

ISSIP

Playbook For AI Generated Content

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Introduction

Welcome, ISSIP volunteers, to the Generative AI Playbook – your guide to unleashing the creative power of Generative Artificial Intelligence (AI) within the ISSIP community. In a rapidly evolving digital landscape, Generative AI is a catalyst for innovation, and your involvement is at the heart of this transformation!

01

Why Generative AI?

Generative AI holds immense potential for ISSIP volunteers. It allows us to enhance our understanding of service systems, drive impactful research, and develop innovative solutions that benefit individuals, businesses, and societies on a global scale.

What to Expect

This playbook is tailored to ISSIP volunteers, providing you with insights into Generative AI's inner workings, practical tools, and real-world examples relevant to our mission. Whether you're a seasoned ISSIP contributor or new to the community, this playbook equips you to leverage Generative AI effectively in your service innovation endeavors.

Let's embark on this exciting journey together, harnessing Generative AI's boundless opportunities to shape the future of service innovation within ISSIP!

02

Understanding AI and Service Innovation

Artificial Intelligence (AI) is the foundation upon which Generative AI is built. To harness the creative potential of Generative AI, it's essential to have a solid grasp of AI fundamentals. This section provides a brief overview of AI, its significance in the context of Generative AI, and how AI will help create content to understand historic service innovations.

What is AI?

AI refers to the development of computer systems capable of performing tasks that typically require human intelligence. These tasks encompass a wide range of activities, including problem-solving, pattern recognition, language understanding, and decision-making. We will be going over how to use AI in three forms:

Text:

To explain and describe the service innovations

Images:

To accompany the text- to make the content more interesting

Videos:

As an option for viewers who prefer to learn from video form

Understanding Service Innovation

The primary goal of this playbook is to provide instructions for ISSIP volunteers to create content to understand historic service innovations

With ISSIP's main goal being to further advance service innovation, it is important to learn and understand from historic service innovations

This playbook should serve as a tool to create content to help people learn more and understand historic service innovations

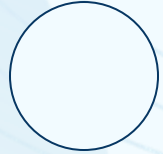


03

Getting Started

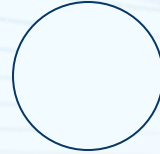
ISSIP's mission is to promote service innovation for our interconnected world. To fulfill this mission, it's essential to educate and inform people about service innovations, their significance, and their potential impact.

Importance and Relevance



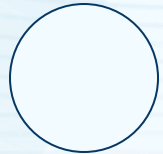
Awareness

Explaining the importance of service innovations and how impactful it is



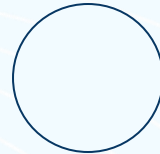
Empowerment

Providing people with the knowledge to actively participate and contribute



Collaboration

The more people who know of it's importance, the more diverse collaboration can happen



Global Impact

Service Innovations can have a far-reaching impact and it's part of ISSIP's mission to make this known

Current from ISSIP Website

ISSIP currently uses examples of historic innovations on the website to explain the importance and the effect that they have on the world around us

Our goal is to use AI to make the process of generating these more manageable and with higher quality.

We want you to be able to focus on your work, while using AI to make these tasks easier.

Historical Examples of Service Innovation



Cities

The first cities emerged in the 4th millennium BCE in Mesopotamia. Simple concentration of people, knowledge, and resources led to innovations from community education, healthcare and entertainment to infrastructure. As benefits scaled, harmful impacts also began to scale. With the development of institutional arrangements such as governance, social structures, trade networks and specialized professions to regulate the scaling of harms within these more complex economies. That evolution is service innovation.



Automobiles

The automobile was first invented in the late 19th century, with the first gasoline-powered car built in Germany in 1885. A prime example of a service innovation given its wide-ranging impact on transportation and social mobility, the automobile has revolutionized the way people move from one place to another, making transportation more accessible, convenient, and efficient. It has enabled people to travel greater distances, expand their horizons, and pursue new opportunities. From a societal perspective, the proliferation of automobiles has supported economic growth, facilitated trade and tourism, and enhanced social connectivity. Moreover, the automobile industry has continuously innovated and improved its products and services over time, introducing new features such as safety systems, fuel efficiency, and connectivity. It has also embraced sustainability and digitalization as strategic imperatives, investing in new technologies and collaborations to reduce environmental impact and enhance customer experience.

Playbook and Survey Instructions

First, the team estimates it will take approximately an hour to create the essay, image, video, and webpage

After that the team estimates it will take around 15 minutes to complete the survey on the playbook

When creating your content please keep a log of how long each type of content took to create, how many attempts it took to get a good output, and any errors or problems you encountered when creating content

04

Creating Text: Claude

We will be using the website Claude to generate text-based AI for the ISSIP Website

- Let's go through the steps to do so

Creating an essay should take approximately 5 minutes to do

What is AI?

