AI TECHNOLOGY TOOLS
INTERACTIVE WORKSHEET

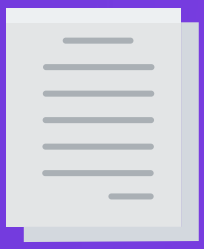
STEP 1

Click on the video icon to watch and learn about AI Technology. Make sure to complete the worksheet after watching the video.



STEP 2

Click on the icon below to Complete this worksheet over the different types of AI Tools.



STEP 3

As a class we are going to create a pros and cons list over AI Tools. Before we discuss this as a class, click on the icon to take a couple minutes to create your own list.



STEP 4

Complete this final activity over the ripple effect that AI could have on you, your community, and the world. Click the icon to begin.



What is Artificial Intelligence?

Watch this video and answer the following questions based on what you learned.
https://www.youtube.com/watch?v=0V74Najm6Nc

1. John McCarty first coined Artificial Intelligence in what year?

2. What did John McCarty define AI as?

3. What is Machine Learning?

4. What is Deep Learning?

5. What are the three types of Artificial Intelligence?

6. Face verification at Apple is an example of __ AI, and playing chess is a __ AI.

7. Which social media platform uses AI with Machine Learning and Deep Learning?

8. What are some companies that currently use AI, and give an example of how they use AI.

Different types of AI Tools

Directions: Below is a list of some popular AI Tools. Your job is to use the internet to research these different types of AI Tools and then write a paragraph summary of each.

AI	Paragraph Summary
Chat GPT	
Do Not Pay	
Fireflies	
Chatbot Live	
Jasper AI	
Tymely	

Tome	
Synthesia	
Jenni AI	
Repurpose IO	
Murf	
Dall-E-2	

AI Tools Pros & Cons List

Directions: Take the time to create your own pros and cons lists for AI Tools. After everyone is done, we will discuss and create a comprehensive pros and cons list.

Pros	Cons

Ripple Effect of Artificial Intelligence

Directions: You have learned about Artificial Intelligence, the different AI tools that are out there, and the pros and cons of AI. But this reflection worksheet will have you digging deeper into the big picture of Artificial Intelligence by thinking about the ripple effect. First, you need to watch this short video about "What is ripple effect". https://www.youtube.com/watch?v=yGMxokrB3vs

Now that you have learned about the ripple effect, you need to take the time to write out or draw how you think AI will have a ripple effect on the following:

You	
Your School	
Your Family	

Your Country	
The Entire World	

Part 1

Super Bowl Commercial Ads Reflection

Instructions: You are going to be reflecting on different examples of super bowl commercial ads. On the following slides you will look at the examples provided for you and answer the reflection questions.

Best Bud

Click the link to watch this ad. Answer the questions below.

https://www.youtube.com/watch?v=7p_3lITiK_Q

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Point Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

Joust

Click the link to watch this ad. Answer the questions below.

https://www.youtube.com/watch?v=j3NbpYFukpE

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

Alexa

Click the link to watch this ad. Answer the questions below.

https://www.youtube.com/watch?v=ZLtoI-wSRGA&feature=emb_logo

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

Like A Girl

Click the link to watch this ad. Answer the questions below.
https://www.youtube.com/watch?v=XjJQBjWYDTs

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

Betty White

Click the link to watch this ad. Answer the questions below. **Snickers' Betty White (2010)**
https://www.youtube.com/watch?v=18ya0-OZ58s

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

The Showdown

Click the link to watch this ad. Answer the questions below.

https://www.youtube.com/watch?v=1shK-j_u6LI

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

Apple

Click the link to watch this ad. Answer the questions below.

https://www.digitaltrends.com/movies/best-super-bowl-commercials-of-all-time/

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

Part 2

2021 Super Bowl Commercial Ads Reflection

Instructions: You are to watch the 2023 Super Bowl commercials and reflect on 4 commercials of your choice. On the following slides you will answer the reflection questions.

Commercial Name:

List the ad name here and when it was played during the Super Bowl.

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

Commercial Name:

List the ad name here and when it was played during the Super Bowl.

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

Commercial Name:

List the ad name here and when it was played during the Super Bowl.

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

Commercial Name:

List the ad name here and when it was played during the Super Bowl.

What was the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique was used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who was the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Write the 2 Con's of this advertisement. Explain what you would of done differently.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

Part 3

Commercial Ad Idea

Instructions: You now have reflected on old and new super bowl commercials. It's now time to get creative and share your ideas for a super bowl commercial. Answer the questions and share your idea on the slide below. You will share your idea with the class.

