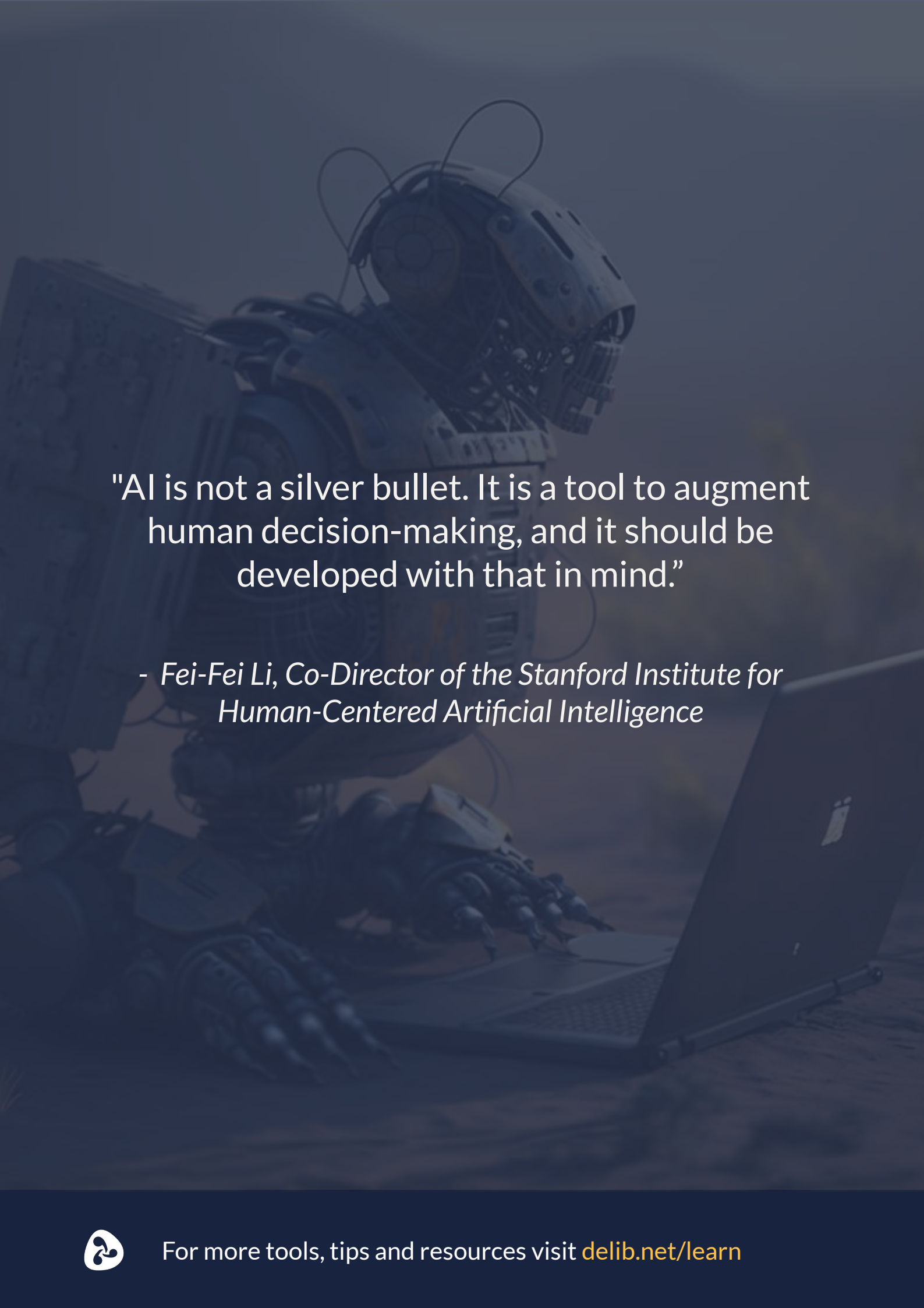




# A robot (mostly) made this

Using **ChatGPT** and beyond to speed up workflow, bridge the imagination gap and support your engagement activities.





"AI is not a silver bullet. It is a tool to augment human decision-making, and it should be developed with that in mind."

- *Fei-Fei Li, Co-Director of the Stanford Institute for Human-Centered Artificial Intelligence*



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# Overview

## How, and why we created this guide

Towards the end of 2022 there was a surge of public interest in AI, driven in part by the launch and widespread adoption of tools like Chat GPT. There's seemingly a mix of fear, excitement and curiosity about the potential impact that this fast evolving technology is going to have on our futures.

