National Centre for Social Research

NatCen Opinion Panel November 2024

Technical information

Prepared for: The Alan Turing Institute and the Ada Lovelace Institute

DECEMBER 2024

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Contents

Introduction

In November 2024, the NatCen Opinion Panel conducted a survey amongst its panel members on behalf of The Ada Lovelace Institute and Alan Turing Institute (Ada-Turing) to collect data on public attitudes to artificial intelligence (AI).

This document outlines some of the technical information related to the survey and associated dataset, including what data are included, questionnaire wording, the sample design, fieldwork approach, and information on the weighting approach.

If you have any questions about the data, or the information in this document, please get in touch at panel.info@natcen.ac.uk.

Key figures

Fieldwork dates	25/10/2024 – 24/11/2024
Total complete interviews	3,513
Web interviews	3,291
Telephone interviews	222
Survey response rate	62%

1. Survey dataset

This section summarises the information included in the survey dataset.

1.1 Sampling and weighting information

Sampling information

The sample design for the British Social Attitudes Survey (BSA) and Life in Northern Ireland survey (LNI) (and therefore the NatCen Opinion Panel which is recruited via the BSA and LNI surveys) involves stratification and clustering. These design features affect standard errors and should therefore be taken into account in analysis.

Variables are provided to allow for this:

- Panel_PSU indicates the Primary Sampling Unit from which the panellist was recruited in their recruitment survey
- Panel_Strata indicates the sampling stratum from which the panellist was selected. Each code indicates a different region

Non-response weight

Survey estimates from random probability samples are affected by non-response; if this is not addressed it can cause estimates to be biased. To ensure the achieved sample of respondents is representative of the population, a set of non-response weights has been computed to account for non-response to the recruitment surveys, refusal to the join the panel, and non-response in the survey of panel members itself.

The weighting variable for this dataset is **Nov24_Weight.**

1.2 Survey paradata

Two pieces of survey paradata are included in the survey dataset:

- **Nov24_IntDate** gives the date on which the survey was completed;
- **Nov24_IntMode** gives the mode in which the survey was completed (online or on the telephone).

1.3 Questionnaire data

The datasets include all substantive questions carried by the survey and funded by Ada-Turing**.** The questionnaire content is shown in Section 4, indicating variable names.

1.4 Fed-forward data

Because NatCen Opinion Panel members are interviewed regularly, we possess a wealth of background information on our panellists which can be used in analysis. These variables are indicated with the preface ‘Cur_’. All data will have been updated in the last six months, with the exception of relatively ‘static’ variables such as ethnicity or sex.

The following variables are included in this dataset as standard:

- Latest sex
- Latest age category (grouped) (DV)

- Latest highest educational qualification achieved
- Latest class identity
- Latest tenure (grouped)
- Latest main economic activity (grouped)
- Latest NS-SEC analytic class (DV)
- Latest subjective income
- Latest household income (2021) (grouped)
- Latest household income – equivalised (2021) (grouped) (DV)
- Latest number of people in household (grouped) (DV)
- Latest household type (DV)
- Latest relationship status (grouped)
- Latest whether respondent has any children (0-18) in the household (DV)
- Latest urban/rural indicator 2011 (England & Wales) (grouped) (DV)
- Latest urban/rural indicator 2011 (Scotland) (grouped) (DV)
- Latest urban/rural indicator 2011 (Northern Ireland) (grouped) (DV)
- Latest government office region (DV)
- Latest political party identification (grouped) (DV)
- Latest ethnic group (grouped) (DV)
- Latest frequency of internet use (grouped)
- Latest disability status (DV)

In addition we have included a number of additional variables taken from participants' BSA recruitment surveys[1] (available for those recruited from BSA only):

- FF_Leftrigh – Left-right scale (Redistrb to Indust4)
- FF_Redistrb - Government should redistribute income from the better-off to those who are less well off
- FF_BigBusnN - Big business benefits owners at the expense of workers
- FF_Wealth - Ordinary working people do not get their fair share of the nation's wealth
- FF_Richlaw - There is one law for the rich and one for the poor
- FF_Indust4 - Management will always try to get the better of employees if it gets the chance
- FF_Libauth - Libertarian-authoritarian scale (TradVals to censor)
- FF_Tradvals - Young people today don't have enough respect for traditional British values
- FF_StifSent - People who break the law should be given stiffer sentences
- FF_DeathApp - For some crimes, the death penalty is the most appropriate sentence
- FF_Obey - Schools should teach children to obey authority
- FF_WrongLaw - The law should always be obeyed, even if a particular law is wrong
- FF_Censor- Censorship of films and magazines is necessary to uphold moral standards
- FF_Welfare2- Welfarism scale (welfhelp to proudwlf)
- FF_Unempjob - Around here, most unemployed people could find a job if they really wanted one
- FF_SocHelp - Many people who get social security don't really deserve any help
- FF_DoleFidl - Most people on the dole are fiddling in one way or another
- FF_WelfFeet - If welfare benefits weren't so generous, people would learn to stand on their own two feet
- FF_Welfhelp - The welfare state encourages people to stop helping each other
- FF_Morewelf - The government should spend more money on welfare benefits for the poor, even if it leads to higher taxes
- FF_Damlives - Cutting welfare benefits would damage too many people's lives FF_proudwlf - The creation of the welfare state is one of Britain's proudest achievements

[1] You can find out more information about the BSA questionnaire and derived variables here: bsa.natcen.ac.uk

- FF_NHSSat - How satisfied or dissatisfied are you with the way the National Health Service runs nowadays?
- FF_politics - How much interest do you have in politics?

1.5 Layout experiment variable

- We have included the variable 'Nov24SampSplit1' which was used to assign participants to either the standard layout or to the experimental layout.

Experimental Layout Specifications

- Clear heading of the topic in bold. This is an addition vs. 'standard' layout/question. Note: it is the only text difference!
- Concise introductory paragraph.
- Key definitions in bold and highlighted with an accent colour (colour: R128 G0 B128 |(**PURPLE**)
- Bullet points to break up and clarify examples. Full stop at the end of each bullet point.

Criteria

- IF Nov24SampSplit1=1 THEN Standard Layout
- IF Nov24SampSplit1=2 THEN Experimental Layout

2. Sampling and fieldwork

2.1 Panel recruitment and sampling

Recruitment surveys

The NatCen Opinion Panel is based on a random probability design, with panel members originally selected at random and considerable effort put in to maximise participation to minimise the risk of bias.

