



# Forks Up for the Future: How AI is Changing Our World



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# ASU Charter

ASU is a comprehensive **public research university**, measured not by whom it excludes, but by **whom it includes** and **how they succeed**; advancing **research and discovery** of public value; and assuming **fundamental responsibility** for the economic, social, cultural and overall health of the **communities it serves**.

# ASU at a glance

## 181,000

Unique students enrolled at ASU across all sessions of fall 2023, spring 2024 and summer 2024

## 41,000

New students - for fall 2024 - first-year, transfer and graduate

## 1 in 4

New students in fall 2024

## 17,000

Incoming, first-year students

## 9,000

New first-year students from Arizona; a new university record

### Innovation is in our DNA

For the **tenth** year in a row, ASU is No. 1 in innovation among American universities, ahead of Stanford, MIT and Caltech, in the annual “Best Colleges” 2024 rankings by U.S. News & World Report.

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1 in 3 enrolled at ASU are first-gen college students.

### Top majors for incoming first-year students

- Business
- Computer science
- Mechanical engineering
- Applied biological sciences
- Forensic science
- Aerospace engineering
- Community health

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More than 16,000 veteran and military-affiliated students enrolled for fall 2023, a university record.





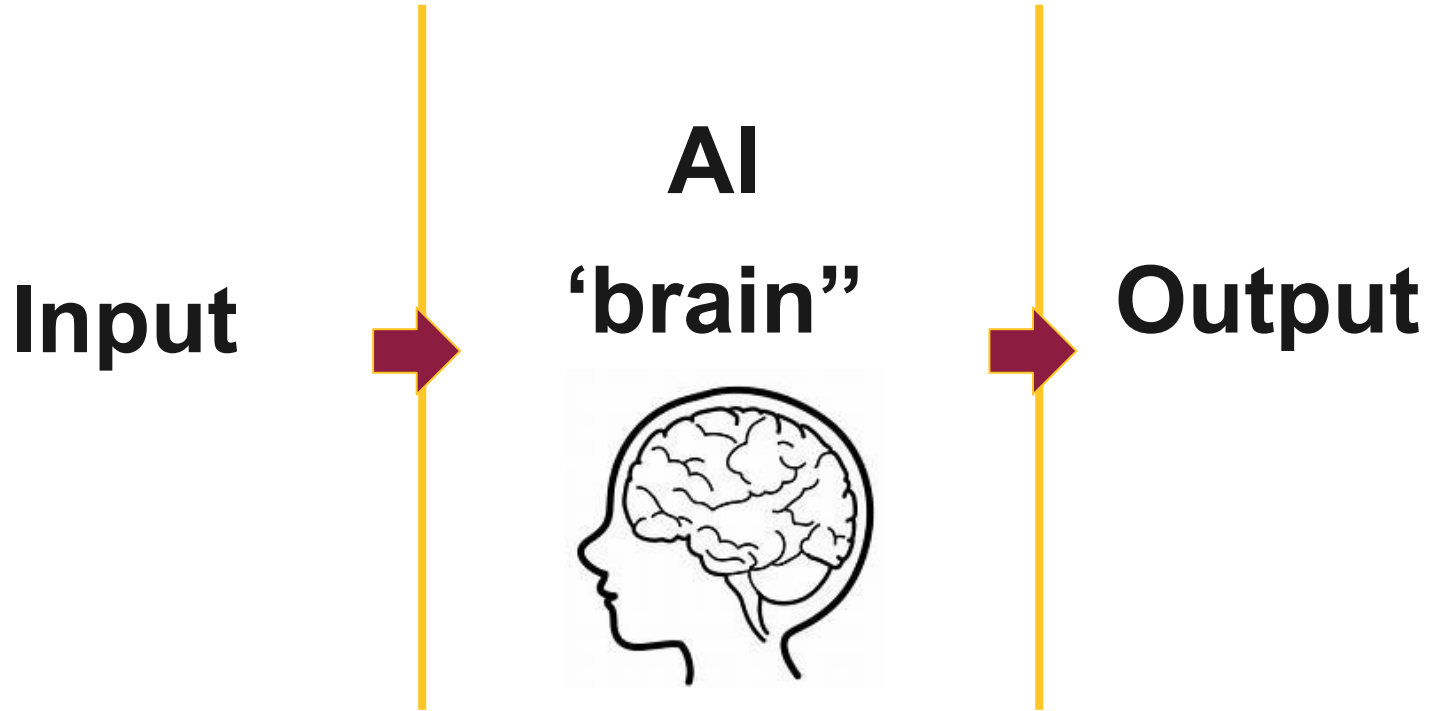


**What is generative artificial intelligence (AI)?**

**Artificial Intelligence (AI)** refers to machines designed to perform specific tasks that typically require human intelligence, such as recognizing speech, solving problems, or playing chess.

