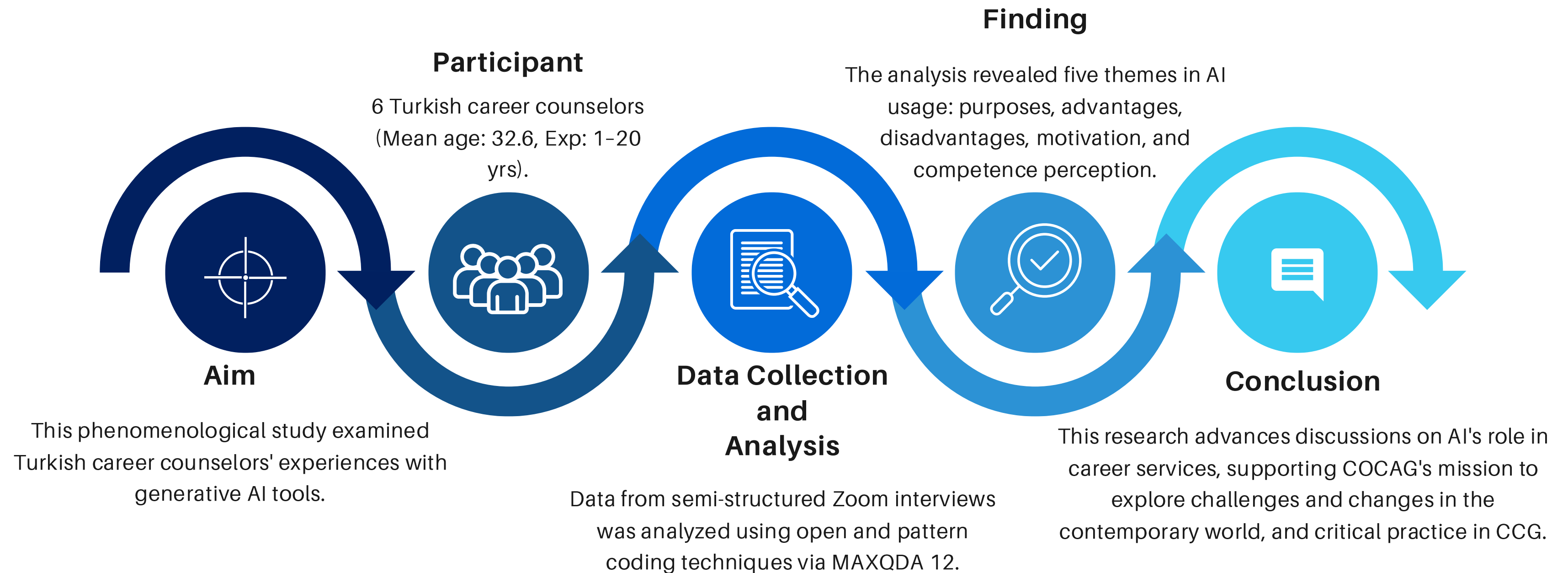


# THE DOUBLE-EDGED SWORD: EXAMINATION OF AI'S ROLE IN CAREER COUNSELING PRACTICE FROM CRITICAL PERSPECTIVE

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## Themes and Codes

The analysis revealed five themes in AI usage: purposes, advantages, disadvantages, motivation, and competence perception. Career counselors used AI for performance assessment, guidance, supervision, event planning, content development, fact-checking, and trend analysis. Benefits included information accessibility, enhanced creativity, reliability, and efficiency. Drawbacks centered on data privacy, misinformation, ethical concerns, AI's emotional limitations, and cost barriers. While participants were driven by tech curiosity and professional growth, they reported insufficient training and low confidence in AI use.



## Conclusion

Critical evaluation of AI in career counseling and guidance is essential despite its benefits (e.g., Thomsen et al., 2022). While AI offers enhanced efficiency, concerns include potential bias reinforcement, reduced personalization, and shifts in professional autonomy. Without adequate oversight and ethical frameworks, AI in career counseling may amplify rather than reduce social and economic disparities. Structured training and ethical guidelines are crucial to ensure AI promotes inclusion. This research advances discussions on AI's role in career services, supporting COCAG's mission to explore challenges and changes in the contemporary world, and critical practice in CCG.