

GENERATING CONTENT:

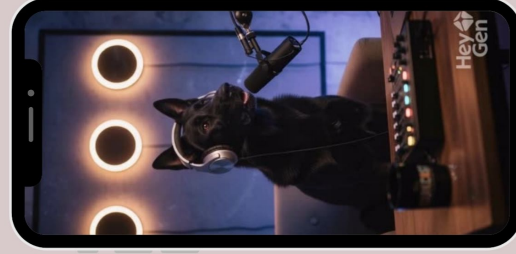
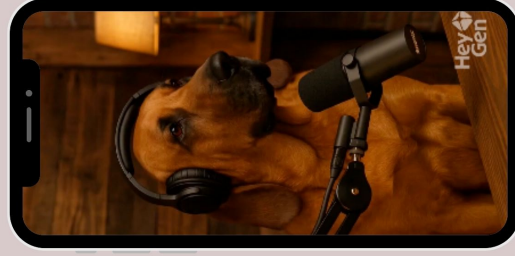
Teaching Undergraduates Generative AI Tools for Social Media

Allyson A. Spears & Melody Beck

Introduction

- Generative AI is reshaping communication education, yet faculty uncertainty remains around trust, ethics, and appropriate use
- Agricultural communications graduates increasingly enter social media and digital strategy roles, requiring AI fluency
- Proactive classroom integration is essential to prepare students for an AI-driven workforce

Student Examples



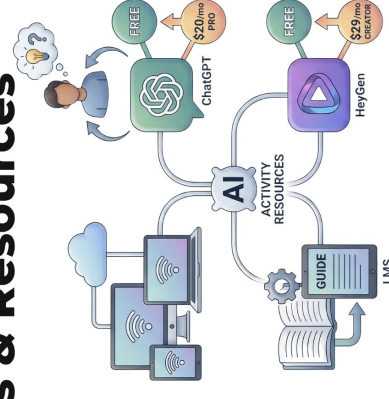
Results & Implications

- Students reported AI tools were engaging and accessible but limited by voice quality and authenticity.
- Students identified creative ag-focused uses for avatars and product storytelling.
- Audience awareness and scripting were critical for effective communication.
- Ethical concerns highlighted the need to balance AI efficiency with human authenticity

Future Plans & Advice

- Ethical generative AI skills are essential for students' academic and professional futures
- AI instruction should be practical, adaptable, and aligned with evolving tools
- Ongoing discussions about appropriate AI use help identify learning gaps

Costs & Resources



Abstract, References, & Contact Information

How it Works

