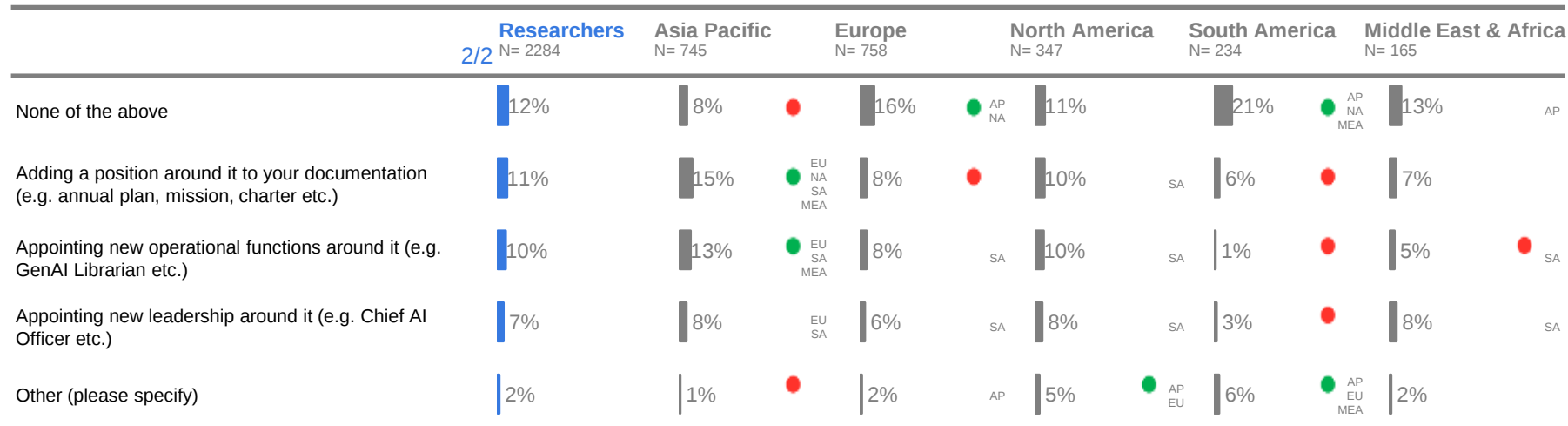


Questions: Which restrictions, if any, does your institution currently have with regards to AI usage?
 Select: all that apply
 Base: n= 2284

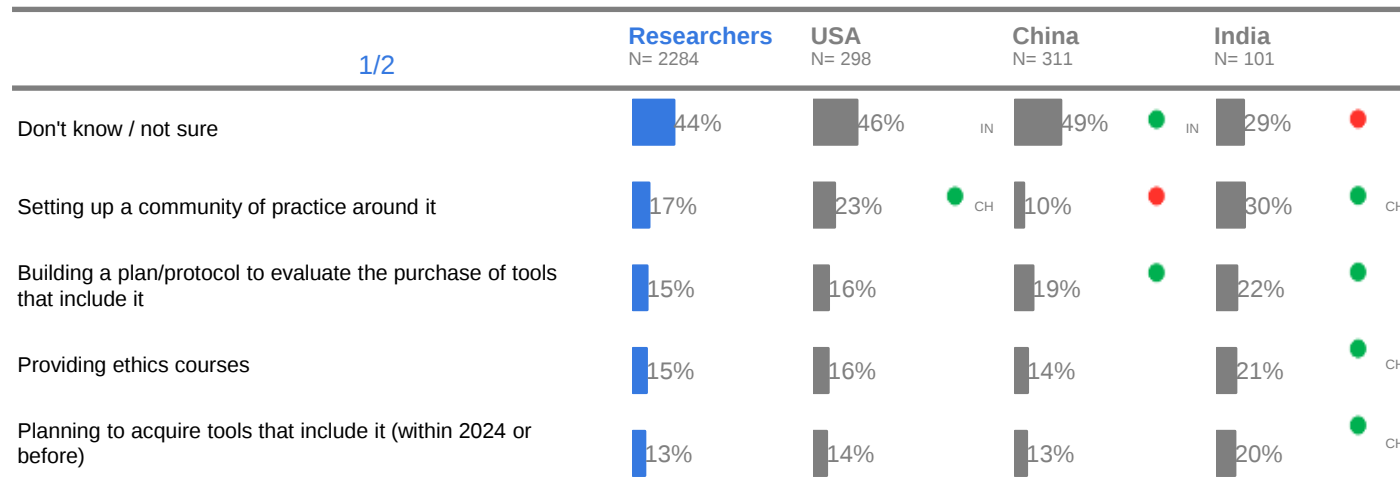
Researchers generally are unaware of any institutional plans to prepare for AI usage, the most common preparation is setting up a community of practice (1/2)



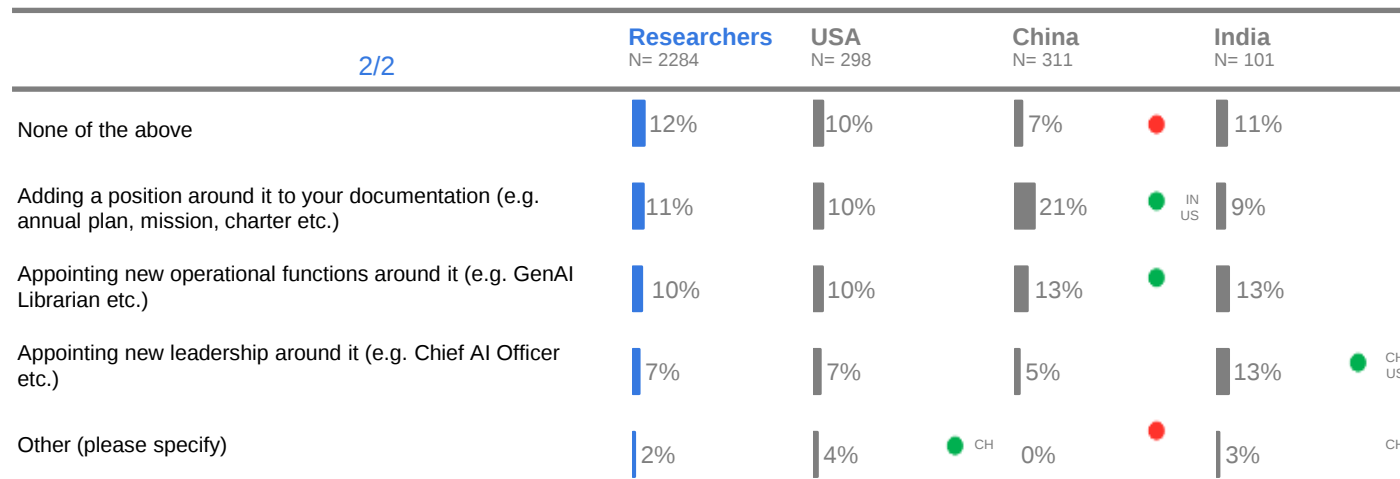
Researchers generally are unaware of any institutional plans to prepare for AI usage, the most common preparation is setting up a community of practice (2/2)



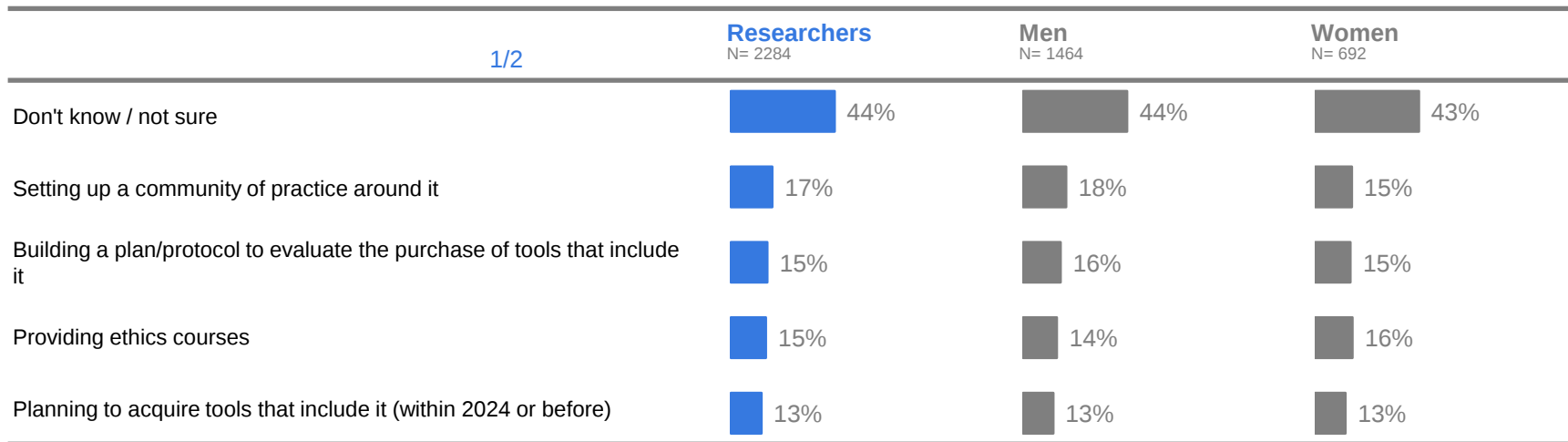
Researchers in China are more likely to be unsure how their institution is preparing for AI usage (1/2)



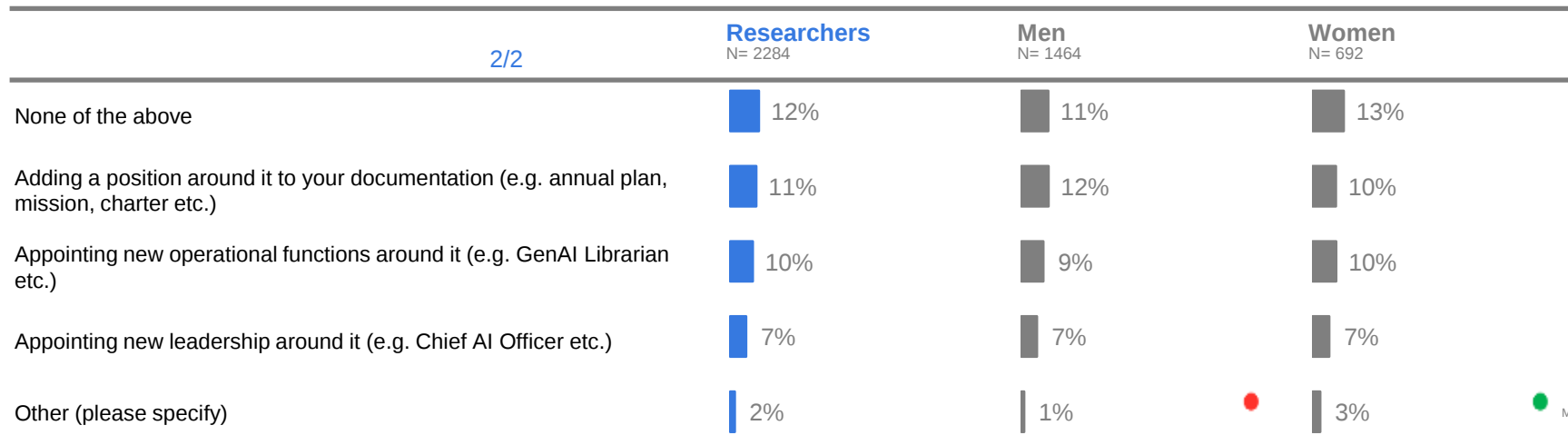
Researchers in China are more likely to be unsure how their institution is preparing for AI usage (2/2)



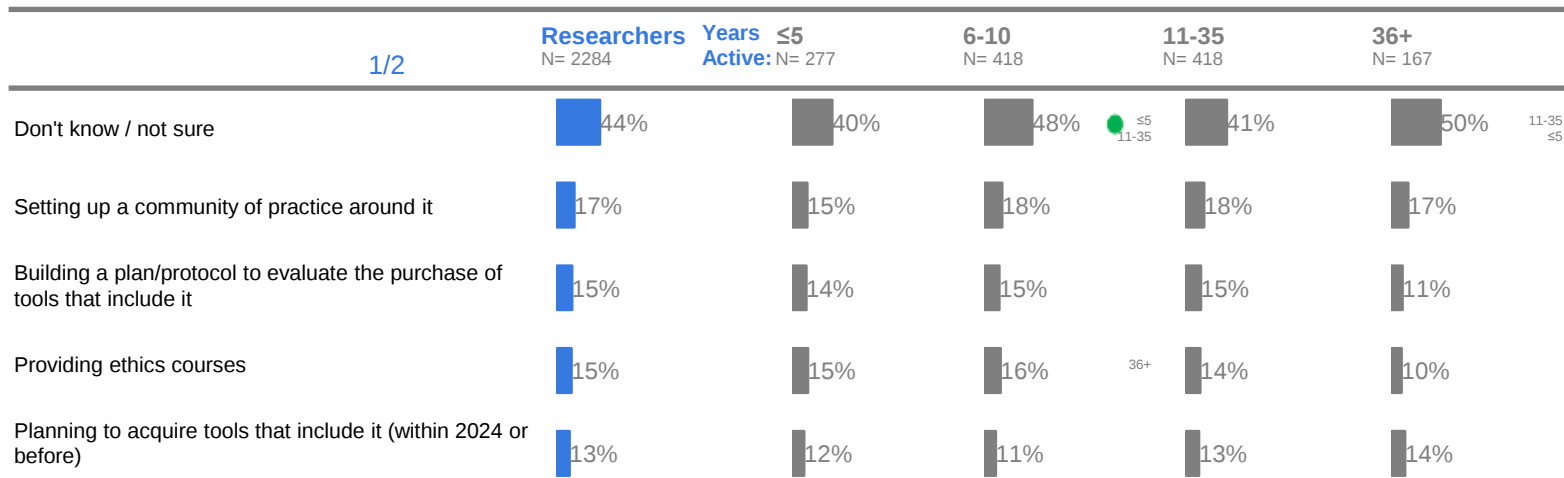
Most commonly, researchers are unaware of any institutional plans to prepare for AI usage – little difference between men and women (1/2)



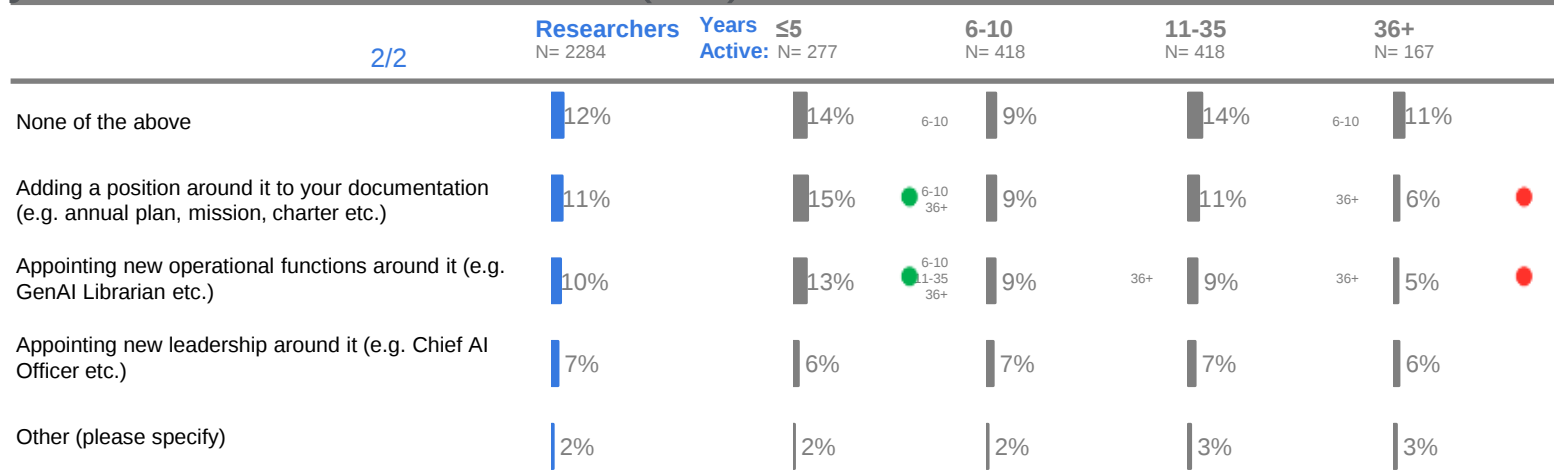
Most commonly, researchers are unaware of any institutional plans to prepare for AI usage – little difference between men and women (2/2)



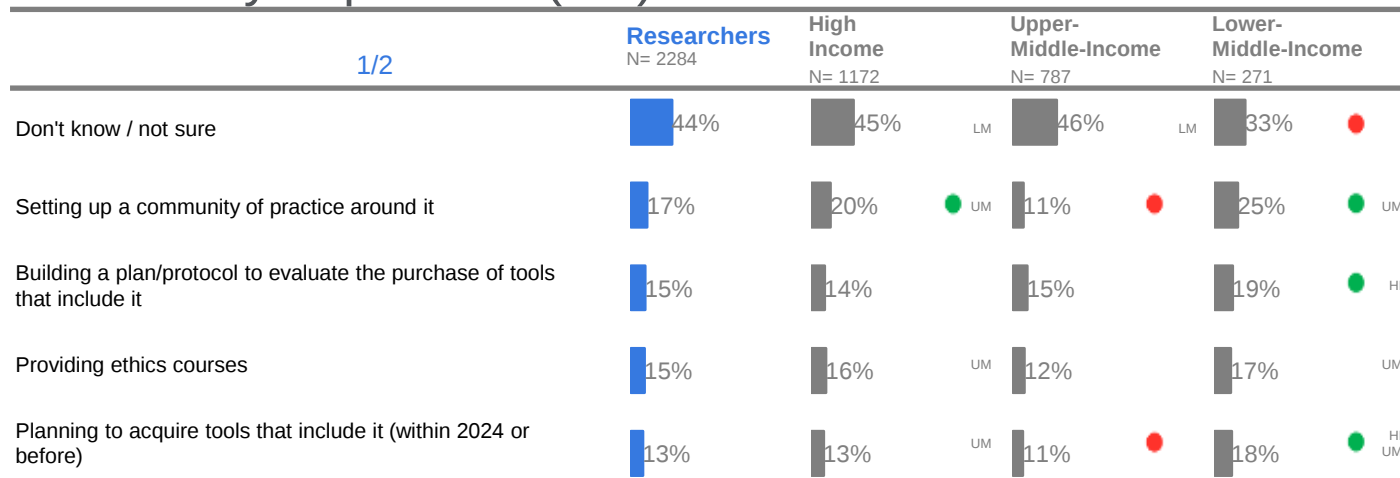
Researchers are generally unaware of any institutional plans to prepare for AI usage, particularly so among researchers active 6-10 years in their area of work (1/2)



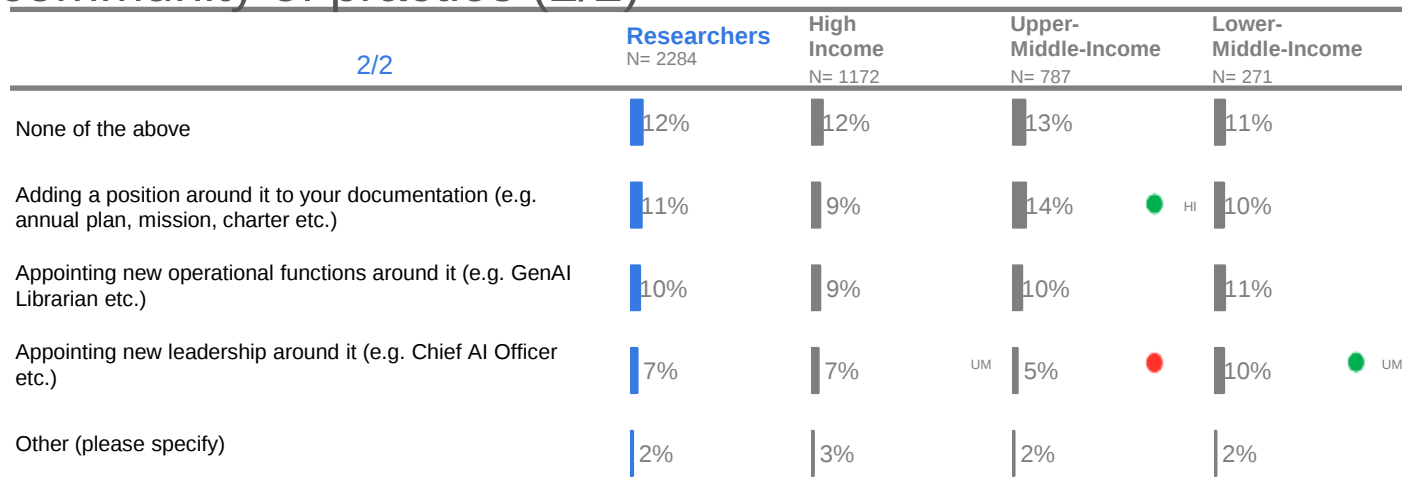
Researchers are generally unaware of any institutional plans to prepare for AI usage, particularly among researchers active 6-10 years in their area of work (2/2)



Lower-middle-income researchers have greatest awareness of institutional plans for AI usage and a quarter are setting up a community of practice (1/2)



Lower-middle-income researchers have greatest awareness of institutional plans for AI usage and a quarter are setting up a community of practice (2/2)



