

Insights: Researcher attitudes toward Al Databook

July 2024

Adrian Mulligan Kat Santos Maria Aguilar Calero and Nicola Mansell

Chapters by Theme



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



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 grouped as per the Word Bank	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 Al

Theme 1



Awareness of Al

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.	<u>Slide 6</u>
Which of these AI products, if any, have you heard of before today? (only shown top 8)	<u>Slide 9</u>



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



	Researchers N= 2355	Asia Pacific N= 768	Europe N= 781	North America N= 351	South America N= 241	Middle East & Africa
Not at all familiar (never heard of it)	3%	3%	NA 3%	NA 1% •	3%	NA 5% NA
A little familiar	35%	36%	sa 35%	NA 29% •	31%	39% NA SA
Somewhat familiar	48%	45%	• 50%	ар 54%	ар меа 54% •м	AP 47%
Very familiar (used it a lot)	14%	15%	MEA 12%	16%	MEA 12%	9%
Total familiar	97%	97%	97%	99%	AP EU 97% SA	95%



Back to home

Base: n= 2355

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



Research



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



Questions: To what extent are you familiar with AI?

ELSEVIER

Base: n= 2355

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

	Researchers N= 2355	High Income N= 1208	Upper- Middle-Incon N= 803	ne Middle-Inco N= 282	ome
Not at all familiar (never heard of it)	3%	3%	2%	4%	UM
A little familiar	35%	29%	39%	● ⊮ 41%	• ні
Somewhat familiar	48%	52%	UM 45%	45%	
Very familiar (used it a lot)	14%	16%	UM 13%	10%	•
Total familiar	97%	97%	98%	LM 96%	

Note. Subsequent statistics exclude those not familiar with AI.



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

ELSEVIER



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

Research



Global

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

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

9

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?

ELSEVIER

10

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



Global

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

Gender/Generation (indicated by first letter e.g. M= Men)

ELSEVIER

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





Base: n= 2284

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



Global

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





2. Usage of Al

Theme 2



Usage of Al

Have you used an AI product or an AI feature on a product you use regularly?	<u>Slide 16</u>
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



Significantly higher/ lower than... 🛛 🔵 🛑 🛛 Global

Significantly higher than ...

Back to home

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

Questions: Have you used an AI (including generative AI) product or an AI feature on a product you use regularly?

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







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

Questions: Have you used an AI (including generative AI) product or an AI feature on a product you use regularly?



ELSEVIER

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



18





Significantly higher/ lower than... Significantly higher than... 🔵 🛑 Global

Gender/Generation (indicated by first letter e.g. M= Men)

Questions: Have you used an AI (including generative AI) product or an AI feature on a product you use regularly?

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





Back to home

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



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





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



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

ELSEVIER

ChatGPT is by far the most well-known AI product



with nearly a third of researchers having 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



	Researchers N= 2284	Asia Pacific N= 745	Europe N= 758		North America N= 347	South Ar N= 234	nerica	Middle Eas	t & Africa
ChatGPT	31%	35% • ^E	u A 28%	•	29%	MEA 33%	0 N	EU 22%	٠
Bing Chat	9%	11% • K	U A 7%	•	7%	9%		6%	
Bard (Google)	7%	7%	6%		7%	11%	•	AP EU 8%	
MS Copilot (in Word, Excel, PPT)	5%	5%	5%		7%	MEA 6%		3%	
ChatPDF.ai	3%	3%	3%		3%	3%		2%	
Gemini (Google)	3%	3%	3%		2%	3%		3%	
Semantic Scholar	2%	1%	3%	AP	2%	5%		AP 7%	eu NA
Elicit	2%	1%	2%		2%	4%	•	ap IEA 0%	

Note: Only top 8 products shown

Research



Global

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

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

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

	Researchers N= 2284	USA N= 298	China N= 311	India N= 101
ChatGPT	31%	30%	37%	● _{IN} 23% ●
Bing Chat	9%	7%	14%	• us 11%
Bard (Google)	7%	8%	сн 3%	• 10% сн
MS Copilot (in Word, Excel, PPT)	5%	7%	сн 4%	6%
ChatPDF.ai	3%	3%	^{IN} 3%	IN 0%
Gemini (Google)	3%	2%	3%	3%
Semantic Scholar	2%	3%	сн 0%	• 3% ^{сн}
Elicit	2%	3%	сн 0%	• 0%

Note: Only top 8 products shown

Research



Global

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

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

ELSEVIER

Base: n= 2284

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

	Researchers N= 2284	Men N= 1464	Women N= 692
ChatGPT	31%	33%	v 29%
Bing Chat	9%	11%	∞ 6% ●
Bard (Google)	7%	8%	₩ 4%
MS Copilot (in Word, Excel, PPT)	5%	6%	4%
ChatPDF.ai	3%	3%	2%
Gemini (Google)	3%	3%	2%
Semantic Scholar	2%	3%	2%
Elicit	2%	2%	2%

Note: Only top 8 products shown



Global

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

ELSEVIER

Gender/Generation (indicated by first letter e.g. M= Men)

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

		ears <u><5</u> ve: N= 277		5-10 N= 418		1-35 √= 418		36+ N= 167	
ChatGPT	31%	33%	36+	37%	●1-35 36+	30%	36+	21%	٠
Bing Chat	9%	11%	11-35 36+	13%	●1-35 36+	8%		5%	•
Bard (Google)	7%	9%	36+	9%	36+	7%		4%	
MS Copilot (in Word, Excel, PPT)	5%	4%		7%	≤5 36+	5%	36+	2%	٠
ChatPDF.ai	3%	3%	36+	3%	36+	3%	36+	1%	٠
Gemini (Google)	3%	3%		3%		2%		2%	
Semantic Scholar	2%	2%		1%		4%	6-10	1%	
Elicit	2%	2%		1%		2%		0%	

Note: Only top 8 products shown



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

ELSEVIER



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

	Researchers N= 2284	High Income N= 1172	Upper- Middle-Income N= 787	Lower- Middle-Income N= 271
ChatGPT	31%	32%	м 33% цм	23%
Bing Chat	9%	8%	10% н	8%
Bard (Google)	7%	9% 0	5%	9% UM
MS Copilot (in Word, Excel, PPT)	5%	6% u	4%	5%
ChatPDF.ai	3%	3%	3%	2%
Gemini (Google)	3%	2%	3%	2%
Semantic Scholar	2%	3%	^м 1%	4%
Elicit	2%	2%	1%	1%

