

2024

Rural Poll Webinar

**Perceptions of Artificial
Intelligence in Rural Nebraska**

Presenter: Heather Akin

UNIVERSITY OF
Nebraska
Lincoln

N RURAL POLL



The goal of the Nebraska Rural Poll is to give local and state leaders a better understanding of the issues, challenges and concerns of Nebraska's rural citizens.

Introduction (all Rural Poll Team Members)

- **Rural Poll Survey Manager**

- **Becky Vogt** - Manager Survey Research, Ag Leadership Educ & Comm

- **Survey Team Members**

- **Heather Akin** - Asst Professor, Ag Leadership Educ & Comm
- **Cheryl Burkhart-Kriesel** - Exten Professor, Agricultural Economics
- **Mary Emery** - Professor, Ag Leadership Educ & Comm
- **Katie Larson** - Assoc Exten Educator, NE Ext Engagement Zone 7
- **Brad Lubben** - Exten Assoc Professor, Agricultural Economics
- **L.J. McElravy** - Assoc Professor, Ag Leadership Educ & Comm
- **Tim Meyer** - Assoc Prof Practice, Agricultural Economics
- **Cara Pesek** - Communications Director, Office of Vice Pres/Vice Chancellor

Opportunities and worries about A.I.

ChatGPT o1



Thought about AI threats and opportunities for a second

Major Opportunities of AI:

1. **Efficiency & Productivity:** Automating repetitive tasks and optimizing workflows.
2. **Data-Driven Insights:** Identifying patterns for better decision-making.
3. **Personalization:** Tailoring user experiences in products, services, and education.
4. **Medical Advancements:** Improved diagnoses, treatments, and healthcare management.
5. **Accelerated Innovation:** Faster R&D in science, engineering, and beyond.
6. **Scalability:** Easily extending AI solutions across markets and regions.

Major Threats of AI:

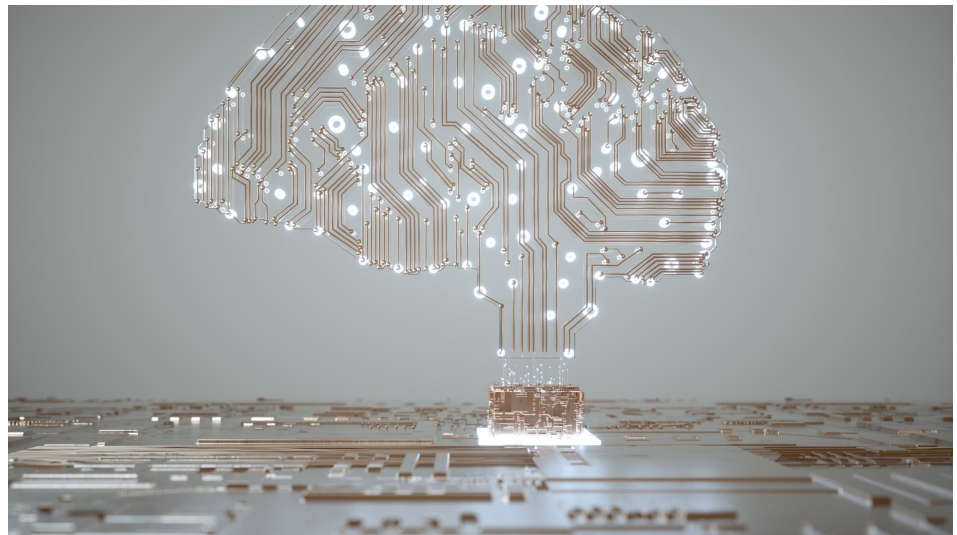
1. **Job Displacement:** Automation reducing certain employment opportunities.
2. **Bias & Discrimination:** AI models perpetuating unfair outcomes.
3. **Privacy Erosion:** Surveillance and misuse of personal data.
4. **Security Risks:** Cyberattacks, deepfakes, and misinformation.
5. **Overreliance:** Systemic failures if critical AI systems malfunction or are manipulated.
6. **Ethical & Existential Concerns:** Misaligned superintelligence and unforeseen long-term risks.

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Message ChatGPT

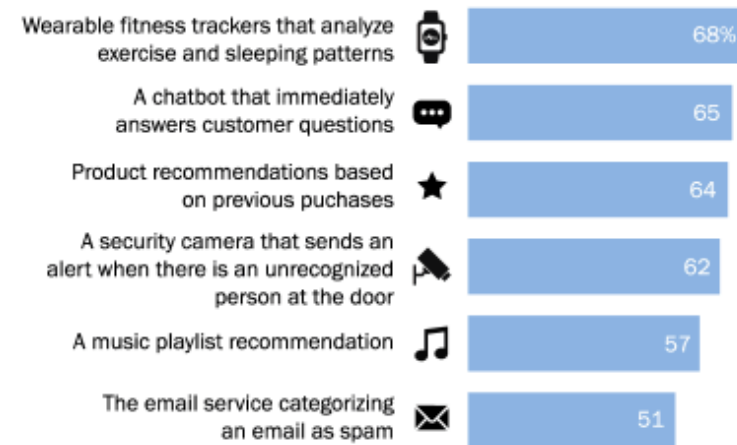
Artificial Intelligence & Society



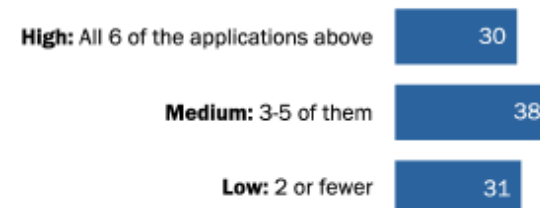
Americans' Knowledge and Experiences with A.I.

