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
# Teaching & Learning Tools

<table>
<thead>
<tr>
<th>Name</th>
<th>Purchasing Model</th>
<th>Description</th>
<th>Key Features</th>
<th>Pros</th>
<th>Limitations</th>
<th>Comments</th>
<th>Entry Last Updated</th>
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</thead>
<tbody>
<tr>
<td>Teachmatic</td>
<td>Free version: 5 generators/day + limited access to all generators. Standard and professional versions ($) include more generations per day and access to all existing and upcoming professional versions.</td>
<td>Teaching assistant that generates resources for the classroom.</td>
<td>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.</td>
<td>'Learning needs' feature can specify prompts in lesson plan generator to curate content aimed to be accessible to specific groups of learners. See Gandhi + Accessibility report from JISC, Oct. 2023.</td>
<td>Input from 300 teachers during tool's development. Created by Innovative Learning Technologies Ltd., based in London.</td>
<td>Mar 7 2024</td>
<td></td>
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<tr>
<td>Gamma</td>
<td>Free version, then Premium and Pro versions with monthly fees</td>
<td>AI for &quot;presenting ideas&quot;—generates content without you needing to do formatting/design work (as advertised on homepage).</td>
<td>Creates slide deck presentations. Also creates docs and webpages (gives example of &quot;event microsites&quot; in templates).</td>
<td>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.</td>
<td></td>
<td>Mar 7 2024</td>
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<tr>
<td>Alethea, Clarivate</td>
<td>Subscription model, contact Clarivate here for more details (bottom of page)</td>
<td>&quot;Alethea facilitates meaningful engagement with academic texts, class readings, and assignments through personalized and performance analytics and reports to monitor students&quot;</td>
<td>Use their set of text-centered tasks for students to.</td>
<td>Claims to prioritize students' metacognition and critical thinking.</td>
<td>First program released by Clarivate's Academy and Government Innovation Incubator. Demo on their website</td>
<td>April 1 2024</td>
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## 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
Thank you!

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