Communicating Artificial Intelligence
## The bots are here but do *we* know where we are going?

CSCE Centre for Strategic Communication Excellence

The 2018 Communicating AI Survey

The purpose of this survey was to benchmark what communication professionals know, feel and are doing on AI now, what knowledge is needed to be AI-ready and how they can assist in the process of "unveiling AI" in their companies.

Who Participated

More than **230** communication professionals from **25** countries
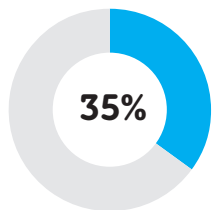
35%
Of respondents are currently communicating AI
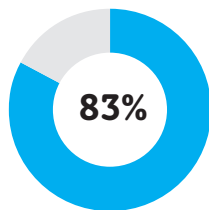
83%
Of respondents described themselves as a Strategic Advisor or Business Leader

Currently using AI tools in their own communication work
- **40%** Yes
- **56%** No
- **4%** Unsure

Readiness for communicating AI

Both those in organisations already communicating AI and those in organisations who aren't currently communicating AI chose dealing with ambiguity; management understanding the time it takes to learn new things; and new skills to learn, as their top three concerns about AI.
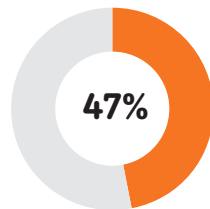
Those already communicating AI

63%
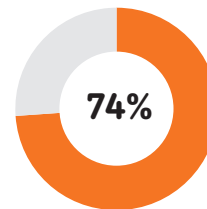Feel ready to communicate AI to stakeholders
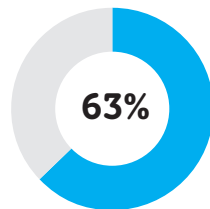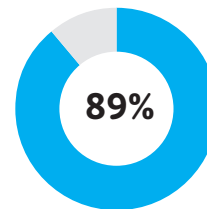
89%
Plan to learn more about AI

Those who aren't communicating AI

47%
Feel ready to communicate AI to stakeholders

74%
Plan to learn more about AI

"Websites, blogs, industry meetings/conferences and professional development programs are planned sources for learning about AI."

We can take small steps now to build knowledge on AI

Communicating professionals can mediate challenges in learning and understanding more about AI by taking small steps now to become familiar with AI.

Skills needed to communicate AI

1. Strategic context of AI as a global organisational issue.
2. Change strategy and management as the digital transformation advances and the pace of transformation accelerates.
3. Message strategy that focuses on organisational direction and understanding.

What communication professionals need to know:

The AI value proposition; AI strategies; best practices in communicating AI.

Continuing to provide strategic value

Respondents felt strongly that:
> Communication should serve a leadership role in communicating AI.

> Organisations should have an AI strategy to guide activities touched by AI.

> The disruption of AI will require people to be patient in learning new ways to do things.

"The communication industry has room for growth in fostering AI communication so communication professionals can serve a strategic leadership role."

www.cropleycomms.com