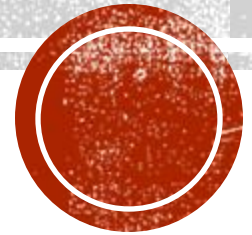


**(GEN)AI IS PRETTY GOOD AT BEING PRETTY
GOOD***

Cathal Doyle

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Website: cathaldoyle.com



INTRODUCTION

Name: Cathal Doyle "Co(-t)Hull," so Cohull

Role: Senior Lecturer at the School of Information Management

About Me

- I'm a big Nintendo fan, mostly playing Mario games (but currently honing my skills at Balatro).
- I support Man Utd and started to play futsal when I moved here, even though we play it as if it's five-a-side soccer, as we don't quite have the skills required.
- I studied Information Systems (IS) for 12 years, and I've been teaching about it for 10+ years.



MY MOTHER STILL TELLS PEOPLE “CATHAL DOES COMPUTERS”

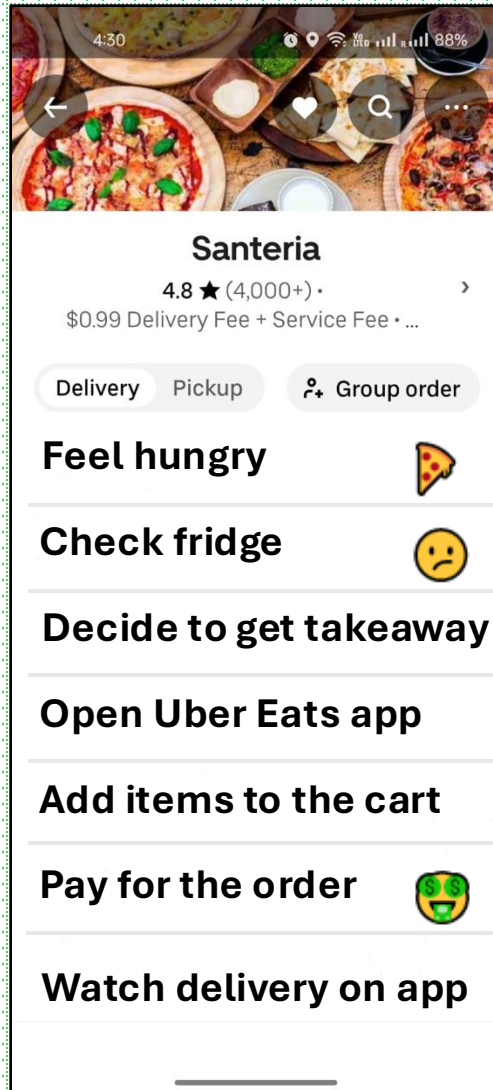
- When I speak to friends, family, colleagues, and students, they rarely know what an Information System (IS) is.
- And yet they, and you, interact with IS every day of your lives.
- For example, have you ever ordered pizza from Uber Eats? Or have you watched a YouTube video? If so, have you ever thought about how it all works?



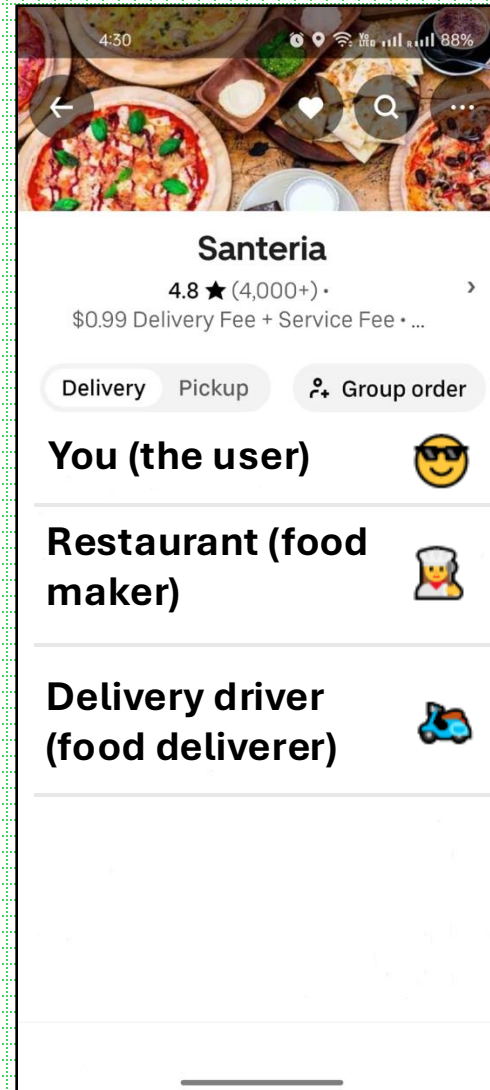
Uber Eats

(as a **Personal Information System**)

