

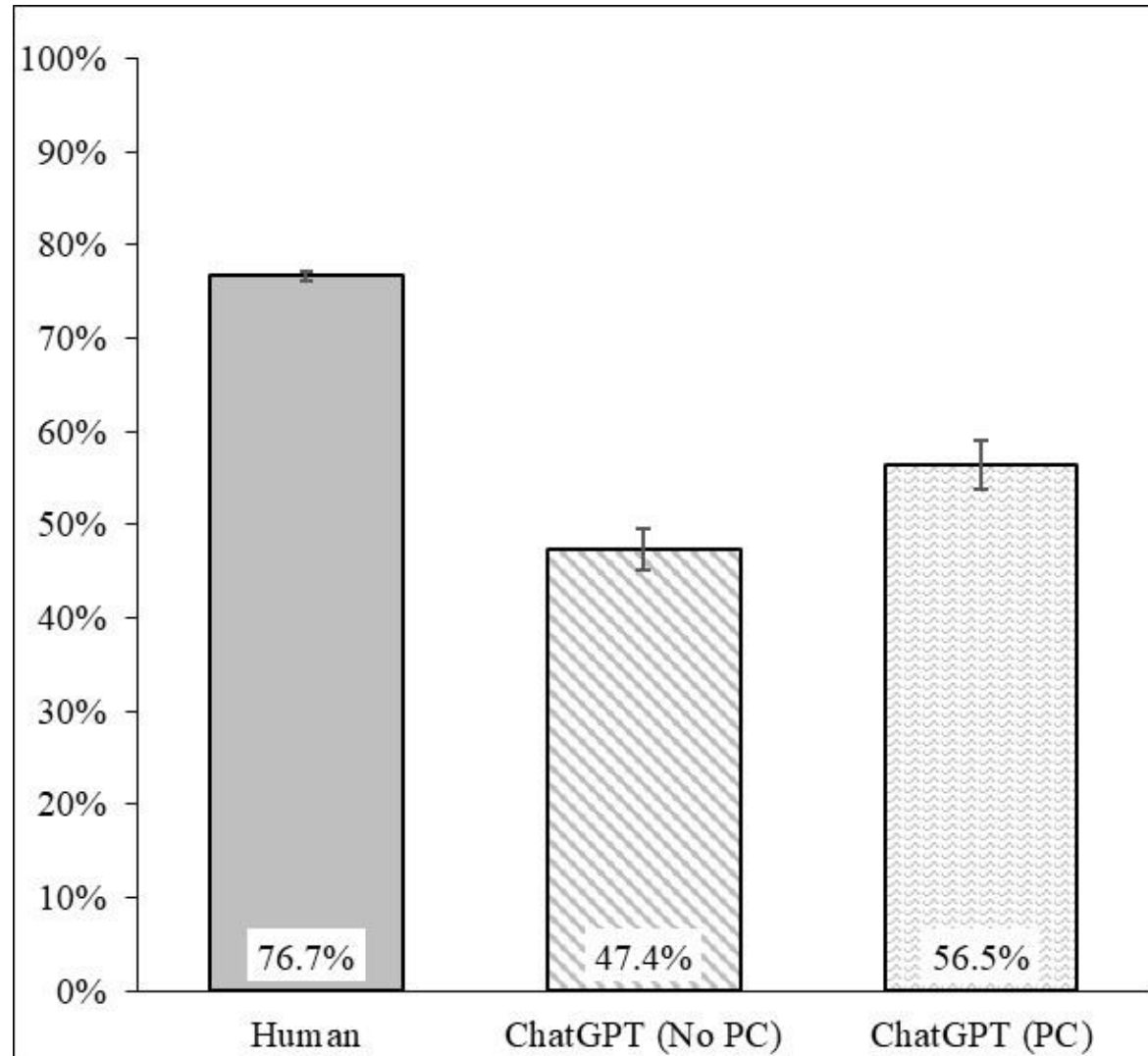
**David A. Wood**  
Brigham Young University

[davidwood@byu.edu](mailto:davidwood@byu.edu)