Commercial Name:

List the Commercial name and idea here.

What is the advertisement advertising? Business, Product or Service What was the purpose of the advertisement?	What Persuasive Technique is used in the Advertisement? (There can be more than one) Options: Slogan, Repetition, Bandwagon, Testimonial, Appeals to Emotion, Expert Opinion.	Who is the advertisement's audience? (Who was their target market?) Be detailed!	Write the 2 Pro's of this advertisement. Explain why.	Explain in detail how this idea came about to you and why you think it would be a successful commercial for the Super Bowl.
2 Points Each	2 Points Each	1 Point Each	2 Points Each	2 Points Each

College Comparison Project

You will be creating a presentation comparing two colleges of your choice. You will be using the information you previously collected on the two colleges of your choice. You will be required to present this presentation to the class. Be sure to read all your instructions below.

Requirements:

1. The following information on both of your colleges:
    a. School Name, Location & Type:
    b. Faculty Info:
        i. Full Time
        ii. Part-Time
        iii. Student-to-Faculty Ratio
    c. Admission
        i. Number of Applicants
        ii. Number of Acceptances
    d. Enrollment:
        i. Total Students
        ii. Undergraduate
        iii. Full Time
        iv. Part-Time
        v. Graduate
        vi. PHD
    e. Expenses & Financial Aid (In State & Out of State)
        i. Tuition
        ii. Fees
        iii. Books
        iv. Room/ Board
        v. Total
    f. List of College Departments (Examples: Education, Engineering, Etc.)
    g. A slide summarizes which college you would pick from your two options and why. It must be a detailed response (3 sentences minimum).
    h. Describe **five** fun facts about your college that will make it appealing.

MAKE SURE TO ANSWER IN COMPLETE SENTENCES!

1. You need to make a presentation on your research on your college comparison. You MUST have answered all of the questions and included all the information in your PowerPoint. I want one slide for EACH question. You need to have the information for both schools on one slide. See the example below:

2. You also must include: (You can place these anywhere on your PowerPoint)
    - □ Sources Slide (Need two or more sources)
    - □ Two videos from your colleges
    - □ Six pictures of each school (12 pictures total)
    - □ One link to each university's website



3. Make sure your presentation has the following:
    1. A Design
    2. Transitions
    3. Animations on your text
    4. Correct Timers
    5. Appropriate font color and style (Looks

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Professional)

Student:_____ **Class:**_____

Rubric

Mechanics (Spelling, word usage, sentence fluency, etc.)
_____ 5 pts

1. School Name, Location & Type:
   _____ 3 pts
2. Faculty Info:
   - □ Full Time
   - □ Part-Time
   - □ Student-to-Faculty Ratio
3. Admission: _____ 4 pts
   - □ Number of Applicants
   - □ Number of Acceptances
4. Enrollment::
   _____ 12 pts
   - □ Total Students
   - □ Undergraduate
   - □ Full Time
   - □ Part-Time
   - □ Graduate
   - □ PHD
5. Expenses & Financial Aid (In State & Out of State):
   _____ 10 pts
   - □ Tuition
   - □ Fees
   - □ Books
   - □ Room/ Board
   - □ Total
6. List of College Departments:

   _____ 5 pts

7. Summary Slide with Detail Description of College Choice:

   _____ 5 pts

8. Describe **five** fun facts about your college that will make it appealing:

   _____ 5 pts

Is their PowerPoint sourced correctly for each question?
_____ 5 pts

Does their PowerPoint include the following:
1. 2 videos _____ 2 pts

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2. 12 pictures
   _____ 6 pts
3. Link to Universities
   _____ 2 pts
4. PowerPoint Design
   _____ 2 pts
5. PowerPoint Transitions
   _____ 4 pts
6. Correct Timers
   _____ 4 pts

Total:
_____/74pts

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College Research Activity

Total Points: ____/44pts (Each Question is worth 1 point)

Directions: You are to go online and research the two colleges of your choice. Listed below are helpful websites; you may also use google or your college's website. You are to collect all the information listed below. This information will be included in your presentation.

