

# Enabling people to use ChatGPT

INTRODUCTION TO CHATGPT



**James Chapman**

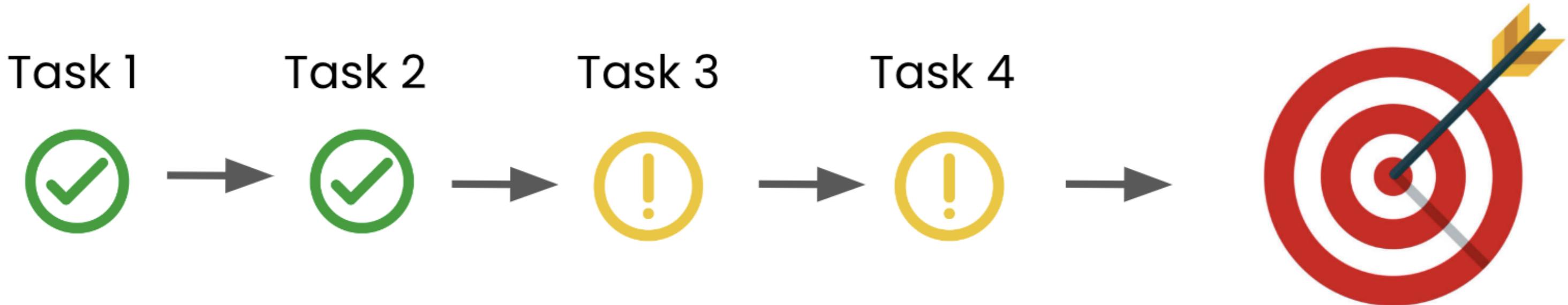
Curriculum Manager, DataCamp

# Augmenting workflows

**Workflow:** Standardized series of tasks to achieve an end goal

**Aims:**

- Highest-quality output
- Shortest timeframe



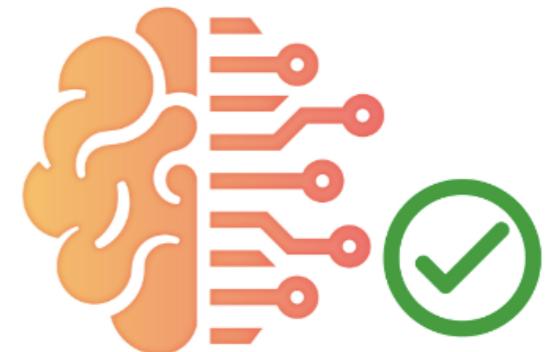
# A standard workflow

- **Example:** Summarizing a project scoping document
  - 30 pages → summary of key findings
- We extract the key findings and compile the summary
- Using a spelling and grammar checker to proofread

Create summary



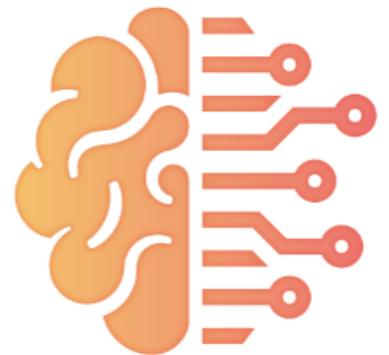
Proofread



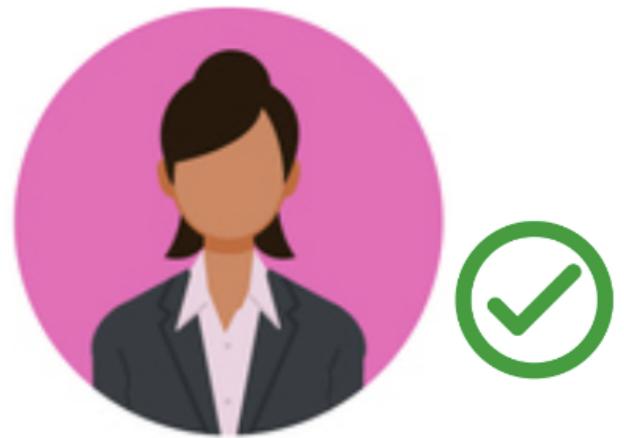
# A ChatGPT-powered workflow

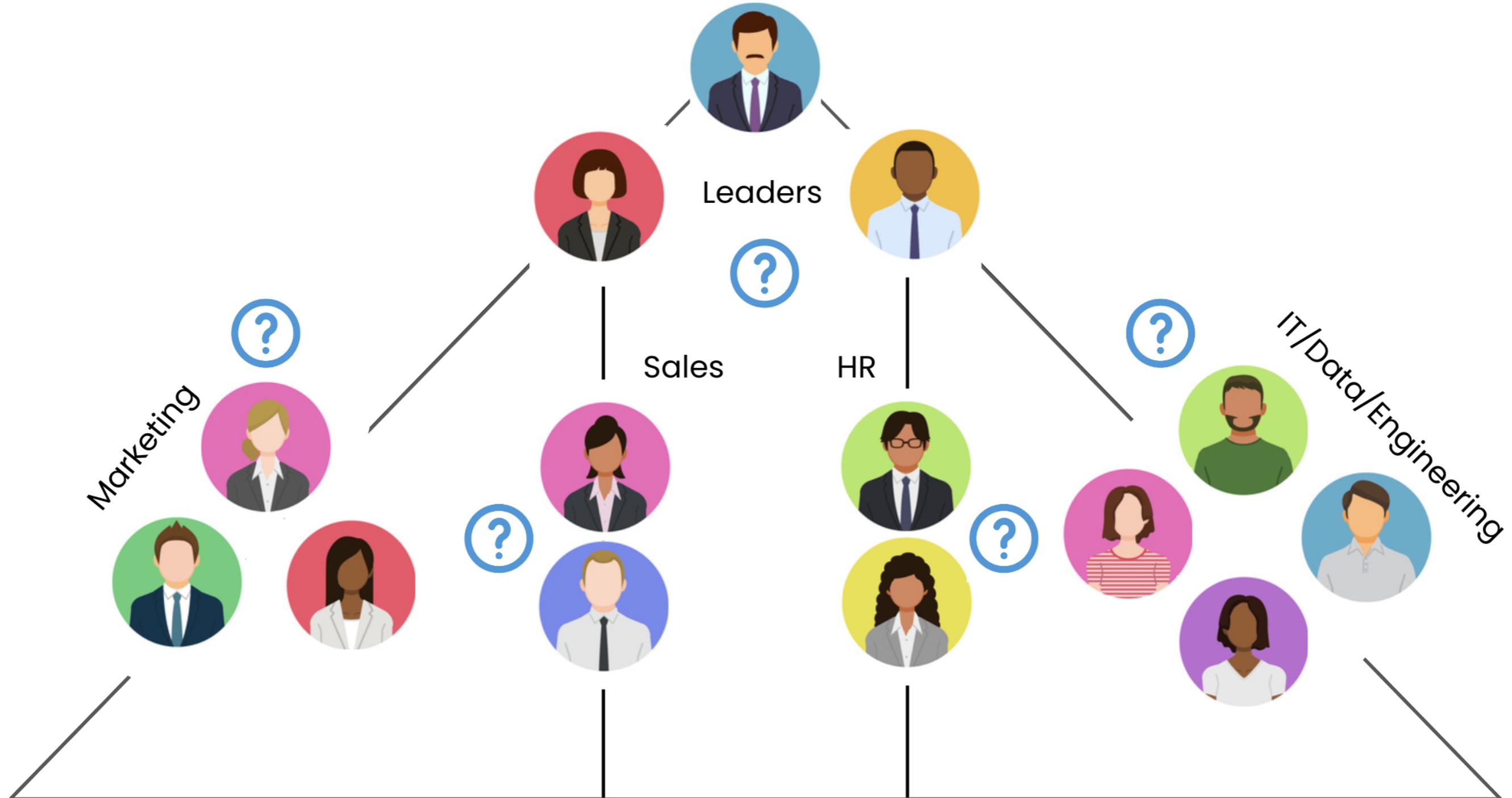
- **Example:** Summarizing a project scoping document
  - 30 pages → summary of key findings
- ChatGPT allows us to *reverse* the roles
- Human now becomes the *proofreader*
- Huge time-savings!
- Allows us to focus on more creative tasks

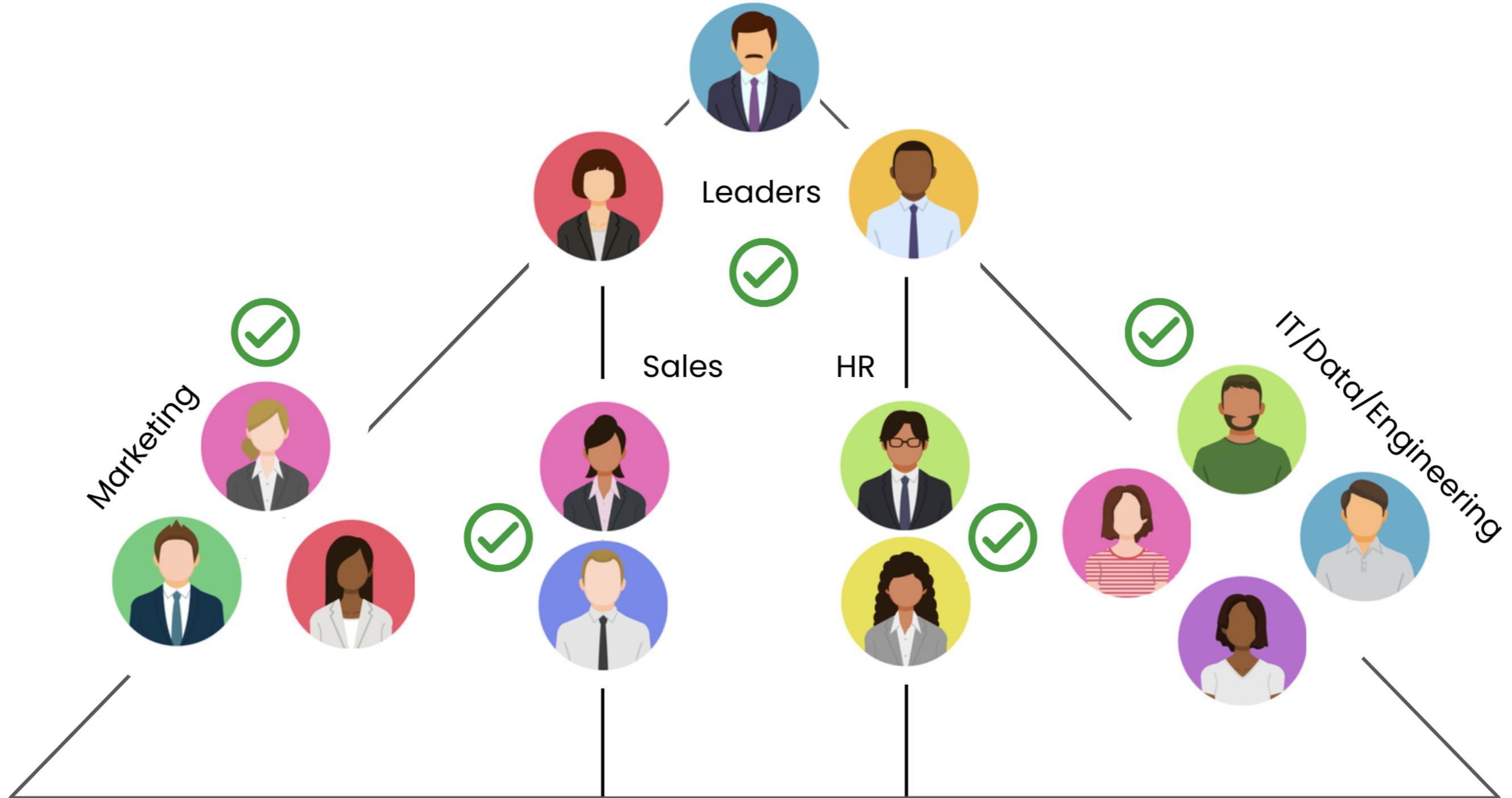
Create summary



Proofread







# Leaders



## Use cases:

- Compose emails
- Draft presentations
- Brainstorm strategic ideas
- Summarize meeting notes

