

# Generative AI - Guidance for Authors

As a publisher, we recognize that generative AI tools can assist you in researching and writing content. We also recognize, however, that there are risks associated with doing so, if generative AI use is not carefully assessed, monitored, and managed.

Significant and unchecked use of generative AI in a book can impact the legitimacy, reliability, and overall quality of content. This can lead to loss of reader trust, negative book reviews, poor book sales, and potentially even impact your status as an author. This guidance highlights some recent negative reviews related to AI-generated content. It also contains examples of AI-generated content so you can see the problems associated with this kind of material.

**If you are thinking about using generative AI to help you with your book, it's best we talk about it.** Reach out to us, let us know what you're thinking, and why, and we can discuss it and go from there. We are supportive of limited use of generative AI as a way to improve your own writing, but **generative AI is not a replacement for your writing.** It is your unique insights, expertise, and experience that matters. That is what the Packt brand stands for and the value readers want from you and the Packt brand.

## Guidelines around the use of generative AI tools

If you have to use generative AI, guidelines around its use include:

- **Always check AI-generated material for accuracy** – generative AI tools can be prone to errors and hallucinations and are likely not up to date.
- **Focus on value for the reader at all times** – AI-generated text can be repetitive and lack depth. As you work through your book, keep asking yourself, 'How much value will readers get from this?'; 'If I read this in a book I've purchased, would I be satisfied?'
- **Ensure your voice and experience shines** – AI-generated text is impersonal. Readers will be interested in your expertise, real-life experiences, and insights. *Only you* can provide that.
- **Aim for your content to be engaging** – AI-generated text can sound dry and artificial. You don't want readers to lose interest because they feel your book is boring!
- **Ensure your content is specific and relevant** – AI-generated text is generic. Material in your book should always retain the connection to the overall goal of the book,

the individual chapter, the topic or task at hand, and the target audience you're aiming for.

- **Ensure the style, approach, and tone of your book is consistent throughout** – AI-generated text pasted carelessly, without editing or refinement, can be easy for readers to spot. Inconsistency of style and approach can also be confusing and distracting for readers.
- **Evaluate grammar correction** – generative AI can correct grammar, but this can also result in smoothed-out, impersonal text. Specialist tools such as Grammarly are still better for this use case. We use specialist human copy editors to correct grammar, so as long as your material is readable we can deal with any small errors without needing AI assistance. Again, talk to us if you want to use generative AI for language improvement and correction.

We hold you, as the author, accountable for **originality, validity, and integrity** of the content of your work and we expect you to uphold publishing ethics.

## Packt's stance on Generative AI use by authors

At Packt, we focus on publishing **expert, human voices**. Having said that, we accept that authors may use generative AI tools in a limited capacity to help them with their books.

### Transparency

We consider transparency around the use of generative AI essential, and that is why, if you choose to use generative AI at any point during the development of your book, we require you to declare it to us. **We will need you to specify how and where you've used generative AI in your book.** We in turn will declare this to readers through a disclaimer at the beginning of your book (see *Integrity* below).

This level of transparency is crucial and ensures that we can work together to create legitimate content that is valuable for our readers and competitive in its market. The more open you are about any use of generative AI, the quicker and smoother the development process of your book will be.

### Accountability

In line with the guidelines above, we also consider it vital that all **use of generative AI has been carefully checked by you for accuracy and relevancy before you consider using it to help you with your book.** This is to maintain accountability for the content that you publish.

### Integrity

We are completely honest with customers and partners about the extent to which we use AI to generate content. This will help protect your reputation, while also demonstrating that we are a company at the cutting edge of technology.

With the risks of generative AI and our stance towards it in mind, Packt retains its discretion over the publication of work, to ensure that integrity and guidelines are upheld.

## What do our readers think about AI-generated content?

This section demonstrates that readers do not like AI-generated content in our books. Sometimes this criticism is accurate (there is AI-generated content), other times it is perceived (the author wrote in a way that looks like AI-generated content). However, the sentiment is the same and we should avoid content that is and seems AI-generated.

- Here the reader notes the strict structure that AI can follow if used in every chapter and why that's not useful:

★☆☆☆☆ **Seems AI Generated**

Reviewed in the United States on August 9, 2024

Verified Purchase

The book follows a similar format chapter to chapter with summaries and tables and charts that all feel very AI generated. Not up to the quality of previous Packt books I've purchased.

