northstar
COMMUNICATIONS CONSULTING

ARTIFICIAL INTELLIGENCE & THE COMMUNICATOR

A landscape emerges for internal stakeholders

Authors:
Mark Dollins
Elizabeth Ballew

www.northstarcomms.com

© 2023 North Star Communications Consulting, LLC

Version 1.0 2023

Introduction

Artificial intelligence (AI) is having a breakout moment, yet we are only seeing the tip of an evolutionary iceberg. AI-powered chatbots like ChatGPT, Microsoft's Bing and Google's Bard can perform high-level tasks previously only humans could do, like writing essays and programming computer code (Metz & Schmidt, 2023). These large language models (LLM) can mimic human speech patterns and conversation. The chatbots are examples of generative AI — a catchall term for artificial intelligence that can create new, original content based on patterns and models learned from a training dataset. (Chowdhury, 2023). With ChatGPT reaching 100 million users only two months after its launch, 2023 promises to be a pivotal year for AI development and adaptation (Hu, 2023).

LLMs can generate text that is indistinguishable from human writing, making them incredibly powerful tools for employee communications. As generative AI constantly evolves, we are entering a new era of technology where AI will be "seamlessly integrated into daily workflows" (David, 2023). Research confirms that AI is a catalyst for increased productivity. Access to AI-based assistants improved productivity by 14% on average (Brynjolfsson, 2023). The ability for companies to implement AI and get practical results is much faster today than in the past – making now the time for corporations to invest in AI (Constantz, 2023).

Communication is no exception to how companies can use AI to boost productivity and make employees' lives easier – leading to more innovation. From predictive analytics for placing content at optimal times in optimal channels to writing headlines, Q&A series, news briefs and pre-selecting visual content, AI can potentially deliver significant productivity gains for time-strapped employee

© 2023 North Star Communications Consulting

communication teams. It also has the potential to inform decisions on timing, placement, sequencing and cadence.

AI is transforming the workplace and companies are beginning to incorporate these tools into their operations to improve efficiency and productivity. The ability of AI to analyze and process vast amounts of data quickly and accurately provides professionals with new opportunities to improve their employee communication strategies. Company-wide emails, newsletters, surveys and other channels can use AI to automate mundane tasks to lighten employees' cognitive load. This could lead to more effective and personalized communication, better employee engagement and improved overall business performance.

The emergence of generative AI is ushering in a new era of technology that promises to revolutionize employee communications. With the ability to create new, original content based on learned patterns, AI has the potential to streamline communication workflows and enhance employee engagement. As AI advances, companies have even greater opportunities to incorporate these tools into their operations, ultimately leading to more effective and personalized communication and improved overall business performance.

So, how can AI be used most effectively in employee communications? Ultimately, AI needs a clear purpose; otherwise it runs a risk of being targeted at the wrong objectives and failing to be useful. In this paper, the use of AI will be analyzed through the lens of productivity, analytics, leadership and limitations. These categories will serve as a roadmap to help communicators implement AI into employee communication strategy and leverage their teams to generate greater business outcomes.

© 2023 North Star Communications Consulting

Contents

6 Productivity

7 Newsletter and content writing

8 Townhall content and slides

9 Campaign ideas

10 Employee value proposition

11 Employee experience

11 Narrative

13 Leadership Communications

13 Interpersonal communications

14 Backcasting: Building a template for tomorrow

15 Analytics

15 AI-driving data analysis

16 Predictive analytics

18 End-User Employee Experience

18 Project management - AI facilitates cross-functional conversations without the need for extensive one-on-one meetings or training sessions

19 Note-taking during meetings — Zoom introduces Claude LLM which can take notes for employees during meetings

© 2023 North Star Communications Consulting

20 Limitations

20 Limitations of competency and confidentiality

21 Generative text AI can't replace human empathy, or guarantee accuracy

22 Security risks involved with using AI

23 Sentiment in the workplace toward AI

24 Concerns mount over bias and ethical implications of AI, highlighted by ACLU and industry experts

25 The ethics of using the platform: the evolution of AI from groundbreaking to doomsday

27 Action Summary

27 Key finding

27 Implications

27 Recommendation/Action steps

28 Artifical intelligence language models

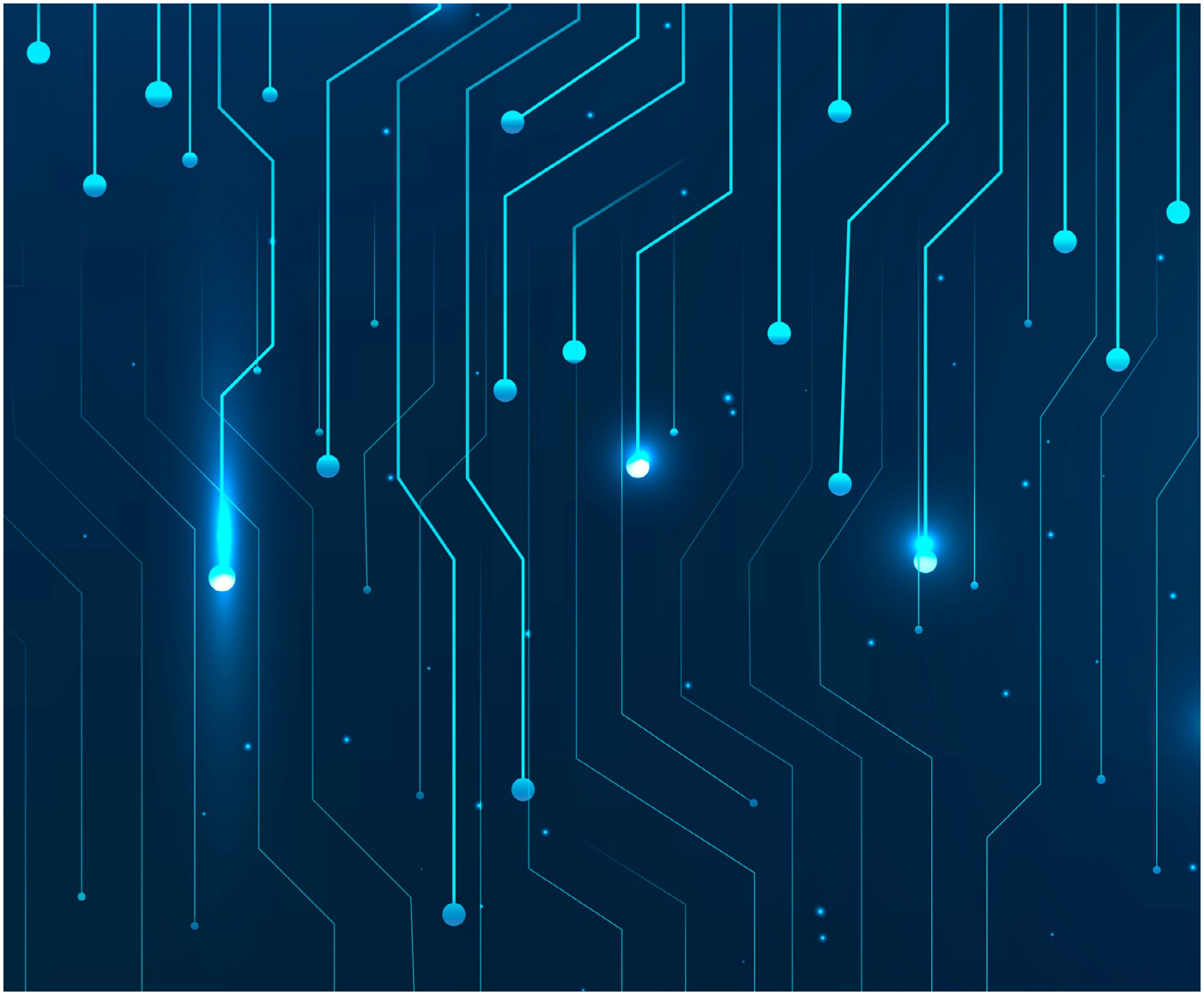
29 Other generative AI models for professional use

31 Conclusion

31 Suggested readings

32 References

© 2023 North Star Communications Consulting



Productivity

AI and ChatGPT can be productivity tools for communicators – saving time with early drafting for content across multiple channels. AI is no longer a competitive advantage. Instead, it should be seen as a tool that needs to be deployed to ensure companies aren't being left behind (Yan, 2023).

