

AI for Everyone

A Plain Language Guide to Artificial Intelligence

Tpas Involvement Week #IW25

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What is AI?



AI is a computer program that learns from examples and makes decisions, similar to how humans learn from experience.

Like Teaching a Child

Show examples, spot patterns, learn to recognize new things.

Everyday Examples

Spam filters, voice assistants, photo recognition, predictive text.

Not Magic

Pattern-matching on a huge scale, not thinking or understanding.

The AI Family Tree

Artificial Intelligence (AI)

Machines that can learn and make decisions

Machine Learning (ML)

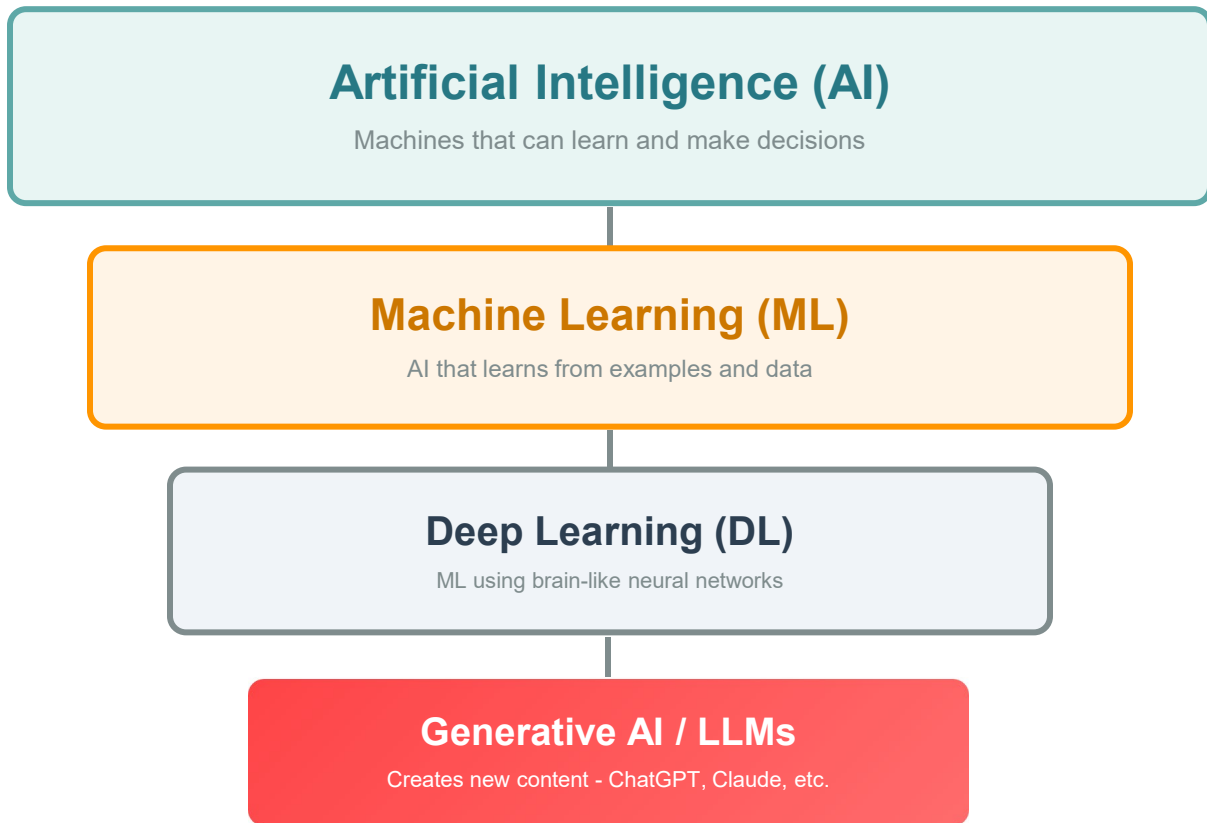
AI that learns from examples and data

Deep Learning (DL)

ML using brain-like neural networks

Generative AI / LLMs

Creates new content - ChatGPT, Claude, etc.



The Big Difference

Traditional Computing

Precise like an accountant

Excel, databases need exact commands:

"Find invoice 2024-0347"

How Humans Think

Works on similarities

We recognize patterns:

"Find that invoice from January"

AI's Breakthrough

Understands both!

Works like humans:

"Show me recent invoices"

This is why AI feels more natural - it thinks in patterns and similarities, just like we do.

What is Generative AI?

Generative AI creates new content - text, images, code - rather than just recognizing or sorting.

Traditional AI

- Recognizes patterns
- Sorts & categorizes
- Example: Is this spam?

Generative AI

- Creates content
- Writes text & code
- Example: Write an email

Calculator vs Creative Assistant

"Attention Please!"

How AI Decides What Matters

When you read a sentence, your brain focuses on important words. AI's "attention mechanism" does the same!

"The cat sat on the mat."

Humans focus on: **cat, sat, mat**

Without Attention

Every word equal = generic, unfocused responses

With Attention

Focuses on what matters = relevant, contextual responses

Transformers: The Magic Behind Modern AI

A Transformer is the AI model powering ChatGPT and Claude. It transforms your input into meaningful output.



INPUT

"Write an email about my rent"



Transformer Magic



OUTPUT

Professional, polite email ready to
send

The key? It uses "attention" to understand context and relationships!

What Makes Each Tool Different?

ChatGPT

The All-Rounder: Best for variety - can generate images, browse web, voice chat, and has tons of add-ons.

Claude

The Writer & Coder: Best for creative writing, coding, and long documents. More natural conversation style.

Gemini

The Google Expert: Best for research and finding information. Works with Google services.

DeepSeek

The Free Option: Powerful and completely free. Popular with developers.

Which to choose? Try ChatGPT first for general use. Try Claude if you write a lot or code. You can use multiple tools!

ChatGPT Privacy & Data Controls

Memory Settings

Enable/Disable: ChatGPT remembers preferences across chats. Clear anytime.

Location: Settings → Personalization → Memory

Chat History & Training

Turn off chat history to prevent conversations from being saved. Opt out: Your

data won't train the AI. Location: Settings → Data Controls

Temporary Chat

Use for sensitive topics. Conversations aren't saved and don't train the model.

Access: Click your name → Temporary Chat

Custom Instructions

Tell ChatGPT how to respond (e.g., "Keep responses brief"). Applies to all

conversations. Location: Settings → Personalization



Pro Tip: For maximum privacy, use Temporary Chat for sensitive work

ChatGPT Features Explained

Create Images (DALL-E)

Generate images from text, edit existing images, create logos and illustrations

Deep Research

In-depth research on complex topics with multiple sources and detailed analysis with citations

Web Search

Access current information from the internet, find recent news, prices, and events

Study & Learn

Break down complex topics, create study guides, generate practice questions

Agent Mode

AI performs multi-step tasks autonomously, browses web, analyzes data

Adding Files

Upload PDFs, Word docs, spreadsheets, images. Analyze and extract information

Google Drive Integration

Connect your Drive account, access and analyze files directly. Settings → Integrations

Create Your Own GPT

Build custom versions for specific tasks. Add instructions, knowledge files. No coding required

Use Community GPTs

Browse thousands of GPTs made by others: Logo Creator, Data Analyst, Email Writer, and more

Quick Access: Most features appear automatically when relevant, or just ask ChatGPT directly!

Canvas Mode in ChatGPT

Your AI collaborative workspace

What is Canvas?

A separate window where you can work side-by-side with ChatGPT to edit documents and code in real-time.

For Writing

- Adjust length or reading level
- Add emoji or polish
- Suggest edits inline

For Code

- Review and debug
- Add comments
- Port to another language

Canvas appears automatically for longer writing or coding tasks, or you can ask for it!

ChatGPT Can See!

Camera and Screen Sharing in Voice Mode

Advanced Voice Mode

Have natural conversations while ChatGPT sees what you're looking at through your camera or screen.

Camera

Use for: Show objects, get help with tasks, translate signs, identify things

Screen Share

Use for: Get help with software, debug errors, walk through documents

Example: Show your computer screen and say "Help me fix this error message"

Projects in Claude

Keep your work organized by topic

What are Projects?

Projects let you organize conversations by topic, like having separate folders for different areas of work.

Add Custom Instructions

Tell Claude how to respond in this project. Example: "Always write in simple language for tenants"

Upload Reference Docs

Add documents Claude should reference. Example: Policy documents, guidelines, templates

Example Projects:

Tenant Communications | Board Papers | Policy Review | Meeting Minutes | Event Planning



Amazing Features

Projects

Keep conversations organized by topic



Computer Use

AI helps control your screen



Vision AI

Upload photos for analysis



Voice Chat

Talk naturally



File Upload

Upload documents



Web Search

Current info



Screen Share

Share screen live

🌟 Try them all! Most features are free.



