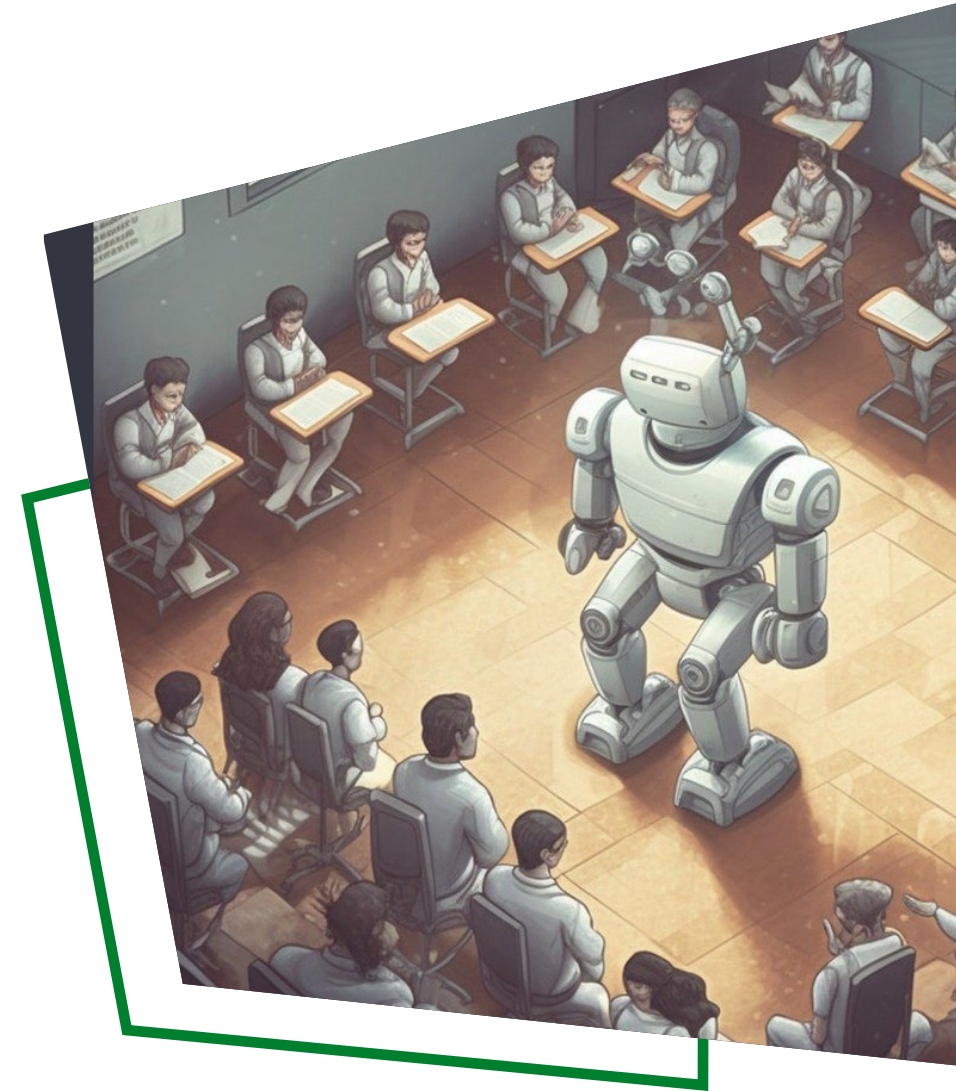University of St.Gallen

Institute of Information Management

ChatGPT as a Teammate – Lessons Learned

St.Gallen, 23. Mai 2023
Prof. Dr. Philipp Ebel
Dr. des. Edona Elshan

From insight to impact.

