Media Literacy Education for Adult Audiences:
Exploring ChatGPT and Conversational AI

Michael A. Spikes, PhD, Director of the Teach for Chicago Journalism project and lecturer, Northwestern University Medill School of Journalism
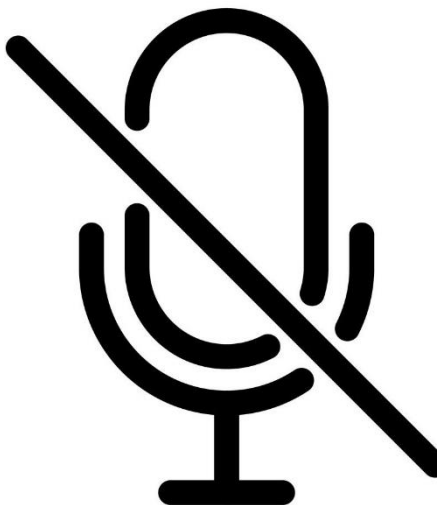
Kristen Calvert, Central Library & Events Administrator, Dallas Public Library

Announcements

- Today's webinar is a presentation of ALA's Public Programs Office and is the last session in our *Media Literacy Education for Adult Audiences: Architecture of the Internet* webinar series.

- This project was made possible by the Institute of Museum and Library Services grant number LG-13-19-0089-19.

- Please visit ProgrammingLibrarian.org for program ideas and more free webinars.

Only the presenter has **microphone** access. Enable captions by clicking on "Show captions".

Use the **Q&A** to ask questions of the presenter or ALA staff. (This includes technical questions.)

Use the **CHAT** to talk with your peers.

One-on-one virtual conversations

- Please complete this Google form if you are interested in participating!

bit.ly/med-lit-convo

Today's Presenters:

Michael A. Spikes, Ph.D.
Northwestern University, Medill School of Journalism

Kristen Calvert
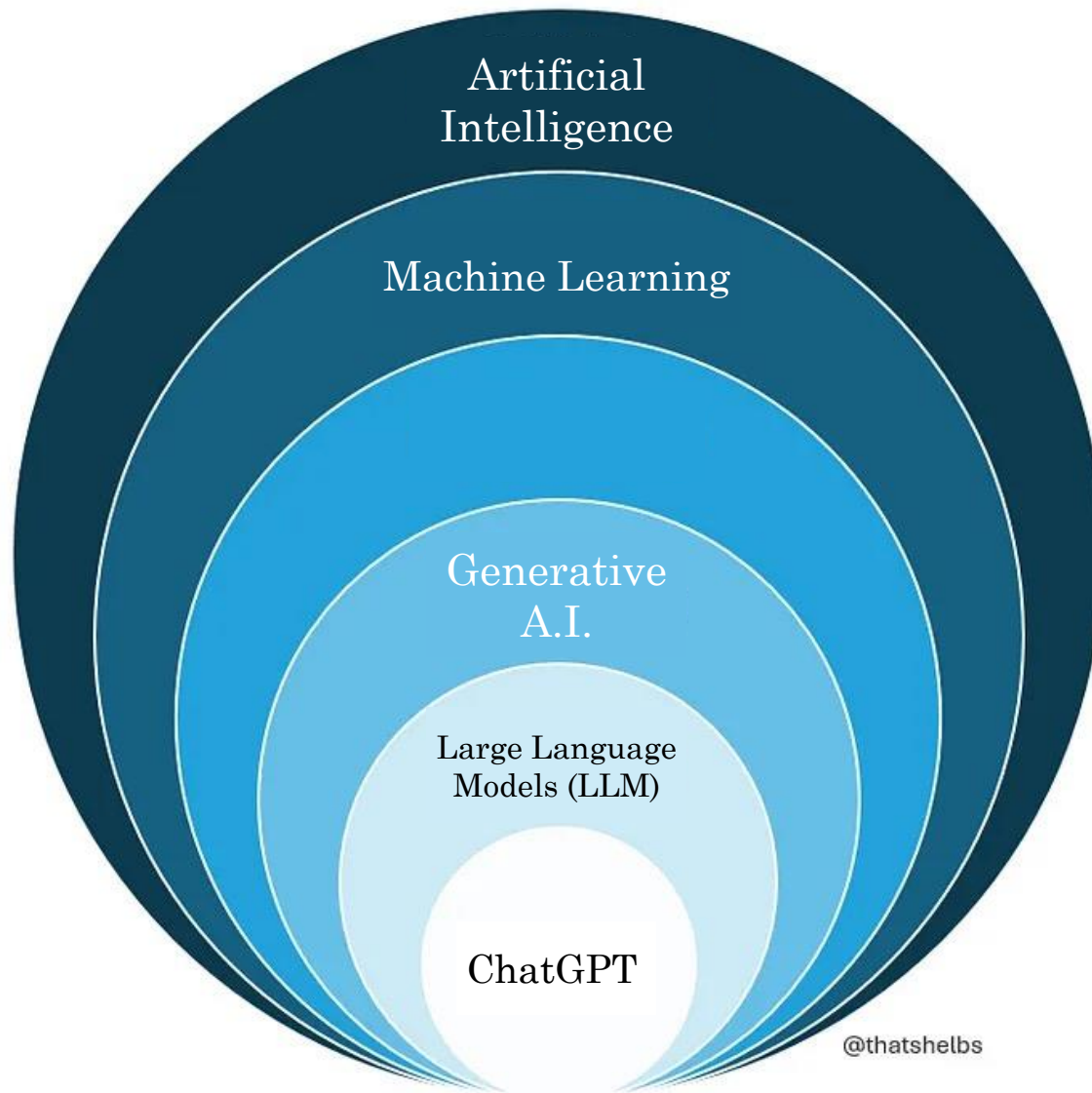Dallas Public Library

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Agenda

- Understanding conversational AI
- Stigma around AI
- GenAI as a tool
- Educating patrons on AI
  - Program ideas
- How to use AI as a tool for libraries

Artificial Intelligence

Machine Learning

