

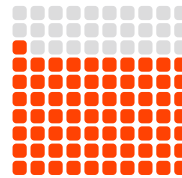


Insights: Corporate researcher attitudes toward AI

Generative artificial intelligence (GenAI) tools are evolving and being adopted at an unprecedented rate, offering the potential to transform how we work, consume information, innovate. In this rapidly changing landscape, it is important to understand the views of corporate researchers 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 a subset of 295 corporate researchers from around the world.

AI will transform the corporate research sector

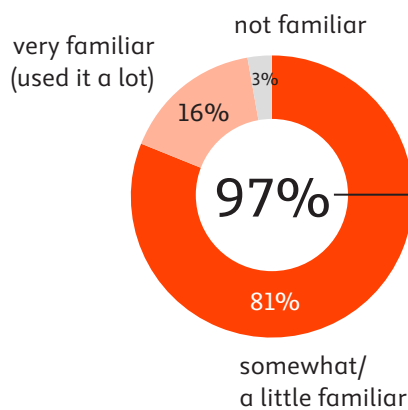


71%

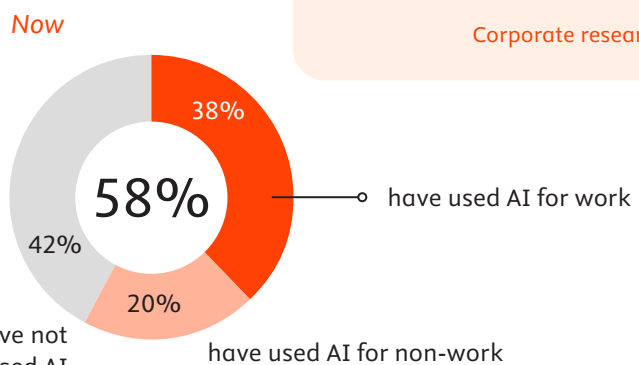
Believe AI (including GenAI) will have a transformative or significant impact on their area of work.

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

Familiarity with AI*



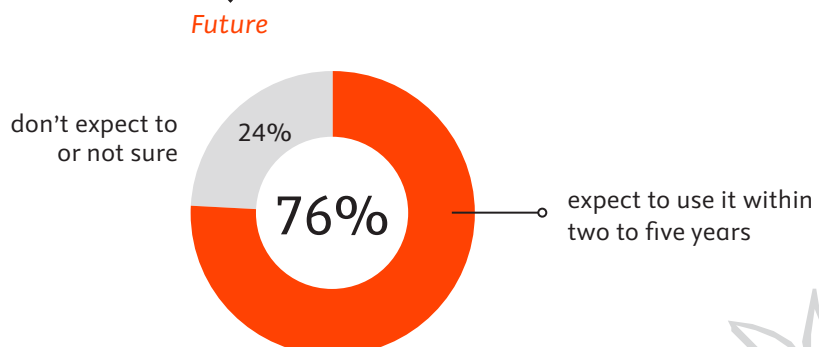
Usage of AI



"I really enjoy using AI, especially for writing code. The company for which I work will be implementing some generative AI tools in the future for materials chemistry research."

Corporate researcher (USA)

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

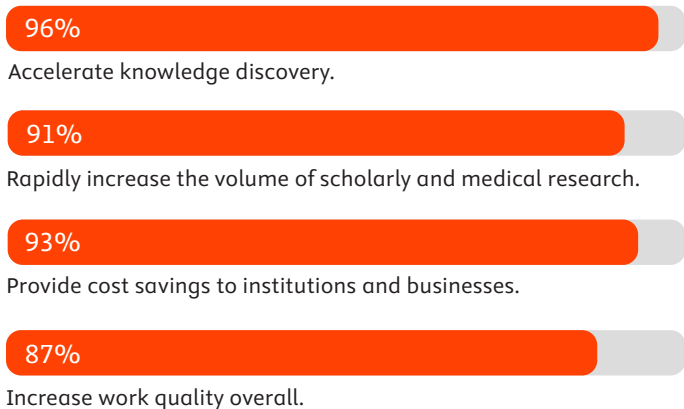


*All other charts/statistics exclude the (3%) not familiar and who have never heard of AI.



AI is expected to bring many benefits

Corporate researchers 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...



Likelihood to use a reliable and secure AI assistant is high

98% of corporate researchers who believe AI can bring benefit when using scientific content are likely to use such an assistant to generate a synthesis of research articles in a specific area.

93% of corporate researchers who believe AI can bring benefit when completing research related activities are likely to use such an assistant to review prior studies, identify gaps in knowledge and generate a new research hypothesis for testing.

"Large, unbiased data sets are vital for bringing true value from artificial intelligence or generative artificial intelligence."

Corporate researcher (USA)

"Artificial intelligence confronts us face to face – an undeniable reality. It is crucial to educate ourselves about its benefits and pitfalls. Above all, we must be aware that ethics and morality precede all the advantages."

Corporate researcher (Slovenia)

Transparency and quality resources are key

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

