

# Generative AI Guidance for Council Officers

## 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 GenAI tools are available?



**Text creation:**

- ChatGPT
- Bard



**Image Creation:**

- Midjourney
- Dall-E
- Stable Diffusion

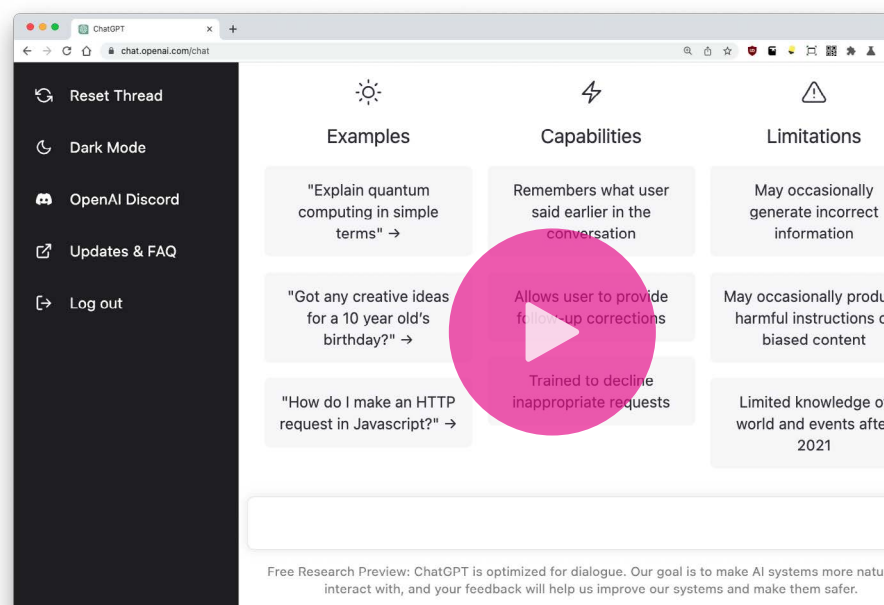


**In existing programmes:**

- 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 GenAI might help them.



# Five tips for writing good questions for genAI

GenAI 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.

## 1. Give specific instructions:

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

## 2. 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.

## 3. Evaluate the AI's output:

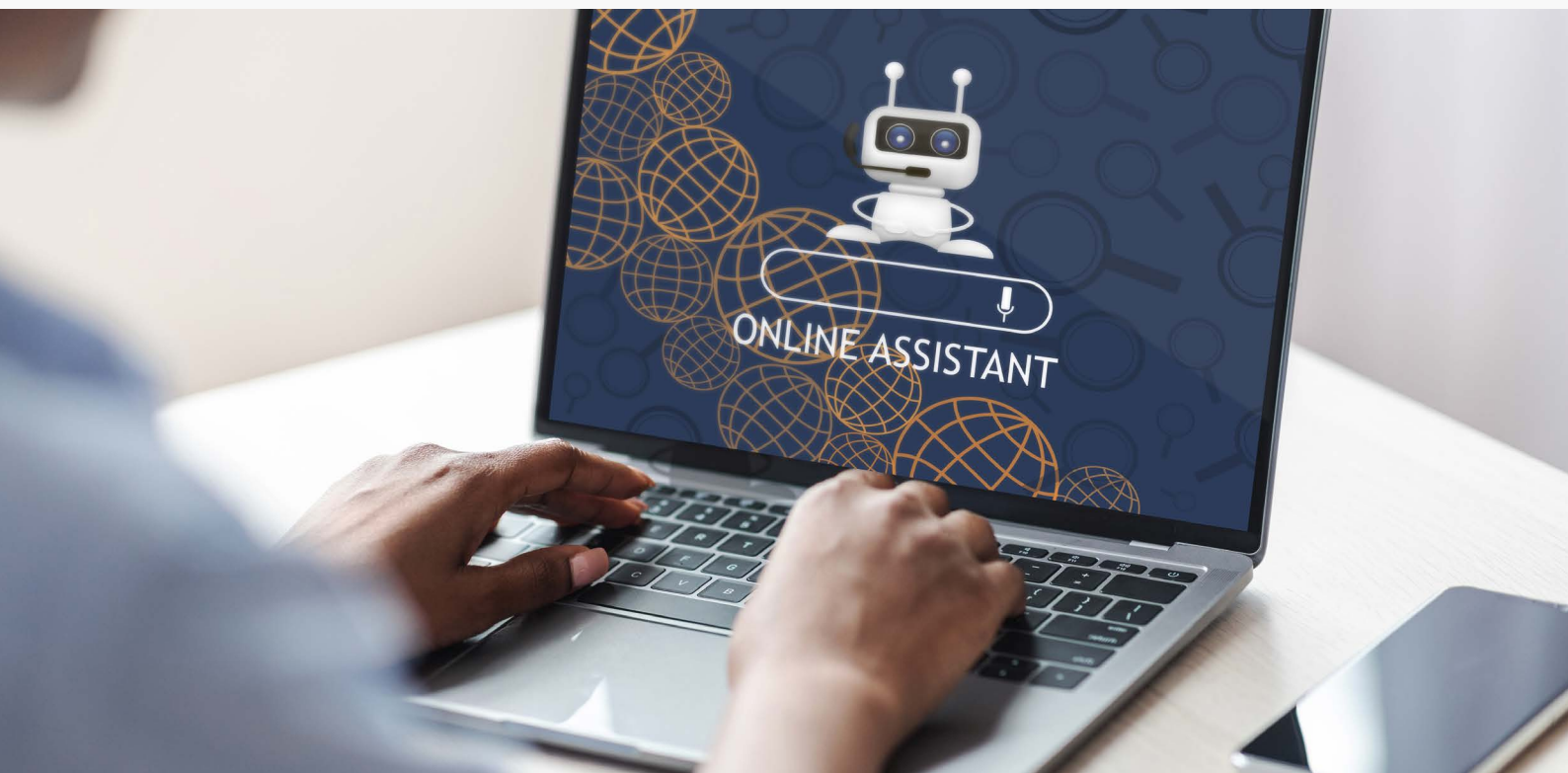
Check the AI hasn't made anything up, or that its outputs reflect cultural and social context. Refine your question to the AI based on its outputs (e.g. be more specific, change the verb, give more context.)

