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# *AI and the Workforce*

Examining Perceptions on AI Training
and its Impact on the Workforce

2024

# The future of AI balances humans with technology.

Mindrift's "AI and the Workforce: Examining Perceptions on AI Training and its Impact on the Workforce" report brings together perspectives from 1,000 U.S. consumers ages 18 and up and 229 freelancers from Mindrift's global AI tutor community to understand the evolving dynamics of the workforce in the wake of increasing demand for AI technologies – along with a look at the role humans play in shaping and training AI models.

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# *Navigating the AI evolution.*

Recent years have seen Artificial Intelligence emerge as a transformative force, reshaping industries and sparking innovation. McKinsey research projects that Generative AI could inject $2.6 trillion to $4.4 trillion into the global economy. Moreover, it has the potential to revolutionize productivity by automating tasks that currently absorb 60 to 70% of employees' time.

As AI progresses, the demand for high-quality data, particularly for training large language models (LLMs), has skyrocketed. This surge has given rise to a new industry focused on human-generated data, offering experts from diverse fields the chance to contribute to AI development.

But by 2026, all the high-quality data could be exhausted, according to Epoch, an AI research institute. This makes human involvement and the need to generate original data for AI training paramount.

The AI boom isn't just for engineers and STEM professionals; when demand for quality data is at an all time high, the opportunity extends to professionals in the humanities, legal, languages, arts, and other non-tech domains to also benefits from the boom. The future of AI depends on accessing reliable, high-quality data—a necessity for building equally dependable AI models.

Polling both American consumers and AI Tutors, individuals actively involved in AI data generation, provides a perspective on the role AI will play in the workforce - both from opportunities and challenges for those working alongside AI as well as those helping to shape its trajectory across various domains.

# AI has seized the spotlight.

Optimism regarding AI's potential to create new jobs and opportunities is clear, with a resounding **63%** of Americans expressing positivity towards AI model development fostering these opportunities.

Optimism is even higher among those actively participating in training AI models, with a staggering **95%** positive sentiment.

Furthermore, when considering opportunities, over **1 in 3 Americans (36%)** point to increased efficiency and productivity as the top benefit associated with AI development. This figure spikes to **65%** among individuals already working in AI model training.

These findings underscore the widespread recognition of AI's transformative potential in both creating new opportunities and streamlining processes across diverse domains.

## 63%

**Of Americans are optimistic about AI development creating new jobs and opportunities.**

### Optimism by Generation

- 74% Millennials
- 72% Gen Z
- 59% Gen X
- 50% Baby Boomers

**16%** ♀
of women are very optimistic

**26%** ♂
of men are very optimistic

> " *I'm thrilled to be contributing to AI training. I strongly believe Generative AI will revolutionize the world as we know it and completely transform the Internet and our way of working with information.* "
>
> Anna, History Expert, Israel

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# *Interest and motivation in training AI models is growing.*

The majority of Americans **(58%)** exhibit a keen interest in training AI models, signaling a widespread curiosity and openness towards AI technology.

## Gender Gaps in AI Engagement

Men lead the charge with a robust **65%** showing interest

While women trail slightly behind at **52%**

## Motivations for training AI among Americans and those already active in its development:

| Americans | Motivation | AI Tutors |
|---|---|---|
| **20%** Americans | Interest in learning more about AI | **22%** AI Tutors |
| **19%** Americans | Interest in learning new skills | **10%** AI Tutors |
| **9%** Americans | Want to apply my current skills in new ways | **26%** AI Tutors |
| **8%** Americans | Contributing to the development of better technology | **28%** AI Tutors |
| **17%** Americans | Monetary compensation | **10%** AI Tutors |

## Different age groups show varied levels of enthusiasm and motivations towards AI:

- **Millennials** (**73%**) and **Gen Z** (**71%**) are the most enthusiastic, with high interest levels.
- Nearly half (45%) of **Baby Boomers** express disinterest, while **over 1 in 4 of Gen Xers** focus on monetary compensation and learning new skills as motivators for training AI.
- **Millennials** are keen on learning more about AI (**27%**) and acquiring new skills (**22%**).
- **Gen Z's** primary motivation is learning new skills, reflecting the generation's emphasis on skill development.
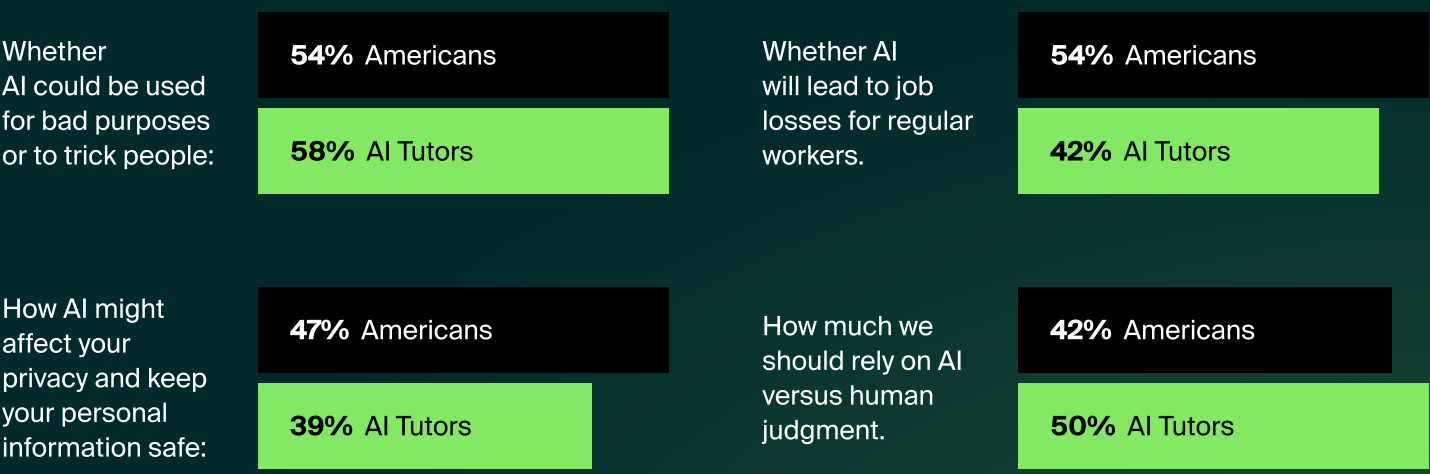
# *However, barriers still hinder engagement with AI.*

**63%** fear job displacement

**50%** fear misinformation

**48%** lack understanding

When it comes to concerns about AI, women are leading the charge, with 6 in 10 expressing worry about job displacement and nearly a third (32%) highlighting technological limitations as a key barrier to engaging with AI.

Anxieties vary across age groups. Gen X, Millennials, and Gen Z worry about job displacement, while Baby Boomers are primarily concerned with misinformation, with 60% citing it as their top barrier.

## Americans and individuals involved in AI development share the top four concerns regarding AI usage in various industries:

Whether AI could be used for bad purposes or to trick people:
**54%** Americans
**58%** AI Tutors

Whether AI will lead to job losses for regular workers.
**54%** Americans
**42%** AI Tutors

How AI might affect your privacy and keep your personal information safe:
**47%** Americans
**39%** AI Tutors

How much we should rely on AI versus human judgment.
**42%** Americans
**50%** AI Tutors

# Familiarity and confidence with AI model training across demographics.

Only 14% of Americans cite knowing exactly how AI models are trained, and less than half (43%) reported having a basic understanding.

Millennials and Gen Z demonstrated higher familiarity levels in comparison to Baby Boomers. Specifically, 71% of Millennials and 74% of Gen Z reported some degree of familiarity, with nearly 1 in 4 Millennials being "very familiar", followed by Gen Z at 19%.

