

# #TechWatch

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## Best Practices and Recommendations

for Using Generative AI  
in Journalism, Computer and Social Sciences

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# Best Practices and Recommendations for Using Generative AI in Journalism, Computer and Social Sciences

Generative artificial intelligence (AI) capable of creating texts, images, videos, computer codes, and other works is gradually penetrating all professions, including journalism, computer science, and social sciences. These advancements bring both opportunities and challenges, necessitating a comprehensive understanding of the technologies involved. In addition to specialized intelligent systems for assisting with editorial work, various large language models (LLMs) are now available to journalists, technology experts, and social scientists for text-related tasks.

Large language models, such as GPT-4 by OpenAI, are sophisticated AI systems trained on vast amounts of text data to generate human-like responses. These models can perform a range of tasks, including drafting articles, summarizing information, translating languages, and even generating creative content. The evolution of LLMs has been marked by significant improvements in their ability to understand and generate contextually appropriate text, making them valuable tools across various fields.

If you want to experiment with different generative models, not just language models, and compare their functionalities, you can visit platforms like POE ([poe.com](https://poe.com)). These platforms provide access to various AI models, allowing users to explore their capabilities and applications. For instance, models like DALL-E 2 can generate high-quality images from textual descriptions, while Codex can assist in writing and debugging computer code.

Using these systems is becoming an increasingly sophisticated science. The development and refinement of LLMs involve advanced techniques such as reinforcement learning, transfer learning, and fine-tuning on specific tasks. These methods enhance the models' performance and adaptability, enabling them to handle diverse and complex queries more effectively.

Recent advancements in AI and LLMs have focused on improving the models' ethical use and reducing biases. Researchers are actively working on techniques to ensure that AI systems are transparent, fair, and accountable. For example, the introduction of bias mitigation strategies and the development of explainable AI (XAI) frameworks aim to make the decision-making processes of these models more understandable and justifiable to users.

This document aims to simplify working with generative AI, especially language models, and highlight the key considerations to keep in mind. It provides guidelines on selecting the appropriate model for your tasks, understanding the ethical implications, and maximizing the benefits of these powerful tools while minimizing potential risks.

By understanding the capabilities and limitations of LLMs, professionals in journalism, technology, and social sciences can leverage these tools to enhance their work, improve efficiency, and produce high-quality content. Whether you are drafting a news article, conducting research, or analysing social trends, generative AI can provide valuable support, helping you to achieve your objectives more effectively.

## Top 10 Recommendations for Using Generative AI

### 1. Choose the Right Model:

Select an AI model that meets your specific requirements, offers privacy guarantees, and safeguards your inputs used in subsequent training. Prefer specialized language models for text work.

### 2. Understand the Terms and Risks:

Familiarize yourself with the contractual terms and risks associated with the specific model. Identify ways to mitigate these risks and act accordingly to minimize them.

### 3. Stay Updated:

Continuously monitor the development and capabilities of the language model you are using, such as changes in functionalities and internet connectivity. Evaluate risks and adjust your behaviour accordingly.

### 4. Prioritize Privacy:

Understand the privacy settings available in the system you use. Choose higher privacy protection options (e.g., prohibiting learning from your inputs). Avoid inputting personal data into the systems whenever possible. Use general terms like [first name] [last name] instead. Do not input any sensitive information, whether personal or non-personal.

### 5. Ethical Use:

Use generative AI ethically. Avoid creating harmful deepfakes, disinformation, false citations, etc. Be transparent and disclose the use of generative AI in your work.

### 6. Use for Inspiration and Brainstorming:

Use generative AI primarily for inspiration and brainstorming. Do not replace your individuality and uniqueness with generic automated solutions. The real value is in human, not AI-generated output.

### 7. Enhance Your Expertise:

Experts generally achieve better results using generative AI in their professional fields than novices, as they can ask much more effective questions. Continuously improve your professional knowledge.

