QA — Learn. To Change.

ACE Workshop:
Ethical Use of AI

Please note: these workshops are interactive! Message the lecturer if you are unable to unmute your microphone during the session.

Session will start at: 00:00

Ethical Use of AI:
Workshop Content

Determine what AI can and cannot be used for in academic writing and research.

Critically evaluate AI outputs, assessing their potential validity, coherence, and usefulness.

Develop your knowledge of using AI ethically to avoid academic misconduct.

By the end of the lesson you will be able to:

Harness the power of AI for academic writing and research whilst avoiding academic misconduct.

QA

Your Experiences Using AI

1	On a scale of 1 to 10, how comfortable do you feel using AI?
2	What do you currently use AI for – in the workplace and beyond?

Using AI On-Programme – True or False?

❌ You are prohibited from using AI in the assignment planning, research, and writing process.

Using AI On-Programme – True or False?

You can use AI to assist with breaking down an assignment brief and planning.

Using AI On-Programme – True or False?

You can use AI to help find scholarly sources for your assignments.

Using AI On-Programme – True or False?

You can use AI to summarise and / or paraphrase research and copy this output into an assignment.

Using AI On-Programme – True or False?

You can always rely on AI to produce an accurate reference list.

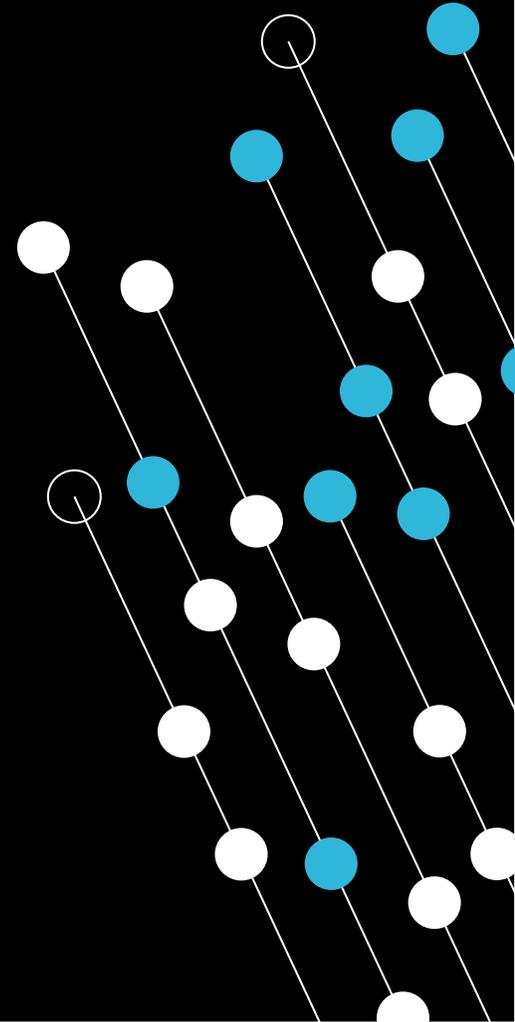## Using AI On-Programme – True or False?

You can upload your assignment to your chosen AI platform to proofread your work.

Using AI On-Programme – True or False?

You should consult your programme leader or module tutor for further information on subject-specific uses of AI.

Breaking Down an Assignment Brief and Planning

Using AI to Break Down an Assignment Brief

Consider the following Task 1 from an example assignment brief.

Task 1: Critically evaluate how AI is currently used in your organisation (or an organisation of your choice). You must consider:

a) How AI is used to streamline processes and improve decision-making.

b) The ethical considerations associated with implementing this technology.

c) Relevant regulatory frameworks and legal requirements.

Breaking Down and Assignment Brief and Planning

Possible strategies include:

1	Identifying the directive, subject matter, and limiting words.
2	Summarising the task in your own words.
3	Annotating the task with your initial thoughts and questions.
4	Compiling a list of questions to be addressed through reading.
5	Researching unfamiliar terminology to devise a glossary.
6	Booking an ACE 1-2-1 to develop your comprehension and planning skills.
7	Attending module office hours.
8	*Creating an effective prompt to input into an AI tool – engaging critically with the output to consolidate your understanding and generate a provisional outline.*

Analysing an AI Output

Prompt: Explain this assignment task and provide a planning template.

Task 1: Critically evaluate how AI is currently used in your organisation (or an organisation of your choice). You must consider:

a) How AI is used to streamline processes and improve decision-making.

b) The ethical considerations associated with implementing this technology.

c) Relevant regulatory frameworks and legal requirements.

