

Prompting

By Thanakorn Thaminkaew

Outline

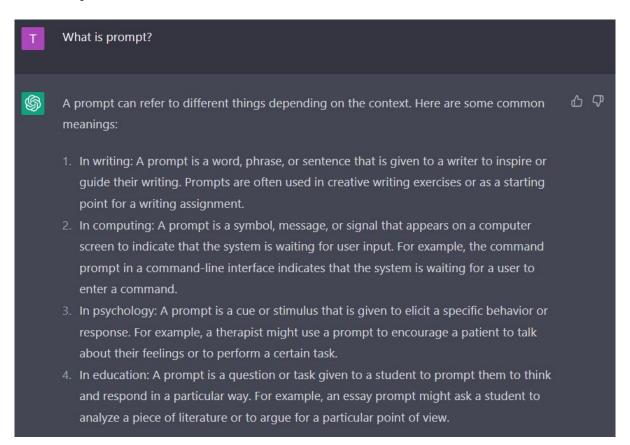
- What is Prompt?
- Why Large Language Model Matters?
- How to Fine-Tune the Language Model?
 - Apply to different tasks
- What are the design considerations for prompt-based methods?
 - Example
- Tools and Additional Resources
- Conclusion

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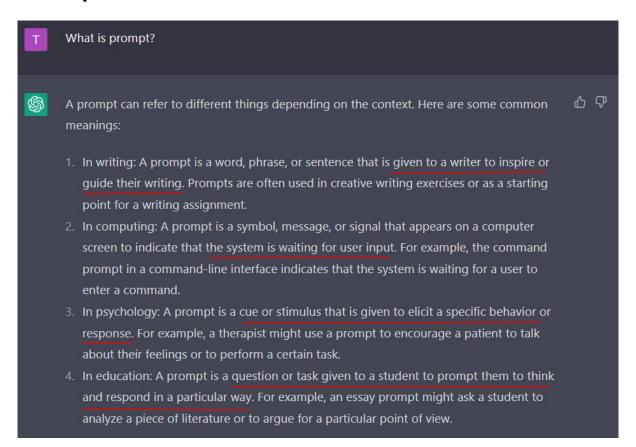
What is Prompt?

ChatGPT



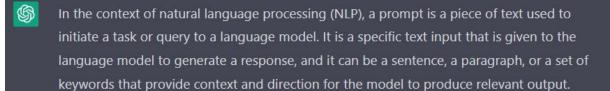
What is Prompt?

ChatGPT



What is Prompt? ChatGPT

What is prompt in context of NLP?



For instance, in the task of text generation, a prompt could be the beginning of a sentence, and the model will continue the sentence based on its understanding of language patterns and associations. In question answering, a prompt could be a question, and the model will generate an answer based on its knowledge of the topic.

Prompts can be manually crafted by humans or generated automatically using various techniques such as keyword extraction or clustering. They are a crucial component of NLP tasks and are used to guide the language model to produce specific output that aligns with the task at hand.

凸切

What is Prompt? ChatGPT

the task at hand.

What is prompt in context of NLP? 凸切 In the context of natural language processing (NLP), a prompt is a piece of text used to initiate a task or query to a language model. It is a specific text input that is given to the language model to generate a response, and it can be a sentence, a paragraph, or a set of keywords that provide context and direction for the model to produce relevant output. For instance, in the task of text generation, a prompt could be the beginning of a sentence, and the model will continue the sentence based on its understanding of language patterns and associations. In question answering, a prompt could be a question, and the model will generate an answer based on its knowledge of the topic. Prompts can be manually crafted by humans or generated automatically using various techniques such as keyword extraction or clustering. They are a crucial component of NLP tasks and are used to guide the language model to produce specific output that aligns with

What is Prompt?







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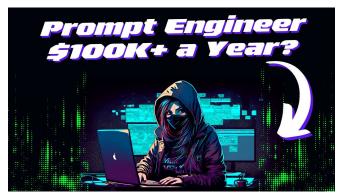
🖈 คุณสมบัติ

