

Reviewing your work **(with generative AI)**

How to write prompts like a pro,
get bonus points for it
— and not fall foul of plagiarism rules

What you will learn

- Using generative AI tools to help you **reflect** and **improve**
- Getting the **best marks** (and avoiding a **zero**)
- Developing a key skill for employability:
how to **write effective prompts**

**Who has used generative AI tools like
ChatGPT, Gemini, etc.?**

What does “Generative AI” mean?

- AI tools that **generate** text, images, video, etc.
- **ChatGPT** is just the best known. Google’s Gemini is another. Midjourney is a well known generative AI tool for images.
- Uses **NLP** (Natural Language Processing), just one branch of artificial intelligence (AI)
- Also called **Large Language Models** (LLMs)

“They’re language models,
meaning they’re really
good at tasks involving
language. But **they’re not
fact models**, or verification
models, or math models.”

Gina Chua

It's being used in the industry for...

- Content discovery
- Document analysis
- Translation
- Tips processing
- Social media content/comment moderation
- Automated writing (structured or unstructured data)
- Newsletters
- Text summarisation
- Content transformation and reuse
- SEO

Reference this: **Diakopoulos, Nick. What Could ChatGPT Do for News Production? Generative AI in the Newsroom, February 15 2023,**

<https://generative-ai-newsroom.com/what-could-chatgpt-do-for-news-production-2b2a3b7047d9>

Critical issue: Generative AI, like any source, is biased

- When prompted; “Who are the twenty most important actors of the 20th Century?” ChatGPT did not name a single actor of colour
- When prompted: “What are the important events in the life of Winston Churchill?” Bing failed to mention his controversial views on race, his controversial role in the Bengal famine, and his controversial views towards the Jews or Islam.
- When prompted: “What are important facts about the American founding fathers?” Chat GPT failed to mention that any of them owned slaves.

These new tools let you see for yourself how biased AI image models are

Bias and stereotyping are still huge problems for systems like DALL-E 2 and Stable Diffusion, despite companies' attempts to fix it.

By Melissa Heikkilä

March 22, 2023



After analyzing the images generated by DALL-E 2 and Stable Diffusion, they found that the models **tended to produce images of people that look white and male**, especially when asked to depict people in positions of authority. That was particularly true for DALL-E 2, which generated white men 97% of the time when given prompts like “CEO” or “director.” That’s because these models are trained on enormous amounts of data and images scraped from the internet, a process that not only reflects but further amplifies stereotypes around race and gender.

Nicholas Neubert's beauty experiment

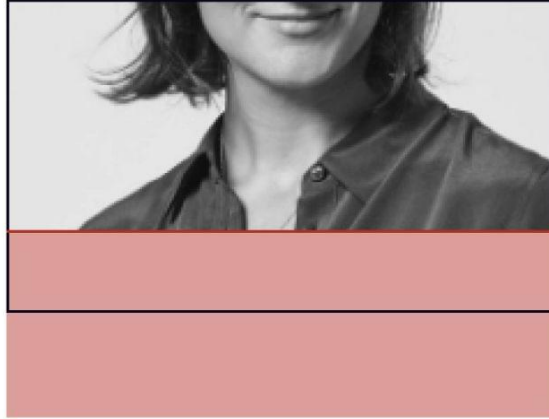
Generated 264 Portraits using Midjourney and classified them:

- Brunette: 75%; Blonde: 23%; Red-Hair: 2%; Other: 0%
- Light Eyes: 68% (180); Dark Eyes: 32% (84)
- 🖐️ 86% (227)
- 🖐️ 11% (29)
- 🖐️ 3% (8)
- Younger-Aged People: 100%; Middle-Aged People: 0%
- Wrinkles, scars, glasses: 0%

Laraki's 'outpainting' experience

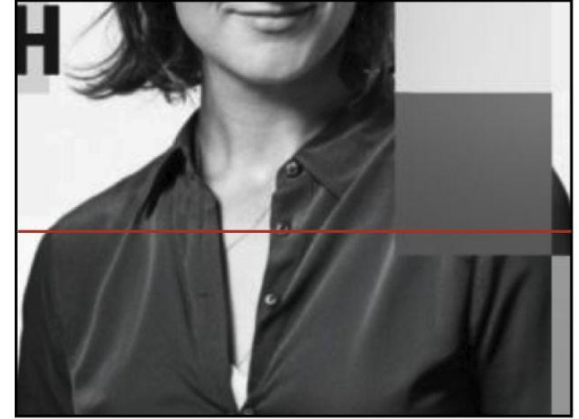


Original photo



Square cropped photo

Image cut off at second button



Gen-AI filled photo

Lower part of image generated from second button down

Elizabeth Laraki was due to speak at an event when she [noticed](#) an image of her on the event website showed part of her bra. GenAI had been used to [‘outpaint’ from a square image](#) to make a vertical version. It had ‘unbuttoned’ her blouse and added part of a bra.

Sasha Luccioni's 'outpainting' experiment

Sasha Luccioni experimented to see how outpainting genAI models expanded an image of her. “They all definitely give me more cleavage than my original blouse (They also erase my butterflies! What kind of bias is that?)”



