



Date
March 12, 2025

Time
2:55 PM – 4:25 PM

Instructor
Tracy L. M. Norton
Erick Vincent Anderson
Professorship
Assistant Professor of Law
Louisiana State University

Location
Live-Streamed and
Onsite at C.B. Pennington, Jr.
Conference Center at the
Pennington Biomedical
Research Center
in Baton Rouge

Method of Delivery
Classroom instruction and
Live-streamed

Learning Level
Basic

CPE Hours
1.5 CPE

CPA Subject Matter
Specialized Knowledge

Prerequisite
None

Strategic Use of Generative AI

Description

In this session, you'll learn how to get the most out of generative AI, whether you are an AI novice or AI enthusiast. This session will cover the basics of generative AI literacy and a framework for prompt engineering so you can strategically build your AI skillset for greater efficiency and productivity.

Objectives

After this class, participants will have a better understanding of:

- **Understand the Fundamentals of Generative AI** – Participants will understand the essential function of generative AI as a language prediction platform, and they will be able to identify appropriate and inappropriate uses of generative AI.
- **Determine How to Integrate Generative AI into Their Workflow** – Participants will be prepared to use generative AI strategically to streamline routine tasks, allowing more time for high-value work that requires professional expertise.
- **Prepare to Draft Effective AI Prompts Using the Rhetorical Situation Framework** – Participants will be equipped to structure simple and complex AI prompts that yield relevant and useful outputs.
- **Be Ready to Develop a Reusable AI Prompt Library** – Participants will be prepared to create and organize a collection of prompts tailored to their specific professional needs for future AI-assisted tasks.

Who Will Benefit

- Elected officials, appointed officials, and local attorneys
- Local government employees and local government auditors

About the Instructor

Professor Tracy L. M. Norton, a national leader in legal education, currently serves as an Assistant Professor of Law at the LSU Paul M. Hebert Law Center. She has taught legal research and writing at LSU Law since 2022. Her distinguished career showcases a blend of innovative teaching, scholarly excellence, and visionary leadership in the integration of technology and neuroscience in legal education. Before joining the Law Center, she served as an Associate Professor of Legal Process at Touro University Jacob D. Fuchsberg Law Center in New York, where she designed and taught courses in the traditional and hybrid J.D. programs and contributed to a broad range of institutional initiatives. Prior to that, she served on the faculties of South Texas College of Law and Texas Tech University School of Law.

Going beyond traditional law school teaching methods, Professor Norton uses team-based learning, collaborative writing technology, micro-conferences, and a multimedia resource approach to encourage student engagement and success. Throughout her career, she has demonstrated a forward-thinking mindset in a variety of teaching spaces, including in-person and fully asynchronous courses. During the coronavirus pandemic, she assisted faculty throughout the country in adapting to asynchronous and synchronous online course delivery. Professor Norton began integrating technology into legal education in 1998 with the co-development of the Interactive Citation Workstation, hosted by LexisNexis. The ICW was the first digital teaching tool in widespread use in legal education and is currently used in more than half of American law schools. She has recently emerged as a thought leader in incorporating generative AI literacy into law practice and education. Her presentations on the ethical use of AI, leveraging AI for storytelling, and crafting compelling human stories using AI have been well-received by both lawyers and law professors nationwide.

Professor Norton earned her bachelor's degree from the University of North Texas and her J.D. from Baylor University School of Law, concentrating in Criminal Practice

Strategic Use of Generative AI for Professionals

Professor Tracy L. M. Norton
LSU Law Center



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Perspective

Generative AI is a tool.

No tool is categorically good or bad.

Tools are most effective in the hands of the skilled.

The highest and best use of technology is to give us more time for the things humans are best at:
critical thinking, creativity, and relationships.

