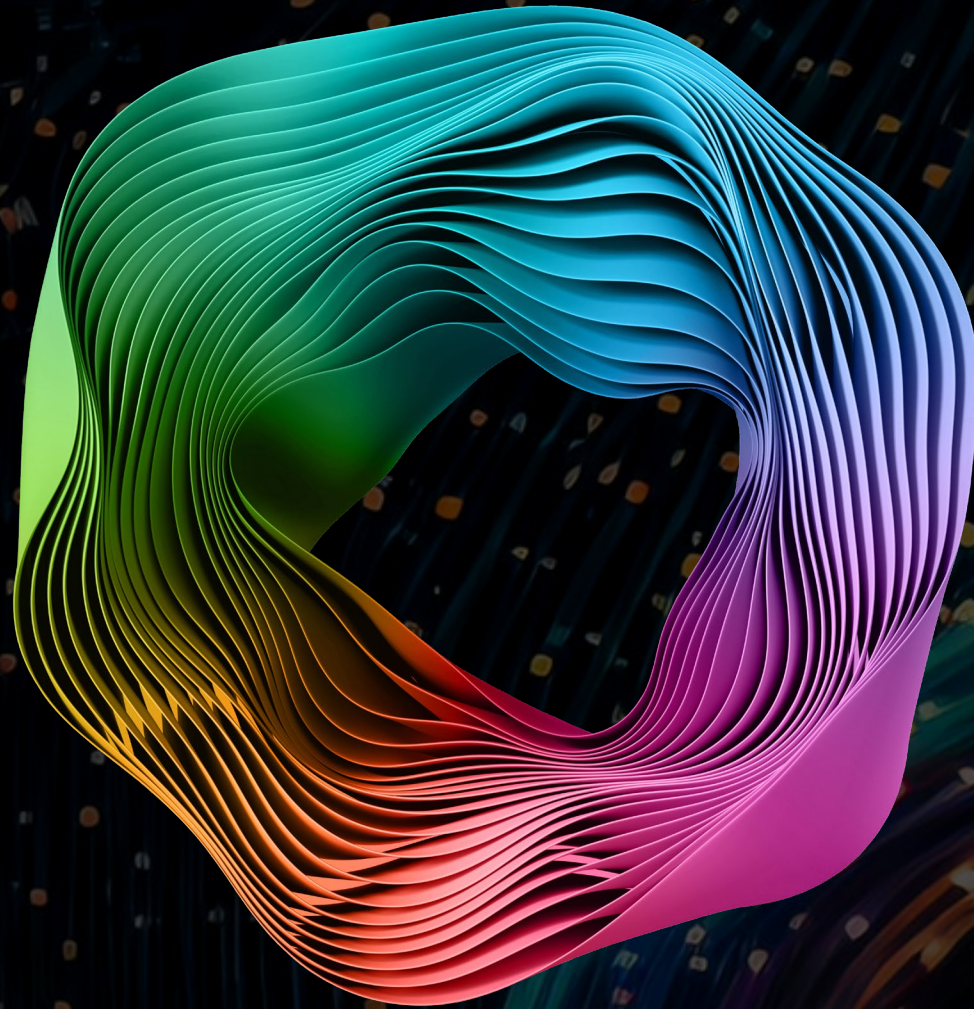


Deloitte.



Trust in GenAI
An Irish Perspective

Introduction

The emergence of Generative AI (GenAI) applications and models is building excitement about the revolutionary potential of this technology. Enthusiasts are uncovering a wide range of practical applications across diverse domains, from crafting captivating essays and advancing conversational AI capabilities to generating images and videos using simple input from users. Gen AI offers seemingly limitless possibilities, from utilising existing data to create diverse and creative outputs, to boosting productivity on previously monotonous, and delivering more personalised customer experiences. All of this helps optimise costs, improve productivity, and strengthen brand loyalty. While the advantages are abundantly clear, there are challenges to the use of GenAI, namely in

the areas of data privacy and security, quality and reliability, as well as ethical considerations. Based on a recent survey by Deloitte on Trust in GenAI ('the survey'), we consider the trust implications of using GenAI and we explore the Irish perspective.

