

# **The AI Literacy Imperative:**

**Steps that We MUST Take**



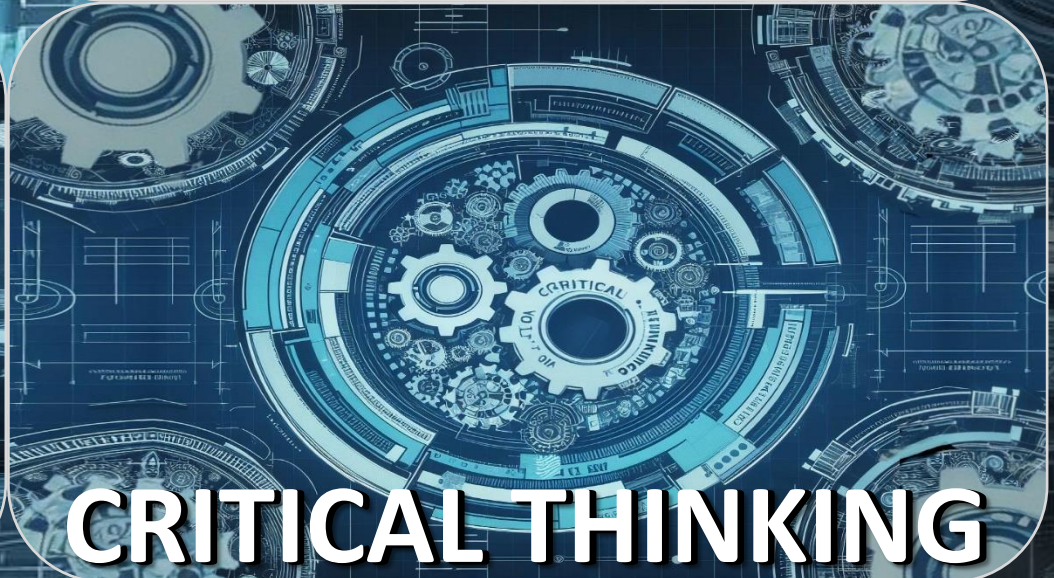
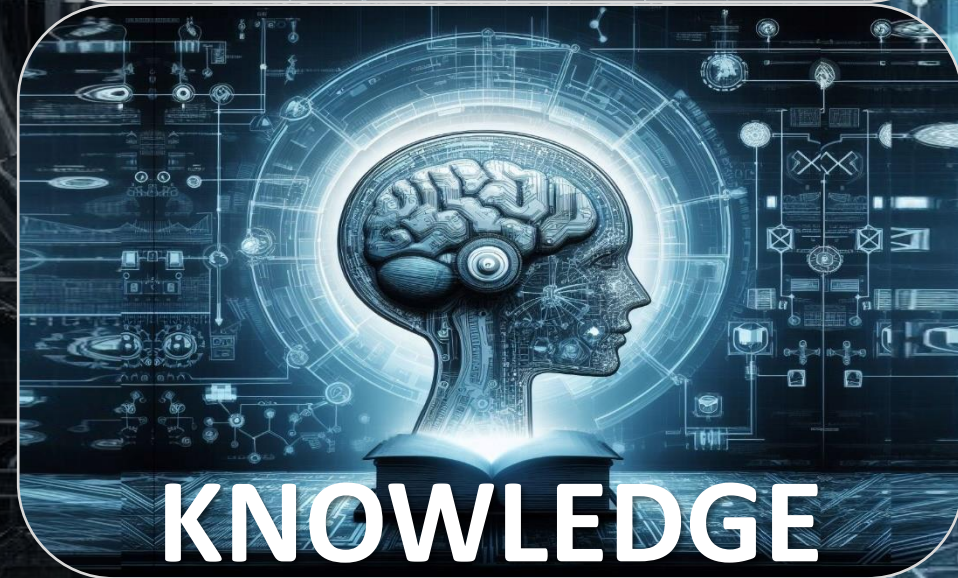
**By Brent A. Anders, PhD.**  
**American University of Armenia,**  
**Dir. Center for Teaching and Learning**



