


Greeks, AI & Chat GPT

National Survey Results
February 2024






We will see...



General attitudes of Greeks towards Artificial Intelligence – evolutionary findings



Knowledge & Use of CHAT GPT- Comparison between July 2023 and February 2024



Attitudes & Opinions towards CHAT GPT- Comparison between July 2023 & February 2024

The present survey has been conducted again in July 2023. Also, some of the questions regarding AI were also included in an international survey conducted in 18 countries via the YouGov network in 2021. Therefore, some of the findings are presented comparatively

Research Basic Specifications

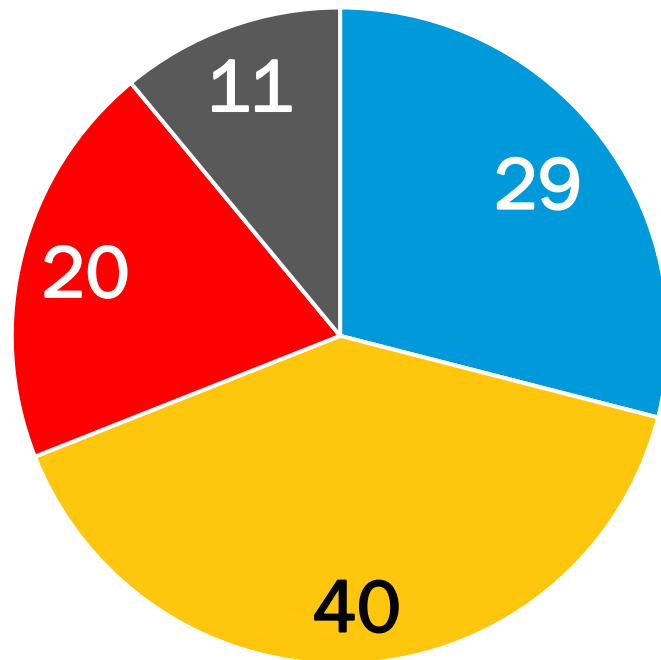
- Online interviews via YouGov panel
- Structured questionnaire
- Population: Men & Women 18+ Nationally
- Cumulative sample: 1001 people
- Fieldwork: February 1-6, 2024
- Focus Bari is the Affiliate Partner of YouGov in Greece (www.yougov.com)

General attitudes of Greeks towards Artificial Intelligence

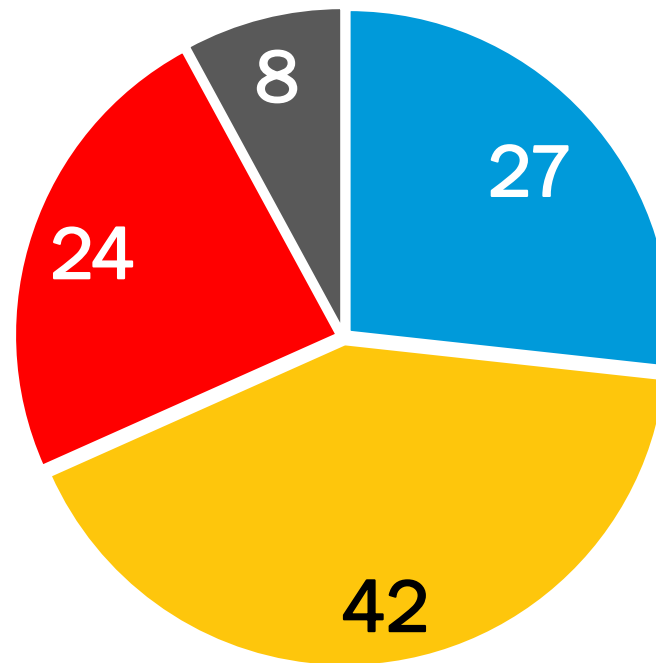
Greeks' perceptions as to the impact of AI in society remains relatively stable

I believe the impact of AI on society will be...

