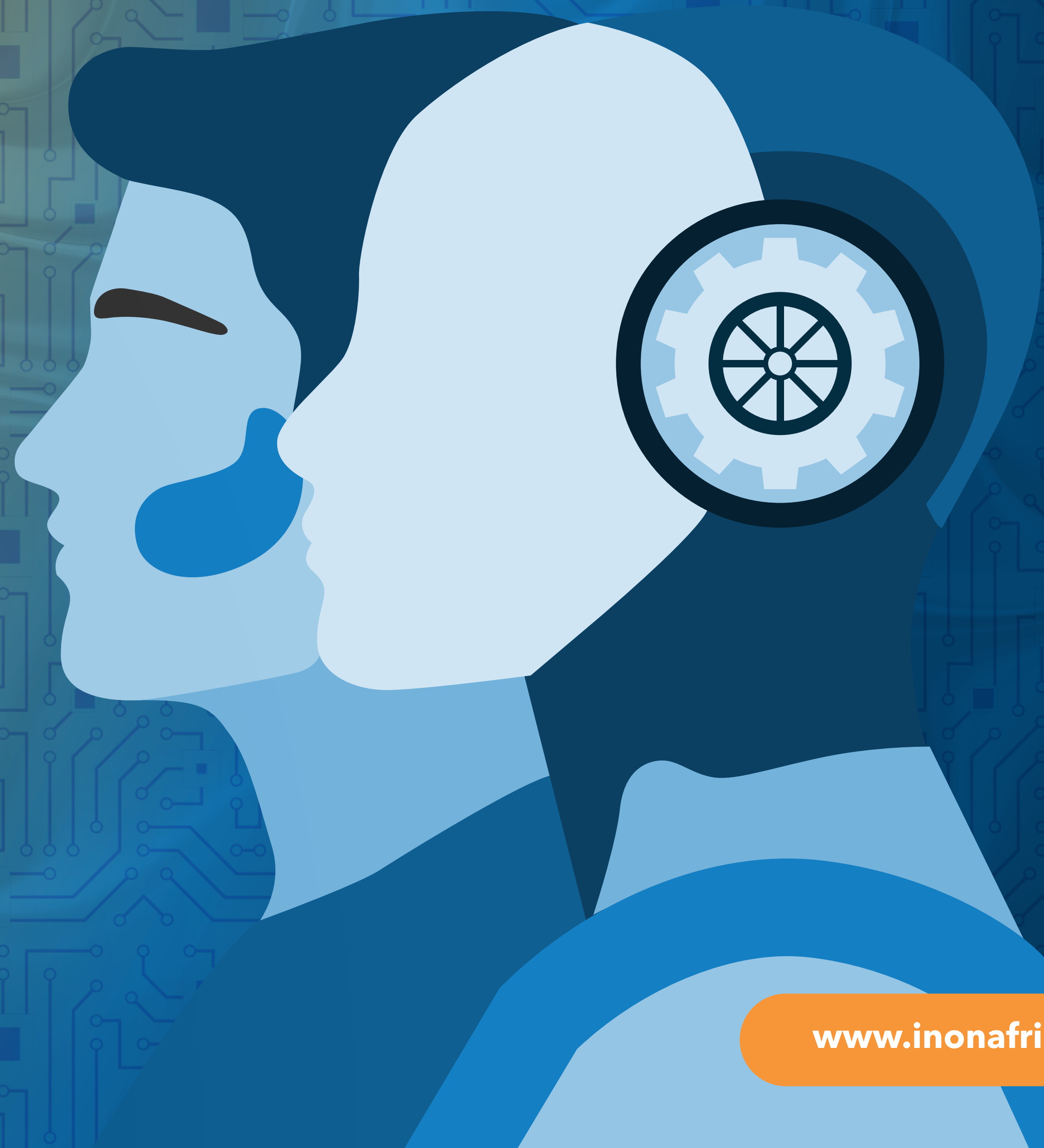


CHATGPT IN SOUTH AFRICA

IS THE AI CHATBOT CHANGING HOW WE WORK AND PLAY?

AUGUST 2023



WELCOME TO THIS EXPLORATION OF CHATGPT'S IMPACT ON THE LIVES OF SOUTH AFRICANS!

In this concise yet captivating report, In On Africa (IOA) unveils valuable insights gathered from a research survey conducted with more than 3,000 working South Africans across various industries.



*This introduction was composed by ChatGPT with prompts from IOA's research team.



BRIDGING THE LANGUAGE BARRIER

ChatGPT, developed by OpenAI, has revolutionised natural language processing, allowing users to engage in dynamic conversations with an AI-powered virtual assistant. From professionals seeking productivity boosts to individuals seeking assistance in their daily endeavours, ChatGPT has quickly become an invaluable tool for South Africans from all walks of life.

This report presents the findings of our June 2023 survey that aimed to uncover the proportion of South Africans utilising ChatGPT, their motivations behind its usage, and the tangible benefits experienced in their work and personal lives.

METHODOLOGY

IOA implemented an online mixed-method (qualitative and quantitative) research survey with the support of its data collection partners InfoQuest and TrendER in June 2023.

The survey was completed by **3,032 working South Africans**, of whom **815 (27%) met the criteria** to answer questions about ChatGPT i.e. they were able to accurately define what ChatGPT is and they currently use or have previously used ChatGPT.

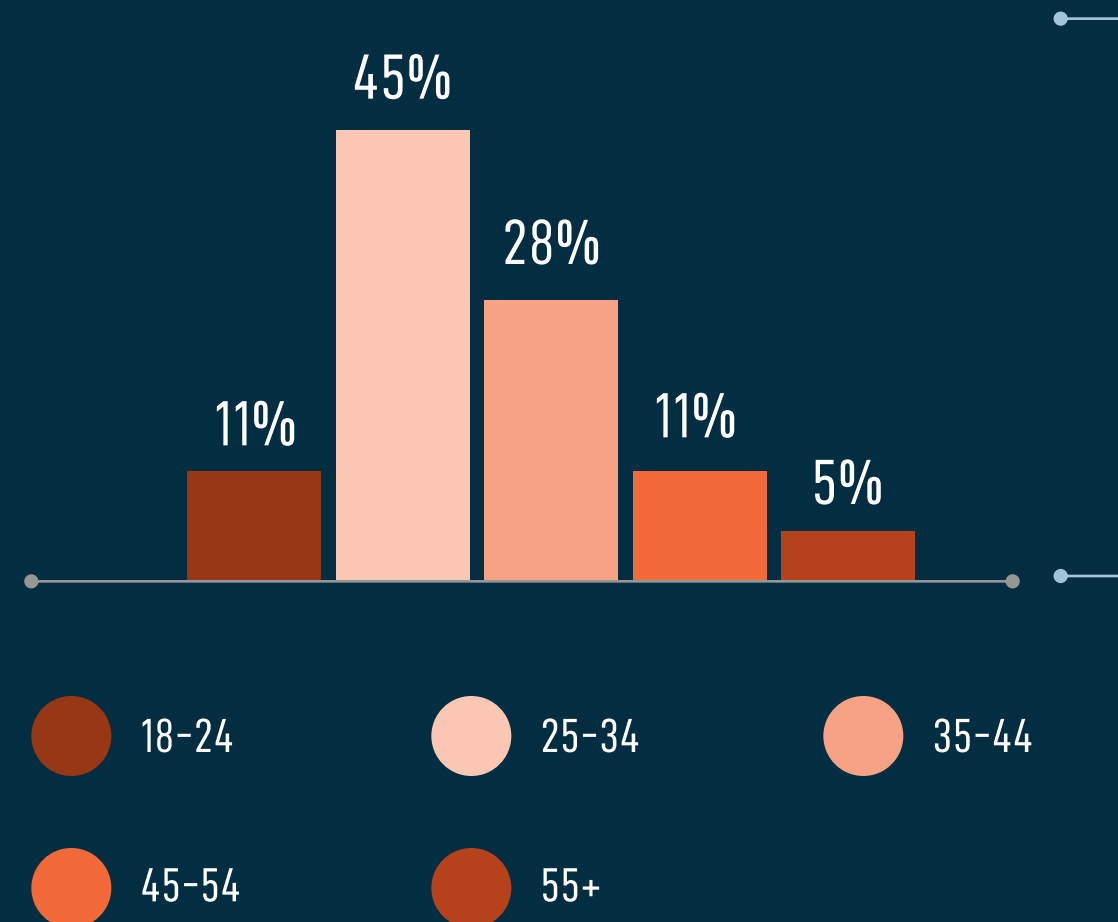
The findings presented in this report are a selection of key insights that have been drawn from IOA's analysis of the survey data. For more information on these and other insights from our research, please contact info@inonafrica.com.

We also explore any concerns or reservations that respondents have regarding the potential impact of ChatGPT at work and at home.

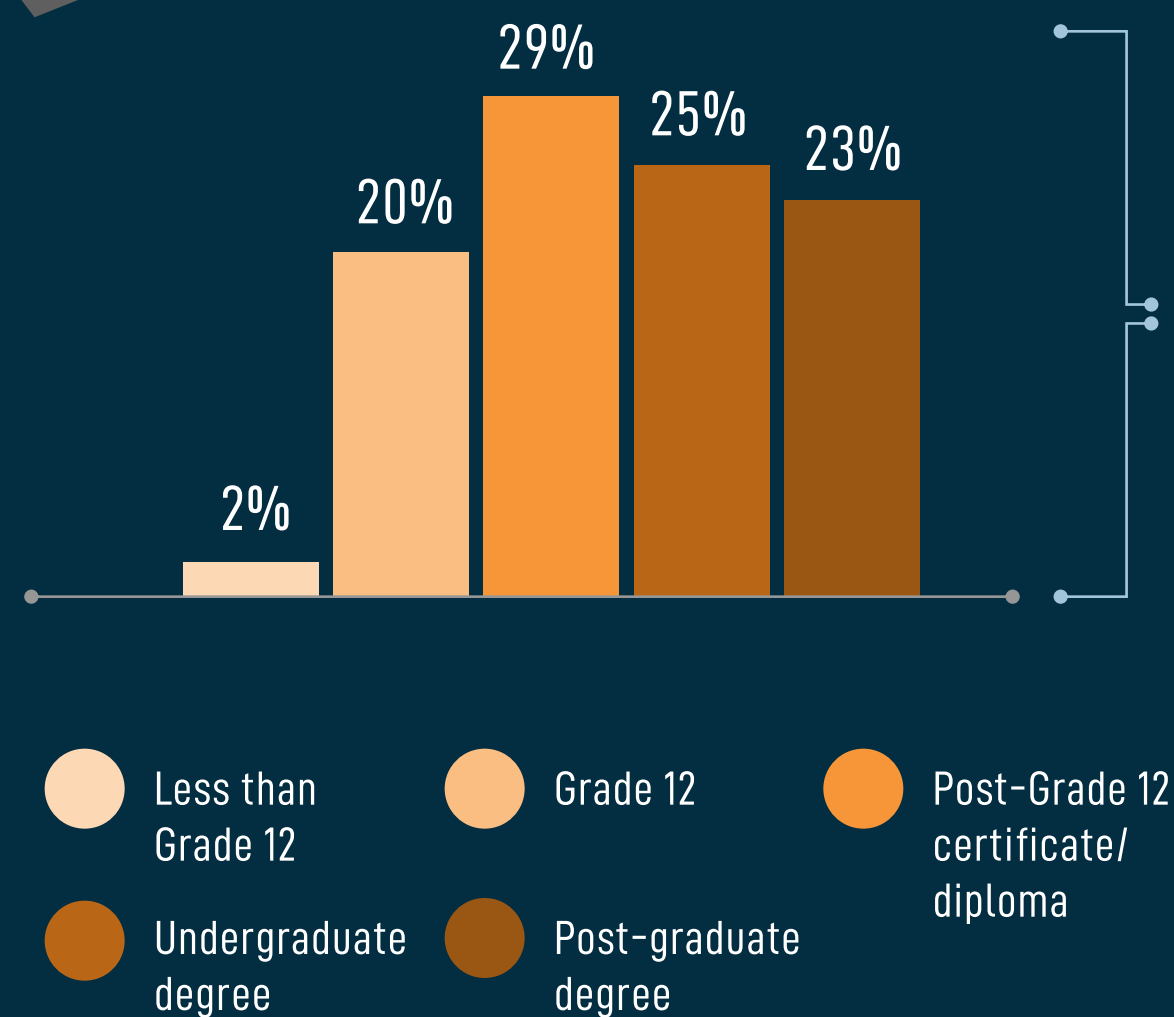
The importance of this research lies in its ability to provide a holistic understanding of how ChatGPT is being harnessed across diverse industries in South Africa. Through the lens of individuals working in different sectors, we gain invaluable insights into the myriad applications and implications of this transformative technology. Whether you're a curious individual, a business professional, or a policymaker, the findings of this report will equip you with valuable perspectives on the impact of ChatGPT in South Africa.

