

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



Use of AI Reduces the Perceived Value of Hard Work By

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Date : 29 Nov 2023 (WED)
Time : 10:30 am – 12 noon
Venue : M802

Abstract

This project examines how using generative AI tools, such as ChatGPT, can affect users' perceived value of hard work by reducing the uniqueness of their work. In the first study, we analyzed archival data from 82 countries and the United States, uncovering a negative association between the appreciation of AI and the perceived value of labor. Studies 2 and 3 involved online experiments in which participants were randomly assigned to either use ChatGPT or not to aid them in completing a task. Results indicate that participants who used AI assistance perceived hard work as less valuable than participants who did not use AI assistance. This effect is further explained by a serial mediation process through reduced competence fulfillment and a sense of diminished uniqueness in the task. Notably, third-party evaluators rated the AI-assisted essays as objectively superior to those composed without AI, even though the writers themselves did not subjectively differentiate them. The final study attempted to replicate the experiment with participants aged 12 to 15. Overall, these findings suggest that while AI is a valuable technological tool, its usage may diminish the value individuals place on their hard work. Consequently, organizations and educational institutions should exercise caution when incorporating AI into the work and learning processes of their employees and students.

Prof. Kai Chi Sam Yam is Provost's Chair Professor of Management at the National University of Singapore Business School, where he also serves as Head of Department. Prof. Yam received his PhD in Organizational Behavior from the University of Washington.

Prof. Yam's current research focuses primarily on the future of work. He has published over 60 papers in premier management and psychology journals. His work has been featured extensively both locally within Asia (e.g., *South China Morning Post*, *The Straits Times*) and internationally (e.g., *The Huffington Post*, *The Times*, *Harvard Business Review*).

All interested are welcome.



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