

From the Perspective of the Labor Market, The Opportunities and Challenges Brought by the New Generation of Artificial Intelligence Technologies such as ChatGPT are Analyzed

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Abstract

The emergence of artificial intelligence has changed the way people live and work, with the update and iteration of technology, artificial intelligence is widely used in many fields, and at the same time, the labor market in the era of artificial intelligence is also a relatively differentiated market. In this context, the application of a new generation of artificial intelligence technology has affected the labor market, on the one hand, a large number of repetitive jobs in the next few years may be replaced by automation technology with higher productivity, efficiency and lower error rate, which means that a huge number of low-skilled workers face the problem of "machine substitution" unemployment; On the other hand, with the upgrading of technology, new jobs are created, and there is a large demand for labor with new skills, new experience and new knowledge, especially high-skilled, high-knowledge, and highly specialized labor with creativity and innovation ability. This paper argues from many aspects that the two-way impact of artificial intelligence technology on the labor market is far more beneficial than harmful, and we must pay attention to the impact of the vigorous development of artificial intelligence on the labor market. In the next decade, the impact of artificial intelligence on the labor market will become increasingly prominent, and it is necessary to pay close attention to technological changes, formalize the opportunities and challenges brought by the new generation of artificial intelligence technology to the labor market, and keep pace with the times to adapt to future labor market changes.

Keywords

Artificial Intelligence; ChatGPT; Labour Market; Human Resource Management.

1. Introduction

The emergence of a new generation of artificial intelligence (such as ChatGPT) will certainly have some impact on the Labour market, but the exact impact depends on how the technology is adopted and accepted. On the one hand, chatGPT can automate many repetitive, mechanized tasks, reducing the need for some low-skilled workers, which could lead to higher unemployment in some jobs. On the other hand, the emergence of chatGPT also brings new opportunities for certain industries, which can greatly improve efficiency and productivity and create more jobs. Therefore, to cope with the impact of the new generation of AI, there needs to be a comprehensive strategy, including government policies and individual choices, to ensure the stability and balance of the labor market. By improving education and training systems, governments can help workers acquire more skills and knowledge to adapt to the needs of new technologies. At the same time, in the process of implementing new technologies, the interests of the labor force and society should also be taken into account. For example, relevant laws and regulations should be formulated to prevent the abuse of artificial intelligence in some fields from causing social injustice and other problems.

2. The Origin and Rise of Artificial Intelligence ChatGPT

2.1. The Origin of Artificial Intelligence

The development history of artificial intelligence can be traced back to the "Dartmouth Conference" in 1956. The conference aims to explore the concepts, principles, and methods of artificial intelligence, marking the official emergence of artificial intelligence as a discipline. From the 1960s to the 1970s, artificial intelligence entered its first peak period. At that time, the main direction of AI research was rule-based expert systems, as well as preliminary research in machine learning and natural language processing. The 1980s was a low point in the development of artificial intelligence. Due to limitations in computing power and data processing technology, the application of artificial intelligence is greatly limited, and researchers have begun to adopt new research methods such as knowledge-based systems and neural networks. With the improvement of computer performance and the explosive growth of data volume, artificial intelligence has ushered in a new climax in the 21st century. Now, the application of artificial intelligence has been widely involved in speech recognition, image recognition, natural language processing, machine learning, deep learning and other fields, and has become an important support force in medical, financial, transportation, education and other industries.

2.2. The Emergence of ChatGPT

Although the development history of artificial intelligence is long, its true breakthrough was after 2010, with the further popularization and application of network and big data technology, a leap was formed by mining massive data and combining deep neural network technology. In the history of artificial intelligence development, one of the truly epoch-making products so far is Google's AlphaGo Go program

Preface, the second is the recent emergence of ChatGPT. If AlphaGo signifies that narrow artificial intelligence has reached and surpassed the capabilities of humans in professional fields, then ChatGPT ushers in the era of universal artificial intelligence - that is, artificial intelligence has a wide range of learning abilities and can reach or surpass the abilities of ordinary humans in most fields.