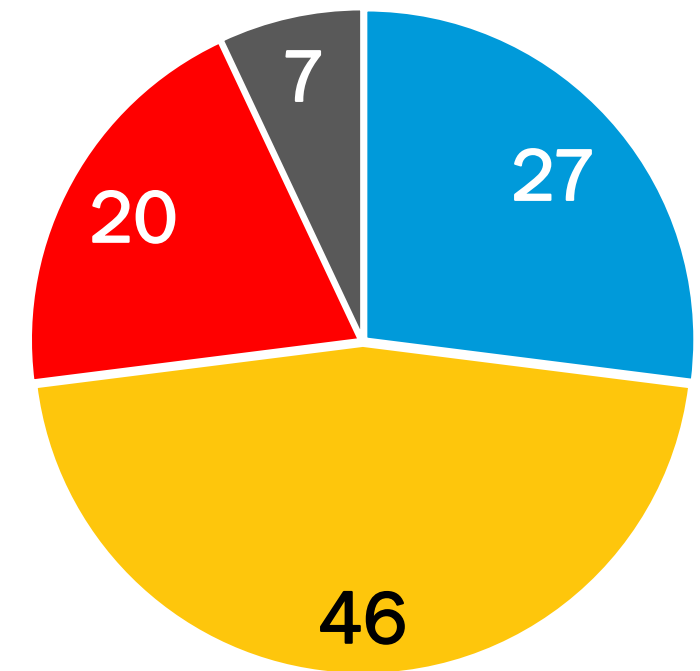
December 2021



July 2023



February 2024



%

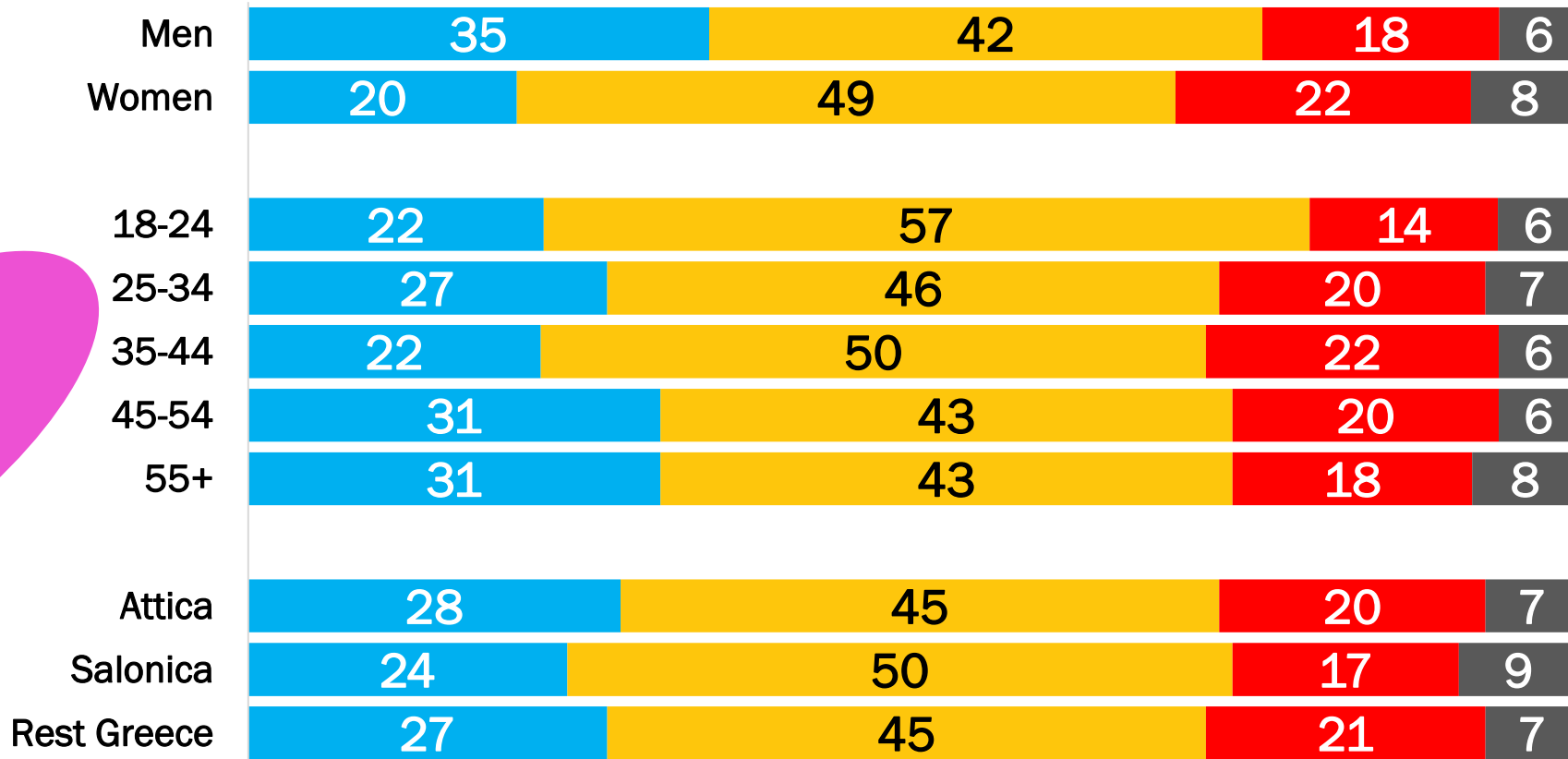
- More positive than negative
- More negative than positive

- Equally positive and negative
- Don't know

Men express a more positive perception towards AI, while age groups do not present a clear trend

«I believe the impact of AI on society will be...

%



Those who know more about AI have a more positive perception

■ More positive than negative ■ Equally positive and negative ■ Rather negative than positive ■ Don't Know

The overall attitude of the public towards Artificial Intelligence was examined through 4 phrases-positions:



POSITIVE : *"The use of artificial intelligence has benefited our lives in many ways to date, and I believe that by expanding its use, it will fundamentally upgrade the lives and experiences of human society in the future"*



CAUTIOUS : *"I consider the achievements of artificial intelligence to be important for our lives, but I worry about the uncontrolled possibilities it can give if it falls in the wrong hands in the future"*



NEGATIVE : *"I believe that the development and further expansion of the use of artificial intelligence in various areas of life will bring about an unpleasant or even dangerous effect on human society"*