In Ireland, GenAI tools are rapidly becoming part of everyday life. Deloitte recently surveyed over 2,400 consumers and employees in Ireland revealing that 25% of GenAI users utilise GenAI tools weekly for personal tasks, with 30% of GenAI users leveraging these tools for work-related activities at least once a week. The primary uses of GenAI include information retrieval, idea generation, and content creation, suggesting that people generally trust these tools for lower-risk tasks. However, in high-risk applications, like assessing insurance costs or determining eligibility for welfare programmes trust decreases.



For instance, only 20% of GenAI users report having ‘a great deal’ of trust in results produced by GenAI for insurance cost assessment, and only 17% for eligibility determination in welfare programmes.

As promising use cases and experiments start to deliver results, we are at a pivotal moment for GenAI adoption. Deloitte’s quarterly report¹ on the [state of GenAI in the enterprise](#) for Q3 2024 indicates that organisations are increasing their investment in this technology due to its potential to create value at scale. Yet, despite the high expectations for transformative change, challenges around data, scaling, and risk are tempering some enthusiasm.

Similarly, the survey findings reflect a sense of optimism and positivity around GenAI, though concerns over its risks emphasise the need for businesses to prioritise trust, transparency, and responsible implementation. The implementation of government regulations like the EU AI Act is anticipated to enhance confidence in GenAI tools among both users and non-users, thus fostering greater adoption of these tools. As such, this report highlights three key trends identified in the survey and their implications for the future of GenAI adoption in Ireland. First, we examine confidence in GenAI tools and perceptions of these tools’ reliability. Next, we explore the main factors that are considered crucial for building trust in GenAI technologies. Finally, we delve into the role of GenAI in the workplace, analysing the drivers of its adoption and the benefits observed.

01. Deloitte The State of Generative AI in the Enterprise: Now decides Next

Deloitte’s research methodology

From 28th June to 12th August 2024, Deloitte surveyed 2,484 consumers and employees in Ireland, including 48% who have used GenAI, 23% who have not used GenAI but are aware of it, and 29% who are not aware or are unsure of any GenAI tools. Those respondents who are not aware of any GenAI tools were not included in our analysis. Data has been weighted by age and working status, interlocked with gender, and by region and education.

Deloitte define GenAI as an area of artificial intelligence and refers to AI that in response to a query can create text, images, video and other assets. GenAI systems can interact with humans and are often built using large language models (LLMs).

