

# Research on the Mechanism and Countermeasures of Artificial Intelligence Affecting the Quality of Women's Employment under the Background of Digital Economy

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**Abstract:** With the growing scale of China's digital economy, the innovation and application of digital technology, the rapid development of artificial intelligence has a profound impact on China's employment. As an indispensable part of the labor market, it is of great practical significance to study the impact of artificial intelligence on women's employment. The application of artificial intelligence has greatly impacted the employment of women, making them face certain difficulties, but also has a positive impact.

**Keywords:** Artificial intelligence, Female employment, Economic development.

## 1. Introduction

This paper provides an in-depth analysis of the current impact of artificial intelligence on the labor market, and clarifies the impact of artificial intelligence on people in the field of employment from the perspective of female workers, and proposes countermeasures based on this.

## 2. Research Background

### 2.1. Literature Review

With the growing scale of China's digital economy and the innovative breakthroughs and applications of digital technology, the rapid development of artificial intelligence has a profound impact on China's employment. Women are an integral part of the labor market, so it is of great practical significance to study the impact of artificial intelligence on women's employment. The application of artificial intelligence has greatly impacted the employment of women, making them face certain difficulties, but also has a positive impact [1].

In the current academic research and literature review, the changes of women's employment environment under the tide of digital economy have accumulated considerable achievements, but most of them focus on the changing trend of employment rate and employment quantity at the macro level [2], and few of them deeply analyze the internal structure and specific improvement path of women's employment quality. As a multi-dimensional and comprehensive concept, employment quality covers many aspects, such as job stability, career development space, working environment safety, salary and welfare, work-life balance, skills upgrading opportunities and psychological satisfaction, and its importance to women's career development is self-evident.

When discussing the impact of artificial intelligence (AI) technology on women's employment, the existing literature often focuses on the challenges and impacts brought by AI, such as the risk of job substitution [3] and the increase of employment threshold caused by the upgrading of skill requirements [4]. Although these discussions are of great significance for understanding the complexity of women's

employment in the AI era, they ignore the potential and contribution of AI technology as a double-edged sword in promoting the quality of women's employment.

In view of this, this paper aims to fill this research gap and carry out in-depth discussions through the following key aspects:

(1) Refining the dimensions of employment quality: Firstly, this paper will systematically sort out and define the various dimensions of women's employment quality, including but not limited to career stability, salary fairness, job flexibility, skill matching, career promotion path and mental health status, so as to lay a solid theoretical foundation for subsequent analysis.

(2) Analysis of the mechanism of AI promoting the quality of women's employment: Subsequently, this paper will focus on how AI technology promotes the quality of women's employment in these specific dimensions. For example, AI technology may create more high-skilled and high-value-added jobs for women by automating repetitive tasks, improve the transparency of job market information through intelligent matching system, and promote women to find jobs more accurately matching their abilities and interests; Use big data analysis to optimize the allocation of vocational training and education resources to help women constantly improve themselves and adapt to changes in market demand.

(3) Case study and empirical analysis: In order to enhance the practical guiding significance of the study, this paper will select typical industries or regions as cases, collect first-hand information through questionnaires, in-depth interviews and data analysis, verify the positive impact of AI on the quality of women's employment, and explore the underlying mechanism and impact path.

(4) Strategic suggestions and policy advocacy: Based on the above research, this paper will put forward a series of targeted and operational strategic suggestions, aiming at enlarging the positive effects of AI technology on the quality of women's employment with the joint efforts of the government, enterprises and all sectors of society, while effectively dealing with potential challenges and risks. This includes, but is not limited to, strengthening the training of women's digital skills, improving the protection of relevant

laws and regulations, promoting the construction of a culture of gender equality in the workplace, and building more flexible and diverse working modes.

To sum up, this paper strives to achieve a breakthrough on the basis of existing research, citing statistical data and analysis reports issued by authoritative organizations, such as China Population and Employment Statistics Yearbook 2023, China Household Tracking Survey Data (CFPS) in 2020, and the reports of the Organization for Economic Cooperation and Development (OECD), to provide strong data support for the study. The author not only pays attention to the short-term impact of AI technology on women's employment, but also focuses on its long-term improvement and sustainable development of women's employment quality, so as to contribute to the construction of a more inclusive, fair and efficient employment environment for women in the digital economy era.