Conversely, Baby Boomers exhibited the highest percentage (59%) of respondents who were not familiar with AI model training. Despite this, they represent a demographic primed to benefit from the industry's demand for human-generated data, especially considering many are retired or nearing retirement, yet still possess valuable expertise to contribute.

Respondents holding Associate's and Bachelor's degrees showed higher familiarity levels, while others tended to be largely unfamiliar with AI model training. This underscores the influence of education in shaping AI literacy.

## 55% ◗

**of Americans expressed confidence in AI's capability to replicate human professional expertise.**

While AI is always improving, it requires human insight to ensure it remains up to date, accurate, and reliable as new information becomes available. As individuals diligently work behind the scenes to train AI, their expertise ensures the development of high-quality models. This, in turn, should instill confidence in consumers regarding the benefits and potential of AI technology.

*"Regardless of what I do, AI is going to continue, so why not jump on board? I may not fully understand how it works, but I know that my contribution as a writer will be useful to a lot of people for a very long time. I'm a small part of making it safer and more responsible for all"*

Amy, AI Tutor, United States

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# *Future outlook in the era of AI.*

The discussion surrounding AI's impact on job dynamics is multifaceted, reflecting a spectrum of viewpoints. Despite concerns regarding job displacement, there is also a notable sense of optimism regarding AI's ability to create new employment opportunities.

Nearly a third (30%) of Americans and half (50%) of those who actively train AI models anticipate AI creating new job opportunities more than it will replace them in the long term.

There is growing recognition of the potential for the field overall with a majority of Americans (56%) expressing optimism about the future of the American workforce in the AI era.

Individuals whose industries face disruption from AI, retirees seeking new avenues, or those looking to leverage their skills in new ways can contribute their expertise to the training of AI models. This participation not only enhances productivity for end-users, but also fosters a deeper societal understanding of AI technology.

## 56% ◗

**express optimism about the future of the American workforce in the AI era**

"*I play a small yet impactful role. I enjoy that every day I am learning something about AI that fascinates and scares me at the same time. Getting to know it helps to understand how it works and remove the added imagination of what it could be. I get insider experience, which is priceless.*"

Nadya, History, Philosophy and Linguistics Expert, Israel

As AI continues its exponential growth, the demand for high-quality data, particularly for training large language models (LLMs), has surged, giving birth to a burgeoning industry centered on human-generated data. This transformation isn't confined to traditional tech realms; it spans across disciplines, welcoming expertise from diverse fields.

Our exploration of perceptions, opportunities, and challenges surrounding AI model training among Americans and AI trainers sheds light on a pivotal moment where optimism for the future is met with apprehension and fear.
In this landscape, fears about job displacement confront the reality of expanding opportunities. Expert data generation democratizes tech jobs, inviting contributions from individuals of all backgrounds, disciplines, and ages.

Central to addressing prevailing fears and concerns is the recognition that the AI boom heralds a new era of data generation - and new jobs to meet the growing demand for high-quality data. Responsibly navigating this evolution hinges on accessing high-quality, reliable data—an indispensable foundation for building dependable AI models. By prioritizing the cultivation of such data, informed by high skilled domain-experts, we not only mitigate apprehensions and create new jobs, but also pave the way for inclusive advancement and progress in the realm of artificial intelligence.

# *About Mindrift*

Mindrift is a data generation platform and community for subject matter experts across a wide range of industries. Our experts generate high quality datasets for safe, accurate, and responsible AI development.

Mindrift is the human engine behind Toloka, a well-established data partner for Generative AI. Toloka has been driving the AI industry forward with high quality data solutions for over a decade. Toloka supports enterprises and startups with every facet of AI development, from training to evaluation. Toloka's technology is behind leading LLMs, search, and e-commerce engines, virtual assistants, and GenAI apps.

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