Good practice principles on science communication and artificial intelligence

Given the advance of artificial intelligence (AI) and the expansion in the use of generative AI tools, as a science communication professional, I commit to:

AI in my professional activity

1. Use AI in a responsible way, prioritizing truthfulness and quality.

2. Aim to not reproduce or increase biases or stereotypes of any kind (including gender and sex biases, age, functional diversity, language, ethnicity, religion, etc.) when using AI.

3. Prioritize AI tools that incorporate transparency and non-discrimination principles.

4. Educate myself in how to make good use of AI in science communication.

5. Transparently declare the use of AI tools.

6. Promote that the media establish guides or style books on how to use AI.

My professional activity when communicating AI

7. Responsibly report on AI development, without exaggerations, and objectively explaining potential benefits and risks.

8. Promote and defend an AI that is transparent (for example, one that indicates its sources).

9. Promote, through my science communication practice, that AI companies and regulatory bodies act responsibly.

10. Report on how AI models are trained.

I am committed to using science communication to help society develop a critical thinking approach regarding AI, as well as to promote that it has an as positive as possible impact in all its dimensions, including professional and social aspects.

On the elaboration of this document

The document "Good practice principles on science communication and artificial intelligence" has been prepared by the Spanish-speaking professional community of science communication in an iterative co-creation process facilitated by the [Science, Communication and Society Studies Centre of Universitat Pompeu Fabra](#) (CCS-UPF).

This initiative started at the [Campus Gutenberg-Science Museum CosmoCaixa](#). More specifically, at a participatory workshop on 19th September 2023, we started drafting a joint document on good practices in the use of artificial intelligence (AI). A group of 10 speakers, who had previously expressed their interest in reflecting on the issue, put forward between 2-3 commitments each. Then, workshop participants (30 science communicators) discussed and grouped the commitments, identifying unmet issues, proposing rephrasings and prioritising the statements according to their relevance. At the end of the workshop, 16 participants signed up as volunteers to continue working on the good practices document.

The next step was for the CCS-UPF team to analyse and integrate the workshop results into a first proposal of principles. In this process, a total of 26 statements turned into 16. The proposal was evaluated by the volunteers from the workshop via an online survey. The CCS-UPF team analysed the survey results and translated them into a second proposal.

To evaluate this new proposal, another online survey was circulated. This time, however, the document was widely and openly shared among Spanish-speaking science communicators. To this end, the survey was distributed via mailing lists of professional associations in Spain and Latin America. Between the 24th of January and the 9th of February of 2024, a total of 125 science communication professionals responded to the survey.

Their answers resulted in the "Good practice principles on science communication and artificial intelligence". This documents has ten commitments grouped into two categories: those relating to the use of AI in science communication, and those relating to the communication of AI.

The title of the document was also decided collaboratively.