AI Literacy for College Students

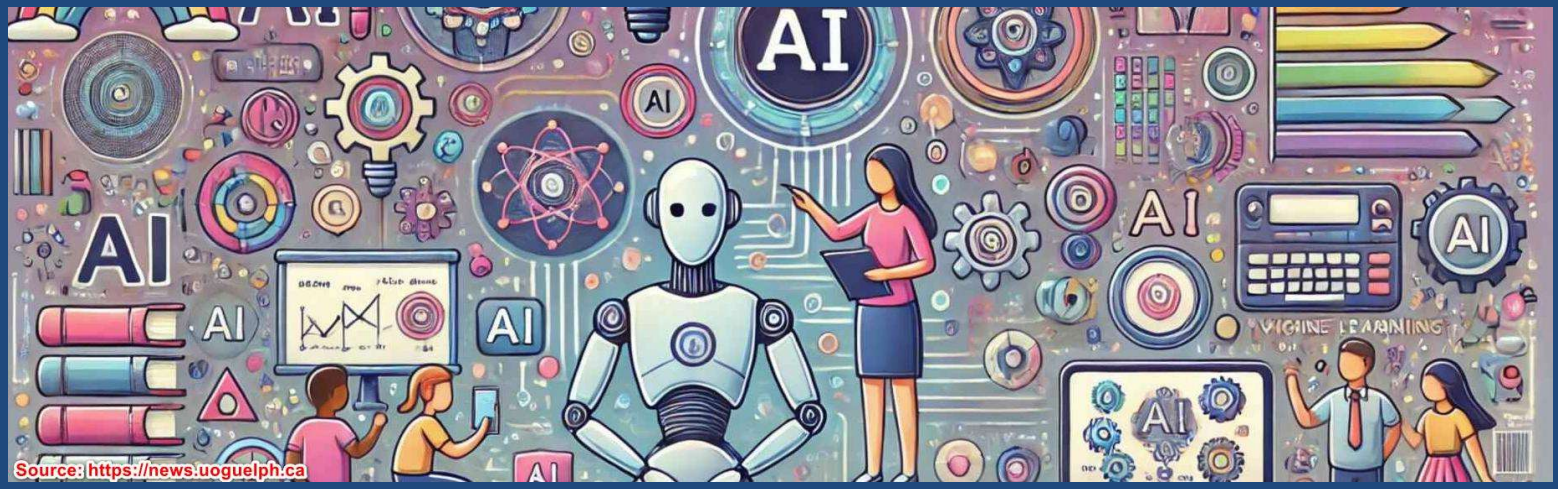

Image source: https://news.uoguelph.ca

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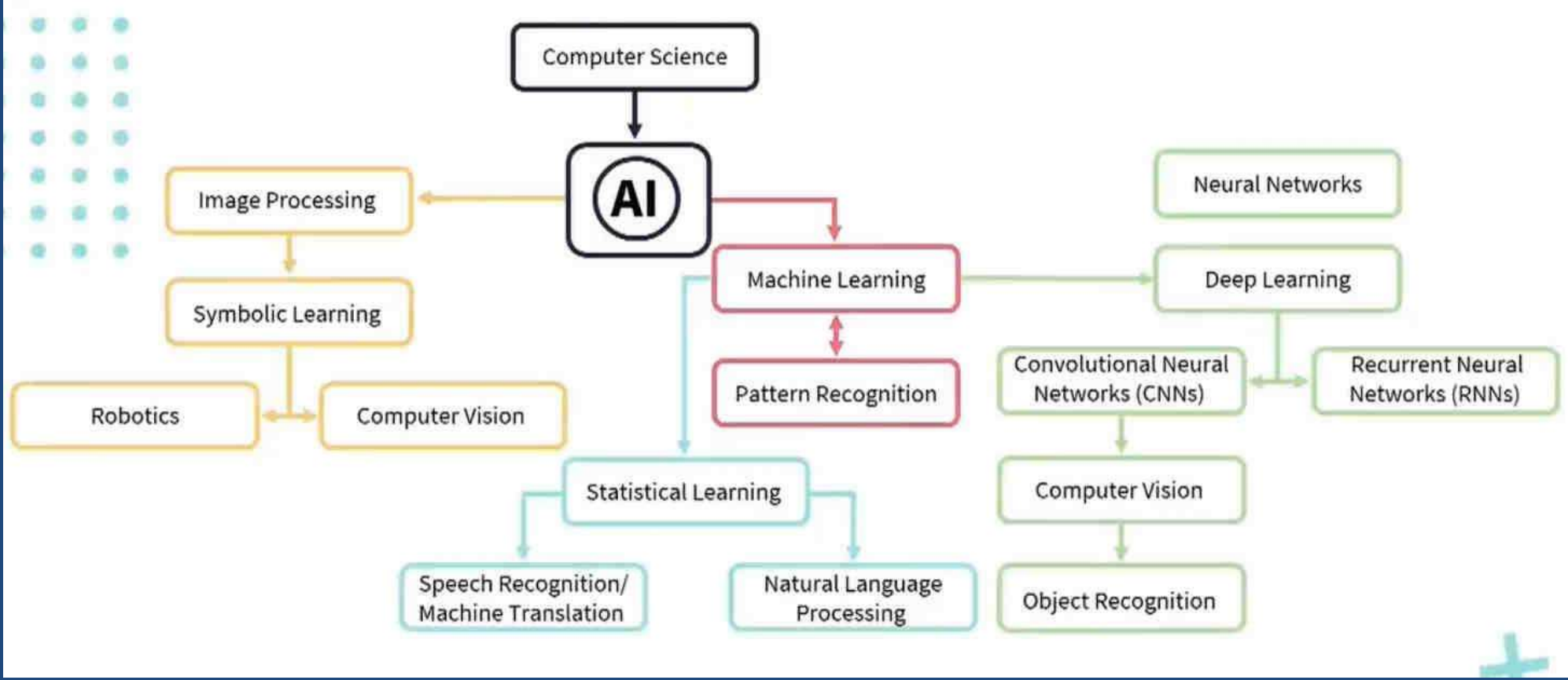
