

.The Trust Deficit {

/* How AI Can Bridge or Widen the Divide in
Climate Progress */

}

Image Credit: Grok



КАМЕРА №4
КПП-2 ЗАПАДНЫЙ





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.Why Do We Trust? {
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/* There are many ingredients that go into 'trust' and as this experiment demonstrated, we are all fallible to a degree. Generative AI has made it almost impossible for us to believe what we see. */
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}
```

Question: Why did you trust what I presented?



.The Psychology of Trust {

/* There are many ingredients that go into 'trust' and as this experiment demonstrated, we are all fallible to a degree. Generative AI has made it almost impossible for us to believe what we see. */

}

Context	The environment in which AI generated content is displayed can either aid or hinder its believability
Personal Experience	When a consumer has a personal connection to the them or elements within the content, likelihood of acceptance will increase.
Familiar	If there is a level of familiarity – especially in content presented as factual – users can manifest false memories that aid in acceptance.
Visually Compelling	AI generated content which is either hyper realistic or intentionally masked by compression artefacts will see the acceptance of the media as fact.
Narrative	A compelling narrative either about the provenance of the AI generated media or the content within it allows the viewer to form a relationship with the media.
Source	If the presenting party is either a trusted figure or institution, then consumers will more likely trust the legitimacy of the AI generated media.

.The Great Trust Deficit {

/* The American public need to understand the tools being used */

}

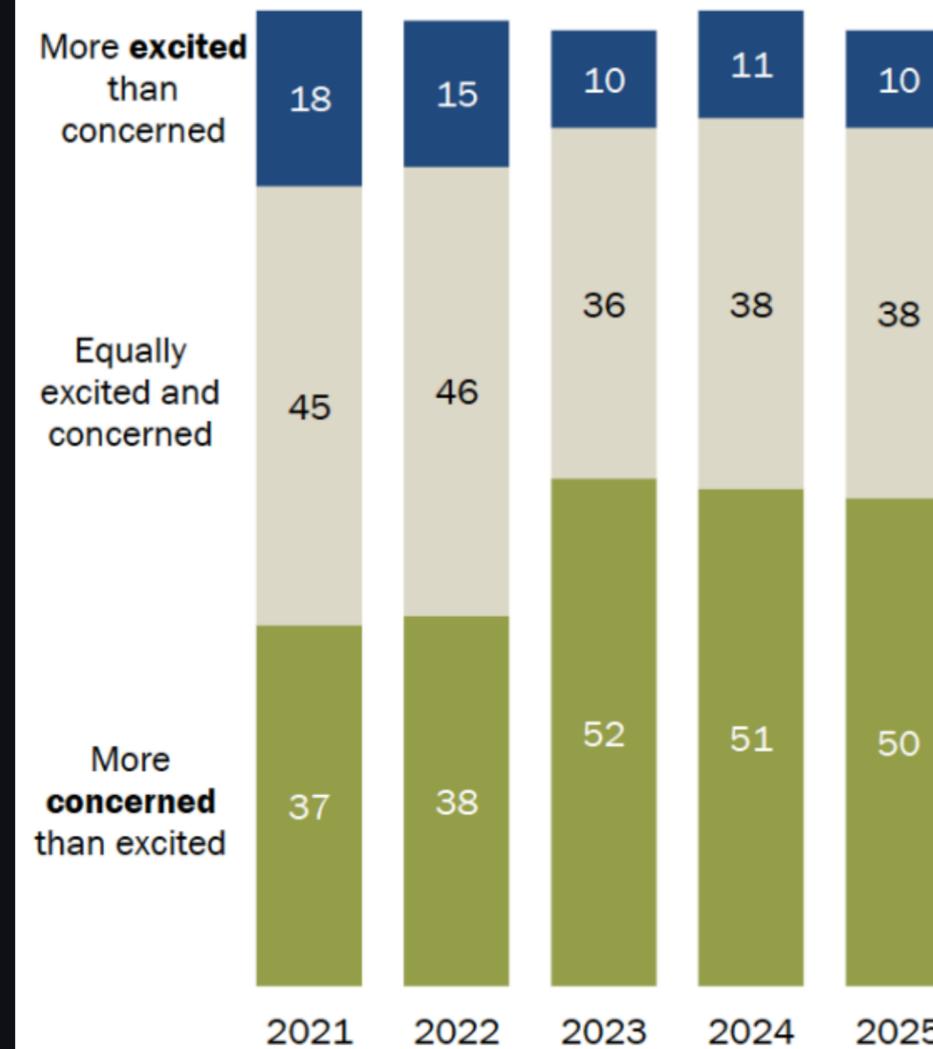
50% say they're more concerned than excited about the increased use of AI in daily life, up from 37% in 2021.

10% are more excited than concerned.

SOURCE: PEW RESEARCH CENTER

50% of Americans are more concerned than excited about the increased use of AI in daily life

% of U.S. adults who say the increased use of artificial intelligence (AI) in daily life makes them feel ...



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
"How Americans View AI and Its Impact on People and Society"

PEW RESEARCH CENTER

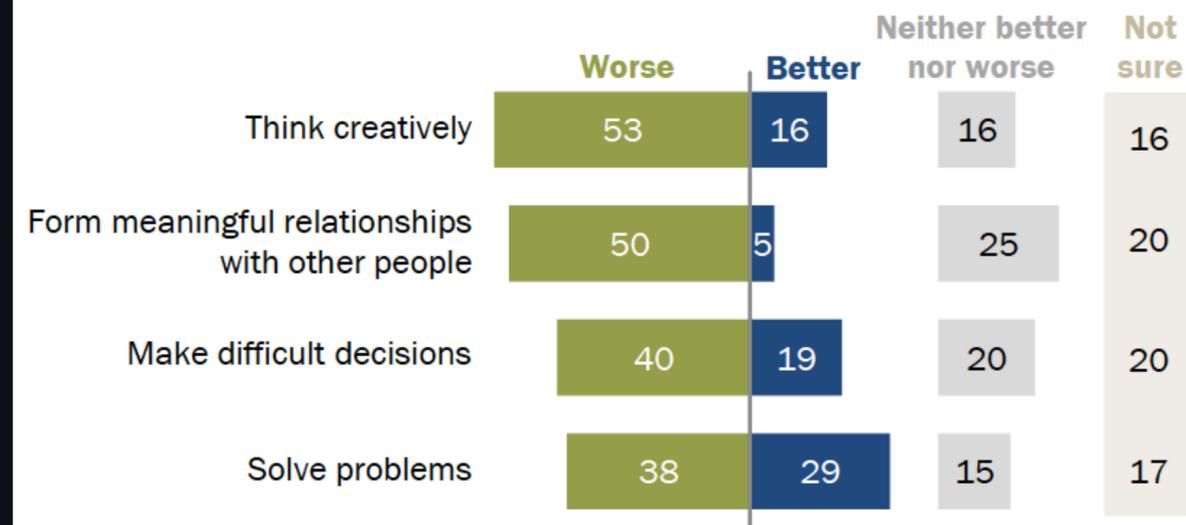
.The Great Trust Deficit {

/* The American public's main touchpoint with AI is overwhelmingly Gen AI tools */

}

About half say AI will worsen people's ability to think creatively and form meaningful relationships

% of U.S. adults who say the increased use of artificial intelligence (AI) in society will make people's ability to do each of the following ...



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
"How Americans View AI and Its Impact on People and Society"

PEW RESEARCH CENTER

29% of U.S. adults say it will make people better at solving problems. Still, a larger share (38%) says AI will make people worse at solving problems.

