



Artificial Intelligence Member Survey Report

November 2023

Table of Contents

From the President: Management’s bots can’t replace us.	2
827 human responses	3
Members predict AI will impact their lives, jobs and society	3
Members have little to no trust in their employers’ use of AI	6
Members want to respond collectively	8
Members desire better knowledge of AI	13
Final thought: The time to fight is now	15
Glossary and related terminology	17
Appendix	20
Table 1 - Responses by local	20
Table 2 - Responses by sector	21
Item 1 - Full-text of the member survey	21

From the President: Management's bots can't replace us.

NewsGuild-CWA members are clear: a majority do not trust employers to ethically implement artificial intelligence and they want to fight to make sure we do not lose jobs to automation. Workers in newsrooms, courtrooms, nonprofits and labor unions wrote that they supported the use of AI in some ways, especially to accelerate and augment their work under their terms. But they were concerned about any technology replacing their jobs and an overall lack of transparency in how management was incorporating it into their workplaces. Members want strong codes of ethics and robust employee training to use AI in their jobs and identify AI-generated content in the world.

Members praised the contract fights of the Writers Guild of America and SAG-AFTRA, who have resisted Hollywood studios' attempts to use AI to cut jobs and use their work to train AI models.

Major news companies like Gannett have used generative AI to write and publish [inaccurate high school sports stories](#). They also published reviews [bylined by "people" who don't appear to exist](#). Some media companies rely on marketing services like Taboola more and more to publish "fungus toenail" clickbait below online stories and reorder content on sites based on a viewer's habits.

Our members who interpret in courts and hospitals have seen employers rely on Google Translate to replace their work, often leading to disastrous implications for patients, plaintiffs and defendants trying to understand highly technical issues in another language.

Guild members are clear: they want to organize together to bargain for the appropriate use of AI in newsrooms, courtrooms and offices. We have to collectively push against the loss of work without our say and we have to make sure our readers and supporters join our fight because it is in our shared interests as workers.

The responses from this survey represent the voice of America's journalists, interpreters, labor staffers, nonprofit workers and NewsGuild-CWA members.

A handwritten signature in black ink, appearing to read 'Jon Schleuss', with a long horizontal flourish extending to the right.

Jon Schleuss
President, The NewsGuild-CWA

827 human responses

From September 5th to September 23rd, 2023, NewsGuild-CWA members responded to a 22-question survey focused on artificial intelligence (AI). Members shared their views on AI and how they want to organize and bargain around AI in their workplaces. Local and international leadership distributed the survey via email and 827 members completed it.¹

This report summarizes the main takeaways from the survey and gives recommendations for future ways to support our members in bargaining and contract enforcement when it comes to AI. Members shared that they do not trust their employers to use AI responsibly or ethically, that they strongly support union involvement around setting reasonable standards and limitations on use of AI, and that their main concerns center around the need for transparency in the use and implementation of AI, a strong code of ethics for using AI, protections against job loss due to AI, and comprehensive training and education on AI.

Members predict AI will impact their lives, jobs and society

We asked members whether they believe AI will have a significant impact on their personal lives, on their sector or field, and on society as a whole within the next year.² Sixty three percent of responding members thought AI would have moderate to extreme impacts on their personal lives, 77% thought it would impact their sector or field, and 82% thought it would impact society as a whole.

A journalist at McClatchy said they were concerned about how news companies were implementing new technology without regard for the reader. It started with clickbait ads below stories promising cures to toenail fungus and belly fat, but “the user experience seems to dwindle with each decision.”³ The company has embraced Taboola, an internet advertising company.

“It’s not the ads that bother us, but the deterioration of human editorial decision making,” said the journalist. Taboola chooses stories to show users based on their interaction with the site. “But when you see the same story over and over again about the ‘new viral Costco food court item,’ you lose any faith.”

The “upgrade” is being fed to readers as “thoughtful machine-learned content.”

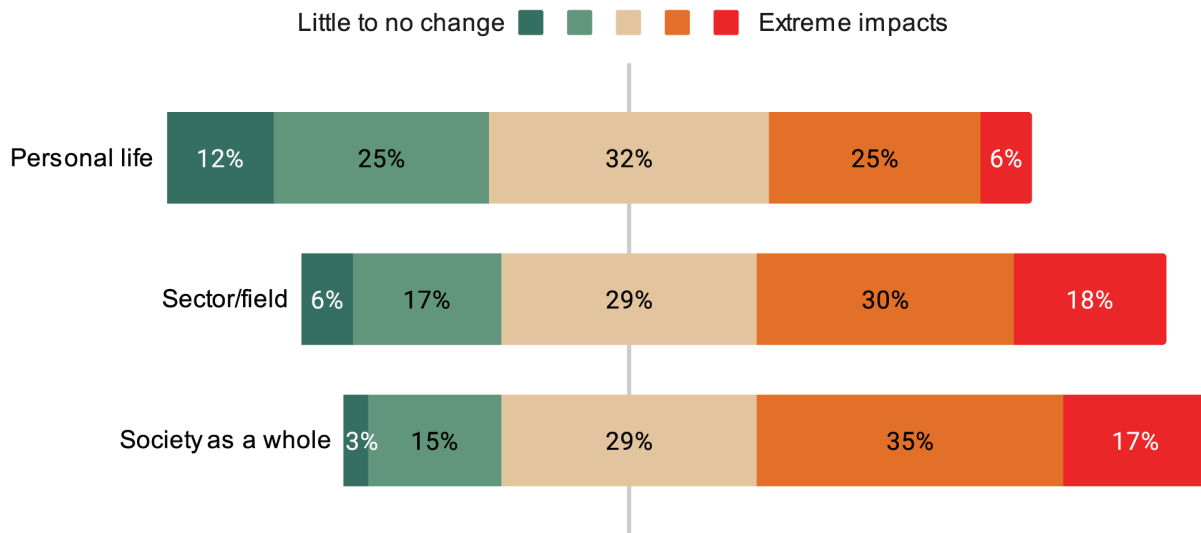
¹ The entire text of the survey can be found in the appendix under [Item 1](#).