http://www.sunilhazari.com/education/chatgpt

Agenda

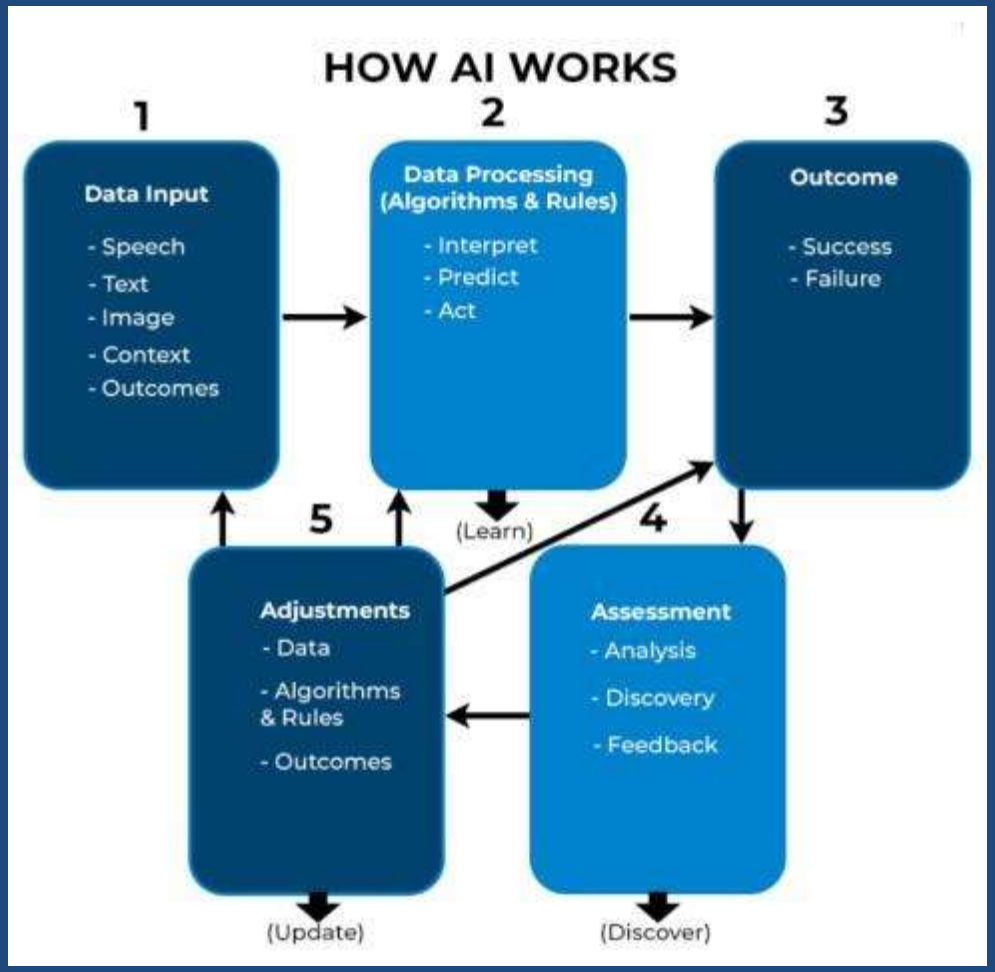
- AI terminology
- What is GenAI?
- My Experience with AI
- Prompt Framework
- AI Iceberg
- Responsible Use – Case Study
- Q&A

