

50,000 Workers Were Told AI Took Their Jobs. Was It Really 'AI-Washing'?

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But experts say many companies are “AI-washing” – using artificial intelligence to explain layoffs when the real reasons may be overhiring during the pandemic, missing financial targets, or avoiding criticism of other factors like tariffs.

Wharton School professor Peter Cappelli said companies are anticipating that AI will take over jobs, but it hasn't happened yet. Brookings Institution researcher Molly Kinder called it an investor-friendly message that signals cutting-edge adoption rather than admitting the business is struggling.

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