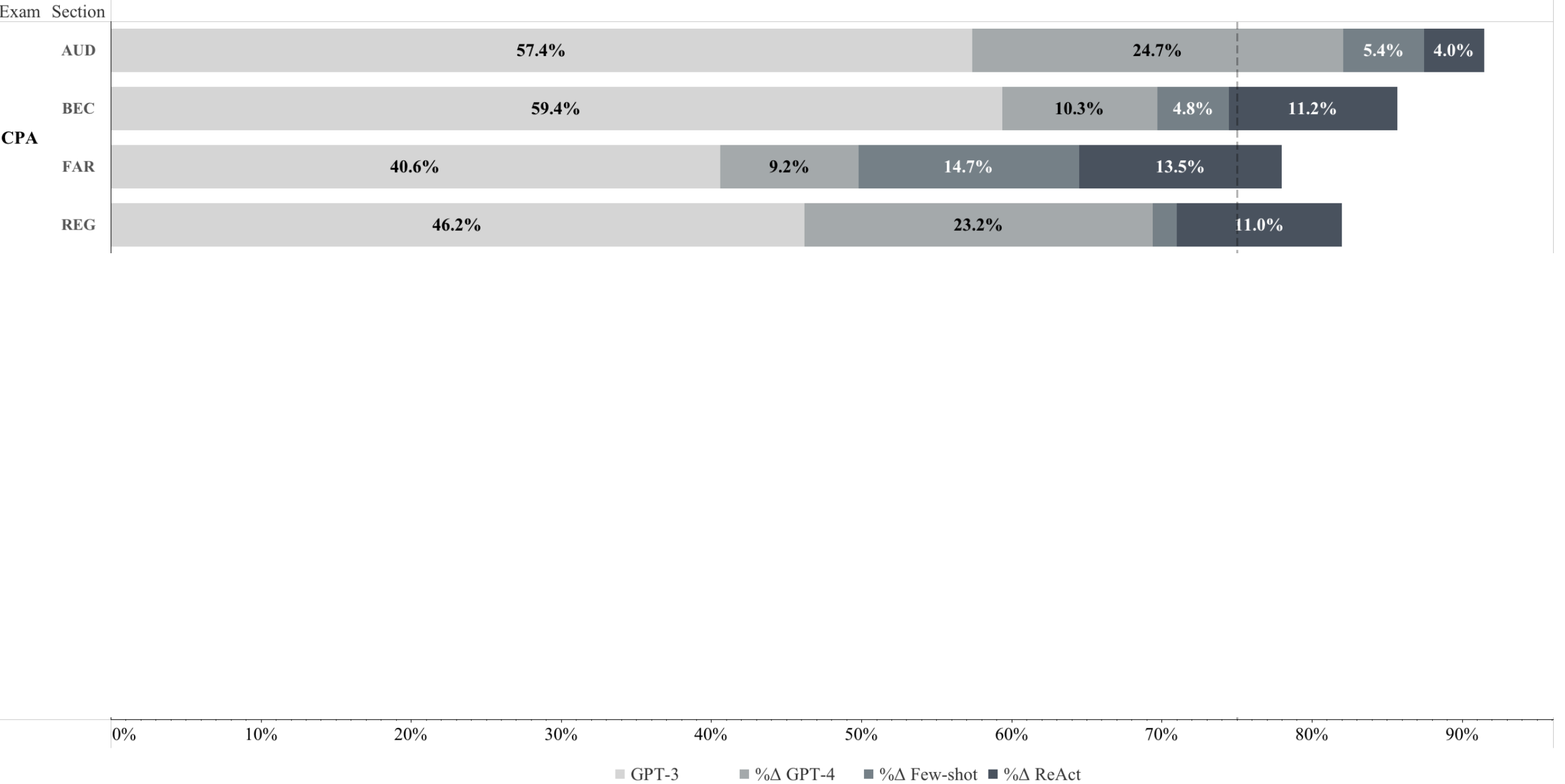
# Generative AI (GenAI) in Audit



# GPT 3.5 – December 2022



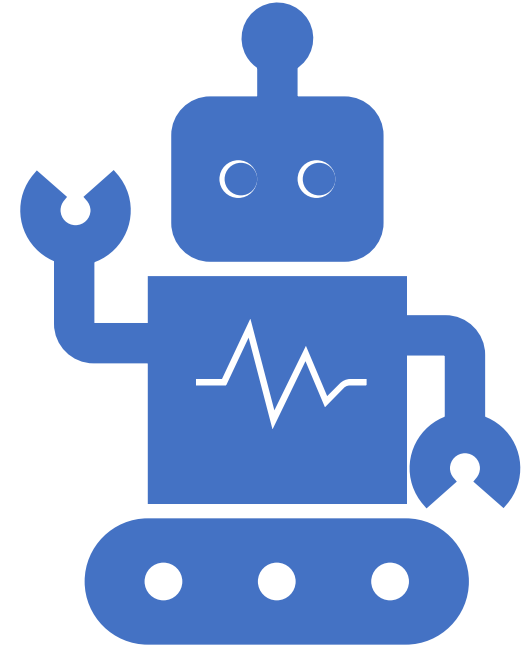
# GPT 4 – March 2023





# Continual Improvement...

- Rate of improvement
  - AI performance compute needed to achieve the same outcome has been halving every 8 months (Confidence Interval: 5 to 14 months)
  - Moore's law for hardware doubles every 2 years





## **Audit Preparation**

Brainstorming risks  
