Artificial Intelligence Policies Association (AIPA) Research for the Future

Artificial Intelligence Perception in Society - 2

#AIPAFR

Artificial Intelligence Policies Association (AIPA)
Volkan Kılıç, Kuantum Research

December 2025

Artificial Intelligence ,

It is now much more than just a technology.

It occupies a central place in our lives as a "general-purpose technology" that transforms economies, reshapes institutions, and fundamentally alters our social habits. Today, competition between countries is determined not by natural resources, population, or capital, but by AI capacity, data power, and the speed of adaptation. Therefore, measuring Turkey's AI awareness, usage levels, trust perceptions, and societal impacts has become a strategic necessity. This study, conducted by the Artificial Intelligence Policies Association (AIPA) in collaboration with Quantum Research, was carried out precisely to meet this need.

This report presents a multidimensional view of Turkey's relationship with artificial intelligence. More than half of society uses AI tools in their daily lives, young people have adopted this technology as a natural reflex, and businesses are increasingly seeing AI not merely as a competitive advantage but as a core necessity—demonstrating the country's strong potential. At the same time, growing sensitivities around ethics, manipulation, security, and privacy underscore the responsibility to develop robust policies. At AIPA, our priority is for Turkey to be among the countries that produce, lead, and create global value in the AI era. In this regard, we are committed to advancing the development of the ecosystem and ensuring that policymakers can make informed decisions based on accurate data.
I would like to thank the Quantum Research team for their efforts in preparing this study, as well as all participants who shared their insights and the stakeholders of AIPA. I believe that the findings obtained will serve as a valuable guide for all institutions and actors shaping Turkey's AI journey.

We are building Turkey's artificial intelligence future together.
Sincerely.

Zafer KÜÇÜKŞABANOĞLU
Artificial Intelligence Policies Association (AIPA) Founder and Chairman
RecroTech Founder and Chairman

The picture painted by our research shows that artificial intelligence in Turkey has become a phenomenon that directly touches the daily lives of not only tech enthusiasts but also large segments of society. A vast majority of the population has heard of AI, a significant portion actively uses it, and this rapid spread brings with it not only new opportunities but also new risks.

The data indicate that individuals primarily use artificial intelligence for acquiring information, addressing daily needs, and supporting educational processes. This trend points to the significant potential of the technology to enhance personal quality of life. At the same time, a large portion of society expresses strong caution and uncertainty regarding issues such as data privacy, manipulation, unethical use, and the inability to distinguish between real and fake content.

It is evident that the pace of AI adoption in society has not progressed at the same rate as awareness and literacy levels. This creates a risk not only at the individual level but also on a societal scale. The study highlights concerns about disinformation, the possibility of being misled, and fears of uncontrolled development, clearly underscoring the need for regular and comprehensive governance regarding the social impact of artificial intelligence.

This study provides a comprehensive picture of individuals' relationship with artificial intelligence in Turkey, highlighting both the opportunities and the threats. This image serves as a critical warning for policymakers, educational institutions, and technology companies alike: AI is transforming society, but it is up to us to determine the direction of this transformation.
Sincerely.

Volkan Kılıç
Artificial Intelligence Policies Association (AIPA) Vice President
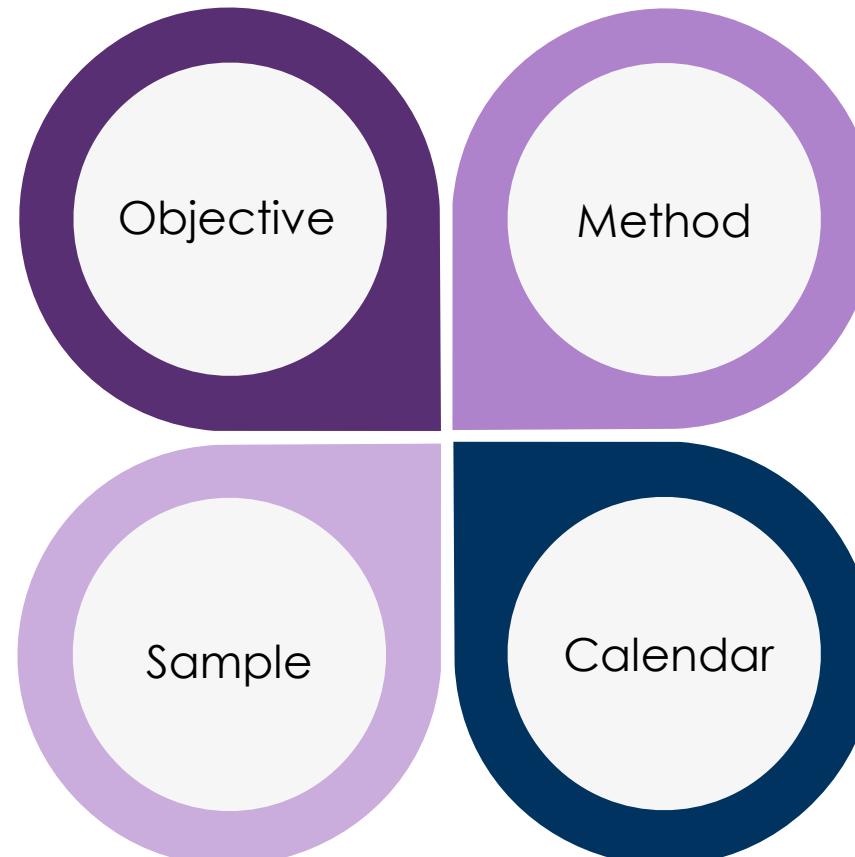Kuantum Research Founder

Artificial Intelligence Perception in Society

It was conducted to determine the level of public awareness of artificial intelligence, AI usage behaviors, perceptions about the future of AI, and the levels of uncertainty and anxiety related to it.

Objective

Method

Quantitative Research
A hybrid (CAWI and CATI) method was applied.
CAWI (Computer-Assisted Web Interviewing)
CATI (Computer-Assisted Telephone Interviewing)

The study was conducted to assess public awareness of artificial intelligence, patterns of AI usage, perceptions regarding the future of AI, and the prevailing levels of uncertainty and anxiety associated with it.

Sample

Calendar

Fieldwork
August 2025 – September 2025

Data Control
August 2025 – September 2025

Analysis and Reporting
December 2025

Artificial Intelligence Perception in Society
Sample

Province Distribution (%)

Province	%
İstanbul	37,0
Ankara	13,8
İzmir	10,5
Bursa	7,6
Antalya	6,4
Gaziantep	5,2
Kocaeli	5,0
Diyarbakır	4,3
Kayseri	3,4
Samsun	3,3
Malatya	1,8
Trabzon	1,7

Age Distribution (%)

Age group	%
65+	4,8
55-64	4,8
45-54	18,5
35-44	27,2
25-34	25,6
16-24	19,2
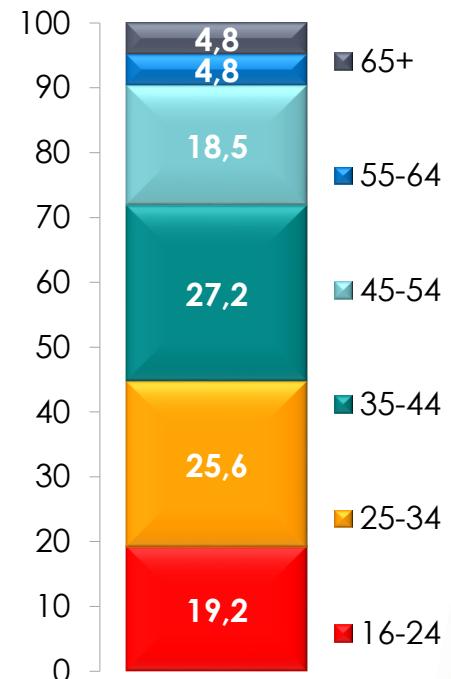
Base: 1252

The average age of the respondents is 37.

Gender Distribution (%)

%51,0   %49,0

The average age of the respondents is 37, and women make up 51.0% of the sample.

6

Artificial Intelligence Perception in Society
Sample

Marital Status (%)

- Married — 54,8
- Separated — 7,7
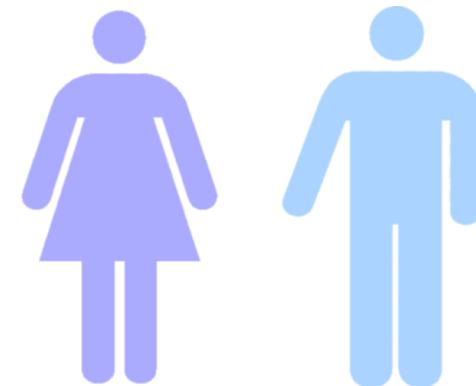- Single — 37,5
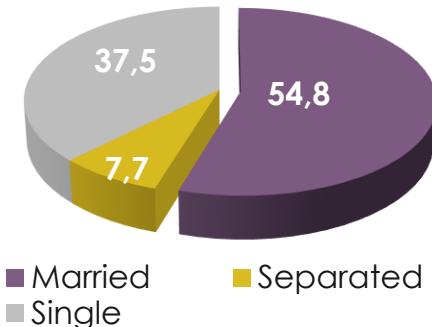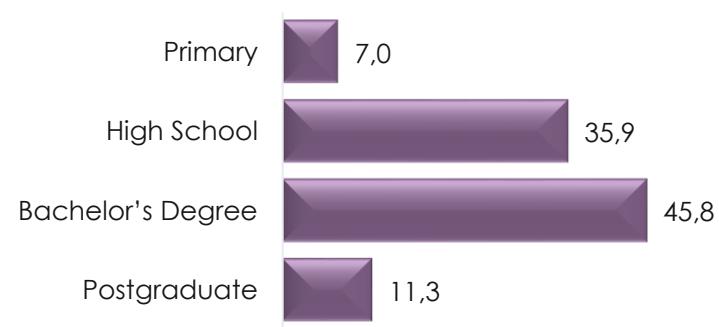
Base: 1252

Parental Status (%)

- Yes, with children — 76,6
- No, without children — 23,4
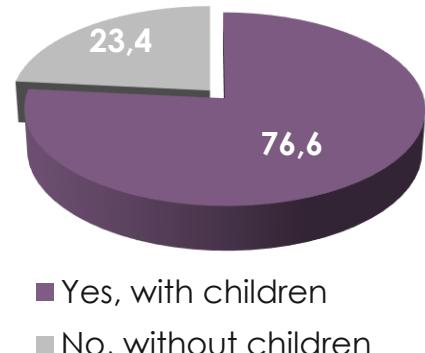
Base (Married / Separated):785

Education Level (%)

Primary	7,0
High School	35,9
Bachelor's Degree	45,8
Postgraduate	11,3

Base: 1252

Household Monthly Income Level (%)

Below 22,000 TL	3,6
22.000 – 49.999 TL	30,3
50.000 – 99.999 TL	41,2
100.000 TL – 149.000 TL	11,2
150.000 TL – 249.000 TL	11,7
250.000 TL +	2,1

Base: 1252

"Within the scope of the study, 54.8% of the participants are married. Among those who are married or divorced, 76.6% have children. Of the participants, 45.8% are university graduates, while 17.7% are currently students, and the average monthly household income is 85,415 TL.
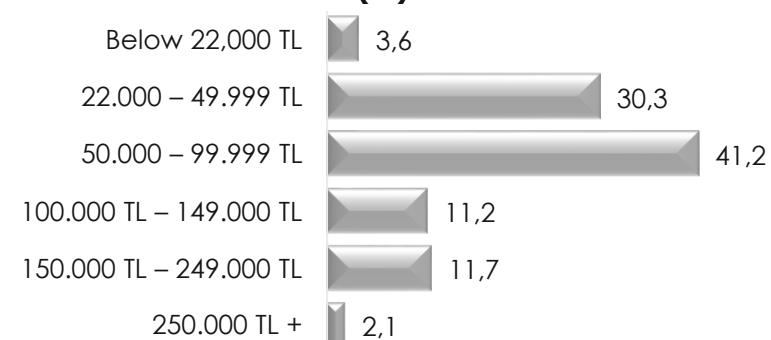
The average monthly household income is 85,415 TL.

Artificial Intelligence Awareness and Knowledge Level

Artificial Intelligence Perception in Society

- Have you heard of artificial intelligence tools/applications?
- Have you heard of generative artificial intelligence tools/applications?
- Have you heard of Agentic AI (artificial intelligence tools/applications that can plan and take actions autonomously)?

Awareness of AI Tools

Awareness of Artificial Intelligence, Generative Artificial Intelligence, and Agentic AI Tools (%)

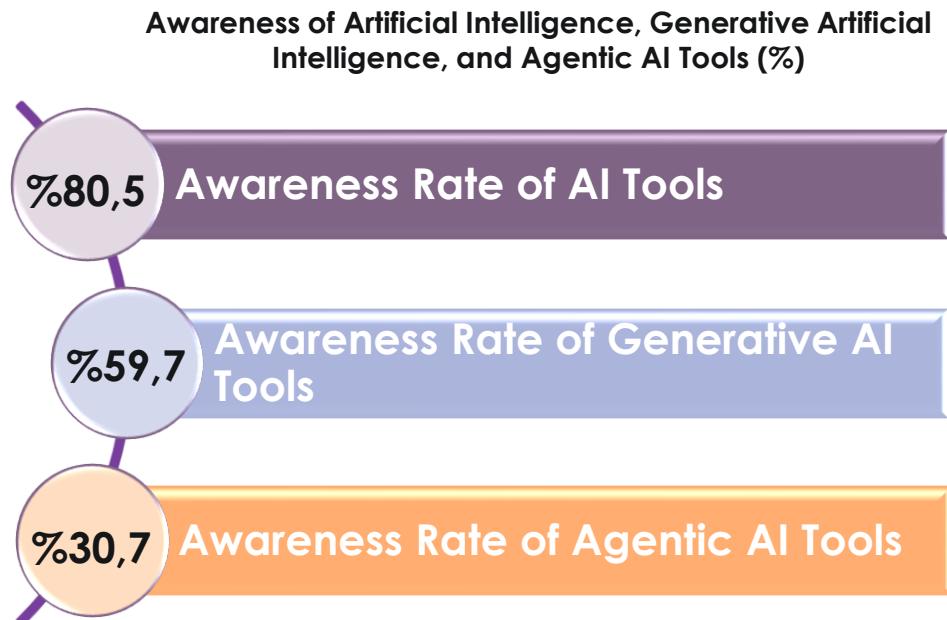**%80,5** Awareness Rate of AI Tools

%59,7 Awareness Rate of Generative AI Tools

%30,7 Awareness Rate of Agentic AI Tools

Base: 1252

Among the participants, 80.5% reported being aware of AI tools. The proportion of those familiar with generative AI tools is 59.7%, while 30.7% are aware of Agentic AI tools.

