Ethics for Analytics
Lab 2: Collect survey data and prepare for analysis

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Step 1: Survey Trials

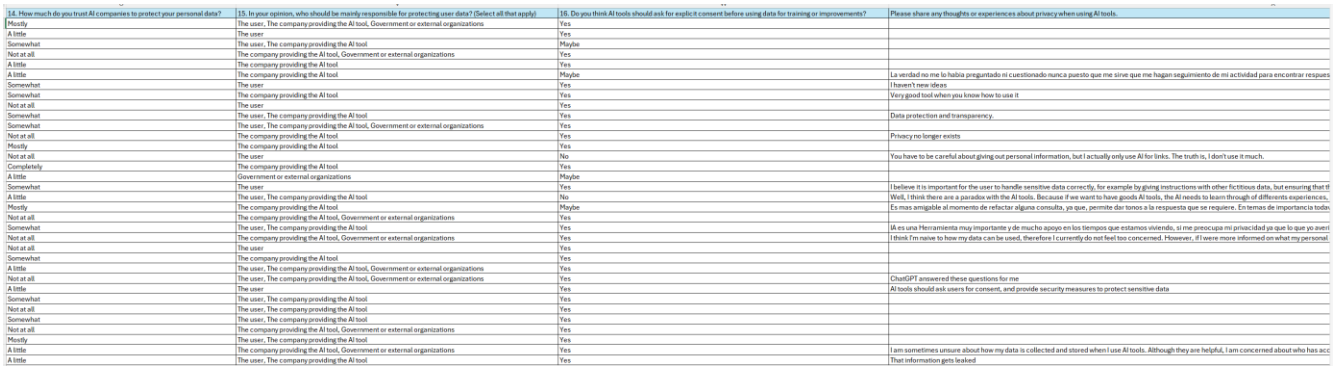
For Lab 1, I created a survey focused on understanding people's usage, perceptions, and concerns regarding different AI tools such as ChatGPT, Gemini, Copilot, and others. The questionnaire included 16 structured questions covering demographic characteristics, frequency of AI tool usage, and privacy-related attitudes. Additionally, the survey contained one open-ended question, allowing participants to freely share any thoughts or experiences related to AI privacy.

A total of 34 responses were collected for this project contained in 24 columns, as shown in the following screenshots from the ***Survey1.csv*** file.

Timestamp	1. Gender	2. Age group	3. Occupation	4. Education Level	5. How often do you use the following AI Tools? [ChatGPT]	5. How often do you use the following AI Tools? [Gemini (Google)]	5. How often do you use the following AI Tools? [Microsoft Copilot]	5. How often do you use the following AI Tools? [Siri (Apple)]	5. How often do you use the following AI Tools? [Alexa (Amazon)]
09/11/2025 16:47	Male	35 - 44	Employed	University Degree	5. Daily	1. Never	1. Never	1. Never	1. Never
10/11/2025 18:11	Female	35 - 44	Employed	University Degree	3. Occasionally	1. Never	1. Never	3. Occasionally	1. Never
10/11/2025 18:16	Male	25 - 34	Student	University Degree	5. Daily	1. Never	1. Never	3. Occasionally	1. Never
10/11/2025 18:19	Male	35 - 44	Employed	Postgraduate	5. Daily	1. Never	1. Never	2. Rarely	1. Never
10/11/2025 18:27	Male	35 - 44	Employed	Postgraduate	3. Occasionally	1. Never	5. Daily	3. Occasionally	3. Occasionally
10/11/2025 18:31	Female	35 - 44	Stay-at-home parent	Postgraduate	3. Occasionally	1. Never	2. Rarely	2. Rarely	4. Once a week
10/11/2025 18:49	Male	Over 65	Retired	University Degree	1. Never	2. Rarely	2. Rarely	1. Never	1. Never
10/11/2025 18:49	Male	45 - 54	Retired	University Degree	2. Rarely	2. Rarely	1. Never	1. Never	1. Never
10/11/2025 18:57	Male	35 - 44	Employed	College	5. Daily	1. Never	2. Rarely	3. Occasionally	1. Never
10/11/2025 18:58	Male	55 - 64	Self-employed	Postgraduate	5. Daily	1. Never	1. Never	3. Occasionally	5. Daily
10/11/2025 18:59	Male	35 - 44	Employed	University Degree	3. Occasionally	3. Occasionally	1. Never	1. Never	1. Never
10/11/2025 19:22	Female	Over 65	Employed	Postgraduate	3. Occasionally	1. Never	1. Never	3. Occasionally	1. Never
10/11/2025 19:32	Female	35 - 44	Employed	University Degree	5. Daily	2. Rarely	5. Daily	2. Rarely	4. Once a week
10/11/2025 20:16	Female	25 - 34	Employed	University Degree	3. Occasionally	1. Never	1. Never	1. Never	1. Never
10/11/2025 20:34	Male	35 - 44	Employed	University Degree	3. Occasionally	3. Occasionally	1. Never	2. Rarely	1. Never
10/11/2025 20:44	Female	35 - 44	Employed	College	4. Once a week	2. Rarely	1. Never	4. Once a week	4. Once a week
10/11/2025 21:38	Male	35 - 44	Employed	University Degree	5. Daily	2. Rarely	3. Occasionally	2. Rarely	1. Never
11/11/2025 4:05	Male	35 - 44	Self-employed	Postgraduate	3. Occasionally	1. Never	1. Never	1. Never	1. Never
11/11/2025 6:18	Female	35 - 44	Employed	University Degree	5. Daily	5. Daily	5. Daily	3. Occasionally	5. Daily
11/11/2025 7:36	Female	25 - 34	Student	Postgraduate	5. Daily	2. Rarely	1. Never	1. Never	1. Never
11/11/2025 13:09	Female	Over 65	Stay-at-home parent	High School	5. Daily	5. Daily	1. Never	1. Never	5. Daily
11/11/2025 13:28	Female	18 - 24	Student	University Degree	4. Once a week	1. Never	1. Never	5. Daily	1. Never
11/11/2025 13:45	Female	35 - 44	Employed	University Degree	5. Daily	5. Daily	2. Rarely	5. Daily	1. Never
11/11/2025 17:09	Female	25 - 34	Employed	University Degree	5. Daily	1. Never	1. Never	3. Occasionally	1. Never
11/11/2025 18:51	Female	25 - 34	Employed	University Degree	4. Once a week	2. Rarely	1. Never	2. Rarely	1. Never
12/11/2025 12:55	Male	18 - 24	Student	Postgraduate	5. Daily	3. Occasionally	1. Never	1. Never	1. Never
12/11/2025 12:57	Male	25 - 34	Student	Postgraduate	5. Daily	5. Daily	5. Daily	5. Daily	1. Never
12/11/2025 14:29	Female	45 - 54	Employed	College	3. Occasionally	3. Occasionally	3. Occasionally	3. Occasionally	3. Occasionally
13/11/2025 15:48	Female	35 - 44	Self-employed	Postgraduate	5. Daily	1. Never	1. Never	3. Occasionally	5. Daily
13/11/2025 15:56	Female	35 - 44	Employed	University Degree	1. Never	4. Once a week	4. Once a week	1. Never	1. Never
13/11/2025 16:49	Female	35 - 44	Employed	College	4. Once a week	1. Never	1. Never	5. Daily	1. Never
13/11/2025 18:54	Male	35 - 44	Employed	Postgraduate	5. Daily	1. Never	2. Rarely	2. Rarely	4. Once a week
15/11/2025 21:19	Male	35 - 44	Student	Postgraduate	5. Daily	2. Rarely	2. Rarely	2. Rarely	1. Never
18/11/2025 13:38	Female	35 - 44	Student	University Degree	4. Once a week	2. Rarely	4. Once a week	4. Once a week	2. Rarely

