**VIETNAM NATIONAL UNIVERSITY HO CHI MINH CITY**

**UNIVERSITY OF INFORMATION TECHNOLOGY**

**ADVANCED PROGRAM IN INFORMATION SYSTEMS**

**PHAM THUY DUNG**

**DAU DINH QUANG ANH**

**THESIS**

**DEVELOPING A CHATBOT TO SUPPORT ADMISSION SERVICES AT THE UNIVERSITY OF INFORMATION TECHNOLOGY (UIT)**

**BACHELOR OF INFORMATION SYSTEMS**

**HO CHI MINH CITY, 2024**

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**PHAM THUY DUNG - 20521214**

**DAU DINH QUANG ANH - 20521059**

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**THESIS ADVISOR**

**PROF. DR.DO PHUC**

**MS. NGUYEN THI KIM PHUNG**

**HO CHI MINH CITY, 2024**

# ACKNOWLEDGEMENT

The thesis was finalized at the University of Information Technology, Vietnam National University, Ho Chi Minh City. Over the composition of my graduation thesis, we received significant support from professors within the school and department in finishing the work.

We extend our heartfelt gratitude to Prof. Dr. Do Phuc and Ms. Nguyen Thi Kim Phung for their passionate guidance and for sharing their knowledge and experience with us during the preparation of this graduation thesis. We wish to express our gratitude to the educators of the Department of Information Systems at the University of Information Technology for imparting invaluable knowledge throughout four years of study at the institution.

We extend our gratitude to our family, friends, and the students of the CTTT-2020 class for their constant encouragement and help during the thesis writing process. We would like to express our gratitude to the respondents who participated in utilizing the Chatbot system to assist in the completion of this graduation thesis.

Nonetheless, the limitations of personal capacity always result in flaws in the research topic. We are looking for feedback from educators in the Department of Information Systems. Once again, we sincerely express our gratitude.

Ho Chi Minh City, 1st January 2025

Group of Authors

Pham Thuy Dung – Dau Dinh Quang Anh

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# LIST OF ACRONYMS

1. DFD: Data flow diagram

2. ORMs: Object-Relational Mapping

3. GUI: Graphical user interface

4. BLL: Business Logic Layer

5. DAL: Data Access Layer

6. BUS: Business Layer

7. WPF: Windows Presentation Foundation

8. PwC: PricewaterhouseCoopers

# ABSTRACT

The rapid progress of chatbot applications has transformed organizational interactions with users, especially in sectors such as education, healthcare, and customer service. This research investigates the creation of a chatbot designed to assist admission services at the University of Information Technology (UIT). By incorporating advanced technologies like Retrieval-Augmented Generation (RAG), LangChain, ChromaDB, and an extensive dataset of admission-related documents from 2023–2024, the chatbot provides accurate and contextually relevant responses to candidates for admission.  
  
This research emphasizes the critical privacy and security issues necessary for protecting sensitive user data and ensuring legal compliance. LangChain is utilized the chatbot's design for organizing multi-step query processing and ChromaDB . They efficiently manage document embeddings, enabling seamless retrieval of domain-specific information. RAG improves response accuracy by integrating recovered data with the generative capabilities of large language models (LLMs), which helps minimize hallucinations and ensure dependability.

This study illustrates the innovative capacity of chatbots powered by artificial intelligence in automating repetitive processes, enhancing user experience, and solving the constraints of real-time, domain-specific applications. This chatbot establishes a standard for implementing scalable and secure AI solutions in educational institutions.

# CHAPTER 1: INTRODUCTION

## 1.1 Background of the Study

Chatbots are AI-powered applications created to emulate human conversations, enabling smooth interactions between users and machines. They are essential in optimizing operations across several businesses by automating repetitive work, delivering immediate customer service, and improving user engagement. In e-commerce, chatbots function as virtual sales assistants, directing customers throughout their purchase experience and guaranteeing a flawless interaction.

On the one hand, in the 1960s with ELIZA, the design and creation of chatbots started [43] . It is an initial program that emulates human conversation via basic pattern recognition. Over the decades, progress has resulted in more advanced Chatbots.  In natural language processing (NLP) and machine learning (ML), it can understand context and offer customized responses. In the field of education, chatbots utilize to assist with administrative tasks, deliver specialized learning experiences, and enhance communication between students and educational institutions.

On the other hand, universities often experience difficulties during admission periods, because of an increase of repeated questions from potential pupils and limited resources to manage them. As a result, these problems may result in delayed response times and a reduced experience for candidates. Implementing flexible approaches, like those powered by artificial intelligence chatbots, can successfully resolve these difficulties.

