AI IMPACT REPORT NO. 313 · REVISED 5 OCTOBER 2026 · 250 ROLES COVERED

Copywriters

AI profoundly augmenting content generation, creative ideation, and personalization for Copywriters.

EXPOSURE	WINDOW	ADOPTION TODAY	READING
76	1–4 yrs	Very High	Core tasks are being automated now.
Very high exposure	until change lands		Exposure is the share of today's work AI can plausibly take on within the window.

§ 01 WHAT IS HAPPENING

What is happening to copywriters

Impact

AI tools are automating text drafting, generating diverse creative concepts, optimizing messaging for various platforms, and streamlining content repurposing. This shifts Copywriters' focus towards high-level strategic messaging, nuanced emotional connection, ethical AI oversight, and crafting compelling narratives that resonate profoundly.

Risk

Radical role overhaul; pervasive automation leading to significant workflow redefinition and specialized human focus.

The Copywriter role faces profound and accelerating redefinition by AI. AI will assume command of vast routine text generation, content summarization, and much of the boilerplate or formulaic copy. Copywriters must immediately pivot to becoming experts in leveraging AI for hyper-efficiency and enhanced creative output, intensely validating AI-generated content for originality and brand alignment, and dedicating their expertise to the irreplaceable human elements of the role: profound understanding of audience psychology, nuanced emotional resonance, and critical ethical decision-making regarding authenticity and persuasive intent.

Sector readiness

Rapid & Experimental Adoption

The advertising, marketing, and content creation industries are aggressively integrating AI, driven by overwhelming demand for high-volume, personalized, and engaging content across diverse channels. Generative AI is rapidly moving beyond pilot stages to widespread adoption for copywriting, fundamentally altering traditional workflows and creative processes.

§ 02 POSITION

Where you stand

i The Copywriter role is undergoing a profound and accelerating redefinition by AI, fundamentally restructuring content generation, creative ideation, and personalization.

ii AI will autonomously manage vast routine drafting, optimize messaging, and streamline repurposing, compelling Copywriters to pivot to indispensable strategic brand voice and profound audience empathy.

iii Survival and impact will hinge on Copywriters mastering AI tools, critically validating AI outputs for authenticity, championing ethical AI, and providing irreplaceable human judgment and creativity at the heart of persuasive communication.

§ 03 ACTIONS 15 POINTS

What this means for you

Concrete changes to how the work gets done, in the order you are likely to meet them.

01 **AI-Assisted Content Generation & Drafting.** Copywriters are leveraging generative AI to rapidly draft initial versions of various content types: ad copy, email subject lines, social media captions, blog post sections, and website microcopy. This significantly accelerates the writing process and helps overcome writer's block, demanding refinement for brand voice.

02 **AI-Powered Creative Ideation & Brainstorming.** Copywriters will utilize generative AI to explore a multitude of creative concepts, taglines, headlines, and calls-to-action based on a brief. This capability dramatically expands creative options and speeds up the brainstorming phase, providing diverse initial ideas for campaigns.

03 **Intelligent Content Optimization (Conversion/Engagement).** AI tools are autonomously analyzing copy for effectiveness, predicting engagement rates, and suggesting optimizations for conversion (e.g., A/B testing variations, emotional tone adjustments). This streamlines optimization and ensures data-backed persuasive messaging.

04 **Generative AI for Personalized & Dynamic Copy.** AI can autonomously draft highly personalized ad copy, email content, and website messaging that adapts in real-time to individual customer profiles, preferences, and browsing behavior. Copywriters will design the parameters and oversee these dynamic copy elements for scale.

05 **Automated Content Repurposing & Multi-Platform Adaptation.** AI can rapidly repurpose long-form content (e.g., articles, whitepapers) into concise ad copy, social media snippets, or email series. This streamlines cross-platform content strategy, ensuring consistent messaging and maximizing reach across digital channels.

06 **Focus on Strategic Messaging & Brand Voice.** As AI assumes command of routine drafting, the paramount value of Copywriters shifts profoundly towards defining and maintaining a consistent, authentic brand voice, crafting compelling strategic messages, and ensuring all AI-generated content aligns seamlessly with the brand's core identity and values.

