



Artificial Intelligence Policy Statement

September 2023

Bauer Academy’s mission statement and values commit us to continual innovation in education, with curiosity for new approaches to teaching and learning, including the exploration of new technology. Considering recent technological trends and rapid development in artificial intelligence, a new learning landscape is emerging. The Bauer Academy must deliberately exploit the opportunities and navigate the challenges this presents.

This AI policy statement serves as a guiding framework for Bauer Academy learners, promoting responsible, ethical, and innovative use of AI technologies in the fields of leadership, media, digital, and journalism. Bauer Academy monitors the latest AI trends in education and seeks to continually enhance Bauer Academy’s teaching and learning practices, whilst effectively supporting learners in responding to emerging technologies.

Bauer Academy’s definition of Artificial Intelligence (AI)

Bauer Academy refers to Artificial Intelligence (“AI”) as a field of computer science that creates smart machines capable of tasks requiring human intelligence, such as learning, problem-solving, perception, and decision-making. We recognise AI systems are being used to carry out various functions, including automate repetitive tasks, make informed decisions from data, personalise experiences, solve complex problems, and support in creating ideas.

Alignment with Bauer Media Company Policy

Bauer Academy is fully aligned with its parent company’s AI policy and guidelines. As a leading multinational media business, Bauer Media are excited about the opportunities that AI tools bring. As a company, it wants to actively encourage people to augment and enhance their work by using AI tools, sharing knowledge and insights with other people in the organization and challenging the boundaries of day-to-day work. Bauer Media sees generative AI as a potential supercharger to speed up certain tasks and allow people to focus on other parts of our jobs that add value. However, Bauer Media recognises the use of AI tools comes with uncertainties and risks for the individual user and wider business, and that people must take the right steps to protect themselves and use AI safely.

All Bauer Academy learners that are Bauer employees should be familiar with the [AI@Bauer Guidelines](#). Bauer Academy learners employed at other companies should familiarise themselves with their own company’s AI policies.

General Risks Associated with AI in the Workplace

Operating inside Bauer Media, Bauer Academy specialises in the design and delivery of work-based learning solutions. Therefore, our learners require guidelines on best practice in the workplace (outside of their studies). Lawmakers around the globe are preparing AI-related regulation to ensure there is appropriate risk management, transparency, data privacy protection as well as human oversight and accountability. As a training provider, we communicate to our learners the general risks associated with the use of generative AI tools in the workplace, including:

- ▶ unreliable outputs (e.g., approximately 15% of ChatGPT outputs are considered false)
- ▶ breaches of data privacy and confidentiality
- ▶ anything inputted to an AI system can be used and exploited by third parties
- ▶ intellectual property infringements and intellectual property ownership
- ▶ content generated by AI tools may contain material which is copyright protected
- ▶ potential cybersecurity threats
- ▶ violations of consumer protection laws and liability risks

Bauer Academy AI Guidance for Learners

Bauer Academy learners are encouraged to adopt responsible, ethical, and innovative use of AI technologies throughout their learning journey. Programme Leaders and tutors are trained to support learners safely, confidently, and creatively engage with AI, whilst meeting the highest ethical standards. In line with Bauer Academy Learner Attributes and Values, collaboration and innovation are encouraged. As much as possible, learners should collaborate on AI-related projects and share knowledge with their peers. Innovation in the application of AI in media, journalism, leadership, and digital industries studies is encouraged, provided it aligns with ethical guidelines. Bauer Academy learners should also consider the broader societal implications of AI in their studies, striving to use AI to create positive social impact and advance the public good.

Given the subject areas Bauer Academy specialise in, notably journalism, digital, marketing, content, and media, content created by learners has the potential to reach a wide audience. It is therefore of paramount importance our learners understand the power of AI tools and their responsibility to meet ethical standards and remove bias.

Within programmes, Bauer Academy will provide training and resources to support learners understand AI technologies and their impact on media, journalism, leadership, and digital industries. We will continue to review and adapt our teaching practices, with more varied assessment methods, to ensure AI generated content is not misrepresented as learner work, including professional discussion and work-place observations.

Outside workshops, Bauer Academy offers learners professional development opportunities, notably in progress reviews, coaching sessions, and on Community Connector. These continuous learning opportunities will further support learners keep up to date with the latest AI advancements and best practices.

Bauer Academy AI Framework for Learners



Academic Integrity

Bauer Academy learners should adhere to the highest standards of academic integrity when using AI in their studies and projects. Plagiarism of AI material is strictly prohibited; the correct credit and reference should always be given for AI generated work. Any plagiarism detected in submitted assignments will result in an automatic Fail.



Ethics & Responsibility

Bauer Academy learners should use AI technologies in a way that upholds ethical principles and respect individual rights and privacy. Any application of AI should not be used to engage in harmful, deceptive, or malicious activities.



Bias Mitigation

Bauer Academy learners should be aware of potential biases in AI algorithms and data. Every effort must be made to identify and address the bias that exists in AI models to ensure fairness and accuracy.



Human-Centred Approach

Bauer Academy learners should regard AI as a tool to augment human abilities rather than a replacement for human effort and creativity. Learners should leverage AI to enhance their journalistic, media, digital and leadership skills while retaining a human-centered approach in their work.



Transparency

Bauer Academy Learners should strive to use AI technologies that provide clear explanations for their decisions, especially in the context of media and journalism. When AI-generated content is used, appropriate disclosures should be made to inform audiences.



Data Privacy and Security

Bauer Academy learners must handle data used for training AI models with utmost care and in compliance with data protection regulations. Proper measures should be taken to protect personal data and ensure its confidentiality.



Intellectual Property

Usage of open-source AI tools and libraries should comply with the licensing terms and give appropriate credit to the creators.

Bauer Academy Policy Process

Bauer Academy has established governance and quality mechanisms to monitor and assess the use of AI by learners, ensuring adherence to this policy and relevant local laws and regulations.

AI development sits within various strategic projects and our Quality Improvement Plan, providing updates to clients, funders, partners, and governors, as required.

In line with Bauer Academy practices, this policy is reviewed quarterly and forms part of our Governance Board and Risk Register.