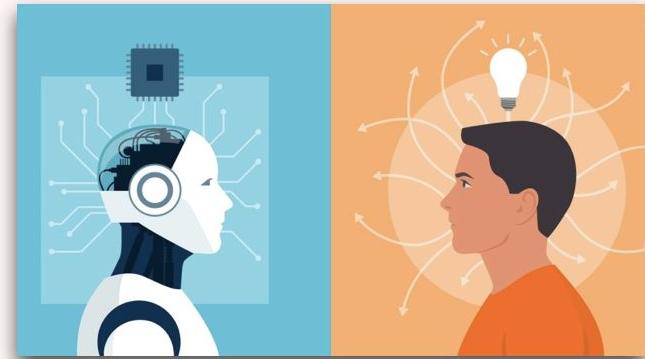

FINAL PROJECT PRESENTATION

AI AND WORK (IN)JUSTICE

FAAZ, SAIF, AYUSH, ABDULLAH, FARZAM

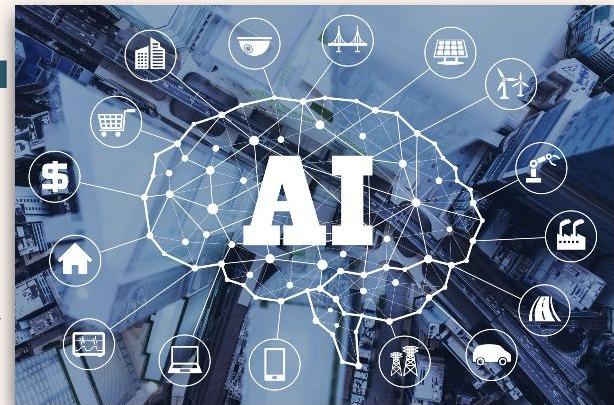
INTRODUCTION

- Artificial intelligence (AI) is a rapidly evolving field . In 2024, it now being integrated across various industries, modernizing established procedures and creating new opportunities to increase efficiency.
- As AI continues to advance, it is reshaping the business landscape by automating routine tasks and enabling more complex analytical capabilities which humans might be incapable of.



AI IN OUTSOURCING INDUSTRY

- AI is transforming the outsourcing industry by enhancing efficiency and reducing costs, with the global AI market projected to reach \$500 billion by 2024.
- The rapid adoption of AI raises job security concerns, prompting a movement towards unionizing in the outsourcing sector. Unions advocate for workers' rights, fair wages, and ethical AI use.



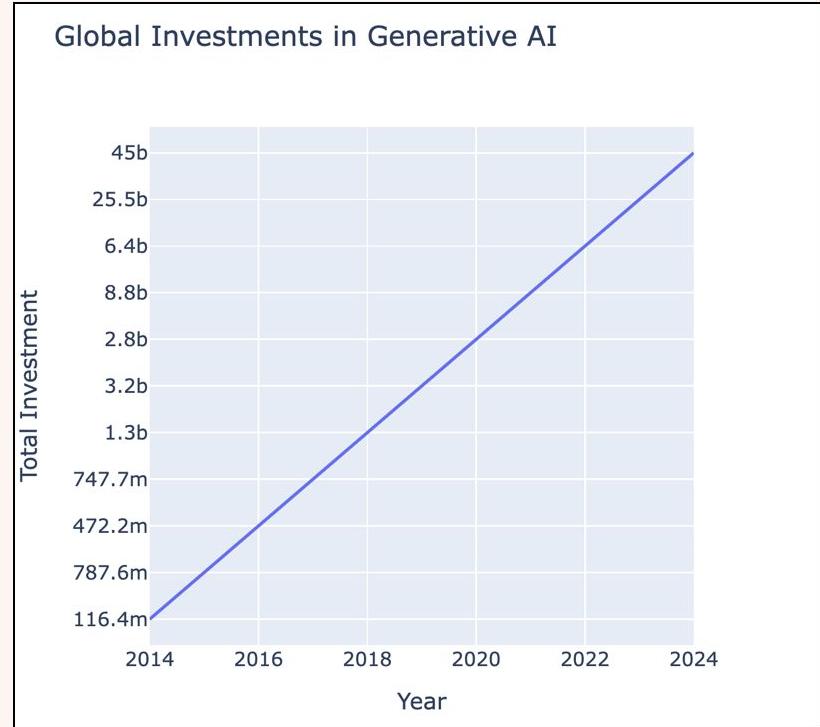
Artificial Intelligence in Everyday Life