Generative A.I.

Large Language Models (LLM)

ChatGPT

@thatshelbs

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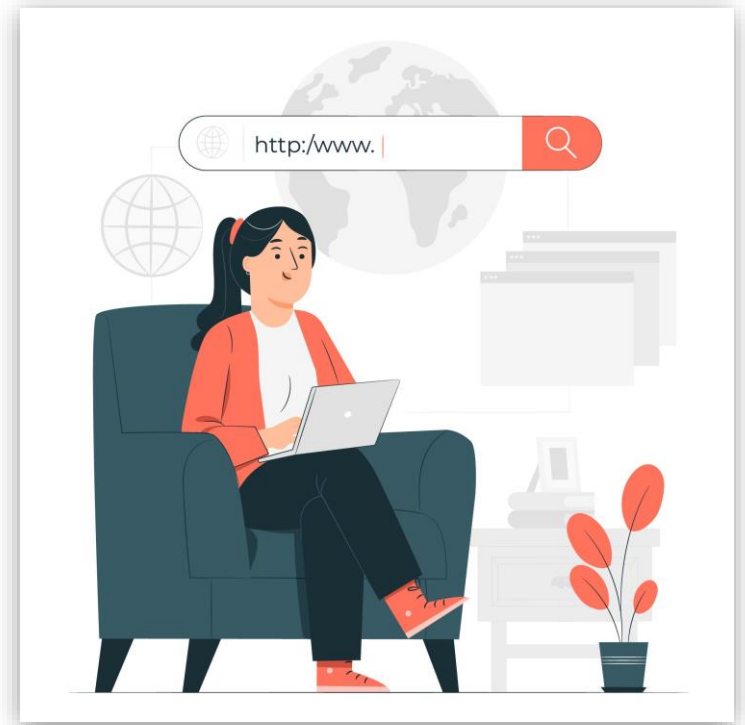
Understanding Conversational AI

- **Artificial Intelligence (A.I.)** references a collection of technologies that process data and produce outcomes that mimic human intelligence.
  - Makes Discoveries
  - Draws Inferences
  - Reasons …based on incoming data.