# Technical roles



## Use cases:

- Recall code syntax
- Generate examples
- Explain code
- Troubleshoot errors
- Write documentation

# HR and people teams



## Use cases:

- Brainstorm employee engagement and wellbeing initiatives
- Communicate more *effectively* and *efficiently*

# Marketing



## Use cases:

- Write social media posts
- Copyediting content
- Generating marketing copy
- Search Engine Optimization (SEO)

# Sales



## Use cases:

- Generate outreach templates
- Personalize outreach content
- Brainstorm strategies
- Summarize information

# **Let's practice!**

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# Identifying use cases for ChatGPT

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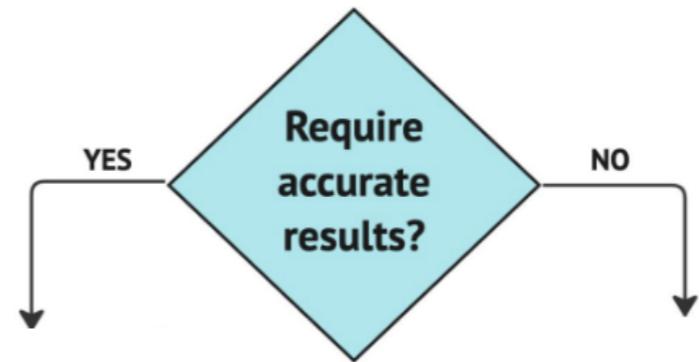
**James Chapman**

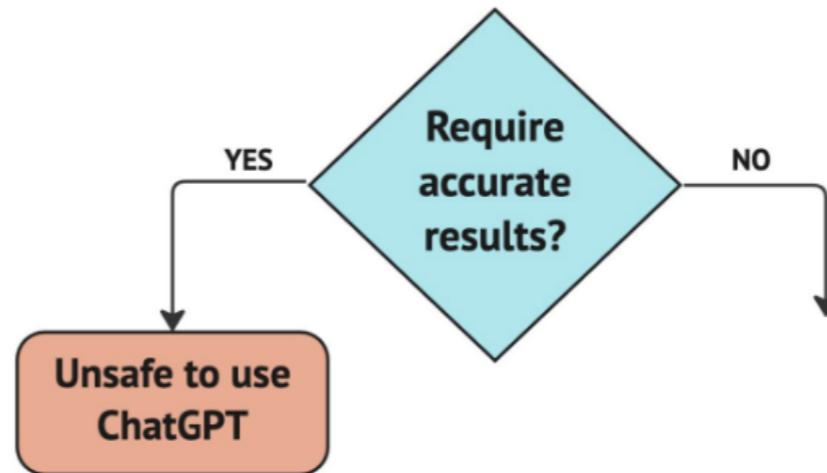
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# Coming up...

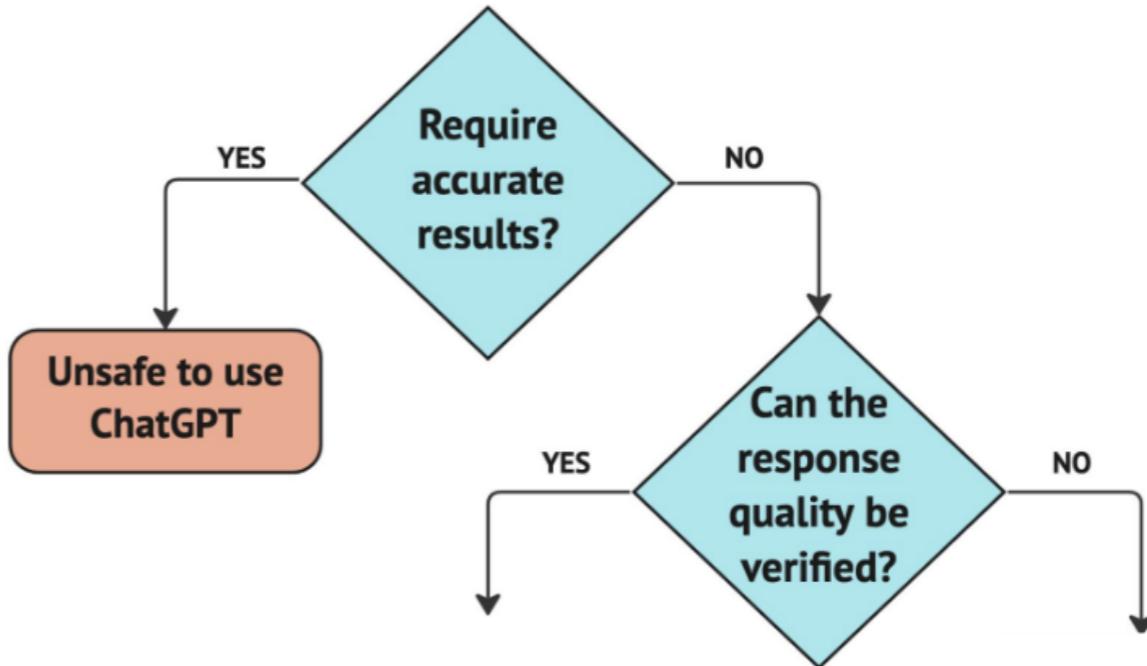


- Can be inaccurate
- No *predictability* in responses

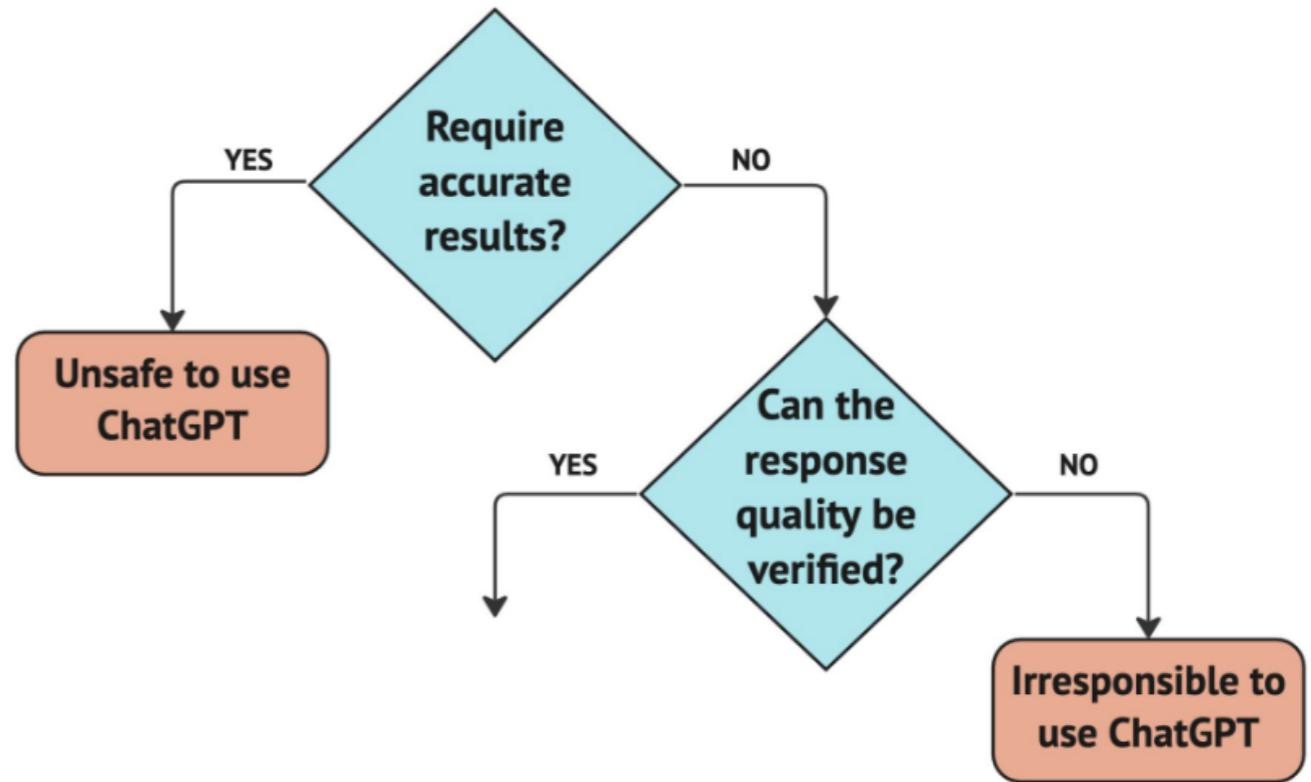


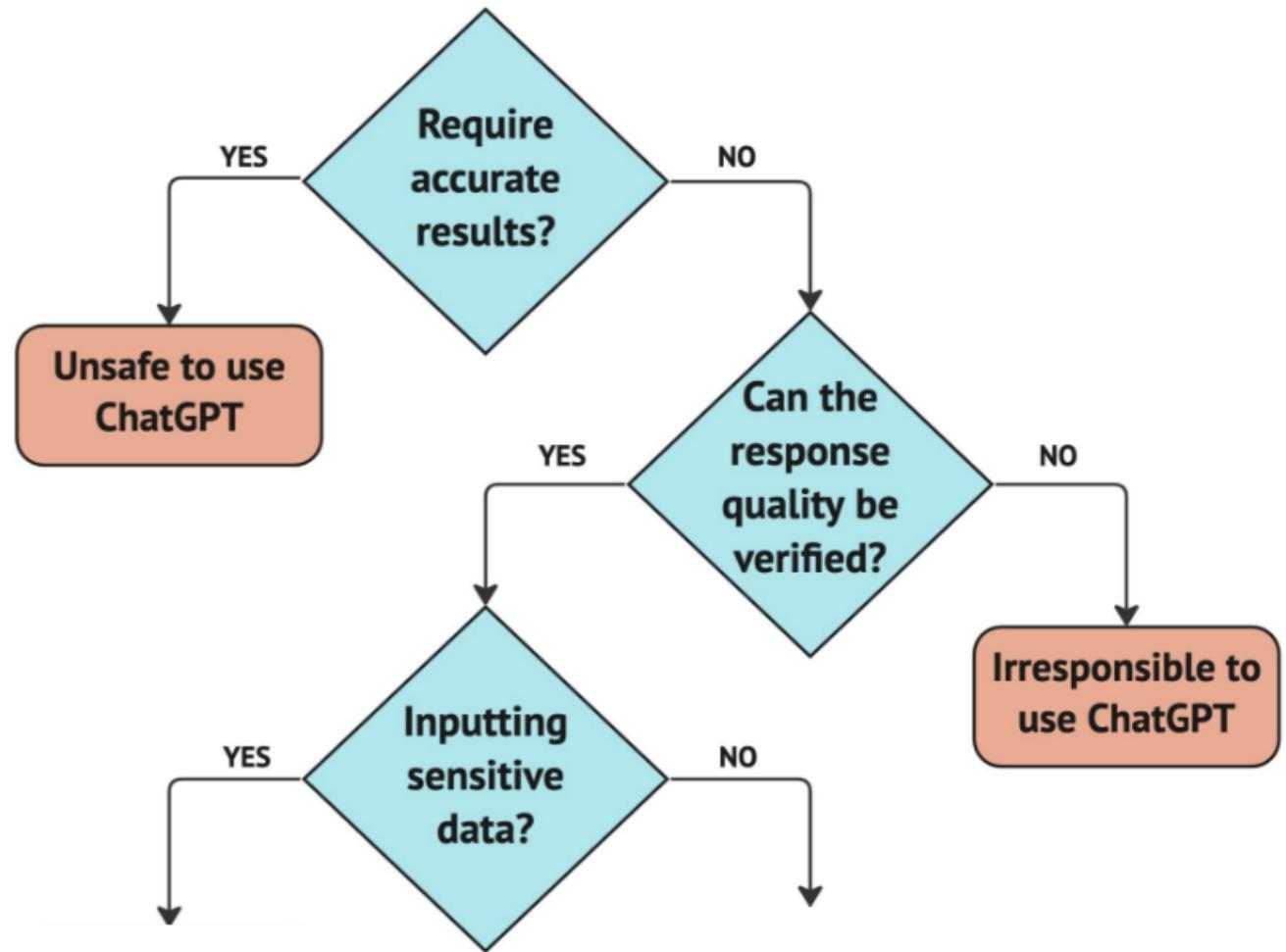


- Subject matter expertise is still very important!



