



University of
Zurich^{UZH}

IKMZ – Department of Communication and Media Research

Research Report – Media Change & Innovation Division

Generative Artificial Intelligence Tools: Knowledge, Use and Attitudes in Switzerland

Michael Latzer (Project lead)
Noemi Festic

This survey was conducted in collaboration with the Swiss public broadcasting association (SRG) and as part of the World Internet Project – Switzerland.

MEDIA CHANGE
and innovation a division of **ikmz**

Imprint

PUBLISHER

University of Zurich
IKMZ – Department of Communication and Media Research
Media Change & Innovation Division
Andreasstrasse 15
8050 Zurich
<http://mediachange.ch>

PROJECT LEAD

Prof. Dr. Michael Latzer (m.latzer@ikmz.uzh.ch)

PROJECT TEAM

Dr. Noemi Festic (n.festic@ikmz.uzh.ch)

With assistance from Sophie-Kathrin Klimas.

PLEASE QUOTE AS

Latzer, M. & Festic, N. (2024). Generative Artificial Intelligence Tools: Knowledge, Use and Attitudes in Switzerland. Results Report. Zurich: University of Zurich.
<https://mediachange.ch/research/artificial-intelligence-applications/>



To access the German version of this report, please refer to:

Latzer, M. & Festic, N. (2024). «Künstliche Intelligenz» in der Schweiz 2024: Kenntnisse, Nutzung und Einstellungen zur generativen KI. Zürich: Universität Zürich.
<https://mediachange.ch/research/artificial-intelligence-applications/>

Zurich, November 2024

This survey was conducted in collaboration with the Swiss public broadcasting association (SRG) and as part of the World Internet Project – Switzerland.

Contents

Introduction	5
Executive Summary	7
1 Knowledge of AI Tools	10
2 Usage Patterns of AI Tools	13
2.1 Use of AI Tools	13
2.2 Use Purposes of AI Tools	16
2.3 Comfort with Using AI Tools	17
2.4 Usefulness of AI tools	19
3 Non-Users: Reasons and Intention to Use	22
3.1 Reasons for Non-Use	22
3.2 Intention to Use AI Tools in the Future	23
4 Attitudes on AI Tools	26
4.1 Impact of AI Tools on our Lives	26
4.2 Access to AI Tools for Children	28
5 Regulation of AI Tools	34
Method	37
Further Literature	38

List of Figures

Figure 1: Knowledge of AI tools in Switzerland 2024.....	10
Figure 2: Knowledge of AI tools by age groups in Switzerland 2024	11
Figure 3: Knowledge of AI tools by educational attainment in Switzerland 2024	12
Figure 4: Use of AI tools in Switzerland 2024	13
Figure 5: Evolution of the use of AI tools in Switzerland (2023–2024).....	14
Figure 6: Use of AI tools by age groups in Switzerland 2024.....	15
Figure 7: Use of AI tools by educational attainment in Switzerland 2024....	16
Figure 8: Use purposes of AI tools in Switzerland 2024	17
Figure 9: Comfort with using AI tools in Switzerland 2024	18
Figure 10: Comfort with using AI tools by age groups in Switzerland 2024	18
Figure 11: Comfort with using AI tools by educational attainment in Switzerland 2024	19
Figure 12: Usefulness of AI tools in Switzerland 2024	20
Figure 13: Usefulness of AI tools by age groups in Switzerland 2024	20
Figure 14: Reasons for non-use of AI tools in Switzerland 2024.....	22
Figure 15: Intention to use AI tools in the next six months among non-users in Switzerland 2024.....	24
Figure 16: Intention to use AI tools in the next six months among non-users by age groups in Switzerland 2024.....	24
Figure 17: Attitudes on the impact of AI tools on our lives in Switzerland 2024	26
Figure 18: Attitudes on the impact of AI tools on our lives by age groups in Switzerland 2024	27
Figure 19: Attitudes on allowing children access to AI tools in Switzerland 2024	28
Figure 20: Attitudes on allowing children access to AI tools by gender in Switzerland 2024	29
Figure 21: Attitudes on allowing children access to AI tools by age groups in Switzerland 2024	30
Figure 22: Attitudes on allowing children access to AI tools by use of AI tools in Switzerland 2024.....	31
Figure 23: Reasons for allowing children access to AI tools in Switzerland 2024	32
Figure 24: Reasons for not allowing children access to AI tools in Switzerland	32
Figure 25: Attitudes on regulation of AI tools in Switzerland 2024	34
Figure 26: Attitudes on regulation of AI tools by age groups in Switzerland 2024	35
Figure 27: Reasons for believing that AI tools cannot be regulated in Switzerland 2024	36

Introduction

The term “Artificial Intelligence” (AI), coined by American computer scientists in the mid-20th century, does not refer to a specific technology but broadly represents the goal of simulating human intelligence through machines, or rather the transhumanist pursuit of surpassing human limitations through technology (Latzer, 2022).

Early examples of applications, such as a robotic mouse that finds its way through a maze and memorizes its path, as well as the first artificial neural networks, were followed by setbacks of digital expert systems, leading to a long phase of low public attention, an “AI winter” (Floridi, 2020). Towards the end of the 20th century, through high-profile victories by computer programs against human masters in chess, go and backgammon, “Artificial Intelligence” successfully made a media comeback. In the early 21st century, breakthroughs in machine learning, particularly in image and speech recognition, further propelled the field’s development (Roser, 2022).

In the 2020s, generative AI (GenAI), based on large language models (LLMs), gained significant attention. These models process and predict language patterns by being trained on vast datasets. They can perform tasks such as answering questions, summarizing and editing texts, translating languages, and generating content. In November 2022, the U.S. company OpenAI launched ChatGPT, viewed as the first tool based on a large language model to be made widely accessible to the public, including a free version. Since then, numerous other companies have developed and released similar models. This has led to massive media attention in recent years, fueled by countless debates and speculations about “Artificial Intelligence” across politics, business, and science.

This report explores how these tools have been integrated into the everyday lives of the Swiss population and what people think about them. To understand how these technologies have been adopted, this report specifically answers the following questions: How do people in Switzerland use tools with artificial intelligence such as ChatGPT or Google Gemini in their everyday lives? Who uses them? For what purposes are they used, and how comfortable do users feel in the process? How helpful are they? What are Swiss internet users’ attitudes towards these AI tools and what do they think about their regulation?

The results are based on representative survey data. In the introduction, the respondents were told that all questions in the survey concern tools with so-called artificial intelligence (AI), which are best known through programs such as ChatGPT or Google Gemini. They were further informed that these tools have human-like abilities such as thinking, learning, planning, or creativity, and are able to produce sophisticated texts, works of art, and computer programs, which so far only the human brain could achieve.

Varying public attention for „Artificial Intelligence“

Tools with generative AI like ChatGPT widely available since November 2022

This survey is based on a representative sample of Swiss internet users. Given that the internet usage rate in Switzerland has steadily increased over the past decade, reaching 95% in 2021, it can be assumed that a sample of Swiss internet users is almost equivalent to one of the general population (Latzer et al., 2023a). According to the Federal Statistical Office, 97% of the Swiss population used the internet in 2023 (BFS, 2023).

The knowledge and use of these AI tools was already empirically assessed as part of the World Internet Project (WIP) – Switzerland 2023 empirical study (Latzer et al., 2023b). Similar surveys to the one this report is based on were further fielded by our country partners in the Czech Republic (Lupač et al., 2024) and Macao (Cheong et al., 2024). Where applicable, the comparative data is included in this report.

Longitudinal and cross-country comparisons

Executive Summary

Rapid Diffusion: A year and a half after their market launch, AI tools are known throughout Switzerland, half the population use them, and nearly all of the youngest generation do

- Virtually everyone (98% of Swiss internet users) has heard of AI tools, and this knowledge has increased since 2023 (79%).
- Half of Swiss internet users (54%) have used AI tools.
- In the youngest age group, almost everyone (93%) has tried AI tools, and 43% even use them often. In the oldest group, only 8% use them often while almost three quarters (72%) have never used them.
- The use of AI tools has increased by 17 percentage points since 2023 (2024: 54%, 2023: 37%).

Digital inequalities in the Swiss society based on age and education are being exacerbated by artificial intelligence

- Knowledge of AI tools is much higher in younger age groups (61% among the youngest vs. 7% among the oldest).
- Younger people are also much more likely to be AI users (16–29: 93%, 70+: 24%). The share of users also increases significantly with higher education levels (low: 37%, medium: 42%, high: 70%).
- Among non-users, those aged 30 to 39 ($m = 2.27$) show the highest intention to use AI tools in the next six months, compared to older age groups ($m = 1.75$ – 1.96). Highly educated non-users ($m = 2.09$) also show a slightly higher intention to use AI tools compared to those with medium ($m = 1.93$) or low education levels ($m = 1.86$).
- Given the already higher usage rates and strong intention to use among non-users who are younger and have higher levels of education, it is expected that existing digital inequalities in Switzerland will be further exacerbated in the future due to the use of generative AI.
- Younger and highly educated Swiss internet users also feel more comfortable using AI, perceive these tools as more useful, and are more optimistic about their impact on our lives.

Use of AI tools still mostly experimental („to see how good they are“)

- Swiss internet users' most frequently mentioned purpose of AI-tool use is to see how good they are (54%). 38% of users further mentioned that they use them to process or simplify long texts, to solve school- or work-related problems, or to learn new things.
- 3 in 10 (30%) use them for entertainment and 2 in 10 (19%) report using AI tools to create information that they should create themselves.
- Swiss AI-tool users feel relatively comfortable using these services although they have only been available for 1½ years and are quite opaque to users. About a third (32%) feel very comfortable, and

40% feel somewhat comfortable. This sentiment is remarkably similar across all sociodemographic groups.

