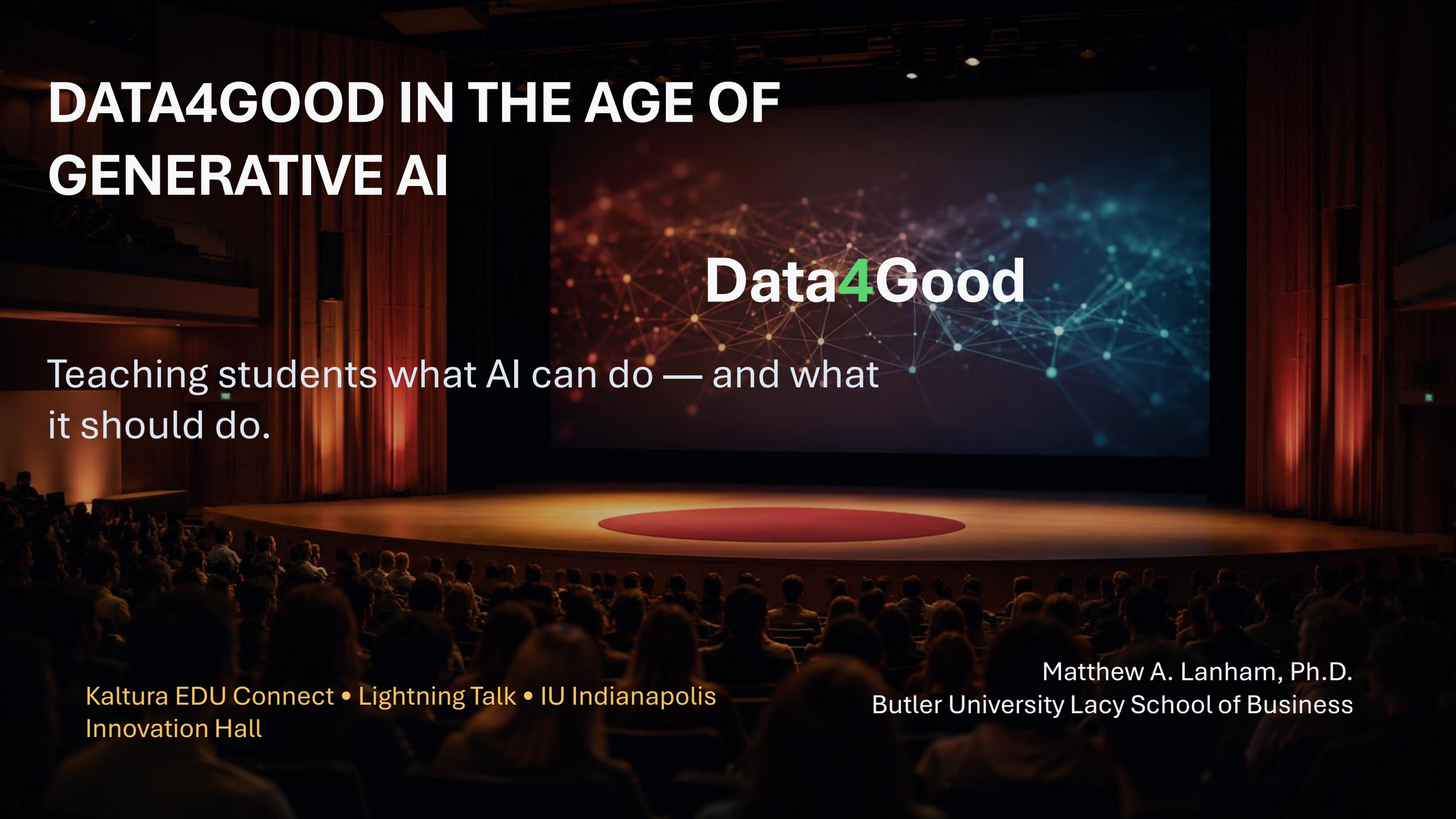


DATA4GOOD IN THE AGE OF GENERATIVE AI



Data4Good