Traditional artificial intelligence allows computers to think and make decisions like humans by writing rules. Although this method can solve specific problems, it is difficult to deal with complex problems in various data scenarios. In recent years, the emergence of a new generation of artificial intelligence technology, such as the chat robot GPT (Generative Pre trained Transformer), has brought new ideas and practices to the development of artificial intelligence. Traditional artificial intelligence technology is based on manually writing rules, while chat robot GPT is built based on deep learning technology. Traditional artificial intelligence requires a large amount of manual programming to transform human thinking logic and knowledge rules into computer programs in order for computers to perform corresponding tasks. GPT, on the other hand, does not require human intervention and can autonomously learn and establish language models to achieve intelligent dialogue.

Traditional artificial intelligence technology cannot cope with complex language environments. When engaging in dialogue and communication, the language used by humans does not follow a fixed rule, but contains many implicit and ambiguous information, such as mood, emotions, context, etc. This elusive information requires machines to be able to understand and apply it, which traditional artificial intelligence cannot achieve.

In addition, traditional artificial intelligence technology also has certain limitations on knowledge acquisition. It requires humans to input prior knowledge and rules into computers, and these rules are difficult to encompass broad knowledge and achieve the desired performance when facing massive amounts of data.

GPT uses a classifier model, which can improve the accuracy of the model by processing a large amount of data. GPT is trained entirely based on data, which can automatically extract key features from the data and learn more intelligent language models. This self-learning process using data-driven methods has made a major breakthrough for GPT in the field of natural language processing.

At the same time, GPT is an end-to-end language generative model based on recurrent neural network (RNN), which can show the ability similar to human intelligence by self-learning. In addition, by fine-tuning and guiding the language model, GPT can learn domain specific knowledge and demonstrate higher accuracy in specific domain tasks. Therefore, GPT is widely used in natural language processing, speech recognition, machine translation and other fields.

In short, traditional artificial intelligence technology is limited to human prior knowledge and rules, making it difficult to cope with complex language environments. As a new generation of artificial intelligence technology, GPT achieves the ability to autonomously understand and process language through data-driven intelligent learning, enabling machine learning to reach a level closer to that of humans.

3. Impact on Labor Demand

3.1. The Trend of Automation Replacing Work

Since the rise of artificial intelligence technology, the trend of automation replacing work has become a hot topic of discussion. Although this trend may have an impact on human employment to some extent, it has a significant impact on the productivity and efficiency of enterprises.

Firstly, the trend of automation replacing work will accelerate after the rise of artificial intelligence. At present, artificial intelligence technology is rapidly developing, and automation technology is also continuously improving. The upgrading and innovation of these technologies will further improve the efficiency and accuracy of automation, leading to more and more work being replaced by machines. For example, in some manufacturing industries, robots have begun to undertake a large amount of production and assembly work, replacing traditional manual operations. These robots not only have faster speeds and higher accuracy, but also can work continuously without anyone on duty.

Secondly, automation will be applied in a wider range of fields. The development of artificial intelligence technology has made automation more mature and can be applied in more industries and fields. For example, automation has begun to be applied in the financial field, such as automated stock trading and automated financial accounting. These applications enable machines to make predictions and calculations more accurately, avoiding the cumbersome and inaccurate processing of large amounts of data by humans.

Thirdly, automation replacing work will affect the job market. The rise of artificial intelligence and automation technology will gradually eliminate certain industries and professions. For example, some repetitive labor on the production line will be replaced by robots, resulting in the disappearance of workers' positions. However, even so, automation can still create some new job opportunities. With the application of automation technology in various fields, the number of professionals who need to maintain and manage these robots will gradually increase, creating new job opportunities.

Finally, the government needs to take measures to address the trend of automation replacing work. The government can improve human professional skills through measures such as training and education to adapt to the development of automation technology. The government can also help those who are unemployed through welfare measures to mitigate the economic and social impact of automation replacing work.

3.2. The Requirements of Artificial Intelligence for Labor Force

The development of artificial intelligence will not only bring about the trend of automation replacing work, but also put forward higher requirements for the human resource market. This means that the future labor force needs to have solid skills and knowledge background to adapt to the development of new technologies and market demands.

Digital skills: The application of artificial intelligence requires processing a large amount of data, and for enterprises, understanding and mastering data analysis and processing skills is crucial. Therefore, the future workforce needs to possess solid digital skills, such as data analysis, data mining, machine learning, etc.

Programming skills: The foundation of artificial intelligence is computer programming, therefore, future labor force needs to have basic knowledge of at least one programming language, such as Java, Python, C++, etc.