Note: Only top 8 products shown



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



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 All due to concerns than is seen globally



Don't know / not sure

Research

Other (please specify)

I don't know of any such tools

tools

Back to home

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

3%

Global

2%

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

3%

6%

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

3%

4%

ΔP

ELSEVIER

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





28



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

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

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

	Researchers N= 944	Men N= 593	Women N= 302
I haven't had time to investigate/experiment with such tools	52%	52%	54%
I haven't found a tool yet that meets my needs	28%	31% w	22%
I have concerns about such tools (e.g. the risks have not yet been adequately mitigated)	25%	21%	31% • м
I don't yet have a subscription/ log in to such tools	24%	24%	23%
I don't know of any such tools	14%	14%	15%
There are restrictions on my use of such tools (from my organisation, funder, publisher etc.)	14%	13%	14%
Other (please specify)	3%	2%	5% м
Don't know / not sure	3%	2%	4%



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

Global

Gender/Generation (indicated by first letter e.g. M= Men)

Base: n= 944

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



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





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

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



30

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

	Researchers N= 944	High Income N= 451		Upper- Middle-Income N= 345		Lower- Middle-Income N= 125	
I haven't had time to investigate/experiment with such tools	52%	59%	UM UM	50%	LM	37%	•
I haven't found a tool yet that meets my needs	28%	25%		33%	HI LM	24%	
I have concerns about such tools (e.g. the risks have not yet been adequately mitigated)	25%	31%	UM UM	22%		16%	•
I don't yet have a subscription/ log in to such tools	24%	19%	•	26%	н	29%	HI
I don't know of any such tools	14%	13%		12%		22%	HI UM
There are restrictions on my use of such tools (from my organisation, funder, publisher etc.)	14%	13%	LM	16%	LM	8%	•
Other (please specify)	3%	6%	UM UM	2%		0%	•
Don't know / not sure	3%	2%		4%		2%	



31



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

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

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









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

Questions: Do you expect you will choose to use AI in the near future?

Base: n= 944

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



	Researchers N= 944	USA N= 122	China N= 135	India N= 45	
Yes	68%	55%	• 78% •	us 71%	US
Νο	7%	10%	сн 1%	9%	СН
Don't know / not sure	25%	35%	CH 21%	20%	



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



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

Questions: Do you expect you will choose to use AI in the near future?

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









Back to home



Gender/Generation (indicated by first letter e.g. M= Men)

Questions: Do you expect you will choose to use AI in the near future?

Base: n= 944

Of those who haven't already used it, researchers who've been in their area of work longest (36+ years active) are less likely to use AI in the near future





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



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

Questions: Do you expect you will choose to use AI in the near future?

ELSEVIER

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







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

Questions: Do you expect you will choose to use AI 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



37

	Researchers N= 2284	Asia Pacific N= 745		urope = 758		North Amer I= 347		South Ame		Middle East & N= 165	& Africa
Don't know / not sure	31%	31%		30%		36%	eu SA	27%		28%	
Prohibited to upload confidential information into public generative AI platforms	28%	32%	EU SA MEA	27%	SA MEA	29%	SA MEA	18%	•	15%	•
Lack of budget to pay for AI products or features	25%	25%	NA	23%		20%	•	32%	AF EL NA	39%	eu NA
Prohibited to use it for certain purposes	19%	21%	EU SA	17%	SA	22%	EU SA	11%	٠	20%	SA
None of the above	13%	11%		16%	AP NA	12%		18%	AF NA MEA	12%	
Prohibited to use certain tools	11%	12%	SA MEA	11%	SA MEA	15%	● SA MEA	6%	٠	6%	•
Other (please specify)	3%	2%	•	4%	AP MEA	5%	● AP MEA	5%	● AF MEA	1%	•
Prohibited to use it in any way	1%	2%		1%		1%		1%		1%	



Significantly higher/ lower than... Significantly higher than... 🔵 🛑 🛛 Global

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

	Researchers N= 2284	USA N= 298	China N= 311	India N= 101
Don't know / not sure	31%	35%	IN 38%	• _{IN} 21% •
Prohibited to upload confidential information into public generative AI platforms	28%	29%	32%	• 28%
Lack of budget to pay for AI products or features	25%	19%	24%	33% ^{Сн} из
Prohibited to use it for certain purposes	19%	23%	21%	20%
None of the above	13%	12%	9%	• 17% сн
Prohibited to use certain tools	11%	16%	15%	14%
Other (please specify)	3%	4%	^{сн} 0%	• 3% ^{сн}
Prohibited to use it in any way	1%	2%	2%	3%



38



Significantly higher/ lower than... Significantly higher than... 🔵 🔴 🛛 Global

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





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

Gender/Generation (indicated by first letter e.g. M= Men)

39

ELSEVIER

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

		rs <u>≤5</u> ve: N= 277		6-10 N= 418		1-35 √= 418	-	36+ √= 167	
Don't know / not sure	31%	28%		33%		30%		35%	
Prohibited to upload confidential information into public generative AI platforms	28%	36%	1-35 36+	31%	11-35 36+	26%	36+	17%	•
Lack of budget to pay for AI products or features	25%	23%		28%	≤5	26%		23%	
Prohibited to use it for certain purposes	19%	23%	36+	21%	36+	18%	36+	12%	•
None of the above	13%	10%		11%		15%	≤5	18%	● 6-10 ≤5
Prohibited to use certain tools	11%	14%	36+	16%	1-35 36+	11%	36+	6%	٠
Other (please specify)	3%	1%	•	1%	•	3%	6-10 ≤5	7%	6-10 ●11-35 ≤5
Prohibited to use it in any way	1%	2%		1%		1%		1%	



40



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

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

Base: n= 2284

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

	Researchers N= 2284	High Income N= 1172		Upper- Middle-Income N= 787		Lower- Middle-Income N= 271
Don't know / not sure	31%	31%		32%	LM	26%
Prohibited to upload confidential information into public generative AI platforms	28%	30%	LM	27%		24%
Lack of budget to pay for AI products or features	25%	20%	•	28%	HI	37% • ^{HI}
Prohibited to use it for certain purposes	19%	21%	LM UM	17%		16%
None of the above	13%	13%		12%		13%
Prohibited to use certain tools	11%	12%		13%	LM	8%
Other (please specify)	3%	4%	UM	1%		3%
Prohibited to use it in any way	1%	1%		1%		2%





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

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)





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



Questions: In which ways, if any, is your institution preparing for AI usage?

42

ELSEVIER

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

	Researchers 2/2 N= 2284	Asia Pacific N= 745		Europe N= 758		North America		South Amer √= 234		Middle East N= 165	& Africa
None of the above	12%	8%	•	16%	● AP NA	11%		21%	AP NA MEA	13%	AP
Adding a position around it to your documentation (e.g. annual plan, mission, charter etc.)	11%	15%	EU NA SA MEA	8%	•	10%	SA	6%	•	7%	
Appointing new operational functions around it (e.g. GenAl Librarian etc.)	10%	13%	EU SA MEA	8%	SA	10%	SA	1%	٠	5%	• sa
Appointing new leadership around it (e.g. Chief Al Officer etc.)	7%	8%	EU SA	6%	SA	8%	SA	3%	•	8%	SA
Other (please specify)	2%	1%	•	2%	AP	5%	AP EU	6%	AP EU MEA	2%	







ELSEVIER

Base: n= 2284

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





44





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

2/2	Researchers N= 2284	USA N= 298	China N= 311	India N= 101	
None of the above	12%	10%	7%	• 11%	
Adding a position around it to your documentation (e.g. annual plan, mission, charter etc.)	11%	10%	21%	• ^{IN} 9%	
Appointing new operational functions around it (e.g. GenAl Librarian etc.)	10%	10%	13%	• 13%	
Appointing new leadership around it (e.g. Chief Al Officer etc.)	7%	7%	5%	13%	CH US
Other (please specify)	2%	4%	^{сн} 0%	3%	CH



45





Base: n= 2284

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









Back to home



Gender/Generation (indicated by first letter e.g. M= Men)

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



2/2	Researchers N= 2284	Men N= 1464	Women N= 692	
None of the above	12%	11%	13%	
Adding a position around it to your documentation (e.g. annual plan, mission, charter etc.)	11%	12%	10%	
Appointing new operational functions around it (e.g. GenAI Librarian etc.)	10%	9%	10%	
Appointing new leadership around it (e.g. Chief AI Officer etc.)	7%	7%	7%	
Other (please specify)	2%	1%	• 3%	м





Gender/Generation (indicated by first letter e.g. M= Men)

47

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)









Base: n= 2284

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)

2/2	Researchers N= 2284			11-35 18 N= 418	36+ N= 167	
None of the above	12%	14%	6-10 Ç	9% 14%	₆₋₁₀ 11%	
Adding a position around it to your documentation (e.g. annual plan, mission, charter etc.)	11%	15%	● 6-10 36+	9% 11%	36+ 6%	•
Appointing new operational functions around it (e.g. GenAl Librarian etc.)	10%	13%	6-10 1-35 36+	36+ 9%	36+ 5%	•
Appointing new leadership around it (e.g. Chief Al Officer etc.)	7%	6%	7	7%	6%	
Other (please specify)	2%	2%	2	% 3%	3%	







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)

1/2	Researchers N= 2284	High Income N= 1172		Upper- Middle-Income N= 787		Lower- Middle-Inc N= 271	ome
Don't know / not sure	44%	45%	LM	46%	LM	33%	•
Setting up a community of practice around it	17%	20%	• им	11%	•	25%	UM
Building a plan/protocol to evaluate the purchase of tools that include it	15%	14%		15%		19%	• ні
Providing ethics courses	15%	16%	UM	12%		17%	UM
Planning to acquire tools that include it (within 2024 or before)	13%	13%	UM	11%	•	18%	• HI UM







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

2/2	Researchers N= 2284	High Income N= 1172	Upper- Middle-Income N= 787	Lower- Middle-Income N= 271
None of the above	12%	12%	13%	11%
Adding a position around it to your documentation (e.g. annual plan, mission, charter etc.)	11%	9%	14% •	10%
Appointing new operational functions around it (e.g. GenAl Librarian etc.)	10%	9%	10%	11%
Appointing new leadership around it (e.g. Chief AI Officer etc.)	7%	7%	⁴ 5%	10% 🔍 им
Other (please specify)	2%	3%	2%	2%









3. Perceptions of AI

Theme 3



Perceptions of Al

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



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



54





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

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

Questions: What are your overall feelings about the impact of AI on your area of work?

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





55





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

Questions: What are your overall feelings about the impact of AI on your area of work?

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



Research



🔵 🔴 Global

Questions: What are your overall feelings about the impact of AI on your area of work?

ELSEVIER

Gender/Generation (indicated by first letter e.g. M= 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





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



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



Base: n= 2284

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





58



Global

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

Questions: What are your overall feelings about the impact of AI on your area of work?

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



59

	Researchers N= 2284	Asia Pacific N= 745		Europe l= 758		North Amer I= 347		South Americ		Middle East N= 165	& Africa
Transformative (i.e. it will make a marked change)	28%	33%	EU NA SA	20%	•	27%	EU	25%	EU	29%	EU
Significant (i.e. a notable change)	44%	44%		44%		39%	•	48%	NA	52%	AP EU NA
Some (i.e. a partial change)	21%	18%	MEA	28%	AP SA MEA	25%	AP MEA	21%	MEA	11%	•
Low (i.e. a small change)	4%	2%	•	5%	● AP SA	5%	AP SA	2%		4%	
None (i.e. no change at all)	0%	0%		0%	AP	1%	I AP	0%		1%	AP
Don't know/ not sure	3%	2%		3%		2%		4%		4%	
Sum of Transformative + Significant - excluding 'don't know / not sure' answers	74%	79%	eu 6	5%	•	68%	•	76%	EU NA	84%	EU NA SA



Significantly higher/ lower than... Significantly higher than... 🔵 🛑 🛛 Global

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



60

	Researchers N= 2284	USA N= 298		China N= 311		India N= 101	
Transformative (i.e. it will make a marked change)	28%	27%		37%	U	s 29%	
Significant (i.e. a notable change)	44%	38%	•	38%	•	50%	CH US
Some (i.e. a partial change)	21%	27%	IN	21%		14%	•
Low (i.e. a small change)	4%	5%	СН	1%	٠	3%	
None (i.e. no change at all)	0%	1%	● сн	0%		0%	
Don't know/ not sure	3%	2%		2%		4%	
Sum of Transformative + Significant - excluding 'don't know / not sure' answers	74%	66%	•	77%	US	82%	🌒 US



Significantly higher/ lower than... Significantly higher than... 🔵 🔴 🛛 Global

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

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

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

	Researchers N= 2284	Men N= 1464	Women N= 692
Transformative (i.e. it will make a marked change)	28%	29%	w 25% •
Significant (i.e. a notable change)	44%	44%	46%
Some (i.e. a partial change)	21%	20%	23%
Low (i.e. a small change)	4%	3%	4%
None (i.e. no change at all)	0%	0%	0%
Don't know/ not sure	3%	3%	3%
Sum of Transformative + Significant - excluding 'don't know / not sure' answers	74%	73%	76%



61



Significantly higher/ lower than... Significantly higher than... 🔵 🛑 Global

Gender/Generation (indicated by first letter e.g. M= Men)

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

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

	Researchers N= 2284	Years ≤5 Active: N= 277	6-10 N= 418	11-35 N= 418	36+ N= 167	
Transformative (i.e. it will make a marked change)	28%	30%	36+ 28%	36+ 27%	36+ 20%	•
Significant (i.e. a notable change)	44%	45%	47%	43%	43%	
Some (i.e. a partial change)	21%	20%	21%	23%	25%	
Low (i.e. a small change)	4%	3%	3%	4%	6%	6-10
None (i.e. no change at all)	0%	0%	0%	0%	1%	
Don't know/ not sure	3%	2%	1%	• 3%	⁶⁻¹⁰ 4%	6-10
Sum of Transformative + Significant - excluding 'don't know / not sure' answers	74%	74%	36+ 74%	36+ 73%	36+ 65%	•



62



Significantly higher/ lower than... Significantly higher than... 🔵 🛑 🛛 Global

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

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

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

	Researchers N= 2284	High Income N= 1172		Upper- Middle-Income N= 787		Lower- Middle-Inco N= 271	ome	
Transformative (i.e. it will make a marked change)	28%	26%		30%	HI	31%		ні
Significant (i.e. a notable change)	44%	45%		41%		50%	•	UM
Some (i.e. a partial change)	21%	23%	LM	23%	LM	12%	•	
Low (i.e. a small change)	4%	4%	UM	3%		3%		
None (i.e. no change at all)	0%	0%		0%		0%		
Don't know/ not sure	3%	2%		3%		4%		HI
Sum of Transformative + Significant - excluding 'don't know / not sure' answers	74%	72%		73%		84%	•	HI UM



63

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

Significantly higher/ lower than... 🛛 🔴 Global

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





Significantly higher/ lower than... Significantly higher than... 🕨 🛑 🛛 🗧

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

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





65



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

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

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





Research



Significantly higher/ lower than ... Significantly higher than ... 🔵 🔴 Global

Gender/Generation (indicated by first letter e.g. M= 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 N= 2284	Years ≤5 Active: N= 277	6-10 N= 418	11-35 N= 418	36+ N= 167	
No concerns	11%	11%	15% •11	-35 8%	14%	11-35
Some concerns	50%	52% 11	56% •11	- ³⁵ 36+ 45%	• 44%)
Significant concerns	25%	24%	-10 17%	30%	● ⁶⁻¹⁰ ≤5 27%	6-10
Fundamental concerns	11%	11%	10%	12%	11%	
Don't know/ not sure	4%	3%	2%	4%	⁶⁻¹⁰ 3%	



67



Significantly higher/ lower than... Significantly higher than... 🔵 🔴 Global

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

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

	Researchers N= 2284	High Income N= 1172		Upper- Middle-Inco N= 787	me		Lower- Middle-Incom N= 271	e
No concerns	11%	7%		15%	•	HI	11%	Н
Some concerns	50%	48%		54%	•	HI LM	45%	
Significant concerns	25%	29%	им 🌗	19%	•		27%	UM
Fundamental concerns	11%	13%	им 🌗	9%	•		10%	
Don't know/ not sure	4%	3%		4%			6%	н





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

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

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

ELSEVIER

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)







Significantly higher/ lower than... Significantly higher than... Global
Role/ Region/ Country (indicated by first two letters e.g. AP = APAC)

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

69

ELSEVIER

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)





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



Questions: You mentioned that you had concerns, what do you think are the top 3 disadvantages of Al2 Select: up to three Base: n= 1963

ELSEVIER

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)

	Researchers 3/3 ^{N= 1963}	Asia Pacific N= 626	Europe N= 654	North America N= 312	South America N= 208	Middle East & Afric N= 137
Requires a lot of computer processing power	8%	8%	9%	6%	6%	15%
Generative AI discriminates against non-native English speakers	7%	8%	NA 7%	NA 3%	5%	8%
Other	2%	1%	2%	3%	3%	1%
Don't know/ not sure	1%	1%	1%	2%	eu 1%	0%
None of the above	0%	0%	0%	0%	0%	1%



Research





71

ELSEVIER

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)







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

Global

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

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
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)



Base: n= 1963

2/3	Researchers N= 1963	USA N= 268	China N= 245	India N= 83	
The logic behind an output is not well described	20%	19%	18%	16%	
Risks homogenizing culture via its use of global models	17%	13%	• 19%	us 14%	
Lack of relevant expertise within organisation	15%	9%	• 10%	• 17%	US
Lack of permission to use data or information AI tools are trained on	14%	15%	16%	13%	
Generative AI inputs/prompts are not confidential	12%	5%	18%	• ^{US} 11%	US
Generative AI outputs are not confidential	10%	7%	13%	^{us} 13%	US



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



Questions: You mentioned that you had concerns, what do you think are the top 3 disadvantages of Al? Select: up to three

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)