Among the participants, 16.9% have not heard of AI tools, and 2.6% stated that they are unsure whether they have heard of them.

Among the participants, 27.0% have not heard of generative AI tools, and 13.3% stated that they are unsure whether they have heard of them.

Among the participants, 54.7% have not heard of Agentic AI tools, and 14.6% stated that they are unsure whether they have heard of them.

- Which artificial intelligence tools/applications are you familiar with?
- How knowledgeable do you feel about artificial intelligence technologies?

Known AI Tools & Awareness Level

"The most heard/recognized AI tool among the participants is ChatGPT, with 88.0%. Among those who reported being aware of any AI, generative AI, or Agentic AI tools, 50.1% stated that they have basic knowledge of AI technologies, while 11.1% indicated that they have a good level of knowledge.

Known AI Tools / Applications (%)

Tool	%
ChatGPT	88,0
Gemini	35,4
DeepSeek	15,6
Grok	13,1
Siri	8,1
Microsoft Copilot	5,7
Google Asistan	5,1
Canva	4,4
Claude AI	4,4
Midjourney	4,1
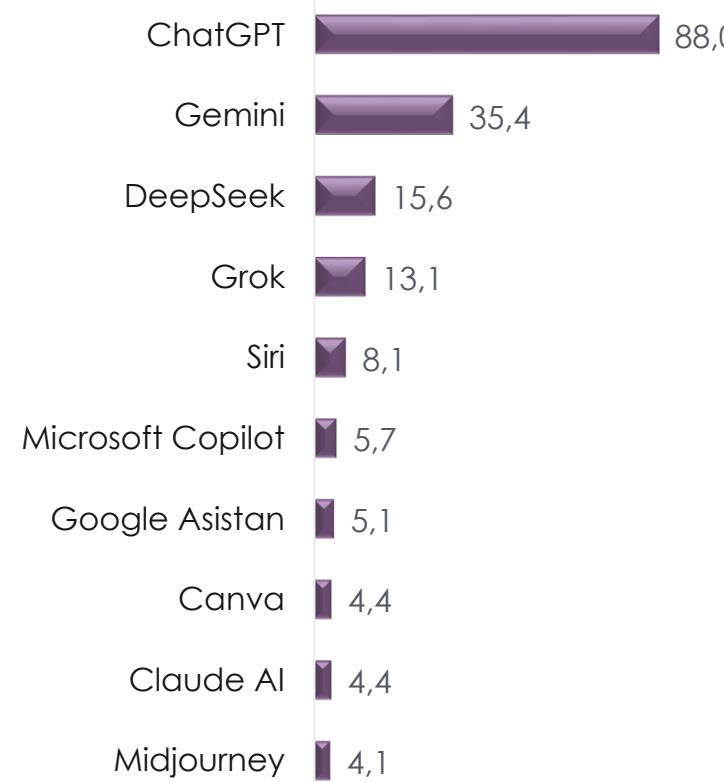
Level of Knowledge on Artificial Intelligence Technologies (%)

- 11,1
- 38,8
- 50,1

☒ Basic knowledge
☒ Intermediate knowledge
☒ Advanced knowledge

Base (Respondents who have heard of AI types):1009

10
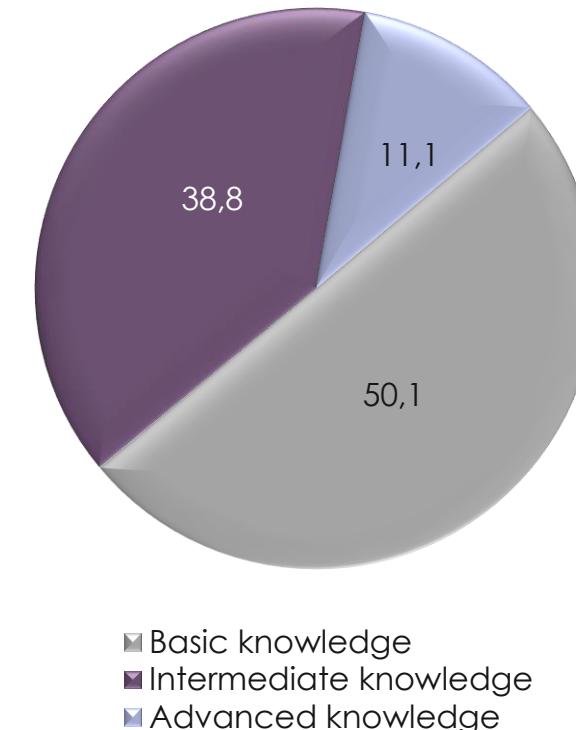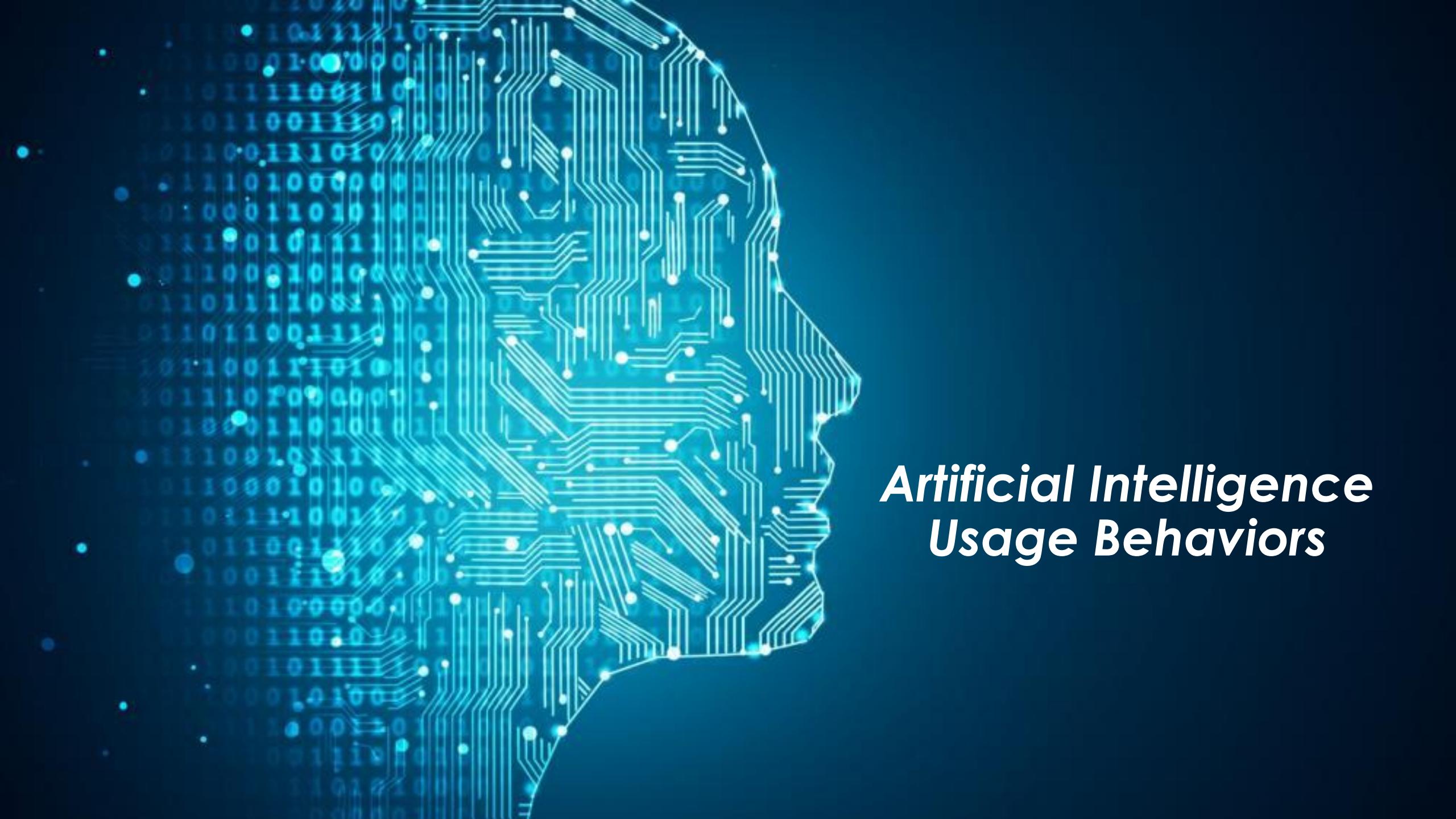
Artificial Intelligence Usage Behaviors

Artificial Intelligence Perception in Society

- Do you use artificial intelligence tools/applications in your daily life?
- Which artificial intelligence tools/applications do you use?
- How frequently do you use artificial intelligence tools/applications?

Level of Artificial Intelligence Usage

Among the participants, 57.6% use AI tools in their daily lives. Globally, the daily usage rate is 16.0%. The level of AI usage in Turkey is significantly above the world average. AI adoption is growing and being implemented more rapidly in developing and less-developed, low- and middle-income countries compared to other nations. The most widely used AI tool is ChatGPT, with 82.8% usage. Other technologies used are as follows: Gemini 43.0%, DeepSeek 25.8%, Copilot 24.1%, Grok 17.2%, Canva 11.5%, Google Veo3 7.2%, Midjourney 6.2%, DALL-E 2.8%, and Claude AI 2.1%.

Usage of AI Tools in Daily Life (%)

42,4

57,6

Users   Non-users
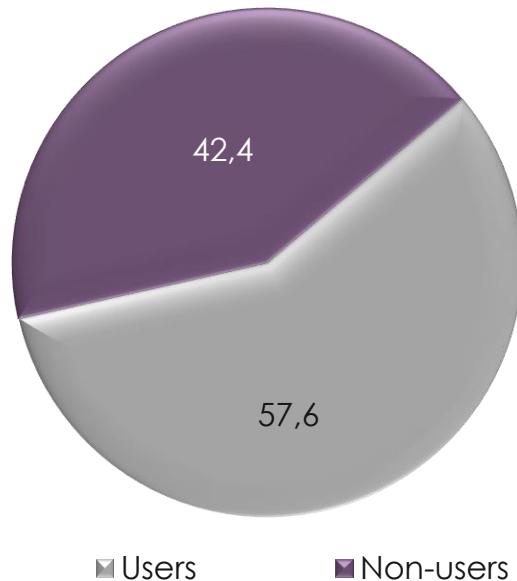
Base (Respondents who have heard of AI types): 1009

AI Tools Used (%)

Tool	%
ChatGPT	82,8
Gemini	43,0
DeepSeek	25,8
Copilot	24,1
Grok	17,2
Canva	11,5
Google Veo3	7,2
Midjourney	6,2
DALL-E	2,8
Claude AI	2,1
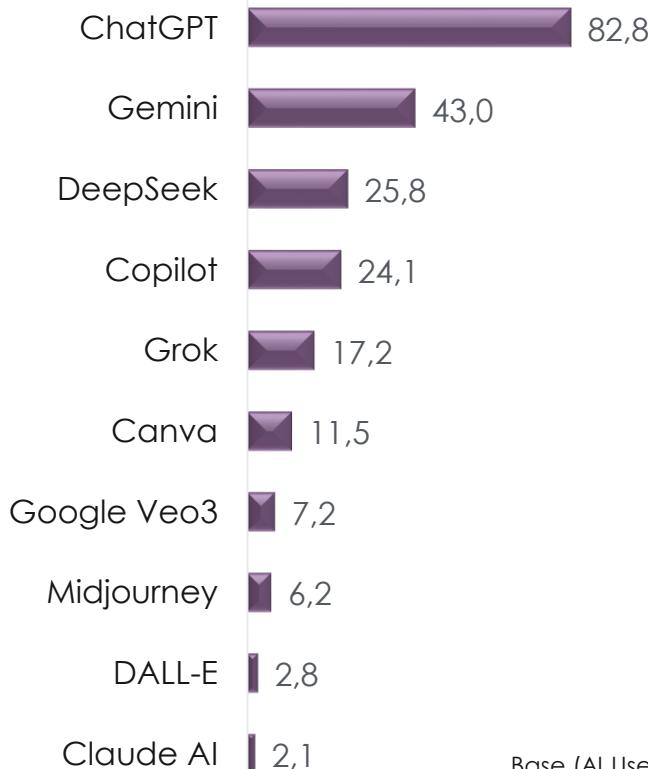
Base (AI Users): 581

Frequency of AI Tool Usage (%)

5,3
18,9
35,3
40,5

- Almost every day
- A few times a week
- A few times a month
- Once a month
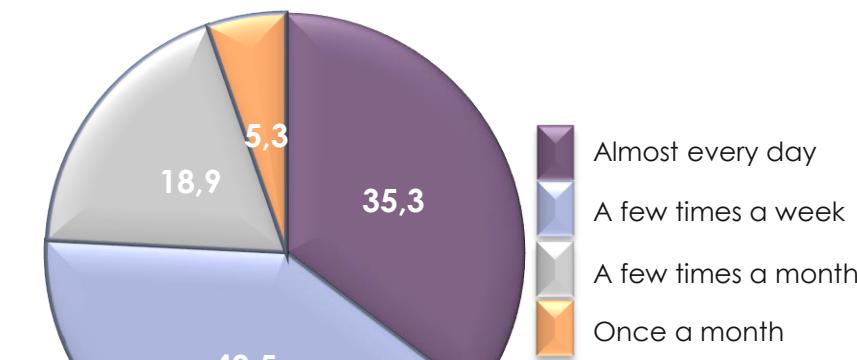
Among the participants, 64.7% are weekly or monthly users.

Artificial Intelligence Perception in Society

• For what purposes do you generally use artificial intelligence tools/applications?

Purpose of Using Artificial Intelligence Tools

Purpose of Using AI Tools (%)

Base (AI Users): 581
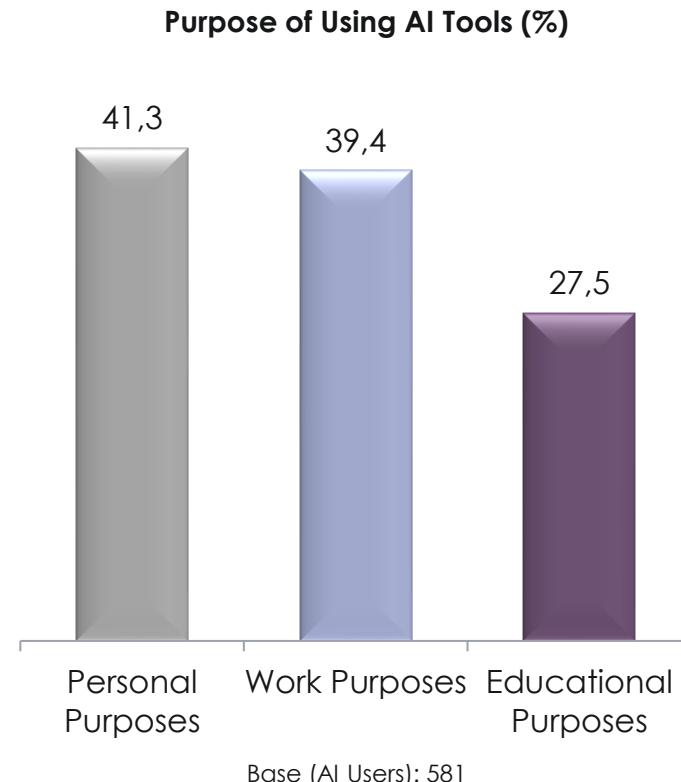
Cognitive Synergists!

Among AI users, 6.2% use AI technologies simultaneously across different areas such as work–personal life, education, and life-long learning. These users, whom we define as cognitive synergists, experience a richer engagement by using AI across multiple domains. This also deepens the process of AI becoming a part of everyday culture.

Cognitive synergists adopt AI more comprehensively and holistically, accelerating the integration of this technology into society. This intersecting group speeds up AI's societal adoption, and their experiences contribute to the more effective acceptance of AI. In this way, they make a significant contribution to the development of AI both strategically and culturally.

When examining personal use of AI, 20.0% of users utilize it to acquire information or conduct research, while 16.7% use AI for daily life needs or problems. Among those using AI for educational purposes, 43.1% use it to support their learning processes, and 25.6% use it to enhance their courses.

AI Usage for Work Purposes (%)

Category	%
Research	78,6
Ideation	68,1
Text content creation	56,8
Translation	44,5
Visual content creation	43,2
Data analysis	34,1
Email drafting/editing	29,7
Presentation creation	23,6
Coding	20,1

Multiple response

Base (Those Using AI for Work Purposes): 229
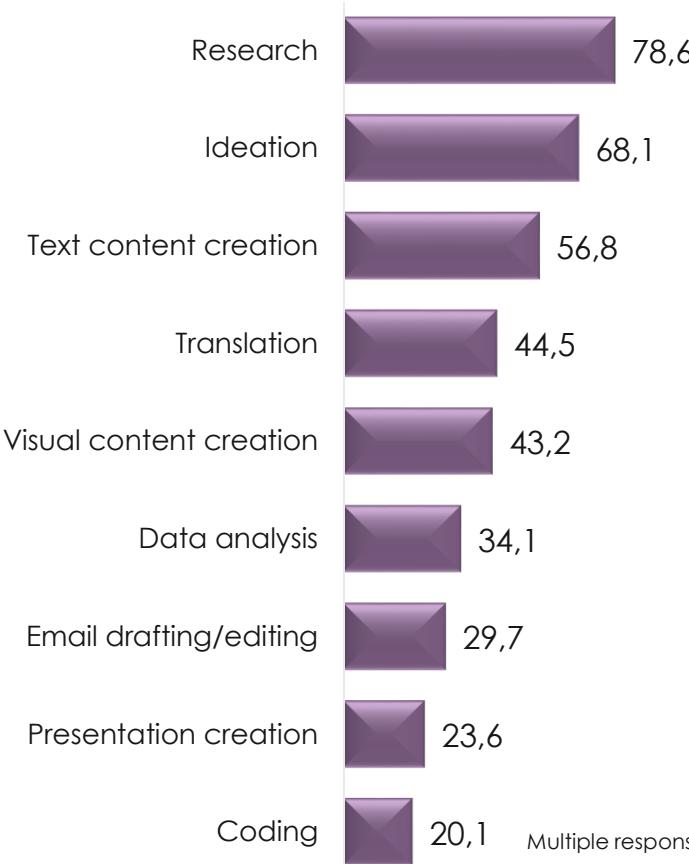
AI Usage for Personal Purposes (%)

Category	%
Information & research	20,0
Everyday needs	16,7
General inquiries	15,8
Health & wellness	12,9
Educational support	10,8
Planning & organization	10,8
Personal use	10,0
Recipes	8,3
English improvement / Translation	7,9
Idea comparison	6,7

Multiple response

Values below 6.7% are not included in the graph.

Base (Those Using AI for Personal Purposes): 240
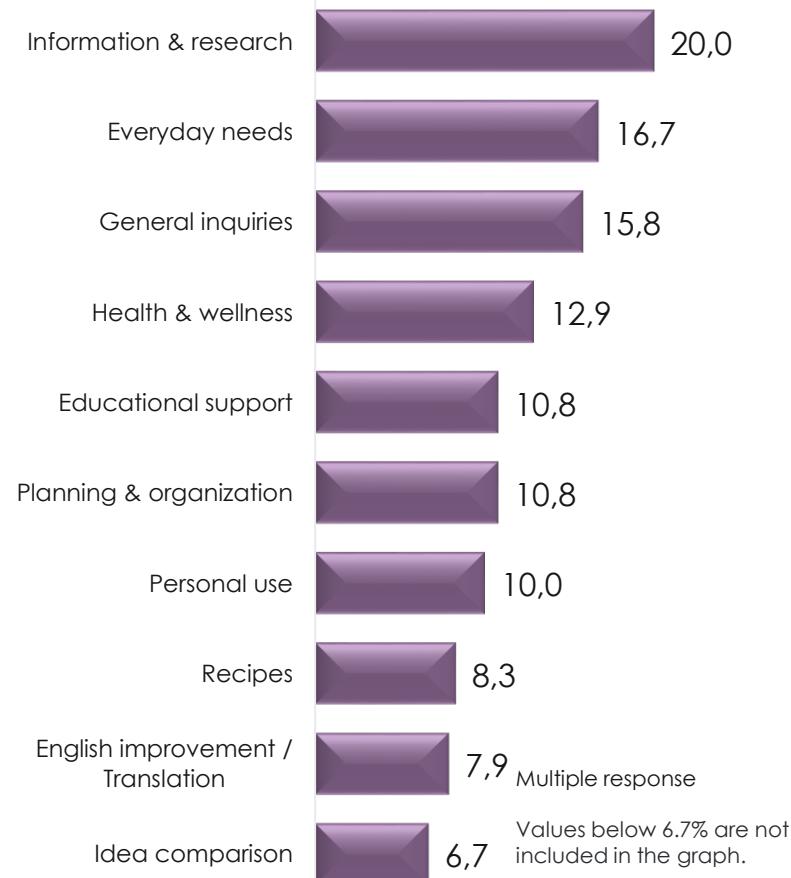
AI Usage for Educational Purposes (%)

Category	%
Educational support	43,1
Course improvement	25,6
Research	13,1
Learning coding	12,5
General inquiries	11,3
Everyday needs	6,9
Idea comparison	6,9
Article writing	6,3
Educational materials for children	6,3
Text content creation	6,3

Multiple response

Values below 6.3% are not included in the graph.

Base (Those Using AI for Educational Purposes): 160

Artificial Intelligence Perception in Society

- Have you ever paid for any artificial intelligence tool/application or service?
- Which AI-based products or services have you paid to access?
- On average, how much have you spent on AI-based tools/applications in the past six months?

Paid for Artificial Intelligence Tools

Payment Status for AI Tools (%)

8,8

91,2
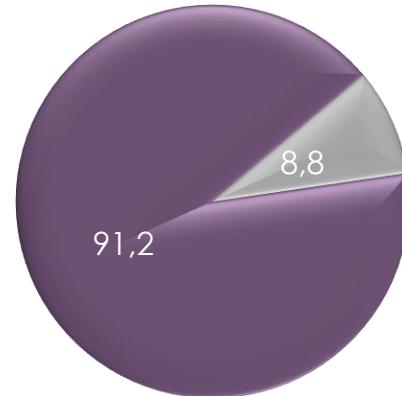
☑ Yes ☑ No

Base (AI Users): 581

Paid Artificial Intelligence Tools (%)

ChatGPT	86,3
Canva	17,6
Midjourney	13,9
Gemini	3,9
Claude AI	3,9

Base (Those who have paid): 51
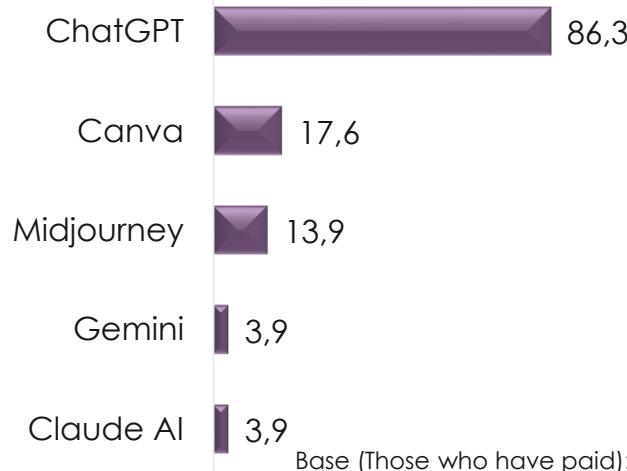
Average 6-Month Spending on AI Tools (%)

Under 500 TL	%13,7
500 TL – 999 TL	%56,9
1000 TL – 2000 TL	%29,4

The average spending amount is 1,066 TL.

Free is the best!

Among those using AI tools in their daily lives, 8.8% have paid for the AI tools they use. The paid AI tools include ChatGPT, Canva, Midjourney, Gemini, and Claude AI. On average, 1,066 TL has been spent on AI-based tools in the past six months.According to a report by Menlo Ventures on how 2 billion people use AI, it is noted that 1.8 billion people globally have experienced AI. One-third of them use AI daily. Despite this widespread use, it has been observed that people hardly pay anything for AI and generally use it for free. Only 3.0% of users are subscribed to premium services. Globally, consumers spend 9.8 billion dollars on general AI assistants.

Artificial Intelligence Perception in Society

- Are you considering purchasing a paid subscription to any AI service within the next six months?
- Which AI tool/application are you considering purchasing a paid subscription for?

Paid for Artificial Intelligence Tools

22.2% of artificial intelligence users plan to transition to paid services within the next six months. While 58.8% of individuals currently using paid AI services intend to continue using them in the future, 18.7% of users relying on free AI services are considering switching to paid options. These findings indicate that Türkiye is not only rapidly integrating artificial intelligence into daily life but is also demonstrating an adaptation rate to paid AI services that is significantly above the global average.

Users of Paid AI Services (%)

13,7
27,5
58,8

■ Yes   ■ Undecided   ■ No

Base (Those who have paid): 51
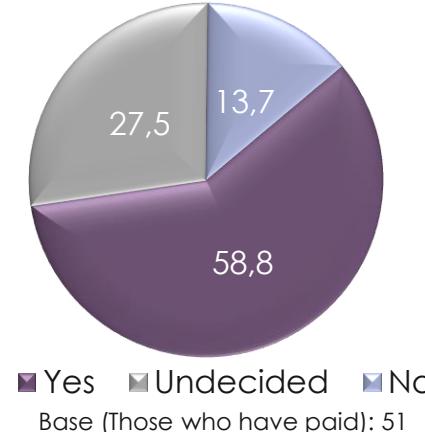
58.8% of individuals who currently use paid AI services intend to continue using paid AI services in the future.

Likelihood of Paying for Artificial Intelligence Tools Within the Next 6 Months (%)

41,7
36,1
22,2

■ Undecided   ■ No   ■ Yes

Users of Free AI Services (%)

38,3
18,7
43,0

■ Yes   ■ Undecided   ■ No

Base (Those using for free): 530
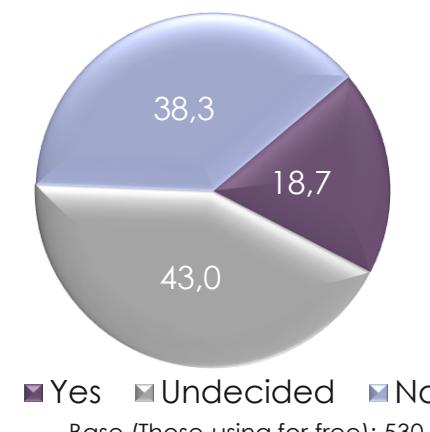
18.7% of individuals who currently use AI services for free intend to switch to paid AI services in the future.