TOTAL SAMPLE 3032

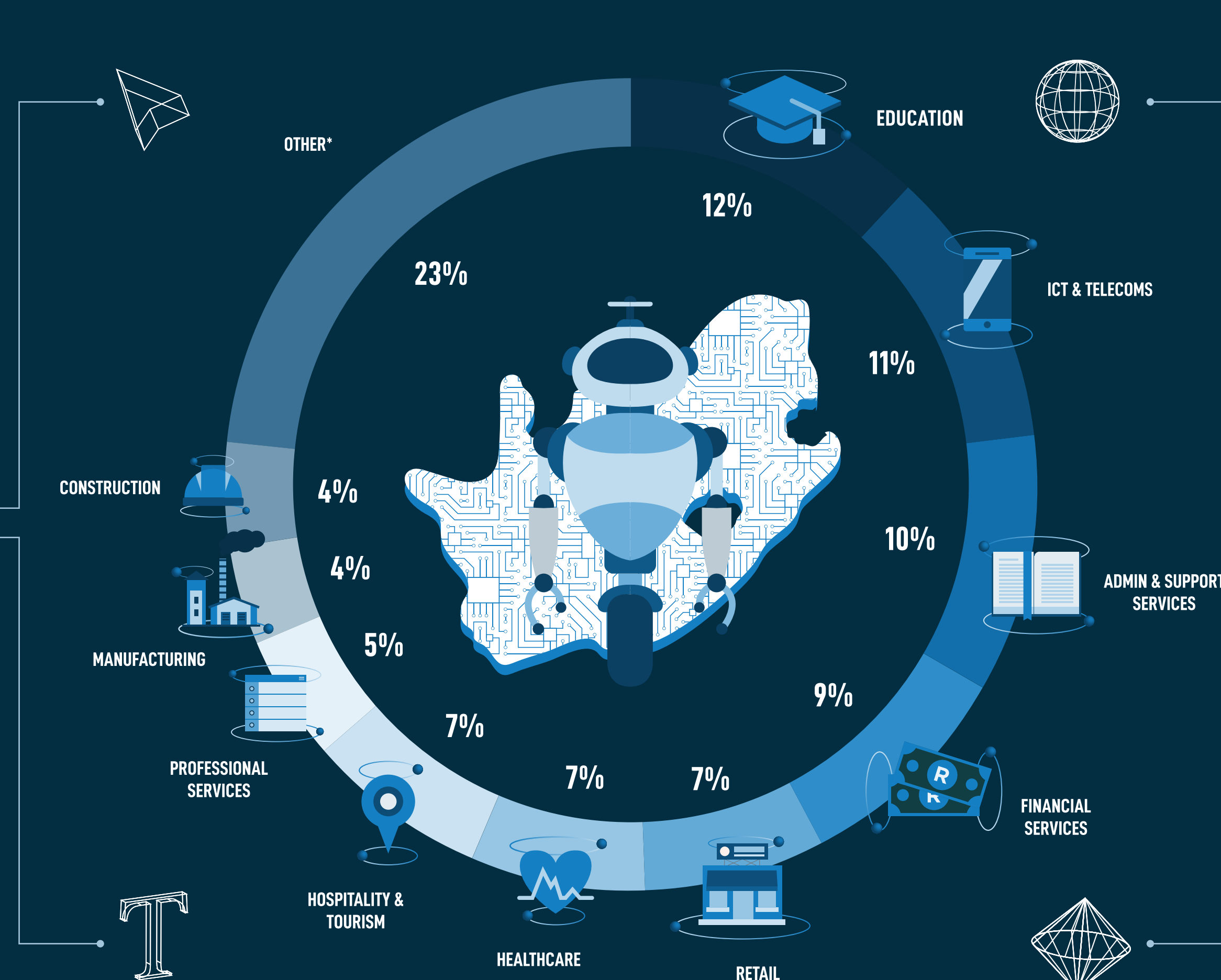
AGE GROUPS



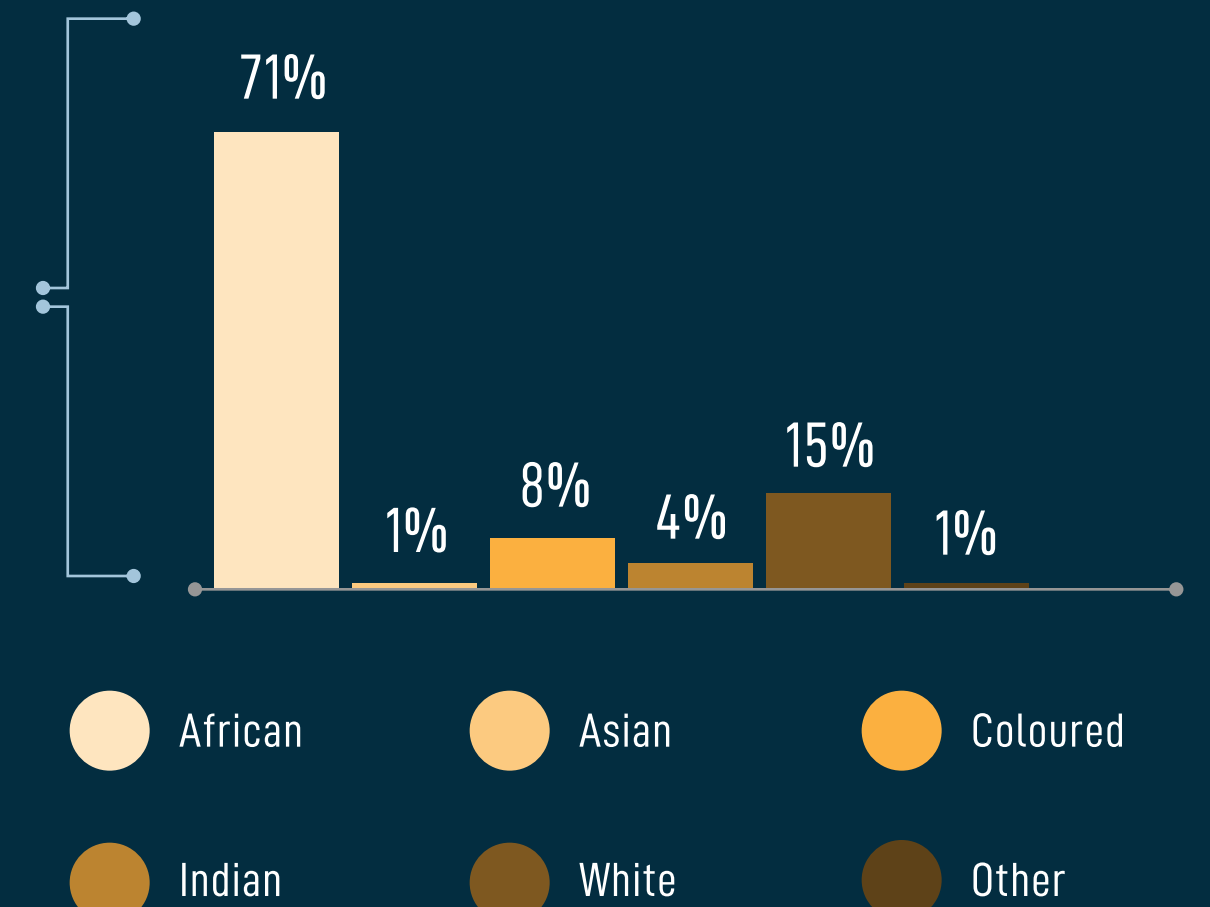
EDUCATION



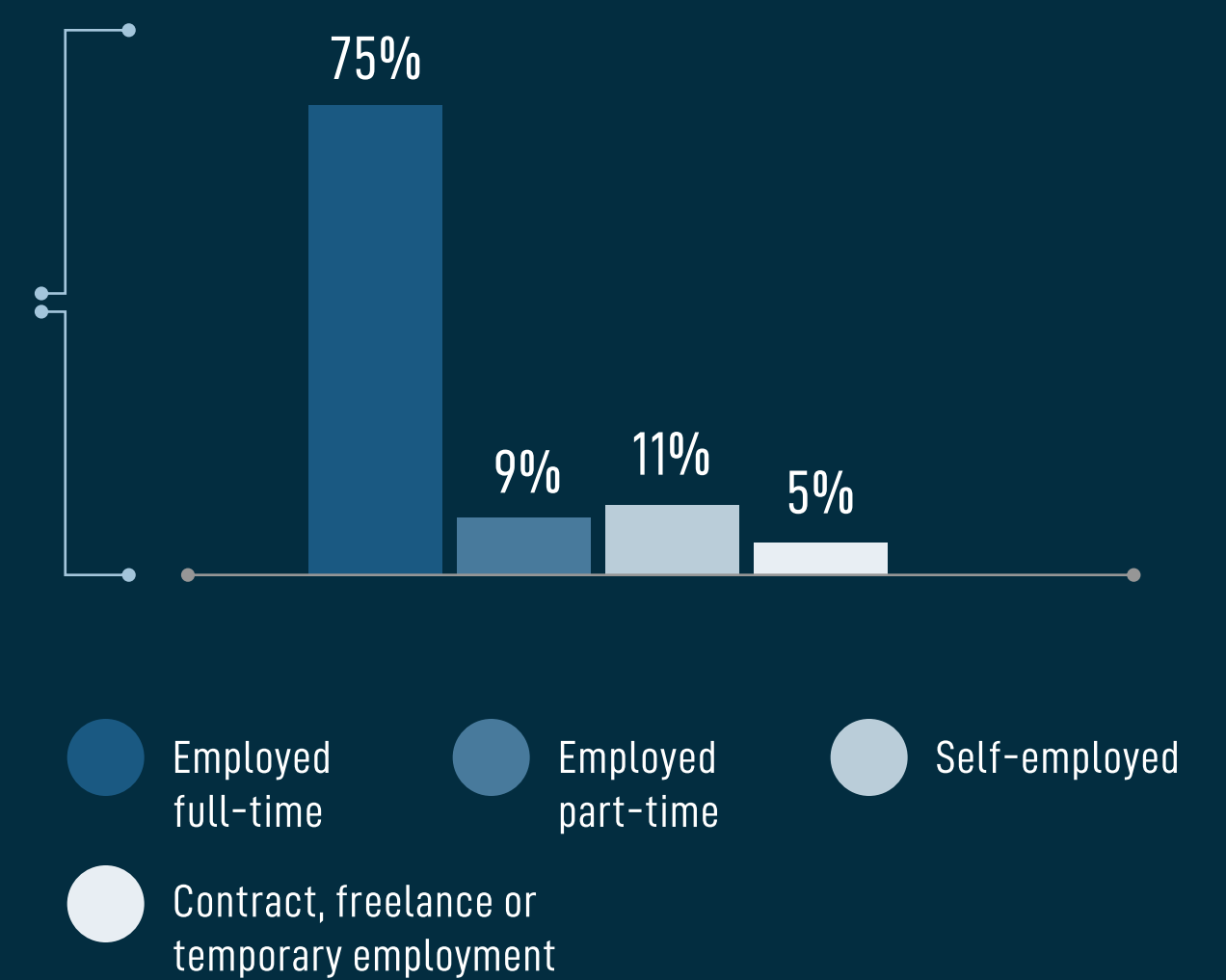
INDUSTRIES WORKED IN



RACE GROUPS



EMPLOYMENT STATUS

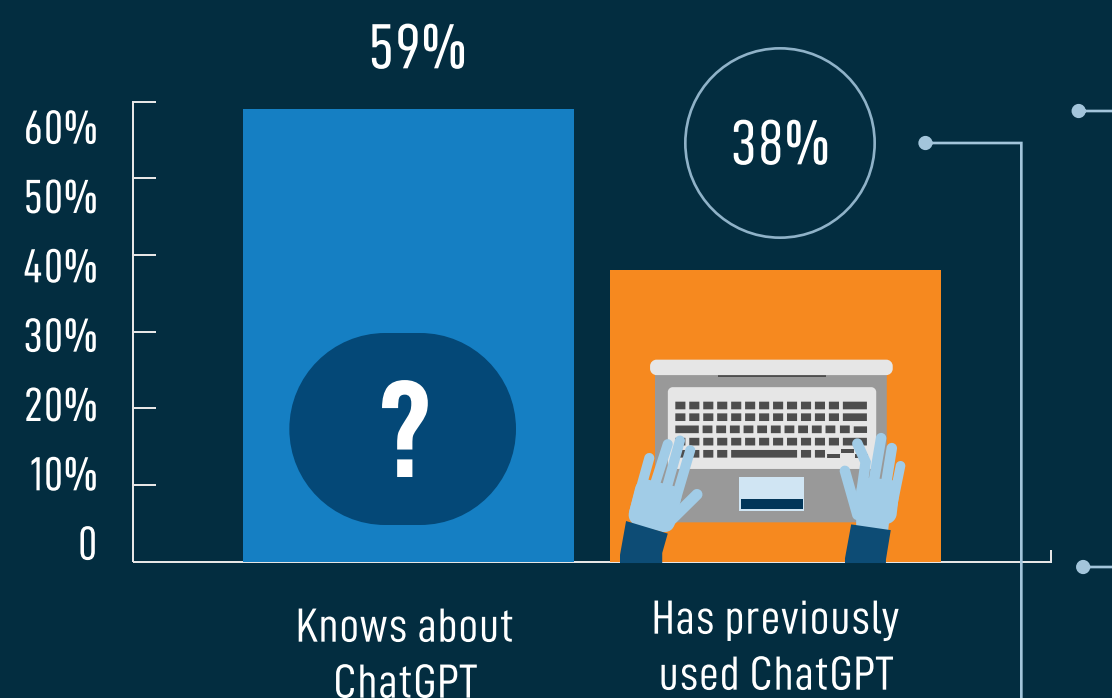


*"Other" includes a wide range of industries with representation of <4% of the total sample. The most common