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THE POTENTIAL OF ARTIFICIAL INTELLIGENCE AND ITS IMPACT ON SELECTED SOCIO-ECONOMIC DIMENSIONS

MOŻLIWOŚCI SZTUCZNEJ INTELIGENCJI I JEJ WPŁYW NA WYBRANE ASPEKTY SPOŁECZNO-EKONOMICZNE

Abstract: The article addresses the social and economic consequences of the application of artificial intelligence, whose dynamic development has become one of the key challenges of contemporary times. The purpose of the study is to present how this technology is perceived by respondents and to identify areas that generate acceptance as well as skepticism. The research was conducted in 2025 using a survey method on a sample of 625 respondents, which made it possible to collect opinions on the possibilities and limitations of artificial intelligence. The analysis revealed that the highest level of support was given to issues related to regulation, privacy, and support in making ethical decisions, while the greatest doubts concerned

the superiority of AI over humans in decision-making and emotional spheres. Three distinct respondent profiles were identified, differing in their level of acceptance, which highlights the complex nature of the social reception of this technology. The findings have practical implications, as they emphasize the need for transparency, data protection, and the gradual implementation of AI-based solutions. The added value of the article lies in combining theoretical reflection with empirical research results, which provides a better understanding of both the potential and the limitations of artificial intelligence in economic and social dimensions.

Keywords: artificial intelligence, enterprise, labour market, social consequences, empirical research

Streszczenie: Artykuł podejmuje problematykę społecznych i ekonomicznych konsekwencji zastosowania sztucznej inteligencji, której dynamiczny rozwój staje się jednym z kluczowych wyzwań współczesności. Celem opracowania jest ukazanie sposobu postrzegania tej technologii przez respondentów oraz określenie obszarów budzących akceptację i sceptycyzm. Badanie przeprowadzono w 2025 roku metodą ankietową na próbie 625 osób, co umożliwiło zebranie opinii na temat możliwości i ograniczeń sztucznej inteligencji. Analiza wykazała, że najwyższe poparcie uzyskały kwestie związane z regulacjami, prywatnością i wsparciem w podejmowaniu decyzji etycznych, natomiast największe wątpliwości dotyczyły przewagi AI nad człowiekiem w sferze decyzyjnej i emocjonalnej. Wyróżniono trzy profile respondentów różniące się poziomem akceptacji, co wskazuje na złożony charakter społecznego odbioru technologii. Wyniki mają znaczenie praktyczne, gdyż podkreślają potrzebę transparentności, ochrony danych i stopniowego wdrażania rozwiązań AI. Wartością dodaną opracowania jest połączenie refleksji teoretycznej z wynikami badań empirycznych, co pozwala lepiej zrozumieć potencjał i ograniczenia sztucznej inteligencji w wymiarze gospodarczym i społecznym.

Słowa kluczowe: sztuczna inteligencja, przedsiębiorstwo, rynek pracy, konsekwencje społeczne, badania empiryczne

INTRODUCTION

Artificial intelligence has become one of the most important phenomena of contemporary times, whose significance extends far beyond the technological dimension. Its dynamic development and increasingly widespread applications in the economy and social life make it a particularly relevant subject both in academic research and in public debate. The analysis of the consequences of the dissemination of systems based on artificial intelligence is necessary, as these technologies affect the organization of work, social relations, and individual security. They also shape new standards for the functioning of organizations and institutions. This phenomenon raises many questions about the limits of artificial intelligence, its ethical and legal dimensions, and its impact on the future of the labor market and everyday life. These premises constitute the foundation for undertaking the topic and demonstrate its

timeliness and importance for further socio-economic development. The aim of this article is to present the social perception of artificial intelligence and its connections with the economic and social consequences generated by its application.

