



AI & TC

Nupoor Ranade (she/her)

Assistant Professor

Professional and Technical Writing Program

Department of English

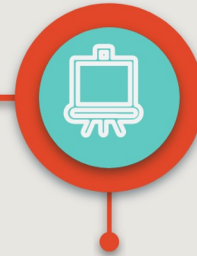
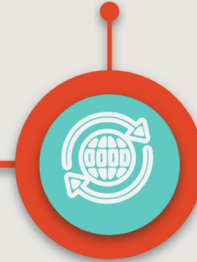


Carnegie
Mellon
University



Computer Engineer

Software development, user interface design, project management, programming



Researcher

Socio-technical audience analysis research (UX, accessibility, social justice, artificial intelligence, community engagement)

Technical writer

Software documentation, content strategy, content analysis, multimedia content production, practitioner

Teacher and mentor

Technical and professional writing, advocacy, digital rhetoric



AI in STEM

ai in stem

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Past year Sorted by date Hide Duplicates Clear

Techopedia
AI in Biotechnology: Interview with Dr Fred Jordan, FinalSpark
Jordan discussed how FinalSpark uses living neurons from human stem cells for advanced computing. We also talked about the ethical considerations of this...
1 hour ago

ClarkNow
'You can do it, too' - Clark Now | Clark University
... Technology students and other STEM majors. ... One of those changes is the speedy development of artificial intelligence, or AI, technology and its impact on the...
1 hour ago

Show Me Mizzou
Virtual reality simulations can help autistic people complete ...
Using artificial intelligence (AI), the research team found that autistic ... technology, engineering and math (STEM)-related fields," Glaser said. "These...
2 hours ago

NWI Times
Hammond students take part in AI and STEM event at PNW
Hammond middle school and high school students engaged with artificial intelligence and activities involving science, technology engineering and math at an...
1 day ago

JD Supra
Biden's Artificial Intelligence Proposals May Help High Skilled ...
In addition, the program would inform top STEM talent of nonimmigrant and immigrant visa options and potential expedited adjudication of their visa petitions...
1 day ago

Tarter Krinsky & Drogin

AI in the Humanities

ai in english majors

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Past year Sorted by relevance Clear

The New Yorker
The End of the English Major
(English majors, on average, carry less debt than students ... "Now they would be about people working in artificial intelligence or natural-language processing.
Feb 27, 2023

Massachusetts Daily Collegian
Why is AI only coming for English Majors?
AI may be adept at accessing, analyzing and reproducing pre-existing work from writers, but it cannot create something entirely original. Its abilities may be...
Oct 4, 2023

Inside Higher Ed
The English Degree Is Great Job Preparation
As we confront a world where artificial intelligence has a greater and greater presence, I think some good old humanities majors who can problem-solve and have...
Feb 28, 2023

The American Genius
Why English majors are the future of the AI revolution
But that is where the English major powers come in – copywriters are paid well because they can not only write skillfully, but because they can look at what you...
Oct 12, 2023

Bloomberg.com
ChatGPT vs. English Major : AI Writes Essays But Can't ...
Will all the future English majors be chatbots? But first... Today's must ... But at the same time, a world where people outsource more and more of their writing to...
Mar 17, 2023



Transhumanism

Humans can and should use technology to transcend their biological limitations



Posthumanism

The traditional concept of "human" is no longer relevant, and we need to rethink our relationship with technology.



Augmentation

The use of technology to improve human capabilities. It is a practical way to improve our lives, and it is already being used in a variety of ways.





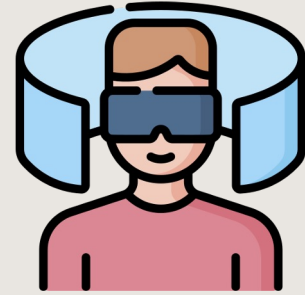
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Posthumanism

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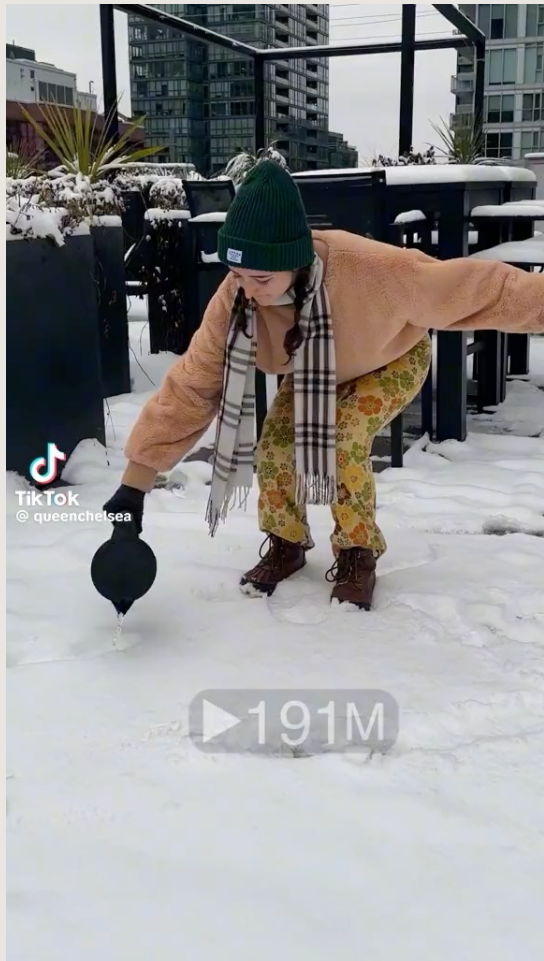
Augmentation

The use of technology to improve human capabilities. It is a practical way to improve our lives, and it is already being used in a variety of ways.





TikTok
@queenchelsea



TikTok
@ queenchelsea

▶ 191M



9:23

7,636 comments

View 8 replies

SusanW67
No one was fooled
9h Reply 6

View 5 replies

higoe25
No one thought it was real
8h Reply 1

View 2 replies

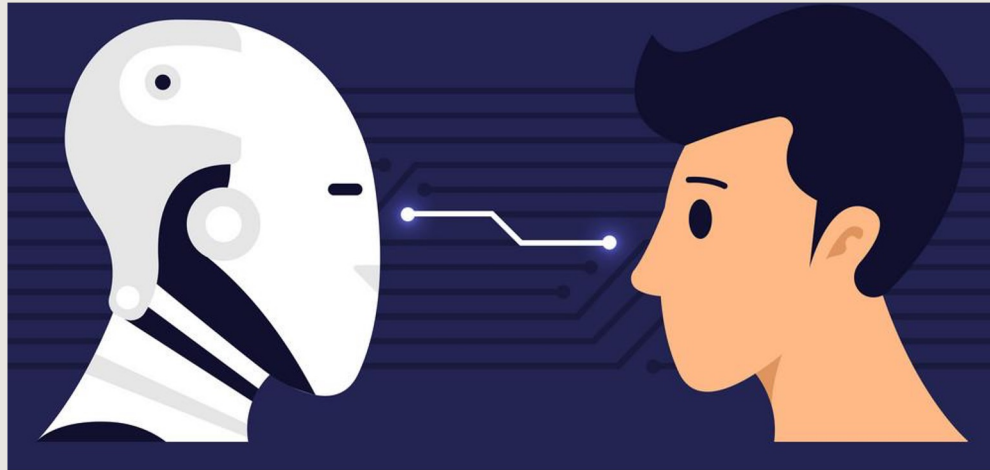
<< Gemini >>
Wow I thought it was real...because I never experienced snow before(I wish I could)
2d Reply 261

View 11 replies

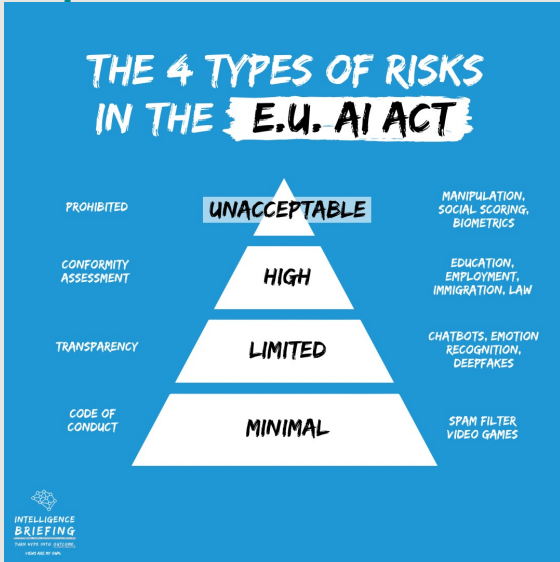
Add comment...

