

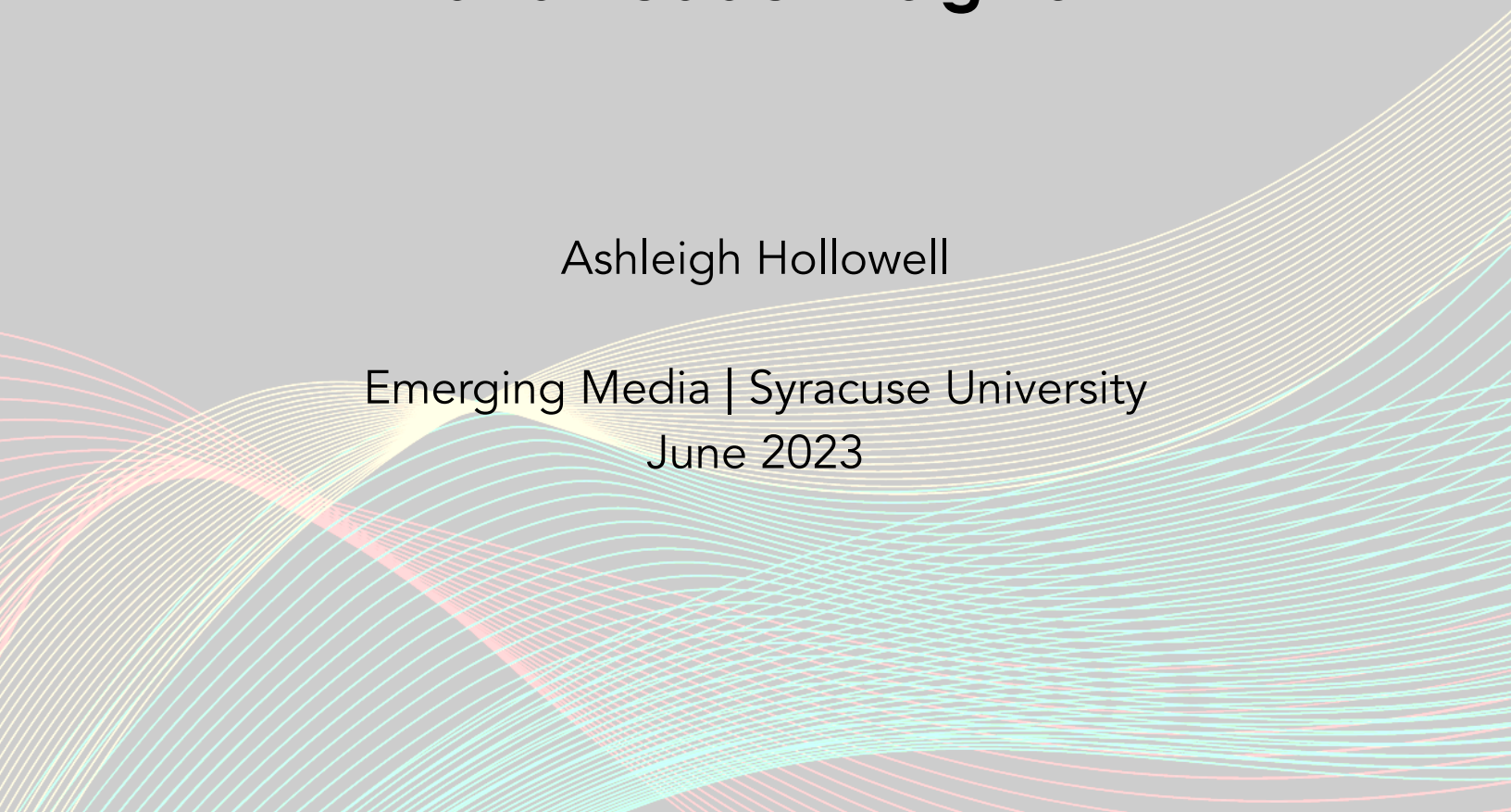


# Field Test Report

## **ChatGPT, Fake News Generation, and Reader Insights**

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Emerging Media | Syracuse University  
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# Table of Contents

Introduction	2
Overview of the Technology	2
Problem Statement	3
Audience	4
Hypothesis	5
Test Plan	5
Discovery Process	6
Results	16
Conclusion	21
Recommendations	22
French Fry Moments 🍟	23

## Introduction

I currently work in healthcare journalism, but have a background as a technology reporter who covered AI before OpenAI's ChatGPT came on the scene. The technology is one I've paid close attention to since its emergence, particularly regarding how it can be used as a tool to aid journalists rather than do general assignment reporting in their place.

It will be increasingly intriguing to see how the tool develops and is applied across the news industry in time, but one thing I think would be a misstep for journalists to not begin considering the following questions now: How effective is it at generating fake news? In general, can news consumers/readers detect the differences between real reporting and fake reporting at this point in time? And if not what does that mean for the integrity of journalism and reporting? How can we, as journalists, adapt, innovate and protect news and educate consumers to do the same?

## Overview of the Technology


Generative artificial intelligence (AI), the technology behind the cutting-edge AI content tools ChatGPT and DALL-E, is being dubbed “the next productivity frontier” by massive reporting firms like McKinsey & Co., which also just released a forward-looking [report](#) June 1, 2023, on generative AI's economic and technological impact predictions. The technology is projected to add \$4.4 trillion to the global economy per year across 63 use cases.

The report also states that the technology will not only automate several parts of work for individuals across industries, it will and already has begun to also change the way content is created and shared. Even outside of content, more individuals are beginning to use the tool as a search alternative to Google, which, if it did displace the longstanding search engine tool, would cause much disruption.

In journalism, generative AI tools have the potential to free-up journalists time, so they can focus on the most important tasks. It can be used to generate story meta descriptions, headlines, interview questions, for research (up to 2021) and can even generate imagery instantly from a prompt to support their articles visually rather than using a photographer, illustrator, graphic designer or stock image library like Getty.

The technology is still very young and early on in its development, which raises both opportunities as mentioned above, but also threats for journalists. The biggest threat I believe it poses right now is its capability to generate fake news and trick the general





public into believing they are reading a human-written, researched, fact-checked journalistic article when they are not. Thus, further contributing to the problem of misinformation and disinformation in the media.

Right now, as it stands in June 2023, Gartner's latest AI Hype Cycle [insights](#) have made big predictions about the technology's application specifically within the media industry, including that "by 2030, a major blockbuster film will be released with 90% of the film generated by AI (from text-to-video), from 0% of such in 2022."

The technology is already learning, growing, becoming adopted by individuals and organizations alike and will certainly disrupt media as we know it.

A quote from [a previous article I wrote](#) at my last publication, VentureBeat, on generative AI before ChatGPT had this quote, from someone I interviewed for the piece, which I think is still very applicable here:

"As the technology grows more sophisticated it will continue to be disruptive, not just for images and content development, but for other industries like speech recognition and banking," said Scott Stephenson, CEO at Deepgram, an AI-powered transcription tool. "I predict that generative technology will soon act as an exoskeleton for humans — it will support the work we are doing and ultimately drive a more efficient and creative future."

Getting there — to that efficient, creative future while preserving journalistic integrity is the problem I set out to research.


## Problem Statement

Prior to the introduction of generative AI tools like ChatGPT, issues with misinformation, fake news, and disinformation already existed across the media landscape.

For example, the following statistics are all from research conducted prior to ChatGPT and generative AI's ramp-up in adoption and use:

- According to a 2019 [PewResearch](#), "Journalists are not blamed most for creating made-up news and information, but 36% of Americans say the news media are most responsible for fixing it."
- Following the 2020 U.S. election, a 2021 [PewResearch](#) poll found that regardless of party lines, 72% of U.S. adults reported coming into contact with what they





believe was make-up or fake news. On top of that, 60% of U.S. adults also reported that “they felt made-up news had a major impact on the outcome of the election,” — though republicans were found to be slightly more likely than democrats to say this.

