Learning objectives Workshop

Introduction

The workshop had certain learning objectives to achieve. To test these I created a survey to be filled in by the participants of the workshop. It is important to test these to see if the workshop was successful and achieved its goal. I will use the results of the survey and the answers given during the workshop.

Main Question	Are the learning objectives of the workshop achieved?
SubQuestion	- What was the general experience of the workshop? - Has the target audience improved their prompting skills? - Are they able to use generative AI in more use cases within their work? - Are they more aware of the ethical and legal considerations?
Method used	Survey
Date	09-05-2023

Results

Within the workshop there are assignments given to write text prompts. The first assignment was to test what their understanding right now was of generative AI and see after giving the theory and feedback if they improved their prompts.

The first assignments was to generate a prompt for this scenario:

Exercise 1

How do you currently write prompts

You've been asked to give a presentation to students from the MBO about the use of traditional media in an increasingly digital world. You're having trouble thinking of the right content for the presentation and you wonder which subjects you should incorporate in your presentation.

What prompt would you use to generate the content for the presentation?

Answers:
- I want to teach students about the use of traditional media in an increasingly digital world. Write me 5 topics.
- Can you make a list of subject suggestions about the use of traditional media in an increasingly digital world?
- Give me an overview of the most important topics related to the use of traditional media in an increasingly digital world, and provide a summary per topic.
- Write an engaging story about the usage of traditional media in an increasingly digital world for students with MBO level education.
- Can you give me the 5 most important points on the use of traditional media in a digital world?
- What are important topics related to the use of traditional media in an increasingly digital world?
- I want to teach students about using traditional media in a digital world. Which subjects should I incorporate?
- If I want to teach students about traditional media in a digital world, what are the most important subjects?

The prompts written are good but in some there are some crucial elements missing. They are often missing the purpose of the prompt that ChatGPT should write. When asked about topics ChatGPT can give an enormous list of topics but to get a better fine tuned answer it is important to give the context. For this reason you can use the amount that ChatGPT should write, some used this but a lot didn't. Some mentioned to also write a text in presentation style for the target audience. The more specific you are the better your results will be.

Exercise 2.1

"Imagine you are a marketer with over three years of experience in the travel industry. You need to write a prompt for ChatGPT that would help write a travel blog for the target audience. The target audience are woman interested in exploring local cuisine, art and culture, and historical landmarks. They have two kids around the age of 9 and a husband.

Use the 'Act as' prompt pattern to create a tone-of-voice that would make ChatGPT talk like an expert. Your prompt should be no longer than 250 words."

Answers:
- Act as a marketeer with over three years of experience in the travel industry. Write me a travel blog for couples with kids around 9 years old, interested in exploring local cuisine, art, culture, and historical landmarks.
- Act as a marketeer with 3 years experience: write a travel blog about ... in the style of a famous travel blogger and include: local cuisine, art, culture, historical landmarks. target audience is a hetero couple with 2 kids around the age of 9.
- Act as a travel blogger and write a travel blog. The target audience are woman interested in exploring local cuisine, art and culture and historical landmarks. They have two kids around the age of 9 and a husband. Provide me with 2 different versions.

- Act as a marketer with over three years of experience in the travel industry. Write me a blog on the subject of travel. The target audience are women interested in exploring local cuisine, art and culure, and historical landmarks they have a husband and two kids around the age of 9. Give me three different versions of the blog.
- Act as a marketer with three years experience in the travel industry. Write me 5 travel blog posts for a target group of married mothers with 2 kids around 9 years of age, who are interested in local cuisine, historical landmarks, art & culture.

Here the assignment was to use the 'Act as' pattern to write your prompt. After giving the theory they got to write their own or together with someone a prompt. As we see here the prompts look very similar to each other and lack specific details. For example, make the story compelling. The important part of this exercise is to see if people can use this prompt pattern and if they can take the most important information from the context and make a good prompt with that. Everyone used to act as a marketer but… to write a travel blog maybe it is interesting to write as a famous travel blogger. I only saw one using this. They lack some originality and creativity to their prompts.

Exercise 2.2

"Imagine you are a digital marketer who wants to create an effective social media strategy for a new product launch. You have identified the following steps: defining the target audience, selecting the appropriate social media platforms, creating compelling content, and scheduling posts. However, you are unsure if there are any missing steps or if any of the steps are unnecessary.

Write a 'recipe' prompt for ChatGPT that would provide a complete sequence of steps for creating an effective social media strategy. Fill in any missing steps and identify any unnecessary steps. The prompt should be no longer than 250 words."

