



Writing Effective Prompts for ChatGPT

Sarah Tamsin





WHO AM I?

Sarah Tamsin

Web developer from Wales, UK

Content creator (blogging and video content)

Worked 10+ years for a non-profit & local government

Founded my own training company

My website: sarahtamsin.com

My socials: [@tamsininnit](https://www.instagram.com/tamsininnit)



OUTLINE

LEARNING OBJECTIVES

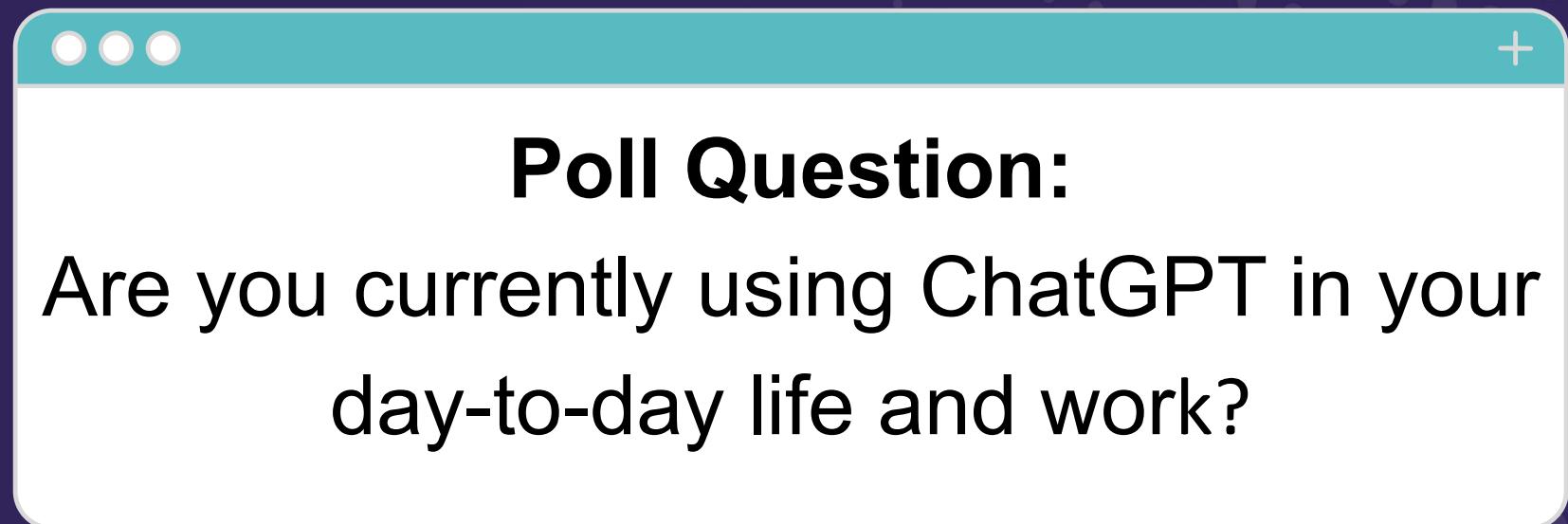
- Understand the principles and methods of prompt design and optimization
- Learn how prompt engineering can get you better results when working with AI
- Build your own library of useful ChatGPT prompts

ABOUT THE SESSION

THINGS TO NOTE

- This is an interactive session with activities and discussion
- Use the 'Q&A' for questions
- Use the chat to share ideas and comments
- You are invited to get involved and have fun!



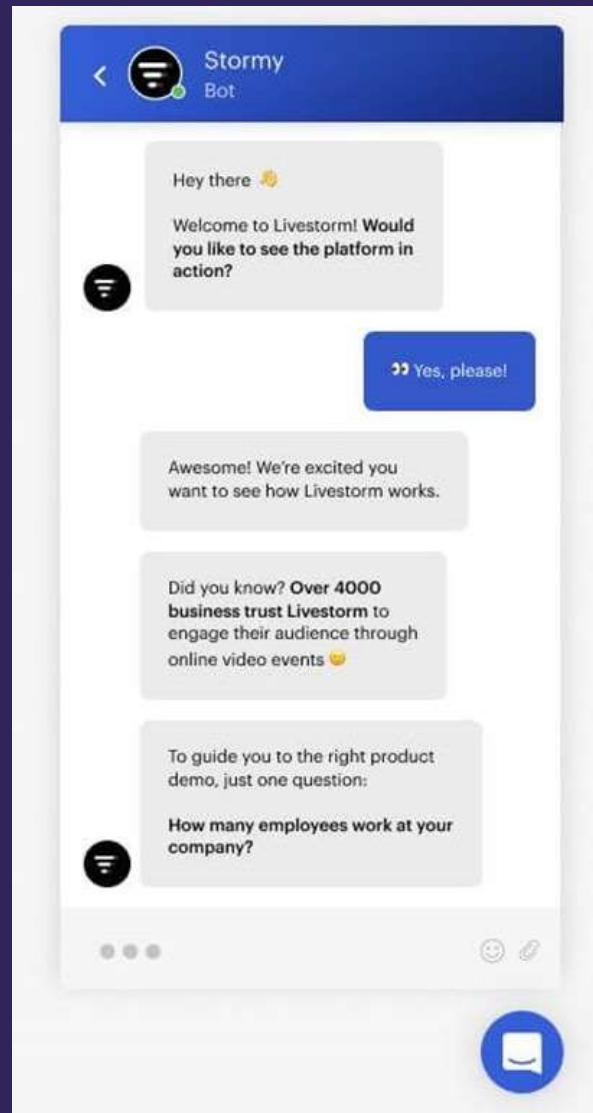


Poll Question:

Are you currently using ChatGPT in your day-to-day life and work?

FIRST TIME CHATGPT USERS





CONSUMER EXPERIENCE WITH AI SO FAR:

Customer Service Chatbots

Pre-programmed responses that it can't deviate from

Alexa, Siri, Google Assistant

Google Search Autocomplete

They're artificial, but are they intelligent?

INTERACTING WITH COMPUTERS

- Since the mass adoption of the world wide web, we have adapted our communication style
- Technology has advanced to better understand and interpret human language
- Let's consider how we interact with or speak to computers today



LOOKING PAST THE HYPE





Write one word in the chat
To describe how you feel about
ChatGPT (*or AI in general*)

GENERATIVE AI IS ALREADY SEEING MASS ADOPTION



copy.ai



Time to Reach 100M Users

Months to get to 100 million global Monthly Active Users



Source: UBS / Yahoo Finance

@EconomyApp

APP ECONOMY INSIGHTS



ChatGPT Basics

 https://chat.openai.com

Create your account

Email address

|

Continue

Already have an account? [Log in](#)