07 **Prompt Engineering as a Core Creative Skill.** Copywriters must master the art of "prompt engineering"—crafting precise and highly effective textual inputs to guide generative AI tools to produce desired copy outputs, creative concepts, or stylistic variations tailored for specific campaigns and audiences.

08 **AI-Driven Audience Sentiment & Trend Analysis.** Copywriters will utilize AI systems that autonomously analyze vast amounts of customer feedback, social media conversations, and market reviews to gauge audience sentiment, identify emerging trends, and spot viral opportunities. This provides real-time, actionable insights for persuasive messaging.

09 **Ethical AI in Persuasion & Authenticity.** Copywriters will be at the forefront of navigating the complex ethical landscape of AI in copywriting. This includes ensuring AI-generated copy is original and truthful, avoiding manipulative tactics, and maintaining transparency about AI's role when necessary.

10 **Human-AI Teaming for Creative Campaigns.** Copywriters will increasingly collaborate with AI as an intelligent co-creator. AI processes data, generates diverse copy options, and assists in optimization, allowing the human Copywriter to lead the creative direction, refine nuanced messaging, and ensure profound emotional resonance.

11 **AI for Competitor Copy Analysis.** AI tools will autonomously scan competitor advertising, website copy, and marketing materials. This provides real-time, data-backed competitive intelligence on messaging strategies, allowing Copywriters to identify differentiation opportunities.

12 **Continuous Learning & Language Model Literacy.** The exponential pace of AI integration in copywriting demands that Copywriters commit to continuous, aggressive learning of new AI-powered tools, large language models (LLMs), and their profound capabilities and ethical implications, as a foundational competency.

13 **Specialization in AI-Driven Copy Optimization.** The field will see a rise in Copywriters specializing in leveraging AI for conversion rate optimization (CRO) copywriting, designing personalized marketing copy, or creating dynamic content systems.

14 **AI-Powered Localization & Transcreation.** AI translation tools, coupled with human post-editing, will enable rapid localization of marketing copy into multiple languages. Copywriters will focus on "transcreation"—adapting messages culturally and emotionally for diverse global audiences, leveraging AI for efficiency.

15 **Strategic Client Advisory & Value Proposition.** As AI streamlines tactical writing, Copywriters will dedicate more time to fostering profound client relationships, understanding unspoken needs, and demonstrating the tangible business impact of compelling, AI-enhanced copy.

§ 04 CAUSES 10 DRIVERS

What is pushing this change

01 **Explosive Growth of Digital Content Demand.** Businesses need vast amounts of unique content quickly, driving AI adoption for drafting.

02 **Advancements in Generative AI (Text, Voice, Image).** Breakthroughs in AI fields enable sophisticated text generation, voice cloning, and image creation, revolutionizing content creation.

03 **Urgent Demand for Personalized & Engaging Copy.** Consumers expect highly personalized and engaging messaging across all digital touchpoints.

04 **Rapid Iteration & A/B Testing Requirements.** Marketing campaigns require continuous testing and optimization, demanding rapid copy iteration.

05 **Pressure for Cost Reduction in Content Creation.** Automating drafting and optimization tasks can significantly reduce content creation costs.

06 **Complexity of Audience Psychology & Engagement.** Crafting messages that profoundly influence human behavior and emotional responses is complex; AI assists but doesn't replace.

07 **Growth of Multi-Channel Digital Marketing.** Brands need consistent messaging across social media, email, web, ads, and video; AI helps manage this scale.

08 **Shortage of Skilled Copywriters.** There's a high demand for copywriters who can produce high-quality, persuasive content consistently.

09 **Demand for Measurable Campaign ROI.** Organizations demand clear evidence of marketing's business impact; AI provides granular data on copy performance.

10 **Ethical Debates Around AI & Authenticity.** Concerns about whether AI-generated copy can truly be original, authentic, or emotionally intelligent.

§ 05 VARIATION 5 SECTORS

Impact by sector

The headline figure is an average. Where you work changes the picture.

Advertising Copywriters	AI for drafting ad headlines, body copy, and CTA variations for campaigns. Focus on persuasive language and creative concepts.
Brand Copywriters	AI for maintaining consistent brand voice across all touchpoints and generating brand storytelling elements. Focus on brand identity and narrative.
SEO Copywriters	AI for keyword research, content drafting for organic search, and optimizing meta descriptions. Focus on discoverability and organic traffic.
UX Writers	AI for drafting microcopy, error messages, and onboarding text for user interfaces. Focus on clarity, conciseness, and user experience.
Sales Copywriters	AI for drafting sales emails, landing page copy, and direct response ads. Focus on conversion-driven messaging and persuasive techniques.