Is this fear justified? Are we all out of a job? Most importantly, will it impact our democratic future?

We decided to go to the source, and ask the robots to explain themselves and teach us how to use them most effectively. As a result, the majority of the copy in this report was generated by Chat GPT, and all the images you'll see have been created by Midjourney AI.

This bit at least, was (mostly) written by a human.



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# What is AI?

## A brief introduction

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Artificial intelligence (AI) refers to the development of computer systems that can perform tasks that typically require **human intelligence**, such as visual perception, speech recognition, **decision-making**, and natural language processing.

AI systems use algorithms, which are sets of rules and instructions, to analyse large amounts of data and learn from it, allowing them to make predictions, classify information, and take actions based on that information.

There are different types of AI, including machine learning, which involves using statistical techniques to enable systems to improve their performance with experience, and deep learning, which involves the use of neural networks to model complex patterns in data.

AI already has many applications across lots of industries, from healthcare and finance to transportation and education. Some recognisable examples of AI in action include virtual assistants **like Siri and Alexa**, self-driving cars, and **facial recognition technology**.





Hey ChatGPT tell me a fun fact about you

personal experiences or emotions, but I can tell you a lot of data, including books, articles, and I can also understand and generate responses in multiple languages, including English, Spanish, French, German, Italian, and Chinese, among others.

# ChatGPT

## Overview

## What is ChatGPT?

OpenAI's GPT (Generative Pre-trained Transformer) is a computer program that can write sentences and paragraphs that look like they were written by a human. It has been taught how to do this by reading a lot of text, so it understands how sentences and paragraphs are put together.

ChatGPT was created by OpenAI in 2020. It's a type of artificial intelligence that can understand and respond to written messages like a human would.

This technology has been in development for many years, starting in the 1950s, and has become more advanced with improvements in computer technology.



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# ChatGPT

## How are people using it?

Some of the common use cases of Chat GPT include:

### Customer service

It can be used by businesses to automate customer service inquiries. Customers can chat with Chat GPT to get help with their questions or concerns.

### Personal assistance

It's also being used as a virtual personal assistant to perform tasks such as setting reminders, scheduling appointments, and answering general questions.

### Language learning

Some language learners are using Chat GPT to practice conversation skills with a virtual language partner.

### Writing assistance

Chat GPT can be used by writers to generate ideas or inspiration for their work, or to help them refine their writing style. Like in this guide.



# ChatGPT

## What are the potential ethical implications?

When we use Chat GPT, we need to be aware of some potential ethical issues. These include things like bias in the language and perspectives that the model was trained on, which can lead to biased responses. There's also a risk of generating misinformation if the model was trained on inaccurate or biased data.

"The rise of powerful AI will be either the best or the worst thing ever to happen to humanity. We do not yet know which."

*- Stephen Hawking, theoretical physicist.*

Another issue is privacy - we don't always know what data Chat GPT is collecting or how it's being used. The model's algorithms can also be hard to understand, which can make it difficult to assess its ethical implications. And finally, there's always the possibility of unintended consequences, such as promoting harmful behaviour or stereotypes. To minimise these risks, it's important to carefully design and implement Chat GPT, monitor its use, and be transparent and accountable about how it's being used.



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# Use in engagement & democratic activities

## What the future might look like

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If AI becomes widely used in the future, it could have some exciting potential applications in consultation, engagement, and democratic activities. For example, chatbots powered by this technology could make it easier for people to share their opinions and feedback on government policies. Additionally, predictive analytics could be used to analyse large amounts of data and predict the outcomes of different policy options, helping policymakers make more informed decisions.

Another possibility is to use AI algorithms to provide personalised recommendations for civic engagement. By analysing citizens' interests and skills, this technology could suggest ways for people to get involved in politics.

While AI could have many benefits when used in public engagement and consultation, it's important to be aware of some potential problems. For example, AI algorithms can be biased if they're trained on data that's not representative of all groups and perspectives. Also, AI can be difficult to understand, making it hard to assess why certain results are being produced. Additionally, relying too much on AI can lead to a lack of face-to-face interaction and reduce engagement from some members of the public. There's also the issue of privacy, as systems may collect personal data. Finally, algorithms have limitations and may not be able to **capture the complexity of human experience or address complex social issues.**



# Artificial Intelligence

How does the public feel?