Before getting started, there are a few important, key factors to consider. Generative AI for the public is still being researched and developed, so there some things to keep in mind.

- Using Generative AI requires writing “prompts.” This is a technical way of of saying that you are asking it a question
- This may sound simple, but Claude can give widely different responses depending on the prompts you use

The most important thing to remember is that Claude can and will be inaccurate at times, so it is extremely important to fact-check the text and make sure it is correct so that ISSIP can stay accurate and not spread false information.

(We will also be showing you how to do this!)

Important Notes



To get the most out of Claude, following these tips will help you generate quality content:

- **Be specific:** Clearly state your requirements or questions to help the AI understand the context and generate a relevant response. Giving specific prompts with more details can help reduce ambiguity.
- **Use step-by-step or bullet-point instructions:** When seeking answers to complex questions or asking for content creation, break your prompt down into smaller parts or provide a list of items you'd like to see in the response.
- **Set the desired format:** If you have a preferred format or style for the answer, make sure to mention it in your prompt.

Important Notes

To get the most out of Claude, following these tips will help you generate quality content:

- **Ask for sources or references:**

If you require information supported by research, explicitly ask Claude to provide sources or references in its response. However, make sure you double-check the links! Claude can sometimes give dead links that don't work.

- **Limit response length:**

If you need a concise answer, specify the desired length, such as "in one paragraph" or "in 100 words." You can also adjust after getting a result as in "Make it more concise," or "Be more detailed and add more information."

- **Iterate:**

If the initial response isn't satisfactory, refine your prompt or ask follow-up questions to get the desired output.

- **Experiment:**

Feel free to try different approaches and phrasings to find the most effective way to communicate your needs to the AI

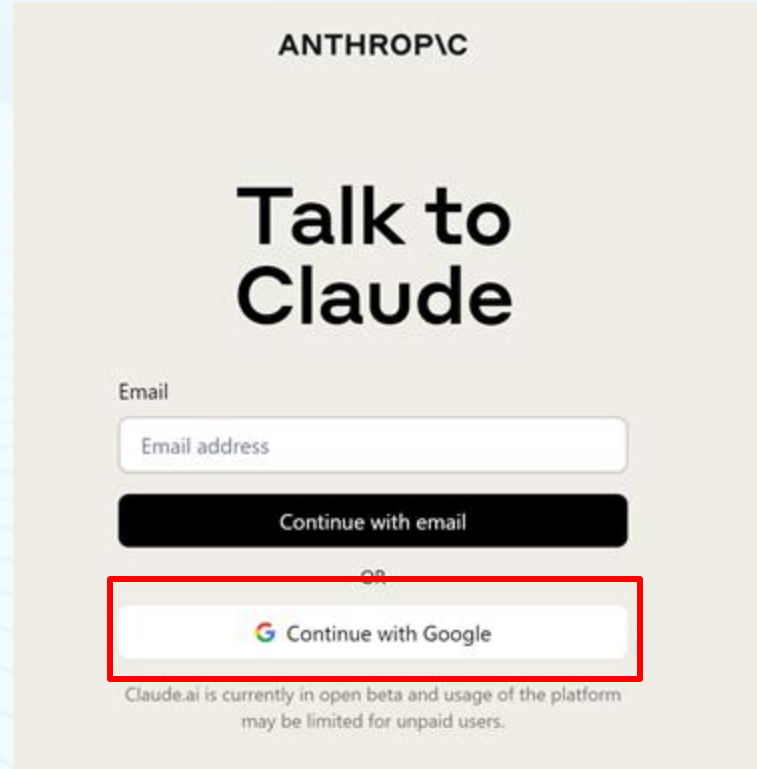
Important Notes

- Claude is **just a tool**, and you're going to need to adjust your prompts and instructions to get the best results.
- Don't hesitate to rephrase or provide additional context if the AI doesn't fully understand your request at first.
- You can ask Claude to take on the role of a writer, editor, tutor, code helper, conversation partner, language translator, etc.
- You can also ask it to use a variety of tones, including formal, casual, persuasive, descriptive, humorous, emotional, technical, and more. Simply specify your desired tone (E.g., "Using a humorous style, describe...") in your prompt.

Claude

Upon searching for Claude on the internet, you will come across this home page. Claude is **free**, so all you have to do is create an account with your email and information.

