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AUTOMATED RECRUITING DISCOURSE: AI CHATBOTS FOR EDUCATIONAL INFORMATION SUPPORT

In the modern context of the digital transformation of the educational environment, the integration of innovative technologies is of particular relevance. As interactive software agents utilizing artificial intelligence algorithms, chatbots open new perspectives for organizing the educational process and providing administrative support for educational activities. They automate information exchange and ensure personalized interaction among educational stakeholders, enhancing overall learning efficiency. Integrating chatbots into career guidance facilitates prompt counseling for high school and vocational school graduates, as well as their parents, regarding university activities, modern educational programs, and career prospects. This approach significantly broadens access to educational resources, adapts communication scenarios to individual needs, and stimulates autonomy in making educational decisions.

The development of artificial intelligence technologies has induced significant changes in the educational process, particularly through the implementation of chatbots to automate communication and support stakeholders. Chatbots based on language models can simulate human conversation and interact with users in real-time, offering novel opportunities for educational applications. Consequently, chatbots play a vital role in career guidance by providing prospective students with information about various professions, requirements, employment opportunities, and career growth. They can conduct surveys to identify applicants' interests and aptitudes, suggesting suitable study fields and professional development paths based on the results. Furthermore, chatbots offer information support by answering queries about admissions, educational programs, extracurricular activities, scholarships, dormitories, and other aspects of student life. This reduces the workload on administrative staff and increases satisfaction among both applicants and their parents regarding the quality of service.

Ukrainian researchers are actively studying AI applications in the educational process. O. Zhykhorska notes that chatbots can automate informational, psychological, legal, and social support for students while improving applicant outreach and career guidance [4]. I. Mudra and O. Kukharska, though focusing on chatbots in journalism, provide a valuable classification of these tools [3]. Yu. Chaplynska also analyzes chatbot types and emphasizes their functionality in the educational process [1]. K. Malysh, S. Chaban, Ya. Prykhodko, and O. Nalyvaiko highlight the importance of adhering to ethical norms and academic integrity principles when introducing AI into education [2].

While the topic of artificial intelligence is widely researched, this study focuses specifically on analyzing the advantages and disadvantages of using chatbots in educational

activities, with an emphasis on their role in career guidance – an area that has remained largely outside the scope of scholarly attention. The research aims to identify the potential of integrating AI digital tools into traditional educational processes and to substantiate the practical aspects of using chatbots to enhance communication during admissions campaigns.

Effective career guidance in today's digital environment is impossible without innovative technologies. As automated virtual assistants, chatbots serve as crucial tools for engaging applicants and their parents by providing timely and relevant information about educational programs. One of the primary advantages of chatbots is their round-the-clock availability. Unlike traditional consultations, they operate 24/7, allowing prospective students and their families to obtain answers to important questions at their convenience. Applicants can learn about admission conditions, specialties, and employment opportunities without waiting for a response from university representatives. Additionally, users can leave a request in the chat for follow-up contact if they have unresolved questions.

Another significant benefit is the automation of responses to frequently asked questions. Applicants typically seek standardized information regarding admission requirements, open house schedules, study abroad opportunities, academic exchange programs, and extracurriculars. Chatbots deliver structured answers rapidly, substantially reducing the administrative burden on both the educational institution and its graduating departments. Furthermore, chatbots can function as personal career counselors. Using AI algorithms or pre-programmed scenarios, they conduct vocational tests and recommend educational paths tailored to the user's interests and skills, fostering more informed career choices. The flexibility and quick update capabilities of these technologies represent another major advantage. Administrators can easily adjust response scenarios to reflect changes in admissions rules or program details, making the updated information instantly available to the user. Multilingual support is also invaluable, especially for universities targeting international students. Chatbots can simultaneously communicate in multiple languages, providing foreign applicants with necessary details in their preferred language.

Despite these advantages, using chatbots for career guidance has certain drawbacks. Automated systems often lack the deep, personalized interaction crucial for effective career counseling. Operating on predefined algorithms, bots may fail to consider the unique individual needs and psychological traits of applicants. Technical limitations, such as incorrect query recognition, limited knowledge bases, and the risk of system failures, also pose challenges. Trust remains a critical factor, as not all users are ready to interact with digital tools when making significant educational and career decisions. Finally, selecting appropriate software for creating a chatbot can be time-consuming and often requires preliminary preparation.

When discussing chatbots in education, we do not refer to general-purpose models like ChatGPT, Gemini, Claude, or Copilot, whose functionality is based on analyzing vast, publicly available datasets. Instead, our focus is on specialized chatbots programmed by educational institutions to provide highly specific information. Various software products available online allow users to create customized chatbots without deep programming knowledge. The choice of platform depends entirely on the objective. That is, tidio.com or landbot.io are suitable for websites, manychat.com is ideal for social media messengers, botsify.com is excellent for testing AI features, and chatbot.com provides straightforward automation with scalability.

For instance, the chatbot.com application features an intuitive drag-and-drop interface and integrates seamlessly with websites and standard messengers. It offers a 14-day free trial,

after which users must select a paid plan to maintain full access, though previous settings remain saved. A significant advantage is the step-by-step setup guide provided immediately after registration. Although the default interface is in English, it can be fully customized to process and output information in Ukrainian.

To create a department-specific bot based on existing official website data, a user simply selects the "Website" setup option and inputs the relevant URL. The AI functionality scans the provided pages and structures the knowledge base. The administrator then customizes the bot, selectively choosing which information tabs the bot can access. This setup is visually managed via a knowledge map, allowing the creator to trace the logic of the formulated responses. Before publication, the platform allows for comprehensive testing and refinement. Furthermore, it archives all user queries, enabling the continuous analysis of frequently asked questions and the progressive expansion of the bot's conversational capabilities. Consequently, a highly functional, customized chatbot can be deployed in a minimal amount of time.

Thus, integrating chatbots into career guidance helps educational institutions enhance communication quality, optimize internal processes, and attract more applicants. These are effective and accessible tools that make educational opportunities more transparent for prospective students and their families. By automating responses to common queries, they reduce the workload on consultants and streamline applicant interaction. While the choice of software depends on administrative needs, it is crucial to remain aware of the technical limitations of AI. Addressing these challenges and optimizing the pragmatic aspects of digital communication opens a broad field for future research in applied linguistics.

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