² See questions 3, 4, and 5.

³ Member quotes have been edited for length and clarity.

A legal interpreter in California said there’s a push in courtrooms to use machine translation in certain circumstances rather than assigning a properly certified interpreter. “Even as a stopgap measure, this is extremely risky, as it could lead to grievous miscommunication, and the slippery-slope potential for abuse by employers as a tactic to avoid hiring sufficient interpreters or paying them a living wage cannot be overstated,” they said.

How much do you think AI will change ___ now through one year from now?

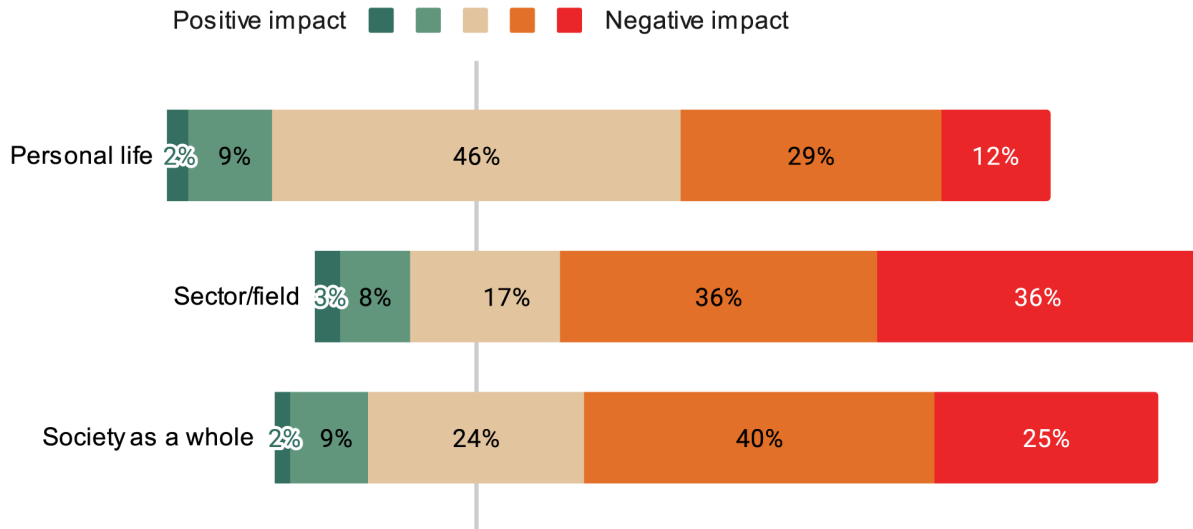


We then asked members whether they anticipate the impacts of AI on the same three areas to be positive or negative.⁴

Forty-one percent said they anticipated a negative impact on their personal lives, 72% said they anticipated a negative impact on their sector or field, and 65% said they anticipated a negative impact on society as a whole. The proportion of members who anticipated a positive impact was the same across all three areas, 11%.

⁴ See questions 6, 7, and 8.

Do you anticipate that AI's impacts (if any) on ___ will be positive or negative?



Following these questions, we invited members to share their thoughts on AI's impacts in an open-ended response.

“Like so many technological innovations, I suspect that the positive impact will be far less noticeable than the negative impact, and the negative impact will wreak havoc on many people’s lives,” said an editor at the New York Times.

That sentiment was shared in concern more as a reflection of corporate use of AI, rather than a concern over the technology itself.

“AI is dangerous and will be used by corporations to eliminate their most significant expenses: wages and benefits,” an advertising worker at Dow Jones said frankly.

A copy editor in California wrote, “While data analysis and generative AI applications are powerful tools to assist humans, they cannot replace them -- particularly not where facts or lives are on the line.”

A court interpreter in Illinois wrote, “I question whether voice recognition technology would effectively differentiate between regionalisms used in Spanish speaking countries, or be familiar with the contexts of specific legal terms used in individual state and county court systems.”

That sentiment was backed up by an interpreter in the California court system. They said, “If we reach the level of courts allowing AI during court proceedings or during trials for testimony some idioms, slang, and emotional responses can be lost in translation and be interpreted incorrectly.”

A Dow Jones employee landed in the middle on the issue, writing:

I think AI will positively AND negatively impact society as a whole. Some parts are going to be horrible, and we don't even know what abuses are possible yet. And lives will be saved, changed and transformed by AI. Did Samuel Slater, who opened the first industrial loom mill in Beverly, MA in 1790, have any idea what the country would look like 100, 200 years later?

