Prof. Scanlan, ENG1121 (revised)
Essay 2: Creating a PSA with the Help of Generative AI

Introduction:

Question: What is a PSA?

Answer: A PSA is a Public Service Announcement

A PSA is a form of multimodal communication that persuades the audience to act. It is like an advertisement but with no fees attached. PSAs promote federal, state, and local government programs or nonprofit organizations. Iconic PSAs such as "this is your brain, and this is your brain on drugs," from the 1980s or "friends don't let friends drive drunk," often locate a cultural or historical moment. For example, as the COVID-19 pandemic roared, health departments launched public service campaigns and messaging to support vaccination, masking, social distancing, and testing. PSAs are used to encourage people to shift their behaviors. They can be a source of controversy and public debate.

History of public PSAs:
https://posterhouse.org/blog/a-brief-history-of-psas/

PSAs are published for television, video, blogs, digital and print media, radio, billboards, and, of course, social media.

For our Unit 2 project, students are to construct a PSA with the theme of AI. But the theme of AI can be used to say almost anything that interests you, a warning, promote awareness or safety. Your PSA should promote positive social behavior through information and a call to action using clear and concise messaging. Although PSAs often use images, sound, and video, we will use text. Student PSA posters, and all connected work, will be posted on our OpenLab site.

The overall project has three parts:

> Week 1: Background reading Crawford, Biever, Halpern, Kniberg, MLA-CCCC Task Force [Quiz 2]

> Week 2: Brainstorm, title/question, research, building sources and making a reference list [20 points]

> Week 3: Body text, generative AI versions, and adding sources [25 points]

> Week 4: PSA final version, Reflection essay, complete reference page, brief presentation [55 points]

All of these parts will be posted to our OpenLab site under the category: **Student PSA Projects.**

Week 1: October 7, 9
Critical reading, note taking, Quiz 2 (25 points) Halpern, Biever, Lapore, Crawford, MLA-CCCC Task Force, Kniberg

Week 2: October 15, 16
Learning about PSAs and Brainstorming Topics
Skills: critical reading, note taking, idea sharing, brainstorming, APA citations

>   Post the following on your project page by Monday, October 21:
>   • At least five possible topics for your PSA
>   • Two PSAs that you like/appreciate (APA references).
>   • At least five AI related articles posted to your sources section of your project page in APA Style (See the "Student PSA Projects" category on the menu bar). We have already read six articles: Halpern, Biever, Lapore, Crawford, MLA-CCCC Task Force, Kniberg; you <u>can</u> count these as part of the five.
>
>   [20 points]
>
>   *See Appendix 1, below

Week 3: October 21, 23
Writing the Body Text and Practice Using ChatGPT (create new Gmail acct) Skills: critical reading, note taking, writing, genre awareness, APA citations

>   • Three body texts:
>   • Your own 100-200-word paragraph expressing your argument. At the bottom of your poster, include a short reading list of 3-5 sources (see Prof. Scanlan's example). The body text should be derived you're your notes. Your notes, of course, should be derived from your sources. (body text 1)
>   • Body text run through ChatGPT, include prompt (body text 2)
>   • Body text that you received from prompt with additional prompt to make the body text either harder (PhD in sociology level) or easier (for a junior high school student). (body text 3)
>   • 300-word reflection on the differences and similarities between the three versions
>
>   [25 points]
>
>   *See Appendix 2, below

Week 4: October 28, 30
Editing, Revising, and Peer Review. Skills: critical reading, note taking, writing, genre awareness, APA citations

- Work on Title and Key Question
- Peer Review each other's work
- Work on Revising: PSA, References, Essay
- Begin to work on presentation

Week 5: November 4, 6
Peer Review, Final PSA Poster, Final Reflection, And APA References
Skills: critical reading, peer reviewing, editing, reflecting, APA citations

- Post complete PSA with five parts:
    1. Title
    2. Key Question
    3. Body Text—make sure to highlight your additions/changes from initial draft using a different color. See Prof. Scanlan's example
    4. Call to Action
    5. Reading list of 3-5 APA Style citations
- Reflection essay of 400-600 words that addresses these questions:
    - What did you learn?
    - What was the easiest and the hardest part of this project?
    - What would you do if you had another week?
    - How have your views on Generative AI changed during this project?
- Post complete APA References

*********5-minute presentation (worth 10 points) on November 4 and 6**

[55 points for this week (10 points are for the presentation]

* See Appendix 3, below

Appendix 1:

Example: poster title and key question associated with AI:

Title: Don't Give ChatGPT Your Personal Information!