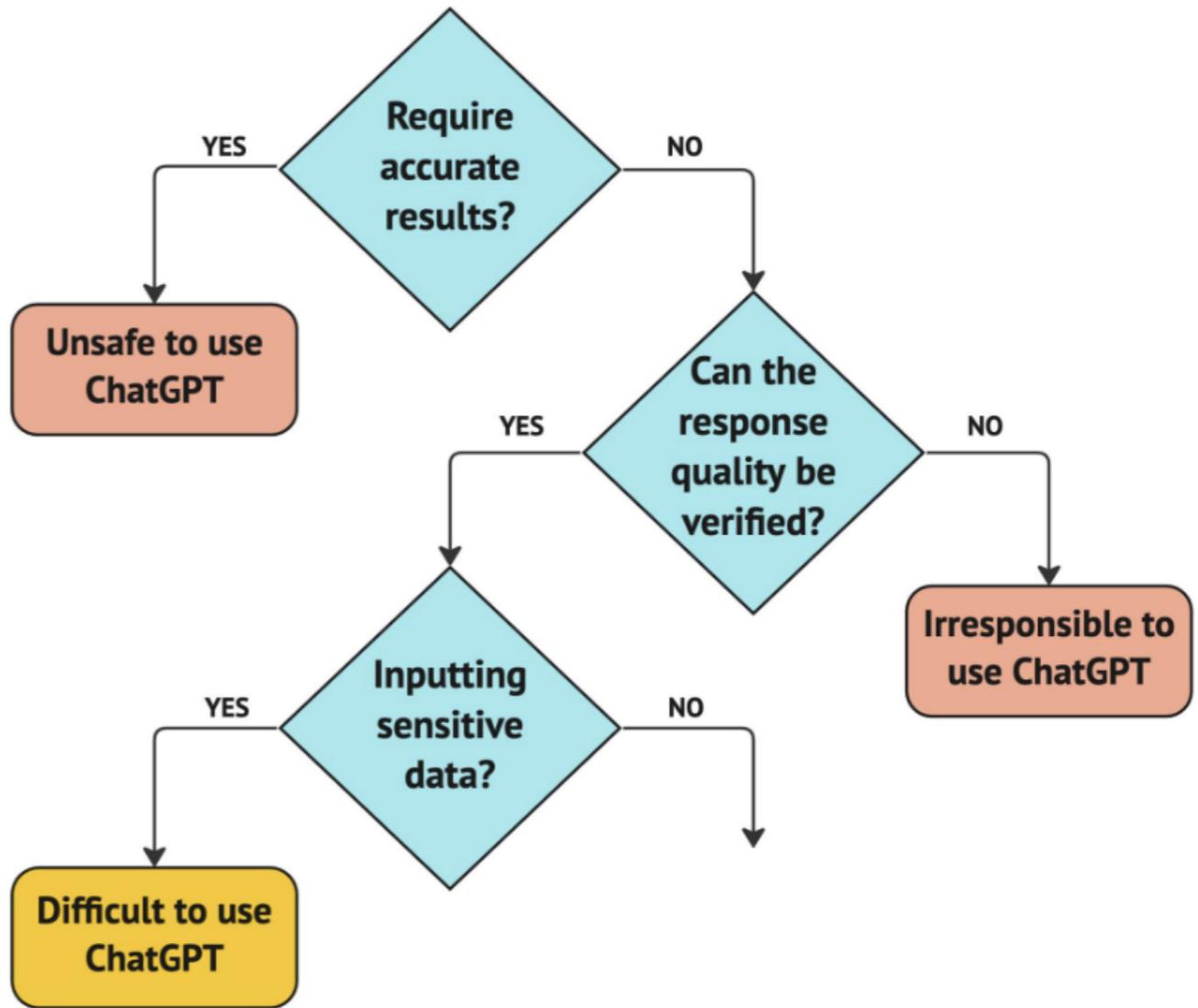
**Rule-of-thumb:** *Don't ask ChatGPT to do something that we couldn't do ourselves*

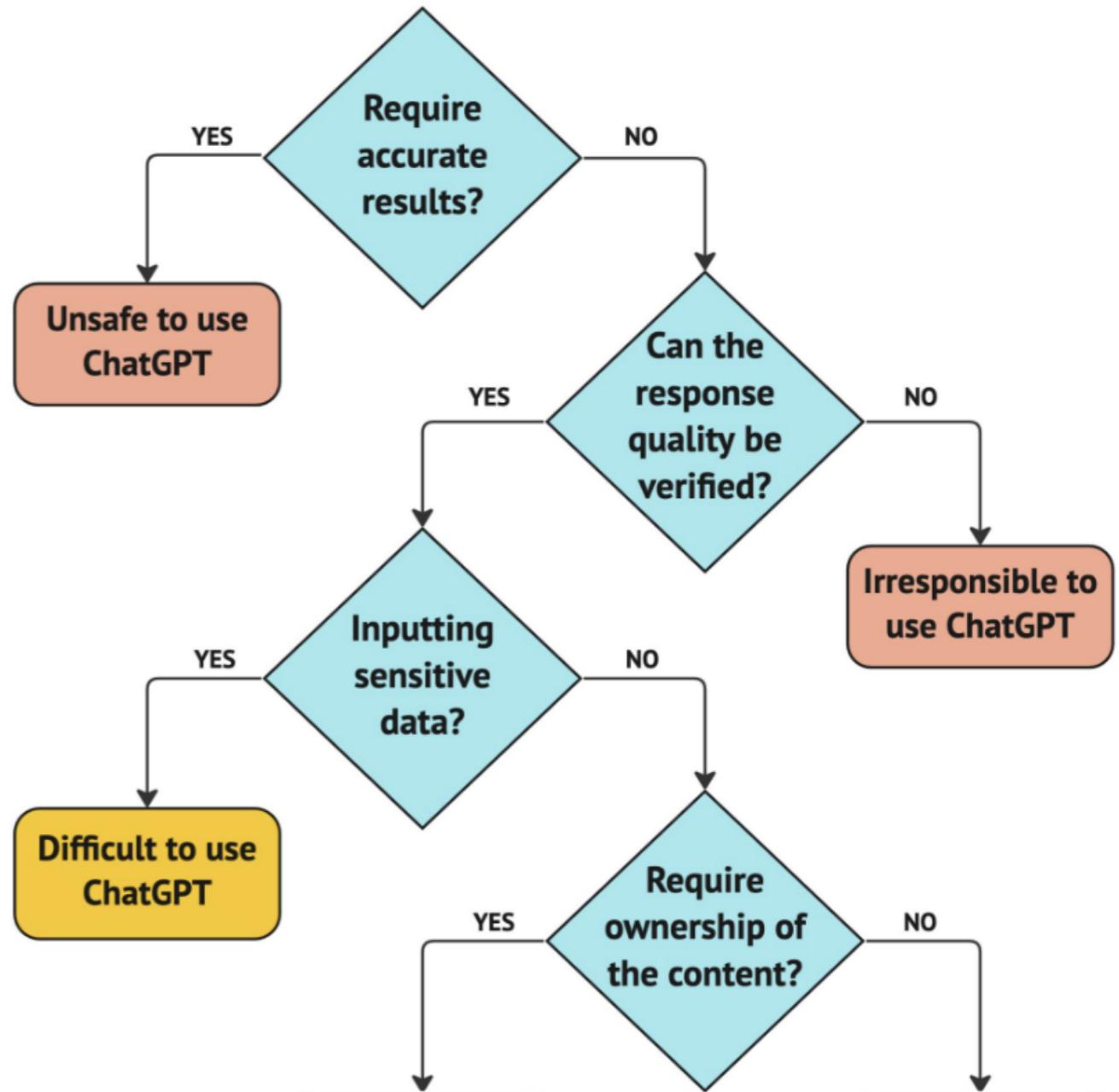




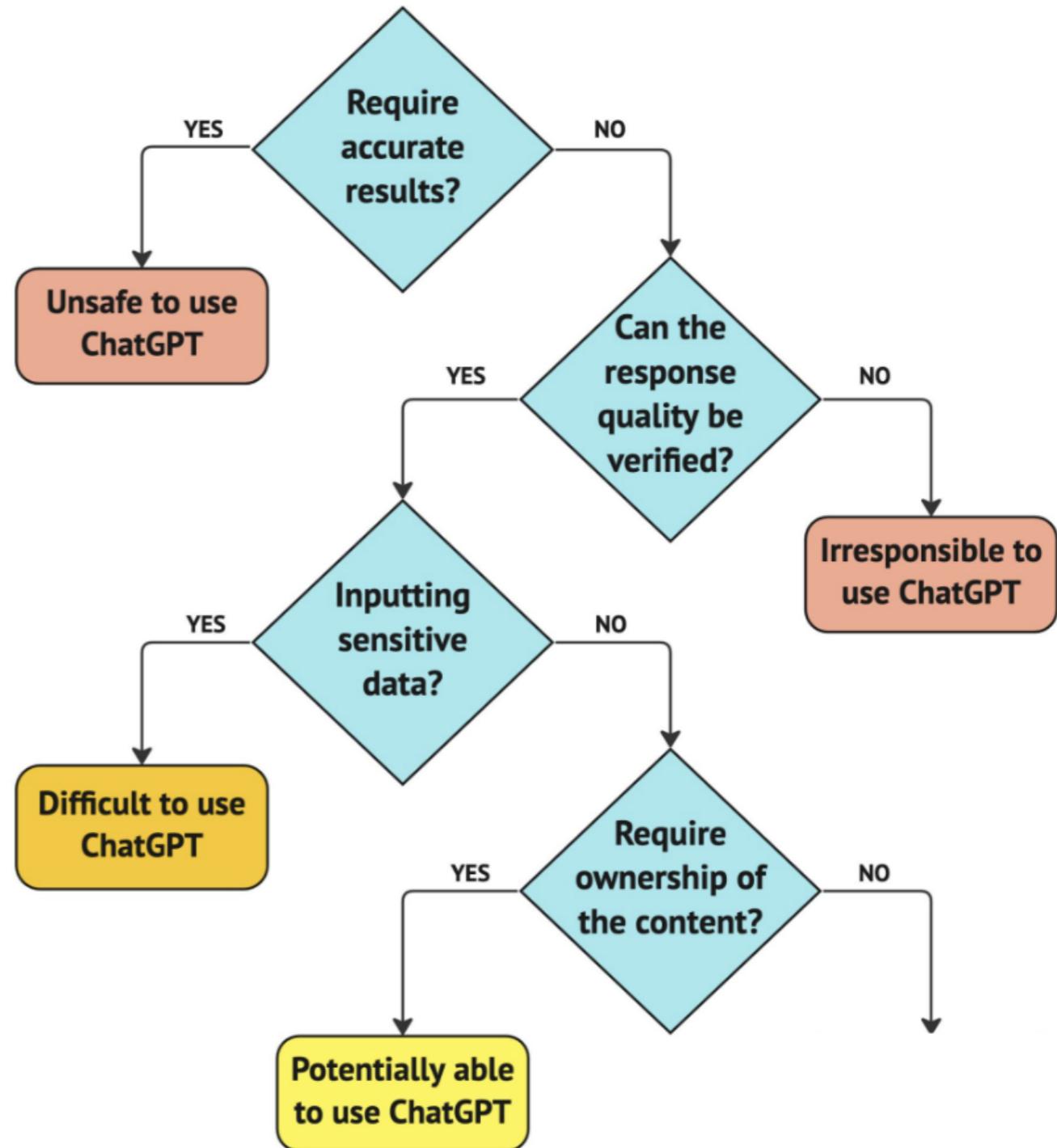
<sup>1</sup> <https://openai.com/policies/terms-of-use>

