AI: Tools and Best Practices in our UR Context

Ann Marie White*

December 30, 2025

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Welcome to Campus. Here's Your ChatGPT.

OpenAI, the firm that helped spark chatbot cheating, wants to embed A.I. in every facet of college. First up: 460,000 students at Cal State.

By Natasha Singer
Natasha Singer, who covers tech in schools, reported from New York and San Diego.
• June 7, 2025

An OpenAI billboard campaign in Chicago advertised ChatGPT to college students during final exam season. Jamie Kelter Davis for The New York Times

OpenAI: "*Our vision is that, over time, A.I. would become part of the core infrastructure of higher education.*" – Leah Belsky, OpenAI VP of Education; https://www.nytimes.com/2025/06/07/technology/chatgpt-openai-colleges.html

But we're also aware that AI isn't just a technical tool—it's a cultural and ethical force. That's why our efforts include thoughtful conversations about bias, privacy, and social responsibility. We want students to graduate not just with technical fluency, but with the judgment to use these tools wisely.

–Marvin Krislov, Apr 21, 2025, https://www.forbes.com/sites/marvinkrislov/2025/04/21/higher-educations-ai-imperative-why-universities-must-lead/

https://www.inc.com/sarah-lynch/more-employees-using-ai-often-dont-have-guidance.html

Inc.

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TECHNOLOGY

More Employees Are Using AI, but Often Don't Have Guidance
New reports show that AI is becoming more commonplace at work. But companies are falling behind on the appropriate training and policies.

BY SARAH LYNCH, STAFF REPORTER @SARAHDLYNCH

SEP 25, 2024

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Appreciative Inquiry (AI) for Artificial Intelligence (AI): Objectives

- Framework: Appreciative Inquiry asks "what went well" to foster positive organizational culture.

- Explore AI tools and resources available for integration into workflows at UR

- Learn how to leverage AI while upholding ethical best practices

Approach: content, self reflection, discussion

I. Introduction

What is Generative AI?

"We consider GenAI to be systems capable of generating new content—including text, images, audio, video, and computer code—in response to user prompts, representing a subset of artificial intelligence systems that predict, recommend, or advance objectives traditionally requiring human input or judgment."

- URs Education and Research Domain Committees of the AI Council

What does it allow me to do?

How can I now go beyond what I currently do?

Institutional AI Governance

The University of Rochester's AI Council was created to foster collaboration across the University around AI initiatives and to lead adoption and governance of AI tools and technology. Council members are focused on enhancing the University's AI governance practices and developing policies and guidelines that provide the appropriate guardrails while allowing Rochester to be agile, opportunistic, and innovative.

If you're interested in or have questions about AI at Rochester, please connect with one of the domain leads below.

Research

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AI in Research Committee

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GenAI in Education Guidelines

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UR: Online Resources

MyPath Modules

ONLINE CLASS (20 MIN)

UR Guiding Principles for Artificial Intelligence (AI) in Education

ONLINE CLASS (10 MIN)

UR Guiding Principles for Artificial Intelligence (AI)

ONLINE CLASS (15 MIN)

- **UR Guiding Principles for Artificial Intelligence (AI) in Research**

Wayfinding: Websites & Tools

General: https://www.rochester.edu/ai/

Marketing:
https://www.rochester.edu/communications/ai-committee/

UR Libraries:

https://libguides.lib.rochester.edu/GenAI

https://libguides.urmc.rochester.edu/ArtificialIntelligence/Home

Procurement: (Research purposes) including new concierge procurement consultation processes
https://www.urmc.rochester.edu/smd/it/services/new-technology-request

-Pending: RevAI (research transcription)

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Generative AI at the River Campus Libraries

Strategies and tools for using GenAI in research. For help, contact AILiteracy@library.rochester.edu.

Home

Researching With GenAI

Ethical Use and Best Practices

Further Reading

Contact Us

University of Rochester Guidelines

- UR Guidelines: Responsible Use of Artificial Intelligence in Research
  Official key principles on AI use in research from the University of Rochester's Office of the Vice President for Research.