👍 🥰 😂 🤔 😏 🤔 🙄

AI VS Human

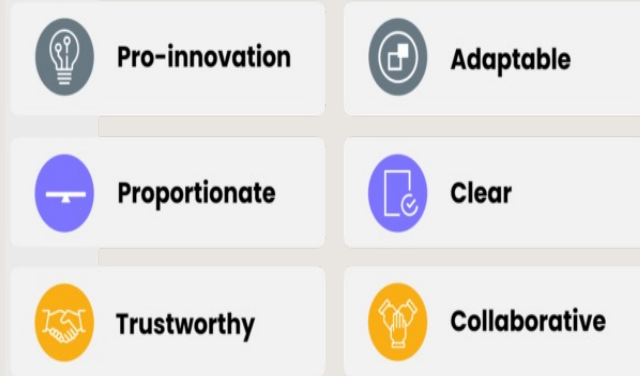


EU AI Act



Risk prevention

UK AI Action Plan



Pro-innovation

US EO on AI

President Biden's Landmark Executive Order on Artificial Intelligence Will:

- ✓ **Ensure** safety and security
- ✓ **Protect** Americans' privacy
- ✓ **Advance** equity and civil rights
- ✓ **Stand up** for consumers and workers
- ✓ **Promote** innovation and competition
- ✓ **Advance** American leadership abroad
- ✓ **Ensure** responsible and effective government use of AI

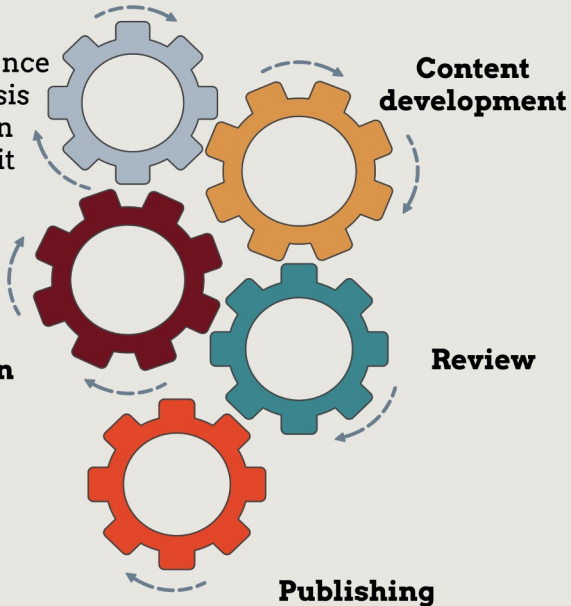
AI.GOV

Safe, Secure, and Trustworthy development



Planning

- Audience analysis
- Design
- Toolkit



Content development

Maintain

Review

Publishing

Documentation Development Life Cycle (DDLC)

Technical communication involves the delivery of clear, consistent, and factual information—often stemming from complex concepts.





Human augmentation and AI in TC

CONTENT DEPLOYMENT

01 AI transparency

CONTENT DEVELOPMENT


02 Rhetorical prompt-engineering

03 Ethical editing

USER RESEARCH

04 User analysis through users' contributions

05 Equity and social justice





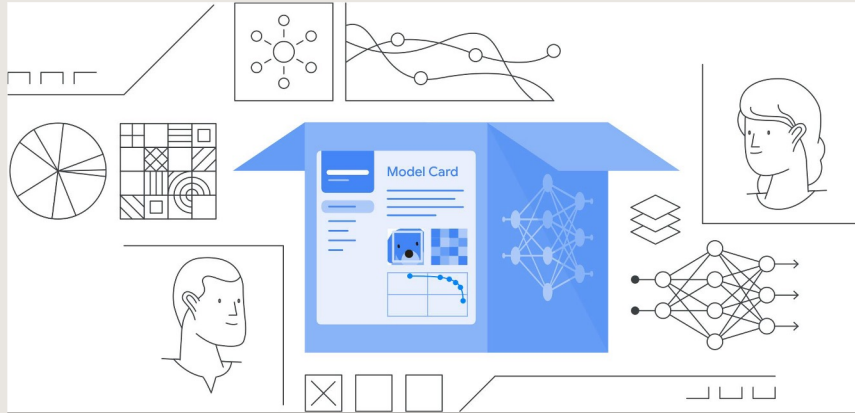
01

AI transparency



CONTENT
DEPLOYMENT

Model Cards for AI Transparency



- Model cards are a standardized way of documenting the key information about an AI model, including its training data, performance metrics, and potential biases.
- Model cards can help users understand how an AI model works and make informed decisions about how to use it.
- **Other terms:** Method cards, Datasheets for Datasets, FactSheets, Data Statements



Model Cards for AI Transparency: Literature review



Users

(Wadhvani & Jain, 2020;
Nunes, et. al., 2022)

- Producers
- Agents
- Reviewers
- Users



Standards

(Mitchell, et. al., 2019)

- Consistent
- Comprehensive
- Intelligible and Concise
- Explainability, Uncertainty
- Principles
 - Flexible
 - Modular
 - Extensible
 - Accessible



Evaluation

(Boyd, 2021; Crisan et. al., 2022;
Pushkarna, et. al., 2022)

- Tailored for stakeholders
 - Stakeholders, Language
- Design Considerations
 - Information Design, Visual and Interaction Design,
 - Implementation, Integrated
 - Tooling
- Guidance
- Trust and Safety
- Sensemaking and Skepticism
 - Contextualization, Data
 - Analysis, Examples,
 - Information Seeking
 - Interpretation



Model Cards for AI Transparency: Literature review



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User
research



Standards

(Mitchell, et. al., 2019)

- Consistent
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- Principles

Writing and
Editing



Evaluation

(Boyd, 2021; Crisan et. al., 2022;
Pushkarna, et. al., 2022)

- Tailored for stakeholders
- Design Considerations
- Guidance
- Trust and Safety
- Sensemaking and Skepticism

Content strategy
and Accessibility






02

Rhetorical prompt- engineering

CONTENT
DEVELOPMENT





**Best practices for
generating prompts for
generative AI**

VS

**General formula for
prompt generation**



General formula for prompt generation (TLDR!)

