

# Decoding Generative AI Behavior

Applications, Perspectives and Literacy of Macao Residents



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Supporting / Funding Unit:



# Content:

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## Application

- How familiar are residents with Gen AI?
- Are they using Gen AI, and how often?
- Which tools and applications are used?

## Perspectives

- How are benefits, risks and trust perceived?

## AI Literacy

- Do residents possess sufficient AI literacy?

# Data and Sample



## Survey Period

May - June 2026



## Sample Size

1,000



## Target Respondents

Macao residents  
aged 6-84



## Survey Methodology

- **Survey Method:** Random sampling telephone survey  
(CATI - Computer-Assisted Telephone Interviewing)
- **Sampling Method:** Random Digit Dialing (RDD), Last Birthday Method
- **Weighting Method:** Official published data (Gender x Age)
- **Response Rate (AAPOR-RR3):** 37.0%
- **Cooperation Rate (AAPOR-CR3):** 78.0%
- **Sampling Error at 95% confidence level:**  $\pm 3.16\%$

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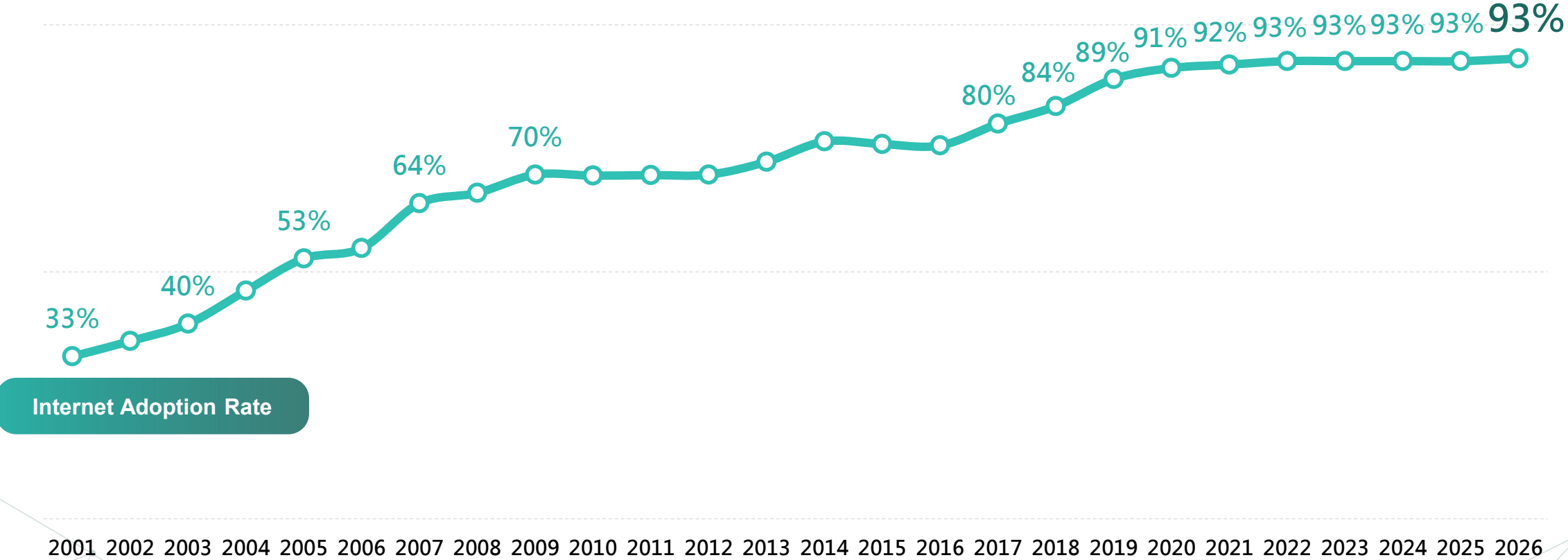
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# Applications



# Macao's High Internet Adoption Rate Lays the Foundation for the Popularity of Gen AI

*AI adoption builds on established digital routines rather than starting from basic access*

