# SIT305/708 - Task 2.1P - Llama 2 Report | Jarryd Connor – Student ID:221394941

Llama 2 is a new Large Language Model (LLM) that was developed in partnership between Microsoft and Meta (formerly Facebook). The new LLM is designed to comprehend and generate human-like text in regard to various inputs. This can also be used in the setting of mobile application development. Llama 2 improves upon the success previous LLMs like Chat GPT-3, offering improved performance in understanding language from user input and generating responses. Llama 2 excels in a few different areas, such as text summarisation, language translation, language analysis, and more, which makes it a versatile tool for developers to use in an application development setting.

**Personalised recommendations:**

Mobile apps often have trouble showing personalised recommendations to users based on their preferences. By integrating Llama 2 into an application, it can analyse a user's interactions and viewing preferences to generate a personalised user feed. This can enhance user engagement and satisfaction when using different apps, such as Instagram and Facebook.

**Virtual assistants:**

Virtual assistants help people every day with basic tasks, such as scheduling appointments, telling the weather, searching the internet, etc. Integrating Llama 2 into mobile applications can improve a user's productivity and experience with the virtual assistants as they can give human-like responses and feel better to interact with, rather than current virtual assistants where there isn't any two-way communication.

**Improved chatbots:**

Customer support chatbots are becoming more prevalent through the years and offer a cost-efficient way to give users additional support 24/7 where people cannot. Integrating a Llama 2 chatbot system would enable them to understand user queries in the current context better, which allows the chatbot to provide more accurate responses in order to provide help for the user and improve user satisfaction.

**Text analysis:**

Mobile apps often have to deal with large volumes of data, whether that is social media posts, user reviews, news articles, etc. Llama 2 can be used to perform text analysis to extract valuable insights from the data and produce easier to read information and allow both users and developers to sort through the data in regard to different aspects of the mobile application, such as users see more accurate posts based on their preferences, and developers see information regarding user engagement, or issues with the application easier. This enables better decision making for developers and a better user experience app-wide.

**Text generation:**

A large majority of mobile apps require content in the form of text, such as descriptions of products, customer support responses, social media posts, etc. By integrating Llama 2 into mobile applications, this process can be automated as it can generate high-quality content and descriptions by using the language generation capabilities of the LLM. Developers can use this feature to create engaging content and support for users.