

NO LONGER FAR-
FETCHED OR
FUTURISTIC:
NAVIGATING THE ETHICS
OF AI IN COUNSELING

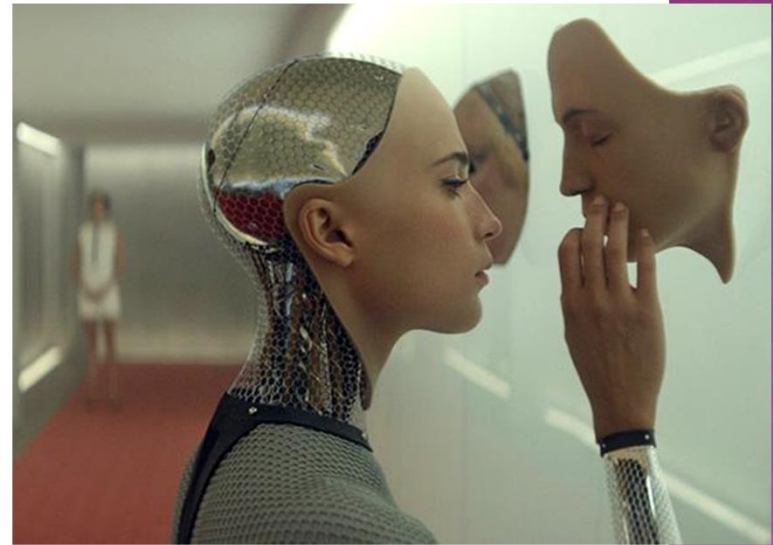
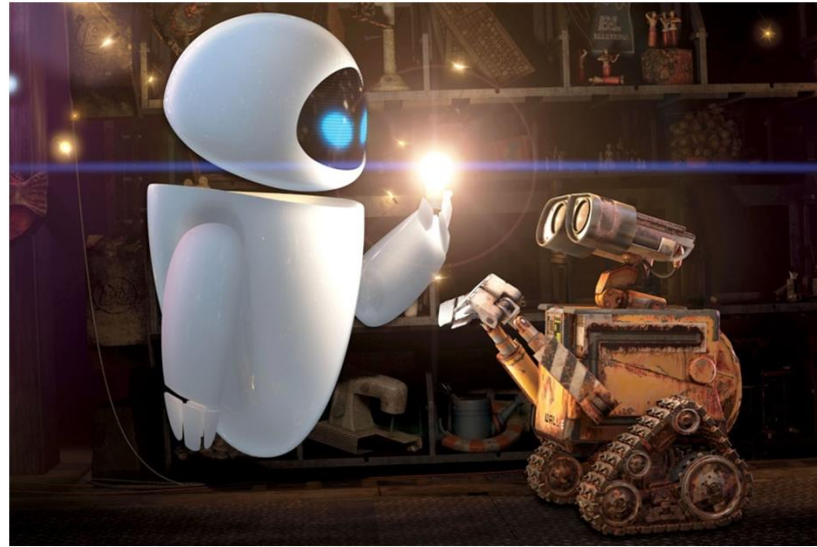
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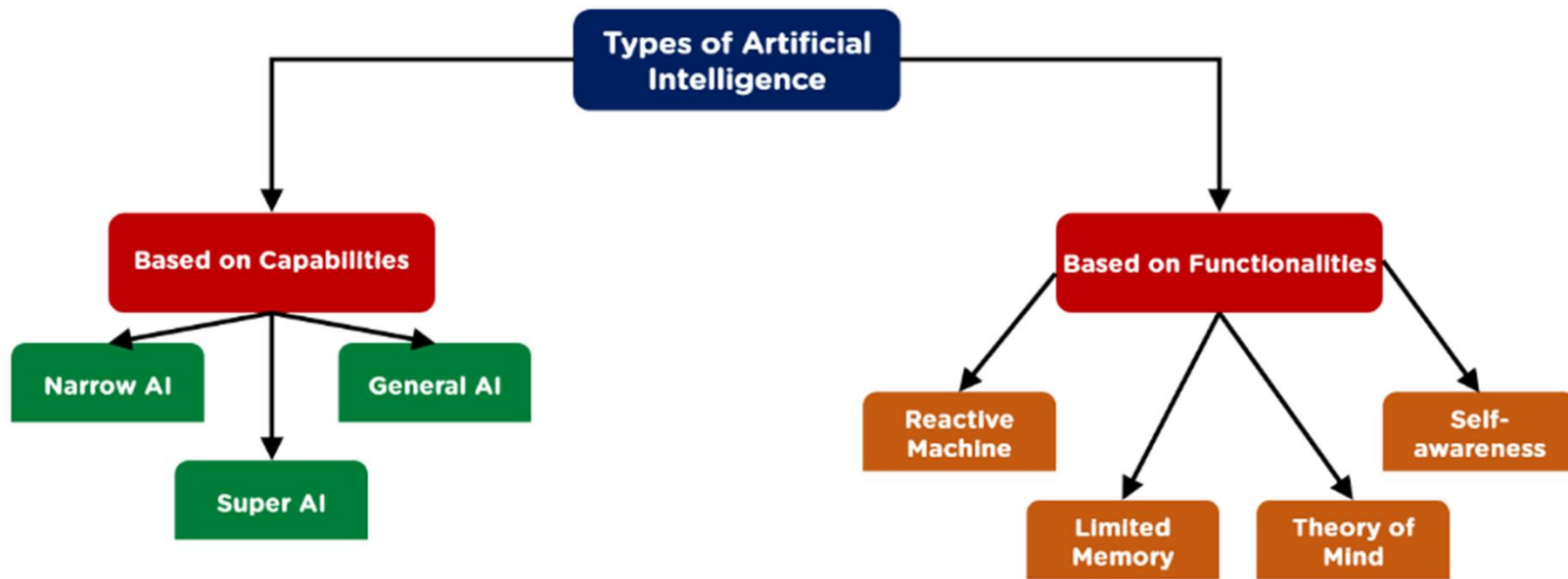
OBJECTIVES

- ◆ Participants of this session will understand the basics of AI. Specifically, they will see how AI can be used by counselors.
- ◆ Participants of this session will be able to identify benefits of using AI in counseling (education, supervision, and clinically).
- ◆ Participants of this session will be able to analyze ethical considerations to help counselors identify and prevent ethical violations.

WHAT IS AI

- ◆ The term ‘artificial intelligence’ means a machine-based system that can, for a given set of human-defined objectives, make predictions, recommendations or decisions influencing real or virtual environments.” *NATIONAL ARTIFICIAL INTELLIGENCE ACT OF 2020*
- ◆ It refers to the simulation of human intelligence in machines that are programmed to think and learn like humans.
 - AI technologies aim to develop systems and algorithms that can perform tasks that typically require human intelligence, such as understanding natural language, recognizing patterns, solving problems, making decisions, and adapting to new information.





- ◆ **Narrow AI (or Weak AI):** AI systems designed to perform specific tasks within a narrow domain, such as playing chess or recognizing faces.
- ◆ **General AI (or Strong AI):** AI systems with human-level intelligence capable of reasoning, problem-solving, and learning across various domains.

NATURAL LANGUAGE PROCESSING

- ◆ NLP focused on enabling computers to understand, interpret, and generate human language.
- ◆ Conversational agents:
 - Chatbots: a computer program that uses artificial intelligence (AI) and natural language processing (NLP) to understand customer questions and automate responses to them, simulating human conversation.
 - Large Language Model (LLM): a type of AI that uses deep learning and massive large data sets to understand, summarize, generate, and predict new content. It is the algorithmic basis for chatbots.
- ◆ These can be broken down further into Menu/button-based chatbots, Linguistic Based (Rule-Based Chatbots), Keyword recognition-based chatbots, Machine Learning chatbots, The hybrid model, and Voice bots.

MACHINE LEARNING

- ◆ Machine learning is a subset of AI that involves training algorithms to learn from data and make predictions or decisions without being explicitly programmed.
- ◆ Types of machine learning: supervised learning (using labeled data), unsupervised learning (finding patterns in unlabeled data), and reinforcement learning (learning through trial-and-error interactions with an environment).

OTHER AI TERMINOLOGY

- ◆ Neural networks: "learn" by adjusting the strengths of connections between nodes based on training data.
- ◆ Computer Vision: AI systems can also perceive and analyze visual data, enabling applications like image recognition, object detection, and facial recognition.
- ◆ Bias: The tendency of an AI system to produce inaccurate or unfair results due to factors such as biased training data or algorithmic biases.



Why do
counselors care
about AI?

WHY DO WE CARE

- ◆ We need to stay relevant and know what are clients are experiencing in the world.
- ◆ It is being used in counseling.
 - More than 10,000 mental health apps
 - Behavior coaching chatbot - pediatric obesity
 - AI driven vocational education
 - Diagnosing
 - Support



CURRENT STATE OF AI

- ◆ AI technology is impacting all aspects of life. Precedence Research report stated that the AI market share in the US alone is expected to reach over 190 billion dollars by 2025.
- ◆ 63% of companies surveyed plan to increase or maintain AI and machine learning spending in 2023 (Verta survey)
- ◆ AI technology is expected to create 12 million more jobs than it is expected to replace
 - Jobs are anticipated to be in high demand with 97 million specialists needed in the AI industry by 2025

BENEFITS OF USING AI

- ◆ Reduce time spent on administrative tasks
 - Automation of rote tasks: Improve processes and workflow
 - Enhance productivity
- ◆ Enhancing efficiency of assessment
 - Process through big data
- ◆ Prediction / detection models for mental health conditions
 - Early intervention and prevention based on data collection and predictive algorithms
- ◆ Reduce human error and helps make informed decisions
- ◆ Personalize healthcare
- ◆ Increased accessibility - availability
- ◆ Reducing stigma around mental health
- ◆ Empowering clients and mental health professionals with information
- ◆ Increase creativity and innovation

AI APPLICATION: PROFESSIONALS

- ◆ Content creation - blog, social media posts, psychoeducation
- ◆ Graphic design - logo, banners, book covers
- ◆ Website design
- ◆ Customer service



AI APPLICATION: CLINICAL

- ◆ Real time translation
- ◆ Text/Audio-based emotional support when not in session
- ◆ Client homework - engaging and dynamic tracking systems
 - monitoring
- ◆ Creativity exercises - mood board, image of complex feelings, etc.
- ◆ Administrative tasks: write notes, schedule clients, supporting diagnosis with transcripts, etc.
- ◆ Dream interpretation (Psychology Today)
- ◆ Art Therapy - expressive creation
- ◆ Emotional analysis based on images created by AI (interpretative feedback)
- ◆ Self reflection of images
- ◆ Digital storytelling - visual narratives or digital stories (communicate in an engaging and compelling manner)



APPLICATION: SUPERVISION & EDUCATION

- ◆ Practice scenarios - use chatbots to simulate case scenarios
- ◆ Developing ideas - treatment plans, self-care, etc
- ◆ Research - transcripts linked to therapy outcomes
- ◆ Research - analyze data
- ◆ Education - Summarizing PDFs, taking notes, highlight key points of documents



ETHICS

CONCERNS WITH AI

- ◆ Fear of job replacement/displacement
 - Lack of skilled individuals and hiring shortage
- ◆ Complexity of AI systems - explainability
- ◆ Lack of governance
 - Legal, ethical, and regulatory challenges
- ◆ Loss of connection
- ◆ Data security - cybersecurity and personal privacy
- ◆ Compliance
- ◆ Misinformation
- ◆ Power and economic inequality
- ◆ Unintended consequences

ETHICAL CONSIDERATIONS

- ◆ Privacy and confidentiality
- ◆ Affinity for technology
- ◆ Accessibility
- ◆ Personalized treatment
- ◆ Managing bias
- ◆ Maintaining human connection
- ◆ Hallucinations - fake data generated by AI
- ◆ Dependence on AI



CODE UPDATES



- ◆ ACA 2014
- ◆ APA 2017 no technology section
- ◆ AMHCA 2020
 - The Use of Technology Supported Counseling and Communications (TSCC) p.6
- ◆ ASCA 2022
 - A15 technical and digital citizenship p. 6
 - A16 virtual/distance school counseling p. 7
- ◆ NBCC 2023
 - Telemental Health pp.13-14
 - Social Media and Technology sections p. 15

COE SECTION A: WELFARE, CONSENT

◆ A1b - records and documentation.

- Counselors take steps to ensure that documentation accurately reflects services provided

- How are you documenting the use of AI in sessions

◆ A2a informed consent

- A2b “counselors explicitly explain to the client the nature of all services provided” (p. 4)... They inform clients of the ... Limitations, potential risks, and benefits of services...

- How does the informed consent process include information about AI ?

COE SECTION A: AVOID HARM

◆ A2c Developmental and Cultural Sensitivity

- “Counselors use clear and understandable language when discussing issues related to informed consent” (p.4)

- ▣ Professional jargon when explaining AI

◆ A4a Counselors Act to Avoid Harm

- Algorithm’s failure to filter out harmful, bias, or inaccurate content

- Biased AI

- Example: AI addiction



COE SECTION B: CONFIDENTIALITY

◆ B1a Multicultural Diversity Considerations

- “counselors hold ongoing discussions with clients as to how, when, and with whom information is to be shared.” (p. 6)

- ▣ Using a new AI and sharing the risks with your client.