We've been using AI for **more than a decade**:  
Siri/Alexa, autocomplete, spell check, Google translate,  
Netflix and Amazon recommendations.

# AI is like teaching a computer to think and learn so it can help with everyday tasks.



# ASU AI guiding tenets



**Principled Innovation<sup>®</sup>**



**Shaping tomorrow's  
innovations**



**Empowering creativity**



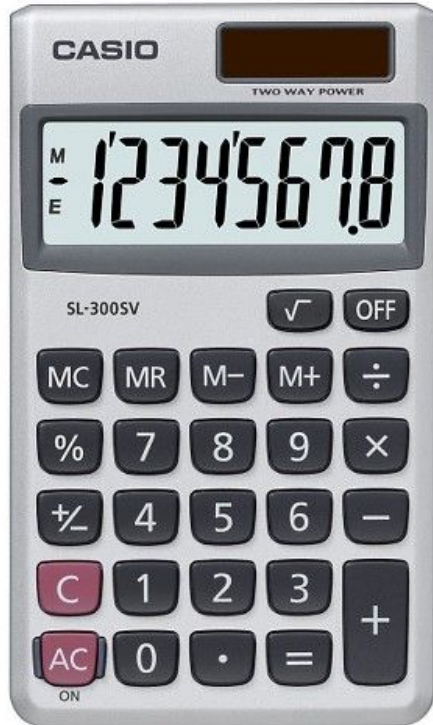
**Helping our community  
keep pace responsibly**



