



**career chat**  
PIONEERING INNOVATION



# ARTIFICIAL INTELLIGENCE IN CAREER DEVELOPMENT

Complete-Careers Online Conference

8<sup>th</sup> May 2024

Associate Professor Deirdre Hughes OBE

Co-Founder, CareerChat UK

Email: [deirdre.hughes3@btinternet.com](mailto:deirdre.hughes3@btinternet.com)

# Overview

## AI and Career Development

- Purpose
- Latest trends – good and bad
- Focus on careers chatbot technology
- CiCi in action
- Five advantages
- Implications for your practice



*DALL-E Prompt: Group of humanoid squirrels getting to know each other while drinking coffee at a cafe. Painted in the style of Monet.*

# Personal / Career Development



## Livelihoods Matter

Supporting individuals to reach their full potential, increase their wellbeing, income, and ideally provide RPL, study & work satisfaction.



## Places and spaces for personalised support

As society and the world of work changes, developing confidence, skills and competencies will be essential



## Humans in the loop

Technological solutions e.g. AI, virtual gaming, chatbots, and avatars may suit some people, but most will want some form of human contact

**It has become appallingly  
obvious that our technology  
has exceeded our humanity.**

Albert Einstein, Scientist

# AI in the UK: ready, willing and able?



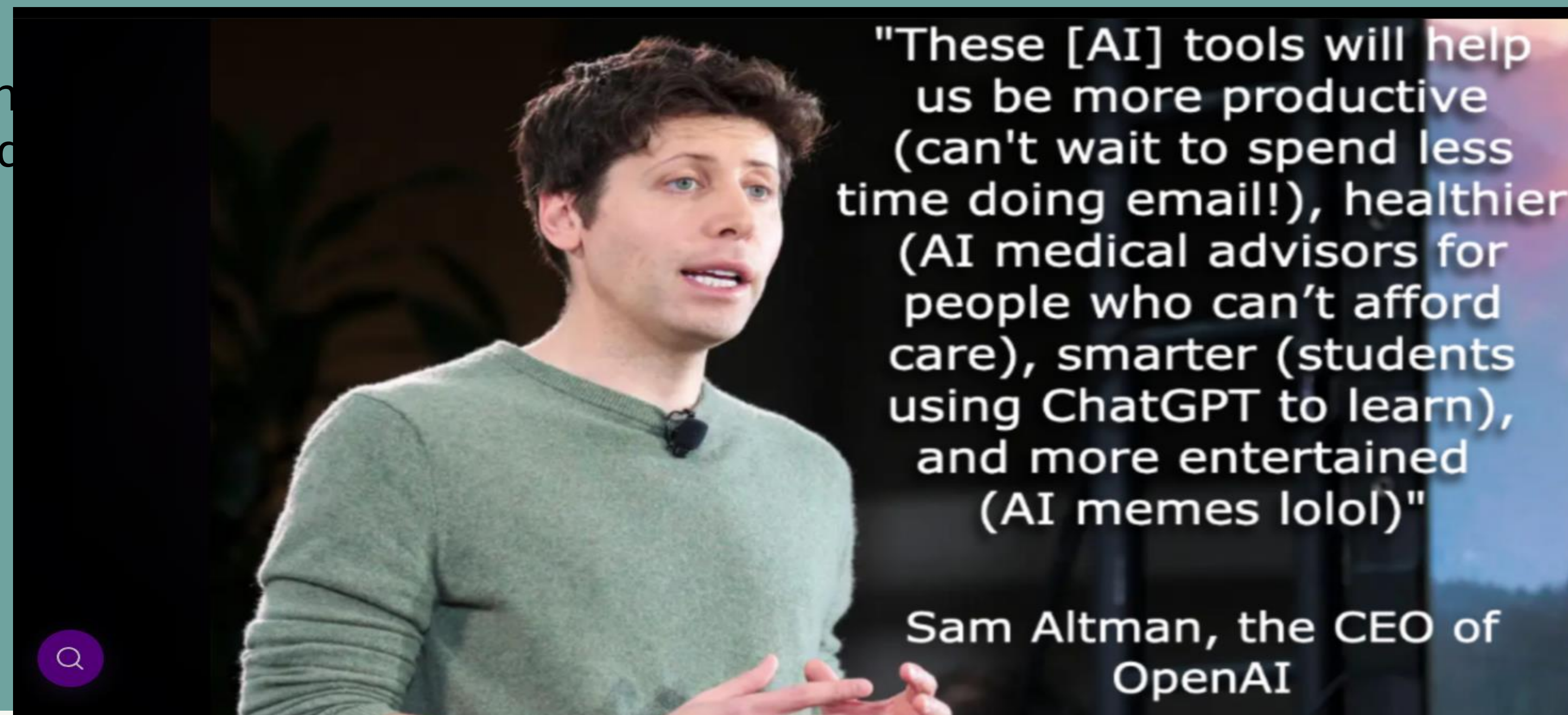
"AI will be the single most transformative technology humankind has invented." - Sam Altman, Dec 2023

"We are at a pivotal moment in history. AI has the potential to revolutionize society in unprecedented ways." - Baroness Joanna Shields, CEO, BenevolentAI, Former UK Minister for internet safety and security, Aug 2023

"AI is a step-change technology; a fundamentally transformative era has begun." - A new Era of Generative AI, Accenture, 2023

"Artificial Intelligence is the most disruptive technology since the pandemic." - Emad

