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New poll shows concerns over artificial intelligence



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New poll shows concerns over artificial intelligence

Matthew Fazelpoor (<https://njbiz.com/author/mfazelpoor/>) //  mailto:?subject=New poll
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Stockton University is out with a new poll that finds New Jerseyans expressing concern over the increased use of artificial intelligence. Beyond that, a majority say they want oversight (<https://njbiz.com/murphy-outlines-additional-ai-policy-points-to-empower-public-workers/>) regarding emerging AI technology.

The William J. Hughes Center for Public Policy at Stockton University conducted the poll of 606 New Jersey residents from Feb. 20 to March 4.

According to the findings, 36% of New Jerseyans think the increased use of AI will make their lives worse versus 25% who say it will make their lives better. Twenty-six percent said it will have no impact and 12% were not sure.

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Meanwhile, 56% said they have heard a lot about AI versus 36% who have heard a little. Just 8% say they have not heard anything.

The poll found that a lot of feelings around AI pertain to its usage: 45% and 44%, respectively, supported home devices and facial recognition as positive uses of AI.

However, many have a negative view of using AI to generate fake images or videos (71%), of companies using personal data to customize the content users see online (71%), or using AI in hiring decisions (76%).

Of those who feel AI will make their lives worse

24% cited privacy concerns, followed by 19% who referenced job loss, and 17% who feared the spread of misinformation.

For those who feel AI will make their lives better

58% cited convenience or making tasks easier/faster, followed by 13% who said it will make their jobs easier. Meanwhile, 5% pointed to both learning and the potential for making medical or diagnostic advancements.

On trusting that AI will be used ethically and responsibly

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44% said they have very little trust and 35% had no trust. That's versus 16% who have some trust and 2% who have a lot of trust.

“Artificial intelligence is already ingrained in many aspects of daily life, but people are feeling uneasy about some of the ways it’s being used,” said Alyssa Maurice, Hughes Center interim director. “Technology continues to outpace policy and AI is no exception. The poll shows residents want those regulatory guardrails in place.”

STOCKTON UNIVERSITY POLL:

Debating artificial intelligence

Among New Jersey adults, the percentage who think the following is a positive or negative use of AI or have no opinion

	Positive	Negative	No opinion
Using a smart home device	45%	22%	26%
Using AI to do research, answer questions or simulate human conversation	33%	40%	21%
Using AI to generate realistic fake images or videos	9%	71%	15%
Facial recognition technology	44%	33%	17%
Companies using your data to customize the content you see online	12%	71%	13%
Companies using AI chatbots to answer questions or provide customer service	33%	47%	17%
Using AI for hiring decisions	9%	76%	11%
Self-driving cars	19%	66%	12%

SOURCE: William J. Hughes Center for Public Policy, Stockton University

The full poll results are available here (<https://stockton.edu/hughes-center/polling/polling-results-2024.html>).