



MAGMA ADVISORY COUNCIL

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*University of Michigan
Master of Business Administration*

*Eight years of opinion research and
survey analytics*

With WIN since Oct. 2022



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DEVELOPMENTS IN AI

Recent findings, projections & impact

HOW GENERATIVE AI IS CHANGING THE LABOR MARKET

- Generative AI Implementation and Work Productivity
- Job Opportunities vs. Layoffs
- Occupational Exposure
- Gender Perspectives
- BONUS: Free tools to start learning

DEFINITION OF GENERATIVE AI

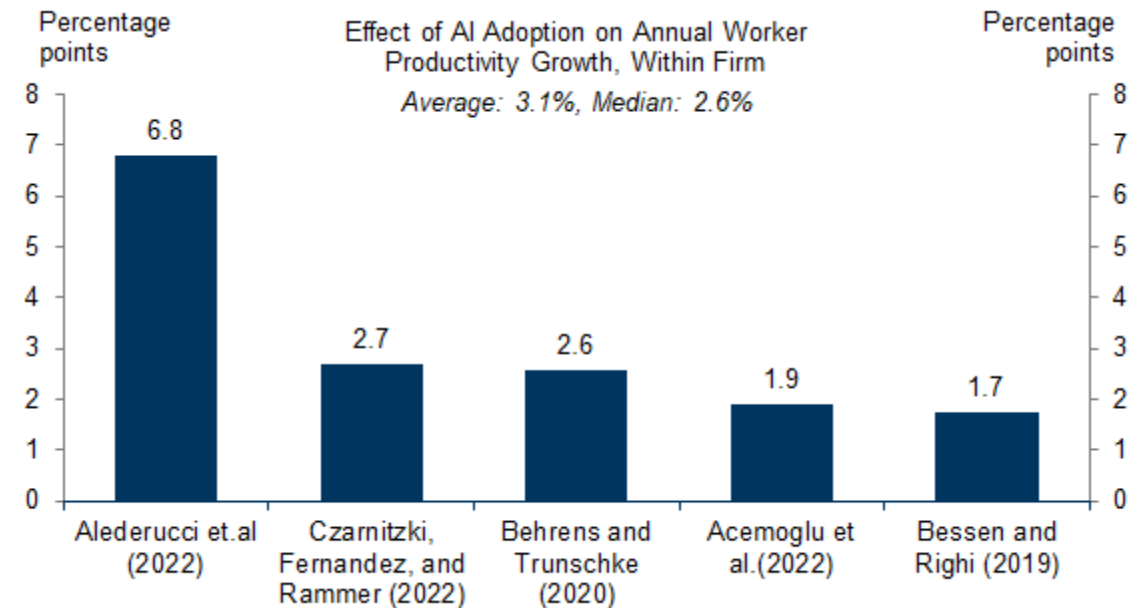
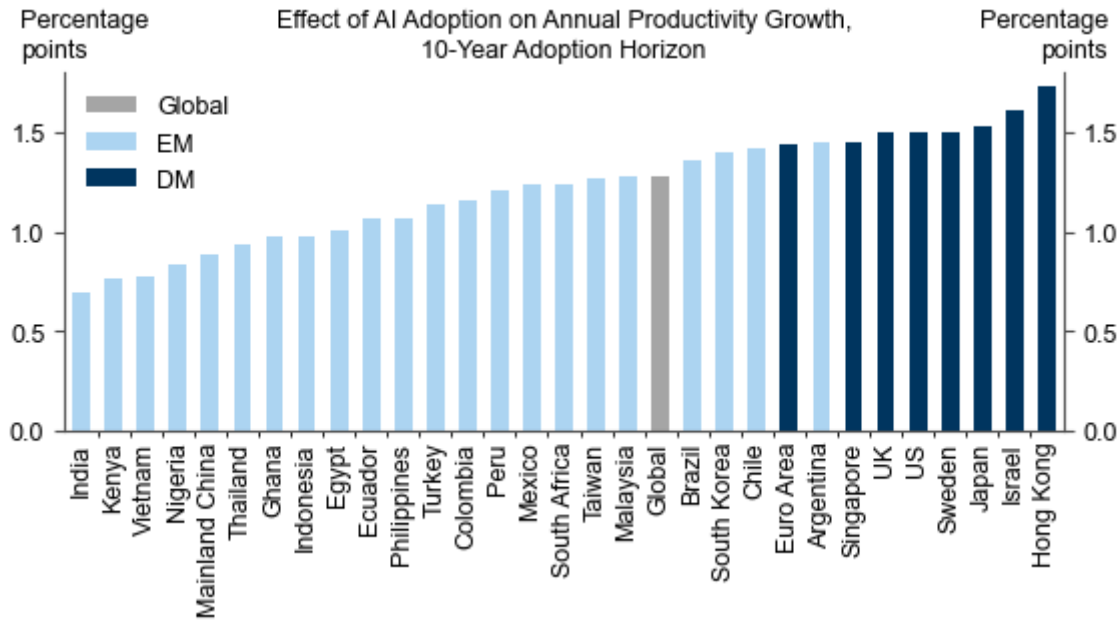
- Available generative AI technologies

