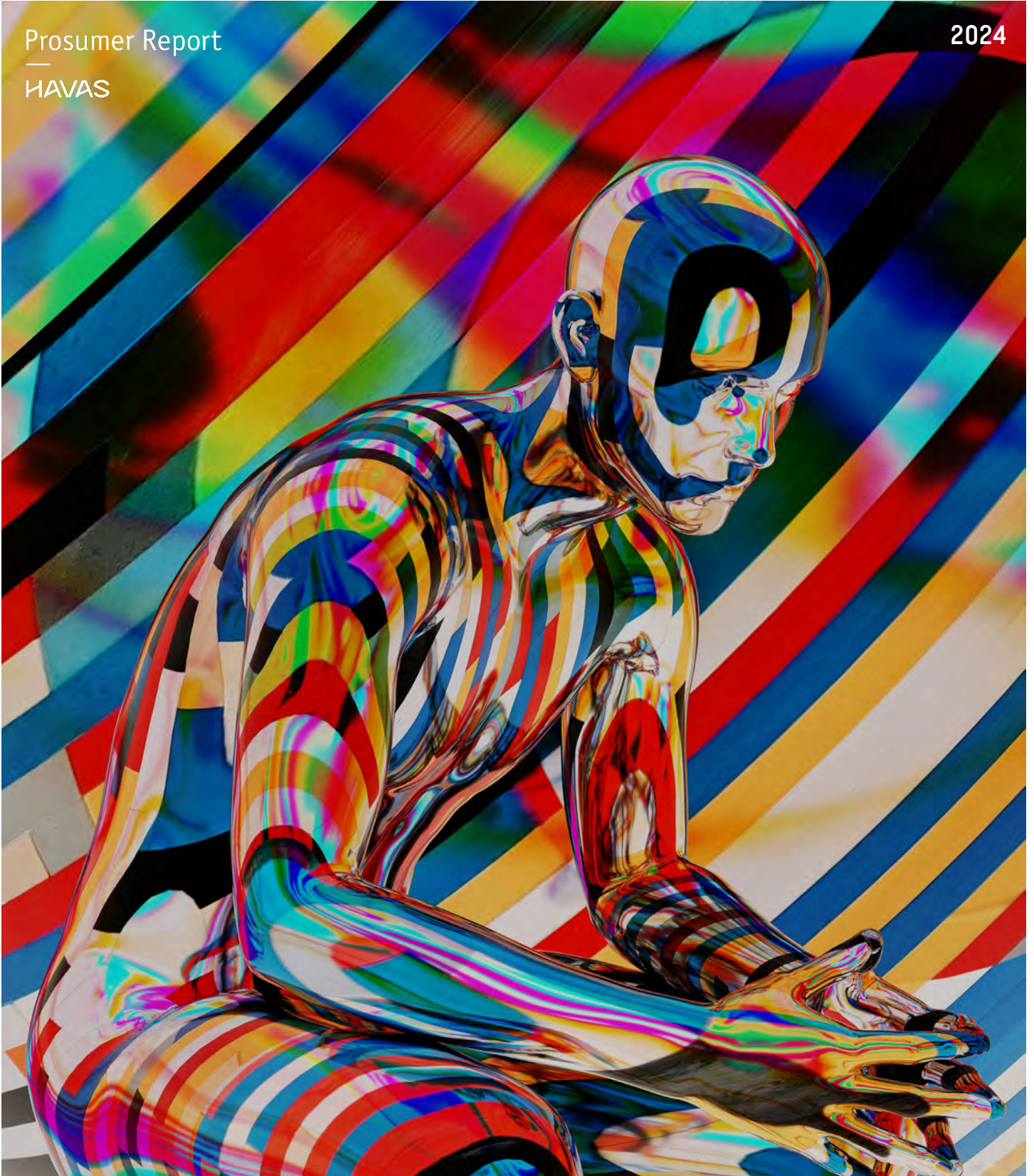# GEN AI: What Kind of World Will We Live In?

Remember when people fretted about the influence of unregulated algorithms and media bubbles? Ahhh…simpler times. Everything changed in late 2022 when OpenAI let the public loose on **ChatGPT**, its natural language processing chatbot. We had already been steeling ourselves for the prospect of all-but-undetectable deepfake images, but now humans worldwide had access to an artificial intelligence (AI) tool that could generate whatever the user could imagine—text, images, audio, video, even code. In the year and a half since, the market has seen a steady flow of competitor and companion products, from Midjourney, Claude, and Dall-E2 to Microsoft Copilot. It's **estimated** that over 100 million people use ChatGPT weekly, contributing to a market **forecast** to grow from $20.9 billion in 2024 to $136.7 billion by 2030.

So, how are people feeling about the future of AI? Is it regarded as an express route to Armageddon or a potential societal savior? How do people anticipate using it? And how can brands best harness it? To find out, Havas Group surveyed more than 14,000 respondents in 32 markets across Europe, Asia, Africa, and the Americas. Their responses revealed that a massive revolution is afoot, and nothing and no one can stop it.
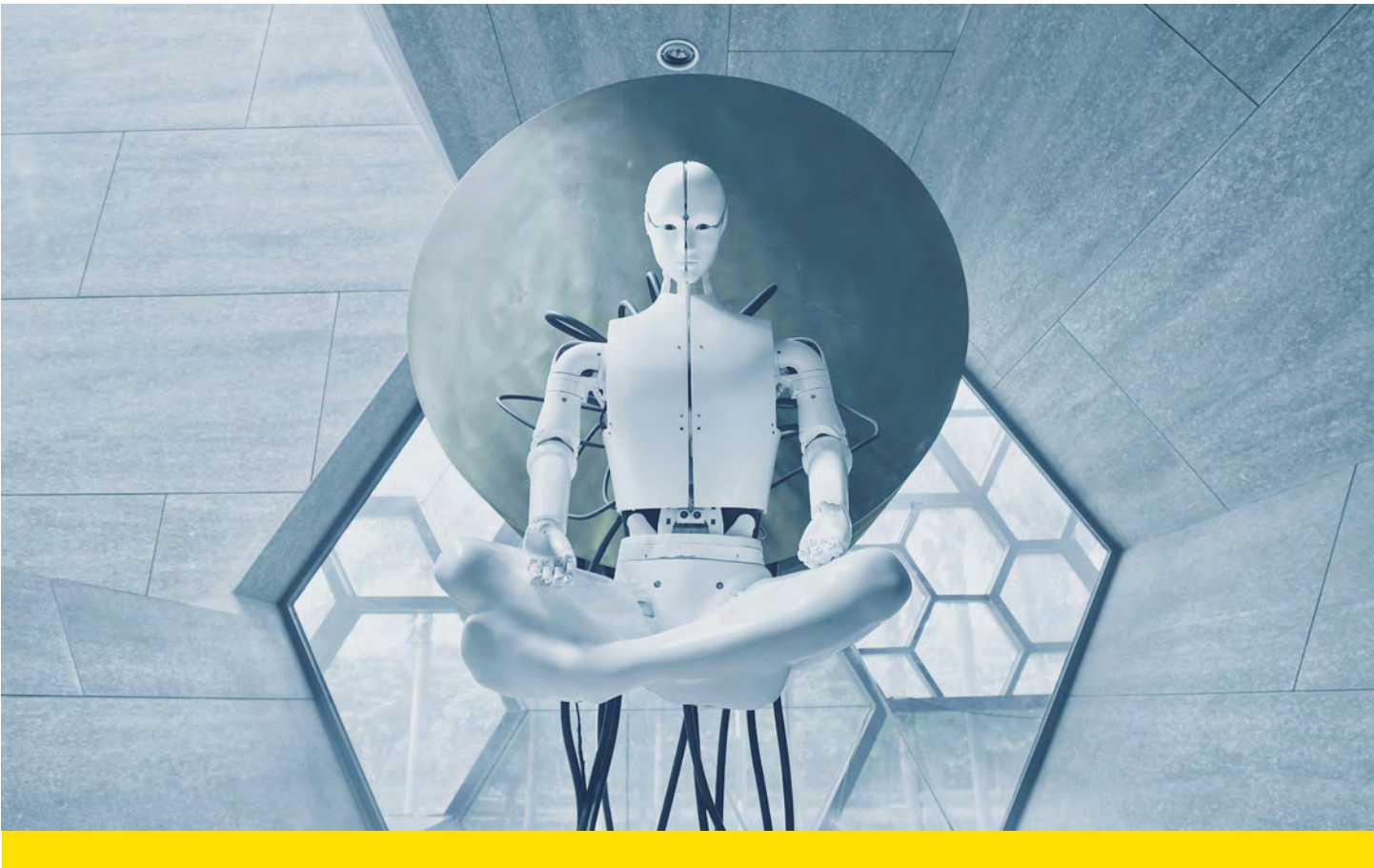
A Revolutionary Technology That Will Change Everything