“Respondents reported limited knowledge of Artificial Intelligence (AI); only 13% of respondents felt they could offer a full explanation of this term”

- *Centre for Data Ethics and Innovation Public Attitudes to Data and AI Tracker Survey Wave 1 (December 2021)*

[Link to the full report](#)



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# ChatGPT

## Prompts for success

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### What is a prompt?

An AI prompt is basically a short piece of text or a prompt that's given to an AI language model to generate more text. You can think of it like a suggestion or a starting point that the AI model can use to generate a longer response.

For example, if you wanted to use AI to generate some creative writing, you might start by giving the AI model a prompt like "Write a short story about a mysterious stranger who arrives in a small town." The AI model would then use that prompt to generate a longer story, which you could read and use as inspiration for your own writing.

AI prompts are used in a variety of applications, including creative writing, chatbots, and customer service. They're a powerful tool for generating text quickly and efficiently, and they can help save time and improve the quality of the text that's generated.

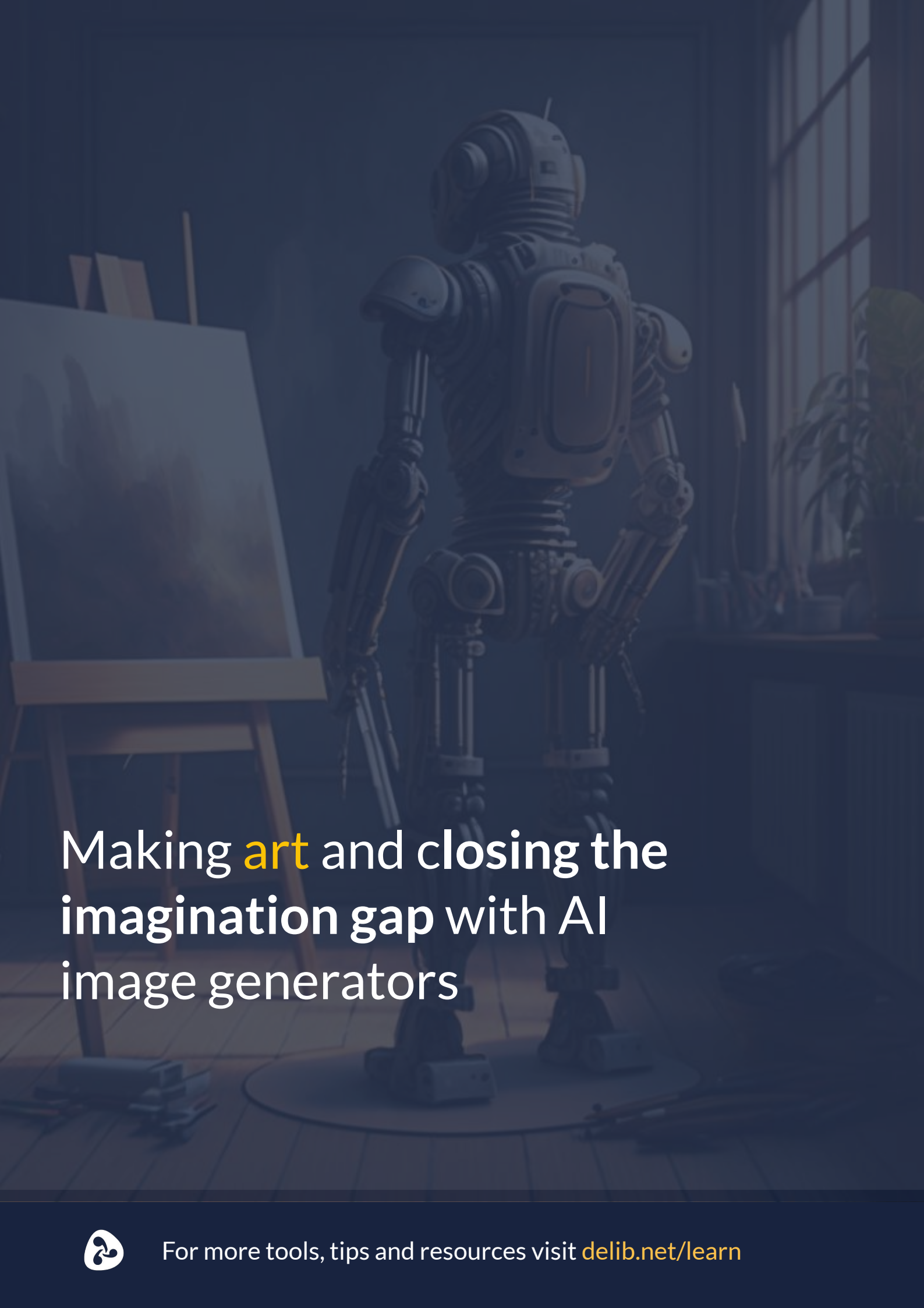


# Writing good prompts:

Writing a good prompt is essential to getting high-quality output from an AI language model. Here are some basics to keep in mind when writing a prompt

