

GERMANY



Trust or concern? How Germany feels about generative AI in media

Exploring consumer sentiment towards the use of generative AI for media content creation.

/Research Reality



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Foreword



“

Generative AI is rapidly transforming the media landscape, reshaping how content is created, consumed, and trusted. As AI-generated journalism, storytelling, and visual media become more prevalent, consumer sentiment is evolving—marked by both concern and optimism.

This report explores how audiences perceive AI's role in media, with attitudes varying significantly across generations. Understanding these differences is crucial for brands and media organisations aiming to foster trust and responsible adoption.

”

Philipp Schneider

Head of Marketing DACH, YouGov Deutschland

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Report takeaways



Top concerns

More than half of people in Germany (53%) are concerned about misinformation and deep fakes with generative AI. This increases to 63% among Baby Boomers+.



Transparency takeaway

77% of people in Germany think that explicitly stating when generative AI has been used is important, a view that is shared by 75%+ of respondents in all 15 markets surveyed.



News flash: Germans don't trust AI

More than half of people in Germany trust news content generated by AI less than news created by humans (54%), and the majority feel uncomfortable with generative AI being used for news on social media.



Global attitudes to AI

People in Germany are more likely to be concerned or skeptical about the impact on AI on everyday life compared to other surveyed countries, with 37% conveying negative sentiment (compared to the "All" average of 29%).



Calls for control

61% of people in Germany do not believe there are enough regulations in place for generative AI, increasing to 65% among the Baby Boomer generation.



Methodology

The insights in this report have been sourced via YouGov Surveys: Serviced.

The insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.

The multi-region survey was conducted from December 16, 2024 – January 2, 2025, with 1001 respondents in Germany (nat rep).

Additional insights are available for 14 other markets: Australia (nat rep), Canada (nat rep), Denmark (nat rep), France (nat rep), Great Britain (nat rep), Hong Kong (online rep), India (nat urban rep), Indonesia (online rep), Italy (nat rep), Singapore (nat rep), Spain (nat rep), Sweden (nat rep), the UAE (nat rep) and the US (nat rep).

Throughout the report, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre 1964).

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The evolving media landscape

How different generations feel about generative AI in 2025



AI overview:

Concerned and cautious...
or optimistic and excited?

1 in 5 people in Germany are skeptical about AI's increasing role in daily life over the next 10 years, while 15% are concerned.

Millennials are most likely to feel optimistic (27%), while Gen Z is less concerned (7%).



Thinking about AI in general, how do you feel about AI's increasing role in daily life over the next 10 years? Please select one answer.

	Nat rep	Gen Z	Millennials	Gen X	Baby Boomers+
Skeptical	22%	25%	20%	20%	23%
Optimistic	18%	23%	27% ▲	14%	14%
Concerned	15%	7% ▼	8% ▼	19%	21% ▲
Cautious	15%	14%	12%	18%	16%
Uneasy	10%	5% ▼	8%	9%	15% ▲
Indifferent / neutral	9%	10%	9%	13%	5% ▼
Excited	3%	6%	7% ▲	0% ▼	0% ▼

YouGov Surveys, December 16, 2024 – January 2, 2025. DE Nat rep n> 1,000; Gen Z n>100; Millennial n>200; Gen X n>250; Baby Boomers n>300
“Don’t know” and “none of these” responses not shown.
▲/▼: Indicates statistically significant differences compared to Nat rep

AI overview:

More than a third of Germans express negative sentiment about the role of AI in the next 10 years

People in India, Hong Kong, and the UAE are the most positive.



Thinking about AI in general, how do you feel about AI’s increasing role in daily life over the next 10 years? Please select one answer.

	Negative sentiment: “Concerned” or “skeptical”	Positive sentiment: “Optimistic” or “Excited”
Germany	37% ▲	21% ▼
All	29%	24%
Denmark	42% ▲	13% ▼
France	40% ▲	13% ▼
US	36% ▲	19% ▼
Sweden	36% ▲	26%
GB	34% ▲	18% ▼
Spain	33% ▲	14% ▼
Canada	31%	13% ▼
Australia	30%	14% ▼
Italy	29%	22%
Singapore	19% ▼	28% ▲
UAE	16% ▼	44% ▲
Hong Kong	14% ▼	57% ▲
India	12% ▼	36% ▲
Indonesia	10% ▼	41% ▲

YouGov Surveys, December 16, 2024 – January 2, 2025. DE n>1,000; All n> 16,200; DK n>1,000; FR n>1,000; US n>1,500; SE n>1,000; GB n>2,000; ES n>1,000; CA n>1,000; AU n>1,000; IT n>1,100; SG n>1,000; UAE n>1,000; HK n>500; IN n>1,000; ID n>1,000
HK and ID have online rep and IN has online urban rep sample representation; rest of markets are nationally representative
All = unweighted average of 15 markets. ▲/▼: Indicates statistically significant differences compared to All

Generative AI concerns:

More than half of people in Germany (53%) are concerned about misinformation and deep fakes

Gen Z are less likely to be concerned (47%), compared to 63% of Baby Boomers+.

1 in 3 people in Germany are concerned about job displacement as a result of generative AI for content creation (33%).

Get in touch

What concerns, if any, do you have about the use of generative AI in content creation? Please select all that apply.

	Nat rep	Gen Z	Millennials	Gen X	Baby Boomers+
Misinformation and deepfakes	53%	47%	41% ▼	54%	63% ▲
Loss of human touch	49%	37% ▼	33% ▼	49%	63% ▲
Privacy and data usage	39%	37%	31% ▼	39%	44%
Quality of information	33%	32%	33%	32%	36%
Job displacement	33%	27%	26% ▼	33%	41% ▲
Mass content creation	33%	24%	29%	31%	41% ▲
Intellectual property and ownership	29%	25%	23%	28%	34%
Originality	20%	22%	21%	21%	19%
Bias and fairness	16%	13%	19%	17%	15%
Content moderation	13%	17%	16%	11%	12%

YouGov Surveys, December 16, 2024 – January 2, 2025. DE Nat rep n> 1,000; Gen Z n>100; Millennial n>200; Gen X n>250; Baby Boomers n>300
“Don’t know” and “none of these” responses not shown.
▲/▼: Indicates statistically significant differences compared to Nat rep

Generative AI and advantages:

Cost savings and increased efficiency are top benefits perceived by people in Germany

Gen Z are significantly more likely to see the benefits of AI across many areas, with 46% stating they see increased efficiency as a benefit.

Get in touch

What benefits, if any, do you see in the use of generative AI for content creation? Please select all that apply.

	Nat rep	Gen Z	Millennials	Gen X	Baby Boomers+
Cost savings	39%	35%	35%	37%	44%
Increased efficiency	37%	46% ▲	41%	35%	31%
Reduced human error	31%	27%	31%	29%	33%
Greater innovation and creativity	20%	28%	26%	14% ▼	18%
Increased variety of content	20%	23%	23%	15%	20%
More in-depth analysis	16%	19%	17%	13%	15%
More personalized content experiences	13%	20% ▲	19% ▲	9%	8% ▼

YouGov Surveys, December 16, 2024 – January 2, 2025. DE Nat rep n> 1,000; Gen Z n>100; Millennial n>200; Gen X n>250; Baby Boomers n>300
“Don’t know” and “none of these” responses not shown.
▲/▼: Indicates statistically significant differences compared to Nat rep

Generative AI and news:

Over half of people in Germany are uncomfortable with generative AI being used for news on social media

People in Germany are most uncomfortable with generative AI being used for news in social media posts (54%), imagery (48%) and video (44%).

Get in touch

Thinking specifically about news content, how comfortable are you with the use generative AI to create content for each of the below content types?

	Uncomfortable	Neither comfortable nor uncomfortable	Comfortable	Don't know
Social media posts	54%	23%	13%	10%
Imagery	48%	27%	17%	9%
Video*	44%	29%	17%	10%
Written articles	41%	30%	20%	8%
Audio (i.e., podcasts/radio)	40%	31%	17%	12%

YouGov Surveys, December 16, 2024 – January 2, 2025. DE n>1000
*Video includes both script and visual content.

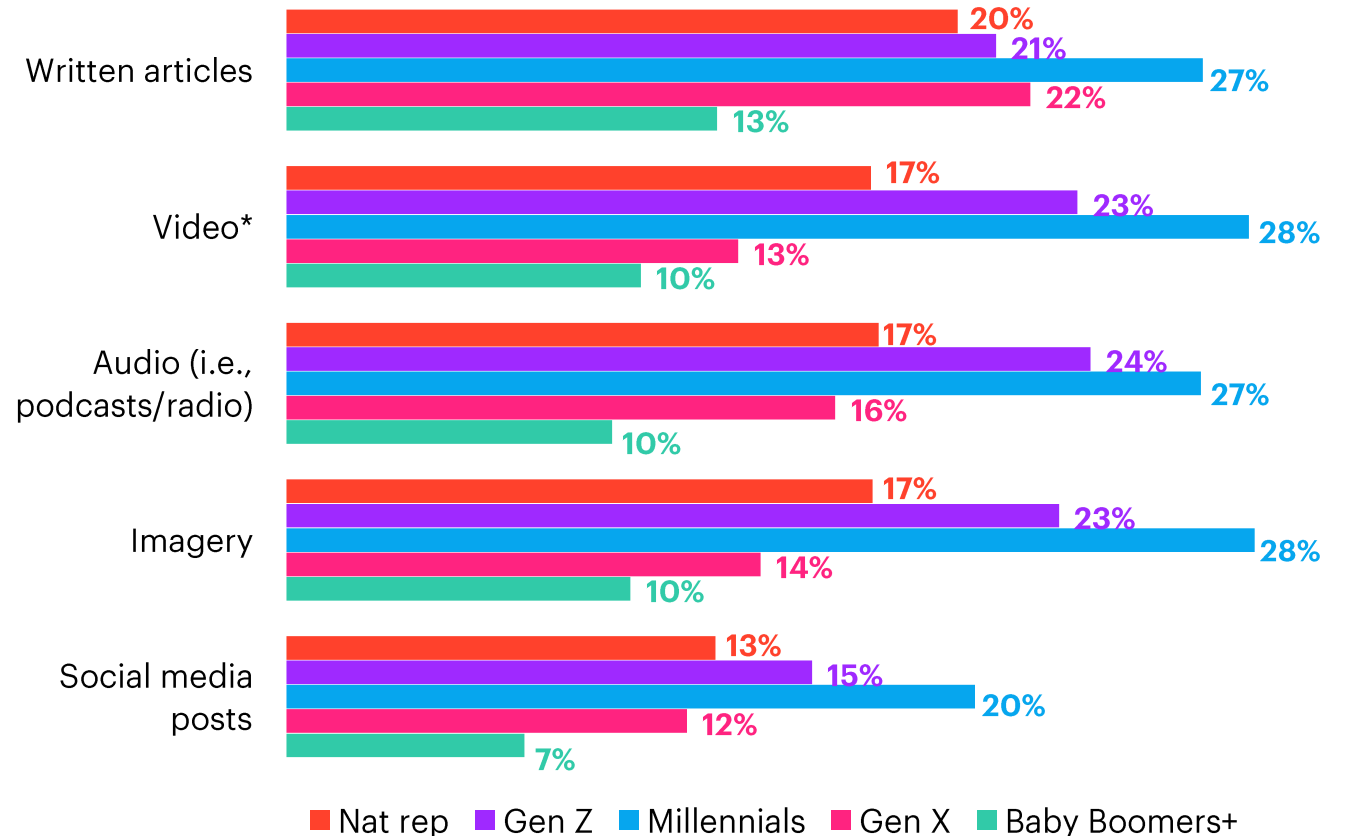
Generative AI and news:

Millennials are more comfortable with generative AI usage across all news formats

28% of **Millennials** are comfortable with generative AI usage for imagery, compared to just **10%** of **Baby Boomers+**.



Thinking specifically about news content, how comfortable are you with the use generative AI to create content for each of the below content types? Answer: Comfortable



YouGov Surveys, December 16, 2024 – January 2, 2025. DE Nat rep n> 1,000; Gen Z n>100; Millennial n>200; Gen X n>250; Baby Boomers n>300

*Video includes both script and visual content.

Generative AI and news:

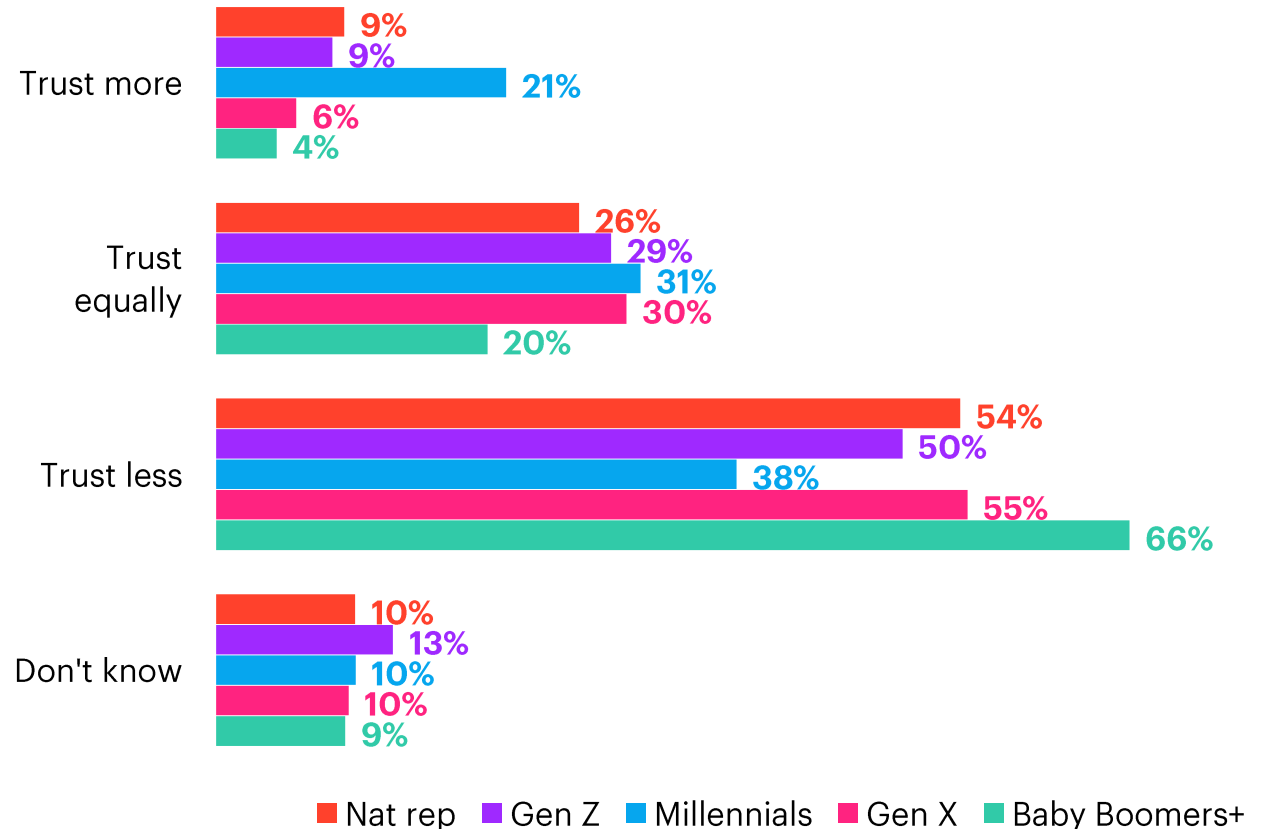
More than half of people in Germany trust news content generated by AI less than news created by humans (54%)