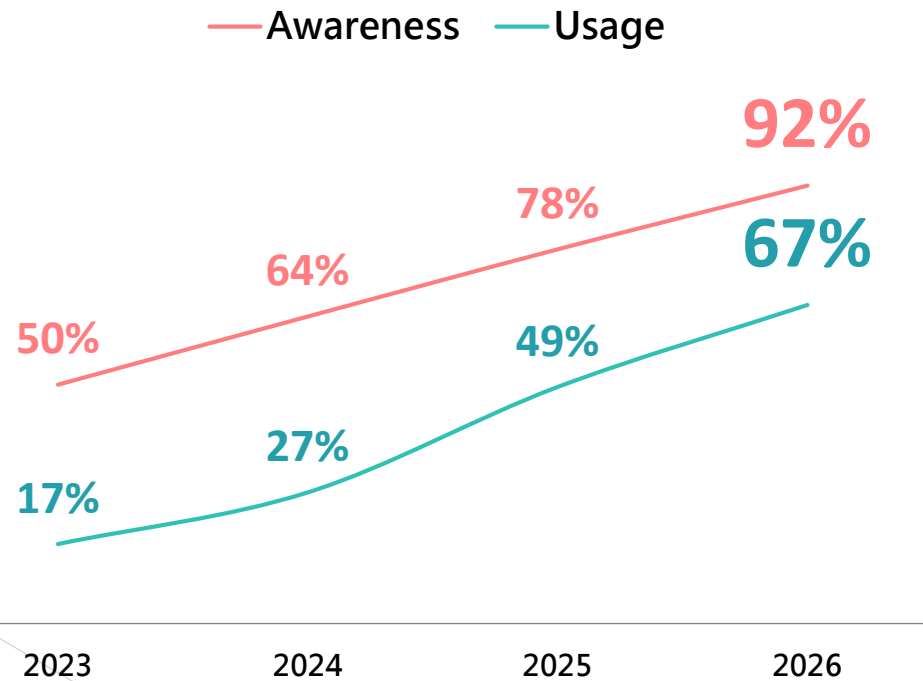


\* aged 6-84 residents

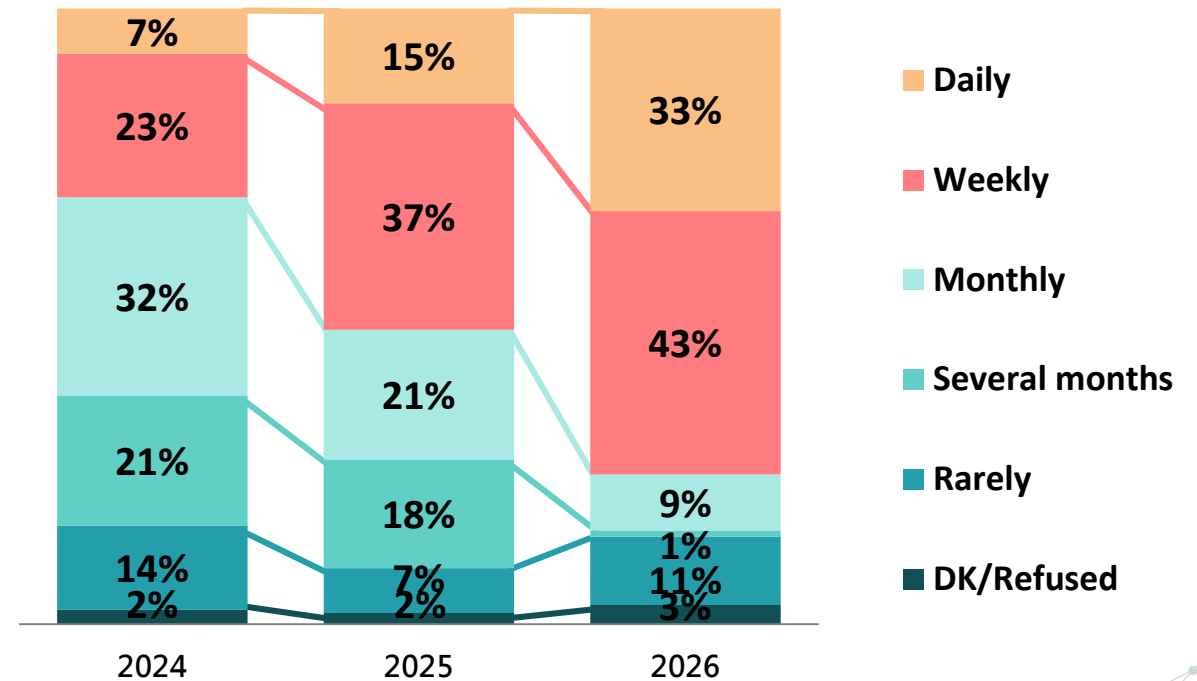
# Gen AI Trend: More Users, Higher Frequency

