ChatGPT Survey

Presented by
Kyle Poerschke & Annie Chu

MKT 6309.0W1

August 6, 2023

Table of Contents

EXECUTIVE SUMMARY

During the month of July, this survey collected responses from various connections of the group members, receiving a total of 55 responses. The research objective was to determine if the inclusion of ChatGPT affects the desirability and trustworthiness of a marketing firm. Our goal was to gather responses from as many business owners as possible, as their opinions are highly significant regarding this matter. The questions focused on gathering information about their understanding and familiarity with ChatGPT before diving into the questions about their perception. After those five questions, we asked various questions to gauge what their perception would be of a marketing strategy firm that uses ChatGPT in research and presentation. Our team also recorded the demographics of the respondents, which included age, education level, job level, company size, and gender.

The data obtained through the questionnaire was analyzed using Excel data analyst & Qualtrics features.

The findings reveal a general acceptance of ChatGPT and similar AI tools in the marketing landscape, with many respondents recognizing the potential benefits such as time-saving, enhanced writing skills, and improved productivity. However, the survey also unearthed a complex interplay between technology integration and trust, with varying opinions on how the use of AI might affect trust within corporate partnerships.

Transparency emerged as a prominent theme, with a clear preference among respondents for open communication about the use of AI in business relationships. This was closely tied to the overwhelming emphasis on the importance of human touch in marketing efforts, with many respondents acknowledging that AI tools like ChatGPT can complement rather than replace human intelligence and creativity.

When faced with a choice between a company relying solely on human intelligence and one blending AI with human creativity, the majority favored the integrated approach. This preference reflects a pragmatic view that values innovation and efficiency while still maintaining a balance with human insights and ethical considerations.

In conclusion, the survey sheds light on the nuanced relationship between AI technology and the business world, highlighting both the opportunities and challenges in its implementation. The insights gained from this study can serve as a valuable guide for marketing firms, helping them

navigate the intricate balance between technology, transparency, and trust as they engage with clients in an increasingly digital landscape.

PROBLEM DEFINITION & RESEARCH OBJECTIVE

PROBLEM DEFINITION:

A marketing strategy firm refers to an organization that offers professional services to businesses with the goal of providing strategic guidance to achieve marketing objectives. These firms typically assist clients in identifying target markets, positioning their products or services, creating marketing campaigns, and evaluating the performance of marketing initiatives. We aim to assess the impact of incorporating ChatGPT as a resource on the desirability and trustworthiness of a marketing strategy firm in the perception of business professionals. While ChatGPT's global usage has proven to enhance productivity, concerns may arise regarding the perceived value and authenticity of its work. Client trust plays a vital role in the success of a marketing firm; therefore, it is crucial to examine how the integration of ChatGPT affects the perceptions of business professionals.

RESEARCH OBJECTIVE:

Conduct a Qualtrics survey of industry leaders and business owners in the Dallas-Fort Worth area to determine if the inclusion of ChatGPT affects the desirability and trustworthiness of a marketing strategy firm.

RESEARCH QUESTIONS - *See Appendix A for the full survey.*

1. Have you used ChatGPT before?
2. Are you aware of all the capabilities of ChatGPT?
3. If yes, on a scale to 5, how helpful have you found it to be?
4. Does your company encourage the use of ChatGPT to assist with work activities?
5. What are the significant benefits you have experienced while using ChatGPT?
6. In your opinion, how useful do you believe ChatGPT can be in a marketing strategy firm on a scale from 1 to 5?
7. On a scale of 1 to 5, how much would the use of ChatGPT affect your trust in the work of a marketing strategy firm?

8. If your business were to partner with a marketing strategy firm, how important would it be that they communicate their use of ChatGPT when on content involving your business?

9. How would you rate the importance of human touch in the work of a marketing firm?

10. Would you view a marketing firm's use of ChatGPT as innovative?

11. Would you view a marketing firm's use of ChatGPT as a lack of human involvement?

12. Is a firm that effectively and creatively uses ChatGPT in hopes of enhancing its work more desirable?

13. Would you be concerned about the authenticity of a marketing firm's work if it incorporates AI like ChatGPT?

14. Do you think a firm that effectively uses ChatGPT could bring a competitive advantage to a marketing firm?

15. Company A operates without the use of ChatGPT, relying entirely on human intelligence, effort, and understanding of the client. On the other hand, Company B blends AI technology with human creativity, which often results in enhanced efficiency and superior work quality. Both companies consistently meet deadlines. Given this context, which company would you be more inclined to engage with as a client?