Types of bias (Thompson 2024)

1. **Demographic** bias: AI systems perform differently for various gender, racial or ethnic groups
2. **Data** bias: Training on skewed datasets leads to biased outputs
3. **Algorithmic** bias: The model's design itself can favor certain outcomes
4. **Contextual** bias: Poor performance when applied outside the training context
5. **Automation** bias: Over-reliance on AI systems, assuming they're more accurate than they are
6. **Confirmation** bias: AI reinforcing users' existing beliefs rather than providing balance
7. **Linguistic** bias: Better performance in widely-spoken languages vs. less common ones
8. **Temporal** bias: Historical training data may not reflect current realities

Use this in your evaluation: [GenAI Diversity Guidelines](#)

1. Be aware of built-in bias
2. Be transparent where appropriate
3. Build diversity into your prompts
4. Recognise the importance of source material and referencing
5. Report mistakes and biases
6. GAI-generated text should be viewed with journalistic scepticism

*Reference: Sir Lenny Henry Centre for Media Diversity. Generative AI Diversity Guidelines, Birmingham City University, June 2023,
<https://www.bcu.ac.uk/media/research/sir-lenny-henry-centre-for-media-diversity/blog/six-principles-for-responsible-journalistic-use-of-generative-ai-and-diversity-and-inclusion>*


Critical issue: AI doesn't know if what it says is true

what countries in africa start with a K

Afbeeldingen Nieuws Video's Maps Boeken Vluchten Financieel

Ongeveer 1.200.000.000 resultaten (0,67 seconden)

While there are 54 recognized countries in Africa, none of them begin with the letter "K". The closest is Kenya, which starts with a "K" sound, but is actually spelled with a "K" sound. It's always interesting to learn new trivia facts like this.

 News YCombinator
<https://news.ycombinator.com> › item

Did you know that there is no country in Africa that starts with ...


Does Australia exist?

SEARCH CHAT IMAGES VIDEOS MAPS NEWS SHOPPING MORE

About 1,840,000 results

No

According to 3 sources



Well, the fact is that **Australia doesn't really exist**. Everything you have ever heard about it was made up, and any pictures of it you have seen were faked by the government.

that the country of Australia **doesn't exist**. The theory holds that Australia is just an elaborate cover up by the British government for a mass murder.

[Australia Doesn't Exist, and ...](#)
skeptoid.com

[The Greatest Lie Ever Told:](#)
u.osu.edu

Why did they fake it? How did they fake it? What is the real Australia like?

Type a message...

“What ChatGPT deals
in is **not truth**; it is
plausibility.”

Tim Harford

Critical issue: hallucinations

- ‘Hallucination’ is industry jargon for when AI “makes stuff up”
- It will make up **sources** that don’t exist to try to appear convincing
- It will make up **data** that isn’t real
- **Always check** any information provided by AI - and attribute it. **Without attribution, you’ll get no credit.**

Evaluating Verifiability in Generative Search Engines

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Existing generative search engines often do not cite comprehensively or correctly. When averaging across all systems, a mere 51.5% of generated statements are fully supported with citations (recall), and only 74.5% of citations fully support their associated statements (precision). We believe

LLM citations are misinformation

these results are unacceptably low for systems that are becoming a popular tool for all kinds of tasks. They already have millions of users, especially given that generated responses often



How can we use it?

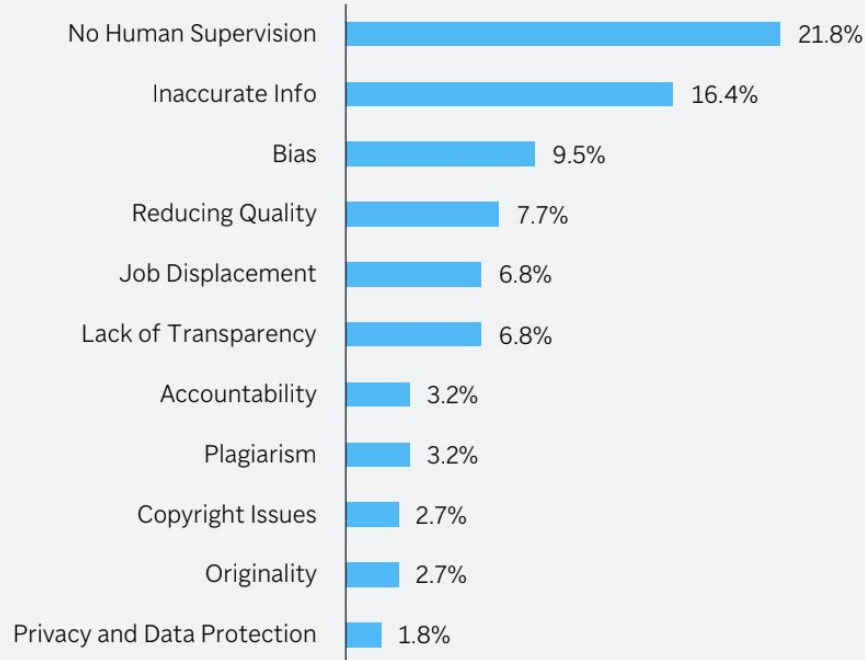
- Robots writing articles for us? **No. The results are crap and it is considered plagiarism** (like getting someone else to sit an exam under your name)
- An intelligent assistant? **It's better at this. It also demonstrates an *engagement* with new technologies and helps you *learn and improve* (which is what is assessed)**

Bavarian Broadcasting (BR) and Science Media Center Germany's experiment with AI-generated fact boxes:

*“ The most significant problem was the **unreliable content**. To meet their work standard, every aspect needs to be verified. Therefore, errors generated by the system were perceived as a serious dilemma: Troubleshooting was enormously time-consuming. Overall, the fact boxes were not rated as making work easier. **The search for errors was perceived as more time-consuming than the established workflow of writing fact boxes manually.** ”*

Concerns

Industry concerns



Reference: AP. Generative AI in Journalism: The Evolution of Newswork and Ethics in a Generative Information Ecosystem, April 2024, <https://drive.google.com/file/d/1rXruz2wQLAXmUtzm1B7IJCpxdWbOHijS/view>

