

Working Guidelines for the use of Generative AI at ASAE.

It's no secret that Generative AI has the potential to fundamentally change the way content (of all types) is located and created. The potential for having this type of “assistive” technology tool is immense...but not without some shortcomings and considerations. While we at ASAE champion innovation and experimentation, we also value information integrity, information privacy, transparency, and truth. Because there are no regulations or oversight of these tools, we need to experiment “with care” as we use them. These guidelines will be working guidelines and will be amended as we learn more about both the potential and shortcomings of these new tools.

What is Generative AI

Generative AI refers to a category of AI models and techniques that are designed to generate new content, such as text, images, music, or even videos. These models are trained to understand patterns and structures in the data they are exposed to and can then generate new content that is similar in style or format. These AI tools are evolving rapidly without any regulation or oversight and there are still many questions concerning AI, including:

- Accuracy of generated content
- Source transparency
- Intellectual Property Rights
- Potential Bias(es)
- Data/Information privacy

Like all technology, Generative AI is a tool. **We are responsible for the outcomes of our tools.** For example, if autocorrect unintentionally changes a word - changing the meaning of something we wrote, we are still responsible for the text. **Technology enables our work; it does not excuse our judgment nor our accountability.**

Guidelines

- 1.) Fact Check and review all content generated by AI, especially if it will be used in public communication or decision making.
 - Generative AI can rapidly produce clear prose, the information and content might be inaccurate, outdated, or simply made up. **It is your responsibility to verify that the information is accurate by independently researching claims made by the AI.**
 - What to look for:

- Inaccurate information including links and references to events or facts.
- Bias in the positions or information. We want to make sure that vulnerable populations are not harmed by these technologies. Think about how racial and ethnic minorities, women, non-binary, people with disabilities or others could be portrayed or impacted by the content.
- **Think of the output of generative AI as a starting point, not an end product.**

2.) Disclose that you have used AI to generate the content. You should also include the version and type of model you used (e.g, Open AI's GPT 3.5 vs Google's Bard). You should include a reference as a footer to the fact that you used generative AI:

- Even when you use AI minimally, disclosure builds trust through transparency.
- Document how you used whichever tool(s) you are using, the prompts you used etc. It will most likely be helpful to you and your colleagues to better understand how you can use these technologies better and more safely.
- Sample credit line: "This description was generated by ChatGPT 3.5 and edited by Reggie Henry, CAE"

3.) Never share personally identifiable information, company or client information that is not generally available to the public.

- Currently, there are no clear assurances of privacy or confidentiality in most generative AI tools which means the information you put in may be used to further train the model or for other uses.

If you have any questions whatsoever about these guidelines, or any other AI related questions, don't hesitate to contact Reggie Henry about them.