**Source:** Alex Zarifeh,



# Changing World

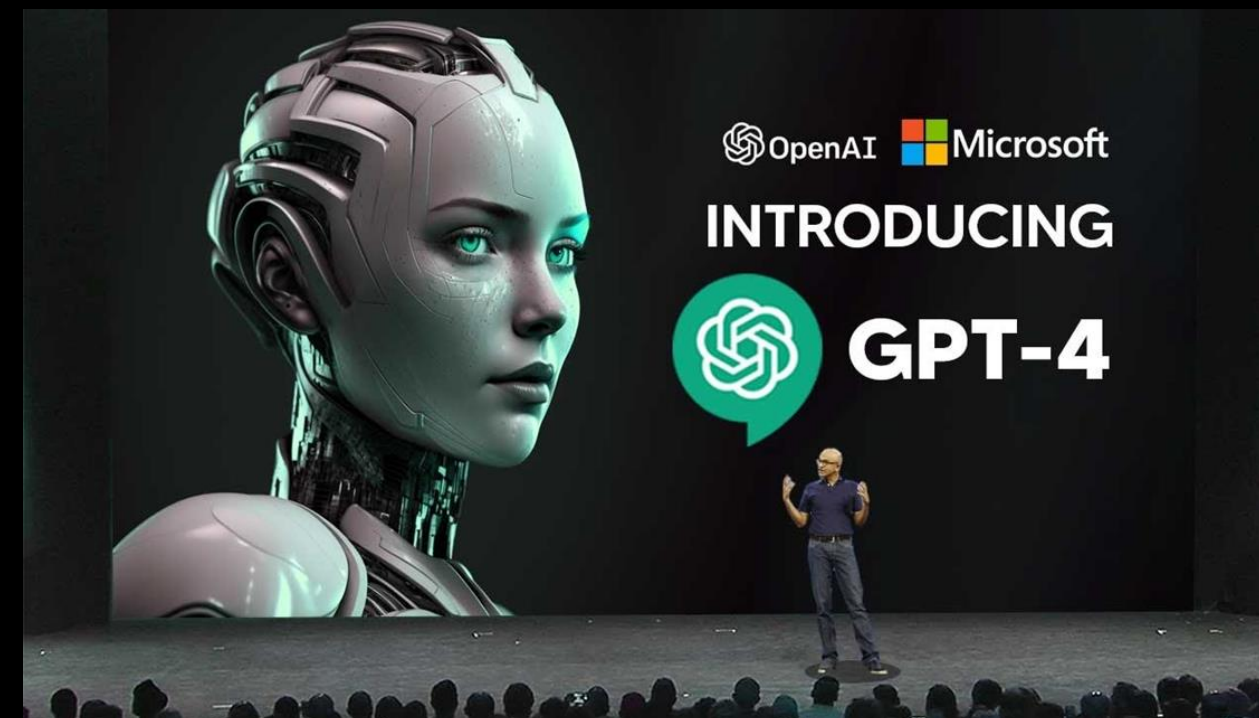
## Information, Advice and Guidance



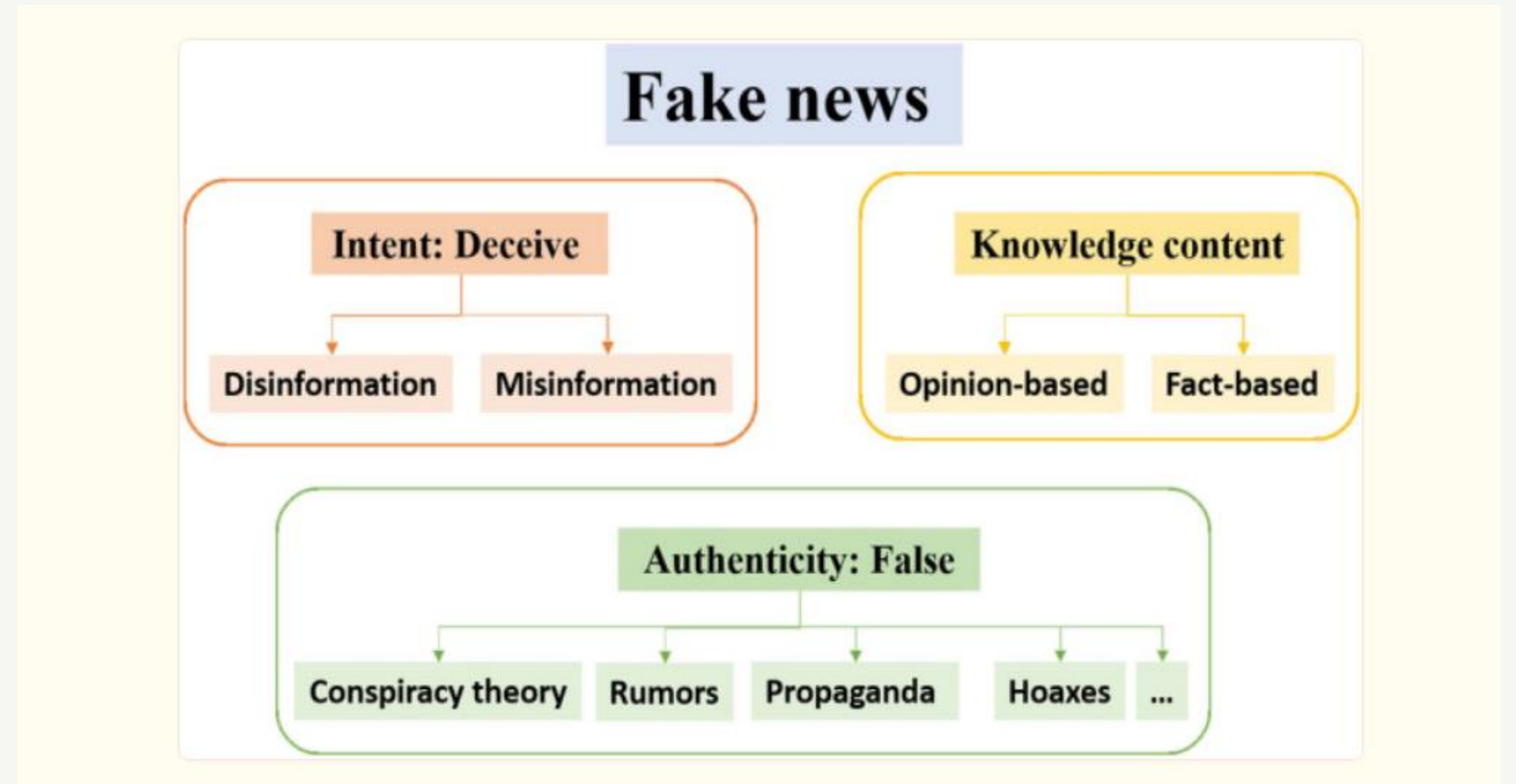
# Technology – AI and careers

Tools and Techniques+

- Chat GPT
- Virtual / Augmented Reality
- Gaming & Gamification
- Chatbots
- Data-driven Insights
- Hybrid services





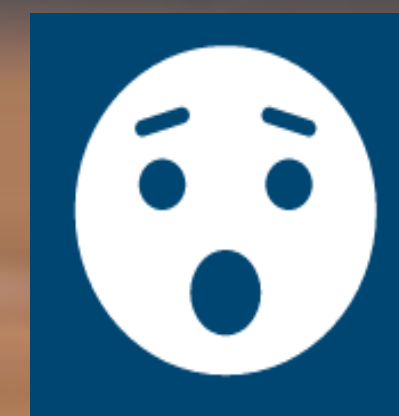


<https://www.microsoft.com/en-us/research/project/vasa-1/>





# Lifelong guidance - 15 Country+ study - Targeted and Effective All-Age Careers Support ( NI, forthcoming)



## Concerns: Extinction of Human Career Advisers?

### 1 ROBOTS REPLACING HUMAN JOBS

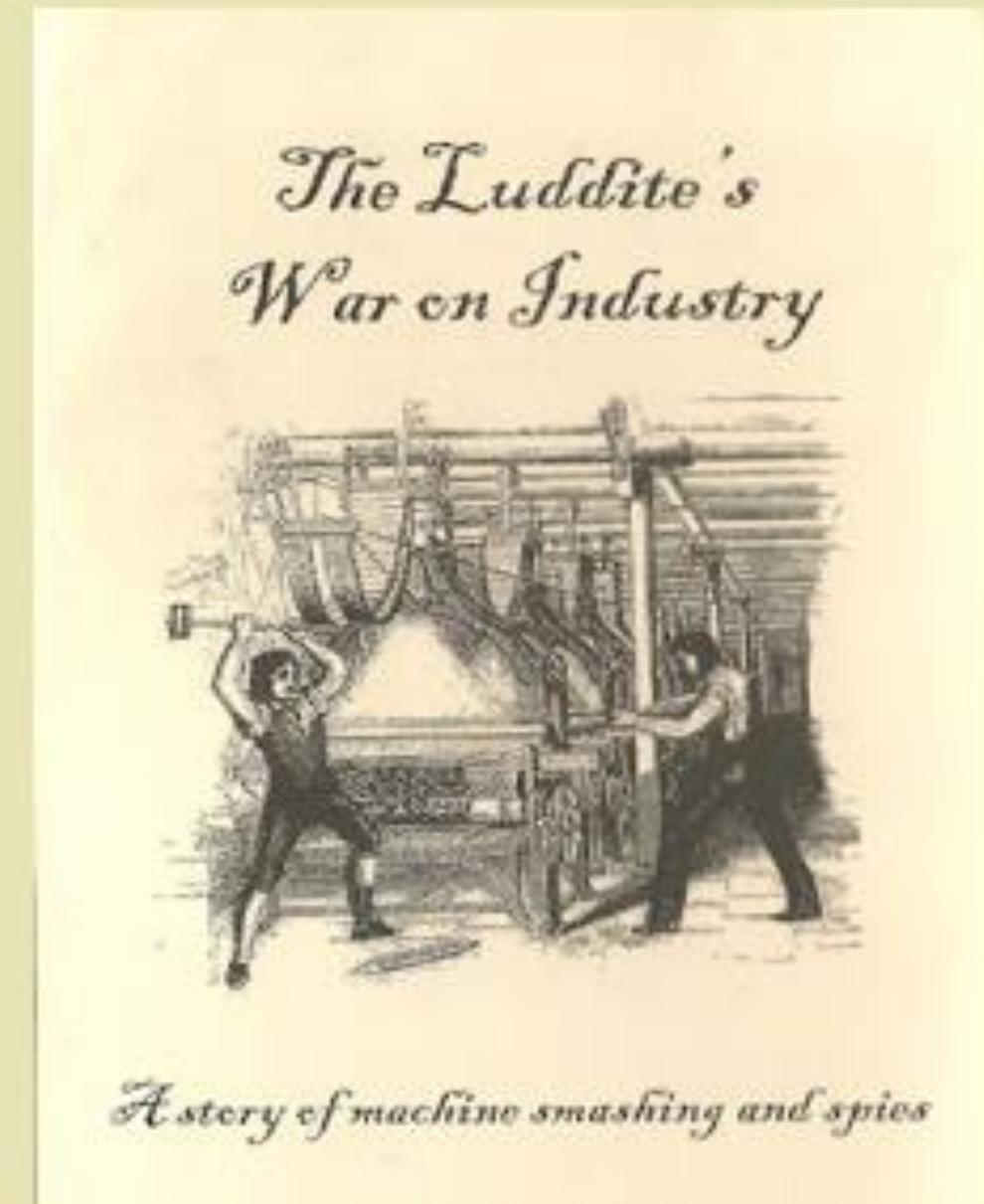
AI-powered career guidance is raising concerns over the future of human jobs. Will robo-career advisers replace human advisers?

