**S.P. MANDALI'S**

**R.A. PODAR COLLEGE OF COMMERCE AND ECONOMICS**

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**MATUNGA, MUMBAI – 400 019**

**A PROJECT REPORT ON**

# THE IMPACT OF ARTIFICIAL INTELLIGENCE(AI) ON EMPLOYMENT : A COMPREHENSIVE ANALYSIS OF POSITIVE AND NEGATIVE EFFECTS ON JOB ROLES AND EMPLOYEE DYNAMICS.


**SUBMITTED BY-**

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**ROLL NO. - 12**


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**SUBMITTED TO UNIVERSITY OF MUMBAI 2023 – 24**

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# *The Impact of Artificial Intelligence(AI) on Employment : A Comprehensive Analysis of Positive and Negative Effects on Job Roles and Employee Dynamics.*

**A Project Submitted**

**For partial completion of the degree of Master in Commerce**

**Under the faculty of Commerce**

**By**

**Ms. Trushaa Atul Pandya**

**Under the Guidance of**

**Prof. Nikhil Mamaniya**

**February 2024**

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**CERTIFICATE**

**This is to certify that Ms. Trushaa Atul Pandya of M.com Part II (Business Analytics) Semester IV (2023-24) has successfully completed the project on The Impact of Artificial Intelligence (AI) on Employment : A Comprehensive Analysis of Positive and Negative Effects on Job Roles and Employee Dynamics. Under the guidance of Prof. Nikhil Mamaniya.**

**Project guide/ Internal Examiner** **External Examiner**

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**Principal**

**Date Of Submission** **Seal of the College**

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**Declaration by learner**

**I, the undersigned Ms. Trushaa Atul Pandya, declare that the work embodied in this project work hereby, titled "The Impact of Artificial Intelligence(AI) on Employment : A Comprehensive Analysis of Positive and Negative Effects on Job Roles and Employee Dynamics.", forms my contribution to the research work carried out under the guidance of Prof. Nikhil Mamaniya is a result of my own research work and has not been previously submitted to any other University for any other Degree/Diploma to this or any other university. Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography. I hereby further declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct.**

**Signature: _____**

**Certified by**

**Name of the Guiding Teacher: Prof. NikhilMamaniya**

**Signature: _____**

# Acknowledgment

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# INDEX

# EXECUTIVE SUMMARY

**Overview:**

Artificial Intelligence (AI) is the technology that allows machines to learn from experience, adapt to new inputs, and perform tasks like humans. It's everywhere, from voice assistants to recommendation systems, and it's changing how we live and work. In this study, we delve into the impact of AI on employment, exploring both its positive contributions and potential drawbacks. To understand public perceptions, we conducted a survey using a Google Form, reaching out to individuals from various backgrounds. The survey consisted of eight questions aimed at gauging respondents' familiarity with AI, their beliefs about its impact on employment, personal experiences with AI in the workplace, and attitudes towards its future influence.

**Key Findings:**

- ➔ **Familiarity with AI:** The majority of respondents (82.3%) reported some level of familiarity with AI, with over a third (33.8%) being very familiar and nearly half (48.5%) somewhat familiar.

- ➔ **Impact on Employment:** A significant portion (58.8%) of respondents believe that AI has already affected employment, while 27.9% are uncertain, and only 13.2% think it has not.

- ➔ **Positive Effects of AI on Employment:** Respondents identified several positive effects, such as increased efficiency (79.4%), the creation of new job opportunities (32.4%), and improved job safety (20.6%).

- ➔ **Negative Effects of AI on Employment:** Concerns about job displacement (32.4%), the loss of human touch in certain industries (61.8%), and increased unemployment rates (35.3%) were prevalent among respondents.

➔ **Personal Experience:** Approximately a quarter of respondents (24.3%) reported experiencing the impact of AI on their current or previous job.

➔ **Perceived Threat to Job Security:** While a majority (67.6%) expressed concern about AI's threat to job security in their industry, a significant portion (54.4%) remained neutral on the issue.

➔ **Impact on Job Satisfaction:** While some respondents (32.4%) reported a positive impact of AI on their job satisfaction, the majority (63.2%) stated that AI had no significant effect.

➔ **Future Impact of AI:** Nearly all respondents (96.1%) anticipate AI continuing to significantly impact employment in the future, with 70.6% expressing agreement and 26.5% strongly agreeing.

**Recommendations:**

➔ **Investment in Skill Development:** Initiatives for reskilling and upskilling should be prioritized to equip individuals with the necessary skills to thrive in an AI-driven economy.

➔ **Policy Formulation:** Policymakers should collaborate with industry stakeholders to develop comprehensive frameworks addressing the ethical, legal, and social implications of AI deployment.

➔ **Promotion of Ethical AI Practices:** Organizations should prioritize ethical AI development to ensure a balance between automation and human labor, fostering a harmonious work environment.

➔ **Continuous Monitoring and Evaluation:** Regular assessment of AI's impact on employment dynamics is crucial for identifying emerging trends and implementing timely interventions to mitigate negative consequences.

The conclusion underscores the dual nature of Artificial Intelligence (AI) concerning its impact on jobs. It emphasizes the necessity for collaborative efforts to ensure that AI's advantages outweigh its disadvantages in the workplace. Effective leadership is called upon to establish equitable guidelines governing AI utilization in various industries. Furthermore, individuals are encouraged to engage in continuous learning to adapt to the evolving landscape shaped by AI innovations. Vigilance in monitoring AI's effects on employment is deemed crucial to address challenges promptly. Ultimately, the overarching goal is to leverage AI in a manner that maximizes benefits for all stakeholders, fostering an environment where work becomes more efficient and fulfilling for everyone involved.

# 1. INTRODUCTION

# INTRODUCTION

Artificial Intelligence (AI) is like a super-smart tool that's changing how things work in industries and communities worldwide. It's not just about robots anymore; it's about how AI is becoming a big part of our everyday lives, especially at work. This research paper is all about digging deep into how AI affects jobs – both the good and the not-so-good. We're exploring this because it's a really important topic. It's like looking at how technology and jobs are connected and what that means for people, companies, and the folks who make the rules.

AI is making a big splash in workplaces everywhere. It's helping to make things faster, smoother, and sometimes even easier. For example, in factories, AI-powered robots are taking over repetitive tasks, like putting things together on an assembly line. And in places like customer service, AI chatbots are stepping in to help us out with questions, no matter the time of day.

But with all these changes comes some big questions and worries about what it means for jobs. One of the biggest concerns is that AI might start taking over tasks that people used to do, leaving folks without work. Think about self-checkout machines at stores – they're convenient for shoppers, but they also mean fewer jobs for cashiers.
Another worry is that not everyone will have access to AI technology or know how to use it. This could make the gap between people who have good jobs and those who don't even wider. And if we're not careful, it could mean some people are left behind without work.

Despite these concerns, AI also brings new opportunities for jobs. As AI gets better, there are more chances for people to work in fields like data science or AI development. And even in jobs that haven't changed much, AI is making them more interesting by taking over boring tasks and leaving humans to focus on the fun stuff.

To make sure we're making the most of AI while also taking care of people's jobs, we need to work together. That means coming up with smart plans to train people for new kinds of jobs and

making sure everyone has a fair shot at using AI. We also need to think about things like privacy and fairness when it comes to AI technology. By working together and being smart about how we use AI, we can make sure everyone benefits from this exciting new technology.

**Significance of the Study:**

It's really important to understand how AI, or artificial intelligence, affects jobs because it's changing how we work. As AI gets better and better, people worry more about losing their jobs, not having the right skills for new jobs, and whether everyone has a fair chance at work. This study is all about looking at these concerns to help make smart decisions and create fair policies for the future of work.

With AI getting more advanced, it's natural for people to wonder about their jobs. Some worry they might lose their jobs because AI can do some tasks better and faster than humans. Others worry that even if they keep their jobs, they might need new skills that they don't have. And then there's the big question of whether everyone gets the same chances at getting good jobs and opportunities, no matter who they are or where they come from.

This study is diving into all these worries and questions to understand what's really going on. By doing this, it aims to give important information to people who make big decisions about work and policies. These decisions could shape how the future of work looks like. The goal is to make sure that as we move forward with AI and technology, we're also making sure that everyone has a fair shot at success.

In simple terms, this study wants to help us figure out how AI is changing our jobs and what we can do to make sure everyone can thrive in the new world of work.

**Objectives of our research questions:**

To determine the public's degree of knowledge and awareness of artificial intelligence (AI), offering insights into the knowledge foundation that shapes attitudes and views about AI and employment. to investigate how the general public views AI's current effects on employment and

how these views might influence future expectations and choices about workforce development and planning. In order to provide a comprehensive understanding of the complex implications of AI on the labor market, it is necessary to identify and classify the positive and negative effects of AI on employment as viewed by respondents. to compile first-hand narratives and tales about people's experiences using AI at work, offering context and examples from the real world to support quantitative statistics on the technology's effects on employment. To determine the degree to which people believe AI could risk job security in various areas, highlighting those that might be more susceptible to technological change. To find out how implementing AI affects workplace dynamics and worker well-being, as well as the relationship between the introduction of AI technology and workers' job satisfaction levels. In order to ascertain people's opinions and expectations about artificial intelligence's ability to change jobs, open up new ones, and influence the direction of the labor market as a whole.

**Methodology and Structure**

This study aims to investigate the impact of Artificial Intelligence (AI) on employment using a quantitative research approach. The research will be conducted through a survey administered via Google Forms to collect data from a diverse group of participants. The survey consists of eight questions designed to explore various aspects of participants' familiarity with AI, perceptions of its impact on employment, personal experiences, and future expectations.

The survey questions have been carefully crafted to cover a range of topics related to AI and employment. These include assessing participants' knowledge of AI, gathering their opinions on how AI currently affects employment and their expectations for the future, and understanding their personal experiences with AI in the workplace. Additionally, the survey seeks to explore participants' perceptions of the threat AI poses to job security across different industries and its influence on job satisfaction.

Upon collecting the survey responses, the data will be analyzed using both descriptive statistics and thematic analysis. Descriptive statistics will be used to identify patterns and trends in the data, providing quantitative insights into participants' perceptions and experiences. Thematic analysis, on the other hand, will involve examining the responses to identify recurring themes

and patterns, offering qualitative insights into participants' attitudes and beliefs regarding AI and employment.

The structure of the paper will follow a logical sequence, beginning with an introduction that outlines the purpose of the study and its significance in the context of AI and employment. This will be followed by a comprehensive literature review, which will provide an overview of existing research and theoretical frameworks relevant to the topic. The literature review will help contextualize the study and provide a theoretical foundation for the research questions and objectives.

Next, the methodology section will detail the survey design, sampling strategy, and data collection procedures. This section will provide transparency regarding the research process and ensure the validity and reliability of the study findings. The findings section will present the results of the survey, organized according to the research questions and objectives. The findings will be presented using both descriptive statistics and thematic analysis, providing a comprehensive overview of participants' perceptions and experiences.

Following the presentation of the findings, the discussion section will interpret the results in light of existing literature and theoretical frameworks. This section will explore the implications of the findings for theory, practice, and policy, offering insights into the potential impact of AI on employment and suggestions for future research directions.

Finally, the conclusion will summarize the key findings of the study and their implications for AI and employment. The conclusion will also highlight any limitations of the study and offer recommendations for future research and practice in this area. Overall, this study aims to contribute to our understanding of the complex relationship between AI and employment and inform strategic decision-making and policy formulation in this rapidly evolving field.

# 2. LITERATURE REVIEW

# LITERATURE REVIEW

A detailed literature review based on the article "The Impact of AI on Employment and Organization in the Industrial Working Environment of the Future" by Swetlana Franken and Malte Wattenberg:

- **Introduction to AI Impact on Employment**

The advent of Artificial Intelligence (AI) has sparked significant debates regarding its potential impact on employment across various industries. Franken and Wattenberg's (2019) article delves into the implications of AI on the industrial working environment, shedding light on both opportunities and challenges.

- **Historical Perspectives**

Previous research by (Swetlana Franken and Malte Wattenberg.
Bielefeld University of Applied Sciences, Germany.17 October, 2019.) highlights the historical context of technological advancements and their influence on employment patterns. The transition from agrarian to industrial societies witnessed significant shifts in job distribution, raising concerns about displacement and retraining

- **Current State of AI Integration**

Franken and Wattenberg's analysis underscores the current state of AI integration within industrial settings, emphasizing its role in streamlining processes, enhancing productivity, and facilitating automation. The authors draw parallels with past technological revolutions, emphasizing the need for proactive adaptation strategies.

- **Employment Trends in AI-driven Industries**

  Scholars such as (Swetlana Franken and Malte Wattenberg.
  Bielefeld University of Applied Sciences, Germany.17 October, 2019.) have explored employment trends in AI-driven industries, noting a nuanced interplay between job creation, displacement, and skill requirements. While AI adoption may lead to job losses in routine tasks, it also fosters demand for roles centered on data analysis, AI maintenance, and human-AI collaboration.

- **Organizational Adaptation Strategies**

  The article discusses organizational adaptation strategies in response to AI integration, citing research on reskilling initiatives, workforce restructuring, and the redesign of job roles. These strategies aim to mitigate the negative repercussions of AI on employment while harnessing its potential for organizational growth.

- **Policy Implications and Ethical Considerations**

  Moreover, Franken and Wattenberg explore policy implications and ethical considerations surrounding AI deployment in industrial settings. Drawing on works by (Swetlana Franken and Malte Wattenberg.Bielefeld University of Applied Sciences, Germany.17 October, 2019.) , they underscore the importance of regulatory frameworks, ethical guidelines, and social safety nets to address concerns related to job displacement, algorithmic bias, and privacy infringement.

- **Future Prospects and Research Directions**

  The literature review culminates in a discussion on future prospects and research directions in the realm of AI and employment. Scholars such as (Swetlana Franken and Malte Wattenberg.Bielefeld University of Applied Sciences, Germany.
  17 October, 2019.) advocate for interdisciplinary collaboration, longitudinal studies, and scenario planning to anticipate and navigate the evolving landscape of work in the AI era.

