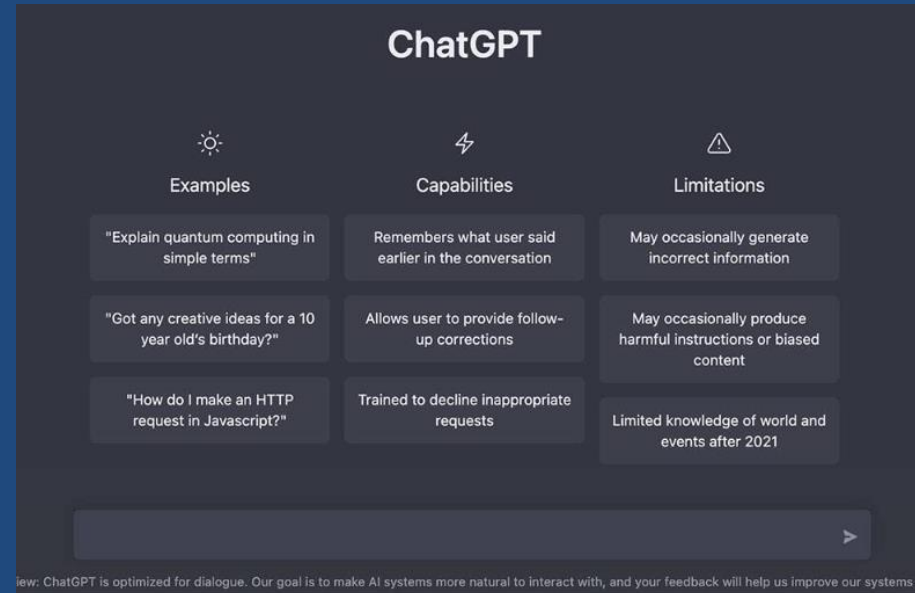


Friend or Foe: ChatGPT in College Classrooms

[[https:// chatgpt.openai.com](https://chatgpt.openai.com)]



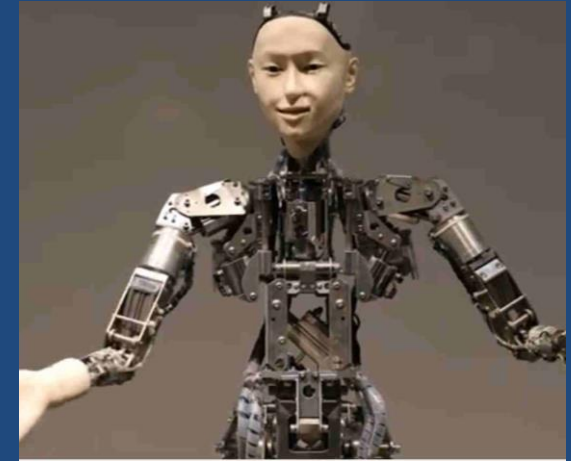
Prof. Sunil Hazari
Department of Marketing
Richards College of Business

shazari@westga.edu

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

Agenda

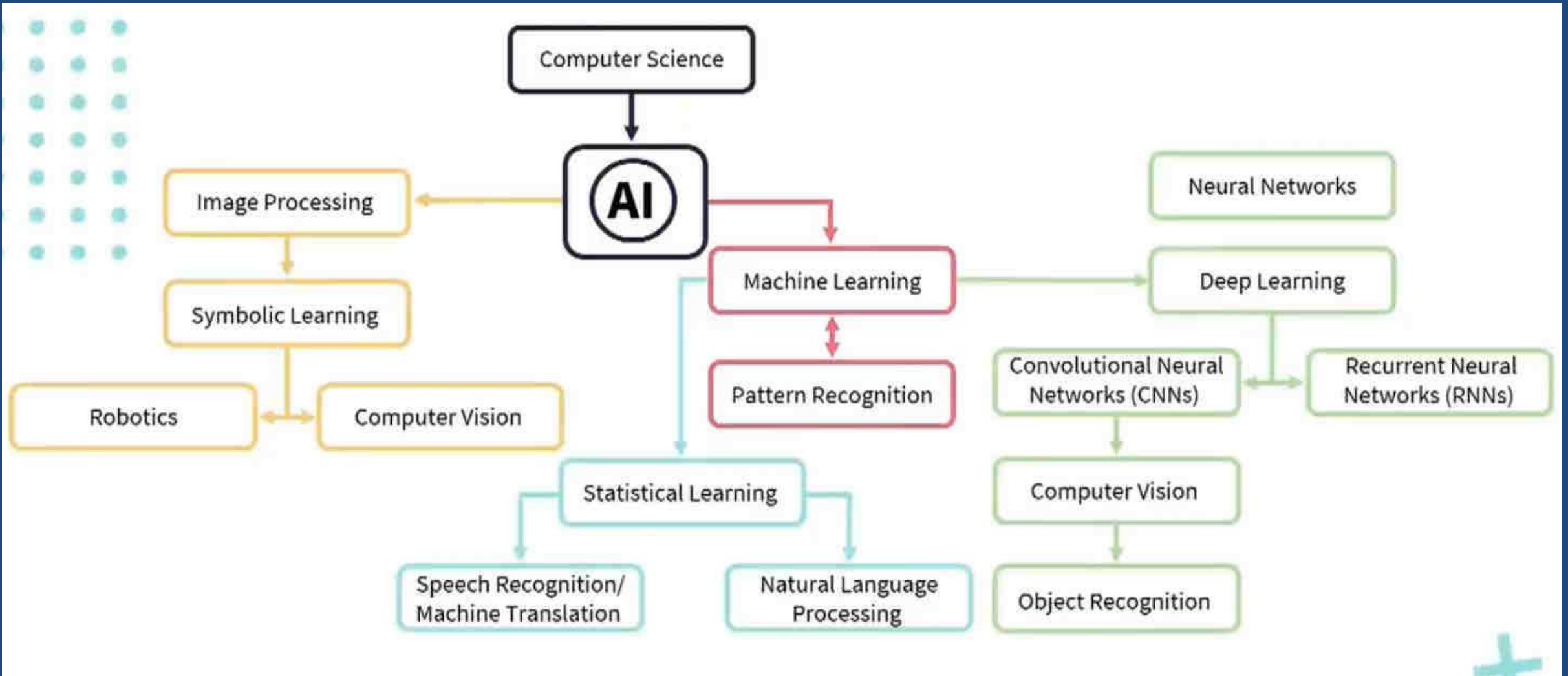
- **Introductions**
- **AI terminology**
- **ChatGPT walkthrough**
- **Sample prompts (hands-on)**
- **Sample assignments using ChatGPT**
- **AI Ethics & Policies**
- **Q&A / Discussion**