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# AI Literacy





# AI Literacy



- AI is all around us
- AI is affecting society in many ways  
*(good & bad)*



**Search Engines/MS Office/Google Docs**



**Gaming:**  
mobile, VR,  
Systems, etc.  
Over \$150bn value

**HireVue**

**Job Recruitment,**  
88% use AI, 10% for  
interviewing +



**Dating Apps,**  
20 to 33% of all  
marriages



**Social Media: News**  
source for 70%

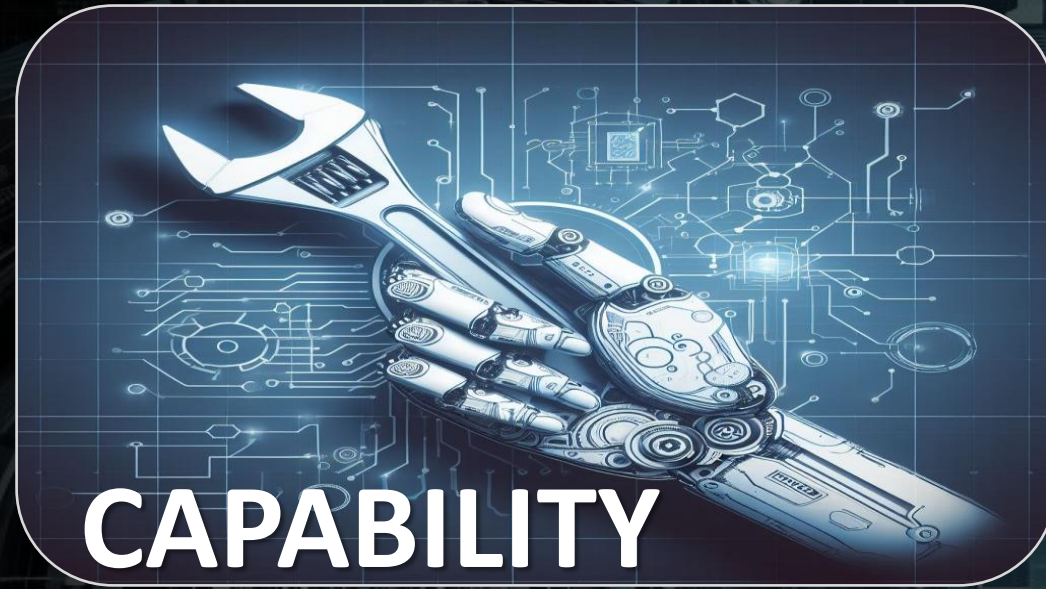


**Governments**

*(Anders, 2023)*



# AI Literacy



- Using the right AI
- Limitations of AI *(Hallucinations)*
- Understanding how to best prompt the AI:  
***“Prompt Engineering”***  
*(Simple Prompts vs. Advanced Prompts)*







