

2023 Study

# CHATGPT AND THE LIKE FOR PERSONAL USE.

HOW ARE AI BOTS BEING USED?

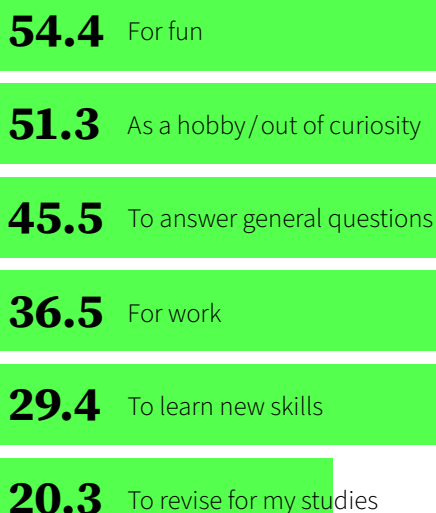
WHAT IMPACT ARE THEY HAVING?



## JUST FOR FUN. AND AS A HOBBY.

Ever since ChatGPT was made accessible to the public at the end of 2022, it has helped generate awareness of AI bots. According to a study conducted by IU International University of Applied Sciences, two thirds (66.9%) of people working in Germany are aware of ChatGPT, which is also representative of AI bots such as Jasper Chat, Neuroflash or Google Bard. Of those who are aware of it, 35.4% have already used ChatGPT and the like themselves. However, most of these used it for fun (54.4%) or as a hobby and/or out of curiosity (51.3%).

**For what reason or purpose do you use ChatGPT or similar technologies?** In %: only respondents who use or have ever used ChatGPT; top 6 answers



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**66.9%**

of respondents are aware of  
AI technologies such as ChatGPT  
or Google Bard. \*

\* Question: Have you ever heard of new artificial intelligence technologies such as ChatGPT or Google Bard?

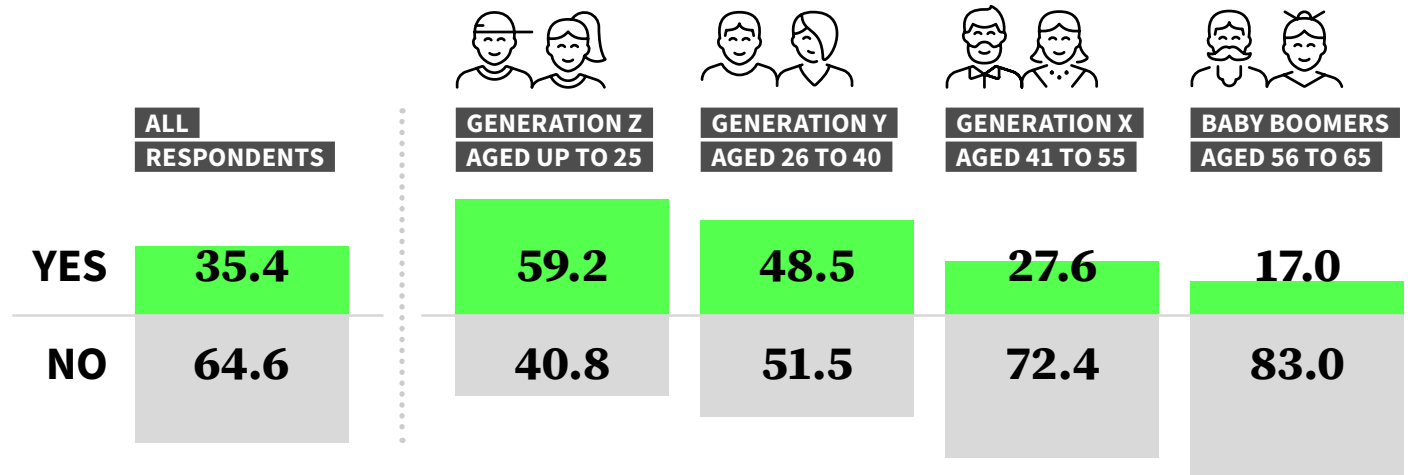
### AI BOTS

AI bots are highly developed language models based upon artificial intelligence (AI). They are designed to have human-like conversations and answer a variety of questions in natural-sounding language.