§ 06 PREPARATION 8 SKILLS

Skills to build

The skills that keep the human part of this work valuable as the routine part is automated.

01 **Audience Psychology & Empathy.** Profound understanding of human psychology, motivations, and emotional triggers to craft highly persuasive copy.

02 **AI/Generative AI Literacy & Prompting.** Skillfully crafting inputs for generative AI tools and effectively using various AI platforms for copy creation and optimization.

03 **Brand Voice & Strategic Messaging.** Mastery of defining and maintaining a unique brand voice and ensuring all copy aligns with overarching strategic messages.

04 **Creative Ideation & Storytelling.** The ability to conceive original creative concepts, develop compelling narratives, and translate them into persuasive copy.

05 **Editing & Refinement (Nuanced).** Expertise in meticulously refining AI-generated text for tone, nuance, clarity, and grammatical correctness, ensuring human quality.

06 **Ethical AI & Persuasion.** Upholding ethical standards in persuasive communication, avoiding manipulative tactics, and being transparent about AI's role when applicable.

07 **Conversion Rate Optimization (CRO).** Knowledge of A/B testing, user behavior, and persuasive design principles to optimize copy for maximal conversion.

08 **Adaptability & Market Trends.** Willingness to rapidly learn new AI tools, adapt copywriting methodologies, and stay updated on evolving marketing trends and language models.

§ 07 INSTRUMENTS 12 ENTRIES

Tools in use

KINDS OF TOOL WORTH KNOWING

01 **Generative AI Copywriting Platforms.** Software that uses AI to autonomously draft various types of marketing and advertising copy, from short ads to long-form content.

02 **AI for Content Optimization & A/B Testing.** AI tools that autonomously analyze copy performance, run A/B tests, and suggest optimizations for higher engagement or conversion.

03 **AI for Audience Sentiment Analysis.** AI models that autonomously analyze customer reviews, social media comments, and feedback to gauge audience sentiment towards a brand or product.

04 **AI for Style & Tone Transfer.** AI algorithms that can apply a specific writing style or brand tone to new text, ensuring consistency across different pieces of content.

05 **AI for Content Repurposing.** AI tools that autonomously transform content from one format to another (e.g., blog post to social media captions, video script to email series).

06 **AI for Competitor Copy Analysis.** AI platforms that autonomously scan and analyze competitor advertising, website copy, and marketing materials for strategic insights.

NAMED TOOLS ALREADY IN USE

Jasper / Copy.ai / Writesonic VISIT
Leading generative AI platforms specifically designed for marketing and advertising copywriting, offering various templates and features.

Optimizely / Unbounce (Landing Page Builder with AI) VISIT
A/B testing and landing page optimization platforms that use AI to analyze performance and suggest copy improvements.

Brandwatch / Sprinklr (Social Listening) VISIT
Leading social listening and media monitoring platforms that leverage AI for deep sentiment analysis and trend identification.

QuillBot (Paraphraser) / Copy.ai (Tone Changer) VISIT
AI-powered tools that can rephrase text, change tone, or apply specific writing styles to existing copy.

Descript (for repurposing) / Typeface (for content generation) VISIT

AI-powered platforms that streamline the process of repurposing long-form content into multiple formats for various digital channels.

Semrush (Content Marketing Tool) / SpyFu (Competitor Keywords) VISIT

SEO and content marketing tools that leverage AI to analyze competitor content strategies and keyword performance.

§ 08 EXAMPLES 5 EXAMPLES

In practice

Ways people in this role are already using AI, and what they get from it.

Automate Ad Copy Variations

EXAMPLE 1

HOW Copywriters can instruct a generative AI tool to create dozens of variations of ad headlines and body copy for a new campaign. By providing key selling points and target audience, the AI will autonomously generate diverse options for A/B testing.

GAIN Significantly increases creative output, allows for rapid A/B testing, and improves ad campaign performance.