Artificial Intelligence Tools They Intend to Pay For (%)

ChatGPT	96,9
Canva	15,5
Gemini	9,3
Claude AI	9,3
Google Veo3	1,3
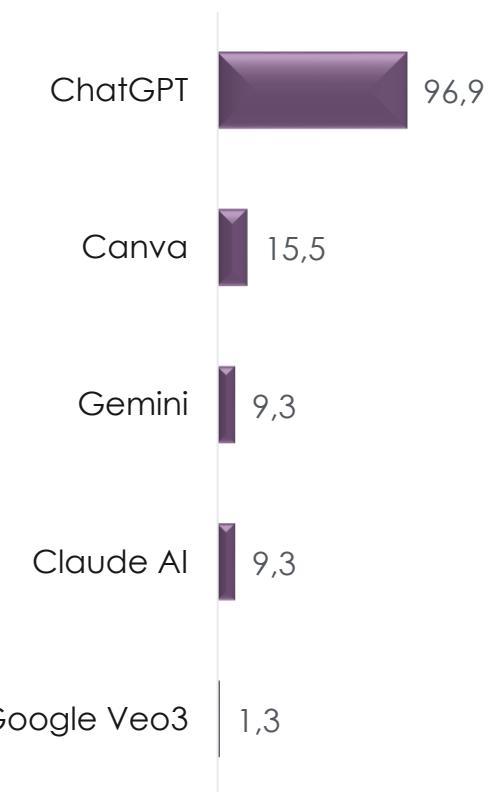
Artificial Intelligence Perception in Society
- How much do you trust the accuracy of the information provided by AI tools?
- Have you ever experienced a situation where the information provided by an AI tool/application was incorrect or misleading?
- Do you think AI algorithms can be used for guidance or manipulation?

Trust in AI, Incorrect Responses, and Manipulation

Trust in the Accuracy of AI Tools (%)

- Strongly trust
- Mostly gives correct results
- I rarely find it accurate
- Undecided

9,3 | 84,2 | 6,2 | 0,3
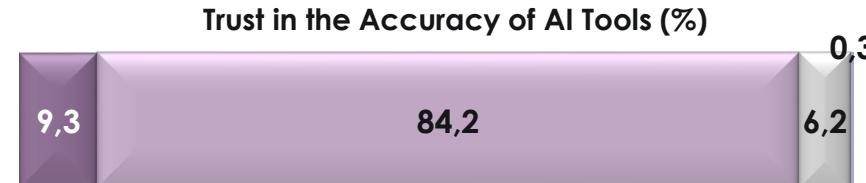
84.2% of individuals using artificial intelligence technologies believe that AI technologies generally produce accurate results.

Encountering Incorrect or Misleading Artificial Intelligence Tools (%)

- Yes, experienced a few times
- Yes, experienced frequently
- No, never noticed

55,2 | 10,3 | 29,4 | 5,0

55.2% of individuals using artificial intelligence technologies report having encountered incorrect or misleading information from AI technologies several times.

Belief That AI Algorithms Can Be Used for Manipulation (%)

- Yes, I find it very likely
- Yes, but it is not a problem if properly regulated
- No, unlikely
- I don't know / No opinion

43,7 | 39,1 | 13,4 | 3,8

For 43.7% of individuals using artificial intelligence technologies, the use of AI for guidance or manipulation is considered very likely.

Encounter with Incorrect Information Among Those Who Generally Consider AI Accurate (%)

5,5 | 24,3 | 11,1 | 59,1
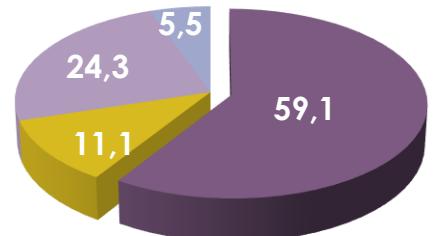
- Yes, experienced a few times
- Yes, experienced frequently
- No, never noticed
- Not sure

59.1% of individuals who state that the information provided by AI technologies is generally accurate report having encountered incorrect or misleading AI outputs several times.

Base (AI Users): 581

Perception, General Concerns, and Uncertainty Regarding Artificial Intelligence

Overall

Perceptions About the Future of Artificial Intelligence (%)
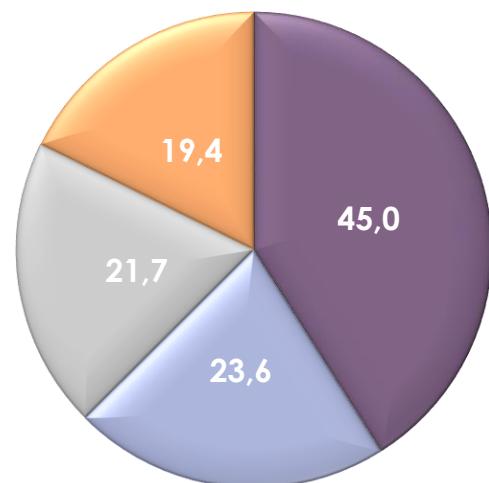
- Cautious: 45,0
- Excited: 23,6
- Afraid: 21,7
- Not interested: 19,4

Base: 1252

- What are your thoughts on the future of artificial intelligence?
- What topics about AI excite you?
- What factors make you act cautiously regarding AI?
- What topics about AI scare you?

Factors Leading to Cautious Behavior (%)

Individuals who are cautious about the future of artificial intelligence indicate that their primary concerns are data security and privacy (29.4%), and they express a lack of trust in AI. Participants are also cautious about job displacement (17.0%) and AI's susceptibility to errors or potential for manipulation (12.8%).

Base (Those Who Are Cautious): 564

Exciting Factors (%)

Individuals who are excited about the future of artificial intelligence report being most enthusiastic about developments that significantly ease human life (26.1%). Other sources of excitement include the rapid pace and power of AI development (14.6%) and the limitless potential of what AI can achieve (12.2%).

Base (Those Who Are Excited): 295

Topics That Cause Fear (%)

Individuals who are fearful of the future of artificial intelligence are primarily concerned about AI getting out of human control (21.3%). Participants also fear AI potentially endangering or misleading humans (19.1%) and reducing the need for human involvement (16.9%). Additionally, 15.8% of respondents fear losing their jobs or professions due to AI.

Base (Those Who Are Afraid): 272

Artificial Intelligence Perception in Society
- What topics about AI excite you?
- What factors make you act cautiously regarding AI?
- What topics about AI scare you?

Perceptions About the Future of Artificial Intelligence

Overall

Factors Leading to Cautious Behavior (%)
%45,0

Factor	%
Data security / Data privacy	29,4
Disappearance of professions / Job loss	17,0
Prone to errors / Susceptible to manipulation	12,8
I don't fully trust it	11,9
Unethical use	8,5
Rapid development	7,1
Access to accurate and unbiased information	6,6
Independent development from humans	6,4
Could pose a threat if uncontrolled	5,0
Will replace humanity	5,0
Change in world order	3,5
Ability to mimic human voices, etc.	3,2

Multiple response
Values below 3.2% are not included in the graph.

Exciting Factors (%)
%23,6

Factor	%
Making our lives easier	26,1
Speed / Power of development	14,6
Unlimited capabilities	12,2
Fast and accessible solutions	8,8
Innovations / Additional features	8,1
Shaping the future	7,5
Access to detailed and fast information	7,5
Being accessible at any time	6,1
Transformation of professions	6,1
Advancements in medicine	5,4
Realistic content	4,4

Multiple response
Values below 4.4% are not included in the graph.

Topics That Cause Fear (%)
%21,7

Topic	%
Getting out of control / Taking over	21,3
Potential for dangerous influence	19,1
Reduced need for humans	16,9
Uncertainties	9,6
Taking my job away	8,1
Replacing the workforce	7,7
Manipulating people	6,6
Malicious / Uncontrolled use	6,6
Disappearance of job sectors	5,1
Taking control	3,7
Acceptance of false information as true	3,7

Multiple response
Values below 3.7% are not included in the graph.

Base (Those Who Are Cautious): 564

Base (Those Who Are Excited): 295

Base (Those Who Are Afraid): 272

20

AI Users

Perceptions About the Future of Artificial Intelligence (%)

53,7
31,7
23,2
5,9

■ Cautious   ■ Excited
■ Afraid   ■ Not interested
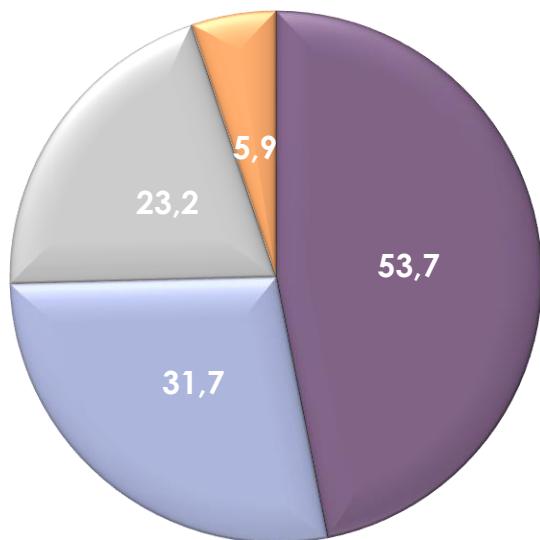
Base (AI users): 581

- What are your thoughts on the future of artificial intelligence?
- What topics about AI excite you?
- What factors make you act cautiously regarding AI?
- What topics about AI scare you?

Factors Leading to Cautious Behavior (%)

Individuals who are cautious about the future of artificial intelligence indicate that their primary concern is data security and privacy (31.4%) and express a lack of trust in AI. Participants are also cautious about AI's susceptibility to errors or potential for manipulation (17.3%) and the potential disappearance of certain jobs (16.0%).

Base (Those Who Are Cautious): 312

Exciting Factors (%)

Individuals who are excited about the future of artificial intelligence report being most enthusiastic about developments that significantly ease human life (25.0%). Other sources of excitement include the rapid pace and power of AI development (14.7%) and its ability to provide fast and accessible solutions (14.1%).

Base (Those Who Are Excited): 184

Topics That Cause Fear (%)

Individuals who are fearful of the future of artificial intelligence are primarily concerned about AI escaping human control (28.9%). Participants also fear AI potentially endangering or misleading humans (20.7%) and reducing the need for human involvement (20.0%). Additionally, 17.8% of respondents fear losing their jobs or professions due to AI.

Base (Those Who Are Afraid): 135

21

Artificial Intelligence Perception in Society

- What topics about AI excite you?
- What factors make you act cautiously regarding AI?
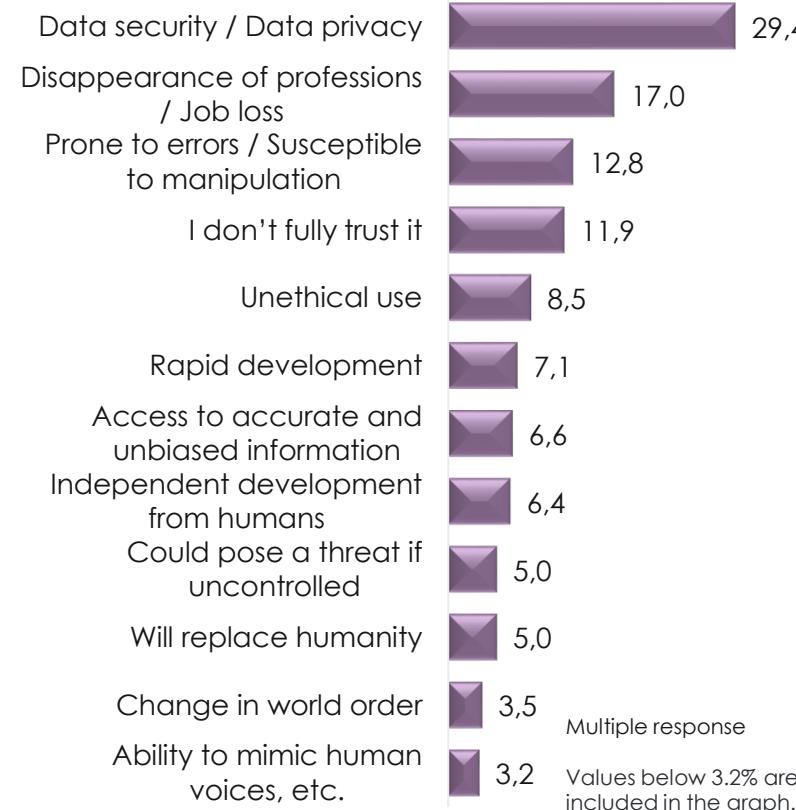- What topics about AI scare you?

Perceptions About the Future of Artificial Intelligence

AIPA YAPAY ZEKA POLİTİKALARI DERNEĞİ

KUANTUM ARAŞTIRMA

AI Users

Factors Leading to Cautious Behavior (%)
%53,7

Factor	%
Data security / Data privacy	31,4
Prone to errors / Susceptible to manipulation	17,3
Disappearance of professions / Job loss	16,0
I don't fully trust it	10,6
Rapid development	9,6
Could pose a threat if uncontrolled	6,1
Presence in every aspect of our lives	5,8
Change in world order	5,8
Ability to mimic human voices, etc.	5,8
Unethical use	5,4
Sharing too much information	5,4

Multiple response

Values below 5.4% are not included in the graph.

Base (Those Who Are Cautious): 312

Exciting Factors (%)
%31,7

Factor	%
Making our lives easier	25,0
Speed / Power of development	14,7
Fast and accessible solutions	14,1
Unlimited capabilities	12,0
Innovations / Additional features	12,0
Shaping the future	9,8
Transformation of professions	9,8
Access to detailed and fast information	5,4
Being accessible at any time	5,4
Acceleration of production processes	4,3
Reduction in human labor	3,3

Multiple response

Values below 3.3% are not included in the graph.