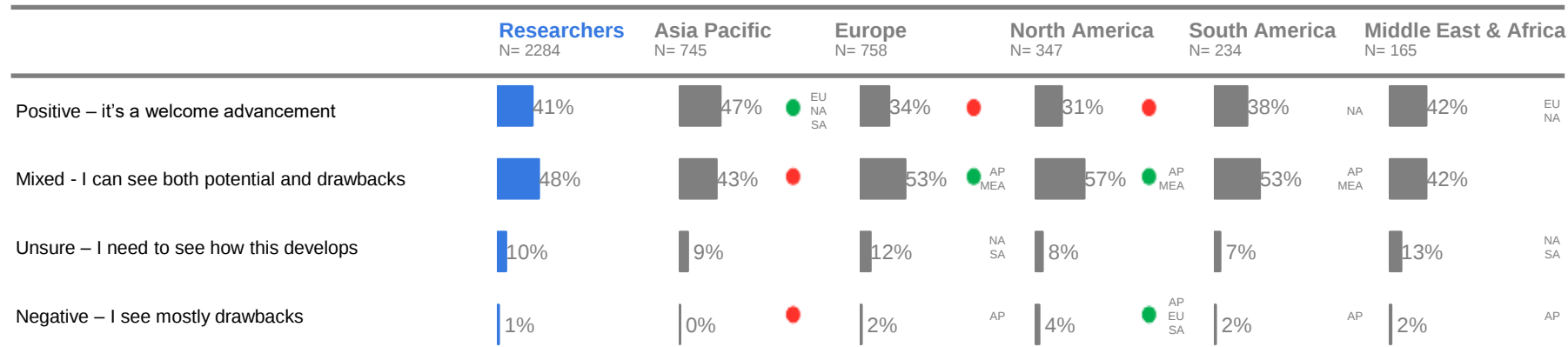
3. Perceptions of AI

Theme 3

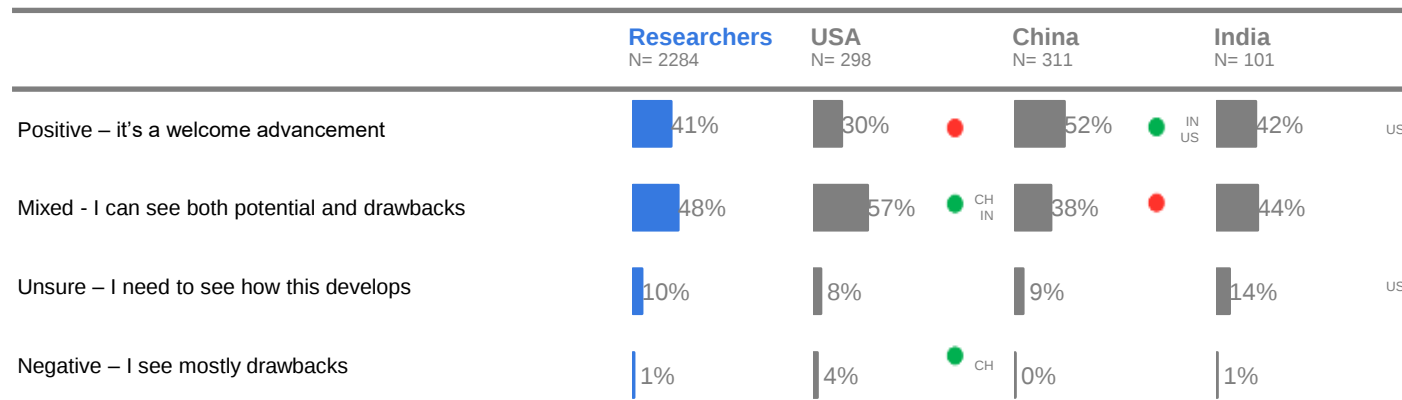
Perceptions of AI

What are your overall feelings about the impact of AI on your area of work?	<u>Slide 54</u>
What do you think will be the level of impact of AI in your area of work in the near future?	<u>Slide 59</u>
To what extent, if at all, do you have concerns about the ethical implications of AI in your area of work?	<u>Slide 64</u>
You mentioned that you had concerns, what do you think are the top 3 disadvantages of AI?	<u>Slide 69</u>
Thinking about the impact AI will have on society and your work, to what extent do you think over the next 2 to 5 years it will...?	<u>Slide 84</u>
Thinking about the use of generative AI in your area of work, how much do you agree or disagree with the following?	<u>Slide 94</u>
To what extent, if at all, would the following factors increase your trust in tools that utilize generative AI?	<u>Slide 99</u>
Which information areas about a tool's dependency on generative AI would most increase your comfort in using that tool?	<u>Slide 104</u>
Would you prefer any generative AI functionality included in a product you use already to be...?	<u>Slide 114</u>

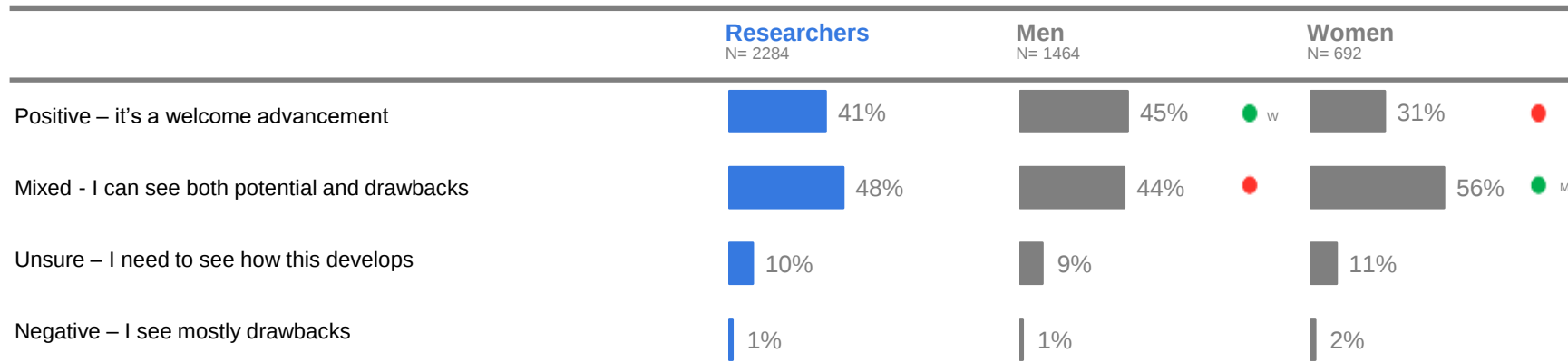
Most have mixed feelings about the impact of AI on their work. More researchers in Europe and North America have mixed views while APAC are the most positive. Few are across regions are negative



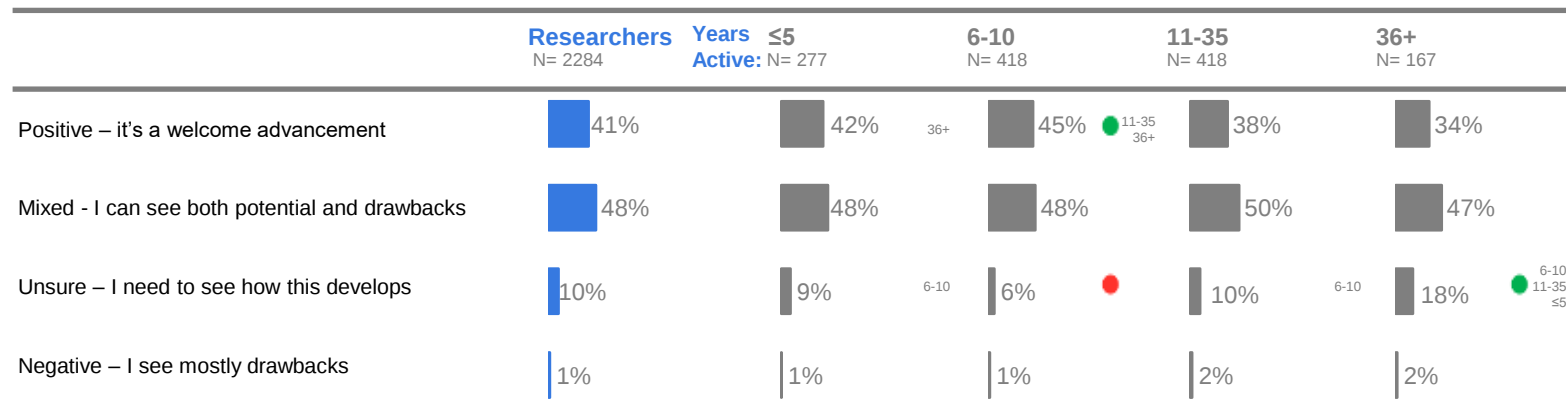
Researchers in the USA are more likely to have mixed feelings about the impact of AI on their area of work than globally



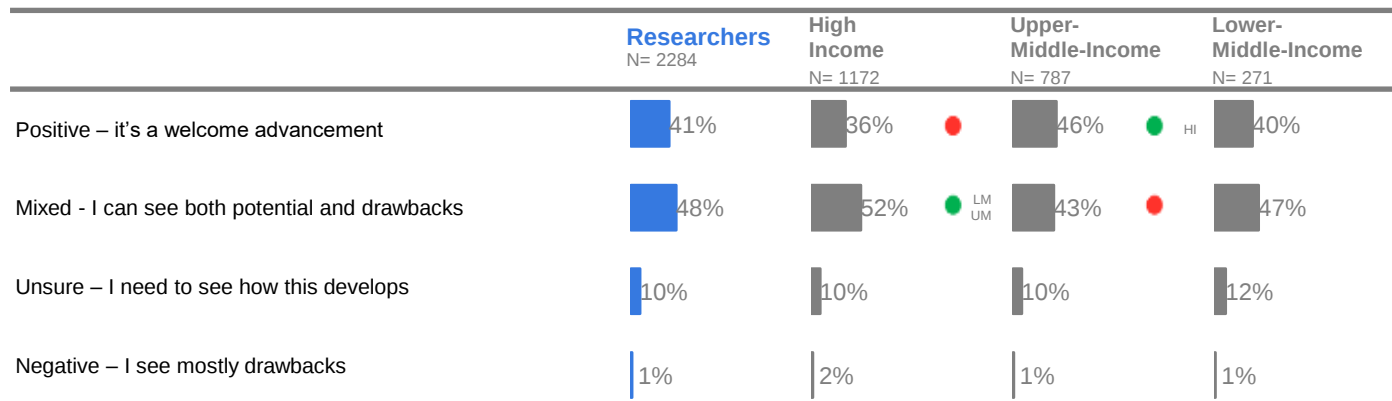
Women working in research are more likely to feel mixed about the impact of AI on their area of work than men



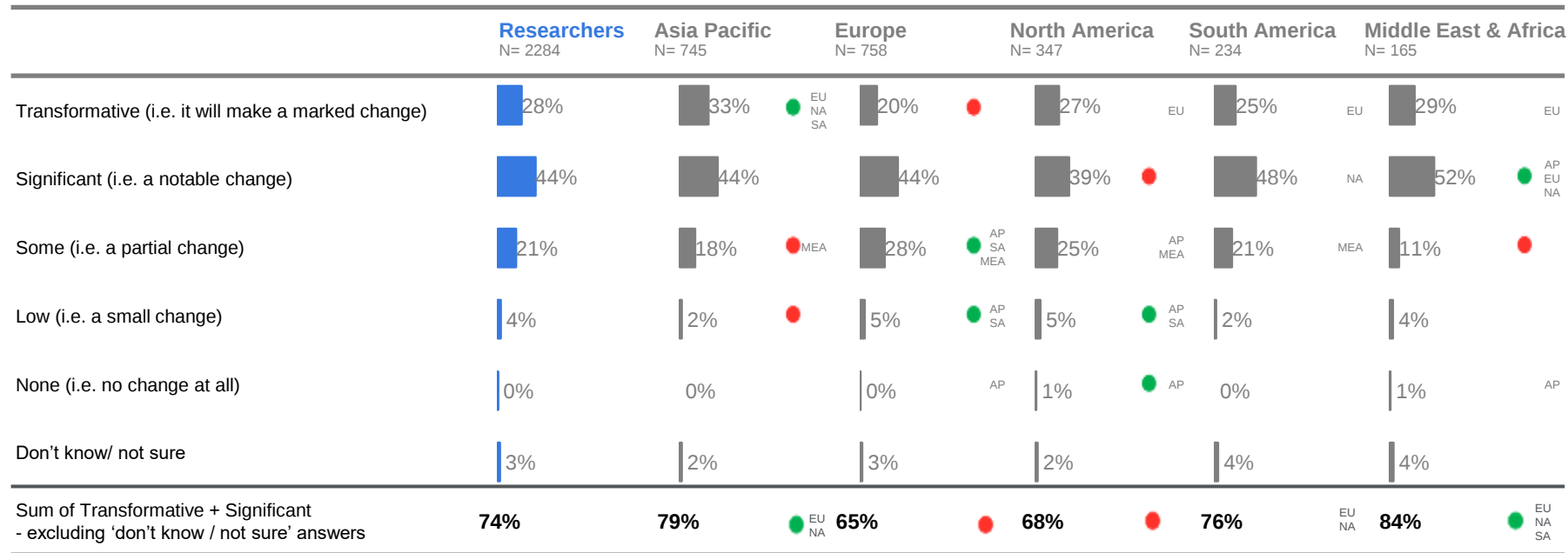
Researchers who are 6-10 years active in their area of work are more likely to feel positive about the impact of AI on their area of work than average



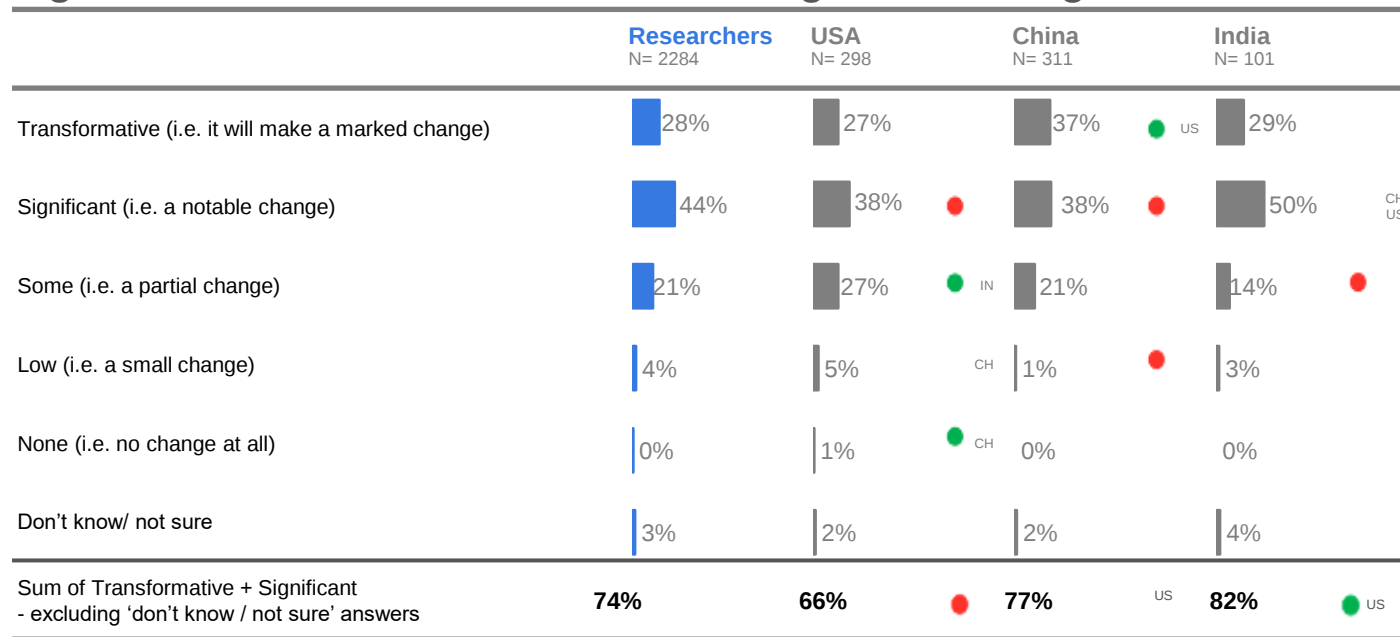
Researchers in upper-middle-income countries are more likely to feel positive about the impact of AI on their area of work than average



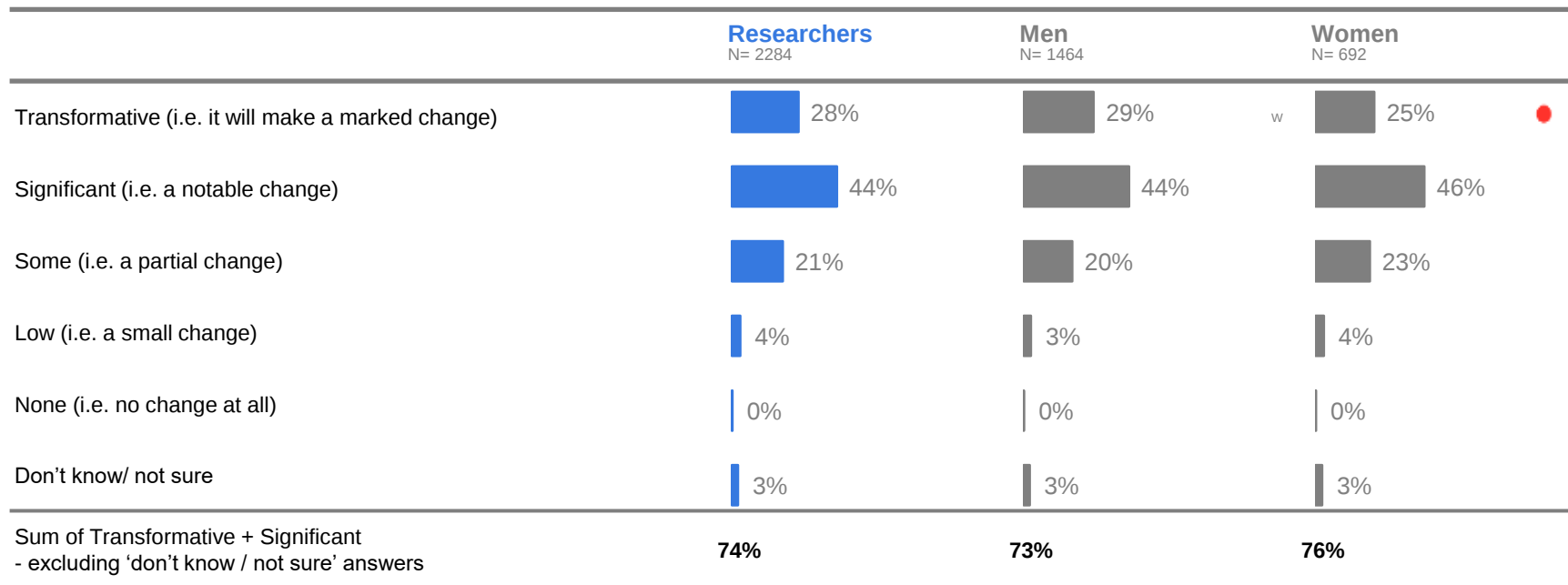
Nearly three quarters of researchers think the level of impact will be transformative or significant. Researchers in APAC are most likely to think AI will be transformative, Europe least likely



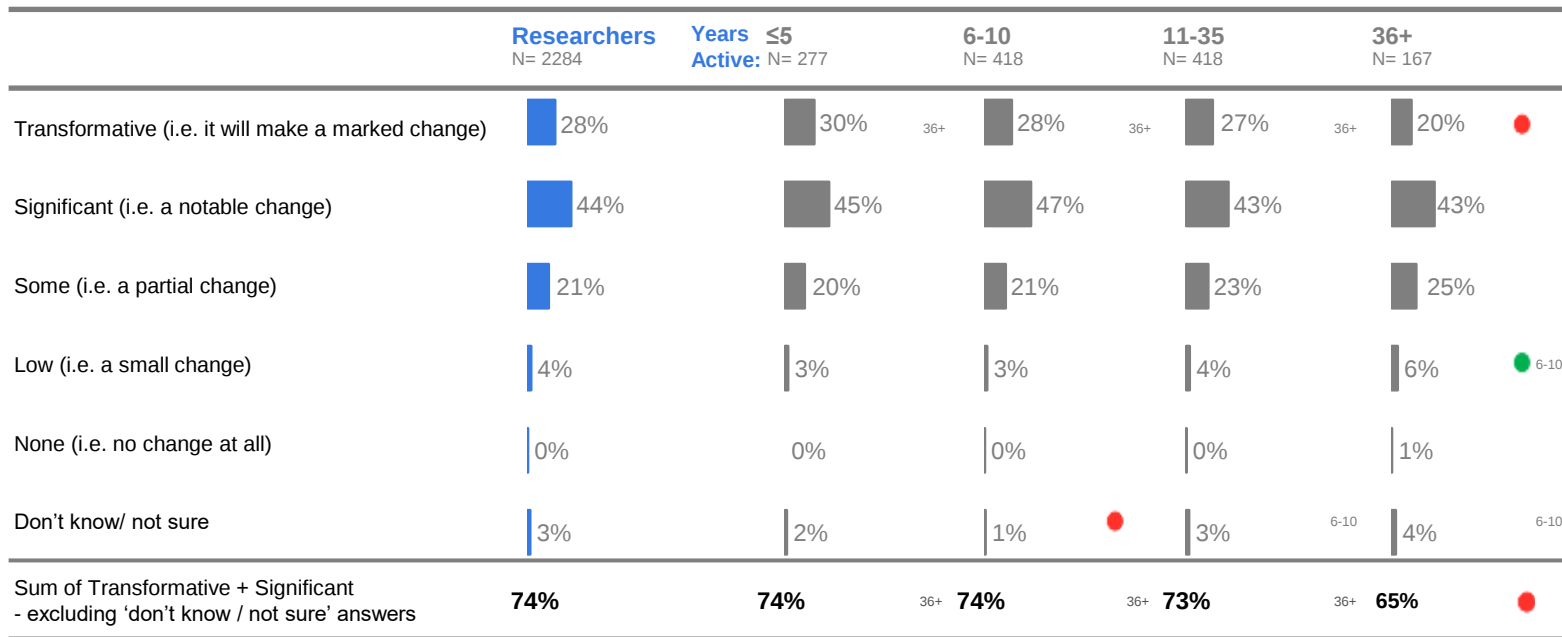
Researchers in China are more likely to think the impact of AI will be transformative. Researchers in the USA are less likely to think it will be significant or transformative than the global average



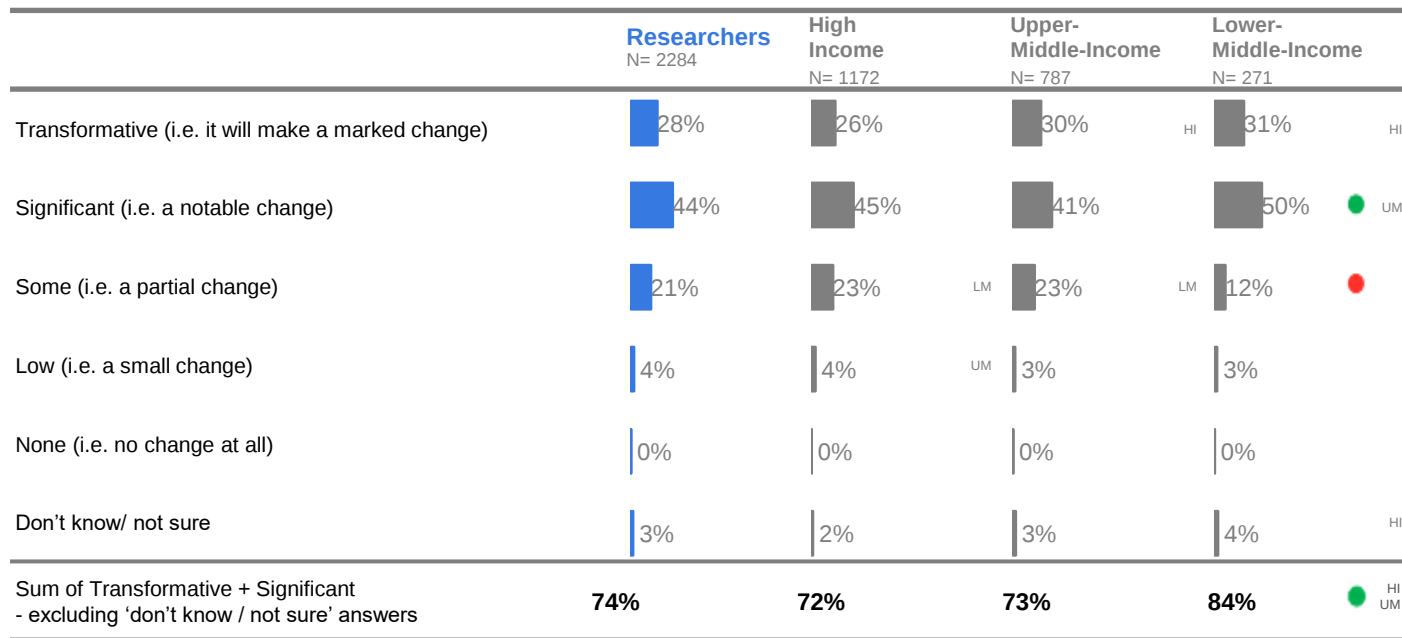
Women working in research are less likely to think the impact of AI will be transformative than men



Researchers who have been active in their area of work for 36+ years are least likely to think AI will be transformative