*Awareness is broad and current use is already substantial*

### Awareness and Usage Rate of Gen AI



### Usage Frequency



# The New Digital Gap: The Dawn of the AI Divide

*Youth, students, employed residents and higher-education groups are the core users of Gen AI*

Demographic Characteristics of Gen AI Awareness and Usage Rate

■ Awareness

■ Usage Rate

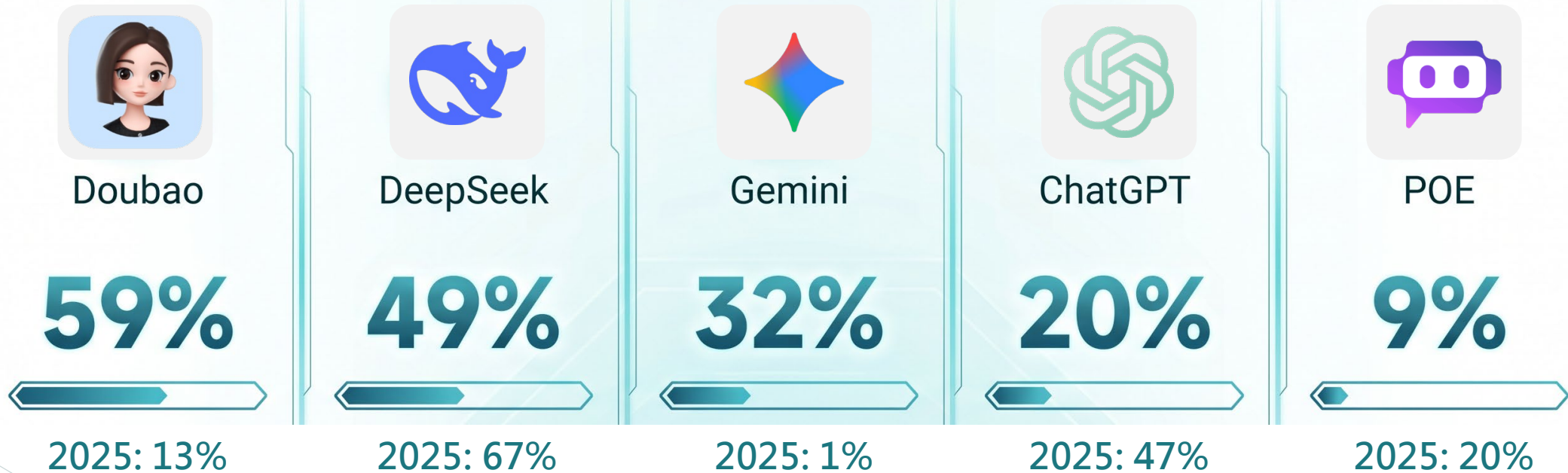


\* aged 6-84 netizens

# Commonly used tools reflect accessibility, language fit and platform familiarity

*Doubao is the most commonly used AI tool among Macao Gen AI users*

## Most commonly used Gen AI tools (Top5)



# Most Users Treat AI Primarily as a Search Tool

*Users primarily use Gen AI for quick information searches*

Schoolwork assistance  
