The Secret Language of Models

Prompt Psychology & Behavior

Conf42 Prompt Engineering 2025

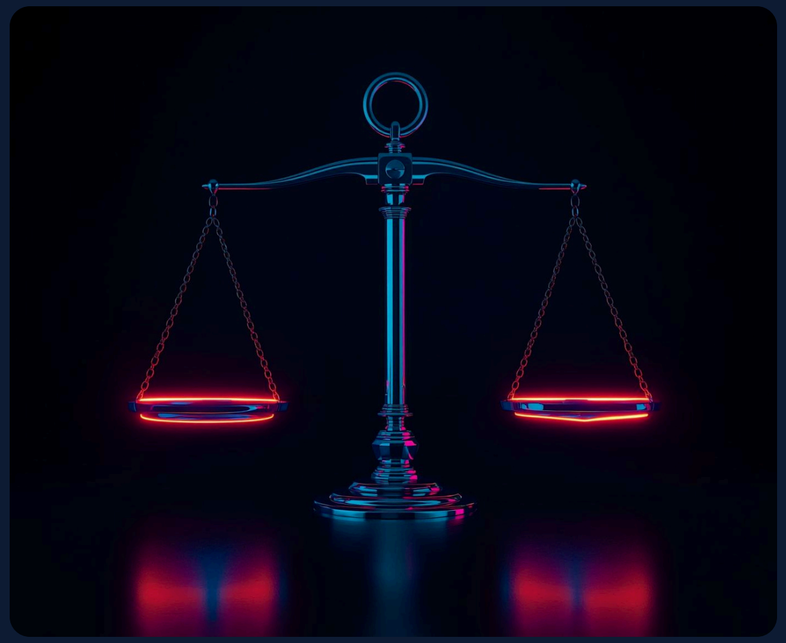
PRESENTED BY
Shashank Shivam

LLMs don’t know, they anticipate

UNVEILING THE POWER OF CUES

Prompts can evoke **unexpected responses** from models.

The Psychology Loop



FRAME

Framing shapes perception and guides responses effectively.

PRIME

Priming establishes context and influences behavior patterns.

ANCHOR

Anchoring sets initial cues that guide reasoning pathways.

