



**ARTIFICIAL INTELLIGENCE SURVEY  
READER RESPONSES**

14 March 2023



## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

### DISCLAIMER AND CITATION

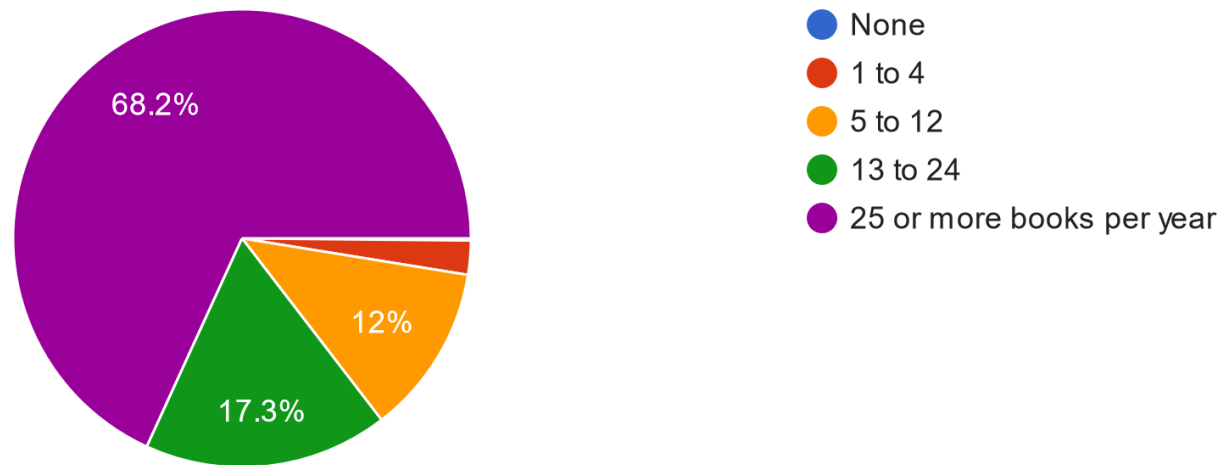
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## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

How many books do you read per year?