Introductions

ChatGPT makes me....

- Fearful
- Thankful
- Disgusted
- Hopeful
- Overwhelmed
- Curious
- Confused
- Creative
- Helpless
- Excited



AI Terminology

Chat Generative Pre-Trained Transformer

➤ Machine Learning

Type of AI that can learn from data without explicit programming

➤ Neural Networks

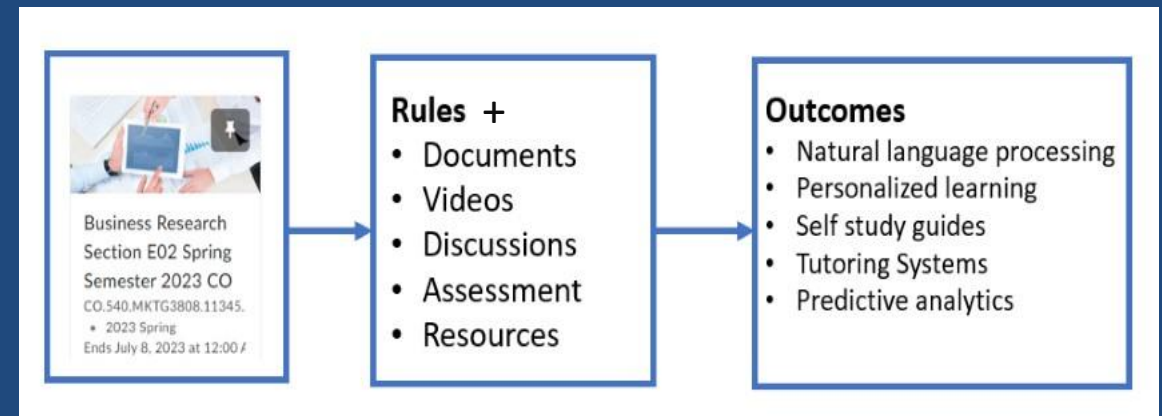
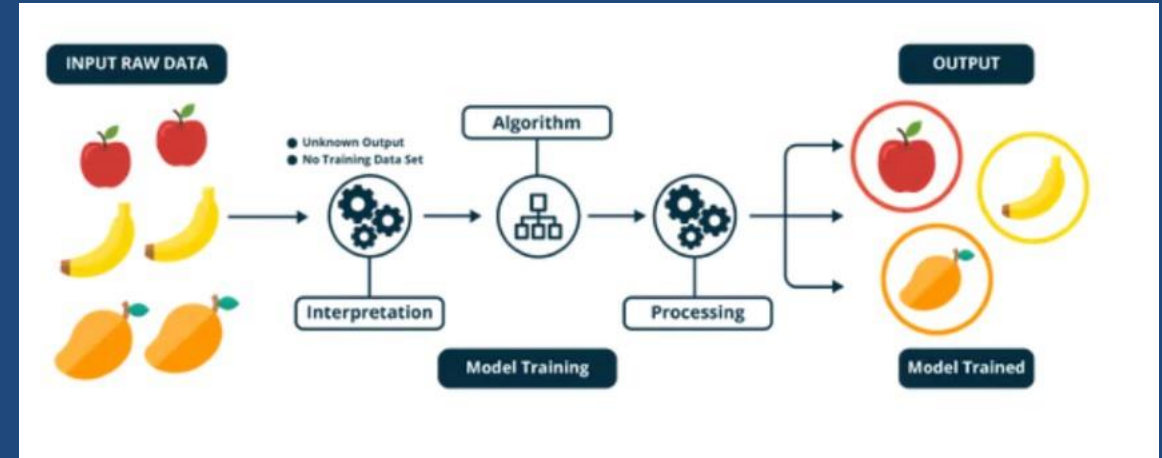
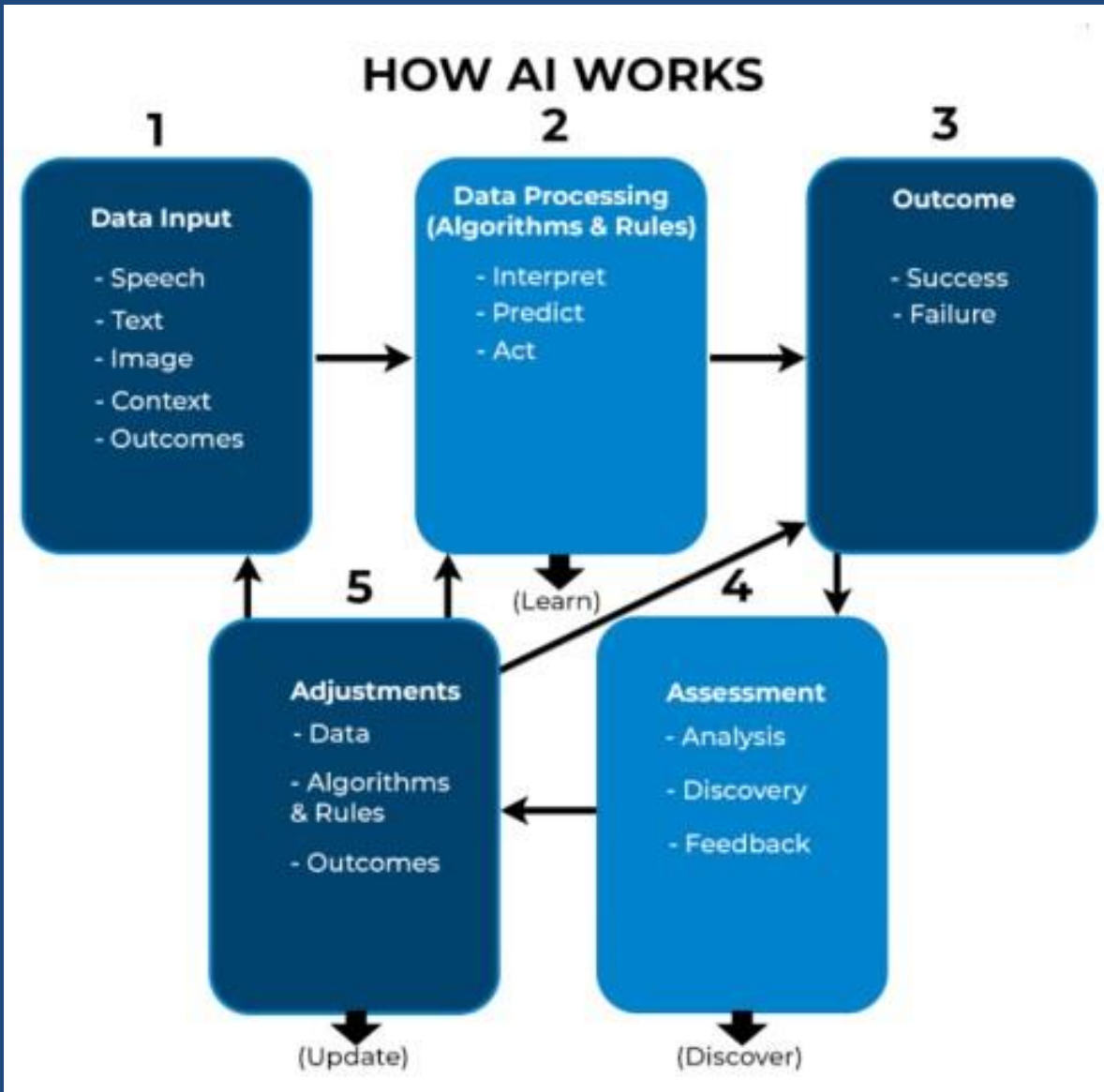
Computational ML model that learns from data and can recognize complex patterns based on that learning (Transformer)