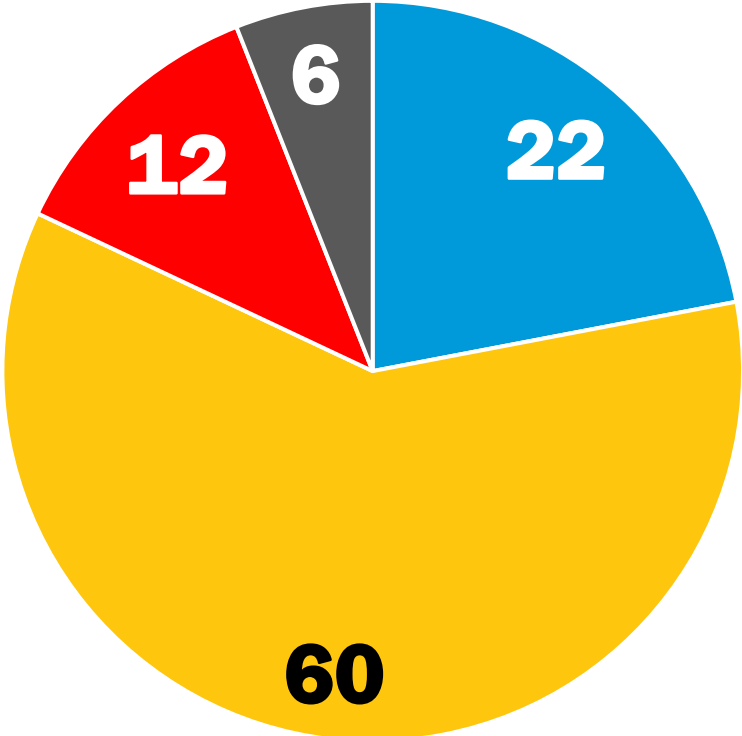


NEUTRAL : *"The use of artificial intelligence has so far not affected the vast majority of citizens either very positively or negatively, and neither will this happen in the future. Human beings will always prevail and be preferred over machines and robots"*

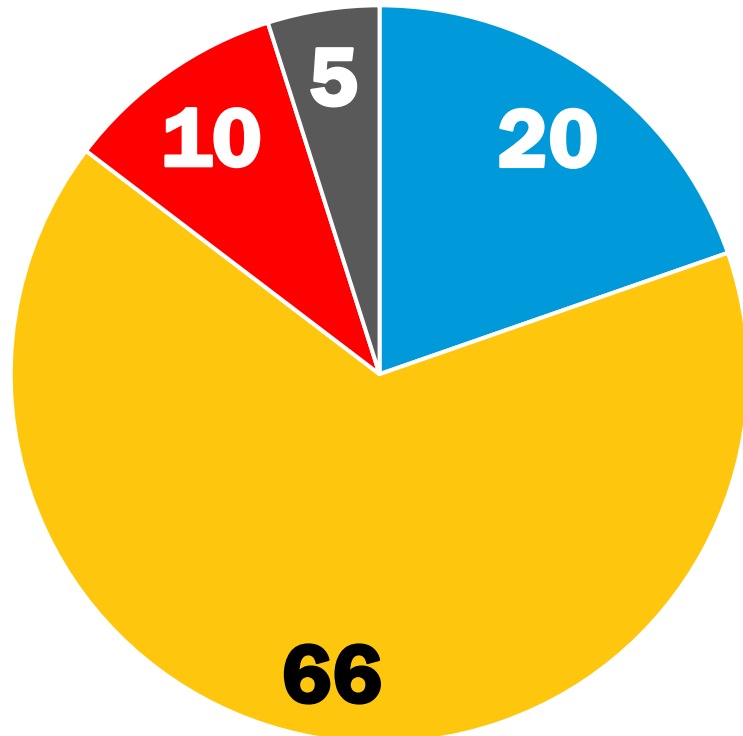
Comparing July 2023 and February 2024, an increase is noted in the proportion of the “cautious” towards AI

"Which of the following phrases best describes your attitude and thoughts regarding how AI affects, or will affect, our lives in the future?"

July 2023



February 2024



%

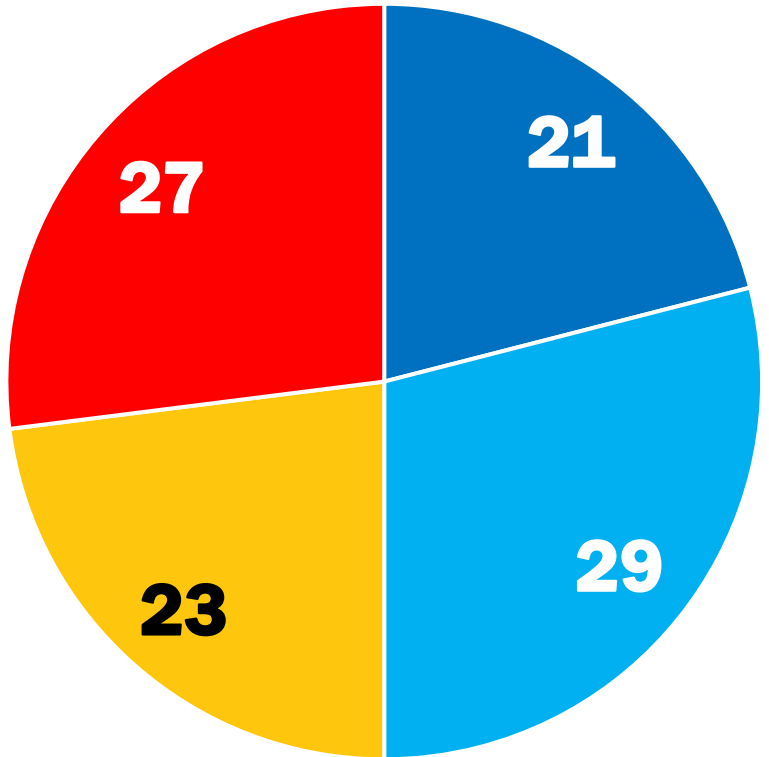
■ Positive ■ Cautious ■ Negative ■ Neutral

Awareness & Usage of CHAT GPT

At the same time, Chat GPT is rapidly embraced by Greeks : by now, almost one in three have an account!

"Which of the following applies to you regarding Chat GPT?"

