

Case Study

Evaluating & Refining AI-Generated Models for Student - Centered Content

Magic
EdTech

The Client

The client is a leading global educational technology and publishing company serving students in K-20.

The Challenge

The client required AI-generated content to assist students with their bestselling higher education titles. They needed subject matter experts to evaluate the accuracy, clarity, engagement, tone, helpfulness, and ethical considerations of the AI-generated summaries, practice questions, and chatbot guidance.

Critical Success Parameters

- ✓ Train and fine-tune AI-generated content models for accuracy and quality in summaries, practice questions, and chatbot tutor suggestions.
- ✓ Make sure the chatbot provides title-specific, discipline-accurate feedback and guidance in an approachable tone, regardless of the question's specificity or breadth.

Our Approach

- ✓ Subject matter experts familiar with the relevant titles evaluated the AI-generated summaries and practice questions, providing feedback for comprehensive synopses and useful clarifying feedback.
- ✓ SMEs posed varying questions to the chatbot and reviewed its responses, evaluating accuracy, clarity, helpfulness, tone, and ethical considerations to aid in AI model training and refinement.
- ✓ Magic's subject matter experts were chosen for their experience and their open-mindedness and skepticism towards AI, ensuring a thorough evaluation process.



Key Result Highlights

100+ questions posed, and feedback analyzed and reported upon, relative to the chatbot tutor(s)*

120+ practice questions (including feedback) assessed*

400+ summaries - in both bulleted and paragraph form - reviewed*

*All feedback submitted by SMEs used to "fine-tune" the AI models.