THE ENGAGEMENT EXPERTS

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Involvement Week 2025

Wednesday 12th November 2025

Creative Methods of Engagement

Speaker: Caritas Charles



THE ENGAGEMENT EXPERTS
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Creative Methods of Engagement

National Involvement Week 25



Objectives

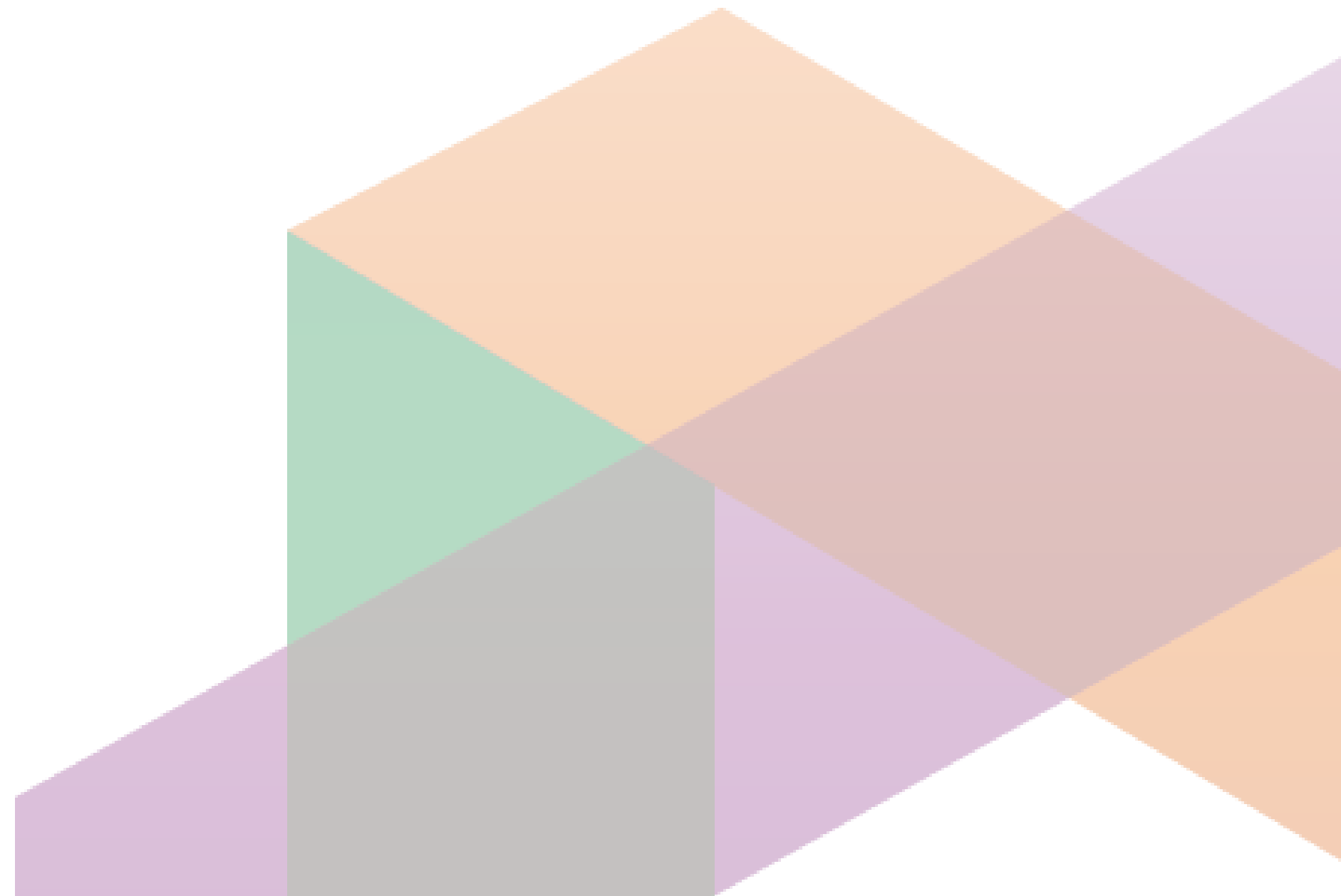
By the end of this webinar, you will:

- Begin to understand *why innovation in engagement matters*
- Explore *three powerful engagement methods*
- Learn *how to measure success and impact*



Poll

On a scale of 1-5 (5 being good)
“How confident are you that your
organisation innovates in
engagement?”



The Case for Innovation

Changing expectations:

- 78% of people in the UK want *more say* in local decision-making (Hansard Society, 2024)
- Only 15% feel their views influence outcomes
- Housing TSMs show similar satisfaction gaps



Why Innovate

- Declining trust
- Cost of living pressures
- Digital transformation
- Post-Grenfell accountability and voice



Principles of great engagement

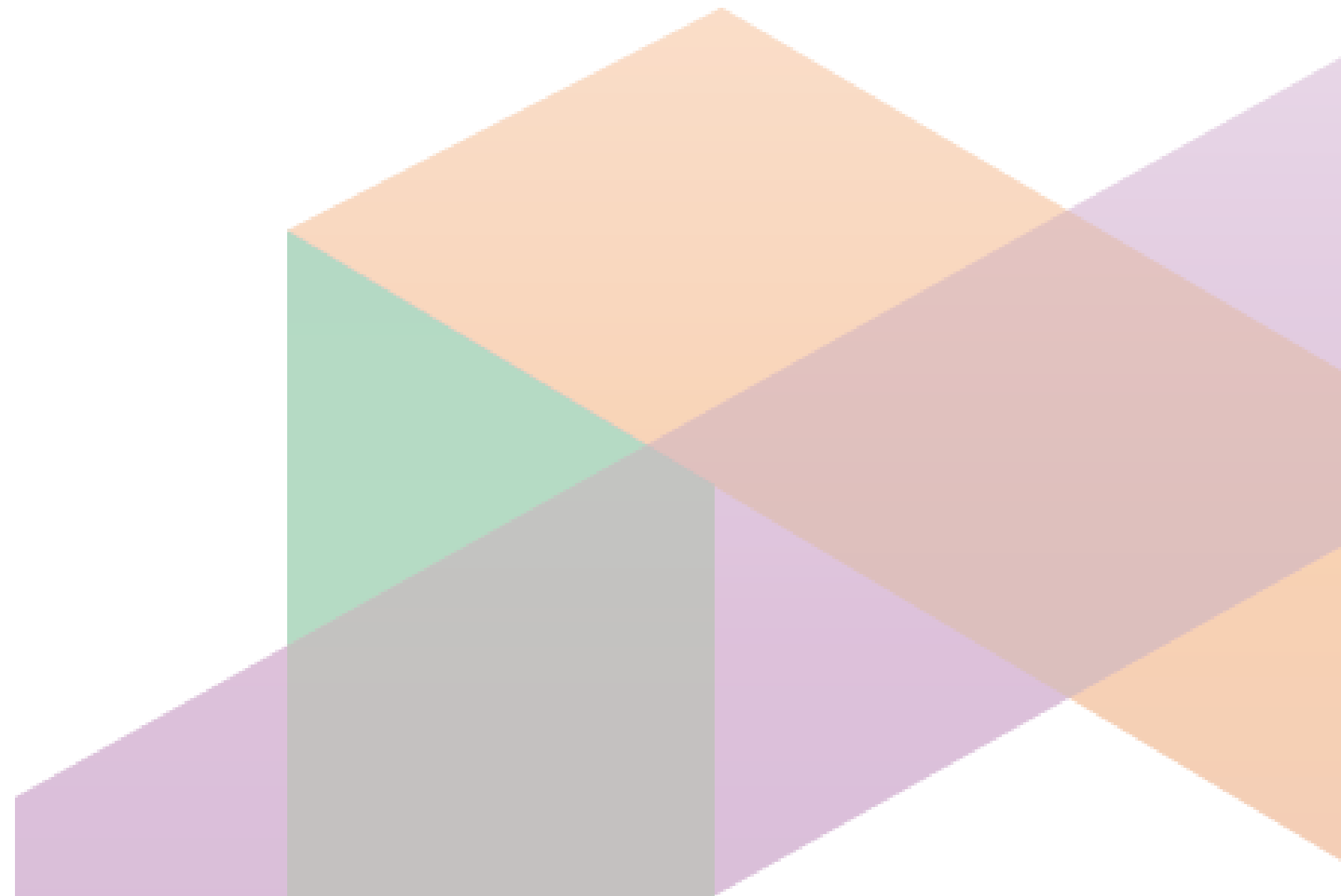
Good engagement is:

- Inclusive – reaching unheard voices
- Transparent – clear purpose and outcomes
- Reciprocal – “you said, we did”
- Accessible – meeting people where they are
- Co-created – decisions made *with* not *for* people



