



Apocalypse Incoming, or Additional Interns?

Making strategic use of AI

John Fitzgerald

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Who am I?



John Fitzgerald
Digital Evolution Manager,
Scottish Council for
Voluntary Organisations

With my team, I help thousands of Scottish charities make sense of technology so they can use it to achieve their missions

scvo.scot/support/digital

SCVO Digital support for charities



scvo

Digital Senior Leaders Programme

Apply now

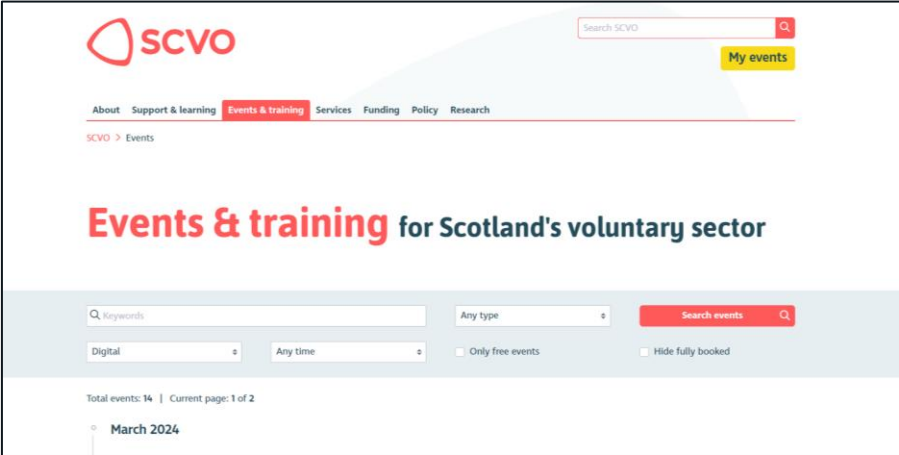
A banner with a dark blue background on the left and a light blue background on the right. It features a large white arrow pointing upwards and to the right, with a yellow arrow pointing upwards and to the right below it. The SCVO logo is in the top left corner.



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Digital Checkup

A banner with a white background on the left and a dark blue background on the right. It features a computer monitor icon with a red checkmark inside a red circle on the screen. The SCVO logo is in the top right corner.



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Search SCVO

My events

About Support & learning **Events & training** Services Funding Policy Research

SCVO > Events

Events & training for Scotland's voluntary sector

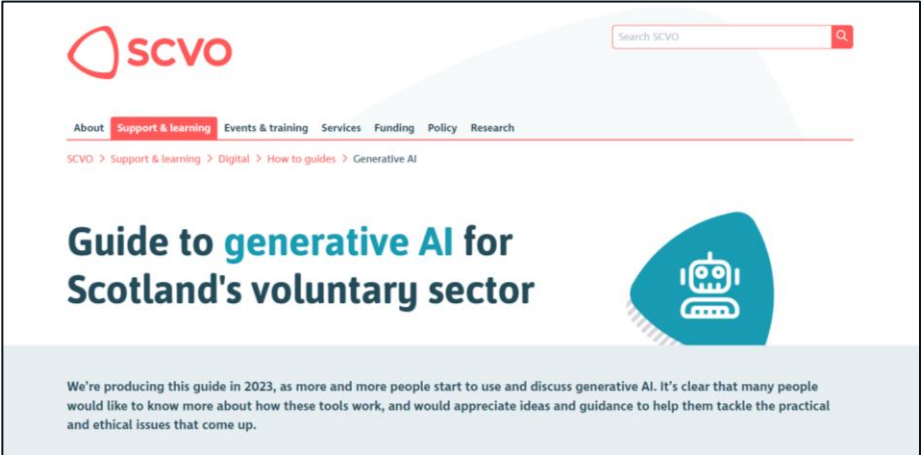
Keywords: Any type Search events

Digital Any time Only free events Hide fully booked

Total events: 14 | Current page: 1 of 2

March 2024

A screenshot of the SCVO website's 'Events & training' page. It shows a search bar, navigation menu, and event filters. The SCVO logo is in the top left corner.