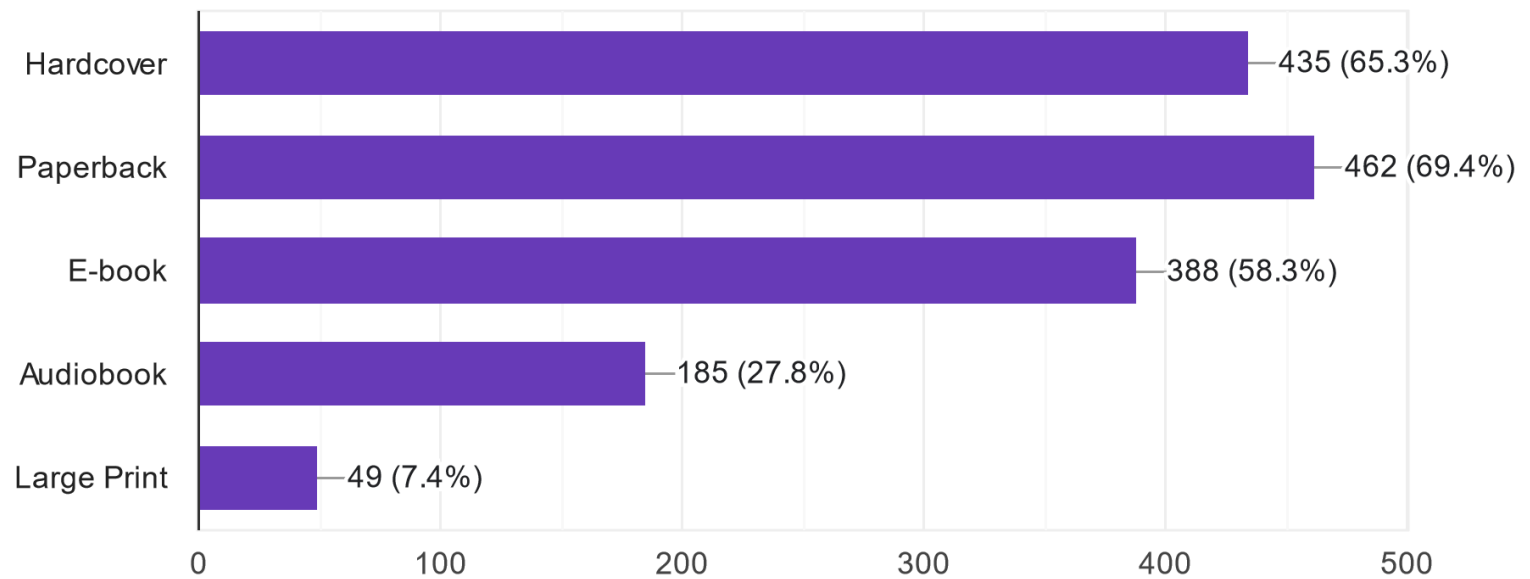
666 responses



## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Which formats do you prefer to read? (Select relevant choices)

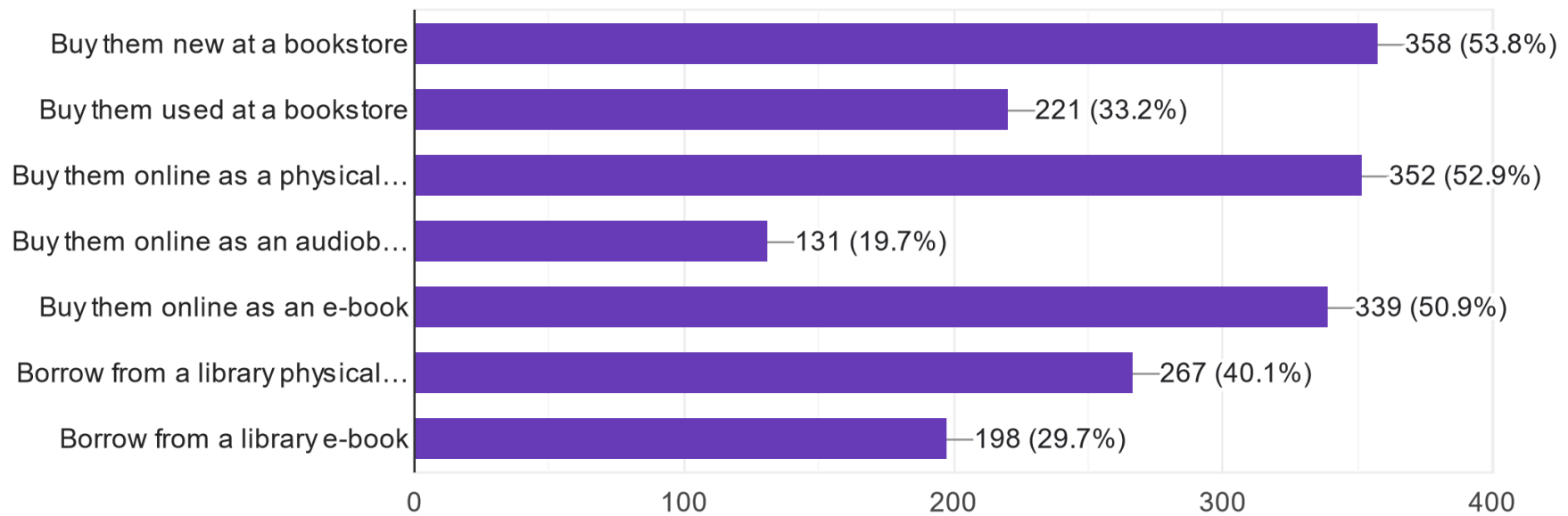
666 responses



## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

How do you get most of your books? (Select relevant choices)

