Luminate

Ipsos

DemocracIA

Public Perceptions of AI and Democracy in Argentina, Brazil, Colombia, and Mexico

A report by Luminate, based on Ipsos-commissioned data

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Objectives

Considering the fast-paced rise of artificial intelligence (AI) and the debates it is sparking across the world, Luminate measured public perceptions of AI and its potential effects on democracy in Latin America. We did this to:

1. **Inform public conversations about this technology, and its connections to democracy, human rights and social justice in the region;**
2. **Inform Luminate's and our partners' present and future work in the four countries surveyed in Latin America.**

Methodology

FIELDWORK AUGUST 23 TO SEPTEMBER 06, 2024

4,003

Quantitative interviews

through an online survey on Ipsos' proprietary iSay Online Panel.

Men and women, 16+ years old in Argentina, Brazil, Colombia, and Mexico

1,001

1,001

1,000

1,001

Sample weights

Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the respective countries' most recent data.

Credibility intervals

The precision of Ipsos online polls are calculated using a credibility interval. For a sample size of 1,000, results are accurate to +/- 3.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit Ipsos' statistical note here.

Note on rounding

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don't knows or not stated responses.

The publication of these findings abides by local rules and regulations.

Methodology

Generation breaks

Data referring to different generation breaks throughout this document have been aggregated by Ipsos using the following criteria.

Baby Boomers and older	born before 1965
Generation X	born 1966-1979
Millennials	born 1980-1995
Generation Z	1996 onwards

Income levels

Data referring to different income levels throughout this document have been aggregated by Ipsos using the following country-level criteria:

	LOW ▼	MEDIUM ◀▶	HIGH ▲
Argentinian pesos	up to $800,000	$800,001 – $1,400,000	> $1,400,001
Brazilian reais	up to R$1,000.00	R$1,001.00 – R$5,000.00	> R$5,001.00
Colombian pesos	up to $600.00	$601.00 – $3,000.00	> $3,001.00
Mexican pesos	up to $5,000.00	$5,001.00 – $13,000.00	> $13,001.00

Education levels

Data referring to different education levels throughout this document have been aggregated by Ipsos using the following country-level criteria.

	LOW ▼	MEDIUM ◀▶	HIGH ▲
	No formal education up to secondary level (*sin estudios hasta secundario completo*)	Upper secondary level (incomplete) up to the undergraduate level (incomplete) (*terciario incompleto hasta universtario incompleto*)	Undergraduate-level (complete) onwards (*universitario completo)*
	No formal education up to incomplete upper secondary level (*sem estudos até ensino médio incompleto*)	Upper secondary level (complete) up to the undergraduate level (incomplete) (*ensino médio completo até superior incompleto*)	Undergraduate-level (complete) onwards (*superior completo*)
	No formal education up to secondary level (*sin estudios hasta secundario completo*)	Upper secondary level (incomplete) up to the undergraduate level (incomplete) (*terciario incompleto hasta universtario incompleto*)	Undergraduate-level (complete) onwards
	No formal education up to secondary level (*sin estudios hasta secundaria completa*)	Incomplete levels of commercial, technical or preparatory education up to the (incomplete) undergraduate level (*Carrera comercial/técnica/preparatória hasta Universidad/Licenciatura incompleta*)	Undergraduate-level (complete) onwards (*Universidad/ Licenciatura completa*)

Main Findings

In Argentina, Brazil, Colombia, and Mexico, citizens' familiarity with artificial intelligence is on the rise, with 59% believing they have a good understanding of AI and 46% stating they use AI tools in their daily lives.

The more people know about AI, the more they perceive its potential impacts and want the technology to be regulated. Overall, this group is made up of men, high income and high education individuals, underscoring the inequalities inherent in the digital divide.

Latin Americans are sceptical about their countries' ability to deal with the opportunities and challenges posed by AI, with less than a third (28%) believing that their countries are prepared to do it. A majority (55%) want their governments to regulate the technology. Familiarity with AI increases support for regulation; among those who have a good understanding of the technology, 65% agree that regulation is necessary.

There is growing concern about AI's potential impact on electoral integrity, political surveillance, and polarisation, with twice as many people expressing discomfort and unease about these issues compared to those who do not. For those with good understanding of AI, concern with impact on the fairness and integrity of elections grows from 40% of the general sample to nearly half (47%).

Base All respondents – Total: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Base Respondents with a good understanding of AI – Total: 2,387 interviews | 552 Argentina | 556 Brazil | 652 Colombia | 627 Mexico
Q1. Considering everything you've read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: (various statements)"
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? (various statements)"

Main Findings

37% of Latin Americans currently agree that AI could exacerbate disparities in their countries. This figure grows to 44% among those with good knowledge about the technology.

Governments' use of AI in certain areas generates backlash: 50% find it unacceptable for AI to determine social benefits eligibility, and disapproval is even higher for AI's role in drafting laws (51%) or deciding legal sentences (54%).

Despite limited awareness of AI's role in curating and producing online content, 57% oppose AI's use in news creation with little human supervision and 51% are against AI determining what content people see online.

Gen Z displays high optimism toward AI, which is expected, given that they are digital natives. **However, they are cautious about using AI in decisions with direct social impact**, such as social benefits eligibility.

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Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? (various statements)"

Chapter 1

Setting the scene

How Does Citizenship Relate to AI?

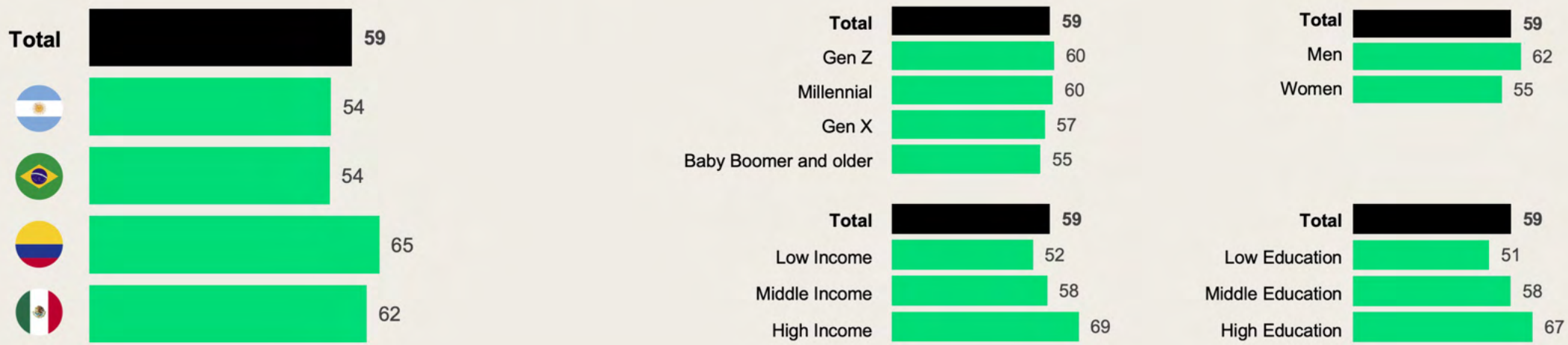
Summary of the Results

- A majority of Latin Americans (**59%**) say they have a good understanding of AI, with Colombians (**65%**) the most certain, followed by Mexicans (**62%**), Brazilians and Argentinians (**54%** each).
- Nearly half say they regularly use AI in their routines (**46%**) and would feel confident about incorporating the technology into their lives (**47%**).
- When it comes to demographics, Gen Zers, men, and those with high-education and high-income register the highest levels of knowledge and confidence in using AI. The biggest gap is among generational groups: while **52%** of Gen Zers say that they use artificial intelligence in their daily lives, only **31%** of Baby Boomers say they do.
- Awareness of AI usage doesn't necessarily equate to its actual adoption, as currently widely disseminated digital technological tools involve AI, with many people using them, often unconsciously. The demographic differences registered highlight the role of education in fostering understanding of technology's presence in our societies.
- Also, the higher levels of confidence with AI usage registered by men, and groups of higher education, and higher income suggest that feeling secure while engaging with emerging technologies may be a privilege, underscoring the inequalities inherent in the digital divide.

Most Latin Americans (59%) have a good understanding of AI, especially men, and those of higher income and higher educational groups

‘I have a good understanding of what AI is’

% Agree (completely or partially) – breaks by demographic groups



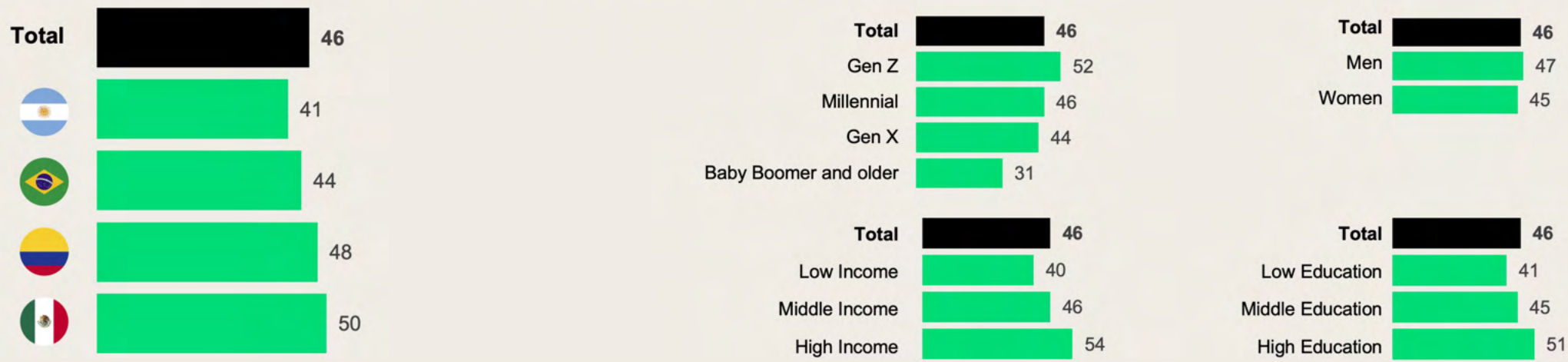
Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico | Gen Z (born 1996 onwards): 1,180 | Millennial (born from 1980 to 1995): 1,541 | Gen X (born from 1966 to 1979): 910 | Baby Boomer and older (born before 1965): 372 | Men: 1,809 | Women: 2,194 | Lower Income: 830 | Middle Income: 1,818 | High Income: 1,140 | Low Education: 898 | Middle Education: 1,859 | High Education: 1,246. **Q1**. Considering everything you’ve read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **‘I have a good understanding of what AI is’.**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