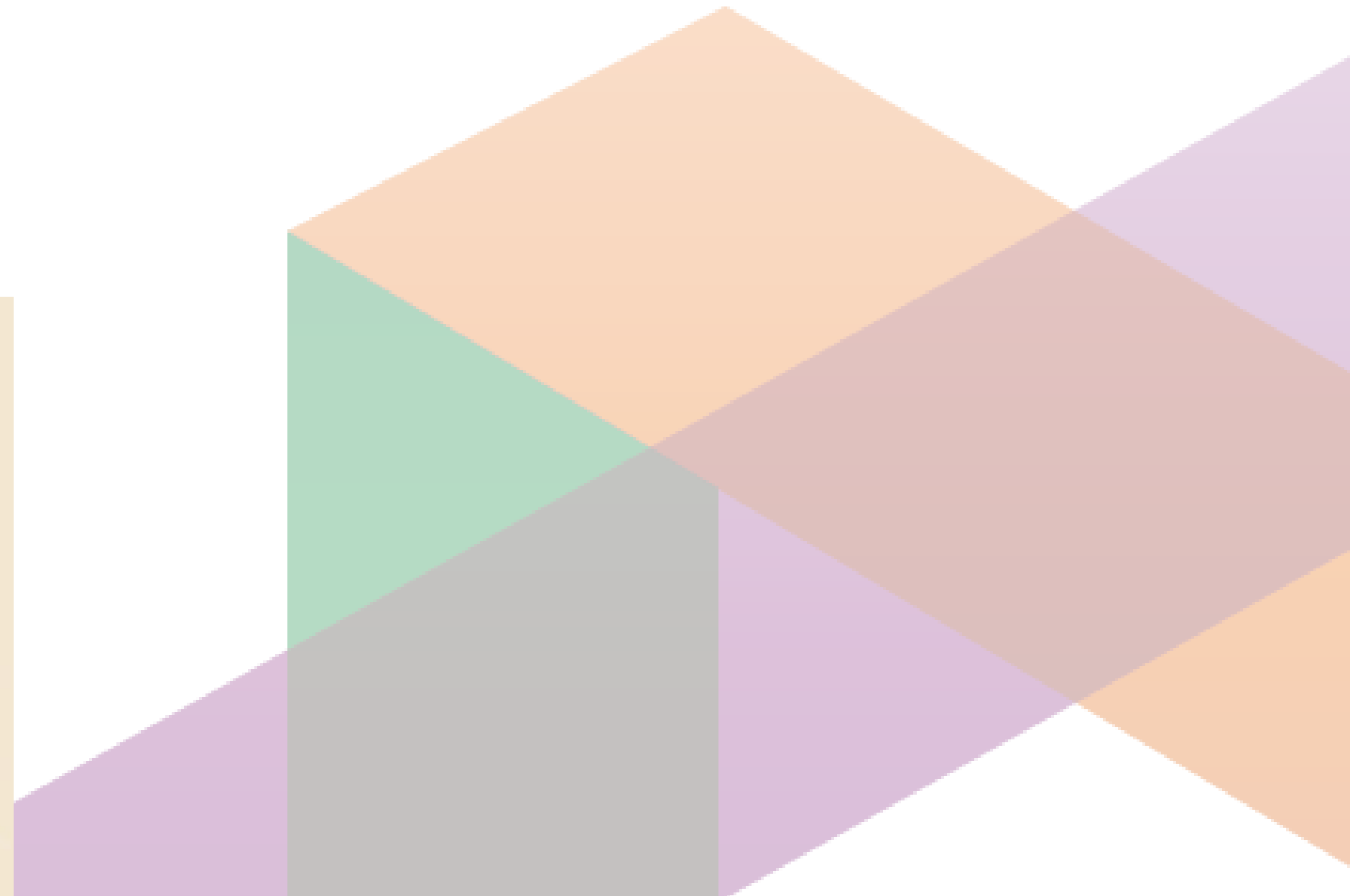
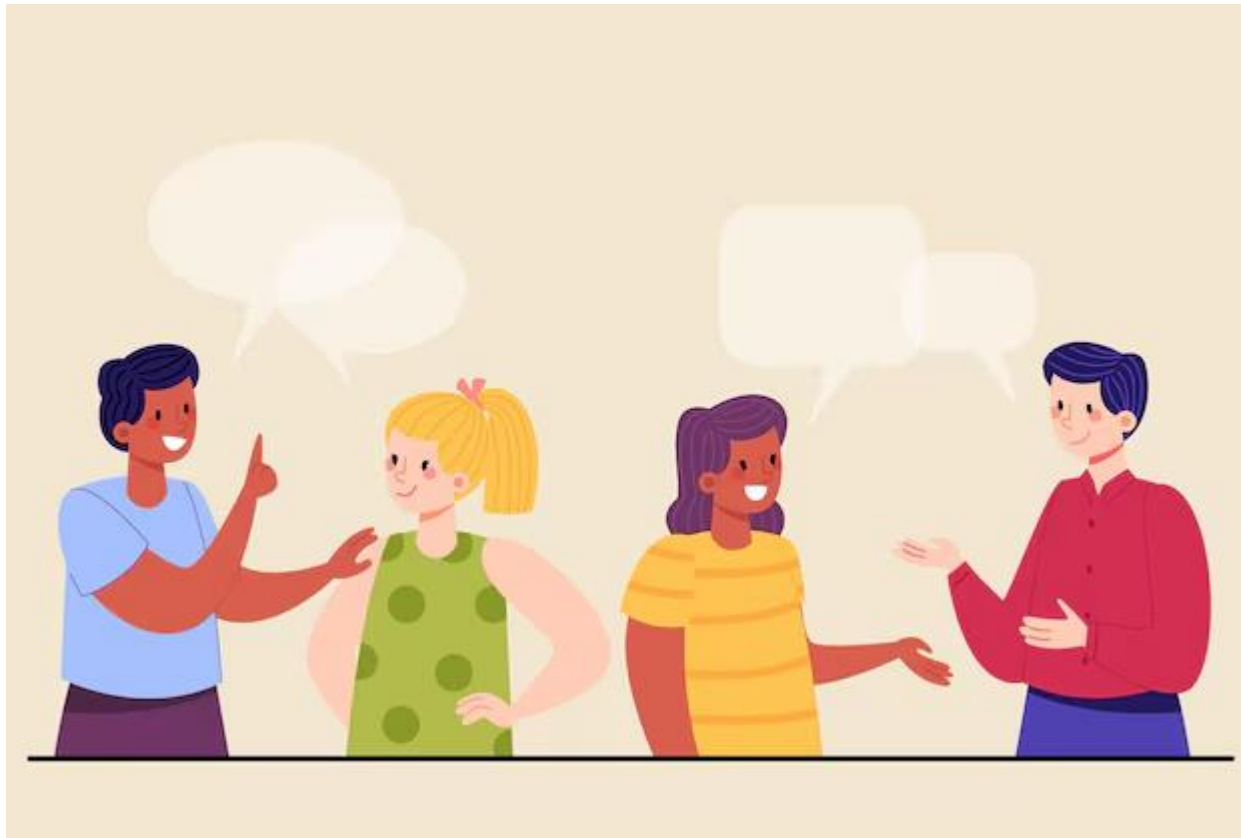
Poll

Which principles of good engagement does your organization do (mark as many as apply)



Talking Point

“Share one example of engagement that inspired you — in or outside housing.”

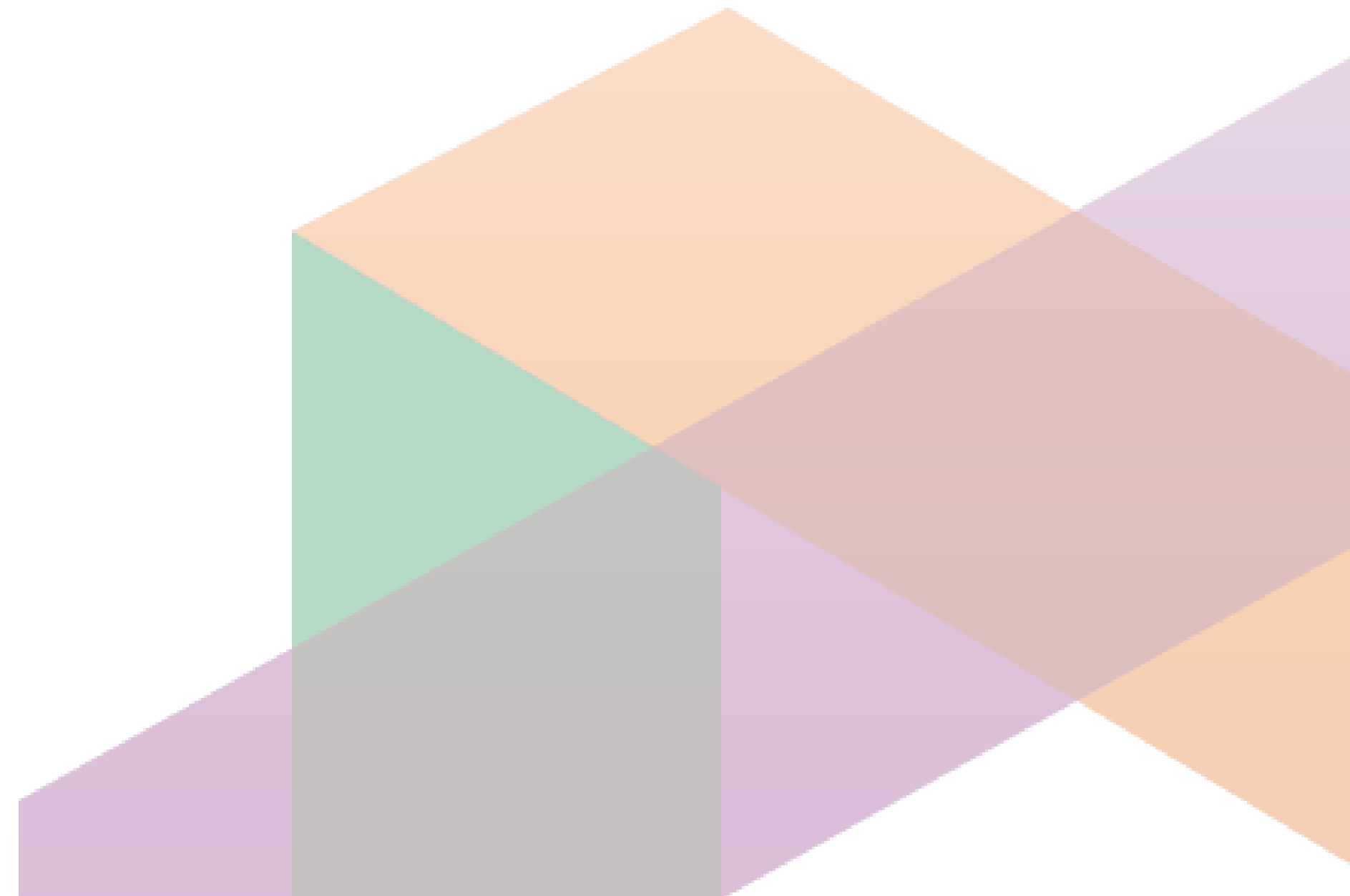


3 innovative methods of engagement

Arts-based engagement
Online & digital participation
Participatory / deliberative methods



Arts based engagement





Overview:

Cardboard Citizens is a pioneering UK theatre company working with people who have experienced homelessness or housing insecurity. It uses the power of **Forum Theatre** and **arts-based storytelling** to amplify lived experience, influence policy, and inspire empathy across audiences — from community halls to boardrooms.