**21%**



Image/video generation  
**17%**



Quick  
information search  
**68%**



Work task assistance  
**17%**



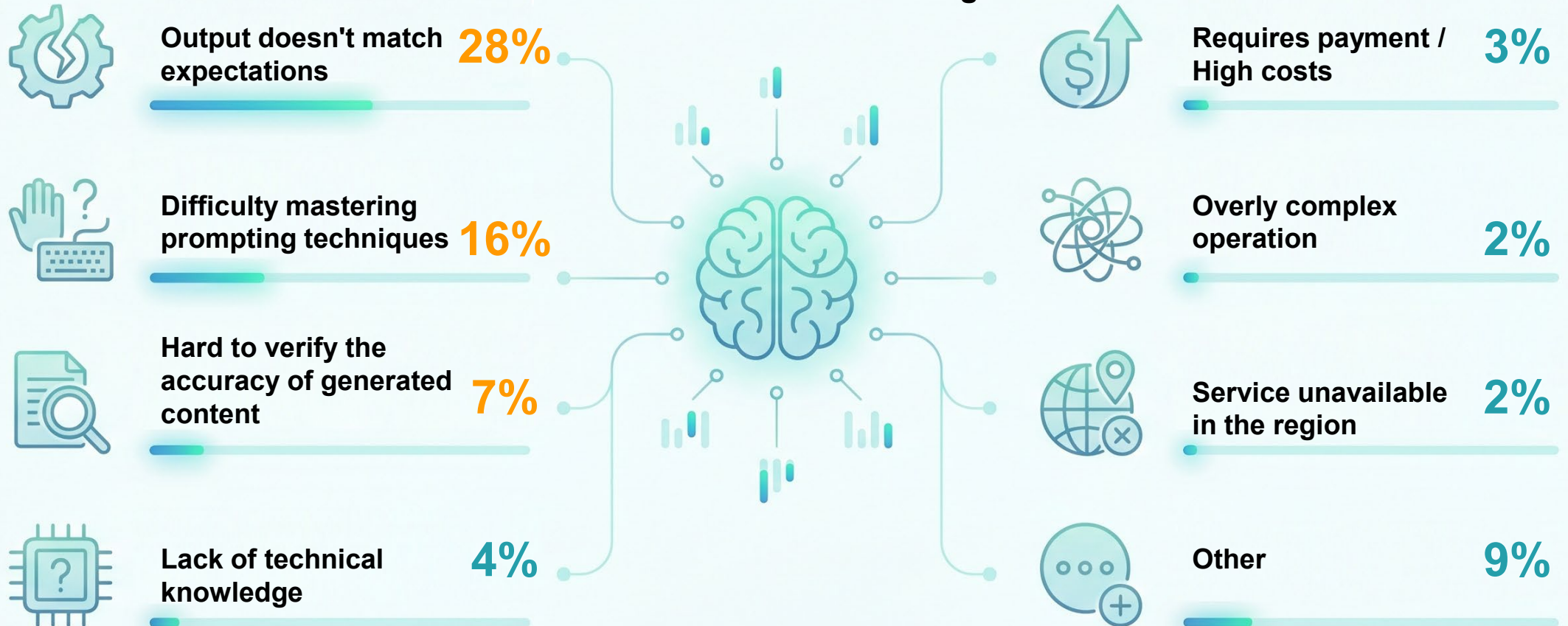
Writing/documents  
**14%**



# Bridging the Gap: The Struggle for Accurate AI Outputs

*Inconsistent generated content and lack of usage skills are the most common issues faced*

## Difficulties Encountered When Using Gen AI



The background features a light gray grid. On the left, there are blue circuit-like patterns and a circular graphic with radial lines. On the right, there is a low-poly hand graphic composed of blue triangles and dots. The text '02' is in a dark blue font, and 'Perspectives' is in a teal font.

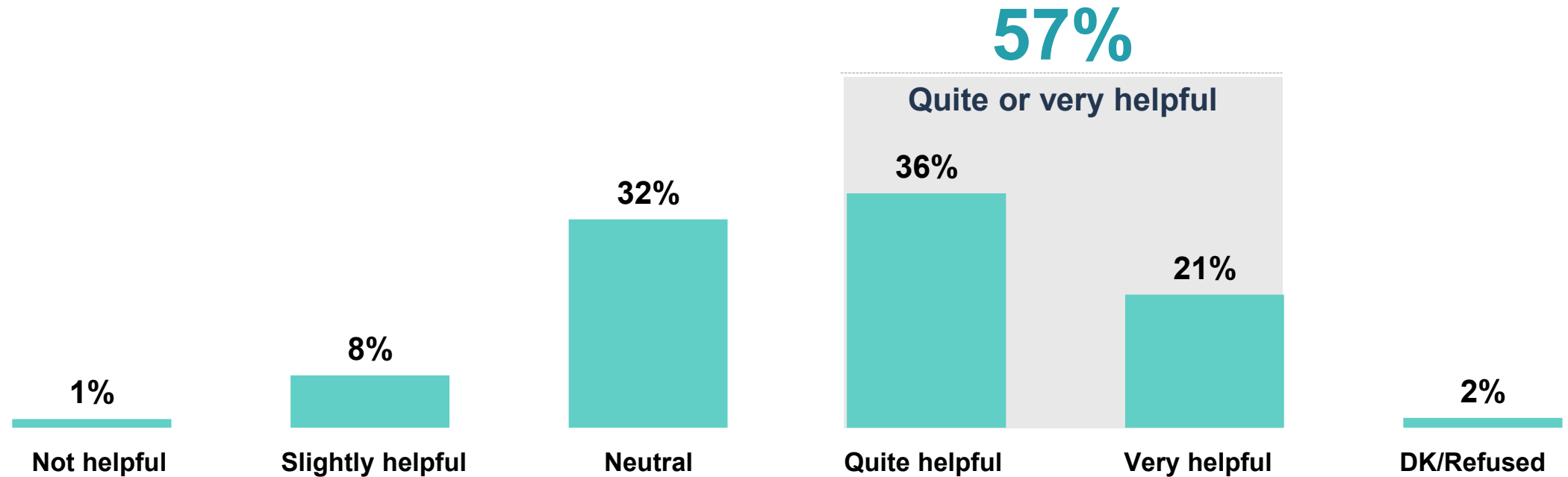
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# Perspectives

