UCI School of Medicine

Division of Educational Technology

The Med PromptJam: An Experience Continuum Model

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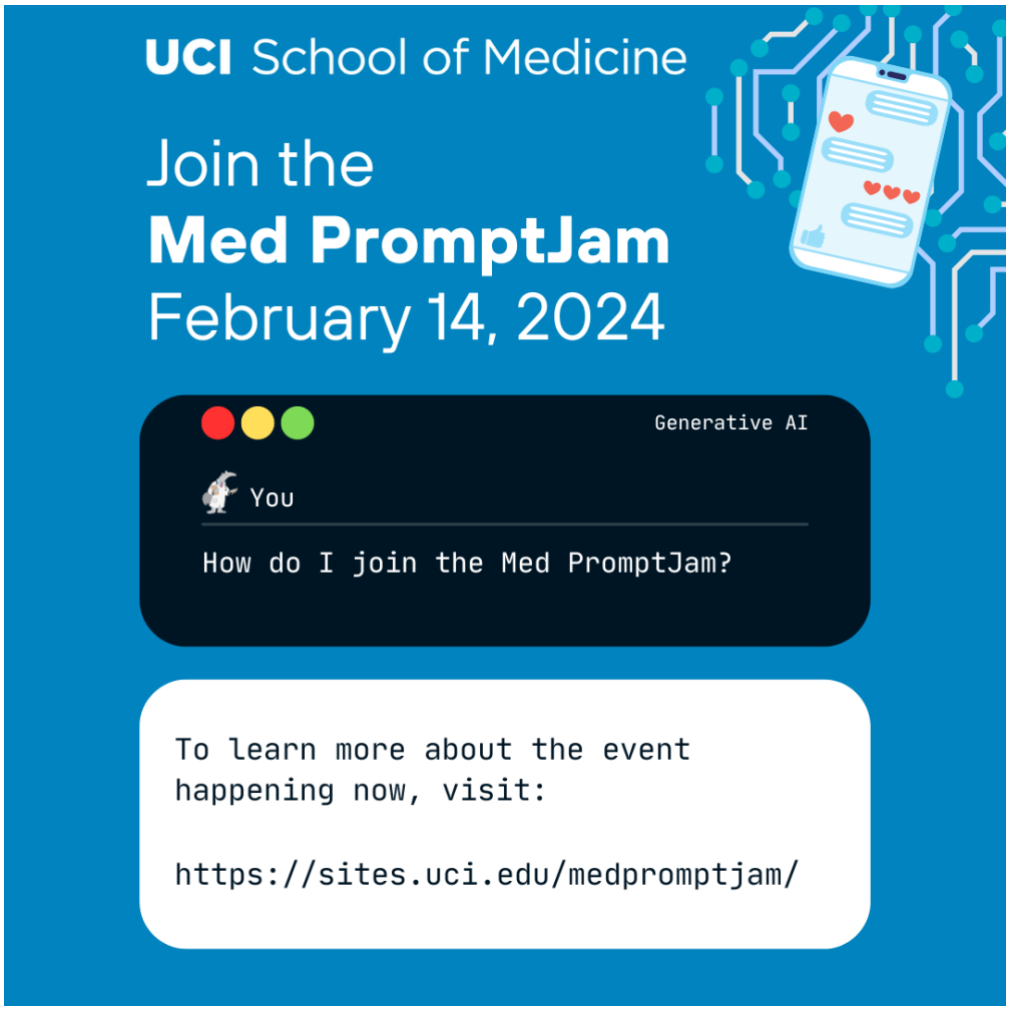

https://sites.uci.edu/medpromptjam/

Introduction

The Med PromptJam[1] was a 24-hour event held at the UCI School of Medicine in collaboration with the UCI Office of Data and Information Technology on February 14, 2024 to encourage users of all generative artificial intelligence (AI) experience levels to improve their prompting skills by exploring new ways to create prompts and produce desired outcomes. Participation in the Med PromptJam required only a minimum of 15 minutes to complete the core event activities. Those who wanted to learn more about creating effective prompts were able to continue their participation by engaging with curated resources.