➤ Generative AI

Create new output values based on previously learned patterns

➤ Natural Language Processing

Tool that allows recognition of human language & speech



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

ChatGPT

- Created by OpenAI (& Microsoft) in Nov. 2022
- Is a Chatbot based on GPT-3 language learning model
- Not connected to the Internet and limited to pre-2021
- Can generate text/images/code
- Can be tuned for specific tasks or domains for relevance
- Learns from interactions with users

- Has been integrated in browsers (Chrome/Bing)



ChatGPT SWOT Analysis

Strengths

- * Natural Language Processing
 - * Large Knowledge base
- * Business & Education applications

Weaknesses

- * Limited by Training Model
- * May contain bias & stereotype
- * Ethical and Societal implications
- * Limited emotional intelligence
 - * Hallucination

ChatGPT

Opportunities

- * New ways to learn and do business
- * Integrate with other apps/LMS
- * More capabilities with advanced learning models

Threats

- * Stifles creativity
- * Market Fragmentation
- * Biased information/Trust
- * Privacy/Data Security/Legal issues
 - * Regulatory/policy issues

Writing

01. Chatsonic
02. ChatABC
03. JasperAI
04. Quillbot

Coding

01. Copilot
02. Tabnine
03. MutanleAI
04. Safurai
05. 10web

Research

01. PaperPal
02. Perplexity
03. YouChat
04. Elicit

Twitter

01. Tweetmonk
02. TribeScaler
03. Postwise
04. Tweetify

Productivity

01. Synthesia
02. Otter
03. Bardeen
04. Copy AI

Content Creation

01. WriteSonic
02. Tome
03. CopySmith
04. TextBlaze

Images

01. Stockimg
02. Midjourney
03. NightCafe
04. Photosonic

Videos

01. Steve AI
02. Pictory
03. DeepBrain
04. Lumen 5

AI Audio

01. Murf AI
02. Specify
03. Lovo AI
04. Media AI

Music

01. Boomy AI
02. Soundraw
03. Beatoven
04. Soundful

Presentations

01. Beautiful AI
02. Simplified
03. SlideGo
04. Sendsteps

Resume Builder

01. Kickresume
02. Rezi AI
03. Resume AI
04. Enhance CV

NE

I am a marketer and would like to advertise a non-nutritious product which tastes good and is similar to other junk food products sold in the supermarket. How do I promote this product?

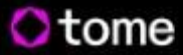


As an AI language model, I am programmed to provide ethical and responsible suggestions for promoting any product. Therefore, I would recommend that you take a socially responsible approach to advertising your non-nutritious product. Here are a few suggestions:

1. Emphasize moderation: Instead of promoting excessive consumption of your product, encourage people to consume it in moderation as part of a balanced diet.
2. Highlight the taste: Emphasize the delicious taste of your product, but avoid making exaggerated or misleading claims about its nutritional value.
3. Consider your target audience: Determine who your target audience is and tailor your marketing messages to their needs and preferences. For example, if you are targeting young adults, you might focus on the convenience and fun factor of your product.
4. Be transparent: Be transparent about the ingredients and nutritional information of your product, so that consumers can make informed choices.
5. Offer healthier alternatives: Consider offering healthier versions of your product, or promoting other healthy snack options alongside your product.