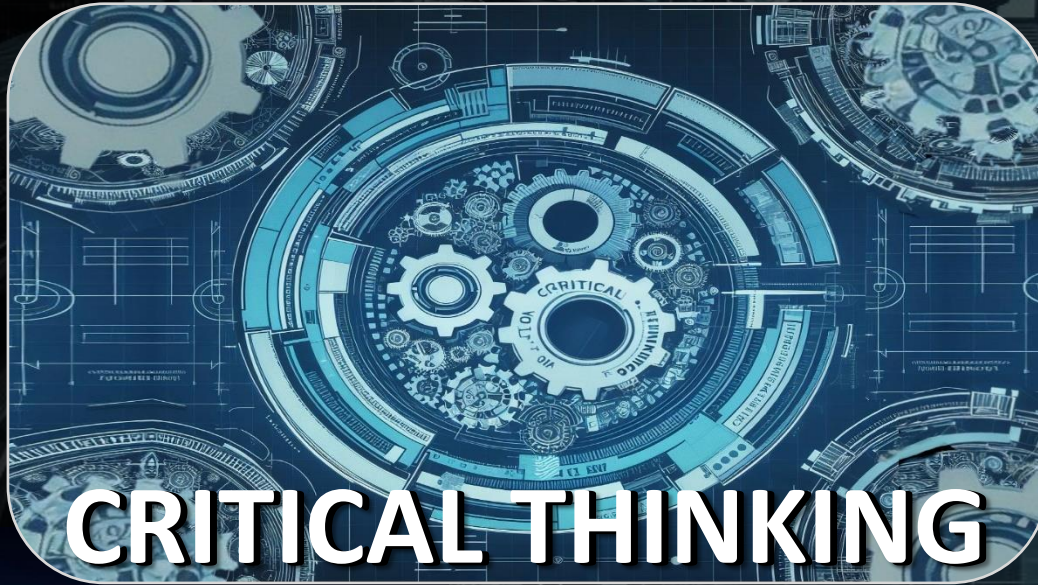
abc NEWS

## Fake Pentagon image rattles markets





# AI Literacy

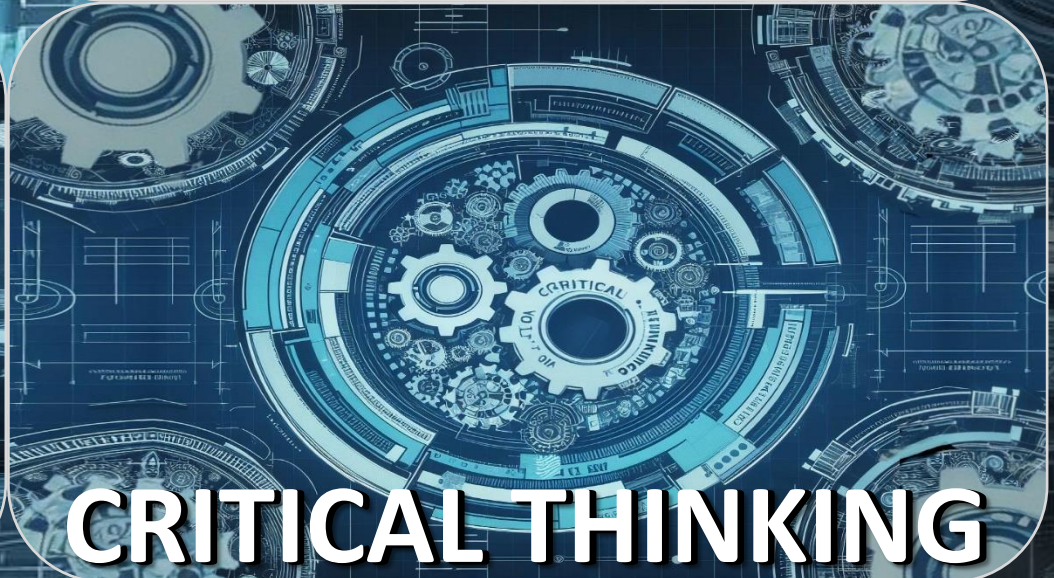
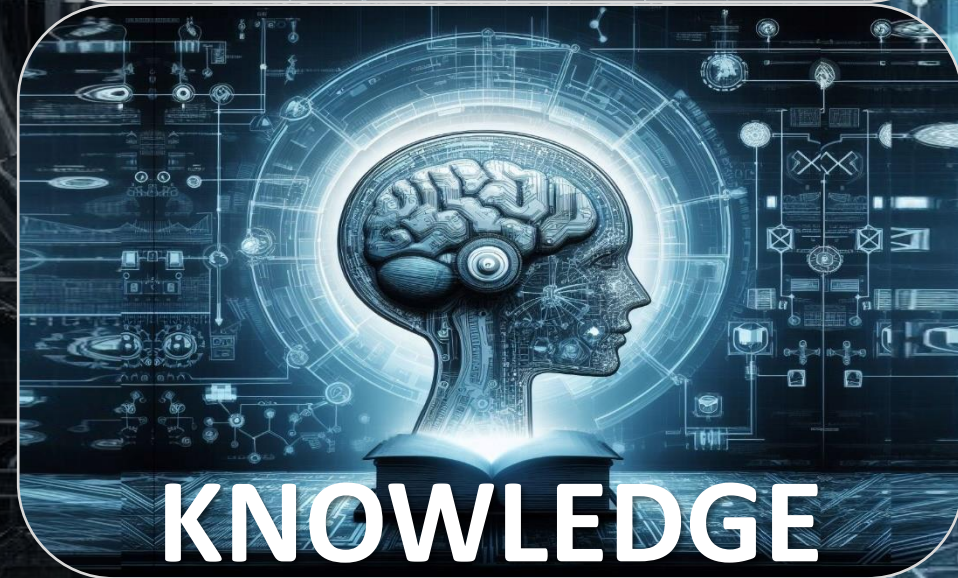


