

98 - Unveils a Paradigm Shift in Education: Elevating Creativity and Efficiency for Educators

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Purpose: The purpose of the transcripts is to provide readers and listeners with a written version of each episode of the UAGC Center for Early Childhood Education's Early Childhood Chatter Podcast so they can follow along with the audio content. www.uagc.edu/ece-center/chatter-podcast

Audience: Current Active & Enrolled Students

Episode Transcript

Host Dr. Shipley: Hello everyone and welcome to Early Childhood Chatter with Dr. Shipley and Dr. Heald. We will upload a new episode every other week on Wednesdays.

Host Dr. Heald: This podcast is your go-to source for inspiration and practical tips to unlock the full potential of every little learner. Don't forget to subscribe to the podcast for notifications about future episodes.

Today we have Jose Florido with us. Jose is the chief development officer and educational lead at Freepik and he's here to speak about AI in education.

At Freepik, Jose leads the strategic direction and operational performance of the company's leading products in the U.S., including SlidesGo, an extensive catalog of free Google slide themes and PowerPoint templates to boost education presentations. Today he's going to share some tools that are truly revolutionizing classrooms. Thanks so much, Jose, for being here today.

Jose Florido: Hi, thanks. Thank you for having me.

Host Dr. Shipley: Hi, Jose. I'm Dr. Shipley and I was super excited when you turned this in because we are all talking about AI. So I'm hoping that you can give us some really good tips and tricks and your title today is AI Unveils a Paradigm Shift in Education, Elevating Creativity and Efficacy for Educators. So, let's hear all about it.

Tell us in a nutshell what we're going to talk about for your topic today.

Jose Florido: Yeah, I wanted to begin in a very easy to understand way, which is what SlidesGo focus on, it's simplicity, right? And making things easy to understand about AI and how it can be used in the classroom setting, right? So, we should talk a little bit about how micro tools with AI can empower teachers to plan and prepare for classroom and create content, and also how students can benefit and learn new skills by using AI tools in and out of the classroom.

Host Dr. Shipley: I love that. I will tell you, I'm the lesser techie one. Dr. Hield is all techie. If I need something or if anyone on our team needs something, they go to her. So she's going to have some really great questions for you, but we are all so interested in AI. So thank you so much for being here.

Host Dr. Heald: Yeah, you know, I think it's here, Jose, to your point, and we just want to fall into it, right? We want to use what's out there.

So tell us a little bit about the benefits of incorporating AI for creative content in education.

Jose Florido: Yeah, absolutely. So at SlidesGo, we see teachers as content creators, right? So I think a huge part of creating content is being able to fight and win against this blank canvas syndrome, right? So, when you are starting to create a lesson or a piece of content to tell a story in your class, if you start empty, it's very hard.

But if you have AI and graphic resources and templates helping you as a steppingstone, it is not that easy, right? So that's kind of the key here, how AI reduces the amount of work and save you a lot of time and effort in a very simple way.

Host Dr. Heald: Yeah, so sorry, Tisha, I'm just jumping in again. This is so great for content.

How does this help us with retention and inclusivity and retention, attention, and accessibility? What are some more benefits? Keep going.

Jose Florido: Yeah, absolutely. So, what we see when teachers are using our templates and our design is that they are able to produce better presentations and become even better storytellers, right? So, when you tell a story with a lot of graphical assets and a great design, good narrative arcs, good structures, what you normally obtain is a more engaged audience, right? So retention is the result of this higher engagement, right? So, by producing better content, more engaging content, you increase retention.

And also in terms of how to use AI to adapt the content, personalize the content, it's actually saving a lot of time because you can prepare a piece of content for your class and then very easy ask the tool to rewrite it or reimagining it in a different style for a different audience. So, let's say you have different groups of learners in your class, so you're going to adapt it to their specific needs, kind of saving you the time of starting again. So that is a very powerful tool.

Host Dr. Shipley: So I want to go back to just the very beginning of AI. So on here, we have parents, we have teachers, we have administrators, college students, lots of people are, different kinds of people are listening to this. Can you kind of give a background on just AI, how you can use this in your classroom to be beneficial to the teacher also? Like I know you're saying creativity, but where do they start? How do you start learning about it and incorporating it before you start putting it into your slides?

Jose Florido: Yeah, what we propose is that you don't really need to learn new technology, right? So, you are going to be using Google Slides or PowerPoint, and we are going to facilitate the content for you.

So basically the way you do it is you go to our website, you give us the topic that you want to develop or create content about, you give us the audience, the grade, whatever you describe your audience, and then the AI will generate the slides for you to start off. And then you go into Google Slides that you already know very well. It's a Google Classroom, it's on every other platform is compatible, and you just continue this initiated piece of content that the AI prepared for you.

So, there's really nothing new. You just need to know your content, know how to create a basic slide, and the AI will do the rest, basically.

Host Dr. Shipley: Wow. See, that's where I needed to start so I wasn't confused. So that's very awesome. Okay.

