

This company adopted AI. Here's what happened to its human workers

[Researcher Erik Brynjolfsson], together with MIT economists Danielle Li and Lindsey R. Raymond, [released](#) what is, to the best of our knowledge, the first empirical study of the real-world economic effects of new AI systems. They looked at what happened to a company and its workers after it incorporated a version of ChatGPT, a popular interactive AI chatbot, into workflows.

What the economists found offers potentially great news for the economy, at least in one dimension that is crucial to improving our living standards: AI caused a group of workers to become much more productive. Backed by AI, these workers were able to accomplish much more in less time, with greater customer satisfaction to boot.

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In effect, the AI chatbot is basically mimicking the company's top performers, who have experience on the job. And it's pushing newbies and low performers to act more like them. The machine has essentially figured out the recipe for the magic sauce that makes top performers so good at their jobs, and it's offering that recipe for the workers who are less good at their jobs.

[**This is an excerpt. Read the full article here**](#)