Creativity and innovation ability: Although artificial intelligence can automate in certain fields, it still requires human creativity and innovation ability in other fields. The future workforce needs to have the ability to think independently and solve problems to create new business models, products, or services.

Collaboration ability: The application of artificial intelligence requires cross domain collaboration, therefore, the future workforce needs to have good communication and collaboration skills, and be able to collaborate with people from different backgrounds and professions to solve cross domain problems.

Continuous learning ability: With the rapid development of artificial intelligence technology, the future workforce needs to have the ability to continuously learn, constantly understand new technologies and industry trends, and be able to quickly adapt to changes.

Overall, the future workforce needs to possess diverse skills and abilities, not only technical but also non-technical. In addition, labor force also needs to have the ability and flexibility to adapt to market changes, in order to cope with constantly changing market demands and the development of new technologies.

4. The Impact of the Rise of Artificial Intelligence on Industrial Structure

4.1. Changes in Industry Development Trends

The application and development of artificial intelligence are changing the development trends and patterns of various industries.

Firstly, the healthcare industry. With the aging population, healthcare systems around the world are facing increasing pressure. The application of artificial intelligence technology has begun to have a profound impact on the healthcare industry. For example, medical robots are increasingly being used in surgeries, which can reduce the error rate of human medical professionals and improve the success rate of surgeries. At the same time, it can also reduce the cost of the entire healthcare system, benefiting more people. In addition, artificial intelligence technology can also assist doctors in disease diagnosis and treatment planning by analyzing a large amount of medical data.

Secondly, the financial services industry. With the development of artificial intelligence technology, intelligent finance has become another opportunity for the transformation and upgrading of the financial industry. AI technology can analyze and mine financial data through big data, machine learning, natural language processing and other ways to provide more accurate, efficient and convenient services for Internet finance. For example, an intelligent risk control system can quickly identify risks and provide early warnings, helping financial institutions avoid risks. Automated investment management platforms and robotic advisors are changing the traditional investment environment. By analyzing and learning from a large

amount of investment data, robot advisors can provide more accurate investment advice and help investors make better investment decisions. In addition, artificial intelligence technology can also assist investors in market forecasting and risk assessment by analyzing a large amount of financial data. The development of intelligent finance can also bring new growth points to traditional financial institutions.

Thirdly, the manufacturing industry. With the continuous development of artificial intelligence technology, intelligent manufacturing is becoming a new opportunity for the transformation and upgrading of the manufacturing industry. Artificial intelligence technology can achieve the intelligence of the manufacturing industry by integrating multiple processes such as perception, learning, and decision-making, thereby improving the efficiency and quality of the manufacturing industry. For example, in the manufacturing industry, intelligent robots can help manufacturers achieve automated production, reduce human resource costs, and improve production efficiency and quality. Intelligent manufacturing can also improve product performance and meet consumer needs by optimizing and optimizing the production process. The development of intelligent manufacturing will make traditional manufacturing more intelligent and improve competitiveness.

Fourthly, the transportation and logistics industry. Artificial intelligence technology is having a profound impact on the transportation and logistics industries. For example, in the field of logistics, artificial intelligence technology can help logistics companies optimize and plan by analyzing a large amount of logistics data, improving logistics efficiency and reducing costs. In addition, autonomous vehicle technology will also bring about a revolution, bringing more possibilities for the future of the transportation and logistics industry.

Fifth, the education industry. With the continuous development of artificial intelligence technology, the education industry will also face profound changes. For example, intelligent robots can improve learning efficiency and interest by interacting with students, helping them better master knowledge. In addition, artificial intelligence technology can also help educational institutions optimize and plan by analyzing a large amount of educational data, improving the quality and efficiency of education.

Artificial intelligence technology is having a profound impact on various industries, and these impacts will continue to deepen and expand.

4.2. New Opportunities for Transformation and Upgrading of Traditional Industries

The rise of artificial intelligence has also brought new opportunities for transformation and upgrading to traditional industries. After adopting artificial intelligence technology, these traditional industries can more efficiently improve production efficiency, reduce costs, optimize management, and thus gain greater advantages in the market. How to seize this opportunity and create more job opportunities for the transformation and upgrading of traditional industries is also a problem that needs to be solved.