# Users See Practical Value

*Nearly six in ten current users say Gen AI is quite or very helpful*

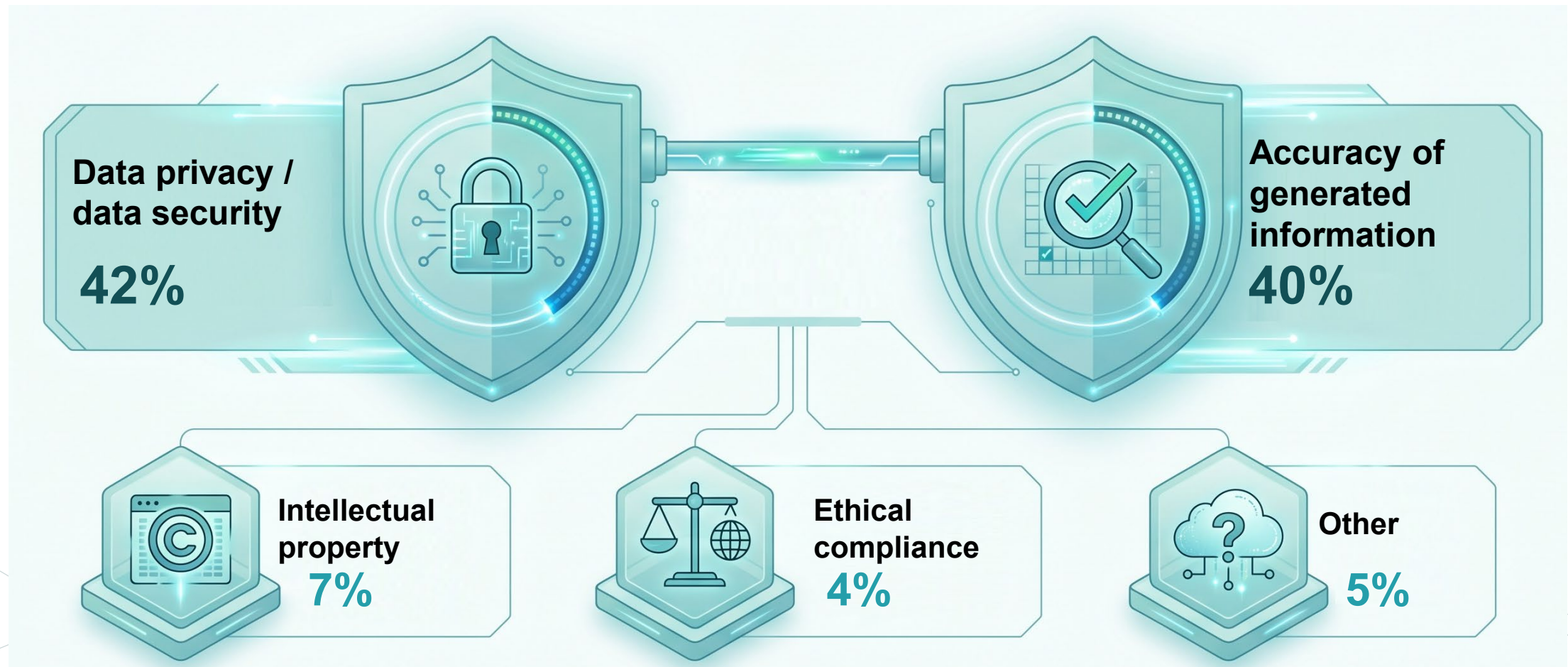
Perceived personal helpfulness of Gen AI



