Generative AI

Guidance and Best Practices

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Generative AI- A broad range of advanced technology tools that can create and modify digital content.

Categories:

- **Conversational AI-** chatbots that engage in text or voice-based conversations with artificial intelligence. Ex. ChatGPT

- **Generative Search-** tool that produces dynamic search based on user queries.

- **Multimodal AI-** systems that can process, understand, and produce several types of media at once. (images, video and audio)

- **AI Writing Support Tools-** tools that analyze and enhance or correct written content. Ex: Grammarly, Quill

Guidance for use:

- AI is a tool that can assist in brainstorming, improving grammar, or helping to understand text.
- **Be Transparent-**When you use AI tools to assist in the creation of work, clearly disclose the tool and use of the tool by properly citing the source.
    - FFA members should always disclose the use of GenAI in all FFA competitive events and programs with proper citations.
        - This includes paraphrasing or quoting GenAI generated text, incorporating GenAI images or other media and indirect support (brainstorming ideas, research, editing/ proofreading)
    - Be specific when disclosing the use of GenAI.
        - Name the tool used, date used in accordance with MLA format
            - In text citations
            - Footnotes or endnotes
            - Works cited list or bibliography
    - Be prepared to share historical work of chats and/or answer any questions about the use of the tools.

- **Verify Accuracy**-Review all content and verify that the information is correct. This process is needed to avoid false or misleading information in your work.
  - When evaluating the accuracy of the information review for bias and/or hallucinations.
    - **Bias**-when information produced reflects prejudice views or unequitable representation**.**
    - **Hallucinations**-when information is inaccurate, fabricated, or misleading as if it were true. When the AI encounters gaps in its knowledge, it will make up answers. This will result in false information.

- **Originality of Submission**- All work created should be your own work. GenAI tools can be used to assist or enhance the work, but the original work should be your own. By starting with your own work avoids plagiarism and ensures the final product is representative of your own efforts and creativity.
- **Personal Data-** Never in put personal data to an AI tool.

Examples:

Scenario: FFA member is asked to write a speech for a competition and uses AI writing assistance.

Appropriate use: After brainstorming and drafting original information, FFA member uses Grammarly to check for errors, tone and consistency. The FFA member reviews the generated information and selectively incorporates or denies the feedback. The member ensures that the final work is of their unique and own work.

Inappropriate use: The FFA member creates their own work and then relies on Grammarly to correct and/or rewrite the entire document. This document does not reflect unique or own work.

Scenario: FFA members are asked to develop a unique marketing strategy for a product.

Appropriate use: FFA members use AI tool to brainstorm initial ideas. They take the feedback and incorporate the product and seek some targeted marketing ideas.

FFA members take all the feedback and develop the presentation and note in their report and presentation how AI was used in the brainstorming/development of the project. They verify all information and ensure the final product was their own work. They explain how they AI was used when answering the judges' questions.

Inappropriate use: FFA members rely solely on AI for ideas and the creation of the presentation. They simply input information on the product and use the information AI generates as the final product. They do not document any use of AI and state that the work is original.

Scenario: FFA members are completing an application for selection.

Appropriate use: FFA members use AI tool to reword original work without using personal data. They take the feedback, verify for accuracy, and adjust the wording and answer the question accordingly to ensure the final answer was their own work. They explain how they AI was used when answering the judges' questions.

Inappropriate use: FFA members rely solely on AI for the creation of an answer to the question. They use personal information in the tool. They copy and paste the answer without verification and do not document any use of AI. FFA members sharing generated answers and using the exact wording as other FFA members.