Base (Those Who Are Excited):184

Topics That Cause Fear (%)
%23,2

Topic	%
Getting out of control / Taking over	28,9
Potential for dangerous influence	20,7
Reduced need for humans	20,0
Taking my job away	8,9
Disappearance of job sectors	8,9
Replacing the workforce	7,4
Regarding children	7,4
Uncertainties	5,9
Manipulating people	5,9
Malicious / Uncontrolled use	3,7
Taking control	1,5
Acceptance of false information as true	1,5

Multiple response

All responses have been included in the chart.

Base (Those Who Are Afraid): 135

Non-AI Users

Perceptions About the Future of Artificial Intelligence (%)

- ■ Cautious
- ■ Excited
- ■ Afraid
- ■ Not interested

40,7
18,7
23,6
22,2

Base (Non-AI Users): 428

Factors Leading to Cautious Behavior (%)

Individuals who are cautious about the future of artificial intelligence indicate that their primary concern is data security and privacy (36.8%) and express a lack of trust in AI. Participants are also cautious about the disappearance of certain jobs (16.7%) and AI developing independently of humans (16.1%).

Base (Those Who Are Cautious): 174

Exciting Factors (%)

Those excited about AI's future are particularly thrilled by advancements that greatly simplify human life (30.5%). They are also excited by AI's boundless capabilities (14.7%) and the rapid pace and strength of its development (14.7%).

Base (Those Who Are Excited): 95

Topics That Cause Fear (%)

Individuals who are fearful of the future of artificial intelligence are primarily concerned about AI potentially endangering or misleading humans (23.8%). Participants also fear a reduced need for human involvement (18.8%) and malicious or uncontrolled use of AI. Additionally, 12.9% of respondents fear losing their jobs or professions due to AI.

Base (Those Who Are Afraid): 101

- • What are your thoughts on the future of artificial intelligence?
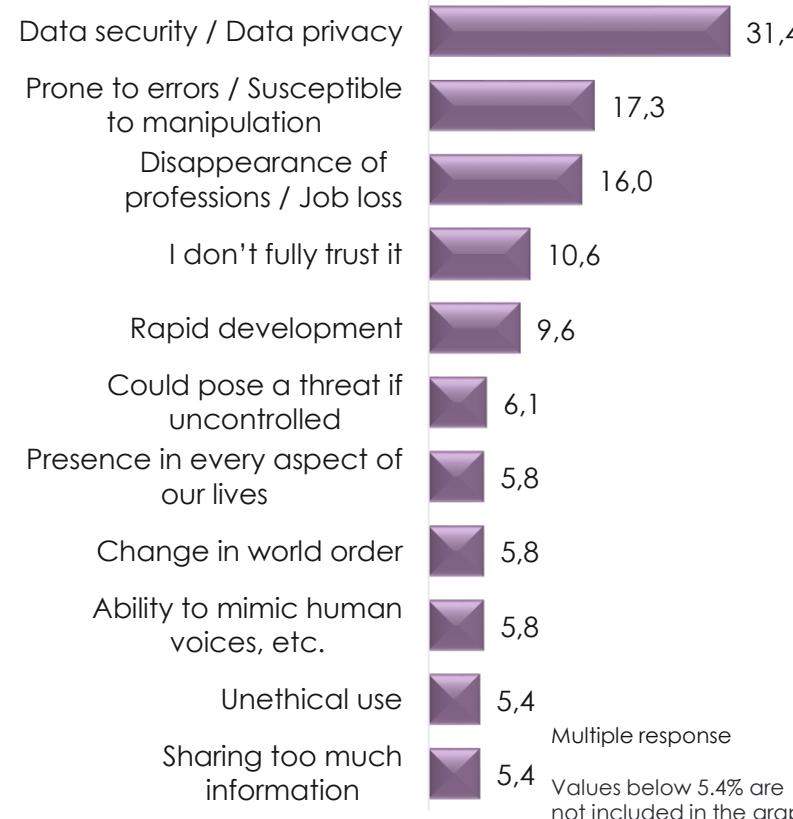- • What topics about AI excite you?
- • What factors make you act cautiously regarding AI?
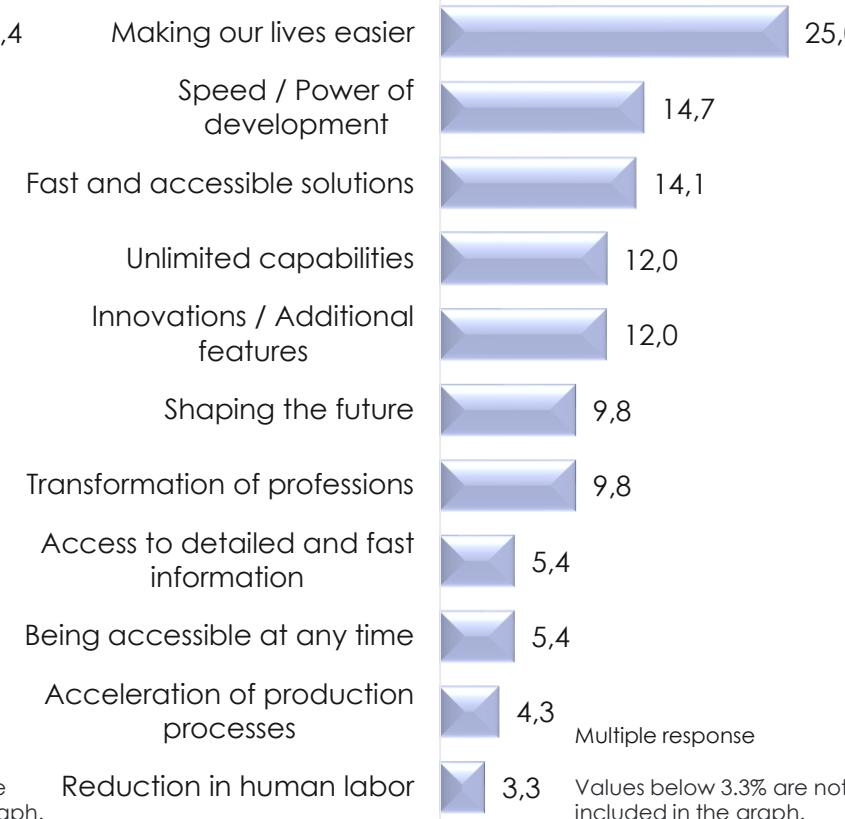- • What topics about AI scare you?

- What topics about AI excite you?
- What factors make you act cautiously regarding AI?
- What topics about AI scare you?

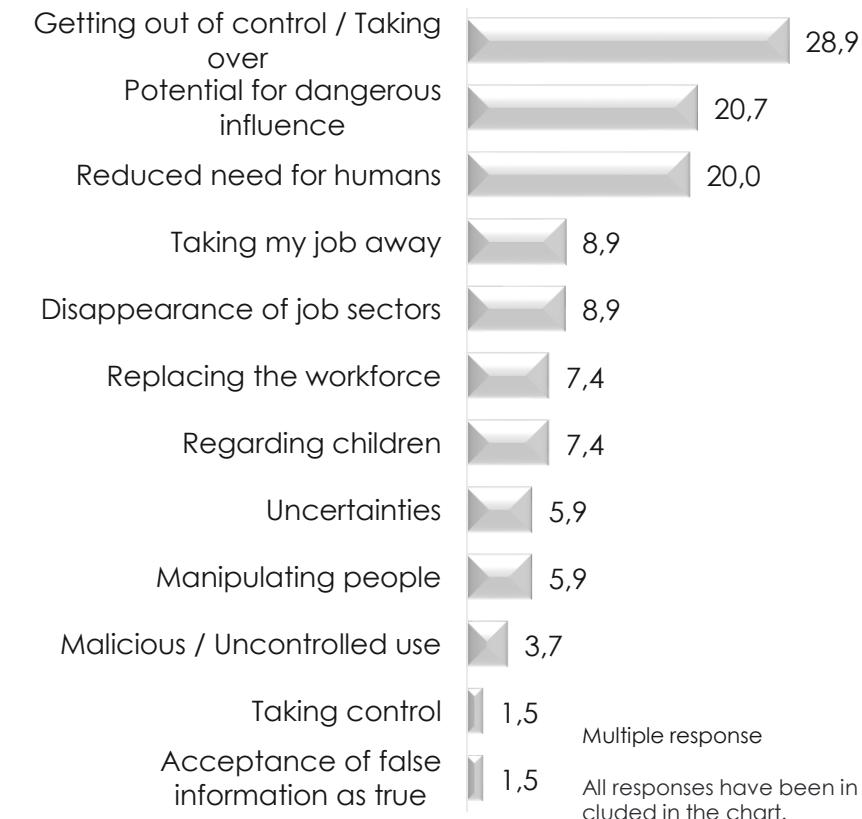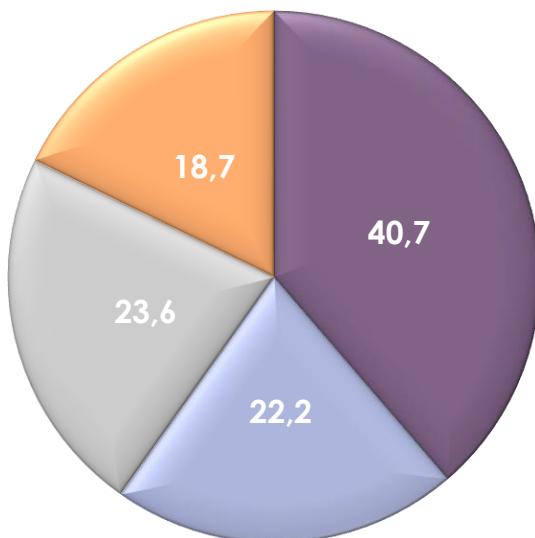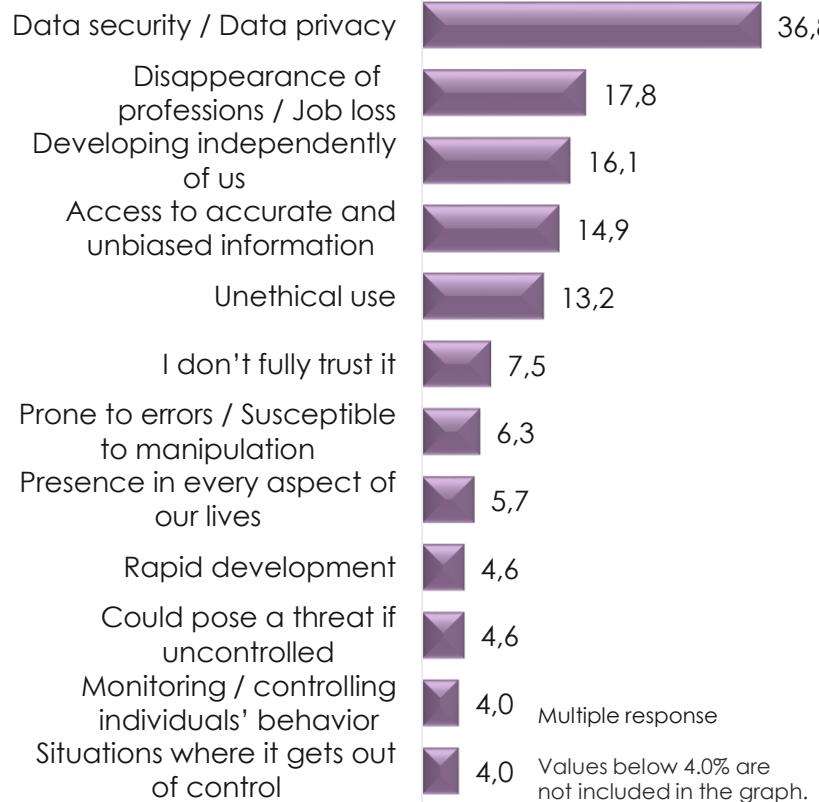**Perceptions About the Future of Artificial Intelligence**

AIPA · KUANTUM ARAŞTIRMA

Non-AI Users

Factors Leading to Cautious Behavior (%)
%40,7

Factor	%
Data security / Data privacy	36,8
Disappearance of professions / Job loss	17,8
Developing independently of us	16,1
Access to accurate and unbiased information	14,9
Unethical use	13,2
I don't fully trust it	7,5
Prone to errors / Susceptible to manipulation	6,3
Presence in every aspect of our lives	5,7
Rapid development	4,6
Could pose a threat if uncontrolled	4,6
Monitoring / controlling individuals' behavior	4,0
Situations where it gets out of control	4,0

Multiple response

Values below 4.0% are not included in the graph.

Base (Those Who Are Cautious): 174

Exciting Factors (%)
%22,2

Factor	%
Making our lives easier	30,5
Speed / Power of development	14,7
Unlimited capabilities	14,7
Access to detailed and fast information	12,6
Advancements in the healthcare sector	12,6
Creation of realistic visuals and videos	10,5
Being accessible at any time	8,4
Assigning new roles / Adaptation	6,3
Shaping the future	4,2
Innovations / Features to be added	2,1

Multiple response

All responses have been included in the chart.

Base (Those Who Are Excited): 95

Topics That Cause Fear (%)
%23,6

Topic	%
Potential for dangerous influence	23,8
Reduced need for humans	18,8
Malicious / Uncontrolled use	12,9
Getting out of control / Taking over	10,9
Replacing the workforce	10,9
Having access to all my personal information	9,9
Influencing my life	9,9
Taking my job away	7,9
Uncertainties	7,9
Being hostile to humanity	7,9
Taking control	7,9
Acceptance of false information as true	7,9

Multiple response

Values below 7.9% are not included in the graph.

Base (Those Who Are Afraid): 101

- Could you rate the following statements about artificial intelligence on a scale from 1 to 5, indicating the extent to which you agree with them?

