



Will	Hello from Toronto!
Jason	Hello!
Courtney	Hello everyone!
Don	Hello
Nripendra	Hi from Clarion, PA
Vicki	Hello from Siloam Springs, AR
Eduardo	HAPPY ST PADDY'S DAY
Yanhui	hello everyone
Sven	Hi from Brisbane
Felicity	Hello from London!
Guinevere	Hello from Orlando!
Ken	Hello from Ames, Iowa!
Elida	Hello from St Louis Missouri
Bunny	Hello from Louisville KY
Diana	Hello
Adele Weiner	Greetings from the Big Apple.
Dr. Kevin	Hello from Bloomington, IN
Jonam	Is it connecting?
Donna	Hello from FL
Michael	Hi. San Diego, CA
Angie	Hi from New Jersey
Traci	Happy St Patty's Day!! Great to be here from Lima, OH Rhodes State College.
Douglas	Hello from New Orleans
Seunghyun	Hello from Little Rock, AR



Jenni	Hello from Vancouver WA
Nicole	Hello from Milwaukee, WI!
Heather	Hello from Peoria IL teaching business ethics
Eduardo	Hello from Pocatello!
Scott	Good Morning!
Meredith	Happy St. Patrick's Day from North Carolina!
Lan	Hi, from the SF Bay Area
David	Honolulu, Aloha!
Ben	Morning from NYC!
Kelly	Hello from Tennessee!
James	Marian University, Fond du Lac, Wisconsin
Rose	Hi from New Haven, CT
Irena	hello from Ljubljana, Slovenia
Liliana	Hi everyone!
Billy	West Virginia, USA Marketing Research and Consumer Behavior
Dan	Hello from Mesa AZ
Rae	Hi from the Bay Area (SF CA). I teach Business and Communication courses.
Jianyu	Hi, I am from Pittsburgh, PA
Vicki	Currently teaching Logistics & Transportation management!
Amy	Hello from Iowa!
Michael	Hi, Randall University, Education
Robert	Hello
Hilda	North Georgia Hi Ya'll
Ava	Hello from OHIO!



Rachel	Hello from Houston
Kathy	Hello from Lynchburg, VA
Franco	Hello from Edmonton, Alberta
Stacey	Hey everyone! London, Ontario here
Xiaoqing	Hi from Xiaoqing
Ralf	Hi from Fargo, North Dakota (yes, that Fargo)
Esteban	Hello from japan
Lexi	Happy St. Paddy's Day from Lancaster County, PA!
Christopher	Beautiful Lake Michigan Coast - Whitehall, MI -- Advertising, eMarketing, eBusiness, Business
Tammy	Hello from North Dakota. I teach several marketing courses at Valley City State.
Natalie	Hi from Switzerland !
Christina	Happy St. Pat's Day from Pittsburgh, PA!
Guinevere	Currently teaching Medical Assisting and Medical Billing courses.
siriwut	Hi from Chiang Mai, Thailand
John	Hello from Birmingham, Alabama
Cynthia	@Hi from Ohio
Don	Don Shemwell, teach in a master of science in digital marketing for ETSU, have used different Stukent material for many years.
Nripendra	Hello from PennWest University, Pennsylvania
Britton	Good morning from Monticello, Arkansas
Buck	Hello from Tucson, Arizona
Nasra	Hello from De Montfort University in UK



Yanhui	hi from springfield, IL
Elida	Will the session be recorded and made available afterwards?
Kevin	Good morning from Northeast Kansas.
Youngseon	Hello everyone, from CT, U.S.A.
Linus	Hello everyone. This is Linus Osuagwu from Veritas University, Abuja, Nigeria
Therese	T. Gedemer from Wisconsin
Anatoly	Anatoly. Loyola Marymount University. Los Angeles, California, U.S.A.
Christopher	Chris from Southern Maryland
Sonya	Hello from Alabama A & M University in Huntsville
Jean M Brown	Hello from Huntsville, AL
Mfon	Hello from Methodist University, Fayetteville, NC
Brian	Hello from Randall University Moore OK
Kai	Hello from Elon University in Elon, NC
Darlyn	@Elida we will send out the recording after the event!
Dr. Karla	Dr. Karla Wright-Giles, Pikes Peak State College, Business Faculty, teaching Business Communications and Business Management.
Kevin	Graceland University - Lamoni, Iowa
Sara	Sara Kiser Alabama State University
Jim	Jim from the beautiful Columbia River Gorge in Washington state! George Fox University.
Debbie	Hi all! Debbie from Barry University School of Social Work!
Zoely	Greetings from Puerto Rico!