The first part of the article discusses artificial intelligence as a contemporary challenge, highlighting its significance for technological and social processes. Next, the economic consequences of its application are presented, followed by the social effects resulting from its increasingly widespread implementation. The empirical part of the article includes the presentation of research conducted in 2025 on a sample of 625 respondents. The aim of the research was to explore opinions on the opportunities and risks associated with the use of artificial intelligence. The analysis of the results made it possible to identify different profiles of attitudes toward this technology and to define the areas that receive the highest support as well as those that are met with prevailing skepticism. The article concludes with a discussion of findings, recommendations for economic practice, and the limitations of the study along with suggested directions for further research.

The added value of the study lies in combining a theoretical perspective with the results of empirical research. This approach allows not only for a synthetic presentation of the problem but also for drawing practical conclusions relevant to the functioning of contemporary organizations and institutions. In doing so, the article contributes to the development of knowledge on the role of artificial intelligence in shaping new social and economic models, while at the same time opening space for further reflection on the responsible and sustainable development of this technology.

ARTIFICIAL INTELLIGENCE AS A CHALLENGE OF THE CONTEMPORARY WORLD

Artificial intelligence represents one of the most significant challenges of contemporary times, both in technological, social, political, and cultural dimensions¹. Its development affects all spheres of life, redefining existing models of functioning of individuals, organizations, and entire societies². In academic literature and public discourse, it is emphasized that artificial intelligence constitutes a systemic phenomenon whose consequences encompass the economy, education, culture, security, and public health³. The increasingly widespread implementation of AI-

¹ I.M. Luknar, *Artificial intelligence as a challenge*, "Napredak – časopis za političku teoriju i praksu" 2024, No 2(5), p. 19-28.

² M. Storozhyk, *Philosophy of future: Analytical overview of interaction between education, science, and artificial intelligence in the context of contemporary challenges*, "Futurity Philosophy" 2024, No 1(3), p. 23-47.

³ V.V. Krishna, *AI and contemporary challenges: The good, bad and the scary*, "Journal of Open Innovation: Technology, Market, and Complexity" 2024, No 1(10), p. 100178.

based solutions in areas such as medical diagnostics⁴, transport management⁵, public administration, and customer service makes this technology an integral element of everyday life. This process alters the relationship between humans and machines, leading to new ways of organizing work, shaping social communication, and accessing information and knowledge⁶.

The development of artificial intelligence simultaneously generates numerous challenges related to ethical, legal, and regulatory issues⁷. Debates concern responsibility for decisions made by autonomous systems, the risks of algorithmic discrimination, and the need to ensure the transparency of computational processes⁸. Growing public awareness regarding data protection and privacy means that acceptance of AI-based solutions is increasingly dependent on guarantees of information security⁹. At the same time, questions arise about the impact of this technology on the labor market, including the potential reduction in employment in occupations vulnerable to automation, as well as the necessity of developing new digital and social competences.

The ambivalent character of artificial intelligence is also evident in public debate, where two dominant narratives clash¹⁰. On the one hand, its innovative potential is highlighted, along with its ability to support humans in making complex decisions, improve the efficiency of economic processes, and contribute to solving many contemporary problems¹¹. On the other hand, attention is drawn to risks associated with the loss of control over autonomous systems, the dehumanization of decision-making processes, and the deepening of social inequalities¹². This duality of interpretation makes artificial intelligence simultaneously perceived as a source of hope and anxiety, innovation and threats, progress and potential crises.

⁴ C. Li, G. Ye, Y. Jiang, Z. Wang, H. Yu, M. Yang, *Artificial Intelligence in battling infectious diseases: A transformative role*, "Journal of Medical Virology" 2024, No 1(96), p. e29355.

⁵ S. Abirami, M. Pethuraj, M. Uthayakumar, P. Chitra, *A systematic survey on big data and artificial intelligence algorithms for intelligent transportation system*, "Case Studies on Transport Policy" 2024, No 17, p. 101247.

⁶ M. El Alaoui, K. E. Amraoui, L. Masmoudi, A. Ettouhami, M. Rouchdi, *Unleashing the potential of IoT, Artificial Intelligence, and UAVs in contemporary agriculture: A comprehensive review*, "Journal of Terramechanics" 2024, No 115, p. 100986.