Strengthening talent cultivation requires a large number of high-quality talents for the development of artificial intelligence technology. Therefore, traditional industries should strengthen talent cultivation, improve employees' skill level and innovation ability, in order to adapt to the development of artificial intelligence technology. At the same time, traditional industries should encourage employees to learn knowledge and skills related to artificial intelligence, and improve their overall quality.

Traditional industries need to actively explore the application scenarios of artificial intelligence technology in their own industries, analyze how to apply artificial intelligence technology to actual production and operation, and thereby improve production efficiency and management level. At the same time, traditional industries should also participate in relevant research,

promote the development of artificial intelligence technology, and strengthen their connection with cutting-edge technology.

Traditional industries should strengthen cooperation and establish cooperative relationships with AI technology related enterprises and research institutions to jointly promote innovation and application of AI technology. Through cooperation, traditional industries can obtain more technical support and resources, while also conveying their needs to artificial intelligence technology enterprises, promoting the application and development of artificial intelligence technology.

Traditional industries should also strengthen brand building and improve market competitiveness. With the development of artificial intelligence technology, market competition will become more intense. Traditional industries need to enhance their competitiveness in the market and increase their market share by improving the quality and brand image of products and services.

Seizing the transformation and upgrading opportunities brought by artificial intelligence technology requires traditional industries to actively recognize the importance of artificial intelligence technology, actively explore the application scenarios of artificial intelligence technology, strengthen talent cultivation and cooperation, improve market competitiveness, and thus win more development opportunities in the new economic environment.

5. Objectivity Analysis

For the impact of the rise of artificial intelligence on industrial structure, objective evaluation and analysis are needed to find more accurate response measures. The impact of the rise of artificial intelligence on industrial structure is complex and requires objective evaluation and analysis from multiple perspectives.

The application and development of artificial intelligence technology will change the organization and production methods of traditional industries, resulting in significant changes in industrial structure. Traditional industries will gradually transform into intelligent and Digital transformation industries, while new industries will also continue to emerge, thus promoting the continuous optimization and upgrading of the industrial structure.

The application of artificial intelligence technology will change the employment structure of traditional industries. With the popularization of automated production, traditional production positions will gradually decrease, requiring new skilled workers and high-quality talents, thereby driving the adjustment and upgrading of the talent market.

The application of artificial intelligence technology will change the innovation methods of traditional industries. The use of artificial intelligence technology can quickly obtain and analyze a large amount of data, promote intelligent and automated production, thereby improving the quality and efficiency of products and services, and obtaining greater advantages in industrial competition.

The application of artificial intelligence technology will trigger changes in industrial policies. The government needs to strengthen policy support and guidance in response to new industrial changes, encourage enterprises to strengthen technological innovation and independent research and development, in order to maintain a leading position in global competition.

The impact of the rise of artificial intelligence on industrial structure is multidimensional, and corresponding response measures need to be developed through comprehensive evaluation and analysis to better adapt to the new industrial environment and achieve transformation and upgrading in the new economic situation.

6. The Impact of the Rise of Artificial Intelligence on Employee Benefits

6.1. From a Salary Perspective

With the continuous development and popularization of artificial intelligence technology, its application in various fields has significantly improved production efficiency and labor productivity. At the same time, the rise of artificial intelligence has also had a significant impact on the treatment of employees. From a salary perspective, the positive and negative impacts brought by the rise of artificial intelligence.

1. The positive impact of the rise of artificial intelligence on employee benefits

With the development of artificial intelligence technology, the demand for highly skilled talents is increasing. Because highly skilled talents possess the corresponding technology and experience, they have more advantages in the forefront of artificial intelligence applications. Meanwhile, due to the relative scarcity of highly skilled talents, their salary levels have also increased accordingly.

The application and development of artificial intelligence technology will promote the intelligence and digital upgrading of traditional industries, thus requiring more professional talents, which will drive the salary level of related positions to increase. As the industry continues to develop towards high precision, more and more new positions will emerge, which will further drive the improvement of salary levels.

The rise of artificial intelligence will also lead to the emergence of many emerging industries, which involve technologies and fields that require various types of talents. With the rise of these industries, they will also provide more job opportunities and higher salary levels, especially in high-tech and high value-added industries.