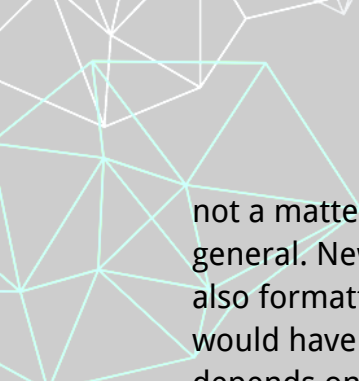
- However, [Statista](#) reports that a 2020 survey of U.S. adults found that most are confident in their capability to identify fake or made-up news: 39.3% said they were very confident in their ability to spot fake news, and 54% said they were somewhat confident in their ability to do so.
- Also in 2020, a [Statista](#) poll found that...
  - 15.1% of U.S. adults say that fake news has made them reduce the amount of overall news they choose to consume.
  - 10.6% say fake news has led them to stop getting news from certain outlets they once did.
  - 10% say fake news has led them to reduce the amount of time on social media.
- A separate [PewResearch](#) report done in 2022, found that 71% of journalists identified false and made up news as a massive issue and threat to the industry, followed by 23% who felt it was a moderate issue.

With such a new technology, research is not yet existent about the tools’ impact on misinformation, fake news etc. Nor is there currently research about how effectively the population of general news consumers can identify AI’s writing vs a human’s when it comes to news reporting. Understanding these two things is critical because at the intersection of a widespread, ongoing problem, there is now a technology that has the potential to make it much worse as well as to completely upend any solutions that were already being developed to combat these issues to begin with.

## Audience

The groups who seem to be most affected/duped by fake news are adults over 70 years of age and who identify as Conservative according to separate research from [CU Boulder](#) and [Harvard University experts](#).

However, in general, with the advanced algorithms AI is trained on, I argue that the best audience to test whether or not AI’s fake news generation can fool someone is



not a matter of age, but just a matter of their frequency of news consumption in general. News is written in a particular inverted pyramid format, quotes are generally also formatted a specific way, we use AP style as a guide for grammar etc. and AI would have to also closely match journalistic writing to fool someone. I think it just depends on how frequently the individual consumes news as to whether or not they can now spot the fake news generated by AI.

This project will focus on news consumers in the general, mass population. More granular audience testing can be done in the future by age etc. once a baseline is established.

## Hypothesis

If fake news and misinformation are already widespread problems among news consumerism across the U.S., then sophisticated generative AI technology like ChatGPT will further exacerbate the problem and broaden the range of individuals who cannot distinguish between fake AI news, and human, fact-based reporting. Additionally, I predict that because of the advanced capabilities of AI, individuals who are more regular newsreaders, regardless of age, will be more likely to distinguish between the AI and a human writer than those who are not avid newsreaders.

## Test Plan

Originally, at the beginning of this process I wanted to use ChatGPT to see how accurate it would be at fact-checking articles. Then, after learning it was only trained on data up to 2021, I decided to pivot to this new direction. Because I believe as journalists, in order to be able to combat misinformation, we must first understand how it works, and how our readers respond to it in order to inform how we can continue to approach the profession with integrity, build trust with our audiences, and protect truth and fact-based journalism.

To test this, I decided to pick a current topic in the news, something I had recently written about from my job as a healthcare reporter, all ranging in length, in-depth coverage etc. and then — without feeding ChatGPT my article, I would prompt the technology to write a journalistic article that is around the same length about the same topic (without details) and see what kind of fake news it generated.

After that, I stripped the formatting from my article and the one generated by a ChatGPT prompt on made-up information and put them side by side as PDFs, and via a survey asked individuals about their news habits, views on AI in news and media, and



their confidence level in determining the difference in articles written by AI or by a human, and then show them each set of articles, along with the ChatGPT prompt used for one, and ask them to guess which was AI-written fake news and which was real, 'human written-by-me' news.

To not have any dead giveaways of human vs. AI in the three published stories of mine, I made only one slight tweak. Typically, when there are quotes our style is to say EX: "This is a quote," Ashleigh Hollowell told *Outlet Name*. "Continue quote." So, knowing AI would not put the outlet name, I removed the outlet name in a few places on my versions and just left as "So-and-So said." Everything else would remain the same, and it would be up to readers/survey takers to read both and determine which was which.

The key outcomes I was most closely paying attention to from this testing scenario were:

- Would a majority of survey takers feel confident in their capabilities to tell AI fake news apart from real, fact-based human written news?
- Are a majority of survey takers actually able to determine which was fake every time?
- What are the news-consumption habits of a majority of survey takers in relationship to the results above?

## Discovery Process

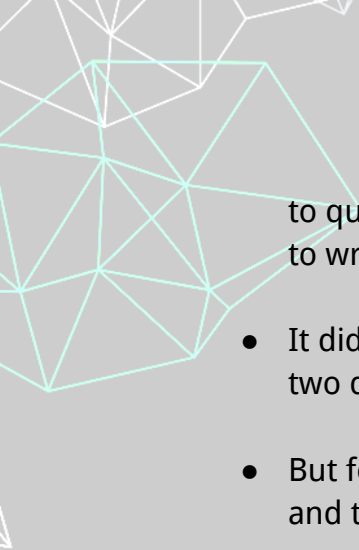
### Selecting the articles to have ChatGPT recreate as fake news

- The three articles I selected of my own were recent ones of different lengths ranging from 300 to 600 words, on different topics (but all in the same category of healthcare).
  - [Walgreens partners with DoorDash, Uber for fast HIV prescription delivery](#)
  - [Arizona nursing school avoids abrupt shutdown](#)
  - [How Michael Dowling gets leaders to take the politics out of gun violence](#)

### Generating + formatting the articles

- Took a few simple articles I have already written and published this year, ran a word count, gave ChatGPT a prompt about how long the article should be, who





to quote, what the basic concept was about based on the headline and asked it to write its own article for comparison.

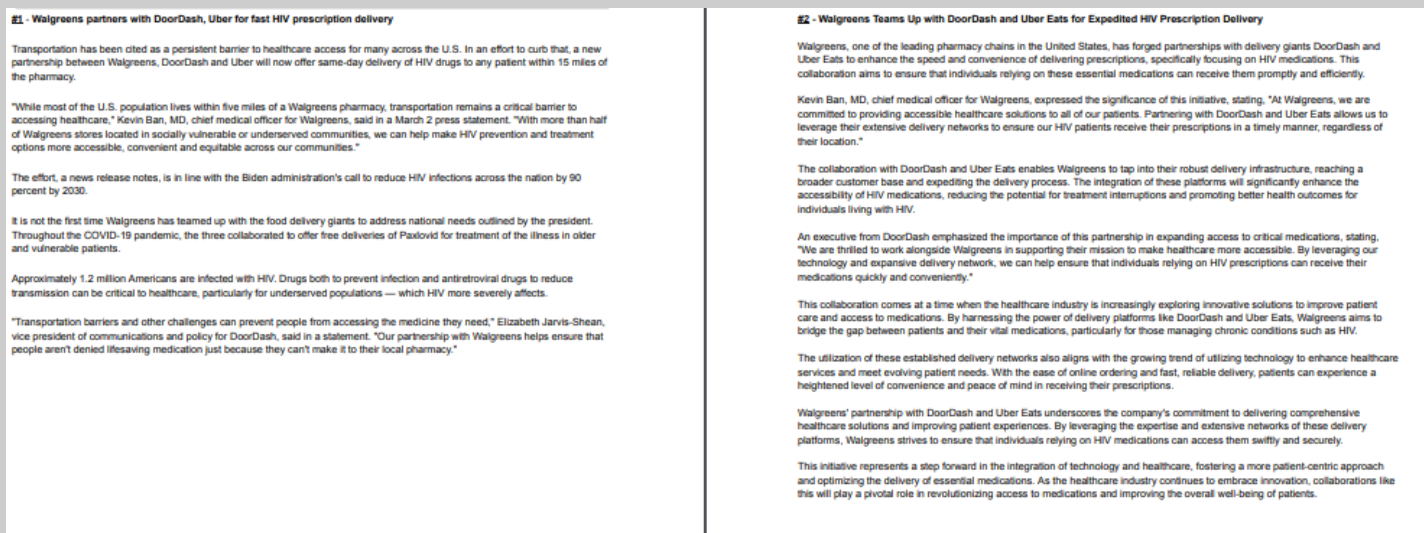
- It didn't always follow directions. One article was longer. I asked it to include two quotes, and it wouldn't always do that.
- But for the survey I wanted them to look about the same, so I formatted them and then placed them side by side.
- I did not feed it my articles or notes. I only fed the prompts listed.
- Initially, I prompted ChatGPT with a more generic prompt, but after realizing the style of the made-up article it was generating from the prompt was very different and more essay style than journalistic article, I decided to add "in AP style" to my request and see how it changed. It worked and made the generated examples much more refined and closer to journalistic style writing.
  - [Example of the 1st iteration of comparisons without "in AP style" added to the prompt.](#)
  - [Example of the 2nd iteration of comparisons with "in AP style" added to the prompt.](#)
- The ones with that instruction included were still obviously different, but not as glaringly. It made up its own quotes and sentences and details for each.
- I did not use the "regenerate" prompt any of the times. Only did it once per prompt.
- The three final prompts used for generation were:
  - "Write an article that is less than 300 words in AP style about Walgreens partnering with DoorDash and Uber Eats for faster HIV prescription delivery. Include a quote from Kevin Ban, MD, chief medical officer for Walgreens and an executive from DoorDash."
  - "Write an article that is less than 400 words in AP style about an Arizona nursing school called Aspen University that avoided an abrupt shutdown by the state board of nursing. Include a quote from a student who wanted to remain anonymous. Also include a quote from a board member."

