

Ethical AI use: The Overwhelming Amount of AI in the Professional Settings

A quick guide for early-career professionals balancing integrity and innovative technology

By: Alyssa Richey



Figure 1: Industry professional implementing AI tools into her daily tasks.

Ethical AI use:

Everywhere in today's world we are constantly met with AI and the challenges it brings for young career professionals. Yet, there was a time that AI and similar web tools used within academia were strictly forbidden. Since then, we have seen a large generational shift. Early adapters of AI have already optimized the tool within their company, and now productivity follows suit. Within the corporate world, it's now the only way to keep up with [rising demands of productivity](#). While Gen-z questions the ethical use, early career professionals experience their first phenomenon of ethical decision making.

AI & the interview process

In journalism, professionals must always lead with truth. Because of this, it is obvious for candidates to question the role of AI within the position. However, it goes without saying, [transparency](#) is everything. AI is a tool to allow for productivity to be met with ease, but if emerging professionals are relying it will be apparent when distributing your work. Modern applications for agencies include a [writing test](#) to their decision making process, explicitly to ensure emerging career professionals are properly aware of the foundations of the job process. This ensures that the company's voice does not lose their voice to a bland, AI mess of a media presence. Early professionals are still expected to edit and approve any work that has been touched by AI, leaving the responsibility solely on the professional. This is because companies are feeling the cultural pressure to fall in suit of [corporate integrity](#), while also balancing maximum efficiency.

Transparency with AI

As we have been discussing the generational shift with AI, it is important to recognize the consumer shift as well. In a severely saturated business market, it is imperative to stand out more than ever. Companies are feeling the pressure from their target markets to be transparent with their business moves. AI has already pushed the limits of the Gen-z market. They are losing interest in mega companies fast, because knowing what your money is supporting is a virtue not

yet lost for them. By outsourcing your connection points to AI, your [main audience](#) tunes out immediately. Consumers want to connect with real creatives and entrepreneurs like them. There is a way to AI without creating a message that will miss the mark completely of our target public.

AI & the office

Again, we have easily seen how AI has globally made an impression for the market. This technology is not going away, and as communicators we need to [jump right in](#) to be early

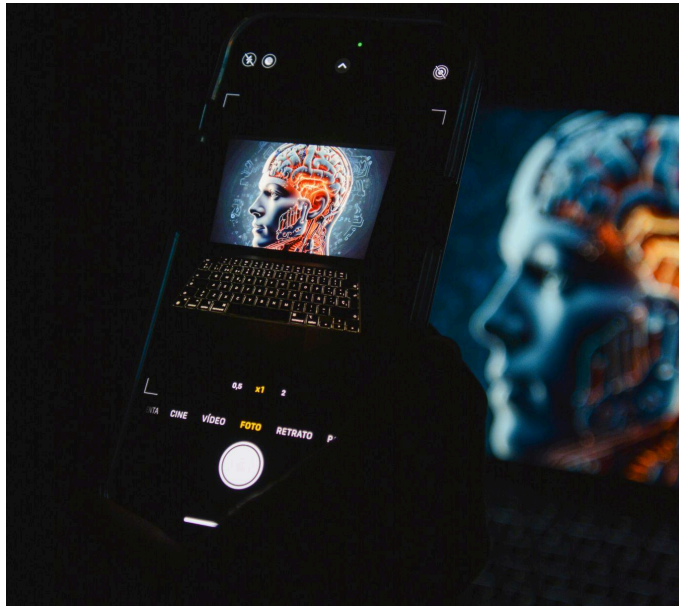


Figure 2: The professional world is seeing a significant shift in early-career use.

adapters. This flow communicates that each company that has their own AI policy that professionals should review during onboarding, including their own internal AI. This is because optimizing your workflow with AI means optimizing your client's time. We have already seen issues come into play regarding [privacy of sensitive](#) information. With these we can see brainstorm prompts, feedback prompts and even organizing tedious administrative tasks. Within the communications field, we have seen tools like [Otter.AI](#), Dotdigital and money AI grow in popularity. These tools are able to do surface level gathering of information to provide you with the proper answer, like transcribing meetings, checking everyone's schedule to get a meeting booked and even analyzing your websites.

Conclusion

While in the corporate world, it is hard to navigate between personal preferences and adapting towards your profession. As early adapters, communicators are the ones that the professional world will look towards a guiding light. This is because our job is to be responsible and [ethically forward](#) leaders, so our clients can continue to trust us and our messages through this technology shift.

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About the author:



Alyssa Richey is an early-career PR professional, who is passionate about strategic storytelling and branding. She is a senior at the University of North Texas studying Journalism with a concentration in public relations.