Prompt = (audience + genre + purpose +
subject + context + exigence + writer)

Audience = the intended reader demographic of the content and their characteristics

Genre = preferred genre selection

Purpose = the author's purpose for writing or the reader's purpose for reading

Subject = focus and details of the content

Context = the relevant circumstances outside of the content

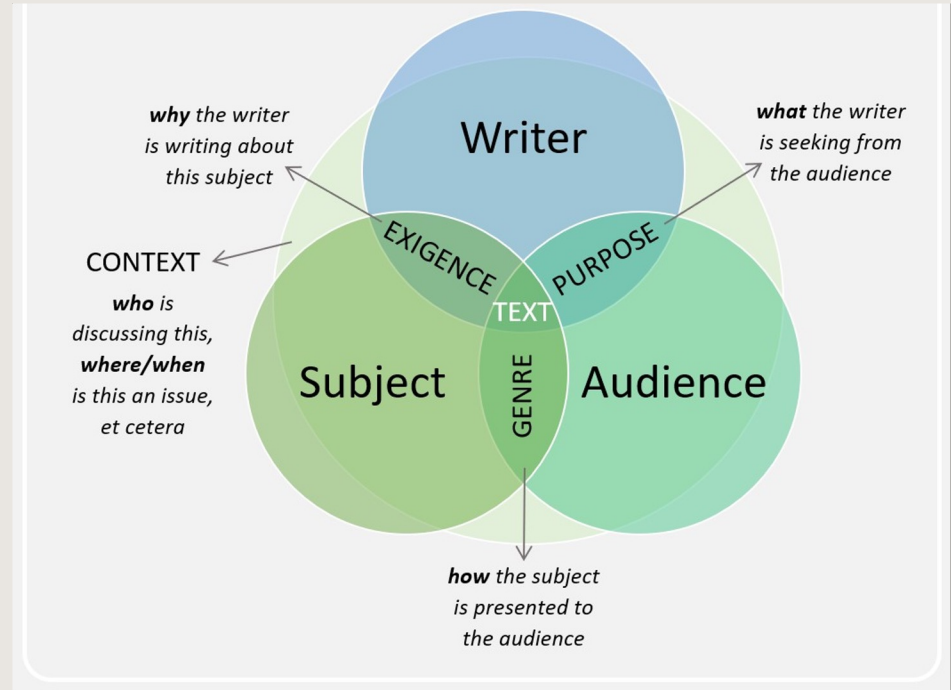
Exigence = the demand to write the content

Writer = the intended writer of the content

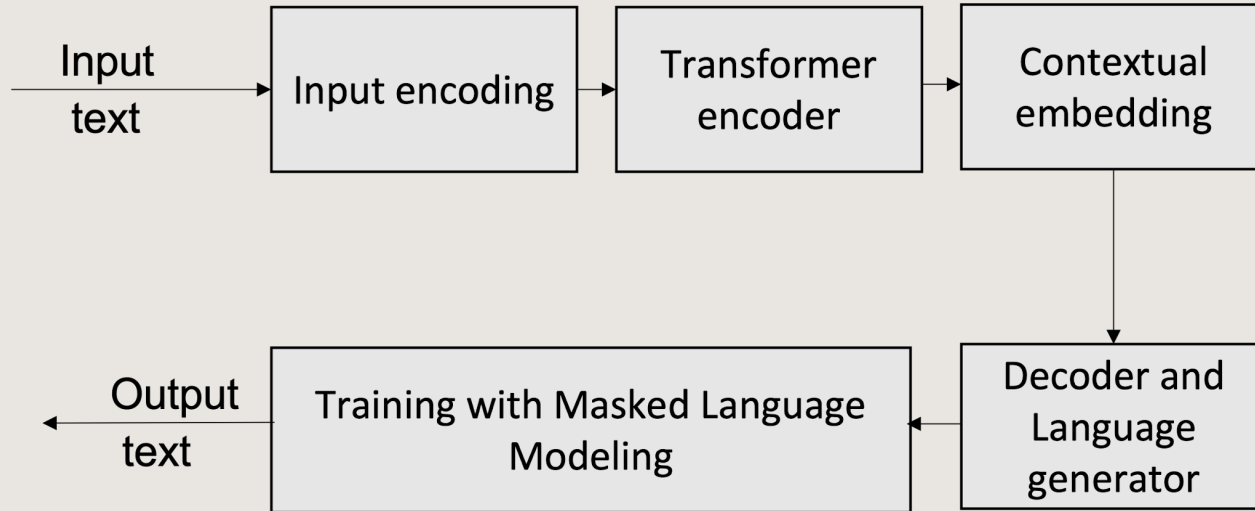


Rhetorical situation

A rhetorical situation is “a natural context of persons, events, objects, relations, and an exigence which strongly invites utterance; this invited utterance participates naturally in the situation, is in many instances necessary to the completion of situational activity, and by means of its participation with situation, obtains its meaning and its rhetorical character”



Generative Pre-trained Transformers architecture



Contextual embedding

Man :: King

Man :: Brother

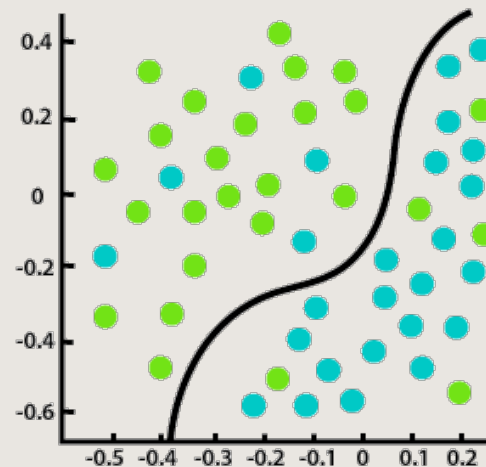
Woman :: Queen

Woman :: Sister



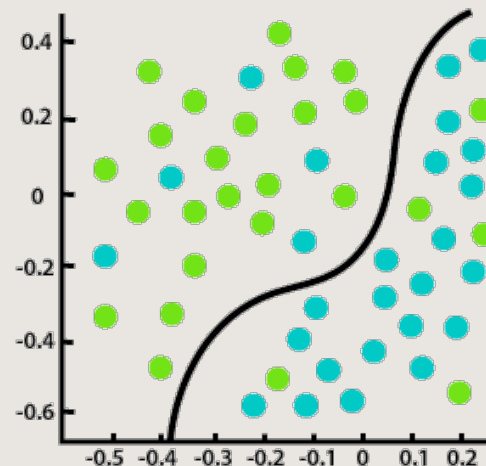
Identifying intent through classification

	text	category
27	I am overseas in China, can I get a replacement card?	card_about_to_expire
370	If I am in China, can I still order a new card and if so, how?	card_about_to_expire
441	My card is almost expired. How fast will I get a new one and what is the cost?	card_about_to_expire
477	My card is about to expire. Do I have to go to a branch to order a new card?	card_about_to_expire
521	My card expires soon, will you send me one automatically?	card_about_to_expire
524	My card expires very soon. What is the cost and delivery time to get a new one?	card_about_to_expire
551	Where can I have a new bank card sent to China?	card_about_to_expire
584	How do I get a new expiration date?	card_about_to_expire
605	Are there any express fees if i want my new card faster?	card_about_to_expire
646	My card is almost going to expire.	card_about_to_expire
765	My card expires soon	card_about_to_expire
812	What is the cost and time frame of getting a new card?	card_about_to_expire
833	Help me order a new card that's going to be expired soon.	card_about_to_expire
888	What happens if my card expires?	card_about_to_expire

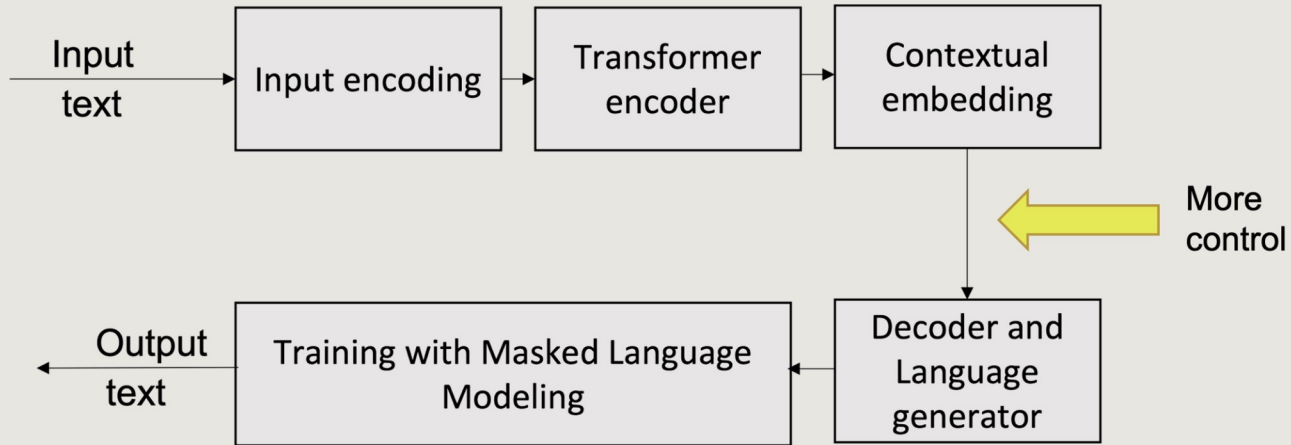


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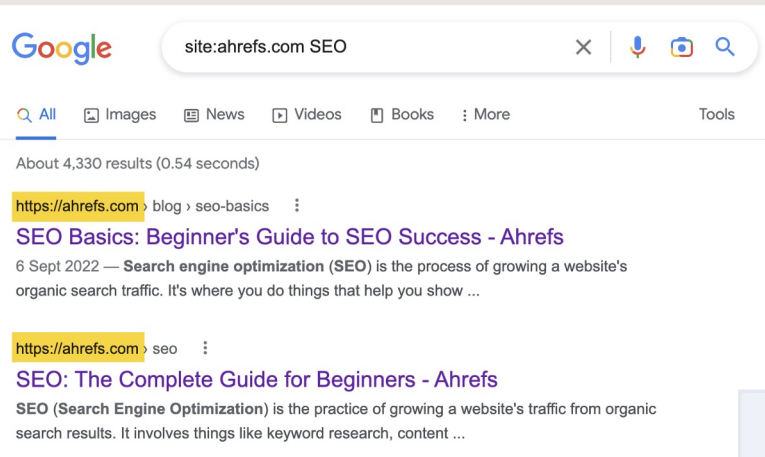
2. White Paper

Prompt Variation	Prompt
Writer + context	"In the current market, no social media app focuses solely on professional networking. A group of developers are looking to launch their app for professional networking with current and potential colleagues."
Writer + purpose + context	"In the current market, no social media app focuses on professional networking. A group of developers are looking to launch their app for professional networking and entice people ."
Writer + purpose + exigence + context	"In the current market, no social media app focuses on professional networking. Based on its potential , a group of developers are looking to launch their app for professional networking and entice people."
Writer + purpose + exigence + genre + context	"In the current market, no social media app focuses on professional networking. Based on its potential, write a white paper for a group of developers on their professional networking app to entice readers."
Writer + purpose + exigence + genre + subject + context	"In the current market, no social media app focuses on professional networking. Based on its potential, write a white paper for a group of developers on their professional networking app to entice readers. Be sure to include features of the app that address the defined problem. "
Writer + purpose + exigence + genre + subject + audience + <u>context</u>	"In the current market, no social media app focuses on professional networking. Based on its potential, write a white paper for a group of developers on their professional networking app to entice users and potential investors . Be sure to include features of the app that address the defined problem."

Rubric Consideration

Table 2 Rubric considering AI-generated components to assess work

Criteria	A	B	C	D
Readers/Audience <i>Characteristics</i> - Audience is explicitly mentioned - Style and voice are used to compliment audience demographic and attitude - Specified recommendations or actions are catered toward the audience	Audience is clearly considered in text and all three characteristics are present.	The audience is frequently considered and at least two characteristics are present.	The audience is somewhat considered and at least one characteristic is present.	The audience is considered but no evidence found
Rhetorical Purpose	Purpose of text is clearly explained and highly targeted for a specific audience.	Purpose is explained and targeted for a specific audience.	Purpose is mentioned and somewhat targeted for a specific audience.	Purpose is mentioned but not targeted for a specific audience.
Language Use <i>Errors</i> - Spelling, grammar, word usage, and punctuation	1 or fewer errors per page.	2 or fewer errors per page.	3 or fewer errors per page.	4 or more errors per page.
Genre <i>Specified Characteristics</i> - User Guide: <u>task based</u> instruction - Memo: letter format - White Paper: introduction, body, and conclusion	The text is structured as belonging to a certain genre with all specified characteristics.	The text is defined as belonging to a certain genre with some characteristics.	The text is defined as belonging to a certain genre with limited characteristics.	The text is defined as belonging to a certain genre with none of the specified characteristics.
Organization of Writing <i>Specified Principles and Organization</i> - User Guide: chronological organization, less than seven bullet points or steps, conciseness, active voice, limited use of long sentences - White Paper: spatial organization, summary at the beginning of the paper, background on specified issue and presented explanation, appropriate conclusion/solution	The text contains all specified principles relevant to genre and uses the appropriate organization type.	The text contains few specified principles relevant to genre but uses the appropriate organization type.	The text contains either a few specified principles relevant to genre or the appropriate organization type.	The text contains, <u>neither</u> , the specified principles relevant to genre or the appropriate organization type.



Other uses of rhetorical prompt engineering

Jordan

Hi, I need to switch to a later flight.

Arrow Air - AI Guide

Hello, Jordan. It's Jett, your AI guide.

Good news! There's a Business Class seat available on the 7:20 PM flight from SFO to LAX. Sound good?



03

Ethical editing

CONTENT
DEVELOPMENT



Technical editing

Programmatic approach

- Knowledge of the rules involved (grammar, punctuation)
- Knowledge of how to apply the rules correctly
- Ability to apply the rules consistently throughout an editorial project
- Ability to interpret the rules to the author

Rhetorical approach

- Breadth of perspective
- Investigative persistence
- Flexibility
- Rhetorical knowledge and taste
- Empathy
- Self-confidence



Folklore is a body of lore, stories, traditions, and customs held by a group. All cultures have their folklore, which is passed down through oral tradition. Over time, folklore becomes exaggerated, embellished, and part of the nation's history.

Every culture has its own folklore, which tends to embellish over time. For example, Americans embraced European folklore as their own in the late 19th century and early 20th century. They embellished it with their characters, places, and events- creating a new form of folklore. In the same way, Chinese Americans have created American versions of Chinese food, dance and games based on Chinese culture. This is called Americanized Chinese cuisine, dance, and games.

Folklore contains many imaginary animals, plants, objects, characters, and events. For example, in American folklore, a cow could become a dragon at night. Another common American folkloric animal is the cat. It can take on human form and have conversations with people. In Greek folklore, dragons are legendary creatures with long syringes for tails and breathing fire. Other famous mythical creatures include unicorns, princesses, mermaids, and fairies. Germany has famous folklore characters like Hans Christian Andersen's Little Red Riding Hood or the fairy tale heroine Cinderella.