16. What is your age?

17. What is your highest level of education?

18. What is your job level?

19. What is the size of the company you are employed at/oversee?

20. What is your gender?

METHOD OF DATA COLLECTION

Our team utilized Qualtrics as the medium for distributing and obtaining survey responses. The link to the survey was sent directly to the individuals who we deemed qualified within the metrics and standards we have set. We received 55 responses but determined that 53 surveys were usable for the analysis section.

SURVEY FINDINGS

DEMOGRAPHICS OF RESPONDENTS

In order to proceed with the analysis of the information given, it is important to understand the recipients of the survey through the amalgamation of the demographics responses. Within this

section, our team inquired about the approximate age, the highest level of education, job level, company size, and gender of those completing the survey.

We found that a majority of the individuals were 55+ in age, making up 41.51% of the group, with 45-54 years (18.87%), 35-44 years (16.98%), 25-34 years (16.98%), and 18-24 years (5.66%) trailing behind in descending order. Of the given choices, the majority, with 58.49%, have a Bachelor's degree as their highest level of education, followed by graduate/professional degree at 33.96% and some college at 7.55%.

When asked about their job level, 51.85% of those surveyed held Executive titles in their respective companies. 16.67% were Directors, 12.96% were Managers, 9.26% were Individual contributors, 5.56% were Other, and lastly, 3.70% were Entry-level. This pattern followed our expectation of reaching and receiving responses from primarily business owners.

The survey found that half of the participants were employed at or oversee Small-sized companies of less than 100 employees. Medium-sized companies of roughly 100-500 people came second at 18.52%, Self-employed/contractors at 16.67%, and Large companies of over 500 employees at 14.81%.

Lastly, the respondents were mostly Male (58.49%), with Female at 41.54%. No one selected Other as an option.

Based on the responses to each demographic question, a majority of the individuals are seemingly 55+ male executives with a Bachelor's degree and employed at/overseeing small companies.

FAMILIARITY WITH CHATGPT

The first part of the survey was dedicated to gauging respondents' familiarity and understanding of ChatGPT as a concept. This section served as a foundational introduction to the survey and set the stage for the questions that followed. Out of the respondents, a significant 65.45% have used ChatGPT. While this majority usage indicates a general acceptance and adoption of the technology, there is still a considerable gap to reach the ideal threshold of 80%. This gap may reflect a broader lack of awareness or accessibility to the technology, which warrants further investigation. Interestingly, 60% of respondents were Not Aware of the ChatGPT Capabilities. This statistic is mirrored in the fact that 32.73% have not used ChatGPT at all. This highlights a clear discrepancy between those who have used ChatGPT and the general understanding of its

capabilities. It poses a question regarding the effectiveness of current outreach, education, and marketing surrounding the technology. The survey also delved into the perceived helpfulness of ChatGPT, with a broad spread of responses:

- 27.27% finding it Helpful
- 23.64% Very Helpful
- 14.55% Somewhat Helpful
- 1.82% Little Help

No one found ChatGPT to be Not Helpful, an encouraging sign for its overall utility. This spread suggests that while the majority found it beneficial, there is still room for improvement in enhancing user experience and functionality to meet various needs.

The fourth question asked about the company they work for and their encouragement with the use of chatgpt within their company.

In the final segment of the survey, respondents were asked about the perceived benefits of ChatGPT. The results offer insights into what users and potential users value most about this technology. Time-saving was the leading benefit at 31.31%, which emphasizes the importance of efficiency in today's fast-paced world. This was closely followed by:

- Enhanced writing skills (23.23%)
- Improved productivity (21.21%)
- Increased creativity (15.15%)
- Better problem-solving (9.09%)

The spread of these results could be indicative of a range of applications and perceived values that ChatGPT provides. However, given that 34.55% of respondents have not used ChatGPT and could choose multiple answers, these results might be influenced by misconceptions, stereotypes, or suggestive understanding.