© 2023 North Star Communications Consulting

Newsletter and Copywriting Content

Communicators can use ChatGPT to get started as a brainstorming tool and writing aid for newsletter content. AI doing repetitive writing tasks frees up specialists to engage in strategy and more creative tasks (Crenshaw, 2023). The bot can generate readable content at high speeds which is helpful in the drafting process for written content (Crenshaw, 2023). When faced with writer's block, editing ChatGPT's work is better than staring at a blank screen. The work of chatbots is sometimes inaccurate and often of lower quality than they could produce themselves, but chatbots can still be useful in getting started (Jackson, 2023).

ChatGPT can edit the drafts as well. Users can submit their text to ChatGPT and request that the bot fix any spelling, grammatical, or typographical errors (Baffa et al., 2023). The bot can even revise drafts to comply with Associated Press (AP) style.

APPLICATION: PROMPTS FOR COPYEDITING AND REVISING

- **Copyedit the following text to fix any spelling errors, grammatical errors, or typographical errors. Please also revise it based on AP Style. Note any edits or changes you made (Baffa et al., 2023).**
- **Revise the following text to be more concise and active.**
- **Analyze the tone of voice in the following text. Indicate changes that can be made to the text to make it more casual in tone.**

AI applications for Copyediting: Grammarly Go

Grammarly uses artificial intelligence to analyze writing and provide feedback by identifying errors in grammar, spelling, punctuation and style. The writing assistant has been on the market for a while, but the company releasedGrammarlyGo (Li, 2023)in April. With the new tool, Grammarly is looking to expand beyond grammar checking to become a corporate communication and workflow tool. GrammarlyGo uses personal, organizational and situational context to help craft messages for email, social media and long-form communication (McAuliffe, 2023).

© 2023 North Star Communications Consulting

Townhall Content and Slides

Generative AI is bringing powerful capabilities to nontechnical users. AI can generate meeting agendas by analyzing previous town hall meetings and employee feedback. Creating the agenda can help organizers ensure key topics are addressed. For those who can't attend, the generative AI can transcribe the meeting and provide a summary. After each town hall meeting, AI can assist in generating action items and distributing them to relevant stakeholders. Generative AI has endless applications for operations like identifying production errors or identifying clauses of interest (McKinsey & Company, 2023).

Corporations can analyze the sentiment of employees' questions, comments and feedback during and after town hall meetings. This analysis can provide insights into the overall mood, concerns and satisfaction levels of employees. AI is surprisingly adept at emotional analysis. In the medical field, patients preferred chatbot responses over physician responses in a recent study and rated the chatbot significantly higher for both quality and empathy in the response (Ayers et al., 2023). If ChatGPT can aid in response to sensitive patient questions, the applications are seemingly endless for interpersonal communication.

APPLICATION: PROMPTS

- **Classify the sentiment expressed in the following text: [insert text].**
- **Analyze the sentiment expressed in this text and summarize the emotions conveyed: [insert text].**
- **Create a concise and comprehensive summary of the given text, capturing the main points and key details. Organize the summary with clear headings and subheadings, guiding the reader through each section.**
- **Provide a comprehensive summary of the given text, covering all key points and main ideas while condensing the information into a concise and easy-to-understand format.**

AI applications for Slideshows: Tome

Tome, a presentation tool, is launching an AI feature to help make storytelling simpler by outlining and creating presentations. The generative storytelling tool allows users to construct complete stories, presentations, or outlines from scratch, complete with intelligent titles, pagination, page layouts, and page text (Eliaçık, 2023). An AI presentation tool can help communicators create more effective, engaging, and personalized presentations for their

© 2023 North Star Communications Consulting

employees. Effective storytelling is an essential skill in various organizational contexts, such as team meetings, project presentations, and internal training sessions.

The presentation tool can be instructed to adopt a tone of voice for the copy — inspiring, formal, informal, objective, persuading, or playful. Tome even allows users to specify the art style they want for the images in the presentation (Eliaçık, 2023). A generative presentation AI tool could improve productivity for employee communications by automating the creation of visually appealing and engaging presentations, saving time for communication teams.

A pastor in Arkansas made upwards of $3,000 per week using AI tools like ChatGPT and Tome to make pitch decks for start-ups (Varanasi, 2023). Before AI, it would take the pastor 40 hours to put together a pitch deck. Now, AI has cut that time in half and made his creative process more efficient allowing him to focus on facets of the presentation that puts his work over the top for his clients (Varanasi, 2023).

A generative presentation AI tool could improve productivity for employee communications by automating the creation of visually appealing and engaging presentations, saving time for communication teams.

Campaign Ideas

It is common for businesses to focus on AI implications on external communications rather than internal, but overhauling internal communications using AI can be a boost for the employee experience. Employee engagement and open communication are foundational for creating a competitive edge. AI can help internal communicators create content for campaigns.

AI applications: Jasper Campaigns

Jasper Campaigns allow for the creation of marketing campaigns all in one platform (Jasper, 2023). Jasper can create a brief for the campaign based on a summary. The AI can also generate assets for the campaign like TikTok scripts, article ideas, landing pages, press releases and more. By telling Jasper about the campaign and your brand, AI can use those details to generate on-brand content. Jasper can import knowledge by URL to learn about the brand.

© 2023 North Star Communications Consulting

Employee Value Proposition

Companies can build a long-term AI advantage by leveraging their employee value proposition (Beauchene et al., 2023). To get the most value from AI, BCG pushes the 10-20-70 rule: "10% of their AI effort goes to designing algorithms, 20% to building the underlying technologies, and 70% to supporting people and adapting business processes" (Beauchene et al., 2023). To build AI talent and promote skill adoption, companies need to engage to provide an unmatched employee value proposition.

Retaining AI talent can be challenging, especially for organizations outside of the tech sphere. Employees may lose enthusiasm over slow development or lack of cutting-edge technology. Organizations should focus on sharpening their storytelling to emphasize their unique purpose and mission rather than competing directly with top tech companies (Beauchene et al., 2023). Keeping AI talent engaged requires seamless integration within the organization. The executive team should prioritize data and analytics initiatives to provide necessary support and resources for AI teams.

CASE STUDY

A leading biopharma firm redefined its employee value proposition and redefined talent acquisition strategy resulting in the AI drug discovery team increasing its size by 10% (Beauchene et al., 2023). This change also resulted in a 25% increase in its commercial analytics organization along with a reduced attrition rate.

© 2023 North Star Communications Consulting

Employee Experience

The shift in the post-pandemic work environment has eroded the traditional employee experience (Gartner, 2021). Communications need to evolve to be more human-centered. To promote higher employee satisfaction, companies need to deliver on a more human-level and higher perceived emotional value. Employee satisfaction, a deeper connection, flexibility and personal growth are all aspects of a shared purpose that can increase satisfaction (Gartner, 2021). On the surface, technology would seem to hinder the ability to reach a shared purpose. However, AI promotes flexibility and companies like Soundbite.ai offer features that can improve connectivity.

AI application: Soundbite.ai

Soundbite.ai aims to allow communications teams to create short-form audio or visual content with a call-to-action targeted at a specific audience. In a case study with Mid America Specialty Services, Soundbite increase its employee engagement dramatically. For Mid America, 60% of the workforce was of the workforce was not connected to Microsoft 360. All teams were able to connect through Soundbite. Employees who once felt disconnected now enjoyed hearing personalized messages over Soundbite. For employees who may not all be in the same office, or any office at all, voice and video create a deeper connection. In addition to audio and video, Soundbite Wizard will take pre-existing audio and visual content and turn it into blogs or summaries.

Narrative

In addition to being prepared for AI integration, corporations need to be vigilant about being guardians of their brands. Employee communications – using clear, concise and compelling narratives – connect critical initiative and changes to mission, vision, values and purpose. AI can fulfill a crucial role in maintaining the organization's tone of voice across all internal content – keeping humanity at the center of the narrative, and keeping the narrative in focus consistently.

Brand Voice

Each company's unique norms and values are not adequately represented in AI systems. To incorporate their specific culture and values, companies will need to modify the technology, which demands technical expertise and significant computing power that may not be readily

© 2023 North Star Communications Consulting

available to all companies (McKinsey & Company, 2023).

