

Chiang Mai University Announcement

Subject: Policy on the Use of Generative Artificial Intelligence Technology

To ensure the proper and effective application of artificial intelligence technology (especially generative AI) in teaching, learning, research, and operations at Chiang Mai University, and to prevent the inappropriate use of works or data generated by generative AI, it is necessary to establish a policy for the use of generative AI technology. At the same time, there must be protective measures for faculty, staff, and students who utilize generative AI tools in their work. This approach emphasizes the importance of adhering to relevant ethical principles and professional conduct, in parallel with maintaining academic standards and quality that are generally accepted, both locally and internationally.

By virtue of the authority vested under Section 25(3), Section 35, and Section 35 of the Chiang Mai University Act B.E. 2551 (2008), together with the resolution of the University Council Meeting No. 10/2551 on September 23, 2008, and the resolution of the University Executive Board Meeting No. 15/2520 on October 15, 1979, the following announcement is hereby issued:

Section 1 This announcement shall be called: “Announcement of Chiang Mai University on the Policy for the Use of Generative Artificial Intelligence Technology”

Section 2 This announcement shall be effective from the day following its date of publication.

Section 3 In this announcement:

“University” means Chiang Mai University.

“President” means the President of Chiang Mai University.

“Unit” means a unit as defined under Section 5 of the Chiang Mai University Act B.E. 2551 (2008), and shall include academic units as designated by university announcements.

“University personnel” means university employees, civil servants, and government officers working at the university, as well as university-hired employees.

“Faculty members” means university employees or civil servants holding positions as lecturers, assistant professors, associate professors, or professors.

“Learners” means Chiang Mai University students and individuals registered in the lifelong learning system.

“Gen AI” refers to Generative Artificial Intelligence, which is a computational system operated by computers, robots, machinery, or electronic devices that performs deep analysis resembling human intelligence and is capable of generating outputs that constitute actions. These systems use machine learning processes, drawing from large-scale data (Big Data), such as text, numbers, images, audio, and video. They have the potential to learn or perform tasks characteristic of humans, such as perception, memory, natural language interaction, reasoning, decision-making, and problem-solving — based on vast amounts of repetitive or patterned data.

“Prompt” means a command or question in the form of a message or sentence used to direct the operation of Generative AI and to interact with it.

Section 4 At present, generative artificial intelligence (Gen AI) tools are being used to generate works and data in formats that mimic human conversation, such as articles, images, audio, or video. When used appropriately, they can enhance the effectiveness of teaching, learning, academic work, research, operations, and creative production. However, Gen AI is developed based on data collection that originates from or is built upon human-created sources. Moreover, the information generated by Generative AI may be false, fabricated (hallucinated), or manipulated (deepfake). Using such data without awareness may lead to issues such as plagiarism, self-plagiarism, or the presentation of inaccurate or false content.

Chiang Mai University recognizes and places importance on the integration of Gen AI tools within its departments. Therefore, the university has established a policy on the use of Gen AI in learning, teaching processes, academic work, research, operations, university administration, and other related areas. This includes fostering knowledge creation that is up-to-date and beneficial for learning, enhancing work efficiency, facilitating convenience, and providing fast and modern services in line with current trends.

Section 5 Departments shall promote and build knowledge and understanding about Gen AI, and support faculty members, university personnel, or learners in applying Gen AI or using it to support teaching, learning, research, academic work, or in producing work that is part of academic promotion applications, requests for position adjustments, academic rank advancement, salary or compensation upgrades. It may also be used in planning administrative tasks and/or assisting in other duties under the university's missions. This is to maximize the benefits in advancing the university's operations and services with efficiency, effectiveness, and inclusiveness.

Faculty members, university personnel, or learners may use Gen AI as a supporting tool in their work, provided that such use does not conflict with the laws, regulations, rules, announcements, or orders of the university, nor with academic ethics, professional conduct, or academic honesty. They must also consider the principles of good governance in parallel with recognized standards of higher education and academic quality, both generally accepted and/or at the international level. Moreover, such use must not cause harm or violate the rights of others. Usage may follow the appendix titled "Examples of the Use of Gen AI Technology at Chiang Mai University", which is attached as a guideline to this announcement.

Section 6 Guidelines and Recommendations for Using Gen AI

6.1 Faculty members, university personnel, and learners should study and understand the capabilities, limitations, benefits, drawbacks, and potential impacts of using Gen AI.

6.2 Faculty members or university personnel who use Gen AI in teaching should clearly specify the purpose, scope, or usage guidelines of Gen AI. Before incorporating Gen AI into teaching processes, learners should be informed in advance, as appropriate, and should be provided with basic knowledge about the use of Gen AI in the classroom. This includes outlining appropriate usage boundaries, best practices, and raising awareness about responsible use, in accordance with higher education standards, good governance, and academic integrity.

6.3 When applying Gen AI in various types of work, faculty members, university personnel, and learners should be mindful and give serious consideration, especially

to maintaining higher education standards, principles of good governance, and academic honesty and integrity.

6.4 When using electronic data or text generated by Gen AI, whether in whole or in part, the source of that data should be cited clearly as having originated from Gen AI, in accordance with academic referencing standards. Alternatively, a record of the prompts used or the steps taken to obtain the data from Gen AI should be documented as evidence for later verification. This is to uphold the principles of good governance and academic integrity.

Section 7 Faculty members, university personnel, and/or learners must not engage in the following prohibited actions:

7.1 Do not use works or information generated by Gen AI without proper citation and/or without clearly identifying the source.