Members have little to no trust in their employers' use of AI

A majority of responding Guild members (54%) had **little to no faith in their employer to use AI responsibly and ethically.**⁵ Only 19% said they had a high or moderate level of trust in their employer's ethical and responsible use of AI. One Canadian member wrote, “Although some AI can help media workers do their jobs properly, it also will impact levels of trust in news across the broader society, which will negatively impact us further.” Just 40% of [Canadians said they trust most news](#) in 2023.

That number is at an **all time low** in the United States: just [32% of Americans said](#) they trust mass media “a great deal” or “a fair amount.”

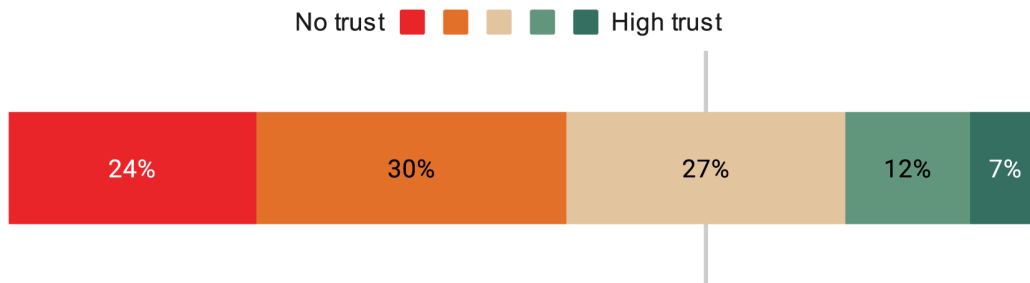
Several members echoed the concern that the low trust in media could further deteriorate if AI is implemented poorly. “It will make the internet a noise-filled Ouroboros of recycled content and inaccuracies designed to get our attention for profit,” said a New York Times writer.

“When other media companies have rolled out AI in place of human reporters, the results have been mediocre to dumb,” a Dow Jones reporter said. “These reports lack context, background, and the kinds of phrases people actually use, and in some cases have been factually inaccurate as well.

“One of the most valuable things we offer our readers is our credibility and trustworthiness, which is hurt when companies allow machine-generated copy to appear next to articles written by human beings.”

⁵ See question 10.

How much would you say you trust your employer to use AI responsibly and ethically?



At the time of drafting this report, Gannett, the largest news chain in the U.S., was discovered to have used generative AI to create product reviews and even went so far as to allegedly create fake author pages. Staffers at Reviewed, which unionized with The NewsGuild-CWA in March of this year, [broke the news](#) that the company had published suspicious posts created by writers no one had heard of. Gannett insisted in a statement to the Washington Post that the articles were created through a deal with a marketing firm to generate paid search-engine traffic.

“The Post was unable to verify that several of the purported writers of the Reviewed content actually exist, even after using database searches for the towns where they claimed to live,” [Will Sommer wrote](#), noting that at least one alias also appeared to be used on websites owned by the McClatchy newspaper chain.

We asked members what AI technologies their employers have implemented and provided a list of options to choose from.⁶ Fifty-six percent of respondents answered this question. More than 150 members said their employer was already using AI in content generation for writing and another large portion said it was being used for data gathering.

Of course, AI can never replace journalists. As a journalist at the Buffalo News made clear:

Until they make an AI who can find a person who doesn’t want to be found, and doesn’t want to talk to you when found, and doesn’t consent to using their name at first, and convinces them to change their mind in a consensual way not threats or pressure, allowing you to quote the source by name in your story, I should be able to get paid to do what I do.

⁶ See question 11.

Has your employer implemented AI that impacts any of these areas?



Members want to respond collectively

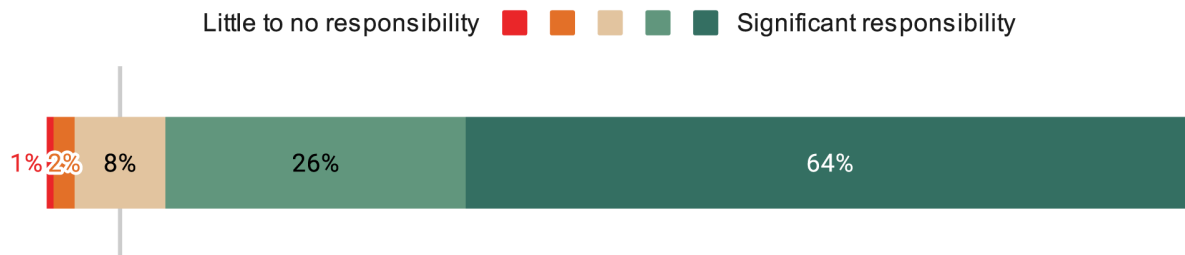
While our members in large part do not have faith in their employers to use AI responsibly and ethically, they do trust and support union involvement. A whopping 90% of responding members said that **unions have a strong responsibility to enforce ethical and responsible use of AI.**⁷

As a journalist from a small nonprofit newsroom said, “If unions don’t stand up for workers about AI, who will?”

⁷ See question 13.

A Politico journalist wrote, “Ideally, there'd be a broad discussion among both the creators and users of AI, regulators and unions. But since the other parties aren't stepping up, we'll have to lead on this issue.”

How much of a responsibility do you feel that unions have to enforce responsible and ethical use of AI in the workplace?



When asked about their biggest concerns and needs surrounding AI in the workplace, our members emphasized the need to **protect against job loss**, fight for **transparency** around its use and implementation, work on a strong **code of ethics**, and push employers to provide employee **training and education**.

