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

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 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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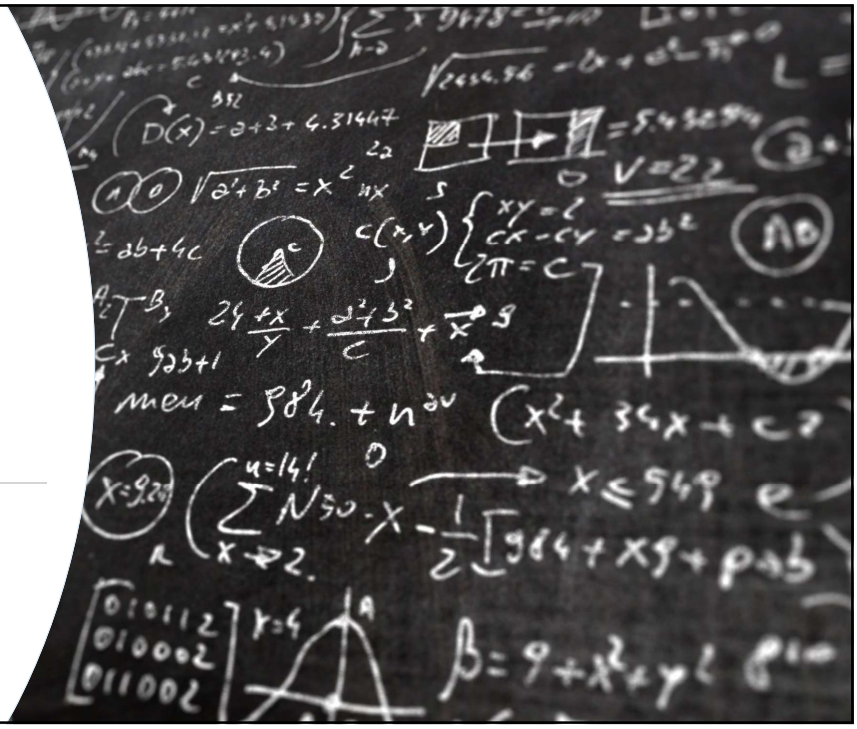
Basic Generative AI Literacy



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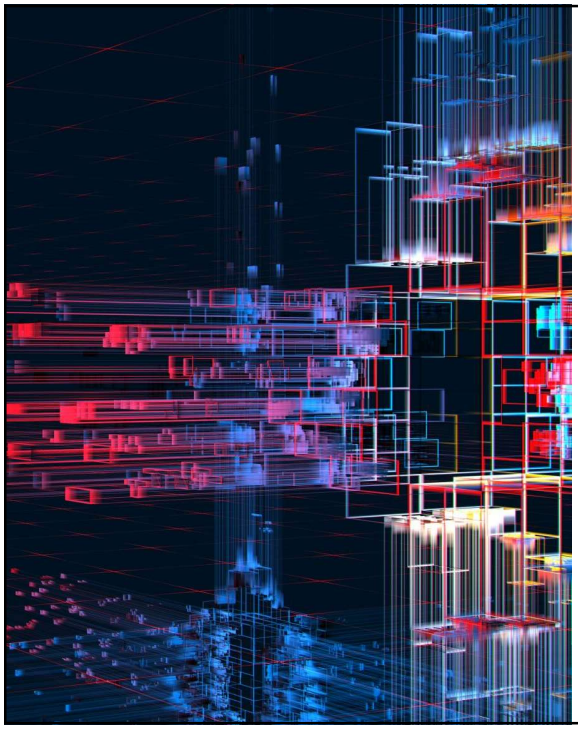

What is Artificial Intelligence?