5. How often do you use the following AI Tools? [Bixby (Samsung)]	5. How often do you use the following AI Tools? [Google Assistant]	6. Do you currently pay for a subscription to any AI tool?	7. What do you usually use AI tools for? (Select all that apply)	8. On which devices do you usually use AI tools? (Select all that apply)
1. Never	1. Never	Yes	Studying, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	3. Occasionally	Yes	Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook, Work or school device
1. Never	1. Never	No	Research, Studying, Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook, Tablet
1. Never	1. Never	Yes	Research, Studying, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity, Financial advice	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	3. Occasionally	Yes	Work	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	5. Daily	Yes	Research, Studying, Creative projects (writing, art, design, etc.)	Smartphone / Mobile phone, Personal laptop / notebook, Smart speaker (e.g. Alexa, Google Home)
1. Never	3. Occasionally	No	Research, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	5. Daily	No	Research, Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	1. Never	Yes	Research, Work, Entertainment or curiosity	Smartphone / Mobile phone, Work or school device
3. Occasionally	3. Occasionally	Yes	Research, Work, Creative projects (writing, art, design, etc.), Food control, diet, exercise routine, sleep control.	Smartphone / Mobile phone, Personal laptop / notebook
3. Occasionally	1. Never	No	Research, Studying, Work, Entertainment or curiosity	Smartphone / Mobile phone
1. Never	3. Occasionally	Yes	Work	Smartphone / Mobile phone, Personal laptop / notebook, Work or school device, Tablet
1. Never	4. Once a week	No	Research, Creative projects (writing, art, design, etc.), Product reviews and comparisons before buying	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	1. Never	No	Research, Work, Creative projects (writing, art, design, etc.)	Smartphone / Mobile phone
1. Never	1. Never	Yes	Work	Smartphone / Mobile phone, Personal laptop / notebook, Work or school device, Tablet
1. Never	2. Rarely	Yes	Entertainment or curiosity	Smartphone / Mobile phone
1. Never	1. Never	Yes	Research, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity, Like a personal assistant	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	2. Rarely	Yes	Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Personal laptop / notebook
2. Rarely	3. Occasionally	No	Research, Studying, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Smart speaker (e.g. Alexa, Google Home)
1. Never	1. Never	No	Research, Studying, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook, Work or school device
1. Never	4. Once a week	No	Research, Creative projects (writing, art, design, etc.), Entertainment or curiosity, Recetas.	Smartphone / Mobile phone, Smart speaker (e.g. Alexa, Google Home)
1. Never	1. Never	No	Studying, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Personal laptop / notebook, Tablet
1. Never	5. Daily	No	Studying, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook, Tablet
1. Never	1. Never	Yes	Studying, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook, Work or school device
1. Never	1. Never	No	Research, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Work or school device
3. Occasionally	3. Occasionally	Yes	Research, Studying, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	2. Rarely	No	Research, Studying, Work, Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	1. Never	No	Research, Studying, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook, Tablet
1. Never	1. Never	Yes	Research, Studying, Work, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	1. Never	No	Studying, Work	Smartphone / Mobile phone
1. Never	1. Never	No	Work, Entertainment or curiosity, Instead of googling	Smartphone / Mobile phone, Personal laptop / notebook
1. Never	1. Never	Yes	Research, Studying, Work	Smartphone / Mobile phone, Personal laptop / notebook, Work or school device, Smart speaker (e.g. Alexa, Google Ho
1. Never	2. Rarely	No	Research, Studying, Creative projects (writing, art, design, etc.), Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook
2. Rarely	2. Rarely	Yes	Research, Studying, Work, Entertainment or curiosity	Smartphone / Mobile phone, Personal laptop / notebook, Work or school device

9. How helpful do you find AI tools in your daily life?	10. How concerned are you about your privacy when using AI tools?	11. Do you understand how your data is collected and used when you interact with AI tools?	12. Have you ever read the privacy policy of an AI tools?	13. Have you ever avoided sharing personal information with AI tools because of privacy concerns?
Very helpful	Moderately concerned	Not really	No	No
Moderately helpful	Extremely concerned	Somewhat	No	Yes
Very helpful	Not concerned at all	Somewhat	No	No
Very helpful	Very concerned	Somewhat	Yes	Yes
Very helpful	Moderately concerned	Yes, completely	Yes	Yes
Very helpful	Not concerned at all	Not really	No	No
Very helpful	Moderately concerned	Somewhat	Yes	Yes
Very helpful	Not concerned at all	Not really	No	Yes
Extremely helpful	Moderately concerned	Yes, completely	No	Yes
Extremely helpful	Very concerned	Somewhat	No	Yes
Very helpful	Moderately concerned	Yes, completely	No	Yes
Very helpful	Extremely concerned	Yes, completely	Yes	Yes
Very helpful	Slightly concerned	Somewhat	No	No
Not helpful at all	Moderately concerned	Yes, completely	No	No
Extremely helpful	Slightly concerned	Not really	No	No
Very helpful	Not concerned at all	Yes, completely	Yes	Yes
Extremely helpful	Very concerned	Yes, completely	Maybe	Yes
Very helpful	Not concerned at all	Somewhat	No	Yes
Extremely helpful	Moderately concerned	Somewhat	Maybe	Yes
Extremely helpful	Slightly concerned	Not really	No	No
Very helpful	Very concerned	Not really	No	Yes
Very helpful	Slightly concerned	Not really	No	No
Extremely helpful	Very concerned	Somewhat	Maybe	Yes
Extremely helpful	Slightly concerned	Not really	No	No
Very helpful	Moderately concerned	Somewhat	Maybe	Yes
Extremely helpful	Extremely concerned	Yes, completely	No	Yes
Very helpful	Very concerned	Yes, completely	Yes	Yes
Very helpful	Extremely concerned	Yes, completely	Yes	No
Extremely helpful	Not concerned at all	Not really	No	No
Very helpful	Moderately concerned	Somewhat	No	No
Extremely helpful	Extremely concerned	Not at all	No	Yes
Extremely helpful	Moderately concerned	Somewhat	Yes	No
Very helpful	Very concerned	Not really	Maybe	Yes
Very helpful	Moderately concerned	Not really	No	Yes