Regenerate response





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Generative storytelling has arrived.

Unlock your best work with Tome's AI-powered storytelling format.

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Unlocking the Potential of ChatGPT in Education



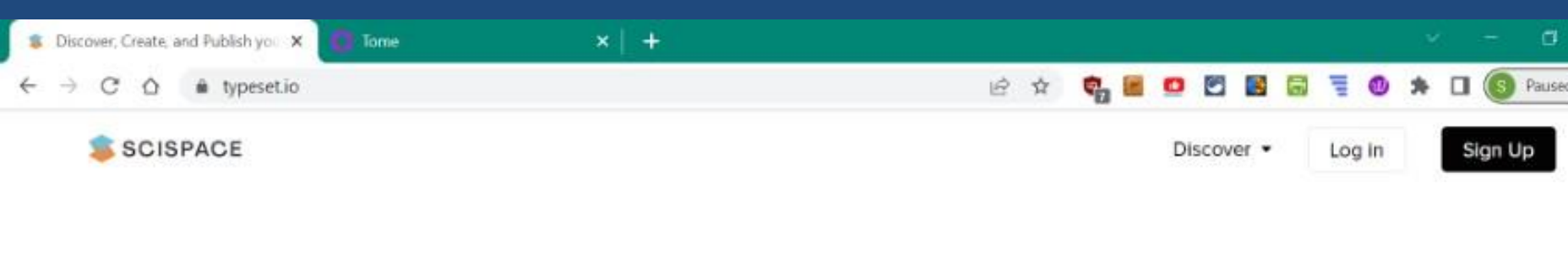
ChatGPT in Distance Learning

ChatGPT can be used in distance learning settings to create an engaging learning environment. By providing students with personalized, interactive learning experiences, ChatGPT can help students understand complex topics and provide them with tailored learning experiences. Additionally, ChatGPT can help teachers manage their classrooms more efficiently, providing them with valuable insights into student progress and engagement.

ChatGPT can also be used to facilitate communication between teachers and students. By providing a platform for students to ask questions and receive answers in real-time, ChatGPT can help build a sense of community and foster collaboration. Furthermore, ChatGPT can help teachers stay organized by automatically creating and managing class schedules, assignments, and other important information.



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Proceedings Article • Full-text Trace

Attention is All you Need

Ashish Vaswani¹, Noam Shazeer¹, Niki Parmar² +5 more • Institutions (2)

11 Jun 2017 • Vol. 30, pp 5998-6008

TL;DR: This paper proposed a simple network architecture based solely on an attention mechanism, dispensing with recurrence and convolutions entirely and achieved state-of-the-art performance on English-to-French translation.

Abstract: The dominant sequence transduction models are based on complex recurrent or convolutional neural networks in an encoder and decoder configuration. The best performing such models also connect th ...read more

Describe the main approaches discussed? What has this paper contributed? What does this paper conclude? What are the key takeaways?

Σ Explain math & table

Suggestions (10 results)

- What are the key takeaways?
- Describe the main approaches discussed?
- What's unique about this paper?
- Explain the abstract in simple terms
- What does this paper conclude?
- What has this paper contributed?
- Explain abstract in one line
- What're the results of this paper?
- What data is used for experiments?
- Describe practical implications of this paper

Brainstorm Questions

Write your question...

Can you provide a summary and conclusions of this study

This study examines the curricular values and methods of K-12 classical schools in the US and compares them to published works on classical education. The study finds that while the schools share some common values, such as a focus on core disciplinary

Ask a question about this document...

What are some weaknesses of this study?

What is K-12 classical education? Classical schools "speak" through curriculum

Abstract

K-12 classical education is an ill-defined phenomenon. To weigh in on the issue, qualitative content analysis was employed to discover the ways in which K-12 classical schools of various types describe their classical curricula. Curriculum theory yielded categories of analysis, including curricular content, access, methods, purpose, and coherence. A mixed deductive-inductive approach to qualitative content analysis was applied to curriculum descriptions from 68 classical schools. Several shared curricular elements across different school types emerged from the data. Results revealed a disconnect between available literature on K-12 classical education and the self-reported practices of K-12 classical schools.

Keywords: classical education, curriculum, curriculum theory, Latin, liberal arts, Paideia Program, trivium, Western tradition

Introduction

There are hundreds of K-12 schools in the U.S. which aim to provide what they call a "classical education." But what is a classical education within a K-12 context? It is not an education in *classical studies*, as at a college or university, nor is it the traditional, European classical education of centuries

ChatGPT is one of a variety of AI-enabled writing tools.

There are a growing number of natural language programs that are similar to ChatGPT and can support the writing process. According to a [recent article](#), these include:

- [Writefull](#) – Writefull's AI helps you write, paraphrase, copy edit and more
- [ecree](#) – A writing tutor
- [TooWrite](#) – A step-by-step guide to writing a paper, with prompts and questions
- [CoAuthor](#) – Human-AI collaborative writing dataset

Other tools that are focused more on corporate copywriting include:

- CoWrite: <https://cowrite.com/en/>
- Copy.ai: <https://www.copy.ai/>
- ParagraphAI: <https://paragraphai.com/>
- Compose AI: <https://www.compose.ai/>

The Washington Post has been using [Heliograf](#) to write stories for its business and sports pages since 2016, and later expanded its use for political and economic stories.

Source:

<https://teachonline.ca/ai-resources/tools-trends/ten-facts-about-chatgpt>



Start Now →

Write Better, Everywhere With AI



ADD JASPER TO CHROME

Add Jasper Chrome Extension

Bring AI in your workflow to improve & create content, wherever you are.

Learn More →

Boss Mode

Write long content like blog posts, reports, emails, and stories.