Strategic Versioning

Research in behavioral science has revealed that customizing the language, tone, and framing of a message according to the specific characteristics of the intended audience significantly enhances its impact (Graves, 2023). AI is known to lack tone of voice capabilities which is key to achieving high-impact messages. By tailoring plans, strategies, and initiatives, organizations can effectively communicate with different segments of their employees (Graves, 2023). This approach involves simulating conversations to strategically consider message delivery, creating audience-specific analogies, and crafting customized drafts of communications based on the unique traits of individuals or groups (Graves, 2023).

AI applications: Teaching artificial intelligence to write like you

Careful and clever prompting is required to guide models like ChatGPT or Jasper to write like you or match the narrative. Jasper offers Jasper Brand Voice, which avoids generic AI writing and applies what the user has shared about the brand's tone, style, and key facts about the business.

It enables users to create content that's engaging, memorable, and sounds like the organization or its communicator (Jasper, 2023). Outside of Jasper Brand voice, users can teach ChatGPT to write like them. See the following prompts.

APPLICATION PROMPTS

- **Set the scene:** "I'd like your help in creating articles for [purpose]. Your first task will be to understand my writing style based on the examples that I give you. After that, we'll create some content. To start, please say GO AHEAD and I will paste examples of my writing. Keep saying GO AHEAD and I will paste new examples. When I am done, I will say FINISHED. At this stage, please do not do anything except confirm that you have saved the writing style" (Cook, 2023).
- **Name your writing style:** "Let's call this "[___] writing style". First, can you summarize [___] writing style in a few bullet points? Focus on the sentence structure, tone and voice."(Cook, 2023).
- **Use and reference your writing style:** "Can you create a blog for me in [____] writing style. Please use the topic of: ____" (Cook, 2023).

© 2023 North Star Communications Consulting

LEADERSHIP COMMUNICATIONS

Interpersonal Communication

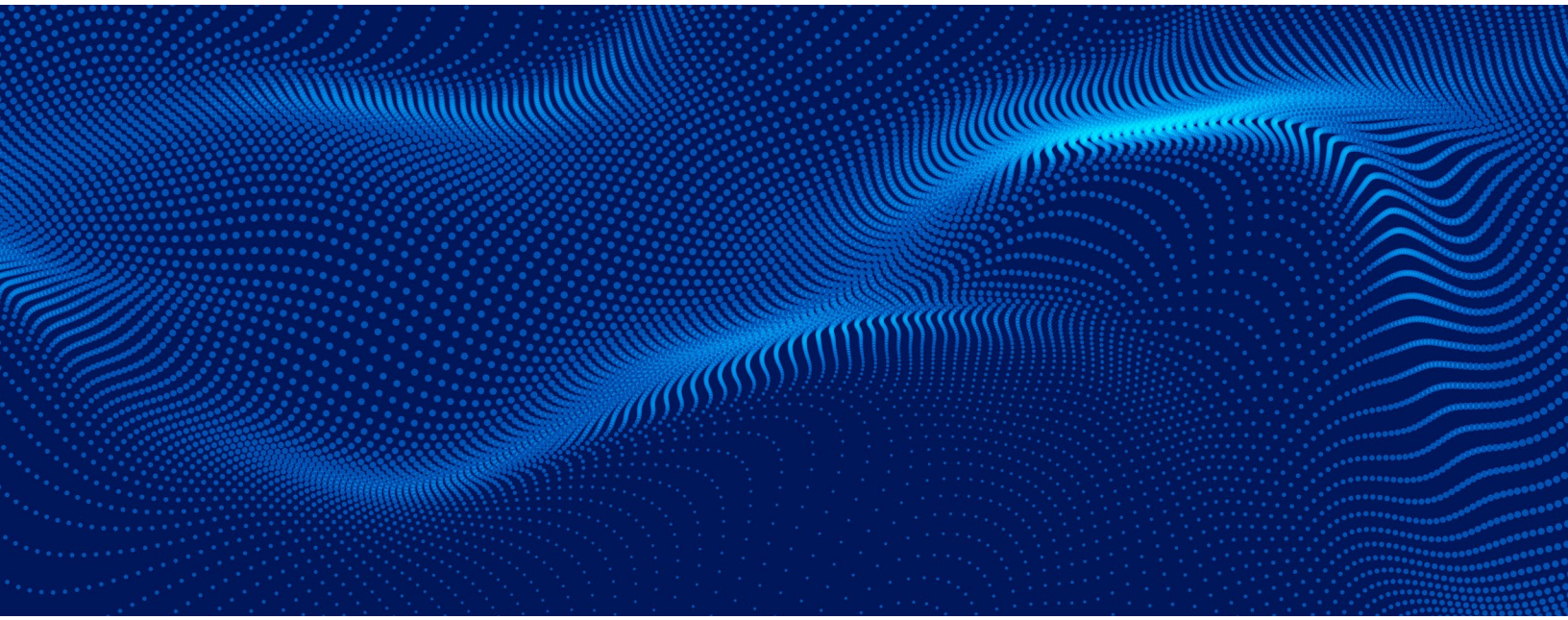
ChatGPT has infiltrated the C-Suite as well. This year, conversations at Davos, Switzerland for the World Economic Forum centered around ChatGPT (Horowitz, 2023). CEO of Coursera Jeff Maggioncalda told CNN he uses the chatbot to write emails and craft speeches "in a friendly, upbeat, authoritative tone with mixed cadence" (Horowitz, 2023). Maggioncalda sees the bot as a writing assistant and as a thought partner. He also claims his productivity and efficiency are much higher now. Christian Lanng, CEO of Tradeshift, also uses the platform to write emails and claims "no one has noticed the difference" (Horowitz, 2023). Microsoft CEO Satya Nadella described ChatGPT as a co-pilot. CEOs, leaders and managers can customize their communication for different audiences or segments by leveraging AI as a versatile toolkit that adapts to specific audience needs (Graves, 2023). With the assistance of ChatGPT, for instance, they can prompt the AI to generate tailored messages catering to each audience group's unique perspectives, internal dynamics, and other underlying factors that influence how a message or intervention is perceived (Graves, 2023).

APPLICATION PROMPTS

- **Provide a concise subject line for email requesting feedback on a project.**
- **Compose a friendly and informative email announcement for an upcoming company event.**
- **Craft a concise and persuasive email to request a budget increase for a project.**

However, real-time human interaction and communication skills beyond writing will become more valuable (Baffa, et al., 2023). The ability of leaders to engage with their teams authentically will be the point of difference in leadership and communication skills (Baffa, et al., 2023).

© 2023 North Star Communications Consulting



Backcasting: building a template for tomorrow

Workers naturally have fears about AI shaping the future of the workplace — 85% of the jobs that will exist in 2030 haven't been invented yet (Ratanjee, 2023). While AI can do many fantastical things, resist the urge to indulge and focus on practical ways AI can improve business (IBM). Maybe leaders are thinking short-term when it comes to the benefits of AI while also being naive to the challenges of AI adoption (Carufel, 2023).

This is where backcasting comes into play — defining a desirable future and then working backward to identify policies and programs to connect these ideals. Leaders should engage in scenario-based planning to imagine potential future states based on the evolution of AI trends (IBM, 2021). Preparing for how the AI landscape may unfold can help create actionable plans for leaders.

AI can help with backcasting as well. Leaders can use AI as a thought partner in creativity rather than relegating the bot to mundane tasks (Carufel, 2023). However, with AI integration comes an emphasis on ethics. Factual errors, bias and data privacy is at the top of mind for leaders (Carufel, 2023).

© 2023 North Star Communications Consulting

Analytics

Analytics coming from AI can help employee communications do sentiment analysis, keyword extraction and more. ChatGPT is proficient in a wide range of analysis types. The bot can do sentiment analysis, keyword extraction, stylometric analysis and more to help guide communicators in what they want their message to be (Baffa et al., 2023).

