

The Jewish Independent

TJI Policy on the use of artificial intelligence (AI)

Updated 14 October 2024

Principles

Generative artificial intelligence is a tool that has the potential to aid our work but also to undermine our authority and credibility. In order to ensure we use the new technology for good we will follow the following principles:

Awareness

All uses of AI will be considered before use and only used after approval. We will remain aware that AI is subject to error and should be considered a tool not an authority. We will review and assess the use of AI continuously.

Transparency

When AI tools influence audience-facing content, we will tell the audience. All AI-generated content will be labelled as such.

Accuracy and human verification

All information generated by AI requires human verification. Primary sources must be cited. Everything we publish will live up to our standards of verification.

Privacy and security

We will protect our audience's data and disclose any editorial content that has been created and distributed based on personalisation.

Exploration

With the previous principles as our foundation, we will embrace exploration and experimentation. We recognise that AI is rapidly evolving and will continuously examine new uses and re-examine currently used tools.

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Systems

Our AI committee comprises: Deborah Stone, Ruby Kraner-Tucci, Sharon Offenberger, Hannah Chester.

Any use of AI for content on our platforms – including but not limited to our website, newsletter, social media and podcasts – must be approved by this committee.

Any content that uses AI must be disclosed as AI-generated.

Approved AI uses

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- We will use AI-voicing of original content on social media, captioned as AI-voiced.
- We will use AI as a tool for brainstorming and initial research, but will verify the results with primary sources.
- We will use AI as a transcription aid for interviews, with awareness that it is imperfect and that significant quotes need to be checked against a recording.

Refused AI uses

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- We do not publish AI-generated content including written content, images and video.