of these are transportation/logistics (3.8%), public administration (3.7%), agriculture/forestry (2.5%), entertainment (1.9%), mining (1.5%), real estate (1.3%) and wholesale trade (1%).

● Knows about ChatGPT

● Has previously used ChatGPT

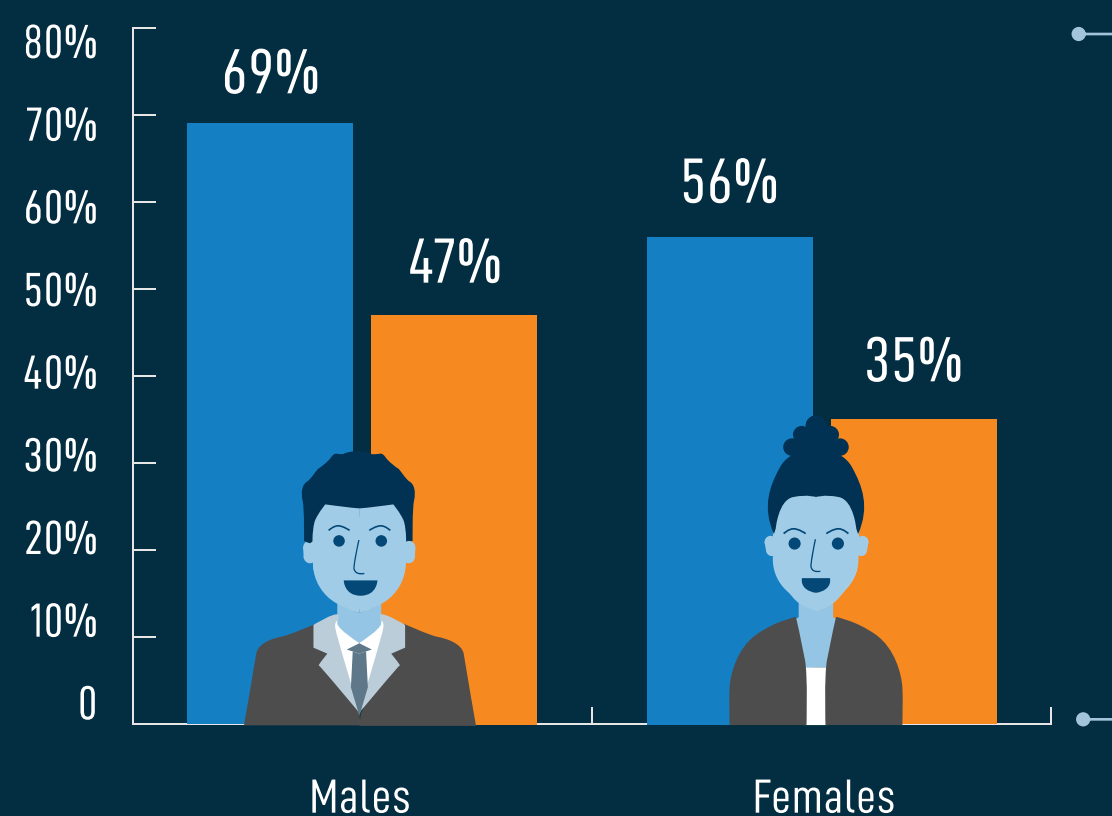
KNOW VS USE



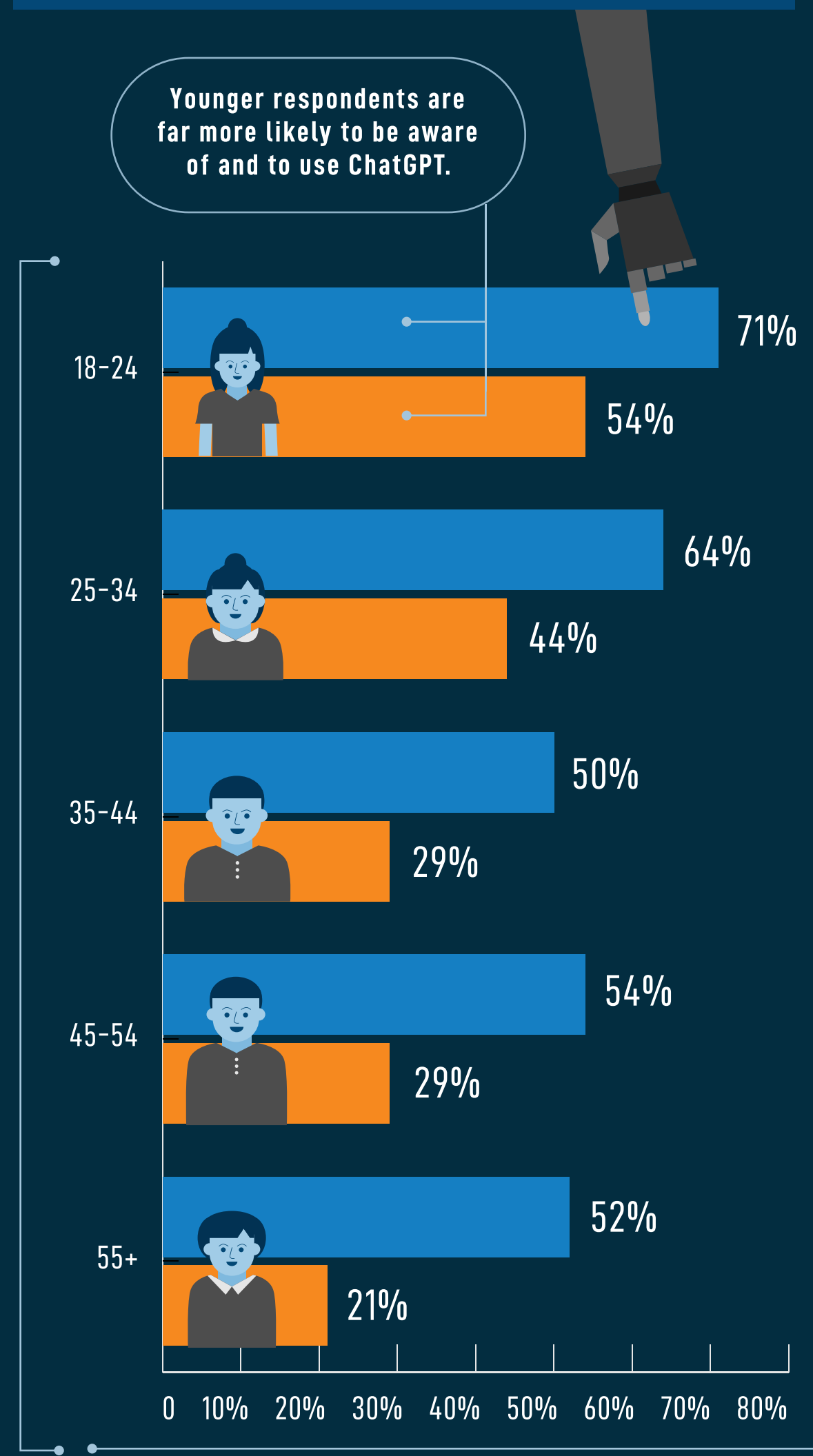
WHY HAVEN'T THE OTHER 62% USED CHATGPT?