- Almost half (48%) of the users of AI tools have found them useful (35%) or very useful (13%).

Early signs of saturation; AI tools generating incorrect information is the most important reason for non-use

- A certain level of saturation has been reached in the adoption of AI tools: 77% of current non-users think it is (very) unlikely that they will start using AI tools in the next six months.
- The most prevalent reason for non-use was that „generative AI often produces incorrect information“ (m = 4.01). An almost as important reason was that AI technologies have little to do with the respondents' daily lives (m = 3.93).

Trade-off: High privacy concerns alongside high expectations for increased efficiency through AI

- Internet users in Switzerland mostly believe that AI can be used to monitor people's private lives (m = 3.86).
- At the same time, the Swiss people believe that AI will help us complete tasks more efficiently (m = 3.42).
- Younger people and men are more optimistic about the impact of generative AI on our lives.

Half are skeptical about children's use of AI, while AI users, young people, and men view it more positively

- Half (54%) of Swiss internet users aged 16 and over believe that children should not have access to AI tools. A third believe that they should (33%), and 13% are undecided.
- Younger people and men are more favorable towards children using AI tools.
- The main reasons for rejecting children's use of AI are its impact on their learning ability and critical thinking.
- Supporters primarily expect it to foster greater interest in new technologies and provide access to additional resources for children.

Divided opinions on the regulation of AI tools

- A third (34%) believe that it is possible to regulate AI tools, while 22% say no.
- A quarter (24%) think it is too soon to know what needs to be regulated and that we should wait. A fifth (19%) are unsure or do not know.
- Younger people are more optimistic about the possibility to regulate AI tools than their older counterparts.

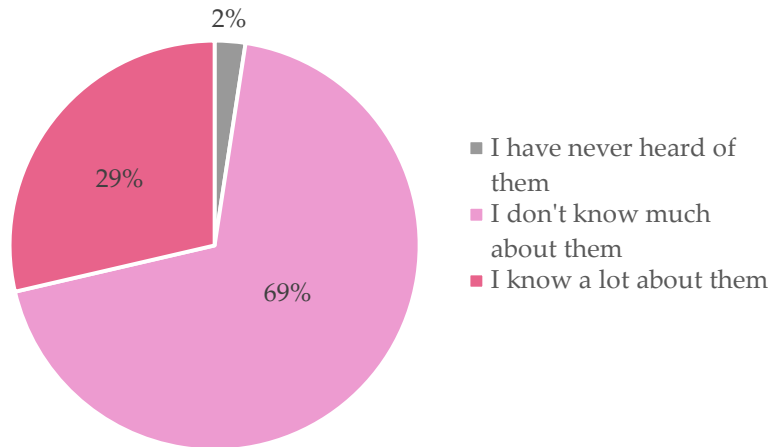
Switzerland leads the Czech Republic and Macao in awareness and use of AI tools

- Compared to almost all (98%) Swiss internet users knowing of AI tools, awareness of these technologies is somewhat lower in the Czech Republic (83%) and Macao (64%).
- Similarly, while half of Swiss internet users (54%) have used AI tools, this proportion is lower in the Czech Republic (39%) and Macao (27%).
- For knowledge and use of AI tools, similar sociodemographic patterns are prevalent in all three countries.

1 Knowledge of AI Tools

The first section of this report is concerned with how much Swiss internet users know about AI tools such as ChatGPT or Google Gemini.

Figure 1: Knowledge of AI tools in Switzerland 2024



Data basis: Swiss internet users 16+, N = 1'000.

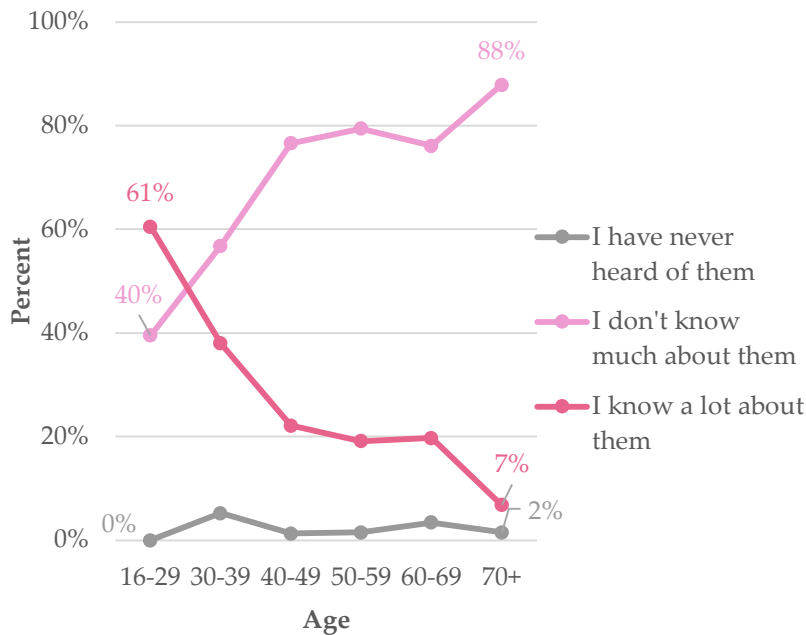
- Almost everyone in Switzerland aged 16 and over who uses the internet (98%) has already heard of these AI tools. However, more than two thirds (69%) report not knowing much about them. 29% say that they know a lot about them.
- This question about knowledge of AI tools was part of the World Internet Project – Switzerland survey 2023 (Latzer et al., 2023b). In 2023, 79% of Swiss internet users knew of AI tools (vs. 2024: 98%).
- Knowledge of AI tools has increased since 2023 and has reached almost every Swiss internet user.

Nearly all (98%) Swiss internet users know of AI tools 1½ years after their public launch

Knowledge of AI tools is higher in Switzerland compared to other countries:

- In the Czech Republic, the knowledge of AI tools is lower: while 17% have never heard of them, 69% don't know much and 14% know a lot about them.
- In Macao, 64% of internet users are aware of AI tools.

The knowledge of these services among Swiss internet users strongly differs with age:

Figure 2: Knowledge of AI tools by age groups in Switzerland 2024

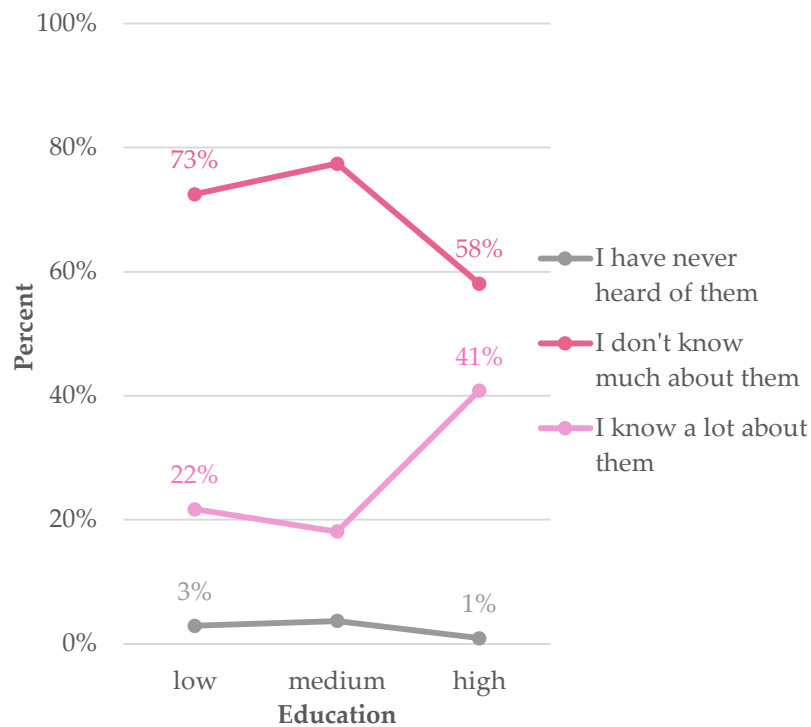
Data basis: Swiss internet users 16+, N=1'000. Deviations from 100% in the totals are due to rounding differences and the omission of the «don't know» category (<4%).

- Across all age groups, almost everyone (95–100%) has heard of AI tools.
- When it comes to whether people report knowing little or much about these tools, there are very pronounced differences between the age groups: In the youngest group, all of the respondents (100%) have heard of AI tools, and a majority (61%) reported knowing a lot about them. With increasing age, the proportion of those who report not knowing much about them increases, and those who say that they know a lot are fewer in the older groups.
- While the majority (61%) of the youngest group report knowing a lot about AI tools, this proportion is almost ten times smaller in the oldest group: only 7% of those aged 70 and over report having much knowledge about these tools.

Differences in the knowledge of these tools with regard to education are also apparent:

**Knowledge of AI tools
much higher in younger age
groups**

Figure 3: Knowledge of AI tools by educational attainment in Switzerland 2024



Data basis: Swiss internet users 16+, N = 1'000. Deviations from 100% in the totals are due to rounding differences and the omission of the «don't know» category (<3%).

- When it comes to differences based on the respondents' levels of educational attainment, those with a high level of educational attainment are double as likely to know a lot about AI tools (41%) than those with low (22%) or medium (18%) levels of education.
- Among people with low (73%) or medium (77%) education levels, the proportion of those who know little about AI tools is higher than among those with higher education (58%).

