

Digital Dilemmas: The Promise & Pitfalls of AI Use in Professional Life

with
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www.internetbehavior.com/ai2026

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Logistics

- Hello to our online attendees
- Cell phone for Q & A (952) 451-0771
- Too much to cover in 90 minutes (and we are still learning!)



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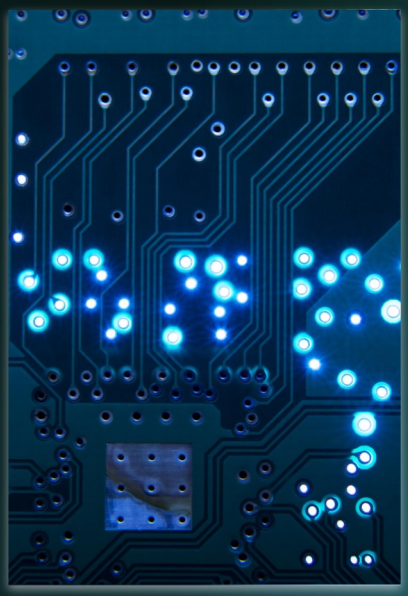
01

INTRODUCTION TO AI



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Using AI in Everyday Life

- Voice / Facial Recognition / SnapChat Filter
- Text Autocomplete / Spelling / Grammarly
- Alexa / SmartHome Apps
- Spam / Antivirus Software
- Google Maps / Uber / Transportation
- Self Driving Cars
- Press one for English…chatbots
- Fall / Crash Detector
- Weather / Other Predictions

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Thoughts on AI

- Do Not Fear…But Buckle Up and Get Ready!
- AI Enhances & Creates a Better Work Product but…
- Pros and Cons Like All Technology
- Ethical Use of AI Requires….



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Definitions

- Artificial Intelligence (AI) - The ability of a machine to perform tasks that usually require human intelligence.
- Large Language Models – AI models designed to understand, generate, and process human language
- Machine Learning / Natural Language Processing (ML / NLP) – Allows AI systems to learn and improve through their experience with humans through gathering information and engaging in conversation



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- Generative
  - Does not act without human input and supervision however relies solely on AI to provide information and/or to create a product
  - **Agent**ic AI - It own independent system….It takes action, makes decision, and operates without supervision…travel, packing, LinkedIn Hiring Assistant, virtual intake coordinator.

    Yikes!!!



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Interactive AI

Interacting with AI to create and perfect a product…making it your own

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How AI Language Models Work

Large Language Model

Trained on vast text to predict language

GPT / ChatGPT

Made by Open AI
Others: Copilot, Gemini

- **RLHF Training** — Human feedback shapes replies
- **Helpfulness Focus** — Optimized to satisfy users
- **Broad Ecosystem** — Plugins, tools, Microsoft-backed

Claude

Made by Anthropic
Others: Grok, Llama

- **Constitutional AI** — Trained against written ethical principles but also is shaped by human feedback
- **Safety Focus** — Designed to avoid harm
- **Long Context** — Handles very large documents

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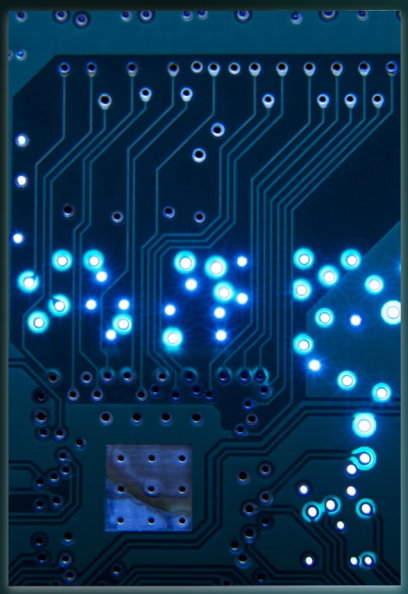
02

ETHICS OF AI



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Significant Environmental Concerns

1. Intensive Water Usage…used for cooling massive data centers…one 100-word email generated by AI consumes a little more than a 16 oz of water
2. Carbon Footprint….fossil fuels used for electricity for AI data centers
3. Electronic Waste….evolving quickly…. hardware relaced often



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Ethical Use of AI

1. **Digital Literacy:** Foundational knowledge and skills in using AI-powered technologies, software, and digital platforms effectively.