Answers:
- I am creating a social media strategy for a product launch. I believe I need to define the target audience, select the appropriate platforms, create compelling content and schedule posts. I would like to know if I should add steps or remove some from the list above to come to a complete social media strategy.
- I am trying to create an effective social media strategy for a product launch. The current steps I've defined are: defining the target audience, selecting the appropriate social media platforms, creating compelling content, and scheduling posts. Fill in any missing steps and identify if any of the current steps are unnecessary.
- I am creating a social media strategy for a new product launch. I have identified the following steps, ..., can you fill in any missing steps and identify any of the unnecessary steps?
- I want to create an effective social media strategy for a new product launch. I have identified the steps: defining target audience, selecting social media platforms, creating content, and scheduling posts. Which steps am I missing, and which steps might I leave out?

- I'm writing an effective social media strategy for a new product launch. I have identified the following steps: ….. can you tell me which steps i'm missing and if there any unnecessary steps?

For this assignment they needed to use the recipe pattern. They all used it very well, their prompt target is clear, the context, and managed to complete this exercise well. However, missing is the specification of only writing it up to 250 words.

Exercise 2.3

"Imagine you are planning a trip to a Barcelona and need help deciding on the best places to visit. However, you are not sure where to start or what information to provide. ChatGPT should ask questions until it has enough information to provide recommendations on places to visit, restaurants to try, and things to do.

Write a 'flipped interaction' prompt for ChatGPT that would ask you questions to help you plan your trip. The prompt should be no longer than 250 words."

Answers:

- I want you to ask me questions about my interests regarding travel and food. I want you to keep asking questions until you have enough information to give me a list of 5 restaurant recommendations and a list of 10 sightseeing locations. Both of these are in Barcelona.
- I want you to ask me a question about planning a trip to barcelona. I want you to ask me questions until you have enough context to recommend places I like to visit such as restaurants, places, things to do and other activities.
- I want you to ask me questions about my interests so I can write the right prompt regarding travel.
- I want you to ask me questions about my traveling preferences so you can provide me with recommendations on places to visit, restaurants and activities.

When talking about this pattern people were very interested that ChatGPT could also be used for this kind of thing. I mentioned this was also a way to do research so that you can ask ChatGPT what context it needs to write a compelling story. In general their prompting has improved. They define the context better and create clear goals in their prompts overall.

Survey

After two weeks a survey was sent to check with the participants if they learned anything from the workshop and what their general experience was.

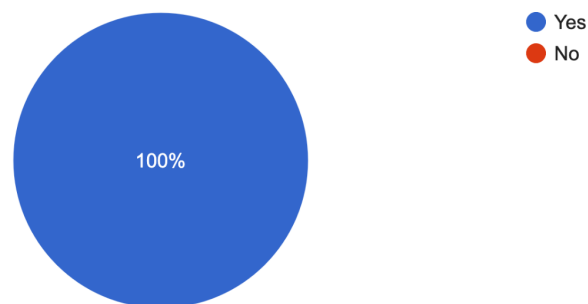The first question being: **How did you experience the workshop?**
Everyone really liked the workshop, it was interesting and well prepared with practical and playful exercises. Someone mentioned they like the switches between theory and practical assignments.

"The explanation of generative AI was clear and it was nice to get practical tips on how to write effective text prompts. The final assignment was very fun to do. Generative AI is really in the beginning stages. In the future I would like to see more of these sessions that teaches people the practical use cases with generative AI. This way people will actually use it."

Have you learned anything new about generative AI through the workshop?

Have you learned anything new about generative AI through the workshop?
8 antwoorden

Following up with the question: **What have you learned?**

People mostly mentioned they learned a lot more ways on how to prompt. How they could use AI for ideation and be creative in this process.
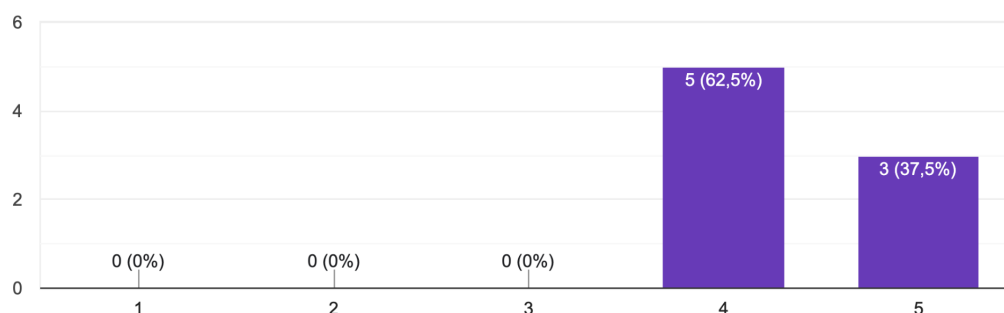
General tips & tricks for writing text prompts and how they could use ChatGPT to help with research our analyses which would help them greatly with their work. The main thing learned is definitely writing better text prompts and in some already how to use it in parts of their workflow.