The University of Information Technology (UIT) faces particular obstacles during admissions, which include the management of varied questions from a technologically advanced applicant pool. It is essential that improving potential student engagement for UIT keeps its reputation and draws outstanding individuals. By building Chatbot with advanced technology, UIT will provide quick and detailed responses to candidates, enhancing their experience and optimizing the admissions process.

UIT has a history of employing technology to improve various parts of its operations, including the implementation of online learning platforms and the utilization of powerful IT infrastructure. The current technical infrastructure enables UIT to incorporate chatbot solutions into its admissions procedure, so underscoring its dedication to innovation and enhancing student involvement.

## 1.2 Problem Statement

The University of Information Technology (UIT) presently depends on a demanding but manual admissions support procedure. It is gradually burdened by a high amount of questions from interested applicants. Staff members frequently experience overflow from repetitive inquiries. This leads to delay in delivering essential information and restricting accessibility for applicants in need of prompt assistance. Inefficiencies may cause an inadequate user experience, it gives rise to discouraged qualified candidates from finishing their applications.  
Deploying an artificial intelligence-driven chatbot offers an approachable resolution to these issues. This system can manage a large number of inquiries at the same time, delivering immediate, precise answers to frequently asked issues and freeing human resources for greater complexity duties. Not only does this optimize the admissions process, but it also elevates the whole experience for potential students.  
In closing, building Chatbot with advanced technology would enable UIT to optimize its admissions support, lower staff workload, and deliver a more responsive at the same time, also augmenting the university's attractiveness and competitiveness in the higher education sector.

## 1.3 Objectives of the Study

The primary purpose of this study is to create an artificial intelligence (AI) chatbot to improve UIT's admission services by effectively and accurately responding to potential student inquiries. This requires the construction of a chatbot architecture that incorporates advanced technologies like Retrieval-Augmented Generation (RAG), ChromaDB, and LangChain, which are essential for developing intelligent chat systems. An important component of this advancement is the building of a large dataset of admission-related information so that ensures the chatbot transmits accurately and contextually relevant responses. Implementing the chatbot requires a comprehensive assessment of its performance, emphasizing measures such as accuracy, user happiness, and reaction time. It is equally important to consider potential ethical and privacy issues of chatbot implementation, including data privacy, transparency, and bias reduction, to guarantee responsible AI integration. Due to this, this research seeks to optimize UIT's admission process, enhance engagement with potential students, and preserve ethical standards in AI implementation.

## 1.4 Research Questions

The major research question for this study is: How could a powered by AI chatbot improve both the effectiveness and accessibility of UIT's admission services?. This research seeks to examine the potential of AI-driven solutions in managing administrative processes and enhancing user engagement within the university's admissions framework. Several secondary research questions have been considered to tackle this primary search:  
  
1. What are the essential technologies that need to design and implement such a chatbot?  
Answer: Identifying the fundamental technology elements is crucial to creat a functioning and efficient Chatbot. This consists of exploring advanced natural language processing (NLP) tools, machine learning algorithms, and database management systems. They help with a chatbot's accurate comprehension and response to user requests. This is best exemplified by platforms such as EduBot employing Microsoft's advanced technology, including Natural Language Processing and Cognitive Services, to provide intuitive and engaging user interactions [51].  
  
2. How can the chatbot ensure accurate and relevant responses to inquiries regarding admissions?  
Answer: It is essential for the chatbot to deliver accurate and relevant information to uphold the integrity of the admissions process. This entails assembling extensive datasets of admission-related information and deploying algorithms that enable the chatbot to provide contextually relevant responses. Additionally, ongoing upgrades and machine learning methodologies enable the chatbot to adjust to new facts and evolving admission policies.  
  
3. What does ethical factors must be considered throughout the development and deployment of the chatbot?  
Answer: The incorporation of AI in educational environments presents numerous ethical issues, such as data protection, transparency, and possible biases in AI systems. Therefore, resolving these concerns is crucial to ensure that the chatbot functions within ethical parameters and upholds user confidence. Research has underscored the necessity of integrating ethical considerations into AI design, stressing the values of justice, openness, and accountability [52].  
  
4. What is the comparison of the chatbot's performance with existing systems regarding customer satisfaction and response efficiency?  
Answer: Assessing the chatbot's efficacy requires juxtaposing its performance measures, including response time and user satisfaction, with those of current admission support systems. This evaluation ascertains the value contributed by the AI-driven chatbot and highlights opportunities for enhancement. This is evident in universities such as Purdue deployed chatbots, which managed 82% of initial interactions with potential students, demonstrates a significant improvement in effective response[53].  
  
