



AI and the Arts: Navigating Ethical and Effective Use for State Arts Agency Leaders

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Facilitator

Beth Kanter, Trainer, Facilitator, Author

Beth Kanter opened the session by conducting an anonymous poll through Slido to assess members' comfort with and use of artificial intelligence (AI) technologies. Of the 51 attendees, 45 participated in the poll regarding the four Es signs of maturity:

Explore: 73%

Experiment: 27%

Enterprise: 0%

Exponential: 0%

Beth presented a high level overview of AI fundamentals, emphasizing that:

- AI operates through algorithms and predictive qualities.
- Large language models (LLMs) are mathematical models, not thinking and feeling humans.
- LLMs are improving quickly.

A notable quote from the presentation: "When the technology becomes boring, it becomes socially interesting. AI isn't boring yet."

Using Slido, 45 members submitted three words to describe how they are feeling about AI. A few of the top words included:

- Excited
- Skeptical
- Curious

- Intrigued
- Interested
- Anxious
- Optimistic

Human-Centered Adoption and Use Cases

- The goal isn't to do more work within the time, it is to provide time to do more meaningful work that requires intrinsically human skills such as developing relationships. This is about improving the quality of the work and impact of our missions.
- There is an increased need for soft skills such as empathy.
- The National Art Education Association has a position statement that frames AI as a tool. Based on a verbal response, this resonated with members:
<https://www.arteducators.org/advocacy-policy/articles/1303-naea-position-statement-on-use-of-artificial-intelligence-ai-and-ai-generated-imagery-in-visual-arts-education>

Beth demonstrated how to use Claude. This example illustrated how AI can generate incorrect information. Beth noted that there is a civic responsibility to tell the AI bot when there are errors. In addition, it isn't a reliable tool for translating languages.

Using Slido, 40 members responded to the following prompt: What surprised you most about the AI responses? Some responses included:

- Wordy
- Bias/Stereotype
- Nothing
- Responsiveness
- Speed
- Fun
- Knows its limitations

A participant reflected that she has seen more successful use of the technology when more context is provided and the AI tool is used to help improve formality and structure of language, particularly in the context of grant writing.

What is the value that AI can provide for the arts in your state and at your agency?

- A member asked how you might know if AI is used for grant writing.
 - There are common phrases that are used
 - Universities use technology to detect AI use, but they are highly ineffective
 - Beth raised the question, would we prefer arts organizations spend time writing perfect grant proposals or doing their work? It can be valuable to have a policy around AI use.
 - There is also concern that most tools are generated by white males. There is a need to bring a diversity, equity and inclusion lens to the outcomes that AI creates.
- A member shared an example: Working on the annual report, they uploaded the text and NASAA guidelines and prompted it to make drafts of an introduction letter using the content and language from the guidelines. This provided a nice way to help develop an initial draft.
 - Beth noted that this was an example of AI skilling.
- Beth shared the following example: A state fair happened recently. There was an art competition without an AI policy. This led to an artist winning the top prize. It was then revealed that the artist created the work entirely using AI and the prize was revoked. There was a discrepancy between how the artist perceived using technology in the art-making process. This was in the state newspaper and has impacted the artist's reputation. It is important to have a policy, e.g., "This can be AI-assisted; you must disclose how AI was used."

Using Slido, Beth asked participants: Does your state arts agency create any of the following policies. 32 responses:

- AI acceptable use policy: 78
- Other: 19
- AI data governance framework
- AI ethical pipeline
- None: 3
- Other: includes drafts and notices

Ethical Considerations

Key areas addressed:

- Bias, access, and equity
- Privacy and confidentiality

- Accuracy
- Transparency
- Intellectual property

The session concluded with members individually considering their next steps in AI integration.

Member Hands-on Experience

- **Reclaim:** Can it help me save time?
- **Invest:** You need to invest that time?
- **Spark:** Doing the tasks
- **Enhance:** How can it make my work better?

NASAA members then transitioned into share/pair conversations to discuss and reflect on questions regarding AI workflow integration.

- What are some cases that would help save time?
- How would you reinvest that time? What are some ways to improve the quality of your work?

After five minutes, members shared the following take-aways and reflections:

- Thinking about a map of public art around the state, also the access coordinator and want descriptive text, using to help generate text. Interest in describing an image.
 - Beth cautioned not using a free version to protect image use policies, such as Claude.
- Reconciliation: comparing payments going out and grants paid in a different system to make sure they match.
 - Redact names of vendors, etc. It is important to consider what you are putting into the AI tool as it can be used to train it.
- Ask: Does anyone have a paid custom GPT?
 - The response was that they pay individually and not by their agency.

Beth prompted members to independently consider, "What is your next step?" to close the session.