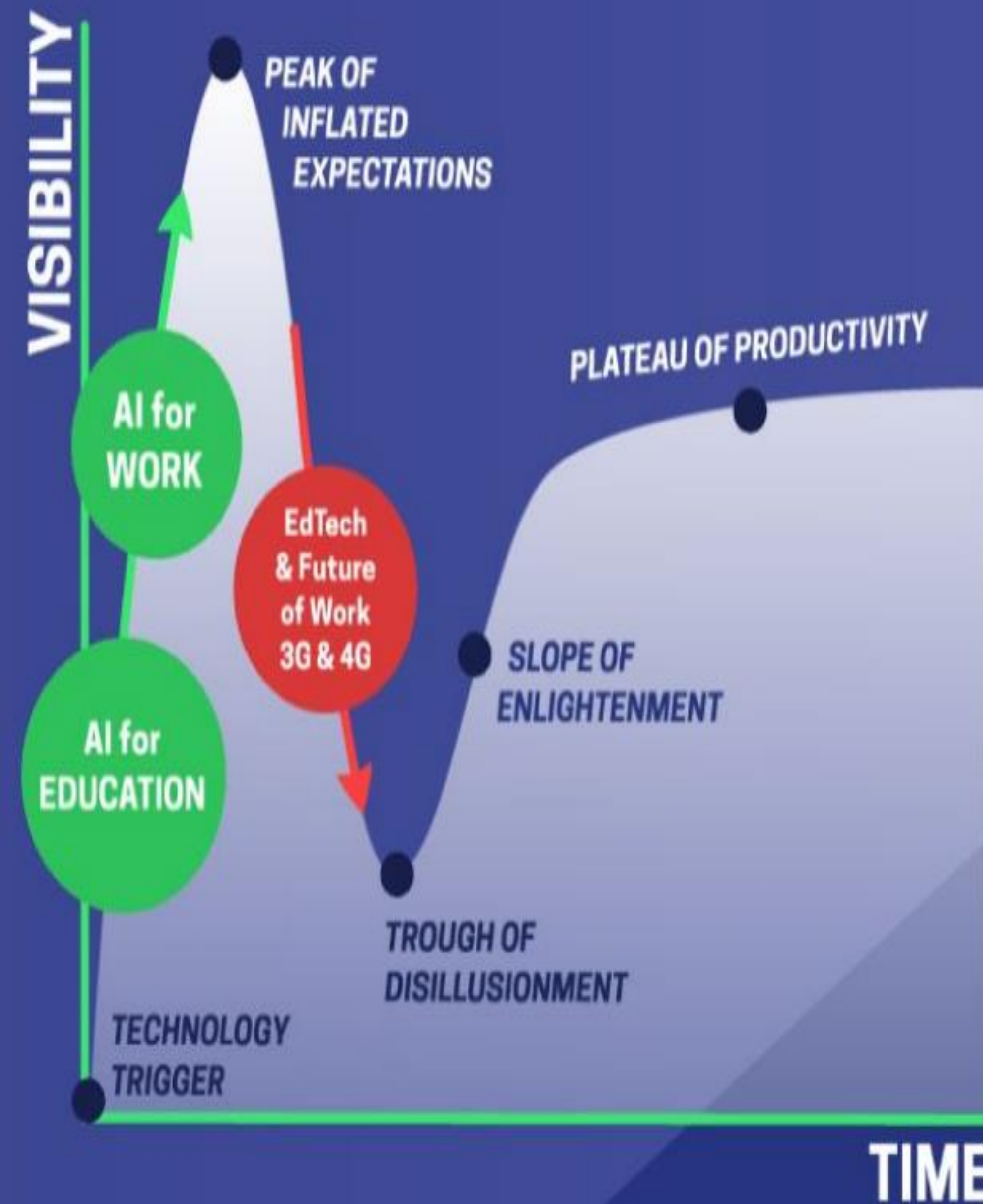
### 2 EMOTIONAL SUPPORT

Human advisers can provide emotional support and human touch that AI-powered career guidance struggles with.

### 3 PERSONAL CONNECTIONS

Human advisers can provide personalised and authentic career guidance that AI-powered systems struggle to replicate.





# Getting the Right Balance

# At least five advantages of AI and LMS in chatbot technology

AI GOES BACK TO SCHOOL WEBINAR 16/5/24 14.00 -15.30 -  
<https://cicichat.co.uk/careerchat-webinar-number-4-ai-goes-back-to-school/>

- **scalability**
- **personalisation**
- **data-driven insights**
- **cost-effective**
- **empowerment**

# About CiCi



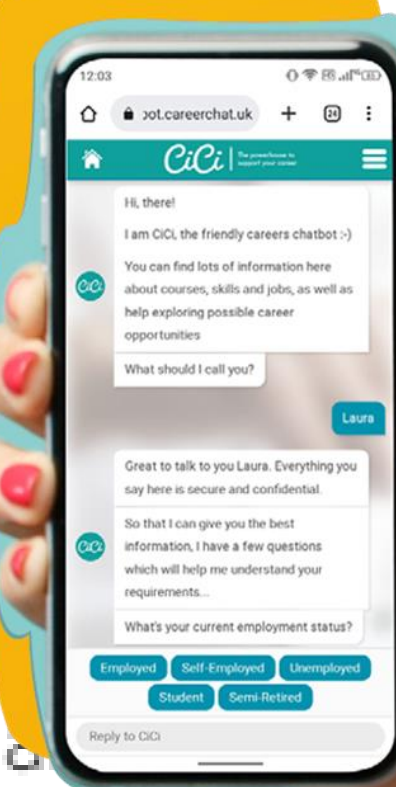
**We are** ... harnessing world leading intuitive AI digital solutions and chatbots that are simple to deploy. This eases the pressure on resources by providing easy to use careers support services. A CareerTech Innovation National Prize winner.