14. How much do you trust AI companies to protect your personal data?	15. In your opinion, who should be mainly responsible for protecting user data? (Select all that apply)	16. Do you think AI tools should ask for explicit consent before using data for training or improvements?	Please share any thoughts or experiences about privacy when using AI tools.
Mostly	The user, The company providing the AI tool, Government or external organizations	Yes	
A little	The user	Yes	
Somewhat	The user, The company providing the AI tool	Maybe	
Not at all	The company providing the AI tool, Government or external organizations	Yes	
A little	The company providing the AI tool	Yes	
A little	The company providing the AI tool	Maybe	La verdad no me lo habia preguntado ni cuestionado nunca puesto que me sirve que me hagan seguimiento de mi actividad para encontrar respues
Somewhat	The user	Yes	I haven't new ideas
Somewhat	The company providing the AI tool	Yes	Very good tool when you know how to use it
Not at all	The user	Yes	
Somewhat	The user, The company providing the AI tool	Yes	Data protection and transparency.
Somewhat	The user, The company providing the AI tool, Government or external organizations	Yes	
Not at all	The company providing the AI tool	Yes	Privacy no longer exists
Mostly	The company providing the AI tool	Yes	
Not at all	The user	No	You have to be careful about giving out personal information, but I actually only use AI for links. The truth is, I don't use it much.
Completely	The company providing the AI tool	Yes	
A little	Government or external organizations	Maybe	
Somewhat	The user	Yes	I believe it is important for the user to handle sensitive data correctly, for example by giving instructions with other fictitious data, but ensuring that th
A little	The user, The company providing the AI tool	No	Well, I think there are a paradox with the AI tools. Because if we want to have goods AI tools, the AI needs to learn through of differents experiences,
Mostly	The company providing the AI tool	Maybe	Es mas amigable al momento de refactar alguna consulta, ya que, permite dar tonos a la respuesta que se requiere. En temas de importancia todav
Not at all	The company providing the AI tool, Government or external organizations	Yes	
Somewhat	The user, The company providing the AI tool	Yes	IA es una Herramienta muy importante y de mucho apoyo en los tiempos que estamos viviendo, si me preocupa mi privacidad ya que lo que yo averi
Not at all	The company providing the AI tool, Government or external organizations	Yes	I think I'm naive to how my data can be used, therefore I currently do not feel too concerned. However, if I were more informed on what my personal
Not at all	The user	Yes	
Somewhat	The company providing the AI tool	Yes	
A little	The user, The company providing the AI tool, Government or external organizations	Yes	
Not at all	The user, The company providing the AI tool, Government or external organizations	Yes	ChatGPT answered these questions for me
A little	The user	Yes	AI tools should ask users for consent, and provide security measures to protect sensitive data
Somewhat	The user, The company providing the AI tool	Yes	
Not at all	The user, The company providing the AI tool	Yes	
Somewhat	The user, The company providing the AI tool	Yes	
Not at all	The company providing the AI tool, Government or external organizations	Yes	
Mostly	The user, The company providing the AI tool	Yes	
A little	The company providing the AI tool, Government or external organizations	Yes	I am sometimes unsure about how my data is collected and stored when I use AI tools. Although they are helpful, I am concerned about who has acc
A little	The user, The company providing the AI tool	Yes	That information gets leaked

Step 2: Prepare Survey Data

To clean and prepare the dataset, I used Visual Studio Code (VS Code) along with Python and other libraries. The goal was to ensure the data was properly structured for analysis and ready for visualization in Power BI.

- The first step in the cleaning process was to remove two columns from the raw Survey1.csv file:

```
# Remove the first (timestamp) and last (open question) column
survey = survey.drop(columns=['Timestamp', 'Please share any thoughts or experiences about privacy when using AI tools.'])
```

Column	Reason
Timestamp	This column did not contribute meaningful information for analysis.
Open-ended question: "Please share any thoughts or experiences about privacy when using AI tools."	This field contained many missing values and inconsistent text responses and was therefore excluded from the structured analysis.

- Next, I added a unique identifier for each participant:

```
# Add Respondent_ID starting from 1
survey.insert(0, 'Respondent_ID', range(1, len(survey) + 1))
```

- To improve readability and ensure consistent naming, I also renamed multiple columns to shorter, cleaner labels.

```
# Rename columns to shorter, cleaner names
cols = survey.columns

rename_map = {
    cols[1]:  'Gender',
    cols[2]:  'Age_Group',
    cols[3]:  'Occupation',
    cols[4]:  'Education_Level',
    cols[5]:  'AI_Tool_ChatGPT',
    cols[6]:  'AI_Tool_Gemini',
    cols[7]:  'AI_Tool_Copilot',
    cols[8]:  'AI_Tool_Siri',
    cols[9]:  'AI_Tool_Alexa',
    cols[10]: 'AI_Tool_Bixby',
    cols[11]: 'AI_Tool_GAssistant',
    cols[12]: 'Pay_Subscription',
    cols[13]: 'Use_Cases',
    cols[14]: 'Devices',
    cols[15]: 'Helpful',
    cols[16]: 'Privacy_Concern',
    cols[17]: 'Understand_Collection',
    cols[18]: 'Read_Policy',
    cols[19]: 'Avoid_Sharing',
    cols[20]: 'Trust_Companies',
    cols[21]: 'Who_Responsible',
    cols[22]: 'Explicit_Consent'}

survey = survey.rename(columns=rename_map)
```

- The survey included several questions about how often participants use different AI tools. In the original file, these answers started with numbers (for example, “1. Daily” or “3. Occasionally”). I removed the numbers so that each cell contained only the actual response.

```
# AI columns
ai_cols = ['AI_Tool_ChatGPT', 'AI_Tool_Gemini', 'AI_Tool_Copilot', 'AI_Tool_Siri', 'AI_Tool_Alexa', 'AI_Tool_Bixby', 'AI_Tool_GAssistant']

# Remove the numeric prefix ("1. ", "2. ", etc.)
for col in ai_cols:
    survey[col] = survey[col].str.replace(r'^\d+\.\s*', '', regex=True)
```

- Also, the survey contained three multi-select questions: *Use_Cases*, *Devices*, and *Who_Responsible*. To standardize these fields, I removed any text inside parentheses, split the responses into lists, and cleaned the lists by removing extra spaces and empty values.

```
import re

# Remove anything inside parentheses EX: "(writing, art, design, etc.)"
survey['Use_Cases'] = survey['Use_Cases'].apply(lambda x: re.sub(r"\([^)]*\)", "", x).strip())

# Split into list
survey['Use_Cases'] = survey['Use_Cases'].str.split(', ')

# Remove empty values from list
survey['Use_Cases'] = survey['Use_Cases'].apply(lambda lst: [item.strip() for item in lst if item.strip() != ""])
```

```
# Remove anything inside parentheses
survey['Devices'] = survey['Devices'].apply(lambda x: re.sub(r"\([^)]*\)", "", x).strip())

# Split into list
survey['Devices'] = survey['Devices'].str.split(', ')

# Remove empty values from list
survey['Devices'] = survey['Devices'].apply(lambda lst: [item.strip() for item in lst if item.strip() != ""])
```

```
# Split into list
survey['Who_Responsible'] = survey['Who_Responsible'].str.split(', ')

# Remove empty values from list
survey['Who_Responsible'] = survey['Who_Responsible'].apply(lambda lst: [item.strip() for item in lst if item.strip() != ""])
```

