**PRIMARY RESEARCH ANALYSIS**

I asked 24 people to fill in my questionnaire, and although increasing this number would have helped my data to become more general and relevant, I underestimated the time it would take to complete and saw 24 as a happy middle. I made sure to ask people from all age groups, and from various employment backgrounds, so that the data I received was not biased and gave as good as possible of a representation of the general public.

**Question 1 – What age range do you fit into? Question 2 – What is your occupation?**

I asked these questions so that I could be sure that I was getting data from a varied sample of people, so that the results were more of an accurate representation of the general public rather than of a specific set of people. As you can see from the pie charts, my data is from varied sources, with the occupation being especially important due to my secondary research suggesting that opinions of AI depend on occupational background and how well off you are. Among those I asked were engineers from my work experience, carers and nurses from within and outside my family, and friends who had opinions on the topic.

**Question 3 – Would you consider yourself to be knowledgeable on the subject of AI?**

Most of the people I asked admitted that they were not knowledgeable in the field of AI, which was disappointing but to be expected. Since Artificial Intelligence is something that will so greatly affect our futures, I strongly believe that it should be implemented into compulsory education so that the public understands the technology’s potential and can make informed decisions on whether they want to trust it.

Most of the people who replied yes to this question were under 25, which tells me that the younger generations are more aware of the technology around them, which isn’t really surprising,

**Question 4 – Do you think automation or Artificial Intelligence will create or destroy more jobs in your field?**

Overall, the answer to this question was very varied. More people thought that AI would create jobs rather than destroy them, however the currently unemployed seemed to agree that AI was drying up employment sources for their future. A large proportion of people believed that AI would not affect their jobs, however these people were mainly carers and nurses, so this answer is justified. Interestingly, those who were over 50 had the same general attitude – it’ll be a problem after I’m gone. While this may have some truth, the effects of AI are already in place and are becoming more and more prominent each year, and even if the evolving technology doesn’t directly affect them it will definitely have an impact on their families in the generations to come.

**Question 5 – Does media portrayal (movies, TV shows, books etc) have an impact on your attitude towards AI?**

Most people’s opinions of AI are independent of its portrayal on TV, which I did not expect, but is definitely a good thing as opinions should be made from facts rather than fiction. However, of the people who said that media did affect their opinions, most said that the impact was a negative one. This was expected, as most media portrayal of intelligent machines

involves revolutions, malevolent robots and crumbling human society.

**Question 6 – How likely do you think the idea of robots getting out of control and taking over from humans is?**

The general answer for questions like this, as with my secondary research, is that we are undecided on what AI will actually end up doing. Half of the people I asked answered Likely or Very Likely, showing that it is a major concern for a lot of people, however the most popular answer as a whole was Unlikely. Interestingly, most of those who answered Unlikely were the same people who answered that they were educated in AI, which supports my secondary research in that the main dissenters of AI are those with the least information, as stated by Millican and Clark in 1996, sourced in my dissertation.

**Question 7 – AI has the potential to revolutionise medicine. Ideas so far include eye implants to improve vision, brain implants for constant access to the Internet, and using robots to replicate cells and potentially cure any human ailment, including cancer. How comfortable would you feel with robotizing humans in this way?**

The answers I received to this question surprised me – a vast majority of people said they were comfortable with AI developing medicine and possible human improvement, with less than a third saying they were uncomfortable with the idea. AI researchers, as I found in my secondary research, seemed concerned about these developments, so the fact that the public is open to accepting them is encouraging but unexpected.

**Question 8 – Everyday companies such as Apple, Amazon, Google, Facebook and Microsoft use Artificial Intelligence to store and analyse your personal data to recommend products and increase customer service. Were you aware of this and do you feel comfortable with this?**

Most people are aware of how leading tech companies use AI in their products and services, as seen in the data here. However, whether previously aware on unaware, the proportion of those uncomfortable is slightly higher than those comfortable with this. This is likely due to the fact that people don’t know exactly how their personal data

is being handled, and therefore if they were more educated and companies were more forward with how they use intelligent systems, the public would be a lot more accepting of them.

**Question 9 – Does your religion have any impact on your attitudes towards AI?**

I asked this question more out of curiosity than anything else, after reading the quote from St Thomas Aquinas in my secondary research. I was not surprised to see most people answer No to this question, as it is my own answer. However it was surprising that nobody at all said that their religion had a positive impact on their opinion.

