

MAKING AI GENERATIVE FOR HIGHER EDUCATION

- Jan Lewis
- Wendy Creasy
- John Southworth
- Ken Luterbach





RECOGNIZING OPPORTUNITIES IN A PROBLEM

The commercial release of ChatGPT, DALL-E, and other generative AI tools created a firestorm this spring. How might we in higher education move from befuddlement and alarm to clarity and serenity?

Addressing the Problem

- Steps already taken at ECU
 - Acknowledge the issue, hold information sessions, discuss options, take small risks, share what has been learned, establish best practices
 - Study the problem
 - Formed collaboration with ITHAKA S+R to participate in the Making Artificial Intelligence Generative for Higher Education research project

Making AI Generative for Higher Ed Project

- 19 HEIs in North America are participating, including Carnegie-Mellon, Duke, Princeton, Temple, University of Arizona, University of Chicago, and Yale
- Ithaka S+R, a not-for-profit organization that helps academic communities serve the public good and navigate economic, technological, and demographic change, is managing the project

Goals of the Collaboration

- Assess current and emerging AI applications likely to impact teaching, learning, and research
- Explore needs of instructors, scholars, and IHEs as we navigate this environment
- Engage in a two-year project (study) at ECU to gather information and seek to establish best teaching and research practices with AI tools and methods
- Share what we discover (e.g., beneficial AI applications and implementation methods, AI policies)

Study Methods and Phases

- Goal: Determine how ECU faculty not only cope with but benefit from AI tools in teaching and research.
- Phase 1: Fall 2023
 - Plan and conduct assessment exercise
 - Gather information in two or three diverse academic units (e.g., humanities, social science, natural science, applied science)
- Phase 2: Spring 2024
 - Analyze information obtained in Fall 2023 and continue probing
 - Conduct interviews with faculty across campus
- Phase 3: Fall 2024 and Spring 2025
 - Intervention Phase

Phase 1: Assessment Exercise

- Due to resource limitations, sampling is essential
- Identify specific academic units to participate
- Finalize questions for faculty in the academic units
- Meet with focus groups to collect information about challenges, successes, and concerns pertaining to AI applications and methods in teaching and research

Phase 2: In-Depth Investigation


- Analyze data obtained in Phase 1
- Prepare questions for 1:1 interviews with faculty across campus
- Conduct interviews
- Analyze data to determine needs
- Prepare possible interventions to address needs

Phase 3: Intervention

- Ithaka S+R will preview findings from all project interviews and then publish a research report
- Ithaka S+R will conduct design workshops
- We will use this work to identify and implement an intervention to advance AI adoption at ECU

Sharing Results: ai-research.ecu.edu

- See our [website](#) throughout this project for the following:
 - List of AI Applications used in IHEs
 - List of AI Policies implemented in IHEs
 - Reports from Ithaka-S+R
 - ECU-specific updates
- Contact us
 - Wendy Creasey: creasey@ecu.edu
 - Jan Lewis: lewisja@ecu.edu
 - Ken Luterbach: luterbachk@ecu.edu
 - John Southworth: southworthj@ecu.edu



Comments, Questions, and Recommendations