- Data analysis
- Home work
- Health care
- Virtual assistance (Siri and Alexa)
- Navigation apps



GLOBAL INVESTMENTS IN GEN AI

- During a rapid emergence, Generative AI startups have attracted huge funding from investors, with over \$25B in funding in 2023 alone. And 2024 is set to reach new heights with already \$18.8B raised in just 5 months.



How uncontrolled use of AI influence the life of workers

Alexej Savreux



- A 34-year-old in Kansas City, says he's done all kinds of work over the years. He's made fast-food sandwiches. He's been a custodian and a junk-hauler. And he's done technical sound work for live theater.

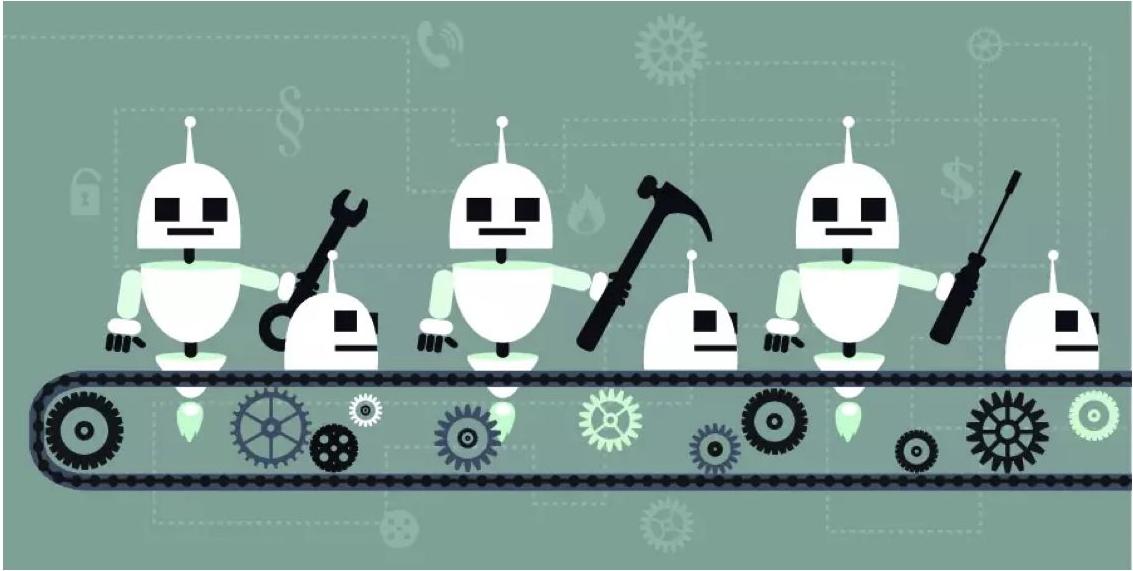
He was responsible for teaching AI how to analyze data so that can generate texts and images that people loves when it comes to ChatGPT. To make AI more and more accurate.

INCOME: 15\$ PER HOUR

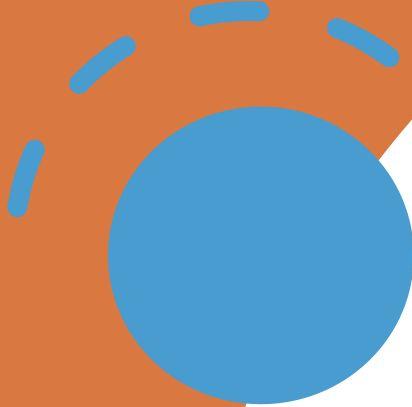
Savreux and other contractors have spent countless hours in the past few years teaching OpenAI's systems to give better responses in ChatGPT.