**Question 10 – What is your biggest fear regarding AI?**

When planning this question, I looked at the main themes in my secondary research and tried to summarise them into as few points as possible. From this data, all of those fears are a reality with the exception of Loss of superiority and control, and Leading to war, which was a custom answer. The main fear seems to be Potential unforeseen side effects and dangers, which does agree with my secondary research, but Unemployment was expected to have a larger proportion of choices, or at least more than 1 person. Dehumanization and fear of replacement are also seen to be main fears, which was also to be expected.

**Question 11 – Machines are being programmed to ‘think’ and one of the main focuses of AI research is getting them to learn from experience. In your opinion, can machines think?**

As we saw from my secondary research, whether machines can think depends on your definition of thinking. More than a third of people believed that machines could already think, with the vast majority believing that if they can’t already, they will in the future. I was expecting more people to say that machines will never think, due to the fact that

a lot of people seem to reject ideas that threaten them. The fact that most people accept intelligent machines having the same capabilities as the human brain is encouraging, and implies that a lot of the negative attitudes towards whether AI should be allowed to evolve have been left in the past.

**Question 12 – Do the potential benefits of AI outweigh the potential drawbacks, or the other way around?**

Of those who answered this question, most believed that the benefits and drawbacks of AI were equal in weight, and therefore that AI is neither a good or bad thing. Of the opinionated people, more were positive than negative, however everyone recognised the fact that

there were many drawbacks as well as many benefits, whether they knew what they were or not. Again, I believe that if the public were more educated on the technology they would be able to more accurately decide the answer to this question and have their own opinions on the technology that will shape their futures.

**Question 13 – Some machines are already passing humans in intelligence and usefulness for certain tasks. Does AI threaten you?**

Throughout my secondary research, AI scientists have been adamant that AI was not designed to threaten us or replace us – it is designed to help us. This is reflected in my primary data as most people agree that AI is not currently threatening. A large proportion believe that it will become threatening in the future, which is justified as we cannot predict the unforeseen effects of the technology, but the general agreement is that AI currently does not threaten humanity in any way.

**Question 14 – Do you think AI researchers should be more open about the research they are doing and the effect it could have on human society?**

Throughout this project, I have been a believer that educating the public helps dispel negative opinions and fears, as people feel they have all the information and can make an intelligent decision. From my data here, an overwhelming majority of people agree with me. People agree that companies at the forefront of

AI technology are not as open as they should be about what they are doing. Companies like Apple have always used AI in the background, never really explaining or advertising its use unless publicly asked to. Companies like Amazon are more open, however it seems the public would appreciate more transparency when it comes to the use of intelligent machines.

**Question 15 – Many people have concerns about dehumanization and robotization, whether in the workplace or everyday life. In your opinion, will AI dehumanize society?**

It is unsurprising to me that over a third of people agree that our current society is already dehumanized, without the help of futuristic AI. What is surprising, however, is that 25% believe that AI won’t dehumanize society at all. I was expecting this proportion to be much lower, with those replying Yes to this question having a higher proportion. Perhaps these people are believers of humanoid AI reminding us about our humanity, and renewing our appreciation of it. If so, the introduction of advanced AI technology may not cause as much controversy as past AI researchers may have thought.

**Question 16 – Any other thoughts?**

I included this section in my questionnaire so people had the opportunity to talk about whatever they wanted to, whether it was relevant to my project or not. One interesting thing that came up from a few people was the idea that no matter what we do, science and technology will continue to evolve. In response to this, people believe we need strict laws and guidelines so that the technology is prevented from going too far, or being used for the wrong reasons.

Another expressed opinion was that AI was designed to help us, however once it replaces us in the simple aspects of being considered human, for example in the workplace and communication, it will no longer be doing what it was created to do. This person also went on to say that they did not want to live to see a day where humans were improved and lifetimes expanded through AI – it would take away what makes us humans, and a life without death is not human at all.

Other interesting quotes written in answer to this question include “God help us,” “Glad I’m retired,” “Robots may make society better as they can’t judge us – a machine can’t be racist or homophobic,” and “Excited for the future of technology.” In general, younger generations seem to be more accepting, while the older generations have the general attitude of being glad they lived their lives before AI was developed to its current extent.