SOURCE: PEW RESEARCH CENTER

.The Great Trust Deficit {

/* Leveraging narratives around novel applications of AI within Climate progress, could mitigate public fear to a degree. */

}

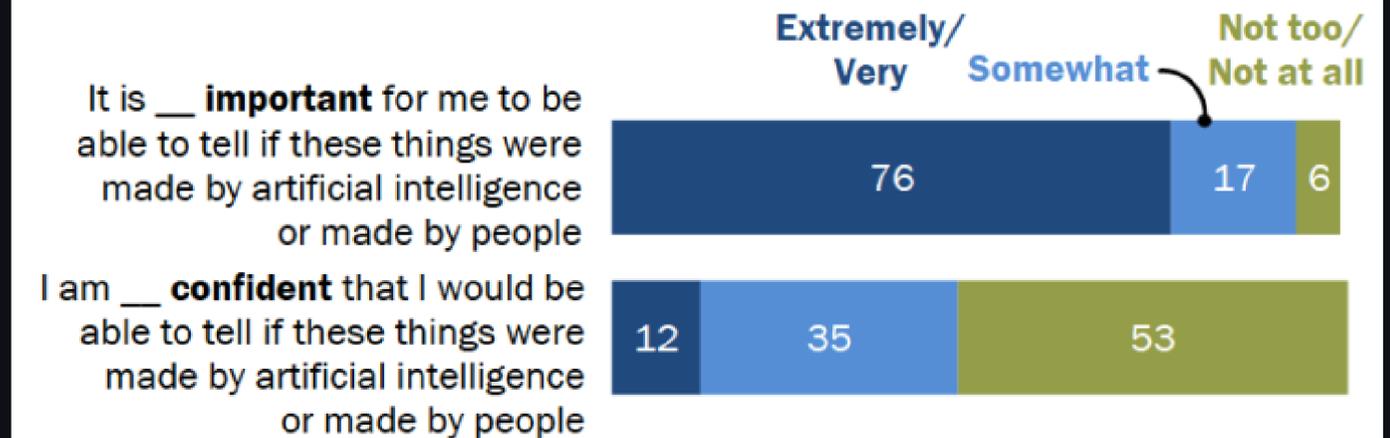
Most Americans (76%) say it's extremely or very important to be able to tell if pictures, videos and text were made by AI or people.

53% of Americans are not too or not at all confident they can detect if something is made by AI versus a person.

SOURCE: PEW RESEARCH CENTER

Most Americans think it is important to be able to tell the difference between AI- and human-generated content, but few feel confident they can

% of U.S. adults who say when it comes to pictures, videos and text ...



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted June 9-15, 2025.
"How Americans View AI and Its Impact on People and Society"

PEW RESEARCH CENTER

.The Great Trust Deficit {

/* The 'fear of the unknown' is a large factor in AI acceptance */

}

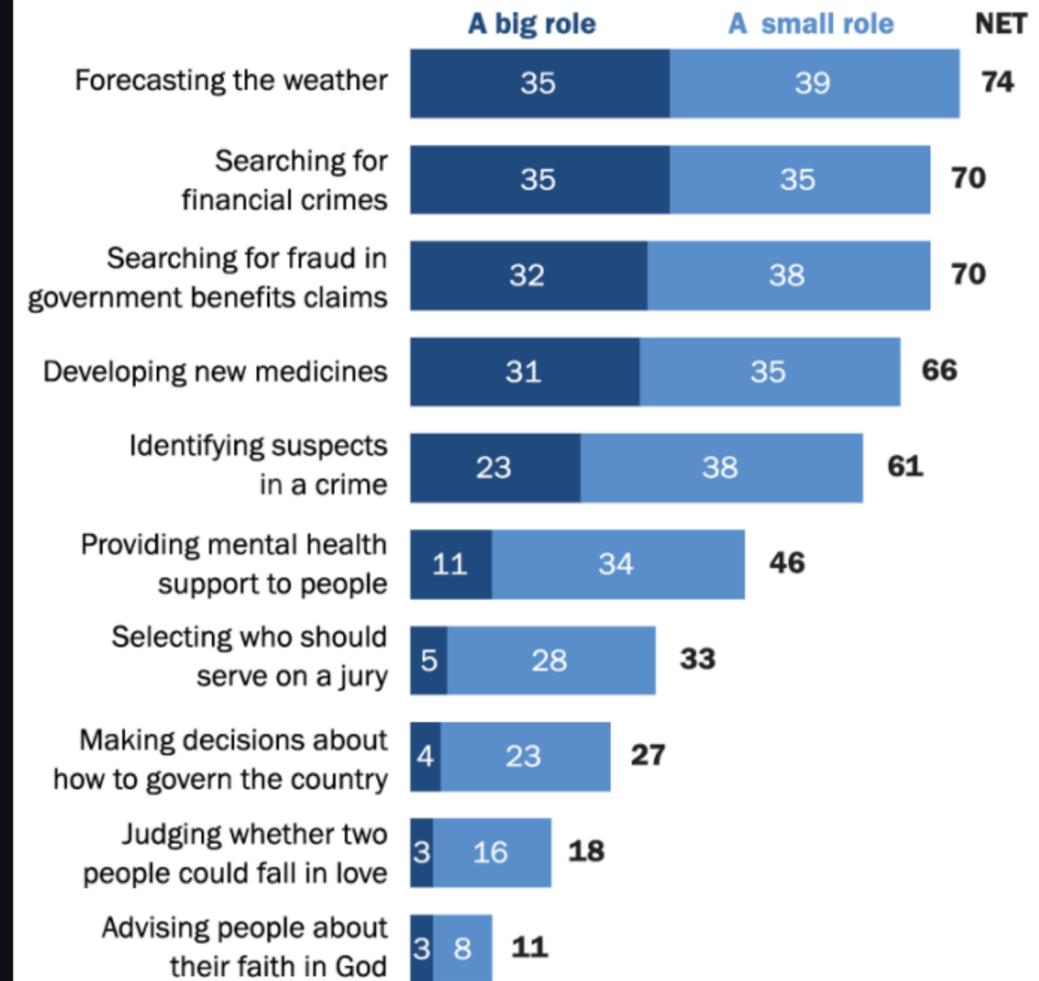
Majority say AI should play at least a small role in:

Forecasting the weather (74%)

SOURCE: PEW RESEARCH CENTER

Americans express varying degrees of support for AI playing different roles in society

% of U.S. adults who say artificial intelligence (AI) should play ___ in each of the following areas



Note: Respondents who did not give an answer are not shown. Other response options were "No role at all" and "Not sure."