- **Conclusion**

In conclusion, Franken and Wattenberg's article contributes valuable insights into the multifaceted relationship between AI and employment in industrial contexts. By synthesizing existing literature and offering thought-provoking analyses, the authors illuminate key considerations for policymakers, organizational leaders, and researchers grappling with the implications of AI-driven automation.

This literature review provides a comprehensive overview of the scholarly discourse surrounding the impact of AI on employment, contextualizing the discussion within the framework established by Franken and Wattenberg's article.

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## ★ Companies which positively  impacted on employment Companies Using Al For Recruitment:

1. What is AI recruiting?

AI recruiting involves using advanced computer systems to make the hiring process easier and faster. These technologies help in finding suitable candidates, going through resumes, and

selecting candidates for interviews. Basically, it's like having a smart assistant that makes the whole hiring process smoother.

Companies are using AI to be more competitive in finding the best people for their teams. By implementing AI, they can save time, choose candidates more wisely, and reduce biases in the hiring process.

Let's take a look at some companies that have successfully used AI in their hiring strategies, showing how these technologies are changing the way businesses find and hire the right people.

**1. IBM Watson Talent:**

IBM Watson Talent, situated in Armonk, New York, operates in the Information Technology and Services industry. They use smart technology to assist businesses in hiring, managing talent, and career development. By employing predictive analytics and natural language processing, IBM Watson Talent aims to make hiring decisions more effective.

- How they use AI in recruiting:

IBM Watson Talent simplifies and automates the hiring process by using AI. It predicts the best candidates by analyzing data from resumes and social media. Their technology assesses candidates' communication skills during video interviews. They also offer a chatbot to answer candidate questions and give personalized feedback, aiming to enhance hiring quality, reduce time-to-hire, and increase candidate engagement.

**2. Amazon:**

Originally an online bookstore, Amazon has grown into a global tech giant based in Seattle, Washington. It dominates e-commerce, cloud computing, and digital streaming, and actively integrates AI into its operations.

- How they use AI in recruiting:

Amazon is developing an automated system for evaluating applicants. This AI software analyzes resumes by comparing them to successful Amazon employees in similar roles. Promising candidates are prioritized for interviews, speeding up the hiring process. Amazon employs AI to improve the candidate experience and streamline recruitment.

**3. Unilever:**

A well-known name in consumer goods, Unilever, headquartered in London, focuses on sustainability in its diverse product offerings.

- How they use AI in recruiting:

Unilever uses AI to enhance the efficiency of its recruitment process. They've created an AI-powered chatbot to answer candidate questions and provide personalized feedback. Additionally, AI helps analyze candidate data to identify the best fits for each role, reducing time-to-hire and improving the quality of hiring decisions. Unilever also leverages AI to identify skill gaps, offering employees development opportunities.

## ★ Companies which negatively impacted on employment and Layoffs in companies:

CEOs have been using AI tools like ChatGPT to speed up manual processes and automate certain types of work. A recent study showed that half of CEOs think they might replace jobs with AI, especially among top executives.

Many companies find AI a smart choice, saving costs and boosting productivity, especially in times of rising inflation. Our annual workplace report revealed that the most productive companies extensively use artificial intelligence.

However, this widespread adoption of AI is causing job insecurity. While most companies plan to enhance human tasks rather than replace them completely, some actions are confirming fears about job security.

Companies are cautious about gaining a reputation for replacing workers with AI. If you're curious about which businesses are automating jobs, check out our summary below.

**1. Google**

Google started the new year by announcing two rounds of layoffs, and there might be more to come. Although Google's CEO, Sundar Pichai, didn't explicitly say these jobs would be replaced by AI, the job cuts mainly affected workers in the ad division. Around the same time, Google increased the use of AI in customer care and ad sales, aiming to enhance operational efficiency.

**2. IKEA**

Last June, IKEA, the popular Swedish furniture retailer, revealed plans to replace call center work with an AI bot named Billie. However, unlike many companies, IKEA is focusing on upskilling affected employees. They've already started training thousands of call center workers to become interior design advisors. Rather than harming workers, IKEA believes AI will create new jobs and provide development opportunities for existing staff.

**3. Salesforce**

Earlier this year, the US software company Salesforce laid off 700 workers, around 1% of its global workforce. This comes after similar cuts last year, reducing personnel by 10%. Like Google, Salesforce didn't explicitly connect these job losses to AI. Still, as Salesforce invests more in artificial intelligence and trims its hiring budget, some speculate that automated labor might fill many of these vacant positions.

# 3. RESEARCH METHODOLOGY

# OBJECTIVES

- **Objective 1: Assessing Public Awareness**

The first objective of our research is to gauge the level of public familiarity with Artificial Intelligence (AI). We aim to understand how well the general public is acquainted with the concept of AI. This will provide insights into the baseline knowledge that individuals possess regarding this transformative technology.

- **Objective 2: Examining Perceived Impact**

Our second objective involves exploring public perceptions regarding the current impact of AI on employment. We aim to identify prevailing beliefs and attitudes toward whether AI has already influenced the job market. This will help us comprehend the overarching sentiments regarding the role of AI in shaping employment dynamics.

- **Objective 3: Identifying Positive Impacts**

The third objective is to delineate the positive effects attributed to AI in the context of employment .It  will enable us to pinpoint specific areas where respondents perceive AI as beneficial, such as increased efficiency, the creation of new job opportunities, and enhanced job safety. This insight is crucial for understanding the optimistic aspects of AI integration in the workforce.

- **Objective 4: Recognizing Negative Impacts**

Our fourth objective is to identify and categorize negative perceptions of AI's impact on employment. We aim to uncover concerns and drawbacks associated with AI, such as job displacement, loss of human touch, and potential misuse. This will provide a comprehensive view of the apprehensions surrounding AI's role in the job market.

- **Objective 5: Assessing Personal Experiences**

The fifth objective involves evaluating personal experiences of respondents regarding AI's impact on their current or previous jobs. We aim to understand the extent to which individuals have encountered AI-related changes in their workplaces. This will contribute to a nuanced understanding of the practical implications of AI on a personal level.

- **Objective 6: Investigating Perceived Threat to Job Security**

Our sixth objective is to investigate the perceived threat that AI poses to job security in various industries . This will help us discern the level of concern individuals have about the potential impact of AI on their employment stability. This understanding is crucial for assessing the broader apprehensions related to job security.

- **Objective 7: Examining Job Satisfaction**

The seventh objective is to explore how the introduction of AI in the workplace has affected job satisfaction . We aim to discern whether individuals perceive AI as a positive or negative influence on their overall job satisfaction. This insight is pivotal for understanding the nuanced relationship between AI integration and employee contentment.

- **Objective 8: Anticipating Future Impacts**

The final objective is to anticipate future impacts of AI on employment . We aim to gauge the level of consensus regarding the future significance of AI in the job market. This information will contribute to a forward-looking perspective, helping to identify trends and potential challenges in the evolving landscape of AI and employment.

# HYPOTHESIS

**Hypothesis for Research Paper: How AI Impacts Employment**

**1. Familiarity with AI:**

- Null Hypothesis (H0): There is no significant relationship between the level of familiarity with AI and the perception of its impact on employment.
- Alternative Hypothesis (H1): A significant relationship exists between the level of familiarity with AI and the perception of its impact on employment.

**2. Impact of AI on Employment:**

- Null Hypothesis (H0): There is no significant difference in the belief about the impact of AI on employment among respondents.
- Alternative Hypothesis (H1): There is a significant difference in the belief about the impact of AI on employment among respondents.

**3. Positive Effects of AI on Employment:**

- Null Hypothesis (H0): The positive effects of AI on employment are perceived similarly across different demographics.
- Alternative Hypothesis (H1): There are significant differences in the perception of positive effects of AI on employment across different demographics.

**4. Negative Effects of AI on Employment:**

- Null Hypothesis (H0): The negative effects of AI on employment are perceived similarly across different demographics.
- Alternative Hypothesis (H1): There are significant differences in the perception of negative effects of AI on employment across different demographics.

**5. Personal Experience with AI Impact:**

- Null Hypothesis (H0): There is no significant association between personal experience with AI impact and the belief in its influence on employment.
- Alternative Hypothesis (H1): There is a significant association between personal experience with AI impact and the belief in its influence on employment.

**6. AI and Job Security:**

- Null Hypothesis (H0): There is no significant relationship between the perception of AI as a threat to job security and the industry of the respondents.
- Alternative Hypothesis (H1): A significant relationship exists between the perception of AI as a threat to job security and the industry of the respondents.

**7. AI and Job Satisfaction:**

- Null Hypothesis (H0): The introduction of AI in the workplace has no significant impact on job satisfaction.
- Alternative Hypothesis (H1): The introduction of AI in the workplace has a significant impact on job satisfaction.

**8. Future Impact of AI on Employment:**

- Null Hypothesis (H0): There is no significant difference in the belief about the future impact of AI on employment across different demographics.
- Alternative Hypothesis (H1): There are significant differences in the belief about the future impact of AI on employment across different demographics.

## ★ Overall Hypothesis:

- Null Hypothesis (H0): People's familiarity with AI does not significantly influence their perception of its impact on employment, and there is no discernible difference in opinions about the positive and negative effects of AI.
- Alternative Hypothesis (H1): The level of familiarity with AI plays a significant role in shaping people's views on its impact on employment. Additionally, there are noticeable differences in opinions regarding the positive and negative effects of AI across various demographics.

## In Summary:

The research aims to uncover if people's understanding of AI affects how they see its impact on jobs and if there are distinct viewpoints on the positive and negative aspects based on different demographics.

# METHODOLOGY

1. **Research Design:**

The research design is like taking a picture to understand what people think about Artificial Intelligence (AI) and its effects on jobs. We want to capture a moment in time, just like a snapshot, to see what people believe right now. To do this, we are using a way of collecting information that involves asking questions in a structured form, and we're doing this through a survey on Google Forms. This survey helps us gather clear and organized answers from people.

Imagine you have a bunch of puzzle pieces, and each piece is a person's opinion about AI and jobs. The design we're using helps us put these pieces together in an organized way, so we can see the bigger picture of what people are thinking and experiencing. We're not looking at how opinions change over time; instead, we're focused on what people are feeling and thinking at this specific moment.We're using a quantitative approach, which means we're focusing on numbers and percentages. This helps us organize the responses and see if there are any clear trends or patterns. With this design, we're able to dig deep into what people think about AI's impact on employment. We can analyze their attitudes and experiences related to AI and jobs in a systematic way.

This approach allows us to analyze people's attitudes and experiences systematically. We want to understand the different perspectives people have on AI and employment. It's like putting on different glasses to see the topic from various angles. This way, we can make sense of the diverse opinions and experiences people are sharing.

In simpler terms, we're taking a snapshot of what people think about AI and jobs right now, using a structured survey to organize their thoughts, and then we're going to study and analyze these opinions to learn more about the topic.
It's like we're taking a big group picture to see what everyone thinks about AI and jobs. We're using a method that's like filling out a survey online to collect everyone's opinions. This way, we

can count up the responses and see if there are any common ideas or feelings about AI and jobs. It's a structured way to understand what's on people's minds when it comes to AI and employment.

2. **Sampling Techniques:**

For our survey, we want to hear from a wide variety of people to make sure we're getting opinions from all different backgrounds. So, we're not just asking a specific group; we want to include everyone. To do this, we're using what's called a "convenience sampling" method.

Now, don't let the term confuse you. It simply means we're reaching out to people who are easy to find and who are willing to share their thoughts. Imagine if you were asking your friends or people nearby what they think—those are the accessible and willing participants we're talking about.

Now, here's the catch. This method might bring in a bit of bias because we're not going out of our way to find very specific types of people. But we're aware of this, and we're doing our best to make sure we include a wide range of perspectives. So, even though it's not perfect, it helps us get a good mix of opinions from different types of folks.

3. **Data Collection Methods:**

The primary data collection method is an online survey created using Google Forms. The survey consists of eight questions focusing on respondents' familiarity with AI, beliefs about its impact on employment, perceived positive and negative effects, personal experiences, and future expectations. The survey is shared through various online platforms to reach a wider audience.

To gather information for our research, we're using an online survey. It's like a digital questionnaire created using Google Forms – the kind you might have encountered for fun quizzes or feedback forms. This survey has eight questions, and each question is designed to understand what people think and feel about Artificial Intelligence (AI) and how it might impact jobs.

The questions cover a few key areas. First, we're asking how familiar people are with AI – do they know a lot, a little, or nothing at all? Then, we dive into their beliefs about whether AI has already affected employment and, if so, in what ways. We want to know both the positive and negative impacts according to them.

Additionally, we're interested in personal experiences. Have people felt any changes in their jobs because of AI? This could be anything from noticing new technologies at work to feeling a shift in job security. Lastly, we're curious about what they think the future holds – do they believe AI will continue to have a big impact on jobs?

To make sure we hear from as many people as possible, we're sharing this survey on different online platforms. It's like casting a wide net to capture a variety of opinions. The goal is to reach a diverse audience and get a comprehensive understanding of what people across different backgrounds and experiences think about AI and employment.

4. **Data Analysis:**

Quantitative data analysis is conducted using descriptive statistics. The percentage distribution of responses to each question is calculated to identify trends and patterns. Cross-tabulations may be employed to explore relationships between variables. The analysis aims to provide a comprehensive overview of public opinions on AI and employment, highlighting both positive and negative perceptions.

In this study, we collected responses from 68 individuals to understand public perceptions about Artificial Intelligence (AI) and its impact on employment. Our analysis employed descriptive statistics to unveil trends and patterns in the data, providing valuable insights into how people perceive the relationship between AI and employment.