- 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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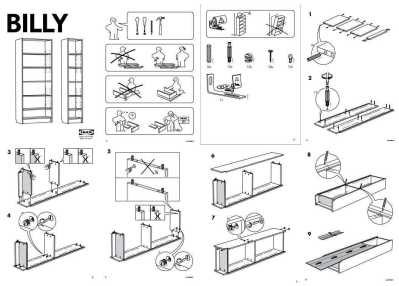

Human Intelligence Algorithms

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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.

duolingo

waze

Google

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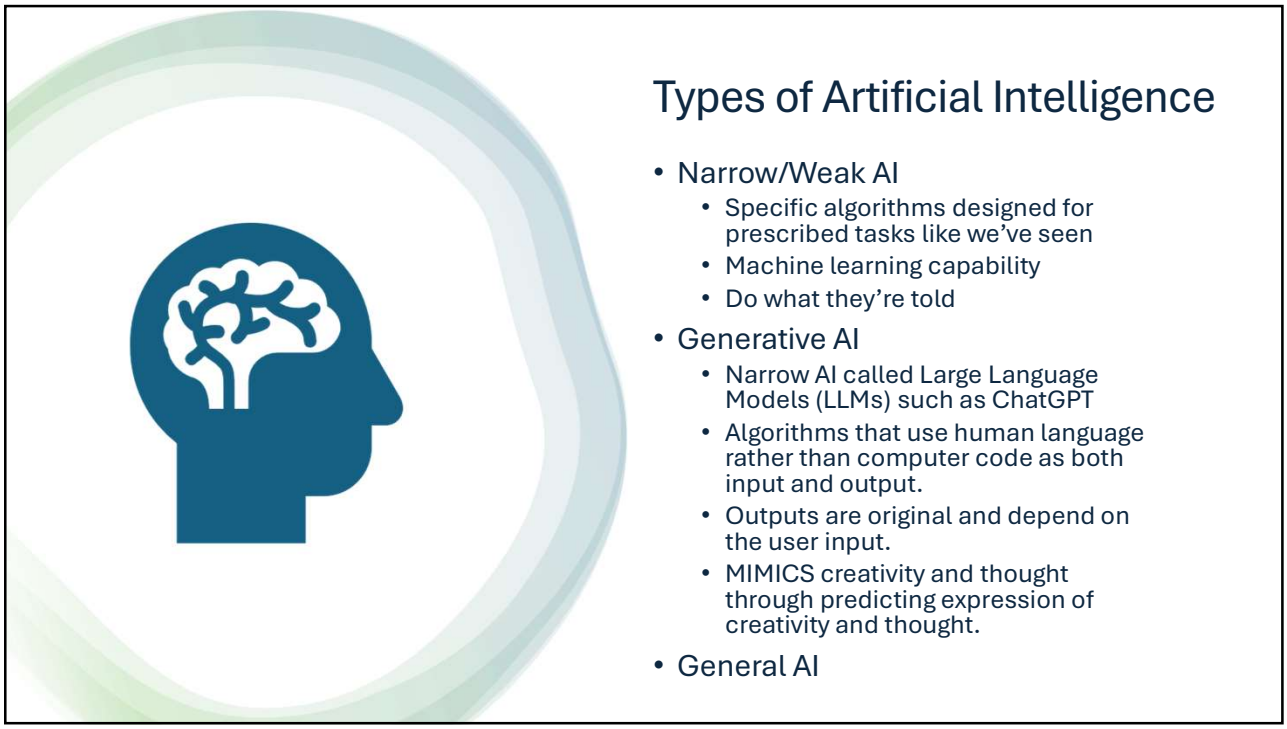
Types of Artificial Intelligence
• Narrow/Weak AI
• Specific algorithms designed for prescribed tasks like we've seen
• Machine learning capability
• Do what they're told
• Generative AI
• Narrow AI called Large Language Models (LLMs) such as ChatGPT
• Algorithms that use human language rather than computer 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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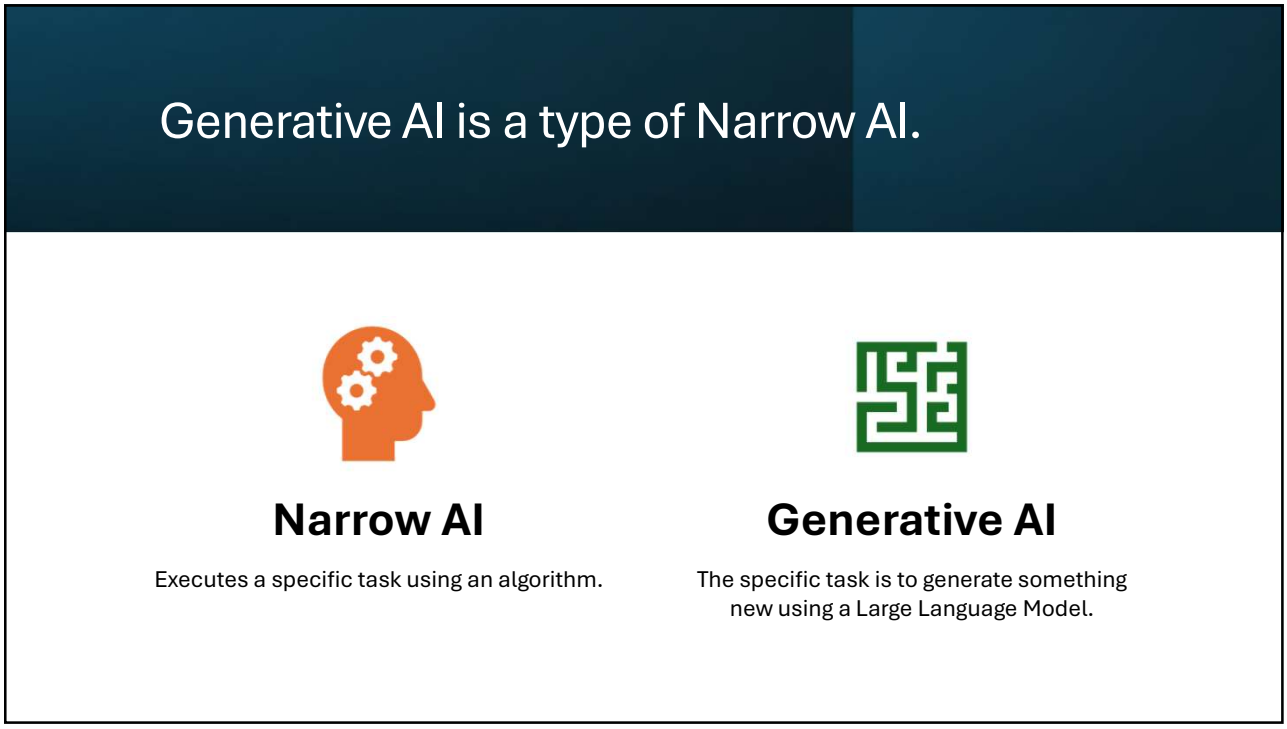
Generative AI is a type of Narrow AI.
Narrow AI
Executes a specific task using an algorithm.
Generative AI
The specific task is to generate something new using a Large Language Model.