Its not the job that will give these contactors any kind of riches or fame but its so much essential in the field of AI and are often overlooked

The tech industry has for decades relied on the labor of thousands of lower-skilled, lower-paid workers to build its computer empires: from punch-card operators



- The work is defined by its unsteady, on-demand nature, with people employed by written contracts either directly by a company or through a third-party vendor that specializes in temp work or outsourcing. Benefits such as health insurance are rare or nonexistent — which translates to lower costs for tech companies — and the work is usually anonymous



In Nairobi, Kenya, more than 150 people who've worked on AI for Facebook, TikTok and ChatGPT voted Monday to form a union, citing low pay and the mental toll of the work, Time magazine reported



WHO ARE MAPPA?

- Mappa is the anime studio which uses AI to generate animations faster and get best quality in animation through motion capture and CGI.

Working conditions at MAPPA

Studio MAPPA's reputation as an amazing anime studio is overshadowed by the controversy surrounding its toxic work environment for animators. Animators at Studio MAPPA are overworked and underpaid, and they often vent their frustration on social media.





🎄 Noodles ❄️

@No... · 7/29/22 · ...

Mappa workers watching their kids grow up from the studio



@cjaustralia23

MAPPA has just made the Jujutsu Kaisen Staff sign a confidentiality contract so that they do not express complaints about the production.

WORLD SHAME

@vflmsppe

愚痴言わねないために誓約書書かせるんじやなくて愚痴言わねないような環境を整えてくれないだろうか

Translated from Japanese by Google

Instead of making people write a pledge to avoid complaints, could you please create an environment where they won't complain?

6:26 PM · 30 Sep 23 · 10.3K Views

30 Reposts 2 Quotes 137 Likes 6 Bookmarks



B

@wuokb

Follow

⋮

失うものなんか何もないから愚痴程度で裁判起こすなら受けて立つぜ!!!!

Translated from Japanese by Google

I have nothing to lose, so if you're going to sue me for complaining, I'll take it!!!!

6:32 PM · 30 Sep 23 · 22.8K Views

MAPPA

MODERN DAY SLAVERY????

- MAPPA also made their employees sign a contract which states that they cannot talk about working conditions at mappa and will get fired by doing so and also that the studio can sue the employees in these conditions.

Formation of the First African Content Moderators Union

- Over 150 content moderators for AI systems of Facebook, TikTok, and ChatGPT gathered in Nairobi(kenya).
- Workers employed by third-party outsourcing companies.
- Aim: Address low pay and mental health issues, with some earning as little as \$1.50 per hour.



Background and Legal Actions



Daniel Motaung, former Facebook moderator, initiated union efforts in 2019, it ended up in Daniel getting fired.



Motaung suing Facebook and Sama for unfair dismissal and union-busting.



Legal actions against Meta:
Rulings allowing them to be sued in Kenya.
\$2 billion case for failing to remove harmful content in Ethiopia.



Union formation supported by NGO Foxglove.

Impact and Future Goals

01

Union aims to improve working conditions and mental health care for moderators.

02

Moderators from TikTok and OpenAI also joined union efforts.

03

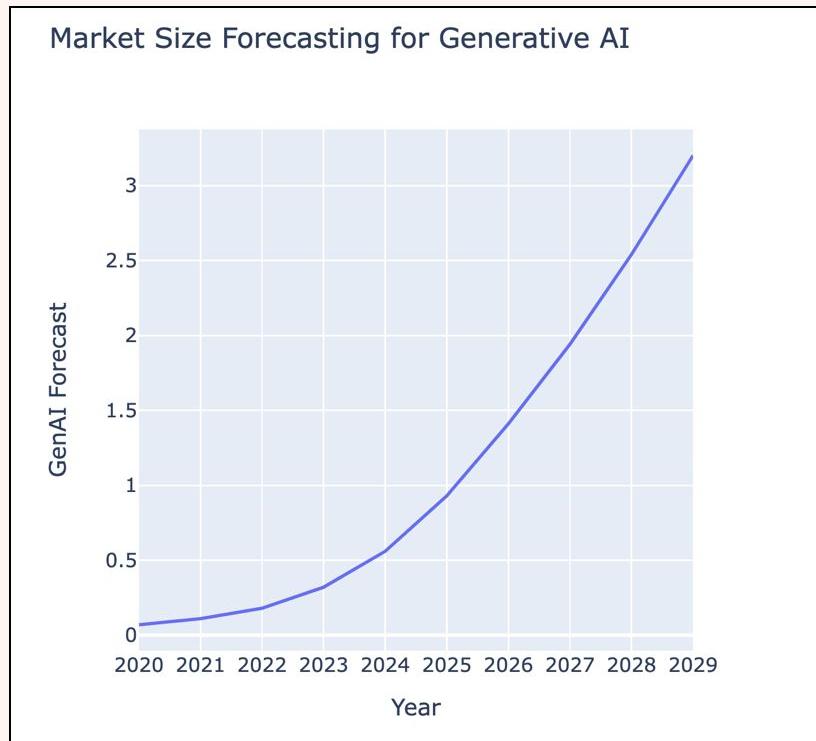
Movement:
Statement against systemic failures in content moderation.