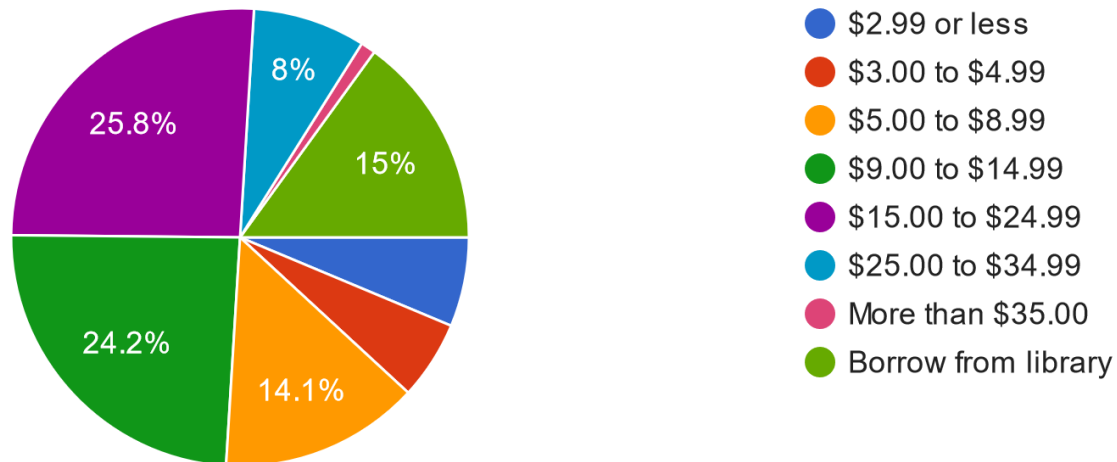
666 responses



## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

How much do you typically spend on each book?

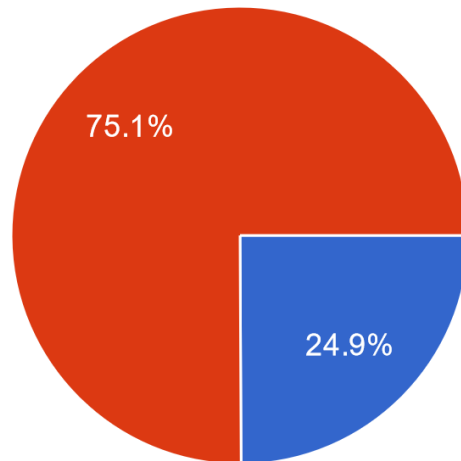
666 responses



## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Would you buy a book written by your favourite author if you knew it had been partly written using artificial intelligence?

