

## **THE MODERN WOMAN IN THE AGE OF ARTIFICIAL INTELLIGENCE: AUTHENTICITY, PERSONAL DEVELOPMENT AND DIGITAL LITERACY**

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### **Abstract**

The acceleration of digital transformations and the integration of Artificial Intelligence (AI) into everyday activities generate new opportunities for innovation and personal development for adults. For women, who are at the intersection of multiple roles – professional, family and social – smart technologies can help optimise decision-making, strengthen personal autonomy and develop digital skills. The study analyzes the relationship between authenticity, femininity and the use of applications based on Artificial Intelligence from an educational perspective. The paper highlights the role of personal development workshops as a non-formal learning space where women can experience the use of digital technologies for personal expression and skills development necessary for the twenty-first century. A review of the literature suggests that the consistent and critical use of AI tools can sustain the processes of self-knowledge and innovation throughout life, with the condition that AI can sustain the processes of self-knowledge and innovation throughout life development of adequate digital literacy. The conclusions underline the need to integrate the ethical and reflective dimension in the use of emerging technologies for the personal development and education of adults.

*Keywords: authenticity, femininity, artificial intelligence, adult education, digital literacy, personal development, lifelong learning.*

### **1. Introduction**

Contemporary society is going through a period of accelerated transformations generated by digitalization and the development of technologies based on Artificial Intelligence (AI). These changes influence not only economic and professional processes, but also the ways in which individuals build their identity, learn and interact with the social environment.

In the current context, women are called upon to respond simultaneously to multiple demands, taking on complex professional roles, family responsibility and active social involvement. Managing these roles can lead to identity pressures and difficulties in maintaining the balance between external expectations and personal needs.

At the same time, applications based on Artificial Intelligence are increasingly present in everyday life, providing support in organizing activities, decision-making, developing skills and expressing creativity. The use of these tools opens up new perspectives on personal development and non-formal learning processes.

The purpose of this article is to analyze the relationship between authenticity, femininity and Artificial Intelligence from the perspective of adult education and digital literacy. The paper aims to highlight how emerging technologies can support personal development and the formation of the skills necessary for active participation in the digital society.

### **2. Method**

The present study uses the method of documentary analysis and bibliographic research.

The following were analysed: works in the field of adult education; studies on authenticity and personal development; international document on Artificial Intelligence and digital skills; reports of international organisations on the use of emerging technologies in the field of education.

The analysis aims to identify the connections between adult women's personal development, non-formal learning processes and the use of technologies based on Artificial Intelligence.

At the same time, the educational model proposed by the workshop "Beyond roles: the modern woman between authenticity and Artificial Intelligence" is analyzed, as an example of good practice in adult education.

### **3. Findings**

The concept of authenticity in personal development

Authenticity is one of the fundamental concepts of humanistic psychology and person-centered education. According to Rogers (1961), authentic personal development presupposes congruence between inner experiences, personal values and behaviors manifested in the social environment.

Authenticity is associated with: self-knowledge; personal autonomy; taking responsibility; honest expression of identity.

In adult education, the development of authenticity contributes to increasing adaptability and strengthening the sense of personal competence.

Femininity in the context of contemporary social transformations

Recent literature shows that female identity is influenced by social, cultural and technological change. Contemporary women are involved in continuous processes of negotiating the roles and responsibilities assumed.

The concept of femininity goes beyond traditional approaches and includes dimensions such as: professional development; economic autonomy; social participation; emotional well-being; continuous development of skills.

In this context, lifelong learning becomes an essential factor for adapting to the demands of society.

Artificial Intelligence and adult education

UNESCO (2023) considers Artificial Intelligence one of the technologies with the greatest potential to transform educational processes.

AI-powered tools enable: personalising learning experiences; rapid access to information; developing digital skills; stimulating creativity; supporting decision-making processes.

According to the European Commission (2022), digital literacy is a key competence for citizens in the twenty-first century, being necessary for active participation in professional and social life.

#### **4. Discussion- Conclusions**

The transformations generated by Artificial Intelligence profoundly influence the personal development and learning processes of adults. For the modern woman, technology can be a valuable tool for maintaining authentic expression and personal autonomy.

The analysis highlights that the integration of AI-based applications in non-formal education can contribute to the development of digital skills and to the strengthening of self-knowledge processes. At the same time, the responsible use of these technologies requires the development of critical thinking and the ability to evaluate algorithmic recommendations.

Adult education has an essential role in preparing individuals for a conscious and ethical use of Artificial Intelligence. In this sense, authenticity and digital literacy must be seen as complementary dimensions of human development in contemporary society.

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