

Using AI in Public Affairs



How to make the most out of it and save time

What is AI?

AI (Artificial Intelligence) is the simulation of human intelligence processes by machines. It's the development of algorithms and technologies that enable machines to perform tasks that typically require human intelligence, like problem-solving, learning, decision-making, language understanding, and perception.

AI is best used in tasks that are lengthy for humans to complete. In public affairs, that could be:

- Proofreading and editing
- Transcribing
- Taking meeting notes
- Text to speech functions
- Building presentations
- Creating stock imagery video

But why would I use AI? I'm capable of doing it on my own!

According to a Salesforce and YouGov study, AI can save you 5 hours per week of work, which equates to one month per year.

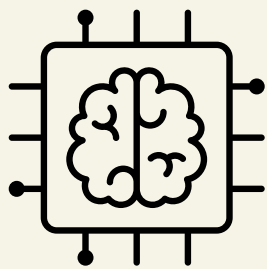


Forbes estimates **40% of working hours** will be augmented or automated by AI.

The 4 Types of AI

- **Reactive Machines:** Examples include game opponents, chat bots, etc. This does not learn from previous experience or have any memory.
- **Limited Memory:** ChatGPT or self-driving cars are a great example of this. It's able to learn from a limited amount of feedback, and doesn't "bank" any memory.
- **Theory of Mind:** Currently only a concept. Creating machines that can interact with humans while understanding their needs, goals, etc.
- **Self Aware:** Only exists hypothetically. Machines that experience emotions, as well as understand others.

According to a Businesswire survey, 61% of employees say that AI helps their productivity.



91% of world-leading businesses have **invested in some type of AI.**

So what is generative AI?

Generative AI is a form of machine learning that is able to produce text, video, images, and other types of content.

Tips for Using AI

Know what it is and how it works.

Know what type it is and how to use it. Understand that it supplements your efforts and can automate processes or free up resources.

Experiment first before using it on a time-sensitive deliverable.

Play around with functionality. Learn how it can augment your own creativity.

Sign up for free trials or free versions.

Test different tools to see which ones make the most sense for your needs. The market is rich with options.

Understand what the risks are.

AI is still a relatively new technology, and it's improving every single day. Know that there are risks involved with using AI and how to mitigate them.

If using it to write, write great prompts.

Writing prompts should be clear and grammatically correct with the right information down to tone of voice.

Always edit!

Just because you're using a tool, doesn't mean it doesn't make mistakes just like you. Always have another person read and edit, or do it yourself if necessary.

Considerations and Risks

- Ensure no sensitive information is being uploaded. AI is not always encrypted or safe for private information.
- Check that platforms are up to date. Things like ChatGPT scan the internet for answers, and might not always be the most up-to-date information.
- Review your content even after AI helps. You are the person responsible for what the product is, so conduct your own accuracy checks.
- Don't use AI as a replacement for any one skill. Part of being a good public affairs professional is knowing how to do these things without AI's help, so keep your skills up to date.
- There could be bias and/or discrimination depending on the platform used, so once you are done, check using your public affairs eye to understand what it will look and sound like to the audience.

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