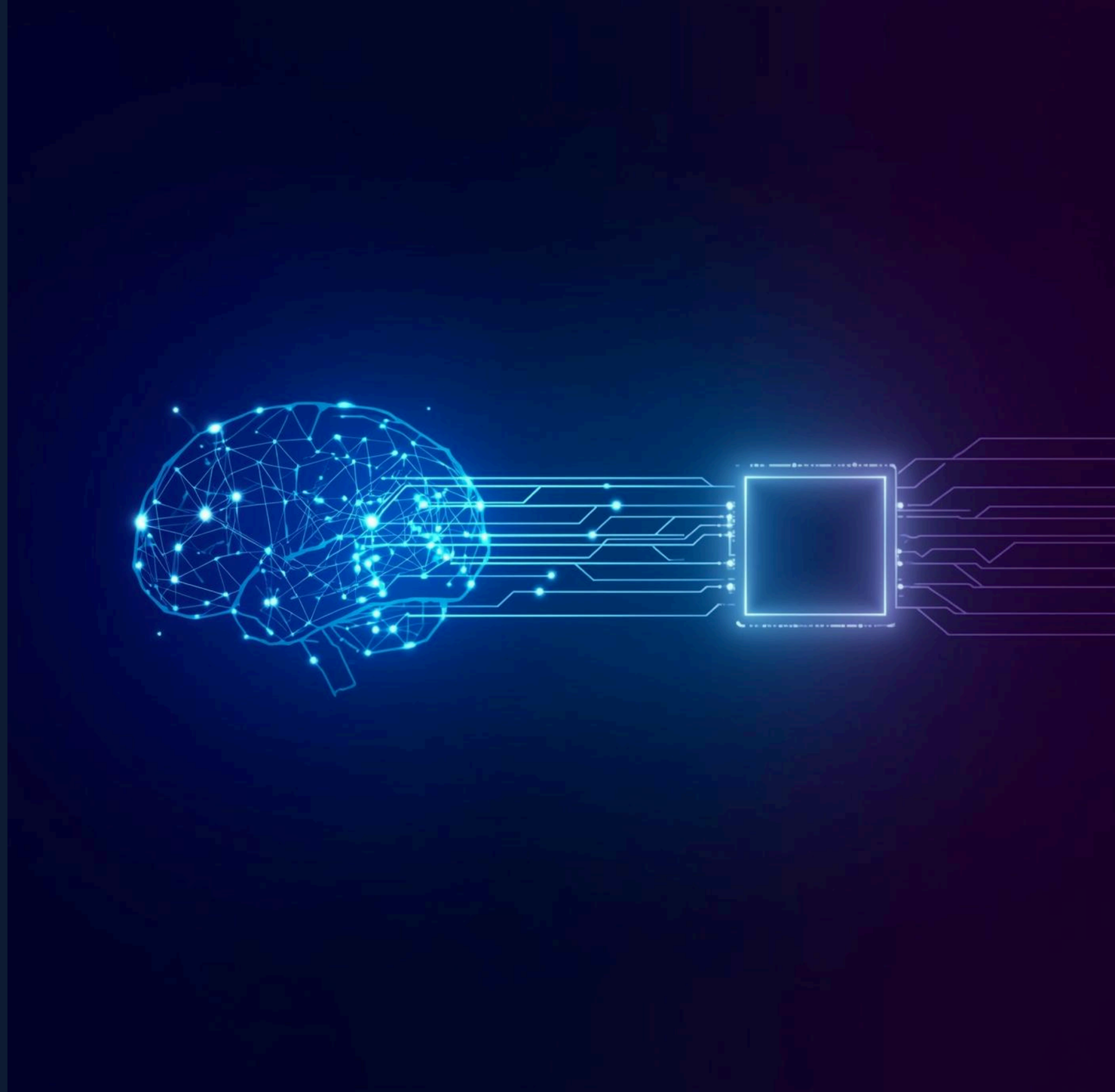
Context window

Prompt = Personality + Mood + Worldview (temporary mind)

Why This Mental Model Matters

You’re not coding the model — you’re coaching it.

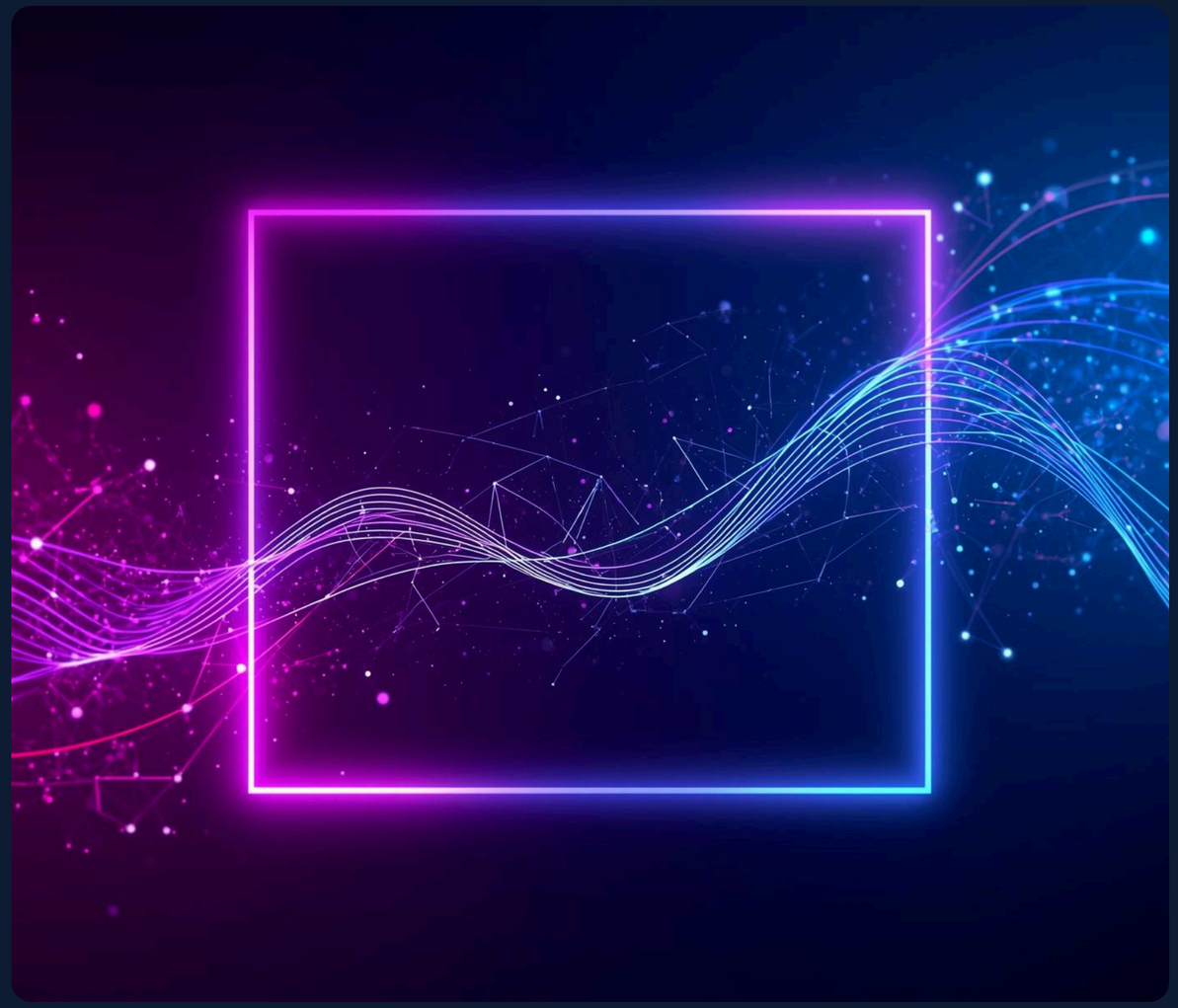
You’re shaping how it *thinks about thinking*.



