



01

Section 01

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Welcome!



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Section 02

Fundamentals

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ChatGPT Fundamentals



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ChatGPT Fundamentals

- What is ChatGPT
- ChatGPT versus Googling
- Benefits of ChatGPT
- Basic Use and Interface

01

02

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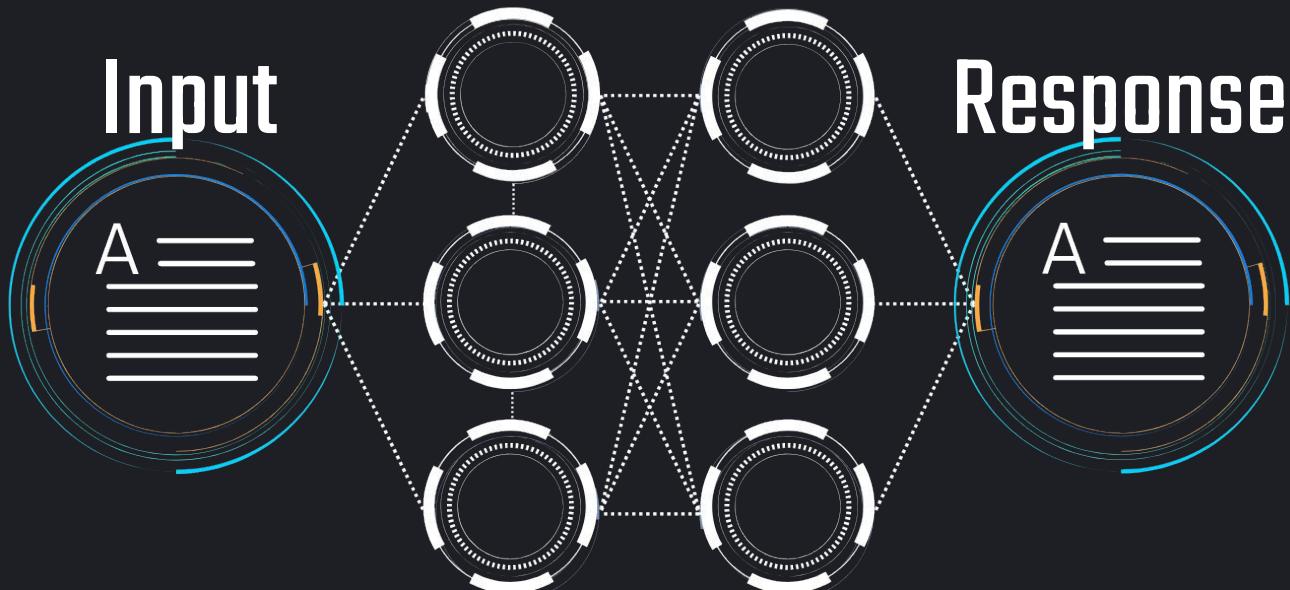
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WHAT IS CHATGPT?