Jennifer	Seyler; Elmhurst University, IL
William	Greetings! Is anyone seeing anything more than chat and "Connecting...."?
Reynaldo	Greetings from University of Technology and Applied Sciences-Ibri, Oman.
Laura	Nebraska - Central Community College
JOEL	Hello from New York City...Fashion Institute of Technology
Elizabeth	Hello from southeast Louisiana
Kamphol	Hi from Sam Houston State University
Bunny	I am a student and an instructor.
Buck	I'm actually both an industry professional AND an instructor
Kathy	@William I am seeing the same - and Polls popping up. Just connecting on the main screen.
Stacey	Teaching CRM strategy, marketing automation (among other things ðŸ˜Š)
David	Hello from Eastern Michigan University in Ypsilanti
Abigail	@William Sounds like you may need to refresh your tab or exit and re-enter
James	Hello from Syracuse, NY
Laura	Good Morning from the southern Sierra Nevada, Tehachapi, CA at 4200' elevation. I teach F2F and online at three California Community Colleges. I LOVE my job!
Xin	I am from East Tennessee State University.
Dawn	Hello from Toronto, Ontario Canada!
Mahsa	Good morning from San Jose California
Jonam	It is just saying connecting on my



Brynt Barney

screenâ€”has the seminar already started?

JOEL

Hey @Buck I'm glad to see you could make it. Hope you and your son enjoy.

Janet

you are muted

Abigail

hello from Janet in Middleton, Idaho

Buck

@Jonam Yes, the session has started. Try refreshing or exiting and re-entering

JOEL

Thank you Brynt!

kathy

All good now

Scott

Hello from Kathy in Aurora, Illinois

Liliana

My Space

Hui

@joel so glad you can hear the presentation now.

DeAnna

Hello from Skyline College, CA

Melissa

I switched from my phone to my laptop in order to download those assignments to use... where did the link go?

Abigail

<https://www.stukent.com/ai-chat-gpt-resource-gives/>

Eun Sook

@Brynt Barney Push the assignments out

Don

Hi from Rochester Institute of Technology! ;)

Brian

I went to the page to look at the Content Marketing materials. Can I just login with my existing login?

Abigail

Is anyone else having problems with the video

Jacqueline

@Don If you have a Stukent account already, then yes use that to review the Content Marketing Courseware

William

Welcome from Fort Myers - FGCU!

11 minutes in and still "connecting..."



William	Oh, well!
Abigail	@William Sorry about that William. You'll still receive a recording afterwards to catch up on what you miss!
Christine	I just lost sound
Liliana	@DeAnna we can send email you the assignment after the event.
Dr. Karla	no sound.
Darlyn	@William you might want to try a different browser? I'm on Chrome right now and it's working fine.
Garrett	Working for me.
Michelle	I needed to refresh my page for the video to load correctly. I am also in Chrome
Isil	will you share the recording with us?
Abigail	@Isil Yes!
Christopher	Can you remind me when the recording will be available and if we will receive an email with that recording information.
Lan	yes
Eun Sook	@Lan Thank you! I'd like to have the recording!
Abigail	@Christopher Sometimes it depends on how long it takes for the recording to render but we try to have it out within the day or the next business day
Abigail	All registrants will receive an email with the recording and all resources shared today :)
Don	neural networks 20 years ago
Christopher	Great thank you.
Britton	GPT writes a pretty decent recommendation letter :)