On average, nearly half of Latin Americans (46%) are regular users of AI

‘I use AI tools in my daily life’

% Agree (completely or partially) – breaks by country and demographic results



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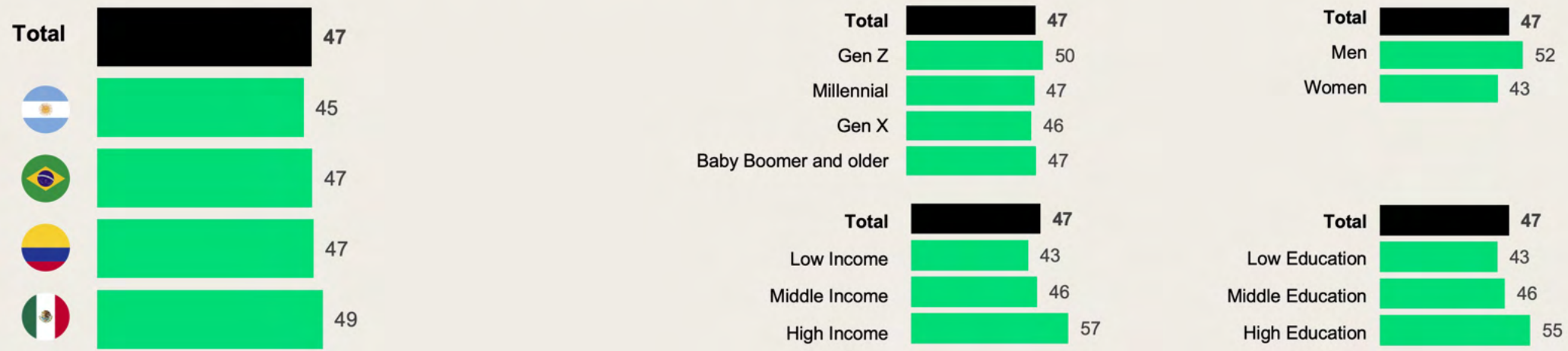
The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Similarly, nearly half of respondents (47%) are confident about adopting AI tools in their routines

‘I feel confident about incorporating new technologies into my life, such as AI’

% Agree (completely or partially) – breaks by country and demographic results



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The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Chapter 2

A call for greater oversight

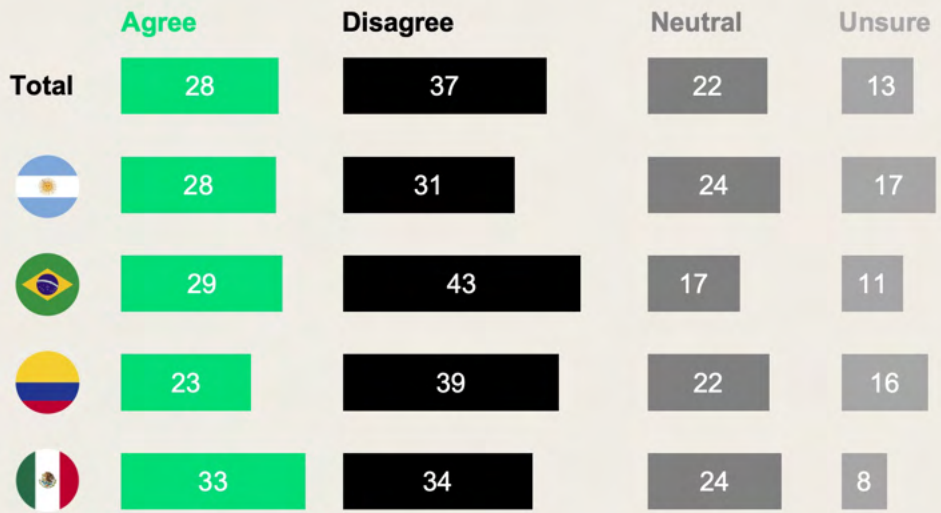
Summary of the Results

- Only **28%** of citizens agree that their countries are prepared to deal with the challenges and opportunities represented by AI, with Mexicans being the most optimistic (**33%**) and Colombians the least (**23%**). These low numbers suggest that Latin Americans are potentially nervous about the impacts this technology may have on their societies.
- A majority of people (**55%**) in Argentina, Brazil, Colombia, and Mexico believe that their governments should regulate artificial intelligence. Mexico leads on this view, with **63%** of respondents supporting regulation, and Argentina is the least supportive of it, with **49%** in favour.
  - Argentina also has the lowest percentage of people who believe they have a good understanding of AI (**54%**) and the largest proportion of respondents remaining neutral (**22%**) or unable/unwilling to answer (**16%**) when asked about regulation. This suggests that the country's low support for AI regulation may be related to a lack of knowledge rather than to opposition itself, which stands at only **14%**.
- An average of **65%** of respondents who claim to have a good understanding of AI in the four surveyed countries agree that their governments should regulate it, highlighting the link between AI knowledge and support for its regulation.
- **34%** of Latin Americans are neutral or unwilling to answer/unsure about statements related to AI: **23%** are neutral and **11%** are unsure/unwilling to answer. This result suggests that there is space to raise awareness about AI in the region, as well as to move the public opinion towards the importance of ensuring that this technology is developed and deployed in service of human rights and social justice.

Less than a third (28%) of Latin Americans believe that their countries are prepared to deal with AI

‘My country is well equipped to face the challenges and opportunities posed by AI’

% **Agree** (completely or partially) vs.
% **Disagree** (completely or partially) vs.
% **Neutral** (neither agree nor disagree) vs.
% **Unsure** + rather not answer



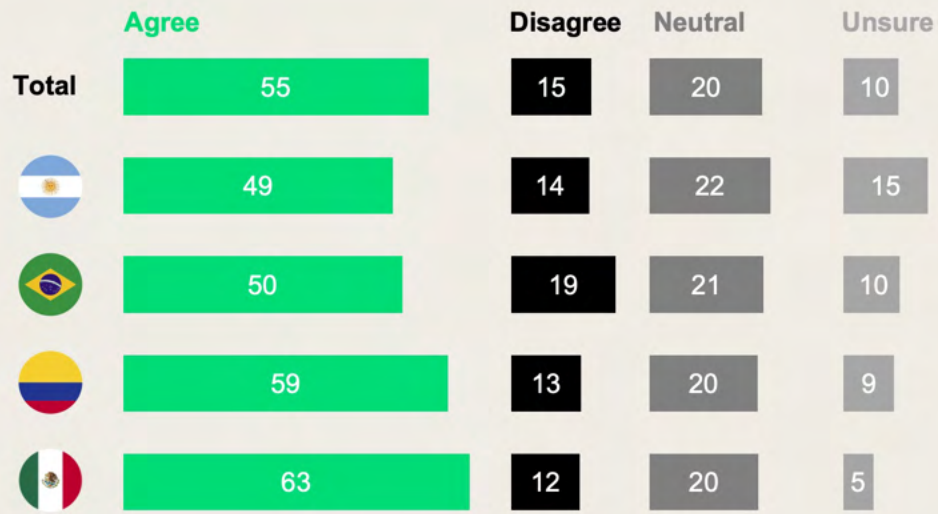
Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q1. Considering everything you’ve read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements:
‘My country is well equipped to face the challenges and opportunities posed by AI’

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

A majority (55%) support AI regulation, with Mexico and Colombia leading in this view

‘My country's government should guarantee regulation of AI’

% **Agree** (completely or partially) vs.
% **Disagree** (completely or partially) vs.
% **Neutral** (neither agree nor disagree) vs.
% **Unsure** + rather not answer



Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q1. Considering everything you’ve read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements:
‘My country’s government should guarantee regulation of AI’

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

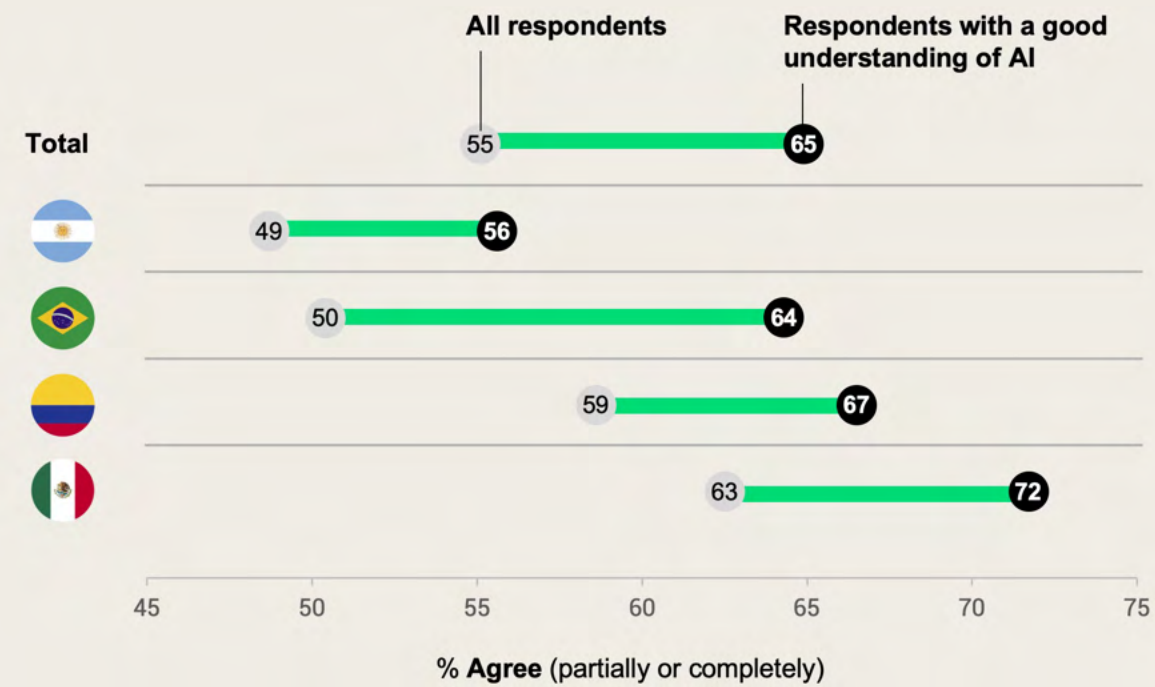
The more people understand AI, the more they support regulation

‘My country's government should guarantee regulation of AI’

% Agree (partially or completely) –

All respondents vs.