<https://www.amazon.com/gp/customer-reviews/R1HOG4UKWG2HU9/>

- The reader points out common generative AI habits (see the next section for more on this):

★☆☆☆☆ **Written with GPT, and it's obvious**

Reviewed in the United States on May 1, 2024

Anyone with any experience using Chat-GPT will instantly recognize the endless filler text copied and pasted into this book, just from the sample pages. It'd be one thing if the author was just ripping beginner-level tutorials from the internet and pasting screenshots onto each page of the book (which she does), but to then force the reader to wade through page after page of AI-generated filler is just inconsiderate of her readers' time.

I'm sure there's a helpful book to be written about Midjourney, but it needs to actually be written. By a human. Extra disappointed to see this shamelessly spammed on reddit (where you actually CAN learn a lot about Midjourney, for free) as if it was an organic review.

<https://www.amazon.com/gp/customer-reviews/R1ZJH3E2Y10K8W/>

- Confusing text leads to suspicions of AI use. You can see how the reader expects clarity, whether the author used AI or not:

★☆☆☆☆ **Don't waste your money**

Avaliado no Brasil em 4 de junho de 2024

My review is anchored in few opinions:

- This is a very volatile subject and will get outdated pretty very quickly (in fact, it might already be outdated). That aspect alone could be a deal breaker for some people. I needed a refresher and decided this book could still be a good bet.

- Regardless of the book "freshness", this book is not a good cookbook. It tells you "what" to do, briefly touches the "how" and barely explains the "why". You are not much better than simply cloning a repo and working thru the code by yourself.

- Another aspect to note is that the code has a few mistakes; you will have to refer back to the repo, to ensure that the code you're reading is not wrong.

- Finally, the text itself is incredibly confusing to understand. I'm not sure if the author is a native speaker (I'm not, so I can't judge too harshly), but the editor should have done its job and ensured the quality of the final work. TBH, I begin to suspect that some good chunks of this book were actually generated by a LLM.

This is not a knock against the author, which seems to be a competent developer, but merely against the book. It's been a struggle to read it. If she writes a new book or releases a new edition, with that being a better work, I would be the first to point it out.

Also worth mentioning that those issues are not a matter of me being a noob either. While a bit outdated and looking for a refresher, I've been working with Android since the 1.5 days, from around 2009 (hope this won't come off as an appeal to authority).

<https://www.amazon.com.br/gp/customer-reviews/R2ASMFPXBT8FRR/>

- Unnecessary content leads the reader to suspect AI:

★☆☆☆☆ **Hard to understand**

Reviewed in Germany on 30 September 2024

Verified Purchase

I feel the author has used ChatGPT to write a book, as I have experienced the same way with other books on that topic. Many topics are entirely unnecessary. For other issues, he leaves essential points out for a thorough understanding. However, I think that he has experience in that matter.

<https://www.amazon.de/gp/customer-reviews/R142E49G2W8G30/>

- A reader tells us that reading AI-like content is not engaging:

★☆☆☆☆ **Felt like AI Generated Content**

Reviewed in India on 12 September 2024

The book wasn't an easy read for me. At times, I felt like I was reading content generated by AI, which made it difficult to stay engaged.

Apologies for the critical review, but that's just my honest experience.

I accessed the book through an O'Reilly subscription and didn't purchase a physical copy.

<https://www.amazon.in/gp/customer-reviews/RHZOWLBG7VSEL/>

- A review that highlights that it doesn't matter who wrote the content, if it's AI-like, it's not useful or readable:

★☆☆☆☆ **Looks written by ChatGPT**

Reviewed in the United States on June 2, 2024

Not saying it WAS written with ChatGPT but the conversational style, unusual among all the technical books I have read, looks a lot like answers you expect from AI tools. For example, the consistent number of enumerations across the book is typical of how ChatGPT answers questions.

That aside, the book itself is a disappointment. The only chapter that deals with C++ is the first and even then in an introductory manner. There are no advanced C++ topics as one would expect.

The pictures are unreadable - it looks like they copy/pasted from carbon-sh and did not review the printed book. The C++ code shown is amateur - for example, using strings in the critical path is a no-no in high frequency systems.

The rest of the book is just a collection of business high level talks the type that programmers hate. Pure rhetorical and very little technical content.