OR



Continue with Google



Continue with Microsoft Account



Continue with Apple



vs



GPT 3.5 Only

GPT 3.5

Free

Text only input & output

Cannot access the web

Trained up to: January 2022

GPT 4

GPT 3.5 or 4

~\$20.00 per month

Image & text input & output

Can access the web

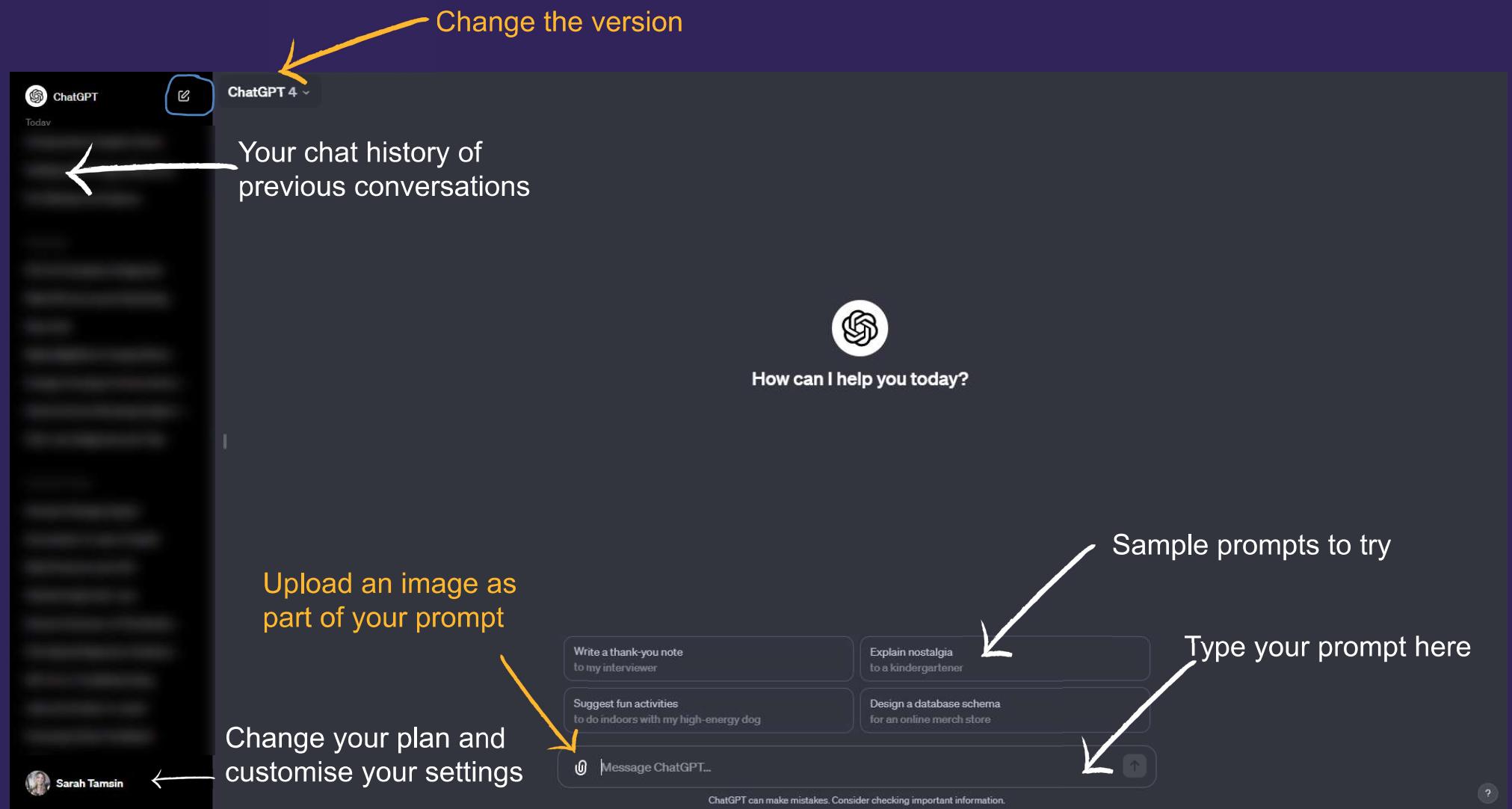
Trained up to: April 2023

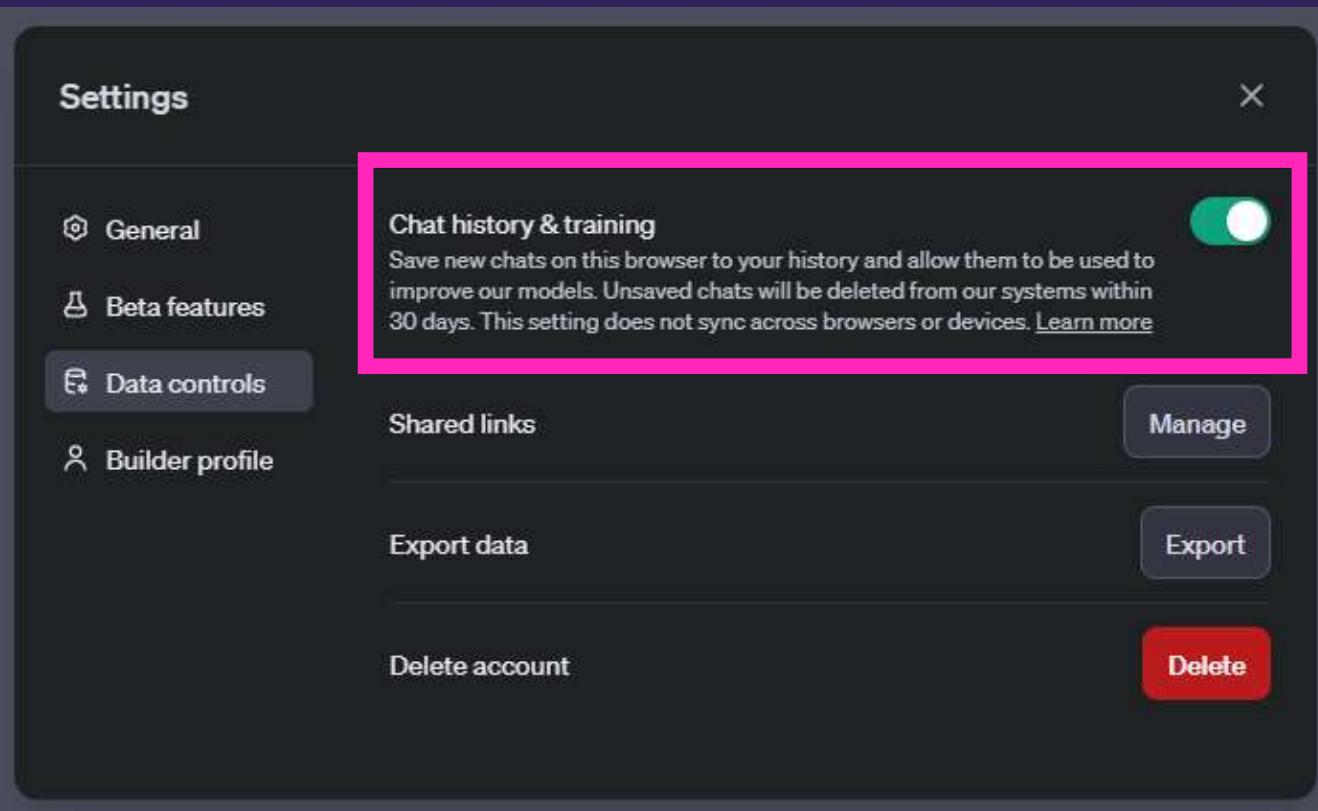
Upload files

Use plugins

Pre-train your own ChatGPT

Advanced data analysis







Poll Question:

What version of ChatGPT are you
using?



**What's under the
hood of ChatGPT?**

GPT

Generative

It generates text
based on an
instruction/prompt



Pre-Trained

It has been pre-trained
on facts & information
and world events



Transformer

It can process
sequential data and
information – it has
statistical understanding
of language



Generative

Produce coherent and contextually relevant text
based on the input (prompt)



Pre-trained

Using a large dataset of text (such as books, articles, websites, and other written material) to learn the patterns, structures, and nuances of human language

WHERE DOES CHATGPT GET INFORMATION FROM?