Why Should We Care

Rapid Development of Generative AI

10%
By 2025, **generative AI** is expected to account for **10% of all data produced** (up from less than 1% in 2021).
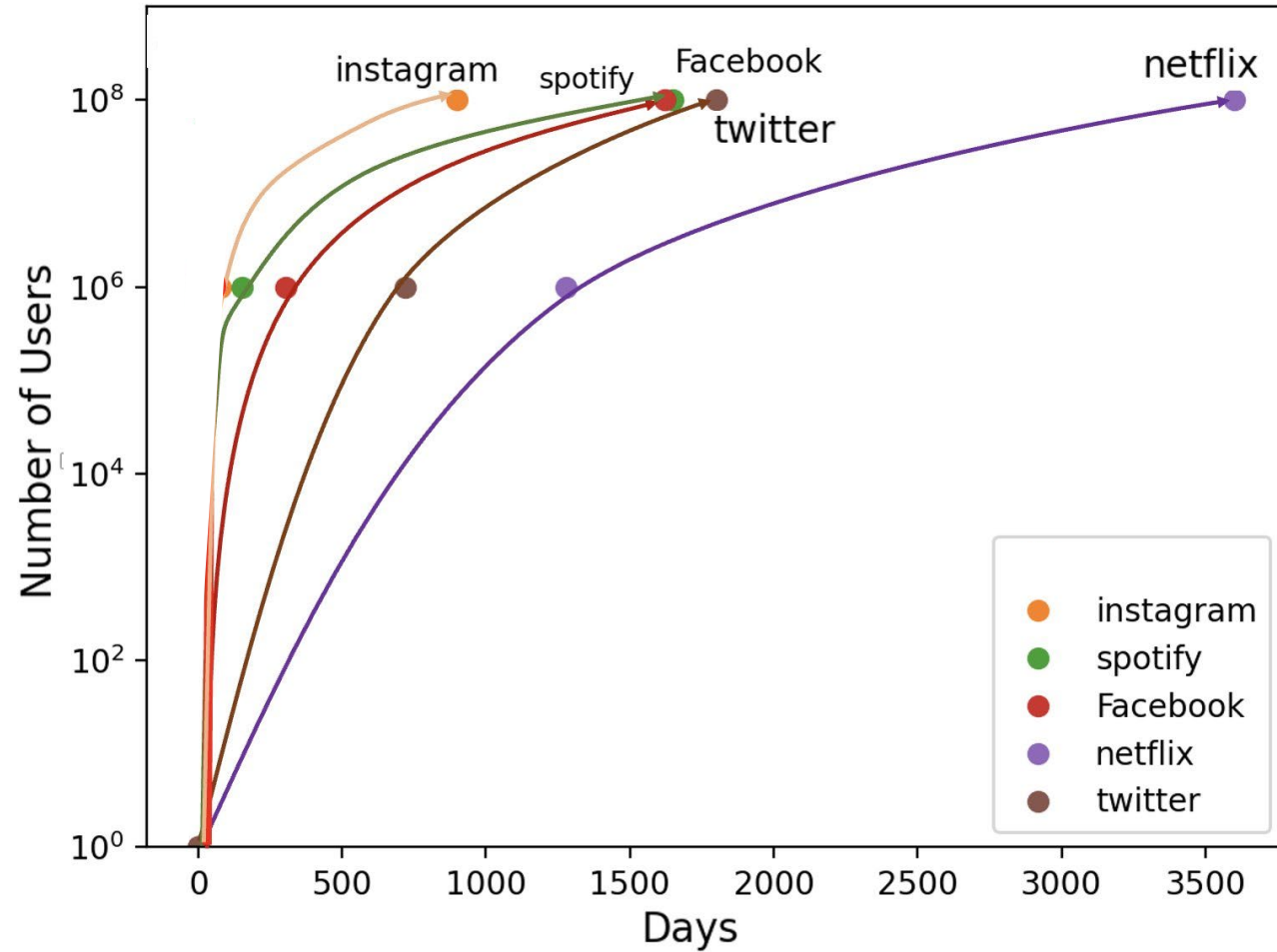
30%
By 2025, **30% of outbound marketing