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Search SCVO

About **Support & learning** Events & training Services Funding Policy Research

SCVO > Support & learning > Digital > How to guides > Generative AI

Guide to generative AI for Scotland's voluntary sector

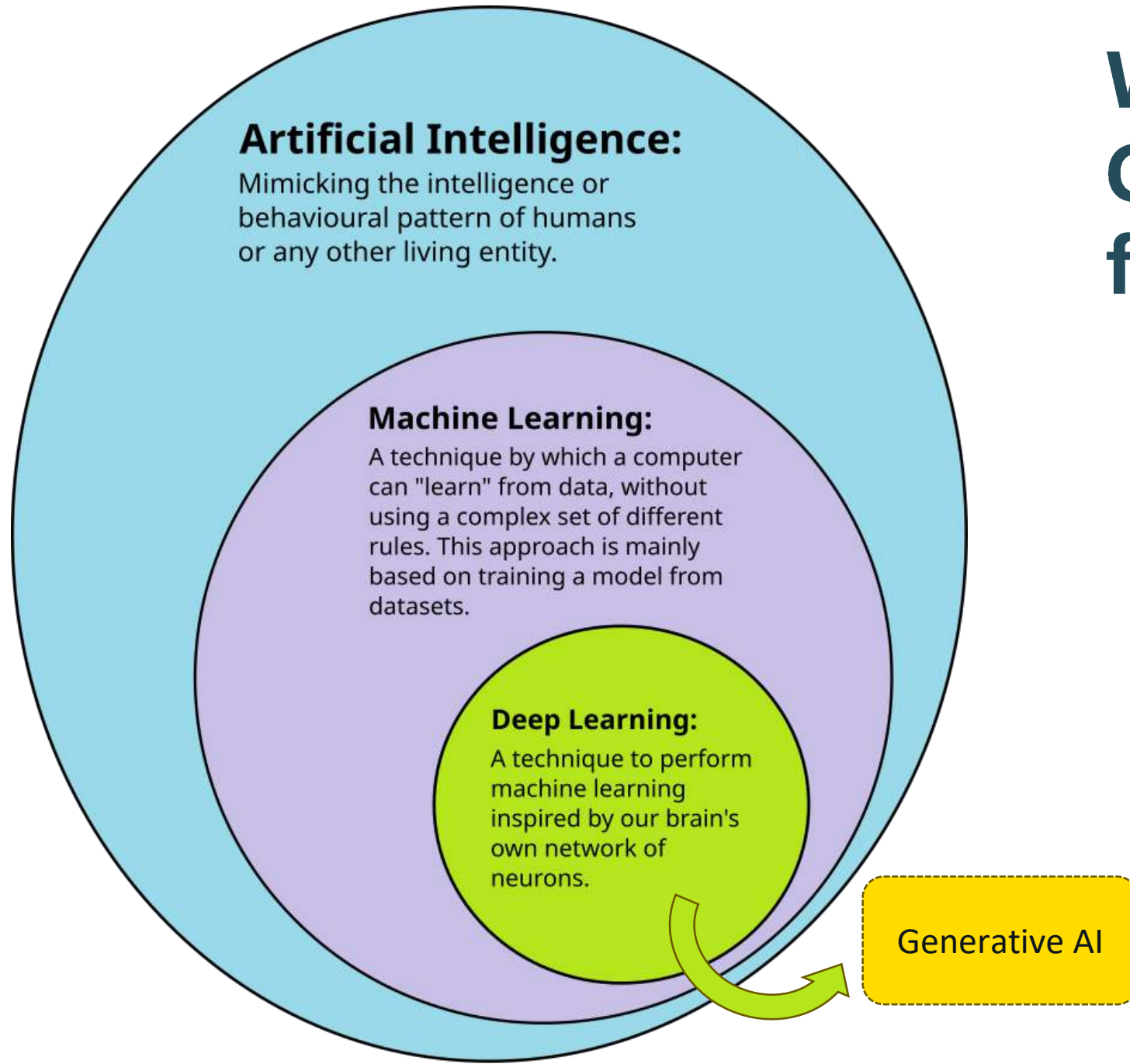
We're producing this guide in 2023, as more and more people start to use and discuss generative AI. It's clear that many people would like to know more about how these tools work, and would appreciate ideas and guidance to help them tackle the practical and ethical issues that come up.