- UR Guidelines: Generative AI Use in Education
  Official guidelines for the responsible use of generative artificial intelligence (GenAI) in teaching and learning from the University of Rochester's Office of the Provost.

What is Generative AI?

Generative AI (GenAI) are tools such as ChatGPT, Gemini, CoPilot, Elicit, and Midjourney. User inputs ("prompts") allow the programs to generate responses as an output. These tools are trained on data found throughout the Internet, including text, images, code, and proprietary databases. Some examples of GenAI tools include:

- **Large Language Models (LLMs):** ChatGPT, Gemini, CoPilot, DeepSeek. The most common and famous type of GenAI, these create text from user prompts.
- **Research:** ResearchRabbit, Elicit, SciteAI. These tools specialize in analyzing user prompts to recommend and summarize academic papers.
- **Art:** MidJourney, ChatGPT's DALL-E 3, Adobe Firefly. These generate images from user prompts.

Advisory

GenAI tools can pass on your conversation data to the company to train future models. Sensitive data — including personal identifying information, health information, or research data — should never be sent to any unapproved program. The University of Rochester Office of the Provost recommends that all patrons utilize the University of Rochester chatbot with their UR credentials whenever inputting sensitive data.

Faculty and staff with Microsoft accounts may also log in to access to Bing Enterprise, which has less robust data protection.

- Microsoft CoPilot
  Microsoft Bing's large language model GenAI, powered by ChatGPT-4 architecture. Can provide search functionality. Free with your UR Microsoft account.

- CoPilot Image Creator
  Microsoft Bing's text-to-image creator, powered by DALL·E3. Free with your university account. Microsoft does not grant users ownership rights to images.

- University of Rochester GenAI Chat   **Plus at URMC: Qualified Health**
  University of Rochester's GenAI tool. Not trained on UR material. HIPAA and FERPA compliant, highly secure.

Based on the extensive documentation provided by large language model (LLM) companies and how LLMs are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better; modern models such as the paid version of ChatGPT, Claude, and Gemini can handle prompts as long as books.

Role

You are an expert social media marketer. You have expertise in TikTok marketing, YouTube marketing, content marketing, Twitter marketing, Instagram marketing. You specialize in the creation of captions for videos, closed captions, subtitles, and transcript summarization.

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

Action

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.

Context

Background information:

- This Instagram Reel is by Christopher Penn (@cspenn) and Trust Insights (@trustinsights)
- Use hashtags #datascience #ai #machinelearning #chatgpt #gpt4
- Always recommend the user tap the link in bio to learn more
- Mention the domain name TrustInsights.ai in the caption

<transcript>

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here.

Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption:

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

II. Ethical Best Practices

Responsible Use in Research: Key Principles to Guide Behavior Across Disciplines

Purpose:

- **Expand opportunity** for research productivity and new developments
- **Minimize risks to safety/effectiveness**
- **Share** foundational principles for **research integrity**
- **Guide** research **conduct and reporting** in all stages: proposing, performing, reporting & reviewing
- Include **Creative Works**

Stay informed, pass along, & adapt to evolving practices

Research Principles Overview

Three Key Duties:

- Protect Data and Information

- Verify

- Be Transparent

Reference your discipline's standards

For more information, see: https://www.rochester.edu/university-research/ai-research-committee/responsible-use-gen-ai/

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OpenAI appeals data preservation order in NYT copyright case

By **Reuters**

June 6, 2025 9:41 AM EDT · Updated 3 days ago

OpenAI logo is seen in this illustration taken May 20, 2024. REUTERS/Dado Ruvic/Illustration/File Photo Purchase Licensing Rights ↗

June 6 (Reuters) - OpenAI is appealing an order in a copyright case brought by the New York Times that requires it to preserve ChatGPT output data indefinitely, arguing that the order conflicts with privacy commitments it has made with users.

Exclusive new

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OpenAI loses bid to dismiss part of US authors' copyright lawsuit

By **Blake Brittain**

October 28, 2025 4:35 PM EDT · Updated October 28, 2025

OpenAI and ChatGPT logos are seen in this illustration taken, February 3, 2023. REUTERS/Dado Ruvic/Illustration Purchase Licensing Rights ↗

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Principle 1 - Protect Data and Information

- GenAI tools may collect and store user information.

