ITHAKA S+R

Keeping up with Generative AI Products for Higher Education

Ithaka S+R's Product Tracker

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AGENDA

1. Our generative AI cohort project
2. Product tracker overview
3. Trends in product landscape

Making AI *Generative* for Higher Education

Ithaka S+R has brought together a cohort of 19 universities in the US and Canada to collectively assess how generative AI is affecting the teaching, learning, and research missions of educational institutions.

Key project components:

- **Iterative research** to provide up-to-date data about best practices, policies, and products.
- **Qualitative inquiry** into emerging norms, practices, and support needs across a range of disciplines.
- **Consulting and co-learning** to develop responsive policies and resources.
- **Publishing findings** for wider higher education community.

Assessing Usage, Perceptions, and Needs

Sample Methodologies

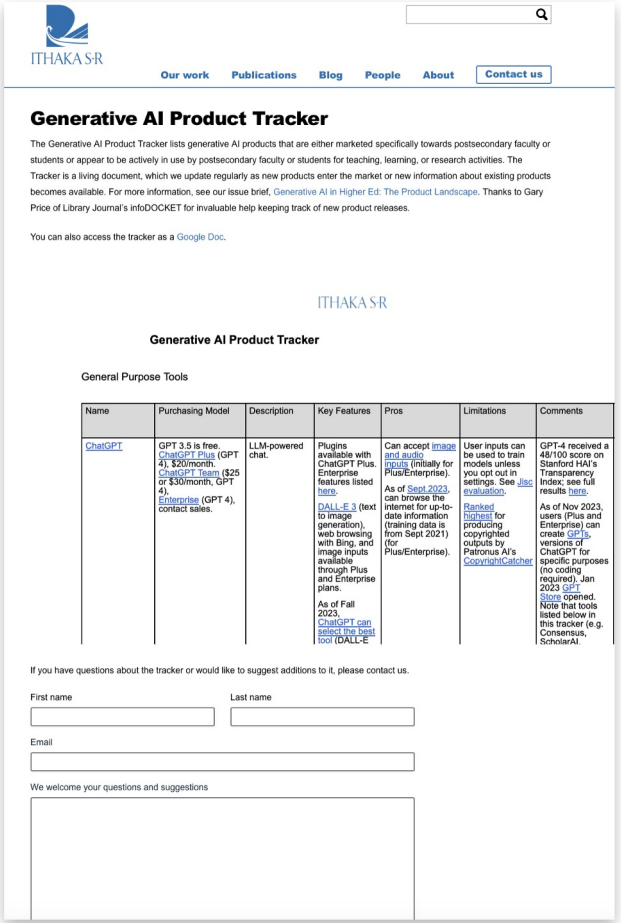
- Surveys, focus groups, community dialogues, informal conversations with key stakeholders on campus…

Findings

- Widespread variance in degree of familiarity with GenAI
- Widespread desire for resources
- Urgent need for AI literacy
- General purpose tools being used more often discipline-specific ones

GenAI Product Tracker

- Lists generative AI products that are:
  - marketed towards postsecondary faculty or students
  - appear to be actively in use by postsecondary faculty or students for teaching, learning, or research activities.
- Regularly updated by S+R
- Audiences:
  - End users: instructors, researchers, students
  - Decision-makers: university CIOs, IT departments



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Generative AI Product Tracker

The Generative AI Product Tracker lists generative AI products that are either marketed specifically towards postsecondary faculty or students or appear to be actively in use by postsecondary faculty or students for teaching, learning, or research activities. The Tracker is a living document, which we update regularly as new products enter the market or new information about existing products becomes available. For more information, see our issue brief, Generative AI in Higher Ed: The Product Landscape. Thanks to Gary Price of Library Journal's infoDOCKET for invaluable help keeping track of new product releases.

You can also access the tracker as a Google Doc.

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Generative AI Product Tracker