A screenshot of the SCVO website's 'Guide to generative AI' page. It shows a search bar, navigation menu, and a robot icon. The SCVO logo is in the top left corner.

What we'll cover today

- **What is AI?**
- **Hype check!**
- **Big picture ethical questions**
- **Current and real risks**
- **Applying vision and values**
- **Starting to look at the potential**

Where does Generative AI fit into AI?



What can AI and machine learning help with?

Perception and detection

Pattern recognition

Recommender algorithms

Sorting and categorising

Decision support

Risk scoring

Translation

Poll:

Where are you now in your journey with AI?



How to think about AI?

**Instead of ‘Artificial Intelligence’
(invented as a marketing term), how about:**

‘Automation’?

Better AI framing

- Automation
- Additional Interns
- Fancy Data Science
- Computers imitating humans
(to a plausible standard)

**(No-one is an expert in
deploying AI in our sector – yet)**

**...but you could all become
experts, with your professional
expertise and contextual
knowledge**

Big picture ethical issues

Big picture ethical issues

 Energy use & climate impacts

 Bias and discrimination

 Concentrated wealth & power

 Lack of transparency

 Exploitative labour practices

© Copyright and plagiarism

...these are all inherent to Big Tech, and to a large extent, outside our control. We'll focus more on areas you have more agency over



Considerations, risks and ethics of using generative AI

Limitations and pitfalls

To use generative AI tools effectively, you need to understand their limitations. Tools like ChatGPT can quickly produce impressively fluent and plausible-sounding text. But it's crucial to understand that they are doing this by pattern-matching, working out the most probable next line of text after a particular input or prompt.

At this stage, most generative AI tools are **not able to research or reliably check facts** in the real world. So be careful when using these tools to produce factual or informative content. Use your own judgement and knowledge to ensure any final text is factually correct.

Things to think about

[Data protection issues](#)[Bias of data sets](#)[Climate impact](#)[Copyright and low-paid labour](#)[Risk of content quality degrading over time](#)

Support & learning

[> Digital](#)[>> How to guides](#)[>>> Generative AI](#)[>>>> Considerations, risks and ethics of using AI](#)[>>>> Making use of AI](#)[>>>> Ethics, risks and limitations](#)[>>>> AI policies](#)[>>>> Generative AI glossary](#)

What are the current and real risks with AI?

Question in chat:

What risks are you most concerned about?

Key risks to watch for

- Personal or confidential data being leaked
- False or unreliable information
- Hard to spot when responses are wrong
- AI could generate offensive or harmful content
- Little or no ability to audit or review how responses are generated

Vision and values

How might we make use of AI in ways that align with our vision and values?



AI organisational policies



Some of the information on this page is based on a growing list, curated by the Civic AI observatory, and reproduced with their permission.

The Civic AI observatory is a joint initiative of Nesta and Newspeak House. You can find out more and [sign up for their newsletter here](#) [↗](#). If your organisation has a policy one already, or are planning to make one, you can share it with the Civic AI observatory: hello@civicaai.uk

Internal policies for staff use

People in your organisation will already be using AI, so you'll want a policy on employee use. This will be similar to a "use of social media" policy. Individuals and teams across organisations are already actively experimenting with tools such as ChatGPT, and it's imperative to acknowledge this and introduce appropriate structures to steer experimentation in the right direction.

A policy should cover both opportunities and risks. Employees may benefit from training or allocated time to share and explore AI tools together. Depending on your organisation there may also be pressing issues related to security, privacy, reputational risk, or wider ethical concerns. In general, the policies we have seen have been quite balanced, both recognising the possibilities of the technology as well as warning against the dangers.