Analysing an AI Output

Task

1	Identify areas you think successfully plan and capture the requirements of the task.
2	Identify areas you think fail to capture the task requirements or where the plan is flawed.

Analysing an AI Output – Section 1

✅ **What the Assignment Is Asking**

You need to **critically evaluate** how AI is currently used in your organisation (or one you choose). This means:

- **Describe** the AI applications.

- **Analyse** their effectiveness (benefits and limitations). Explore strengths and weaknesses of AI use in organizations.

- **Discuss** ethical issues and legal/regulatory compliance.

The brief specifies three areas:

1. **Process & Decision-Making** – How AI improves efficiency and supports decisions.

2. **Ethical Considerations** – Issues like bias, transparency, privacy.

3. **Regulatory Frameworks** – Laws and guidelines (e.g., GDPR, AI Act).

Analysing an AI Output – Section 1

Output has **altered** the **directive words**, which outline the required approach.

Promotion of **critical thinking**.

Task should be focused on learner's **specific organisation**.

Topics broken down into **small, manageable sub-topics** to aid planning.

✅ **What the Assignment Is Asking**

You need to **critically evaluate** how AI is currently used in your organisation (or one you choose). This means:

- **Describe** the AI applications.

- **Analyse** their effectiveness (benefits and limitations). Explore strengths and weaknesses of AI use in organizations.

- **Discuss** ethical issues and legal/regulatory compliance.

The brief specifies three areas:

1. **Process & Decision-Making** – How AI improves efficiency and supports decisions.

2. **Ethical Considerations** – Issues like bias, transparency, privacy.

3. **Regulatory Frameworks** – Laws and guidelines (e.g., GDPR, AI Act).

Analysing an AI Output – Section 2

✅ **Plan Template**

Title:

Critical Evaluation of AI Usage in [Organisation Name]

---

1. Introduction (150–200 words)

- Purpose of the report.

- Brief overview of AI in the chosen organisation.

- Outline what will be covered (processes, ethics, regulations).

---

2. Current Use of AI (400–500 words)

- Identify AI tools/systems in use.

- Explain how they streamline processes (e.g., automation, efficiency).

- Explain how they improve decision-making (e.g., predictive analytics).

- Include examples and data if possible.

Analysing an AI Output – Section 2

Introduction **foregrounds subject matter** but does not follow a **logical sequence**.

Has provided **word count not specified** in the task**.**

Altered directives do not promote '**critical evaluation'.**

Specific examples drawn from professional practice are **essential**.

☑ **Plan Template**

Title:

Critical Evaluation of AI Usage in [Organisation Name]

1. Introduction (150–200 words)

- Purpose of the report.

- Brief overview of AI in the chosen organisation.

- Outline what will be covered (processes, ethics, regulations).

2. Current Use of AI (400–500 words)

- Identify AI tools/systems in use.

- Explain how they streamline processes (e.g., automation, efficiency).

- Explain how they improve decision-making (e.g., predictive analytics).

- Include examples and data if possible.

Analysing an AI Output – Section 3

3. Critical Evaluation (300–400 words)

- Benefits vs. limitations of AI in the organisation.

- Impact on productivity, accuracy, and decision quality.

- Any challenges or risks.

4. Ethical Considerations (300–400 words)

- Bias and fairness in AI decisions.

- Transparency and accountability.

- Data privacy and security concerns.

- How the organisation addresses these issues.

5. Regulatory and Legal Frameworks (300–400 words)

- Relevant laws (UK GDPR, EU AI Act, sector-specific rules).

- Compliance measures in the organisation.

- Risks of non-compliance.

Analysing an AI Output – Section 3

'Critical Evaluation' positioned incorrectly as a **separate heading.**

Topics should be addressed **within** the **critical evaluation** not separately.

Bullets may help to **generate ideas** but lack **specificity.**

Relevant legislation could provide **credible sources**, but **more breadth required**.

3. **Critical Evaluation (300–400 words)**

- Benefits vs. limitations of AI in the organisation.
- Impact on productivity, accuracy, and decision quality.
- Any challenges or risks.

4. **Ethical Considerations** (300–400 words)

- Bias and fairness in AI decisions.
- Transparency and accountability.
- Data privacy and security concerns.
- How the organisation addresses these issues.

5. **Regulatory and Legal Frameworks** (300–400 words)

- Relevant laws (UK GDPR, EU AI Act, sector-specific rules).
- Compliance measures in the organisation.
- Risks of non-compliance.