Virtually every member mentioned the need for a **collective fight against job loss** created by management’s push to implement AI, particularly generative AI in newsrooms and transcription software impacting interpreters.

A reporter at the New York Times said, “If you consider that AI is a tool for reducing worker power and pay, the only thing standing in the way of the C-suite is a union to protect jobs and limit the negative impacts of AI.”

An editor at the Canadian Broadcasting Corporation echoed that, “The union needs to be sure there are rules in place to prevent people from losing their jobs to AI.”

A Dow Jones worker said AI could be good if controlled, but warned that unions “have to protect jobs.”

A Law360 journalist said, “I see it as a job protection issue and a job quality issue – not just for keeping jobs but for making sure the quality we produce meets journalistic standards.”

Many workers across sectors were **concerned about the lack of transparency** in management attempts to implement AI and enter agreements with AI companies, as

well as the lack of transparency surrounding content created by AI appearing on their websites.

“AI use for generating copy or content should have to be disclosed clearly as AI to readers and sources and not disguised as human-generated copy,” a Wall Street Journal reporter wrote.

“For the long term future of the media industry and ongoing employment of writers and editors, unions should take a decisive and prominent role,” another Wall Street Journal reporter said.

Journalists at Politico and E&E News, called PEN GUILD, recently launched a campaign called “Journalists, Not Robots” to share out the individual copy editors, newsletter writers and reporters who make the actual journalism, pressuring the company to respect human ability over bots.

A journalist at the Philadelphia Inquirer warned that media organizations shouldn’t allow AI companies to train large language models (LLMs) on journalist-created content for free. “This is reminiscent of the late 1990s and early 00s when we gave our news content away for free online – to Google and Facebook,” they said. “Do not allow OpenAI, Google and other technology companies to crawl our websites to learn for free.”

Journalists, Not Robots

Rishika Dugyala, Editor

Helped launch *The Recast* newsletter on race and politics

Creates the annual *Power List*

Can't be replaced by AI

#Irreplaceable

Journalists, Not Robots

Emily Lussier, Producer

Coordinated multiple teams during *GOP debate*

Produces a national security newsletter on *tight deadlines*

Can't be replaced by AI

#Irreplaceable

Many members said we need to collectively **bargain over a code of ethics** governing the use of AI in the workplace.

A journalist at a small newsroom in Illinois said we should fight to “establish a code of ethics to be included in contracts regarding AI use.”

An editor at the New York Times backed that up and said:

We cannot count on the management and executives of any corporation in America to implement AI with any semblance of responsibility or ethics. The only way to get them to exercise any restraint is to pass laws to rein them in and then be proactive about making sure they follow these laws, or force them to agree to contracts that restrict them from stepping outside the bounds of clearly delineated responsibility and ethics.

A Los Angeles Times journalist shared the contract language being proposed by workers at the bargaining table:

The Times shall not displace bargaining unit work with artificial intelligence models such as ChatGPT or Bard. If The Times wishes to integrate artificial intelligence technology with bargaining unit work, The Times shall form a joint labor-management committee with the Guild at least 30 days before proposed implementation to evaluate the technology. The technology shall not be implemented until the Guild and The Times have agreed that any ethical concerns have been reasonably addressed.

Los Angeles Times management hasn't yet agreed to this common-sense approach.

Because the technology powering AI is moving so quickly, a lot of workers are concerned about what they don't know. Several members said there should be more **employee training** to support using AI ethically in their work, but also to identify AI-generated content, which is beginning to explode across the Internet and social media.

A Tribune journalist said we should advocate for training and more discussion, “I think a lot of people are not up to speed on the issue, myself included.”

A Dow Jones employee said we shouldn't hinder the use of AI, “but instead advocate for employee retraining.”

A Philadelphia Inquirer reporter said there hasn't been any employee training so far adding, "I'd love to see more resources put into someone helping reporters understand how AI tools can make their jobs easier/more efficient/better."

Dozens of members also highlighted the importance of fights by the Writers Guild of America and SAG-AFTRA in their responses of what unions are doing right.

"I think the demands being made by the WGA and SAG-AFTRA in their ongoing negotiations with the AMPTP are fair and a good benchmark for laying guardrails to protect workers," a Wall Street Journal reporter said.

The Writers Guild of America recently [won a new agreement](#) with Hollywood studios that prevents a company from requiring a writer to use AI, but allows the writer the option to use it as long as they follow company policies. The agreement also stipulated that AI-generated written material is not considered literary material, source material or assigned material. If a company gives a writer any material, it must disclose whether it was generated with AI. Writers have said they will continue to fight for more protections in future negotiations.

SAG-AFTRA members have made AI a central part of their strike against Hollywood studios, stating that the right to digitally replicate a performer's voice or likeness to substantially manipulate a performance or create a new performance is a mandatory subject of bargaining. The union has proposed a ["No Fakes" Act](#) to prevent the unlicensed use of a performer's likeness through legislation.

A Minnesota Guild member said, "As we're seeing with the WGA and SAG strike, issues around content creation and ownership of creative content will probably need legislative solutions that unions can be an important part of."

A Guild member in Colorado said, "I love that the WGA and SAG-AFTRA have held so strong!"