Generate Personalized Email Subject Lines

EXAMPLE 2

HOW Copywriters will configure an AI-powered email marketing platform to autonomously generate personalized subject lines for an email campaign. The AI will analyze recipient data and campaign goals to create highly engaging and relevant subject lines.

GAIN Dramatically increases open rates, improves email campaign effectiveness, and enhances personalization at scale.

Optimize Website Copy for Conversion

EXAMPLE 3

HOW Copywriters will utilize an AI tool that autonomously analyzes website landing page copy for conversion effectiveness. The AI will suggest rephrasing headlines, calls-to-action, or body paragraphs based on predictive analytics to maximize conversions.

GAIN Leads to higher conversion rates, improves user experience, and optimizes website performance for business goals.

Draft Social Media Captions

EXAMPLE 4

HOW Copywriters can instruct a generative AI tool to draft a week's worth of social media captions for a brand. By providing content themes and platform guidelines, the AI will autonomously generate engaging and brand-aligned captions for review.

GAIN Saves significant time on content creation, ensures consistent brand voice, and provides diverse options for social media engagement.

Repurpose Long-Form Content into Short Ads

EXAMPLE 5

HOW — Copywriters will use an AI content repurposing tool. By inputting a long blog post, the AI will autonomously extract key messages, generate short video scripts, and draft concise ad copy variations for different digital advertising platforms.

GAIN — Maximizes content reach, reduces manual effort in content adaptation, and ensures consistent messaging across various digital channels.

§ 09 CONTEXT

How this role compares

Three neighbouring roles chosen to show the direction of travel.

Content Rewriters / Basic Ad Copy Generators (Formulaic)

MORE EXPOSED

AI IMPACT — Catastrophic (AI excels at autonomously rephrasing text; AI can autonomously generate formulaic ad copy.)

WORK MOVES TO — Immediate need for radical re-skilling into AI oversight, aesthetic curation, or specialization in strategic messaging.

AI Content Strategists / Prompt Engineers (Copy)

DIFFERENT SKILLS, GROWING

AI IMPACT — Foundational (They design and build the AI algorithms and systems that create persuasive content or enhance copywriting workflows.)

WORK MOVES TO — Deep expertise in AI/ML algorithms, NLP, audience psychology, and software engineering, with a focus on persuasive communication.

Creative Directors (Advertising) / Brand Strategists (Overall brand narrative)

COMPLEMENTARY, LESS EXPOSED

AI IMPACT — Low-Moderate Augmentation (AI assists in concept brainstorming for Creative Directors; AI provides data for Brand Strategists), but core creative vision, high-level strategic direction, and overall brand narrative remain paramount.

WORK MOVES TO — Defining creative strategy for advertising campaigns (Creative Directors); Developing overarching brand identity and long-term strategic positioning (Brand Strategists).

§ 10 VERDICT

Closing judgement

> For Copywriters, AI is not merely a tool but a radical force of transformation that will fundamentally redefine their creative process. It will autonomously handle the mundane, amplify ideation exponentially, and streamline optimization, compelling copywriters to pivot to indispensable strategic messaging, profound audience empathy, and ethical oversight. The future Copywriter will be a visionary orchestrator of human-AI collaboration, providing irreplaceable creativity and persuasive power at the heart of compelling communication.

§ 11 BASIS REVISED 5 OCTOBER 2026

Evidence and revisions

What the exposure figure rests on, what changed when it was last revised, and the published work cited for this role.

SCORE

70 to 76

WINDOW

1-4 years (unchanged)

The 5 October 2026 review moved the score up by 6 points.

Exposure Index v2. Inputs: task applicability 91/100 (Microsoft AI applicability score 0.45 for Writers and authors); observed usage 33/100 (Anthropic observed exposure 0.25); official exposure tier 100/100 (BLS: very high); labour-market trajectory 51/100 (BLS projects employment to fall 0.3% over 2025–35); published adoption rating 85/100 (very high adoption). Weighted base 76.2. Final score 76. The previous figure of 70 was raised by 6 points: the earlier method kept 60% of the weight on an undocumented editorial prior and capped movement at fifteen points, so the measured evidence was only partly reflected. The change window is unchanged.

