EDUCATING IN A WORLD OF GENERATIVE AI

Faculty College 2024

Jodi Pierre, Kris Purzycki, & Kris Vespia

CATL

UNIVERSITY *of* WISCONSIN
GREEN BAY

Have you used…?

- ChatGPT

- Microsoft Copilot

- Other GAI tools

GENERATIVE ARTIFICIAL INTELLIGENCE

- **What GAI is:** a "large language model" (LLM) users interact with to create text, images, code, and more.

- **What GAI is *not:*** A simple cheating tool, akin to the calculator, to forbid/avoid

UNIVERSITY *of* WISCONSIN
GREEN BAY

OVERVIEWS

- ChatGPT (OpenAI)

  - Three versions: 3.5 & 4o (free); 4 (paid)

  - Custom GPTs (ex. Scholar GPT)

  - Share links to interactions

  - Multimodal input and output

OVERVIEWS

- Microsoft Copilot

  - Three interfaces: Edge, site, and O365 Tools

  - Powered by ChatGPT 4 (if in "Creative" mode)

  - Enterprise protection: choice for students

  - Personal accounts: Custom GPTs

  - Share links to interactions

OVERVIEWS

- Adobe Express (1000 credits)

- Google Gemini

- Claude (Anthropic)

- Notion

- Grammarly

- Many, many, many more (e.g., 100+ AI education apps)

UNIVERSITY of WISCONSIN
GREEN BAY

38-49% of U.S. college students use GAI tools at least monthly

Anthology, 2023; Shaw et al., 2023

UNIVERSITY *of* WISCONSIN
GREEN BAY

AI LITERACY

- "Critically evaluate AI technologies;

- Communicate and collaborate effectively with AI; and

- Use AI as a tool online, at home, and in the workplace"

Long & Magerko, 2020, p. 2

UNIVERSITY *of* WISCONSIN
GREEN BAY

ACCURACY NOT GUARANTEED

- Potentially inaccurate source material

- "Fill in the blanks" design

- Lack of understanding

The Guardian

Support us

News | Opinion | Sport | Culture | Lifestyle

World ▶ Europe | US | **Americas** | Asia | Australia | Middle East

Canada

Air Canada ordered to pay customer who was misled by airline's chatbot

Company claimed its chatbot 'was responsible for its own actions' when giving wrong information about bereavement fare

Leyland Cecco in Toronto

Fri 16 Feb 2024 13.27 EST

Menu ⌄ | **The Markup** | Donate

Challenging technology to serve the public good.

News

NYC's AI Chatbot Tells Businesses to Break the Law

The Microsoft-powered bot says bosses can take workers' tips and that landlords can discriminate based on source of income
By *Colin Lecher*

March 29, 2024 06:00 ET

☰ **Bloomberg** | Subscribe | 👤

The AI Race: OpenAI's GPT-4o | DOJ Scrutiny | Why AI I

Industries | Health

AI-Powered World Health Chatbot Is Flubbing Some Answers

- SARAH doesn't have up-to-date medical data, can 'hallucinate'
- WHO bot falls back on 'consult with your health-care provider'

By *Jessica Nix*

April 18, 2024 at 4:00 AM CDT
Updated on April 18, 2024 at 1:30 PM CDT

☰ **The Washington Post** | Sign in

HELP DESK | **Tech in Your Life** | Future of Work | You

TurboTax and H&R Block now use AI for tax advice. It's awful.

In our tests, new chatbots in popular tax services were unhelpful or wrong as much as half of the time