- 53% - I don't know enough about it
- 20% - I've never needed to use it
- 14% - I don't know what it does
- 11% - I am apprehensive / concerned about using AI

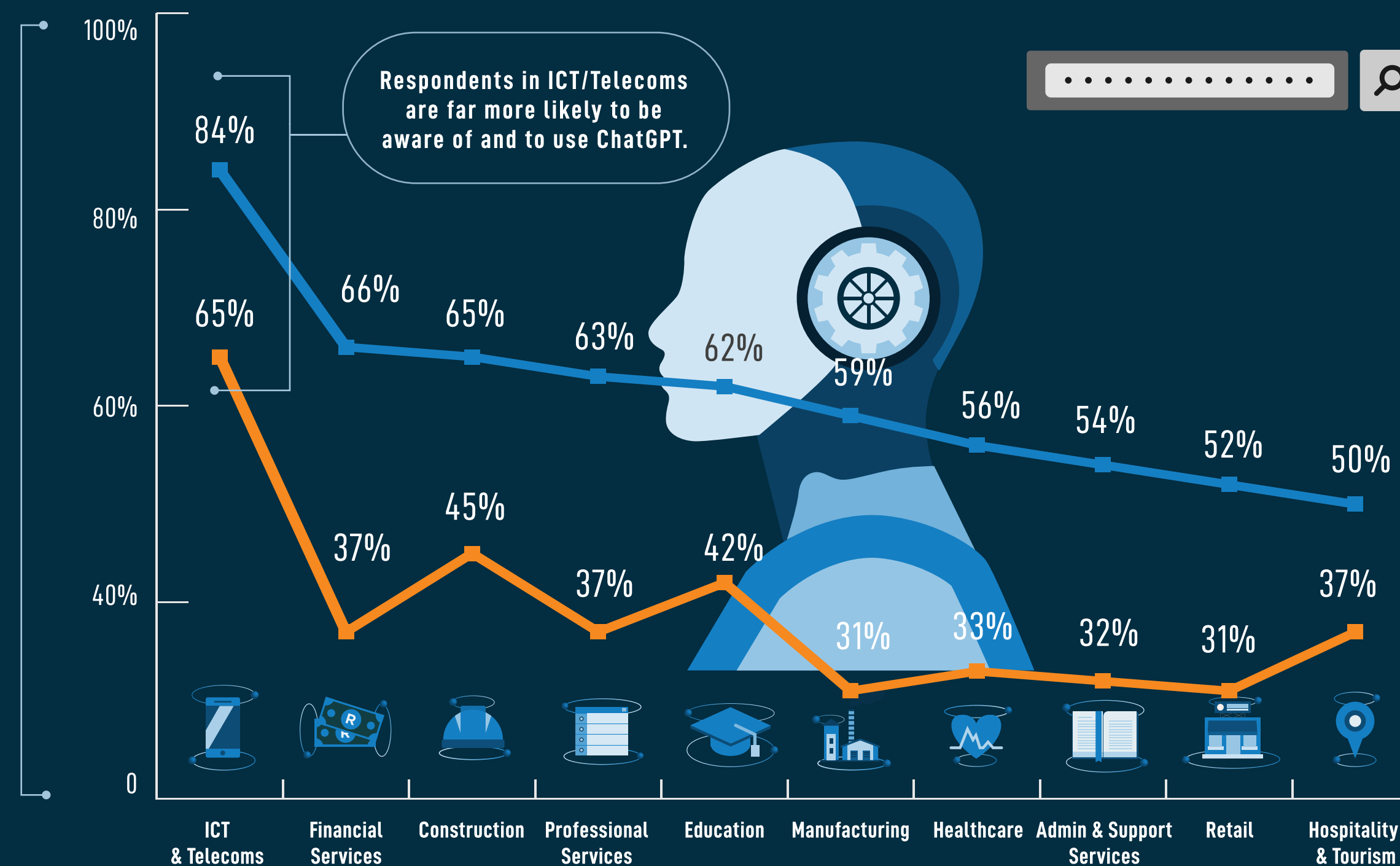
GENDER



AGE



INDUSTRY



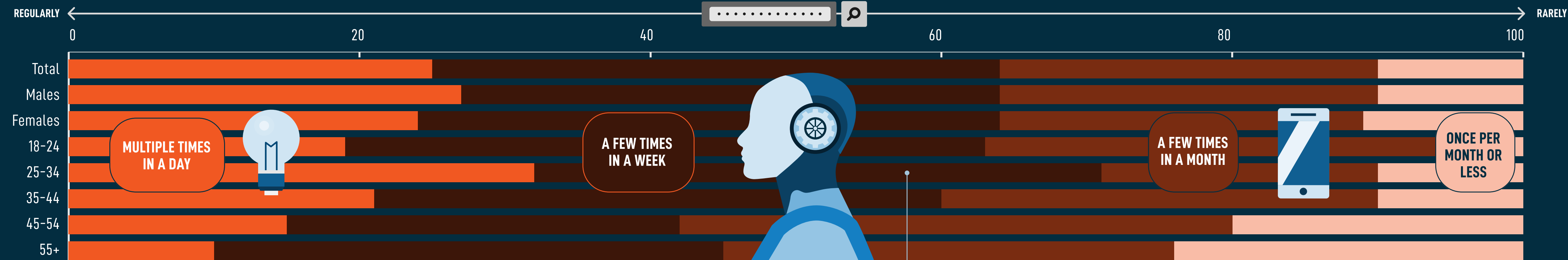
DO THEY UNDERSTAND WHAT CHATGPT IS?

Amongst those who have previously used ChatGPT, we then tested their understanding of what ChatGPT actually is, and 71% answered correctly.

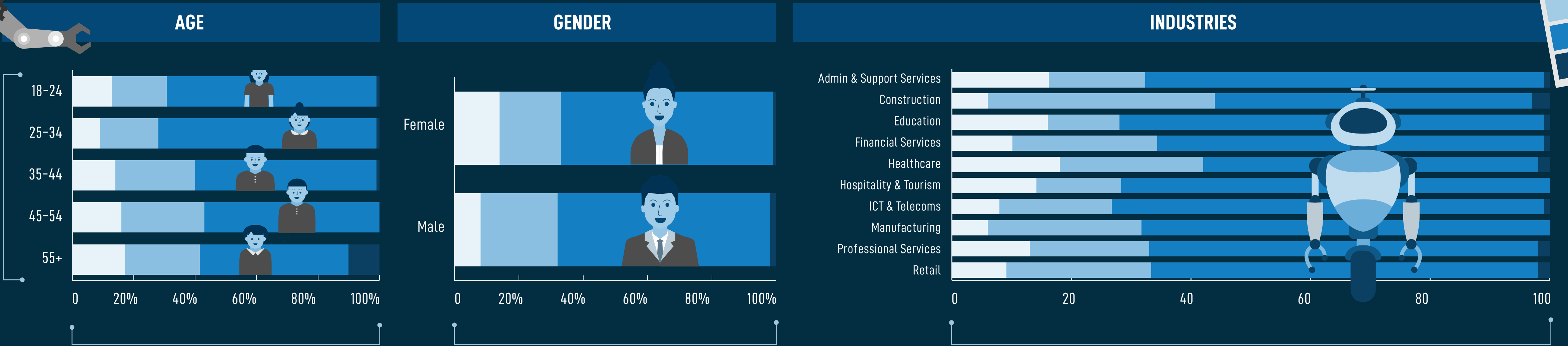
It is these 822 respondents that we posed the more specific questions about ChatGPT in order to ensure the most accurate results.

HOW REGULARLY DO PEOPLE USE CHATGPT?

REGULARITY OF USAGE

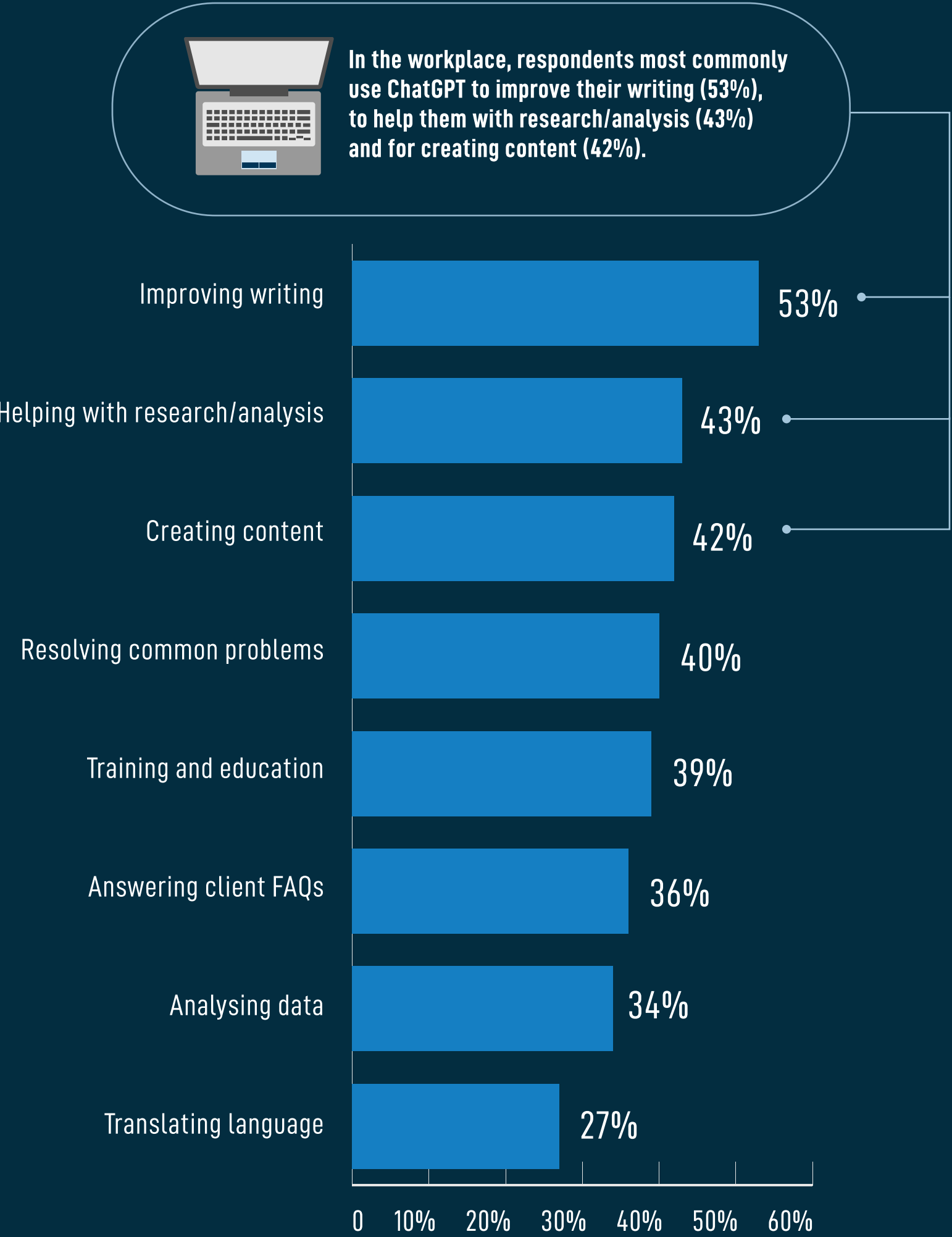


DO PEOPLE USE CHATGPT FOR WORK OR PLAY?