To Summarise...

Generative AI can be **harnessed** to assist with **breaking down an assignment brief** and planning – providing useful **initial ideas** and a **potential structure**.

However, **the output must be approached critically** to ensure it meets the task requirements accurately and in full.

Searching for Credible Sources
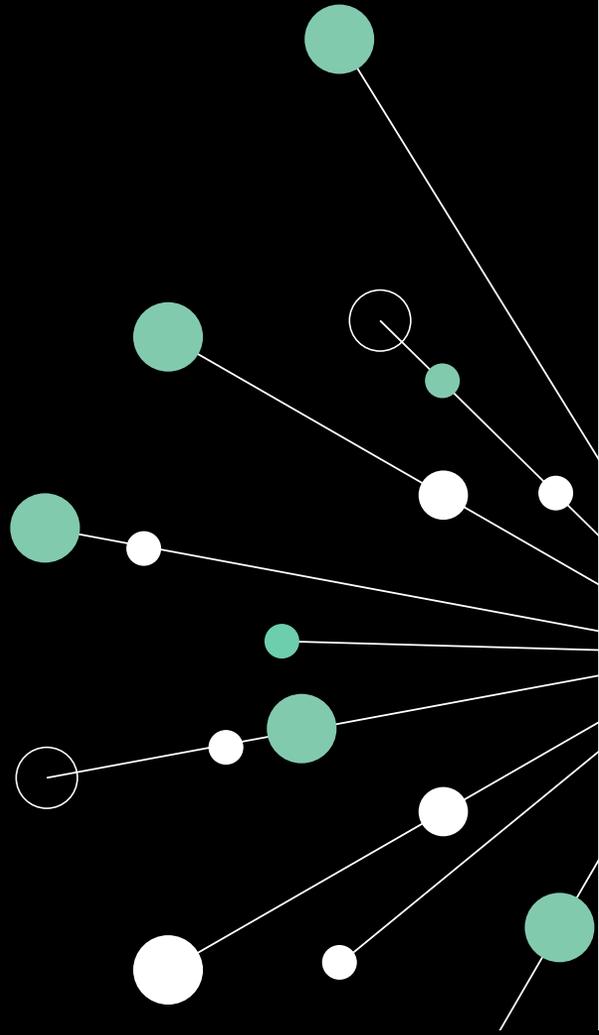
Generating Search Terms

Before searching for online sources, you need to look at your assignment brief and identify key **subject-matter** and **limiting words** to generate search terms.

Subject-Matter Words	**Describe the topic** you should be writing about.
Limiting Words	Help **narrow the focus** of your answer.

Generating Search Terms

Identify the key **subject-matter** and **limiting words** in our example assignment task:

Task 1: Critically evaluate how AI is currently used in your organisation (or an organisation of your choice). You must consider:

a) How AI is used to streamline processes and improve decision-making.

b) The ethical considerations associated with implementing this technology.

c) Relevant regulatory frameworks and legal requirements.

Generating Search Terms

You may find the search terms you have generated are not yielding good enough results. Therefore, it is useful to generate alternative search terms by making a list of potential synonyms.

Use an AI tool such as <u>ChatGPT</u> or <u>Copilot</u> to generate synonyms for the following and post the output in the chat:

Subject Matter and Limiting Words	Synonyms
AI	
Improve decision-making	
Ethical considerations	
Regulatory frameworks	