2. **Accurate Data Interpretation:** Professional skill in correctly understanding and using AI generated information and materials.

- Do I understand the information, material, intervention?
- How do I use the material to make informed evidence-based decision about client assessment, treatment, or management?
-How do I "tweak" to fit a client's specific needs (Responsivity)

3. **Ethical Technology Use:** Understanding and adherence to ethical guidelines for the integration of AI, ensuring client privacy, informed consent, and responsible data management. (Business Associate Agreement)

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Basic AI Ethics

- Maintain Your Professional Judgement
  - Don't ask AI to be unethical
- Double Check any AI Product and Consult
  - Monitor for Accuracy (info, quotes, references – LA Case)
    - AI makes shit up
    - AI Hallucinations – Confident, plausible- soundingresults that are entirely fabricated and incorrect
  - Monitor for Bias and Cultural Sensitivity
    - Based on large data sets..may not specifically include
    - May misinterrupt cultural customs
- Stay within Scope of Practice

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Basic AI Ethics

- Protect Client Confidentiality (HIPPA/De-Identify)
- Continue to Develop your AI Competence
- Training on AI and ethical use of AI is a must
- Create an AI Informed Consent Form (sample on website)
- Illinois Law Regarding Use of AI
  - transparency / clinical decisions / dx / tx plans*

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Interactive AI

Interacting with AI to create and perfect a product…making it your own

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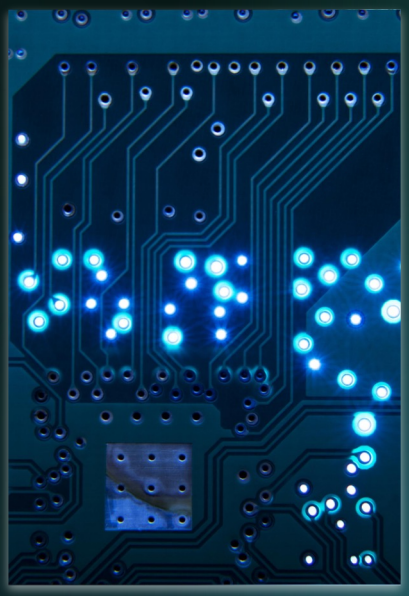
03

