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# Generative Al for Everyone

**Andrew Ng** 

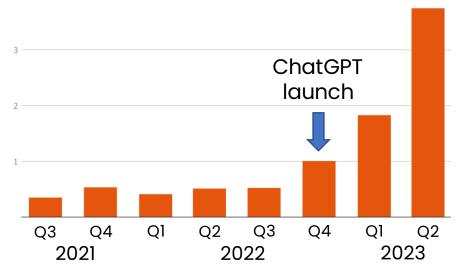


# What is Generative Al

Welcome

## The rise of generative Al

#### Average number of 'AI' mentions per S&P 500 analyst call



Source: Reuters

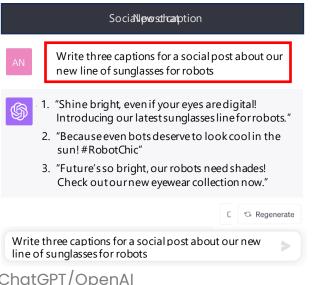
#### Generative AI could

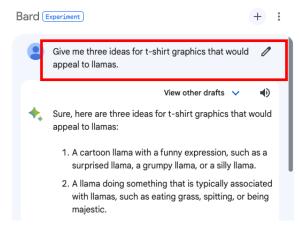
- Add \$2.6-\$4.4 trillion annually to the economy<sup>1</sup>
- Raise global GDP by 7% in the next 10 years<sup>2</sup>
- Impact 10% of the tasks carried out daily by 80% of workers<sup>3</sup>

Sources: (1) McKinsey, (2) Goldman Sachs, (3) OpenAI/UPenn

## What is generative AI?

Artificial intelligence systems that can produce high quality content, specifically text, images, and audio.







ChatGPT/OpenAl

Bard/Google

Bing Chat/Microsoft

## What is generative AI?

#### Generative AI is also a developer tool

```
jupyter
                                          Help
                                                                                               Python 3 (ipykernel) O
                                  Kernel
                                                                                  Not Trusted
                                                           Markdown
        In [ ]: from langchain.chains import RetrievalQA
                from langchain.chat models import ChatOpenAI
                from langchain.document loaders import CSVLoader
                from langchain.vectorstores import DocArrayInMemorySearch
                from IPython.display import display, Markdown
        In []: file = 'OutdoorClothingCatalog 1000.csv'
                loader = CSVLoader(file path=file)
        In [ ]: from langchain.indexes import VectorstoreIndexCreator
        In [ ]: #pip install docarray
        In [ ]: index = VectorstoreIndexCreator(
                     vectorstore cls=DocArrayInMemorySearch
                 ).from loaders([loader])
```

## Al is already pervasive in our lives

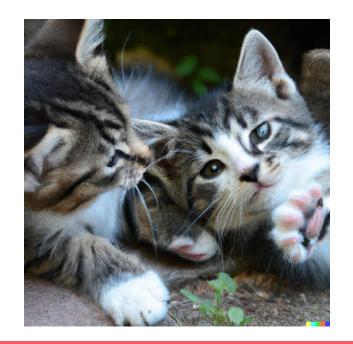
AI technology	Examples
Web search	Google, Bing
Fraud detection	Credit card payments
Recommender system	Amazon, Netflix

#### Image, Audio and Video generation

A beautiful, pastoral mountain scene. Landscape painting style (Midjourney)



Two cute kittens playing (DALL-E)



## Image, Audio and Video generation

Voice generation

## Image, Audio and Video generation

Video generation

Video clone to go here.

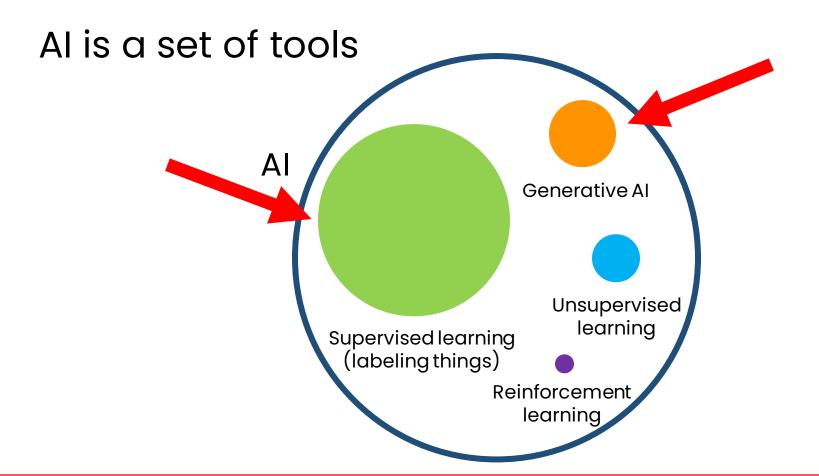
#### What you'll learn

- How generative AI technology works
  - What it can and can't do
  - Common use cases
- Generative Al Projects
  - Identify and build generative AI use cases
  - Technology options
- Impact on business and society
  - How teams can take advantage of generative Al
  - Al risks and responsible Al