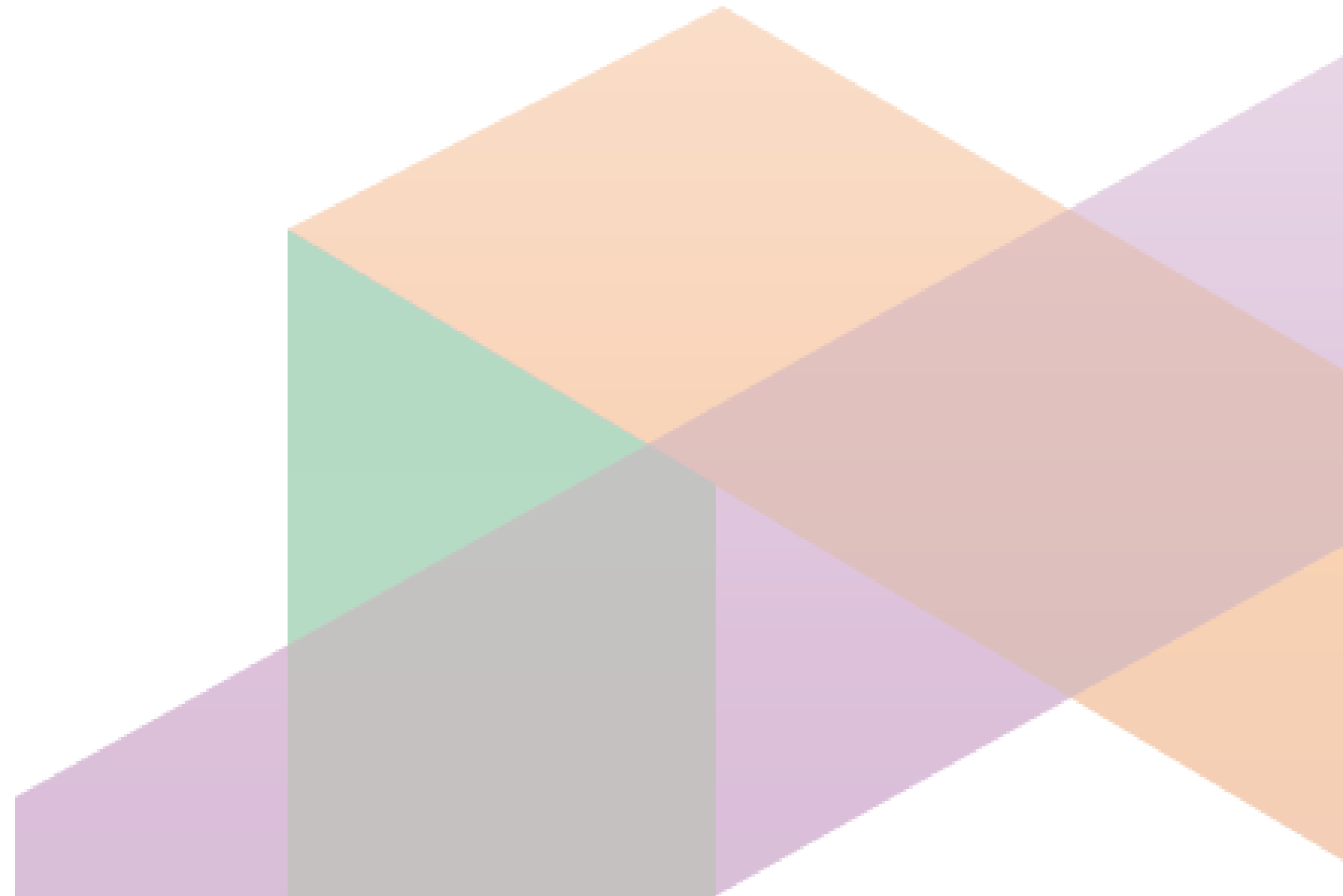
Core approach

- Forum Theatre Method:** Audiences watch a performance depicting real-life housing or social justice challenges. They are then invited to stop the action, step into roles, and try out different solutions. This interactive format helps people explore complex issues safely and creatively.
- Co-Creation:** Performances are written, developed, and acted by people with lived experience of homelessness.
- Empowerment through Storytelling:** Participants gain confidence, voice, and agency through sharing their stories and exploring change collectively.



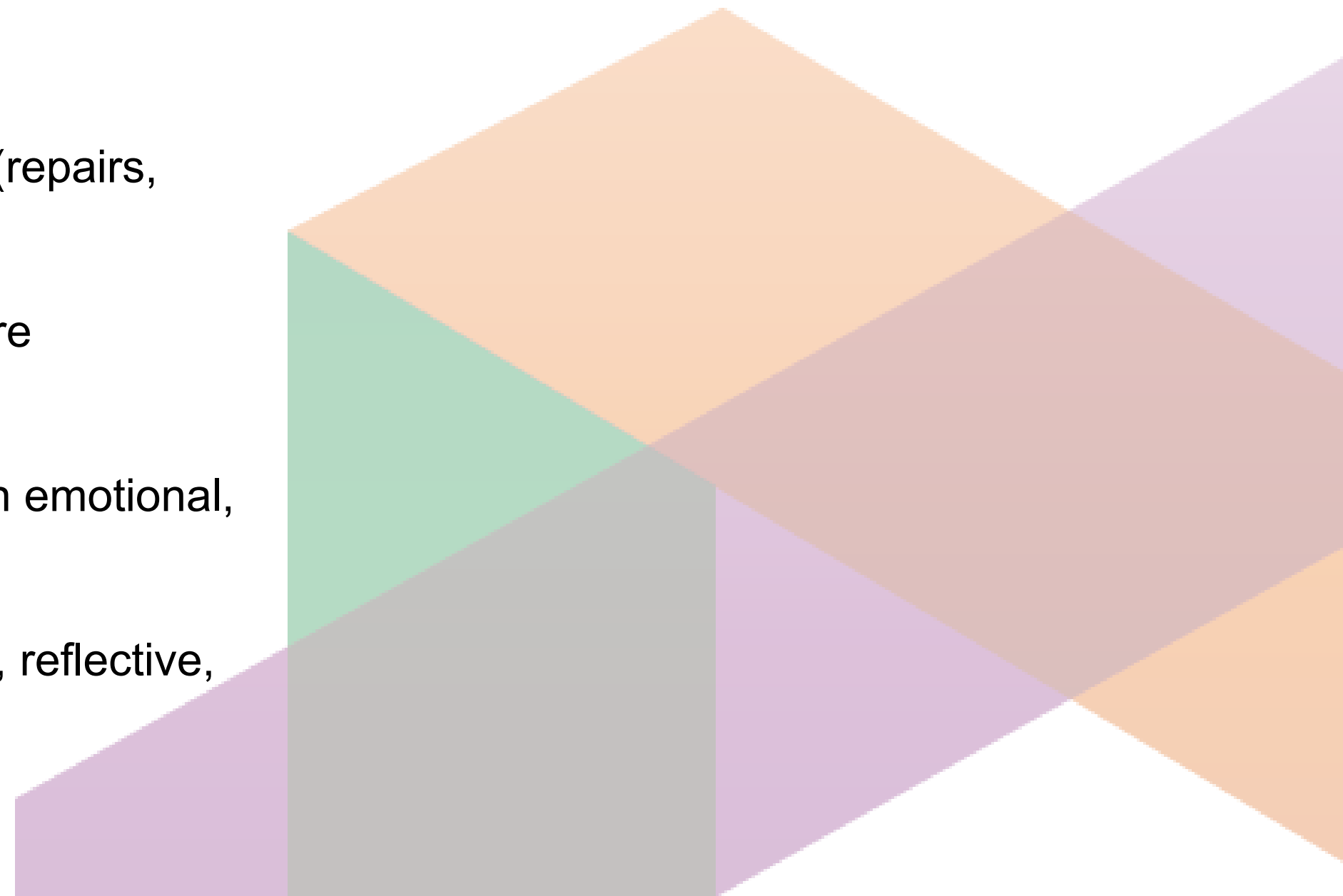
Impact

- Over **6,000 participants** have engaged in Cardboard Citizens programmes.
- Work performed to audiences including government officials, housing staff, and policymakers — influencing local authority homelessness and housing inclusion strategies.
- Partnerships include Shelter, Crisis, St Mungo's, and housing associations committed to culture change.
- **80% of participants** report improved confidence and wellbeing.



Relevance to Tenant Engagement

- Can be used as a participatory tool for exploring sensitive issues (repairs, trust, communication).
- Provides a safe, creative environment for tenants and staff to share perspectives.
- Helps boards and leaders understand lived experience through an emotional, immersive format.
- Offers a model for arts-based tenant engagement — co-designed, reflective, and transformational.



