Cultural Shifts and Employment Trends in the Age of Artificial Intelligence

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Abstract
Artificial Intelligence (AI) is the ability of machines to think, learn, and make decisions in ways that resemble human intelligence. Culture, on the other hand, represents the way of living within a society. As AI becomes an integral part of daily life, it is crucial to study its impact on culture and employment together. AI is changing cultural practices and simultaneously affecting employment trends. Studying culture in times of AI is important because this emerging technology is creating new patterns that transform lifestyles and, ultimately, employment in various sectors of the economy. This paper aims to analyze the impact of AI on culture, explore how AI affects employment, examine the integration of AI, culture, and unemployment, and identify measures to reduce negative cultural and employment impacts. The study adopts a theoretical framework through a literature review, critically examining how AI influences cultural values and employment patterns. The expected outcome is to identify major cultural shifts and employment trends within society and to explore the implications of introducing AI control policies to balance innovation, culture, and economic stability.

Keywords: Artificial Intelligence, Culture, Employment, Cultural shifts, Unemployment, Awareness, AI Control Policy.

Introduction

Artificial Intelligence (AI) is one of the most rapidly emerging technologies in the world. In the 21st century, it has become an integral part of everyday life. AI refers to the ability of machines to think, learn, and make decisions in ways similar to human intelligence. It requires human-like abilities such as reasoning, logical thinking, decision-making, and problem-solving.

Today, AI is widely used in many fields such as education, medicine, technology, research, the creative sector, and communication. It has transformed the way humans live and work by performing tasks, simplifying complicated processes, and making decisions on behalf of humans.

Culture, defined as our way of life — including beliefs, creativity, and values — is being tremendously affected by AI in many aspects of life. Employment, which is the foundation of economic productivity and livelihood, ensures the growth and development of any nation. AI has a major influence on both culture and employment, and it is important to study this interaction to ensure that cultural practices and employment opportunities remain balanced.

AI has changed how we practice culture in both personal and professional life. It increases efficiency, reduces time, enables quick decision-making,

generates creative content in minutes, and automates repetitive tasks. However, it also leads to unemployment among youth, decreases human creativity, and alters cultural practices in society. Most existing research studies focus on AI's effect on either culture or employment separately. This paper examines the integration of AI, culture, and employment.

Research Problem Statement

AI is changing culture and affecting employment. It is important to study culture in times of AI because it is creating new trends and transformations, ultimately influencing employment patterns in many ways. There must be awareness about AI, its cultural impact, and its effects on jobs. At the same time, limits should be placed on AI to preserve culture and employment opportunities. The rise of AI has led to the disappearance of many traditional jobs, creating uncertainty about the future for the next generation.

Objectives

- To analyze the impact of AI on culture.
- To study how AI affects employment.
- To examine the integration of AI, culture, and unemployment.
- To analyze possible measures to reduce cultural change and unemployment caused by AI.

Research Questions

1. How is culture shaped by AI?
2. How is employment affected by AI?
3. How do cultural changes caused by AI affect employment trends?
4. What are the threats of AI to culture and employment?
5. Is there a need for an AI control policy?

Literature Review

Artificial Intelligence and Cultural Transformation

Kulesz (2018), in "*Culture, Platforms and Machines: The Impact of Artificial Intelligence* on the Diversity of Cultural Expressions", explores the diversity of cultural expressions shaped by AI. He argues that countries no longer retain unique cultural identities due to the widespread use of AI, which tends to standardize culture into a product lacking values and meaning. Kulesz also emphasizes the need to integrate evolving culture into sustainable frameworks.

Sarode (2025), in "*The Impact of Artificial Intelligence on Cultural Practices and Communication*", examines how AI influences cultural practices and communication. While AI helps preserve cultural heritage and ensures global accessibility, its training on Western-centric models introduces cultural bias. This bias risks excluding minority perspectives in society and generates challenges for cultural and social connections.

El Moussaoui, Kofler, and Jamet (2024), in "*AI's Influence on the Creative and Cultural Industries*", study the evolving role of AI in cultural and creative sectors. Their findings suggest that AI impacts not only creative industries but also broader societal values and beliefs, affecting both professionals and communities.

Marr (n.d.), in "What Is the Impact of Artificial Intelligence (AI) on Society?", discusses both positive and negative impacts of AI on culture and society. He notes that increased AI use reduces empathy among humans and challenges individuals to rediscover their passions, while also offering potential benefits if managed responsibly.

Megasis Network (n.d.), in "*The Cultural Impact of AI: Shaping Society and Identity*", analyzes the relationship between AI and culture, emphasizing how AI is reshaping the fabric of society. The article highlights risks such as the erosion of local cultural narratives, while recommending collaborative efforts involving technologists, policymakers, cultural practitioners, and society at large to ensure that AI strengthens, rather than diminishes, cultural identity.

Together, these studies provide multiple perspectives on AI's cultural influence, including its positive and negative effects, the preservation of heritage, and the importance of collaboration. However, the literature lacks depth in exploring how marginalized and local perspectives are affected. Few studies examine how everyday cultural practices are transformed by AI or how such shifts influence human identity and creativity. Moreover, clear strategies to preserve cultural values and ethical considerations in the AI era remain underdeveloped.

Artificial Intelligence and Employment Trends

Bonsay, Cruz, Firozi, and Camaro (2021), in "*Artificial Intelligence and Labor Productivity Paradox: The Economic Impact of AI in China, India, Japan, and Singapore*", examine employment trends across four Asian economies. Their study finds that AI attracts foreign direct investment, facilitates technology transfer, creates new jobs, and contributes to economic growth. At the same time, they emphasize concerns about technological unemployment, noting that labor-intensive economies are more vulnerable than capital-intensive ones. The study also shows that Japan's effective utilization of AI has helped improve employment outcomes.

Hammer (2021), in "*Automation, AI and the Future of Work in India*", focuses on the Indian labor market. She argues that AI and automation are likely to affect manufacturing and services, often creating informal and precarious work rather than secure jobs. The paper highlights gendered impacts, showing that women's participation in the economy is at risk, especially in the BPO and IT sectors where many are employed. This provides a holistic view of how automation influences work in India.

Hyland (2024), in "*The Impact of Artificial Intelligence (AI): Developments on Culture and Society: Regulation, Control and Alignment*", explores AI's implications for jobs and the economy. He argues that new AI applications will replace many jobs currently performed by humans, leading to mass redundancy and unemployment. At the same time, he stresses that with sufficient safeguards, AI tools could yield substantial benefits.

Marr (n.d.), in "*What Is the Impact of Artificial Intelligence (AI) on Society?*", discusses AI's impact on employment more broadly. He notes that AI contributes to job loss but also increases productivity and job satisfaction in certain roles. According to Marr, the real challenge for humans is to find new responsibilities that leverage uniquely human abilities.

El Moussaoui, Kofler, and Jamet (2024), in "*AI's Influence on the Creative and Cultural Industries*", examine the impact of AI on employment in the music and architecture sectors. They explain that AI reshapes creative, distributive, and consumptive processes, presenting professionals with both opportunities and significant challenges.

Kulesz (2018), in "*Culture, Platforms and Machines: The Impact of Artificial Intelligence on the Diversity of Cultural Expressions*", also highlights the employment implications of AI. He notes that AI and automation simplify industrial processes but simultaneously contribute to unemployment. The paper also points to the creative sector, where AI has begun producing songs and other artistic content, reducing opportunities for human creators.

Peterson (2024), in "Cultural Impact of Artificial Intelligence on Society: Potential Benefits and Concerns", addresses broader cultural impacts but also touches on employment issues. She notes that AI contributes to ethical challenges, reduced human empathy, and disruptions in how work is organized.

Collectively, these studies demonstrate that AI both increases and decreases employment depending on context. With safeguards, AI can create jobs and improve productivity, but without them it risks large-scale unemployment. However, gaps remain in the literature. Many studies focus only on broad labor market trends or selected industries such as music and architecture. The impact of AI on advertising, film writing, and other creative employment sectors is rarely addressed. There is also limited exploration of how individuals specifically lose jobs due to AI, or which demographic groups are most vulnerable. Clear strategies for how labor-intensive economies can mitigate unemployment challenges are largely absent.

Artificial Intelligence and Creativity

Megasis Network (n.d.), in "*The Cultural Impact of AI: Shaping Society and Identity*", discusses AI's role in creativity, noting that algorithms are now capable of generating music, art, literature, and even films that traditionally required immense human creativity. The article highlights how AI-generated works challenge traditional notions of authorship and originality, replicating existing forms of art while also pushing creative boundaries. It further notes AI's potential to create original music compositions that disrupt conventional ideas of melody and harmony, concluding that AI's cultural impact points toward a future that embraces diversity, inclusivity, and ethical responsibility.

El Moussaoui, Kofler, and Jamet (2024), in "*AI's Influence on the Creative and Cultural Industries*", examine the integration of AI in creative sectors, focusing particularly on music and architecture. Their analysis shows that AI reshapes creative, distributive, and consumptive processes, offering both opportunities and significant challenges for professionals. They argue that while AI introduces efficiency and innovation, balancing these opportunities with the preservation of human creativity remains essential.

Sarode (2025), in "*The Impact of Artificial Intelligence on Cultural Practices and Communication*", highlights how AI influences creativity by threatening the survival of local narratives and stories. She argues that AI-generated content risks overshadowing unique local expressions, leading to the loss of cultural diversity in creative industries.

Kulesz (2018), in "Culture, Platforms and Machines: The Impact of Artificial Intelligence on the Diversity of Cultural Expressions", also addresses creativity, noting that AI is already being used to produce songs, stories, and paintings of surprising quality. He raises critical questions about the future of art, including artist remuneration and the integrity of the creative chain. According to Kulesz, creative industries are at risk of losing their distinctiveness and authenticity under AI's growing influence.

Collectively, these studies demonstrate that AI is reshaping creativity across sectors such as music, literature, and visual arts. While the literature recognizes AI's potential for innovation, it also highlights the risks of diminished originality, loss of local narratives, and challenges to artistic integrity. However, the research remains limited in scope. Few studies provide in-depth analysis of how specific creative forms such as storytelling, music composition, and film-making are being transformed. Moreover, strategies to safeguard creativity and ensure ethical integration of AI in the creative sector are largely absent.

Measures to Address the Impact of Artificial Intelligence

Kulesz (2018), in "*Culture, Platforms and Machines: The Impact of Artificial Intelligence on the Diversity of Cultural Expressions*", highlights the negative effects of AI on cultural diversity. He suggests that developing strategies to ensure ethical AI practices, which are auditable and accountable, is essential. Such measures would help preserve cultural expressions and strengthen the cultural chain of goods and services. Kulesz emphasizes integrating evolving culture into sustainable frameworks.

Bonsay, Cruz, Firozi, and Camaro (2021), in "*Artificial Intelligence and Labor Productivity Paradox: The Economic Impact of AI in China, India, Japan, and Singapore*", focus on the economic impact of AI. Their findings indicate that AI can drive growth when combined with trade liberalization, as seen in Japan. They recommend that economies leveraging AI should develop high-quality education systems aligned with emerging technology-driven jobs to enhance livelihoods and income.

Sarode (2025), in "*The Impact of Artificial Intelligence on Cultural Practices and Communication*", raises concerns about privacy, algorithmic bias, and loss of human agency. She argues for interdisciplinary research, ethical awareness, and policymaking that integrates culture, AI, and communication.

Hammer (2021), in "A*utomation, AI and the Future of Work in India*", observes that national AI strategies in India must focus more on employability and skills development. She emphasizes the state's role in introducing policies that support workforce adaptation to AI-driven economies.

Peterson (2024), in "Cultural Impact of Artificial Intelligence on Society: Potential Benefits and

Concerns", highlights the internet and AI as critical areas for policy intervention in the coming years. Marr, in "What Is the Impact of Artificial Intelligence (AI) on Society?", warns that continuous collection of personal data through AI compromises privacy and may result in job losses if AI is not properly managed.

Hyland (2024), in "*The Impact of Artificial Intelligence (AI): Developments on Culture and Society: Regulation, Control and Alignment*", notes that AI offers significant potential benefits, but these can only be realized with sufficient safeguards. He also raises concerns regarding AI use in defense systems and warfare.

Megasis Network (n.d.), in "*The Cultural Impact of AI: Shaping Society and Identity*", emphasizes proactive measures to mitigate AI's negative cultural and societal consequences. They advocate collaborative efforts among technologists, policymakers, cultural practitioners, and society to create a future where technology and culture coexist harmoniously.

Collectively, these studies suggest the need for strategies and policies to manage AI's impact. However, the literature has gaps: it does not clearly specify which types of strategies or policies different economies should adopt, which AI applications require control, or provide frameworks for ethical and sustainable AI regulation.

Methodology

This study is based entirely on secondary data collected from authentic sources, including research papers, articles, reports, surveys, and verified blogs. The data was obtained from reliable platforms such as ResearchGate, Google Scholar, official websites of international and government institutions, as well as reputable blogs.

To ensure the relevance and accuracy of the study, all sources were selected from the period between 2021 and 2025. The selection criteria involved choosing materials not only related to artificial intelligence (AI) but also those that examined the interdependence of AI with other variables such as employment, culture, and control.

A descriptive analysis method was used to interpret and synthesize the information gathered from various sources. The integration of AI, employment, and culture was studied to understand the impact and relationship between these variables based on the reviewed literature.This study is limited to English-language publications and does not include primary data collection.

Discussion and Analysis

RQ1: How is Culture Shaped by AI?

Culture is shaped by AI as it increases global accessibility, preserves cultural heritage, and supports linguistic expressions. AI has an immense positive impact on culture. For example, Google Arts & Culture allows global users to explore heritage, provides global accessibility, and enables AI-driven creativity. Anyone in the world can research any culture or language using AI tools like ChatGPT, DeepSeek, and Gemini, learning about them in seconds and practicing in daily life. AI also helps in communication and simplifies everyday living.

In China, researchers used DeepSeek and MidJourney to generate images of Yangliuqing woodblock prints, showing how AI helps preserve culture. In India, AI and ML have been used to digitize over 50,000 manuscripts, protecting Indian culture and heritage.

AI is increasingly used to preserve and democratize culture. For example, India's Gyan Bharatam Mission has already documented 44.07 lakh (4.407 million) ancient manuscripts using AI-driven digitization, far exceeding earlier 50,000-manuscript efforts. Likewise, Kolkata's Asiatic Society is applying machine learning to transcribe its 52,000-manuscript archive, making centuries-old texts (mostly Sanskrit) accessible globally. These government-led projects show AI's concrete cultural impact: heritage can be safeguarded, translated, and shared at scale. At the same time, experts warn of risks: algorithmic biases in AI systems can marginalize non-Western cultures (e.g. narrowing content recommendations or misrepresenting folk

traditions) Overall, AI extends cultural access (online exhibitions, translation tools, digitized archives) but also challenges cultural authenticity and empathy.

As per the analysis, cultural expressions risk losing their human connection if AI dominates. AI can lack empathy among humans—for example, using AI for advice in situations affecting personal relationships with seniors.In China, the Nushu Project uses AI to generate old scripts traditionally used by women, showing how AI can preserve and protect cultural identity.

Around 60% of experts believe AI will have a major impact on society by 2030 (Pew Research Center). However, AI also has negative cultural impacts. AI systems are often Western-centric, and their responses may be biased toward one culture. AI can affect deeper societal values and beliefs rooted in our society. It also raises privacy concerns, as data is collected continuously.

The characteristics of stories and narratives generated by AI are based on algorithmic biases and existing societal stereotypes. As per my analysis, AI both preserves culture and introduces biases. Therefore, there is a need to develop policies that balance cultural preservation, AI responses, and societal sensitivity.

RQ2: How is Employment Affected by AI?

As per the literature review, AI may lead to a decrease in employment opportunities, particularly affecting labor-intensive economies. However, AI also creates various job opportunities if it is utilized effectively. According to the World Economic Forum's Future of Jobs Report (2023):

Many clerical or secretarial roles are likely to decline quickly because of AI.

Roles for AI and machine learning specialists, data analysts and scientists, and digital transformation specialists are expected to grow rapidly.

According to Accenture, around 40% of all working hours could be impacted by AI large language models (LLMs) such as ChatGPT-4. Reskilling people to use AI effectively is key to companies using AI successfully. It is clear that unemployment could become a major problem due to AI.

Empirical data from Asia indicate mixed employment effects. In India, official labour surveys show employment rising even as AI spreads: the national worker population ratio climbed from 52.9% in 2021–22 to 56.0% in 2022–23, and IT/BPO sector jobs jumped from 2.07 to 3.83 million in early 2022. This suggests that AI-driven industries (IT, BPO, digital services) have expanded, creating jobs even while some routine roles decline. In China, studies project both job displacement and creation: one analysis warns that AI could eliminate up to 278 million Chinese jobs by 2049 (especially among low-skill workers), whereas another finds that AI expansion has raised employment in China's service sector, as efficiency gains spur new job categories. In Japan, an IMF working paper finds that Japanese workers have relatively low AI exposure, implying less displacement; AI is thus seen more as a tool to mitigate labor shortages than a threat. In Singapore, workplace surveys show very rapid AI adoption: a 2024 report found 79% of Singaporean employees using generative AI in their jobs (up from 24% in 2023). This indicates a workforce actively integrating AI, with the government simultaneously investing in upskilling. Overall, these data suggest that while some occupations (clerical, repetitive tasks, basic service roles) are shrinking, demand is rising sharply for tech-savvy roles (AI/ML specialists, data analysts, AI trainers) and for re-skilled workers in all sectors

The NITI Aayog report (2018) states that India has niche expertise in information technology, and young graduates and mid-level professionals are likely to benefit from the AI revolution.

One interesting finding is that individuals may struggle to find their passion. For example, someone who wants to be a writer may be limited because AI can produce high-quality and interesting content. The real challenge for humans is to find their passion and get employed in it. Employment decisions—whether from employers or AI-assisted selection—may restrict independent thinking.

For example, AI replaces entry-level jobs in customer service and call centers, but creates new roles in AI system training and supervision.

AI also helps in healthcare by reducing repetitive tasks and increasing the need for health data analysts and technicians. Freelance and online jobs may decline with AI tools like ChatGPT, which produce cheaper and higher-quality output than freelancers. Freelancers who shift to programming, editing, or complex tasks benefit from AI.

AI also affects teaching, changing methodologies and reducing repetitive work for teachers. As robots powered by AI take over repetitive tasks, the need for robot maintenance engineers increases. As AI grows rapidly, it may result in job losses but also creates new jobs. If properly utilized and regulated, AI can be beneficial to society.

RQ3: How do Cultural Changes Caused by AI Affect Employment Trends?

The study of how culture is shaped by AI requires an interdisciplinary approach linking AI, employment, and culture. Cultural changes caused by AI may negatively impact employment, especially in cultural and creative industries such as filmmaking, writing, music, and painting. Professionals affected include writers, music composers, and artists.

AI-driven cultural changes are already reshaping creative and service-sector jobs. For instance, the ubiquity of AI-generated media reduces demand for some traditional roles: UNESCO reports that generative AI could cut music-sector incomes by ~25% and film/AV incomes by ~20% by 2028. This reflects displacement in creative industries as AI tools can produce songs, movies, and news content at scale. On the other hand, AI-enabled cultural diffusion can create jobs: wider access to global culture and new digital art forms demand technologists, AI content moderators, and multicultural marketing specialists. In Asia, this means fewer entry-level writing or design jobs, but more positions in AI-augmented roles (e.g. AI editors, media curators, ethicists). In summary, AI-generated culture is reducing some traditional creative jobs (journalism, illustration, local crafts) while creating new hybrid roles at the intersection of culture and tech.

Cultural changes like global accessibility and cultural exchange allow people to learn and practice cultural forms quickly, which may increase employment in cultural and creative industries. Creativity is part of culture. AI challenges human creativity and crosses its boundaries. Generative AI tools like Gemini can create images beyond human imagination. Cultural shifts driven by AI also determine what people expect from AI, affecting fields like photography and modeling.

For example:

Social acceptance of AI chatbots and digital assistants in customer service reduces demand for call center and front-desk jobs but increases AI system maintenance jobs.

Cultural acceptance of AI-generated content reduces the need for traditional professionals like journalists, translators, and graphic designers, but increases demand for AI editors, AI trainers, and ethicists.

Currently, hiring based on AI, which is Western-centric, limits opportunities for applicants from different countries and languages. This may lead to cultural homogenization.

Women's work may be affected by AI and automation, particularly in BPO and clerical roles dominated by women, reinforcing gender inequalities.

AI platforms have made the gig economy socially acceptable, leading to a decline in traditional full-time employment and changing daily life.

RQ4: What are the Threats of AI to Culture and Employment?

AI leads to job losses, especially in labor-market economies like India. AI and automation simplify repetitive work, and tools like chatbots and digital assistants reduce demand for call center and clerical roles. The creative sector is heavily affected. Jobs in journalism, writing, music composition, translation, and graphic design may be at risk in today's AI era.

Culture is also affected. AI has algorithmic biases, which can lead to cultural misrepresentation and homogenization. Over time, human creativity may be undervalued as AI surpasses human creative outputs, weakening cultural industries. People may increasingly prefer AI creativity over human-made works.

The greatest threats identified are job displacement in vulnerable sectors and cultural homogenization. Many analysts warn that routine work such as call centers, basic data entry, and simple creative tasks—is at risk (especially for women and low-wage workers). Culturally, reliance on AI can erode diversity: we see the risk of "filter bubbles" and AI reproducing biases (misrepresenting ethnic or indigenous cultures). UNESCO also emphasizes that the concentration of AI resources in wealthy countries could draw talent and creative labor away from Asia, worsening skill gaps. These dynamics threaten traditional livelihoods (some artisans, performers) and weaken cultural heritage. Finally, AI's rapid change creates social risks: anxiety, skill mismatches, and a gig economy where AI-driven tasks lack security. In short, without safeguards, AI could both displace millions of workers (as noted in China) and accelerate cultural loss or stereotyping.

AI trends are increasing daily, potentially reducing traditional cultural practices, especially among younger generations. The cultural narrative that "AI will replace humans" creates collective anxiety and stress, leading to fear-driven AI adoption.

Many workers cannot adapt to AI skills, causing skills mismatches that lead to unemployment and underemployment. The rise of the AI gig economy may result in short-term employment lacking job security, healthcare, and pensions.

RQ5: Is there a need for an AI control policy?

Analysis shows that there is a need for AI control policies globally and nationally. AI control policies should consider the different cultures in each country. Such policies are the only way to balance innovation, employment, and culture. Countries that do not adopt AI regulations risk economic threats.

Global reports and governments are moving to regulate AI to protect jobs and culture. For example, UNESCO's AI ethics frameworks stress that policies must safeguard cultural diversity and human rights in AI systems The EU's recent AI Act (2024) is a concrete model: it bans high-risk AI uses (like biometric social scoring and mass facial recognition) and imposes strict obligations on AI systems affecting education, employment, and public services. In Asia, Singapore has adopted a "balanced" governance approach: its Personal Data Protection Commission released a Model AI Governance Framework (2019, updated 2020) to guide companies on ethical AI use. Japan is likewise drafting AI legislation emphasizing safety and innovation. These examples show broad consensus: active policies and oversight are needed to harness AI's benefits while protecting culture, labor rights, and social welfare

We can refer to the European Artificial Intelligence Act, which focuses on:

1. Safeguarding the general purposes of AI.
2. Limiting the use of biometric AI technologies.
3. Ensuring consumer rights to raise complaints against AI and receive meaningful explanations.
4. Implementing fines for violations.
5. Banning AI use for social scoring and manipulating users with data.

The European Parliament states that these regulations aim to ensure that fundamental rights, democracy, the rule of law, and environmental sustainability are protected from high-risk AI while boosting innovation and making Europe a leader in the field. The rules establish obligations for AI based on its potential risks and level of impact.

This can serve as an example for national AI control policies, ensuring ethical, culturally sensitive, and balanced AI adoption.

Table 1 Summary of Research findings

Research Question	Main Findings
RQ1: Culture shaped by AI	AI vastly expands global access and preservation of culture (e.g. online archives, digitized heritage) but also introduces biases and may weaken traditional cultural practices.
RQ2: Employment effects of AI	AI is projected to shrink routine jobs (clerical, call center, basic creative) while creating high-skill tech roles (AI/ML specialists, data analysts, creative-technology jobs); reskilling is critical.
RQ3: Cultural changes -employment	Shifts in cultural consumption (AI art, chatbots) reduce demand for some creative professionals but spur new jobs in AI content creation, curation, and ethics oversight.
RQ4: Threats to culture & jobs	Risks include job losses (especially in women-dominated BPO and creative sectors), loss of cultural diversity (homogenization, biases), increased inequality, and worker vulnerability in the gig economy.
RQ5: Need for AI policy	The analysis argues for proactive AI governance: examples like the EU AI Act and UNESCO ethics guidelines underscore the need to regulate AI to protect cultural diversity, rights, and employment.

Table 2 India – Current AI Impact and Policies

Metric	India (Post-2020)
AI Adoption	30% of Indian enterprises have integrated AI (vs. ~26% global); NASSCOM AI Adoption Index 2024 score 2.47 (up from 2.45 in 2022); Indian AI market CAGR ~25–35%, projected to triple in value (≈$17B by 2027).
Digital Heritage Initiatives	National Mission on Monuments & Antiquities (NMMA) digitized ~1.235 million artifacts and 11,406 sites by 2025; launched Indian Heritage in Digital Space (IHDS) using AI, 3D/VR to create interactive archives.
IT/BPO Employment Shifts	>70% of Indian BPO firms leverage AI/NLP; RPA automates ~40–50% of repetitive tasks. Generative AI may reshape ~38 million Indian jobs by 2030, boosting productivity 2.6% (organized sector). Many routine roles are being redefined by automation, prompting redeployment to higher-value functions.
Reskilling Efforts	National "Skill India Digital Hub" and industry-government partnerships (e.g. with Microsoft, Intel) are expanding AI/ML training. WEF projects ~63% of Indian workers will need upskilling by 2030. Corporate and public programs target AI literacy and continuous learning.
Government AI Strategies	NITI Aayog's #AIforAll strategy (2018) emphasizes inclusive AI-driven growth. IndiaAI Mission (2024) allocates ₹10,300 cr (~$1.25 bn) for compute and GPUs. Initiatives include an IndiaAI Open Data platform, language AI (Bhashini, BharatGen, Sarvam, Everest), and four Centres of Excellence (healthcare, agriculture, cities, education). Model AI Governance guidelines and "AI for All" education programs further support this agenda.

Conclusion

In conclusion, AI has both positive and negative impacts on cultural shifts and employment. On the positive side, AI contributes to cultural preservation, global accessibility, and cultural exchange. However, it can also result in cultural homogenization, loss of diversity, algorithmic biases, and challenges for traditional knowledge systems.

In terms of employment, AI creates new job opportunities in emerging fields such as data analytics, AI content moderation, and machine learning engineering, while also promoting flexibility through the gig economy. Yet, it simultaneously contributes to unemployment and underemployment in routine-based sectors, reduces women's workforce participation in certain industries, and creates skill mismatches, especially in labor-market economies like India. These issues emphasize the need for reskilling, awareness, and inclusive AI literacy programs to protect workers and ensure sustainable livelihoods.

The integration of culture, employment, and AI indicates that cultural shifts driven by AI are already influencing global employment patterns, creating new jobs while threatening human creativity and traditional work. The findings highlight the urgent need for AI control policies that balance innovation with social protection, preserving cultural integrity and enabling equitable economic opportunities.

Future research could explore AI's long-term psychological effects on creativity and cultural identity, investigate employment outcomes of national reskilling efforts, and assess the role of ethics-driven AI governance in protecting marginalized groups. Similarly, long-term policy goals should include mandatory AI ethics frameworks, embedding AI literacy into education systems, and establishing national AI monitoring bodies to ensure ethical, inclusive, and culturally sensitive AI deployment.

Suggestions

1. Responsible AI Use
   People should take responsibility for their use of AI.
2. Ethical Practices by Companies
   Companies should not misuse private chats or data provided by humans.
   AI companies should train their systems with diverse cultural datasets to reduce bias.
3. AI Control Policy
   Based on the analysis, AI control policies should include the following components:

Culture

AI should be restricted in creating certain forms of paintings, narratives, or content that break traditionally deep-rooted social beliefs.

Employment

- AI use should be restricted in certain industries, especially in labor-market economies like India.
- Limits should be imposed on AI usage in various creative sectors to protect human employment.

Fines and Penalties

- AI companies should be fined if consumers raise complaints.
- Companies must take full responsibility for the actions of their AI systems.

Education and Awareness

- Governments should educate youth about AI skills and raise awareness among citizens.
- Governments should act as a bridge to address skill mismatches among young people.
- Every school and college should include Artificial Intelligence as a subject in their curriculum to prepare students for AI-driven futures.

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