



This web application aims for participants to create six slogans for six unique cocktails to market the cocktails. The slogans will be one-line. The participants are required to create accounts and then log in. The participants will be randomly assigned into the generative AI (ChatGPT) group and the non-generative AI (ChatGPT) group. Participants will not use generative AI (ChatGPT) to create their slogans in the first round. Participants must be screen-recorded when completing the tasks to ensure the integrity of the experiments. Participants will not use generative AI (ChatGPT) in the first iteration for either group.

This page is a summary of what the project is about.

Create Slogans for Cocktails



Sign Up


Email

Password

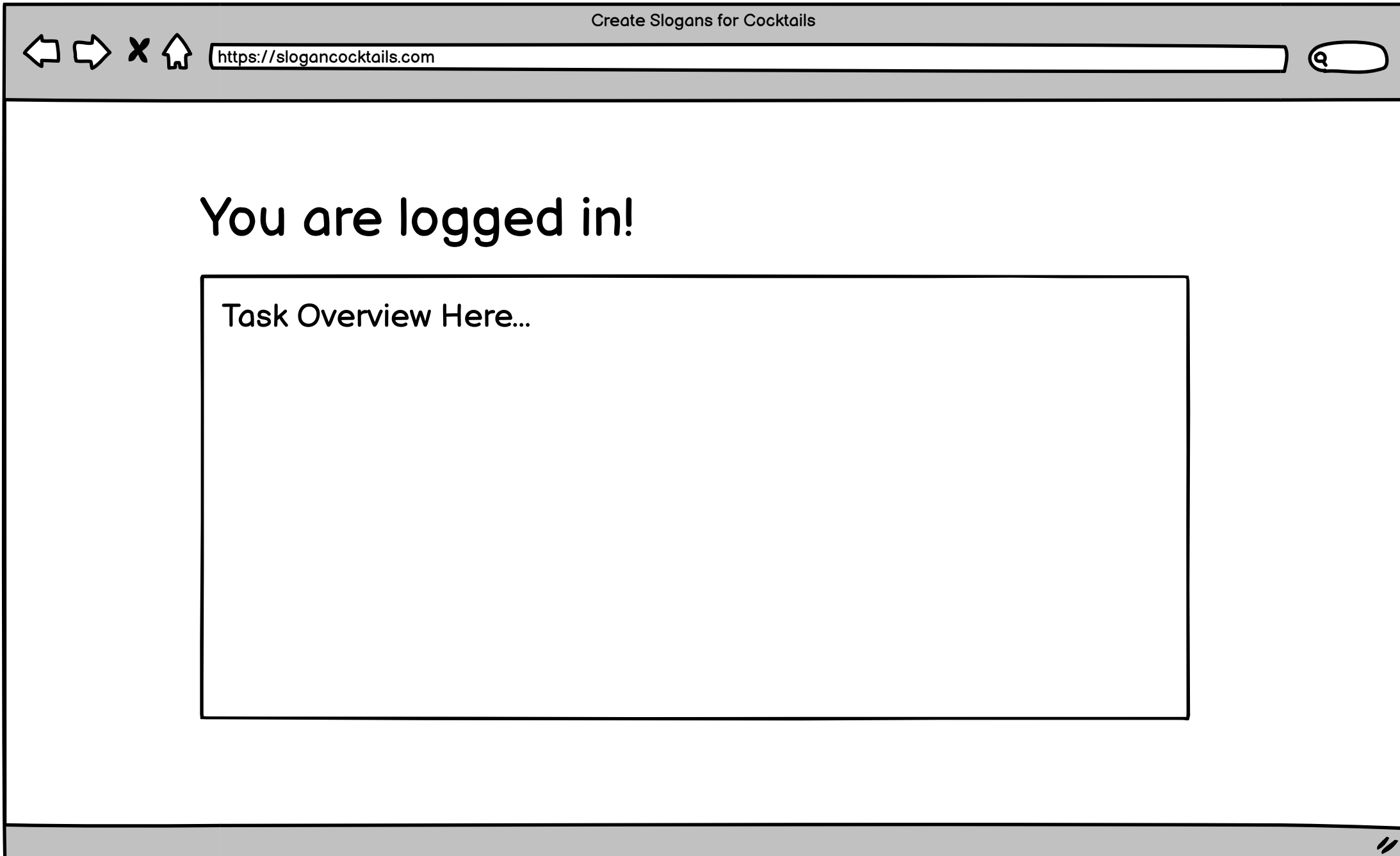
Login

Email

Password



This page is for users to sign in and if they don't have an account they need to create an account.