Here are a selection of examples which may be useful in forming your own policies:

- The [official guidance](#) [↗](#) for how civil servants should use this technology from the UK government
- [A sample policy](#) [↗](#) that considers the ethical guideline for use in campaigning from a smaller organisation

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>>>> [Considerations, risks and ethics of using AI](#)

>>>> [Making use of AI](#)

>>>> [Ethics, risks and limitations](#)

>>>> [AI policies](#)

>>>> [Generative AI glossary](#)

 **Spoiler alert!** 

Your AI strategy on a slide coming up

Your AI strategy cheat sheet

- **Have a policy** – even a sentence like:
‘We encourage our team to try out AI tools safely, as long as we don’t put people, data, or our reputation at risk, and we’re transparent about what we’re doing’
- **Give it a try:** Encourage some hands-on experience, especially with tools you already have
- **Open conversations:** Safe space to learn

**What could
we do with AI?**

Stay focussed on the problems that you actually need to solve.

AI might not be the answer!

Question in chat:

Which ways of using AI have you already seen or heard about?

My quick answer, think:
'minibus full of interns'



A few suggestions

- Transcribing and summarising grantee calls
- Summarising longer form documents
- Retrieving key points from a library of in-depth information
- Sentiment analysis/basic pattern-spotting from semi-structured information
- Drafting communications from outlines

What might people outside your organisation be trying?

People outside your organisation might be:

- Using Generative AI to write funding bids (or job applications)
- Using Generative AI to write funding reports
- Using Generative AI to translate or summarise your content
- Using Generative AI to make fake websites or communications

Some examples in more detail

Remember:

**these might not be useful or appropriate
for you or your organisation**

Example

HelpFirst Citizen's Advice helpline



Quick demo

High level analysis

Quick demo

Summarising a long document

Quick demo

Social media content

Starting to develop your AI roadmap

Where to start?