- Need consent to process the data
- Must adhere to data governance laws, such as *GDPR*
- Legal counsel may be able to enable the use case

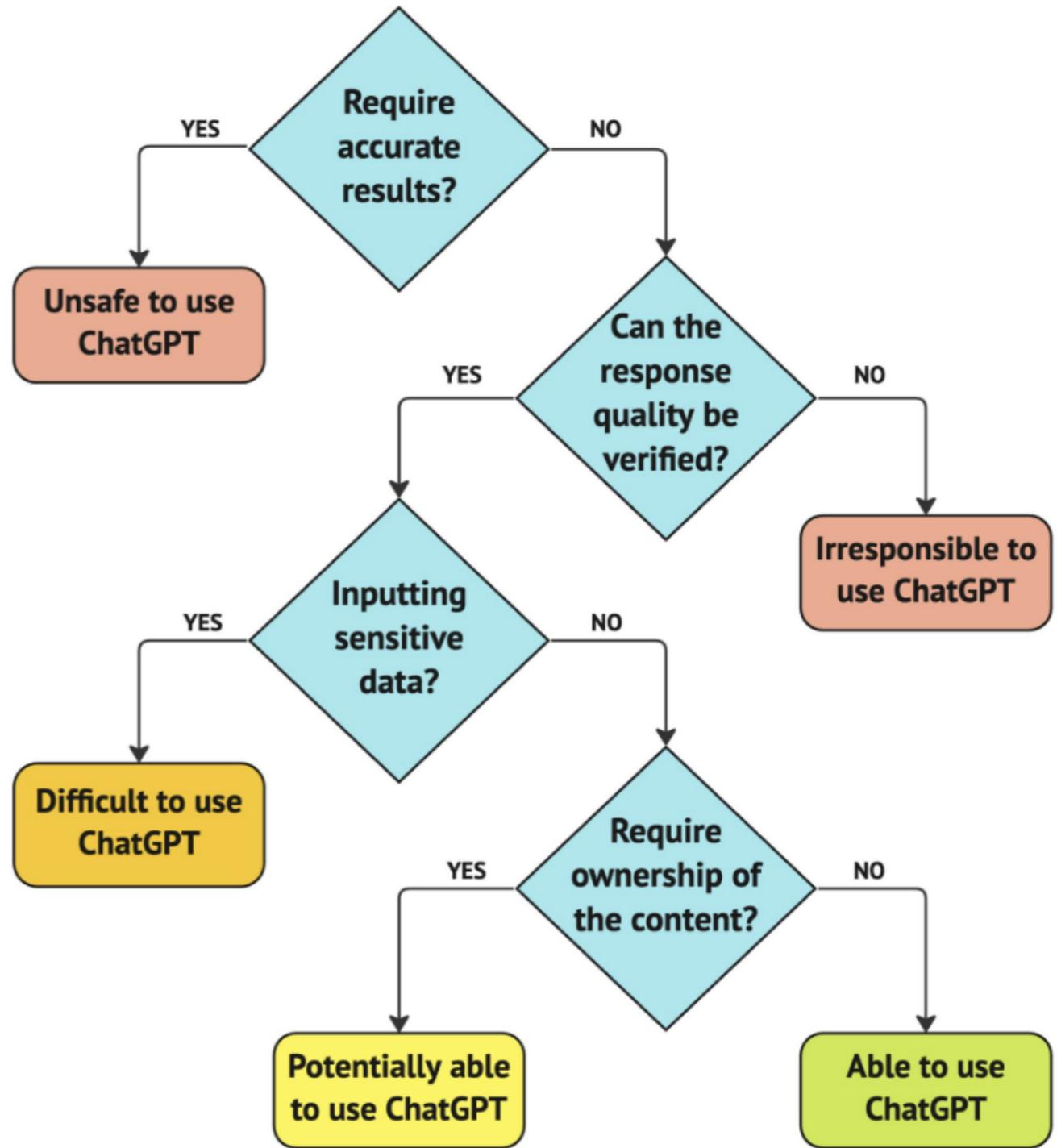




- Can claim ownership over ChatGPT output
  - Other considerations such as **copyright infringement** may prevent ownership
- Legal and ethics → Coming up!



<sup>1</sup> <https://openai.com/policies/terms-of-use>

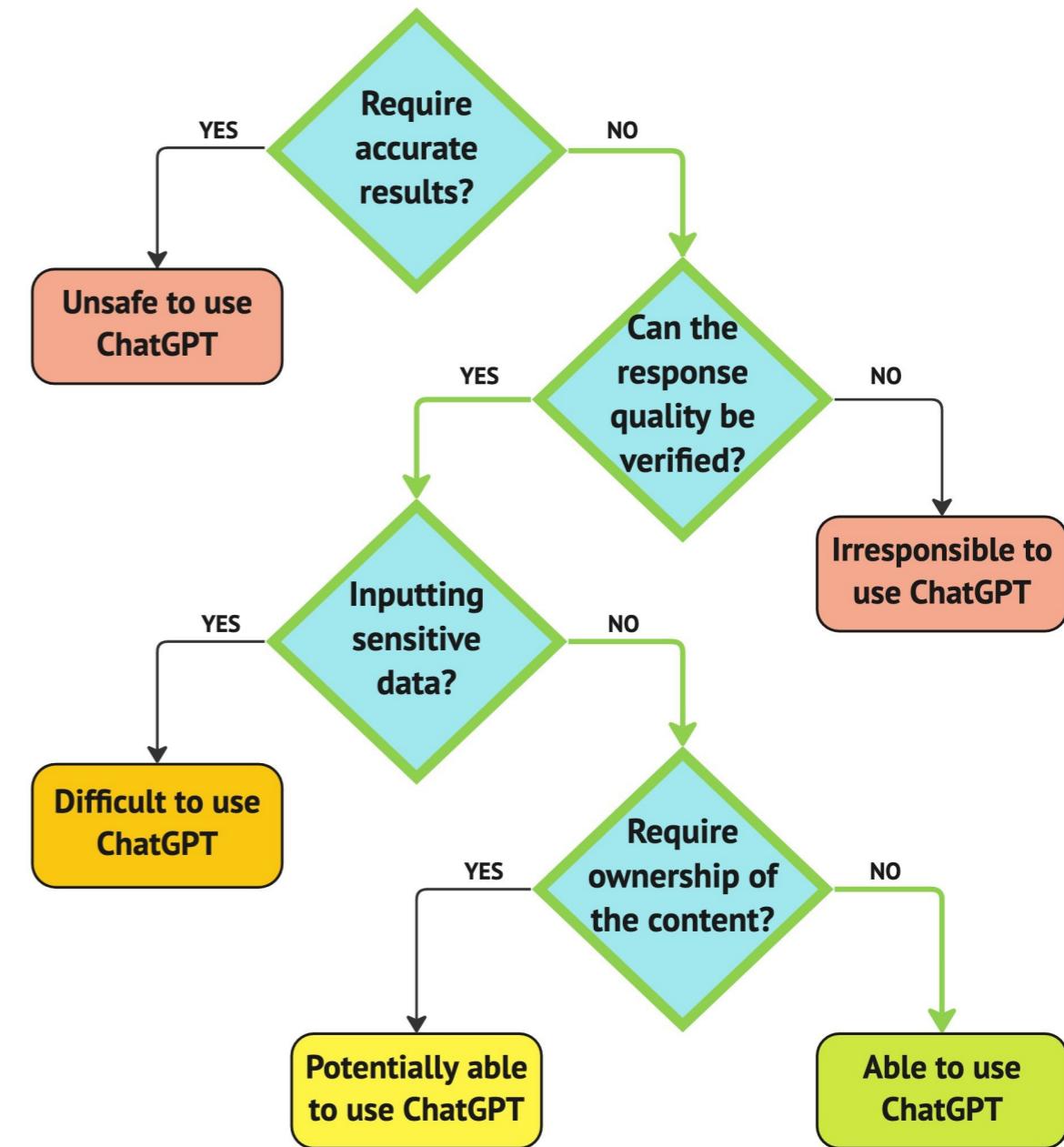


# Example 1: Brainstorming ideas in HR

- Improve employee wellbeing

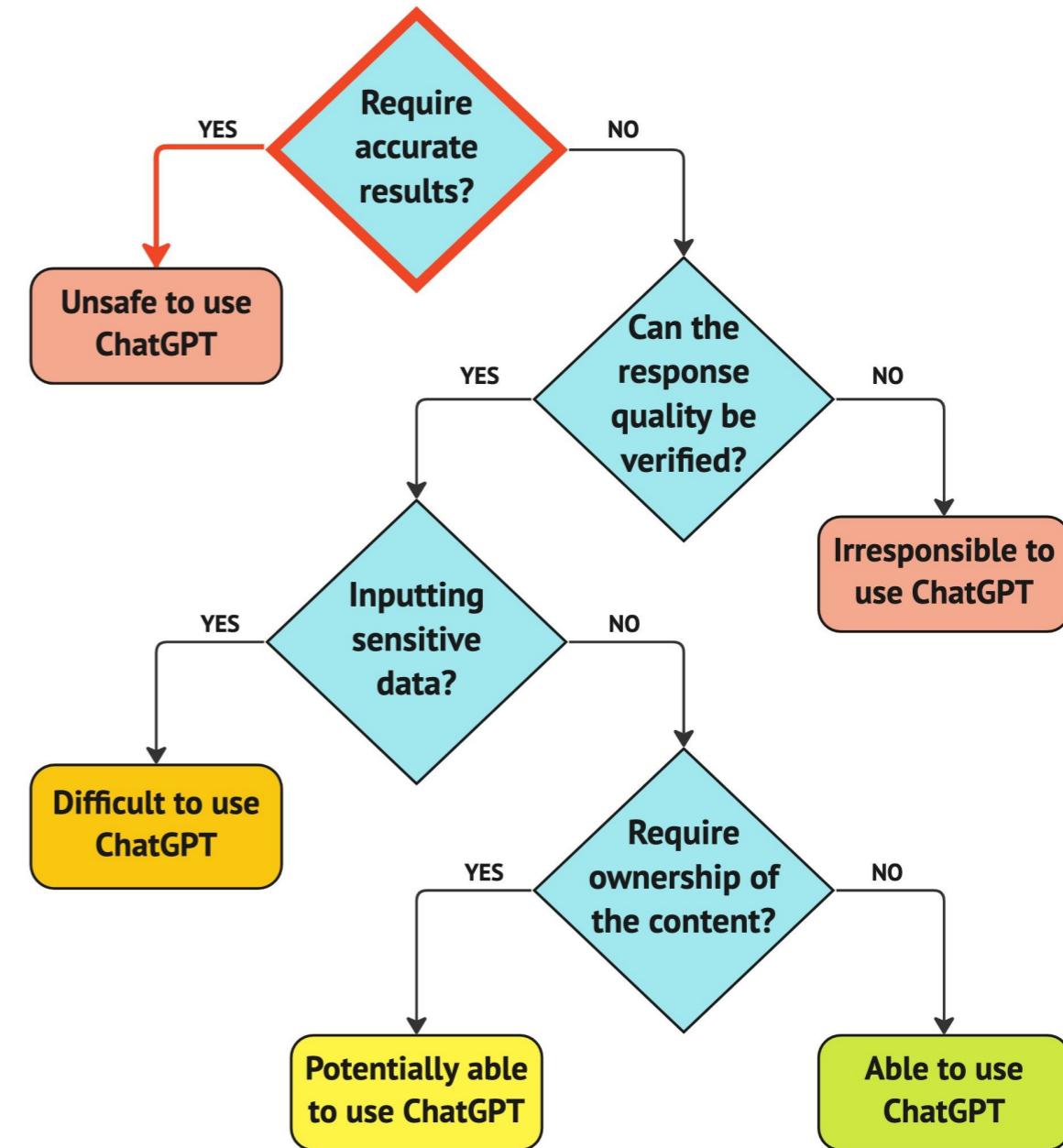
- Is this a suitable use?