PRIMER
OpenAI/Constitutional AI



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No.	AI Tool	About Tool
1	ActiveCampaign	The No.1 Automation Platform.
2	Adove Firefly	Adobe broke into the generative game in a huge way. Of course it has text to image,
3	AdCreative.ai	With AI-powered creatives created in only a few seconds, AdCreative.ai enhances
4	AI Story Generator	AI-powered story generator for creating short stories on any topic
5	DeepBrain	Create AI-generated videos using basic text instantly.
6	Aidaptive	Predictive personalization engines for eCommerce and Hospitality.
7	AISEO	Best AI Writing and Grammar Tool.
8	AI-Writer	Generates articles from a headline using AI.
9	Copymatic	Generate articles and blog posts with AI in seconds.
10	AI. Image Enlarger	Enlarge and upscale your images without losing quality.
11	Ai Lawyer	ChatGPT-powered legal assistant to help with decision-making.
12	Alan	Helps you add an AI voice assistant to your applications.
13	Andi	Andi is a generative AI-powered search engine that provides direct answers instead of
14	Anthropic	Claude is a next-generation AI assistant based on Anthropic's research into training
15	Anyword	Get more conversions and sales with Anyword. Anyword's powerful predictive analytics
16	Arsturn	Generate a ChatGPT for your website In 1 minute.
17	Askyourpdf	An AI Chatbot that helps you interact with any PDF document.
18	Asknow	Ask popular people anything and the AI will generate a response in their style.
19	AskThee?	Ask big thinkers like Aristotle and Einstein anything you want.
20	AssemblyAI	Transcribe and understand audio with AI models: ASR, NLP, Speech-to-Text.
21	Astria	Tailor-made AI Image generation.
22	Audioread	Listen to articles, PDFs, emails, YouTube in your podcast player.
23	Audiostrip	Near Perfect Instrumental and Vocal Isolation for Free!.
24	Audyo	Create audio like writing a doc.
25	Auto-GPT	Imagine you could automate ChatGPT so that it could self-prompt until it reaches the
26	AutoGPT	Autonomous AI agent that completes tasks for you.
27	Base64	Extract text, data, photos, & more from all types of docs using AI.
28	Bearly	Drop in research papers, pdfs, articles, word docs and more to get a thorough
29	BeatBot	AI song maker.
30	Bearoven	Beatoven.ai uses advanced AI music generation techniques to compose unique mood-
31	Beautiful AI	Generative AI presentation app for the workplace.
32	Beepbooply	Generate text to speech with an AI voice generator. Choose from over 900+ voices and
33	Begin AI	Deliver customised sales messaging in seconds using AI.
34	Bertha	To enthrall your audience and boost conversion rates, use Bertha's captivating
35	BHuman	Clone your face and voice to generate personalized videos for you.
36	Bing	Microsoft released image generation to creative mode. It has all the power of OpenAI's
37	Blend	Create professional product visuals in seconds.
38	BoloForms	The AI Tool That Turns English Into Excel Formulas In Seconds.
39	Btify	Create digital humans for engaging conversations.
40	Botowski	Botowski is your new personal AI copywriter.
256	Supercreator	Create short form videos 10x faster using artificial intelligence.
257	Superflows	AI email assistant that helps you get through your inbox faster.
258	Supermeme	Turn text into memes using AI.
259	Supernormal	Supernormal helps you create amazing meeting notes without lifting a finger.
260	Surfer	SurferSEO is one of the absolute best SEO tools that will help write amazing SEO-
261	Synthesia	Create high-quality videos in 120 languages.
262	Synthesys	Synthesys develops algorithms for text-to-voiceover and videos for commercial use.
263	Systeme	All-In-One Marketing Platform.
264	Taplio	Grow your personal brand on LinkedIn.
265	Taskade	AI Second Brain for Your Team.
266	SwagAI	Generates ideas to design your company swag/promotional merchandise.
267	Tavus	Tavus takes what you record & automatically transform it into countless AI-generated
268	Texta	AI writing assistant: Create perfect blogposts with SEO-op-timized text in minutes with
269	Forge AI	The Forge AI platform is revolutionizing how people think about building AI-powered
270	TimelyAI	Next-Gen OS for time: based businesses.
271	Tinq	A set of easy-to-use & cutting-edge NLP APIs. Popular APIs: Text Generation -
272	Tome	Meet Tome, your AI storytelling partner.
273	Tribescaler	Now, you can ideate and make the most amazing Twitter hook in seconds. For the first
274	TutorAI	Learn anything using this AI tutor.
275	Typli	The most intuitive A.I Content tool which combines AI Writing and an SEO Assistant.
276	Uizard	Design stunning web apps, wireframes and prototypes in minutes.
277	Uncody	Uncody is a new tool for building professional landing pages in seconds.
278	Vana	Vana is a generative art studio that can create self-portraits of you in infinite styles.
279	Vidyo	Make short videos from long ones instantly.
280	Vondy	AI creativity assistant.
281	Vowel	Vowel is the tool for teams to host, summarize, search, and share video meetings — nc
282	Voxwave	AI-personalized lead gen. Puts your voice into your emails. Works with any mailer.
283	Waitroom	Waitroom is a revolutionary video meeting tool for remote teams. With our modern tech
284	Wand	Self-service no code AI platform to generate AI with no friction.
285	Watermelon	Create GPT-4 chatbots, streamlines customization without coding.
286	Weaviate	It is an open-source vector database.
287	Web Copilot	Write your Notion pages with AI. Speed up your writing process and focus on what
288	Whis[er Memos	Whisper Memos uses the latest AI technology to turn your voice memos into accurate
289	Windsor	Record one video and use Windsor's AI platform to send millions of personalized
290	WolframAlpha	Compute expert-level answers using Wolfram's breakthrough algorithms, knowledge
291	WondercraftAI	Wondercraft AI is a revolutionary tool that can turn written content into engaging, studic
292	WordAI	WordAi uses advanced machine learning models to provide high quality rewriting that is
293	Wordtune	Wordtune rewords your thoughts but in clear, compelling and authentic writing.
294	Kickresume	Create a cover letter in seconds using AI.
295	Laika	LAIKA makes the boring parts of writing exciting. LAIKA is a creative partner that you
296	Writesonic	Whether you need to cut down on your words, elaborate further or simply rephrase a
297	Yarnit	Reduce time, cost, and complexity of digital content creation.
298	Yippity	Convert Any Text or Any Website Into A Quiz Automatically.
299	Zopto	Zopto is the premier LinkedIn automation tool that helps you scale your sales and
300	Zapier	Create everyting to Automation.

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Claude (Anthropic) — Pros & Cons

Pros

- ✓ **Reliable and consistent**
  Responses hold up across sessions; fewer surprises or sudden behavior shifts
- ✓ **Well-referenced answers**
  Cites real peer-reviewed sources; integrates research literature accurately
- ✓ **Thorough, complete responses**
  Goes deeper on complex questions; doesn't skim when detail matters
- ✓ **Strong platform integration**
  Builds PowerPoints, Word docs, Excel files, and structured outputs reliably
- ✓ **Solid problem-solving skills**
  Works through multi-step tasks systematically; handles professional workflows well

Cons

- ✗ **Overly verbose**
  Uses far too many words even when asked to be brief, short, or concise
- ✗ **Misses the big picture**
  Gets into the weeds quickly; struggles to stay at the forest-level view
- ✗ **Limited visual/graphic output**
  Cannot generate images; graphic creation tools are basic compared to ChatGPT
- ✗ **No HIPAA compliance**
  Not suitable for identifiable client data; applies equally to all consumer AI tools
- ✗ **Smaller ecosystem**
  Fewer third-party integrations; no GPT Store equivalent for custom agents

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ChatGPT (OpenAI) — Pros & Cons

Pros

- ✓ **Great for quick, everyday tasks**
  Fast and fluid for simple prompts; low friction for routine questions
- ✓ **Feels like a friend, not a tool**
  Warmer, softer tone; conversational style that feels approachable and low-pressure
- ✓ **User-friendly interface**
  Easy onboarding; intuitive for users with little to no AI experience
- ✓ **Largest ecosystem**
  GPT Store, plugins, API integrations, and Microsoft 365 across every workflow
- ✓ **Multimodal capabilities**
  Generates and reads images (DALL-E), voice mode, and file analysis in one interface

Cons

- ✗ **Makes things up**
  Confidently produces false information; hallucinations are frequent and hard to spot
- ✗ **No HIPAA compliance**
  Not suitable for identifiable client data; applies equally to all consumer AI tools
- ✗ **Optimized to please, not correct**
  RLHF training rewards agreement; pushes back less even when the user is wrong
- ✗ **Inconsistent instruction-following**
  Complex multi-rule prompts drift more often over long conversations
- ✗ **Commercial lock-in**
  Advanced features tied to paid Microsoft Office and Azure subscriptions

