

ICM 528
Content Creation
Artificial Intelligence Bibliography (Final)

Books

Crimmins, Brian and Chappell, Nathan, and Ashley, Michael. (2022) [The Generosity Crisis: The Case for Radical Connection to Solve Humanity's Greatest Challenges](#). Charitable revenues don't exist in for-profit organizations, but the same approaches to winning the hearts and minds of end-users work. Full of anecdotes and personal stories, this is a commitment to uncovering what it takes for a nonprofit to connect deeply with its funders. Three authors share seminal stories that connected them to helping others, and the positive effects. Nathan Chappell who runs AI for [DonorSearch](#), a nonprofit data and insights organization helps to identify the biggest levers of connection, which likely includes identification with a nonprofit's mission, sustained engagement, and alignment of values.

"Studying prospect mentality through the lens of emerging tech is a true lesson in patternmaking. Sophisticated AI can uncover subtle signals no human can, indicating when someone is about to make their first gift."

While technology can enable a radical connection, faster, there is still a role for offline relationship-building. It's the combination of the two that make this approach effective.

Kanter, Beth and Fine, Allison. (2021) [The Networked Nonprofit: Connecting with Social Media to Drive Change](#). AUDIBLE

This book describes an optimized way of working whereby nonprofits operate in a free-range way, facilitating ongoing conversation and information sharing with key stakeholders and the communities where they operate. The authors describe ways most networks operate, with an inner cluster of people who do most of the work and everyone else who stays loosely connected. The concept of viewing audiences against a ladder of engagement goes like this: happy bystanders (most people); spreaders (share info.); donors; evangelists (reach their networks); instigators (create own content/start their own cause).

A networked nonprofit weaves its social capital and knowledge, working "wiggily" in a hive-like fashion instead of siloes. Examples are given of organizations that work in a networked fashion, including the Brooklyn Museum that engaged the public in an online community-curated photography exhibition, whereby the walls between the general public and the museum came down. Smithsonian is another organization that brought in the public to weigh in on its strategic planning.

Zarkadakis, George. (2015) [In Our Own Image: Savior or Destroyer? The History and Future of Artificial Intelligence](#).

This is an incredible book that is titled on the notion that AI is the closest thing to how we see ourselves, creating machines in the likeness of the human race. He looks at the history of computing and logic, tying it to philosophers like Aristotle who introduced us to thinking about how to think, and the likeness of AI to what he calls "swarm intelligence", which is highly adaptive, much like nature and humans. And the man (John McCarthy) who coined the term itself in the 1970's.

Parallels are drawn between computing (hardware/software) and humans (mind/consciousness) and a timeline is woven throughout the book. This includes the history of AI including concepts of humans understanding themselves that go back to drawings from ancient cave-dwellers, Greek mythology to the evolution of software as it moved from punch cards to something more ephemeral.

As AI unfolds, perhaps it is the closeness of the AI image created in the “likeness of humans” that is so profound, yet distinguishable from our very consciousness. That belongs to us.

Scholarly Articles

Leslie, David. The Alan Turing Institute. Understanding artificial intelligence ethics and safety. <https://www.turing.ac.uk/research/research-programmes/public-policy> This institute was founded in 2018 to help governments with policy making by providing research, tools and techniques in data science and AI.

This guide is designed for ensuring AI ethics and safety is built into “the design and implementation of algorithmic systems in the public sector.” https://www.turing.ac.uk/sites/default/files/2019-06/understanding_artificial_intelligence_ethics_and_safety.pdf. Focus on ethics and safety considerations. There are three building blocks to an ethical platform: SUM values, FAST Track Principles and Safety:

1. : SUM values
 - Fairness (data, design, outcome).
 - Accountability (before and after model completion).
 - Sustainability (consider long-term impact).
 - Transparency (process and outcome).
2. FAST Track Principles:
 - Implement fairness, accountability, sustainability, and transparency.
 - Consider context, impact, and domain-specific needs.
 - Choose interpretable AI techniques.
3. Safety:
 - Accuracy, reliability, security, and robustness.
 - Address risks to accuracy and reliability.
 - Ensure secure and robust AI systems.