Key themes and topics

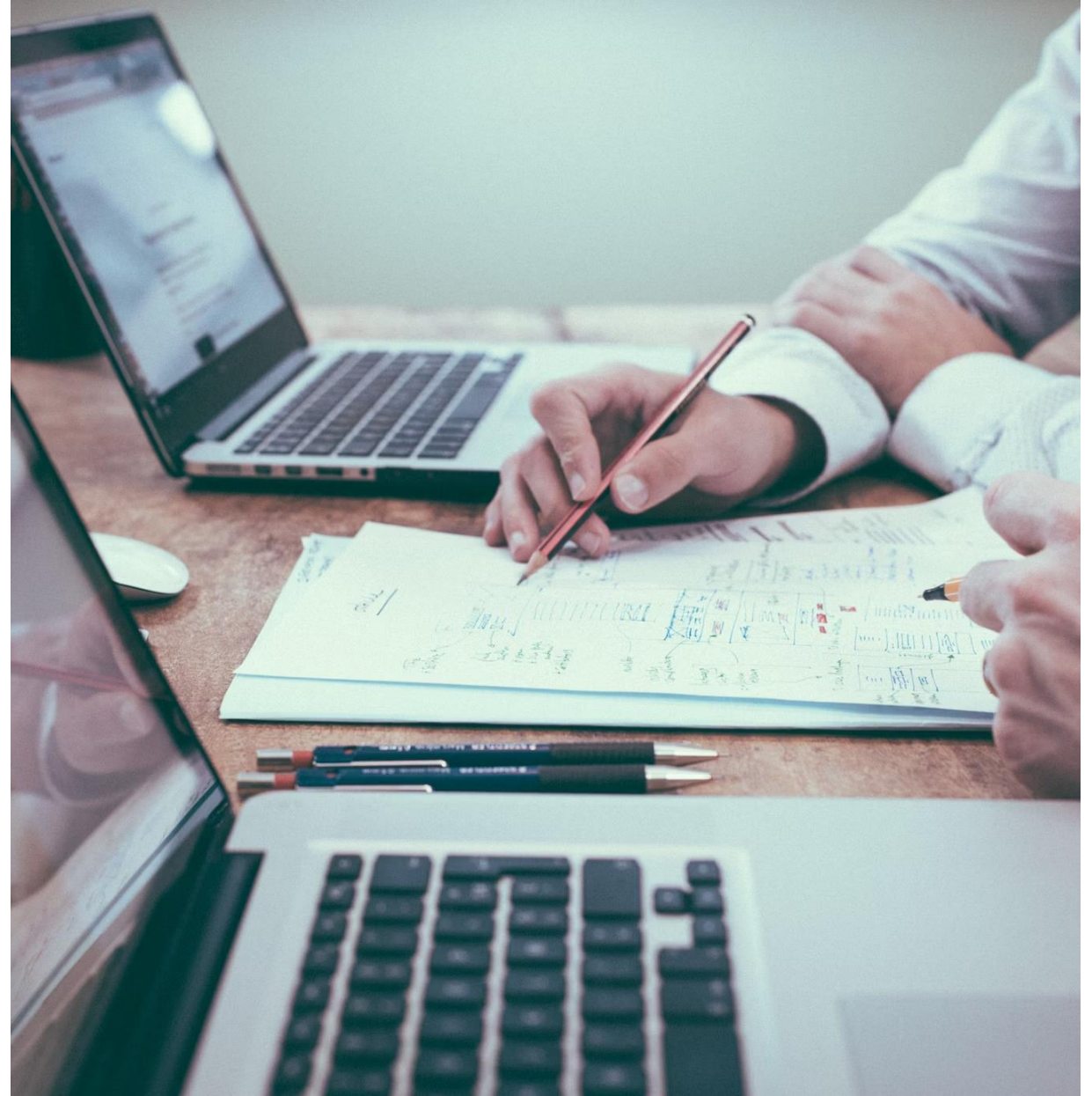


People (Their context and needs)



Safety