The verdict is in: Generative AI is here to stay, with only 3% of global Prosumers and 10% of mainstream consumers dismissing it as a fad. In Brazil and China, fully 99% of respondents think AI will be revolutionary.

Which most closely aligns with your point of view? (Choose one.) Generative AI is...

A revolutionary technology

Just a passing fad

97% PROSUMERS **3%**
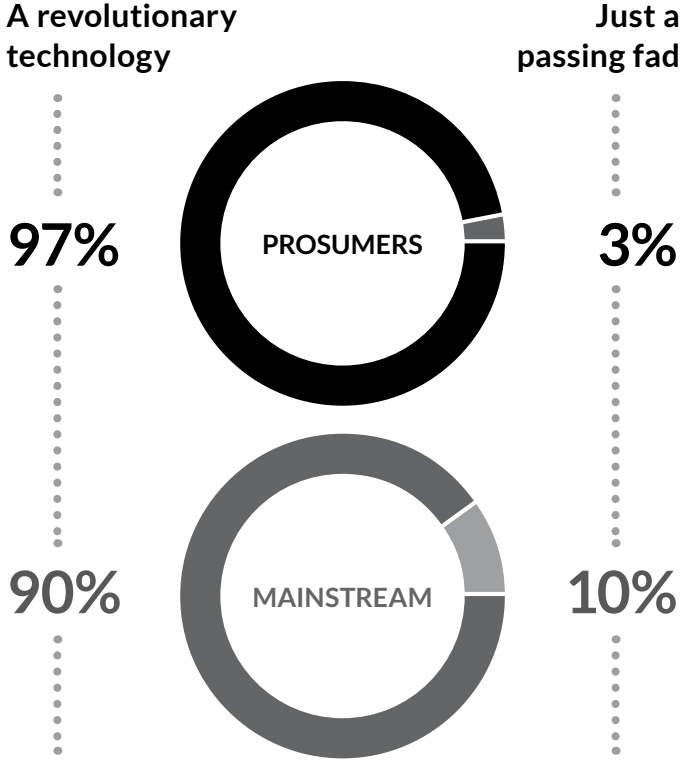
90% MAINSTREAM **10%**

The early tools of the trade have exploded into the public consciousness in record time, with 94% of Prosumers already familiar with the most popular platforms. What's more, most people—85% of Prosumers and around two-thirds of the mainstream—claim to already be using it. Granted, that would include anyone who's asked a single question or created a single image using the technology, along with steady users.

I have heard of Generative AI tools like ChatGPT, Midjourney, Dall-E, etc.

94% PROSUMERS

84% MAINSTREAM

I have used Generative AI tools like ChatGPT, Midjourney, Dall-E, etc.

85% PROSUMERS

65% MAINSTREAM

THE FOMO EFFECT

Even this early in its development, 7 in 10 Prosumers believe AI mastery will be closely tied to job security. And they're likely not wrong. Nina Schick, author of *Deepfakes: The Coming Infocalypse*, predicts that 90% of all online content will be AI-generated by 2025. Yes, *a year* from now.

The ones who will keep their jobs in the future will be those who master AI

72% PROSUMERS

60% MAINSTREAM

(% agreeing strongly/somewhat)

Here Comes the New MESS.AI.H

As we've seen in the digital sphere, AI-native brands will grow in number and capabilities. What about the rest of us? How can existing brands harness these new tools to optimal effect? Two areas that show real promise involve enhancing the customer experience and creating emotional connections.

Which comes closer to your point of view? (Choose one.)

I'm amazed by the possibilities of generative AI

I'm frightened by the possibilities of generative AI

89% PROSUMERS 11%

71% MAINSTREAM 29%
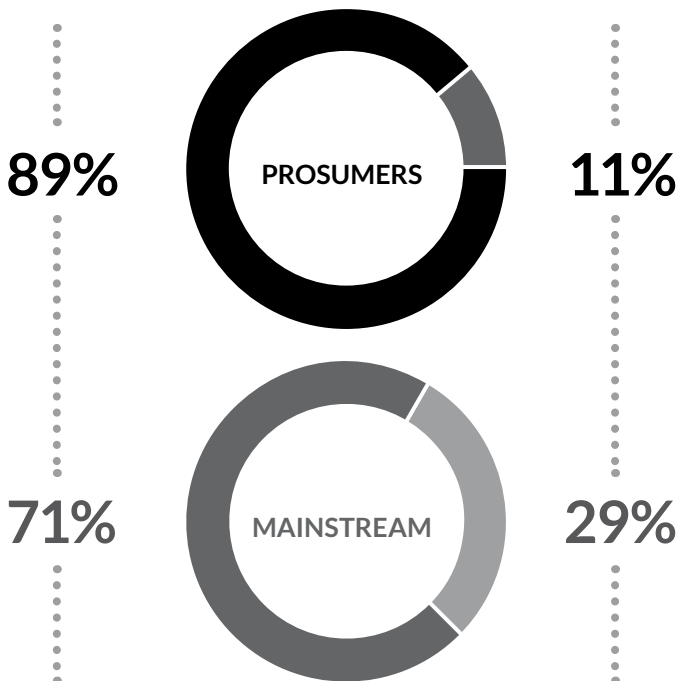
Even though we've barely dipped our toes into the waters of gen AI, around 9 in 10 Prosumers are already amazed by its potential, and nearly three-quarters of them think the current wave of AI tools will *reshape* society.