messages** from large organizations will be **synthetically generated** (up from less than 2% in 2022).
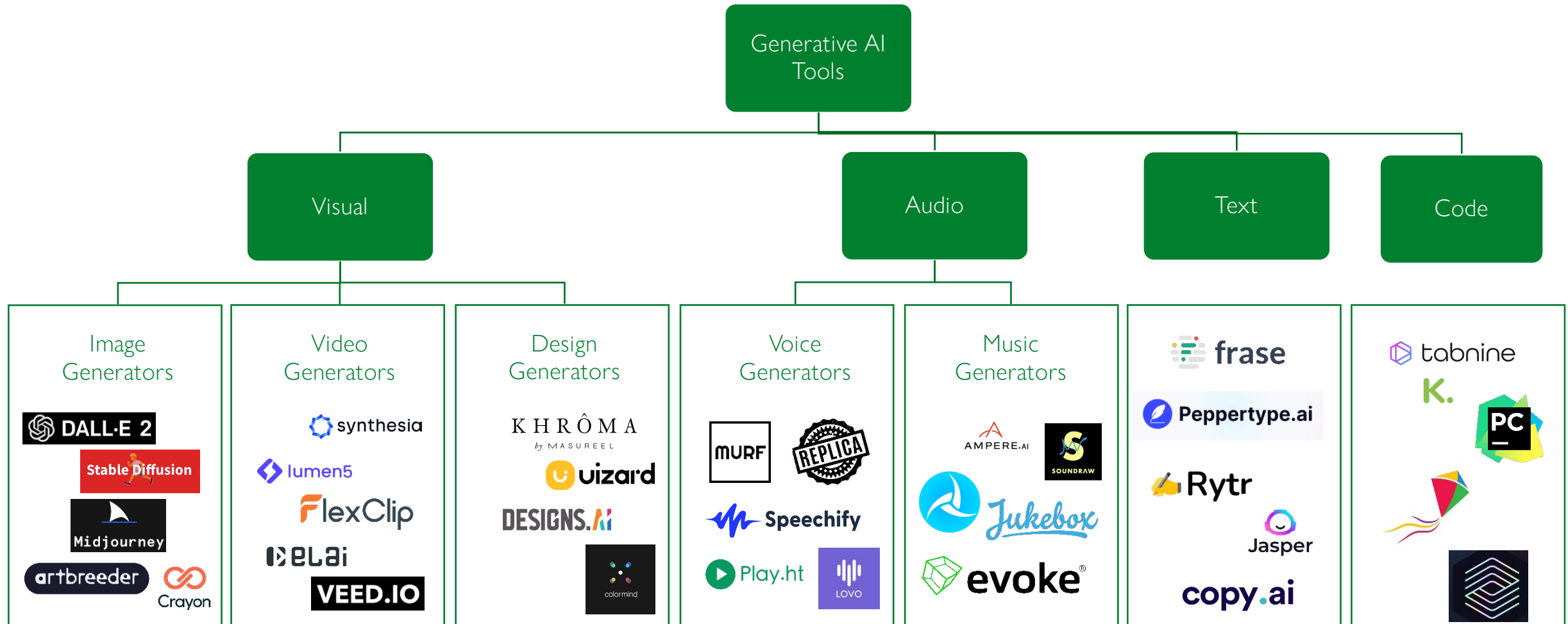
90%
By 2030, a **major blockbuster film** will be released with **90% of the film generated by AI** (from 0% of such in 2022).

