

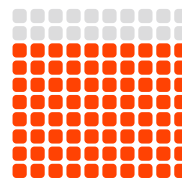


Insights: Academic leader attitudes toward AI

Generative artificial intelligence (GenAI) tools are evolving and being adopted at an unprecedented rate, offering the potential to transform how we work, consume information and innovate.

In this rapidly changing landscape, it is important to understand the views of academic leaders to ensure AI technologies positively impact research and scientific advancement. The **Insights 2024: Attitudes toward AI** report aims to understand the perspectives of nearly 3,000 individuals in research and healthcare. The findings shown here are based on the views of over 500 academic leaders from around the world who participated in the study. Responses of leaders working in research are also included in the main report.

AI will transform the research sector

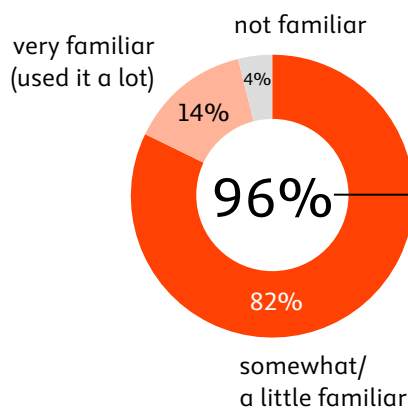


80%

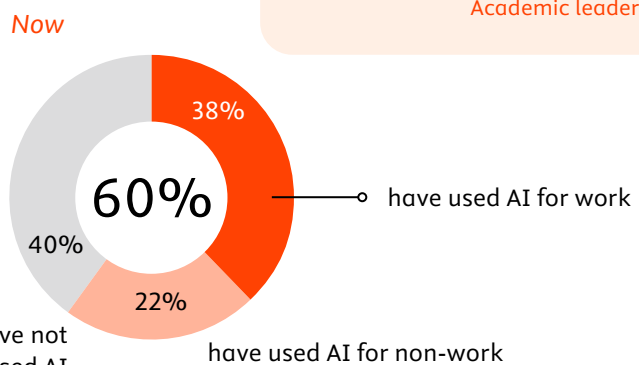
Believe AI (including GenAI) will have a transformative or significant impact on their area of work.

Awareness of AI is high but the proportion who have used it a lot is low

Familiarity with AI*



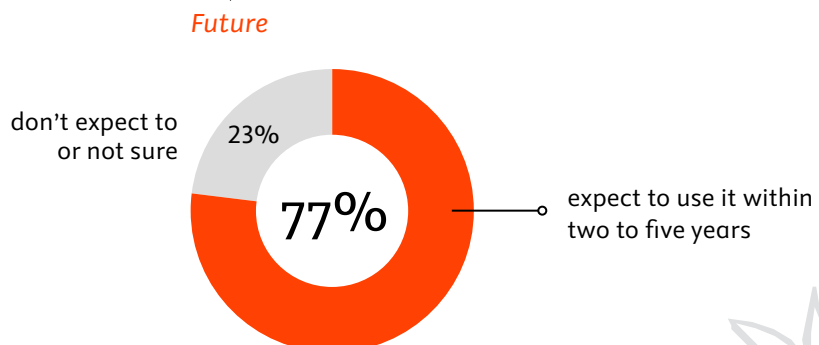
Usage of AI



"I believe that too many people are unaware of what is already available through AI and are not prepared to use it as well they should."

Academic leader (Ecuador)

Over half of those aware of AI have used it, and this will likely increase further, with over three quarters of those who have not yet used AI expecting to do so within the next two to five years.



*All other charts/statistics exclude the (4%) "not familiar" and who have never heard of AI.



AI is expected to bring many benefits

Academic leaders recognise AI's potential. Almost all respondents expect AI to have to some positive impact in key areas. They believe it will help...

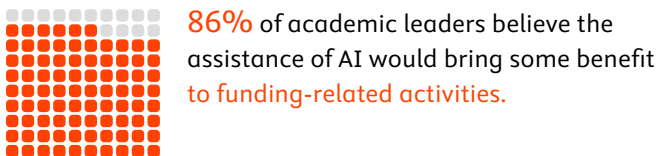
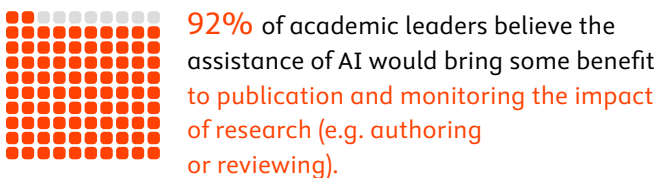
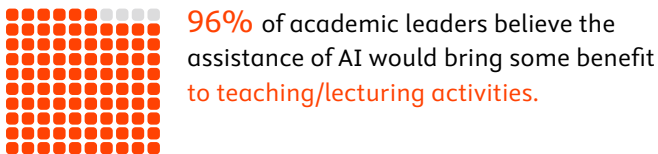


Multiple negative impacts are also expected

While they identify numerous benefits, these are balanced by concerns about potential drawbacks, including misinformation and causing errors. They believe it has the potential to...



AI is expected to benefit key activity areas



"AI is an interesting tool, however it must be governed with quality parameters, ethics and legal certainty."

Academic leader (Ecuador)

Transparency and quality resources are key

Academic leaders expect tools to be based on high quality, trusted content and want transparency about the use of generative AI.