Highly educated individuals are twice as likely to rate their knowledge of AI tools as high

There are some gender differences in the knowledge of AI tools:

- Men report knowing a lot about these tools (34%) more often than women (23%).

Use of AI tools follows similar societal patterns in other countries:

- Regarding gender, age, and education, the same patterns are present in the Czech internet-user population.
- In Macao, younger people and students are AI-tool users more frequently.

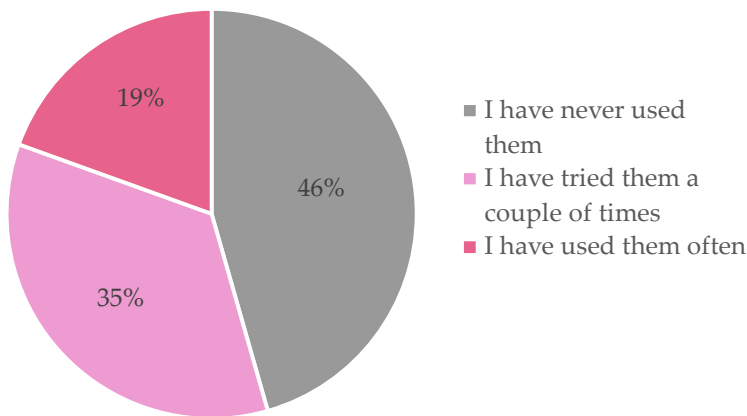
2 Usage Patterns of AI Tools

In addition to the knowledge of these tools, this report assesses their adoption in the Swiss internet-user population. This section is concerned with who uses AI tools, what they use them for, how useful they perceive them to be, and how comfortable they feel using them.

2.1 Use of AI Tools

We asked all respondents to what extent they had already used tools with generative AI such as ChatGPT or Google Gemini.

Figure 4: Use of AI tools in Switzerland 2024

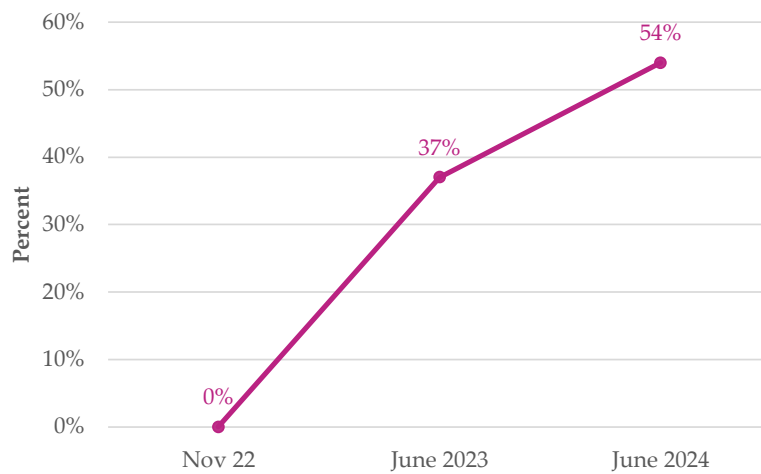


Data basis: Swiss internet users 16+, N = 1'000.

- Half of Swiss internet users (54%) have used AI tools. While over a third (35%) have tried them a couple of times, a fifth (19%) have used them often.
- 46% of Swiss internet users have never used AI tools.

Every other (54%) Swiss internet user has adopted AI tools

Given that these AI tools have only been available to the wider public since November 2022, their user shares have undergone a remarkable evolution:

Figure 5: Evolution of the use of AI tools in Switzerland (2023–2024)

Data basis: Swiss internet users 16+, N = 1'000.

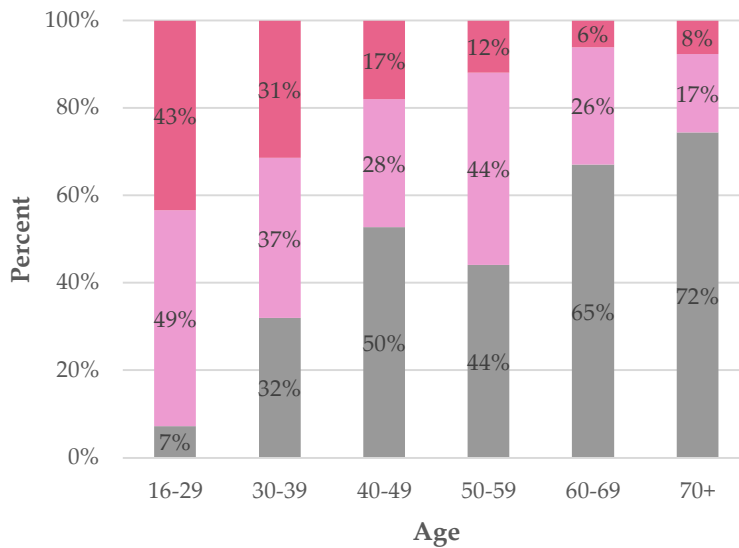
- Before November 2022, the tools with generative AI that this report refers to were not available to the general public.
- In June 2023, more than a third of Swiss internet users (37%) were already using such AI tools.
- This share has increased by nearly 50% a year later: Now, one in two internet users (54%) in Switzerland uses these tools.

AI-tool use has reached half the internet-user population in less than two years

As was the case for the knowledge of AI tools, their use is more common in Switzerland compared to other countries:

- In the Czech Republic, the proportion of those who have never used them is higher (61%) and those who use them often are fewer (7%).
- In Macao, AI tools are much less widespread: only 27% of internet users use them.

The age patterns for the use of AI tools among Swiss internet users are also similar to those concerning the knowledge of them:

Figure 6: Use of AI tools by age groups in Switzerland 2024

■ Users: have used often ■ Users: have tried a couple of times ■ Nonusers

Data basis: Swiss internet users 16+, N = 1'000. Deviations from 100% in the totals are due to rounding differences and the omission of the «don't know» category (<5%).

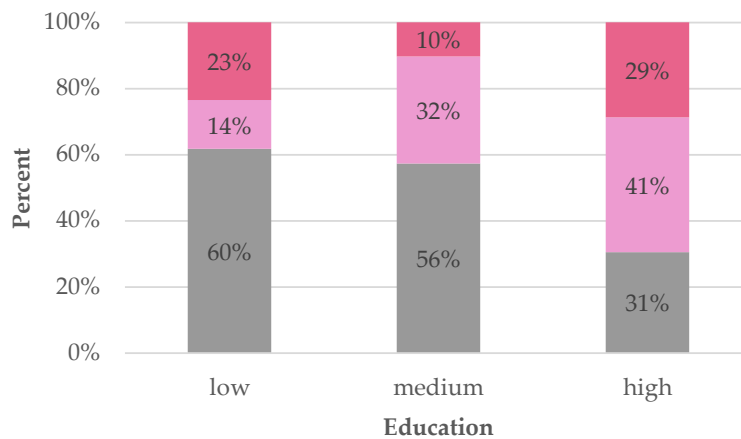
- Younger people use AI tools much more often in Switzerland. In the youngest age group, almost everyone (93%) has tried AI tools, and 43% even use them often.
- In the oldest group, only 8% seem to have adopted AI tools into their everyday lives while almost three quarters (72%) have never used them.

Almost four times as many users in the youngest (93%) vs. oldest (24%) age group

There are some gender differences in the use of AI tools:

- While half of the female respondents (49%) have already used AI tools, the proportion is higher among men (61%).
- Men also report having used AI tools often slightly more frequently (22%) than women (16%).

There are also notable differences regarding different levels of educational attainment:

Figure 7: Use of AI tools by educational attainment in Switzerland 2024

■ Users: have used often ■ Users: have tried a couple of times ■ Nonusers

Data basis: Swiss internet users 16+, N = 1'000. Deviations from 100% in the totals are due to rounding differences and the omission of the «don't know» category (<3%).

- With increasing levels of educational attainment, the usage proportion rises (low: 37%, medium: 42%, high: 70%). As a result, the proportion of non-users among the highly educated (31%) is only half as large as among those with a low level of educational attainment (60%).
- Those with a high level of educational attainment use AI tools much more often than those with low or medium levels of educational attainment.

The usage patterns for AI tools also appear to be similar to those of social media:

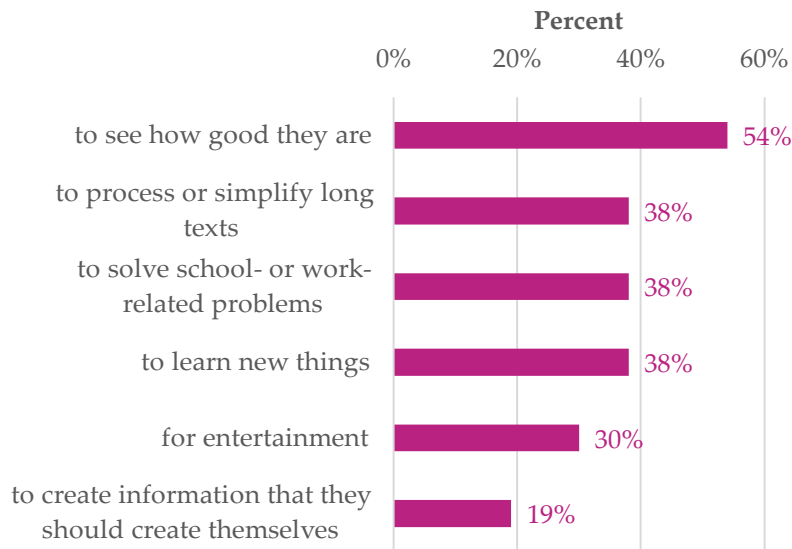
- A majority of those who never use social media have never used AI tools (57%).
- Among those who use social media multiple times a day to multiple times an hour, 23–29% have already used AI tools.
- Meanwhile this proportion is only 2% for those who do not use social media.