Liliana	Feel free to add your questions to the chat for the Q&A session with Nick at the end.
Maureen	That's awesome @Britton! lol!
Dawn	I think it can actually help for brainstorm and ideation purposes....gets things rolling. But I would not use for copy/headlines because it does generate what is most popular/common so use kind of predicates sameness and brands need to be unique
Dr. Kevin	Despite the early trepidation, most school districts will be using products built off of Generative AI Large Language Models offered by Open AI, Google, etc.
Isil	I support it
Britton	@Maureen I actually gave a presentation about it to our faculty because I realized I was seeing the Algiorism
Dr. Karla	AI is here to stay, so I am adapting it into the classroom, and challenging students to think more critically.
James	Does AI serve the people using it? If so, then yes.
Britton	I think the students need to learn how to use it effectively because they are going to be competing with it when they go into the job market.
Cydney	want to teach my students to use it 'ethically'
Guinevere	Need to help my students not rely on it. They need to learn how to critically think.
Jim	I want to use it...now, I need to figure out to best use it to prepare college students for professional life.
Jason	You kind of have the early adopters here likely :)
Bret	It is here. We need to look for ways to embrace it with guardrails. Tink about when



Dr. Kevin

spellcheck was introduced.

Britton

As with early calculator use, laptop or cell phone use in the classroom, there will be concerns until we adapt to effective integration.

Adele Weiner

@Dr. Kevin exactly

mark

It can be used to develop critical searching to help students learn how to write prompts to get the information one needs.

Will

it is great for stimulating ideas and discussions in class, but is terrible when students use it to answer exam questions on online exams. It makes grading homework assignments useless.

Scott

We are training students for careers in a workplace that will be using generative AI tools. Our job is to prepare them to add value to what ChatGPT can contribute. Else there is no job for them.

Britton

Question: What are the best tools to guide students in the most effective ways to utilize AI?

Isil

<https://www.synthesia.io/> is another cool site

Adele Weiner

what is the name of this program?

Abigail

Since many of you are instrutors, have you used it in your own work to update and revise syllabi, etc. I have asked it to provide me with peer-reviewed journal articles within the last three years on specific topics with APA citations.

Allyson

<https://www.steve.ai/>

Dr. Kevin

Can you send a link to Steve?

I've been telling colleagues for years that asynchronous online learning in the current form will radically change. The time of the radical change has arrived.



Isil	is this screenshot from notion?
Cherie	CHAT GBT is this program screenshot
Adele Weiner	I have asked it to create prompts for an online discussion board.
Isil	could you add the program name of the screenshots you are showing?
sayyid	What is CHT GBT ?
Adele Weiner	You can create lecture slides using https://www.beautiful.ai .
Ava	openai.com for ChatGPT
Heather	which AI program does this?
Jim	You lost me a bit...what's different between explainer videos and what you're discussing right now?
Dr. Kevin	@Adele Weiner thanks!
Jason	Plus students think we are chipmunks as they'll watch us at 2x speed.
Britton	https://chat.openai.com/chat will take you straight there once you have an account
Jonam	Which AI program improves subtitles and translates it? Thank you!
Lan	@Abigail what is the name of the tool that helps with transcript?
Abigail	Rev was Nick's preferred AI https://www.rev.com/lp/closed-captioning-services-2
Nicholas	ChatGPT reveals major political biases, too.
sayyid	CAN WE HAVE MORE ON IMAGE generation can we see an example
Britton	@sayyid video?
Brian	And that is what our students are doing



Lan

@Abigail Thank you

Adele Weiner

Think about all the images or videos that you search for to create LMS shells or lecture materials. You can ask ChatGPT to find this information for you without you searching through multiple sources.

Hilda

Couldn't they ask chatgpt to write an "opinion" piece?

Abigail

@Brynt Barney @Stukent Do we know if Nick included a recap list of all the AI he mentions in his slides?

Adele Weiner

I also use it for generating interesting and challenging discussion prompts.

Cherie

CHATGBT will provide examples as well if you ask for that to try to identify AI answers

Vincent

so are you okay with the student turning in what a machine generates and passing it off as their work?

Brynt Barney

Yes, We will have an email after the event that will include all the resources and links to Nick's favorite AI tools for the classroom

Dr. Kevin

Two words to think on "augumented intelligence." AI is a tool that we can use to support our thinking but not replace our thinking and especially our critical thinking and decision making. Our focus in all education must emphasize the development of optimum critical thinking and decision making.

Britton

FYI to, it's really good with copy and pasted multiple choice questions

Brian

Great

Isil

how can we use these in our courses?