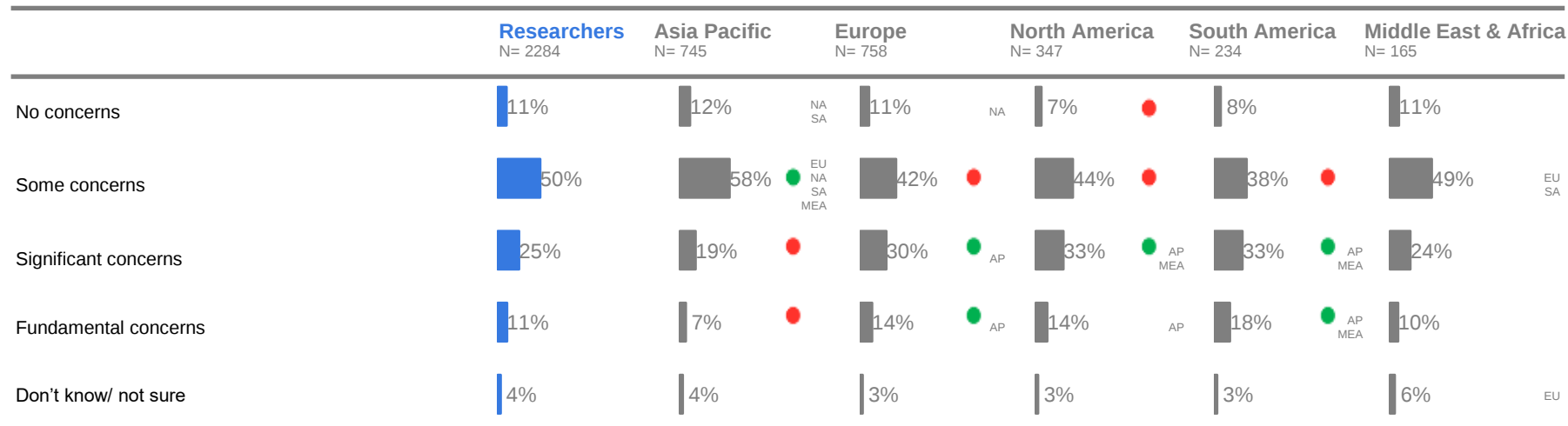


Researchers in lower-middle-income countries are most likely to believe AI will be transformative or significant in their area of work

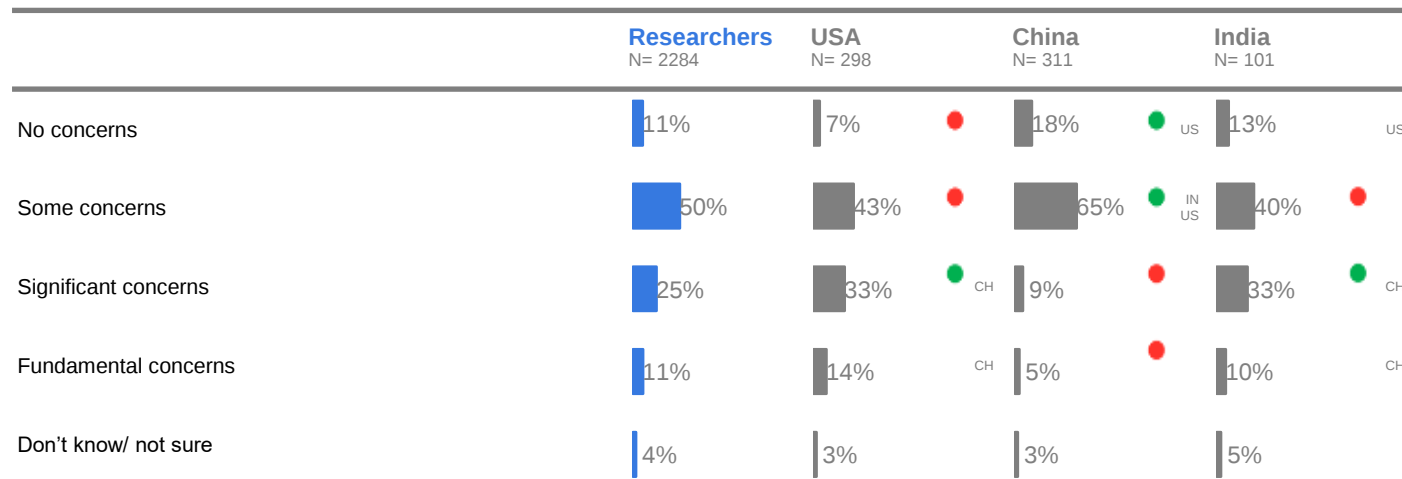


Questions: What do you think will be the level of impact of AI in your area of work in the near future?

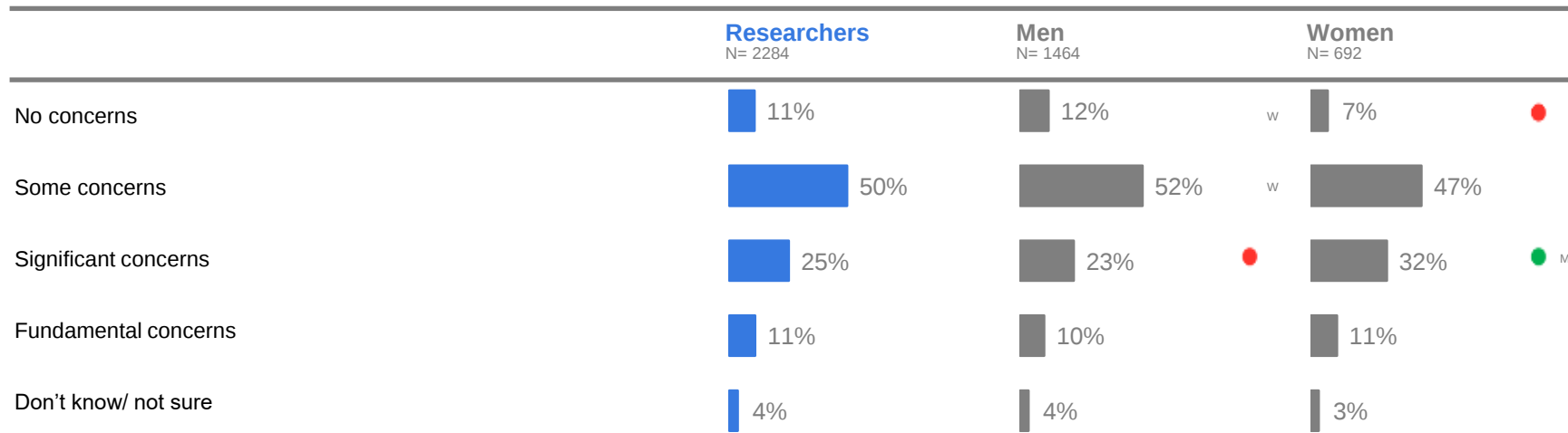
Most researchers have some concerns about AI. Researchers in APAC are less likely to have significant or fundamental concerns



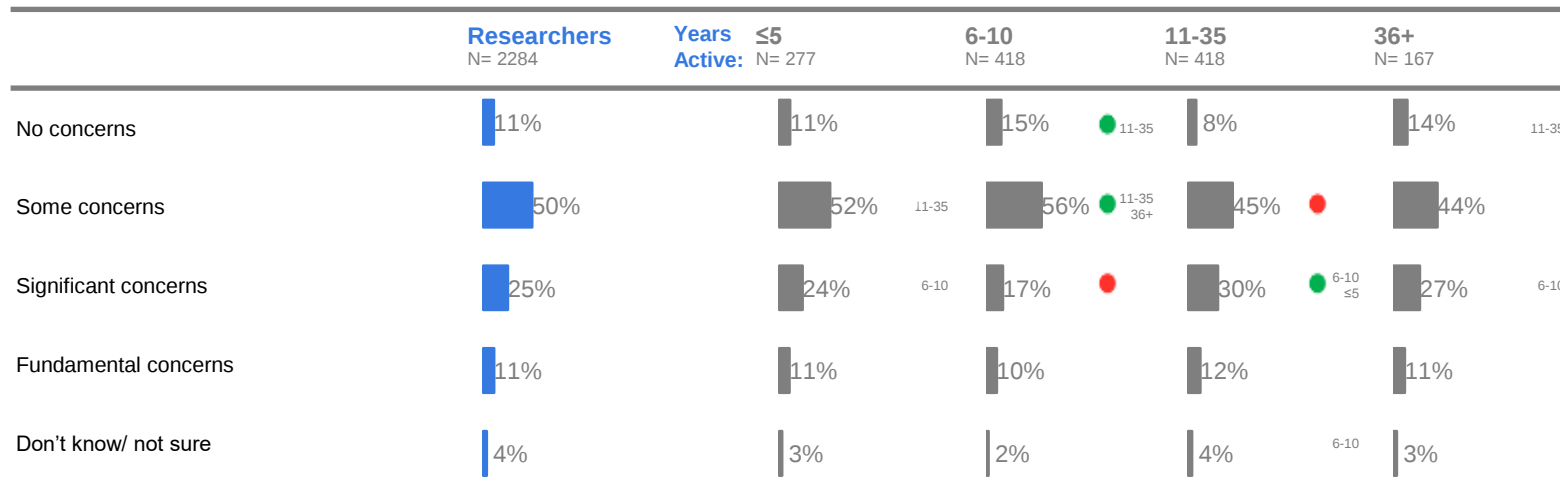
Researchers in China are less likely to have significant or fundamental concerns about the ethical implications of AI on their area of work



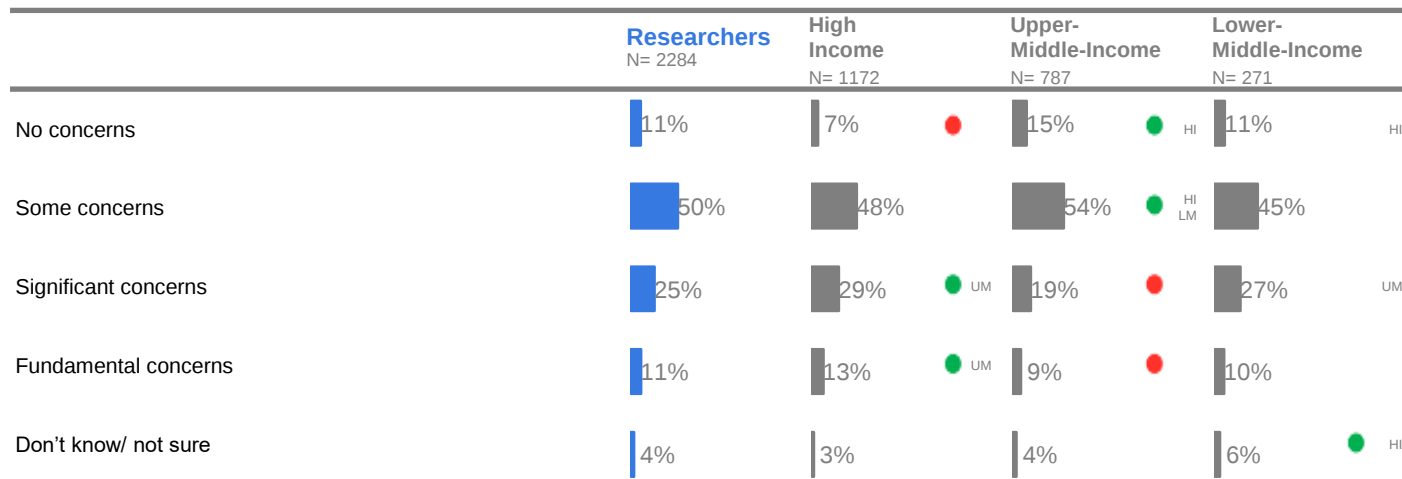
Women working in research are more likely to have concerns about the ethical implications of AI on their area of work than men



Researchers who've been in their area of work for 6-10 years are less likely to have any concerns about the ethical implications of AI than average



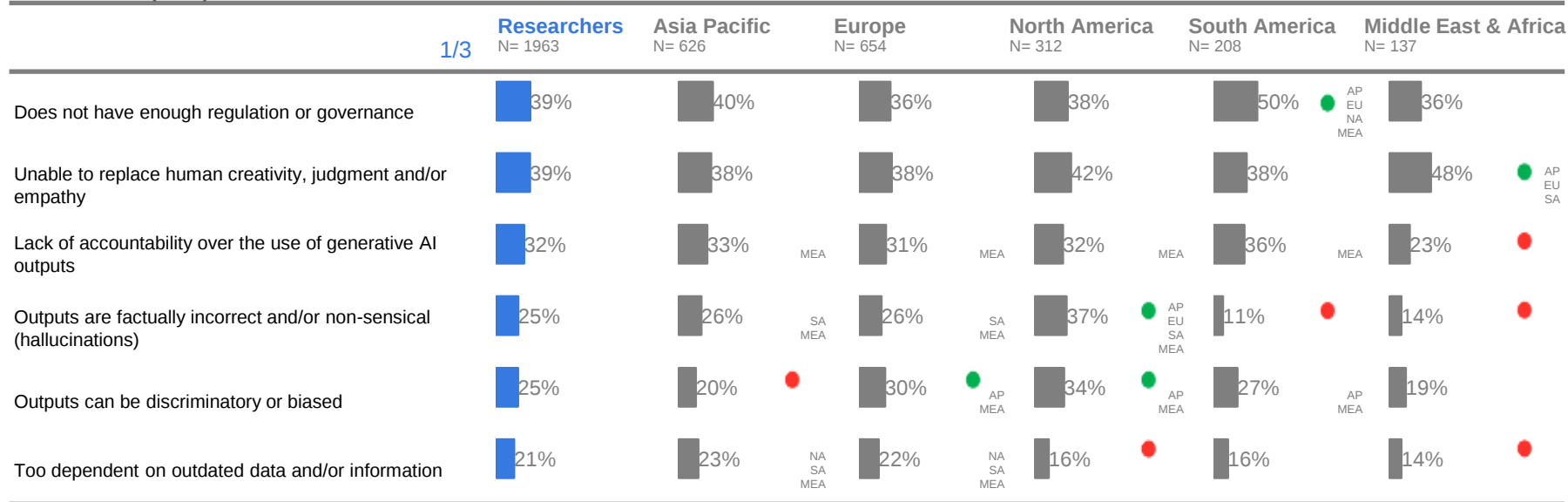
Researchers in upper-middle-income countries are less likely to have any concerns about the ethical implications of AI on their area of work than average



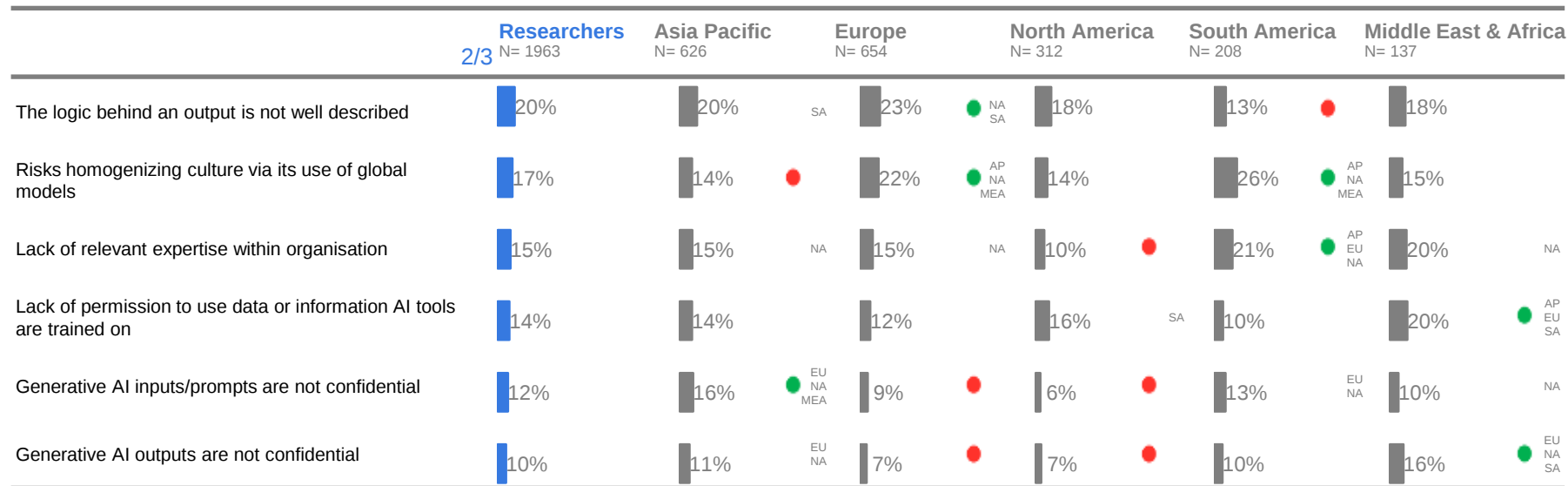
Questions: To what extent, if at all, do you have concerns about the ethical implications of AI in your area of work?

Base: n= 2284

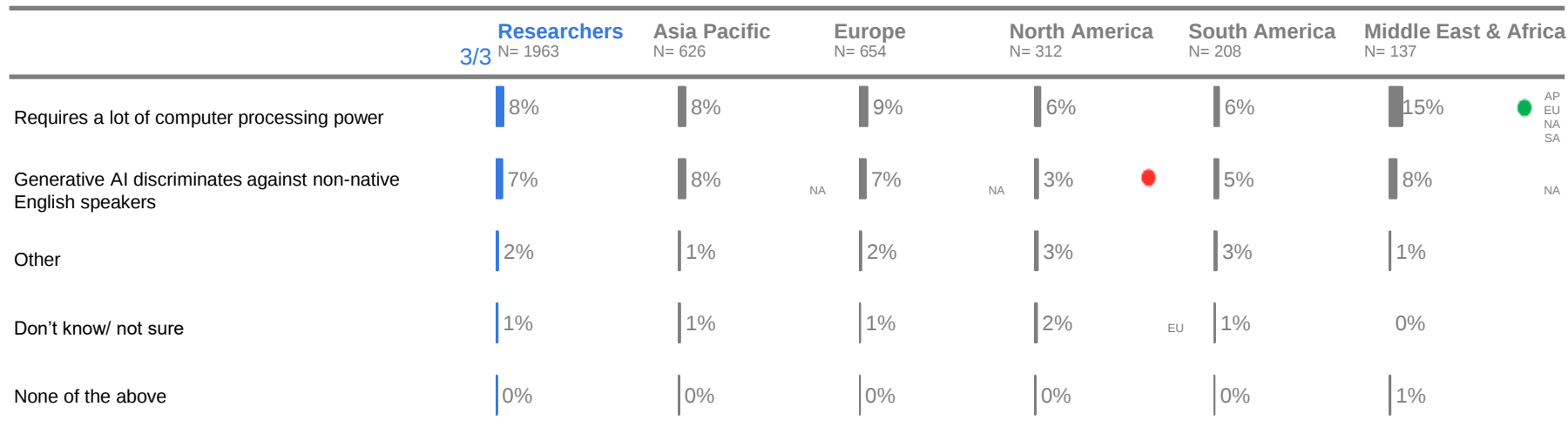
Those researchers with concerns about AI believe its inability to replace human judgment and empathy is its greatest drawback, this is tied with concerns about governance. Inability to replace human judgment greatest concern in Middle East and Africa. Governance concern highest in South America (1/3)



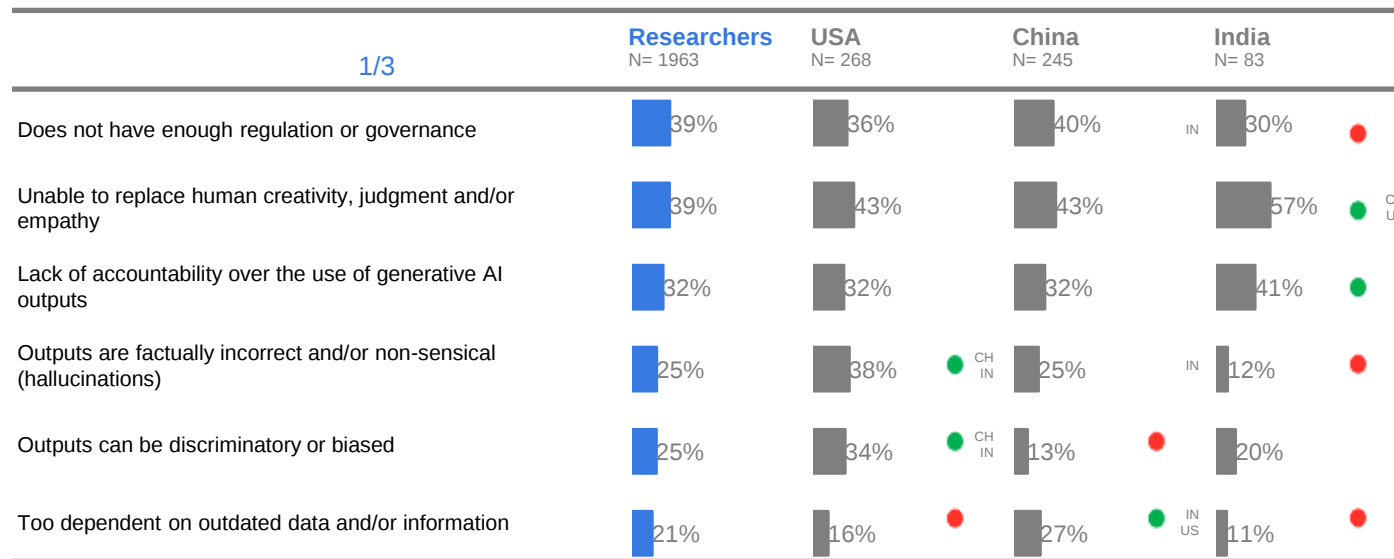
Those researchers with concerns about AI believe its inability to replace human judgment and empathy is its greatest drawback, tied with concerns about governance. Homogeneity more of a concern in Europe and South America vs other regions (2/3)



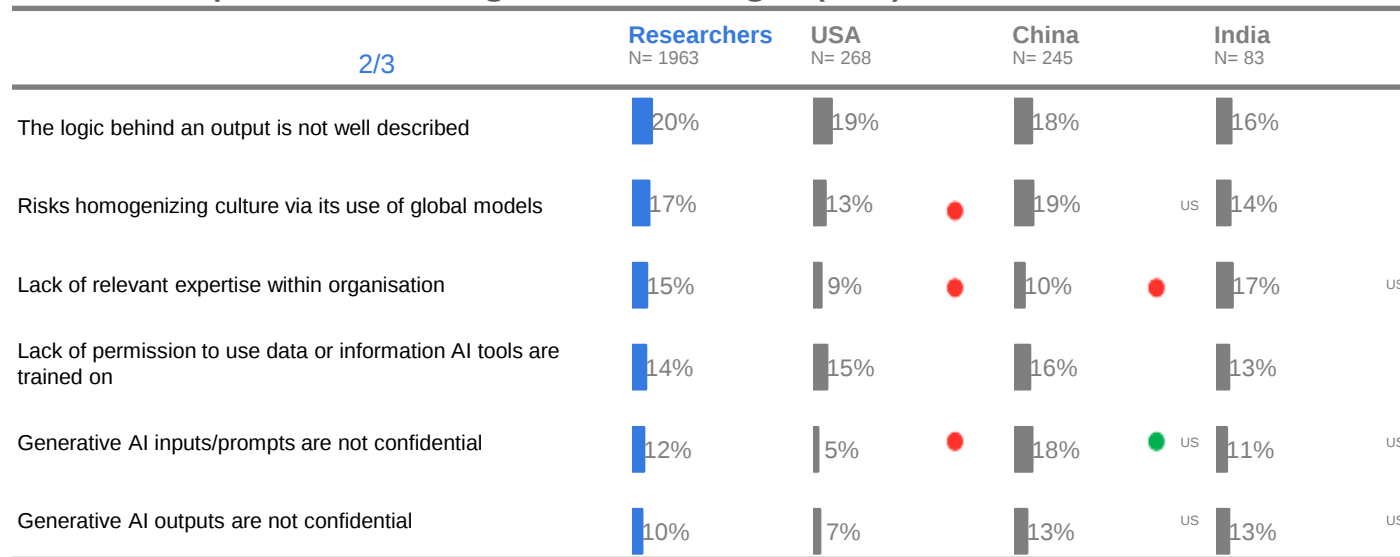
Those researchers with concerns about AI believe its inability to replace human judgment and empathy is its greatest drawback, tied with concerns about governance. Requiring a lot of computer processing power a greater concern in Middle East and Africa (3/3)



