

AI in action: boost your information skills training promotion with ChatGPT integration

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Abstract

The integration of ChatGPT into library promotions has transformed promotional efforts for the library team at King's. With its adaptability, ChatGPT enables the creation of personalised, dynamic email content tailored to specific interests swiftly. This not only enhances promotional effectiveness but also saves considerable time, allowing the team to focus on other services like literature search support. Consistently, ChatGPT has increased attendance and service uptake, showcasing its potential to enrich promotional activities, amplify impact, and strengthen connections with patrons. This technological advancement is instrumental in advancing the role of library professionals in the digital age, demonstrating the profound impact of AI integration in library services.

Key words: ChatGPT; library promotions; information literacy; hospital libraries.

Introduction

In today's rapidly evolving healthcare landscape, where new information emerges constantly, the ability to access reliable and evidence-based resources is paramount for healthcare professionals. This necessity underscores the critical role of information literacy, which encompasses the capacity to evaluate, analyse, and utilise information effectively. According to CILIP "Information literacy is the ability to think critically and make balanced judgements about any information we find and use" (1).

Studies have consistently shown that information skills training sessions have a profound impact on users. These sessions not only empower healthcare professionals to navigate vast repositories of information but also foster critical thinking skills essential for refining the quality and relevance of information. As a result, attendees express increased confidence in their capacity to locate relevant information swiftly and proficiently. By equipping healthcare professionals with enhanced information-seeking abilities, information skills training contributes to better-informed decision-making processes. This, in turn, translates into improved patient outcomes (2, 3).

The significance of information skills training is further underscored by research conducted across Health Libraries in England. Their survey findings highlight the

tangible benefits of such training across patientcare, learning and teaching, research and service development. These insights highlight the impact of information literacy initiatives, emphasising their pivotal role in supporting healthcare professionals as they strive to deliver optimal care in today's complex healthcare environment (4).

Objective

The objective of this study is to investigate the influence of promotional emails generated by ChatGPT on individuals' decision to enrol and attend information skills training sessions. The analysis will focus on understanding user's information seeking behaviour based on their job roles and identifying the potential opportunities for collaboration to address specific information needs within the departments. By examining the efficacy of ChatGPT-generated emails and possible outreach opportunity, this research seeks to inform strategies for optimising promotional efforts and enhancing the relevance and impact of information skills training sessions.

Limitation of the study

The team has specifically measured the effects of regularly scheduled information skills training, excluding other forms of training such as bespoke sessions and

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those tailored for F1 (Foundation year 1 doctors), F2 (Foundation year 2 doctors), and IMTs. Internal Medicine Training (IMT) is the primary entry point and initial stage of training for those trainees who wish to follow a career in medical specialties.

Background

The Libraries at King's are constantly seeking innovative ways to promote their information skills training sessions and encourage greater attendance among users. Despite offering a diverse range of courses, they face the challenge of effectively reaching out to their target audience. Recognising the importance of maximising outreach through email campaigns and contributing to improved patient care, the team acknowledges the significant skills, time, and effort required for successful marketing emails. In their pursuit of leveraging current technologies to enhance service development, the team has turned its attention to AI, particularly ChatGPT.

ChatGPT is an AI language model developed by OpenAI. It's part of the GPT (Generative Pre-trained Transformer) series of models, designed to understand and generate human-like text based on the input it receives. It can perform various language-related tasks such as answering questions, generating text, translating languages, and more. ChatGPT is trained on a large dataset of text from the internet, allowing it to understand and generate responses in a conversational manner.

Exploring the potential of this platform, the team aim to transform their promotional activities. Through this approach, they hope not only to increase attendance at their training sessions but also contribute to the broader goal of enhancing patient care through improved access to evidence-based resources.

Exploring the integration of ChatGPT in library service: implications and considerations

Before initiating the project, the team embarked on exploring the potential benefits of integrating ChatGPT into library services. Through a comprehensive literature search, the findings revealed promising insights. Numerous studies have underscored the platform's potential across various domains, encompassing information retrieval, reference assistance, language support,

user engagement, personalisation, information literacy, collection development, cataloging etc.

However, amidst the enthusiasm for its capabilities, it's imperative to recognise that ChatGPT should serve as a complement to human librarians, acknowledging its inherent limitations and potential risks. Addressing concerns surrounding privacy and data security, establishing ethical guidelines, ensuring quality control and validation, providing user training and awareness, and seamlessly integrating the technology with existing systems are paramount considerations.