AI-tool adoption follows similar societal patterns to social media

2.2 Use Purposes of AI Tools

We asked the 536 AI-tool users in our sample what purposes they use these tools for. Multiple responses were possible.

Figure 8: Use purposes of AI tools in Switzerland 2024



Data basis: Swiss users of AI-tools 16+, N = 536.

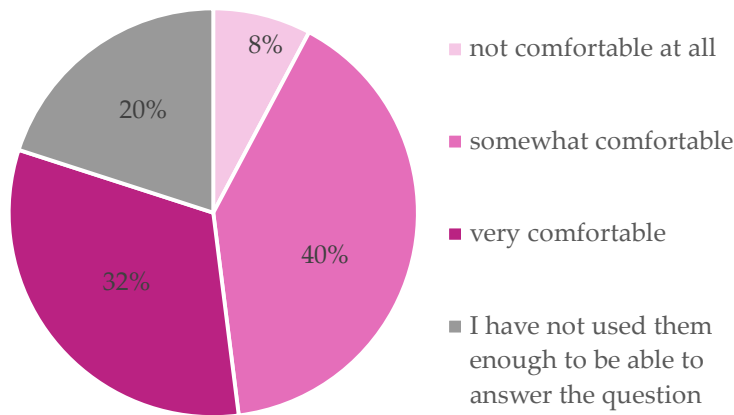
- Swiss internet users most frequently use AI tools to see how good they are (54%). This suggests that half of the Swiss AI-tool users are still exploring meaningful use cases and are driven by curiosity in their usage.
- 38% of users further mentioned that they used them to process or simplify long texts, to solve school- or work-related problems, or to learn new things.
- 3 in 10 (30%) use them for entertainment and 2 in 10 (19%) report using AI tools to create information that they should create themselves.

Seeing how good AI tools are is the most common use purpose

2.3 Comfort with Using AI Tools

AI tools are still very novel and are different from hitherto existing digital services in many ways. This section is therefore concerned with how comfortable Swiss AI-tool users feel when using these applications.

Figure 9: Comfort with using AI tools in Switzerland 2024



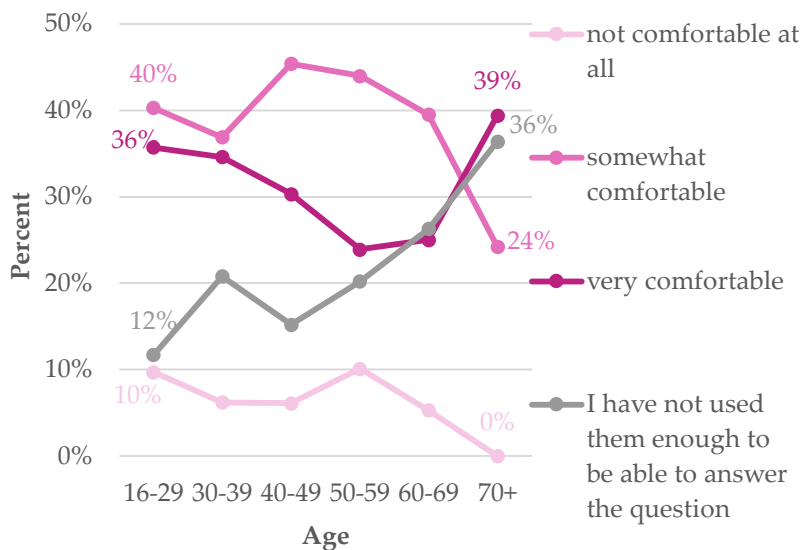
Data basis: Swiss users of AI tools 16+, N = 536.

- Swiss users of AI tools seem to feel comfortable using these services. About one third (32%) feel very comfortable, and 40% feel somewhat comfortable.
- Given the opacity and recent market launch of these services, these are remarkably high figures.
- A small minority (8%) states that they do not feel comfortable at all. A fifth (20%) reports that they have not used the tools enough to be able to answer the question.
- The most-chosen answer category (40%) was „somewhat comfortable“.

Dealing with AI tools: Three quarters (72%) feel at least somewhat comfortable

Although there were stark age differences when it comes to the knowledge and usage of AI tools, the age differences when it comes to how comfortable people are with AI tools are not as pronounced:

Figure 10: Comfort with using AI tools by age groups in Switzerland 2024

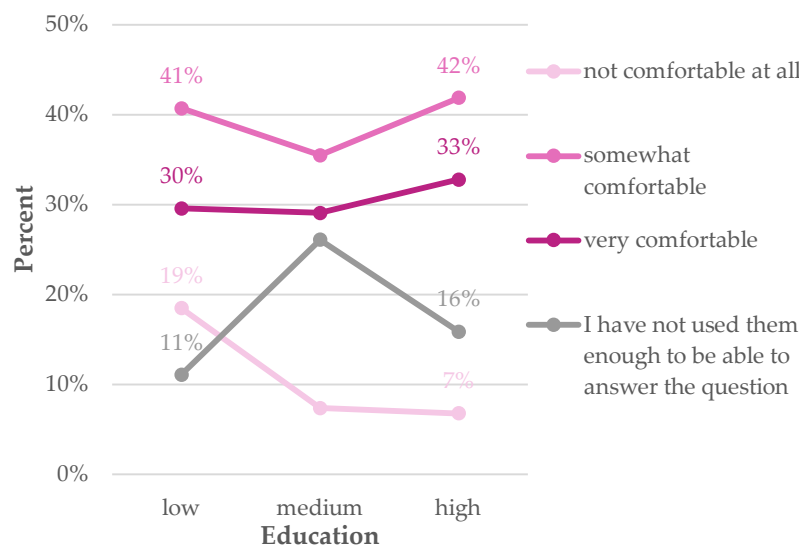


Data basis: Swiss users of AI tools 16+, N = 536. Deviations from 100% in the totals are due to rounding differences and the omission of the «don't know» category (<4%).

- In the older age groups, where people have used AI tools less frequently, respondents are more likely to indicate that they have not used these services enough to answer the question.
- No clear pattern emerges regarding age differences otherwise.
- Roughly a quarter to a third of the respondents in each age group feels very comfortable with using AI tools.

Differences in comfort using AI tools were even less pronounced among Swiss internet users with different levels of educational attainment:

Figure 11: Comfort with using AI tools by educational attainment in Switzerland 2024



Data basis: Swiss users of AI tools 16+, N = 536. Deviations from 100% in the totals are due to rounding differences and the omission of the «don't know» category (<3%).

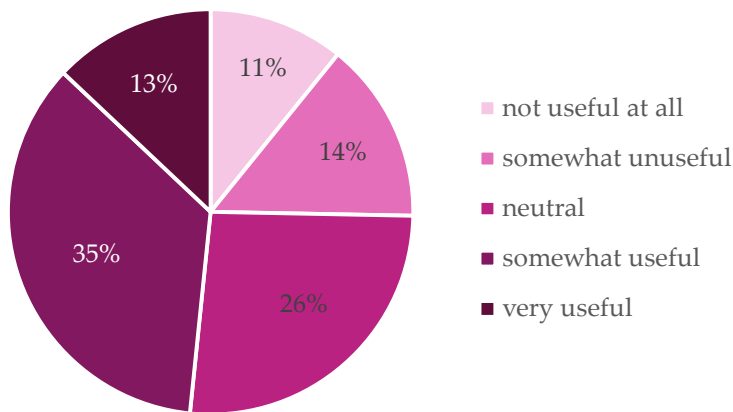
- When it comes to how comfortable participants are with AI tools, those with low levels of educational attainment are more likely to not feel comfortable at all (19%) compared to those with medium or high levels of education (7%).
- In all other categories, there are little meaningful differences between groups with different levels of educational attainment.

Discomfort in using AI is twice as common among users with low or medium levels of educational attainment (vs. high)

2.4 Usefulness of AI tools

The users of AI tools assessed how useful they have found them to be so far. We asked this on a scale from 1 = „not useful at all” to 5 = „very useful”.

Figure 12: Usefulness of AI tools in Switzerland 2024



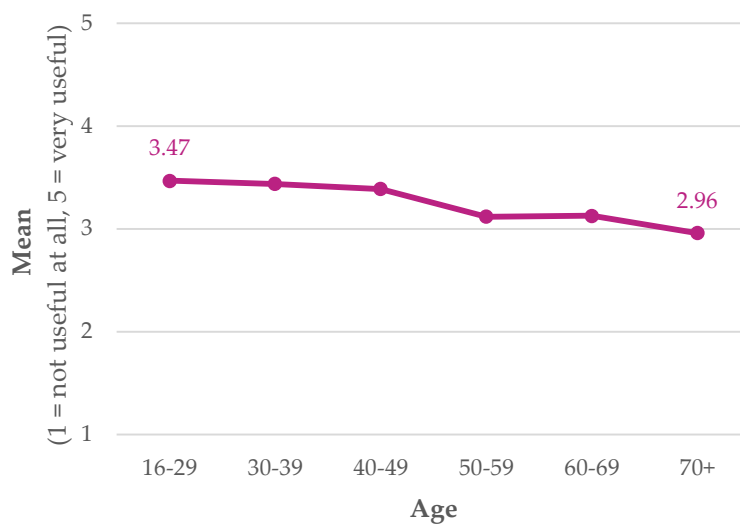
Data basis: Swiss users of AI tools 16+, N = 536. Deviations from 100% in the totals are due to rounding differences and the omission of the «don't know» category (<3%).