**Accessible tech for all**



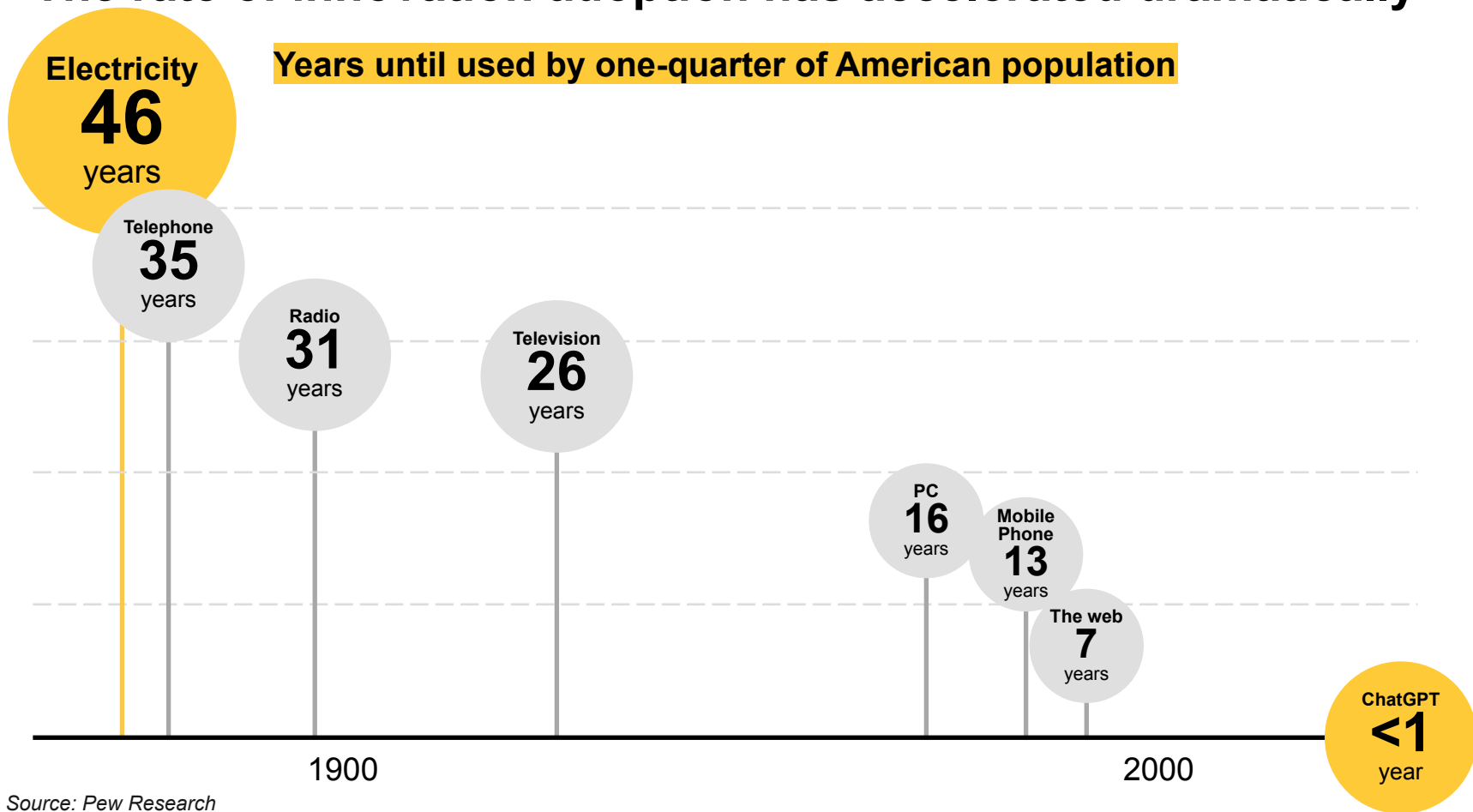
# Adopting AI - a “calculated” risk



*"I have yet to be convinced that handing them a machine and teaching them how to push the button is the right approach. What do they do when the battery runs out?"*  
-Math Teacher in 1975

# The rate of innovation adoption has accelerated dramatically

Years until used by one-quarter of American population



Source: Pew Research

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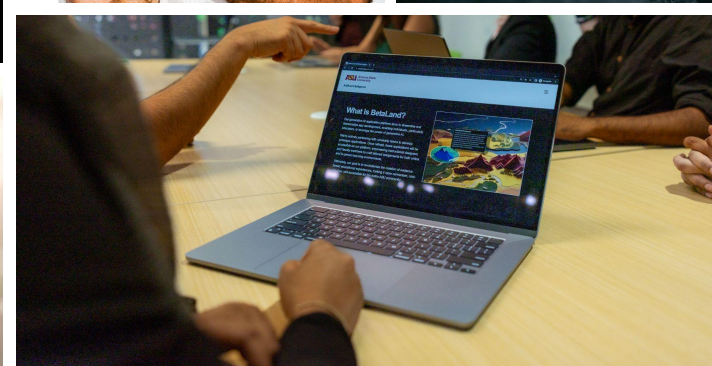
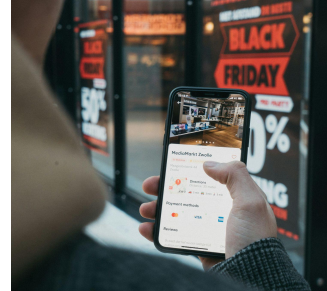
“AI is poised to **transform every aspect of our lives**, from healthcare to education, and it's crucial we guide its development with a focus on ethical considerations and societal benefit.”

– President Michael Crow



# **AI in our everyday lives**





The background of the slide features a repeating geometric pattern of interconnected dots and lines, resembling a network or molecular structure, in a light gray color. A solid yellow horizontal band runs across the middle of the slide, serving as a background for the title text.

# **AI and healthcare**

# How AI is transforming healthcare for a healthier, longer life

- **Personalized medicine**
- **Remote monitoring**
- **Virtual health assistants**
- **Chronic condition prevention**