Continuous research, coupled with vigilance against bias and discrimination and solicitation of user feedback, are indispensable for the responsible and effective utilisation of ChatGPT within library services. By adhering to these principles, libraries can harness the full potential of AI technologies while upholding their commitment to serving their patrons ethically and responsibly (5-9).

How ChatGPT helps spread the word about training sessions

The emergence of AI-powered tools like ChatGPT has indeed remodeled the approach to promoting information skills training sessions. It has significantly boosted the promotion and its implications for enhancing outreach and engagement.

- *Making things easier:* ChatGPT has simplified team's workload by swiftly crafting compelling emails and messages for promoting the training sessions (*Box 1*). Rather than investing substantial time in writing, they can delegate this task to ChatGPT.
- *Personalisation and customisation:* among ChatGPT's standout attributes is its capacity for personalisation and customisation. By tailoring promotional messages to suit the specific interests and preferences of diverse target audiences, ChatGPT has facilitated more focused and impactful communication.
- *Expanded outreach:* its ability to create captivating content in a matter of seconds has enabled the team to reach a wider audience through various channels, including email campaigns. This broader outreach has translated into increased awareness and participation, ultimately contributing to the success of the training sessions.

Box 1: Example of email promotion for information skills training sessions compiled by ChatGPT.

Subject Heading: Elevate Your Research Skills: Information Skills Training exclusively for King's Staff this January and February

Dear King's Staff,

Supercharge your research capabilities with our information skills training program!

Are you ready to take your research skills to the next level? Look no further! We are thrilled to introduce a dynamic Information Skills Training program tailored exclusively for King's staff members.

Aim of the training: unlocking the power of reliable evidence

Our online workshop is designed to empower you in finding reliable evidence to enhance the quality of patient care and decision-making. Key areas covered include:

- Gain insights into efficiently accessing e-journal articles and e-books through the NHS Knowledge and Library Hub.
- Learn to utilize evidence-based resources like BMJ Best Practice and DynaMed, TRIP PRO effectively.
- Identifying other essential healthcare resources and their content
- Exploring different search techniques, including phrase searching

Why attend? Navigate our e-resources with confidence!

In today's digital age, the ability to navigate and extract valuable information from online resources is crucial. Whether you're a seasoned researcher or just starting your journey, our comprehensive training will equip you with the skills you need to excel.

Limited spaces available – Secure your spot today!

With limited spaces left, we encourage you to secure your spot now! Booking your place is quick and easy – simply click on the links below to reserve your spot in the courses that align with your interests.

Need assistance? We're here to help!

If you have any questions or need additional assistance, don't hesitate to reply to this email. Our team is here to support you every step of the way.

Data collection

Since April 2023, the library team has incorporated ChatGPT as a key promotional tool in their strategy. The team utilise "Bookitbee,"(www.bookitbee.com) a user-friendly platform for reserving spots for training sessions. This platform facilitates the collection of participant information, encompassing personal details such as their name, email address, the name of their organisation (given King's diverse hospital network),

job title, and department. Additionally, "Bookitbee" furnishes analytics on ticket sales, offering insights into attendance metrics which enables the team to download comprehensive reports, for further analysis.

By leveraging the combined capabilities of ChatGPT and "Bookitbee," the team has established an integrated framework for promoting their training sessions efficiently and monitoring the uptake of number of attendees over the timeframe April 2023 to March 2024.

Data analysis and findings

Analysis of the total number of training sessions conducted and the attendance over the past five years

In the analysis of the training sessions conducted annually from April 2020 to March 2024, it becomes evident that each year, the team consistently organised a similar number of sessions, with figures ranging from 19 to 26 (Table 1). The one exception is the period April 2019 – March 2020, which pre-dates the COVID pandemic with a larger number of sessions (42) pre-

dominantly delivered face-to-face instead of virtually. However, a notable surge in attendance occurred in April 2023 – March 2024, attributed to the integration of ChatGPT in promotional activities.

During April 2022 – March 2023 the library team encountered challenges due to staffing shortages, likely contributing to lower attendance levels during that time. Despite these challenges, ChatGPT's significant impact on information skills training promotion and the uptake of attendees per session remained apparent.