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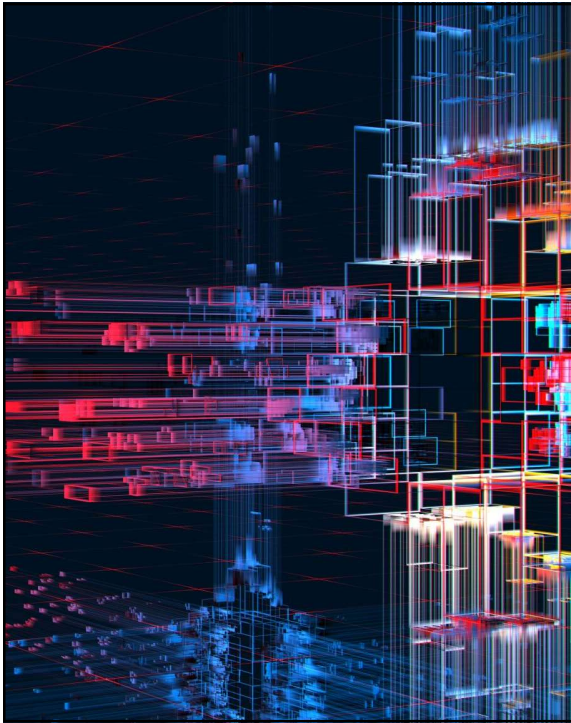
Roadmap

- Basic Generative AI Literacy
- Prompt Architecture

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Basic Generative AI Literacy

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What is Artificial Intelligence?

- Artificial Intelligence (AI) is a field of computer science dedicated to creating systems capable of performing tasks typically requiring human intelligence.
- AI involves the development of algorithms, which are sets of rules or instructions that computers follow to perform tasks.
- Algorithms can range from the simple to the complex.
- Algorithms are a part of life.

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Brulle Cheese Cake

Brulle cheese cake is one of the most famous cake in the world. You can make it in your kitchen with the recipe below.

Prep Time :
Cook Time :
Servings :

Ingredients:

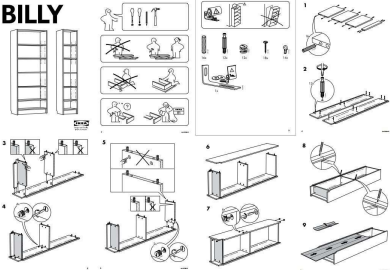
- 2 cups of awesome
- 1/2 tsp of fun
- 3 tbsp color
- 1 cup of kindness
- salt and pepper to taste

Notes :

Eat up best when shared.



BILLY




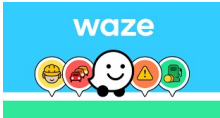



Human Intelligence Algorithms

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Complex Computer Algorithms

- Complex algorithms enable machine learning, in which computers are fed large amounts of data, which they use to identify or “learn” patterns and characteristics.
- We use complex algorithms that are designed to identify patterns and characteristics every day.
- Therefore, Artificial Intelligence has already become a useful and necessary part of everyday life.




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Complex Embedded Algorithms

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Types of Artificial Intelligence

- **Narrow/Weak AI**
 - Specific algorithms designed for prescribed tasks like we’ve seen
 - Machine learning capability
 - Do what they’re told
- **Generative AI**
 - Narrow AI called Large Language Models (LLMs) such as ChatGPT
 - Algorithms that use human language rather than computer code as both input and output.
 - Outputs are original and depend on the user input.
 - MIMICS creativity and thought through predicting expression of creativity and thought.
- **General AI**


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Generative AI is a type of Narrow AI.



Narrow AI

Executes a specific task using an algorithm.



Generative AI

The specific task is to generate something new using a Large Language Model.