“Write an article that is less than 600 words in AP style about how Northwell Health’s CEO Michael Dowling, gets other healthcare leaders to take the politics out of gun violence. Include 2 quotes from Michael Dowling.”

- Here is what the three looked like side-by-side (**#1 in each was always my original work and #2 was always AI**):

**#1: link to enlarge:**

<https://surveymonkey-assets.s3.amazonaws.com/survey/407786166/fc806826-d3b6-4992-9e0a-37536e8b8841.png>



**#2: link to enlarge:**

<https://surveymonkey-assets.s3.amazonaws.com/survey/407786166/0c9c2b5f-71cc-47e4-aa30-921f0fc5a3c1.png>



### #1 - Arizona nursing school avoids abrupt shutdown

Phoenix-based Aspen University's nursing program has been at the center of investigation for more than a year from accrediting authorities and the state's board of nursing. Newly proposed amendments to its teach-out agreement allowed it to avoid a shutdown vote from the Arizona State Board of Nursing.

The university's pre-licensure bachelor of science in nursing program surrendered its license in September and was also previously investigated by the Distance Education Accrediting Commission, which cited "ongoing problems including the quality and integrity of the program," among others.

At a March 23 meeting to decide the program's fate, Aspen University counsel proposed new amendments to its teach-out agreement for students to avoid an abrupt shutdown, so the remaining enrollees could graduate. The board went into executive session for more than an hour for legal advice to review the proposed amendments.

"Aspen University's goal and the board's goal are not different," a board member said during the meeting. "We want safe, quality teaching practices for everyone involved."

A vote to shut the program down before it completed the teach-out plan that was already in place would have forced students to finish their nursing education elsewhere.

"They need to stop and just let us graduate. The proof will be in our passing of the NCLEX," one student, who did not wish to be identified, said while waiting for the board to return from its private review of the amendments. "I don't know how anyone is expected to keep studying with all of this pressure on the school closing or not. We don't want it to be a moving target anymore."

After returning from executive session, a motion was made to accept the agreed-upon amendments.

"The amendment allows Aspen BSN program to continue its teach-out with additional oversight by a consultant and ombudsperson, and additional, specific requirements regarding the educational requirements, particularly related to clinicals, testing integrity and skills testing," a statement released by the board of nursing said. "The amendment also requires additional reporting to the board."

If Aspen University fails to adequately address the issues with the newly proposed oversight, the teach-out could still possibly be terminated by the board. As of now, the program's ongoing teach-out will offer instruction for its existing nursing students for up to two years, so that they may complete their degrees or seek other options.

### #2 - Aspen University's Nursing School Overcomes Potential Shutdown, Ensuring Student Success

Aspen University, an esteemed nursing school in Arizona, recently dodged an imminent shutdown that could have disrupted the educational aspirations of many nursing students. The State Board of Nursing had raised concerns regarding certain administrative issues, but the school swiftly took action to rectify the situation, ensuring the continuation of its programs and the dreams of aspiring nurses.

The board's concerns centered around administrative compliance and operational procedures at Aspen University. However, the school promptly addressed these issues, working closely with the board to implement necessary changes. Through their collaborative efforts, Aspen University was able to meet the board's requirements and avoid an abrupt closure.

An anonymous student at Aspen University expressed relief over the resolution, saying, "The possibility of the school shutting down was extremely distressing for all of us. We have invested our time, energy, and finances into pursuing our nursing degrees at Aspen, and the thought of losing that opportunity was devastating. Thankfully, the school took swift action, and we are now able to continue our education without interruption."

A board member, speaking on the condition of anonymity, acknowledged the school's proactive response and commitment to compliance, stating, "We were pleased to see Aspen University's immediate efforts in addressing the concerns raised by the board. They demonstrated a genuine dedication to rectifying the situation and ensuring that their students' education was not compromised. Collaboration between the board and the school was essential in reaching a resolution that benefits all parties involved."

Aspen University has a long-standing reputation for providing quality nursing education and producing highly skilled healthcare professionals. The school's commitment to addressing the board's concerns demonstrates their dedication to maintaining the highest standards of education and upholding their students' best interests.

This incident serves as a reminder of the importance of regulatory compliance in the field of education. It is crucial for institutions to stay abreast of administrative requirements and promptly address any concerns raised by regulatory bodies. By doing so, educational institutions can ensure the uninterrupted progress of their students' educational journeys.

Aspen University's successful resolution with the State Board of Nursing reinforces their commitment to excellence and the positive impact they have on nursing education. The school's ability to navigate through this challenging situation exemplifies their dedication to their students' success and the field of nursing as a whole.

Moving forward, it is expected that Aspen University will continue to uphold the highest standards of education while working closely with regulatory bodies to ensure compliance. By doing so, they will not only provide an exceptional learning experience for their students but also inspire confidence in the nursing community and beyond.

As the anonymous student at Aspen University expressed, "We are grateful for the school's efforts in resolving this issue promptly. We can now focus on our studies, confident in the quality education we are receiving and the opportunities that lie ahead." With the matter resolved, Aspen University can continue its mission of producing competent and compassionate nursing professionals who will contribute significantly to the healthcare industry.

### #3: link to enlarge:

<https://surveymonkey-assets.s3.amazonaws.com/survey/407786166/c6dbe174-889f-4be5-8d67-9aa9cf48d6a1.png>

### #1 - How Michael Dowling gets leaders to take the politics out of gun violence

So far there have been more mass shootings than days in 2023. It is a reality that continues to drive Northwell Health CEO Michael Dowling to lead the charge in healthcare's fight to prevent gun violence.

"There have been around 70 mass shootings this year. It's a public health issue," Mr. Dowling said. "I'm hoping this time next year we look at the first two months [of 2024] that we'll have much less than 70. I think we'll be hopefully seeing actions by some state legislators around the country as a result of all of this advocacy, too."

Northwell, based in New Hyde Park, N.Y., has led several initiatives to prevent gun violence, recruiting leaders from across the health sector to join its efforts.

The health system's fourth annual Gun Violence Prevention Forum kicks off Feb. 28 in New York City and will feature government officials, business leaders and healthcare executives from around the country. This year's initiatives are action-focused now that mobilization has taken place — aligning with a notable shift in the healthcare sector's approach to the problem, Mr. Dowling said.

"When I personally got involved in a big way four or five years ago, there was extensive hesitancy from healthcare leaders to get engaged," he said. "Now I have about 50 CEOs that have agreed to be involved as part of a council focusing on gun violence as a public health issue and dedicated to enhancing programs on safety and prevention."

Mr. Dowling said healthcare leaders' initial hesitancy was rooted in wanting to steer clear from politics. However, working alongside other healthcare leaders to address gun violence as a public health issue without opinions on the Second Amendment has led to more leaders joining Northwell's initiatives.

"We may have our individual personal opinions about it, but that doesn't get you any traction at the moment," he said. "The traction emanates from treating it as a public health issue; you build more connection when you focus on that. That is what has made a difference and led to unbelievably consistent advocacy by many people."

Mr. Dowling said the Gun Violence Prevention Forum will get key players from different sectors in a room together and pave the way for action. His key focus this year: advocacy and a drive to "keep the visibility of the issue front and center and encourage others who may be on the sidelines to get into the arena and involved in this issue."

The newly formed CEO Council, made up of 50 healthcare leaders, is another key initiative for Northwell's gun violence prevention efforts. Mr. Dowling said the council is in the early stages, but he added that around 20 of the 50 leaders will be in attendance at the Feb. 28 forum and plan to set goals and learn from each other.