## 2.2. Policy Background

Under the background of China's high-quality development, the employment problem at the micro level has become increasingly important and has become one of the indispensable key issues in the field of economic development research. High-quality development, as a new stage and requirement of China's economic development, not only emphasizes the speed and scale of economic growth, but also pays more attention to the quality and efficiency of development, and is committed to achieving comprehensive, coordinated and sustainable economic, social and environmental development. Under the guidance of this strategy, employment is the foundation of people's livelihood, and its quality is directly related to people's living standards, social harmony and stability, and the source of power for sustained and healthy economic development.

Employment at the micro level focuses on the specific situation and experience of individual workers in the employment market, including the acquisition of employment opportunities, the stability of employment posts, the suitability of work content, the protection of labor rights and interests, the space for career development, and the balance between work and life. These micro-factors not only affect the personal well-being and satisfaction of workers, but also are important indicators to measure the quality of employment in a country or region.

With the transformation and upgrading of China's economic structure and the acceleration of the new technological revolution, the traditional employment model is facing profound changes, and new industries are constantly emerging, which put forward higher requirements for the quality and ability of workers. Therefore, in accordance with the requirements of China's high-quality development, it has become an important task for economic development research at present and in the future to study the employment problem at the micro level and explore how to improve the quality of employment and promote more full and higher quality employment by means of policy innovation, system innovation and service innovation.

Specifically, this includes strengthening the monitoring and analysis of the labor market, timely grasping the supply and demand situation and changing trend of the employment market, improving the employment service system, providing more accurate and efficient employment guidance and services for workers, strengthening vocational education and training, and improving the skill level and employment

competitiveness of workers; We will promote the formation of a reasonable salary distribution mechanism, protect the legitimate rights and interests of workers, encourage and support innovation and entrepreneurship, broaden employment channels, and stimulate market vitality and social creativity.

In short, in accordance with the requirements of China's high-quality development, putting the employment issue at the micro level at the core of economic development research is not only a profound reflection of the fundamental interests of the people, but also an inevitable requirement for promoting the sustained and healthy development of China's economy and realizing the great rejuvenation of the Chinese nation.

## 2.3. Hypothesis

H1. It is assumed that the rapid development and application of AI technology, especially the continuous maturity of its core technologies such as computer vision, machine learning, natural language processing, robotics and biometrics, may have a significant impact on traditional women's career fields in the short term, resulting in the reduction of women's employment opportunities in traditional low-skilled positions.

The root of this phenomenon is that AI technology has the characteristics of high efficiency, accuracy and 24-hour uninterrupted work, which can replace the human labor force that performs a large number of repetitive and low-complexity tasks. [5] Taking secretaries and administrative assistants in Party and government organs and enterprises as examples, these positions often involve highly standardized work such as document processing, scheduling, meeting minutes, which are the tasks that AI technology is good at dealing with. With the continuous optimization of AI systems and the improvement of intelligence level, they can more accurately understand human instructions, quickly generate reports, arrange meetings, and even conduct preliminary data analysis and decision support, thus reducing the dependence on manual labor to a certain extent. Similarly, the customer service industry is also facing the wide application of AI customer service robots, which can communicate smoothly with customers through natural language processing technology, solve common problems and reduce the workload of manual customer service.

Therefore, the H1 hypothesis predicts that in the short term, with the popularization and deepening application of AI technology, women's employment opportunities in traditional low-skilled jobs may be impacted to a certain extent, and female workers in these jobs need to actively seek transformation and upgrade their skills to meet the needs of the new job market.

H2. Based on a more positive and long-term perspective, it is assumed that although the substitution of AI technology may have a certain impact on the traditional employment market in the short term, in the long run, it will significantly improve the quality of women's employment by promoting the transformation and upgrading of the employment structure [6].

Firstly, the development of AI technology has created a large number of new occupations and jobs, which often require higher skills and innovative abilities, providing women with a broader space for development. In the field of sales industry, the popularity of AI chat robots and intelligent customer service systems not only reduces the burden of

manual customer service, but also gives birth to new positions such as data analysts and product optimizers based on AI technology, which require practitioners to have the ability of data analysis and market insight, providing a stage for women to show their talents.

