

End Users Engagement with GenAI.

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Te Manawa Reka - 19th of September 2024
Rotorua – New Zealand



“Generative AI (GenAI) models that display impressive emergent capabilities across a wide range of tasks, will **transform** the world.” (World Economic Forum 2024).

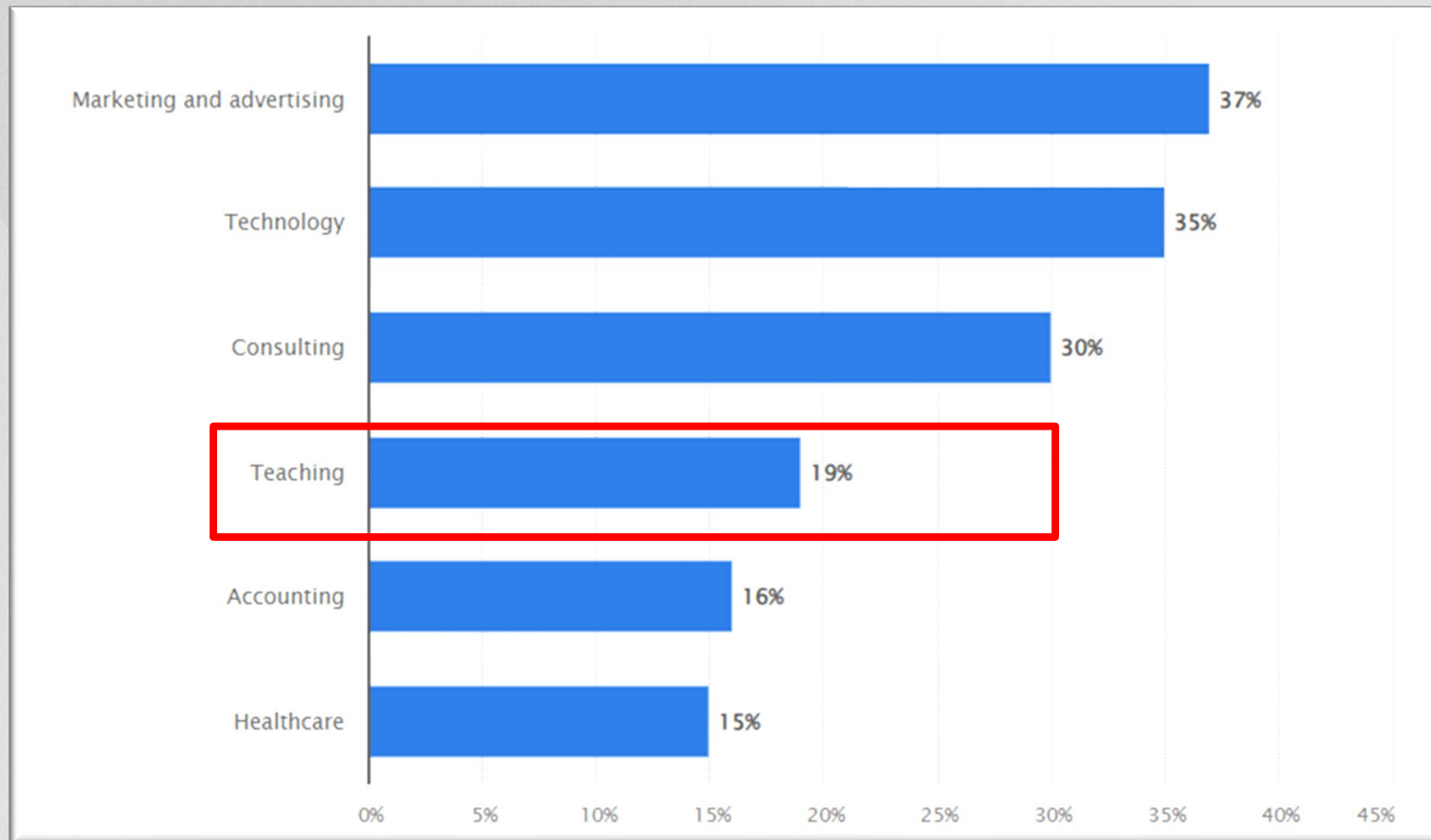




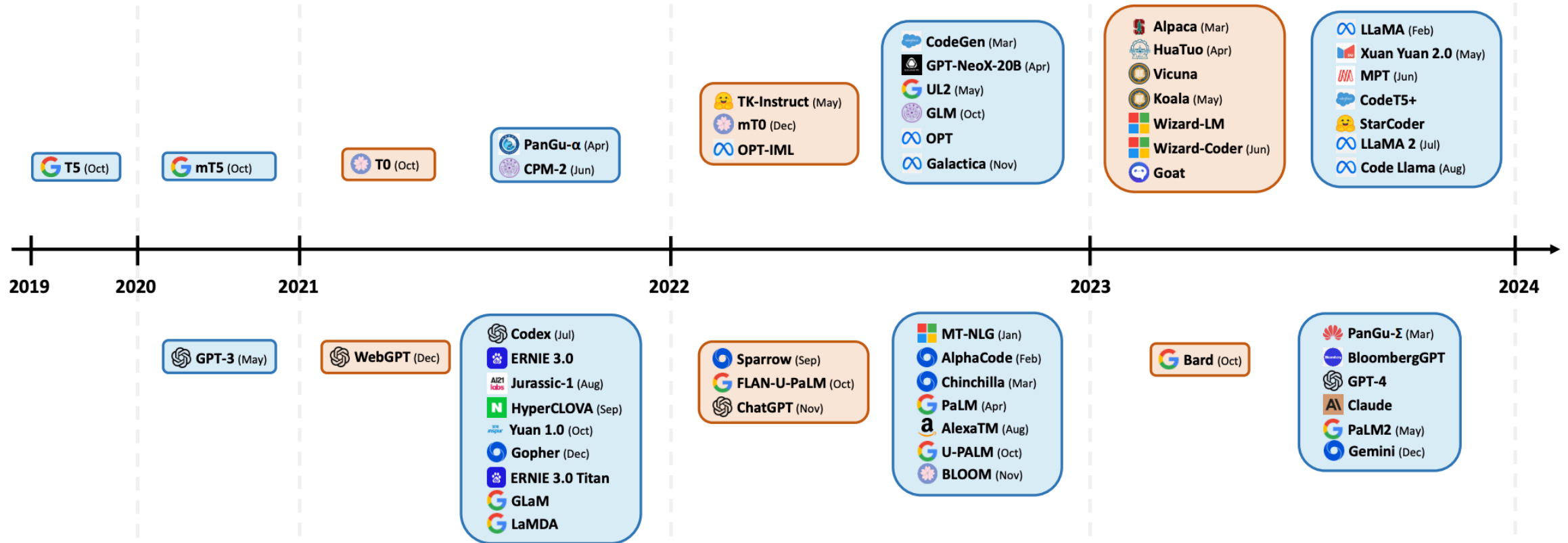
What GenAI is being used for?

- A recent Harvard Business Review article by Marc Zao-Sanders lists the following use themes:
 1. Technical Assistance & Troubleshooting (23%),
 2. Content Creation & Editing (22%),
 3. Personal & Professional Support (17%),
 4. Learning & Education (15%),
 5. Creativity & Recreation (13%),
 6. Research, Analysis & Decision Making (10%).

Rate of GenAI adoption in the workplace in the USA 2023, by industry



Examples of Gen AI Application Using LLMs





How to get the most out of GenAI?

Prompting, prompting, prompting.

“for the majority of end-users, **writing effective** prompts is currently largely a **trial-and-error** process.” (Dang et al. 2022).





Prompt Engineering

- Different prompt engineering techniques
 - Zero-Shot
 - Few-Shot
 - Chain-of-Thought
 - Others
- Is prompting intuitive?

Research Objectives

- Understand users' engagement with LLMs, mainly focusing on user experience (UX) and usability.
- Users' metacognitive skills

