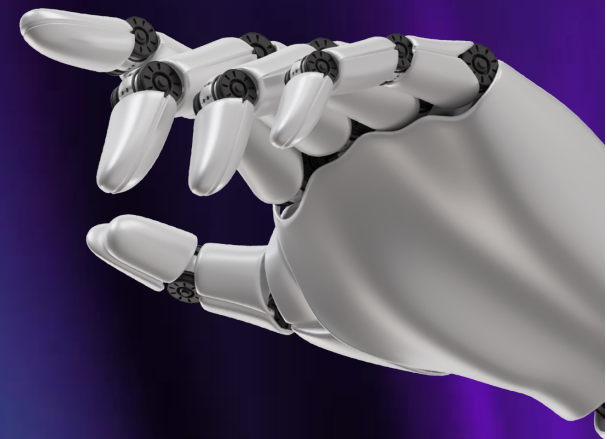




The Role of Assessment in Business English and AI

Innovation in Language Learning  
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Business English and AI  
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## Course Description

- Purpose: Improve Business English
- Use of ChatGPT
- ML and International Topics
- Pearson's My English Lab for Grammar
- Coverage of 4 English Skills with Portfolios

## RESEARCH QUESTION

in the student use of AI as a writing tool or answer generator is it possible for the teacher to be less plagiarism police and more language coach or can't these be separated. In other words, what is the approach of assessment when the ownership of a text using AI is unclear?

I had a question about the value of human efforts versus machine efforts in student assignments so I asked chatgpt. What does this say about assessment?



### ChatGPT

Grading human effort versus machine performance involves considering various factors depending on the context. Human effort often encompasses creativity, adaptability, and emotional intelligence, while machines excel in consistency, speed, and precision.

In tasks where human judgment, creativity, or empathy are crucial, such as art, counseling, or certain aspects of customer service, grading human effort may be more valuable. However, in fields where precision, efficiency, and reliability are paramount, such as manufacturing or data analysis, machine performance may take precedence.

Ultimately, the key lies in striking a balance and leveraging the strengths of both humans and machines to achieve optimal outcomes. In many cases, a combination of human and machine efforts can lead to the most effective and efficient results.

## Experience and Research

- first-hand experience with pilot course
- student assignments as primary sources (Reading and Writing Portfolio)
- research on ethics and ai by Dr. Heidi McKee



## LETTER ASSIGNMENT

You work for a B2B company that is suffering from a recession.

The front desk has received a phone call from one of your major clients expressing concern about rumours that your company is suffering from financial difficulties and is likely to go out of business.

Write a formal letter to the client in which you:

- Deny the rumour
- Explain the current status of the company
- Explain your company's plans for future growth
- Express hope for continuing the relationship with your client

Write a formal letter of 200 – 250 words with all letter parts and company layout. See further instructions on the next slide.



## ChatGPT AS WRITING ASSISTANT

Write an original version of the letter based on the assignment instructions and Market Leader p. 142 with 200 to 250 words.

Sign up Free for ChatGPT at the below link

<https://chat.openai.com/chat>

Copy paste the original version into the ChatGPT prompt and write “Please provide suggestion comments to improve the following letter with explanations of the changes suggested for grammar and punctuation.”

Finally, write a revision of the original version with ChatGPT Suggestions in mind. For your grade. submit in one doc your original version, the suggestions from chatgpt, and the revision with ChatGPT highlighted (30%)

## SIMPLE INSTRUCTIONS?

- original letter
- suggestions from ChatGPT
- revision highlighting ChatGPT (less than 30 percent of the total letter)

An example of a student who followed the instructions follows.

## ORIGINAL LETTER from Student

We have recently received your call expressing concerns about rumors of our company's financial situation. That is why, I would be pleased to explain to you in this letter the current situation of IBM.

At IBM we are honest in everything we do. We recognize that the current times are challenging, but we are a brand with a long history, and we have overcome all kinds of obstacles.



## ChatGPT

Here are some suggestions for improving the text:

1. **Greeting and Introduction:** The opening could be more engaging and direct. Consider starting with gratitude for the customer's contact and then proceed to address the concerns.
2. **Clarity and Precision:** The sentence "That is why, I would be pleased to explain to you in this letter the current situation of IBM" can be simplified for clarity. Perhaps rephrase to "Thank you for reaching out to us. I am pleased to provide an explanation of IBM's current financial situation in this letter."
3. **Company Integrity:** While it's commendable to affirm honesty, it's more effective to provide concrete examples or evidence of the company's integrity rather than a mere assertion. Consider mentioning specific measures or actions taken by IBM to maintain transparency and integrity.

REVISION with Chat suggestions in bold

We have recently received your call expressing concerns about rumors of our company's financial situation. **Thank you for reaching out to us. I am pleased to provide an explanation of IBM's current financial situation in this letter.**

## FINDINGS

- Several students used ChatGPT for the ORIGINAL letter (step 1)  
This was clear because in the second step for suggestions chat had very few suggestions and in the third step where they had to highlight chat in their letter they highlighted nothing when in fact the whole letter should have been highlighted according to the instructions.

PLAGIARISM STATEMENT with the portfolios ignored, banking on the idea that AI can't be detected or at least proven.

## OUTCOMES:

- Grade as if academic sources
- Grade as if student owns what is generated from AI
- Modify rubric to include realization of the task
- Not plagiarism but considered a learning moment



## FUTURE SCOPE:

- Depends on teachers teaching students the ethical use of technology
- Savvy creation of assignments using AI (less letter and more reflection for student input)

## CONCLUSION:

- In the student use of AI as a writing tool or answer generator is it possible for the teacher to be less plagiarism police and more language coach or can't these be separated. In other words, what is the approach of assessment when the ownership of a text using AI is unclear?
  - Machine is becoming more and more human like
  - Plagiarism detection is less and less possible
  - Would it involve digital watermarks or something else? Digital watermark removers?
  - Grade assignments the same whether student, hybrid or answer generated
  - What are the implications of this? Idea of author?
  - The issue of assessment in hybrid texts is a work in progress.
- \*Note about students giving permission for research

**Thank you**