Additional focus on transparency, with guidelines in addition to building an ethical implementation platform (Human-Centered). AI ethics and safety are critical for responsible AI deployment.

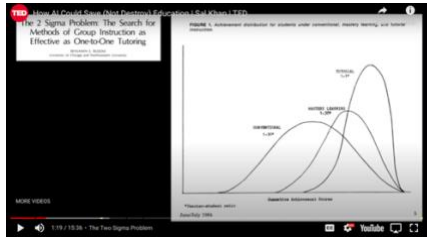
Videos

Khan, Sal. (2023, April) [How AI could save \(not destroy\) education](#). Ted Talks.

CEO and founder of Khan Academy gives his perspective on the power of AI to level-up student learning, regardless of ability. Gen AI can enhance reading comprehension with question prompts that get into word choice, meaning and points-of-view. [Khanmigo](#) acts like an AI-powered individual tutor, providing students immediate feedback and offering teacher support in the way of lesson-planning tools and stories around math problems.

He offsets concerns of student “cheating” while using AI, reinforcing that Khanmigo doesn’t give the answers, it uses the Socratic method to help students think more deeply.

See the positive impact it can have on learning in the bell distribution below:



Griscom, Rufus (2024, June 29); the Next Big Idea Podcast interviews Bill Gates, with Andy Sack, Adam Brotman

<https://nextbigideacub.com/magazine/bill-gates-says-superhuman-ai-may-closer-think-podcast/50267/>

A conversation to gain the perspective of Bill Gates about AI's current capabilities and where it is headed. Describes AI as a dominant change agent that will reach superhuman levels.

He describes AI as having knowledge like humans do, with current 'white collar' capabilities that include language translation and summarization, LLMs that write and edit well. AI is growing rapidly to the point where we will have intelligent executive assistants, driven by AI, acknowledging that accuracy isn't always there.

Bill Gates: "Productivity isn't just about output per hour. It is about enhancing the productivity and creativity of our achievements." AI creates change on three dimensions: quantity; quality; effort.

One jarring example: a sales leader who laid off half of his staff because AI can transcribe sales calls and quickly create follow-up letters. This is what everyone dreads and doesn't put humans first.

What's next for AI? He discusses developing AI's "metacognition" to help it reason more effectively including adapting to changes and perceiving the world around it. *Governance?* Government is place where wellbeing of society rests. Private sector can't walk away from market-driven opportunity and Government has to play a big role.

Chappell, Nathan, (2018, March). Artificial Intelligence and the Future of Generosity.

https://www.ted.com/talks/nathan_chappell_artificial_intelligence_and_the_future_of_generosity

Raised by a single mom and the character lessons, including everyone has power to give. Then spurned a philanthropic heart and importance of giving back to others.

In his talk he grounds us in the true definition for Philanthropy, which is "the love of humankind." A catalyst for human change. On average American households give 2 percent of the GDP to charitable causes and he challenges to think about the societal benefit of increasing this by even 1 percent annually. He also challenges the audience to think about AI as the ticket to breaking the 2% giving barrier.

People often give to the most popular or low risk charities because it's the easiest thing to do.

Chappell challenges the nonprofit sector to adapt to machine learning's technologies, to take advantage of the benefits of harvesting available data. He also suggests that through AI the physical act of giving is easier than ever.

While thousands of data pieces are scattered all over the internet, providing clues to what inspires people, gathering and analyzing the data is akin to completing a 1,000-piece puzzle with clues scattered all throughout a person's house. "Machine learning has the ability to find the pieces and put them all together in a matter of seconds."