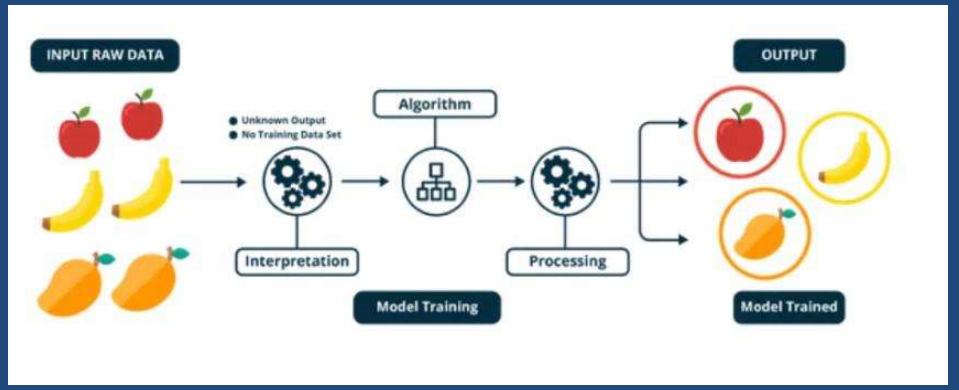
AI Terminology:
Chat Generative Pre-Trained Transformer

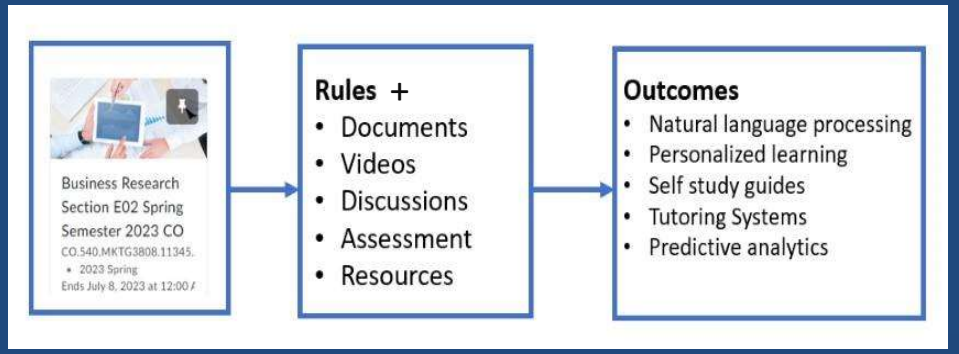
- **Machine Learning**
  Type of AI that can learn from data without explicit programming
- **Neural Networks**
  Computational ML model that learns from data and can recognize complex patterns based on that learning (Transformer)
- **Generative AI**
  Create new output values based on previously learned patterns
- **Natural Language Processing**
  Tool that allows recognition of human language & speech



Source: https://learning.upskillist.com (Artificial Intelligence)