INTERNATIONAL JOURNALISM FESTIVAL

PERUGIA, ITALY
19-23 APRIL 2023

XVII EDITION | FREE ENTRY

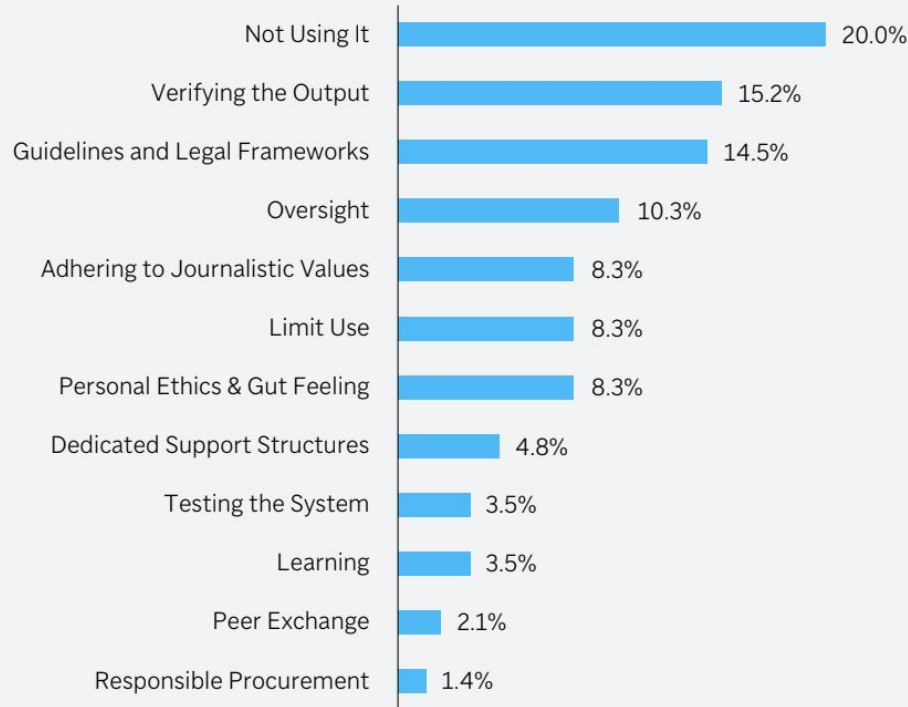
www.journalismfestival.com



These issues are widely and regularly discussed at news meetings, **job interviews** — and conferences. Here is **Nicolas Diakopoulos** talking to journalists at just one industry event.
<https://www.youtube.com/watch?v=QU0Q3FC-w7I&t=1303s>

Industry practices

Strategies for Ethical Use

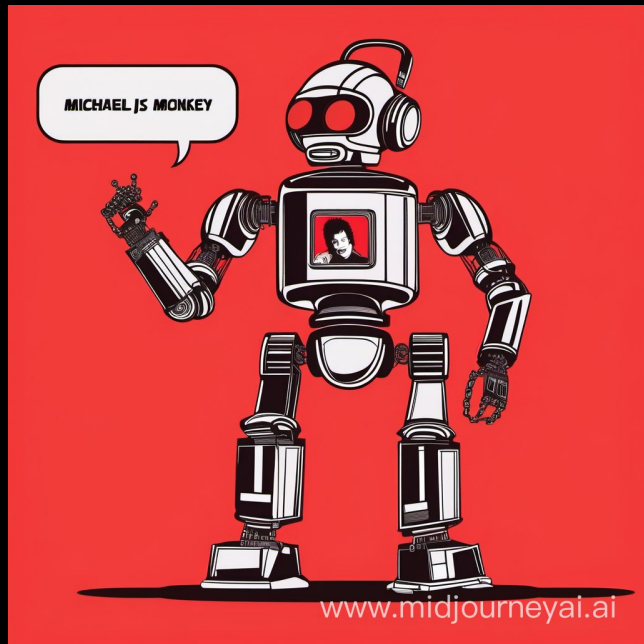


Reference: AP. Generative AI in Journalism: The Evolution of Newswork and Ethics in a Generative Information Ecosystem, April 2024, <https://drive.google.com/file/d/1rXruz2wQLAXmUtzm1B7IJCpxdWbOHijS/view>



Watch this video in full to see the BBC's **David Caswell** outline a range of ways in which generative AI can be used in story production processes (and reference it!)

https://www.youtube.com/watch?v=z7z1_PyGI4c



How to work with a Bullshitting robot

Open one of these two tools

Google Gemini: gemini.google.com
(no login needed)

ChatGPT: chat.openai.com
(if you are already logged in)

Let's start with a simple example.

Try this prompt in Google Gemini or ChatGPT

I've got some data on [DESCRIBE YOUR DATA].

Can you suggest what sort of charts I could use and why I might use each type?

Example:

*I've got some data on each stop and search during a month by West Midlands Police
Can you suggest what sort of charts I could use and why I might use each type?*

What did you get?

- Was it useful? How?
- In what ways was it not useful?
- Could we edit the prompt to provide a more useful answer?

Expand on your prompt:

I am a sports journalist writing a feature on German footballer Toni Kroos. I've got some data on Toni Kroos's passing accuracy for the last 10 seasons. Can you suggest what sort of charts I could use and why I might use each type?

Expand on your prompt:

*I am a journalist writing a _____ on
_____. I've got some data on _____.*

*Can you suggest what sort of charts I could
use and **why** I might use each type?*

What I got:

Additional Tips:

- Consider using color-coding to differentiate between competitions (La Liga, Champions League, etc.) if your data includes them.
- Annotate your charts with key information like Kroos's average passing accuracy for the period.
- Include captions explaining the charts clearly and concisely for your readers.

Evidence this in your evaluation for credit

I used ChatGPT to suggest potential chart types for my story (see Appendix C).

Appendix C: Generative AI prompts used for idea generation

For these prompts I used Google Gemini (gemini.google.com)

Prompt 1:

I've got some data on missing people which shows the distribution of missing incidents by UK police force by age, ethnicity, gender, vulnerability, risk level and mental health. I'm a journalist looking to write a story about this data - suggest 10 ideas for stories I could write.

Response:

10 Story Ideas Using Missing Persons Data:

1. **Disparity in Disappearances:** Analyze the data by ethnicity and age. Are there specific demographics more at risk of going missing? This could highlight potential social issues or blind spots in current missing person protocols.
2. **Mental Health Matters:** Dive into the mental health section of the data. Is there a correlation between certain mental health conditions and missing

Copy your prompts and responses into an appendix

Flourish[®] Webinar

Transform your visualizations with AI-based tools

Hosted by data visualization specialist
Mafe Callejón



In the bibliography...

Flourish Webinars (2024) Transform your visualizations with AI-based tools, February 14, <https://www.youtube.com/watch?v=afDhG8swkuM&t=700s>

Even better, reference *learning* too.

*I used ChatGPT to suggest potential chart types for my story (see Appendix C), ensuring that my prompts asked it for explanations that would help me make a decision (**Flourish Webinars 2024**)*

A reminder of what you're assessed on:

Research, plan and evaluate entrepreneurial journalism and innovations, using analytical and reflective skills to evaluate individual performance:

- **Understanding of professional contexts:** exploration and application of literature on best practice in the field; exploration of relevant legal considerations (e.g. privacy, the use of FOI laws, defamation, contempt, copyright, etc.), and ethics (e.g. accuracy, transparency, accessibility, inclusion, appropriate use of language, etc.)
- **Planning and project management:** professional documentation, including research and ideas development, pitches, source mapping
- **Critical evaluation and reflections:** identification of areas for further development or improvement, and methods or resources for doing so

0%-39%	40%-49%	50%-59%	60%-69%	70%-79%	80%-100%
Weak or inadequate research and/or poor evaluation of the work in the context of best practice and professional considerations. Seriously lacking in detail and little evidence of understanding.	Research sound but limited and basic evaluation of the work in the context of best practice and professional considerations. Much more detail/depth of understanding required.	Appropriate and competent research with good evaluation of the work in the context of best practice and professional considerations. More detail/depth of understanding required.	Solid and detailed research with a very good evaluation of the work in the context of best practice and professional considerations. Meets the requirements of the brief with minor flaws.	Substantial research and planning with an excellent evaluation of the work in the context of best practice and professional considerations. Fully meets the requirements of the brief	Comprehensive and independent research going beyond the requirements of the brief, incorporated effectively into a well-planned project. Evaluation provides exceptional insights into professional, legal and ethical context.

2. Helping generate ideas.

Example: describing data, asking for suggestions:

I've got some data on missing people which shows the distribution of missing incidents by UK police force by age, ethnicity, gender, vulnerability, risk level and mental health. I'm a journalist looking to write a story about this data - suggest 10 ideas for stories I could write.

What I got:

1. **Disparity in Disappearances:** Analyze the data by ethnicity and age. Are there specific demographics more at risk of going missing? This could highlight potential social issues or blind spots in current missing person protocols.
2. **Mental Health Matters:** Dive into the mental health section of the data. Is there a correlation between certain mental health conditions and missing person reports? This story could raise awareness and advocate for better support systems.

What I got:

7. Beyond the Numbers: Interview families with missing loved ones whose details are reflected in the data. Humanize the statistics and the impact these disappearances have on loved ones.

9. Global Comparison: Compare your UK data with missing person data in other countries. Are there similar trends or areas where other nations excel in finding missing persons?

Try it — and discuss the results:

I've got some data on [INCLUDE DETAILS ON COLUMNS OR SHEETS]. I'm a journalist looking to write a story about this data - suggest 10 ideas for stories I could write.

Evidence this in your evaluation for credit

I used ChatGPT to suggest potential ideas based on my dataset (see Appendix D).

To build my scraper I used ChatGPT and considered prompt building in a strategic way (Bradshaw, 2023c), having into account Wired's guide on how they use AI tools for their journalism, allowing myself to "experiment with using AI as a research or analytical tool" (Wired, 2023).

Usage of ChatGPT in planning stories:

I used ChatGPT as a starting point and looked for possible story ideas and sources. There were a few stories I tried, but did not complete. All screenshots of my use of ChatGPT are attached in [Appendix 7](#).

Use of AI in journalism

The debate of "Is ChatGPT a threat or an opportunity for journalism" has been on for a while now. Read about it in ([Appendix 7](#))

Bonus tip: use AI “to predict story development and lines that might be pursued on a long-running story”

Example prompt: You are a journalist writing for a local/national newspaper/specialist magazine on X.

The number of NHS dentists has been declining for many years now. Make a list of potential developments in this issue, or future storylines to plan ahead for. Do not write a story.

Follow-up prompt: Suggest a plan for reporting idea number 6

Reference as: **Maier, Bron. Telegraph journalists told use of ChatGPT will result in same sanctions as plagiarism, Press Gazette, November 15 2023,**

<https://pressgazette.co.uk/publishers/nationals/telegraph-generative-ai-guidelines-policy-copyright/>

Explore this in your evaluation for credit

Following practices adopted by Telegraph journalists (Maher 2023) I used ChatGPT to identify potential future developments (see Appendix D).