- To prepare the dataset for visualizations, I reorganized the AI tool columns using the melt() function. Instead of having one column for each AI tool, this converts them into two columns: one indicating the name of the tool and another showing how often it is used. This means that each participant appears in several rows; one for each AI tool they were asked about.

```
# All columns that start with 'AI_Tool_'
ai_cols = [c for c in survey.columns if c.startswith("AI_Tool_")]

# All the other columns (demographics, privacy, etc.)
id_cols = [c for c in survey.columns if c not in ai_cols]

# One row per Respondent_ID x AI tool
survey_long = survey.melt(id_vars=id_cols, value_vars=ai_cols, var_name="AI_Tool", value_name="AI_Tool_Freq")

# Clean AI_Tool names: 'AI_Tool_ChatGPT' -> 'ChatGPT'
survey_long["AI_Tool"] = survey_long["AI_Tool"].str.replace("AI_Tool_", "")
```

- Similarly, the multi-select questions (*Use_Cases, Devices, Who_Responsible*) were separated using the explode() method, so that each selected option appears in its own row, and not as a list. This allows Power BI to analyze every response individually instead of keeping them grouped inside a single cell.

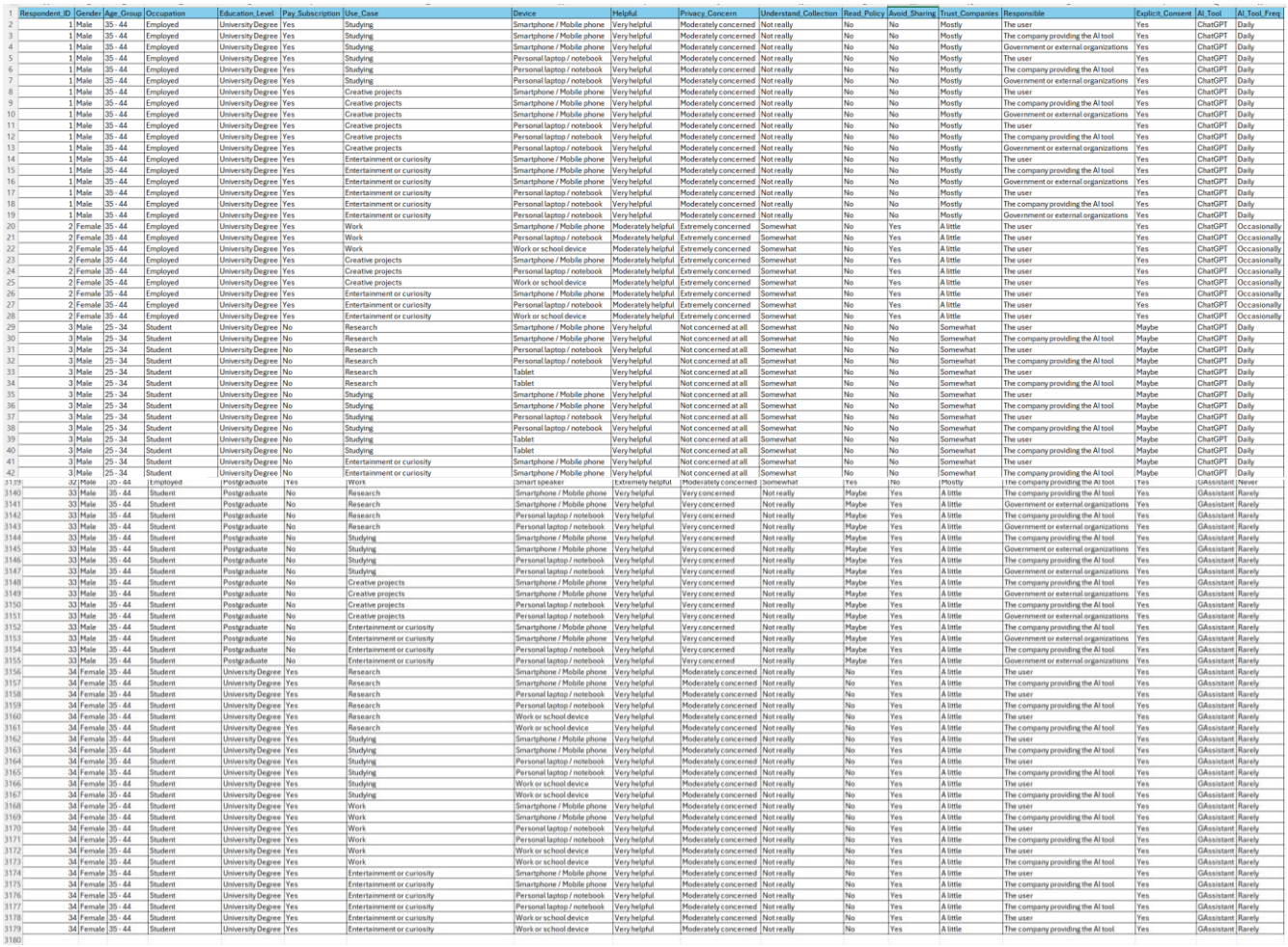
```
# Use cases
survey_long = survey_long.explode("Use_Cases")
survey_long = survey_long.rename(columns={"Use_Cases": "Use_Case"})

# Devices
survey_long = survey_long.explode("Devices")
survey_long = survey_long.rename(columns={"Devices": "Device"})

# Who is responsible
survey_long = survey_long.explode("Who_Responsible")
survey_long = survey_long.rename(columns={"Who_Responsible": "Responsible"})
```

- After the cleaning and transformation process, the final dataset was reshaped into a long format. As a result, the cleaned file (***Survey2.csv***) now contains 18 columns and 3178 rows representing all possible combinations of responses. This final version of the dataset, shown in the screenshots below, will be used for analysis and dashboard creation.

```
# Save final cleaned long dataset
survey_long.to_csv("Survey2.csv", index=False)
```