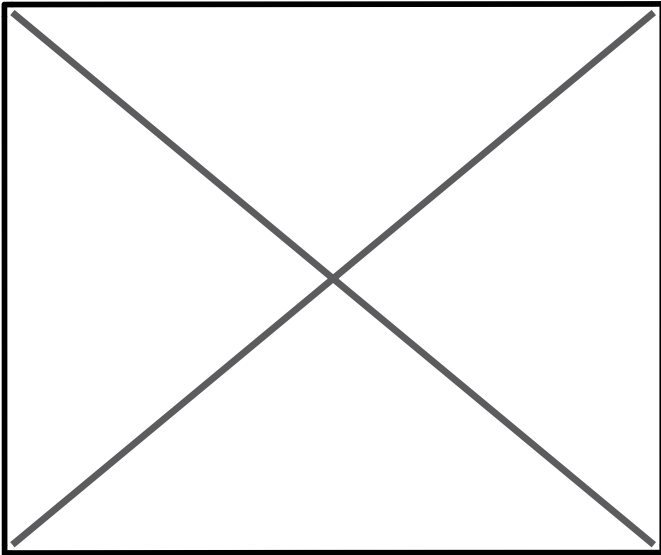


This is the page that users will see when they are logged in. Users need to complete reading the checklist of 5 items before they can move on to starting the tasks, and then users need to click on “start the task” button before moving on to the tasks.

Create Slogans for Cocktails

https://slogancocktails.com

Create a one-line slogan to market the cocktail that you see here.



Type Slogan for Cocktail Image 1 Here

Go to Next Cocktail

Users will create the first one-line slogan here. Both ChatGPT group and non-ChatGPT group will not get to use ChatGPT in the first iteration.

Create Slogans for Cocktails

X

https://slogancocktails.com

Q

Use of ChatGPT depends on group

Create a one-line slogan to market the cocktail that you see here.

Type Slogan for Cocktail Image 2 Here

Go to Next Cocktail

Users will create the second slogan here.

Create Slogans for Cocktails

https://slogancocktails.com

Use of ChatGPT depends on group

Create a one-line slogan to market the cocktail that you see here.

Type Slogan for Cocktail Image 3 Here

Go to Next Cocktail

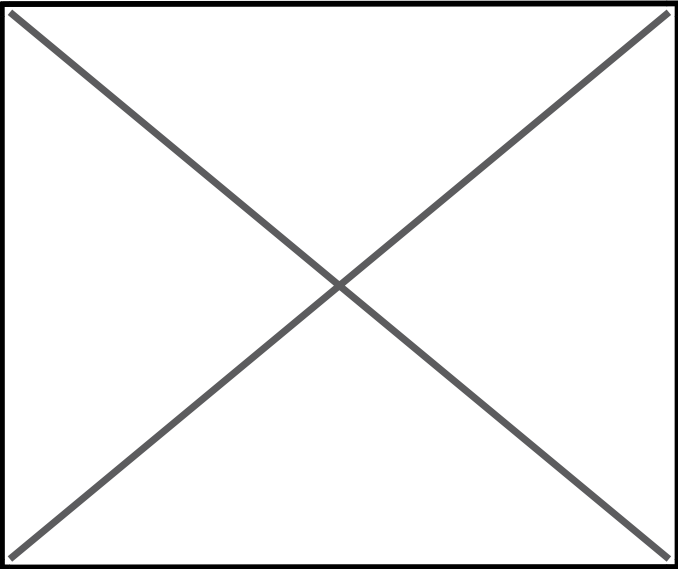
Users will create the third slogan here.

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https://slogancocktails.com

Use of ChatGPT depends on group

Create a one-line slogan to market the cocktail that you see here.



Type Slogan for Cocktail Image 4 Here

Go to Next Cocktail

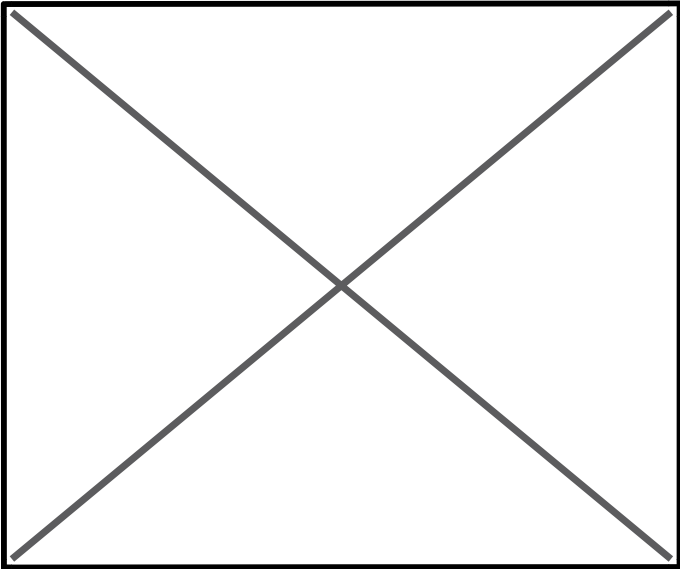
Users will create the fourth slogan here.

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https://slogancocktails.com

Use of ChatGPT depends on group

Create a one-line slogan to market the cocktail that you see here.



Type Slogan for Cocktail Image 5 Here

Go to Next Cocktail

Users will create the fifth slogan here.

Create Slogans for Cocktails

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Use of ChatGPT depends on group

Create a one-line slogan to market the cocktail that you see here.

Type Slogan for Cocktail Image 6 Here

Go to Next Cocktail

Users will create the sixth slogan here.