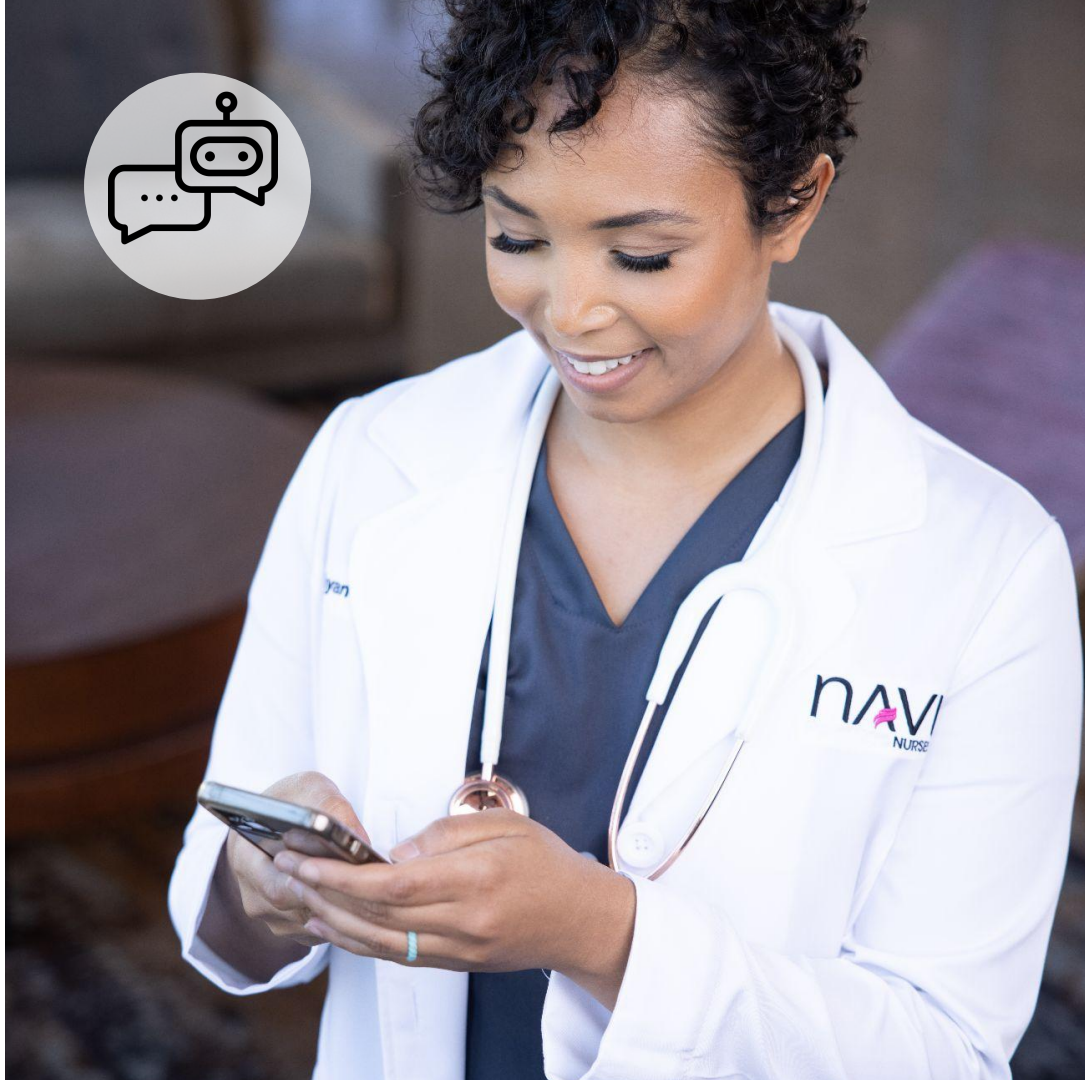
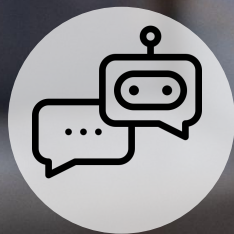




# Meet Sam, an AI-powered bot for health sciences

Arizona State University introduced "Sam," an AI-powered chatbot, to help health sciences students practice motivational interviewing, simulating patient interactions for behavior change scenarios like quitting smoking. The AI provided students with varied and realistic conversational pathways, as well as immediate feedback, which enhanced their learning experience and offered new possibilities for AI integration in education.

Read more at [tech.asu.edu/stories](https://tech.asu.edu/stories).





The background of the slide features a repeating pattern of a network or mesh. It consists of numerous small, light gray dots connected by thin, light gray lines, creating a complex, interconnected web-like structure. This pattern covers the top and bottom portions of the slide, framing a central yellow band.

# **AI and financial security**

# How AI improves financial management

- **AI-powered financial tools**
- **Fraud detection systems**
- **Personalized financial planning**





# **AI and social connections**

# How AI strengthens social connections

- Enhanced social platforms
- Discovering local and online events and groups
- Immersive social experiences with AI and virtual reality (VR) for social engagement







# **AI and bridging the digital divide**

# How AI makes technology easier and accessible

- User-friendly AI tools
- Voice-activated assistance
- Devices tailored for older adults





# Students practice language skills with AI-powered Language Buddy

German 101 students at Arizona State University used a custom AI tool called "**Language Buddy**" to practice speaking skills asynchronously, which provided immediate feedback and flexible learning opportunities. Despite initial reservations, the tool received positive feedback from students, with plans to expand its capabilities for more personalized language learning.

Read more at [tech.asu.edu/stories](https://tech.asu.edu/stories).



