

## CEO & Director Dr. Levitch | The Invisible Labor Behind AI's Success - Talk January 18th, 2025

Unveiling the Hidden Workforce: The Unseen Contributors Fueling AI's Rise in 2025



*Dr Rachel Levitch*

**Dallas, Texas Oct 11, 2025** ([Issuewire.com](https://www.issuewire.com)) - Join Dr. Rachel Levitch, CEO of Charles Edda & Charles Bouley, for an insightful online brown bag talk on **January 18th, 2025**, where she will explore the often-overlooked invisible workforce behind artificial intelligence (AI) and discuss how social media users, gig workers, and content creators are unintentionally powering AI's success. As the workforce landscape evolves in 2025, traditional jobs are being displaced by automation, and AI's rapid growth is

transforming industries at an unprecedented pace. However, one critical aspect of AI's rise remains largely unseen – the hidden labor that drives its success.

The **"invisible workforce"** includes gig workers, content creators, and social media users who, often unknowingly, provide critical data that fuels AI algorithms. According to the article "The Speed of AI in the Workforce", AI's exponential growth depends on this labor to thrive, even as these workers remain undervalued. The article emphasizes how tasks like content moderation, data labeling, and user interactions are vital to AI's functionality, yet these workers are often undercompensated or completely overlooked.

In addition to these gig workers, social media users contribute vast amounts of data through their interactions on various platforms. A report from **Digital Web Solutions** (<https://www.digitalwebsolutions.com/blog/average-time-spent-on-social-media>) reveals that users spend an average of 2.5 hours daily on social media platforms. These actions—whether liking a post, sharing content, or engaging with advertisements—offer invaluable insights that refine AI systems for everything from marketing strategies to hiring practices. Yet, as **The UCLA Anderson Review** (<https://www.anderson.ucla.edu/research-and-impact/ucla-anderson-review/fall-2023/ai-labor>) points out, this unpaid labor is often exploited without users' consent.

Dr. Rachel Levitch, CEO of Charles Edda & Charles Bouley, will discuss the need for a better understanding of how time spent on social media and the hidden labor within the gig economy should be critically evaluated. "As we move into 2025, evaluating the quality of time spent on social media, unpaid labor, and the rising costs of the economy requires a critical approach," says Dr. Levitch. "Purposeful social media consumption should align with specific personal or professional goals, reducing mindless scrolling and transforming digital engagement into a productive endeavor."

Dr. Levitch will also touch on the expanding gig economy, where individuals often contribute significant work, like content creation or data labeling, without fair compensation. Understanding the hidden costs of this unpaid labor is essential for individuals to assess whether their contributions are truly valued.

#### Event Details:

- **Date:** January 18th, 2025
- **Topic:** The Invisible Labor Behind AI's Success
- **Host:** Dr. Rachel Levitch, CEO of Charles Edda & Charles Bouley
- **RSVP:** [www.charleseddaandcharlesbouley.com](http://www.charleseddaandcharlesbouley.com)

#### About Charles Edda & Charles Bouley

Charles Edda & Charles Bouley is a leading firm in small business security strategies, focused on user data protection and aligning business operations with organizational risk management. With expertise in digital security and the gig economy, the company helps individuals and businesses navigate the complexities of the digital age. For more information, visit [www.charleseddaandcharlesbouley.com](http://www.charleseddaandcharlesbouley.com).

#### Contact Information:

**Company:** Charles Edda & Charles Bouley

**Phone:** 1-800-932-5004 ext 804]

**Email:** [info@charleseddaandcharlesbouley.com](mailto:info@charleseddaandcharlesbouley.com)



## Media Contact

CECB

\*\*\*\*\*@charleseddaandcharlesbouley.com

Source : CECB

[See on IssueWire](#)