

EMERGING TECH

A year on from our first measure, the latest data shows that there are some significant differences in use levels of emerging digital technologies:

- Usage is up. In all cases, the proportion not using these technologies in either a home or work setting has dropped significantly.
- Use of generative AI and AI in the workplace has significantly increased.
- Use of IoT outside of work has significantly increased.
- Use of blockchain, crypto/digital currencies and NFTs outside of work has also significantly increased.

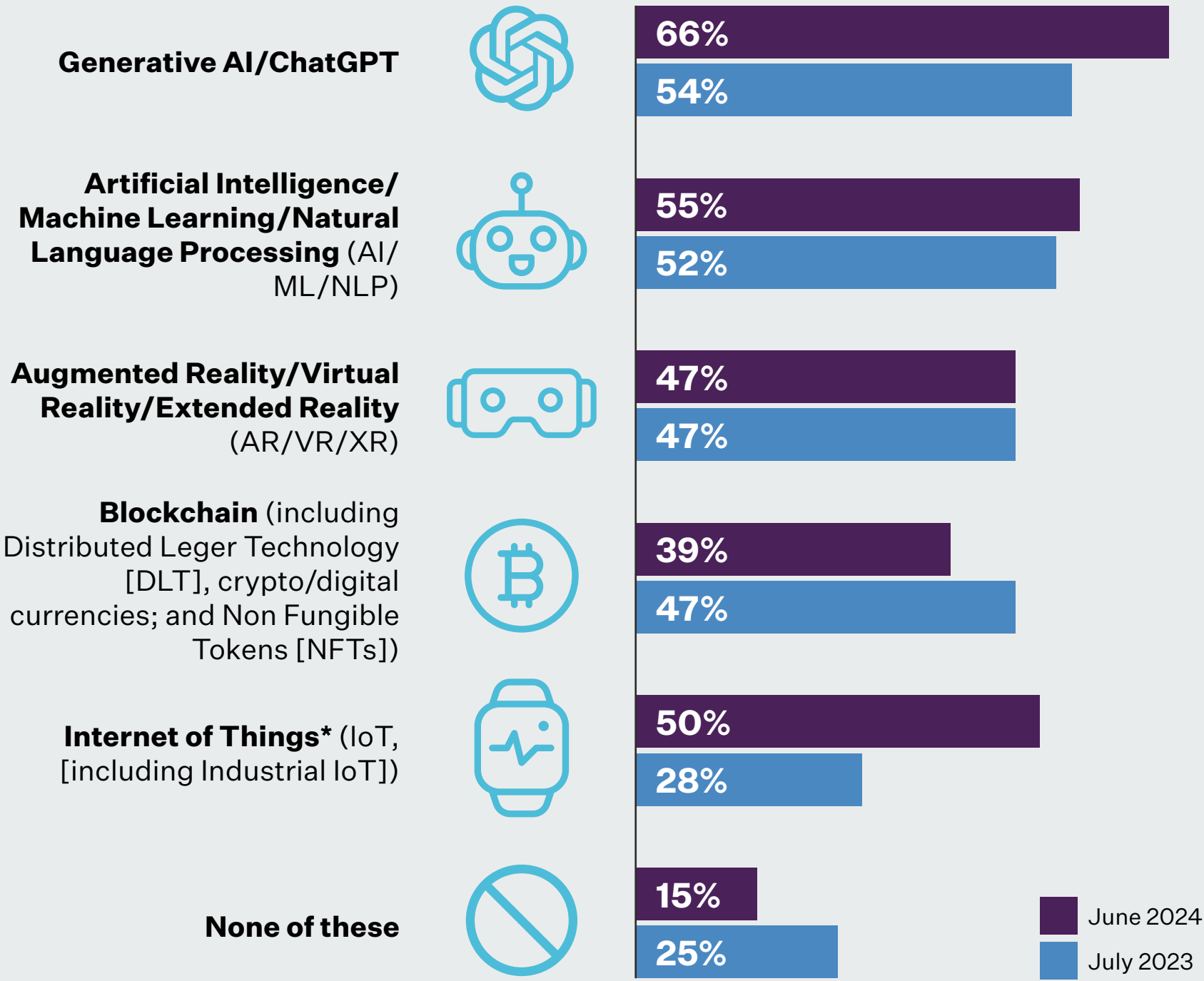
While use is up, perceptions monitoring shows we are wary. There has been a significant increase in the proportion that believe generative AI or chatbot technology like ChatGPT will damage the way people interact and communicate with each other. Alongside this, confidence in legal frameworks and regulations around the AI industry are still low, and levels of concern around deliberate misuse of the tools and potential privacy violations are still high.