- -เคยมีประสบการณ์ใช้งาน Generative Ai ทั้งในฝั่งของ Text และ Image และสามารถออกแบบคำสั่งและปรับจูนคำสั่งให้ได้ Output ใน แบบที่ต้องการได้อย่างเชี่ยวชาญ และสามารถแนะนำผู้อื่นให้เข้าใจได้
- -หากเคยใช้ Generative Ai ในการหารายได้ จะพิจารณาเป็นพิเศษ
- -เข้าใจการใช้งาน Multiple Routes Session Memory และการใช้งานแบบ หลาย Concurrent ของ Alisa Ai
- -มีไอเดียในการออกแบบและใช้งาน Generative Ai ในการสร้างรายได้ , ลด ค่าใช้จ่าย , ประหยัดเวลาในการทำงาน ช่วยในการทำงานอื่นๆ ออกแบบการ ใช้ Generative Ai เพื่อปรับปรุงการทำงานให้มีประสิทธิภาพมากขึ้นได้
- -มีความสามารถในการเขียน และทำ Graphic จนจบงานด้วยตนเองได้ (* สำคัญ)
- -หากสามารถเขียนโปรแกรมได้ และสามารถนำความรู้มาใช้กับงาน Dev พูร้อมสอนคนอื่นๆได้ จะพิจารณาเป็นพิเศษ(และพิจารณารายได้เพิ่มเติม)
- -ไม่จำกัดวุฒิการศึกษา
- ★รายละเอียดงาน
- -เน้นทำ Research , Report , บทความ , ผลงาน , ชิ้นงาน ในแง่ของการนำ Generative Ai ไปสร้างรายได้ ลดค่าใช้จ่าย หรือ ประหยัดเวลา/เพิ่ม ประสิทธิภาพการทำงาน
- *โดยทาง Prompt Engineer จะต้องสามารถออกแบบและแนะนำได้ ด้วยตนเองเป็นหลักว่าควรทำอะไร/ทำอะไรได้บ้าง (แต่อาจจะมีบางกรณี ที่เป็น Request จากฝั่งบริษัทเป็นเคสๆ ไปค่ะ)

What is Prompt?

What is Prompt Engineering and Why It Might Be Your Next Career Path



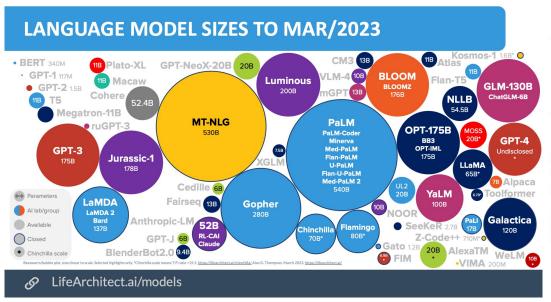


"There are really **two categories** I define in prompt engineering, **[1] defining queries to existing AI models**, like OpenAI or MidJourney, and the engineering required to **[2] build and train the models**. Both of these classifications will see a sharp increase in demand for professionals to help businesses leverage Artificial intelligence for internal tools or products and services."

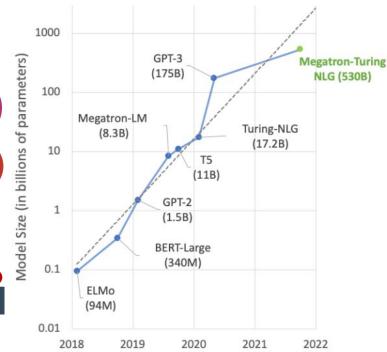
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Current Language Model Sizes

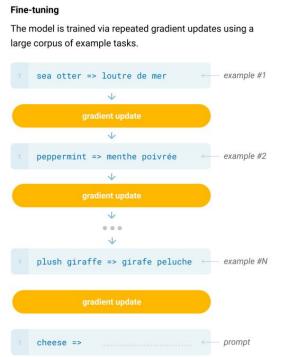


Currently, no specifications are displayed regarding the parameters used in GPT-4. Although, there were speculations that OpenAl has used around 100 Trillion parameters for GPT-4. This was later denied by OpenAl CEO Sam Altman. But since GPT-3 has 175 billion parameters added we can expect a higher number on this new language model GPT-4.

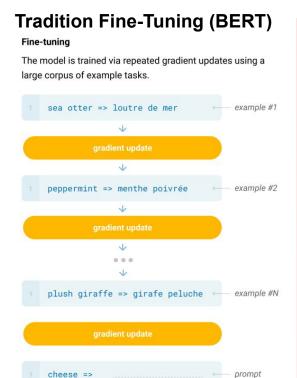


Language Models are Few-Shot Learners

Tradition Fine-Tuning (BERT)



Language Models are Few-Shot Learners



In-Context Learning (GPT-3)

Zero-Shot

The model predicts the answer given only a natural language description of the task. No gradient updates are performed.

```
Translate English to French: ← task description

cheese => ← prompt
```

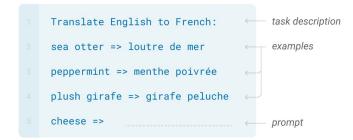
One-Shot

```
Translate English to French: ← task description

sea otter => loutre de mer ← example

cheese => ← prompt
```

Few-Shot

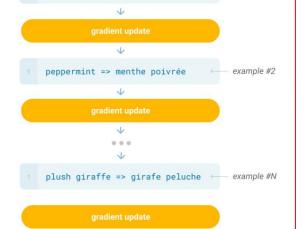


Language Models are Few-Shot Learners

prompt

Tradition Fine-Tuning (BERT)

Fine-tuning The model is trained via repeated gradient updates using a large corpus of example tasks. 1 sea otter => loutre de mer example #1