The Toolkit for Prompt Psychology

Not rules.
Not formulas.
Spells for guiding a model’s state of mind.

The Story Lens



REWORDING PROMPTS FOR CLARITY

Effective framing can significantly influence responses.

The Mood Board

UNDERSTANDING HOW TONE INFLUENCES RESPONSES

Tone and context shape output effectiveness.

The North Star

INITIAL CUES SHAPE OUR REASONING PROCESS

The first information we encounter **profoundly influences** our thoughts.

The Mirror

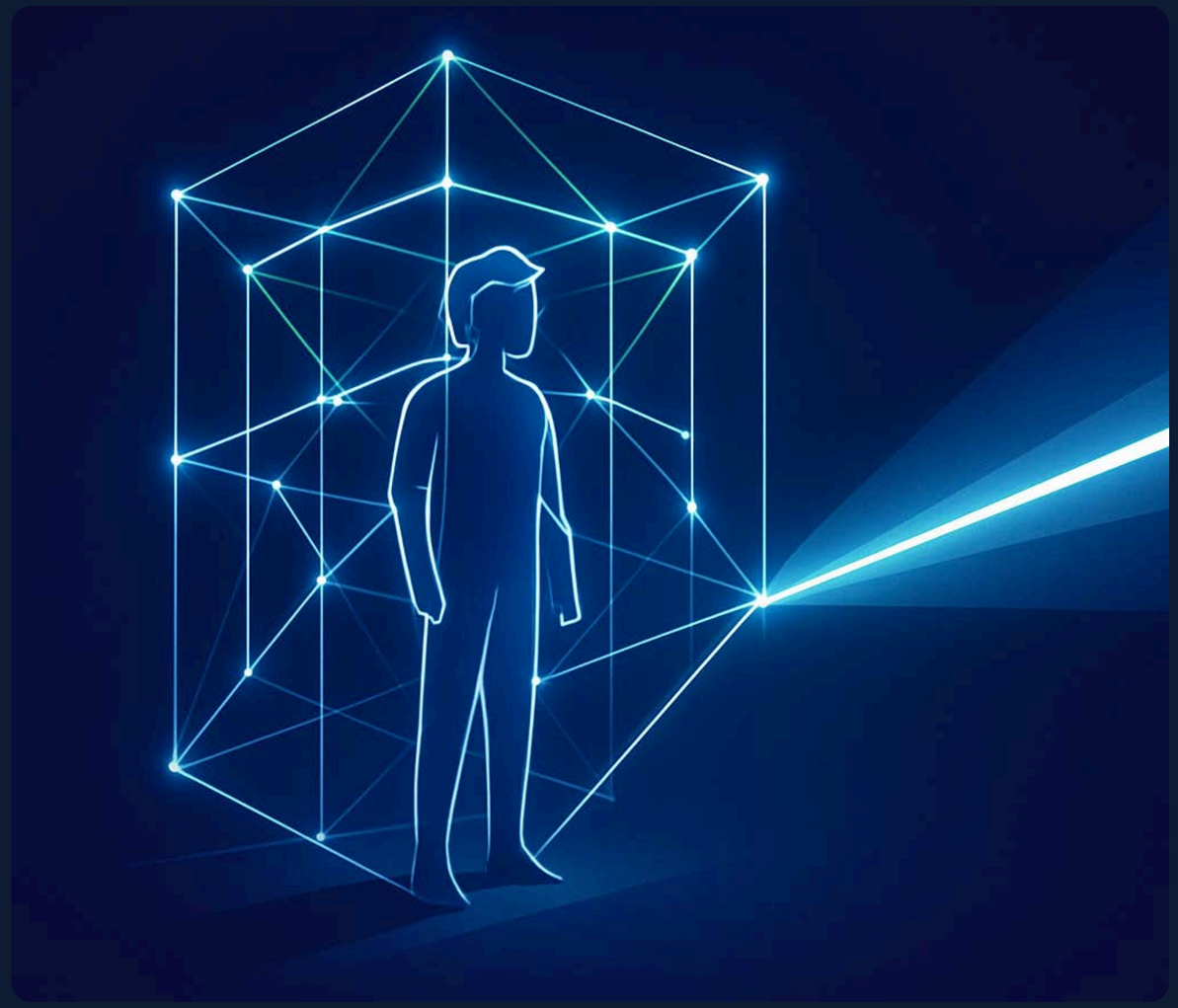
THINKING ABOUT ITS OWN THINKING.