- Almost half (48%) of the users of AI tools in Switzerland have found them useful (35%) or very useful (13%). A quarter (26%) is neutral and another quarter (25%) finds them to be not useful (14%) or not useful at all (11%).
- In the Czech Republic, where fewer people use AI tools than in Switzerland, their usefulness is rated higher: 71% of users find them (very) useful.

AI tools are useful for half (48%) of their users

The sociodemographic differences in perceived usefulness of AI tools among users are small in Switzerland:

Figure 13: Usefulness of AI tools by age groups in Switzerland 2024



Data basis: Swiss users of AI tools 16+, N = 536.

- Younger people perceive AI tools to be more useful than older people.
- With increasing age, the perceived helpfulness of AI tools declines.

AI tools are more useful for younger vs. older users

Between men and women, there is no significant difference in how useful they perceive AI tools to be:

- Men ($m = 3.28$) and women ($m = 3.34$) perceive AI tools as almost equally useful.

For different levels of educational attainment, the differences were small:

- Swiss internet users with low levels of educational attainment perceive AI tools as slightly less useful ($m = 3.18$) compared to those with medium ($m = 3.33$) or high ($m = 3.30$) levels of education.

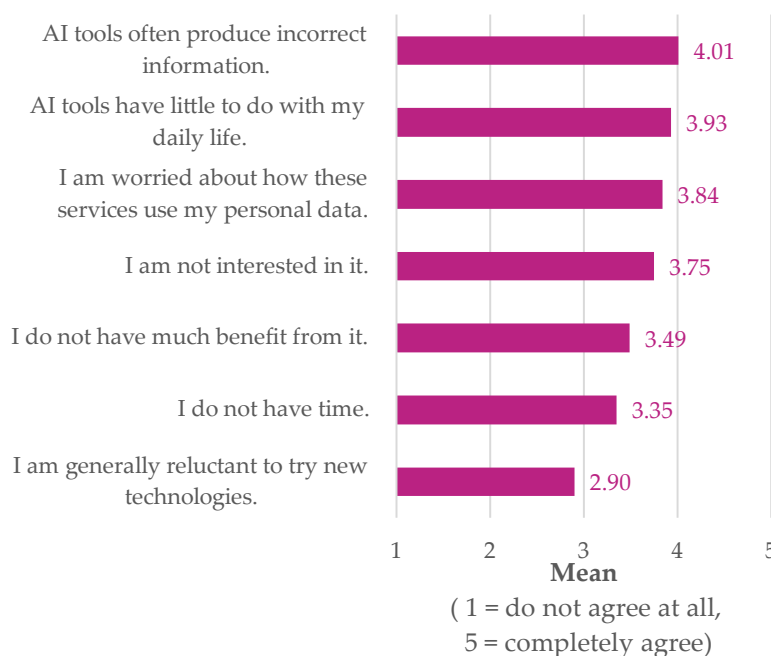
3 Non-Users: Reasons and Intention to Use

While virtually everyone in Switzerland aged 16 and above has heard of AI applications, almost half of the population (46%) still has not used them. This section focuses on their reasons for not having used AI tools so far and their likelihood of becoming adopters of this novel type of online service in the next six months.

3.1 Reasons for Non-Use

We asked the 464 non-users of AI tools to what extent the following reasons contribute to their non-use. To measure this, we asked them to what extent they agree with the following statements (1 = „do not agree at all”; 5 = „completely agree”).

Figure 14: Reasons for non-use of AI tools in Switzerland 2024



Data basis: Swiss AI-tool non-users 16+, N = 464.

- The most prevalent reason for non-use is that generative AI often produces incorrect information (m = 4.01).
- An almost as important reason is that AI technologies have little to do with the respondents’ daily lives (m = 3.93).
- Swiss non-users of AI tools also seem worried about how these services use their personal data (m = 3.84) or are not interested in them (m = 3.75).
- We found slightly lower agreement to the statements „I do not have much benefit from it” (m = 3.49) and „I do not have time” (m = 3.35).
- The statement „I am generally reluctant to try new technologies” received the least agreement (m = 2.90).

Strong concerns about incorrect information among non-users

In comparison to the Czech Republic, differences emerge:

- In the Czech Republic, the most prevalent reasons for non-use were that AI tools have little to do with people’s lives and that they do not have enough information about them or find them difficult to use.
- Concerns about generative AI producing incorrect information were much less widespread.

Cross-country comparison shows that Swiss non-users are more concerned about misinformation from generative AI

There are some differences between the Swiss non-users in different sociodemographic groups when it comes to their reasons for not using AI tools:

- Women agreed more strongly to all of the mentioned reasons for not using AI tools than men.
- When it comes to age differences, the youngest (16–29) showed the strongest agreement to the statement that they are not interested in AI tools.
- Younger people said more often that they are generally hesitant to try new technologies and were least concerned about AI tools’ use of their personal data.
- Older people reported higher agreement with AI tools having little to do with their daily lives and not having enough time to use them.
- Middle-aged people (30–59) believe more strongly that they could not benefit much from using AI tools compared to their younger and older counterparts.

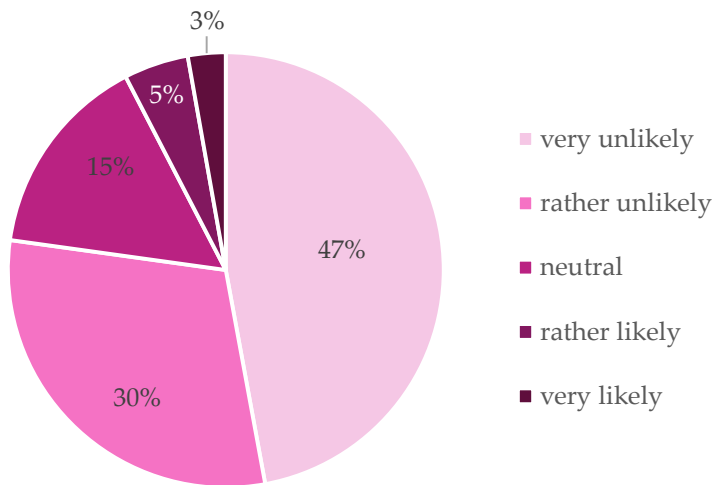
There are also some differences between non-users with different levels of educational attainment:

- The non-users with low levels of educational attainment believe more strongly that they could not benefit from using AI tools and that they do not have much to do with their daily lives than those with medium or high levels of education.
- They also report being less interested in this technology and more concerned about them generating incorrect information.

3.2 Intention to Use AI Tools in the Future

Since AI tools had been on the market for only a year and a half at the time of the survey, current non-users were asked how likely it is that they will use such tools in the next six months.

Figure 15: Intention to use AI tools in the next six months among non-users in Switzerland 2024

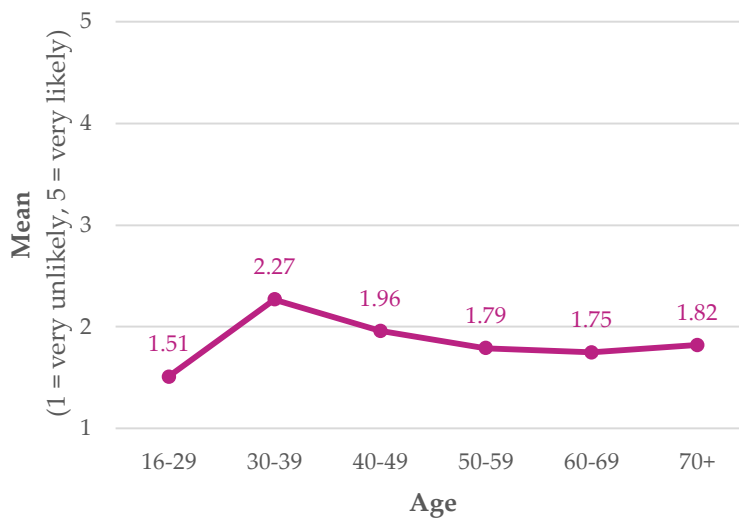


Data basis: Swiss AI-tool non-users 16+, N = 464.

- Almost half of the current non-users (47%) think that it is very unlikely that they will use these tools in the next six months. An additional 30% think that them becoming users is unlikely.
- Overall, three quarters (77%) of those who have not yet tried these services are unlikely to become users in the next six months.
- In the Czech Republic, it appears that the diffusion of AI tools is at an earlier stage: two thirds (66%) of current non-users think that it is somewhat or very likely that they will use AI in the next six months.

Signs of saturation in the adoption of AI tools in Switzerland, but not in the Czech Republic

Figure 16: Intention to use AI tools in the next six months among non-users by age groups in Switzerland 2024



Data basis: Swiss AI-tool non-users 16+, N = 464.

- When it comes to differences between age groups, the 30–39-year-old non-users think it is the most likely that they will use AI tools in the future, although their mean is also below the scale middle.
- The age differences regarding the intention to use AI tools in the next six months are small. Since usage rates are significantly higher in younger age groups (see Figure 6) and there is a similar intention to use among non-users across all groups, it can be assumed that age differences in AI usage in Switzerland will likely increase in the future.

For gender and education, the results were the following:

- The mean response was very similar among male ($m = 1.90$) and female ($m = 1.83$) current non-users.
- The highly-educated ($m = 2.09$) non-users perceive it as slightly more likely that they will use AI tools in the coming half year than those with a medium ($m = 1.93$) or low ($m = 1.86$) level of educational attainment, but the differences are very small.
- Similarly, existing differences in terms of education and gender are unlikely to level out in the near future and could even intensify (especially between educational groups).