Don

Kevin: Explain please.

Adele Weiner

Students have difficulty using appropriate keywords to find library resources. Like any



computer program garbage in garbage out.
So students need to learn how to find proper prompts to find what they need.

Will

@Hilda ChatGPT actively avoids giving opinions, I can send you examples off line if you'd like.

Dr. Kevin

@Don Ask Chat GPT about the term augmented intelligence. Also look up collective intelligence.

Buck

I've asked ChatGPT to evaluate/grade student submissions using just the assignment instructions, both with the "Book" answer and also without it. I've been surprised how well it evaluates the submissions. It has saved me about 80% of grading written assignments.

Will

@Buck I have had similar results, as long as the prompt is good quality

Don

Sorry. I'm a chat post behind. How asynchronous education will change?

Jenny

I would like to see this reproduced very quickly

Abigail

Not sure if this is the same tool Nick used, but you CAN make memes with AI
<https://www.supermeme.ai/>

Adele Weiner

Buck - What kind of prompts did you use to assess assignments.

Liliana

@Hilda that would be very interesting to see!

Stacey

Question- when you say use AI to repurpose content: if everyone starts doing that, how are you going to differentiate yourself from everyone else who is doing this? Users won't find value or engage if they can find the same thing everywhere, no?

Buck

@will Yes, I've found that the better prompt, the better the results.



Will	@Buck I've also done this in reverse, had AI create samples that are A, B, C and D level from the students to critique in class
min	The chats are really good. Would we get the scripts of the chats? We are talking about technology and AI afterall.
Carla Allen	@min That would be awesome!!!
Liliana	@min we can look into that for you!
Buck	@Adele Weiner The simplest prompt is just to "Grade the following submission against this question; (paste in the assignment, then the submission)
Britton	As far as opinion is concerned, you can prompt it to give you a supportive or negative argument
Brian	Critical thinking skills are becoming a thing of the past
Jason	Thanks Buck! I've never tried anything like that.
Nicholas	That's my concern as well, Brian.
Dr. Kevin	@Don The long and short is much of asynchronous online learning is watching videos, taking self-graded tests, etc. The entire enterprise has to become much more interactive and create ways to fully engage students to ensure desired learning outcomes. Some of today's asynchronous classes can now be fully completed using Chat GPT without engaging with the course material.
Buck	@Will I haven't tried that yet, I'll try that, it sounds great
Adele Weiner	@buck thank you
Charles	Nice job.
Jason	Thank you, Nick! Enjoyed that!



Will	@Buck Blng is better than ChatGPT3 for generating examples
Cherie	Has anyone been successful in CHAT GBT identifying plagiarism in papers
Britton	Thanks Nick!
Scott	Thanks Nick! Very informative
Britton	https://www.businessinsider.com/list-here-are-the-exams-chatgpt-has-passed-so-far-2023-1#the-sat-3
Tammy	Really interesting content Nick. Thank you for this great insight!
Donna	Thank you! Excellent information and extremely helpful.
Rajab	Thank you Nick
min	The chats are really good. Would we get the scripts of the chats? We are talking about technology and AI afterall.
Sonya	Great presentation! Thank you.
Dr. Kevin	Michigan State Basketball is coming on soon Nick!
Adele Weiner	ZeroGPT will find AI generated text.
Abigail	@min Yes :)
Bob	Loved this presentation. Thanks Nick.
Will	@Cherie lots of false postitives, but Turnitin has promised to have a tool.
Jason	That link is a bit wonky as it takes you to account creation which 99% of us have
Don	I want to know more about how it works? I remember the excitement of early versions of AI, but it hit a wall. I was involved, as a chess expert, with early efforts to teach computers to play chess. They would eventually give that up and go with sheer power. Same with



voice recognition. Chess has like 100 trillion permutations, but it is finite. Voice recognition, writing stuff and other applications are not.

JC

Nick, will you have a job as an instructor in digital marketing in the future?

Trina

What tools do you recommend to "catch" students cheating by using AI such as ChatGPT?

Reynaldo

How do we start using AI and ChatGPT in our class? I mean, how does the process take off?

Dr. Kevin

What are we going to do with the current state of asynchronous online learning?