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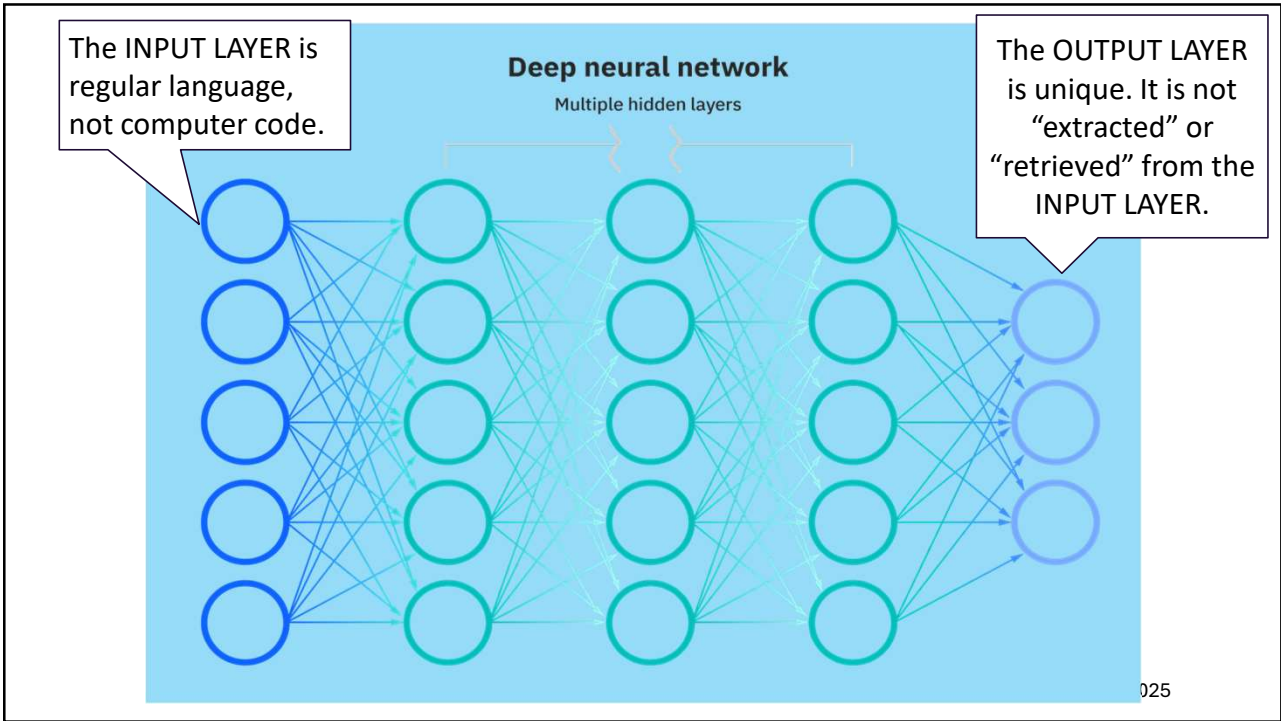
An LLM is a “deep learning model that can take raw data . . . and ‘learn’ to generate statistically probable outputs when prompted.”

These specific deep learning models are called Large Language Models (LLMs) and use TRANSFORMERS to create outputs from inputs. They do this through a system of ENCODERS and DECODERS

ENCODERS help the model group words into categories (e.g., king, queen, princess, prince=royalty).

DECODERS help the model predict what words will come next (e.g., [royalty] sits on a ____).

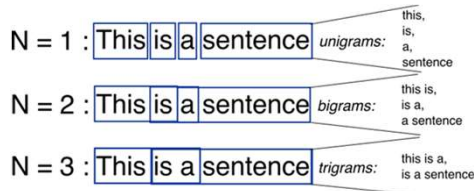
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While we can't see into the black box, we can understand some of the simpler processes.

N-Gram



Concordance Table

The screenshot shows a concordance table for the word "process". The interface includes a search bar with "Words: Case: Regexp Results Set All hits" and a "Context Size" of 10 tokens. The results are displayed in a table with columns for File, Left Context, Hit, and Right Context. The first few rows show the word "process" in various contexts from different files.