A closer look at the current non-users shows that they have primarily not integrated AI tools into their everyday internet use because they are concerned about misinformation or because these services simply have little relevance to their daily lives. Swiss non-users of AI tools also seem relatively firm in their decision: their intention to use them in the next six months is low.

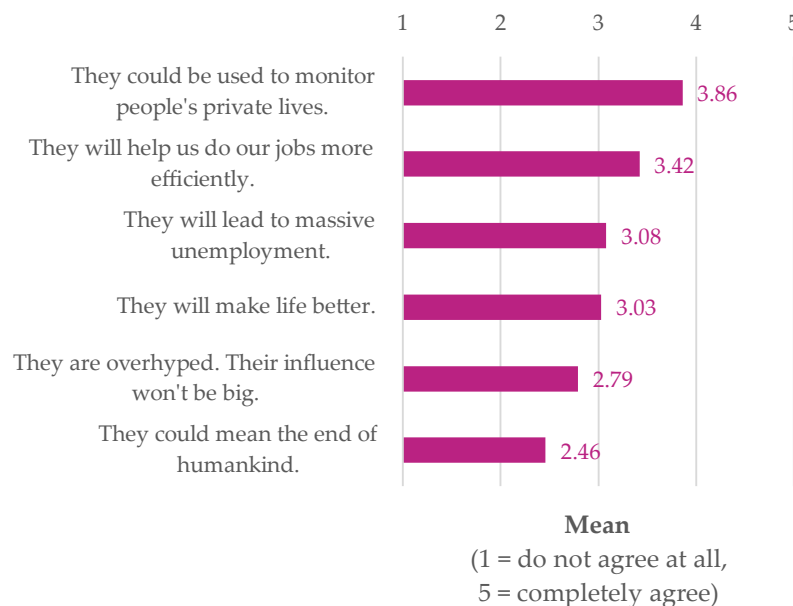
4 Attitudes on AI Tools

With the spread of AI tools, the Swiss internet-user population has formed some opinions about these technologies. Specifically, this report explores their attitudes on the impact of AI tools on our lives and on allowing access to AI tools for children.

4.1 Impact of AI Tools on our Lives

We were first interested in people's attitudes when it comes to the impact of AI tools on our lives. We asked the respondents to what extent they agree to the following statements, encompassing potential positive as well as negative effects of these technologies (1 = „do not agree at all”; 5 = „completely agree”).

Figure 17: Attitudes on the impact of AI tools on our lives in Switzerland 2024



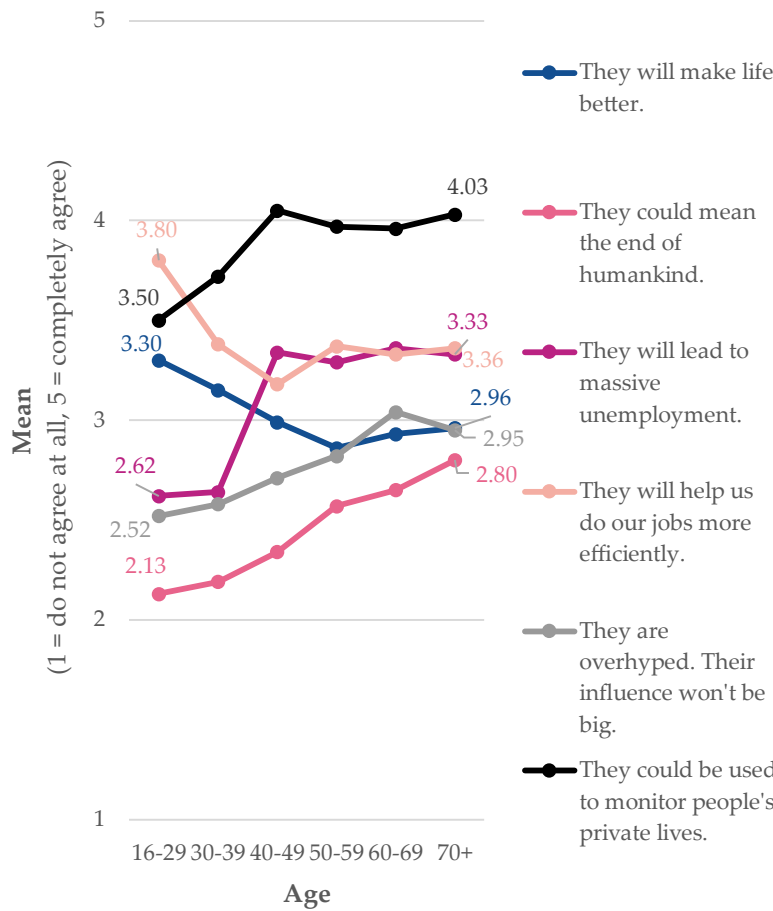
Data basis: Swiss internet users 16+, N = 1'000.

- The agreement to the statement that AI can be used to monitor people's private lives was the highest (m = 3.86).
- Swiss respondents also believe that AI will help us become more efficient in getting things done (m = 3.42).
- The fear of AI causing massive unemployment was at the scale middle (m = 3.08).
- The Swiss respondents are also neutral, on average, towards the statement that AI will make life better (m = 3.03).
- At the same time, Swiss internet users largely do not appear to think that AI is overhyped (m = 2.79)
- People in Switzerland generally also do not strongly believe that AI could mean the end of humankind (m = 2.46).

High privacy concerns surrounding AI tools, but also high expectations for increased efficiency

Internet users of different ages differ in their attitudes:

Figure 18: Attitudes on the impact of AI tools on our lives by age groups in Switzerland 2024



Data basis: Swiss internet users 16+, N = 1'000.

- Overall, younger people hold more positive and optimistic attitudes towards the influence of AI tools on our lives. Younger respondents believe more strongly that AI tools will make life better compared to their older counterparts.
- They also significantly differ in their assessment that AI tools will help us do our jobs more efficiently: $m = 3.80$ (age 16-29) vs. $m = 3.18-3.42$ (other age groups).
- Fears of AI meaning the end of humankind rise steadily with increasing age. A very similar pattern emerges for the assessment that AI tools are overhyped.
- When it comes to AI tools leading to massive unemployment or being used to monitor people's lives, those aged 16-39 hold significantly more positive views compared to those aged 40 and over.

Men seem slightly more optimistic than women in their assessment of AI tools' impact on our lives:

Younger people are more likely to believe in the positive impact of generative AI on our lives

Men are somewhat more optimistic about AI tools than women

- Men are more likely to believe that AI tools will improve life and help us complete tasks more efficiently. At the same time, they are less likely to think that AI will lead to massive unemployment or that AI is overrated.
- However, men are also more concerned about AI tools' effects on people's privacy.

Comparing Swiss internet users' attitudes towards the impact of AI tools on our lives to the results from the Czech Republic, it becomes apparent that they follow similar patterns:

- In the Czech Republic, younger people, those with a higher level of education and those who use them more often are more optimistic about their impact on our lives.

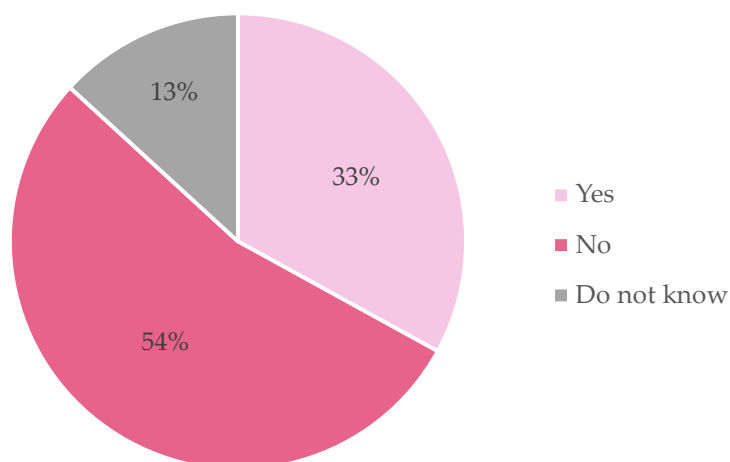
In addition to sociodemographic differences, two of the negative attitudes considered among Swiss internet users correlate with their own employment situation and personal optimism in this area:

- The more worried the respondents are about losing their job in the next year, the more often they believe that AI tools could mean the end of humankind.
- Those who are worried about losing their job in the next year also think that AI could lead to massive unemployment more often.

4.2 Access to AI Tools for Children

Due to use purposes such as generating text, solving exercises, or summarizing complicated text, along with concerns about negative effects, there has been a debate about whether and to what extent children should be allowed to use AI tools. Therefore, participants were asked if they support the use of these tools by children.

Figure 19: Attitudes on allowing children access to AI tools in Switzerland 2024



Data basis: Swiss internet users 16+, N = 1'000.

- Half (54%) of Swiss internet users believe that children should not have access to AI tools.
- One third (33%) believe that children should be allowed to use them, and 13% are undecided.