"We'll be talking about how best to be educating our staff about gun violence and how to best get the message out, so it has more traction in our communities," Mr. Dowling said. "But this is a long-term game. There's momentum in terms of positive attitude toward making a change and that momentum eventually will make a difference, but it won't happen in one year."

### #2 - Michael Dowling, Northwell Health's CEO, Calls for Depoliticizing Gun Violence in Healthcare

Gun violence continues to be a pressing issue in the United States, and its impact on public health cannot be ignored. Northwell Health's CEO Michael Dowling Takes Politics Out of Gun Violence

In a society deeply divided over the issue of gun violence, finding common ground and working towards meaningful solutions can be a daunting task. However, Northwell Health's CEO, Michael Dowling, has been at the forefront of bringing healthcare leaders together to address this critical issue by transcending political differences and focusing on the shared goal of saving lives.

Dowling understands that gun violence is not just a political problem; it is a public health crisis that demands urgent action. To tackle this complex issue, he has spearheaded initiatives aimed at uniting healthcare leaders and encouraging them to set aside partisan politics. By focusing on evidence-based research, community engagement, and collaboration, Dowling has been able to foster a collective commitment to reducing gun violence.

"Gun violence affects us all, regardless of our political affiliations. It's a public health crisis that demands a united front," says Dowling. "As healthcare leaders, we have a moral obligation to put politics aside and work together to find solutions that will save lives."

Under Dowling's leadership, Northwell Health has established partnerships with various organizations, including medical institutions, public health agencies, and community groups. These collaborations have allowed healthcare leaders to pool their resources, expertise, and influence to drive change at both the local and national levels.

One of the key initiatives launched by Dowling is the Gun Violence Prevention Learning Collaborative. This collaborative brings together healthcare leaders from diverse backgrounds to share best practices, research findings, and innovative strategies for reducing gun violence. By fostering an environment of open dialogue and mutual respect, Dowling has created a platform for healthcare leaders to learn from one another and develop comprehensive approaches that address the root causes of gun violence.

"Our collaborative approach allows us to bring together different perspectives and expertise, enabling us to develop evidence-based strategies that can make a real impact," states Dowling. "By working together, we can save lives and create safer communities."

In addition to the collaborative efforts, Dowling has been vocal in advocating for common-sense gun legislation. He believes that healthcare leaders have a responsibility to use their influence to push for policy changes that prioritize public safety without compromising individual rights.

"Addressing gun violence requires a multi-faceted approach that includes both legislative action and community engagement," explains Dowling. "By advocating for responsible gun policies, we can protect the rights of individuals while also preventing tragedies."

Dowling's commitment to depoliticizing gun violence has resonated with healthcare leaders nationwide. Through his steadfast leadership and ability to rally others around a shared purpose, he has successfully encouraged his peers to put aside political differences and focus on the urgent need to save lives.

By prioritizing evidence-based research, collaboration, and community engagement, Michael Dowling has paved the way for healthcare leaders to make a tangible impact in reducing gun violence. His efforts serve as a powerful reminder that, despite the divisive nature of the issue, there is common ground to be found when lives are at stake.


As Dowling aptly puts it, "Saving lives should always transcend politics. It is our collective responsibility to take action and ensure that gun violence becomes a thing of the past." With leaders like Michael Dowling at the helm, there is hope for a future where gun violence is no longer a devastating reality but a problem solved through unity and purpose.




## Survey building

- Questions had to be simple, to the point. Didn't want survey takers to get bored or feel like any question was too much and leave halfway through the survey.
- Images needed to be enlarge-able, so I had to test a few different platforms to see what might work best for my needs in this case for a side-by-side article comparison.
  - Survey Monkey allowed that, but it still wasn't perfect, it was easier on mobile to zoom-in on images than on desktop, you had to open in a new tab to see them more clearly side by side, but not impossible. Still could have been an improvement overall though.
- The final survey included 10 questions:


### AI & Fake News Generation - Can you spot the fake?

1. What is your age? 

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

\* 2. How many days each week do you read, watch or listen to news content? 

- 1-2
- 2-3
- 3-4
- 4-5
- 5-6
- 6-7
- None

\* 3. If you read an article generated by AI, do you think you would be able to tell it apart from a human written article? 


- Yes
- No
- Maybe...

\* 4. If a news organization uses AI for reporting purposes, would you expect that to be disclosed to you? 


- Yes
- No
- It depends on the article topic
- Other

\* 5. Would you trust a news organization that uses AI to generate any percentage of its content? 

- Yes
- No
- It depends on how much it is used


\* 6. What percentage of a news organization's use of AI would make you lose trust in that outlet? 

- 1%-10%
- 11%-20%
- 21%-30%
- 31%-40%
- 41% - 50%
- more than 50%

7. Do you feel confident that you could tell the difference between an article written by AI and by a human? 

- Yes
- No



Which one was written by ChatGPT using the prompt: "Write an article that is less than 300 words in AP style about Walgreens partnering with DoorDash and Uber Eats for faster HIV prescription delivery. Include a quote from Kevin Ban, MD, chief medical officer for Walgreens and an executive from DoorDash." 

#### 1. Walgreens partners with DoorDash, Uber for fast HIV prescription delivery

Transportation has been cited as a persistent barrier to healthcare access for many across the U.S. In an effort to curb that, a new partnership between Walgreens, DoorDash and Uber will now offer same-day delivery of HIV drugs to any patient within 15 miles of the pharmacy.

"While most of the U.S. population lives within five miles of a Walgreens pharmacy, transportation remains a critical barrier to accessing healthcare," Kevin Ban, MD, chief medical officer for Walgreens, said in a March 2 press statement. "With more than half of Walgreens stores located in socially vulnerable or underserved communities, we can help make HIV prevention and treatment options more accessible, convenient and equitable across our communities."

The effort, a news release notes, is in line with the Biden administration's call to reduce HIV infections across the nation by 50 percent by 2030.

It is not the first time Walgreens has teamed up with the food delivery giant to address national needs outlined by the president. Throughout the COVID-19 pandemic, the two collaborated to offer free deliveries of Povidol for treatment of the virus to older and vulnerable patients.

Approximately 1.2 million Americans are infected with HIV. Drugs both to prevent infection and antiretroviral drugs to reduce transmissibility can be critical to health care, particularly for underserved populations ... which HIV more severely affects.

"Transportation barriers and other challenges can prevent people from accessing the medicines they need," Elizabeth Jarvis-Bear, vice president of communications and policy for DoorDash, said in a statement. "Our partnership with Walgreens helps ensure that people aren't denied necessary medication just because they can't make it to their local pharmacy."

#### 2. Walgreens Teams Up with DoorDash and Uber Eats for Expedited HIV Prescription Delivery

Walgreens, one of the leading pharmacy chains in the United States, has forged partnerships with delivery giants DoorDash and Uber Eats to enhance the speed and convenience of delivering prescriptions, specifically focusing on HIV medications. The collaboration aims to ensure that individuals relying on these essential medications can receive them promptly and efficiently.

Kevin Ban, MD, chief medical officer for Walgreens, expressed the significance of this initiative, stating, "At Walgreens, we are committed to providing accessible healthcare solutions to all of our patients. Partnering with DoorDash and Uber Eats allows us to leverage their extensive delivery networks to ensure our HIV patients receive their prescriptions in a timely manner, regardless of their location."

The collaboration with DoorDash and Uber Eats enables Walgreens to tap into their robust delivery infrastructure, reaching a broader customer base and expediting the delivery process. The integration of these platforms will significantly enhance the accessibility of HIV medications, reducing the potential for treatment interruptions and promoting better health outcomes for individuals living with HIV.


An executive from DoorDash emphasized the importance of the partnership in expanding access to critical medications, stating, "We are thrilled to work alongside Walgreens in supporting their mission to make healthcare more accessible. By leveraging our technology and expansive delivery network, we can help ensure that individuals relying on HIV prescriptions can receive their medications quickly and conveniently."

This collaboration comes at a time when the healthcare industry is increasingly exploring innovative solutions to improve patient care and access to medications. By harnessing the power of delivery platforms like DoorDash and Uber Eats, Walgreens aims to bridge the gap between patients and their vital medications, particularly for those managing chronic conditions such as HIV.