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ChatGPT Tour

1. Model
2. Settings
3. Explore/GPTs
4. Agent Mode
5. Voice
6. Deep Research
7. Projects
8. Search Chats
9. Images
10. Canvas

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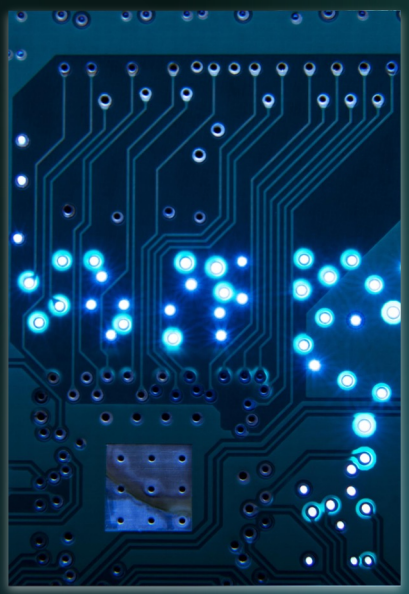
04

PROMPTS



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Prompt Engineering Basics

- Prompts Matter!
- Prompts should not be questions…they should be instructions. Use action verbs.
- The average "good" prompt should be approximately 21 words long…most prompts are 9 words long
- While size matters…quality is important too! The prompt should be clear and easy to read, precise, concise, and complete.
- Avoid fancy words…GPT doesn't care how smart you are.
- Remember, these are natural language models…so use natural language.

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Prompt Engineering



I. RISE / Primer Method

II. Break it Down Method

III. Ask Me Method

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RISE Prompting

R Role Assignment
I Input Context
S Steps or Task Wanted
E Expectation of Output

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RISE / Primer Method Prompts

(R) You are an expert in understanding the prevention and treatment of sexual offense behavior. **

(I) Analyze the website: http://www.atsa.com. This is a website is for a professional organization that provides resources and education for mental health workers, probation officers, and prevention advocates.

(#1 in Folder)

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Persona Drift

1. AI models absorb countless personas during training (heroes, villains, therapists, con artists), then get fine-tuned to play one role: the Helpful Assistant.

2. Giving your AI model a professional character to play (consultant, analyst, editor, coach) anchors the model closer to its helpful "Assistant" persona — often leading to better results.

3. This also mitigates risks. The further away a chatbot gets from its default “assistant mode”, the more likely it is to comply with dangerous requests. Therapy and philosophical chats are especially risky. Protect yourself by keeping prompts grounded in professional

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RISE / Primer Method Prompts

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RISE / Primer Method Prompts

(S) Summarize in 500 words what the benefit would be for me to join this organization as a licensed professional counselor who is interest in working with sex offenders.

(E) Please provide bullet points of pros and cons of joining the organization.

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Break It Down Method Prompts

- This method is used for LARGER projects that may be too overwhelming for the model to understand or produce quality output.
- May want to start with an outline or summary prompt first, then ask for more detailed information.
- Can be used for a brochure, e-book, manuscript/article, etc.

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Break It Down Method Prompts

Prompt #1: You are an expert in the prevention of the sexual abuse/harm of children. Create an outline of a curriculum that could be offered at an elementary school directly to children during a school assembly

Prompt #2: Specific questions based on Prompt #1 results. "Tell me more about…" "Develop [that point] into an exercise I could do in group"

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Ask Me Method Prompts

- This technique tells the LLM to interview YOU about the topic so it can gather more information about a specific task you are assigning to it
- The questions it develops will obviously be important to the LLM, so it is better than you guessing at what the LLM needs (#3 Folder)
- Always include "If you need additional information, please ask." at the end of every prompt (RISE-A)

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GPT Personalization

You are to write in a clear, natural, human-like style. Follow these exact rules:

#WRITING STYLE
- Use short, impactful sentences.
- Use active voice (avoid passive voice)
- Focus on practical, actionable, insights.
- Use bullet point lists when outlining
- Support claims with data, sources, and examples whenever possible.
- Use "you" and "your" when speaking directly to the reader

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#RULES
- Do not use em dashes (—). Use a period or semicolon instead
- Do not use emojis
- Do not use constructions like "...not just this, but also that"
- Do not use metaphors, cliches, or filler
- Do not use vague personalizations
- Do not use setup phrases like "in conclusion" or "Overall"
- Do not include disclaimers, output warnings, or markdown formatting
- Do not use hashtags or asterisks

#WORDS TO AVOID
- can, may, just, that, actually, probably, basically, could, esteemed, shed lights, crack, enable, unlock, discover, skyrocket, revolutionize, disruptive, illuminate, unveil, paradigm, realm, however, remarkable, stark, testament, skyrocketing.

#IMPORTANT
Write like a confident human expert giving advice, not like an AI

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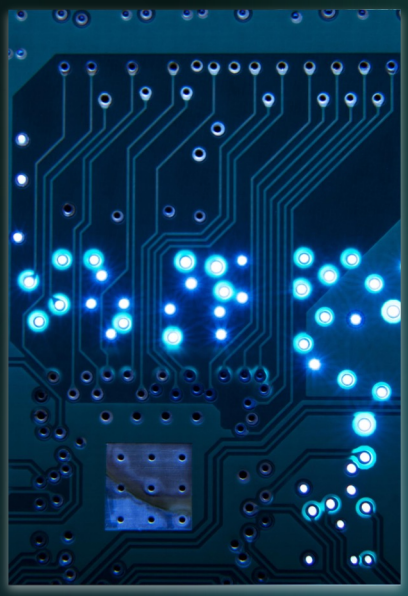
CLINICAL EFFICIENCY



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AI for Mental Health Professionals

AI for Probation Officers

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AI Generated Jokes!

Probation officers are therapists with handcuffs and a caseload of 200.

If eye-rolling counted as cardio, every sex offender treatment provider would be able to run a marathon in record time.

In this field, the most effective treatment modality is sarcasm.

Sex offense specific group therapy is where denial has ten witnesses.

What do you say when your client gets caught with another guy and says, "It's not mine, I was just holding it for him?"

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Admin, Writing, Supervision, etc...

Calendar

Intake

Admin

Forms

Organization (CC)
Correspondence
Forms (#4 Folder)
Reports/Case Concept/Check Scoring/Summary/Polish
Preparing for Testimony (Direct/Cross)
Documentation/Notes/Treatment Plans
Creating or Revamping Treatment Manual/Probation Instructions
Creating a Workbook of Favorite Treatment Assignments
Marketing
Professional Pics
Admin/Clinical Supervision of Staff/Clinicians
Countertransference/Knowledge/Case Conceptualization

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Professional Learning

Lecture

Article

PDF Summary (Explore #5)
YouTube Summary
- Ted Talks #6
Record Live
Study & Learn

Class

Video

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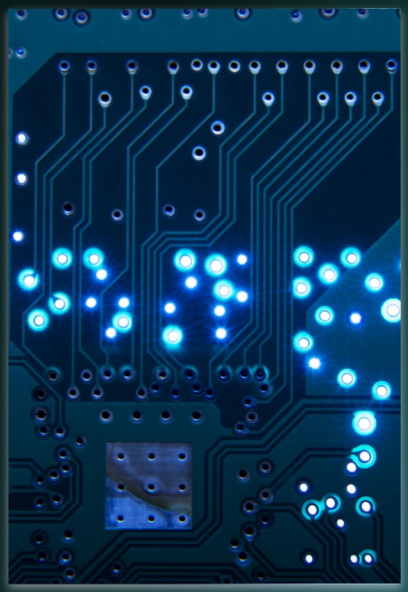
05