Helpful Websites: CollegeData Peterson's College Navigator - National Center for Education Statistics College Scorecard College Board

College Choice #1:

1. School Name, Location & Type: (University, Public, Coeducational)

2. Admission
   a. Number of Applicants:

   b. Number of Acceptances:

3. Faculty Info:
   a. Full Time:

   b. Part-Time:

   c. Student to Faculty Ratio:

4. Certification Offered: (Bachelors, Masters, Ph.D., Associates)

5. Enrollment:

a. Total Students:	b. Full Time:	c. Graduate:
d. Undergraduate:	e. Part-Time:	f. Ph.D.:

6. Expenses & Financial Aid (In State & Out of State)

In-State	Out-of-State
a. Tuition:	a. Tuition:

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b. Fees:	b. Fees:
c. Books:	c. Books:
d. Room/ Board:	d. Room/ Board:
e. Total:	e. Total:

7. List of College Departments (Examples: Education, Engineering, Etc.):

College Choice #2:

1. School Type: (University, Public, Coeducational)

2. Admission
    a. Number of Applicants:

    b. Number of Acceptances:

3. Faculty Info:
    a. Full Time:

    b. Part-Time:

    c. Student to Faculty Ratio:

4. Certification Offered: (Bachelors, Masters, Ph.D., Associates)

5. Enrollment:

a. Total Students:	b. Full Time:	c. Graduate:
d. Undergraduate:	e. Part-Time:	f. PHD:

6. Expenses & Financial Aid (In State & Out of State)

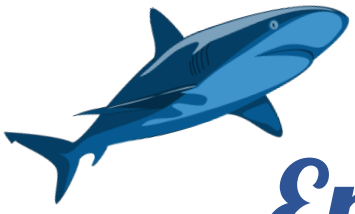
In- State	Out-of-State
a. Tuition:	b. Tuition:
c. Fees:	d. Fees:

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e. Books:	f. Books:
g. Room/ Board:	h. Room/ Board:
i. Total:	j. Total:

7. List of College Departments (Examples: Education, Engineering, Etc.):

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Shark Tank Episode Reflection

Directions:

Watch a free shark tank episode on YouTube, abc.com, or cnbc.com. Answer the questions listed below on the following slides. There will be one slide per entrepreneur.

Shark Tank Questions:

1. What business did they create?
2. What is the product or service they provide?
3. Who is their target market?
4. Who is their competition?
5. List an example of research you would conduct with this product to determine if it will be successful.
6. How can this business keep or grow customer loyalty?
7. In your opinion, what are the pros/ cons of their product?
8. What Marketing Strategies did they use?
9. How does this business help society?
10. Why do you think the sharks did or did not invest in their business?
11. In your opinion, what are 1 pro/ 1 con of their business?
12. Did any sharks invest in this company, and if so, what was the investment?

Entrepreneur #1

Business Name 1pt	Product or Service They Provide (In Detail) 2pts		Target Market 1pt
Marketing Strategies 1pt	**List 1 Pro of the Business 1pt**	**List 1 Con of the Business 1pt**	**Biggest Competition 1pt**

1. How does this business help the society? 1pt

1. List an example of research you would conduct with this product to determine if it will be successful? 1pt

1. How can this business keep or grow customer loyalty? 1pt

1. Why do you think the sharks did or did not invest in their business? 1pt

1. Did any sharks invest in this company, and if so what was the investment? 1pt

____/ 13 Points Total

Entrepreneur #2

Business Name 1pt	Product or Service They Provide (In Detail) 2pts		Target Market 1pt
Marketing Strategies 1pt	**List 1 Pro of the Business 1pt**	**List 1 Con of the Business 1pt**	**Biggest Competition 1pt**

1. How does this business help the society? 1pt

1. List an example of research you would conduct with this product to determine if it will be successful? 1pt

1. How can this business keep or grow customer loyalty? 1pt

1. Why do you think the sharks did or did not invest in their business? 1pt

1. Did any sharks invest in this company, and if so what was the investment? 1pt

____/ 13 Points Total

Entrepreneur #3

Business Name 1pt	Product or Service They Provide (In Detail) 2pts		Target Market 1pt
Marketing Strategies 1pt	**List 1 Pro of the Business 1pt**	**List 1 Con of the Business 1pt**	**Biggest Competition 1pt**

1. How does this business help the society? 1pt

1. List an example of research you would conduct with this product to determine if it will be successful? 1pt

1. How can this business keep or grow customer loyalty? 1pt

1. Why do you think the sharks did or did not invest in their business? 1pt

1. Did any sharks invest in this company, and if so what was the investment? 1pt

____/ 13 Points Total

Entrepreneur #4

Business Name 1pt	Product or Service They Provide (In Detail) 2pts		Target Market 1pt
Marketing Strategies 1pt	**List 1 Pro of the Business 1pt**	**List 1 Con of the Business 1pt**	**Biggest Competition 1pt**