The launch of ChatGPT in November 2022 brought the world of generative artificial intelligence (AI) to the mainstream[2]. A generative AI system is one that learns to generate more objects that look like the data it was trained on (Explained: Generative AI), for example, text, images, audio. In order to generate objects, the generative AI system must be given a prompt. However, not all prompts are created equally:

> *"A prompt for generative AI is a concise and clear input or instruction given to the AI model to generate specific content, such as text, images, music, or other forms of creative output. The prompt serves as the starting point for the AI, guiding it to produce content that aligns with the user's intentions. A well-crafted prompt is essential in influencing the style, tone, and subject matter of the generated output." ~ ChatGPT*

The "prompt-a-thon" is an approach that has been used to prepare communities for the use of generative AI. The earliest experiences by medical schools after the launch of ChatGPT shared through the #AIMedEdConnect #Promptathon hosted by the Mayo Clinic and Karolinska Institutet[3] and NYU Langone Health[4] served as principal guides for the Med PromptJam and offered valuable, applicable resources to share.

The goal of the Med PromptJam was to provide a learning opportunity for the UCI School of Medicine community with a low barrier to entry. Accordingly, this prompt-a-thon was conducted with multiple levels of participation to enable engagement across a continuum that could meet the needs and schedules of busy faculty, staff and students. This model is shared here as a reference for institutions who would like to host a similar event locally.

Methods

The Med PromptJam was a virtual prompt-a-thon event that began on February 14, 2024 at 9:00AM PST and concluded at 9:00AM PST on February 15, 2024. Communications to the School of Medicine community about the Med PromptJam and encourage participation began one month prior to the event with follow-up email announcements sent at one week, two days prior and the day of the event.

Design

During the Med PromptJam, participants were offered three different ways to participate in the 24-hour event to achieve the goal of a low barrier to participation through a continuum of experiences. This inaugural Med PromptJam launched with three participation experiences that were designed as follows:

15-Minute Challenge

The first method of participation was a structured, asynchronous activity called the "15-Minute Challenge" and served as the competition portion of the Med PromptJam. Participants were instructed to spend 15 minutes at a time of their convenience during the 24-hour period of the event. During this 15-minute challenge, participants were asked to do the following:

- **Read the guidelines of the Med PromptJam**. These guidelines served to remind participants about data privacy and protections, confirming the accuracy of AI generated content, potential bias and discrimination associated with AI models, ethical considerations and institutional policies related to data and technology. Those who went on to submit an entry for the 15-Minute Challenge were asked to attest to reviewing these guidelines.
- **Spend 12 minutes learning how to make better prompts by watching a video on how to effectively prompt[5] or read a guide on prompting[6].**
- **Select a generative AI tool and write their first prompt.** Links to generative AI tools available at the time were provided.
- **Iterate on the prompt at least two more times to refine the responses received.**

Participants had the option to submit their work as part of the competition. The competition was a random selection of three student and three faculty/staff who had completed the submission form with appropriate iterative prompting. A $25 gift card served as an incentive and was distributed to the winners of the competition.

Engage and Learn

The second method of participation was a hybrid opportunity to engage in the Med PromptJam and learn about generative AI and prompting at their own pace and desired level of engagement. A list of generative AI resources was shared on the Med PromptJam site for participants to review asynchronously at any time both during the event and beyond.

In addition, three synchronous virtual prompting information sessions were held during the event via videoconference (Zoom, Inc.). Experienced mentors were available at the 9:00AM PST and 5:00PM PST sessions in an "office hours" format to address specific questions and topics brought by participants and engage in discussion with other participants about generative AI. At the 12:00PM PST session, a presentation on generative AI and prompting techniques was presented to attendees followed by a live demonstration of a prompting exercise. This

presentation was recorded and available to the community as an enduring resource after the event.

