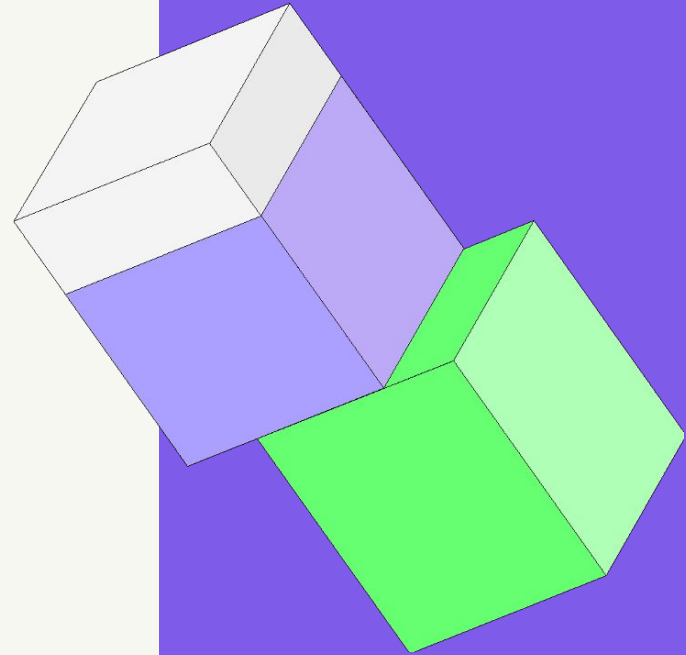


# Decoding AI Through Social Media Analysis

Panayiotis Tsantilas - Palowise Founder



palowise



April 2025

# Get to know us!

- ✓ Real-time web & social media monitoring combined with advanced analytics
- ✓ AI-powered sentiment and topic analysis with >90% accuracy in Greek
- ✓ Comprehensive interactive Palowise dashboards powered by Power BI

4 patents +15 publications

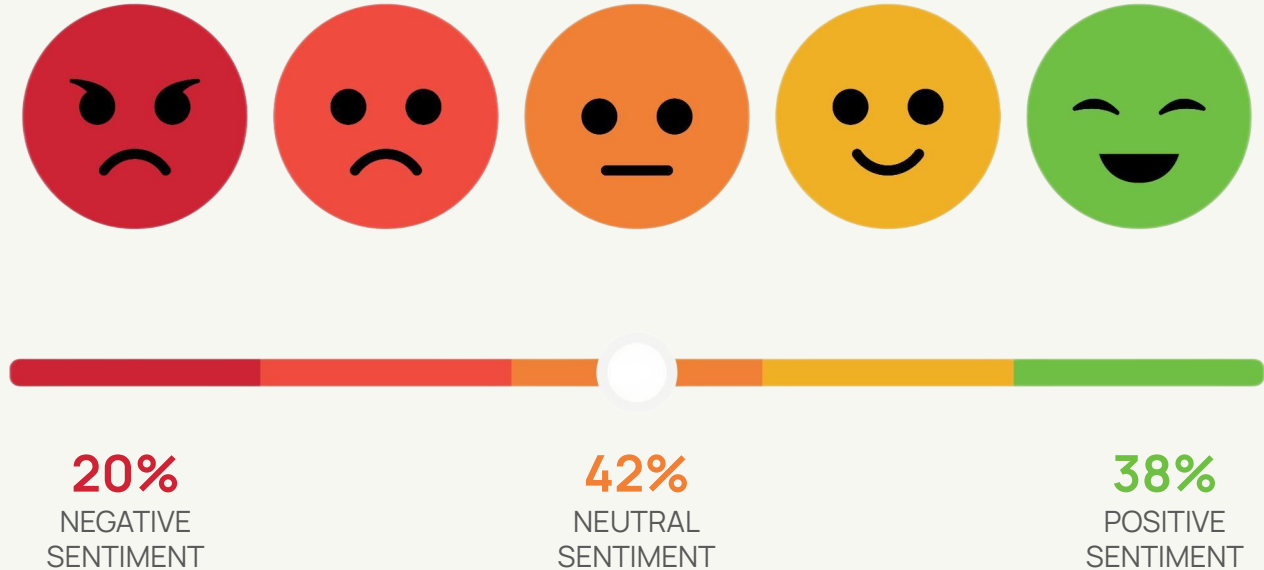


How Greeks  
perceive the  
impact of AI

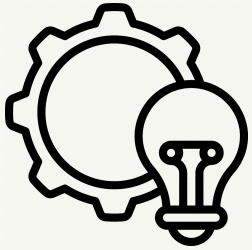


16.600  
MENTIONS

4/10  
Greeks  
express  
positive  
sentiment



# Perceived AI Impact



Technology &  
Innovation

30.8%



Education

24.1%



Economy &  
Business

23.8%



Healthcare &  
Medicine

10.6%



Media &  
Politics

3.1%



AI is a major driver of Greece's technological progress. Public administration is leveraging AI to reduce bureaucracy.



