AI's Applications in Career Guidance Conversations

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Reference List

1 Background

AI is a double-edged sword

E.g: the UK's AI industry contributed £3.7 billion to the economy in 2023. [1]

Benefits | **Challenges**

Need to address:
Ethical concerns;
Human-AI Collaboration;
Regulatory Barriers. [1]

AI is being used in Career Guidance

Current Use: In Austria, Finland, Ireland, and Norway, AI has been applied in career guidance context. For example, in Austria, an AI-based chatbot is applied for searching information. [1]

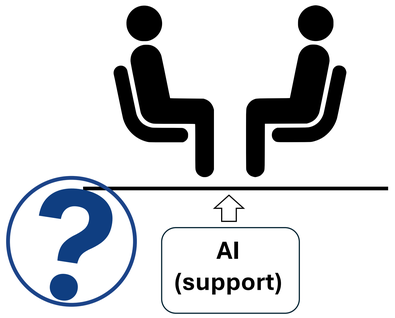
Suggested Use: Potential new tech applications into Career Information, Advice and Guidance (CIAG) service were suggested in: aggregating large amount of information; automated interactions; [2,3]; education or skills development; [2,3] Communicate[2]; employee selection[3]

SDS's considerations regarding AI use

Skills Development Scotland (SDS) delivers Scotland's national career service.
If SDS introduces AI into Career Guidance Service, to maintain service quality it must consider **what level** of AI applications should be introduced, and how AI can be introduced **ethically.**

2 Research Aims

- To find out career advisors' opinions and beliefs on AI application they could use professionally, specifically AI tools that support their conversation with clients and which support SDS's ethical policy.
- To understand advisors' views on what kind of AI tools are deemed acceptable and useful
- To explore the underlying factors that make AI trustworthy for career advisors



This project's aim is to help advise SDS on **how to use AI** in ways that **support good practice and policy** in career guidance conversation context.

3 Research Question

RQ1: How do advisors want to be helped by AI, *before*, *during* and *after* careers conversations with clients?

How? 'How do advisors want AI to help?

RQ2: Within particular ***good practice / policy frameworks***, which ***specific elements*** should AI focus on?

What? What policy? What attitudes do they have towards AI?

RQ3: What makes AI trustworthy for career advisors? Is that based on fact?

Why? Why do they trust AI? Why do they not trust AI?

This preliminary study starts with collecting **survey data** on advisors' attitudes towards AI, before a thematic analysis of advisor **interview data** is conducted.

4 Preliminary Survey Data

Career Advisors' general attitudes towards AI
(From the survey adopting General Attitudes Towards Artificial Intelligence Scale (GAAIS)) [4]

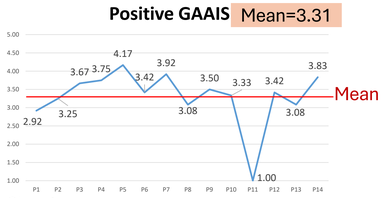


Chart 1:
Each participant's score in Positive subscale

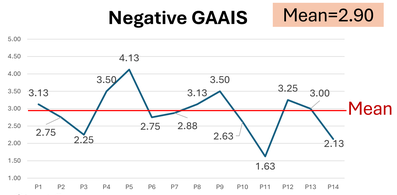


Chart 2:
Each participant's score in Negative subscale

In positive subscale, more people (N=9) scored above the mean score.
That means more people tend to see the benefits of AI and may want to use AI. [4]

In negative subscale, a higher score means this people tend to forgive about the drawbacks of AI and tends not to have strong negative emotions regarding AI.[4]

Scan if you want to try the GAAIS and see your own score!

5 Preliminary Interview Data

The interviews were conducted with 12 career advisors and 2 policy team members. The thematic analysis on interview data is still underway.
The word cloud below and the initial ideas are generated from 5 participants' data.

don't know
advisor used ai
relationship building
admin tasks
labour market information
double check
AI output
knowledge gap
policy team
internal copilot
starting point
copilot
AI tool
fullfil
career options
after conversations
human interaction
confidentiality is risky
before conversation
risk of
impartiality is risky
action plan
personal statement
transparency is risky
ai makes mistakes
AI autonomy
career routes and pathways
ai is great
visual way
fun part
less fun things
ethical use
email system
body language
great tool
higher level
duty of care
good starting point
check output
make decisions
data protection
career routes
advisors don't trust
code of ethics
automatic email
check information
take notes
help students
arrange appointments
internal AI
career ideas
help admit
later stage
information tool
risky
copilot
AI tool
fulfil
fulfil knowledge
seminar before
career routes
human interaction
check ai
use ai
question AI
new ideas
risk of
replace job
talk through
general information
exploring career
replace jobs
equity diversity inclusion
risk replacing
not sure
help arrange
clients understand policy
trust ai
double check
guidance support
different attributed
policy aide
help admit
information gap
information tool
output depends
professional development
decision making
face-to-face conversation
learning styles
human advisors
data protection
make decisions
check output
check information
take notes
help students
fun part
copilot
AI tool
fulfil
fulfil knowledge
seminar before
career routes
human interaction
internal AI
arrange appointments
code of ethics
code mistakes
check information
take notes
help students
check output
make decisions
data protection
career routes
good starting point
duty of care
less fun things
before conversation
risk of
impartiality is risky
confidentiality is risky
ethical use
email system
higher level
great tool
body language