To measure if the learning objectives are achieved I created statements in which participants could agree and disagree if they were applicable to them. Overall it would have been better to actually test them but for now I take them upon their word if they learned more from the workshop.

Statement 1: I am able to create more effective text prompts.

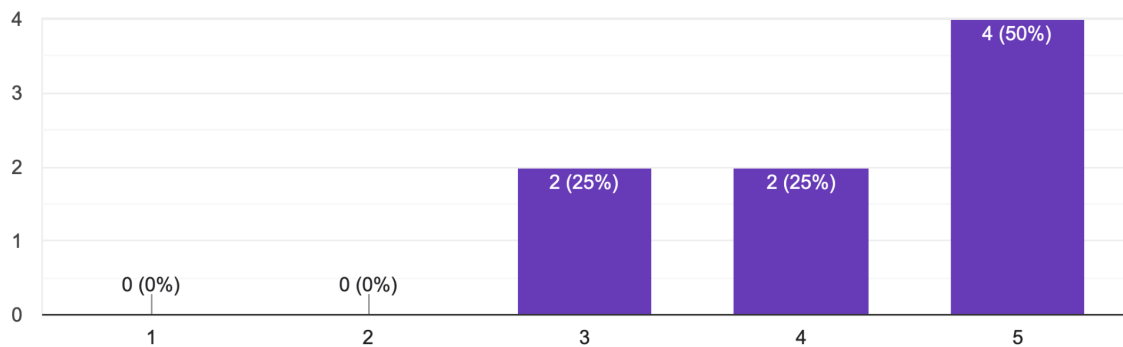I am able to create more effective text prompts.
8 antwoorden

Everyone agreed that they learned more about how to create effective text prompts through the workshop. This was also seen through the assignments and their improvement. Here they confirmed again they have learned a lot more about text prompting via the workshop.

Statement 2: I have learned more use cases for generative AI in my own workflow.

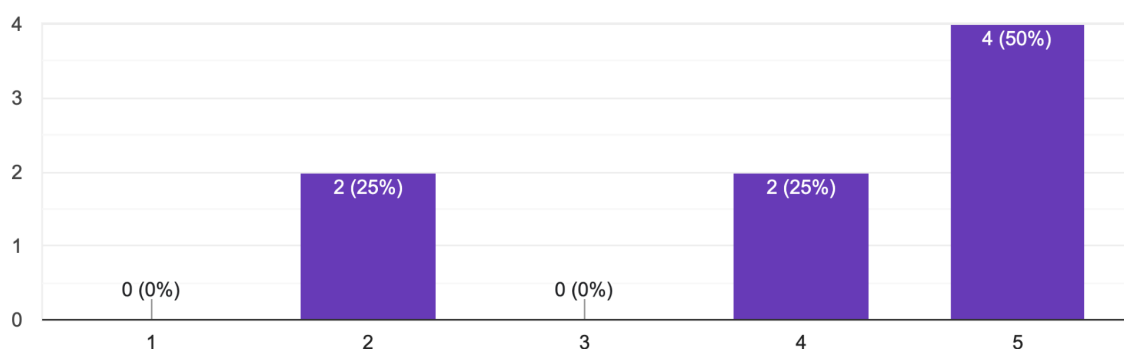I have learned more use cases for generative AI in my own workflow.
8 antwoorden

Overall the score is high, most people agree that they learned more use cases with generative AI in their own workflow. In some answers some already mentioned that they use it for ideation or researching.

Statement 3: I am more aware of the ethical and legal concerns when using generative AI.

I am more aware of the ethical and legal concerns when using generative AI.
8 antwoorden

Here the group is overall divided between whether they have become more aware or didn't about the ethical and legal aspects of generative AI. In further comments it was explained that they think they are missing some ethical aspects that weren't as thoroughly discussed in the workshop. Another mentioned they found it difficult to use these guidelines when using

generative AI but they have become more aware of the general legal and ethical aspects to watch out for.

Conclusion

The workshop was fun, interesting and well prepared with a good switch between theory and practical exercises. They really liked the case study and one mentioned that he wanted to see more of these sessions that teaches people the practical use cases with generative AI. He mentioned that this way people would actually use it. For the other learning objectives it was important to see if their prompt writing improvement. From the first to last exercises there is already a growth in writing better and effective prompts. Within the survey it was again mentioned as one of the main things they learned from this workshop. The second objective was to teach people more use cases with this technology. Within the survey people mentioned they use it now for ideation to spark creativity and researching. However, the ethical and legal awareness are divided. The workshop has proven to have reached the learning objectives of writing better prompts and more use cases. The ethical and legal awareness has risen but the explanation should be better.