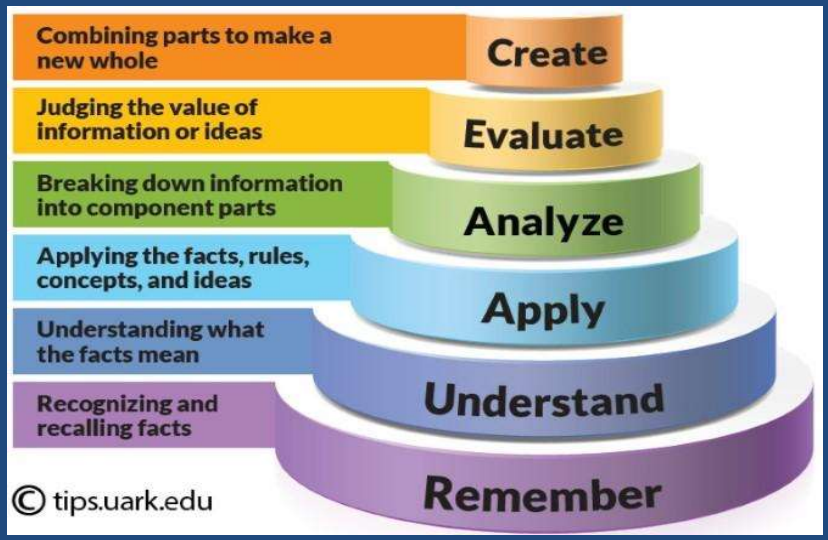


Source: https://www.spiceworks.com/tech/artificial-intelligence/articles/what-is-ai/

Source: B. K. Pandey
#chatgptinsighrs

Traditional Writing Assignments

- Essays
- Creative Writing
- Term Papers
- Cover Letters
- Resumes
- One Minute Paper
- Journaling
- Case Studies
- Critiques
- Critiques
- Portfolios
- Lab Reports
- Reflective Journal
- Article Review
- Project Report
- Reading Logs
- Annotated Bibliography
- Literature Review
- Thesis
- Dissertations



APA Guidelines for Citing AI

https://apastyle.apa.org/blog/how-to-cite-chatgpt

When prompted with "Is the left brain right brain divide real or a metaphor?" the ChatGPT-generated text indicated that although the two brain hemispheres are somewhat specialized, "the notation that people can be characterized as 'left-brained' or 'right-brained' is considered to be an oversimplification and a popular myth" (OpenAI, 2023).

Reference

OpenAI. (2023). *ChatGPT* (Mar 14 version) [Large language model].

https://chat.openai.com/chat

Welcome Sunil Hazari

My Courses

2024 Summer | 2024 Spring | 2024 Fall | 2023 Summer | 2023 Spring

1 AI Essentials for Business Section E01 Fall Semester 2024 CO

CO.540.MKTG4885.82010.2 • 2024 Fall

Ends February 11, 2025 at 1 AM

2 Business Research Section E03 Fall Semester 2024 CO

CO.540.MKTG3808.81636.2 • 2024 Fall

Ends February 11, 2025 at 1 AM

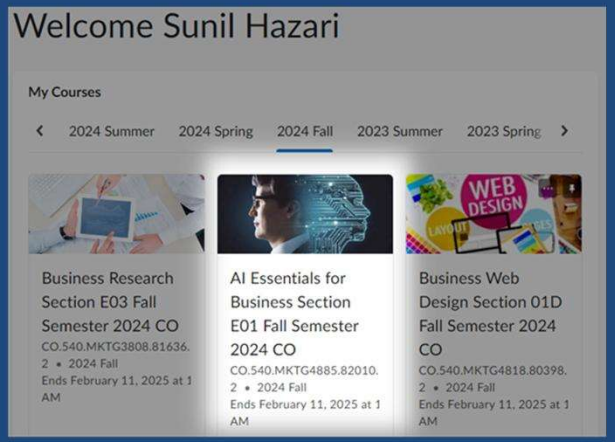
3 Business Web Design Section 01D Fall Semester 2024 CO

CO.540.MKTG4818.80398.2 • 2024 Fall

Ends February 11, 2025 at 1 AM

MKTG4885: AI Essentials for Business

Week 1	History, Background, LLM, NLP, ML
Week 2	AI Models: ChatGPT/Gemini/Bing
Week 3	Prompt Engineering for Business
Week 4	AI Ethics/Bias/Risks
Week 5	Test & Optional Exercise
Week 6	AI tools for Statistics and Research
Week 7	Marketing 1 - AI Content Mktg
Week 8	Marketing 2 - AI & Social Media
Week 9	Business Strategy & AI
Week 10	Training AI Models
Week 11	AI Chatbots for Customer Service
Week 12	AI Decision Making & Predictive Analysis
Week 13	Accounting Applications of AI
Week 14	Financial Applications of AI
Week 15	Final Exam



