

Guidelines for Using AI in Academic Work at PFH

approved and adopted by the PFH Senate,
valid for all applications from 01.01.2025 for all degree programmes

1. Preamble

Modern technologies and AI are an integral part of our lives, both in many professional fields and in society. At PFH, we welcome an active approach to AI in compliance with the rules of good scientific practice and sensible, critical and appropriate use. We see it as our mission to comprehensively qualify and sensitise students, teaching staff and employees of the university in the use of AI and its application in compliance with legal and ethical rules and considerations. Therefore, AI can and should also be used in the context of academic work, such as Bachelor's or Master's theses, term papers and practical reflections. However, AI is to serve solely as a tool and not as a substitute for critical and analytical thinking. The responsibility for the content lies firmly with the authors; it is up to them to check the relevance, degree of truth or accuracy of a text written with the help of AI. Consequently, and in order to ensure absolute transparency, PFH has decided to extend its prevailing academic standards to include the use of AI.

2. Adjustment to the Declaration of Independence

The Declaration of Independence which is in current use and must be included at the end of all academic papers is hereby, and with immediate effect, to be supplemented by the following additional, second paragraph. The complete Declaration of Independence will hence read as follows:

I certify that I have written this thesis independently and without the use of any sources other than those indicated. All passages taken verbatim or in spirit from publications or other sources are labelled as such.

Furthermore, I declare that I have listed the use of AI-supported tools in full in the "AI Directory" section. Passages that were created with the aid of generative AI are labelled in the document with corresponding references to the "AI Directory". I declare that I have stated all uses in full. I also understand that missing or incorrect information will be regarded as an attempt to deceive.

Place, date, signature

3. Supplementary AI Directory

In addition to the bibliography or list of sources, works that were created with the help of AI are to be included in a special AI directory in which the tools used, the intended purpose and the prompts or AI instructions used are listed. The AI directory has the following structure:

No.	Tool	Intended use	Prompt(s)
<p>Clear identification for referencing from the text</p> <p>Alternatively: area, chapter, section of the document</p>	<p>Tools used, e.g., ChatGPT, Midjourney, Microsoft Copilot, etc.</p>	<p>Description of utilization.</p> <p>Possibilities, e.g.:</p> <ul style="list-style-type: none"> - Research - Topic identification - Brainstorming - Content proposal - Correction - Translation - Complete content - Others: outline development, hypothesis generation, source code, literature research, etc. 	<p>Specification of the prompts, scripts and usage of the tool.</p> <p>If applicable, also referencing of other files that were accessed during utilisation.</p>

The AI directory listed above plays an important role in the transparent documentation of academic work, as the use and respective purpose of AI tools is fully documented and traceable here. The indication of the selected prompts also enables the examiners to assess the student's ability of using AI.

4. Examples and recommended course of action

Please find below a few examples which are provided to help you.

Application: Spell check

This illustrates a standard situation in academic work. A conscientiously written paper should be submitted with correct spelling, comma usage and grammar. The use of a normal spell checker (e.g., in Microsoft Word) is suitable for this, but AI tools can also be used for support. If the entire document or individual chapters are worked over in this way, the following entry can be made for review in the AI directory:

Section	Tool	Utilisation	Prompt(s)
Entire work	ChatGPT	Correction	Please correct the text of this section to make it suitable for an academic audience
Chapter 3	ChatGPT	Correction	Please check the text of this chapter for spelling, comma usage or grammatical errors and correct them.

Application: Image generation

When using AI-generated images, a reference to the AI directory is to be made for review in the caption. This then looks as follows in the text of the work:



Illustration 1.3 Figure 4.7 - Possibilities of gamified applications [AI-2]

If you organise your document with footnotes instead of endnotes, you can also insert a footnote (sequential number) in Figure 4.7 and then enter the text "*see AI Directory AI-2*". The corresponding entry in the AI directory records the unique referencing (AI-2) and describes the tools and prompts used to create the graphic:

Section	Tool	Utilisation	Prompt(s)
AI-2	Midjourney	Complete content	/imagine a visualisation of a gamified application

Application: Text editing / generation

If you have used AI for individual sections of the document for the purpose of research, as a collection of material, for translating or even for creating textual content (e.g., also source codes or tables), then the corresponding position in the text is marked in the same way using an endnote or a footnote and is thus referred to the AI directory. Example:

A number of models can be used to analyse more precisely at which level and for which target group a motivational consideration should be made. One of the most important and fundamental models is Maslow's Hierarchy of Needs [29]. As early as 1943, Maslow described a model that is still valid and very helpful today for categorising human needs [AI-4]. Even though the model is sometimes criticised as being too abstract or too anthropological in academia, it serves as a very good entry point for analysing motivational factors. Maslow describes five levels of motivation [AI-1]:

A complete AI directory then looks, for example, as follows. You will also find further examples of the use and categorisation of AI tools here:

No.	Tool	Utilisation	Prompt(s)
AI-1	ChatGPT	Brainstorming	Which levels belong to Maslow's Hierarchy of Needs?
AI-2	Midjourney	Complete content	/imagine a visualisation of a gamified application
AI-3	ChatGPT	Correction	Please correct the text of this section to make it suitable for an academic audience
AI-4	ChatGPT	Research	Please summarise the following sources [13][27][35] (Note: these are normal literature references, i.e., AI sources are listed as normal literature)
AI-5	Microsoft Copilot	Content proposal	Create a table on the topic of "User types and their characteristics" in the context of gamification. Use the following source [13]
AI-6	ChatGPT	Translation	Translate the following text into English and summarise it [35]
Entire work	ChatGPT	Correction	Please correct the text of this section to make it suitable for an academic audience