

# How to use chatbots cleverly

Handout on the input by Alexandra Stark on 15 August, IFAJ Congress, Interlaken

## Blueprint for a prompt

[...] are placeholders, you can enter the information that is specifically relevant to you.

**Put yourself in the shoes of a [ROLE] who works at [COMPANY / INSTITUTION]. You want to do the following [IDEA] for your target audience [TARGET AUDIENCE] on the following topic [TOPIC]. Here's what you need to know about the topic [CONTEXT]. Suggest [RESULT] to me.**

**Present the result to me in [FORMAT] and don't let it be longer than [LENGTH]. For an example of what I have in mind, you can look at [EXAMPLE]. Pay attention to [TONALITY] language.**

Explanation:

- **[ROLE]** : e.g. journalist, editor, spokes person, ...
- **[COMPANY / INSTITUTION]** : publishing house, company, cooperative, ...
- **[PUBLICATION CHANNEL]** : e.g. website, newsletter, speech, ...
- **[TARGET AUDIENCE]** : as specific as possible
- **[TOPIC]** : the more specific, the better
- **[IDEA]** : can also be formulated openly
- **[CONTEXT]** : central, can be detailed, as copied text & links
- **[RESULT]** : expectation as detailed as possible, e.g. «5 ideas»
- **[FORMAT]** : e.g. table, bullet point list , etc.
- **[LENGTH]** : exact wordcounts are not possible!
- **[EXAMPLE]** : how you imagine the result
- **[TONALITY]** : e.g. technical language, sober language

## Here's how to prompt correctly in 7 steps.

1. Use the **blueprint** for the prompt.
2. Provide as much **meaningful context as possible** : Explain why you are asking the question. Copy and paste information/links that you want chatbots like ChatGPT to rely on.
3. Give **clear and concrete instructions** : Tell the chatbot what you want in terms of content, quantity, format and language. Refer to examples.
4. Go **step by step** . If you have a complex question, it's worth breaking it down.
5. Let Chatbot **help you** : For example, you can ask ChatGPT what information it still needs to give better answers.
6. **Correct and control** : If the answer is not correct, say what you would like to do differently and clarify your question.
7. **Continue the conversation** : Use the answers to delve deeper into the topic.

## How to “talk” to chatbots

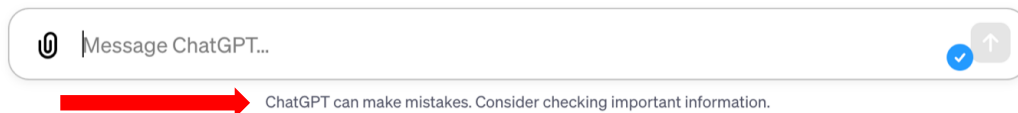
With ChatGPT, it's worth having one chat per topic, because ChatGPT includes what you wrote earlier in the answers.

## This way you always have the upper hand when prompting.

There is hardly anything that a chatbot cannot answer. But is the answer really helpful? The following flowchart will help you evaluate the answer.

## You are responsible for making sure everything is right!

Language models on which chatbots are based operate with probabilities, which is why they can “hallucinate”, i.e. invent facts:



## Where to find great tools and inspiration

Useful resources for tools are:

- <https://journaliststoolbox.ai/>
- <https://studio.knightlab.com/results/2021-12-07-ai-automation-and-newsrooms/>

Recommended reading for inspiration:

- <https://wondertools.substack.com/>

## Link to the presentation

The following link gives you a PDF. If you want to have the presentation as Powerpoint, feel free to contact Alexandra: <https://drive.google.com/file/d/1UsX3PKz6rbl-oKwIBMRufa181atgXzps/view?usp=sharing>

## Link to the tool

The Journalistic Form Finder: <https://chatgpt.com/g/g-nX7TWZ4QG-the-journalistic-form-finder>