◆ B3e Transmitting confidential Information

- “Counselors take precautions to ensure the confidentiality of all information transmitted through the use of any medium.” (p. 7)

◆ B6c Permission to Record

- “Counselors obtain permission from clients prior to recording sessions through electronic and other means.” (p. 8)

COE SECTION C: COMPETENCE

◆ C2 Professional competence

- C2a “counselors practice only within the boundaries of their competence, based on their education, training, supervised experience, state and national professional credentials, and appropriate professional experience.” (p. 7)
- C2b “counselors practice in specialty areas new to them only after appropriate education, training and supervision experience.” (p.7)
- C2d monitor effectiveness. “Counselors continually monitor their effectiveness as professionals and take steps to improve when necessary.” (p. 8)

COE C7 TREATMENT MODALITY

◆ C.7.a. Scientific Basis for Treatment

- “When providing services, counselors use techniques/procedures/modalities that are grounded in theory and/or have an empirical or scientific foundation.” (p. 10)

◆ C.7.b. Development and Innovation

- “When counselors use developing or innovative techniques/procedures/ modalities, they explain the potential risks, benefits, and ethical considerations of using such techniques/procedures/ modalities. Counselors work to minimize any potential risks or harm when using these techniques/procedures/modalities.” (p. 10)

COE SECTION H: TECHNOLOGY

◆ H.1.a. Knowledge and Competency

- “Counselors who engage in the use of distance counseling, technology, and/ or social media develop knowledge and skills regarding related technical, ethical, and legal considerations (e.g., special certifications, additional course work).” (p.17)

◆ H.2.c. Acknowledgment of Limitations

- “Counselors inform clients about the inherent limits of confidentiality when using technology. Counselors urge clients to be aware of authorized and/ or unauthorized access to information disclosed using this medium in the counseling process.” (p. 18)

◆ H.4.a. Benefits and Limitations

- “Counselors inform clients of the benefits and limitations of using technology applications in the provision of counseling services. Such technologies include, but are not limited to, computer hardware and/or software, telephones and applications, social media and Internet-based applications and other audio and/or video communication, or data storage devices or media.” (p. 18)

COE SECTION H: TECHNOLOGY

◆ H.4.c. Technology-Assisted Services

- “When providing technology-assisted services, counselors make reasonable efforts to determine that clients are intellectually, emotionally, physically, linguistically, and functionally capable of using the application and that the application is appropriate for the needs of the client. Counselors verify that clients understand the purpose and operation of technology applications and follow up with clients to correct possible misconceptions, discover appropriate use, and assess subsequent steps.” (p. 18)

◆ H.5.a. Records

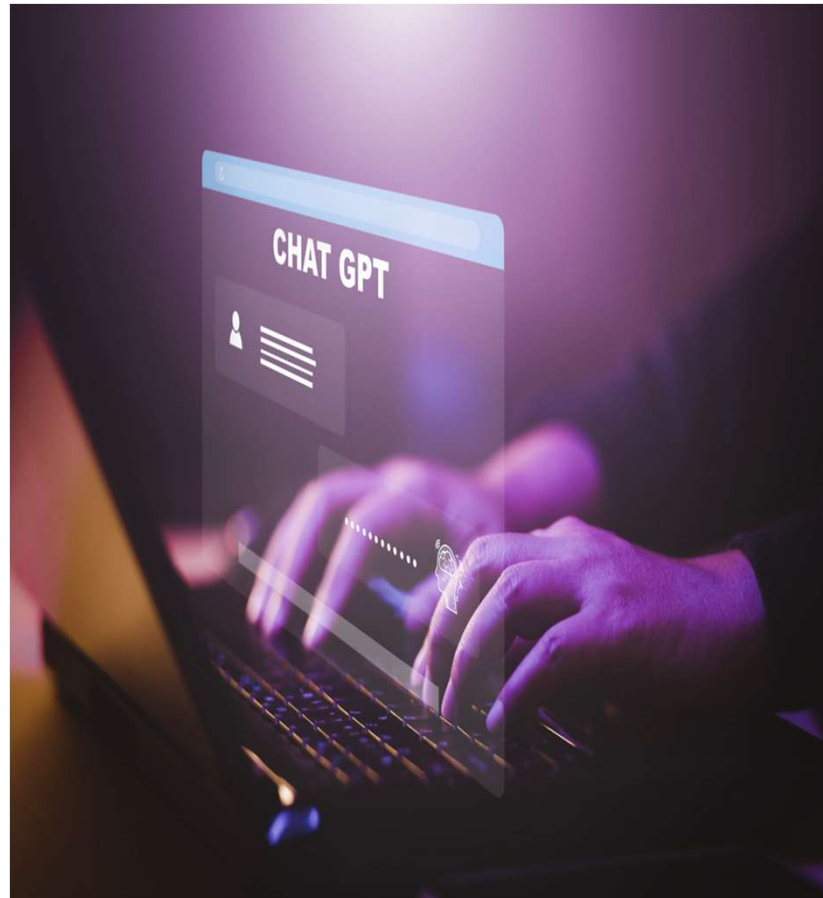
- “Counselors maintain electronic records in accordance with relevant laws and statutes. Counselors inform clients on how records are maintained electronically. This includes, but is not limited to, the type of encryption and security assigned to the records, and if/for how long archival storage of transaction records is maintained.” (p. 18)