Half of Americans or more aware of common uses of AI, but fewer can identify AI's role in all six examples

% of U.S. adults who identify that the following use artificial intelligence in multiple choice questions



% of U.S. adults who correctly identify ___ as using AI



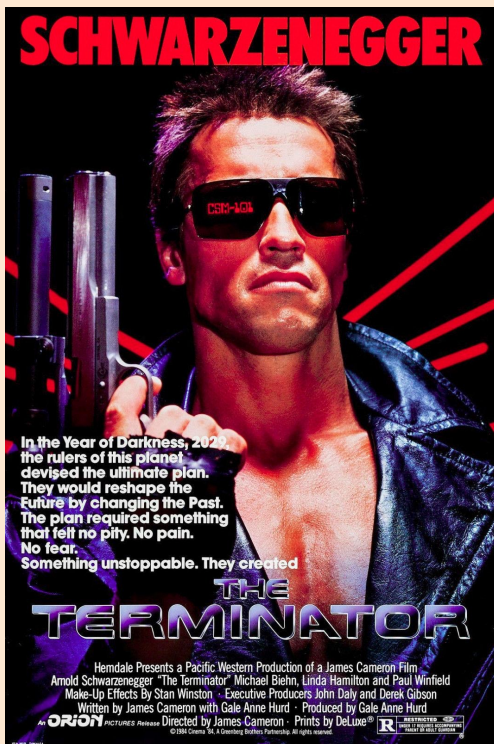
Note: All questions are multiple choice; for full question wording, see topline.

Source: Survey conducted Dec. 12-18, 2022.

"Public Awareness of Artificial Intelligence in Everyday Activities"

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Concerns about A.I.



A majority of Americans are highly concerned that AI will be used to create fake info about the 2024 candidates

% who say artificial intelligence (AI) will be used _____ during the presidential campaign



% who say they are _____ concerned that AI will be used to create and distribute fake information about the presidential candidates and campaigns



Note: No answer responses are not shown.

Source: Survey of U.S. adults conducted Aug. 26-Sept. 2, 2024.

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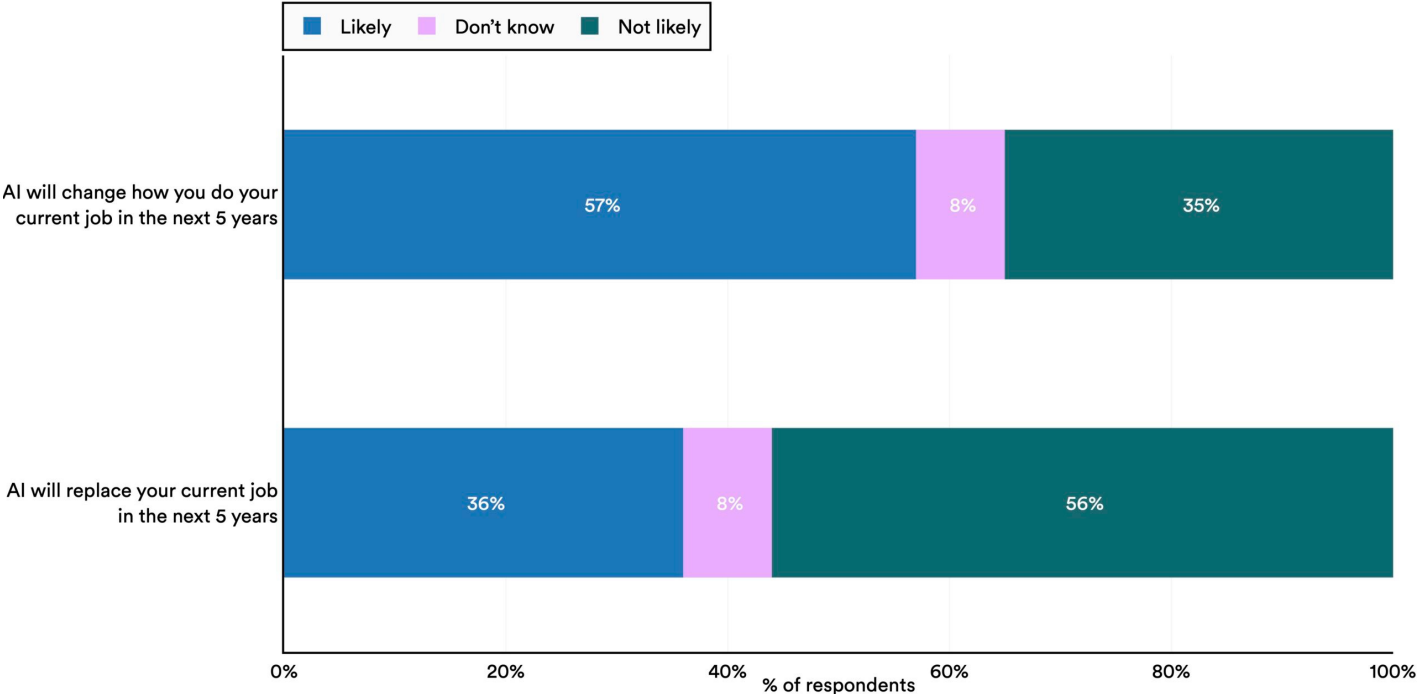
Public Views about AI and the Workforce