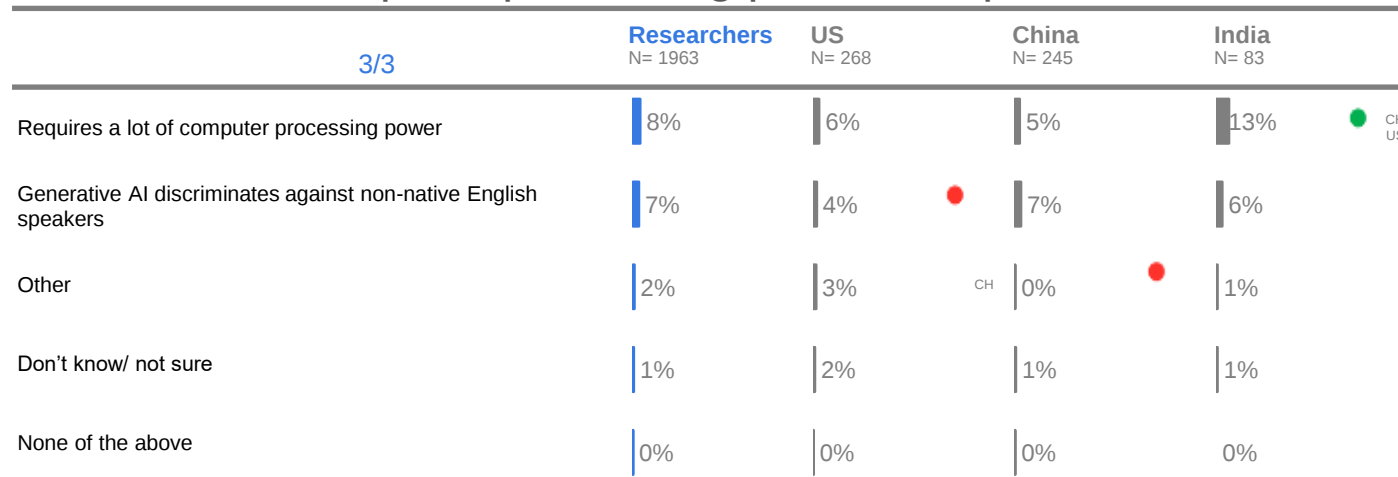
The most common disadvantage of AI in the most populous countries is its inability to replace human qualities, most felt among researchers in India (1/3)



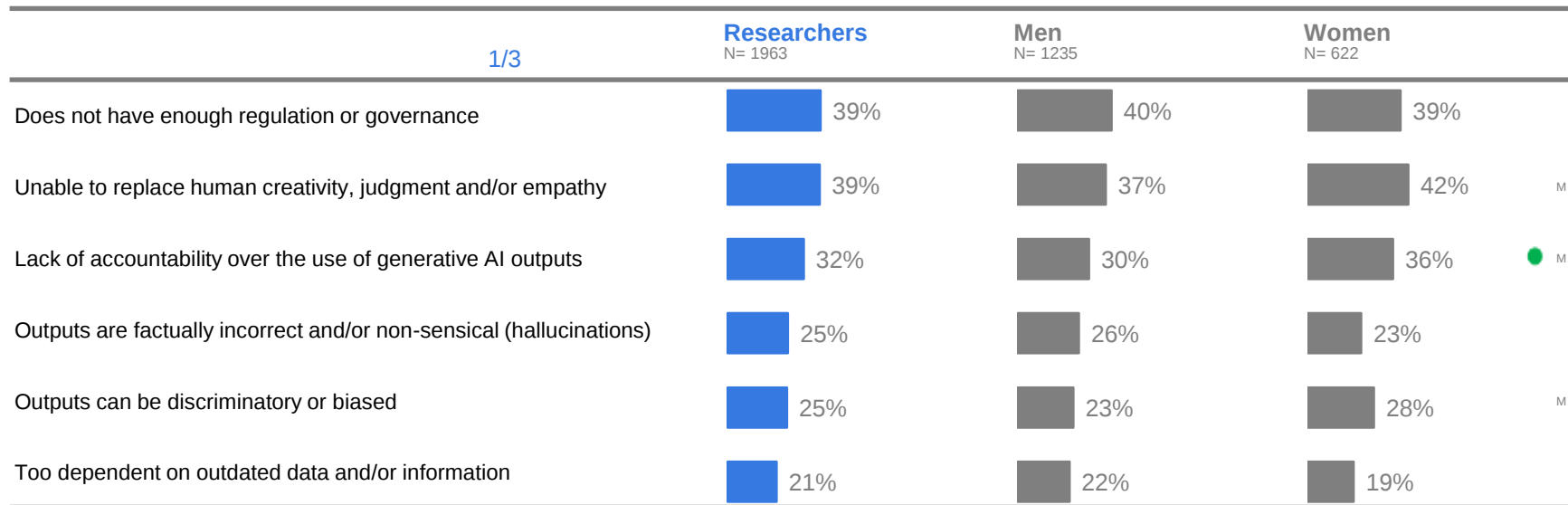
The most common disadvantage of AI in the most populous countries is its inability to replace human qualities, homogeneity is less of a concern in the USA compared to the global average (2/3)



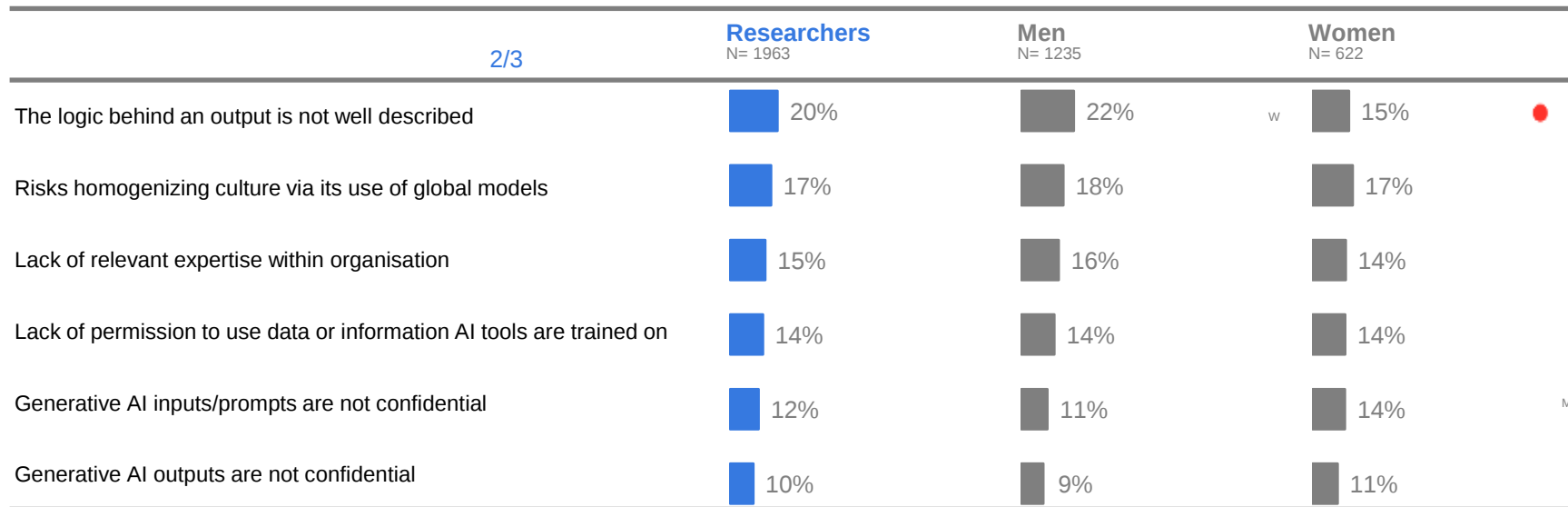
The most common disadvantage of AI in the most populous countries is its inability to replace human qualities, Indian researchers are more worried about demands on computer processing power compared to the USA and China (3/3)



Women are more likely to be concerned over lack of accountability than men, among other concerns, in the use of AI (1/3)



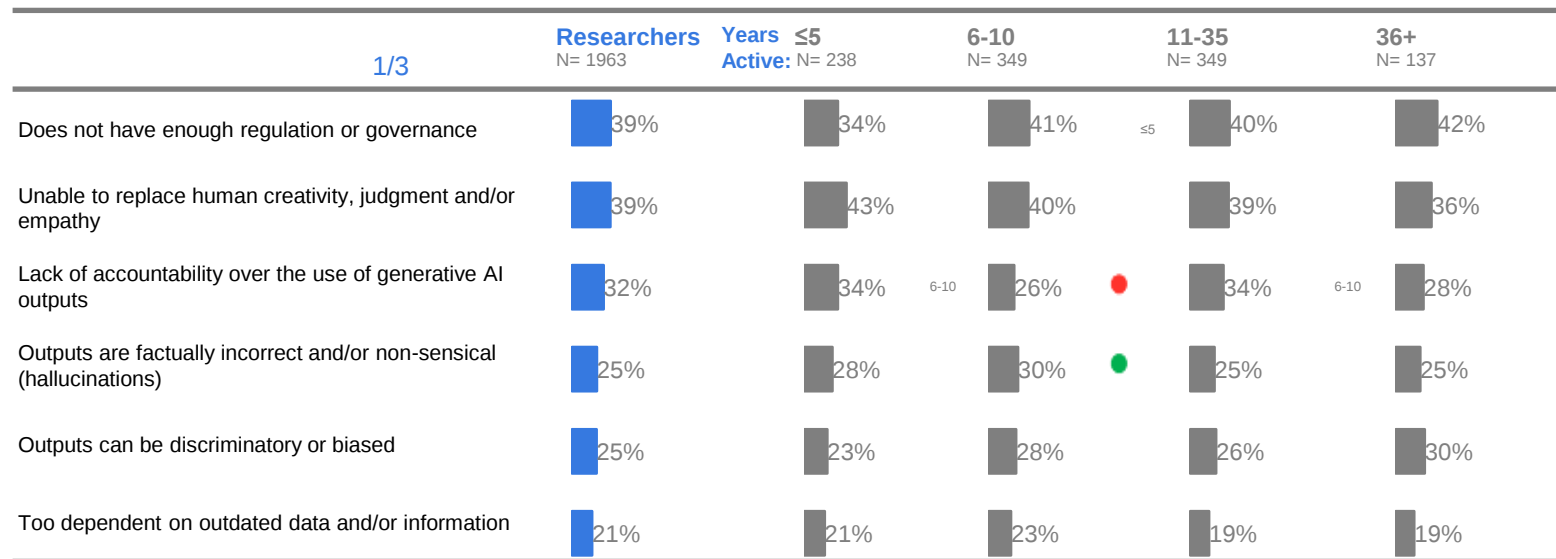
Women are more likely to be concerned over lack of accountability than men, among other concerns, in the use of AI (2/3)



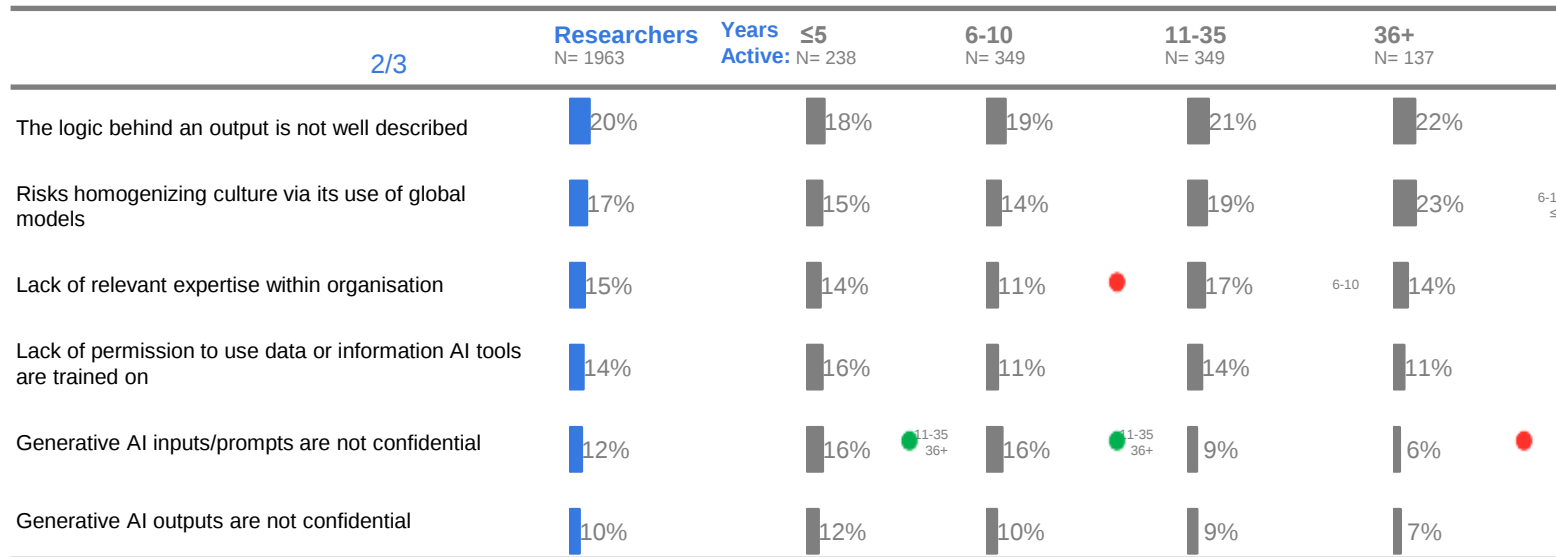
Women are more likely to be concerned over lack of accountability than men, among other concerns, in the use of AI (3/3)

	3/3	Researchers N= 1963	Men N= 1235	Women N= 622
Requires a lot of computer processing power		 8%	 9%	 6% w
Generative AI discriminates against non-native English speakers		 7%	 7%	 6%
Other		 2%	 2%	 1%
Don't know/ not sure		 1%	 1%	 1%
None of the above		 0%	 0%	 0%

Those researchers with concerns about AI believe its inability to replace human judgement and empathy is its greatest drawback, tied with concerns about governance, little variation by years active in role across top concerns (1/3)



Those researchers with concerns about AI believe its inability to replace human judgement and empathy is its greatest drawback, tied with concerns about governance. Those active in their area of work for less than 10 years are more concerned about confidentiality of prompts (2/3)



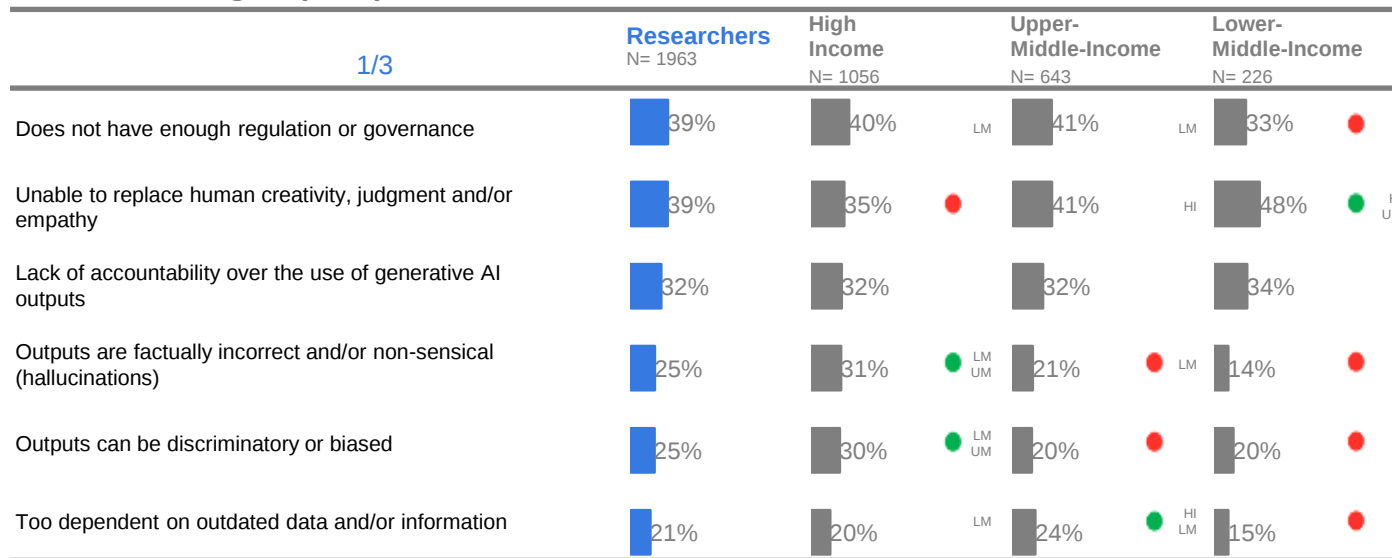
Those researchers with concerns about AI believe its inability to replace human judgement and empathy is its greatest drawback, tied with concerns about governance (3/3)



	3/3	Researchers N= 1963	Years Active: N= 238	≤5 N= 238	6-10 N= 349	11-35 N= 349	36+ N= 137
Requires a lot of computer processing power		8%		7%	7%	8%	7%
Generative AI discriminates against non-native English speakers		7%		7%	6%	7%	7%
Other		2%		2%	2%	1%	4%
Don't know/ not sure		1%		1%	1%	1%	2%
None of the above		0%		0%	0%	0%	1%

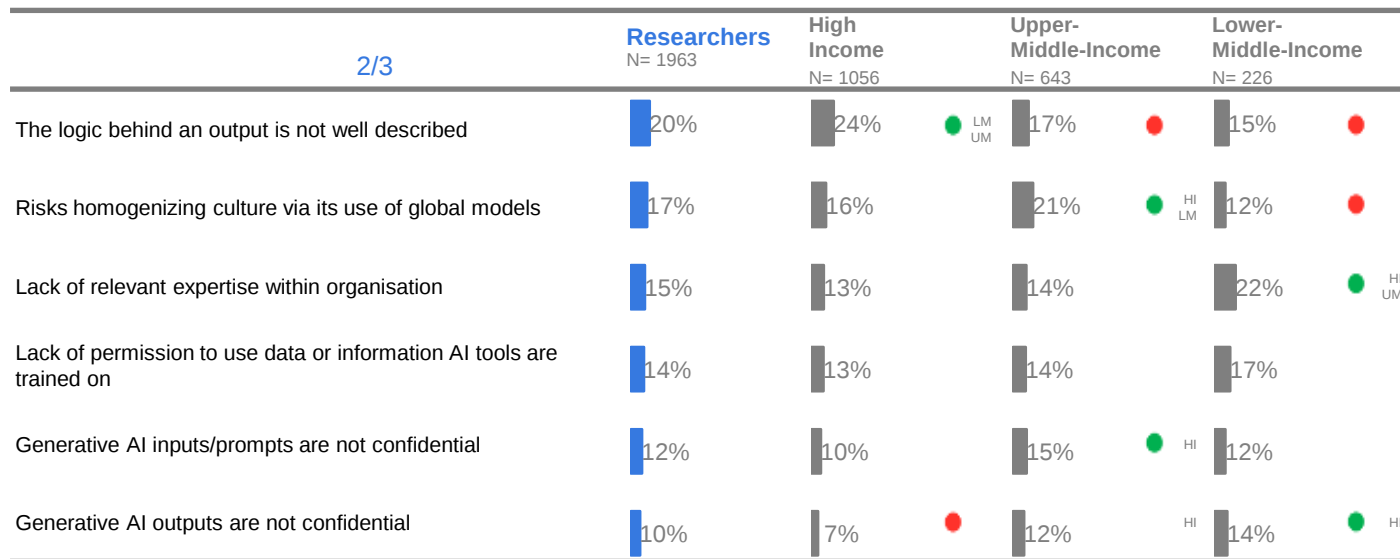
11-35

Researchers in lower-middle-income countries are more likely to believe AI's inability to replace human judgement and empathy is its greatest drawback than average (1/3)



Questions: You mentioned that you had concerns, what do you think are the top 3 disadvantages of AI?
 Select: up to three
 Base: n= 1963

Researchers in lower-middle-income countries are more likely to believe AI's inability to replace human judgement and empathy is its greatest drawback than average, and are more concerned about a lack of relevant expertise than the global average (2/3)



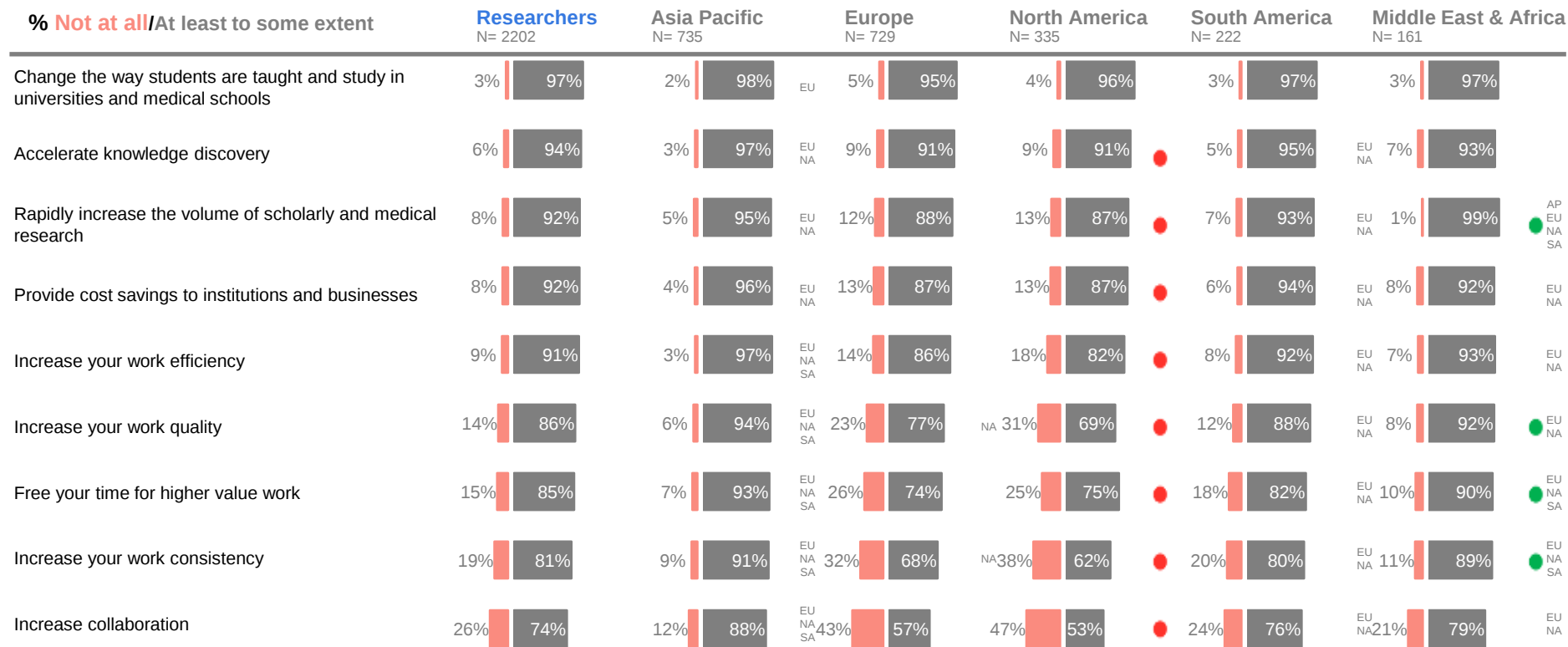
Questions: You mentioned that you had concerns, what do you think are the top 3 disadvantages of AI?
 Select: up to three
 Base: n= 1963

Researchers in lower-middle-income countries are more likely to believe AI's inability to replace human judgement and empathy is its greatest drawback than average and more likely to think computer processing power is a concern compared to global average (3/3)

3/3	Researchers N= 1963	High Income N= 1056	Upper- Middle-Income N= 643	Lower- Middle-Income N= 226
Requires a lot of computer processing power	8%	7%	8%	14% ● HI UM
Generative AI discriminates against non-native English speakers	7%	6%	7%	7%
Other	2%	3%	1% ^{UM}	1%
Don't know/ not sure	1%	1%	1%	1%
None of the above	0%	0%	0%	0%

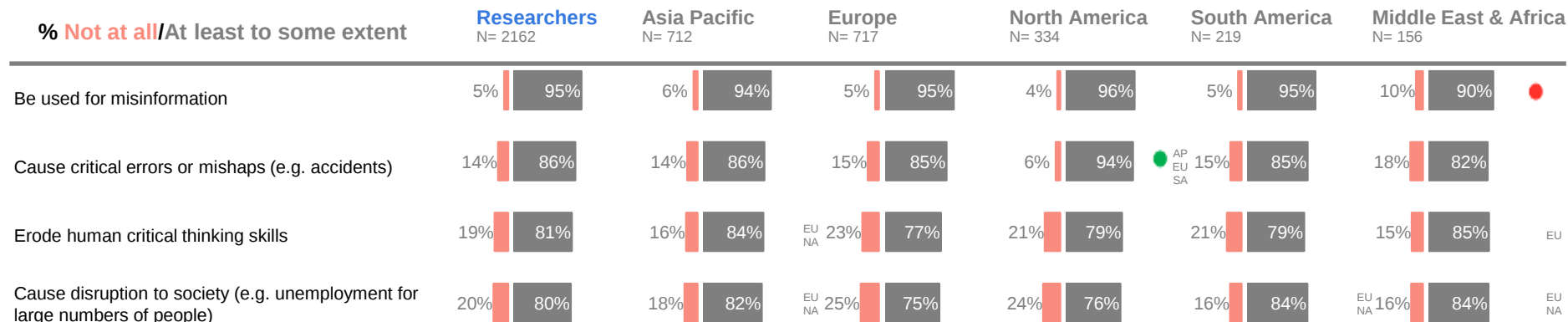
94% think AI will help accelerate knowledge discovery at least to some extent. Researchers in North America are the least likely to expect these listed benefits (1/2)

1/2 – Positive Impacts



86% think AI has the potential to cause critical errors, higher still in North America (2/2)

2/2 – Negative Impacts



Researchers in the USA are less likely to think AI will bring almost all of the following benefits (at least to some extent) than globally. Researchers in China are more optimistic (1/2)

1/2 – Positive Impacts



Questions: Thinking about the impact AI will have on society and your work, to what extent do you think over the next 2 to 5 years it will ...?