**With...** a deep understanding of the importance and impact of quality careers information, advice and guidance. We work with customers in the UK and internationally.



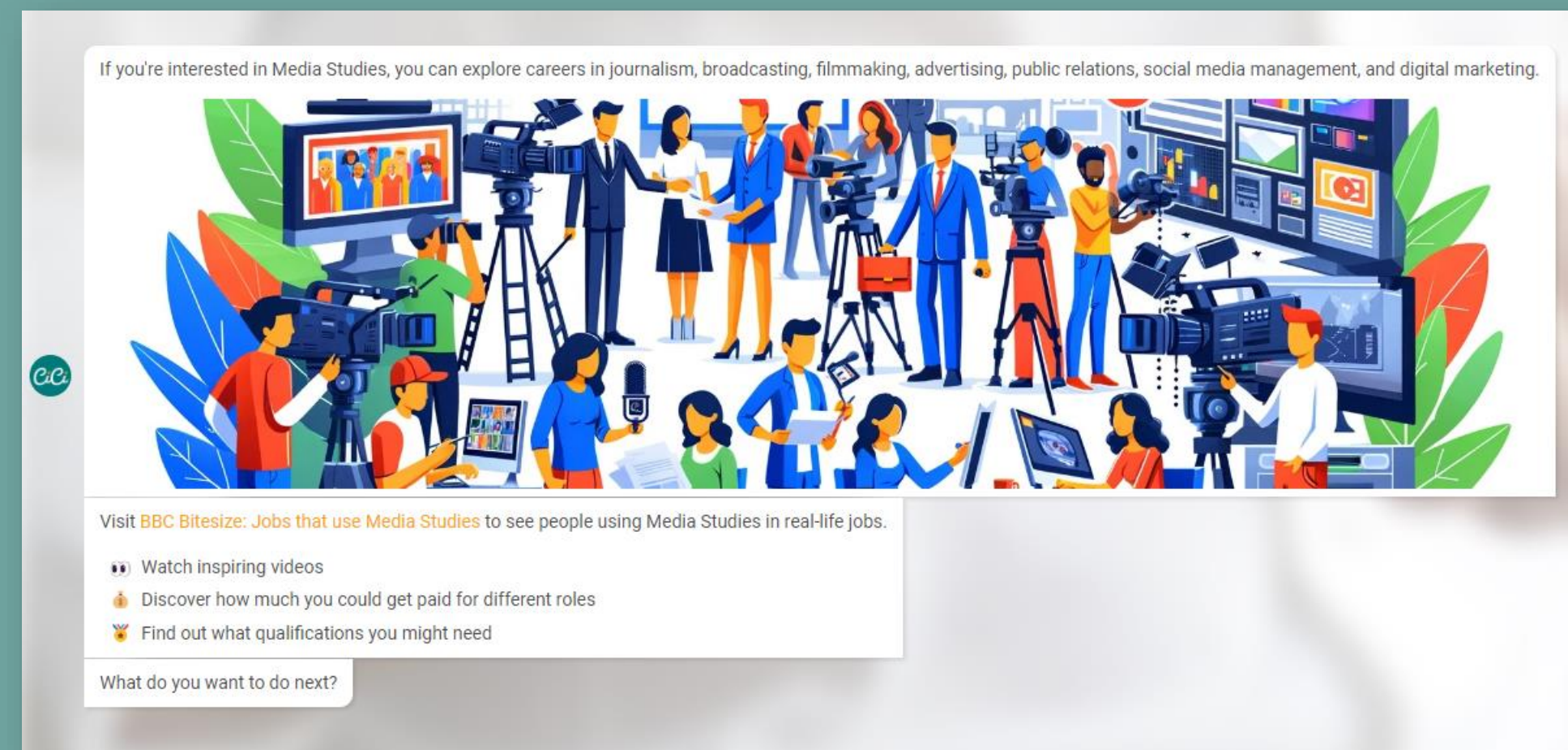
**Unlike ....** other high-cost products that are inaccessible, less accurate and more expensive.



# CiCi gives you access to:



# Explore Careers by Subject in partnership with BBC Bitesize Careers



*“We are impressed with CareerChat UK’s innovative work on AI and career exploration. We have begun working with them on a pilot project to increase young people’s access to high-quality BBC Bitesize Careers videos.”*

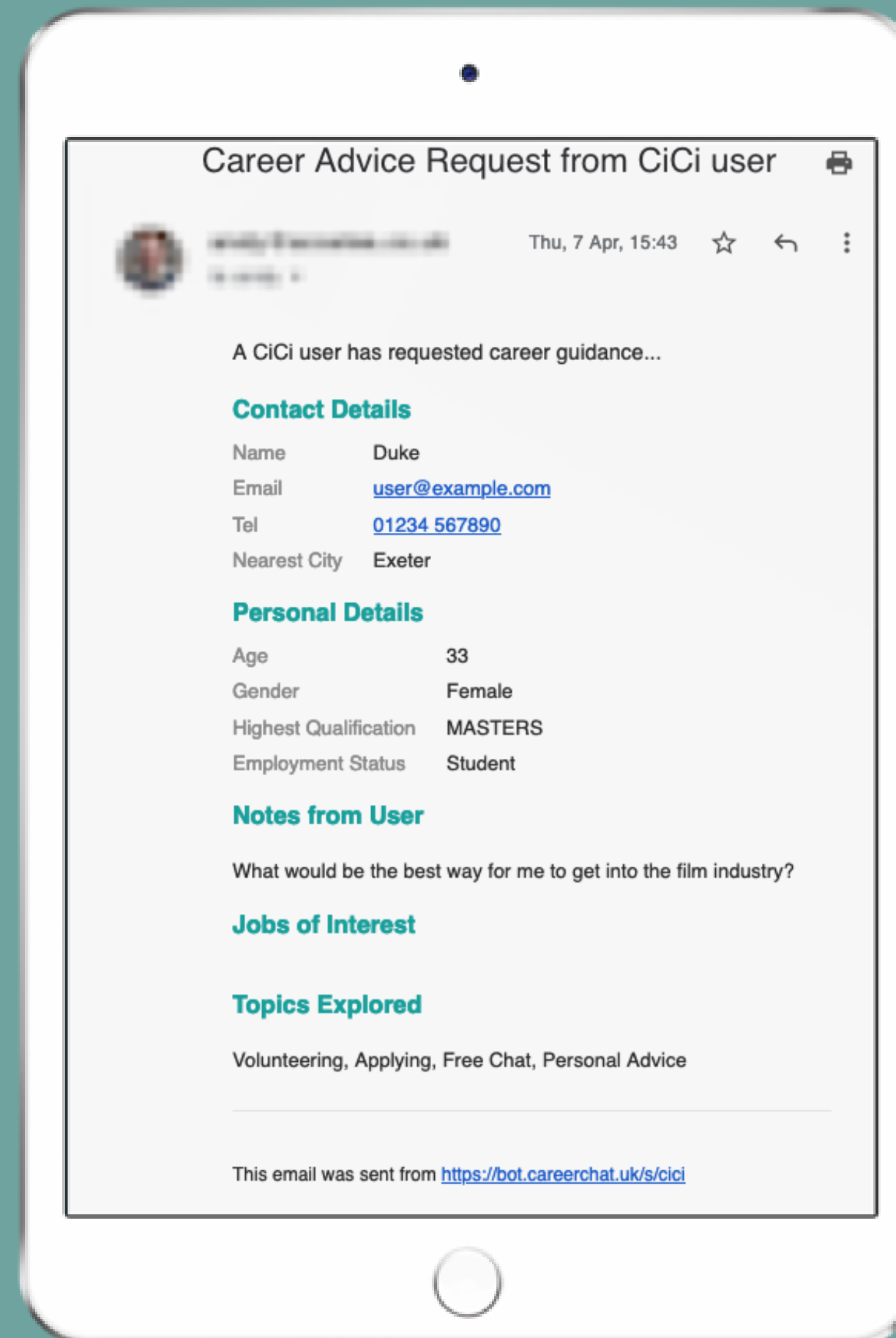
**Andrew Swanson, Executive Producer, BBC Bitesize Careers**

# Chat GPT Powered 'Free Chat'

The ability to 'free chat' with CiCi using curated Chat GPT to answer questions prompt engineered to act as a level 6/7 professional careers adviser.



## Referral to a human advisor



CiCi is able to provide a record of the user journey giving advisers a head start with interviews

# Analytics

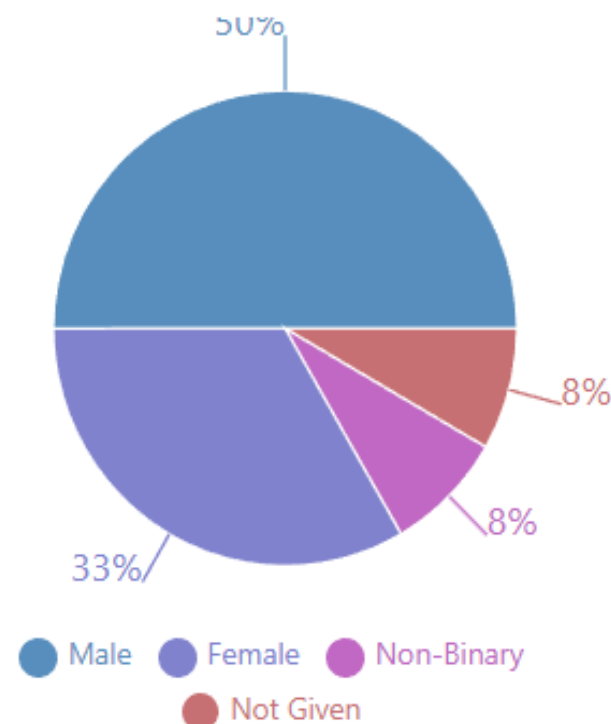
Tailored to your organisation, CiCi comes with a personalised dashboard of metrics, providing comprehensive data analytics to help align your service provision with the reality of the types of searches and occupations individuals are exploring.

This can enable accurate comparison against local, regional and national LMI.



# Engaging carefully with the sector

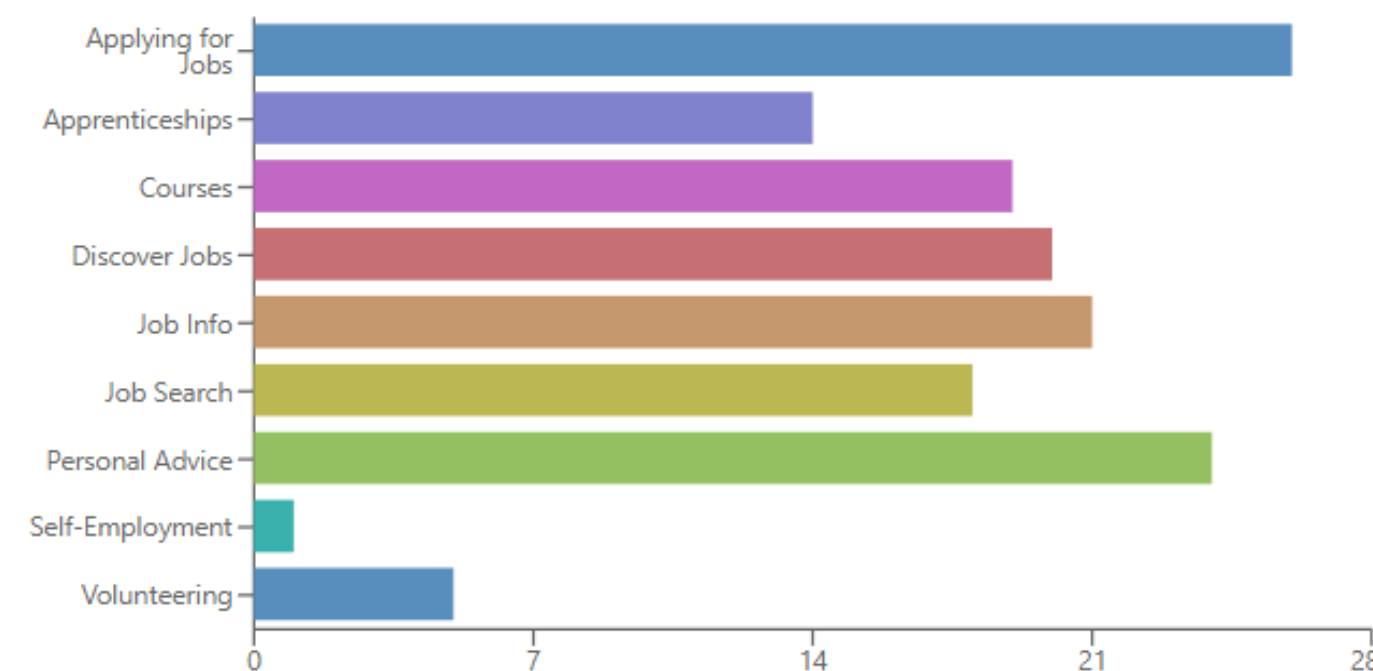
## Gender



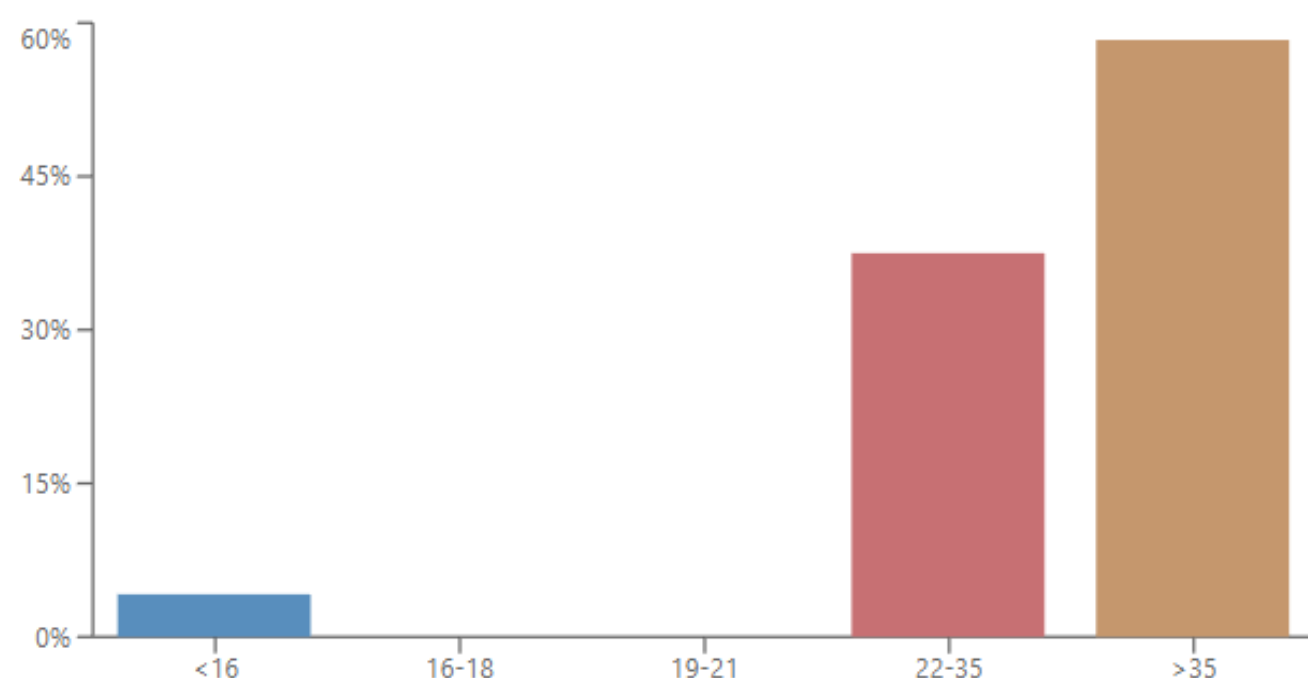
## Ethnicities

1. White Northern Irish (17.39%)
2. White British (17.39%)
3. Arab (13.04%)
4. White Other (8.7%)
5. Asian British/Bangladeshi (8.7%)
6. Prefer not to say (8.7%)
7. White English (8.7%)