1. Situation doesn't require definitive answers
2. HR Manager can verify response
3. Sensitive data isn't required
4. Response won't be used



# Example 2: Healthcare recommendations

- Customers input their symptoms and receive *recommended action*
- Is this a suitable use?
- Use case requires *certainty* due to implications of poor recommendations
  - ChatGPT cannot provide this level of certainty



# **Let's practice!**

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# Ownership and privacy

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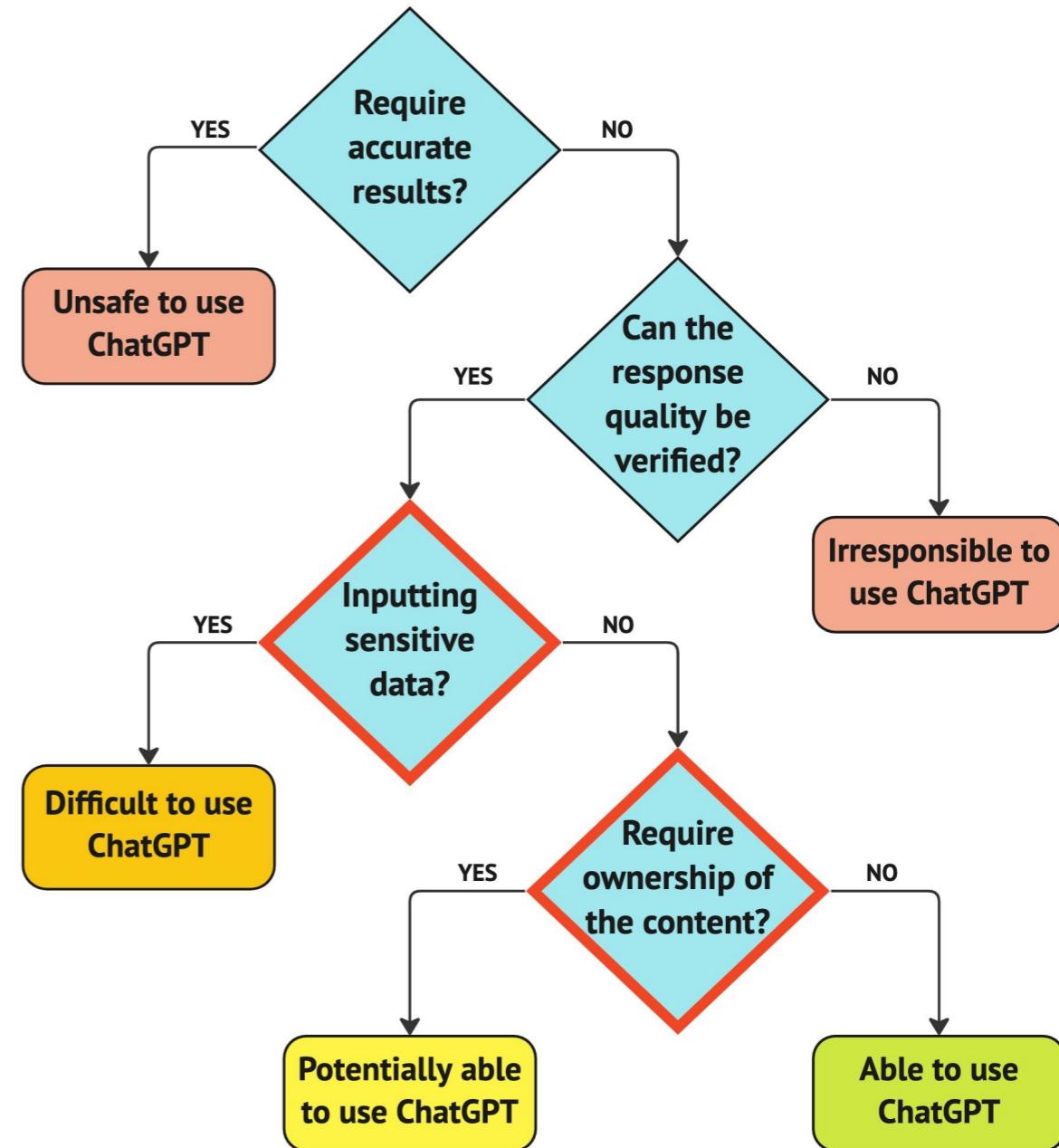


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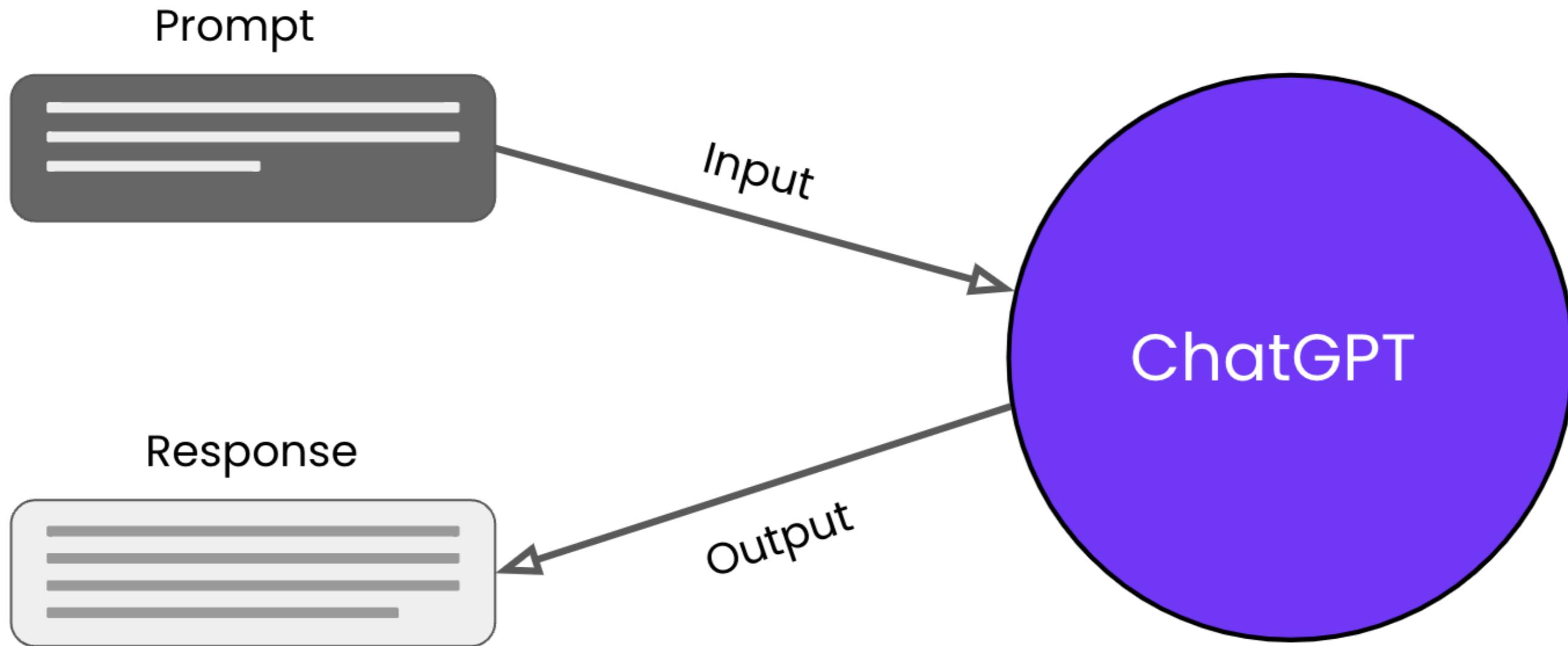
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# Ownership and privacy

- Ownership and privacy are key considerations when validating the suitability of ChatGPT
- Neglecting them can risk financial *penalties, lawsuits, and brand damage*



# Who owns the response?



# Who owns the response?

... As between you and OpenAI, and to the *extent permitted by applicable law*... We hereby assign to you all our **right, title, and interest**, if any, in and to **Output**.

- Assuming compliance, users *can claim ownership over the response*

<sup>1</sup> <https://openai.com/policies/terms-of-use>

# Who owns the response?

... output *may not be unique* and *other users may receive similar output* from our Services. Our **assignment above does not extend** to other users' output or any Third Party Output.

- Factual questions or generating small text snippets → cannot claim ownership
- OpenAI's terms of use are updated frequently

Represent that Output was **human-generated** when it was not.

- Use our Services in a way that **infringes, misappropriates** or **violates anyone's rights**.
  - Includes *copyright infringement*

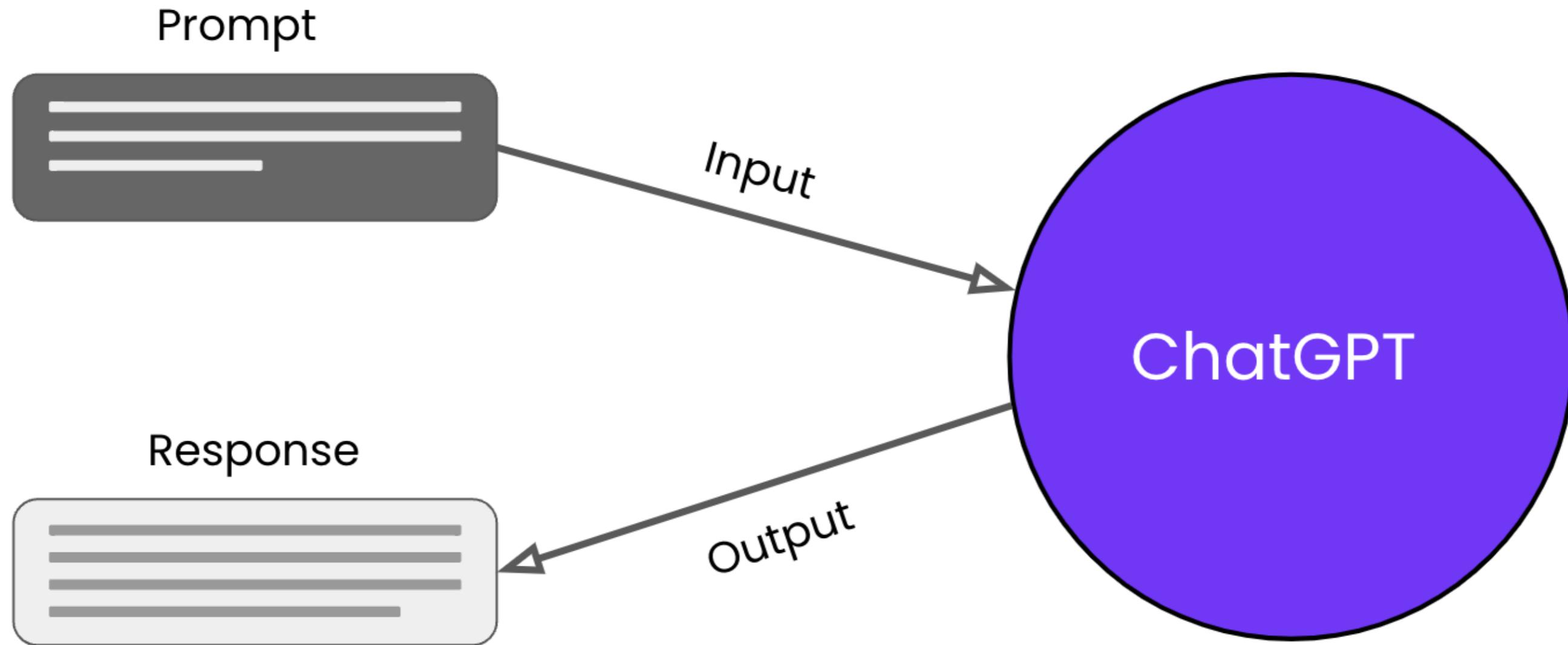
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# Ownership and copyright

