

# ARTIFICIAL INTELLIGENCE & EMPLOYEE COMMUNICATION

## Survey Data Report



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# Executive Summary

## Summary

Our 2024 survey on Generative AI with employee communications professionals – versus what we measured and what we learned in 2023 – feels a bit like Rip Van Winkle’s very long nap. Though only nine months have passed between the two survey reports, we can confidently say that AI has grown from its infancy to what clearly is an adolescent stage of development for employee communicators.

Although only nine months have elapsed between the two survey reports, the rapid pace of AI development has created a sense of challenge for those involved. This year’s survey included additional questions, attracted increased participation, and featured responses from various continents across the globe. However, we can’t help but feel that keeping up with the ever-evolving landscape of AI is a constant uphill battle. So, during our period of reflection resembling Rip Van Winkle’s long slumber, what significant advancements did we overlook?

For starters, employee communications professionals now view Generative AI as a new competency we need to develop. A whopping **93%** of us said AI is a new skill set needed. And it seems like we’re on board with viewing change management as a requirement to support whatever we’re doing with AI, as **73%** also believe AI will require significant change management.

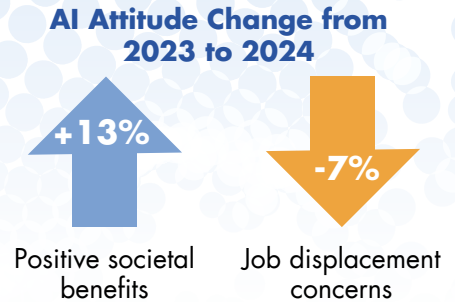
The connection between Generative AI and change management could not be closer. Their symbiotic relationship underscores the importance of integrating these two disciplines for effective organizational transformation. Never have they been more inextricably linked – both to each other and to the value that employee communications can deliver.

*This paradigm shift offers two unprecedented opportunities:*

**One is to drive new levels of measurable business performance – and the second is to elevate communicators’ influence, and that of their employee communications function, to unparalleled levels of strategic importance.**

## Attitudes Shift

Our attitudes toward Generative AI have undergone substantial changes since last year's survey, reflecting a **13%** increase in positively perceiving AI's societal benefits and a reduced concern (**7%**) about job displacement for communicators. Additionally, a **10%** positive swing in 2024 demonstrates a growing belief in AI shaping the future of employee communications.



## Productivity Rises

Perhaps not surprisingly, the data from our survey clearly shows that we're experimenting with Generative AI almost exclusively for ways to address our limited bandwidth, to save time, and to make us and our teams more productive.

Over the past nine months, there has been a **21%** increase in adoption of Generative AI technologies for employee communications, accompanied by a **9%** rise in recognizing its perceived value for employee communications. Specifically, adoption rates have seen a **375%** increase for content generation and a **300%** increase for using AI in video scripts.



**+21%**

AI tech use for employee communications



**+9%**

Perceived value of AI tech for employee communications



**+375%**

Adoption of AI tech for content generation



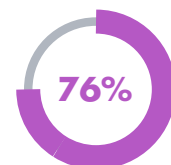
**+300%**

Use of AI tech in video script creation

## Strategic Exploration Lags

Despite productivity gains, strategic applications such as analytics remain underdeveloped, suggesting a need for further exploration and investment in this area. Less than **10%** of respondents are currently using AI for trend identification or outcome prediction, highlighting a gap in strategic use.

Perhaps the most eye-opening result came from the question we asked about whether employee communicators were using AI for strategic purposes. **76%** percent of the employee communications pros taking the survey said their employers were using AI for some business purpose, but that they either were not using AI for communications, or they were unsure about whether or not they were.



**76%** using AI for business purposes but **not for communications**

## Making time

The good news is that Generative AI is really helping us with time savings. Almost three-fourths of us have realized time savings in one way or another with Generative AI, and almost half of us are using that time for more strategic pursuits.

As for how much time it's saving us - almost **60%** reported that using AI **saves 1-2 hours a week**, while the other **40%** say they're **saving 3-5 hour or more** weekly.

### • *To lead or not to lead: that was our question*

We also wanted to get a sense of how, or if, employee communicators were addressing the need to lead Generative AI decisions and actions in their organizations.

From a policy point of view, less than half of those responding to our survey (**45%**) said their organizations have a clearly stated AI policy for its use by employees. Similarly, only **45%** reported that someone from employee communications is actively engaged in shaping AI usage (with another **15%** saying they were unsure).

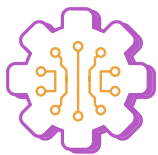
## The Road Ahead: Challenges and Opportunities

As we navigate the evolving landscape of AI in employee communications, several challenges and opportunities emerge:



### **Educational Imperative:**

With over half of professionals struggling to learn how to use Generative AI, there's a pressing need for comprehensive education and upskilling initiatives.



### **Strategic Integration:**

While significant strides have been made, there's still room for growth in harnessing AI for strategic purposes and asserting leadership in its application within organizations.

While the past nine months have marked substantial progress, there's still much ground to cover in leveraging AI for transformative employee communications. AI invites employee communicators to shape a future where they develop strategies with data and analytics, and have deeper, broader engagement with both the internal and external forces influencing AI's development, regulation, deployment and responsible, ethical use. Are we up for the challenge?

We invite you to delve deeper into the insights and findings of our 2024 AI Employee Communication Data Report, and hope you find them as compelling as we do.

# Methodology and Analysis

In order to learn more about the knowledge, attitudes, beliefs and usage of artificial intelligence by employee communicators, we created a **29-question survey** using Qualtrics. The survey questions took various forms, from 5-point Likert scales (strongly disagree to strongly agree), open-ended and multiple choice. The first nine questions were related to demographics, to learn the makeup of the respondents.

The survey was sent out by Poppulo, a company specializing in employee communication, to its mailing lists. Additionally, the survey was sent out using a snowball sample via the researchers' networks on LinkedIn, as well as through personal invitations to communications professionals and teams in corporate, educational, government and agency organizations.

The survey was open for seven weeks, launching on Thursday, February 15, 2024 and closing on Thursday, March 28, 2024. A total of **129** individuals completed the survey.

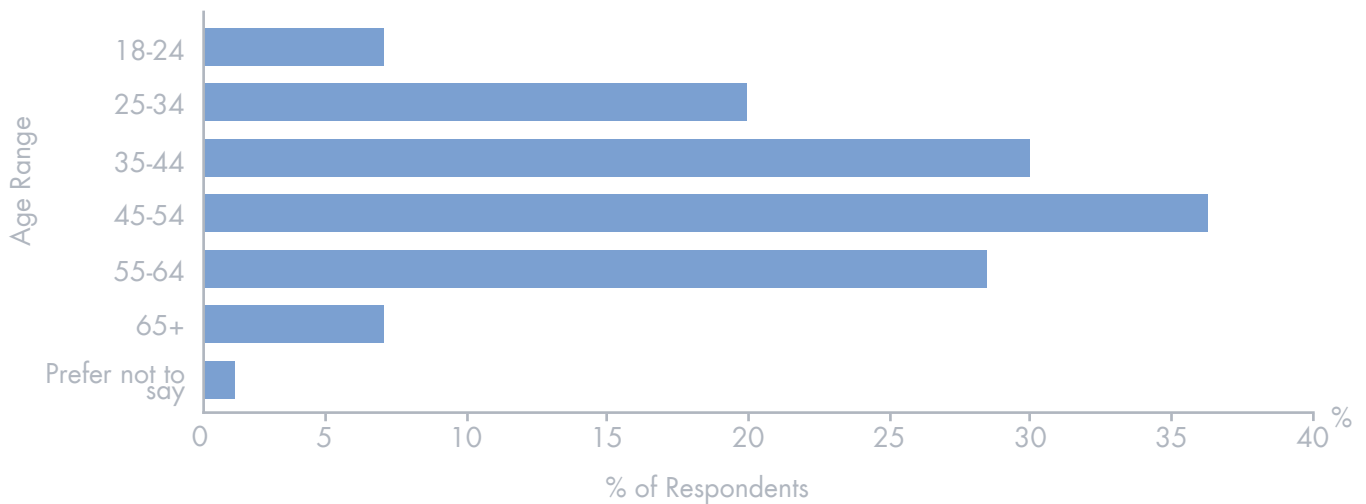
Due to the total number of respondents, data will only be shown for each question in the aggregate, as providing responses based on gender, age, ethnicity or other demographic characteristics would not be statistically significant.



