

# AI Bytes

## Making Sense of Artificial Intelligence in Literacy and Basic Skills Education

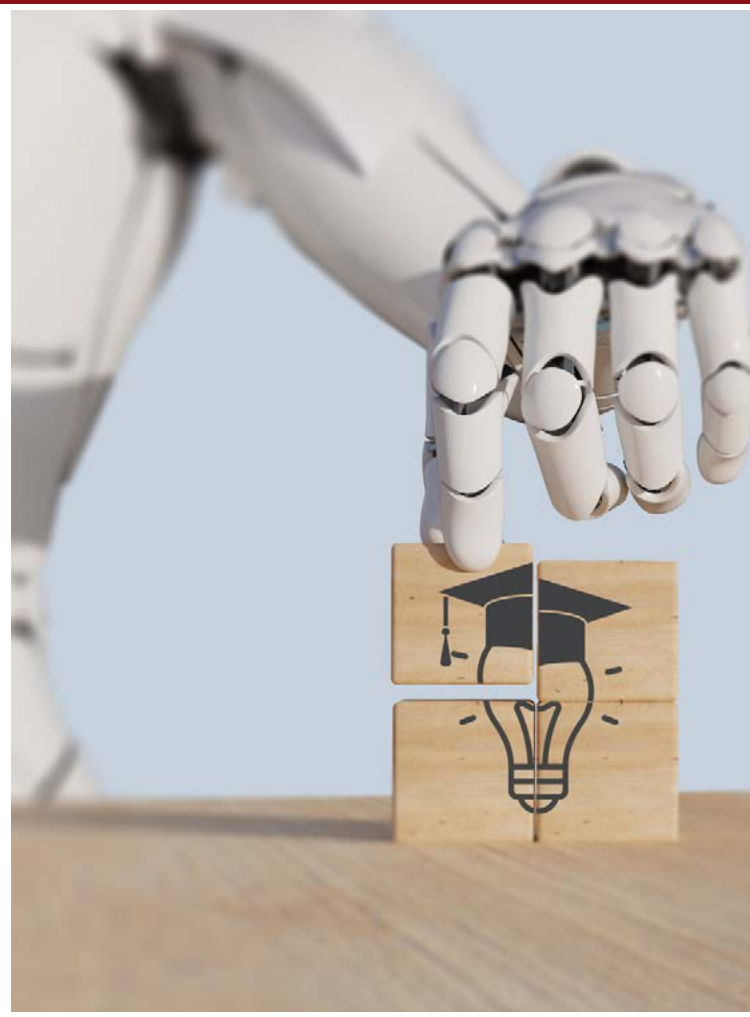
A Contact North | Contact Nord and Literacy Link  
South Central publication

**E-Channel**  
**Apprentissage en ligne**



Welcome to *AI Bytes*, your digital digest for the latest in artificial intelligence information for LBS!

In this issue, we're diving into the tools and strategies to elevate your LBS clients' employment preparation and networking game. We explore the art of crafting standout résumés and cover letters, uncover effective techniques for researching companies and employers, and delve into the nuances of researching companies for employment networking. We also navigate the world of social media to enhance your clients' professional presence and share insights on how to describe skills to build a compelling employment profile. Get ready to help learners unlock their potential and take their careers to new heights!



## Inside *AI Bytes*

This bulletin is the fourth in a series of six scheduled for distribution throughout 2024 and 2025. We specifically designed it to provide valuable insights and resources for educators in adult education, with an emphasis on LBS programs.

In this issue, we cover:

- Why LBS should prioritize AI literacy
- AI and the future of work: A balanced perspective
- Mastering the job hunt: The AI-driven résumé, cover letter and search engines
- Using AI to roleplay and prepare for interviews: Employing AI-driven simulations to practise interview scenarios

## Meet the AI Bytes team



**Carolina Cohoon** is an EdTech Consultant at Literacy Link South Central. Her professional background encompasses education and rehabilitation, with a passion for inclusion and accessibility.

Carolina is dedicated to designing learning experiences that celebrate and embrace diversity. Her interest in artificial intelligence (AI) is fueled by her enthusiasm for innovation, knowledge sharing, enhancing accessibility, and improving the learning experience through personalized learning adaptations that AI can offer within the framework of Universal Design for Learning (UDL).



**Jeremy Marks** works for Literacy Link South Central as a project manager and edtech researcher. He completed the Teacher/Trainer of Adults program at Conestoga College and now teaches Essential Skills in London. Jeremy has

taught learners in public and secondary schools, colleges, and universities in Canada and the U.S. since 2002. His fascination with AI comes from his longstanding passion for educational theory and cognitive philosophy.

