

NATIVA

AI PROMPTING

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SIGNING UP FOR CHATGPT

SCAN ME



Or go to chat.openai.com

WHAT IS AI?

AI: Computer systems simulating human intelligence.

Learning: AI improves through data analysis.

Applications: Used in virtual assistants, image recognition, and more.

Types: Narrow AI (specific tasks) and General AI (human-like abilities).

Impact: Raises ethical considerations and societal implications.

NATURAL LANGUAGE PROCESSING



AI processing human language.



NLP enables computers to comprehend and interpret text.



Used in chatbots, language translation, sentiment analysis.



Involves machine learning, deep learning, and linguistic rules.

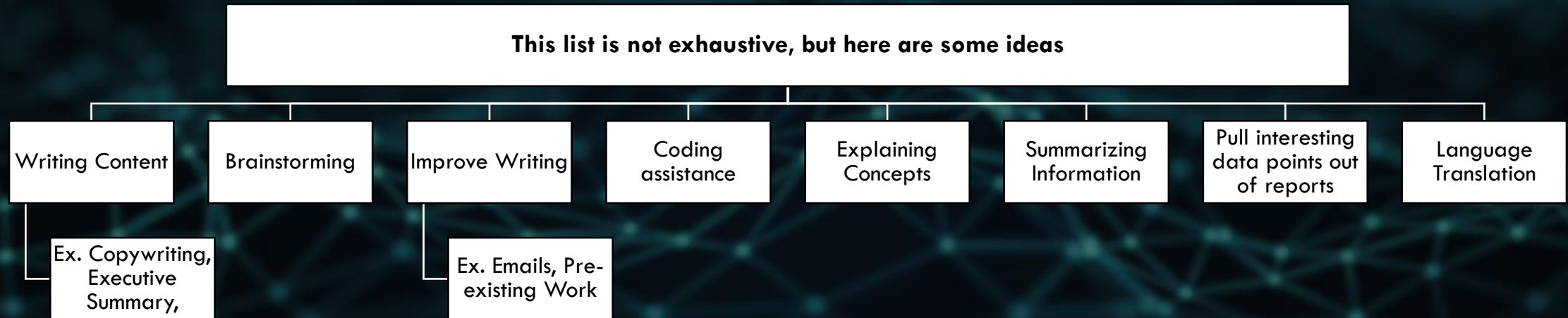


NLP has made significant progress in recent years.

WHAT IS CHATGPT?

- ChatGPT is a large language model developed by OpenAI
 - GPT stands for *Generative Pre-trained Transformer*
- The model is "***unsupervised,***" meaning it doesn't require *labeled data* for training
- ChatGPT excels in *natural language processing* tasks and *context-aware responses*
- OpenAI has released different versions of ChatGPT with increasing capabilities
 - GPT 3.5 is the current free version, GPT 4 is the paid version

HOW IT CAN HELP



TIPS AND IDEAS ON WRITING PROMPTS

HERE ARE SOME TIPS FOR CREATING GOOD CHATGPT PROMPTS:

- Be specific and avoid broad or ambiguous topics.
- Include helpful and relevant information upfront.
- Highlight what information to include and exclude.
- Use action-oriented verbs like "write", "explain", "find", "generate", or "list".
- Talk to ChatGPT like it's human.
- Be descriptive and clarify what you want, down to even the most minute details.

TIPS AND IDEAS ON WRITING PROMPTS CONT

INCLUDE LOTS OF BACKGROUND AND SUPPLEMENTAL MATERIAL. SUCH AS:

- Details about who you are and what you do
- A profile of the audience you're trying to reach with the generated output
- Feedback on what you did and did not like about previous iterations
- How long you want ChatGPT's answer to be
- Any specific tone, emotion, or keyword you want it to use in its response

<https://www.upwork.com/resources/how-to-write-chatgpt-prompts>

ADV. TIPS AND IDEAS FOR WRITING PROMPTS

- Edit inputs when responses are off
 - Use the thumbs up or down button to improve responses
- Assign AI a role
- Use Prompt Chaining
- Include a sample text for formatting to enhance response

EXAMPLE



TRY IT OUT NOW

- TRY:
 - “Write a polite email to thank people for attending the AI Integration: Transforming Business Practices for the Future masterclass and hoping they got value out of it. As promised attached are the exercises and resources Eric and Britton went through during the event. We hope you found them useful. Next month, our masterclass will be held on October 26th”
 - “Write a blog post about strategies for expanding website traffic. Break this post into 4 major ideas to be uploaded on [**Company Name**]'s website. *Add additional context here.*”
 - “System: You are a sales expert starting a new project with me, your prospect.
User: What are some questions you would like to ask me to get started with a new project?”
 - “How do I add a border to the right side of every fifth column in Excel?”