Defining the audit scope  
Drafting audit procedures



## **Field Work**

Interview preparation and summarization  
Researching topics  
Performing audit tests



## **Audit Reporting**

Drafting and editing reports



## **Additional Uses**

Video audit reports

# Suggested Next Steps



CREATE A SMALL TEAM TO  
EXPERIMENT



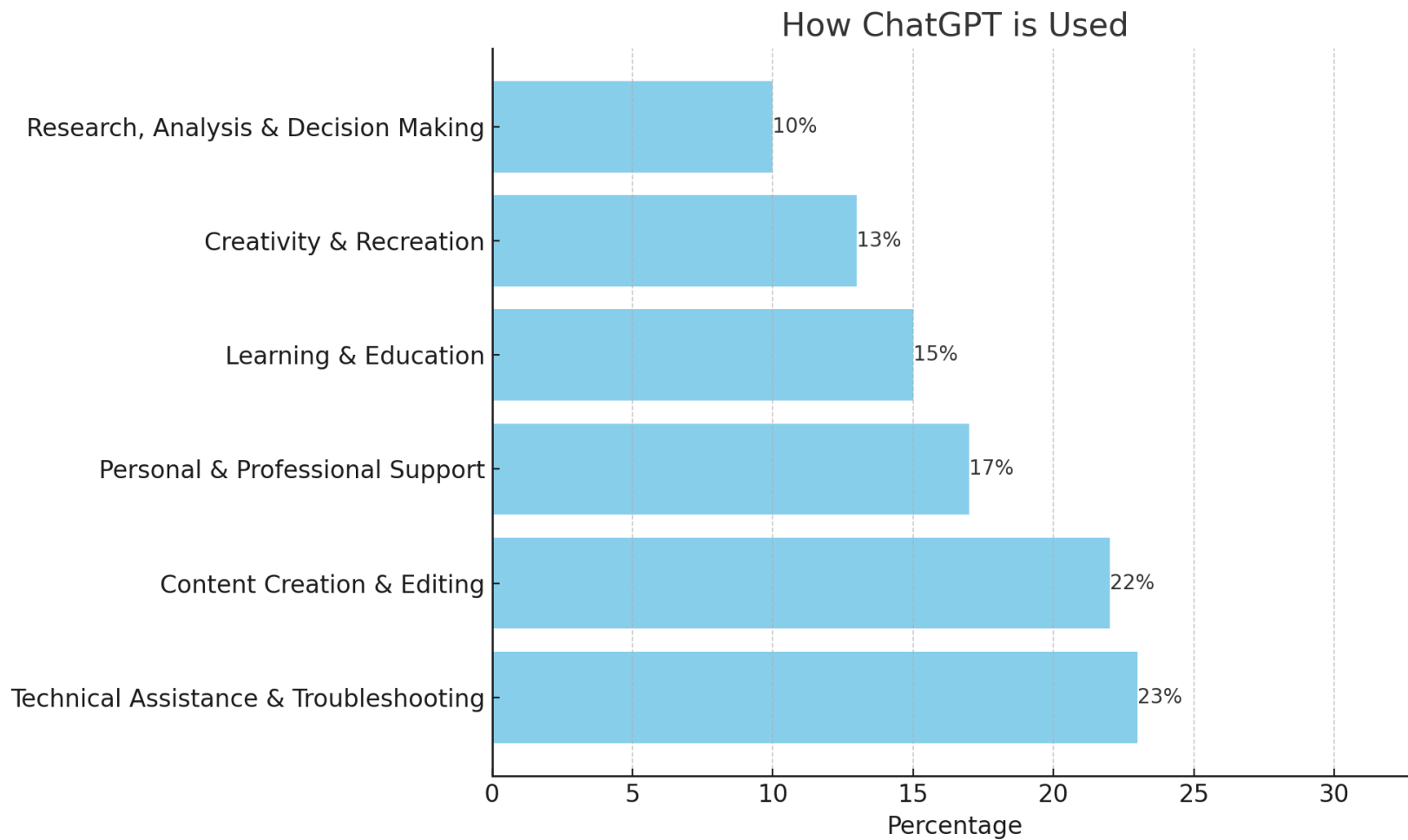
CREATE USE CASES OF  
SUCCESSES AND FAILURES