This study wants to clarify the creation, setup, and effect of an AI-powered chatbot on strengthening UIT's admission services through the exploration of these research issues.

## 1.5 Scope and Limitations

This study concentrates on improving the admission services of the University of Information Technology (UIT) by developing an AI-powered chatbot. The chatbot is designed to respond to questions related to course offerings, scholarships, and application schedules, mostly aimed at prospective pupils. The chatbot will be trained on official UIT data from the 2023–2024 academic years for providing accurate and context-aware responses.

On the contrary, specific limits are recognized in this project. The chatbot's capabilities will be limited to inquiries regarding admissions and will not address basic academic or administrative questions. The performance is intrinsically reliant on the quality and completeness of the training dataset; any deficiencies or inconsistencies in the data may impact response precision. The chatbot will initially support English and/or Vietnamese, with the possibility of future multilingual capabilities under consideration. In addition to that, technological challenges like system downtime or increased latency in peak usage times may affect user experience.

Consequently, the study aims to create realistic expectations and offer a focused framework to develop and operate the AI chatbot in UIT's admission services.

## 1.6. Significance of the Study

A screenshot of a computer

Description automatically generated

# CHAPTER 2: LITERATURE REVIEW

## 2.1 Analysis of Chatbots in Educational Settings

This area has been extensively explored by many authors, including Sangeetha, Kumar, Mondal, Smith, etc. Chatbots have gained important milestones in educational environments, providing novel ways to boost student learning and managerial efficiency. This overview of the literature analyzes the evolution, applications, and consequences of chatbots in education.

To begin with, the simultaneous use of artificial intelligence (AI) with machine learning (ML) has considerably upgraded chatbot functionalities, promoting more natural and contextual awareness dialogues. In the previous research in this field, chatbots were essentially rule-based, constraining their capacity to manage difficult queries. According to Chaimaa Bouafoud, Khalid Zine-Dine, and Abdellah Madani, the development of large language models (LLMs) has enabled the creation of advanced chatbots that can comprehend and produce human-like discussions, thereby improving their effectiveness in educational settings [1]. Also, chatbots fulfill multiple roles in education, such as personalized learning assistance, administrative support, and educational recommendation systems. Concurrently, chatbots deliver individual assistance to students by responding to specific requests, providing clarifications, and navigating them through educational materials. As a result, it is evident that all of them focused on interaction, which can improve student engagement and understanding (Ashok, Kumar Ramasamy, Snehitha, and Keerthi; 2021) [2]. What is more significant is that educational institutions utilize chatbots to handle their administrative tasks, including addressing commonly asked questions, assisting with course registrations, and broadcasting information on timetables and deadlines, which help them enhance operational efficiency (Khalid Oqaidi, Sarah Aouhassi, and Khalifa Mansouri; 2024) [3]. Next, from the paper of authors Paulo Cesar Ramos Pinho and Tiago Thompsen Primo (2023), Chatbots included recommender systems that support students in choosing courses, resources, and activities that are compatible with their interests and academic objectives, giving them a personalized educational experience [4]. Then, Researcher Cheng suggests that chatbots can enhance learning outcomes by increasing student motivation and engagement, which subsequently improves retention and comprehension of course content [5]. Chatbots provide immediate responses to student questions, facilitating prompt clarification of uncertainties and enhancing learning [6]. Notwithstanding its advantages, the deployment of chatbots in education faces challenges. A clear demonstration of this is ensuring the chatbot's capacity to precisely comprehend and address a diverse array of student inputs continues to be a considerable challenge highlighted by Maladzhi, Tsoeu, Mthombeni, and others [7]. Another one is concerned with data privacy, permission, and the risk of excessive dependence on AI systems, which requires meticulous examination from Maita, Saide, Putri, and Muwardi [8]. The ongoing advancement of AI technologies indicates a favorable future for chatbots in education. In the future, it is expected to be effective and useful for educational chatbots by improving natural language processing (NLP) and incorporating multimodal features [9].

As a consequence there of the successful integration of chatbots in educational environments presents a significant opportunity to enrich learning experiences and optimize administrative functions.

## 2.2 Large Language Models (LLMs) and Their Utilizations

This section will examine Large Language Models (LLMs), which have significantly advanced natural language processing (NLP) because they allow machines to understand and generate human-like text. Hence, this brief survey explores the frameworks, applications, and challenges related to LLMs, referencing significant papers from many professors in the field, such as Bouafoud, Ramasamy, Oqaidi, and others.

