



Presenter: Dr. Leo Lo

Dean, College of University Libraries & Learning Sciences,  
UNM

President, Association of College & Research Libraries

- The Importance of AI and Generative AI
- What is AI Literacy?
- How to develop AI Literacy?
  - Different populations
  - Change Management
- Case Study - AI Upskilling Programs at UNM
- Key Takeaways
- Q&A and Discussions



Solve the math question  
and enter the result below

$$23 - 7 =$$

enter result

SUMIT

To continue, type the characters you see in the picture.

~~Y~~ ~~6T~~ ~~9~~ ~~4B~~ ~~7~~ ~~C~~ ~~5~~ ~~0~~ ~~S~~

enter result

SUMIT

Select all squares with  
**HUMAN**



SUMIT

# Powerful, but there are issues

## ChatGPT passes exams from law and business schools



By [Samantha Murphy Kelly](#), CNN Business  
Updated 1:35 PM EST, Thu January 26, 2023



[HOME](#) > [HEALTH](#)

## After passing another medical exam, ChatGPT is moving one step closer to ChatMD

[Hilary Brueck](#) May 16, 2023, 1:10 PM MDT



Reinventing search with a new AI-powered Microsoft Bing and Edge, your copilot for the web

Feb 7, 2023 | [Yusuf Mehdi - Corporate Vice President & Consumer Chief Marketing Officer](#)

ARTIFICIAL INTELLIGENCE / TECH / LAW

## Getty Images sues AI art generator Stable Diffusion in the US for copyright infringement



An illustration from Getty Images' lawsuit, showing an original photograph and a similar image (complete with Getty Images watermark) generated by Stable Diffusion. Image: Getty Images

/ Getty Images has filed a case against Stability AI, alleging that the company copied 12 million images to train its AI model 'without permission ... or compensation.'

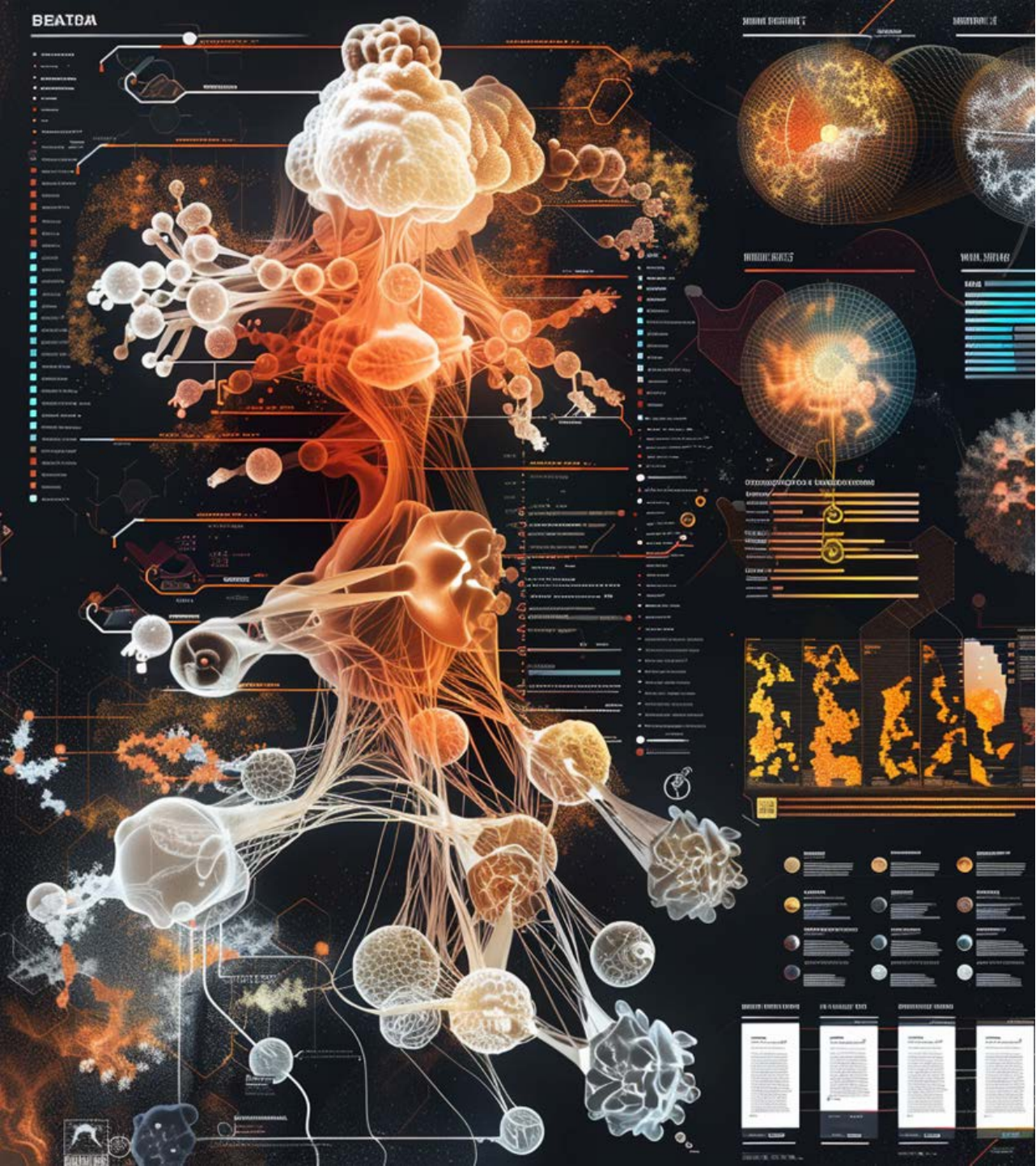
By [James Vincent](#), a senior reporter who has covered AI, robotics, and more for eight years at The Verge.