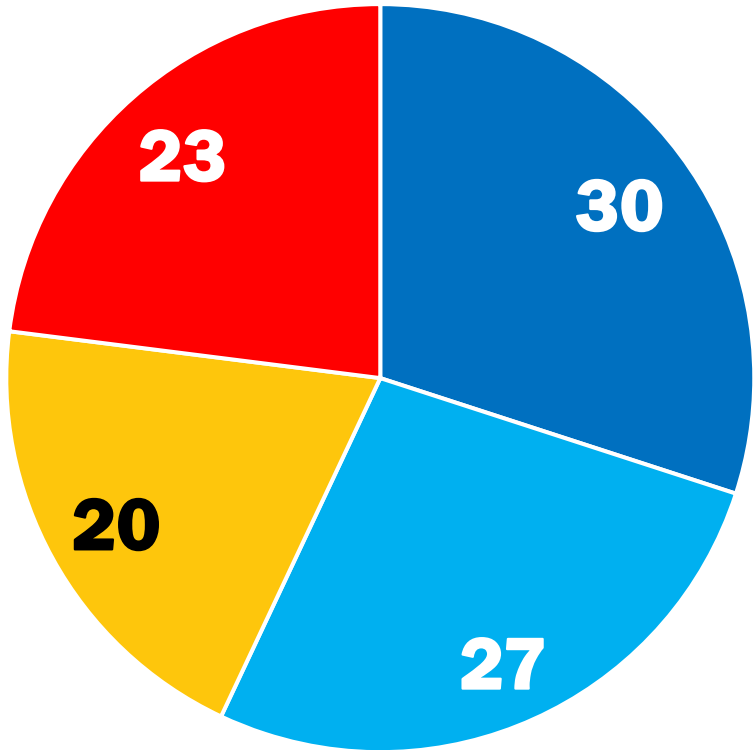
July 2023



- I use it/I have an account
- I have heard of it/Don't use it

February 2024

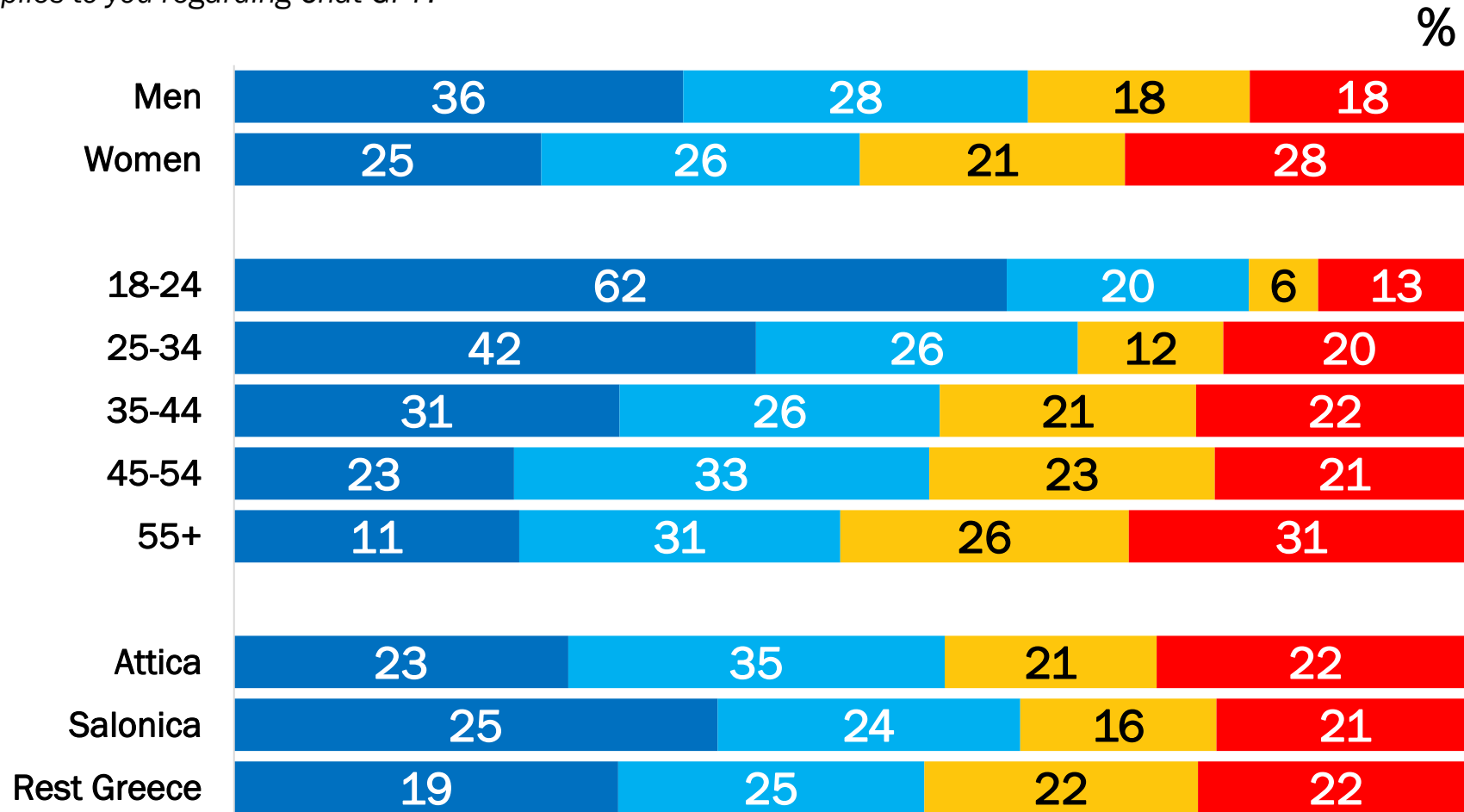
%



- My friends use it/I don't
- Havent heard about it at all

Men and Gen Z use Chat GPT much more than the other demographic population groups

"Which of the following applies to you regarding Chat GPT?"