He acknowledges the challenges of inspiring people when there are a myriad of psyche levers influencing someone's likelihood to give. Still, it is a worthy endeavor because giving isn't just a transaction it's an act of generosity, or better love, for humankind.

Nathan Chappell is SVP of Donor Search, where he leads AI introductions for some of the nation's largest nonprofit organizations. He predicts that AI will give nonprofit leaders the tools to inspire and engage their audiences through "precision philanthropy".

Reinhardt, Kelli Melissa. (2023, Dec 14.) AI's Impact on Nonprofit Success.

<https://youtu.be/42rtg6fck-A?si=04HF6pwxel4TPrEW>

This TEDx presentation is a must-watch for nonprofit Founders, and leaders looking to harness the power of AI and create a positive change. Join on this insightful journey as we unlock the potential of AI to make your nonprofit's impact even more significant. Kelli Melissa Reinhardt, Founder of BCC Evolution, is a Warrior for Mental Health and has dedicated her life to save as many lives as possible by normalizing the conversation around mental health and suicide.

Boston Consulting Group, Apotheker, Jessica. What will happen to marketing in the age of AI? |

<https://youtu.be/3MwMII8n1qM?si=NclDn9t3O-lEqO-R>

A ten-minute presentation on AI's impact on the marketing function. Her closing advice for marketers is to have them pick a right-lane or left-lane brain path, based on their strengths. Grow a left brain for data assimilation and refinement. Reach out to data partners outside your eco system to get the information needed.

Protect the right-brain creative thinking and avoid giving all creativity over to AI. Retrain marketers to use the tool for things that accelerate their function – discovering trends, multiplying the impact of ideas, but reserve the ideation to the human brain, to as she says "get the human juices flowing".

References Harvard Study with Boston Consulting Group found that when people over-rely on AI the collective divergence of ideas drops by 40%. This results in new ideas and innovation being stifled.

McDowell, Wes. SEO is a Waste of Time in 2024

https://youtu.be/4j2_sbd2yak?si=CPj6G8SvGNFbrtyX

An entrepreneur explains how Google Search is changing by experimenting with a **Search Generative Experience (SGE)** that summarizes information instead of sending people to multiple links. His prediction is that a SGE will soon become the norm so the prior goal of being a top-ranked item in Google is no longer valid. (Also, the common strategy of gaining backlinks from your content posted to another site that attributes you will be more challenging, since more people know how to quickly develop their own content using AI.) His solution? Pivot to YouTube content, which has a longer shelf-life, caters to the natural affinity people have with video, which accelerates the know/like/trust with you and your business.

Erhardt, Adam. (2023, Jan 13.) I got ChatGPT to build me an entire marketing campaign.

https://youtu.be/gI1UL1cHHjk?si=WU_15-kQD2sSp6FF

Entrepreneur and marketer Adam Erhardt discusses how he used ChatGPT to develop social media, sales pages and online ads using effective prompts, which follow this format:



Good prompts are specific and include target audience, style and text length. Can create another version of what is delivered if it needs to be modified.

Dall-E, also powered by Open AI provides realistic images in photo, illustrations/artwork. *Lensa AI* is photo & video editing software used to upload selfies that generate images modified by AI.

McCoy, Julia. (2023, July) How to Use AI for Content Writing WITHOUT Losing the Human Touch https://youtu.be/mp6F7KmQvgg?si=9_NCDWiSr9nmZbeD

Content developer @JuliaMcCoy shares guidance for developing a baseline long-form blog using AI, and then editing methodically to fact check, add personal touch, add CTA's and remove extra words to let the punchy, short-form text shine, graphics and key links. There is a clear promotion of an AI platform called "Content at Scale" affiliated with this author.

Viola, in less than half the time, there is high-quality, optimized online content. In conclusion, she wraps up with brief video with the introduction of a new skillset -- the "AIO writer". These people optimize and edit AI-generated content to ensure it reads like a real person wrote it.