Online Engagement



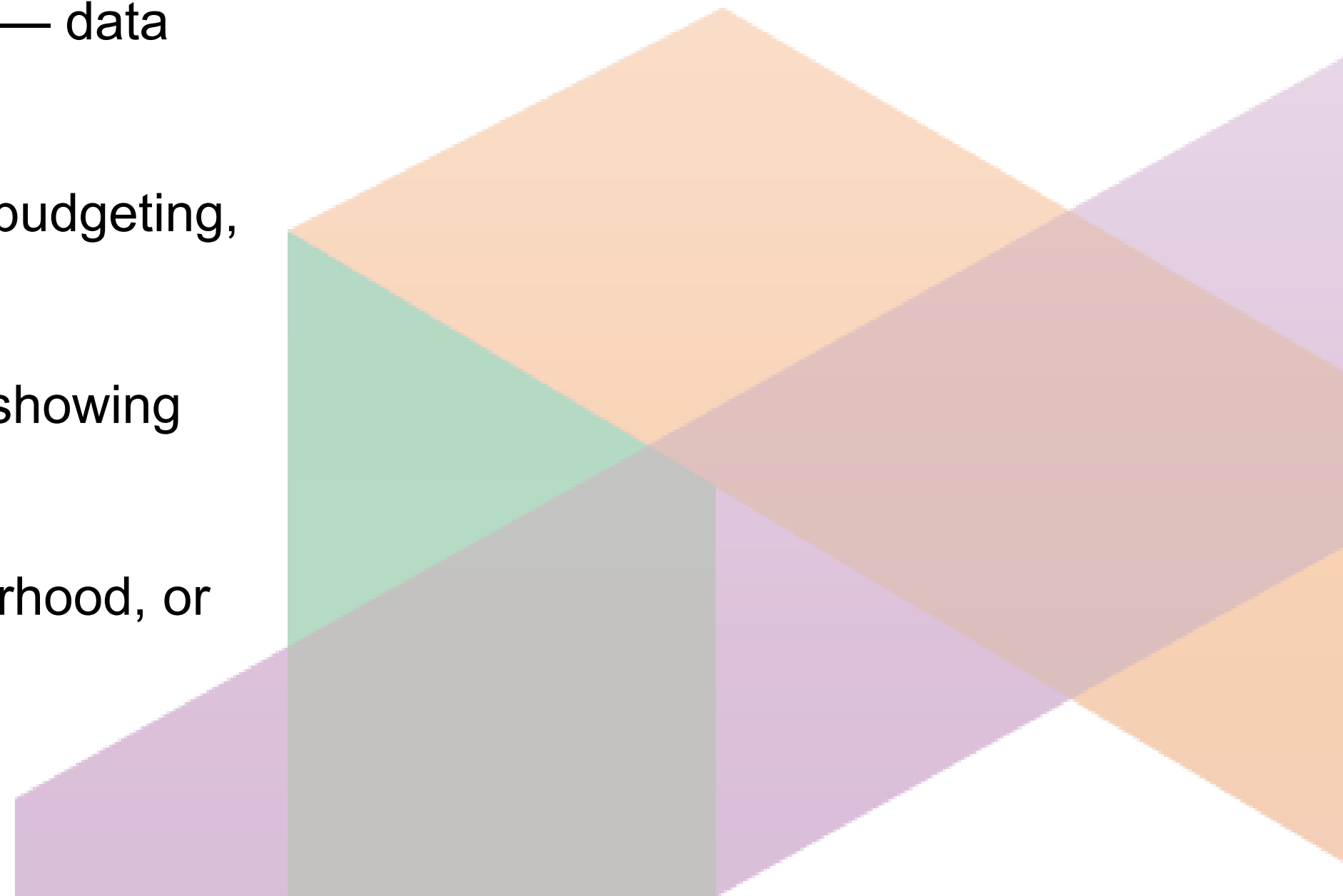


Decidim (meaning “*We Decide*” in Catalan) is an open-source digital platform for participatory democracy, originally developed by the City of Barcelona. It enables citizens to propose ideas, debate, prioritise, and monitor decisions — creating a transparent, traceable link between public input and institutional action.



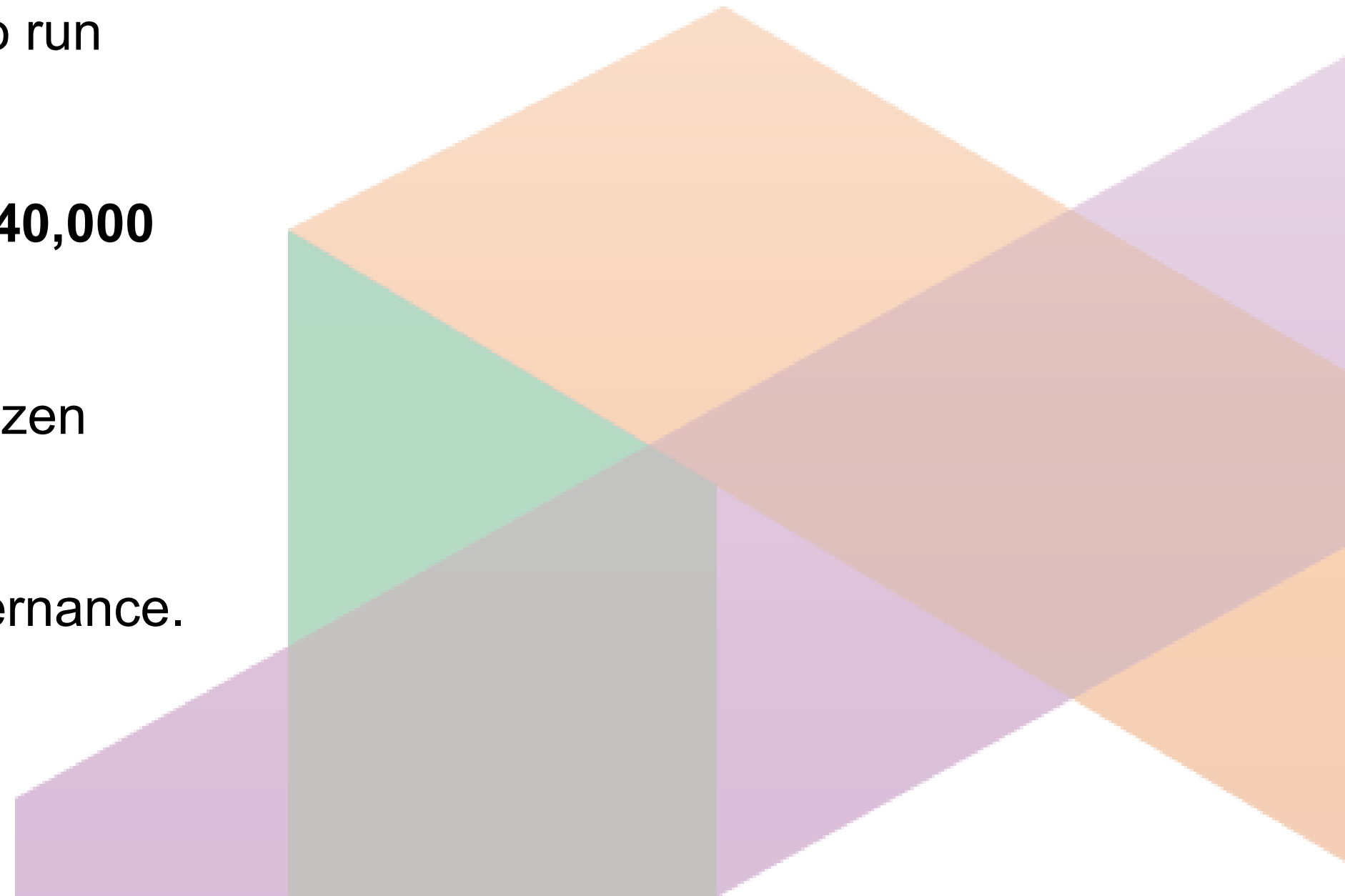
Core approach

- Open Source & Ethical:** Built on democratic principles — data privacy, transparency, and accountability.
- Multi-Tool Platform:** Supports proposals, participatory budgeting, surveys, assemblies, and collaborative drafting.
- Traceability:** Every idea has a visible “decision chain,” showing how it evolves and what outcomes result.
- Multi-Layer Engagement:** Can operate at city, neighborhood, or organisational level.



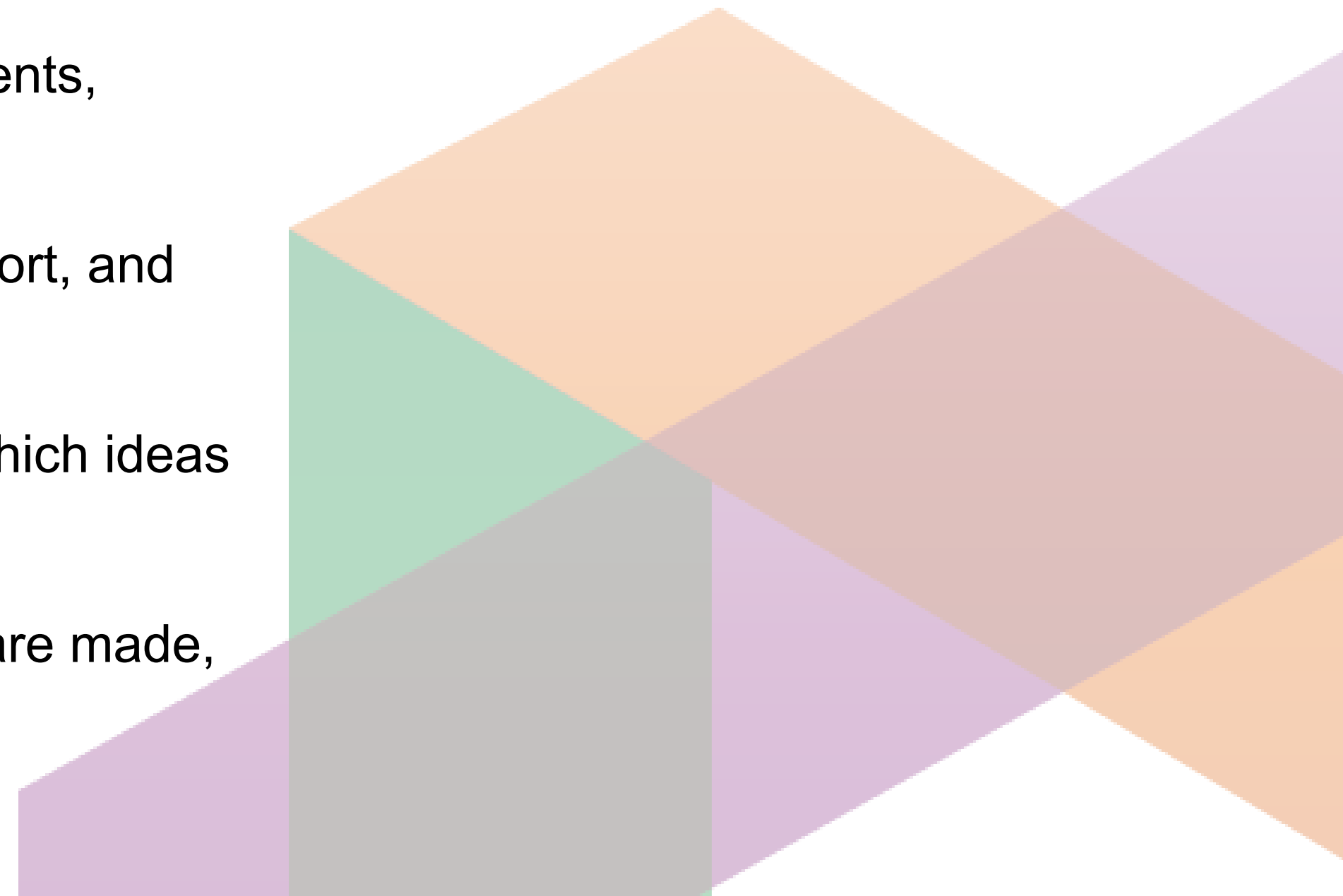
Impact

- Used in **over 40 countries** by cities and organisations to run democratic processes.
- Barcelona's first participatory budgeting cycle saw **over 40,000 residents** submit and vote on ideas worth €75 million.
- Adopted by **Helsinki, Mexico City**, and **Brussels** for citizen engagement in urban policy.
- Praised by the UN as a benchmark for open, digital governance.