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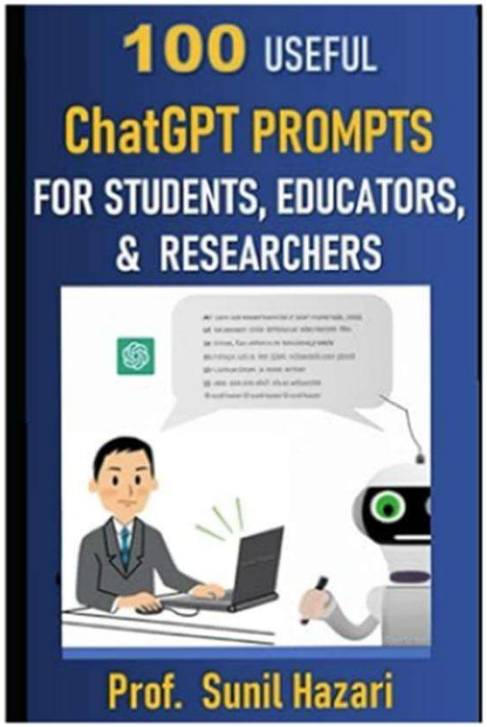

100 Useful ChatGPT prompts for Students, Educators, & Researchers

Paperback – January 21, 2023

by Prof Sunil Hazari (Author)

3.8 ★★★★☆ 5 ratings

See all formats and editions

"100 Useful Prompts for Students, Educators, and Researchers" provides information about using ChatGPT prompts for natural language processing (NLP) tasks in an educational context.

The 100 sample prompts, categorized under General Prompts, Formatting Output, and Research use, demonstrate how the ChatGPT model can be fine-tuned for specific tasks in research and educational settings.

The book is aimed at students, educators, and researchers who are interested in using ChatGPT for NLP tasks. The book provides practical examples and tips for getting the most out of the model. This book is an essential resource for anyone looking to leverage the power of ChatGPT in education.

Report an issue with this product or seller

Print length	Language	Publication date	Dimensions	ISBN-13
29 pages	English	January 21, 2023	6 x 0.07 x 9 inches	979-8374593105

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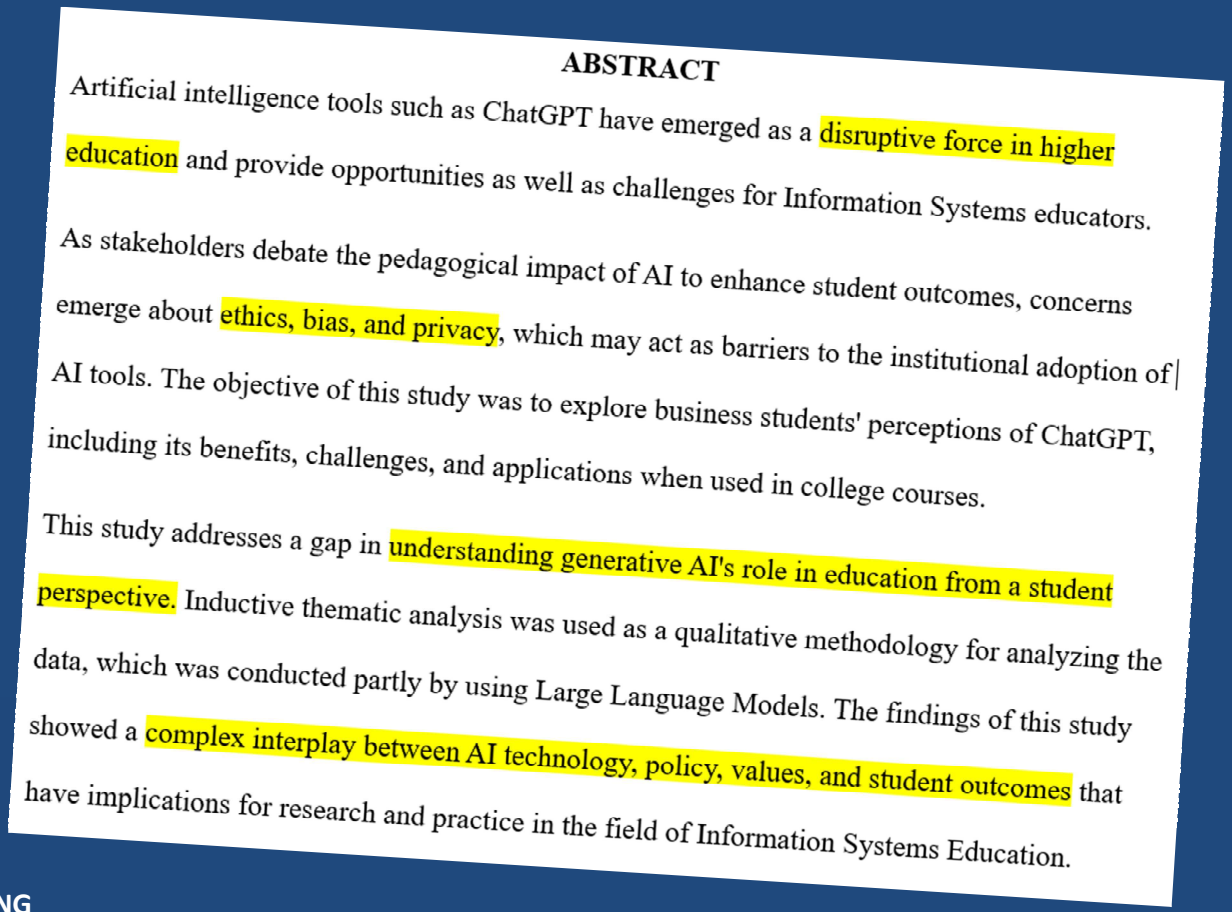
Exploring Business Students' Perceptions Towards ChatGPT: An AI-assisted Thematic Analysis