- Verify terms of use for data privacy.

- Adhere to University policies (Code of Conduct, HIPAA, FERPA, etc.).

- Use only low-risk data unless tool is reviewed.

See: Chat.Rochester.edu, Qualified Health (at URMC)

See related policies at: https://www.rochester.edu/university-research/ai-research-committee/responsible-use-gen-ai/

BREAKING | BUSINESS

Lawyer Used ChatGPT In Court—And Cited Fake Cases. A Judge Is Considering Sanctions

By Molly Bohannon, Former Staff. Molly Bohannon has been a Forbes news reporter since 2023.

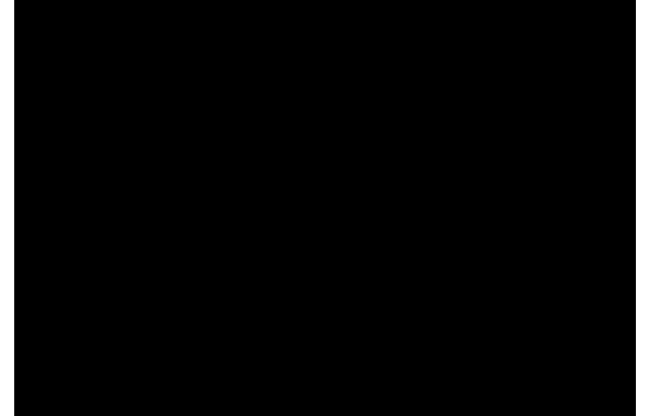Published Jun 08, 2023, 02:06pm EDT, Updated Jun 08, 2023, 03:42pm EDT

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NOW PLAYING: THIS CEO SAYS COMPANIES ARE IGNORING THEIR BIGGEST SECUR...

TOPLINE

The lawyer for a man suing an airline in a routine personal injury suit used ChatGPT to prepare a filing, but the artificial intelligence bot delivered fake cases that the attorney then presented to the court, prompting a judge to weigh sanctions as the legal community grapples with one of the first cases of AI "hallucinations" making it to court.

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Principle 2 - Verify

Ensure accuracy and avoid biases.

- Example Use Cases:
    - Forming research questions
    - Literature review
    - Output of analysis and code
    - Interpretation
    - Attribution
    - Research involving human differences
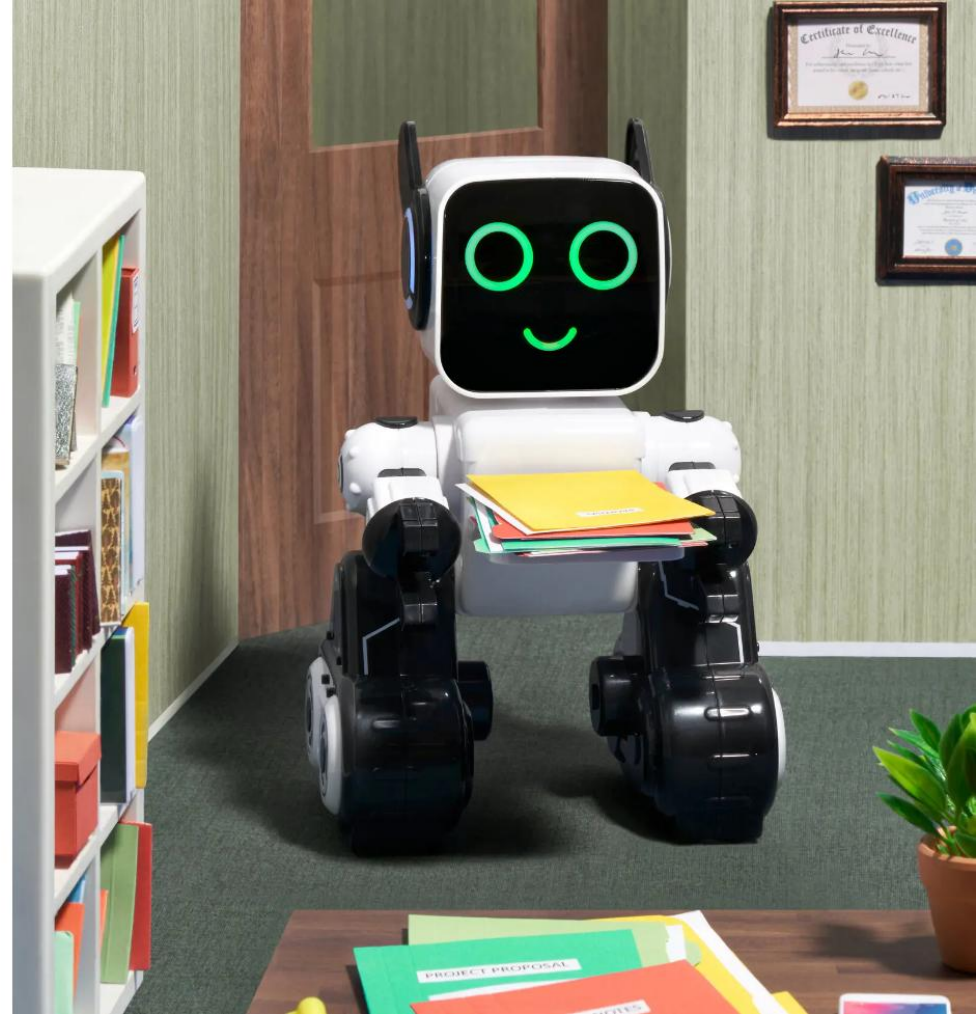   - Composing and editing products

WORK FRIEND

A Friendly Reminder: A.I. Work Isn't Yours

Using A.I. without acknowledging it is a problem that workplaces need to address.

By **Roxane Gay**

Principle 3 - Be Transparent

- Disclose GenAI use in proposals, reports, publications.

- Follow existing policies (Research Misconduct, IP Policy).

- Document GenAI tool details for reproducibility.

- Acknowledge GenAI use in creative works.

One Key Goal: Maintain provenance

Scenario: Demonstrating Transparency in the Use of Generative AI in Research

Dr. Rivera, a researcher in public health, is drafting a systematic review on the impact of urban green spaces on mental health. To streamline the initial stages, she uses a GenAI tool to help structure the outline and summarize existing studies. **Clear Documentation:**

- **Methods:** "*A generative AI tool was used to assist in creating an initial framework for the review and to summarize key findings from publicly available articles. All outputs were critically reviewed and cross-referenced with primary sources to ensure accuracy and reliability.*"

- **Verification and Attribution: Each claim or summary derived from the AI tool is verified against original studies. She cites the primary sources rather than the AI tool.** *E.g., Acknowledgments:* "*We acknowledge the use of generative AI (Tool Name, Version) for assistance in drafting the preliminary outline and summaries in the preparation of this review.*"

- **Ethical Disclosures:** "*The AI tool used in this study was employed solely for supplementary purposes, and all findings have been independently validated by the research team to maintain integrity and rigor.*"

By taking these steps, she demonstrates transparency in methodology, maintains academic integrity, and sets an example for responsible use of generative AI in research.

AI in Education: Guiding Principles

- **Student Learning**: Prioritize learning and engagement.
- **Academic Freedom**: Instructors determine GenAI use in their courses.
- **Academic Integrity**: Use of GenAI should not compromise honesty or fairness.
- **Equitable Access:** Ensure inclusive access to GenAI tools and resources.

See: https://www.rochester.edu/provost/gen-ai-education/

AI in Education: Guiding Principles
(Overlapping with Research Principles)

- **Privacy and Security:** Protect intellectual property and personal data.

- **Bias:** Recognize and mitigate biases in GenAI outputs.

- **Transparency:** Disclose when and how GenAI tools are used.

- **Accountability**: Users bear responsibility for GenAI-assisted work.