- Familiarity with AI:

Our findings reveal that the majority of respondents, a combined 82.3%, are either very familiar or somewhat familiar with the concept of Artificial Intelligence. This suggests a prevalent awareness among the surveyed individuals.

- Impact of AI on Employment:

A significant portion, 58.8%, believes that AI has already influenced employment. This indicates a recognition of the ongoing impact of AI in the job market. However, it is noteworthy that 27.9% are uncertain about the current influence, showcasing a certain level of ambiguity or perhaps a need for further information in the public domain.

- Positive Effects of AI on Employment:

The positive effects of AI on employment, as perceived by the respondents, are varied. The most acknowledged positive impact is increased efficiency, highlighted by an overwhelming 79.4%. This suggests a widespread belief that AI can enhance productivity in the workplace. Notably, the creation of new job opportunities is identified by 32.4% of respondents, showcasing optimism about the potential for AI to generate employment.

- Negative Effects of AI on Employment:

On the flip side, concerns about the negative effects of AI on employment include job displacement, recognized by 32.4%, and the loss of human touch in certain industries, acknowledged by a substantial 61.8%. Increased unemployment rates are also a worry for 35.3% of respondents. These concerns underline the delicate balance between the benefits and challenges posed by AI.

- Personal Experiences:

When asked about personal experiences with AI in their jobs, 24.3% of respondents reported experiencing an impact. This suggests that AI's influence is not universal, and a majority of individuals (57.1%) have not yet felt a direct impact.

- Job Security and Job Satisfaction:

A significant portion, 54.4%, expressed a neutral stance on whether AI poses a threat to job security in their industry. This ambivalence highlights the complexity of perceptions regarding job security in the era of AI. Interestingly, 32.4% of respondents feel that the introduction of AI in their workplace has positively affected their job satisfaction, while a majority (63.2%) report no impact.

- Future Impact of AI:

Looking ahead, a substantial 70.1% either agree or absolutely agree that AI will continue to have a significant impact on employment in the future. This indicates a prevailing expectation that AI's influence will persist and likely intensify.

In summary, our analysis provides a nuanced understanding of public perceptions surrounding AI and employment, emphasizing both positive and negative outlooks. These findings contribute to the ongoing discourse on the societal implications of AI integration into the workforce.

5. **Limitations:**

- Sampling Bias: The use of convenience sampling may result in a sample that is not fully representative of the entire population, leading to potential bias.
- Self-Reporting Bias: Respondents may provide answers influenced by social desirability or personal biases, affecting the accuracy of the data.
- Limited Depth: The survey's structured nature may limit the depth of insights, preventing a thorough exploration of nuanced opinions.

6. **Challenges:**

- Response Variability: Different interpretations of AI impact may lead to varied responses, making it challenging to generalize findings.
- Limited Control: As an online survey, there is limited control over the survey environment, potentially impacting data quality.

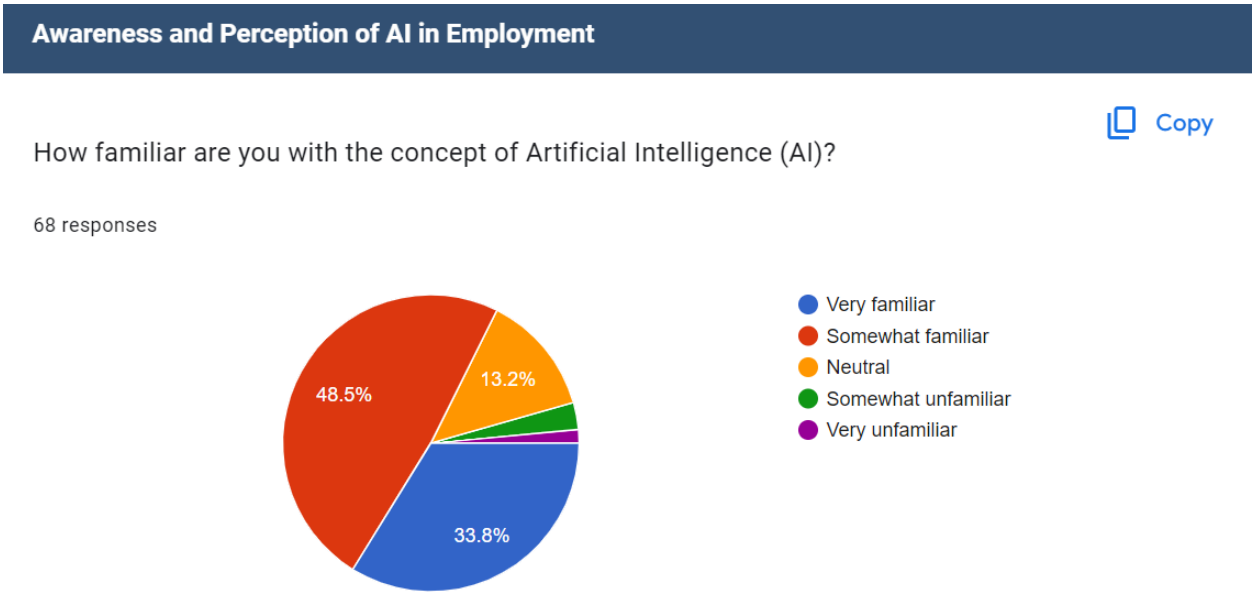
7. **Ethical Considerations:**

- Informed Consent: Respondents are informed about the purpose of the survey, ensuring their voluntary participation.
- Anonymity: Respondent identities are kept confidential to encourage honest and unbiased responses.
- Data Security: Measures are taken to secure survey data and prevent unauthorized access.

# 4. DATA ANALYSIS & DATA FINDINGS

# DATA FINDINGS

**Question 1:** How familiar are you with the concept of Artificial Intelligence (AI)?




**Responses:**

Very familiar: 33.8%

Somewhat familiar: 48.5%

Neutral: 13.2%

Somewhat unfamiliar: 2.9%

Very unfamiliar: 1.5%

Analysis of the above responses:

**Familiarity Distribution:** The majority of respondents indicate some level of familiarity with AI. This suggests that AI is becoming increasingly known and understood among the general population.

**Levels of Familiarity:**

- The largest proportion of respondents (48.5%) indicate being "Somewhat familiar" with AI, indicating a moderate level of understanding.
- A significant portion (33.8%) claim to be "Very familiar," suggesting a substantial awareness and understanding of AI concepts.
- A smaller but still noteworthy percentage (13.2%) are "Neutral" about their familiarity with AI, indicating a lack of strong opinion or knowledge on the topic.
- Only a minority of respondents claim to be "Somewhat unfamiliar" (2.9%) or "Very unfamiliar" (1.5%) with AI, indicating that there's a relatively low percentage of respondents who lack awareness of AI concepts.

**Implications:**

- The high level of familiarity, particularly with respondents claiming to be "Somewhat familiar" or "Very familiar," suggests that AI has penetrated public consciousness to a significant extent. This could have implications for how AI-related topics are discussed and perceived in society.

**Further Analysis:**

- It would be valuable to explore the reasons behind the varying levels of familiarity. For instance, what sources do respondents rely on for their understanding of AI? Are there demographic or educational factors influencing familiarity levels?

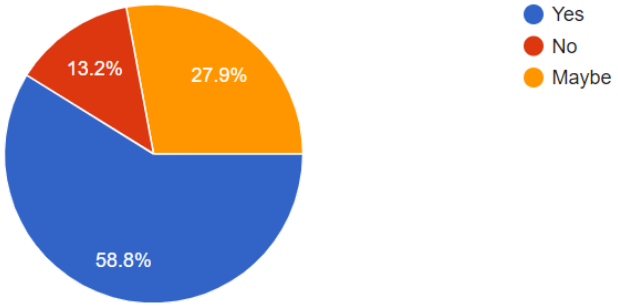
This analysis provides a starting point for understanding respondents' familiarity with AI and sets the stage for deeper exploration into their perceptions and attitudes towards AI in subsequent questions.

**Question 2:** Do you believe that AI has already had an impact on employment?

Copy

Do you believe that AI has already had an impact on employment?

68 responses




**Responses:**

Yes: 58.8%

No: 13.2%

Maybe: 27.9%

Analysis of the above responses:

**Perceived Impact of AI on Employment:**

- The majority of respondents (58.8%) believe that AI has already had an impact on employment. This suggests a widespread recognition of AI's influence on the job market.
- A significant portion of respondents (27.9%) are uncertain about whether AI has impacted employment, indicating a degree of ambiguity or complexity surrounding the issue.
- A smaller percentage of respondents (13.2%) believe that AI has not yet had an impact on employment, suggesting differing opinions or perspectives on the matter.

**Implications and Interpretations:**

- The high percentage of respondents who believe AI has already impacted employment underscores the perceived significance of AI technologies in reshaping the workforce landscape.

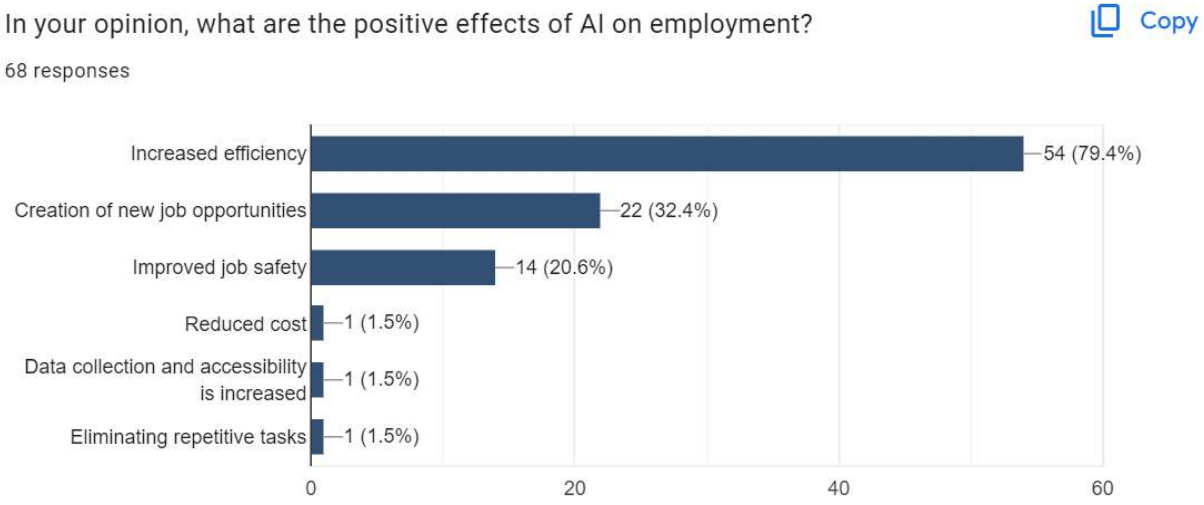
- The uncertainty expressed by some respondents highlights the nuanced nature of AI's effects on employment, acknowledging that the full extent and consequences of AI adoption may not be entirely clear.

**Further Analysis:**

- It would be valuable to explore the reasons behind respondents' beliefs about the impact of AI on employment. What specific factors or trends do they perceive as evidence of AI's influence on the job market?
- Additionally, investigating the perspectives of different demographic groups or industries could provide deeper insights into the varied perceptions of AI's impact on employment.

This analysis provides an overview of respondents' beliefs regarding the impact of AI on employment and sets the stage for deeper exploration into the factors driving these perceptions.

**Question 3:** In your opinion, what are the positive effects of AI on employment?




**Responses:**

Increased efficiency: 79.4%

Creation of new job opportunities: 32.4%

Improved job safety: 20.6%

Reduced cost: 1.5%
Data collection and accessibility is increased: 1.5%
Eliminating repetitive tasks: 1.5%

Analysis of the above responses:

**Increased Efficiency:**
- The most commonly cited positive effect of AI on employment, with nearly 80% of respondents mentioning it. This suggests a widespread belief that AI technologies can streamline processes and workflows, leading to greater productivity and efficiency in various industries.

**Creation of New Job Opportunities:**
- Around one-third of respondents (32.4%) perceive AI as a catalyst for creating new job opportunities. This indicates optimism about AI's potential to generate employment in emerging fields such as AI development, data analysis, and automation engineering.

**Improved Job Safety:**
- A notable percentage of respondents (20.6%) highlight improved job safety as a positive effect of AI on employment. This suggests recognition of AI's role in enhancing workplace safety through technologies such as predictive analytics, autonomous vehicles, and robotics.

**Other Positive Effects:**
- A small percentage of respondents (1.5% each) mention additional positive effects such as reduced costs, increased data collection and accessibility, and the elimination of repetitive tasks. While these responses are less common, they underscore the multifaceted benefits of AI in various aspects of employment.

**Implications:**
- The overwhelmingly positive perception of AI's role in increasing efficiency aligns with the widespread adoption of AI technologies in optimizing business operations and workflows.

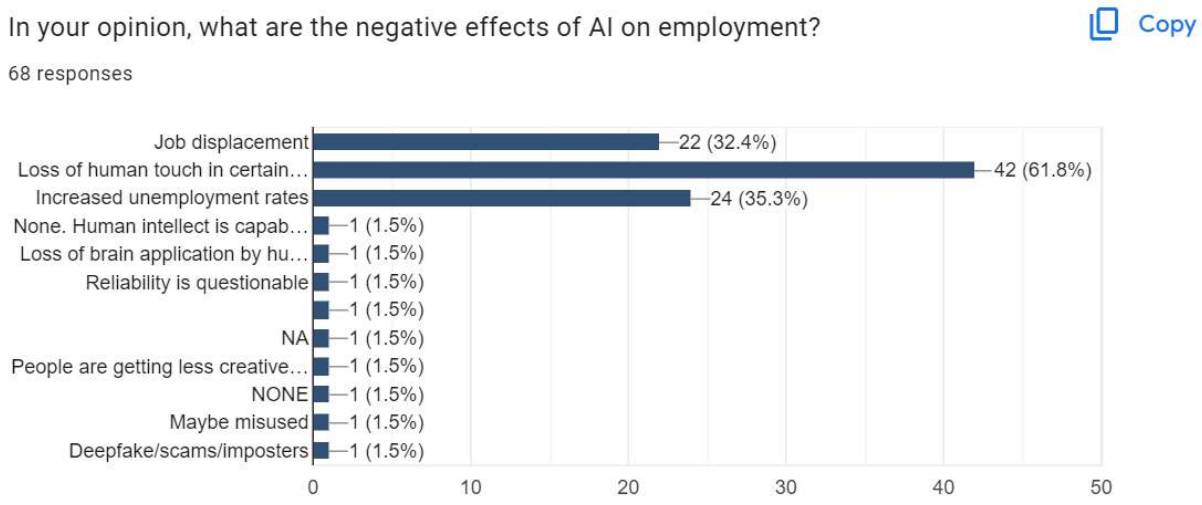
- The recognition of AI's potential to create new job opportunities reflects optimism about the transformative impact of AI on the future of work.