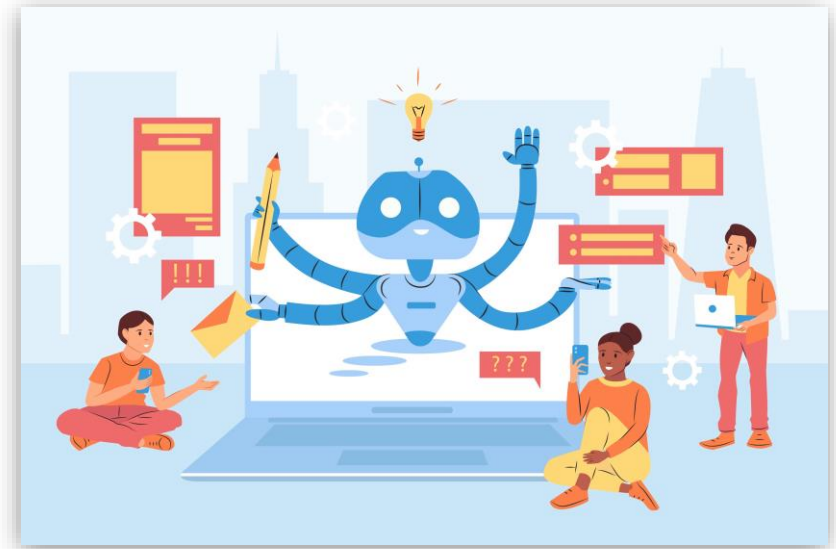- A.I. tools are programmed with instructions (algorithms) to do tasks.

Understanding Conversational AI

- **Machine Learning** – A type of AI that uses statistical algorithms to teach machines to learn from data and perform tasks without explicit directions.

  - Examples: Personalized search & recommendation engines

Understanding Conversational AI

- **Generative AI** - A type of AI that uses complex machine learning to generate new outputs, based on training data.

- **Training Data** consists of images text or video;
- Patterns are identified in the training data and used to build a **model** which is used to process prompts and generate output.

Freepik.com
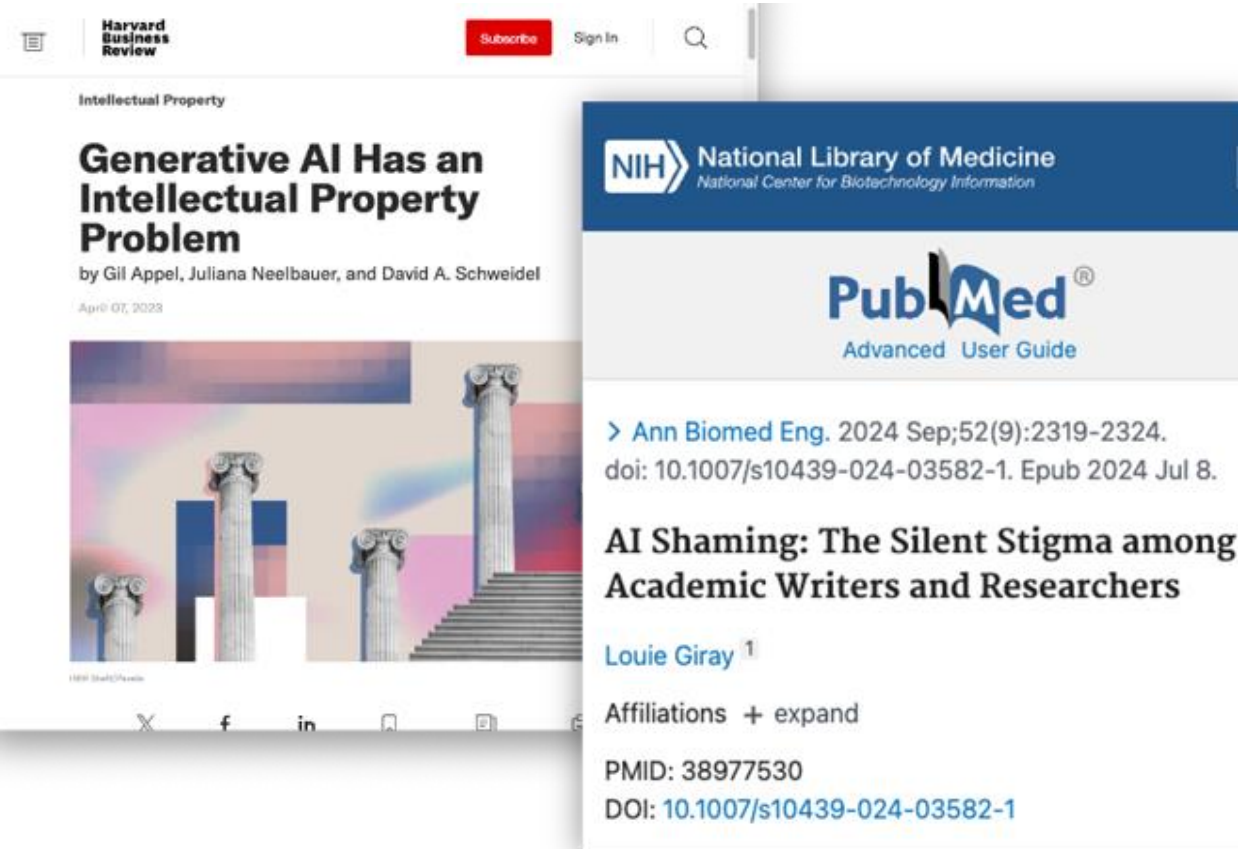
Understanding Conversational AI