<https://www.amazon.com/gp/customer-reviews/R2Q62I2036HIFG/>

- Another review with the sentiment that AI-like writing is not acceptable:

★☆☆☆☆ **Poorly Written; AI generated?**

Reviewed in the United States on February 5, 2025

Verified Purchase

This book is poorly written. Lots of long, run-on sentences filled with excessive commas and AI buzzwords. It almost reads like AI-generated slop. Not recommended.

<https://www.amazon.com/gp/customer-reviews/R3D6U33TL0SIN/>

## What does AI-generated content look like in our books?

This section will show some examples of what AI-generated content looks like when it's included in a long-form document such as a chapter or a book. You'll see why it has its limitations and why we encourage authors not to use generative AI to generate content.

### Inaccurate information or hallucinations

One known limitation of generative AI is hallucinations. Below is one example where the author built their content with generative AI:

*“Case studies of prevented data breaches highlight the effectiveness of AI in real-world scenarios. For example, a financial institution implemented an AI-driven data loss prevention system that monitored employee activities and data transfers. The system detected an employee attempting to transfer sensitive customer information to a personal email account, blocked the transfer, and alerted security personnel, preventing a potential data breach.”*

This is so generic it's not useful to the reader. There is no citation or analysis. This is a common scenario with AI-generated content in chapter-length documents. Accurate technical information is what sets you apart as an expert author.

## Similar content scattered across the chapter

Generative AI has a large context window, but still struggles to write coherently over long-form documents. They also lose context if asked to write separate sections in different prompts. Here is an example:

**What is ChatGPT and how does it work?**

ChatGPT is a natural language generation system that can produce fluent and engaging conversations on various topics. It is a member of the generative pre-trained transformer (GPT) class of language models<sup>1</sup>. It was initially built using the GPT-3.5 language model<sup>23</sup>, which is an improved version of OpenAI's GPT-3 model<sup>2</sup>. ChatGPT was fine-tuned to target conversational usage using reinforcement learning from human feedback<sup>2</sup>.

ChatGPT works by taking an input text or prompt from the user and generating a response text or completion that follows the input. The input can be a question, a statement, a command, or anything else that can initiate or continue a conversation. The response can be an answer, a comment, a suggestion, or anything else that can maintain or end a conversation.

ChatGPT uses a neural network architecture called transformer to process the input and generate the response. A transformer consists of two main components: an encoder and a

**HEADING 2: Exploring the user interface and features available to users.**

ChatGPT is an AI chatbot that can generate natural language text for various applications, including conversational interfaces. ChatGPT is based on a large language model called GPT-3.5 or GPT-4, depending on the version you use. ChatGPT can understand and generate human-like answers to text prompts, because it has been trained on huge amounts of data from the internet.

**HEADING 3: Examples of effective use cases in business contexts**

ChatGPT is an AI chatbot that can generate natural language text for various applications. Some of the effective use cases in business contexts are content creation, language translation, Email and communication, Idea generation and brainstorming, conversational AI and Coding applications. ChatGPT can help businesses streamline and enhance their operations, communication, and marketing efforts.

The preceding image contains excerpts from different portions of a chapter. The generative AI had lost track of its context and generated repetitive material. Readers want practical, focused content from expert authors. They are spending hard-earned money on your book.

## Irrelevant content

At times, generative AI provides content that is only vaguely related to the prompt, resulting in information overload:

If you are interested in fictional works such as novels, short stories, comics, etc., you can use ChatGPT to write character biographies, plot points, and ideas for fictional works. Fictional works are creative works that portray individuals, events, or places that are imaginary or in ways that are imaginary<sup>1</sup>. Fictional works feature elements such as plot, characters, setting, and theme. You can ask ChatGPT to write character

Here's an example from another book. It has two large paragraphs of filler that impart no actual knowledge:

## Understanding strategic planning in data analytics

In data analytics, **strategic planning** is a comprehensive approach transcending the mere execution of technical tasks. It encompasses setting clear objectives, identifying requisite resources, and meticulously delineating processes and technological solutions for effective data analysis. The aim is to ensure that analytics endeavors align with the overarching goals of the enterprise while maintaining the flexibility to adapt to evolving demands and challenges.

The significance of strategic planning in data analytics can't be overstated. It serves as the cornerstone of successful analytics projects, providing a structured framework that guides every phase of the analytical journey. From data collection and storage to analysis and reporting, strategic planning ensures each phase is undertaken with a clear purpose and direction. This rigorous approach amplifies the value that's extracted from data analytics, mitigates risks and inefficiencies, and enhances outcomes, culminating in elevated returns on investment.