\* This bulletin is edited by Contact North | Contact Nord.

## Why should LBS prioritize AI literacy?

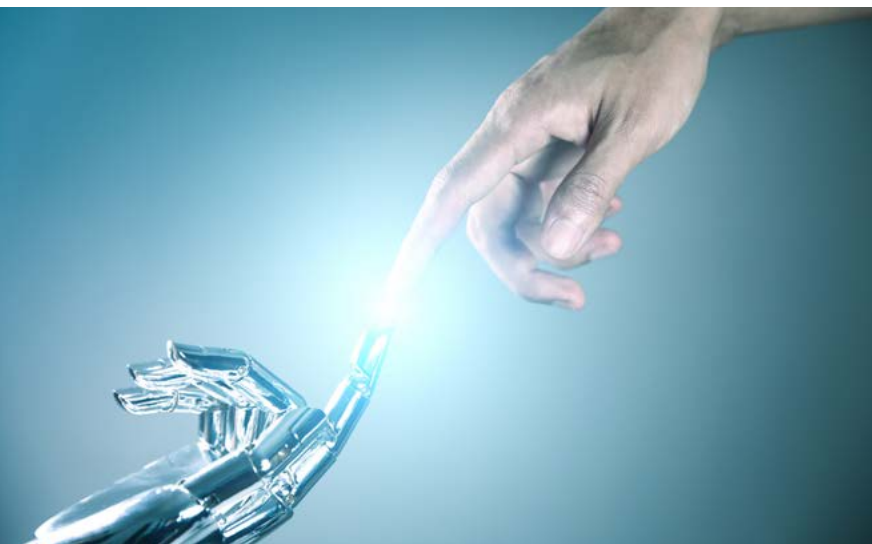
Artificial Intelligence (AI) is no longer a futuristic concept; it's a reality woven into the fabric of our daily lives. From the moment we wake up to the time we drift off to sleep, AI is silently working behind the scenes, influencing our decisions and shaping our experiences.

Consider your morning routine. As you reach for your phone, AI-powered algorithms curate your newsfeed on Google News, Facebook and other social media channels, tailoring it to your interests and providing relevant information based on analysis of your past behaviours, preferences and interactions with the platforms. Your morning commute is optimized by AI-driven traffic management systems, such as those used by navigation apps like Google Maps and Waze that analyze real-time traffic data, predict congestion and suggest the fastest routes.

When you're at work, AI tools like Excel and Google Sheets help analyze data and answer data-related questions. Outlook and Gmail use AI to suggest replies, translate messages and filter out spam. Microsoft and Google's word processing and presentation tools offer grammar checks, generate design layouts and even create instant presentations based on your prompts (in paid versions).

The healthcare industry is another sector profoundly impacted by AI, with AI-powered diagnostic tools that identify diseases with greater accuracy. AI is also leveraged to accelerate drug discovery, saving countless lives.

The entertainment industry is no exception. AI generates realistic graphics for movies



and video games, personalizes content recommendations, and even composes music. The next time you binge-watch a series on Netflix or play a video game, remember that AI is behind the scenes, enhancing your experience.

As AI continues to evolve at an exponential rate, its impact on society will only deepen. To fully harness its potential and mitigate its risks, it is imperative to develop AI literacy. By understanding the principles of AI, we can make informed decisions, adapt to the changing job market and ensure AI is used for the betterment of humanity.

## AI and the future of work: A balanced perspective

In our increasingly digital world, the rise of AI technology is reshaping the employment landscape, bringing both opportunities and challenges. Although AI tools promise to streamline hiring processes and create new job opportunities, they also pose significant challenges such as potential bias and privacy concerns. These concerns arise from the sharing of personal information through résumés and other automated application systems. There's a risk that sensitive data could be mishandled or exploited, leading to identity theft or other malicious activities. AI-powered tools may also inadvertently misrepresent candidates' abilities, which could lead to biased hiring decisions. For example, an AI system might favour certain keywords, skewing the evaluation process.

Alternatively, AI can be a powerful tool for jobseekers to stand out in a competitive market. From improving their LinkedIn profiles to simulating interview scenarios, these technologies can help people craft professional, compelling presentations of their skills and experiences. Nevertheless, it's crucial to use AI responsibly and avoid overreliance on these tools, as excessive automation can diminish authenticity and hinder genuine connections with potential employers.