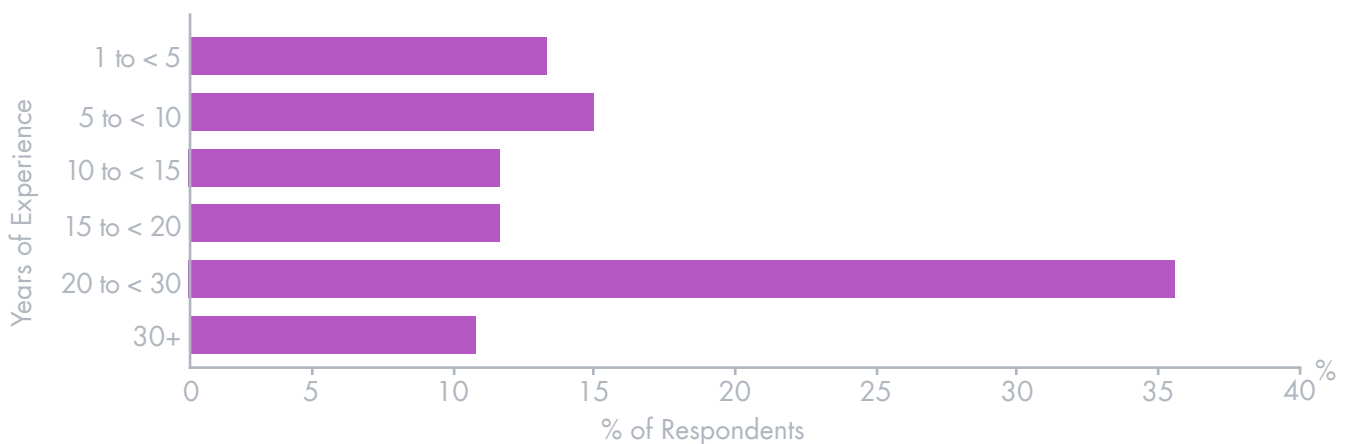
# Survey Data Report

## Demographics

The pool of respondents was primarily older (**36%** 45-54, **30%** 35-44, **28%** 55-64), white (**82%**) and female (**73%**).

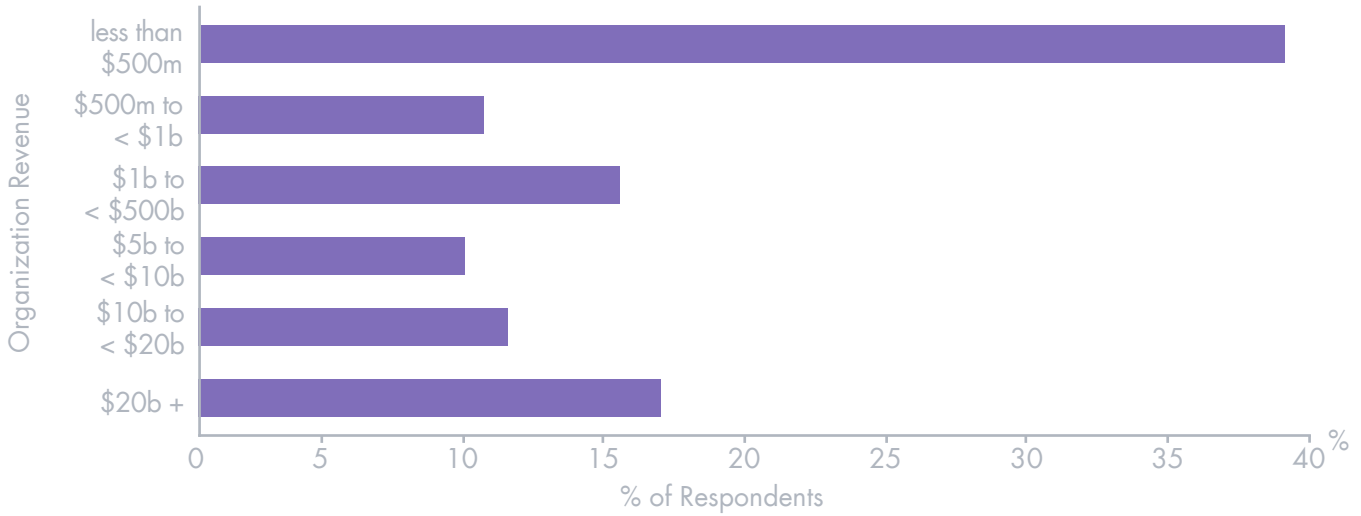


The range of experience as a professional communicator varied greatly, although the majority had been working in this field for 20-30 years (**36%**), followed by 5-10 years (**15%**), 1-5 years (**14%**), 15-20 years (**12%**), 10-15 years (**12%**) and 30+ years (**11%**).



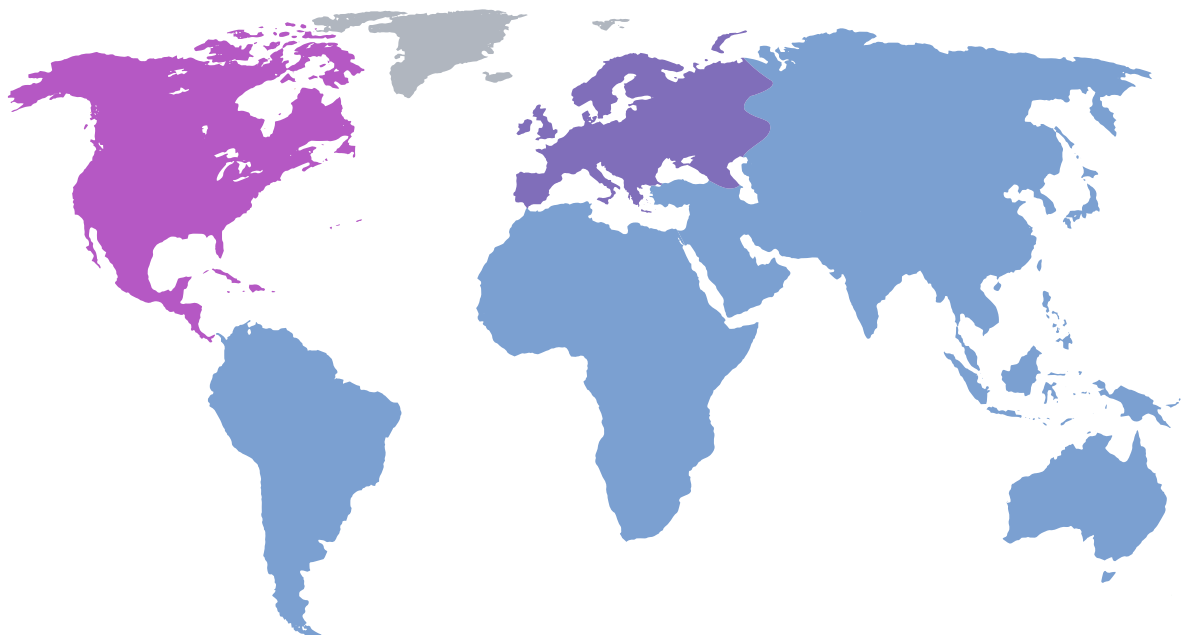
The size of the organizations in revenue our respondents worked for tended overwhelmingly to be under \$500 million (**38%**). The size of the organizations (by number of employees) tended to be 0-500 (**32%**), followed by 1,001-5,000 (**17%**) and 10,001-30,000 (**16%**).