I believe this new wave of AI tools is going to shape the future of our society

72% PROSUMERS

59% MAINSTREAM

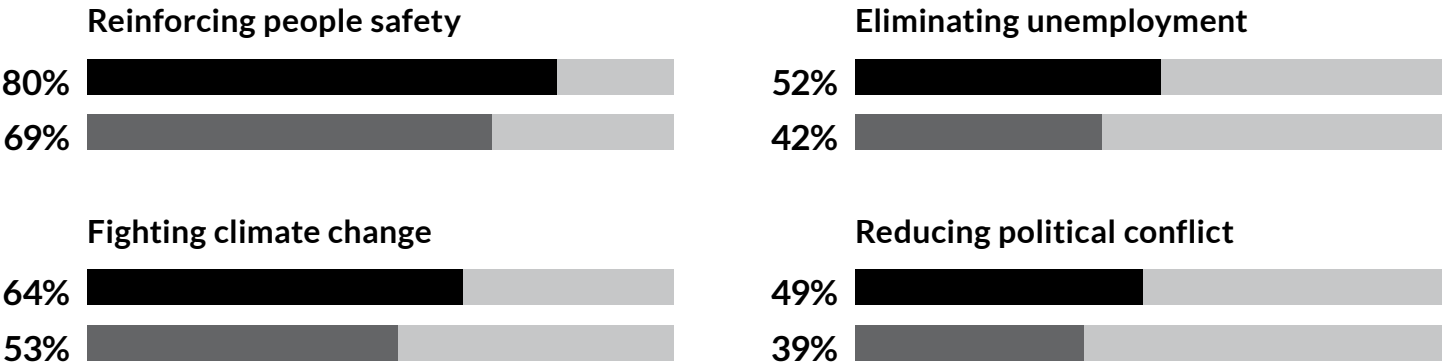(% agreeing strongly/somewhat)

The question for many:
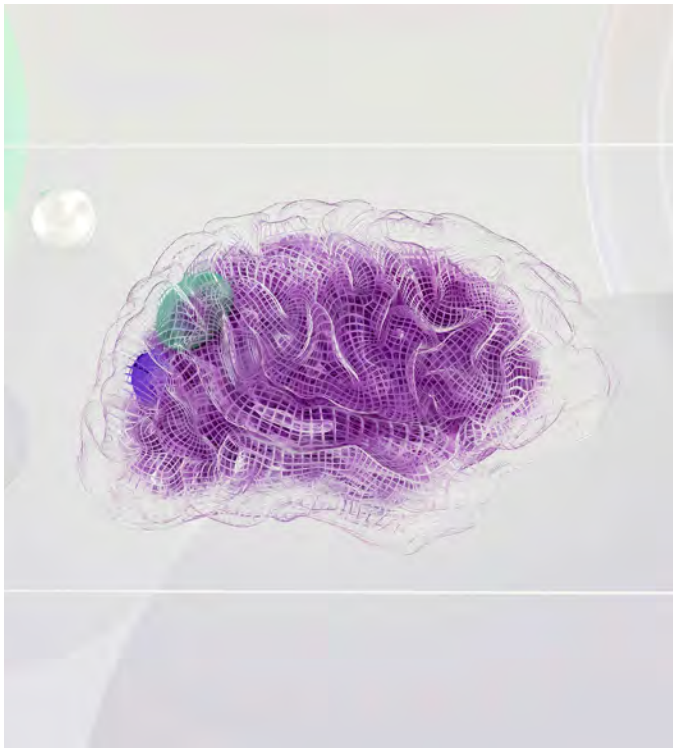**Will AI's ascendance be for good or ill?**

AI AS PROBLEM-SOLVER

Will AI save the world? Unlikely. However, our respondents are hopeful that these new technologies can help solve many of the urgent issues of our time. Most critical for human survival, nearly two-thirds of Prosumers believe AI can help in the fight against climate change. And half are hopeful that AI can eliminate unemployment and reduce political conflict.

I'm hopeful AI can solve the biggest issues of our times by... (Choose all that apply.)

Reinforcing people safety

80%
69%

Eliminating unemployment

52%
42%

Fighting climate change

64%
53%

Reducing political conflict

49%
39%

■ PROSUMERS ■ MAINSTREAM

6

While solving massive societal issues may be beyond the scope of any technology—at least for now—89% of Prosumers and around three-quarters of the mainstream are convinced it will help them personally by allowing them to perform better.

I think that generative AI will help me perform better

89% PROSUMERS

74% MAINSTREAM

There is also widespread hope that AI will make people safer—perhaps by monitoring public spaces for threats or anticipating the movements of bad actors.

A WORLD DIVIDED

Like all new technology, AI will amplify the digital divide. Some people won't have access to it—after all, a third of the world's people still **lack internet access**—while others won't develop the skills needed to use it in any meaningful way. Already, we're seeing divides emerge, with mainstream consumers, women, and older respondents far more likely than their counterparts to admit being frightened (rather than amazed) by the potential of AI.
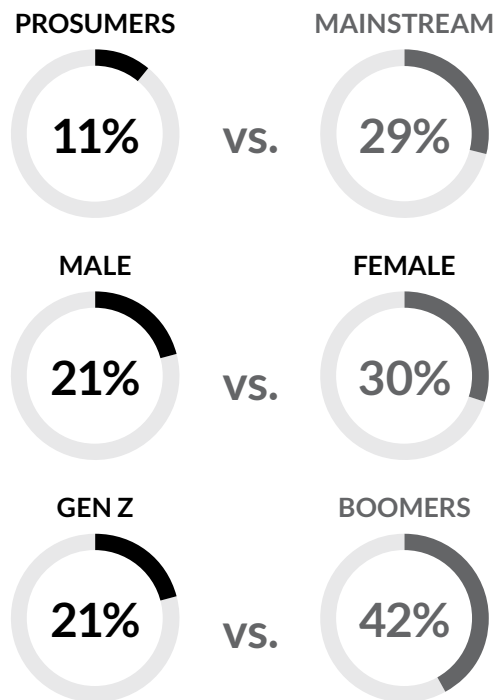
AI is going to amplify the existing digital divide (people who know how to use it vs. those who don't) % agreeing strongly/somewhat

69% PROSUMERS

68% MAINSTREAM

I'm frightened by the possibilities of generative AI*

PROSUMERS		MAINSTREAM
11%	VS.	29%

MALE		FEMALE
21%	VS.	30%

GEN Z		BOOMERS
21%	VS.	42%

*% who chose this option over "I'm amazed by the possibilities of generative AI"

The societal divide between AI "believers" and "doubters" encompasses both efficacy and ethicality. For instance, just 28% of Prosumers aren't yet convinced of the tool's efficiency, compared with 43% of the mainstream. In terms of the "legitimacy" of AI-produced content, 59% of Prosumers (versus 46% of the mainstream) claim not to care whether a piece of art (e.g., music, film, painting, writing) is AI-generated as long as they find it beautiful and moving. It's astonishing, really, that even in this early stage, Prosumers are so ready to dismiss the human element in art. Is there really no difference between a work of art created by a flesh-and-blood person and one AI-generated in her "style"?