AI-driving data analysis

PR giant Edelman launched its Trust Management Platform — the world's first AI and data-driven trust management solution. The platform uses "predictive and analytical technology that is designed to show clients through charts, maps, and scores which consumers trust them, how much, and when this trust fluctuates" (Yan, 2023). Edelman has published a trust barometer for 20-some years, but now has an actionable feature for brands and companies. According

© 2023 North Star Communications Consulting

to Edelman, the platform examines thousands of data points from earned media, social content, marketing research and numerous other sources to uncover tangible insights that drive real results. In a demonstration given to AdAge, a robot reporter was shown how the platform monitored a dip in trust after releasing content that was deemed transphobic (Yan, 2023).

Many PR shops now boast AI-informed offerings to do tasks like pinpointing relevant journalists or generating pitches (Yan, 2023). According to AdAge, companies including Stagwell, Interpublic Group of Cos. agency Weber Shandwick and marketing and communications agency Boathouse have created tools to measure public sentiment or target relevant journalists (Yan, 2023). Boathouse launched a product called Narrative Transformation that "gathers data from tens of thousands of publicly available online sources, including tweets, Glassdoor reviews, Reddit posts, blogs, news stories, regulatory documents and a multitude of other English language conversations happening around the world" (Boathouse, 2023). The tool aims to monitor conversations on a micro level and shape recommendations with actionable insights.

Predictive Analytics

Predictive analytics is a valuable tool for communicators to drive performance, personalize experiences and stay ahead of consumer trends in today's competitive market. AI can bring objective support tools to areas of predictive analysis that are typically limited by subjective decisions and interpretations of employees' behavior (Fallucchi et al., 2020). Aspects of predictive analysis — like employee sentiment analysis, predicting attrition and measuring employee collaboration — can all be quantified through data analytics using AI models.

Deciding how, when and what to publish

AI can help communicators make a more informed decision about content. AI can be used to do impact measurement of news stories – internally and externally – and optimize content strategies, content repackaging for different platforms and audiences along with web crawling (Amditis, 2023). Predictive analytics can also be used to determine which offers will work best with what content and what channels have the highest value (Kaput, 2022).

Hotwire is expanding its data and analytic offerings to include AI services. The offerings include products like AccountIQ to help optimize engagement with key accounts, AudienceIQ to identify priority audiences, CommsIQ to measure impact of campaigns and PerformaceIQ to help determine the key drivers (Ruderman, 2023). The goal of the news suite of products is to help deliver more effective communication campaigns and improve efficiency. Using this

© 2023 North Star Communications Consulting

contextual data can help communicators develop the right message for their audience.

Predictive analytics has many different AI models that can be used to improve content and efficiency. Clustering models categorize people or items based on specific characteristics, such as geo location or interests, to target specific groups (IBM, 2022). Forecast models combine past trends and other data sources to make future predictions, such as leveraging weather data to better advertise before storms. Time-series models use specific periods of time to make predictions, which is useful when past trends may not influence future outcomes (IBM, 2022). Neural networks mimic human intelligence to find relationships between data sets, inspired by the structure of the human brain.

AI predictive analytic platforms for marketers include Adobe Analytics, BlueConic and Google Analytics. Big tech companies are also launching predictive analytic features to aid in content production. Meta rolled out Meta Advantage — a suite of AI products that optimize campaign results, personalize your ads by matching them to the right people at the right time and unlock greater efficiencies (Meta, 2023). LinkedIn is beta testing a new generative AI tool that will offer users up to five headlines and ad copy recommendations when users are crafting their posts (Silvia, 2023).

Predicting Attrition

IBM's "predictive attrition program" can predict with a 95% accuracy rate which employees are about to quit (Rosenbaum, 2019). The program offers recommendations to managers on how to engage and retain those employees, including what those employees should be learning to get ahead in their careers. Companies like Retrain.ai, Eightfold.ai and HR Signal are part of a new crop of talent intelligence platforms specializing in predictive analytics that utilize big public data to make inferences (Hess, 2023).

By using AI models as a tool to flag employees at risk of quitting, managers can then apply their expertise to interpret the findings and implement appropriate interventions. This collaborative approach can enhance the accuracy of predictions and allow organizations to proactively address retention issues.

Beyond data analysis, the use of AI in the workplace for monitoring is on the rise. Sixty percent of larger employers are using these technologies to track at least some of their employees (Lazar, 2023). Monitoring techniques include keystroke and computer activity monitoring, video monitoring, and eye-tracking software. These methods allow employers to track employees' actions, such as their screen activities and where they focus their gaze. Despite increasing privacy concerns, insights from monitoring are used in performance evaluations.

© 2023 North Star Communications Consulting

End-User Employee Experience

Project Management — AI facilitates cross-functional conversations without the need for extensive one-on-one meetings or training sessions.

Many technical, financial, or scientific concepts need simple, clear, relevant analogies to convey meaning. They also need different analogies for different audiences (Graves, 2023). Using AI-powered prompt engineering, employees can ask AI questions for interactive learning that can prepare them for cross-functional conversations. This allows for accelerated understanding without the need for extensive one-on-one meetings or training sessions. For example, a software engineer can instruct a project manager to use AI to learn terms and ask questions to prepare for their cross-functional conversation by creating a prompt. The engineer can spin up a process and prompt, send it to someone and then drop it in ChatGPT for an interactive learning conversation. This saves them the effort of getting them on the same page as you in hour-long meetings or learning sessions. Using AI to accelerate the hands-off learning process is a huge time saver for both the engineer and project managers.

Most projects fail, resulting in wasted resources and missed benefits (Nieto-Rodriguez, 2023). Outdated project management technologies, such as spreadsheets and slides, contribute to this low success rate. Applying AI and other technological innovations to project management could increase project success rates by 25%, delivering trillions of dollars in value (Nieto-Rodriguez, 2023). Gartner predicts that by 2030, 80% of project management tasks will be AI-driven. Researchers and startups are already developing AI and ML algorithms for project management, and the widespread adoption of these tools will bring radical changes.

© 2023 North Star Communications Consulting

Note-taking during meetings — Zoom introduces Claude LLM which can take notes for employees during meetings.

Zoom is introducing a new AI-powered tool, in partnership with AI research company Anthropic, called Claude LLM that is designed to help users be more productive during video calls (Brue, 2023). Claude LLM has the potential to make video conferencing more productive, efficient and engaging leading to improved employee collaboration and productivity. Users can ask Claude LLM to take notes during a meeting, freeing up employees to focus on the discussion. The bot can be asked to translate conversations in real time, making it easier for employees to understand each other. Employees can task Claude LLM with summarizing key points of meetings, making it easier to recall what was discussed.

To assuage security concerns with Claude LLM being on the call, Zoom is taking a federated approach to AI (Brue, 2023). Federated AI is a privacy-preserving approach to AI that allows organizations to train AI models on data that remains on users' devices. Zoom has also partnered with OpenAI to integrate ChatGPT to boost another chatbot the service offers called ZoomIQ.

© 2023 North Star Communications Consulting

Limitations

Bias, empathy, and security risks present challenges for generative text AI.

Limitations of Competency and Confidentiality

A lawyer had created a legal brief for a case in the Federal District Court that was filled with fake judicial opinions and legal citations, all generated by ChatGPT (Weiser & Schweber, 2023). The brief cited six nonexistent judicial decisions manufactured by ChatGPT. The lawyer failed to do due diligence to ensure the cases he was citing existed. In the trial, the lawyer claims he believed the chatbot had greater reach than standard databases. This testimony reveals how most people do not understand how the models work and their limitations.

Lawyers using ChatGPT and other bots come with security risks of the tech companies having their data violating confidentiality rules (Sloan, 2023). Law firms specifically have been telling their attorneys to not use large language models on client matters and have even resulted in building internal artificial intelligence models due to the security risk.

Best Practice for Communicators

Even though AI-powered chatbots can craft surprisingly in-depth messages, chatbots are not sentient but adept mimics. (Graves, 2023). The chatbot picks up the rhetorical tics and patterns of habits of an author, a group, or scientific studies and findings (Graves, 2023). Picking up on patterns isn't always an advantage and it is not always beneficial to rely on this ability alone.

Relying on AI text can lead to oversimplification or jumping to conclusions without fully understanding the context. Blindly relying on generative AI to provide services to clients will not pass muster (Sloan, 2023). Communicators dealing with confidential data should also be wary of sharing information with artificial intelligence platforms as AI companies use that data to train their bots.