666 responses

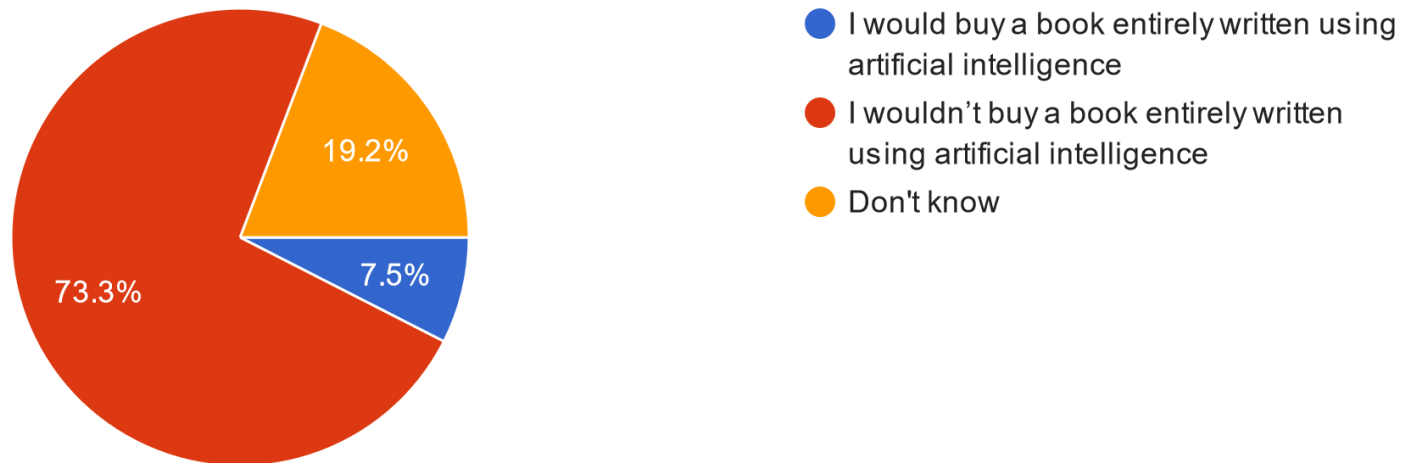


- I would buy a book partly written using artificial intelligence
- I wouldn't buy a book partly written using artificial intelligence

## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Would you buy a book written by your favourite author if you knew it had been entirely written using artificial intelligence, but had been overseen and edited by your favourite author?

666 responses

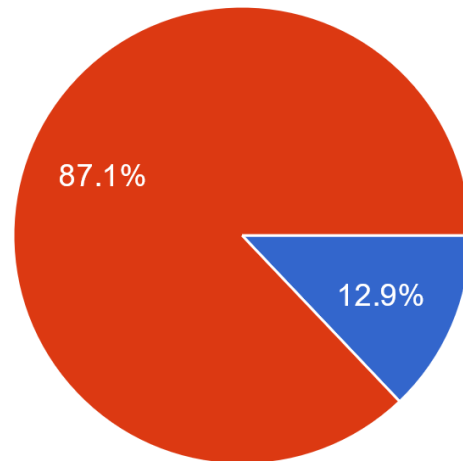




## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Would you buy a book written entirely using artificial intelligence in your favourite author's style or voice after that author passed away?

666 responses



- I would buy a posthumous book entirely written using artificial intelligence
- I wouldn't buy a posthumous book entirely written using artificial intelligence

## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Would you buy a book written entirely using artificial intelligence that was not marketed under a known author name or brand?

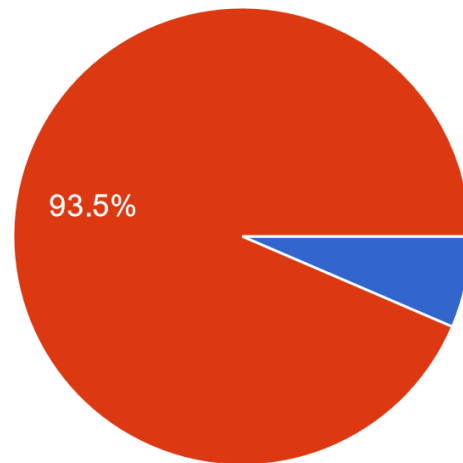
666 responses



## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Would your purchasing choices change if the price of the book fell by 50% or more?