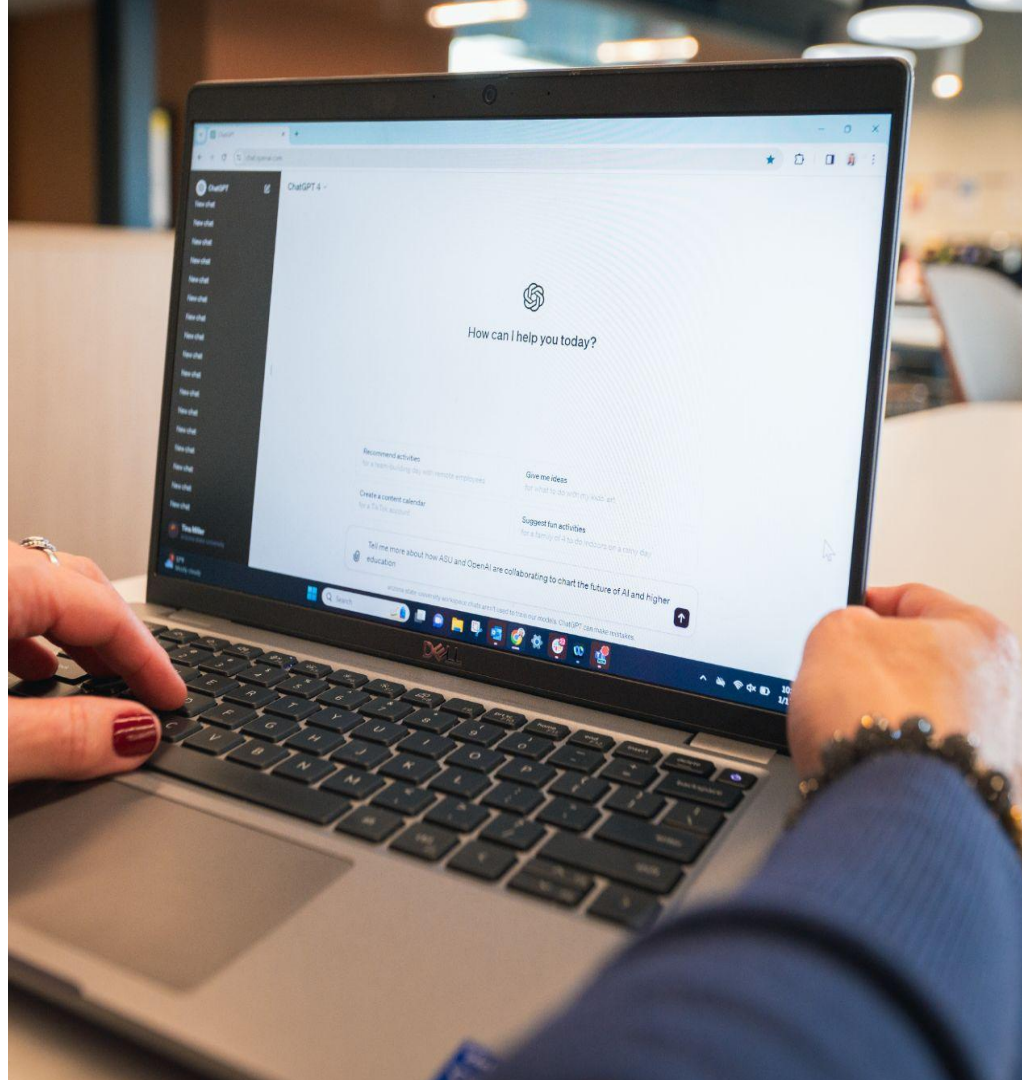


# **Navigating the digital revolution in higher education:ASU<>OpenAI case study**

# ASU's collaboration with OpenAI charts the future of AI

In January 2024, ASU made global headlines as the **first university to collaborate with OpenAI**.

The collaboration brings the advanced capabilities of ChatGPT Edu into higher education, setting a new precedent for how universities enhance academic, research and work environments.







YouTube link:

<https://www.youtube.com/watch?v=ZL9C1B46nIY>



# AI Innovation Challenge areas of impact

- Support teaching and learning
- Advance research with societal impact
- Enhance the future of work

[ai.asu.edu/AI-Innovation-Challenge](https://ai.asu.edu/AI-Innovation-Challenge)



# AI Innovation Challenge overview

**550+**

proposals submitted

**3**

semesters and  
counting

**220**

projects activated

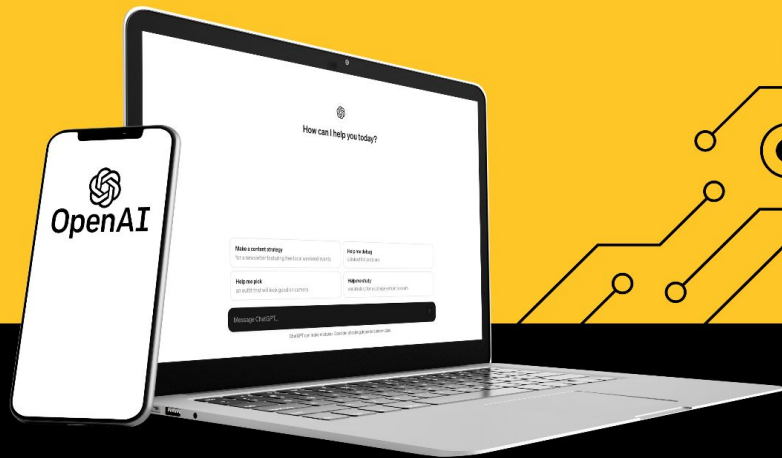
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## A focus on impact

Support teaching and learning

Advance research

Enhance the future of work





# By the numbers

Launched on February 1, 2024, the AI Innovation Challenge has been offered across three semesters — with projects currently underway for fall 2024.