Furthermore, strategic planning fosters a data-driven decision-making culture within the organization. It catalyzes collaboration and sharing insights among stakeholders across various departments, dismantling silos and harnessing data as a collective asset. This environment of collaboration is indispensable for identifying concealed opportunities, anticipating market trends, and responding promptly to emergent challenges.

In essence, strategic planning is the fulcrum of effective data analytics. It transforms data analytics from a fragmented collection of activities into a cohesive, goal-directed process that propels businesses toward progress. As we delve further into planning a data analytics environment, it will become evident that the journey toward excellence driven by data begins with a thoughtfully conceived strategy.

As noted in the reviews earlier, readers are sensitive to filler content like this. They feel it adds no value. It is this value that only you can add to a book.

## Unconventional phrasing

Generative AI can tend towards over-writing and poor metaphors. We'll cover both types of problem in this section.

### Over-writing

Let's start with the flowery and verbose:

## Chapter 1: Effective use cases of ChatGPT in business

**Description:** In this exciting chapter, we delve into the world of ChatGPT and explore how it can revolutionize your business communication. From personalized customer service to cost-effective marketing strategies, ChatGPT is the AI technology every business needs. This chapter is designed to help you understand the potential of ChatGPT and how it uses natural language generation to produce engaging conversations. We also discuss the benefits and challenges of using ChatGPT, and provide tips on how to use this powerful technology effectively. By the end of this chapter, you'll see just how ChatGPT can enhance your business communication and overall performance.

Here AI has provided an overblown description of the chapter's topic and the benefits to the reader. Here's an example from another book that demonstrates the over-the-top nature of generative AI writing:

In our electrifying demo, we're going to embark on a thrilling adventure through high-level steps that we will then implement with great speed and accuracy. Brace yourselves as we generate root and intermediate certificate authorities, creating roles that empower us to manage subdomains with ease. You will be able to dazzle your peers and managers with your ability to request, generate, revoke, and remove certificates in the blink of an eye.

Here are a few words and phrases that humans don't use often, but AI overuses:

into cybersecurity, and the future directions of this integration. The insights gained will equip readers with the knowledge to navigate the evolving landscape of cybersecurity and leverage AI to bolster defenses against sophisticated threats. In conclusion, the integration of AI with the Cyber Kill Chain represents a significant advancement in cybersecurity. Understanding this synergy is crucial for developing effective defense strategies in the face of increasingly sophisticated cyber threats. As AI continues to

The word 'sophisticated' alone appears 36 times in this example chapter. Here's an example of over-writing from a data science book:

*The profound efficacy of strategic planning in the domain of data analytics is most compellingly exemplified through narratives drawn from the empirical realm.*

You can see the use of fancy, polysyllabic words when simple ones would be better.

## Metaphors

Generative AI tends to have two problems with metaphors: overusing them and creating nonsense versions. Let's start with the overuse of metaphors. There are four in a single paragraph here:



In our big world of technology, where lots of data is created every time you click or tap, understanding what it means is **like trying to find a tiny needle in a vast haystack**. But don't worry! In Microsoft Fabric, a clear way of doing things helps make sense of all this data. It's like a bright light showing the way to developing intelligent analytics. **Think about creating a house without a plan**. Sometimes, when you build a house, the roof might not be straight, or the stairs might be unsafe. It's similar when you're working on analytics. If you don't have a plan, you just guess and hope for the best. But honestly, there are smarter ways to do things. Having a plan is important because it's like having a map to guide you. Think of it **like a GPS that helps you find your way** in a new place. When we have a structured plan, we know exactly where and how to get there. No more wandering around or **getting lost in a sea** of data.

You can see how this is particularly difficult to read. The metaphors are making this less clear, rather than more clear.

Here is an example of a nonsense metaphor that spreads all over the paragraph:

Project management capabilities in Microsoft Fabric direct the course of the project in **the same way that a conductor leads an orchestra**; they let you assign tasks, establish due dates, and track advancement all from inside a single platform. **It's like having a dashboard that shows which sections of the orchestra are ready and which ones need more rehearsal.**

You might even see generative AI try to write a metaphor and completely fail:

- **Save your changes regularly:** Each saving point should represent a small, manageable set of changes. **This is like saving your work often when writing a document.** It's much easier to correct

All of this demonstrates how using generative AI to generate content is not being an author. As an author, the reader wants your authentic, unique voice. Your editor can help you with this; we have many options to work on your writing to make it the best it can be.