Activity (Make a Copy)

AI Media Remix Lab: Standardized Testing in Focus

***Purpose*:**

1. To **experiment with AI tools** for translating a common academic issue into different media formats.

2. To **help students discover** which media format best suits *their own* research question, tone, and audience.

3. To introduce key concepts like rhetorical translation, public engagement, and multimodal storytelling with AI.

OVERVIEW

Part	Activity	Focus
A	Group remix using a *shared* prompt on standardized testing	Media experimentation + AI creativity
B	Individual reflection & testing of formats for students' own topics	Transfer of skills + genre-audience mapping

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PART A – Collaborative Remix Challenge

Shared Prompt (seed content):

> "Standardized testing in U.S. public schools was designed to ensure fairness, but studies show it often reproduces inequality, especially for low-income, disabled, and minority students. Critics argue it narrows learning, increases stress, and favors memorization over critical thinking."

For specific prompting advice in generating more precise content refer to this guide

Group Task:

Each group gets a **different media format** and uses AI tools to **transform** this paragraph into a prototype for a public audience. The task is not just to rephrase—it's to reimagine for a *different tone, platform, and user experience*.

Group	Format	Audience	Tools	Task
1	Video Essay	Parents of middle schoolers	ChatGPT + VEED + DALL·E	Script and storyboard a 30-second explainer
2	Infographic/Slide Deck	Gen-Z/Millennials	Canva or DALL·E	Make 1info-graphic style page
3	Podcast Clip	General audience	ChatGPT + ElevenLabs	Script and generate a 1-minute podcast intro
4	Instagram/TikTok	Gen Z (students)	Canva + CapCut + DALL-E	Create 3-slide carousel or 10-sec TikTok hook
5	Timeline/Map/Diagram	Educators/ journalists	Canva+ DALL-E	Build a 3-event timeline (milestones in testing history)

Resources:

- Canva Plugin
- VEED Video Maker Plugin
- Eleven Labs Podcast/Voice AI
- Capcut Video GPT - ideal for reels

Example Video Essay Using Veed, Adobe:
https://www.youtube.com/watch?v=pkwetxBp62A&t=2s

While Creating Notice:

- How well AI fills the genre's needs
- Where you had to step in and **refine, rephrase, or rethink**
- Which format required more labor to 'perfect'

PART B: Format Testing for Your Research Question

Goal:

Experiment with how your individual research question performs across two different media formats, using generative AI tools to support content creation. Then, collaborate with your group to compare experiences and draw conclusions about which topics thrive in which formats and why.

Group Setup:

- You'll remain in your **media remix groups** from Part A (video, zine, podcast, etc.)
- Each person will now focus on **their own research question/topic**
- **Choose 2 media formats** you think might work well for your message and audience
- **Create 1 short prototype** for *each* format using AI tools

Step 1: Test 2 Formats with AI

Use the table below to guide your experimentation.
You are welcome to use any combination of formats/tools.

Your Research Question	Format	What AI Tools You Used	Strengths of This Format	Weaknesses / Gaps
	Timeline	ChatGPT		

Sample Format Options:

Format	Example AI Tools	Strengths It Might Offer
Short Video Essay	Clipchamp, DALL·E, ChatGPT	Visual, persuasive, fast-paced storytelling
Infographic/Slide Deck	Canva, Leonardo.ai, Adobe Express	Design-rich, narrative or explanatory
Podcast Clip	ChatGPT, ElevenLabs, Audacity	Conversational, emotional depth, slow thinking
Instagram Carousel	CapCut, Canva, Bing Image Creator	Punchy, visual-first, social tone
Advocacy Pitch Deck	ChatGPT, Gamma, Canva	Structured persuasion, stakeholder-facing

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Step 2: Group Discussion

1. **What types of research questions seemed to work best in your format(s)?**
   (E.g., emotional topics in podcasts, historical in timelines, policy reform in decks…)

2. **What was most challenging about adapting your essay to these formats?**
   Did the media limit what you could express—or help clarify it?

3. **Where did AI tools help—and where did you need to step in and shape the content yourself?**
   What parts felt easy to generate, and what required real thought?

4. **Which format are you leaning toward for your final project—and why?**
   What format best amplifies your *audience*, *tone*, and *message*?