I hear a lot about AI in the news, but I'm not really convinced yet about its efficiency

28% PROSUMERS

43% MAINSTREAM

% agreeing strongly/somewhat

I don't care if AI created a piece of art (music, film, painting, writing) as long as I find it beautiful and moving
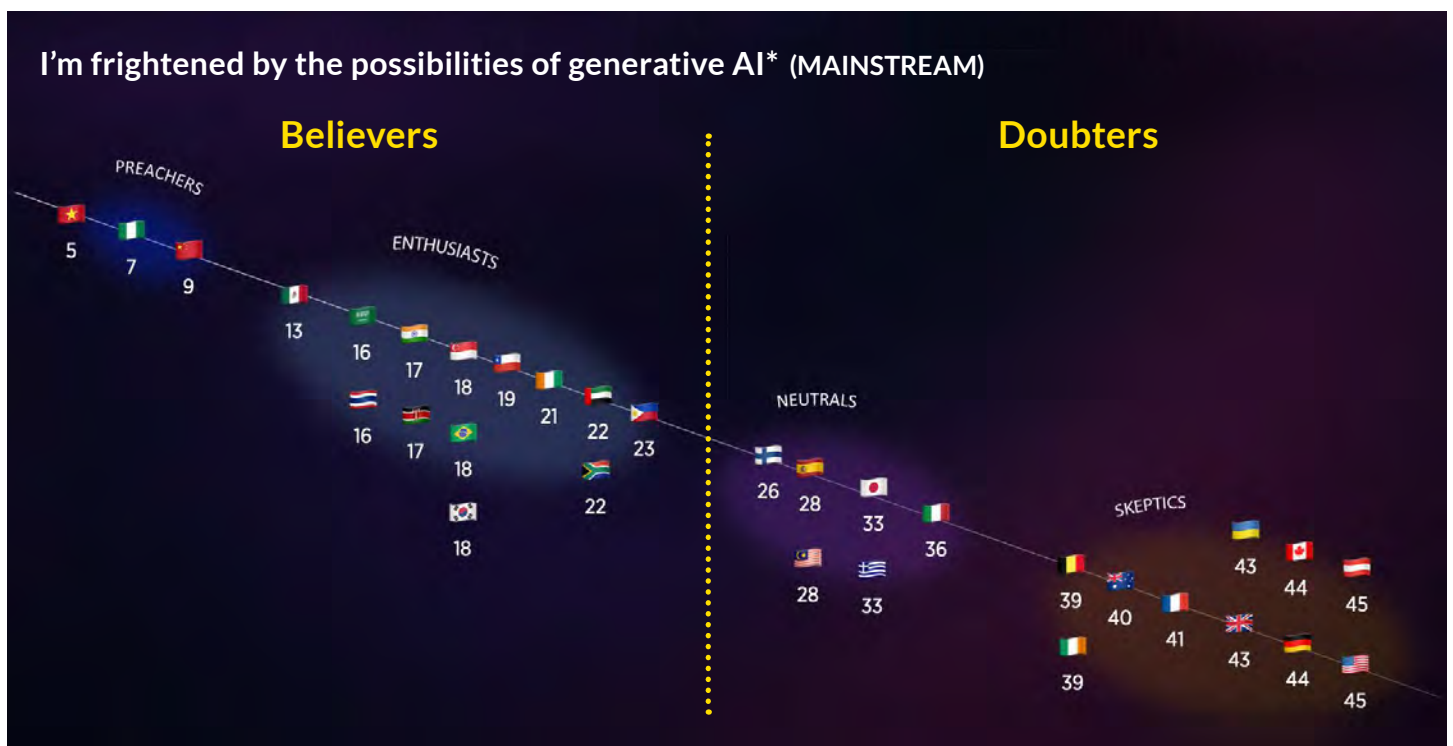
59% PROSUMERS

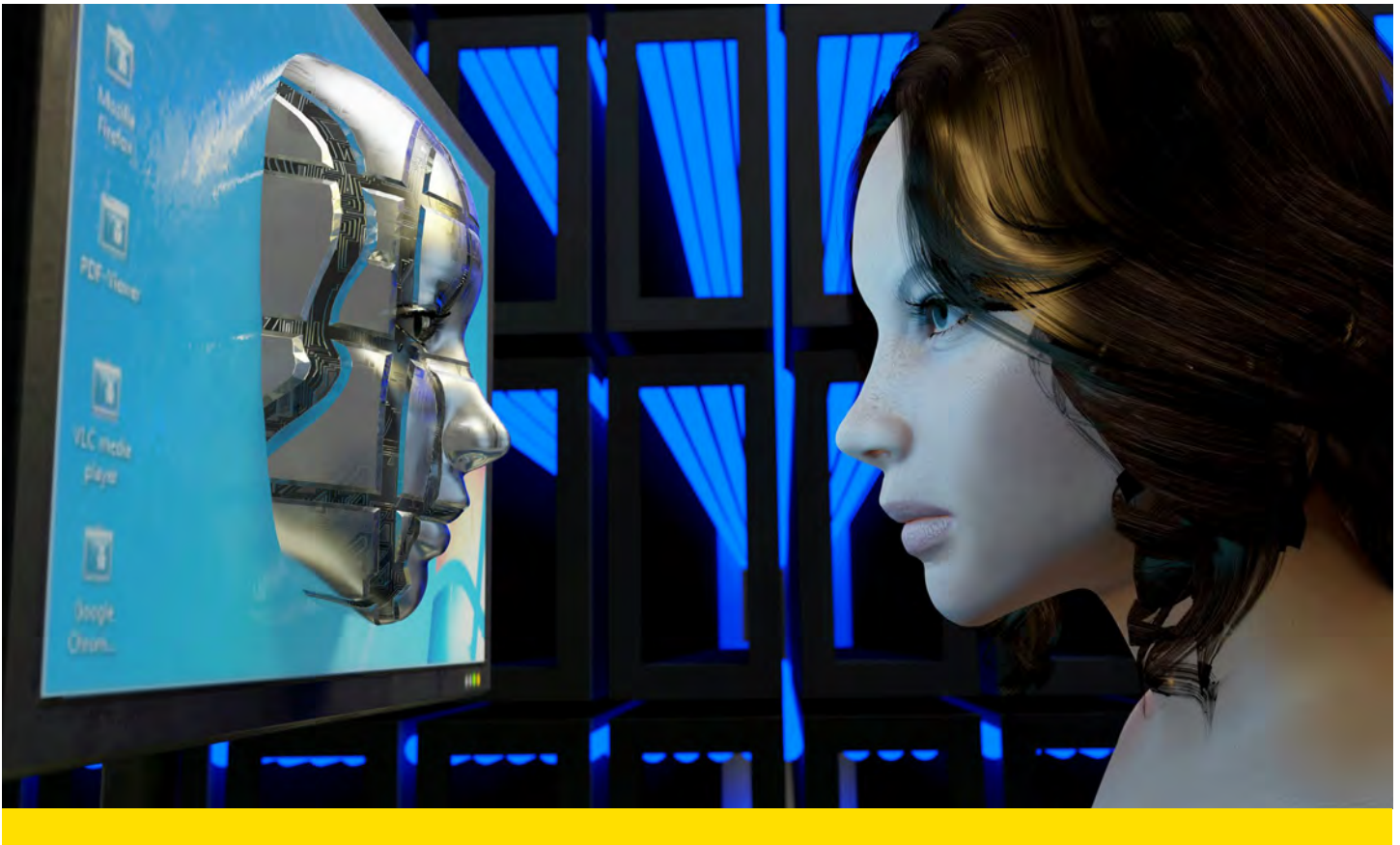# 46% MAINSTREAM

% agreeing strongly/somewhat

AN UNEVEN DISTRIBUTION

When we look across the 32 markets represented in our study, it's clear that while the overall bias is toward embracing generative AI, some national populations are diving in more quickly. Looking at the responses returned by mainstream consumers, fewer than 1 in 10 Chinese, Nigerians, and Vietnamese are predominantly fearful of rather than amazed by AI's potential, compared with more than 4 in 10 in Argentina, Canada, France, Germany, the United Arab Emirates, the United Kingdom, and the United States.