Statements Regarding Artificial Intelligence

Statements Related to Artificial Intelligence (%)

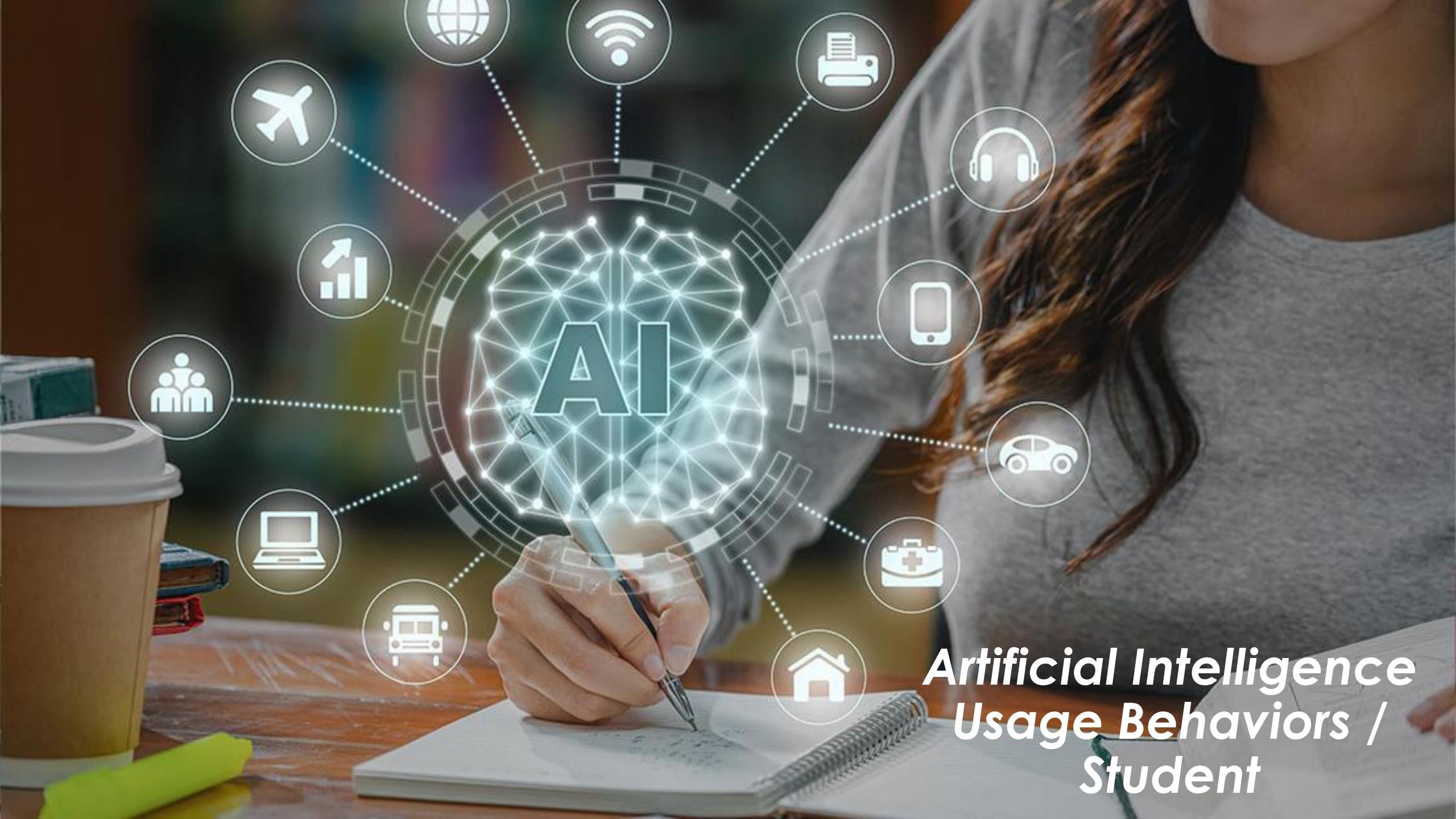|	B2B	T2B	NS
I am concerned about the unethical use of AI technologies	66,0	16,2	-49,8
I am worried that AI-powered systems might misuse my personal data	62,7	15,1	-47,6
I am concerned about AI getting out of control in society	45,6	25,6	-20,0
I believe that artificial intelligence could pose a threat to humans in the future	34,3	23,9	-10,4
I feel uneasy when interacting with AI-powered systems	31,2	36,6	5,4
I am afraid of losing my job due to artificial intelligence	26,6	43,4	16,8

Mean 44,4

I am concerned about the unethical use of AI technologies: 17,9 | 48,1 | 17,8 | 9,9 | 6,3

I am worried that AI-powered systems might misuse my personal data: 21,4 | 41,3 | 22,2 | 9,2 | 5,9

I am concerned about AI getting out of control in society: 12,5 | 33,1 | 28,8 | 17,8 | 7,8

I believe that artificial intelligence could pose a threat to humans in the future: 7,8 | 26,5 | 41,8 | 17,8 | 6,1

I feel uneasy when interacting with AI-powered systems: 6,1 | 25,1 | 32,2 | 25,1 | 11,5

I am afraid of losing my job due to artificial intelligence: 6,6 | 20,0 | 30,0 | 26,7 | 16,7

■ Strongly Agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly Disagree

Ranked according to the combined responses of "Strongly Agree" and "Agree.

Ethical concerns are the most prominent among the individuals surveyed. 66.0% of participants are worried about the unethical use of artificial intelligence and perceive threats to data security. Among these, 62.7% believe that personal data could be misused, and 45.6% are concerned about AI spiraling out of societal control, reflecting a fear of lack of oversight. Fear of job loss is relatively limited, with 43.4% of participants indicating that they are not worried about losing their jobs due to AI.
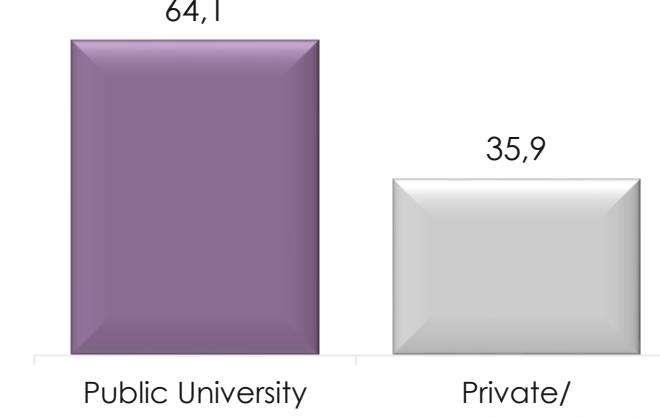
Baz: 1252

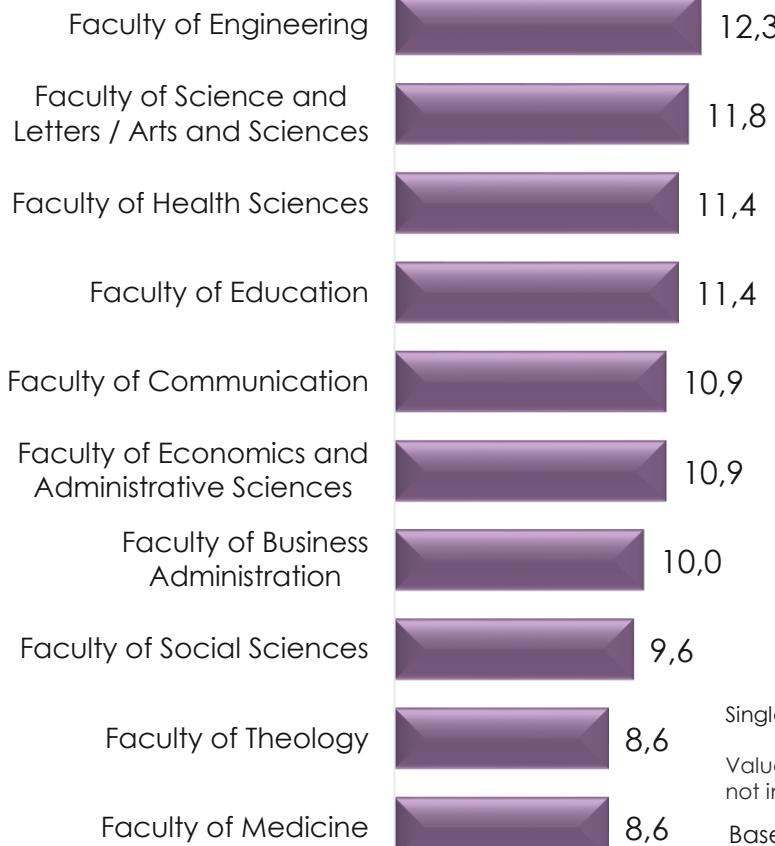Artificial Intelligence Usage Behaviors / Student

60.0% of the students surveyed are in their third or final year. 64.1% of the students attend a public university, and 12.3% are enrolled in an engineering faculty. Among students at public universities, 87.4% report using artificial intelligence technologies in their daily lives, while 73.2% of students at private or foundation universities do the same.
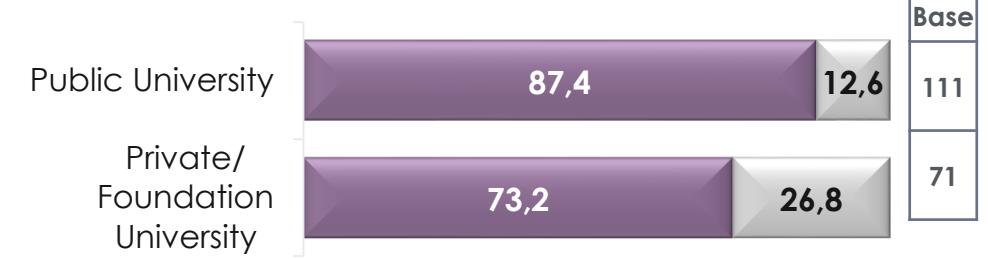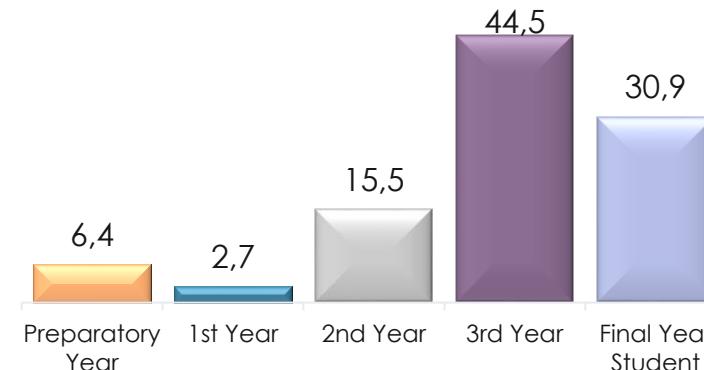
University Information (%)

- Public University: 64,1
- Private/ Foundation University: 35,9

Department / Faculty Information (%)

Faculty	%
Faculty of Engineering	12,3
Faculty of Science and Letters / Arts and Sciences	11,8
Faculty of Health Sciences	11,4
Faculty of Education	11,4
Faculty of Communication	10,9
Faculty of Economics and Administrative Sciences	10,9
Faculty of Business Administration	10,0
Faculty of Social Sciences	9,6
Faculty of Theology	8,6
Faculty of Medicine	8,6

Single response

Values below 8.6% are not included in the graph.

Base (Students): 220

Grade Level (%)

- Preparatory Year: 6,4
- 1st Year: 2,7
- 2nd Year: 15,5
- 3rd Year: 44,5
- Final Year Student: 30,9

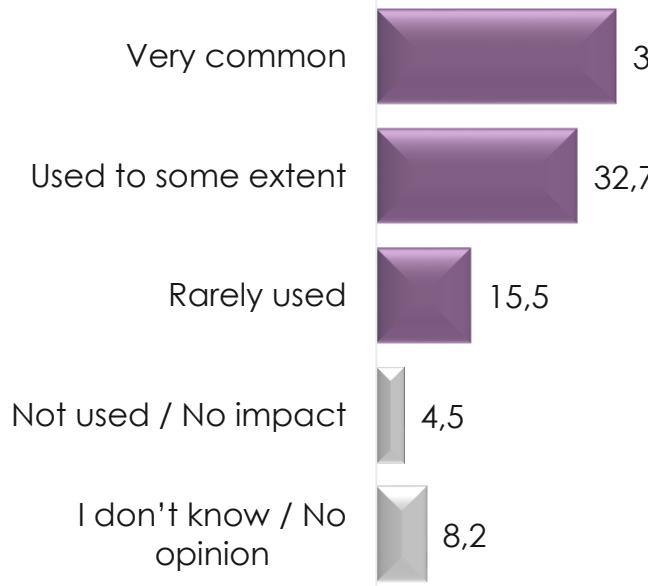|	AI is being used	AI Not in Use	Base
Public University	87,4	12,6	111
Private/ Foundation University	73,2	26,8	71

■ AI is being used ■ AI Not in Use
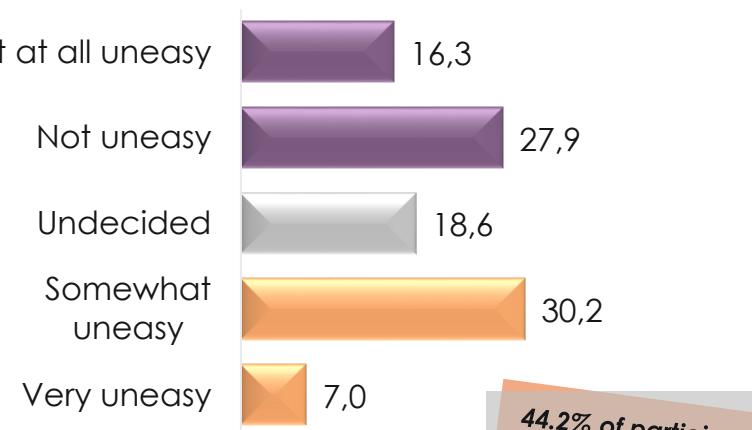
Artificial Intelligence Perception in Society

- How widespread do you think the use of artificial intelligence is in the field you aim to work in after graduation
- Does the use of artificial intelligence in your intended field of work make you uneasy due to the possibility of hindering your job performance or taking your job?