LIMITATIONS

- Chats remember everything
 - Can get caught on an older idea
 - Can start to break down with longer chats
- ChatGPT has a limited knowledge frame
 - Limited knowledge of world and events after 2021
- AI can be inaccurate
 - Not recommended to take all that it says at face value
 - Not a strong source of research
 - If using for research, I recommend asking for the source to check
- Sometimes Struggles with Counting
 - Sometimes will ignore assigned # limit, such as character/word count
 - Problem with ChatGPT3.5 more than upgraded version

PROMPT CHAINING

- Using the output from one Chat as input in a new Chat
 - Ex:
 - *“Create a two-paragraph summary of this blog post: [INPUT TEXT].”*
 - *“Turn this text into a Twitter thread with at least six tweets, but no more than nine: [INPUT CHATGPT RESPONSE #1]”*
 - *“Turn these tweets into a script for a 60-second TikTok video: [INPUT CHATGPT RESPONSE #2]”*

ASSIGNING A ROLE

- ChatGPT uses its own Markup Language—ChatML
 - General format of this style can be used to tailor AI responses
- Roles:
 - *System*: the personality of the AI
 - *User*: the response of the person interacting with the AI (aka you)
 - *Assistant*: the response of the AI
- End “*System*:” inputs with a prompt from “*User*:”

NATIVA TEAM EXAMPLES

Q/A Coming up

Practice some prompts
during this section

ERYN



“I use it to help me convert data into legible paragraphs, I love it because Chat GPT adds depth to the data to help people understand what they are looking at!”

E

convert this into a paragraph:

California Institute of Technology — 39.9%
The University of Hawaii at Manoa — 39.6%
San Diego State University — 37.6%
University of the Pacific – 36.9%
The University of Texas at Dallas — 32.7%



The listed universities demonstrate a commitment to gender diversity in their student populations. California Institute of Technology leads with 39.9%, followed closely by the University of Hawaii at Manoa with 39.6%. San Diego State University maintains a substantial female representation at 37.6%, while the University of the Pacific stands at 36.9%. The University of Texas at Dallas also shows significant strides towards gender diversity, with a representation of 32.7%. These universities' efforts in promoting gender equality contribute to fostering an inclusive and supportive academic environment for all students.

JOSH



“Your goal is to write a 1 page scrip for a dystopian introduction scene for a Lorax sequel. The scene will be a monologue from the Lorax as the camera pans over all of the amazon fulfillment centers.

You will write two lines, then stop, I will then approve, disapprove, or suggest alterations to each lines.



Title: The Lorax 2: Echoes of Thneedville

(Scene opens with haunting music as the camera slowly pans over the desolate landscape of the Once-ler's former residence. The sky is tinged with shades of gray, and the once lush Truffula trees are nowhere to be seen. As the camera continues its journey, it reveals the towering Amazon Fulfillment Centers, massive warehouses that dominate the horizon.)

Lorax (voiceover): Once, this land was a vibrant paradise, a symphony of colors and life. But greed took root, and Thneedville's legacy haunts us still.

(The camera zooms in on one of the Amazon Fulfillment Centers, revealing the relentless hustle and bustle of machinery, conveyor belts, and packages being sorted and shipped. The sky above the center is obscured by a thick layer of pollution, and there's an eerie silence, broken only by the sounds of mechanization.)

Lorax (voiceover): (cont'd) Progress they called it, a race towards convenience, but at what cost? The very air we breathe is tainted by the avarice that brought us here.

[Please let me know your thoughts on these two lines.]



Can the lorax start off more gritty like a batman film



Lorax (voiceover): (Gritty tone) Once, this land was a vibrant paradise, a symphony of colors and life. But then came the darkness, the relentless march of progress, and Thneedville's legacy haunts us still.



CELINA



“Chat GPT has helped me a lot as a former student as well as an employee. When I was a student, I sometimes struggled with brainstorming, and I would ask Chat GPT to come up with ideas for different projects when I felt like my ideas were not creative enough. It really made a difference for me, and it helped me have an open mind in terms of ideas or how to solve problems. As an employee, **Chat GPT has helped me by giving suggestions about which words to use that sound more professional, as someone who is not a native English speaker.**”

COOL AUNT EXAMPLE

In order to create blogs for a health organization, our team broke the process into multiple steps:

1. Ask ChatGPT to write a blog post on a specific health topic
2. Copy, edit, and clean up the response
3. Start a new chat where each paragraph was independently fed into the chat with the prompt “write it as if the cool aunt write it:”
4. Copy each paragraph back together and make any final edits

write it as if the cool aunt wrote it:

Your health matters, and taking proactive steps towards breast health is a vital part of overall wellness. This Breast Cancer Awareness Month, we encourage you to schedule your routine wellness exam. Whether you're due for your annual check-up or have concerns about your breast health, your healthcare provider can guide you on the best course of action. Remember, early detection can save lives. Empower yourself, take charge of your health, and spread the message of breast cancer awareness throughout the month and beyond. Together, we can make a difference. Let's stand strong, united in our commitment to breast health and the fight against breast cancer. Schedule your wellness exam today!

PRACTICE NOW:

- Go to ChatGPT and try writing your own prompt.
- If you get a good response, share in the Q/A your:
 - Prompt
 - Response

PROMPT IDEAS

If you are having trouble coming up with ideas of how to prompt ChatGPT or if you are having trouble getting it to produce the result you want, try one of these sites, or **use Google to see if anyone has shared their experience**

- <https://hallanalysis.com/chatgpt-prompt-generator/>
- <https://products.aspose.app/diagram/prompts/chatgpt>
- <https://prompthero.com/chatgpt-prompts>

Q/A

CONCLUSION

- AI (specifically natural language models) are a powerful assistant
- The more detailed the prompt, the better the output.
- Experiment!
 - If you are wondering if it can do something, AI probable can!
 - People are always finding new uses and sharing. Check around
- **Caution!** Always be skeptical!
 - Check ChatGPT (or any AI's work thoroughly before using its output with a client)