

Infusing Ethics into AI (Singapore)

Prepared for:

salesforce

30 October, 2020

YouGov[®]

Methodology

Methodology

- This study was conducted online between 20-26 October 2020.
- The sample comprised a national sample 1,014 middle managers and above from businesses with 1 to 1,000+ employees across a diverse range of industries and includes private, public and NFP organisations.

Key findings

Key findings

Two in three of the managers surveyed report their organisations are currently using AI in business processes and systems or planning to implement AI in the next 12 months (Q1)

- Two in three (65%) of the managers surveyed report their organisations are currently using (36%) or planning to implement (28%) AI in business processes and systems in the next 12 months.
- Managers who are university educated (38%) are more likely than those who are not (27%) to report their organisations are currently using AI in business processes and systems.
- The prevalence of using AI increases with business size with organisations with 1000+ employees (82%) most likely to be currently using or planning to implement AI followed by those with 100-999 employees (73%), those with 20-99 employees (59%) and those with less than 20 employees (38%).
- More specifically, larger sized businesses are more likely to be currently using AI compared to smaller sized businesses (1000+ employees 50% and 100-999 employees 45% compared to 20-99 employees 27% and less than 20 employees 14%).
- Managers from public sector (44%) organisations are more likely than managers from NFPs (22%) to report their organisations are currently using AI in business systems and processes.

Key findings

The majority of managers whose organisation is using or planning to implement AI in business processes and systems report their organisation has already or is planning to implement AI applications in the next 12 months (Q2)

- More than nine in ten (94%) managers whose organisations are currently using or planning to use AI in business systems and processes in the next 12 months report that their organisations have already implemented AI applications (39%) or are planning to implement them in the next 12 months (55%).
- Managers from organisations who are currently using AI or planning to implement AI in business systems and processes with 100-999 employees (43%) and 1000+ employees (47%) are more likely than those from organisations with 20-99 employees (28%) and less than 20 employees (24%) to report that their organisations have already implemented AI applications.

Key findings (continued...)

More than eight in ten managers believe embracing AI is important to their organisation's ability to survive and stay competitive in the future (Q3)

- More than eight in ten (86%) managers believe embracing AI is important to their organisation's ability to survive and stay competitive in the future with four in ten (39%) saying it is very important for this reason. Of the remainder, only 9% believe it is not at all important and 4% are unsure.
- Managers who are university educated (89%) are more likely than those who are not (78%) to believe embracing AI is important to their organisation's ability to survive and stay competitive in the future.
- Managers from larger organisations with 1000+ employees (96%) and 100-999 employees (91%) are more likely than those with 20-99 employees (85%) and less than 20 employees (69%) to believe embracing AI is important to their organisation's ability to survive and stay competitive in the future.

Key findings (continued...)

- Managers working in financial services (53%), technology services (53%) and health or medical services (50%) are more likely to believe embracing AI is very important to their organisation's ability to survive and stay competitive in the future.
- Managers from public sector (95%) organisations are more likely than managers from the private sector (86%) to believe embracing AI is important to their organisation's ability to survive and stay competitive in the future.
- Not surprisingly, managers from organisations that have already implemented AI in their business systems and processes (68%) are more likely than those who are planning to implement AI in the next 12 months (34%) or who have no plans to implement AI in the next 12 months (13%) to believe that embracing AI is very important to their organisation's ability to survive and stay competitive in the future.

Key findings (continued...)

Just over one in four (28%) managers are very confident of their/ their organisation's ability to implement AI processes and systems responsibly (Q4)

- Just over one in four (28%) managers are very confident of their/ their organisation's ability to implement AI processes and systems responsibly taking into account privacy and safety of consumers, 49% are somewhat confident and 17% are not at all confident.
- Education also appears to play a role with managers who are university educated (30%) more likely than those who are not (22%) to be very confident of their/ their organisation's ability to implement AI processes and systems responsibly taking into account privacy and safety of consumers.
- Managers from larger organisations with 1000+ employees (41%) and 100-999 employees (32%) are more likely than those from organisations with 20-99 employees (20%) and less than 20 employees (15%) to be very confident of their/ their organisation's ability to implement AI processes and systems responsibly taking into account privacy and safety of consumers.

Key findings (continued...)

Only one in three managers are very confident that they/ their organisation understands the potential ethical risks to their organisation of AI applications in use/planned to be used (Q5)

- Only one in three (34%) managers from organisations who have implemented AI in business systems and processes or are planning to implement AI in the next 12 months are very confident that they/their organisation understands the potential ethical risks to their organisation of AI applications in use/planned to be used, while 59% are somewhat confident and 6% are not at all confident.
- Managers from larger organisations with 1000+ employees (42%) and 100-999 employees (33%) are more likely than those from organisations with less than 20 employees (21%) to be very confident that they/their organisation understands the potential ethical risks to their organisation of AI applications in use/planned to be used.
- Similarly, managers working in financial services (48%) are more likely to be very confident that they/their organisation understands the potential ethical risks to their organisation of AI applications in use/planned to be used.
- Managers from organisations that have already implemented AI in business systems and processes are also more likely than those who are planning to implement AI in the next 12 months to feel very confident that they/their organisation understands the potential ethical risks to their organisation of AI applications in use/planned to be used (46% compared to 18%).

Key findings

Just four in ten managers report that ethical considerations in AI are given 'High' importance within their organisation (Q6)

- Just four in ten (40%) managers report that ethical considerations in AI are given high importance within their organisation, while 44% say it is given moderate importance, 11% low importance and 5% say they are unsure what importance it has within their organisation.
- However, managers from organisations who have already implemented AI in business systems and processes (56%) and managers from organisations who believe embracing AI is very important to their organisations survival and staying competitive in the future (66%) are more likely to say ethical considerations in AI are given high importance within their organisation.

Key findings

More than eight in ten (86%) managers currently using or planning to implement AI in business systems and processes are concerned that Government may introduce AI regulation requiring their business to take legal responsibilities and ensure compliance (Q7)

- More than eight in ten (86%) managers from organisations who are currently using AI in its business systems and processes or are planning to implement AI in the next 12 months are concerned that Government may introduce AI regulation requiring their business to take legal responsibilities and ensure compliance with 31% being very concerned.
- Similarly, managers from larger organisations with 1000+ employees (32%), 100-999 employees (35%) and 20-99 employees (32%) are more likely than those with less than 20 employees (17%) to be very concerned that Government may introduce AI regulation requiring their business to take legal responsibilities and ensure compliance.

Key findings (continued...)

Managers believe the most important benefits of AI for their organisation are efficiency improvements, identifying new business opportunities and cost savings through automation/reduction in staff (Q8)

- More than nine in ten (94%) managers believe there are benefits of AI for their organisation.
- The most important benefits of AI for organisations are thought by managers to be efficiency improvements (27%), identifying new business opportunities through data analytics (18%) and cost savings through automation/reduction in staff (14%).
- Managers who are university educated (96%) are more likely than those who are not (86%) to believe there are benefits of AI for their organisation.
- Similarly, managers from larger organisations with 1000+ employees (97%), 100-999 employees (97%) and 20-99 employees (94%) are more likely than those with less than 20 employees (84%) to believe there are benefits of AI for their organisation.

Key findings (continued...)

- Among managers whose organisation has already implemented AI in business systems and processes (28%) or is planning to implement AI in the next 12 months (23%), efficiency improvements in operations was nominated as the most important benefit for their organisation.
- Among managers who believe AI is very important to their organisation's ability to survive and stay competitive in the future, efficiency improvements in operations (27%), business insights/ new business opportunities through data analytics (22%) and the fact that it will help them grow and maintain profitability into the future (16%) were listed as the most important benefits of AI for their organisation.

Key findings (continued...)

Seven in ten managers believe organisations using AI should have a designated person responsible for ethical use of AI (Q9)

- Seven in ten (72%) managers believe organisations using AI should have a designated person responsible for ethical use of AI.
- Managers with university education (74%) are more likely than those without (64%) to believe that organisations using AI should have a designated person responsible for ethical use of AI.
- Larger organisations with 1000+ employees (74%), 100-999 employees (78%) and 20-99 employees (72%) are also more likely than those with less than 20 employees (60%) to believe that organisations using AI should have a designated person responsible for ethical use of AI.
- Interestingly, 82% of managers from organisations who currently use AI in their business systems and processes believe that organisations using AI should have a designated person responsible for ethical use of AI.

Key findings (continued...)

Despite 82% of managers from organisations currently using AI believing they should have a designated person responsible for ethical use of AI, just 57% report their organisation has someone in such a role (Q10)

- Despite 82% of managers from organisations currently using AI believing they should have a designated person responsible for ethical use of AI, just 57% say their organisation has someone in such a role.
- The prevalence of having an officer responsible for ethical use of AI in organisations planning to implement AI in business systems and processes in the next 12 months was much lower at just 30%.
- Even amongst managers who say that high importance is given to ethics in AI in their organisations just 53% report their organisation has an officer responsible for the ethical use of AI.
- Not surprisingly, among managers who say they are very confident in their/ their organisations ability to implement AI responsibly, 61% report their organisation has an officer responsible for the ethical use of AI compared to just 37% amongst managers who are only somewhat confident of this.

Thank you for your attention!

**The best panel,
the best data,
the best tools**

YouGov[®]

