

## **Background**

The rapid advance of artificial intelligence (AI) continues to influence the world of work, recruitment and career development. Traditional AI tools are widely deployed in customer service and support applications. Conversational AI tools, such as ChatGPT, Google Gemini, and Microsoft Copilot, have expanded beyond text generation and are being marketed as tools for real-time assistance in professional and educational environments.

Policy responses differ internationally on the importance of strong regulation and inclusion, with some advocating for removal of tough rules which they argue stifle innovation. Others are taking a harder line placing safety and inclusion at the heart of their AI philosophy. The UK government remains committed to AI innovation, participating in global summits and announcing plans for an Oxford-Cambridge Growth Corridor aimed to strengthen the country's position as a global leader in life science, AI and advanced manufacturing (UK Government, 2025).

The UK position is in alignment with US plans to increase investment in AI development to strengthen technological leadership and competitive positioning against global AI advancements, particularly from China and the European Union. In parallel, new global regulatory frameworks such as the EU AI Act and AI product declaration registers, are setting compliance expectations for businesses developing and deploying AI solutions.

## **Impact on Careers Work**

AI has the potential to automate some administrative tasks within careers services, offering labour market insights, and change how some individuals access career information, guidance and development. With AI increasingly integrated into popular applications, such as web search, job recommendations and AI-assisted CV and application writing, individuals increasingly turn to technology for career planning. AI recruitment platforms are now used to perform candidate matching, pre-screening, and interview analysis, disrupting traditional hiring processes. However, this is not without controversy. One company removed a controversial AI expression tracking tool from their virtual job interview software (AI Incident Database, 2024). Recent CIPD articles underscore both the potential benefits and ethical concerns surrounding AI use in HR, prompting employers to reconsider hiring strategies in response to AI-generated job applications (Loveday, 2024).

One of the earliest applications of traditional chatbots was to search a knowledge base of Frequently Asked Questions (FAQs). AI-powered agents are changing how organisations manage and disseminate knowledge – some would argue making such

knowledge bases more flexible but potentially less accurate. Companies are starting to create AI-driven knowledge bases that allow users to interact conversationally with proprietary information, streamlining support services and decision-making processes. These AI agents have the potential to deliver instant, data-driven career information and insight tailored to individual users. But with this apparently more personalised interaction there are risks of bias and inaccuracy.

#### **Ethical and Regulatory Considerations**

The integration of AI into career development raises new ethical questions, reflected in the CDI's revised Code of Ethics (Career Development Institute (CDI), 2024). The principles of equity, impartiality, and transparency now extend to the use of AI, ensuring that AI-driven career support remains accessible, unbiased, and accountable.

High-profile cases have demonstrated AI's potential for bias and legal challenges. Notably, Amazon's AI recruitment tool was dropped after it was found to discriminate against female candidates (Metz, 2018). More recently, legal action has been taken by content owners against AI firms, alleging copyright infringement related to AI-generated content trained on proprietary datasets (Vincent, 2024). These cases underscore the need for transparency and fairness in AI applications, particularly in recruitment and career development.

A key concern is the uneven take-up of AI tools by gender. Research suggests that men are more likely to engage with AI-driven technologies than women, which raises potential inequalities in access to AI-assisted career services and tools. To ensure inclusion and fairness in career development, practitioners and services must be aware and address the inequality of access, where users cannot afford the cost of premium services. And both practitioners and clients should be aware of the potential for bias within models.

The UK government's AI Strategy was structured around three pillars: investing in AI research and development, supporting AI adoption across industries, and ensuring AI governance and ethics (UK Government, 2022). However, the implementation of an AI Bill has been delayed as government seeks to realign with changes in the US administration and avoid weakening the UK's attractiveness to AI companies (Courea, 2025).

The EU AI Act, set to come into force in 2025, introduces stringent requirements for AI applications, particularly those classified as high-risk, such as recruitment and hiring tools (European Commission, 2023). While the UK is no longer part of the EU, this legislation will still impact UK-based organisations that operate within the EU market or

provide AI-driven recruitment and career services to European clients. UK companies will need to ensure compliance with these regulations to avoid restrictions on their AI applications in EU jurisdictions. Companies deploying AI in these areas must comply with transparency, fairness, and accountability standards.

Another growing concern is the misuse of AI by scammers, particularly through deepfake voice and video technologies (Ramsey, 2024). Fraudsters are increasingly leveraging AI-generated voices and realistic video manipulations to deceive individuals, often impersonating employers, financial institutions, or government bodies. This raises serious concerns about trust and security in digital communications and reinforces the need for greater awareness and safeguards in AI-driven career interactions and recruitment.