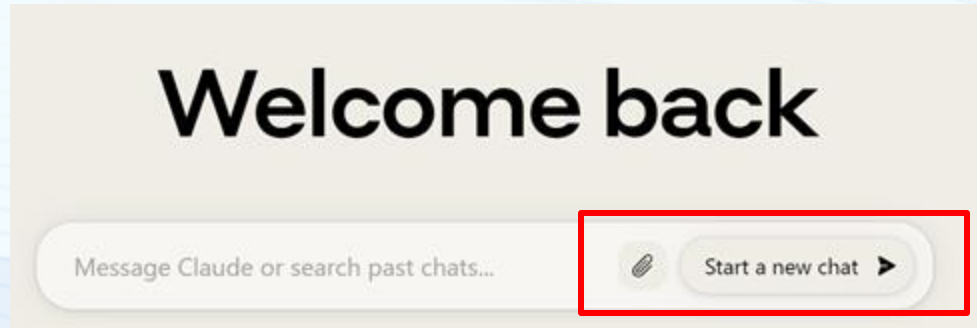
We recommend “Continue with Google.” →



Claude

You will then see a page that looks like this:

Select the “Start a new chat” Option in the bottom left of the box.



Claude, Input

For this tutorial, we will use the ATM as an example prompt.

Remember to include the important information in the prompt, and be specific with the qualities you want it to have.

The prompt below is a good example of a prompt to get started.

As you can see, not much information was provided, but you can adjust and ask Claude to change the output based on what you want!

Write me a short paragraph explaining how the ATM is an important service innovation

Claude, Output

As you can see, this is a decent response that was generated very quickly.

This output could work, but if you want to be more specific with the content, feel free to tell it to change whatever you want.

Write me a short paragraph explaining how the ATM is an important service innovation

AM

Here is a short paragraph explaining how the ATM is an important service innovation:

The introduction of the automated teller machine (ATM) in the late 1960s revolutionized the banking industry by allowing customers to access their bank accounts and conduct basic transactions like withdrawals, deposits, and balance inquiries without the need for a human teller. This self-service technology provided convenience, efficiency, and expanded access to banking services. ATMs made it possible for banks to offer branch locations in many more geographic areas, no longer limited by the need for teller staffing. The ATM also enabled banking transactions outside of traditional branch hours. Overall, the ATM innovation allowed banks to serve more customers and enabled customers to access their money more easily and conveniently. This automation and self-service represented an important step forward for retail banking services.

AI

Copy Retry



Claude, Output

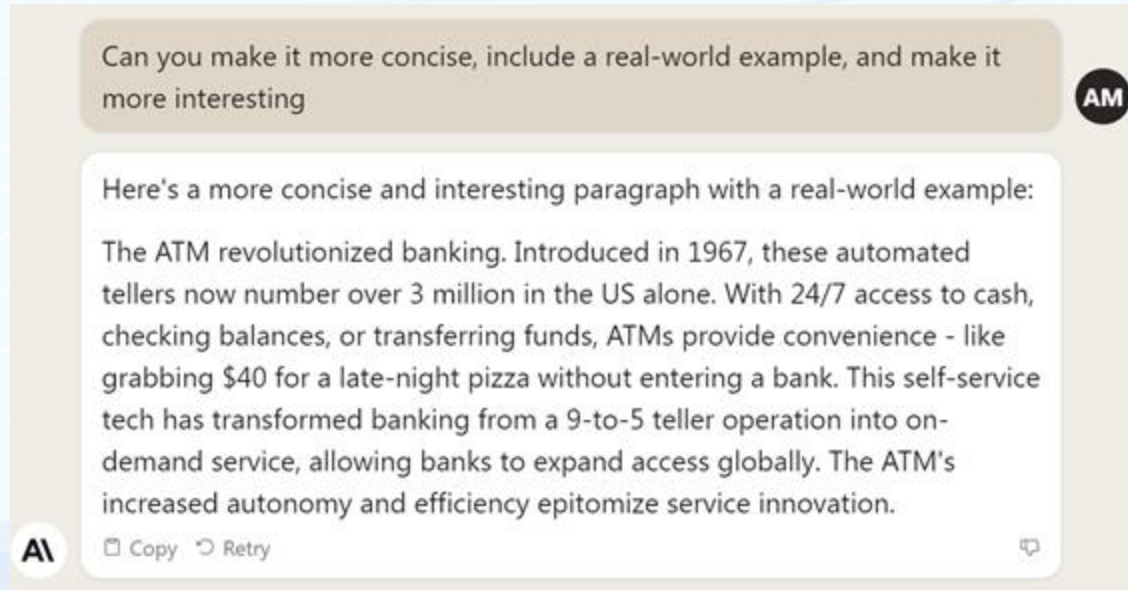
These changes could include:

- Adjusting the length
- Making the Voice more formal, more casual, less filler words, etc
- Making it more factual, or asking for it to be more story-based
- Including specific information
- Making it geared toward ISSIPs goals and website more

Let's try one:

Claude, Output

This result isn't necessarily better, but it's a good example of changing the result by asking for something more specific:



Can you make it more concise, include a real-world example, and make it more interesting

AM

Here's a more concise and interesting paragraph with a real-world example:

The ATM revolutionized banking. Introduced in 1967, these automated tellers now number over 3 million in the US alone. With 24/7 access to cash, checking balances, or transferring funds, ATMs provide convenience - like grabbing \$40 for a late-night pizza without entering a bank. This self-service tech has transformed banking from a 9-to-5 teller operation into on-demand service, allowing banks to expand access globally. The ATM's increased autonomy and efficiency epitomize service innovation.