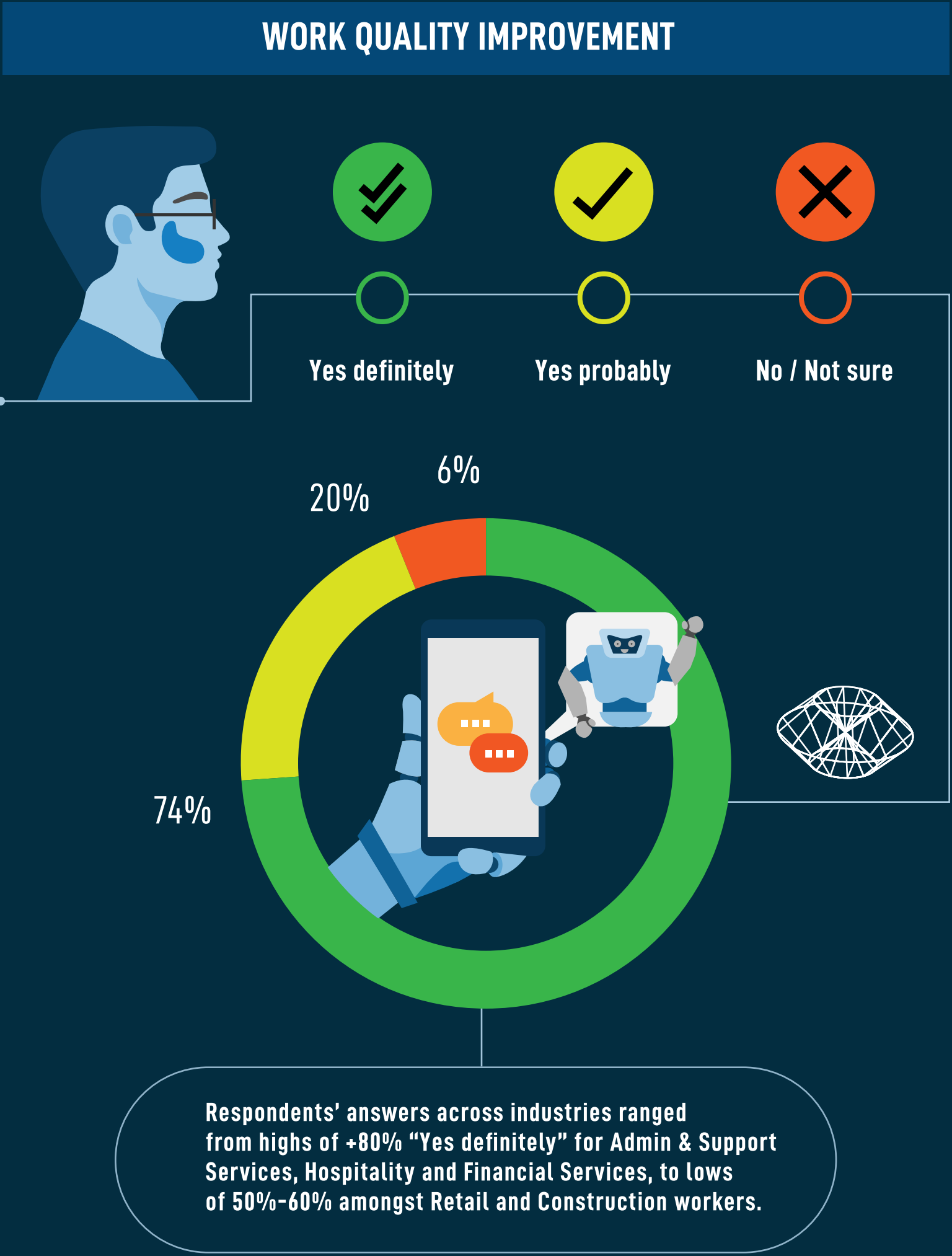
WHAT DO YOU USE CHATGPT FOR AT WORK?

SAMPLE THAT USE CHATGPT AT WORK



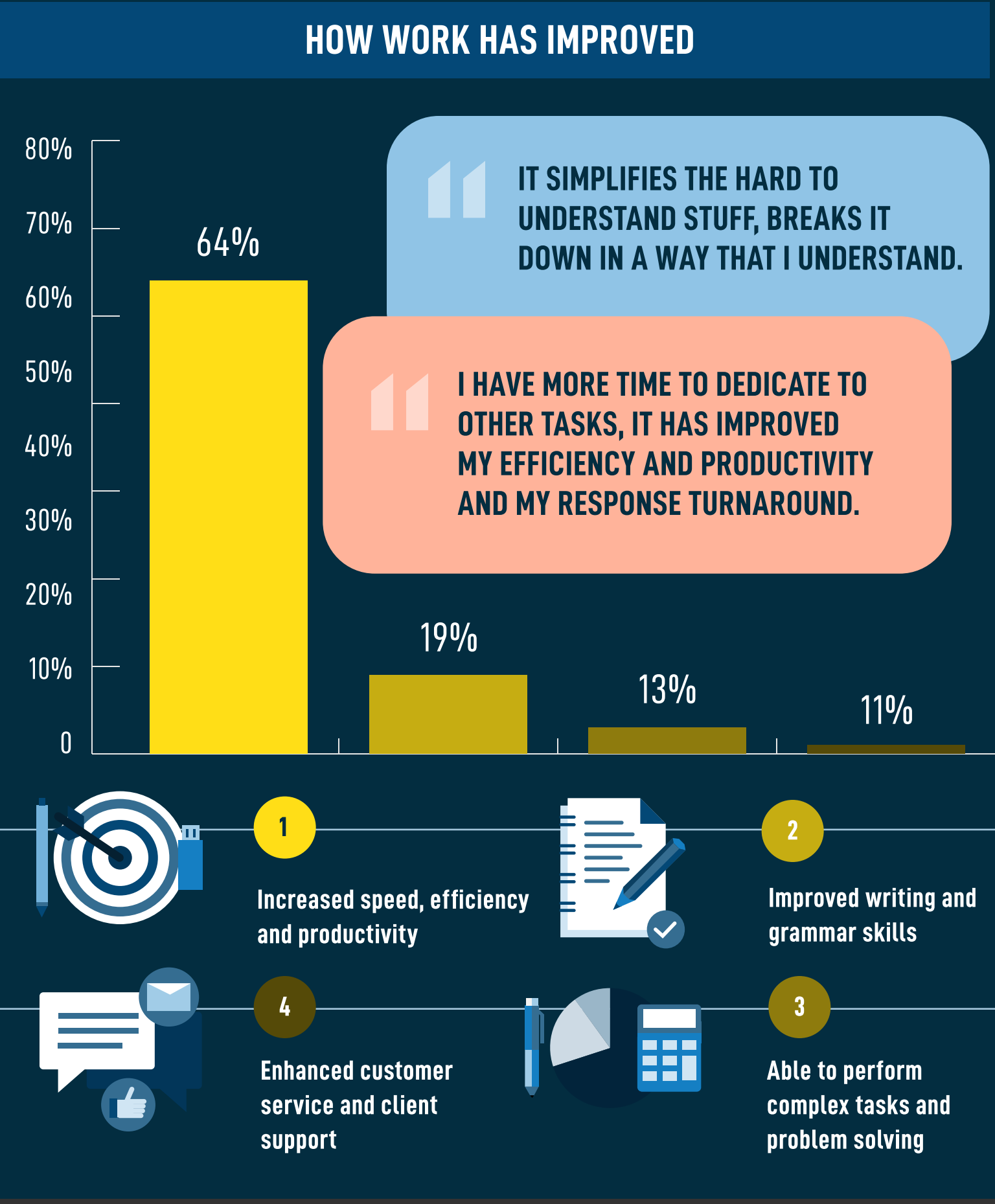
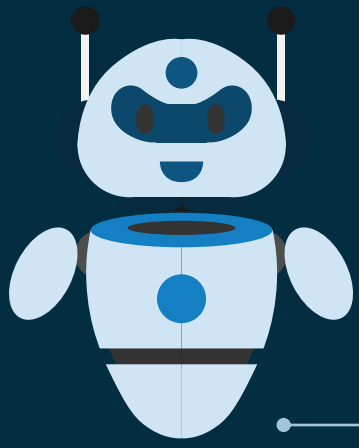
HAS CHATGPT IMPROVED THE QUALITY OF YOUR WORK?

The large majority of people who make use of ChatGPT for work-related reasons believe that it has improved the quality of their work.



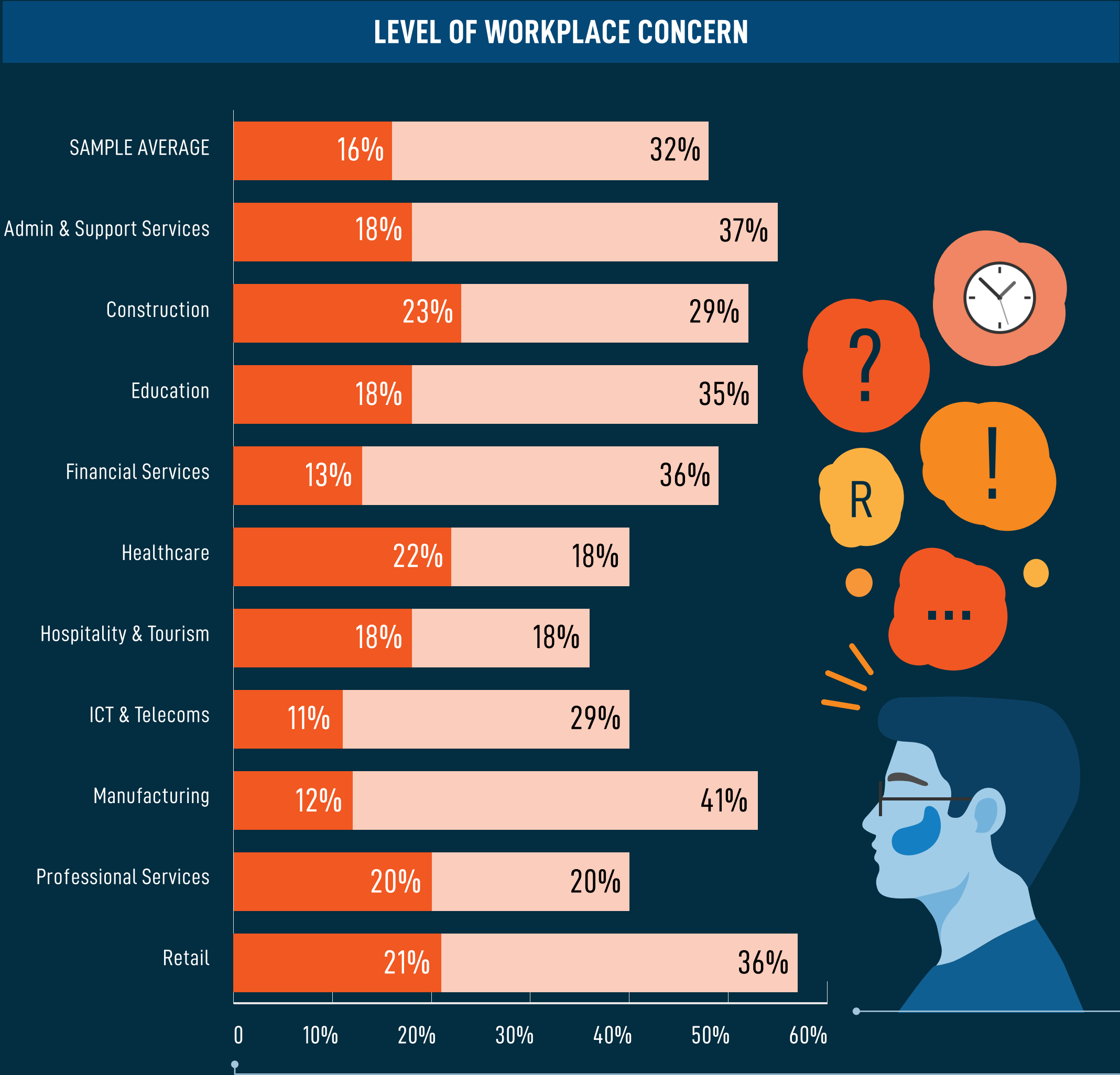
HOW?

The top-4 themes* that emerged from respondents' answers on how ChatGPT has improved the quality of their work were:



*Data is based on thematic analysis of open-ended responses to the question: "How has ChatGPT improved the quality of your work?" This question was only asked to respondents who indicated that ChatGPT has improved the quality of their work.

CONCERNS ABOUT HOW CHATGPT AND OTHER AI WILL AFFECT YOUR WORK IN THE FUTURE?