Research Method

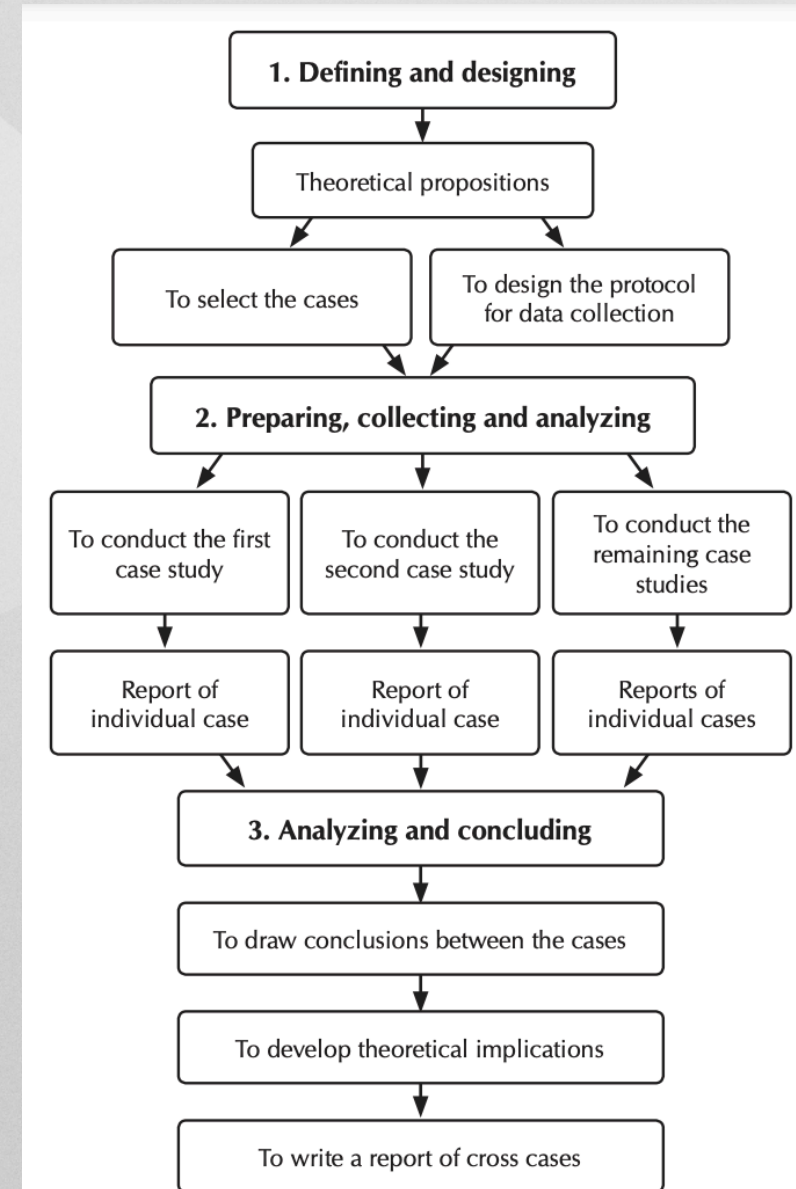
- Multiple Case Study (3 phases)

Study Design

Data Collection

- 30 participants
- Each participant completes two pre-defined tasks:
- Use ChatGPT
- Complete a short survey of the experience.
- Prompts used and LLMs output
- A survey using a five-point Likert scale.

Prompts Analysis + Reporting



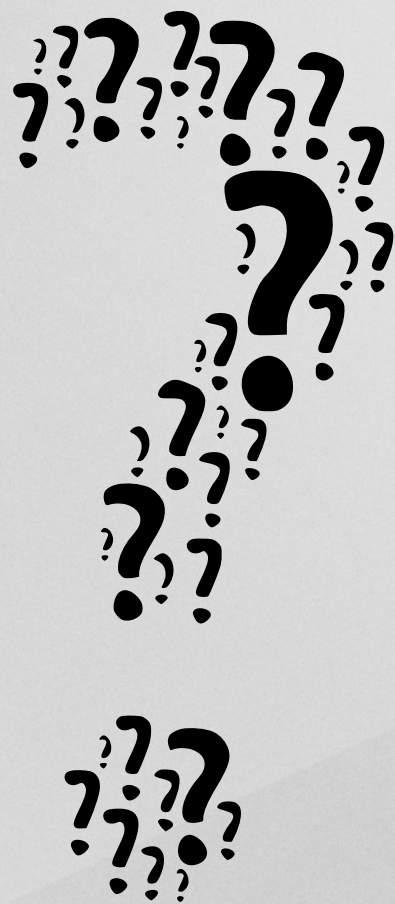


The current stage of the study

- Data collected from 20 participants.
- Exploratory analysis using:
 - text mining techniques such as lexical diversity
 - Prompt categorization (types, directness, quality ... etc.)
 - Users' perceptions (ease of use, usefulness, trust ... etc.)
- Factor analysis of the. survey data.

Theoretical and Practical Implications

- Contributing to the scant user engagement with Gen AI literature.
- Highlight the need for deliberate **strategies** to promote Gen AI prompting skills and education.



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