Scale: A great extent, some extent, not at all, don't know/not sure (bottom box and top 2 box excl. don't know)

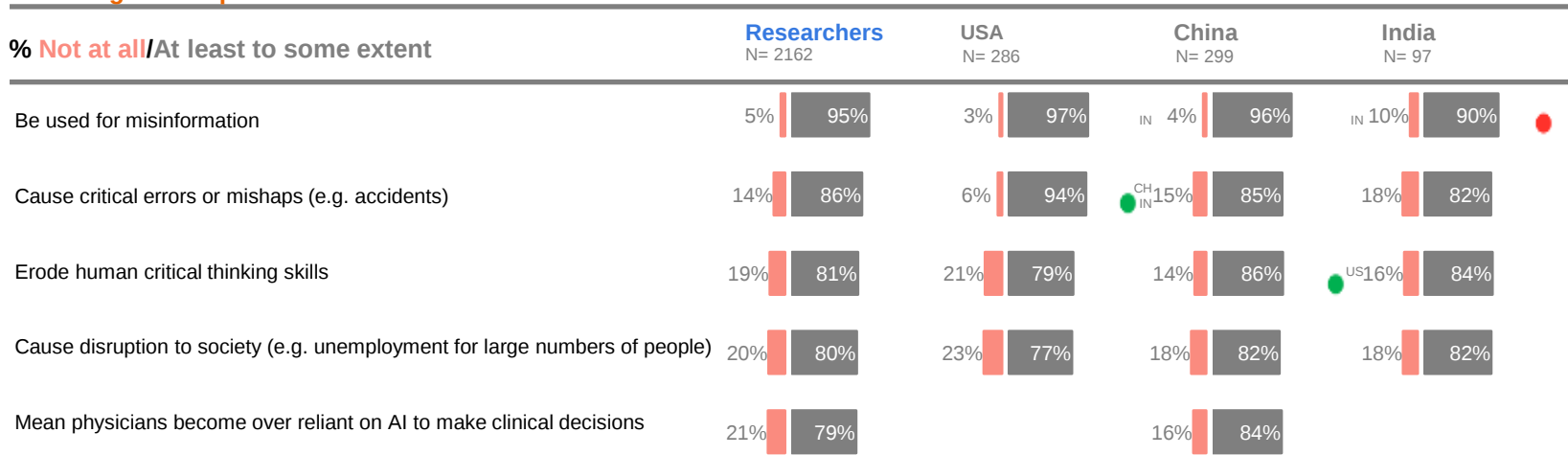
Base: n= 2202

● ● Global

Role/ Region/ Country (indicated by first two letters e.g. AP = APAC)

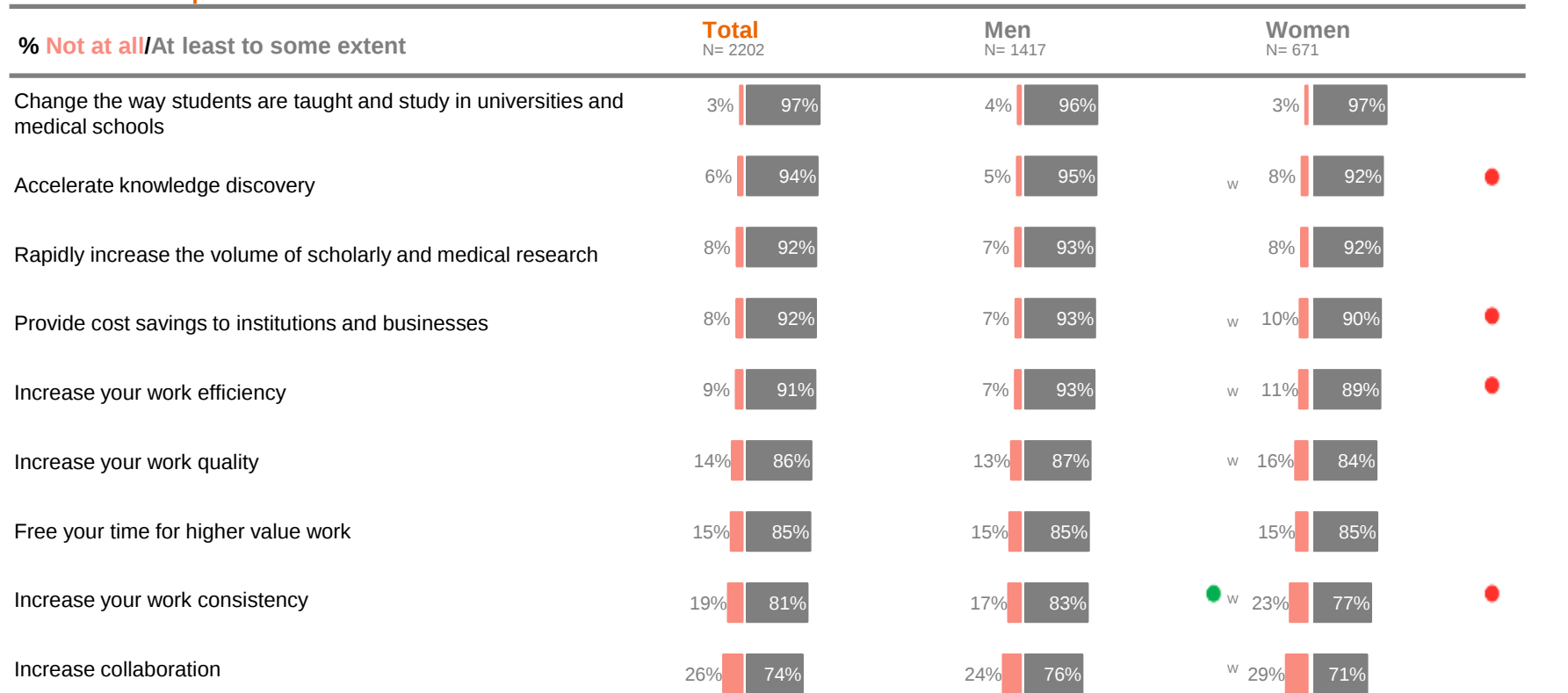
Researchers in the USA are more likely to think AI has the potential to cause mishaps and disruption than average (2/2)

2/2 – Negative Impacts



The vast majority believe AI will have a positive impact to some extent, but it is slightly lower amongst women (1/2)

1/2 – Positive Impacts



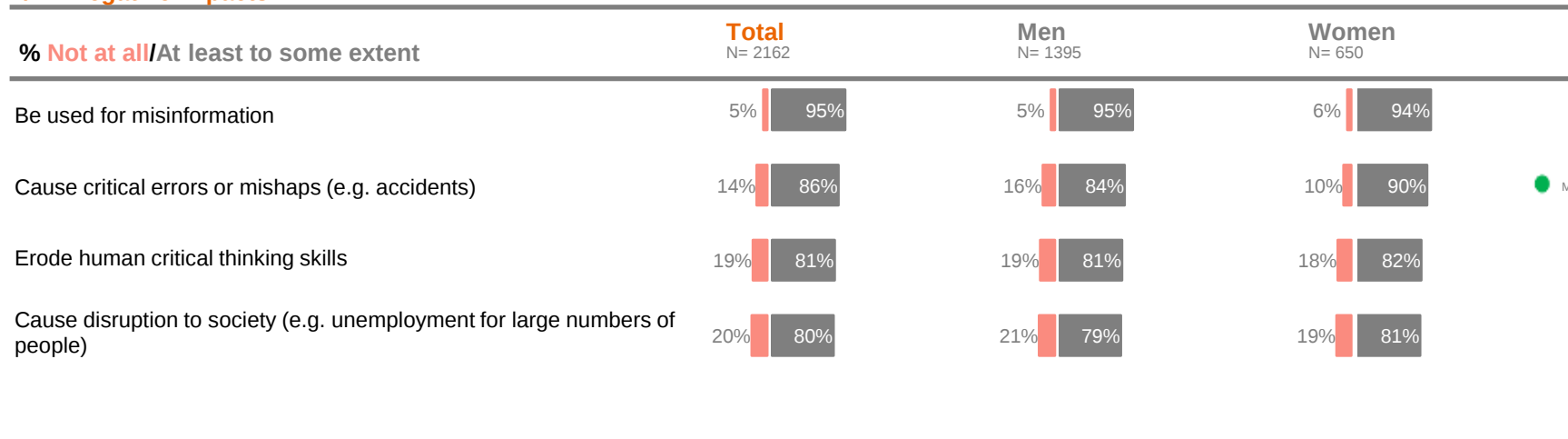
Questions: Thinking about the impact AI will have on society and your work, to what extent do you think over the next 2 to 5 years it will...?

Scale: A great extent, some extent, not at all, don't know/not sure (bottom box and top 2 box excl. don't know)

Base: n= 2202

The vast majority also believe AI has the potential to have a negative impact with women more likely to believe it may cause errors (2/2)

2/2 – Negative Impacts



The vast majority believe AI will have a positive impact to some extent but researchers who've been in their area of work longest (36+ years active) are least likely to expect benefits (1/2)

1/2 – Positive Impacts


[Research](#)


Significantly higher/ lower than...
Significantly higher than...

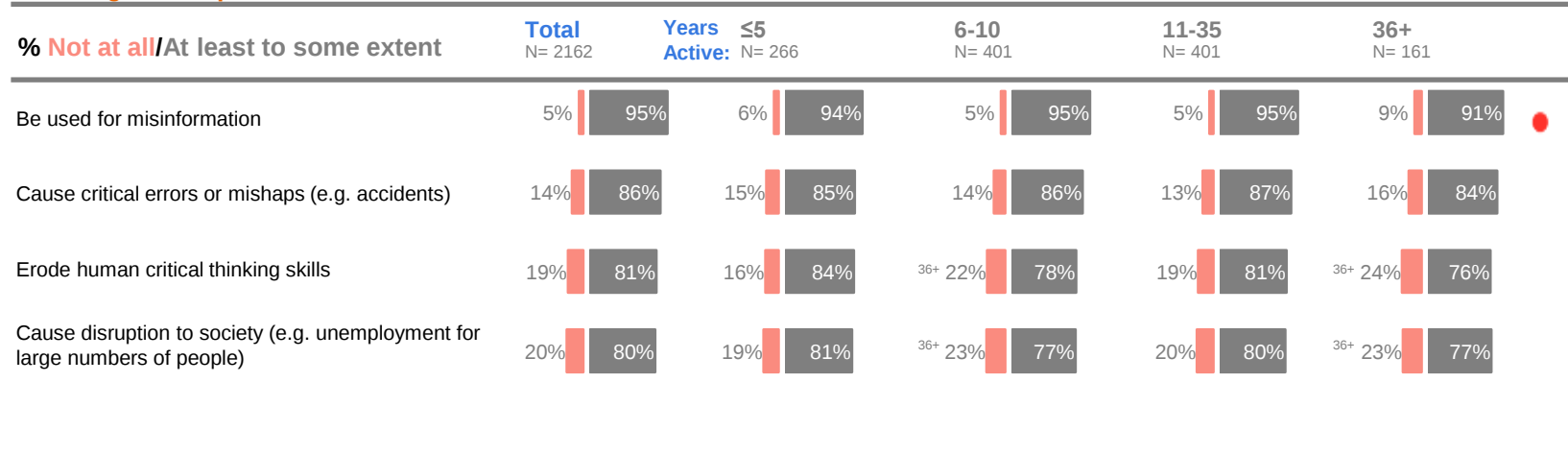
Questions: Thinking about the impact AI will have on society and your work, to what extent do you think over the next 2 to 5 years it will...?
Scale: A great extent, some extent, not at all, don't know/not sure (bottom box and top 2 box excl. don't know)
Base: n= 2202

● Global

Role/ Region/ Country (indicated by first two letters e.g. AP = APAC)

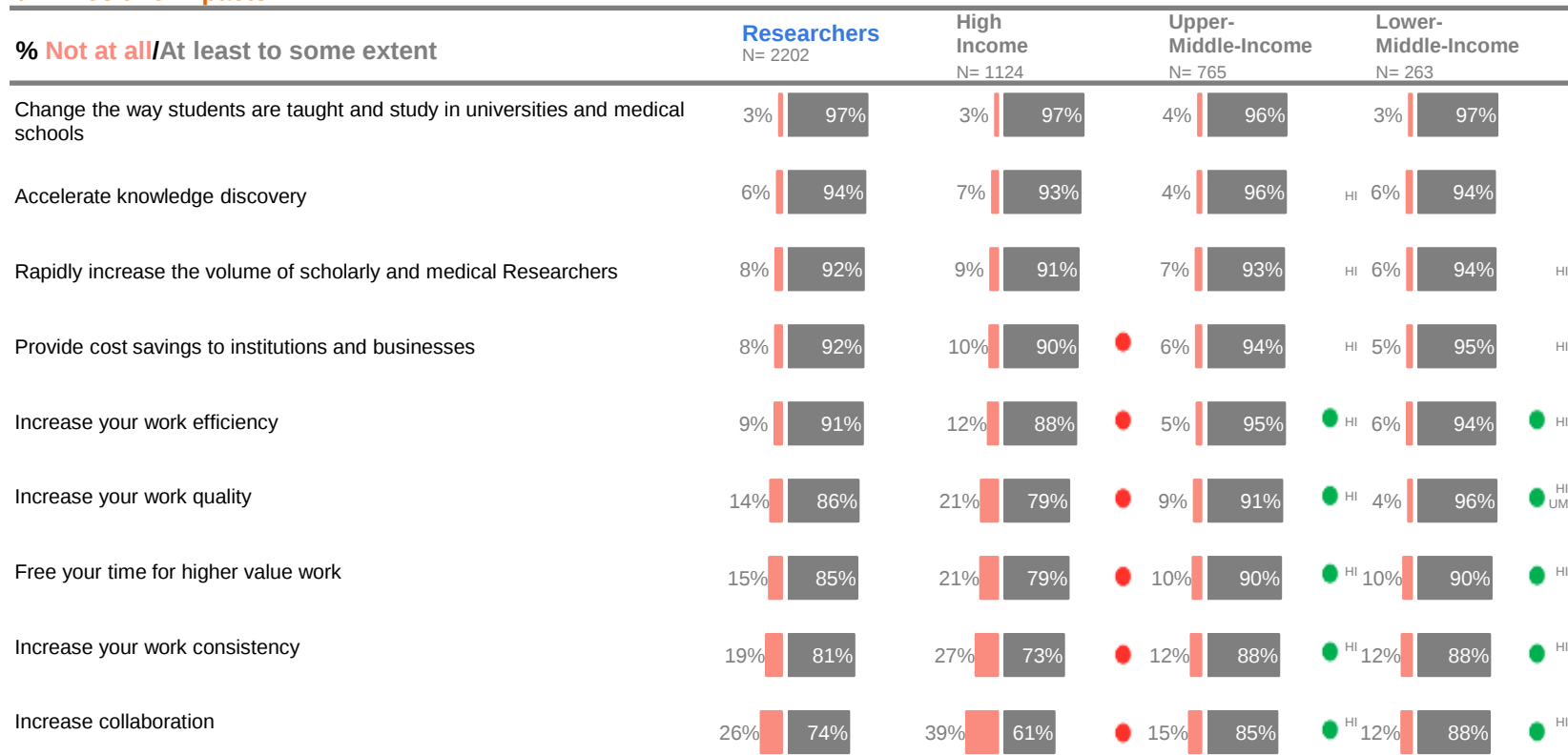
95% believe AI has the potential to be used for misinformation, but researchers with 36+ years active are less likely to believe this (2/2)

2/2 – Negative Impacts



Belief in positive AI impacts are high, but researchers in high income countries are least likely to expect these benefits (1/2)

1/2 – Positive Impacts



Questions: Thinking about the impact AI will have on society and your work, to what extent do you think over the next 2 to 5 years it will...?

Scale: A great extent, some extent, not at all, don't know/not sure (bottom box and top 2 box excl. don't know)

Base: n= 2202

● ● Global

Role/ Region/ Country (indicated by first two letters e.g. AP = APAC)

Research



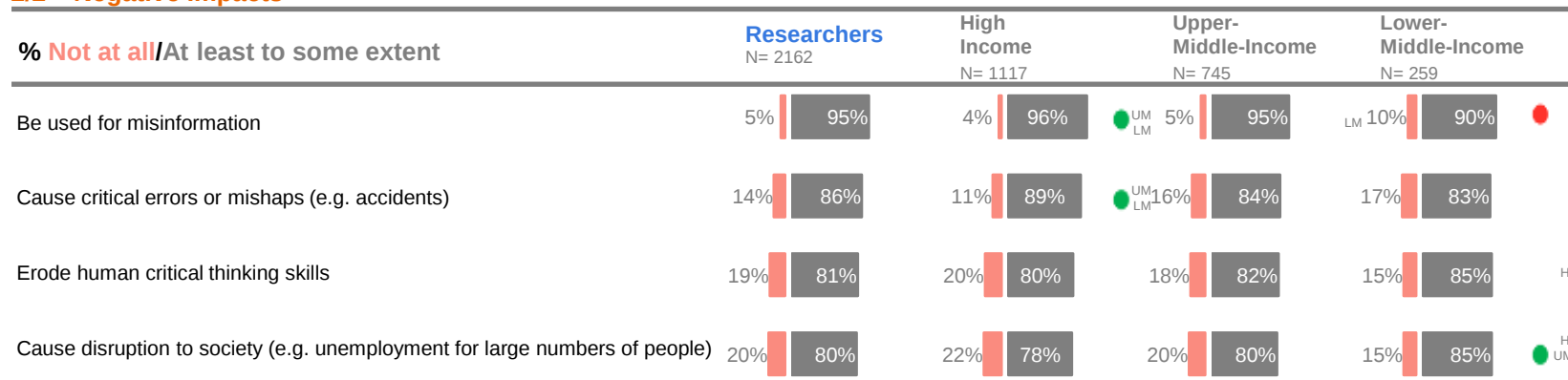
Back to home

Significantly higher/ lower than...

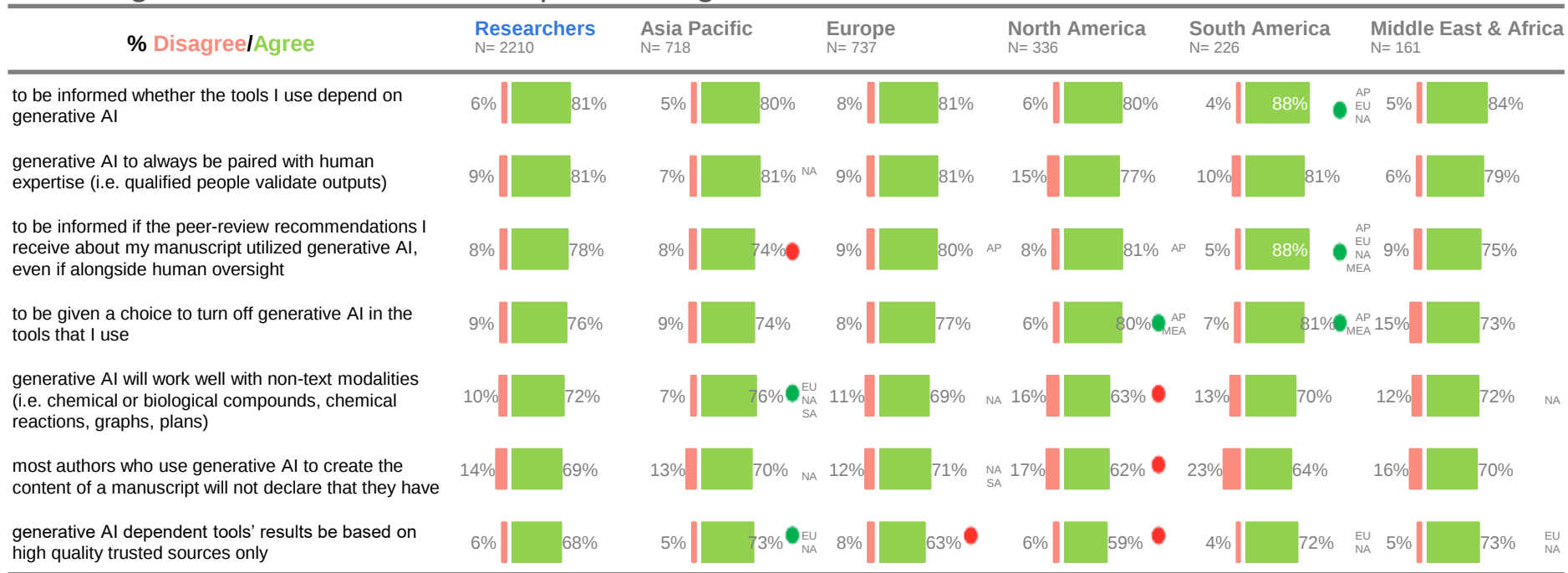
Significantly higher than...

