# Generative Al Guidance for Council Officers

## loti

### What is Generative AI?

Generative artificial intelligence (GenAI) can create realistic, human-like text, images, code and art based on huge amounts of (usually public) data it has been trained on. Three easy tasks it can help with are:

- Summarisation (e.g. paste a long document and ask for a summary)
- Initial ideation (e.g. what is a good structure for this type of document?)
- Gap-checking (e.g. what are three persuasive counter-points to something I have written?)

Whilst useful, you also need to remember AI has flaws and limitations. For example, AI can hallucinate and make things up, it often contains bias generating content about minority groups (like women and black people) and free online AI models are bad at capturing local context.



### What GenAl tools are available?



### Text creation:

- ChatGPT
- Bard



### Image Creation:

- Midjourney
- Dall-E
- Stable Diffusion



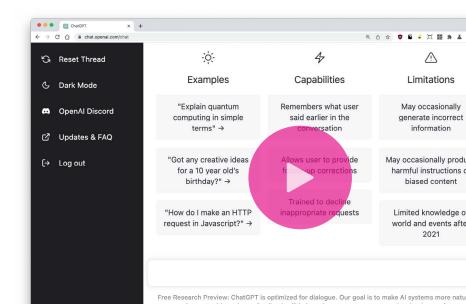
### In existing programmes:

- Canva (image creation)
- Photoshop (images)
- SOON: Windows 365 Copilot

### Ask ChatGPT Example

This video from InnovateUS is a great resource for public servants to understand how GenAl might help them.

innovate(us)



### Five tips for writing good questions for genAl

GenAl responds to questions that you ask it, which we call 'prompts'. By asking better prompts and reflecting on what the results of previous prompts tell us, we can get better answers.

Give specific instructions:

Ask for a summary of text with specific requests (e.g. word length, points it must include, in easy language, etc.)

👧 Role-playing as an expert:

Ask the AI to pretend to be an expert, like a marketer, or a domain expert, to improve the quality of the content it generates.

Evaluate the Al's output:

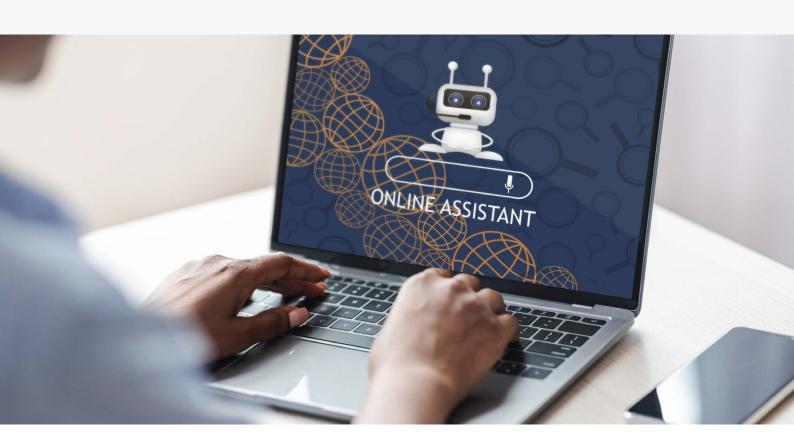
Check the AI hasn't made anything up, or that its outputs reflect cultural and social context. Refine your question to the AI based on its outputs (e.g. be more specific, change the verb, give more context.)

Break down tasks into stages:

Often AI works better if you ask it multiple questions, correcting for errors between prompts.

5. Share an outline or skeleton structure:

> Give the AI a structure or outline of what you want it to say, either in terms of format or content, and then ask it to provide outputs that always fit that structure.



## Six rules to help you use genAl responsibly

Consider yourself accountable for everything the AI creates

Officers and councils can't blame the AI, so only use it when you can easily check and correct the AI's creations.

2. Abide by existing data policies.

Many councils are developing their own policies for using AI, and already have data governance frameworks that officers should follow as a priority.

3. Never upload private information about residents.

This data may be shared externally and be a privacy breach. If you use ChatGPT, turn off 'Chat history and training' in settings (guide).

4. Check outputs for social and political context.

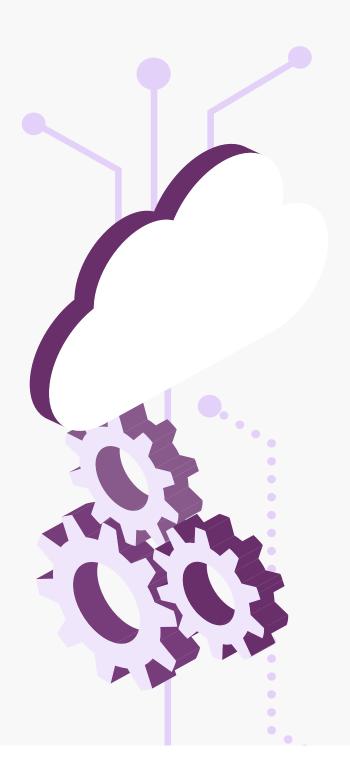
Al is good at generalising, but bad at giving good information for local contexts. Therefore, check outputs are politically and socially appropriate, and rectify where possible, or you may have to avoid using the Al altogether.

5. Reference when you use it significantly to communicate with residents or for something important.

Transparency is vital to ensure colleagues and residents can trust you with AI.

6. Don't let genAl make your decisions.

GenAl can't evaluate information to make decisions, or explain its decisions like a human, so you shouldn't use it to make decisions.



### Example use case of ChatGPT

This example demonstrates how a council officer might save an hour or two of reading and writing time producing a briefing for their director, using a number of the tips provided above.



### Prompt 1:

"Using the below information exclusively. explain in three paragraphs, in maximum 500 words. what the solution proposed by this report is. [Copy and paste 4 page summary of report]"

### **Evaluate:**

You notice the Al's output has missed an important bit of contextual information about how the solution is different from the status quo.

#### Task:

You are a researcher in your Transport team and want to write a briefing for your Director about a recent report from a think tank that proposes a novel transport solution.

### Prompt 3:

"Using the information contained in the outputs you have already created, reformat the content to match the format and style of this briefing"

[Copy and paste a different 1 page briefing you have already written which your Director liked, which you have checked doesn't 3. contain any private information.]"

### **Evaluate:**

The information across the first two outputs are now relevant, but are not the format or style your Director wants.

### Prompt 2:

"Using the same information as shared above, write a 500 word summary but include a paragraph about why this solution is novel."

#### **Evaluate:**

You now like the content and style of the text, so you want to share it with your Director. Given that most of the text was written by ChatGPT, you play it safe and add as a footnote to the document you created it with the help of ChatGPT also linking the two documents (the report and the briefing) that you shared.

This example is by no means perfect, but demonstrates how the use of generative Al needs to be a reflexive process.

Officers need to continually be evaluating the outputs of the AI, considering the context in which they will use them, and refining what questions they are asking the Al.

This guidance was based on research conducted by LOTI with the assistance of Faculty, in June 2023. It will be updated about usage of Windows 365 Copilot. If you have any questions, contact LOTI at contact@loti.london.