AI

Copy Retry

Feedback icon

Claude

Remember

Fact-check everything that Claude gives as an output
Make sure to use the platform ethically
Re-read the Important Notes section to get better results

Get creative and enjoy the process!

05

Creating Images: Bing

We will be using the website Bing to generate image-based AI for the ISSIP Website

- Let's go through the steps to do so

Creating an image should take approximately 5 minutes to do

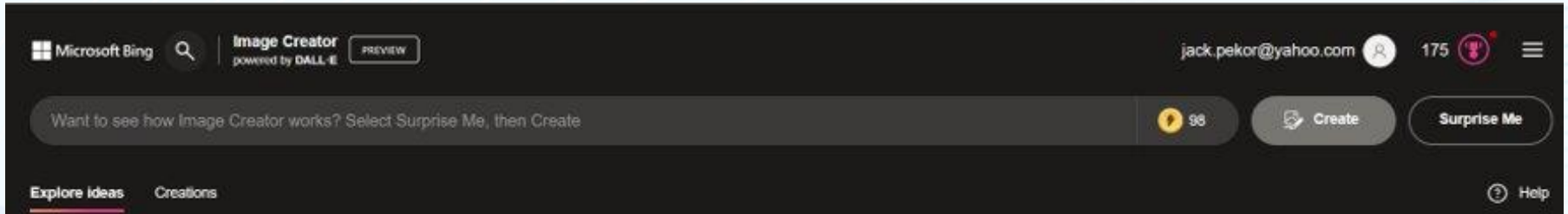
Bing

The AI tool recommended for creating images is Microsoft Bing

A link to Microsoft Bing can be found here: <https://www.bing.com/images/create>

Note: you do need a Microsoft account to access this, creating a Microsoft account is free

After logging in, a menu should now be seen similar to what is shown below



Bing- Entering an Image Prompt

Once in Microsoft Bing, go to creations and there will be a bar to type in (Looks like menu on last slide)

It is recommended to enter a narrow image prompt, having a broader prompt can lead to AI creating images that are inaccurate or messy

Instead of saying "Benefits of the invention of the automobile" it is recommended to say something more specific like "Automobiles helping transportation"

By focusing on one benefit the task is easier for AI, resulting in a better output

Bing- Outputs per Prompt

"Benefits of the invention of the automobile"



"Automobiles helping transportation"



Bing

Creating Images is probably the most difficult type of content to get a quality output in

This is due to AI having more freedom in creating the images which can lead to poor images being made

Try to narrow your image prompts as much as possible, if you have a specific image in mind to include tell AI to create it!

06

Creating Videos: HourOne

We will be using the website HourOne to generate image-based AI for the ISSIP Website (Note that the free version has limitations of videos)

- Let's go through the steps to do so

Creating a video should approximately 30 minutes

HourOne

This section of the playbook will provide instructions how to get AI to create a quality video on a historic service innovation

Outline:

Accessing The Video AI Tool

Getting to the Video Wizard

Video Wizard Features

Presenter and Voices

Style and Brand

Music and Template

Notes on Video Generation

Entering Text to Video Scenes

Creating the Video

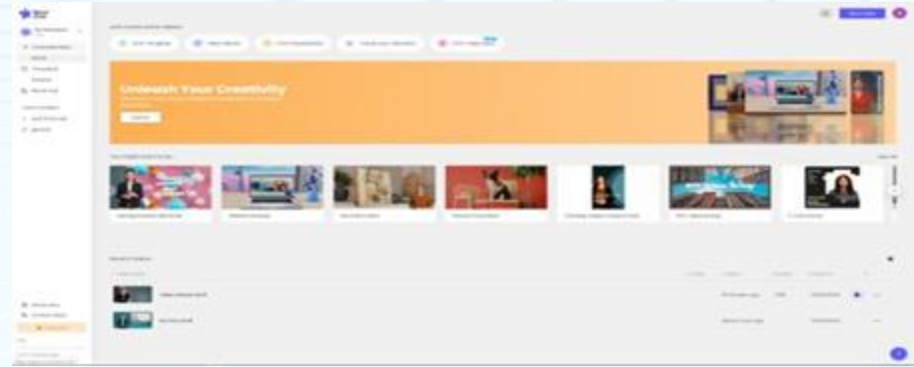
HourOne- Accessing The Videos AI Tool

The AI tool recommended for creating videos is HourOne AI

A link to this tool is here: HourOne.ai

All that is needed to use this tool is a valid email address

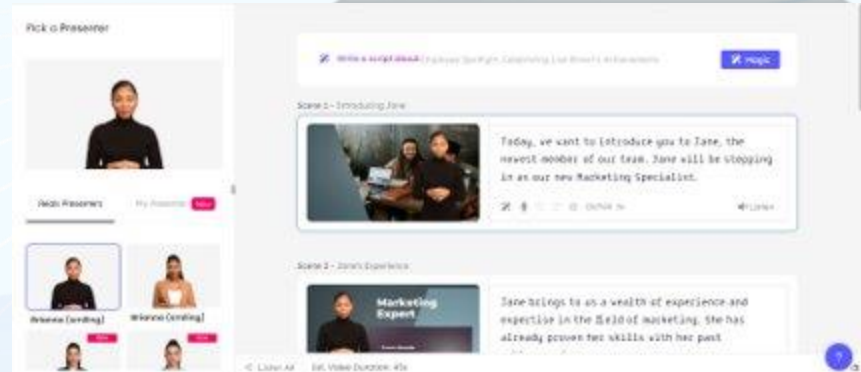
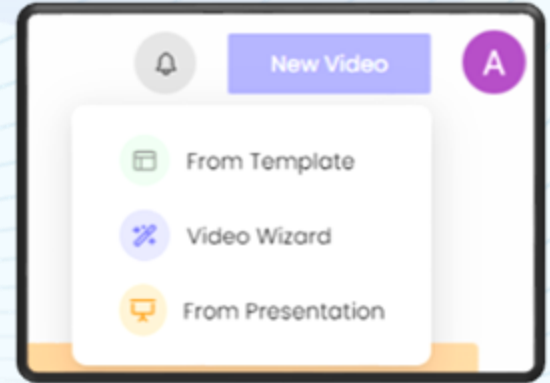
After logging in, you should be in HourOne and see a screen similar to this:



HourOne- Getting to the Video Wizard

On the top-right of the page, find the "New Video" button and select the "Video Wizard" option then "create" to generate a video

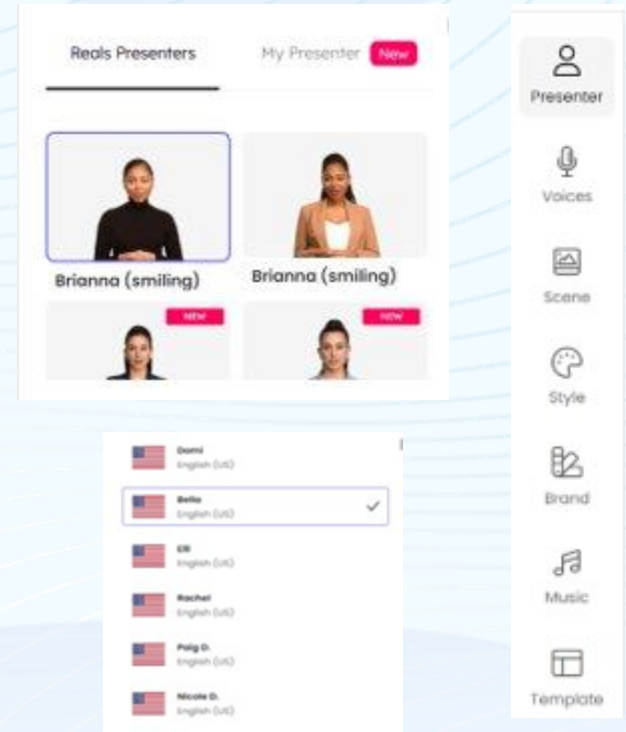
Your screen should now look like the image on the bottom of the page



HourOne- Video Wizard Features (Presenter and Voices)

On the left menu of the Video Wizard there are 7 areas that can be changed for your video

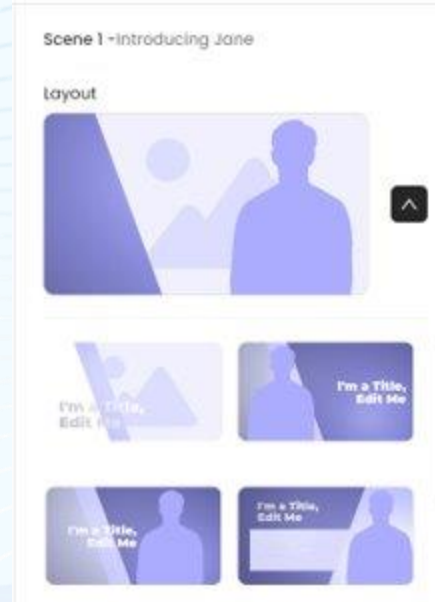
For the presenter and voices, you can select one of the presenters or voices provided to act as the presenter and voice for your video



HourOne- Video Wizard Features (Scene)

For the Scene feature, you can select your scene layout or upload images to insert into the background

To select among the scene styles, click the black drop-down arrow where a scene can be selected