Survey demographics

Figure 1: Gender

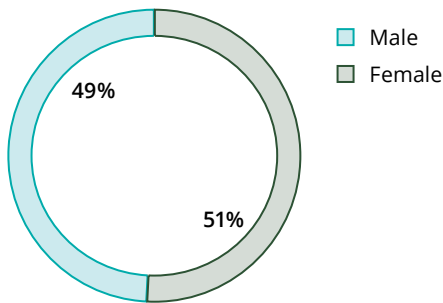


Figure 2: Age

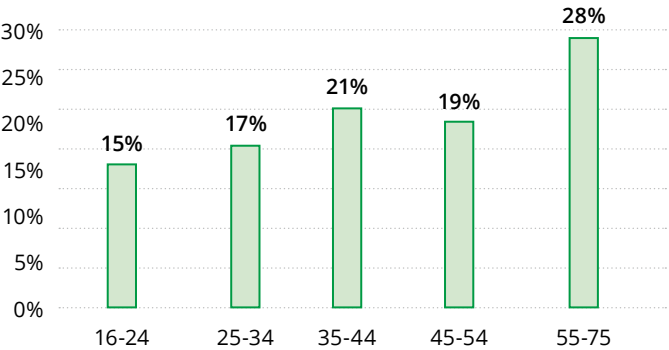


Figure 3: Organisation size

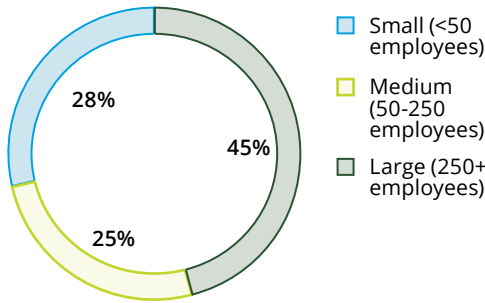
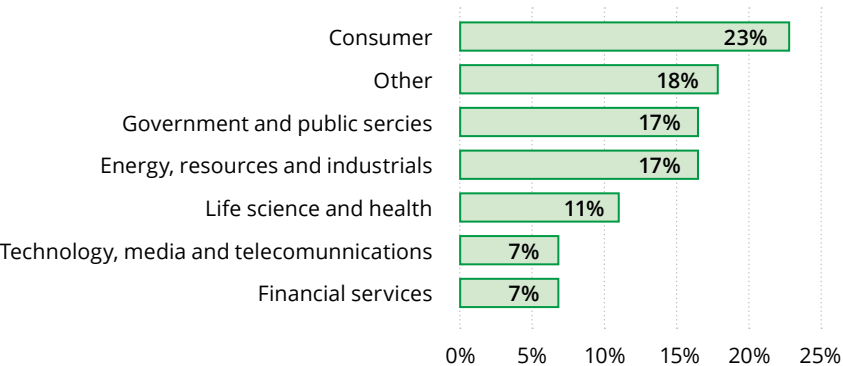


Figure 4: Industries



Balancing confidence with caution

In Ireland, there is a noteworthy level of confidence in GenAI among its users. The majority of GenAI users believe that it can enhance business products (72%), create better work experiences (67%), and benefit society (60%). This positive sentiment suggests a strong belief in the potential of GenAI to have a significant impact across different aspects of life and work. The optimism surrounding GenAI's capabilities among users indicates a promising trajectory for the role of this technology in the future, signalling potential opportunities for growth and broader integration across sectors.

High levels of confidence of GenAI users in the capabilities of these tools indicate a baseline trust with over half believing it delivers reliable (59%) and accurate (59%) results. In particular, ChatGPT stands out as the most widely recognised GenAI

tool, with 82% of users reporting familiarity with it. However, the optimism that GenAI users have about the technology's benefits and their confidence in its capabilities can lead to misplaced trust in the accuracy of its outputs. Research² has shown that users often overlook misinformation in GenAI responses due to the comprehensive, well-articulated, and humanoid insights in the responses. This can lead to potential risks and errors in decision-making processes, as well as potential societal impacts when relying solely on GenAI outputs.

The contrast between how users perceive the reliability of GenAI outputs and their actual reliability emphasises the importance of AI fluency. GenAI users must develop a healthy level of scepticism when evaluating the outputs, ensuring they have the necessary knowledge



to make informed judgements about the information provided.

In addition, when developing GenAI, it's important to adopt a Trust by Design approach at every stage - from design and requirement gathering to testing, implementation, and maintenance. This ensures that appropriate guardrails are in place throughout the process, helping to prevent inaccuracies, improve reliability, and maintain an ethical focus. Failure to do so will have many implications, not least the erosion of user confidence. Rebuilding user confidence can be challenging and requires significant resources, underscoring the importance of adopting this Trust by Design approach.

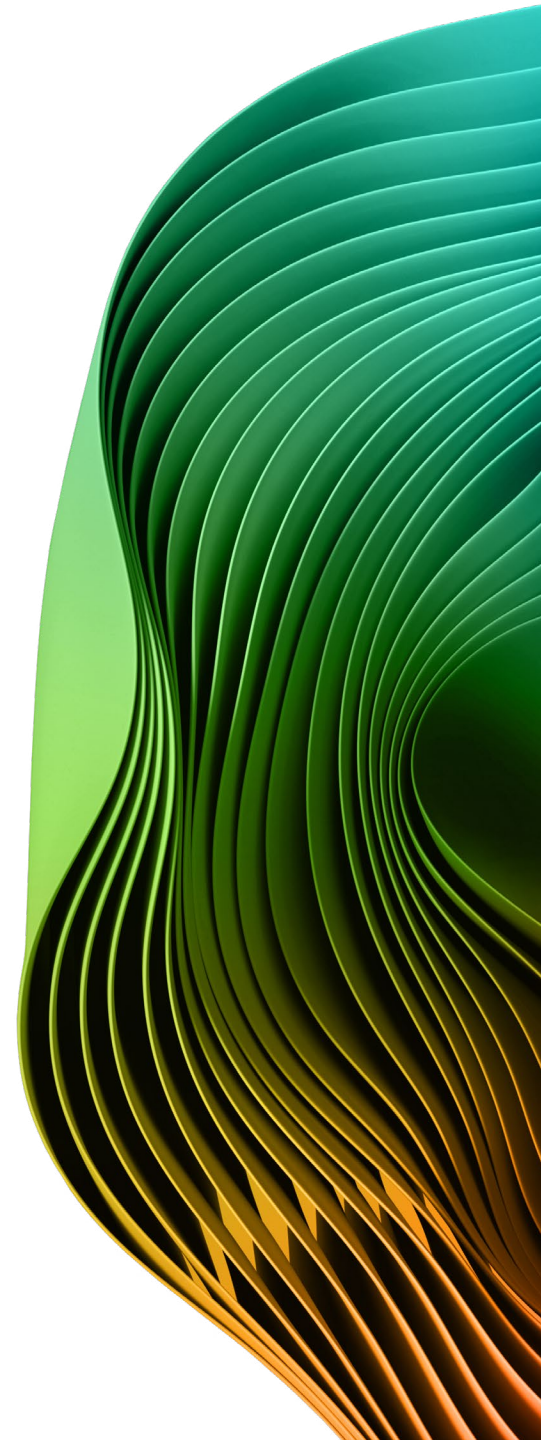
TRUST BY DESIGN

The concept of Trust by Design integrates trustworthiness into the design, development, and implementation of products, systems, and processes from the beginning. In the context of AI, the principles of [Trustworthy AI](#) are vital to ensure that AI technologies are developed and deployed in a lawful, ethical, and robust manner.

Deloitte has defined a multidimensional framework to support organisations in adopting ethical safeguards across six key dimensions:

- Fair and impartial
- Safe and secure
- Respectful of privacy
- Robust and reliable
- Responsible and accountable
- Transparent, documented and explainable

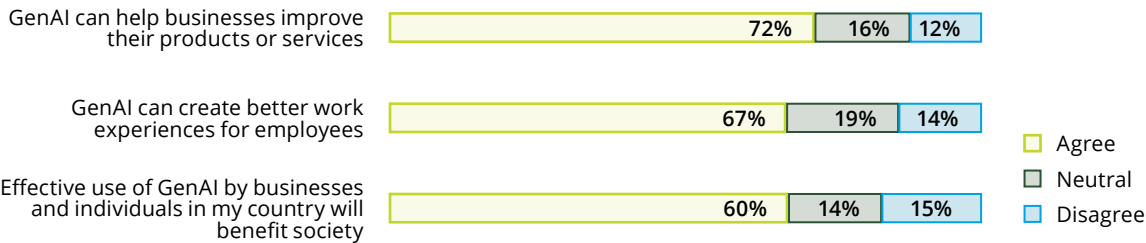
02. S. Kabir, et. AI, "Is Stack Overflow Obsolete? An Empirical Study of the Characteristics of ChatGPT Answers to Stack Overflow questions", February 7, 2024



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Figure 5: **Perceived benefits of GenAI**

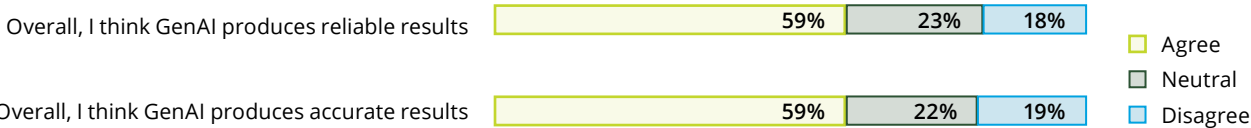
To what extent do you agree, or disagree, with each of the following statements?



Note: N=1,184 only those respondents that are aware and use GenAI.
Source: Deloitte analysis, 2024.

Figure 6: **Trust in GenAI reliability and accuracy**

To what extent do you agree, or disagree, with each of the following statements?



Note: N=1,184 only those respondents that are aware and use GenAI.
Source: Deloitte analysis, 2024.



Developing GenAI systems with ethical and responsible considerations at the forefront is essential for maintaining user confidence and fostering greater trust.

COLM MCDONNELL
PARTNER

Head of Technology, Media and Telecommunication

Privacy and security as a differentiator for generating trust in GenAI

While optimism around GenAI and its benefits is widespread, concerns about data privacy, personal data misuse, and security risks remain top of mind for users. In fact, 67% of GenAI users view privacy and security as key factors in deciding whether to trust these technologies. The survey demonstrates that GenAI users want a proven track record of accurate results (60%) and the ability to understand how the GenAI tool arrived at its outcome (58%). Ensuring accuracy, transparency, and explainability are vital in building this trust.

Other notable concerns surrounding GenAI include the rise of deepfakes and the spread of misinformation or fake news. Among GenAI users, 67% are concerned about the use of deepfakes and about the spread of

misinformation or fake news, and 65% about data privacy and the misuse of their personal data.

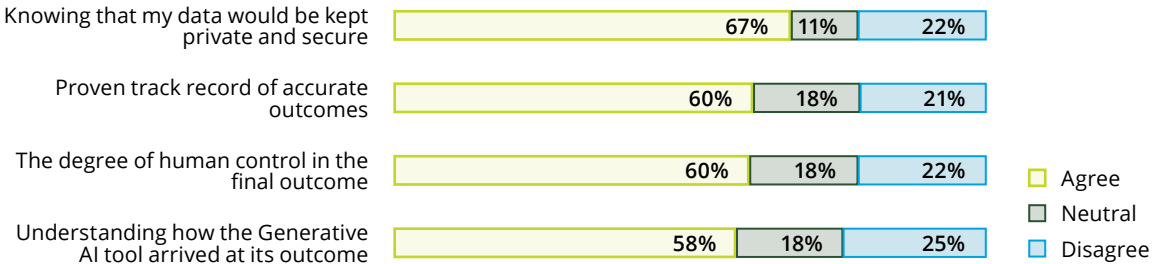
The introduction of AI-specific regulation, like the EU AI Act, is expected to drive increased adoption of GenAI tools with 57% of GenAI users and 49% of GenAI non-users agreeing that usage would increase with the introduction of government regulation. The EU AI Act, which took effect on August 2, 2024, establishes a framework for regulating the deployment and use of AI within the EU. As organisations work towards complying with the obligations set forth by the Act, these compliance efforts will also help foster trust in GenAI tools. To assist organisations in better understanding their compliance obligations Deloitte has performed a [deep-dive study](#) of the EU AI Act.



The interplay between GDPR and the EU AI Act necessitates that organisations prioritise user privacy in their GenAI tools. This involves minimising data collection and being transparent about the usage of user data in generating outputs. Trust can be reinforced through transparency, such as clearly indicating when output is generated by GenAI and explaining how user data is utilised to produce results in line with GDPR. Taking a proactive stance not only demonstrates a commitment to user protection but also supports the ethical and responsible use of GenAI.