Size of Organization in Revenue



Finally, respondents tended to be managers (**26%**), directors (**26%**) or non-managers (**24%**), with the remaining **24%** being an even split of VP-level and C-level employees. Geographically, respondents were primarily from North America (**59%**), followed by Europe (**29%**), with **5%** percent or less each from Asia, Africa, Australia/Oceania and South America.

Respondent Demographic % by Geographic Region

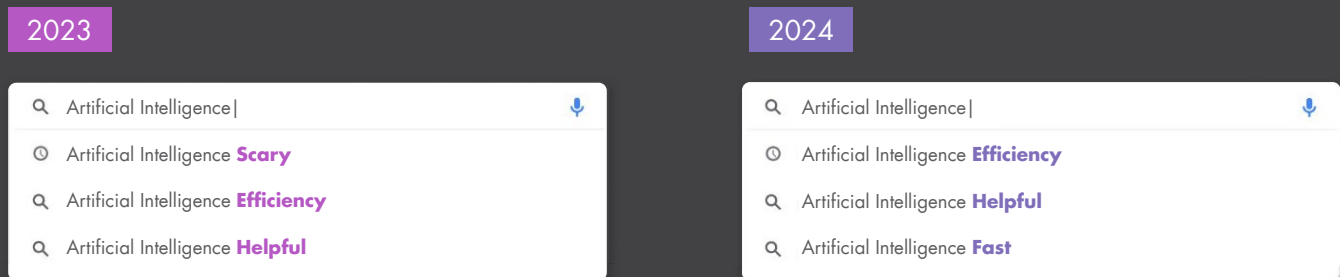




# Feelings about AI

When asked the top three words that came to mind when thinking about AI, "efficiency" was the top word, followed by "helpful" and "fast." This is a change from the results of our survey just NINE months previous where "scary" was the top word selected. This reflects the change in thinking about this topic in a short period of time where it is now seen as a helpful tool vs. something to be overly wary about. This may also be due to higher adoption and usage of AI tools in the time between the surveys.

## Top 3 Words When thinking about AI

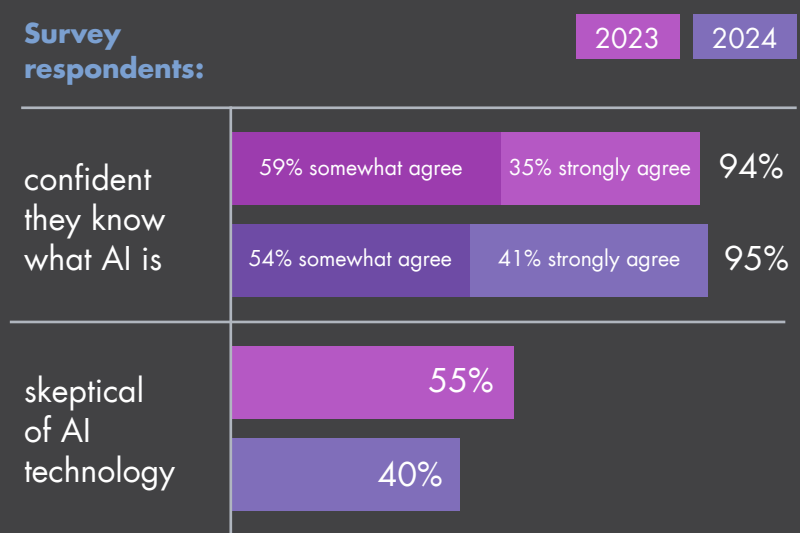


Related to this, our respondents were asked a series of Likert scale questions (strongly disagree to strongly agree) to learn more about their knowledge and feelings about AI.

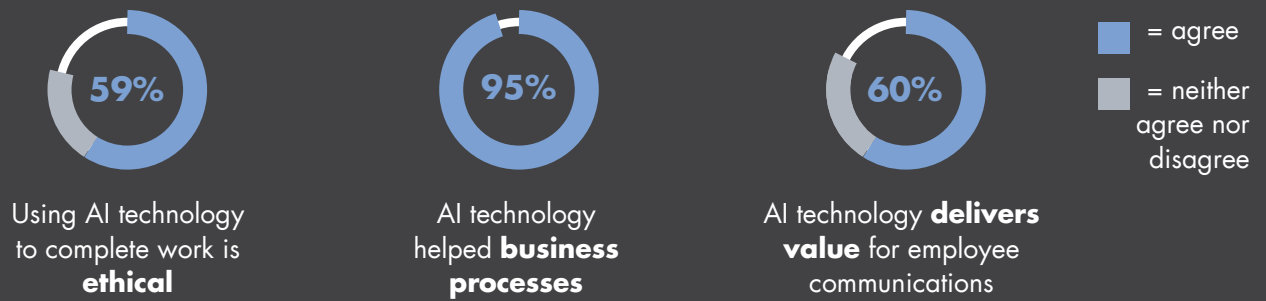
This yielded similar themes to the open-ended question as respondents were clearly more informed and comfortable with AI tools than in the prior survey.

In this round of questioning, respondents felt confident that they knew what AI was (54% somewhat agree, 41% strongly agree); and skepticism of the technology was primarily split (36% disagree, 40% agree, 24% neither disagree or agree).

Skepticism has gone down significantly from the 2023 survey where 55% agreed they were skeptical.



There is a strong belief that using AI to complete work assignments is ethical with **59%** agreeing (**42%** somewhat, **17%** strongly) with an additional **20%** neither agreeing nor disagreeing. These feelings appear to be coming from a place of knowledge, as the overwhelming majority of respondents had seen examples of how AI has been applied to business processes (**54%** somewhat agree, **41%** strongly agree), and how AI is being used for employee communications (**52%** somewhat agree, **25%** strongly agree). The majority also believed that AI currently delivers value for employee communication efforts with **60%** agreeing (**37%** somewhat, **23%** strongly), although **26%** neither agreed nor disagreed with that statement.



Unlike the 2023 survey, employee communicators no longer are shying away from using the technology, with **59%** currently using AI technology for employee communications (**39%** somewhat, **20%** strongly), and only **32%** not using the technology. In 2023, **44%** strongly disagreed that they were using the technology vs. **19%** in 2024. There was also a swing in the response to the question about AI being good for society (**47%** agree in 2024 vs. **33%** in 2023), and the belief that AI is the future of employee communication (**56%** agree in 2024 vs. **46%** in 2023). Concerns about AI eliminating communication jobs is still a concern, however (**39%** agree in 2024 vs. **44%** in 2023).

Survey respondents:	2023	2024
Currently using AI technology for employee communications	37%	59%
Disagree they are using AI technology for employee communications	44%	19%
AI technology is good for society	33%	47%
AI technology is good for the future of employee communications	56%	46%
Concerned AI technology may eliminate communications jobs	44%	39%

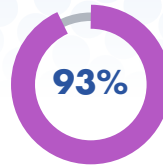
## AI and Competencies

In a new battery of questions, it was very clear that AI is a new competency that professional communicators need to learn with **93%** agreeing to that statement.

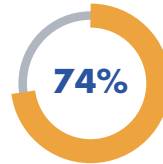
Additionally, **74%** agreed that AI will require significant change management communications in their organizations and **73%** agreed that change management is a new competency for employee communications professionals to acquire.

When it comes to an understanding of machine learning, **70%** agreed that they understood the concept and **67%** agreed that they believed they'd need to engage with machine learning in order to use AI in more strategic ways to solve business problems.

### Survey respondents:



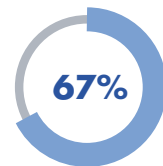
**agreed** that professional communicators will need to learn AI



**agreed** that AI will require significant change management comms



**understand** the concept of machine learning



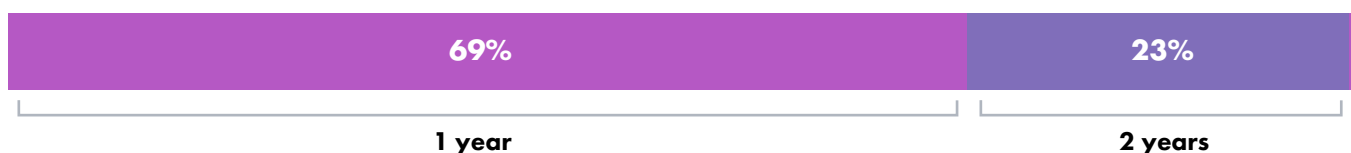
**believe** they'd need to use machine learning to use AI more strategically

## Value of AI for employee communicators

When asked how long after starting to use it do you believe it takes for AI to deliver value for employee communications, respondents were bullish.