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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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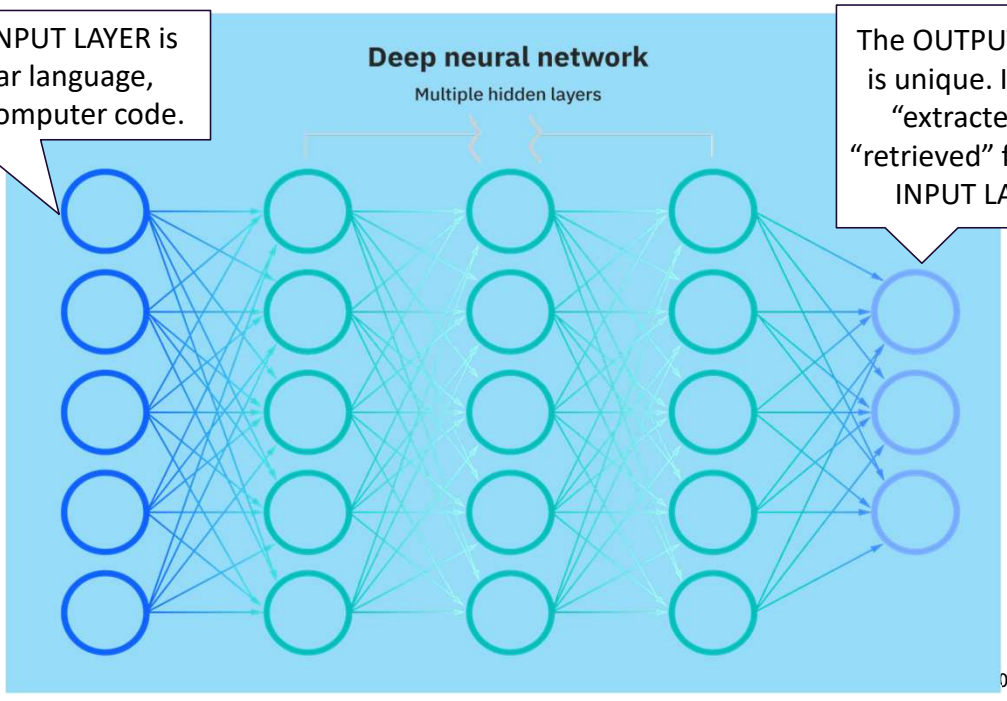
The INPUT LAYER is regular language, not computer code.