Class Media Table

Media Output – Class Discussion Input (Part A)

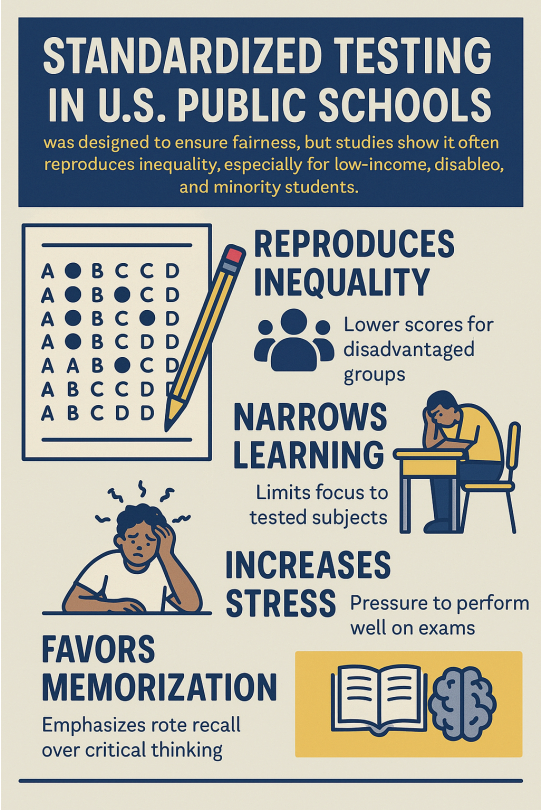
Please submit audio or video files to this Drive folder.

Group 1

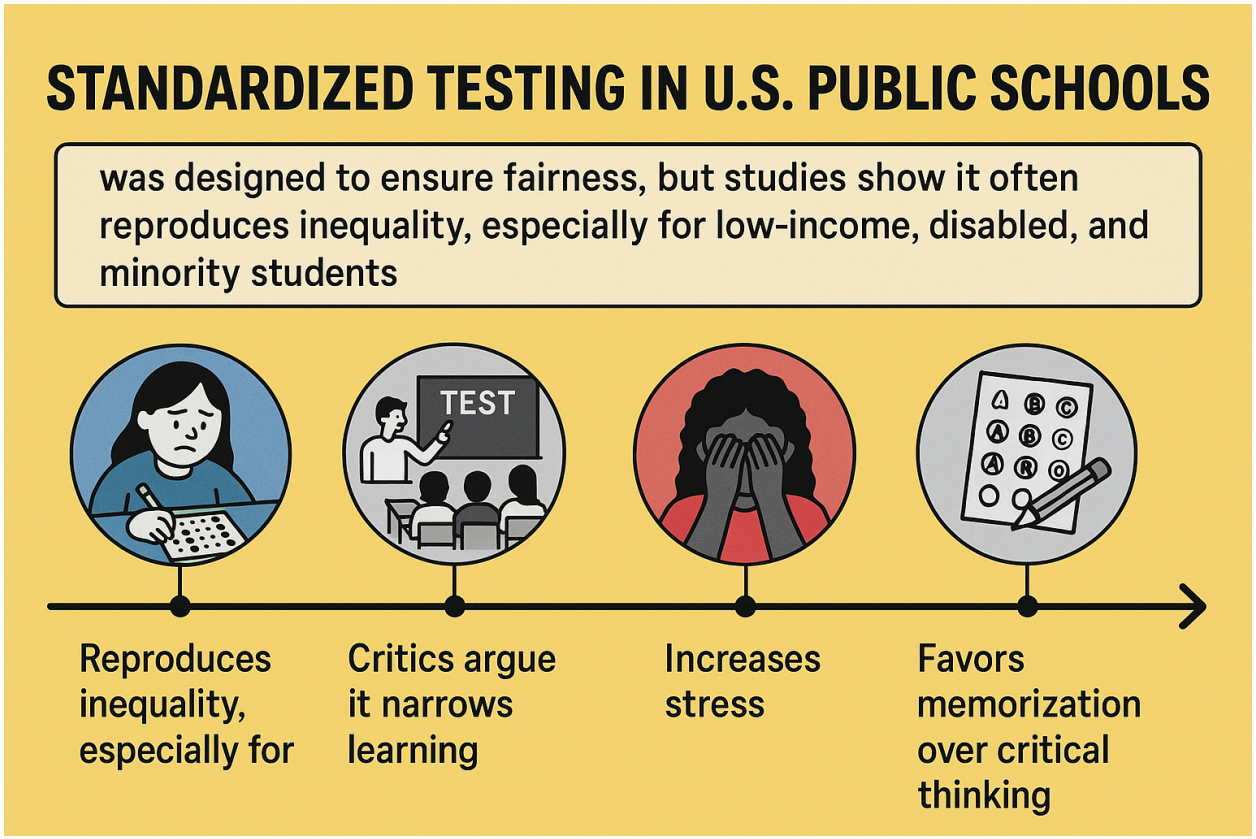
https://www.veed.io/view/5a49c914-350f-49bb-a020-f0f006de99b2?panel=
https://www.veed.io/edit/02df495b-4d65-42a9-8e8b-3c6deea1394e/subtitles/styles?category=All

Group 2

Infographic



Timeline:



Group 3:
Podcast Title: *Unpacking Education: Beyond the Score*

🎧 **Podcast Intro Script**:

[🎵 Soft, thoughtful music fades in]

HOST (calm, engaging tone):
Welcome to *Unpacking Education: Beyond the Score*—the podcast where we challenge the systems that shape our classrooms. I'm your host, [Your Name], and today, we're diving into one of the most debated tools in American education: **standardized testing**.