Generating Search Terms

1	Are all the synonyms generated accurate and relevant?
2	What could you do to check if you are unsure?
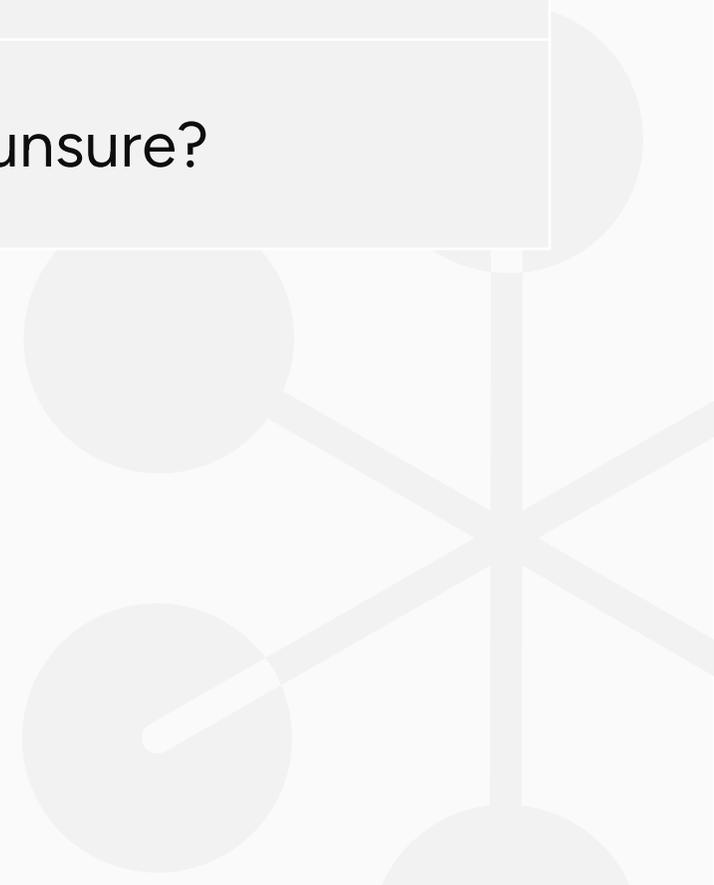
Generating Search Terms

AI (Artificial Intelligence)
- Machine intelligence
- Intelligent systems
- Cognitive computing
- Automated reasoning
- Smart technology
- Algorithmic intelligence
- Computational intelligence

Ethical Considerations
- Moral implications
- Ethical concerns
- Value-based analysis
- Principles of conduct
- Responsibility issues
- Integrity factors
- Moral judgments
- Ethics in practice

Genuine synonyms, applicable in context

Near synonyms that may be applicable in context

Inaccurate synonyms, likely not applicable in context

Searching for Credible Sources

After collating initial search terms and synonyms, the next step is to **search for credible, relevant sources** for use in the assignment.

Consult the **module's set texts** to develop an initial understanding of the topic.

➡️

Explore the **recommended reading** list – including texts referenced in lectures.

➡️

Use **AI tools** alongside traditional **academic databases** to conduct research independently.

Producing Effective Prompts

However, it is important to **produce an effective prompt** so that the suggestions generated by your AI tool are useful.

Read the following example:

Show me sources on using AI to improve decision-making in the workplace.

1	Do you think this is an effective prompt?
2	What could we add to obtain more credible results?

Producing Effective Prompts

Here is an **improved example**:

Show me 3 peer-reviewed academic sources with the highest number of citations, published in the past five years on the topic of using AI to improve decision-making in the workplace.

Tip: You could **refine this further** by asking for examples specific to your industry!

Assessing the Recommendations

How would you determine whether this source is appropriate for use in an assignment?

1. *Generative AI at Work* — Erik Brynjolfsson, Danielle Li, Lindsey R. Raymond (2023 / published in *Quarterly Journal of Economics*, 2025)

- **What it studies**: Examines the introduction of a generative AI-based conversational assistant among ~5,000 customer support agents. Looks at how AI assistance affects productivity (issues resolved per hour), learning, quality, worker retention, etc. NBER +2

- **Key findings**: On average ~14-15% productivity increase. Larger gains for less experienced / lower skilled workers; smaller or even slightly negative effects for high experience levels in some quality metrics. Also evidence of improved worker learning, reduced attrition, improved customer sentiment.
  IDEAS/RePEc +2

- **Influence / citations**: As a major paper published in QJE, this is likely among the more cited recent works in this domain. I do not have exact up-to-date citation count here, but QJE articles tend to have high visibility and usage.

The CRAAP Test

Adopt a questioning, critical approach to the recommended sources!

You can use the **CRAAP Test** to help determine whether or not is it appropriate to use in your assignment.

| **Currency:** The timeliness of the information |
| --- |
| • When was the information published or posted?
• Has the information been revised or updated?
• Is the information current or out of date for your topic? |
| **Relevance:** The importance of the information for your needs |
| • Does the information relate to your topic or answer your question?
• Have you looked at a variety of sources before choosing this one? |
| **Authority:** The source of the information |
| • Who is the author/ publisher/ source/ sponsor?
• What are the author's credentials or organizational affiliations given? |
| **Accuracy:** The reliability, truthfulness, and correctness of the content |
| • Is the information supported by evidence?
• Has the information been reviewed or refereed? |
| **Purpose:** The reason the information exists |
| • What is the purpose of the information?
• Does the point of view appear objective and impartial? |

