

# Beyond Technology: Understanding responsible generative AI integration in organizations & the influence of social-cultural factors

Kate Cassidy & Michelle Chen,  
Dept. of Communication, Popular Culture & Film  
Brock University, Niagara, Ontario, Canada

Digital Regulation in the Public Interest: Surveying the Field November 7, 2023

# Why Study Generative AI use in Organizations?

- Organizations are embracing and experimenting with the use of Generative AI across diverse domains (George, George, & Martin, 2023)
- Important to understand GAI implementation in organizations as it relates to benefits but also risks
- Generative AI is a branch of AI that can generate novel, original, or creative content such as text, images or audio in response to an input (i.e., a prompt)
- Applies generative AI techniques to provide algorithm-generated conversational responses to prompts by learning the patterns and regularities of human language (Paul, Ueno, & Dennis, 2023)

## **What makes this unique to the field of communication studies?**

- Communication is typically understood as human-human interaction
- Conversational responses by GAI highlights the need to see it from the perspective of a communicator capable of interacting with users in a meaning-making process (Guzman, 2019; Guzman & Lewis, 2020; Mou & Xu, 2017)
- Through this interaction between users and generative AI that a relationship is formed, which has multiple implications at the implementation and broader societal level

# Understanding Responsible Use: A Multi-level Approach

## Responsible use effective + ethical

- Ethical – Managing bias, data privacy, misinformation control, accountability, transparency, and job displacement *AS WELL AS* concern for human autonomy, and long-term impacts on psychology, society, and the environment.

## User, interaction, and context is key

- Given the nature of risks, the central role of communication and collaboration, and assuming mutual shaping of social structures and human actions (GAI as communicator and collaborator, structuration theory, the communicative constitution of organizations).
- Responsible use can't be addressed simply through design and regulation.
- Human interaction and communication as central - > Multilevel examination into social-cultural factors (culture, collaborative practices, individual competencies).

# Research Questions

- How do individuals within knowledge-based organizations perceive, and communicate about, the integration of Generative Artificial Intelligence (GAI) into their daily practices?
- Is GAI use influenced by aspects of organizational culture and does it, in turn, influence organizational culture?
- What are the implications of our findings for responsible GAI use in organizations?
- What are the implications of our findings for skill (including transversal skill) development?
- What are the implications for policy, practices, and GAI literacy education in the workplace?

# Contributions

- To contribute to the emerging communication field that approaches GAI from the lens of a communicator 'with which', instead of merely 'through which', people interact
- To bridge the gap between ethical discourse and technology adoption by emphasizing responsible AI use in organizations
- To explore the idea that GAI can shape, and be shaped by, organizational culture and communication
- To shed light on important human aspects potentially overlooked during AI integration in the workplace (culture, collaborative practices, and competencies including transversal skills), offering a more comprehensive model
- To develop insights that will support policy as well as GAI literacy for organizations
- To assert the place of organizational communication and culture within the overlapping fields of GAI, new media, and ethics