Jasper Chat

Interact with AI in a natural dialog with an easy-to-use interface to quickly generate content.

Chrome extension

Add the Jasper Chrome extension to bring your AI assistant everywhere you work.

Surfer SEO Integration

Write content 5X faster that's keyword optimized for page 1 rankings on Google.

Business features

Request a demo to see how Jasper helps companies write better content at scale.

Art

Jasper creates amazing art in seconds for ads, thumbnails, illustrations, and more.

29+ Languages

Jasper can read and write content that's intelligent and creative in over 29 languages.



- AIDA Framework
- Content Improver
- Blog Post Outline
- Facebook Ad Primary Text
- Google Ads Headline
- Marketing Angles
- Video Description - YouTube
- Email Subject Lines
- PAS Framework
- Product Description
- Blog Post Topic Ideas
- Blog Post Intro Paragraph
- Blog Post Conclusion Paragraph
- Creative Story
- Explain It To a Child
- Sentence Expander
- Facebook Ad Headline
- Google Ads Description
- Google My Business - What...
- Google My Business - What...

AIDA Framework
Use the oldest marketing framework in the world.
Attention, Interest, Desire, Action.

Company/Product name 56/60

10 Benefits of Matcha: The Healthy Alternative to Coffee

Product description * 428/500

Do you love coffee but hate the acidity and jitters? Matcha may be the perfect alternative for you! Matcha is a type of green tea that is made from ground tea leaves. It has a smooth, mellow flavor and contains more

Tone of voice ⓘ 17/60

Exclusive, Luxury

13d ago

Attention: You've been working out hard all year, but you still haven't seen the results you want.

Interest: It might **that we had here in the starter mode,**
We have a personal training boxing class that will

H1 H2 H3 B 🔍 ☰ ☰ 📧 🚀

Braces versus Invisalign? The Austin Texas Guide for Families

If you're a parent in Austin, TX and your child is starting to show signs of needing braces or Invisalign treatment, it can be hard to decide which one is right for them. In this guide, we'll explore the benefits of Invisalign vs. metal braces so you can make an informed decision about what's best for your family.



SINCODE AI

- My Content >
- My Projects >
- Image Generator >
- All Tools >

ACCOUNT

- Settings >

Dark theme
Marve Chat >

- Website Copy & SEO 4
- Business & Marketing 11
- Social Media & Ads 6
- Code 6
- Education 4
- More Tools 16

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Average student saves 5.4 hours per essay :)

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Study Notes Generator
Provide a topic and get study notes to know what to study on & not.

Essay Outlines
Generate the structure or talking points of your essay before you start writing.



50,000+ 130,000+

FUTUREPEDIA

THE LARGEST AI TOOLS DIRECTORY, UPDATED DAILY

Tools Added Today ¹³

News Added Today ¹

Search 1104 AI tools and 50 categories



Filters



3D

art

audio editing

avatars

code assistant

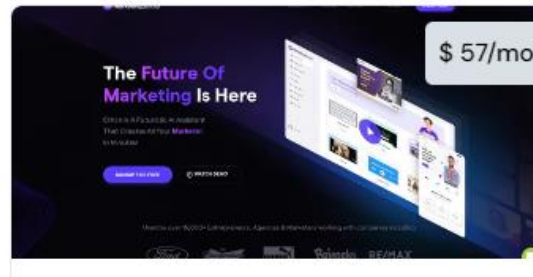
copywriting

customer support



Sort By

Verified



ChatGPT Chrome Extensions

The screenshot shows the Chrome Web Store search results for 'chatgpt'. The browser tabs include 'Chrome Web Store - chatgpt' and 'The HubSpot Marketing Blog'. The address bar shows 'chrome.google.com/webstore/search/chatgpt'. The page header includes the 'chrome web store' logo and a 'Sign in' button. A search bar contains 'chatgpt'. Below the search bar, there are navigation links for 'Home', 'Extensions', and 'Themes', along with a 'Ratings' filter section. The main content area displays two search results:

- ChatGPT for Google**: A green 'ADDED' badge is present. The icon is a colorful globe. The description is 'Display ChatGPT response alongside search engine results'. It has a rating of 5 stars (1,098 reviews) and is categorized as 'Productivity'. The developer is 'chatgpt4google.com'.
- LINER: ChatGPT Google Assistant & Highlighter**: The icon is a blue square with the word 'LINER' in white. The description is 'Direct answers from Google search powered by OpenAI ChatGPT! + Web & YouTube highligh'. It has a rating of 5 stars (5,658 reviews) and is categorized as 'Search Tools'. The developer is 'getliner.com' and it is marked as 'Featured'.

At the bottom of the page, there are links for 'Privacy Policy', 'Terms of Service' (with an 'Updated' badge), and 'About Chrome Web Store'.





social influence theory



Sign in

All

Images

Books

News

Videos

More

Tools

About 704,000,000 results (0.40 seconds)

Social influence theory is **the idea that people are heavily influenced by the thoughts and actions of others**. This theory is usually applied in realms of persuasion, influencing large groups or influencing behavior over time. Jan 1, 2022



Study.com

<https://study.com/learn/social-influence-theory-exam...>

Social Influence Theory & Examples - Video & Lesson Transcript

About featured snippets · Feedback

People also ask :

What are the types of social influence theory?



What are the 3 elements of social influence?



What are examples of social influences?



ChatGPT



Stop Responding

Social influence theory refers to the study of how individuals' thoughts, feelings, and behaviors are influenced by the presence or actions of others. This theory considers how people respond to social pressures and conform to group norms and expectations.