7. The data is in: AI makes workers more productive and leads to higher quality work.

In 2023, several studies assessed AI's impact on labor, suggesting that AI enables workers to complete tasks more quickly and to improve the quality of their output. These studies also demonstrated AI's potential to bridge the skill gap between low- and high-skilled workers. Still other studies caution that using AI without proper oversight can lead to diminished performance.

Global opinions on the impact of AI on current jobs, 2023

Source: Ipsos, 2023 | Chart: 2024 AI Index report



Source: The AI Index Report

... what are rural Nebraskan's
perceptions?

Survey Methodology



Mailed self-administered questionnaires in spring (March - June)

Sample includes 7,000 randomly selected rural households in 86 counties

17% Response rate in 2024 (1,010 responses, just over 5,800 deliverable addresses)

Margin of error $\pm 3\%$

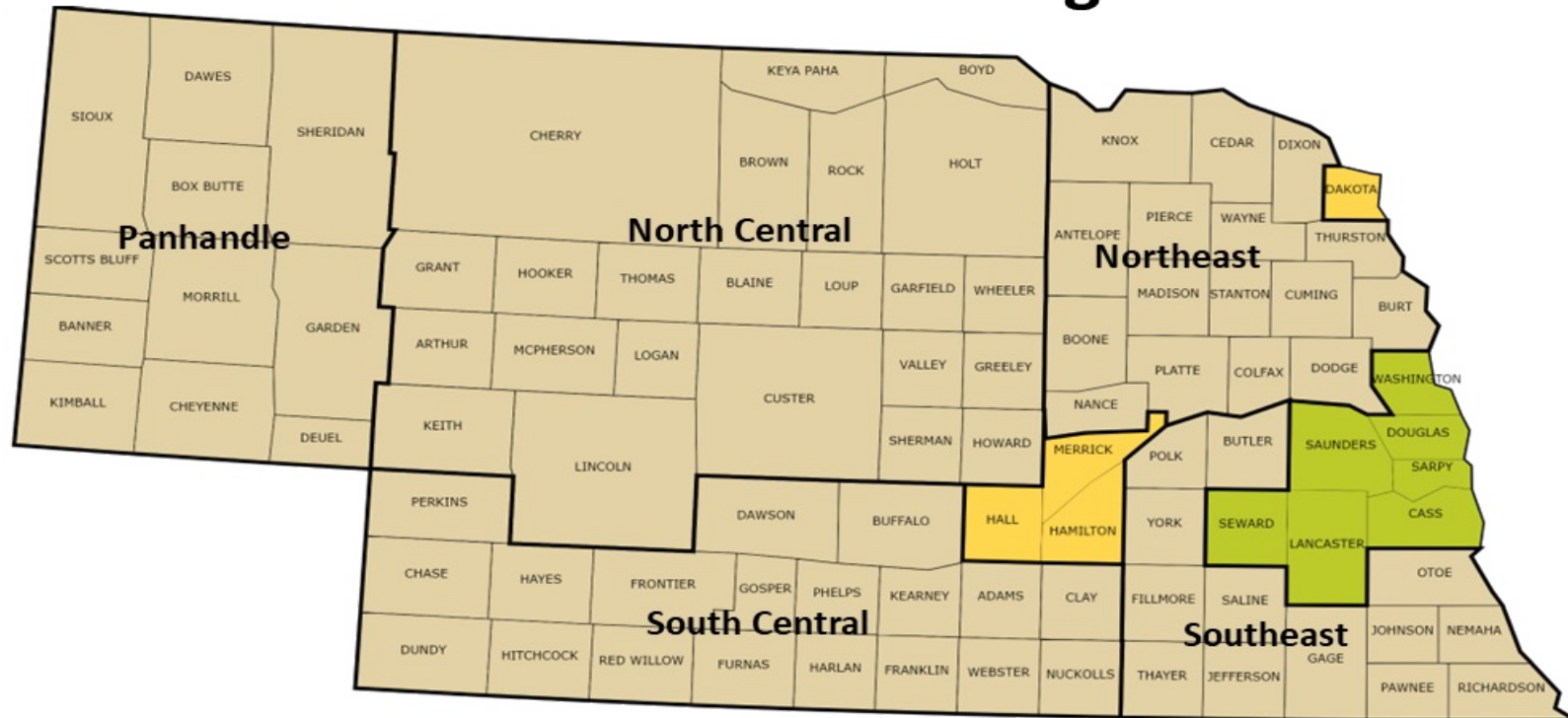
Procedure (Total Design Method)




1. A pre-notification letter was sent requesting participation in the study and gives link to online survey.
2. The questionnaire was mailed with an informal letter signed by the project manager approximately ten days later.
3. A reminder postcard was sent to those who had not yet responded approximately ten days after the questionnaire had been sent.
4. Those who had not yet responded within approximately 20 days of the original mailing were sent a replacement questionnaire.

Sampled Counties and Regions



Nebraska Rural Poll Regions

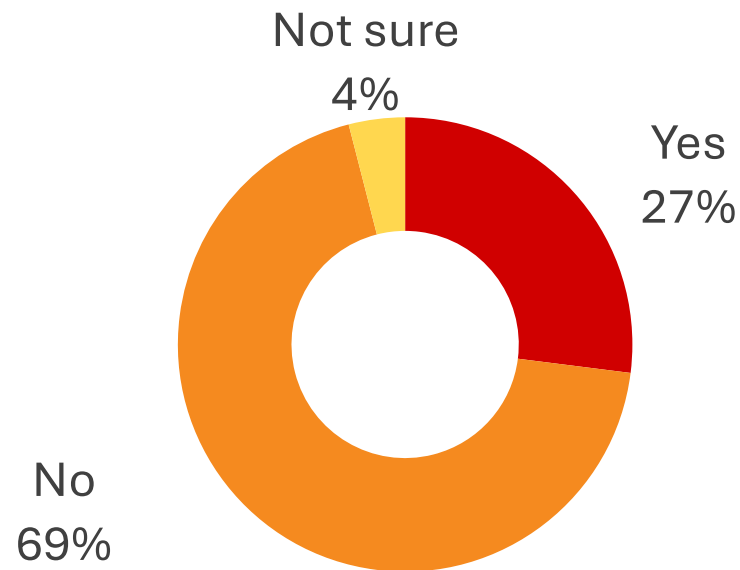


-  Nonmetropolitan County Surveyed in Rural Poll
-  Metropolitan County not Surveyed in Rural Poll
-  County Classified as Metropolitan but Surveyed in Rural Poll

Use of Artificial Intelligence



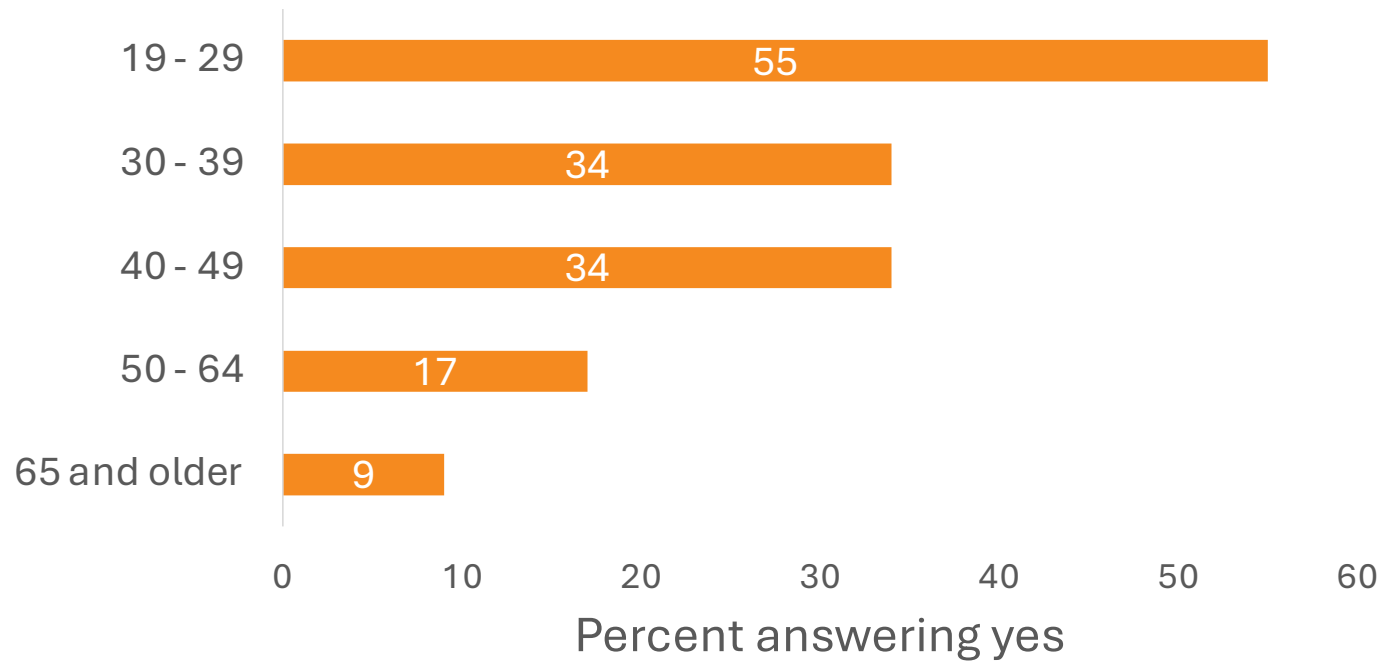
Artificial Intelligence, or AI, is designed to perform tasks that usually require human intelligence. Have you ever used any AI tools, such as ChatGPT, Google Bard, or Microsoft Copilot, or not?