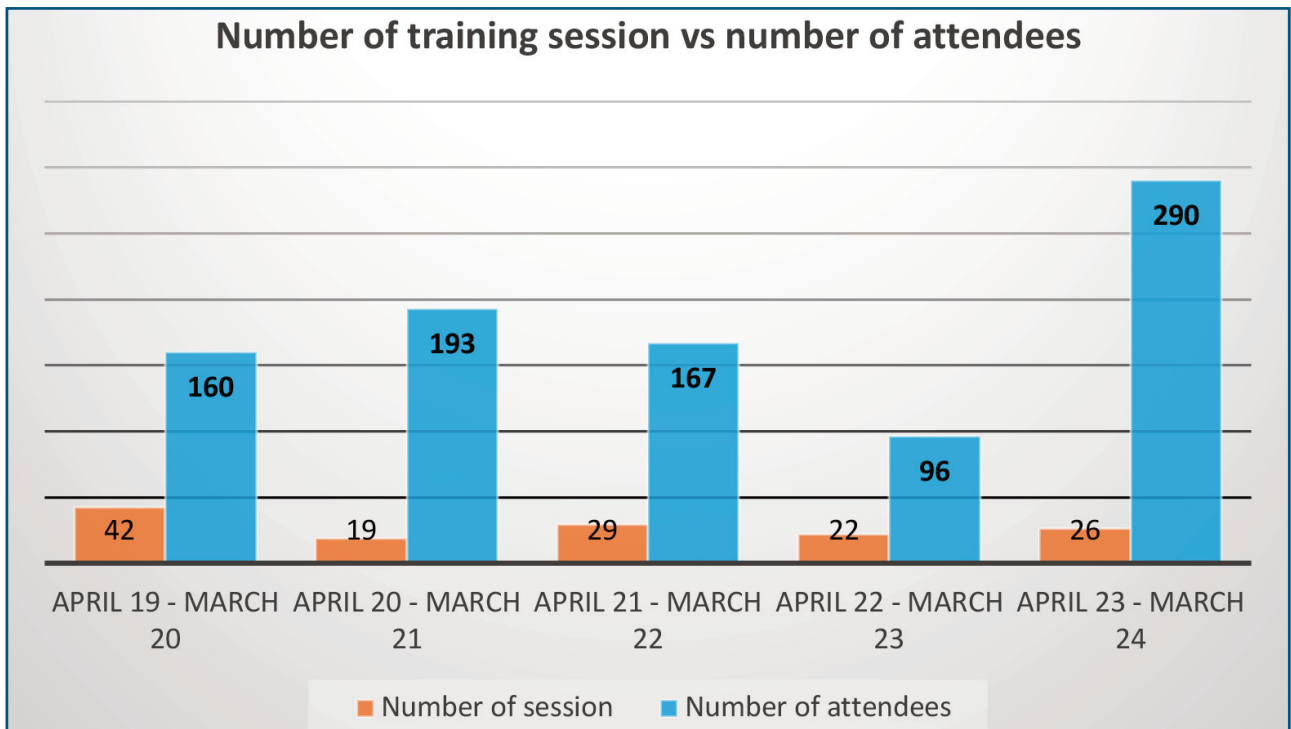


Table 1. Number of training sessions vs number of attendees.

Analysing session attendees by job role

The data offers insights into the distribution of personnel across various roles within the organisation who participated in the training sessions (Table 2). Doctors represented the largest cohort with 116 individuals (40%), closely followed by nurses at 112 (38.62%). Allied health personnel comprised 21 (7.24%), while administration roles and additional clinical support were represented by 22 (7.58%) and 14 (4.82%) individuals, respectively. Professional scientific and technical roles constituted only 5 individuals (1.72%).

This data underscores the critical need to prioritise access to up-to-date, evidence-based information for

healthcare professionals, particularly doctors and nurses, given their pivotal roles in patient care. Additionally, it suggests a potential necessity for information skills training among these groups. In today's rapidly evolving healthcare landscape, adept information management is indispensable for delivering quality care, ensuring patient safety, and staying informed about the latest advancements.

Equipping doctors and nurses with improved information retrieval and evaluation skills enables them to access a wider array of evidence-based resources, ultimately resulting in elevated standards of patient care and outcomes.

