

SEARCHING FOR THE AI DIVIDEND

STUDENT

Undergraduate or post-graduate student studying AI-related course in their late teens or early twenties. Enthusiastic early AI adopter in their personal life, but concerned what impact it will have on their future.

“Do you really need AI to do a job a human can already do?”

“I have nothing to hide. I don't mind sharing my data for AI as long it doesn't then share it without my knowledge.”



Experience

N/A



Industry
VARIOUS
DISCIPLINES



Role
UNDERGRADUATE
POST-GRADUATE

WHAT THEY THINK ABOUT AI

- » Views AI as an effective tool for recommendations and gathering insight.
- » Doubts AI can be an effective decision-maker without human input.
- » Eager to share their data with AI as long as they get a better service in return.
- » Fears job losses, rising inequality and social isolation in an AI-driven future.
- » Believes strongly in transparency and explainability in AI decision-making.
- » Cares strongly about ethics and reputation.
- » Unlikely to share their data with organisations they see as unethical.
- » More trusting of government, healthcare and charitable organisations.

FAVOURITE AI BRANDS

Amazon, NHS, Apple, Netflix, Google, Microsoft, Spotify, Citymapper

INTERACTIONS WITH AI



Driverless
Cars



Smartphone
Applications



Smart
Speakers



Music & Video
Recommendations



Personal Financial
Assistants

SELF-SCORED KNOWLEDGE

Computer programming skills



Data analytics



Designing an AI system



Programming an AI system



Operating an AI system



Understanding of compliance policies/ regulations



Understanding of data ethics



Understanding of AI ethics



PERCEPTIONS

Current AI solutions are fair, devoid of bias and corporate discrimination



The ownership of AI-powered decision-making is clear and accountable, and all decisions are fair and ethical



Organisations are transparent in the way they reach insights and decisions using AI



The analytical processes used to make decisions are available to consumers



Organisations do a good job of explaining how AI-generated decisions are made



Read the full report at
sas.com/uk/aidividend