Ever Used A.I. Tools by Age



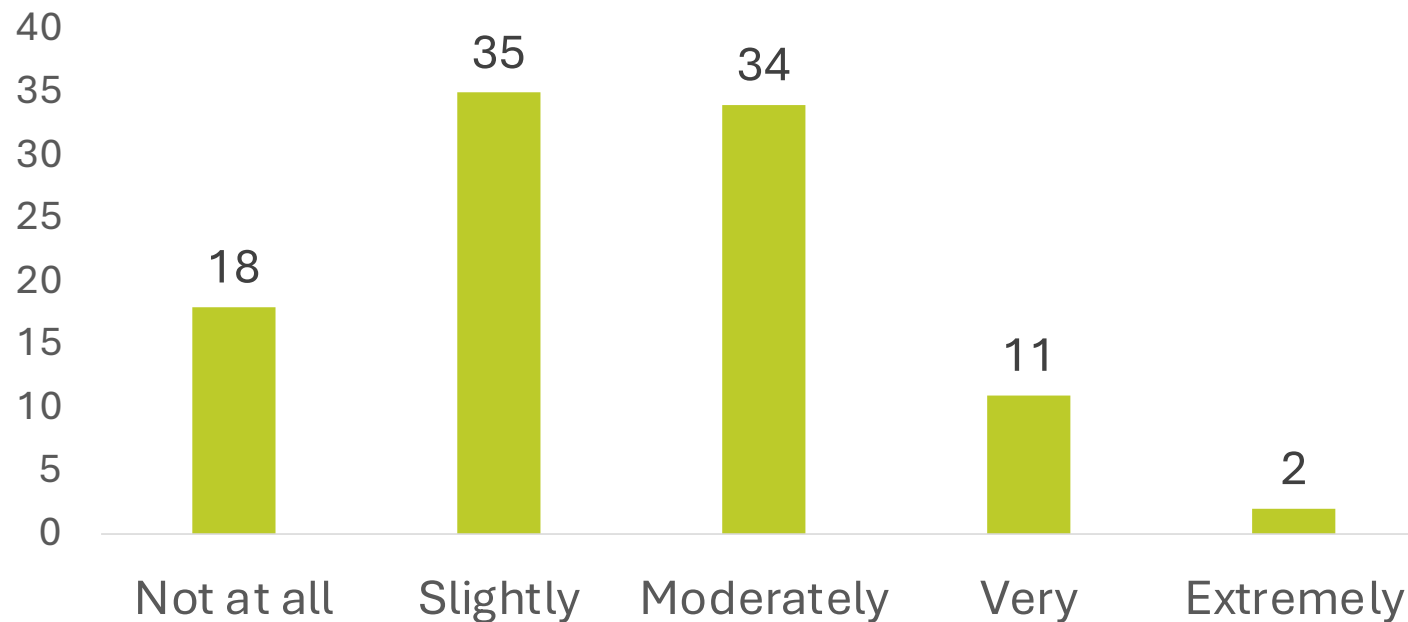
Use of A.I. Tools by Age



How Informed about A.I.

