

Genai In Education: Can We Expect "The Rich Get Richer" Effect?

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Abstract

Generative AI (GenAI) tools are increasingly used among learners and educators in higher education. Hence, it continues to impact how educators create and deliver content. Meanwhile, many GenAI tools empower educators to create content quickly and enable them to find new ways to deliver it. To date, there is research investigating GenAI educational content per se in online educational settings (e.g., Leiker et al., 2023) but not as a part of the delivery format in face-to-face educational settings. Indeed, the content delivery format can cover passive, active and reflection phases. To address this gap, we proposed a hamburger framework for delivering educational content using GenAI tools, which was tested. Our preliminary self-report findings suggest that GenAI educational videos accompanied by synthetic virtual instructors/avatars have the potential to inspire learners' interest in learning and catch their attention. This research contributes to the interest theory (Hidi, Harackiewicz, 2000), which denotes that a learner's interest drives learning and underlines the need to explore more nuances of it. Therefore, future research can leverage an eye-tracking methodology to provide a detailed analysis of learners' attention to GenAI video content.

Keywords: GenAI, higher education, eye-tracking methodology