3. Ask it to help you think of sources

Try asking for suggestions of sources:

I'm a journalist writing a feature exploring how police stop and search black people disproportionately. Suggest sources I could approach for quotes.

What I got:

Official Bodies:

- **National Police Chiefs' Council (NPCC):** The NPCC sets national policing standards and guidance for England and Wales. They may be able to comment on national stop and search data and efforts to address racial disparity. <https://www.policechief.org/>
- **Home Office:** The Home Office is the UK government department responsible for policing and immigration. They publish data on stop and search and may be able to comment on efforts to reduce racial disparity.

What I got:

Additional Tips:

- Consider including a police officer who can speak about the challenges of reducing stop and search while maintaining public safety.
- Be mindful of the anonymity of those you interview, especially if they fear repercussions from the police.

Build in **diversity**:

*I'm a journalist writing a feature exploring how police stop and search black people disproportionately. Suggest sources I could approach for quotes, **ensuring that these reflect the diversity of society***

Even when a previous prompt in the same chat included “ensure that ideas reflect the diversity of society”, it gave this:

Additional Tips:

- Consider including quotes from people of different backgrounds within the Black community to reflect the diversity of experiences.
- Seek quotes from both genders and different age groups.
- Balance the perspectives of those most affected with official responses and potential solutions.

After identifying the stakeholders, I came up with a **contacts book**. I took ChatGPT's help here and identified the people I could interview about the increasing carbon emissions in India.

R

Who can I interview about the increasing CO2 emissions in India



There are several experts you could interview about the increasing CO2 emissions in India.



Here are a few suggestions:

1. Climate Scientists: Climate scientists are experts on the causes and impacts of climate change, and they can provide insight into the factors driving CO2 emissions in India and the potential consequences for the environment and public health. You could try reaching out to scientists at research institutions or universities in India.
2. Environmental NGOs: Environmental non-governmental organizations (NGOs) often work on issues related to climate change and can provide insight into the policy and advocacy efforts aimed at reducing CO2 emissions in India. You could try reaching out to organizations such as Greenpeace India or the Centre for Science and Environment.
3. Government Officials: Government officials involved in environmental policy and regulation can provide information about the government's efforts to address CO2 emissions in India and the challenges they face in implementing policies. You could try

Bonus tip: Ask it to help you write emails:

Prompt: *You are a journalist looking to interview an expert for a story on [INSERT SUBJECT]. Write a professional email to the expert asking them if they would agree to be interviewed by you for your story.*

Prompt: *You are a journalist looking to interview a charity for a story on [INSERT SUBJECT]. Write a professional email to the charity asking them if they would agree to be interviewed by you for your story.*

Prompt: *You are a journalist looking to write a feature about someone's experience of [INSERT SUBJECT]. Write a professional email to the person asking them if they would agree to be interviewed by you for your story.*

4. Ask it to help you to write better

An example:

I am a journalist writing a news story on missing people. Here are the first two paragraphs of my story - suggest ways I could write it better:

FELLOWSHIP SHOWCASE

StyleCheck

Harmonising accurate news coverage through AI



JournalismAi
FESTIVAL 2024

What I got:

1. Start with a stronger hook:

- Instead of stating a statistic, open with a human story about a missing person from the Black community.
- You could also open with a surprising fact, like "Black Britons make up only 4% of the population, but account for a disproportionate number of missing person reports."

Prompt-writing is a **skill**.

- **Context**: describe the situation (role, employer, events)
- **Ask**: request specific action
- **Rules**: provide constraints (audience, story type, length)
- **Examples**: demonstrate what you want
- + Iterate, refine, and combine outputs

Reference this: **Moran, Kate. CARE: Structure for Crafting AI Prompts, Nielsen Norman Group, May 24 2024**, <https://www.nngroup.com/articles/careful-prompts/>

Reference this: **Marconi, Francesco. AI Prompt Writing for Journalists, LinkedIn, 2023**
https://www.linkedin.com/posts/francescopmarconi_many-journalists-i-know-are-using-chatgpt-activity-7025836653818601472-iAZ8/

Method	Description	Specificities
Zero-Shot Prompting	The model is asked to perform a task without any prior examples or guidance. It relies solely on its pre-existing knowledge.	Involves no examples, the model generates a response based on its knowledge, can lead to less accurate results for complex tasks
Few-Shot (N-Shot) Prompting	The model is provided with a small number of examples (usually 2-5 but can vary) to guide its understanding of the task.	Provides the model with concrete examples, which helps it generate more accurate responses by learning from these examples. Unlike Zero-Shot, it relies on demonstration.
Chain-of-Thought (CoT)	The model generates intermediate reasoning steps, breaking down complex problems into smaller, logical steps to improve accuracy.	Enhances the quality of responses by explicitly guiding the model through a series of reasoning steps, leading to more detailed and structured outputs.
Reasoning and Action (ReAct)	Combines reasoning with explicit actions or steps that the model should take to complete the task, improving task organization.	More structured than CoT, ReAct not only involves reasoning but also outlines specific actions, which results in a clear and organized task completion strategy.
Tree of Thoughts (ToT)	Uses a hierarchical, tree-like structure where the model explores multiple aspects or pathways to achieve a comprehensive output.	Different from linear methods like CoT, ToT prompts the model to explore various branches or ideas systematically, producing more diverse and well-rounded responses.
Role Prompting	Assigns the model a specific role (e.g., journalist, teacher) to guide its responses, aligning them with the assumed perspective.	Focuses on shaping the model's output based on a given persona or role, which helps in producing more contextually relevant content.
Recursive Prompting	Involves iterative refinement where the model's output is used to generate new prompts, progressively improving the response.	More iterative than CoT, this method allows for continuous refinement of the prompt and response, handling complex tasks with multiple layers.
Retrieval Augmented Generation (RAG)	Combines the retrieval of relevant external information with the model's generative capabilities, enhancing the accuracy and relevance of responses.	Involves augmenting content by retrieving real-time or up-to-date information from external sources, which is especially useful when the model's internal knowledge is limited or outdated.
Meta-Prompting	The model generates its own prompts to tackle a task, using its understanding of the task context to create effective prompts.	The model self-generates prompts, leveraging its comprehension of the task to improve accuracy and creativity.