■ I already use it/I have an account
 ■ I have heard of it/D.K. what it is

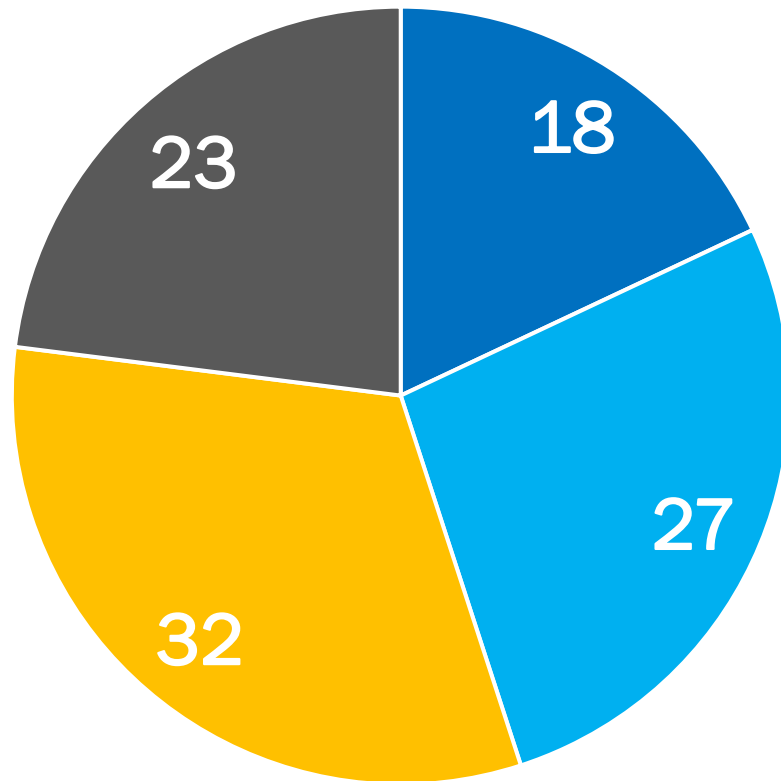
■ My friends use it/I don't
 ■ I have not heard of it at all

%



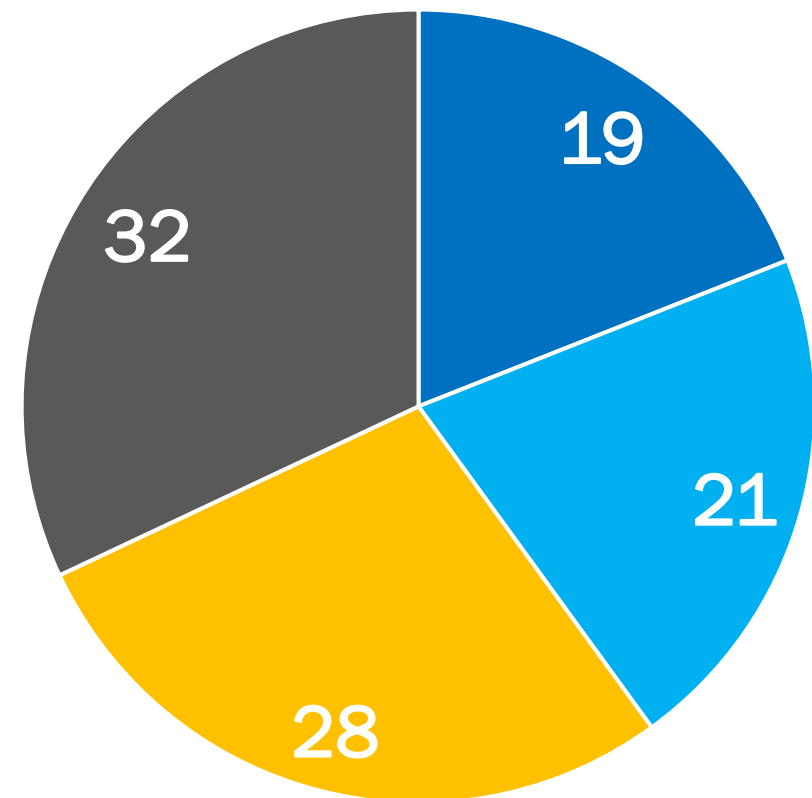
Chat GPT users have started using it relatively recently, but 2 out of 5 use it quite often