File	Left Context	Hit	Right Context
AmE06_001.txt	It is, however, prompted by the need to place the	process	of taking moments in context. Moments of the Distribution
AmE06_002.txt	f online distance education. Successful online teaching is a	process	of taking our very best practices in the classroom
AmE06_003.txt	in their parents' homes. The findings demonstrate that the	process	of assimilation was not uniform for all groups. Some
AmE06_004.txt	with the Communist Party of Indonesia, which was in the	process	of being eliminated by Soeharto's New Order government,
AmE06_005.txt	acred texts," the canon of modern children's literature. The	process	of creating or augmenting professional identity relied parti
AmE06_006.txt	eyes, you lack that protein. Now scientists are in the	process	of figuring out which proteins are coded for by
AmE06_007.txt	(2004). Donlan and Martin (2004), and Pysek et al. (2004).	Process	of invasion At one level, the issue of invasive
AmE06_008.txt	or the other participants is formed, through which the	process	of knowledge acquisition is collaboratively created. (See Ch
AmE06_009.txt	express an inference. An inference, in turn, is a mental	process	of linking propositions by offering support to one proposi
AmE06_010.txt	een theoretically appropriate for explaining the adaptation	process	of newcomers who arrived in America in the early 20
AmE06_011.txt	metric instructions, either unmodified or modified by the	process	of overlap. We postulate a parallel language-specific proc
AmE06_012.txt	assured confounding is accounting for the findings, as the	process	of randomization makes the mathematical probability of su
AmE06_013.txt	nt residue of mantle differentiation including the on-going	process	of seafloor spreading and building of island arcs. It
AmE06_014.txt	ikszentmihalyi's (1990) concept of "flow" is a more general	process	of self-actualization. In flow, a person's tasks
AmE06_015.txt	a voice of "several strengths." Her voice thereby enacts a	process	of the black community speaking to itself and explores
AmE06_016.txt	is not. It is that the critical thinker takes the	process	of thinking seriously, consciously attends to that process, ar
AmE06_017.txt			
AmE06_018.txt			
AmE06_019.txt			
AmE06_020.txt			

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ChatGPT is a Large Language Model

GPT stands for "Generative Pre-trained Transformer"

Generative: it predicts the next word in a sequence

Pre-trained: it has had access to large datasets of human language, *i.e.*, "scraped" from the internet; pre-training stops at a certain point and fine-tuning begins.

Transformer: a system of encoders and decoders that is self-supervised, *i.e.*, self-adjusting

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What was it exposed to in pre-training?



15

The training process, while impressive, can be problematic.

- Just because something is generated by a computer doesn't mean it's "neutral" or "unbiased."
- Algorithms are written by people.
- The pre-training material on the Internet and subsequent fine-tuning was created by people.



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Difference Between Search & LLM Algorithms

Search Algorithms



- Narrow algorithms meant to accomplish a specific task, to wit: **finding language requested.**
- Retrieve based on your input.
- Gives you site results, and you sift through them. You decide what you keep from the results; you are the arbiter of reliability.

LLM Algorithms



- Narrow algorithms meant to accomplish a specific task, to wit: **generating new text that is statistically likely to be responsive to the prompt.**
- Generate based on your input, and on its pre-training and fine-tuning.
- Gives you text or image results. You are only given one choice, and you are *still* the arbiter of reliability.

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Google Retrieves

“Where can I watch the Oscars?”

2025 Oscars to be streamed live >



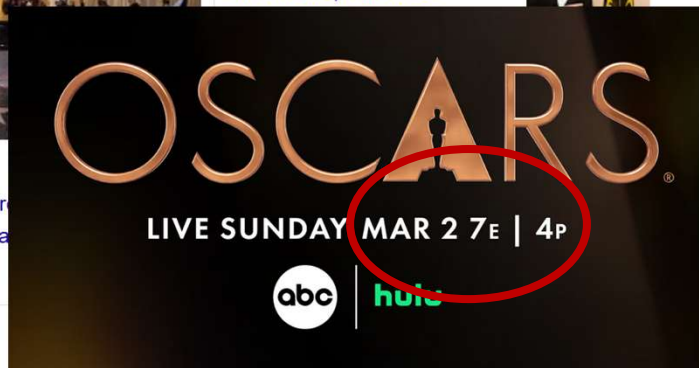
AP AP News

How to watch — and stream the 2025 Oscars show and red carpet ceremony

14 hours ago

Decider

Oscars 2025: Where To Watch Live, Hulu/ABC



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GPTs Invent

“Where can I watch the Oscars?”