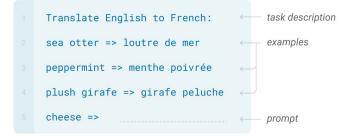
In-Context Learning (GPT-3)

Zero-Shot

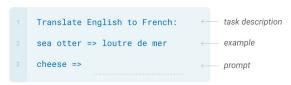
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Few-Shot



One-Shot



In-Context Learning (GPT-3)

Model

No Fine-Tune

Prompt

- Task Description
- Example
- Prompt

cheese =>

Language Models are Few-Shot Learners

Dataset: BoolQ

Context \rightarrow Normal force -- In a simple case such as an object resting upon a table, the normal force on the object is equal but in opposite direction to the gravitational force applied on the object (or the weight of the object), that is, N = m g (\displaystyle N=mg), where m is mass, and g is the gravitational field strength (about 9.81 m/s on Earth). The normal force here represents the force applied by the table against the object that prevents it from sinking through the table and requires that the table is sturdy enough to deliver this normal force without breaking. However, it is easy to assume that the normal force and weight are action-reaction force pairs (a common mistake). In this case, the normal force and weight need to be equal in magnitude to explain why there is no upward acceleration of the object. For example, a ball that bounces upwards accelerates upwards because the normal force acting on the ball is larger in magnitude than the weight of the ball. question: is the normal force equal to the force of gravity? answer:

Target Completion o yes

Language Models are Few-Shot Learners

Zero-Shot

Dataset: BoolQ

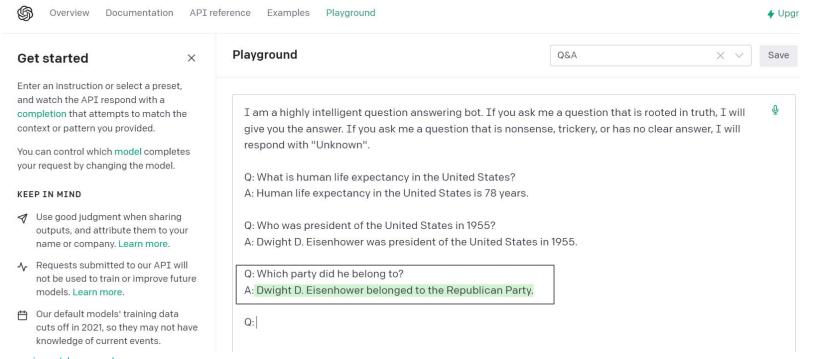
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Text Input

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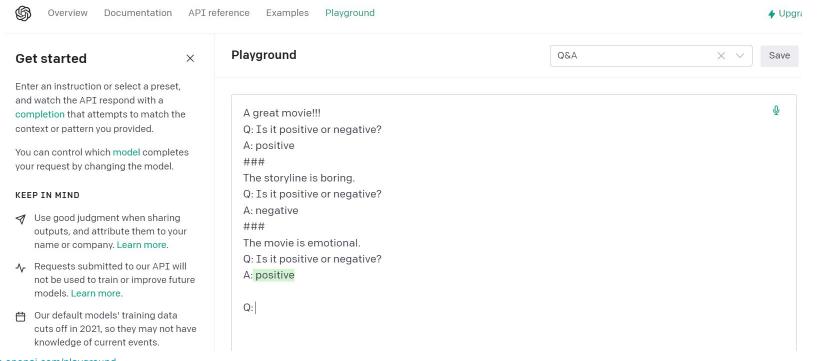
GPT Demo: https://platform.openai.com/playground

Few-Shot



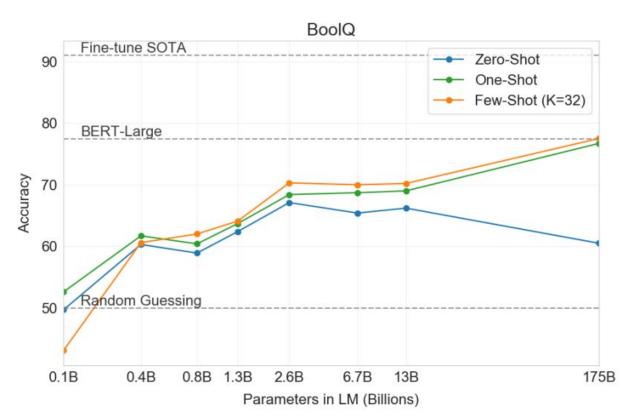
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Few-Shot