**Further Analysis:**

- It would be valuable to explore respondents' perspectives on how AI can contribute to job creation and skill development in emerging industries.
- Additionally, investigating potential challenges or concerns related to AI's positive effects on employment, such as job displacement or skill mismatches, can provide a more comprehensive understanding of the issue.

This analysis offers insights into the perceived positive effects of AI on employment and highlights areas where AI is expected to bring significant benefits to the workforce.

**Question 4:** In your opinion, what are the negative effects of AI on employment?




**Responses:**

Job displacement: 32.4%

Loss of human touch in certain industries: 61.8%

Increased unemployment rates: 35.3%

None. Human intellect is capable: 1.5%

Loss of brain application by humans: 1.5%
Reliability is questionable: 1.5%
NA: 1.5%
People are getting less creative: 1.5%
Maybe misused: 1.5%
Deep Fake/Scams/Imposters: 1.5%

Analysis of the above responses:

**Loss of Human Touch in Certain Industries:**
- The most commonly cited negative effect of AI on employment, with over 60% of respondents mentioning it. This suggests a widespread concern about the potential erosion of interpersonal interactions and personalized services in industries where human touch is traditionally valued, such as healthcare, hospitality, and customer service.

**Increased Unemployment Rates:**
- Around one-third of respondents (35.3%) perceive AI as contributing to increased unemployment rates. This reflects apprehension about job displacement and the potential challenges faced by workers whose roles are automated or outsourced due to AI technologies.

**Job Displacement:**
- A significant percentage of respondents (32.4%) highlight job displacement as a negative effect of AI on employment. This aligns with concerns about the impact of automation and AI-driven technologies on traditional job roles and industries.

**Other Negative Effects:**
- Several respondents (1.5% each) mention additional negative effects such as loss of human creativity, questionable reliability of AI systems, potential misuse of AI technologies, and the proliferation of deep fake scams and imposters. While less common, these responses shed light on various concerns surrounding AI's impact on employment and society.

**Implications:**

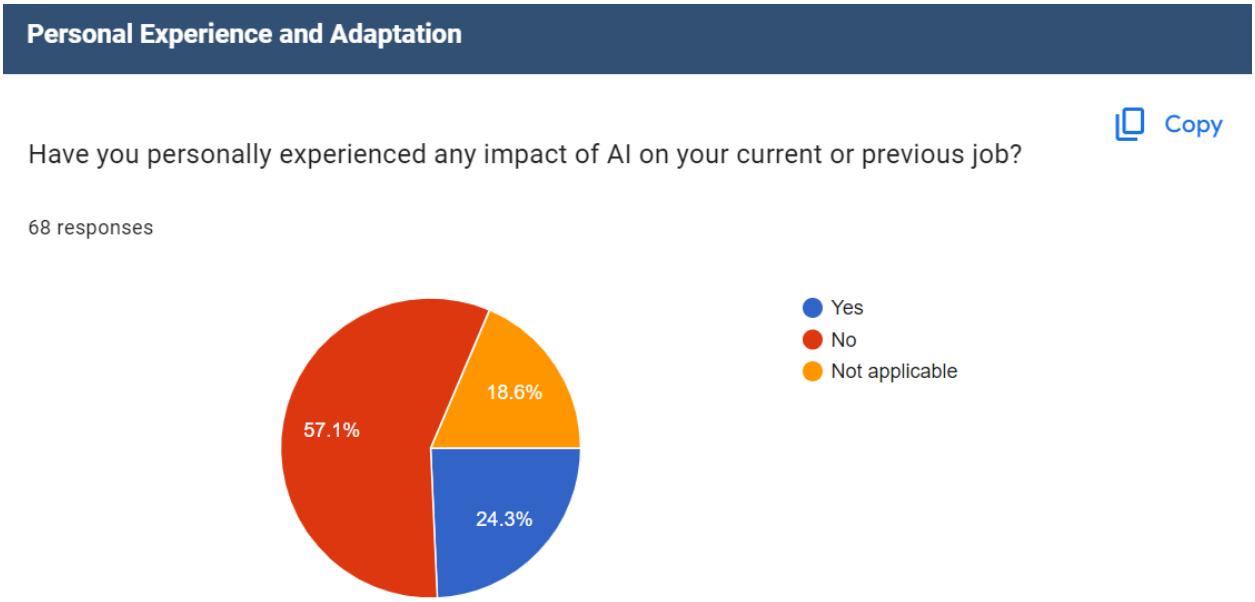
- The prominent concern about the loss of human touch underscores the importance of preserving human-centric values and skills in an increasingly automated world.
- The recognition of job displacement and increased unemployment rates reflects apprehensions about the socioeconomic consequences of AI-driven automation and technological disruption.

**Further Analysis:**

- It would be valuable to explore respondents' perspectives on potential strategies for mitigating the negative effects of AI on employment, such as reskilling and upskilling initiatives, regulatory measures, and ethical guidelines for AI deployment.
- Additionally, investigating the perceived risks and vulnerabilities associated with AI technologies, such as biases, privacy concerns, and security threats, can provide insights into broader societal implications.

This analysis offers insights into the perceived negative effects of AI on employment and highlights areas where proactive measures may be needed to address emerging challenges and risks.

**Question 5:** Have you personally experienced any impact of AI on your current or previous job?



**Responses:**

Yes: 24.3%

No: 57.1%

Not applicable: 18.6%

Analysis of the above responses:

**Personal Experience with AI Impact:**

- Roughly a quarter of respondents (24.3%) indicate that they have personally experienced the impact of AI on their current or previous job. This suggests that a significant minority of individuals have encountered AI technologies in their professional roles, whether through direct implementation or indirect effects on job tasks and workflows.

**No Personal Experience with AI Impact:**

- The majority of respondents (57.1%) report no personal experience with the impact of AI on their job. This could indicate limited exposure to AI technologies in their specific roles or industries, or it may reflect a lack of awareness regarding AI's influence on job tasks and responsibilities.

**Not Applicable:**

- A smaller percentage of respondents (18.6%) indicate that the question is not applicable to them. This could be due to various reasons, such as being unemployed, retired, or not currently working in a field where AI technologies are commonly used.

**Implications:**

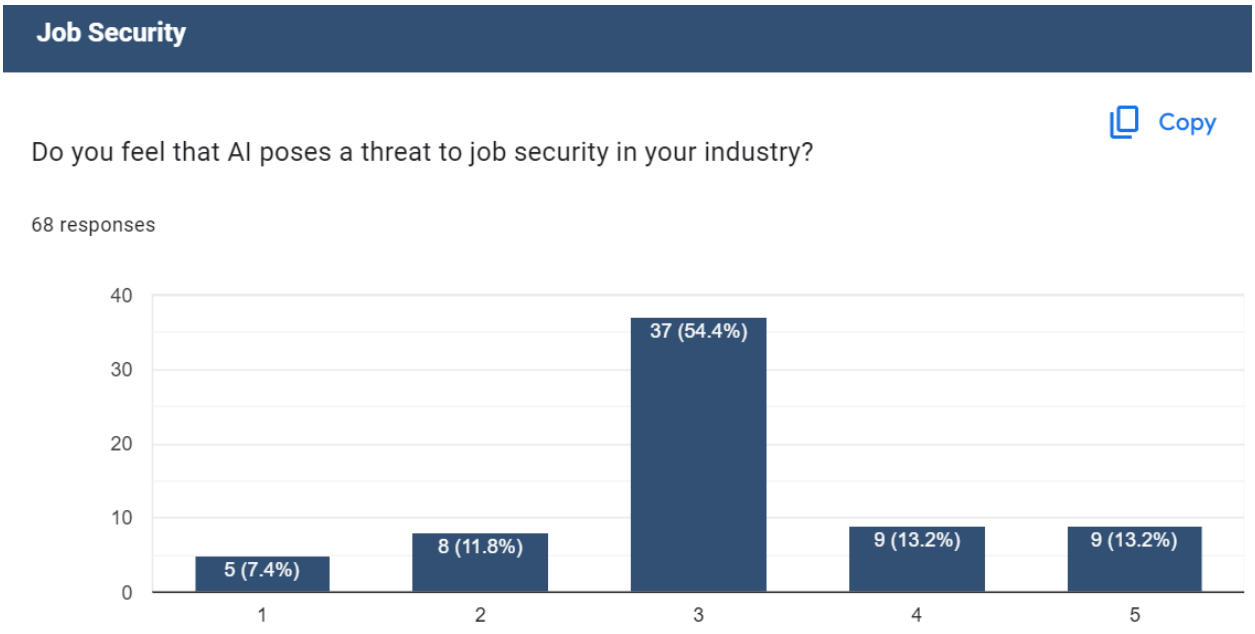
- The presence of respondents who have experienced AI's impact on their job highlights the tangible effects of AI technologies in certain industries and roles.
- The significant proportion of respondents with no personal experience suggests potential disparities in AI adoption and exposure across different job sectors and demographics.

**Further Analysis:**

- It would be valuable to explore the specific ways in which respondents have experienced the impact of AI on their job roles. Understanding the nature and extent of these experiences can provide insights into the practical implications of AI adoption in various professional settings.
- Additionally, investigating the factors influencing respondents' perceptions and awareness of AI's impact on employment, such as education, industry background, and technological literacy, can offer a deeper understanding of the dynamics at play.

This analysis offers insights into respondents' personal experiences with AI's impact on their job roles and sets the stage for exploring the factors influencing their perceptions and awareness of AI in the workplace.

**Question 6:** Do you feel that AI poses a threat to job security in your industry?




**Responses:**

Strongly disagree: 7.4%

Disagree: 11.8%

Neutral: 54.4%

Agree: 13.2%
Strongly agree: 13.2%

Analysis of the above responses:

**Perceived Threat of AI to Job Security:**
- The majority of respondents (67.6%) express some level of concern about AI posing a threat to job security in their industry. This includes those who agree (13.2%) or strongly agree (13.2%), as well as those who are neutral (54.4%).
- A smaller percentage of respondents disagree (11.8%) or strongly disagree (7.4%) with the notion that AI poses a threat to job security in their industry.

**Neutral Responses:**
- The most common response is neutral, with over half of the respondents (54.4%) neither strongly agreeing or disagreeing with the idea of AI threatening job security in their industry. This suggests a degree of uncertainty or ambiguity regarding the potential impact of AI on employment within their specific professional context.

**Agree and Strongly Agree Responses:**
- Approximately one-quarter of respondents (26.4%) either agree or strongly agree that AI poses a threat to job security in their industry. This indicates a notable level of concern among a significant portion of the sample population.

**Disagree and Strongly Disagree Responses:**
- A smaller percentage of respondents (19.2%) either disagree or strongly disagree with the idea of AI threatening job security in their industry. This suggests a minority perspective that is less concerned about the potential negative impacts of AI on employment in their professional field.

**Implications:**

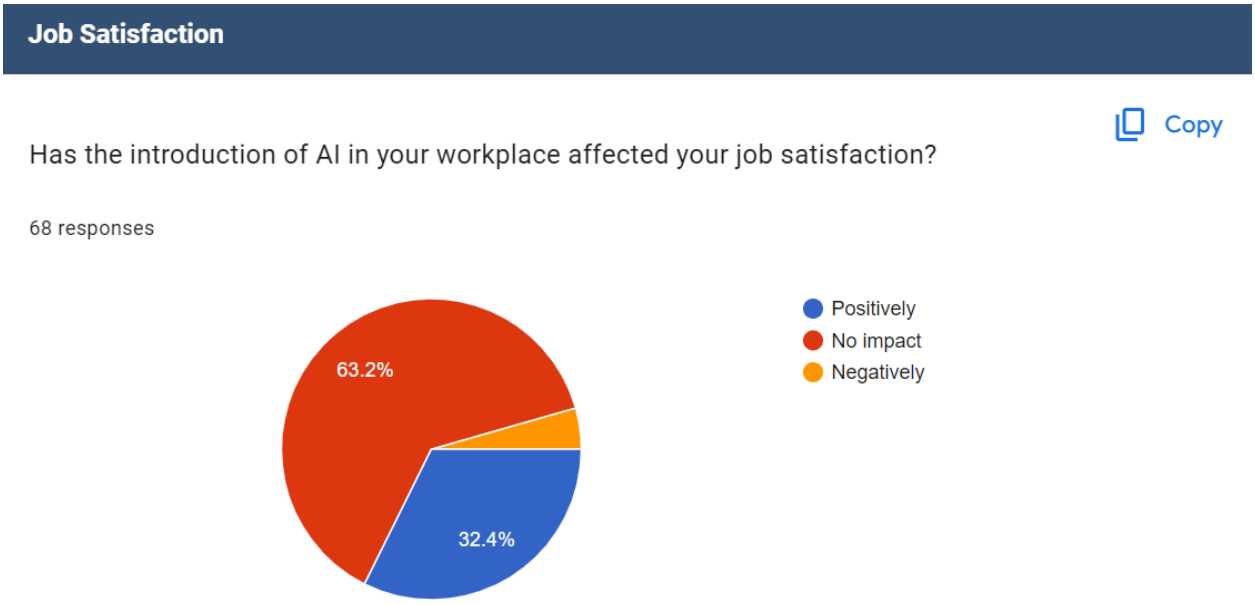
- The prevalence of neutral responses underscores the complexity and uncertainty surrounding the potential impact of AI on job security in different industries.
- The significant percentage of respondents who agree or strongly agree with the notion of AI posing a threat to job security highlights the need for proactive measures to address concerns and mitigate potential risks.