(E.g. ChatGPT, Bard, DALL-E, LaMDA, and others)

- Generative AI characteristics:
 - They generate novel, human-like output rather than merely describe or interpret existing information
 - Their approachable interfaces that both understand and respond with natural language, images, audio, and video

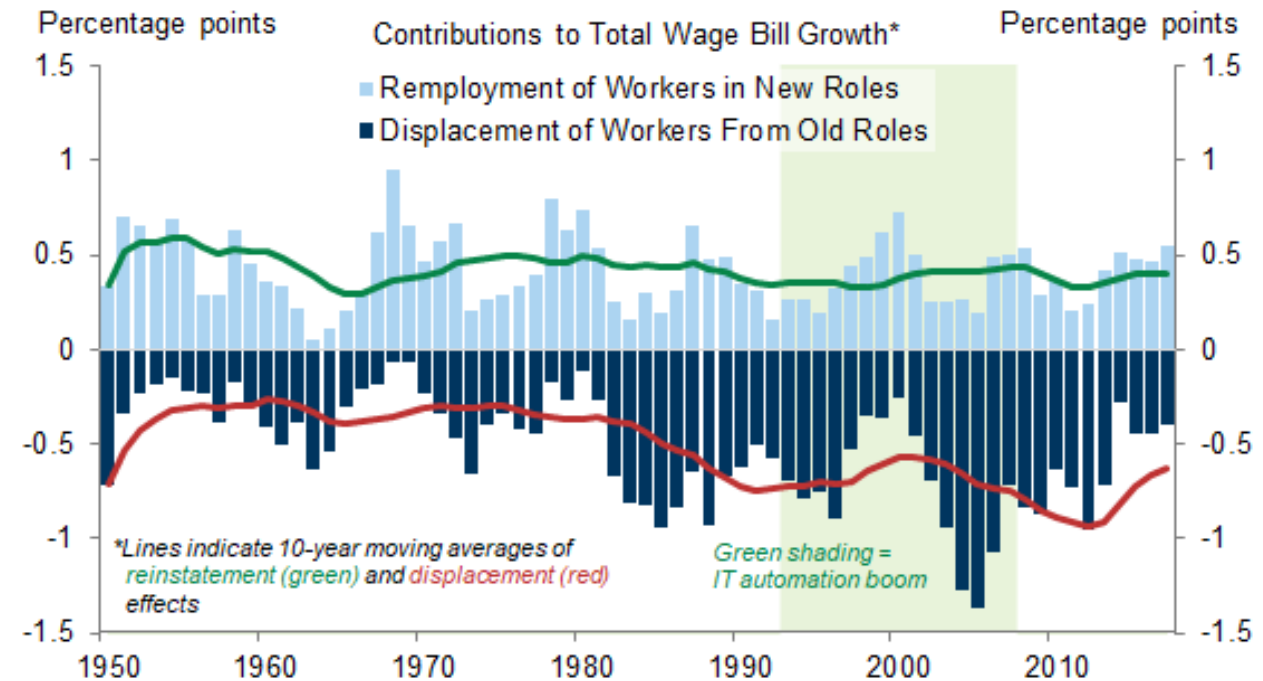
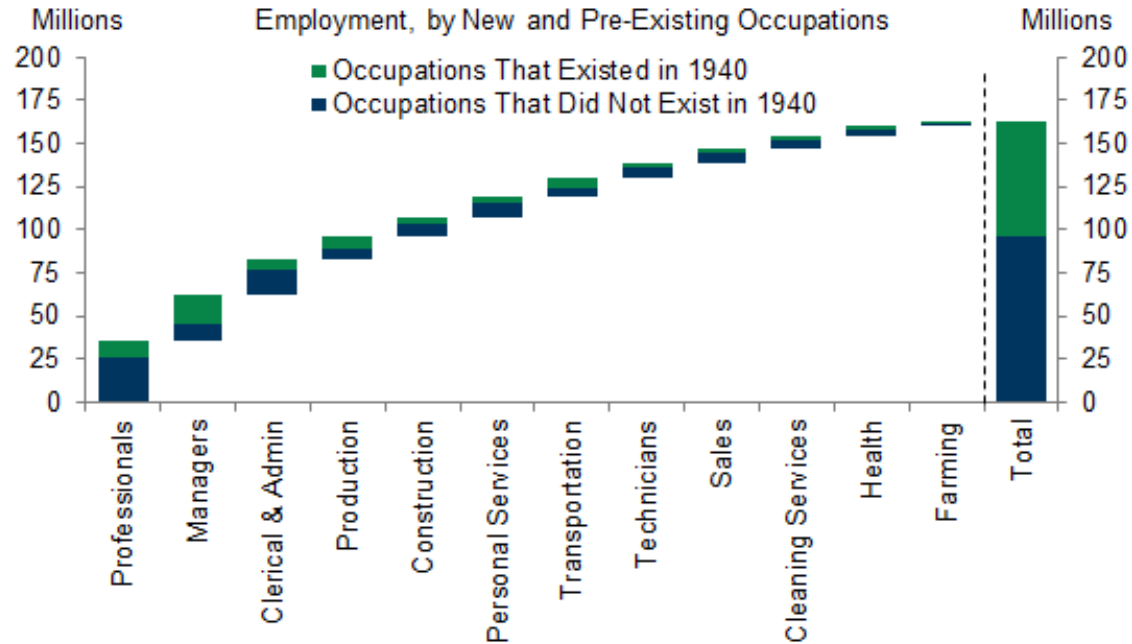
WHICH FACE IS REAL?