Communicators dealing with confidential data should also be wary of sharing information with artificial intelligence platforms as AI companies use that data to train their bots.

© 2023 North Star Communications Consulting

Limitations

Generative text AI can't replace human empathy, or guarantee accuracy.

A mass shooting at Michigan State University occurred on February 13, 2023, resulting in three dead and five injured. This tragedy sent shock waves to universities nationwide prompting responses from officials. Administrators at Vanderbilt's Peabody College of Education and Human Development sent a consoling email to students — crafted by ChatGPT (McDuffie, 2023). In small print at the bottom of the email, a message specified it was paraphrased from "OpenAI's ChatGPT AI language model, personal communication" (McDuffie, 2023).

Students found the letter "disgusting" (McDuffie, 2023). The condolence memo barely mentioned Vanderbilt University or specific colloquialisms related to the university (Perrotta, 2023). ChatGPT produced factual errors as well referencing multiple recent Michigan State shootings when there was only one (McDuffie, 2023).

Best Practice for Communicators

ChatGPT can provide information and generate responses, but a major limitation of AI is a lack of empathy and understanding of the consumer (Patel, 2023b). The human interaction and emotional intelligence of face-to-face communication can't be replaced with a chatbot

(Abrahams, 2023). Information is not communication and ChatGPT fails to create meaningful connections with the audience (Goodman, 2023). Evoking empathy and connection is especially important in times of crisis. Bots fail to mimic the voice of leadership (Goodman, 2023).

Leadership writing messages to their employees needs to use lingo specific to their communities. The voice of a leader or a brand is hard to replicate, and audiences can easily detect the difference.

© 2023 North Star Communications Consulting

Limitations

Security risks involved with using AI.

Companies and employees are all scrambling to determine the rules and regulations around using ChatGPT for work (Siu, 2023). Microsoft even cautioned against sharing sensitive data in case it's used for future AI training models. When using AI to draft memos, it's critical communicators think critically about the information it shares with the chatbots.

Employees should be on the lookout for phishing emails. ChatGPT and other power chatbots have been able to create emails that read very effectively and can customize attack vectors to organizations (Cambridge Publications, 2023).

When using AI to draft memos, it's critical communicators think critically about the information it shares with the chatbots.

David Reber, NVIDIA's Chief Security Officer and Head of Product Security, emphasizes the need to run software effectively while safeguarding consumer data insights (Cambridge Publications, 2023). To ensure security, Reber suggests taking a creative approach and considering the entire data supply chain, including data movement within and outside the organization. Trustworthy AI requires handling massive data sets in the petabyte range, which traditional security tools struggle to manage. Reber highlights the importance of security teams understanding developers' perspectives and being able to write code to support them (Cambridge Publications, 2023). Building trust in AI security programs involves evaluating the data, algorithms, infrastructure, and sources used for training models, as well as ensuring continuous updates and secure delivery to customers.

Best Practice for Communicators

When dealing with large organizations that encompass tens of thousands or even hundreds of thousands of individuals, the impact of a single individual or a poor technological decision cannot be underestimated. It only takes one occurrence to have significant consequences. As we venture further into the realm of AI, it is imperative to establish a well-defined strategy for protecting data. This strategy will serve as a guiding framework to navigate the evolving landscape and ensure the security and integrity of AI-driven processes.

© 2023 North Star Communications Consulting

Sentiment in the Workplace toward AI

Most Americans believe that AI will have a significant impact on workers in general over the next 20 years, but only 28% said that it would have a major impact on them personally (Nadeem, 2023). Workers are still rightfully worried about their jobs with experts predicting AI will replace 800 million jobs in the next 13 years (Semykoz, 2023). ChatGPT and other platforms will probably eliminate some roles while creating new jobs. That's already started to happen as companies are hiring workers to test and sell the most effective chatbot queries (Jackson, 2023).

Beyond job security, people are uncertain of AI being used in hiring and assessing workers. Most Americans express unease or uncertainty about the use of AI by employers to monitor workers by tracking workers' movements, keeping track of desk time, and recording computer use (Nadeem, 2023). There are also concerns about using AI to evaluate job performance and record work activities. Most Americans oppose or are unsure about AI being used to evaluate workers for promotions or firings. There is limited familiarity with AI being used in the workplace for monitoring, and workers showed concern regarding feeling inappropriately watched, misuse of collected information, and biased decision-making (Nadeem, 2023).

Best Practice for Communicators

When communicating about AI in the workplace, it is crucial to address and alleviate concerns related to its implementation. It's not guaranteed that the adoption of AI will have an adverse impact on employees. Adopting the technology may increase productivity and create new value opportunities (Semykoz, 2023). Communicating the organization's strategy for implementing AI and how it can support the overall well-being of employees is key to getting everyone on board with adoption of the new technology.

© 2023 North Star Communications Consulting

Limitations

Concerns mount over bias and ethical implications of AI, highlighted by ACLU and industry experts.

AI's impact on society raises concerns regarding bias and widening inequalities. The ACLU expresses worry about how AI and technology can exacerbate racial and other inequities, as bias is often inherent in AI outcomes and the training process (Akselrod, 2021). Amazon even shelved an AI-powered recruiting engine due to its bias against selecting women applicants (IBM, 2021). Amazon isn't the only company battling the algorithm issues. Google engineer Timnit Gebru was removed from Google for discussing the potential for AI to perpetuate social injustices (Simonite, 2021).

Companies interested in implementing AI must establish systems to mitigate bias. The issue of value misalignment arises when AI fails to comprehend its intended purpose, leading to questions regarding responsibility and accountability for the algorithm. It is crucial to ensure that AI performs its designated tasks correctly and can provide explanations for its actions.

Accuracy and bias issues are amplified by AI tools like ChatGPT, which are vulnerable to embedded biases in the data used for training (Guaglione, 2023). Companies interested in implementing AI must establish systems to mitigate bias. The issue of value misalignment arises when AI fails to comprehend its intended purpose, leading to questions regarding responsibility and accountability for the algorithm. It is crucial to ensure that AI performs its designated tasks correctly and can provide explanations for its actions.

Racial bias is a major issue in performance reviews with some 74% of U.S. adults saying bias and unfair treatment based on workers' race or ethnicity is a problem in performance evaluations (Nadeem, 2023). Across racial and ethnic groups, AI is predicted to benefit the evaluation process rather than be a detriment to it. Of those who think bias is an issue, around 46% believe AI would help evaluations (Nadeem, 2023). Compared to other racial or ethnic groups, Black adults — who say racial and ethnic bias is a problem in evaluations — are more inclined to believe that AI would have a negative impact and will make things worse (Nadeem, 2023).

In the healthcare field, ethical concerns arise with the use of AI technology. Koko, a digital mental health company, faced criticism for utilizing GPT-3 technology without informing users and employing a "co-pilot" approach with human supervision (Biron, 2023). Lack of context is another issue, as ChatGPT may not comprehend the nuances of workplace situations (Davies, J., 2023). Additionally, the lack of transparency in how ChatGPT generates

© 2023 North Star Communications Consulting

responses raises concerns for decision-makers. OpenAI CEO Sam Altman has cautioned against excessive hype surrounding ChatGPT. He fears regulatory backlash and inflated expectations, leading him to downplay its current capabilities and discourage boasting about its success among employees (Roose, 2023).

Best Practice for Communicators

Regurgitating patterns from AI can be misleading and lead to bias. It's best practice to balance AI usage with critical thinking and a willingness to gather more context before drawing conclusions. What sets the bots apart is their ability to understand words in context and display encyclopedic knowledge (Sundar, 2023b). The chatbot picks up the rhetorical tics and patterns of habits of an author, a group, or scientific studies and findings (Graves, 2023).

The ethics of using the platform: the evolution of AI from groundbreaking to doomsday

More than 1,000 leaders and researchers in tech signed a letter calling for a pause on AI citing 'profound risks to society' (Metz & Schmidt, 2023). Leaders who signed this letter include former co-founder of OpenAI Elon Musk and co-founder of Apple Steve Wozniak. The letter requests a pause to develop time to introduce shared safety protocols for AI. After creating powerful AI systems, the letter calls for a long 'AI summer' to reap the rewards of this new tech and pause further developments without exploring the implications. Experts are worried that these systems could be misused to spread disinformation, and some are worried that A.I could eventually destroy humanity (Metz & Schmidt, 2023).