Sources: Garter (2021) and Gartner (2023)

Adoption Rate: Bandwagon Effect at Work

Source: https://twitter.com/kylelf_ (Feb 16, 2023)

Types of Generative AI and Use-Cases

Source: Dilmegani (2022)

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LinkedIn

🔍 Suche

🏠 Start
👥 Ihr Netzwerk
💼 Jobs
💬 Nachrichten
🔔 Mitteilungen

Mehr ▼   Anzeige po

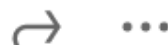## Artificial Intelligence (AI) Prompter m/w/d

Palmer Hargreaves DE · Köln, Nordrhein-Westfalen, Deutschland (Hybrid)

💼 Vollzeit · Berufserfahren

🏢 201–500 Beschäftigte · Werbedienstleistungen

💡 Vergleichen Sie sich mit 42 anderen Bewerber:innen Premium gratis testen

🚫 Es werden keine Bewerbungen mehr angenommen.

Sie stellen ein?

Anzeige aufgeben

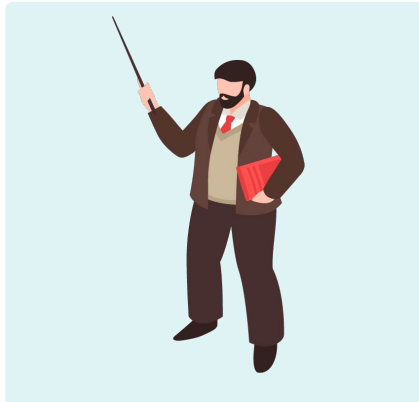## Details zum Jobangebot

Über uns

Palmer Hargreaves ist eine expandierende, inhabergeführte Kommunikationsagentur mit mehr als 200 Mitarbeitenden und Standorten in Deutschland, England und China. Wir bieten Leistungen aus den Bereichen Strategy, Content, Creative und Digital für Marken wie Audi, Bayer, Deutsche Telekom, EnBW, Ford, Henkel, PwC und SAP. Gemäß unserem Kundenversprechen „Komplexes können wir einfach" lieben wir erklärungsbedürftige Produkte und komplexe Themen, sind aber selbst leicht zu verstehen und im täglichen Umgang unkompliziert.

Impact on teaching
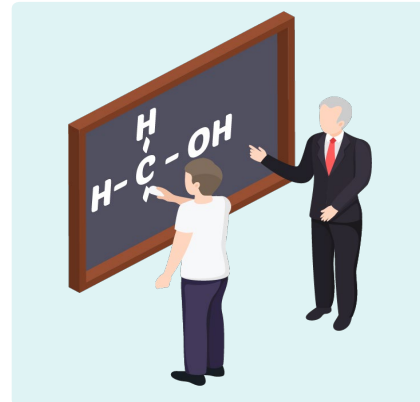
Student needs require us to adapt constantly

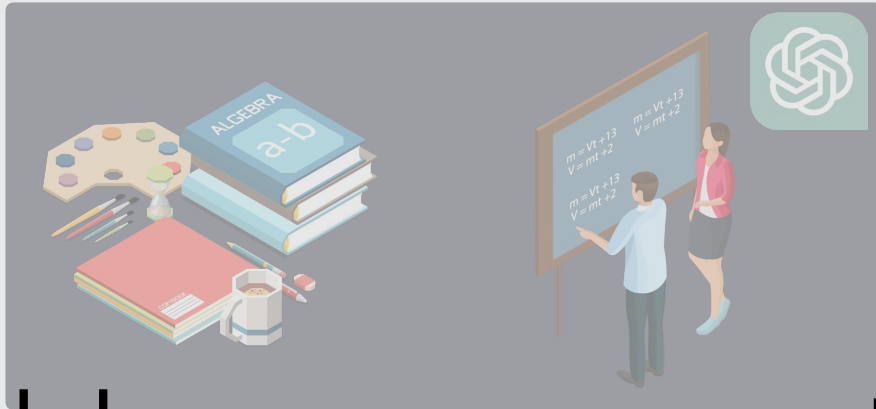| Imparting Expertise and Methods	Positive influence on learning outcomes	Promotion of autonomous learning methods	Development of digital competencies
• Experts in teaching and learning processes [1] • Adaptation of teaching methods to changes in the environment [2]	• Fostering positive relationships with students [1] is critical to academic well-being and learning outcomes • Constructive feedback needed for students [3]	• Promoting autonomous learning by creating supportive learning environments [5] • Flexibility in teaching methods to meet different needs	• Responsibility to support students in the acquisition of digital competencies • Use of digital and pedagogical skills [6]
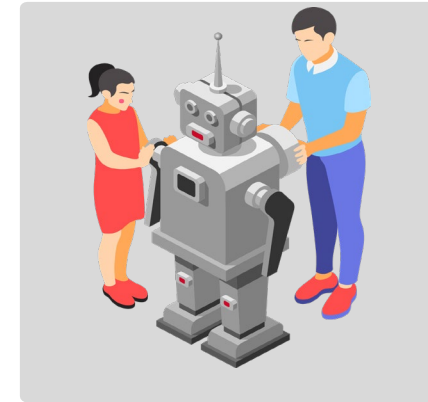
➤ **ChatGPT has to be part of the learning journey**