# What is Generative Al

How generative Al works



## Supervised learning (labeling things)

## Supervised learning (labeling things)

Input (A)	Output (B)	Application
Email	Spam? (0/1)	Spam filtering
Ad, user info	Click? (0/1)	Online advertising
Image, radar info	Position of other cars	Self-driving car
X-ray image	Diagnosis	Healthcare
Image of phone	Defect? (0/1)	Visual inspection
Audio recording	Text transcript	Speech recognition
Restaurant reviews	Sentiment (pos/neg)	Reputation monitoring

#### 2010-2020: Large scale supervised learning



#### Generating text using Large Language Models (LLMs)

Text generation process



## How Large Language Models (LLMs) work

LLMs are built by using supervised learning  $(A \rightarrow B)$  to repeatedly predict the next word.

#### My favorite food is a bagel with cream cheese

Input (A)	Output (B)
My favorite food is a	bagel with
My favorite food is a bagel	with
My favorite food is a bagel with	cream
My favorite food is a bagel with cream	cheese

When we train a very large AI system on a lot of data (hundreds of billions of words), we get a Large Language Model like ChatGPT.



# What is Generative Al

LLMs as a thought partner

#### A new way to find information

What is the capital of South Africa?

South Africa has three capital cities:

- Pretoria (administrative capital)
- 2. Cape Town (legislative capital)
- 3. Bloemfontein (judicial capital)

What does LLM stand for?

LL.M. stands for "Legum Magister" in Latin, which translates to "Master of Laws" in English.

What about in the context of AI?

In the context of AI, LLM refers to "Large Language Model".

## Writing partner

Rewrite this for clarity:

Students all around the world are realizing learning has to happen not just in school but throughout life including after graduation.

Students worldwide understand that learning extends beyond school and continues throughout life.

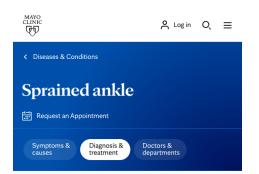
Write a 300 word story involving trucks for a 3 year old to encourage them to brush their teeth.

Once upon a time in a town called Toothville, there lived a happy tow truck named Timmy.

One day Timmy noticed that his shiny bumper had a dull spot.
Worried, he went to the doctor [...]

#### Web search or using an LLM?

#### What should I do to treat a sprained ankle?



#### Diagnosis

During a physical, your doctor will examine your ankle, foot and lower leg. The doctor will touch the skin around the injury to check for points of tenderness and move your foot to check the range of motion and to understand what positions cause discomfort or pain.

If the injury is severe, your doctor may recommend one or more of the following imaging scans to rule out a broken bone or to evaluate in more detail the extent of ligament damage:

Mayo Clinic



Recovering from an ankle sprain

June 21, 2021

All it takes is a simple misstep, and suddenly you have a sprained ankle. An ankle sprain is one of the most common musculoskeletal injuries in people of all ages, athletes and couch potatoes alike. The injury occurs when one or more

Harvard Medical School

What should I do to treat a sprained ankle?

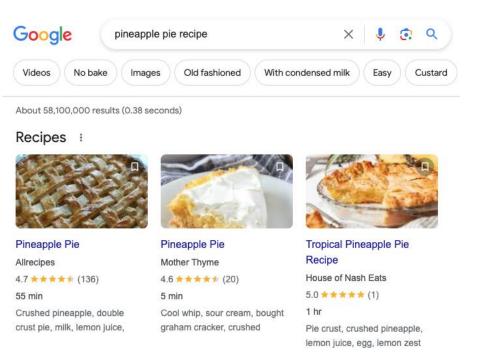
I'm not a doctor, but if you believe you have a sprained ankle, the following general steps are often recommended:

- Rest: Avoid putting weight on the injured ankle
- Ice: Apply ice wrapped in cloth to injured area

[...]

#### Web search or using an LLM?

#### pineapple pie recipe



Give me a pineapple pie recipe

Certainly! Here's a simple pineapple pie recipe:

Ingredients:

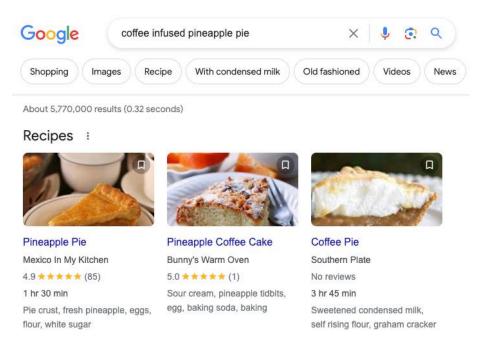
1 prepared pie crust

2 cups of crushed pineapple (drained)

1 cup of granulated sugar 2 tablespoons cornstarch [...]