Virginia

Could you please share again the slide next to last with your adjustments to assignments considering AI students use or reiterate again

Don

I want to know more about how it works on a quant level. And then how much improvement will we actually see?

Buck

@Will I have worked mostly on ChatGPT, I will compare the same prompts to Bing and ChatGPT. Thanks for the suggestions.

Rajab

content detector
<https://contentatscale.ai/ai-content-detector/>

Adele Weiner

Some policies are asking students to cite AI materials and APA is working on a format. Turnitin is working on an AI detection.

Britton

@Don It also writes computer code and you can ask it what a line in that code means

Darlyn

@Virginia we can send out the slides along with the recording!

AI

@Buck what are the logistics to do this?

stephen robinson

as to 'catching' AI generated assignments verbatim, as noted, there are tools for that



	with more coming... question is what happens when you catch them?
Brian	I appreciate the view of using AI as a starting point, but students are coming up in an instant data world. Copy and paste 101
Buck	Great Presentation
Jeffrey	Very interesting. Thank you.
Abigail	@Jason If you have an account already, you can access the courseware preview in your account here https://home.stukent.com/instructor/courses
Rajab	@stephen robinson interesting question. should be clearly indicated by the institute policy
Britton	If they copy and paste the same question, it will give it the same (or very similar) response. We've seen multiple students turning in the same answer.
Meredith	You can use GPT Zero if you suspect a student has used AI. https://gptzero.me/
Jim	You can have students do an AI assignment and have them show their edits/revisions to what AI generated.
stephen robinson	search automated plagiarism, AI automates the results presentation
Nicole	Thanks Rajab for that link and Virginia for the Turnitin update.
AI	@Buck to clarify since you had multiple chat posts. How did you use Chat GPT to help grade assignments?
Britton	@Meredith GPT Zero does seem to be the most consistently accurate detection that I have used
Cherie	@stephen robinson It has been hard, but I have given 0 if it is word0for-word because where is the thought process, but I also



stephen robinson

showed how to use in better way.

Kelly

@rajab relatively few schools have a formal policy in place

Don

Prince in 2007 was better :)

Kevin: We're already there in our graduate program (no multiple choice tests, specific to the assignment requirements). There's no way students can fool us by using plugging in answers from a AI. If they use it to get started, I'm okay with that.

Dr. Kevin

While the AI cheating detectors are emerging, they are not fully accurate at this time. Be careful with using them to determine student cheating.

Buck

@Meredith GPTZero can be fooled by increasing the burstiness in a prompt with a first response.

Dr. Kevin

@Buck Yes Buck!

Meredith

Good to know. It was the recommended tool for our school.

Cherie

Yeah CPTZero didn't work when I tried, but it is getting better

Cherie

I have also added an addendum to my syllabus to include AI to give me some backup for now. I still feel like I have to learn more to better teach them how to use too.

Will

We tested responses I wrote and GPTZero claimed in was AI created. I am not a robot, but then that's exactly what a robot would say.

Dr. Kevin

@Don That's good to hear. This is not true across universities and instructors.

Buck

@AI I include the assignment instructions in the prompt, then ask it to evaluate the submission. You have to carefully review the response, don't take them at face value.



Christopher	my experience is the AI detectors are not very good.
Britton	@Will how really can tell? T1 or T2?
Brian	So by not turning in students for academic dishonesty is not holding them accountable. Is this what we want to produce for the professional world?
Rae	Yes! Making students write opinions limits their options for cheating. I require students to interview a business leader and write a paper about what they learned. The interviewer must complete a Google form about the student's interviewing ability. No way to cheat without lots of work!
Britton	Does anyone know of an institution that has a written policy??
stephen robinson	ChatGPT has a distinct writing style that I can recognize at times
Don	@Kevin: It's not even true for undergraduate courses at my university. My department chair asked me to make my undergraduate classes scalable. When I told her, "What you really mean is that you want a lower level of product, computerized test banks, machine graded assignments..."
Don	I'd like for Dr. Mattar to explain a little bit more about how AI works quantitatively.
siriwut	I used both zeroGPT and GPTZero. The results are similar.
Adele Weiner	<p>Here is a link to a document that is being crowd-sourced on different policies for using AI. As you might expect it is not a one-size-fits-all kind of option.</p> <p>https://docs.google.com/document/d/1RMVwzjc1o0Mi8Blw_-JUTcXv02b2WRH86vw7mi16W3U/edit#</p>
Laura	How can you make it more unique using AI?



stephen robinson

you can ask the AI to copy a style

Xiaoqing

I wish to have assignments that students can focus doing with the help of chatGPT. In your opinion, what ChatGPT cannot do in doing assignments?

