



MASTER YOUR DIGITAL SKILLS

**Boosting your research
with generative AI**

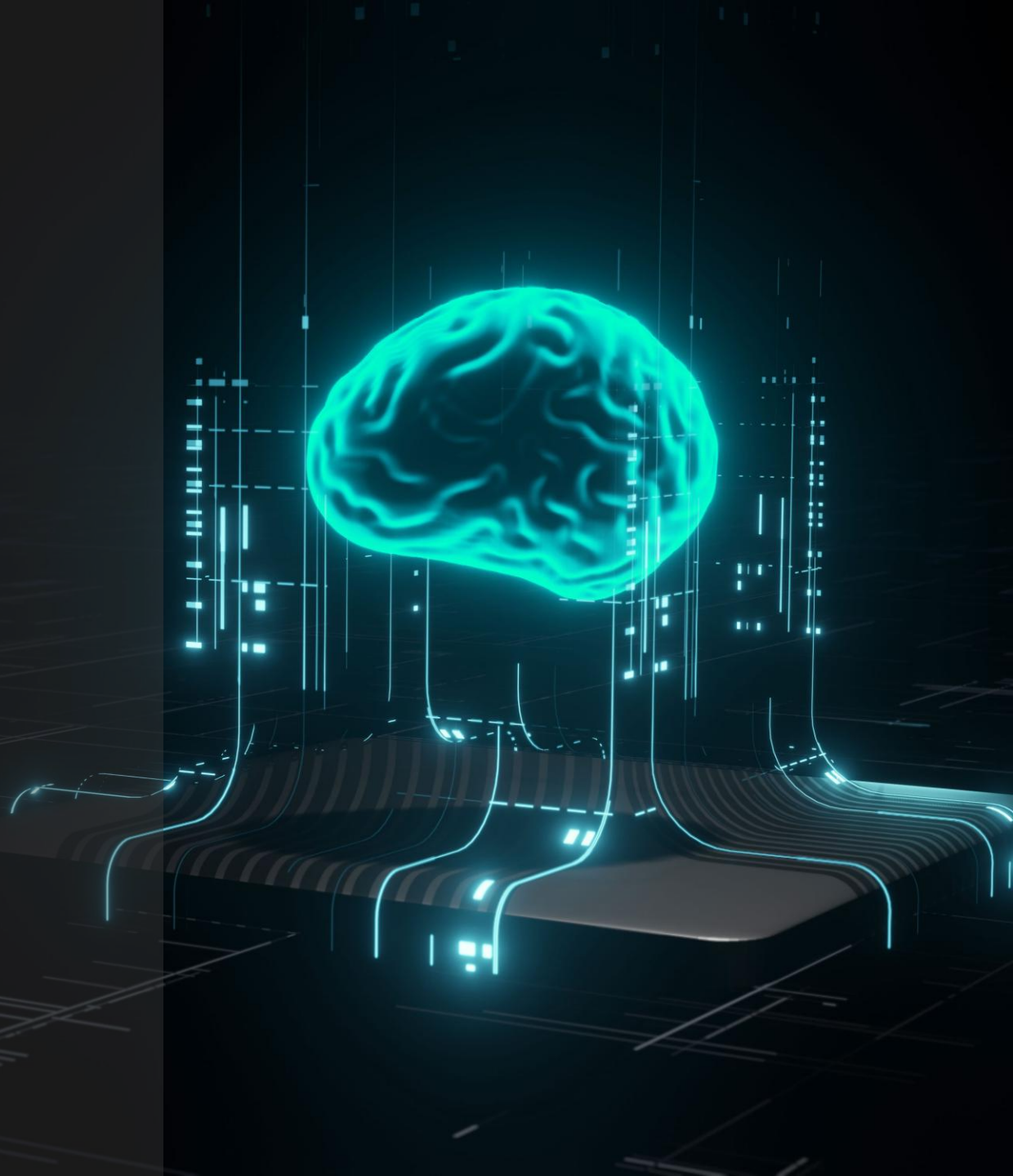
17th February, 2025

Artificial Intelligence (AI)

Dr James McKay



Co-funded by
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SEMINAR OVERVIEW

1. Introduction to working with generative AI (GenAI)
2. Creative brainstorming and hypothesis generation with your digital assistant
3. Qualitative data synthesis and interpretation
4. Ethics of AI in research



TARGET AUDIENCE

Academic faculty, data analysts, early career researchers and PhD candidates, policy researchers, librarians and information professionals.

COURSE DESCRIPTION

This seminar introduces participants to the role of AI in research, exploring its use in brainstorming, hypothesis generation, and data synthesis. It aims to empower researchers to integrate AI effectively and responsibly into their projects.

- Overview of generative AI tools
- Benefits and limitations of AI in research
- Generating research questions
- Interdisciplinary linkage
- Summarizing large datasets
- Analyzing qualitative data
- Checking bias and accuracy in AI-generated outputs
- Privacy and data security concerns

COURSE INFO

Location	Blackboard
Date	17.02.2025
Time	N/A
Duration	1.5 hours
Cost	Fully funded under the Level Up project



Trainer's Name

Dr. James Mackay is an Associate Professor of Literature and Digital Cultures at European University Cyprus (EUC). He has been actively involved in numerous AI initiatives both at EUC and internationally, including delivering training in GenAI use at schools and universities in Cyprus, Greece and Ghana. He serves as a member of the European University Association (EUA) task-and-finish group on artificial intelligence in education and has contributed to the EUC framework on AI Policy.





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