Researchers in lower-middle income countries least likely to believe AI has the potential to be used for misinformation or cause critical errors than average (2/2)

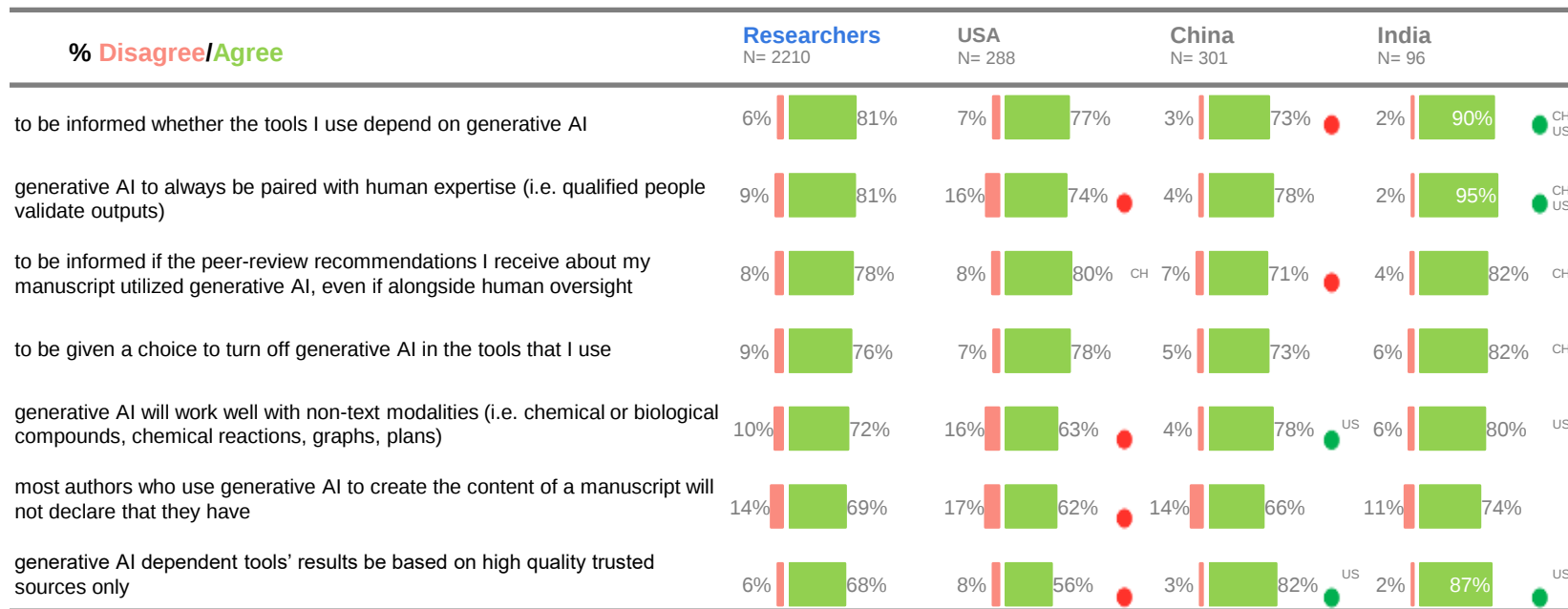
2/2 – Negative Impacts



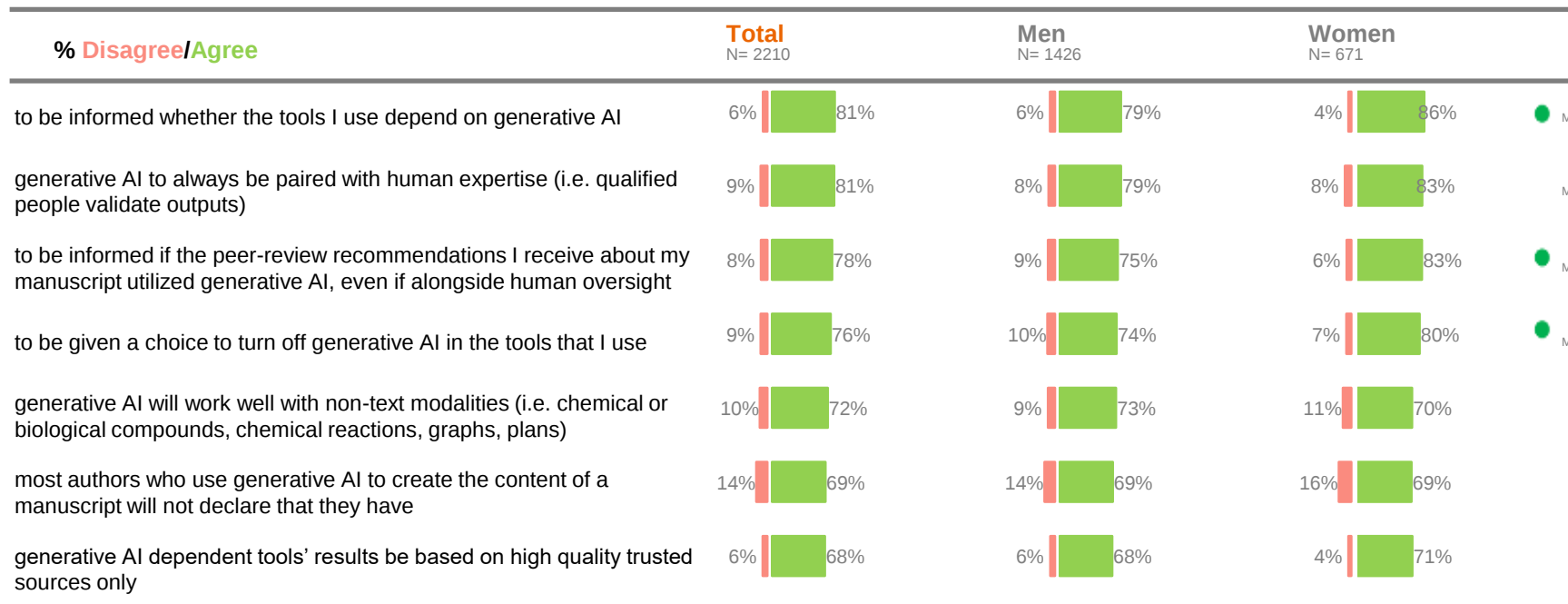
Most expect to be informed when a tool they use depends on generative AI, many also expect AI to be paired with human expertise, those in South America place more emphasis on being informed when a tool depends on generative AI



Most expect to be informed when a tool they use depends on generative AI, the same amount expect AI to be paired with human expertise, particularly in India



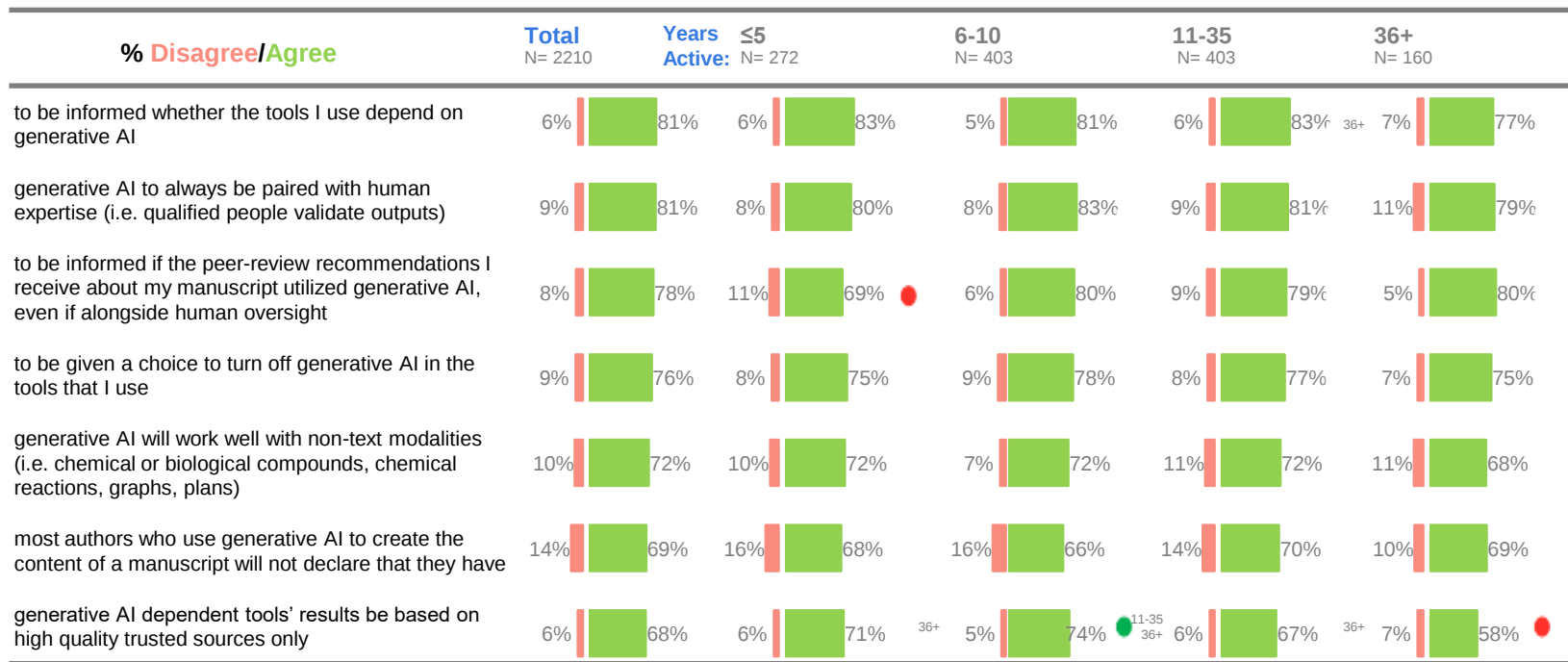
Most expect to be informed when a tool they use depends on generative AI, the same amount expect AI to be paired with human expertise, expectation for women great than men across both



Questions: Thinking about the use of generative AI in your area of work, how much do you agree or disagree with the following either presently or in the near future?

Scale: Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree, don't know/not applicable (bottom 2 box and top 2 box, excl. don't know)

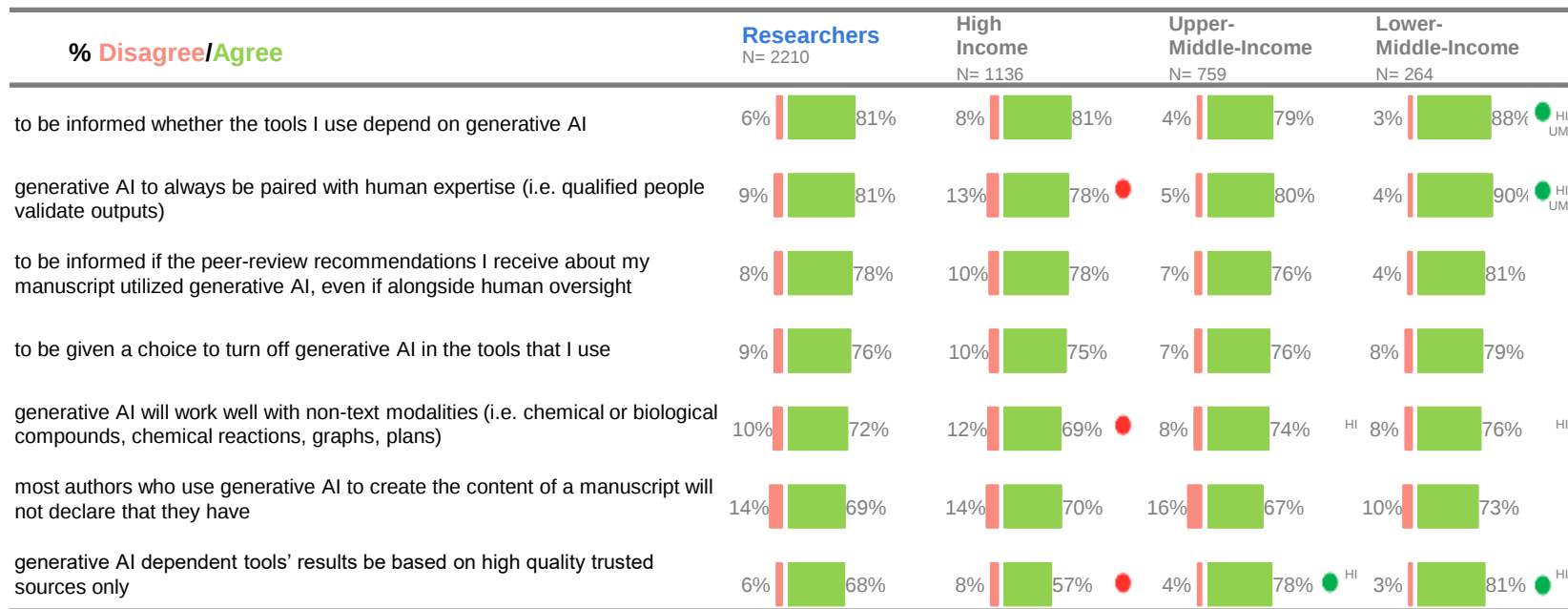
Most expect to be informed when a tool they use depends on generative AI, the same amount expect AI to be paired with human expertise. Researchers with 36+ years active are less likely than average to expect GenAI tools to be based on high quality and trusted sources only



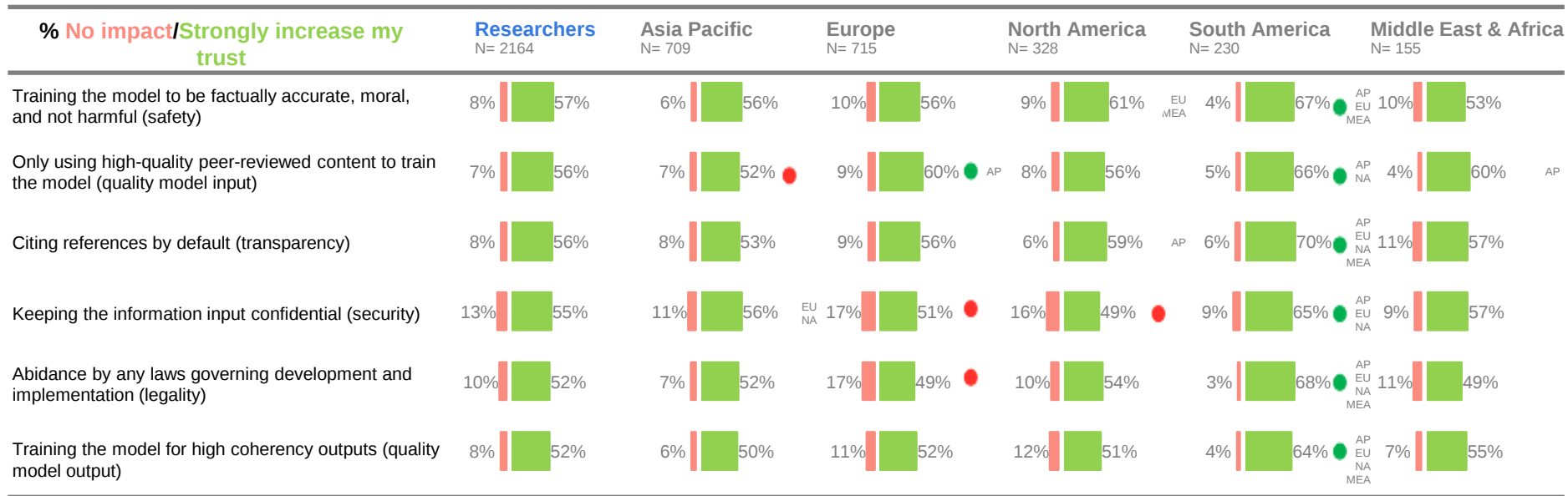
Questions: Thinking about the use of generative AI in your area of work, how much do you agree or disagree with the following either presently or in the near future?
Scale: Strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, strongly disagree, don't know/not applicable (bottom 2 box and top 2 box, excl. don't know)

Base: n= 2210

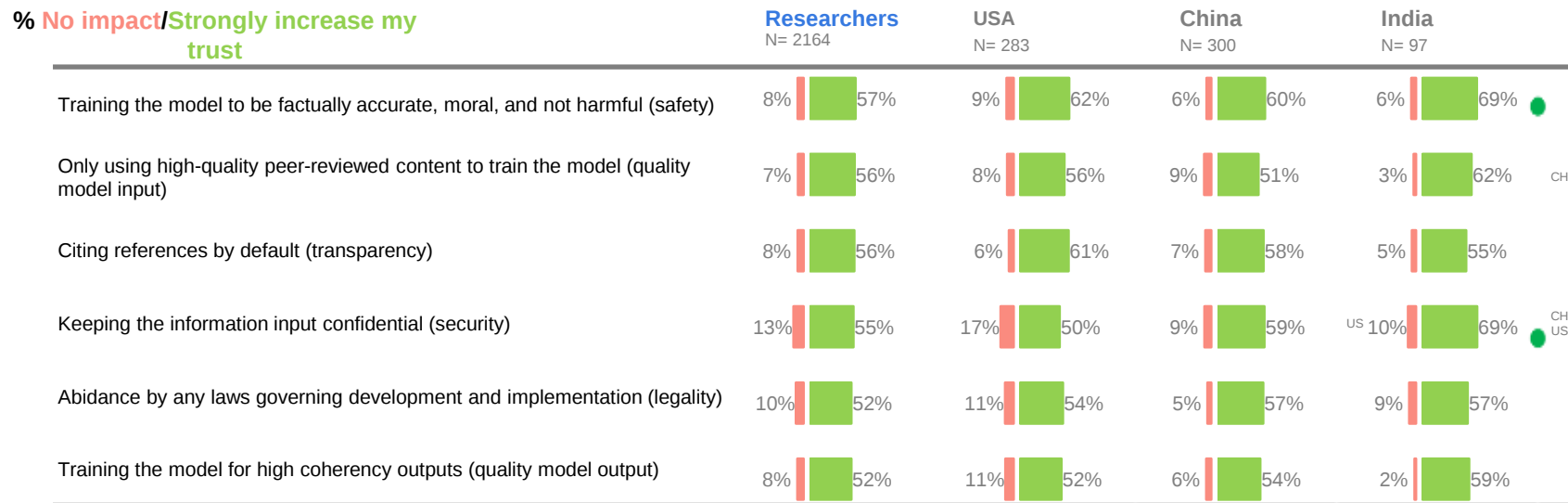
Researchers in lower-middle-income countries are most likely to expect GenAI to always be paired with human expertise and be informed on GenAI usage within tools



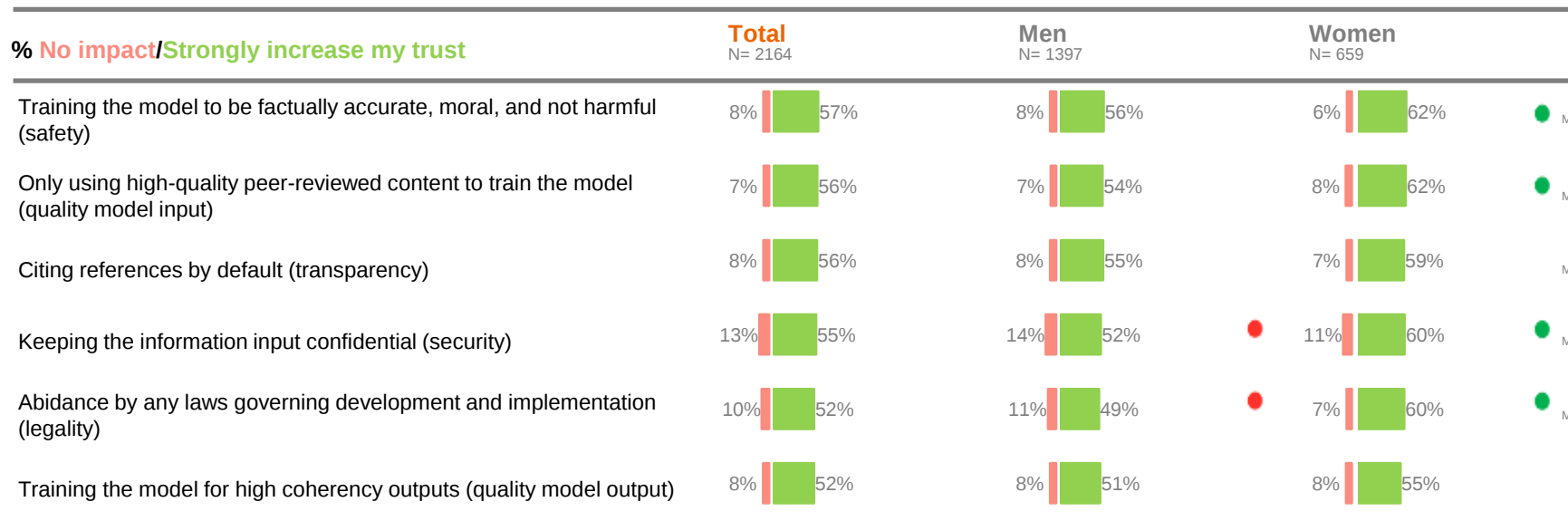
Using high quality content for models, improving accuracy, transparency, security and governance all **strongly increase trust** in AI, training an AI model not to be harmful increases trust most, particularly in South America



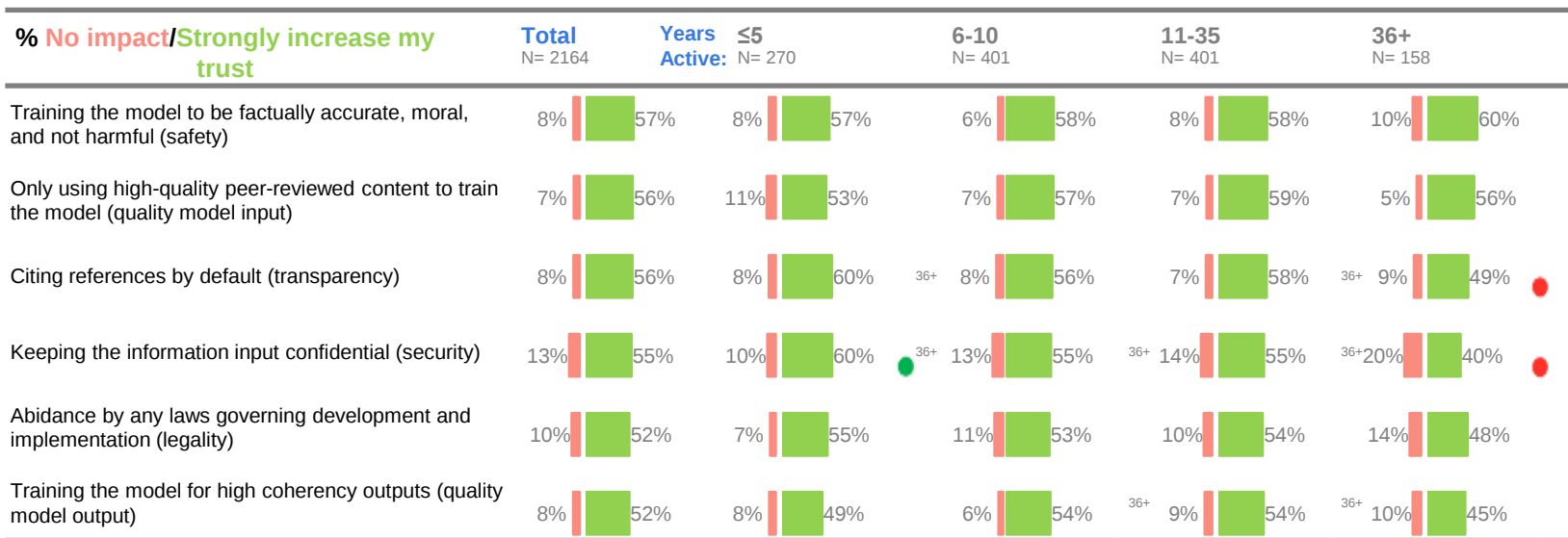
Using high quality content for models, improving accuracy, transparency, security and governance all **strongly increase trust** in AI, training an AI model not to be harmful increases trust most, this and security are higher in India



