

Harnessing

THE POWER
OF AI

in

eLearning
Development

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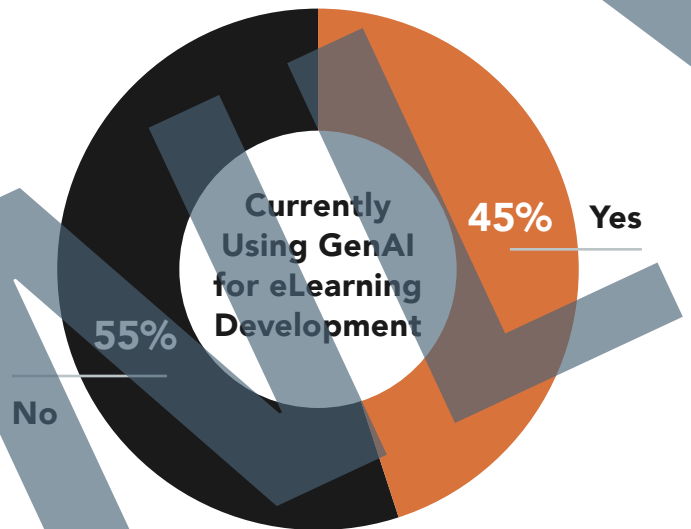
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The Power of AI

CURRENT STATE: DATA

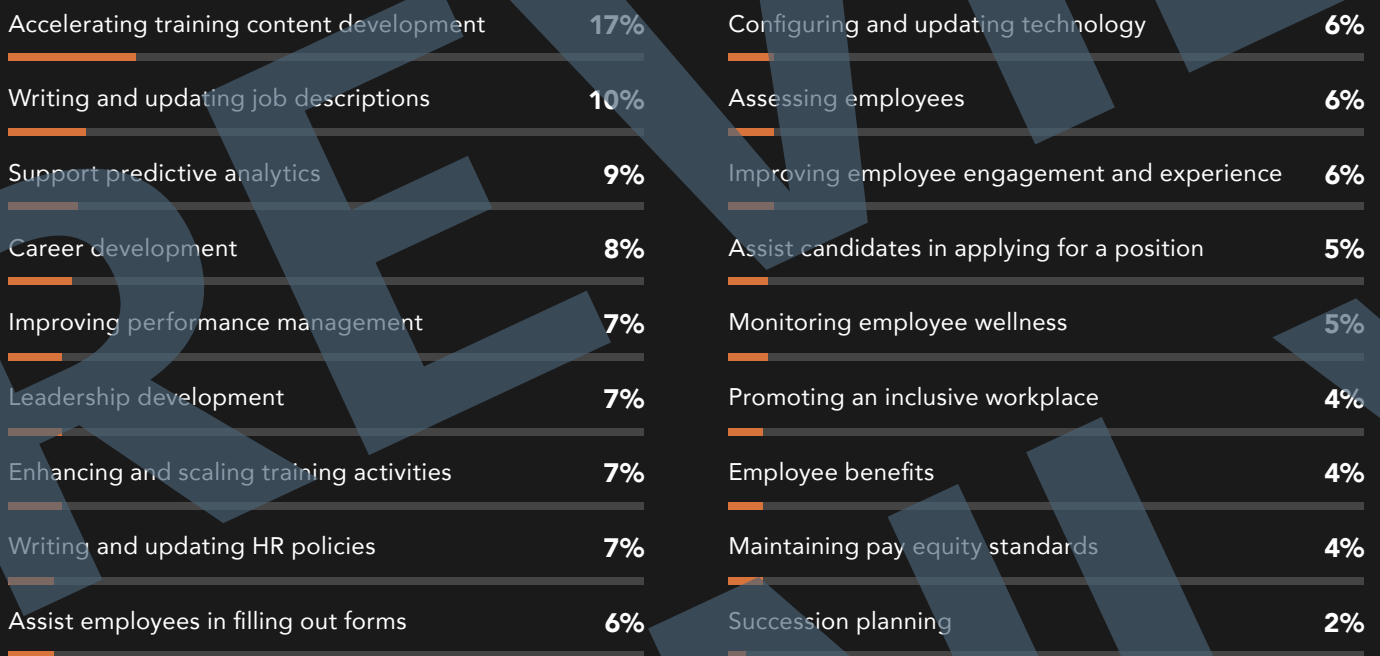
AI is top of mind in businesses the world over. For learning professionals — instructional designers, eLearning developers, learning architects and the like — not only is AI top of mind, but there can be a lot of fear and uncertainty associated with the subject. This is particularly true about generative AI (GenAI) and its ability to apparently create something out of nothing. Learning professionals are concerned that their careers may be negatively impacted by the proliferation of GenAI capability in the eLearning space. However, it is interesting to note that just over half of the participants in the webinar indicated that they are currently using GenAI tools in their daily work.



Source: Brandon Hall Group™

The general awareness of GenAI tools among webinar attendees was pretty concentrated on the most easily recognizable tools such as ChatGPT's GPT3 (now GPT4), Bard, and LaMDA and LLama from Google and Meta, respectively. What seems clear is that the tendency of learning professionals to be innately curious and welcoming of technology is absolutely playing itself out in the GenAI space. In fact, Brandon Hall Group's pulse survey, *How GenAI Will Revolutionize HR*, conducted in early 2023, reveals that most HR practitioners as a whole believe training is among the strongest use cases for GenAI in the workplace. However, there also seems to be a healthy skepticism about its use and effectiveness among learning professionals.

Where do you stand on the following use cases for your organization in applying chatbot technology?*



*Percentages indicate organizations currently applying chatbot technology.
Source: Brandon Hall Group™ Study, *How GenAI Will Revolutionize HR*

AI's reach is spreading fast, bringing with it a wave of fundamental evolution in the way work gets done in a knowledge economy. At the end of 2022, GenAI was barely on anyone's mind, unless you happened to work in the field. Consider that Brandon Hall Group's 2023 *Learning and Development Benchmarking Survey* didn't even ask about AI skill sets and technologies. Yet less than a year later, it is a top trending topic everywhere you look. In some ways, it feels as if GenAI showed up out of nowhere. That couldn't be further from the truth.



A VERY BRIEF HISTORY OF AI

The foundations of artificial intelligence reach well back in history, as early as the 14th century. One of the more famous early references to the discipline we now call AI appears in the Jonathan Swift classic, *Gulliver's Travels*, which includes a description of something called the Engine — “a project for improving speculative knowledge by practical and mechanical operations”. Various other mathematicians, scientists and philosophers added to the body of knowledge throughout the early to mid-20th century, culminating in the term artificial intelligence being applied for the first time in a proposal for a study submitted by researchers at Dartmouth College, Harvard University, IBM and Bell Telephone Laboratories in 1955.

That study took place in July and August of 1956 and is generally considered as the official birthdate of the new field. Other advances followed in short order, including artificial neural networks, computer languages and machine learning, all leading to some of the most common technologies utilized around

the world today. Recommendation engines, internet search engines, facial recognition and social media feed optimization are all examples of artificial intelligence in application — all of which has led to the GenAI revolution.

There is an informative timeline on the evolution of modern AI published on forbes.com. You can read more at: [A Very Short History Of Artificial Intelligence \(AI\)](https://forbes.com).





GENERATIVE AI EXPLAINED

Though there are a myriad of other processes involved, three core actions make up the basic GenAI Process.

The database

This is commonly referred to as the Large Language Model, or LLM. It's an artificial neural network, fed by a large portion of information on the internet — or other sources — and forms the baseline of context for various topics in various languages.

Generating content

The AI uses its neural network to generate new examples that are similar to the ones it has trained from.

Inputting a prompt

The user provides the AI with a description, sample or question directed toward the desired content output.

When using GenAI, users aren't necessarily creating something new, but versioning something that already exists in some other form. That's why becoming a skilled user takes practice and requires research and careful consideration. It does not need to take a long time to figure out.

When it comes to eLearning development, AI can easily speed up many basic tasks like:

Summarizing text

Generating questions from content

Creating photos from text

Determining the appropriate writing style for a specific task

Creating voiceovers

Generating writing pieces

Editing scripts

By kickstarting the process from the blank screen, GenAI tools can move you along in the workflow by essentially compressing drafting processes from hours to minutes. That allows you to focus more time on the revision and refinement process, ultimately producing an even better product and doing it more efficiently. The possibilities, viewed through this lens, are limitless.