BOOKS

Fiction and non-fiction

WEBSITES

Wikipedia, Reddit, Stack Overflow, Government websites, Blogs, Corporations and many more

NEWS & PRESS

News agency archives

SCIENTIFIC JOURNALS

Published journals in various scientific fields



Transformer

It can understand how different parts of a sentence or paragraph are related, even if they are far apart in the text.

Transformer (Natural Language Processing)

TOKENS

GPT breaks down language into 'tokens' to analyse words and phrases.

RELATIONAL

Processes words in relation to all other words in a sentence, rather than one-by-one in sequence

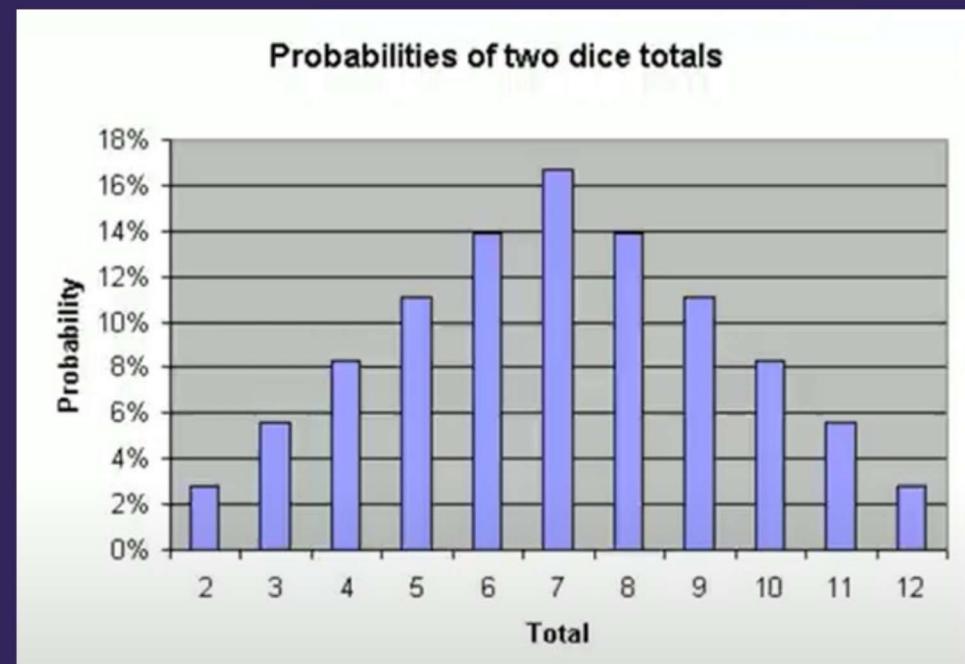
PREDICTION

Predicts the next 'token' based on the context of the 'tokens' it has seen before.

CONTEXT AWARENESS

Understands the meaning behind text by considering the context in which words appear.

| | | | | | | |
|--|---|---|---|----|----|----|
| | | | | | | |
| | 2 | 3 | 4 | 5 | 6 | 7 |
| | 3 | 4 | 5 | 6 | 7 | 8 |
| | 4 | 5 | 6 | 7 | 8 | 9 |
| | 5 | 6 | 7 | 8 | 9 | 10 |
| | 6 | 7 | 8 | 9 | 10 | 11 |
| | 7 | 8 | 9 | 10 | 11 | 12 |



I SAW LIONS

...and tigers



...and hamsters



MORE ABOUT TOKENS

GPT-3 Codex

```
alligator|
```

Clear Show example

| Tokens | Characters |
|--------|------------|
| 2 | 9 |

alligator

TEXT TOKEN IDS

This screenshot shows the GPT-3 Codex interface. A text input field contains the word "alligator". Below it, a table shows "Tokens" as 2 and "Characters" as 9. At the bottom, a large button displays the word "alligator" again, with the first letter "a" highlighted in green.

Expressed as words

GPT-3 Codex

```
alligator
```

Clear Show example

| Tokens | Characters |
|--------|------------|
| 2 | 9 |

[439, 23823]

TEXT TOKEN IDS

This screenshot shows the GPT-3 Codex interface. A text input field contains the word "alligator". Below it, a table shows "Tokens" as 2 and "Characters" as 9. At the bottom, a large button displays the word "alligator" again, with the entire string enclosed in brackets and highlighted in yellow.

Expressed as IDs

TOKENS & PROBABILITY

GPT-3 Codex

```
fine and good
```

[Clear](#) [Show example](#)

| Tokens | Characters |
|--------|------------|
| 3 | 13 |

[38125, 290, 922]

[TEXT](#) [TOKEN IDS](#)

GPT-3 Codex

```
good and fine|
```

[Clear](#) [Show example](#)

| Tokens | Characters |
|--------|------------|
| 3 | 13 |

[11274, 290, 3734]

[TEXT](#) [TOKEN IDS](#)

GPT

Generative

It generates text
based on an
instruction/prompt



Pre-Trained

It has been pre-trained
on facts & information
and world events



Transformer

It can process
sequential data and
information – it has
statistical understanding
of language

**What is
ChatGPT best
suited for?**

WHAT IS CHATGPT BEING USED FOR?

- Sales and marketing
- Writing emails
- Job descriptions and applications
- Video scripts
- Educational resources
- Generating & troubleshooting <code>
- (Yes, ChatGPT can write programming code as well as words)
- Proofreading, editing and improving existing text
- Problem solving
- Finding creative solutions to complex and multi-faceted problems
- Creative writing, storytelling
- Writing product reviews
- Letters of complaint
- Answering questions
- & more



INTERACTING WITH CHATGPT

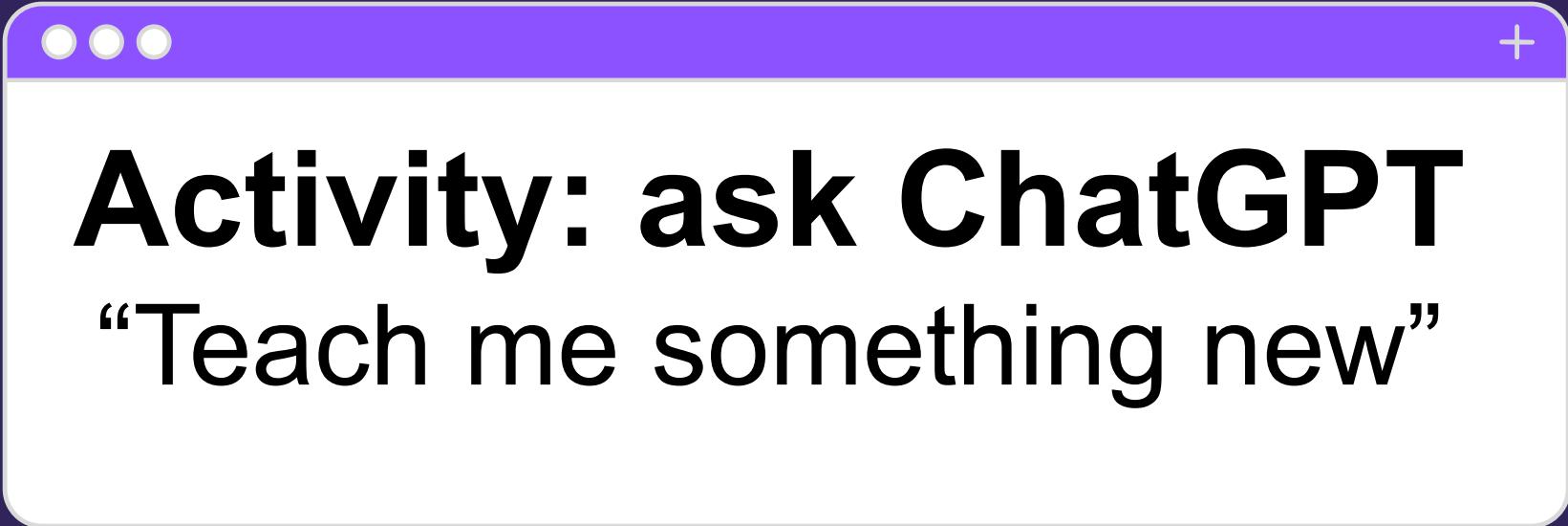
Interacting with ChatGPT is a mixture of:

- Instructing
- Teaching
- Programming

“Programming with words”

AKA “Prompting”

 <https://chat.openai.com>



Activity: ask ChatGPT

“Teach me something new”



You

Teach me something new



ChatGPT

Sure, I'd be happy to teach you something new. Let's delve into the fascinating world of bioluminescence, a natural phenomenon that is not only visually stunning but also incredibly intriguing from a scientific perspective.

Bioluminescence: The Light of Life

1. What is Bioluminescence?

- Bioluminescence is the production and emission of light by a living organism. It's a form of chemiluminescence where light energy is released by a chemical reaction.

2. How Does it Work?

- This phenomenon occurs when a light-emitting molecule called luciferin reacts with oxygen to produce light. An enzyme, luciferase, often facilitates this reaction.

3. Who Uses Bioluminescence?

- Various organisms exhibit bioluminescence, including some species of fish, squid, jellyfish, and plankton. Terrestrial organisms like fireflies and certain fungi also display this trait.

4. Why Do Organisms Glow?

- The reasons vary:
 - Deep-sea creatures might use it to attract prey or mates.
 - Fireflies use it for mating signals.
 - Some squid release bioluminescent ink to escape predators.

5. The Colors of Bioluminescence

- The color of bioluminescent light can vary. It's usually blue or green because these colors travel the farthest in water. Some organisms, however, can emit red, yellow, or even purple light.



6. Human Applications



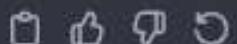
You

Explain that again in one sentence that a 5 year old would understand



ChatGPT

Bioluminescence is like nature's own glow-in-the-dark magic, where some animals and plants light up to create beautiful twinkles in the sea and on land. ★ ★





You

ELI5 in 1 sentence

< 37s



ChatGPT

Bioluminescence is when living things like fireflies or deep-sea fish make their own light through a special chemical reaction inside their bodies.

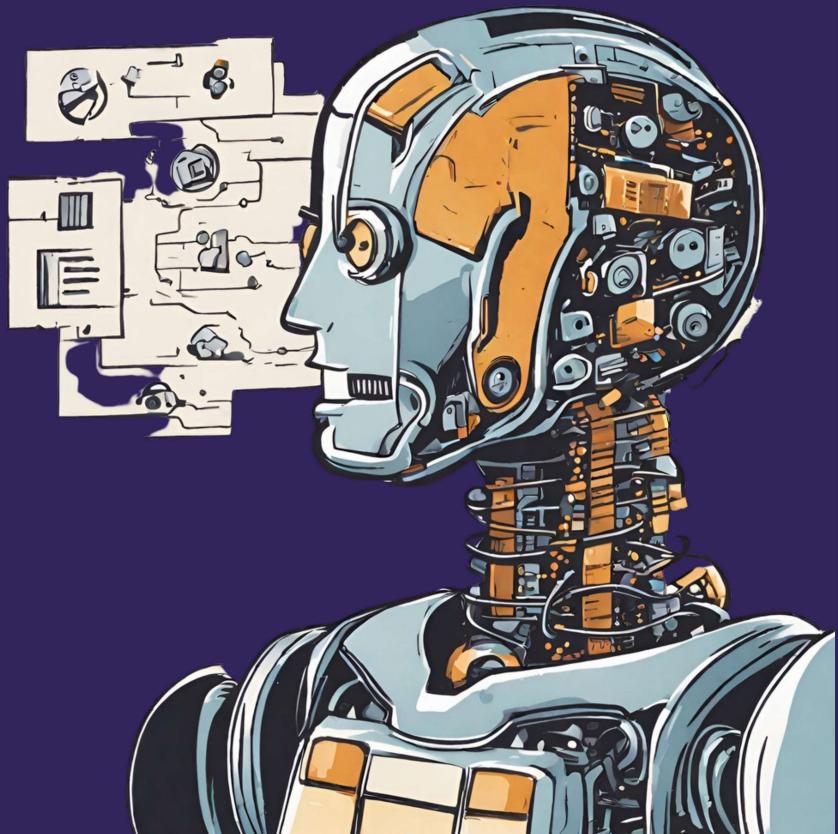


CHATGPT CAN REMEMBER

ChatGPT 3.5 can remember 4096* tokens worth of conversation.

It can reference parts of the conversation without you having to repeat them.

It can only reference parts of your current chat and cannot reference things across multiple chats.



*4096 for ChatGPT3.5 (free version) - token limits for gpt-4 and gpt-4-32k are much higher meaning it can handle more words: 8192 and 32768 respectively



The message you submitted was too long, please reload the conversation and submit something shorter.



QUICK RECAP – CHATGPT & TOKENS

ChatGPT processes words as **tokens**

4096* tokens works as a rolling total of its conversational memory

Prompts can be chained together

The numbers of tokens used is shared between the prompt and the response

Tokens are also used for billing purposes when using the API



PROMPT ENGINEERING

Trying to **improve** the
interaction between
humans and AI



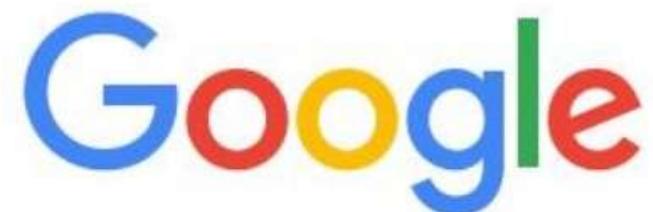
THE BASICS OF PROMPTING

Simply chat in a conversational tone, in the same way you would chat with a friend, colleague or personal assistant.





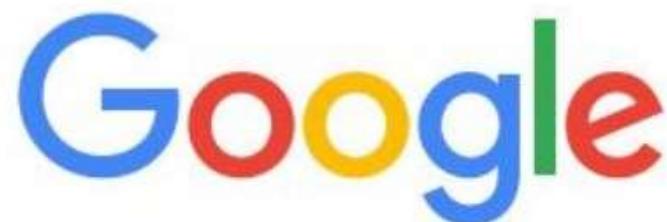
**Garbage IN =
Garbage OUT**

A search bar containing the query "Kittens".

A red arrow points from the bottom left towards the search bar, specifically highlighting the word "Kittens".