## Topics



## Age



## Top Occupations

1. Other nursing professionals (9)
2. Book-keepers, payroll managers and wages clerks (3)
3. Cyber security professionals (2)
4. Chartered surveyors (1)
5. Plumbers & heating and ventilating installers and repairers (1)

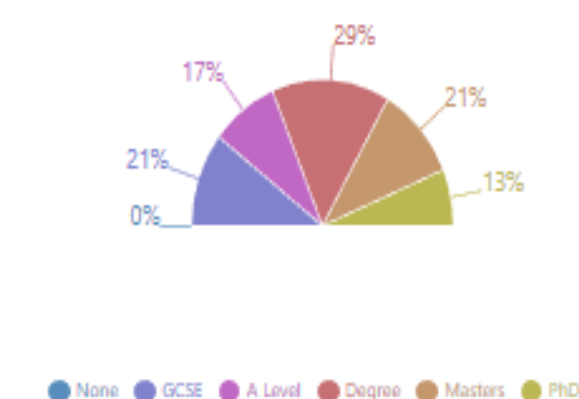
## Top Regions

1. South West (60.87%)
2. London (21.74%)
3. Northern Ireland (13.04%)
4. East Midlands (4.35%)

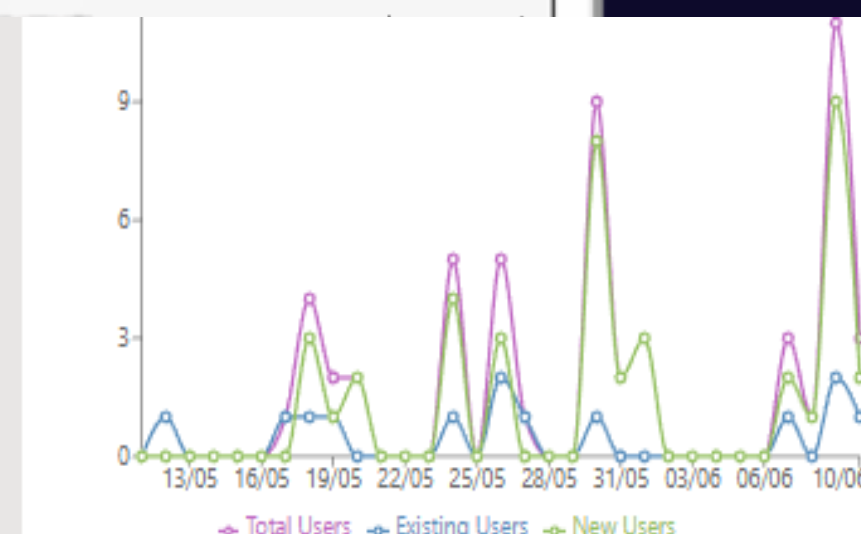
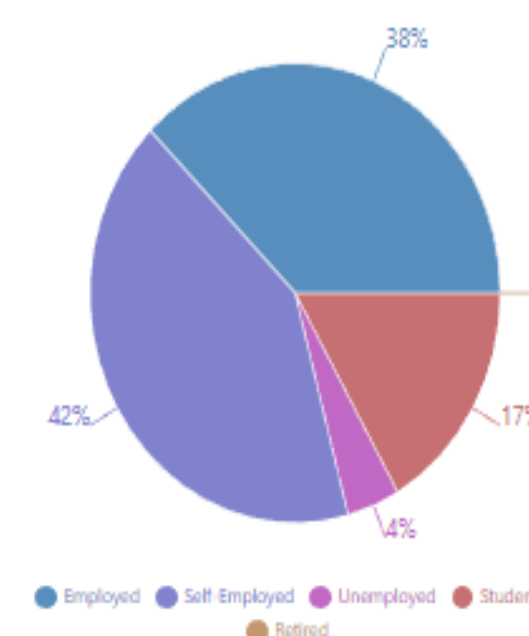
## Unique Daily Users

12

## Highest Qualification

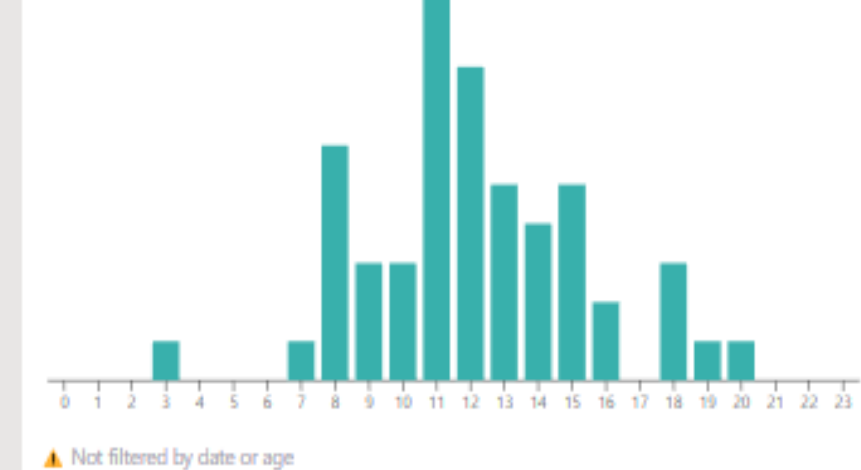


## Employment Status

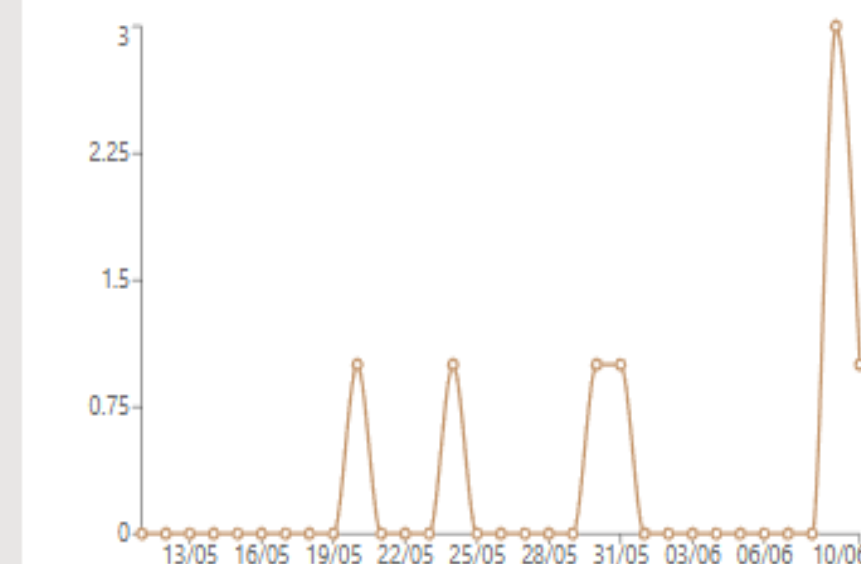


## Time of Day

Shows relative usage levels across all times of the day.