How it could work in social housing

- **Tenant Proposals:** Tenants submit ideas on improvements, priorities, or community initiatives.
- **Collective Debate:** Residents and staff comment, support, and refine proposals collaboratively.
- **Voting & Prioritisation:** Community votes determine which ideas advance.
- **Decision Tracking:** The system shows how decisions are made, budgets allocated, and progress delivered.



Benefits for social housing

- Creates a **transparent feedback chain** — tenants can see how ideas influence decisions.
- Encourages **shared ownership** of housing strategies and budgets.
- Enhances **trust** through openness and visibility.
- Supports **participatory budgeting** for community funds or estate improvements.





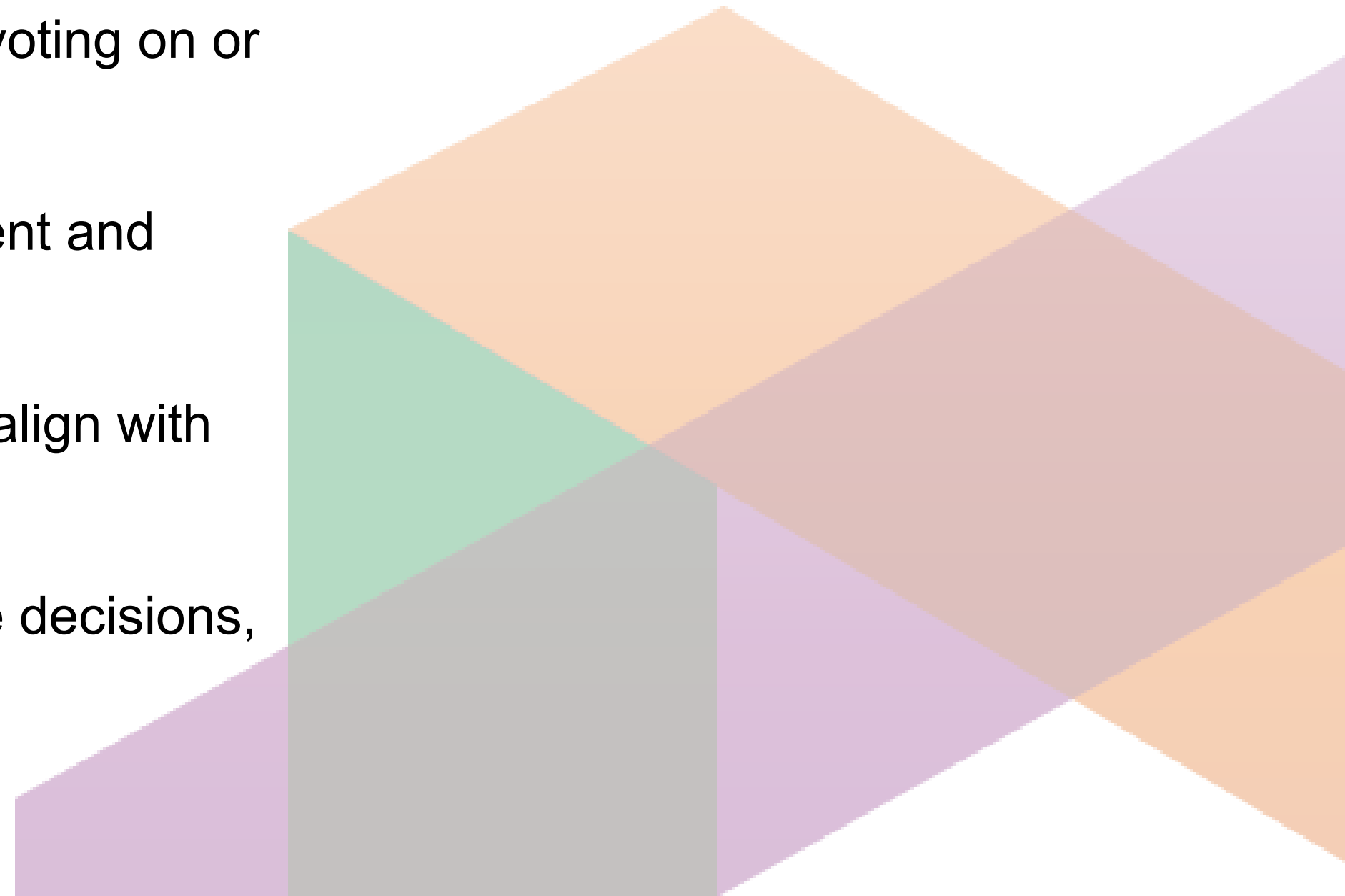
Overview:

Polis is an innovative online engagement platform that enables large-scale, structured public dialogue. It uses **machine learning and real-time data visualisation** to map opinions, highlight consensus, and reveal where communities agree or disagree.



Core approach

- **Open Participation:** Anyone can join and contribute by voting on or submitting short statements.
- **AI-Driven Grouping:** Polis identifies clusters of agreement and difference automatically.
- **Transparent Insights:** Participants see how their views align with others, building empathy and awareness.
- **Iterative Dialogue:** Organisers use the findings to shape decisions, policies, or further engagement stages



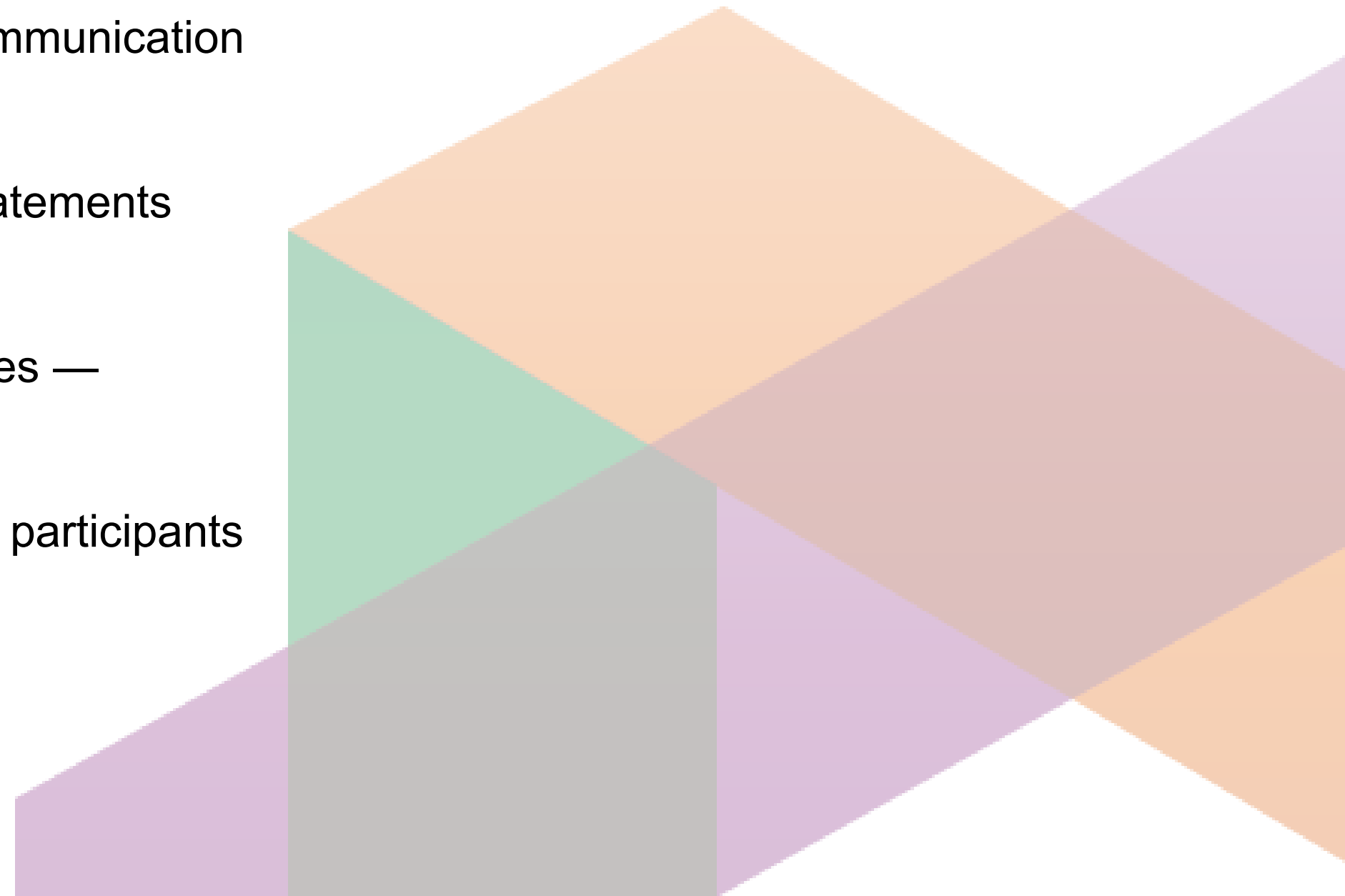
Impact

- Used by the **Government of Taiwan, Seattle City Council, and European Commission.**
- Increases public trust and fairness in decision-making.
- Engages thousands without polarisation common in social media.



How could It work in housing

- Topic Definition:** Define a question (e.g. “How can we improve communication and repairs?”).
- Open Participation:** Tenants and staff submit and vote on short statements anonymously.
- Consensus Mapping:** AI groups participants by shared perspectives — showing agreement zones and tension points.
- Feedback Loop:** Results visualised in dashboards and fed back to participants

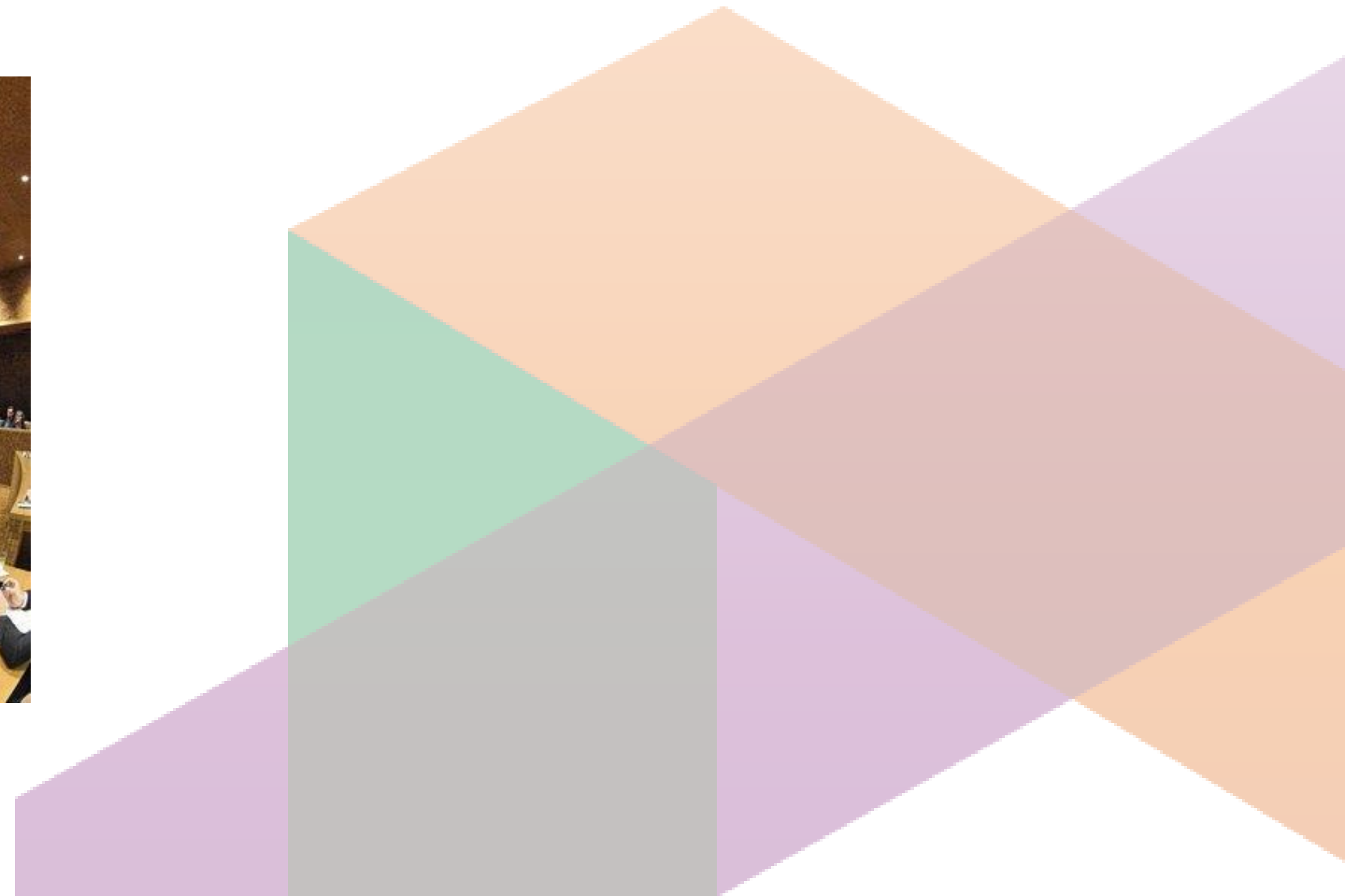


Benefits for Social Housing

- Engages large, diverse tenant audiences online.
- Encourages honest input without fear of judgment.
- Builds a collective voice highlighting shared priorities.
- Supports data-driven decision-making for boards and service teams.



Deliberative engagement



Overview

Deliberative assemblies bring together a **representative group of residents** to learn, discuss, and make recommendations on complex local issues. These forums are increasingly used by cities across Europe to involve citizens in governance at the neighbourhood or municipal level.

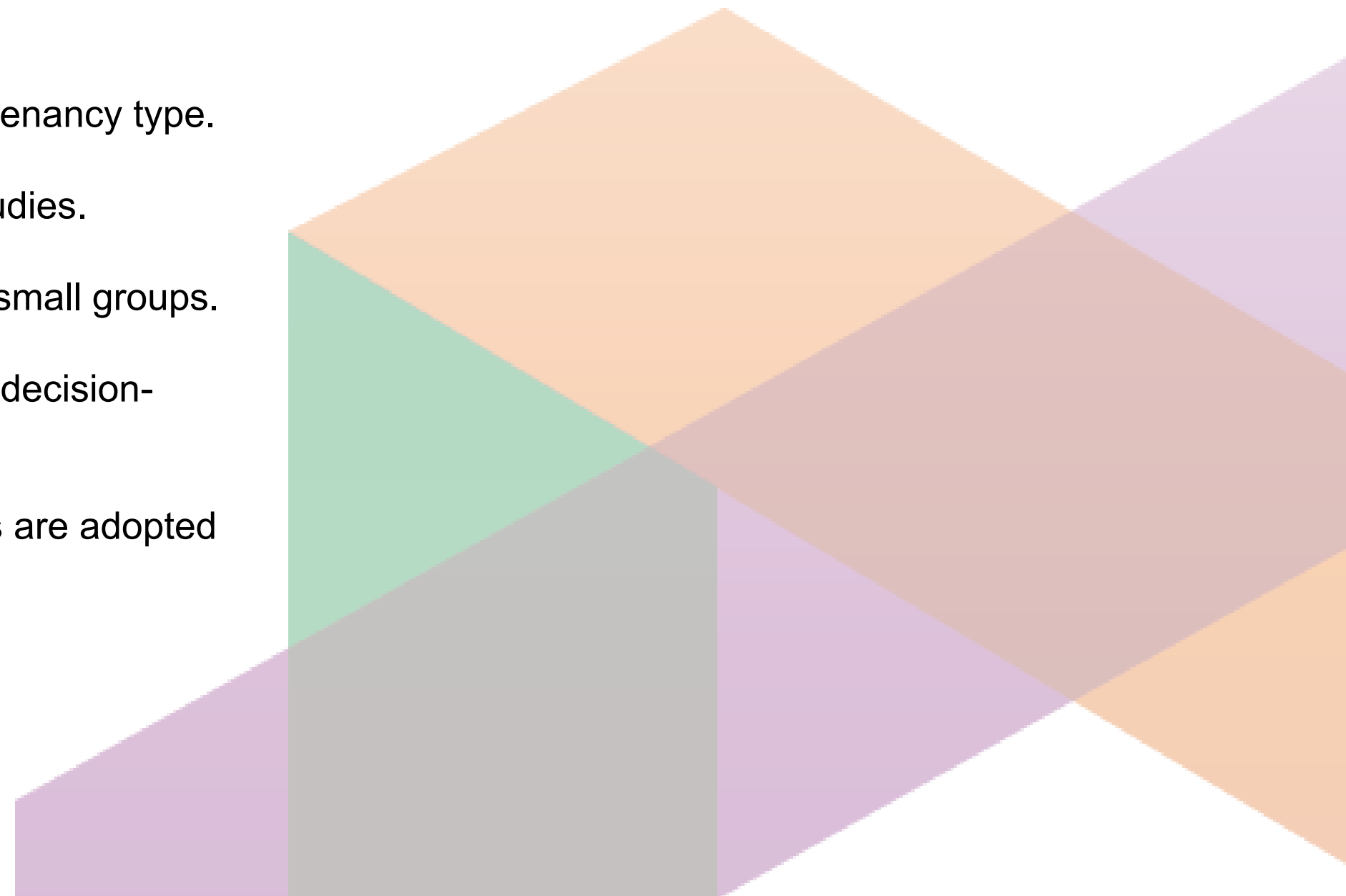
Core Approach:

- **Representative Sampling:** Residents are randomly selected but stratified to reflect the local population.
- **Structured Learning:** Participants receive briefings from experts, local authorities, and community leaders.
- **Facilitated Deliberation:** Small group discussions encourage dialogue, trade-offs, and understanding.
- **Recommendation Formation:** Consensus recommendations or ranked priorities are reported to decision-makers
 -
- **Transparency & Feedback:** Outcomes are publicly shared, showing how citizen input influenced policy.