- Review/Verify ALL Responses (*accountability*)
- Methods & Data Sources
- Guardrails
- Bias / Ethics
- Avoidance of Overreliance





# AI Literacy



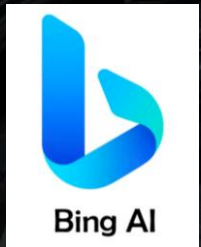
*(Source: Brent A. Anders, 2023, "The AI Literacy Imperative: Empowering Instructors & Students")*



# Generative AI Utilization/Value



ChatGPT: 180.5 million users



Bing AI: 45 million users



Bard

Google Bard: 50 million users



Meta

Meta AI (WhatsApp, FB Messenger, & Instagram): ***Data Not Available*** (est. 2 to 3 billion users)



Current global Market  
Value of AI: \$137 Billion

Expected to grow by at  
least 120% year-over-year



# The AI Literacy Imperative



European  
Union



unesco

“for effective human–machine collaboration...  
take institutional actions to enhance AI literacy  
across all layers of society”



“In this crucial moment, when AI is poised to transform every aspect of  
our personal and professional lives, universal AI literacy is imperative.”

WORLD  
ECONOMIC  
FORUM



“AI literacy is not only important to protect educators and  
students from possible dangers but also valuable to support  
teachers to harness the good and do so in innovative ways.”



Microsoft

82% of leaders say employees  
need new skills to be prepared  
for the growth of AI