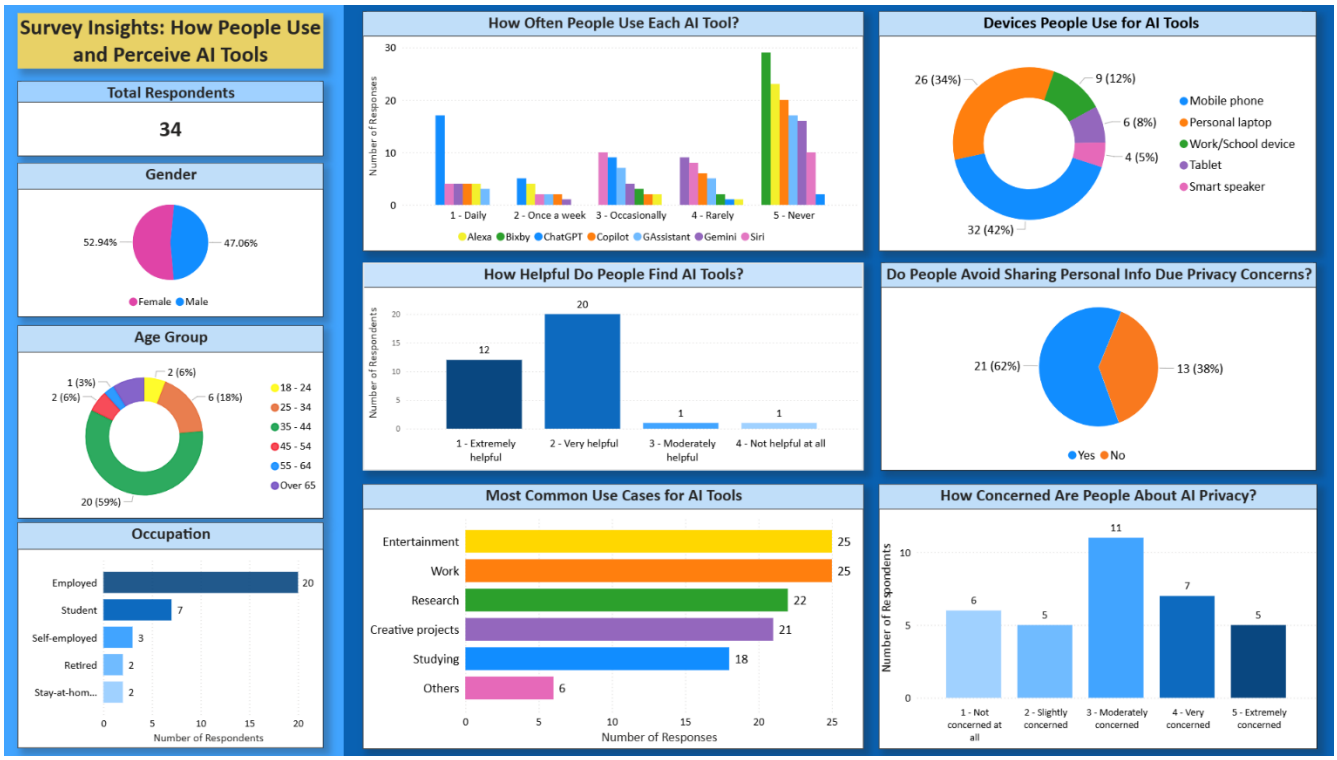
	Respondent_ID	Gender	Age_Group	Occupation	Education_Level	Pay_Subscription	Use_Case	Device	Helpful	Privacy_Concern	Understand_Collection	Read_Policy	Avoid_Sharing	Trust_Companies	Responsible	Explicit_Consent	AI_Tool	AI_Tool_Freq
2	1	Male	35 - 44	Employed	University Degree	Yes	Studying	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	No	Mostly	The user	Yes	ChatGPT	Daily
3	1	Male	35 - 44	Employed	University Degree	Yes	Studying	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	No	Mostly	The company providing the AI tool	Yes	ChatGPT	Daily
4	1	Male	35 - 44	Employed	University Degree	Yes	Studying	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	No	Mostly	Government or external organizations	Yes	ChatGPT	Daily
5	1	Male	35 - 44	Employed	University Degree	Yes	Studying	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	No	Mostly	The user	Yes	ChatGPT	Daily
6	1	Male	35 - 44	Employed	University Degree	Yes	Studying	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	No	Mostly	The company providing the AI tool	Yes	ChatGPT	Daily
7	1	Male	35 - 44	Employed	University Degree	Yes	Studying	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	No	Mostly	Government or external organizations	Yes	ChatGPT	Daily
8	1	Male	35 - 44	Employed	University Degree	Yes	Creative projects	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	No	Mostly	The user	Yes	ChatGPT	Daily
9	1	Male	35 - 44	Employed	University Degree	Yes	Creative projects	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	No	Mostly	The company providing the AI tool	Yes	ChatGPT	Daily
10	1	Male	35 - 44	Employed	University Degree	Yes	Creative projects	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	No	Mostly	Government or external organizations	Yes	ChatGPT	Daily
11	1	Male	35 - 44	Employed	University Degree	Yes	Creative projects	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	No	Mostly	The user	Yes	ChatGPT	Daily
12	1	Male	35 - 44	Employed	University Degree	Yes	Creative projects	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	No	Mostly	The company providing the AI tool	Yes	ChatGPT	Daily
13	1	Male	35 - 44	Employed	University Degree	Yes	Creative projects	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	No	Mostly	Government or external organizations	Yes	ChatGPT	Daily
14	1	Male	35 - 44	Employed	University Degree	Yes	Entertainment or curiosity	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	No	Mostly	The user	Yes	ChatGPT	Daily
15	1	Male	35 - 44	Employed	University Degree	Yes	Entertainment or curiosity	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	No	Mostly	The company providing the AI tool	Yes	ChatGPT	Daily
16	1	Male	35 - 44	Employed	University Degree	Yes	Entertainment or curiosity	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	No	Mostly	Government or external organizations	Yes	ChatGPT	Daily
17	1	Male	35 - 44	Employed	University Degree	Yes	Entertainment or curiosity	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	No	Mostly	The user	Yes	ChatGPT	Daily
18	1	Male	35 - 44	Employed	University Degree	Yes	Entertainment or curiosity	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	No	Mostly	The company providing the AI tool	Yes	ChatGPT	Daily
19	1	Male	35 - 44	Employed	University Degree	Yes	Entertainment or curiosity	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	No	Mostly	Government or external organizations	Yes	ChatGPT	Daily
20	2	Female	35 - 44	Employed	University Degree	Yes	Work	Smartphone / Mobile phone	Moderately helpful	Extremely concerned	Somewhat	No	Yes	A little	The user	Yes	ChatGPT	Occasionally
21	2	Female	35 - 44	Employed	University Degree	Yes	Work	Personal laptop / notebook	Moderately helpful	Extremely concerned	Somewhat	No	Yes	A little	The user	Yes	ChatGPT	Occasionally
22	2	Female	35 - 44	Employed	University Degree	Yes	Work	Work or school device	Moderately helpful	Extremely concerned	Somewhat	No	Yes	A little	The user	Yes	ChatGPT	Occasionally
23	2	Female	35 - 44	Employed	University Degree	Yes	Creative projects	Smartphone / Mobile phone	Moderately helpful	Extremely concerned	Somewhat	No	Yes	A little	The user	Yes	ChatGPT	Occasionally
24	2	Female	35 - 44	Employed	University Degree	Yes	Creative projects	Personal laptop / notebook	Moderately helpful	Extremely concerned	Somewhat	No	Yes	A little	The user	Yes	ChatGPT	Occasionally
25	2	Female	35 - 44	Employed	University Degree	Yes	Creative projects	Work or school device	Moderately helpful	Extremely concerned	Somewhat	No	Yes	A little	The user	Yes	ChatGPT	Occasionally
26	2	Female	35 - 44	Employed	University Degree	Yes	Entertainment or curiosity	Smartphone / Mobile phone	Moderately helpful	Extremely concerned	Somewhat	No	Yes	A little	The user	Yes	ChatGPT	Occasionally
27	2	Female	35 - 44	Employed	University Degree	Yes	Entertainment or curiosity	Personal laptop / notebook	Moderately helpful	Extremely concerned	Somewhat	No	Yes	A little	The user	Yes	ChatGPT	Occasionally
28	2	Female	35 - 44	Employed	University Degree	Yes	Entertainment or curiosity	Work or school device	Moderately helpful	Extremely concerned	Somewhat	No	Yes	A little	The user	Yes	ChatGPT	Occasionally
29	3	Male	25 - 34	Student	University Degree	No	Research	Smartphone / Mobile phone	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The user	Maybe	ChatGPT	Daily
30	3	Male	25 - 34	Student	University Degree	No	Research	Smartphone / Mobile phone	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The company providing the AI tool	Maybe	ChatGPT	Daily
31	3	Male	25 - 34	Student	University Degree	No	Research	Personal laptop / notebook	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The user	Maybe	ChatGPT	Daily
32	3	Male	25 - 34	Student	University Degree	No	Research	Personal laptop / notebook	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The company providing the AI tool	Maybe	ChatGPT	Daily
33	3	Male	25 - 34	Student	University Degree	No	Research	Tablet	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The user	Maybe	ChatGPT	Daily
34	3	Male	25 - 34	Student	University Degree	No	Research	Tablet	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The company providing the AI tool	Maybe	ChatGPT	Daily
35	3	Male	25 - 34	Student	University Degree	No	Studying	Smartphone / Mobile phone	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The user	Maybe	ChatGPT	Daily
36	3	Male	25 - 34	Student	University Degree	No	Studying	Smartphone / Mobile phone	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The company providing the AI tool	Maybe	ChatGPT	Daily
37	3	Male	25 - 34	Student	University Degree	No	Studying	Personal laptop / notebook	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The user	Maybe	ChatGPT	Daily
38	3	Male	25 - 34	Student	University Degree	No	Studying	Personal laptop / notebook	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The company providing the AI tool	Maybe	ChatGPT	Daily
39	3	Male	25 - 34	Student	University Degree	No	Studying	Tablet	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The user	Maybe	ChatGPT	Daily