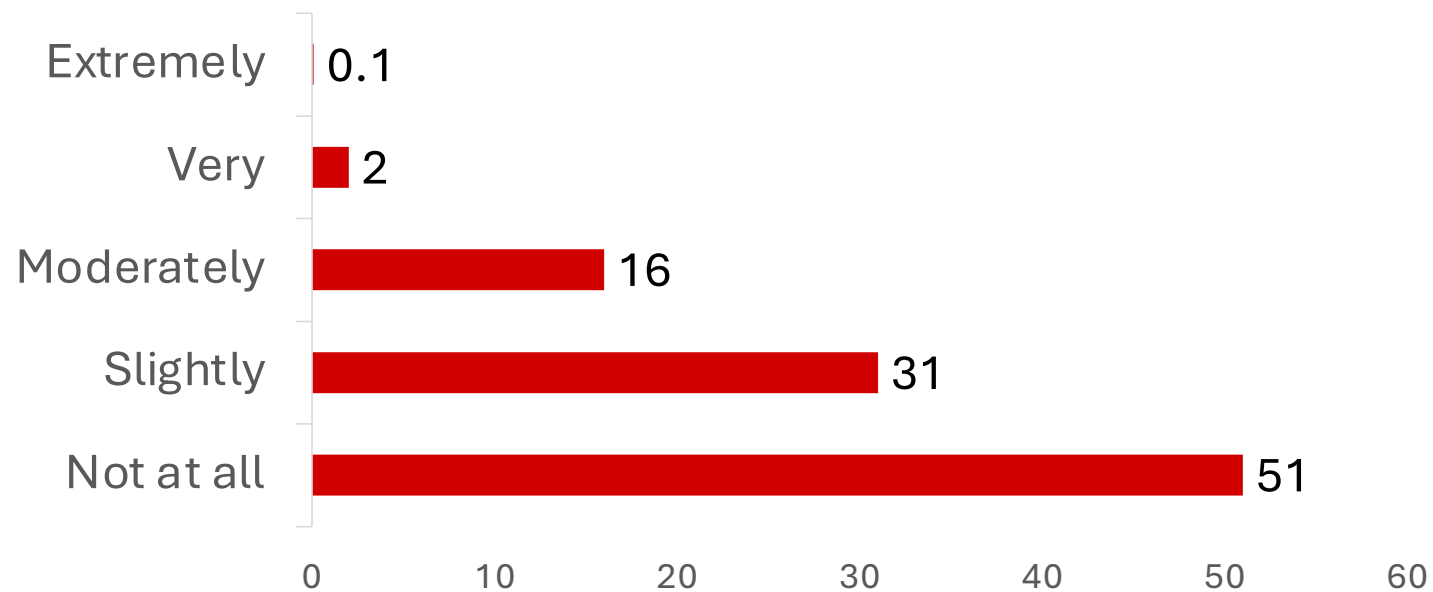


How informed would you say you are about artificial intelligence (AI)?



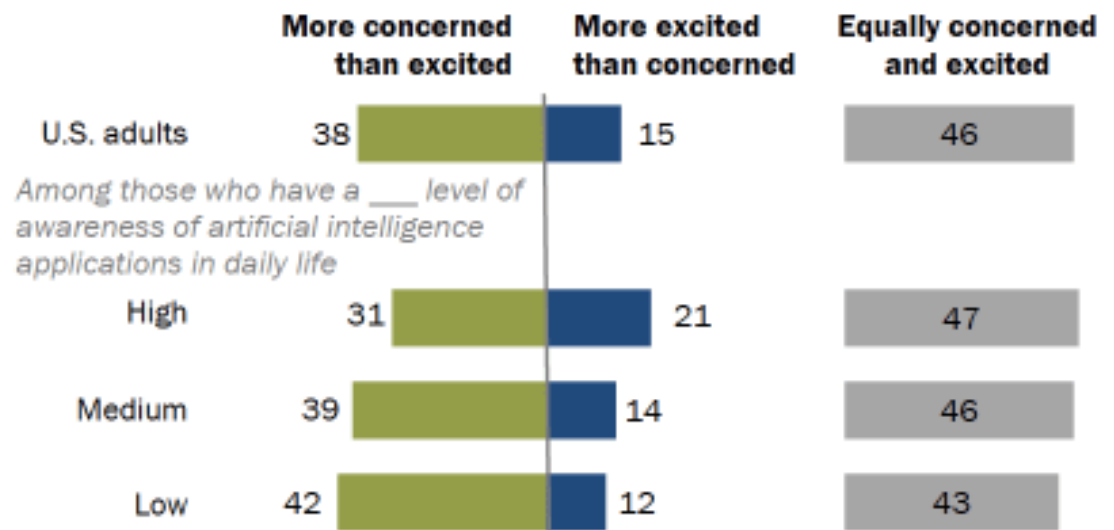
Confidence that A.I. is Used in Best Interest of the Public

How much trust/confidence do you have, if any, that AI is used in the best interest of the public?



Just 15% of Americans are more excited than concerned about increased use of AI in daily life

% of U.S. adults who say the increased use of artificial intelligence in daily life makes them feel ...



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Dec. 12-18, 2022.