Base: n= 1963

74

3/3	Researchers N= 1963	US N= 268	China N= 245	India N= 83
Requires a lot of computer processing power	8%	6%	5%	13% • CH
Generative AI discriminates against non-native English speakers	7%	4%	7%	6%
Other	2%	3% сн	0%	1%
Don't know/ not sure	1%	2%	1%	1%
None of the above	0%	0%	0%	0%





Back to home



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



75

1/3	Researchers N= 1963	Men N= 1235	Women N= 622
Does not have enough regulation or governance	39%	40%	39%
Unable to replace human creativity, judgment and/or empathy	39%	37%	42% м
Lack of accountability over the use of generative AI outputs	32%	30%	36% • м
Outputs are factually incorrect and/or non-sensical (hallucinations)	25%	26%	23%
Outputs can be discriminatory or biased	25%	23%	28%
Too dependent on outdated data and/or information	21%	22%	19%



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



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



2/3	Researchers N= 1963	Men N= 1235	Women N= 622	
The logic behind an output is not well described	20%	22%	w 15%	•
Risks homogenizing culture via its use of global models	17%	18%	17%	
Lack of relevant expertise within organisation	15%	16%	14%	
Lack of permission to use data or information AI tools are trained on	14%	14%	14%	
Generative AI inputs/prompts are not confidential	12%	11%	14%	М
Generative AI outputs are not confidential	10%	9%	11%	



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



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



77

3/3	Researchers N= 1963	Men N= 1235	Women N= 622
Requires a lot of computer processing power	8%	9% w	6% •
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%





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



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

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)



78





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



Questions: You mentioned that you had concerns, what do you think are the top 3 disadvantages of Al? Select: up to three 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 is their area of work for less than 10 years are more concerned about confidentiality of prompts (2/3)



2/3	Researchers N= 1963	Years ≤5 Active: N= 238	6-10 N= 349	11-35 N= 349	36+ N= 137	
The logic behind an output is not well described	20%	18%	19%	21%	22%	
Risks homogenizing culture via its use of global models	17%	15%	14%	19%	23%	6-10 ≤5
Lack of relevant expertise within organisation	15%	14%	11%	• 17%	6-10 14%	
Lack of permission to use data or information AI tools are trained on	14%	16%	11%	14%	11%	
Generative AI inputs/prompts are not confidential	12%	16%	³⁵ 6+ 16%	¹⁻³⁵ ₃₆₊ 9%	6%	•
Generative AI outputs are not confidential	10%	12%	10%	9%	7%	



🔵 🔴 🛛 Global

Questions: You mentioned that you had concerns, what do you think are the top 3 disadvantages of A12 Select: up to three Base: n= 1963

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 ≤5 Active: 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%	0 11-35
Don't know/ not sure	1%	1%	1%	1%	2%	
None of the above	0%	0%	0%	0%	1%	



Research

Back to home



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)

1/3	Researchers N= 1963	High Income N= 1056		Upper- Middle-Incor N= 643	ne	Lower- Middle-Inco N= 226	ome
Does not have enough regulation or governance	39%	40%	LM	41%	LM	33%	٠
Unable to replace human creativity, judgment and/or empathy	39%	35%	•	41%	н	48%	• HI UM
Lack of accountability over the use of generative Al outputs	32%	32%		32%		34%	
Outputs are factually incorrect and/or non-sensical (hallucinations)	25%	31%	UM UM	21%	e im	14%	•
Outputs can be discriminatory or biased	25%	30%	UM UM	20%	•	20%	٠
Too dependent on outdated data and/or information	21%	20%	LM	24%	 HI LM 	15%	•



81



e Global

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

Questions: You mentioned that you had concerns, what do you think are the top 3 disadvantages of AI?

Researchers in lower-middle-income countries are more likely to believe Al'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)



2/3	Researchers N= 1963	High Income N= 1056	Upper- Middle-Income N= 643	Lower- Middle-Income N= 226
The logic behind an output is not well described	20%	24%	M 17% •	15% 🔶
Risks homogenizing culture via its use of global models	17%	16%	21%	^H 12% •
Lack of relevant expertise within organisation	15%	13%	14%	22% • ^{HI} UM
Lack of permission to use data or information AI tools are trained on	14%	13%	14%	17%
Generative AI inputs/prompts are not confidential	12%	10%	15%	12%
Generative AI outputs are not confidential	10%	7%	12%	^н 14% • н





Global

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

Questions: You mentioned that you had concerns, what do you think are the top 3 disadvantages of AI?

Researchers in lower-middle-income countries are more likely to believe Al'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)

00
ELSEVIER

83

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
Generative AI discriminates against non-native English speakers	7%	6%	7%	7%
Other	2%	3% ^{UM}	1%	1%
Don't know/ not sure	1%	1%	1%	1%
None of the above	0%	0%	0%	0%



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

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

Select: up to three Base: n= 1963

Questions: You mentioned that you had concerns, what do you think are the top 3 disadvantages of AI?

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

% Not at all/At least to some extent	Researchers N= 2202	Asia Pacific N= 735	Europe N= 729	North America N= 335	South America N= 222	Middle East & Africa N= 161
Change the way students are taught and study in universities and medical schools	3% 97%	2% 98% _E	_U 5% 95%	4% 96%	3% 97%	3% 97%
Accelerate knowledge discovery	6% 94%	3% 97% ^E	u 9% 91%	9% 91% 🖕	5% 95%	EU 7% 93%
Rapidly increase the volume of scholarly and medica research	al 8% 92%	5% 95% e	u 12% 88%	13% 87%	7% 93%	EU 1% 99% EU NA SA
Provide cost savings to institutions and businesses	8% 92%	4% 96% e	u 13% 87%	13% 87% 🌖	6% 94%	EU 8% 92% EU NA
Increase your work efficiency	9% 91%	3% 97% ^E	^U A 14% 86%	18% 82%	8% 92%	EU 7% 93% EU NA
Increase your work quality	14% 86%	6% 94% N	u 23% 77%	NA 31% 69% 🕚	12% 88%	EU 8% 92%
Free your time for higher value work	15% 85%	7% 93% s	u AA 26% 74%	25% 75% 🕚	18% 82%	EU NA 90% NA SA
Increase your work consistency	19% 81%	9% 91% N	^{IA} 32% 68%	NA38% 62%	20% 80%	NA 11% 89% NA SA
Increase collaboration	26% 74%	12% 88% s	^{IA} 43% 57%	47% 53% ●	24% 76%	EU NA21% 79% NA
Research	Significantly higher Significantly higher ck to home	r/ lower than 😑 🛑 🤅	Global Scale: A g	AI will have on society and your wo great extent, some extent, not at al rst two letters e.g. AP = APAC)	rk, to what extent do you thini I, don't know/not sure (bottom	k over the next 2 to 5 years it will? box and top 2 box excl. don't know) Base: n= 2202

ELSEVIER

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



2/2 – Negative Impacts



Global





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 ...?