Panel members in Great Britain were recruited from the British Social Attitudes survey (BSA) which interviews people aged 18 and over across Britain (south of the Caledonian canal). The BSA is a high-quality, random probability survey: addresses are selected at random, and considerable effort is expended to achieve an interview. For BSA 2015 to 2019 fieldwork was conducted face-to-face, with individuals selected at random. However, initially in response to the COVID-19 pandemic, from 2020 BSA has been conducted using a 'push-to-web' methodology, with up to two adults in a household asked to take part and encouraged to take part online (with an opt-in telephone option also available)[2].

Panel members in Northern Ireland were recruited from the Life in Northern Ireland Survey (LNI) which interviewed people aged 18 and over in Northern Ireland in 2023. Like the BSA from 2020, the LNI is a random probability survey, conducted using a 'push-to-web' methodology, with up to two participants in a household allowed to take part and encouraged to take part online (with an opt-in telephone option also available).

Those interviewed as part of the BSA and LNI were asked if they would like to join the Panel at the end of their interview.

Sampling

For this survey, all panel members recruited from BSA 2015 onwards and LNI, who had not subsequently left the panel or become 'inactive', were eligible to be invited. Of these, a random sub-sample of 5,650 cases was selected, maintaining the probability-based design. Selection probabilities were adjusted by sampling in proportion to weights reflecting the extent to which panel members characteristics (age, sex, region, household structure, income, education, economic activity, ethnicity, tenure, social class, interest in politics and party support) were over- or under- represented in the eligible panel. The procedure improves representativeness of the issued sample as far as possible. Separate samples were taken from BSA and LNI and each was stratified by the variables used in weighting (see below).

For this study, we were interested in exploring in more depth the views and experiences of people in the following groups: low digital skills, (relatively) difficult financial circumstances, Black or Asian ethnicity. To increase the achieved number of interviews with people in these groups, their probabilities of selection were increased by scaling the weights used in sampling (as described above).

The low digital skills group comprised people with no internet access, those who report using the internet less than once a week and those who use it weekly but either take part in more surveys over

[2] More details of the BSA sampling approach can be found here: bsa.natcen.ac.uk

the phone than online or had not provided us with an email address. Difficult financial circumstances was defined either by falling into the lowest quintile of equivalised household income or being in the *second* lowest quintile whilst also having previously reported finding things 'quite' or 'very' difficult financially.

A census was taken for two of the four groups: Black ethnicity and people with low digital skills, whilst the other two groups, Asian ethnicity and those in (relatively) difficult financial circumstances, were over-sampled to achieve minimum targets.

2.2 Fieldwork

Fieldwork design

Fieldwork followed a sequential mixed-mode design. Panel members were initially invited to participate in the research online, and sent multiple reminders by post, email and/or text message. If they had not completed the interview after two weeks (and if telephone numbers were available), they were then contacted by NatCen's Telephone Unit to encourage online completion or offer an interview over the phone. In this way we were able to include those who are unable or unwilling to complete online. A £10 Love2Shop voucher was sent as a 'thank you' to those who participated.
The fieldwork period lasted for one month. Although most participants completed within the first week, this ensured that everybody had the opportunity to take part, and not only those that are 'readily' available. Web fieldwork ran from 25th October to 24th November and telephone fieldwork ran from 31st October to 24th November.

To improve sample quality, fieldwork resources were balanced away from those who are typically over-represented in the sample and that take part regularly and targeted at those who are under-represented in the sample and take part less regularly.

Response rates

Response rates are a simple indicator of quality for probability-based surveys and are provided in the below table for different parts of the sample. This survey achieved a 62% response rate overall among those panellists invited to participate[3].

Survey response

	BSA 20-23	BSA 15-19	LNI 23
Response to the survey			
Issued	3953	1397	300
Deadwood	3	3	0
Achieved	2,405	951	157
Survey response rate	61%	68%	52%

[3] This response rate does not account for non-response as a result of people not taking part in the recruitment survey, not joining the panel, or attriting from the panel. However, since much of this bias is mitigated through our weighted sampling approach, we believe that this response rate is a better indication of the risk of bias

3. Weighting

Non-response to NatCen Opinion Panel surveys can occur at various points: the recruitment survey, the invitation to join the panel (at the end of the recruitment interview), subsequent attrition from the Panel, and the survey of panel members itself. The recruitment surveys are already weighted to adjust for non-response, and we compute further weights to adjust for non-response at the subsequent stages. The final weight is the product of these weights. This multi-stage approach is ideal because the correlates of non-response can be different at each stage.

These are the three weights we have computed:

1. **Recruitment survey weight:** The weights from the recruitment surveys followed similar designs: selection weights to adjust for uneven selection probabilities; non-response weights computed via logistic regression models of response (at address level) to adjust for differential non-response; calibration to population estimates.[4]

2. **Sampling weight:** this weight adjusts for selection probabilities used in the sampling process and all non-response/attrition that occurs after the recruitment surveys but prior to sampling.

   First, a logistic regression model was created to derive non-response weights to adjust for non-response that occurred prior to sampling i.e. at the panel recruitment stage plus any subsequent attrition. The following variables were used as predictors in the model: age and sex groups, region, household type, household income, education level, ethnicity, tenure, social class group, economic activity, political party identification, and interest in politics. The non-response weight was the inverse of the probability of joining/remaining in the panel.

   As described above, a random subsample of panel members was selected for this survey, with boosts applied for some populations. Weights were used to adjust the probabilities of selection, therefore a “sample selection” weight was computed to account for these differential selection probabilities (equal to the inverse of the probability of being selected for the sample). The final “sampling weight” is the product of the recruitment survey weight, the panel non-response weight and the sample selection weight.

3. **Survey weight:** this weight is used to adjust for non-response to this panel survey.

   A logistic regression model was used to estimate the probability of response for each panellist issued to the survey. The panel survey weight was equal to the inverse of the probabilities of response. This weight adjusts for non-response using the same variables as used for the panel recruitment weight above i.e. age and sex groups, region, household type etc.

   Two different models were used for the BSA respondents, one for BSA15-19 (the BSA face-to-face surveys) and one for BSA20-23 (the BSA push to web surveys). Another model was used for LNI respondents with predictors equivalent to those used in the BSA models. In each case, the resulting survey weight was multiplied by the sampling weight to create the final set of weights. The weights for LNI and BSA respondents were scaled before they were combined so that the proportion of respondents from NI and GB respectively is in line with the UK population.

[4] More details on the BSA weight can be found at bsa.natcen.ac.uk/

4. Questionnaire specification

Attitudes to AI

Confidence with digital technologies

{ASK ALL}
DigAccess
Do you currently have access to a **smartphone** that supports mobile data services and allows you to go on the internet?

