DATA4GOOD IN THE AGE OF GENERATIVE AI

Data4Good

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

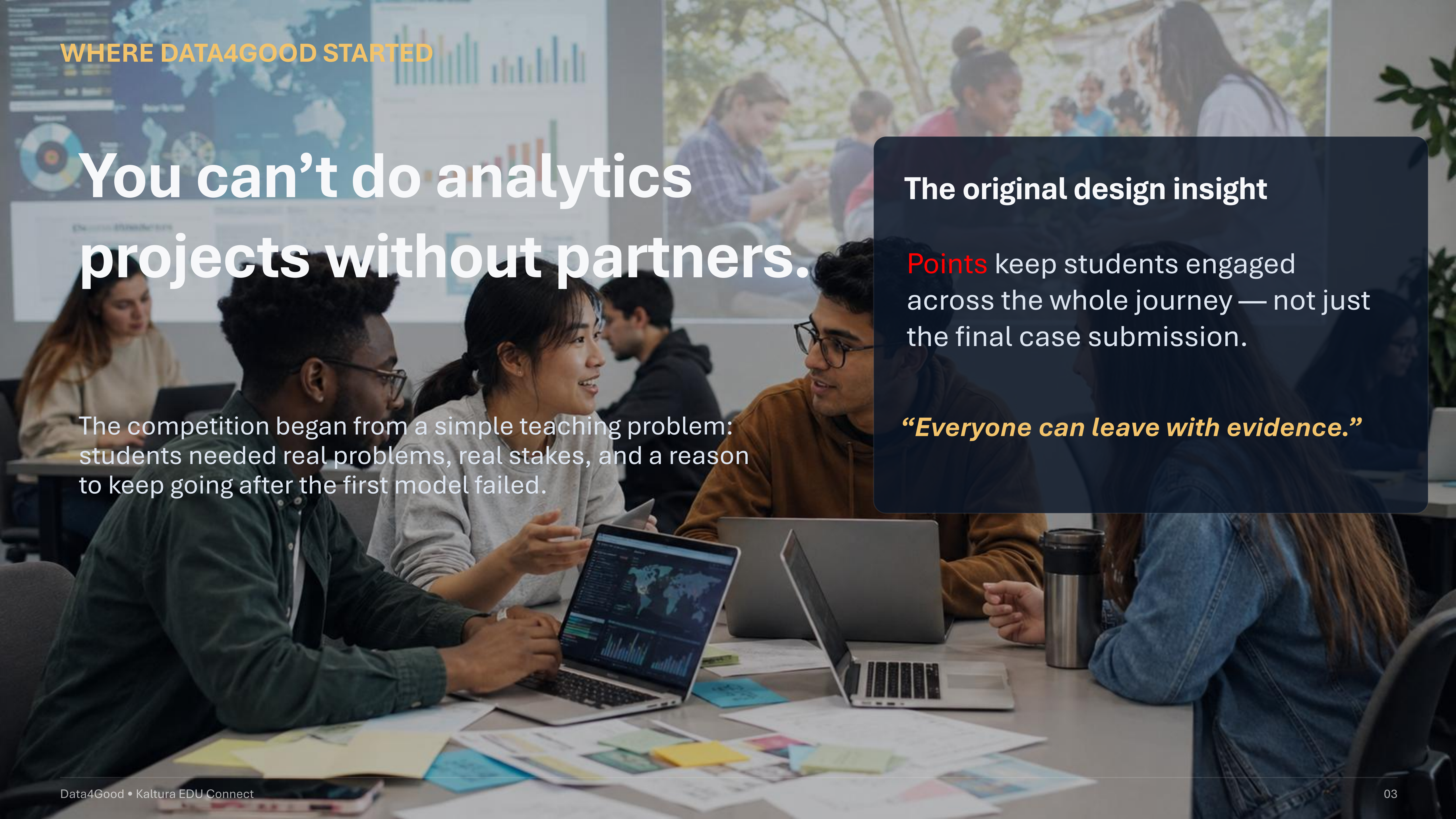
Kaltura EDU Connect • Lightning Talk • IU Indianapolis Innovation Hall

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.

https://www.datacamp.com/event/data4goodcompetition



WHERE DATA4GOOD STARTED

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.

https://www.datacamp.com/event/data4goodcompetition

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	999	2,154	$137K
participant registrations	registered teams	certification passes	awarded prize money

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

https://www.datacamp.com/event/data4goodcompetition

FRAMED IN RESEARCH

PULSE turns a competition into a learner journey.