### **How can educators balance the potential benefits of AI with the need to address its ethical implications and potential risks in LBS?**

Educators must incorporate AI into LBS education while also addressing the ethical implications such as bias, privacy and the spread of misinformation. By understanding how AI works, its limitations and its societal impact, people can become better informed, responsible digital citizens.



More than ever, teaching learners to recognize deepfakes (media manipulations of images, voices, videos or text) and other forms of digital deception is essential. Integrating AI literacy into the curriculum can empower learners to become discerning consumers of information, [build equity and inclusion in education](#), and make informed decisions in a rapidly evolving technological landscape.

Organizations like [AI for Education highlight the alarming rise of deepfakes, with a staggering 95,820 documented deepfake videos in 2023 alone](#). This surge stresses the urgent need for a new approach to verifying online content. By equipping learners with AI literacy and fostering critical discussions about the ethics of AI-generated content, we can empower them to navigate the digital world with confidence and discernment.

Here are several helpful resources:

- [Kellogg School of Management Deepfake Challenge](#): Can You Spot the Illusion? Challenge yourself and learners with this resource platform and uncover the truth behind the images! This platform presents users with a series of images — some real and some deepfakes — challenging users to distinguish between the two. It's a great way to practise identifying deepfakes, understand the nuances that separate real content from manipulated content, and spot inconsistencies and anomalies.
- [Uncovering Deepfakes](#): Is that video or photo real? This guide is designed to build learners' awareness of deepfakes, providing key discussion topics on the ethics of AI-generated content and practical tips to identify deepfakes through inconsistencies and irregularities.
- [Media Literacy in the Age of Deepfakes](#): "The greatest enemy of knowledge is not ignorance, but the illusion of knowledge." — Stephen Hawking. This free online course by MIT provides learners with the resources and critical skills needed to understand and combat the threat of misinformation and deepfakes.

## Mastering the job hunt: The AI-driven résumé, cover letter and search engines

The job market is undergoing a seismic shift. AI fuels relentless technological innovation where new roles keep emerging, redefining traditional tasks at breakneck speed. At the heart of this transformation is AI, reshaping industries and work practices alike.

As AI continues its rapid ascent, it's clear that those who can harness its potential will gain a significant edge in the job market. But this new era demands more than just technical skills. Critical thinking, problem-solving and creativity are becoming increasingly valuable, enabling people to adapt to the ever-evolving technological landscape and innovate solutions to complex challenges.

And let's not forget the importance of data literacy, given that AI relies heavily on data analysis. By understanding how to collect, analyze and interpret data, learners can make informed decisions and identify trends that drive innovation.

AI tools like chatbots, career planning tools, and virtual reality simulations can foster critical thinking, problem-solving and creativity. These tools offer personalized learning experiences, identify knowledge gaps, and prepare learners for the opportunities and challenges of the digital age.

Let's explore some strategies to help jobseekers in their search, from résumé building to interview preparation.

## Prompt engineering is a new skill for the modern jobseeker

In today's digital age, simply submitting a résumé is no longer enough. To stand out in a crowded field, jobseekers must master the art of prompt engineering. Job platforms like Indeed and LinkedIn use advanced algorithms to match jobseekers with relevant opportunities based on their skills, interests and experience. This is why LinkedIn can accurately recommend jobs that people may not have considered, leveraging their profile, network and platform activity.

By carefully selecting keywords and tailoring applications to specific job requirements, people can optimize their résumés to navigate applicant tracking systems. This strategic approach involves writing compelling prompts that highlight their unique skills and experiences to ensure their application is seen and considered.

### Here are some tips:

**Master keywords:** By identifying keywords from job descriptions, learners can tailor their applications to match the specific requirements of each job and increase their visibility to applicant tracking systems (ATS). Use [job search engines powered with AI like Indeed](#) or [LinkedIn](#) to identify industry-specific keywords.

**Customize:** A generic application is less likely to impress a hiring manager. Customizing each application shows the learner is serious about the specific job and understands the company's needs.

**Seek human feedback:** AI offers powerful tools but human feedback remains indispensable, providing personalized insights and helping learners refine their skills and communication. It's crucial to strike a balance. Overreliance on AI can diminish a job seeker's unique voice and personality. By

seeking feedback from peers, mentors or career counselors, learners can ensure their applications are clear, concise and professionally presented.

**Protect your privacy:** Protecting personal information is crucial. Learners should be mindful of the data they share and avoid including sensitive information in their applications.