Meanwhile, only 9% of people in Germany trust AI-generated news more – reducing to 4% among **Baby Boomers+**.

Millennials are significantly more likely to trust news created by AI (21%) compared to Nat rep (9%).

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Do you trust news content generated by AI as much as content created by humans?



YouGov Surveys, December 16, 2024 – January 2, 2025. DE Nat rep n>1,000; Gen Z n>100; Millennial n>200; Gen X n>250; Baby Boomers n>300

Generative AI and news:

1 in 3 people in Germany trust AI-generated news equally or more than human-created news

This raises to 70% for Indonesia, and 68% for Hong Kong and India.

On the flip side, only 19% of people in Britain trust AI-generated news equally or more.

Get in touch

Do you trust news content generated by AI as much as content created by humans?

	Trust equally or more	Trust less	Don't know
Germany	36%	54%	10%
All	37%	53%	10%
Indonesia	70% ▲	19% ▼	11%
Hong Kong	68% ▲	28% ▼	4% ▼
India	68% ▲	27% ▼	4% ▼
UAE	62% ▲	32% ▼	6% ▼
Singapore	45% ▲	47% ▼	8%
Australia	39%	56%	6% ▼
Italy	33% ▼	60% ▲	7% ▼
Spain	32% ▼	57% ▲	12% ▲
Canada	31% ▼	59% ▲	10%
France	30% ▼	58% ▲	12% ▲
Denmark	25% ▼	63% ▲	13% ▲
Sweden	24% ▼	60% ▲	16% ▲
US	22% ▼	64% ▲	14% ▲
Great Britain	19% ▼	70% ▲	11% ▲

YouGov Surveys, December 16, 2024 – January 2, 2025. DE n>1,000; All n> 16,200; ID n>1,000; HK n>500; IN n>1,000; UAE n>1,000; SG n>1,000; AU n>1,000; IT n>1,100; ES n>1,000; CA n>1,000; FR n> 1,000; DK n>1,000; SE n>1,000; US n>1,500; GB n>2,000
HK and ID have online rep and IN has online urban rep sample representation; rest of markets are nationally representative
All = unweighted average of 15 markets. ▲/▼: Indicates statistically significant differences compared to All

Generative AI and news:

Optimism about AI and trust in AI-generated news shows correlation

Countries with higher levels of optimism for AI are typically more likely to trust news created by AI.

Thinking about AI in general, how do you feel about AI’s increasing role in daily life over the next 10 years?
Please select one answer.

	Germany	All	Australia	Canada	Denmark	France	Great Britain	Hong Kong	India	Indonesia	Italy	Singapore	Spain	Sweden	UAE	US
Positive sentiment: “Optimistic” or “Excited”	21% ▼	24%	26%	19% ▼	14% ▼	13% ▼	13% ▼	41% ▲	57% ▲	36% ▲	22%	28% ▲	18% ▼	14% ▼	44% ▲	13% ▼

Do you trust news content generated by AI as much as content created by humans?

Trust equally or more	36%	37%	39%	31% ▼	25% ▼	30% ▼	19% ▼	68% ▲	68% ▲	70% ▲	33% ▼	45% ▲	32% ▼	24% ▼	62% ▲	22% ▼
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Generative AI and brand marketing:

Email newsletters is the most accepted format for generative AI usage in brand marketing content

1 in 5 feel comfortable with generative AI being used for email newsletters for brand marketing.

On the contrary, 50% people in Germany feel uncomfortable with companies using generative AI for social media posts

Thinking specifically about brand marketing content, how comfortable are you with the use generative AI to create content for each of the below content types?

	Comfortable	Neither comfortable nor uncomfortable	Uncomfortable	Don't know
Email newsletters	20%	33%	37%	11%
Video*	16%	32%	41%	12%
Articles/blogs	15%	31%	44%	11%
Video*	16%	32%	41%	12%
Audio (i.e., podcasts/radio)	15%	34%	39%	12%
Social media posts	14%	25%	50%	11%

YouGov Surveys, December 16, 2024 – January 2, 2025. DE n>1000
*Video includes both script and visual content.

Generative AI and brand marketing:

Gen Z and Millennials are more comfortable with generative AI for brand marketing than older generations

Almost twice as many **Millennials** are comfortable with generative AI for social media posts (**27%**) than the general population (14%).