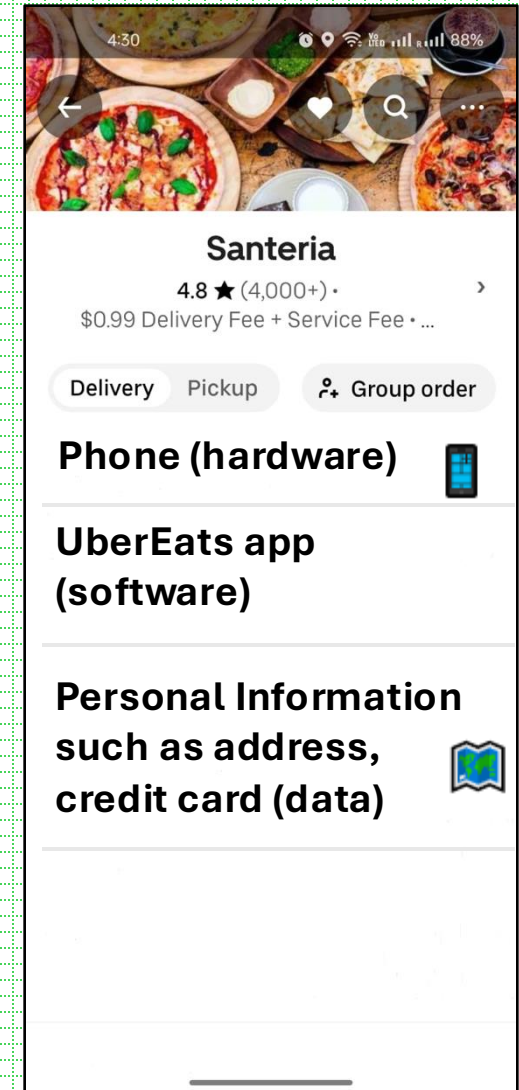
Process



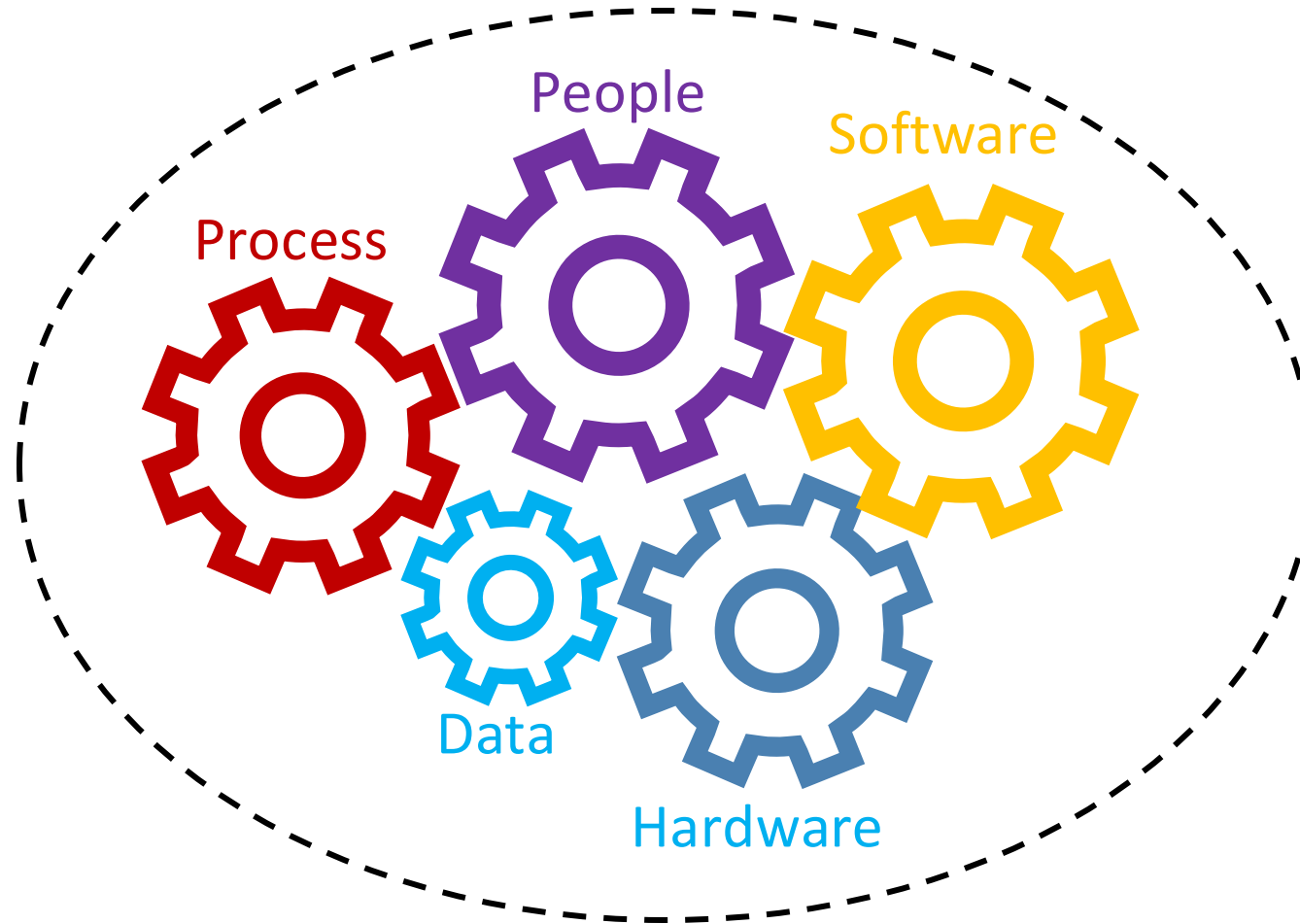
People



Technology



So, an Information System is really about how **people** and **technology** come together to get things done (**process**), big or small.