#### Web search or using an LLM?

#### coffee-infused pineapple pie recipe



Give me a coffee-infused pineapple pie recipe

Sure! Here's a coffee-infused pineapple pie recipe:

Ingredients:

1 prepared pie crust

2 cups crushed pineapple (drained)

2 tablespoons strong brewed coffee

1 cup granulated sugar [...]



# What is Generative Al

Al is a general purpose technology

### Al is a general purpose technology

#### Similar to electricity, AI is useful for many tasks



Output (B)	Application
Spam (0/1)	Spam filtering
Click? (0/1)	Online advertising
Position of other cars	Self-driving car
Diagnosis	Healthcare
Defect? (0/1)	Visual inspection
Text transcript	Speech recognition
Sentiment (pos/neg)	Reputation monitoring
	Spam (0/1) Click? (0/1) Position of other cars Diagnosis Defect? (0/1) Text transcript

#### Examples of tasks LLMs can carry out

Writing

Suggest three names for our new analytics platform

Sure, here are three ideas:

- 1. Nexalnsight
- 2. Quantivue
- 3. AnalytiSphere

Is there parking for staff?

Yes, employees can park on levels I and 2 of the officer.
You can get a sticker at

Reading

web

I love my new llama T-shirt! The fabric is so soft.

Complaint: NO Department: Apparel

I wore my llama T-shirt to a friend's wedding, and now they're mad at me for stealing the show.

Complaint: YES
Department: Apparel



Chatting

Welcome to BettaBurgers!

I'd like a cheeseburger for delivery!

Awesome. Anything else?

That's it thanks!

Ok, it'll be there in 20 .... minutes. Enjoy!

#### Web-based vs. software application use of LLMs





Web-based interface applications e.g. ChatGPT, Bard, or Bing Chat

Software-based applications e.g. email routing, document search



# Generative Al applications

Writing

#### Brainstorming product names

Brainstorm 5 creative names for peanut butter cookies

Sure thing! Here are some ideas:

- 1. Nutty Nirvana Nibbles
- 2. ButterBite Bliss
- 3. Peanut Paddle Pucks
- 4. ButterNutter Crunchies
- 5. Nutty Nom-Nom Nuggets

#### Developing sales strategy

Brainstorm five ideas for increasing cookie sales in Q4

- 1. Limited-time only seasonal flavors.
- 2. Beautifully packaged gift sets.
- 3. Buy more, save more deals.
- 4. Interactive holiday displays
- 5. Recipe cards

## Writing a press release

Write a press release announcing the hire of a new COO

[Company Name] Welcomes [New COO's Full Name] as Chief Operations Officer

[City, State, Date] – [Company Name], a leading [brief description of the company's industry or niche], is thrilled to announce [New COO's Full Name] as its new Chief Operations Officer (COO). [New COO's first name] brings a wealth of experience [...]

## Writing a press release – improved prompt

Write a press release announcing the hire of our new COO using the following information:

COO bio: Nadiya Grenner received her MBA from Cornell...

Company info: General Robotics, headquartered in Boston, MA, is a leader in robotics research and manufacturing...

General Robotics Welcomes Nadiya Grenner as Chief Operations Officer

Boston, MA – General Robotics, a leading robotics research and manufacturing company, is thrilled to announce Nadiya Grenner as its new COO. A graduate of Cornell's [...]

#### **Translation**

Translate the following into formal Hindi:

Welcome to the Oceanview Hotel – we hope you enjoy your stay. If you need anything, please contact the front desk.

ओशनव्यू होटल में आपका स्वागत है - हम आशा करते हैं कि आपका ठहराव यहाँ आनंदमय हो। अगर आपको कुछ चाहिए होता है, तो कृपया फ्रंट डेस्क से संपर्क करें।

#### Translation

Translate the following into formal spoken Hindi:

Welcome to the Oceanview Hotel – we hope you enjoy your stay. If you need anything, please contact the front desk.

ओशनव्यू होटल में आपका स्वागत है। हम उम्मीद करते हैं कि आप यहाँ अच्छा समय बिताएंगे। अगर आपको कुछ भी चाहिए हो, तो कृपया रिसेप्शन पर संपर्क करें।

#### Translation: Pirate English

Translate the following into Pirate English:

Welcome to the Oceanview Hotel – we hope you enjoy your stay. If you need anything, please contact the front desk.

Ahoy matey! We be hopin' ye relish yer time aboard the Oceanview Inn. If ye be needin' anythin', have a parley with the front desk, arrr!