The OUTPUT LAYER is unique. It is not "extracted" or "retrieved" from the INPUT LAYER.

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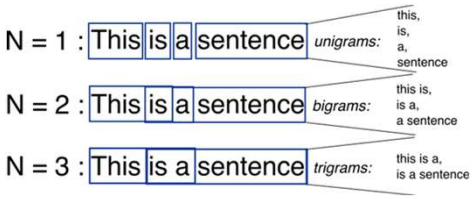
While we can't see into the black box, we can understand some of the simpler processes.

N-Gram



Concordance Table

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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?

amazon
Truth Social
NETFLIX
Khan Academy
OLD NAVY
YouTube
Spotify
tinder
Pornhub
WIKIPEDIA
The Free Encyclopedia
COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK
Columbia
WebMD
usa.gov

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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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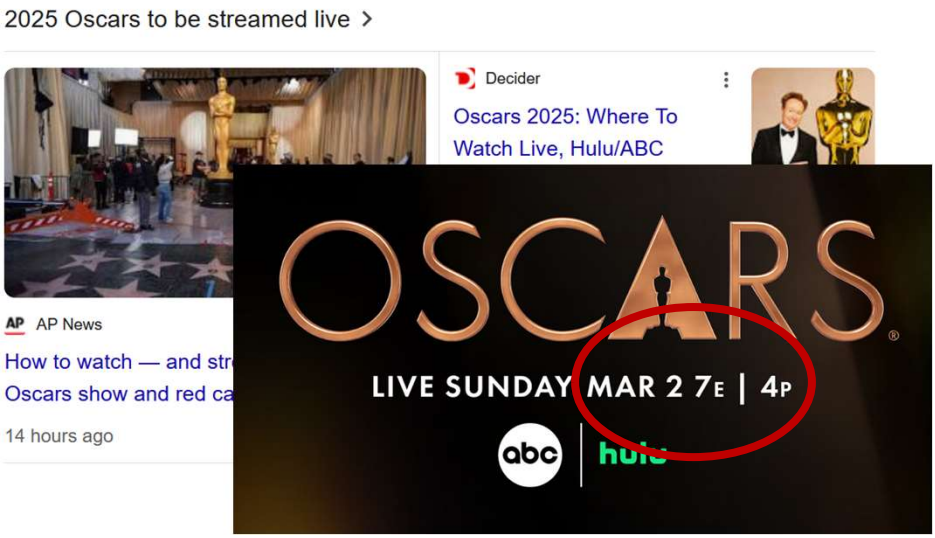
Google Retrieves

"Where can I watch the Oscars?"