Subgroup of people with ‘a good understanding of what AI is’



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Q1. Considering everything you’ve read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **‘My country's government should guarantee regulation of AI’**

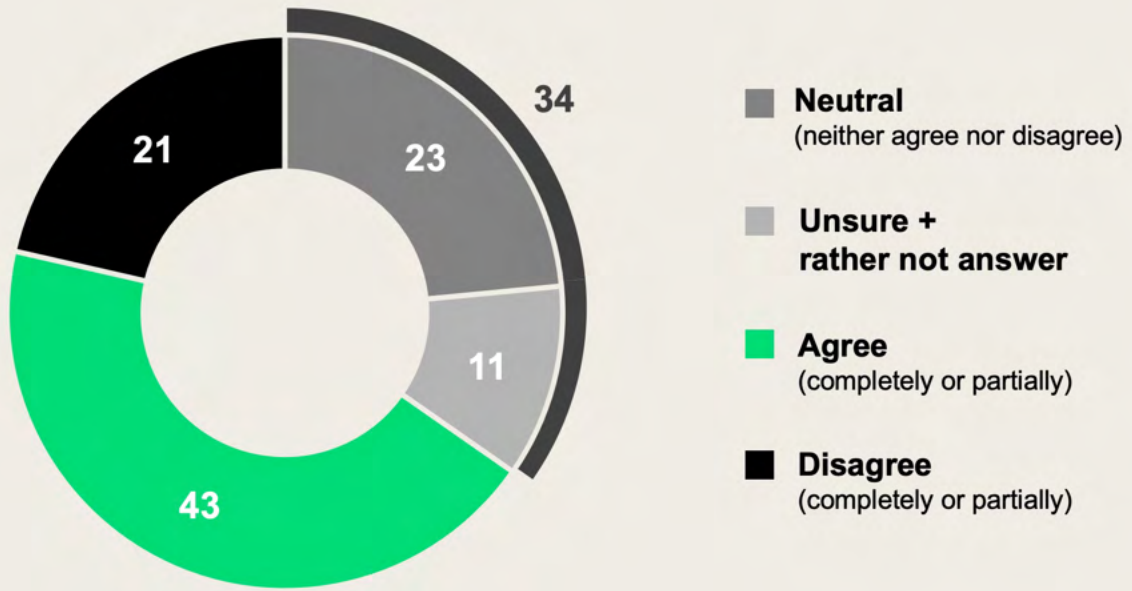
The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

1 in 3 (34%) Latin Americans are unsure or neutral in their views about AI

Averages of Agreement, Neutrality, and Uncertainty responses from range of statements[1]

Averages of:

% **Agree** (completely or partially) vs.
% **Disagree** (completely or partially) vs.
% **Neutral** (neither agree nor disagree) vs.
% **Unsure** + rather not answer



Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico

[1] **Q1**. Considering everything you've read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: I have a good understanding of what AI is | My country's government should guarantee regulation of AI | My country needs to compete in the AI race for its economy to prosper | I feel confident about incorporating new technologies into my life, such as AI | I use AI tools in my daily life | The use of AI to produce political content online may contribute to greater political polarization in my country | AI poses a risk to the fairness and integrity of elections in my country | The news people read on social media is chosen by AI | AI may intensify inequality in my country | The news people read on social media is produced by AI | My country is well equipped to face the challenges and opportunities posed by AI.

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Chapter 3

Risks to political and democratic processes

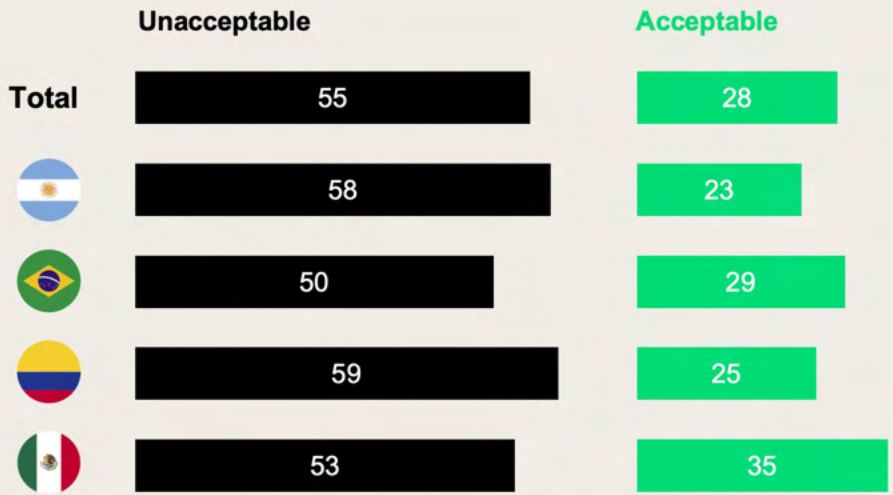
Summary of the Results

- When it comes to the perception of risks AI poses to political and democratic processes, Latin Americans express a considerable level of concern.
- **55%** of citizens in the four countries find it unacceptable for governments to use artificial intelligence to monitor what people say online, twice as many as those who say that it is acceptable (**28%**).
  - The trend is the same when it comes to concerns about AI's impacts on political polarisation and electoral integrity: **43%** believe that AI-generated content online may intensify political polarisation, twice as many as those who don't agree with this view (**19%**). A considerable proportion (**38%**) was neutral or didn't answer this question, indicating space to raise awareness and about it.
- 40% of Latin Americans say that this technology may affect the fairness and integrity of elections, against **21%** who disagree with this. The proportion of those who identify potential risks grows to **47%** among those with good understanding of AI.
  - Individuals from high-education and high-income groups in the four countries report a strong understanding of AI and greater concern about its associated risks to the elections, highlighting the inequalities present in the familiarity with this tool and the awareness of its potential implications for democracy.
- Finally, half of the people surveyed (**50%**) in Argentina, Brazil, Colombia, and Mexico believe that it's unacceptable that political groups use this technology to target voters with tailored messages, which is already a reality.

A majority (55%) of Latin Americans oppose AI-based government surveillance

‘Governments using AI to monitor what people say online’

% **Unacceptable** (completely or partially) vs.
% **Acceptable** (completely or partially)



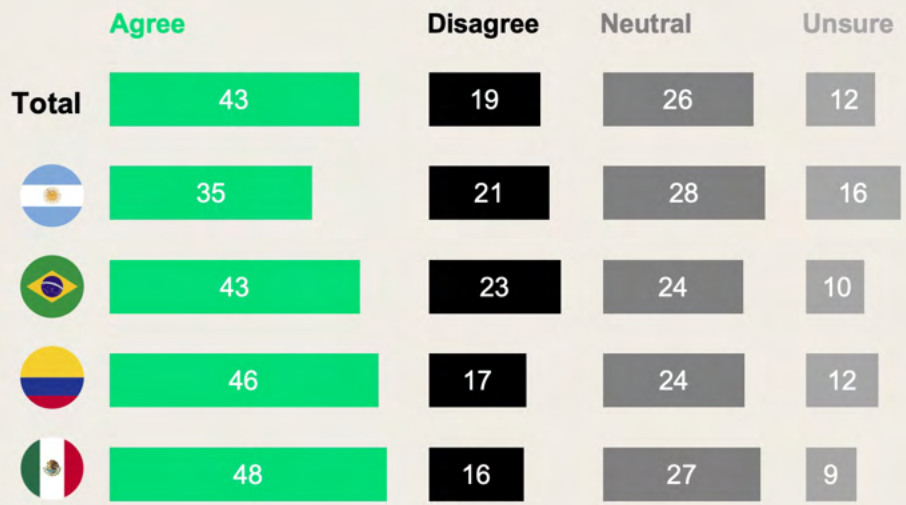
Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? **‘Governments using AI to monitor what people say online’**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Twice as many people (43%) agree that AI-driven political content poses risks to polarisation compared to those who disagree (19%)

‘The use of AI to produce political content online may contribute to greater political polarisation in my country’

% **Agree** (completely or partially) vs.
% **Disagree** (completely or partially) vs.
% **Neutral** (neither agree nor disagree) vs.
% **Unsure** + rather not answer



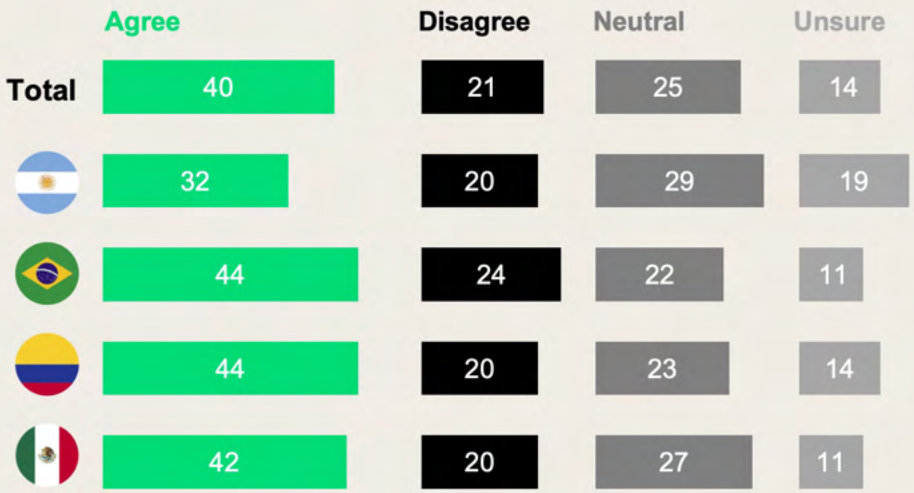
Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q1. Considering everything you’ve read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements:
‘The use of AI to produce political content online may contribute to greater political polarisation in my country’

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Almost twice as many people (40%) believe that AI can affect electoral processes compared to those who disagree (21%)

‘AI poses a risk to the fairness and integrity of elections in my country’

% **Agree** (completely or partially) vs.
% **Disagree** (completely or partially) vs.
% **Neutral** (neither agree nor disagree) vs.
% **Unsure** + rather not answer



Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q1. Considering everything you’ve read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements:
‘AI poses a risk to the fairness and integrity of elections in their country’

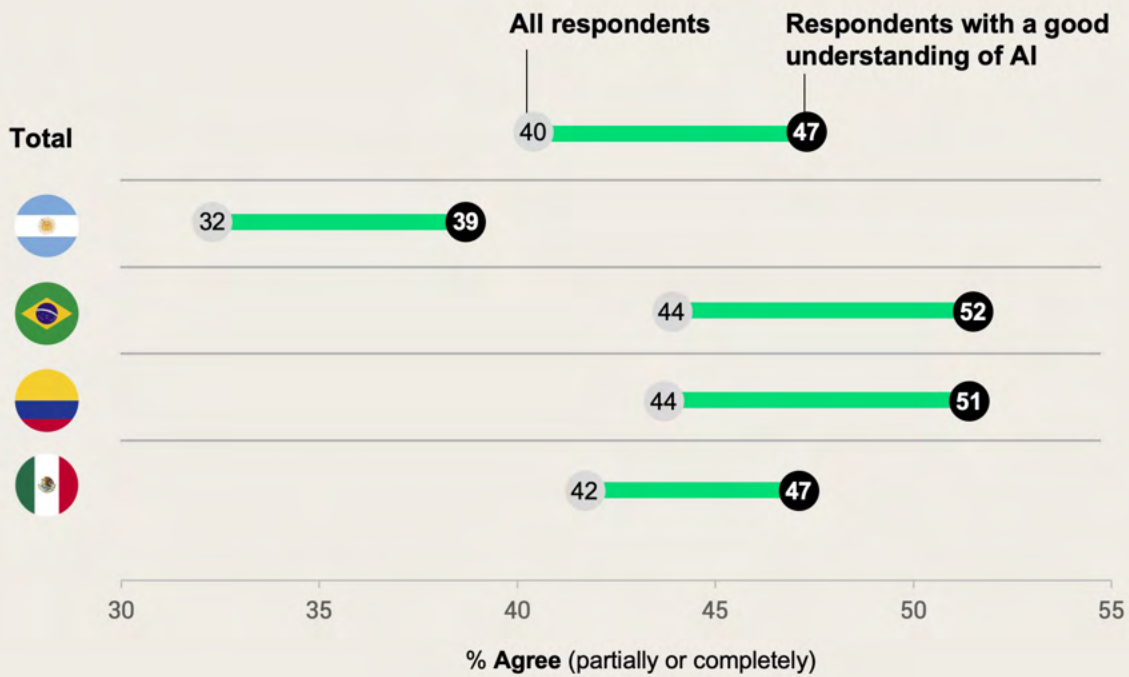
The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

The greater the knowledge about AI, the greater the concern about risks to the integrity of elections

‘AI poses a risk to the fairness and integrity of elections in Country’

% Agree (partially or completely) –

All respondents vs.
Subgroup of people ‘a good understanding of what AI is’



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Q1. Considering everything you’ve read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **‘AI poses a risk to the fairness and integrity of elections in Country’**

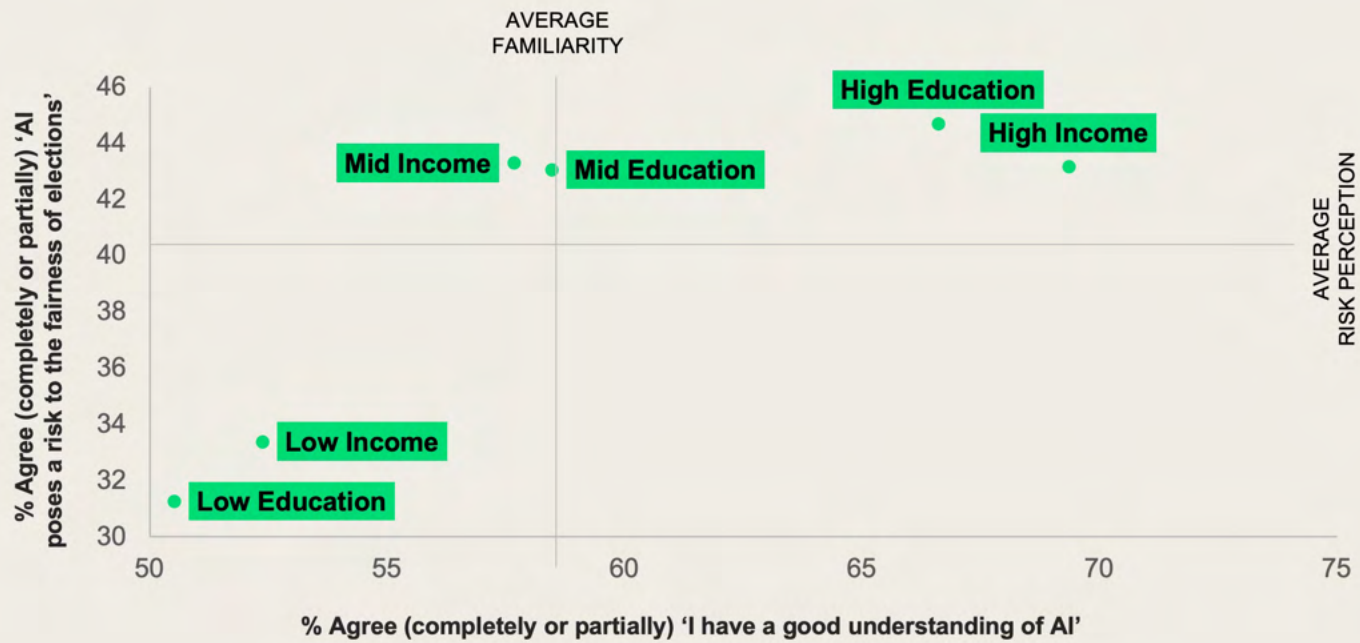
The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Educational and income levels affect the perception of risks to the integrity of elections

Comparison Matrix: Education and Income

Does familiarity with AI affect perception of AI risk?

% Agreement (completely or partially) with the following statements:
'I have a good understanding of AI' vs. 'AI poses a risk to the fairness of elections'



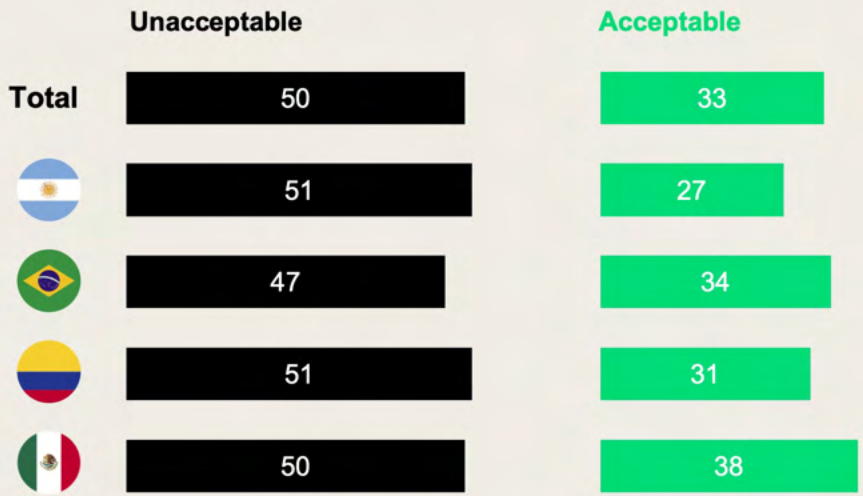
Base: 4,003 interviews | Lower Income: 830 | Middle Income: 1,818 | High Income: 1,140 | Low Education: 898 | Middle Education: 1,859 | High Education: 1,246
Q1. Considering everything you've read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **'I have a good understanding of AI'** vs **'AI poses a risk to the fairness and integrity of elections in my country'**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

While using AI for targeted political messaging is common in campaigns, half of Latin Americans (50%) are against this practice

‘Political groups using AI to target potential voters with tailored messages’

% **Unacceptable** (completely or partially)
% **Acceptable** (completely or partially) vs.



Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? **‘Political groups using AI to target potential voters with tailored messages’**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Chapter 4

Algorithmic bias and exacerbation of existing inequalities

Summary of the Results

- **37%** of Latin Americans agree that AI may increase existing inequalities in their countries, while **23%** disagree with that. **26%** are neutral and **14%** unsure/unwilling to answer about it, leading to **40%** of the sample that took no stance on this theme. Given that Latin America is the most unequal region in the world, this result suggests the need to raise awareness about AI's potential impacts on societies.
  - Argentina stands out with the lowest perception of this risk (**32%**) and the highest level of neutrality and lack of answers (**46%**).
- The general sample's familiarity with AI influences their perception of the potential challenges this technology poses in exacerbating inequalities. **44%** of those with good understanding of AI believe that it may happen. At the same time, women, lower income and lower educational level groups report lower awareness of AI's potential to worsen inequalities, which stands out considering that these same groups are on the receiving end of the consequences of inequalities.

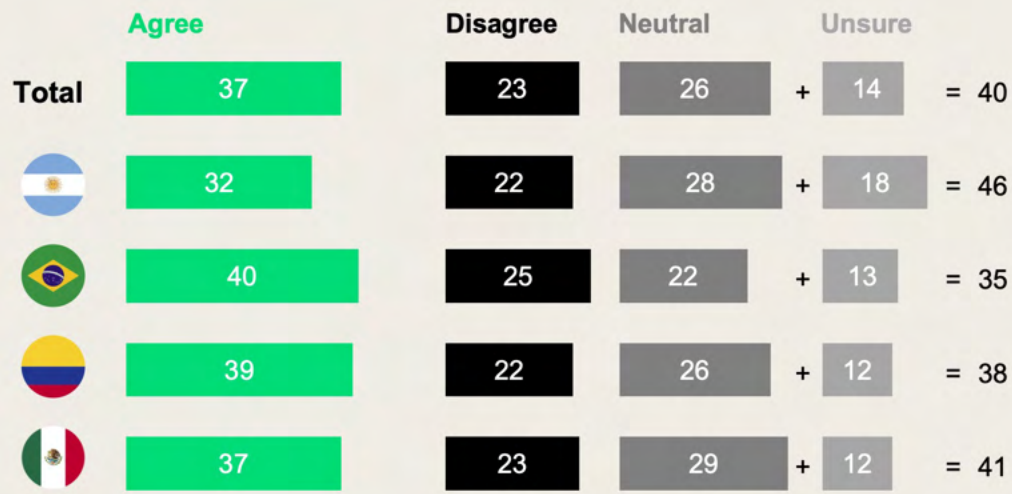
Summary of the Results

- Half of the respondents (**50%**) in the four countries say that it is unacceptable for governments to use AI to determine who is eligible to receive social benefits, while **33%** find it acceptable. The result suggests that Latin Americans find it essential to maintain human judgment in decision-making processes that have concrete consequences in society, and express distrust in AI's accountability and fairness.
  - Argentinians and Mexicans (both with **51%**) stand out here for the highest level of rejection to this use of AI, followed by Colombians (**50%**) and Brazilians (**48%**).
- The preference for human judgment is also evident when it comes to the courts and the creation of new laws, with **54%** of the respondents in the four countries saying that it is unacceptable to use AI to determine sentences in legal cases, and **51%** expressing intolerance to AI being used to draft new laws and regulations.