AI AND WORK PRODUCTIVITY CORRELATION



Source: Goldman Sachs, 2023

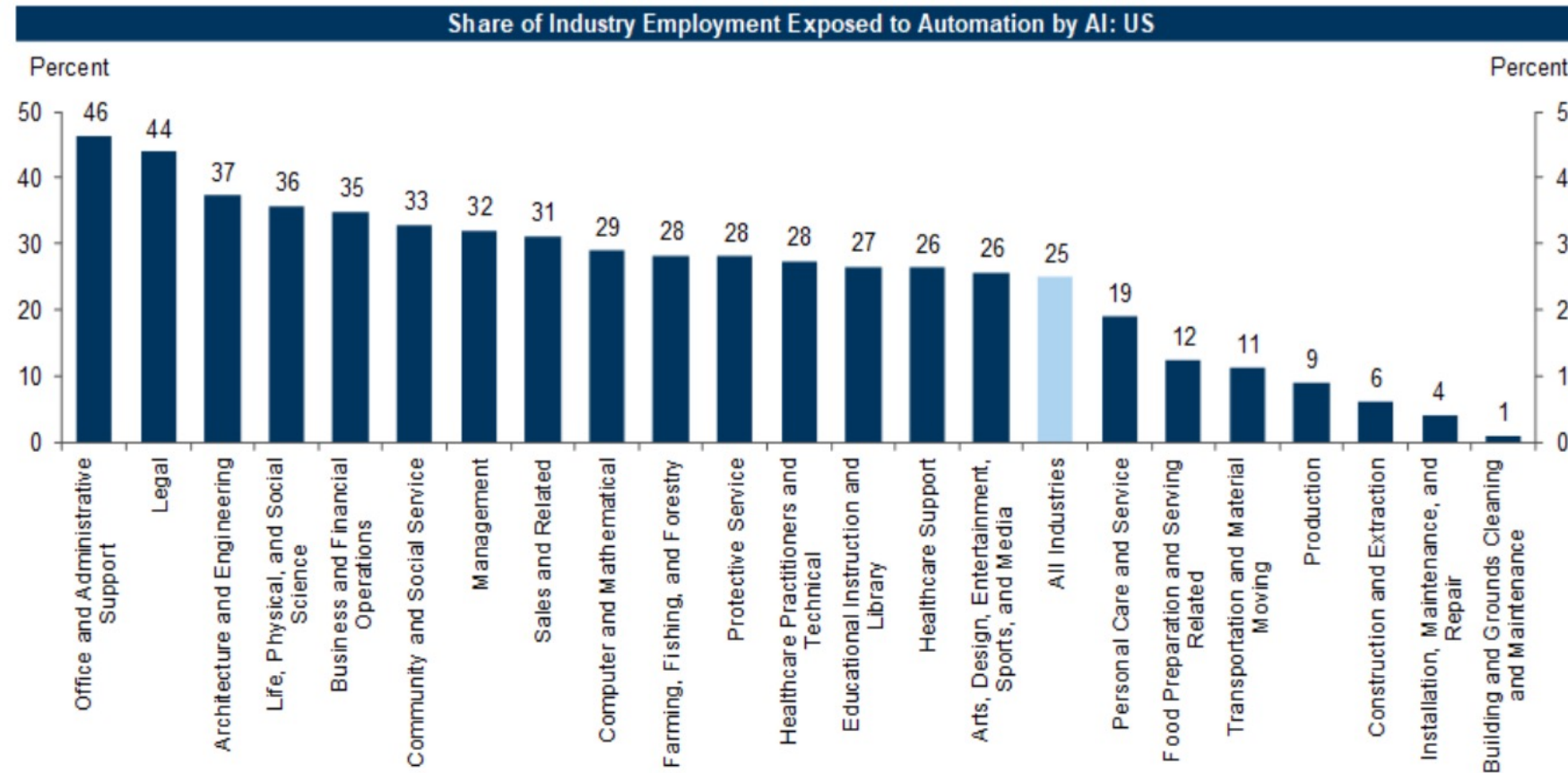
DOES AI CREATE JOB OPPORTUNITIES OR LEAD TO LAYOFFS?