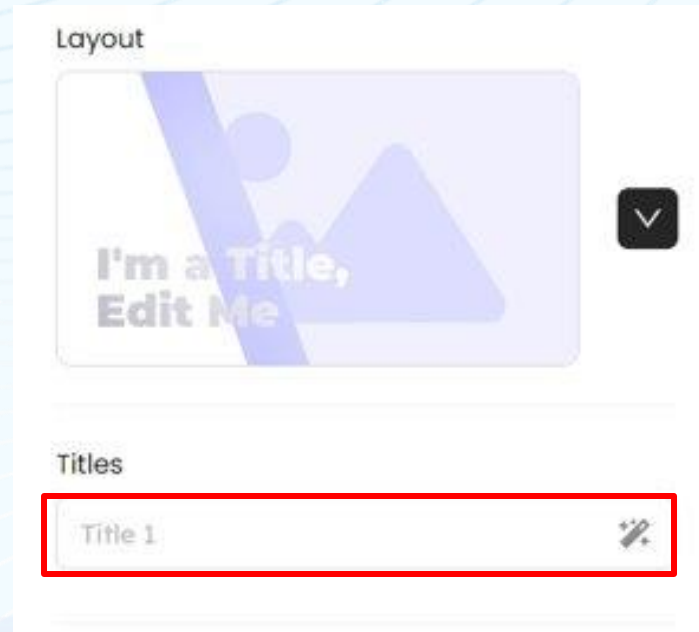
HourOne- Inserting Title and Saving Images

To insert a title into a scene, a text box will appear below a scene selected where the title can be entered

To insert an image, you can go back to the images created with the image tool, save it, then insert it into the scene

To save the image created by the image tool, right click it then select "Save image as" and save as a JPEG Image with a title of your choice

Note: Image titles should not have a space in them, try to not to have a space in the name you save the image under



HourOne- Inserting an Image into a Scene

To insert an image into a scene, go to the menu below where the title was entered and click on the arrows going in a circle

Next, click the upload button on the top right, then upload your image

Lastly, click on your image then click "select" to insert your image in the scene

Your scene should now look like something in the bottom right with a title and image in the background

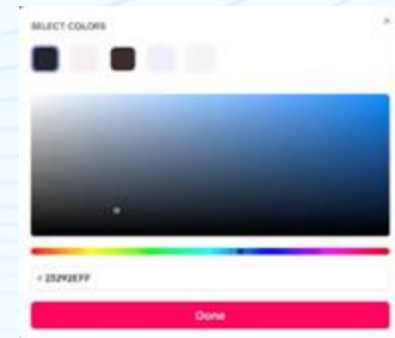
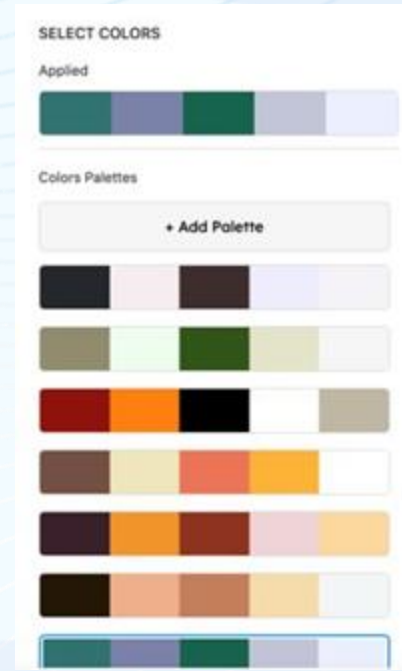


HourOne- Video Wizard Features (Style and Brand)

The style feature is used to select the colors that appear in the presentation

A palette provided can be used or custom palette can be used

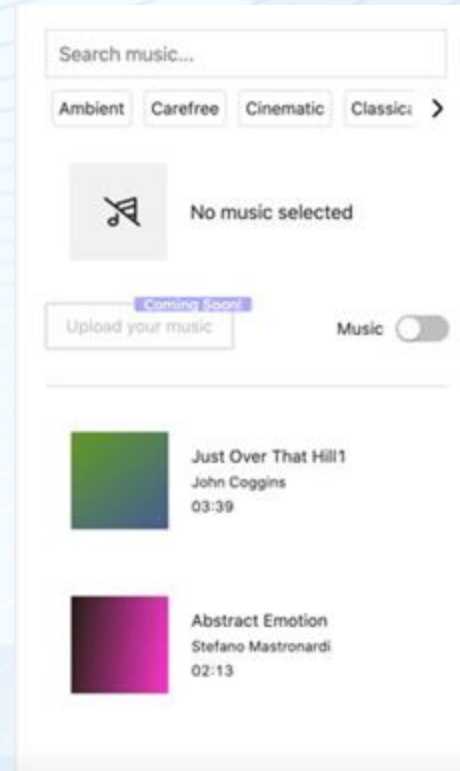
Brand can't be used as a plan must be purchased to add a brand