(Ethics, risk and
security)

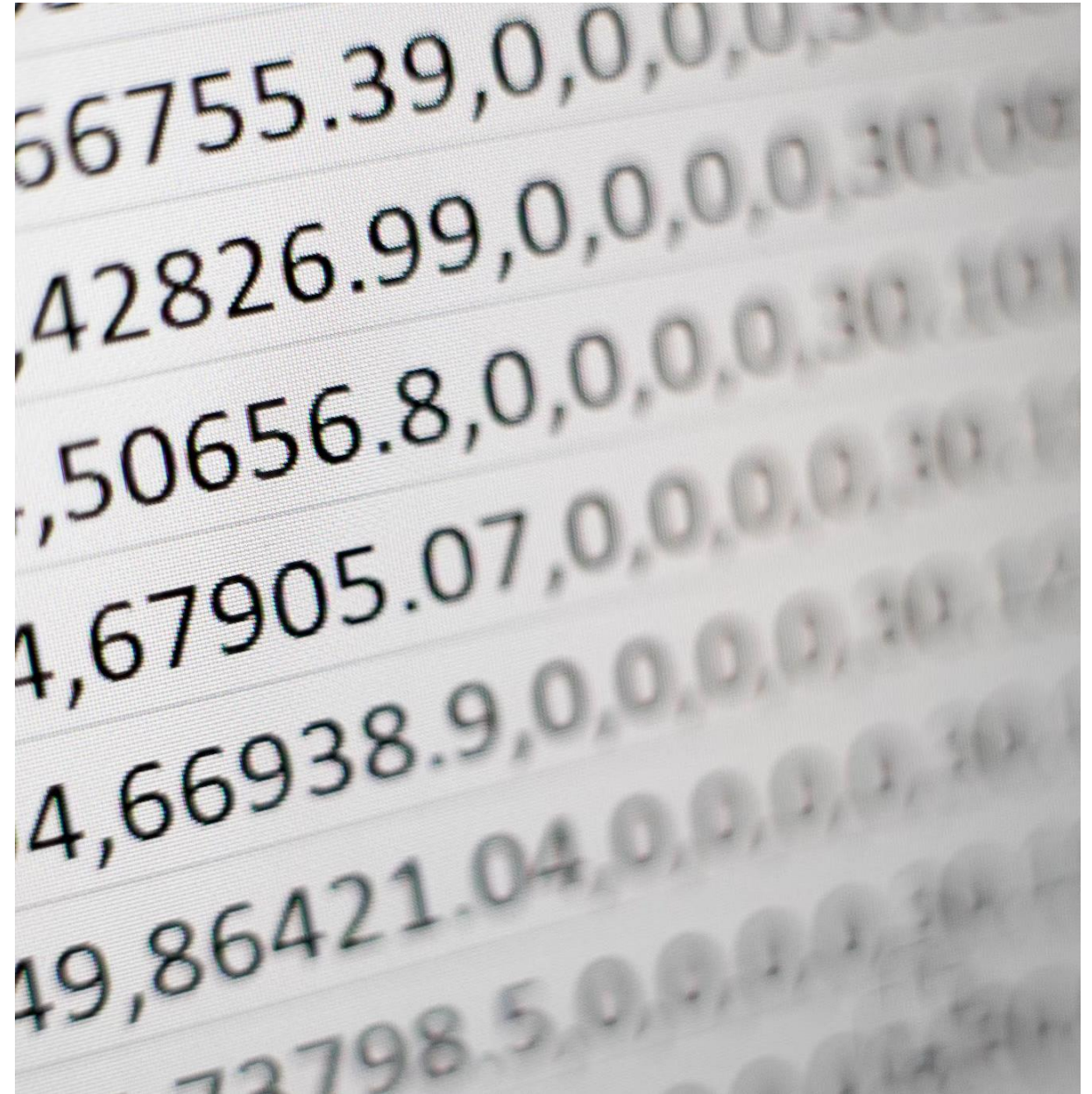
Processes
(Especially
repetitive ones)