I'm frightened by the possibilities of generative AI* (MAINSTREAM)

Believers — Doubters

PREACHERS: 5, 7, 9
ENTHUSIASTS: 13, 16, 17, 18, 19, 21, 22, 23, 16, 17, 18, 22, 18
NEUTRALS: 26, 28, 33, 36, 28, 33
SKEPTICS: 39, 40, 41, 43, 44, 45, 43, 44, 45, 39

*% who chose this option over "I'm amazed by the possibilities of generative AI"

What's in It for Me?

Modern culture is replete with dire warnings about the harmful capacity of new technologies—as seen in films from 1927's *Metropolis* to *2001: A Space Odyssey* and *I, Robot*. And yet, Prosumers largely are unconcerned about the future as written by AI. Maybe that's because less than half of them (47%) believe AI is capable of surpassing human intelligence. In China, even fewer respondents (24%) consider this a concern.

I'm afraid AI could surpass human intelligence

47% PROSUMERS

54% MAINSTREAM

(% agreeing strongly/somewhat)

I'm sure generative AI will be able to replace human creativity
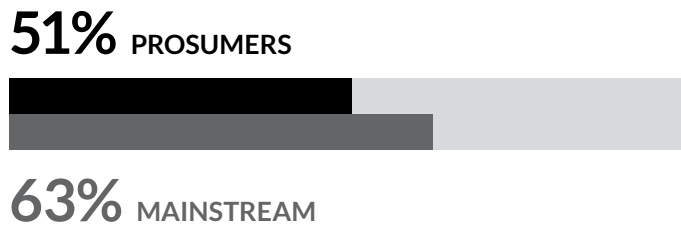
45% PROSUMERS

40% MAINSTREAM

Interestingly, 45% of Prosumers (rising to 60% in India) feel certain that AI will be able to replace human creativity—confirming that, in the view of many people, creativity is not exclusive to the human species.

A FEAR FOR THEE, NOT FOR ME

In recent decades, conversations regarding AI have invariably turned to job impacts. Will robots put us out of work? Our study uncovered an interesting dichotomy: A slight majority of people (51% of Prosumers and 63% of the mainstream) think AI will obliterate many jobs in the near future. However, only a small minority of Prosumers (11%) and around a quarter of the mainstream think *their* jobs are at risk. Rather than perceiving AI as a threat, most people see it as a tool to improve their work performance.
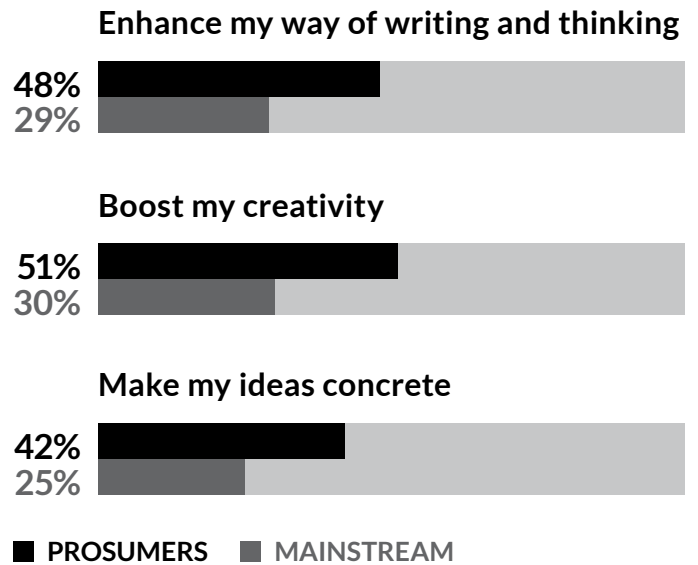
I'm sure AI will kill a lot of jobs in the near future

51% PROSUMERS

63% MAINSTREAM

I think generative AI will destroy my job

11% PROSUMERS

26% MAINSTREAM
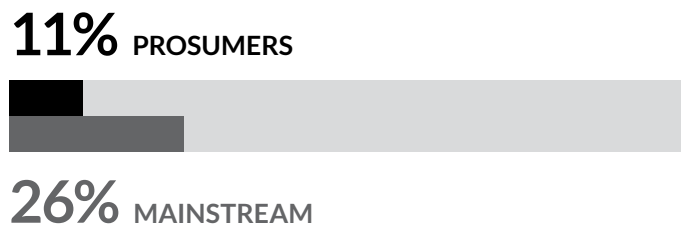
(% agreeing strongly/somewhat)

Moreover, many people—Prosumers especially—are already using AI to enhance their writing and thinking, boost their creativity, and solidify their ideas.

I have already used generative AI tools to...

Enhance my way of writing and thinking

48%
29%

Boost my creativity

51%
30%

Make my ideas concrete

42%
25%

■ PROSUMERS   ■ MAINSTREAM

A NEW AND IMPROVED WORKPLACE

Enhanced personal productivity is only the start of the high hopes surrounding generative AI. Prosumers and mainstream consumers alike expect this technology to contribute to a healthier work environment by making candidate recruitment and selection less biased and taking over mundane tasks so employees can focus on the more interesting work.

I think the use of AI will make the recruitment and selection process more neutral and objective

78%
63%

AI will take away the less interesting tasks of my job and help me focus on the most interesting parts

87%
73%

■ PROSUMERS   ■ MAINSTREAM

(% agreeing strongly/somewhat)

TAKING LIFE TO THE NEXT LEVEL?

Nearly two-thirds of Prosumers also hope that new AI tools will create a more utopian society with less work and more leisure and happiness. Four in 10 Prosumers go even further, hoping these tools will prove so efficient that no one needs to work anymore.

I believe the new wave of AI tools is going to build a society where we work less, have more leisure, and will be happier

62% PROSUMERS

41% MAINSTREAM

I'm hoping AI tools will become more efficient very soon so we don't have to work anymore

40% PROSUMERS

30% MAINSTREAM

WANNA BE A HUM.AI.N?

As we have come to expect, there is a segment of humans willing to take things further still—in this case, the 4 in 10 Prosumers excited by the prospect of having AI tools implanted in their brains to allow them to think more quickly. In China and India, more than two-thirds of Prosumers and a majority of the mainstream would elect to undergo this surgical procedure.