**Harness the power of AI:** AI tools can help streamline a job seeker's application process and improve the quality of their application. Nevertheless, AI is a tool and not a replacement for human judgment. AI tools can help job seekers by:

- Brainstorming topics and writing styles
- Improving word choice and sentence structure
- Matching applications to specific job requirements

## Practical prompt examples

### Résumé and cover letter refinement

- Specific feedback →→ “Can you help me condense this paragraph in my résumé?” or “How can I make my cover letter more impactful?”
- Job-specific optimization →→ “How can I tailor my résumé for a marketing position at [Company Name]?”
- Résumé objective →→ Can you help me write an objective for [job position]?”

### Interview preparation

- Mock interviews: →→ “Can you simulate an interview for an assistant manager position?”
- Question bank: →→ “What are some common interview questions for a customer service role?”
- Company research: →→ “What are the key values and mission of [company name]?”

### Skill development and career planning

- Skill assessment: →→ “What skills should I focus on to become a [job position]?”

- Industry trends: →→ “What are the emerging trends in the marketing industry?”
- Career planning: →→ “What are some potential career paths for someone with a degree in [minor or major]?”

**Encourage your learners to experiment with prompts like:**

“Write a draft for a cover letter for a [position] at [company name].”

“Can you give me five interview questions for the [role] at [company name] using their website [link to company’s website]? Also, please give me feedback on my answers and tell me how I can improve.”

“What are the top three skills employers are looking for in 2024?”

**More tips for educators:**

**Encourage continuous experimentation:**

Encourage learners to experiment with different prompts and explore the chatbot’s capabilities. By trying out various prompts, they can discover new ways to use the technology and gain confidence in using AI effectively. The more they practise, the better they will be.

**Offer examples and tips on refining prompts:**

Offer guidance on how to craft effective questions and instructions for the chatbot. Include examples of prompts adapted to various scenarios to help learners understand how to interact with the chatbot. You can also provide tips on refining prompts based on the chatbot’s responses.

**Monitor progress:** Show learners how to develop a history of their chatbot interactions. Offer specific feedback on prompt quality and interpretation of chatbot responses to foster critical thinking and problem-solving skills.

## Using AI to roleplay and prepare for interviews: Employing AI-driven simulations

### Microsoft Copilot

#### Revolutionize learners’ interview prep with Copilot’s Voice AI

Microsoft’s latest Copilot update on October 1, 2024, lets your learners talk to AI like a real person — like having a 24/7 interview coach.

Here’s how Copilot can improve interview skills:

- ✓ Real-world practice: Simulate authentic interview scenarios tailored to a specific industry
- ✓ Instant feedback: Get immediate, constructive feedback on answers
- ✓ Expert tips: Learn proven strategies to ace tough questions and leave a lasting impression
- ✓ Anytime, anywhere access: Learners can practise at their own pace, 24/7
- ✓ User-friendly interface: Easy to navigate, even for tech newbies
- ✓ No subscriptions or hidden costs
- ✓ Powered by GPT-4 Turbo model
- ✓ Cutting-edge AI for the most natural and engaging interactions
- ✓ Multilingual support: Practise in the learner’s preferred language
- ✓ Customizable scenarios: Tailor practice to specific job roles and industries



Ready to level up the LBS classroom interview game?

Check out the demo: [Roleplay an Interview with Copilot](#)

## InStage

### Help your learners elevate their professional skills

Are your learners feeling unprepared or anxious about their next interview? [InStage](#), powered by AI, transforms practice into a fun and effective learning experience.

#### Why InStage?

- Personalized practice: Tailor practice sessions to your learners' needs
- Realistic scenarios: Experience real-world scenarios
- Supportive learning: Gain confidence in a safe environment

Access InStage at no cost by partnering with the [LearningHUB](#) or [Good Learning Anywhere](#).

Don't miss out! Watch the tutorial video to learn more: [Technology Help Videos - Free online education for adults living in Ontario](#)

### LBS Assistant by Literacy Link South Central (instructors)

The EdTech team at Literacy Link South Central (LLSC) has updated the LBS Assistant, an AI Chatbot designed for Ontario adult literacy instructors who follow the Ontario Adult Literacy Curriculum Framework (OALCF). You can now use this chatbot to develop employment skills as it is trained to review the new [9 Skills for Success model](#).