Started using it



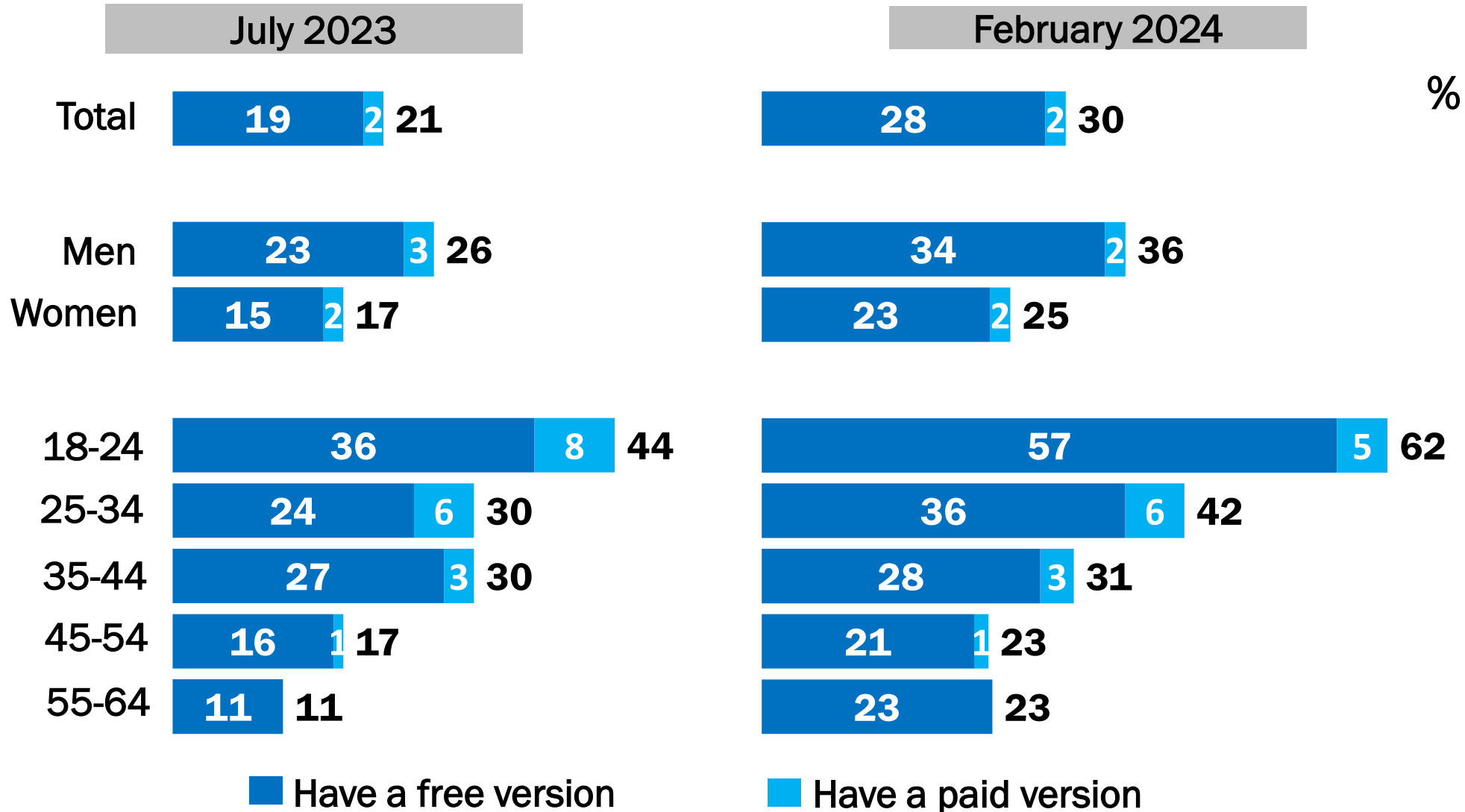
Frequency of use

%

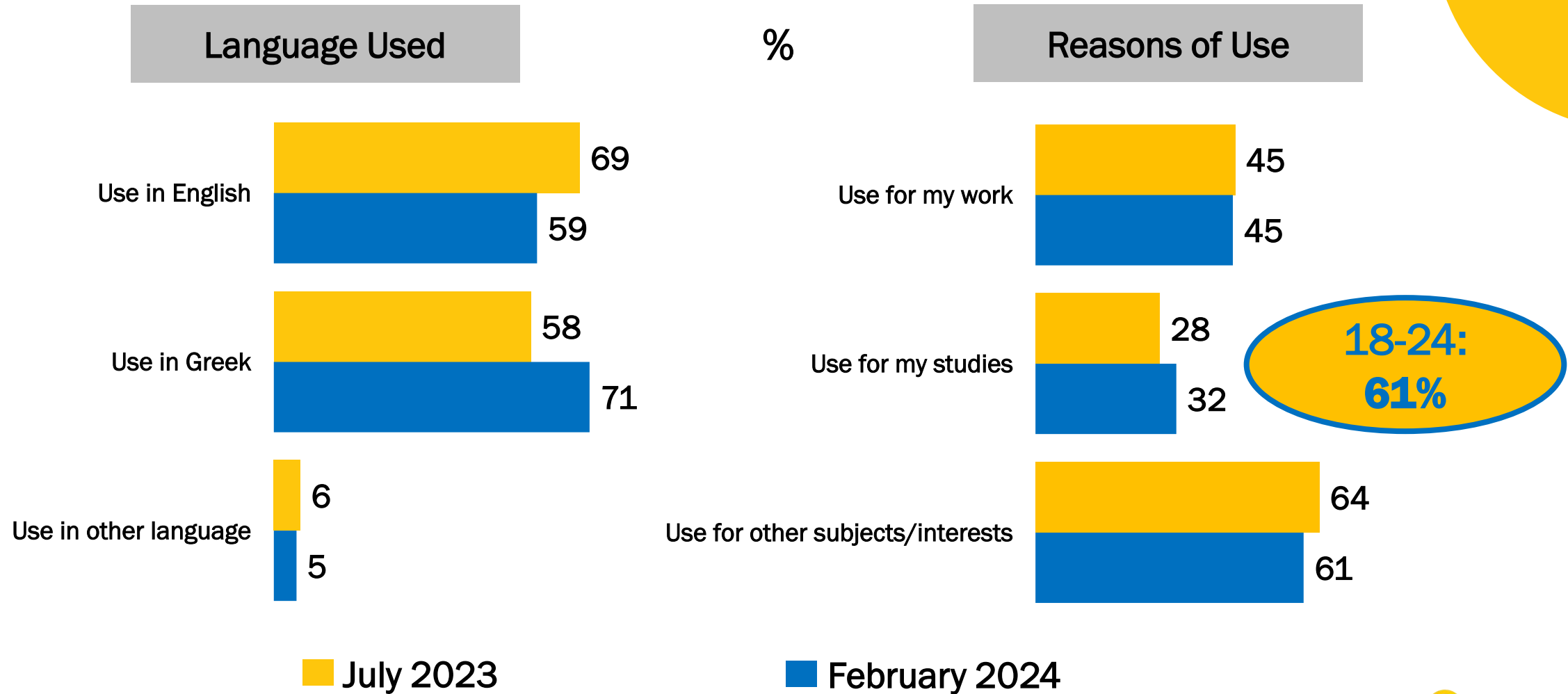


■ The last month ■ The last trimester ■ The last semester ■ The last year+ ■ Every day/almost ■ 1-2 times/week ■ 1-2 times/month ■ Less frequently