In the field of administration and human resources, the popularity of AI technology has also brought about changes. Many repetitive and tedious tasks that need to be done manually are automated, enabling practitioners to devote more energy to more valuable work such as strategic planning and interpersonal communication. This not only improves work efficiency, but also enhances the professional satisfaction and sense of achievement of practitioners.

In addition, with the continuous development of AI technology, the academic field of science and technology has also ushered in new opportunities. More and more female scholars devote themselves to the research and application of AI. They play an important role in algorithm development, model optimization and ethical discussion, and promote the continuous progress and innovation of AI technology.

More importantly, AI technology has also promoted the rise of the platform economy, providing women with more flexible and diverse ways of employment. Freelancing, such as live broadcasting on e-commerce platforms and self-Media creators on platforms, has become a new choice for many women, who can work without time and space constraints according to their interests and expertise. At the same time, occupations such as online taxi drivers, takeaway workers and community endorsers also provide more employment opportunities for women, enabling them to achieve economic independence and self-worth while taking care of their families.

H2 assumes that although AI technology may have a certain impact on traditional women's occupations, its long-term benefits will significantly improve the quality of women's employment and provide women with broader, diversified and flexible employment choices and development space.

To sum up, based on the existing literature, this paper explores the impact mechanism of AI development on women's employment quality from both short-term and long-term levels.

### **3. The Quality of Female Employment from The Perspective of Artificial Intelligence**

#### **3.1. Definition of Quality of Employment**

##### **3.1.1. Concept**

The quality of employment refers to the degree to which the practitioner combines with the means of production and obtains remuneration or income. It is a multi-dimensional concept, involving the characteristics of the job itself and the labor market in a broader sense.

##### **3.1.2. Main dimensions**

This paper discusses the advantages and disadvantages of employment quality, mainly through the evaluation of personal income, working environment, job stability, and the matching degree of work and personal development. The following is the definition of concepts related to the evaluation dimensions of employment quality.

(1) Work income: including salary level, welfare benefits, etc., reflecting the economic benefits of practitioners.

(2) Working environment: including physical environment (such as workplace facilities, safety conditions, etc.) And psychological environment (such as working atmosphere, interpersonal relationships, etc.), which affect the physical and mental health and job satisfaction of practitioners.

(3) Job stability: including the persistence of work and the signing of contracts, reflecting the safety of practitioners' work.

(4) Matching degree of work and personal development: refers to whether the work matches the interests, abilities and career planning of practitioners, which affects the career satisfaction and long-term development of practitioners.

(5) Availability of employment opportunities: refers to the degree of difficulty for practitioners to obtain jobs, reflecting the supply and demand situation in the labor market.

(6) Fairness of the labor market: refers to the existence of gender, age, race and other discrimination in the process of employment, to protect the equal rights and interests of practitioners.

##### **3.1.3. Influencing factors**

The quality of employment is affected by many factors, including the level of social and economic development, policy environment, technological progress, education level and so on. For example, the improvement of economic development level can create more employment opportunities and improve the income level of workers; the optimization of policy environment can protect the rights and interests of workers and promote the fairness and stability of the employment market; technological progress can improve production efficiency and labor quality, but at the same time, it may also lead to the disappearance and substitution of some jobs.

##### **3.1.4. Evaluation system**

To evaluate the quality of employment, we need to consider many aspects and indicators, including job satisfaction, career stability, income level, working environment and so on. At the same time, we also need to pay attention to the overall situation and development trend of the labor market, as well as the impact of policy environment and social support on the quality of employment.

### **3.2. Transformation of Women's Employment Quality from the Perspective of Artificial Intelligence**

#### **3.2.1. Traditional factors influencing the quality of women's employment**

In the traditional social concept, the factors affecting the quality of women's employment are examined in a multi-dimensional way, among which family, social concept and women's education level are regarded as the three main elements, which are intertwined and jointly shape women's situation and experience in the workplace.

(1) Family: As an important cornerstone of women's life, the structure and dynamics of family have a profound impact on the quality of women's employment. First of all, the distribution of family responsibilities often determines the distribution of women's energy between family and work. Under the traditional division of roles, women are often expected to take on more housework and childcare responsibilities, which directly limits their time and career development space in the workplace. In addition, the degree of spouse support is also a key factor affecting the quality of women's employment. A spouse who understands and

supports women's career development can reduce women's psychological burden and make them more focused on their work, thus improving the quality of employment.

