

AI Text Generators and Higher Education

Start of Block: Welcome

Welcome!

We are pleased to invite you to take part in our research study, "The Impact of AI Text Generators on Enhancing Critical Thinking Skills in UK Business School Postgraduate Students." Before you decide whether you want to take part or not, it is important you read the following information and please contact us if you have any questions or concerns.

[INSERT INFO SHEET AND ETHICS DOC HERE]

End of Block: Welcome

Start of Block: Demographics

Q1 Please enter your birth-assigned sex

☐ Male (1)

☐ Female (2)

Q2 What is your age?

- ☐ 18-24 (1)
 - ☐ 25-34 (2)
 - ☐ 35-44 (3)
 - ☐ 45-54 (4)
 - ☐ 55 or older (5)
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Q5 How familiar are you with AI text generators, such as ChatGPT and Perplexity AI?

- ☐ Not at all familiar (1)
 - ☐ Somewhat familiar (2)
 - ☐ Moderately familiar (3)
 - ☐ Very familiar (4)
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Q6 Have you previously used one of the following AI text generators: (i) ChatGPT and (ii) Perplexity AI?

- ☐ Yes (1)
 - ☐ No (2)
-

Q7 Do you currently receive supervision from a research team or have you received supervision from a research team in the past?

- ☐ Yes (1)
 - ☐ No (2)
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Q8 Do you have any outstanding marking?

☐ Yes (1)

☐ No (2)

Q9 In your opinion, how might AI text generators help you develop critical thinking skills? (max. 100 words)

Q10 What do you think are the potential drawbacks of using AI text generators for developing critical thinking skills? (max. 100 words)

Start of Critical Thinking Questions Block

Level 1: Remember

Q11. Define the term "strategy" in business management. (max. 20 words)

Q12. Which of the following is not part of SWOT analysis?

- a. Strengths
- b. Strategy
- c. Weakness
- d. Opportunities
- e. Threats

Level 2: Understand

Q13. Explain the difference between effective and ineffective strategies in a business context (max. 30 words)

Q14. What is main benefit of an effective business strategy? (max. 30 words)

Level 3: Apply

Q15. As a manager of a manufacturing company, how could you use strategy to reduce your production costs and increase your profitability? Provide an example of how this could be applied in a practical context. (max. 100 words)

Q16. Imagine you are a marketing manager for a small business, using SWOT analysis framework, develop a marketing strategy to develop a new product. (max. 100 words)

Level 4: Analyse

Q17. Compare and contrast the advantages and disadvantages of outsourcing an IT department for a company to develop a new solution. (max. 100 words)

Q18. Critically evaluate the effectiveness of performance appraisals in motivating your team (to develop a new solution). (max. 100 words)

Level 5: Evaluate

Q19. Assess the ethical implications of using consumer data for product development. (max. 100 words)

Q20. Evaluate the impact of Brexit on your business and the UK economy in general. (max. 100 words)

Level 6: Create

Q21. Using your knowledge from the new product development (in Q17), develop a business strategy for a new startup (in any field of your choice) that would appeal to the younger generation. (max. 150 words)

Q22. Propose a new strategy for a company to improve its customer satisfaction ratings. (max. 150 words)

End of Pre-test Survey

Start of Post-test questionnaire

Section 1: Critical Thinking Skills

Q1. Please rate your level of agreement with the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The intervention using AI text generators helped me develop my critical thinking skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more confident in my ability to analyse and evaluate information after participating in the intervention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 2: AI Text Generators

Q2. Please rate your level of agreement with the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I found the AI text generators to be a useful tool for enhancing my learning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel comfortable using AI text generators as a learning tool.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3. Please any challenges you experienced while using the AI text generators during the intervention. (max. 100 words).

Q4. Please describe any benefits you experienced while using the AI text generators during the intervention. (max. 100 words).

Section 3: Overall Experience

Q2. Please rate your overall experience with the intervention using AI text generators.

	Very Negative	Negative	Neutral	Positive	Very Positive
I found the AI text generators to be a useful tool for enhancing my learning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3. Please describe any improvements you would suggest for the intervention. (max. 100 words)

Q4 Would you recommend the use of AI text generators as a learning tool to other students?

☐ Yes (1)

☐ No (2)

Q5. Please provide any additional feedback or comments you have about the intervention or the use of AI text generators in higher education. (max. 100 words)

End of Survey

That is the end of the survey. Thank you very much for taking part!

End of Block