- Copyright: the rights of the owner of the intellectual property (IP) to use or distribute the material
- If generated content resembles copyrighted property, infringement claims *can* be made



# Who owns the prompt?



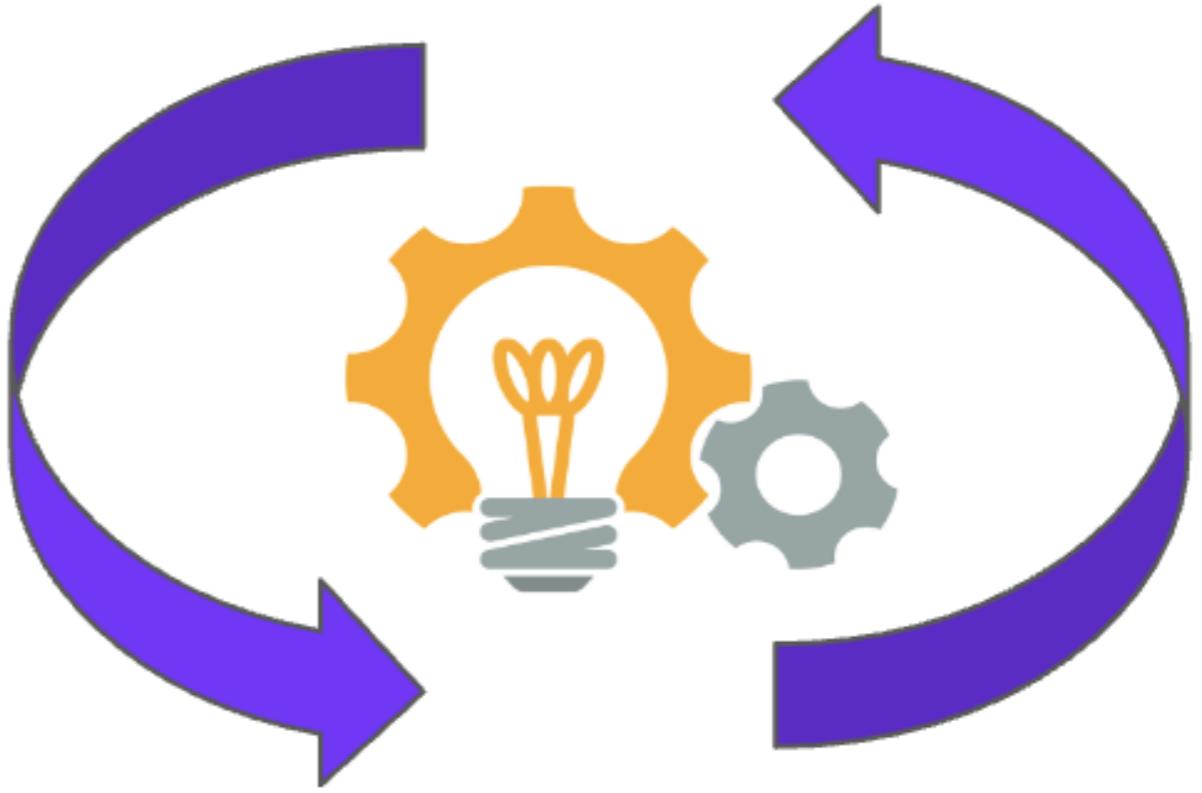
# Who owns the prompt?

As between the parties and to the extent permitted by applicable law, **you own all Input**

<sup>1</sup> <https://openai.com/policies/terms-of-use>

# Prompt privacy

- ChatGPT is being continuously developed and improved
- OpenAI may use prompts and responses for performance improvements
- May need to opt-out of usage agreement
- Risk of breaching data governance laws



<sup>1</sup> <https://openai.com/policies/terms-of-use>

# Data governance

- Govern how data can be collected, stored, and used
- Example: GDPR governs data usage impacting EU citizens and residents
- Use cases *must* adhere to data governance laws



# AI ethics

- Ensure data is used with **people** and **society's** best interest in-mind
- Ask whether the use will *negatively* or *positively* impact people



# **Let's practice!**

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# Advancements in generative AI

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**James Chapman**

Curriculum Manager, DataCamp

# Coming up...

- What's to come in generative AI?
- What challenges need to be overcome?

# Performance improvements

- More human-like content
- Handle more complexity
- Greater reliability

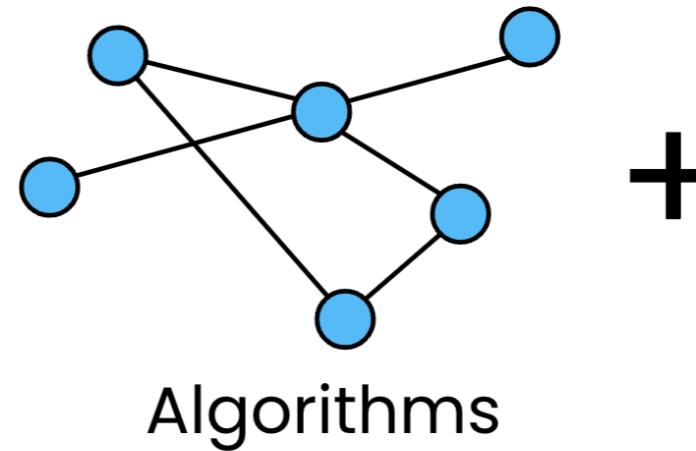
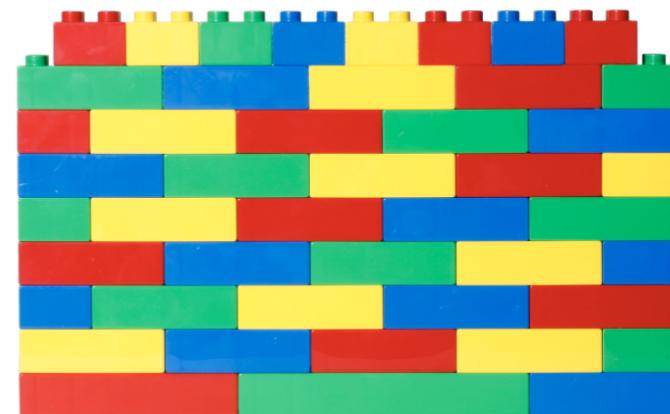


# What's driving the improvements?

## Large Language Models (LLMs)

- Learns from a huge text dataset
- Algorithms detect patterns in text
- Fine-tune the model by rating responses

Training Data



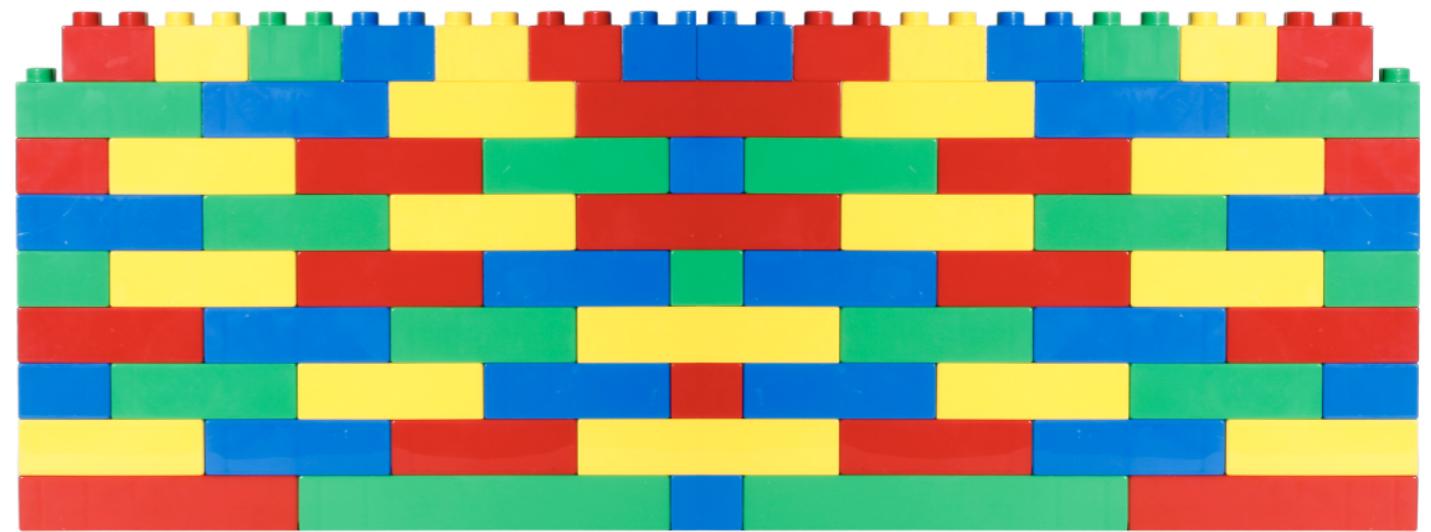
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# What's driving the improvements?

