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USING RESPONSIBLE ARTIFICIAL INTELLIGENCE IN EDUCATION: DIGITAL TRANSFORMATION OF ACQUISITION OF PROFESSIONAL SKILLS

In the fast-evolving landscape of education, the integration of artificial intelligence has emerged as a transformative force, promising to revolutionize the acquisition of professional skills. Formal and non-formal education are of great importance now, recognizing one of the main roles of artificial intelligence in shaping skills development.

Nowadays, there is a huge shortage of digital skills worldwide – for example, only 55 percent of people aged 16 to 74 in the European Union have at least basic overall digital skills. [1] However, according to the Society for Human Resource Management (SHRM), about 90 percent of job seekers said that general digital skills are vital, regardless of industry, occupation, or demographics. [2] This highlights the necessity for individuals to possess digital competencies in order to be competitive at local and global scale through continuous formal and non-formal training.

Adoption of artificial intelligence is simply crucial and financially prospective as the projected growth for the artificial intelligence market in education is remarkable, with estimates suggesting it will reach \$80 billion by the year 2032. [3] In response to the growing demand for digital skills, educational institutions and training programs are increasingly adopting artificial intelligence methods and technologies into their curricula. For example, artificial intelligence becomes more present with global trends in education [4], incorporating into subjects like STEM sciences, social sciences, health education et cetera.

In general, digital skills development falls into 3 completely different categories such as cognitive skills, technical skills, and interpersonal skills. Developing a well-rounded skill set that encompasses all of these categories is essential for success in today's interconnected world for building a personal brand.

Artificial intelligence offers lots of opportunities to expand the effectiveness, scale, and scope of learning practices. [5] Advancements in education through the integration of artificial intelligence offer benefits, especially in the realm of digital skills acquisition:

1) Personalized learning pathways are used by educational platforms both in formal and non-formal education (Moodle, Coursera, Edx); educational platforms with artificial intelligence can analyze student interests, historical learning patterns, and performance metrics to deliver content tailored the best to individual needs;

2) Artificial intelligence tools provide learners with real-time feedback on their progress and performance. Through automated quizzes, assessments, and grading systems, educational platforms derive immediate insights into areas of strength and areas needing improvement, allowing learners to adjust their study strategies and skills acquisition policy accordingly;

3) Educational platforms both in formal and non-formal education offer access to a vast array of learning resources, including interactive tutorials, simulations, and multimedia content. This diverse range of resources caters to different learning styles and preferences, ensuring that learners have access to the materials that resonate most with them. There is almost no difference in artificially generated content and human produced content [6] though artificially generated content is more likely to be partially biased; [7]

4) Collaborative approach between learners and educational platforms can be achieved through artificial intelligence by facilitating empathic communication. In a Nature article, it was reported up to a 38.9% increase in conversational empathy for interpersonal skills development. [8] Empathic communication from artificial intelligence creates a more supportive and interactive learning environment, enhancing learners' motivation and engagement, including individual differences in learning styles, backgrounds, and social abilities.

Also, the 2023 AI Index Report by the Stanford Institute for Human-Centered AI notes a rise in research focusing on ethical concerns like fairness and transparency. [9] It is vital for artificial intelligence in education to be responsible,

explainable, secure, and transparable using ethical frameworks with a “human-in-the-loop” approach, [10] since it directly impacts the skills development and well-being of learners. By utilizing human oversight into educational systems with artificial intelligence, educators can ensure that decisions made by the technologies fully and fairly align with educational goals, values, and principles overall.

All-in-all, artificial intelligence applications in education contribute to continuous skills development and building a personal brand to be valuable and reliable upon. Its integration empowers learners to develop and refine multifaceted skills, ultimately enabling them to establish themselves as valuable and reliable contributors in the respective fields. Whether pursuing formal education or engaging in lifelong learning, educational platforms with responsible artificial intelligence integrated provide the resources and support necessary to thrive and build a strong personal brand.

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