CLINICAL INTERVENTION



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Therapist – Facing Interventions



ChatGPT/Claude

- Create Curriculum/Worksheets
  - The Internal Weather Map
  - Meditations for Group
- Prompts for Discussion
- Create Screening Tools
-- Assist with Safety Plans (Folder #7)
- Learn about your client (culture, disorder, etc.)
- Translate information to another language-
- Adapt Material for Special Populations

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Client – Facing Interventions
AI Adds a Third Voice in the Room



ChatGPT/Claude

- Create Activities to be Used in Session #8
- Perspective Generator
  - Different People
  - Six Hats
- Challenging Core Beliefs/Distorted Thinking
- Role Playing Difficult Conversation/Situations
- Generate Scenarios
- Find the Theme (journals, logs, emails)
- Ask ChatGPT/Claude to Add to Discussion

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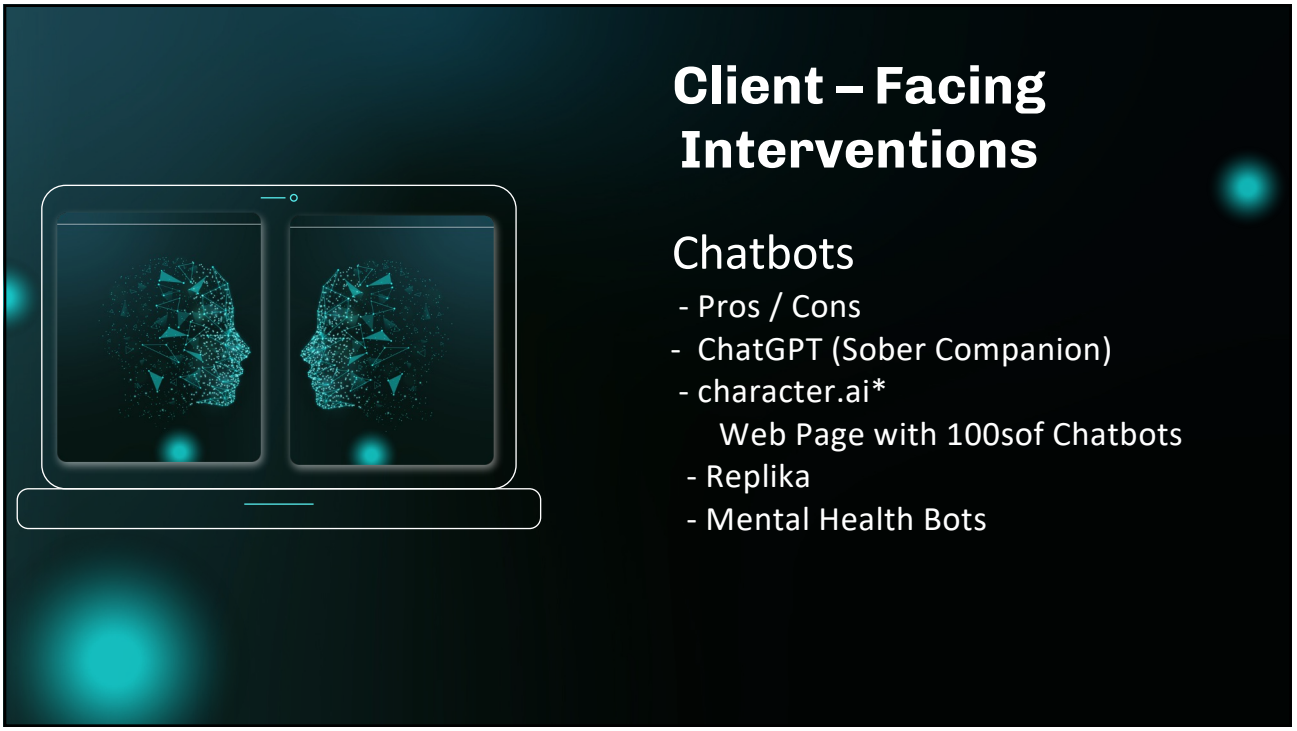
Client – Facing Interventions
Chatbots
- Pros / Cons
- ChatGPT (Sober Companion)
- character.ai*
Web Page with 100sof Chatbots
- Replika
- Mental Health Bots