HourOne- Video Wizard Feature (Music and Template)

Music can be inserted into your video if needed, music can't be uploaded but you can choose a music provided by HourOne

Lastly, a template can be selected for specific scene formats prior to editing your video



HourOne- Entering Text to Video Scenes

With the Video Wizard Features known, it's time to learn how to enter text for the video

To enter text into a video, simply type or paste the text desired into the text box

It is recommended to enter the text created by an AI text tool for the essay

Note: There is a 500 character limit per scene and a scene limit of 6, so essay may need to be shortened or adjusted to fit in presentation



+ Add scene

07

Creating Webpages: HTML

We will be using HTML code to create a website to add to the ISSIP website

- Let's go through the steps to do so

Creating a webpage should take approximately 20 minutes

HTML: Starting the Code

```
<!DOCTYPE html>  
<html>  
<body style="background-color:powderblue;">
```

To help you get started, we will first go over some basic concepts about HTML

Note: you can use an AI text tool to create HTML code, but knowing how to change the code can be very useful to creating a website the way you want

There will be an HTML example provided to assist with coding

W3schools is also a great resource to consult about HTML:
https://www.w3schools.com/html/html_examples.asp

Prior to coding open the notepad app or a similar application on your computer, this is where the HTML coding will take place

First to start your code, at the top of the document, add the code in the top right

This code is used to start your HTML document, The first 2 lines should stay the same and the last line can be adjusted to have a different background color

HTML – Headings

After those first 3 lines of code, the content of the webpage can be added

To insert a header, use the code below:

```
<h1>Heading Text</h1>
```

An example code for a heading is provided below:

```
<h1 style="font-family:Calibri; text-align:center; font-size:250%;">Invention of the Automobile</h1>
```

The aspects of the heading in quotations are the font used, centering the header, and the font size. These can be added before any heading or paragraph to edit any text added in HTML

Where the text "Invention of Automobile" is seen is where the text of the header it to be added

Invention of the Automobile

The header created with the code above is on the right:

HTML - Paragraphs

Now that you know how to add a heading in HTML, the other important part about the text being added is how to add a paragraph

To add a paragraph the code below can be used:

```
<p>paragraph text</p>
```

An example code for a paragraph and its result is provided below:

```
<p style="font-size:100%; font-family:Times New Roman">The automobile was invented in the late 19th century as a self-propelled vehicle designed for passenger transportation. While several inventors around the world contributed to early automobile technology, the German engineer Karl Benz is widely credited with building the first practical automobile powered by an internal combustion engine. In 1885, Benz patented his Motorwagen, which is considered the first automobile that was commercially successful.</p>
```

The automobile was invented in the late 19th century as a self-propelled vehicle designed for passenger transportation. While several inventors around the world contributed to early automobile technology, the German engineer Karl Benz is widely credited with building the first practical automobile powered by an internal combustion engine. In 1885, Benz patented his Motorwagen, which is considered the first automobile that was commercially successful.

HTML – Inserting Images

Now that you know how to handle the text inserted into HTML, it's time to learn how to insert an image

Note: how to save an image as a JPEG is discussed in the "Inserting an Image into a Scene" slide in the video section

An example of how to enter an image in your webpage is below:

```

```

Add the image title in both sets of quotations

Adding "width="104" height="142"" after the 2nd set of quotations can be used to add image dimensions



HTML – Inserting Video

The last thing to learn how to insert into HTML is the video you created

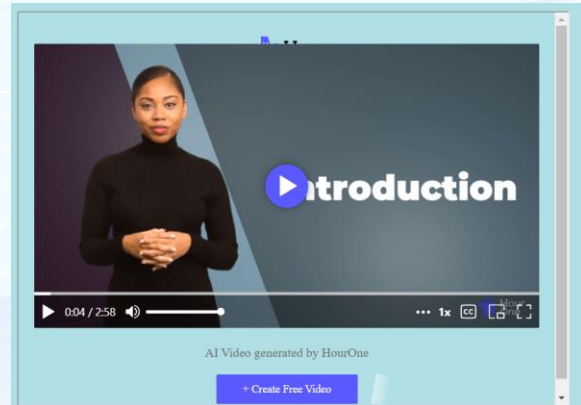
An example of how to add a video to HTML is provided below:

```
<iframe width="700" height="500" src="https://player.hourone.ai/e2b88d68d0c74eb1805f16dd1bce0bbb">
</iframe>
```

The width and height are the dimensions for the frame in which the video is played

The video link should be added in the quotations after src=

The result of the code above is on the right:



Finishing HTML Code and Saving as HTML

To finish your HTML code, add the code below

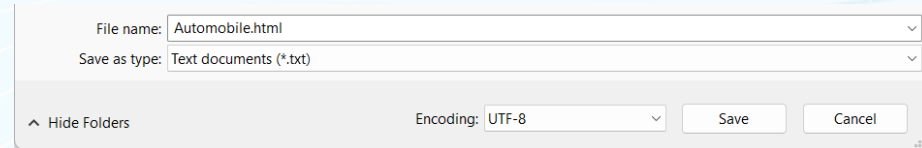
```
</body style>  
</html>
```

This will close your HTML code

When all the content you want is added to the HTML code, the last thing to do is save

To save your HTML code, go to file, save as, add the name you want for your website and add ".html" at the end

An example of what the saving screen should look like is provided on the right



Webpage Example

An example website that the team made is provided

Note: your website does not need to be exactly, like this webpage

Please be creative in trying to make a quality webpage on a historic service innovation

Invention of the Automobile

How The Automobile Started

The automobile was invented in the late 19th century as a self-propelled vehicle designed for passenger transportation. While several inventors around the world contributed to early automobile technology, the German engineer Karl Benz is widely credited with building the first practical automobile powered by an internal combustion engine. In 1885, Benz patented his Motorwagen, which is considered the first automobile that was commercially successful.

Benz's Motorwagen had three wheels, with the single front wheel providing steering. The engine was a single-cylinder four-stroke unit, with electric ignition provided by a battery. The Motorwagen's maximum speed was about 10 mph. Over the next two decades, automobile technology rapidly advanced, with innovations like the steering wheel and pneumatic tires helping transform early automobiles into far more practical and comfortable vehicles. By the early 1900s, mass production techniques pioneered by Henry Ford made automobiles affordable for the masses. Within a few decades, the automobile had revolutionized transportation and commerce around the world.

Benefits of the Automobile

The invention and mass adoption of automobiles has provided many benefits to society. Most significantly, automobiles have enabled greater mobility and freedom of movement for people. Cars allow people to conveniently travel longer distances, giving them access to more employment opportunities, commerce, and recreation. The automobile has also facilitated geographic expansion and the growth of suburbs.

In addition, automobiles have stimulated massive economic growth, creating new industries, jobs and driving commerce. Mass automobile production spurred the development of manufacturing practices and assembly line techniques that improved factory efficiency. Related industries like oil refining, road construction, insurance, and motels all benefited from the automobile revolution.

On an individual level, car ownership offers people independence, flexibility and convenience for travel and hauling cargo. For many, owning and driving cars is also associated with enjoyment, personal identity and status. The benefits and freedoms afforded by automobiles help explain their immense popularity in developed nations.



Harms of the Automobile

However, the prominence of automobiles has also come with many downsides and unintended consequences. Perhaps most significantly, the automobile has negatively impacted human health and safety. Every year, over a million people die in car accidents globally. Exhaust emissions have led to air pollution and health problems for people living in urban areas. And auto-centric transportation systems have reduced physical activity for many, contributing to obesity.

In addition, widespread car usage has shaped landscapes and urban planning in ways many find undesirable. Cities and suburbs designed for automobiles often lack human scale, with roads and parking lots spreading farther than people can reasonably walk. This auto-dependent design has reduced open spaces and contact between people. Critics also argue automobiles have damaged social capital by reducing interactions between neighbors and dissolving community cohesion.

The dominance of cars has also led to issues like congestion and lengthy commutes, forcing people to spend significant time in their vehicles rather than with family or leisure. Additionally, many argue automobile production and usage contributes substantially to climate change and environmental harms. Calls have increased in recent decades for more sustainable urban planning and transportation focused less on private automobiles.



Conclusion

In conclusion, the invention of the automobile brought tremendous benefits of mobility and commerce, but also significant harms related to health, safety, pollution, community design and the environment. The ideal transportation systems of the future may require balancing the benefits of automobiles with other modes like public transit, biking and walking.

Video Link:



Notes on Saving HTML and Comments/Concerns

Through the process that the team provided, the HTML code will only be saved locally on your device

Unfortunately, our team is in the process of figuring out a way to make the webpages created accessible to everyone

Also please note that some sections may seem empty or are missing, these sections will be included for the final version, the team does not have enough information for these sections yet

Any feedback on how to do this or any comments/thoughts on the playbook are always welcome!

Please reach out to John Pekor [@jsp5597@psu.edu](mailto:jsp5597@psu.edu) if you have any concerns regarding the playbook

Conclusion

In closing, this Generative AI Playbook equips ISSIP volunteers with essential knowledge and tools to help others understand historic service innovation.

Your dedication within the ISSIP community is crucial to driving meaningful change in our interconnected world. By using Generative AI responsibly and ethically, you possess the capacity to shape the future of service innovation, improving the lives of many.

We extend our gratitude for your participation. Thank you for joining us on this path toward service innovation excellence!