Resume  
Builder

92% of business leaders  
say having AI/chatbot  
experience is a plus



# **The AI Literacy Imperative:** **Steps that We MUST Take – *A Call to Action!***

1. Governmental/Organizational Guidelines & Protections (without over regulation)



2. Hands-on Training for Faculty/Trainers, Students/Employees (*upskilling*)



3. Policies/Guidance for Processes & Ethics



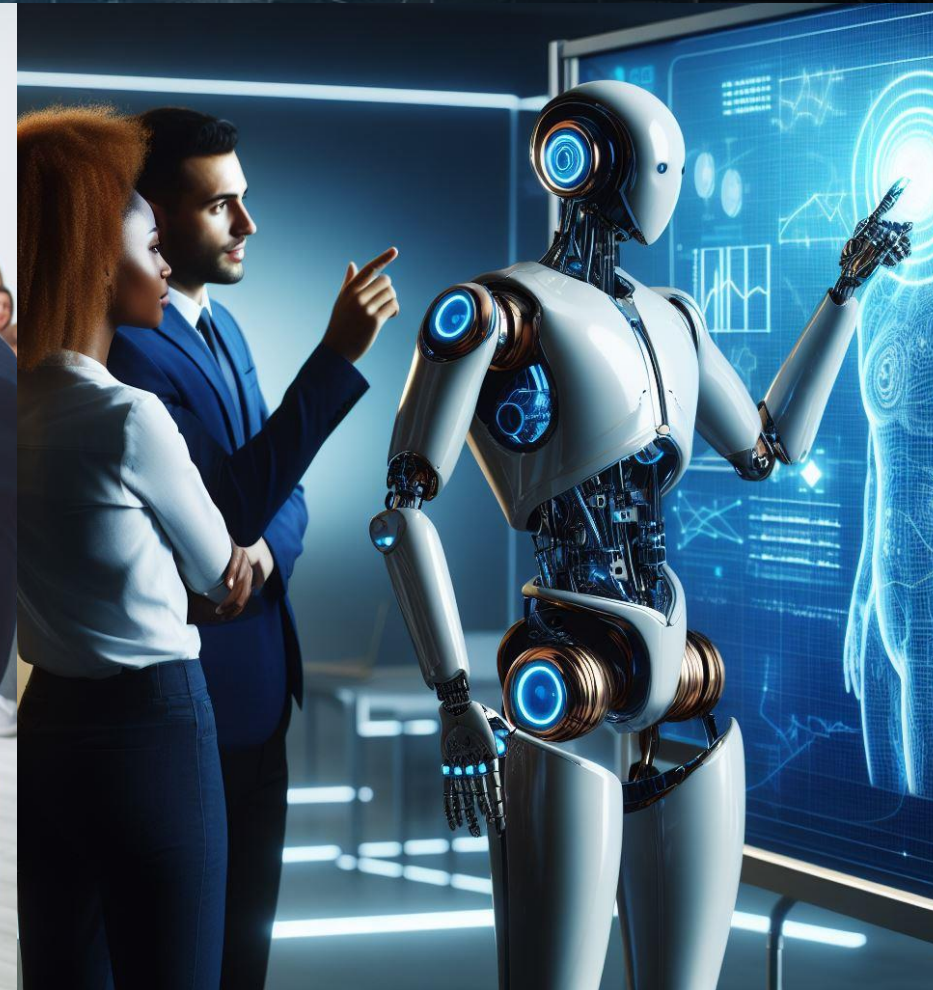
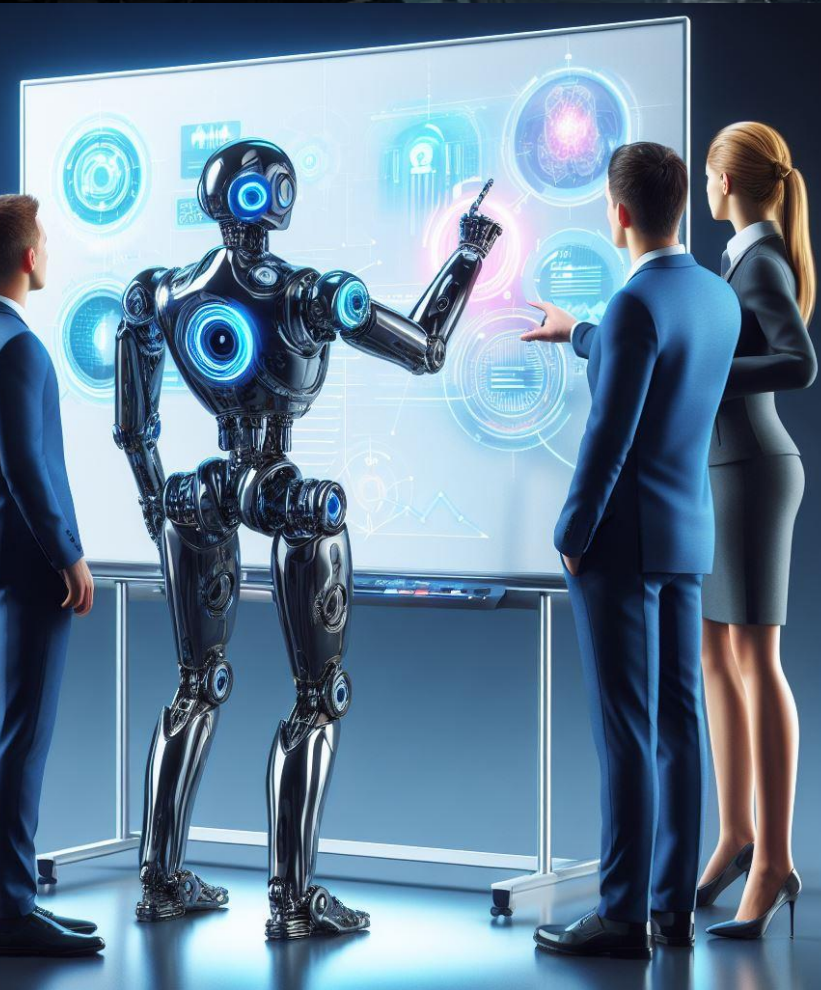
4. AI Literacy Curriculum Integration



