Program

- Keynote speaker, April 19, 4:30-5:30pm, Hunt Atrium Founders Hall
- Data Challenge Meet the Mentors Event, April 19, 5:30-7pm, Hunt Atrium Founders Hall
- Data Challenge 7pm April 19-7pm April 21.
- AI Toolfest, April 22, 4:30-5:30pm, Founders Hall 221
- Data Challenging Judging, April 22, 4:30-5:30pm, Founders Hall 121 & 230

Keynote

Data Nexus is excited to host **Cennydd Bowles** (Fulbright Visiting Scholar; technology ethicist and interactive designer, and author of *Future Ethics*) for this Kickoff Event.

"What Could Go Wrong?"

After a range of embarrassing and sometimes dangerous slip-ups, technology companies have been quick to defend themselves. These impacts weren't intentional, they argue: they were mere unforeseen side-effects of innovation. Perhaps. But technologists weren't exactly looking too hard. The industry's resolute faith in progress has meant the few voices of internal dissent have often gone unheeded. Now a dramatic AI leap forward poses even greater opportunities and dangers. Can technologists anticipate the social and ethical impacts of their work before they occur? And are we ready for what they might find?

Pizza party after the event.

Data Challenge Teams and Participants

1. Nina Lichtenberger and David Neufang (Team Name: Up To Data)
2. Oliver Keicher, Bong Realiza, and Adam Shirley (Team Name: Rookies)
3. Lauren Beuerle, Daniella DaSilva, and Bailey Reutinger (Team Name: Axolthorp)
4. Jack Autieri, Anthony Moxloom, Quinn Oldland, Henry Phillips, and Paul Walker (Team Name: Data Dawgs)
5. Chase Caruso, Colin Dailey, Nate Saltzman, and Carter Thiel (Team Name: DU)
6. Skye Cady, Kai Indelgia, Alex Katzman, and Ethan Lowe (Team Name: Team Pandas)
7. Claython McLamb and Aubrey Spicola (Team Name: Artificially Intelligent)
8. Bereket Demissew, William Corkey and Anna Mustanski (Team Name: Graphic Content)
9. Raiyan Khalid, Jose Andres Besednjak Izquierdo, and Zhuohao Tan (Team Name: GDS)

Data Challenge Mentors

Steve DeLoach (Elon University Professor of Economics)

Mark Weaver (Associate Professor of Statistics)

Annica Gaebel ‘22 (Elon University Assistant Registrar)

Michael Golaski ‘21 (Siemens Healthineers Data Scientist)

Lizzie Mabe (MS Candidate NC State Institute for Advanced Analytics)

Jumar Martin’23 (Aleph)

Amy Nicolson ‘04 (Practice Area Lead for Data Readiness at LMI)

Brittany Tuwamo ’20 (Abt Global Associate Analyst)

Data Challenge Judges

Sarah Austin ‘22 (Data Scientist at Fifth Third Bank)

Laura Taylor (Professor of Statistics)

Hyunuk Kim (Assistant Professor of Business Analytics)

Andrew Steenkamer (SMT Data Analyst)

Monday April 22 Datafest Schedule (AI Toolfest and Judging of Data Challenge)

AI Toolfest in Founders Hall 221, April 22, 4:30-5:30pm

4:30-4:45 Chris Chen, Assistant Professor of Communication Design, will showcase how to use various prompting techniques, including audience persona, role playing, few shot, and temperature, to control randomness of GPT's outputs.

4:45-5:00 Joshua Mason '25, Financial Technology Major, will highlight a chatbot that will serve as a personal curriculum builder for students.

5:00-5:15 Shannon Zenner, Assistant Professor of Communication Design, will focus on utilizing generative AI for producing custom visual materials to enable and enhance research across academic disciplines. Application: Powerful text-to-image AI models like Adobe Firefly, DALL-E 2, Stable Diffusion and Midjourney allow researchers to generate highly realistic visuals, graphics, scenes and concepts on-demand simply by describing them in natural language prompts. Researchers can rapidly visualize and iterate on new concepts and user interfaces. Rather than manual processes or being limited by stock libraries, these AI tools empower researchers to easily explore truly novel visual ideas aligned with their specific study goals and objectives. My demo will briefly illustrate crafting prompts, refining images, and highlight use cases showcasing how generative AI can open new frontiers for visual research materials.

5:15-5:30 Byung Lee, Associate Professor of Communication Design, Utilizing ChatGPT for Thematic Analysis, Qualitative text analysis is time-consuming. This session will cover methods of text analysis and how to ensure ChatGPT's effectiveness.

Data Challenge Judging, April 22, 4:30-5:30pm

Founders Hall 121	Founders Hall 230
Judges – Sarah Austin & Hyunuk Kim 4:40 Graphic Content 4:48 GDS 4:56 DU 5:04 Artificially Intelligent	**Judges – Laura Taylor & Andrew Steenkamer** 4:40 Up to Data 4:48 Rookies 4:56 Data Dawgs 5:04 Team Pandas 5:12 Axolthrop

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