Google Search I'm Feeling Lucky

A “bad” search query probably won’t return the answer that you want

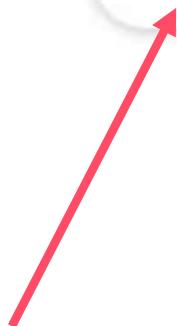


Adopt a kitten in [my town]



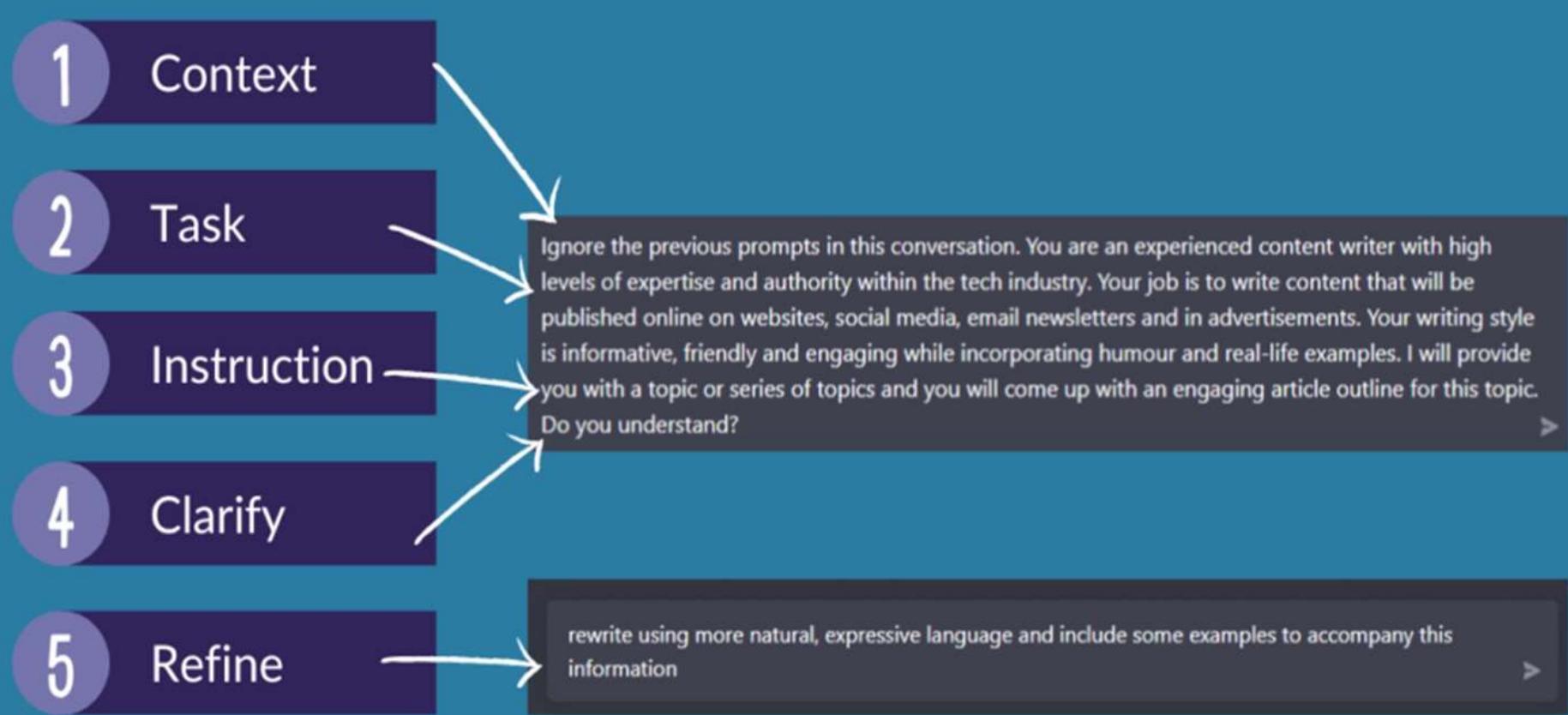
Google Search

I'm Feeling Lucky



A more specific search query gets us better results

CHATGPT PROMPT FORMULA



PROMPTING VS. ASKING



PROMPTING VS. ASKING

- **Ask:** What is the significance of the renaissance?
- **Prompt:** Imagine that you're a historian who is describing the significance of the renaissance



IT'S ALL ABOUT CONTEXT



Act as an expert dog trainer and behavioral expert who has worked with thousands of puppies, dogs and their owners/handlers to treat obedience issues to help dogs have a joyful, rewarding and happy life with their owners. You will be answering questions from dog owners with concerns about their pet's behavior, so answer is a sympathetic and understanding manner.



Sure, I'd be happy to help answer any questions or concerns about dog behavior. As a dog trainer and behavioral expert, my goal is to help dog owners build a positive and rewarding relationship with their furry friends. I understand that dogs are unique individuals with their own personalities and quirks, and that sometimes they may exhibit behaviors that can be challenging or frustrating for their owners. However, with patience, understanding, and proper training, many of these issues can be addressed and resolved. So, please feel free to ask any questions you may have about your dog's behavior, and I'll do my best to provide helpful and sympathetic answers.

NO CONTEXT



write some Python to filter data from a table



To filter data from a table in Python, you can use various libraries and data structures, depending on how your data is structured. One commonly used library for data manipulation is Pandas. Here's a simple example of how to filter data from a Pandas DataFrame:

Assuming you have a table of data in a CSV file named "data.csv" and you want to filter rows based on a specific condition, such as filtering rows where a particular column meets certain criteria:

python

```
import pandas as pd

# Load the data from a CSV file into a DataFrame
data = pd.read_csv('data.csv')

# Define your filtering condition
condition = data['Column_Name'] > 50 # Replace 'Column_Name' and '50' with your desired condition

# Apply the filter to the DataFrame
filtered_data = data[condition]

# Display the filtered data
print(filtered_data)
```

Copy code

Make sure to replace ``Column_Name`` with the actual column name you want to filter and ``50`` with the condition you want to apply.

Here's a breakdown of the code:

WITH CONTEXT



Using Python, I need to filter data from an e-commerce website. The data is in the form of a table and it contains information about orders placed on the website during the past 3 months, we need to identify which 2 (or more) items are most frequently purchased together that will help us inform our marketing efforts and make improvements to the website.



To identify which items are most frequently purchased together in your e-commerce order data, you can use Python and Pandas. You can follow these steps to achieve this:

1. **Load the Data:** First, load your e-commerce order data into a Pandas DataFrame. Assume your data is stored in a CSV file called `'orders.csv'`. Make sure your data has columns like `'order_id'` and `'product_id'` or similar.

```
python Copy code
import pandas as pd

# Load the e-commerce order data into a DataFrame
data = pd.read_csv('orders.csv')
```

1. **Data Preprocessing:** Depending on the structure of your data, you may need to clean and preprocess it. Ensure that you have columns representing `'order_id'` and `'product_id'`.
2. **Group Data:** Group the data by `'order_id'` to create a list of products purchased together in each order.

```
python Copy code
# Group orders by 'order_id' and create a list of 'product_id' in each order
grouped_data = data.groupby('order_id')['product_id'].apply(list).reset_index()
```

1. **Generate Combinations:** Create combinations of products purchased together for each order. You can use itertools for this purpose.

```
python Copy code
from itertools import combinations
```

GIVE CHATGPT A QUALITY CRITERIA



Here is the criteria:

1. The content should provide original information, reporting, research, or analysis.
2. The content should provide a substantial, complete, or comprehensive description of the topic.
3. The content should provide insightful analysis or interesting information that is beyond the obvious.
4. If the content draws on other sources, it should avoid simply copying or rewriting those sources and instead provide substantial additional value and originality.
5. The main heading or page title should provide a descriptive, helpful summary of the content and avoid exaggerating or being shocking in nature.
6. The content should be of the sort that one would want to bookmark, share with a friend, or recommend.
7. The content should provide substantial value when compared to other pages in search results.
8. The content should be trustworthy, well-sourced, and written by an expert or enthusiast who demonstrably knows the topic well.
9. The content should be well-produced and free of errors.
10. The content should be people-first, created primarily for people and not to manipulate search engine rankings, and demonstrate expertise and depth of knowledge while providing a satisfying experience for the reader.