04

Legal support and advocacy for fair working conditions and recognition.

MARKET SIZE FORECAST FOR GEN AI

- The generative AI market is expected to grow by leaps and bounds between 2023 and 2030. It stood at just under 45 billion U.S. dollars at the end of 2023, nearly double the size of 2022. This growth of nearly 20 billion U.S. dollars annually is expected to continue until the end of the decade.





WHO ARE GIG WORKERS?

- > Gig workers are freelance laborers who work in short-term jobs and flexible online positions, for instance, at Upwork.
 - They do things like data entry, virtual assistance, and graphic design, among many others.
- > Nevertheless, although other factors have heavily constrained gig workers in the past, these being controlled by the platform owner, economic and technological obstacles, and job insecurity which altogether some people call flexploitation they have also tried to be quite resilient by adapting their practices to digital tools and even creating supportive online communities to sustain their livelihoods.





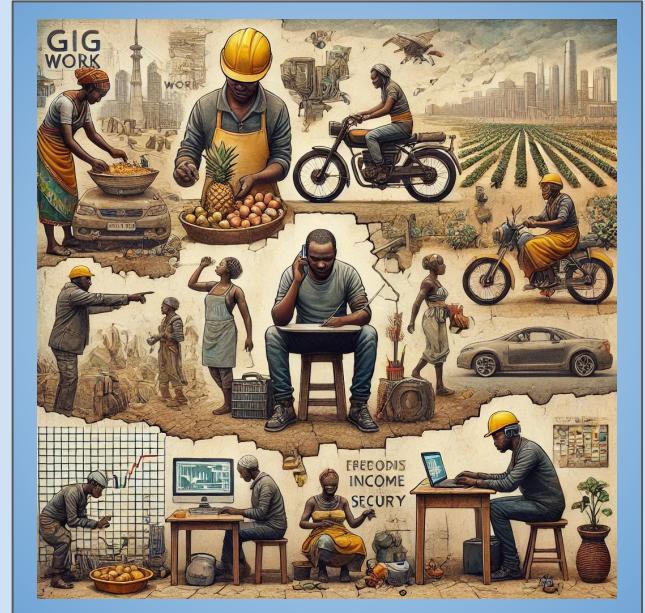
PROS & CONS OF GIG WORKERS

> Pros:

- Allows workers to have the ability to choose hours and tasks that favor them most
- They are now in control of themselves and are flexible with their time for attending to personal responsibilities.

> Cons:

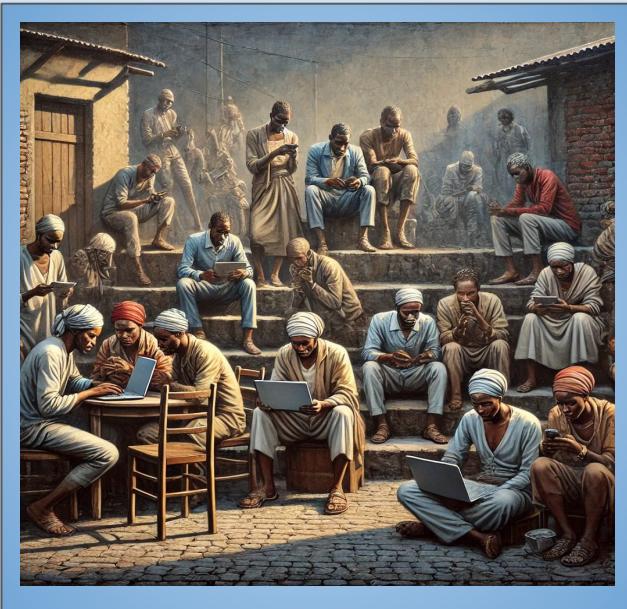
- Low job security
- Inconsistency of income
- No benefits such as health and retirement plans.