Websites

Remarks by VP Kamala Harris. The Future of Artificial Intelligence. (2023, November) <https://www.whitehouse.gov/briefing-room/speeches-remarks/2023/11/01/remarks-by-vice-president-harris-on-the-future-of-artificial-intelligence-london-united-kingdom/>

A speech that captures the promise and principles that guide America's work on AI, while acknowledging the potential devastating impacts of generative AI. This includes "existential threats" created by AI that could endanger humanity. Vision is stated as "A future where AI is used to advance human rights and human dignity, where privacy is protected and people have equal access to opportunity, where we make our democracies stronger and our world safer. A future where AI is used to advance the public interest."

Some U.S. AI safety principles include a rigorous legal review process for A.I. decision making and commitments to work in the sphere of "international humanitarian law". Military A.I. has its own rules.

Coming is a new US AI Safety Institute that will create “rigorous standards” for testing the safety of AI models. Mentions existing laws that protect the privacy, transparency, accountability and consumer protection that extends to A.I. And ensure any new legislation protects public interests while enabling innovation.

Dr. Brown, Brene: Unlocking Us Podcast with Dr. S. Craig Watkins. (2024, April.) Why AI’s Potential to Combat or Scale Systemic Injustice Still Comes Down to Humans

<https://brenebrown.com/podcast/why-ais-potential-to-combat-or-scale-systemic-injustice-still-comes-down-to-humans/#transcript>

An in-depth conversation about the possibilities and pitfalls on society of a large-scale and rapid AI introduction. “S. Craig Watkins is the Ernest A. Sharpe Centennial Professor and the executive director of the IC squared Institute at UT Austin, the University of Texas, Hook ‘Em.” Areas of teaching interest include digital media studies, digital divide and digital media and learning. He also oversees a Good Systems Project that analyzes innovation, healthcare and AI, including ways to reduce societal inequities like race and gender. Discuss some high stakes scenarios for AI like predicting crime, disease, suicide and how developers are taking different tacts to make algorithms race neutral or build models that consider aligning race to the “right” ideals. This helps to avoid what he refers to as the “alignment problem”, where predictive models are built on say historical policing patterns, which ultimately reproduces the past and all of its biases.

The answer? A key principle is the recommendation to have subject matter expertise in the room with the computer engineers who can provide ideas, expertise and guidance in a specific domain. It comes down to more diverse voices, expertise and perspective sharing. This will help to take what is today called Artificial Intelligence and turn it into Augmentative Intelligence. Lots of more guardrails are needed before people feel less “scared” about the fast technology that is whizzing by while the rest of the world tries to keep up.

Copilot: Your Everyday AI Companion. A Microsoft product that uses AI.

When using Microsoft’s Copilot tool, it prompts you to read the Privacy Statement which explicitly requests permission to agree to its [Privacy Statement](#). The statement is specific and clear about the kinds of information gathered as individuals interact with its product.

A continuation of the above Microsoft site, [this section](#) is focused on how to write better prompts to get better results. This can include prompts that help a person catch up on missed meetings or ones that are upcoming, create content and brainstorm ideas, plus accessing files and messages more quickly.

Writing Style Using AI to create more consistent and inclusive writing styles across teams that embeds customized guidelines. Retrieved July 12, 2024 from: <https://writer.com/tours/ai-guardrails/>

Gatimu, Karuana. (2024, March.) Leading in the Era of AI: Creating an AI Council – An Exercise in Transparent Leadership

https://adoption.microsoft.com/files/copilot/LeadingintheEraofAI_%20CreatinganAICouncil_Mar2024.pdf

Microsoft’s 365 Customer Advocacy Group Manager recaps the reason why Councils exist to align AI solutions to the organization’s ethical principles, legal obligations, and social responsibilities. She recommends AI Councils should consist of a cross-section of individuals representing different functions

that is collectively empowered to provide guidance, conduct AI assessments, oversee user workstreams and report outcomes to senior leadership. They develop strategies to mitigate AI risks and contingency plans for coping with potential risk and harms.