There are three main types of social influence:

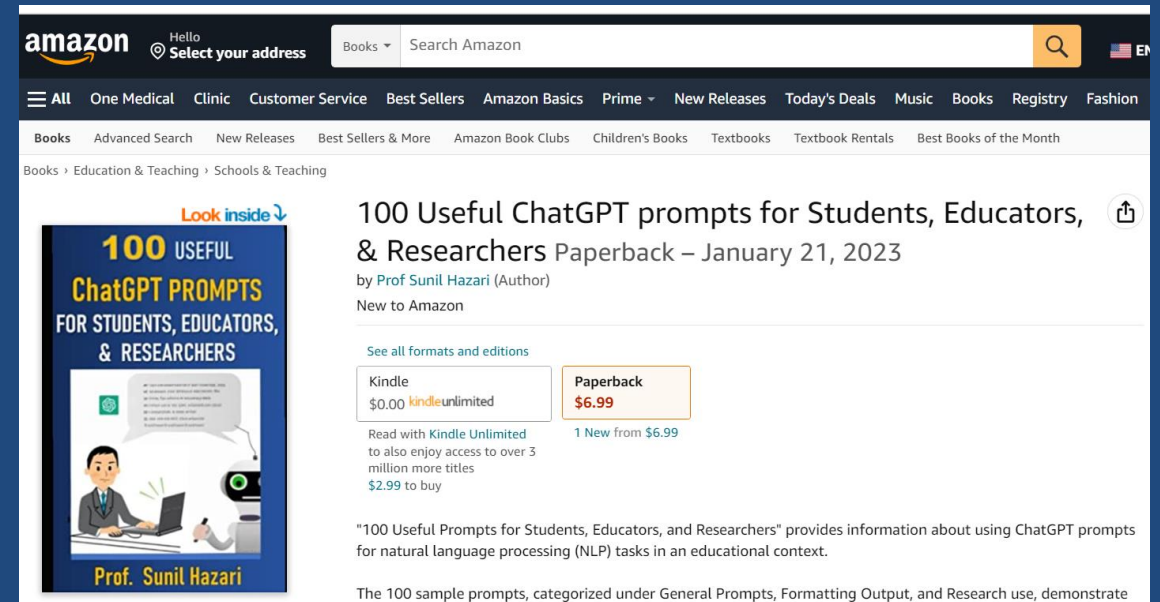
- Compliance: This refers to changing one's behavior to match that of others in response to direct requests or instructions.
- Identification: This refers to changing one's behavior to match that of others in order to be accepted or liked by a particular

Casper AI

The screenshot shows a web browser window with two tabs: 'Casper AI - Chrome Web Store' and 'The HubSpot Marketing Blog'. The address bar shows 'blog.hubspot.com/marketing'. The page content includes the HubSpot logo, navigation links for 'Blogs', 'Newsletters', 'Videos', 'Podcasts', and 'Resources', and a main heading 'Marketing Insights, ideas, and inspiration for modern mar'. Below this is a subscription form with the text 'Subscribe and stay up to date with the latest marketing tips and news.' and a 'Your email address' input field. A 'Featured Articles' section is partially visible on the right. The Casper AI extension is active in the top right corner, displaying a purple icon with the text 'CASPER AI BETA'. A red arrow points from the 'Podcasts' link to the extension icon. The extension interface includes a text input area with a 'Submit' button and a dropdown menu with options: 'Explain like I'm 5', 'Help me brainstorm', 'Elaborate', and 'Suggest actions'. The background text of the article is partially obscured by the extension's text boxes.

Hands-on: ChatGPT Prompts

- State the purpose and focus
(*“I want you to act as a Marketing Manager”*)
- Be specific
(*“Give me 5 ideas for monetizing a GRE preparation mobile app”*)
- Review, Revise, “Regenerate”
(*“Expand on #2”*)



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**

(such as an article found in a top journal....)

Basic Prompts

- 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>

DR

Write a 2 paragraph letter to a student who has plagiarized an assignment in a college course. Mention student code of conduct.



Dear [Student Name],



I am writing to you regarding the recent discovery of plagiarism in your assignment for [course name]. As per the [university/college name] student code of conduct, plagiarism is strictly prohibited and is considered a serious academic offense. It undermines the very essence of education and learning by disregarding the principles of honesty and integrity. As a member of the academic community, it is your responsibility to uphold these values and maintain academic standards.

Plagiarism not only affects your own academic performance but also has a negative impact on the credibility and reputation of the institution. I would like to remind you that any violation of the student code of conduct can result in severe consequences such as failing the assignment, failing the course, or even suspension from the institution. Therefore, I strongly advise you to take responsibility for your actions and refrain from engaging in any form of academic dishonesty in the future. I am always available to discuss any questions or concerns you may have regarding the assignment or any academic matter.

Sincerely,

[Your Name]

Sample Prompts 1 (Beginner)

- Give me some authentic learning techniques I can use in my **<Marketing Research>** course
- Brainstorm 10 ideas for fun classroom activities on the topic of **<Digital Marketing>**
- Provide 5 points **<for/against>** use of **<AI In education as it relates to copyright law>**
- Give me opposing view to the idea that **<using AI text is plagiarism>**

Sample Prompt

- I want you to act as a writing editor. I will provide you a paragraph. I want you to rewrite it several times with different styles of writing in a table format.
- <Insert any paragraph> Example:

Social media is a big part of social and creative life for pre-teens and teenagers. Pre-teens and teenagers use social media to have fun, make and maintain friendships, share and learn interests, explore identities and develop relationships with family. It's an extension of their offline and face-to-face interactions.

