The Best Person for the Job (AI-Assisted Interviewing)

In order to prepare for this assignment, READ the information contained in the document “Streetcrafter Background.”

Preparing to Use AI Tools

**Understanding AI language models**

Unlike traditional marketing tools that primarily rely on data analysis and historical trends, AI tools like [ChatGPT](https://chat.openai.com/) and [Claude](https://claude.ai/) are designed to generate human-like text responses. These AI language models can be used to understand and generate natural language, making it highly versatile for a wide range of uses, from answering questions to assisting with content creation. AI’s ability to learn from a vast body of text allows it to provide informative, contextually relevant responses across diverse topics.

You input directions, instructions, or a question and the AI tool generates a response. The input that you give to the AI tool is called a prompt.

**Writing Effective Prompts**

* Be Clear and Specific
* Example: Instead of "Tell me about entrepreneurship," use "I am planning to start a small business that sells camping gear. I am going to sell only online. Provide me a list of topics that are important to consider while I am in the planning stage."
* Provide context
* Example: Instead of “Give me examples of how to market biodegradable packaging,” use "You are an expert in marketing. I am working on a new material that will use recycled paper and beeswax and turn them into packaging that can be composted. This material will be used to package food. Suggest 5 different marketing strategies for biodegradable packaging that will be popular with market segments composed of different generational groups."
* Iterative Approach
* Example: Initial prompt: List 10 innovative marketing strategies used in social media marketing.
* Example: Follow-up: Of these strategies, which are most effective for health and wellness products?

**Verifying AI-Generated Information**

* Cross-Check Facts. Do not assume that AI generated output is accurate or authentic. AI often makes up fictional responses to answer questions. Because you cannot be certain of the source of the AI’s output, it is important to verify AI responses with credible sources.
* Critical Thinking. While its responses may seem like AI is doing analysis and critical thinking, the AI tool is actually programmed to respond to your prompt based on patterns in language. It is analyzing those language patterns to generate a response. This is very different from the synthesis of information and critical thinking about concepts that your human mind does naturally. You have to review each response and evaluate the plausibility and accuracy of AI responses and whether they logically make sense.

**Acknowledging Use of AI**

Your use of AI should be disclosed so that you are not taking credit for work that was not created by you. Use your instructor’s preferred method of acknowledgment.

Instructions

Medin has finally decided that it is time to hire a full-time employee. This person will be the Operations Manager for Streetcrafter. The Operations Manager will be responsible for the day-to-day running of the business (i.e. managing part-time workers, producing treats, filling orders, maintaining inventory of products and supplies, and customer service) while Medin focuses on keeping the books, developing new products, marketing, finding new opportunities to expand sales, and possibly starting another business!

Through his contacts in the apparel and print industry, He already has a few candidates for the job. But He’s nervous about the interview since this will be a full-time employee that He has to work very closely with every single day. he’s asked for your help in figuring out what to ask each applicant. You don’t have that much experience with this situation either so you are going to turn to your favorite artificial intelligence tool for help.

* Use ChatGPT or another AI tool to help you brainstorm ideas. Find out about different types of interviews and which might be the most suitable for Medin’s situation. Select one type of interview.
* Now that you have selected one type of interview, you need questions. Ask ChatGPT for examples of questions that you could ask for the type of interview that you selected. Try asking for 30 questions and then select the 10 best ones to submit with your assignment. Make sure to edit them so that Medin will get the best information with which to make his decision.
* Explain why each of these 10 questions will be helpful to Medin.
* How could you use ChatGPT’s ability to generate sample interview questions to help you prepare for an interview for a job that you are seeking?

Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Excellent | Good | Fair | Inadequate |
| **Writing and Communica-**  **tion** | Superior grammar, structure and organization with no typos | Good grammar, structure, and organization with few typos | Poor grammar and/or some typos resulting in weak communication | Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking |
| **Understanding** | Submission is comprehensive and detailed | Submission is relevant but not comprehensive | Demonstrates limited or superficial understanding of the concepts underlying the assignment | Demonstrates no or minimal awareness of the concepts underlying the assignment |
| **Application and Analysis** | Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence | Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence | Demonstrates limited analysis and some use of supporting evidence | Does not use critical analysis and/or fails to use supporting evidence |

**Authored by**: Lumen Learning. **License**: [*CC BY: Attribution*](https://creativecommons.org/licenses/by/4.0/)