IA Generativa e o Futuro das Profissões: reinvenção ou substituição?

Prof. Marcelo Rocha

IHAC/UFBA

SEI

CNN BRASIL MONEY

Amazon alerta: IA reduzirá força de trabalho no futuro

CEO Andy Jassy afirma que ganhos de eficiência com inteligência artificial levarão a redução no quadro de funcionários corporativos nos próximos anos

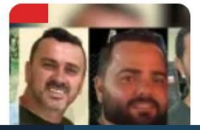
Ramishah Maruf, da CNN

17/06/25 às 17:49 | Atualizado 17/06/25 às 17:49

https://www.cnnbrasil.com.br/nacional/sul/pr/corpos-de-desaparecidos-apos-cobranca-de-divida-no-parana-sao-encontrados/

Mais Lidas

Corpos de desaparecidos após cobrança de dívida no Paraná são encontrados



Desaparecidos no PR: corpos foram encontrados com marcas de tiro e em

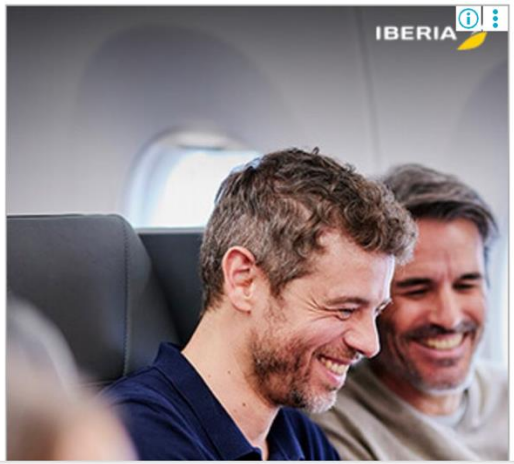
Tecnologia

A inteligência artificial vai roubar seu emprego?

Três em cada quatro profissionais brasileiros temem ser substituídos por máquinas — mas tudo vai depender da aceitabilidade social nas diferentes profissões

Por **Alvaro Leme**

Atualizado em 7 abr 2025, 12h59 - Publicado em 7 abr 2025, 08h00



ECONOMIA

Inteligência artificial impacta mercado de trabalho e ameaça profissões; saiba quais

Especialistas dão dicas para se adaptar à era da automação; estudo aponta que ferramenta pode causar a perda de 92 milhões de empregos até 2030

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International Labour Organization

ILO brief

Research Brief

May 2025

Generative AI and jobs: A 2025 update

Paweł Gmyrek (ILO[1]), Janine Berg (ILO[1]), Karol Kamiński (NASK-PIB), Filip Konopczyński (NASK-PIB[2]), Agnieszka Ładna (NASK-PIB), Balint Nafradi (ILO), Konrad Rosłaniec (NASK-PIB), Marek Troszyński (NASK-PIB, Civitas University)

Key points

- Updates ILO's 2023 estimates of potential occupational exposure to generative AI (GenAI) technology and the employment shares of affected occupations.
- Incorporates a more refined methodology that draws on both human and AI insight, and which is assessed at the 6-digit occupational level covering nearly 30,000 tasks.
- Defines four progressively increasing gradients of GenAI exposure depending on the mean exposure score and the degree of task variability for each ISCO-08 occupation.
- Overall, the automation scores are slightly lower than in 2023 (a mean automation score of 0.29 in 2025 versus 0.30 in 2023), though the variability of scores is considerably lower (standard deviation 0.14 in 2025 v. 0.30 in 2023).
- Growing abilities of GenAI models in such areas as voice, image and video generation have increased automation scores for a range of tasks in media- and web-related occupations.
- One in four workers across the world are in an occupation with some degree of GenAI exposure, but because of the continued need for human input, most jobs will be transformed rather than made redundant.
- There is a need to ensure that the transition is managed through social dialogue, to enhance both working conditions and productivity.

[1] Department of Research, ILO Geneva.
[2] NASK-PIB is a National Research Institute under the supervision of the Ministry of Digital Affairs in Poland.
[3] Department of Statistics, ILO Geneva.

Atualiza as estimativas da OIT para 2023 sobre a potencial exposição ocupacional à tecnologia de IA generativa e as parcelas de emprego das ocupações afetadas.

Incorpora uma metodologia mais refinada abrangendo quase 30.000 tarefas.

Define 4 gradientes progressivamente crescentes de exposição à GenAI, dependendo da pontuação média de exposição e do grau de variabilidade das tarefas para cada ocupação

As crescentes habilidades dos modelos GenAI em áreas como geração de voz, imagem e vídeo aumentaram as pontuações de automação para uma série de tarefas em ocupações relacionadas à mídia e à web.

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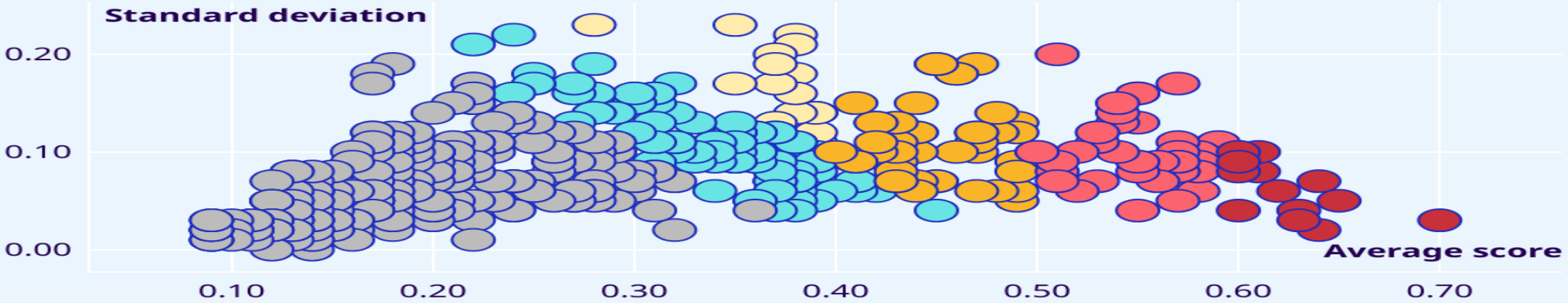
Um em cada quatro trabalhadores em todo o mundo está em uma ocupação com algum grau de exposição à GenAI, mas devido à necessidade contínua de intervenção humana, a maioria dos empregos será transformada em vez de se tornar redundante.

