

Social Media Toolkit - Welcome!

Thank you for supporting the "Generative AI Teach-Out."

In this toolkit, you will find messaging from the "Generative AI Teach-Out" landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Teach-Out Description

This Teach-Out introduces learners to artificial intelligence (AI) and explains how large language models and generative AI tools, like ChatGPT, work. Explore the ethical use of artificial intelligence, the implications of authorship, and how these tools might be utilized and regulated moving forward.

Generative AI has developed rapidly over the last year and there is growing demand for a variety of AI tools, such as chatbots and visual media generators. For instance, ChatGPT launched in November 2022 in an effort to enhance natural language processing tasks like translation, text summarization, and text generation. Within five days of release, ChatGPT crossed 1 million users. By the two-month mark, it surpassed 100 million users.

Concerns regarding the ethical implications of generative AI's usage are emerging, particularly in business and education. This Teach-Out brings together University of Michigan experts on communication technology, the economy, artificial intelligence, natural language processing, healthcare delivery, architecture, and law to discuss the impacts of generative AI now and into the future.

Course Image



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Social Media Toolkit - Media Assets

Social Image



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Video Files

What is Generative AI?



Joyce Chai, on what Generative AI is and how models are able to generate new content based on textual input.

YouTube Link: <https://www.youtube.com/watch?v=RyHx4utbkSY>



"What enables this Generative AI is the recent advances in foundation models such as large language models (ChatGPT) and models that generate language such as DALL-E."

Joyce Chai, Professor of Electrical Engineering and Computer Science,

Joyce Chai Quote Card

Deep fakes and how we can respond



Kentaro Toyama, on what Deep Fakes are and what are the best response methods with them.

YouTube Link: <https://www.youtube.com/watch?v=Tfbra6JQnWI>



"What makes deep fakes fundamentally different is how easy that technology is becoming for anybody to generate fake images, fake video, and fake audio."

Kentaro Toyama, Professor of Information, School of Information

Kentaro Toyama Quote Card

Click on the thumbnails to download the image.

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Short URL: <https://myumi.ch/ezxmz>

Recommended Hashtags:

#ai **#aitechnology**
#generativeai **#artificialintelligence**
#ChatGPT

Generative AI is capable of generating new and creative outputs in a variety of content such as images, video, text, and speech. Join Professor Joyce Chai from @UMichECE in our latest Teach-Out to learn about the past, present and future of Generative AI. Learn more at <https://myumi.ch/ezxmz>

Recommended Content: Video: Joyce Chai

Deepfakes have been labeled as the 21st century's latest evolution of Photoshopping. Learn more about them, and how to be cautious of such a dynamic tool in the "Generative AI Teach-Out." Get started at <https://myumi.ch/ezxmz>

Recommended Content: Video: Kentaro Toyama

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Short URL: <https://myumi.ch/ezxmz>

Our latest Teach-Out on Generative AI is now available for learners! Learn more about Generative AI and the application of these tools while you still have time. Start learning at <https://myumi.ch/ezxmz>

Recommended Content: Social Images

What is Generative AI? What are its benefits? How will it impact education, society, and the economy? Find the answers to these questions and more in our new “Generative AI Teach-Out.” Join the discussion at <https://myumi.ch/ezxmz>

Recommended Content: Video: Joyce Chai

If you're frightened by deep fakes, you're not alone. Deep fakes is a big concern simply because of the negative consequences of the misuse of them. Find out how to use them ethically in the new Teach-Out from Michigan Online. Join the conversation at <https://myumi.ch/ezxmz>

Recommended Content: Quote Card: Kentaro Toyama

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