 I'm very concerned  I'm a little concerned

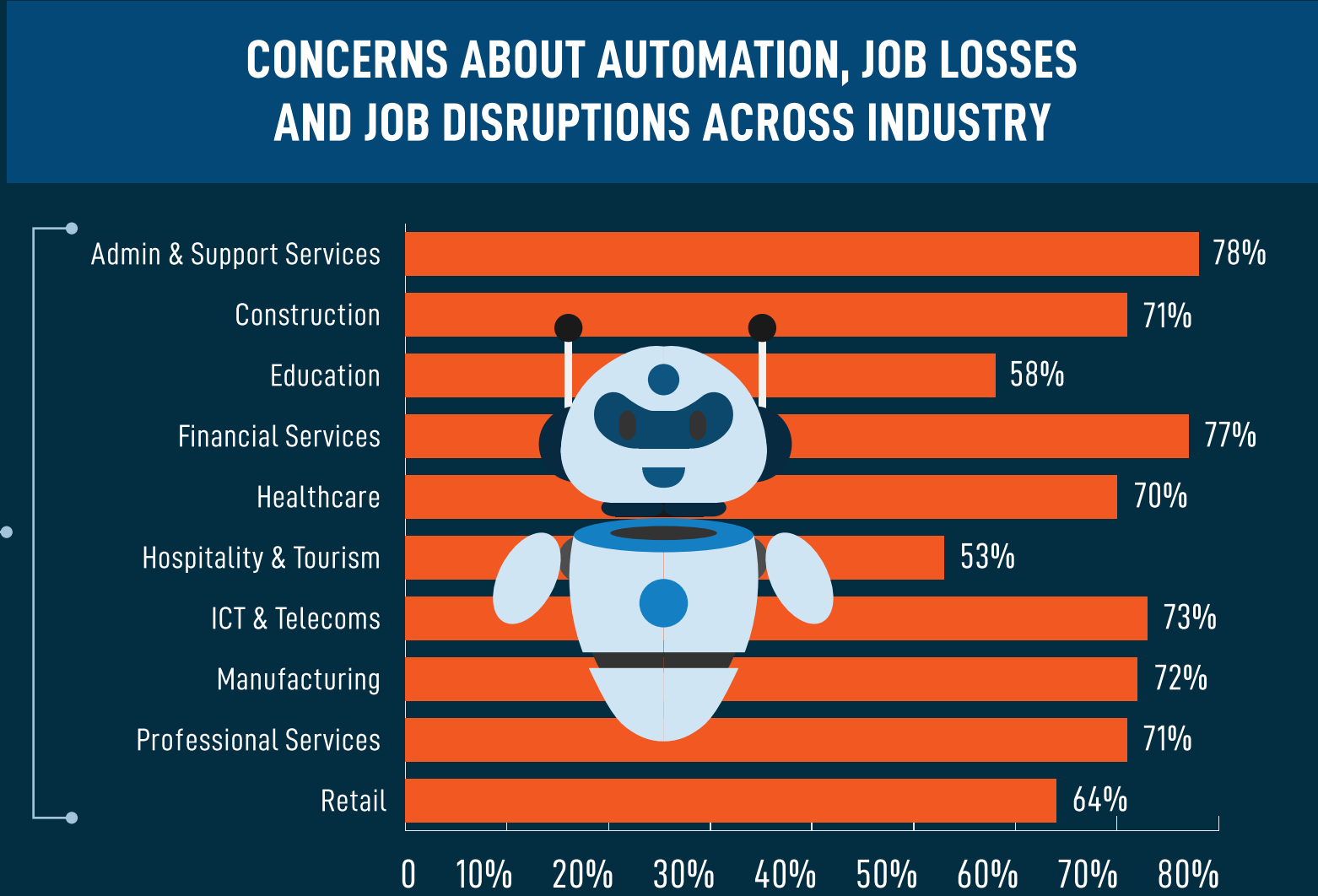
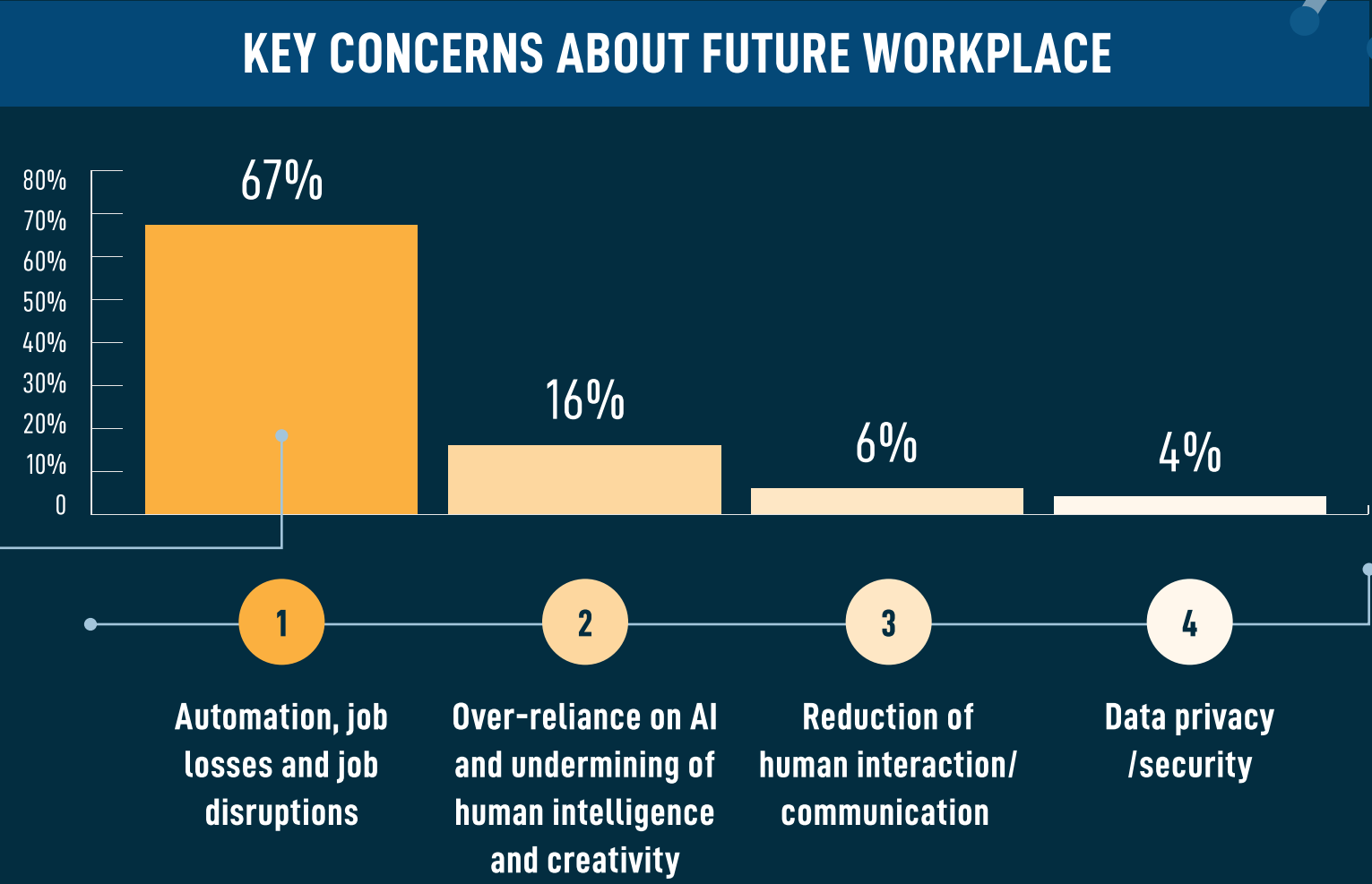
A LOT OF INDUSTRIES ARE NOW OPTING TO TAKE THE ARTIFICIAL INTELLIGENCE ROUTE, AND THAT HAS LED TO MANY RETRENCHMENTS. SO MY FEAR IS TO END UP UNEMPLOYED.

CHATGPT IS SLOWLY REPLACING HUMANS. IT HAS ALL THE INFORMATION, WE NO LONGER NEED BOOKS FOR RESEARCH. YOU CAN ASK CHATGPT AND IT WILL HAVE AN ANSWER TO ANY QUESTION.

WELL, I AM CONCERNED THAT IT WILL MAKE US HUMANS LESS CREATIVE HENCE REDUCING OUR ABILITY TO BE CREATIVE ONCE THE AI IS FULLY ENDORSED AND IN USE BY THE MASSES ACROSS THE GLOBE.

WHAT CONCERNS YOU?

The top-4 themes* that emerged from respondents' concerns about ChatGPT and other AI in the workplace were:



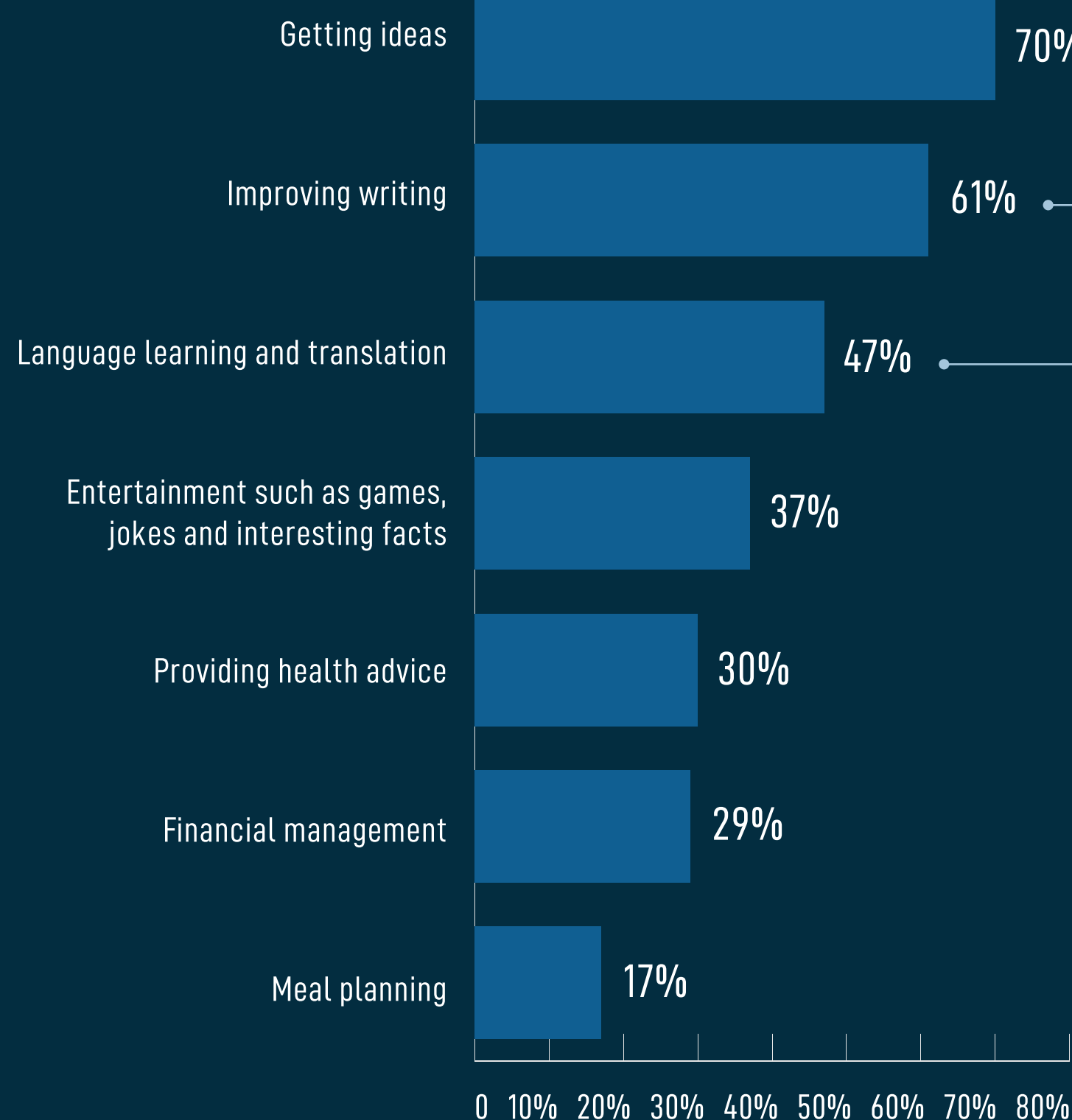
*Data is based on thematic analysis of open-ended responses to the question: "Please tell us about your concerns regarding how ChatGPT and other artificial intelligence will affect your work?" This question was only asked to those who expressed concerns about ChatGPT and AI in the workplace.

