Generative AI:
Transforming science communication tools & tactics

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Join the AI Comms slack channel

https://join.slack.com/t/ai--comms/shared_invite/zt-25w704jaa-dx8wmZaiojtJyKau9GWwvQ

Abstract:

Situation
As Artificial Intelligence (AI) applications roll out across social, professional, and academic realms, there is a need to raise awareness and understanding of how AI tools are impacting the field of science communications. As Mike S. Schäfer notes in, The Notorious GPT: science communication in the age of artificial intelligence: "although even the short-term ramifications of generative AI for science communication are still largely unclear… practitioners and scholars should take the technology seriously, assess it critically, embrace its opportunities, but also tackle its challenges."

Task
This session will raise awareness of how AI tools can be applied in science communications activities – from image generation to content creation to task automation – and share examples of how Australasian science communicators are using AI to support their communications strategies.

Action
We'll start the session with some context setting and explore common risks and considerations you should keep in mind before adopting tools like this in your comms practices.

Result
Participants will leave this session with a better understanding of the ways AI can be applied in science communication practices. Examples and ideas will also be shared for how to integrate and experiment with AI tools in your communication approaches.

Questions:

- What excites (or concerns) you about these new tools and technologies? Key strengths and weaknesses?
- What AI tools are organisations currently exploring or how they are experimenting with AI applications in their comms activities?
- How have you learnt to communicate with AI tools? What are some ways you've learnt to prompt effectively?
- What is the relationship you want with AI?
- How do we recognise bias in AI, and what can we do about it?

Notes:

- Tools:
    - Canva - https://www.canva.com/magic-design/
    - https://openai.com/research/dall-e
    - Leonardo
    - Perplexity
    - https://www.researchrabbit.ai/
    - Otter ai - captioning videos, join live meetings to provide captions
    - Summarize.tech - summarises youtube videos
    - Scite assist - helps to provide citations for content that has been generated by other AI
    - https://ai.meta.com/llama/
    - Agent GPT
- prompt engineering
    - trial and error
    - Some tools now have parameters you can adjust eg how creative should it be - https://ai.meta.com/llama/ - has settings for balancing the level of hallucination (or https://ollama.ai/)
    - can ask chat
    - opportunity to explore ideas, "talk" to someone/something to use as a sounding board or get a different perspective
- **Note:** public versions of tools are used as training datasets - so avoid inputting confidential info
- Generative AI good for getting away from a blank page when writing, even if you don't end up using any of the words that the AI started you off with
- Opportunity to use AI to upskill and bring comms into technical areas eg use chatGPT to help write markdown code for GitHub documentation
- YouTube channels
    - Two minute papers (what a time to be alive!).
- Fall; or Dodge in Hell by Neal Stephenson - book recommendation
    - Discusses the concept of alternative facts/fake news on a scale where no one knows what is true and what isn't

- Risk - AI generating video content or fake phone calls - what happens to all the video content we have on YouTube etc that could be used to mimic research directors and CEOs etc
- Risk - AI replaces the relationship between comms and graphic designer
    - AS now attaches an AI-generated image with briefs to graphic designers
- Relationship with AI
    - Important to understand that AI relationships are to help you, not do it for you (eg Microsoft Co-Pilot, not Microsoft Auto-Pilot
    - Story about a researcher using AI to code, and the researcher took a mentor role where they trained the AI to code, like they would train an undergraduate student
    - On the flip side, can use AI to teach you to code. The AI never gets sick of your questions!
- AS looked into cybersecurity but was overwhelmed by online community suggesting she needed to become a fully qualified professional, but AI was able to provide a roadmap to upskill without the target of becoming a cybersecurity professional
- AI use case - asking AI to adjust the tone of your emails (but remember watch out for confidential content)
- AI use case - wrote first draft for the terms of reference for the Australasian Chapter of Women in HPC
    - Still required tweaking after first draft