⁷ Y. Walter, *Managing the race to the moon: Global policy and governance in Artificial Intelligence regulation – A contemporary overview and an analysis of socioeconomic consequences*, "Discover Artificial Intelligence" 2024, No 1(4), p. 14.

⁸ E.G. Hernández, *Towards an ethical and inclusive implementation of artificial intelligence in organizations: a multidimensional framework*, "arXiv preprint" 2024, arXiv:2405.01697.

⁹ D. Battista, *Political communication in the age of artificial intelligence: an overview of deepfakes and their implications*, "Society Register" 2024, No 2(8), p. 7-24.

¹⁰ R. Gupta, *Impact of artificial intelligence (AI) on human resource management (HRM)*, "International Journal for Multidisciplinary Research" 2024, doi: 10.

¹¹ K. Thangavel, R. Sabatini, A. Gardi, K. Ranasinghe, S. Hilton, P. Servidia, D. Spiller, *Artificial intelligence for trusted autonomous satellite operations*, "Progress in Aerospace Sciences" 2024, No 144, p. 100960.

¹² V.V. Krishna, *AI and contemporary challenges: The good, bad and the scary*, "Journal of Open Innovation: Technology, Market, and Complexity" 2024, No 1(10), p. 100178.

ECONOMIC CONSEQUENCES OF THE USE OF ARTIFICIAL INTELLIGENCE

The contemporary economy increasingly experiences the effects of the widespread adoption of artificial intelligence. Its applications are beginning to significantly influence the functioning of enterprises and entire markets¹³. These changes undoubtedly translate into the very foundations of economic processes, modifying the traditional interrelations between labor, capital, and innovation¹⁴. Along with the development of AI, new sources of competitive advantage emerge, which increasingly stem from the ability to collect, analyze, and utilize data in an intelligent and automated way¹⁵.

The introduction of artificial intelligence into economic processes leads to a significant increase in productivity, as it enables the optimization of operations, cost reduction, and shorter task completion times¹⁶. Enterprises employing advanced algorithms are able to manage their resources more efficiently and respond more quickly to changing market needs¹⁷. This phenomenon is visible both in the service sector¹⁸, where AI supports customer service, offer personalization, and relationship management, and in industry, where algorithms assist in production planning and logistics¹⁹. The result is the creation of new standards of efficiency that exert competitive pressure on entities remaining outside the mainstream of digital transformation²⁰.

¹³ M.A. Trabelsi, *The impact of artificial intelligence on economic development*, "Journal of Electronic Business & Digital Economics" 2024, No 2(3), p. 142-155.

¹⁴ C.S. Saba, N. Ngepah, *The impact of artificial intelligence (AI) on employment and economic growth in BRICS: Does the moderating role of governance matter?*, "Research in Globalization" 2024, No 8, p. 100213.

¹⁵ Q. Han, C. Li, Y. Jin, *The impact of intellectual property protection on the development of artificial intelligence in enterprises*, "International Review of Financial Analysis" 2025, No 105, p. 104179.

¹⁶ R. Alsabt, W. Alkhalidi, Y.A. Adenle, H.M. Alshuwaikhat, *Optimizing waste management strategies through artificial intelligence and machine learning – An economic and environmental impact study*, "Cleaner Waste Systems" 2024, No 8, p. 100158.

¹⁷ Z. Hong, K. Xiao, *Digital economy structuring for sustainable development: The role of blockchain and artificial intelligence in improving supply chain and reducing negative environmental impacts*, "Scientific Reports" 2024, No 1(14), p. 3912.

¹⁸ B. Odonkor, S. Kaggwa, P.U. Uwaoma, A.O. Hassan, O.A. Farayola, *The impact of AI on accounting practices: A review: Exploring how artificial intelligence is transforming traditional accounting methods and financial reporting*, "World Journal of Advanced Research and Reviews" 2024, No 1(21), p. 172-188.