The 97th Academy Awards (Oscars) ceremony will air on Sunday, March 9, 2025, on ABC. You can watch it through:

1. ABC broadcast channel (traditional TV)
2. ABC.com (with TV provider login)
3. The ABC app (with TV provider login)
4. Live TV streaming services that include ABC, such as:
 - YouTube TV
 - Hulu + Live TV
 - FuboTV
 - DirecTV Stream

The red carpet pre-show typically starts a few hours before the main ceremony. To confirm exact broadcast times for your specific time zone, I'd recommend checking your local listings or visiting the official Oscars website closer to the event date.



Claude can make mistakes. Please double-check responses.

19

You have to know what you want.

Neither was looking for “truth.”

- Search algorithms **fetch** the language we give it.
- GPTs **generate** language that is statistically likely to be phrased properly.



The 97th Academy Awards (Oscars) ceremony will air on Sunday, March 9, 2025, on ABC. You can watch it through:

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4. Live TV streaming services that include ABC, such as:
 - YouTube TV
 - Hulu + Live TV
 - FuboTV
 - DirecTV Stream

This is a “hallucination” and it’s seductive in its level of detail and confidence.

The red carpet pre-show typically starts a few hours before the main ceremony. To confirm exact broadcast times for your specific time zone, I'd recommend checking your local listings or visiting the official Oscars website closer to the event date.



Claude can make mistakes. Please double-check responses.

20

Generative AI doesn't understand “truth” and “reliability.”

- It generates (i.e., “makes up”) content that is statistically likely to sound like the correct answer.
 - Use it for things that just need to sound correct.
 - Do not use it for anything that needs to be accurate or reliable.
- It hallucinates.



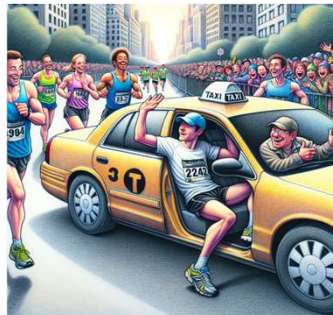
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The Marathon Rule

The beginning



But not the middle



The end



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What is ChatGPT Good For?

Brainstorming



Drafting by genre



Bespoke revision



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What tasks involve wording things or accessing norms?

Emails/Letters

- Networking
- Misunderstanding
- Thank yous
- Declining Requests/Offer
- Complex Explanation/Instructions
- Sensitive Topics
- Apologies
- Recommendations

Planning

- Intern Management
- Project Management
- Educational Event Planning
- Client Relationship Management Strategies
- Marketing and Business Development Plans
- Technology Integration
- Event Planning

Content Creation

- Training and Education for New Employees
- Knowledge Management of Commonly-Used Information
- Education for Specific Audiences
- Marketing Content Creation
- Workflow Automation
- Blog Content