Figure 7: **Factors influencing trust in GenAI**

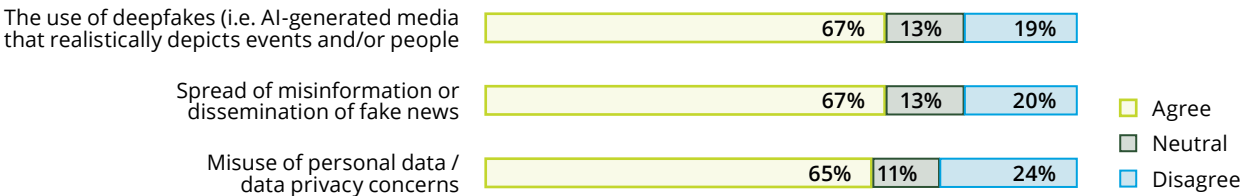
How important, or not, would each of the following factors be to you personally, when deciding whether to trust GenAI?



Note: N=1,184 only those respondents that are aware and use GenAI.
Source: Deloitte analysis, 2024.

Figure 8: **Concerns about GenAI risks**

When thinking about the potential impact of Generative AI on our society, how concerned, or not, are you about each of the following?



Note: N=1,184 only those respondents that are aware and use GenAI.
Source: Deloitte analysis, 2024.

GENAI NON-USERS REPORT LOWER LEVELS OF TRUST

The survey findings show that respondents who are aware of GenAI but have not used it for any activity (23% or N = 580) are less trusting of such tools and report higher level of concern. Among non-users, the key areas of concern include the spread of misinformation (77%), use of deepfakes (76%), and misuse of personal data (75%). Additionally, most non-users indicate that to build trust in GenAI tools, they require a proven track record of accurate results, an understanding of how the GenAI tool arrived at its outcome, along with assurances regarding privacy and security.



Proactively embedding the principles of trustworthy AI - such as privacy, security, accuracy, and explainability - is crucial for organisations aiming to drive greater adoption of GenAI tools.

NICOLA FLANNERY
PARTNER

Digital Trust and Privacy

GenAI enabling productivity boost in the workplace

Many organisations acknowledge the potential of GenAI, but its practical implementation is still in the early stages. According to the survey, 42% of employees who use GenAI for work indicate that their organisation promotes the use of GenAI, but only 33% use these tools for work-related tasks. Deloitte's Q3 2024 quarterly report on the [state of GenAI in the enterprise](#) supports this, showing that many GenAI initiatives are still at the pilot or proof-of-concept stage. This report also reveals that most organisations have progressed 30% or fewer of their GenAI experiments into full production.

Employees using GenAI tools report improvements in workplace efficiency (36%), quality (35%), and innovation (34%). The perceived benefits have led to 50% of these users utilising free external GenAI tools for their

work. Additionally, many employees are willing to personally finance GenAI tools to boost their productivity. In fact, 33% of these users report that they use GenAI tools owned by another company, accessing them through personally paid accounts.

