

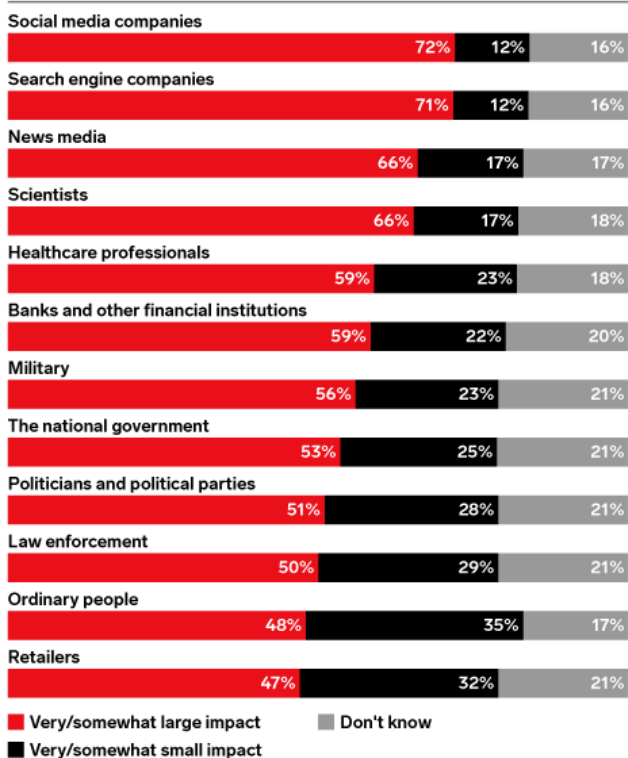
People think social media, search companies most impacted by generative AI

Article



Extent to Which Adults Worldwide Think Generative AI Will Impact Select Aspects of Society in the Next 5 Years, April 2024

% of respondents



Note: n=12,217 ages 18+ in Argentina, Denmark, France, Japan, the UK, and the US; numbers may not add up to 100% due to rounding
 Source: Reuters Institute for the Study of Journalism at the University of Oxford, "AI and the Future of News: What Does the Public in Six Countries Think of Generative AI in News?" conducted by YouGov, May 28, 2024

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Key stat: 72% of adults worldwide think generative AI will have a very or somewhat large impact on [social media companies](#), and 71% think the same of search engine companies, according to data from YouGov and Reuters Institute for the Study of Journalism at the University of Oxford.

Beyond the chart:

- This year, 29.3% of people in the US will be generative AI users, per our June 2024 forecast.
- Social media companies have already leaned into generative AI, most recently with [Meta](#) launching [AI chatbots](#) on Instagram.
- Google is also using generative AI to drive its AI Overviews in Search, with mixed results.

Use this chart:

- Emphasize the importance of integrating AI into marketing strategies.
- Highlight opportunities for innovation and investment in generative AI.
- Advocate for responsible AI practices.

More like this:

- [How to stay proactive as generative AI transforms the workplace](#)
- [Generative AI isn't the content creation engine that marketers anticipated—yet](#)
- [3 weaknesses AI may help marketers expose](#)
- [Generative Search Trends 2024 \(EMARKETER subscription required\)](#)

Methodology: Data is from the May 2024 Reuters Institute for the Study of Journalism at the University of Oxford report titled "AI and the Future of News: What Does the Public in Six Countries Think of Generative AI in News?" conducted by YouGov. 12,217 adults ages 18+ were surveyed in Argentina, Denmark, France, Japan, the UK, and the US. The online surveys were conducted during March 28-April 30, 2024, with approximately 2,000 respondents per country. Samples were nationally representative for age, gender, region, and political leaning.