

CEO' Message: Aug 2023

Critical Thinking in the Age of AI

Critical thinking is on the decline since the 1990s and is adversely affecting the ability to innovate. According to Marshall McLuhan, the renowned Canadian media guru, you develop the characteristics of the medium you use the most. Therefore, those who use the plasma screen too often – it is on average 7 hours a day, you develop its characteristics. These are: lack of focus, depth and reflection – the distractive html mind. Unlike scrolling and skimming, print pages create comprehension, deep focus and the ability to reflect - the foundation of critical thinking.

To add to our plasma-misery, we have outsourced our thinking to search engines and ChatGPT 4. To revive our critical thinking skills, the following checklist is recommended on how to use **search engines** and **ChatGPT4**.

- 1 Develop **media literacy** and **prompt learning skills**.
- 2 Define **topic / research question / hypothesis** of paper.
- 3 Create a mind map from **initial thoughts**. Call it **Draft ONE**.
- 4 Conduct literature review on search engines; & team discussions – **Draft TWO**.
- 5 Prompt GPT 4 and refine paper – **Draft THREE**
- 6 Revisit paper after few days, obtain feedback from ChatGPT 4, gain new insights & **refine paper**.