People create new folklore based on real events and places under the name of folk art or folk exploitation. For instance, when Stephen King moved to Derry, Maine in 1961- he became inspired to write his best-selling book 'The Stand.' The city inspired him to name his main character 'Stan' after himself. People also use real locations for folk art productions such as plays or poetry. Some famous folk artists include Tom Bodett (the Pilgrims), Henry David Thoreau (the Maine Woods) and Walt Whitman (the American wilderness).

Folklore is a rich source of information about past cultures worldwide. It is usually passed down through oral tradition and can become embellished over time. People create new folklore based on real events under the name of folk art or folk exploitation. Everyone has their folklore that becomes part of their national history!

- Arushi Bhatt Deleted: that are
- Arushi Bhatt Deleted: of people
- Arushi Bhatt Deleted: It is believed that
- Arushi Bhatt Deleted: a
- Arushi Bhatt Deleted: own
- Arushi Bhatt Deleted: Folklore
- Arushi Bhatt Deleted: usually
- Arushi Bhatt Deleted: and
- Arushi Bhatt Deleted: ;
- Arushi Bhatt Deleted: this is how it becomes
- Arushi Bhatt Deleted: ;
- Arushi Bhatt Deleted: it
- Arushi Bhatt Deleted: be
- Arushi Bhatt Deleted: ed
- Arushi Bhatt Deleted: , Americans embraced ↓
- Arushi Bhatt Deleted: own
- Arushi Bhatt Deleted: their
- Arushi Bhatt Deleted: own
- Arushi Bhatt Deleted: impossible, impossible, and
- Arushi Bhatt Deleted: ;
- Arushi Bhatt Deleted: i
- Arushi Bhatt Deleted: that have
- Arushi Bhatt Deleted: e
- Arushi Bhatt Deleted: In
- Arushi Bhatt Deleted: they have
- Arushi Bhatt Deleted: E
- Arushi Bhatt Deleted: (FACEBOOK link).
- Arushi Bhatt Deleted: itself
- Arushi Bhatt Deleted: in chapter one of his book
- Arushi Bhatt Deleted: as settings
- Arushi Bhatt Deleted: from around the world
- Arushi Bhatt Deleted: own

AB Arushi Bhatt
Unnecessary words

Reply

AB Arushi Bhatt
Unnecessary words

Reply

AB Arushi Bhatt
To change from passive to active voice

Reply

AB Arushi Bhatt
Redundant word

Reply

AB Arushi Bhatt
Merged sentences for clarity

Reply

AB Arushi Bhatt
Rephrased for clarity

Reply

AB Arushi Bhatt
Rephrased for clarity

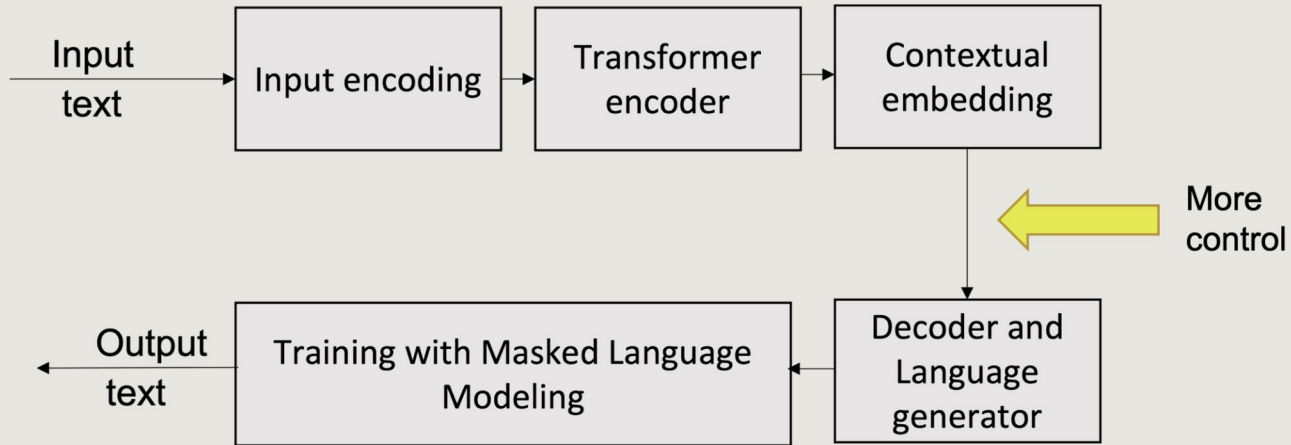
Reply

The edits that AI 'sees'

kill	<ul style="list-style-type: none">• Context different from the language used: war language
seminal	<ul style="list-style-type: none">• Non-relevant terms
see	<ul style="list-style-type: none">• Accessibility considerations
insights	<ul style="list-style-type: none">• Localization standards

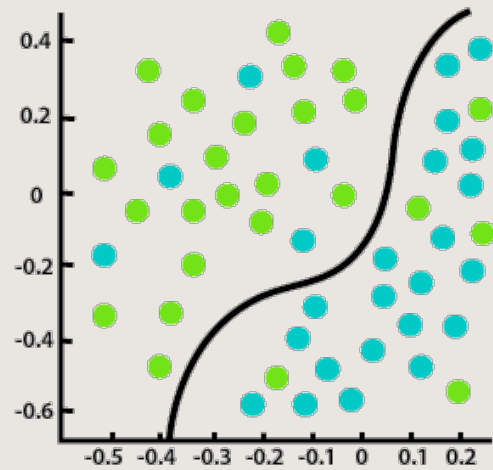
The edits that AI cannot see

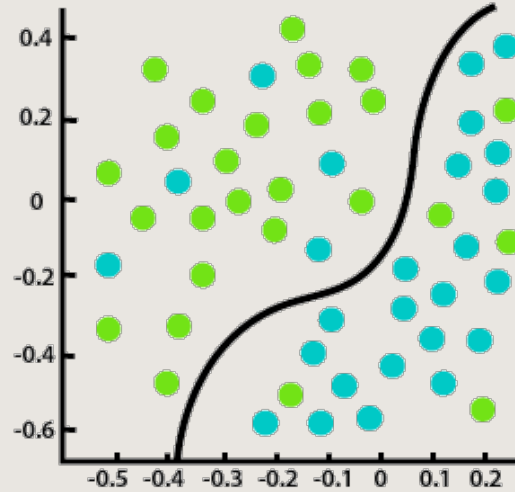
Generative Pre-trained Transformers architecture



Man :: King

Woman :: Queen





Man :: King

Man :: Brother

Man :: Doctor

Woman :: Queen

Woman :: Sister

Woman :: ?



Man :: King

Man :: Brother

Man :: Doctor

He :: Realist

•
•
•

Woman :: Queen

Woman :: Sister

Woman :: Nurse

She :: Feminist

•
•
•



Canons of rhetoric

Invention

Arrangement

Style

Memory

Delivery

We make choices throughout the process of developing content. The five canons help us organize how we examine those choices.



Framework for ethical editing

Possible Factors to fill in the ___

Race

Ethnicity

Culture

Religion

Sex

Gender

Sexual Orientation

Age

Socioeconomic Status

With each canon, we can ask how we are or are not communicating about ____, with ____ being any factor of concern for conscious inclusion.



Arrangement

1. Is ____ relevant to your audience?
2. Is ____ relevant to your message?
3. How does your message consider ____?

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Kit Connor, Kate Winslet Among Winners of Royal Television Society Program Awards

BBC chief content officer Charlotte Moore won the judges' award, while 'Happy Valley' star Sarah Lancashire was honored with the lifetime achievement award.

BY ALEX RITMAN MARCH 29, 2023 2:29AM

f t e +



Kit Connor ROYAL TELEVISION SOCIETY

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Kit Connor and Kate Winslet were among the major winners at the 2023 Royal Television Society program awards on Tuesday night in London.

Winslet claimed the leading actress award for her performance in Channel 4 drama *I Am Ruth* — in which she starred alongside her daughter Mia Threapleton — while Connor won the leading actor honor for his breakout turn in Netflix's hit series *Heartstopper*.

For the 2023 awards, several new awards were introduced, including supporting actor – female, which was claimed by Ambita Mod for the BBC/AMC NHS comedy-drama *This Is Going to Hurt* (which also leads the BAFTA TV awards nominations), and supporting actor – male, which went to *Sweet Tooth* star Adeel Akhtar for the BBC series *Sherwood*. Meanwhile, Sky's *Brassic* won the inaugural comedy drama award. Other winners on the night included Raw's Netflix hit *The Tindler Swindler*, which won the single documentary honor, and *Succession* writer Lucy Prebble, who won writer – drama for Sky series *I Hate Suzie Too*.

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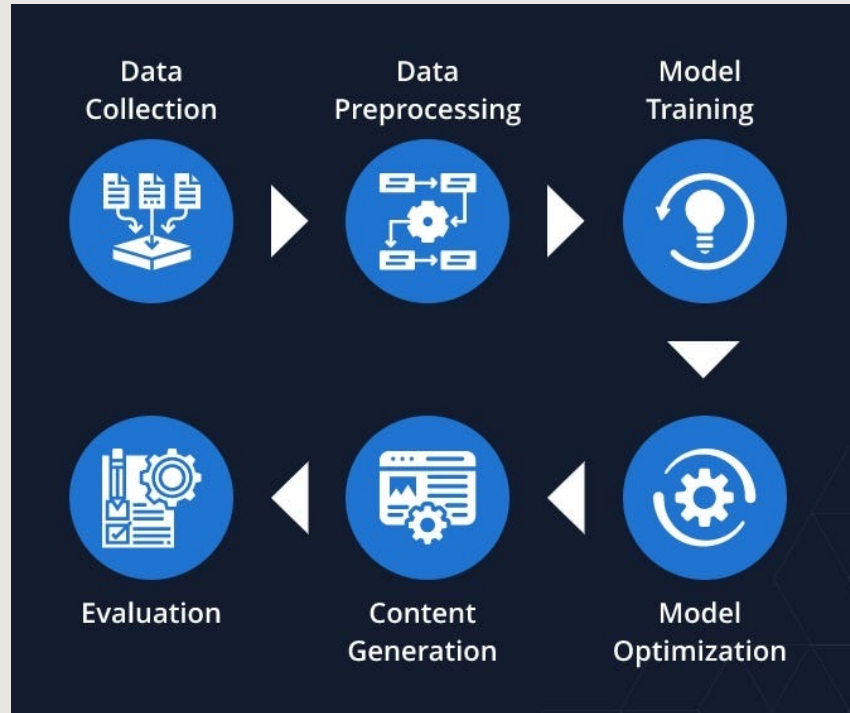
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Uses of ethical editing

- Data preprocessing
- Fine tuning
- Content evaluation



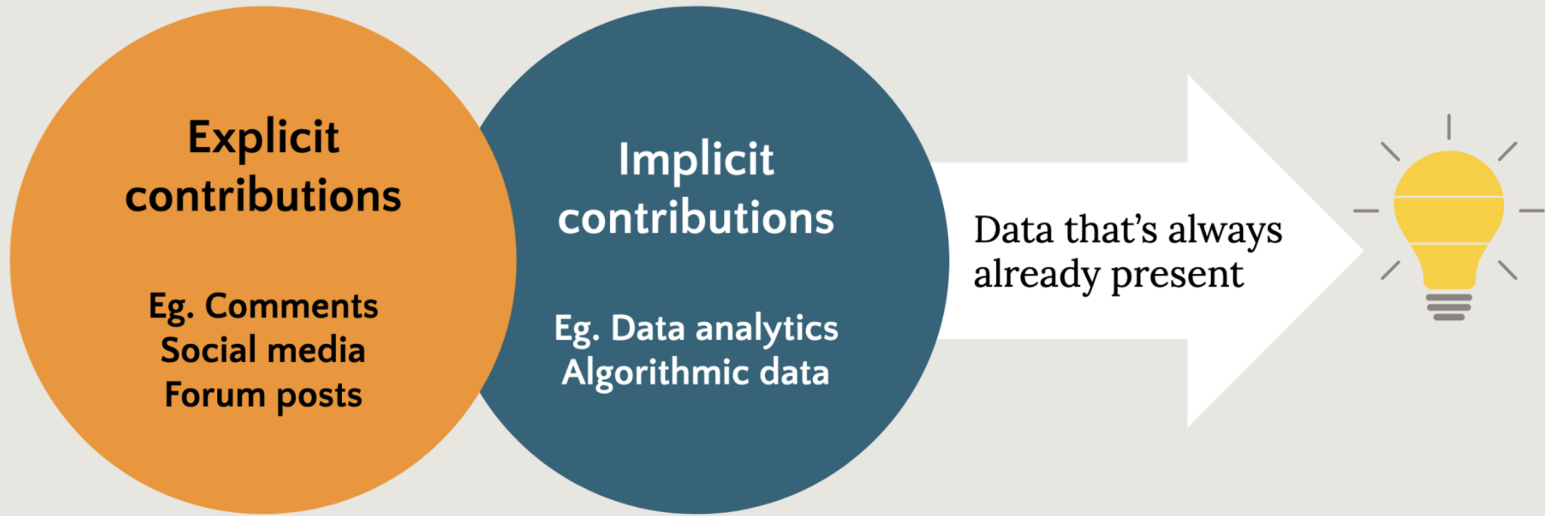


04

User analysis through users' contributions

USER RESEARCH

Types of interactions for user research



Case study: Web analytics



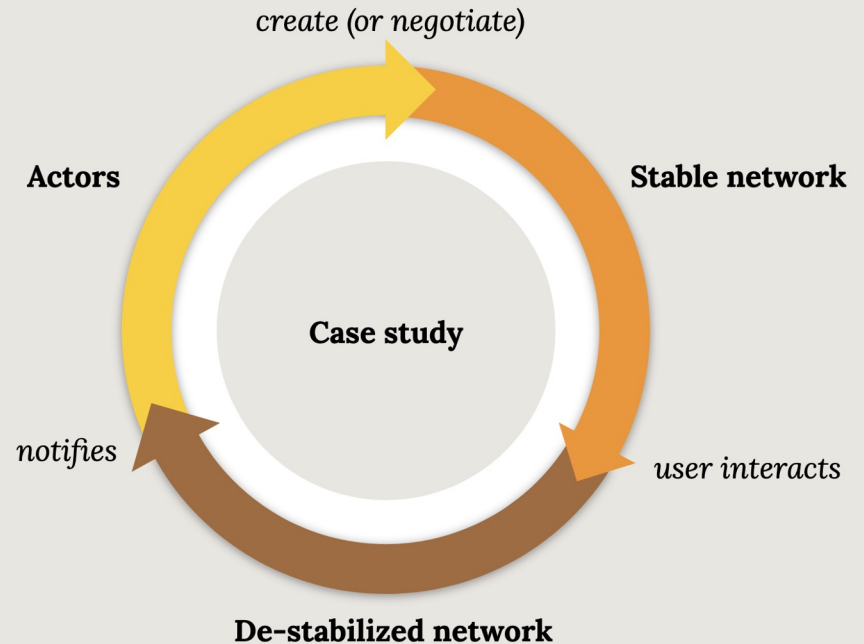
Data was retrieved from the following tools:

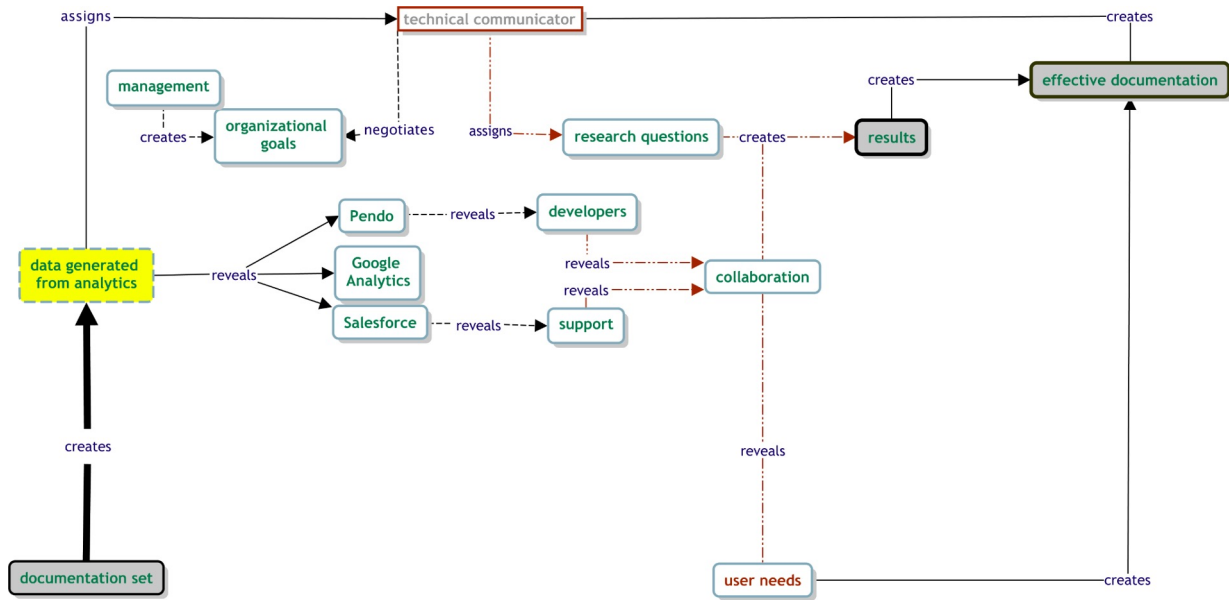
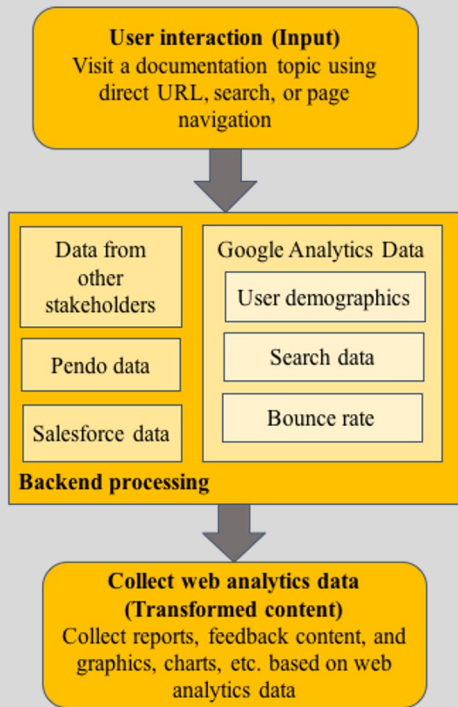
- Google Analytics
- Pendo
- Salesforce



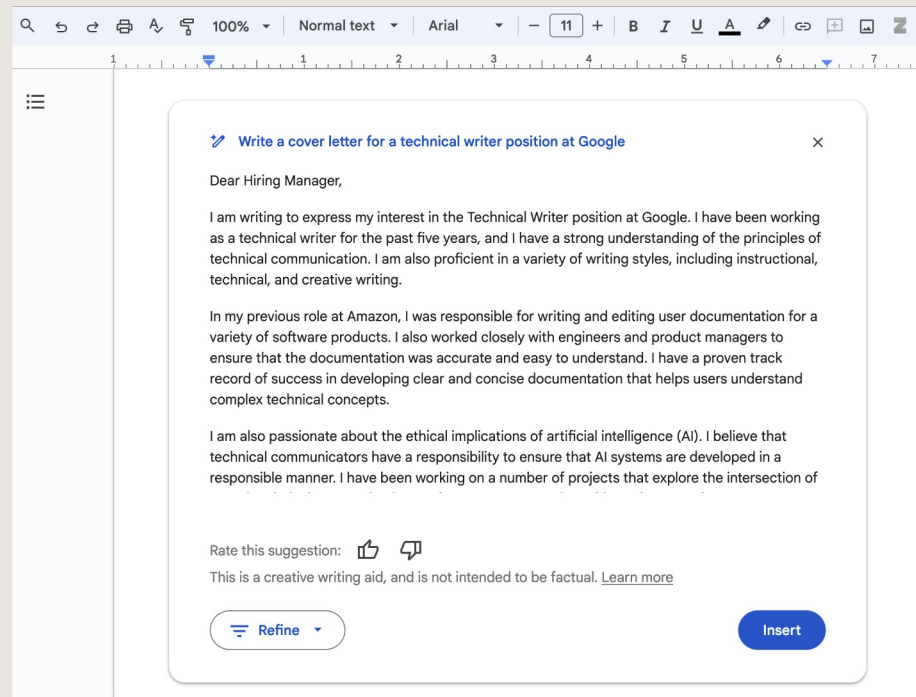
Actor network Theory

"ANT is a social theory framework which puts emphasis on the concept of non-human actors and the interplay between entities with agency, human and non-human actors, as well as relations formed by negotiations and interactions to produce stable, heterogeneous networks of actors with aligned interests".





With AI, technical communicators will have to build infrastructures that record explicit and implicit contributions in AI tools to know the users better.



The screenshot shows a document editor interface with a toolbar at the top containing search, undo, redo, copy, paste, font color, text color, font size (11), bold, italic, underline, link, and unlink icons. Below the toolbar is a ruler with line numbers 1 through 7. On the left side, there is a hamburger menu icon. The main content area displays a text box with the following text:

Write a cover letter for a technical writer position at Google [Close]

Dear Hiring Manager,

I am writing to express my interest in the Technical Writer position at Google. I have been working as a technical writer for the past five years, and I have a strong understanding of the principles of technical communication. I am also proficient in a variety of writing styles, including instructional, technical, and creative writing.

In my previous role at Amazon, I was responsible for writing and editing user documentation for a variety of software products. I also worked closely with engineers and product managers to ensure that the documentation was accurate and easy to understand. I have a proven track record of success in developing clear and concise documentation that helps users understand complex technical concepts.