- *New Normal*



# The AI Literacy Imperative



**Enhanced Capability by  
Effectively/Ethically Working with AI**



# The AI Literacy Imperative:

Steps that We MUST Take



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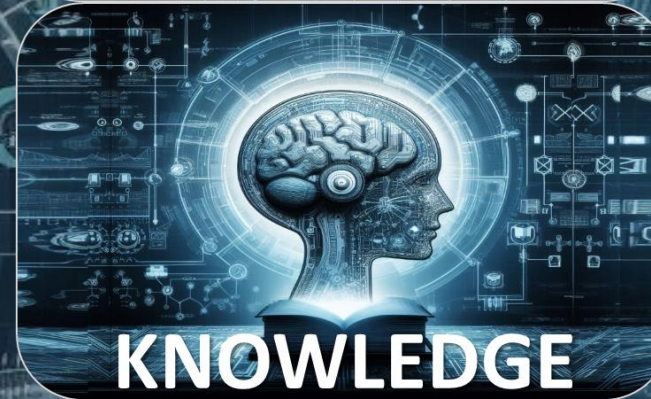
## AI Literacy



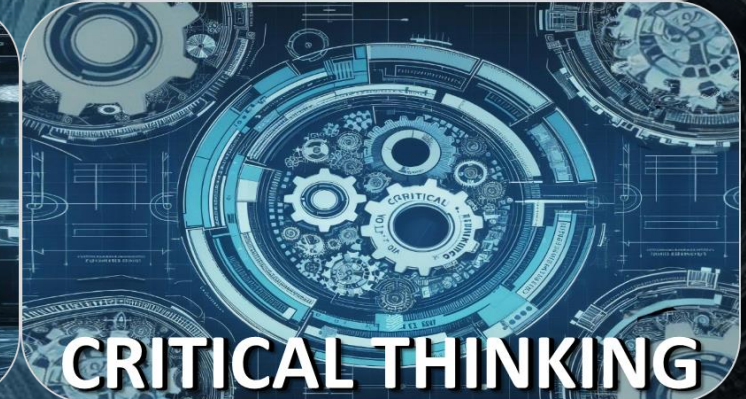
**AWARENESS**



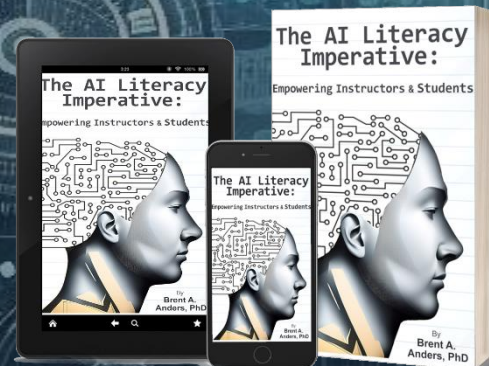
**CAPABILITY**



**KNOWLEDGE**



**CRITICAL THINKING**



**“The AI Literacy Imperative:  
Empowering Instructors & Students”**

available at  
**amazon**



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