See: https://www.rochester.edu/provost/gen-ai-education/

Instructor Guidelines

- Focus on Learning
- Respect Academic Freedom
- Be Transparent About GenAI Use in Teaching
- Develop Clear Course GenAI Policies
- Uphold Academic Honesty
- Ensure Equitable Access
- Evaluate Accuracy of GenAI Outputs in Custom Course Tools

- Foster AI Literacy and Ethical Use
- Protect Data Privacy and Security
- Maintain Human Oversight
- Provide Guidance for Course Staff
- Approach GenAI Detection Tools Cautiously

Student Guidelines

- Use GenAI to Support Learning
- Critically Evaluate GenAI Content
- Protect Privacy and Security
- Get Permission for Using GenAI

- Peer Educators Should Seek Instructor Guidance
- Follow School-Specific Academic Honesty Policy

Other Domains and Roles

- There are certainly many role specific applications and questions that may come up.

- We could use help identifying the gaps!

The "Jagged Frontier"

- Strengths:
  - Standardized Exams
  - Medical Diagnosis
  - Writing Code
  - Persuading Humans
  - …

- Weaknesses:
  - Long-term memory
  - Complex reasoning
  - Reliability
    - Factual Recall
    - Reasoning Steps
  - …

Practical Advice on Using AI

- Be clear and specific.
- Give examples.
- Give relevant background/context.
- Keep chats short/focused when doing something important – long inputs degrade output quality.
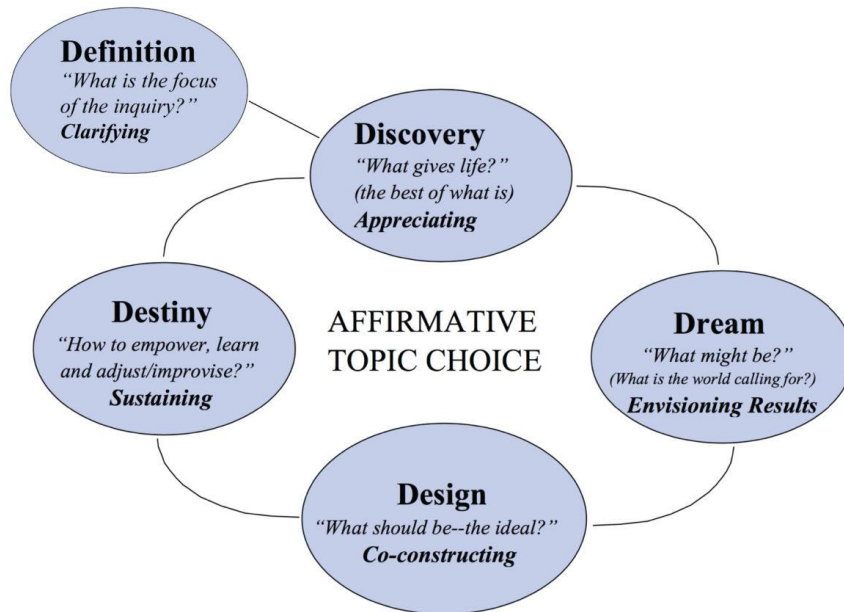- Just "talk to them" and play around.

Additional References/Resources

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- AI Chatbot Can Reduce Belief in Conspiracy Theories, Rand et al 2024, https://mitsloan.mit.edu/ideas-made-to-matter/mit-study-ai-chatbot-can-reduce-belief-conspiracy-theories

- Reddit Users Subjected to AI Powered Experiment Without Consent, 2025, NewScientist, https://www.newscientist.com/article/2478336-reddit-users-were-subjected-to-ai-powered-experiment-without-consent/

- GPT-4 Technical Report, OpenAI, 2023, https://arxiv.org/abs/2303.08774

- Useful: Good Enough Prompting, Mollick 2024, https://www.oneusefulthing.org/p/getting-started-with-ai-good-enough

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AI for AI: Explore, Experiment (& Deploy)

Free Write: Work Role Identity

What is a memory of a deeply engaging time at work when you felt completely in the flow of your work (like you were born to do it) – when you met a challenge with a felt sense of competence? What was exciting and energizing about this peak experience (spontaneous, images, how does it feel deep inside?)

(Step 2): Write one sentence describing the crux or essence of this peak experience of what you were doing then? (Keyword?)

Scenario: Practice moving the discovery upstream

How might AI make our (business) strategy stronger? e.g., How might we integrate it with high quality data and "consumer" insights?

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