APPLICATION

PROMPTS FOR CHAT GPT

- ◆ CO-STAR - context, objective, style, tone, audience, response
- ◆ RISEN - role, instructions, steps, end goal, and Narrowing
- ◆ CARE - context, ask, rules, and examples



CASE EXAMPLES

- ◆ Jonathan was recently laid off from work. He is interested in changing careers but fears that he will not be able to secure employment due to AI.
 - AI is used in many industries: auto industry, healthcare, retail, tourism, real-estate, architecture, interior design, recruitment, entertainment, education, art and design, fitness, marketing, law enforcement, etc.
- ◆ Jasmine calls the crisis hotline due to suicidal ideation. As she talks to the hotline worker as an AI program is recording the call. This program is trained to help the hotline worker. As Jasmine uses certain words, recommendations for responses are provided to the crisis counselor provide appropriate responses.
 - These responses can be tailored based on Jasmine's characteristics.

CASE EXAMPLES

- ◆ Josiah is experiencing anxiety symptoms. He asked if you have any resources that he can use between sessions should he have another panic attack.
 - One of the resources that you provide is Tess, a chatbot that is available 24/7 to support people who have anxiety.
- ◆ Allison is working to track her mental health symptoms, as a way to increase insight and identify possible precipitating events.
 - You mention that she can use her wearable data to help in documenting symptoms (amount of sleep, heart rate, etc.).

CASE EXAMPLES

- ◆ Kelvis is starting a supervision practice and uses AI to research supervision structure.
 - Create a mental health supervision contract including information about _____, _____, _____...
 - Develop a list of ethical issues that can be explored in supervision of a student who is training to be a mental health counselor.
- ◆ Juan's supervisor asked him to include more holistic options in his treatment plans.
 - Juan uses Chat CPT to explore holistic options appropriate for his client.
 - ▣ Prompt: Create a holistic mental health treatment plan including objectives that align with CBT. Make the goals and objectives relevant to a 30 year old immigrant from Kenya.



WHAT NOW?

MOVING FORWARD

- ◆ Destigmatize AI
 - Catastrophizing, black and white thinking, etc.
- ◆ Attend trainings
- ◆ Dabble ... Practice
- ◆ Change the informed consent
- ◆ Three-stage process (Stade, 2023)
 - Perform simple concrete tasks to support therapist's work
 - AI makes suggestions but humans tailor it and make final decisions
 - AI manages clinical interaction with patient and takes care of billing and appointment scheduling

RESEARCH THESE TOOLS

- ◆ Wysa chatbot - not generative AI, statements approved by actual therapists
 - FDA approved
- ◆ Eleos - listens to sessions, takes notes, highlights themes
- ◆ Lyssn - evaluates providers on their adherence to evidence-based protocols
- ◆ ieso - text based CBT via an AI-enabled platform
- ◆ Craiyon - image generator based on words
- ◆ Woebot, Tess - chatbot to provide emotional support
- ◆ Breathhh - chrome extension delivers mental health activities based on user activity and behavior

RESEARCH THESE TOOLS

- ◆ Sanvello - mood trackers, relaxation techniques
- ◆ Youper - engages in conversation to gauge mental state and provide solutions
- ◆ MindDoc - tracks mood, reinforce positive strategies,
- ◆ Others: Replika, MoodMission, Together AI, Ladder, Kintsugi, Calm, Rootd, MindShift CBT, Happify

TAKE AWAYS

- ◆ AI holds tremendous promise in enhancing various aspects of our practice, including education, supervision, and direct clinical interventions. Transformative potential of AI can improve client outcomes, streamline processes, and augment our capabilities as counselors.
- ◆ Use it to sustain, heal, correct and empower rather than exploit, divide or control
- ◆ Focus on accountability, accessibility and collaborative process
- ◆ Ethics: seek consultation and supervision
- ◆ Document, document, document

RESOURCES

- ◆ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10230127/>
- ◆ **Vocabulary:**
<https://www.telusinternational.com/insights/ai-data/article/50-beginner-ai-terms-you-should-know>



BOOKS

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