Overlaps of ChatGPT with „Traditional" Style of Teaching

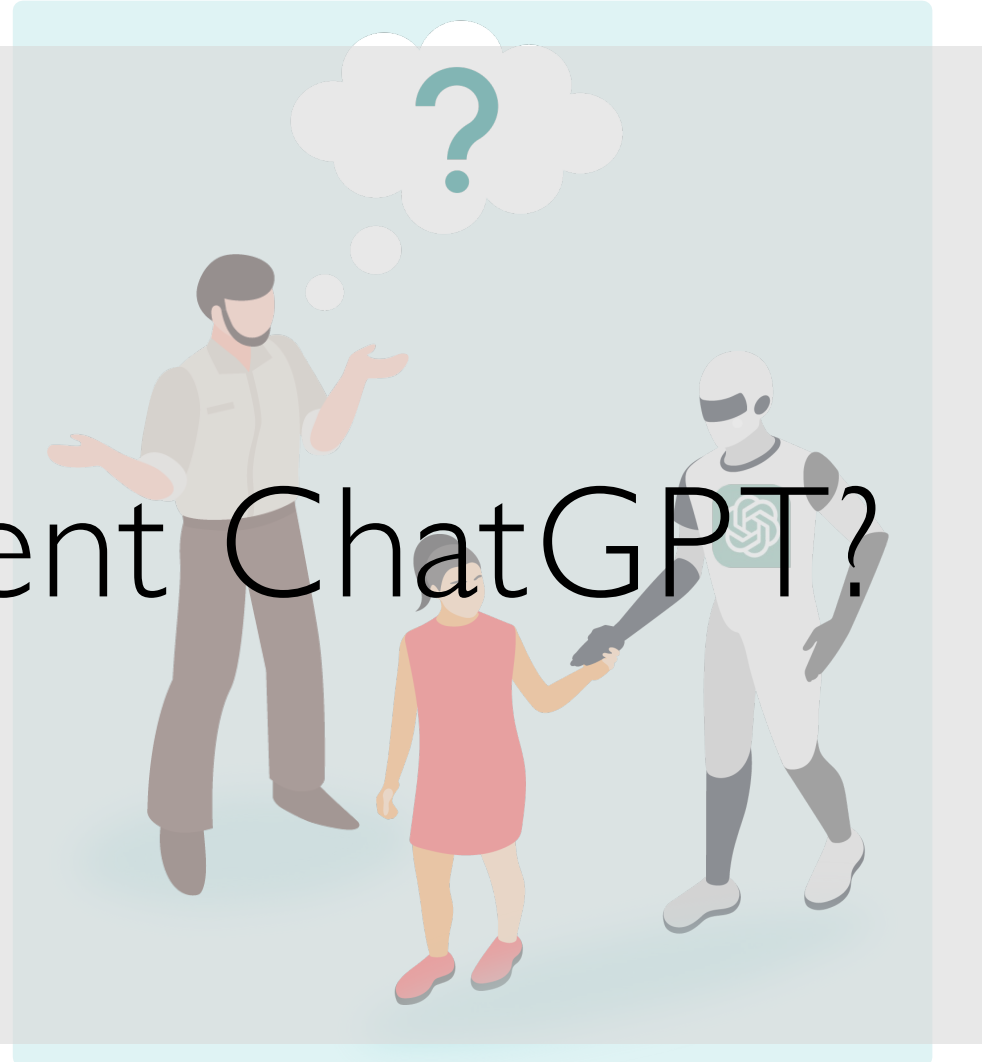| Preparation and Execution of Lessons		Evaluation	
Create Content	**Teach**	**Evaluation**	
• Creation of educational content such as quizzes & tests [1] • Preparation of slides or other informative content [1]	• Explaining complex subjects • Planning how to deal with different types of students[2]	• Correcting tests • Homework feedback [2]	

How can we implement ChatGPT?

What We Did &
What We Learned

The Original Learning Journey within our Research-Practice-Venture

STEP 1

UNDERSTAND & RESEARCH

Understanding of stakeholder needs, and detailed research on relevant nudging theory.