Half of Swiss internet users (54%) want to ban AI tools for kids, a third (33%) are in favor of allowing use

Men and women strongly differ in their opinion on whether children should have access to AI tools:

Figure 20: Attitudes on allowing children access to AI tools by gender in Switzerland 2024



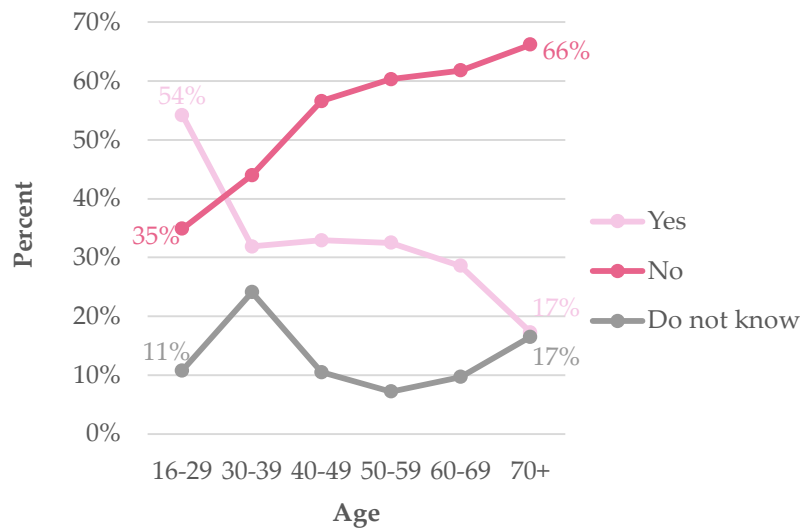
Data basis: Swiss internet users 16+, N = 1'000. Deviations from 100% in the totals are due to rounding differences.

- While equal proportions of men are in favor (41%) and against it (44%), almost two thirds (64%) of women do not think that children should use AI tools.
- Only 26% of female respondents are in favor of children's AI use.

Women are more skeptical toward children using AI tools

There are also stark differences when it comes to attitudes about children's AI-tool use between age groups:

Figure 21: Attitudes on allowing children access to AI tools by age groups in Switzerland 2024

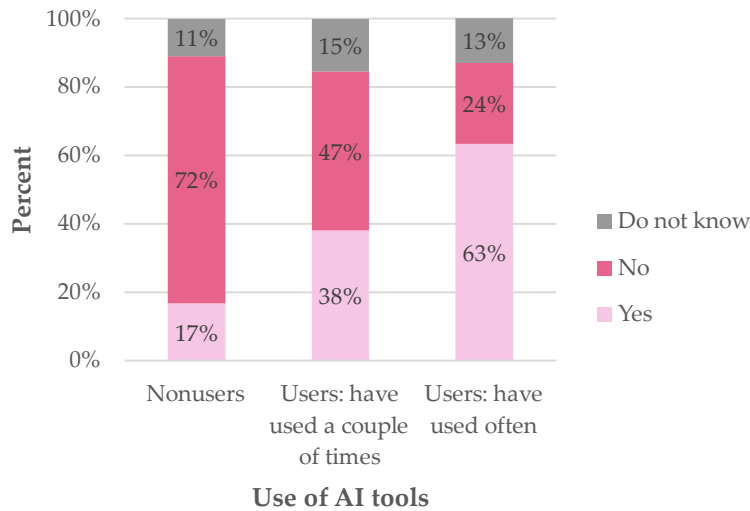


Data basis: Swiss internet users 16+, N = 1'000.

- Middle-aged respondents between 30 and 69 have relatively similar agreement shares.
- 30–39-year-olds are the most undecided demographic: a quarter (24%) say that they do not know whether children should be allowed to use AI tools or not.
- Younger people are significantly more positive towards the idea of children using AI tools: half of them (54%) think that children should have access to AI tools.
- The oldest group differs from the rest of the population in that two thirds (66%) think that children should be denied access to AI tools.

There are big differences between users and non-users of AI tools when it comes to their opinions about whether children should have access to these tools:

Figure 22: Attitudes on allowing children access to AI tools by use of AI tools in Switzerland 2024



Data basis: Swiss internet users 16+, N = 1'000.

- Nearly three quarters of those who have never used AI tools (72%) believe that children should be denied access to AI tools.
- However, this proportion is significantly lower among those who have used AI tools a few times (47%) or use them frequently (24%).

AI-tool users are much more favorable of allowing children to use them

People have similar views on whether children should have access to social media and on whether they should be allowed to use AI tools:

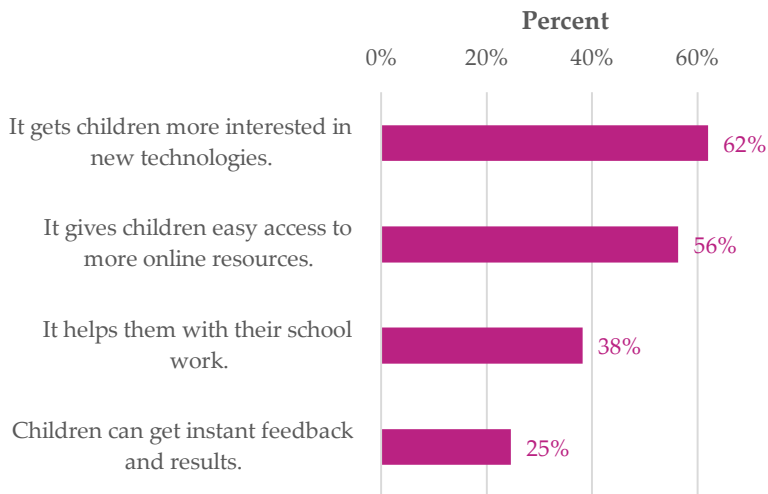
- Those who agree that children should be kept away from social media as long as possible think that they also should not be granted access to AI tools (56–68%) double as often compared to those who do not share this negative attitude towards social media for children (34–35%).

Comparing the Swiss and the Czech Republic's results, the following differences are apparent:

- In the Czech Republic, internet users are slightly more opposed to allowing children to use AI tools (yes: 25%, no 58%, don't know 17%).
- The same social patterns are prevalent in the Czech population as in Switzerland: men, younger people, people with higher levels of educational attainment, and AI users are more in favor of children using AI tools.

The following sections explore the reasons behind people's opinions on whether children should have access to AI tools, starting with those who are in favor of it. We asked the 330 respondents who were in favor of children having access to AI tools whether the following reasons contributed to their opinion; multiple responses were possible.

Figure 23: Reasons for allowing children access to AI tools in Switzerland 2024



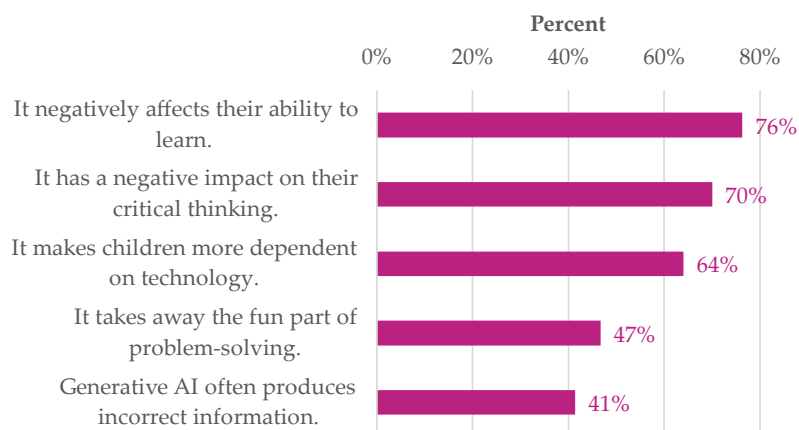
Data basis: Swiss internet users who are in favor of giving children access to AI tools 16+, N = 330.

- The two reasons that the majority agreed to were that using AI tools gets children more interested in new technologies (62%) and easy access to more online resources (56%).
- About four in ten (38%) thought that children should be able to use AI because it helps them with their school work.
- One fourth (25%) think that the benefit is that children can get instant feedback and results.

Sparking interest in new technologies and access to online resources as most important reasons for allowing children use of AI tools

Those who said that children should not be allowed to use AI tools (N = 538) were also asked about the reasons for their hesitance:

Figure 24: Reasons for not allowing children access to AI tools in Switzerland



Data basis: Swiss internet users who are against giving children access to AI tools 16+, N = 538.

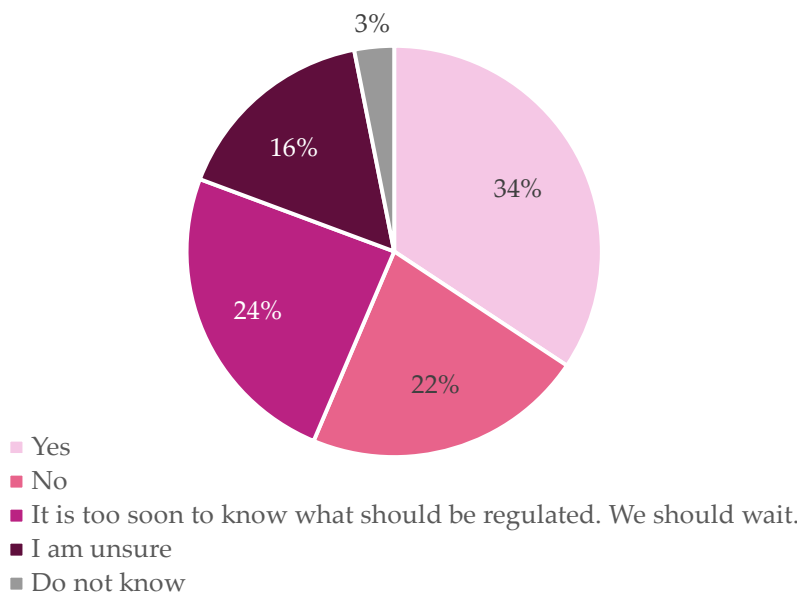
- The most commonly mentioned reasons were that it negatively affects their ability to learn (76%) and that it has a negative impact on their critical thinking (70%).
- Six in ten also believe that using AI tools makes children more dependent on technology (64%).
- Over four in ten believe that children should not be allowed to use AI tools because using them takes away the fun part of problem-solving (47%) and that generative AI often produces incorrect information (41%).