PERCEPTION OF CHATGPT

The bulk of the survey was centered around the perception of a marketing strategy firm that uses ChatGPT. We focused a lot on the nuance of human touch versus artificial intelligence, questioning if the individuals found the software trustworthy, innovative, and reliable.Trust between clients and a marketing strategy firm is paramount to the success of their partnership.

Without trust in the work being executed, the relationship may lack meaningful engagement, hindering the optimal functioning of both entities. In the modern business landscape, there's a growing awareness of tools like ChatGPT and their associated benefits. Yet, when it comes to utilizing such technology in a business-to-business context, especially in the marketing realm, complexities arise. The objective of our study was to investigate the perceptions of business professionals regarding a marketing firm's utilization of ChatGPT for their company's needs. By doing so, we sought to gain insights into how the integration of this AI technology might impact the crucial element of trust within a corporate partnership.

When applied to the context of a marketing strategy firm, 58.18% of respondents responded that they believed ChatGPT would be "Useful" to "Very Useful" (Question 6). This majority perception underscores a general acceptance and possibly even an expectation of technology integration within the marketing strategy landscape. It signifies that business professionals are open to the idea of leveraging AI tools like ChatGPT to enhance marketing efforts.

The survey results reveal a varied and nuanced perception of how the utilization of ChatGPT might affect trust in a marketing strategy firm (Question 7). While a noteworthy 20.00% of respondents believe that the use of ChatGPT would not affect their trust at all, a significant majority, cumulatively 61.82%, believe that it would have a moderate to substantial impact on their trust. The fact that only 3.64% think it would affect their trust "a great deal" may indicate that although there's acknowledgment of an impact, it might not be overwhelmingly drastic for most. This spread of opinions likely reflects the complex relationship between technology integration and trust in the business context. On one hand, it might be seen as an innovation that adds value, especially given the positive perceptions of its usefulness as reflected in other questions. On the other hand, there may be concerns related to authenticity, loss of human touch, or even ethical considerations that moderate or decrease trust.The results emphasize the importance of transparent communication and thoughtful integration of ChatGPT by marketing firms, which is touched on in the responses of the following question.

The survey results pertaining to the importance of communicating the use of ChatGPT in a business partnership with a marketing strategy firm indicate a clear leaning towards transparency (Question 8). A significant majority, totaling 74.54%, believe that it is at least "Moderately important" to "Extremely important" that the marketing firm communicates their use of ChatGPT when working on content for the business. The largest segment, 30.91%, deem it "Very important," underscoring the desire for open communication and a transparent working relationship. This likely reflects an understanding of the impact that technology like ChatGPT can have on the work process and the value that businesses place on knowing how their projects

are being handled.

The survey results on the importance of human touch (Question 9) in the work of a marketing firm present a nearly unanimous consensus, with an overwhelming 96.37% of respondents rating it as either "Important" or "Very Important." This emphatically underscores the value that business professionals place on the personal, intuitive, and emotional aspects that human involvement brings to marketing efforts. Interestingly, when we asked whether they view a marketing firm's use of ChatGPT as a lack of human involvement (Question 11), we found a majority of respondents, 57.41%, do not see the use of ChatGPT as a reduction in human involvement, suggesting that they recognize the ability of AI tools like ChatGPT to complement rather than replace human intelligence and creativity. A smaller segment, 18.52%, did see the usage of ChatGPT as indicative of a lack of human involvement. This perspective might resonate with the strong preference for human touch and could reflect fears that excessive reliance on AI may lead to the loss of personalized communication. While there is broad acceptance that tools like ChatGPT can be part of the marketing landscape, there's also a clear signal that their implementation should be thoughtfully balanced with human insights and creativity.

The response to Question 13 demonstrates the overall lack of consensus over the topic, as the response about their concern with loss of authenticity spread pretty evenly amongst answer choices. While there is a lot of positive reinforcement in the view of ChatGPT in this data, it is still clear, based on this data, that business professionals don't know exactly how to feel about the topic.