(2) Social concept: Social concept is another important external factor that restricts the quality of women's employment. For a long time, gender stereotypes and prejudices have been deeply rooted in society, believing that women have natural disadvantages in some professional fields, or that women should focus on their families and should not excessively pursue career development. These concepts not only restrict women's access to some high-paying and high-skilled jobs, but also affect the social recognition and evaluation of women's professional ability. With the progress of society and the improvement of gender equality consciousness, although these concepts are gradually weakening, their potential impact on the quality of women's employment can not be ignored.

(3) Women's education level: Women's education level is the internal driving force to improve the quality of employment. Education not only provides women with knowledge and skills, enabling them to be qualified for more diverse jobs, but also enhances their self-confidence and sense of independence, helping them to strive for better treatment and opportunities in the workplace. Women with higher education level usually have stronger learning ability and adaptability, and can master new technology and knowledge more quickly, thus occupying an advantageous position in career development. In addition, education broadens women's horizons and social circles, and provides them with more interpersonal resources and career opportunities. Therefore, improving women's education level is one of the important ways to improve the quality of women's employment.

### **3.3. Changes in Women's Employment Quality from the Perspective of Artificial Intelligence**

#### **3.3.1. Influencing factors**

Under the extensive penetration and influence of artificial intelligence (AI), the factors affecting the quality of women's employment are undergoing profound changes, which are mainly reflected in the following three levels.

With the continuous maturity and application of artificial intelligence technology, the working mode of traditional industries is undergoing a transformation from labor-intensive to skill-intensive. This shift has had a profound impact on women's employment. In the past, many women may have been more likely to work in highly repetitive and relatively low-skill jobs, such as assembly lines in manufacturing and receptionists in service industries. However, in the AI era, these jobs are gradually replaced by automation, and the demand for work is gradually shifting to the direction of high skills and high added value. Women need to constantly upgrade their professional skills and knowledge to meet new job demands. This requires them not only to master traditional vocational skills, but also to actively learn cutting-edge technologies such as artificial intelligence, big data analysis, cloud computing, in order to enhance their employment competitiveness.

The Evolution of Occupation Type: From Functional Type to Creative Type and Emotional Type

The popularity of AI technology has led to significant changes in occupational types. Traditionally, women may be more concentrated in functional roles such as administration,

finance, human resources, etc., which focus on the implementation of established tasks and processes. However, driven by AI, more and more professions are beginning to develop in the direction of creativity and emotion. Creative occupations emphasize innovative thinking and problem solving, such as product design, software development, marketing, etc., while emotional occupations pay more attention to interpersonal communication, emotional communication and psychological support, such as psychological counseling, education, nursing, etc. These changes in occupational types provide women with a broader space for development. Women, with their unique delicate emotions, good communication skills and innovative thinking, show unique advantages in creative and emotional professions.

From the perspective of artificial intelligence, the level of women's digital literacy directly determines their competitiveness in the job market. With the popularization and application of AI technology, mastering relevant knowledge and skills has become one of the necessary abilities in the workplace. Some women have keenly captured this trend and actively learned and mastered knowledge and skills related to artificial intelligence, such as machine learning, natural language processing, data visualization and so on. These skills not only enable them to find suitable jobs in the field of AI, but also enable them to use AI technology to improve work efficiency and innovation in traditional industries. The improvement of women's digital literacy not only enhances their employment competitiveness, but also promotes their self-realization and growth in the workplace.

To sum up, the quality of women's employment from the perspective of artificial intelligence is mainly affected by the change of industry work mode and work demand, the evolution of occupational types and the improvement of women's digital literacy. Faced with these changes and challenges, women need to constantly learn and improve themselves to adapt to the new employment environment and development trends. At the same time, all sectors of society should actively create a more fair and inclusive employment environment for women, and jointly promote the improvement of the quality of women's employment.

#### **3.3.2. The Impact of Artificial Intelligence on the Quality of Female Employment**

First of all, look at the short-term and long-term effects.