666 responses

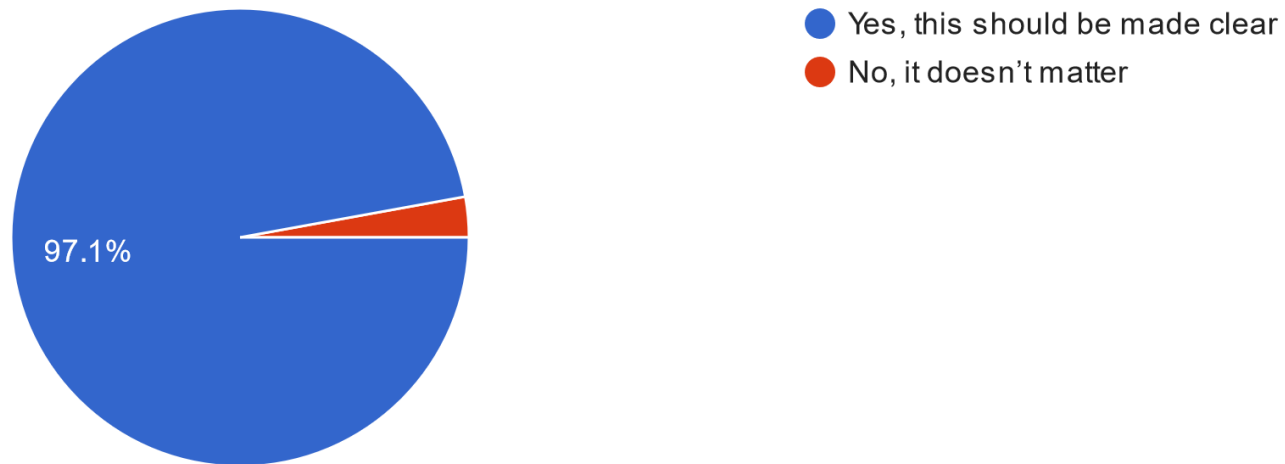


- Yes, I would buy more AI books if they were much cheaper than books written by humans
- No, I would not buy more AI books if they were much cheaper than books written by humans

## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Do you think publishers should have to explicitly state on the cover when a book has been written using artificial intelligence?

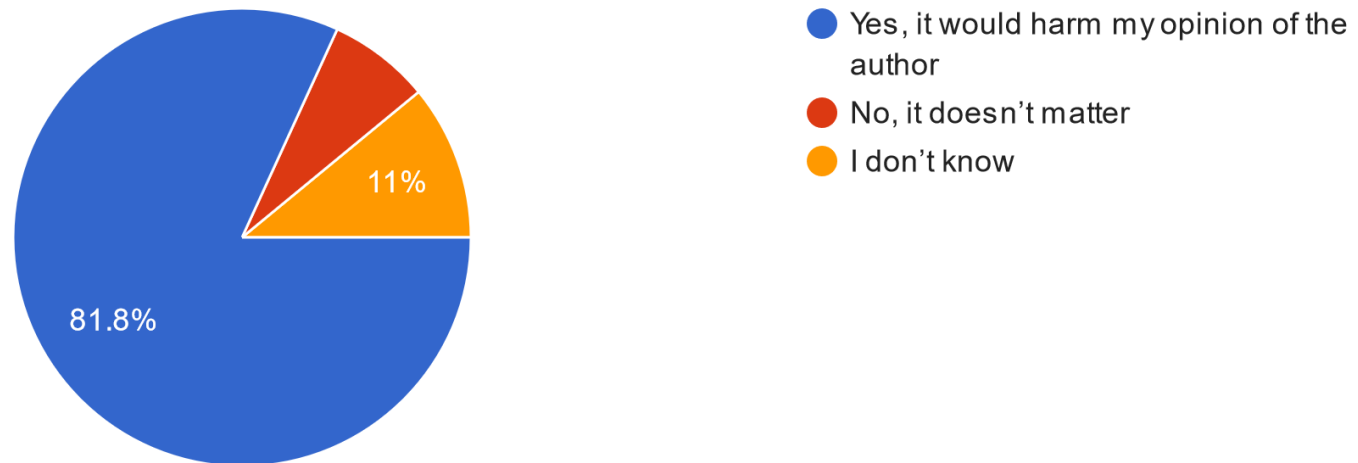
666 responses



## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Would it harm your opinion of an author if you found out they were using artificial intelligence to help them write a book, but weren't clear about that up front?