- **Large Language Model (LLM)** is trained on large library of text.

- **Transformer —** generate meaningful relationships between words.
  - *GPT - Generative Pre-Trained Transformer*

freepik.com
(ai generated)

Stigma around use of Generative A.I.

Harvard Business Review

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Intellectual Property

Generative AI Has an Intellectual Property Problem

by Gil Appel, Juliana Neelbauer, and David A. Schweidel

April 07, 2023

NIH) **National Library of Medicine**
National Center for Biotechnology Information

Pub Med®
Advanced User Guide

> Ann Biomed Eng. 2024 Sep;52(9):2319-2324.
doi: 10.1007/s10439-024-03582-1. Epub 2024 Jul 8.

AI Shaming: The Silent Stigma among Academic Writers and Researchers

Louie Giray [1]

Affiliations + expand
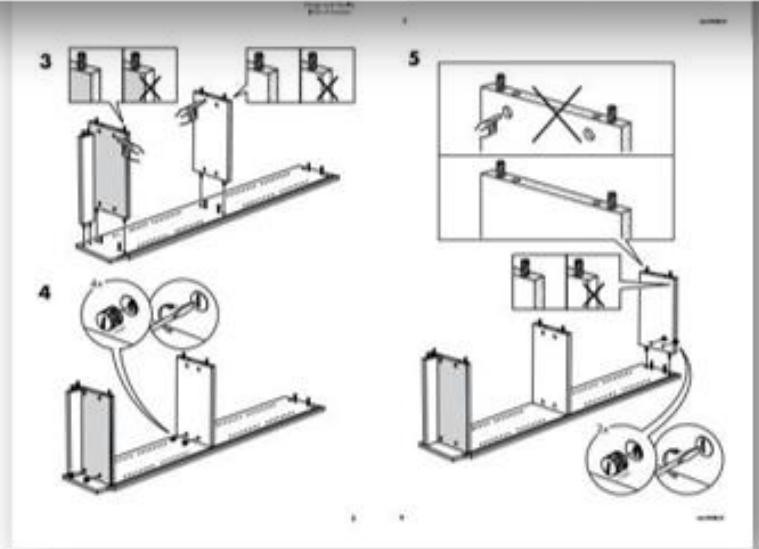
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DOI: 10.1007/s10439-024-03582-1
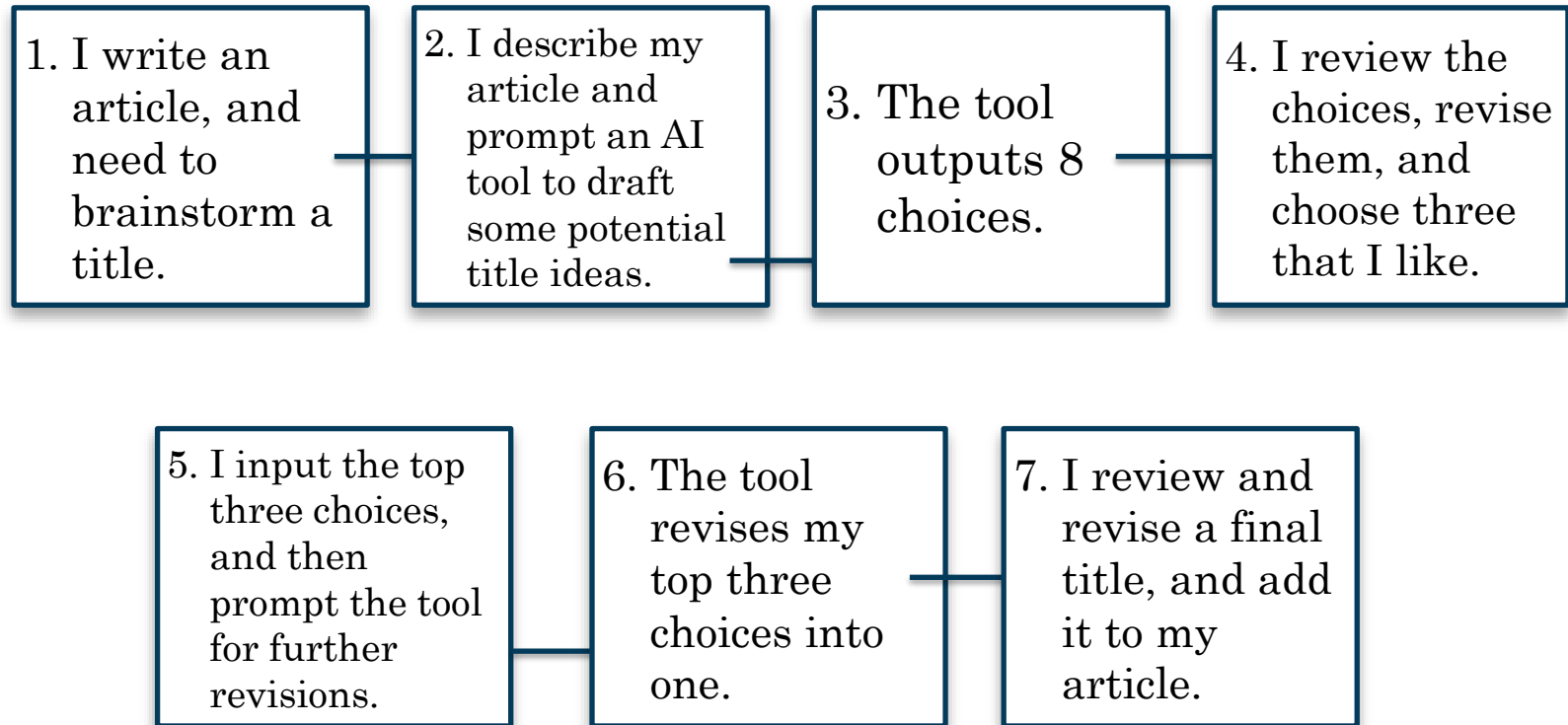