Faced with a choice between Company A, operating solely on human intelligence, and Company B, which blends AI with human creativity, an overwhelming majority of respondents, 74.07%, opted for Firm B (Question 15). This indicates a strong preference for the integration of AI technology in pursuit of enhanced efficiency and potentially superior work quality. Only a small fraction of respondents, 7.41%, showed preference for a company relying entirely on human effort, while 18.52% had no preference. This data strongly aligns with the broader theme uncovered throughout the survey: the recognition of AI's potential benefits, coupled with a desire for balance and transparency in its implementation. At the end of the day, the findings suggest that business professionals are keenly focused on efficiency and results. The preference for a firm that leverages AI to enhance creativity and productivity reflects a pragmatic view that values innovation without necessarily sacrificing human touch or ethical considerations. However, the survey also highlighted areas of uncertainty and concern, underscoring the importance of clear communication, education, and thoughtful integration of AI within the industry.

LIMITATIONS OF STUDY

Sample Size and Diversity: The survey has a limited number of respondents (55 or fewer in most questions). This small sample size may not be representative of the broader population of business professionals. We tried to get responses from as many executives as possible, that way we could get a response that held more weight as opposed to 40 entry level job responses. This limited our ability to gather a larger sample size. Furthermore, details about the participants' geographical location, industry background, or company specialization are not provided, limiting the ability to generalize the findings across different contexts.

Selection Bias: If the survey was conducted among a specific group of people, such as those in the tech industry or those already familiar with AI technologies, it might lead to selection bias. It could also include respondents from companies that have no engagement with ChatGPT or similar AI technologies. This could skew the results towards a more favorable or unfavorable view of ChatGPT, depending on the characteristics of the chosen sample.

Interpretation: Some of the questions and answer choices might be subject to interpretation, leading to inconsistencies in how respondents understand and answer them.

Potential for Social Desirability Bias: Questions related to trust, human touch, and innovation might lead to socially desirable answers, where respondents choose what they believe to be the "right" or socially acceptable response, rather than their true opinion.

Lack of Depth in Some Areas: For the sake of creating a survey that was not a burden to complete, we tried to keep it as short as possible while covering as many aspects as possible. Even then, it might lack depth in certain areas such as ethical considerations, potential risks, or long-term impacts of AI integration. This lack of detail may limit the comprehensive understanding of the subject.

Absence of Qualitative Insights: This survey relies solely on quantitative data without incorporating qualitative methods such as interviews or open-ended questions. This approach may limit the ability to explore complex attitudes, beliefs, or contextual factors that influence respondents' perceptions.

Demographic Limitations: Although the survey includes various demographic questions, the information may not be sufficient to understand the impact of different cultural, educational, or industry-specific factors on the perceptions of ChatGPT in marketing firms.

Potential for Survey Fatigue: With 20 questions, respondents may experience survey fatigue, leading to less thoughtful or rushed answers towards the end of the survey. This fatigue could affect the reliability of the data. We fielded two responses where the survey was not entirely completed.

CONCLUSION & RECOMMENDATIONS

The survey demonstrates a nuanced understanding and acceptance of AI technology, like ChatGPT, within the business community. While there is clear recognition of the potential benefits and efficiency that AI can bring, there remains a strong emphasis on human touch, trust, and transparency. Based on these insights, it is recommended that companies looking to integrate AI into their operations should do so in a manner that complements rather than replaces human involvement. We recommend that a marketing firm should learn to leverage prompt engineering to tailor AI responses and functions more accurately and ethically. This advanced customization allows for more context-aware AI responses, ensuring that the technology aligns more closely with specific business needs and ethical considerations. One significant benefit of prompt engineering is its ability to minimize biases and generate results that align more closely with the user's intentions and the task's requirements. It serves as a vital connection between the user's specific knowledge and understanding, which ChatGPT might not initially possess, and the platform's inherent efficiency. With that being said, it is always recommended that a marketing firm review and confirm the help that ChatGPT provides. At the end of the day, the firm's human professionals are the ones who understand the client, their needs, and their unique style best. The final stamp of approval should always come from those who understand the client's essence at its core.Transparent communication about the use of AI with clients will be essential to maintain trust. Additionally, ongoing education and outreach about the capabilities and ethical use of AI can further align expectations and ensure that technology is leveraged to its fullest potential without losing the personalized engagement that business relationships thrive on. By navigating this balance thoughtfully, companies can harness the power of AI to enhance productivity and creativity while honoring the values that remain central to successful business partnerships.