# Generative Al applications

Reading

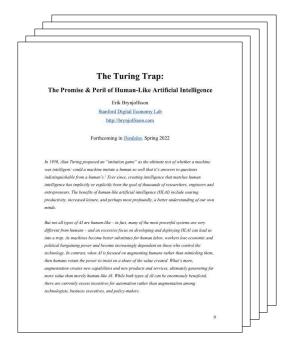
#### Proofreading

Proofread the following text, intended for a website selling children's stuffed toys, for spelling and grammatical errors, and rewrite it with corrections:

Meet this adorable stuffed panda! Made from super snuggle materials and easy to wash in the machine, this toy is the perfect friend for your little one.

Meet this adorable stuffed panda! Made from super snuggly materials that are machine-washable, this toy is the perfect friend for your little one.

#### Summarizing an article



E. Brynjolfsson, 2022

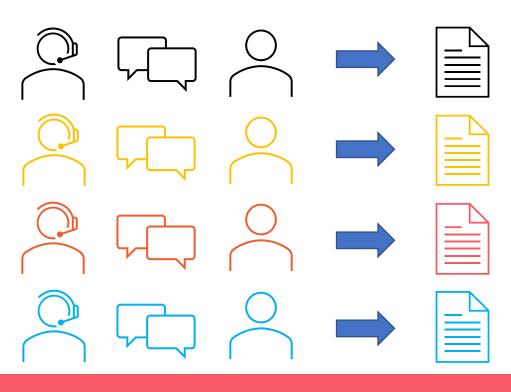
Summarize the following paper in 300 words or fewer:

In 1950, Alan Turing proposed an "imitation game" as the ultimate test of whether a machine was Intelligent [...]

Human-like AI offers benefits but risks worker power. Augmenting humans creates more value than imitating them [...]

web

### Summarizing call center conversations



Manager



Too much text to read

#### Summarizing conversations

Customer: Hi, my monitor won't turn on.

Agent: I'm sorry to hear that.
What model is it?

Customer: It's the 27-inch 4K. Agent: Can you tell me the model number?

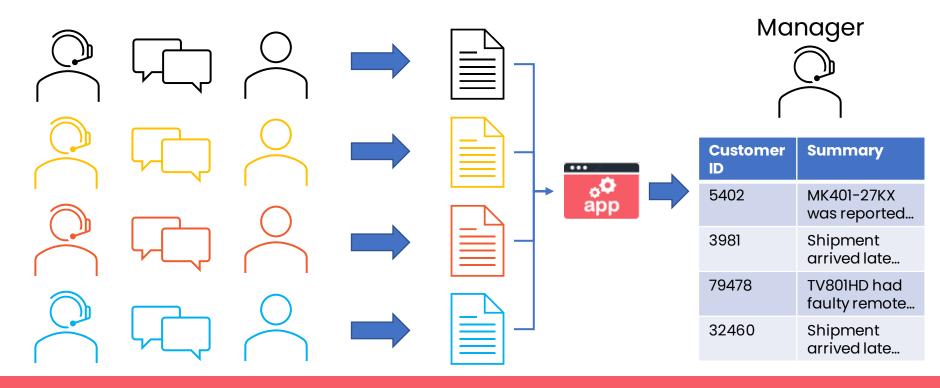
Customer: Hang on one sec...I'm looking on the back...it's the MK401-27X.

Agent: Ok, thank you. Can you try unplugging the HDMI cable and reinserting?
Customer: Ok, doing that now.
Hmm, the image appeared for a few seconds then disappeared.

Agent: Ok, try jiggling the cable while it is in the socket. Customer: Oh, I see the image coming and going. Agent: Ok, I think you have a defective cable. We will send you a replacement.

MK401-27KX was reported as broken by customer 5402. Cable identified as problem. Replacement issued.

#### Summarizing call center conversations



#### Customer email analysis

I love my new llama t-shirt! The fabric is so soft.

Complaint – NO Department - Apparel



#### Detailed look at email routing prompt

Indicate which department to route the following email to:

I love my new llama t-shirt! The fabric is so soft. State the task you want the model to carry out

Include the email to analyze

#### Detailed look at email routing prompt

#### Detailed look at email routing prompt

Read the email below and choose the most appropriate State the task you want the model to department to route the carry out email to Choose the department from the following list: Provide the choices for the model Apparel, Electronics, Home appliances. I love my new llama t-shirt! Include the email to analyze The fabric is so soft. The model responds with an answer Department: Apparel from the list

### Reputation monitoring

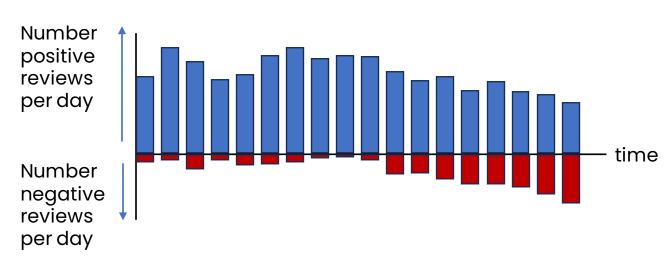
#### Dashboard to track customer sentiment over time

Read the following review and classify it has having either a positive or negative sentiment:

The food was amazing and the servers were so friendly!