# AI BOT USERS ARE ONE THING ABOVE ALL: YOUNG.

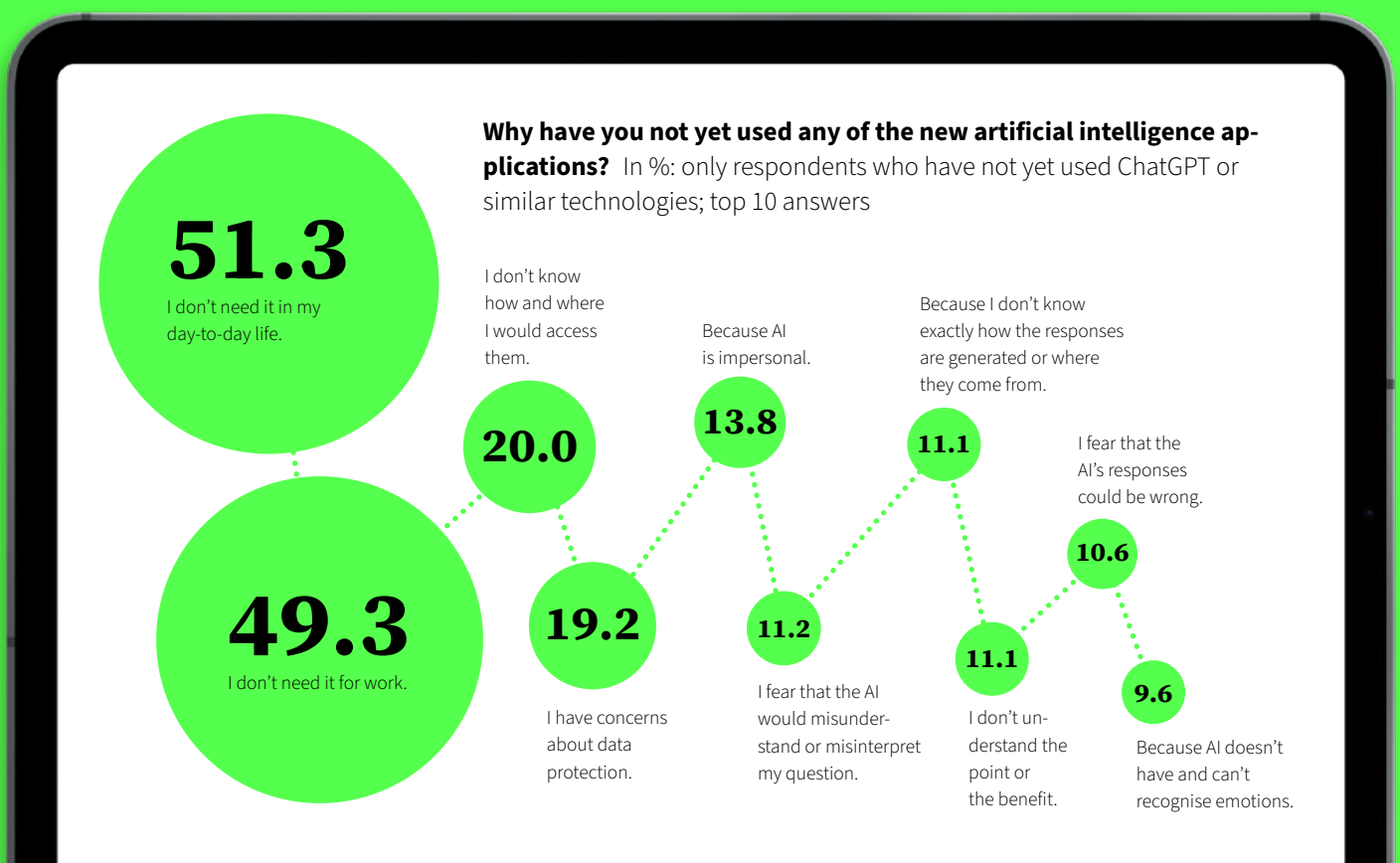
While awareness of ChatGPT and similar AI technologies is generally high amongst all generations, there are major differences in its use. Generally, it is younger people who use ChatGPT and the like for themselves or have used it for themselves in the past.

**Have you ever used ChatGPT or similar technologies yourself?** In %



## NON-USERS: WHY DON'T THEY USE CHATGPT AND THE LIKE?

One in five (20%) of people working in Germany who have never used ChatGPT and the like say they don't know how and where they can access them. Almost as many respondents are uncertain about data security (19.2%). Around half (51.3% and 49.3%) say that they don't need technologies such as ChatGPT and the like for their private or professional lives. In addition, 13.8% are of the opinion that AI is too impersonal.

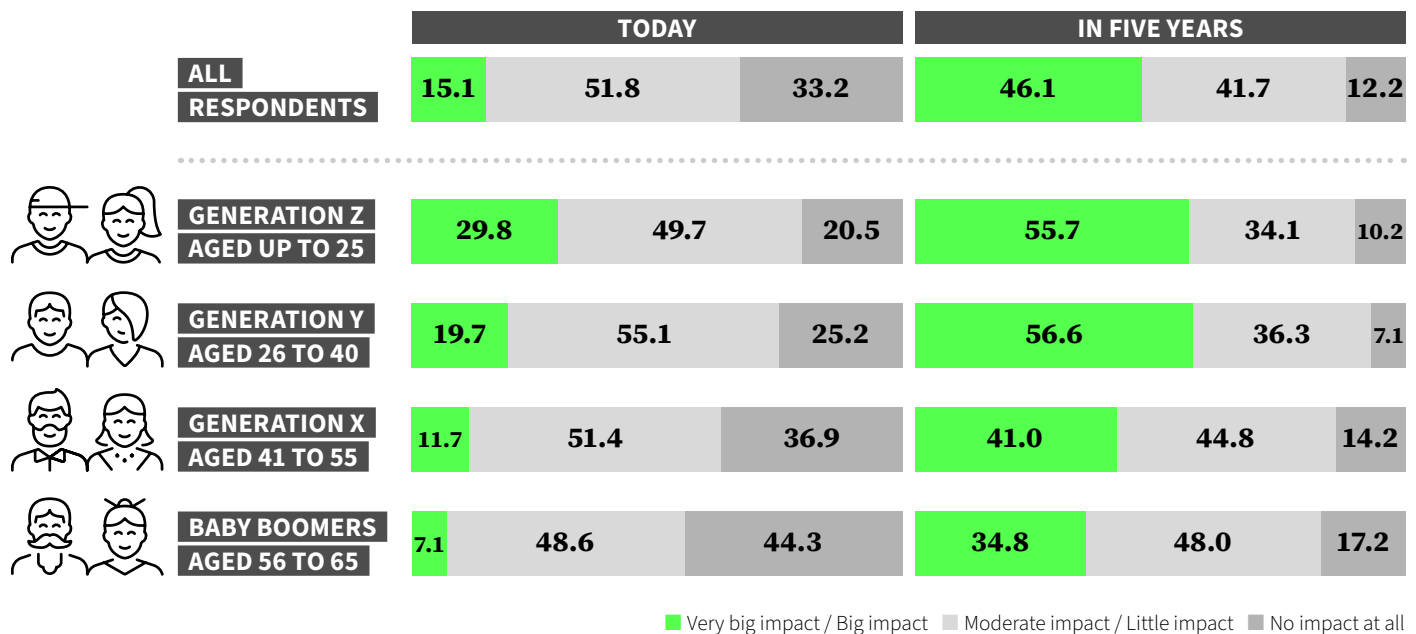


# AT HOME: THE IMPACT OF CHATGPT AND THE LIKE.

**Respondents expect that ChatGPT and the like will have an increased impact not only on their working lives (see the IU study “ChatGPT and the like in a professional context”), but also in their private lives.**

Almost half of people working in Germany (46.1 %) say that in five years AI bots such as ChatGPT will have a big or very big influence on their private lives. Among Generations Z and Y, more than half (55.7 % and 56.6 % respectively) see ChatGPT and the like as having a big or very big impact.

**What impact do you think technologies such as ChatGPT have / will have on your private life? In %**



“

Artificial intelligence (AI) will undoubtedly revolutionise and fundamentally change our private lives. From personalised recommendations to virtual assistants such as ChatGPT, AI will pervade our everyday lives.

It will help us make decisions, filter information and communicate more efficiently. This is more relevant to the younger generation and generations to come than to older generations. This is also shown by our study, according to which Generation Z and Y in particular expect AI to have a very big impact on their personal lives in the next five years.”