NBC News / Getty Images

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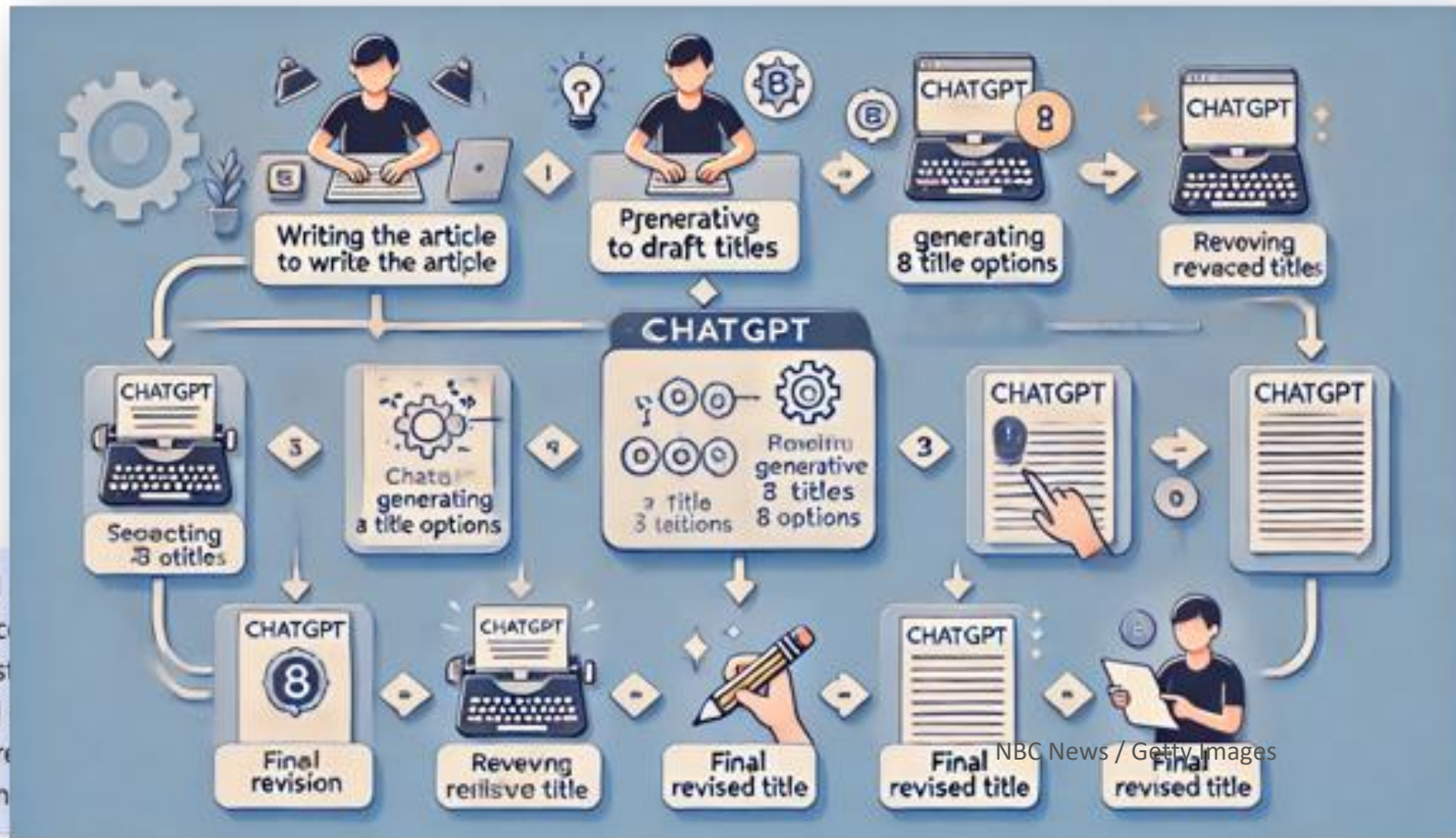
GenAI as a "tool"

GenAI as a "tool"

1. I write an article, and need to brainstorm a title.

2. I describe my article and prompt an AI tool to draft some potential title ideas.

3. The tool outputs 8 choices.

4. I review the choices, revise them, and choose three that I like.

5. I input the top three choices, and then prompt the tool for further revisions.

6. The tool revises my top three choices into one.

7. I review and revise a final title, and add it to my article.

A useful, but unreliable, error prone assistant

NBC News / Getty Images

Educating Patrons on AI

- Learning so you can share

- One-on-one interactions

- Program ideas
  - Educational
  - Fun

Caro District Library

To teach, you have to learn

- Webinars and other training guides

- Practice makes perfect!