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

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= 2162

85

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

Researchers	USA	China	India	
IN= 2202	N= 288	N= 309	N= 100	
3% 97%	<mark>3%</mark> 97%	2% 98%	3% 97%	
6% 94%	10% 90%	• 1% 99%	● ^{IN} 5% 95%	
8% 92%	15% 85%	• 4% 96%	us 7% 93%	US
8% 92%	14% 86%	• 2% 98%	^{US} 5% 95%	US
9% 91%	18% 82%	• 1% 99%	US 7% 93%	US
14% 86%	30% 70%	4 % 96%	^{US} 4% 96%	US
15% 85%	26% 74%	5 % 95%	^{IN} 11% 89%	US
19% 8 1%	38% 62%	6 % 94%	^{IN} 86%	US
26% 74%	48% <mark>52%</mark>	6% 94%	^{US} 9% 91%	US
	N= 2202 3% 97% 6% 94% 8% 92% 8% 92% 9% 91% 14% 86% 15% 85% 19% 81%	N= 2202 N= 288 3% 97% 3% 97% 6% 94% 10% 90% 6% 94% 10% 90% 8% 92% 15% 85% 8% 92% 14% 86% 9% 91% 18% 82% 14% 86% 30% 70% 15% 85% 26% 74% 19% 81% 38% 62%	N= 2202 N= 288 N= 309 3% 97% 3% 97% 2% 98% 6% 94% 10% 90% 1% 99% 8% 92% 15% 85% 4% 96% 8% 92% 14% 86% 2% 98% 9% 91% 18% 82% 1% 99% 14% 86% 30% 70% 4% 96% 15% 85% 26% 74% 5% 95% 19% 81% 38% 62% 6% 94%	N= 2202 N= 288 N= 309 N= 100 3% 97% 3% 97% 2% 98% 3% 97% 6% 94% 10% 90% 1% 99% 1% 5% 95% 8% 92% 15% 85% 4% 96% .us 7% 93% 8% 92% 14% 86% 2% 98% .us 5% 95% 9% 91% 18% 82% 1% 99% .us 5% 95% 14% 86% 30% 70% 4% 96% .us 4% 96% 15% 85% 26% 74% 5% 95% .lb 11% 89% 19% 81% 38% 62% 6% 94% .us 14% 86%



Significantly higher/ lower than... Back to home Significantly higher than... 🔵 🔴 🛛 Global

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

% Not at all/At least to some extent	Researchers N= 2162	USA N= 286	China N= 299	India N= 97
Be used for misinformation	5% 95%	3% 97%	_{IN} 4% 96%	_{IN} 10% 90%
Cause critical errors or mishaps (e.g. accidents)	14% 86%	6% 94%	● ^{CH} 15% 85%	18% 82%
Erode human critical thinking skills	19% 81%	21% 79%	14% 86%	us16% 84%
Cause disruption to society (e.g. unemployment for large numbers of people)	20% 80%	23% 77%	18% 82%	18% 82%
Mean physicians become over reliant on AI to make clinical decisions	21% 79%		16% 84%	



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)

ELSEVIER

Base: n= 2162



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

Global

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



Back to home

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)



89

2/2 - Negative Impacts

% Not at all/At least to some extent	Total N= 2162	Men N= 1395	Women N= 650
Be used for misinformation	5% 95%	5% 95%	6% 94%
Cause critical errors or mishaps (e.g. accidents)	14% 86%	16% 84%	10% 90% • M
Erode human critical thinking skills	19% <mark>81%</mark>	19% <mark>8</mark> 81%	18% 82%
Cause disruption to society (e.g. unemployment for large numbers of people)	20% 80%	21% 79%	19% 81%





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)

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



Back to home

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





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)

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

Global

91



Base: n= 2162

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



92

% Not at all/At least to some extent	Researchers N= 2202	High Income N= 1124	Upper- Middle-Income N= 765	Lower- Middle-Income N= 263
Change the way students are taught and study in universities and medical schools	3% 97%	3% 97%	4% 96%	3% 97%
Accelerate knowledge discovery	6% 94%	7% 93%	4% 96%	ні 6% 94%
Rapidly increase the volume of scholarly and medical Researchers	8% 92%	9% 91%	7% 93%	ні 6% 94% ні
Provide cost savings to institutions and businesses	8% 92%	10% 90%	6% 94%	н 5% 95% н
Increase your work efficiency	9% 91%	12% <mark>88%</mark>	• 5% 95%	● HI 6% 94% ● HI
Increase your work quality	14% 86%	21% 79%	9% 91%	● ^{HI} 4% 96% ● ^{HI} um
Free your time for higher value work	15% 85%	21% 79%	• 10% 90%	• ^{HI} 10% 90% • ^{HI}
Increase your work consistency	19% 81%	27% 73%	12% 88%	• ^{HI} 12% 88% • ^{HI}
Increase collaboration	26% 74%	39% 61%	● 15% 85%	• ^{HI} 12% 88% • ^{HI}
	Questions: Thinking	about the impact AI will have of Scale: A great extent, s	n society and your work, to what some extent, not at all, don't know	t extent do you think over the next 2 to w/not sure (bottom box and top 2 box

Back to home Significantly higher / lower than...