STEP 2

INFORMATION ARCHITECTURE

Mapping the BPMN and gaining initial insights from it.

STEP 3

WIREFRAMING

Create wireframes based on the researched nudging theories and evaluated needs.

STEP 4

UX TESTING

Creating the prototype with different versions of functions. Subsequent testing and customization in several iterations.

STEP 5

USER INTERFACE DESIGN

Final prototype in which all customizations are implemented.

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The Original Learning Journey within our Research-Practice-Venture

Where did we implent ChatGPT?

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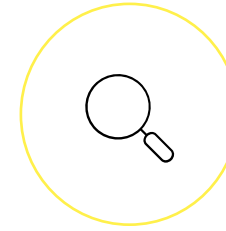**STEP 2**

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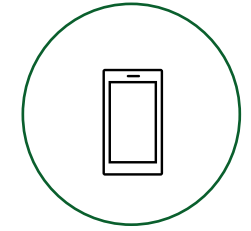
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Using ChatGPT - Areas of Application in Our Design Approach

- **Ideation:** Course includes strategies for generating design ideas.

  ➔ Use to generate design ideas based on user input, industry trends, or other factors.

- **Rapid Prototyping:** Course includes various strategies and tools for creating prototypes.

  ➔ Tool for creating text or dialogs that could be integrated into a prototype.

- **Evaluation:** Course addresses evaluation strategies for checking the quality of a design

  ➔ Use to analyze user feedback or other data collected during the evaluation process.

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Lesson 1 – Performance of Teams Increases

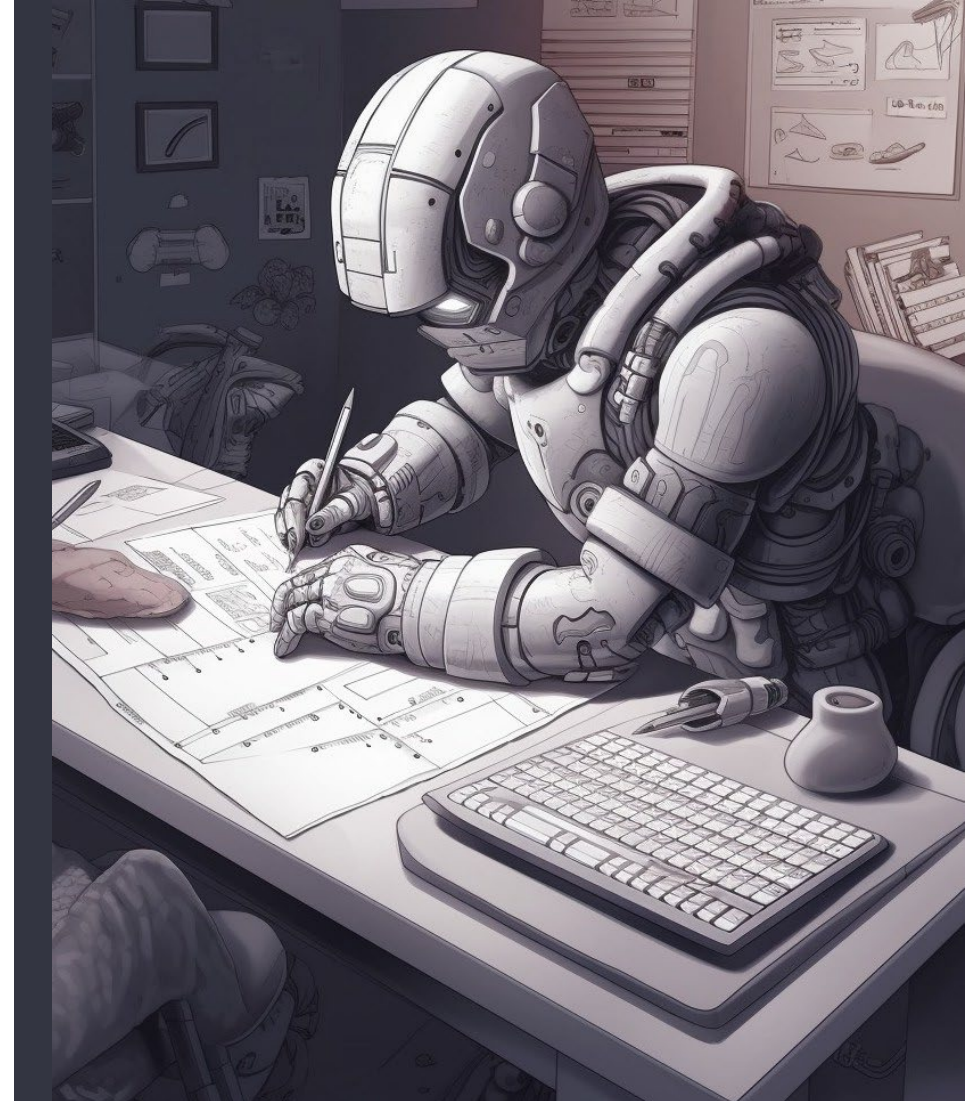Haben wir dafür evidence?