**Further Analysis:**

- It would be valuable to explore the specific reasons behind respondents' perceptions of AI's threat to job security in their industry. Understanding the factors driving these concerns can inform targeted strategies for addressing workforce challenges and promoting resilience in the face of technological advancements.

This analysis provides insights into respondents' perceptions of AI's potential threat to job security in their industry and sets the stage for deeper exploration into the underlying factors shaping these perceptions.

**Question 7:** Has the introduction of AI in your workplace affected your job satisfaction?




**Responses:**

Positively: 32.4%
No impact: 63.2%
Negatively: 4.4%

Analysis of the above responses:

**Positive Impact on Job Satisfaction:**

- Approximately one-third of respondents (32.4%) report that the introduction of AI in their workplace has positively affected their job satisfaction. This suggests that for a significant portion of individuals, AI technologies have contributed to enhancing their overall work experience.

**No Impact on Job Satisfaction:**

- The majority of respondents (63.2%) indicate that the introduction of AI has had no impact on their job satisfaction. This could suggest that while AI technologies may have been implemented in their workplace, they have not significantly altered the factors that contribute to overall job satisfaction.

**Negative Impact on Job Satisfaction:**

- A small percentage of respondents (4.4%) report that the introduction of AI has negatively affected their job satisfaction. This indicates that for a minority of individuals, the adoption of AI technologies in the workplace has resulted in decreased satisfaction with their job roles or work environment.

**Implications:**

- The relatively high percentage of respondents reporting a positive impact on job satisfaction suggests that AI technologies have the potential to enhance various aspects of the work experience, such as efficiency, task automation, and job role fulfillment.

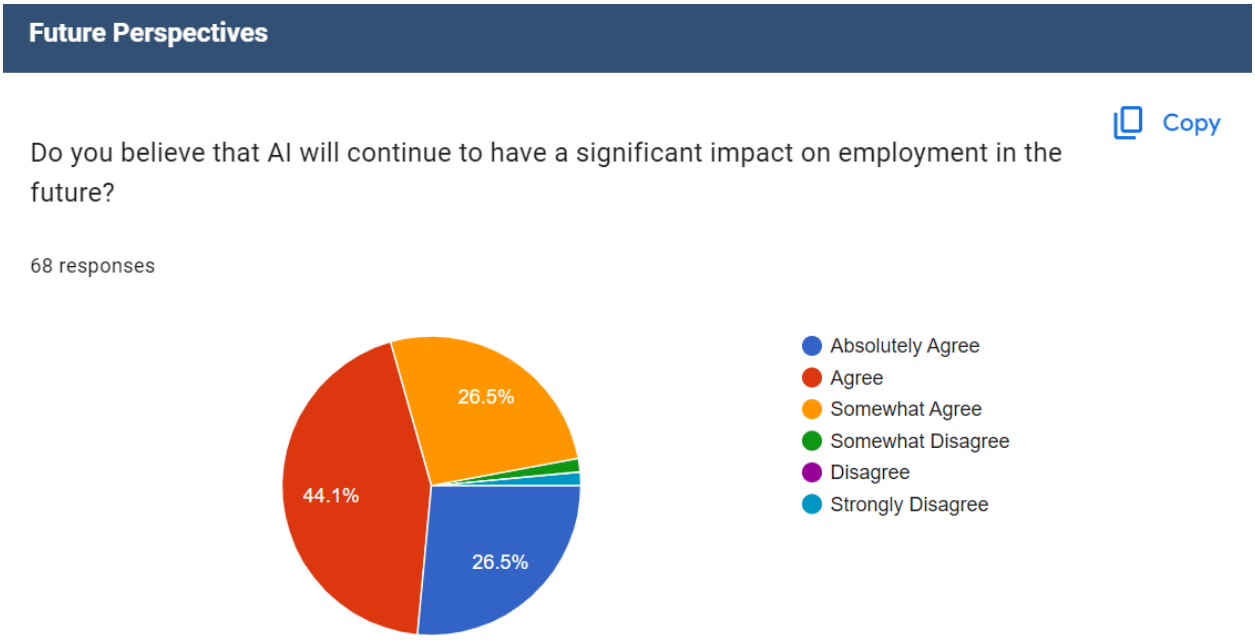
- The majority of respondents indicating no impact on job satisfaction highlights the need for further exploration into the specific factors driving individual perceptions of AI's influence on the workplace.

**Further Analysis:**

- It would be valuable to investigate the specific aspects of AI implementation that have contributed to positive or negative changes in job satisfaction among respondents. Understanding the underlying mechanisms and experiences can inform strategies for maximizing the benefits of AI adoption while addressing potential challenges or concerns.

This analysis offers insights into the varied effects of AI introduction on job satisfaction in the workplace and provides a basis for exploring the factors influencing individual experiences and perceptions.

**Question 8:** Do you believe that AI will continue to have a significant impact on employment in the future?




**Responses:**

Absolutely Agree: 26.5%
Agree: 44.1%
Somewhat Agree: 26.5%
Somewhat Disagree: 1.5%
Strongly Disagree: 1.5%

Analysis of the above responses:

**Agreement with AI's Future Impact on Employment:**
- The vast majority of respondents (97.1%) either absolutely agree, agree, or somewhat agree that AI will continue to have a significant impact on employment in the future. This suggests a widespread belief in the ongoing influence of AI technologies on the job market and workforce dynamics.

**Levels of Agreement:**
- A significant proportion of respondents (70.6%) express strong or moderate agreement with the idea that AI will continue to impact employment. This indicates a high degree of confidence in the transformative potential of AI technologies in shaping the future of work.

**Disagreement with AI's Future Impact on Employment:**
- A very small percentage of respondents (3%) either somewhat disagree or strongly disagree with the notion that AI will continue to impact employment in the future. This suggests a minority perspective that is less convinced about the long-term effects of AI on the job market.

**Implications:**
- The overwhelming agreement among respondents regarding AI's future impact on employment underscores the perceived significance of AI technologies in shaping the workforce landscape.
- The presence of dissenting views highlights the need for further exploration into the factors influencing individual perspectives on the future of work in an AI-driven era.

**Further Analysis:**

- It would be valuable to investigate the reasons behind respondents' varying levels of agreement with AI's future impact on employment. Understanding the factors driving these perceptions can provide insights into the potential opportunities and challenges associated with AI adoption in the workforce.

This analysis provides insights into respondents' beliefs about the future impact of AI on employment and sets the stage for exploring the factors influencing their expectations and predictions for the evolving job market.

# ANALYSIS AND DISCUSSION

- **Introduction:**

In recent years, the advent of Artificial Intelligence (AI) has sparked discussions about its influence on employment. This research aims to explore public perceptions regarding AI and its impact on jobs. We collected responses from 68 individuals through a Google Form to understand their familiarity with AI and gauge their beliefs about its current impact on employment.

**Question 1: How familiar are you with the concept of Artificial Intelligence (AI)?**

**Responses:**

Very familiar: 33.8%

Somewhat familiar: 48.5%

Neutral: 13.2%

Somewhat unfamiliar: 2.9%

Very unfamiliar: 1.5%

**Analysis:**

The majority of respondents (82.3%) indicated varying degrees of familiarity with AI, with more than half (48.5%) claiming to be somewhat familiar. This suggests that the general public has a certain level of awareness regarding AI, but there is still room for improvement in understanding this complex concept.

**Discussion:**

The high percentage of respondents claiming some familiarity with AI suggests that public awareness campaigns and educational initiatives have made progress in disseminating information.

The relatively low percentage of those claiming to be very familiar (33.8%) highlights the need for continued efforts in enhancing public understanding of AI.

**Question 2: Do you believe that AI has already had an impact on employment?**

**Responses:**
Yes: 58.8%
No: 13.2%
Maybe: 27.9%

**Analysis:**
The majority of respondents (58.8%) believe that AI has already impacted employment, while only a small fraction (13.2%) outrightly rejected this notion. A considerable percentage (27.9%) expressed uncertainty with a 'Maybe' response.

**Discussion:**

The significant number of respondents affirming the impact of AI on employment aligns with the growing recognition of AI technologies in various industries.
The 'Maybe' responses indicate a level of ambiguity or a lack of clarity among respondents, possibly reflecting the complexity of understanding AI's multifaceted impact on employment.
Implications on Job Roles and Employee Dynamics:

Positive Impacts:

Automation: AI's positive impact may be observed in the automation of routine and mundane tasks, allowing employees to focus on more complex and creative aspects of their work.
Efficiency: AI can enhance overall workplace efficiency, streamlining processes and reducing the time spent on repetitive tasks.

Negative Impacts:

Job Displacement: The fear of job displacement due to automation remains a concern among employees, especially in industries where routine tasks are easily automated.
Skill Gaps: The introduction of AI may require employees to acquire new skills, leading to potential skill gaps and challenges in adapting to evolving job requirements.

**Question 3: What are the positive effects of AI on employment?**

**Responses:**
Increased efficiency: 79.4%
Creation of new job opportunities: 32.4%
Improved job safety: 20.6%
Reduced cost: 1.5%
Data collection and accessibility are increased: 1.5%
Eliminating repetitive tasks: 1.5%

**Analysis:**
The standout response is the overwhelming agreement (79.4%) on AI contributing to increased efficiency in the workplace. While the creation of new job opportunities follows, other positive impacts are acknowledged to a lesser extent.

**Discussion:**

Increased Efficiency (79.4%): The widespread belief in AI's ability to enhance efficiency suggests a recognition of its capacity to streamline processes and boost productivity.
Creation of New Job Opportunities (32.4%): Despite being a positive impact, the relatively lower percentage indicates a more cautious optimism about AI's role in job creation.
Implications on Job Roles and Employee Dynamics (Positive Effects):

Increased Efficiency:

Automation Boost: AI-driven automation can optimize workflows, allowing employees to focus on higher-value tasks.
Productivity Gains: Enhanced efficiency can lead to increased productivity and competitiveness in various industries.
Creation of New Job Opportunities:

Emerging Professions: The evolution of AI may foster the emergence of new job roles, particularly in AI development, maintenance, and ethical oversight.

**Question 4: What are the negative effects of AI on employment?**

**Responses:**
Job displacement: 32.4%
Loss of human touch in certain industries: 61.8%
Increased unemployment rates: 35.3%
Various concerns (1.5% each)

**Analysis:**
A notable 61.8% express concerns about the loss of human touch in certain industries, while job displacement and increased unemployment rates are also acknowledged as negative effects, though to a slightly lesser extent.

**Discussion:**

Loss of Human Touch (61.8%): The high percentage suggests a deep-seated worry about the potential erosion of the personal and empathetic aspects of certain jobs due to AI.
Job Displacement (32.4%) and Increased Unemployment (35.3%): While not the majority opinion, these concerns underscore the apprehensions about AI's impact on job stability.
Implications on Job Roles and Employee Dynamics (Negative Effects):

Loss of Human Touch:

Service Industries: Jobs requiring a personal touch, like customer service or caregiving, may face challenges in maintaining the human element with increased AI integration.
Job Displacement and Increased Unemployment:

Reskilling Urgency: Addressing concerns requires proactive efforts in reskilling and upskilling the workforce to adapt to the changing employment landscape.

**Question 5: Have you personally experienced any impact of AI on your current or previous job?**

**Responses:**
Yes: 24.3%
No: 57.1%
Not applicable: 18.6%

**Analysis:**
A notable 24.3% of respondents have experienced some form of AI impact in their current or previous job. In contrast, the majority (57.1%) reported no such impact, while a smaller fraction found the question not applicable (18.6%).

**Discussion:**

Yes Responses (24.3%): This signifies a significant portion of individuals who have personally encountered AI in their work environment. Understanding the nature and outcomes of these experiences is crucial to grasp the practical implications of AI on employment.

No Responses (57.1%): The majority claiming no personal impact suggests that, for a substantial part of the respondents, AI has not yet become a noticeable factor in their work lives.

Not Applicable Responses (18.6%): This group may include individuals currently not employed or in roles where AI integration is limited or irrelevant.
Implications on Different Job Roles and Employee Dynamics:

Yes Responses:

Industry-Specific Impact: Exploring the nature of AI impact among those who responded 'Yes' can provide valuable insights into which industries or job roles are more affected.
Adaptation Challenges: Understanding how individuals have adapted or coped with AI integration can guide organizations in supporting their workforce through changes.
No Responses:

Awareness and Education: The predominant lack of personal impact may indicate a need for increased awareness and education about the presence and potential impact of AI across various job sectors.
Future Preparedness: It's essential to explore whether the lack of impact is temporary or indicative of industries that are yet to fully embrace AI.
Not Applicable Responses:

Broadening the Scope: This group's responses may provide insights into employment scenarios where AI is not yet relevant, potentially shedding light on industries with slower AI adoption or roles that are less susceptible to automation.

**Question 6: Does AI pose a threat to job security in your industry?**

**Responses:**
Strongly disagree: 7.4%

Disagree: 11.8%
Neutral: 54.4%
Agree: 13.2%
Strongly agree: 13.2%

**Analysis:**
The majority of respondents (67.6%) expressed a degree of uncertainty (Neutral) or disagreement (Strongly disagree/Disagree) regarding the perceived threat of AI to job security in their industry.

**Discussion:**

Neutral Responses (54.4%): This substantial percentage suggests a prevalent sense of ambiguity or a lack of consensus regarding the impact of AI on job security. It could indicate a need for more information or clearer communication about the specific implications of AI in various industries.