The Council often consults subject-matter experts and work closely with group(s) of AI practitioners who are charged with implementing and evaluating AI solutions. Large organizations may have AI sponsors who are senior executives that define the AI vision, set direction and approve resources and budget. Councils should avoid staying in the analysis phase for too long and generate iterations of guidance at a pace that meets the organization's needs.

AI Council must onboard and engage AI practitioners, providing the principles, policies, training and best practices to use new tools. There should be feedback mechanisms in place for practitioners to share their experiences and to communicate outcomes of AI solutions using approved channels, such as dashboards, reports, presentations and publications. As implementation widens the Council can keep different audiences informed through meetings, forums, newsletters, and numerous other channels. Modeling consistent and transparent behavior as AI solutions are introduced, trust is built that eventually translates to deeper engagement and competitive advantages.

Workshops

Project Management Institute (PMI), Generative AI Overview for Project Managers
<https://www.pmi.org/shop/p/-elearning/generative-ai-overview-for-project-managers/el083>

This introduction to artificial intelligence by the Project Management Institute (PMI) covers basic definitions, use cases and benefits of using AI for productivity gains.

AI is like a super intelligent human being with vast capabilities, and it's an adaptive technology so like humans, it changes as the machine learns from experiences. The "generative" part of AI results in new data – images, music, text or code.

PMI covers the basics of giving prompts and the kinds of information that can be helpful to people in saving time. In terms of organizational decision-making, AI is viewed as a C for consult or I for input, with the humans in charge making the final decisions. The way they refer to this is a *human-in-the-loop approach* to AI.

Prompt engineering is the practice of giving good input and feedback to an AI model to achieve increasingly better and more accurate responses.

AI can automate repetitive tasks, analyze large data sets and suggest corrective steps to work on higher value tasks. Benefits include an increase in productivity, lower costs and increasing data decision making.

LinkedIn and Microsoft, (2023). Career Essentials in Generative AI.
<https://www.linkedin.com/learning/paths/career-essentials-in-generative-ai-by-microsoft-and-linkedin>

This short course led by Ashley Kennedy from LinkedIn uncovers what is behind reasoning engines and how the technology differs from Search. Examples on writing prompts are given and resources for further reading. Guidance includes being specific including context, examples, tone and any aesthetics if generating images. Touch upon the tentativeness people have with AI and give permission to test, learn and disclose when content is generated with AI.

World Economic Forum. What's Next for Generative AI? Three pioneers on their Eureka moments. (2024, April 25)

<https://www.weforum.org/podcasts/radio-davos/episodes/davos-2024-generative-ai-pioneers/>

Three AI pioneers discuss their perspective on the current state of generative AI and where it is headed. AI is described by Microsoft Co-Pilot as a “*friendly brain that learns and helps us solve problems*” or a “*super-smart robot friend*.” ChatGPT stands for Generative Pre-trained Transformer.

- AI is really the ability to absorb vast amounts of information, generate new kinds of information, and take actions on that information. It learns underlying patterns by studying examples that it uses to generate new content. Likened to wizard that knows how to write new spells by studying existing ones.
- History says that when technology gets useful, it cheapens, gets easier to use and spreads widely.
- Aidan Gomez co-authored a research paper that proposed a novel neural network technique called the transformer that would learn relationships between long strings of data. Co-founder of Cohere that built large language models. He is most excited about the possibility of using AI to transform productivity. One example is the amount of time spent by medical professionals writing reports after seeing patients. I'm very concerned about what this technology can do in terms of shifting the public conversation in elections, or skewing conversations in a dangerous direction.
“And humanity is so supply-constrained in these sorts of professions. If we're able to ease that supply constraint, humans live longer. They live better lives. We save lives.”
- **Mustafa Suleyman co-founded DeepMind**, an AI company acquired by Google, and he also wrote the bestseller *The Coming Wave* on the future of humanity shaped by AI and bioengineering. He describes the present moment as the “most transformational moment, not just in technology, but in culture and politics.” Proposes a new Turing test to evaluate whether AI is capable of acting like an entrepreneur, like a mini project manager and inventor of a new product, to go and market it, manufacture it, sell it, and so on, to make a profit.
- **Yann LeCun is Chief AI Scientist at Meta** and a professor at New York University. He says AI may be “a new renaissance for humanity”. This is going to make people more creative, more people more creative, because it's a new way of creating things. And it will help people who don't necessarily have the technique to be creative in various ways.
- Future predictions include AI that senses the world in a more visual way, not just Large Language Models that mimick how humans interface with the world. Another longer-term prediction is people will use AI like a digital personal assistant, which will have the intelligence of a human and will mediate many online interactions.