I would love to have generative AI tools implanted in my brain to let me think more quickly

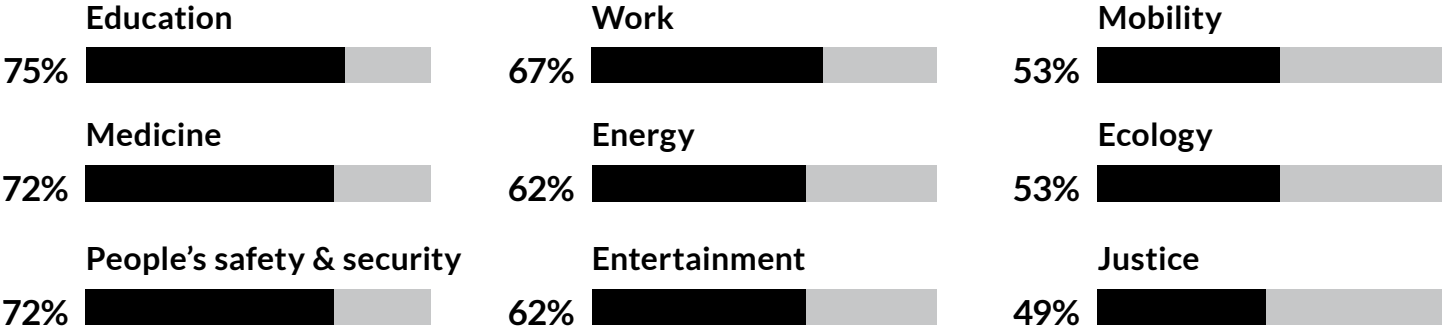## 40% PROSUMERS

27% MAINSTREAM

% agreeing strongly/somewhat

While AI brain implants might sound extreme, they're already in the works. Scientists and medical experts—including at Elon Musk's **Neuralink** startup—are exploring implants for applications that include restoring movement in patients burdened by paralysis.
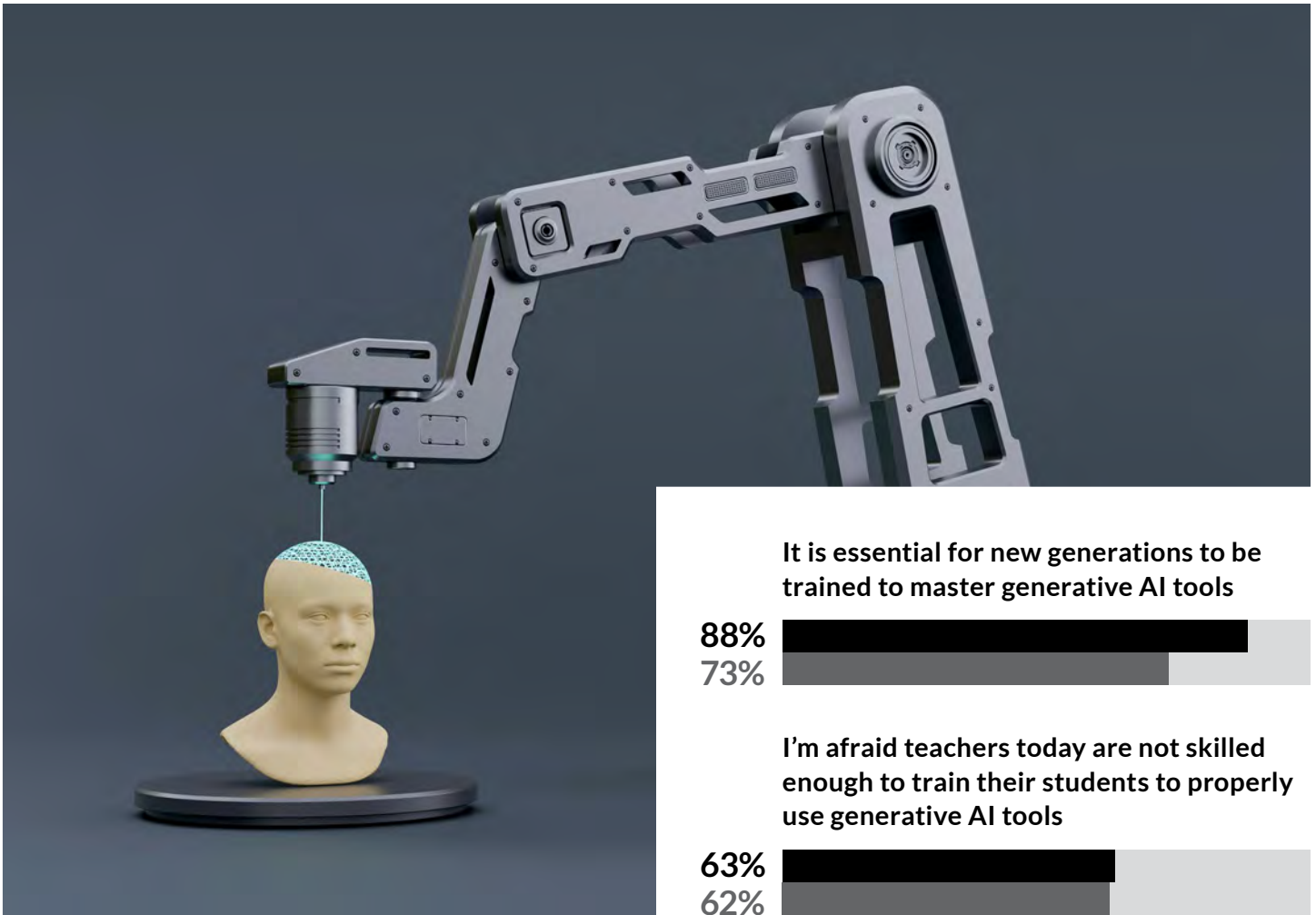
The New AI Society: Rules and Barriers

We asked respondents where AI innovation should most urgently be applied, and the priorities of Prosumers were clear: first, education, followed by medicine and public safety. Taken together, these priorities speak to a desire for a zero-risk society—one with no more school failures, no more medical errors, and no more threats.

I think, as a society, we should push AI innovation to improve the following fields:

Education	**Work**	**Mobility**
75%	67%	53%
Medicine	**Energy**	**Ecology**
72%	62%	53%
People's safety & security	**Entertainment**	**Justice**
72%	62%	49%

■ PROSUMERS

It is essential for new generations to be trained to master generative AI tools

88%
73%

## I'm afraid teachers today are not skilled enough to train their students to properly use generative AI tools

63%
62%

Using generative AI to complete an exam will be normalized very soon

59%
46%

■ **PROSUMERS**   (% agreeing
■ **MAINSTREAM**   strongly/somewhat)

DISRUPTING EDUCATION

There is much hand-wringing on the part of teachers and school administrators about students' use of AI, including activities that cross over into cheating and plagiarism. Nevertheless, the genie is out of the bottle, and nearly 9 in 10 Prosumers consider it essential that new generations be trained to master generative AI tools.

A challenge will be how to ensure teachers are up to the task. Nearly two-thirds of Prosumers—rising to three-quarters in China—don't believe today's educators are sufficiently skilled to train their students properly in this emerging technology. They'll need to catch up quickly, given that around 6 in 10 Prosumers think using AI to take exams will soon be normalized.

All of this raises concerns regarding AI inequities. Some countries (predominantly in **Asia**) are incorporating AI into school curricula, whereas institutions in other countries are instituting **bans**. Even within nations, AI will be unevenly distributed, potentially putting students in more heavily resourced schools and districts at even greater advantage.