General Purpose Tools

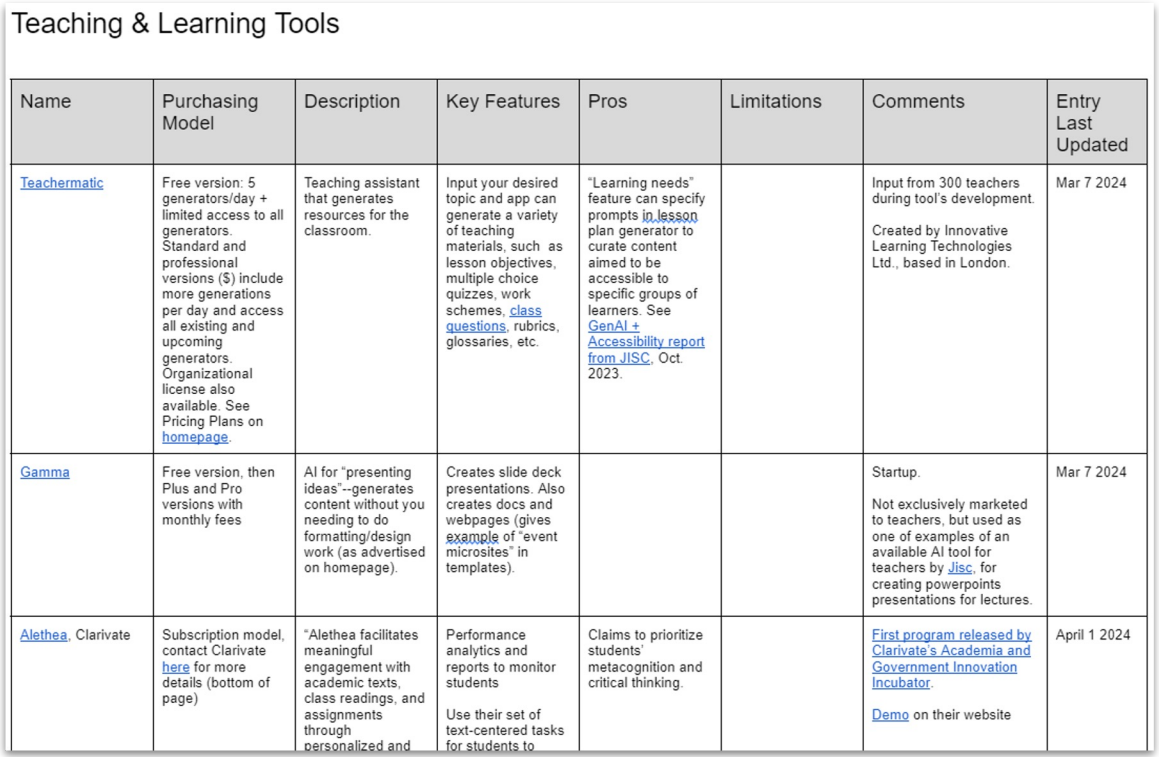
Name	Purchasing Model	Description	Key Features	Pros	Limitations	Comments
ChatGPT	GPT 3.5 is free. ChatGPT Plus (GPT 4), $20/month. ChatGPT Team ($25 or $30/month, GPT 4), Enterprise (GPT 4), contact sales.	LLM-powered chat.	Plugins available with ChatGPT Plus. Enterprise features listed here. DALL-E 3 (text to image generation), web browsing with Bing, and image inputs available through Plus and Enterprise plans. As of Fall 2023, ChatGPT can select the best tool (DALL-E	Can accept image and audio inputs (initially for Plus/Enterprise). As of Sept 2023, can browse the internet for up-to-date information (training data is from Sept 2021) (for Plus/Enterprise).	User inputs can be used to train models unless you opt out in settings. See Jisc evaluation. Ranked highest for producing copyrighted outputs by Patronus AI's CopyrightCatcher	GPT-4 received a 48/100 score on Stanford HAI's Transparency Index; see full results here. As of Nov 2023, users (Plus and Enterprise) can create GPTs, versions of ChatGPT for specific purposes (no coding required). Jan 2023 GPT Store opened. Note that tools listed below in this tracker (e.g. Consensus, ScholarAI,

If you have questions about the tracker or would like to suggest additions to it, please contact us.