Initially, Large Language Models (LLMs) are fundamentally constructed on transformer architectures, and they can enable the processing of sequential input by self-attention mechanisms. As a result, this design allows models to identify complex linguistic patterns and relationships. Raiaan and associates contend that recent improvements have led to the establishment of models with billions of parameters. This inevitably leads to an increase in their ability to perform a wide range of NLP duties [10]. Then, there are several applications of Large Language Models (LLMs). By way of example, (LLMs) help summarize, translate, and answer questions in Excel [11]. In the case of education, LLMs apply to intelligent tutoring systems, automated grading, and personalized learning experiences [12]. Also, LLMs play a role in threat detection, automated code analysis, and the formulation of security policies in cybersecurity [13]. Finally, LLMs assist in code generation, debugging, and documentation [14]. Nonetheless, LLMs face numerous challenges, especially in the areas of training and deployment, because of needing massive computational resources and memory. As a consequence, smaller enterprises face accessibility issues [15]. The implementation of LLMs presents ethical dilemmas, such as biases in produced content, data privacy issues, and the risk of misuse in creating deceptive information [16]. Comprehending the decision-making mechanisms of LLMs is intricate, complicating the interpretation and trustworthiness of their outputs [17]. The effort of current research is focused on solving these problems by improving training, models, and ethical standards for the implementation of LLMs. Moreover, the integration of multimodal data and the improvement of understanding of the context are critical focal points for broadening the use of LLMs [18].

In conclusion, Large Language Models represent a substantial advancement in Natural Language Processing, providing many applications across numerous fields.

## 2.3 Retrieval-Augmented Generation (RAG) in AI Systems

It is worth mentioning that Retrieval-Augmented Generation (RAG) has become a crucial model in artificial intelligence (AI), improving the LLMs functions by adding external documents into the generation process. This study reviews the architecture, applications, and problems of RAG in AI systems.

First and foremost, RAG generate models for more accurate and contextually relevant result by integrates retrieval architectures. The design often includes a retriever of external databases and then generates them to respond. Therefore, this connection enables AI systems to obtain current knowledge beyond their training material, reducing problems[19].RAG has been utilized in diverse fields, including interactive AI systems, systematic literature reviews, and knowledge-intensive applications. For example, RAG improves interactive AI by allowing systems to deliver more precise and contextually relevant replies [20]. In academic research, RAG automates literature review generation by obtaining and summarizing pertinent papers[21]. RAG reduces the constraints of LLMs in managing knowledge-intensive tasks by integrating external information [22]. Conversely, RAG presents numerous problems, including retriever efficacy, integration intricacy, and assessment measures. The efficacy of RAG systems is largely contingent upon the retriever's capacity to accurately detect and recover pertinent information. Improving retriever performance is essential for the overall efficacy of RAG applications [23]. Fully combining retrieved information with generative models necessitates advanced procedures to enable coherence and relevance in the produced outputs [24]. The evaluation of frameworks is necessary for RAG systems that take into account both retrieval precision and generation quality [25]. To these challenges, current studies aim to develop retrieves, improve techniques, and establish evaluation benchmarks. Additionally, the use of RAG is a key area to explore and adapt to various domains in multimodal contexts [25].

To conclude, Retrieval-Augmented Generation represents a notable progression because it lets systems use outside information documents to generate outputs that are more accurate and relevant to the situation.

## 2.4 LangChain for Multi-Step Conversational Systems

LangChain is a framework intended to streamline the creation of applications utilizing large language models (LLMs), specifically focusing on multi-step conversational systems. This literature review analyzes the function of LangChain inside these systems, citing significant works and resources in the domain.

LangChain offers a structured approach to building applications with LLMs . It providing tools for timely management, linking multiple LLM calls, and connecting with external data sources. The modular architecture allows developers to construct sophisticated conversational agents proficient at managing multi-turn interactions efficiently. LangChain helps create customizer open-source GPT-based chatbots for enterprises. These chatbots facilitate responsive, context-aware, and tailored interactions to enhance user experience and operational efficiency [28]. Since Chatbots engage with PDF documents, enhance information retrieval and user interaction, researchers have utilized LangChain to develop chatbots . This application highlights LangChain's proficiency in managing document-centric conversational activities [29]. LangChain has been utilized to create apps that produce test questions from PDF documents, demonstrating its effectiveness in educational technology and automated content generation [30].

LangChain functions as an essential framework for constructing multi-step conversational systems, providing tools and integrations that augment the functionalities of LLM-driven applications. Its use throughout diverse fields highlights its adaptability and efficacy in developing intricate conversational agents.

## 2.5 Ethical Considerations in Chatbot Development

The advancement of chatbots has markedly altered human-computer interactions, providing efficiency and accessibility in multiple sectors. This innovation presents numerous ethical considerations that developers must confront to guarantee responsible and equitable utilization. This literature review examines significant ethical issues in chatbot development, citing relevant papers and articles.