| Do                       | Don't                   |
|--------------------------|-------------------------|
| Do provide context       | Don't be vague          |
| Do use specific language | Don't be too complex    |
| Do be clear and concise  | Don't be too general    |
| Do be mindful of bias    | Don't be negative       |
| Do test your prompts     | Don't be too repetitive |



A robot stands in an art studio, facing an easel with a blank canvas. The robot has a humanoid form with a large, rectangular panel on its back and various mechanical joints. The studio is dimly lit, with a window in the background showing a plant and some art supplies on a shelf. The floor is wooden, and there are some tools and materials scattered around.

# Making **art** and closing the imagination gap with AI image generators



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# AI Image Generators

## Overview

## What is AI Image generation?

An AI image generator is a type of artificial intelligence that can create images from scratch. It works by analysing patterns and features in existing images and using that knowledge to generate new images.

The AI image generator is trained on a large dataset of images, which it uses to learn patterns and features that are common. Once it has learned these patterns, it can generate new images that are similar to the images in the training dataset, but not identical.

For example, an AI image generator might be trained on a dataset of cat images. It would analyse the features that are common across all cat images, such as the shape of the ears, the size of the eyes, and the texture of the fur. It would then use that knowledge to generate new cat images that have similar features to the cats in the training dataset, but with slight variations.

\*these cats (sadly) do not exist

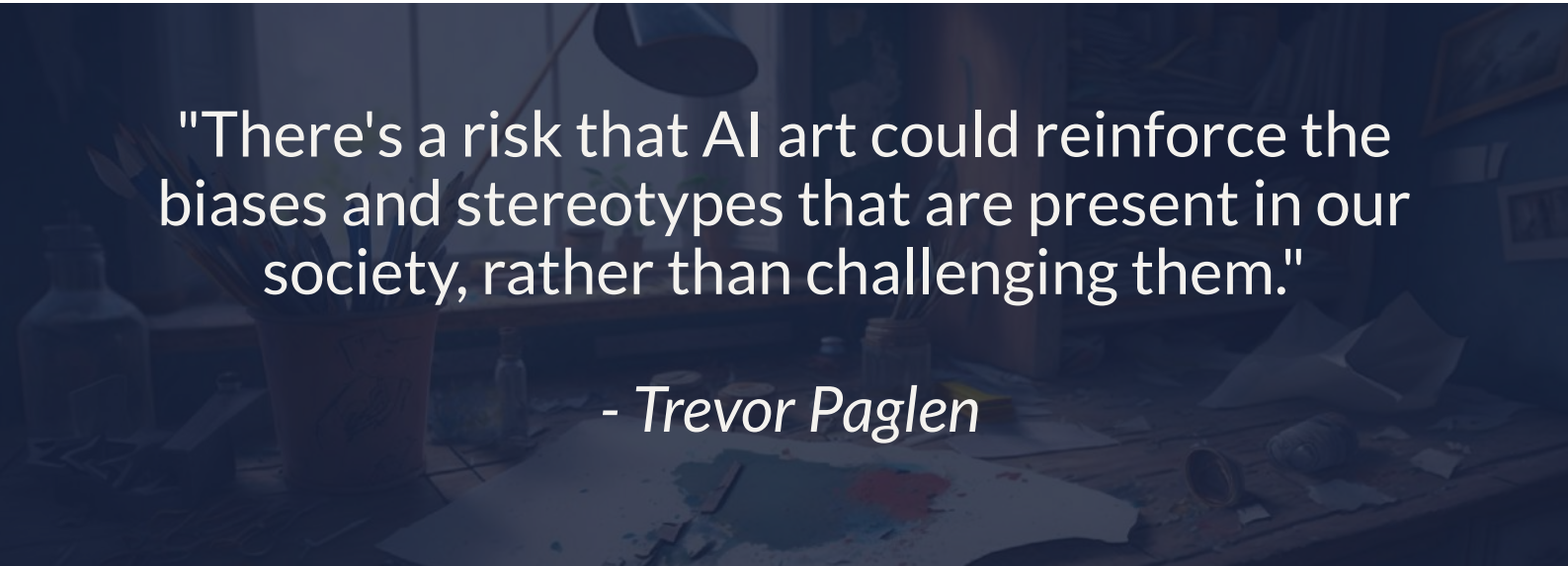


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# AI Art

## What are the potential ethical implications?

AI image generation has a lot of ethical implications that we need to think about. For example, the dataset used to train an AI image generator might not be diverse enough, leading to underrepresentation or misrepresentation of certain groups of people or objects in the generated images.



