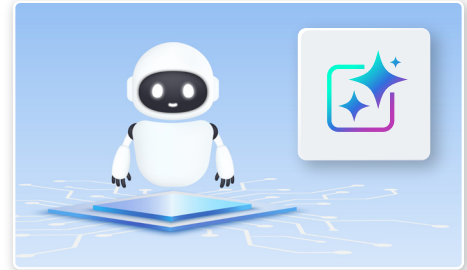


Getting the Results you Need From Generative AI

Have you ever received an unethical or biased response from an Artificial Intelligence (AI) tool? Are you struggling to consistently get the results you need? Studies show that AI systems can exhibit bias and even make up information (sometimes referred to as hallucinating), and the degree of error varies depending on the specific tool used. In fact, AI tools can demonstrate bias rates of up to 60% in responses to open-ended questions and 68% for multiple-choice questions.¹

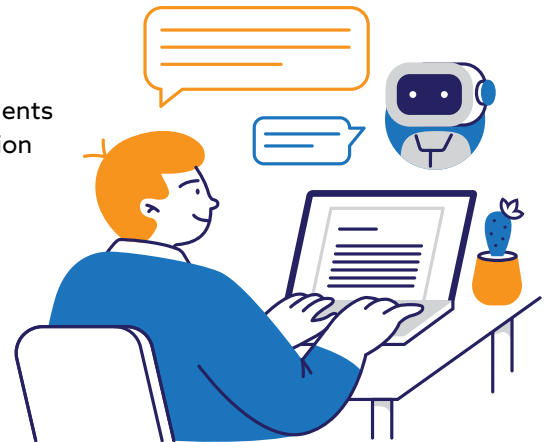


As AI becomes increasingly integrated worldwide and continues to transform how we work, it is essential to understand how to get the best possible results for our queries and tasks. Best practices are emerging that can lead to more refined, accurate prompt results, and these guidelines are meant to provide instructions for getting the results you need from your use of Generative AI (GenAI).

"If we can't eliminate bias, we can manage it. And that starts with clarity," says Chris Pahl of iapp.²

Tips for Effective Use of Generative AI at Work:

1. Embed AI into business processes, so your team is focused on business outcomes, not just AI use.
2. Bound your AI sources by instructing the engine which business documents to use as source content for your instructions. Increasingly, your information management product should allow you to select which of your own documents to include when entering a prompt.
3. Be cautious with responses that have been culled from the engine's general knowledge as this means the source is the internet.
4. Disable (and check frequently to ensure it stays off) the option that shares your information with the general AI engine for "learning." What this really does is disclose private information and intellectual property to the general public, violating many regulations and damaging customer trust.
5. Train your teams. After years of generative AI availability, analysts report that most workers still don't really understand how to craft prompt language to achieve desired results and many remain distrustful of AI-generated content. This also reassures your employees that you have long-term career plans to retain them, so they will be less likely to resist automating their job tasks.
6. Layer prompts to refine results to better meet your final desired outcome. Many workers don't realize this is possible, so they're drafting impossibly long prompts that open results to ambiguity, hallucinations and bias.



Suggestions for Refining Your Own Language to Avoid Potential Bias:

1. Use inclusive language that respects all identities (e.g., use "they" instead of "he/she" unless gender is relevant and specified).
2. Do not make assumptions based on demographics such as characteristics, preferences, or behaviors related to age, gender, race, socioeconomic status, or occupation.

1. Retrieved from: <https://research.aimultiple.com/ai-bias/>

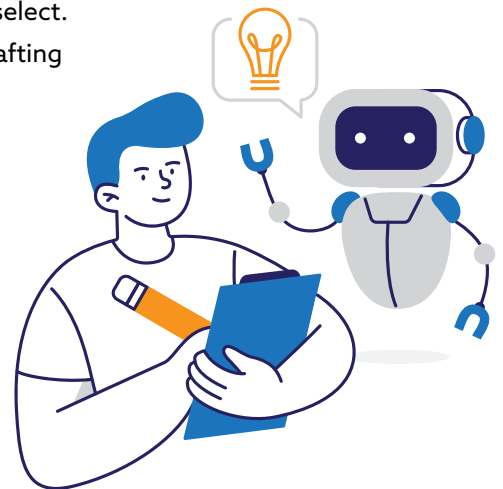
2. Retrieved from: <https://iapp.org/news/a/not-bias-free-managing-bias-in-generative-ai-with-clarity-and-courage>

3. Avoid stereotypes, including those related to culture, profession, education level, lifestyle, or background.
4. Strive for a neutral tone (e.g., use "committed" instead of "obsessed" unless contextually accurate).
5. Use diverse examples that incorporate a variety of names, regions, cultures, and lifestyles to reflect global diversity.
6. Eliminate sensationalism from your language. Avoid dismissive language when referring to personal experiences, especially regarding topics of health, culture, and belief systems.
7. Strive to use a global or culturally diverse lens, avoiding perspectives that prioritize a single cultural narrative or worldview.
8. Avoid language that separates groups into "us vs. them" distinctions.
9. Do not make assumptions about capabilities or experiences when referencing those with disabilities.
10. Use gender neutral professional terms like "police officer" or "firefighter" rather than "policeman" or "fireman."
11. Respect diverse belief systems without assigning superiority or judgment.
12. Do not make assumptions based on age.
13. Do not use adjectives with subjective or culturally loaded meanings (e.g. "exotic" or "ethnic" to describe cultures or places).
14. When citing studies or statistics, use a balanced set of sources to avoid a skewed presentation of the topic.
15. Avoid condescending or paternalistic language when addressing specific groups or individuals.
16. Be careful not to imply there is one "right way" to live, work, or think, especially in regard to personal beliefs or cultural practices.



9 Guidelines for Writing Effective GenAI Prompts:

1. Tell the engine what structure you want it to use when providing the output (outline, one paragraph, list, etc.)
2. Instruct the engine to use only the information contained in the sources you select.
3. If you need your results in a specific style or voice, request that style when drafting your prompt. (e.g., "use the voice of Digitech Systems as represented by www.digitechsystems.com.")
4. Do not use clichés, common sayings, or ambiguous phrases.
5. Instruct the engine to eliminate jargon by explaining or replacing any terms that are industry specific or technical with clear, accessible language that a general audience can understand.
6. Use short, straightforward sentences, by eliminating redundant phrases and filler words.
7. Write primarily in active voice unless the passive voice improves clarity or flow.
8. Tell the engine to limit hyperbole and exaggeration, and to avoid questionable content.
9. You don't need to be robotic or formal with AI, so use a warm, approachable, and relatable tone in your prompt language. While it may not generate better results, using your "best friend" voice will make working with AI more fun.



By following the guidelines above, we can alter the current manner AI is used and work toward limiting AI bias outputs. If you are interested in learning more about AI, check out the resources tab on our website:

www.digitechsystems.com/resources