Sample Prompts 2 (Intermediate)

* Create a quiz with 3 questions using the following structure:

Prompt/Question: Create a question

Correct Answer: Only one correct answer

Incorrect Answers: 3 or more

Audience: College students

Topic: <English language>

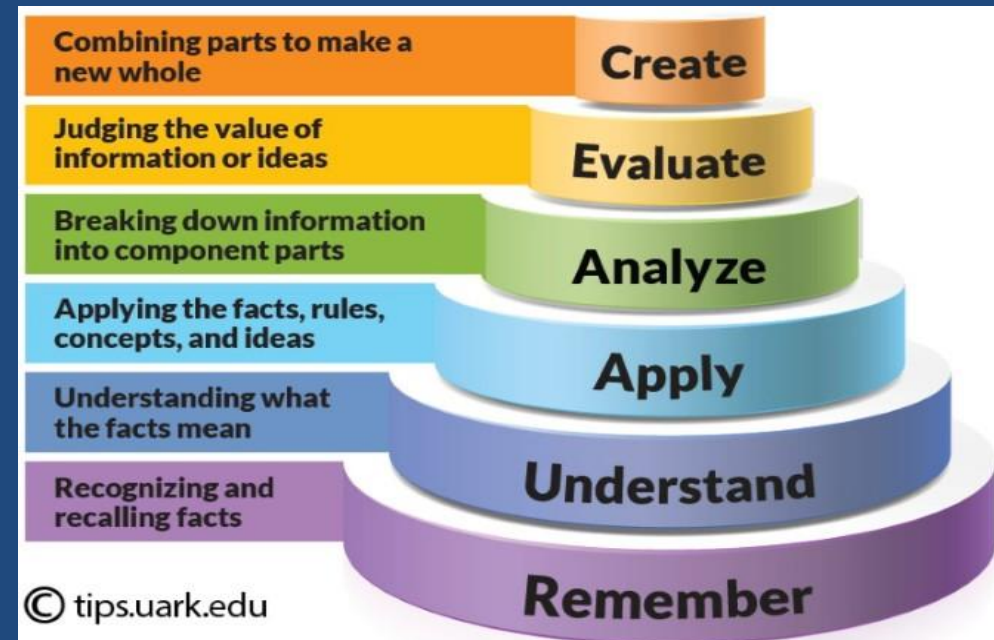
- Format the above information as a Multiple-Choice Quiz
- Add Additional complexity and jargon

Sample 'Case Study' Prompt

1. Generate a scenario of a problem featuring <a social media influencer and an ecommerce company>
2. Expand
3. List 3 case study questions for discussion based on above information

Traditional Writing Assignments

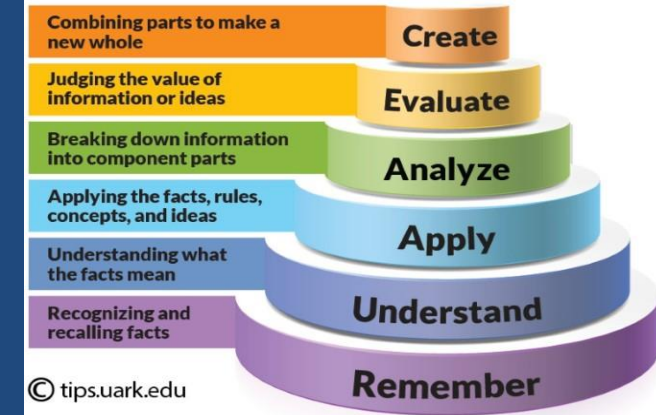
- Essays
- Creative Writing
- Term Papers
- Cover Letters
- Resumes
- One Minute Paper
- Journaling
- Case Studies
- Critiques
- Critiques
- Portfolios
- Lab Reports
- Reflective Journal
- Article Review
- Project Report
- Reading Logs
- Annotated Bibliography
- Literature Review
- Thesis
- Dissertations



Sample 1 (MKTG3808: Current Case Study)

- **Course Topics:** Problem Formulation, Data Types & Collection, Data Analysis, Statistics, Managerial Recommendations
- Traditional jewelry store
- Needs social media presence
- Feasibility study for messaging, channels, & campaign
- Develop a Marketing Proposal PLAN

Sample 1 (MKTG3808: ChatGPT)



- Use questions that require critical thinking and analysis
 - ✓ Jewelry store in Carrollton
 - ✓ Do a competitor analysis to identify top 2 competitors
 - ✓ Evaluate social media sites of these competitors
 - ✓ Develop a Marketing Proposal Plan with specific identification and analysis in relation to what the competitors provide and expected outcomes
 - ✓ Include data analysis recommendations based on textbook page numbers

- **Introduce unique elements**
- **Set specific questions**
- **Require original analysis**
- **Anchor previous experience**

Sample 2 (MKTG4818: Monetization of Websites)

Week 15 Discussion:

- How would you monetize a blog?
- Give specifics of types of monetization
- Cite references

Sample 2 (ChatGPT: Monetization of Websites)

Week 15 Discussion:

- Select a project that you completed in this course
- Your goal is to monetize your website
- Cite research that supports monetization in that domain
- Give one example of comparable website and list metrics of that website that demonstrates SEO efficacy

- **Introduce unique elements**
- **Set specific questions**
- **Require original analysis**
- **Anchor to personal/previous experience**

Strategies to integrate AI

- **Require Context:** Tie in with lecture/course material/textbook/additional material (Galileo)
- **Include Metacognitive Reflection:** Life experiences, background for selection of topic, process for idea development
- **Technology integration:** Document progress (scaffolding w/Google Docs), drafts, video articulation.
- **Multimedia assignments:** Summary of video
- **Prompt documentation:** Students will include list of prompts used

AI Ethics & Policies

- Transparency
- Privacy
- Security
- Regulation



Source: Forbes.com

We found evidence of bias in our models via running the SEAT ([May et al, 2019](#)) and the Winogender ([Rudinger et al, 2018](#)) benchmarks. Together, these benchmarks consist of 7 tests that measure whether models contain implicit biases when applied to gendered names, regional names, and some stereotypes.

For example, we found that our models more strongly associate (a) European American names with positive sentiment, when compared to African American names, and (b) negative stereotypes with black women.