Review by *Geoffrey A. Fowler*

March 4, 2024 at 8:00 a.m. EST

CATL
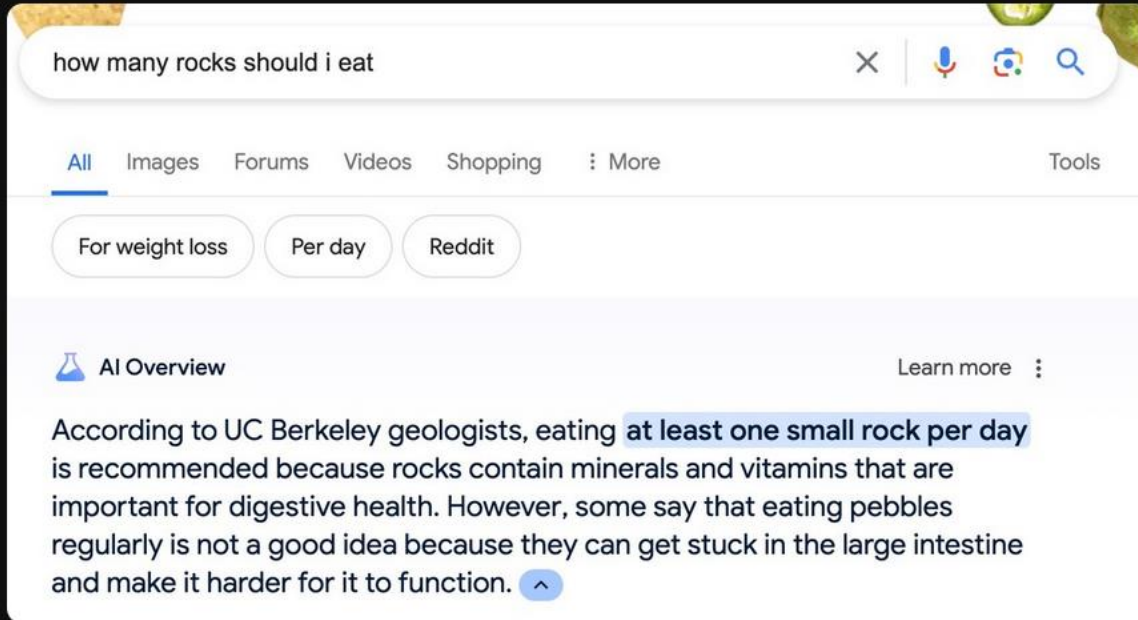
ETHICAL CONCERNS

Intellectual property

Human labor (digital sweatshops)

Environmental impact

Bias

Privacy

Heaven, 2024; Leffer, 2023; Perigo, 2023; Rathi & Bass, 2024; Tan & Cabato, 2023

UNIVERSITY *of* WISCONSIN
GREEN BAY

APPLICATION

- Curriculum Design
  - Scheduling
  - Scaffolding
  - Lesson plans

UNIVERSITY of WISCONSIN
GREEN BAY
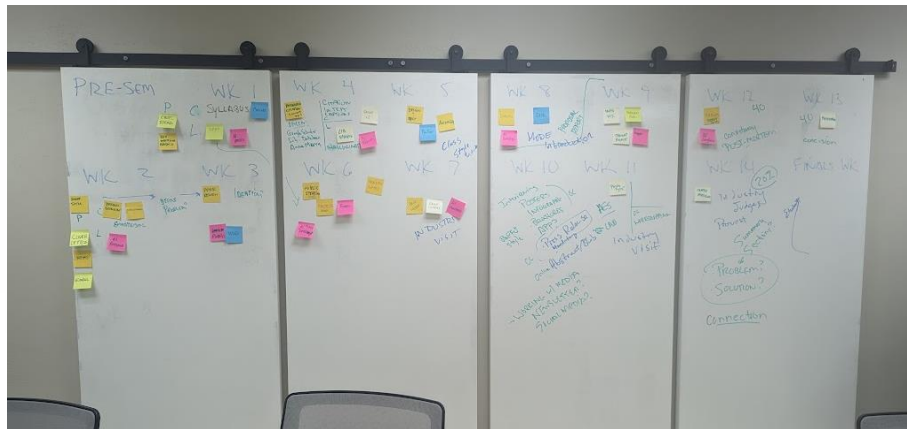
APPLICATION

- Assessment
  - Rubric design and review
  - Custom GPTs
    - Ex. "Rubric Wizard"

ASSIGNMENT DESIGN

- AI-generated work is a **cliché**
  - "value of C work is gone" (Bowen & Watson, 141)
  - GAI expands toolbox
    - Ex. Surveys, UX personae, code, multimedia
  - Articulate process
    - Experimentation, workshopping, reflection
  - Critical engagement
    - Ex. Research basics, voice, feasibility analysis

ASSESSMENT

- [Authentic assessment](#) and GAI detection

- What might work? Transparency, communication, good relationships, small stakes, showing "work," scaffolding, F2F, emphasizing process over product (or vice versa?)

- Six specific and easy potential [interventions](#) to reduce misconduct

- What does this mean for instructors?
  - Know policies and define academic integrity/misconduct
  - Be clear in syllabus and assignments
  - "Banning" is basically unrealistic
  - Asynchronous online poses special challenges

ASSESSMENT

- Some hard truths…

  - There are no AI-proof assignments

  - There are no tools to "prove" students cheated with AI

  - AI is here to stay

QUESTIONS???

