

Al Tools in Writing and Research

Outline

- Al tools for text generation
- Best practices for AI in publishing
- Evaluating some Al tools for research organization

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What is a Generative AI tool?

ARTIFICIAL INTELLIGENCE (AI)

Machines perceiving, synthesizing, and inferring information

TRADITIONAL AI

- Designed to respond to a set of inputs to perform a specific task by relying on explicit rules.
- E.g., Voice Assistants like Siri/Alexa, Google search algorithm, basic plagiarism detection, basic text editing software

GENERATIVE AI

Capable of generating/creating something new (e.g., text, art, protocols) based on simple input ("prompts"), by learning from patterns & structures.

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What is a Generative AI tool?

TOOL: An object that helps you accomplish a task

-Important questions you need to ask before using a tool:

What was it made to do? optimized for?

What non-intended purposes can it be used for?

What should it not be used for?

TASK: Open a tin can



Available tools in the kitchen:



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Generative AI tools in scientific writing and publishing

Popular AI tools for image generation

- DALL-E / DALL-E 2 / DALL-E 3 (OpenAl)
- Midiourney
- Stable Diffusion
- Craivon Al
- Canva Al Dream by WOMBO

And many more!

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USAGE RULES: bit.ly/wileyethicalguidelines

Popular AI tools for text generation; Researcher tools

- GPT/GPT-2/GPT-3/GPT-4 & ChatGPT. Copilot (Microsoft; using OpenAl tools)
- Google Pathways Language Model (PaLM 2) & Google Gemini (formerly Bard)
- Research-specific apps: Semantic Scholar, Consensus, Scite.ai, Research Rabbit, PotatoAl, Perplexity, ChatPDF, Elicit, NotebookLM

Al tools for text generation

What are they and how do they work?

Current AI tools with text outputs are based on Large Language Models (LLMs).

You may also hear of the broader term

"Natural Language Processing (NLP) Models".

Can interpret and generate human-like text based on patterns and information learned from training data.

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Al tools for text generation

Language tools lacking real-world understanding* but mimic human speech.

On their own, they generate answers based on learned patterns, without <u>true</u> comprehension* of the content or fact-checking capacity.

*COMMON INTELLIGENCE TRAITS:

Reasoning, Knowledge Representation/Common Sense, Planning, Learning, Communicating in a Natural Language, Integration of all skills

They are <u>statistical models</u> learning patterns between words. Without a separate layer of verification from an updated source, output could be unreliable.

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GPT-4/GPT-40 (Generative Pretrained Transformer 4)

Analyze and generate human-like text based on patterns and information learned from training data. It has no true comprehension of content, nor can it check facts.

- that training data was used?

 Current websites, Wikipedia, Common Crawl (archive of webpage data from 8 years), internet-accessible books, public-domain text.
 Information is constantly generated, so there is always a "knowledge cutoff". For GPT 3, this was September 2021.
 Most powerful GPT4a goes up to October 2023. GPT 4 (Turbo) goes up to December 2023.
 GPT used ~4.5 Bif of data in its initial training set.
 New features like "Search GPT" and "Deep Research" now integrate online sources.

one owns are training autor.

Claimed that training material was publicly available with OA licenses or in the public domain. If it had a copyright, permission was requested. For other companies, language can be vague or hard to find. Copyright protection for data mining is also complex. Current legal claims also dispute OpenAl's statement.

Is my data protected? Used in the training set?

- For non-enterprise options of ChatGPT, there is an <u>opt-out option</u> ("turn off chat history").

 For ChatGPT Team, Enterprise, and API, it does not train on business data. You own your inputs, output, and how long data is retained.

Who owns the product?

— For ChatGPT/GPT, OpenAl states that authors (question-askers) own the response. (But copyright registration laws may not recognize it!)

Al tools for text generation: Key Issues

PROS

- Improved language modeling and translation Increased efficiency in mond
- intensive tasks.