Personal IS
Business IS
Societal IS



PEOPLE AND THEIR DIGITAL LIVES

- **Technology** has become extremely pervasive in **people's** everyday lives, whatever tasks they are trying to accomplish (**process**).
- These technologies have included:
 - Personal Computers (PCs) (1970s);
 - The Internet (1960s) and the Web (1989);
 - Smartphones (2007) and apps (2008) allowed us to access this on the go.
- There is a new disruptive technology that has emerged in 2022, does anyone know what it is?



MOVING TOWARDS HUMAN-GENAI COLLABORATION

- How many people here use GenerativeAI (GenAI), e.g. ChatGPT, Google Gemini, Microsoft Copilot, etc.?
- GenAI are AI models that can produce new content, which includes text, images, audio, video, and more, in response to a user's natural language prompt.
- When we use these assistants (tools), it is referred to as Human-GenAI collaboration, but we are only starting to understand how it might work.



MY FRIEND AND I, GOOGLE GEMINI

- How I think about doing things has changed. In fact, the way I do things has changed.
- I've made a new friend in Google Gemini, which is now open at all times on my phone and computer, and I use it for both personal and professional tasks.
- *However, it still needs a human in the loop (for now) to be pretty good.



PERSONAL EXAMPLE

- We have a Japanese radio system in our car.
- Recently, our battery died and reset everything, so the radio stopped working.
- Prompt: Are you able to translate this for me?



PROFESSIONAL EXAMPLE

- We were asked to create a video presentation for a research paper we were going to present at the Americas Conference on Information Systems (AMCIS).
- This video would be hosted alongside the research on their website (and is separate to the conference presentation itself)
- Normally, my slides would look something like this:



INTRODUCTION

- For years, we viewed technology as a tool – something we picked up, used, and put down.
- But today's Intelligent Personal Assistants, or IPAs, are different. They're not just providing information; they're acting as proactive collaborators, coaching us, mentoring us, even co-regulating our behaviour.
- This leads us to our RQ: How do humans, when interacting with these IPAs, truly *experience* and *manage* their emergent 'AI-facing roles'?



METHODOLOGY

- We used an interpretivist case study, allowing us to explore complex social interactions in real-world contexts.
- Our data collection was a hybrid approach: we engaged in collaborative autoethnography, immersing ourselves in the experience of using these IPAs, capturing screenshots, and reflecting on our own interactions.
- Our analysis was iterative, moving between inductive coding to discover themes and deductive coding, refining our understanding through the lens of role and boundary spanning theories.



FINDINGS, ETC.

■ ...

■ ...

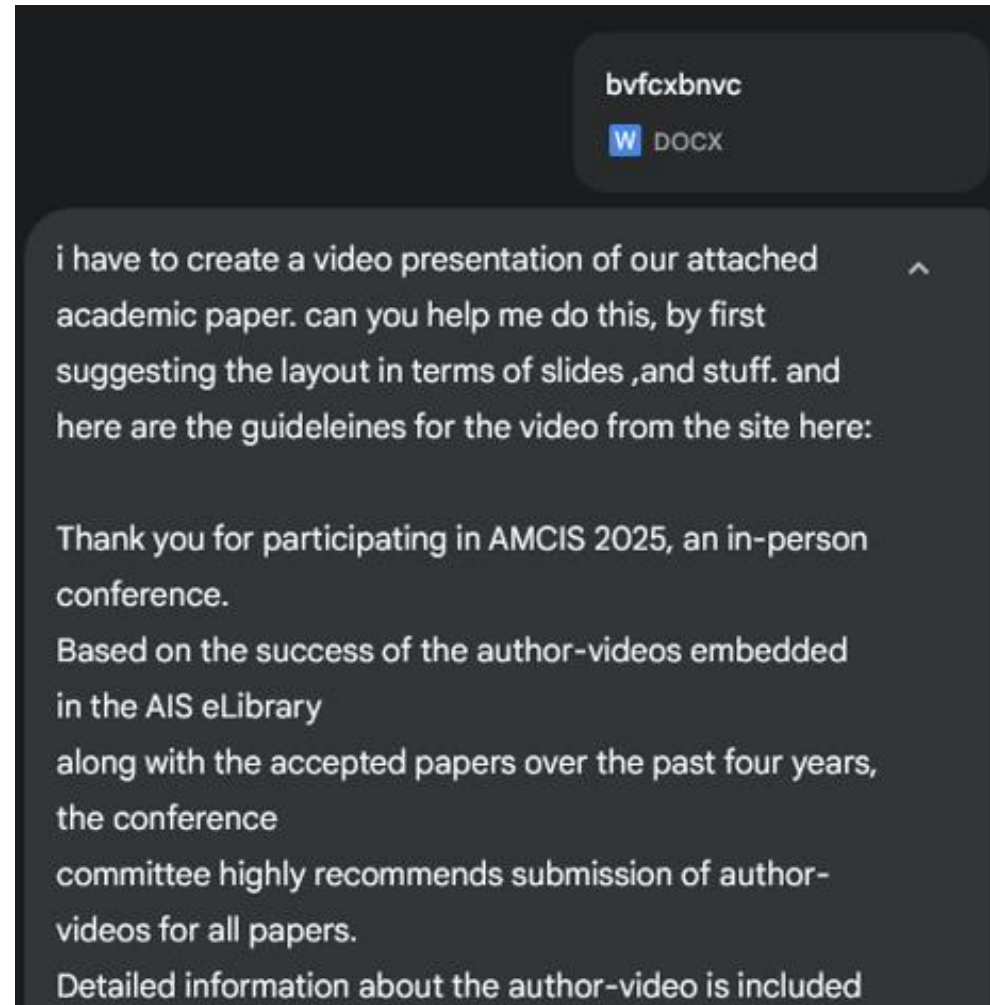
■ ...