APPENDIX A: QUESTIONNAIRE

This survey will be used to determine if the inclusion of ChatGPT affects the desirability and trustworthiness of a marketing strategy firm. The questions will measure your personal use, familiarity, and perception. Your responses will be kept confidential. Your honesty is highly appreciated.

1.   Have you used ChatGPT before?

☐ Yes
☐ No

2.   Are you aware of all the capabilities of ChatGPT?

☐ Yes
☐ No

3.   If yes, on a scale to 5, how helpful have you found it to be?

☐ 0 = I haven't used it
☐ 1 = Not Helpful
☐ 2 = Little Help
☐ 3 = Somewhat Helpful
☐ 4 = Helpful
☐ 5 = Very Helpful

4.   Does your company encourage the use of ChatGPT to assist with work activities?

☐ Yes
☐ No
☐ We don't discuss it

5. What are the significant benefits you have experienced while using ChatGPT? You may select more than one.

☐ Improved productivity
☐ Increased creativity
☐ Enhanced writing skills
☐ Time saving
☐ Better problem-solving
☐ None of the above

6. In your opinion, how useful do you believe ChatGPT can be in a marketing strategy firm on a scale from 1 to 5?

☐ 0 = I don't know
☐ 1 = Not Useful
☐ 2 = Of Little Use
☐ 3 = Somewhat Useful
☐ 4 = Useful
☐ 5 = Very Useful

7. On a scale of 1 to 5, how much would the use of ChatGPT affect your trust in the work of a marketing strategy firm?

☐ Not at all
☐ A little bit
☐ Somewhat
☐ A good amount
☐ A lot

8. If your business were to partner with a marketing strategy firm, how important would it be that they communicate their use of ChatGPT when on content involving your business?

☐ 1 = Very Unimportant
☐ 2 = Somewhat Important
☐ 3 = Neutral
☐ 4 = Important
☐ 5 = Very Important

9.	How would you rate the importance of human touch in the work of a marketing firm?

- ☐ 1 = Not Important
- ☐ 2 = Of Little Importance
- ☐ 3 = Somewhat Important
- ☐ 4 = Important
- ☐ 5 = Very Important

10.	Would you view a marketing firm's use of ChatGPT as innovative?

- ☐ Yes
- ☐ No
- ☐ Somewhat

11.	Would you view a marketing firm's use of ChatGPT as a lack of human Involvement?

- ☐ Yes
- ☐ No
- ☐ Somewhat

12.	Is a firm that effectively and creatively uses ChatGPT in hopes of enhancing their work more desirable?

- ☐ Yes
- ☐ No

13.	Would you be concerned about the authenticity of a marketing firm's work if they incorporate AI like ChatGPT?

- ☐ Yes
- ☐ No
- ☐ Not sure

14.	Do you think a firm that effectively uses ChatGPT could bring a competitive advantage to a marketing firm?

- ☐ Yes
- ☐ No
- ☐ Not sure

15. Company A operates without the use of ChatGPT, relying entirely on human intelligence, effort, and their understanding of the client. On the other hand, Company B blends AI technology with human creativity, which often results in enhanced efficiency and superior work quality. Both companies consistently meet deadlines. Given this context, which company would you be more inclined to engage as a client?

☐ Firm A
☐ Firm B
☐ No preference

The following questions are for classification purposes only:

16. What is your age?

☐ 18-24
☐ 25-34
☐ 35-44
☐ 45-54
☐ 55+

17. What is your highest level of education?

☐ Some high school
☐ High school diploma/GED
☐ Trade or vocational degree
☐ Some college
☐ Associate degree
☐ Bachelor's degree
☐ Graduate or professional degree

18. What is your job level?

☐ Executive
☐ Director
☐ Manager
☐ Entry-level
☐ Individual contributor
☐ Other

19. What is the size of the company you are employed at/oversee?

☐ Self-employed/Contractor
☐ Small (<100)
☐ Medium (100-500)
☐ Large (500+)