Purpose-driven **U**nified **L**earning for **S**kills and **E**ngagement

- 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

https://www.datacamp.com/event/data4goodcompetition

THE COMPETITION DESIGN PRINCIPLE

Winning should not be the only way to win.

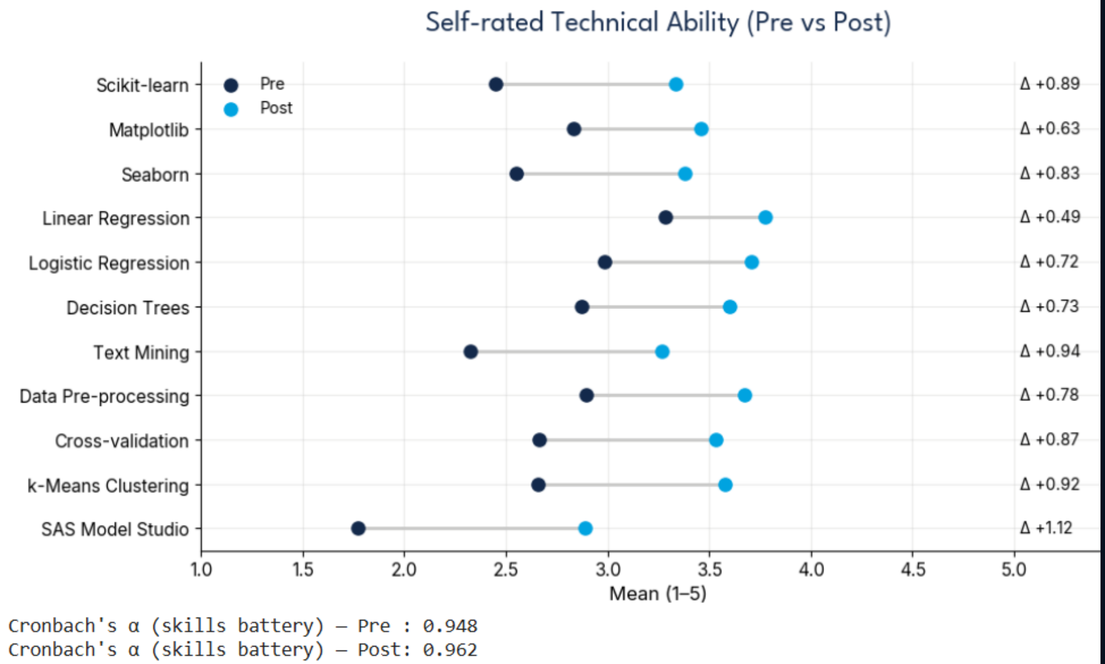
Students can leave with credentials, badges, models, presentations, posters, and a story they can tell in an interview.

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.

https://www.datacamp.com/event/data4goodcompetition

GenAI makes output easier. It makes judgment more important.

New design question

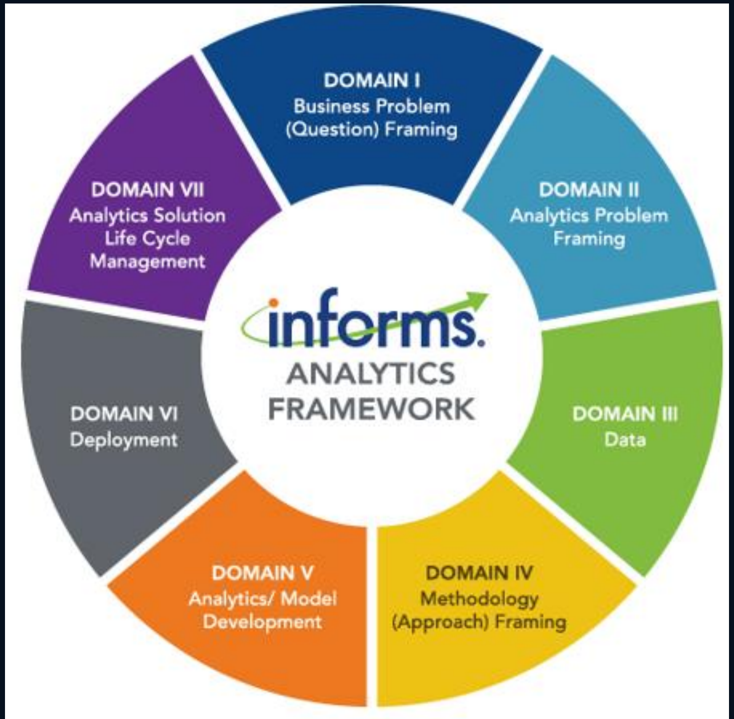
How do we help students decide what AI should do in context?