The vast majority of Chat GPT users have a free version account



Chat GPT is used both in English and Greek primarily for personal interests, various subjects, as well as for work and studies (by three out of five students)

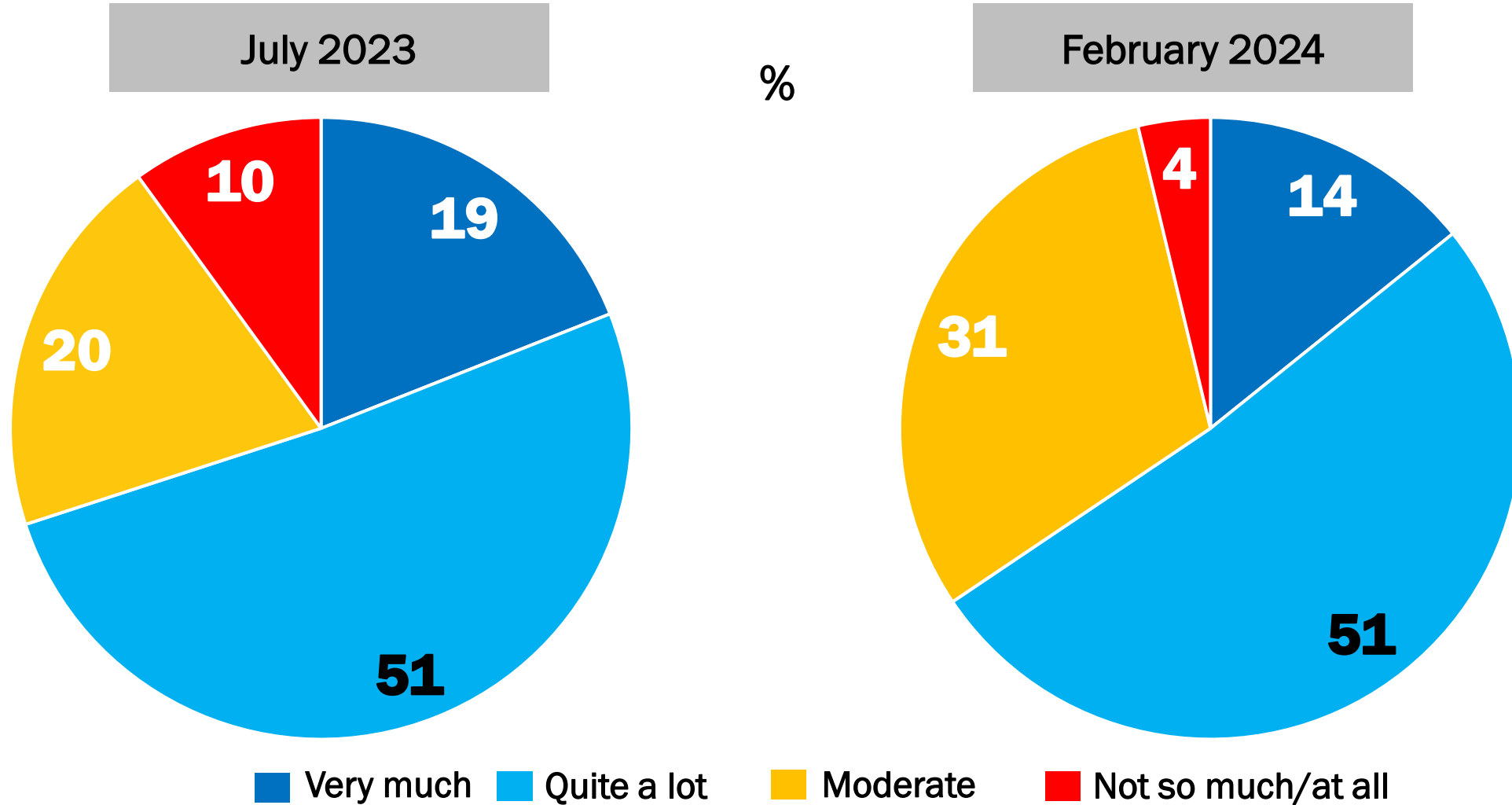


Base: Chat GPT users

Attitudes & Opinions towards CHAT GPT

Chat GPT users still feel quite satisfied with it, although the degree of satisfaction slightly drops

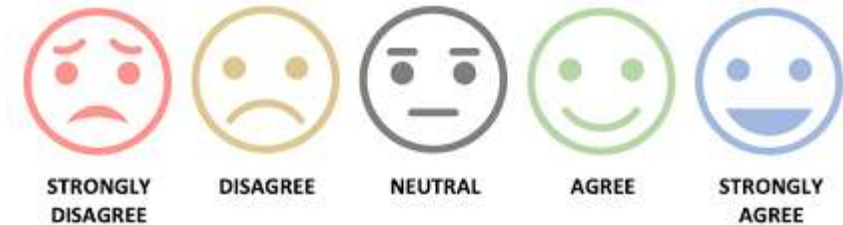
"How satisfied or dissatisfied are you with using GPT Chat?"