1. How does this business help the society? 1pt

1. List an example of research you would conduct with this product to determine if it will be successful? 1pt

1. How can this business keep or grow customer loyalty? 1pt

1. Why do you think the sharks did or did not invest in their business? 1pt

1. Did any sharks invest in this company, and if so what was the investment? 1pt

____/ 13 Points Total

Entrepreneur #5

Business Name 1pt	Product or Service They Provide (In Detail) 2pts		Target Market 1pt
Marketing Strategies 1pt	**List 1 Pro of the Business 1pt**	**List 1 Con of the Business 1pt**	**Biggest Competition 1pt**

1. How does this business help the society? 1pt

1. List an example of research you would conduct with this product to determine if it will be successful? 1pt

1. How can this business keep or grow customer loyalty? 1pt

1. Why do you think the sharks did or did not invest in their business? 1pt

1. Did any sharks invest in this company, and if so what was the investment? 1pt

____/ 13 Points Total

Read the article "What is a Free Economy?". Create a 10 question quiz that could be used with this article about Economics.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

What is a free market economy?

By Mike Moffatt, ThoughtCo. on 09.05.19
Word Count **667**
Level **MAX**



Paying money for goods, including food items, is an example of economic exchange. Photo courtesy: Pxhere, in the Public Domain

At its most basic, a free market economy is one that is governed strictly by the forces of supply and demand with no governmental influence. In practice, however, nearly all legal market economies must contend with some form of regulation.

Definition

Economists describe a market economy as one where goods and services are exchanged at will and by mutual agreement. Buying vegetables for a set price from a grower at a farm stand is one example of economic exchange. Paying someone an hourly wage to run errands for you is another example of an exchange.

A pure market economy has no barriers to economic exchange: you can sell anything to anyone else for any price. In reality, this form of economics is rare. Sales taxes, tariffs on imports and

exports and legal prohibitions —such as the age restriction on liquor consumption — are all impediments to a truly free market exchange.

In general, capitalist economies, which most democracies like the United States adhere to, are the freest because ownership is in the hands of individuals rather than the state. Socialist economies, where the government may own some but not all the means of production (such as the nation's freight and passenger rail lines), can also be considered market economies as long as market consumption is not heavily regulated. Communist governments, which control the means of production, are not considered market economies because the government dictates supply and demand.

Characteristics

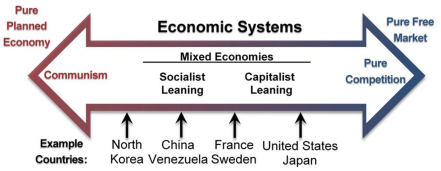


Image 1. This diagram shows a scale of economic systems from pure planned economies to pure free market economies. Includes example countries. Photo by: Brian Craig/Wikimedia

A market economy has several key qualities.

— ***Private ownership of resources.*** *Individuals, not the government, own or control the means of production, distribution and exchange of goods, as well as the labor supply.*

— ***Thriving financial markets.*** *Commerce requires capital. Financial institutions, such as banks and brokerages, exist in order to supply individuals with the means to acquire goods and services. These markets profit by charging interest or fees on transactions.*

— ***Freedom to participate.*** *Production and consumption of goods and services is voluntary. Individuals are free to acquire, consume or produce as much or as little as their own needs require.*

Pros And Cons

There's a reason why most of the world's most advanced nations adhere to a market-based economy. Despite their many flaws, these markets function better than other economic models. Here are some characteristic advantages and drawbacks:

— ***Competition leads to innovation.*** *As producers work to satisfy consumer demand, they also look for ways to gain an advantage over their competitors. This can occur by making the production process more efficient, such as robots on an assembly line that relieve workers of the most monotonous or dangerous tasks. It can also occur when a new technical innovation leads to new markets, much as when the television radically transformed how people consumed entertainment.*

— ***Profit is encouraged.*** *Companies that excel in a sector will profit as their share of the market expands. Some of those profits benefit individuals or investors, while other capital is channeled back into the business to seed future growth. As markets expand, producers, consumers and workers all benefit.*

This article is available at 5 reading levels at https://newsela.com.

*— **Bigger is often better.** In economies of scale, large companies with easy access to large pools of capital and labor often enjoy an advantage over small producers that don't have the resources to compete. This condition can result in a producer driving rivals out of business by undercutting them on price or by controlling the supply of scarce resources, resulting in a market monopoly.*

*— **There are no guarantees.** Unless a government chooses to intervene through market regulations or social welfare programs, its citizens have no promise of financial success in a market economy. Such pure laissez-faire economics is uncommon, though the degree of political and public support for such governmental intervention varies from nation to nation.*

This article is available at 5 reading levels at https://newsela.com.