🔵 🛑 🛛 Global

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

% Not at all/At least to some extent	Researchers N= 2162	High Income N= 1117	Upper- Middle-Income N= 745	Lower- Middle-Income N= 259
Be used for misinformation	5% 95%	4% 96%	● ^{UM} 5% 95%	_{LM} 10% 90% 🎈
Cause critical errors or mishaps (e.g. accidents)	14% 86%	11% 89%	● ^{UM} 16% 84%	17% 83%
Erode human critical thinking skills	19% 81%	20% 80%	18% 82%	15% 85% ^{HI}
Cause disruption to society (e.g. unemployment for large numbers of people)	20% 80%	22% 78%	20% 80%	15% 85% • UM



Significantly higher/ lower than... Significantly higher than... 🔵 🛑 🛛 Global

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

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= 2162

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



94

Researchers Asia Pacific North America South America Middle East & Africa Europe % Disagree/Agree N = 2210N = 718N= 737 N= 336 N = 226N= 161 to be informed whether the tools I use depend on 6% 81% 80% 81% 80% 5% 84% EU generative AI generative AI to always be paired with human 81% 81% 81% expertise (i.e. qualified people validate outputs) to be informed if the peer-review recommendations I EU NA receive about my manuscript utilized generative AI. 80% 81% AP 5% 8% 78% 75% even if alongside human oversight to be given a choice to turn off generative AI in the 81% AP 76% 6% 7% tools that I use generative AI will work well with non-text modalities 6% 72% 69% 16% 63% 70% 10% NA (i.e. chemical or biological compounds, chemical reactions, graphs, plans) most authors who use generative AI to create the 64% 14% 69% 71% NA 17% 62% 16% 70% content of a manuscript will not declare that they have generative AI dependent tools' results be based on 3% EU EU 68% 63% 59% 4% 5% 6% NA NA high quality 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/

Significantly higher/ lower than... Back to home

Research

🔵 🔴 🛛 Global

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

% Disagree/Agree	Resear N= 2210	chers	USA N= 288		China N= 301		India N= 96	
to be informed whether the tools I use depend on generative AI	6%	81%	7%	77%	3%	73% 💧	2%	90% • ^{CH} US
generative AI to always be paired with human expertise (i.e. qualified people validate outputs)	9%	81%	16%	74% 🔴	4%	78%	2%	95% OCH
to be informed if the peer-review recommendations I receive about my manuscript utilized generative AI, even if alongside human oversight	8%	78%	8%	80% CH	1 7%	71% 🍵	4%	82% сн
to be given a choice to turn off generative AI in the tools that I use	9%	76%	7%	78%	5%	73%	6%	82% ^{сн}
generative AI will work well with non-text modalities (i.e. chemical or biological compounds, chemical reactions, graphs, plans)	10%	72%	16%	63% 🖕	4%	78% o ^U	^s 6%	80% ^{us}
most authors who use generative AI to create the content of a manuscript will not declare that they have	14%	69%	17%	62% 🖕	14%	66%	11%	74%
generative AI dependent tools' results be based on high quality trusted sources only	6%	68%	8%	56%	3%	82%	^s 2%	87%



95

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)

Back to home Significantly higher / lower than...

🔵 🔴 🛛 Global

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

Base: n= 2210

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)



🔵 🔴 🛛 Global

Gender/Generation (indicated by first letter e.g. M= Men)

ELSEVIER

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



97



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)

Significantly higher/ lower than. Back to home Significantly higher than... e Global

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

% Disagree/Agree	Resea N= 2210	chers	High Income N= 1136		Upper- Middle- N= 759	Income	Lower- Middle-I N= 264	ncome
to be informed whether the tools I use depend on generative AI	6%	81%	8%	81%	4%	79%	3%	88% • HI UM
generative AI to always be paired with human expertise (i.e. qualified people validate outputs)	9%	81%	13%	78% 🖲	5%	80%	4%	90% • ^{HI} UM
to be informed if the peer-review recommendations I receive about my manuscript utilized generative AI, even if alongside human oversight	8%	78%	10%	78%	7%	76%	4%	81%
to be given a choice to turn off generative AI in the tools that I use	9%	76%	10%	75%	7%	76%	8%	79%
generative AI will work well with non-text modalities (i.e. chemical or biological compounds, chemical reactions, graphs, plans)	10%	72%	12%	69% 🎈	8%	74%	^{HI} 8%	76% ^{ні}
most authors who use generative AI to create the content of a manuscript will not declare that they have	14%	69%	14%	70%	16%	67%	10%	73%
generative AI dependent tools' results be based on high quality trusted sources only	6%	68%	8%	57% 🔴	4%	78% 🌒	^{HI} 3%	81% 🌒 ^{HI}

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)





98

ELSEVIEF

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



99



Significantly higher/ lower than ... Significantly higher than. Back to home

Global

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



Base: n= 2164

No impact/Strongly increase my trust	Researc N= 2164	hers	USA N= 283		China N= 300	-	India N= 97	
Training the model to be factually accurate, moral, and not harmful (safety)	8%	57%	9%	62%	6%	60%	6%	69% 🍵
Only using high-quality peer-reviewed content to train the model (quality model input)	7%	56%	8%	56%	9%	51%	3%	62% сн
Citing references by default (transparency)	8%	56%	6%	61%	7%	58%	5%	55%
Keeping the information input confidential (security)	13%	55%	17%	50%	9%	59%	^{US} 10%	69% • US
Abidance by any laws governing development and implementation (legality)	10%	52%	11%	54%	5%	57%	9%	57%
Training the model for high coherency outputs (quality model output)	8%	52%	11%	52%	6%	54%	2%	59%

Questions: To what extent, if at all, would the following factors increase your trust in tools that utilize generative AI?

Scale: Strongly increase my trust, slightly increase my trust, no impact on my level of trust, don't know / not applicable (bottom box and top box, excl. don't know)



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

🔵 🛑 🛛 Global

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



101

% No impact/Strongly increase my trust	Total N= 2164	Men N= 1397	Women N= 659	
Training the model to be factually accurate, moral, and not harmful (safety)	8% 57%	8% 56%	6% 62% •	м
Only using high-quality peer-reviewed content to train the model (quality model input)	7% 56%	7% 54%	8% 62% •	М
Citing references by default (transparency)	8% 56%	8% 55%	7% 59%	Μ
Keeping the information input confidential (security)	13% 55%	14% 52%	• 11% 60% •	м
Abidance by any laws governing development and implementation (legality)	10% 52%	11% <mark>4</mark> 9%	• 7% <mark>6</mark> 0% •	М
Training the model for high coherency outputs (quality model output)	8% 52%	8% 51%	8% 55%	

🔵 🛑 🛛 Global

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





Scale: Strongly increase my trust, slightly increase my trust, no impact on my level of trust, don't know / not applicable (b ottom box and top box, excl. don't know)

Significantly higher/ lower than ... Global

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

Base: n= 2164

Questions: To what extent, if at all, would the following factors increase your trust in tools that utilize generative AI?