I am also passionate about the ethical implications of artificial intelligence (AI). I believe that technical communicators have a responsibility to ensure that AI systems are developed in a responsible manner. I have been working on a number of projects that explore the intersection of

Rate this suggestion: [Thumbs Up] [Thumbs Down]

This is a creative writing aid, and is not intended to be factual. [Learn more](#)

[Refine] [Insert]



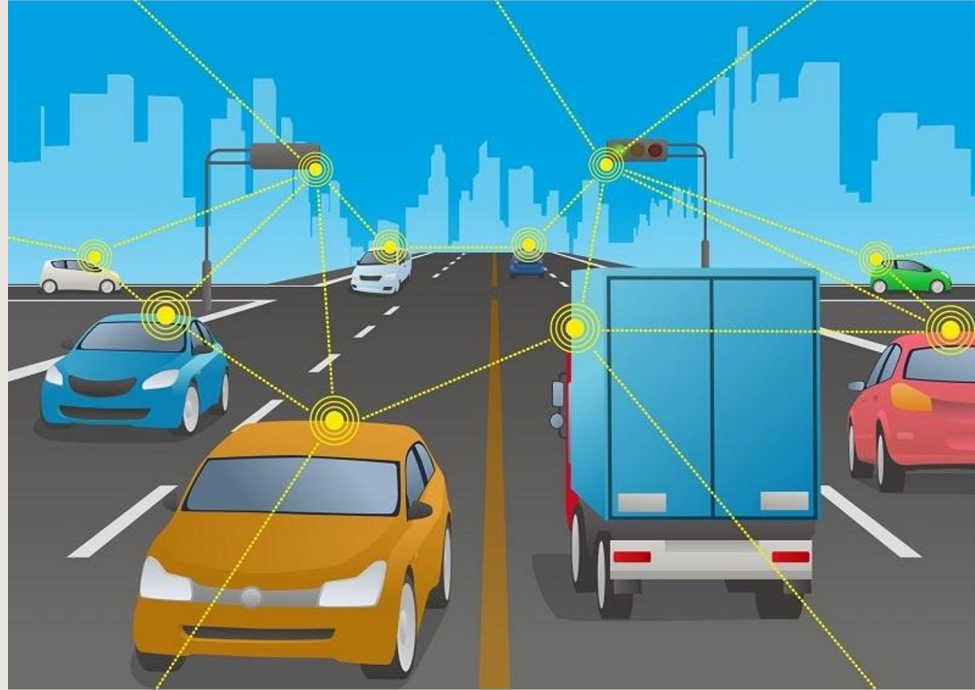
05

Equity and social justice



USER RESEARCH

Autonomous driving in hybrid environments



Impact of Human Behavior in a Mixed Traffic Environments

Input/Current model

- Traffic conditions
- User (drivers') preconceptions (*Ranade*)
- Existing surveys and human behavior analysis methods (*Ranade*)

Experimental system

- Simulated environment (CCI lab)
 - Hybrid simulator
- Driving performance
- Data
 - Eye-tracking quantitative data
 - Surveys (*Ranade*)
- Observed behavior (*Ranade*)

Outputs/Results

- Inputs for developers that incorporate human behavior findings
- Better simulations
 - Better algorithms
- Policy making
 - New regulations (*Ranade*)
 - Vocabulary and terminology to be included to establish trust among customers (*Ranade*)
- Factors contributing to Vulnerability: Socioeconomic status, age, disability, gender (*Ranade*)

Uses of human augmentation for UI/UX testing

Are Mechanical Turk workers using AI to automate being human? 

Researchers have found that nearly half of the workers on Amazon's Mechanical Turk platform are using artificial intelligence (AI) to complete tasks that were originally intended for humans. Mechanical Turk allows users to divide simple tasks into smaller sub-tasks that pay very little but can be completed quickly.



oecd.ai

<https://oecd.ai> › incidents

[Mechanical Turk workers are using AI to automate being human - OECD.AI](#)



Documentation Development Life Cycle (DDLC)

User research

AI tools like UserTesting and Maze for developing instructions.

Planning

- Audience analysis
- Design
- Toolkit

Content development

Writing and Editing

AI tools like ChatGPT for developing instructions.

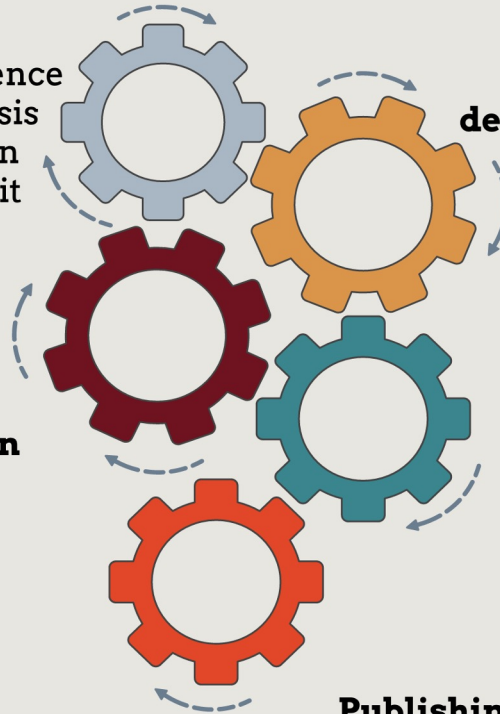
Maintain

Review

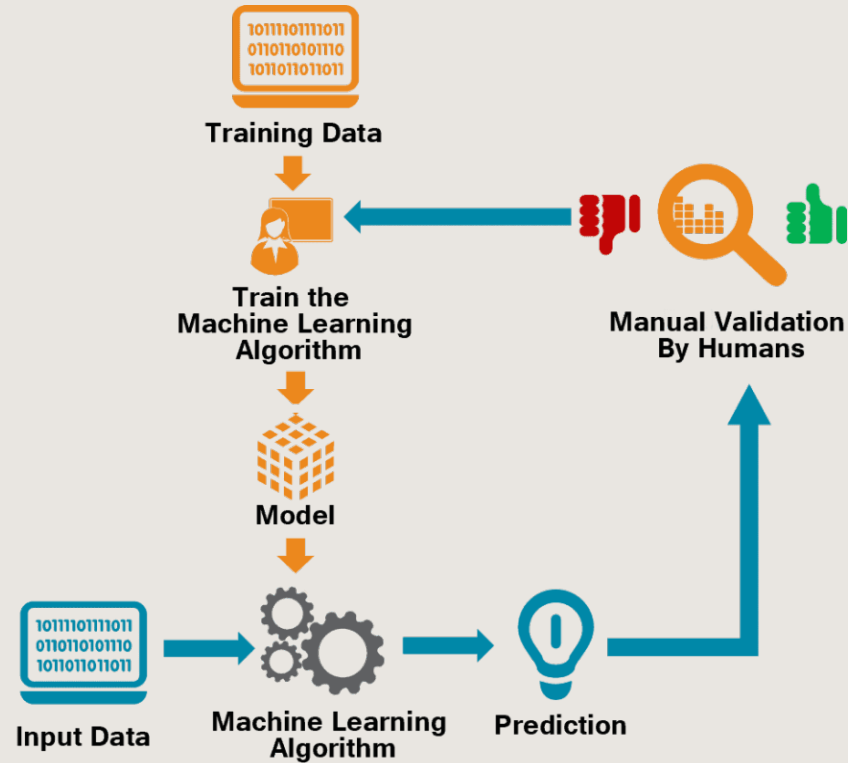
Publishing

Content strategy and Accessibility

AI tools that enable real-time and context-aware communication with your users



ML development life cycle



Thanks!

dr.nranade@gmail.com

- Presentation template by SlidesGo
- Images via Google Search
- Email me for detailed References