Chatbots trained on extensive datasets may unintentionally acquire and propagate biases inherent in the data, resulting in discriminatory conduct. A study indicated that AI chatbots may have biases akin to those of humans, prompting bias training to address these concerns [31]. It is concerned for data privacy and security since the interaction between users and chatbots frequently involves sensitive information during transmissions. Therefore, research suggests that employees may accidentally provide valuable firm information to AI chatbots, highlighting the necessity for stringent data governance procedures [32]. Determining responsibility for a chatbot's actions, especially when it causes harm or communicates false information, is complex. A article studying the ethical consequences of ChatGPT emphasizes the challenges in establishing accountability and governance for AI-generated material. [33]. It is essential for chatbots to deliver precise and dependable information, especially in critical fields such as healthcare and banking. The quality of AI-generated content may significantly affect consumer trust and decision-making [34]. Integrating ethical considerations throughout the chatbot development process is essential for reducing potential negative impacts. Proposed rules and frameworks seek to assist developers in the development of ethically responsible AI systems. [35]. The anthropomorphic design of chatbots may cause users to develop emotional ties, potentially leading to excessive dependence on AI for emotional assistance. Recent advances indicate that users may get emotionally attached to chatbots, prompting ethical concerns regarding user well-being [36].

It is essential to address ethical considerations in chatbot development to guarantee that these AI systems benefit society positively and equitably. Developers must participate in ongoing ethical contemplation, apply bias mitigation techniques, defend data privacy, ensure accountability, and sustain system reliability to cultivate trust and integrity in chatbot interactions.

## 3.6 Gaps in Current Research and the Need for This Study

The swift progression of chatbot technology has profoundly altered human-computer interactions in multiple fields. Notwithstanding significant advancements, some research deficiencies remain, requiring additional inquiry to improve chatbot development and implementation.

The factors affecting user acceptance and adoption of AI-based chatbots are yet inadequately examined. Although certain research have explored factors influencing chatbot adoption, complete models that incorporate both positive and negative predictors are few. The integrated chatbot acceptance-avoidance model overcomes this gap by examining the dual factors that influence user decisions [37]. The methods for assessing chatbot usability are not standardized, resulting in inconsistent evaluation standards. A secondary analysis of experimentation regarding chatbot usability evaluation underscores the necessity for systematic methodologies to adequately measure usability [38].There is a lack of study examining the ethical implications and privacy concerns, related to chatbot interactions, especially in sensitive areas. In mental health public services , a study on AI chatbots in mental health public services reveals under-researched areas, which emphasizes the need for ethical frameworks [39]. The use of chatbots in enabling digital business transformation is a burgeoning field that necessitates additional investigation. A systematic study highlights the necessity for additional research on the appropriate integration of chatbots into business processes to facilitate transformation [40]. Despite the application of modern deep learning-based NLP approaches in chatbot development, obstacles remain in attaining human-like interactions. A comprehensive assessment examines the present status and prospective developments, highlighting the need for continued research to improve conversational abilities [41]. An extensive examination of AI and deep learning-based chatbots identifies application patterns while highlighting the necessity for research aimed at enhancing chatbot performance across various applications [42].

Solving these research gaps is crucial to the development of chatbot technology and ensuring its ethical and successful application in a variety of industries. Future research should focus on developing standardized methods for evaluating usability, examining ethical frameworks, understanding factors that determine user acceptability, and increasing integration techniques in the transformation of digital companies.

# CHAPTER 3: METHODOLOGY

3.1 Research Design

The research would like to create a chatbot system that efficiently assists students and student's parents in retrieving and figuring out admission materials related to the University of Information Technology (UIT). The chatbot , which offer accurate, contextually relevant, and user-centric responses, utilizes machine learning (ML) and natural language processing (NLP) methodologies. The technology combines Retrieval-Augmented Generation (RAG) with Large Language Models (LLMs) to merge document retrieval functionalities with AI-generated content. By integrating structured information storage with advanced reasoning skills, the chatbot connects raw data with conversational knowledge. To provide accurate and contextually relevant responses based on organized admission data for the 2023–2024 school year, while allowing for adaptability for future improvements. The chatbot is explicitly designed to respond to inquiries concerning UIT admissions, that includes academic programs, scholarships, admission policies, and student life in general. The technology is scalable to incorporate datasets in the future.

3.2 System Architecture Overview

The system architecture observes to a flexibility, adaptability, and productive design.  It generates that ensures smooth integration and optimal performance.

