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Managers Survey May-June 2024 (#176722)

Created: 05/27/2024 06:01 AM (PT)

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1) Have any data been collected for this study already?

No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?

We continue collecting data for the project "Will Artificial Intelligence get in the way of gender equality?". This study examines the following hypothesis: whether generative AI skills (e.g., ChatGPT) are valued in the labor market, with the aim of examining the labor market consequences of a gender gap in use of generative AI. We conduct a survey on managers in the industries that hire students from our earlier sample (NHH students) and assess whether they value: (i) applicants to jobs showcasing generative AI skills, (ii) workers with increased productivity using generative AI skills. We use the following survey methods to study this question:

1. Conjoint study with managers evaluating hypothetical applicant profiles in the present and their expected answers in three years.
2. Vignette experiment where managers make a career advancing decision between two candidates.
3. Survey questions on usage and perceptions over the use of ChatGPT in the workplace.

3) Describe the key dependent variable(s) specifying how they will be measured.

We have three main dependent variables.

Y_1: Score given by managers to a current hypothetical candidate represented by a profile card (conjoint study). This is collected by presenting two randomly selected profiles to the manager and asking to give a score to each. 5 types of profiles are being evaluated: (1) Woman - High grades - ChatGPT expertise (WHC), (2) Woman - High grades - No ChatGPT expertise (WHN), (3) Man - High grades - ChatGPT expertise (MHC), (4) Man - High grades - No ChatGPT expertise (MHN), (5) Man - Average grades - ChatGPT expertise (MLC).

Y_2: Score given by managers to a future hypothetical candidate, applying in three years, represented by a profile card. This is collected by presenting to the manager one out of two possible profiles, and asking to give a score (possible profiles: WHN-MLC).

Y_3: Binary variable with value 1 if a manager selected for a "promotion track" the fastest candidate out of two to finish a task (hypothetical scenario).

4) How many and which conditions will participants be assigned to?

For dependent variables:

Y_1: participants will be presented two profiles randomly assigned from a set of 10 possible profiles, representing the five types.

Y_2: participants will be presented one out of two possible types of profiles: WHN and MLC.

Y_3: there are 2 main conditions, which are (1) the managers are explicitly told which candidate used ChatGPT for performing the task (2) the managers are not told who used ChatGPT. A second layer of randomization corresponds to variations in the gender of the two possible candidates.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.

Y_1: using linear regression, we will estimate the differences between average scores across the following comparison of types: (1) WHC-WHN, (2) MHC-MHN, (3) WHN-MLC.

Y_2: using linear regression, we will estimate the differences between average scores across the types: WHN and MLC.

Y_3: using linear regression we estimate differences between selecting the fastest candidate across the two main specifications: whether the use of ChatGPT was explicit or not (Explicit). We are also interested in the interaction term of Explicit and Female, which is a binary variable that takes value 1 if the fastest candidate was a woman.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.

Any incomplete survey or surveys answered in less than 30 seconds will be discarded.

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.

Survey will be implemented until 1000 managers have completed the survey.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)

As secondary outcomes in the manager's hiring tasks (Y_1 and Y_2) we also obtain decisions of whether a candidate is called for an interview or not, and whether they are able to negotiate salary. In addition, we collect answers for a series of questions over perceptions and attitudes towards generative AI and other questions capturing the value of generative AI in the workplace.