The utilization of these established delivery networks also aligns with the growing trend of utilizing technology to enhance healthcare services and meet evolving patient needs. With the ease of online ordering and fast, reliable delivery, patients can experience a heightened level of convenience and peace of mind in receiving their prescriptions.


Walgreens' partnership with DoorDash and Uber Eats underscores the company's commitment to delivering comprehensive healthcare solutions and improving patient experiences. By leveraging the expertise and extensive networks of these delivery partners, Walgreens strives to ensure that individuals relying on HIV medications can access them safely and securely.

This initiative represents a step forward in the integration of technology and healthcare, fostering a more patient-centric approach and optimizing the delivery of essential medications. As the healthcare industry continues to embrace innovation, collaborations like this will play a pivotal role in revolutionizing access to medications and improving the overall well-being of patients.

8. Referencing the last image - which one was written by AI? 

#1

#2

Which one was written by ChatGPT using the prompt: "Write an article that is less than 400 words in AP style about an Arizona nursing school called Aspen University that avoided an abrupt shutdown by the state board of nursing. Include a quote from a student who wanted to remain anonymous. Also include a quote from a board member" 

**21 - Arizona nursing school avoids abrupt shutdown**

Phoenix-based Aspen University's nursing program has been at the center of investigation for more than a year from accrediting authorities and the state's board of nursing. Newly proposed amendments to its teach-out agreement allowed it to avoid a shutdown vote from the Arizona State Board of Nursing.

The university's pre-baccalaureate bachelor of science in nursing program was created in 2016 and was also previously investigated by the Arizona Education Accounting Commission, which cited "ongoing problems including the quality and integrity of the program," among others.

At a March 23 meeting to decide the program's fate, Aspen University counsel proposed new amendments to its teach-out agreement for students to avoid an abrupt shutdown, so the remaining enrollment could graduate. The board went into executive session for more than an hour for legal advice to review the proposed amendments.

"Aspen University's goal and the board's goal are not different," a board member said during the meeting. "We want safe, quality learning practices for everyone involved."

A vote to shut the program down before it completed the teach-out plan that was already in place would have forced students to finish their nursing education elsewhere.

"They need to stop and just let us graduate. The proof will be in our passing of the NCSLEX," one student, who did not wish to be identified, said while waiting for the board to return from its private review of the amendments. "I don't know how anyone is expected to keep studying with all of this pressure on the school closing or not. We don't want it to be a nursing legend anymore."

After returning from executive session, a motion was made to accept the agreed-upon amendments.

"The amendment allows Aspen USA program to continue its teach-out with additional oversight by a consultant and ombudsman, and additional, specific requirements regarding the educational requirements, particularly related to clinicals, testing integrity and skills testing," a statement released by the board of nursing said. "The amendment also requires additional reporting to the board."

If Aspen University fails to adequately address the issues with the newly proposed oversight, the teach-out could still possibly be terminated by the board. As of now, the program's ongoing teach-out will allow instruction for its existing nursing students for up to two years, so that they may complete their degrees or seek other options.

**22 - Aspen University's Nursing School Overcomes Potential Shutdown, Ensuring Student Success**

Aspen University, an esteemed nursing school in Arizona, recently dodged an imminent shutdown that could have disrupted the educational experiences of many nursing students. The State Board of Nursing had raised concerns regarding certain administrative issues, but the school swiftly took action to rectify the situation, ensuring the continuation of its program and the dreams of aspiring nurses.

The board's concerns centered around administrative compliance and operational procedures at Aspen University. However, the school promptly addressed these issues, working closely with the board to implement necessary changes. Through their collaborative efforts, Aspen University was able to meet the board's requirements and avoid an abrupt closure.

An anonymous student at Aspen University expressed relief over the resolution, saying, "The possibility of the school shutting down was extremely daunting for all of us. We have invested our time, energy, and finances into pursuing our nursing degrees at Aspen, and the thought of losing that opportunity was devastating. Thankfully, the school took swift action, and we are now able to continue our education without interruption."

A board member, speaking on the condition of anonymity, acknowledged the school's proactive response and commitment to compliance, stating, "We were pleased to see Aspen University's immediate efforts in addressing the concerns raised by the board. They demonstrated a genuine dedication to rectifying the situation and ensuring that their students' education was not compromised. Collaboration between the board and the school was essential in reaching a resolution that benefits all parties involved."


Aspen University has a long-standing reputation for providing quality nursing education and producing highly skilled healthcare professionals. The school's commitment to addressing the board's concerns demonstrates their dedication to maintaining the highest standards of education and upholding their students' best interests.

This incident serves as a reminder of the importance of regulatory compliance in the field of education. It is crucial for institutions to stay abreast of administrative requirements and promptly address any concerns raised by regulatory bodies. By doing so, educational institutions can ensure the uninterrupted progress of their students' educational journeys.

Aspen University's successful resolution with the State Board of Nursing reinforces their commitment to excellence and the positive impact they have on nursing education. The school's ability to navigate through this challenging situation exemplifies their dedication to their students' success and the field of nursing as a whole.

Moving forward, it is expected that Aspen University will continue to uphold the highest standards of education while working closely with regulatory bodies to ensure compliance. By doing so, they will not only provide an exceptional learning experience for their students but also inspire confidence in the nursing community and beyond.


As the anonymous student at Aspen University expressed, "We are grateful for the school's efforts in resolving this issue promptly. We can now focus on our studies, confident in the quality education we are receiving and the opportunities that lie ahead." With the matter resolved, Aspen University can continue its mission of producing competent and compassionate nursing professionals who will contribute significantly to the healthcare industry.

9. Referencing the last image - which one was written by AI? 

#1

#2



Which one was written by ChatGPT using the prompt: "Write an article that is less than 600 words in AP style about how Northwell Health's CEO Michael Dowling, gets other healthcare leaders to take the politics out of gun violence. Include 2 quotes from Michael Dowling." 

**#1 - How Michael Dowling gets leaders to take the politics out of gun violence**

So far there have been more mass shootings than days in 2023. It is a reality that continues to drive Northwell Health CEO Michael Dowling to lead the charge in healthcare's fight to prevent gun violence.

"There have been around 70 mass shootings this year. It's a public health issue," Mr. Dowling said. "The hope is this time next year if we look at the first two months (of 2024) that we'll have much less than that. I think we'll be hopefully seeing actions by some state legislators around the country as a result of all of this advocacy, too."

Northwell, based in New Hyde Park, N.Y., has led several initiatives to prevent gun violence, recruiting leaders from across the health sector to join its efforts.

The health system's fourth annual Gun Violence Prevention Forum kicks off Feb. 28 in New York City and will feature government officials, business leaders and healthcare executives from around the country. This year's initiative was action-focused, with that motivation has been placed — signing with a record 200 of the healthcare sector's approach to the problem, Mr. Dowling said.

"When I personally got involved in a big way four or five years ago, there was extensive hesitancy from healthcare leaders to get engaged," he said. "Now I have about 50 CEOs that have agreed to be involved as part of a coalition focusing on gun violence as a public health issue and dedicated to enhancing programs on safety and prevention."

Mr. Dowling said healthcare leaders' initial hesitancy was rooted in wanting to steer clear from politics, however, working alongside other healthcare leaders to address gun violence as a public health issue without opinions on the Second Amendment has led to more leaders joining Northwell's initiatives.

"We may have our individual personal opinions about it, but that doesn't get you any further at the moment," he said. "The barrier comes from treating it as a public health issue; you build more connection when you focus on that. That is what has made a difference and led to unbelievably consistent advocacy by many people."

Mr. Dowling said the Gun Violence Prevention Forum will get key players from different sectors to sit "together and give the way for action. His key focus this year: advocacy and a drive to "keep the visibility of the issue in front and center and encourage others who may be on the sidelines to get into the center and involved in this issue."

The newly formed CEO Council, made up of 50 healthcare leaders, is another key initiative for Northwell's gun violence prevention efforts. Mr. Dowling said the council is in the early stages, but he added that around 25 of the 50 leaders will be in attendance at the Feb. 28 forum and plan to set goals and learn from each other.

"We're talking about how best to be educating our staff about gun violence and how to best get the message out, so it has more traction in our communities," Mr. Dowling said. "But this is a long-term game. There's momentum in terms of positive steps toward making a change and that momentum eventually will make a difference, so I won't happen in one year."