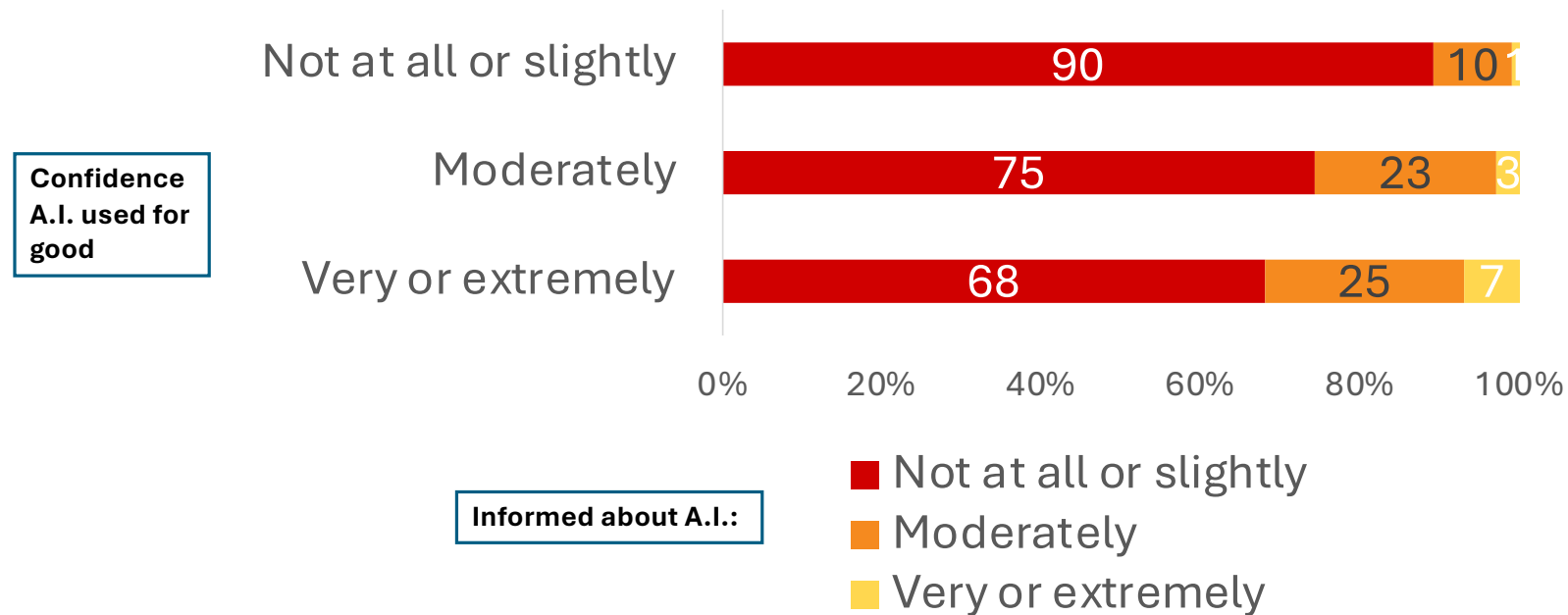
"Public Awareness of Artificial Intelligence in Everyday Activities"

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Trust/Confidence in A.I. by How Informed about A.I.



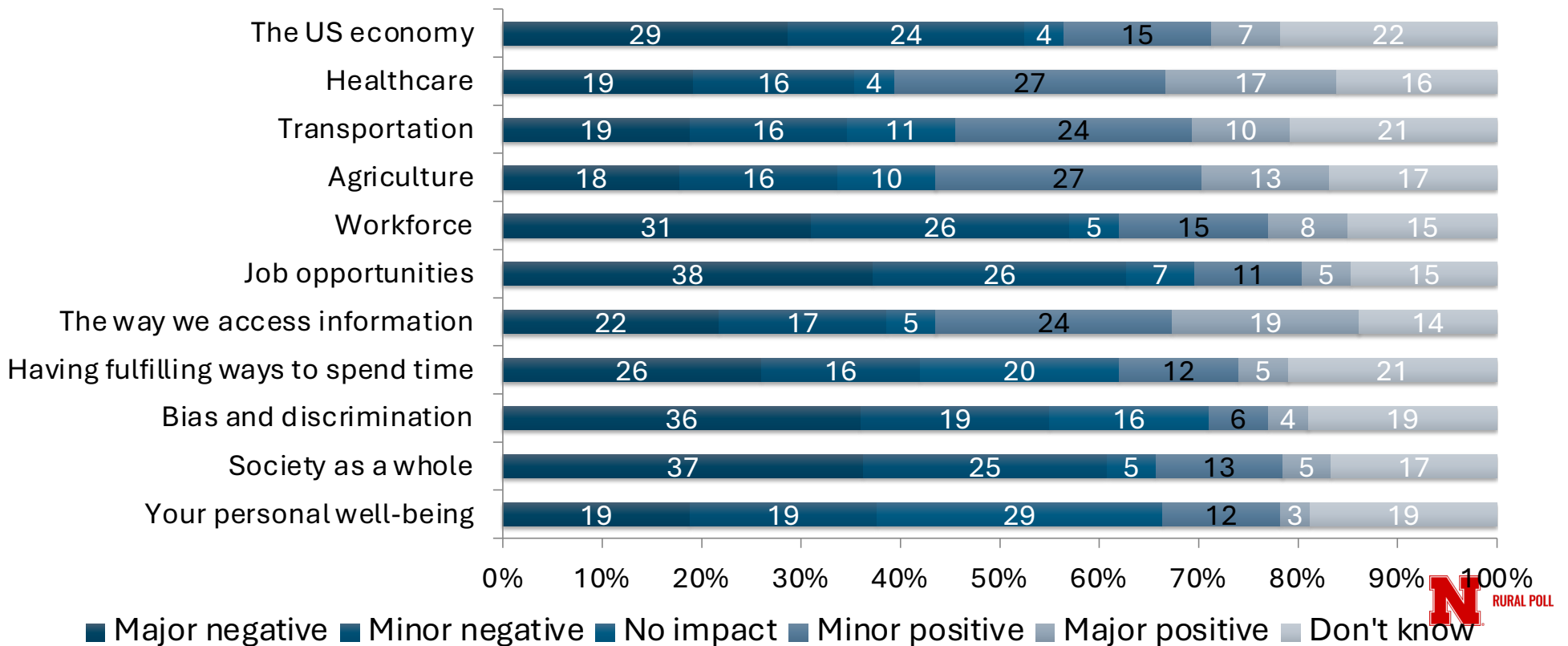
Confidence A.I. is Being Used in Best Interest of the Public; by How Informed about A.I.



