



AI Literacy for College Students

Thinking Critically, Ethically,
and Creatively with AI

Module 7:

AI in Careers and Society

AI literacy is becoming an essential academic and career skill. As AI tools become more common in workplaces, employers increasingly value people who can use AI effectively, evaluate its outputs carefully, and use their own judgment to check and improve AI-generated work.

Applications across Fields

- ✉ **Business:** AI can analyze sales trends, provide customer insights, and automate routine tasks.
- 🏥 **Health care:** AI can flag abnormal test results, analyze patient data, and streamline scheduling.
- 🍎 **Education:** AI can create personalized study plans, help with grading, and generate practice questions.
- 💻 **Design and creative fields:** AI can make prototypes, suggest design variations, and assist with media production.
- 📊 **Data science and technology:** AI can clean and analyze data, find patterns, and make predictions.
- 🗣️ **Communications:** AI can draft content, monitor trends, and summarize audience feedback.

AI as a Collaborator, Not a Replacement

AI can enhance idea generation, problem solving, and productivity, but human judgment, ethics, creativity, and communication remain critical. Recognizing AI's limits and integrating human insight ensures responsible use.

Human Skills That Matter Most

- **Judgment:** Make thoughtful decisions based on evidence and critical thinking.
Example: evaluating and determining which sources or ideas are trustworthy when solving a problem
- **Ethics:** Act responsibly, considering fairness, impact, and consequences of your choices.
Example: deciding *how* to use information or resources in a way that respects others
- **Creativity:** Generate, adapt, and improve ideas to solve problems or create something new.
Example: brainstorming multiple solutions to a challenge and refining the best one
- **Communication:** Clearly share ideas, reasoning, or findings with others.
Example: explaining a plan, argument, or discovery so others can understand and act on it

Lifelong AI Literacy

AI tools and workplace expectations continue to change. Building AI literacy means developing the ability to learn new tools, evaluate outputs, and adapt your skills over time. These abilities can help you stay competitive, make informed decisions, and use AI responsibly throughout your career.

Try It

Explore AI in Your Future Career

1. Choose a career, major, or industry you are interested in.
2. Find two examples of how AI is currently used in that field.
3. For each example, identify one benefit and one limitation or concern.
4. Write a short reflection (100–150 words):
 - What is one step you could take now to build AI literacy for this career?
 - What human skills will still matter in this field?

Optional: Compare responses with classmates and discuss similarities and differences across fields.