 Summarizing texts
- Transcribing audio & retrieving structured information
- Automating transactions Content editing
- Speed in memorizing and analyzing data, helping users generate insights quicker
- Optimized searches Assisted idea generation
- Organizing large amounts of data + easy

CONS

- Training set limitations
- LLM training sets have cut-off dates

 Misinformation (false/inaccurate info, e.g. due to inherent errors dataset)

 LLMs cannot fact-check training info

- Disinformation (deliberately creating false info)
 AI HALLUCINATION; LLMs respond based on patterns & associations, not facts
 Biased Information
- Because of the training set and lack of transparency, LLMs can perpetuate biases (gender, ideological, racial, etc.)
 Copyright and Privacy Concerns & Unwanted Data Mining
- Who owns the input? Output?
- Ethical, Philosophical & Environmental Points

https://deepchecks.com/top-5-risks-of-large-language-models/ https://medium.com/@feniiro/jarge-language-models-lims-emergent-abiliti

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Al tools for text generation: examples

We asked ChatGPT 3.5

PROMPT: Can you write me a two-paragraph introduction about HDAC inhibitors, and include at least one reference per sentence and claim made? Please include references/citations as numbered superscripts and all references as a numbered list at the end corresponding to the citations. Also use only references from medicinal chemistry and pharmaceutical chemistry journals, dated 2017-2022.

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Al tools for text generation: examples

ChatGPT 3.5 responded

Reads ok at first pass. But gets redundant, and just spews back general statements and keywords from input text.

tions described influence (EACATS) are a promising data of compounds that have gained considerable attention in recent years as potential the rejection of occasional control of the contr

accommendation terminary an parameterization entermany trains are under extremely not not removed and improved parameters and accommendation of the control of the control

10.1038/nrm3931.
Mollie LJ, Attard G, Fong PC, Karavaslis V, Reid AH, Patterson S, et al. Phase II clinical and pharmacodynamic study of the oral histone deacetylase inhibiton.
45.275 in refractory and metastratic solid tumors. J Clin Orocl. 2008;26(15):2542-2549. doi: 10.1200/ICO.2007.1452(15):2542-2549.
10.1016/j. Gradna ML, et al. Chemical phylogenetics of histone desceivables. Nat Dem 30.21016;31:238-243. doi: 10.1038/nchembio.307.

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Plagiarism in generative AI tools

The Times Sues OpenAI and Microsoft Over A.I. Use of Copyrighted Work

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Michael N, Grynbaum and Ryan Mac December 27, 2023 Available at https://www.nytimes.com/2023/12/27/ business/media/

business/media/ new-york-times-open-ai-microsoft-lawsuit.html?smid=url-share

Generative AI Has a Visual Plagiarism Problem

Gary Marcus and Reid Southern January 6, 2024 Available at https://spectrum.ieee.org/midjourney-copyright



NY Times sued OpenAl in December 2023 for plagiarism

have not been plagiarized

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Al tools for text generation: GPT Detection

GPT Output detectors exist, but many of them are still not optimal. AI models aim for low perplexity and burstiness/style.

PERPLEXITY: "How confusing is this to the average reader?"

Variation at word level.

BURSTINESS: "How long and structured are sentences?"
• Variation at sentence level. "Style"



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Al tools for text generation: GPT Detection

GPT Output detectors exist, be careful with them; many are old versions or suboptimal.

GPTZero detected it; You can also look at Originality AI and Undetectable AI. Detectors will always have their limitations and are not 100% accurate.



Food for thought



Available at https://doi.org/10.1016/j.patter.2023.100779; Reuse via CC-BY-NC-ND 4.0

Use of words like the ff: Delves, Showcasing, Underscores Comprehensive, Crucial, Intricate, Pivotal

Al tools for text generation: Best uses

- Translation
- Brainstorming
- Grammar and spelling check
- Style/tone/brevity
- Transcription

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- Coding/Programming learning/starting point
- Data retrieval & prediction; process optimization (only with proper prompt engineering & training)

Wiley Position on such tools

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Artificial Intelligence Generated Conten



- Traditional AI for minor tasks are allowed and do not need disclosure (e.g., spell/grammar/reword apps)
- Generative-Al for text (e.g. ChatGPT, Copilot) is allowed but must be disclosed in the manuscript. Authors should include details as a footnote or as additional comments in the paper. (Which Al tool, what version, how it was used, where it was used. Authors are fully responsible for the accuracy of the output. Keep track of prompts used.)

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Al tools for text generation: Al authorship of articles

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"Al tools cannot meet the requirements for authorship as they cannot take responsibility for the submitted work.

As non-legal entities, they cannot assert the presence or absence of conflicts of interest nor manage copyright and license agreements."

-Commission on Publication Ethics (COPE)

Al tools for text generation: Al use by reviewers

bit.ly/wileyethicalguidelines

Feeding sections of a paper under review into an Al tool violates confidentiality and could pose a danger to the authors, especially if any input/prompt is included in the training set.

Referees must never use data/results & conclusions as prompts or feed the manuscript. But one can use AI tools to improve quality of written feedback. This must be declared to the editor.

Certain tools might make a referee's life easier (e.g., reference checking; looking for related work, validating statements made in the introduction section) but must still **not share** confidential manuscript information.

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YOUR FIVE-FOLD TEST IN CONSIDERING ANY AI TOOL: L-O-C-A-D

L: Limitations

- What was this AI tool designed to do? What is its purpose? What are its limits? Terms of use? O: Ownership
 - Copyright issues: Who owns the input? The product? The training set? Were proper licenses obtained?
 Can I use/reuse the product freely for the medium/purpose I am planning?
 Could I run into any copyright infringement problems?

C: Confidentiality

- C: Confidentiality

 Will I inadvertently disclose confidential information?

 Could I put my work in danger of being scooped?

 Are my data/prompts being used in the training set?

 Is my data protected?

 A: Accuracy

 Is the output accurate? Can I trust this output?

 Have I done my own accuracy check of it? Am I prepared to take responsibility for this accuracy?

 Does the Al/app use current/validated information to produce the result?

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Does my institute, the journal, the publisher allow usage? What are the SOPs for disclosure?

Al tools for text generation

Can an app using an LLM/GPT-X/ChatGPT be created with additional info sources & immediate verification? Can there be tools built/trained to minimize hallucination?

YES.

((even ChatGPT is adapting with Search/SearchGPT built in))

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Al tools for scientists based on GPT

 $Most\ popular\ AI\ tools\ based\ on\ LLMs\ with\ additional\ layers\ of\ data\ sources\ and\ verification.$ What do they\ do, are they\ useful,\ and\ are\ they\ safe\ to\ use? How\ do\ we\ evaluate\ them?

- Text editing tools
- Semantic Scholar
- Consensus
- Scite.ai - Elicit
- Research Rabbit
- Potato.ai Perplexity
- ChatPDF
- Notehookl M

Note: this is not an ad for any of these Most of these are not affiliated with Wiley.

Al tools for scientists: Text editing tools

- Many: free/limited use and paid.
- Not all are generative Al (yet) Usual included tools
- JSUAI INCLUDED CODIS:
 Spelling and grammar check
 Paraphrasing; style and tone correction
 Citation formatting
 Plagiarism check
 Al-assisted writing (various levels)

- - aways check:
 Data usage (storage? selling?) GDPR/data protection requirements
 Terms of Service; Content ownership
 Text collection/forwarding/use for training set









Al tools for scientists: Consensus



- Search engine which uses AI to provide answers with the consensus of the academic community. Powered by GPT4.
- "Child of ChatGPT and Google Scholar" -Mushtaq Bilal
- You ask a question, it returns answers, but with a source per answer to help you validate. Paper summaries possible.
- Learn consensus for YES/NO questions.
- If question is too complicated, it will say so.









What is Consensus?

Want to know what the research actually says?







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CONSENSUS METER Consensus (if questions are simpler)

Al tools for scientists: Elicit

https://elicit.org/

- An "Al Research Assistant"
- Good for looking for references.
- Answers questions and provides resources and summaries in a table.
- Helps find relevant articles for you. Uses semantic similarity, so even papers that are related but use different keywords can be found.
- Powered by Semantic Scholar and GPT



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Al tools for scientists: Scite.Ai

https://scite.ai/

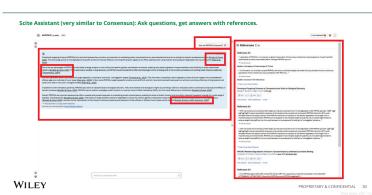
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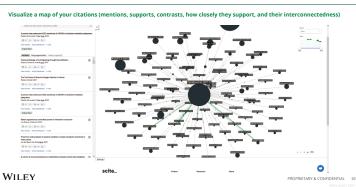
- Also answers questions and provides resources.
 Can summarize papers. Powered by ChatGPT
- Great for tracking your own papers & their legacy.
- Provides context of citations and if they support or dispute a claim
- Find sources/references for text generated by LLMs
- Connected to ORCID, it can suggest papers for you
- From indexing agreements w/ publishers & open sources.
- NOT free; 7-day free trial, then 16 Eur/Mo; 115 Eur/year



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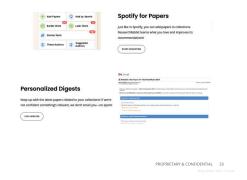


Al tools for scientists: Research Rabbit

https://www.researchrabbit.ai/

- "The Spotify of Research"
- Helps with literature search & organization
- Sorts your lit in collections & makes recommendations
- Cluster papers by relationship, timeline
- Visualizes papers & their relationships
- Maps author networks; interact with other authors/research (social media-esque aspect)
- Powered by PubMed & Semantic Scholar
- = FREE