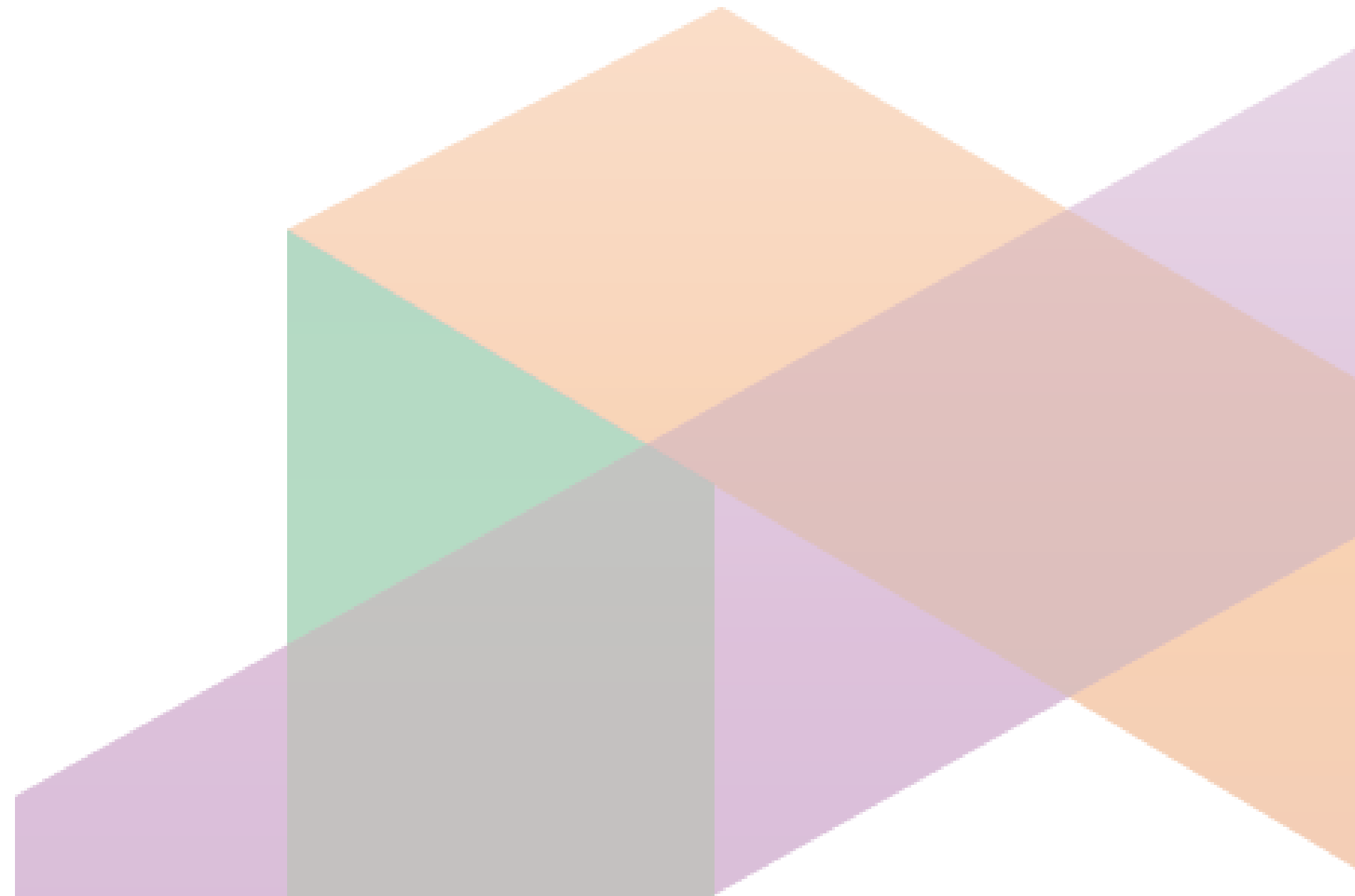
How could it work in housing

- Define Scope:** Select a housing issue (e.g., estate regeneration, service improvement, safety).
- Recruit Participants:** Randomly select tenants, stratified by demographics and tenancy type.
- Provide Briefings:** Share evidence, landlord perspectives, and relevant case studies.
- Facilitated Deliberation:** Residents discuss options, trade-offs, and priorities in small groups.
- Form Recommendations:** Consensus outcomes are produced and shared with decision-makers.
- Feedback Loop:** Report publicly to all tenants, showing which recommendations are adopted and why



Benefits for Social Housing

- Builds trust, legitimacy, and transparency.
- Engages tenants rarely involved in traditional consultation.
- Generates considered, actionable recommendations.
- Creates a model for continuous participatory engagement.



What does success look like

Move beyond attendance numbers to **influence and impact**.

Core measures:

- **Reach** – are diverse voices included?
- **Depth** – do participants shape decisions?
- **Trust** – do people feel heard?
- **Action** – what changed as a result?



Embedding learning

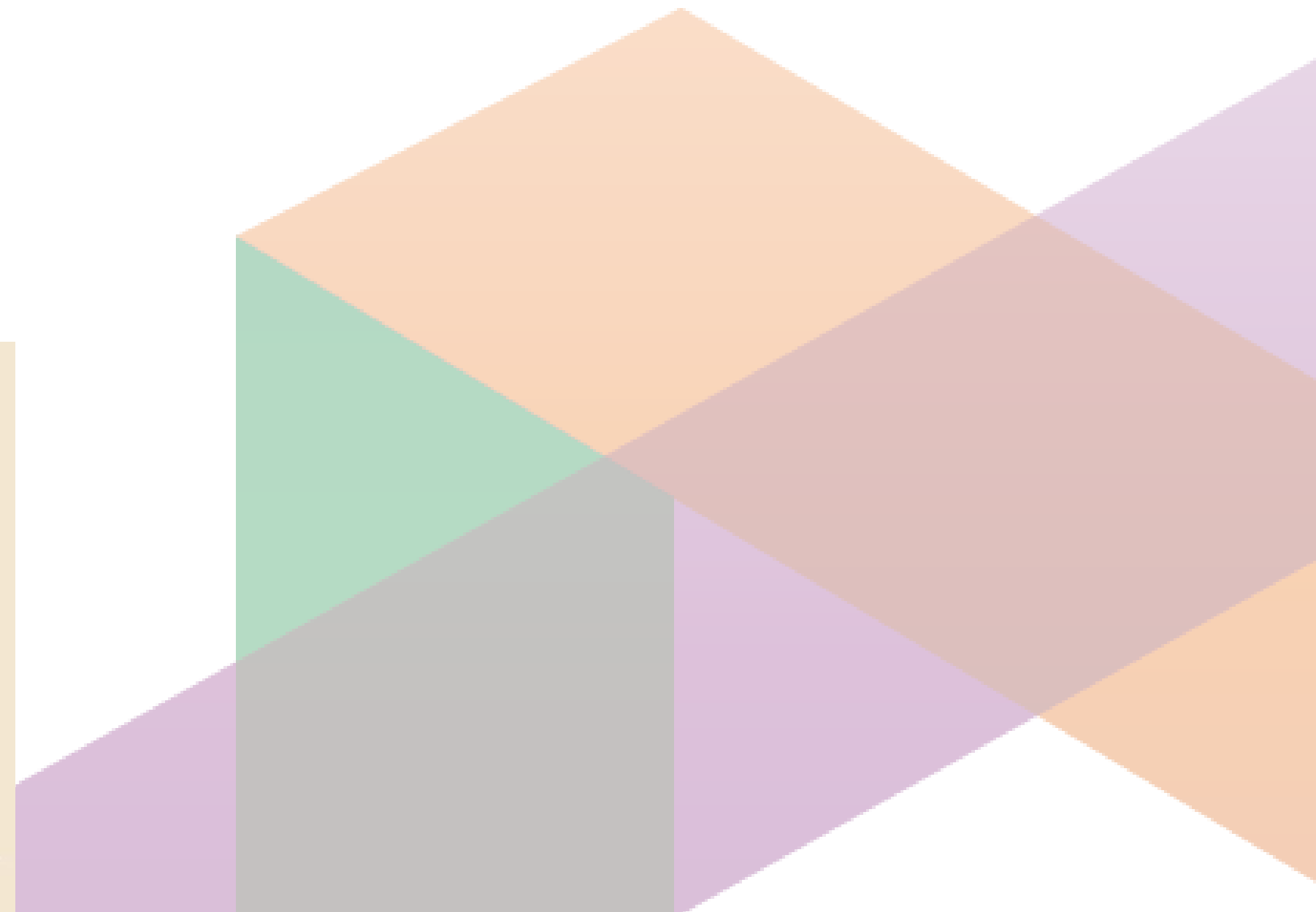
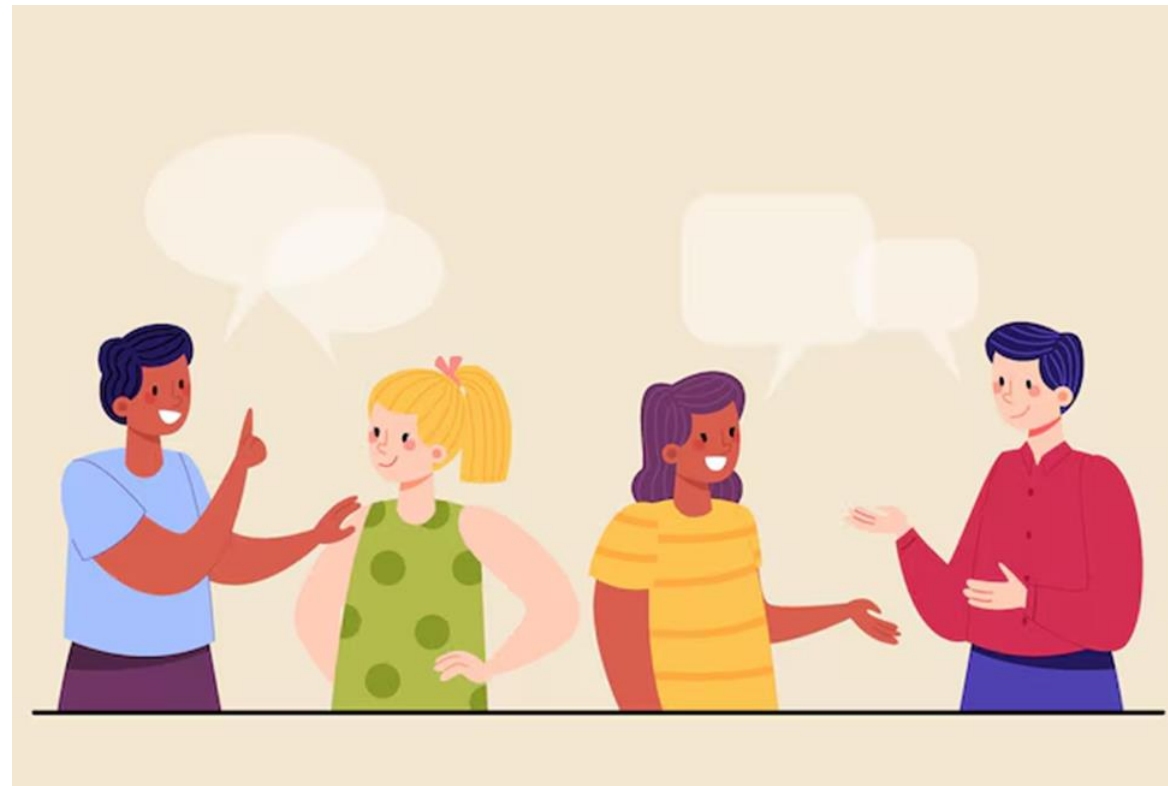
To sustain innovation:

- Build organisational culture that values experimentation.
- Upskill staff in creative and deliberative methods.
- Co-design evaluation with tenants.
- Share impact stories across networks.



Talking Points

In groups discuss what your plans are to energise and innovate your engagement. Is there one action for you in 2026.



Thank You