**Positive** 







# Generative Al applications

Chatting

#### Customer service ChatBot

Welcome to BettaBurgers!

I'd like a cheeseburger for delivery!

Awesome. Anything else?

That's it thanks!

Ok, it'll be there in 20 minutes. Enjoy!

#### **Specialized Chatbots**

How can I vacation in Paris inexpensively?

Here are some ideas to save money in Paris:

- 1. Eat at bakeries
- 2. Take metro, not taxis
- 3. Visit free attractions [...]

I'm nervous about my big presentation at work...

It's natural to feel nervous. What worries you most?

That I'll forget what to say...

You aren't alone! Here are some tips that may help:

- 1. Use index cards.
- 2. Picture a friend in the room to present to [...]

Career coach

What can I make with the following ingredients? Pasta, eggs, lemons, ham

Here's a recipe you can make with those ingredients:

Ham and Lemon Carbonara

Instructions:

- 1. Cook pasta
- 2. Whisk eggs, lemon juice and zest in bowl [...]

Recipe ideas

Trip planner



#### IT Service ChatBot

My login is andrew and I need to reset my account password.

Sure! I just texted you a code. What code did you get?

123456

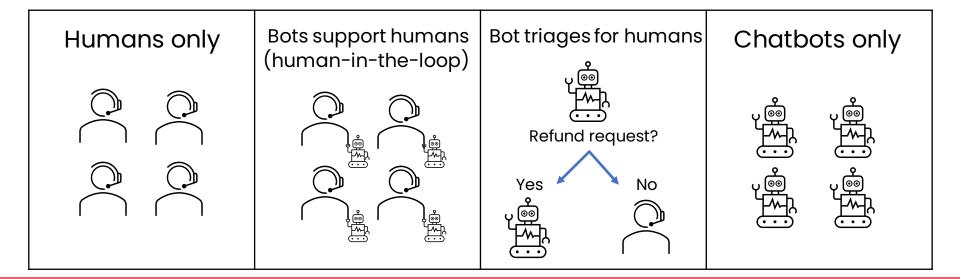
Ok, I've verified your identity. Please check your email for your new password.

#### The rise of chatbots in customer service

Welcome to BettaBurgers!

I'd like a cheeseburger for delivery!

Focus on text-based chatbots



#### Advice for deploying chatbots

- Start with an internal-facing chatbot
  - Work with staff to assess behavior of chatbot
  - Avoid public mistakes
- Deploy with human-in-the-loop to check for mistakes
- Only after deemed safe, allow bot to communicate directly with customers

#### Examples of tasks LLMs can carry out

Writing

Suggest three names for our new analytics platform

Sure, here are three ideas:

- 1. Nexalnsight
- 2. Quantivue
- 3. AnalytiSphere

Is there parking for staff?

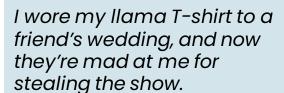
Yes, employees can park on levels 1 and 2 of the officer.
You can get a sticker at

web

Reading

I love my new Ilama T-shirt! The fabric is so soft.

Complaint: NO
Department: Apparel



Complaint: YES
Department: Apparel



Chatting

Welcome to BettaBurgers!

I'd like a cheeseburger for delivery!

Awesome. Anything else?

That's it thanks!

Ok, it'll be there in 20 .... minutes. Enjoy!



# Generative Al applications

What LLMs can and cannot do

Can a fresh college graduate follow the instructions in the prompt to complete the task?

- Can they determine if an email is a complaint?
- Can they determine if a review is positive or negative?

Read the following email and determine whether it contains a complaint:

I love my new Ilama T-shirt! The fabric is so soft.

Complaint: NO

Read the following review and classify it has having either a positive or negative sentiment:

The food was amazing and the servers were so friendly!

**Positive** 

Can a fresh college graduate follow the instructions in the prompt to complete the task?

• Can they write a press release, without any information about the COO or your company?

Write a press release announcing the hire of a new COO

[Company Name] Welcomes [New COO's Full Name] as Chief Operations Officer

[City, State, Date] – [Company Name], a leading [brief description of the company's industry or niche], is thrilled to announce [New COO's Full Name] as its new Chief Operations Officer (COO) [...]

Can a fresh college graduate follow the instructions in the prompt to complete the task?

Can they write a press release given basic relevant context?