**Important Elements:**

1. Large Language Models (LLMs)

* Makes use of models like Gemini to provide natural, natural reactions.
* Processes user inquiries, improves retrieval results, and produces contextually appropriate answers.
* Retrieval-Augmented Generation (RAG):
* Integrates document retrieval with AI-generated material to deliver factually accurate responses.
* Extracts relevant information chunks from a vector database and improves them with text produced by large language models (LLMs).

1. ChromaDB

* A vector database utilized for the storage of embeddings generated by admission documents.
* Facilitates rapid and effective similarity searches that match with user inquiries.

1. LangChain

* Coordinates workflows among LLMs, document retrieval, and chunking methods.
* Facilitates an organized framework for controlling API requests and preservation of modularity.

### 3.2.1 Large Language Models (LLMs)

Large Language Models (LLMs), such as Google's Gemini, are advanced artificial intelligence (AI) systems to comprehend and produce natural text.

Objectives:

* Produce Natural Reactions: They generate coherent and contextually relevant responses to user inputs, as a result, improving the conversational experience.
* Understand User Inquiries: They explore and deal with user questions, allowing correct and relevant answers.
* Increase Retrieved Information: LLMs improve and enrich information collected from databases.

The Way They Operate [44]:

* Training on Varied Data: LLMs are trained on comprehensive datasets, which contain text, code, audio, photos, and video.
* Multimodal Processing: Models like Gemini can dynamically analyze several types of data, allowing them to address complicated inquiries.
* Integration with Retrieval Systems: In a Retrieval-Augmented Generation (RAG) framework, large language models (LLMs) integrate with RAG systems to obtain specific data, which utilize to provide intelligent responses.

Significance of Their Importance:

* Enhanced User Experience: By producing natural replies, LLMs render interactions more intuitive and fascinating for consumers.
* Improved Accuracy: Their capacity to analyze and comprehend intricate inquiries outcomes in more precise and contextually appropriate responses.
* Multipurpose: LLMs are applicable to many tasks like as language translation, summarization, and question answering, rendering them valuable in many different situations.

In summary, LLMs like as Gemini are integral of current chatbot systems by comprehending user inquiries, retrieving and augmenting information, and producing human responses.

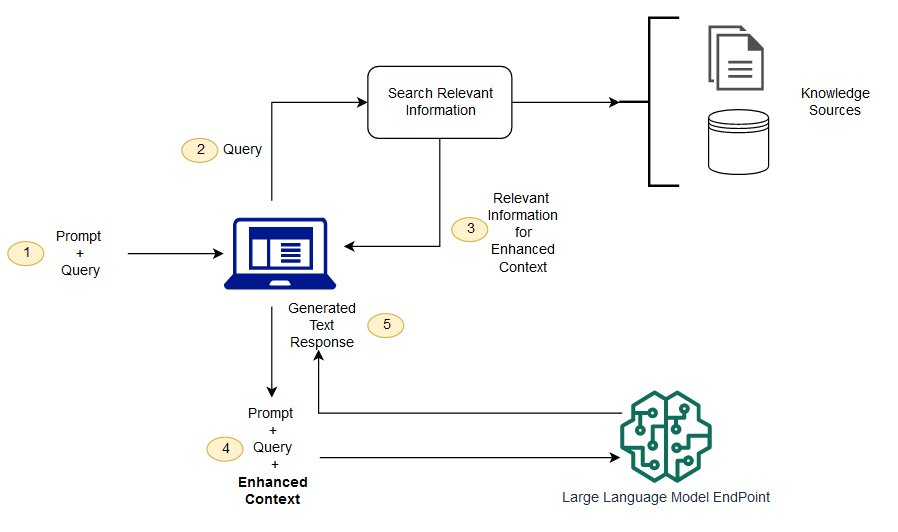
3.2.2 Retrieval-Augmented Generation (RAG)

Retrieval-Augmented Generation (RAG) is an AI system that improves Large Language Models (LLMs) by incorporating external data sources into the reply generating process.

What is RAG?

RAG integrates the generative potential of large language models (LLMs) with information retrieval technologies. It utilizes relevant information from external documents to enhance and refine the AI's responses.

What is the process of RAG? [45]

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The RAG process contains several key phases:

* Retrieval: After receiving a user query, the system finds external data sources to find information relevant to the query.
* Augmentation: The acquired information is integrated with the initial user question, offering additional context.
* Generation: The LLM analyzes the enhanced input to produce a response which combines its internal knowledge with the acquired external information.

What is the motivation for utilizing RAG?