...ases:
...g can
...nses.

Handling Sensitive Topics: Certain topics are off-limits for safety reasons.

Bias in Responses: Potential for unintended bias due to diverse training data.

Continual Improvement: OpenAI actively works to improve these limitations. User feedback is crucial.
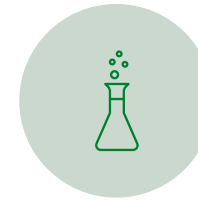
Lesson 2 – Students Learn to Communicate Effectively with ChatGPT

Be Explicit: Provide clear, context-rich prompts.

Detailed Instructions: Specify the desired format/style of response.

Experiment with Prompts: Don't hesitate to rephrase for better responses.

Temperature Parameter: Use to adjust randomness of responses (higher = more random).

Max Tokens: Use to control response length.

Lesson 3 – Students Become Aware of the Limitations of ChatGPT

Lack of Long-Term Memory: Responds only to immediate input, doesn't remember past interactions.

Inaccurate or Misleading Information: Always cross-verify important details.

Overuse of Certain Phrases: Patience and rephrasing can yield more varied responses.
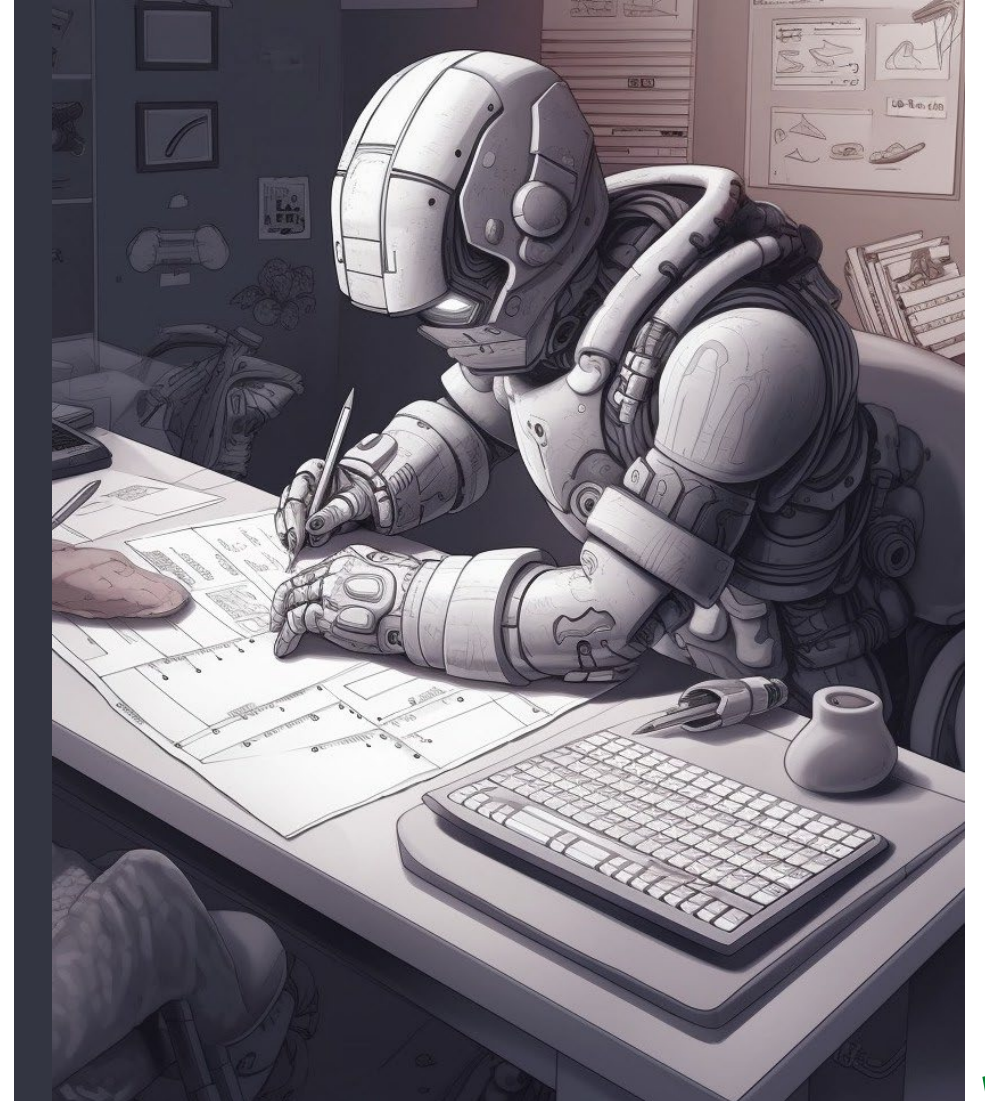
Handling Sensitive Topics: Certain topics are off-limits for safety reasons.

