

Generative AI provokes mixed feelings about its role in written content

Article

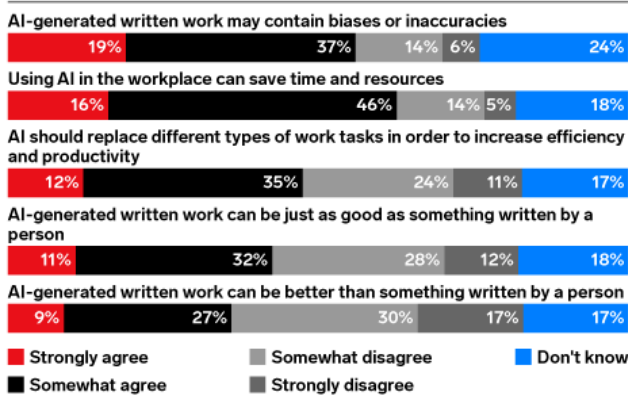


For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

When asked about generative AI, 62% of US adults strongly or somewhat agreed that it can save time and resources in the workplace, but there were concerns about the effectiveness and accuracy of its written work, according to Ipsos.

US Adults' Perception of Generative AI, Jan 2023

% of respondents



Note: numbers may not add up to 100% due to rounding

Source: Ipsos, "Ipsos Coronavirus Consumer Tracker," Jan 23, 2023

280903

InsiderIntelligence.com

Beyond the chart: Some of the best use cases for generative AI within marketing and advertising include brainstorming, providing first drafts of campaign assets, and creating text and visuals at scale, according to our [“ChatGPT and Generative AI in Media and Advertising”](#) report.

But because consumer trust of generative AI is a mixed bag, giving it a customer-facing role may not be a good idea at this time.

More like this:

- [Should you block ChatGPT's web browser plugin from accessing your website?](#)
- [Microsoft's Bing Chat ads—and their impact on the search advertising industry](#)
- [3 uses for ChatGPT in retail](#)
- [4 promising use cases for generative AI in content marketing](#)
- [Yesterday's Chart of the Day: YouTube, you lose](#)

Methodology: Data is from a January 2023 Ipsos report titled "Ipsos Coronavirus Consumer Tracker." 1,119 US adults were surveyed online during January 18-19, 2023.