Key Question: Do you know the dangers of giving personal information to Generative AI systems like ChatGPT? Then read further to find out.

Specific questions for getting started on your AI Poster PSA:

1. What is the purpose of your PSA?
2. Who is the intended audience?
3. What are the strengths and weaknesses of the PSA?
4. Does the PSA use emotion, reason, character, or logic?
5. What kind of information is shared? (facts, opinions, data, etc.)
6. What types of sources are used? (scientific, opinion, journalism, history, sociology, etc.)

PSA example:

*Make sure to label each part of your project!

Appendix 2:

Citing ChatGPT

Example:
When prompted with "Is the left brain right brain divide real or a metaphor?" the ChatGPT-generated text indicated that although the two brain hemispheres are somewhat specialized, "the notation that people can be characterized as 'left-brained' or 'right-brained' is considered to be an oversimplification and a popular myth" (Open AI, 2023).

Reference

OpenAI. (2023). ChatGPT (Mar 14 version) [Large language model]. https://chat.openai.com/chat

Let's break that reference down and look at the four elements (author, date, title, and source):

Author: The author of the model is OpenAI.

Date: The date is the year of the version you used. Following the template in Section 10.10, you need to include only the year, not the exact date. The version number provides the specific date information a reader might need.

Title: The name of the model is "ChatGPT," so that serves as the title and is italicized in your reference, as shown in the template. Although OpenAI labels unique iterations (i.e., ChatGPT-3, ChatGPT-4), they are using "ChatGPT" as the general name of the model, with updates identified with version numbers.

The version number is included after the title in parentheses. The format for the version number in ChatGPT references includes the date because that is how OpenAI is labeling the versions. Different large language models or software might use different version numbering; use the version number in the format the author or publisher provides, which may be a numbering system (e.g., Version 2.0) or other methods.

Bracketed Text: used for additional descriptions when they are needed to help a reader understand what's being cited. References for a number of common sources, such as journal articles and books, do not include bracketed descriptions, but things outside of the typical peer-reviewed system often do. In the case of a reference for ChatGPT, provide the descriptor "Large language model" in square brackets. OpenAI describes ChatGPT-4 as a "large multimodal model," so that description may be provided instead if you are using ChatGPT-4. Later versions and software or models from other companies may need different descriptions, based on how the publishers describe the model. The goal of the bracketed text is to briefly describe the kind of model to your reader.

Source: When the publisher name and the author name are the same, do not repeat the publisher name in the source element of the reference, and move directly to the URL. This is the case for ChatGPT. The URL for ChatGPT is https://chat.openai.com/chat. For other models or products for which you may create a reference, use the URL that links as directly as possible to the source (i.e., the page where you can access the model, not the publisher's homepage).

*Make sure to label each part of your project!

Appendix 3:

Finished PSA should include:

1. Title
2. Key Question
3. Body Text
4. Call to Action
5. References (APA Style)

What tools did you use? (These might make for an interesting paragraph in your reflection essay)
Hardware: iPad, cell phone, laptop, desktop
Software: MS Word, WordPress, ChatGPT, Google, Google Docs, Gmail, spell and grammar checkers, school email, readability statistics, other chatbots…

Note: Students may use art, images, video, or sound files, but all digital objects must be Open Source and Open Access (not copyright protected). The best way to address this is to be the creator of the image, video, etc. Students do not have to include anything other than text, and maybe some colors and text boxes. The importance is on learning how to create a PSA and how AI can improve and disimprove.