Generative AI and Editorial Quality

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Intro

- No technophobia
- Different work and life situations
- Limited knowledge

Problems not sufficiently mentioned here

- Resource use / ecology (Costa 2025)
- Techfascism (Refusing Tech Fascism Geuter (2025))
- Intellectual property

Goals

- Exchange of experience
- AI and editorial tasks
- Trade-offs and risks
- Standards and guidelines for the use of AI

Use cases

Whiteboard: https://zoom.us/wb/doc/3ez-yznYRK6FS_bnHJW12Q/p/185742368702464

Example

ChatGPT Protocol

What is generative AI?

- Large Language Models and Machine Learning
- Chatbots and other applications

Affordances and limits of generative AI

- “Stochastic parrots” (Bender et al. 2021)
- Enormous capacity of predicting tokens
- Base: Models of (written) documents in natural languages
- No knowledge representation (up to now in mainstream apps)

Use in editorial contexts

- Check for compliance with standards: Make your writing standards … standard - Acrolinx, Case Studies Archive - Acrolinx
- Versions for different audiences: Graphical Storytelling (Caswell 2024)
- Automatic writing: Writing with AI | OpenAI

- Reseach in large amounts of documents: Panama-Papers: “Wir wären ohne die Technologie nie so weit gekommen.” | MDR.DE (Heesen et al. 2023)
- Extracting relationships and knowledge: Analyzing the Panama Papers with Neo4j: Data Models, Queries & More

Generative AI and intelligence

- Fact checking is interactive and social
- Differences between generative AI and human intelligence
- Generated texts (and images) are never reliable

The bullshit problem

> It is just this lack of connection to a concern with truth this indifference to how things really are — that I regard as of the essence of bullshit. [frankfurtBullshit2013]

> Bullshit is unavoidable whenever circumstances require someone to talk without knowing what he is talking about. [frankfurtBullshit2013]

Hallucinations

- What Are AI Hallucinations and Why Do They Happen? (Tuhin 2025)

> Unlike a computer bug—which is a result of faulty code—an AI hallucination stems from the nature of how the AI generates text. It is not a glitch. It’s a byproduct of prediction. The model isn’t trying to lie; it’s simply guessing what the next part of the response should be, and sometimes, that guess is wrong.

Basic multiplication and keeping track

Why Can’t Powerful LLMs Learn Multiplication? (University of Chicago 2025)

> “As AI is increasingly integrated into critical decision-making, it’s essential to understand its unique ways of learning and thinking,” said Tan. “Our research is trying to chart that terrain.”

Conclusion

Generative AI can not replace the social processes which establish what is true. Editorial quality depends on the editorial teamwork. This teamwork can be enhanced, but it can and must not be replaced by generative AI.

Standards and guidelines

BBC: Guidance: The use of Artificial Intelligence

- Principles of impartiality, accuracy, fairness and privacy
- Transparency and accountability
- Human editorial oversight and approval
- External tools must be authorized
- No use for generating content

University of Oxford: Guidelines on the use of generative AI in communications

- Priority for “human creativity, curiosity and judgement”
- Transparence to safeguard trustworthyness
- Limited supportive use of AI tools and supervision by humans
- Continuous learning to have the necessary skills

Harvard Business School Marketing AI Guidelines | About

- Risks: Inauthenticity, intellectual property, factual errors
- Human oversight
- Transparence via tags (“Created by AI”)

Ideas for editorial guidelines on the use of AI

Whiteboard: https://zoom.us/wb/doc/h28zwgP4QjqVxckhSiWhTg/p/185954636333056

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