A sign of things to come: Learning platform Chegg has launched **CheggMate**, a GPT-4-enhanced service that creates personalized learning pathways for students, including customized study guides and quizzes.
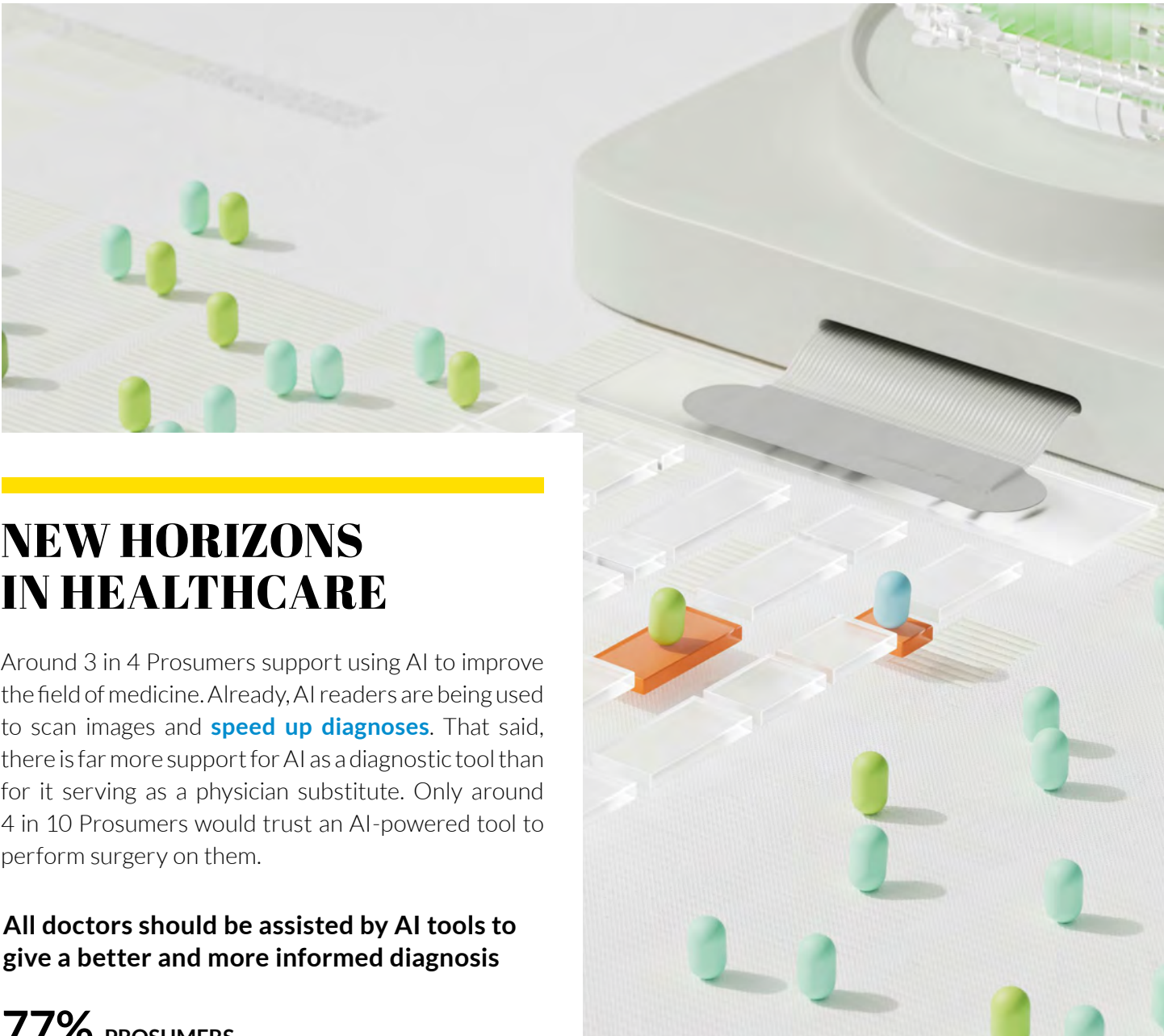
NEW HORIZONS IN HEALTHCARE

Around 3 in 4 Prosumers support using AI to improve the field of medicine. Already, AI readers are being used to scan images and **speed up diagnoses**. That said, there is far more support for AI as a diagnostic tool than for it serving as a physician substitute. Only around 4 in 10 Prosumers would trust an AI-powered tool to perform surgery on them.

All doctors should be assisted by AI tools to give a better and more informed diagnosis

77% PROSUMERS

61% MAINSTREAM

I would trust AI to perform surgery on me

42% PROSUMERS

27% MAINSTREAM

(% agreeing strongly/somewhat)

Potentially good news for some: 7 in 10 Prosumers—rising to more than 8 in 10 in Brazil, China, and India—are convinced AI will increase humans' life expectancy.

AI is going to become a tool to increase our life expectancy

70% PROSUMERS

52% MAINSTREAM

(% agreeing strongly/somewhat)

CAN AI KEEP US SAFE?

We're living in an era of near-constant chaos and crisis—including, in some countries, heightened threats to public safety. It makes sense, therefore, as shown above, that 8 in 10 Prosumers are hopeful AI can be used to keep us safe. We also see that two-thirds of Prosumers expect this new technology to enhance public safety through predictive analysis of crimes. What felt to many like a dystopian nightmare in 2002's *Minority Report* may be regarded in a different light after two decades of terrorist assaults in multiple countries.

I believe this new wave of AI tools is going to build a society where we will be safer thanks to predictive analysis of crime

66% PROSUMERS

42% MAINSTREAM

(% agreeing strongly/somewhat)

A "ZERO-RISK" SOCIETY COMES AT A PRICE

It's not just criminals—actual or predicted—who might find themselves at the mercy of new technologies. A majority of Prosumers and the mainstream worry about the potential misuse of AI in the hands of private companies. Unauthorized (and unethical) surveillance and privacy breaches are of widespread concern, with 69% of Prosumers convinced that people's data will be under constant scrutiny.

I'm concerned that generative AI tools are in the hands of private companies

54% PROSUMERS

58% MAINSTREAM

I believe this new wave of AI tools is going to build a society where our data will always be scrutinized

69% PROSUMERS

67% MAINSTREAM

(% agreeing strongly/somewhat)

There are also ethical concerns. For instance, people worry about the loss of human autonomy in decision-making. Our respondents also expressed concern about increased societal inequity, with AI leading to a permanent underclass of unemployed and potentially infusing entrenched human biases into its content and choices.

I have concerns about the ethical implications of generative AI because it's going to ruin our autonomous decision-making

47% PROSUMERS

58% MAINSTREAM

I believe this new wave of AI tools is going to build a society where lots of people will be unemployed

42% PROSUMERS

53% MAINSTREAM

I have concerns about the ethical implications of generative AI because it's replicating biases we all have as humans

46% PROSUMERS

52% MAINSTREAM

% agreeing strongly/somewhat

GOVERNMENTS TO THE RESCUE?

Around three-quarters of Prosumers and two-thirds of the mainstream would like to see governments step in and regulate AI. Ironically, most Prosumers also think governments need an AI assist and want to see them incorporate AI into their operations to increase efficiency.