Write a press release announcing the hire of our new COO using the following information:

COO bio: Nadiya Grenner received her MBA from Cornell [...]
Company info: General Robotics, headquartered in Boston, MA [...]

General Robotics Welcomes Nadiya Grenner as COO Boston, MA – General Robotics, a leader in robotics research and manufacturing, is thrilled to announce Nadiya Grenner [...]

Can a fresh college graduate follow the instructions in the prompt to complete the task?

#### For clarity, assume:

- No access to the internet or other resources
- No training specific to your company/business
- No memory of previous tasks completed
  - You get a different fresh college grad every time!

#### Knowledge cutoffs

An LLM's knowledge of the world is frozen at the time of its training

 A model trained on data scraped from internet in January 2022 has no information about more recent events

What was the highest grossing film of 2022?

As of January 2022, I don't have data on the highest-grossing movie for that year.



Avatar: The Way of Water

#### Knowledge cutoffs

#### Claims of room temperature superconductor LK-99



Tell me about LK-99, the claimed room temperature superconductor

As of my last update in January 2022, there isn't a material specifically known as "LK-99" that is identified as a room-temperature superconductor.



#### Making things up: Hallucinations

Give me three quotes that Shakespeare wrote about Beyonce

- 1. Her vocals shine like the sun.
- 2. All hail the queen, she is most worthy of love.
- 3. Such a voice, so electric and alive, none else can compare!

**X** Hallucination

#### Making things up: Hallucinations

#### List two court cases tried in California about Al

1. Waymo v. Uber – Theft of trade secrets related to autonomous driving
2. Ingersoll v. Chevron – Patent infringement of oil field machine learning technology

✓ Real case

**X** Hallucination

Hallucinations have had serious consequences

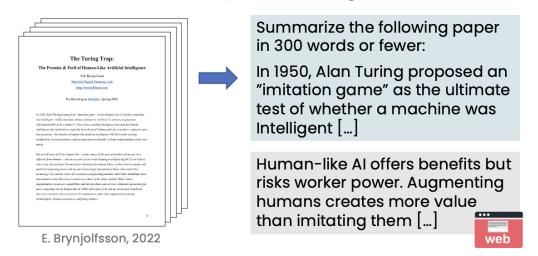
# The ChatGPT Lawyer Explains Himself

In a cringe-inducing court hearing, a lawyer who relied on A.I. to craft a motion full of made-up case law said he "did not comprehend" that the chat bot could lead him astray.

The New York Times

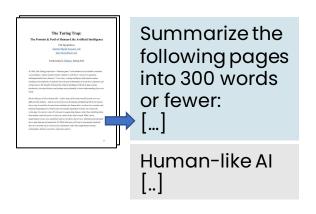
Many LLMs can accept a prompt of up to only a few thousand words.

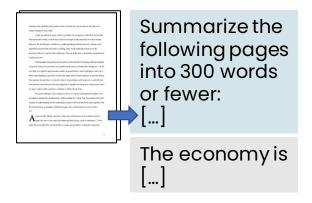
• The total amount of context you can give it is limited

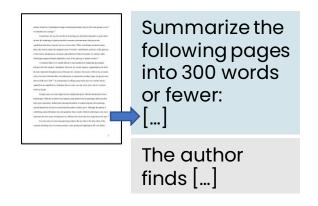


Many LLMs can accept a prompt of up to only a few thousand words.

• The total amount of context you can give it is limited







Many LLMs can accept a prompt of up to only a few thousand words.

- The total amount of context you can give it is limited
- Some LLMs have longer context limits up to 100,000 words

Many LLMs can accept a prompt of up to only a few thousand words.

- The total amount of context you can give it is limited
- Some LLMs have longer context limits up to 100,000 words
- An LLM's context length is the limit on the total input+output size

# Generative AI does not work well with structured (tabular) data

#### Home prices

size (square feet)	price (1000\$)	
523	100	
645	150	
708	200	
1034	300	
2290	350	
2545	440	
A B		

Use supervised learning  $(A \rightarrow B)$  to estimate price.

#### Purchases on website

user ID	time	price (\$)	purchased
4783	Jan 21 08:15.20	7.95	yes
3893	March 3 11:13:.5	10.00	yes
8384	June 11 14:15.05	9.50	no
0931	Aug 2 20:30.55	12.90	yes
	Υ	J	

# Generative AI works best with unstructured data

Unstructured data refers to text, images, audio, video, etc.



#### Bias and Toxicity

An LLM can reflect the biases that exist in the text it learned from.

Complete this sentence:

The surgeon walked to the parking lot and took out

his car keys.

Complete this sentence:

The nurse walked to the parking lot and took out

her phone.

assumed male

assumed female

Some LLMs can output toxic or other harmful speech, but most models have gotten much safer over time.