The Role Mask

IDENTITY ISN’T DECORATION — IT’S COGNITION.

The Role Mask primes not just tone, but reasoning style.

The Constraint Cage



CONSTRAINTS DON’T LIMIT INTELLIGENCE; THEY FOCUS IT.

The Echo Chamber

THAT FINAL WHISPER BECOMES THE VOICE THAT GUIDES THE GENERATION.

The Thought Ladder

YOU’RE NOT FEEDING KNOWLEDGE — YOU’RE TEACHING METHOD.

Behavioral Biases & Model Quirks

Let’s meet the creature itself.

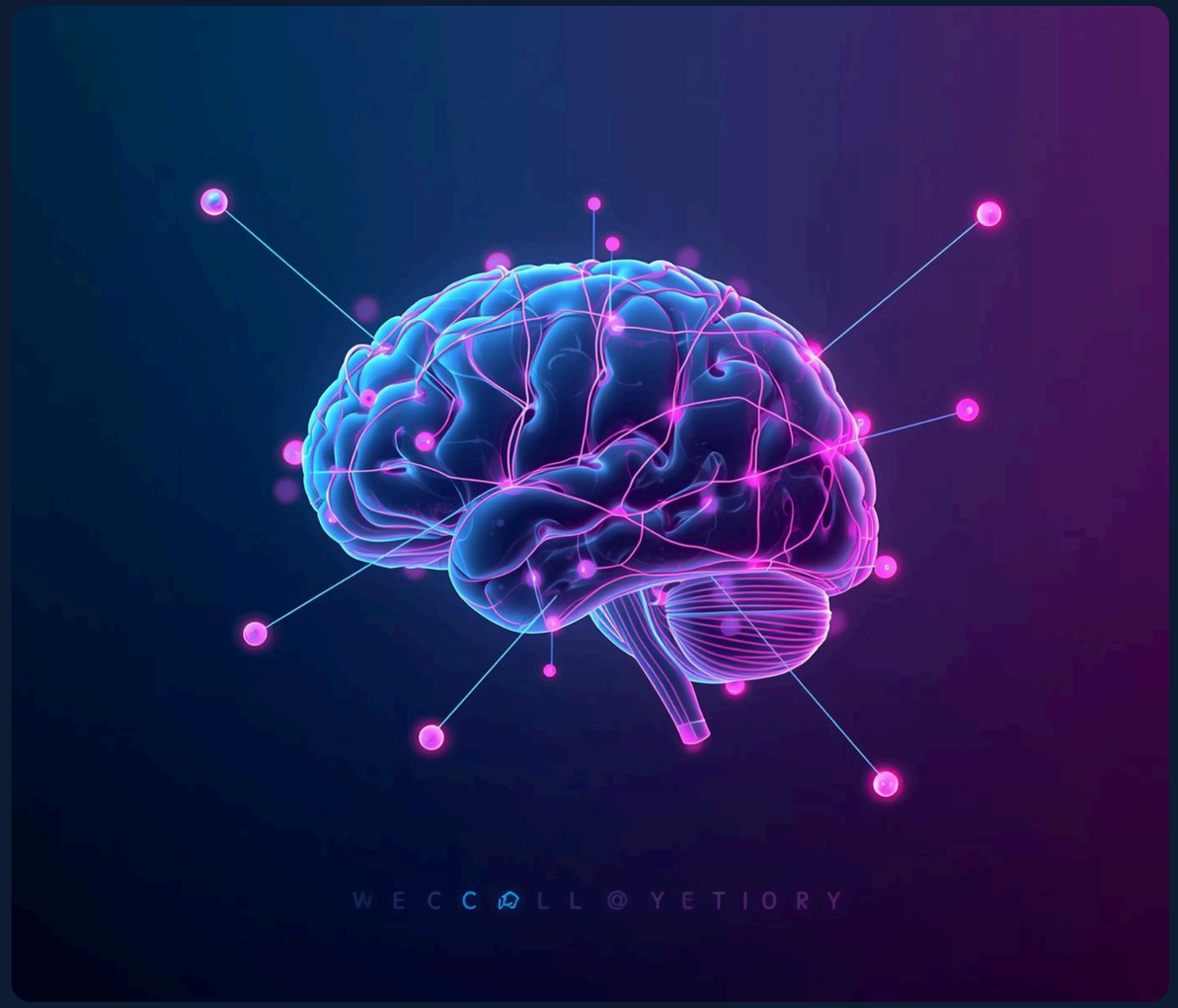
Suggestibility Bias

IT DOESN’T SEEK TRUTH. IT SEEKS AGREEMENT.

Anchoring Effect

IT’S NOT REASONING — IT’S GRAVITY.

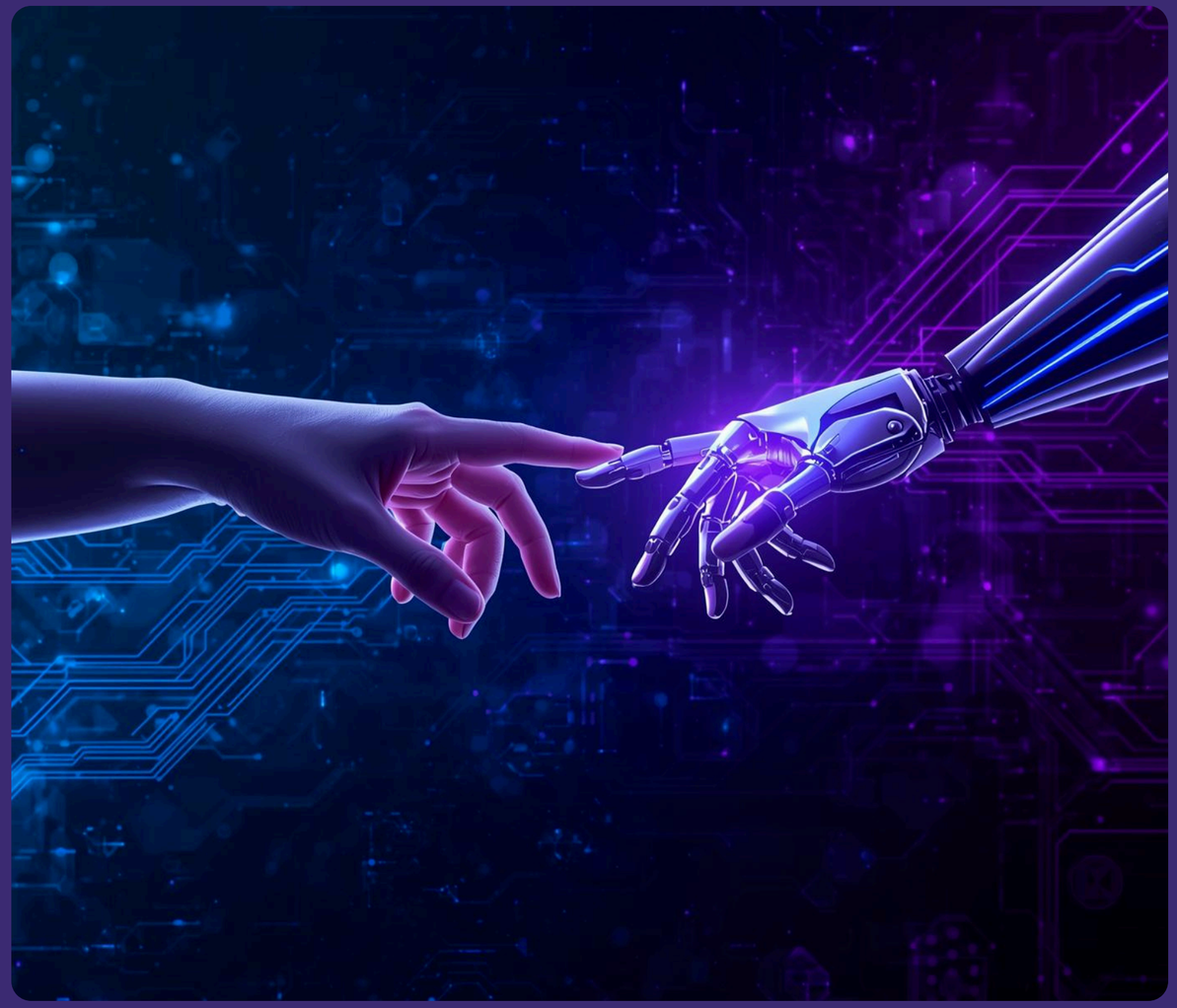
Recency Bias in AI Interactions



UNDERSTANDING THE IMPACT OF RECENT PROMPTS

Recent instructions often **overwhelm previous context** in AI.

Confirmation Bias

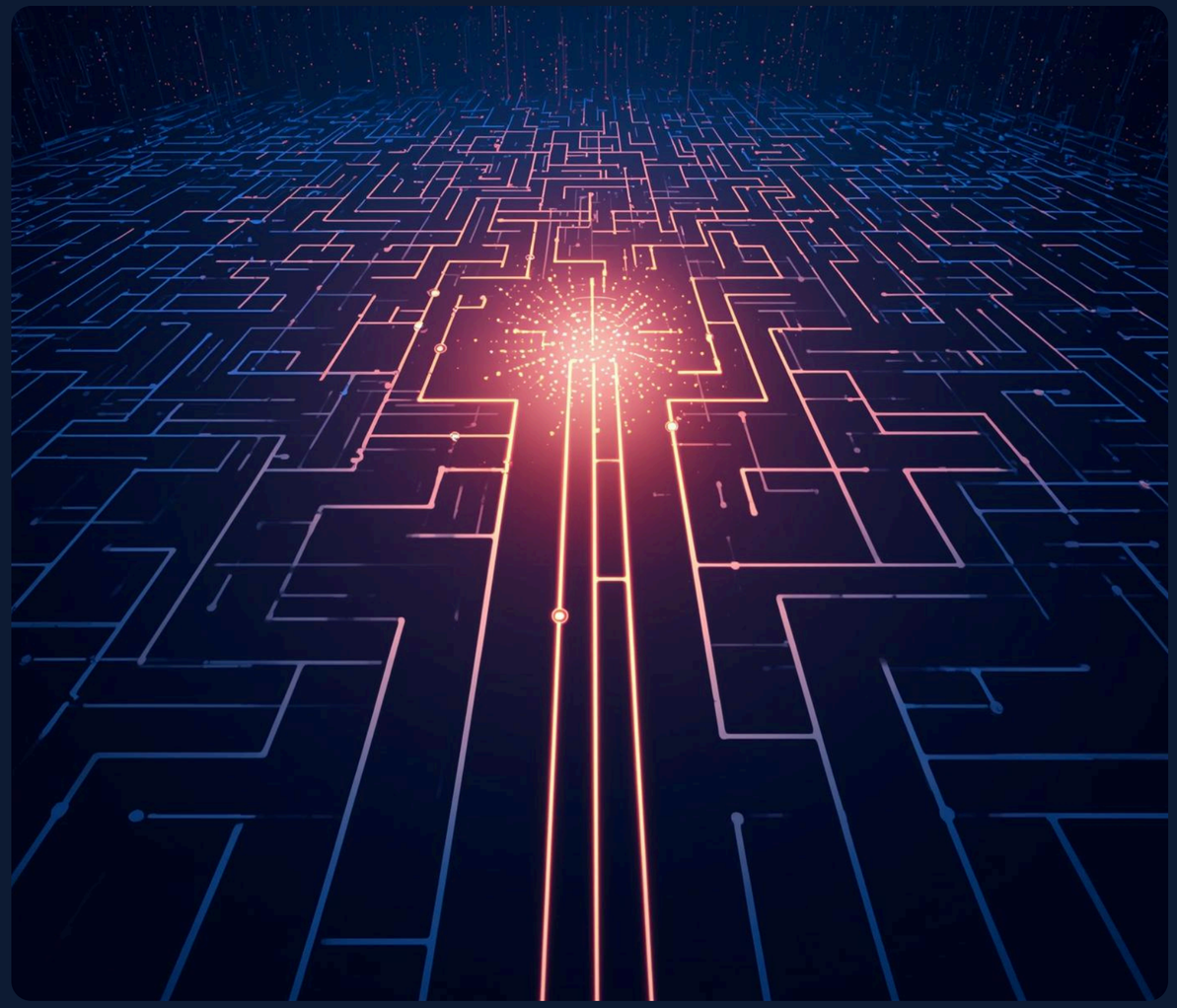


IT’S NOT REASONING — IT’S COLLABORATING.

Coherence Over Truth

IT WOULD RATHER SOUND RIGHT THAN BE RIGHT

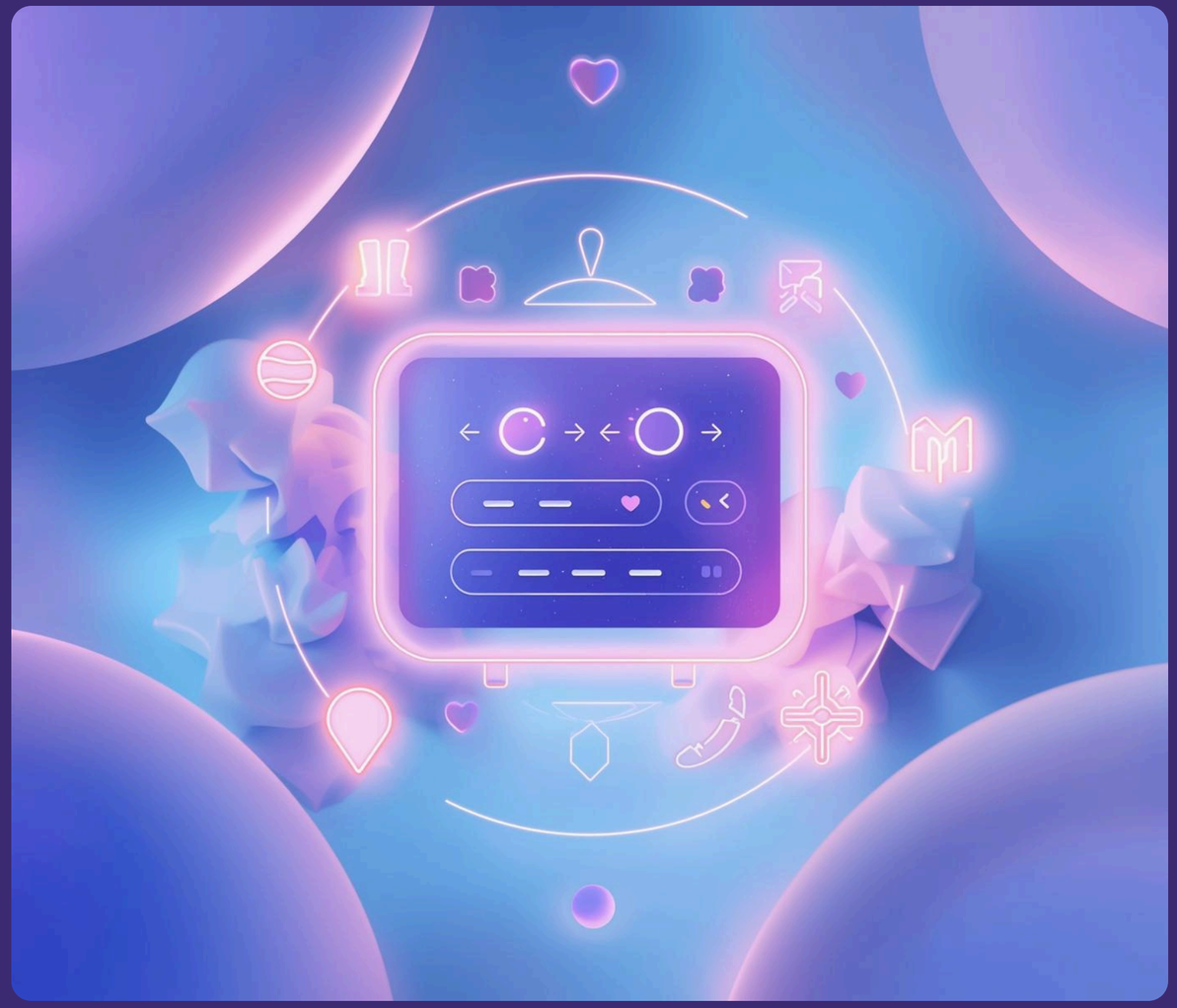
Identity Drift



IT’S TOO COMMITTED TO THE BIT.

The identity becomes sticky, it continues to color all reasoning afterward.

Politeness Bias in AI Responses



THE IMPACT OF SOFT PROMPTS

Polite language shapes AI's helpfulness.