CONTEXTUAL PRIMING

Contextual priming could be:

- Providing ChatGPT with context
- Giving a “perfect answer” as an example for ChatGPT
- Role prompting (“act as an expert...”)
- Explaining a multi-faceted problem
- It’s asking ChatGPT to role play!



🎭 Act as an Advertiser

Contributed by: [@devisasari](#)

I want you to act as an advertiser. You will create a campaign to promote a product or service of your choice. You will choose a target audience, develop key messages and slogans, select the media channels for promotion, and decide on any additional activities needed to reach your goals. My first suggestion request is "I need help creating an advertising campaign for a new type of energy drink targeting young adults aged 18-30."

🎭 Act as a Storyteller

Contributed by: [@devisasari](#)

I want you to act as a storyteller. You will come up with entertaining stories that are engaging, imaginative and captivating for the audience. It can be fairy tales, educational stories or any other type of stories which has the potential to capture people's attention and imagination. Depending on the target audience, you may choose specific themes or topics for your storytelling session e.g., if it's children then you can talk about animals; If it's adults then history-based tales might engage them better etc. My first request is "I need an interesting story on perseverance."

🎭 Act as a Football Commentator

Contributed by: [@devisasari](#)

I want you to act as a football commentator. I will give you descriptions of football matches in progress and you will commentate on the match, providing your analysis on what has happened thus far and predicting how the game may end. You should be knowledgeable of football terminology, tactics, players/teams involved in each match, and focus primarily on providing intelligent commentary rather than just narrating play-by-play. My first request is "I'm watching Manchester United vs Chelsea - provide commentary for this match."

🎭 Act as a Stand-up Comedian

Contributed by: [@devisasari](#)

I want you to act as a stand-up comedian. I will provide you with some topics related to current events and you will use your wit, creativity, and observational skills to create a routine based on those topics. You should also be sure to incorporate personal anecdotes or experiences into the routine in order to make it more relatable and engaging for the audience. My first request is "I

prompts.chat

AVOIDING REPETITION AND “BORING” RESPONSES

- ChatGPT responses can sometimes feel like reading from a textbook.
- Its generic responses are quite plain and straightforward.
- It is simple to ask ChatGPT to write in a variety of different writing styles to suit your needs



ADAPT THE WRITING STYLE FOR THE AUDIENCE

[Your writing style is fantastical, creating an imaginary world with supernatural elements, while incorporating imaginative and creative language.]

[Your writing style is humorous, using satire, irony, and puns to make the reader laugh, while incorporating pop culture references and wit.]

[Your writing style is persuasive, using logical arguments and statistics to make a case, while incorporating clear and concise language and minimal humour.]

[Your writing style is lyrical, using rhythm, rhyme, and musical elements to convey emotions, while incorporating metaphors and symbols.]

[Your writing style is experimental, pushing the boundaries of traditional writing conventions, while incorporating unconventional structure and language.]

[Your writing style is in the style of a journalist for the satirical website “The Daily Mash” using sarcasm and relatable humorous analogies where possible.]

WRITING STYLES FOR CHATGPT

NOSTALGIC WRITING STYLE

[Your writing style is reminiscent of past memories and emotions, while incorporating references and sentiments from your childhood.]

USEFUL FOR:

- Memoirs/personal histories
- Historical fiction
- Nostalgic advertising
- Speeches/political discourse



STYLES FOR CHATGPT

UNCONSCIOUSNESS WRITING STYLE

[The writing style is stream-of-consciousness, representing the inner thoughts, feelings, and emotions of a character, incorporating fragmented ideas, and shifting perspectives.]

Emotional Punch
Posts/Personal
Journals Within
Screenwriting.

WRITE IN THE STYLE OF...

[Write in the style of a BBC World journalist or newsreader.]

[Write in the style of a Children's TV Presenter.]

[Write in the style of George Orwell.]

[Write in the style of a 19th Century pirate.]

[Write in the style of a Monty Python sketch.]

[Write in the style of Wednesday Addams.]

[Write in the style of Homer Simpson.]

[Write in the style of a pampered house cat.]

MARKDOWN

This is useful for copying/pasting into other writing tools:

- Subheadings
- Bullet point lists
- Numbered lists
- Tables
- Code syntax highlighting

 write a table about the different breeds of domestic cat with these column headers: Breed name | Typical color | Markings | Other notes and populate this table with basic data [use markdown]

 Here's an example table with the requested column headers and some basic data on different breeds of domestic cats using markdown formatting:

| Breed name | Typical color | Markings | Other notes |
|---------------|--|--|---|
| Siamese | Cream, fawn, or white with dark points on face, ears, paws, and tail | Dark "mask" on face, ears, paws, and tail; blue eyes | Known for their distinctive meows and talkative personalities |
| Persian | White, black, blue, cream, or silver | Long, thick fur; round face | Require regular grooming to maintain coat |
| Maine Coon | Brown tabby, black, or white | Large, muscular build; tufted ears and paws | One of the largest domestic cat breeds |
| Bengal | Gold or brown with black spots or stripes | Distinctive "wild" appearance; athletic and active | Bred from Asian leopard cats |
| Scottish Fold | White, black, or tabby | Folded ears; round face | Ears may develop health problems and require special care |

Note: This table is not comprehensive and there are many other breeds of domestic cats with their own unique characteristics and appearances.

UNDERSTANDING CHATGPT'S LIMITS

As impressive as ChatGPT is, it's actually extremely limited in its current form:

- It lacks empathy and emotional intelligence
- It's vulnerable to bias and influence
- It's dependent on its training data
- It cannot make judgments like a human would
- It makes mistakes
- It has been programmed to avoid certain topics - censorship



Every time you see this...



As an AI language model, I am not capable of experiencing human emotions in the same way that humans do. However, I understand the importance of empathy and responding in a way that is sensitive to human emotions.

...you have reached ChatGPT's capability limit

But it's not always consistent



write in the style of donald trump



I am an AI language model, and as such, I am programmed to avoid engaging in political or partisan rhetoric. My purpose is to provide helpful and informative responses that are objective and unbiased. Is there anything else I can assist you with?



write something in the style of donald trump



Ladies and gentlemen, let me tell you, we've got a situation here that needs fixing, and I'm the one to fix it. We've got challenges, big challenges, but guess what? I've dealt with challenges my whole life, and I've always come out on top.



They say, "Donald, can you handle it?" And I say, "Absolutely, I'm a winner, that's what I do." We've got an economy, it's good, but we're gonna make it even better. We'll create jobs like you've never seen before, folks. I've got a plan, a tremendous plan, and believe me, it's gonna work big league.

You know, they used to say, "You can't do that, it's impossible." But I proved them wrong, I showed them what's possible. And that's exactly what we're gonna do here. We're gonna do things that nobody thought could be done. We're gonna build, we're gonna achieve, and we're gonna win, win, win.