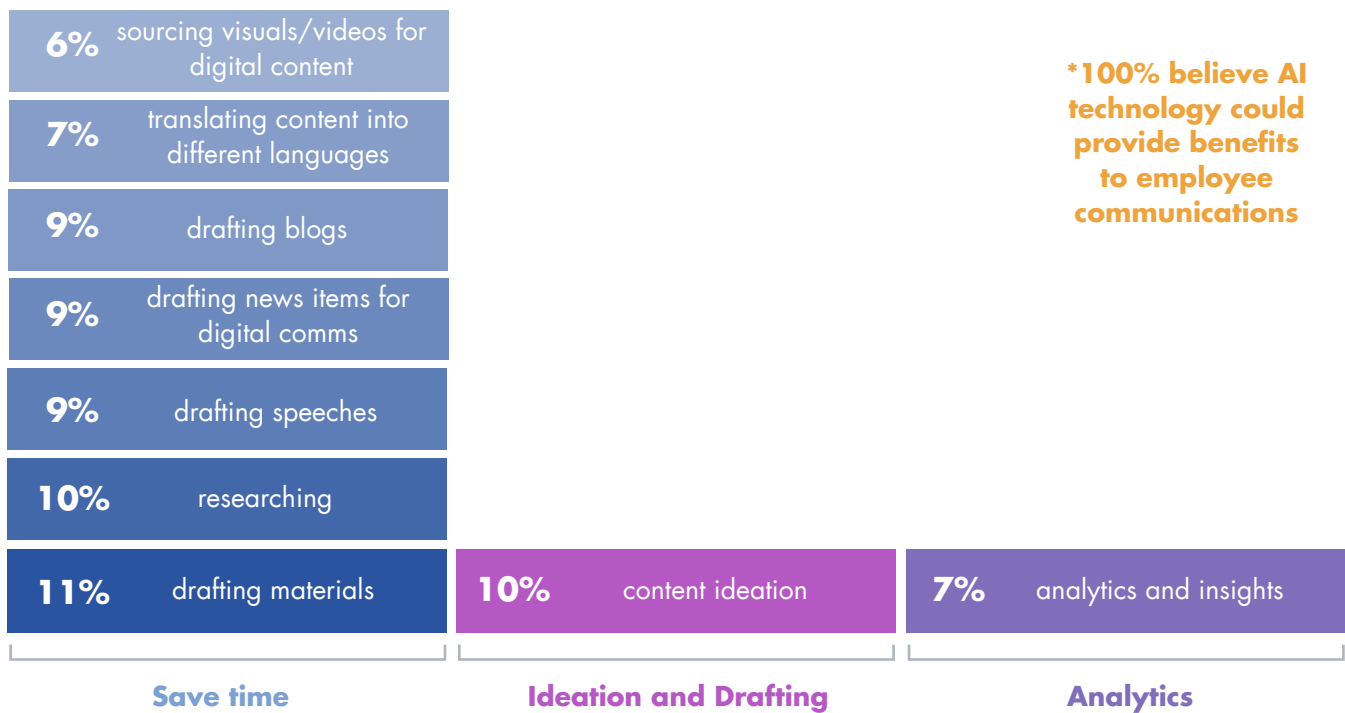
The overwhelming majority (**69%**) said value would come **within the first year** and another **23%** said it would happen within the **first two years**.

### How long will it take for AI to deliver value?



Participants were then provided with a list of 16 possible ways AI could provide value for employee communications, along with an option that “I don’t believe AI can deliver value for employee communications.” They could select all that applied to them. The top three responses were saving time drafting materials (11%), saving time researching (10%) and helping with content ideation (10%). Others among the top picks were saving time drafting news items for digital communication channels (9%), saving time drafting speeches (9%), saving time drafting blogs (9%), saving time translating content into different languages (7%), delivering analytics/ insights that aren’t currently received (7%) and saving time finding visuals or videos to support content in digital channels (6%). It’s notable that no one (0%) said they didn’t believe AI could deliver value for employee communications.

### How can AI provide value for employee communications?



Respondents were also asked an open-ended question, having them complete this sentence: “AI can deliver value for me in my work by...” The key idea that arose from this was the time that could be saved by using AI. This concept came up in nearly every response, whether it was related to creating content, idea generation or automating simple or mundane tasks.

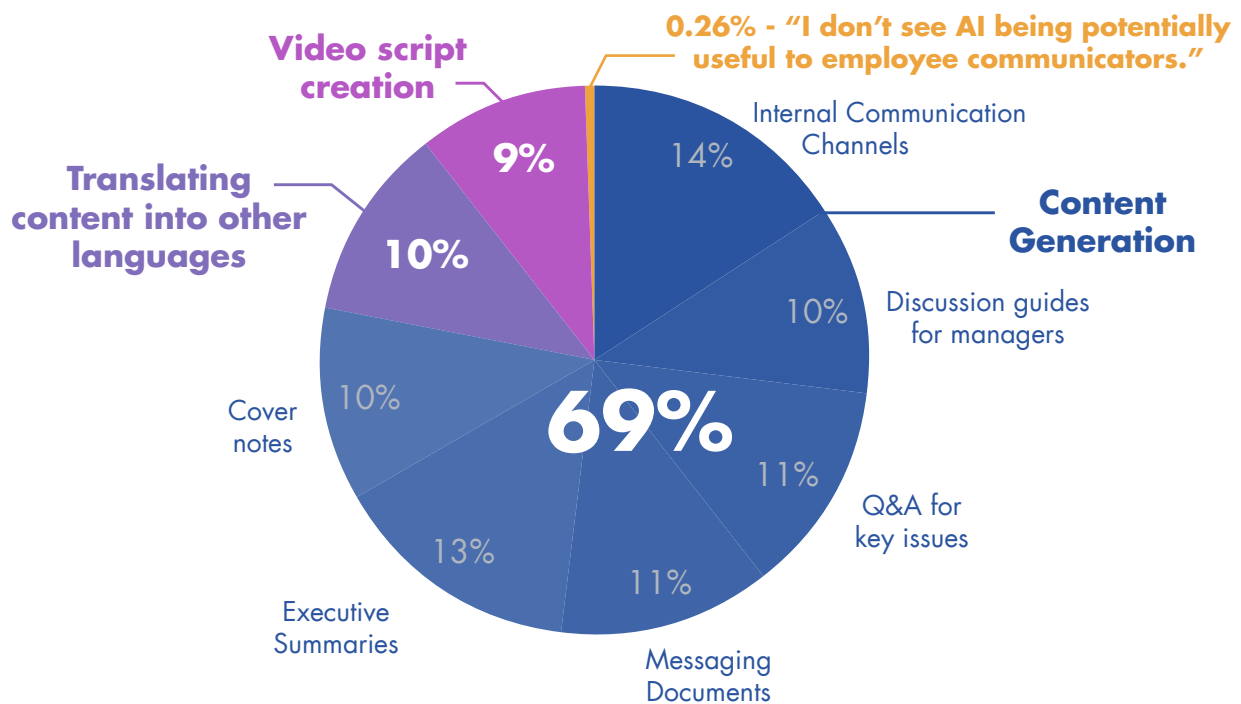
### “AI can deliver value for me in my work by...”



# Potential of AI for employee communications

When asked about how AI could potentially be useful for employee communication for the individual or their company/organization, responses showed AI being used primarily for content generation (internal communication channels **14%**, discussion guides for managers **10%**, Q&A for key issues **11%**, messaging documents **11%**), along with more mundane tasks (executive summaries **13%**, cover notes **10%**). Additionally, **10%** saw translating content into other languages as having potential and **9%** said using AI to create video scripts. Only two respondents (**0.26%**) said "I don't see AI being potentially useful to employee communicators."