**BUT HOW I WORK HAS SHIFTED — SO
WHAT DO YOU THINK I DID?**



I ASKED MY FRIEND TO CREATE AN OUTLINE FOR THE VIDEO





AI'S "QUIET" TRANSFORMATION OF WORK

- The rise of intelligent personal assistants (IPAs) like Grammarly and Microsoft My Analytics is changing the nature of work, shifting the human role from being a simple "user" of technology to a "collaborative partner".
- This new human-AI partnership introduces a new kind of role: the "AI-facing" role. This can be challenging because it fractures a worker's routine tasks into a series of micro-tasks and requires them to frequently switch between human-facing and AI-facing roles and their different forms of logic.
- To better understand this phenomenon, our study investigates how humans who interact with IPAs experience and manage these new AI-facing roles.



SCULPTING A MORE ENGAGING NARRATIVE

how could we make this a much more interesting video? this seems like a very traditional academic layout



You're right, a traditional academic layout can sometimes feel a bit dry for a video presentation. To make your AMCIS 2025 video more engaging and impactful while still conveying the important research, let's inject some dynamic elements and storytelling.

Here's how to make it much more interesting:

I. Overall Approach: Storytelling & Visual Metaphors

Engaging Video Presentation Outline: Tackling Role Transitions in...

Heading 2 | B I ≡ ≡ ≡

Engaging Video Presentation Outline: Tackling Role Transitions in Human-AI Work

Overall Narrative Arc:

- **The Setup:** AI is everywhere, but it's changing our jobs in unexpected ways. What's the hidden challenge?
- **The Quest:** How did we investigate this subtle but significant shift in how we work?
- **The Discovery:** Our "aha!" moment – the fragmentation of work and the constant "micro-role transitions" between human and AI.
- **The Revelation:** What does this mean for the future? The critical new skill of "human-AI boundary spanning competence."
- **The Future:** What's next for workers, organizations, and research?

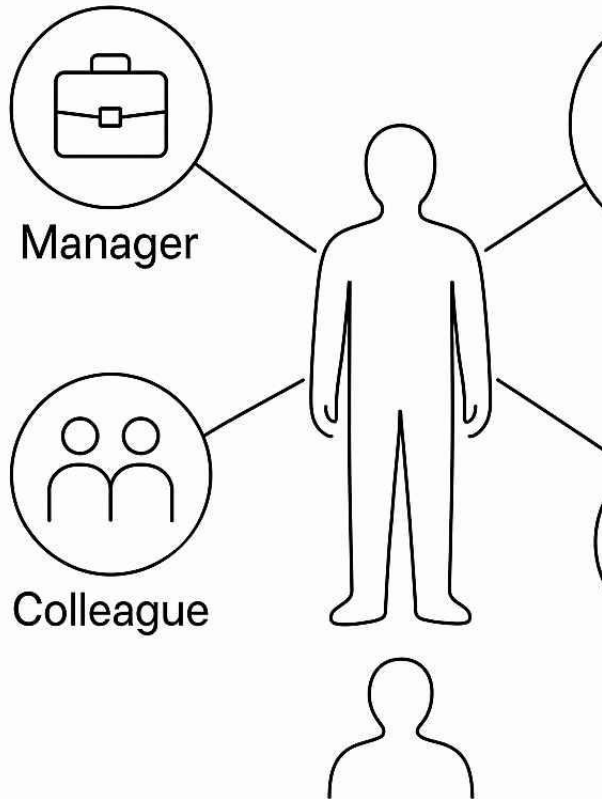
Part 1: The Setup - AI's Quiet Transformation of Work (Approx. 2.5 minutes)

Slide 1: Dynamic Opening - The AI Everywhere Hook

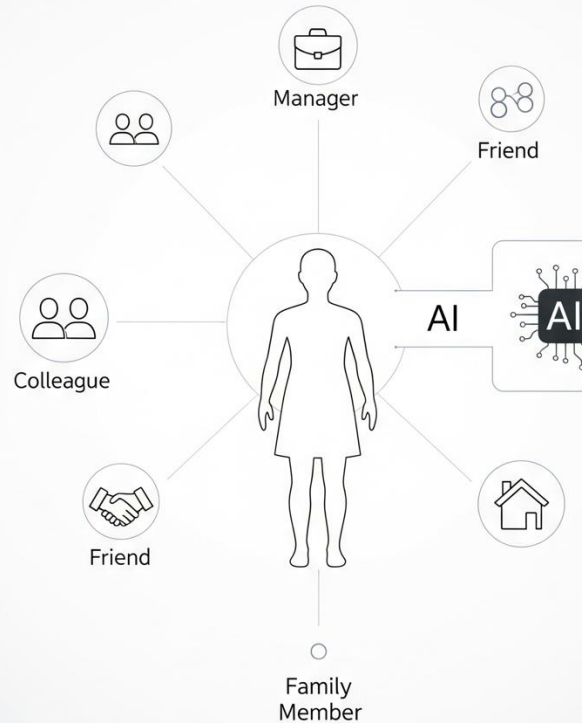
- **Visuals:**
 - A compelling collage image representing modern work life: people at computers, video calls, various app icons.
 - Subtly integrated static images or icons of AI interfaces (e.g., a Grammarly suggestion box, a smart calendar alert, a stylized interface).
 - Overlay text: "AI isn't just a tool anymore..." then "It's a partner." (These can be two separate text overlays, appearing sequentially)

HOW DO WE EXPLAIN A THEORY THROUGH AN IMAGE?

