

Dr. Daniel Carter Talks Career Success, Critical Thinking, and AI's Impact on the Job Market

By Elise Kadison

As AI grows in popularity and advances, it will impact the workforce. Dr. Daniel Carter, a Digital Media Innovation professor at Texas State University, has a lot to say about how future generations can stay competitive in this continuously shifting market.

Focus on Skills, Not Just Success

Dr. Carter encourages his students to deeply understand the core principles and concepts that shape the right mindset for media. His advice? "Don't try to be successful, try to be really good at what you do." By honing critical thinking skills and understanding how people consume and interact with media, students can build a foundation that keeps them relevant in the industry for years.

AI's Impact on Future Careers

Looking ahead, Dr. Carter believes that AI will significantly divide future career spaces. "AI is going to split the job market," he says, predicting that many jobs will become overburdened with tasks that require little skill and offer low pay, while only a few rewarding, well-paying opportunities will remain. "A few people will get to do really, really cool work, but if you want to be one of those people, you are going to have to do really, really cool work," he explains. He emphasizes that, to secure those opportunities, people will need to push themselves to produce exceptional work.

Competing in an AI-Driven World

AI will be efficient at handling unskilled tasks, and Carter warns against relying on mediocrity. "If you are looking for mediocre work, AI will do that all day," he says. "So if that's what you're doing, you are not competing." To succeed, Carter advises students to focus on creating unique and high-quality work that AI can't replicate. The key to standing out will be to push creativity and skill beyond what AI can easily produce.

Preparing for the Future

Dr. Carter stresses the importance of honing creativity and critical thinking in an AI-driven world. By consistently producing high-quality, unique work, students can ensure they remain competitive and well-prepared for the evolving job market.