## Handovers



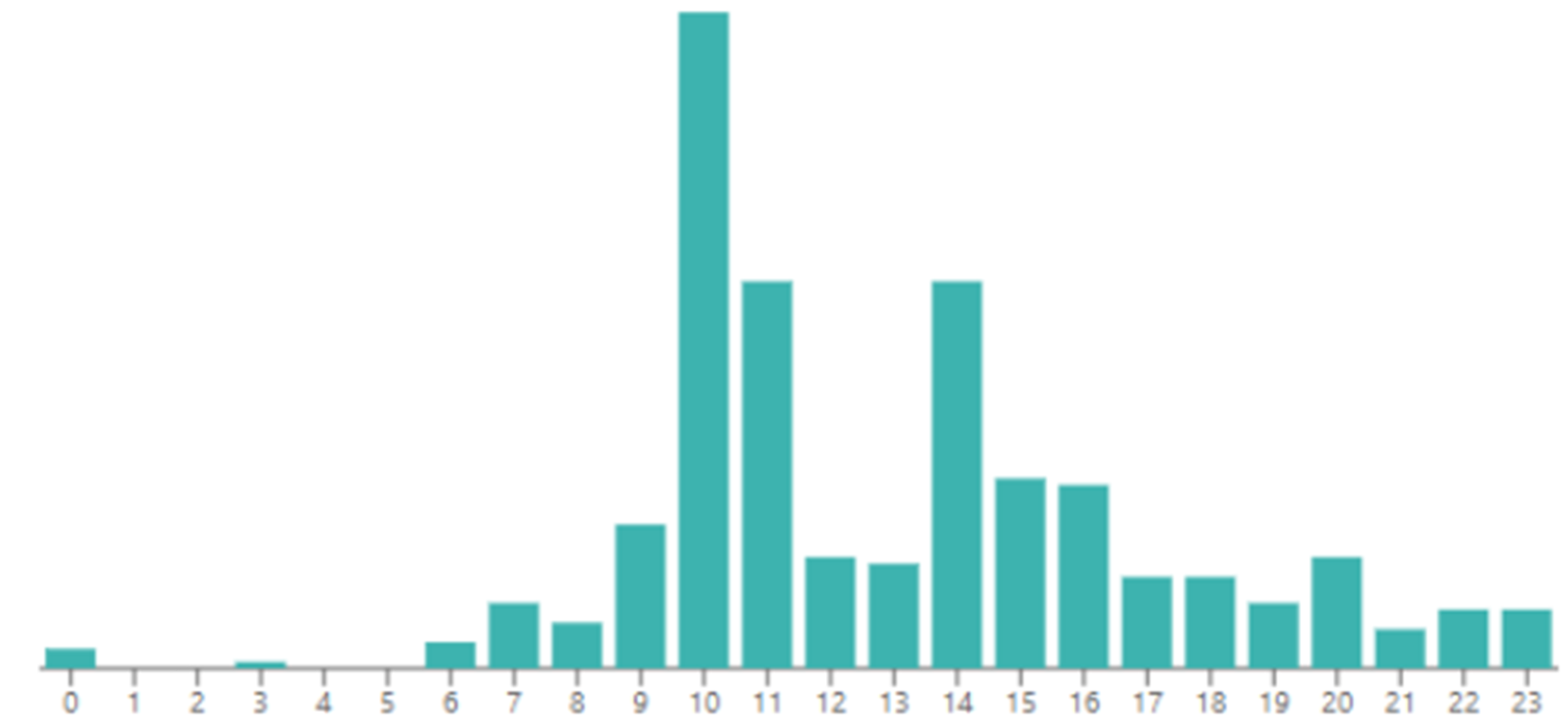
## Most common occupations selected (since inception)

1. Other nursing professionals
2. Specialist medical practitioners
3. Actors, entertainers and presenters
4. Textile process operatives
5. Social workers
6. Architects
7. Optometrists
8. CAD, drawing and architectural technicians
9. Other health professionals n.e.c.
10. Newspaper and periodical journalists and reporters

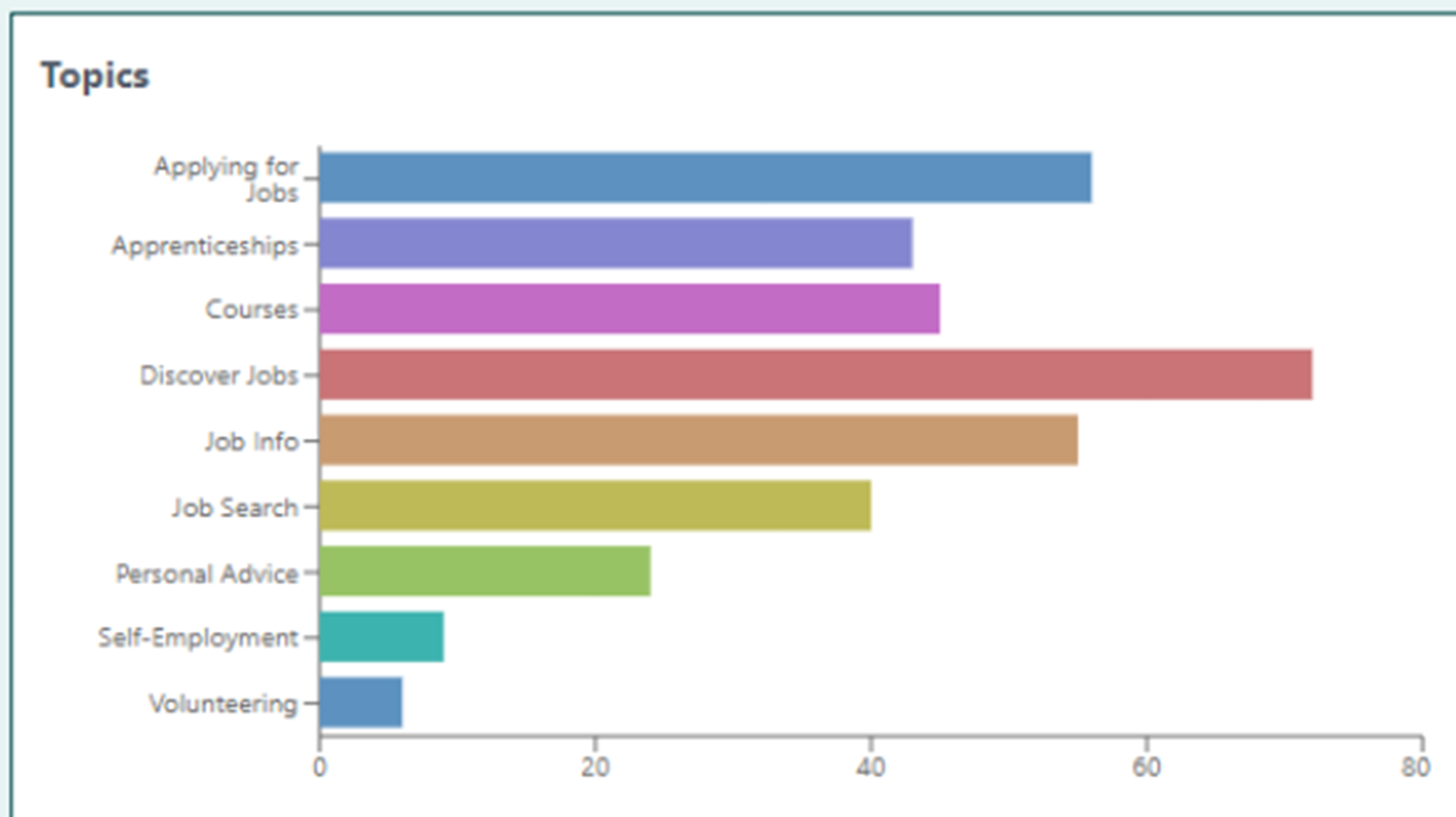
## Time of day breakdown (since inception)

### Time of Day

Shows relative usage levels across all times of the day.