Get in touch

Thinking specifically about brand marketing content, how comfortable are you with the use generative AI to create content for each of the below content types? Answer: Comfortable

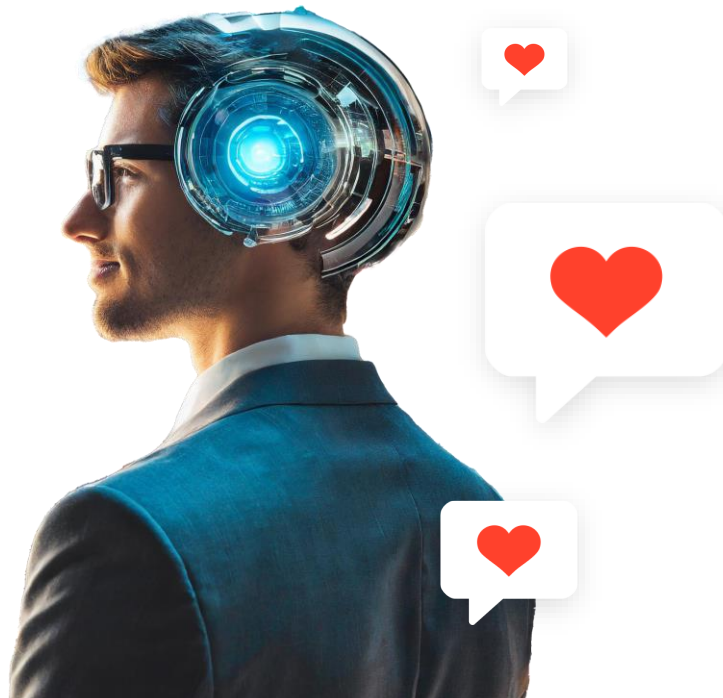
	Nat rep	Gen Z	Millennials	Gen X	Baby Boomers+
Email newsletters	20%	32% ▲	28% ▲	20%	9% ▼
Imagery	17%	26% ▲	27% ▲	14%	10% ▼
Video*	16%	19%	27% ▲	15%	8% ▼
Audio (i.e., podcasts/radio)	15%	19%	26% ▲	14%	8% ▼
Articles/blogs	15%	21%	24% ▲	15%	7% ▼
Social media posts	14%	19%	27% ▲	11%	6% ▼

YouGov Surveys, December 16, 2024 – January 2, 2025. DE Nat rep n> 1,000; Gen Z n>100; Millennial n>200; Gen X n>250; Baby Boomers n>300
*Video includes both script and visual content.
▲/▼: Indicates statistically significant differences compared to Nat rep

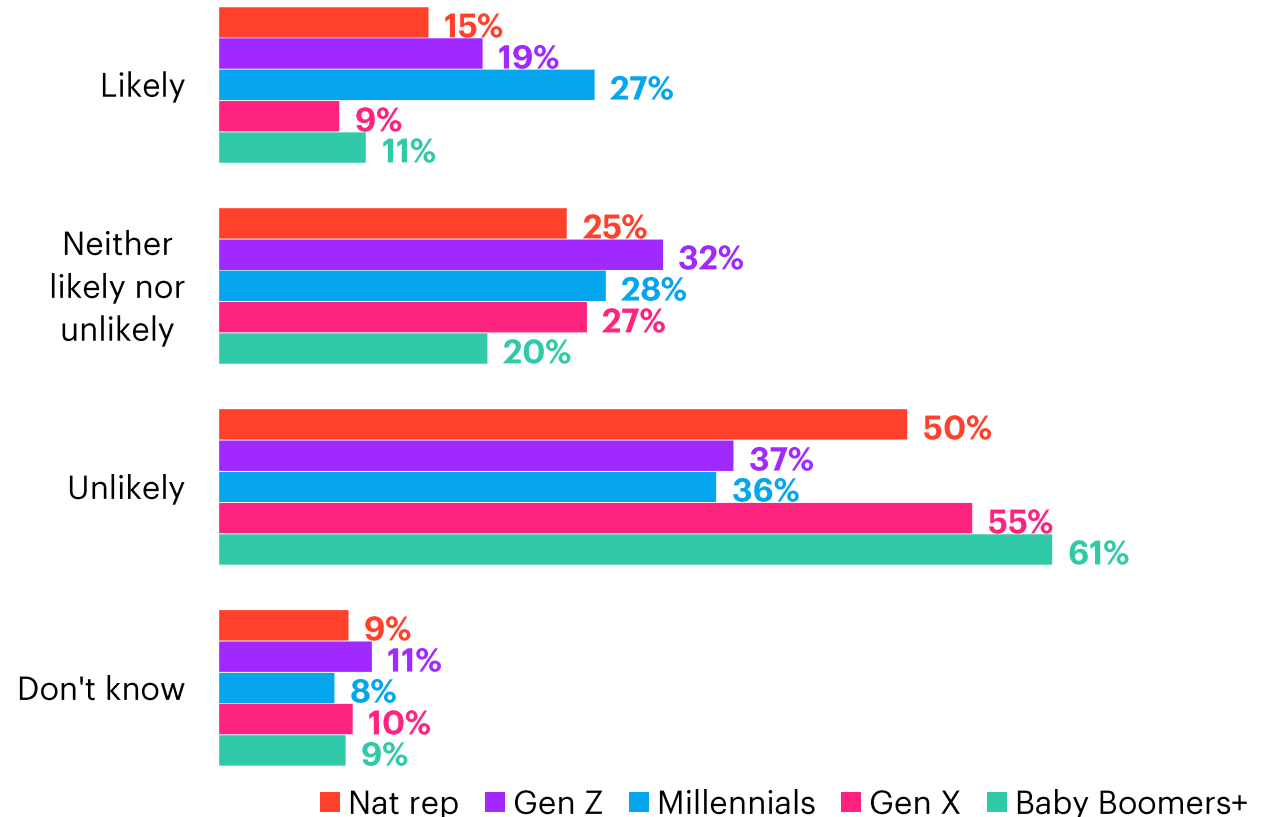
Generative AI and influencers:

15% of people in Germany are likely to engage with content from AI-generated influencers

This increases to **27%** among **Millennials** and reduces to **9%** among **Gen X**.



How likely are you to read, view or engage with content fronted by an AI-generated influencer, such as @lilmiquela or @magazineluiza, if it was a topic that that was interesting to you?



YouGov Surveys, December 16, 2024 – January 2, 2025. DE Nat rep n>1,000; Gen Z n>100; Millennial n>200; Gen X n>250; Baby Boomers n>300

Generative AI and influencers:

People in Germany are significantly less likely to engage with AI-generated influencers compared to the multi-market average

People in India, the UAE and Indonesia are the most likely to engage with AI-generated influencers if the topic was interesting.

Get in touch

How likely are you to read, view or engage with content fronted by an AI-generated influencer, such as @lilmiquela or @magazineluiza, if it was a topic that that was interesting to you?

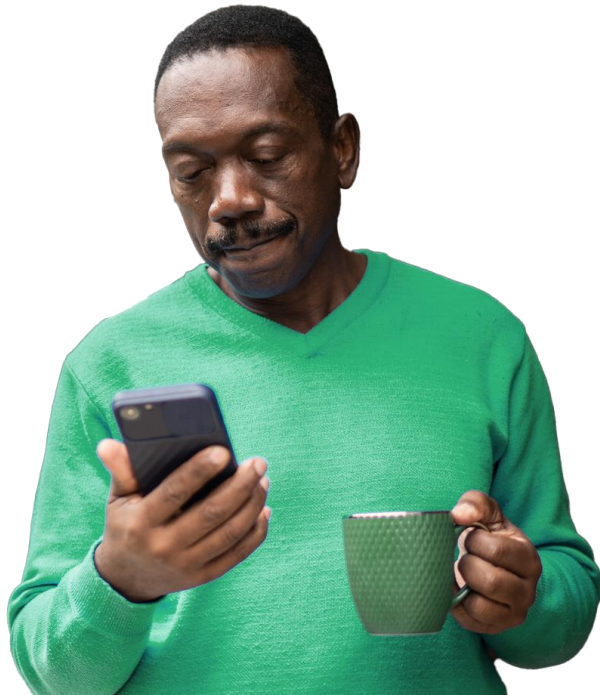
	Likely to engage
Germany	15% ▼
All	23%
India	55% ▲
UAE	51% ▲
Indonesia	48% ▲
Hong Kong	40% ▲
Australia	30% ▲
Singapore	26% ▲
Canada	18% ▼
Italy	16% ▼
France	15% ▼
Spain	14% ▼
Sweden	13% ▼
Denmark	11% ▼
Great Britain	11% ▼
US	11% ▼