Feb 6, 2023, 9:56 AM MST | [16 Comments](#) / [16 New](#)



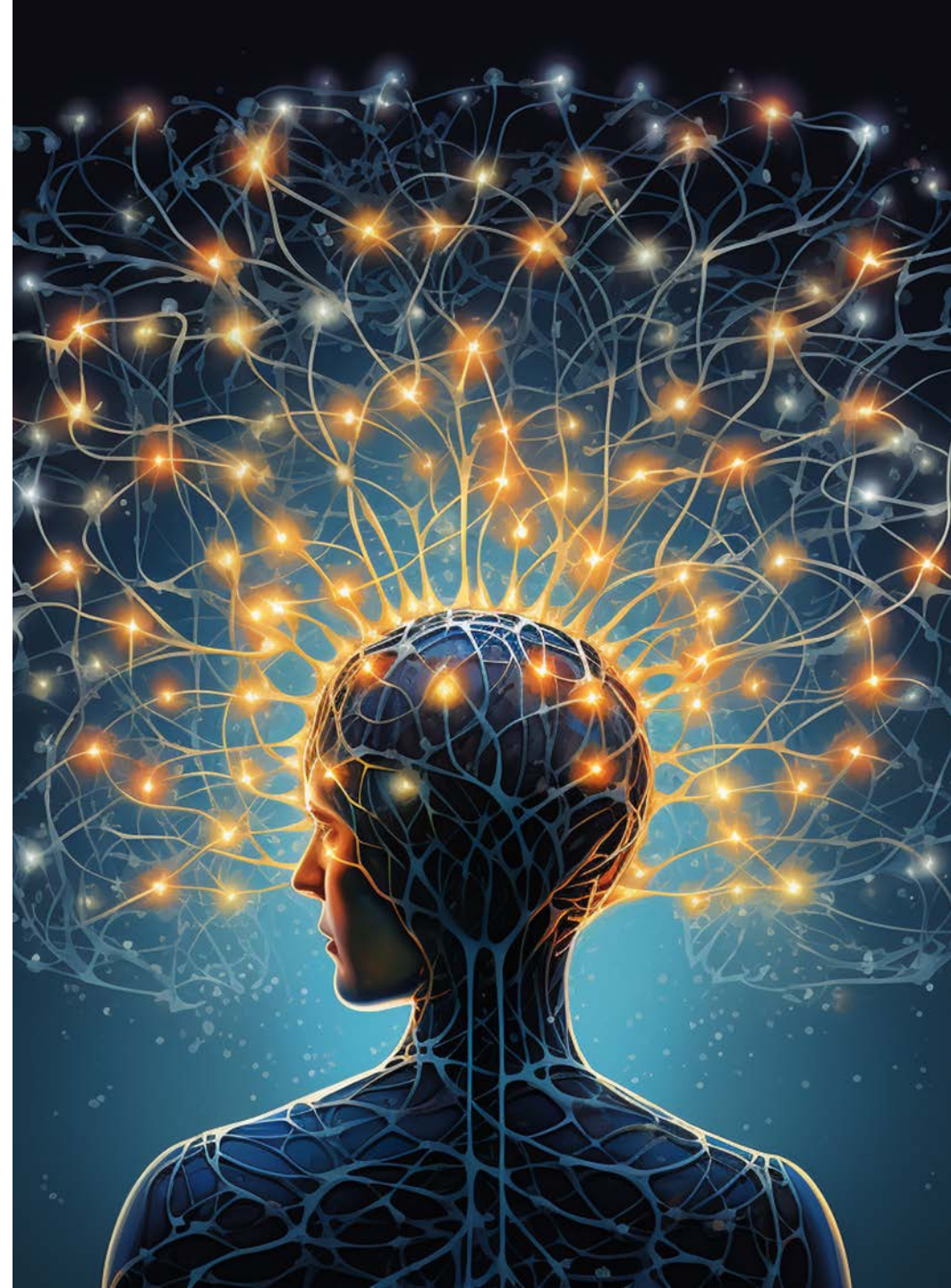
BUSINESS

## Sarah Silverman and novelists sue ChatGPT-maker OpenAI for ingesting their books



- AI as a Catalyst for the Fourth Industrial Revolution
- Generative AI: Redefining Creativity and Problem-Solving
- The Broader Implications and Challenges
- Economic Disruption
- Strategic Importance for New Mexico

- AI literacy as the ability to **understand, engage with, and critically assess** artificial intelligence technologies and **their societal, ethical, and practical implications**.
- Key Components of AI Literacy:
  - Technical Knowledge
  - Ethical Awareness
  - Critical Thinking
  - Practical Skills
  - Societal Impact





### Some Statistics:

- AI market size is expected to reach \$407 billion by 2027
- Over 75% of consumers are concerned about misinformation from AI
- McKinsey report: 400 million workers could be displaced because of AI
- World Economic Forum research: AI will create 97 million jobs

**AI literacy is not just a "nice-to-have"; it is a necessity** for economic competitiveness, workforce resilience, and social stability.

- Without it, individuals and communities will struggle to adapt to the AI-driven transformations in the economy, job market, and information landscape.
- With AI literacy, however, people are empowered to not only survive these changes but to actively shape and thrive


- Educators
- Students
- Working Professionals
- Underserved Communities
- Government Employees


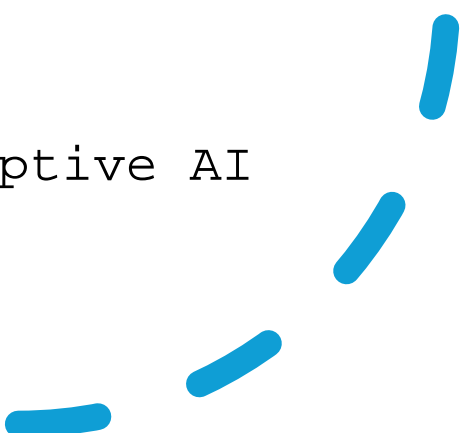




## AI Literacy Requires More Than Just Tools and Training

- Successfully implementing AI literacy is about **guiding individuals and organizations** through the **emotional and psychological shifts** that accompany adopting new technologies.
- **Change isn't just technical**; it's cultural, emotional, and deeply human.
- Human Factors:
  - Fear of the Unknown
  - Anxiety About Job Security
- A clear, long-term plan is necessary
- Clear and Relatable Communication
- Active Participation and Experimentation

- 
- Two national surveys: 1<sup>st</sup> one in May 2023; 2<sup>nd</sup> one in June 2024
    - **Participation in training** increase the AI literacy level by about **5-15%**
    - However, those who have **access to the premium versions** of AI tools have **16-40%** higher AI literacy level
    - Since last year, about **double of the respondents have paid for premium versions of AI tools** (8% vs 19%); and have participated in some AI training or professional development (34% vs 66%)
    - Respondents asked **more training support; hands on experience** with AI tools; addressing **ethical issues of AI**

- 
- Launched AI literacy and upskilling initiatives for faculty, staff, and students.
  - Approach Taken:
    - Research-Based Design:
      - Programs informed by national study findings.
    - Adult Learning Principles:
      - Leveraging self-directed and experiential learning.
    - Focus on Gen AI:
      - Addressing the most disruptive AI technologies.
- 



# University of New Mexico

A Case Study: GPT-4 Exploration Program (<https://doi.org/10.1016/j.acalib.2024.102883>)

- **Phase 1: Introduction and Training**

- Workshops on AI basics and Gen AI tools.

- **Phase 2: Exploration and Experimentation**

- Hands-on projects using AI applications relevant to participants' fields.

- **Phase 3: Evaluation and Sharing**

- Participants shared experiences and outcomes, fostering a learning community.