20. What is your gender?

☐ Male
☐ Female
☐ Other: _____

APPENDIX B: SUMMARY STATISTICS

1. Have you used ChatGPT before?

#	Field		Choice Count
2	Yes	65.45%	36
1	No	34.55%	19
			55

2. Are you aware of all the capabilities of ChatGPT?

#	Field		Choice Count
2	Yes	65.45%	36
1	No	34.55%	19
			55

3. If yes, on a scale to 5, how helpful have you found it to be?

#	Field		Choice Count
1	0 = I haven't used it	32.73%	18
2	1 = Not Helpful	0.00%	0
3	2 = Little Help	1.82%	1
4	3 = Somewhat Helpful	14.55%	8
5	4 = Helpful	27.27%	15
6	5 = Very Helpful	23.64%	13
			55

4. Does your company encourage the use of ChatGPT to assist with work activities?

#	Field		Choice Count
1	No	67.27%	37
2	Yes	32.73%	18
			55

5. What are the significant benefits you have experienced while using ChatGPT?

#	Field		Choice Count
1	Improved productivity	21.21%	21
2	Increased creativity	15.15%	15
3	Enhanced writing skills	23.23%	23
4	Time saving	31.31%	31
5	Better problem-solving	9.09%	9
			99

6. In your opinion, how useful do you believe ChatGPT can be in a marketing strategy firm on a scale from 1 to 5?

#	Field		Choice Count
1	0 = I don't know	20.00%	11
2	1 = Not Useful	0.00%	0
3	2 = Of Little Use	0.00%	0
4	3 = Somewhat Useful	21.82%	12
5	4 = Useful	32.73%	18
6	5 = Very Useful	25.45%	14
			55

7. On a scale of 1 to 5, how much would the use of ChatGPT affect your trust in the work of a marketing strategy firm?

#	Field		Choice Count
1	1 = Not at all	20.00%	11
2	2 = A little	18.18%	10
3	3 = A moderate amount	36.36%	20
4	4 = A lot	21.82%	12
5	5 = A great deal	3.64%	2
			55

8. If your business were to partner with a marketing strategy firm, how important would it be that they communicate their use of ChatGPT when on content involving your business?

#	Field		Choice Count
1	1 = Not at all important	16.36%	9
2	2 = Slightly important	9.09%	5
3	3 = Moderately important	25.45%	14
4	4 = Very important	30.91%	17
5	5 = Extremely important	18.18%	10
			55

9. How would you rate the importance of human touch in the work of a marketing firm?

#	Field	Choice Count	
1	1 = Not Important	1.82%	1
2	2 = Of Little Importance	0.00%	0
3	3 = Somewhat Important	1.82%	1
4	4 = Important	23.64%	13
5	5 = Very Important	72.73%	40
			55

10. Would you view a marketing firm's use of ChatGPT as innovative?

#	Field	Choice Count	
1	Yes	45.45%	25
2	No	16.36%	9
3	Somewhat	38.18%	21
			55

11. Would you view a marketing firm's use of ChatGPT as a lack of human involvement?

#	Field	Choice Count	
1	Yes	18.52%	10
2	No	57.41%	31
3	Somewhat	24.07%	13
			54

12. Is a firm that effectively and creatively uses ChatGPT in hopes of enhancing its work more desirable?

#	Field		Choice Count
1	No	43.64%	24
2	Yes	56.36%	31
			55

13. Would you be concerned about the authenticity of a marketing firm's work if it incorporates AI like ChatGPT?

#	Field		Choice Count
1	No	34.55%	19
2	Yes	27.27%	15
3	Not Sure	38.18%	21
			55

14. Do you think a firm that effectively uses ChatGPT could bring a competitive advantage to a marketing firm?

#	Field		Choice Count
1	Yes	49.09%	27
2	No	5.45%	3
3	Not Sure	45.45%	25
			55

15. Company A operates without the use of ChatGPT, relying entirely on human intelligence, effort, and understanding of the client. On the other hand, Company B blends AI technology with human creativity, which often results in enhanced efficiency and superior work quality. Both companies consistently meet deadlines. Given this context, which company would you be more inclined to engage with as a client?