#### **AI in Education and Applications**

UCAS, the UK's university admissions service, acknowledges that AI tools such as ChatGPT can be used to brainstorm ideas, structure writing, and improve readability of personal statements. However, applicants must declare that their statements are their own work and not copied from AI or other sources. If AI-generated content is detected this could impact admission decisions (UCAS, 2024).

More widely in education, there is a recognition that educators and students are using AI as an educational assistant to support research, summarise and prepare study material. AI is increasingly used within learning platforms to personalise learning material, suggest content and sometimes to automate grading. But there remain major concerns about cheating and misuse. This is leading some institutions to consider changing the way they assess students, introducing more oral exams, in-class work and critical thinking exercises. Institutions are beginning to integrate AI literacy into the curriculum to help students understand the capabilities and limitations of AI, and develop their skills to use AI as a tool rather than a replacement for critical thinking and research.

Students and job seekers must critically evaluate AI-generated content to ensure accuracy and credibility. Over reliance on AI to draft CVs and applications, essays and assignments can leave them inaccurate and inauthentic and raises the possibility of being penalised through automated recruitment, assessment and anti-plagiarism tools.

#### **The Changing Role of Career Professionals**

Career development professionals must stay informed about AI's evolving role in recruitment, job search, and professional development. The CDI is committed to



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equipping practitioners with knowledge and training on AI, supporting their ability to guide clients in navigating AI-driven career landscapes. As AI continues to influence workforce trends, career professionals will play a crucial role in ensuring that individuals make well-informed, ethical, and strategic career decisions.

#### AI and the CDI Code of Ethics

The CDI's revised Code of Ethics (CDI, 2024) sets out key principles, all of which have relevance to AI:

- **Equity, Diversity and Inclusion:** AI tools must be designed and used to promote inclusion, ensuring that algorithmic bias does not reinforce discrimination in career services and recruitment.
- **Accountability:** Practitioners must ensure AI-based career guidance aligns with ethical and professional standards, taking responsibility for the accuracy and equity of AI-generated insights shared with clients.
- **Autonomy:** AI should support, not replace, human decision-making, empowering individuals to make career choices based on informed consideration rather than automated recommendations alone.
- **Confidentiality:** AI-driven career tools must comply with data protection laws, ensuring that client data remains secure and is not exploited by third-party providers.
- **Competence and Continuous Professional Development:** Career professionals must stay updated on AI advancements and their implications, ensuring they use AI tools effectively and ethically.
- **Duty of Care to Clients:** AI should be leveraged to enhance, rather than diminish, client well-being, with safeguards in place to prevent misinformation and unreliable career guidance.
- **Impartiality:** AI tools and outputs must be critically assessed to ensure they provide balanced and unbiased recommendations in career decision-making.
- **Transparency:** Practitioners must disclose when AI has been used in career guidance, allowing clients to make informed judgments about AI-generated advice.
- **Trustworthiness:** AI systems must be deployed in ways that uphold public trust in career services, with clear ethical standards and professional oversight.



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- **Fitness to Practise:** Career professionals should reflect on their use of AI and maintain ethical integrity in their interactions, ensuring they remain equipped to offer high-quality, personalised career guidance.

#### How the CDI Will Support Members

The CDI is committed to supporting its members in navigating the evolving landscape of artificial intelligence in career development. One key area of focus is providing continuing professional development (CPD) and training to ensure that career practitioners understand AI's implications for their work. These training opportunities will help members develop the skills and knowledge needed to integrate AI effectively and ethically into their practice.

The CDI will also advocate for ethical AI practices, ensuring that AI-driven tools and approaches support fair, unbiased, and transparent career guidance. As AI governance continues to evolve, the CDI will continue to monitor regulatory developments across key regions, keeping members informed about relevant policies and compliance requirements.

As AI reshapes recruitment and career development processes, the CDI will support career professionals in adapting to AI-driven career tools and hiring trends. This includes guidance on how AI is influencing job searches, CV screening, interview processes, and career decision-making.

The CDI aims to influence the interpretation and future development of occupational standards for the sector related to AI use in career development. By engaging with industry stakeholders, policymakers, and regulatory bodies, the CDI will ensure that professional standards reflect the realities of an AI-integrated career landscape.

Through its Ethics and Professional Standards Committee, the CDI will identify and address challenges that arise from the use of AI in career development. The committee will work proactively to assess potential risks, provide ethical guidance, and take necessary steps to uphold professional integrity in the face of rapid technological change.

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