How can AI provide value for the individual?



## Current AI use among employee communicators

It was important to get a sense for what employee communicators were actually doing with AI. Respondents were asked when they expected to be using AI for employee communications and most said within the next year (**58%** in the **next six months**, **32% 6-12 months**).

Another **10%** said within the next **1-2 years**. However, it's notable that only **3%** said they didn't expect to be using AI in the foreseeable future as compared with **17%** who selected that option in the 2023 survey.

Digging into the hesitancy of AI usage, respondents were asked to select from four options to complete the statement "In order for me or my organization to use AI for employee communications, I need..." They could select all that applied, along with an "Other" option as well as a choice if they were already using AI for their work.

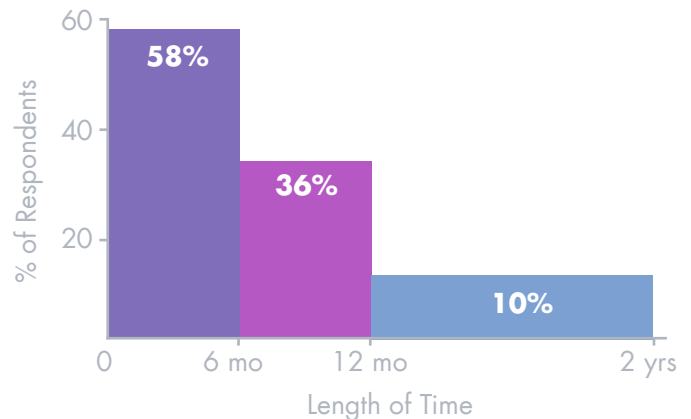
Among the six options, respondents were relatively split:

*"In order for me or my organization to use AI for employee communications, I need..."*

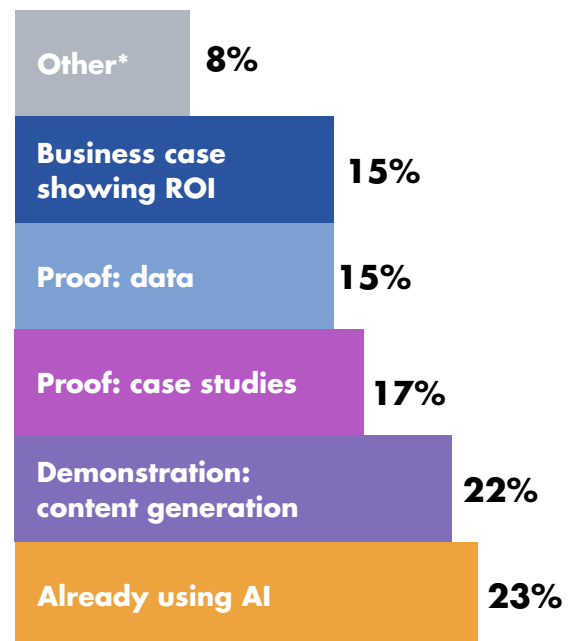
- Demonstration on AI for content generation in my business environment (**22%**)
- Proof in the form of case studies that show its practical use (**17%**)
- Proof in the form of data that there is a measurable productivity benefit (**15%**)
- A business case that clearly shows return on investment (ROI) (**15%**)

However, **23%** said they were already using AI. That was the highest percentage and a leap over the **12%** who selected that in 2023. Another **8%** selected the "Other" option. For this latter group, the primary themes that emerged were related to needing investment or approval from superiors, best practices and guiderails and continuing issues with accuracy, ethics and security.

When do you expect to be using AI for employee communications?



In order for my organization to use AI for employee communications, I need:



\***Other:** need approval on investment from supervisors, best practices. continuing issues with accuracy, etc.



## AI Policy in the Workplace

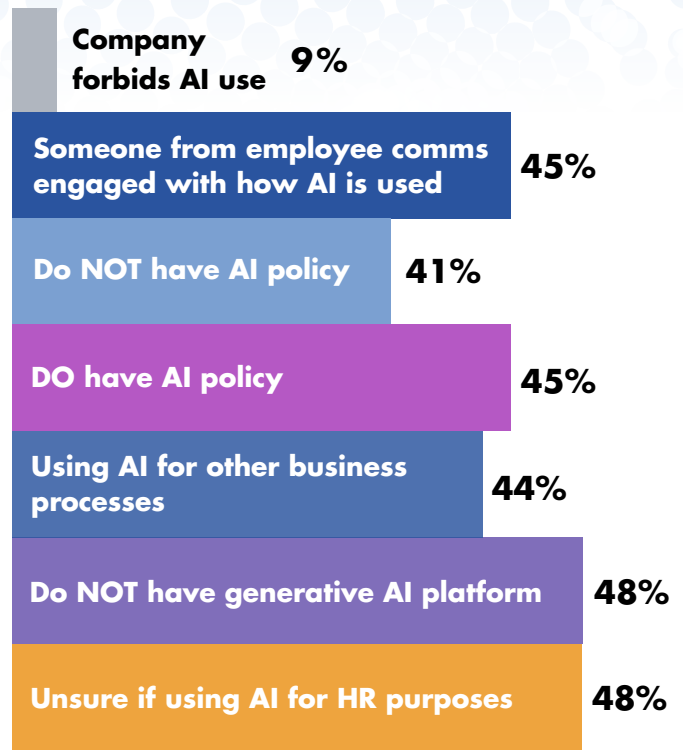
Related to this, respondents were asked about various aspects of AI from policy to generalizations of how AI was being used at their companies. While very few companies had policies forbidding the use of AI (**9%** forbid it), most of the other results were split or respondents were unsure what the policies were.

For example, **48%** weren't sure if their organizations were using AI for HR purposes related to processes, transactions/compensation and benefits communication and another **48%** didn't have its own generative AI platform behind a firewall that could be used.

Another **45%** said their companies had an AI policy (**41%** said they did not) and **44%** said their company was using AI for other business processes, but not communications at this time.

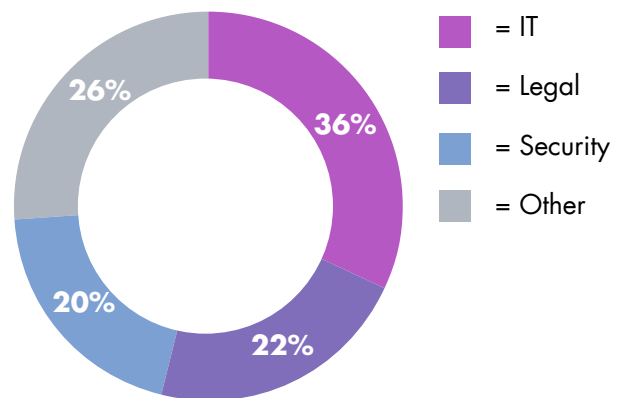
In a bit of good news, **45%** of respondents said their company had them or someone from the employee communications function actively engaged in how AI was being used.

Company AI Policy



As for what groups in an organization were part of the decision-making process when choosing AI products, unsurprisingly IT was the leader at **32%**, followed by legal (**22%**) and security (**20%**).