WHAT ARE HIDDEN TRANSCRIPTS?

- They are subtle off-stage acts of resistance and agency that the workers use to navigate the constraints set upon them by:
 - Digital platforms
 - Resource-sharing
 - Use of public Wi-Fi
 - Leveraging social media for support without confrontation.
- These hidden transcripts pave the way for a type of control in resizing the lifelines related to work and reconstruction without employers' confrontation, and a new way to construct the complex manner in which they experience, cope with, and resist exploitation within the gig economy.





PROBLEMS THAT THEY FACE IN AFRICA

➤ In Africa gig workers face significant challenges they often rely on gig work due to the following:

- Lack of job opportunities
- job insecurity
- Low income
- Poor internet access



STRATEGIES OF GIG WORKERS

- **Resilience:** Workers display resilience by adapting to adverse conditions without directly challenging the systemic constraints.
- **Reworking:** Reworking involves workers making tactical adjustments to their work processes or personal strategies to improve their working conditions.
- **Resistance:** Overt or covert actions against exploitative conditions.



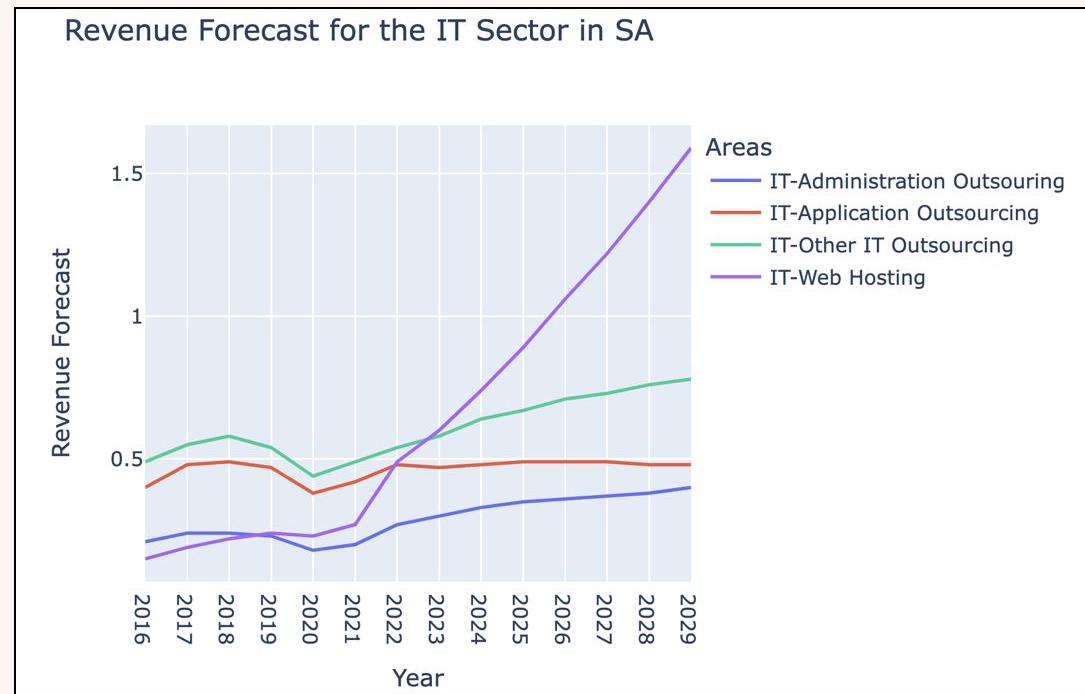
GIG WORKERS-CONCLUSION

- The effectiveness and types of strategies gig workers can employ are deeply influenced by their socio-economic status, educational background, and access to technology.
- Understanding and supporting these forms of resilience, reworking, and resistance could lead to better advocacy for workers' rights and improved working conditions in the gig economy.