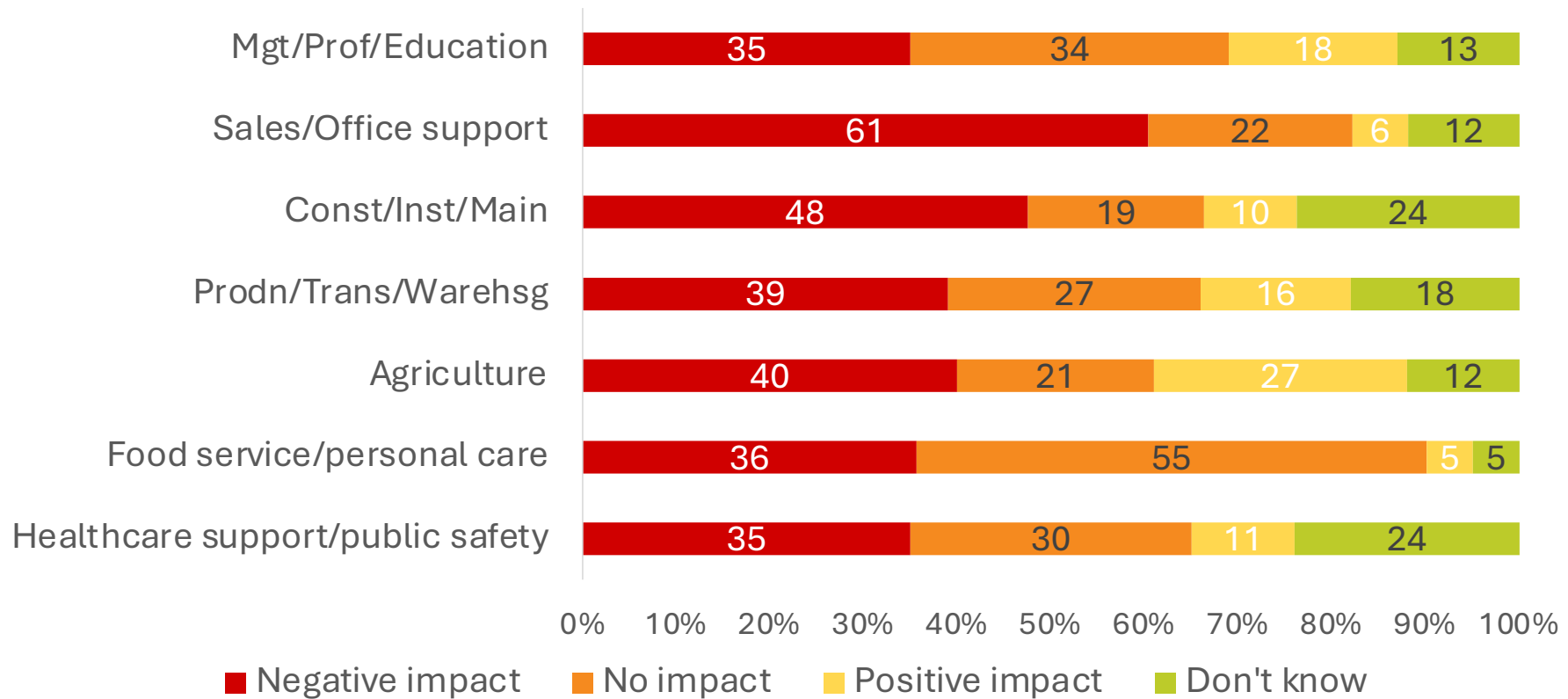
Perceptions of Impact A.I. Will Have in Next Ten Years



Please indicate whether you think Artificial Intelligence will have a negative, positive, or no impact on each of the following in the next 10 years.



Anticipated Impact of A.I. on Personal Well-Being in Next Ten Years by Occupation



Discussion & Reactions



Erica DeFrain, Associate Professor, University Libraries, UNL

Justin Olmanson, Associate Professor, Department of Teaching, Learning,
and Teacher Education, UNL

Leen-Kiat Soh, Charles Bessey Professor, School of Computing, University of
Nebraska–Lincoln

Ming (Bryan) Wang, Associate Professor, College of Journalism and Mass
Communication, University of Nebraska–Lincoln



Next Rural Poll Webinar

Topic: Housing, December 19 at 12:00 CT

**View recordings and register online at:
ruralpoll.unl.edu/webinars**

Feedback on Webinar and Topic

Please give your feedback on survey you'll receive via email.



Contact Information:

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For the full Rural Poll Report:



<https://ruralpoll.unl.edu/2024-reports/>



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