\* aged 6-84 Gen AI users

# Privacy and Accuracy Are the Top Concerns

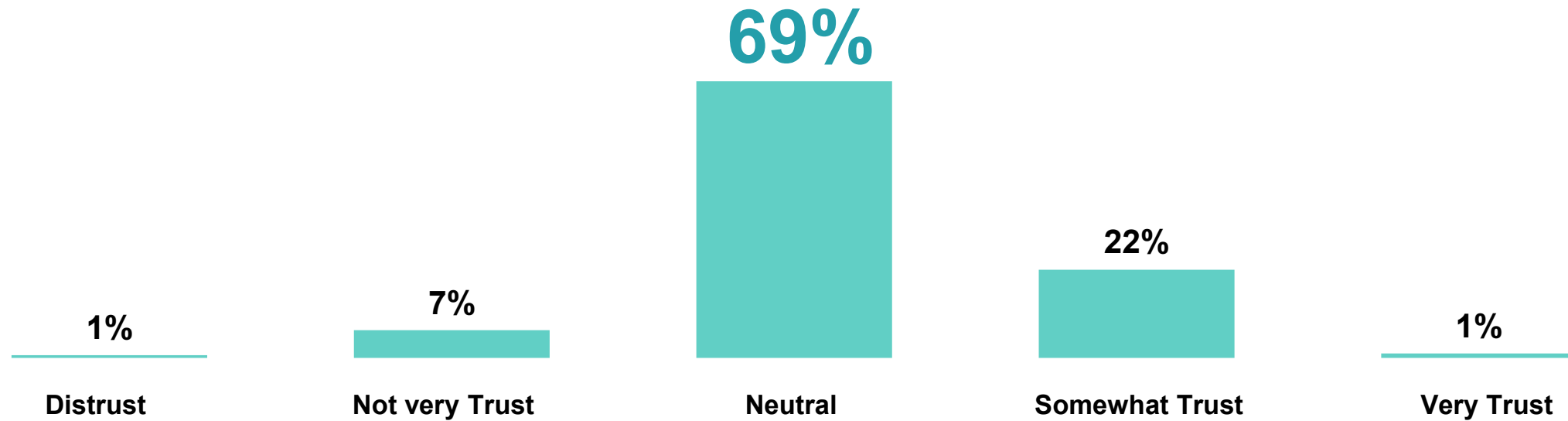
*Data security and AI hallucinations are the absolute top roadblocks to adoption*