ABSTRACT

Artificial intelligence tools such as ChatGPT have emerged as a disruptive force in higher education and provide opportunities as well as challenges for Information Systems educators. As stakeholders debate the pedagogical impact of AI to enhance student outcomes, concerns emerge about ethics, bias, and privacy, which may act as barriers to the institutional adoption of AI tools. The objective of this study was to explore business students' perceptions of ChatGPT, including its benefits, challenges, and applications when used in college courses.

This study addresses a gap in understanding generative AI's role in education from a student perspective. Inductive thematic analysis was used as a qualitative methodology for analyzing the data, which was conducted partly by using Large Language Models. The findings of this study showed a complex interplay between AI technology, policy, values, and student outcomes that have implications for research and practice in the field of Information Systems Education.

DEPARTMENT OF MARKETING
RICHARDS COLLEGE OF BUSINESS

Prompt Engineering

- Write an essay on the topic of <any topic here>
- Can you shorten your response to 500 words
- Generate 5 interesting titles for this essay
- Explain in 5 sentences <how cars work> to a 5-year old
- Please help me explain <Targeting & Positioning> to a college student by using a sports analogy
- Give me a <summary/highlight/main point> of the following text: <insert text here>

Example of a Strong Prompt

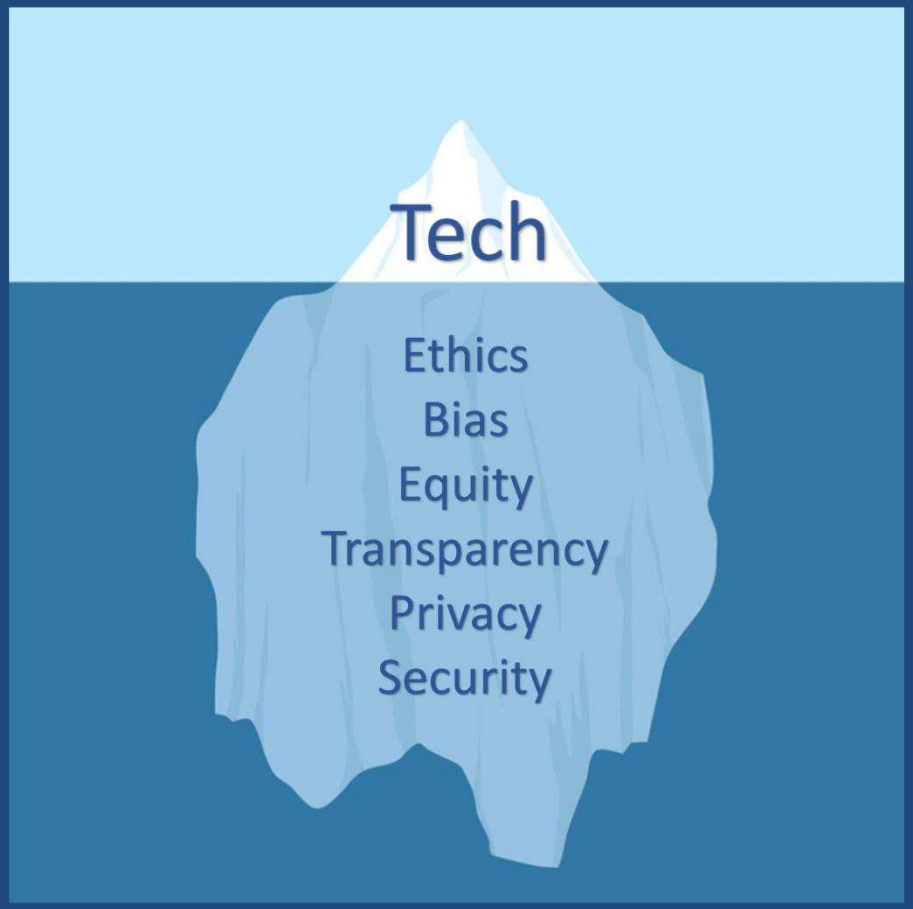
PERSONA	Take on the persona of a sales expert.
CONTEXT	I own a coffee mug business.
OUTPUT STYLE	Write a 300 word sales pitch that I could say to the
TARGET AUDIENCE	CEO of a book store named Eliza to encourage her to sell
DESIRED OUTCOME	my white ceramic mugs at her book store locations.
TONE + STYLE	Use a witty tone with an analogy about books.
# OF OPTIONS	Please provide 3 options

