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Prof. Nadia Celis
Research Statement

I worked as a student researcher with Professor Nadia Celis on a project that builds upon the bilingual podcast *Cien Años de Soledad en Compañía* or *One Hundred Years of Solitude Together*. This podcast, which features contributions from more than twenty scholars and cultural commentators, explores concepts from Gabriel García Márquez's *Cien Años de Soledad* in dialogue with Latin American history and contemporary global issues. *Cien Años de Soledad en Compañía* has reached audiences in over sixty countries, and my role was to contribute to the expansion of its impact through digital outreach and strategic content development for social media.

My responsibilities included using artificial intelligence tools to generate short clips, written summaries, and engaging social media posts from existing podcast episodes. I researched comparable podcasts in order to identify potential collaborations and opportunities for cross-promotion. In addition, I managed the scheduling of social media posts and designed audiovisual materials and short articles that complemented the podcast and encouraged audience engagement.

For this project, we used KlapAI to generate video clips and captions for Instagram, YouTube, and TikTok. NotebookLM was employed to draft posts for LinkedIn and Facebook, drawing on Professor Nadia Celis's published scholarship as well as her public lectures on related themes. We used Make.com to automate tasks across applications, and OpenAI tools to generate captions and suggest methods of publication tailored to specific target audiences.

Through this process, we examined how OpenAI evaluates what makes content both shareable and accessible to broader audiences. We also created a project-specific chatbot within ChatGPT. We observed that captions produced by this chatbot were generally less nuanced than those generated by the standard version of the model. To improve results, we provided the chatbot with transcripts of the videos, relevant literary and historical context, and guidelines regarding tone (academic, humorous, and so forth). Each caption was subsequently revised to ensure accuracy and stylistic coherence before being submitted to OpenAI, which allowed the system to adapt more closely to the project's voice. By contrast, captions produced by KlapAI were frequently generic, overly brief, or off-topic.

The project also revealed several technical challenges. For example, posts scheduled through KlapAI were occasionally uploaded incorrectly or without the intended edits, and NotebookLM sometimes generated faulty links to published works or recorded talks.

Overall, my contributions supported the development of a model for how automated tools can enhance the reach of academic content for diverse audiences. This project also provided valuable insights into the ways artificial intelligence perceives social media content and simulates the qualities associated with viral engagement. In addition, I gained practical experience experimenting with new forms of public scholarship and learned how digital tools can reshape the relationship between academics and the general public.

I'd like to express my gratitude to Professor Nadia Celis, the Gibbons Summer Research Fellowship, and Bowdoin College for giving me the opportunity to explore innovative forms of public scholarship and to expand the reach of academic knowledge to broader audiences.