Agree/Strongly Agree Responses (26.4%): While a notable proportion believes AI poses a threat, it is not the majority opinion. This implies that concerns about job security might exist, but they are not universal.

Implications on Different Job Roles and Employee Dynamics (Job Security):

Neutral Responses: The uncertainty reflects the need for transparent communication and education about the role of AI in specific industries. It suggests an opportunity for employers to address concerns and provide reassurance regarding the integration of AI without jeopardizing job security.

**Question 7: Has the introduction of AI in your workplace affected your job satisfaction?**

**Responses:**

Positively: 32.4%

No impact: 63.2%

Negatively: 4.4%

**Analysis:**

The majority of respondents (63.2%) reported no significant impact on their job satisfaction due to the introduction of AI in the workplace.

**Discussion:**

No Impact Responses (63.2%): This dominant response implies that, for a considerable majority, the introduction of AI has not led to a discernible change in job satisfaction. It suggests a level of adaptability among employees to AI integration without a notable influence on their overall job contentment.

Positively/Negatively Impacted Responses (36.8%): While a significant portion reported positive effects, such as increased efficiency or new opportunities, and a smaller fraction indicated negative impacts, it's crucial to delve into the specific factors contributing to these sentiments.

Implications on Different Job Roles and Employee Dynamics (Job Satisfaction):

No Impact Responses: The prevalent lack of impact on job satisfaction suggests a successful integration of AI without causing widespread discontent. This could be attributed to effective implementation strategies and supportive workplace environments.

Positively Impacted Responses: Understanding the specific aspects contributing to increased job satisfaction can guide organizations in maximizing the positive impact of AI on employee well-being.

Negatively Impacted Responses: Addressing the concerns of those reporting negative impacts is crucial for maintaining a healthy work environment and ensuring that AI integration enhances, rather than hinders, job satisfaction.

**Question 8: Do you believe that AI will continue to have a significant impact on employment in the future?**

**Responses:**
Absolutely Agree: 26.5%
Agree: 44.1%
Somewhat Agree: 26.5%
Somewhat Disagree: 1.5%
Strongly Disagree: 1.5%

**Analysis:**

A majority of respondents (96.6%) express agreement to some degree regarding the belief that AI will continue to have a significant impact on employment in the future. Notably, a combined 70.6% absolutely agree or agree, while only a minimal 3% express disagreement.

**Discussion:**

High Agreement Responses (70.6%): The substantial agreement indicates a widespread belief in the persistent influence of AI on the job market. Understanding the reasons behind this consensus is crucial for anticipating and navigating future employment dynamics.
Low Disagreement Responses (3%): The low disagreement percentage suggests that, even among those who are not entirely convinced, there is a general acknowledgment of AI's enduring impact. Exploring the concerns or reservations within this minority can provide insights into areas that may need careful consideration.

Implications on Different Job Roles and Employee Dynamics:

High Agreement Responses:

Adaptive Strategies: The prevailing belief in continued AI impact necessitates proactive strategies for individuals and organizations to adapt. This may involve continuous learning, upskilling, and a flexible approach to evolving job requirements.

Ethical Considerations: As AI becomes more deeply integrated, addressing ethical considerations and ensuring responsible AI practices will be crucial to maintaining a harmonious balance in the workforce.

Low Disagreement Responses:

Identifying Concerns: Exploring the concerns within the minority who express disagreement can shed light on potential challenges or fears associated with AI's ongoing impact. This information can guide policymakers and organizations in addressing specific issues.

# 5. Conclusion

**In conclusion,** our research sheds light on the perceptions of the general public regarding the impact of Artificial Intelligence (AI) on employment. The findings reveal a varied level of familiarity with AI, with a majority (82.3%) being either very or somewhat familiar with the concept.

The majority of respondents (58.8%) believe that AI has already influenced employment, emphasizing the need to explore and understand the implications further. Interestingly, a significant portion (27.9%) remains uncertain, suggesting a complex and evolving landscape surrounding AI's role in the job market.

Positive perceptions regarding AI's impact on employment focus on increased efficiency (79.4%), though a relatively lower percentage recognizes the creation of new job opportunities (32.4%). On the flip side, concerns about negative effects highlight issues such as job displacement (32.4%) and the loss of a human touch in certain industries (61.8%). These findings underscore the importance of carefully balancing the benefits and drawbacks of AI in the workforce.

A notable proportion of respondents (24.3%) reported personal experiences with AI impacting their jobs. This suggests that, while not universally felt, AI's influence is tangible for a significant segment of the workforce.

The perception of AI as a threat to job security is mixed, with a substantial number (54.4%) expressing neutrality. This ambivalence suggests the need for more nuanced discussions and awareness about the potential risks associated with AI in various industries.

Surprisingly, the introduction of AI in the workplace did not significantly impact job satisfaction for the majority (63.2%). However, a noteworthy proportion (32.4%) reported positive changes, indicating that the relationship between AI and job satisfaction is multifaceted.

Looking ahead, a substantial majority (97.1%) believes that AI will continue to have a significant impact on employment in the future, with varying degrees of agreement. This anticipation

underscores the importance of ongoing research and monitoring to navigate the evolving dynamics between AI and the job market.

**In summary,** our research underscores the need for ongoing dialogue and research to navigate the evolving relationship between AI and employment. As AI continues to advance, understanding its impact on job markets and addressing concerns and opportunities will be crucial for ensuring a balanced and sustainable future. Future research could delve deeper into specific industries, exploring in more detail the nuanced ways in which AI is shaping the workforce. Additionally, investigating strategies for mitigating potential negative impacts and maximizing positive outcomes will be essential for policymakers, businesses, and individuals alike.

# 6. **Recommendations**

- **<u>Recommendations for Organizations:</u>**

**1.Invest in Skill Development:**

- Given the widespread belief that AI has already impacted employment, organizations should invest in continuous skill development programs for employees to adapt to evolving job requirements.

**2. Emphasize Ethical AI Practices:**

- To address concerns about misuse and reliability, organizations should prioritize ethical AI practices. Transparent and responsible AI deployment can help build trust and mitigate negative perceptions.

**3. Promote Job Enrichment:**

- Acknowledging the fear of job displacement, organizations should focus on job enrichment by emphasizing the unique human qualities that AI cannot replicate. This includes creativity, emotional intelligence, and complex problem-solving.

**4. Monitor Job Satisfaction:**

- Organizations should actively monitor the impact of AI on job satisfaction. If employees report a negative impact, steps should be taken to address concerns and improve the integration of AI into the workplace.

- **<u>Recommendations for Policymakers:</u>**

**1. Regulate AI Implementation:**

- Policymakers should enact and enforce regulations to ensure responsible AI implementation. This includes guidelines to prevent job displacement without proper support mechanisms.

**2. Support Reskilling Initiatives:**

- Government bodies should collaborate with businesses to create and support reskilling initiatives. This can help individuals adapt to the changing job landscape and foster a workforce that is equipped to handle AI technologies.

**3. Encourage Research on Human-AI Collaboration:**

- Policymakers should encourage research on human-AI collaboration to identify opportunities where AI enhances human capabilities rather than replacing them. This can lead to the creation of more meaningful jobs.

**4. Establish Ethical Standards:**

- Establishing ethical standards for AI use in the workplace is crucial. Policymakers should work towards creating a framework that ensures fairness, accountability, and transparency in AI-related decisions.

- **Recommendations for Individuals:**

**1. Embrace Lifelong Learning:**

- Individuals should embrace a mindset of lifelong learning to stay relevant in a job market influenced by AI. Acquiring new skills and staying adaptable will be essential for career longevity.

**2. Advocate for Workplace Well-being:**

- Individuals should actively advocate for workplace well-being. If the introduction of AI negatively impacts job satisfaction, employees should engage with employers to find solutions that enhance overall job experience.

**3. Stay Informed and Engaged:**

- Stay informed about AI developments and engage in conversations about its impact. Being aware of the positive and negative aspects of AI empowers individuals to actively shape the narrative and influence decisions at the workplace.

**4. Collaborate with AI Systems:**

- Instead of perceiving AI as a threat, individuals should explore ways to collaborate with AI systems. Understanding the strengths and limitations of AI can lead to more effective teamwork and job performance.

- **Strategies to Mitigate Negative Impacts or Enhance Positive Outcomes:**

**1. Create AI Impact Assessment Teams:**

- Organizations can establish AI impact assessment teams to evaluate the potential effects of AI implementation on employment. These teams can propose strategies to minimize negative impacts and maximize positive outcomes.

**2. Promote Cross-disciplinary Collaboration**

- Encouraging collaboration between AI experts and professionals from diverse fields can lead to more holistic AI solutions. This approach can address concerns related to job displacement and ensure a comprehensive understanding of AI's implications.

**3. Implement Gradual AI Integration:**

- Organizations can opt for gradual AI integration, allowing employees to adapt to changes over time. This approach minimizes abrupt disruptions and provides ample opportunities for reskilling.

**4. Foster a Culture of Innovation:**

- Organizations should foster a culture of innovation that encourages employees to contribute ideas for utilizing AI in ways that enhance job satisfaction and efficiency. This can result in a collaborative approach to AI implementation.

# 7. BIBLIOGRAPHY

## ➢ BIBLIOGRAPHY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9. https://ssir.org/articles/entry/ai-impact-on-jobs-and-work

# 8. Google Form survey with questionnaire and responses attached-

# The Impact of Artificial Intelligence(AI) on Employment : A Comprehensive Analysis of Positive and Negative Effects on Job Roles and Employee Dynamics.

Hello! My name is Ms. Trushaa Atul Pandya, and I am studying Masters in Business Analytics at R. A. Podar College, Matunga. The goal of my survey is to identify the challenges and opportunities presented by AI in the workforce, helping us navigate these changes effectively. Your participation is crucial in achieving insights that can guide strategies for a balanced integration of AI in the workplace.

Your valuable input will contribute to a comprehensive understanding of how AI influences job roles and employee dynamics.
*Thank you for your valuable time and contribution!*

* Indicates required question

1. Email *

**Demographic Information**

2. What is your name? *

3. Which age group do you fall under? *

*Mark only one oval.*

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

4. What is your Gender? *

*Mark only one oval.*

- Male
- Female
- Prefer not to say

5. What is your occupation? *

*Mark only one oval.*

- Full-time employed
- Part-time employed
- Self-employed
- Unemployed
- Student
- Retired
- Other

6. What is your level of Education? *

*Mark only one oval.*

- ◯ High School or below
- ◯ Some College/Technical Training
- ◯ Bachelor's Degree
- ◯ Master's Degree
- ◯ Doctorate/Professional Degree

**1. What is Artificial Intelligence (AI)?**

i.
Artificial Intelligence (AI) refers to the development of computer systems that can perform tasks that typically require human intelligence.

ii.
These tasks include learning, reasoning, problem-solving, perception, natural language understanding, and speech recognition, among others.

iii.
AI aims to create machines that can mimic or simulate human-like cognitive functions and adapt to new situations.

**Awareness and Perception of AI in Employment**

7. How familiar are you with the concept of Artificial Intelligence (AI)? *

*Mark only one oval.*

- ◯ Very familiar
- ◯ Somewhat familiar
- ◯ Neutral
- ◯ Somewhat unfamiliar
- ◯ Very unfamiliar

8. Do you use any of AI tools? If Yes, then Which & Why?

9. Do you believe that AI has already had an impact on employment? *

*Mark only one oval.*

- Yes
- No
- Maybe

10. In your opinion, what are the positive effects of AI on employment? *

*Check all that apply.*

- Increased efficiency
- Creation of new job opportunities
- Improved job safety
- Other: _____

11. In your opinion, what are the negative effects of AI on employment? *

*Check all that apply.*

- Job displacement
- Loss of human touch in certain industries
- Increased unemployment rates
- Other: _____

**2. How AI is Impacting on Jobs?**

It's good because AI can do
boring tasks, making work easier. It also creates new jobs in technology. But,
it's bad because some jobs might disappear as
machines take over, causing worries about unemployment. There are also problems
like unfair computer decisions and privacy issues. Finding a balance between AI
benefits and challenges is important for everyone's work future.