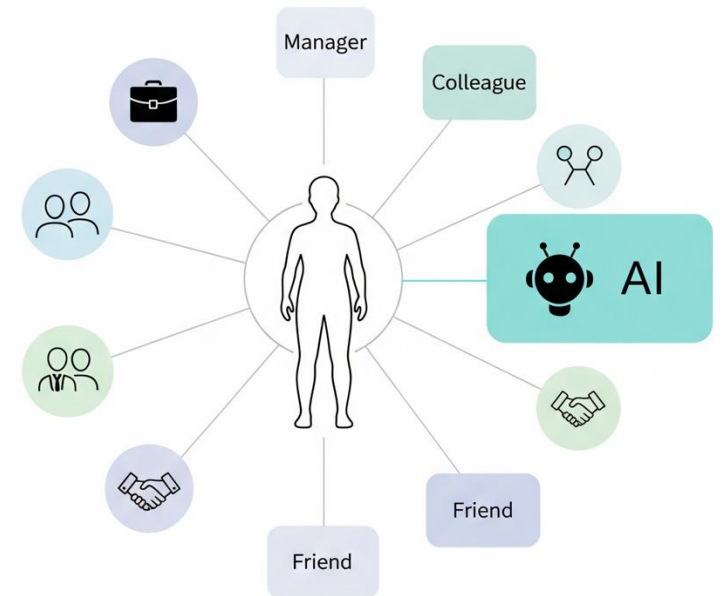
Role Theory



Role Theory



Role Theory



MY “AH-HAH” MOMENT

Prompt Description for GenAI:

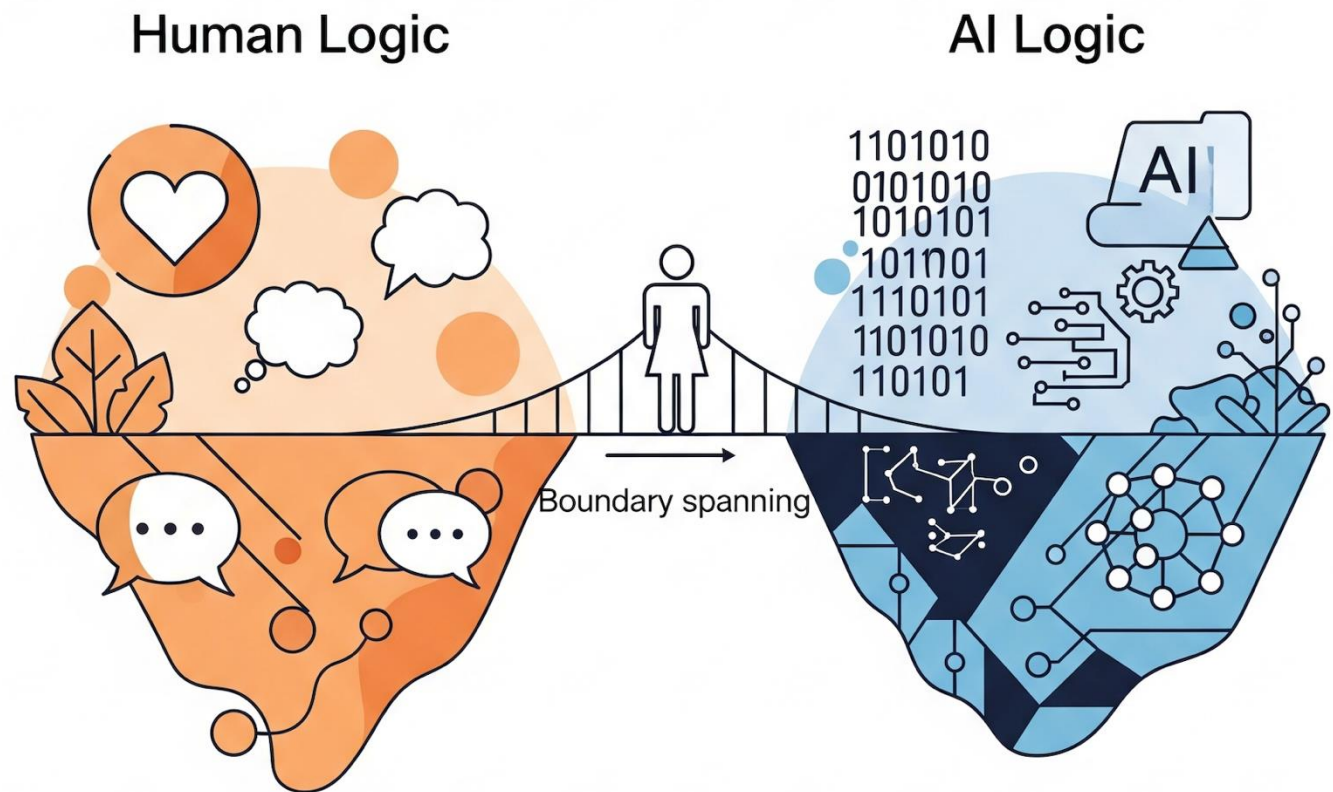
"A conceptual diagram illustrating 'Boundary Spanning Theory'. The image is divided into two distinct, stylized 'islands' or 'worlds' positioned on opposite sides of the frame.