INTERVIEWER: READ OUT AND CHECK IF PHONE HAS ACTIVE DATA PLAN

1. Yes, I have access to a smartphone that supports mobile data, and it has an active mobile data plan
2. Yes, I have access to a smartphone that supports mobile data, but it does not have an active mobile data plan
3. No, I don't have access to a smartphone that supports mobile data services

{ASK ALL}
DigSkills [MULTICODE; RANDOMISE 1..11)
In terms of your digital knowledge, which of the following tasks could you do if asked?

INTERVIEWER: READ OUT

1. Use a search engine (e.g., Google) to look for information online
2. Find a website I have visited before
3. Download or save a photo I found online
4. Send a personal message via email or online messaging service
5. Carefully make comments and share information online
6. Buy items or services from a website
7. Buy and install apps on a device
8. Verify sources of information I found online
9. Solve a problem with a device/digital service using online help
10. Complete online application forms which include personal details
11. Create something new from existing images, music or video

12. None of the above

{ASK IF SampSplit1=1}
IntroAI
Each of the technologies explored in this questionnaire involves the use of artificial intelligence (AI) to varying degrees.

What is artificial intelligence (AI)?</b>

Artificial intelligence (AI) is a term that describes the use of computers and digital technology to perform complex tasks commonly thought to require human reasoning and logic. AI systems typically analyse large amounts of data to draw insights or patterns and achieve specific goals. They can sometimes take actions autonomously, that is without human direction. These systems can also be used to generate content like text, images, music or videos

{ASK IF SampSplit1=2}
IntroAI2
Each of the technologies explored in this questionnaire involves the use of artificial intelligence (AI) to varying degrees.

What is artificial intelligence (AI)?

Artificial intelligence (AI) is a term that describes **the use of computers and digital technology to perform complex tasks commonly thought to require human reasoning and logic****.**

- AI systems typically analyse large amounts of data to draw insights or patters and achieve specific goals.
- They can sometimes take actions autonomously, that is without human direction.
- These systems can also be used to generate content like text, images, music or videos.

{ASK ALL}
TechSocA
We'd now like you to think about the i**mpact** of new technologies on society.

On the whole how would you rate the speed at which new technologies are affecting society?

{IF WEB: "Answer on" IF TEL "On"} a scale from 0 to 10 where 0 means new technologies are changing society too quickly and 10 means they are changing society at a good pace.

INTERVIEWER: READ OUT

0. Are changing society too quickly
1.
2.
3.
4.
5.
6.
7.
8.
9.
10. Are changing society at a good pace

{ASK ALL}
TechSocB
On the whole, how would you rate the **effect** of new technologies on society?

{IF WEB: "Answer on" IF TEL "On"} a scale from 0 to 10 where 0 means new technologies are making society worse and 10 means they are making society better.

INTERVIEWER: READ OUT

0. Are making society worse
1.
2.
3.
4.
5.
6.
7.
8.
9.
10. Are making society better

Facial Recognition Technologies in Policing

{ASK IF SampSplit1=1}
IntroFR
Face recognition technologies are AI technologies that can compare and match human faces from digital images or videos against those stored elsewhere. The technology works by first being trained on many images and learning to pick out distinctive details about people's faces. These details, such as distance between the eyes or shape of the chin are converted into a face-print, similar to a fingerprint.

Some police forces in Britain and elsewhere use this technology to compare video footage from CCTV cameras against face databases of people of interest such as criminal suspects, missing persons, victims of crime or possible witnesses.

{ASK IF SampSplit1=2}
IntroFR2

Face Recognition Technologies in Policing and Surveillance

Face recognition technologies are AI technologies that **can compare and match human faces from digital images or videos against those stored elsewhere**.

- The technology works by first being trained on many images and learning to pick out distinctive details about people's faces.
- These details, such as distance between the eyes or shape of the chin, are converted into a face-print, similar to a fingerprint.
- Some police forces in Britain and elsewhere use this technology to compare video footage from CCTV cameras against face databases of people of interest such as criminal suspects, missing persons, victims of crime or possible witnesses.

{ASK ALL}
HeardFR
Before today, had you heard of the use of **face recognition technology** in policing and surveillance?
INTERVIEWER: READ OUT

1. Yes
2. No
3. Not sure

{ASK ALL}
BenFR

To what extent do you think that the use of **face recognition technology** in policing and surveillance will be beneficial?

INTERVIEWER: READ OUT

1. Very beneficial
2. Fairly beneficial
3. Not very beneficial
4. Not at all beneficial

5. Don't know

{ASK ALL}
BenFRWhich [MULTICODE, RANDOMISE 1..5]
Which of the following, if any, are ways that you think the use of **face recognition technology** in policing and surveillance will be beneficial?

The technology will…

INTERVIEWER: READ OUT

1. Make it faster and easier to identify wanted criminals and missing persons
2. Be more accurate than the police at identifying wanted criminals and missing persons
3. Be less likely than the police to discriminate against some groups of people in society when identifying criminal suspects
4. Save money usually spent on human resources
5. Make personal information more safe and secure
6. Something else (please specify) [OPEN] [FIXED]

7. None of these [FIXED] [IF TEL: "DO NOT READ OUT"]
8. Don't know [FIXED] [IF TEL "DO NOT READ OUT"]

{ASK ALL}
ConFR
To what extent are you concerned about the use of **face recognition technology** in policing and surveillance?

INTERVIEWER: READ OUT

1. Very concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned

5. Don't know

{ASK ALL}
ConFRWhich [MULTICODE; RANDOMISE 1..9]
Which of the following, if any, are concerns that you have about the use of **face recognition technology** in policing and surveillance?

INTERVIEWER: READ OUT

1. Cause delays in identifying wanted criminals and missing persons
2. Be less accurate than the police at identifying wanted criminals and missing persons

3. Be more likely than the police to discriminate against some groups of people in society
4. Lead to innocent people being wrongly accused if it makes a mistake
5. Make it difficult to determine who is responsible if a mistake is made
6. Gather personal information which could be shared with third parties
7. Make personal information less safe and secure
8. Lead to job cuts (for example, for trained police officers and staff)
9. Cause the police to rely too heavily on it rather than their professional judgments
10. Something else (please specify) [OPEN] [FIXED]

11. None of these [FIXED] [IF TEL “DO NOT READ OUT”]
12. Don’t know [FIXED] [IF TEL “DO NOT READ OUT”]

Technologies that calculate Eligibility for Welfare

{ASK IFSampSplit1=1}
IntroWelfare
Some organisations use AI technologies to help them decide whether someone is eligible for the programmes or services they offer. These AI technologies draw on data from previous eligibility decisions to assess the eligibility of a new applicant. The recommendations of the technology are then used by the organisation to make the decision.

AI technologies that assess eligibility are sometimes used to determine a person’s eligibility for welfare benefits such as Universal Credit, Jobseeker’s Allowance or Disability Living Allowance. AI technologies are trained on lots of data about previous applicants for similar benefits such as their employment history and disability status, learning patterns about which features are associated with particular decisions. Many applications will only be considered for the benefit once the computer has marked them as eligible.

{ASK IF SampSplit1=2}
IntroWelfare2

Technologies that Assess Eligibility for Welfare

Some organisations use AI technologies to help **them decide whether someone is eligible for the programmes or services they offer**. These AI technologies draw on data from previous eligibility decisions to assess the eligibility of a new applicant. The recommendations of the technology are then used by the organisation to make the decision.

- The AI technologies are sometimes used to determine a person's eligibility for welfare benefits such as Universal Credit, Jobseeker's Allowance or Disability Living Allowance.
- They are trained on lots of data about previous applicants for similar benefits such as their employment history and disability status, learning patterns about which features are associated with particular decisions.
- Many applications will only be considered for the benefit once the computer has marked them as eligible.

{ASK ALL}

HeardWB
Before today, had you heard of the use of **AI technologies for assessing eligibility** for welfare benefits?

INTERVIEWER: READ OUT

1. Yes
2. No
3. Not sure

{ASK ALL}
BenWB
To what extent do you think that the use of **AI technologies for assessing eligibility**for welfare benefits will be beneficial?

INTERVIEWER: READ OUT

1. Very beneficial
2. Fairly beneficial
3. Not very beneficial
4. Not at all beneficial

5. Don’t know

{ASK ALL}
BenWBWhich [MULTICODE; RANDOMISE 1..6]
Which of the following, if any, are ways that you think the use of **AI technologies for assessing eligibility**for welfare benefits will be beneficial?

The technology will…

INTERVIEWER: READ OUT

1. Be faster than welfare officers at determining eligibility for benefits
2. Be more accurate than welfare officers at determining eligibility for welfare benefits
3. Be less likely than welfare officers to discriminate against some groups of people in society
4. Save money usually spent on human resources
5. Make personal information more safe and secure
6. Reduce human error in determining eligibility for benefits
7. Something else (please specify) [OPEN] [FIXED]

8. None of these [FIXED] [IF TEL “DO NOT READ OUT”]
9. Don’t know [FIXED] [IF TEL “DO NOT READ OUT”]

{ASK ALL}
ConWB
To what extent are you concerned about the use of AI technologies for assessing eligibilityfor welfare benefits?

INTERVIEWER: READ OUT

1. Very concerned
2. Somewhat concerned

3. Not very concerned
4. Not at all concerned

5. Don’t know

{ASK ALL}
ConWBWhich [MULTICODE; RANDOMISE 1..10]
Which of the following, if any, are concerns that you have about the use of AI technologies for assessing eligibility for welfare benefits?

The technology will…

INTERVIEWER: READ OUT

1. Cause delays to allocating welfare benefits
2. Be less accurate than welfare officers at determining eligibility for welfare benefits
3. Be more likely than welfare officers to discriminate against some groups of people in society
4. Make it difficult to understand how decisions about allocating welfare benefits are reached
5. Make it difficult to determine who is responsible if there is a mistake
6. Gather personal information which could be shared with third parties
7. Make personal information less safe and secure
8. Lead to job cuts (for example, for trained welfare officers)
9. Cause welfare officers to rely too heavily on it rather than their professional judgements
10. Be less able than welfare officers to take account of individual circumstances
11. Something else (please specify) [OPEN] [FIXED]

12. None of these [FIXED] [IF TEL “DO NOT READ OUT”]
13. Don’t know [FIXED] [IF TEL “DO NOT READ OUT”]

Technologies that Predict Risk – GENERAL INTRO

{ASK IFSampSplit1=1}
IntroRisk
AI technologies may be used by organisations to predict the risk of something happening. When predicting the risk, AI technologies draw on a wide range of data about the outcomes of many people to calculate the risk for an individual. The recommendations these technologies make are then used by organisations to make decisions**.**

{ASK IF SampSplit1=2}
IntroRisk2

Technologies that Predict Risk

AI technologies may be used by organisations to **predict the risk of something happening**.

- When predicting the risk, AI technologies draw on a wide range of data about the outcomes of many people to calculate the risk for an individual.
- The recommendations these technologies make are then used by organisations to make decisions.

Technologies that Predict the Risk of Cancers

{ASK IFSampSplit1=1}
IntroCancer
One use of AI technologies for calculating risk is for assessing a medical scan to identify a person's risk of developing some types of cancer. AI technologies are trained on many scans from past patients, learning patterns about which features are associated with particular diagnoses and health outcomes. The technology can then give a doctor a prediction of the likelihood that a new patient will develop a particular cancer based on their scan.

{ASK IF SampSplit1=2}
IntroCancer2

Technologies that Predict the Risk of Developing Cancer

One use of AI technologies for calculating risk is for **assessing a medical scan to identify a person's risk of developing some types of cancer**.

- AI technologies are trained on many scans from past patients, learning patterns about which features are associated with particular diagnoses and health outcomes.
- The technology can then give a doctor a prediction of the likelihood that a new patient will develop a particular cancer based on their scan.

{ASK ALL}
HeardCancer
Before today, had you heard of the use of **AI technologies that predict the risk** of developing cancer?

INTERVIEWER: READ OUT

1. Yes
2. No
3. Not sure

{ASK ALL}
BenCancer
To what extent do you think that the use of **AI technologies to predict the risk** of developing cancer will be beneficial?

INTERVIEWER: READ OUT

1. Very beneficial
2. Fairly beneficial
3. Not very beneficial
4. Not at all beneficial

5. Don’t know

{ASK ALL}
BenCancerWhich [MULTICODE; RANDOMISE 1..5]
Which of the following, if any, are ways you think the use of **AI technologies that predict the risk**of developing cancer will be beneficial?

The technology will …

INTERVIEWER: READ OUT

1. Enable earlier detection of cancer, allowing earlier monitoring or treatment
2. Be more accurate than a doctor at predicting the risk of developing cancer
3. Reduce discrimination in healthcare
4. Reduce human error in predicting risk of developing cancer
5. Make personal information more safe and secure
6. Something else (please specify) [OPEN] [FIXED]

7. None of these [FIXED] [IF TEL “DO NOT READ OUT”]
8. Don’t know [FIXED] [IF TEL “DO NOT READ OUT”]

{ASK ALL}
ConCancer
To what extent are you concerned about the use of **AI technologies that predict the risk** of developing cancer?

INTERVIEWER: READ OUT

1. Very concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned

5. Don’t know

{ASK ALL}
ConCancerWhich [MULTICODE; RANDOMISE 1..8]
Which of the following, if any, are concerns that you have about the use of **AI technologies that predict the risk** of developing cancer?

The technology will…

INTERVIEWER: READ OUT

1. Be unreliable and cause delays to predicting a risk of cancer
2. Be less accurate than a doctor at predicting the risk of developing cancer
3. Be less effective for some groups of people in society, leading to more discrimination in healthcare
4. Make it difficult to understand how decisions about potential health outcomes are reached
5. Make it difficult to know who is responsible if a mistake is made
6. Gather personal information which could be shared with third parties
7. Make personal information less safe and secure
8. Cause doctors to rely too heavily on it rather than their professional judgements
9. Something else (please specify) [OPEN] [FIXED]

10. None of these [FIXED] [IF TEL “DO NOT READ OUT”]
11. Don’t know [FIXED] [IF TEL “DO NOT READ OUT”]

Technologies that Predict the Risk of Repaying a Loan

{ASK IFSampSplit1=1}

IntroLoan
One use of AI technologies for calculating risk is to assess how likely a person is to repay a loan, including a mortgage. Here, AI technologies are trained on data about how well past customers have kept up with repayments, learning which characteristics make them likely or unlikely to repay. When a new customer applies for a loan, the technology will assess a range of information about that person and compare it to the information it has been trained on. It will then make a prediction to the bank about how likely the new customer will be able to repay the loan.

{ASK IF SampSplit1=2}
IntroLoan2

Technologies that Predict the Risk of Repaying a Loan

One use of AI technologies for calculating risk is to **assess how likely a person is to repay a loan, including a mortgage**.

- AI technologies are trained on data about how well past customers have kept up with repayments, learning which characteristics make them likely or unlikely to repay.
- When a new customer applies for a loan, the technology will assess a range of information about that person and compare it to the information it has been trained on.
- It will then make a prediction to the bank about how likely the new customer will be able to repay the loan.

{ASK ALL}
HeardLoan
Before today, had you heard of the use of **AI technologies to predict the risk** of being able to repay a loan?

INTERVIEWER: READ OUT

1. Yes
2. No
3. Not sure

{ASK ALL}
BenLoan
To what extent do you think that the use of **AI technologies to predict the risk** of being able to repay a loan will be beneficial?

INTERVIEWER: READ OUT

1. Very beneficial
2. Fairly beneficial
3. Not very beneficial
4. Not at all beneficial

5. Don’t know

{ASK ALL}
BenLoanWhich [MULTICODE; RANDOMISE 1..8]
Which of the following, if any, are ways that you think the use of **AI technologies to predict the risk** of being able to repay a loan will be beneficial?

The technology will…

INTERVIEWER: READ OUT

1. Make applying for a loan faster and easier
2. Be more accurate than banking professionals at predicting the risk of repaying a loan
3. Be less likely than banking professionals to discriminate against some groups of people in society
4. Save money usually spent on human resources
5. Make personal information safe and secure
6. Reduce human error in loan decisions
7. Something else (please specify) [OPEN] [FIXED]

8. None of these [FIXED] [IF TEL “DO NOT READ OUT”]
9. Don’t know [FIXED] [IF TEL “DO NOT READ OUT”]

{ASK ALL}
ConLoan
To what extent are you concerned about the use of **AI technologies that predict the risk** of being able to repay a loan?

INTERVIEwER: READ OUT

1. Very concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned

5. Don’t know

{ASK ALL}
ConLoanWhich [MULTICODE; RANDOMISE 1..9]
Which of the following, if any, are concerns that you have about the use of **AI technologies that predict the risk** of being able to repay a loan?

INTERVIEWER: READ OUT

1. Be unreliable and cause delays to assessing loan applications
2. Be less accurate than banking professionals at predicting the risk of repaying a loan
3. Be more likely than banking professionals to discriminate against some groups of people in society
4. Make it difficult to understand how decisions about loan applications are reached
5. Make it difficult to know who is responsible if a mistake is made
6. Gather personal information which could be shared with third parties
7. Make personal information less safe and secure
8. Lead to job cuts (for example, for trained banking professionals)
9. Cause banking professionals to rely too heavily on the technology rather than their professional judgements
10. Be less able than banking professionals to take account of individual circumstances
11. Something else (please specify) [OPEN] [FIXED]

12. None of these [FIXED] [IF TEL “DO NOT READ OUT”]
13. Don’t know [FIXED] [IF TEL “DO NOT READ OUT”]

General Purpose LLMs

{ASK IFSampSplit1=1}
IntroLLM
Large Language Models (LLMs), such as ChatGPT, Gemini, Claude, Llama, among others, are used to generate human-like speech or text responses to prompts or queries. They are also used to create audiovisual content in response to prompts and provide summaries within search engines like Google.

{ASK IF SampSplit1=2}
IntroLLM2

Large Language Models LLMs

Large Language Models (LLMs), such as ChatGPT, Gemini, Claude, Llama, among others, are used to **generate human-like speech or text responses to prompts or queries**.

They are also used to:
- Create audiovisual content in response to prompts.
- Provide summaries within search engines like Google.

{ASK ALL}
HeardLLM
Before today, had you heard of **Large Language Models (LLMs**) such as ChatGPT and Gemini?

INTERVIEWER: READ OUT

1. Yes
2. No
3. Not sure

{ASK ALL}
ExpLLM [GRID; RANDOMISE ROWS]
Have you had any personal experience with using **Large Language Models (LLMs**) for the following tasks?

INTERVIEWER: READ OUT

GRID ROWS

1. To search for answers to questions or for recommendations
2. For entertainment purposes such as creating images/videos or audio clips
3. For educational purposes
4. To support with job applications
5. For assisting with everyday work tasks such as writing emails
6. For guidance on issues such as legal disputes, benefits claims, or taxation

GRID COLS

1. Yes, I have used it a few times
2. Yes, I use it regularly
3. I'm not sure if I have used it before

4. No I haven't, but I am open to using it
5. No I haven't but I wouldn't want to either

{ASK ALL}
BenLLM
To what extent do you think that the use of **Large Language Models (LLMs**) will be beneficial?

INTERVIEWER: READ OUT

1. Very beneficial
2. Fairly beneficial
3. Not very beneficial
4. Not at all beneficial

5. Don't know

{ASK ALL}
BenLLMWhich [MULTICODE; RANDOMISE 1..4]
Which of the following, if any, are ways that you think the use of **Large Language Models (LLMs)** will be beneficial?