# Generative Al applications

Tips for prompting

### Tips for prompting

- Be detailed and specific
- Guide the model to think through its answer
- Experiment and iterate

# Be detailed and specific

- Give sufficient context for LLM to complete the task
- Describe the desired task in detail

Help me write an email asking to be assigned to the legal documents project.

I'm applying for a job on the legal documents project, which will check legal documents using LLMs. I have ample experience prompting LLMs to generate accurate text in a professional tone.

Write a paragraph of text explaining why my background makes me a strong candidate to this project and advocate for my candidacy.

# Guide the model to think through its answer

Brainstorm 5 names for a new cat toy.

Step 1: Come up with 5 fun, joyful words that relate to cats.

Step 2: For each word, come up with a rhyming name for a toy.

Step 3: For each toy name, add a fun, relevant emoji.

# Guide the model to think through its answer

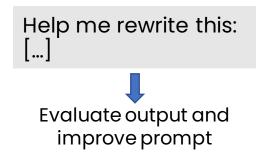
#### Model response:

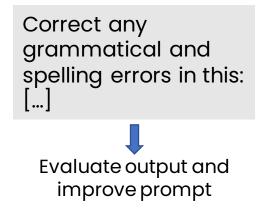
Step 1: 5 fun, joyful words that relate to cats:	Step 2: Rhyming names for a toy based on those words:	Step 3: Add a fun, relevant emoji for each toy name:
Purr	Purr-Twirl	Purr-Twirl 🍎
Whisker	Whisker-Whisper	Whisker-Whisper 🔞
Feline	Feline-Beeline	Feline-Beeline ්සි
Pounce	Pounce-Bounce	Pounce-Bounce 🏵
Meow	Meow-Wow	Meow-Wow

# Experiment and iterate

No perfect prompt for every person or situation!

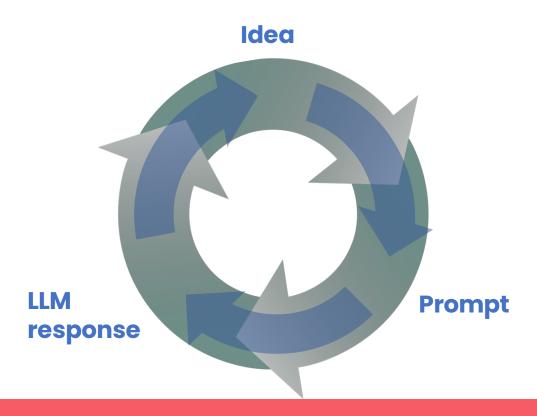
• Instead, better to develop process for improving prompts through iteration





Correct any grammatical and spelling errors in this, and rewrite in a tone appropriate for a professional resume: [...]

# Iteratively improving your prompt



#### Prompting process

- Be clear and specific in prompt
- Think about why result isn't giving desired output
- Refine your prompt
- Repeat

Tip: Don't overthink the initial prompt. Just try something quickly and improve it over time!

Caveats: Be careful with

- (i) confidential information
- (ii) whether you trust the LLM output



# Generative Al applications

Image generation (optional)