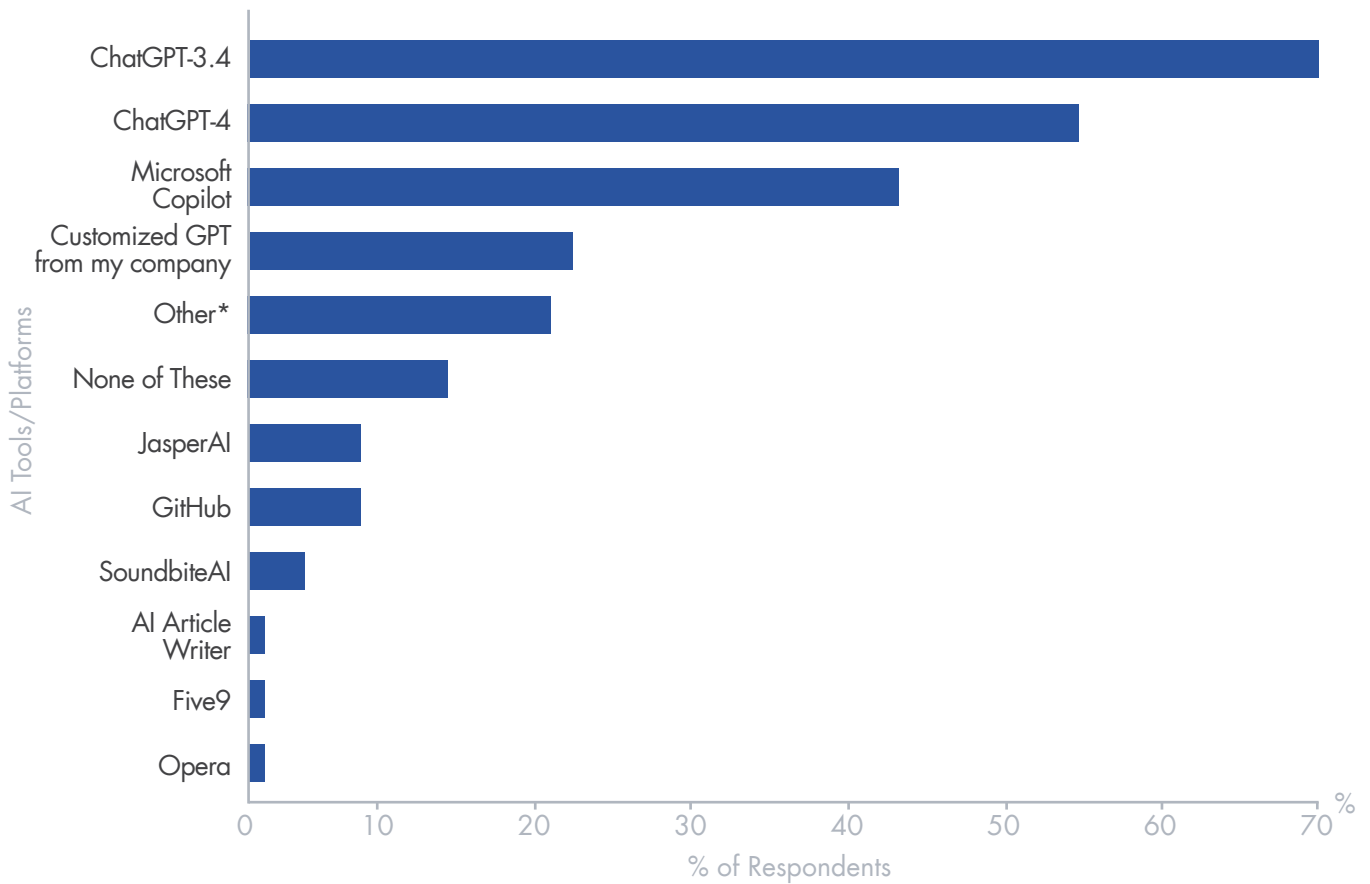
Who holds AI decision-making power?





To learn more about what tools/platforms they were using by name, respondents were provided a list of 12 options, along with an “Other” option and “none of these.” Based on those possibilities, it was clear that ChatGPT was dominant in the field with a little over **50%** using ChatGPT 3.5 or 4. Two options not in the 2023 survey were Microsoft Copilot, which was selected by **18%** of respondents, and Customized GPT from my company, which received **9%**. No other option was being used by more than **3%** of participants. A total of **9%** did select “Other” and among those, about half mentioned Grammarly, with Google’s Gemini, MidJourney, Zoom, Slack and Canva also receiving a handful of mentions, showing the proliferation of tools since the 2023 survey.

### AI Tool/Platform Use



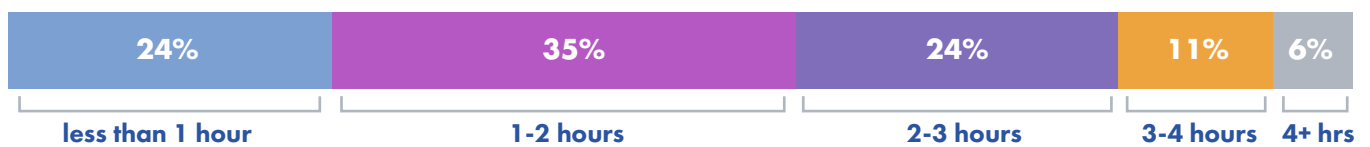
**\*Other:** Grammarly, Google’s Gemini, Midjourney, Zoom, Slack, Canva

Respondents were also asked what issues or problems they had used AI tools to solve in the last six months. Of the 15 options provided, including “Other,” three stood out – writing copy (**20%**), editing copy (**16%**) and researching a topic (**14%**). Transcribing recordings (**10%**), summarizing meeting notes/recordings (**9%**), and summarizing data (**7%**) were the only other options that ranked above **5%**.

The survey asked participants about the benefits they were seeing from using AI with their employee communication efforts. As one would expect, time savings was the top benefit (**28%**), followed by the ability to shift focus to more strategic work (**18%**), faster time repurposing content across channels (**17%**), easier-to-read content (**12%**) and more engaging content (**10%**). Only **7%** said they weren't using AI with their employee communication efforts.

In a related question, respondents were asked how much time they estimated they were saving each week using AI. The majority of respondents were saving 3 hours or less (**35%** 1-2 hours, **24%** 2-3 hours, **24%** less than an hour). Another **11%** said they were saving 3-4 hours. Less than **6%** were saving 4 or more hours per week.

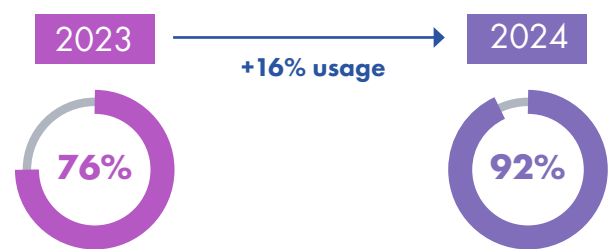
### Estimated Hours Saved Per Week using AI



Respondents were also asked what tasks they were using AI for and given a list of 13 options where they could select any that applied, including "Other" and "I currently am not using AI for employee communications." From this list, two uses stood out – ideation purposes (**20%**) and drafting news items for digital communication channels (**20%**). Others that were notable were drafting blogs (**14%**), drafting speeches (**9%**), delivering analytics/insights (**8%**) and saving time finding visuals or videos to support content in digital channels (**6%**). It was significant that the most selected option in 2023 at **24%** was that they currently weren't using AI for employee communication. In 2024, that number was down to just **8%**.

Finally, we asked them to select from a list of 25 feelings based on this statement "When I think about using AI for employee communication, I feel..." Respondents could choose up to three words. From this list, the top response that **24%** selected was "Interest" and "Excitement" at **17%**. Interestingly, in 2023 "Anxiety" was at **25%**, which dropped in 2024 to just **11%**. For 2024, others of note were "Appreciation" at **11%** and "Confusion" and "Satisfaction" each at **5%**.