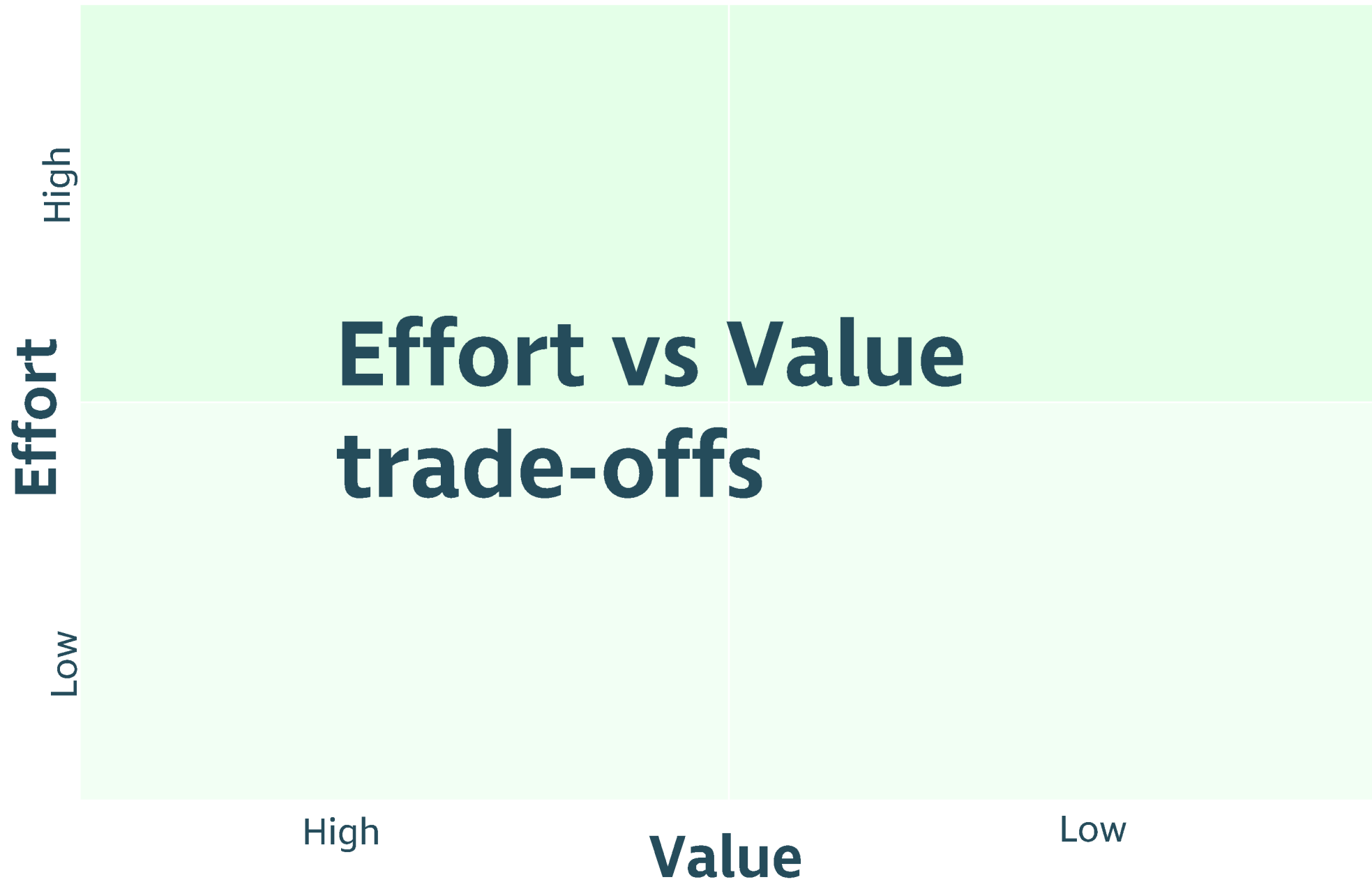


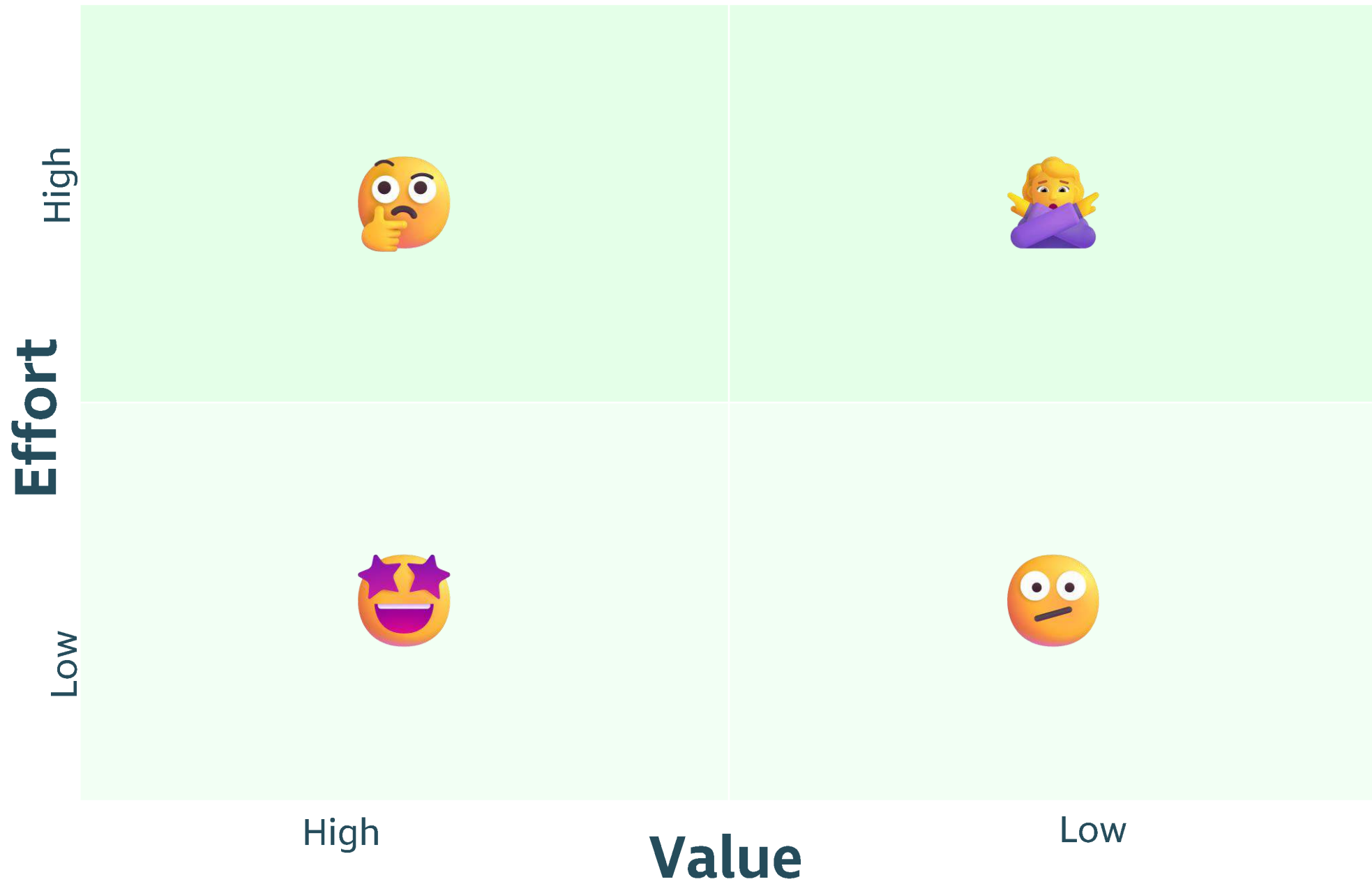


Content
(Including
expert
knowledge –
and how folk
access it)

Data (Structured and unstructured)







Your AI innovation process (might be familiar)

Try some safe experiments

Reflect on what worked (and what didn't)

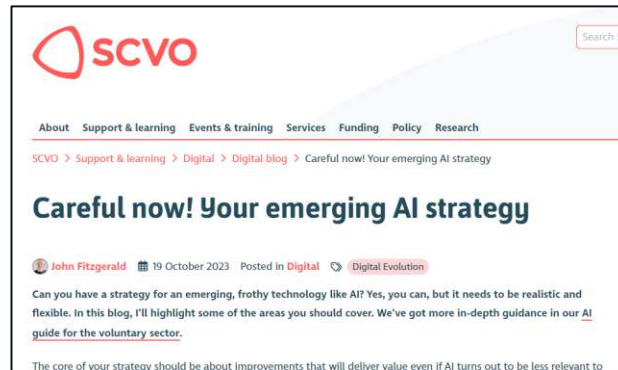
Share what you're learning

Scale up/embed what's worked

Closing thoughts

- AI might not be the answer!
- It's OK to wait – and learn from others
- Conversations across your team are really valuable (not just the techy folk)