Left Island ('Human Logic'): This island has a soft, organic, or slightly warm color palette. It is labeled 'Human Logic' in a clean font. Inside this island, include small, abstract symbols representing human qualities like: a heart for 'intuition', a thought bubble for 'empathy', and a speech bubble for 'communication'.

Right Island ('AI Logic'): This island has a cool, geometric, or slightly metallic color palette. It is labeled 'AI Logic' in a clean font. Inside this island, include small, abstract symbols representing AI qualities like: binary code or circuit board pattern for 'data', a gear or algorithm symbol for 'algorithms', and a network of dots for 'processing'.

Connecting Element: A clear, modern bridge or pathway spans between the two islands.

Person Icon: A simple, gender-neutral human figure icon is positioned on the bridge, clearly in the act of



MY NEW INTRODUCTION



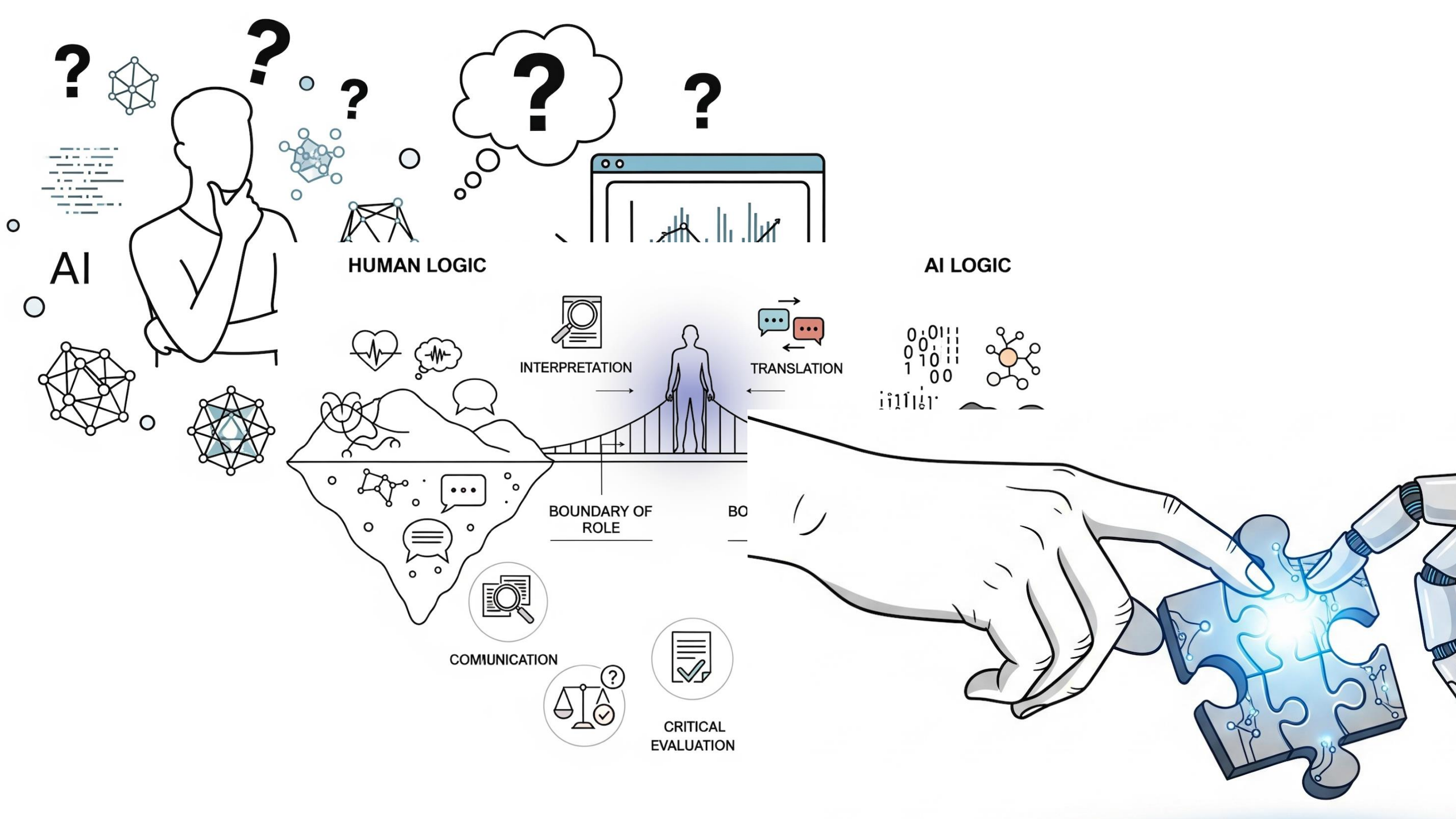
AI'S "QUIET" TRANSFORMATION OF WORK

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AI'S "QUIET" TRANSFORMATION OF WORK