Source: Goldman Sachs, 2023

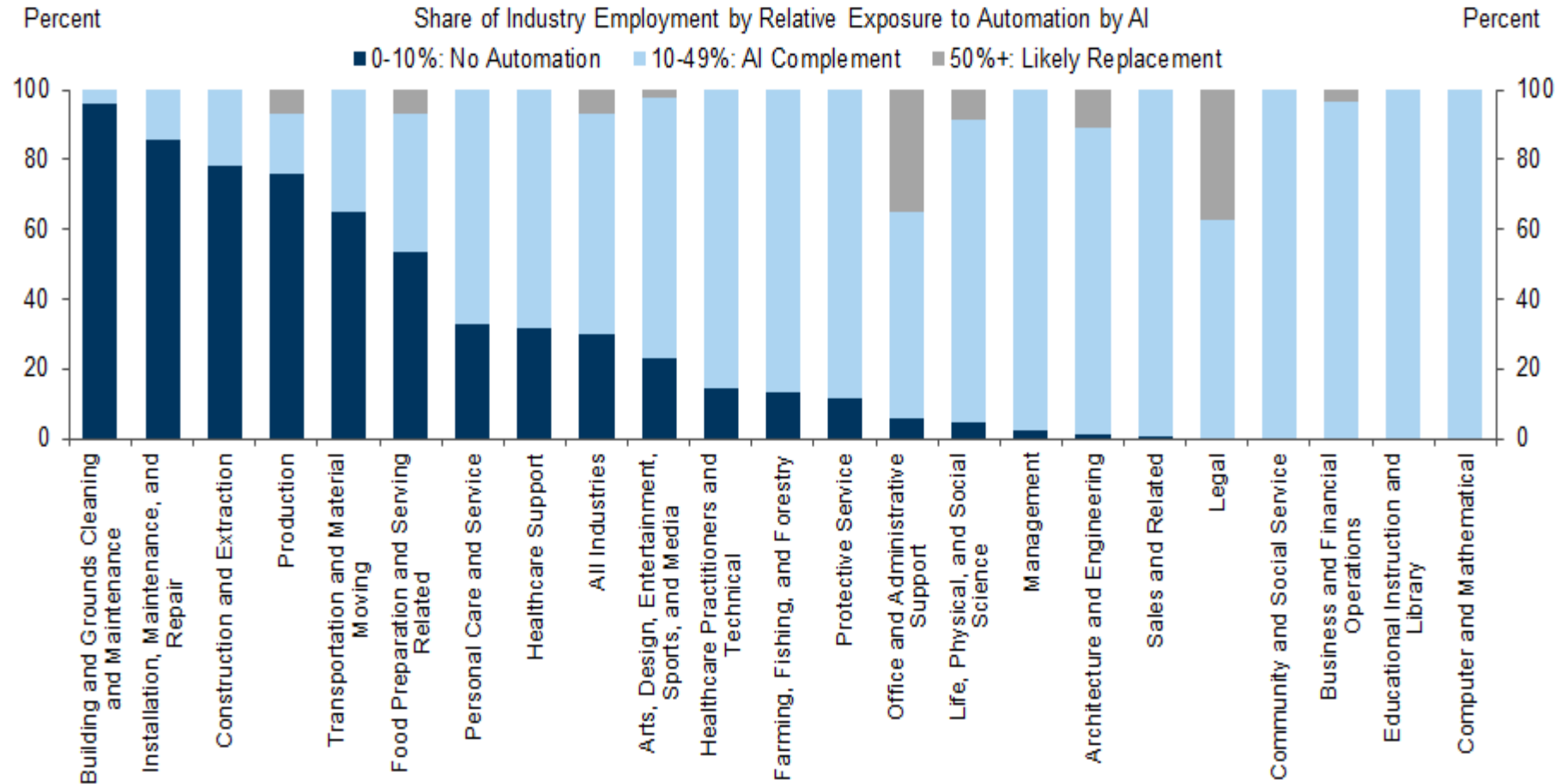
WHICH OCCUPATIONS ARE MOST EXPOSED TO GENERATIVE AI?

Exhibit 5: One-Fourth of Current Work Tasks Could Be Automated by AI in the US and Europe



Source: Goldman Sachs, 2023

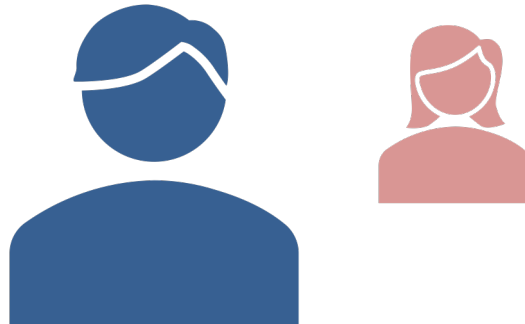
WHICH OCCUPATIONS ARE MOST EXPOSED TO GENERATIVE AI?



Source: Goldman Sachs, 2023

AI ADOPTION: A DISPARATE FUTURE?