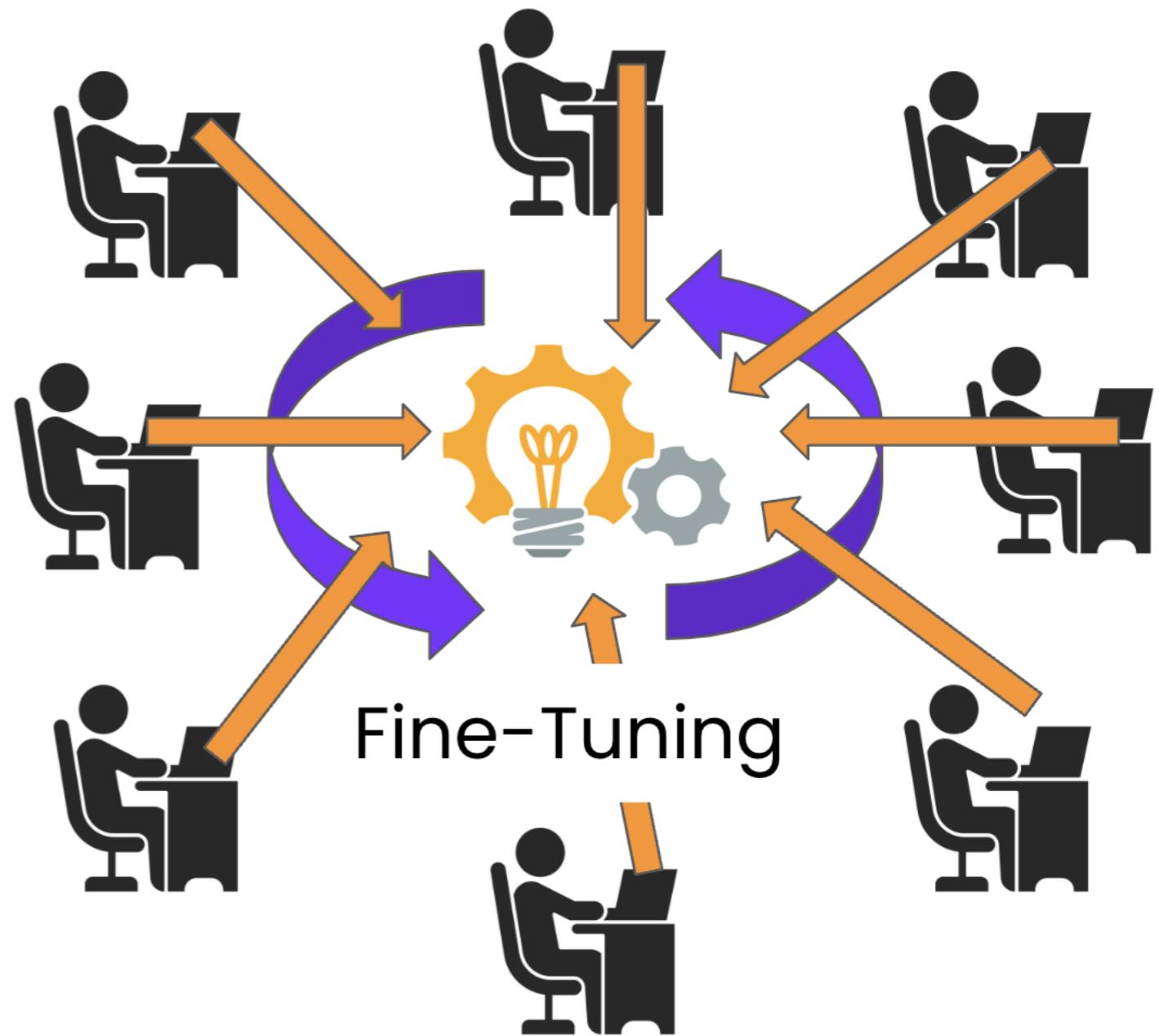
- Amount of training data will increase

Training Data



# What's driving the improvements?

- Amount of training data will increase
- Usage data will help in fine-tuning

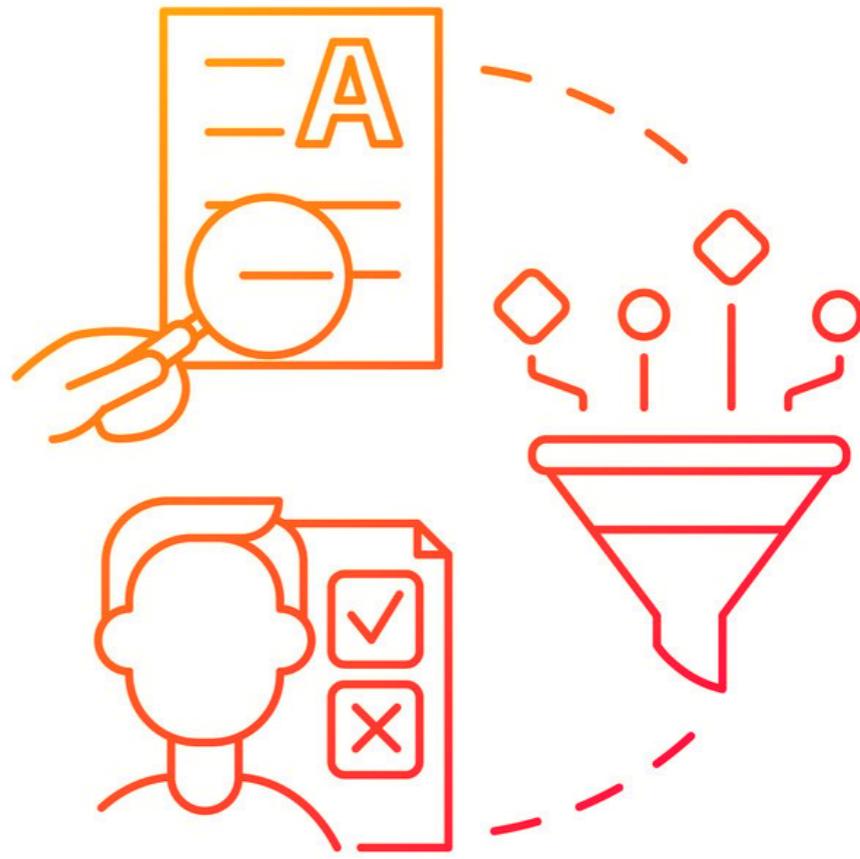


# Building balanced datasets

**Challenge:** Ensuring data is high quality and balanced

- Quantity of data makes detecting bias prior to training difficult

**Goal:** Develop more robust bias mitigation procedures



BIAS

# Opportunities for misuse

- Misrepresenting AI-generated content
- Creating malicious content (e.g., spam)

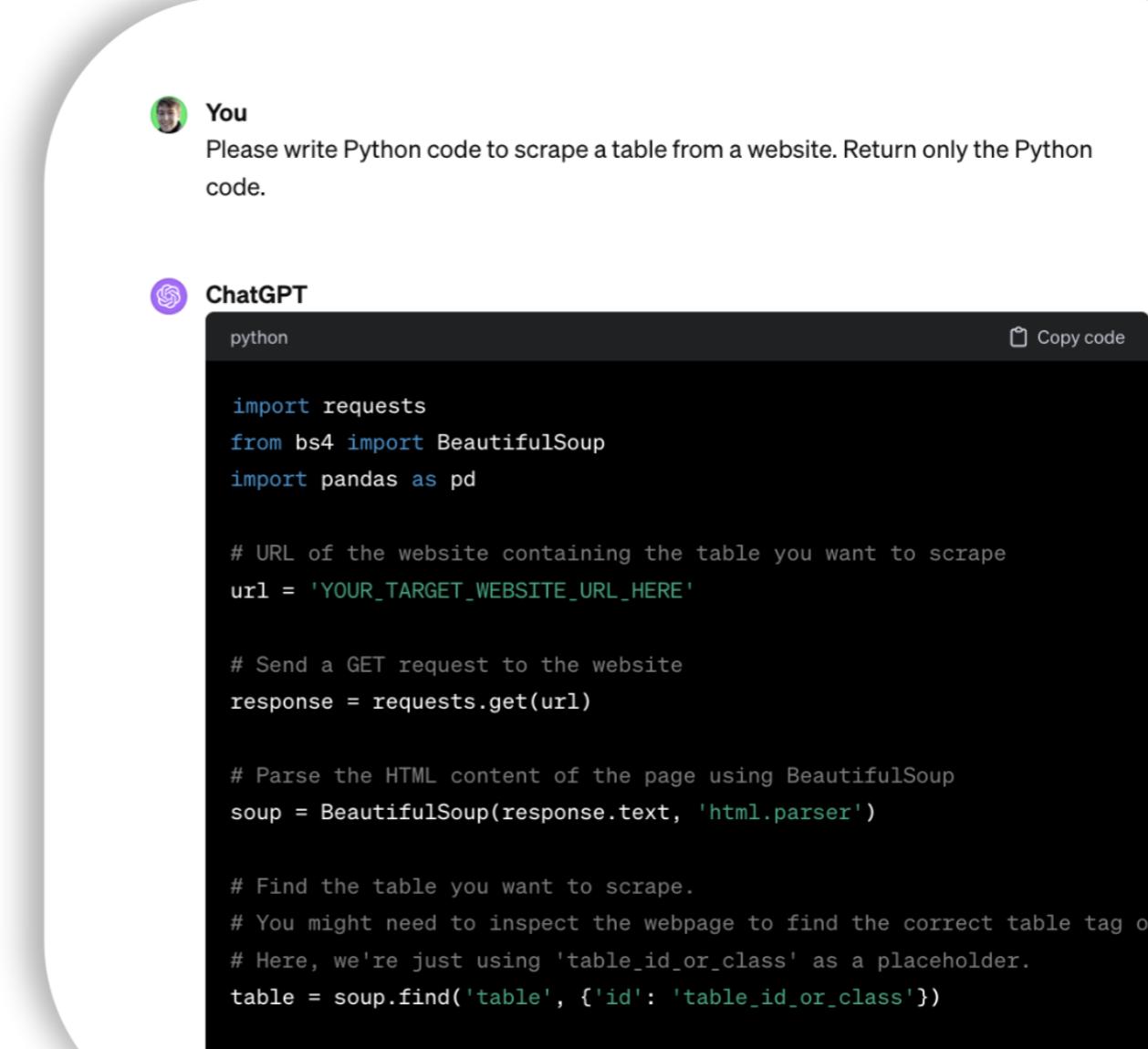
## Intervention by lawmakers:

- Regulations could help or hinder AI advancement



# From generalized to specialized

- ChatGPT is a *generalizable* model
- Generative AI models will become more *specialized*
- Example: a model specifically designed to write long and complex code



You

Please write Python code to scrape a table from a website. Return only the Python code.

ChatGPT

python

```
import requests
from bs4 import BeautifulSoup
import pandas as pd

# URL of the website containing the table you want to scrape
url = 'YOUR_TARGET_WEBSITE_URL_HERE'

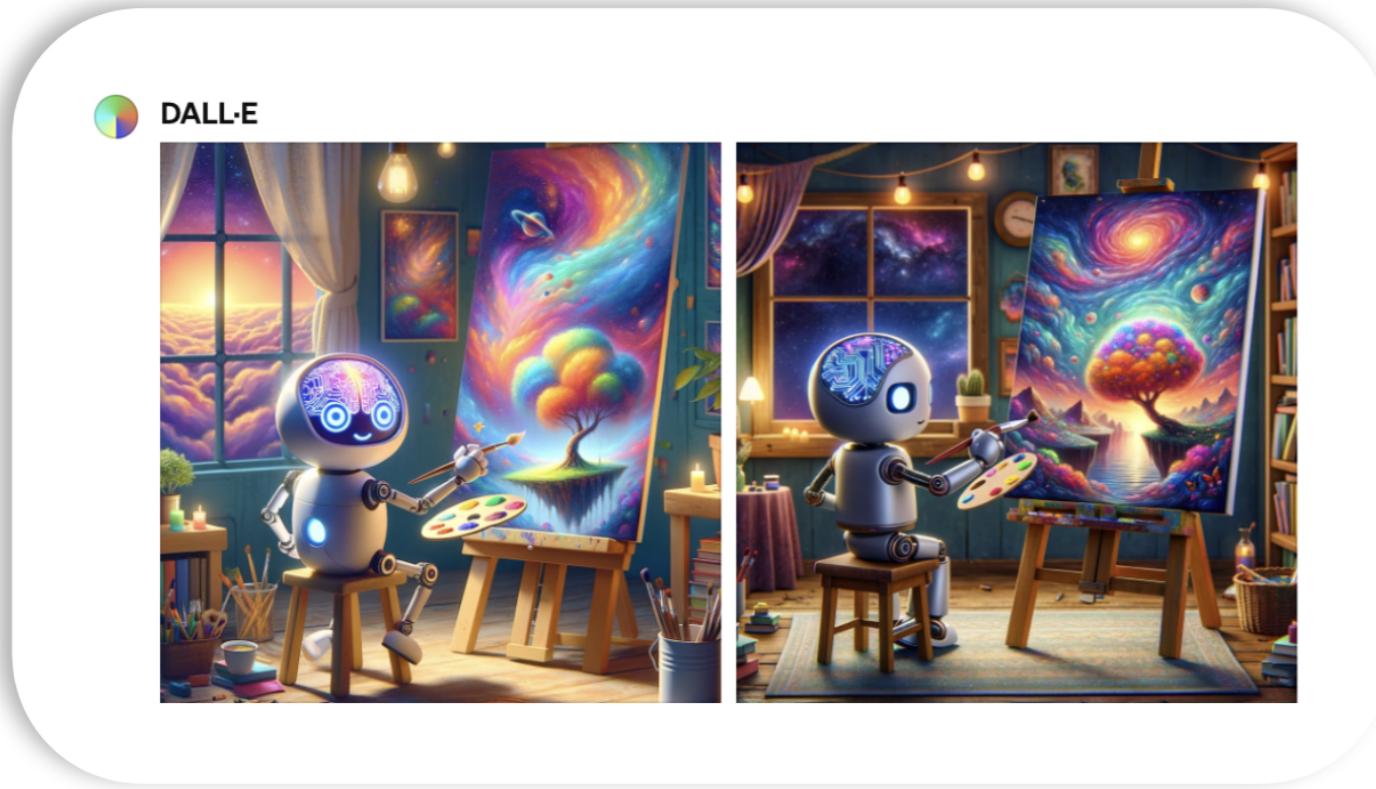
# Send a GET request to the website
response = requests.get(url)

# Parse the HTML content of the page using BeautifulSoup
soup = BeautifulSoup(response.text, 'html.parser')

# Find the table you want to scrape.
# You might need to inspect the webpage to find the correct table tag or
# Here, we're just using 'table_id_or_class' as a placeholder.
table = soup.find('table', {'id': 'table_id_or_class'})
```