Reading and Understanding Texts
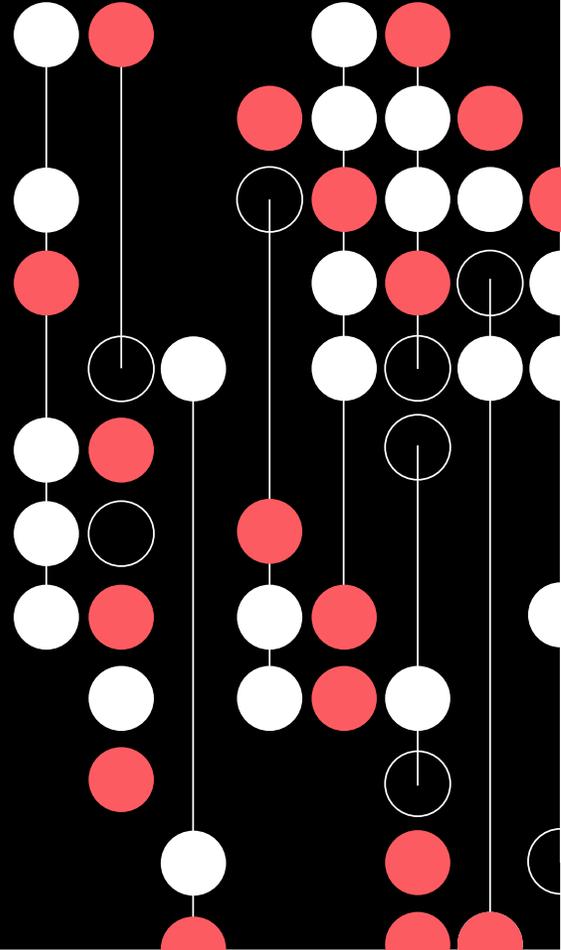
Reading and Understanding Texts

The following prompt was inputted into Chat GPT:
"Can you summarise the findings of this journal article
https://academic.oup.com/qje/article/140/2/889/7990658"

Key Findings

1. Productivity Boost

- Introducing a generative AI conversational assistant for customer-support agents raised agents' productivity by **about 15%** (issues resolved per hour).
  joserobertoafon... +2
- However, the gains are heterogeneous: less experienced or lower-skilled workers see larger productivity improvements, while high-skilled or very experienced agents get smaller speed gains and slightly worse quality. joserobertoafon...

2. Learning Effects

- AI assistance doesn't just help in the moment: there is evidence that agents learn from using it. The authors argue that over time, workers internalize patterns, implying persistent improvements rather than pure dependence on the tool.
  joserobertoafon... +1

3. Effect on Different Problem Types

- The productivity gains are especially pronounced for **moderately rare problems**: issues that agents don't often see (so humans have less baseline experience), but which occur enough in the data for the AI to be fairly well-trained. joserobertoafon...
- For very rare problems or very common ones, the benefit is smaller.

4. Work Experience / Job Quality

- AI assistance seems to improve the *work experience* from the agents' perspective: customers are more polite, and they're less likely to escalate to a manager.
  ResearchGate +1
- Turnover (attrition) falls: in particular, newer agents (less than six months' experience) are much less likely to leave once they have AI help. ResearchGate

Task

Should you rely on AI summaries to understand the research and cite these in your assignment?

Reading and Understanding Texts

❌ Should you rely on AI summaries to read and understand the research and cite these in your assignment?

1	Summaries can be **inaccurate** and **misleading.**
2	Overlooks **critical details** and **oversimplifies findings**.
3	Prevents the **development** of your own **critical thinking** and **reading skills**.

Example Issue with the AI Summary

The AI output **overemphasises minor claims** made by the authors. For example:

The claim surrounding 'language learning' is **overstated**.

2. Learning Effects

- AI assistance doesn't just help in the moment: there is evidence that agents learn from using it. The authors argue that over time, workers internalize patterns, implying persistent improvements rather than pure dependence on the tool. joserobertoafon... +1

- There are also language-learning spillovers: for non-native English agents, AI helps improve English fluency. joserobertoafon...

Reading and Understanding Texts

Task

How *can* you use AI to help read and understand research ethically and effectively?

Reading and Understanding Texts

Answer

How *can* you use AI to help read and understand research ethically and effectively?