* Increased Accuracy: RAG minimizes AI-generated hallucinations, resulting in accurate results.
* Domain-Specific Knowledge: The implementation of RAG enables LLMs to access certain knowledge not included in the training data, hence enhancing their effectiveness.
* Cost-Effectiveness: RAG offers a more efficient approach that raises AI capabilities.

In conclusion, RAG improves the performance of LLM outputs, resulting in greater accuracy, contextual relevance, and timeliness.

3.2.3 ChromaDB

ChromaDB is an open-source vector database designed for the storage and management of high-dimensional embeddings, particularly for artificial intelligence (AI) and machine learning (ML) applications. It facilitates efficient similarity searches by permitting the storage of vector representations of data, such as text embeddings, and enhances fast retrieval in response to user inquiries.

What is ChromaDB?

ChromaDB is a specialized database that manages vector embeddings—numerical representations of data that convey semantic information. ChromaDB enables similarity searches by storing embeddings to locate data points closely related to a specific query inside a high-dimensional environment.

What is the purpose of ChromaDB [46]?

A diagram of a diagram of a document

Description automatically generated

* Data Ingestion: ChromaDB processes data inputs, including text documents, and transforms them into vector embeddings utilizing models such as Sentence Transformers. These embeddings embody the semantic core of the data.
* Storage: The created embeddings are retained in ChromaDB, along with relevant metadata.This structure enables effective organizing and retrieval.
* Similarity Search: After receiving a query, ChromaDB transforms it into an embedding. Also it does a similarity search to identify stored embeddings that closely match the query. The technique enables the retrieval of relevant information using semantic similarity rather than exact keyword matching.

What is the purpose of employing ChromaDB?

* Efficiency: ChromaDB is designed for the management of large volumes of vector data, enabling fast similarity searches and data retrieval.
* Scalability: It supports several storage backends, making it suitable for both local and large-scale applications.
* Integration: ChromaDB seamlessly integrates with prominent embedding models and frameworks, facilitating its inclusion in diverse AI and machine learning (ML) workflows.

In summary, ChromaDB serves as a useful tool for managing and querying of vector embeddings, vital to applications requiring swift similarity searches and semantic data retrieval.

3.2.4 EVALUATION METRICS

The ROUGE (Recall-Oriented Understudy for Gisting Evaluation) metrics serve as critical tools to evaluate the quality of generated text in natural language processing (NLP) tasks. They assess the overlap between the generated text and reference texts to assess how well the output matches human-created content.

Theory [50]:

* ROUGE-1: Determine the overlap of unigrams (individual words) between the generated and reference texts, thus giving a metric of word-level precision.
* ROUGE-2: Evaluate the intersection of bigrams (two-word sequences), supplying insight into the model's capacity to understand the contextual links among words.
* ROUGE-L: Measures the longest common subsequence (LCS) for the generated and reference texts, highlighting the model's capability to keep the structure and coherence of the reference text.

Advantages:

* Comprehensive Evaluation: Applying ROUGE measures enables the project to objectively evaluate the efficacy of text generation models.
* Model Comparison: ROUGE scores enable the evaluation of several models or configurations.
* Performance Monitoring: Allows the tracking of improvement over time.

Integrating ROUGE measures into the project's evaluation framework ensures an robust evaluation of text generation quality.

## CHAPTER 4: SYSTEM DESIGN

4.1 Data Preparation

Creating a chatbot to assist admission services at the University of Information Technology (UIT) demands the preparation of an impressive dataset. This section includes the collection of relevant data and the implementation of high cleaning and preprocessing methods. Therefore, chatbot provides precise and reliability information.

Sources of Data (UIT Admission Documents for 2023–2024):

The collection comprises official admission documents from UIT for the academic years 2023 and 2024. These include:

* Admission Notifications: Detailed information concerning admission criteria, application procedures, and essential dates.
* Program Brochures: Descriptions of undergraduate and postgraduate programs, including curricula and career options.
* Scholarship Details: Details concerning available scholarships, eligibility criteria, and application processes.
* Common Inquiries (CIs): Standard questions from prospective students and official responses.

These materials are sourced from UIT's official website and verified publications to ensure accuracy and relevance.

4.1.1 Data Preprocessing

Text preprocessing is a crucial step in Natural Language Processing (NLP) to prepare raw text data for analysis. The aim of preprocessing is to clean and standardize the text to reduce noise and irrelevant information.

Common techniques include:

* Lowercasing: Converts all characters to lowercase to avoid case-sensitive distinctions between words like “Apple” and “apple.” This is essential to reduce the vocabulary size and improve consistency.
* Removing Special Characters: Because symbols and punctuation marks (like @, #) often have no semantic significance in a sentence, they are discarded. Additionally, URLs and HTML tags are also removed.
* Removing Extra Whitespaces: Extra spaces are removed to prevent issues during tokenization and parsing.