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Continual Improvement: OpenAI actively works to improve these limitations. User feedback is crucial.

Let's get to work!

Introduction to Hands-On Brainstorming Session

Objective of the Session: Brainstorm ways to generate the highest value for a local zoo.

Use of ChatGPT : Will serve as a brainstorming partner to generate creative and innovative ideas.

Keep in Mind: Collaborative thinking and the potential impact of the ideas generated is important.

Challenges a Local Zoo Might Face

Visitor Engagement: How can the zoo enhance visitor experiences, increase attendance, and create meaningful interactions between visitors and animals?

Conservation Education: How can the zoo educate visitors about wildlife conservation, promote awareness of endangered species, and inspire action for environmental sustainability?

Funding: What innovative strategies can the zoo implement to secure additional funding sources, attract sponsors, and engage in fundraising activities to support its operations and initiatives?

Animal Welfare: How can the zoo prioritize the health, well-being, and ethical treatment of animals under its care, ensuring they have suitable habitats and enriching environments?
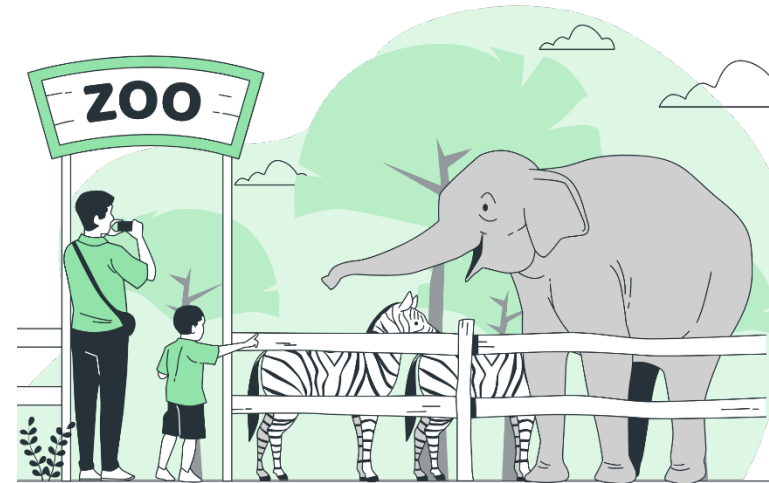
Discussion of Your Experience and Ideas

Time for Your Questions!

Thank you for your active participation!

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Assistant Professor

Dr. des. Edona Elshan
edona.elshan@unisg.ch

Postdoctoral Researcher

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