The technology will…

INTERVIEWER: READ OUT

1. Serve as a resource for continuous learning and skill-development
2. Improve efficiency by automating repetitive tasks (e.g., writing emails)
3. Enhance creativity by generating ideas
4. Save money usually spent on human resources
5. Something else (please specify) [OPEN] [FIXED]

6. None of these [FIXED] [IF TEL "DO NOT READ OUT"]
7. Don't know [FIXED] [IF TEL "DO NOT READ OUT"]

{ASK ALL}
ConLLM
To what extent are you concerned about the use of **Large Language Models (LLMs)**</**/**b>?

INTERVIEWER: READ OUT

1. Very concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned

5. Don't know

{ASK ALL}
ConLLMWhich [MULTICODE; RANDOMISE 1…8]
Which of the following, if any, are concerns that you have about the use of **Large Language Models (LLMs)**?

The technology will…

INTERVIEWER: READ OUT

1. Reduce users' own problem-solving skills or critical thinking abilities
2. Harm the environment due to high energy consumption
3. Be biased because of the data it is trained on
4. Be used to generate offensive or harmful content
5. Make it difficult to know who is responsible if a mistake is made
6. Infringe on copyright because of the data it is trained on
7. Lead to personal data being less secure and safe
8. Lead to job cuts (for example, due to automating tasks)
9. Something else (please specify) [OPEN] [FIXED]

10. None of these [FIXED]
11. Don’t know [FIXED]

AI Chatbots – GENERAL INTRO

{ASK IFSampSplit1=1}
IntroChatbot
Chatbots are designed to simulate conversations with humans. Many organisations provide chatbots to guide you through and answer questions on services like banking, utilities, travel, finance, and public services. Increasingly chatbots are being built on Large Language Models (LLMs). This means they are trained on large amounts of data and respond to questions and prompts in a more conversational way, learning from previous responses and adapting subsequent responses. However, it can be difficult to tell if a chatbot is powered by a Large Language Model (LLM).

{ASK IF SampSplit1=2}
IntroChatbot2

AI Chatbots
Chatbots are designed to **stimulate conversations with humans**.Many organisations provide chatbots to guide you through and answer questions on services like banking, utilities, travel, finance, and public services.

- Increasingly, chatbots are being built on Large Language Models (LLMs).
- This means they are trained on large amounts of data and respond to questions and prompts in a more conversational way, learning from previous responses and adapting subsequent responses.
- However, it can be difficult to tell if a chatbot is powered by a Large Language Model (LLM).

AI Chatbots in Healthcare

{ASK IF SampSplit1=1}
IntroHealthcare
One specific use case of a chatbot could be providing support for mild mental health issues (e.g. low mood, stress, anxiety). Typically, these chatbots are developed by private companies and offered to the public for free or for a fee, either online or via mobile applications. They respond to the worries and emotions you express during your interaction and attempt to offer advice to support your mental health. When someone expresses more serious mental health concerns, the chatbot may suggest that the person seeks further medical advice, such as booking a GP appointment or going to hospital.

{ASK IF SampSplit1=2}
IntroHealthcare2

AI Chatbots in Healthcare

One specific use case of a chatbot could be **providing support for mild mental health issues (e.g. low mood, stress, anxiety)** .Typically, these chatbots are developed by private companies and offered to the public for free or for a fee, either online or via mobile applications.

- The chatbots respond to the worries and emotions you express during your interaction and attempt to offer you advice to support your mental health.
- When someone expresses more serious mental health concerns, the chatbot may suggest that the person seeks further medical advice, such as booking a GP appointment or going to hospital.

{ASK ALL}
HeardChatbot
Before today, had you heard of AI **chatbots for mental health** support?

INTERVIEWER: READ OUT

1. Yes
2. No
3. Not sure

{ASK ALL}
ExpChatbot
How much personal experience have you had, if any, with the use of AI **chatbots for mental health support**?

1. A great deal of personal experience
2. Some personal experience
3. No personal experience
4. Not sure

{ASK ALL}
BenChatbot [FLIP SCALE]
To what extent do you think that the use of AI **chatbotsfor mental health support**will be beneficial?

INTERVIEWER: READ OUT

1. Very beneficial
2. Fairly beneficial
3. Not very beneficial
4. Not at all beneficial

5. Don’t know

{ASK ALL}
BenChatbotWhich [Multicode: RANDOMISE]
Which of the following, if any, are ways that you think the use AI **chatbots for mental health support**will be beneficial?

The technology will…

INTERVIEWER: READ OUT

1. Serve as a faster way to get mental health support
2. Be more accurate than a mental healthcare professional at suggesting treatment options
3. Be less likely than mental healthcare professionals to discriminate against certain groups
4. Save money usually spent on human resources
5. Feel like interacting with a human, help to prevent feelings of isolation
6. Be useful for certain groups of people to use (e.g., those with mobility conditions)
7. Something else (please specify) [OPEN] [FIXED]

8. None of these [FIXED] [IF TEL "DO NOT READ OUT"]
9. Don't know [FIXED] [IF TEL "DO NOT READ OUT"]

{ASK ALL}
ConChatbot [FLIP SCALE]
To what extent are you concerned about the use of AI**chatbots for mental health support**?

INTERVIEWER: READ OUT

1. Very concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned

5. Don't know

{ASK ALL}
ConChatbotWhich [MULTICODE; RANDOMISE]
Which of the following, if any, are concerns that you have about the use of AI**chatbots for mental health support**?

The technology will….

INTERVIEWER: READ OUT
1. Be unreliable and cause delays to getting help
2. Be less accurate at suggesting treatment options
3. Provide misleading advice, potentially leading to harmful consequences
4. Lead to discrimination against certain groups
5. Make it difficult to understand how decisions are reached
6. Make it difficult to know who is responsible if a mistake is made
7. Lead to sensitive personal data being less secure and safe
8. Lead to job cuts (for example, for trained mental healthcare professionals)
9. Lead to isolation by replacing human to human interactions
10. Make it unclear that people are not interacting with a human
11. Be relied on too heavily by those using it
12. Something else (please specify) [OPEN] [FIXED]

13. None of these [FIXED] [IF TEL "DO NOT READ OUT"]
14. Don't know [FIXED] [IF TEL "DO NOT READ OUT"]

Robotics – GENERAL INTRO

{ASK IFSampSplit1=1}
IntroRobotic

Robotic technologies are computer-assisted machines which can interact with the physical world automatically, sometimes without the need for a human operator. These technologies use large amounts of data generated by machines, humans and sensors in the physical world to 'learn to' carry out tasks that would previously have been carried out by humans.