## Personal Experience and Adaptation

12. Have you personally experienced any impact of AI on your current or previous job? *

*Mark only one oval.*

- ◯ Yes
- ◯ No
- ◯ Not applicable

13. If yes, please briefly describe your experience.

_____

_____

_____

_____

_____

## Job Security

14. Do you feel that AI poses a threat to job security in your industry? *

*Mark only one oval.*

| | 1 | 2 | 3 | 4 | 5 | |
|---|---|---|---|---|---|---|
| Stro | ◯ | ◯ | ◯ | ◯ | ◯ | Absolutely Agree |

15. What measures, if any, do you think employers should take to ensure job security in the age of AI?

## Job Satisfaction

16. Has the introduction of AI in your workplace affected your job satisfaction? *

*Mark only one oval.*

- Positively
- No impact
- Negatively

17. If yes, please elaborate on how it has influenced your job satisfaction.

## Future Perspectives

18. Do you believe that AI will continue to have a significant impact on employment in the future? *

*Mark only one oval.*

- ◯ Absolutely Agree
- ◯ Agree
- ◯ Somewhat Agree
- ◯ Somewhat Disagree
- ◯ Disagree
- ◯ Strongly Disagree

19. How do you think individuals and industries can adapt to the changing employment landscape due to AI?

**Additional Comments**

20. Is there anything else you would like to share regarding the impact of AI on employment?

Thank you for participating in this survey! Your input is valuable for our research.

| Timestamp | What is your name? | Which age group do you fall under? | What is your Gender? | What is your occupation? | What is your level of Education? | How familiar are you with the concept of Artificial Intelligence (AI)? | Do you use any of AI tools? If Yes, then Which & Why? | Do you believe that AI has already had an impact on employment? | In your opinion, what are the positive effects of AI on employment? | In your opinion, what are the negative effects of AI on employment? | experienced any impact of AI on your current or previous job? | If yes, please briefly describe your experience. | Do you feel that AI poses a threat to job security in your industry? | What measures, if any, do you think employers should take to ensure job security in the age of AI? | of AI in your workplace affected your job satisfaction? | If yes, please elaborate on how it has influenced your job satisfaction. | AI will continue to have a significant impact on employment in the | How do you think individuals and industries can adapt to the changing employment landscape due to AI? | Is there anything else you would like to share regarding the impact of AI on employment? | Email Address |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1-19-2024 6:25:22 | Nikhik | Under 18, 18-24, 25-34, 35-44, 45-54, 55-64, 65 or older | Male, Female, Prefer not to say | Full-time employed, Part-time employed, Self-employed, Unemployed, Student, Retired | High School or below, Some College/Technical Training, Bachelor's Degree, Master's Degree, Doctorate/Professional Degree | Somewhat familiar | No | No | Creation of new job opportunities | Increased unemployment rates | Yes, No, Not applicable | | 3 | Learn AI | No impact | | Agree | | | |
| 1-20-2024 10:23:20 | Jay Sheth | 18-24 | Male | Student | Master's Degree | Very familiar | | No | Improved job safety | Increased unemployment rates | No | | 5 | | Positively | | Absolutely Agree | | | |
| 1-20-2024 10:42:11 | Dhawal Upadhyay | 35-44 | Male | Self-employed | Master's Degree | Somewhat familiar | | Yes | Increased efficiency | Job displacement, Loss of human touch in certain industries, Increased unemployment rates | No | | 5 | Should use power of AI in balance way looking at overall employment situation | No impact | | Absolutely Agree | Adapting and Learning AI is the only solution. Everyone has to get equipped with it | | |
| 1-20-2024 10:45:40 | Jyoti Dingreja | 18-24 | Female | Full-time employed | Bachelor's Degree | Somewhat familiar | | Yes | Increased efficiency, Creation of new job opportunities | Loss of human touch in certain industries, Increased unemployment rates | Not applicable | | 1 | | No impact | | Absolutely Agree | | | |
| 1-20-2024 10:53:41 | Melth Jain | 18-24 | Male | Student | Bachelor's Degree | Very familiar | Yes, 1)ChatGpt 3.5 2) ChatGpt 4 | Yes | Creation of new job opportunities | Loss of human touch in certain industries | No | | 1 | They should learn how to use A.I. | No impact | | Strongly Disagree | | It will help everyone in the upcoming years. | |
| 1-20-2024 10:55:38 | Bansari Mehta | 18-24 | Female | Student | Bachelor's Degree | Somewhat familiar | Chatgpt and apps used for study purpose | Yes | Increased efficiency | Increased unemployment rates | No | | 2 | They should be more skilled and efficient | No impact | | Agree | Yes | No | |
| 1-20-2024 11:04:24 | Vaishali | 35-44 | Female | Other | Some College/Technical Training | Somewhat familiar | | Yes | Increased efficiency, Creation of new job opportunities | Job displacement, Increased unemployment rates | No | | 3 | | No impact | | Somewhat Agree | | No | |
| 1-20-2024 11:27:02 | Gopan Joshi | 35-44 | Male | Full-time employed | Master's Degree | Very familiar | Open AI, Siri and Copilot | Yes | Increased efficiency, Creation of new job opportunities, Improved job safety | None. Human intellect is capable of discovering what can potentially replace AI. | Yes | I am literally able to do knowledge centric things in 1/5th of time. Writing product descriptors, introduction emails or quick blogs has never been so easy. | 5 | Employers should sponsor full or part of cost that employee might have to spend to learn AI tools necessary for the job. Employers can also allow dedicated "no work hours" at work to let employees study daily for 1 hour on weekdays at work. | Positively | I have more personal time in my hand | Somewhat Agree | What individuals can adapt or totally different from industries. Common thing is to learn and adopt even though if it sound very little to no adoption at first. | Calculator operators, auditors, process managers in fund accounting firms will have to learn new things. All will enable fraud detection, forensic accounting, frequency trading and many more areas. Those who adopt will grow 100x every year | |
| 1-20-2024 11:27:45 | Mansi | 18-24 | Female | Student | Bachelor's Degree | Somewhat familiar | ChatGPT | Maybe | Increased efficiency | Job displacement, Loss of human touch in certain industries | Yes | It helped in doing the tedious jobs faster such as market research, content generation etc | 3 | | No impact | | Absolutely Agree | | | |
| 1-20-2024 11:33:09 | Sonal pandhi | 45-54 | Female | Other | Bachelor's Degree | Somewhat familiar | No | Maybe | Increased efficiency | Increased unemployment rates | Not applicable | | 3 | | No impact | | Agree | | | |
| 1-20-2024 11:50:51 | Atharva Hedaoo | 18-24 | Male | Student | Bachelor's Degree | Very familiar | NLP for text classification | Yes | Increased efficiency | Job displacement, Increased unemployment rates | Not applicable | | 3 | Learn the use of AI | Positively | Made tasks easier | Absolutely Agree | Learn the use of new AI tools | | |
| 1-20-2024 12:10:36 | Sanika vaidya | 18-24 | Female | Student | Some College/Technical Training | Somewhat familiar | | Yes | Increased efficiency, Improved job safety | Job displacement, Loss of human touch in certain industries | No | | 3 | | Positively | | Somewhat Agree | | | |
| 1-20-2024 12:18:22 | Bhavik Dharamsi | 18-24 | Male | Full-time employed | Doctorate/Professional Degree | Very familiar | ChatGpt Bard Gemini | No | Reduced cost | Job displacement | Yes | AI tools like ChatGpt help in understanding difficult concepts related to different fields in a broader and simplistic manner. Eg :- I ask ChatGpt to explain me a particular concept as if it were to explain it to a 15 year old kid. | 3 | The employers should try to implement more creative and mind application based activities to explore the human side of the employees to a greater extent... and it is the only aspect that differentiates us from AI | No impact | | Absolutely Agree | It should automate the tasks that are monotonous which would indirectly help to improve focus on the other set of areas which doo need that extra effort for improvement. | The rapid integration of AI into the workforce may lead to resistance among workers and also the dominance of large tech companies in developing and deploying AI technologies may concentrate power and influence in a few hands. | |
| 1-20-2024 12:28:46 | Mansvi Patel | 25-34 | Female | Full-time employed | Bachelor's Degree | Somewhat familiar | | Yes | Increased efficiency | Job displacement | Yes | AI has good and bad side both. Good side - it's very easy to use , it can automate repetitive tasks, increase efficiency and Bad side - AI threaten to eliminate many jobs , not just of writers but also of data summary , writing tasks , clerical work etc | 4 | Employers should develop unique human skills. Emphasising the importance of soft skills like creativity, critical thinking. Should maintain interpersonal relationships. | No impact | | Agree | | | |
| 1-20-2024 12:41:25 | Kunal jain | 18-24 | Male | Student | Doctorate/Professional Degree | Neutral | Chat gpt | Yes | Increased efficiency | Job displacement | No | | 3 | | No impact | | Somewhat Agree | | | |
| 1-20-2024 12:52:31 | Ami | 25-34 | Female | Full-time employed | Bachelor's Degree | Very familiar | Not much have tried Chat GPT and few other designing tools | Yes | Data collection and accessibility is increased | Loss of brain application by humans and not creativity will be left | Yes | It has started impacting slowly as they have started relying on Chat GPT already for their work thesis and lit of other things. This is impacting us in terms of utilizing or body sources to full potential we way seek help from such tools but not completely rely on them | 4 | AI tools have their own limitations now that we will have quick data accessibility due to such tolls we should strike a balance where in human jobs are more focused on creative thinking and focused approach rathee than completely relying on AI foe 100% work output. Human intervention will always be crucial | No impact | Not yet | Agree | Yes | No | |
| 1-20-2024 13:18:11 | Parshva Vyas | 18-24 | Male | Student | Bachelor's Degree | Very familiar | ChatGPT, Bard, Tome, QuillBot | Yes | Increased efficiency, Creation of new job opportunities | Job displacement, Loss of human touch in certain industries, Increased unemployment rates | Not applicable | | 2 | | Positively | | Somewhat Agree | | | |
| 1-20-2024 13:22:15 | Nitisha Dnyaneshwar Bodekar | 35-44 | Female | Self-employed | Bachelor's Degree | Very familiar | Laptop and mobile phone | Yes | Increased efficiency | Loss of human touch in certain industries | Yes | facing difficulties with new updated technology still we not handle or lack of practice after the knowledge. | 3 | 50-50 | Positively | People getting more knowledge of modern technologies. | Absolutely Agree | Falicitating online and offline jobs. | Strong network build up with this new technology. | |
| 1-20-2024 13:58:16 | Ishita Shah | 18-24 | Female | Student | Doctorate/Professional Degree | Somewhat familiar | Yes. Chat GPT, Grammarly to name a few. | Maybe | Increased efficiency | Loss of human touch in certain industries | No | | 4 | AI is fast trending and it is inevitable. One needs to be adaptable and inculcate unique skills since change is constant and is bound to happen. One can rely on AI for petty tasks since they complement and supplement human skills but for analytical and solution oriented tasks human reliance cannot be avoided. AI cannot replace the value that human work brings to an organization. Employer just needs to embrace change and focus on training employees to upscale unique skills. | Positively | AI has supplemented many mundane human tasks and helped in automating them. It has imbibed a sense of moving forward with technology. | Agree | By upscaling skills and by embracing change. | No | |
| 1-20-2024 14:19:48 | Tarun Venkatesh | 18-24 | Male | Full-time employed | Bachelor's Degree | Somewhat familiar | Yes. Chatgpt for research purposes | Yes | Increased efficiency, Creation of new job opportunities, Improved job safety | Loss of human touch in certain industries, Increased unemployment rates | Yes | AI can help in boosting your work potential significantly. For example, if you want to write a mail to any higher authority, AI tools can create a mail for you and using that demo email you can do some improvements to impress your clients and seniors | 3 | Learn Prompt Engineering | Positively | Increased productivity and improved time utilisation | Agree | Do Research on AI tools and how they are affecting their job profile | Nope. You have covered everything | |
| 1-20-2024 14:48:47 | Heet | 18-24 | Male | Student | Some College/Technical Training | Neutral | I use some of the ai tools for my project work and research purposes like chat gpt | Maybe | Increased efficiency | Loss of human touch in certain industries | Not applicable | | 2 | | No impact | | Agree | Employers should train their employees with ai and not only with ai | | |
| 1-20-2024 14:58:41 | Varun | 18-24 | Male | Student | Bachelor's Degree | Somewhat familiar | | Yes | Increased efficiency | Loss of human touch in certain industries | Not applicable | | 3 | | Positively | | Agree | | | |
| 1-20-2024 15:00:36 | Preet | 18-24 | Male | Student | Bachelor's Degree | Somewhat unfamiliar | Chaopt, for homework | Yes | Increased efficiency, Creation of new job opportunities, Improved job safety | Job displacement, Loss of human touch in certain industries, Increased unemployment rates | No | | 3 | | No impact | | Somewhat Agree | | | |
| 1-20-2024 15:03:18 | Jainam Shah | 18-24 | Male | Student | Some College/Technical Training | Somewhat familiar | No | Maybe | Increased efficiency, Creation of new job opportunities, Improved job safety | Job displacement, Loss of human touch in certain industries, Increased unemployment rates | No | | 4 | | No impact | | Somewhat Agree | | | |
| 1-20-2024 15:20:16 | Vita vilav shethia | 55-64 | Female | Self-employed | Bachelor's Degree | Very familiar | Chat gpt | Yes | Increased efficiency | Loss of human touch in certain industries | Yes | Some children complete their home work using chatgpt instead of using own intelligence | 3 | | Negatively | Not able to use own brain n intelligence | Somewhat Agree | | | |
| 1-20-2024 15:30:21 | Natasha pal | 55-64 | Female | Full-time employed | High School or below | Somewhat familiar | No | Maybe | Improved job safety | Loss of human touch in certain industries | No | No | 5 | No | No impact | No | Somewhat Agree | No | No | |
| 1-20-2024 16:32:07 | Disha Vyas | 35-44 | Female | Full-time employed | Bachelor's Degree | Very familiar | ChatGPT and Google Bard | Maybe | Increased efficiency | Loss of human touch in certain industries | Yes | Too much content dependency | 3 | | No impact | | Somewhat Agree | | | |
| 1-20-2024 18:20:50 | Asim | 18-24 | Male | Full-time employed | Master's Degree | Somewhat familiar | ChatGPT, Grammarly, Quillbot | Yes | Increased efficiency | Loss of human touch in certain industries | Yes | If I have any issues working with Excel or SAS, I use ChatGPT | 3 | | Positively | | Agree | | | |
| 1-20-2024 18:25:49 | Snehal Sheth | 45-54 | Male | Full-time employed | Bachelor's Degree | Very familiar | Maps and navigation, social media etc | Yes | Increased efficiency | Job displacement | No | | 2 | World is evolving and it is a high time to adept a new technology..Employers has to arrange training and learning programs for their employees..My opinion is that one should not be worried about the changes but has to adapt it for their better future prospects. | Positively | New technology help me to perform my task with more accuracy. | Agree | | | |

| | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1-20-2024 18:32:31 | Ujwal rana | 18-24 | Male | Student | Bachelor's Degree | Very familiar | Yes Chat gpt for content writing | Yes | Increased efficiency | Loss of human touch in certain industries | Yes | Previous job i used ai tools like chat gpt for caption and hastag reasearch and much more | 2 | Do your job with full concentration , hard work and dedicate yourself to a skill and master it and keep learning new things. | Positively | It made my life easier | Somewhat Agree | Ai is machine so it can do work more efficiently and faster than human so when two people were required to do creatives one person is enough as he has ai tools which make his work more efficient . | No | |
| 1-20-2024 18:58:45 | Rutuja | 18-24 | Female | Student | Some College/Technical Training | Somewhat familiar | Chat gpt | Maybe | Increased efficiency | Loss of human touch in certain industries | Not applicable | | 3 | | No impact | | Agree | | | | |
| 1-21-2024 2:47:40 | Preemal Dsouza | 18-24 | Female | Student | Master's Degree | Very familiar | Chatgpt for education resources, coding, etc | No | Increased efficiency | Increased unemployment rates | No | | 5 | | Negatively | | Absolutely Agree | | | | |
| 1-21-2024 9:57:36 | Pinakin Trivedi | 55-64 | Male | Self-employed | Master's Degree | Somewhat familiar | No | No | Creation of new job opportunities | Loss of human touch in certain industries | No | | 1 | | No impact | | Somewhat Disagree | | In next 15-20 years may be every home and office will have robots and AI tools like we have laptops and printers today. | | |
| 1-21-2024 12:15:26 | Bhargav | 18-24 | Male | Student | Bachelor's Degree | Very familiar | ChatGPT for educational purpose | Yes | Creation of new job opportunities | Job displacement | No | | 3 | | Positively | Helped in filtering better job opportunities | Agree | Go along with the generation and development | | | |
| 1-21-2024 12:32:55 | Prashant Upadhyay | 25-34 | Male | Full-time employed | Bachelor's Degree | Neutral | No | Yes | Improved job safety | Loss of human touch in certain industries | No | No | 3 | | No impact | | Somewhat Agree | | No | | |
| 1-21-2024 12:43:49 | Chintu bhai | 25-34 | Male | Full-time employed | Master's Degree | Neutral | No | No | Increased efficiency | Increased unemployment rates | No | No | 4 | 25 | Positively | | Absolutely Agree | Na | Create unemployment | | |
| 1-21-2024 12:50:57 | Amit Patel | 25-34 | Male | Full-time employed | Bachelor's Degree | Somewhat familiar | | Yes | Increased efficiency, Creation of new job opportunities, Improved job safety | Job displacement, Loss of human touch in certain industries, Increased unemployment rates | No | | 3 | | No impact | | Absolutely Agree | | | | |
| 1-21-2024 12:51:03 | Atul L Pandya | 55-64 | Male | Self-employed | Bachelor's Degree | Somewhat familiar | No | Yes | Increased efficiency | Loss of human touch in certain industries | No | | 3 | To educate employees about AI | No impact | | Absolutely Agree | One should get learn AI | As such one has to go with technology for development but as far as india is concern we have abundance of manpower , so one should see AI shouldn't leads to unemployment That's government has to take some steps | | |
| 1-21-2024 12:53:49 | Ayush | 25-34 | Male | Full-time employed | Bachelor's Degree | Somewhat familiar | No | Yes | Increased efficiency | Loss of human touch in certain industries | No | | 3 | | No impact | | Agree | | | | |
| 1-21-2024 12:55:09 | Disha | 18-24 | Female | Full-time employed | Master's Degree | Somewhat familiar | | Yes | Increased efficiency | Loss of human touch in certain industries | Yes | | 3 | | Positively | | Agree | | | | |
| 1-21-2024 12:56:23 | Pranali trivedi | 18-24 | Female | Full-time employed | Bachelor's Degree | Very unfamiliar | No | Yes | Increased efficiency | Increased unemployment rates | Yes | AI Replacing the human technology. | 5 | Yes, it more important to secure. To secure need to learn the ai technology asap. | No impact | | Absolutely Agree | Learning the ai technology. | | | |
| 1-21-2024 13:14:17 | Pratik sheth | 35-44 | Male | Full-time employed | Master's Degree | Somewhat familiar | Not as such | Yes | Increased efficiency | Loss of human touch in certain industries | No | | 3 | | No impact | | Somewhat Agree | | | | |
| 1-21-2024 13:24:21 | Nilam Gaikwad | 25-34 | Female | Full-time employed | Master's Degree | Very familiar | No | Maybe | Increased efficiency | Increased unemployment rates | No | No | 5 | They should think ethical towards job cutting. Employer should not only profit oriented but they have to think about employees life which will affect after job cutting. | No impact | | Absolutely Agree | | How does it will impact on HR department? What is the solution if AI effects badly on employment and increasing population? | | |
| 1-21-2024 13:34:52 | Rakesh Patil | 25-34 | Male | Full-time employed | Bachelor's Degree | Neutral | No | Yes | Increased efficiency | Reliability is questionable | No | | 3 | | No impact | | Somewhat Agree | | | | |
| 1-21-2024 13:38:15 | Pooja | 45-54 | Female | Full-time employed | Doctorate/Professional Degree | Somewhat familiar | | Maybe | Creation of new job opportunities | Loss of human touch in certain industries | No | | 3 | | No impact | | Agree | | | | |
| 1-21-2024 14:04:31 | Sangam | 18-24 | Male | Student | Master's Degree | Very familiar | | Maybe | Increased efficiency | Job displacement, Loss of human touch in certain industries | Not applicable | | 3 | | No impact | | Agree | | | | |
| 1-21-2024 15:11:33 | Rupali Saha | 35-44 | Female | Full-time employed | Master's Degree | Somewhat familiar | No | Yes | Increased efficiency, Creation of new job opportunities, Improved job safety | NA | Not applicable | | 2 | Up skill the workforce | No impact | | Absolutely Agree | Upgrade the skills | | | |
| 1-21-2024 15:46:15 | RRushi Upadhyay | 25-34 | Male | Full-time employed | Master's Degree | Somewhat unfamiliar | No | Yes | Creation of new job opportunities | Loss of human touch in certain industries | No | | 3 | More effective work in your work area that AI cannot do | No impact | | Agree | | | | |
| 1-21-2024 16:20:24 | Dhaval Gala | 18-24 | Male | Full-time employed | High School or below | Somewhat familiar | | Maybe | Increased efficiency | Job displacement, Loss of human touch in certain industries, Increased unemployment rates | No | | 5 | | Negatively | | Agree | | | | |
| 1-21-2024 16:25:27 | AARYAN | 18-24 | Male | Student | Master's Degree | Very familiar | CHATGPT, for assignments and for concept clearing | Maybe | Increased efficiency, Creation of new job opportunities | Loss of human touch in certain industries | Not applicable | | 3 | IF WE CAN KEEP OURSELVES UPDATED ON HOW TOOLS REGARDING TO THAT INDUSTRY IS BEING CREATED AND WE NEED TO LEARN HOW TO PROMPT BETTER BECAUSE THAT WILL MAKE A DIFFERENCE AND HOW TO UTILISE THE AI FOR OUR BENEFIT. | No impact | | Somewhat Agree | Job Automation: AI-powered automation is changing the nature of entry-level jobs, with many routine tasks becoming automated. This shift reduces the demand for traditional entry-level positions, making it more challenging for fresh graduates to find their footing in the job market.<br>Evolving Skill Requirements: As AI continues to advance, employers are seeking candidates with a mix of technical and soft skills. Fresh graduates must now possess not only domain-specific knowledge but also AI-related skills and a strong foundation in soft skills to remain competitive. | To keep up with the changing job market, upskilling and reskilling are crucial. However, the ethical and legal implications of AI in the workplace have sparked intense debates and discussions. It is essential to address these concerns and ensure that AI is used ethically and responsibly to create a better future for all. As AI evolves, it is essential to establish guidelines and regulations to ensure its use for the greater good. | |
| 1-21-2024 16:47:20 | Nidhi | 18-24 | Female | Student | Doctorate/Professional Degree | Somewhat familiar | Projects | Yes | Increased efficiency, Creation of new job opportunities, Improved job safety | Loss of human touch in certain industries | Not applicable | | 3 | | No impact | | Agree | | AI is inevitable change that we have to accept | | |
| 1-21-2024 16:56:13 | Milaunl shah | 25-34 | Female | Full-time employed | Master's Degree | Very familiar | No | Yes | Increased efficiency | Loss of human touch in certain industries | No | No | 2 | No | No impact | No | Somewhat Agree | | | | |
| 1-21-2024 16:58:34 | Deepti | 45-54 | Female | Full-time employed | Master's Degree | Somewhat familiar | No | Yes | Eliminating repetitive tasks | Job displacement, Loss of human touch in certain industries, Increased unemployment rates | No | | 4 | | No impact | | Agree | | | | |
| 1-21-2024 18:45:59 | Somdatt | 18-24 | Male | Full-time employed | Bachelor's Degree | Very familiar | Leonardo ai | Yes | Increased efficiency, Creation of new job opportunities | Increased unemployment rates, People are getting less creative as they depend on ai to do things for them. | Yes | As a UI UX designer I have to create some great animations and videos, which is sometimes time-consuming. Searching for the right animation on Google is also a big task so I use Leonardo ai to generate the kind of images and videos I have in my imagination. It helped me enhance my work and save my time. | 3 | Firstly one should master the use of ai and use it to improve there work. Working on prompt skills will help one to get better results while using ai.<br>Keeping yourself updated with market trends and learning new things. | Positively | Helps me save time, create great animations, improves my ui designs, bringing my imaginations to reality. | Agree | By learning the tool and using it to improve your work before it takes your work away from you. Also industries should have balance between employees and ai as both are dependent on one another at some extent. | No. | | |
| 1-21-2024 18:49:01 | Hardik Rajpara | 25-34 | Male | Full-time employed | Master's Degree | Neutral | No | No | Increased efficiency | Loss of human touch in certain industries | No | AI is good if used well. | 3 | Upgrade | Positively | | Agree | | | | |
| 1-21-2024 21:28:24 | Dhruvin | 18-24 | Male | Self-employed | Bachelor's Degree | Somewhat familiar | Chat gpt | No | Increased efficiency | Loss of human touch in certain industries | No | | 3 | | No impact | | Agree | | | | |
| 1-21-2024 21:49:11 | Rohit | 25-34 | Male | Full-time employed | Bachelor's Degree | Very familiar | No | No | Increased efficiency | Loss of human touch in certain industries | No | No | 3 | | No impact | | Somewhat Agree | | No | | |
| 1-22-2024 9:07:47 | Manan | 18-24 | Male | Full-time employed | Master's Degree | Neutral | NA | Yes | Increased efficiency, Creation of new job opportunities, Improved job safety | NONE | No | NA | 2 | NA | No impact | NA | Agree | NA | NA | | |
| 1-22-2024 21:21:48 | Siddhi Bhanushali | 18-24 | Female | Student | Doctorate/Professional Degree | Neutral | | Maybe | Increased efficiency | Loss of human touch in certain industries | Not applicable | | 4 | | No impact | | Agree | | | | |
| 1-23-2024 10:04:32 | Jay Somaiya | 18-24 | Male | Student | Master's Degree | Very familiar | | Yes | Increased efficiency, Creation of new job opportunities, Improved job safety | Job displacement, Loss of human touch in certain industries, Increased unemployment rates | Yes | | 5 | | Positively | | Absolutely Agree | | | | |
| 1-23-2024 10:15:48 | Osho Vora | 25-34 | Male | Full-time employed | Master's Degree | Somewhat familiar | I use a lot of AI tools for my research, photo and video editing and also to gain some knowledge on something that would take a lot of time if done in conventional way. | Yes | Increased efficiency, Creation of new job opportunities | Loss of human touch in certain industries, Maybe misused | Yes | It's not that the jobs are getting less it's just that types of jobs are changing now. So you might need to keep yourself updated for the new market demands. | 4 | Make programs to train employees on how to use AI in proper manner that would maximise the output. | Positively | Less wastage of time on tasks that can be easily taken care of by AI. | Absolutely Agree | Yes | | | |
| 1-23-2024 14:13:19 | Rajendra D Joshi | 65 or older | Male | Self-employed | Doctorate/Professional Degree | Somewhat familiar | No | Maybe | Increased efficiency | Loss of human touch in certain industries, Increased unemployment rates | No | | 3 | | No impact | | Agree | | | | |
| 1-23-2024 21:09:11 | Minakshi | 45-54 | Female | Other | Doctorate/Professional Degree | Very familiar | Chat gpt | Maybe | Creation of new job opportunities | Job displacement | No | | 3 | Training resources for newer skill sets as required | No impact | | Somewhat Agree | Trainning | | | |
| 1-23-2024 23:46:36 | Harsh Panchal | 18-24 | Male | Student | Bachelor's Degree | Somewhat familiar | | Yes | Increased efficiency | Job displacement, Increased unemployment rates | No | | 1 | | Positively | | Agree | | | | |
| 1-26-2024 12:22:34 | Bond.. James Bond | 35-44 | Male | Full-time employed | Master's Degree | Very familiar | No | Maybe | Increased efficiency | Deepfake/scams/imposters | No | | 1 | Upskilling, training and coaching of employees | No impact | | Agree | Upskilling and training for implementing and using AI but not relying on AI blindly without having sufficient checks and balances on the use and reliance in AI through human intelligence | AI is to current employment what industrialization was to manual laborers back in the 18th Century. Like industrialization did not replace manual labor but just changed the nature of manual labor to a more skilled one eventually leading to improved lifestyle, AI will not replace human workforce but just change the nature and area of employment in the future leading to yet another revolution in the way humans live, work, and communicate | | |
| 2-5-2024 14:54:07 | Lakshmi Muthiah | 25-34 | Female | Full-time employed | Bachelor's Degree | Somewhat familiar | No | Maybe | Increased efficiency | Job displacement | No | | 4 | To update ourself | No impact | | Agree | | | | |
| 2-5-2024 15:03:56 | Arpita Patel | 25-34 | Female | Full-time employed | Master's Degree | Neutral | No | Yes | Improved job safety | Job displacement, Increased unemployment rates | No | No , i don't have experience | 3 | | Positively | | Absolutely Agree | | | | |
| 2-5-2024 15:04:02 | Akshatha | 35-44 | Female | Full-time employed | Bachelor's Degree | Somewhat familiar | No | Maybe | Increased efficiency | Loss of human touch in certain industries | No | | 3 | | Positively | | Absolutely Agree | | | | |

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