



# YOUR AI WRITING ASSISTANT

Everyday GenAi Series

# AGENDA



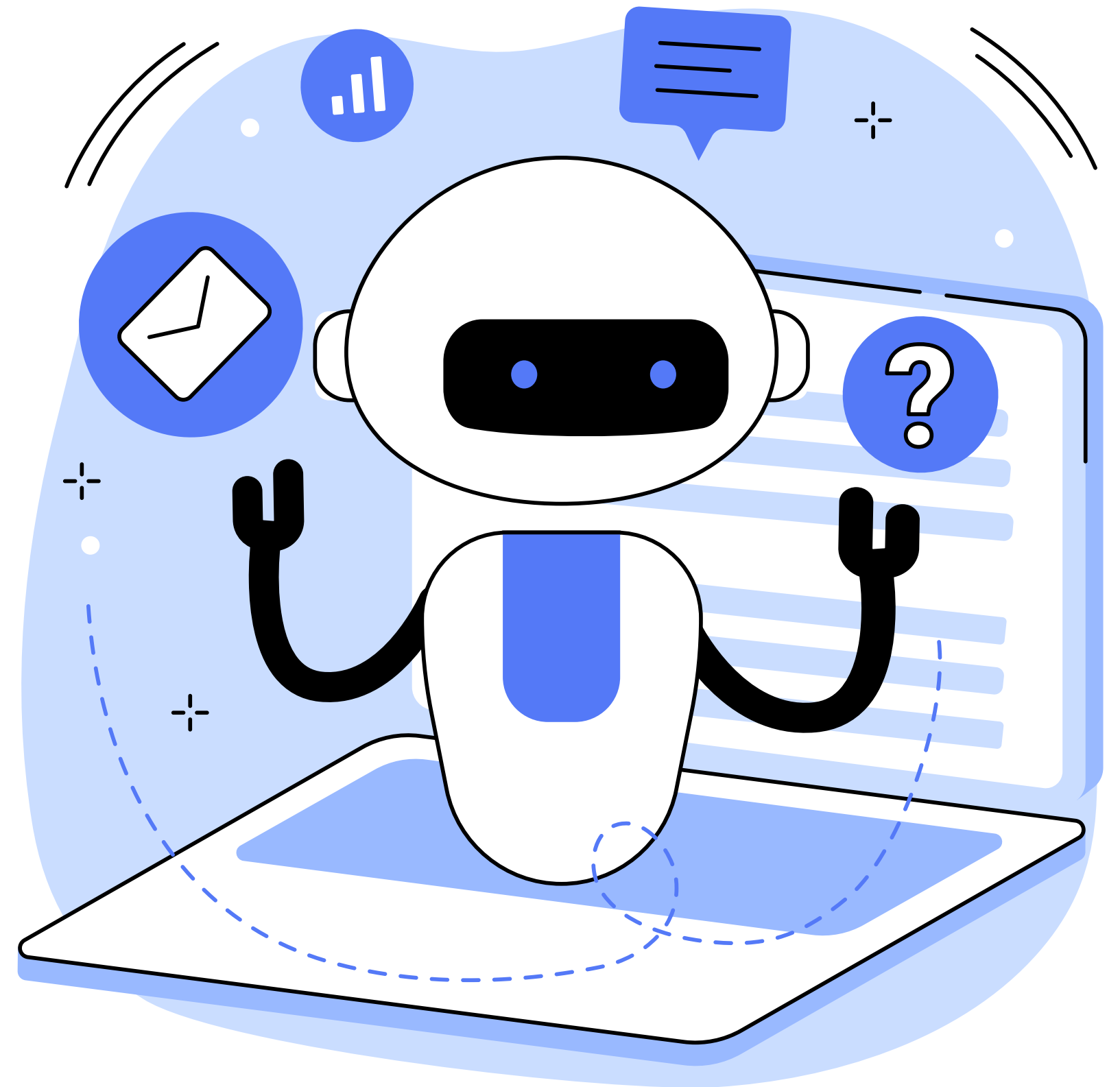
- 1 AI 101
- 2 AI Everywhere
- 3 Limitations
- 4 Uses
- 5 Takeaway

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MTI Editor & Communications Specialist

# WHAT IS GEN AI?

**GenAI** is the use of computer systems to generate new content, including texts and images, based on patterns learned from large data sets.