John

The primary goal for the graduate level class of Operations and Global Supply chain management that I teach is to think, and discuss, critically on disruption and acceleration happening in OM. How do I do that?

Bunny

Thank you for this great conversation. I learned so much. Enjoy your day.

Will

@siriwut what was the rate of correct detection and the rate of false positives.

Dr. Kevin

@Adele Weiner Thank you!

Melissa

Thank you! Great information

AI

Chat GPT simply enables students to get relevant information quicker. Think of it as Google on steroids. This leaves the essence of the assignments to critically question and assess the information that Chat CPT finds.

stephen robinson

the truth is that our jobs are being automated, and so are the students - we need to adapt if we are to add value

Dr. Kevin

Nice session. Thank you.

JC

Will Stukent be at BEA/NAB convention, Vegas, April 15-18?

Scott

The conference is in Yellowstone?

Dooseon

Thanks so much! I enjoyed the session!

Brian

@Britton Try ChatGPT and see what kind of policy it writes. LOL

Buck

@stephen robinson The writing style can easily changed by increasing burstiness



Cherie	Thanks for the chats too and the presentation!
Don	No. Dr. Mattar. None of think we can't learn anything new. We're all scared defecationless that we won't be able to keep up.
Olivia	how do we get a transcript of these webinar?
Darlyn	@Scott The conference is in Idaho Falls, Idaho, but there are excursions to Yellowstone and Jackson Hole, WY.
Kamphol	Is all the chat will be saved and shared as well? Thanks
Juliet	Hey your calendar invite said 12pm EST Did miss this? If so I'm heartbroken. I postponed a MTG with the dean for this
Tammy	Will Chat GPT cause a complete rewrite of digital marketing essentials course material?
Sunny	Is there a recording of this webinar?
stephen robinson	good question
Abigail	We'll be sharing the recording and chat transcript with all registrants
Kevin	Thanks for this session!
Rae	Thank you!
Don	I'll sit in an all day improve-your-teaching seminar and leave very happy is I learn one thing I can actually use right away.
Sunny	Thanks!
Kamphol	Great. Thanks!
Rajab	It will not take over yet, I am in the same position
Lan	Thank you
Brynt Barney	@Sunny Yes we will provide this recording along with all the hand outs in an email after



	the event
Felicity	Thank you!
Ken	Thank you !
Tammy	See you there!!!
Rajab	Excellent
Lucy	Thank you
Buck	https://www.youtube.com/watch?v=Xgc-d7SO4OQ How to make it more human.
Gerald	Great!
Adele Weiner	Thank you. I am not in marketing but I did get some good take aways.
Lincoln	Thanks Nick! This was awesome and thought provoking!
Diana	Thank you!
GLADYS	Thank you so much, great presentation.
Christopher	excellent presentation, thank you
JC	Thanks so much
Reynaldo	Thank you.
Al	Great job, Go Blue!
Scott	Thank you
Buck	Wonderful presentation. Very exciting
Daisy	Thanks
Lan	Thank you, Nick
Darlyn	Thank you for this presentation!
Karen	Thank you!
Jenni	Thank you! Great insight.



Ava	Thank you!
Elida	Thank you
Jonathan	When did this start? The meeting invite was for 12:00 PM Eastern
Ashly	Thank you!!
Monica	Thank you!
Liliana	Great presentation!
Jacqueline	thank you for a great session
Bret	Thank you!
Bunny	Thank you All.
Joie	Great topic and very informative. Thank you! See you at ProfCon!
Liliana	Thank you!
Will	Thanks Nick!
Bin	Thanknyou
Sunny	Thanks very much!
Kathy	Great Presentation! Thank you!
Nasra	Thank you all
Therese	Thank you very much, some great ideas!
Rajab	Thank you Nick.