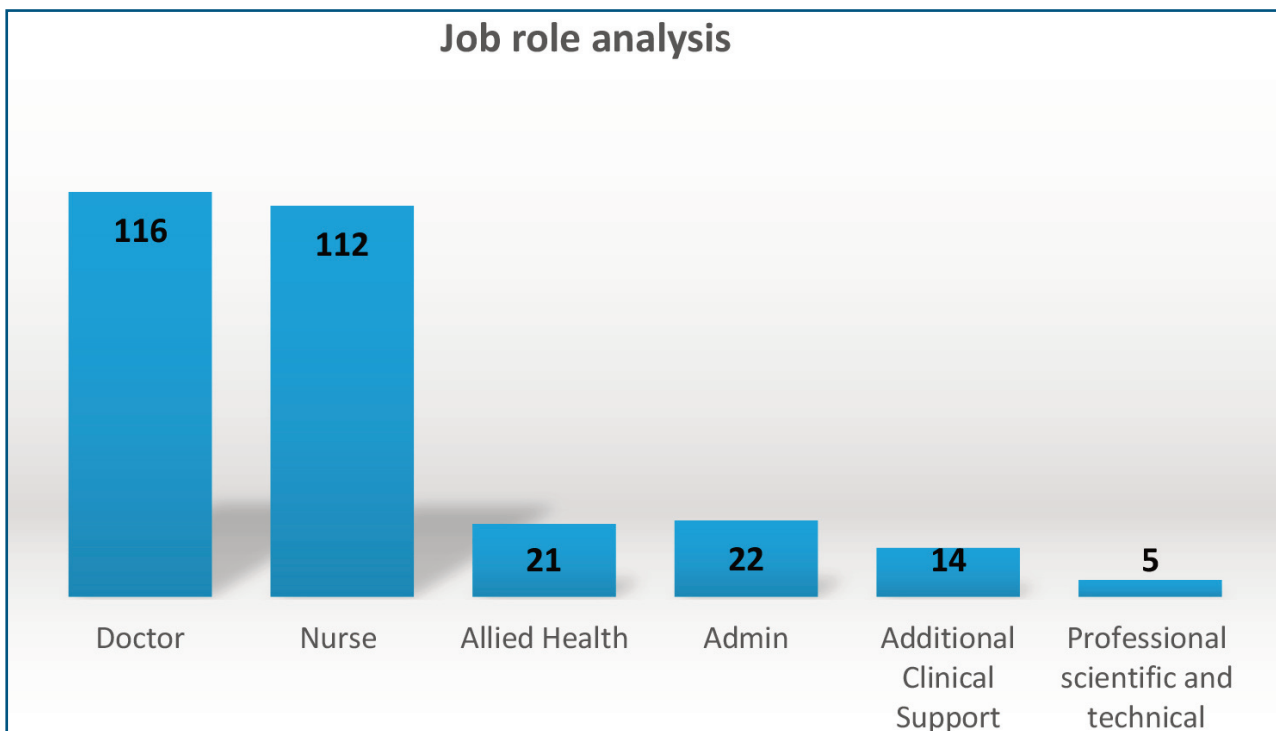


Table 2. Job role analysis.

Analysis of departments with most frequent booking

After analysing the departments with the highest booking rates, it's evident that Critical Care stands out with 25 bookings, followed by Liver, Cardiac, and others (included only top 5 departments) (Table 3). This underscores a significant demand for additional research within these departments, providing a potential opportunity for the team to collaborate with them. Through specialised training team can address the gap between their information needs and the practical application of evidence-based resources. This initiative aims to enhance patient care by fulfilling their research needs and seamlessly integrating evidence-based practice into their daily activities.

Department	Number of Bookings
Critical Care	25
Liver	24
Cardiac	12
Haematology	11
Renal	10

Table 3. Departments with most frequent bookings.

Key strategies to generate relevant content with ChatGPT

- To enhance ChatGPT's understanding and output, the team consistently offer specific examples of the content that they aim to create. This approach aids in improving comprehension and generating more relevant responses.
- ChatGPT occasionally produces overly complex writing. To address this, they prompt it to use simpler language, ensuring that the content remains accessible and easy to understand for the intended audience.
- They found that presenting ChatGPT with an initial example of the content they want to generate, followed by a prompt to rewrite it, yields better results. This process helps refine the content and ensures it aligns with expectations.
- To enhance readability and attractiveness, they prompt ChatGPT to include bullet points and engaging heading and subheading in the content. These formatting elements make the content more visually appealing and easier to read.
- ChatGPT's ability to suggest subject headings for email content is particularly valuable. By leveraging

this feature, they can obtain suggestions that improve the clarity and relevance of the content, enhancing its overall effectiveness.

Conclusion

In conclusion, the integration of ChatGPT in promoting information skills training sessions has proven to be a powerful and innovative approach. The results constantly showing that it consistently enables team to increase attendance and uptake, showcasing its potential to enhance promotional activities and engage more users effectively. ChatGPT stands as a valuable tool that can enhance the impact of the library services, strengthen connections with patrons, and advance the role of librarians in this digital age. By tailoring promotional efforts to match the diverse information needs of healthcare professionals, the team can continue to optimise outreach and engagement, ultimately leading to improved patient care outcomes.

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