The unequivocal support by members to jointly address this gives every one of The NewsGuild's 444 bargaining units power to fight for protections at the negotiating table. That has to be tied to organizing campaigns to engage members to put pressure on management. **It's clear members are ready to put on that pressure.**

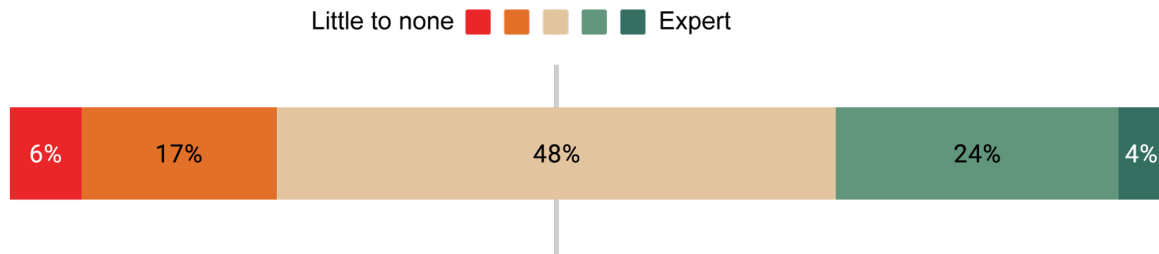
A copy editor at TIME said:

We need to ensure that use of AI becomes a mandatory subject of bargaining...We need to be in the room and at the table for these decisions because they have an outside impact on how and whether we can do our jobs. We need to treat the use of AI as subcontracting and possible plagiarism depending on what is being generated and how it was trained...We need to ensure that our members' work is protected against being used to train AI without compensation or permission. We also need to protect members from being forced to use AI in ways we know are using work without permission. We should also be wary of AI used outside of the units to offload unit work into non-union workers at our companies.

Members desire better knowledge of AI

When asked to rate their own knowledge of AI, about half (48%) of respondents consider themselves to have an average level of knowledge, with a slight skew towards considering themselves more knowledgeable than the average person.⁸

How would you rate your existing knowledge of AI?

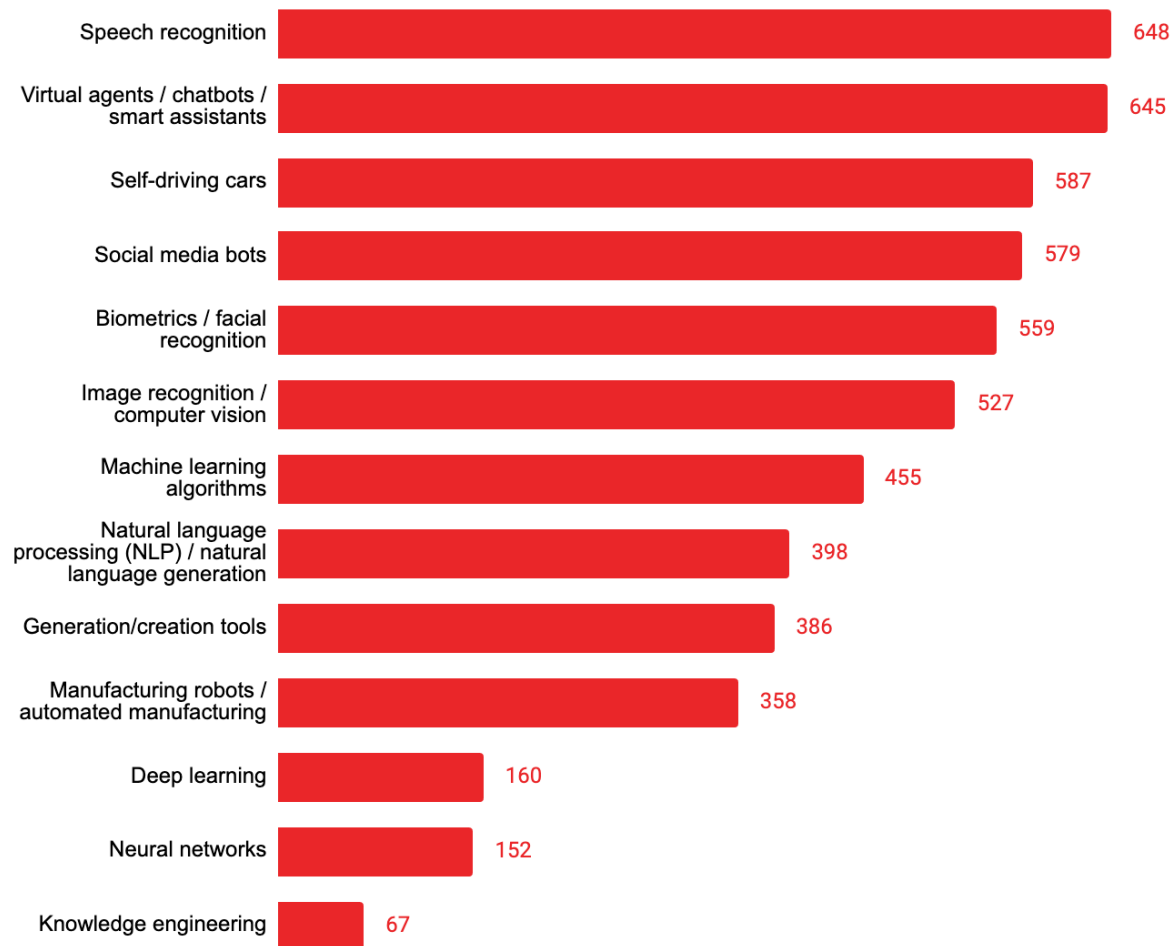


However, when presented with a specific list of AI technologies and asked them to check off whichever terms they recognized,⁹ members showed less familiarity with phrases such as “deep learning” or “neural networks.” Because AI is a relatively new technology that many people have just heard about in the last year, this makes a lot of sense.