37% of Latin Americans believe that AI may increase inequalities, while 23% disagree with it

‘AI may intensify inequality in my country’

% **Agree** (completely or partially) vs.
% **Disagree** (completely or partially) vs.
% **Neutral** (neither agree nor disagree) vs.
% **Unsure** + rather not answer



Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q1. Considering everything you’ve read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **‘AI may intensify inequality in my country’**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

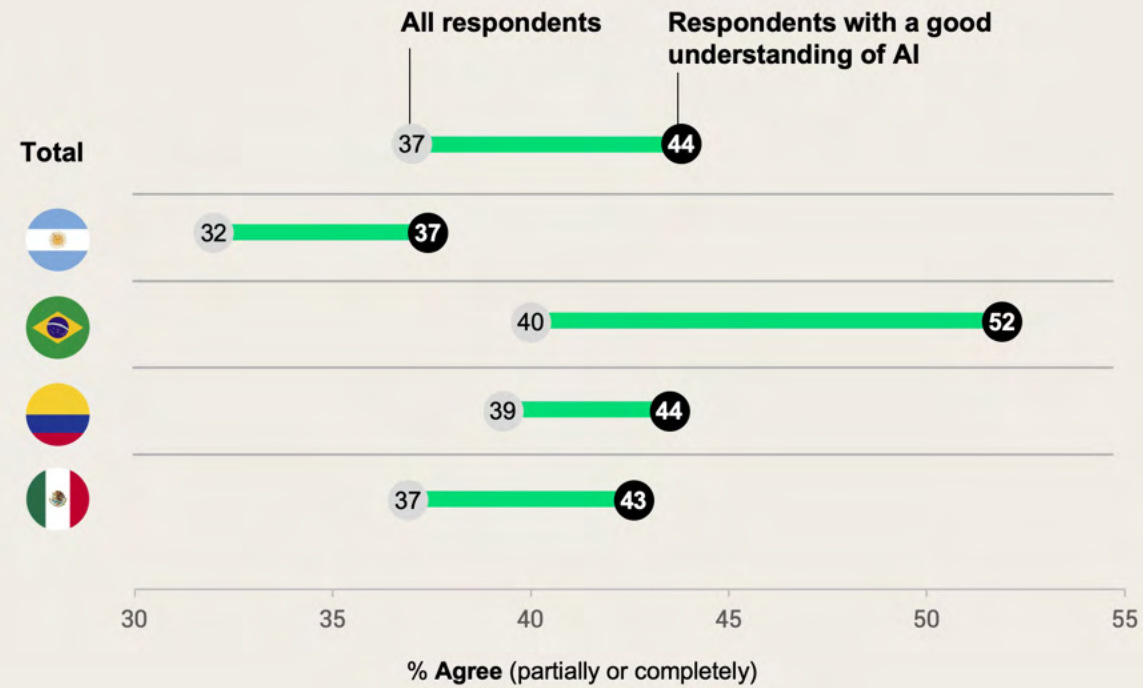
The more people understand AI, the more they believe it may intensify inequalities

‘AI may intensify inequality in my country’

% Agree (partially or completely) –

All respondents vs.

Subgroup of people with ‘a good understanding of what AI is’



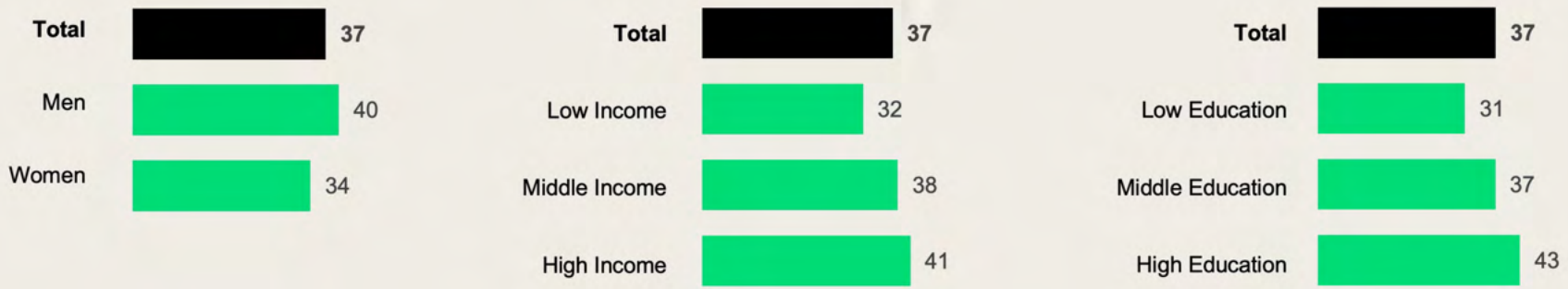
Base: All respondents – Total: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico **Respondents with a good understanding of AI –** Total: 2,387 interviews | 552 Argentina | 556 Brazil | 652 Colombia | 627 Mexico
Q1. Considering everything you’ve read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **‘Q1 - AI may intensify inequality in my country’**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Women, lower income and lower education groups are less aware of AI's impacts on inequalities

'AI may intensify inequality in my country'

% Agree (completely or partially) by selected demographic groups



Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico | Gen Z (born 1996 onwards): 1,180 | Millennial (born from 1980 to 1995): 1,541 | Gen X (born from 1966 to 1979): 910 | Baby Boomer and older (born before 1965): 372 | Men: 1,809 | Women: 2,194 | Lower Income: 830 | Middle Income: 1,818 | High Income: 1,140 | Low Education: 898 | Middle Education: 1,859 | High Education: 1,246. **Q1**. Considering everything you've read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **'AI may intensify inequality in my country'**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Half (50%) oppose AI determining social benefit eligibility

‘Governments using AI to determine who is eligible for social benefits’

% **Unacceptable** (completely or partially) vs.
% **Acceptable** (completely or partially)

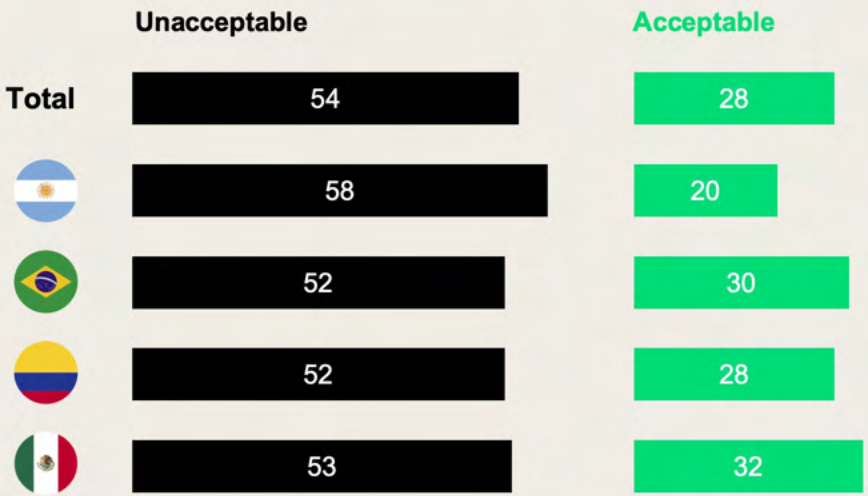
Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? **‘‘Governments using AI to determine who is eligible for social benefits’**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

A majority (54%) are against AI making decisions in court

‘Courts using AI to determine sentences in legal cases’

% **Unacceptable** (completely or partially) vs.
% **Acceptable** (completely or partially)



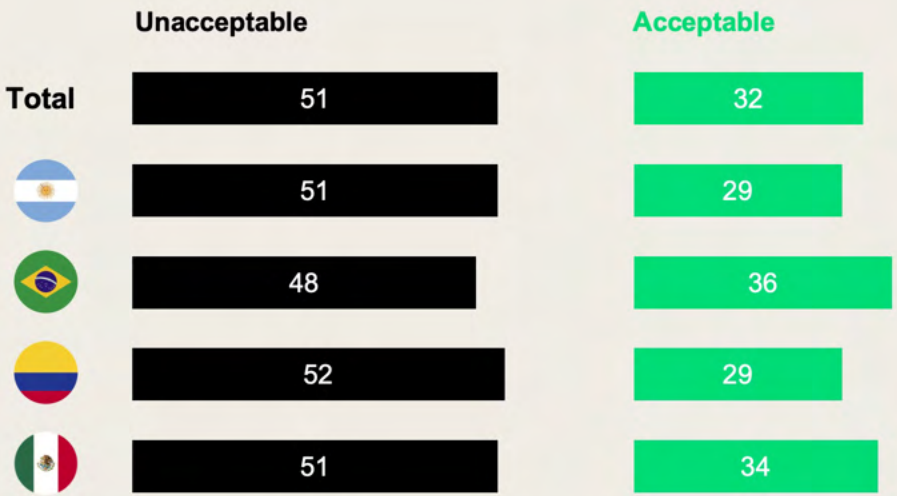
Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? **‘Courts using AI to determine sentences in legal cases’**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

A majority (51%) oppose AI's use in drafting new policies

'Lawmakers using AI to draft new laws and regulations'

% **Unacceptable** (completely or partially) vs.
% **Acceptable** (completely or partially)