"There's a risk that AI art could reinforce the biases and stereotypes that are present in our society, rather than challenging them."

- Trevor Paglen

Another concern is that AI image generators can be used to create fake images that look real, spreading misinformation or even manipulating people's emotions or perceptions. Additionally, generating images of people without their consent raises privacy and consent issues, and questions about who owns the rights to these images.

Overall, the ethical implications of AI image generation are complicated and multifaceted. It's important to carefully consider how these technologies are designed and used, and to ensure that they're transparent and accountable.





# AI Art

## Prompts for success

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### How to get useable outcomes

When creating a prompt for an AI art generator, it's important to be specific about what you want. If you're too vague, you might end up with an image that's not quite what you had in mind. To start, use a generic keyword like "city" and then add in details like the style, colour scheme, or architectural references.

For example, you could say "Generate an image of a city skyline in a modern style, with a focus on the use of blues and greens in the colour scheme, and incorporating elements of Art Deco architecture." This gives the AI art generator a clear idea of what you're looking for and can help produce a more accurate and satisfying result.

Remember, the more specific you are about your preferences, the better the AI art generator can understand and deliver what you want. So, be sure to include any important details or considerations that are important to you.



# Use in engagement & democratic activities

## What the future might look like

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AI-generated images have the potential to support the way we engage with civic planning and community development. One area where AI-generated images can be particularly useful is in creating artist's renderings of local plans or illustrating concepts in a visually appealing way.

By using an AI art generator, city planners and community leaders can create high-quality, realistic images of proposed development projects or infrastructure improvements. These images can be used to help communicate the vision for the project to the public, making it easier for community members to understand and engage with the proposed changes.

For example, imagine a city that's planning to build a new park in a previously unused lot. The city could create a realistic artist's rendering of the park, complete with trees, benches, and other features. This image could be used to help people visualise the proposed park and understand how it would fit into the surrounding neighbourhood.

Of course, there are some potential pitfalls to be aware of when using AI-generated images in civic planning. For instance, it's important to ensure that the images are accurate and representative of the proposed changes, and that they don't mislead the public in any way. It's also important to be mindful of any potential biases in the AI model or training data, which could result in underrepresentation or misrepresentation of groups of people or objects in the generated images.





# Conclusion\*

## The potential is there, with a few tweaks...

Writing this guide was a lot more time consuming than anticipated. It's no surprise that in order to get good results, you need to be constantly reiterating and refining your prompts. The better the data and information is going in, the better and more predictable the output.

It's a lot like consultation and engagement that way, provide enough clear context and instruction up front and you'll get back high quality outcomes.

At the beginning of the process there were a lot of generic lists and vague overviews but once we began to ask Chat GPT to talk to us in a "conversational style" we often got back more human sounding results. Or when we asked it to "act as an expert" in a specific field it returned less generalised responses.

This technology is evolving fast, so fast in fact that this guide will probably become obsolete within a year. For now though, we're cautiously optimistic about the possibilities.

\*A human wrote this bit too



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Hey Chat GPT, tell me a joke about consultation  
and civic engagement?

*Why did the city council hold a public consultation about  
the new traffic lights?*

*To get the green light from the community!*





# About Delib

In democracies all over the world, too often there are high barriers to public engagement with government. In the UK, only 19% of citizens have their say on decisions that affect them.\*

## We're changing that.

Since 2001, Delib has been changing the way citizens interact with their governments, policy-makers and elected officials by providing ground-breaking engagement software & consultancy. We didn't invent digital democracy, but we pioneered many of the practices that are now commonplace within the sector.

Democracy doesn't begin and end with voting. Decisions affecting citizens are being made every day - but too often the *only* ways to get involved with these decisions are plans on display at a public library or densely worded 60+ page PDF documents with an email address attached.

**We believe it can be better than this.**

**And we're here to help.**

\*Source: [Civic Engagement and Social Action - Community Life Survey 2020/21](#) - [gov.uk](#)

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