## Activity profile (since inception)



# What is ODiCY?



← → 🔍 🏠 oecd.org/odicy/

ODiCY - Observatoire sur l'emploi

# ODiCY

Observatory on Digital technologies in Career guidance for Youth



**Learning from each other is a powerful means to better prepare young people for working life**

The OECD Observatory on Digital technologies in Career guidance for Youth (ODiCY) is an open-access repository on the use of digital technologies in career education and guidance by primary and secondary schools. This is designed to enable the global community of policy makers, schools and guidance practitioners to gain easy access to up-to-date practice examples, and insights on effective commissioning, development and use. Developers and users of digital tools in career guidance in schools are invited to submit a [case study](#).

## — Featured content

◀ ▶



**MyWayPass: Online career guidance platform**

MyWayPass is a guidance platform that leverages gamification techniques to empower students in their journey of exploring career options and making informed decisions about their professional future in a captivating and user-friendly manner. Its primary...

13/10/2022

→ READ MORE



**Utdanning Norway: Career Portal**

Utdanning.no is the Norwegian government website for career, labour market and education information. The aim of the site is to provide students (age 14 and older) with all relevant information for making an informed choice...

23/09/2022

→ READ MORE



**National Portal of Lifelong Career Guidance**

The National Portal of Lifelong Career Guidance supports the lifelong career development of all target groups (students of all education levels, VET trainees, graduates, unemployed persons, disadvantaged groups etc) through the assessment of their personal...

29/09/2022

→ READ MORE



**Métiers 360: Virtual Reality career talks**

Métiers360 provides schools with a resource that enables them to set up workshops to work on career development skills using virtual reality (VR) headsets. The resource includes: - VR headsets - 360 videos with some...

26/09/2022

→ READ MORE



**Grand Dédic: Career exploration**

Grand Dédic is a web platform that gives access to career guidance resources to allow students to explore the world of work. Students have access to videos of those in the world of work that...

25/09/2022

→ READ MORE



**JobIRL.com Online Platform**

The JobIRL.com is a social network that helps young people develop their career plans through a wide range of resources: from an orientation test for the most confused students (developed by JobIRL) with the help...

01/09/2022

→ READ MORE

## How does it work?

The structure of the Observatory is driven by the needs of education systems, schools and guidance professionals and is shaped by the OECD's identification of [Career Readiness Indicators](#) forms of guidance connected to how young people explore, experience and think about potential futures in work that are confirmed through analysis of national longitudinal datasets to commonly link with better long-term employment outcomes for youth.

>> [Discover research and policy papers, blogs and videos on the use of digital technologies in career guidance](#)

**ODiCY = Observatory on Digital technologies in Career Guidance for Youth**

**Open-access library of school career guidance resources using technology.**

**Based on the [OECD Career Readiness Indicators](#) connected to how young people explore, experience and think about potential futures in work.**

**Searchable and up-to-date.**

**Linked to key research, blogs from experts in the field and videos.**

**Information on how many schools use the resource, research base, evaluations, government funding etc. + what makes the CG more effective, efficient and/or equitable.**

**Currently contains examples from 20+ countries.**

**<https://oe.cd/odicy>**

# Find Out More

We'd love to hear from you.  
Here's how we can chat.

Visit: [www.cicichat.co.uk](http://www.cicichat.co.uk)

Book a Demo: <https://cicichat.co.uk/book-a-demo/>

Or send us an E-mail: [admin@cicichat.co.uk](mailto:admin@cicichat.co.uk)



"The pessimist complains  
about the wind, the  
optimist expects it to  
change; the realist adjusts  
the sails"

(William Arthur Ward, US Motivational Writer)



# Thank you😊

Email: [deirdre.hughes20@btinternet.com](mailto:deirdre.hughes20@btinternet.com)

Tel: 00 44 (0) 7533 545057

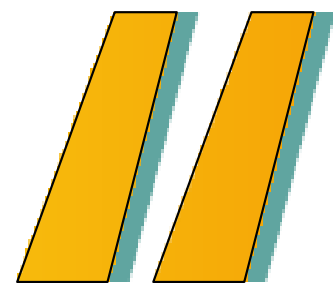
LinkedIn: <https://www.linkedin.com/in/dr-deirdre-hughes-obe-28594911/?originalSubdomain=uk> X @deirdretalks

Websites: CareerChat (UK) - <https://cicichat.co.uk/blog/>

SAVE THE DATE: 16/5/24 14.00 – 15.30 AI & CD WEBINAR

IAEVG Conference 2024 – <https://peda.net/iaevgconference2024>

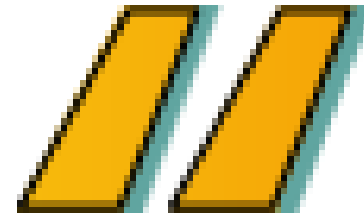
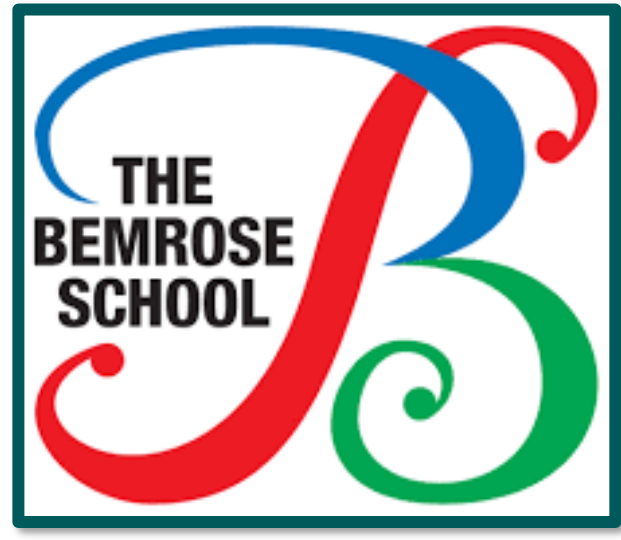




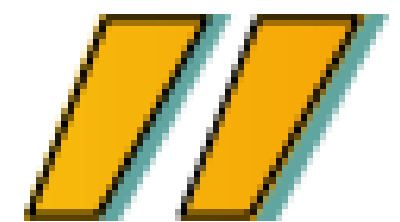
“We are a small HEI that has to invest smartly in our provision. Naturally, CiCi was of great interest to us and provides a vital service in bridging the gap between our student services and the curriculum teams. Catering to a diverse group of students, many with caring or parenting responsibilities, the 24/7 access to careers and progression support is amazing! Although we don’t encourage it, we have even had students on CiCi at 2am. Everyone is really impressed with the technology and the support from Careers Chat UK has been phenomenal with access to cutting edge seminars growing my understanding of AI.”

Adam Stowe, HE Welfare and Progression Officer  
University Centre Leeds





We are very proud and excited at The Bemrose School to have developed a great partnership with CareerChat UK. Their dedication to quality, easy to access careers advice and information is evident in all aspects of what they do. The team made it so simple for us to pilot CiCi across our school by promoting it personally to our students and we have seen how CiCi's personalised and friendly careers support will help our student to explore their future career possibilities, raise aspirations and become aware of labour market information. CiCi is a fantastic and easy resource that can be used by students of all abilities.



*Claire Amos, Lead in Careers  
Delivery and HR Business at  
The Bemrose School and Sixth Form*