Skeptics of children’s AI-tool use most concerned about effects on their ability to learn and critical thinking skills

5 Regulation of AI Tools

Media coverage on AI tools has strongly focused on possible negative outcomes and, therefore, the regulation of these services is heavily discussed. We asked the respondents about their opinion on the possibility of regulating AI tools.

Figure 25: Attitudes on regulation of AI tools in Switzerland 2024



Data basis: Swiss internet users 16+, N = 1'000. Deviations from 100% in the totals are due to rounding differences.

- A third (34%) believe that it is possible to regulate AI tools, while 22% say no. A quarter (24%) thinks it is too soon to know what needs to be regulated and that we should wait.
- 16% are unsure and 3% said that they do not know.

One third (34%) of Swiss internet users believe in the possibility of AI regulation

The following differences emerge in comparison between countries:

- In the Czech Republic, 23% believe that it is possible to regulate AI, while 10% do not.
- It is apparent that the Czech population has formed their opinion on this matter even less than the Swiss, since 31% say that they are not sure and 35% think that it is too early to know what needs to be regulated.

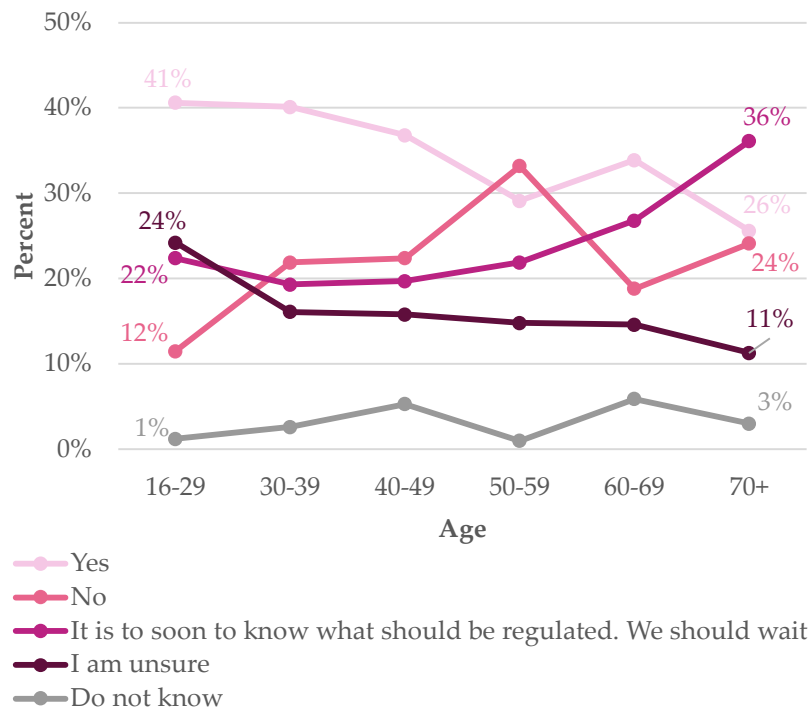
Men and women slightly differ in their opinions on the possibility of AI-tool regulation:

- While men believe that AI tools can be regulated (38%) slightly more often than women (31%), the same proportion of both genders (22%) say no.
- More men think that it is too soon to know what needs to be regulated (28%) than women (21%).

- The results reveal that women are unsure or do not know (25%) more often than men (12%).

The differences between age groups are more pronounced:

Figure 26: Attitudes on regulation of AI tools by age groups in Switzerland 2024



Data basis: Swiss internet users 16+, $N = 1'000$.

- Younger people are more optimistic about the possibility to regulate AI tools than older people. While 41% of the 16–29-year-olds say yes, this proportion is only at 26% in the oldest group.
- 50- to 59-year-old internet users believe that AI tools cannot be regulated most often, while the sentiment that it is too soon to know what should be regulated rises with increasing age.

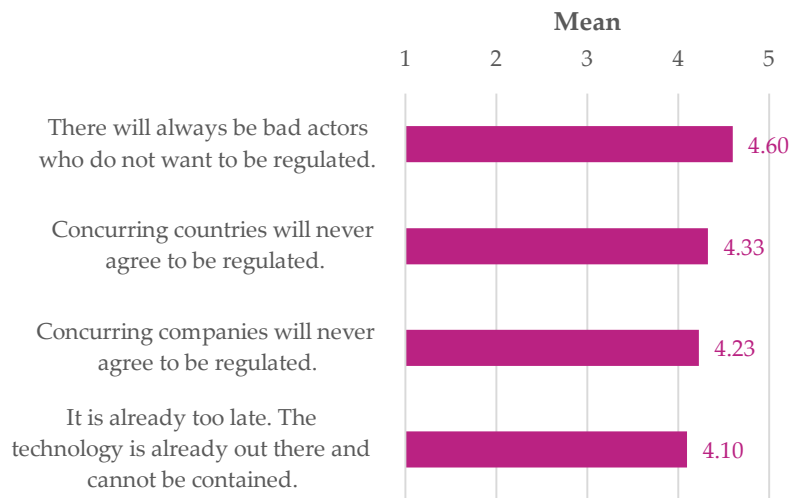
Younger people are more optimistic about AI-tool regulation

In addition to sociodemographic characteristics, other variables also correlate with Swiss internet users' opinions on the possibility of regulating AI tools:

- Those who believe that one can rely on the government and the parliament believe that AI tools can be regulated (37%) more often than those who do not (29%).

Those who believe that AI tools cannot be regulated ($N = 220$) were further asked about their reasons for this opinion.

Figure 27: Reasons for believing that AI tools cannot be regulated in Switzerland 2024



Data basis: Swiss internet users who believe that AI tools cannot be regulated 16+, $N = 220$.

- Agreement to all of the reasons was high or very high. The most-mentioned reason was that there will always be bad actors who do not want to be regulated ($m = 4.60$).
- People also believed that concurring countries ($m = 4.33$) or companies ($m = 4.23$) will never agree to be regulated.
- There was also strong agreement to the statement that it is already too late, and that the technology is already out there and cannot be contained ($m = 4.10$).

Method

This study is based on an online survey of Swiss internet users. Internet usage in Switzerland has reached nearly the entire population. According to the Federal Statistical Office, 97% of the Swiss population used the internet in 2023 (BFS, 2023). The sample of 1'000 individuals is representative of Swiss internet users aged 16 and older. The data used for this report was collected as part of the "Wie geht's Schweiz?" survey by the Swiss public broadcasting association (SRG), conducted by gfs.bern, which covers all aspects of life in Switzerland (well-being, finances, relationships, work, politics, etc.). Participants were recruited from an existing online panel.

Representative survey of Swiss internet users (97% of the population)

The data was collected in May and June 2024. The survey was fielded in all four official languages of Switzerland: German, French, Italian, and Rhaeto-Romanic. Average response time was 14 minutes. With the number of respondents, a maximum confidence interval of ± 3.1 percentage points is achieved at a 95% confidence level.

Data collection: May and June 2024

Online survey in absolute numbers:

		N (%) weighted
Gender	Female	505 (50.5%)
	Male	491 (49.1%)
	Diverse ¹	4 (0.4%)
Age	16–29	167 (16.7%)
	30–49	268 (26.8%)
	50–69	433 (43.3%)
	70+	133 (13.3%)
Education level	Low	69 (6.9%)
	Medium	487 (48.7%)
	High	443 (44.3%)
Total		1'000

¹ Since the number of respondents who identified as non-binary was very small in the sample, we excluded these 4 individuals from all gender-comparative analyses, as we cannot make statistically meaningful statements for this population group based on our data.

Further Literature

- Bundesamt für Statistik (BFS) (2023). Internetnutzung in den Schweizer Haushalten 2023. <https://www.bfs.admin.ch/asset/de/28465185>
- Cheong, A. et al. (2024). Internet usage trends in Macao (Executive Summary). Macao Association for Internet Research. https://www.macaointernetproject.net/wp-content/uploads/2024/04/Internet-Usage-Trends-In-Macao-2024-Executive-Summary_compressed.pdf
- Floridi, L. (2020). AI and its new winter: from myths to realities. *Philos. Technol.* 33, 1–3. <https://doi.org/10.1007/s13347-020-00396-6>
- Latzer, M. (2022). The Digital Trinity—Controllable human evolution—Implicit everyday religion. Characteristics of the socio-technical transformation of digitalization. *Kölner Zeitschrift für Soziologie und Sozialpsychologie*. <https://doi.org/10.1007/s11577-022-00841-8>
- Latzer, M., Festic, N., Kappeler, K., Odermatt, C. (2023a). Internetverbreitung und digitale Bruchlinien in der Schweiz 2023. Themenbericht aus dem World Internet Project – Switzerland 2023. Zürich: Universität Zürich. <http://mediachange.ch/research/wip-ch-2023>
- Latzer, M., Festic, N., Kappeler, K., Odermatt, C. (2023b). Internetanwendungen und deren Nutzung in der Schweiz 2023. Themenbericht aus dem World Internet Project – Switzerland 2023. Zürich: Universität Zürich. <http://mediachange.ch/research/wip-ch-2023>
- Lupač, P. et al. (2024). AI in the Czech Republic 2024. Preliminary report. World Internet Project – Czech Republic. Charles University, Prague.
- Roser, M. (2022). The brief history of artificial intelligence: The world has changed fast — what might be next? Our World in Data. <https://ourworldindata.org/brief-history-of-ai>