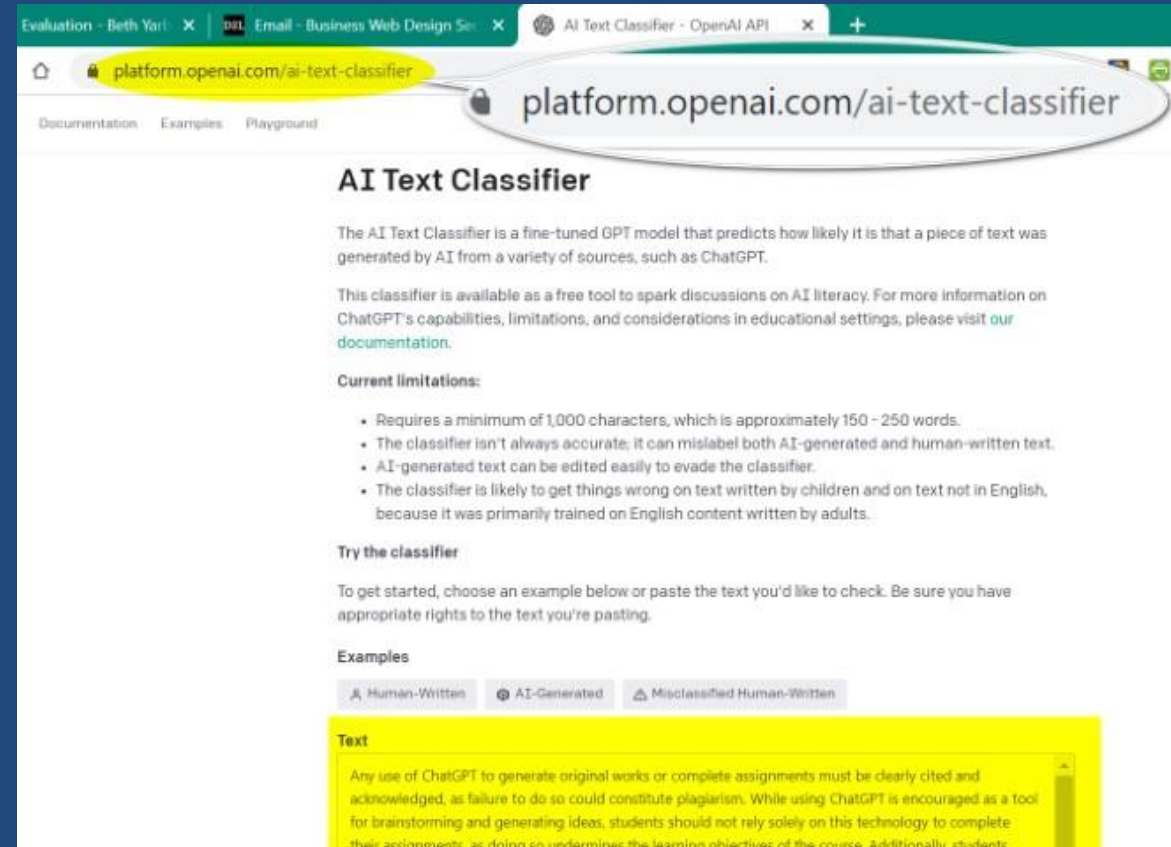
Source: <https://platform.openai.com/docs/guides/embeddings/limitations-risks>

AI Plagiarism Detectors

➤ GPTZero

➤ Originality.AI (\$)

➤ AI Text Classifier
(Open AI)




The classifier considers the text to be **likely** AI-generated.

▶ Red Flags ▶

- Sentences with broad context
- Bullet point list
- Broad summary that mirrors the first sentence

DR what are the effects of global warming

 Global warming, also known as climate change, is causing a variety of impacts on our planet. Here are some of the major effects:

1. Rising temperatures: The Earth's average temperature is increasing due to the buildup of greenhouse gases in the atmosphere. This leads to more frequent and intense heatwaves and droughts.
2. Melting ice: As temperatures rise, ice sheets and glaciers are melting at an alarming rate, leading to rising sea levels. This poses a threat to coastal cities and communities around the world.
3. Extreme weather: Global warming is causing more frequent and severe weather events such as hurricanes, cyclones, and flooding.
4. Ocean acidification: The oceans are becoming more acidic as they absorb more carbon dioxide from the atmosphere, threatening marine life and ecosystems.
5. Biodiversity loss: Climate change is causing disruptions to ecosystems, leading to the extinction of many species of plants and animals.
6. Economic impacts: Global warming is also causing significant economic impacts, including damage to infrastructure, loss of crops, and increased healthcare costs due to heat-related illnesses.

These are just a few of the many effects of global warming. It is crucial that we take action to mitigate these impacts by reducing greenhouse gas emissions and transitioning to a more sustainable, low-carbon economy.

Ways to avoid detection

- Ask ChatGPT.....“Is this plagiarism free?”
- “I want you to act as a plagiarism checker. For the text I will give you, reply in similar language that will not be detected by plagiarism check: <insert text here>”
- Paraphrasing tools
- Translate to other language(s) and re-translate to original

ChatGPT -> Quillbot -> Grammarly -> Turnitin = Perfect Score

ChatGPT policy in Syllabus

“The use of AI language models such as ChatGPT is permitted in this course, but with certain guidelines in place to ensure academic integrity and ethical conduct.

Any use of ChatGPT to generate original works or complete assignments must be clearly cited and acknowledged, as failure to do so could constitute plagiarism. While using ChatGPT is encouraged as a tool for brainstorming and generating ideas, students should not rely solely on this technology to complete their assignments, as doing so undermines the learning objectives of the course. Additionally, students must uphold ethical standards by refraining from using ChatGPT to engage in academic dishonesty or other forms of unethical behavior.

Any violations of these guidelines will be subject to the academic and disciplinary policies listed in the UWG Honor Code”

Discussion



Prof. Sunil Hazari
shazari@westga.edu

Slides available from

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