CREATE A PROMPT  
LIBRARY

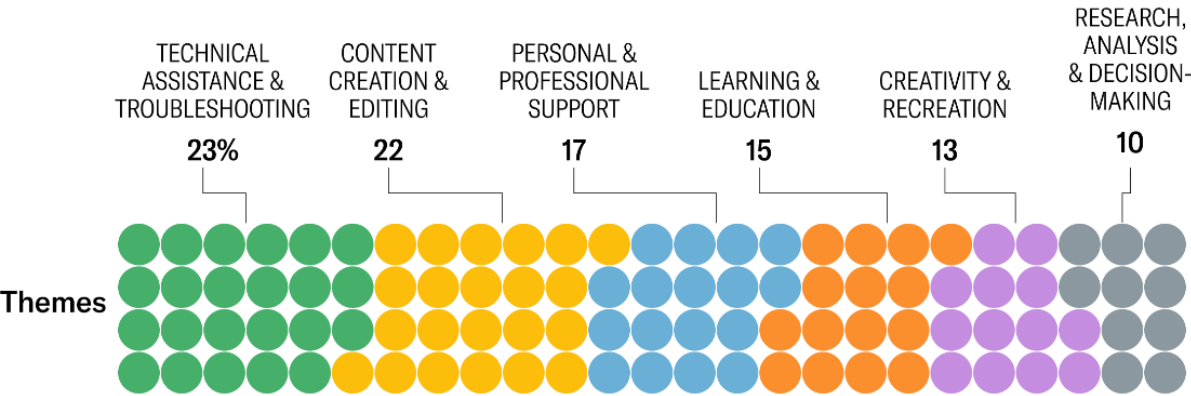


DEPLOY TO ENTIRE  
TEAM/ORGANIZATION



# How People Are Using GenAI

Have people found ways for generative AI to help lighten their workloads, increase their productivity, or think through problems in new ways? To understand how individuals are using the technology, researchers mined web forums like Quora and Reddit, filtering through tens of thousands of posts to identify 100 different use-case categories, which they then organized into six themes.