40	3	Male	25 - 34	Student	University Degree	No	Studying	Tablet	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The company providing the AI tool	Maybe	ChatGPT	Daily
41	3	Male	25 - 34	Student	University Degree	No	Entertainment or curiosity	Smartphone / Mobile phone	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The user	Maybe	ChatGPT	Daily
42	3	Male	25 - 34	Student	University Degree	No	Entertainment or curiosity	Smartphone / Mobile phone	Very helpful	Not concerned at all	Somewhat	No	No	Somewhat	The company providing the AI tool	Maybe	ChatGPT	Daily
3139	32	Female	35 - 44	Employed	Postgraduate	Yes	Work	Smartphone / Mobile phone	Extremely helpful	Moderately concerned	Somewhat	Yes	No	Mostly	The company providing the AI tool	Yes	GAssistant	Never
3140	33	Male	35 - 44	Student	Postgraduate	No	Research	Smartphone / Mobile phone	Very helpful	Very concerned	Not really	Maybe	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3141	33	Male	35 - 44	Student	Postgraduate	No	Research	Smartphone / Mobile phone	Very helpful	Very concerned	Not really	Maybe	Yes	A little	Government or external organizations	Yes	GAssistant	Rarely
3142	33	Male	35 - 44	Student	Postgraduate	No	Research	Personal laptop / notebook	Very helpful	Very concerned	Not really	Maybe	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3143	33	Male	35 - 44	Student	Postgraduate	No	Research	Personal laptop / notebook	Very helpful	Very concerned	Not really	Maybe	Yes	A little	Government or external organizations	Yes	GAssistant	Rarely
3144	33	Male	35 - 44	Student	Postgraduate	No	Studying	Smartphone / Mobile phone	Very helpful	Very concerned	Not really	Maybe	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3145	33	Male	35 - 44	Student	Postgraduate	No	Studying	Smartphone / Mobile phone	Very helpful	Very concerned	Not really	Maybe	Yes	A little	Government or external organizations	Yes	GAssistant	Rarely
3146	33	Male	35 - 44	Student	Postgraduate	No	Studying	Personal laptop / notebook	Very helpful	Very concerned	Not really	Maybe	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3147	33	Male	35 - 44	Student	Postgraduate	No	Studying	Personal laptop / notebook	Very helpful	Very concerned	Not really	Maybe	Yes	A little	Government or external organizations	Yes	GAssistant	Rarely
3148	33	Male	35 - 44	Student	Postgraduate	No	Creative projects	Smartphone / Mobile phone	Very helpful	Very concerned	Not really	Maybe	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3149	33	Male	35 - 44	Student	Postgraduate	No	Creative projects	Smartphone / Mobile phone	Very helpful	Very concerned	Not really	Maybe	Yes	A little	Government or external organizations	Yes	GAssistant	Rarely
3150	33	Male	35 - 44	Student	Postgraduate	No	Creative projects	Personal laptop / notebook	Very helpful	Very concerned	Not really	Maybe	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3151	33	Male	35 - 44	Student	Postgraduate	No	Creative projects	Personal laptop / notebook	Very helpful	Very concerned	Not really	Maybe	Yes	A little	Government or external organizations	Yes	GAssistant	Rarely
3152	33	Male	35 - 44	Student	Postgraduate	No	Entertainment or curiosity	Smartphone / Mobile phone	Very helpful	Very concerned	Not really	Maybe	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3153	33	Male	35 - 44	Student	Postgraduate	No	Entertainment or curiosity	Smartphone / Mobile phone	Very helpful	Very concerned	Not really	Maybe	Yes	A little	Government or external organizations	Yes	GAssistant	Rarely
3154	33	Male	35 - 44	Student	Postgraduate	No	Entertainment or curiosity	Personal laptop / notebook	Very helpful	Very concerned	Not really	Maybe	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3155	33	Male	35 - 44	Student	Postgraduate	No	Entertainment or curiosity	Personal laptop / notebook	Very helpful	Very concerned	Not really	Maybe	Yes	A little	Government or external organizations	Yes	GAssistant	Rarely
3156	34	Female	35 - 44	Student	University Degree	Yes	Research	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3157	34	Female	35 - 44	Student	University Degree	Yes	Research	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3158	34	Female	35 - 44	Student	University Degree	Yes	Research	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3159	34	Female	35 - 44	Student	University Degree	Yes	Research	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3160	34	Female	35 - 44	Student	University Degree	Yes	Research	Work or school device	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3161	34	Female	35 - 44	Student	University Degree	Yes	Research	Work or school device	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3162	34	Female	35 - 44	Student	University Degree	Yes	Studying	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3163	34	Female	35 - 44	Student	University Degree	Yes	Studying	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3164	34	Female	35 - 44	Student	University Degree	Yes	Studying	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3165	34	Female	35 - 44	Student	University Degree	Yes	Studying	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3166	34	Female	35 - 44	Student	University Degree	Yes	Studying	Work or school device	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3167	34	Female	35 - 44	Student	University Degree	Yes	Studying	Work or school device	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3168	34	Female	35 - 44	Student	University Degree	Yes	Work	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3169	34	Female	35 - 44	Student	University Degree	Yes	Work	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3170	34	Female	35 - 44	Student	University Degree	Yes	Work	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3171	34	Female	35 - 44	Student	University Degree	Yes	Work	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3172	34	Female	35 - 44	Student	University Degree	Yes	Work	Work or school device	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3173	34	Female	35 - 44	Student	University Degree	Yes	Work	Work or school device	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3174	34	Female	35 - 44	Student	University Degree	Yes	Entertainment or curiosity	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3175	34	Female	35 - 44	Student	University Degree	Yes	Entertainment or curiosity	Smartphone / Mobile phone	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3176	34	Female	35 - 44	Student	University Degree	Yes	Entertainment or curiosity	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3177	34	Female	35 - 44	Student	University Degree	Yes	Entertainment or curiosity	Personal laptop / notebook	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3178	34	Female	35 - 44	Student	University Degree	Yes	Entertainment or curiosity	Work or school device	Very helpful	Moderately concerned	Not really	No	Yes	A little	The user	Yes	GAssistant	Rarely
3179	34	Female	35 - 44	Student	University Degree	Yes	Entertainment or curiosity	Work or school device	Very helpful	Moderately concerned	Not really	No	Yes	A little	The company providing the AI tool	Yes	GAssistant	Rarely
3180																		