AI Usage in the Professional Field

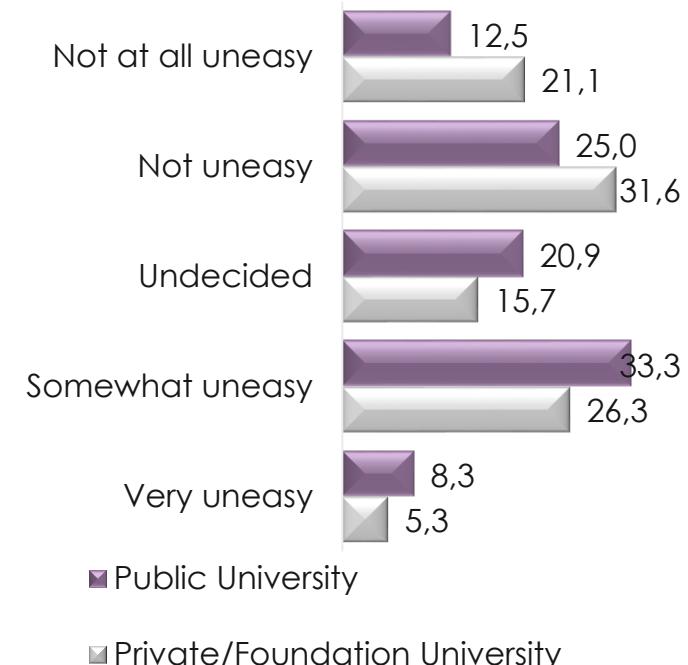### Prevalence of AI Use in Intended Post-Graduation Work Fields (%)

Category	%
Very common	39,1
Used to some extent	32,7
Rarely used	15,5
Not used / No impact	4,5
I don't know / No opinion	8,2

Level of Professional Concern Regarding AI Use (%)

Category	%
Not at all uneasy	16,3
Not uneasy	27,9
Undecided	18,6
Somewhat uneasy	30,2
Very uneasy	7,0

44.2% of participants do not feel concerned about the professional use of AI.

Level of Professional Concern Across University Types (%)

Category	Public University	Private/Foundation University
Not at all uneasy	12,5	21,1
Not uneasy	25,0	31,6
Undecided	20,9	15,7
Somewhat uneasy	33,3	26,3
Very uneasy	8,3	5,3

■ Public University

■ Private/Foundation University

39.1% of students indicate that the use of artificial intelligence is very prevalent in their intended post-graduation fields. Among those who perceive AI as highly prevalent, 37.2% express concern that AI might hinder their work or take over their jobs. When examined by university type, the proportion of students experiencing career-related concern is higher among those attending public universities (41.6%).

Base (Students): 220

Base (Those who said 'Very common): 86

Base (Respondents indicating 'Very common' / Public University): 48

Base (Respondents indicating 'Very common' / Private/Foundation University): 38
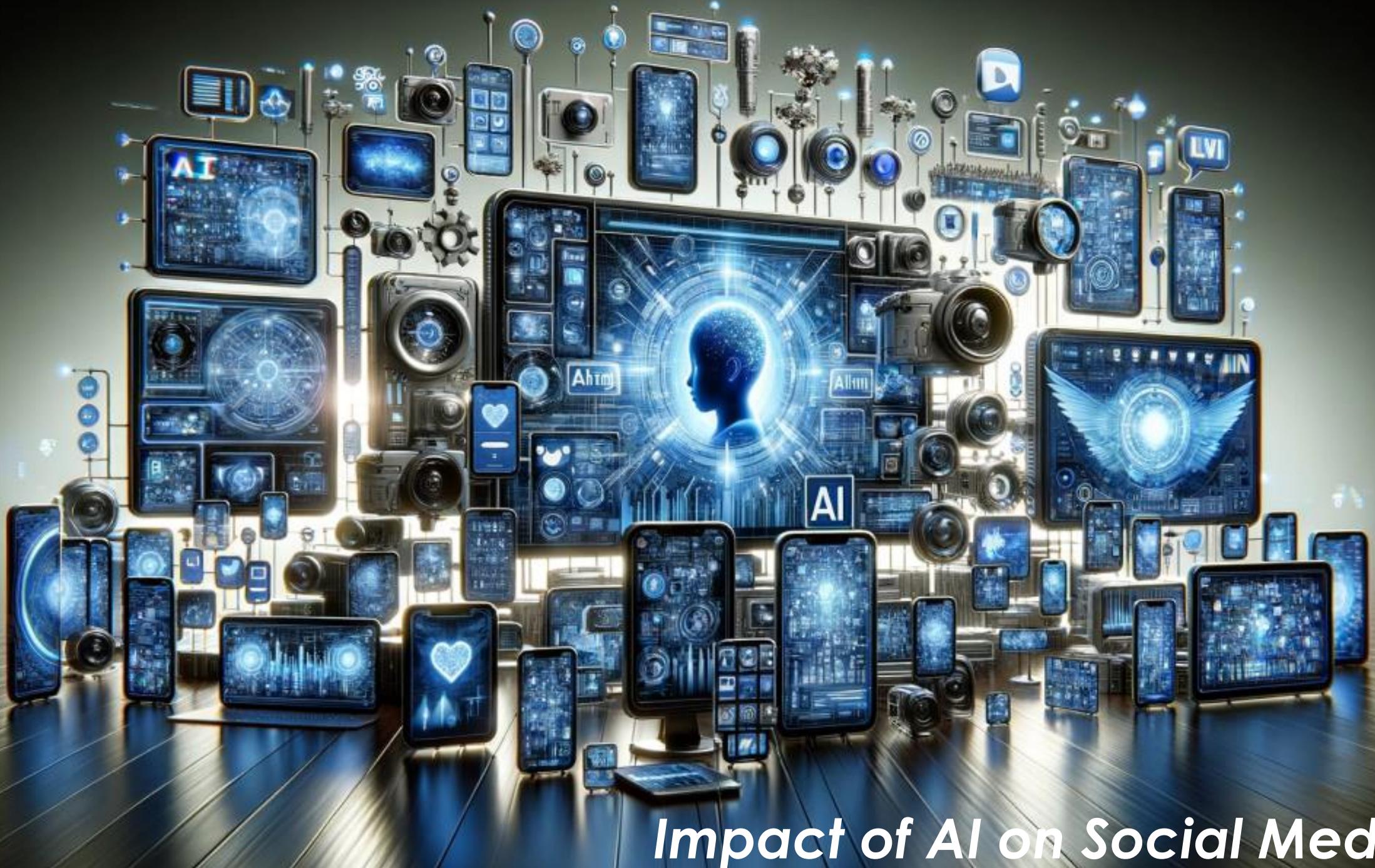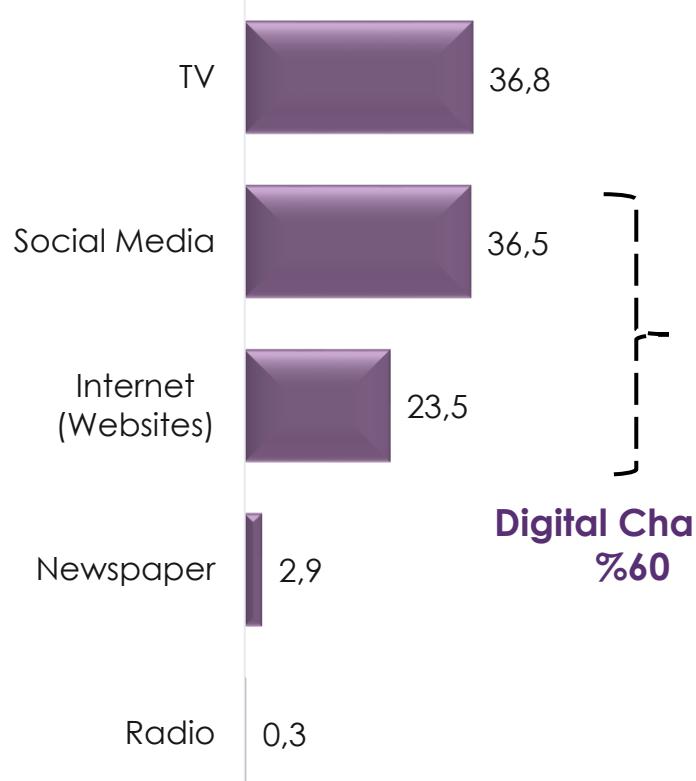
Impact of AI on Social Media

Impact of AI on Social Media

- Where do you primarily follow current events and news?
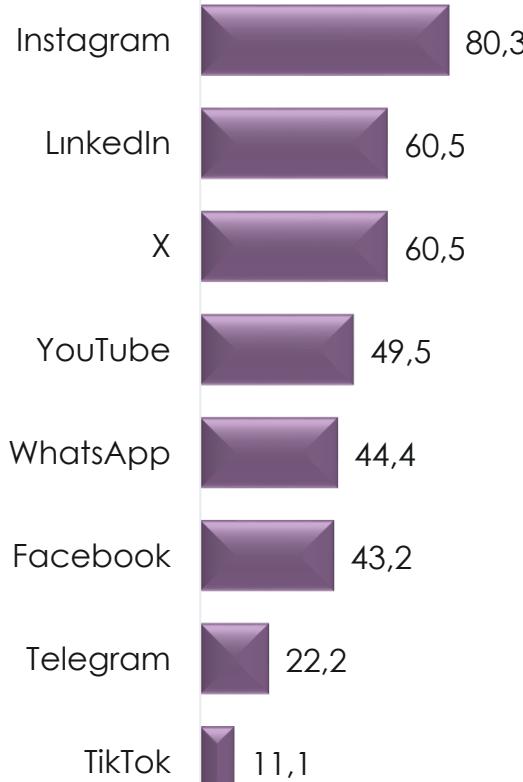- Which social media platforms do you use to follow current events and news?

Most Followed Channels for News and Current Events (%)

	2024-2025
Base	945

TV — 36,8
Social Media — 36,5
Internet (Websites) — 23,5
Newspaper — 2,9
Radio — 0,3

Digital Channel %60

Social Media Platforms Used to Follow News and Current Events (%)

Instagram — 80,3
LinkedIn — 60,5
X — 60,5
YouTube — 49,5
WhatsApp — 44,4
Facebook — 43,2
Telegram — 22,2
TikTok — 11,1

	2024-2025
Base (Those who follow current events via social media)	345

36.8% of the population report following current events via television. When digital channels—including social media and websites—are combined, 60.0% of the population follow current events through digital means. Among the most preferred platforms for keeping up with the news, Instagram ranks first with 80.3%, X ranks second with 60.5%, and YouTube ranks third with 49.5%. A detailed analysis of social media usage by age shows that as age increases, individuals are more likely to use social media for news and current events rather than for entertainment purposes.

Frequency of Following News and Current Events

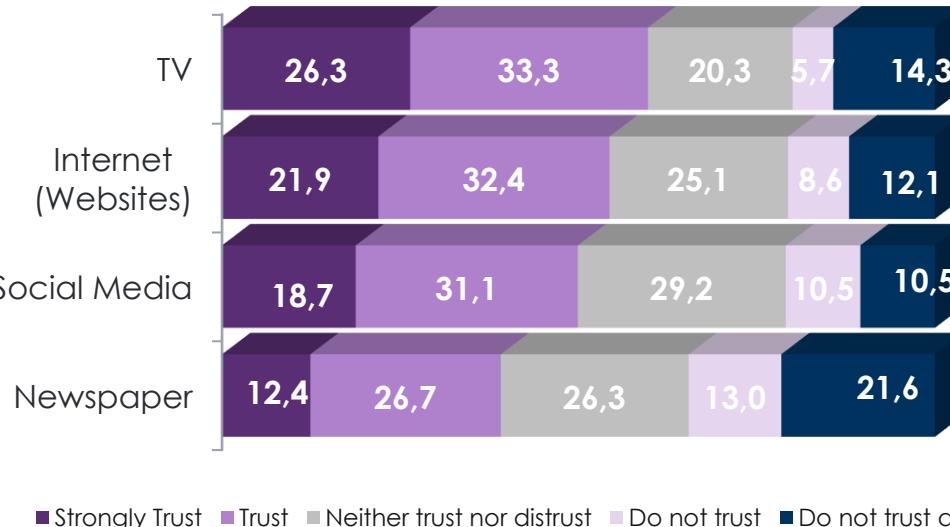76.8% of the population follow news and current events most frequently via social media. In particular, the ongoing digitalization, digital transformation, and the era of artificial intelligence enable society to follow news and current events rapidly. Social media platforms best respond to this need for speed, which explains why they are used more frequently for news and current event tracking.

Impact of AI on Social Media

• To what extent do you trust the news on the following platforms where you follow current events?

Trust in News and Current Event Channels – Overall

	2024-2025		
	T2B	B2B	Base
TV	59,7	20,0	348
Internet (Websites)	54,3	20,6	222
Social Media	49,8	21,0	345
Newspaper	39,0	34,6	27

Chart values:

	Strongly Trust	Trust	Neither trust nor distrust	Do not trust	Do not trust at all
TV	26,3	33,3	20,3	5,7	14,3
Internet (Websites)	21,9	32,4	25,1	8,6	12,1
Social Media	18,7	31,1	29,2	10,5	10,5
Newspaper	12,4	26,7	26,3	13,0	21,6

■ Strongly Trust ■ Trust ■ Neither trust nor distrust □ Do not trust ■ Do not trust at all

Television has maintained the trust it gained during the pandemic, while the trust gap between TV and social media platforms is widening.

Research conducted by Kuantum Araştırma on Media Channel Trust Index Studies shows that with the emergence of new-generation media tools, television, which had been losing popularity and trust before the pandemic, regained attention and trust during the pandemic. This was particularly due to the surge of unverified news on social media and the regular, consistent updates from authorized and expert health professionals on TV channels, which helped inform the public accurately.