MY SCRIPT

TACKLING ROLE TRANSITIONS IN WORK WITH INTELLIGENT PERSONAL ASSISTANTS

- Look around you. Artificial intelligence is no longer a futuristic concept; it's already woven into the fabric of our daily work. From intelligent writing assistants to
- For years, we viewed technology as a tool – something we picked up, used, and put down. But today's Intelligent Personal Assistants, or IPAs, are different. They're not just providing information; they're acting as proactive collaborators, coaching us, mentoring us, even co-regulating our behavior."
- "This shift necessitates a reframing of our own role. We're moving from being mere 'users' to becoming 'partners' in a human-AI team. But what exactly does 'partnering' entail when one partner operates on logic and algorithms, and the other on intuition and common sense?"
- "This leads us to our research



I ENDED UP WITH A “PRETTY GOOD” VIDEO

Tackling Role Transitions in Work with Intelligent Personal Assistants

[Jocelyn Cranefield](#), *Victoria University of Wellington*

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[Cathal Doyle](#), *Victoria University of Wellington*

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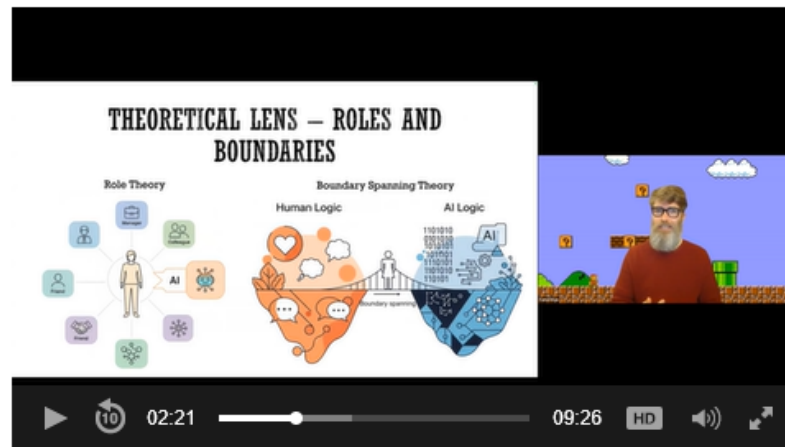
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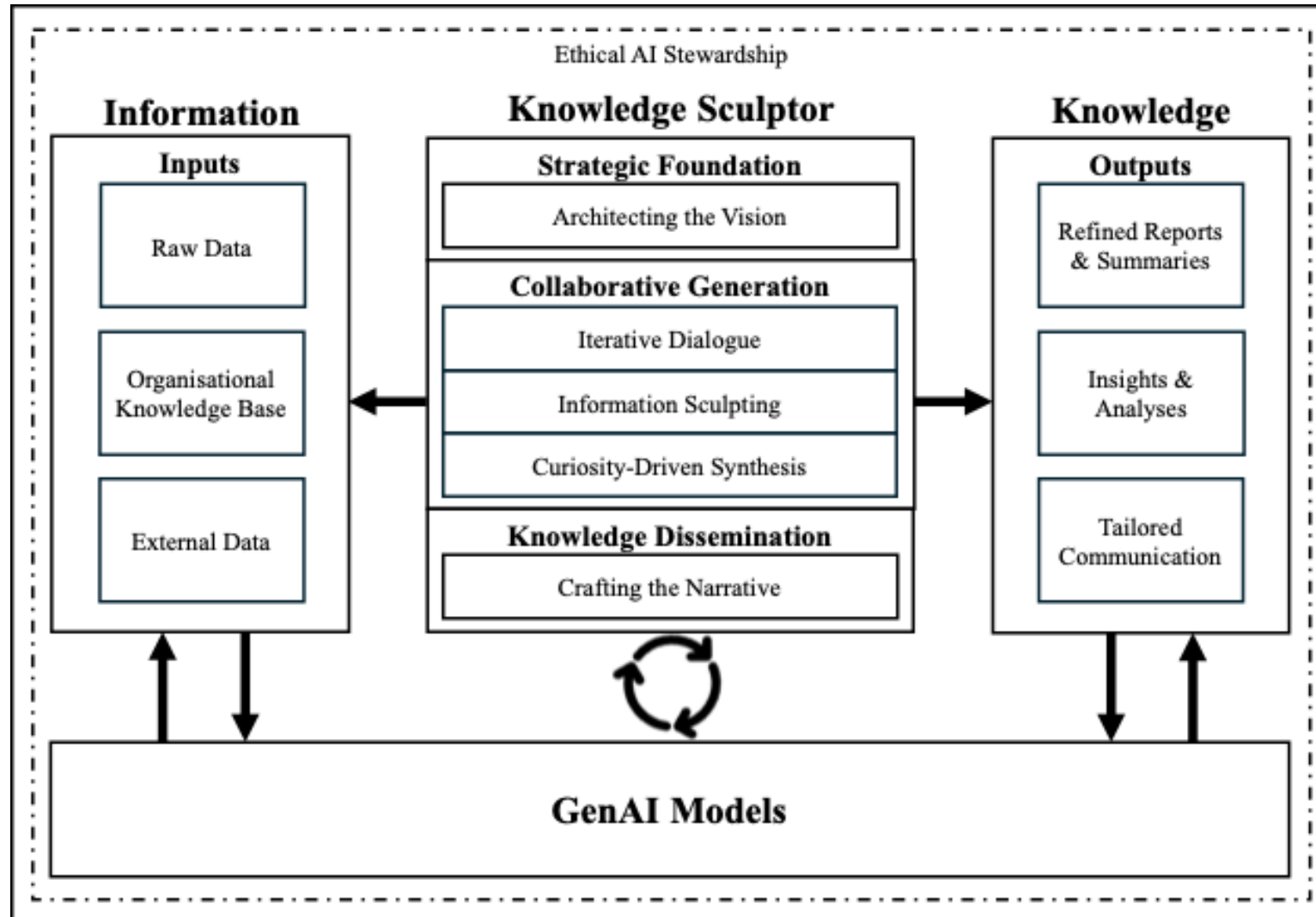
Complete