**Prof. Dr Kamal Bhattacharya**

Professor of Computer Science and Vice-Rector, Research and Transfer, at IU International University of Applied Sciences



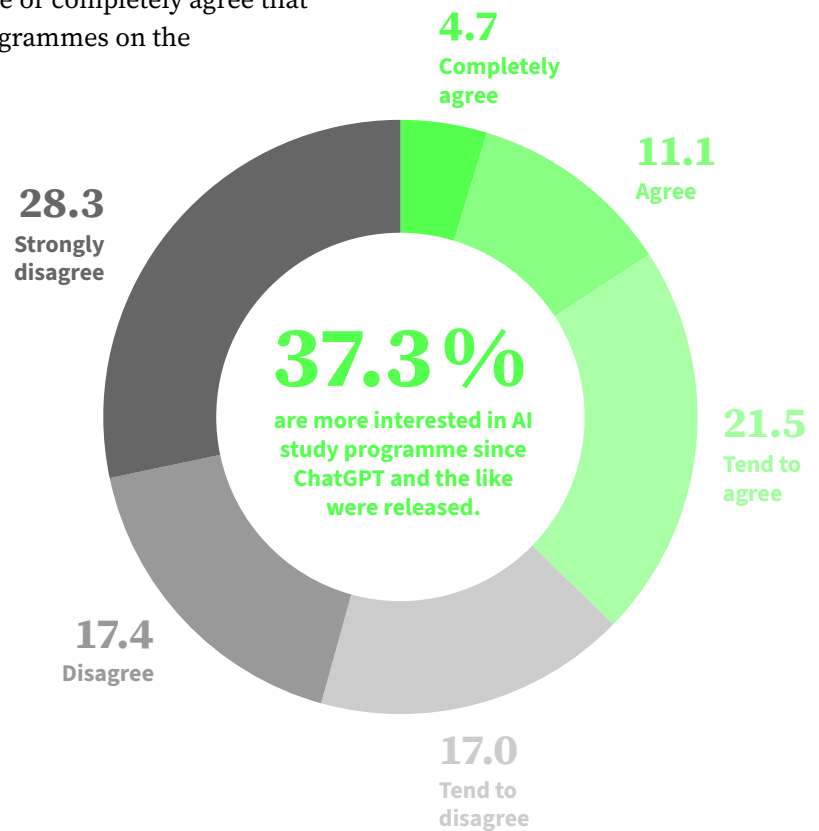
# CHATGPT AND THE LIKE MAKE AI STUDY PROGRAMMES MORE POPULAR.

Since ChatGPT was released, the topic of AI has reached the general public. According to the IU study, this has also led to increased interest in AI study programmes. 37.3% of respondents interested in studying at university or upskilling tend to agree or completely agree that they have become more interested in study programmes on the topic of AI since then.

## To what extent do you agree or disagree with the following statement?

In %: only respondents interested in studying at university or upskilling; excerpt from the statements included in the survey

**“The release of ChatGPT has made me more interested in study programmes that include the topic of artificial intelligence.”**



**In the coming years, AI will become a key factor for innovations in many industries. The opportunity to participate in the development and application of AI technologies is extremely attractive to prospective students. In addition, the demand for qualified skilled workers in this area is high and, therefore, AI study programmes offer excellent career prospects. The existence of ChatGPT has boosted interest in AI study programmes – as the results of the study show.**

### Prof. Dr Kamal Bhattacharya

Professor of Computer Science and Vice-Rector, Research and Transfer, at IU International University of Applied Sciences

## IMPRINT

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The Ministry of Economics, Science and Digital Society of the State of Thuringia is responsible for the IU International University of Applied Sciences at all study locations in matters relating to higher education law.

### Target group:

2,030 people working in Germany, aged between 16 and 65, representative of age and gender in the German job market.

Survey period: 14–24 April, 2023  
Panel: Gapfish

Although gender requires more than a binary classification into female and male, the data currently available for such an analysis is limited. In general, the numbers are too small to allow a statistically significant breakdown by additional variables. Therefore, for the purposes of this study, gender is considered in a binary system.

## Contact us

If you have any questions or comments, please contact us: [research@iu.org](mailto:research@iu.org)

You can also find us on:

