

Using Generative AI at the Royal College of Art

What is Generative AI?

Generative AI is a type of technology that can create new things, like writing, pictures, or music, based on patterns it has learned from lots of examples. Instead of just analyzing or sorting information, it can come up with original content. For example, it can write stories or generate synthetic art. It's used in many areas like entertainment, design, and even science to help create new ideas or solutions. You may have seen articles in the news referencing ChatGPT and DeepSeek.

Using DeepSeek and Generative AI poses risks such as data privacy breaches, biased or inaccurate content, intellectual property violations, and reduced human oversight. Over-reliance on AI can also harm the college's reputation, while security vulnerabilities and ethical concerns require responsible use.

What are recommendations when using Generative AI Tools?

Here are some simple recommendations for using generative AI tools like ChatGPT and DeepSeek in a university setting:

1. **Protect Sensitive Information:** Don't share personal or confidential data with AI tools. Make sure any data you use is anonymized when needed.
2. **Double-Check Results:** Always verify that the content generated by AI is accurate. AI can make mistakes, so it's important to review it before using it.
3. **Use AI as a Helper:** Think of AI as a tool that supports your work, not as a replacement for your own thinking or expertise.
4. **Follow Ethical Guidelines:** Make sure your use of AI aligns with the university's ethical standards, and avoid creating harmful or inappropriate content.
5. **Respect Copyright:** Be mindful of intellectual property rights when using AI to generate content. Make sure you're not violating any copyright laws.
6. **Ensure Security:** Use AI tools on secure networks and protect any data you share with them to avoid potential security risks.
7. **Be Transparent:** Understand how the AI works and be open about using it in your work. Make sure the results are clear and easy to explain.
8. **Minimize Bias:** Be aware that AI can sometimes produce biased results based on its training data. Always aim for fairness in your use of AI.
9. **Watch for Reputation Risks:** Make sure the content generated by AI doesn't harm the university's reputation or go against its values.
10. **Consider Environmental Impact:** Be mindful that training and running large AI models consume significant energy. Where possible, choose AI tools that are more energy-efficient or consider the scale of your usage to minimize your carbon footprint.

By following these recommendations, you can use AI tools effectively and responsibly in the university.