Source: @miss.excel

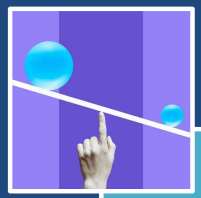
C.A.R.E Prompting Framework

- **C : Character**
  (I want you to act as a lawyer/professor/scientist/Steve Jobs)
- **A : Accomplishment**
  (You are an expert in…….)
- **R : Request**
  (I would like you to write/list/compose/program……)
- **E : Examples (or Expectation)**
  (such as an article found in a top journal….)

AI - Iceberg Metaphor

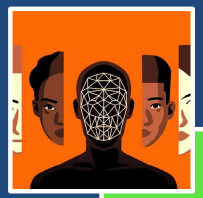


Ethics, Bias, Privacy



Ethics

- Informed Consent
- Transparency
- Decision making
- Responsible use



Bias

- Stereotypes
- Facial Features
- Inequalities
- Race/gender
- Cultural bias
- Lack of Diversity

Privacy

- Personal data protection
- Data retention
- Security
- Consent
- Regulation

5 🔑 Takeaways

1. AI is your friend and foe
2. Use discretion when using AI, understand its limitations
3. Leverage AI for brainstorming, not final submissions
4. Develop discipline-specific prompt writing skills
5. Ethics/Bias/Privacy are key hidden elements of AI *(Remember the iceberg)*

AI jobs by major

Major	AI Job Title	Job Description
Management	AI Product Manager	Oversees Product Development
Psychology	AI Behavioral Scientist	Analyzes human behavior to improve AI bots
Marketing	AI Marketing Specialist	Analyze market data for campaigns
Graphic Design	AI User Experience (UX) Designer	UI/UX Design for AI apps
English/Literature	AI Content Creator	Generate/Edit content for various media
Healthcare	AI Healthcare Analyst	Use AI to analyze patient data & prediction
Law	AI Ethics Consultant	Advises companies on ethical AI practices
Education	AI Education Technologist	Develops educational apps for teaching & learning
Environmental Science	AI Environmental Analyst	Optimize resource mgmt & ecological impact
Sociology	AI Social Scientist	Research Social impacts of AI & develop policy

Case Study: Responsible Use of AI

- Student Marley Stevens, 21 years old
- University of North Georgia (Dahlonega)
- ‘Human Services and administration’ major
- Assignment: Paper on Criminal Justice

Inbox

RE Robert Ellison
To You

Oct 19

Good Afternoon,

When your paper was uploaded on 10/06/23, it was checked through Turn It In. The program returned a positive response for AI. I also checked your paper through a third-party app utilized by the Criminal Justice department for verification. This app confirmed the Turn It In AI response.

Using AI is cheating and not your work.

Therefore, you will receive a grade of Zero for your paper. Any further violations will be sent to the Student Academic Integrity Committee.

Sincerely,

https://www.newsnationnow.com/business/tech/ai/student-fights-academic-probation-ai-tool/

Student fights AI cheating allegations for using Grammarly

- University junior Marley Stevens used Grammarly to correct her paper
- Grammarly is used to catch spelling errors, typos and grammar issues
- Grammarly also uses generative AI

Questions?

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http://www.sunilhazari.com/education/chatgpt

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