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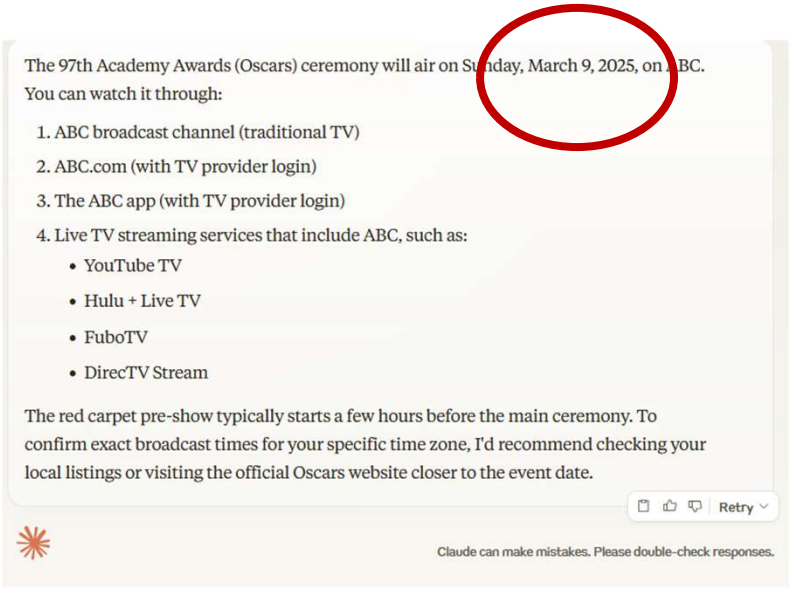
GPTs Invent

"Where can I watch the Oscars?"



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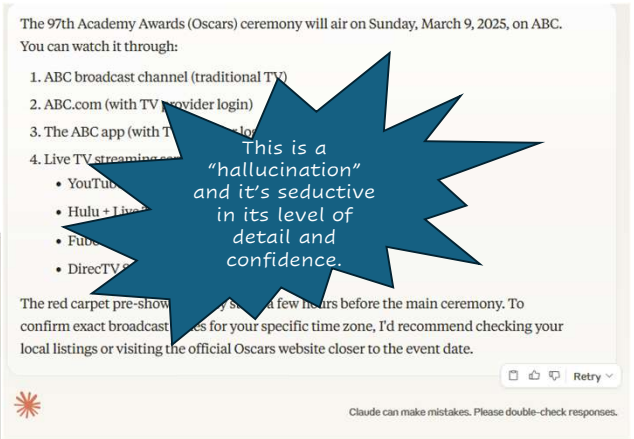
You have to know what you want.

Neither was looking for "truth."

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



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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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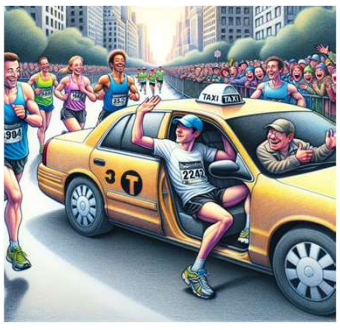
The Marathon Rule

