BUAD 497 · SLIDE NOTES

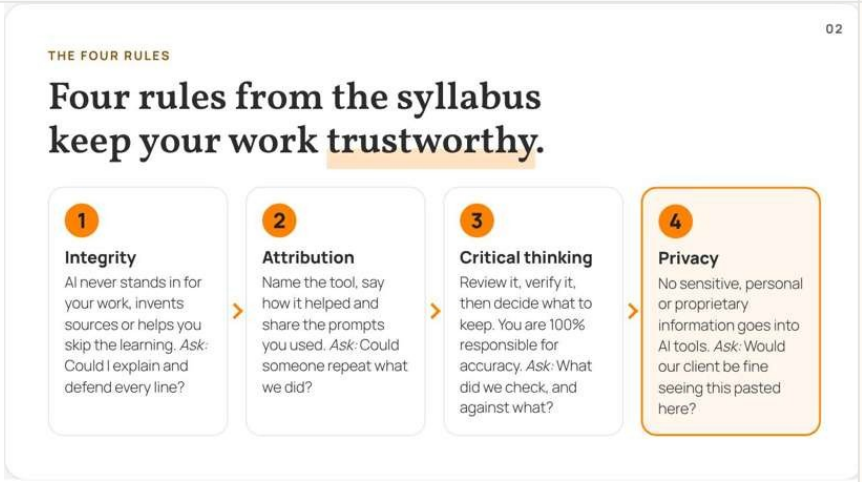
Using AI in Consulting Research, the Right Way

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-497/ai-in-research/



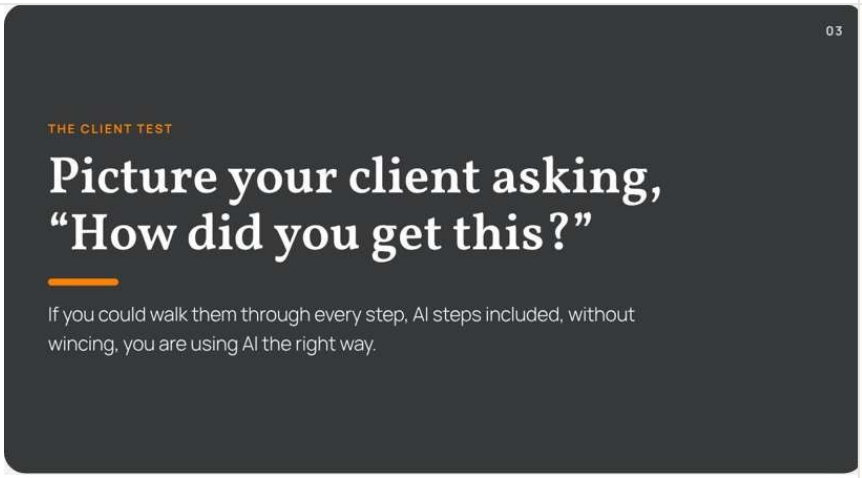
My notes

Slide 1



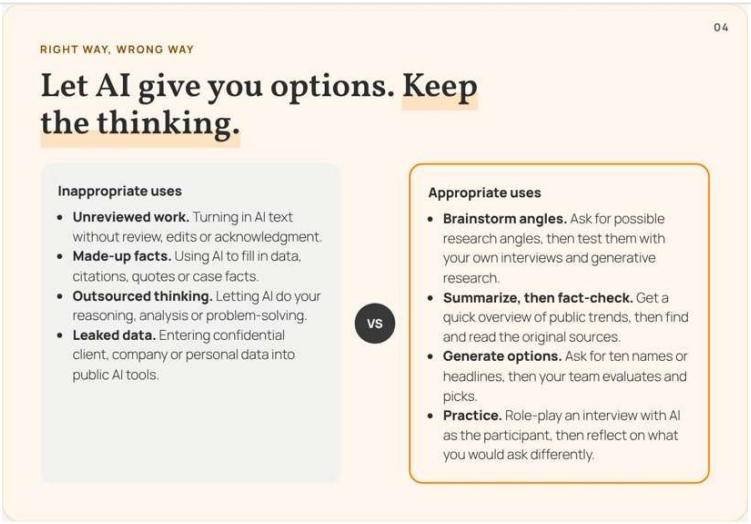
My notes

Slide 2



My notes

Slide 3



Slide 4

My notes



Slide 5

My notes



Slide 6

My notes

VERIFY BEFORE YOU TRUST

No original, no claim.

1. **Find the original.** Locate the actual article, report or data set, ideally through the library databases.
2. **Read it.** Not only the title or abstract. Make sure it says what AI claimed it says.
3. **Match the details.** Authors, year, numbers and quotes must match exactly.
4. **Check the date and the source.** Old data and weak sources hurt your credibility with the client.
5. **Log it.** Note what you checked in your AI log so your statement is easy to write.

Verify before you trust: a five-step check for anything AI tells you



Slide 7

My notes

08

PROMPTS THAT KEEP YOUR THINKING IN CHARGE

Ask AI to widen your view, not do the analysis.

Weak prompt

"Write our insights."

VS

Better prompt

"Here are five de-identified quotes. What patterns might I be missing? Point to the quote behind each one."

Why it is better: you stay the analyst. AI only widens your view, and every pattern ties to your evidence.

Weak and better prompts for consulting research

Slide 8

My notes

09

KEEP AN AI LOG AS YOU GO

Your statement takes two minutes, not two hours.

Keep a shared table in your team folder. Add a row any time AI meaningfully shapes your work.

1	2	3
Date Sept 9	**Who** Teammate A	**Tool** ChatGPT
4	**5**	**6**
Prompt "Draft 12 open questions about why volunteers stop coming. Flag leading ones."	**What we used** 4 questions, rewritten	**How we checked** Tested in 2 practice interviews

Example AI log row

Slide 9

My notes