¹⁹ H. Wang, X. Wang, Y. Yin, X. Deng, M. Umair, *Evaluation of urban transportation carbon footprint – Artificial intelligence based solution*, "Transportation Research Part D: Transport and Environment" 2024, No 136, p. 104406.

²⁰ V. Kanaparthi, *Transformational application of Artificial Intelligence and Machine Learning in financial technologies and financial services: A bibliometric review*, "arXiv preprint" 2024, arXiv:2401.15710; D. Pattnaik, S. Ray, R. Raman, *Applications of artificial intelligence and machine learning in the financial services industry: A bibliometric review*, "Heliyon" 2024, No 1(10).

SOCIAL CONSEQUENCES OF THE USE OF ARTIFICIAL INTELLIGENCE

The social consequences of the application of artificial intelligence include profound transformations in the ways individuals and social groups function. They are also present in the shaping of interpersonal relations²¹. The increasingly frequent use of algorithms in communication processes and access to information makes technology an important mediator of reality, organizing and filtering content. This may certainly contribute to the emergence of information bubbles and the polarization of opinions²². In areas such as healthcare²³ and education²⁴, artificial intelligence increases the availability of services and supports decision-making, but at the same time raises concerns about the limitation of the human role and the weakening of direct social ties²⁵.

The use of AI also contributes to the emergence of new forms of exclusion, related to unequal access to technology and varying levels of digital competences, which deepen existing social divisions²⁶. At the same time, it raises questions about the boundaries of individual autonomy and responsibility for decisions made with the support of intelligent systems²⁷. Artificial intelligence thus becomes not only a tool supporting social development but also a factor requiring critical reflection on the ways in which it shapes identity, social bonds, and values in modern societies²⁸.

²¹ V.A. Tsvyk, I.V. Tsvyk, *Social issues in the development and application of artificial intelligence*, "RUDN Journal of Sociology" 2022, No 1(22), p. 58-69.

²² R. Sabherwal, V. Grover, *The societal impacts of generative artificial intelligence: A balanced perspective*, "Journal of the Association for Information Systems" 2024, No 1(25), p. 13-22.

²³ M.R. Pinsky, A. Bedoya, A. Bihorac, L. Celi, M. Churpek, N.J. Economou-Zavlanos, G. Clermont, *Use of artificial intelligence in critical care: Opportunities and obstacles*, "Critical Care" 2024, No 1(28), p. 113.

²⁴ A.M. Al-Zahrani, T.M. Alasmari, *Exploring the impact of artificial intelligence on higher education: The dynamics of ethical, social, and educational implications*, "Humanities and Social Sciences Communications" 2024, No 1(11), p. 1-12; K. Lavidas, I. Voulgari, S. Papadakis, S. Athanassopoulos, A. Anastasiou, A. Filippidi, N. Karacapilidis, *Determinants of humanities and social sciences students' intentions to use artificial intelligence applications for academic purposes*, "Information" 2024, No 6(15), p. 314; A. Mouta, E.M. Torrecilla-Sánchez, A.M. Pinto-Llorente, *Design of a future scenarios toolkit for an ethical implementation of artificial intelligence in education*, "Education and Information Technologies" 2024, No 9(29), p. 10473-10498.

²⁵ M.A. Fadhel, A.M. Duham, A.S. Albahri, Z.T. Al-Qaysi, M.A. Aktham, M.A. Chyad, Y. Gu, *Navigating the metaverse: Unraveling the impact of artificial intelligence — a comprehensive review and gap analysis*, "Artificial Intelligence Review" 2024, No 10(57), p. 264.

²⁶ N. Rane, S.P. Choudhary, J. Rane, *Acceptance of artificial intelligence: Key factors, challenges, and implementation strategies*, "Journal of Applied Artificial Intelligence" 2024, No 2(5), p. 50-70.