## 8. Learn the Basics of Prompting:

Formulate your instructions as accurately as possible. Allow the system to think and refine its responses.

## 9. Verify Outputs:

Use systems that allow verification of outputs, such as sourcing texts. Ask for explanations of answers and request the system to critique and improve its results.

## 10. Thoroughly Check Outputs:

Always carefully check the final output. You bear the ultimate responsibility for the results and their dissemination.

# Basic Principles of Effective Prompting

Prompting is a crucial tool when using generative AI systems. It involves giving instructions, requests, or queries to the system. When using large language models (LLMs), consider these basic principles:

- **Prompt Context:** The prompt influences the entire thread of communication. The LLM takes into account all the information provided. Subsequent questions jointly influence how the system responds. Poor quality answers may result from combining unrelated prompts within one thread or prompts that have different context and quality requirements. Therefore, dedicate each thread to a specific topic.

- **Clear and Specific Instructions:** Write clear and specific instructions. Generally, the more specific the prompt, the better the resulting text. Provide the LLM with the following information:

- **Define expertise and role:** e.g., "Act as a market research specialist."

- **Provide context and available information, including limitations:** e.g., "Here is an overview of property prices in Prague for the last year."

- **Define the desired output:** e.g., "Email, list of pros and cons, bullet-point article outline, examples of situations, instructions, etc."

- **Provide examples:** Offer a sample text for style analysis and request that this style be used in the result.

- **Special Elements in Prompts:** Use special elements in prompts to refine responses, such as quotation marks for text reformulation or logical operators IF/THEN/ELSE to specify conditions and actions.
- **Prompting Process:** Understand that prompting is a communication process and requires time. The result may need adjustments with subsequent prompts. Provide feedback to the LLM about what you dislike and how you want it adjusted. Use proven techniques for specific scenarios, such as:
  - Break complex prompts into simple, sequential steps.
  - Define the goal and ask the LLM to inquire about details it needs to complete the task.
  - Request the LLM to critically evaluate and improve its results based on specified criteria.

Want to learn more about prompt engineering?

Check out this detailed guide:

[Prompt Engineering Guide](#)

## Understanding the Limitations of LLMs

Keep in mind the inherent limitations of LLMs:

- **Compliance with Instructions:** The LLM aims to comply with your instructions, which significantly affect the outcome.
- **Privacy Considerations:** Some LLMs use input data for subsequent training. Protect privacy by not inputting personal data or being extremely cautious.
- **Verification of Facts:** LLMs can "hallucinate" and create non-existent quotes or facts. Always verify the results.
- **Mathematical Operations:** LLMs struggle with mathematical tasks. Specify operations step by step for accurate results.

## Personalizing Communication with Generative AI

You can customize how generative AI communicates with you by defining the context and style in the initial prompt or using specific settings for all future interactions. For instance, on ChatGPT:

- Open ChatGPT in your browser and log in.

- Click on your username at the bottom left and select "Custom instructions."
- Define who is asking in the first question and how you want the responses to be in the second question.

## Impact of Generative AI on Human Rights

Generative AI presents both opportunities and challenges for human rights. According to Chatham House's report on AI governance and human rights, key considerations include:

- **Privacy Violations:** Generative AI systems can process vast amounts of data, raising concerns about data privacy and protection.
- **Bias and Discrimination:** AI models can perpetuate biases present in their training data, leading to discriminatory outcomes.
- **Freedom of Expression:** The use of AI in content moderation can affect freedom of expression, as algorithms might prioritize certain types of content over others.
- **Accountability and Transparency:** Ensuring AI systems are transparent and accountable is critical for maintaining public trust and protecting human rights.

For a more comprehensive understanding of the impact of AI on human rights, refer to the full report: [AI Governance and Human Rights](#)

## Conclusion

By following these recommendations and understanding the ethical considerations and limitations, professionals can effectively use generative AI to enhance their work while upholding professional integrity and human rights.

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