4.1.2 TF-IDF (Term Frequency-Inverse Document Frequency) Calculation

TF-IDF is the product of these two measures to be utilized  to identify important words that distinguish documents. A higher TF-IDF score indicates that the term is both frequent in a particular document and seldom in the corpus.

* Term Frequency (TF) measures how often a term appears in a document. The assumption is that terms occurring frequently in a document are more likely to be important.
* Inverse Document Frequency (IDF) measures the importance of a term across all documents in a corpus. Words that occur frequently across many documents (like "the" or "and") are less important, while terms that occur in fewer documents are more meaningful.

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4.1.3 Sematic Chunking

* Chunking: This represents the process of partitioning text into smaller, semantically significant portions (chunks). It utilizes the organization of information for management and analysis. In the semantic chunking, sentences or phrases are categorized according to their meaning rather than their structure.
* Cosine Similarity: Cosine similarity quantifies the cosine of the angle formed by two vectors. This metric is frequently employed in NLP to determine the similarity between two textual representations.

The equation for cosine similarity is:

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Description automatically generated

Thresholding: Sentences are classified into segments if their cosine similarity exceeds a specified threshold. The threshold denotes the required similarity for phrases to be categorized together.

4.1.4. Sentence Embeddings Utilizing Pre-trained Models

* Sentence Representations: In contrast to conventional word embeddings (e.g., Word2Vec, GloVe), sentence embeddings capture complete sentences within a dense vector space. These embeddings incorporate the contextual significance of sentences.
* SBERT (Sentence-BERT): SBERT is a modified version of the BERT model [47] that has been fine-tuned particularly for the generation of sentence-level embeddings. BERT (Bidirectional Encoder Representations from Transformers) is a transformer-based model engineered for comprehending the contextual meaning of words within a given sentence.

4.1.5. Data Storage in Chroma Database

* Vector databases are specialized systems intended for the storage and retrieval of high-dimensional vectors. Chroma exemplifies a system that offers efficient similarity searches for purposes such as document retrieval, semantic search, and question-answering.
* Batch Processing: Batch storage of embeddings and information enhances storage efficiency and decreases memory saturation levels.

4.2 GEMINI API

Gemini API is a generative AI model developed by Google, used to generate human-like text responses based on user input. It utilizes transformer architecture, which is the foundation for many modern NLP models. The purpose of using Gemini is to enhance the chatbot’s capabilities by generating hypothetical documents that help provide more accurate and contextually relevant answers based on user queries.

* The model employs pre-trained transformer architectures (such as GPT and LaMDA) for text generation. It enhances the system by incorporating dynamically created content into retrieved information (via RAG, Retrieval-Augmented Generation), so assuring more comprehensive and effective responses [48].
* The purpose of Gemini is to improve semantic search and user experience by generating material that supplements information retrieved from ChromaDB. This enables the system to provide responses even though exact data may not be readily accessible.

Advantages of the Gemini API in the Project:

* Accuracy: Produces material to enhance acquired data, providing accurate and useful answers.
* Flexibility: Supports dynamic content generation in the absence of adequate information inside the database.
* Scalability: As the dataset expands, the model continues to give high-quality results.
* Improved User Experience: Generates natural, contextually relevant responses, enhancing interaction quality [49]

4.3VECTOR SEARCH

Vector search use sentence embeddings, which are numerical representations of text, to assess semantic similarity between queries and documents. Sentence-BERT produces these embeddings, while ChromaDB saves them, setting up rapid similarity searches. Cosine similarity is utilized to compare vectors and extract the most relevant information based on semantic content rather than just keywords.

Advantages:

* Semantic Search: Generates the result by meaning rather than only on keywords.
* Accuracy: Gets more accurate and pertinent results due to analyzing meaning rather than exact matches.
* Velocity: Rapid retrieval of relevant details, thus necessary for real-time applications.
* Scalability: Effectively manages extensive datasets as the system increases.

This technique improves the chatbot's abilities to respond to questions with greater accuracy and efficiency.

4.4 HYPE SEARCH

HYDE Search use Gemini AI for generating hypothetical papers that enrich the outcomes obtained from ChromaDB. This technique improves the query response based on providing further context when the obtained data is insufficient.

Advantages:

* Improved Accuracy: Integrates real information with AI-generated content for more comprehensive responses.
* Context Enrichment: Addresses inadequacies in the database when information is missing.
* Flexibility: Manages complicated or unclear inquiries by producing relevant text.

HYDE increases the chatbot's capacity of providing more comprehensive and precise responses.

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