Credibility Keywords for Recommending AI Generated Content

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Citing AI-generated content as reference source is now a practice in academia. Unlike published journal articles, AI-generated content is inconsistent and may be traceable. They are results of generative algorithm without consciousness and self-awareness, and thus could be a paradoxical state of writing. While Penn State, Brown University, MIT, and many other educational institutions begin teaching writers how to properly cite generative AI resources with APA and MLA styles, little efforts have been spent on using keywords to suggest credibility of the cited AI-generated content. This paper proposes the use of credibility keywords when citing or quoting AI-generated content. Keywords like Scientific fact, Scholarly sources, Common knowledge, Perspective, and Opinion can reflect the degree of relevancy of the AI-generated content.

AI-generated content has been used for news, marketing, sales, data analysis, problem solving, and education. When AI-generated content becomes a source of reference, writers should formally cite the source with methodology to reflect the credibility of the AI generated content.

In 2023, the APA Style team released the template and paradigm for quoting and citing AI-generated content (McAdoo, 2024). MLA also provided citation template and paradigms for writers to cite AI-generated content (MLA Style Center, 2024). Below is an example of in-text citation in APA style.

> When prompted with "Why Japanese offer workers address each other by last name?", the AI-generated text stated that there are two main reasons: Respectful Hierarchy and Maintaining Formality. It also indicated that it is the Japanese way to maintain professionalism and acknowledge someone's position in the workplace (Google, 2024).

The following is the sample reference in APA style.

> Google. (2024). Gemini (version 1.5) [Large language model]. https://gemini.google.com/

It is necessary to note that AI-generated content are results of algorithms; they are not written by human authors. However, the APA style of in-text citations and references seemingly cites the AI tool as an author. Unlike journal articles, the generative algorithms are constantly evolving and improving, the cited content may not be retrieved for verification from the same AI system after they are generated.

Peer-review journals typically have a good reputation and a traceable history of providing reliable information. Content generated by AI systems are not peer-reviewed. They are trained on materials fed by humans. Studies found that large language models (LLMs) have questionable consistency (Bellini et al., 2024), and could lead to hallucinations. The term "AI

hallucination" refers to incorrect or misleading results generated by AI systems. Hallucinations are results of several factors, such as insufficient training data, incorrect assumptions made by the AI system, or biases in the data used to train the AI system.

Huckins (2023) points out that general AIs arguably do not have the real intelligence. General AI refers to machines that possess human-like intelligence across a wide range of tasks. AI systems cannot perceive the world from their own viewpoints, they simply process inputs and generate outputs without thinking, experiencing, and knowing what is happening. Therefore, Li et. al. (2021) said AI systems do not have consciousness. They do not have self-awareness. Only when an AI system can understand what it says and what it thinks, the AI system is said to have its intelligence (Wang, 2021).

Since credibility of a generative AI systems depends on its source of data, writers must take into consideration whether the data source is verifiable and trustworthy when quoting or citing them. Verifiable source means the information comes from a reliable source that can be checked by other people.

Without consciousness, AI systems cannot realize the quality of content they generate. This paper advocates that those who quote and/or cite the AI-generated content must bear the responsibility to suggest readers/audiences the credibility of the content. The paper also proposes a keyword-based multi-criteria model for writers to self-rate the credibility of AI-generated content they cited or quoted.