

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

The Impact of ChatGPT on the Demand for Human Content Generation Services: Evidence from an Online Labor Market By

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Date : 9 Nov 2023 (THU)
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Venue : M714

Abstract

The ongoing debate surrounding AI's impact on the labor market has been fueled by the rise of generative AI. While some argue that it may displace jobs, others suggest it could create new opportunities and improve productivity. This study investigates the impact of the ChatGPT launch on the demand for human content generation services, using a difference-in-differences approach and data from the online labor marketplace Fiverr. Our findings reveal a significant decrease in demand for human content generation services following ChatGPT's launch. Moreover, we explore the heterogeneity of the impact, identifying differential effects across service types, human writers' education levels, and service pricing. Notably, we observe a significant increase in demand for idea planning services, while demand for text reviewing services and services provided by human writers with a PhD degree remains unaffected by ChatGPT's launch. These results contribute to the ongoing debate on the impact of generative AI on the labor market and offer practical recommendations for human writers navigating this evolving AI-driven landscape.

Prof. Hailiang Chen is the Director of the Artificial Intelligence Research Institute, Assistant Dean (Taught Postgraduate), and a Professor in Innovation and Information Management at the HKU Business School, The University of Hong Kong. He received a PhD in Management Information Systems and a master's degree in Economics from Purdue University, as well as a bachelor's degree in Information Management and Information Systems from Tsinghua University.

Prof. Chen's research interests include artificial intelligence, FinTech, social media, platform management, and mobile commerce. His research has been published in elite business journals in information systems, finance, and management, including *Information Systems Research (ISR)*, *Journal of Financial Economics (JFE)*, *Journal of Management Information Systems (JMIS)*, *Management Science (MS)*, *Review of Financial Studies (RFS)*, and *Strategic Management Journal (SMJ)*. He has received widespread media coverage in top-tier outlets such as *Wall Street Journal*, *New York Times*, *Forbes*, *Reuters*, and *Capital Week*.

All interested are welcome.



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