First name | Last name

Email

We welcome your questions and suggestions



Teaching & Learning Tools

Name	Purchasing Model	Description	Key Features	Pros	Limitations	Comments	Entry Last Updated
Teachermatic	Free version: 5 generators/day + limited access to all generators. Standard and professional versions ($) include more generations per day and access all existing and upcoming generators. Organizational license also available. See Pricing Plans on homepage.	Teaching assistant that generates resources for the classroom.	Input your desired topic and app can generate a variety of teaching materials, such as lesson objectives, multiple choice quizzes, work schemes, class questions, rubrics, glossaries, etc.	"Learning needs" feature can specify prompts in lesson plan generator to curate content aimed to be accessible to specific groups of learners. See GenAI + Accessibility report from JISC, Oct. 2023.		Input from 300 teachers during tool's development. Created by Innovative Learning Technologies Ltd., based in London.	Mar 7 2024
Gamma	Free version, then Plus and Pro versions with monthly fees	AI for "presenting ideas"--generates content without you needing to do formatting/design work (as advertised on homepage).	Creates slide deck presentations. Also creates docs and webpages (gives example of "event microsites" in templates).			Startup. Not exclusively marketed to teachers, but used as one of examples of an available AI tool for teachers by Jisc, for creating powerpoints presentations for lectures.	Mar 7 2024
Alethea, Clarivate	Subscription model, contact Clarivate here for more details (bottom of page)	"Alethea facilitates meaningful engagement with academic texts, class readings, and assignments through personalized and	Performance analytics and reports to monitor students Use their set of text-centered tasks for students to	Claims to prioritize students' metacognition and critical thinking.		First program released by Clarivate's Academia and Government Innovation Incubator. Demo on their website	April 1 2024

Product Tracker Features

- Categorization (e.g. discovery, coding, general purpose…)
- Basic description
- Pricing model
- Key features
- Limitations
- Other key background information on LLM, vendor, datasets

Typology of Products: Discovery

Key Features

- Efficient identification of relevant content
- Conversational search experience
- Citing and linking to sources in generated responses.

Examples

- Keenious
- Research Rabbit

Typology of Products: Understanding

Key Features

- Summarize, synthesize, query relevant material
- Upload and query already identified materials
- Enhance learning workflows
- Translation

Examples

- JSTOR GenAI Assistant, Scopus AI, Dimensions AI Assistant, ProQuest Research Assistant
- Consensus, Elicit
- ChatPDF, Scholarcy, Explainpaper
- Kortext Premium, Clarivate's Alethea

Typology of Products: Creation

Key Features

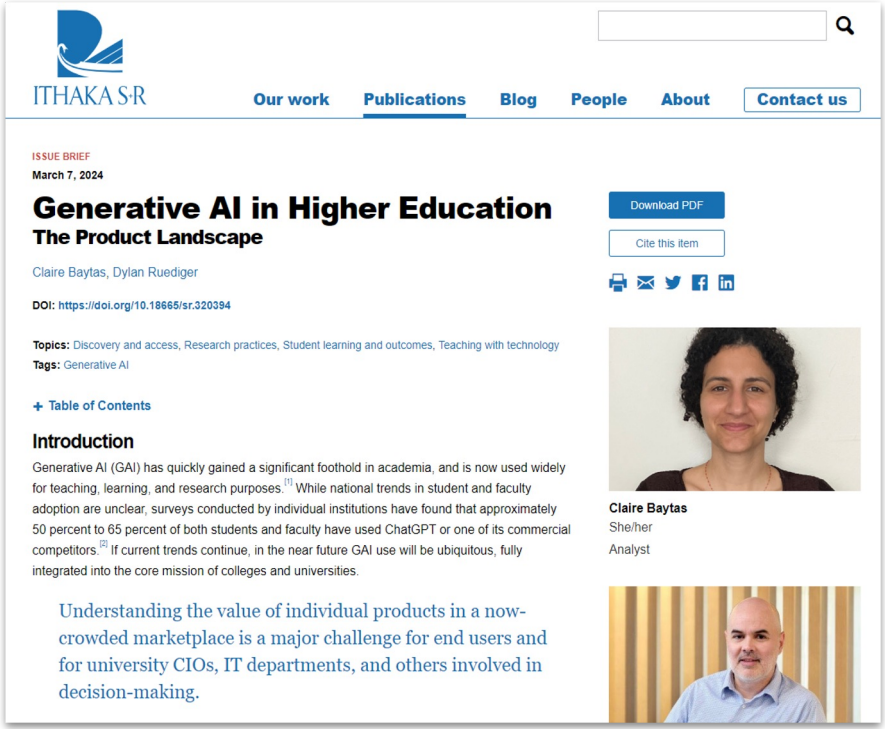
- Primary function for instructors, researchers, and students is to generate content: text, code, images
- Simplify moving from unformed ideas to polished writing
- Facilitate production of academic writing and publication readiness
- Generate teaching materials

Examples

- Grammarly, Jenni, Quillbot
- Springer Nature's Curie, Digital Science's Writefull
- DALL-E, Adobe Firefly
- Code Llama, Github Copilot
- AI Design Assistant for Blackboard, Teachermatic

Product Landscape: Current Trends

- Consolidation among existing products is likely
- Tools embedded in larger platforms (learning management systems, etc.) may have an advantage: reaching more users, combining otherwise separate tools
- OpenAI dominance



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Thank you!

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