## 4. 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 genAI responsibly

### 1. 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.

AI 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 AI 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.

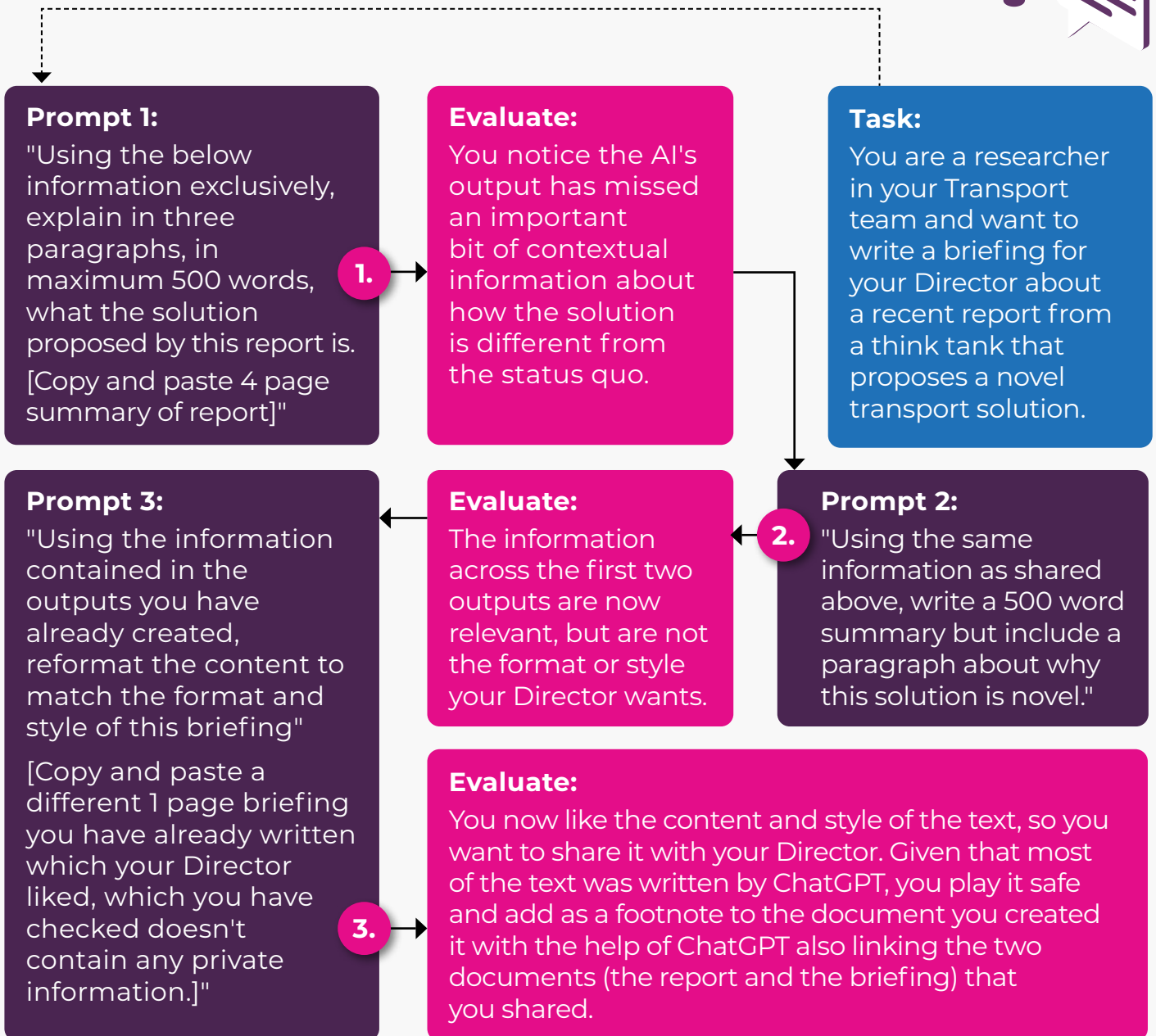
### 6. Don't let genAI make your decisions.

GenAI 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.



This example is by no means perfect, but demonstrates how the use of generative AI 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 AI.

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](mailto:contact@loti.london).