EXECUTIVE SUMMARY:
EXPLORING PUBLIC PERCEPTION OF PROFESSIONAL LICENSING AND ARTIFICIAL INTELLIGENCE

ARPL
Alliance for Responsible
Professional Licensing

INTRODUCTION

Artificial Intelligence (AI) governance is a pressing topic for policymakers. While the long-term impacts of AI remain speculative, policymakers face important near-term questions about managing AI's growing influence. A key related issue is the responsible application of AI for high-impact professions. The Alliance for Responsible Professional Licensing (ARPL) contends that licensed professions are well-positioned to support lawmakers in developing governance frameworks for AI adoption in their respective industries.

To gain insight into this issue, BSG conducted an online survey of 1,200 U.S. voters from April 23 – May 3, 2024. The survey aimed to understand voters' opinions on AI emergence in high-impact fields, voters' level of trust in AI for critical decision-making, and voters' beliefs about who should be involved in developing frameworks for AI governance and regulation.

KEY FINDINGS

1 **Voters are wary of AI supplanting human expertise for critical decision making:**
69% of voters agree that without rigorous licensing and professional human oversight, AI use could increase public safety risks. That's why licensing is more important now than ever before: 72% agree that professional licensing keeps the public safe from harm.

2 **Ethical concerns drive demand for licensed, professional oversight of AI:**
77% believe that licensed professionals should be responsible for overseeing AI use within their profession. This sentiment reflects widespread concerns about AI's ethical limitations: 74% believe that in the absence of established ethical guidelines, AI might lead to decisions that prioritize efficiency over fairness or human well-being.

3 **Professional standards must evolve to include training for new AI technologies:**
As AI becomes more prevalent, voters believe professional standards should adapt accordingly. 76% of voters say that as AI adoption increases, professional licensing standards must evolve to include training on AI use. This is especially critical for professions with high public impact.

4 **Licensing boards should play an important role in AI adoption:**
76% believe state licensing boards are best equipped to ensure AI is responsibly adopted within their respective professions. These boards, which already oversee professional standards and ethics, are seen as critical to public safety by 72% of voters. Given their expertise and public trust, boards are well-positioned to support lawmakers in creating responsible AI policy.

CONTACT
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