Jargon

- Prompt design vs prompt engineering
- Chain-of-thought prompting (Claude)
- Zero-shot vs one/few-shot prompting
- Generated knowledge prompting

Could we add more context to this prompt?

I am a journalist writing a news story on missing people. Here are the first two paragraphs of my story - suggest ways I could write it better:

Context you should include

- Your **role** (journalist)
- **Format** and **genre** (news or feature. If it's a feature specify if it's an interview feature, explainer, listicle, etc.)
- **Audience** (young or old, UK or US)
- **Style** (tabloid, broadsheet, local)

Evaluation: add evidence of practical reading

I used ChatGPT to provide feedback on my writing (see Appendix E). I used the advice of Marconi (2023) on writing good prompts, such as specifying context, style and audience.

Template prompt: bias in writing

You are an editor on a news website aimed at UK readers aged 30-50. **Identify any potential bias in the article and steps the journalist can take to address those.**

[PASTE FIRST FEW HUNDRED WORDS]

Example response:

- **"This six-part legislation seeks to combat crimes motivated by aspects of an individual's perceived identity. For example, race or disability."**: The phrase "seeks to combat" implies a positive intent, which could be seen as supporting the legislation without providing a balanced view.
- **"Principles like openness and truthfulness in the Scottish police will be explained."**: This statement assumes the new law will inherently promote these principles, which might not be universally agreed upon.
- **The article does not present any viewpoints or criticisms from those who might oppose the legislation.** This could give the impression that the new law is universally accepted and uncontroversial.

Template prompt: perceived bias

You are an editor on a news website aimed at UK readers aged 30-50. **Would this news story feel fair to people with different views on [the topic]?**

Limit your response to how they might feel about the story and the way it is written, rather than the broader issues.

[PASTE FIRST FEW HUNDRED WORDS]

Reference this: Walsh, Lynn. Today's Trust Tip: Can ChatGPT and AI help us prevent bias and polarization in our reporting? Trusting News, June 27, 2023,

<https://mailchi.mp/afd673511e1b/trust-tips-224-can-chatgpt-and-ai-help-us-prevent-bias-and-polarization-in-our-reporting?e=4c712b81c4>

Example response:

- **Concerns about Free Speech:** Opponents of the legislation, particularly those concerned about free speech and potential overreach by the government, are likely to view the article with skepticism or outright criticism.
- **Critique of the Narrative:** They might feel the article portrays the legislation in a **one-sided manner**, focusing more on its intended benefits rather than potential drawbacks such as impacts on freedom of expression or concerns about vague definitions of what constitutes hate speech.
- **Legal and Practical Concerns:** Critics might also feel that the article **does not adequately address their concerns about the practical implications of the law**, such as its enforcement and the potential for misuse or chilling effects on legitimate speech.

Evaluation:

Walsh (2023) describes how ChatGPT can be used to identify potential bias in an article. I adopted this process for my own story on _____ (Appendix F)

Bonus tips: corrections, jargon

Prompt: *I am a journalist writing a [DESCRIBE STORY FORMAT]. Tell me any mistakes that I need to correct in this sentence, and **why they need correcting**.*

Prompt: *I am a journalist writing a feature about _____ for a [DESCRIBE TYPE OF PUBLICATION]. Tell me what jargon there might be in my story and **what I need to clarify**. [PASTE 2-3 PARS]*

What I got when I asked about jargon:

Here are a couple of terms and ways to phrase things that could be clarified for a wider audience:

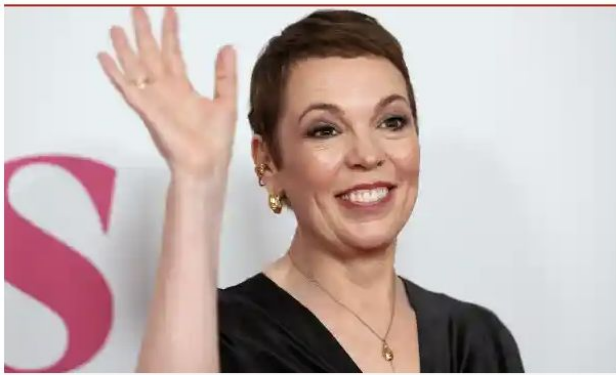
- **Missing incidents:** This is a clear term, but some readers might be more familiar with "missing person reports."
- **U.K. residences of black descent:** This phrasing is a bit formal. Consider "Black Britons" for a more natural flow.
- **Proportionally:** This word is perfectly fine, but "at a rate consistent with their demographics" might be easier for some readers to understand.

**5. Ask it to help
with spreadsheet formulae.**

Remember the gender pay gap data?