**#2 - Michael Dowling, Northwell Health's CEO, Calls For Depoliticizing Gun Violence in Healthcare**

Gun violence continues to be a pressing issue in the United States, and its impact on public health cannot be ignored. Northwell Health's CEO Michael Dowling takes Public Out of Gun Violence.

In a society deeply divided over the issue of gun violence, finding common ground and working towards meaningful solutions can be a daunting task. However, Northwell Health's CEO, Michael Dowling, has been at the forefront of bringing healthcare leaders together to address this critical issue by transcending political differences and focusing on the shared goal of saving lives.

Dowling understands that gun violence is not just a political problem; it is a public health crisis that demands urgent action. To tackle the complex issue, he has spearheaded initiatives aimed at uniting healthcare leaders and encouraging them to set aside partisan politics. By focusing on evidence-based research, community engagement, and collaboration, Dowling has been able to foster a collective commitment to reducing gun violence.

"Our ultimate efforts are all, regardless of our political affiliations, it's a public health crisis that demands a united front," says Dowling. "As healthcare leaders, we have a moral obligation to put politics aside and work together to find solutions that will save lives."

Under Dowling's leadership, Northwell Health has established partnerships with various organizations, including medical institutions, public health agencies, and community groups. These collaborations have allowed healthcare leaders to pool their resources, expertise, and influence to drive change at both the local and national levels.

One of the key initiatives launched by Dowling is the Gun Violence Prevention Learning Collaborative. This collaborative brings together healthcare leaders from diverse backgrounds to share best practices, research findings, and innovative strategies for reducing gun violence. By fostering an environment of open dialogue and mutual respect, Dowling has created a platform for healthcare leaders to learn from one another and develop comprehensive approaches that address the root causes of gun violence.

"Our collaborative approach allows us to bring together different perspectives and expertise, enabling us to develop evidence-based strategies that can make a real impact," states Dowling. "By working together, we can save lives and create safer communities."


In addition to the collaborative efforts, Dowling has been vocal in advocating for common-sense gun legislation. He believes that healthcare leaders have a responsibility to use their influence to push for policy changes that prioritize public safety without compromising individual rights.

"Addressing gun violence requires a multi-faceted approach that includes both legislative action and community engagement," explains Dowling. "By advocating for responsible gun policies, we can protect the rights of individuals while also preventing tragedies."

Dowling's commitment to depoliticizing gun violence has resonated with healthcare leaders nationwide. Through his steadfast leadership and ability to rally others around a shared purpose, he has successfully encouraged his peers to put aside political differences and focus on the urgent need to save lives.

By prioritizing evidence-based research, collaboration, and community engagement, Michael Dowling has paved the way for healthcare leaders to make a tangible impact in reducing gun violence. His efforts serve as a powerful reminder that, despite the divisive nature of the issue, there is common ground to be found when lives are at stake.

As Dowling aptly puts it, "Saving lives should always transcend politics. It is our collective responsibility to take action and ensure that gun violence becomes a thing of the past." With leaders like Michael Dowling at the helm, there is hope for a future where gun violence is no longer a devastating reality but a problem solved through unity and purpose.

10. Referencing the last image - which one was written by AI? 

- #1
- #2

## Survey distribution

- How do I reach outside of my normal circles? Prior to Elon Musk's takeover of Twitter I was a verified journalist presence and have only ever used my account since working at publications so have built a loyal, engaged following on that platform which I only use for work purposes. I decided to use that platform since those who choose to follow me, generally do because they are news-consumers.





**Ashleigh Hollowell**

@words\_with\_ash

hi Twitter! Can you take this survey for me? It's for a grad school project about AI & Journalism: [surveyMonkey.com/r/GD3CQXJ](https://surveyMonkey.com/r/GD3CQXJ)

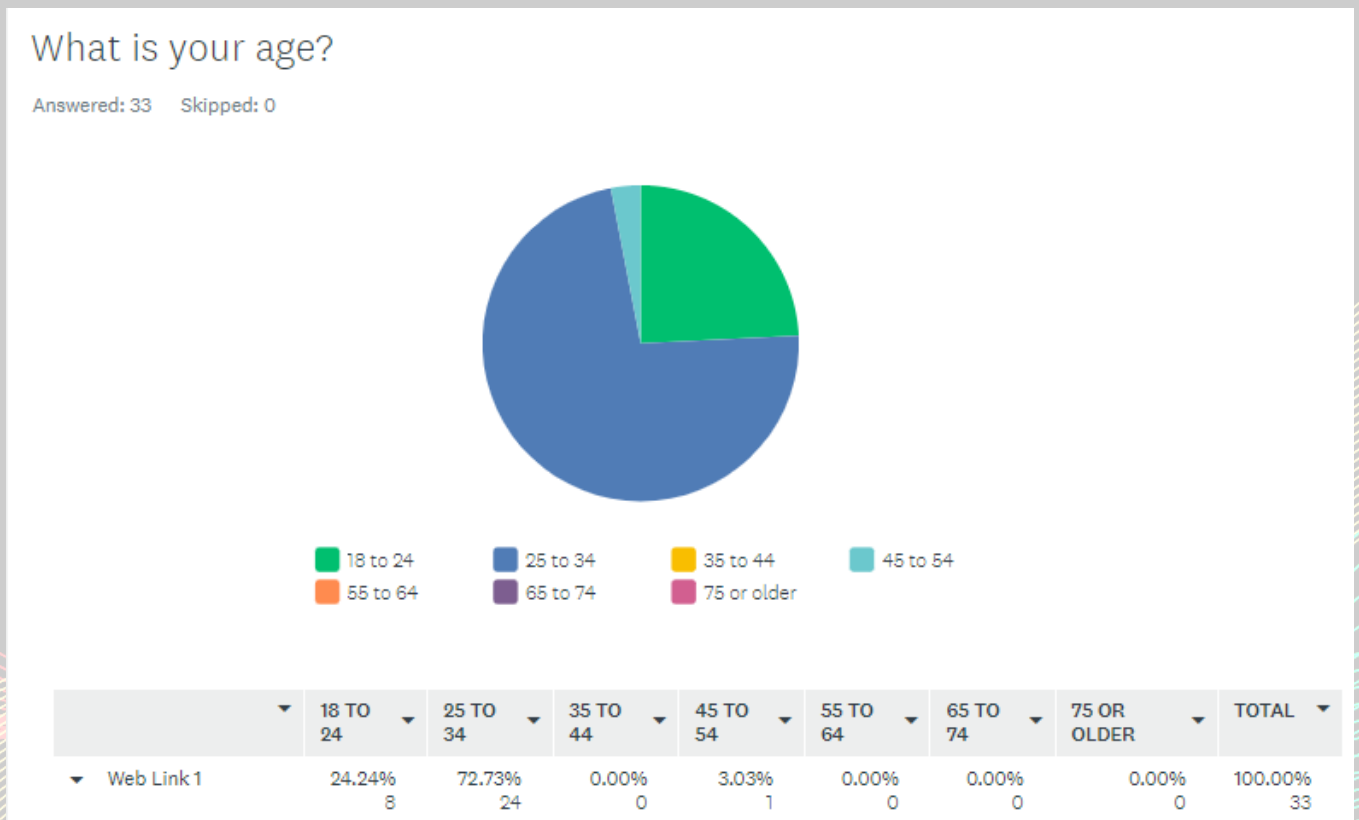
5:07 PM · Jun 11, 2023 · 171 Views

- I also used email and text to distribute to former colleagues in the news field etc.

## Results

In total, I received 33 responses to my survey. I did not get as wide of an age range in respondents as I would like, but the insights this provided were still very interesting.

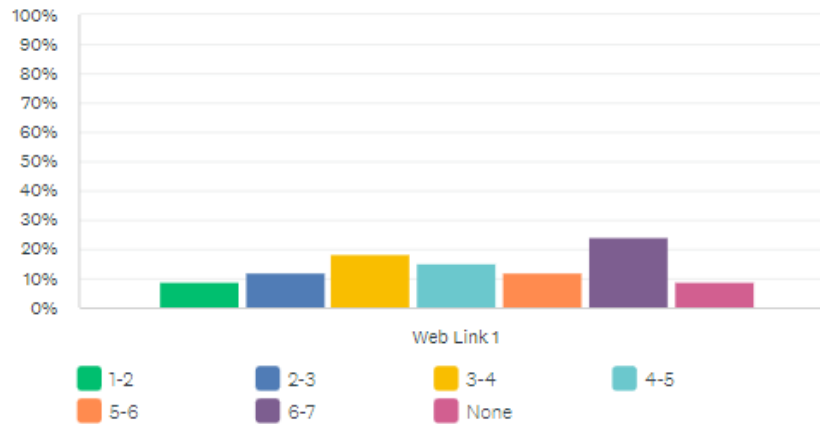
Audience makeup:



And although I didn't get as wide of an age-range as I wanted, my hypothesis was not based on age but on readership and the survey-takers were, as I guessed, pretty avid news-readers in general, with a majority saying they consume news 6-7 days per-week:

How many days each week do you read, watch or listen to news content?