- “...jobs predominantly held by women are most at risk of being replaced by AI. These positions include bill and account collectors, payroll and timekeeping clerks, executive secretaries, word processors and typists, and accounting specialists.”¹
- “Overall, 21% more women are exposed to AI automation than men even though men outnumber women in the workforce. This is due to the affected occupations being populated by more women than men.”²



Sources:

1 SHRM, 2023

2 Kenan Institute, 2023

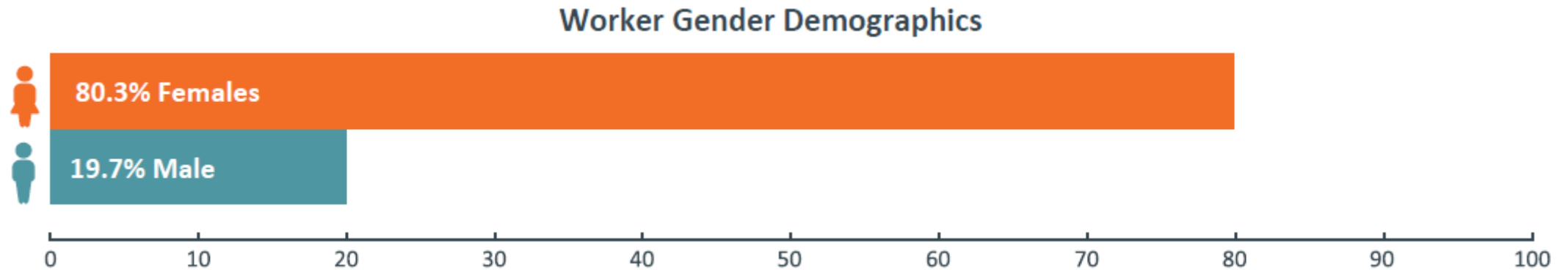
IMPACT OF GENERATIVE AI ON WOMEN VS. MEN

Occupation	Total	Women	Men
Management occupations	20.20M	40.5%	59.5%
Office and administrative support occupations	16.10M	71.9%	28.1%
Sales and related occupations	14.32M	49.4%	50.6%
Healthcare practitioners and technical occupations	9.81M	75.7%	24.3%
Education, training, and library occupations	9.22M	73.3%	26.7%
Business and financial operations occupations	9.15M	54.5%	45.5%
Computer and mathematical occupations	6.17M	26.7%	73.3%
Healthcare support occupations	4.93M	84.6%	15.4%
Architecture and engineering occupations	3.46M	16.1%	83.9%
Arts, design, entertainment, sports, and media occupations	3.44M	48.8%	51.2%
Protective service occupations	3.06M	23.2%	76.8%
Community and social services	2.95M	67.2%	32.8%
Legal occupations	1.86M	52.6%	47.4%
Life, physical, and social science occupations	1.84M	48.2%	51.8%
Farming, fishing, and forestry occupations	.98M	26.2%	73.8%
Total	107.49M	58.87M	48.62M
Total of all jobs	158.29M	74.08M	84.21M
Total of jobs impacted / total jobs	68%	79%	58%

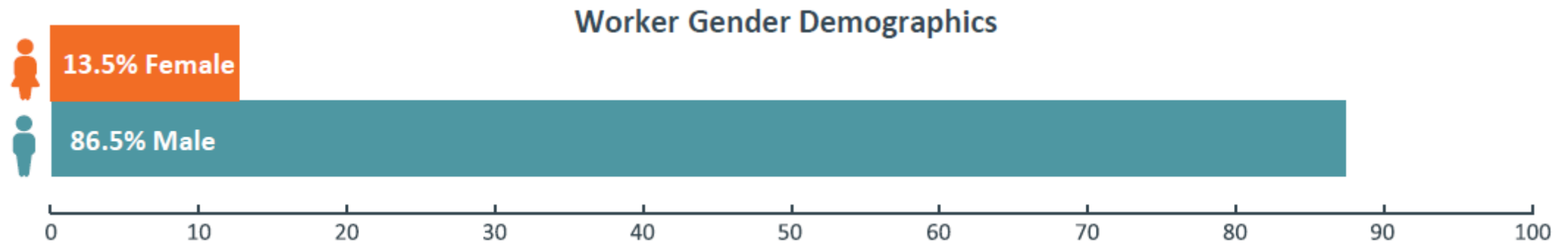
Source: Kenan Institute, 2023

IMPACT OF GENERATIVE AI ON WOMEN VS. MEN:

Healthcare



Skilled Trades



RECOMMENDATIONS: START EXPLORING!

Chat GPT



HARPA AI (Plugin)





**QUESTIONS?
& THANK YOU!**

CONTACT/DATA REQUESTS

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