New questions for this year also show that while half of us (53%) agree that AI makes fraud easier to detect, 59% believe that AI is increasing the amount of fraud that is committed in NZ, 62% believe AI technologies make New Zealanders more vulnerable to digital/cyber-attacks and 69% believe they make fraud easier to commit.

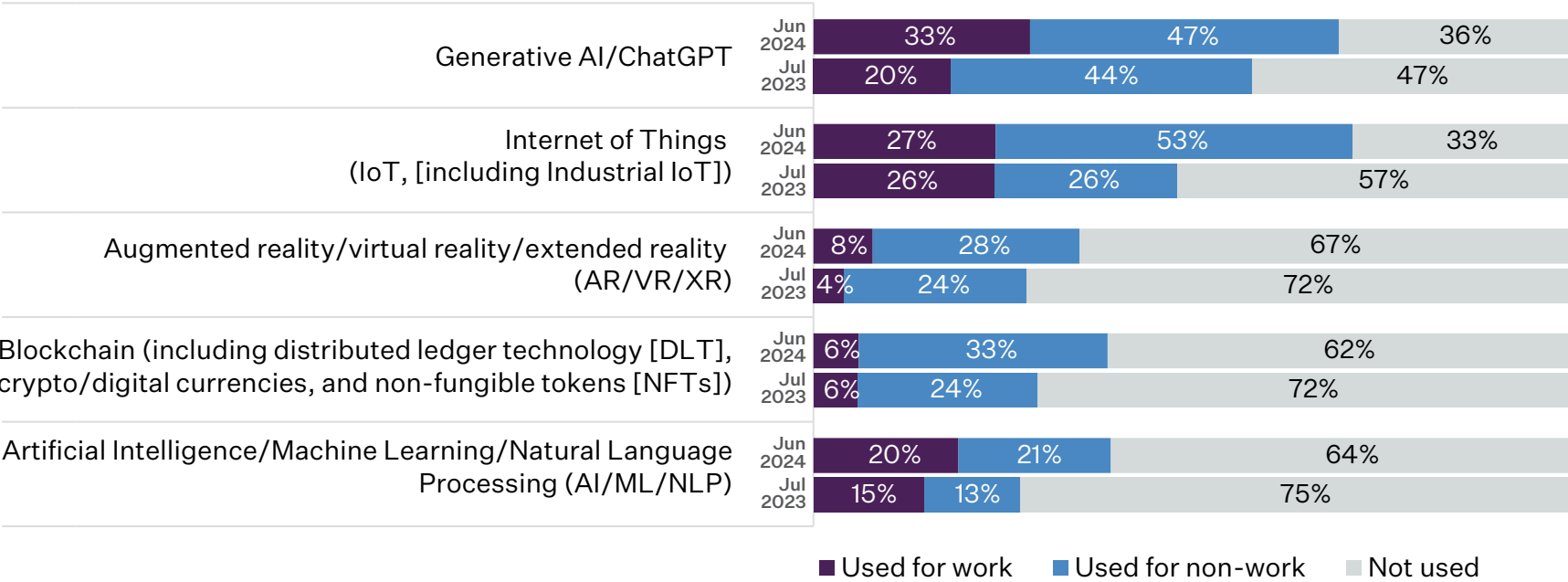
AI can provide a level of response but can it really tell you what New Zealanders are thinking?
Get in touch with us if you have a question that needs an answer: liz@researchfirst.co.nz



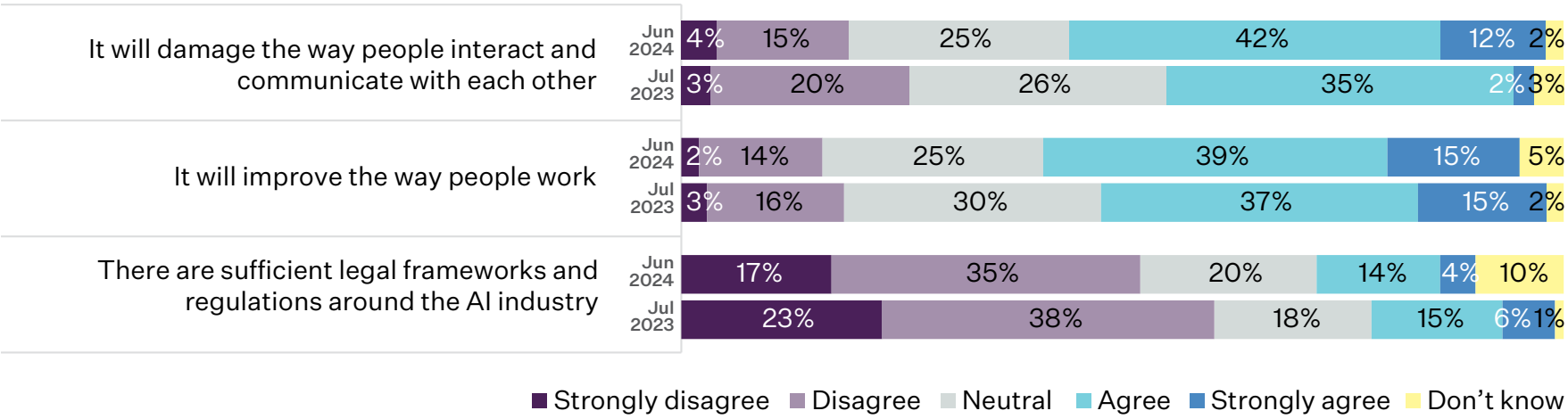
Which of the following **emerging technologies** are you aware of?