2. The negative impact of the rise of artificial intelligence on employee benefits

Although the application of artificial intelligence technology will gradually eliminate many traditional positions, this will affect the salary levels of some positions, and thus affect the treatment of employees. For example, with the popularization of automated production robots, many traditional production positions are gradually disappearing, and the salary levels of employees are also decreasing.

The development of artificial intelligence technology will reduce the demand for some low-skilled positions, which will lead to a corresponding decrease in the salaries of such employees. For example, with the popularity of online shopping and automated payments, the demand for low skilled positions such as waiters, delivery clerks, and cashiers will gradually decrease.

From the perspective of labor value theory, the value of some traditional positions will decrease under the application of artificial intelligence technology, which will also lead to a decrease in the salary level of these employees. For example, traditional assembly line workers, due to the popularity of robots and automated production equipment, gradually reduce the number of workers needed, which will lead to a decrease in the value of their positions.

On the other hand, artificial intelligence technology is more suitable for high skilled and high paying positions, while low skilled labor positions are easily replaced by automation technology. Therefore, the labor market will face more obvious industry differentiation. At the same time, this also means that highly skilled employees will receive higher salaries and better career development opportunities.

6.2. From the Perspective of Welfare Protection

Compared to traditional human labor, artificial intelligence has increasingly obvious advantages in work efficiency and cost, which also means that artificial intelligence will become the mainstream in the future. From the perspective of welfare protection, the impact of the rise of artificial intelligence on employee benefits is also receiving increasing attention.

On the one hand, the rise of artificial intelligence has brought many new opportunities. As more and more work is being completed by machines instead of humans, some tedious and repetitive tasks will gradually disappear, freeing up more time and energy for human labor to carry out higher value-added work and create value. This will encourage employees to pay more attention to improving their skills and accumulating knowledge, promote the transfer of labor advantages, and better adapt to the development of the digital economy. Especially in some high-tech industries, the rise of artificial intelligence means more job opportunities, as it requires a large number of talents to research, develop, maintain, and manage related technologies. Therefore, it can be foreseen that with the continuous development of artificial intelligence, employees' employment opportunities will be better developed and guaranteed.

On the other hand, the impact of artificial intelligence can also lead to some employees losing job opportunities. The emergence of artificial intelligence will replace many repetitive labor and become a new type of labor force. In some cases, artificial intelligence can even perform tasks more accurately than humans. This will result in some employees losing their original job opportunities. At this point, the interests of employees will be severely damaged, posing a direct challenge to their livelihoods.

In response to this issue, the government should adopt a series of policy measures to ensure the welfare and rights of employees. Firstly, education and training for employees should be strengthened to enhance their professional literacy and competitiveness. This will help employees better adapt to the new labor changes brought about by technological progress. Secondly, the government can formulate relevant laws and regulations to protect the labor rights and interests of employees. For example, reasonable career transfer, security for re-employment, etc. In addition, the government can provide certain economic assistance to employees who have lost their job opportunities through some economic policy measures, such as unemployment benefits and welfare benefits.

At the same time, enterprises should also bear social responsibility and provide better welfare protection for employees. Especially in the face of rapid development in emerging industries, enterprises should seize opportunities, strengthen training and education for employees, improve their literacy and abilities, enable employees to better adapt to technological changes, and create their own competitive advantages. In addition, enterprises should pay more attention to employee welfare protection and strengthen measures for employee protection, such as strengthening health insurance and providing subsidies.

Overall, the rise of artificial intelligence has an unavoidable impact on employee benefits. Although the emergence of artificial intelligence may cause some employees to lose job opportunities, with the joint efforts of the government and enterprises, a more flexible and inclusive employment environment can be established, providing better welfare protection for employees, enabling them to better adapt to technological changes and the rapid development of the digital economy.

7. The Problems and Countermeasures Brought by the Rise of Artificial Intelligence

7.1. Safety Issues, Social Stability

The rise of artificial intelligence has brought many new opportunities and challenges to society, one of which is security issues. With the continuous development of artificial intelligence technology, more and more artificial intelligence systems are being widely applied. However, at the same time, the security issues brought by artificial intelligence applications are also becoming increasingly prominent.

