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 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. Participants in the generative AI (ChatGPT) group will use ChatGPT from the second iteration to the sixth iteration.

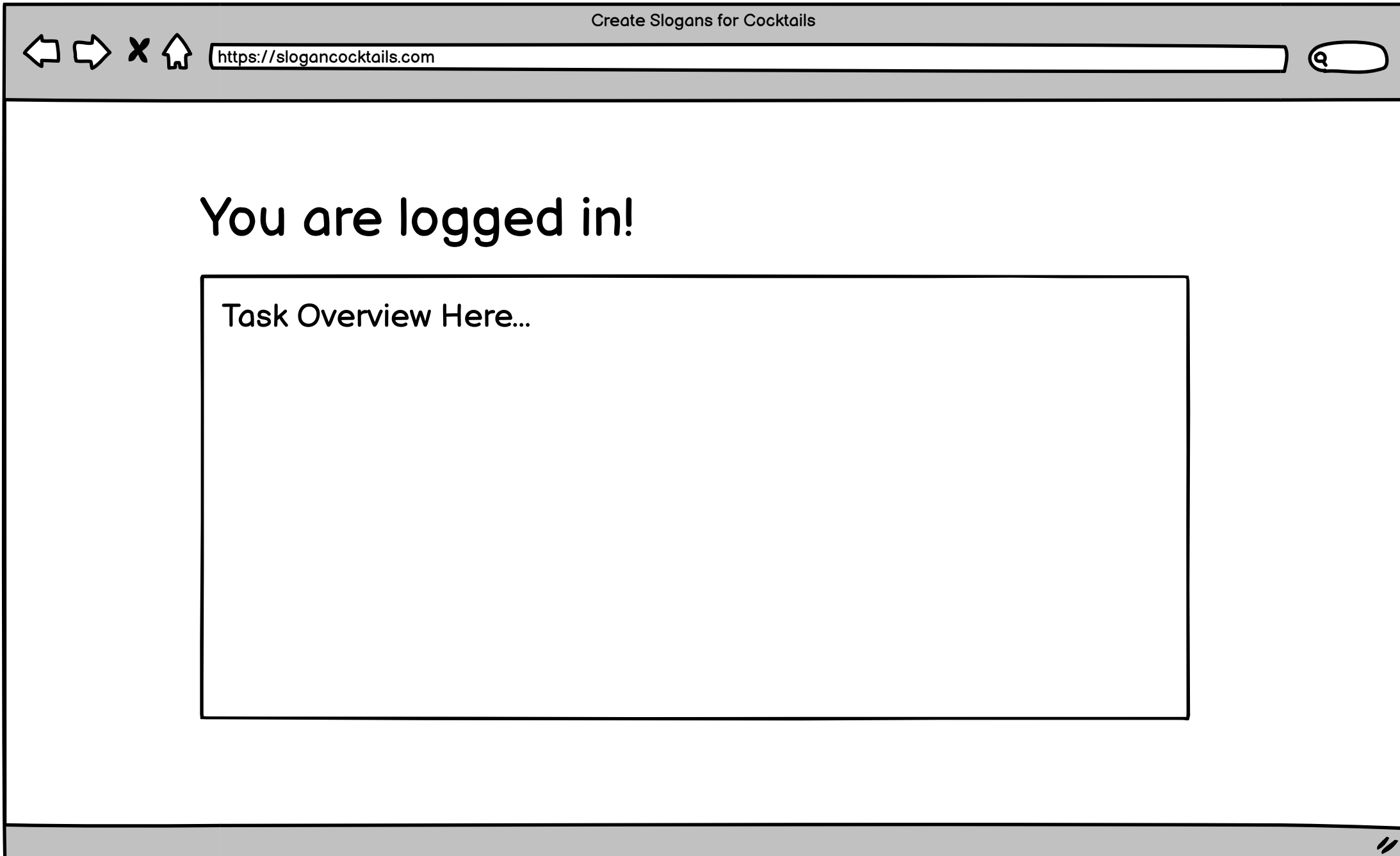This page is a summary of what the project is about.

Create Slogans for Cocktails

https://slogancocktails.com

Sign Up

Email

Password

Login

Email

Password

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

Create Slogans for Cocktails

https://slogancocktails.com
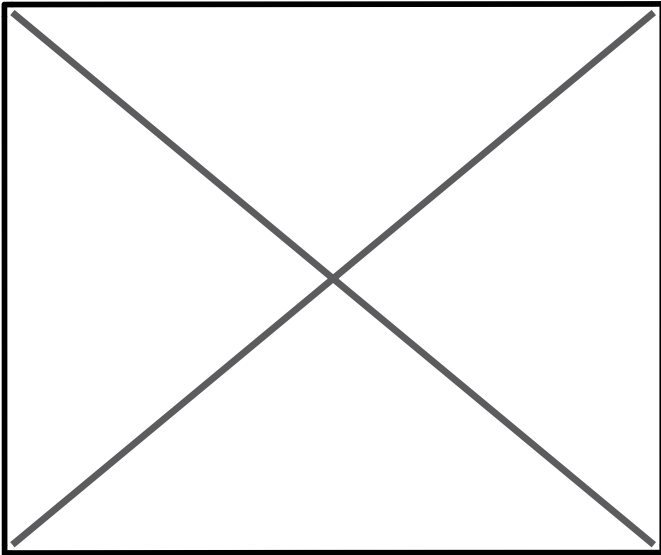
You are logged in!