WHY IS THE REVENUE FORECAST FOR IT SECTORS IN SOUTH AFRICA GROWING AT A STEADY RATE

➤ The IT Services market in South Africa has been steadily growing over the past few years, driven by various factors such as increasing adoption of cloud computing, big data analytics, and the Internet of Things (IoT)



OpenAI Used Kenyan Workers on Less Than \$2 Per Hour to Make ChatGPT Less Toxic

- > → The Use of low wage labor
- Subjecting labors to visualization of explicit content
- Harsh working conditions and unavailability of 1 on 1 counselling sessions
- Same Pay disparity between revenue and wages taken home by workers/laborers
- Lack of awareness in data labelling for ai development



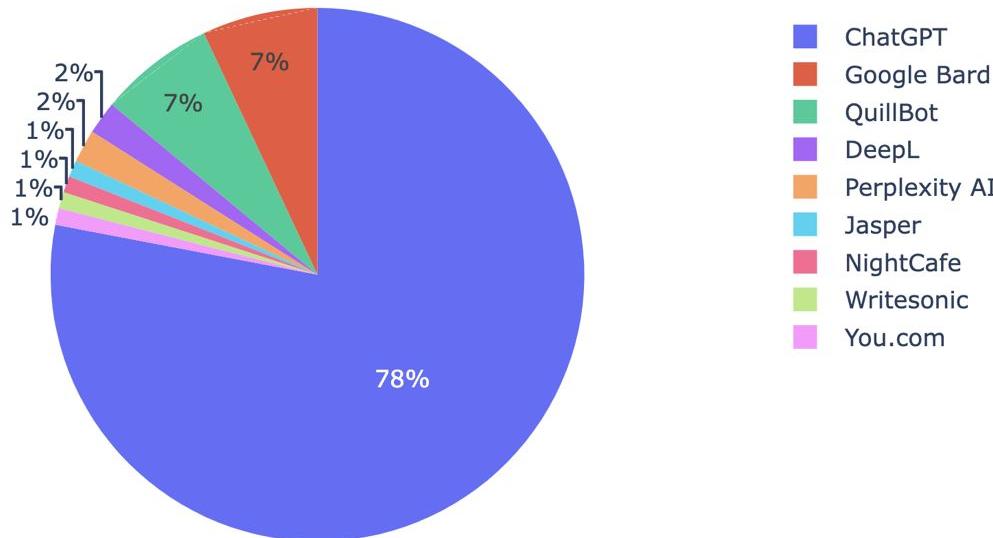
HOW HAS THE COMPANY SHARES IN THE IT SERVICE MARKET AFFECTED THE ECONOMY IN SA

Company Shares in the IT Services Market in SA



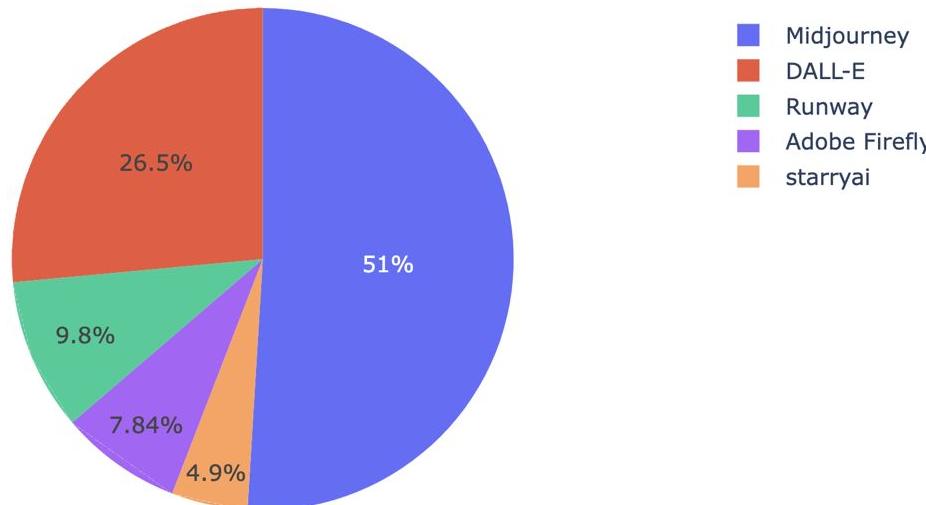
COMPANY SHARES

Company Shares in the Text Generation AI Market in SA

