

PROJECT DETAILS

Project Title:

Assessing the potential of Generative AIs in improving health information access and literacy

Project Summary:

This study aims to conduct a scoping review and evaluate the accuracy of ChatGPT-generated health information compared to expert-created materials, with a focus on parental health education and literacy. By mapping existing evidence, the study will identify key factors influencing AI integration in health communication. Addressing the growing reliance on AI for health information, this research will provide insights into Generative AIs capabilities and limitations. Expected outcomes include guiding policymakers and healthcare practitioners in AI adoption. Ultimately, this study could inform the development of AI-driven health education tools, improving accessibility, reliability, and effectiveness in health communication.

Preferred Applicant Skillset:

The ideal HDR applicant should have strong research and analytical skills, with experience in conducting literature reviews, particularly scoping or systematic reviews. A background in health sciences, public health, digital health, or a related field is preferred. Proficiency in academic writing and critical appraisal of evidence is essential, along with familiarity with AI technologies and their applications in healthcare. Familiarity with quantitative and qualitative data collection methods as well as analysis tools (e.g. NVivo, SPSS, or others) are highly desirable. The candidate should be capable of working independently. Strong communication skills and a keen interest in the intersection of AI and health education will further enhance their suitability for this role.

Primary Contact:

Dr Ruth Wallace

+61 8 6304 2731

Ruth.wallace@ecu.edu.au