Source: Survey of U.S. adults conducted June 9-15, 2025. "How Americans View AI and Its Impact on People and Society"

PEW RESEARCH CENTER



.The Great Trust Deficit {

/* A balanced narrative around AI deployment emphasising human oversight and control would be a powerful communication tool */

}

AI TRUST AND ACCEPTANCE

Three in five (61 percent) are wary about trusting AI systems.

67 percent report low to moderate acceptance of AI.

WHO'S TRUSTED TO DEVELOP AND GOVEN AI

76 to 82 percent confidence in national universities, research institutions and defense organizations to develop, use and govern AI in the best interest of the public.

One-third of respondents lack confidence in government and commercial organizations to develop, use and govern AI.

RESPONSIBLE AI

97 percent strongly endorse the principles for trustworthy AI.

Three in four would be more willing to trust an AI system when assurance mechanisms are in place.

71 percent expect AI to be regulated.

AI IQ

Half of respondents feel they don't understand AI or when and how it's used.

45 percent don't know AI is used in social media.

85 percent want to know more about AI.

SOURCE: KPMG - 2023 global study on the shifting public perceptions of AI.



.What Is Trust? {

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/* AI – when used ethically and precisely – can be a powerful tool, especially within climate science.
Agentic tools bring computational efficiency to the next level, however it needs to be controllable
and auditable */
```