YouGov Surveys, December 16, 2024 – January 2, 2025. DE n>1,000; All n> 16,200; IN n>1,000; UAE n>1,000; ID n>1,000; HK n>500; AU n>1,000; SG n>1,000; CA n>1,000; IT n>1,100; FR n> 1,000; ES n>1,000; SE n>1,000; DK n>1,000; GB n>2,000; US n>1,500
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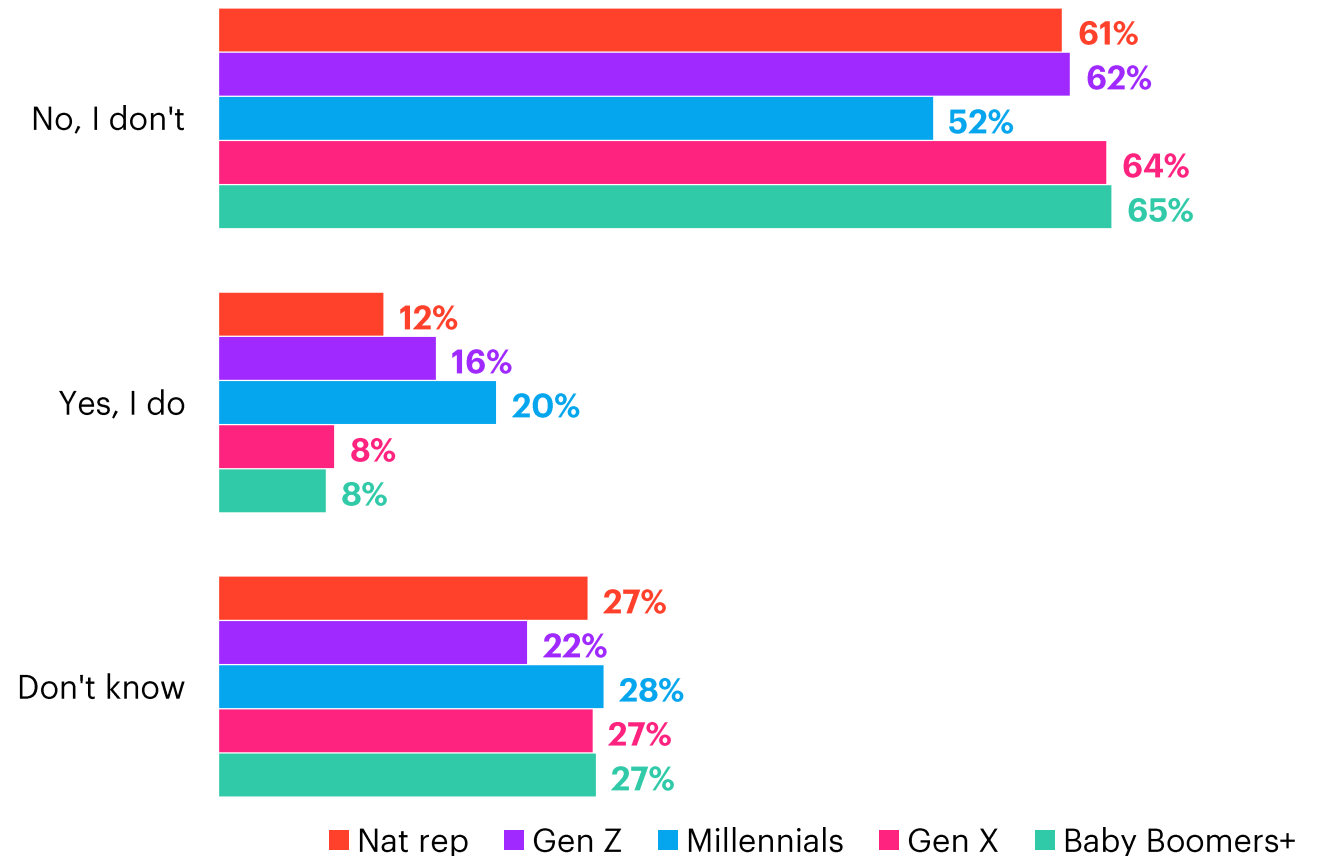
Generative AI and regulations:

6 in 10 people in Germany do not believe there are enough regulations in place for generative AI (61%)

This increases to **65%** among **Baby Boomers+**.



Do you think there are enough regulations in place currently to ensure generative AI is used responsibly?



YouGov Surveys, December 16, 2024 – January 2, 2025. DE Nat rep n>1,000; Gen Z n>100; Millennial n>200; Gen X n>250; Baby Boomers n>300

Generative AI and regulations:

Residents in Spain, Great Britain and France are most likely to think there are not enough regulations in place for generative AI

People in India, UAE and Indonesia are most likely to think there are enough regulations in place.

Get in touch

Do you think there are enough regulations in place currently to ensure generative AI is used responsibly?

	No, I don't	Yes, I do
Germany	61%	12% ▼
All	62%	16%
Spain	78% ▲	8% ▼
Great Britain	70% ▲	8% ▼
France	70% ▲	9% ▼
US	69% ▲	7% ▼
Italy	68% ▲	9% ▼
Sweden	68% ▲	7% ▼
Canada	67% ▲	12% ▼
Australia	62%	22% ▲
Denmark	62%	8% ▼
Singapore	56% ▼	17%
Indonesia	54% ▼	34% ▲
Hong Kong	52% ▼	29% ▲
UAE	44% ▼	37% ▲
India	40% ▼	46% ▲