²⁷ M.A. Camilleri, *Artificial intelligence governance: Ethical considerations and implications for social responsibility*, "Expert Systems" 2024, No 7(41), p. e13406.

²⁸ I. Triguero, D. Molina, J. Poyatos, J. Del Ser, F. Herrera, *General Purpose Artificial Intelligence Systems (GPAIS): Properties, definition, taxonomy, societal implications and responsible governance*, "Information Fusion" 2024, No 103, p. 102135.

ANALYSIS OF OWN RESEARCH

The aim of the study was to identify public opinions concerning the possibilities and consequences of using artificial intelligence systems in various areas of social and economic life. The objective was to determine which aspects of artificial intelligence are accepted by respondents and which, in turn, raise doubts or resistance. Particular attention was given to identifying the areas in which this technology is perceived as human support and those associated with potential threats or the need for regulation.

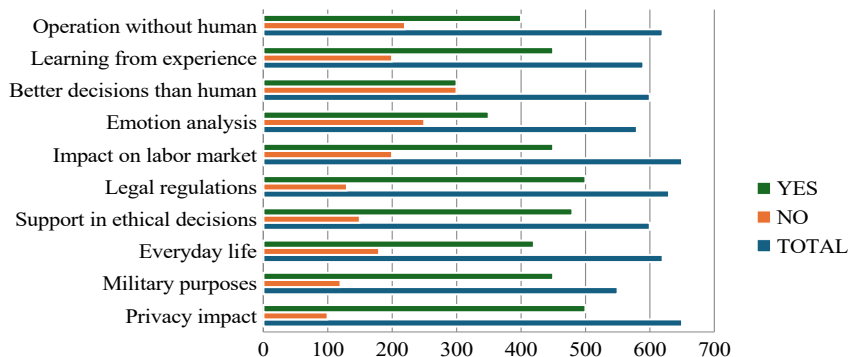
The research hypothesis assumed that the perception of artificial intelligence is differentiated and depends on the area under consideration. It was expected that the highest level of support would be recorded for issues related to legal regulations and the ethical use of the technology, while the greatest skepticism would concern the ability of AI to surpass humans in decision-making and in the analysis of emotions.

The research questions focused on establishing whether respondents perceive the possibility of systems operating independently without human intervention, learning from experience, surpassing humans in decision-making, analyzing emotions, influencing the labor market, requiring legal regulations, supporting ethical decisions, becoming part of everyday life, being used for military purposes, and affecting user privacy.

The research method applied in the project was a survey conducted in 2025 on a sample of 625 respondents. The research tool was designed in the form of a questionnaire consisting of closed questions, where participants provided their answers in the categories “yes” or “no”. The sampling ensured the inclusion of diverse opinions, making it possible to capture both enthusiastic and skeptical attitudes toward artificial intelligence. The obtained results were subjected to quantitative analysis, which included the calculation of response distributions and the implementation of cluster analysis, enabling the identification of typical profiles of attitudes toward AI.

Figure 1. Capabilities of Artificial Intelligence Systems, N = 625

Rysunek 1. Możliwości systemów sztucznej inteligencji, N = 625



Source: own study.

The study sought to determine which capabilities of artificial intelligence systems were recognized by respondents. The results are presented in Figure 1, which shows the answers given to questions concerning various areas of the potential functioning and impact of artificial intelligence. The analysis of the distribution indicates that the highest proportion of respondents recognized the possibility of subjecting AI systems to legal regulations, confirmed by 515 individuals. Similarly high levels of agreement were observed in relation to the ability of systems to operate without human intervention (451 “yes” answers) and their potential to support people in making difficult ethical decisions (460 “yes” answers). Comparable proportions are also visible with regard to the impact on user privacy, confirmed by 424 respondents, and the use of AI for military purposes, indicated by 459 individuals.

