Activity #1 - Marshall McLuhan Tetrad of Effects for Generative AI: What are the opportunities and challenges presented by the evolution of technologies in the digital age?

1. View the following [video (3:45)](#) for an example of McLuhan's Tetrad OR search for other examples.
2. Brainstorm changes that are already occurring or will occur with the use of generative AI in your context. Add ideas to each of the following four quadrants: **enhance, obsolete, retrieve, reverse.**

Enhance - What does the medium enhance or amplify?	**Obsolete - What does the medium make obsolete? Is there an erosion of significant artifacts?**
Retrieve - What does the medium retrieve or recover from the past?	**Reverse - What does the medium reverse or what are the unexpected dissatisfactions?**