



Karolinska
Institutet

Science news writing with AI

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Disclaimer

Experts in writing news articles

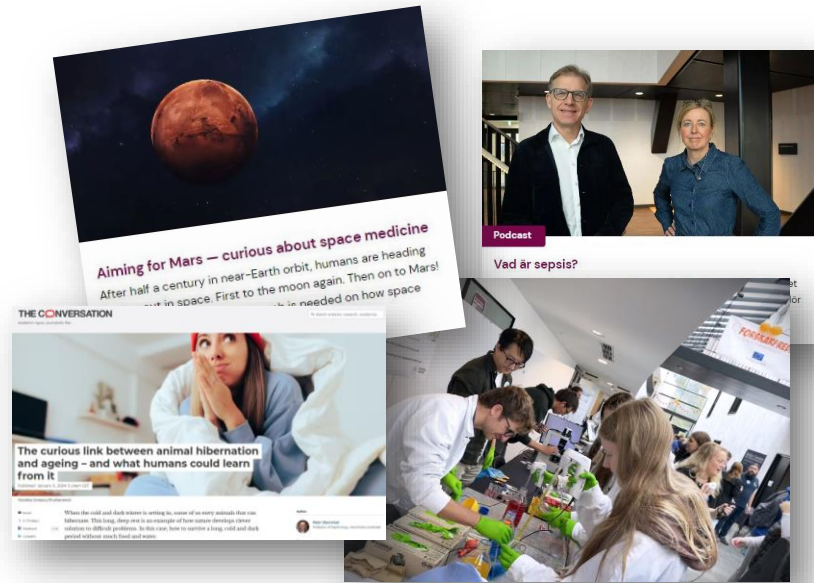
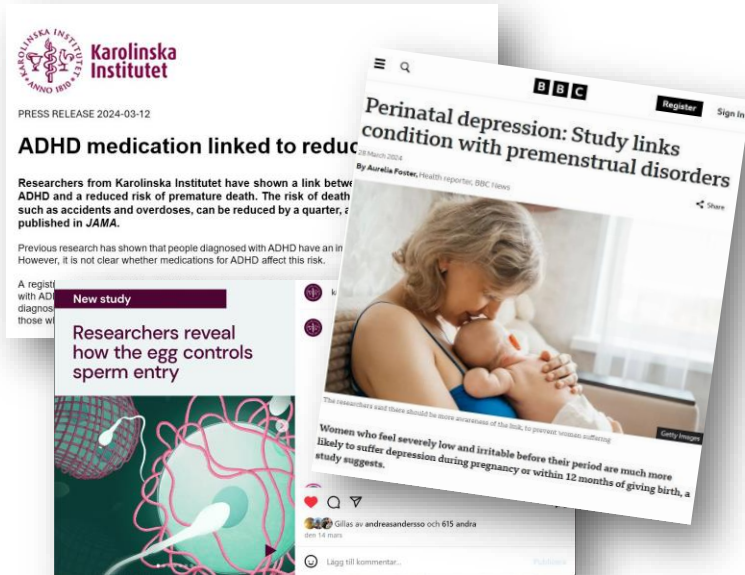
Beginners in how to utilise AI tools



Brief on popsci communication at KI

News and social media place us on the world map every day

In-depth stories and meetings to explain, contextualise and build trust



News about scientific articles

- Researchers at KI produce about 7,500 scientific articles each year
- About 240 requests for some kind of news activities about scientific papers in 2023
- There is a submission form on for researchers to do it on ki.se
- About 135 press releases and news tips (unique stories) distributed from the Comms Office in 2023
- We depend on the help of department web editors and researchers



Many versions of KI

The problem is that...

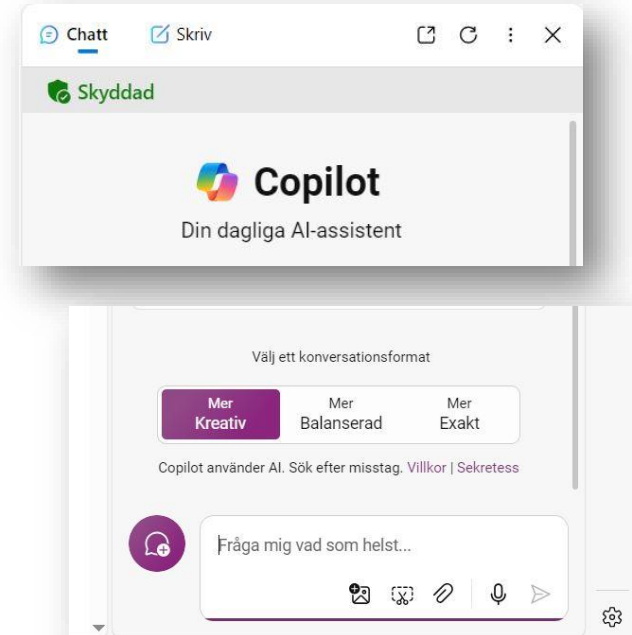
- We all have a lot on our plates
- Not all departments have professional, full-time communication officers
- Not all communication officers are skilled science news writers
- Not all researchers know how to address a lay audience

