

Generative AI: Theme Analysis Privacy and Ethical Implications

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AI and Theme Analysis

- Use generative AI to conduct sentiment analysis on qualitative data.
- Use generative AI to conduct text clustering on qualitative data.
- Use generative AI to conduct theme analysis on open-text survey questions.
- Use generative AI to leverage natural language processing to develop dynamic AI imagery for reporting and presentations.
- Discuss the privacy and ethical implications of using generative AI to produce thematic analysis.

Use Case - Strategic Plan Open Forum

Feedback

- Strategic Planning Committee (2023-2024)
 - Faculty, staff, students, and administrators
 - Gather stakeholder feedback at various points in process
 - Sharing today feedback from the April 2024 Community Forum – goals and objectives
 - Gathered through QR Code and hand-written comments
- AI Tools used
 - Gemini (Google)
 - Adobe AI Assistant
 - ChatGPT 3.5 (Open AI)

Input and Prompts

Input

- Comment "buckets" included 6 functional areas
- Data cleaned and anonymized

Prompts

- *Create a content analysis on the following list and create themes - the list will be in the following 4 prompts*
- *Create content analysis themes for a strategic plan for a higher education institution*

Content Areas – Google Gemini output

Enhancing the Student Experience

- International Student Support
- Student Belonging and Engagement
- Streamlining Student Processes

Fostering a Thriving Community

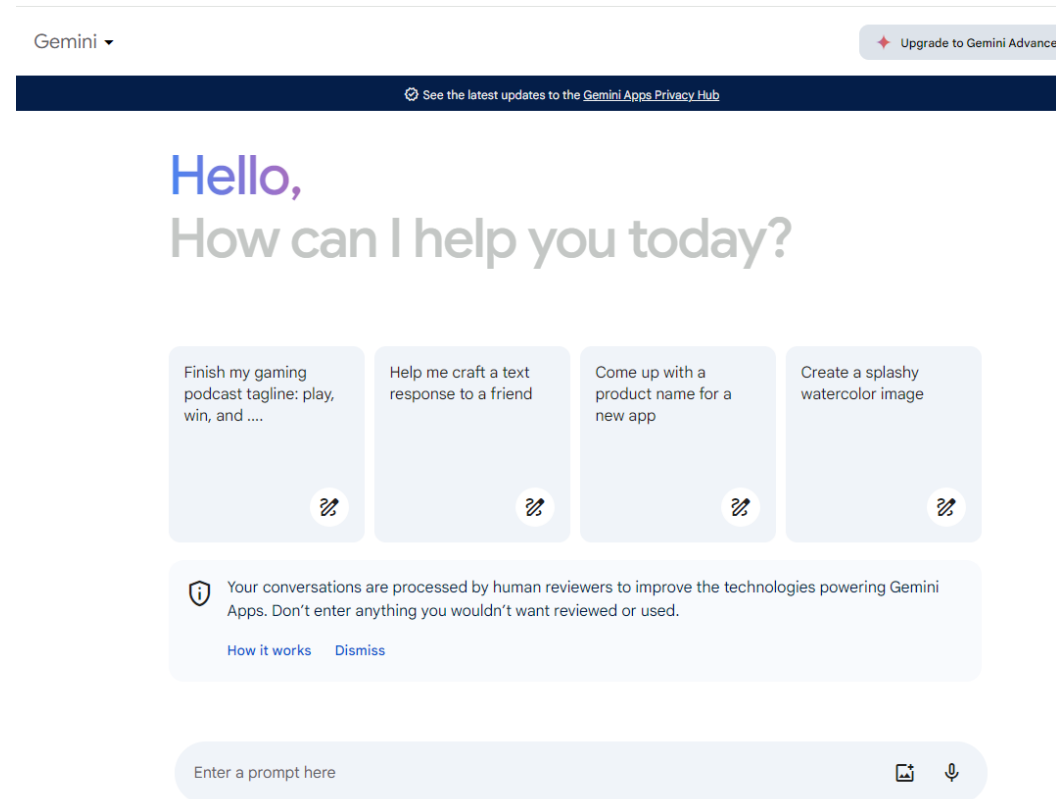
- Diversity, Equity, Inclusion, and Justice (DEIJ)
- Communication and Collaboration
- Faculty and Staff Development
- Operational Efficiency

Achieving Academic Excellence

- Faculty Expertise and Research
- Rigorous Learning Environment

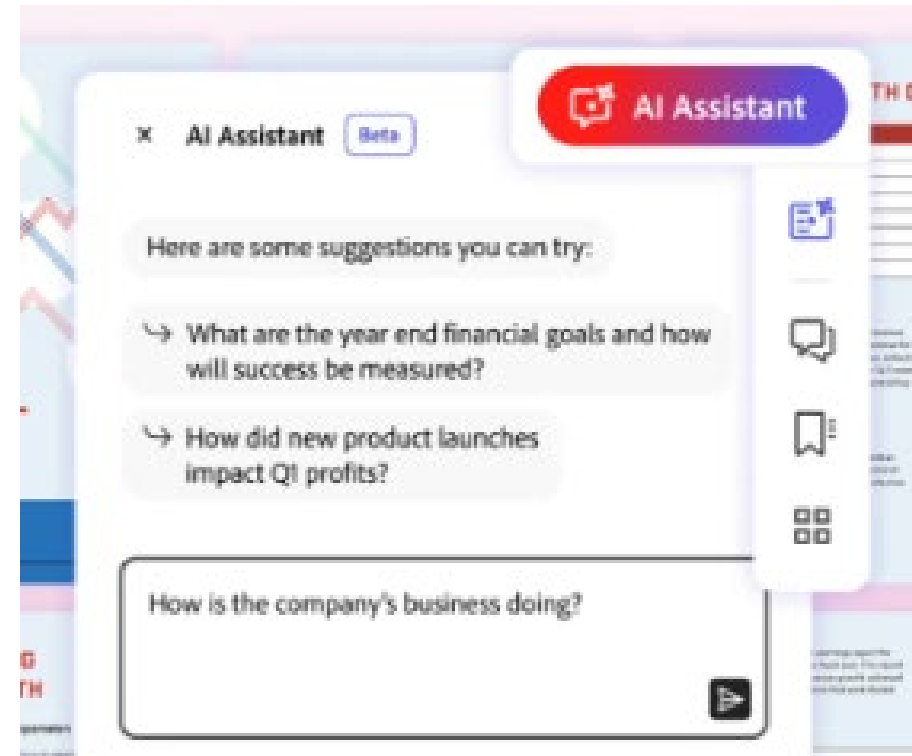
Building a Sustainable Future

- Financial Aid and Affordability
- Campus Accessibility and Security
- Alumni Relations
- Continuous Improvement



Content Areas – Adobe AI Assistant output

- Student Support and Engagement
- Academic Excellence
- Accountability and Prioritization
- Faculty and Staff Development
- Community Engagement
- Process Improvement and Technology
- Admissions and Financial Aid Enhancement
- Talent Management and Employee Experience
- Campus Infrastructure and Resources
- Diversity, Equity, and Inclusion



Content Areas - ChatGPT 3.5 output

- **Student-Centered Excellence**

- Prioritizing student success by enhancing support services, streamlining processes, and providing robust academic resources.
- Cultivating a vibrant campus life through diverse programming, student organizations, and inclusive initiatives
- Empowering students through experiential learning opportunities, internships, and research endeavors.

- **Innovation and Collaboration**

- Encouraging innovation in teaching, research, and administration through interdisciplinary collaboration and strategic partnerships.
- Leveraging technology while ensuring accessibility and inclusivity.
- Promoting a culture of continuous improvement through regular assessment, feedback mechanisms, and data-driven decision-making.

- **Community Engagement and Impact**

- Strengthening connections with local and global communities through outreach, partnerships, and service-learning initiatives.
- Engaging alumni, industry leaders, and other stakeholders to support student success, research endeavors, and institutional advancement.

- **Diversity, Equity, and Inclusion**

- Advancing diversity, equity, and inclusion (DEI) efforts across all aspects of the university, including recruitment, curriculum, and campus culture.
- Creating an inclusive environment where all members of the community feel valued, respected, and supported.

- **Continuous Improvement and Excellence**

- Promoting a culture of excellence and accountability through ongoing professional development, mentorship, and recognition programs.
- Emphasizing quality assurance and continuous improvement in all areas of operation, including teaching, research, and administrative processes.
- Setting ambitious goals for academic excellence, student success, and institutional advancement, with regular monitoring and assessment to track progress.

ChatGPT 3.5 ▾



How can I help you today?

Brainstorm incentives
for a customer loyalty program in a small bookstore

Write a letter to future me
reflecting on my mental health

Plan an itinerary
to experience the wildlife in the Australian outback

Brainstorm content ideas
for my new podcast on urban design

Message ChatGPT...



Commonalities

Adobe

- Student Support and Engagement
- Academic Excellence
- Accountability and Prioritization
- Faculty and Staff Development
- Community Engagement
- Process Improvement and Technology
- Admissions and Financial Aid Enhancement
- Talent Management and Employee Experience
- Campus Infrastructure and Resources
- Diversity, Equity, and Inclusion

ChatGPT 3.5

- Student-Centered Excellence
- Innovation and Collaboration
- Community Engagement and Impact
- Diversity, Equity, and Inclusion
- Continuous Improvement and Excellence

Google

- Enhancing the Student Experience
- Fostering a Thriving Community
- Achieving Academic Excellence
- Building a Sustainable Future

AI and Ethical Implications

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AI and selected Ethical Implications

- Replacing or deskilling people
- Legal considerations – undetermined
- Bias
- Privacy and tracking
- Accountability
- Exploitation of Intellectual Property/Copywritten Data
- Plagiarism

Thoughts to ponder??

- AI perpetuating human biases within a society, including historical and current social inequality
- Use of Grammarly, MS Designer (ppt); MS Editor (Word)
- Who owns YOUR data
- Should AIR Ethical Statement be updated/amended

