Acceptable Generative AI Use Questionnaire

At Netconcepts, we value the responsible and ethical use of generative artificial intelligence (AI) tools to enhance our content creation process. To ensure that our clients' preferences and requirements are met, we kindly ask you to complete this Acceptable Generative AI Use Questionnaire. Your responses will guide our team in utilizing AI tools effectively while respecting your desired level of AI involvement in your projects.

1. **Research**
   AI tools have made remarkable advancements in efficiently gathering and synthesizing information from vast data sources. However, we believe in leveraging AI's research capabilities as a complement to human expertise and oversight. For example, AI could quickly scan through large datasets to surface relevant facts, statistics, and findings on a given topic, or it could analyze patterns and extract insights from unstructured data sources like news articles and social media. At the same time, we would not rely solely on AI for research without rigorous fact-checking.

   Would you be open to the use of AI tools to conduct research on topics related to your content? Select one.
   - ☐ Yes, the Netconcepts team may exercise their professional discretion and use AI tools to conduct research.
   - ☐ Yes, AI tools may be used for research, but with the following limitations:
     _____
   - ☐ No, AI tools should not be used for research.

2. **Article Ideation**
   AI has shown promising capabilities in generating creative ideas and concepts by analyzing data patterns and making novel associations. We see value in tapping into AI's ideation potential to spark new angles and perspectives for article topics. However, human writers and subject matter experts must remain at the forefront of this process, critically evaluating and refining these AI-generated ideas to ensure they align with your brand voice, messaging, and content goals. For example, AI could propose a unique take on a trending topic or suggest an unconventional way to cover an evergreen subject, which our writers could then mold into a compelling and well-researched article concept.

   Can we use AI tools to generate ideas and concepts for your articles? Select one.
   - ☐ Yes, the Netconcepts team may use AI tools for article ideation without restrictions.
   - ☐ Yes, AI tools may be used for article ideation, but with the following limitations:
     _____
   - ☐ No, AI tools should not be used for article ideation.

3. **Outlining:** AI can assist in creating initial article structures or outlines. These serve as starting points that our writers can then refine and customize to better fit your specific needs and preferences.

   Would you be open to the use of AI tools to create outlines for your articles? Select one.
   - ☐ Yes, the Netconcepts team may use AI tools to create outlines without restrictions.
   - ☐ Yes, AI tools may be used to create outlines, but with the following limitations:
     _____
   - ☐ No, AI tools should not be used to create outlines.

4. **Language Generation**: AI tools can support writers by generating language components, such as sentences, paragraphs, or specific phrases to express ideas or quickly create text that our writers can then refine. Our writers never copy/paste large portions of unchanged AI-generated text into a draft, as this is likely to "read as AI."

   Note on word choice: AI models learn to predict and replicate human language by receiving massive amounts of input. This means that AI uses language that is also frequently used in professional writing. A single word cannot be "written by AI," and the presence of a commonly used word is not an indicator of AI-generated content. Netconcepts writers understand the importance of using clear, situationally appropriate language without becoming robotic or cliche.

   Would you be open to the use of AI tools for generating language components to be incorporated into your content? Select one.

   - ☐ Yes, the Netconcepts team may exercise their professional discretion to use AI tools for the generation of some language components.
   - ☐ Yes, AI tools may be used to generate language components, but with the following limitations:
     _____
   - ☐ No, AI tools should not be used to generate language components.

5. **Image Creation:** AI tools have made significant advances in generating visual content based on text descriptions. These tools can create a wide range of images, including illustrations, infographics, and other visual aids to complement written content, which can be refined by our team.

   Can we use AI tools to generate images for your content? Select one.
   - ☐ Yes, the Netconcepts team may use AI tools to create images without restrictions.
   - ☐ Yes, AI tools may be used to create images, but with the following limitations:
     _____
   - ☐ No, AI tools should not be used to create images.

Some platforms require a disclaimer if generative AI tools were used to create the content or images. If a member of the NetConcepts team believes that a piece of content we have created needs a disclaimer

statement based on the tools used or the platform on which it will be posted, we will incorporate the statement and notify you accordingly.

Additional Requirements or Concerns:
Please provide any additional requirements, limitations, or concerns you may have regarding the use of AI tools in your content creation process.

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Thank you for taking the time to complete the Acceptable AI Use Questionnaire. Your input is valuable to us, and we look forward to collaborating with you on your content creation needs.