

Support Materials

Instructions to students

Hypothetical Situation: you are on the management team for a top ranked national sports-broadcasting network. The business model includes on-air programming, both digital and printed magazines, blogs contributing thought leadership for key trends in the sports marketplace as well as a well-developed social media presence. Overall, the company creates large volumes of content for an engaged, highly brand loyal audience.

The IT department gave you a report which shows a rapidly growing trend of the artificial intelligence (AI) writing tool ChatGPT being used by your employees. You have been asked to write an email addressing the use of this technology. Consider how the use of this AI technology can affect credibility, authenticity, plagiarism, efficiency, originality and professionalism of your corporate brand. How can you thoughtfully and considerately address the potentially valid while also disruptive use of this technology?

Here is a good article to review the implications of using AI:

<https://www.nytimes.com/2022/12/21/technology/personaltech/how-to-use-chatgpt-ethically.html>

Audience: your email will be distributed to the whole company. Consider your tone when writing to an audience of your peers who you frequently interact with.

Task: collaborate as a team of two or three students. One student can submit in Blackboard but please include all student names on the top of the assignment. Compose an engaging statement that treats employees as grown-ups who can exercise intelligent judgement. Address the following points:

- Can employees use this technology when creating content?
- If they are allowed to use the technology when is it acceptable?
- If they are not allowed to use the technology will you block computer access or scan content to assess if AI was used to create?
- Any applicable examples or additional information that should be conveyed to employees?

Successful responses will consider:

- Tone and language
- Organization of information including formatting options like bulleted lists or a key summary section
- Aligning the concepts towards overall company goals while communicating interpersonal respect
- Potentially including professionalism components
- Assessing the best way to open and close the email
- Addressing what you know about your audience and what they care about
- Making the information relevant to your audience
- Assessing if your message has been received and understood

- Building in a way to answer questions or address misconceptions they might have

Proofread before submitting. All resources are open for this assignment but always submit your own original work.

Grading rubric

4 sections graded equally.

1. Were the following points addressed?
 - Can employees use this technology when creating content?
 - If they can use the technology, when is it acceptable?
 - If they are not allowed to use the technology, will you block computer access or scan content to assess if AI was used to create?
 - Any applicable examples or additional information that should be conveyed to employees?
2. Professional Writing:
 - Tone and language
 - Organization of information including formatting options like bulleted lists or a key summary section.
 - Assessing the best way to open and close the email.
3. Organizational Structure:
 - Aligning the concepts towards overall company goals while communicating interpersonal respect.
 - Professionalism considerations.
4. Knowledge of Audience:
 - Addressing what you know about your audience and what they care about.
 - Making the information relevant to your audience.
 - Assessing if your message has been received and understood.
 - Building in a way to answer questions or address misconceptions they might have.

Links to online material

Background for assignment:

24 Top AI Statistics and Trends In 2024 - <https://www.forbes.com/advisor/business/ai-statistics/>

Provided to students:

How to Use ChatGPT and Still be a Good Person-

<https://www.nytimes.com/2022/12/21/technology/personaltech/how-to-use-chatgpt-ethically.html>

Sample student work product- Example #1

Good Morning,

AI writing tools are software that generate responses to prompts you input. We will allow the AI writing tools Google Bard, and ChatGPT to be used to create content.

This software should be used as a form of bouncing ideas and streamlining the thought process of assignments, not a replacement for personal ideas.

- All information taken from this tool should be fact-checked
- If you use quoted ideas in your content, the AI writing tool will need to be cited
- All content posts will still have to be sent through marketing to get approval, as we have added AI detection software to our approval process.

Our vision for this software is to improve productivity and content development to further company ideas and output. If any AI writing tools are used outside our guidelines, we feel the integrity of our brand will be compromised. Prompting further conversation. Feel free to reach out to our team.

Thank you for your cooperation,

The Marketing Team

Sample student work product- Example #2

Dear Team,

We hope this email reaches all of you in a good light and thriving in your role. Within the news, the use of AI technology has been rapidly growing throughout much of mainstream media. Chat bots such as Chat GPT, Google Bard, and other writing aids have been growing in popularity.

Within our IT department an uptick of AI technology has been flagged within employee writing. Of course, there are positives to the use of artificial intelligence within our work. While trying to understand the boundaries of AI our values come to mind, "People are our most valuable resource, and care and respect for employees and each other will always be at the heart of our operations. We embrace diversity to best serve all sports fans worldwide, and we are passionately committed to teamwork, quality, creativity, integrity, the aggressive pursuit of

new ideas, audience growth and building shareholder value.”

The use of AI technology when used in a way where writing becomes disingenuous or plagiarized is where consumer trust will be lost. Striving to foster quality and creative work, as well as maintaining integrity should be held to the highest standard.

With this being said, as technology advances there are benefits from the correct usage of AI services. AI technology is a tool that will allow for higher productivity and efficiency within the workplace. Our goal is to highlight proper and improper use of AI technology in order to best improve productivity while upholding high standards.

Examples of improper use:

- Directly copying and/or plagiarizing content produced through AI generated chatbots.
- Use of information provided by AI without double checking facts or citation.

Use of AI for research

- Direct use of AI generate imagery
- Examples of proper use:
 - Brainstorming ideas
 - Editing for grammatical mistakes or better word usage
 - Smoother transition within writing
 - Aid in proper writing tone

We understand our employees share a passion for delivering high quality and unique content covering the thrilling world of sports. Your drive and creativity does not go unnoticed within content being produced for the ESPN platforms. Our goal is not to limit the heights in which you're capable of reaching, AI can be used to better achieve those goals. Use these tools with caution, as an aid rather than a shortcut.

With AI being such a new tool we understand that everyone is learning to utilize it together. Employee feedback and concerns are welcome and appreciated, do not hesitate to reach out. Keep up the great work.

Kind regards,

President