⁸ See question 1.

⁹ See question 2.

Below we have listed a variety of AI technologies. Please check the boxes beside the ones you are familiar with.



Half of respondents recognized the term “natural language processing (NLP) / natural language generation.” This is notable due to the threat that ChatGPT in particular, as language generation software, poses to workers who create written content.

Several members said that managers also lacked working knowledge around specific AI technologies. Still, members see those employers talking about the technology or trying to implement it while many people are unfamiliar with terms such as “knowledge engineering” or unable to understand ChatGPT within the context of natural language processing tools.

“I don’t trust them because I think they don’t understand what it is yet,” a Canadian member said.

A journalist at a small nonprofit newsroom echoed that sentiment. “My editors are clearly behind the times when it comes to understanding what these tools do,” they said.

We’ve included a [glossary of terms](#) used in this report for reference and education.

Final thought: The time to fight is now

Every local, unit and bargaining committee should work on proposals to prevent the loss of our work jurisdiction from artificial intelligence, fight for transparency, push for ethical codes of conduct and demand employee training. Every member should stand ready to take swift action to support their bargaining committees, up to and including withholding their labor to fight against management’s illegal actions.

NewsGuild-CWA locals should immediately form committees to tackle artificial intelligence and engage with workers across locals and sectors to support national standards from The NewsGuild-CWA. The international union has hosted several forums and will increase their frequency so bargaining units are sharing language and wins along with any illegal and unethical actions by employers.

Artificial intelligence is just like any other tool. It can be helpful and speed up news gathering or support a worker buried in repetitive tasks. But it should not replace our work without our voice. AI is not a substitute for journalists, interpreters or other workers.

And AI is a mandatory subject of bargaining.

1. Just as we bargain over the makeup of who does what work in a bargaining unit, employers have a legal obligation to bargain over any decision to introduce AI that impacts our job security and work jurisdiction.
2. Employers must bargain over training and upskilling for any worker impacted by AI.
3. Employers must sit at the table and negotiate with workers over ethics codes and work rules. They cannot unilaterally implement those terms without bargaining.
4. Journalists have the legal right to force employers to bargain over the use of bylines above news stories and next to photos, videos and their work in broadcasts and podcasts.

5. Employers must bargain over metrics and speed-ups, including whether they use any AI to monitor story quotas or affect performance evaluations.
6. Employers have to bargain over any AI-assisted surveillance, electronic monitoring and tracking of employee communications and activities. That also covers any third party vendors an employer might use.
7. While many media workers are work for hire and don't control the copyright to their work, employers have a legal obligation to bargain over any intellectual property rights and some Guild newsrooms have won good protections covering the reuse or resale of their content..
8. If an employer wants to use AI for hiring, promotions or augmenting working conditions, it's a mandatory subject of bargaining. Employers have to bargain over any automated employment decision tools.

Bargaining committees should immediately file requests for information (RFIs) to see what employers are planning and demand that the employer sit at the table. Members should review their current contracts for any waivers of the rights outlined above. Contact your staff representative or local officer to get a copy of a template RFI.

And we must back up our demands with collective action in order to protect our work and demand respect.

Too many employers will see AI as a chance to eliminate jobs and further reduce our professional standards. We cannot let that happen. Our democracy depends on it.

— *Jon Schleuss*

Glossary and related terminology

Algorithms: finite, unambiguous sequences of instructions to solve a problem¹⁰

Application programming interface (API): set of protocols that determine how two software applications will interact with one another

Artificial intelligence (AI): computer processing that mimics human intelligence, behavior, and decision-making; is also sometimes referred to as 'cognitive computing'

Big data: datasets that are so large or complex that normal data-processing software like Microsoft Excel cannot handle them

Biometrics: measurements of an individual's physical characteristics, such as fingerprints, DNA, irises, or facial features

Chatbot: software that mimics human conversation and speech, usually through text

ChatGPT: a chatbot released by OpenAI in November 2022; ChatGPT stands for Chat Generative Pre-trained Transformer

Classification: the process of mapping input data into discrete output variables; alternately refers to the class of machine learning algorithms that determine the classes to which data points belong

Clustering: a form of unsupervised machine learning that groups objects or data points so that they are more similar to other data points within their groups than they are to those in other clusters; also known as 'cluster analysis'

Computer vision: a field within computer science that seeks to advance the ability of computers to process images and videos or to mimic the human visual system

Convolutional neural network (CNN): a type of neural network used specifically for analyzing, classifying, and clustering visual information

Corpus: a large data set of written or spoken material that can be used to train a machine to perform language-related tasks

Data mining: the process of sorting through large data sets to identify patterns, improve models, or solve problems

Deepfake: portmanteau of 'deep learning' (see below) and 'fake'; an AI-generated image, audio, or video depicting fake events intended to deceive the viewer

¹⁰ Definitions in this glossary were collected from a variety of sources: personal knowledge, this [New York Times article](#), this [crowdsourced glossary](#), this [BBC article](#), this [article](#) from a website for software engineers, and others.