Issues such as the ability of systems to learn from experience (401 “yes” answers), their impact on the labor market (378 “yes” answers), and the possibility of becoming part of everyday life (369 “yes” answers) were assessed less unequivocally. The greatest doubts concern the ability of AI to analyze human emotions and to make decisions superior to those of humans. In the first case, 296 respondents agreed, while 329 disagreed; in the second case, only 264 individuals considered such a possibility, whereas 361 rejected it.

The results reveal a clear distinction between the areas in which artificial intelligence is perceived as realistically capable of acting and those in which skepticism still prevails. There is a tendency to accept the technical and regulatory capabilities of AI systems, while the greatest doubts are linked to attributes suggesting that AI could surpass human cognitive and emotional abilities. Figure 1 thus provides a synthetic reflection of the social perception of the potential of artificial intelligence, highlighting both the areas considered particularly important and those

that remain the most controversial.

Table 1 presents the profiles of three respondent clusters obtained as a result of cluster analysis, expressed as percentages of “yes” responses to particular statements concerning the capabilities of artificial intelligence. The results indicate a differentiated approach among respondents to issues related to the functioning of AI, with each group characterized by a distinct response pattern.

Table 1. Cluster Profiles of Respondents Based on Their Responses (Percentage YES)
Tabela 1. Profile grup respondentów na podstawie udzielonych odpowiedzi (odsetek odpowiedzi „TAK”)

Area	Cluster 0	Cluster 1	Cluster 2
Operating Without Human Involvement	77.2	76.5	71.9
Learning From Experience	60.4	66.4	60.6
Better Decision-Making Than Humans	43.7	39.6	36.9
Emotion Analysis	50.8	47.8	45.0
Impact on the Labor Market	53.8	100.0	0.0
Legal Regulations	73.6	81.0	87.5
Support in Ethical Decision-Making	79.2	75.7	72.5
Everyday Life	61.9	58.6	66.2
Military Purposes	72.1	73.1	70.6
Impact on Privacy	0.0	100.0	100.0

Source: own study.

The first cluster comprises individuals who moderately accept the possibility of artificial intelligence systems operating without human involvement, their ability to learn, and their impact on the labor market. A high level of acceptance concerns legal regulations and the support of humans in making difficult ethical decisions, while moderate acceptance is expressed regarding everyday life and military applications. Within this group, the lowest significance is attributed to the impact of AI on privacy.

The second cluster focuses primarily on the social dimension of artificial intelligence. Respondents in this group widely recognize its impact on the labor market and user privacy, as well as strongly support the need for legal regulations. They are less decisive about the potential superiority of AI over humans and its ability

to analyze emotions. However, issues related to security and ethics remain highly important for them.

The third cluster includes respondents who emphasize the importance of legal regulations and privacy protection most strongly, while simultaneously showing greater reservation toward the influence of artificial intelligence on the labor market and its cognitive superiority over humans. This group demonstrates moderate acceptance of the everyday presence of AI and its military use, which indicates a more cautious approach to the potential of this technology.

This overview demonstrates a clear division of opinions – ranging from moderately enthusiastic attitudes, through pragmatic ones focused on social consequences, to distinctly regulatory and cautious positions. Table 2 thus illustrates that the perception of artificial intelligence is heterogeneous and subject to different interpretive patterns, depending on whether technical, social, or ethical-regulatory aspects are emphasized.

CONCLUSIONS

Based on the conducted research, it can be concluded that the social perception of artificial intelligence is characterized by considerable diversity and depends on the specific area of its potential impact. The presented results reveal a clear tendency to accept those dimensions that concern legal regulation, privacy protection, and support for humans in making ethical decisions. Respondents' agreement in these areas indicates a strong social awareness that technological development requires legal and ethical frameworks capable of ensuring its responsible and safe use. Legal regulation thus emerges as a fundamental basis for the acceptance of artificial intelligence. The high level of responses in this respect demonstrates that society does not perceive the technology in isolation from the institutional context but rather as a field requiring control and oversight.