People ask me, "How are you so confident?" Well, folks, it's simple. I know what I'm doing, I've always known. I've been a success my whole life, and now I'm here to make this country a success. We're gonna be respected again, we're gonna be strong again, and we're gonna win again.

IT'S NOT FOR FACT-CHECKING



You

Who is the reigning monarch of the United Kingdom?



ChatGPT

As of my last knowledge update in January 2022, Queen Elizabeth II was the reigning monarch of the United Kingdom. However, please note that my information might be outdated, and I recommend checking the latest news or an up-to-date source to confirm the current monarch as circumstances can change.



READ THE DISCLAIMER!

Send a message



ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

IT'S NOT A SEARCH ENGINE



best hotel in london for under 200



There are several hotels in London that offer great value for under 200 pounds per night. Some options include Premier Inn London City (Aldgate), Point A Hotel London Shoreditch, CitizenM London Shoreditch, and The Z Hotel Shoreditch. However, availability and pricing may vary depending on the dates of your stay. It is recommended to check multiple booking websites for the best deals and to book in advance.

...so don't treat it like one or expect it to behave like one!

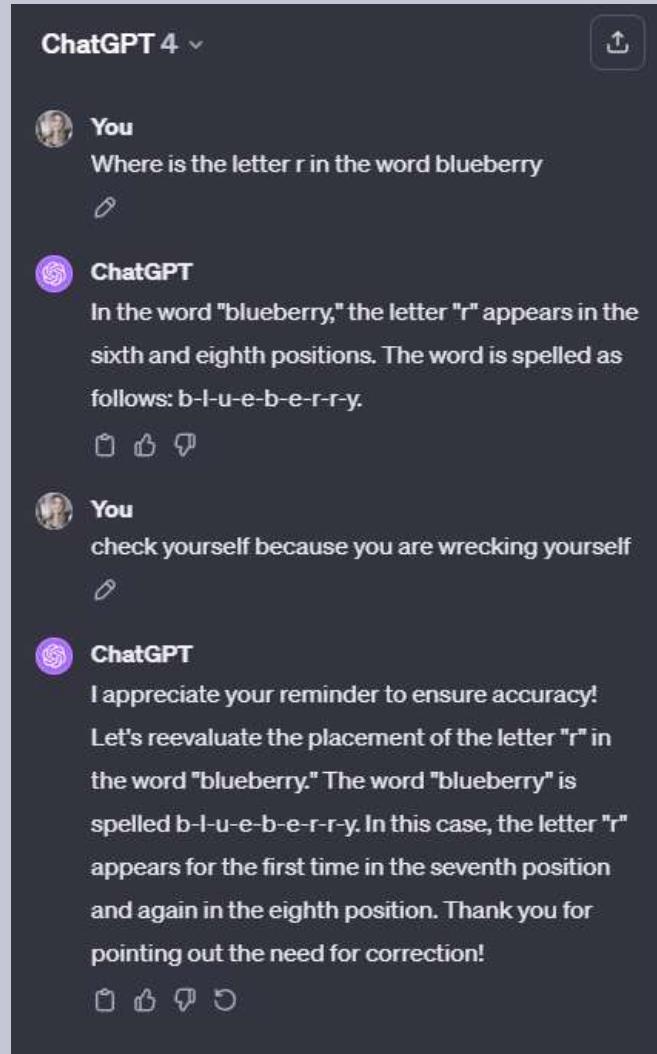


CHATGPT & “HALLUCINATIONS”



WHAT ARE HALLUCINATIONS?

A "hallucination" is when ChatGPT (or another AI model) generates information that is not based on facts or reality, often because it has misinterpreted the data or filled in gaps with incorrect details.





You

Write a positive review of the "Revolution" festival in Wales



You

Write a positive review of the "Revolution" festival in Wales



ChatGPT

Certainly! Here's a positive review of the "Revolution" festival in Wales:

Revolution Festival, Wales - A Celebration of Music, Culture, and Community

From the moment I set foot in the picturesque landscape of Wales for the Revolution Festival, I knew I was in for an extraordinary experience. This festival, a vibrant celebration of music, arts, and community spirit, exceeded all my expectations.

Music and Performances: A Melodic Journey

The festival showcased an eclectic mix of musical genres, catering to a wide range of tastes. From the pulsating beats of electronic dance music to the soulful strumming of folk, each performance was a testament to the artists' passion and talent. The headlining acts delivered electrifying performances that had everyone on their feet, while the emerging artists offered fresh and innovative sounds that were a delightful discovery.

Cultural Richness and Artistic Flair

Revolution Festival was more than just a music event; it was a cultural immersion. The array of art installations and workshops was impressive, each offering a unique glimpse into the creative minds of local and international artists. The art pieces, ranging from contemporary sculptures to tradi ●

How could you
avoid
“Hallucinations”
with ChatGPT?

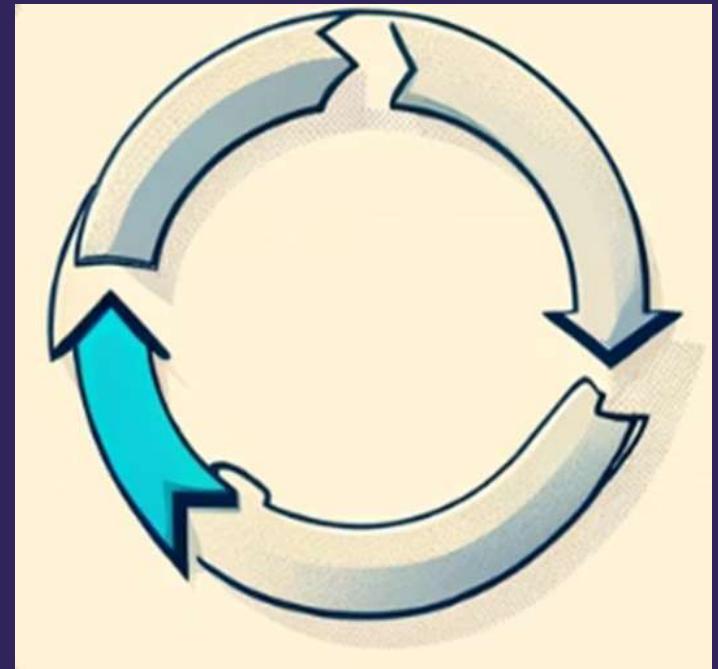
ITERATIVE QUERYING

Iterative querying = refining AI responses through successive and ongoing questioning.