- The overall result is a somewhat fragmented presentation of current research at KI
- Many versions of KI – rather than one KI



Test pilot with Copilot

- Logged-in mode to protect embargoed material
- Journalism is a “more creative” skill in Copilot
- It is easier to use the chat function than the write function
- Prompts, source materials and news articles in the same language
- Without restrictions, Copilot will make things up and exaggerate
- Researchers always need to fact-check AI-generated news articles

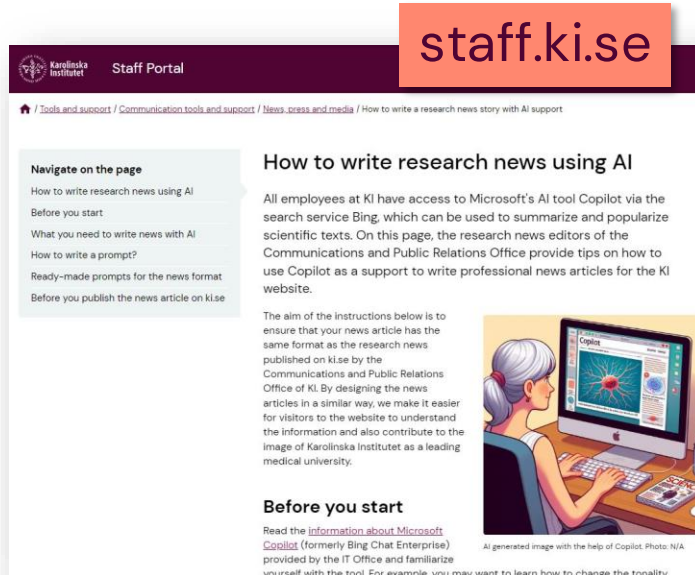


Like a happy journalist intern

- An extra pair of hands who can do some of the tedious work
- The first result often needs some improvement
- You need to (learn how to) explain again in a better way
- And you must always check that all facts are correct
- But you don't need to worry about hurting someone's feelings



Webpage with guidelines



The screenshot shows a webpage from Karolinska Institutet's Staff Portal. The URL is staff.ki.se. The page title is 'How to write research news using AI'. The breadcrumb trail is: Home / Tools and support / Communication tools and support / News, press and media / How to write a research news story with AI support. A navigation menu on the left includes: 'Navigate on the page', 'How to write research news using AI', 'Before you start', 'What you need to write news with AI', 'How to write a prompt?', 'Ready-made prompts for the news format', and 'Before you publish the news article on ki.se'. The main content area has the heading 'How to write research news using AI' and a sub-heading 'All employees at KI have access to Microsoft's AI tool Copilot via the search service Bing, which can be used to summarize and popularize scientific texts. On this page, the research news editors of the Communications and Public Relations Office provide tips on how to use Copilot as a support to write professional news articles for the KI website.' Below this is a paragraph: 'The aim of the instructions below is to ensure that your news article has the same format as the research news published on ki.se by the Communications and Public Relations Office of KI. By designing the news articles in a similar way, we make it easier for visitors to the website to understand the information and also contribute to the image of Karolinska Institutet as a leading medical university.' There is an illustration of a woman with grey hair sitting at a desk with a computer monitor displaying a network diagram. Below the illustration is the text: 'AI generated image with the help of Copilot. Photo: N/A'. The section 'Before you start' includes a link to 'information about Microsoft Copilot (formerly Bing Chat Enterprise) provided by the IT Office and familiarize yourself with the tool. For example, you may want to learn how to change the tonality'.

- General advice on how to write a prompt
- Examples of prompts for different types of news articles
- How to interact with Copilot to achieve good results in a KI context
- Brief on the downsides and risks of using AI-generated texts
- What to think about when you publish your AI-generated news article on ki.se

Prompt for standard research news article

Act as a communications officer at the medical university Karolinska Institutet. Write a popular science news article about a new study in [name of the journal] based on the summary below. The article should be in English, about 2,000 characters long, and understandable to a high school student.

Use a journalistic structure, including a headline, a lead, body text, and one or two quotes by the researcher [researcher's name and title] at the Department of [name of department]. Only use the information provided. If you are unsure of any facts, ask me questions or let me know that you are unsure. Use a neutral tonality and avoid superlatives like groundbreaking, unique, for the first time, etc.