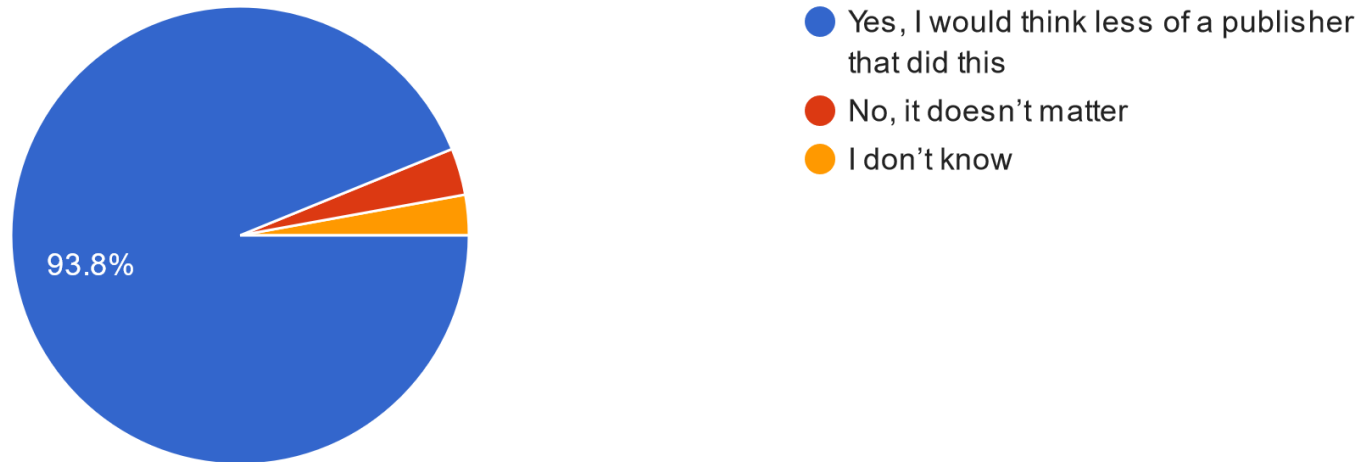
666 responses



## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Would it harm your opinion of a publisher if you found out they were publishing books written by machines without openly informing the public?

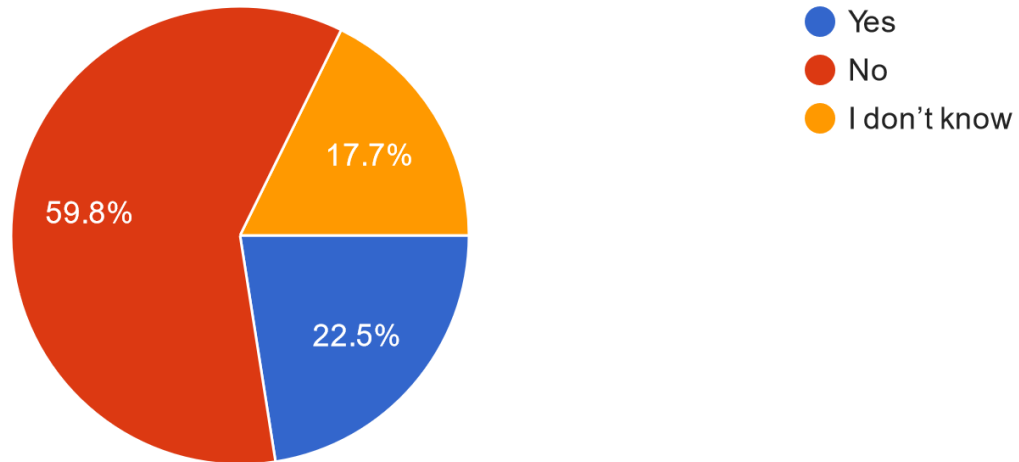
666 responses



## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Do you believe your own job is at risk of competition from artificial intelligence, robotics or automation?

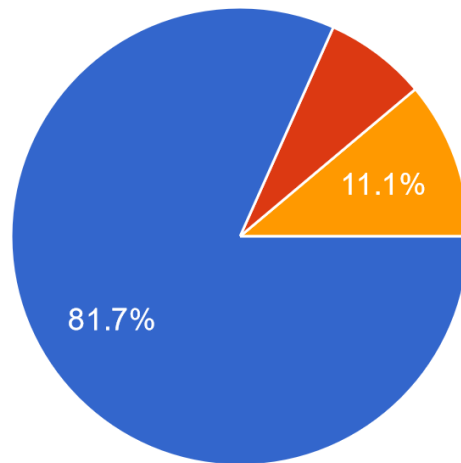
666 responses



## ARTIFICIAL INTELLIGENCE SURVEY READER RESPONSES

Do you think people should make economic choices that protect the livelihoods of other humans?

666 responses



- Yes, I think it is important to protect human incomes
- No, I think market efficiency should be the objective
- I don't know