Step 3: Analyze

Survey Structure and questions:

Category	Questions
Demographic Information	1. Gender
	2. Age Group
	3. Occupation
	4. Education Level
Use of AI Tools	5. How often do you use the following AI Tools?
	6. Do you currently pay for a subscription to any AI tool?
	7. What do you usually use AI tools for? (Select all that apply)
	8. On which devices do you usually use AI tools? (Select all that apply)
	9. How helpful do you find AI tools in your daily life?
Privacy Concerns	10. How concerned are you about your privacy when using AI tools?
	11. Do you understand how your data is collected and used when you interact with AI tools?
	12. Have you ever read the privacy policy of an AI tools?
	13. Have you ever avoided sharing personal information with AI tools because of privacy concerns?
	14. How much do you trust AI companies to protect your personal data?
	15. In your opinion, who should be mainly responsible for protecting user data? (Select all that apply)
	16. Do you think AI tools should ask for explicit consent before using data for training or improvements?
Opinion/open question	Please share any thoughts or experiences about privacy when using AI tools

Dashboard and analysis:



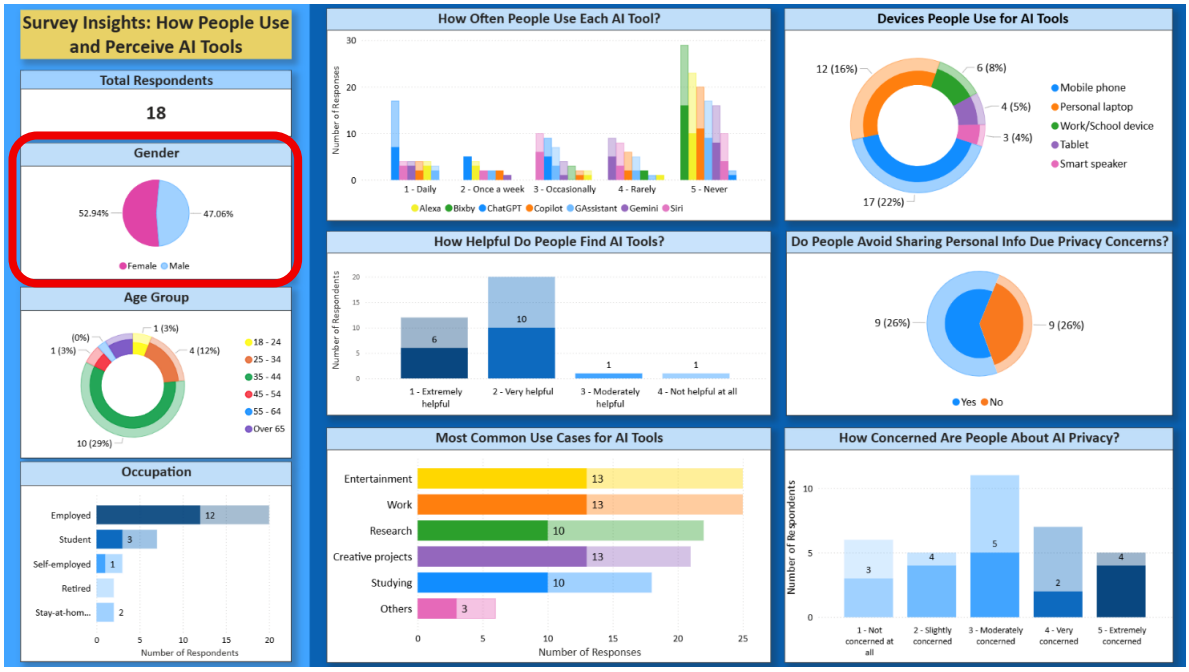
1. Respondent profile:
    - The survey had an almost equal number of men and women, with 52.9% female and 47.1% male, providing a balanced distribution for comparing opinions between genders.
    - Participants represented a range of age groups, but the 35–44 age group was the largest, making up more than half of all respondents. This indicates that most responses came from adults in their main working years.
    - As expected, in terms of occupation, the majority of respondents were employed, followed by students, with smaller groups of self-employed and retired participants.

2. Overall Usage and Perception of AI Tools:
    - ChatGPT is the most frequently used AI tool, with the highest number of daily users. In contrast, most other tools, such as Siri, Google Assistant, Gemini, Copilot, and Alexa, show much higher counts in the "Never" category, and Bixby is the least used tool in the entire dataset.
    - When asked how helpful AI tools are, most respondents rated them as "Very helpful", followed by "Extremely helpful." Only a very small number said that AI tools were "Moderately helpful" or "Not helpful at all," showing a generally positive perception.
    - In terms of what AI is used for, the most common purposes were Work and Entertainment, followed by Research, Creative projects, and Studying. This indicates that AI is used both for productivity and for personal interests.
    - When looking at the devices people use to access AI tools, the results show that most respondents use personal and easily accessible devices, especially mobile phones and personal laptops. Work or school devices, tablets, and smart speakers were used much less often.

3. Privacy Attitudes and Behavior:
    - The results show that most respondents fall between moderately concerned and extremely concerned about AI privacy, indicating that privacy is a meaningful issue for the majority of users.
    - The mentioned pattern connects directly with the second chart, where 62% of participants reported avoiding sharing personal information with AI tools because of these concerns.
    - In other words, people who feel higher levels of concern are also more likely to change their behavior and limit what they share with AI tools.