I think governments should regulate the use of generative AI

76% PROSUMERS

68% MAINSTREAM

I think governments should rely on generative AI tools to become more efficient
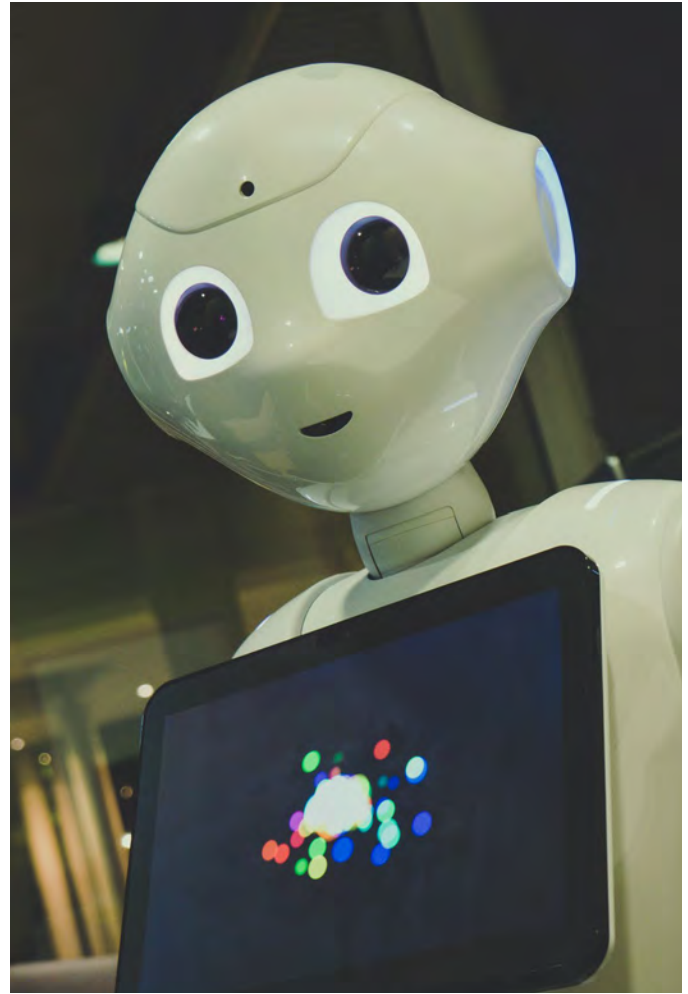
68% PROSUMERS

47% MAINSTREAM

% agreeing strongly/somewhat

How Can Brands Win at AI?

As we've seen in the digital sphere, AI-native brands will grow in number and capabilities. What about the rest of us? How can existing brands harness these new tools to optimal effect? Two areas that show real promise involve enhancing the customer experience and creating emotional connections.

NEXT-GEN CX

Prosumers are more than ready for generative AI to enrich their customer experiences, including by making them more seamless and efficient and providing round-the-clock availability. Sweden-based Klarna, a company offering "buy now, pay later" financing, has used a license from OpenAI to develop what it calls the **AI Assistant**. The company claims the tool, which operates 24 hours a day in 35 languages, has already replaced two-thirds of its customer service interactions, reducing wait times and errors in ticket responses.

Brands should use generative AI to make my customer experience more efficient and seamless

82%
60%

Humans aren't out of the loop quite yet, however. Around three-quarters of Prosumers and the mainstream agree they would rather chat with a living being than a digital duplicate. The question, of course, is for how long they'll be able to detect the difference.

When it comes to customer service, I prefer talking to a human rather than an AI

73%
74%

■ **PROSUMERS** ■ **MAINSTREAM**

(% agreeing strongly/somewhat)

AI AS PERSONAL CONCIERGE

Around 8 in 10 Prosumers look forward to using generative AI for product and service customization and to receive personalized recommendations. The **Humane AI Pin**, launched in April 2024, is a wearable, voice-controlled device that acts as a digital assistant, with an interface projected onto the user's palm. The device is meant to replace smartphones for many applications, from making calls, texting, and taking photos/video to translating conversations in real time. Though **early reviews** are less than stellar, it's early days still, and we can expect competitors to pop up in the space.

Thanks to these new technologies, we anticipate an era when we can move beyond conversational and predictive commerce to companion commerce, with an AI presence accompanying the consumer along every step of the journey.

TOWARD A NEW ERA FOR COMMERCE

CONVERSATIONAL COMMERCE	→	PREDICTIVE COMMERCE	→	COMPANION COMMERCE

ALL ABOUT THE FEELS

AI is increasingly proficient at taking on tasks of order fulfillment and problem-solving, but it hasn't yet reached the point where it can pass as human—at least in the view of younger consumers. We found a generational split, with 60% of Gen Zs claiming to be able to detect AI-generated content, compared with just 30% of boomers who said the same. In the end, will it even matter? As noted earlier, nearly 6 in 10 Prosumers already claim not to care about the provenance of a piece of art, provided they find it beautiful and moving. What matters is the emotional connection, not its source.

A ROLE FOR BRANDS

Further developments in generative AI will fundamentally alter how we live, learn, and work. And that will create significant challenges. Brands have an opportunity to be part of the solutions, taking stands and creating campaigns and activations to push AI in a more equitable and prosocial direction. This can include anything from protecting intellectual property to addressing AI biases and inequities.

In 2023, ride-sharing app Heetch uncovered a negative bias in Midjourney AI images depicting the French suburbs. In response, the company gathered thousands of photos that cast the suburbs in a more positive (and representative) light. In a campaign called "**Greetings from the Suburbs**," it turned those photos into postcards and sent them to Midjourney employees with a QR code that allowed them to access and incorporate the cache of images into their AI training.

IN A NUTSHELL

1. Prosumers globally recognize the revolutionary potential of generative AI and are jumping on the bandwagon quickly so as not to be left behind.

2. There is widespread hope that this new technology will prove to be a new mess.ai.h, capable of solving society's greatest challenges—but already we're seeing a divide between believers and doubters.

3. Most people perceive generative AI as a risk to others but not to themselves, seeing it instead as a way for them to become more productive and creative. The ultimate hope is that AI will free us from labor.

4. AI's potential to build a "zero-risk" society will carry a cost, including loss of privacy, less freedom, and even greater inequities between the haves and have-nots.
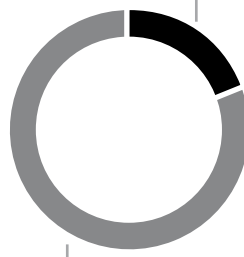
5. Brands that win at AI will use it to produce more efficient and seamless customer experiences, boost their creativity, and create an ownable tone of voice.

About the Study

In the first quarter of 2024, Havas partnered with Market Probe International to survey 14,355 people ages 18+ in 32 markets: Africa Bundle (Ivory Coast, Kenya, Nigeria), Australia, Austria, Belgium, Brazil, China, Canada, Chile, Finland, France, Germany, Greece, India, Ireland, Italy, Japan, Korea, Malaysia, Mexico, Philippines, Saudi Arabia, Singapore, South Africa, Spain, Thailand, Ukraine, United States, United Kingdom, United Arab Emirates, and Vietnam.

The survey sample was made up of **19%** leading-edge **Prosumers** and **81% mainstream** consumers.

Who Are Prosumers?

Prosumers are today's leading influencers and market drivers. They have been a focus of Havas studies for two decades. Beyond their own economic impact, Prosumers are important because they influence the brand choices and consumption behaviors of others. What Prosumers are doing today, mainstream consumers will likely be doing 6 to 18 months from now.

Find out more about Prosumer Reports

https://havascreative.com/content-hub/

Follow us on X @prosumer_report

Or contact **Sebastien Houdusse,** Global Strategy Director, at Sebastien.Houdusse@betc.com

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