- Research organizational rules

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Suggested Resources

Flickr FolsonNaturalCC By-NC 2.0

[Generative AI short course](#): Open course on generative AI

[AI and Libraries](#) WebJunction webinar and link to additional resources

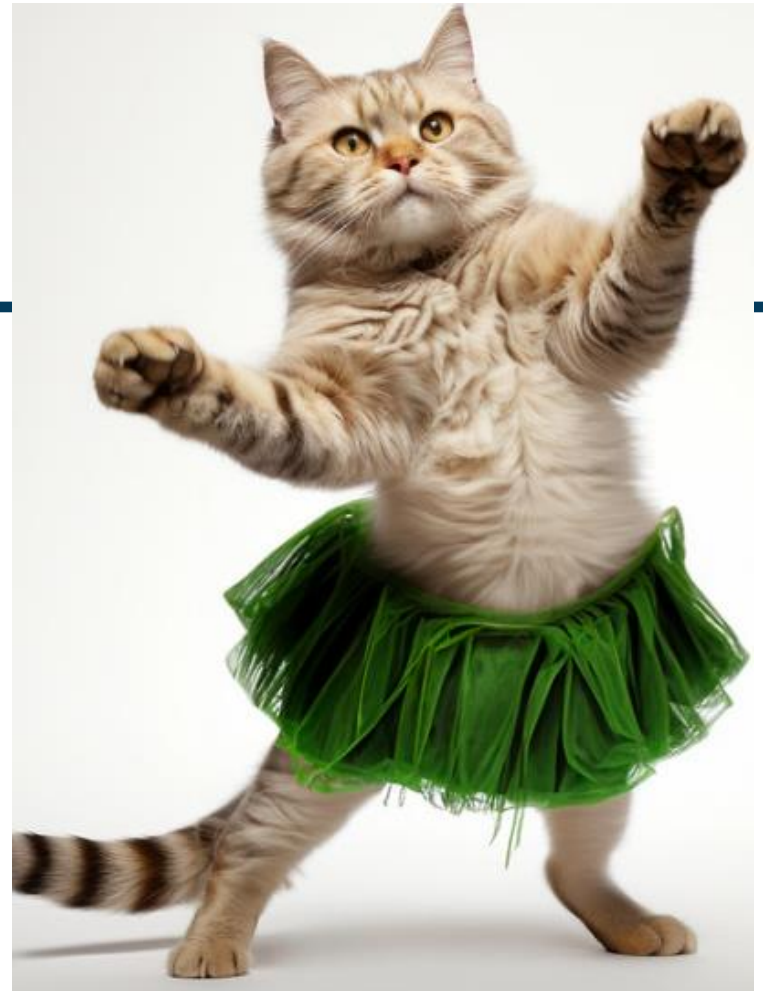[Digital Librarian AI resource list](#)

[Exploring AI with Critical Information Literacy](#)

[Media Literacy Education for Adult Audiences: Demystifying AI](#)

Educational program ideas

- For job seekers
- Writing prompts
- Computer classes
- For Researchers

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Fun program ideas

- Food pairing
- AI Shakespeare
- Scavenger hunt
- Create your own newspaper

Flickr AI Art Legends CC By-NC 2.0

How to use the tools

- Program descriptions
- Flyer ideas
- Creating small details for intricate programs

- Remember to:
  - Provide training
  - Fact check
  - Proofread
  - Follow your employer's rules
  - Be ethical

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Watch the rest of the series online!

Media Literacy Education for Adult Audiences: Free Webinar Series

ALA Public Programs Office

Sep 16, 2024

What determines the information that shows up in online search results? Why do results vary from person to person when the same search terms are used? Why do vacation ads appear across different websites after searching for a travel agent? The answers to these questions point to a set of structures that affect the information we all see and find online.

Join us for the Media Literacy Education for Adult Audiences: Architecture of the Internet webinar series, a five-part series that will focus on shedding light on the often-overlooked aspects of the internet that

https://bit.ly/media-lit-series