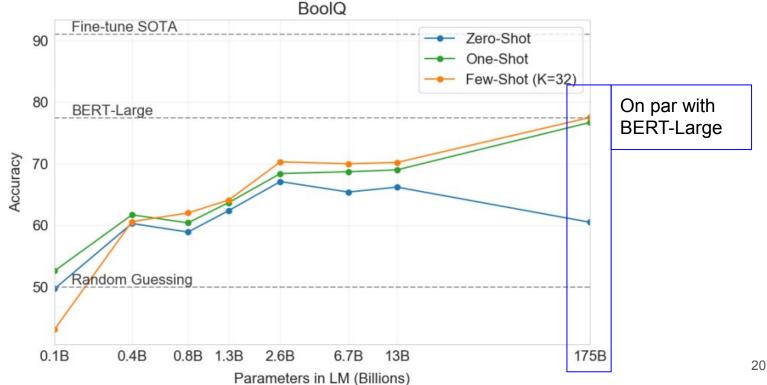


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Language Models are Few-Shot Learners



Language Models are Few-Shot Learners



https://arxiv.org/abs/2005.14165

Language Models are Few-Shot Learners

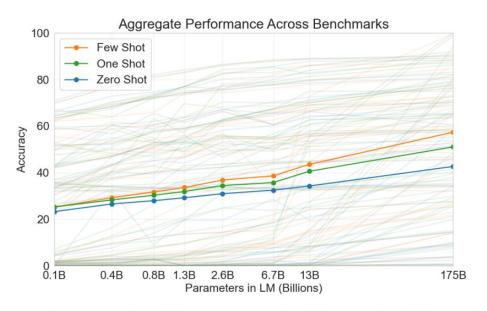
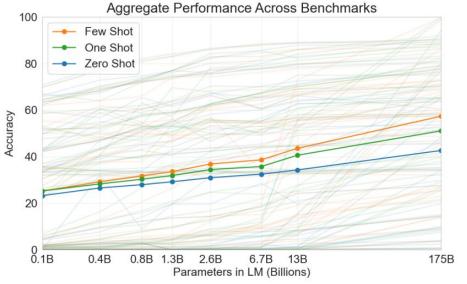


Figure 1.3: Aggregate performance for all 42 accuracy-denominated benchmarks While zero-shot performance improves steadily with model size, few-shot performance increases more rapidly, demonstrating that larger models are more proficient at in-context learning. See Figure 3.8 for a more detailed analysis on SuperGLUE, a standard NLP benchmark suite.

Language Models are Few-Shot Learners



General Model:

On average, the accuracy in most tasks are not as good



Specific Model:

Fine-tune model towards a specific task

Figure 1.3: Aggregate performance for all 42 accuracy-denominated benchmarks While zero-shot performance improves steadily with model size, few-shot performance increases more rapidly, demonstrating that larger models are more proficient at in-context learning. See Figure 3.8 for a more detailed analysis on SuperGLUE, a standard NLP benchmark suite.

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The Power of Scale for Parameter-Efficient Prompt Tuning

Prompt Design



The Power of Scale for Parameter-Efficient Prompt Tuning

Prompt Design



Model Tuning/Full Fine-Tuning



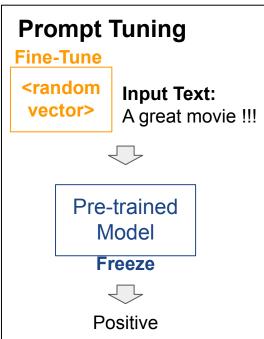
The Power of Scale for Parameter-Efficient Prompt Tuning