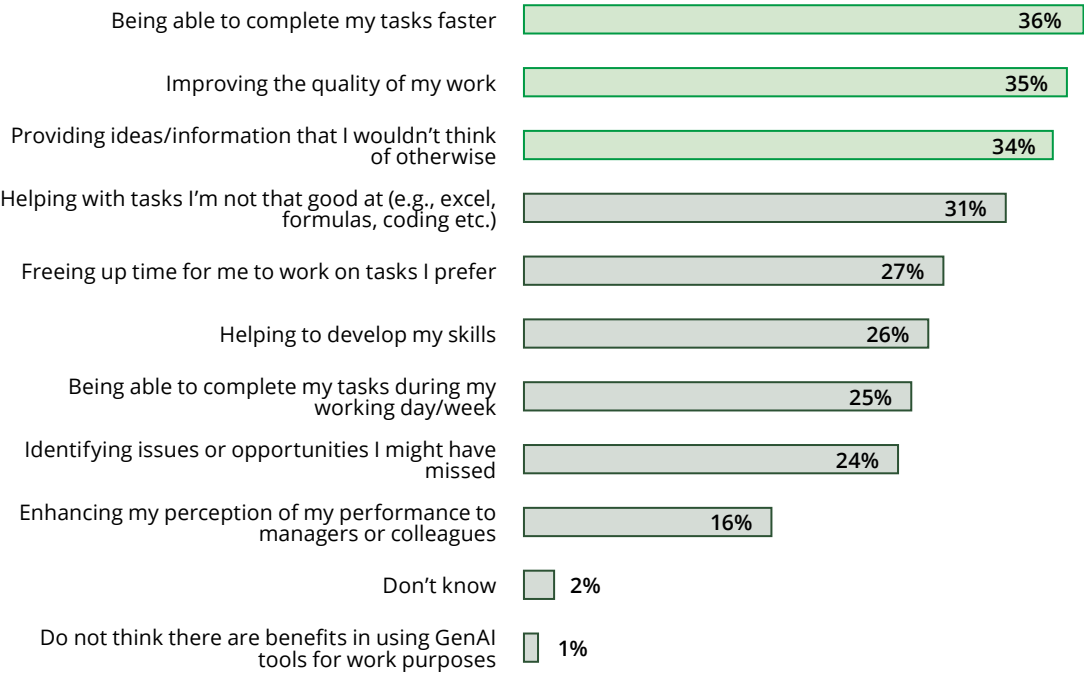
Positively, the workforce is generally open to the adoption of GenAI, with 66% of users reporting that they are excited about the potential opportunities these tools offer in their roles. However, where organisations do not actively promote GenAI, employees often resort to using unsanctioned tools; 60% report that either 'a great deal' or 'a fair amount' of employees are using such tools without formal endorsement from their organisation. Nearly half (47%) of these users think that employees turn to non-approved GenAI tools, primarily to boost productivity,

underscoring the challenge organisations face in regulating the use of GenAI. Without adequate education, employees may be at risk of sharing confidential information and may not recognise hallucinations and bias.

As organisations embark on their AI transformation journey, prioritising organisational and cultural evolution is crucial. AI should be viewed as a skill that all employees need to integrate into their work practices. To effectively establish their AI change agenda, organisations should look beyond technological initiatives and clearly define ground rules to promote the responsible use of AI. Enterprise AI fluency programmes will play a key role in limiting the use of unsanctioned GenAI tools within organisations.

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Figure 9: **Benefits of using GenAI in the workplace**
Which two or three of the following, if any, do you personally think are benefits of using Generative AI tools for work purposes?



Note: N=1,184 only those respondents that are aware and use GenAI.
Source: Deloitte analysis, 2024.



With employees eager to embrace GenAI and capitalise on its productivity benefits, organisations must implement robust structures to guide its use and mitigate any unintended risks to their business.

EMMANUEL ADELEKE
PARTNER

Artificial Intelligence and Data

Looking ahead

Organisations should leverage the confidence and optimism of GenAI users to boost adoption. It is crucial to incorporate risk considerations into use case prioritisation activities, giving higher priority to lower risk use cases. As organisations define their AI strategies, they must establish a clear vision for the role of GenAI in their operations while ensuring that accuracy, reliability, and transparency remain a central focus.

At present, a gap exists between organisations and their employees - while there is a strong push to promote the adoption of GenAI tools in the workplace, their practical use for work-related tasks remains limited. Implementing enterprise

GenAI fluency programmes will be pivotal in educating employees about the productivity benefits these tools can offer and ensuring they understand the ethical and responsible use of AI.

Adopting Trust by Design as a guiding philosophy will be essential for organisations driving greater GenAI adoption. This approach can effectively mitigate potential risks and challenges, paving the way for increased acceptance and widespread use of GenAI tools across various domains.

Footnote: This research is part of a broader survey conducted by Deloitte, involving 30,252 consumers and employees across Belgium, France, Germany, Ireland, Italy, the Netherlands, Poland, Spain, Sweden, Switzerland, and the UK. You can explore more details about the research [here](#).

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