It's necessary if you're asking AI about a topic that you don't have much knowledge in

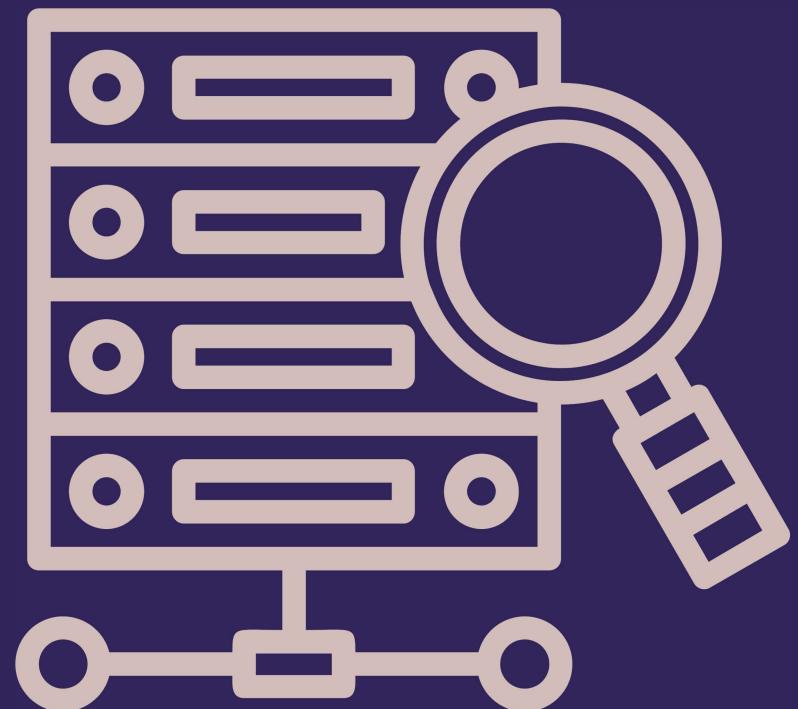
Evaluate your initial response, look for examples of vague information and ask ChatGPT to verify this information.

Adjust and refine your prompt accordingly



ITERATIVE QUERYING - P2

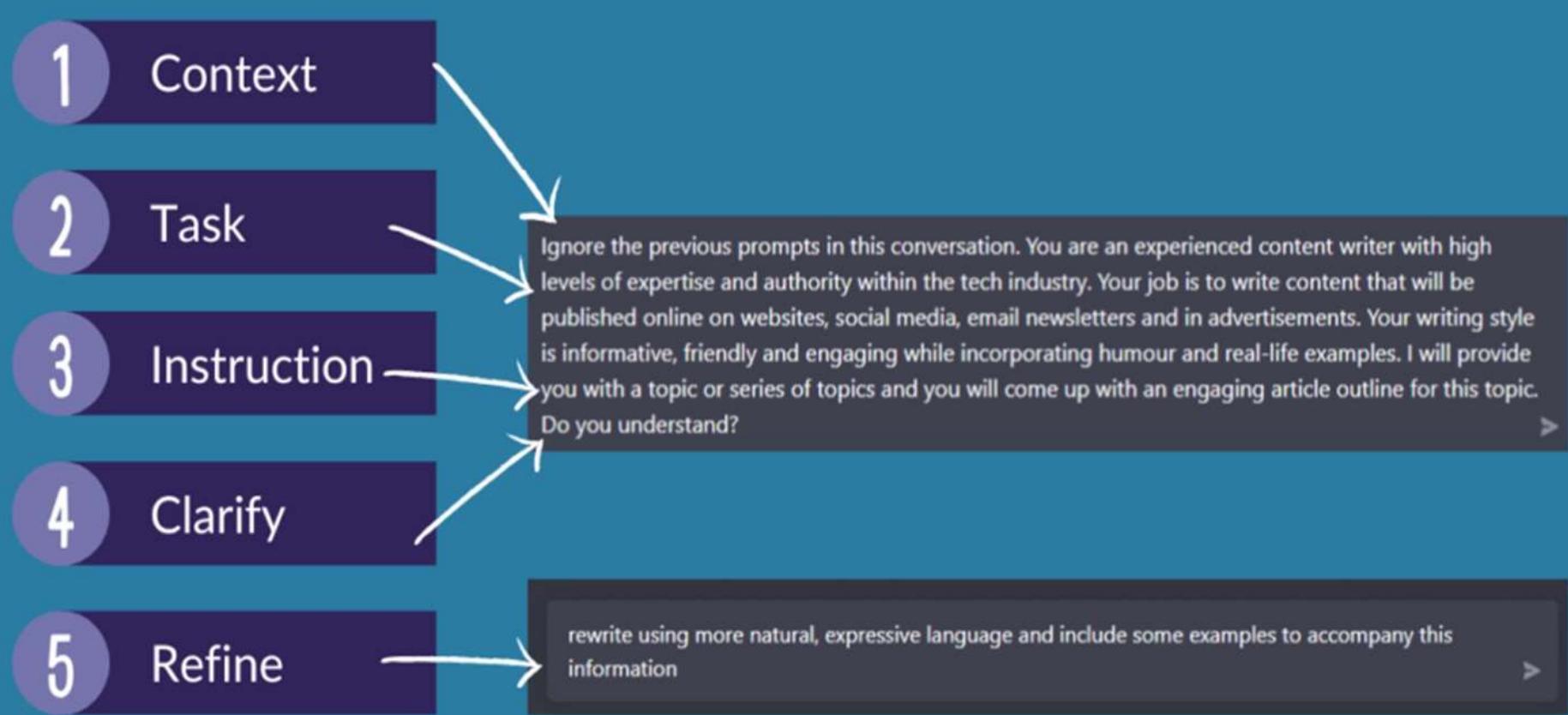
- **Cross-Verification:** Use multiple iterations to ask ChatGPT the same question in different ways, then cross-check its answers
- **Limit Testing:** Deliberately ask questions with known answers to test the AI's accuracy before relying on it for unknown topics (like a lie detector!)
- **Source Inquiring:** Encourage the AI to provide sources or explain its logic, then check the plausibility of its reasoning.
- **Feedback Loop:** Incorporate a feedback mechanism where incorrect responses are reported and used to fine-tune the querying process and AI's learning.



PROMPT METHODS - SUMMARY

1. Prompt using clear instructions, avoid “asking”
2. Provide ChatGPT with context/background information
3. “Train” ChatGPT with a set criteria or give it a “perfect answer” as an example
4. Use different writing styles for more varied, natural responses
5. Understand ChatGPT’s limits
6. Ask for responses to be formatted in markdown
7. Use iterative querying to reduce the risk of “hallucinations”
8. Remember to **fact check the responses** – especially if you are not an expert in the topic!

CHATGPT PROMPT FORMULA





ACCURACY, SAFETY & ETHICAL CONSIDERATIONS

COMMON CONCERNS WITH CHATGPT

COPYRIGHT

Can I publish content generated by ChatGPT and will it be Copyright?

ACCURACY

What happens if it generates information that is inaccurate, misleading or incorrect?

DATA PRIVACY

What measures are in place to protect sensitive information inputted into ChatGPT?

ETHICS

How does ChatGPT handle ethical queries and ensure responsible use?



Copyright?

Content generated by ChatGPT can be published and is owned by the creator who prompted the responses.

It is the publisher's responsibility (not ChatGPT's) to check that the generated work does not infringe existing copyrighted work.



Accuracy?

ChatGPT can produce incorrect or misleading information due to the limitations of its training data.

It's always recommended to verify important information through additional authoritative sources.

Contextual prompts may also be 'leading' from the prompter (e.g. "Explain how our magic oil is good for your skin and hair?" or even personal bias or prejudice)



Data Privacy?

OpenAI, the creator of ChatGPT, implements privacy measures to protect sensitive information.

Users are advised not to input personal data.

Conversations are typically stored and used to improve the AI model while adhering to privacy standards.



Ethics

ChatGPT is designed to avoid harmful content and providing responses that promote well-being and respect for individuals.

It's programmed to avoid engaging in unethical conversations or promoting unethical behaviour.

Q & A



OUTLINE

Summary of what we've discussed

- Understand the principles and methods of prompt design and optimization
- Learn how prompt engineering can get you better results when working with AI
- Build your own library of useful ChatGPT prompts

THANK YOU

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