

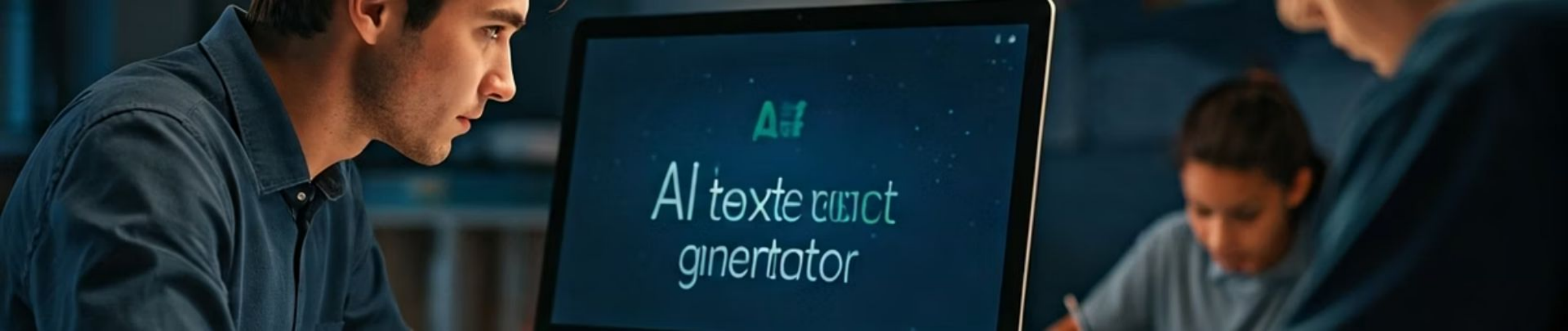
From Product to Process and Back Again: Rethinking Writing and AI

*Understanding and Teaching the
Product/Process Paradigm in the Age of AI*

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Why This Matters

Changing Landscape

AI is transforming our understanding of creativity, authorship, and assessment.

Shared Tension

Writing instruction and AI both wrestle with the product vs. process dynamic.

Our Purpose

We'll explore this paradigm shift and offer practical teaching applications.

What is Product and Process?

*Original
Product*

PROCESS

PROCESS

PROCESS

PROCESS

PROCESS

PROCESS

drop your response in the chat!

Defining Product and Process

Product

- Outcomes
- Objectives
- The final output
- Focused on correctness, structure, and style

Process

- Learning
- Engagement
- Journey of creating text: planning, drafting, revising, and reflecting
- Emphasis on world orientation

Writing Instruction Shift



Traditional Approach

Focus on grammar rules, structure, and correctness. Product-centered.



Process Revolution

1970s started emphasized writing as a process. Students learned through drafting.

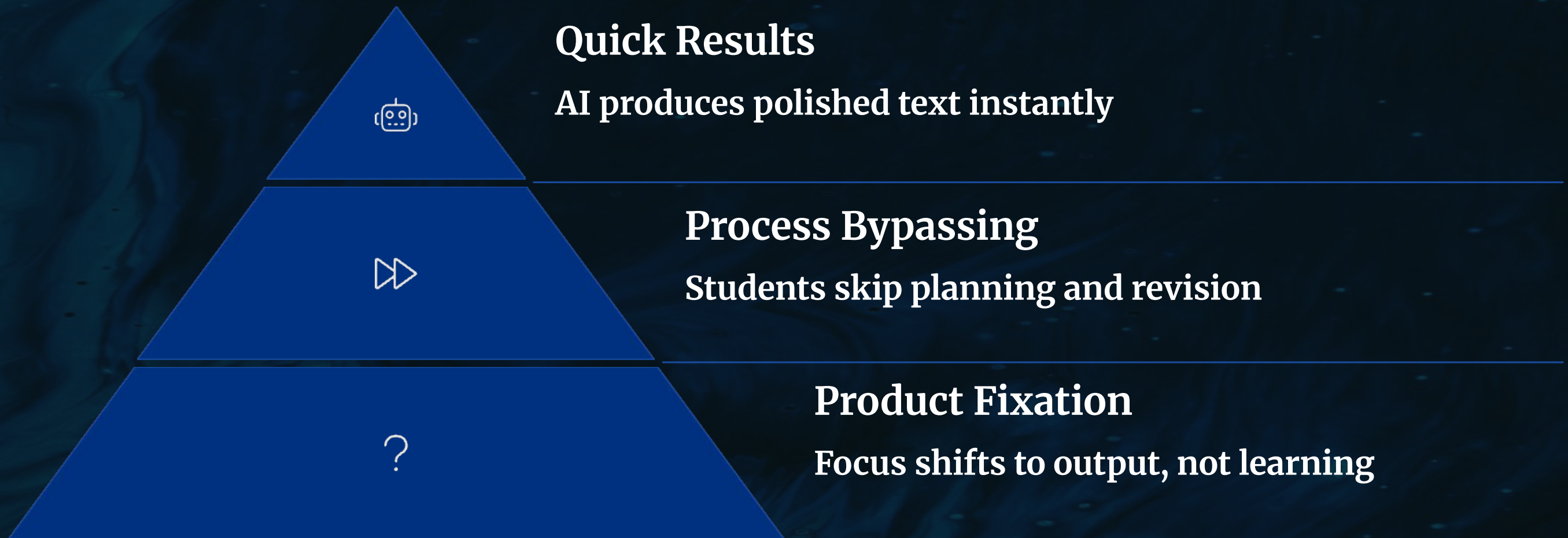


Modern Hybrid

Process-oriented teaching but product-based assessment.



How AI Mirrors This Tension



Why the Process Still Matters

Critical Thinking

Develops analytical skills
beyond writing

Transferable Skills

Extends to other academic
contexts



Reflection

Builds metacognitive
awareness

Ownership

Creates personal investment
in ideas

Teaching the Product/ Process Paradigm



Compare Examples

Analyze AI-generated and human-drafted texts side by side.



Scaffold Writing

Guide students through outline, draft, AI revision/suggestion, and reflection.



Ask Metacognitive Questions

Prompt students to explain their choices throughout.



Concrete Strategies in the Classroom



Model AI Revision

Human created draft, then improving with AI insights.



Analyze Differences

Compare AI outputs with peer-written drafts.



Document Process

Write process notes about AI usage in assignments.



Facilitate Discussion

Explore what's gained and lost when using AI tools.

Ethical Use and Framing AI



Promote Transparency

Encourage disclosure of creation methods



Set Clear Boundaries

Define AI as tool, not replacement



Foster Ethical Awareness

Develop reflective practices around AI use

AI as a Partner in Process



Brainstorming Support

AI generates multiple topic ideas and explores many perspectives quickly.



Generating Counterarguments

AI helps students consider opposing or diverse viewpoints.



Editing and Clarity

AI identify unclear passages and suggests improvements.



Summarizing Feedback

AI distills complex critiques into actionable improvements.

And more!

Considerations

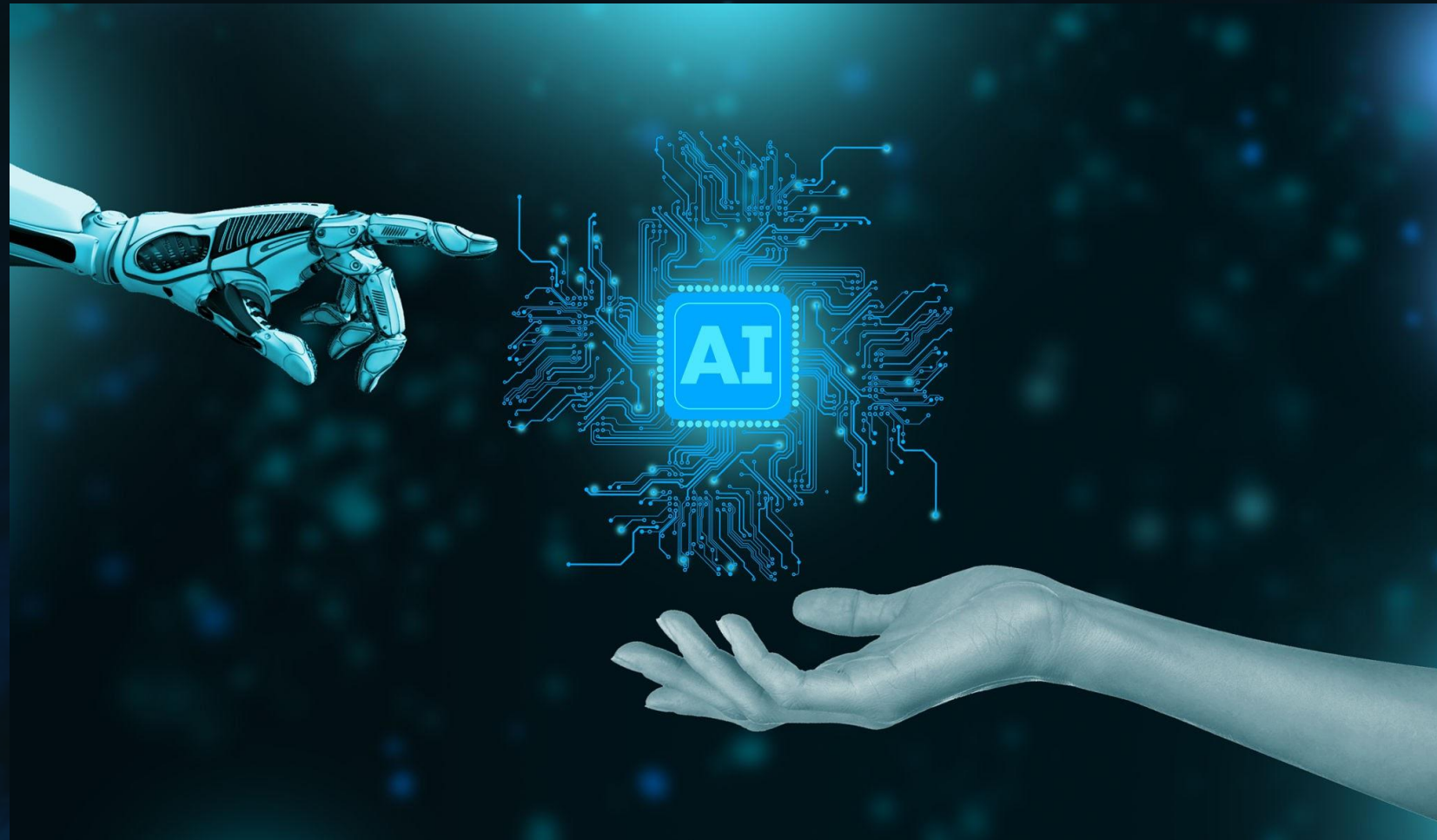
- Atypical assignments (podcasts, videos, etc.)
- Utilize technology and AI
- Demonstrate AI's faults and benefits
- Synthesize and Connect sources to larger issues
- Have student explain decisions (process/product)



Tell students what to expect!

What's Worked for You?

- Papers?
- Podcasts?
- Projects?
- Groups?
- Collaborative work?
- Multimedia?
- Videos?
- Music?
- Art?



drop your response in the chat!

Final Thoughts

Symbiotic Relationship: *Product and process inform each other in meaningful ways.*

Mindful Learning: *Creates reflective, adaptable writers and scholars.*

Effective AI Integration: *Enhances the writing process as a collaborative tool.*

Ongoing Conversation: *Continuously reimagine writing pedagogy.*

Meyer LinkedIn

Thank You!

Questions?



*Scan this QR code to connect or follow up with questions about
integrating AI into your writing pedagogy.*

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