65%



25%



10%



TECHNOLOGY &  
INNOVATION

30.8%



There is enthusiasm for AI advancements in **robotics**, **automation**, and **smart governance**, gov.gr



**Privacy** issues and fears of AI **misuse**, particularly in digital surveillance.



TECHNOLOGY &  
INNOVATION

30.8%



AI is enhancing personalized learning and accessibility.



50%



35%



15%



EDUCATION

24.1%





Universities and schools increasingly adopt AI-powered tools for **adaptive learning**.



There are debates on how AI might affect teacher-student relationships and concerns about **academic integrity**.



EDUCATION

24.1%

**“** AI adoption is driven by efficiency gains, cost reduction, and innovation.



60%



25%



15%



ECONOMY &  
BUSINESS

23.8%



Emphasis is placed on how AI boosts **operational efficiency** and enables **smarter decision-making**.



There are fears about **job losses**, particularly in administrative and customer service roles.



ECONOMY &  
BUSINESS

23.8%

“ AI is revolutionizing diagnostics, enabling early disease detection.



55%



30%



15%



HEALTHCARE &  
MEDICINE

10.6%



**Early disease detection**, with notable advancements in Alzheimer's diagnostics and gastrointestinal health.



Ongoing debates about the **accuracy** and **reliability** of AI-generated diagnoses and the potential risks of **data privacy** breaches.



HEALTHCARE &  
MEDICINE

10.6%



Concerns over misinformation, deep fakes, and AI-driven political manipulation are rising.



40%



30%



30%



MEDIA &  
POLITICS

3.1%



AI is used to **automate** administrative processes and improve public service **efficiency**.



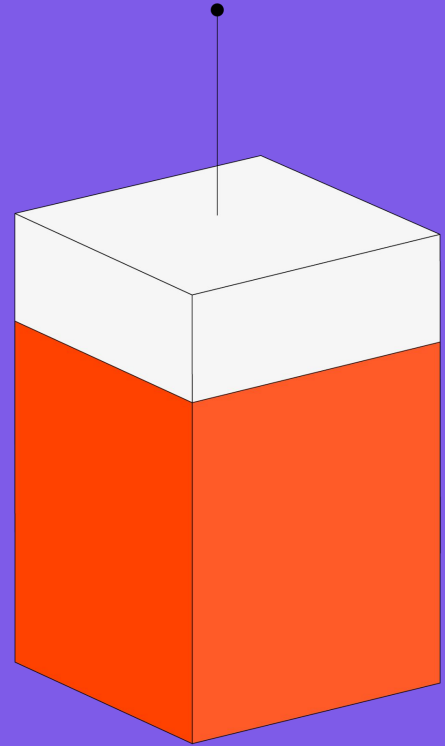
There are fears of **misinformation** and the potential misuse of AI in **political propaganda**.



MEDIA &  
POLITICS

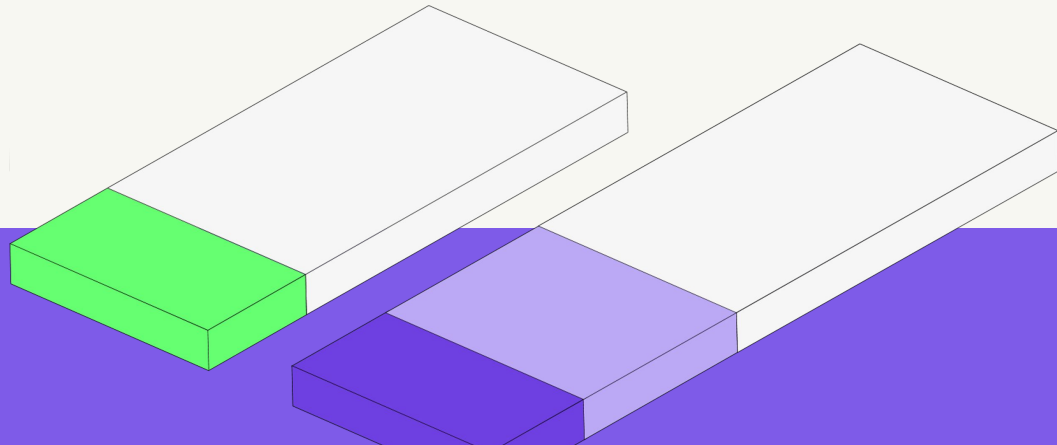
3.1%

Greeks value AI's  
potential but worry  
about job loss,  
misinformation,  
and overreliance in  
decision-making





**Integration** of AI into daily life and all sectors of the economy, with **respect** for human values



#getwise

#palowise

#socialmediaintelligence

#artificialintelligence

#brandintelligence

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