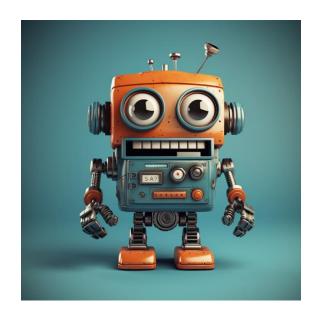
# Example generated images



A picture of a woman smiling



A futuristic city scene



A cool, happy robot

# Image generation (diffusion model)

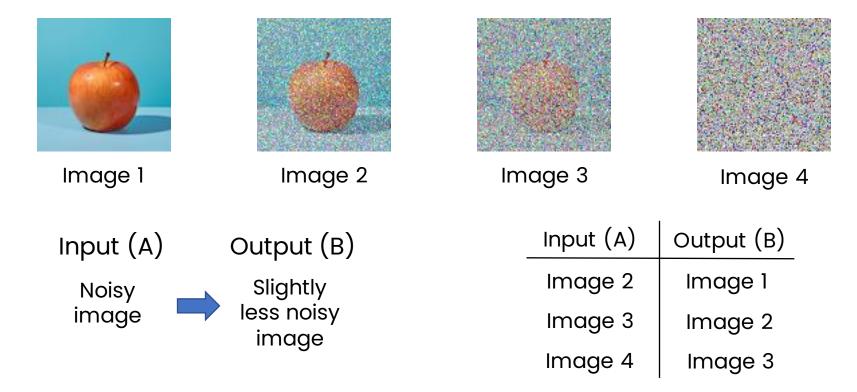
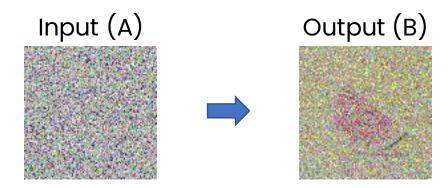
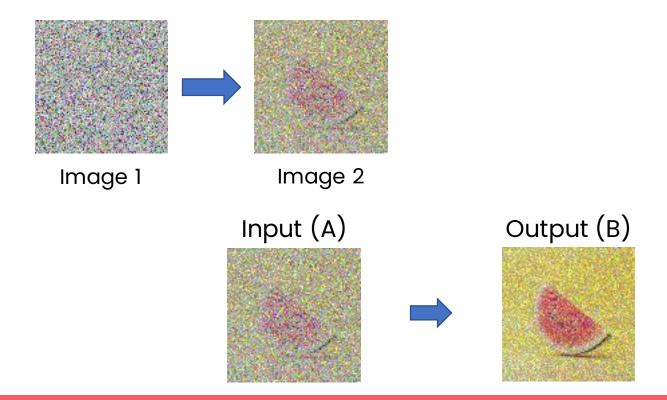
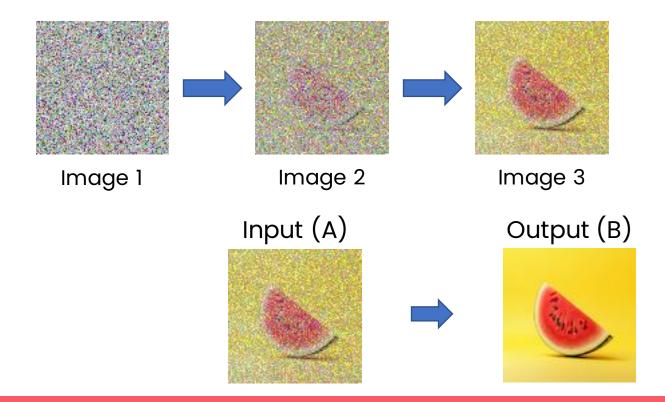


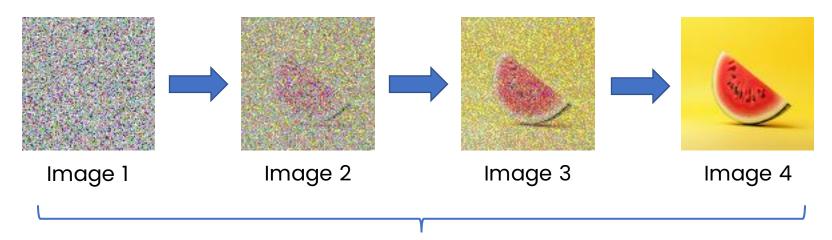


Image 1









Typically ~100 steps for diffusion model

# Adding text



Image 1, "red apple"



Image 2

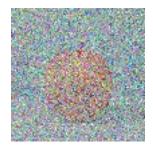


Image 3

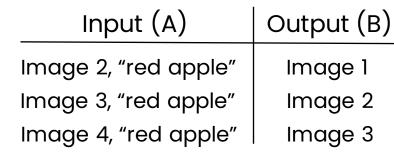


Image 4

Input (A)
Noisy image
and caption



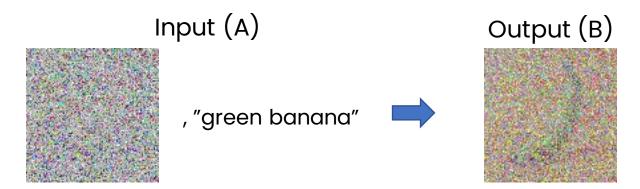
Output (B)
Slightly
less noisy
image



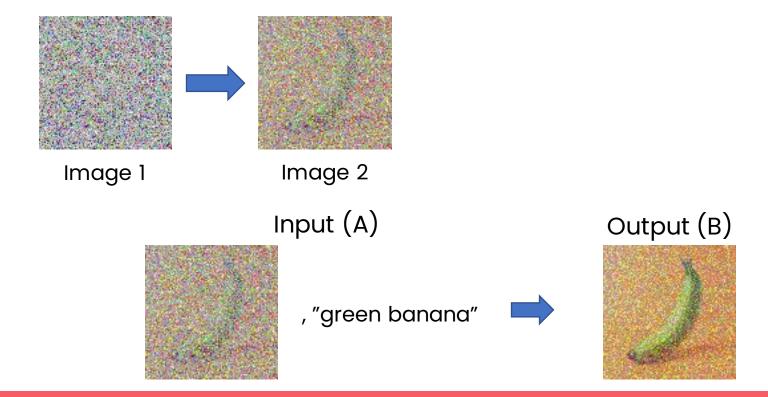
# Image generation from text



Image 1



# Image generation from text



# Image generation from text