Use	Example Prompt
Determine the relevance of research for your purposes	*"Summarise the purpose, methodology and key findings of this research"*
Define and explain key concepts and terminology	*"What does the term X mean?"*
Simplify complex ideas and theories to aid understanding and build knowledge	*"Explain X in simple terms"*
Interpret meaning at sentence level	*"Help me interpret the meaning of this sentence…"*

Editing and Proofreading
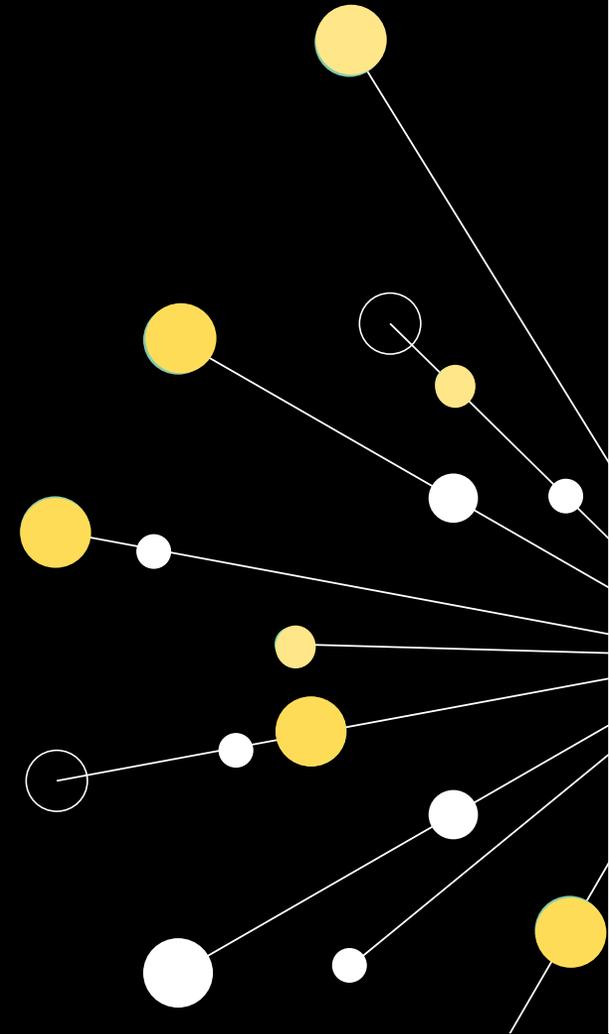
Editing and Proofreading

 You can upload your assignment to an AI tool to identify grammatical inconsistencies.

Use **Microsoft Word's 'Read Aloud' function** to help identify grammatical inconsistencies.

Prompt AI to **summarise grammatical rules**, applying these to your own work.

Editing and Proofreading

You can prompt an AI tool to list unnecessary words and phrases to look out for in assignments.

An **example prompt** could be: *"generate a list of unnecessary words and phrases commonly used in scholarly assignments"*

You can also use the **ACE Quick Guide to Writing Concisely** for this purpose!

Editing and Proofreading

You can copy sentences of your assignment into an AI tool to improve their formality.

Use **Microsoft Word's 'Synonym' function** to suggest formal alternatives for colloquialisms.

Prompt AI to **generate formal synonyms**, assessing their relevance in context.

Editing and Proofreading

You can accept changes suggested by Grammarly to enhance the structure and precision of a sentence.

Use these suggestions to **inspire your own revisions**!

To Summarise...

You should **never upload any component of your assignment** to an AI tool. However, you can use AI to learn grammatical rules, list synonyms, and identify potential redundancies.

If you are using the in-built version of Grammarly, do not accept any changes suggested as this **may result in a charge of academic misconduct**.

Referencing
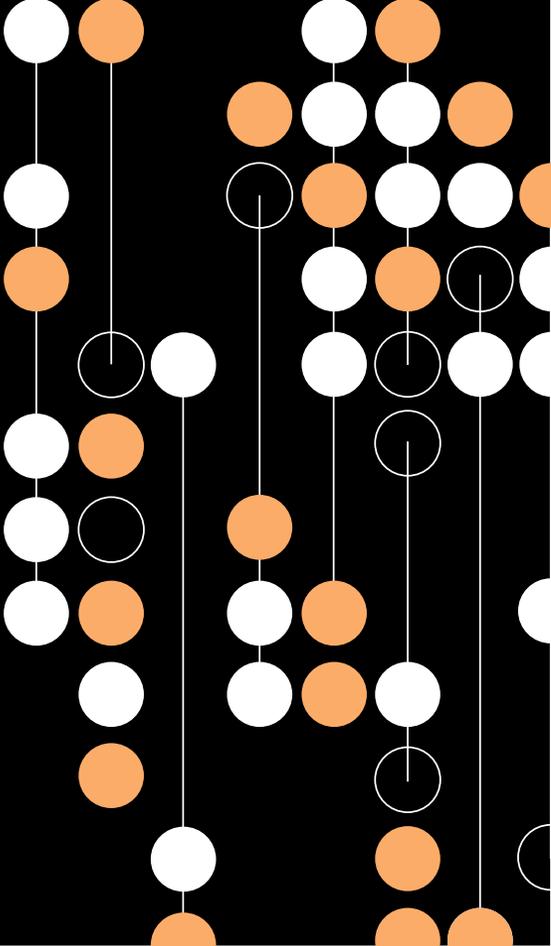
Referencing

The best way to correctly format in-text citations and reference list entries is to **use your university partner's official referencing guide**:

QA Harvard Referencing Guide

Solent Harvard Referencing Library Page (DMDA only).

Referencing

On the following slide, you will see an example reference list generated by ChatGPT.

The output was identical whether we requested it be formatted according to the QA Harvard Referencing Guide (Cite Them Right 11th Edition) or Solent Harvard Referencing Guide.

Task

Using your referencing guide, please identify in the chatbox as many problems with ChatGPT's output as possible.

If you are a DMDA learner, please type 'Solent' before your answers!

An Incorrect Reference List Generated by ChatGPT

Reference List

1. Khan, A.A., Badshah, M., Liang, P., Waseem, M., Niazi, M. and Akbar, M.A., 2021. Ethics of AI: A systematic literature review of principles and challenges. [online] arXiv. Available at: https://arxiv.org/abs/2109.07906 ↗ [Accessed 16 Oct. 2025].

2. Corrêa, N.K., Félix, E., Fukuda, C., Tonetto, L., da Silva, E.J. and Neves, F.S., 2022. Worldwide AI ethics: A review of 200 guidelines and recommendations for AI governance. [online] arXiv. Available at: https://arxiv.org/abs/2206.11922 ↗ [Accessed 16 Oct. 2025].

3. Rees, C. and Müller, B., 2022. All that glitters is not gold: Trustworthy and ethical AI principles. *AI and Ethics*, [online] 2(3), pp.431–440. Available at: https://link.springer.com/article/10.1007/s43681-022-00232-x ↗ [Accessed 16 Oct. 2025].

Some Problems with the ChatGPT Reference List – <u>QA Harvard</u>

Reference List

1. Khan, A.A., Badshah, M., Liang, P., Waseem, M., Niazi, M. and Akbar, M.A., 2021. Ethics of AI: A systematic literature review of principles and challenges. [online] arXiv. Available at: https://arxiv.org/abs/2109.07906 ↗ [Accessed 16 Oct. 2025].

2. Corrêa, N.K., Félix, E., Fukuda, C., Tonetto, L., da Silva, E.J. and Neves, F.S., 2022. Worldwide AI ethics: A review of 200 guidelines and recommendations for AI governance. [online] arXiv. Available at: https://arxiv.org/abs/2206.11922 ↗ [Accessed 16 Oct. 2025].

3. Rees, C. and Müller, B., 2022. All that glitters is not gold: Trustworthy and ethical AI principles. *AI and Ethics*, [online] 2(3), pp.431–440. Available at: https://link.springer.com/article/10.1007/s43681-022-00232-x ↗ [Accessed 16 Oct. 2025].

A reference list **should not be numbered**.

A reference list must be **alphabetised**.

If a source has **four or more authors**, mention only the first named author followed by '*et al.*'

The **month** of access should be **written in full**.

Online sources are not signalled through **square brackets**.

The title of a journal article should be in **inverted commas**.

A **year** of publication should be enclosed in **rounded brackets.**

Some Problems with the ChatGPT Reference List – <u>Solent Harvard</u>

Reference List

1. Khan, A.A., Badshah, M., Liang, P., Waseem, M., Niazi, M. and Akbar, M.A., 2021. Ethics of AI: A systematic literature review of principles and challenges. [online] arXiv. Available at: https://arxiv.org/abs/2109.07906 ↗ [Accessed 16 Oct. 2025].

2. Corrêa, N.K., Félix, E., Fukuda, C., Tonetto, L., da Silva, E.J. and Neves, F.S., 2022. Worldwide AI ethics: A review of 200 guidelines and recommendations for AI governance. [online] arXiv. Available at: https://arxiv.org/abs/2206.11922 ↗ [Accessed 16 Oct. 2025].