Using high quality content for models, improving accuracy, transparency, security and governance all **strongly increase trust** in AI. Training an AI model not to be harmful, using high quality content, abiding by regulations (legality), keeping information confidential would increase trust more so among women



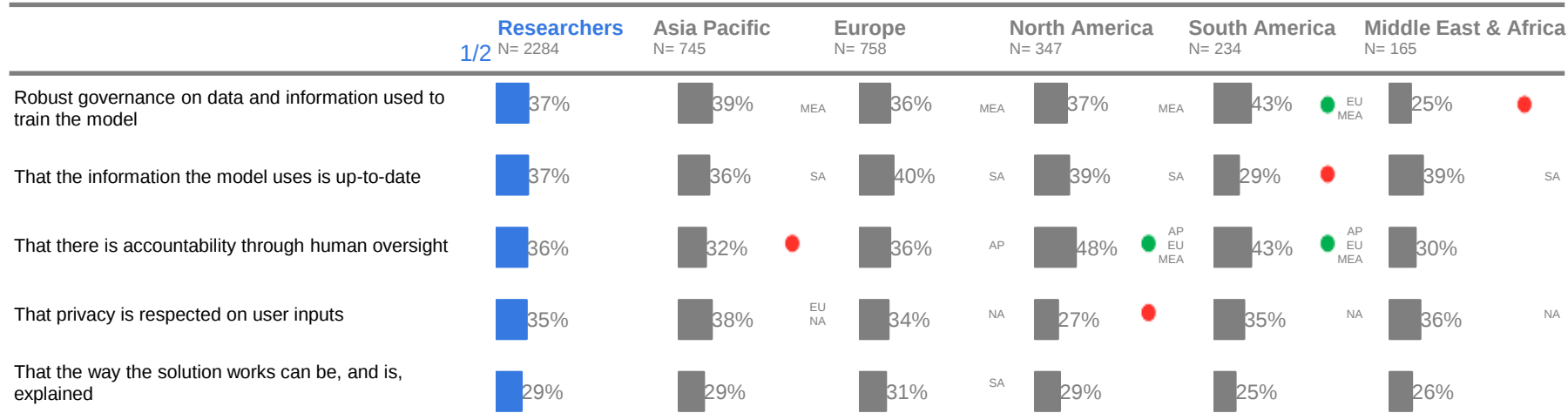
Using high quality content for models, improving accuracy, transparency, security and governance all **strongly increase trust** in AI. Confidentiality more of a concern amongst researchers who have been active in their role less than 5 years



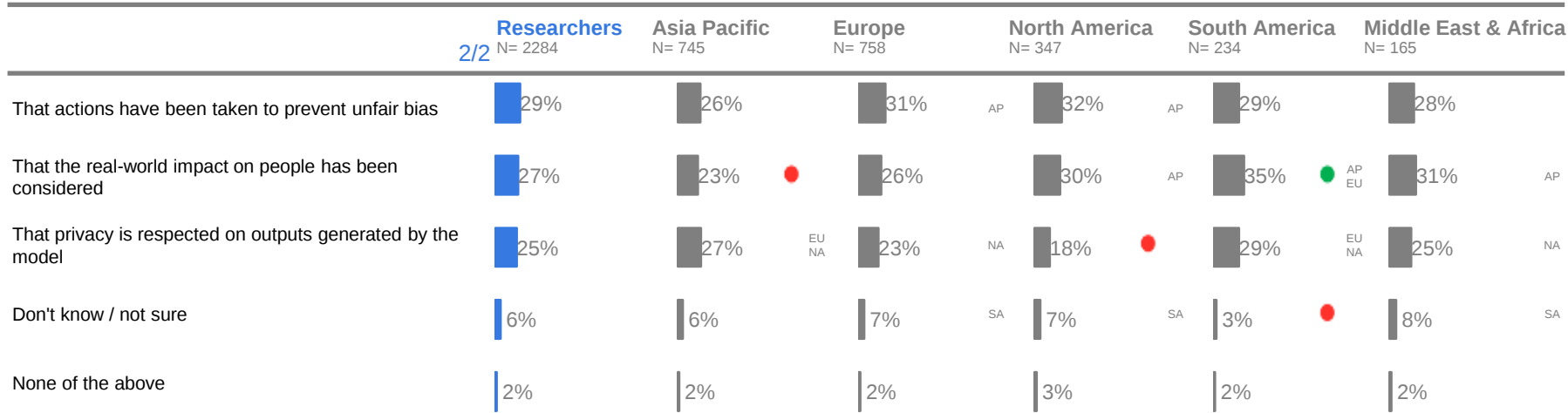
Using high quality content for models, improving accuracy, transparency, security and governance all **strongly increase trust** in AI. Researchers in lower-middle-income countries are most likely to have increased trust in AI if input information is kept confidential (security)



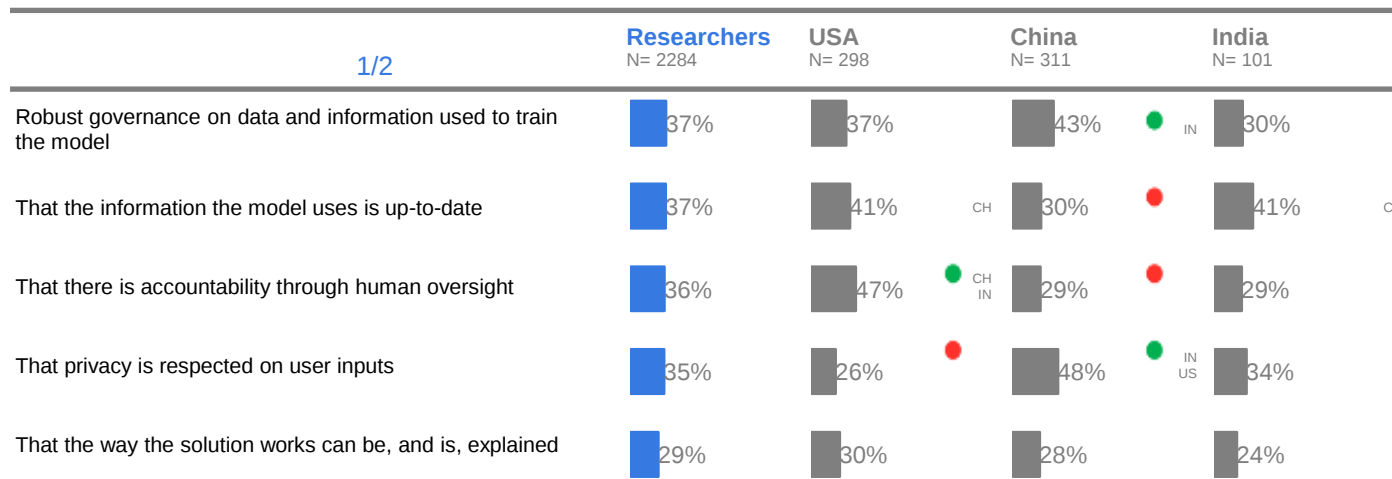
Top-three factors selected for increasing **comfort** using tools dependent on AI. Robust governance and AI model using up-to-date information ranked highest. Researchers in North and South America more likely to say that having accountability through human oversight would increase their comfort in that tool (1/2)



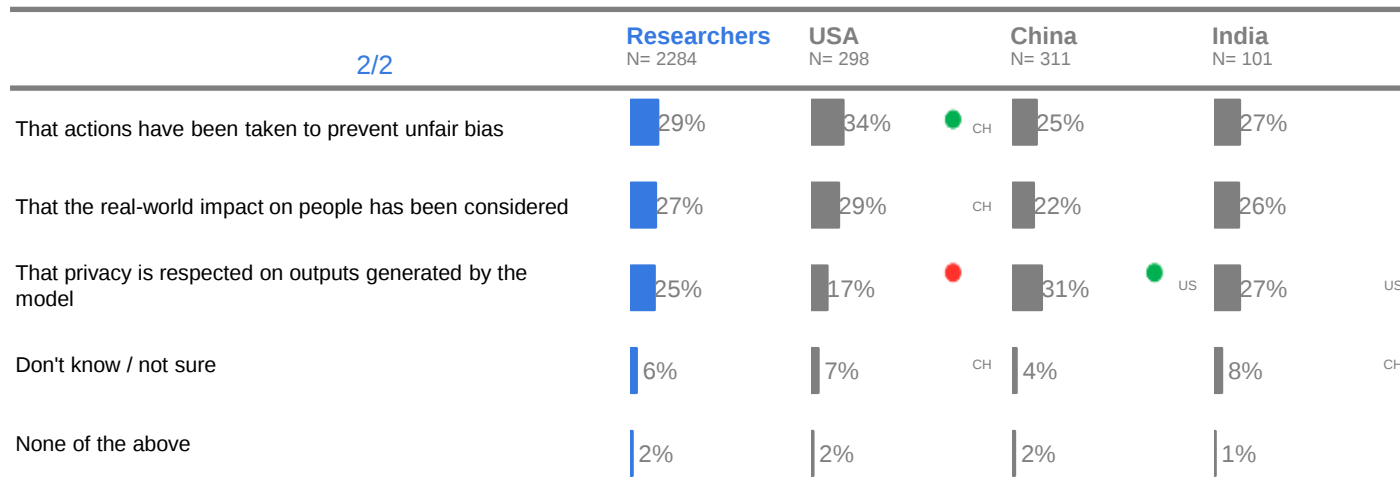
Top-three factors selected for increasing **comfort** using tools dependent on AI. Robust governance and AI model using up-to-date information ranked highest. Researchers in South America are more likely to want to know real-world impact has been considered (2/2)



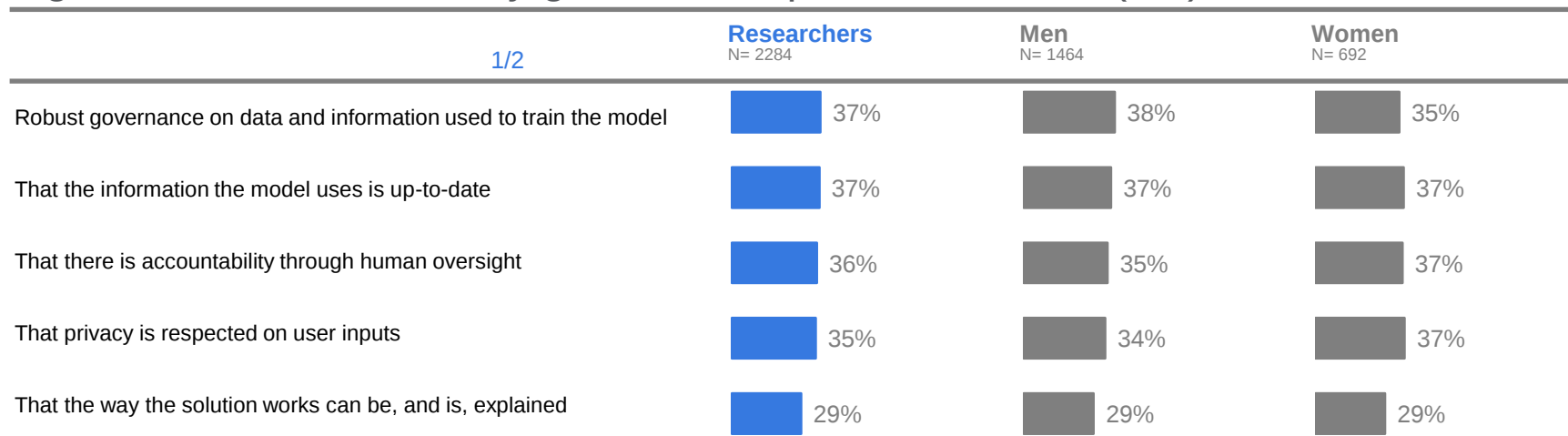
Top-three factors selected for increasing **comfort** using tools dependent on AI. Robust governance and AI model using up-to-date information ranked highest. Researchers in the USA more likely to say having accountability through human oversight would increase comfort (1/2)



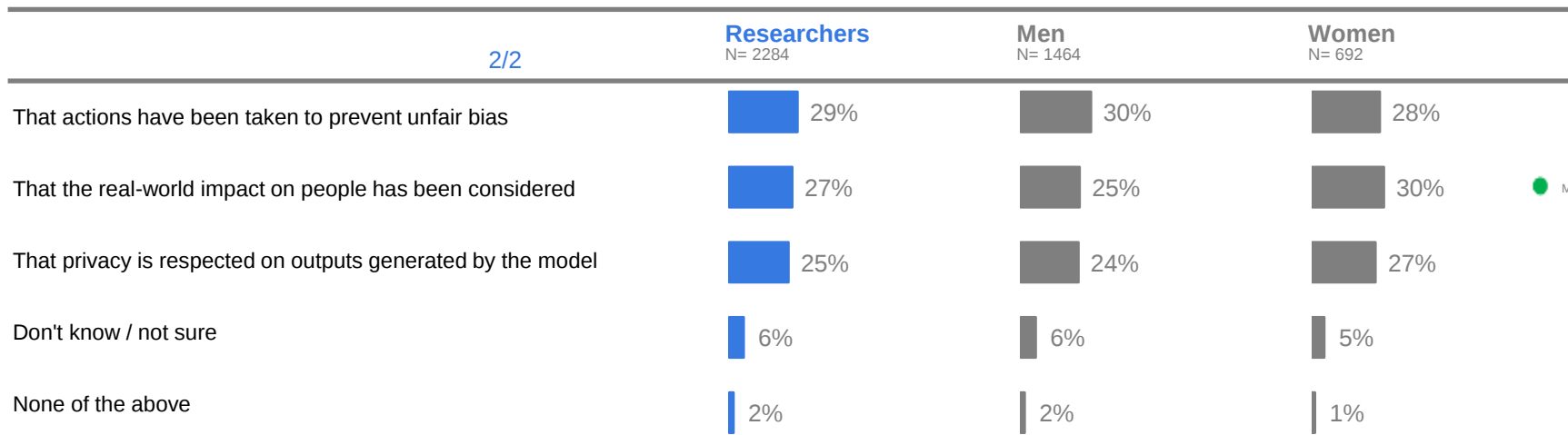
Top-three factors selected for increasing **comfort** in using tools dependent on AI. Robust governance and AI model using up-to-date information ranked highest. Researchers in China more likely to say that privacy in outputs is respected would increase their comfort in a tool (2/2)



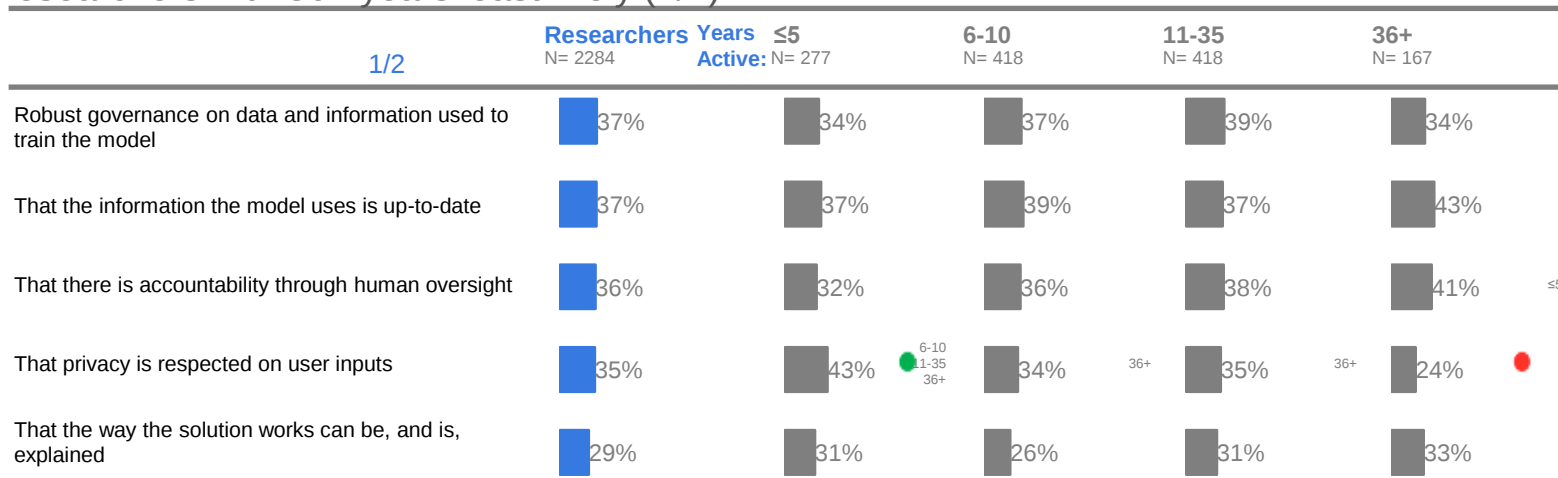
Top-three factors selected for increasing **comfort** in using tools dependent on AI. Robust governance and AI model using up-to-date information ranked highest. Little difference by gender on top ranked factors (1/2)



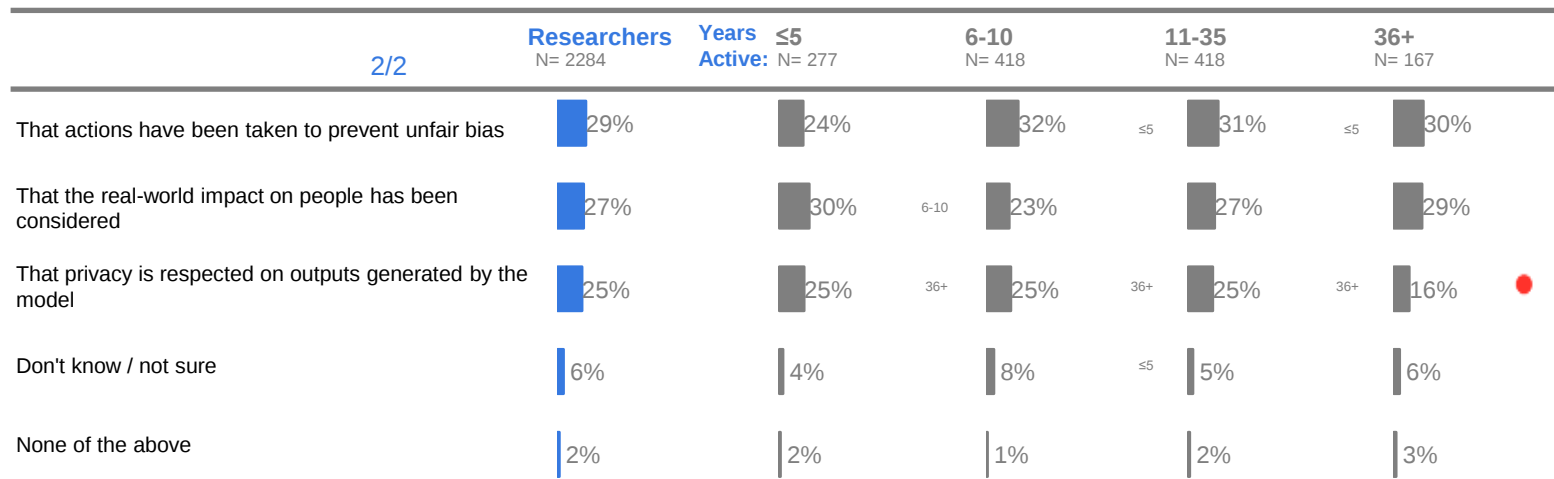
Top-three factors selected for increasing **comfort** in using tools dependent on AI. Robust governance and AI model using up-to-date information ranked highest. Women more likely to think real-world impact has been considered would increase **comfort** (2/2)



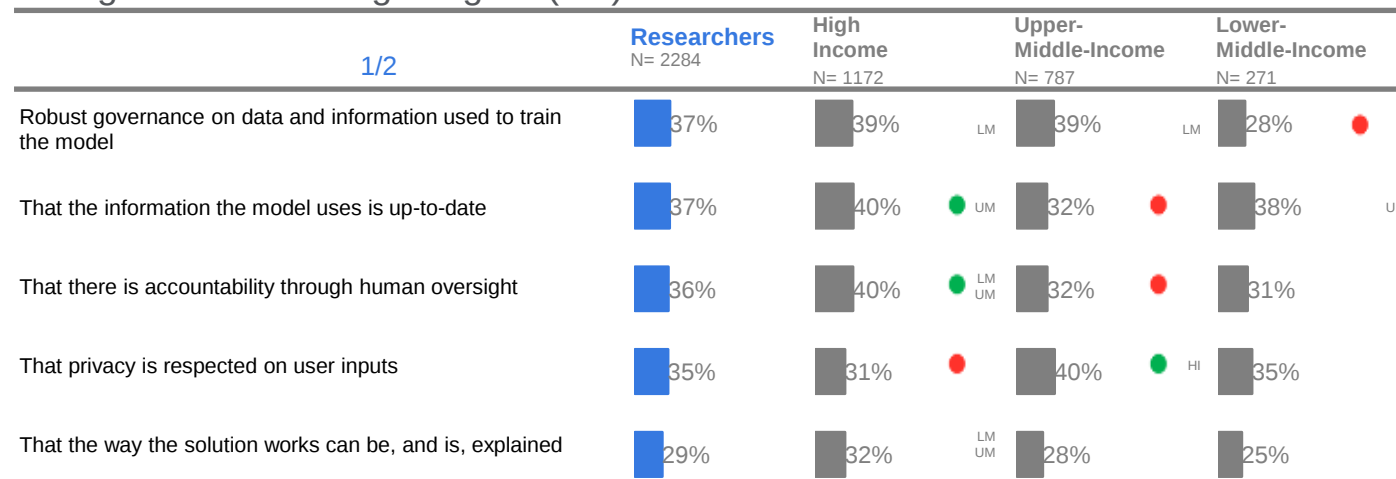
Top-three factors selected for increasing **comfort** in using tools dependent on AI. Robust governance and AI model using up-to-date information ranked highest. Researchers with up to 5 years active are most likely to say that privacy of user inputs would increase their comfort, whereas researchers with 36+ years least likely (1/2)



Top-three factors selected for increasing **comfort** in using tools dependent on AI. Researchers 36+ years in research are less likely to select privacy in outputs is respected compared to global average (2/2)

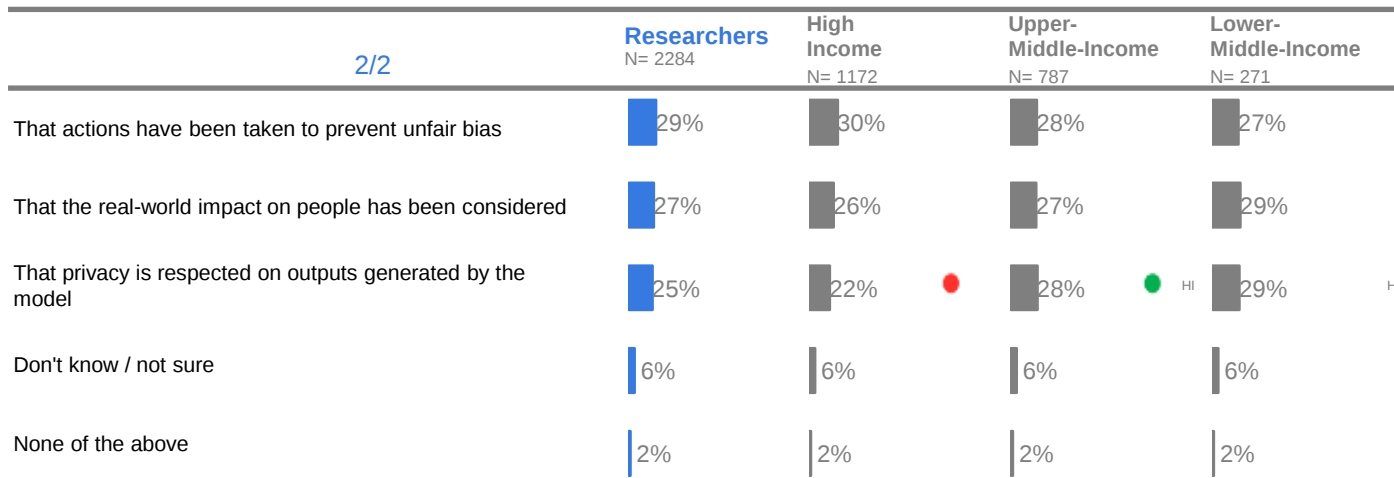


Top-three factors selected for increasing **comfort** in using tools dependent on AI. Robust governance and AI model using up-to-date information ranked highest. Researchers in high income countries are more likely to rank model uses up-to-date information and accountability through human oversight higher (1/2)

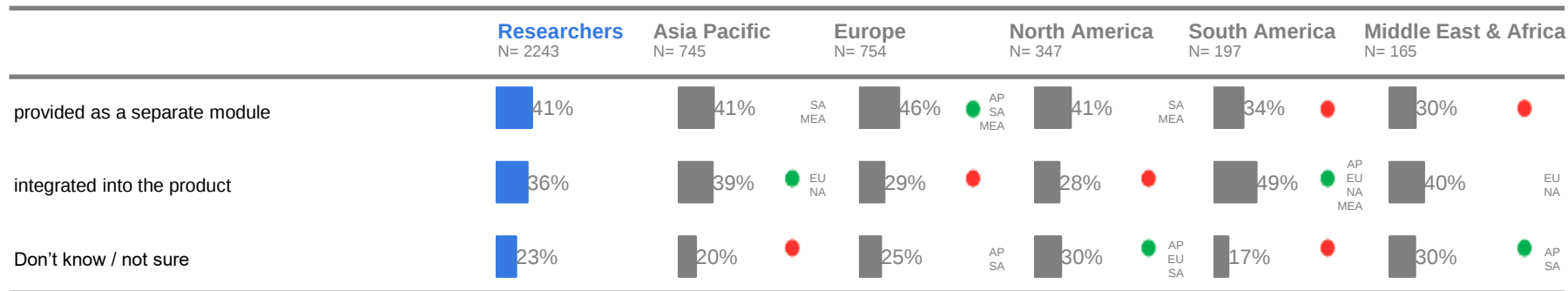


Top-three factors selected for increasing **comfort** in using tools dependent on AI.