The negative impact in the short term cannot be ignored. With the rapid development of AI technology and its wide application in industrial production, industries that once relied on a large number of assembly line "workers" began to undergo profound changes. In this process, many jobs are replaced by efficient and accurate automated machines, which directly leads to the plight of some female labor force facing unemployment. In the short term, these women may face the problem of increasing economic pressure. Due to the loss of their original job opportunities, their sources of income become unstable, and their wages drop significantly, which in turn affects their quality of life. At the same time, the competition in the job market is becoming increasingly fierce, and the process of finding new jobs is often full of challenges, which makes it difficult for them to guarantee the quality of employment in the short term, and they may have to accept temporary jobs with low pay and low skill requirements, which further aggravates the instability and uncertainty of employment.

In the long run, the wave of technological substitution also

breeds positive forces for change. In the face of challenges, some women begin to realize the importance of improving their competitiveness, and they actively seek ways to learn new skills and knowledge in order to gain a firm foothold in the changing labor market. This self-driven learning and promotion process not only helps them master higher-level vocational skills, but also broadens the path of career development. For example, in the field of education, with the rise of online education and personalized education, women with good communication skills and educational feelings often stand out and become popular teachers or educational consultants; In the service sector, with the upgrading of consumption and the diversification of consumer demand, women with high professional quality and innovative ability can also find their own position in high-end services such as finance, health care, consulting and so on. These changes not only enable them to get higher salaries, but also enjoy a more stable and dignified working environment, thus realizing the transformation and upgrading of their career and maximizing their personal value.

Secondly, from the perspective of diversified dimensions of employment quality, AI is reshaping women's working conditions comprehensively and profoundly in an unprecedented way.

At the level of work income, the integration of artificial intelligence technology has brought significant positive effects to female professionals. For women engaged in clerical, administrative and other positions, artificial intelligence is like an efficient assistant, which can help them quickly modify documents and accurately access information, greatly improving work efficiency. This efficiency improvement not only means faster completion of work tasks, but also frees up more time for female employees to think deeply, innovate or deal with higher-level work tasks. With the increase of work output and the improvement of quality, female employees naturally have more opportunities to create greater value, which is reflected in the increase of salary level, and enhance their economic independence and social status.

In terms of job satisfaction, the improvement of work efficiency and the reduction of work burden brought by AI directly promote the improvement of women's job satisfaction. When women are no longer bound by tedious and repetitive work, they can devote themselves more to the fields they are good at and love, and enjoy the sense of achievement and satisfaction brought by their work. In addition, AI also promotes the intellectualization and humanization of the working environment, provides more comfortable and convenient working conditions for women, and further improves their job satisfaction and happiness.

In terms of matching work and personal skills, the rise of artificial intelligence has opened up new career paths for women with relevant knowledge and skills. With the continuous development of AI technology, more and more fields need compound talents who understand both technology and business. For those women with computer science, data analysis, machine learning and other background knowledge, they can make full use of their professional advantages to find their own position in high-end fields such as scientific research institutions and government decision-making organs. These positions not only require a high degree of professional skills, but also emphasize innovative thinking and decision-making ability, providing a broad stage for women to show themselves and realize their career dreams. At the same time, the precise matching of skills

and jobs also promotes the stability and sustainability of women's career development.

The data revealed in the Statistical Yearbook of China's Population and Employment in 2023 provide us with a profound insight into the current situation of women's employment. Among them, 18.9% of women are unemployed because they are not satisfied with their last job and because of the closure of units/self-employed households. Although this figure is not an overwhelming majority, it can not be underestimated. It directly reflects the two key issues in the field of women's employment: the change of employment concept and the instability of the employment market.

The first is the renewal of women's employment concept: this data first shows that women attach great importance to career satisfaction. Today, with the gradual weakening of traditional concepts, more and more women are no longer satisfied with having a job, but begin to pursue the balance and satisfaction of working environment, career development, personal value realization and so on. When they find that their current jobs can not meet these expectations, it has become a common phenomenon that they choose to leave their jobs and look for new opportunities that are more in line with their career plans. This renewal of employment concept reflects the awakening of women's self-consciousness and the pursuit of a better life, but also puts forward higher requirements for enterprises and society, that is, to provide a more humane and diversified working environment and career development path.