The world Economic Forum explores AI's impact on economies around the world. Microsoft's CEO Satya Nadella says, "This is more about intelligence at your fingertips or expertise at your fingertips. And I think '24 will probably be the year where all of this will scale." The following quote scares me:

"It's the first time in the history of humanity that we have to rethink what it means to be human. It's no longer 'I think, therefore I am,' - most of our thinking can be outsourced to machines." - **Tomas Chamorro-Premuzic, Chief Innovation Officer, ManpowerGroup**

Articles

Microsoft.com, Identify Basic AI Technology concepts and training tools

<https://learn.microsoft.com/en-us/training/modules/leverage-ai-tools>

Brief explanation for each of the main terms people need to understand in using AI. This defines AI as a computer program that mimics human behavior. *“For example, to mimic visual senses, speech recognition, decision-making, natural language understanding etc.”* **Responsible AI** is work that is accountable, inclusive, reliable, safe, fair, transparent, secure, and respects privacy.

- **GenAI** uses large language models (LLMs) to create content, such as images, videos or text that *“should be as useful as content generated by humans.”*
- **Machine Learning** use algorithms to train a computer to find patterns in data and make predictions, that can be helpful in disease detection, fraud prevention and numerous other fields.
- **Deep Learning** can discover “complex patterns and differentiating features in data on its own.”

Microsoft Copilot Successful Implementation for Organizations

<https://www.microsoft.com/en-us/nonprofits/empower-your-nonprofit-with-AI>

Resources and training materials for organizations looking to establishing governance and training for its workforce. It promises to *“unleash creativity”* and *“unlock productivity”* by accelerating what people do best. Here are a few resources for [AI upskilling](#), [introductory training videos](#) and these [latest updates](#) including using AI tools to build [more intentional meetings](#). There is also [Microsoft’s Designer product](#). [How Microsoft 365 and user privacy](#).

Skiles, Millicent. (July 5, 2024) AI for Nonprofits: How to Use Artificial Intelligence for Good, Donorbox.org

<https://donorbox.org/nonprofit-blog/ai-for-nonprofits>

This article provides 8 ways nonprofits can consider using AI to minimize time-consuming tasks and focus on what nonprofits do well: building relationships. Acknowledging that AI information shouldn’t be taken at face value, the key AI capabilities for nonprofits are: 1. Donor Analysis; 2. Social Media content optimization; 3. Generative AI communications for other channels and grant proposals; 4. AI chatbots for 24/7 customer service; 5. General Administration tasks (agenda’s, meeting translation, finding documents etc.); 6. Plan events and manage volunteers. (The list of how NOT to use AI at the bottom of the page isn’t accurate, so will not use.)

Using AI to accelerate donor management and volunteer engagement

<https://good360.org/blog-posts/how-nonprofits-can-use-ai-to-increase-fundraising-and-engagement/>

Good 360 is a nonprofit that accepts/coordinates donations of goods, services and financial contributions to close the needs gap that exists across the globe. The blog post recaps a few of the most common ways nonprofits can gain from using AI including, 1. Chatbots on websites to help instantly answer routine questions; 2. Social Media content and sentiment analysis; 3. Donor segmentation and analysis to identify the most promising donors. Then start with a discreet implementation of AI, beginning with one or two areas that offer the most potential, testing and iterating along the way. Above all, keep the mission, vision, and values at the fore and embrace AI in a way that respects the privacy of donors and volunteers.