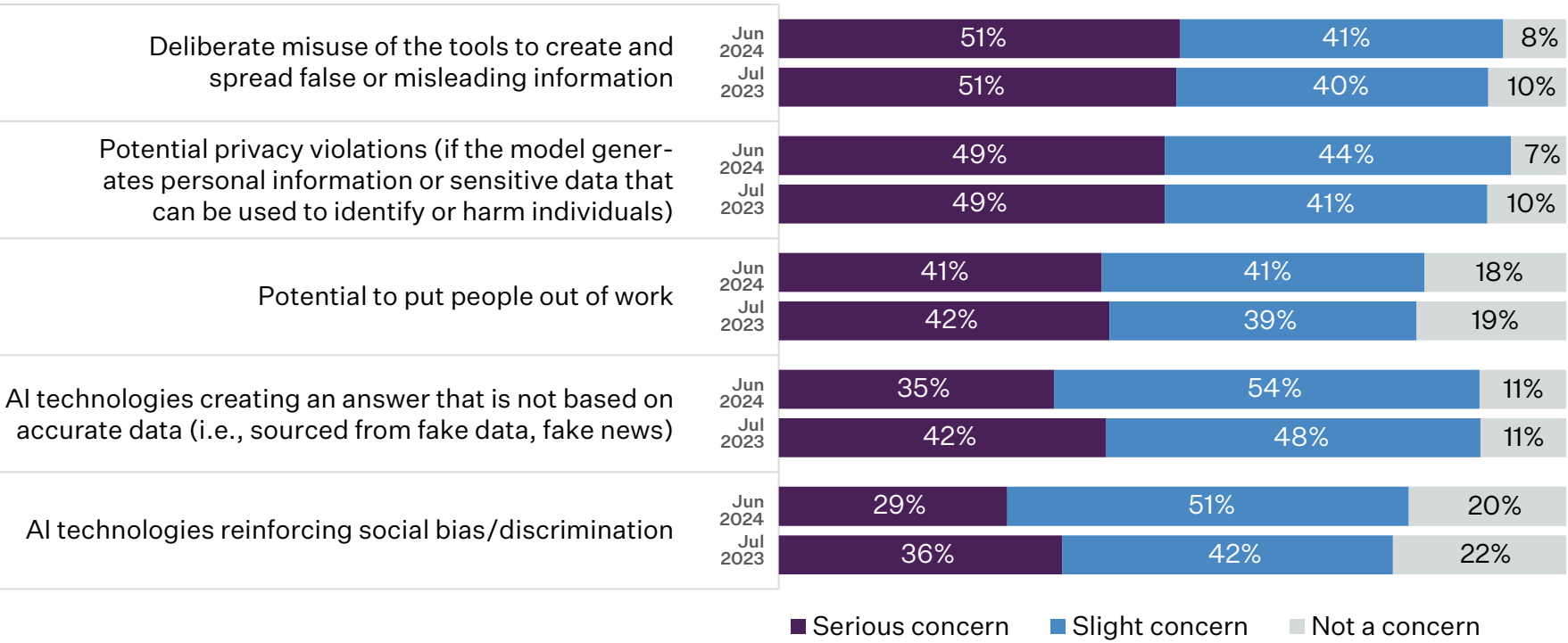
For those you're aware of... which have you used?



How far do you **agree or disagree** with the following statements about **generative AI or chatbot technology like ChatGPT**?



How concerned are you about the following in relation to **generative AI or chatbot technology like ChatGPT**?



How far do you **agree or disagree** with the following statements about **emerging AI technologies**?