The second is the instability of the employment market. On the other hand, the unemployment problem caused by the closure of units/self-employed households directly reveals the impact of the instability of the employment market on women's employment. Under the background of global economic fluctuations and intensified industry competition, the survival and development of enterprises are facing unprecedented challenges. Once they are poorly managed or encounter external shocks, they may lead to large-scale layoffs or even bankruptcy. This uncertainty not only makes female employees feel gloomy about their career prospects, but also intensifies their worries about job security. Therefore, how to enhance the anti-risk ability of enterprises, establish a sound social security system, and provide timely and effective assistance and support for unemployed women has become an urgent problem to be solved.

To sum up, this data is not only a simple statistic, but also a profound reflection of the current situation of women's employment. It reminds us that we should pay attention to the renewal and transformation of women's employment concept, face up to the challenges brought by the instability of the employment market, and take effective measures to deal with them, so as to promote the stable and healthy development of women's employment.

#### **4. Countermeasures and Suggestions**

In order to give full play to the positive role of AI in female employment and maximize the advantages of female groups, the government, society, enterprises and female workers themselves should actively take the following measures:

(1) The government: comprehensively carry out diversified skills training to help social and economic development and employment upgrading

In today's rapidly changing social and economic environment, the government is deeply aware of the importance of skills training for promoting employment,

enhancing the competitiveness of the labor market and promoting industrial upgrading. Therefore, the government has taken active actions to carry out diversified and multi-level skills training projects in an all-round way. These trainings not only cover skills upgrading in traditional industries, such as precision processing in manufacturing industry and customer relationship management in service industry, but also keep pace with the times and integrate education in emerging technology fields, such as the application and practice of cutting-edge technologies such as artificial intelligence, big data analysis and cloud computing.

By integrating educational resources and establishing an online and offline learning platform, the government provides flexible and diverse learning opportunities for groups of different ages and professional backgrounds. At the same time, we should strengthen cooperation with enterprises, vocational colleges and training institutions to ensure that training content is closely linked with market demand and achieve the goal of "training is employment". In addition, the government has introduced a series of incentives, such as training subsidies and tax incentives, to encourage enterprises and individuals to actively participate in skills training and jointly create a good atmosphere for all people to learn and learn for life.

(2) Social institutions: take positive actions to weaken the risks of algorithmic discrimination and promote technological equity.

With the wide application of artificial intelligence and big data technology, the problem of algorithmic discrimination has become increasingly prominent, which poses a challenge to social fairness and justice. As a bridge between the government and the public, social institutions bear important social responsibilities and take active actions to weaken the risks of algorithmic discrimination.

On the one hand, social institutions should strengthen the research on algorithm transparency and interpretability, promote algorithm developers and users to design algorithms in accordance with the principles of fairness, impartiality and non-bias, and ensure the transparency and auditability of algorithm decision-making process. On the other hand, by organizing expert forums, seminars and other forms, we can raise public awareness of algorithmic discrimination and enhance the supervision power of all sectors of society.

In addition, social institutions also actively participate in the formulation of relevant industry standards and policy recommendations, promote the establishment of algorithmic responsibility mechanism and regulatory system, and provide institutional guarantee for the healthy development of technology. Through these efforts, social institutions are committed to building a more equitable, just and inclusive digital society.

(3) Female workers: take the initiative to learn, improve digital literacy, and embrace the digital age

In today's digital wave sweeping the world, the level of personal digital literacy directly affects their competitiveness and happiness in study, work and life. Therefore, active learning and improving digital literacy have become indispensable abilities for everyone.

Individuals should establish the concept of lifelong learning and actively learn the basic knowledge of information technology, network security protection skills and the use of new digital tools. By participating in online courses, reading professional books and participating in technical communities, we can constantly expand our knowledge boundaries and skills. At the same time, we should pay attention to cultivating critical thinking and information screening ability, screen out valuable content from massive information, and avoid being misled or deceived.

In addition, individuals should also pay attention to digital ethics and privacy protection, and consciously abide by the norms of network behavior and social morality. While enjoying the convenience brought by digital technology, we should also assume the responsibility and obligation to maintain the clarity of cyberspace and protect personal privacy. By constantly improving their digital literacy and comprehensive ability level, individuals will be able to better adapt to the development needs of the digital age and realize the dual promotion of personal value and social contribution.

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