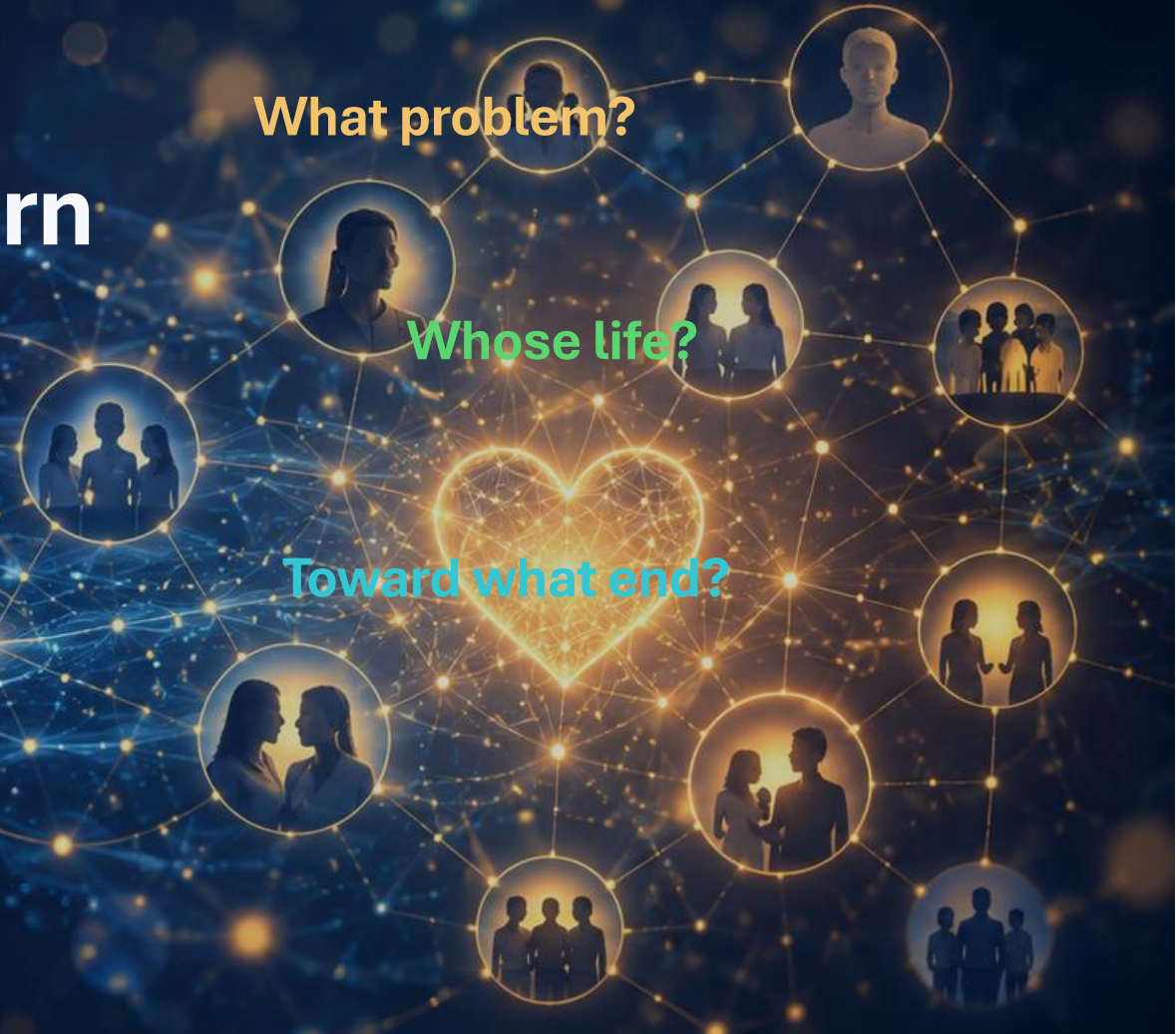
Teaching students what AI can do — and what
it should do.

Kaltura EDU Connect • Lightning Talk • IU Indianapolis
Innovation Hall

Matthew A. Lanham, Ph.D.
Butler University Lacy School of Business

AI can generate answers. Students still need to learn judgment.

The scarce capability is no longer just producing output. It is framing the right problem, testing responsibly, and serving the right end.



What problem?

Whose life?

Toward what end?

You can't do analytics projects without partners.

The competition began from a simple teaching problem: students needed real problems, real stakes, and a reason to keep going after the first model failed.

The original design insight

Points keep students engaged across the whole journey — not just the final case submission.

“Everyone can leave with evidence.”

Every year, a different human problem.

Data4Good grew by pairing analytics tools with partner-defined challenges that mattered beyond a grade.

2022



**Low-resource Bible
story captioning**

SIL International

2023



**Healthcare
documentation**

Prediction Guard

2024



**Survivor journey
analytics**

TAPS

2025



**Trust in GenAI
content**

Prediction Guard

2026



Civic AI with Tempe

City of Tempe,
Arizona

From Bible translation and healthcare to grief assistance, GenAI trust, and civic AI.

THE REACH IS NOW NATIONAL AND GLOBAL

Data4Good is not just a case. It is an ecosystem.

2025 alone

- 1,106 students
- 105 universities
- 15 non-U.S. schools

3,555

participant
registrations

999

registered
teams

2,154

certification
passes

\$137K

awarded prize
money

2022–2025 program records. Counts are annual participation records; students and schools may repeat across years.

PULSE turns a competition into a learner journey.

Purpose-driven Unified Learning for Skills and Engagement

- Feedback
- Reflection
- Teaching presence
- Ethical accountability

Evaluate, refine, repeat

1 Structure competencies

Readiness +
aligned evidence

2 Practice authentically

Guidance +
feedback +
revision

3 Engage with purpose

External problem
+ accountability

4 Articulate identity

Portfolio-capable
evidence

Co-authors:



Dr. Jason Davidson



Dr. Ankur Gupta

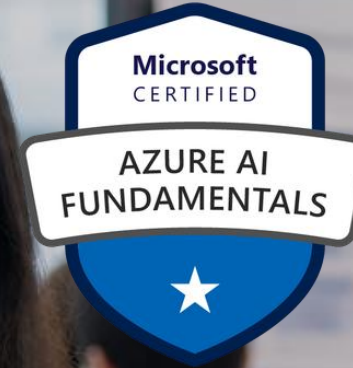
THE COMPETITION DESIGN PRINCIPLE

Winning should not be the only way to win.

Students can leave with credentials, badges, models, presentations, posters, and a story they can tell in an interview.

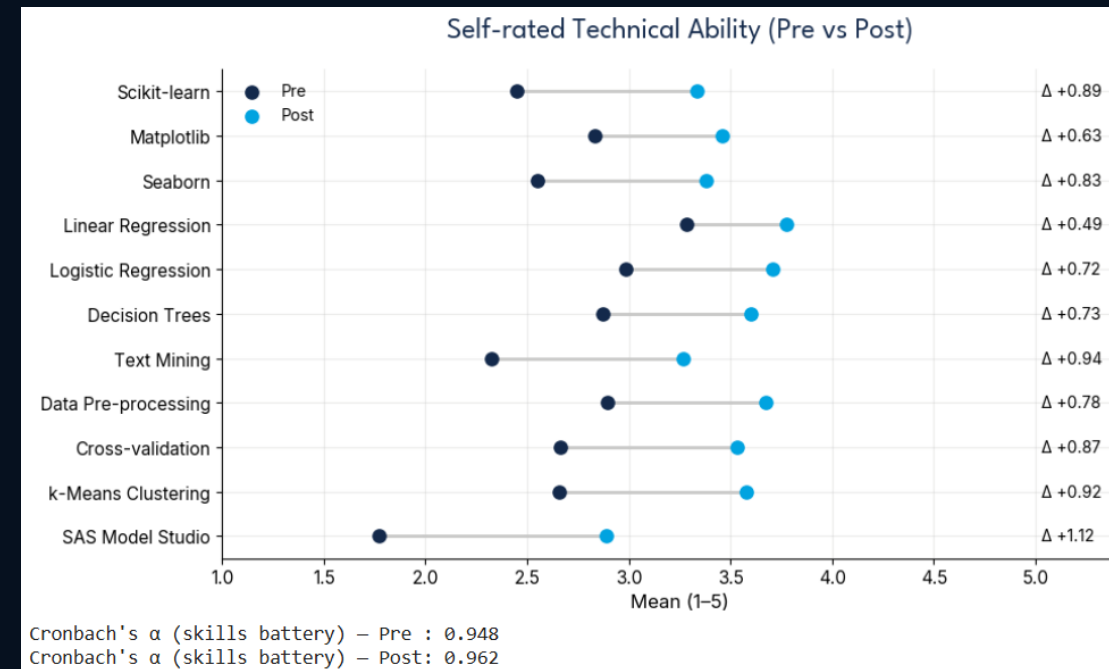
Portfolio-capable evidence

Not every team becomes champion. Every learner can still demonstrate growth.



WHAT STUDENTS ARE TELLING US

The outcomes are not just technical.



89%

worth the
time and
money

89%

would
recommend it

88%

found a
capability to
showcase

80%

would
discuss it in
an interview

In 2025, 89% also planned to use the INFORMS Analytics Framework in future analytical work.

GenAI makes output easier.
It makes **judgment** more
important.

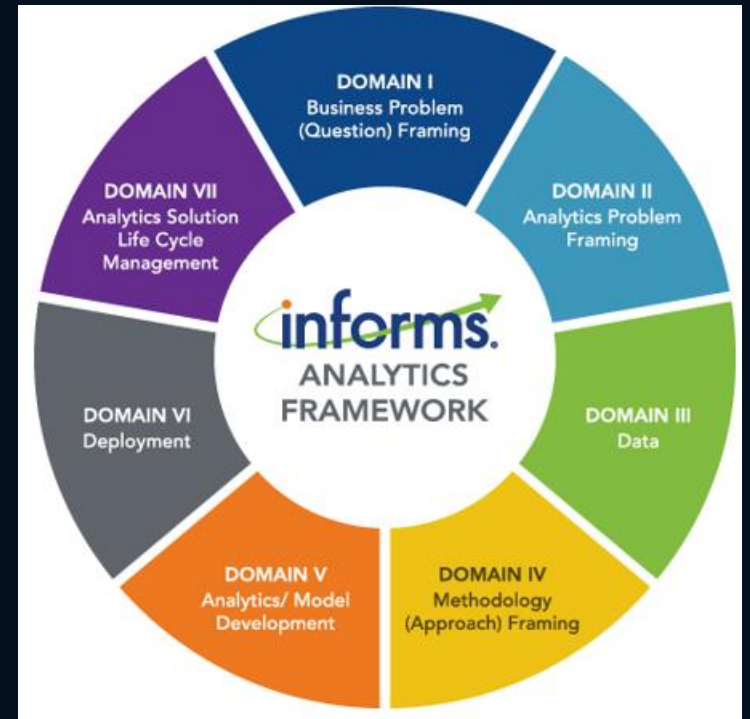
New design question

How do we help students decide what AI
should do in context?

THIS YEAR'S FOCUS

From model building to judgment building.

The 2026 pathway intentionally strengthens human capabilities that AI makes more valuable.