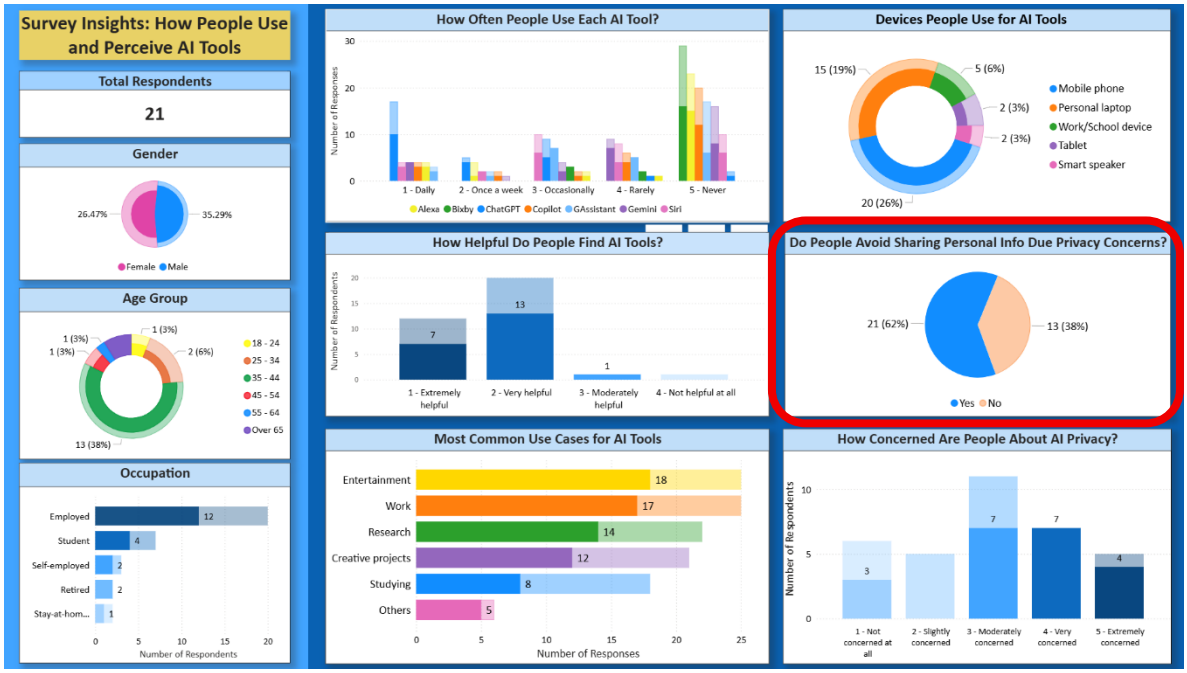
4. Cross-Group Insights: While the general trends provide an overall picture, filtering the results by subgroup reveals additional important insights.

4.1 Women vs. Men:



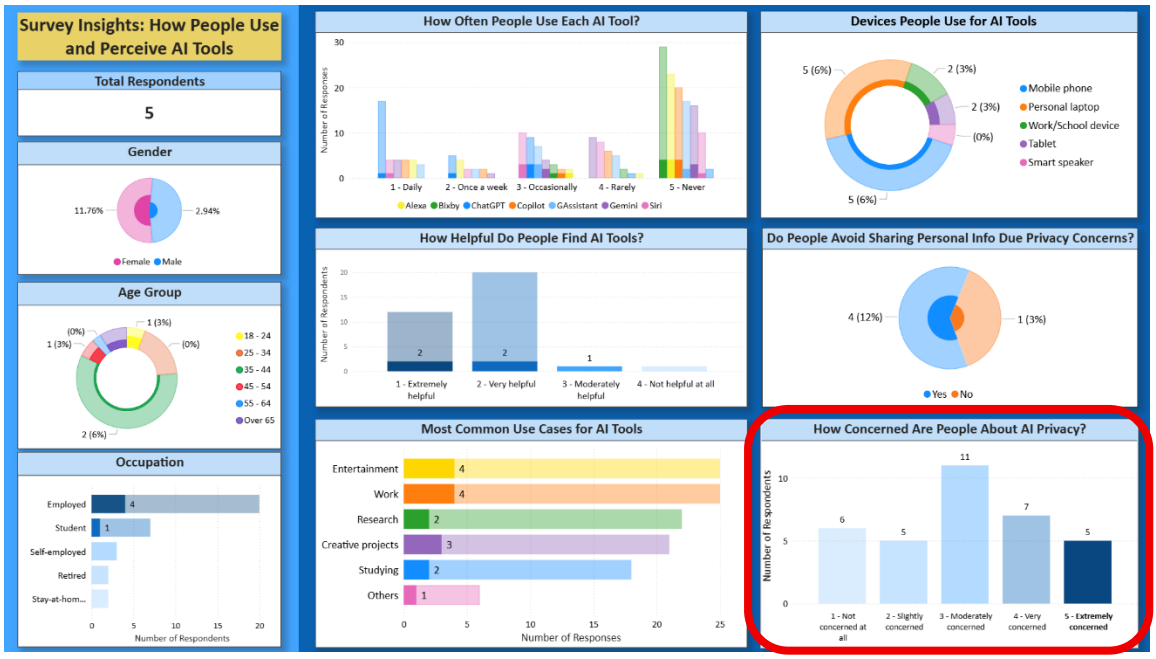
- Women tend to use ChatGPT more consistently, especially compared to other AI tools, and they generally rate AI as very helpful, particularly for activities such as entertainment, work tasks, and research. Their privacy concern levels fall mostly in the moderate to high range, but not as extreme as the most privacy-sensitive groups.
- Men show higher “Never use” rates across almost all AI tools, especially for options like Bixby and Siri. However, among the men who do use AI tools, many rated them as extremely helpful, suggesting that even though fewer men use AI regularly, those who adopt the tools tend to be very satisfied and engaged with them.

4.2 Respondents Who Avoid Sharing Personal Information:



- This group represents more than 60% of the total respondents.
- They often benefit from AI in their daily tasks, especially work, study, and productivity-related activities, but they remain more cautious and privacy-aware than other users.
- Despite relying on AI for meaningful support, they show a stronger tendency to protect their personal data, suggesting that higher engagement with AI does not reduce privacy concerns.
- Instead, their frequent use may actually make them more aware of potential risks, leading them to be more careful about what information they choose to share.

4.3 Respondents Extremely Concerned About Privacy:



- Participants who described themselves as “Extremely concerned” about AI privacy still used ChatGPT but they use it less often than others.
- Many of them also said they avoid sharing personal information with AI tools. They mostly use safer-feeling devices like phones and laptops and tend to avoid smart speakers or other devices that seem riskier.
- Overall, this shows that even very privacy-concerned users still rely on AI, but they change how they use it so they can feel more protected.

5. Conclusion:

The survey results reveal a population that recognizes the value of AI tools but remains cautious about privacy. ChatGPT is by far the most widely used AI system among respondents, and those who use it regularly tend to see it as extremely helpful.

At the same time, privacy concerns influence how and when people engage with AI, with many respondents choosing not to share personal data within these tools.

Overall, the survey highlights a balanced relationship between people who appreciate AI for its usefulness but approach it thoughtfully, especially when it comes to personal information and trust.