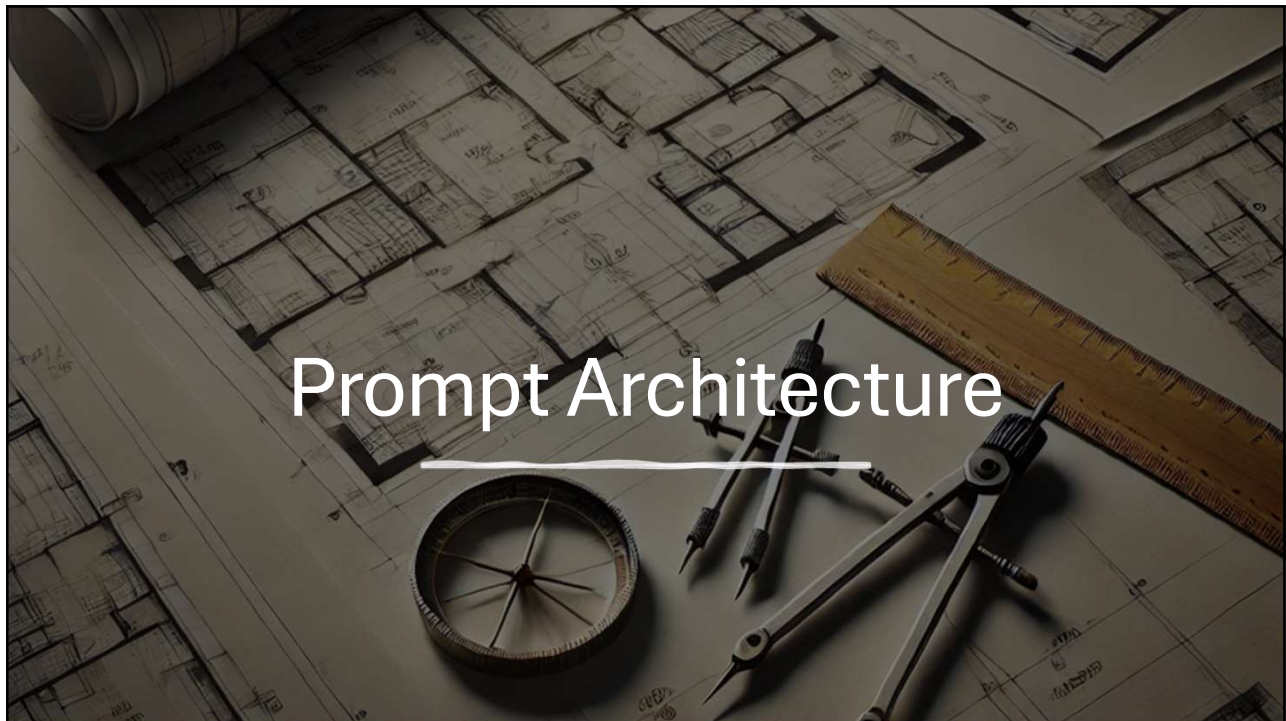
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You have to
know how to
speak to it.



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Prompt Architecture



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Importance of Prompt Architecture Skills

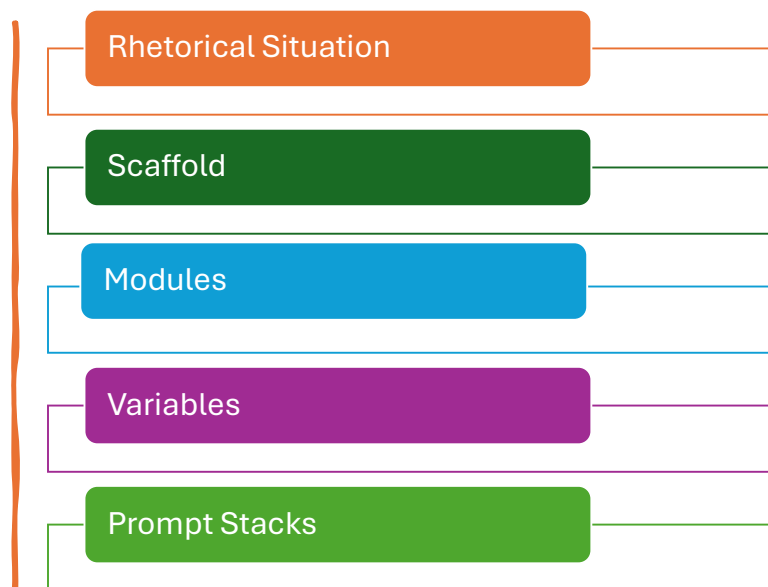
Quality of outputs - The clarity and specificity of your prompt directly determines the quality of the AI's response. Vague prompts lead to generic or misaligned outputs, while well-crafted prompts yield more precise, useful results.

Resource efficiency - Careful prompting reduces the need for multiple iterations and refinements, saving time and computational resources while getting you to your desired outcome faster.

Alignment with intentions - Generative AI lacks true understanding of your goals and context. Thoughtful prompts help bridge this gap by explicitly communicating your expectations, constraints, and success criteria.

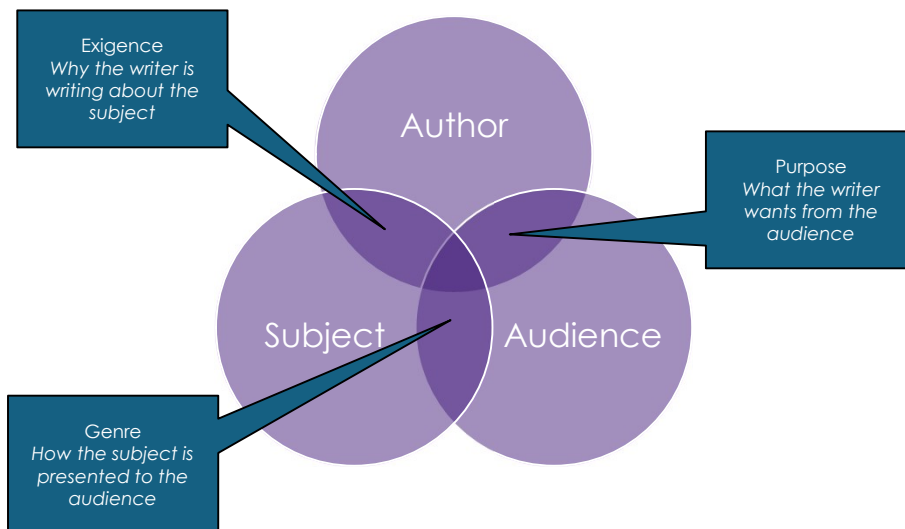
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Components of Prompt Architecture



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The Rhetorical Situation: Power Steering for Communication



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Rhetorical Situation Scaffold

Author	Audience	Subject
Exigence (why now?)	Genre	Purpose

Each part of the rhetorical situation is a module on the scaffold.

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Develop Each Module with Variables

AUDIENCE:

Demographics = [Age, location, income level]

Professional Background = [education, occupation, years of experience]

Pain Points = [Primary challenges and frustrations]

Aspirations = [Short and long-term goals, desired outcomes]

Information Sources = [Where they seek advice and solutions]

Decision Triggers = [What finally convinces them to act]

Success Metrics = [How they measure satisfaction]

/AUDIENCE

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Rhetorical Situation Scaffold

Author Module AUTHOR: Variable= [specifics] Variable 2 = [specifics] Variable 3 = [specifics] /AUTHOR	Audience Module AUDIENCE: Variable= [specifics] Variable 2 = [specifics] Variable 3 = [specifics] /AUDIENCE	Subject Module SUBJECT: Variable= [specifics] Variable 2 = [specifics] Variable 3 = [specifics] /SUBJECT
Exigence (why now?) EXIGENCE: Variable= [specifics] Variable 2 = [specifics] Variable 3 = [specific] /EXIGENCE	Genre Module GENRE: Variable= [specifics] Variable 2 = [specifics] Variable 3 = [specifics] /GENRE	Purpose Module PURPOSE: Variable= [specifics] Variable 2 = [specifics] Variable 3 = [specifics] /PURPOSE

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AUTHOR:

Variable= [specifics]

Variable 2 = [specifics]

Variable 3 = [specifics]

/AUTHOR

AUDIENCE:

Variable= [specifics]

Variable 2 = [specifics]

Variable 3 = [specifics]

/AUDIENCE

SUBJECT:

Variable= [specifics]

Variable 2 = [specifics]

Variable 3 = [specifics]

Claude 3.7 Sonnet ▾  Choose style ▾



Stack the modules
into your prompt.

33

And I'll execute my
prompt stack with a
final building
instruction:

Acting as [AUTHOR],
please draft [GENRE]
to [AUDIENCE] about
[SUBJECT] for
[PURPOSE] and
[EXIGENCE].



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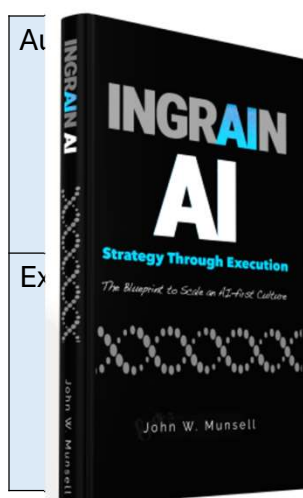


Let's take a closer look at how you can develop your modules using a GPT.

