

AI in University Communication: Balancing Efficiency and Ethical Concerns

Transmedia Campaign, ISSBS, Slovenia

1 Introduction to Transmedia Campaigns

A transmedia campaign is a type of storytelling that uses multiple platforms to tell a story. It is a way to reach a wider audience and create a more immersive experience for the audience. Transmedia campaigns can be used for various purposes, such as to promote a product, raise awareness of a social issue, or tell a story. They are a powerful tool that can reach a large audience and create a lasting impact.

Transmedia campaigns can use various platforms, such as movies, TV shows, video games, websites, social media, and comic books. The goal is to create an interconnected story across all these platforms so the audience can experience it differently and from different perspectives.

Transmedia campaigns have become increasingly popular in recent years as they allow for more creative and innovative storytelling. They are also an excellent way to reach a younger audience, which is more likely to consume media across multiple platforms. The Harry Potter franchise is an example of a transmedia campaign, which includes books, movies, video games, and other media.

2 Learning Outcomes of Transmedia Campaigns

To make our campaign most beneficial, the learners are encouraged to try and achieve the following activities and resulting outcomes:

- *Explore* the different types of content available in the campaign, such as videos, podcasts, articles, posts and reposts on social media, blog posts, and infographics, to find the most engaging and informative items.
- *Actively engage with the content* by paying attention to details, asking questions, and reflecting on learning.
- *Reflect on what one has learned after each piece of content, and consider how it applies* to the experiences and perspectives.
- *Ask critical questions* and analyse the material for biases and multiple viewpoints.
- *Look for connections* between different content elements to deepen understanding of the topic and see how it fits into the bigger picture.
- *Consider how they can use* what they have learned in their studies or personal lives. Are there any ways to apply the topic's contents to one's own work or research?



- *Look for extra resources*, such as books, articles, and websites, to explore the campaign topic further.

By achieving these learning goals, the learners will comprehensively understand the campaign's topic and how it impacts communication within universities and between universities and society.

3 AI in University Communication: Balancing Efficiency and Ethical Concerns

3.1 The contents of the Transmedia Campaign

This transmedia campaign explores the dynamic intersection of artificial intelligence (AI) and higher education. In an era where technology is reshaping learning and operating, the campaign aims to introduce the multifaceted world of AI in education through engaging multimedia content.

AI is already transforming the higher education landscape from the classroom to the research lab. AI-powered tools and technologies are helping students learn more effectively, enabling instructors to personalise teaching and supporting researchers in their ground-breaking work.

Through various engaging multimedia content, including texts, videos, podcasts, and specific experiences, this transmedia campaign will provide a comprehensive understanding of AI in higher education. One can learn about the latest research, discover innovative applications of AI in the classroom, and hear from experts in the field. This transmedia campaign on AI in higher education explores AI's impact on higher education through a variety of resources, including:

- *Videos*: The campaign showcases the benefits of incorporating AI in education, from enhanced efficiency to personalised communication. The videos also address ethical concerns in this transformative landscape. In addition, a video is also available with a panel discussion where experts will explore the dynamic landscape of AI in higher education, touching on topics like AI's role in student success, its ethical considerations, and the delicate balance between technology and human connection in the faculty-student relationship.
- *Podcasts*: The campaign offers a unique perspective on AI in higher education through a Strengths-Weaknesses-Opportunities-Threats analysis presented through the lens of ChatGPT. The podcasts will also delve into how students use AI in their academic journeys and how AI can streamline the academic publishing process while raising concerns about quality, bias, and potential job displacement. In addition, the podcasts feature an interview with a Slovenian journalist and digital technology researcher who will delve into the dilemmas posed by the rise of AI and its impact on education, work, and our daily lives.



- **Text:** The campaign includes a collection of concise readings that tackle essential issues in the realm of AI in higher education.
- **Infographics:** The campaign features infographics summarising crucial opportunities and challenges related to AI in education, extending to educational and research contexts.

3.2 The Resources Included in the Transmedia Campaign

More detailed, the following items are part of the transmedia campaign:

1. Video: [AI in University Communication: Benefits and Ethical Concerns](#) (produced by ISSBS)
2. Podcast: [AI in Higher Education: Unleashing Opportunities, Confronting Challenges](#) (produced by ISSBS)
3. Podcast: [Unleashing Artificial Intelligence: Exploring its Impact on Social Science Students](#) (produced by ISSBS)
4. Podcast: [Exploring the Risks and Opportunities of Artificial Intelligence in Academic Publishing](#) (produced by ISSBS)
5. Video: [Dilemmas of AI](#) (Interview in Slovenian Language, produced by RTV Slovenia)
6. Text: [Leveraging AI for Personalised Engagement in Diverse Communication to Improve Academic Communication](#) (produced by ISSBS)
7. Text: [Automating repetitive tasks and empowering the workforce within AI: Unlocking Efficiency and Empowerment](#) (produced by ISSBS)
8. Text: [Ethics of Using AI for Improved Communication in Academic Institutions](#) (produced by ISSBS)
9. Text: [Artificial Intelligence from the Expert Point of View](#) (produced by ISSBS)
10. Text: Recommendations on the use of specific instruments: Artificial Intelligence in University [#1](#), [#2](#) (produced by UPT)
11. Text & Infographic: [Civil Society 4.0](#) (produced by ISOB, in the German language)
12. Infographic: [What is AI in Higher Education](#) (produced by ISSBS)
13. Infographic: [AI in Higher Education](#) (produced by ISSBS)
14. Infographic: [Concerns of ChatGPT](#) (produced by ISSBS)
15. Infographic: [Research on AI in Higher Education](#) (produced by ISSBS)
16. Video: [AI and the future of HE](#) (edited by ISSBS)

The whole campaign is also available on the Elearningproject.eu learning platform. To access the campaign, click [here](#).

A video teaser summarising the campaign is available [here](#).