3. Rees, C. and Müller, B., 2022. All that glitters is not gold: Trustworthy and ethical AI principles. *AI and Ethics*, [online] 2(3), pp.431–440. Available at: https://link.springer.com/article/10.1007/s43681-022-00232-x ↗ [Accessed 16 Oct. 2025].

A reference list **should not be numbered**.

A reference list must be **alphabetised**.

If a source has **four or more authors**, mention only the first named author followed by '*et al.*'

Journal articles **do not** require **dates of access**.

Online sources are not signalled through **square brackets**.

The abbreviation for pages (**pp.**) is **not required**.

Author **surnames** should be **capitalised**.

Referencing

Whilst you can use AI to generate a reference list or individual entries, you must check the output against the official guidance.

The following ACE Quick Guides include **accurate example reference lists.**

Writing a Reference List (QA Harvard)

Writing a Reference List (Solent Harvard)

Top Tips for Using AI Ethically On-Programme

|	
✓	**Adopt** a **critical approach** to AI outputs.
✓	**Never** directly **copy and paste AI outputs** into your assignment or **rely** on **AI summaries** to paraphrase academic sources.
✓	When using AI to produce a **reference list, corroborate** each entry **against the official guidance**.
✓	**Never input** your **assignment** into an **AI tool**.
✓	**Never use AI to generate content**, **edit**, or **proofread** your assignment.

Module-Specific Uses of AI

Module-specific uses of AI should be discussed with the tutor. Examples could include:

- Producing mock-up campaign elements (e.g. a storyboard or image) based on an original idea
- Generating datasets for analysis
- Refining research aims and objectives for major projects
- Testing and validating errors in code
- Developing rich pictures
- Summarising interview transcripts

Review
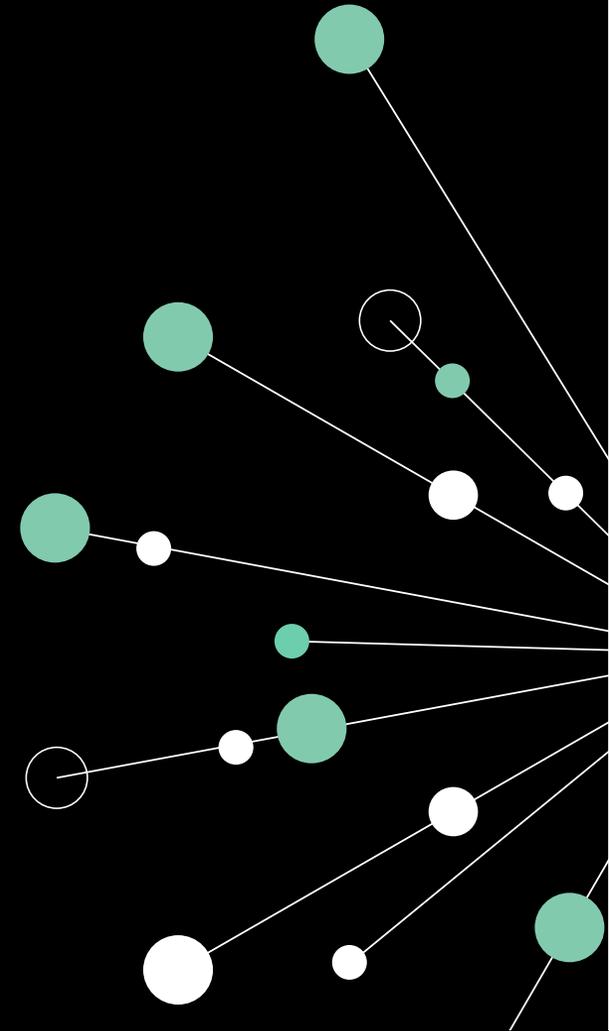
Ethical Use of AI - Review

❌ You can copy AI outputs directly into your assignment.

Ethical Use of AI - Review

You can use AI to help develop your understanding of theories and concepts.

Ethical Use of AI - Review

You should adopt a critical approach to AI outputs, evaluating their validity, coherence, and usefulness.

ACE Feedback

Thank you for attending this ACE Workshop.
We would be grateful if you could take 2 minutes to complete our **feedback form**.

Do You Require Further Academic Support?

Look on the ACE Page for resources

Check out our upcoming workshops

Book a 1-2-1 tutorial

Any questions?