The process is similar for the other modules on the rhetorical situation scaffold.

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Rhetorical Situation Base Plan



Audience

Genre

AUDIENCE:

- **Demographics** = [Age, location, income level]
- **Professional Background** = [education, occupation, years of experience]
- **Pain Points** = [Primary challenges and frustrations]
- **Aspirations** = [Short and long-term goals, desired outcomes]
- **Information Sources** = [Where they seek advice and solutions]
- **Decision Triggers** = [What finally convinces them to act]
- **Success Metrics** = [How they measure satisfaction]

/AUDIENCE

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GPTs can help with the variables.

Please fill in the fields for each variable below using the attached biography:

AUDIENCE:

- **Demographics** = [Age, location, income level]
- **Professional Background** = [education, occupation, years of experience]
- **Pain Points** = [Primary challenges and frustrations]
- **Aspirations** = [Short and long-term goals, desired outcomes]
- **Information Sources** = [Where they seek advice and solutions]
- **Decision Triggers** = [What finally convinces them to act]
- **Success Metrics** = [How they measure satisfaction]

/AUDIENCE

Claude 3.7 Sonnet ▾  Choose style ▾

Use **shift + return** for new line

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AUDIENCE:

- **Demographics** = [Mid-career academic professional, likely 40s-50s, based in Louisiana at LSU Law Center, with middle to upper-middle professional income level typical of law professors]
- **Professional Background** = [J.D. from Baylor University School of Law with concentration in Criminal Practice; Bachelor's degree from University of North Texas; 20+ years in legal education across multiple institutions including LSU, Touro, South Texas College of Law, and Texas Tech]
- **Pain Points** = [Keeping pace with rapidly evolving technology in legal education; balancing traditional legal pedagogy with innovative approaches; adapting courses for both in-person and online environments; helping colleagues navigate technological transitions; maintaining scholarly productivity while innovating in the classroom]
- **Aspirations** = [Continuing to lead in legal education technology innovation; further developing AI literacy in legal education; publishing influential works combining legal storytelling and technology; expanding the adoption of her teaching methodologies; advancing to higher academic leadership positions]
- **Information Sources** = [Legal Writing Institute conferences and publications; AALS meetings and resources; academic journals on legal education; professional networks across multiple law schools; technology conferences related to education; generative AI resources]

Now I can copy
this into my
prompt
architecture for
this project.

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And I'll finish with the final building instruction

Acting as [AUTHOR], please draft [GENRE] to [AUDIENCE] about [SUBJECT] for [PURPOSE] and [EXIGENCE].

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Library of Prompt Stacks for Different Audiences			
AUDIENCE	Supervisor	Accountant	Lawyer
Demographics = [Age, location, income level]			
Professional Background = [education, occupation, years of experience]			
Pain Points = [Primary challenges and frustrations]			
Aspirations = [Short and long-term goals, desired outcomes]			
Information Sources = [Where they seek advice and solutions]			
Decision Triggers = [What finally convinces them to act]			
Success Metrics = [How they measure satisfaction]			

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Quick & Dirty

Author

Genre

Acting as A SENIOR LEGISLATIVE AUDITOR, draft a LETTER to THE OMBUDSMAN OF THE NORTH LOUISIANA PI

Audience

SSION explaining THE ATTACHED REPORT produced at AT THE REQUEST OF COMMISSION to AUDIT THE 2023 FINANCIAL STATEMENTS.

Subject

Exigence

Purpose

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Build for the Future

- Professionally, we generally write in common roles for common audiences, purposes, etc.
- Rather than redraft a full prompt each time you use generative AI, create modular prompt stacks that are reusable.
- Build a library of your prompt stacks categorized by rhetorical situation module.
- Use an organizing tool like Excel or Notion to keep them organized and accessible.

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Questions?



Prof. Tracy L. M. Norton

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