Activity 4: Research and present: AI tools

# Introduction

Artificial Intelligence (AI) is a tool that has the potential to completely change the way we process and generate content. It receives media interest for both the exciting opportunities it presents as well as the concerning disadvantages to its use.

## Review

Here are three industries that have the potential to use generative AI tools:

* Content creation:
	+ <https://www.entrepreneur.com/science-technology/how-can-companies-use-chatgpt-for-content-marketing/450831>
* Programming:
	+ <https://www.makeuseof.com/chatgpt-programming-practical-uses/>
* Customer service automation:
	+ <https://helpwise.io/blog/how-to-use-chatgpt-for-customer-service>

Create

* For your chosen industry, create a piece of generative AI content that meets one of the following purposes:
	1. A marketing plan for the next year
	2. Promotional text for a magazine article about a product
	3. An advertising image
	4. A code of conduct outline
* Useful links:
	1. Artwork creators:
		1. <https://firefly.adobe.com/>
		2. <https://photoshop.adobe.com/discover>
		3. [www.shutterstock.com/ai-image-generator](http://www.shutterstock.com/ai-image-generator)
	2. Written work generators:
		1. [www.canva.com/magic-write/](http://www.canva.com/magic-write/)
		2. [bard.google.com/](https://bard.google.com/)
		3. [www.bing.com](http://www.bing.com)

Present

You will present your AI generated content to the class.

Tip: Add a reflective note to your course log.