



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 (try for yourself but try ChatGPT, Perplexity, Gemini, and Claude)
- Speed of change is difficult to keep up with



LLMs: The Brains Behind ChatGPT

- LLM = Large Language Model
- LLMs are trained on massive text datasets to predict and generate human -like text
- Powered by neural networks, transformers, and advanced NLP techniques



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
- Additional context with real time web searches



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
- Even assume roles of full blown advisors

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, privacy

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
- Tell the AI to grade its own responses based on level of confidence in them being true



Power Prompting+

- Chat with a PDF or other uploaded content
- Create custom GPTs and save for repeated use
- Ask for crazy stuff – upload unreadable images of tombstones and ask the AI to bring out the text, upload images of plants and ask for an ID and if they look healthy – there are no limits
- Chat with a Website by feeding the LLM a specific URL
 - Chatbot templates to get started and get [results](#) based on your content



No Coding App Builders

- Try one of the best with [Bolt.new](https://bolt.new)
- Get an API code to connect an LLM to your app (see next slide)
- Use prompts just like in a chatbot and watch the AI build your app in realtime
- Test your app, tell the AI to fix the bugs or refine your app
- Deploy it to the web



LLM APIs

- An API is the interface that let's your app interact with an LLM
- You can get a free API code and use an open source LLM at [Together.ai](https://together.ai)
 - Together.ai allows you to use many different LLMs - some free and some not free
- Need better output? Sign up for an account at [OpenAI](https://openai.com)
 - Add some credits (\$5 is plenty to start)

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
- finish unfinished stories maintaining the author's style

Try It!

- openai.com/sora
 - text to video and audio
 - trained on existing videos
 - 3d raytracing and animation capabilities
- [Nano Banana](#)
 - astonishing image creation tools



Try It!

- lalals.com
 - write an AI song or instrumental
- synthesia.io
 - create an AI video assistant that looks and sounds like you
- [see if you can tell AI from human writing](#)



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.