Deep learning: a kind of machine learning that uses large neural networks with hundreds or thousands of layers, as opposed to only a few; deep learning models are generally less task-specific than other kinds of machine learning models and are better suited for broad categories of tasks or for simulating the human brain

Diffusion models: a machine learning technique that involves the computer destroying its own training data by adding 'noise' and then computing how to remove that noise, allowing them to perform better with messy, real-world data; diffusion models are most commonly used to generate images and visual data – DALL-E and Midjourney are examples of diffusion models

General Data Protection Regulation (GDPR): a regulation within EU law that governs data protection and privacy and aims to give individuals control over their personal data

Generative adversarial networks (GANs): an implementation of unsupervised machine learning methods wherein two neural networks compete with each other to generate the best result

Generative AI: AI that creates content (text, images, video, computer code) by learning patterns from large training datasets; examples include ChatGPT, DALL-E, and Midjourney

Hallucination: fabricated information created by a generative AI, such as a falsified citation, quote, or historical event

Image recognition: a kind of computer vision that involves determining whether a given image contains a specified object or feature

Industrial robot/manufacturing robot: a robot that is used for manufacturing goods and is capable of movement

Knowledge engineering: within the context of AI, the process of computationally emulating the judgment or decisions of a human expert in a given field

Large language model (LLM): a neural network that mimics human language abilities by 'learning' from large sets of text data

Machine learning (ML): a subfield within AI that uses statistical techniques to allow computers to 'learn' from data, i.e. by improving performance on a task without being explicitly instructed or programmed; sometimes referred to as 'pattern recognition'

Machine translation: the use of software to translate text or speech from one language to another

Model: the product of a machine learning algorithm after it has been trained

Natural language processing (NLP): the category of machine learning methods that are used to process and generate human-like language; techniques include sentiment analysis and text classification; also known as natural language generation (NLG) or natural language understanding (NLU)

Neural networks: a machine learning system modeled on the human brain that finds statistical patterns in data; consists of layers of artificial 'neurons,' each of which carry out mathematical operations on input data; also known as 'neural nets'

OpenAI: a private for-profit American technology company established in 2015 that focuses on artificial intelligence and machine learning; the creator of ChatGPT, DALL-E, and other generative AIs

Optical character recognition (OCR): the conversion of printed, handwritten, or typed text into machine-friendly text data

Personally identifiable information (PII): any piece of information that can be used on its own or in combination with other information to identify an individual (full name, birth date, home or work address, email, phone number, etc.); caution should be taken when sharing PII with an AI

Recurrent neural network (RNN): a type of neural network used for pattern recognition

Self-driving car: a car that is capable of traveling without human input; also known as an autonomous or driverless car

Sentiment analysis: a natural language processing method that aims to determine the tone, valence, or opinion of the author of a given text

Social media bots: automated programs that are designed to interact with social media, either partially or entirely without human interaction

Supervised learning: a subset of machine learning where the function maps an input to an output based on provided input-output pairs

Text to speech (TTS)/speech recognition/voice recognition: a method of natural language processing that allows a computer to listen to and interpret human speech or dictation and produce written or spoken outputs; the virtual assistants Siri and Alexa use speech recognition

Unsupervised learning: a subset of machine learning where a function is inferred based on the structure of unlabeled data

Appendix

Table 1 - Responses by local

<i>TNG-CWA Local Number</i>	Count	Percentage
US NewsGuild of New York 31003	169	20.44%
US IAPE 1096	149	18.02%
US Washington-Baltimore 32035	83	10.04%
US California Federation of Interpreters 39000	67	8.10%
US Philadelphia 38010	45	5.44%
US Minnesota 37002	44	5.32%
US Denver 37074	34	4.11%
US Chicago 34071	29	3.51%
US News Media Guild 31222	22	2.66%
CA Canadian Media Guild 30213	21	2.54%
US Pacific Media Workers 39521	20	2.42%
US Boston 31245	19	2.30%
US Media Guild of the West 39213	16	1.93%
US Providence 31041	14	1.69%
US Buffalo 31026	12	1.45%
US United Media Guild 36047	11	1.33%
US Pacific Northwest Newspaper Guild 37082	11	1.33%
US Florida 3108	9	1.09%
US Albany 31034	9	1.09%
US Pittsburgh 38061	4	0.48%
US Northeast Ohio 34001	4	0.48%
US Southern California 9003	3	0.36%
US CWA 9003	3	0.36%
CA Victoria-Vancouver 30223	3	0.36%
CA North Bay 30241	3	0.36%
US Sioux City 37123	2	0.24%
US Puerto Rico 33225	2	0.24%
US Detroit 34022	2	0.24%
CA Saskatchewan 30199	2	0.24%
US WashTech 37083	1	0.12%
US Toledo 34043	1	0.12%
US New Hampshire 31167	1	0.12%

<i>TNG-CWA Local Number</i>	Count	Percentage
US Milwaukee 34051	1	0.12%
US Memphis 33091	1	0.12%
US Maine 31128	1	0.12%
US Kingston 31180	1	0.12%
US Indianapolis 34070	1	0.12%
US Bakersfield 39202	1	0.12%
Don't know/unsure	1	0.12%
CA Northern Ontario 30232	1	0.12%
CA New Brunswick 30664	1	0.12%
CA Montreal 30111	1	0.12%
CA Moncton 30636	1	0.12%
CA Alberta 30400	1	0.12%
Grand Total	827	100.00%

Table 2 - Responses by sector

<i>Sector/industry</i>	Count	Percentage
Media	636	76.9%
Interpreters	79	9.6%
Nonprofit	65	7.9%
Labor	29	3.5%
Other	9	1.1%
Education	5	0.6%
Finance	4	0.5%
Grand Total	827	100.0%

Item 1 - Full-text of the member survey

The NewsGuild-CWA Artificial Intelligence Member Survey

*The NewsGuild is preparing our bargaining, organizing and legal strategy around artificial intelligence (AI). In order to ensure we are representing our members' interests and concerns well, we are gathering information on our members' level of knowledge and primary issues regarding AI. **This is a survey conducted by our union, The NewsGuild-CWA. Your results will not be shared with your employer.***

Please fill out the following form to help us develop our strategy. We estimate that this form will take about 10-15 minutes to complete. You can choose at the end of the form to receive a copy of your responses if you'd like. One lucky respondent will be randomly chosen to receive a free piece of swag from the TNG-CWA store!

Please contact TNG-CWA Administrative Secretary Elyse Endlich at eedlich@cwa-union.org if you have any questions or comments about this survey or its topics.

Email: ____

Name: ____

TNG-CWA Local Number: ____

Employer: ____

Sector/industry (Media, Nonprofit, Labor, Interpreters, Education, Other): ____

Part 1: Background Knowledge of Artificial Intelligence

1. *How would you rate your existing knowledge of AI? Please select 3 if you think you have an average understanding of AI.*

1 - I feel like I have little to no knowledge of AI

2

3

4

5 - I feel like I know much more than the average person about AI / I consider myself an expert

2. *Below we have listed a variety of AI technologies. Please check the boxes beside the ones you are familiar with. Feel free to include any we may have missed in the 'Other' category.*

Natural language processing (NLP) / natural language generation

Speech recognition

Virtual agents / chatbots / smart assistants

Machine learning algorithms

Deep learning

Neural networks

Image recognition / computer vision

Manufacturing robots / automated manufacturing

Self-driving cars

- Social media bots
- Biometrics / facial recognition
- Generation/creation tools
- Knowledge engineering
- Other...

Part 2: Attitudes Towards AI

3. *How much do you think AI will change **your personal life** now through one year from now?*

1 - I think it will have little to no change on my personal life

2

3

4

5 - I think it will have significant or extreme impacts on my personal life

4. *How much do you think AI will change **your sector or field of employment** now through one year from now?*

1 - I think it will have little to no change on my sector or field of employment

2

3

4

5 - I think it will have significant or extreme impacts on my sector or field of employment

5. *How much do you think AI will change **society as a whole** now through one year from now?*

1 - I think it will have little to no change on society as a whole

2

3

4

5 - I think it will have significant or extreme impacts on society as a whole

6. *Do you anticipate that AI's impacts (if any) on **your personal life** will be positive or negative? Please select 3 if you think the impact will be neutral or if you think there will be little to no impact.*

1 - I think AI will positively impact me personally

2

3

4

5 - I think AI will negatively impact me personally

7. *Do you anticipate that AI's impacts (if any) on **your sector / field of employment** will be positive or negative? Please select 3 if you think the impact will be neutral or if you think there will be little to no impact.*

1 - I think AI will positively impact my sector / field of employment

2

3

4

5 - I think AI will negatively impact my sector / field of employment

8. *Do you anticipate that AI's impacts (if any) on **society as a whole** will be positive or negative? Please select 3 if you think the impact will be neutral or if you think there will be little to no impact.*

1 - I think AI will positively impact society as a whole

2

3

4

5 - I think AI will negatively impact society as a whole

9. *Please feel free to add any comments or details that you would like to share regarding your own personal attitudes towards AI, or any additional information regarding any of the questions in this section.*

Part 3: Priorities and Concerns Surrounding Artificial Intelligence

10. *How much would you say you **trust your employer** to use AI responsibly and ethically?*

1 - I have no trust at all that my employer will use AI responsibly and ethically

2

3

4

5 - I have high amounts of trust in my employer that they will use AI responsibly and ethically

11. *Has your employer implemented AI that impacts any of these areas?*

Content generation for writing

- Content generation for visuals
- Content generation for editing
- Content generation for audio
- Content generation for computer programming
- Scheduling
- Internal communication
- Employee surveillance
- Customer support
- Translation/interpretation
- Research
- Data gathering
- Event planning
- Strategy building
- Ad/programmatic placement
- Other...

12. *Please add any additional thoughts or comments to your response to the previous question here. (including the specific names of any software your employer is implementing)*

13. *How much of a responsibility do you feel that **unions** have to enforce responsible and ethical use of AI in the workplace?*

1 - Unions have little or no responsibility to enforce the responsible and ethical use of AI in the workplace

2

3

4

5 - Unions have a high amount of responsibility or should be the leaders in enforcing responsible and ethical use of AI in the workplace

14. *Please feel free to add any additional thoughts or comments to your response to the previous question here.*

15. *Have you seen any interventions or actions done by unions regarding AI that you feel are particularly **impactful or helpful**?*

16. Have you seen any interventions or actions done by unions regarding AI that you feel are **a waste of time or are unhelpful**?

17. Do you have **suggestions or ideas** for ways that your union can help ensure the responsible and ethical use of AI?