Host Dr. Heald: Yeah, you can see this play out. You can see the teacher coming in with an idea for some creative content and utilizing this tool to help them kind of make multimedia audiovisual storytelling. I see it.

Jose, tell us how this can elevate curriculum utilizing this power.

Jose Florido: Yeah, absolutely. So, something we see also is like some teachers and educators already have some content that is ready, but maybe it doesn't include photography, maybe it doesn't include video.

So, something you can also do is you can upload this content and the AI will generate more variations and also complete the content with different media, right? So, we have at Freepik, we have a huge catalog of stock images, stock videos and resources, not only AI generated, but also human generated, right? Traditional stock content. So, our AI is able to utilize the catalog of existing content when it's needed or sometimes generate images when it's the more suitable solution, right? So you just give us your content and we kind of upscale it and improve it and give it back to you.

Host Dr. Shipley: I love it. So a lot of us work for universities or schools or we're teachers or we work for a daycare. So how can those people support and prepare their teachers and their staff to actually use that AI in the classroom, which is what we're all trying to figure out right now too?

Jose Florido: Yeah, I think what I see as the main barrier right now is there is a little bit of fear, right, of AI. I think like kind of this is to me, this is a myth.

The way we see technology in the classroom is not as a replacement at all. Within the teachers are the ones making the magic in the classroom. And this is just a tool to help you prepare, right, plan and execute your classroom, right? So kind of taking down this fear and this barrier and say, hey, this is here for you.

I think that's the number one thing. Do not be scared of this. Be kind of approach it with an open mind and just go for it.

It's really, really simple to start.

Host Dr. Heald: OK. Yeah, I think taking that first step forward sometimes is just our way to get into this new uncomfortable water, right? I think that it's here and I love that you are, again, just kind of giving us a chance to embrace it. What can we expect going forward with the use of AI in the education sector?

Jose Florido: Yeah, that's a great question. I think AI is definitely here to stay, right? AI is our new future for not only education, but obviously education is being at the forefront, right, in adoption also in AI. And yeah, we are going to see more and more.

We're going to see not only in classroom and lesson preparation and content preparation, we're also going to be assessment and teachers kind of redefining the way they assess retention, right, of the content.

We're going to see AI getting into many, many, many aspects, right? And we're going to see also how students start to use it. I think it's important that we are all ready to change many of our methods because now it's like in the past when students got a calculator, right? Now they got like amazing new type of calculator, right? So, we need to assess in different ways.

We need to utilize this tool and all its power in positive ways. And it's also not all about having kids or students looking at screens during the classroom. I think this is not the right way.

It's mostly to me classrooms need to be about the teacher and the story and the content. And this is a tool to have always on your side, helping you when you need it, but not to consume the lesson or the content through it, right? So I think that's the way I see this is taking shape and be a very positive impact. Okay, Jose.

Host Dr. Shipley: So before we wrap up with your three takeaways, because I want to know what your three most important things are, where is this? Where do our listeners need to go if they want to start using this for their PowerPoints or Google Slides?

Jose Florido: Yeah, go to slides.go.com and you will see two main actions there. You can see you can search for a template where you can see what other teachers are sharing and many designs available for you. Or you can start from what we call a prompt.

Basically, just give us a starting point and we'll create the basic slides for you. And that's called the presentation maker. So yeah, slides.go.com.

Host Dr. Shipley: Okay, slides.go.com listeners.

Okay. So Jose, give us three big takeaways from your whole session that you want our listeners to walk away and remember.

Jose Florido: Yeah, I think the three takeaways are first, remember that when AI enters the classroom, it's not to replace any other traditional tools.

Also, that the future is AI, right? And it's going to be here with us. And we should all look for ways to empower students and get familiar with this new technology. And the last one is that AI-powered tools in education need to also foster inclusivity, right? And allow for differentiation and adaptation of content.

Host Dr. Heald: Yeah, I think that's right. We're going there in the future, Jose. And you just have given us such a starting point for this and to really lead in and embrace it.

Jose, what is one challenge you can leave our listeners with?

Jose Florido: I think you mentioned it before is like, where to start, right? So, it's like, go to slides.go. There is, it's an easy tool. Do not be scared. There's no need to learn new technology.

It's just creating a presentation. But now you have superpowers, right? So the challenge is how to start, I think, is not as a big challenge as most of us think at the beginning. So yeah, let's go and just do it.

Host Dr. Shipley: Jose, I have to tell you. So, while you are talking, I was googling slides.go.com because we do a lot of presentations. And as teachers, we're doing them for families. We're doing them for administrators. And so we need to get better at this. And AI is something that I want to become familiar with.

I know Dr. Hilde has probably done a lot of research on that. But it is something that our team talks about. So we appreciate you being here.

Thank you so much for coming. Slides.go.com, everyone. And Jose, have a great day.

And thanks, listeners.

Jose Florido: Thank you so much. Thank you for having me.

Have a great day.