# EMERGING

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 Al 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/cyberattacks and 69% believe they make fraud easier to commit.

Al 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

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

**Generative AI/ChatGPT** 

**Artificial Intelligence/ Machine Learning/Natural** Language Processing (AI/ ML/NLP)



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**Augmented Reality/Virtual Reality/Extended Reality** (AR/VR/XR)



**Blockchain** (including **Distributed Leger Technology** [DLT], crypto/digital currencies; and Non Fungible Tokens [NFTs])

> Internet of Things\* (IoT, [including Industrial IoT])



-**\**-

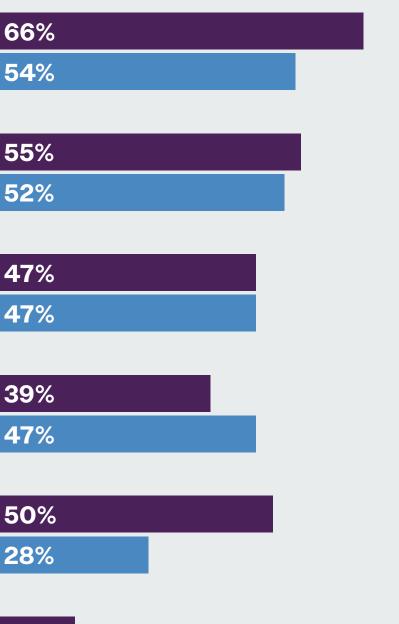
None of these



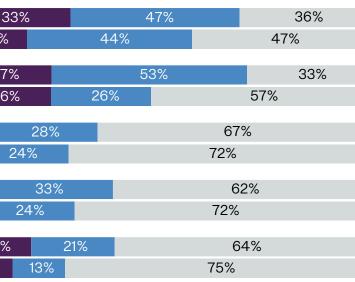
15% 25%

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

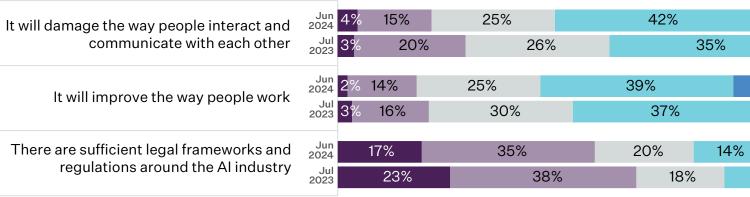
Generative AI/ChatGPT	Jun 2024 Jul 2023	3 20%
Internet of Things (IoT, [including Industrial IoT])	Jun 2024	27
	Jul 2023	26
Augmented reality/virtual reality/extended reality (AR/VR/XR)	Jun 2024	8%
	Jul 2023	<mark>4%</mark>
Blockchain (including distributed ledger technology [DLT],	Jun 2024	6%
crypto/digital currencies, and non-fungible tokens [NFTs])	Jul 2023	6%
Artificial Intelligence/Machine Learning/Natural Language Processing (AI/ML/NLP)	Jun 2024	20%
	Jul 2023	15%



June 2024 July 2023



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

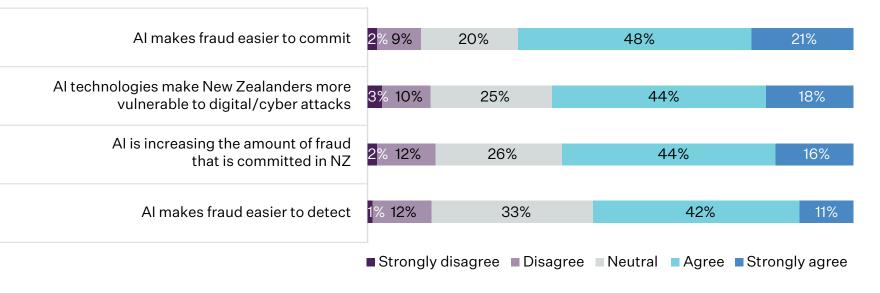


■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree ■ Don't know

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

Deliberate misuse of the tools to create and	Jun 2024	51%		41%	
spread false or misleading information	Jul 2023	51%		40%	
Potential privacy violations (if the model gener-		49%		44%	
ates personal information or sensitive data that can be used to identify or harm individuals)	Jul 2023	49%		41%	
	Jun 2024	41%		41%	18
Potential to put people out of work Al technologies creating an answer that is not based on	Jul 2023	42%		39%	19
	Jun 2024	35%		54%	
accurate data (i.e., sourced from fake data, fake news)	Jul 2023 Jun 2024	42%	48%		
		29%	51	1%	20
Al technologies reinforcing social bias/discrimination	Jul 2023	36%		42%	
		Serious concern	Slight conc	ern ∎Not a	a concern

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



■ Used for work ■ Used for non-work ■ Not used

# 12% 2<mark>%</mark> 15% 15% 2 14% 4% 10% 15%