Prompt Design



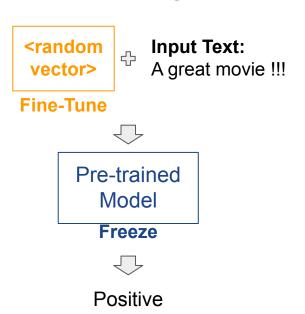
Model Tuning/Full Fine-Tuning

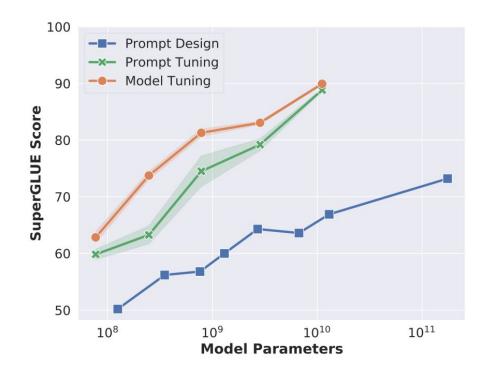




The Power of Scale for Parameter-Efficient Prompt Tuning

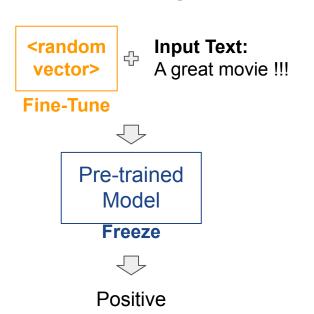
Prompt Tuning



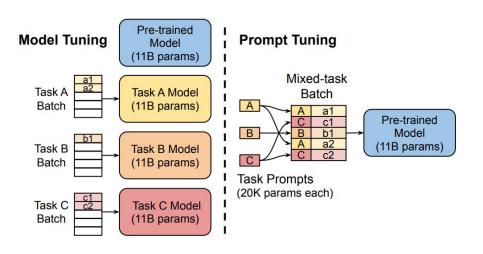


The Power of Scale for Parameter-Efficient Prompt Tuning

Prompt Tuning

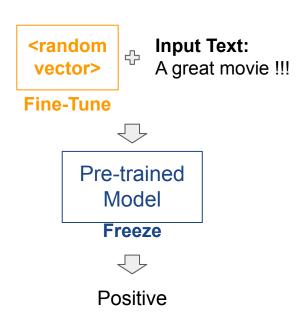


- Fine-tuning with less parameters
- Storing a small task-specific prompt for each task



The Power of Scale for Parameter-Efficient Prompt Tuning

Prompt Tuning



In-Context Learning (GPT-3)
/ Prompt Design

Model

No Fine-Tune

Prompt

- Task Description
- Example
- Prompt



Model

No Fine-Tune

Prompt

 Add <random vector> before input text



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Sentiment Analysis (Binary Classification)

Model Tuning/Full Fine-Tuning



Sentiment Analysis (Binary Classification)

Prompt Tuning

Input Text: A great movie!!!



Template/Prompt Engineering
<random vector> + [Input Text] It was <mask>

Verbalizer/Answer EngineeringPositive: Great Negative: Terrible

Sentiment Analysis (Binary Classification)

Prompt Tuning

Input Text: A great movie!!!



Template/Prompt Engineering

<random vector> + [Input Text] It was <mask>



<random vector> + A great movie!!! It was <mask>



Verbalizer/Answer Engineering

Positive: Great Negative: Terrible

Pre-trained Model (BERT)

Freeze

Sentiment Analysis (Binary Classification)

Prompt Tuning

Input Text: A great movie!!!



Template/Prompt Engineering

<random vector> + [Input Text] It was <mask>



<random vector> + A great movie!!! It was <mask>



Verbalizer/Answer Engineering

Positive: Great Negative: Terrible





Great (0.7)

Terrible (0.3)

Freeze

Sentiment Analysis (Binary Classification)

Model Tuning/Full Fine-Tuning



Prompt Tuning

Input Text: A great movie!!!



Why Template and Verbalizer Matters?

Making Pre-trained Language Models Better Few-shot Learners

Different Template

	Differ	ent '	Verl	bal	lizer
--	--------	-------	------	-----	-------

Template	Label words	Accuracy	Template	Label words	Accuracy
SNLI (entailment/neutral/contradiction)		mean (std)	SST-2 (positive/negative)		mean (std)
$<\!S_1\!>$? [MASK] $,<\!S_2\!>$	Yes/Maybe/No	77.2 (3.7)	$< S_1 > $ It was [MASK] .	great/terrible	92.7 (0.9)
${<}S_1{>}$. [MASK] $,{<}S_2{>}$	Yes/Maybe/No	76.2 (3.3)	$< S_1 > $ It was [MASK] .	good/bad	92.5 (1.0)
$<\!S_1\!>$? [MASK] $<\!S_2\!>$	Yes/Maybe/No	74.9 (3.0)	$< S_1 > $ It was [MASK] .	cat/dog	91.5 (1.4)
$<\!S_1\!><\!S_2\!>$ [MASK]	Yes/Maybe/No	65.8 (2.4)	$<\!S_1\!>$ It was [MASK] .	dog/cat	86.2 (5.4)
$<\!S_2\!>$? [MASK] $,<\!S_1\!>$	Yes/Maybe/No	62.9 (4.1)	$< S_1 > $ It was [MASK] .	terrible/great	83.2 (6.9)
${<}S_1{>}$? [MASK] , ${<}S_2{>}$	Maybe/No/Yes	60.6 (4.8)	Fine-tuning	-	81.4 (3.8)
Fine-tuning	-	48.4 (4.8)	C		, ,

Other Tasks

Pre-train, Prompt, and Predict: A Systematic Survey of Prompting Methods in Natural Language Processing

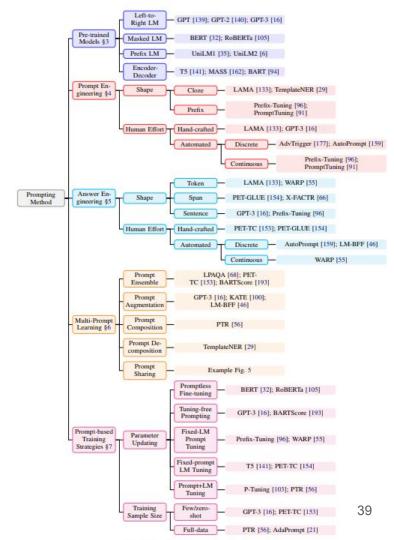
Туре	Task	Text Input [X]	Template	Verbalizer [Z]
Text Classification	Sentiment	A great movie!!!	[X] It was [Z]	Great, Terrible,
Text-pair Classification	Natural Language Inference (NLI)	[X1] An old man with [X2] A man walks	[X1] ? [Z], [X2]	Yes, No,
Tagging	Named Entity Recognition (NER)	[X1] Mike went to Paris. [X2] Paris	[X1][X2] is a [Z] entity.	Organization, Location,
Text Generation	Summarization	Las Vegas police	[X] TL;DR: [Z]	The victim, A woman,
	Translation	ฉันรักคุณ	Thai: [X] English: [Z]	I love you., I fancy you.,