**Spring 2024**

**105**

**projects activated**

**175+**

**proposals submitted**

**Summer 2024**

**114**

**projects activated**

**200**

**proposals submitted**

**Fall 2024**

**120**

**projects activated**

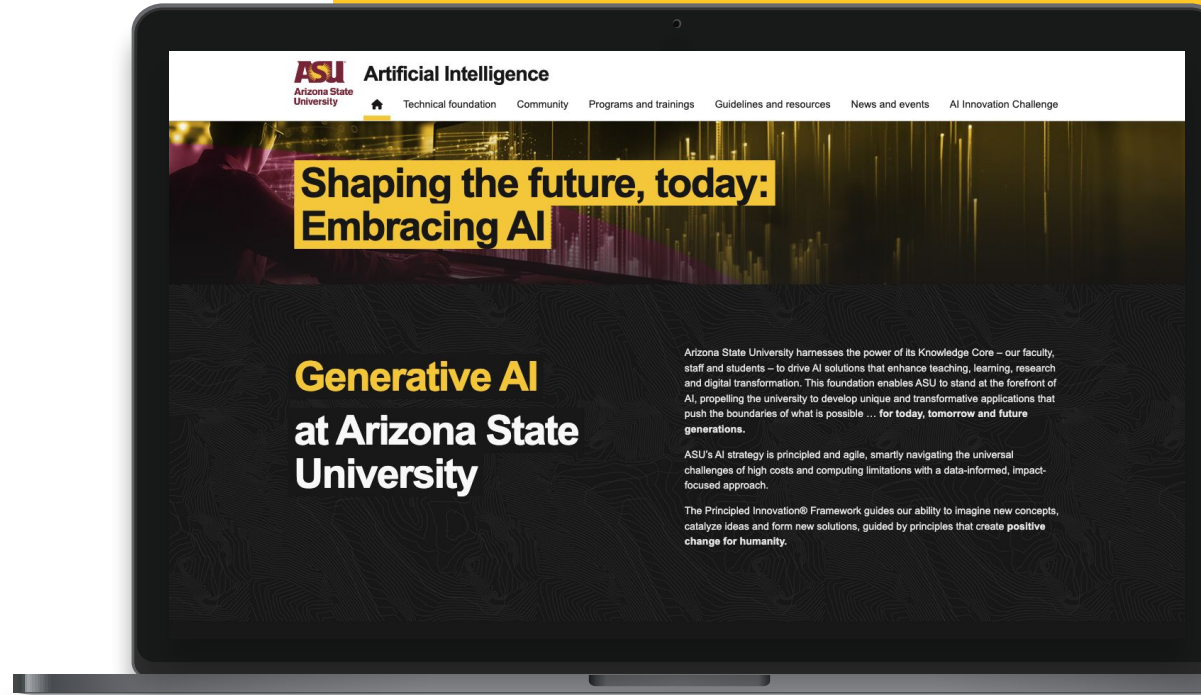
**155+**

**proposals submitted**



# AI at ASU

- Average 1000 new and unique visitors/week
- 75,000+ new and unique visitors since launch in late 2023
- <https://ai.asu.edu>





**Let's try genAI!**

**Generative AI** is a type of artificial intelligence that can create new content, such as text, images, audio, video, code, or ideas, based on patterns in the data it's trained on.

Humans interact with GenAI using **prompts**.