WHAT PERSONAL TASKS DO YOU USE CHATGPT FOR?

SAMPLE THAT USE CHATGPT FOR PERSONAL TASKS



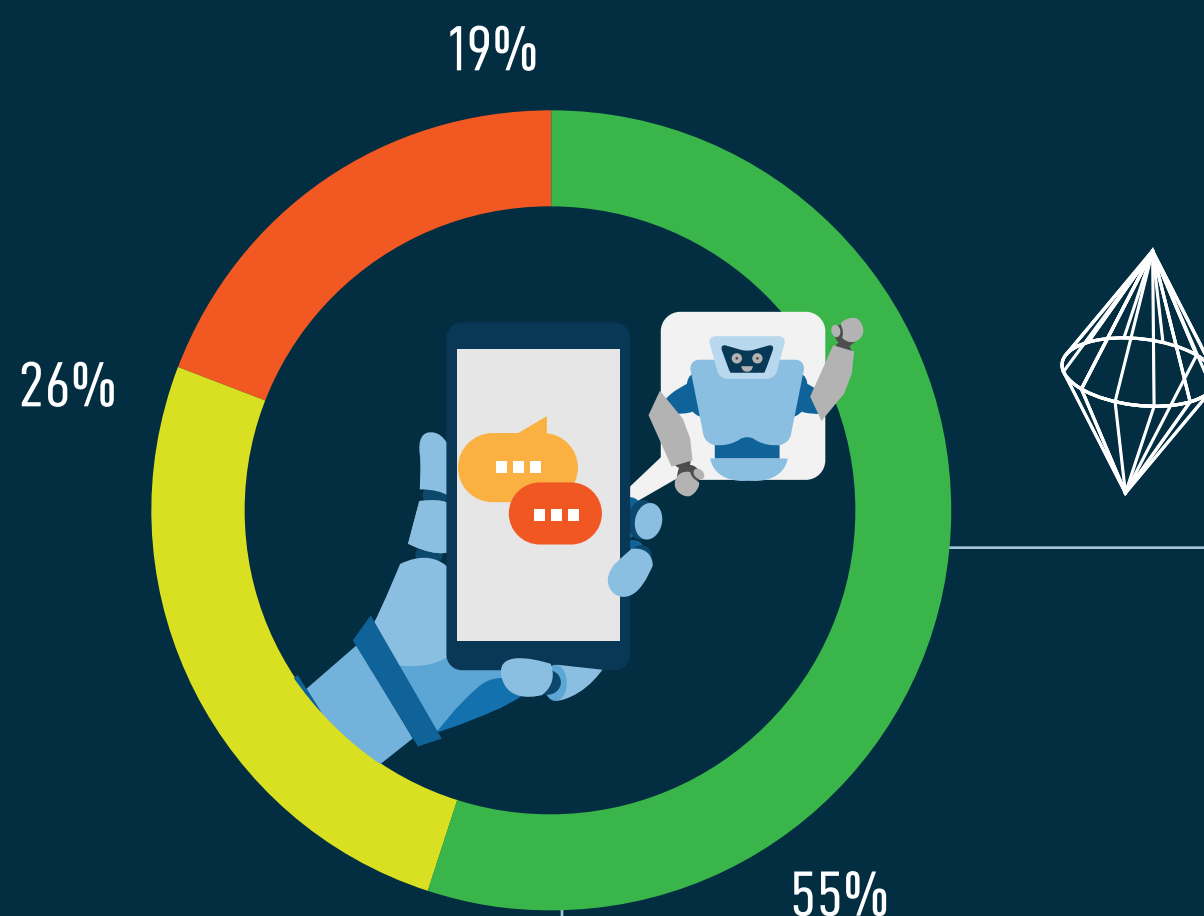
At home, respondents most commonly use ChatGPT to get ideas (70%), to help them improve their writing (61%) and for language learning and translation (47%).



HAS CHATGPT IMPROVED THE QUALITY OF YOUR PERSONAL LIFE?

The large majority of people who make use of ChatGPT at home/for personal reasons believe that it has improved the quality of their personal life.

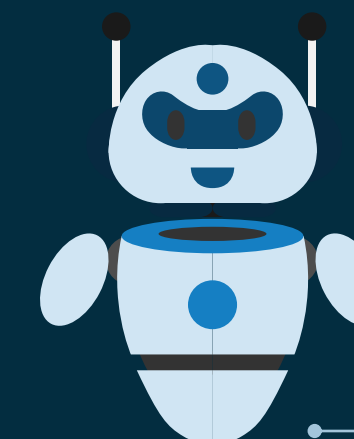
PERSONAL LIFE IMPROVEMENT



Respondents' answers across age groups ranged from highs of 57%-59% "Yes definitely" amongst those aged 18-34, to lows of 28%-34% amongst those aged 45 and older.

HOW?

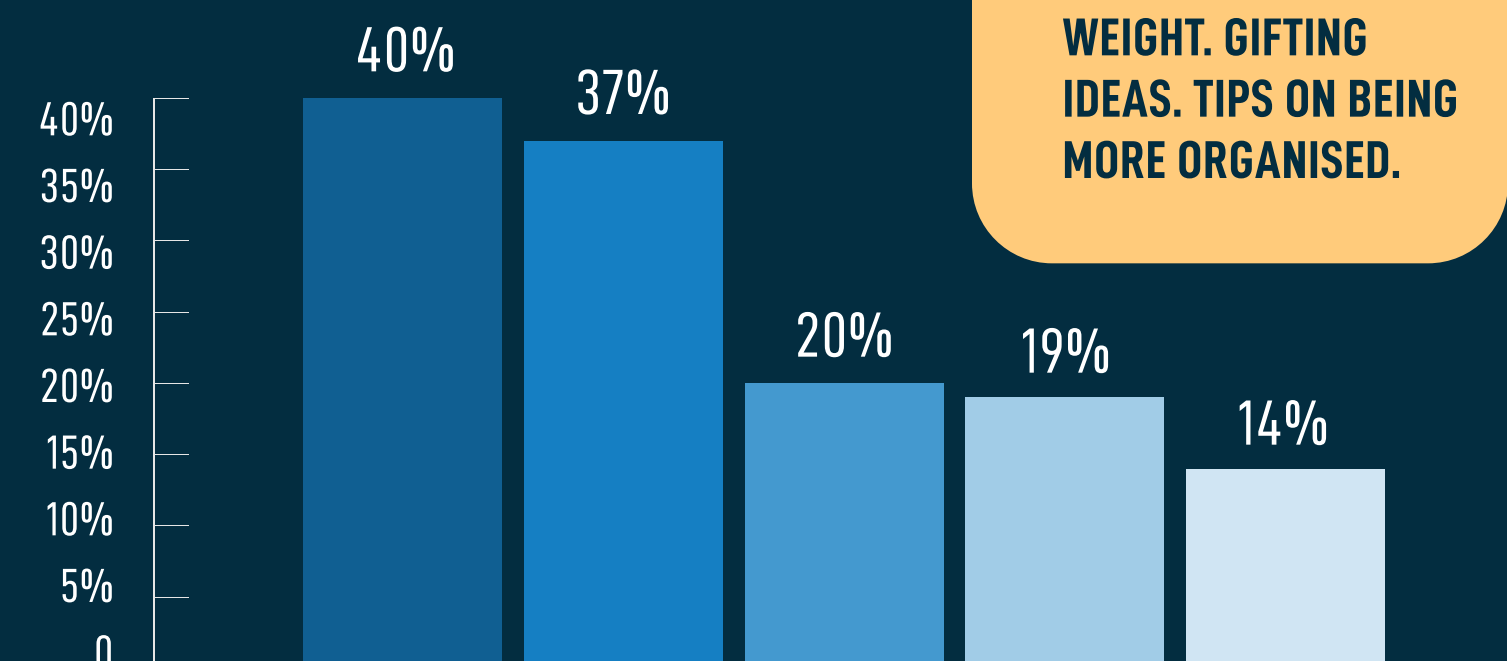
The top-4 themes* that emerged from respondents' answers on how ChatGPT has improved the quality of their personal lives were:



HOW PERSONAL LIFE HAS IMPROVED

IT SIMPLIFIES THE HARD TO UNDERSTAND STUFF, BREAKS IT DOWN IN A WAY THAT I UNDERSTAND.

GIVES GOOD IDEAS ON HOW TO LOSE WEIGHT. GIFTING IDEAS. TIPS ON BEING MORE ORGANISED.