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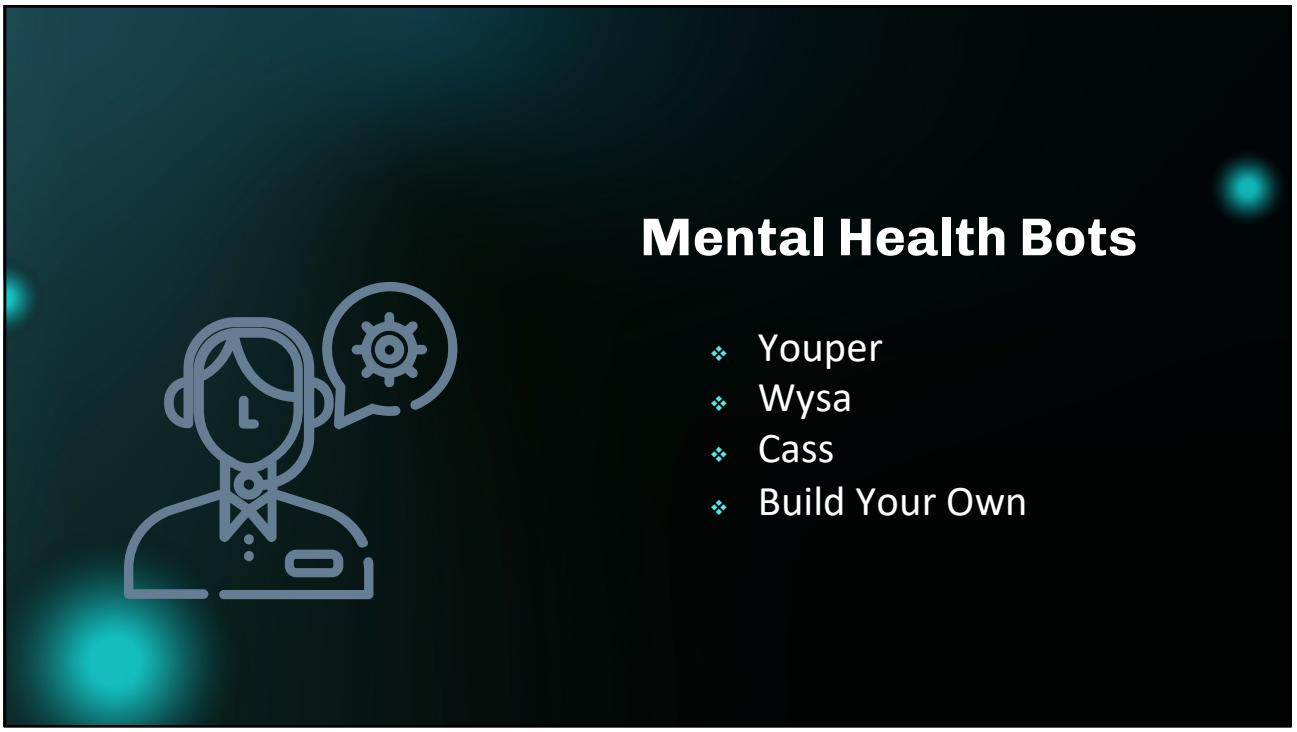
Mental Health Bots
Youper
Wysa
Cass
Build Your Own

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Thoughts on AI

- Do Not Fear…But Buckle Up and Get Ready!
- AI Enhances & Creates a Better Work Product but…
- Pros and Cons Like All Technology
- Ethical Use of AI Requires….



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