

Guidance About the Use of Generative Artificial Intelligence (GenAI) Technologies and AI-powered Chatbots for UNC Eshelman School of Pharmacy Researchers

January 23, 2024

Preamble:

Generative AI technologies including AI-powered chatbots are emerging rapidly and creating innovative opportunities to support research and discovery in novel ways. Many researchers and educators within our School have started using these tools and UNC has acquired a site license for Microsoft's [Bing Chat Enterprise](#) (now Copilot, available to faculty and staff) to help the UNC community "generate content, analyze or compare data, summarize documents, learn new skills, write code and much more". However, as with any new and highly appealing multi-use technology, there are reasonable concerns that we should be aware of when using these new tools and capabilities. We encourage all members of our School to read the UNC-CH guidance ([GenAI Usage Guidance for the Research Community](#)) and keep in mind the following guiding principles and considerations.

Guiding Principles:

- Information or documents uploaded into a public AI-powered chatbot may leak out - this is equivalent to public release. Thus, from a privacy and data protection standpoint, it is not appropriate to upload confidential information including sensitive personal information or unpublished data into AI-powered chatbots.
- We are solely responsible for idea and credit attribution, factual accuracy, using authentic sources, and appropriately disclosing AI use. Authors should clearly indicate how AI technology was used and designate specific parts of text where output was used. In some cases, journals may require that authors provide the prompts and questions.
- We are responsible for identifying and following the evolving policies and standards governing GenAI use in research.

Things to Consider When Using AI-powered Chatbots:

- [NOT-OD-23-149: The Use of Generative Artificial Intelligence Technologies is Prohibited for the NIH Peer Review Process](#) NIH reviewers "...are prohibited from using AI tools in analyzing and critiquing NIH grant applications and R&D contract proposals. Such actions violate NIH's peer review confidentiality requirements". The rationale is: "The use of generative AI tools to output a peer reviewer critique on a specific grant application or contract proposal requires substantial and detailed information inputs. AI tools have no guarantee of where data are being sent, saved, viewed, or used in the future."
- Using AI tools may introduce several concerns related to research misconduct such as including plagiarized text from someone else's work or fabricated citations.
- Always run your text through an anti-plagiarism tool such as [iThenticate](#), which is made available to the UNC research community.
- Software is also available to detect GPT-generated text, as discussed in Reference 7 below.

References:

1. [How ChatGPT is Transforming the Postdoc Experience](#) (Nordling, *Nature* 622:655-657, 2023)
2. [Best Practices for Using AI When Writing Scientific Manuscripts](#) (Buriak et al., *ACS Nano* 17:4091-4093, 2023)
3. [Change to Policy on the Use of Generative AI and Large Language Models](#) (Holden Thorp, Editor-in-Chief, *Science*, Nov 16, 2023)
4. [Why We Support and Encourage the Use of Large Language Models in NEJM AI Submissions](#) (Koller et al., 1(1), Dec 11, 2023)
5. [Guidelines on Using AI-powered Chatbots in Education and Research](#) (Stockholm University)
6. [The Peril and Promise of Chatbots in Education](#) (Miller and Seil, American Council on Science and Health, Sept 5, 2023)
7. [10 Best AI Content Detector Tools](#) (Forbes, Dec 14, 2023)