Practical Steps for Nonprofits who are Introducing AI

<https://techcommunity.microsoft.com/t5/nonprofit-community-blog/ai-for-nonprofits-taking-the-first-steps/ba-p/4064045>

Factoring in the organization's available resources, a good place to start is to assess an organization's readiness for introducing new technology – is it a nimble, forward-thinking workplace or one that is resistant to trying out new things? Identifying a small pilot group of employees to test out a few AI tools and with a pre-set rubric and established guardrails for what type of information can be safely used in a AI trial.

Microsoft Build 2024. Nadella, Satya. Building a More Accessible World.

<https://youtu.be/ry3FznHZ4t8>

This takes a peek at AI's ability to efficiently generate audio descriptions for art museums, rich audio descriptions of TV or movies for people without sight, plus spoken audio descriptions over internet video content.

Microsoft. (2024, Mar 28.) Protecting the Data of our Commercial and Public Sector Customers in the AI Era.

<https://blogs.microsoft.com/on-the-issues/2024/03/28/data-protection-responsible-ai-azure-copilot/>

This is a blog that recaps Microsoft's approach to protecting data for its commercial and public sector customers. It gives a sense of assurance by outlining how Microsoft's data privacy commitments expand to AI customers. There are more affordable options for nonprofits on offer through [Microsoft CoPilot](#).

An acceptable usage policy (AUP) provides a framework for responsible AI deployment. ISACA recommends understanding generative AI, assessing organizational needs, surveying the regulatory landscape, and conducting risk assessments.

AI Watch: Global regulatory tracker – United States (May 13, 2024)

<https://www.whitecase.com/insight-our-thinking/ai-watch-global-regulatory-tracker-united-states>

There are existing federal laws that concern AI (Federal Aviation Administration; National Defense) and a National AI Initiative Act of 2020, which expanded AI research and oversees implementation of US national AI strategy. There is a [National AI Advisory Committee \(NAIAC\)](#) tasked with advising on topics related to AI.

Q: What organizations have the most up-to-date and comprehensive policies concerning the ethics of using AI?

Federal Government: various federal departments have AI ethics, policy and technical working groups defining policies related to AI within their specific charters.

Deloitte Study: 49 percent of organizations have guidelines or policies in place, regarding the ethical use of AI, with another 37 percent nearly ready to roll out policies.

Accenture: developed a [Responsible AI Framework](#) with six core principles, including transparency, accountability, and fairness to guide AI development and deployment. It has a blueprint for responsible AI adoption here: <https://www.accenture.com/gb-en/case-studies/data-ai/blueprint-responsible-ai>

Tiwari, Amalendu. (2023, Dec. 6.) Ethical Considerations in AI-Generated Content Creation. <https://www.contentbloom.com/blog/ethical-considerations-in-ai-generated-content-creation/2>

This provides a clear overview of AI and its benefits along with a summary of the best practices for Ethical AI content creation. This includes 1. Learning how to write clear AI prompts and having useful guardrails in place; 2. Following policies or protocols established by governments or organizations; 3. Incorporating diversity and inclusion into data development; 4. Reviewing AI output for accuracy and bias; 5. Developing quality control processes. In short, this article asks readers to balance AI productivity and efficiency gains with policies and processes that maintain high quality and information protection standards.

