Artificial intelligence

But for some, the fear that AI may one day take white-collar jobs is already a reality. In an ingenious study published this summer, US researchers showed that within a few months of the launch of ChatGPT, copywriters and graphic designers on major online freelancing platforms saw a significant drop in the number of jobs they got, and even steeper declines in earnings. This suggested not only that generative AI was taking their work, but also that it devalues the work they do still carry out.

John Burn-Murdoch,
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