Task Overview Here...

Users will see the page when logged in, and there will be a task overview.

Create Slogans for Cocktails

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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 the ChatGPT group and the non-ChatGPT group will not get to use ChatGPT in the first iteration.

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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 2 Here

Go to Next Cocktail

Users will create the second slogan here.

Create Slogans for Cocktails
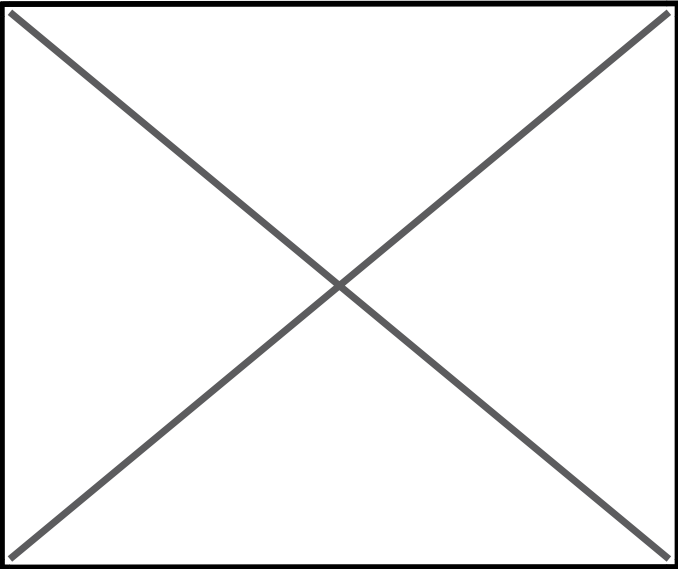
https://slogancocktails.com

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.

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.

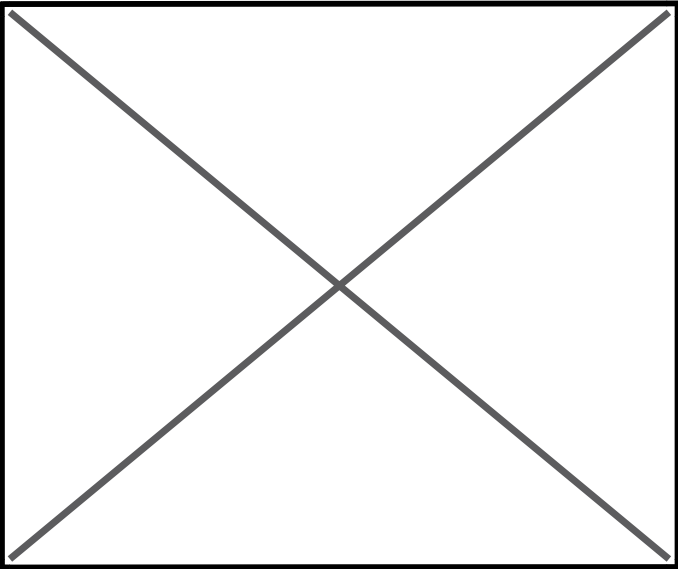Type Slogan for Cocktail Image 4 Here
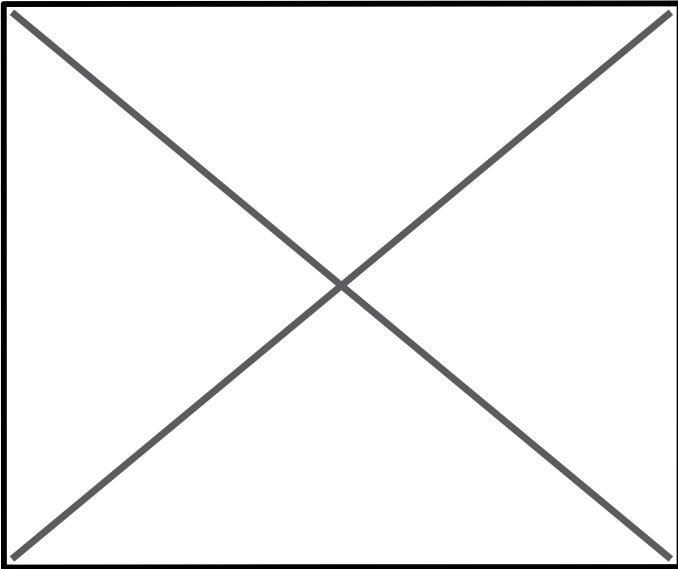
Go to Next Cocktail

Users will create the fourth 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 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.