102

ELSEVIER

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)



103

% No impact/Strongly increase my trust	Researchers N= 2164	High Income N= 1110	Upper- Middle-Income N= 748	Lower- Middle-Income N= 256
Training the model to be factually accurate, moral, and not harmful (safety)	8% 57%	8% 57%	8% 57%	6% 61%
Only using high-quality peer-reviewed content to train the model (quality model input)	7% 56%	8% 56%	9% 55%	3% 59%
Citing references by default (transparency)	8% 56%	8% 56%	8% 57%	7% 53%
Keeping the information input confidential (security)	13% 55%	15% 52%	12% 55%	8% 64% UM
Abidance by any laws governing development and implementation (legality)	10% 52%	11% 50%	9% 55%	^{HI} 8%
Training the model for high coherency outputs (quality model output)	8% 52%	9% 50%	9% 53%	3% 55%

Research



Significantly higher/ lower than... Back to home Significantly higher than... 🔵 🔴 🛛 Global

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

Base: n=2164

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)







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

Global

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

Questions: Which information areas about a tool's dependency on generative AI would most increase your comfort in using that tool? Select: up to three Base: n= 2284

ELSEVIER

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)





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

Global

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

Questions: Which information areas about a tool's dependency on generative AI would most increase your comfort in using that tool? Select: up to three Base: n= 2284

105

ELSEVIER

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)







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

Global

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

Questions: Which information areas about a tool's dependency on generative AI would most increase your comfort in using that tool? Select: up to three Base: n= 2284

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)





Research



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

Global

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

Questions: Which information areas about a tool's dependency on generative AI would most increase your comfort in using that tool? Select: up to three Base: n= 2284

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)







Significantly higher/lower than... Significantly higher than... Back to home Questions: Which information areas about a tool's dependency on generative AI would most increase your comfort in using that tool?

Gender/Generation (indicated by first letter e.g. M= Men)

Global

Select: up to three Base: n= 2284
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)



109





Questions: Which information areas about a tool's dependency on generative AI would most increase your comfort in using that tool?

🕽 🛑 Global

Back to home

Significantly higher/ lower than ...

Significantly higher than ...

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)





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

Global

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)

2/2	Researchers N= 2284	Years ≤5 Active: N= 277	6-10 N= 418	11-35 N= 418	36+ N= 167	
That actions have been taken to prevent unfair bias	29%	24%	32%	≤5 31%	≤5 30%	
That the real-world impact on people has been considered	27%	30%	6-10 23%	27%	29%	
That privacy is respected on outputs generated by the model	e 25%	25%	36+ 25%	³⁶⁺ 25%	³⁶⁺ 16%	•
Don't know / not sure	6%	4%	8%	≤5 5%	6%	
None of the above	2%	2%	1%	2%	3%	





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

Global



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)







Significantly higher/ lower than... Be Significantly higher than... e Global

Questions: Which information areas about a tool's dependency on generative AI would most increase your comfort in using that tool? Select: up to three

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

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)



2/2	Researchers N= 2284	High Income N= 1172	Upper- Middle-Income N= 787	Lower- Middle-Income N= 271
That actions have been taken to prevent unfair bias	29%	30%	28%	27%
That the real-world impact on people has been considered	27%	26%	27%	29%
That privacy is respected on outputs generated by the model	25%	22%	28% •	Н 29% ні
Don't know / not sure	6%	6%	6%	6%
None of the above	2%	2%	2%	2%

Research



Significantly higher/ lower than... Significantly higher than... e Global

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

Select Base

Questions: Which information areas about a tool's dependency on generative AI would most increase your comfort in using that tool?

Select: up to three Base: n= 2284 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 in highest, whereas in South America, integrated comes out on top





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



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





115



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



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

Questions: Would you prefer any generative AI functionality included in a product you use already to be ...? Select: only one Base: n= 2243

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



Research



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

Global

Questions: Would you prefer any generative AI functionality included in a product you use already to be ...? Select: only one Base: n= 2243

Gender/Generation (indicated by first letter e.g. M= Men)



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



117





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



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





118





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



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





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



121







5. Likelihood To Use an Al Assistant

Theme 5



Likelihood To Use an Al 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





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



Research



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





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)

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

Global

125

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





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)

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

Global



6. Al 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	Slide 129
agree or disagree with the following?	<u>Silde 123</u>



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



129



Questions: 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: 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)

Significantly higher/ lower than...

🔵 🛑 🛛 Global

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

Base: n= 2034

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

% Disagree/Agree	Researchers	USA N= 260		China N= 291	India N= 92
Elsevier is well positioned to develop generative AI tools	4% 74	% 7%	62%	1% 68%	• (89% ^{CH} US
I would trust tools developed by Elsevier that utilize generative Al	4% 74	% 8%	63% 🔴	1% 74%	us (91% us





Significantly higher than ...

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

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



131

% Disagree/Agree	Total N= 2034	Men N= 1318	Women N= 616
Elsevier is well positioned to develop generative AI tools	4% 74%	4% 73%	2% 79% 🔹 м
I would trust tools developed by Elsevier that utilize generative Al	4% 74%	4% 75%	4% 76%

Questions: 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: 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)

Back to home Significantly higher / lower than ...



Base: n= 2034

Gender/Generation (indicated by first letter e.g. M= Men)

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



Back to home Significantly higher than...

Significantly higher/ lower than ...



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

132

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

% Disagree/Agree	Researchers N= 2034	High Income N= 1007	Upper- Middle-Income N= 726	Lower- Middle-Income N= 252
Elsevier is well positioned to develop generative AI tools	4% 74%	7% 68% 🖕	2% 76% ⊦	II 1%
I would trust tools developed by Elsevier that utilize generative AI	4% 74%	8% 67% 🍵	1% 78% •	" 1% 89% ^{HI}

Back to home Significantly higher / lower than...



Base: n= 2034

ELSEVIER

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