- Trust and responsibility are at the core
- Don't ignore data quality (AI is not magic)
- Augment, don't replace

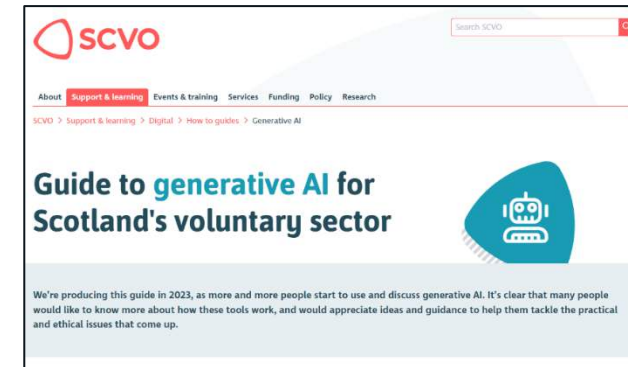
Resources and further reading



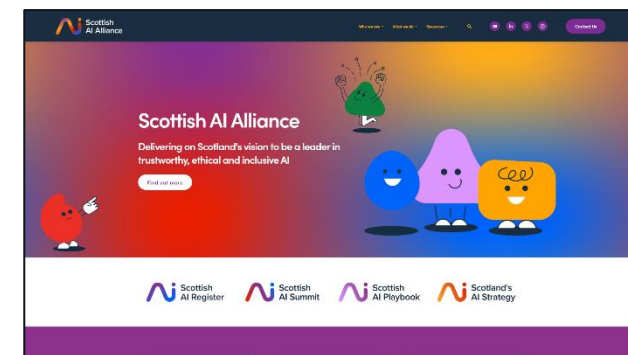
<https://scvo.scot/p/84589/2023/10/19/careful-now-your-emerging-ai-strategy>



<https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/artificial-intelligence/>



<https://scvo.scot/support/digital/guides/ai/making-use-of-ai>



<https://www.scottishai.com/>



Thank you

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