- **Outcomes:**

- Increased Competence: 54% increase in AI Literacy
- Enhanced Engagement

- **Now we have tested this program with several cohorts:**

- AI for teaching; research; developing OER; and will have an AI for academic advising cohort

- **Applicability to Other Groups:**

- Scalable Model
- Collaborative Opportunities

## Testimonials:

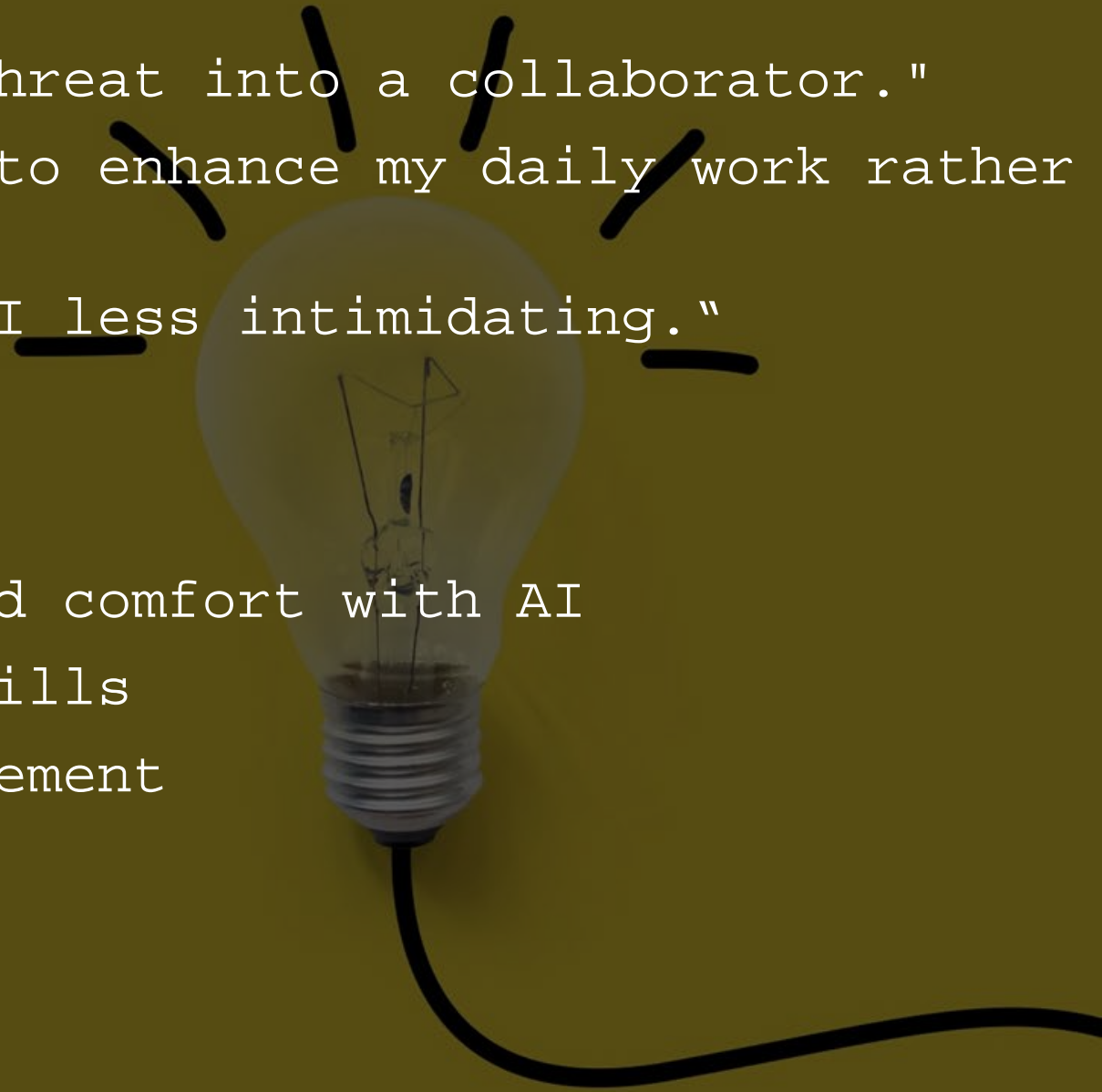
- "This program changed AI from a threat into a collaborator."
- "I gained confidence in using AI to enhance my daily work rather than replace it."
- "The freedom to experiment made AI less intimidating."

## Key Learnings:

- Hands-on experimentation increased comfort with AI
- Prompt practice built critical skills
- Tailored projects amplified engagement

## Challenges:

- Data privacy concerns
- Prompt engineering difficult but essential
- AI lacked subject matter expertise



1

Understanding  
Unique  
Needs

2

Avoiding  
Wasted  
Resources

3

Ensuring  
Long-Term  
Success

4

Building  
Trust and  
Engagement

## Key Takeaways

- AI Literacy is Urgent
- A Research-Driven Approach is Essential
- Maximizing Impact for All Communities

## Call to Action:

- Support Research and Program Development
- Collaborate and Engage





ý



- Contact info:
- <https://www.linkedin.com/in/le oslo/>
- [leolo@unm.edu](mailto:leolo@unm.edu)