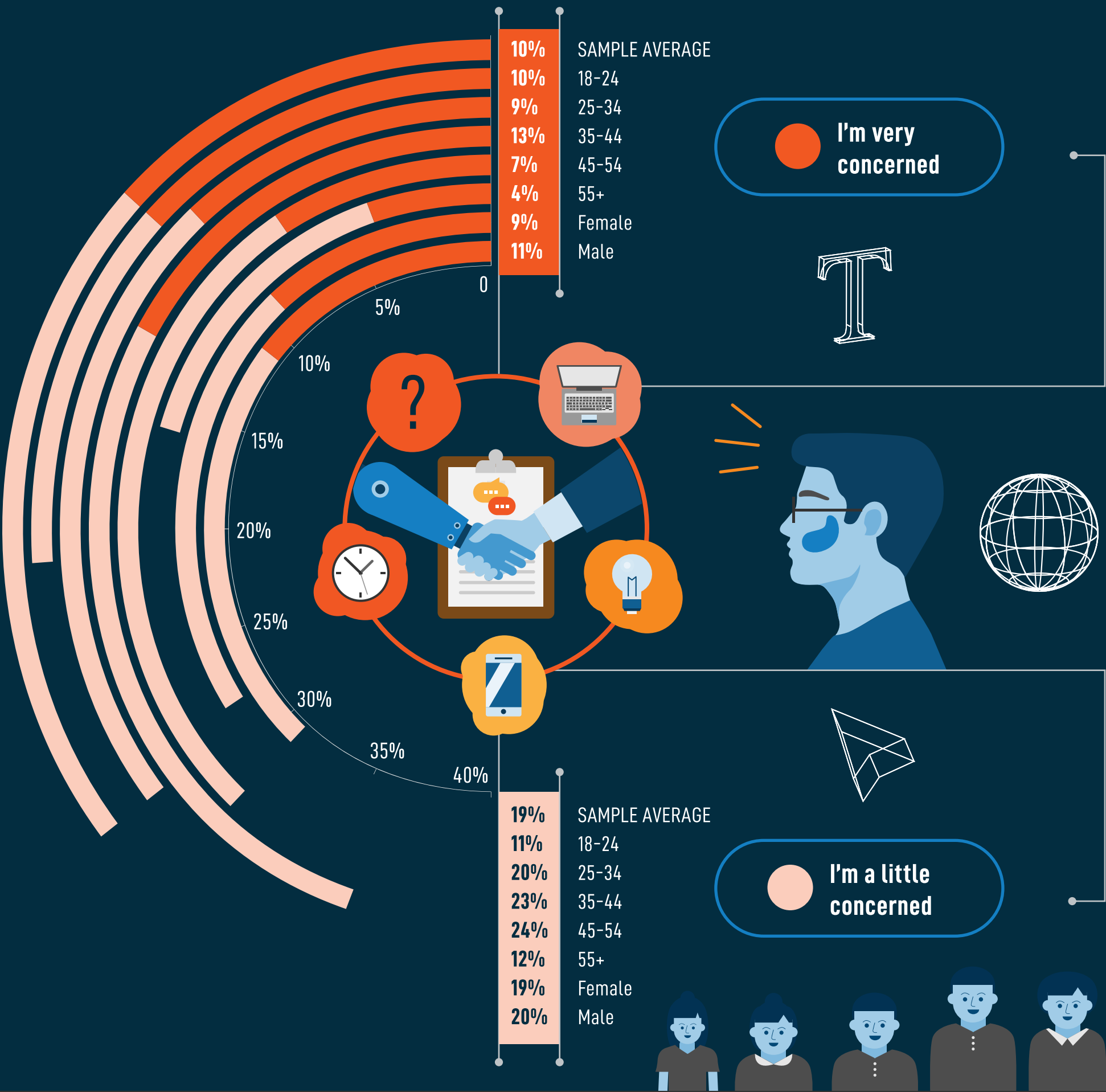


*Data is based on thematic analysis of open-ended responses to the question: "How has ChatGPT improved the quality of your personal life?" This question was only asked to respondents who indicated that ChatGPT has improved the quality of their personal life.

CONCERNS ABOUT HOW CHATGPT AND OTHER AI WILL AFFECT YOUR PERSONAL LIFE IN THE FUTURE?

Less than a third of respondents who use ChatGPT in their personal lives expressed concern about how it or other AI will affect their personal lives in the future.

LEVEL OF PERSONAL LIFE CONCERN



IT CAN BECOME A DEPENDENCY, OVER-RELYING ON CHATGPT AND SUPPRESSING OUR NATURAL CREATIVITY AND THINKING ABILITY.

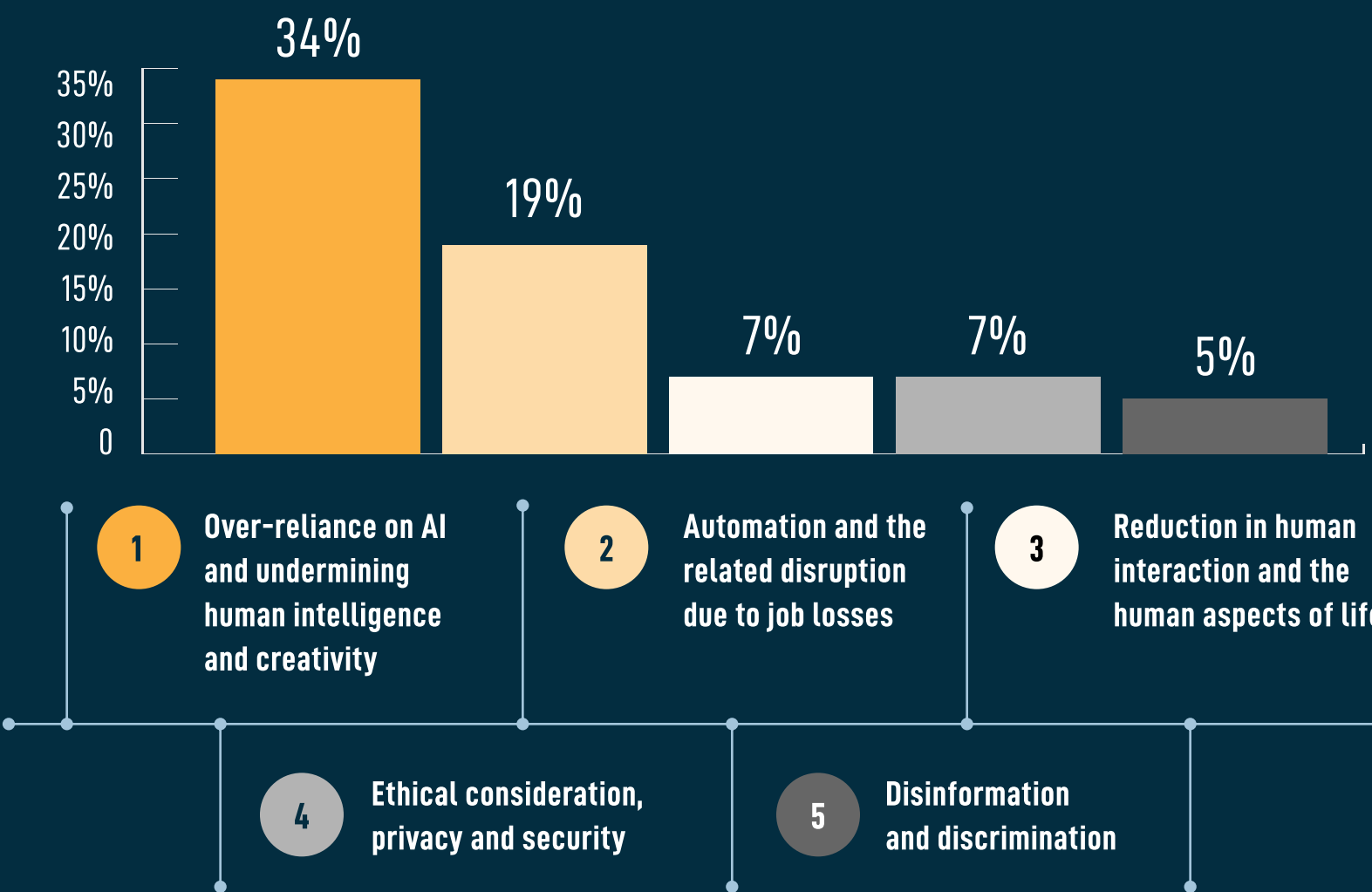
HUMANS ARE ALREADY DISCONNECTED BY PHONES, HOW MUCH MORE WHEN VIRTUAL REALITY AND ARTIFICIAL INTELLIGENCE AS THE MAIN TOOL RUN OUR LIVES?

I FEEL LIKE IT COULD TAKE AWAY FROM FAMILIES. TAKE AWAY CONVERSATIONS AND JUST THE NEED FOR PEOPLE TO FIGURE THINGS OUT ON THEIR OWN.

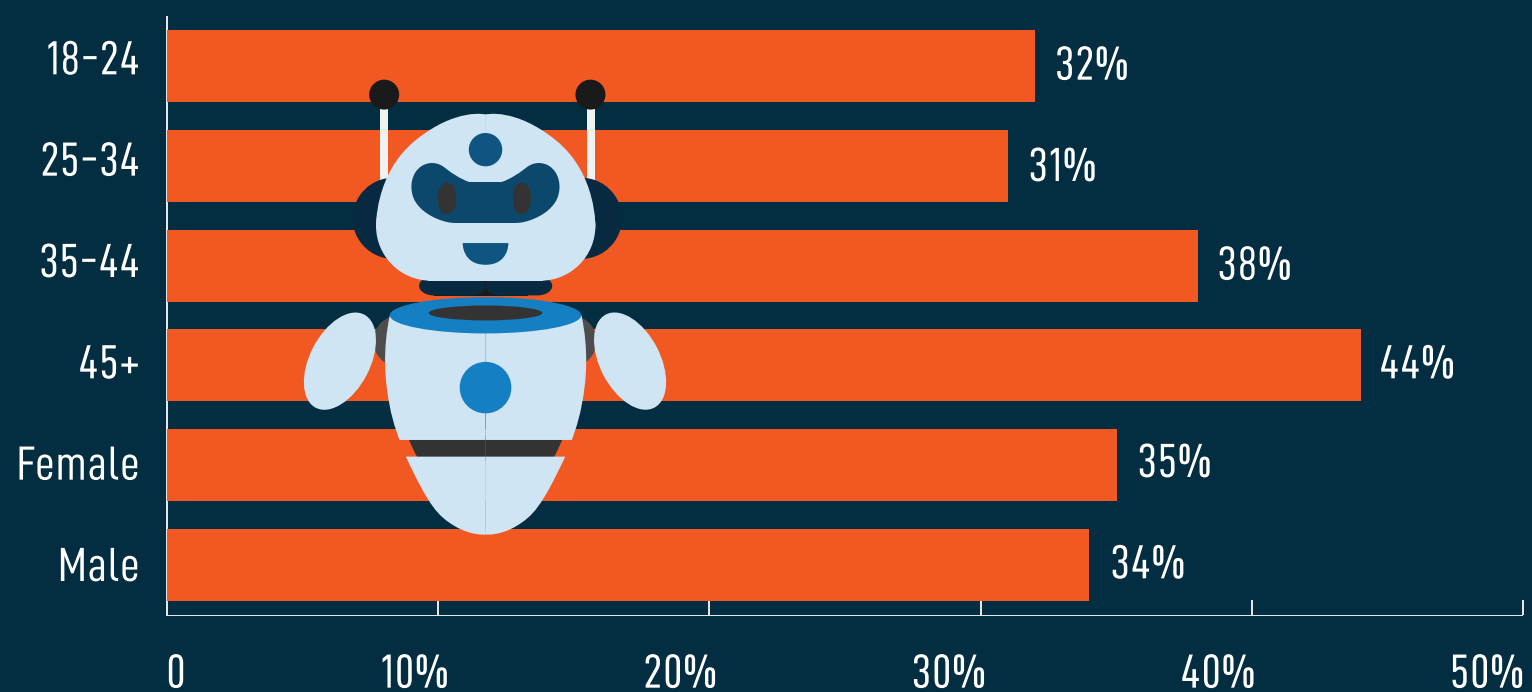
WHAT CONCERNS YOU?

The top-5 themes* that emerged from respondents' concerns about ChatGPT and other AI in personal lives were:

KEY CONCERNS ABOUT FUTURE PERSONAL LIVES



CONCERNS ABOUT THE OVER-RELIANCE ON AI AND UNDERMINING HUMAN INTELLIGENCE AND CREATIVITY



*Data is based on thematic analysis of open-ended responses to the question: "Please tell us about your concerns regarding how ChatGPT and other artificial intelligence will affect your personal life?" This question was only asked to those who expressed concerns about ChatGPT and AI in their personal lives.

THIS RESEARCH PUBLICATION WAS CONCEPTUALISED AND DEVELOPED BY **IN ON AFRICA (IOA)**, WITH SUPPORT FROM DATA COLLECTION PARTNERS **INFOQUEST** AND **TRENDER**

IOA is one of the leading Africa-focused research, intelligence and publishing firms, based in Africa and solely focused on Africa - hence our name, "In On Africa".

Our firm was founded in 2007 and offers a wide range of research and advisory services to guide clients in all industries and sectors across the entire African continent.

IOA aims to 'connect Africa's potential' through the provision of world-class research and analysis that informs data-driven decision-making to accelerate Africa's development.

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This publication has been compiled by IOA for public release, and presents a summary of key findings from IOA's research on South Africans' perceptions and use of ChatGPT across different industries. While IOA believes that the information and opinions contained herein are reliable, we do not make any warranties, express or implied, and assume no liability for reliance on or use of the information or opinions contained herein.

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