HOW THE FIGURE IS BUILT (EXPOSURE INDEX V2)

Task applicability — Microsoft Research, AI applicability score	91 × 35%	31.8
Observed usage — Anthropic Economic Index, observed exposure	33 × 20%	6.6
Official exposure tier — US BLS AI-exposure category	100 × 20%	20.0
Labour-market trajectory — US BLS projected employment change 2025–35	51 × 10%	5.1
Published adoption rating — This report's adoption level	85 × 15%	12.8
Weighted base		76.2
Exposure score		76

MEASURES BEHIND THE SCORE

US Bureau of Labor Statistics · *Employment Projections 2025–35 and AI Exposure Categories* (27 August 2026)

AI-exposure tier: Very high. Projected employment change 2025–35: -0.3%. Matched to Writers and authors.

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Microsoft Research · *Working with AI: Measuring the Applicability of Generative AI to Occupations* (10 July 2025)

AI applicability score 0.45 (percentile 100 of 785 occupations) for SOC 27-3043.

PUBLISHER PDF ARCHIVED COPY

Anthropic · *Anthropic Economic Index report: Cadences* (26 June 2026)

Observed exposure 0.25 for SOC 27-3043 (percentile 88 of 756 occupations).

PUBLISHER PDF

World Economic Forum · *The Future of Jobs Report 2025* (7 January 2025)

Graphic designers appear on the WEF fastest-declining list for the first time in the 2025 edition, which the report attributes directly to generative AI.

PUBLISHER PDF

UK Department for Science, Innovation and Technology · *Assessment of AI capabilities and the impact on the UK labour market* (28 January 2026)

UK context: around 70% of UK workers are in occupations with tasks AI could perform or enhance, above the US average; a one-standard-deviation rise in exposure was associated with a 3.9% fall in UK job postings.

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ALSO CITED FOR THIS ROLE

PwC · *2026 Global AI Jobs Barometer* (May 2026)

A two-track market is emerging: creative roles "professionalised" by AI (direction, strategy, brand) grow faster, while roles "democratised" by it see wage pressure.

PUBLISHER PDF

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§ 12 APPENDIX

Method and sources

Each report was written from a large body of published research. The exposure score itself is computed, not written: it is the CareerGuard Exposure Index, a weighted average of occupation-level measures from the US Bureau of Labor Statistics (AI-exposure classification and 2025–35 projections), Microsoft Research (AI applicability scores) and Anthropic (observed exposure), together with the adoption rating published on the report. The organisations and publications below are the standing literature behind the narrative sections. Every source, with dates, licences and archived copies where we are permitted to hold them, is catalogued in the research library.

Exposure Index v2 (October 2026). Each input is scaled to 0–100 and weighted: task applicability 35% (Microsoft AI applicability score ÷ 0.5), observed usage 20% (Anthropic observed exposure ÷ 0.75), official exposure tier 20% (BLS very high = 100, high = 70, moderate = 40, low = 10), labour-market trajectory 10% (50 2.5 × projected

% employment change), published adoption rating 15% (very high = 85, high = 70, medium-high = 55, medium = 40, low-medium = 25, low = 10). Inputs not measured for an occupation are dropped and the remaining weights renormalised. An editorial adjustment of at most ±12 points is allowed only for automation channels the measures cannot see (robotics, self-service, machine vision, medical imaging, RPA/OCR, generative video) and is always logged with its reason. Scores are whole numbers, not rounded to five. The change window shifts one notch (a year at each end) per ten points of movement.

I GLOBAL AND MACROECONOMIC IMPACT OF AI ON WORK

World Economic Forum

The Future of Jobs Report series — Employer survey of expected job growth and decline, skill shifts and technology adoption (2020, 2023 and 2025 editions); Artificial Intelligence and the Future of Entry-Level Work (2026).
AI governance and transformation reports — Frameworks on ethical AI, talent strategy and industry transformation.

McKinsey Global Institute

AI, Automation and the Future of Work series — Research quantifying automation potential by task, sector and demographic, from "Jobs Lost, Jobs Gained" to "Agents, robots, and us" (2025).
Industry-specific reports — Financial services, healthcare, manufacturing and others.

PwC

Global AI Jobs Barometer — Annual analysis of job postings and productivity by AI exposure (2024–2026 editions).
Upskilling Hopes and Fears survey — Employee perceptions and readiness.

Microsoft Research and Anthropic

Working with AI (2025); Anthropic Economic Index (2025–2026) — Occupation-level usage data from Copilot and Claude conversations, the two observed-usage measures behind the 2026 revision.

