



Artificial Intelligence in Knowledge Work - information, solutions and visions

We invite you to participate in the Artificial Intelligence in Knowledge Work – information, solutions and visions -research project carried out by the Finnish Institute of Occupational Health. The project examines the effects of the use of generative AI in knowledge work. Your workplace is one of the project's target organisations. Participation in the research is completely voluntary.

Why is the study conducted?

In addition to opportunities, generative AI involves many risks. Utilising generative AI in a way that promotes work productivity, and the meaningfulness of knowledge work requires new kinds of skills and understanding from workplaces. The aim of the Artificial Intelligence in Knowledge Work project is:

1. Understand the current and future impacts of the use of generative artificial intelligence in knowledge work and workplaces (interviews and surveys at target workplaces).
2. Investigate the connections between the use of generative artificial intelligence and job control, meaningfulness and well-being in different sectors and at different career stages (2023 survey on working conditions).
3. Map out alternative long-term development possibilities and trajectories of knowledge work that utilises generative artificial intelligence, as well as the impacts of such trajectories at the workplace and labor market levels, and the prerequisites for their realisation (Scenario Work).

In addition, the project will produce a practical tool, a roadmap, based on the research conducted within the project and previous studies, to support organisations in the adoption and visioning of the use of artificial intelligence.

We invite you to participate in the study because your workplace is involved in the project as a target organisation. This means that research data is collected among the staff at your workplace (knowledge workers, management and HR representatives). We interview about 10 knowledge workers and 2–4 management and HR representatives at your workplace. We will also conduct a survey among your workplace's personnel three times during the project. We invite you to participate in both the interview (depending on your role as a knowledge worker or as a HR/management representative) and the survey.

Participation in the interview and survey is completely voluntary. Also, answering one of the surveys does not mean that you must answer all three surveys, it is possible to stop at any time.

By participating in research, you help increase understanding of the use of generative AI in Finnish workplaces and accumulate information on the effects of its use in knowledge work.

How is the study conducted?

The study utilises both existing data (2023 Quality of Work Life Survey) and collects new qualitative and quantitative data. The project utilises the following materials, the first three of which will be collected at your workplace:

- **Interviews with knowledge workers** (N=10 interviews/workplace). The interviews will be conducted in 2025. The duration of one interview is approx. 1,5 h. Interviews are conducted during working hours and recorded. Interviews can be conducted either remotely via Teams or face-to-face.
 - A survey carried out among **the target organisation's personnel**. The survey will be carried out three times during the project and it will be used to gather information on changes in the use and impacts of generative AI. The survey can be answered during working hours. It takes about 20 minutes to complete.
 - **Interviews with HR representatives and management of organisations** (N = 2-4/workplace). The interviews will be conducted in 2025. Duration of one interview 1,5 h. Interviews are conducted during working hours and recorded. They can be conducted either remotely via Teams or face-to-face.
- AI-visions survey** for the members of the Finnish Association for Human Resource Management (Henry ry) (the survey link is distributed in the Henry ry newsletter).
- In addition, **a survey will be carried out among financial sector actors**. The survey link is distributed in the newsletters of Finance Finland, Trade Union Pro, Service Sector Employers PALTA and The Federation of Professional and Managerial Staff YTN.
- The project also utilises the **2023 Quality of Work Life Survey** (N= approx. 4,000) data (where the subjects are e.g. the use of artificial intelligence at work, work management, competence, meaning of work, well-being, work engagement, industry, sp, age, career stage)

Diverse data and a multi-method approach (utilising both qualitative and quantitative data) ensure that we get a good picture of the studied phenomenon. By collecting survey data in target organisations three times during the project, we can also assess changes during the project (1.9.2024–28.2.2027).

Participating in an interview via Teams requires a quiet space. If necessary, the interview can also be conducted face-to-face at the workplace, even then it is a good idea to reserve a quiet space for the interview.

Participation in the interview requires recordable consent to participate. In the case of the surveys, answering them is interpreted as proof of consent to participate.

What information is collected?

The interviews and surveys are conducted to gather data on the experiences of using generative artificial intelligence and its perceived impacts. Additionally, views on the role of generative artificial intelligence in the future and the needs for skill development brought about by generative artificial intelligence will be mapped. The focus of interviews with representatives from management and HR will be on the use of

generative artificial intelligence at the organisational level. Particular areas of interest include the objectives and strategies related to the utilisation of generative artificial intelligence, as well as the needs for skill development it brings and the ethical issues associated with its use.

In the interviews with knowledge workers and management/HR representatives contact information (name and email address), background information, and opinion data will be gathered. The surveys will collect opinion and background information from all respondents. Contact information will only be collected if the respondent indicates their interest in participating in the interview through the survey and voluntarily provides their contact information. Contact information related to the interviews can also be obtained from the employer if the interviewee has granted permission to do so. Therefore, contact information of the subjects can be obtained either from the subjects themselves or from their employer. All background and opinion data will be obtained from the subjects themselves

Who conducts the research?