Share a Haiku

This was the community engagement portion of the Med PromptJam and was offered with the lowest barrier of entry for participants into the event. Participants were asked to generate a haiku by using pre-made prompts that demonstrated how a response can evolve with the addition of a role and constraints. This activity could be completed in a few minutes or fo as long as a participant wanted to work on refining their haiku(s). Generated haikus could be submitted to the Share a Haiku page to share with the community over the 24-hour period.

Though the event was held on the Valentine's holiday and offered some inspiration for the activity, participants found a variety of topics around which to generate creative haikus. The submissions can be found on the Med PromptJam site on the Community Participation page.

Materials

Supporting materials that were available to participants during the Med PromptJam included:

- **Guidelines**: The guidelines described above in the 15-Minute challenge served as the "contract" by which participants engaged in the event.
- **Access to generative AI tools**: A critical component of participation in a prompt-a-thon is access to generative AI tools. Participants were provided links to available generative AI tools that could be freely accessed.
- **Resources**: A curated list of resources was included on the Med PromptJam site for participants who simply wanted to spend their time reading and engaging with information about generative AI and prompting techniques.

Outcomes

The outcomes of the Med PromptJam are shared here as a case-study.

Participants

There was a total of 66 unique participants during the 24-hour. The demographics of the participants are presented in Table 1. The largest participant group was the staff in the Office of Medical Education.

Table 1. Participant Demographics

Role	Number of Participants
Faculty	14
Graduate Student	1
Medical Student	12
Staff	32

Mentors	7
Total	66

The participants engaged in the three experiences as shown in Table 2. Each experience was open to all participants, and some engaged in multiple experiences.

Table 2. Experience Engagement

Experience	Number of Participants
15-Minute Challenge	29
Engage and Learn Session	32
Share a Haiku	37

Ratings of Proficiency

Participants in the 15-Minute Challenge were asked to rate their level of generative AI proficiency prior to the Med PromptJam and after the Med PromptJam on a scale of 0 to 10 (0 = No Knowledge, 1 = Little/Basic Knowledge, 10 = Expert Knowledge). The mean score for level of generative AI proficiency after the Med PromptJam ($M = 5.72$, $SD = 1.71$) was higher than the mean score for the level of generative AI proficiency prior to the Med PromptJam ($M = 3.45$, $SD = 1.86$). A paired samples t-test showed a significant increase in ratings of level of generative AI proficiency ($p < 0.001$).

Generative AI Tools

The generative AI tools used during the 15-Minute Challenge included Claude, Google Gemini, Microsoft Copilot, ChatGPT and ZotGPT[7]. ZotGPT is the UCI created AI assistance tool which launched to faculty and staff the week prior to the Med PromptJam event.

Discussion

The Med PromptJam event encouraged faculty, staff and students an opportunity to dedicate engagement with generative AI and gain prompting skills through a continuum of experiences during a 24-hour period. Participants reported gains in generative AI proficiency and used a variety of tools to expand their prompting skills.

Greater engagement was demonstrated by staff with limited faculty and student participation. This may have been due to a couple of reasons. First, the date of the Med PromptJam was selected as February 14 to align with Valentine's Day and bring the event attention in this way. However, in 2024, this was on a Wednesday that may not have been an ideal time for faculty and student participation. For example, Wednesday is a clinical experience day for pre-clerkship students at our school and spend the day off-site. Second, clarity around the school's policies regarding the use of generative AI did not exist and may have discouraged more of the broader community from participating. Finally, though the event occurred over a year after the launch

and excitement around generative AI stimulated by ChatGPT, a culture of AI had not yet been adopted across the institution. We expect that a culture promoting and supporting the use of AI is a factor in the success of an event like the Med PromptJam.

Overall, the Med PromptJam serves as a concrete, practical and implementable approach to introduce prompting skills to a community of users. The experience continuum model offers flexibility in how people engage in the event and achieves the goal of lowering the barrier to entry for participation.

References

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