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/Offers
- 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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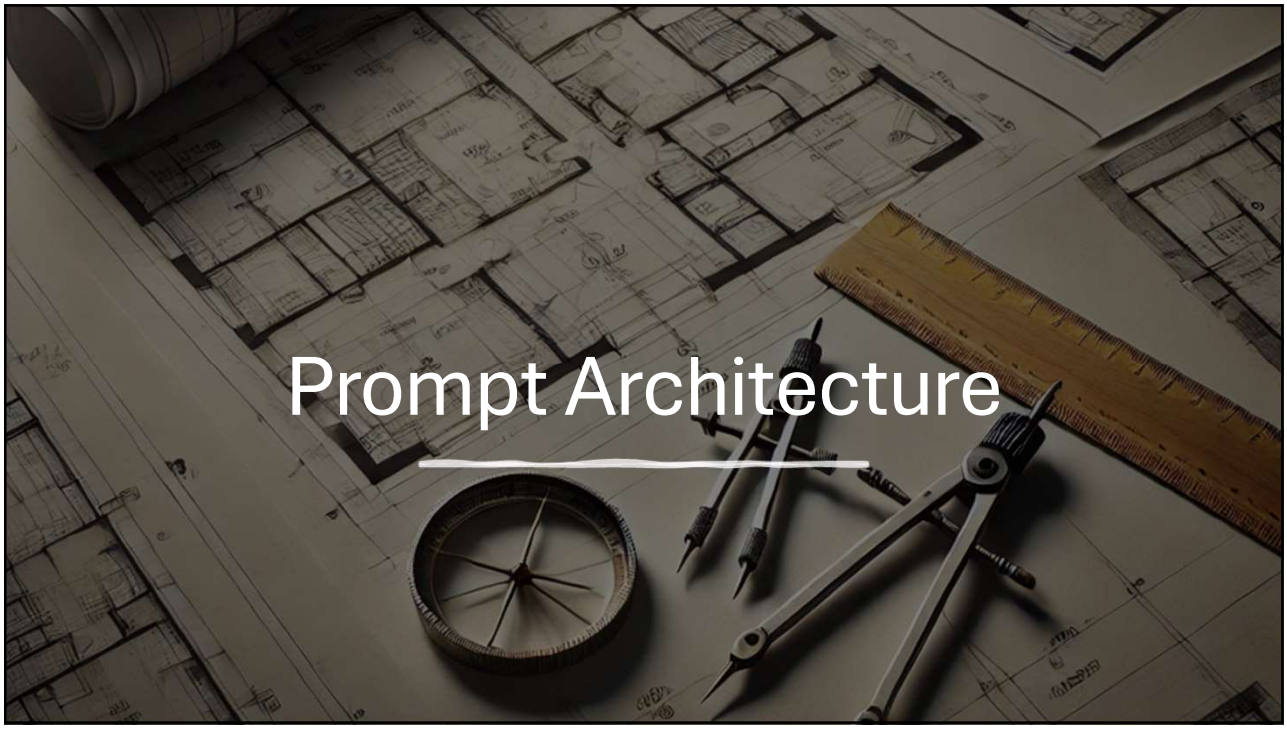

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Importance of Prompt Architecture Skills

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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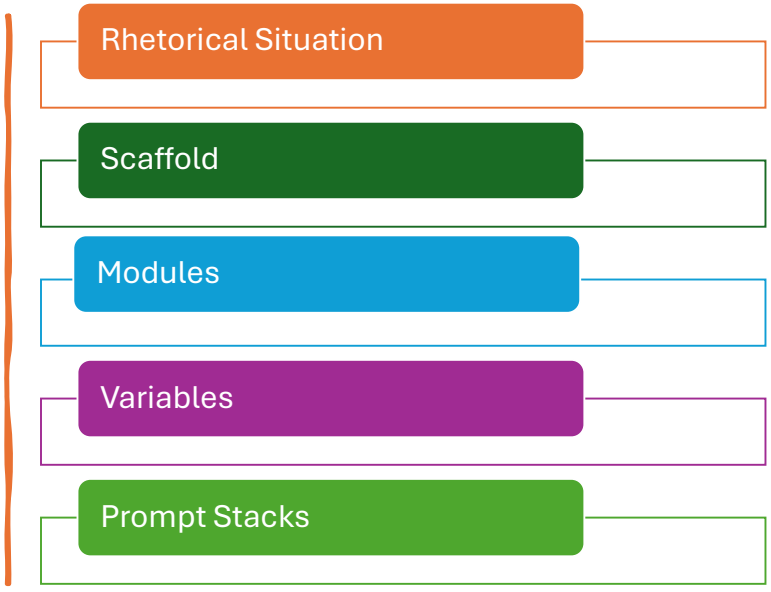
Components of Prompt Architecture