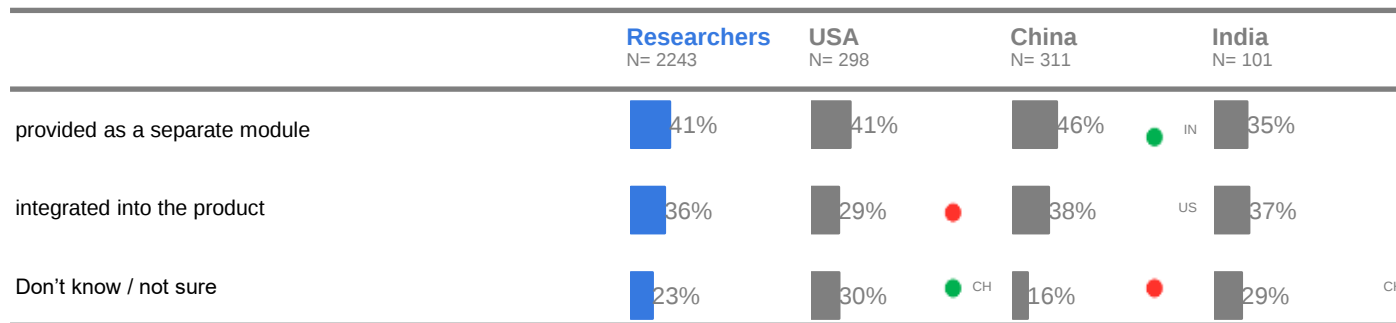
Robust governance and AI model using up-to-date information ranked highest, privacy of outputs ranked less of a concern in high income countries (2/2)



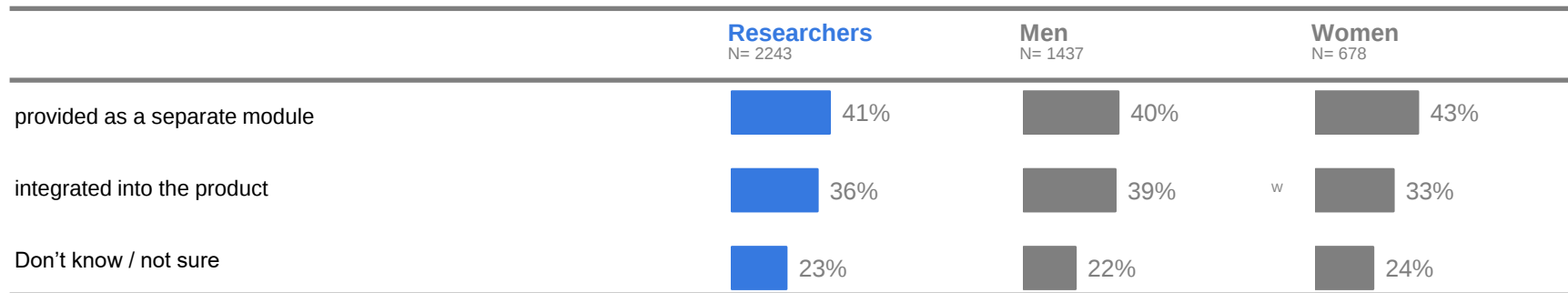
Opinion is divided as to whether AI should be integrated or kept separate in solutions researchers already use, more would prefer that it is provided as a separate module. In Europe the preference for it to be separate is highest, whereas in South America, integrated comes out on top



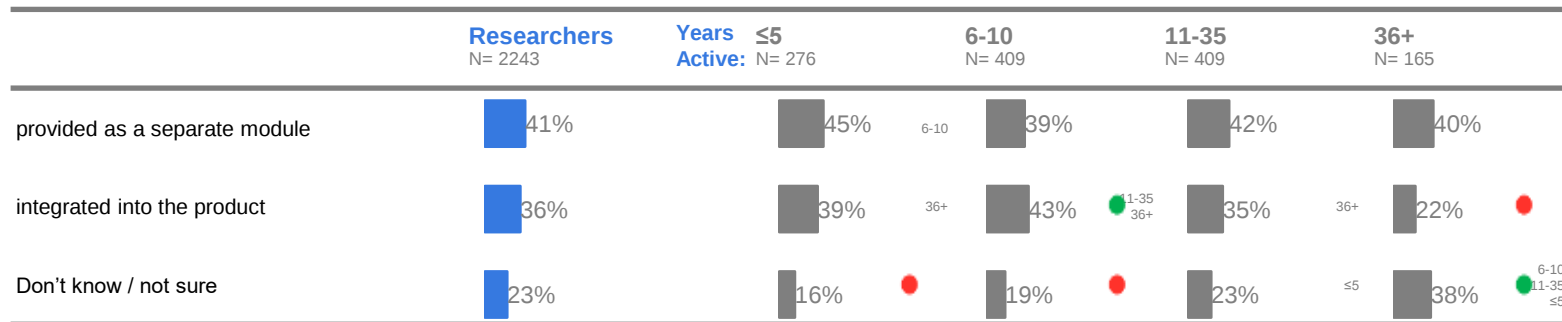
Researchers prefer AI to be provided as a separate module in existing solutions they use. Researchers in China have a stronger preference for AI to be in a separate module



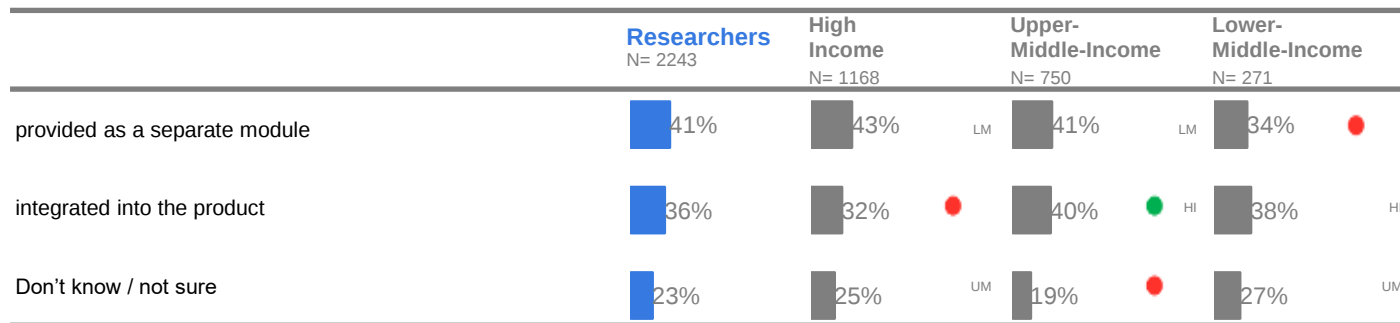
Researchers prefer AI to be provided as a separate module in existing solutions they use. No difference by gender



Researchers prefer AI to be provided as a separate module in existing solutions they use. Researchers with 6-10 years active have the greatest preference for AI functionality to be integrated into the product



Researchers prefer AI to be provided as a separate module in existing solutions they use. A higher proportion would prefer generative AI functionality to be integrated in upper-middle-income countries



4. Areas That Would Benefit From AI

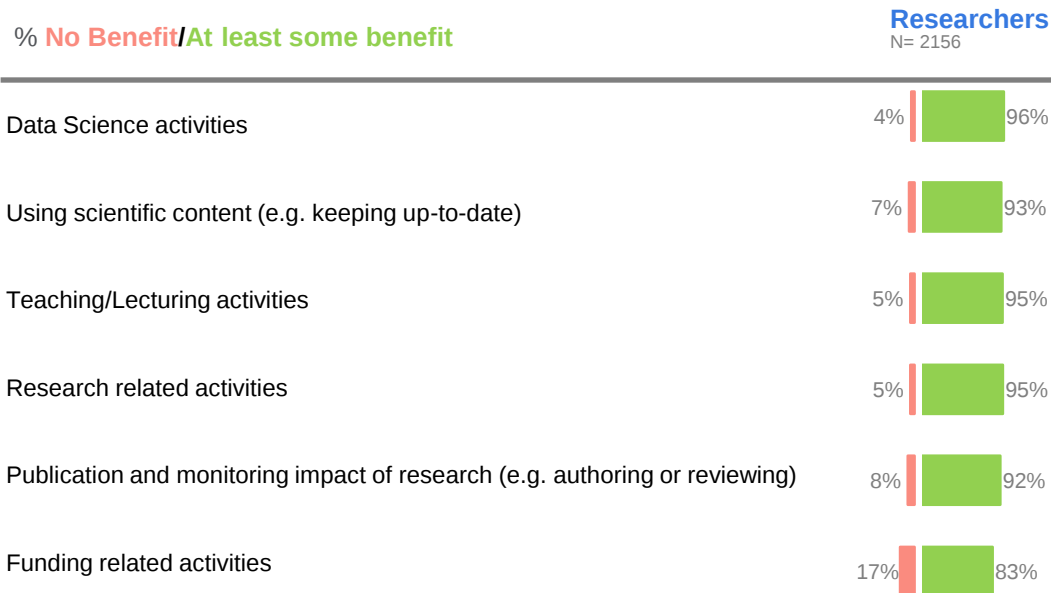
Theme 4

Areas That Would Benefit From AI (General)

Thinking about the general areas of activity you need to complete, how much benefit, if any, do you believe the assistance of AI would bring? **Only shown by overall**

Slide 121

Researchers believe AI would be beneficial across a range of activities, the area least likely to benefit is funding related activities



5. Likelihood To Use an AI Assistant

Theme 5

Likelihood To Use an AI Assistant

If you had a reliable and secure AI assistant to help you... [general activity area]

asked to those who see AI benefit to these areas

how likely would you be to use it to...

All only available by region & key market

complete research related activities

review prior studies

[Slide 124](#)

preparing your paper

proof your paper

[Slide 124](#)

using scientific content

generate a synthesis of research articles

[Slide 124](#)

Of those who believe AI would help in their work, the majority would likely use a reliable and secure AI assistant to help them to generate new hypotheses for testing, proofing papers and summarising research in an area

% **Unlikely**/**Likely**

Researchers

N= 535 - 946

review prior studies, identify gaps in knowledge and generate a new research hypothesis for testing

8%  92%

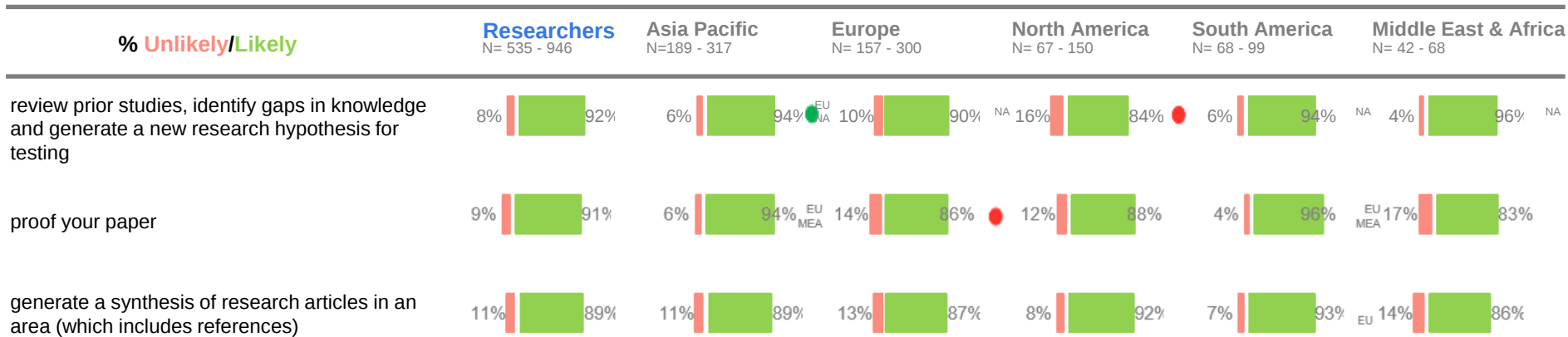
proof your paper

9%  91%

generate a synthesis of research articles in an area (which includes references)

11%  89%

Likelihood to use a reliable and secure AI assistant to review prior studies and generate hypothesis, for those who believe it would help in their work, is higher for those in APAC


[Total](#)


Significantly higher/ lower than...
Significantly higher than...

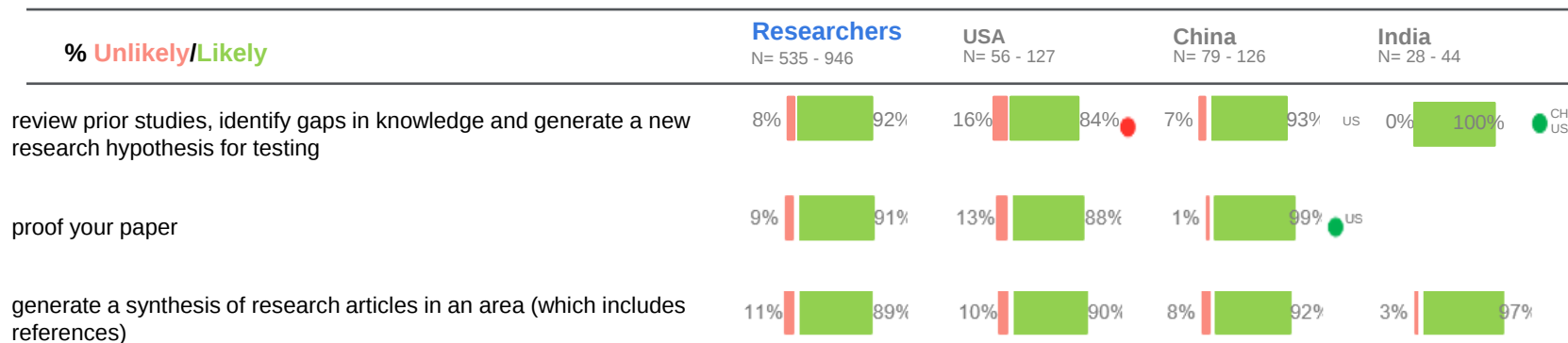
Questions: If you had a reliable and secure AI assistant to help you complete research related activities, how likely would you be to use it to...
Scale: Very Likely, likely, somewhat likely, unlikely, not at all likely, don't know, not applicable (bottom 2 box and top 3 box, excl. don't know)

● ● Global

Role/ Region/ Country (indicated by first two letters e.g. AP = APAC)

Base: n= 535 - 946

Likelihood to use a reliable and secure AI assistant to review prior studies and generate hypothesis, for those who believe it would help in their work, is higher for those in India



Total



Significantly higher/ lower than...
Significantly higher than...

Questions: If you had a reliable and secure AI assistant to help you [general activity area], how likely would you be to use it to...
Scale: Very Likely, likely, somewhat likely, unlikely, not at all likely, don't know, not applicable (bottom 2 box and top 3 box, excl. don't know)
Base: n= 535 - 946

● ● Global

Role/ Region/ Country (indicated by first two letters e.g. AP = APAC)

6. AI and Elsevier

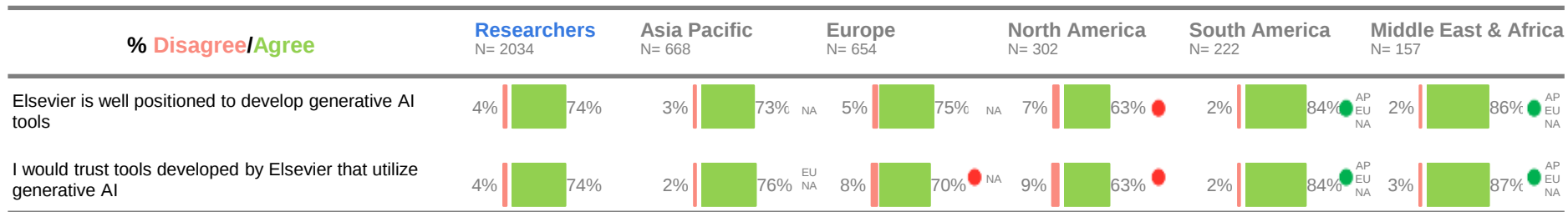
Theme 6

AI & Elsevier

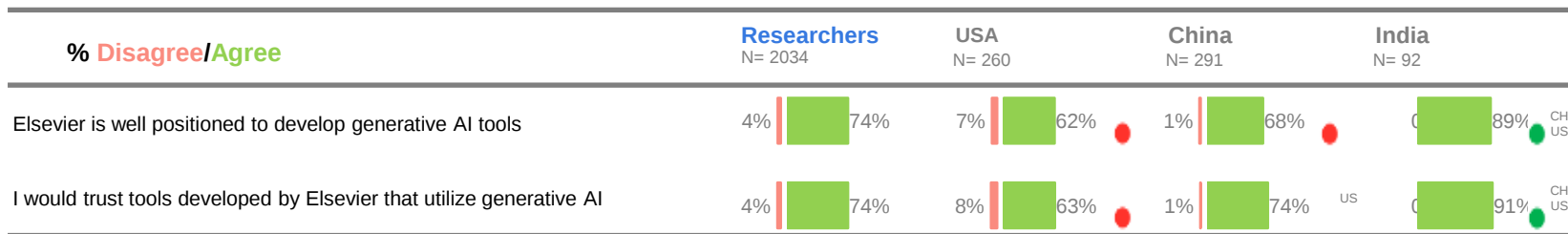
Thinking about the use of generative AI in your area of work and the role of Elsevier, how much do you agree or disagree with the following?

[Slide 129](#)

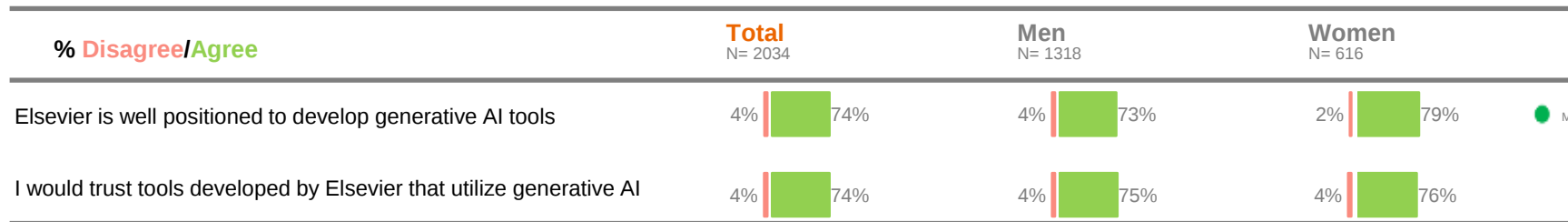
Researchers in South America and the Middle East & Africa are more likely to trust Elsevier tools that utilize generative AI than average



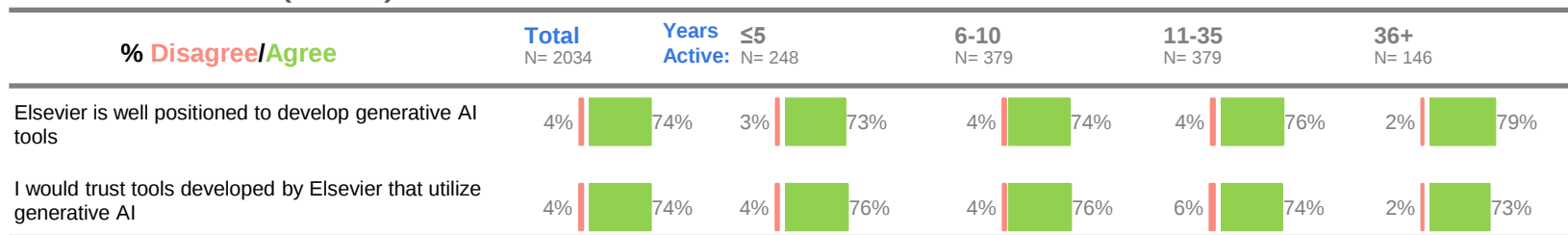
Researchers in India are more likely to trust Elsevier tools that utilize generative AI. Trust in Elsevier AI tools is lower than average in the USA



Trust in Elsevier being well positioned to develop generative AI tools is higher among women



Trust in Elsevier to develop tools and being well-positioned is high among researchers (74%)



Researchers in lower-middle-income countries are most likely to agree that Elsevier is well placed to develop GenAI tools or trust tools developed by Elsevier