}

Collaboration

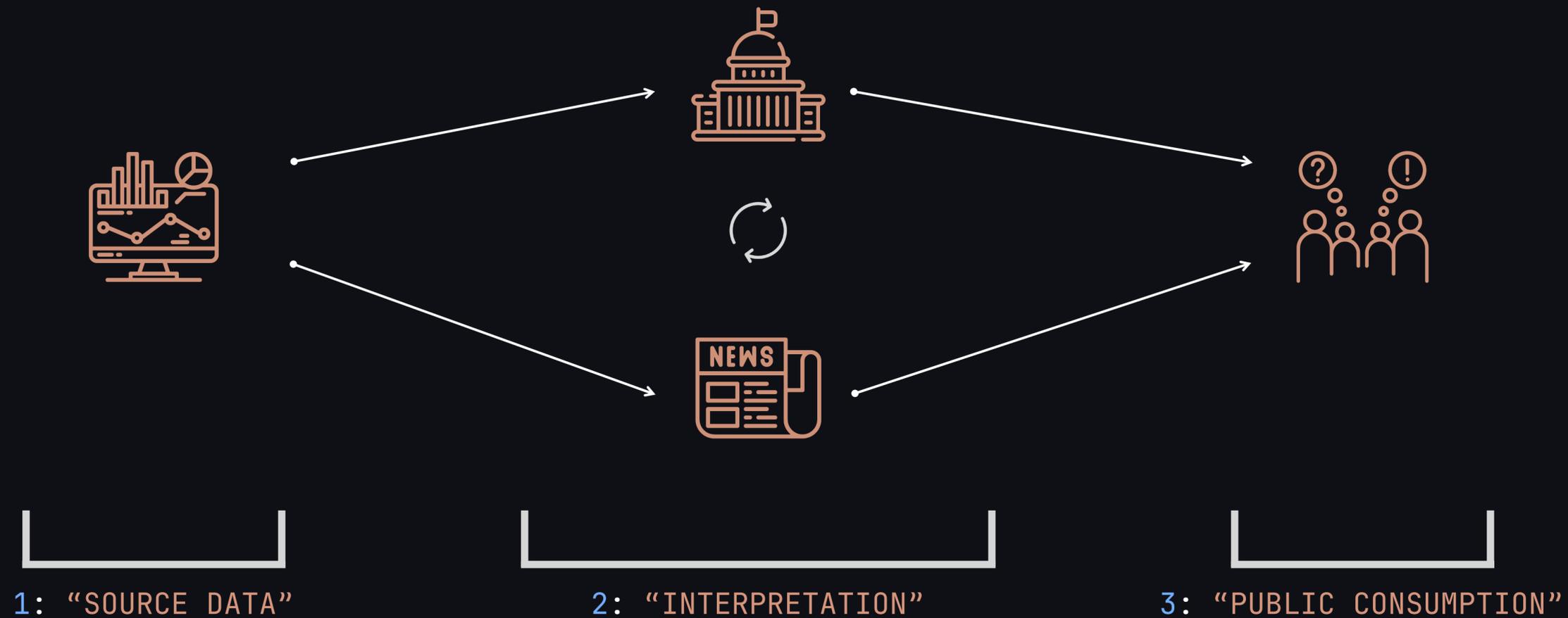
Communication

Understanding

.The Legitimation Pipeline {

```
/* The integrity of the information chain is just as critical as the quality of the data that flows through it. Failing to protect both with robust measures results in outputs that are, at best, unreliable and, at worst, actively dangerous. */
```

}





.Stakeholder Considerations {

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/* The public already has a trust deficit towards experts, government, AI, and science in general. Through the politicisation of these topics it isn't enough to 'do no harm' – we have to communicate a compelling narrative as to why and how we are doing it */
```

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}
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Data comes in many forms.

Leverage existing experience with AI tools.



.Trust Is Earned, Not Given {

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/* For stakeholder buy-in to the adoption and integration into sensitive and valuable systems, actions speak louder than words. Trust will be slowly cultivated through demonstrable acts of transparency and disentanglement from ideological influence. */
```

}

TRANSPARENCY

PUBLIC EDUCATION

AUDITABILITY

COMPELLING NARRATIVES

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