



Guidelines for the Use of AI Tools for Assignments at the Media Change and Innovation Division

Zurich, 10 February 2025

The Media Change and Innovation Division (Prof. Michael Latzer) of the Department of Communication and Media Research (IKMZ) provides guidelines for the critical usage of artificial intelligence (AI) tools such as ChatGPT for all assignments (e.g., papers, presentations, concepts) in our division that students must adhere to¹.

Basic principles

The following basic principles need to be adhered to if AI tools are used in any assignment:

1. AI tools are used to *assist* with the work, rather than to do the work.
2. All usage of AI tools must be acknowledged in the disclosure form below and documented in [the template which can be found in the student section](#).
3. If parts of the text or code are automatically generated by an AI tool, this must be *referenced* adequately (see guidelines on referencing AI-generated content below). This means that such passages need to be referenced like they would be if cited from any other source.
4. *Responsible* use of AI tools includes the careful verification of any resulting text or code. Students are fully responsible for the correctness and quality of any content used in their assignment, including content that was created or edited using AI tools.

Referencing AI-generated content

In general, citations should adhere to the [Guidelines for Writing Scientific Papers at IKMZ](#). Please note that according to these guidelines, both direct and indirect citations must include the respective page number of the original text. If you cite content that was generated by an AI tool, this needs to be referenced adequately. For instance, citing from ChatGPT or Gemini can look as follows (see [guidelines by University of Zurich](#) for more examples):

Example for in-text citation of a direct quote:

“This is a direct quote from ChatGPT” (OpenAI, 2024).

Example for in-text citation of a paraphrased quote:

This is text from Gemini that was paraphrased by the author (Google, 2023).

¹ This guideline builds on the general guidelines on the [use of AI tools by the University of Zurich](#) and the [guidelines developed by the Department of Psychology](#).

Examples for bibliography entries:

Google (2023). Gemini (November 2023 version) [large language model]. URL

OpenAI (2024). ChatGPT (September 2024 version) [large language model]. URL

Disclosure Form for the Usage of AI Tools in Assignments

Please indicate whether you used any artificial intelligence (AI) tools to create or edit any content or code used within or for this assignment²:

Yes, I used an AI tool to assist me with the present work.

No, I did not use any AI tools to assist me with the present work.

If you selected "Yes", you will have to submit a table that includes all the purposes that you used AI tools and submit it together with your assignment (see template below).

In it, please specify:

- For what purpose did you use (an) AI tool(s) (see list below)?
- Specify your use for this purpose and, if applicable, declare what rough percentage of the assignment was created or changed using AI tools for this purpose.
- Which AI tool(s) did you use for this purpose?

Non-exhaustive list of purposes:

1. Research design
 - a. Generating problem statements
 - b. Generating research questions
 - c. Deriving hypotheses
 - d. Suggesting appropriate methodologies for research objectives
 - e. Suggesting concepts or variables to consider
2. Literature review
 - a. Finding relevant literature
 - b. Generating summaries of research papers
 - c. Identifying the state of research (themes, trends, etc.) on a topic
 - d. Locating research gaps
3. Data analysis and interpretation
 - a. Choosing appropriate method of data analysis
 - b. Suggesting data analysis steps
 - c. Generating code snippets for data cleaning, analysis or visualization (e.g., for R)
 - d. Debugging existing code and suggesting improvements
 - e. Providing interpretation of (quantitative or qualitative) data
4. Writing
 - a. Generating text
 - b. Rephrasing text
 - c. Language editing (checking for errors, providing suggestions to improve clarity or flow, etc.)
 - d. Creating outline for assignment
 - e. Generating images

² The declaration does not apply to the use of basic tools with the sole purpose of checking grammar or spelling (e.g., Microsoft Word Thesaurus).

5. Citation and referencing
 - a. Formatting citations
 - b. Creating the bibliography / reference list
 - c. Checking for citation errors or inconsistencies

Please use the [template](#) for the table to disclose use of generative AI tools following this example:

For what purpose did you use (an) AI tool(s)?	Specify your use for this purpose and, if applicable, declare what rough percentage of the assignment was created or changed using AI tools for this purpose.	Which AI tool(s) did you use for this purpose?
<i>Language editing</i>	<i>I used it to check all the text of my introduction and as a result about 10% of the text was changed.</i>	<i>DeepL write</i>
...

For further documentation of your use of AI tools, the following rules apply:

If you (directly or indirectly) cite content that was generated by an AI tool, you must save the prompt as well as the output generated by the AI tool that you reference in your assignment. This documentation must be submitted together with your assignment (appendix).

It is in the students' interest to further keep a record of all the inputs (i.e., prompts) and the outputs (i.e., generated content) that were produced using AI tools (e.g., as a saved conversation in the tool, exported to a separate folder, or with screenshots). In case of doubts as to whether the use of AI tools adheres to this guideline, this documentation can help the students demonstrate their individual contributions to the assignment and provide more context for the cases in which AI tools were used.

“I hereby confirm that the present work is my original work. I declare that I have not used any AI tools for this work, except as noted in the disclosure form. I am aware that I bear full responsibility for the selection, adoption and results of the AI-generated outputs I used. I also declare that all use of generative AI is fully disclosed. I have listed the generative AI tools used along with their product names and purpose in the disclosure form. I acknowledge that work that violates the principles set out in this disclosure form may have legal and disciplinary consequences. If ChatGPT or other AI-based tools are used without the explicit consent of the lecturer and without providing transparency regarding the use of the tool, this will be sanctioned as plagiarism and, in terms of ghostwriting, as a deliberate attempt to defraud. By signing this disclosure form, I confirm that I answered truthfully.”

Title of assignment:

Name of student:

Date:

Signature: