Assignment Title: AI-Generated Product Review and Critique

**Introduction:** Inspired by John Green’s book, and in keeping with the university motto of “A Measure of a Life Is Its Service”, we in the College of Education at Sam Houston State University, aim to inspire students to use the skills, knowledge, and dispositions learned in the classroom and the common reader to engage in thoughts and actions that result in meaningful change. To this end, we present Sammy’s Paw Prints: A scholarship competition that invites you to use *your* Paw Print to effect positive change.

**Objective:** The objective of this assignment is to explore the use of Artificial Intelligence (AI) in generating product reviews and to critically evaluate the quality and authenticity of AI-generated content.

**Format:** The format of each submission to this scholarship contest is determined by the student. Students may choose a photo essay, verbal or written essay, recorded presentation (Prezi, PowerPoint, Camtasia), video, or another format.

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Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Program: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Identify the following aspects of your product:**

Role- Who are you as the creator of this review?

Audience-Who is the intended audience for this review?

Format-In what format is this final review?

Topic-What topic from the book was this review inspired by?

**General Guidelines**

Part 1: AI-Generated Product Review (40 points)

In this part of the assignment, you will use AI to generate a product review for a specific item or service. Follow these steps:

Step 1: Choose a Product or Service

Select a product or service that you have personally used and have knowledge of. It can be anything from a smartphone, a book, a restaurant, a movie, a video game, or any other product or service that interests you. Be sure to also state what part of the book inspired you to review this product.

Step 2: Use AI for Review Generation

Utilize AI-based language models, such as GPT-3.5 (like ChatGPT), to generate a product review. You can use online AI text generators or APIs to assist you. The review should be approximately 300-500 words in length and should include the following:

- An introduction to the product or service.

- Key features or characteristics of the product or service.

- Your opinion on its strengths and weaknesses.

- A rating on a five-star scale (1 star being the lowest and 5 stars being the highest).

Part 2: Critique of AI-Generated Review (60 points)

In this part of the assignment, you will critically evaluate the AI-generated product review you created in Part 1. Assess the review for authenticity, coherence, and overall quality. Follow these steps:

Step 1: Authenticity Assessment (20 points)

- Analyze the review for signs that it was generated by AI. Look for any errors or inconsistencies that might give it away.

- Comment on whether the review appears to be genuinely written by a human or if there are clear indicators of machine generation.

Step 2: Coherence and Clarity (20 points)

- Evaluate the coherence and clarity of the review. Does it flow logically, and are the ideas expressed clearly?

- Identify any parts of the review that may seem disjointed or confusing.

Step 3: Content Quality (20 points)

- Assess the quality of the review content. Is it informative, relevant, and engaging?

- Consider whether the review provides valuable insights for potential consumers.

Step 4: Submission

Submit your critique of the AI-generated product review, including your analysis of its authenticity, coherence, clarity, and content quality.

**Grading Rubric:**

*Part 1 (AI-Generated Review):*

- Completeness and relevance: 10 points

- Clarity and coherence: 10 points

- Use of AI tools: 10 points

- Overall quality of review: 10 points

*Part 2 (Critique):*

- Authenticity assessment: 20 points

- Coherence and clarity: 20 points

- Content quality: 20 points

**Submission Guidelines:**

- Submit your AI-generated product review and critique labeled as separate sections to Dr. Abbie Strunc’s office, TEC 713 by the due date listed below.

- Use proper formatting, grammar, and citations where necessary.

- Ensure that your work is original and properly cited if you reference external sources.

Due Date: November 17, 2023, 5:00 pm.

Note: Plagiarism or any form of academic dishonesty will result in submission rejection. Make sure that your work is original and properly cited if you use external sources.

This assignment will help you explore the capabilities and limitations of AI in generating content and enhance your critical evaluation skills. Have fun with it, and feel free to discuss any challenges or insights you encounter during the process!

This activity was created using ChatGPT on September 19, 2023, by Drs. Wentworth and Nickson with minor edits. Additional edits were made by Dr. Alma Contreras-Vanegas.

Awards First $1500

 Honorable Mention: $1000

All entries become the property of COE and can be used and disseminated for a variety of purposes.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_