Firstly, the biggest security issue brought about by the rise of artificial intelligence is privacy leakage. In artificial intelligence technology, algorithms and models rely on a large amount of data for training and optimization. These data may contain sensitive information such as user personal information and privacy data. If these data are maliciously exploited or leaked by artificial intelligence systems, it will cause great harm. For example, artificial intelligence hackers may use this data to engage in malicious activities such as network attacks, fraud, and counterfeiting, resulting in huge economic losses and social risks for individuals and businesses. Secondly, the rise of artificial intelligence may also bring automation attacks. In artificial intelligence technology, machine learning algorithms can automatically learn from data and perform self optimization. However, this also provides new tools and methods for hackers and malicious attackers. Malicious attackers can cheat the system by using the flaws in machine learning algorithms or attack by using the errors in system learning. For example, artificial intelligence systematics can make wrong judgments or execute wrong actions through wrong data input, which will lead to huge deviations in system decisions.

In addition, the rise of artificial intelligence may also bring about decision-making errors or accountability issues. In some cases, artificial intelligence systems may make autonomous decisions and execute related actions. If an artificial intelligence system makes incorrect decisions or actions, it will bring enormous harm to humanity. In this situation, how to regulate and hold accountable the decisions and actions of artificial intelligence systems will also become an extremely complex and important issue.

To address these issues, multiple efforts are needed, including technical, policy, and legal aspects. Firstly, it is necessary to strengthen the research and development of artificial intelligence security technology, and enhance the security and robustness of artificial intelligence systems. For example, strengthening the protection of user data, developing more secure machine learning algorithms, and establishing more robust security protection systems. Secondly, it is necessary to strengthen the supervision and regulation of policies and laws, establish scientific safety standards and processes, and do a good job in the security review and supervision of artificial intelligence systems. At the same time, relevant laws and regulations need to be established to provide clear legal provisions and accountability standards for the security issues of artificial intelligence systems.

Finally, it is necessary to strengthen international cooperation and exchange, establish an open and shared platform for artificial intelligence security technology and experience, and promote the development and consensus of artificial intelligence security standards and norms worldwide. Through various efforts, we believe that we can better solve the security issues brought about by artificial intelligence and provide more secure and reliable guarantees for the future development of artificial intelligence.

7.2. Adapting to the New Labor Market and Talent Cultivation

With the development of artificial intelligence technology, the traditional labor market will face enormous challenges and changes. In this context, how to adapt to the new labor market and cultivate new talents that adapt to the development of artificial intelligence will become a crucial issue.

Firstly, it is necessary to attach importance to the skills and knowledge required for the development of artificial intelligence, and strengthen the training and education of relevant skills. In the era of artificial intelligence, skills such as programming, machine learning, and data analysis will become very important, and it is necessary to strengthen the setting and teaching of relevant courses. At the same time, it is also necessary to strengthen the practice and internship process, so that students can better grasp relevant skills and knowledge.

Secondly, the importance of interdisciplinary and lifelong learning needs to be emphasized. In the era of artificial intelligence, the intersection and integration between different fields will

become increasingly common. Therefore, it is necessary to cultivate interdisciplinary comprehensive literacy and be able to flexibly apply knowledge and skills from different fields. At the same time, it is also necessary to achieve lifelong learning and adapt to constantly changing professional needs and technological development.

In addition, in the era of artificial intelligence, innovation, entrepreneurship, and creativity will also become very important. Unlike traditional technologies and services, artificial intelligence technology needs to create new application scenarios and business models. Therefore, it is necessary to encourage and cultivate innovative spirit and entrepreneurial awareness, so that talents can better transform artificial intelligence technology into commercial and social value. Finally, the era of artificial intelligence requires the establishment of more open and collaborative talent cultivation models. The development of artificial intelligence technology requires the intersection and integration of knowledge and skills from multiple fields, as well as the establishment of closer industry university research cooperation relationships. Therefore, it is necessary to establish a more open and collaborative talent cultivation model, strengthen forms of cooperation between schools and enterprises, collaborative innovation between industry, academia, and research, and provide broader platforms and opportunities for talent cultivation.

In the era of artificial intelligence, it is necessary to actively adapt to the new labor market demands and talent cultivation models, strengthen relevant skill training and education, attach importance to interdisciplinary and lifelong learning, pay attention to innovation and entrepreneurial awareness, establish a more open and collaborative talent cultivation model, and provide a more excellent talent team for the development and application of artificial intelligence technology.