# User Trust Remains Neutral

*Most users remain neutral rather than highly trusting AI-generated content*

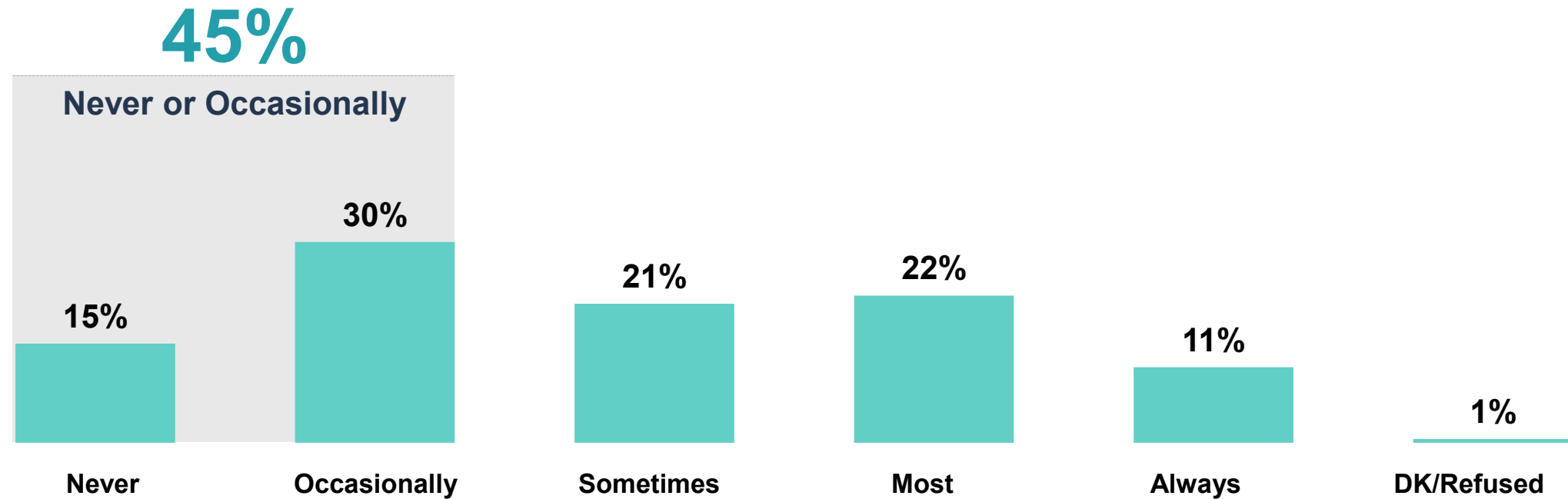
Trust in AI-generated content



# Verification Is the Weak Link

*Despite moderate trust, 45% of users check facts "never" or only "occasionally"*

Frequency of checking or verifying AI-generated information



# The AI Trust Gap and the Need for Transparency

*AI makes online info harder to trust, driving a strong consensus for platform labeling*

**3.5**

**AI makes online  
information harder to trust**

**4.3**

**Platforms should  
label AI content**

**Level of agreement with the above statements (1-5 scale)**

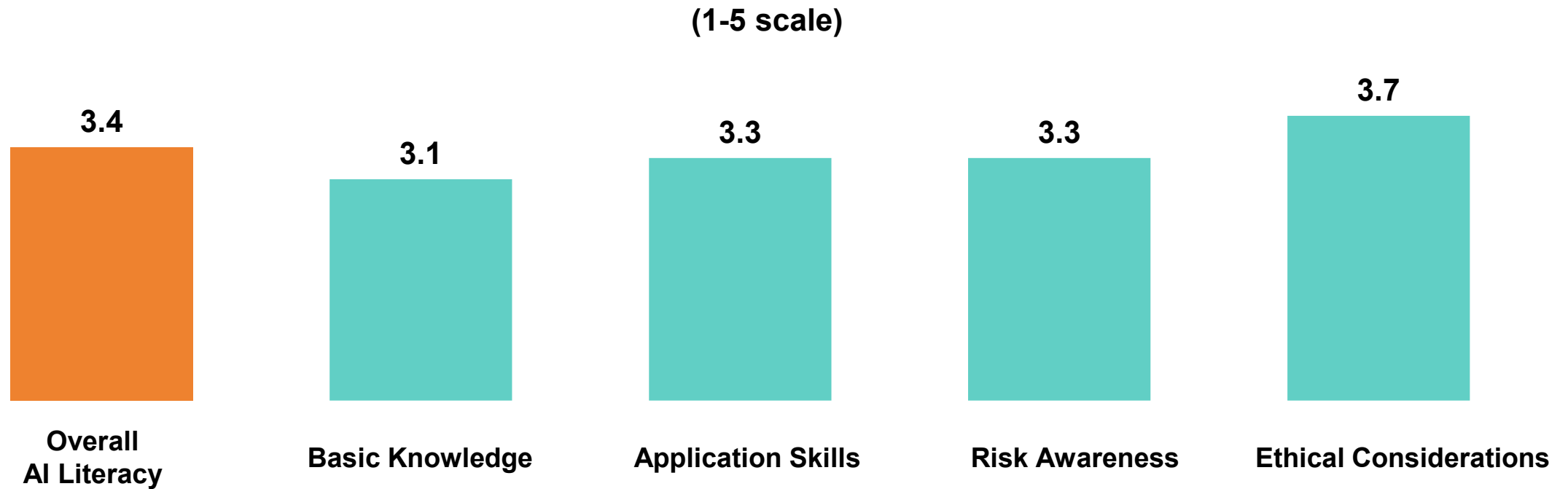


03

# AI Literacy

# Overall Gen AI Literacy Score: 3.4 points

*Ethics lead the way, while foundational knowledge lags slightly behind*



\*five-point scale: "Strongly Disagree," "Disagree," "Neutral," "Agree," and "Strongly Agree," with scores ranging from 1 to 5