{ASK IF SampSplit1=2}
IntroRobotic2

Robotics

Robotic technologies are computer-assisted machines which can **interact with the physical world automatically, sometimes without the need for a human operator**.

- These technologies use large amounts of data generated by machines, humans and sensors in the physical world.
- This data helps them 'learn to' carry out tasks that would previously have been carried out by humans.

Robotic care assistants

{ASK IFSampSplit1=1}
IntroRoboCare
One example of robotic technologies are robotic care assistants. These technologies are being developed to help carry out physical tasks in care settings such as hospitals and nursing homes. Robotic care assistants are designed to support specific tasks such as helping patients with mobility issues to get in and out of bed, to pick up objects, or with personal tasks such as washing and dressing. When these technologies are used a human care assistant will be on-call if needed.

{ASK IF SampSplit1=2}
IntroRoboCare2

Robotic care assistants

One example of robotic technologies are robotic care assistants. These technologies are being developed to **help carry out physical tasks in care settings such as hospitals and nursing homes**.

- Robotic care assistants are designed to support specific tasks such as helping patients with mobility issues to get in and out of bed, to pick up objects, or with personal tasks such as washing and dressing.
- When these technologies are used, a human care assistant will be on-call if needed.

{ASK ALL}
HeardRoboCare
Before today, had you heard of the use of **robotic** care assistants?

INTERVIEWER: READ OUT

1. Yes
2. No

3. Not sure

{ASK ALL}
BenRoboCare
To what extent do you think that the use of **robotic** care assistants will be beneficial?

INTERVIEWER: READ OUT

1. Very beneficial
2. Fairly beneficial
3. Not very beneficial
4. Not at all beneficial

5. Don't know

{ASK ALL}
BenRoboCareWhich [MULTICODE, RANDOMISE]
Which of the following, if any, are ways that you think the use of **robotic** care assistants will be beneficial?

The technology will…

INTERVIEWER: READ OUT

1. Make caregiving tasks easier and faster
2. Be more effective than caregiving professionals at tasks such as lifting patients out of bed
3. Be less likely than caregiving professionals to discriminate against some groups of people in society
4. Save money usually spent on human resources
5. Something else (please specify) [OPEN] [FIXED]

6. None of these [FIXED] [IF TEL "DO NOT READ OUT"]
7. Don't know [FIXED] [IF TEL "DO NOT READ OUT"]

{ASK ALL}
ConRoboCare
To what extent are you concerned about the use of **robotic** care assistants?

INTERVIEWER: READ OUT

1. Very concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned

5. Don't know

{ASK ALL}
ConRoboCareWhich [MULTICODE; RANDOMISE 1..8]
Which of the following, if any, are concerns that you have about the use of **robotic** care assistants?

The technology will…

INTERVIEWER: READ OUT

1. Be unreliable and cause delays to urgent caregiving tasks
2. Be less effective than caregiving professionals at tasks such as lifting patients out of bed
3. Be less effective for some groups of people in society than others, leading to more discrimination
4. Be unsafe as it could hurt people
5. Make it difficult to know who is responsible for what went wrong if a mistake is made
6. Gather personal information which could be shared with third parties
7. Lead to job cuts (for example, for trained caregiving professionals)
8. Cause patients to miss out on human interaction from human carers
9. Something else (please specify) [OPEN] [FIXED]

10. None of these [FIXED] [IF TEL “DO NOT READ OUT”]
11. Don’t know [FIXED] [IF TEL “DO NOT READ OUT”]

Driverless cars

{ASK IF SampSplit1=1}
IntroCar
Another use of robotic technologies is for driverless cars. These are vehicles that are designed to travel on roads with other cars, lorries and vans, but which drive themselves automatically without needing a human driver.

Driverless cars can detect obstacles, pedestrians, other drivers and road layouts by assessing their physical surroundings using sensors and comparing this information to large amounts of data about different driving environments

{ASK IF SampSplit1=2}
IntroCar2
Driverless cars
Another use of robotic technologies is for driverless cars. These are vehicles that are designed to travel on roads with other cars, lorries and vans, but which **drive themselves automatically without needing a human driver**.

- Driverless cars can detect obstacles, pedestrians, other drivers and road layouts by assessing their physical surroundings using sensors.
- This information is then compared to large amounts of data about different driving environments.

{ASK ALL}
HeardCar
Before today, had you heard of the use of **driverless cars**?

INTERVIEWER: READ OUT

1. Yes
2. No
3. Not sure

{ASK ALL}

BenCar
To what extent do you think that the use of **driverless cars** will be beneficial?

INTERVIEWER: READ OUT

1. Very beneficial
2. Fairly beneficial
3. Not very beneficial
4. Not at all beneficial

5. Don't know

{ASK ALL} [MULTICODE; RANDOMISE 1..6]
BenCarWhich
Which of the following, if any, are the ways you think having **driverless cars** on the roads will be beneficial?

Driverless cars will...

INTERVIEWER: READ OUT

1. Make travel by car easier
2. Free up time to do other things while driving
3. Drive with more accuracy than humans
4. Be less likely to cause accidents than humans
5. Make travel by car easier for some groups (e.g., disabled people or people who have difficulty driving)
6. Save some usually spent on human drivers
7. Something else (please specify) [OPEN] [FIXED]

8. None of these [FIXED] [IF TEL "DO NOT READ OUT"]
9. Don't know [FIXED] [IF TEL "DO NOT READ OUT"]

{ASK ALL}
ConCar
To what extent are you concerned about the use of **driverless cars**?

INTERVIEWER: READ OUT

1. Very concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned

5. Don't know

{ASK ALL} [MULTICODE; RANDOMISE 1..10]
ConCarWhich
Which of the following, if any, are concerns that you have about the use of **driverless cars**?

Please select all that apply.

Driverless cars will...

INTERVIEWER: READ OUT

1. Not always work, making the cars unreliable
2. Make getting to places longer
3. Not be as accurate or precise as humans
4. Gather personal information which could be shared with third parties
5. Be less effective for some groups of people in society than others
6. Be difficult to use for some people
7. Lead to job cuts. For example, for truck drivers, taxi drivers, delivery drivers
8. Make it difficult to know who is responsible if a mistake is made
9. Make it more difficult to understand how the car makes decisions compared to a human driver
10. Be more likely to cause accidents than human drivers
11. Something else (please specify) [OPEN] [FIXED]

12. None of these [FIXED] [IF TEL “DO NOT READ OUT”]
13. Don't know [FIXED] [IF TEL “DO NOT READ OUT”]

AI administration – GENERAL INTRO

{ASK ALL}
IntroAdmin

There are only two sections of the questionnaire remaining. You will now be asked some questions on AI regulation.