Here's what the LBS Assistant can do for you:

- Create targeted OALCF tasks
- Make learning inclusive with universal design principles
- Offer alternative teaching styles for engaging lessons
- Provide answers 24/7 without any complicated setups
- No cost

- Clear language
- Powered with GPT-4o Mini for faster responses and fewer tokens

Did you know? This chatbot:

- ✓ Speaks French (just type your prompt)
- ✓ Trained with the 9 Skills for Success model

Get started today! Watch the tutorial video: Learn how to use the LBS Assistant with this helpful guide: <https://www.youtube.com/watch?v=7ysJOWFDWpQ>

Access the LBS Assistant: Start creating UDL-aligned, OALCF-compliant activities here: <https://poe.com/LBS-Assistant>

### AI-driven tools to support job seekers

#### 1. AI résumé builder

Popular options include [Teal](#) (free and premium) and [Canva's resume builder](#) (free)

#### 2. Job scan

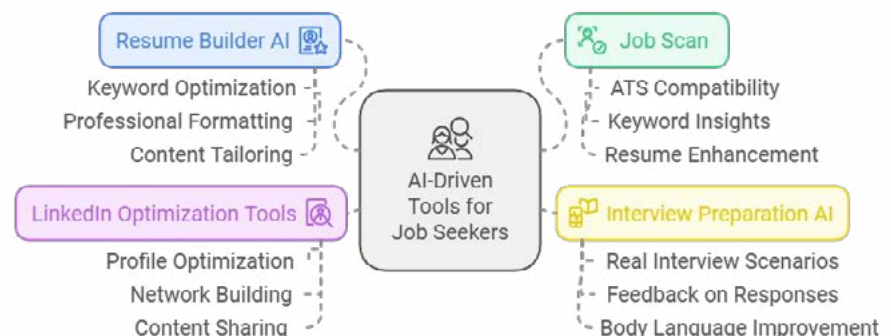
[Jobscan](#) (free and premium) helps jobseekers optimize their résumés for applicant tracking systems.

#### 3. AI interview prep

[Huru](#) (free trial) uses AI to simulate real interview scenarios, providing feedback on responses and body language.

#### 4. LinkedIn optimization tools and resume branding

A [LinkedIn](#) profile is a digital résumé and a powerful platform to showcase learners' skills, achievements and professional journey.



**Tip:** Many companies use Applicant Tracking Systems (ATS) to screen résumés. These systems can struggle with complex formats. To ensure a résumé makes it past the initial screening, keep it simple. Avoid headers, columns, tables and graphics. Use a clear, easy-to-read format with standard fonts and headings, and apply keyword optimization. Learn more: [How To Write an ATS Resume \(With Template and Tips\) | Indeed.com](#)



## References

<https://aiindex.stanford.edu/report/#:~:text=Featuring%20more%20original%20data%20than,of%20the%20responsible%20AI%20landscape%2C>

[The potential impact of Artificial Intelligence on equity and inclusion in education | OECD Artificial Intelligence Papers | OECD iLibrary](#)

[Media Literacy - Part 1, pg4 - Media Literacy in the Age of Deepfakes](#)

[16 Innovative Ways To Leverage AI In A Job Search](#)

<https://openai.com/index/indeed/>

[https://www.jvstoronto.org/blog/the-pros-and-cons-of-artificial-intelligence-for-job-search/#:~:text=Many%20job%20search%20platforms%20\(Indeed,interests%2C%20and%20experience%20with%20job](https://www.jvstoronto.org/blog/the-pros-and-cons-of-artificial-intelligence-for-job-search/#:~:text=Many%20job%20search%20platforms%20(Indeed,interests%2C%20and%20experience%20with%20job)

[5 ways AI chatbots can boost your job and internship search – Harvard FAS | Mignone Center for Career Success](#)

[Using AI Tools For Job Preparation - CareerExplorer](#)

<https://learn.microsoft.com/en-us/copilot/microsoft-365/microsoft-365-copilot-overview>

## AI Bytes edition 5: What's next

In the next issue of *AI Bytes*, we explore how LBS practitioners can develop a fuller picture of learners' needs, using AI to make curriculum, intake and assessment more inclusive with the Universal Design for Learning (UDL).

UDL consists of three foundational principles:

1. Engagement: Stimulating learner success involves multiple means of engagement to cater to different interests and motivations.
2. Representation: Presenting content in different ways gives learners various options to acquire information and knowledge.
3. Action and expression: Providing different means of action and expression allows learners to demonstrate what they have learned in various ways.

In *AI Bytes* #5, you'll see how these principles lend themselves to adult learning and how you can use them to build on your existing instructional practice.

See you next time!