Categories					
1	Generating ideas	36	Critique & counterargument	71	With MS Office apps
2	Therapy/companionship	37	Knowledge checks	72	Understanding movie plots
3	Specific search	38	Coding for amateurs	73	Coding for a basic video game
4	Editing text	39	Meeting summaries	74	Tracking medical symptoms
5	Exploring topics of interest	40	Cleaning up notes	75	Healthier living
6	Fun & nonsense	41	Explaining legalese	76	Preparing for meetings
7	Troubleshooting	42	Spotting logical fallacies	77	Explaining idioms
8	Enhanced learning	43	Creating a holiday itinerary	78	UX/user story writing
9	Personalized learning	44	Editing a legal document	79	Suggesting code libraries
10	General advice	45	Business advice	80	Writing poems
11	Drafting emails	46	Replying to emails	81	Work buddy
12	Simple explainers	47	Generating code (pros)	82	Editing video transcript
13	Writing/editing CV/résumé	48	Getting past writer's block	83	Motivating yourself
14	Excel formulas	49	Generating a lesson plan	84	Packing for travel
15	Adjusting tone of email	50	Rubber ducking (debugging code)	85	Sampling data
16	Evaluating copy	51	Negotiating a deal	86	Technical use of software
17	Enhanced decision-making	52	Fact-checking	87	For people with ADHD
18	Language translation	53	Career advice	88	Ad/marketing copy
19	Improving code (pros)	54	Practicing difficult conversations	89	Special needs education
20	Drafting a document	55	Seeing blind spots	90	Spotting anomalies
21	Reconciling personal disputes	56	Data entry	91	Building a business plan
22	Summarizing content	57	Legal research	92	Refining prompts
23	Making a complaint	58	Writing job postings	93	For entrepreneurs/startups
24	Recommending movies, books, etc.	59	Strengthening an argument	94	Building a website/app
25	Cooking with what you have	60	Jumping to the useful info	95	Writing blog posts
26	Generating appraisals	61	Generating video	96	Writing a funding proposal
27	Creativity	62	Safe space to ask	97	Writing a press release
28	Medical advice	63	Interpreting song lyrics	98	Editing digital images
29	Generating a legal document	64	Dungeons & Dragons	99	Planning workouts
30	Fixing bugs in code	65	Generating relevant images	100	Project management
31	Drafting a formal letter	66	Data manipulation		
32	Writing & editing a cover letter	67	Homework		
33	Personalized kid's story	68	Writing social media copy		
34	Explaining technical documents	69	Translating code (pros)		
35	Preparing for interviews	70	Realistic web copy		