- How will AI impact your own assignment
  or assessment?

- How might AI influence your learning outcomes?

THANK YOU!

- pierrej@uwgb.edu

- purzyckk@uwgb.edu

- vespiak@uwgb.edu

REFERENCES

Anthology. (2023). *AI in higher ed: Hype, harm, or help.* https://www.anthology.com/paper/ai-in-higher-ed-hype-harm-or-help

Bowen, J. A., & and Watson, C. A. (2024). *Teaching with AI: A practical guide to a new era of human learning.* Johns Hopkins University Press.

Cecco, L. (2024, February 16). Air Canada ordered to pay customer who was misled by airline's chatbot. *The Guardian.* https://www.theguardian.com/world/2024/feb/16/air-canada-chatbot-lawsuit

Edwards, B. (2023, April 6). Why ChatGPT and Bing Chat are so good at making things up. *Ars Technica.* https://arstechnica.com/information-technology/2023/04/why-ai-chatbots-are-the-ultimate-bs-machines-and-how-people-hope-to-fix-them/

Fowler, G. A. (2024, March 4). TurboTax and H&R Block now use AI for tax advice. It's awful. *Washington Post.* https://www.washingtonpost.com/technology/2024/03/04/ai-taxes-turbotax-hrblock-chatbot/

Heaven, W. D. (2024, February). 6 big questions for generative AI. *MIT Technology Review*, *127*(1), 30–37. https://www.technologyreview.com/2023/12/19/1084505/generative-ai-artificial-intelligence-bias-jobs-copyright-misinformation/

Lecher, C. (2024, March 29). NYC's AI chatbot tells businesses to break the law. *The Markup.* https://themarkup.org/news/2024/03/29/nycs-ai-chatbot-tells-businesses-to-break-the-law

Leffer, L. (2023, October 19). Your personal information is probably being used to train generative AI models. *Scientific American.* https://www.scientificamerican.com/article/your-personal-information-is-probably-being-used-to-train-generative-ai-models/

Long, D., & Magerko, B. (2020). What is AI literacy? Competencies and design considerations. *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*, 1–16. https://doi.org/10.1145/3313831.3376727

Newton, C. [@crumbler]. (2024, May 23). *I thought AI Overviews would be disastrous but I never imagined they would be this funny* [Image attached] [Post]. Threads. https://www.threads.net/@crumbler/post/C7VGpYSPOgT

Nield, D. (2023, April 30). How ChatGPT and other LLMs work—and where they could go next. *Wired.* https://www.wired.com/story/how-chatgpt-works-large-language-model/

Nix, J. (2024, April 18). AI-powered World Health chatbot is flubbing some answers. *Bloomberg.* https://www.bloomberg.com/news/articles/2024-04-18/who-s-new-ai-health-chatbot-sarah-gets-many-medical-questions-wrong

Pasick, A. (2023, March 27). Artificial intelligence glossary: Neural networks and other terms explained. *The New York Times.* https://www.nytimes.com/article/ai-artificial-intelligence-glossary.html

Perrigo, B. (2023, January 18). Exclusive: OpenAI used Kenyan workers on less than $2 per hour to make ChatGPT less toxic. *Time.* https://time.com/6247678/openai-chatgpt-kenya-workers/

Rathi, A., & Bass, D. (2024, May 15). Microsoft's AI push imperils climate goal as carbon emissions jump 30%. *Bloomberg.* https://www.bloomberg.com/news/articles/2024-05-15/microsoft-s-ai-investment-imperils-climate-goal-as-emissions-jump-30

Shaw, C., Yuan, L., Brennan, D., Martin, S., Janson, N., Fox, K., & Bryant, G. (2023). *GenAI in higher education: Fall 2023 update.* Tyton Partners. https://tytonpartners.com/time-for-class-2023/GenAI-Update

Strickland, E. (2024, February 14). What is generative AI? *IEEE Spectrum.* https://spectrum.ieee.org/what-is-generative-ai

Tan, R., & Cabato, R. (2023, August 28). Behind the AI boom, an army of overseas workers in 'digital sweatshops.' *Washington Post.* https://www.washingtonpost.com/world/2023/08/28/scale-ai-remotasks-philippines-artificial-intelligence/

UNIVERSITY of WISCONSIN
GREEN BAY