# EXAMPLES OF ARTIFICIAL INTELLIGENCE

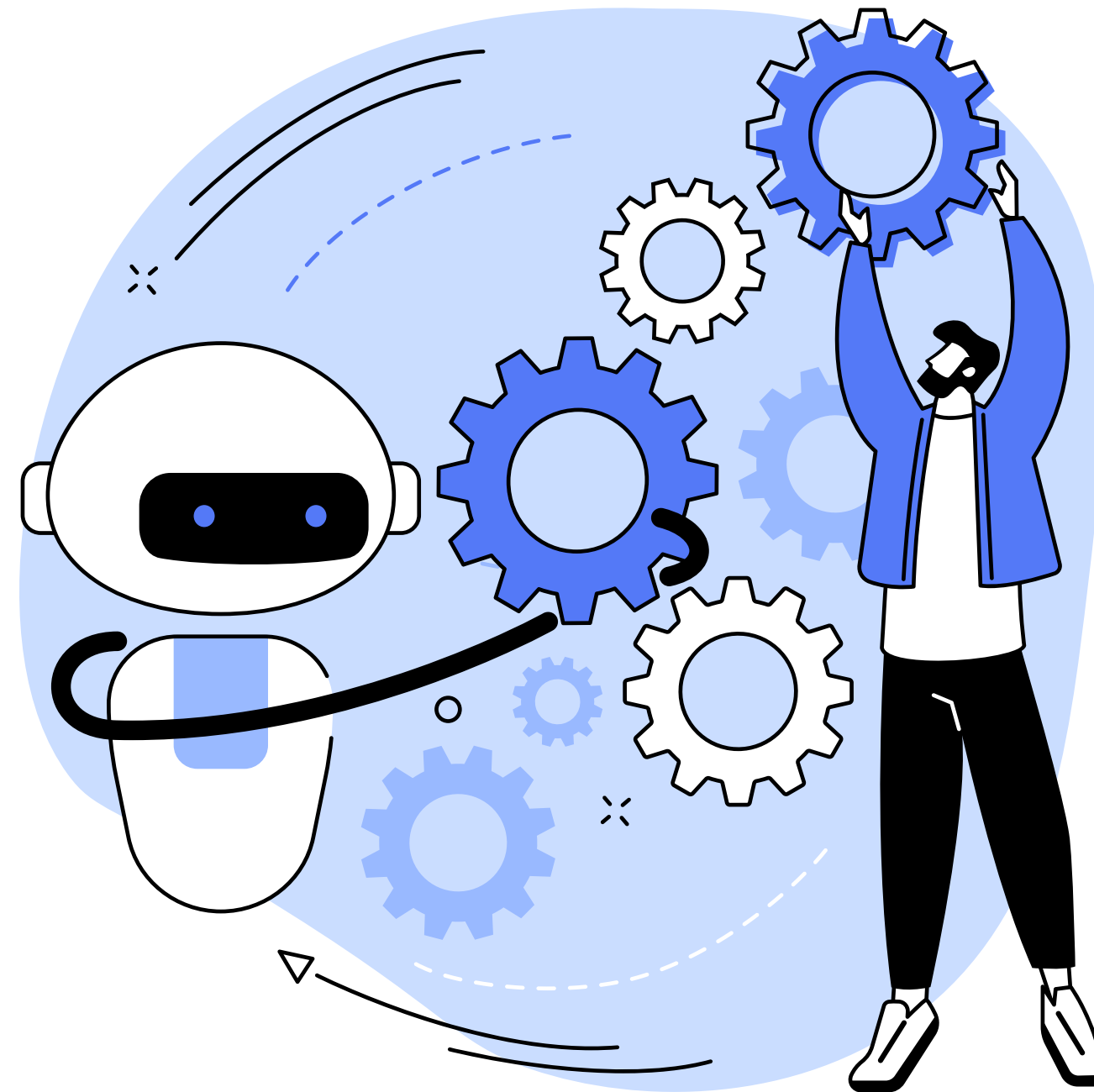
Chatbots

Smart assistants

E-Payments

Search algorithms

Media streaming



Smart cars

Navigation apps

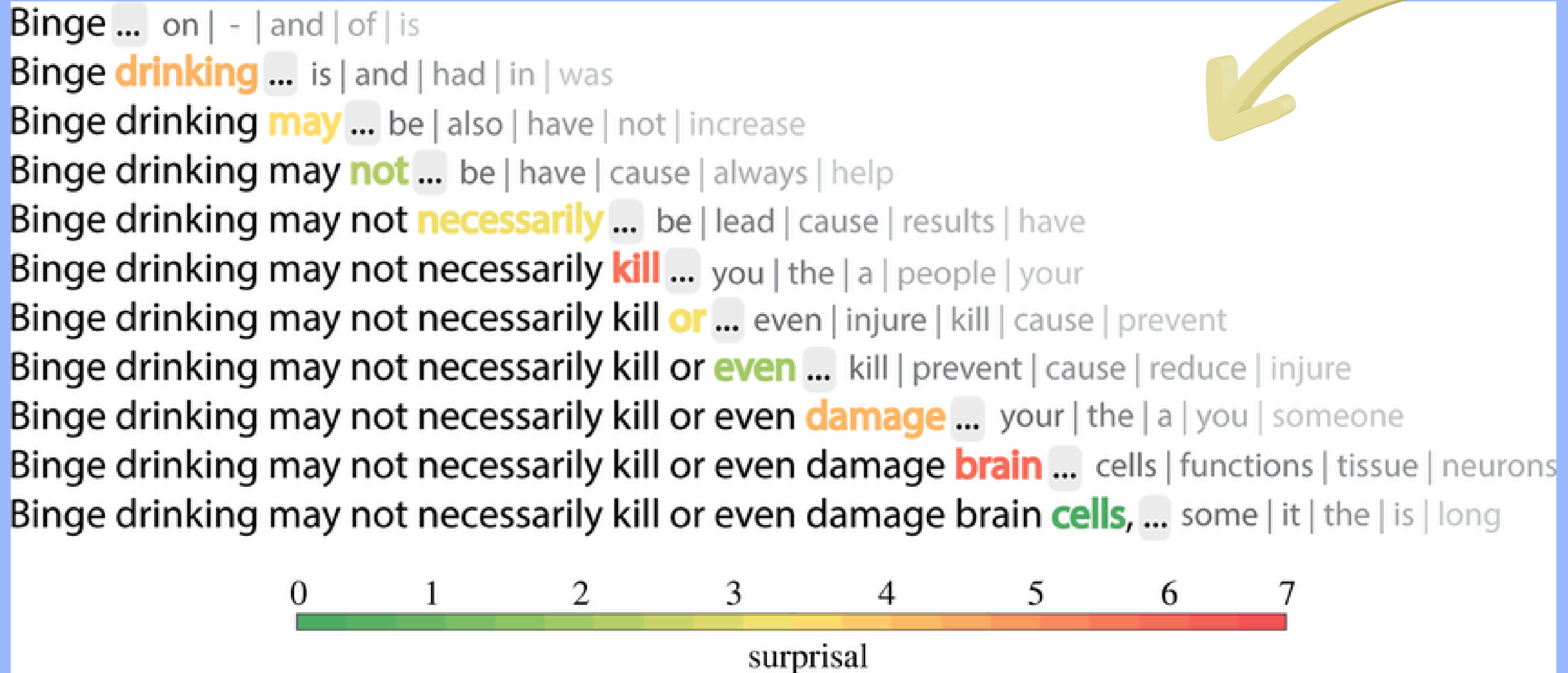
Facial recognition

Text editors

Social media feeds

# LARGE LANGUAGE MODELS

**PREDICTING.**  
**NOT THINKING.**



Source:

Cevoli, Benedetta & Watkins, Chris & Rastle, Kathleen. (2022). Prediction as a basis for skilled reading: Insights from modern language models. Royal Society Open Science. 9. 10.1098/rsos.211837.



# LIMITATIONS & PITFALLS

AI is always confident...but  
not always right.



Image: Richard Borge for Reader's Digest

## **Sources**

By relying LLMS like ChatGPT for data, you may inadvertently use false information.

## **Bias**

LLMs, search engines, and other generative AI learns from human patterns, which means human bias.

## **Plagiarism**

AI gets text, art, and other sources without permission from the original creators.

## **Environmental Concerns**

The negative environmental impacts of AI use have become increasingly clear over time.

# HALLUCINATIONS

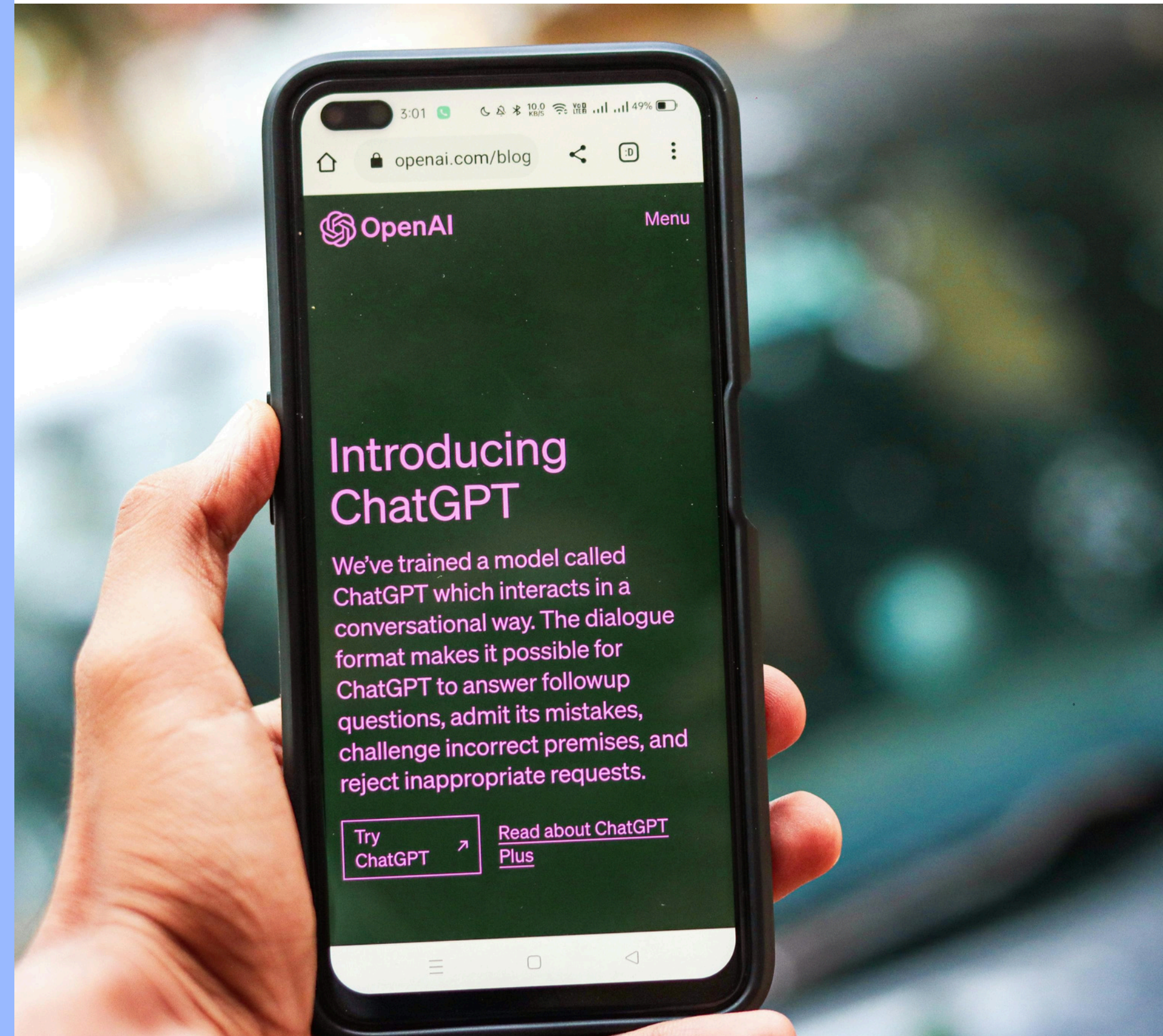
- **NY lawyer Steven Schwartz used ChatGPT to help him with his legal research.**
- **(unknowingly) cited several non-existent cases**
- **opposing counsel noticed**
- **sanctioned for misconduct**



Steven Schwartz (Image: NY Times)

# HOW CAN WE USE AI ?

There are **effective** ways to use AI in professional writing.





# YOUR WRITING ASSISTANT



**Brainstorming**

**Organizing**

**Writing**

**Revising**

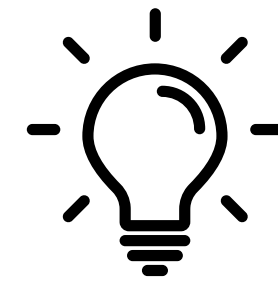


# BRAINSTORMING



- **Generate topic ideas, angles, and headlines**
- **Explore multiple perspectives quickly**
- **Expand rough thoughts into fuller concepts**
- **Ask “what am I missing?” to uncover gaps**
- **Create variations to spark creativity**

# EXAMPLES: BRAINSTORMING



**“Give me 20 angles for communicating transit reliability improvements to the public.”**

**“In this abstract draft, what piece am I missing from these requirements?  
[paste draft]  
[paste requirements]”**

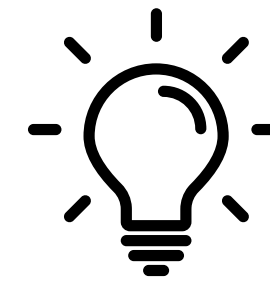


## ORGANIZING



- **Turn notes into structured outlines**
- **Group ideas into themes or sections**
- **Prioritize key points for clarity**
- **Create logical flow (beginning → middle → end)**
- **Simplify complex information**

# EXAMPLES: ORGANIZING



**“Organize the following notes into a compelling ‘Project Description’ section for a USDOT grant proposal. Emphasize problem, approach, and expected outcomes:  
[paste notes]”**

**“Group my meeting notes by theme/topic and put them in alphabetical order according to the topic”**

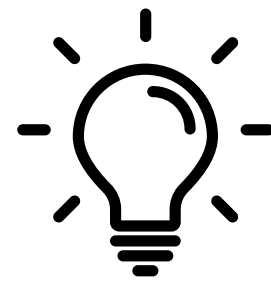


## WRITING



- **Draft sentences for variation/as a thesaurus**
- **Adjust tone for different audiences**
- **Translate technical content into plain language**
- **Generate summaries or transitions**

# EXAMPLES: WRITING



“Write a meeting summary based on these notes from an email chain and the notes I wrote during the meeting. Be sure to include who was present, what topics were discussed, and next steps. Notes: [paste text]”

“Rewrite this sentence three different ways. The tone should be engaging and professional. [paste sentence]”



## REVISING



- **Improve clarity and readability**
- **Tighten and shorten content**
- **Refine tone for consistency**
- **Identify gaps, redundancies, or unclear sections**
- **Rewrite for different formats (email, social, report)**

# EXAMPLES: REVISION

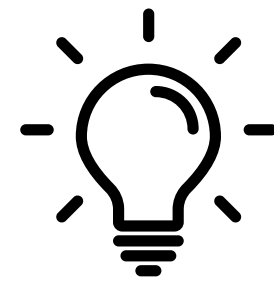


original (boring):

Attend a discussion with the authors of *New Tricks for Old Bureaucracies*—Joshua Schank, Emma Huang, and Marla Westervelt Berg. They will describe their work in the Office of Extraordinary Innovation at the Los Angeles County Metropolitan Transportation Authority.

The session will cover examples of strategies, challenges, and outcomes from their experience at the agency, as well as how these approaches may be applied in other public sector settings.

# EXAMPLES: REVISION



Prompt:

Make this webinar blurb more engaging. The audience is transportation professionals. Make sure to include a space for the date and add a call to action:

[paste draft]

Turn insight into action.

Join us on [DATE] for a conversation with the authors of *New Tricks for Old Bureaucracies* as they share what it really takes to drive change inside large public agencies.

Drawing from their work in the Office of Extraordinary Innovation at the Los Angeles County Metropolitan Transportation Authority, this session will explore practical strategies for navigating institutional barriers, building coalitions, and advancing new ideas in complex transportation environments. You'll hear candid reflections on what worked, what didn't, and how these lessons can be applied across agencies and modes.

Whether you're working in planning, operations, policy, or leadership, this discussion offers real-world takeaways for improving how transportation systems deliver for the public. Register today to gain practical tools and fresh perspective on making change happen.

# REAL EDITING EXAMPLE

The screenshot shows a document editor interface. The main text area contains the following text: "Equity Impact: The new position's primary stakeholder is the **D**department and will therefore have only an indirect impact on equity. That indirect impact, however, will be substantial: CEO ~~is~~ compriseconsists of over forty divisions and offices, many of which were created to better serve marginal disabilities communities. These divisions were created to better serve these divisions." The word "welled" is highlighted in orange. A tooltip is visible over the word "welled", displaying the text "Readability may be enhanced by using: welled" and three options: "→ welled", "Disable Rule", and "Ignore". On the right side, there is a sidebar with two entries: "Lisa Rose Formatted: Font: Bold" and "Lisa Rose Define acronym on first use".

## Human text:

*many of which were created to better serve communities*

## AI suggestion:

*many of which welled communities*

# CUSTOM VOICES

- **Train AI on your organization's tone and style**
- **Standardize branding, messaging, and language**
- **Save time on repeat writing tasks (e.g., the same email but to different audiences)**



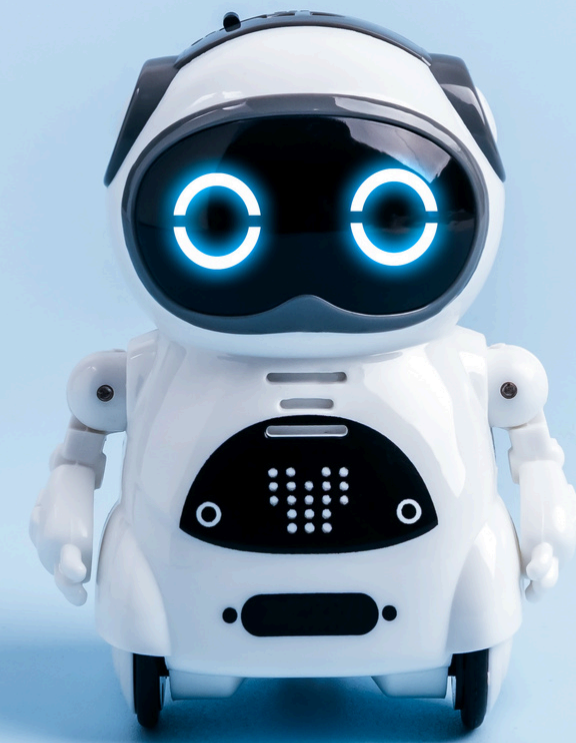
# WHAT AI DOES WELL

- **Brainstorm ideas when you're stuck**
- **Organize your thoughts into outlines**
- **Catch some grammar errors**
- **Assist you in drafting and revising**



# WHAT AI DOES NOT DO WELL

- **Original analysis**
- **Personal insights**
- **Authentic voice**
- **Critical thinking**





# ALTERNATIVES TO AI



## **Ideas**

Freewrite, read about it, watch videos about it, talk with your colleagues

## **Organization**

Write first—then organize, do what works for you (details first or big picture first), listen to a podcast/video, draw a venn diagram, etc.

## **Writing**

Use a thesaurus, search engines, draft and redraft

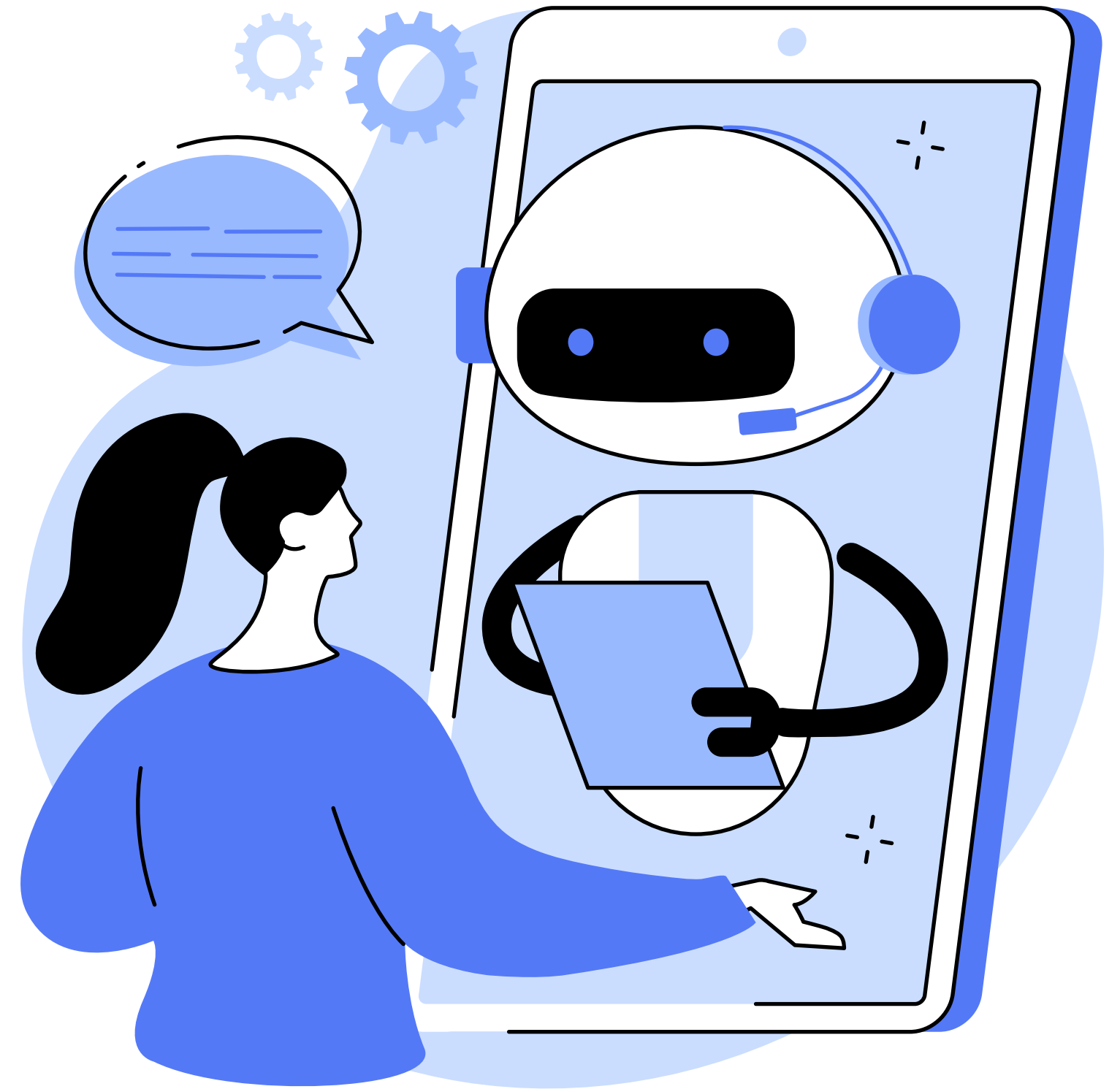
## **Revision**

Read your work out loud, ask a human for feedback, leave your work for a few days and come back, read it bottom to top

# TAKEAWAY

AI is a tool—not a replacement for your creativity, experience, and skills.

AI is not going to take your job—but someone who knows how to use AI is.



# RESOURCES

*SJSU AI Policy Builder:*

<https://tinyurl.com/aisjsupolicy>

*Purdue University AI Tools Comparison Chart:*

<https://tinyurl.com/purduetools>

GenAI for Writing: *ChatGPT, Claude, Gemini, Jasper*

GenAI for Editing: *ProWritingAid, Grammarly*

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# THANK YOU!

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