AI Regulation

{ASK ALL}
AIReg [MULTICODE]
{IF TEL: “I will now read out”; IF WEB “Below is”} a list of potential AI regulators.

Who do you think should be most responsible for ensuring AI is used safely?

WEB: Please select up to three.
TELEPHONE: Please select up to three.

INTERVIEWER: READ OUT ALL OPTIONS AND CODE UP TO 3

1. The companies developing the AI technology
2. Independent scientists and researchers
3. Central government ministers
4. An independent regulator established by the Government
5. International standards bodies
6. An independent oversight committee with involvement from members of the public
7. The organisation/institution using the AI (e.g. companies, public services)
8. Other (please specify)

9. No one should be responsible for ensuring AI is used safely
10. Don't know

{ASK ALL}
AIComfort [MULTICODE; RANDOMISE]
Which of the following, if any, would make you more comfortable with AI technologies being used?

INTERVIEWER: READ OUT

1. Clear explanations of how AI systems work and make decisions in general
2. Specific, clear information on how AI systems made a decision about you
3. More human involvement and control in AI decisions
4. Clear procedures in place for appealing to a human specialist against a decision made by AI
5. Assurance that the AI has been deemed acceptable by a government regulator
6. Laws and regulations that prohibit certain uses of technologies, and guide the use of all AI technologies
7. People's personal information is kept safe and secure
8. The AI technology is regularly evaluated to ensure it does not discriminate against particular groups of people
9. Something else (please specify)

10. None of these, I am already comfortable with the use of AI systems
11. Nothing will make me more comfortable with AI technologies

12. Don't know

{ASK ALL}
AIGov [GRID: RANDOMISE ROWS]
How important, if at all, do you think it is that the Government or regulators, instead of only private companies, have the following powers?

INTERVIEWER: READ OUT

GRID ROWS

1. Active monitoring of the risks posed by AI systems
2. Develop safety standards on AI use
3. Access information about the safety of AI systems directly from developers
4. Stop the use of an AI product if it poses a risk of serious harm

GRID COLS

1. Very important
2. Somewhat important
3. Not important
4. Not at all important

5. Not sure

{ASK ALL}
AIConcern
Public sector bodies like the NHS and local councils hold data about the public, some of which might be personal data. They may sometimes share this data with private companies to train new AI technologies.

How concerned do you feel, or not, about public sector bodies sharing data about you with private companies to train AI systems?

1. Very concerned
2. Somewhat concerned
3. Not very concerned

4. Not at all concerned

5. Don't know

AI Safety

{ASK IFSampSplit1=1}
IntroHarm
Some people are concerned about the harmful impacts of AI-generated content. Such content can be targeted or widely distributed online, potentially causing harm to those exposed or targeted.

While it may be difficult to distinguish between AI-generated and human-generated content, we would like to understand the extent to which you think you may have come across such content online.

{ASK IF SampSplit1=2}
IntroHarm2

AI Safety

Some people are concerned about the **harmful impacts of AI-generated content**.

- Such content can be targeted or widely distributed online, potentially causing harm to those exposed or targeted.
- While it may be difficult to distinguish between AI-generated and human-generated content, we would like to understand the extent to which you think you may have come across such content online.

{ASK ALL}
AIHarm [GRID; RANDOMISE ROWS]
To what extent have you encountered the following types of harms online that might have been generated by AI?

Please note, encountered could include content that you observed or content that was intended for you. For example, it could include social media post that explicitly names you or your username.

[HS HELPLINK: What is a deepfake?: "Deepfakes refer to visual (image or video) and audio content that has been manipulated using new technologies to alter how a person, object, or environment is presented. Deepfakes can be created by swapping faces in images and videos; manipulating the features of someone's face; generating new images of faces that bear no resemblance to a real person; and creating new speech based on someone's voice".

INTERVIEWER: READ OUT

GRID ROWS

1. Content that promotes violence, abuse or hate
2. False or misleading information or conspiracy theories about news events, health, or public figures
3. Financial frauds or scams such as through deceptive messages, images, videos or audio clips
4. Deepfake image and/or audiovisual clips of politicians, public figures, celebrities or pornographic deepfake images/videos

GRID COLS

1. Many times
2. A few times
3. Never
4. I am unsure if these were generated by AI

{ASK ALL}
AIHarmConcern [FLIP SCALE]
To what extent do you feel concerned, or not, about the spread of harmful AI generated content online?

1. Very concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned

AI Decision making

{ASK IFSampSplit1=1}
IntroDecide
Many AI systems are used with the aim of making decisions faster and more accurately than is possible for a human. However, it may not always be possible to explain to a person how an AI system made a decision.

{ASK IF SampSplit1=2}
IntroDecide2

AI Decision making

Many AI systems are used with the aim of **making decisions faster and more accurately than is possible for a human**. However, it may not always be possible to explain to a person how an AI system made a decision.

{ASK ALL}
AIDecide
{IF TEL “I will now read out”; IF WEB: “Below are”} four statements that reflect different opinions toward explaining how AI systems make decisions.

Overall, which statement do you feel best reflects your personal opinion?

INTERVIEWER: READ OUT

1. Making the most accurate AI decision is more important than providing an explanation
2. In some circumstances an explanation should be given, even if that makes the AI decision less accurate
3. An explanation should always be given, even if that makes all AI decisions less accurate
4. Humans, not computers, should always make the decisions and be able to explain them to the people affected

5. Don't know

{ASK ALL}
AIDecideComf [FLIP SCALE]
How comfortable, or not, are you with AI technologies being used to make a decision that affects your life?

INTERVIEWER: READ OUT

1. Very comfortable
2. Somewhat comfortable
3. Not very comfortable
4. Not at all comfortable

5. Don't know

{ASK ALL}
AIDecideVal [FLIP SCALE 1..4]
To what extent do you agree or disagree with the following statement?

INTERVIEWER: READ OUT

I feel like my views and values are represented in current decisions being made about AI and how it will affect my life.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree

5. Don’t know

Experiment layout evaluation

{ASK IF CAWI}
WaveNavig [FLIP SCALE 1..5]
The questions about Artificial Intelligence (AI) have now ended.

How easy or difficult did you find reading the questions, based on their layout?

1. Very easy
2. Easy
3. Neutral
4. Difficult
5. Very difficult

{ASK ALL}
WaveEngag [FLIP SCALE 1..5]
Overall, how engaging, if at all, did you find the survey content?

1. Very engaging
2. Somewhat engaging
3. Neutral
4. Not very engaging
5. Not engaging at all


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