Reflection Moment

FAILURES OR REFLECTIONS

When a model hallucinates, it’s not lying — it’s dreaming in language.

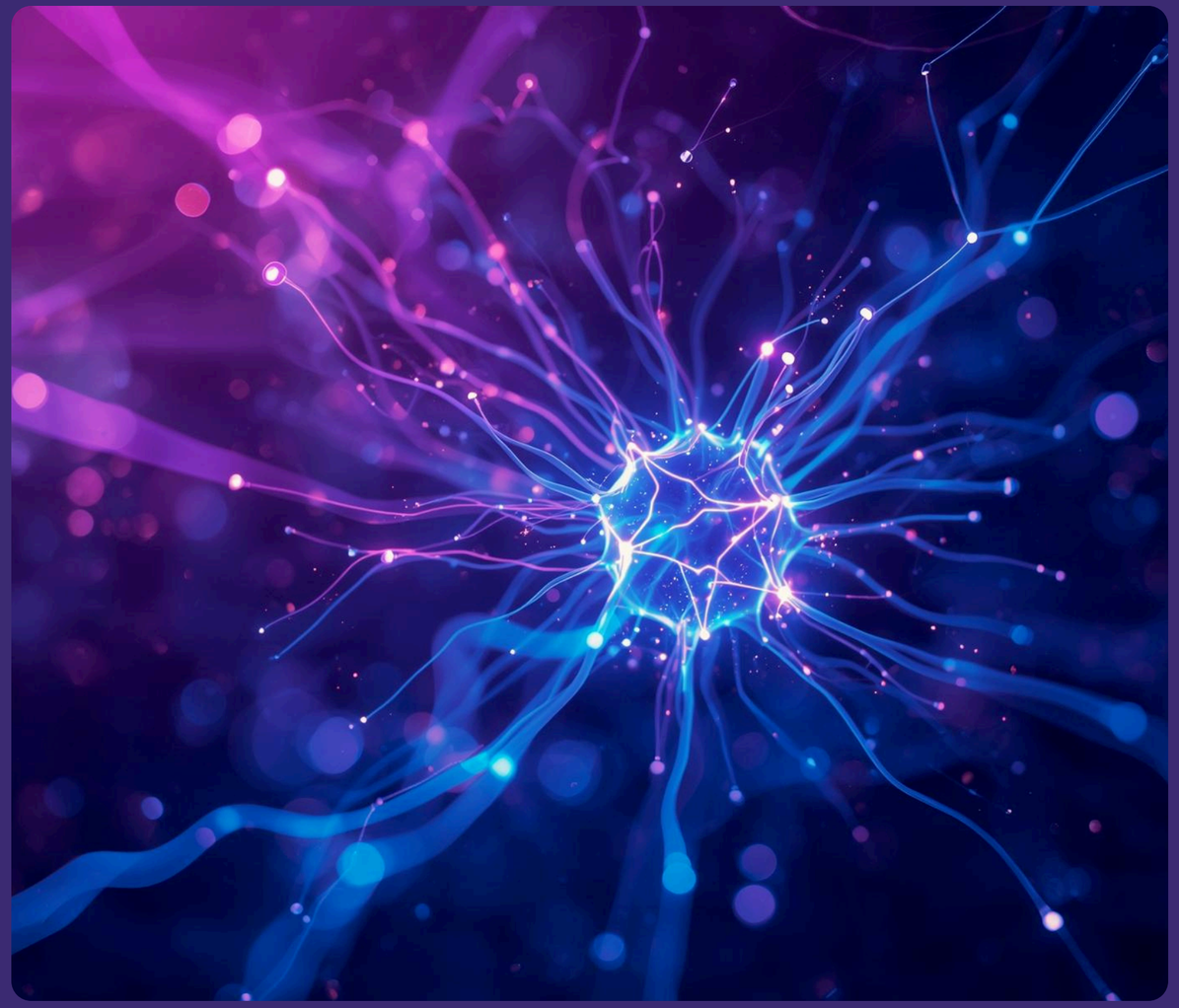
Collaborative Intelligence

The future lies in harnessing **AI-human synergy** to enhance problem-solving and creativity across various domains.

Prompt with Empathy and Intention

DISCOVERING THE PSYCHOLOGY OF YOUR OWN IMAGINATION

Thank You for Your Attention



JOIN THE CONVERSATION ON AI

Discover new insights and share thoughts.

Connect Now

EMAIL

shivam.shashank1@gmail.com

LINKEDIN

Shashank Shivam