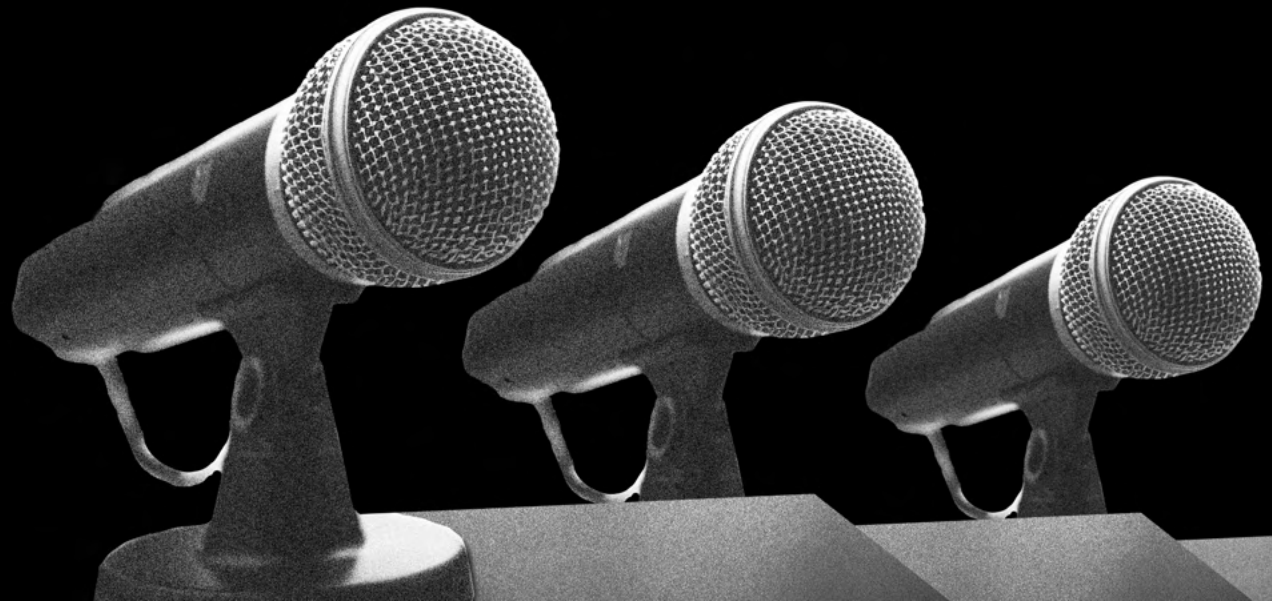


Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? **'Lawmakers using AI to draft new laws and regulations'**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Chapter 5

AI content curation and production: Risks to the public debate



Summary of the Results

- The use of artificial intelligence to curate and produce content online can have implications on the state of democracies, potentially reinforcing beliefs, bias, and polarisation in the public debate.
- **38%** Latin Americans are aware of AI's role in selecting the news that people read on social media platforms, while **41%** either did not answer (**16%**) or were neutral (**25%**) when asked about it, suggesting that there is significant room to grow knowledge about this existing practice.
- **51%** of the respondents believe that AI deciding what content people see on social media platforms is unacceptable.
- The knowledge is lower and the intolerance higher when it comes to news production by AI on social media, in comparison to news curation. **43%** of individuals in the four countries couldn't answer or were neutral when asked if this is a practice, while **24%** disagreed.

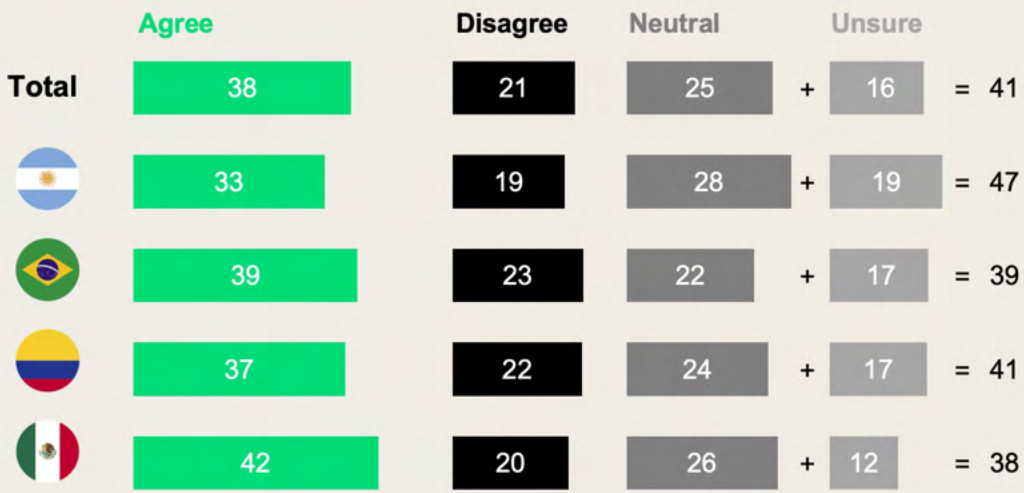
Summary of the Results

- Human activity is key for journalistic content production, according to Latin Americans, with **57%** stating that AI creating news stories with little human oversight or editing is unacceptable.
  - Among those who are unaware of this use, intolerance is even higher, with **71%** saying that it would be unacceptable.
- The level of discomfort with the use of AI to generate news stories drops considerably when Latin Americans are asked about personalisation, which can reinforce echo chambers and, as a consequence, polarisation. **41%** say that it is unacceptable for this technology to create tailored journalistic content for different audiences, while **40%** believe it is acceptable, showing that this may be a divisive theme.
- Another issue towards which the public in Latin America shows a certain level of division is the combat against the dissemination of disinformation: **44%** of Latin Americans say that it is unacceptable that AI decides what is true or false on social media, while **39%** believe that it is acceptable.

38% of Latin Americans are aware of AI's use on news curation on social media platforms

'The news people read on social media is chosen by AI'

% **Agree** (completely or partially) vs.
% **Disagree** (completely or partially) vs.
% **Neutral** (neither agree nor disagree) vs.
% **Unsure** + rather not answer



Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q1. Considering everything you've read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **'The news people read on social media is chosen by AI'**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

A majority (51%) find AI's content curation on social media unacceptable

'AI deciding what content people see on social media platforms'

% **Unacceptable** (completely or partially) vs.
% **Acceptable** (completely or partially)

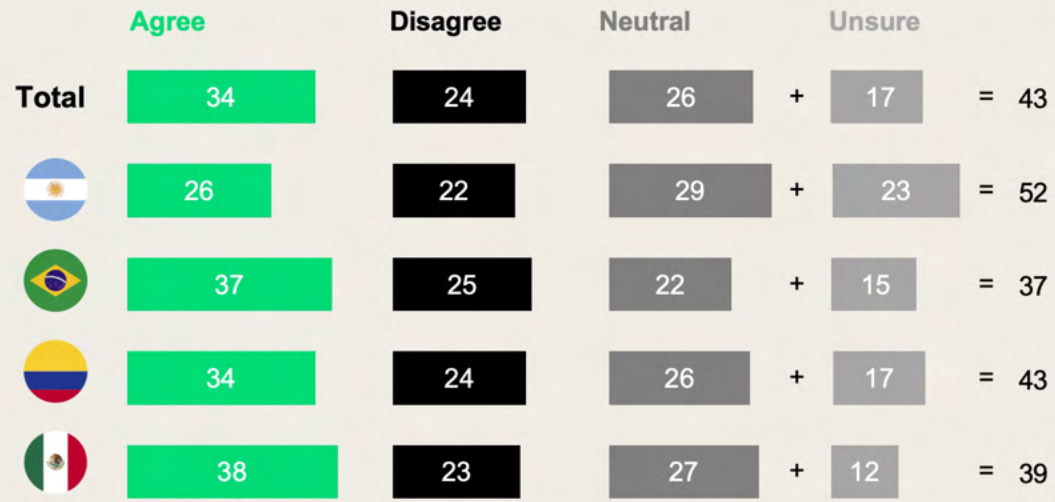
Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? **'AI deciding what content people see on social media platforms'**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

34% are aware of AI's use on news production on social media platforms

'The news people read on social media is produced by AI'

% **Agree** (completely or partially) vs.
% **Disagree** (completely or partially) vs.
% **Neutral** (neither agree nor disagree) vs.
% **Unsure** + rather not answer



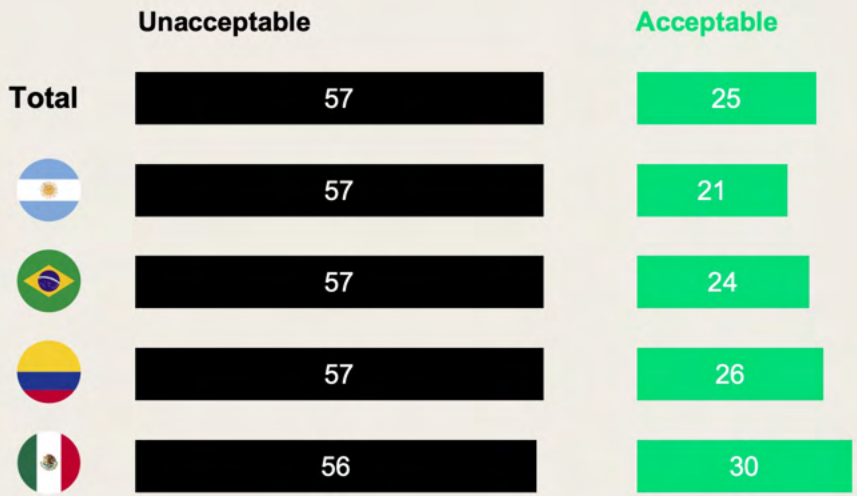
Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q1. Considering everything you've read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **'The news people read on social media is produced by AI'**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

A majority (57%) find AI-produced news stories unacceptable – more than twice the number who think otherwise (25%)

‘AI generating news stories with little human oversight or editing’

% **Unacceptable** (completely or partially) vs.
% **Acceptable** (completely or partially)



Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q2. In your opinion, how acceptable or inacceptable are each of the following uses of AI in ...? **‘AI generating news stories with little human oversight or editing’**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