7.3. Protecting Employee Rights and Promoting Human-Machine Cooperation

The rise of artificial intelligence has not only brought about technological and economic changes, but also had a profound impact on the work and career of personnel. In this context, how to protect employee rights and promote human-machine cooperation will become a crucial issue.

7.3.1. Protecting Employee Rights and Interests

Strengthen employees' awareness of their rights. In the era of artificial intelligence, employees need to be aware of their rights, including wages, benefits, safety, and other aspects. Therefore, enterprises need to strengthen the promotion and education of employee rights and establish a reasonable mechanism for safeguarding employee rights and interests.

Establish reasonable work hours and intensity standards. In the era of artificial intelligence, the division of labor and cooperation between employees and machines will undergo significant changes. In order to ensure the physical and mental health and work efficiency of employees, enterprises need to establish reasonable standards for working hours and intensity, and strictly implement management systems for working hours and intensity.

Ensure employee privacy and information security. In the era of artificial intelligence, employees' personal information and privacy face greater threats. Therefore, enterprises need to establish a reasonable information security management system to protect employees' personal information and privacy.

Strengthen social security for employees. In the era of artificial intelligence, the social security of employees faces even more severe challenges. Therefore, enterprises need to strengthen their employees' social security, including pension insurance, medical insurance, unemployment insurance, etc., to ensure their basic living and welfare levels.

7.3.2. Promote Human-Machine Cooperation

Strengthen employee skill training. In the era of artificial intelligence, employees need to continuously improve their skills and knowledge levels in order to better cooperate with artificial intelligence technology. Therefore, enterprises need to strengthen employee skill training and education, so that employees can master skills and knowledge related to artificial intelligence technology.

Establish a reasonable human-machine cooperation mechanism. In the era of artificial intelligence, enterprises need to establish a reasonable human-machine cooperation mechanism, organically combine artificial intelligence technology with employees' work, and achieve human-machine cooperation and collaborative work.

Encourage employees to participate in innovation and entrepreneurship. The development of artificial intelligence technology requires more innovation and entrepreneurial spirit, therefore, enterprises need to encourage employees to participate in innovation and entrepreneurship, stimulate their creativity and innovation awareness.

Establish a harmonious corporate culture and team atmosphere. In the era of artificial intelligence, enterprises need to establish a harmonious corporate culture and team atmosphere, improve employees' sense of belonging and identification, and promote the common development of employees and the enterprise.

In the era of artificial intelligence, protecting employee rights and promoting human-machine cooperation is a very important issue. Enterprises need to strengthen the establishment of employee rights protection mechanisms, strengthen skill training and education for employees, establish reasonable human-machine cooperation mechanisms, encourage employees to participate in innovation and entrepreneurship, establish a harmonious corporate culture and team atmosphere, and achieve common development between employees and the enterprise.

8. Conclusion

The emergence of a new generation of artificial intelligence technology presents both opportunities and challenges. Workers, enterprises, society, and governments all need to constantly update themselves and adapt to new social and technological environments in order to better respond to these opportunities and challenges. The emergence of a new generation of artificial intelligence technology has brought opportunities and challenges to the labor market. From the perspective of the labor market, with the application of the new generation of artificial intelligence technology, the demand for programmers and data scientists has also increased. These talents have increasingly broad career prospects, as their skills and knowledge can be applied to various industries. It will drive the development of corresponding industries and economic growth, thereby bringing more employment opportunities to the labor market. It will bring about changes in job content, with more and more repetitive and standardized tasks being automated, and the need for highly skilled and intelligent work will increase, giving people the opportunity to gain higher value in the field of work.

With the application of the new generation of artificial intelligence technology, the skills and knowledge required have changed. Those who do not possess these skills and knowledge will lose their competitive advantage and need to continuously upgrade and learn skills to adapt to market demand. These technologies will have a substitution effect on some job positions, and some jobs will be replaced by automation, leading to an increase in unemployment. For example, the application of artificial intelligence technologies such as ChatGPT will reduce the workload of some customer service personnel, thereby causing unemployment pressure on these personnel. Although artificial intelligence technology is currently developing rapidly, there are still certain difficulties in applying it to practical work. Therefore, enterprises need to pay more

cost and effort to implement the application of artificial intelligence technology, which will cause pressure on their human resources.

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