01 Problem framing
INFORMS IAF and business problem framing

02 Five manageable tasks
A practical path for analytics success

03 AI services deployment
AI-900 certification and applied services

04 Full data + AI lifecycle
SAS Viya and end-to-end practice

05 Modern data stack
Where Databricks fits

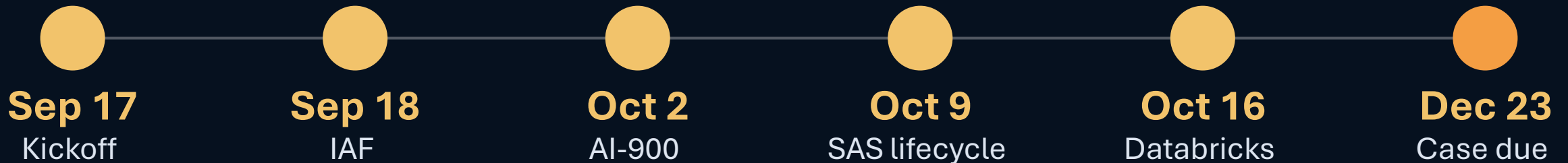
06 Civic creativity
City of Tempe hands-on AI case

THE 2026 PATH IS DESIGNED TO BE EMBEDDED

A semester-long pathway your class can adopt.

Learn 6 webinars	1,500 individual 4,500 team	Prove courses + credentials	3,600 individual 10,800 team	Build case challenge	2,000 individual 6,000 team
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Maximum pathway: 7,100 individual points • 21,300 team points



Design. Test. Implement. Create with AI for a city.

City of Tempe, Arizona becomes the context for practicing creativity, stakeholder thinking, and responsible deployment.

**A civic AI challenge
forces a better question:
Will this solution improve
life for real people?**

THREE WAYS EDUCATORS CAN PLUG IN

You do not need to build this alone.

1 class module

Use a webinar, quiz, and reflection as an assignment.

1 full course

Make points part of the grade and the case the final project.

1 program pathway

Use teams, mentors, credentials, posters, and regional competition.

WHAT YOUR STUDENTS AND PROGRAM GAIN

Data4Good gives faculty a ready-made bridge.

Data Dawgs

Data4Good Competition

Katie Mihalic, Luina Hungria, Jenna Hyatt, Dr. Matthew Lanham (Advisor)
 Butler University, Lacy School of Business
 katieh@butler.edu; luinah@butler.edu; jhyatt@butler.edu; mlanham@butler.edu

ABSTRACT

This project is the result of the 2023 Data4Good Competition and aims to leverage data analysis and machine learning capabilities to solve a real-world problem that has significant positive impact on society. The purpose of this project is to derive valuable insights from the given dataset and build a model that can enable informed decision-making. The importance of this project is that it has the ability to make the solution more efficient, accurate, and effective with the use of data analytics. On the technical side, we used techniques such as data cleaning, analysis, feature development, and modeling with the use of Python and the DataCamp Catalog.

BUSINESS PROBLEM FRAMING

- The project addresses the problem of misinformation generated by large language models (LLMs) in educational settings. The central question is whether an AI-generated answer to a question is factual, contradictory, or irrelevant, given the question and supporting context.
- As AI tools are increasingly used by students, incorrect or irrelevant AI responses can mislead learners and undermine trust in educational technology. Accurately identifying verifiable AI-generated content is essential for responsible and safe use of LLMs in education.
- Primary stakeholders include educational institutions, students, educators, and developers of AI-powered learning tools who rely on accurate and trustworthy AI outputs.
- The project uses a labeled dataset of question-answer pairs and is constrained by data quality, class balance, and the need for interpretable and generalizable models. Performance is evaluated using a weighted confusion matrix that equally prioritizes all classes.
- The solution supports improved AI reliability, reduces the risk of misinformation, and enables safe integration of LLMs into educational platforms by flagging incorrect or irrelevant responses.

ANALYTICS PROBLEM FRAMING

Problem Statement: This is a multi-class classification problem. Given the question context, the goal is to classify the type of relationship between them into one of the predefined categories: "factual", "contradictory", or "irrelevant".

Clear Assumptions: The core assumption is that the data quality is representative, including models effectively capture semantic meaning, preprocessing effectively normalizes variations, features are sufficient for classification, and class imbalance is noted as an area for potential improvement.

Success Metrics:

- Overall accuracy in classifying the general categories of the model's effectiveness.
- F1 score (per class) - Balanced measure of model performance across classes.
- Confusion Matrix: Breakdown of each model's strengths and weaknesses.

Validation: The model's performance is validated by the critical need for robust models that can accurately classify relevant information in real-world applications, despite significant class imbalance.

Personal Development & Outcomes

- Received Microsoft AI-900 AI Fundamentals Certificate
- Completed 3 DataCamp courses on Python Programming, Scikit-learn, Natural Language Processing, and Cluster Analysis.
- Learned the INFO2155 Business Problem Framing Course.
- Earned a SAS Badge on SQL Essentials Knowledge
- Earned a SAS Badge on AI Fundamentals Knowledge
- Received a much greater understanding of Python and AI across overall

DATA

Important Data Relationship:

- The "type" label is determined by collective semantic meaning and coherence derived from "question", "answer", and "context" fields.

Business Problem Framing Reflection:

- Addresses a critical business need to automate question-answer classification by framing it as a multi-class text classification problem, leveraging NLP and machine learning.

Feature	Priority	Description	Role
type	High	Conceptual label: factual, contradictory, or irrelevant	Primary outcome variable to predict
question	High	Text string representing the user's query	Essential input for intent and context understanding
answer	High	Text string containing the provided response	Crucial for evaluating correctness/relevance against the question
context	Medium	Text string with additional background information	Provides deeper semantic understanding

METHODOLOGY

Data Loading: Initial data exploration and cleaning. Identified missing values, removed rows with missing data, and standardized data types.

Data Cleaning: Addressed missing values and standardized data types. Identified and removed rows with missing data, and standardized data types.

Modeling Preparation: The cleaned dataset was split into training and testing sets (80/20 split). The target variable was encoded into numerical values (0, 1, 2) corresponding to the categories: factual, contradictory, and irrelevant.

Model Building & Experimental Results

Rubric: This table summarizes the performance of various predictive model experiments on different feature sets. It highlights models that generalize well to unseen data, shown where overfitting occurs, and provides insight into the relative effectiveness of embeddings, TF-IDF features, and hybrid approaches.

Feature Set	Predictive Model	Train Accuracy	Test Accuracy
Baseline (No Features)	Naive Bayes	0.333	0.333
Baseline (No Features)	Logistic Regression	0.333	0.333
Baseline (No Features)	Decision Tree	0.333	0.333
Baseline (No Features)	Random Forest	0.333	0.333
Baseline (No Features)	Support Vector Machine	0.333	0.333
Baseline (No Features)	Neural Network	0.333	0.333
Baseline (No Features)	Gradient Boosting	0.333	0.333
Baseline (No Features)	Ensemble (Logistic Regression + Decision Tree)	0.333	0.333
Baseline (No Features)	Ensemble (Logistic Regression + Random Forest)	0.333	0.333
Baseline (No Features)	Ensemble (Logistic Regression + Support Vector Machine)	0.333	0.333
Baseline (No Features)	Ensemble (Logistic Regression + Neural Network)	0.333	0.333
Baseline (No Features)	Ensemble (Logistic Regression + Gradient Boosting)	0.333	0.333
Baseline (No Features)	Ensemble (Decision Tree + Random Forest)	0.333	0.333
Baseline (No Features)	Ensemble (Decision Tree + Support Vector Machine)	0.333	0.333
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Baseline (No Features)	Ensemble (Decision Tree + Gradient Boosting)	0.333	0.333
Baseline (No Features)	Ensemble (Random Forest + Support Vector Machine)	0.333	0.333
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Baseline (No Features)	Ensemble (Random Forest + Gradient Boosting)	0.333	0.333
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Baseline (No Features)</			

THE INVITATION

Help students learn not only what AI can do...

...but what it should do, for whom, and toward what end.

Data4Good

Bring Data4Good to your campus



Competition site



Follow updates

datacamp.com/event/data4goodcompetition

linkedin.com/company/data4good-analytics