The study is carried out by the Finnish Institute of Occupational Health and funded by the Finnish Work Environment Fund and the Finnish Institute of Occupational Health. The target organisations of the project are the following workplaces whose personnel collect research material: Fondia Oyj, Nitor Group Oy, Psycon Oy, Solita Oy and Yleisradio Oy. In addition, the project involves cooperation with Henry ry, whose members collect AI vision survey material, and Finance Finland, which coordinates the dissemination of the survey aimed at financial sector actors.

The Finnish Institute of Occupational Health owns the resulting data.

When will the study be conducted?

The study started on 1.9.2024 and will end on 28.2.2027.

The project's interview data (but no other data) will also be used in the Finnish Institute of Occupational Health subproject (2025–2031) of the Renewing Capitals research project, if the project receives a positive funding decision from the Academy of Finland in 2025. For more information about the Renewing Capitals research project, please contact Research Professor Ari Väänänen (ari.vaananen@ttl.fi) or the project brochure, which will be delivered to the interviewees in advance.

In addition, the Artificial Intelligence in Knowledge Work may be accompanied by further research on its topic (generative artificial intelligence and expert work). Contact related to further research may occur in 2026–2030. Agreeing to further contact is also voluntary, and you can participate in this study even if you do not agree to further contact. Further research will be informed personally upon contact.

Any questions?
Contact us!



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More about the project: <https://www.ttl.fi/en/research/projects/artificial-intelligence-in-knowledge-work-information-solutions-and-visions>

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The Finnish Work Environment Fund

More information on participation in research and data protection

Do you wish to take part in a voluntary study?

The Finnish Institute of Occupational Health is an expert organization on well-being at work. We carry out a lot of scientific research. You have been invited to take part in a scientific study "Artificial Intelligence in Knowledge Work – information, solutions and visions".

Participation is completely voluntary, and you have the right to decline from participating. In addition, you can discontinue your participation and, for example, not respond to a survey or interview at any time during the study. You may also withdraw your consent to participate in the study and you will not be contacted anymore.

If you quit or cancel your participation in the study, we will use the data collected thus far in the study. If you do not wish for your data to be used in the study, you can object to the processing of your personal data. This means that your data will no longer be used for research purposes, but your data will be transferred to the Finnish Institute of Occupational Health's archives for permanent storage. Analyses that have already been conducted cannot be erased, however. Quitting the study or withdrawing your participation at any point before the end of the study will not have an impact on how you are treated now or in the future.

Legal basis for processing personal data and the related rights

The study involves the processing of personal data. The purpose of processing personal data is to carry out a scientific study. The processing of personal data is based on public interest. Special categories of personal data are also processed for research purposes in this study.

You have the right to object to the processing of personal data, i.e. request that your personal data are not used in the study. In this case, your personal data are not used for research purposes and the data will permanently be archived by the Finnish Institute of Occupational Health.

You have the right to access your data, inspect the personal data concerning you and receive a copy of the data. You have the right to request the data are rectified. You also have the right to request a restriction on the processing of personal data. Furthermore, you have the right to lodge a complaint regarding the processing of personal data with the data protection supervisory authority.

We can carry out these requests if we are in possession of adequate personal data that make it possible to identify you. If you want to exercise your rights concerning the processing of personal data, contact the Data Protection Officer.

Further information about data protection: <https://www.ttl.fi/en/privacy-notice/scientific-research-and-development-project-registers>

The data are processed securely

We process your personal data legally, securely and confidentially. We will use the data only for the purpose of scientific research.

We use the services of IT service providers that provide us with technical solutions for data processing. Personal data are processed in IT services suitable and secure for each type of data. The Finnish Institute of Occupational Health has an agreement with each IT service provider, and the terms and conditions for the processing of personal data have been defined. We also use the services of service providers that transcribe audio recordings into written text. For more information about the service providers, contact the study's Principal Investigator or Data Protection Officer.

Reporting the results

We publish scientific publications and other publications related to the study, such as media releases. We may issue a work report to the funder of the study and the workplace.

We report the results in a way that makes it impossible to identify individual participants. Information about an individual employee will not be given to the employer

Data retention, disclosure and further use

The National Archives of Finland has mandated the study materials of the Finnish Institute of Occupational Health along with the related personal data to be stored permanently. Consequently, we will store the materials and personal data permanently in the archives of the Finnish Institute of Occupational Health after the study.

It is possible that the data are used for subsequent studies. The data may be disclosed to other parties conducting scientific research in accordance with the law. Information about further use of the data will be provided personally, if necessary and possible, on the website of the Finnish Institute of Occupational Health or by other parties conducting research.

Contact us

If you have any questions or you want to exercise your rights concerning the processing of personal data, contact the study's Principal Investigator or our Data Protection Officer. We would be happy to provide additional information:

Data controller	Principal Investigator	Data Protection Officer of the Finnish Institute of Occupational Health
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