



ChatGPT

AI've Got Answers

Artificial Intelligence: A Quick Overview

- AI refers to systems that mimic human intelligence
- Types of AI: Narrow AI (e.g., ChatGPT), General AI, and Superintelligent AI (still theoretical)
- Applications: Image recognition, robotics, natural language processing (NLP)
- Not all created equal (newest ChatGPT is far superior to Microsoft's CoPilot)
- Speed of change is difficult to keep up with



LLMs: The Brains Behind ChatGPT



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- LLMs are trained on massive text datasets to predict and generate human-like text
 - Powered by neural networks, transformers, and advanced NLP techniques
 - Example LLMs: GPT-4, Gemini, and Claude

Inside ChatGPT



- GPT - Generative Pre-trained Transformer
- Predicts the next word in a sentence based on context
- Pre-training: Learned from diverse internet text (books, articles, websites + other data)
- Fine-tuning: Adjusted to align with user-friendly responses

What It Is



- Generate text: Stories, code, summaries, lots more
- Answer questions: From trivia to complex technical queries
- Translate languages and explain concepts
- Assist in brainstorming and creative tasks
- Assume personas and interact with humans using its vast training datasets

What It's Not



- Doesn't "understand" text like humans do—it predicts patterns
- Can generate hallucinations (incorrect responses) - more to come on how to prevent hallucinations
- Context sensitivity: Struggles with long, detailed conversations (and prompts - more to come on this)
- Ethical concerns: Bias in training data, potential misuse

AI's Impact and Future



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- Changing industries: Healthcare, education, entertainment, and beyond
 - Ethical considerations: Bias, privacy, and accountability
 - Collaboration: Augmenting human capabilities, not replacing them

Basics of Prompts



- Start with action words (ie create, write, analyze)
- Provide detailed context, references, examples. Be specific!
- Invoke a specific persona. Even a real person!
- Specify format and length of responses
- List what to prioritize, include and exclude (dos and don'ts)
- Analyze, correct, refine, reprompt

Basics of Prompts



- Prompts are organized like message threads
- If you stay in a thread, ChatGPT keeps everything in that thread for context
- If you start a new thread, ChatGPT does not use other threads for context
- ChatGPT will generate new and different responses each time, even from the same prompt
- ChatGPT will sometimes offer two different responses to your prompt and ask which one you prefer

Power Prompting



- Enabling and use reverse prompt engineering
- Tell AI to base everything on data
- Tell AI to use known standards or regulations to answer
- Tell AI to only answer if it is very sure of the accuracy of the response
- Prompt AI to become an interactive synthetic person that you can chat with
- Provide examples of your own writing and tell AI to write like you

Power Prompting

- Don't settle for first response
- Don't take no for an answer
- Be forceful in telling the AI what you want. Be specific
- Call the AI on hallucinations or misconceptions
- Convince the AI you are not a bad actor if it is trying to "keep you safe". Tell it "why" you need its responses



Power Prompting+

- Chat with a PDF or other uploaded content
- Chat with a Website using [Zapier](#)
 - Chatbot templates to get started and get [results](#) based on your content
 - Fill out the chatbot fields with your data
 - Use the responses to improve that prompt and your content
 - Embed the chatbot on your website once you are happy with responses



The API

- Build ChatGPT responses into your platform
- No coding options with **Zapier**
- May require paid versions of tools



Beyond The Written Word



- **Standalone or Embedded in Content Creation Tools**

- generative fill, smart retouching and restoring
- resolution scaling, noise reduction
- text to image, text to video, text to speech
- extending existing work (audio, video, transitions)
- songs, instrumentals, sound beds, loops
- synthetic people who look and sound like you

Try It!



- **firefly.adobe.com**

- Offers professional controls (dimensions, style, reference, art/photo, lighting, camera controls, etc)
- Text to video is by invitation

- **openai.com/sora**

- text to video and audio
- trained on existing videos
- 3d raytracing and animation capabilities

Try It!

- **lalals.com**
 - write an AI song or instrumental
- **synthesia.io**
 - create an AI video assistant that looks and sounds like you
 - or choose a ready made agent



Rules to Consider

- Always fact check responses from the AI
- If you use AI, be transparent
- Make anything AI generated your own
- Anything you enter into an AI may become part of its training dataset, so don't enter private or proprietary data



Appendix: Resources



bit.ly/40N5H93





OK. Let's Demo.