\* aged 6-84 Gen AI users

# AI Literacy May Produce a New Divide

*Young netizens and students reach relatively high scores of Gen AI literacy*

				Basic Knowledge 3.1	Application Skills 3.3	Risk Awareness 3.3	Ethical Considerations 3.7
Gender	Male		3.4	3.2	3.3	3.4	3.8
	Female		3.3	3.1	3.4	3.2	3.7
Age	6-17		3.5	3.4	3.6	3.6	3.6
	18-34		3.6	3.4	3.5	3.5	3.8
	35-54		3.2	2.9	3.2	3.1	3.7
	55 or above		3.3	2.9	3.2	3.2	3.8
Education	Primary or below		3.3	3.2	3.3	3.5	3.3
	Secondary		3.5	3.3	3.4	3.3	3.8
	Tertiary or above		3.4	3.1	3.3	3.3	3.8
Occupation	Employed		3.4	3.1	3.3	3.3	3.8
	Student		3.5	3.4	3.6	3.5	3.6
	Homemaker/Retired/Unemployed		3.2	2.9	3.0	3.1	3.7

# Deep Dive: Basic Knowledge & Application Skills

*Users know what Gen AI is and how to use it, but struggle with how it works*

## Basic Knowledge: 3.1

I know what Generative AI is	3.6
I understand the technical principles behind Generative AI	2.7
I know the main application scenarios of current Generative AI	3.2
I can identify which tools/products use Generative AI	3.2

## Application Skills: 3.3

I have basic skills for using Generative AI	3.3
I can use Generative AI to create articles, images or videos	3.4
I know how to use prompts and questioning techniques to get desired AI outputs	3.3
I can proficiently use Generative AI for work or study	3.4

# Deep Dive: Risk Awareness & Ethical Considerations

*Users show strong ethical compliance and privacy awareness, but a critical blind spot remains regarding "AI hallucinations"*

## Risk Awareness: 3.3

I can distinguish between AI-generated and human-created online content	3.2
I know what AI hallucination is	2.6
I actively pay attention to and avoid issues such as privacy and security risks when using Generative AI	3.9
I know how to verify and determine whether AI-generated responses are accurate and objective	3.3

## Ethical Considerations: 3.7

I always follow ethics and morals when using Generative AI	4.0
I first evaluate whether it might infringe on the copyrights of others before using AI-generated content	3.5
If I publish content generated by AI (in whole or in part), I will proactively and clearly indicate it	3.7
I actively pay attention to the potential impacts AI may bring to society	3.6

# Conclusion

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## Connected

Digital routines are already mature.



## Aware

Most residents have at least some Gen AI familiarity.



## Practical

Use is driven by information, learning, creation and work.



## Cautious

Trust is limited and risk perception is active.

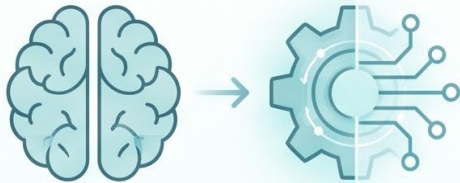


## Uneven

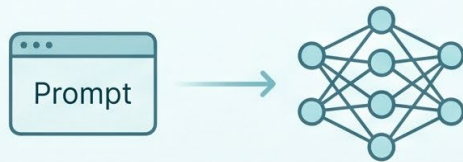
Literacy differs significantly across different groups.

# True AI literacy is not just knowing how to prompt the model, but knowing when to question it

## Deepen AI Literacy



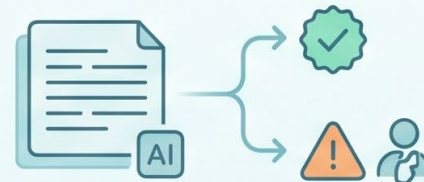
From "How to Use"  
to "How it Works"



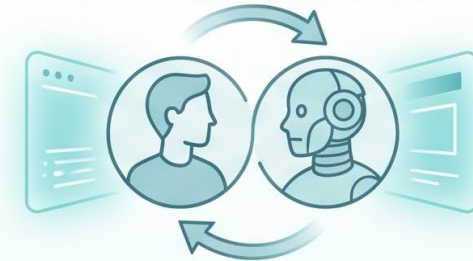
## Enhance Output Verification



Be a Smart Consumer



## Embrace AI + HI Collaboration



Human in the Loop



# Thank You!

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