Kanter, Beth; Fine, Allison & Deng Philip. Stanford Social Innovation Review. (Sept. 7, 2023.) 8 steps nonprofits can take to adopt ai responsibly
https://ssir.org/articles/entry/8_steps_nonprofits_can_take_to_adopt_ai_responsibly#

Some nonprofit employees have already begun using AI to help write donor thank-you notes, newsletters, grant proposals, and press releases. Microsoft Office also begun to incorporate generative AI into software to help build presentations, craft email responses and schedule meetings. Used well, AI can save people hours of rote, time-consuming work freeing people up to deepen relationships, solve problems and build communities. Phrase, “co-boting”, which uses AI to augment versus replace human jobs.

Questions related to **ethical storytelling** include the use of AI generated images to depict a life-like situation for the purposes of fundraising. **Reputational risks** arise when AI responses are used verbatim and without human review.

Organizations need guidelines and training for all staff who can benefit from its use and may want to begin with a controlled pilot before broad introduction. This includes open conversations with employees about expected impact to roles long-term and short-term, so people can take in the change and feel there is a forum for a two-way conversation with leadership. AI-driven fundraising tools to manage donor communications are many, according to this source.

Schohl, Lisa. (2023, Aug. 14.) How Nonprofits Can Use A.I. Well & Avoid Pitfalls.
<https://www.philanthropy.com/article/how-nonprofits-can-use-a-i-well-and-avoid-pitfalls>

An article about the benefits of A.I. with guidelines on thoughtful introduction of A.I. in nonprofits. It features a panel discussion including Nathan Chappell, SVP Donor Search, Allison Fine, President Every.org.

Chappell emphasizes the importance of nonprofit leaders asking questions of their software providers to understand what’s in their algorithms and how bias is eliminated. In introducing A.I. into nonprofits Fine suggests a ‘Do No Harm’ approach:

“Start asking what are the really fundamental human things that we do in this organization that we need to protect and do more of? And how can A.I. augment that work ... without doing any harm?”

By protecting what humans do best including relationships and ideas, humans and bots can coexist.

Shoenthal, Amy. (2023, Aug. 10) How Today's Top Marketing Leaders Are Approaching AI. <https://www.forbes.com/sites/amyshoenthal/2023/08/10/how-todays-top-marketing-leaders-are-approaching-ai/>

Marketing is undoubtedly one of the top fields using AI, and all people from entry-level to the highest ranks are realizing its potential. Marketing departments are already using the technology to draft and edit website copy, enhance social media and create visuals, to name a few. The tide has turned, and tasks previously handled by people are now being created at vast speeds by technology.

Renaissancerachel.com 2023, Dec. 11. 16 Best AI Content Creation Tools.
<https://renaissancerachel.com/best-ai-content-creation-tools/>

This article focuses on content creation and the wide range of AI writing tools, designed to help someone develop and optimize content including blog posts, articles, press releases, sales emails and more. Additional tools include contentatscale.ai; jasper.ai; hyperwriteai.com and [ChatGPT](https://chatgpt.com).

Overby, Stephanie. 8 Examples of Artificial Intelligence in Action. Retrieved July 15, 2024, <https://www.sap.com/insights/viewpoints/eight-examples-of-artificial-intelligence-in-action.html>
Includes examples of organization(s) using AI image generator DALL-E to create realistic images and art based on natural language inputs. The toymaker Mattel began using the image generator in October 2022. There is also [Microsoft's Designer product](https://microsoft.com/designer).

Here's how we're working with journalists to create the newsrooms of the future with AI.
(2024, Feb. 5) Gillespie, Noreen. Retrieved July 12, 2024, from: <https://blogs.microsoft.com/on-the-issues/2024/02/05/journalism-news-generative-ai-democracy-forward/>

Working with journalists and the news organizations that employ them, Microsoft is harnessing the power of AI into a broader conversation to help those charged with developing procedures and policies to use AI responsibly. The deliverables mentioned include AI tools to assist journalists in their research, the [AI Journalism Lab](https://journalismlab.org) run by data scientist Nikita Roy at the Craig Newmark Graduate School of Journalism at CUNY to name just initiatives.