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Pre-train, Prompt, and Predict: A Systematic Survey of Prompting Methods in Natural Language Processing

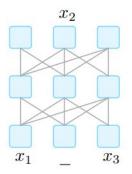
- Pre-trained Model
- Prompt Engineering (Template)
- 3. Answer Engineering (Verbalizer)
- Expanding the Paradigm (Multi-Prompt Learning)
- 5. Training Strategies



1. Pre-trained Model

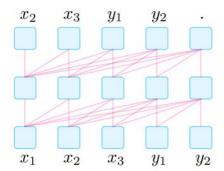
Given a task, which pre-trained language model would be the most appropriate one?

Masked LM (Encoder)



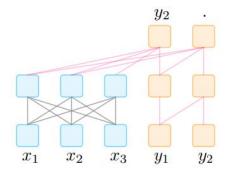
- BERT
- RoBERTa
- WangchanBERTa

Left-to-Right LM (Decoder)



- GPT
- GPT-2
- GPT-3

Encoder-Decoder



- T5
- mT5
- BART

2. Prompt Engineering (Template)

How to define appropriate prompt templates?

Input Text: A great movie!!!

Template: This review is <mask>

- Human Effect (Prompt word)
 - Hand-craft/ Manual
 - A great movie!!! This review is <mask>.
 - Automated
 - Discrete: A great movie!!! <search word> <mask>.
 - => A great movie!!! It is <mask>.
 - Continuous: A great movie!!! <search vector> <mask>
 - => A great movie!!! <random vector> <mask>

3. Answer Engineering (Verbalizer)

Given a task, how to define a mapping function between label and answer space?

Input Text: A great movie!!!

Answer: This review is <mask>

- Shape
 - Token
 - Positive, Bad, Politics
 - Span/ Sentences
 - I was born in 1995.
- Human Effect (Prompt word)
 - Hand-craft/ Manual

Positive: Great Negative: Terrible

- Automated
 - Discrete: Positive: <search word> Negative: <search word>

=> Positive: Good Negative: Boring

■ Continuous: Positive: <search vector> Negative: <search vector>

=> Positive: <random vector> Negative: <random vector>

4. Expanding the Paradigm (Multi-Prompt Learning)

How to extend the current prompting framework to support more NLP tasks?

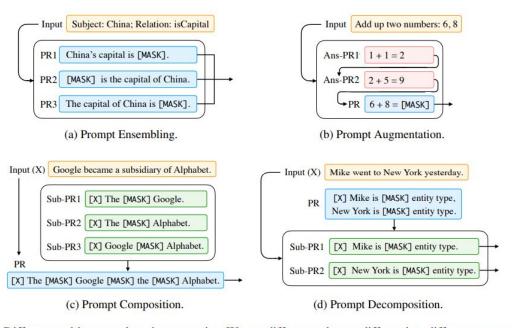
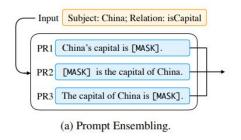


Figure 4: Different multi-prompt learning strategies. We use different colors to differentiate different components as follows. "
" " for input text, "
" " for prompt, " " " for answered prompt. " " " for sub-prompt. We use the following abbreviations. "PR" for prompt, "Ans-PR" for answered prompt, "Sub-PR" for sub-prompt.

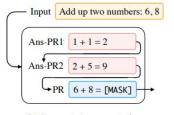
4. Expanding the Paradigm (Multi-Prompt Learning)

How to extend the current prompting framework to support more NLP tasks?



Prompt Ensembling

- Using multiple unanswered prompts for an input at inference time to make predictions
- Advantages
 - Utilize complementary advantages
 - Stabilize performance on downstream tasks



(b) Prompt Augmentation.

Prompt Augmentation

- Help the model answer the prompt with additional answered prompts
- Advantages
 - make use of the small amount of information that has been annotated
- Core step
 - Selecting & Ordering of answered prompts

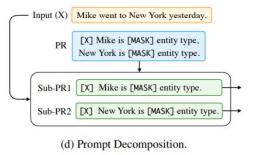
4. Expanding the Paradigm (Multi-Prompt Learning)

How to extend the current prompting framework to support more NLP tasks?



Prompt Composition

- Prompts for a composable task can be designed with multiple sub-prompts, which can then be combined to complete the task
- Advantages
 - It provides a method of prompt learning for complex tasks



Prompt Decomposition

- For tasks where multiple predictions should be performed for one sample, handle it individually
- Advantages
 - Break-down a complicated task into multiple separate ones

5. Training Strategies

5.1 Promptless Fine-tuning

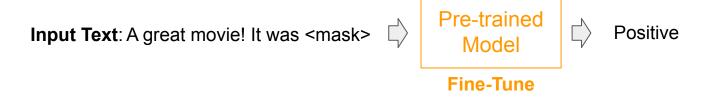


5.2 Tuning-free Prompting



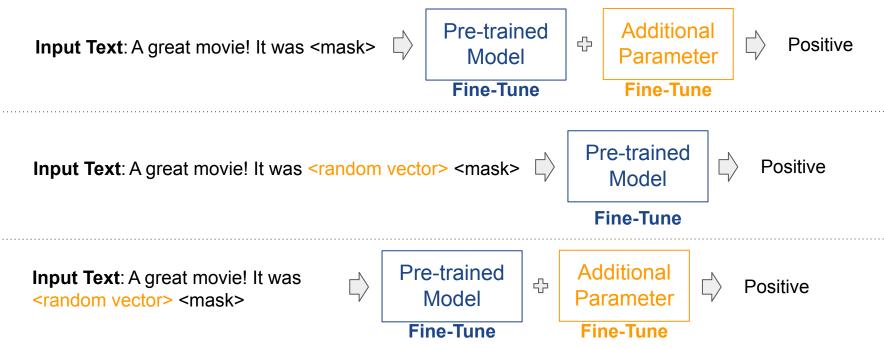
5. Training Strategies

5.3 Fixed-prompt LM Tuning



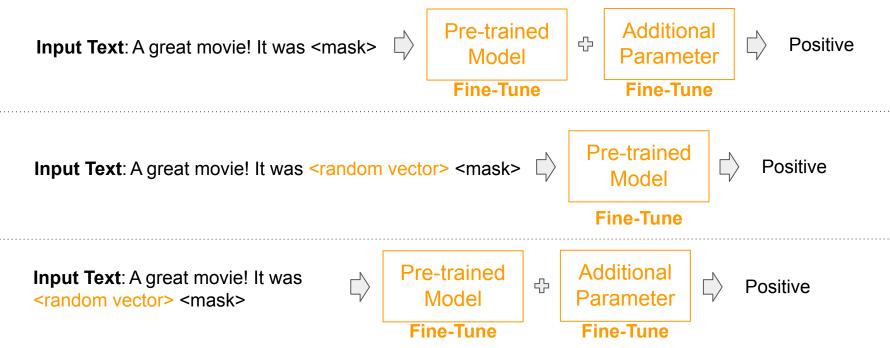
5. Training Strategies

5.4 Fixed-LM Prompt Tuning

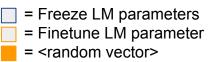


5. Training Strategies

5.5 Prompt+LM Fine-tuning



5. Training Strategies



Strategy	LM Params	Prompt Parameters		Occurs of Market	-	
		Additional	Tuned	Current Model	Example	
Promptless Fine-tuning	Tuned	-	-	BERT, T5	[CLS] Great movie! Language Model	
Tuning-free Prompting	Frozen	-	-	GPT-3, AutoPrompt	Great movie! It was <mask> □ □ □ □</mask>	
Fixed-prompt LM Tuning	Tuned	-	-	PET, LM-BFF	Great movie! It was <mask> □ □ □ □</mask>	
Fixed-LM Prompt Tuning	Frozen	Yes	Yes	Prefix-Tuning, Prompt-Tuning	☐ Great movie! It was <mask> ☐ ☐ ☐ ☐ ☐</mask>	
Prompt+LM Fine-tuning	Tuned	Yes	Yes	P-Tuning, PTR	☐ Great movie! It was <mask> ☐ ☐ ☐ ☐ ☐</mask>	

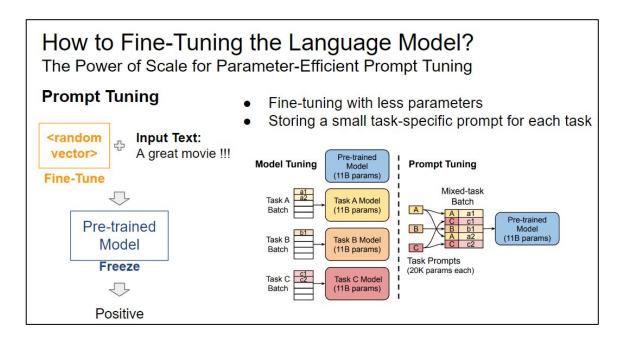
5. Training Strategies

Strategy	LM Params	Prompt Parameters		O M d. l	
		Additional	Tuned	Current Model	Advantage / Disadvantages
Promptless Fine-tuning	Tuned	-	-	BERT, T5	+ Simplicity, no need for prompt design - LMs may overfit or not learn stably on smaller datasets
Tuning-free Prompting	Frozen	-	-	GPT-3, AutoPrompt	+ Efficiency, no parameter update. no catastrophic forgetting - Heavy engineering is necessary to achieve high accuracy
Fixed-prompt LM Tuning	Tuned	-	-	PET-, LM-BFF	+ Prompt more completely specify the task - LMs fine-tuned on one downstream task may not be effective on another one
Fixed-LM Prompt Tuning	Frozen	Yes	Yes	Prefix-Tuning, Prompt-Tuning	+ Efficiency, no parameter update. no catastrophic forgetting - Heavy engineering is necessary to achieve high accuracy
Prompt+LM Fine-tuning	Tuned	Yes	Yes	P-Tuning, PTR	+ Most expressive method, likely suitable for high-data settings - Requires training and storing all parameters of the models

Outline

- What is Prompt?
- Why Large Language Model Matters?
- How to Fine-tune the Language Model?
 - Apply to different tasks
- What are the design considerations for prompt-based methods?
 - Example
- Tools and Additional Resources
- Conclusion

Example: Prompt Tuning



Pre-trained Model

T5 (enc - dec)

Prompt Engineering (Template)

Automated: Continuous

Answer Engineering (Verbalizer)

Manual

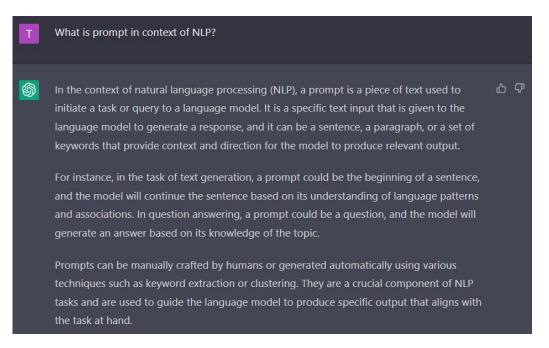
Expanding the Paradigm (Multi-Prompt Learning)

None

Training Strategies

Fixed-LM Prompt Tuning

Example: ChatGPT



Pre-trained Model

ChatGPT

Prompt Engineering (Template)

Manual

Answer Engineering (Verbalizer)

None

Expanding the Paradigm (Multi-Prompt Learning)

None / Prompt Augmentation

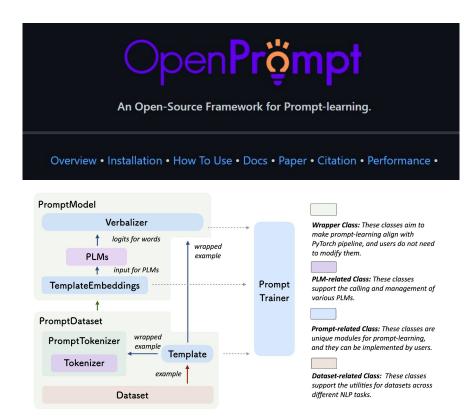
Training Strategies

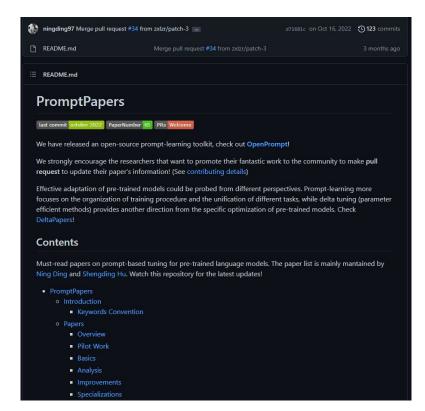
Tuning-free Prompting

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Tools and Additional Resources





https://github.com/thunlp/PromptPapers

Coding Example

https://colab.research.google.com/drive/1yruhfg4L9E3X29mEfSaC0lYTlKbb2jB2?usp=sharing

https://tinyurl.com/cuprompt

Step:

- 1. Define a task
- 2. Obtain a PLM
- 3. Define a Template
- 4. Define a Verbalizer
- 5. Construct a PromptModel
- 7. Train and inference



Outline

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Conclusion

What is Prompt in context of NLP?

A piece of text used to guide a NLP model's generation of text or completion of a task

Why Large Language Model Matters?

In some tasks, the tuning-free LLM achieves similar accuracy compared to fine-tune models

How to Fine-tune the Language Model?

Transform input/task with template and verbalizer

What are the design considerations for prompt-based methods?

• 5: Pre-train model, template, verbalizer, multi-prompt learning, training strategies

Tools and Additional Resources

Openprompt

References

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Thank You