Write the article in the same style as this news article: news.ki.se/early-body-contact-develops-premature-babies-social-skills

SUMMARY: [Paste the researcher's summary, or alternatively Q&A 1-4 and the news summarized in one sentence from the news submission form. If space is limited, you can remove the questions and only include the researcher's answers. If you give Copilot access to a PDF of the scientific article, write that and include the title of the PDF in the prompt.]

Prompt for writing a news headline

Act as a communications officer at the medical university Karolinska Institutet and help me to write a good headline for my news article. The headline should be:

- A catchy phrase that captures the reader's attention and summarizes the news article's content.
- Short and concise, not longer than 10 words.
- Informative, simple, and clear, without unnecessary technical terms or abbreviations.
- Neutral and without exaggerations or evaluations.

Here are some examples of news article headlines:

Hyperbaric oxygen therapy tested for post-covid conditions
A sleep-deprived brain interprets impressions negatively

NEWS ARTICLE: [Paste your news article in the chat box or give Copilot access to it as a PDF or webpage/link].

Examples of copilotated news articles


Karolinska Institutet News from Karolinska Institutet Listen Svenska Search Menu

Published: 04-01-2024 11:22 | Updated: 08-01-2024 16:41

Navigate on the page

- Gut microbes can affect COVID vaccine response
- Publication

Gut microbes can affect COVID vaccine response



Gut microbes are important to our health. Photo: Mebel Amber/Pixabay CC0

Related

- [Spotlight on our friends the bacteria](#)
- [Spotlight on vaccine research](#)
- [Spotlight on COVID-19](#)

Researchers from Karolinska Institutet have discovered that the gut microbiome can influence how well people respond to mRNA COVID vaccines. The study, published in the journal *npj Biofilms and Microbiomes*, suggests that certain bacteria in the gut can enhance the immune response to the vaccine, whereas other bacteria may weaken it.

The gut microbiome is the collection of microorganisms that live in our digestive tract. It plays an important role in many aspects of our health, such as digestion, metabolism, and immunity. The researchers wanted to find out if the gut microbiome also affects the response to mRNA COVID vaccines. To do this, the researchers collected stool samples from 68 people living with HIV and 75 healthy individuals before their first mRNA COVID vaccine dose.

The researchers analysed the microbiome composition using a technique called 16S rRNA sequencing, which identifies the types and relative abundance of bacteria in the samples. They also measured the levels of antibodies and immune cells that were produced after the vaccination.

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Published: 08-12-2023 07:23 | Updated: 08-12-2023 07:26

New study questions the effectiveness of drugs for ovarian protection during cancer treatment




Photo of pregnant women. Photo: Shutterstock

A new study from Karolinska Institutet has found no evidence that a common drug used to protect the ovaries of women undergoing chemotherapy increases their chances of having children after cancer treatment. The study is published in *eClinicalMedicine*.

Drugs called GnRH agonists are sometimes used in women with breast cancer and other types of cancer during their chemotherapy treatments, based on small trials that have suggested it could prevent amenorrhea (absence of menstrual periods) and preserve fertility. However, these trials have not been able to evaluate the chance of having children after cancer treatment. In addition, the studies have not been blinded, meaning that all women participating knew if they received the treatment or not. Those who received the drug may therefore have been more motivated to try to conceive than the women who did not.

The new study used Swedish population-based registers to compare the probability of post-cancer live birth in almost 25,000 women aged 15–45 who received chemotherapy, of which 1.6 per cent received additional treatment with a GnRH agonist.

Eligibility

- It depends on the news platform if it is okay to publish AI-generated news materials
- You need to check the guidelines for each platform
- **On ki.se:** A researcher should always fact-check before the news article is published (regardless of whether the science writer is human or an AI)

EurekAlert! Policy Regarding Content Created Using Artificial Intelligence (AI)

AI-generated text, images and other multimedia are not eligible for submission and distribution on EurekAlert!. Exceptions may be granted in certain situations—e.g., for images and/or videos in research publications specifically about AI and/or machine learning. Such exceptions will be evaluated on a case-by-case basis and should be disclosed at the time of submission. In all exceptions, documentation showing transferable rights to the AI-generated image/multimedia is required. EurekAlert! recognizes that this area is rapidly developing, and our position on AI-generated multimedia may change with the evolution of copyright law and industry standards on ethical and legal use.

Last updated: January 4, 2024

What's next?

- Transcribe and summarise interviews
- Templates for AI news articles (instead of prompts and instructions)
- News articles about funding and organisation
- Social media posts – and monitoring
- Genre images to illustrate popular science news
- And more...

Questions?

nyheter@ki.se

pressinfo@ki.se

webb@ki.se

staff.ki.se/tools-and-support



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