► Jobs' level of exposure to artificial intelligence

Select an occupational group to filter the results.

Agriculture, forestry and fisheries | Clerks | Craft workers | Elementary occupations | Managers | Plant and machine operators | Professionals | Services and sales | Technicians

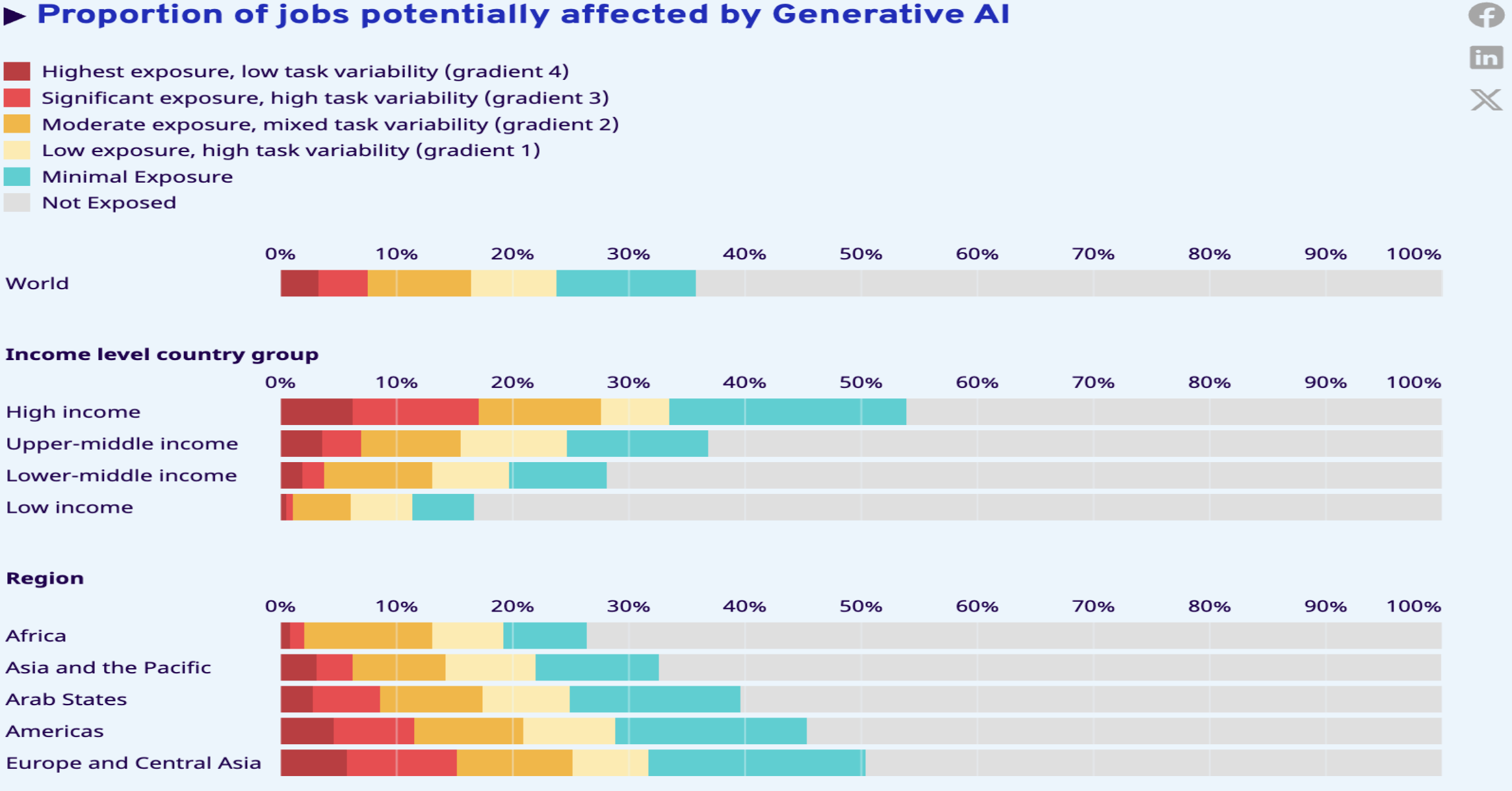
- Highest exposure, low task variability (gradient 4)
- Significant exposure, high task variability (gradient 3)
- Moderate exposure, mixed task variability (gradient 2)
- Low exposure, high task variability (gradient 1)
- Minimal Exposure
- Not Exposed



Standard deviation represents the dispersion of task-level automation scores within an occupation. **Average score** represents the mean automation score for all tasks within an occupation.

Source: ILO Working paper 140

▶ Proportion of jobs potentially affected by Generative AI



Source: ILO Working Paper 140 • Get the data • Embed • Download image