7.2 Do not use electronically processed data from Gen AI in a manner that constitutes blatant plagiarism of work lacking academic standards or quality, or work that is not generally or internationally accepted, and/or causes harm or infringes on others' rights.

7.3 Do not input or upload intellectual property of the university or personal data into Gen AI systems if doing so would violate personal rights or privacy, or involve classified government information protected by law from disclosure, or information provided with the intention that it not be disclosed by authorities, or confidential governmental data — unless prior consent is obtained from the university or the data owner.

7.4 Do not use Gen AI to generate work or perform actions that violate laws, university rules, regulations, announcements, or orders, or violate ethical or professional standards, and/or cause harm or infringe upon others.

Section 8 Faculty members, university personnel, or learners who use Gen AI inappropriately, violate the prohibitions outlined in this announcement, or use information generated by Gen AI in their work in a way that causes damage or infringes upon the university or others, may be subject to disciplinary action, ethical or professional misconduct penalties, civil, criminal, or administrative liability, as applicable to the case.

Section 9 The President of the University shall be responsible for enforcing this announcement. In the event of any operational issues arising from this announcement, the President shall make the final decision with the approval of the University Executive Board, and such decision shall be deemed final.

Announced on 3 November 2023

(Professor Pongruk Sribanditmongkol, M.D., PhD)

President of Chiang Mai University

Appendix Attached to the Announcement

Examples of the Use of Generative Artificial Intelligence Technology (Gen AI) at Chiang Mai University

Faculty members, university personnel, or learners may use Gen AI technology to support learning, teaching, research, academic work, or to assist in producing work that forms part of an application for academic rank, proposals for position adjustments, promotions, advancement in academic standing, or for receiving higher salaries or additional compensation. It may also be used to support planning, management, and/or execution of duties related to the missions of Chiang Mai University, as appropriate. However, the use of Gen AI must not violate or conflict with laws, rules, regulations, announcements, or orders of the university, nor contravene professional ethics or codes of conduct, and must not cause harm or infringe upon others.

Examples of how Gen AI may be used in various tasks include:

1. Using Gen AI to generate content, such as creating suggestions or interesting topics, having Gen AI organize ideas into coherent text that follows academic and linguistic standards; developing new lessons, crafting engaging learning materials; guiding learning direction and sources of knowledge suited to learner context. Examples: having learners input prompts to generate questions, explore alternative answers, analyze possibilities, and compare them with human generated responses using Gen AI functions.
2. Using Gen AI to assist in document review, such as checking the accuracy of content, grammar, language usage, academic formatting, or improving the structure and clarity of written materials for completeness and correctness.
3. Using Gen AI to support research and data discovery, including searching for new information and knowledge to support assignments, classroom discussions, academic work, and research development; retrieving, organizing, and interpreting useful content from articles, identifying relevant academic sources, and using Gen AI tools for data analysis.
4. Using Gen AI for scenario creation and simulation, such as developing strategic plans, frameworks, or brainstorming new directions in work or study. It may help generate ideas for teaching, research, and academic writing. Gen AI can also act as a thought partner to reflect, support, or challenge perspectives—helping to spark deeper analytical thinking and promote creative learning processes.
5. Using Gen AI to simulate various roles in different scenarios, such as:
 - 5.1 Using Gen AI as a thought assistant that provides initial frameworks, outlines, topics, and lesson ideas, which learners can build upon and further research, eventually forming their own deeper understanding.
 - 5.2 Using Gen AI as a personal tutor to offer suggestions, guidance, or advice in the form of alternative options related to the topic, including support for expanding perspectives. It can also provide personalized recommendations based on information input by the learner or instructor (e.g., suggesting appropriate lecture topics, content, training, or seminars).

5.3 Using Gen AI as a collaborator or coordinator in group work and collaborative tasks. Gen AI may serve as a group member participating in information research, idea generation, planning, discussion, and task assignment. It can assist the group in problem-solving, offer suggestions, and provide additional insights, proposing new alternatives that help shape perspectives or approaches to solutions.

5.4 Using Gen AI as a Socratic assistant or advisor to develop and support argumentation. It may take on the role of offering opinions or critiques of work to encourage the creation of new ideas and perspectives, facilitating discussions that lead to high-quality outcomes.

5.5 Using Gen AI to help foster motivation and stimulate critical thinking, through designing or generating alternative learning formats, such as games, activities, or quiz-based learning, to promote engagement, challenge learners in new ways, and inspire deeper participation in learning activities.

5.6 Using Gen AI as a design assistant to support creativity and design processes, including product design. Examples include:

- (1) Having Gen AI provide recommendations on curriculum design or updates, and/or emphasizing specific learning objectives, such as improving accessibility.
- (2) Using Gen AI to analyze educational policies by interpreting existing data and proposing policy directions based on current trends.
- (3) Supporting data-driven decision-making with Gen AI by generating reports, summarizing data, or producing analyses with statistical evidence for informed decisions.
- (4) Designing modern teaching and learning programs with Gen AI to develop engaging instructional methods and enhance learner knowledge in contemporary formats.
- (5) Using Gen AI to design or promote integrated learning by generating content that connects multiple disciplines—e.g., science subjects—into a unified curriculum.
- (6) Developing educational applications using Gen AI that feature advanced and engaging learning tools. Additionally, Gen AI can assist in forming policies related to data privacy and security in education.
- (7) Creating community-based teaching and learning strategies with Gen AI tailored for specific areas or local communities.
- (8) Supporting the development of broader education-related policies such as teacher development, online learning policies, or distance education strategies.