Answered: 33 Skipped: 0



	1-2	2-3	3-4	4-5	5-6	6-7	NONE	TOTAL
Web Link 1	9.09% 3	12.12% 4	18.18% 6	15.15% 5	12.12% 4	24.24% 8	9.09% 3	100.00% 33

Regarding the three questions where #2 was always written by AI, here's how the majority of respondents did:

# #1: Nearly 70% (69.7%) were correct on example 1

Q8

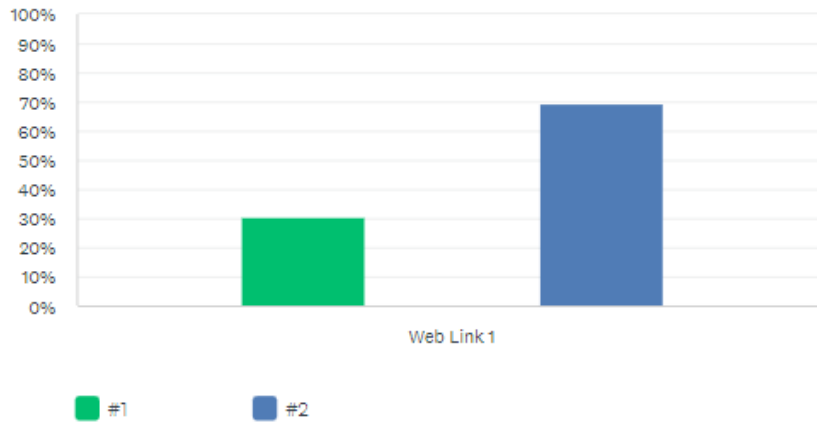


Customize

Save as

Referencing the last image - which one was written by AI?

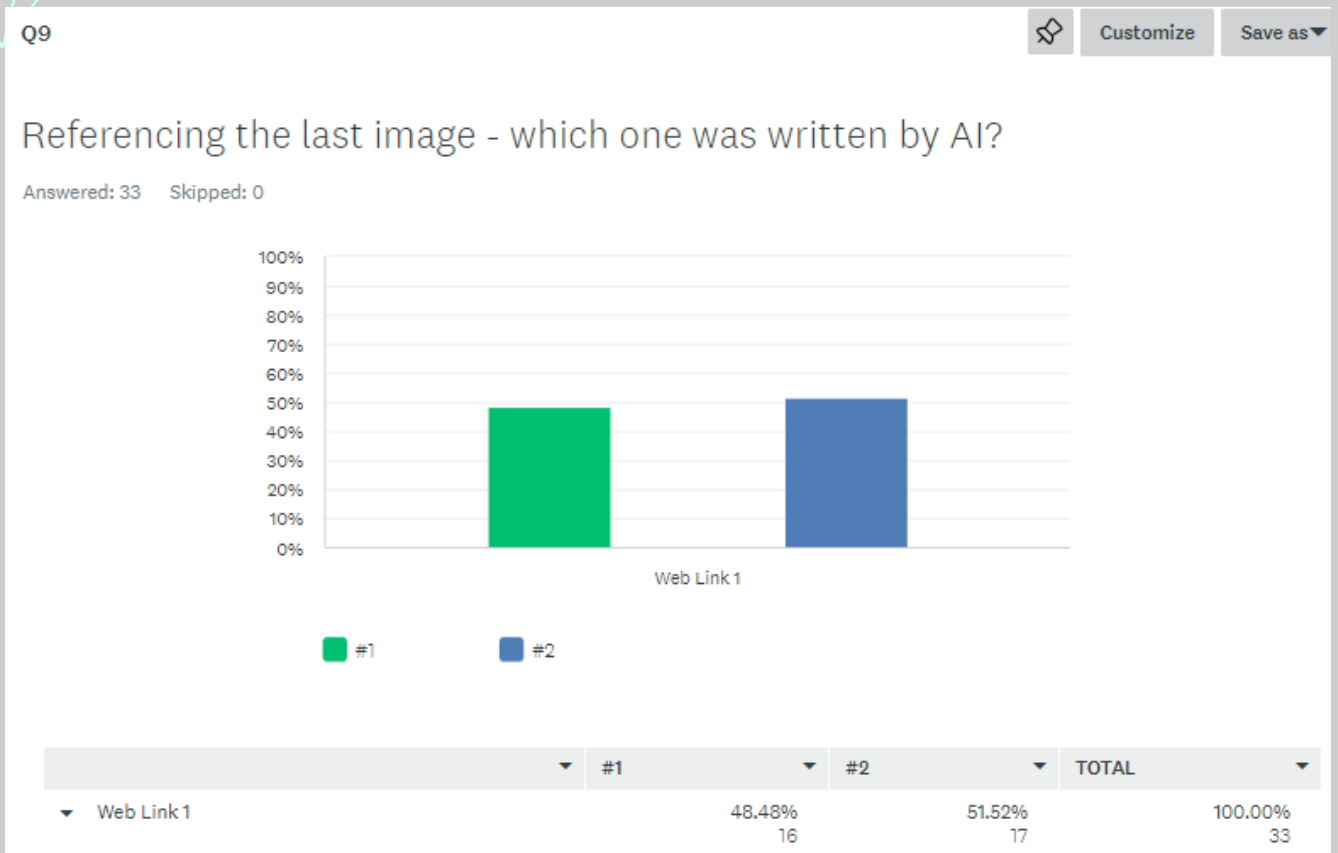
Answered: 33 Skipped: 0



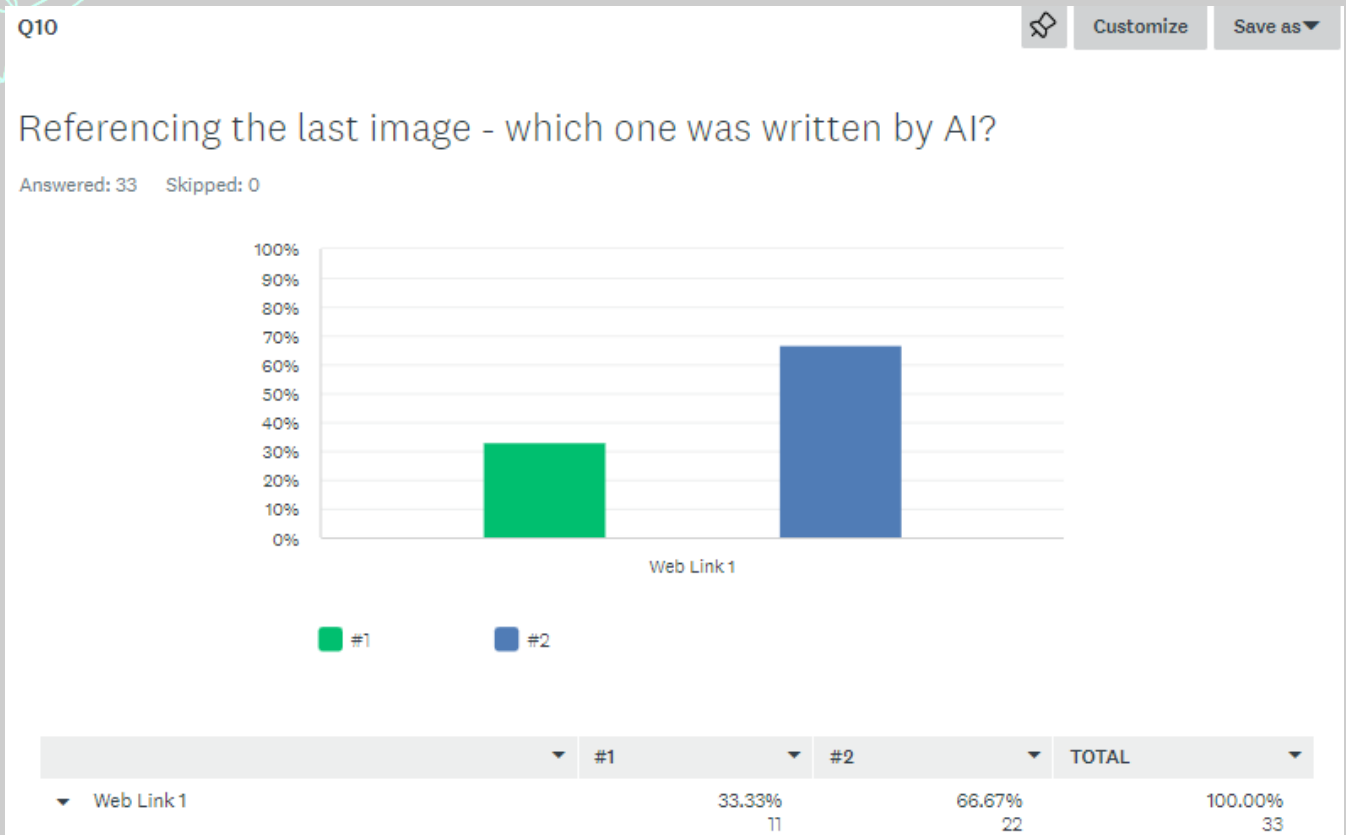
	#1	#2	TOTAL
Web Link 1	30.30% 10	69.70% 23	100.00% 33