Meant to level the playing field, these tests were designed with fairness in mind—but what happens when the very tool meant to promote equity starts

reinforcing inequality? From test prep stress to curriculum narrowing, and the disproportionate effects on low-income, disabled, and minority students, we're asking the hard questions: Who really benefits from these scores? And who gets left behind?

So grab your headphones, and let's unpack what's really behind the bubble sheets.

[🎵 Music swells briefly, then fades out]

HOST:
This is *Beyond the Score*. Let's get started.

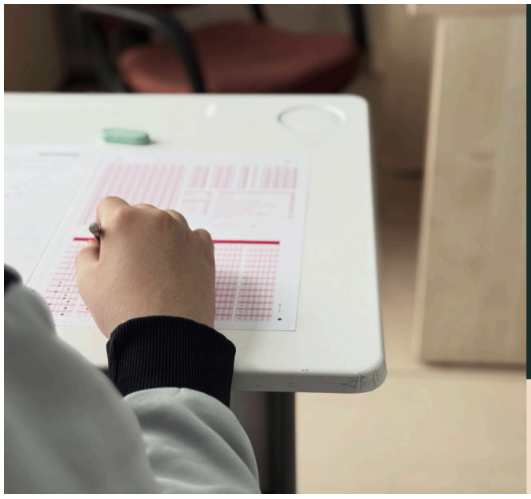
Benefits: Good change of perspective, writing for the sake of it being read allowed, straightforward (chatGPT gets straight to the prompt), Eleven labs helped create flow of the podcast and auditory component (different voices, different speeds, etc.), chatGPT created a good script, eleven labs was easy to navigate

Drawbacks: Making it sound human, making the text different (lack of humanity to it, not a connecting to human basis)

Audience: People impacted by educational inequities (students, families, teachers), researchers

https://drive.google.com/file/d/1cYJ1ZVBf2zc4lDAIDqu90bJcPa34xvgA/view?usp=sharing

Group 4:



Education Matters

Inequality in Standardized Testing Across U.S. Schools

Understanding Barriers to Educational Equity Today

Systemic Disadvantages

Not all students start from the same line

Low-income, disabled, and minority students often face limited bias, and systematic barriers that impact performance.

More Stress. Less Learning.

Standardized testing can increase anxiety, discourage creativity, and push critical thinking aside--all in the name of scores.

Is this the future we want for education?

Limitations:

- Very generic
- It does not put a lot of information on the slides
- Difficulties with formatting
- Could generate an outline but could not format the actual slide
- Can only create one canva slide at a time
    - Difficult to format more information on slides
- Doesn’t have much substance

Benefits:

- A good outline
- Catchy headings
- Visually appealing
- Convenient and quick

Group 5:

Benefits:

Limitations:

📍 1965 – Elementary and Secondary Education Act (ESEA)

Milestone: Federal endorsement of standardized testing
Significance:
The ESEA, a cornerstone of President Lyndon B. Johnson's "War on Poverty," introduced federal funding to schools serving low-income students and required standardized tests to measure progress. It marked the beginning of large-scale federal involvement in public education, aiming to close achievement gaps and promote fairness—but critics argue it laid the foundation for unequal outcomes based on socioeconomic and racial lines.

📍 2001 – No Child Left Behind Act (NCLB)

Milestone: High-stakes testing becomes central to accountability
Significance:
NCLB mandated annual testing in reading and math for grades 3–8 and tied school funding to performance. It intensified teaching to the test, often leading to curriculum narrowing, increased pressure on students and teachers, and punitive measures against underperforming schools—disproportionately impacting disadvantaged and minority communities.

📍 2015 – Every Student Succeeds Act (ESSA)

Milestone: Shift toward flexibility and broader measures
Significance:
ESSA replaced NCLB and reduced the federal role in test-based accountability. While standardized testing remained, states gained more control over how to evaluate school success, allowing non-academic indicators (like school climate or student engagement). This shift acknowledged concerns over inequality, overtesting, and the need for holistic education, though critics say deeper systemic reforms are still needed.