Experts are worried that these systems could be misused to spread disinformation, and some are worried that A.I could eventually destroy humanity.

Destroying humanity claims seem extreme, but Dr. Geoffrey Hinton, dubbed the godfather of AI, left Google due to concerns over the tool causing serious harm. Hinton created the technology that became the intellectual foundation for AI systems but says he now regrets

© 2023 North Star Communications Consulting

Limitations

his life's work. He says the best hope is for the world's leading scientists to collaborate on controlling the technology.

While the future of AI remains uncertain, the ethics surrounding the technology need to be taken into consideration when promoting the use of chatbots within an organization. Jobs are already at risk due to the technology, and it can be used to spread misinformation. Promoting employees to use the technology or integrating it in different ways could have ethical consequences.

Best Practice for Communicators

Communicators should look to promote AI ethics in their work. Examples of issues with AI ethics are data responsibility and privacy, fairness, inclusion, moral agency, value alignment, accountability, transparency, trust, and technology misuse (IBM, 2020). AI ethics need to be embedded into existing corporate mechanisms including business guidelines, value statements, employee training and creating ethics advisory boards (IBM, 2020). From the C-suite down to the operational level, everyone needs to be on board for what best practice looks like for the organization (IBM, 2020).

© 2023 North Star Communications Consulting

Action Summary

Key finding

The implementation of AI, and specifically the use of AI-powered chatbots like ChatGPT in internal communications has the potential to revolutionize employee communication strategies, improve productivity, and enhance overall business performance. By automating repetitive tasks, providing personalized content, and facilitating cross-functional conversations, AI can significantly increase productivity and save time for communicators.

Implications

The findings in this report suggest that AI has the potential to revolutionize employee communications by streamlining workflows, enhancing engagement, and improving overall business performance. The research confirms that AI can increase productivity by automating repetitive tasks, improving data analysis speed and accuracy, and providing personalized content.

Recommendation/Action Steps

- Assess business opportunities and challenges with using artificial intelligence.
- Build a roadmap with a long-term strategy in mind.
- Keep ethics at the center of every aspect of AI practices.

To use AI most effectively in employee communications, it is crucial to align AI capabilities with specific communication goals, ensure data privacy and security and regularly evaluate and fine-tune AI systems based on feedback and evolving needs. Providing proper training and support to employees in using AI-powered tools can maximize their adoption and benefits.

Find popular AI tools on the market on the following pages.

© 2023 North Star Communications Consulting

Artificial Intelligence Language Models

	CAPABILITIES	BENEFITS	DRAWBACKS	COST
ChatGPT	Mimic humanlike conversations, write essays, perform complex tasks, generate original content, assist in writing, brainstorming, and copyediting	Can generate realistic and engaging conversations, can answer questions in a comprehensive and informative way	Can be slow to respond, can sometimes generate inaccurate or misleading information	Free to use, paid plans available with price per tokens
Google Bard	Natural language understanding, question answering, code generation, creative writing	Can generate high-quality text content, can answer questions in a comprehensive and informative way, can generate code	Still under development, so can sometimes make mistakes	Free to use
Claude LLM	Natural language understanding, question answering, summarization, translation	Can generate accurate and informative summaries, can translate languages fluently	Can be slow to respond, can sometimes generate biased or inaccurate information	Free to use, paid plans available with price per tokens
Jasper	Natural language understanding, brand voice adaption, question answering, summarization, writing	Can generate high-quality text content, can answer questions in a comprehensive and informative way, can summarize information	Can be expensive, not as versatile as some other bots	Paid individual plans start at $39/month, business plans available
Bing Chat	Natural language understanding, question answering, search	Can answer questions in a comprehensive and informative way, can search the web for information	Can be slow to respond, not as versatile as some other bots	Free to use

© 2023 North Star Communications Consulting

Other Generative AI Models for Professional Use

	INDUSTRY	CAPABILITIES
Adobe Firefly	Creative, professional services	A creative AI platform that helps users generate ideas and content.
DALL-E 2	Creative, free to use	Can generate high-quality text content, can answer questions in a comprehensive and informative way, can generate code
Midjourney	Creative, free to use	A generative AI platform that helps users create realistic images, 3D models, and more.
BloombergG PT	Finance, professional services	A large language model with 50 billion parameters specifically trained on a wide range of financial data
Bedrock	Finance, professional services	Machine-learned risk assessment and advanced SEC filing navigation for better investing.
Salesforce Einstein GPT	Sales and marketing, public and private use	Creates personalized content across every Salesforce cloud with generative AI.
Retrain.ai	Internal communications, professional services	Hiring and employee retention tool.
Soundbite.ai	Internal communications, professional services	Create audio and video content, like TikTok for enterprise.
Eightfold.ai	Internal communications, professional services	Helps businesses hire the best talent.

© 2023 North Star Communications Consulting

Other Generative AI Models for Professional Use

	INDUSTRY	CAPABILITIES
HR Signal	Internal communications, professional services	Helps businesses track and analyze employee performance.
Grammarly Go	Editing tool, public and private use	Analyze writing, identify grammar, spelling, and punctuation errors, suggest revisions and improvements.
Tome	Presentation tool, public and private services	Create presentations, provide storytelling assistance, generate complete outlines and text.
Microsoft 365 Copilot	Internal communications, professional services	Provide real-time chat assistance, schedule meetings, set reminders, answer FAQs.
Slack GPT	Internal communications, professional services	Ability to send automated notifications, facilitate team communication, manage tasks and reminders.

© 2023 North Star Communications Consulting

Conclusion

Companies that are early adopters of AI in employee communications will be well-positioned to reap the benefits of this technology. Using and successfully integrating AI solutions requires communicators to think critically and creatively about what opportunities are right for the technology. Centering on the employee value proposition and employee experience can help communicators differentiate what opportunities are right for AI to be used. Road mapping and devising an employee communications plan now is key as AI will continue to evolve with more decisions to make about what tools to incorporate.

Suggested Readings

- AI in Hiring and Evaluating Workers: What Americans Think. Pew Research Center.
- Rethinking your approach to AI. IBM.
- The New Frontier: Initial Implications of Generative AI for Corporate Communication. CRA.
- Stanford University's Artificial Intelligence Index Report 2023

© 2023 North Star Communications Consulting

References

Abrahams, M. (2023, February 8). *Quick Thinks: AI Has Entered the Chat — a "Conversation" with ChatGPT.* Stanford Graduate School of Business. https://www.gsb.stanford.edu/insights/quick-thinks-ai-has-entered-chat-conversation-chatgpt

Agarwal, S. (2023, March 6). A new email tool proves the AI revolution has already arrived. Business Insider. https://www.businessinsider.com/ai-email-inbox-revolution-chatgpt-google-openai-shortwave-productivity-tools-2023-3?utm_source=Sailthru&utm_medium=email&utm_campaign=10%20Things%20in%20Tech%2C%20March%207%2C%202023&utm_term=10%20THINGS%20IN%20TECH%20SEND%20LIST

Akselrod, O. (2021, July 13). *How Artificial Intelligence Can Deepen Racial and Economic Inequities | News & Commentary.* American Civil Liberties Union. https://www.aclu.org/news/privacy-technology/how-artificial-intelligence-can-deepen-racial-and-economic-inequities

Amditis, J. (2023, May 17). How Generative AI Can Help Local Newsrooms. https://www.montclair.edu/newscenter/2023/05/17/how-generative-ai-can-help-local-newsrooms/

Ayers JW, Poliak A, Dredze M, et al. Comparing Physician and Artificial Intelligence Chatbot Responses to Patient Questions Posted to a Public Social Media Forum. JAMA Intern Med. 2023 Apr 28. doi:10.1001/jamainternmed.2023.1838.

Baffa, J., Coyne, M., Du, A., Holland, S., LeWitt, R., & Nelson, A. (2023). The New Frontier: Initial Implications of Generative AI for Corporate Communication. In CRA | Admired Leadership. CRA Admired Leadership.