**#2: This was much more evenly split. The majority was still correct, but barely. Those who were correct in choosing example 2 as AI-written were 51.52% compared to 48.48% who were incorrect.**




**#3: Similar to the first, a majority got this last example correct, 66.67% correctly identified example 2 as written by AI.**



**Other notable findings from the survey results include:**

- If a news organization uses AI for reporting purposes, would you expect that to be disclosed to you?
  - 84.85% responded yes
- Would you trust a news organization that uses AI to generate any percentage of its content?
  - 75.76% responded it would depend how much the outlet relied on AI.
- What percentage of a news organization's use of AI would make you lose trust in that outlet?
  - 27.27% said if an org used AI for more than 50% of its content generation they would lose trust.
  - 18.18% said if an org used AI for between 1%—10% of its content generation they would lose trust.
  - 15.15% said between 41%—50%

- 
- 15.15% said between 11%—20%
  - 15.15% said between 21%—30%
  - 9.09% said between 31%—40%

## Conclusion

*Original Hypothesis: If fake news and misinformation are already widespread problems among news consumerism across the U.S., then sophisticated generative AI technology like ChatGPT will further exacerbate the problem and broaden the range of individuals who cannot distinguish between fake AI news, and human, fact-based reporting. Additionally, I predict that because of the advanced capabilities of AI, individuals who are more regular newsreaders, regardless of age, will be more likely to distinguish between the AI and humans than those who are not avid newsreaders.*

Regarding the primary few questions I set out to observe, I believe my evidence points to being correct, but do think additional in-depth research would be required to determine for certain.

Revisiting the following point by point:

- Would a majority of survey takers feel confident in their capabilities to tell AI fake news apart from real, fact-based human written news?
  - a. The data shows they were not confident. I expected this to be on par with results from the previous national survey detailed in my “problem statement” section regarding most U.S. adults saying they did feel confident in their ability to detect AI writing.
- Are a majority of survey takers actually able to determine which was fake every time?
  - a. For the most part, yes. For each of the three questions, regardless of the length and details within the made-up AI fake news vs. my real, fact-based human-written news, the majority of individuals were able to correctly detect AI.
  - b. However, I thought these results would be much more black and white than they actually turned out to be. The percentages were much closer for each question than I anticipated which may signal that it is challenging to distinguish between AI-writing and human-news writing





for some, even avid newsreaders.

- What are the news-consumption habits of a majority of survey takers in relationship to the results above?
  - a. Yes, a majority of survey respondents did report that they are avid news consumers.

## Recommendations

As a journalist, I felt like the difference in writing style between my reporting and ChatGPT's fake news generated via a prompt w/ guidelines was clear, and would be as well for regular newsreaders, but the results seem to not be so black and white.


Even though the majority of survey takers were correct on all three questions in guessing which article was fake news written by AI and which was real news written by me, a real journalist, some of the margins —particularly for question 2 — were more narrow than I anticipated.

I think this suggests that the technology is already able to trick newsreaders, even if they stay up to date and regularly interact with news throughout their week. This technology could be extremely harmful to information, truth and further exacerbate the continued problem of misinformation in the public zeitgeist.

Perhaps a better study for the future would be to iterate on this and not only look at how frequently an individual consumes news as a marker, but also how that may overlap with their familiarity with AI/technology as well. If they are an avid newsreader, but not as knowledgeable about AI or tech, then perhaps their 'AI fake-news detector' skills would not be as refined as someone who is an avid newsreader AND is also savvy and familiar with AI.

It is important for further research across more age groups to be conducted on this topic to get a clearer picture of just how much of an impact it could have on this problem that continues to grow.

If journalists' real news becomes more and more difficult to distinguish between AI-written fake news narratives, that poses a dangerous threat to the integrity of the journalism and news industry. And as stated earlier in the "problems statement" section, misinformation is not necessarily a problem the public blames journalists for, but it is one they expect us to fix.



Additionally, my other survey questions also reveal that individuals are concerned about news organizations' decisions to use AI even as a tool for basic tasks. Additional research should be done with future guidelines recommended about how newsrooms and journalists should use AI ethically, if at all, and how they should disclose that, if so.

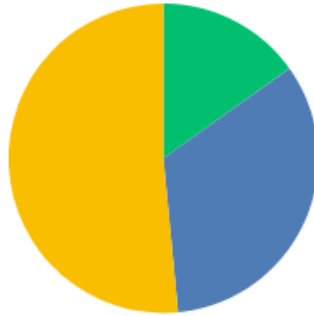
To begin to identify solutions to combat this, more research must first be done, and keep pace with the continually evolving capabilities of generative AI.

## French Fry Moments 🍟

1. One fun french fry moment for me was seeing how many individuals reached out to me after taking my survey wanting to know if they were correct or not in identifying AI and after telling them in each example #2 was AI-written, many were surprised and of the 6-8 who did reach out to me directly about this, most said that having all AI-examples be #2 made them second guess "hey can these all really be answer 2?" so some purposely chose option 1 because of that. Which is great insight for future testing. I would do that differently, perhaps.
  - a. A subset of a french fry moment similar to this is a response from someone who reached out after taking my survey and learning if they were correct or not in their choices. This individual shared with me that they got all of the answers correct and said, "Honestly, for me the easiest way to tell was the AI always wrote more words. Your prompts would say something like '400 words or less' and the #2 options were always longer because I think the AI tool 'hears' the prompt and just aims to get as close as possible without being as precise in word-count as a human is."
2. Another interesting french fry moment actually came out of an accident. I built half of my survey one evening and finished it the next day but sort of made a duplicate question.
  - a. Question #3 asked: If you read an article generated by AI, do you think you would be able to tell it apart from a human written article?
    - i. Results were largely "Maybe"

If you read an article generated by AI, do you think you would be able to tell it apart from a human written article?

Answered: 33 Skipped: 0



Yes No Maybe...

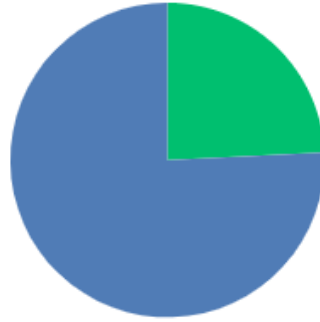
	YES	NO	MAYBE...	TOTAL
Web Link 1	15.15% 5	33.33% 11	51.52% 17	100.00% 33

- b. Question #7, I didn't realize until after I published the survey that I basically had a repeat question asking: "Do you feel confident that you could tell the difference between an article written by AI and by a human?"
  - i. But in my second iteration of the question, I had left out the "maybe" option, forcing survey takers to choose either yes or no and several of those maybes switched into "Nos" which was interesting to see. A couple also changed to "Yes" which was also interesting. Particularly because of what U.S. adults reported in a previously mentioned national survey about feeling confident they could detect AI.



Do you feel confident that you could tell the difference between an article written by AI and by a human?

Answered: 33 Skipped: 0



Yes No

	YES	NO	TOTAL
Web Link 1	24.24% 8	75.76% 25	100.00% 33