**ChatGPT** (chat-based generative pre-trained transformer) is a chatbot example of a GenAI tool.

# What ChatGPT can do for you

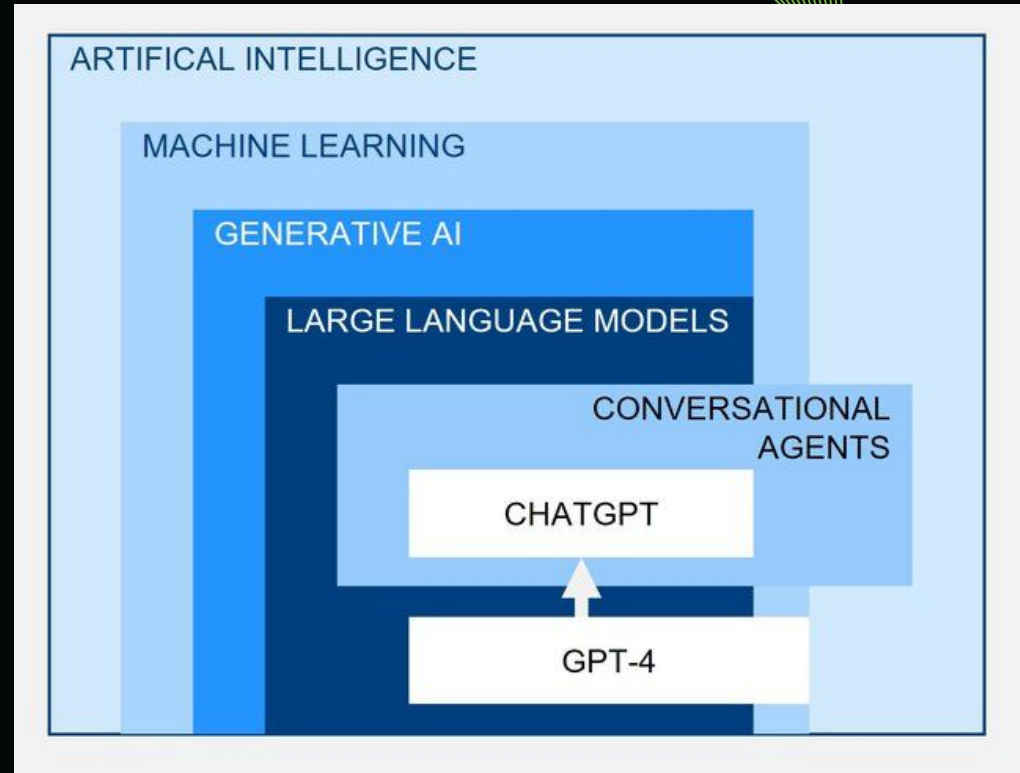
<b>Book and movie reviews</b>	<b>Creative writing</b>	<b>Current events</b>	<b>Entertainment</b>
<b>Event planning</b>	<b>Exercise ideas</b>	<b>Financial literacy</b>	<b>Gardening tips</b>
<b>Genealogy and family history</b>	<b>Health information</b>	<b>Home improvement</b>	<b>Language learning</b>
<b>Learning new skills and/or hobbies</b>	<b>Personal development</b>	<b>Recipe suggestions</b>	<b>Recommendations and reviews</b>
<b>Social media help</b>	<b>Time management</b>	<b>Travel planning</b>	<b>Writing assistance</b>



# What is a Large Language Model (LLM)?

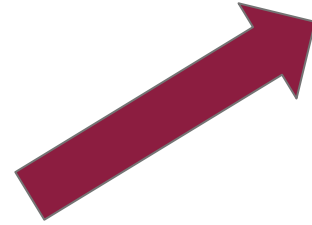
Google Blog definition:

“Large language models (LLMs) are one type of generative AI since they generate novel combinations of text in the form of natural-sounding language.”



# How to download ChatGPT

1. Open the App Store (iPhone) or Google Play Store (Android).
2. Tap the search bar and type “ChatGPT” or “OpenAI ChatGPT.”
3. Look for the official ChatGPT app by OpenAI.
4. Tap “download” or “install” and wait for it to load.
5. Open the app and sign in or create an account.
6. Start “chatting” with ChatGPT by asking questions, also known as “prompting.”
7. ***Congratulations!*** Now you know how to use genAI!



# Download ChatGPT with QR code



# How to get the best answers from AI

## Tips for prompting

- ✓ **Be specific** – Instead of "Tell me about history," try "Tell me about the causes of the American Revolution in simple terms."
- ✓ **Give context** – Instead of "Help me with my phone," try "How do I set up voicemail on my iPhone?"
- ✓ **Ask for step-by-step instructions** – Try "Explain how to make a Facebook post, step by step."
- ✓ **Refine your prompt** – If the answer isn't quite right, ask "Can you simplify that?" or "Give me a shorter response."
- ✓ **Use AI for fun and learning** – Ask "Tell me a joke," "Recommend a book," or "Teach me an easy yoga stretch."



*Think of AI as a conversation with a friend.*

*The clearer and more thoughtful your question, the better the response!*

# An exercise in prompting - #1

## Healthcare Use Case: Managing medications and understanding a health condition

### 1. Start with a Basic Prompt:

*"Explain hypertension in simple terms."*

### 2. Refine the Prompt:

*"Explain hypertension in simple terms for a senior citizen and include lifestyle changes that can help manage it."*

### 3. Make it Personal:

*"Can you provide a weekly meal plan for someone with hypertension, focusing on low-sodium and heart-healthy foods?"*

### 4. Add More Specificity:

*"Can you create a shopping list based on the weekly meal plan suggestions?"*



# An exercise in prompting - #2

## Travel Use Case: Planning a family trip to Hawaii

1. **Start with a Basic Prompt:**

*"Plan a trip to Hawaii."*

2. **Refine the Prompt:**

*"Plan a 5-day trip to Oahu, Hawaii, for a senior couple, focusing on relaxation and cultural activities."*

3. **Make it Detailed:**

*"Include daily activities, travel times between destinations, and recommendations for senior-friendly restaurants."*

4. **Add Personal Preferences:**

*"Add a list of accessible attractions and local markets to visit, as well as one day dedicated to a guided tour."*



# **True or false: The AI reality check**

# Common signs of AI-generated images

- **Hands and fingers:** AI struggles with correct finger placement (extra or missing fingers).
- **Eyes and facial symmetry:** Often too perfect or asymmetrically distorted.
- **Background artifacts:** AI can create strange distortions in background details.
- **Texture and lighting issues:** Artificial-looking skin, overly smooth or inconsistent lighting.
- **Inconsistent text and logos:** AI cannot generate readable text well in images.

# **Real-world implications – why this matters**

- **Scams and financial fraud**
- **Political and social manipulation**
- **Fake health and medical information**
- **Emotional exploitation and predatory advertising**
- **Deception in personal relationships**
- **Privacy and data security risks**

**True or false?**





**True or false?**



**True or false?**





**True or false?**



# True or false?





# True or false?







# **Safety and ethical use**

# Safety and responsible use of genAI



1. Never input **personal or sensitive data** or intellectual property.
2. **Always fact check.** Even Chat GPT has its off days.
3. Most free versions of public GenAI tools offer **no data privacy protection.**
4. Activate **multi-factor authentication** to enhance security. (*See your system setting to enable, then link your phone number or email. Next, follow the directions to complete set up.*)
5. **Ask a trusted friend or family member** to verify questionable images before acting on them.

# AI resources



## Books

**“Co-intelligence: Living and Working with AI”** by Ethan Mollick

**“The Age of AI: And Our Human Future”** by Henry A Kissinger, et. al.

**“Generative AI for Beginners Made Easy: Master Artificial Intelligence and Machine Learning Fundamentals, Learn Creative AI, and Enhance Your Skills”** by Modernmind Publications



## Newsletters

**“The Future of Being Human”** by ASU professor Andrew Maynard

**“One useful Thing”** by Ethan Mollick

**“The rundown AI”** by Hubspot



## Podcasts

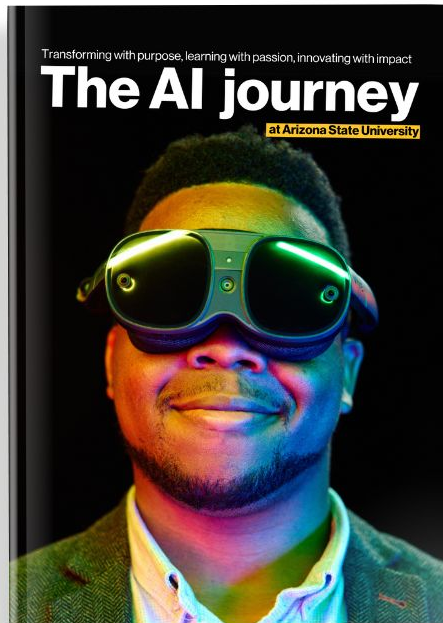
**“Hard Fork”** - Hosted by New York Times with Kevin Roose and Casey Newton

**“The Artificial Intelligence Show”** - Hosted by Paul Roetzer and Mike Kaput

**“The AI Breakdown”** - Hosted by Nathaniel Whittemore

**“TED Tech”** by TED Audio Collective

# ASU AI leadership

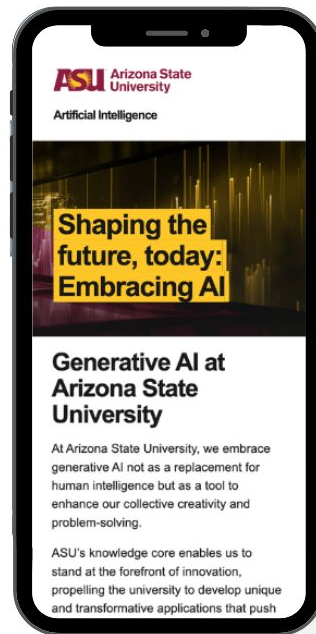


Transforming with purpose,  
learning with passion and  
innovating with impact

Available online

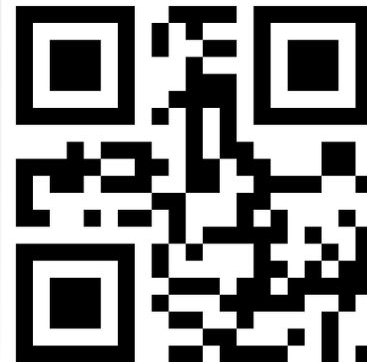


[View our  
AI Journey](#)



Shaping the future,  
today: Embracing AI

**ai.asu.edu**



[Visit the AI  
website](#)

**Thank you!**



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**QUESTIONS?**