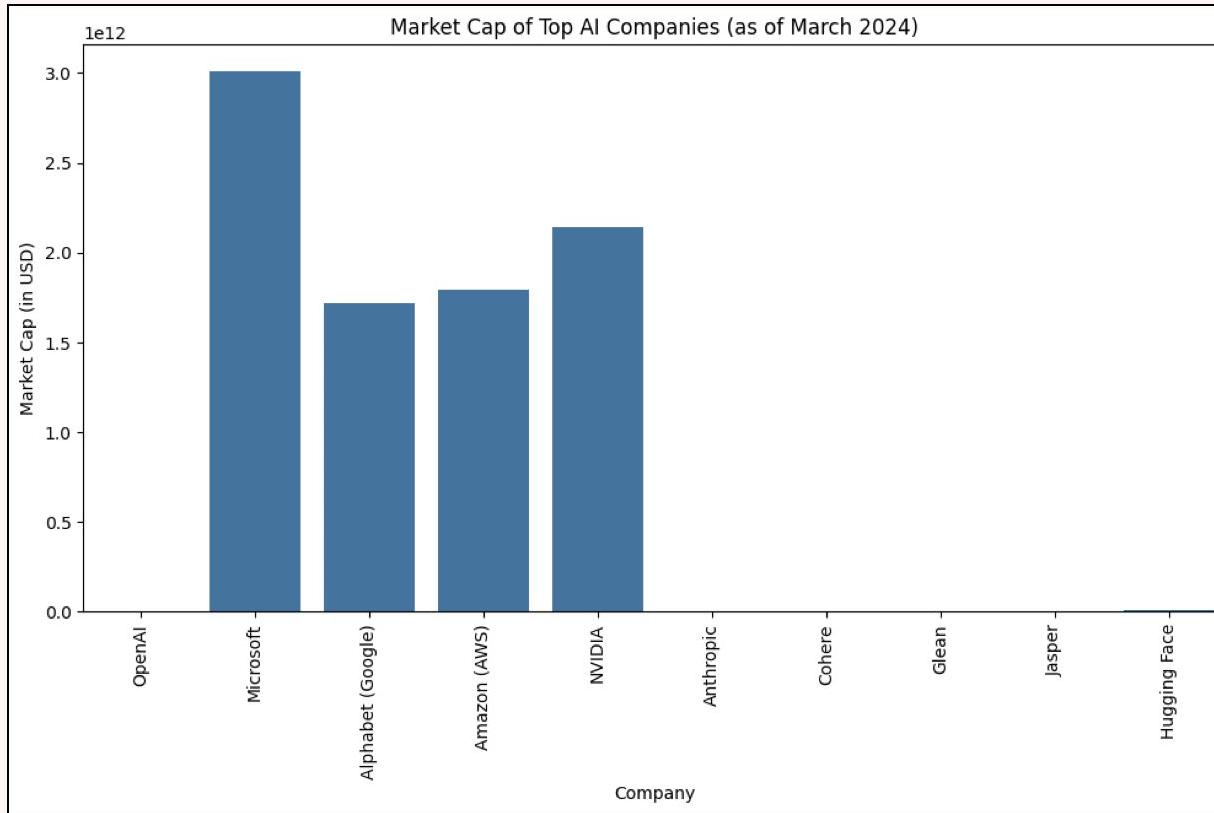


COMPANY SHARES

Company Shares in the Image Generation AI Market in SA



MARKET CAP OF TOP AI COMPANIES



Conclusion

The presentation on gig work highlights its dual nature: offering flexibility and control for workers, but also presenting challenges like low job security, inconsistent income, and lack of benefits. Gig workers often employ subtle strategies, or hidden transcripts, to navigate these challenges, showing resilience especially in regions with additional obstacles like poor internet access.

A case study of OpenAI using underpaid Kenyan workers underscores the exploitation risks in the gig economy, emphasizing the need for better protections and fair compensation. In conclusion, while gig work provides valuable opportunities, it requires improved support and safeguards to ensure a fair and sustainable environment for freelancers.

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THANK YOU!

gifikasi