# Now ChatGPT can do this...

- <https://www.youtube.com/watch?v=Sq1QZB5baNw>

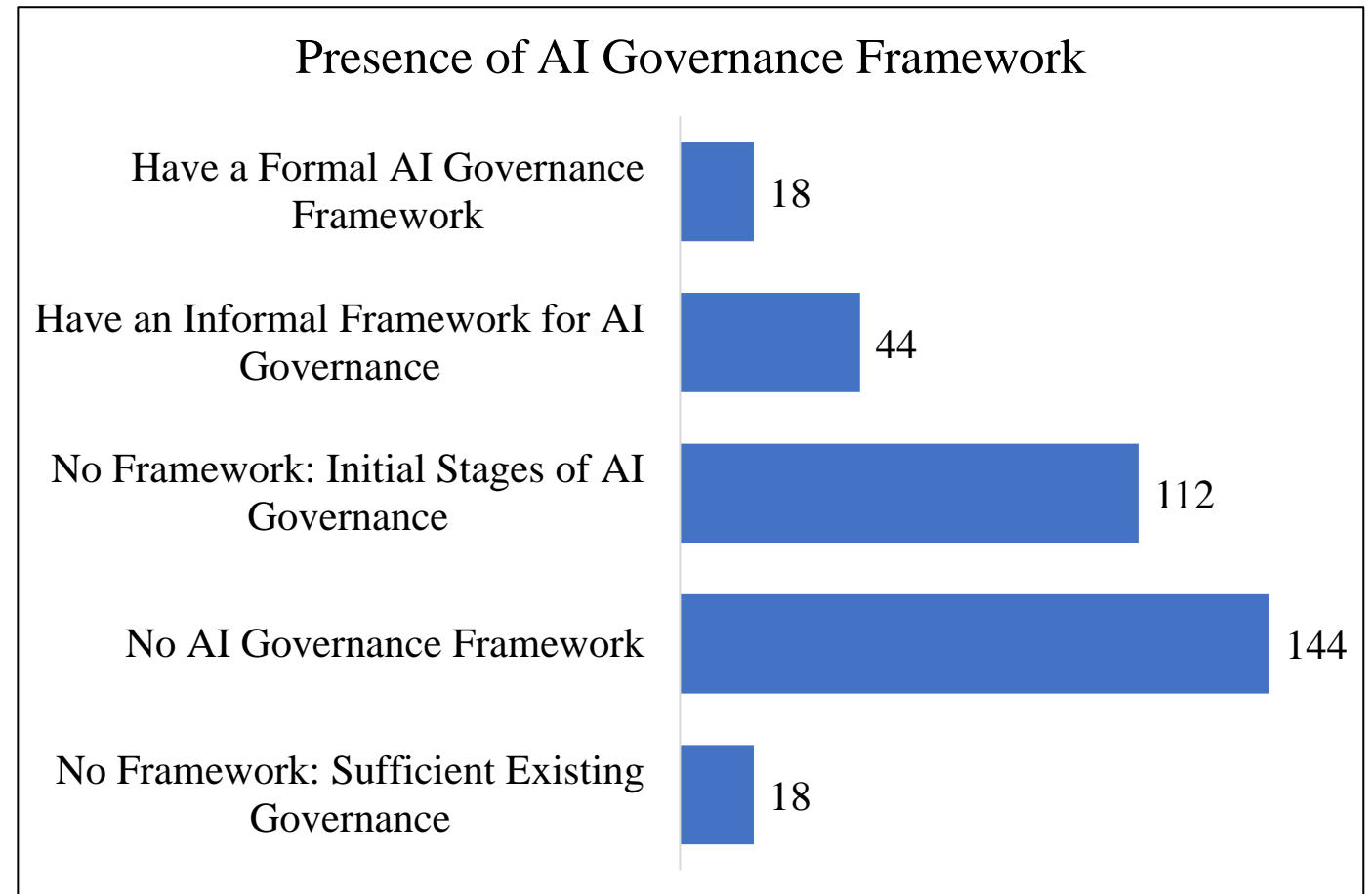
# Need for AI Governance

A total of 336 participants responded to the question “How would you describe your organization’s approach to AI governance?”

Webinar participants came from 314 unique business organizations. Respondent titles included CFO/Controller/Director (115), Manager (80), Analyst/SR/Lead/Supervisor (64), Other (63), and Owner/President/CEO (14).

Respondents came from organizations with the following number of employees 1,000+ (132); 101 to 1,000 (100); 51 to 100 (28); 26 to 50 (20); 11 to 25 (12); 1 to 10 (44).

Respondents indicate they came from industry (184), other (43), accounting services (41), governmental (28), banking/financial services (19), public accounting (8).



# GenAI Governance Framework

## Operational and Technology Management

- Integrate AI into operational processes.
- Manage AI technology and IT security.

## Data and Compliance Management

- Establish processes for identifying, assessing, and mitigating data-related risks.
- Ensure compliance with legal and regulatory standards.

## Transparency, Accountability, and Continuous Improvement

- Ensure transparent and traceable AI decision-making.
- Monitor evolution of AI and update governance practices.

## Human, Ethical, and Social Considerations

- Conduct AI training and manage human resource risks.
- Ensure ethical AI use that mitigates bias.
- Assess and manage reputational and social impacts.
- Assess and manage environmental impacts.





**This is FAKE**



“Deepfake” synthetic media vividly depicts fictitious events with increasing realism.



Fill out short  
survey about  
framework

Help  
Requested





# Benchmarking Data

We will provide free benchmarking data to all participating companies

# Thank you!



Reach out with any comments



[Davidwood@byu.edu](mailto:Davidwood@byu.edu)

Or connect on LinkedIn