Open it or download from
[gender-pay-gap.service.gov.uk/
viewing/download](https://gender-pay-gap.service.gov.uk/viewing/download)

Now we can look at the **23/24 data**



Women are all over the big screen – but pay gap persists in UK cultural sector

For every £1 earned by men working in the arts, museums and libraries, women are paid 85p, figures show

🕒 6 Apr 2024



Gender pay gap in Great Britain smallest since reporting first enforced

🕒 6 Apr 2024



Goldman Sachs

Gender pay gap among UK staff at Goldman Sachs at highest level in six years

Women's average hourly pay 54% less than men's in 2023, raising concerns about female representation in senior roles

<https://www.theguardian.com/world/gender-pay-gap>

We wanted to extract the postcode district (e.g. B, WV, W, etc)

	A	B	C	D
1	EmployerName	EmployerId	Address	PostCode
2	'PRIFYSGOL /	19070	Aberystwyth	SY23 3FL
3	"RED BAND"	16879	19 Smith's Pl	EH6 8NU
4	10X BANKING	22185	Suite A, 5th F	EC1N 2HT
5	1509 GROUP	15320	Royal Gramm	GU1 3BB
6	1LIFE MANAG	687	The Stables,	PR7 4AT
7	1ST HOME C.	17484	Suite 1, Grou	G32 9AT
8	2 AGRICULTU	14399	Fairview Mill,	EH28 8NB
9	2 EXCEL (HO	21894	72 Fielding R	W4 1DB

Try this prompt:

*I have a spreadsheet where **column D** contains UK postcodes. Each begins with either one or two letters followed by one or two digits. Can you write a spreadsheet formula which would extract the first one or two letters before any numbers? Here's an extract from the data:*

Tip: include both types of postcode

Here's an extract from the data:

PostCode

SY23 3FL

EH6 8NU

W4 1DB

Alternative prompt:

I have a spreadsheet where column D contains UK postcodes. Each begins with either one or two letters followed by one or two digits. For example for EH6 8NU I want to extract the letters 'EH' and for W4 1DB I want to extract the letter 'W'. Write a formula that does this.

What I got:

Here's a spreadsheet formula that will extract the first one or two letters from your UK postcodes in column D:

```
=LEFT ( D2 , 2 - ISNUMBER ( VALUE ( MID ( D2 , 2 , 1 ) ) ) )
```

Method 2 (Google Sheets only):

This method uses a regular expression to extract the letters at the beginning of the postcode. Here's the formula (replace REGEXEXTRACT with your program's specific function for regular expressions):

```
=REGEXEXTRACT (D2, "^[A-Z]{1,2}")
```


Try the suggestion out. If it doesn't work, explain why the result isn't what you wanted and ask it to provide a more effective formula

D	E	F	G	H
PostCode				
SY23 3FL	=LEFT(D2,2-ISNUMBER(VALUE(MID(D2,2,1))))			
EH6 8NU	EH	SC016876	47730	
FEC1N 2HT	EC	11738306	62090	
GU1 3BB	GU	4104101	85200,	
, PR7 4AT	PR	2566586	93110,	
u G32 9AT	G	SC272838	86900,	
.l, EH28 8NB	EH	SC156515	1470,	
RW4 1DB	W	10656583	64209	

Read the explanation to help learning (and ask more questions to learn more):

Explanation:

- `LEFT (D2 , 2)` : This part extracts the first two characters from the cell in D2 (adjust the row number as needed).
- `ISNUMBER (VALUE (MID (D2 , 2 , 1)))` : This checks if the second character in the postcode (extracted using `MID (D2 , 2 , 1)`) is a number. `VALUE` attempts to convert the character to a number. `ISNUMBER` then checks if the conversion was successful (i.e., the character is a number).
- `2 -` : This subtracts the result of `ISNUMBER (VALUE (MID (D2 , 2 , 1)))` from 2. If the second character is a number (`ISNUMBER` returns `TRUE`), the result will be 1, and the formula will only extract the first character using `LEFT (D2 , 1)`. If the second character is a letter (`ISNUMBER` returns `FALSE`), the result will be 0, and the formula will extract the first two characters using `LEFT (D2 , 2)`.

Bonus tip: Ask it to help fix problems

Prompt:

I am trying to create a bar chart with this data but [DESCRIBE WHAT IT'S DOING THAT'S DIFFERENT TO WHAT YOU WANT IT TO DO]. Can you suggest why? [PASTE SOME DATA]



Pitfalls to avoid.
Credit to gain.