Stanford Digital Economy Lab and Stanford HAI

Canaries in the Coal Mine? (2025–2026); AI Index Report (annual) — Payroll evidence on early-career employment in exposed occupations; annual measurement of AI capability, investment and adoption.

Deloitte

Human Capital Trends series — Workforce, talent and HR technology trends.
Tech Trends series — Emerging technologies and their business implications.

Accenture

Technology Vision series — Forward-looking analysis of emerging technology, with emphasis on AI.
Fjord Trends — Design, innovation and human experience in a digital world.

Boston Consulting Group

AI/ML insights and industry solutions — "The AI Revolution in the Workplace" and related research.

EY

AI and workforce reports — Adoption, talent strategy and ethics.

IBM Institute for Business Value

AI and automation studies — Business models, workforce evolution and leadership.

OECD

AI Policy Observatory — International data and policy on AI, labour markets and skills.
Employment Outlook — Labour-market trends including technological impact (2023–2026 editions).

International Labour Organization

Generative AI and Jobs: A Refined Global Index of Occupational Exposure (2025) — Task-level exposure gradients for every ISCO occupation; successor to the 2023 global index.

International Monetary Fund

Staff Discussion Notes on AI and work (2024, 2026) — Complementarity framing: where AI augments and where it substitutes.

UK Department for Science, Innovation and Technology
Assessment of AI capabilities and the impact on the UK labour market (2026) — UK occupational exposure and job-posting evidence.

Brookings Institution
AI and automation research — Economic and social implications, displacement and skills.

Yale Budget Lab and Goldman Sachs Research
Tracking the Impact of AI on the Labor Market; AI and the US labour market (2026) — Aggregate labour-market monitoring; macro displacement estimates.

Oxford University (Oxford Martin School)
The Future of Employment — Frey & Osborne and subsequent research on susceptibility to automation.

MIT Technology Review
AI & Work — Reporting on AI research and its implications for industries and jobs.

Gartner
Hype Cycle for Artificial Intelligence — Maturity and adoption of AI technologies.
Future of Work reports — Workplace models and talent strategy.

U.S. Bureau of Labor Statistics
Employment Projections 2025–35; AI Exposure Categories; Occupational Outlook Handbook — Ten-year employment projections and, from the 2025 cycle, an AI-exposure tier for every detailed occupation.

Indeed Hiring Lab
AI at Work Report (2025) and posting-market updates — Skill-level transformation estimates and job-posting trends by occupation.

II CORE AI AND MACHINE-LEARNING RESEARCH

OpenAI
Research papers, blog and API documentation — Large language models, generative AI, safety and societal impact.

Google DeepMind
Research papers and blog — Reinforcement learning, AI for science, AGI and ethics.

Meta AI
Research papers and blog — Large language models, computer vision, AI for social good.

Hugging Face
Transformers library and model hub — Open-source state-of-the-art NLP models.

TensorFlow and PyTorch
Documentation and community forums — Core frameworks illustrating practical capability.

arXiv
cs.AI, cs.LG, cs.CV, cs.CL — Pre-print research.

NeurIPS and ICML
Conference proceedings — Top-tier academic research.

ACM and IEEE
Journals and proceedings — ACM Computing Surveys; IEEE Transactions on AI.

Kaggle
Datasets and competition solutions — Applied machine learning on real-world problems.

The Alan Turing Institute
Research and reports — Responsible and applied AI.

III ETHICAL AND RESPONSIBLE AI DEPLOYMENT

NIST

AI Risk Management Framework — Voluntary framework for managing AI risk.

European Commission

AI Act — Risk-tiered legal framework for AI.

Ethics Guidelines for Trustworthy AI — Principles for responsible development.

Partnership on AI

Research and best practice — Responsible AI development.

AI Now Institute

Annual reports — Social implications: power, inequality, rights.

ACM FAccT

Proceedings — Fairness, accountability and transparency.

Data & Society

Publications — Social implications of data-centric technology.

WIPO

Conversation on IP and AI — Intellectual-property implications of AI.

IEEE Global Initiative on Ethics of A/IS

Ethically Aligned Design — Recommendations for ethical AI design.

Center for AI and Digital Policy

Policy briefs — Accountable AI policy.