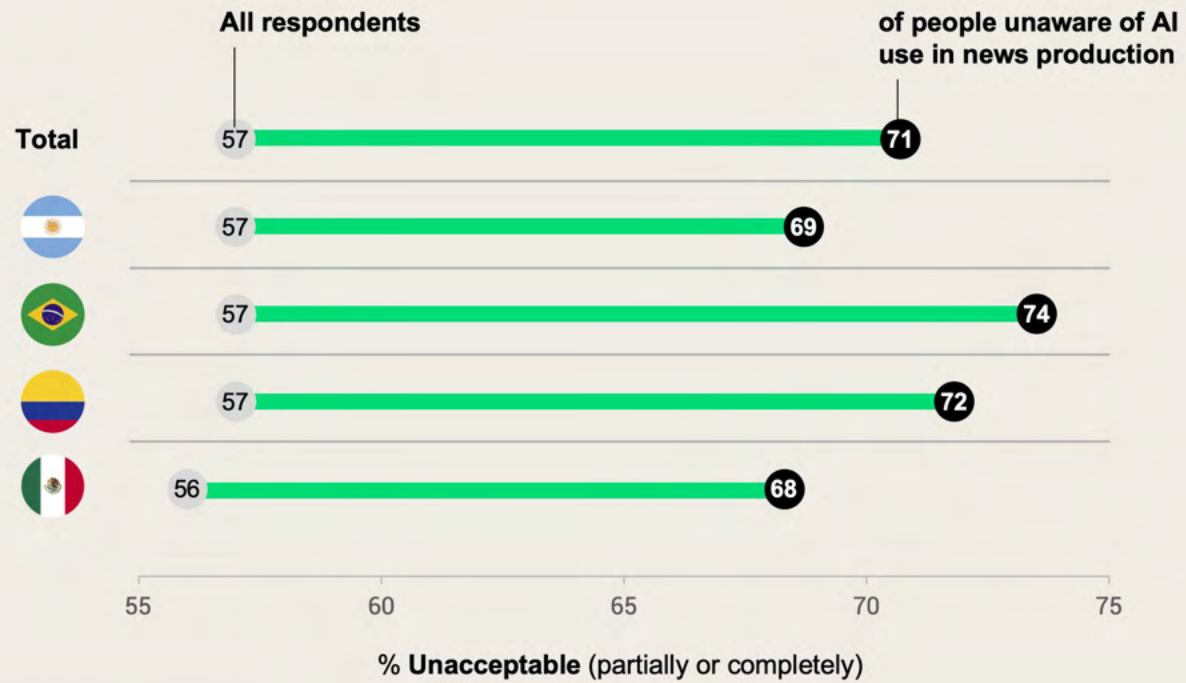
Among those unaware of AI's role in news production, 71% find its use unacceptable

‘AI generating news stories with little human oversight or editing’

% Unacceptable (partially or completely) –

All respondents vs.

Subgroup of people unaware of AI use in news production



Base: All respondents – Total: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico **Respondents who are unaware of AI use in news production –** Total: 938 interviews | 225 Argentina | 247 Brazil | 236 Colombia | 230 Mexico

Q1: Considering everything you’ve read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **‘The news people read on social media is produced by AI’**

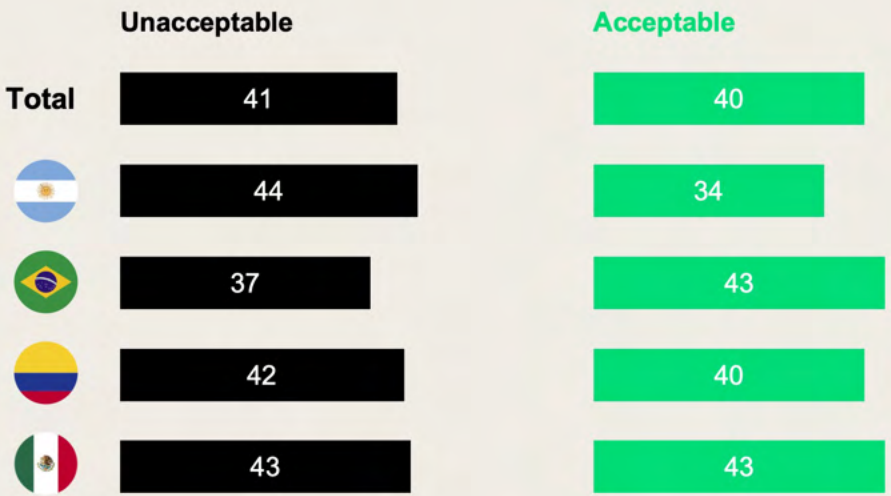
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? **‘AI generating news stories with little human oversight or editing’**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Public opinion on AI-generated ‘personalised’ news is highly divided

‘AI generating personalised news stories for different audiences’

% **Unacceptable** (completely or partially) vs.
% **Acceptable** (completely or partially)



Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? **‘AI generating personalised news stories for different audiences’**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Public opinion is also divided on the role of AI in determining what is considered true on social media

‘AI deciding what is considered true or false information on social media’

% **Unacceptable** (completely or partially) vs.
% **Acceptable** (completely or partially)

Base: 4,003 interviews | 1,001 Argentina | 1,001 Brazil | 1,000 Colombia | 1,001 Mexico
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...? **‘AI deciding what is considered true or false information on social media’**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Chapter 6

Gen Z: The optimistic generation

Summary of the Results

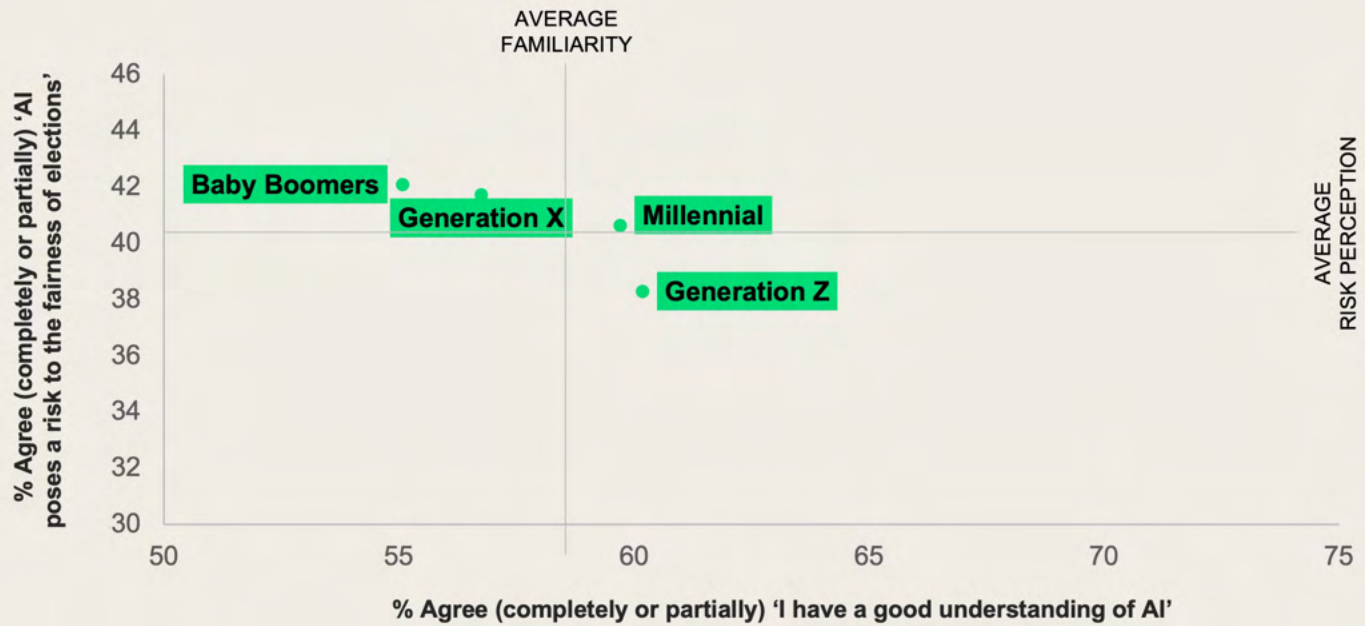
- Across the different topics tested, Gen Z's behaviour stood out for its high level of optimism towards this technology.
- Contrary to the trend observed in the general sample, Gen Z has a relatively low perception of AI's risk for electoral fairness and integrity (**38%**), despite having the highest familiarity with this technology (**60%**). They also have the lowest support for regulation, among generations (**50%**).
- They also report the lowest perception of AI's risk in increasing inequalities (**35%**) and higher acceptance of the use of AI to curate news on social media (**41%**), and to decide what is true or false on these platforms (**46%**).
- However, Gen Z's optimism about AI does not extend to areas with clear impacts on society, such as determining eligibility for social benefits, and journalism itself. In fact, only **27%** of Gen Z respondents find automated news generation on social media acceptable, while **28%** are also tolerant towards the use of AI to determine sentences in court, **32%** to draft new policies, and **34%** to determine social benefits eligibility.

While Gen Z shows the highest familiarity with AI, their perception of risks to electoral integrity is below average

Comparison Matrix: Generational Divides

Does familiarity with AI affect perception of AI risk to the elections?