Apart from overall satisfaction...

Users' opinion of Chat GPT was explored through a series of statements, with which respondents were asked to agree or disagree based on a five-point scale

These statements were :



"Chat GPT is particularly useful because it saves time and effort"

"GPT Chat is very easy to use and anyone can use it easily and successfully"

"Chat GPT, like all tools, should be used correctly in order to give maximum benefit"

"For Chat GPT to give you meaningful and useful answers, you need to know very well how to prompt, asking the right questions"

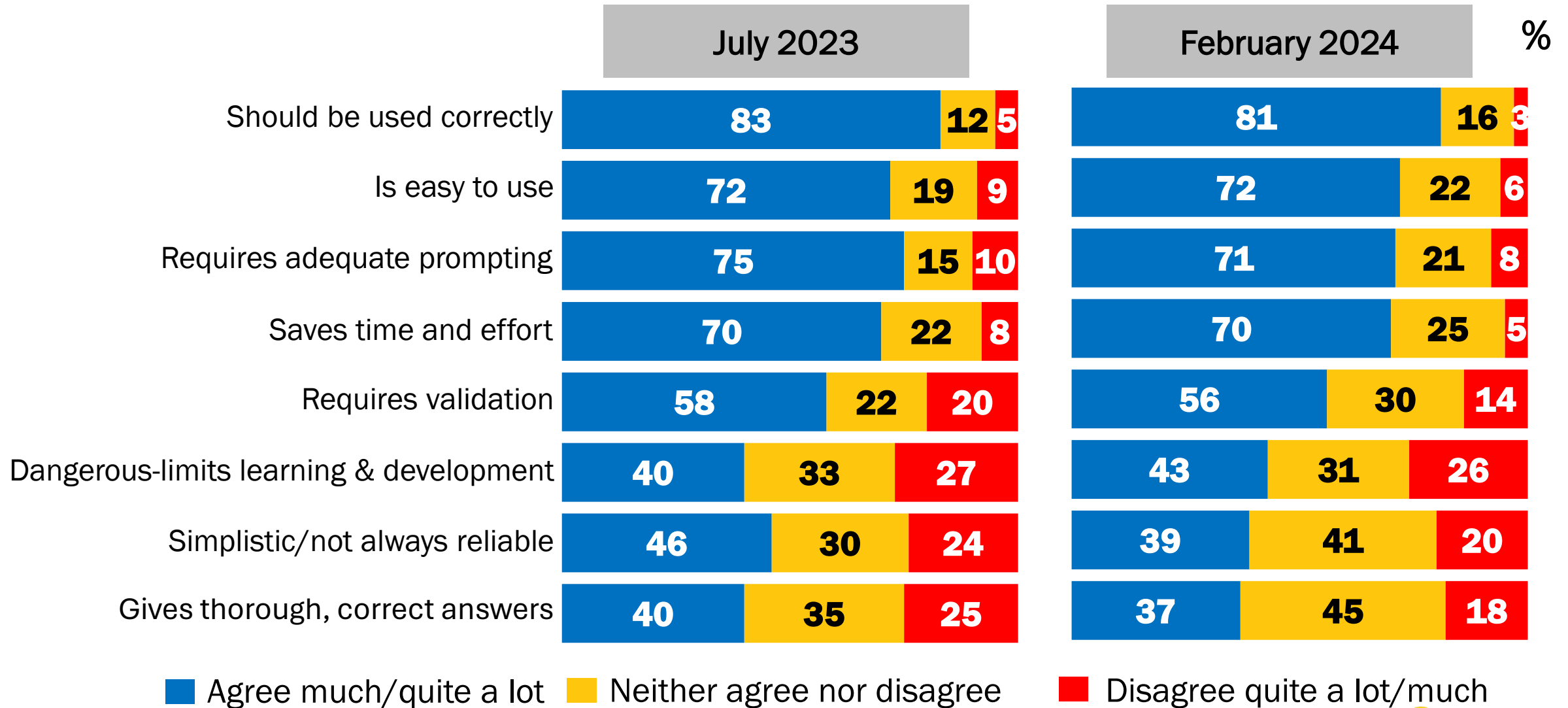
"Chat GPT gives thorough and correct answers to any topic you ask"

"Chat GPT gives information that you need to verify to be sure it's valid"

"Chat GPT gives simplistic answers that are not always reliable and correct"

"Chat GPT is dangerous because it can prevent people from thinking, studying, learning and developing "

Chat GPT is perceived as a valuable, time/effort saving tool, yet has a lot of prerequisites and needs validation



Key «takeaways»

- Greeks are still divided as to their perception of how AI is expected to affect society and humanity, with men being more positive than women.
- Hence, two out of three Greeks express mixed expectations regarding the impact that AI will have on society and people's daily life.
- However, the proportion of Greeks already using Chat GPT is growing, currently reaching 30%, with Gen Z-ers' proportion mounting to 62% obviously using it for their University papers.
- Chat GPT users in their majority use the free version, have started using it relatively recently, and use it primarily for a variety of subjects/interests, covering their work, studies and personal interests

Key «takeaways»

- The majority of Greek Chat GPT users say they are quite satisfied with it, because they find it easy to use and time/effort saving, but...
- At the same time, they believe that one should be very careful in using it, learning to prompt with the adequate questions in order to get correct and complete answers
- However, a considerable proportion tend to question its reliability, and feel that Chat GPT answers should always be validated and cross checked.
- This hesitant attitude also stems from the perception of worry that Chat GPT may end up preventing people from thinking, using their judgement, endangering their advancement and development

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Thank you!

Want more info? Ask antigoni@focus.gr