Abstract

The integration of agentic artificial intelligence into information systems has created a demand for humans to play AI-facing roles. We report on a study that examined interaction with intelligent personal assistants (IPAs). AI-based



THE RISE OF THE KNOWLEDGE SCULPTOR

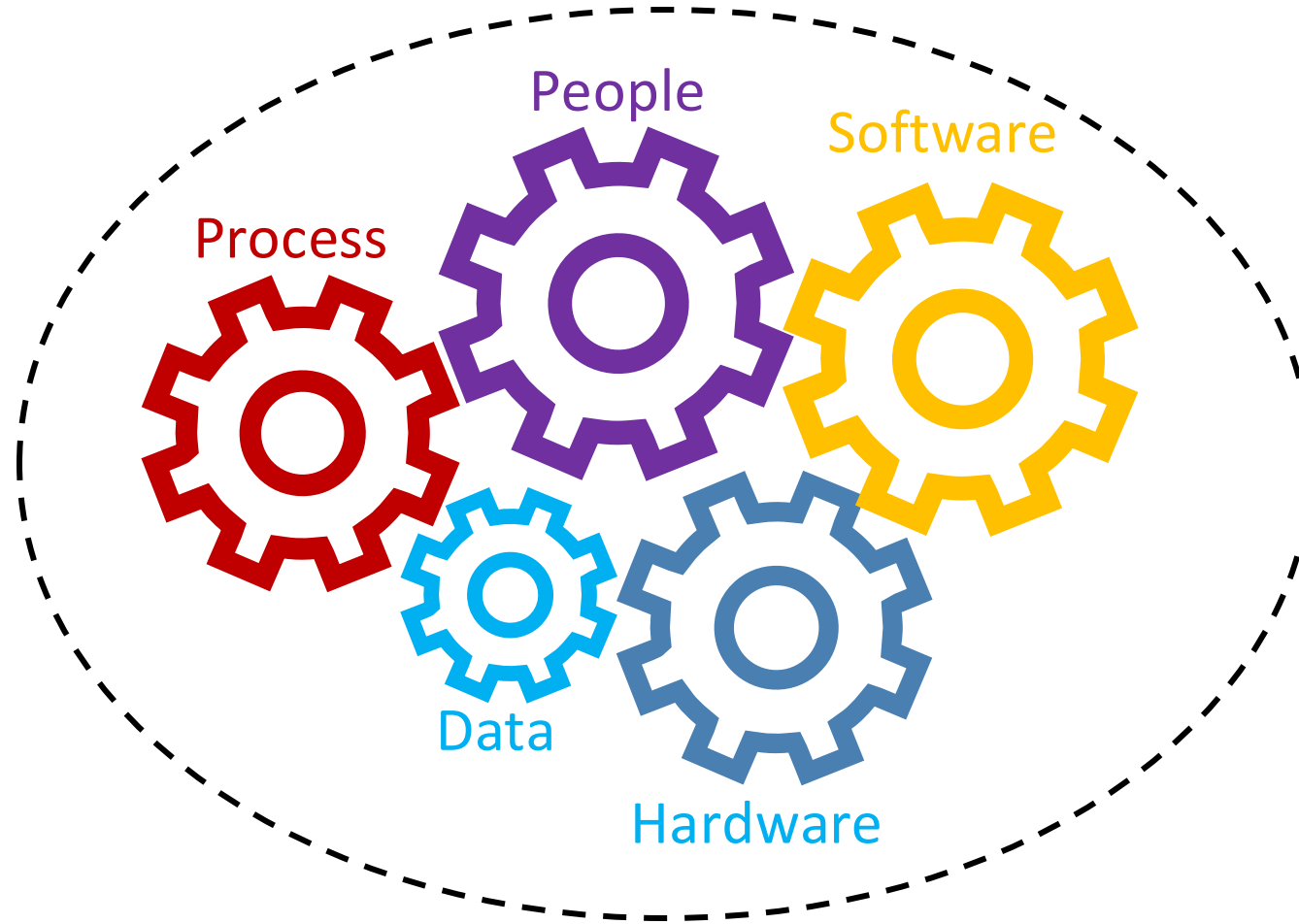


YOUR (FUTURE) ROLE

- Your role shifts to one of a Knowledge Sculptor, orchestrating GenAI to turn raw output into actionable knowledge.
- You provide the "what/why" (vision, creativity, verification, ethical oversight), while GenAI handles the "how".
- You can read the paper here: <https://arxiv.org/abs/2510.07829> or here <https://cathaldoyle.com/>.



I'M NOT SURE PEOPLE ARE PREPARED FOR THIS SHIFT



Personal IS
Business IS
Societal IS



ANY QUESTIONS/COMMENTS?