Additionally, during recent election periods, television—heavily relied upon as a source of news and information—has remained the most trusted medium for following current events and news, as observed in our research.

Although social media platforms are used with high frequency for following news and current events, they rank third in terms of trust, with approximately 50% of respondents expressing confidence. The trust gap between TV and social media is about 10 percentage points.
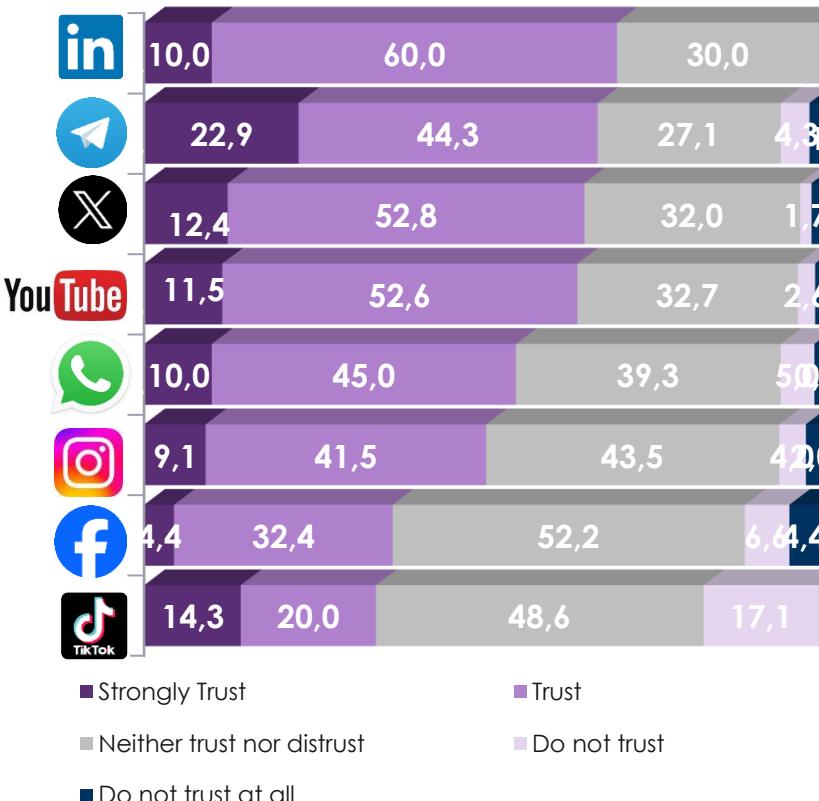
Kuantum Research Media Platforms Trust Index Study – 2020-2021-2022-2023-2024

Impact of AI on Social Media

- To what extent do you trust the news on the applications you use? Why?

Trust in News and Current Event Channels – Social Media Platforms

Chart data (Social Media Platforms):

Platform	Strongly Trust	Trust	Neither trust nor distrust	Do not trust	Do not trust at all
LinkedIn	10,0	60,0	30,0		
Telegram	22,9	44,3	27,1	4,3	
X	12,4	52,8	32,0	1,7	
YouTube	11,5	52,6	32,7	2,0	
WhatsApp	10,0	45,0	39,3	5,0	0,7
Instagram	9,1	41,5	43,5	4,2	2,0
Facebook	4,4	32,4	52,2	6,6	4,4
TikTok	14,3	20,0	48,6	17,1	

Legend: ■ Strongly Trust ■ Trust ■ Neither trust nor distrust ■ Do not trust ■ Do not trust at all

	2024-2025		
	T2B	B2B	Base
	70,0	-	33
	67,1	5,7	77
	65,2	2,8	195
	64,1	3,2	171
	55,0	5,7	153
	50,6	5,9	277
	36,8	11,0	149
	34,3	17,1	38

Although LinkedIn has a lower usage penetration and is preferred for more specific purposes, the level of trust in news published on this platform stands out positively and significantly compared to other platforms. Conversely, the relatively low trust in TikTok, Facebook, and Instagram can be attributed to three main factors:

- ### *Uncertainty of News Source*

Lack of information about the source of the news, how the information was obtained, or whether it has been verified.

- ### *News Manipulation*

Fake news created via artificial intelligence–based manipulation techniques, such as deepfakes.

- ### *Decline in Trust in Influencers*

According to the Media Channel Trust Index Studies regularly monitored by Kuantum Araştırma, the attention-grabbing effectiveness of social media advertisements has decreased. As a result, marketing and advertising on social media platforms have increasingly relied on influencer marketing. While this channel produces positive outcomes for marketing purposes, recent developments indicate that, in parallel with the rising number of influencers, trust in this channel has been negatively affected.

*Deepfake: The use of AI technologies to manipulate or replicate a person's face, movements, or voice in images, videos, or audio in a way that appears realistic.

*Kuantum Research Media Platforms Trust Index Study – 2020-2021-2022-2023-2024

Impact of AI on Social Media

- How do you think the development of Artificial Intelligence (AI) technologies has affected the media sector? Why?
- Please indicate your level of concern regarding distinguishing between real and fake news online (e.g., deep fakes, fake videos).

Impact of AI on Social Media

| 8,9 | 38,1 | 25,1 | 20,0 | 7,9 |

- ■ Very positive impact
- ■ Positive impact
- ■ No impact
- ■ Negative impact
- ■ Very negative impact

Concern about distinguishing between deep fakes, fake videos, and real versus fake news

| 3,5 | 11,7 | 24,1 | 40,6 | 20,0 |

- ■ Not at all concerned
- ■ Not concerned
- ■ Neutral
- ■ Somewhat concerned
- ■ Very concerned

The Impact of Artificial Intelligence on the Reliability of News/ Information Online

| 19,4 | 40,0 | 40,6 |

- ■ Reliability increased
- ■ Reliability remained the same
- ■ Reliability decreased

47.0% of the population indicate that the development of artificial intelligence technologies has a positive impact on the media sector.

When categorizing the positive impacts, two main aspects emerge. First, content recommendation algorithms—i.e., personalized content applications—used by platforms such as YouTube, Instagram, and TikTok to keep users engaged for longer periods. Second, the removal of language barriers in social media and web-based news, which facilitates easier access to global information. Among the 27.9% who perceive a negative impact, the primary concern is that AI is sometimes used to spread fake news and misinformation, making such content appear real. These concerns are particularly associated with issues of disinformation and manipulation.
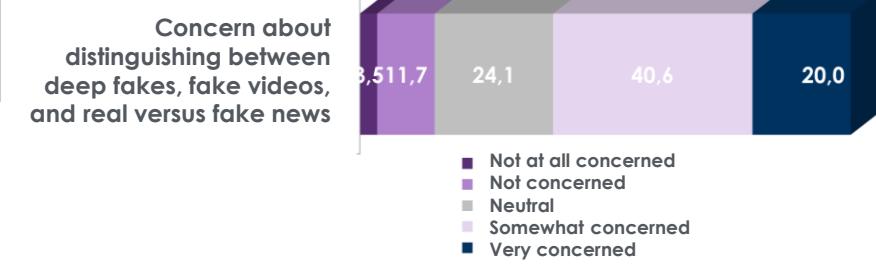
Approximately 61% of the population express concern about distinguishing between real and fake information and news in digital environments.

While 60.6% of the population report being concerned about distinguishing between real and fake news online, only 15.2% indicate that they are not concerned. Higher levels of concern are observed among parents. Interestingly, the same AI technologies that raise these concerns can also be used to address them. AI can help ensure that children and young people access information in a safe environment through functions such as detecting and filtering harmful content. By monitoring the accuracy and reliability of news via AI-based systems, a safer and more trustworthy environment can be created not only for parents but for society as a whole. Furthermore, the effective use of AI-driven content filtering systems can contribute to a safer digital experience for children and young people.
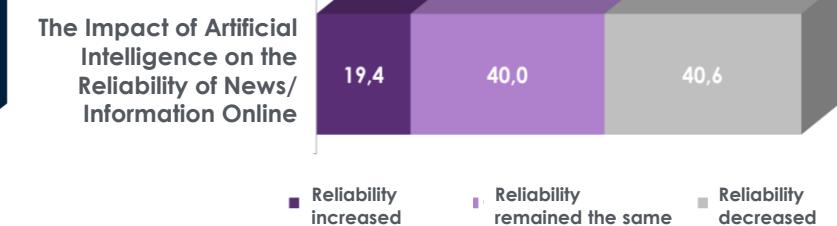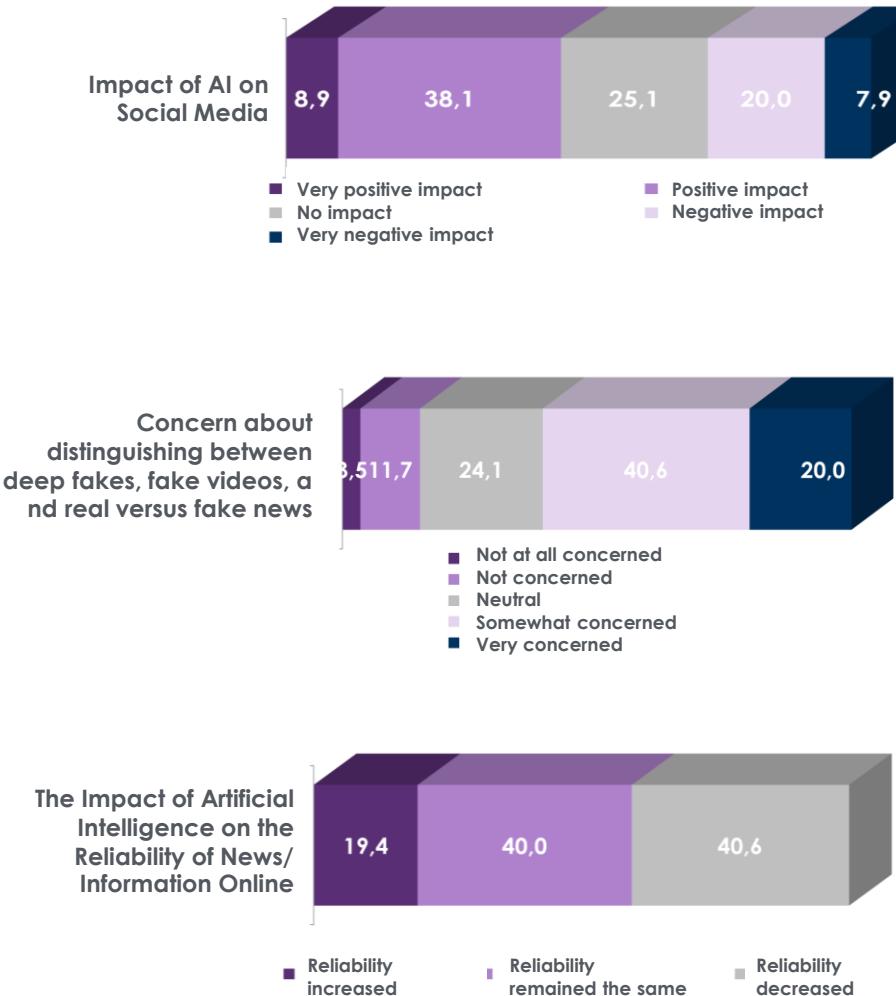
41% of the population believe that artificial intelligence reduces the reliability of news and information.

Only 19.4% of the population believe that artificial intelligence increases trust in news and information available online. While AI positively impacts society in areas such as access to personalized content, speed, and access to global sources, it has a negative effect on trust. According to the "Future Research Series" by AIPA and Kuantum Araştırma, the public remains concerned about the reliability of news and information on digital platforms. As observed in our study, concerns regarding trust persist. The public expects lawmakers and relevant authorities to address these issues through regulations ensuring reliability. In this context, it is particularly important for relevant institutions to integrate AI technologies into oversight mechanisms to enhance public trust and swiftly monitor the accuracy of information and news sources.

Impact of AI on Social Media

Segment	Value
Very positive impact	8,9
Positive impact	38,1
No impact	25,1
Negative impact	20,0
Very negative impact	7,9

Legend:
- Very positive impact
- Positive impact
- No impact
- Negative impact
- Very negative impact

Concern about distinguishing between deep fakes, fake videos, and real versus fake news

Segment	Value
Not at all concerned	3,5
Not concerned	11,7
Neutral	24,1
Somewhat concerned	40,6
Very concerned	20,0

Legend:
- Not at all concerned
- Not concerned
- Neutral
- Somewhat concerned
- Very concerned

The Impact of Artificial Intelligence on the Reliability of News/ Information Online

Segment	Value
Reliability increased	19,4
Reliability remained the same	40,0
Reliability decreased	40,6

Legend:
- Reliability increased
- Reliability remained the same
- Reliability decreased

When we asked the segment of the population that believes AI technologies have a negative impact on the media sector, is highly concerned about distinguishing between real and fake news online, and believes that AI reduces the reliability of online news and information, "What do you think is the solution?":

- *Lack of Information*

The majority of respondents indicated that they did not have an opinion or did not know what should be done. A similar finding was reported in Kuantum Araştırma and AIPA's "Future Research Series – Public Perception of Artificial Intelligence" report, which concluded that the public's level of knowledge about AI is insufficient and that educational initiatives are needed.

- *Need for Regulation*

The highest-rated proposed solution is that the government should bring this situation under control through appropriate regulations. The World Economic Forum's 2024 Global Digital Report also highlights that misinformation and disinformation will pose a significant risk in the coming years. Our research indicates that these risks are beginning to resonate within society, and the public is concerned about them. The main recommendation from the public to mitigate these risks and concerns is the implementation of regulations.

$$Arf(q) = \sum_{i=1}^{n} q(a_i)\, q(b_i) \in \mathbb{Z}_2$$

$$a_i\,,\, b_i \qquad i = 1, 2, 3, \ldots, n.$$

Ord. Prof. Dr. Cahit Arf
Atatürk Üniversitesi
1958-1959 Öğretim Yılı Halk Konferansları
Makine düşünebilir mi ve nasıl düşünebilir?