Equally significant are the findings concerning the impact of artificial intelligence on user privacy. The majority of respondents recognized potential risks in this area, which reflects growing awareness regarding the protection of personal data and the broader private sphere. This indicates that the acceptance of artificial intelligence is conditional and dependent on the provision of appropriate security mechanisms. Similar importance was attached to the potential of AI to support humans in making difficult ethical decisions, which confirms that the technology may be perceived as a tool complementing human capabilities rather than fully replacing them.

Different results were obtained in relation to the ability of artificial intelligence to surpass humans in decision-making and in the analysis of emotions. In these areas, skepticism prevailed. This may suggest a lack of trust in technology with respect to the most complex cognitive and emotional processes. The responses indicate that

society still strongly associates emotional and decision-making competences with humans and is not inclined to accept their full automation. Such reserve may be interpreted as an expression of concern about the dehumanization of decision-making processes and the loss of control over areas traditionally attributed solely to humans.

The study also shows that the practical consequences of artificial intelligence are being noticed. The impact on the labor market was assessed as significant, although not as clearly as in the case of legal regulation or privacy. This may mean that respondents are aware of automation processes and their potential consequences for employment, but they do not yet hold definitive views on this matter. Similarly, the possibility of AI being present in everyday life was assessed with moderation, which suggests that the technology is still seen more as a future element of reality than as a common and natural component of present-day life. A relatively high level of acceptance for military applications also deserves attention. This can be interpreted in two ways. On the one hand, it reflects the belief that this technology may already play an important role in defense. On the other hand, it raises questions about the extent of social awareness regarding the ethical and political consequences of the militarization of artificial intelligence.

In summary, the research highlights three main tendencies in the perception of artificial intelligence. First, there is broad acceptance for its presence in areas requiring regulation and protection, which indicates awareness of the necessity of institutional control. Second, doubts remain with regard to the most advanced cognitive and emotional capabilities of AI, pointing to a persistent high level of skepticism about the possibility of fully replacing humans with technology. Third, ambivalent attitudes are observed regarding the practical consequences of AI, particularly in relation to the labor market, everyday life, and military use. These findings demonstrate that the social perception of artificial intelligence is not homogeneous but is shaped by simultaneous processes of fascination with its potential and concerns about its impact on individuals and society as a whole.

On the basis of the results, recommendations can be formulated for companies planning to implement AI-based solutions. Above all, strong social expectations concerning transparency and compliance with legal regulations should be taken into account. The implementation of AI must be closely linked to mechanisms that ensure privacy protection and data security. It is advisable to develop solutions that support humans in decision-making, especially in ethically sensitive areas, rather than replacing them entirely. Communication strategies are also necessary to reduce concerns about the impact of AI on the labor market by highlighting new opportunities for employment and competence development. The introduction of artificial intelligence into customers' everyday functioning should be gradual, with emphasis on usability and user-friendliness, in order to build trust in the technology. Taking these directions into account will enable companies to develop inno-

vative solutions that are socially acceptable and conducive to building long-term competitive advantage.

The limitations of the study include the inability to capture the full context of individual attitudes of respondents due to the survey method, which relied on simple dichotomous answers (“yes” or “no”). Such a tool does not allow for an understanding of motivations, doubts, or the intensity of opinions. The study was also cross-sectional in nature, which means that it reflects only the state of awareness and attitudes at a particular moment in 2025, without capturing their dynamics over time. An additional limitation is that, although the sample was sizeable, it did not include all possible socio-demographic variables that might influence differences in the perception of artificial intelligence.

Future research directions may include the longitudinal analysis of attitudes toward artificial intelligence, which would make it possible to capture changes over time. It is also worth expanding the scope of research by including open-ended questions to better understand respondents’ motivations and concerns, as well as by considering socio-demographic diversity that may determine the way technology is perceived. Another important area of future inquiry is the examination of the impact of real AI implementations on professional and private life, which would allow declared opinions to be confronted with actual user experiences.

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