#	Field	Choice Count	
1	Firm A	7.41%	4
2	Firm B	74.07%	40
3	No Preference	18.52%	10
			54

16. What is your age?

#	Field	Choice Count	
1	18-24	5.66%	3
2	25-34	16.98%	9
3	35-44	16.98%	9
4	45-54	18.87%	10
5	55+	41.51%	22
			53

17. What is your highest level of education?

#	Field		Choice Count
1	Some high school	0.00%	0
2	High school diploma/GED	0.00%	0
3	Trade or vocational degree	0.00%	0
4	Some college	7.55%	4
5	Associate degree	0.00%	0
6	Bachelor's degree	58.49%	31
7	Graduate or professional degree	33.96%	18
			53

18. What is your job level?

#	Field		Choice Count
1	Executive	51.85%	28
2	Director	16.67%	9
3	Manager	12.96%	7
4	Entry-level	3.70%	2
5	Individual contributor	9.26%	5
6	Other	5.56%	3
			54

19. What is the size of the company you are employed at/oversee?

#	Field		Choice Count
1	Executive	51.85%	28
2	Director	16.67%	9
3	Manager	12.96%	7
4	Entry-level	3.70%	2
5	Individual contributor	9.26%	5
6	Other	5.56%	3
			54

20. What is your gender?

#	Field		Choice Count
1	Male	58.49%	31
2	Female	41.51%	22
3	Other	0.00%	0
			53

APPENDIX C: SIGNIFICANT CROSS TABS

Cross Tab #1

Cross Tabulation Analysis

Cross Tab Variables Analyzed

Row Variable		Q1 >>> Have they used ChatGPT								
Column Variable		Q10 >>>Would they view it as a lack of human involvement					alpha=.05		Statistical Values	
							cv = 5.99	*Chi Sq*	*df*	
								6.88	2	

Observed Frequencies							Have Used Chat GPT		
#		1=Yes	2=No	3=Somewhat	Total		Belive it's innovative	Fe = (10*36)/54	6.67
1	Yes	4	25	7	36		Don't believe its innovative	Fe = (31*36)/54	20.67
2	No	6	6	6	18		Somewhat	Fe = (13*36)/54	8.67
Grand Total		10	31	13	54		Haven't used ChatGPT		
							Belive it's innovative	Fe = (10*18)/54	3.33
There is a relationship between these two variables		(95% Confidence)					Don't believe its innovative	Fe = (31*18)/54	10.33
							Somewhat	Fe = (13*18)/54	4.33

$$x^2 = (4-6.67)^2/6.67 + (25-20.67)^2/20.67 + (7-8.67)^2/8.67 + (6-3.33)^2/3.33 + (6-10.33)^2/10.33 + (6-4.33)^2/4.33 = 6.88$$

Cross Tab #2

Cross Tabulation Analysis

Cross Tab Variables Analyzed

Row Variable		Q1 >>> Have they used ChatGPT								
Column Variable		Q1 >>>Age						alpha=.05		Statistical Values
								cv = 9.488	*Chi Sq*	*df*
									5.06	4

Observed Frequencies								Have Used Chat GPT		
#		18-24	25-34	35-44	45-54	55+	Total	18-24	Fe = (3*34)/53	1.92
1	Yes	3	6	6	6	13	34	25-34	Fe = (9*34)/53	5.77
2	No	0	3	3	4	9	29	35-44	Fe = (9*34)/53	5.77
Grand Total		3	9	9	10	22	53	45-54	Fe = (10*34)/53	6.42
								55+	Fe = (22*34)/53	14.11
Use is independent of Age		(95% Confidence)						Haven't used ChatGPT		
								18-24	Fe = (3*29)/53	1.64
								25-34	Fe = (9*29)/53	4.92
								35-44	Fe = (9*29)/53	4.92
								45-54	Fe = (10*29)/53	5.47
								55+	Fe = (22*29)/53	12.04

$$x^2 = (3-1.92)^2/1.92 + (6-5.77)^2/5.77 + (6-5.777)^2/5.77 + (6-6.42)^2/6.42 + (13-14.11)^2/14.11 \ (0-1.64)^2/1.64 + (3-4.92)^2/4.92 + (3-4.92)^2/4.92 + (4-5.47)^2/5.47 + (9-12.04)^2/12.04 = 5.06$$