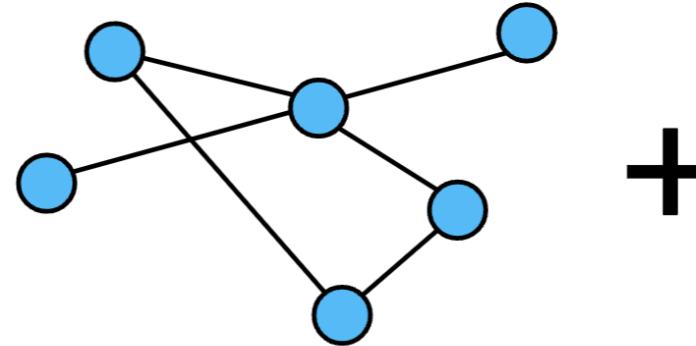
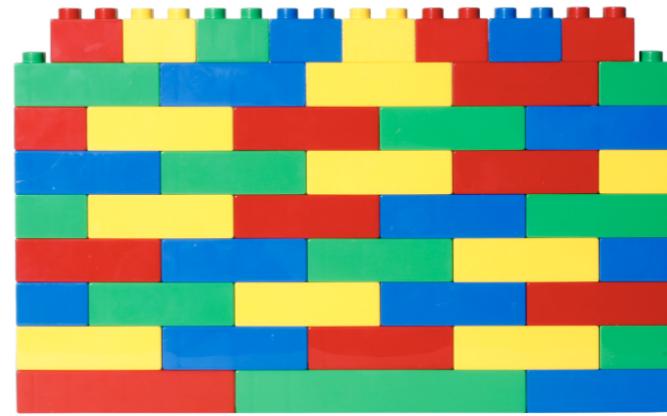
Copy code

# Other types of generative AI

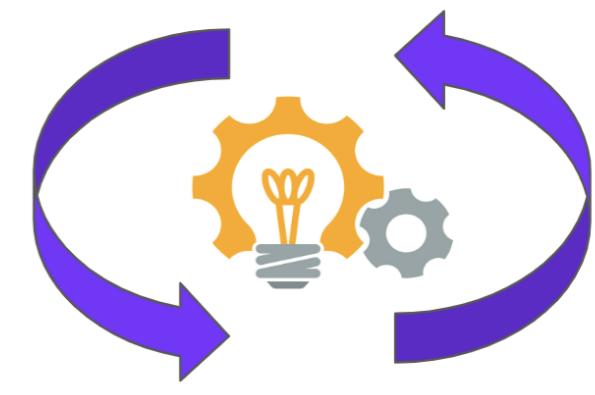


DALL-E

Training Data



Algorithms



Fine-Tuning

<sup>1</sup> DALL-E 3

# AI for everyone!

- **Accessibility** is key to ChatGPT's success
- **Democratization** of AI tools
  - Everyone should benefit from the technology



# **Let's practice!**

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# Congratulations!

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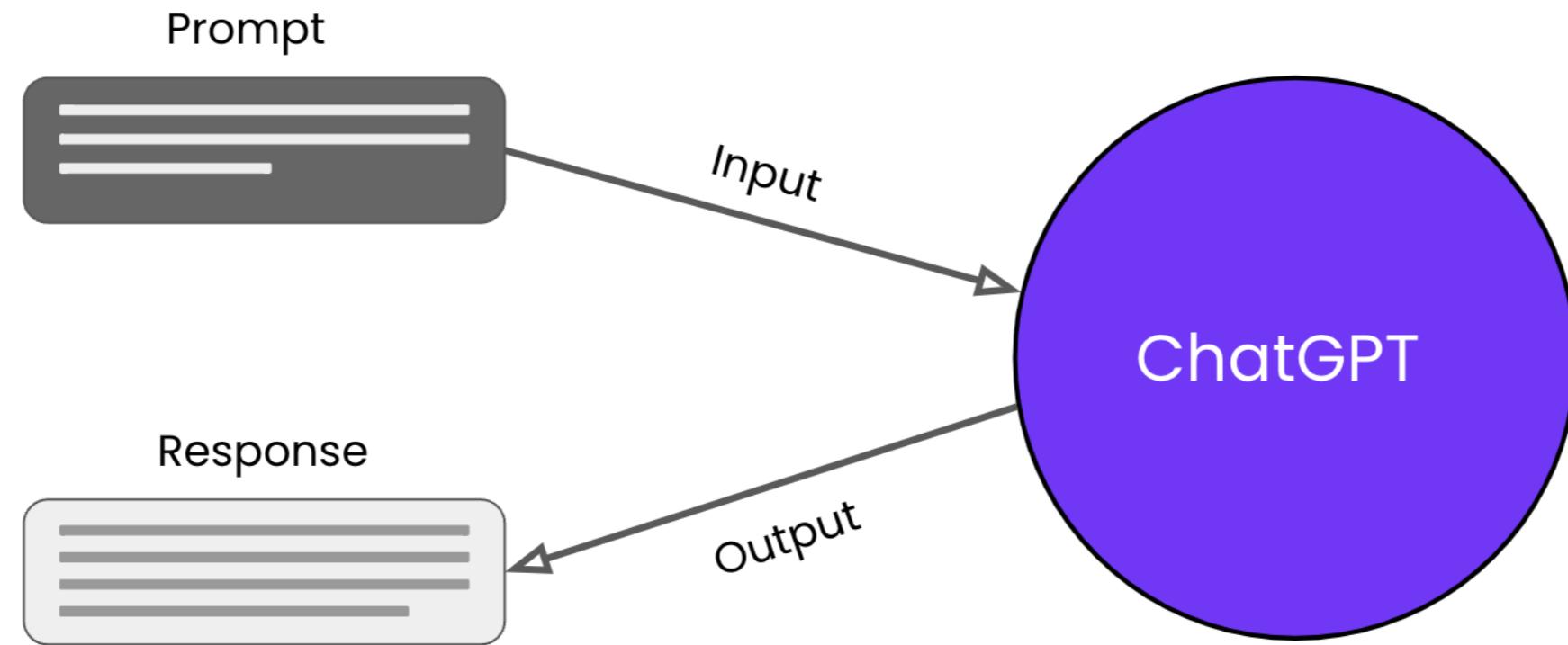


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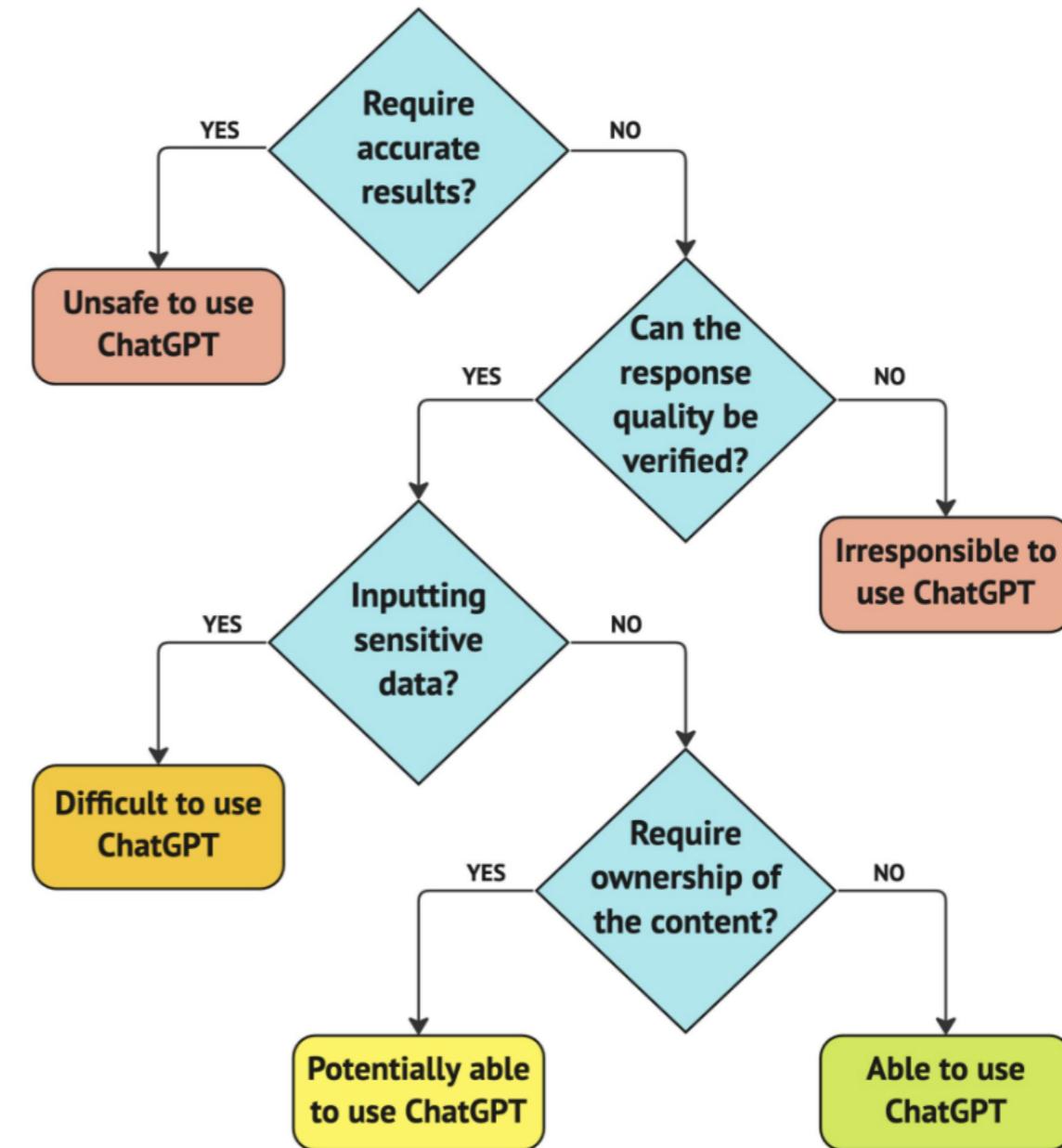
# Chapter 1 - Interacting with ChatGPT

- What can ChatGPT do?
- What are its limitations?
- How to write effective prompts → *prompt engineering*



# Chapter 2 - Adopting ChatGPT

- Augmenting business workflows
- Identifying appropriate use cases
- Legal and ethical considerations
- The future of generative AI



# Where next?

## Courses:

- [Understanding Prompt Engineering](#)
- [Generative AI Concepts](#)
- [Large Language Models \(LLMs\) Concepts](#)
- [AI Ethics](#)
- [Artificial Intelligence \(AI\) Strategy](#)
- [Implementing AI Solutions in Business](#)

## Skill Tracks:

- [AI Fundamentals](#)
- [AI Business Fundamentals](#)

# Congratulations!

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