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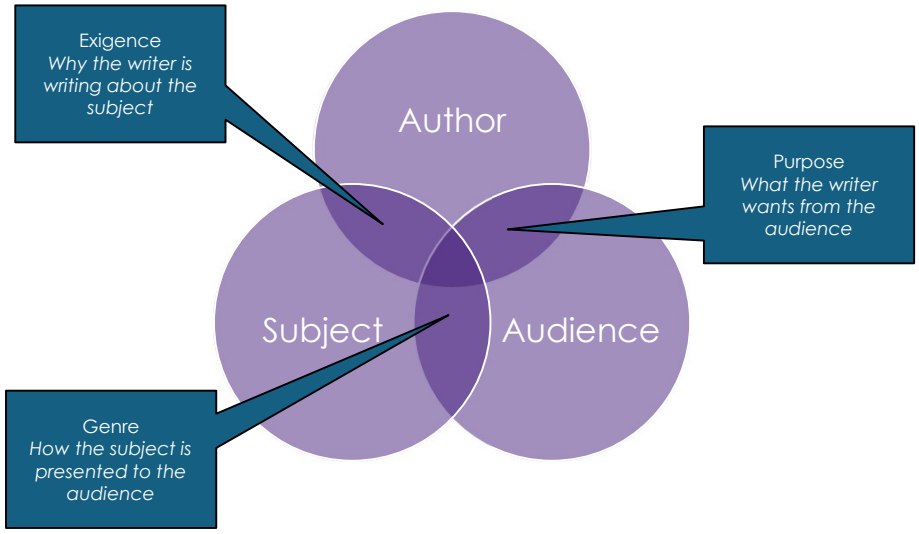
The Rhetorical Situation: Power Steering for Communication



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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.

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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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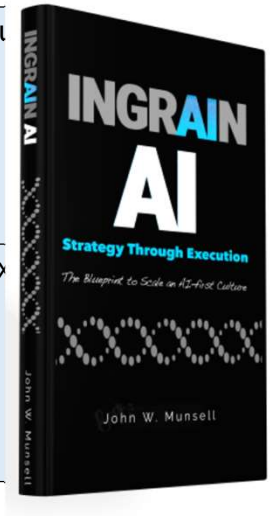
Rhetorical Situation Base Pl



Au	Audience
Ex	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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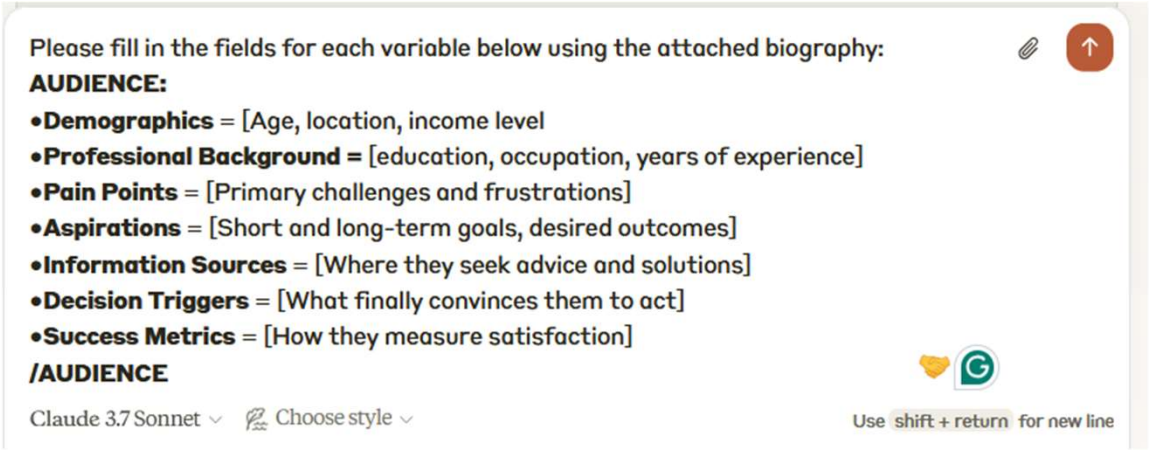
GPTs can help with the variables.



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

Audience

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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