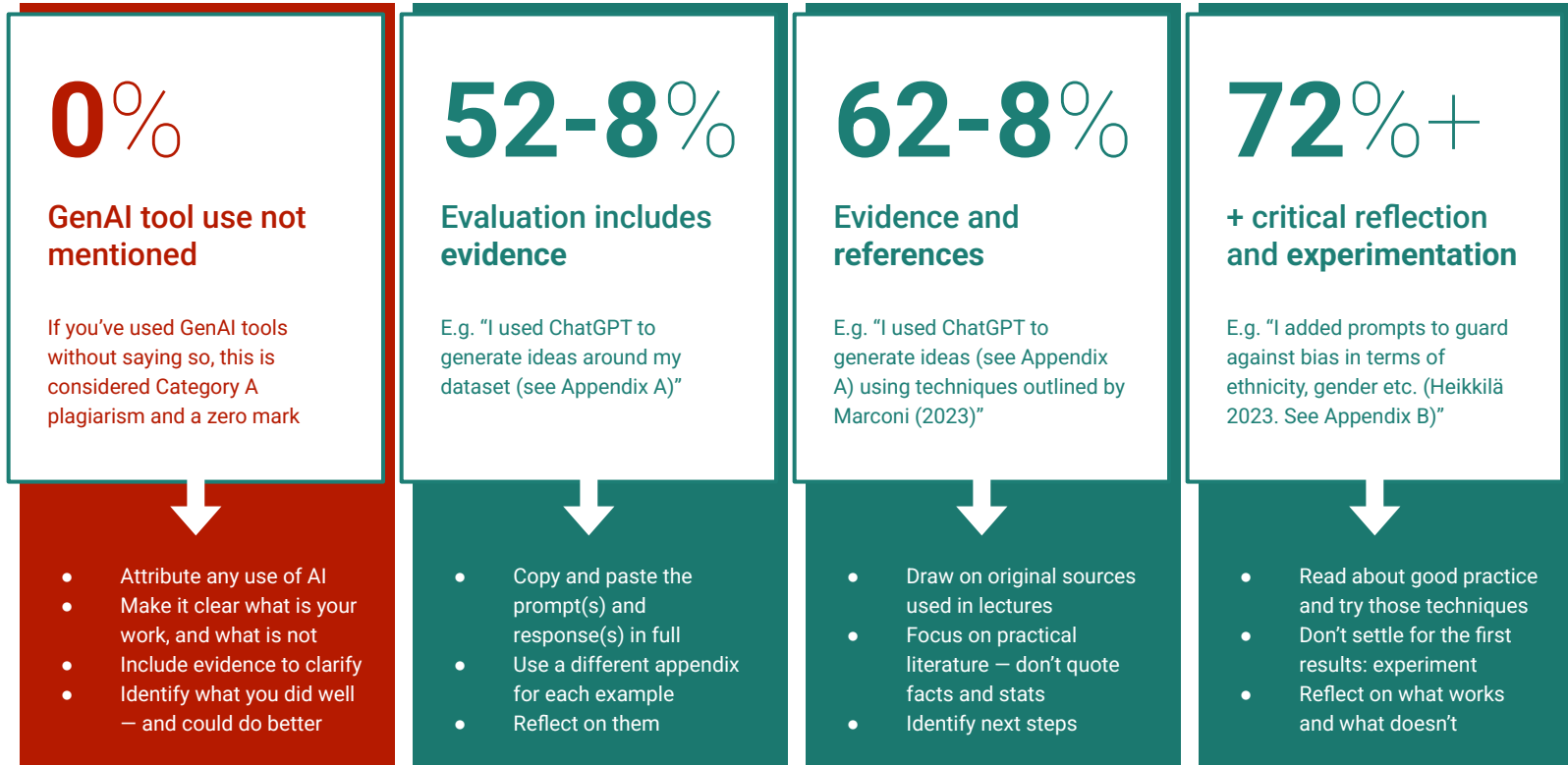
Failing to attribute = plagiarism

- **'False presentation'**: getting someone/something else to do the work for you
- **Plagiarism**: clear intent (it's not accidental)
- **A sample of students will be asked to do a viva** (interview) about their work to check for this
- Failing to attribute means **you don't get credit** for the fact that you are showing an awareness of cutting edge developments. So you lose twice over.

Attribution: getting credit...

- “I used a spellcheck”; “I used Google Translate”
- “I used ChatGPT to _____ (see Appendix D)”
- **Use appendix** to show before & after, & how you incorporated AI (one appendix for each example, lettered A, B, C, etc.)
- Great opportunity to talk about critical issues such as prompt writing, “[hallucinations](#)”, etc.

Different levels of use/evaluation



Note: grades indicate credit for use of genAI only, not the overall grade

Examples

I used the AI chatbot ChatGPT to generate a more succinct version of my opening paragraph (**see Appendix B**), using prompts to establish style and length (**Marconi 2023**).

I experimented with generating images to illustrate the piece (see Appendix E) as suggested by Lydia Chilton (2023). **I added prompts to guard against bias** in terms of ethnicity, gender etc. (Heikkilä 2023).

Key points:

- Your evaluation is roughly half your marks: devote appropriate time to reviewing your work and reading about professional practice. Make notes and keep evidence.
- GenAI is best used to help you review your work and tackle obstacles (e.g. bug fixing)
- Don't think 'learning how to use AI'. Think: learning how to write effective prompts. That requires... reading about professional practice and industry discussion.

Note: you must submit your spreadsheets

- To get credit for spreadsheet work we need to see the data you worked with and what you did with it (formulae, pivot tables, calculations)
- If you've compiled data, we need to see what and how you've compiled, even if there's no analysis

Directed study

- Produce a **draft** of one of your stories if you haven't yet
- **Edit** the draft: can it be sharper? Better structured? Are there mistakes?
- Use GenAI as a second pair of eyes — **make a copy** of prompts and responses for your evaluation
- Make **notes** about the process for the evaluation: what are you learning? What questions do you have?
- Read further to learn more - make notes and add to your **bibliography**

We have got you **Premium** accounts on Legitimate AI (just use your BCU email)



[Legitimate \(2023\) Using AI in our Text Editor.](https://www.youtube.com/watch?v=WanReeN4Sp0)
<https://www.youtube.com/watch?v=WanReeN4Sp0>



[Legitimate \(2023\) Introducing Legitimate - The product every journalist needs.](https://www.youtube.com/watch?v=MZELk4nE2P0)
<https://www.youtube.com/watch?v=MZELk4nE2P0>

Further reading (reference!):

- [Journalismdiscovery.com](https://journalismdiscovery.com)
- [The Generative AI in the Newsroom Project](#)
- [Generative AI in Journalism](#) (2024 report by AP)
- Trusting News: [Can journalists use AI to combat bias and polarization?](#)
- [Tips on prompting image generation](#)
- [Tips on using ChatGPT to generate advanced search queries](#) (OSINT)
- <https://pinboard.in/u:paulbradshaw/t:gai>

Further watching (reference!):

