



How to Use **Emerging** Technologies for Learning

Workshop no. 3



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Contents | Coming up

- Introduction to Generative Artificial Intelligence (AI) and a classification
- Landscapes of Generative AI
- Use cases & “hands-on” experience





Let's start 😊



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**The Neuroscience of Business:
Innovations in Leadership and Strategic
Decisions**

Issued by [Wharton Executive Education](#)

The Neuroscience of Business shows how the brain works and how to apply neuroscience principles in your organization to shape and improve management.



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“AI can boost our analytic and decision-making abilities and heighten creativity.”

Harvard Business Review*

Learning outcomes

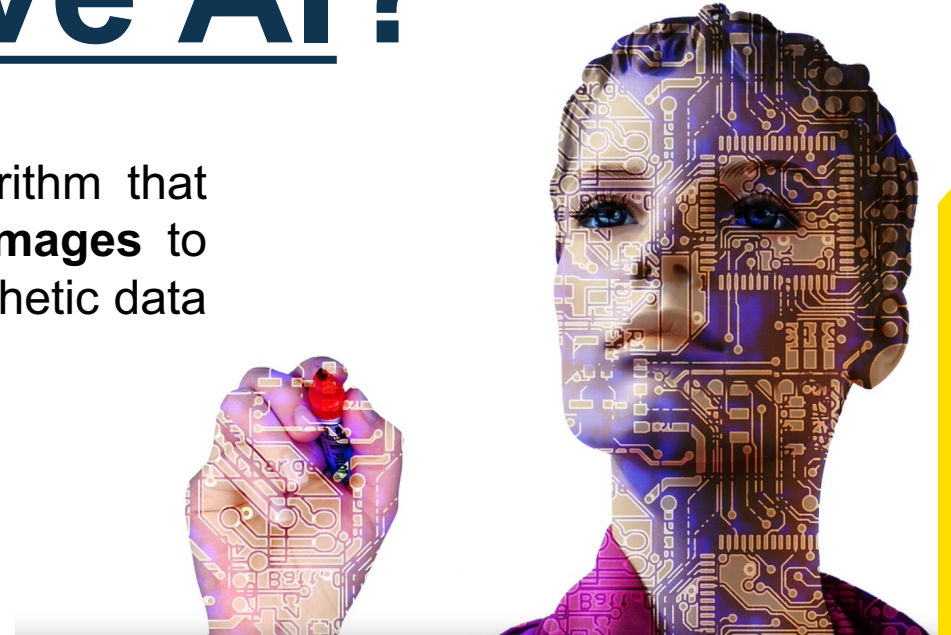
- be able to define generative AI and have a big picture of various classifications of them
- be able to work and integrate Generative AI into a curriculum

Introduction to Generative Artificial Intelligence (AI) and a classification

What is Generative AI?

What is Generative AI?

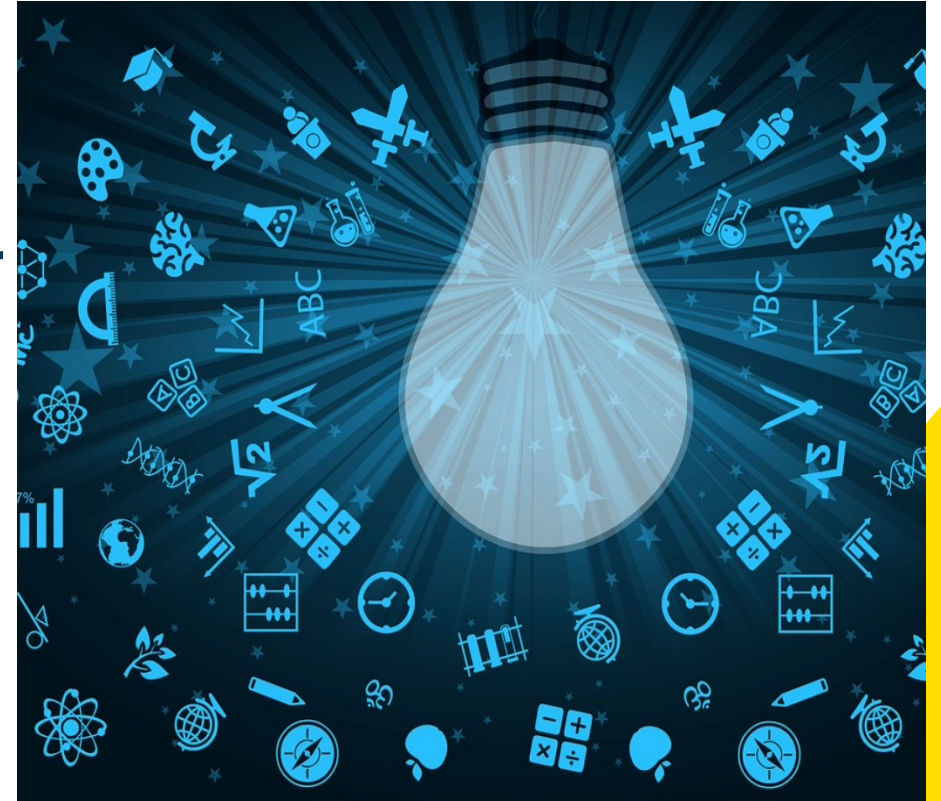
Generative AI is a broad label that denotes any AI algorithm that enables using existing content like **text, audio files, or images** to create creates new text, images, videos, audio, code, or synthetic data (Richman, Boyd, 2023; Market trends, 2021).



<https://pixabay.com/de/illustrations/roboter-künstliche-intelligenz-frau-507811/>

Where Generative AI can be applied?

There are different generative AIs in many areas:
education, business, the game industry, art, and writing.



<https://pixabay.com/de/illustrations/lernen-wissen-idee-schule-3245793/>

**What is a classification of
Generative AI?**

Classification of *Generative* AI

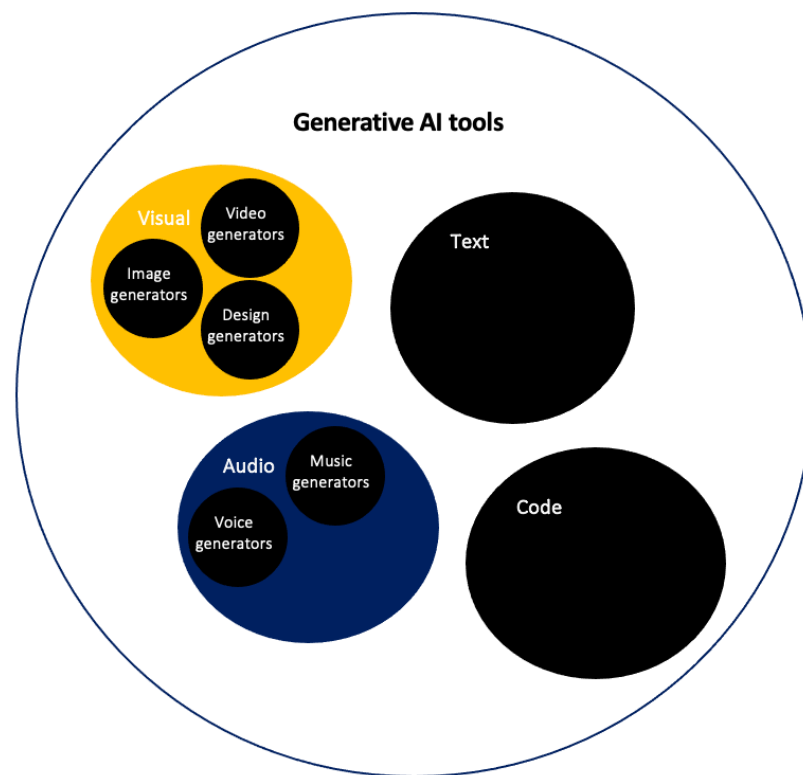


Image 1. Classification of generative AI.

Source: <https://research.aimultiple.com/generative-ai-tools/>

**What are classifications of
Generative AI?**

Classification of *Generative* AI (1)



Image 2. Classification of Generative AI applications.

Source: <https://twitter.com/ValaAfshar/status/1618058964897525760/photo/1>

Classification of *Generative* AI: Example

| Business function | Examples of cases | AI platform links |
|-------------------------|---|---|
| Marketing | SEO optimization, copywriting, personalization | https://writer.com https://www.jasper.ai https://www.copy.ai/ |
| Customer support | User insights | https://forethought.ai https://cresta.com |
| Legal | Document drafting, synthesis, legal to no- legal translation | https://casetext.com |
| Human Resource | Job description writing, interviewing, performance reviews, AI coach | https://www.converzai.com |

Table 1. The list of generative AIs of business.