Beauchene, V., Bedard, J., Jefson, J., & Vaduganathan, N. (2023). How to Attract, Develop, and Retain AI Talent. BCG Global. https://www.bcg.com/publications/2023/how-to-attract-develop-retain-ai-talent

Biron, B. (2023, January 7). *Online mental health company uses ChatGPT to help respond to users in experiments — raising ethical concerns around healthcare and AI technology*. Business Insider. https://www.businessinsider.com/company-using-chatgpt-mental-health-support-ethical-issues-2023-1

Boathouse. (2023, February 28). Indie Agency Boathouse Taps AI For Data-Driven Brand Monitoring | Boathouse. Boathouse. https://www.boathouseinc.com/insights/indie-agency-boathouse-taps-ai-for-data-driven-brand-monitoring

Brue, M. (2023, May 19). Zoom Aims To Supercharge Productivity With Claude LLM And A Federated Approach To AI. Forbes. https://www.forbes.com/sites/moorinsights/2023/05/19/zoom-aims-to-supercharge-productivity-with-claude-llm-and-a-f ederated-approach-to-ai/?sh=5539ea543c99

Bryndin, E. (2019). Practical Development of Creative Life-Saving Artificial Intelligence. *Communications*. https://doi.org/10.11648/j.com.20190702.11

Brynjolfsson, E., Li, D., & Raymond, L. (2023). *Generative AI at Work*. https://doi.org/10.3386/w31161

Carufel, R. (2023). As generative AI ignites a new business era, new PR research issues an urgent CTA: AI readiness is critical to the future of communications. Agility PR Solutions. https://www.agilitypr.com/pr-news/public-relations/as-generative-ai-ignites-a-new-business-era-new-pr-research-issue s-an-urgent-cta-ai-readiness-is-critical-to-the-future-of-communications/

Cambridge Publications, Inc. (2023, May 3). Cybersecurity Strategy and AI in 2023 | CXOTalk. CXOTalk. https://www.cxotalk.com/episode/cybersecurity-strategy-2023

© 2023 North Star Communications Consulting

Chowdhury, H. (2023, January 12). *ChatGPT and generative AI look like tech's next boom. They could be the next bubble.* Business Insider. https://www.businessinsider.com/chatgtp-and-generative-ai-could-form-techs-next-big-bubble-2023-1

Constantz, J. (2023, April 24). Generative AI Boosts Worker Productivity 14% in First Real-World Study. Bloomberg.com. https://www.bloomberg.com/news/articles/2023-04-24/generative-ai-boosts-worker-productivity-14-new-study-finds?leadSource=uverify%20wall

Cook, J. (2023, June 15). Train ChatGPT To Write Like You In 5 Easy Steps. Forbes. https://www.forbes.com/sites/jodiecook/2023/06/15/train-chatgpt-to-write-like-you-in-5-easy-steps/?sh=1fcd614f530f

Crenshaw, D. (2023, January 11). For PR, Is ChatGPT An Asset Or Threat? Crenshaw Communications. https://crenshawcomm.com/blogs/for-pr-is-chatgpt-an-asset-or-threat/

Dans, E. (2019, February 6). Meet Bertie, *Heliograf And Cyborg, The New Journalists On The Block*. Forbes. https://www.forbes.com/sites/enriquedans/2019/02/06/meet-bertie-heliograf-and-cyborg-the-new-journalists-on-the-block/?sh=46bf9111138d

David, E. (2023, January 10). *ChatGPT is coming for classrooms, hospitals, marketing departments, and everything else as the next great startup boom emerges.* Business Insider. https://www.businessinsider.com/chatgpt-startup-boom-funding-generative-ai-trend-jasper-runway-2023-1

Davies, A. (2023, February 7). Does AI generated imagery belong in employee communications? Employee Benefit News. https://www.benefitnews.com/opinion/does-ai-generated-imagery-belong-in-employee-communications

Davies, J. (2023, February 1). Lewis Silkin - Generative AI in the workplace: time for a cyber-supervisor? Lewis Silkin. https://www.lewissilkin.com/en/insights/generative-ai-in-the-workplace-time-for-a-cyber-supervisor

Eliaçık, E. (2023, February 2). *What Is Tome AI: Powerpoint Presentation Slides In Seconds - Dataconomy. Dataconomy*. https://dataconomy.com/2023/01/what-is-tome-ai-how-to-presentation-slides/#:~:text=Generative%20storytelling%20in %20Tome%20allows,3%20and%20AI%2Dgenerated%20graphics.

European Commission. (2022, November 28). *The Artificial Intelligence Act.* The Artificial Intelligence Act. https://artificialintelligenceact.eu/

Fallucchi, F., Coladangelo, M., Giuliano, R., & William De Luca, E. (2020). Predicting Employee Attrition Using Machine Learning Techniques. Computers, 9(4), 86. MDPI AG. Retrieved from http://dx.doi.org/10.3390/computers9040086

Floridi, L., Holweg, M., Taddeo, M., Silva, J. A., Mökander, J., & Wen, Y. (2022). capAI - A Procedure for Conducting Conformity Assessment of AI Systems in Line with the EU Artificial Intelligence Act. *Social Science Research Network*. https://doi.org/10.2139/ssrn.406409

Gartner, & Venkataramani, S. (n.d.). Employee Value Proposition (EVP) Postpandemic Should Focus on the Why. Gartner. https://www.gartner.com/smarterwithgartner/make-way-for-a-more-human-centric-employee-value-proposition

Goodman, S. (2023, February 8). *Some Early Thoughts on ChatGPT for Communicators.* SPI Group, LLC. https://www.spigroup.com/2023/02/08/some-early-thoughts-on-chatgpt-for-communicators/

Graves, C. (2023, February 16). *Generative AI Can Help You Tailor Messaging to Specific Audiences.* Harvard Business Review. https://hbr.org/2023/02/generative-ai-can-help-you-tailor-messaging-to-specific-audiences

Guaglione, S. (2023, February 14). *Publisher editorial teams experiment with ChatGPT, but few use AI tech in their work.* Digiday. https://digiday.com/media/editorial-teams-experiment-with-chatgpt-but-few-use-the-ai-technology-in-their-work/

Hess, A. (2023). Can AI predict if you're going to quit? Probably. But so can humans. Fast Company. https://www.fastcompany.com/90862064/can-ai-predict-if-you-are-going-to-quit-probably-but-so-can-humans

Horowitz, J. (2023, January 24). ChatGPT isn't coming. It's here. cnn.com. https://www.cnn.com/2023/01/19/tech/chatgpt-future-davos/index.html

Hu, K. (2023, February 2). ChatGPT sets record for fastest-growing user base - analyst note. Reuters. https://www.reuters.com/technology/chatgpt-sets-record-fastest-growing-user-base-analyst-note-2023-02-01/IBM. (2020). Advancing AI ethics beyond compliance.

IBM. https://www.ibm.com/thought-leadership/institute-business-value/report/ai-ethics

IBM. (2021). Rethinking your approach to AI. IBM, 2JWOA4GB-USEN-00. https://www.ibm.com/downloads/cas/2JWOA4GB

IBM. (2022). How to use predictive analytics in advertising. www.ibm.com. https://www.ibm.com/watson-advertising/thought-leadership/how-to-use-predictive-analytics-in-advertising

Jackson, L. (2023, March 2). How AI Can Help. The New York Times. https://www.nytimes.com/2023/03/02/briefing/chatgpt-ai.html

Jasper. (2023, June 6). Jasper Brand Voice. Jasper Help Center. https://help.jasper.ai/article/507-jasper-brand-voice

Lazar, W. S. (2023, April 25). Watched while working: Use of monitoring and AI in the workplace increases. Reuters. https://www.reuters.com/legal/legalindustry/watched-while-working-use-monitoring-ai-workplace-increases-2023-04-2 5/

Kaput, M. (2022, July 27). AI for Analytics: What You Need to Know. Marketing Artificial Intelligence Institute. https://www.marketingaiinstitute.com/blog/ai-for-predictive-analytics

Li, D. (2023, May 19). Grammarly wants to expand its AI from the classroom into the office. Financialpost. https://financialpost.com/fp-work/grammarly-expand-ai-office

Marr, B. (2022, December 21). *ChatGPT: Everything You Really Need To Know (In Simple Terms).* Forbes. https://www.forbes.com/sites/bernardmarr/2022/12/21/chatgpt-everything-you-really-need-to-know-in-simple-terms/?s h=338a7defcbca