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Potato Al

https://readysetpotato.com/

First Wiley Partner in its Co-Innovation

- Program for AI

 Al research assistant powered by peerreviewed literature that enables highquality science.
- A literature-based tool to plan, collaborate on, and run new methods
- Has a free plan; 5 users per team



Perplexity

https://www.perplexity.ai/

- Search engine that uses an LLM to respond to queries. Has a quick search and more in-depth pro search feature.
- One can upload files to fine-tune prompts
- LLM and web search all combined into one space.
- Based on GPT, Claude, and their proprietary AI/LLM



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Al tools for scientists: ChatPDF

https://www.chatpdf.com/

- Reading assistant; summarizes an uploaded PDF
- Recommends questions you can ask.
- Powered by ChatGPT, so has same limits as a plain LLM. Can refer to pages in the PDF where the answers support are supposed to be.
- Cannot analyze images/figures
- One must validate the answers and references on their own.
- BUT concerning copyright; only use for articles you own the copyright to, public domain level or open-access articles. Think about reuse rights! Remember, the tool doesn't change whatever limits the original copyright/license has set.
- Free 3PDFs per day.









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Microsoft Copilot & GPT; Deep Research

https://openai.com/index/introducing-deep-research/

DEEP RESEARCH

- Only from Feb. 2025
- GPT Pro & Plus users; Free use in Copilot but limited prompts (5/mo) without a license.
- For multi-step, multi-faceted, domain-specific inquiries where depth and detail are critical.
- "Analyzes & synthesizes hundreds of online sources to create a comprehensive report at the level of a research analyst."
- Optimized for web browsing & data analysis.



Google NotebookLM

https://notebooklm.google.com

- Research & note-taking online tool; can prepare review notes
- By Google Labs, powered by Google Gemini Document interaction
- "Deep Dive": summary of a written document as an engaging two-person podcast



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kitchen Wiley Leans into Al. The Community Should Lean with Them. Society In Scholarly Publishing 900

Available at https://scholarlykitche n.sspnet.org/2024/10/ 31/wilevs-iosh-iarretinterview-aboutimpact-of-ai/

bit.ly/wileyaistudy

bit.ly/wileyaiprinciples

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The ExplanAltions study

Who's more likely to have already used AI in the re
Researchers in China (59%) and Germany (57%)

Early career researchers (57%)

· Computer science (57%) and busin

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Online survey

Key takeaways

 Despite limited current use, researchers know that developing AI skills will be highly important to them personally in the near future

bit.ly/wileyaistudy

- Most researchers believe AI already exceeds human performance in more than half of the studied use cases, signaling strong confidence in Al capabilities
 - Uncertainty is a major barrier to researchers making the most of Al's potential
 - Approximately 70% of participants express a desire for clear guidelines on AI use in scholarly research and support in avoiding potential pitfalls.

Wiley AI Principles (Good guide for publishers/businesses)

bit.ly/wileyaiprinciples

A visionary and vigilant approach to Al.

bit.ly/wileyethicalguidelines

- Al as an opportunity to accelerate the pace of innovation in research, learning, and publishing
 Stay aware of the risks associated with Al and are taking steps to mitigate them.

1. HUMAN OVERSIGHT

Al solutions must be developed, leveraged, and maintained with human oversight.

2. TRUSTWORTHINESS & TRANSPARENCY

Wiley makes transparency and trustworthiness core elements of our Al use and development.

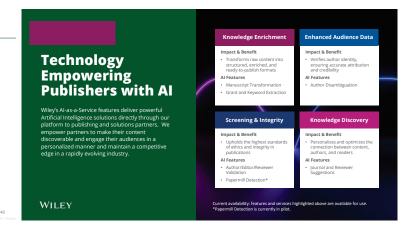
3. SAFETY & FAIRNESS

We are committed to ensuring our AI systems and processes are safe and fair.

4. GOVERNANCE & ACCOUNTABILITY

We will maintain **appropriate governance** over our use of AI and its incorporation into our business to **manage risks and assure accountability**.

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AI Tools for Researchers

Do not be afraid of AI tools. Familiarize & train yourself. Read the fine print; L-O-C-A-D.

Use them lawfully and ethically. Let them **enhance** the way you do research, but **not replace** human critical thinking, analysis, and creativity.

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AI USAGE:

Limits

Ownership

Confidentiality

Accuracy

Disclosure

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SALAMAT! THANK YOU!

VIELEN DANK!