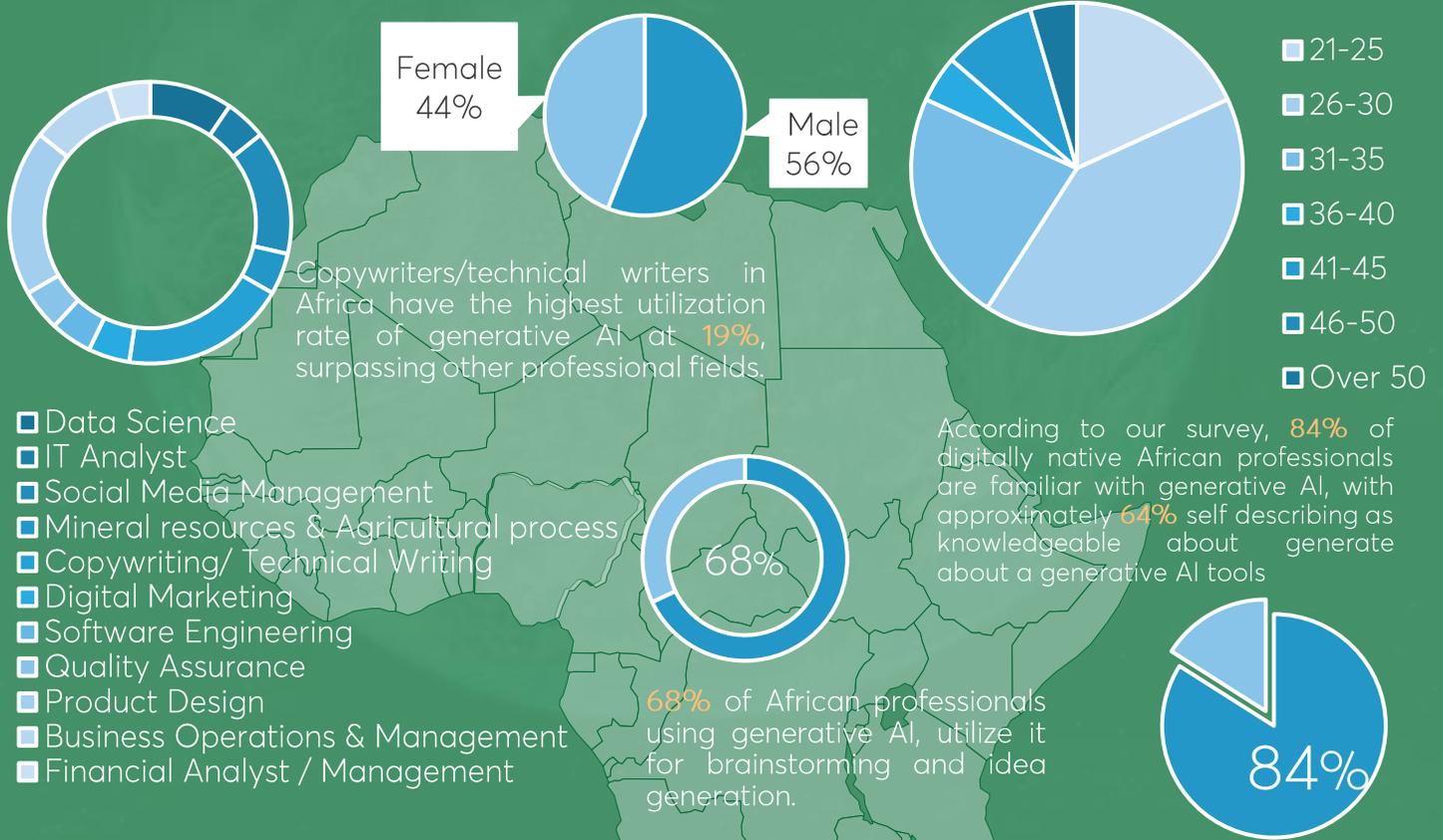# Across all sectors **AI** is transforming how African professionals learn and work

Solutions

Over the last few months, we have been exploring the impact of AI on tech-savvy African professionals, exploring how it has affected work processes, enabled informed decision-making and perhaps enhanced productivity and innovation in their workplaces.

Female 44%

Male 56%

- 21-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50
- Over 50

Copywriters/technical writers in Africa have the highest utilization rate of generative AI at **19%**, surpassing other professional fields.

- ☐ Data Science
- ☐ IT Analyst
- ☐ Social Media Management
- ☐ Mineral resources & Agricultural process
- ☐ Copywriting/ Technical Writing
- ☐ Digital Marketing
- ☐ Software Engineering
- ☐ Quality Assurance
- ☐ Product Design
- ☐ Business Operations & Management
- ☐ Financial Analyst / Management

According to our survey, **84%** of digitally native African professionals are familiar with generative AI, with approximately **64%** self describing as knowledgeable about generate about a generative AI tools

68%

68% of African professionals using generative AI, utilize it for brainstorming and idea generation.

84%

Behaviour Surrounding Use of AI

72% of digitally native African professionals comfortably use generative AI technology in their workplaces, indicating a positive attitude towards AI adoption. The below key findings highlight the challenges that will likely affect the wide adoption of AI.

Adoption and Disclosure: 65.4% of digitally native African professionals use generative AI in their work, but **83%** feel their use of AI should not have to be disclosed, highlighting non-transparency and a fear of reputational consequences.

Complexity and Navigation: 46.2% of digitally native African professionals, typically older, find generative AI tools difficult to navigate, emphasising the importance of user-friendly interfaces and training programmes.

Methodology

The survey gathered insights on the knowledge, experiences, and opinions of African professionals already using technology in some form in their work. Commonly used generative AI tools were ChatGPT and Bard.

We explored participants' familiarity with and experiences with generative AI as well as their comfort level navigating such tools.

Most interesting was the unwillingness to disclose the use of AI in their work, and the likelihood of recommending generative AI for work.

Contact Us

spurt.solutions

+2348161130265

research@spurt.group