



Glimpse Case Study

Investigating Generative AI Adoption in the Future of Work with Charter Works, a Leading B2B Media Organization

[Charter Works](#) is a next-generation media and insights company focused on the future of work.

Helmed by Kevin Delaney, formerly the founding editor-in-chief and co-CEO of Quartz, and managing editor of The Wall Street Journal online, and Erin Grau, former VP of Transformation at The New York Times, their editorial content is extremely research-driven.

Client Challenge

Charter wanted to understand the reality of generative AI adoption within organizations. They believe that, “understanding workers’ and managers’ lived experiences and perspectives is critical for pursuing this goal.”

But they were dissatisfied with the existing approaches to research available to them. Traditional survey platforms couldn’t capture the texture of people’s experiences with generative AI, and interviews and focus groups, while important, weren’t scalable enough to capture differences between the experiences of different groups of people.

Charter’s ultimate goal: using new approaches to research to “*shine light on alternative paths that can produce better societal outcomes.*”

Glimpse Solution

Together with Glimpse, Charter surveyed 1,173 individual contributors and managers about their experiences, hopes, and fears relating to generative AI. The study targeted three sectors across the US economy: manufacturing, service, and knowledge work. Charter also collected guidance and insights “from a range of practitioners, labor economists, research scientists, and organizers.”

The research scrutinizes the potential disparities faced by women, workers of color, and those over 55 due to AI and automation. It also cautions against reflexive adoption for cost-cutting, emphasizing the need to seize the opportunity for value creation and job quality enhancement.

Here are some of the important findings, as published by Charter:

+26%

Over half of Black respondents express concern about AI replacing them in their jobs in the next five years (53%), a level 26% higher than for white respondents.

+20%

Yet Black workers and managers express more enthusiasm about using generative AI tools at work in the future (60% vs. 48% for their white peers). They are 18% more likely to be using generative AI tools as part of their day-to-day work already.

-29%

Women respondents (35%) are less likely than male respondents (49%) to be using generative AI tools in their jobs currently.

+30%

Men are much more likely to agree to the statement "I am excited about the prospect of using generative AI as part of my day-to-day-work" (66% of men compared to 46% of women).

Charter took full advantage of Glimpse’s focus on natural language and generative AI capabilities, discovering themes across thousands of open-ended responses as a

result. For instance, on the importance of clear workplace communication about ai adoption:

“We have already had discussion around this. My employer is committed to making our jobs easier, and not to getting rid of or replacing us with AI. My org can help ensure that with discussions, training, reassignments, and understanding the value of human input. I think training is a huge pro in alleviating concerns.”

Take a look at the complete [Charter Playbook here!](#) It's a powerful guide to the AI adoption landscape by Emily Goligoski, Charter SVP and Head of Research, and Jacob Clemente, Charter Pro Journalist.

Outcomes

The research was extremely successful in helping Charter make data-backed generative adoption recommendations to their hundreds of thousands of readers within organizations:

- ✓ Recognize that discourse around AI can be exclusionary, and set a more inclusive tone.
- ✓ Involve workers as stakeholders in the design, selection, and implementation of AI technology.
- ✓ Learn how your organization's workers and managers want to be developed.
- ✓ Frame AI usage in terms of raising the quality of work and workers' autonomy, instead of efficiency and cost-cutting.
- ✓ Focus on lower-skilled people who could see greater gains.
- ✓ Prioritize inclusive AI engagement by involving people in groups that are least likely to be using AI today.
- ✓ Communicate to employees how AI could change their roles...
- ✓ ...without making sweeping decisions and predictions.

The research also helped Charter succeed as a media platform, by:

- Increasing the engagement of current subscribers
- Driving new subscribers to the platform
- Serving as a valuable part of Charter's marquee live event, [The Workplace Summit](#)
- Generating earned media from journalists at media companies like Bloomberg and Fortune.

Charter's partnership with Glimpse validates our emphasis on open-ended, human language responses, top-of-mind awareness, and emotion & sentiment. Charter's world-class researchers and journalists were able to use Glimpse to bring to life a deeper, more nuanced narrative about generative opportunities and risks.