% Agreement (completely or partially) with the following statements:
'I have a good understanding of AI' vs. 'AI poses a risk to the fairness of elections'



Base: 4,003 interviews | Gen Z (born 1996 onwards): 1,180 | Millennial (born from 1980 to 1995): 1,541 | Gen X (born from 1966 to 1979): 910 | Baby Boomer and older (born before 1965): 372
Q1. Considering everything you've read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **'I have a good understanding of AI'** vs **'AI poses a risk to the fairness and integrity of elections in my country'**

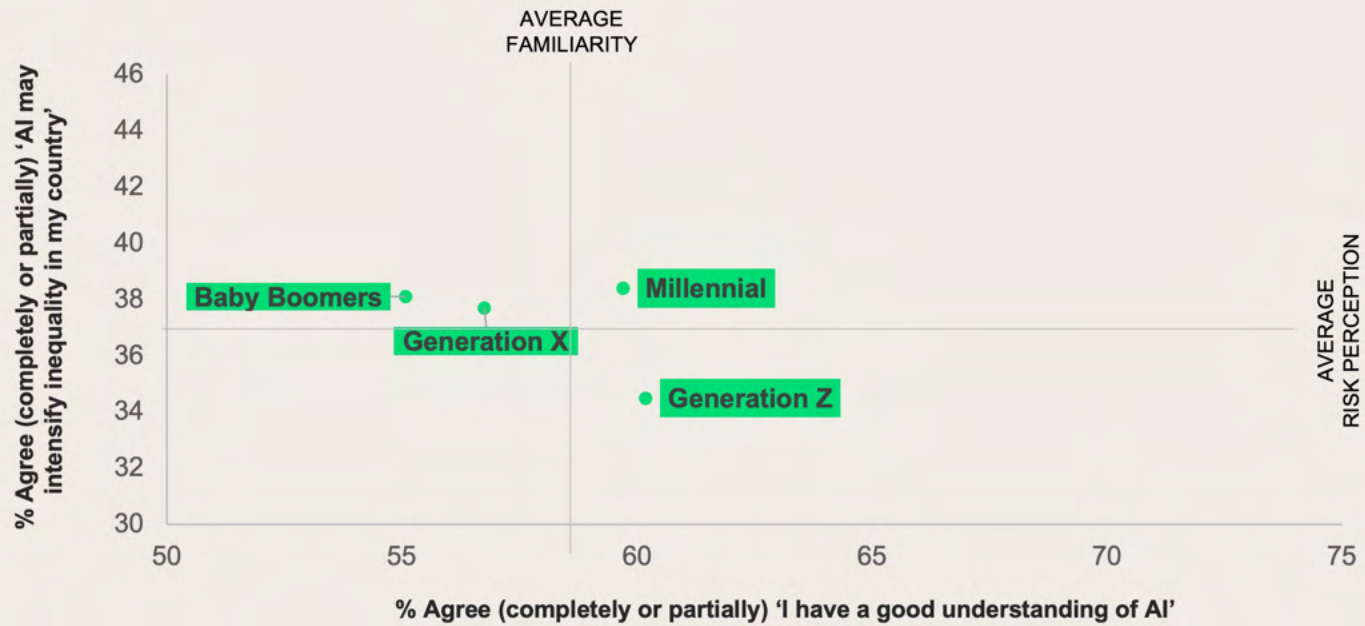
The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Gen Z shows the highest familiarity with AI, and the lowest perception of AI's potential to worsen inequalities

Comparison Matrix: Generational Divides

Does familiarity with AI affect perception of risks to inequality?

% Agreement (completely or partially) with the following statements:
'I have a good understanding of AI' vs.
'AI may intensify inequality in my country'



Base: 4,003 interviews | Gen Z (born 1996 onwards): 1,180 | Millennial (born from 1980 to 1995): 1,541 | Gen X (born from 1966 to 1979): 910 | Baby Boomer and older (born before 1965): 372
Q1. Considering everything you've read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **'I have a good understanding of AI'** vs **'AI may intensify inequality in my country'**

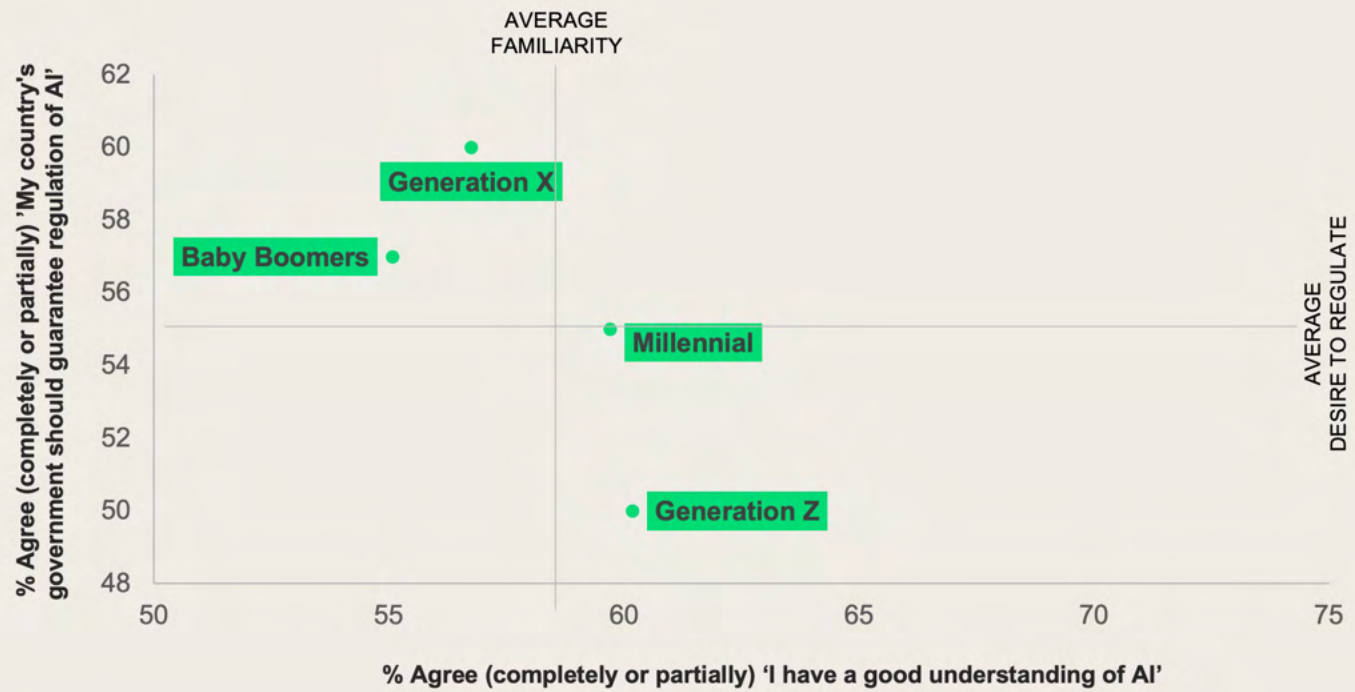
The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Gen Z shows the highest familiarity with AI, and the lowest support for AI regulation

Comparison Matrix: Generational Divides

Does familiarity with AI affect support for regulation?

% Agreement (completely or partially) with the following statements: 'I have a good understanding of AI' vs. 'My country's government should guarantee regulation of AI'



Base: 4,003 interviews | Gen Z (born 1996 onwards): 1,180 | Millennial (born from 1980 to 1995): 1,541 | Gen X (born from 1966 to 1979): 910 | Baby Boomer and older (born before 1965): 372
Q1. Considering everything you've read or heard about Artificial Intelligence (AI), please indicate whether you agree or disagree with the following statements: **'I have a good understanding of AI'** vs **'My country's government should guarantee regulation of AI'**

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

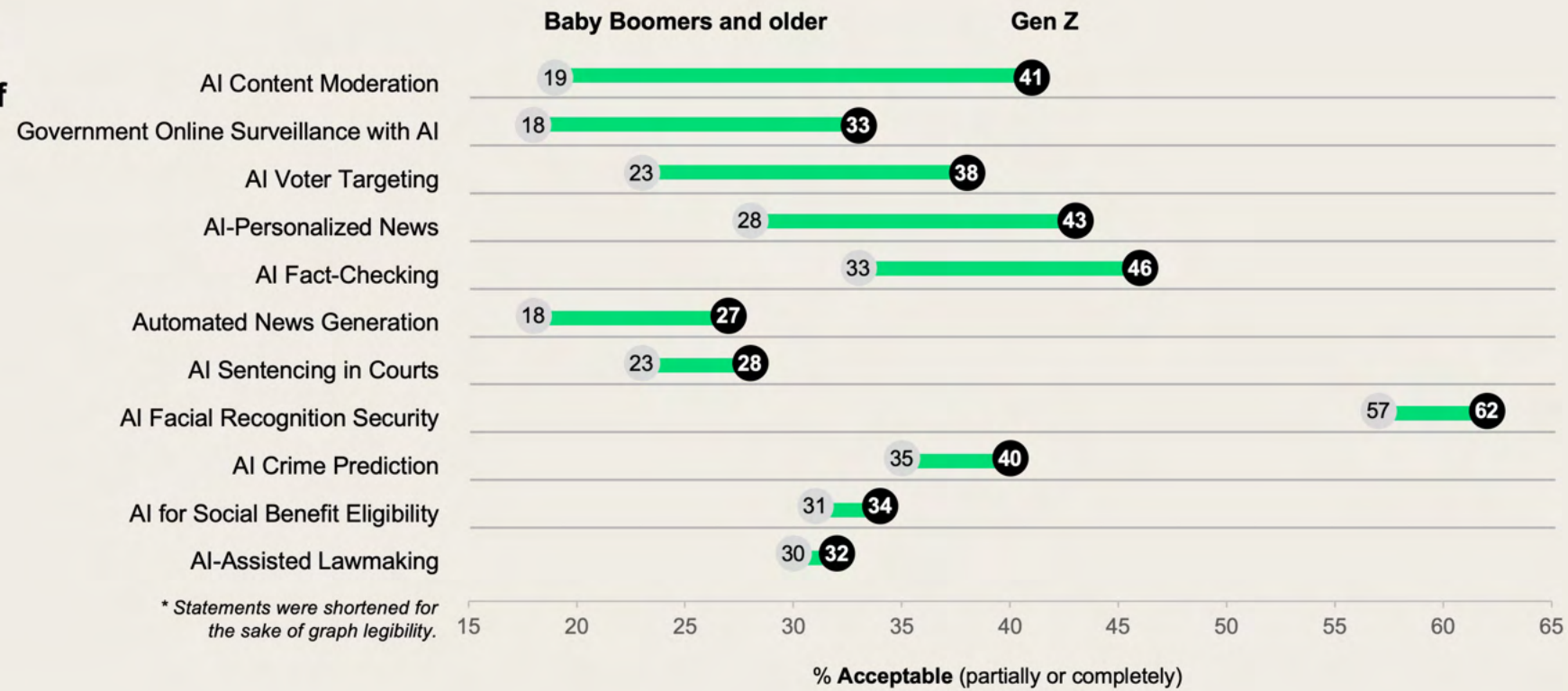
Generational acceptance gaps are smaller in areas with clear real-world implications

Generational Divide:

Comparing Acceptability of AI use cases by generations

% Acceptable (partially or completely) –

Baby Boomers and Older vs. **Gen Z**



Base: 4,003 interviews | Gen Z (born 1996 onwards): 1,180 | Baby Boomer and older (born before 1965): 372
Q2. In your opinion, how acceptable or unacceptable are each of the following uses of AI in ...?

The total figures are calculated as a weighted average of all individual responses across countries. Weights were applied to each respondent using the rim method to ensure the results accurately reflect the sociodemographic composition of their respective countries

Thank you

media@luminategroup.com