https://www.datacamp.com/event/data4goodcompetition

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

https://www.datacamp.com/event/data4goodcompetition

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

Maximum pathway: 7,100 individual points • 21,300 team points

- **Sep 17** Kickoff
- **Sep 18** IAF
- **Oct 2** AI-900
- **Oct 9** SAS lifecycle
- **Oct 16** Databricks
- **Dec 23** Case due

THE 2026 HANDS-ON CASE

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?

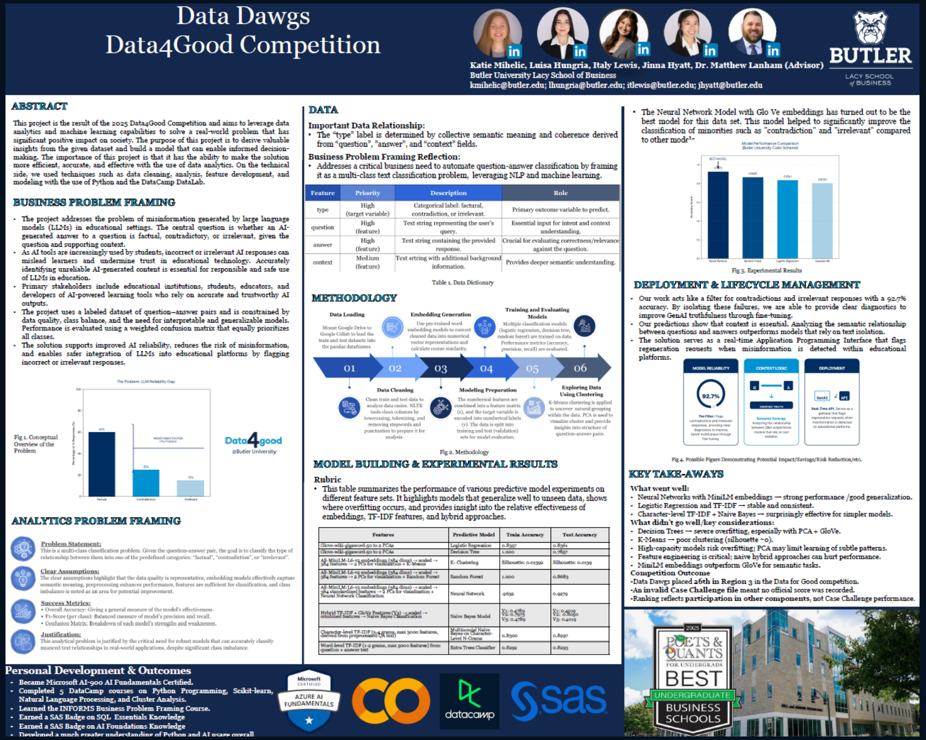
THREE WAYS EDUCATORS CAN PLUG IN

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.



Authentic case	A real problem with external stakes
Scaffolded training	IAF, AI-900, SAS, Databricks, DataCamp
Feedback loops	Kaggle scores, quizzes, judges, future AI bot
Professional artifacts	credentials, badges, posters, presentations

The classroom becomes a rehearsal space for responsible AI work.

https://www.datacamp.com/event/data4goodcompetition

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

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

Bring Data4Good to your campus

Competition site

Follow updates

datacamp.com/event/data4goodcompetition

linkedin.com/company/data4good-analytics

Data4Good

https://www.datacamp.com/event/data4goodcompetition