Source: <https://foundationcapital.com/jasper-and-the-past-present-and-future-of-generative-ai/>

Classification of *Generative* AI (2)

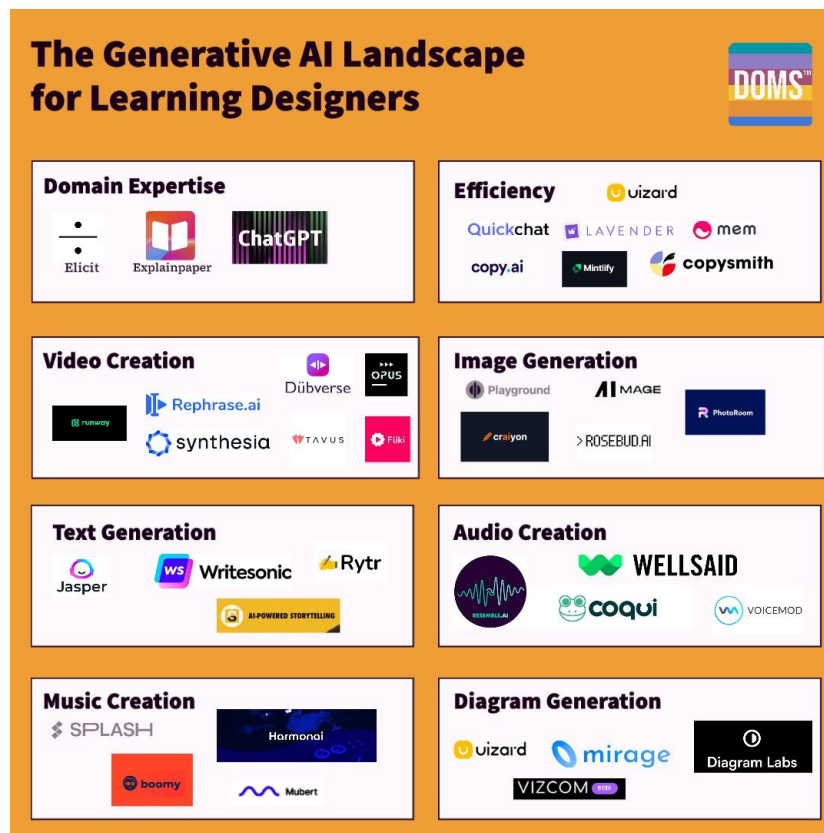


Image 3. The Generative AI Landscape for Learning Designers by DOMS™.

Source: <https://drphilippahardman.substack.com/p/the-generative-ai-landscape-for-learning>

Use cases & “hands-on” experience



Image 4. The photo-realistic image was generated using the Stable Diffusion solution using the Stable Diffusion solution by giving three keywords (strawberry, fields, evening) .

Source: <https://stablediffusionweb.com>

#1 Exercise

To generate a visual with the AI solution “Stablediffusionweb.com”, please use three keywords such as strawberry, fields, and evening and wait for visible results (a visual) that appear in a few seconds.