McAuliffe, Z. (2023, May 1). Grammarly's New AI Tool Is Available in Beta Now. CNET. https://www.cnet.com/tech/services-and-software/grammarlys-new-ai-tool-is-available-in-beta-now/

McDuffie, W. (2023, February 22). *Vanderbilt University apologizes after using ChatGPT to console students.* ABC13 Houston. https://abc13.com/vanderbilt-university-chatgpt-openai-chat-gpt/12859921/

McKinsey & Company. (2022, December 20). Generative AI is here: How tools like ChatGPT could change your business. https://www.mckinsey.com/capabilities/quantumblack/our-insights/generative-ai-is-here-how-tools-like-chatgpt-could-c hange-your-business

Meta. (2023, May 11). Introducing the AI Sandbox for advertisers and expanding our Meta Advantage suite. https://www.facebook.com/business/news/introducing-ai-sandbox-and-expanding-meta-advantage-suite

© 2023 North Star Communications Consulting

Metz, C., & Schmidt, G. (2023, March 29). Elon Musk and Others Call for Pause on AI, Citing 'Risks to Society.' The New York Times. https://www.nytimes.com/2023/03/29/technology/ai-artificial-intelligence-musk-risks.html

Moses, L. (2017, September 17). *The Washington Post's robot reporter has published 850 articles in the past year.* Digiday. https://digiday.com/media/washington-posts-robot-reporter-published-500-articles-last-year/

Mozes, A. (2023, April 28). ChatGPT Rated as Better Than Real Doctors for Empathy, Advice. US News & World https://www.usnews.com/news/health-news/articles/2023-04-28/patients-rated-chatgpt-better-than-real-doctors-for-em pathy-advice

Nadeem, R. (2023, April 25). AI in Hiring and Evaluating Workers: What Americans Think | Pew Research Center. Pew Research Center: Internet, Science & Tech. https://www.pewresearch.org/internet/2023/04/20/ai-in-hiring-and-evaluating-workers-what-americans-think/?utm_sour ce=substack&utm_medium=email

Nieto-Rodriguez, A. (2023, February 8). How AI Will Transform Project Management. Harvard Business Review. https://hbr.org/2023/02/how-ai-will-transform-project-management

Patel, P. (2023a, February 17). *ChatGPT Uses -The Ultimate List of 101 Uses.* Paresh M Patel. https://www.pareshmpatel.com/the-ultimate-list-of-101-chat-gpt-uses/

Patel, P. (2023b, February 17). *Pros and Cons of using (Chat)GPT.* Paresh M Patel. https://www.pareshmpatel.com/pros-and-cons-of-using-chat-gpt/

Perrotta, R. (2023, February 17). Peabody EDI Office responds to MSU shooting with email written using ChatGPT. The Vanderbilt Hustler. https://vanderbilthustler.com/2023/02/17/peabody-edi-office-responds-to-msu-shooting-with-email-written-using-chatg pt/

Ratanjee, B. V. (2023, March 30). Develop Your Leaders for an AI-Driven Future. Gallup.com. https://www.gallup.com/workplace/267410/develop-leaders-driven-future.aspx

Roose, K. (2023, February 4). How ChatGPT Kicked Off an A.I. Arms Race. The New York Times. https://www.nytimes.com/2023/02/03/technology/chatgpt-openai-artificial-intelligence.html?campaign_id=9&emc=edit_nn_20230302&instance_id=86649&nl=the-morning®i_id=128090856&segment_id=126660&te=1&user_id=63c4dbfab 718739aabd96c484b5b7b58

Rosenbaum, E. (2019, April 4). IBM artificial intelligence can predict with 95% accuracy which workers are about to quit their jobs. CNBC. https://www.cnbc.com/2019/04/03/ibm-ai-can-predict-with-95-percent-accuracy-which-employees-will-quit.html

Ruderman, J. (2023, February 14). Hotwire builds out data and analytics offerings. PR Week. https://www.prweek.com/article/1813264/hotwire-builds-data-analytics-offerings

Sato, M. (2023, February 14). *BuzzFeed's first AI-generated articles are ad-lib quizzes.* The Verge. https://www.theverge.com/2023/2/14/23599330/buzzfeeds-ai-quizzes-openai-automation-digital-media

Semykoz, B. M. (2023, March 30). Learn How to Cultivate a Culture of Trust in the AI Era. Gallup.com. https://www.gallup.com/workplace/238160/learn-cultivate-culture-trust-era.aspx

Silva, C. (2023, June 8). AI for advertising is having a moment. Mashable. https://mashable.com/article/social-media-ai-ads-by-linkedin-facebook-instagram-google

© 2023 North Star Communications Consulting

Simonite, T. (2021, June 8). *What Really Happened When Google Ousted Timnit Gebru*. WIRED. https://www.wired.com/story/google-timnit-gebru-ai-what-really-happened/

Sloan, K. (2023, May 30). A lawyer used ChatGPT to cite bogus cases. What are the ethics? Reuters. https://www.reuters.com/legal/transactional/lawyer-used-chatgpt-cite-bogus-cases-what-are-ethics-2023-05-30/

Siu, D. N. (2023, February 1). *Microsoft is chill with employees using ChatGPT — just don't share 'sensitive data' with it.* Business Insider. https://www.businessinsider.com/microsoft-tells-employees-not-to-share-sensitive-data-with-chatgpt-2023-1

Sundar, S. (2023a, January 10). *It might be possible to fight a traffic ticket with an AI "robot lawyer" secretly feeding you lines to your AirPods, but it could go off the rails.* Business Insider. https://www.businessinsider.com/donotpay-robot-lawyer-ai-chatgpt-fight-traffic-tickets-legal-risks-2023-1

Sundar, S. (2023b, February 1). *If you still aren't sure what ChatGPT is, this is your guide to the viral chatbot that everyone is talking about.* Business Insider. https://www.businessinsider.com/everything-you-need-to-know-about-chat-gpt-2023-1

Varanasi, L. (2023, February 26). I'm a pastor living in rural Arkansas, and I make up to $3,000 a week with my side hustle using ChatGPT to make pitch decks for startups. Business Insider. https://www.businessinsider.com/arkansas-pastor-makes-pitch-decks-using-chatgpt-side-hustle-2023-2?nr_email_refe rer=1&utm_source=Sailthru&utm_medium=email&utm_content=10_things_tech&utm_campaign=Post%20Blast%20s ai:%20Matthew%20McConaughey%27s%20Salesforce%20gig&utm_term=10%20THINGS%20IN%20TECH%20SEN D%20LIST

Vincent, J. (2022, September 29). *Meta's new text-to-video AI generator is like DALL-E for video.* The Verge. https://www.theverge.com/2022/9/29/23378210/meta-text-to-video-ai-generation-make-a-video-model-dall-e

Vincent, J. (2022b, October 6). *Google demos two new text-to-video AI systems, focusing on quality and length.* The Verge. https://www.theverge.com/2022/10/6/23390607/ai-text-to-video-google-imagen-phenaki-new-research

Vogels, E. (2023, May 24). Majority of Americans have heard of ChatGPT, but few have tried it | Pew Research Center. Pew Research Center. https://www.pewresearch.org/short-reads/2023/05/24/a-majority-of-americans-have-heard-of-chatgpt-but-few-have-trie d-it-themselves/

Weiser, B., & Schweber, N. (2023, June 9). Lawyer Who Used ChatGPT Faces Penalty for Made Up Citations. The New York Times. https://www.nytimes.com/2023/06/08/nyregion/lawyer-chatgpt-sanctions.html

Willens, M. (2019, January 3). Forbes is building more AI tools for its reporters. Digiday. https://digiday.com/media/forbes-built-a-robot-to-pre-write-articles-for-its-contributors/

Yan, J. (2023, February 16). *How PR agencies are using AI.* Ad Age. https://adage.com/article/agency-news/how-pr-agencies-are-using-ai/2473286?utm_source=exchange&utm_medium= email&utm_campaign=t5687390

© 2023 North Star Communications Consulting

Thought leadership in employee communications, engagement and change is what we do.

Let's connect:

info@northstarcomms.com

+1-917-624-9401

www.northstarcomms.com

northstar

COMMUNICATIONS CONSULTING