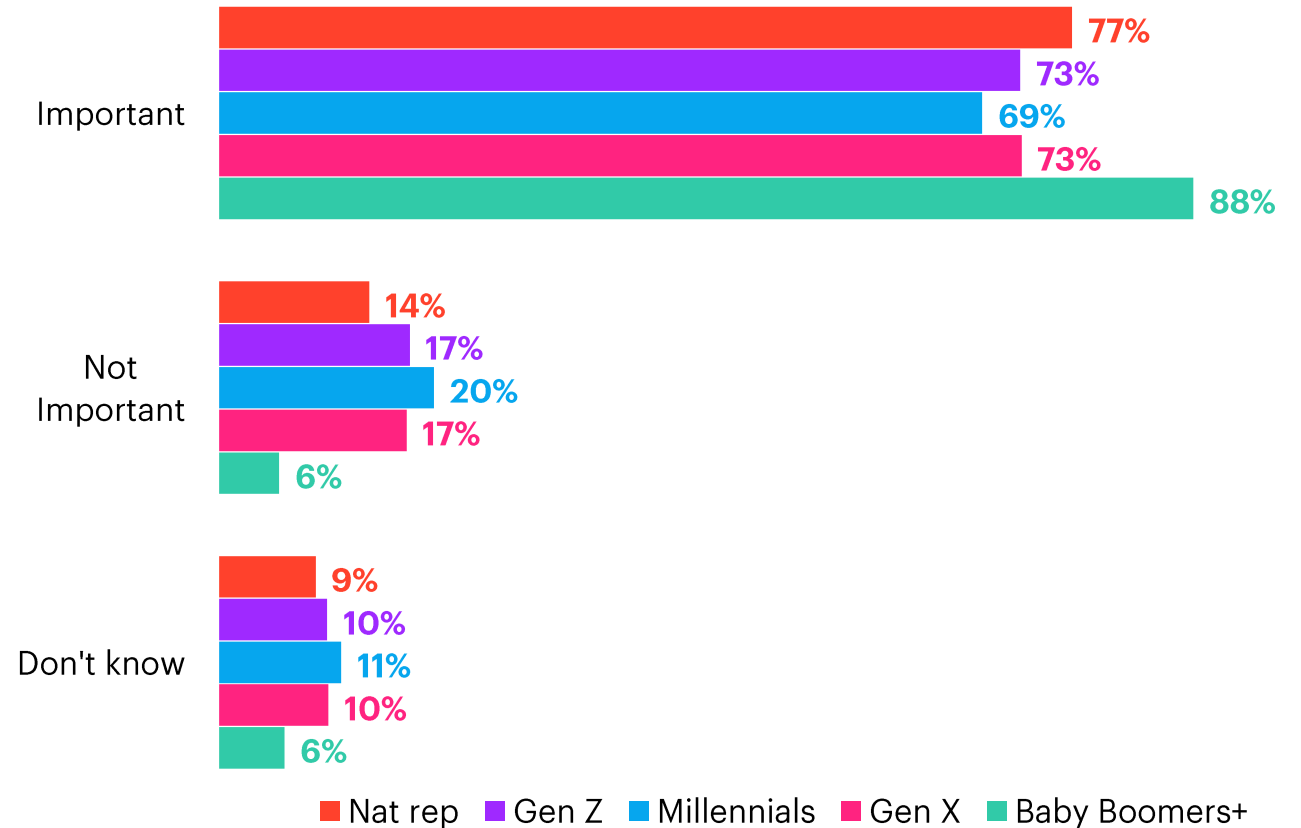
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HK and ID have online rep and IN has online urban rep sample representation; rest of markets are nationally representative
All = unweighted average of 15 markets. ▲/▼: Indicates statistically significant differences compared to All

77% of people in Germany think that disclosing generative AI usage is important

This increases to **88%** among **Baby Boomers+**.



How important is it to you that content explicitly states if it was created using generative AI?



YouGov Surveys, December 16, 2024 – January 2, 2025. DE Nat rep n>1,000; Gen Z n>100; Millennial n>200; Gen X n>250; Baby Boomers n>300

Generative AI and regulations:

75%+ of respondents in all surveyed countries state that disclosure is important

People in Italy, Australia, and Great Britain are most likely to state it is important.



How important is it to you that content explicitly states if it was created using generative AI?

	% agree it is important
Germany	77% ▼
All	81%
Italy	89% ▲
Australia	87% ▲
Great Britain	86% ▲
Hong Kong	84%
Spain	84% ▲
India	81%
Singapore	81%
France	80%
Sweden	79%
Canada	77% ▼
Denmark	77% ▼
Indonesia	77% ▼
US	77% ▼
UAE	76% ▼

YouGov Surveys, December 16, 2024 – January 2, 2025. DE n>1,000; All n> 16,200; IT n>1,100; AU n>1,000; GB n>2,000; HK n>500; ES n>1,000; IN n>1,000; SG n>1,000; FR n> 1,000; SE n>1,000; CA n>1,000; DK n>1,000; ID n>1,000; US n>1,500; UAE n>1,000
HK and ID have online rep and IN has online urban rep sample representation; rest of markets are nationally representative
All = unweighted average of 15 markets. ▲/▼: Indicates statistically significant differences compared to All

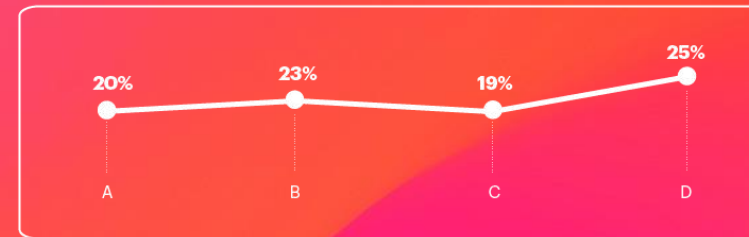
Real insights into what the world thinks

Gain access to real-world data and expertise in market research, powered by reality – from real people, in real time.

Get unsurpassed data accuracy, without the distortions and biases that often compromise research data. We're here to help you generate insights that lead to better decisions and keep you ahead of the competition.

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Data results



37%
(vs. Nat Rep)



Thank you

/Research Reality

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