<https://stablediffusionweb.com>



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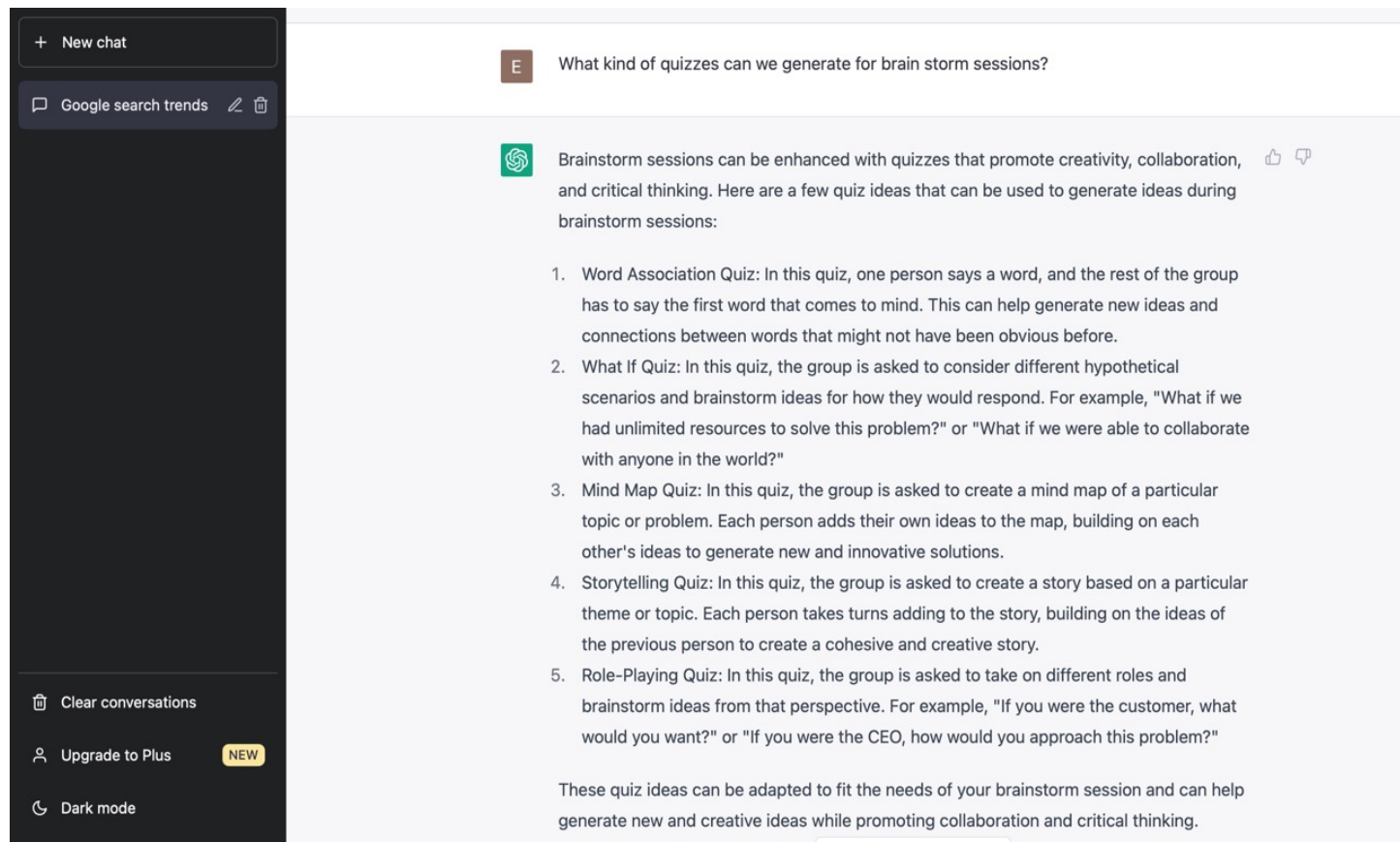
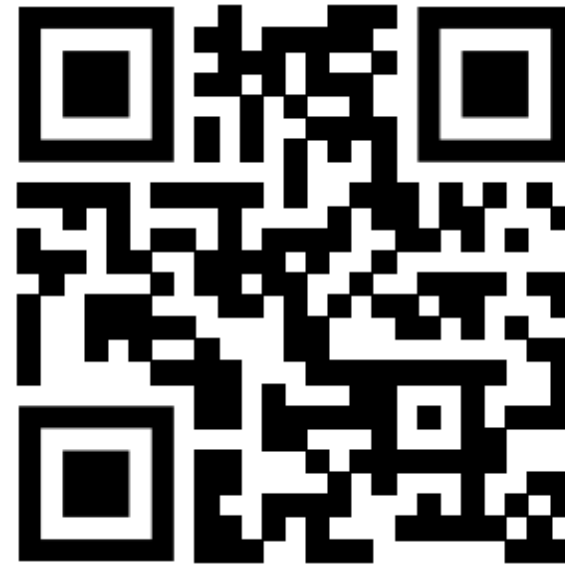


Image 5. Example of the Q and the answer provided by Chat GPT.

Source: <https://chat.openai.com/chat#>

#2 Exercise

Please type the question, "What kind of quizzes can we generate for brainstorm sessions? " and press the button "Arrow".



<https://chat.openai.com/>



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Thank you
**for your
participation** 😊

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