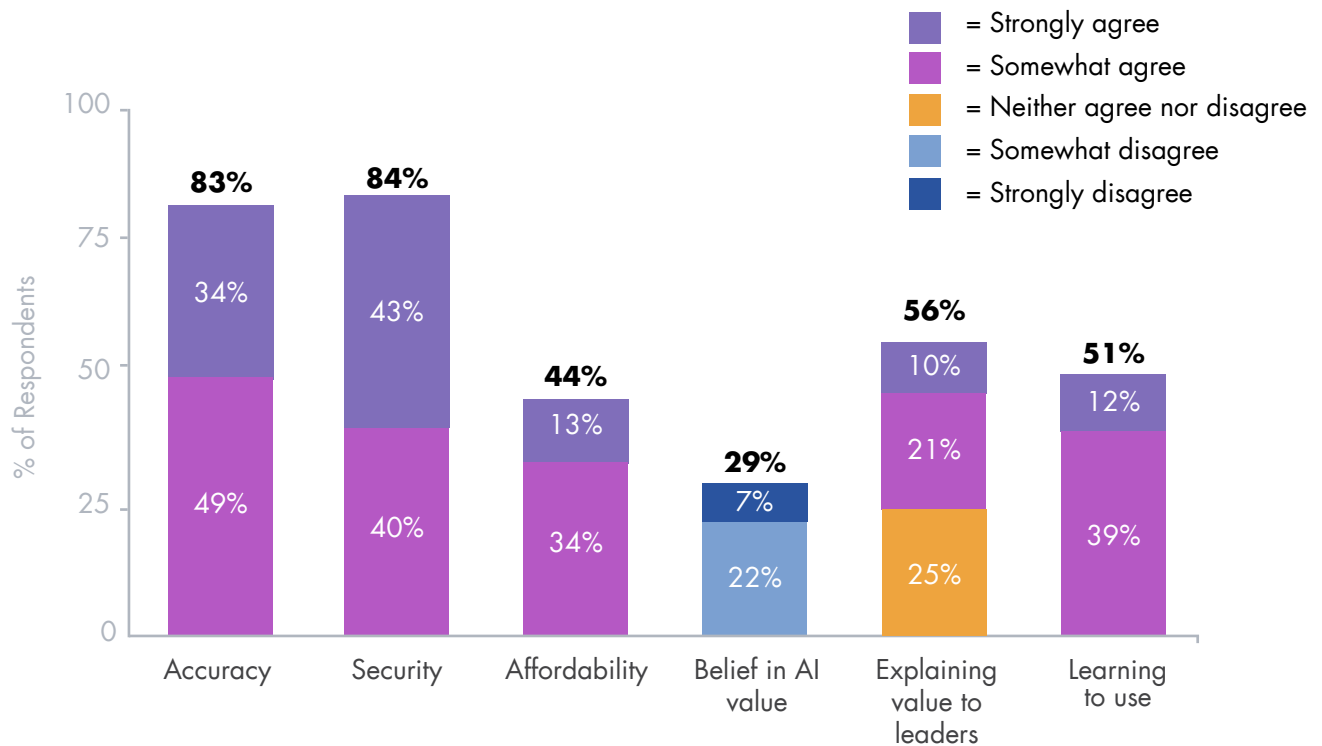
### Survey Respondents Using AI for Employee Communication:



# Barriers to AI adoption for employee communicators

Related to the barriers to using AI, participants were asked to complete a series of questions related to the statement “When thinking about using AI for employee communications, I struggle with...” The primary struggles for employee communicators were related to concerns about accuracy (49% somewhat agree, 34% strongly agree) and security (40% somewhat agree, 43% strongly agree). Affording the technology (34% somewhat agree, 13% strongly agree) was also an issue. While believing in the value AI could deliver wasn’t a struggle for employee communicators (22% somewhat disagree, 7% strongly disagree), nor was explaining that value to leadership (21% somewhat disagree, 7% strongly disagree), learning how to use AI was a potential problem (39% somewhat agree, 12% strongly agree).

Barriers to AI Adoption



Additionally, when asked about blockchain, respondents mostly didn’t understand the technology and uses and said their companies weren’t using blockchain and they personally didn’t support its use for paying full-time employees (73% strongly disagree with this form of payment) or freelancers (70% strongly disagreed with this form of payment).

When asked about their primary concern with using AI, **accuracy** and **security** were the top two themes in 2024, same as it was in 2023. This echoed the data from the rest of the survey. Bias was a new term that registered in 2024 after not appearing in 2023.

# Conclusion and Action Steps to Consider

In the rapidly evolving world of employee communications, Generative AI and Change Management have emerged as symbiotic competencies demanding swift mastery. It's not just about keeping pace; it's about acquiring deep understanding and the skills required to deliver measurable value to our employers while elevating our ability to lead and influence.

## Here's the roadmap:

- 1** **Continued Experimentation:** Dive deeper into the realm of generative AI applications for productivity in employee communications. Stay tuned for the latest insights and advancements in this year's AI landscape, as we compile them in North Star Communications Consulting's 2024 White Paper for Employee Comms, slated for May 2024 release.
- 2** **Embrace Strategic Uses of Generative AI:** It's time to lean heavily into the strategic potential of AI for employee communications. Venture into the realm of predictive analytics, forge partnerships with innovative tech firms and machine learning engineers, identify and refine data sources, and engage the right collaborators. By embracing these new strategic uses, we position ourselves as pioneers in shaping the future of communication.
- 3** **Learn & Lead, or Lag & Lose:** This is real opportunity: merely learning about Generative AI applications for employee communications isn't enough. Communicators have an unprecedented opportunity to step up and lead its integration within their organizations. This entails guiding its implementation, pivoting to address the inevitable changes it brings, and navigating the complex forces that influence its use. Leadership in AI demands proactive engagement and a deep understanding of rapidly evolving regulations, ethical challenges, ESG implications and employee privacy issues, among many issues, that will shape what we do as employee communicators.
- 4** **Embrace Change Management:** To truly excel in this dynamic landscape, embrace the discipline of change management. Whether through certification or a deep dive into its principles, we need a deep understanding of change management to equip ourselves with the tools to navigate organizational transformations effectively, ensuring that our communication strategies drive tangible business results. We need to successfully marry the art and science of communication through change – fueled by discipline, data and impactful storytelling.

Generative AI and change management aren't just about staying relevant; together they are shaping the foreseeable future of employee communications. The data we're discovering clearly say employee communicators have something big in front of them to harness, and they're awakening to the opportunity.

# Appendix A:

# Survey questions

Q3 What is your current age?

- 18 - 24 (1)
- 25 - 34 (2)
- 35 - 44 (3)
- 45 - 54 (4)
- 55 - 64 (5)
- 65 or older (6)
- Prefer not to say (7)

Q4 What gender do you identify with?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say (4)

Q5 What race/ethnicity do you identify with?

- White (1)
- Black or African American (2)
- American Indian or Alaska Native (3)
- Asian American (4)
- Hispanic/Latinx (5)
- Native Hawaiian or Pacific Islander (6)
- Middle Eastern/Arabic (7)

- Multiracial/multiethnic (10)
- Other (8) \_\_\_\_\_
- Prefer not to say (9)

Q6 How many years have you been a professional communicator?

- 1 to less than 5 years (1)
- 5 to less than 10 years (4)
- 10 to less than 15 years (5)
- 15 to less than 20 years (6)
- 20 to less than 30 years (7)
- 30+ years (8)

Q7 What is the size of your company (in revenue)?

- Less than \$500 million (1)
- \$500 million - less than \$1 billion (4)
- \$1 billion to less than \$5 billion (5)
- \$5 billion to less than \$10 billion (6)
- \$10 billion to less than \$20 billion (7)
- \$20+ billion (8)

Q8 How many employees does your organization have?

- 0 - 500 (1)
- 501 - 1,000 (4)
- 1,001 - 5,000 (5)
- 5,001 - 10,000 (6)
- 10,001 - 30,000 (7)
- 30,001 - 50,000 (8)
- 50,001 - 100,000 (9)
- 101,000+ employees (11)

Q9 What is your level within your company?

- Non-manager (1)
- Manager (2)
- Director (3)
- VP-Level (4)
- C-Level (5)

Q10 What business function does your department sit in?

- HR/People Operations (1)
- Corporate or Internal Communications (2)
- External or General Communications (3)
- Marketing (4)
- IT (5)
- Other (6) \_\_\_\_\_

Q11 What geographical region do you work from?

- North America (1)
- Europe (2)
- Asia (3)
- Africa (4)
- South America (5)
- Australia/Oceania (6)

End of Block: IRB/screener block

Start of Block: Main question block

Q12 What are the three words that first come to mind when you think about artificial intelligence (AI) related to your work?

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<b>Q13</b> Please select your level of agreement/ disagreement with the following statements.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I know what artificial intelligence (AI) is. (1)					
I have seen examples of how AI has been applied to business processes. (2)					
I have seen examples of how AI is being used for employee communications. (3)					
AI currently delivers value for employee communication efforts. (4)					
I am currently using AI for employee communications. (5)					
I am skeptical of AI. (6)					
AI is good for society. (7)					
AI is the future of employee communications. (8)					
I am concerned that AI will eliminate communications jobs. (9)					
It is ethical to use AI to complete work assignments. (10)					

<b>Q14</b> Please select your level of agreement/ disagreement with the following statements.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I believe AI is a new competency for professional communicators to learn. (10)					
I believe AI will require significant change management communications with my organization. (11)					
I believe change management is a new competency for employee communications professional to acquire. (12)					
I understand what machine learning is. (13)					
I believe I will need to engage with machine learning in order to use AI in more strategic ways to solve business problems. (14)					

Q15 How long after starting to use it do you believe it takes for AI to deliver value for employee communications?

- o Within the first year (1)
- o 1 to less than 2 years (2)
- o 2 to less than 3 years (3)
- o 3 to less than 4 years (5)
- o 4 to less than 5 years (6)
- o 5+ years (4)

Q16 In which of the following ways can using AI for employee communication purposes deliver value? (Select all that apply)

- Saving time drafting materials (1)
- Saving time creating podcasts (2)
- Saving time researching (3)
- Saving time creating videos (4)
- Saving time drafting blogs (5)
- Saving time drafting news items for digital communication channels (6)
- Saving time drafting speeches (7)
- Saving time finding visuals or videos to support my content in digital channels (8)
- Saving time translating content into different languages (16)
- Reducing need for future additional employees to create content. (9)
- Delivering analytics/insights for me that I don't currently receive. (10)
- Helping with content ideation (11)
- Assisting with the interview process for new employees (12)
- Creating smart contracts (13)
- Handling IoT (internet of things) security and data storage (14)
- I don't believe AI can deliver value for employee communications. (15)

Q17 Which of the following AI platforms are you currently using? (Select all that apply)

- ChatGPT-3.5 (1)
- ChatGPT-4 (2)
- Five9 (3)
- GitHub (4)
- JasperAI (5)
- SoundbiteAI (6)
- Microsoft Copilot (11)
- Customized GPT from my company (12)
- Opera (7)
- AI Article Writer (8)
- Other (please specify) (9) \_\_\_\_\_
- None of these (10)

Q18 For which of the following have you used AI tools to solve an employee communications issue or problem in the last six months? (Select all that apply)

- Write copy (1)
- Edit copy (4)
- Create visual designs (5)
- Transcribe recordings (6)
- Summarize meeting notes/recordings (7)
- Summarize data (8)
- Research a topic (9)
- Write a speech (10)
- Analyze data (11)
- Predict an outcome (12)
- Identify a trend (13)
- Other (specify) (14) \_\_\_\_\_
- None of the above (15)

Q19 Please answer the following questions.	No (1)	Yes (2)	Unsure (3)
Related to HR, my employer is using AI for processes, transactions or compensation and benefits communications. (1)			
My employer is using AI for other business processes, but not communications at this time. (2)			
My organization has its own generative AI platform behind the firewall I can use. (4)			
My company has a clearly stated AI-use policy for all employees. (5)			
My company forbids the use of AI for my work. (6)			
I, or some from my organization's employee communications function, is actively engaged in shaping how AI is used in my company. (7)			

Q20 I expect to begin using AI for employee communications in the next...

- Less than 6 months (1)
- 6 months to less than 1 year (2)
- 1-2 years (3)
- 2+ years (4)
- No time in the foreseeable future (5)

Q21 Please select from the following options to complete this statement:

"In order for me or my organization to use AI for employee communications, I need..."

(Select all that apply)

- Proof in the form of case studies that show its practical use (1)
- Proof in the form of data that there is a measurable productivity benefit (2)
- A business case that clearly shows return on investment (3)
- Demonstration on AI for content generation in my business environment (4)
- Other (Please specify) (5) \_\_\_\_\_
- I am already using AI for employee communications (6)

Q22 Please select from the following options to complete this statement:

"I can see AI potentially being useful for employee communication for me/my company/organization in the following ways..." (Select all that apply)

- Generating content for internal communications channels (digital and non digital) (1)
- Creating discussion guides for managers (2)
- Creating Q&A for key issues or business priorities (3)
- Creating key messaging documents (4)
- Creating cover notes (5)
- Creating executive summaries (6)
- Creating video scripts (7)
- Translating content into other languages (10)
- Editing approved content to meet different channel requirements (11)
- Other (please specify) (8) \_\_\_\_\_
- I don't see AI being potentially useful for employee communications (9)

Q23 In just a few words, please complete the following sentence that fits with your work situation.

“AI can deliver value for me in my work by...”

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Q24 How are you using AI for employee communications currently? (Select all that apply)

- Creating podcasts (1)
- Creating videos (2)
- Drafting blogs (3)
- Drafting news items for digital communication channels (4)
- Drafting speeches (5)
- Saving time finding visuals or videos to support my content in digital channels (6)
- Delivering analytics/insights (7)
- Ideation purposes (8)
- Interviewing new employees (9)
- Smart contracts (10)
- IoT (internet of things) security and data storage (11)
- Other (fill in box) (12) \_\_\_\_\_
- I currently am not using AI for employee communications (13)

Q25 What benefits are you seeing from using AI with your employee communication efforts?

- Time savings (1)
- More engaging content (4)
- More personalized content (5)
- Easier-to-read content (6)
- Faster time repurposing content across channels (7)
- Ability to shift focus to more strategic work (8)
- I don't use AI with my employee communication efforts (2)

Display This Question:

*If What benefits are you seeing from using AI with your employee communication efforts? = Time savings*

Q26 In your position at work, how much time would you estimate you are saving each week using AI?

- Less than an hour (1)
- 1 hour to less than 2 hours (4)
- 2 hours to less than 3 hours (7)
- 3 hours to less than 4 hours (5)
- 4 hours to less than 5 hours (6)
- 5+ hours (8)

Q27 What groups in your organization are part of the decision-making process when choosing AI products? (Select all that apply)

- IT (1)
- HR (4)
- Security (5)
- Legal (6)
- Vendors (7)
- Other (2) \_\_\_\_\_
- None of the above (3)



<b>Q28</b> Please select your level of agreement/ disagreement to the following statement: "When thinking about using AI for employee communications, I struggle with..."	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Understanding how AI can be used. (1)					
Believing in the value AI can deliver. (2)					
Selling the value AI can deliver to leadership. (3)					
Affording/budgeting to pay for AI. (4)					
Concerns about AI's accuracy. (5)					
Concerns about AI's security. (6)					
Learning how to use AI. (7)					
Concerns about whether AI can deliver a product or service that helps me. (8)					

Q29 When I think about using AI for employee communications, I feel... (Select up to three)

- Admiration (1)
- Adoration (2)
- Appreciation (3)
- Amusement (4)
- Anger (5)
- Anxiety (6)
- Awe (7)
- Awkwardness (8)
- Boredom (9)
- Calmness (10)
- Confusion (11)
- Craving (12)
- Disgust (13)
- Empathic pain (14)
- Entrancement (15)
- Excitement (16)
- Fear (17)
- Horror (18)
- Interest (19)
- Joy (20)
- Nostalgia (21)
- Relief (22)
- Sadness (23)
- Satisfaction (24)
- Surprise (25)

<b>Q30</b> Please select your level of agreement/ disagreement with the following statements.	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I know what a DAO (decentralized autonomous organization) is. (1)					
I know what blockchain is. (2)					
NFTs are worthless for employee communications. (3)					
I understand what digital tokens are. (4)					
My company is using blockchain technology. (5)					
I am using blockchain for employee communications work. (6)					
I support using cryptocurrency to pay full-time employees. (7)					
I support using cryptocurrency to pay freelance employees. (8)					
I use smart contracts with freelance employees. (9)					

Q31 Please use one word or phrase to complete the following sentence: "My primary concern with using AI for employee communications is..."

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