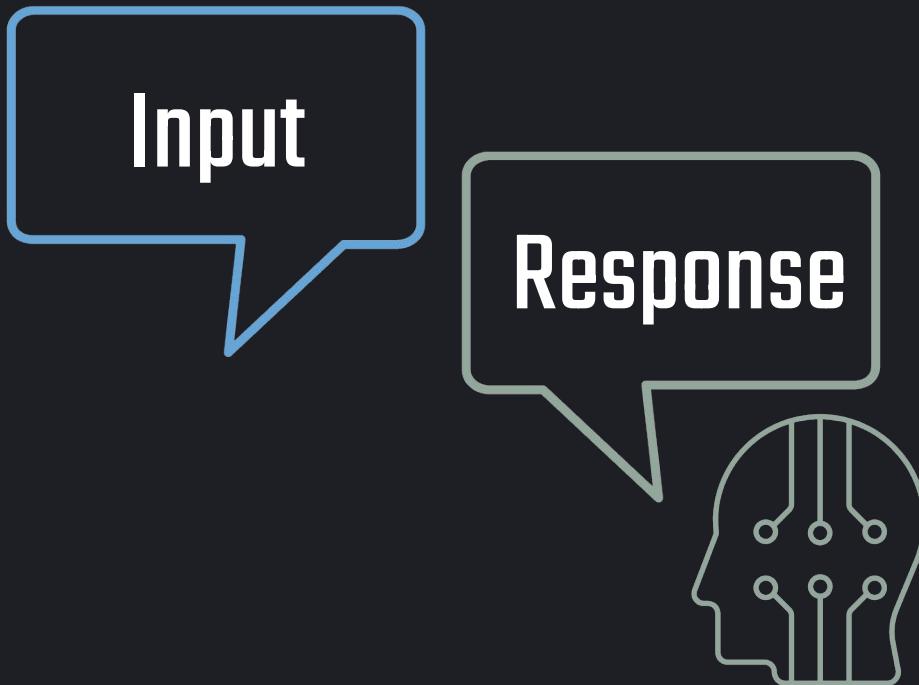
AI Large Language Model





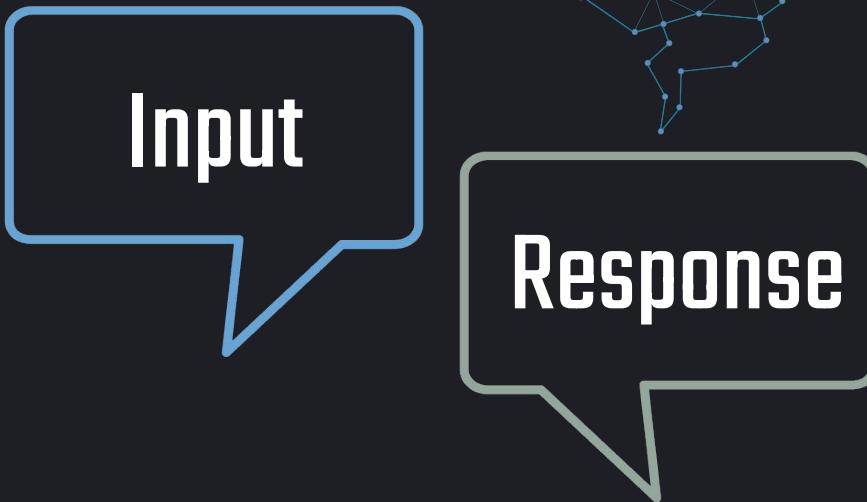
WHAT IS CHATGPT?

AI Large Language Model





The better the **prompts**, the better the **response**.





Section 04

Essential Element of a Prompt

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ChatGPT Prompt Engineering



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Prompt Engineering

- What is Prompt Engineering
- The CETO Process
- Follow-up Prompts
- Prompt Tips

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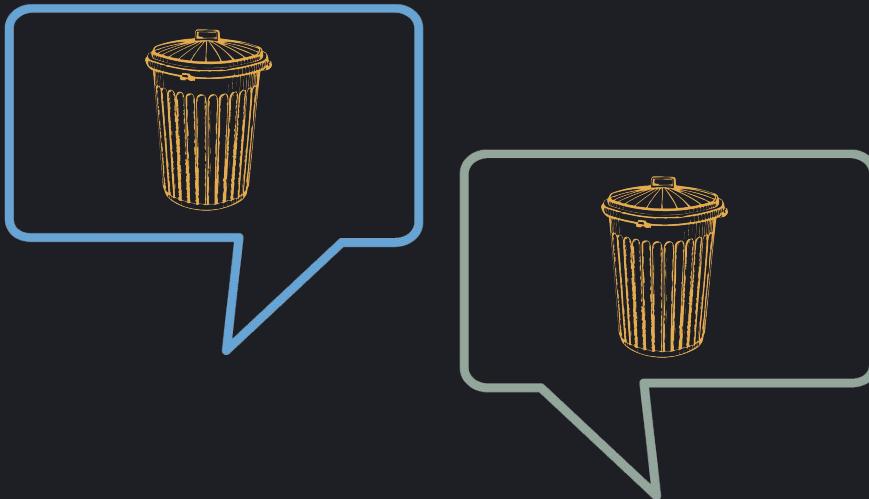
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Garbage in, garbage out.



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Prompt: How you describe your request.



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Here's some poor quality results! :(

Poorly written prompt. :(



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WHAT IS PROMPT ENGINEERING?

Prompt engineering is writing quality prompts to get the best possible results.

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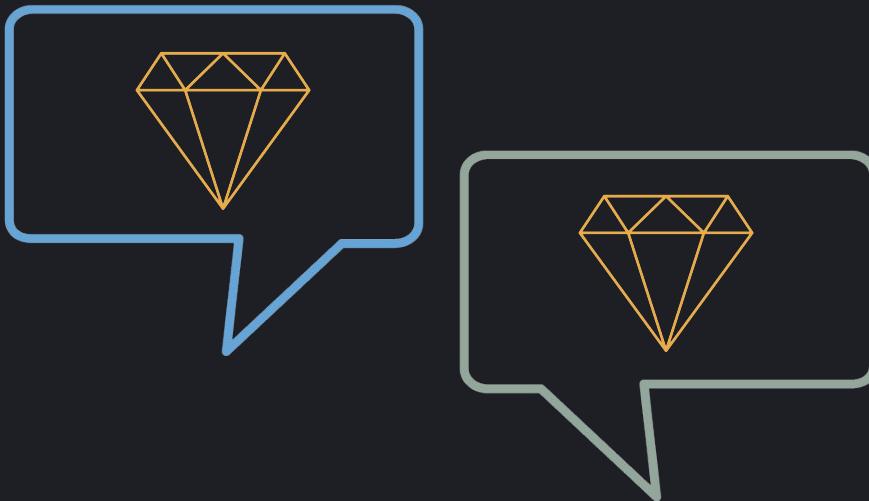
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Thoughtful input, impressive output.



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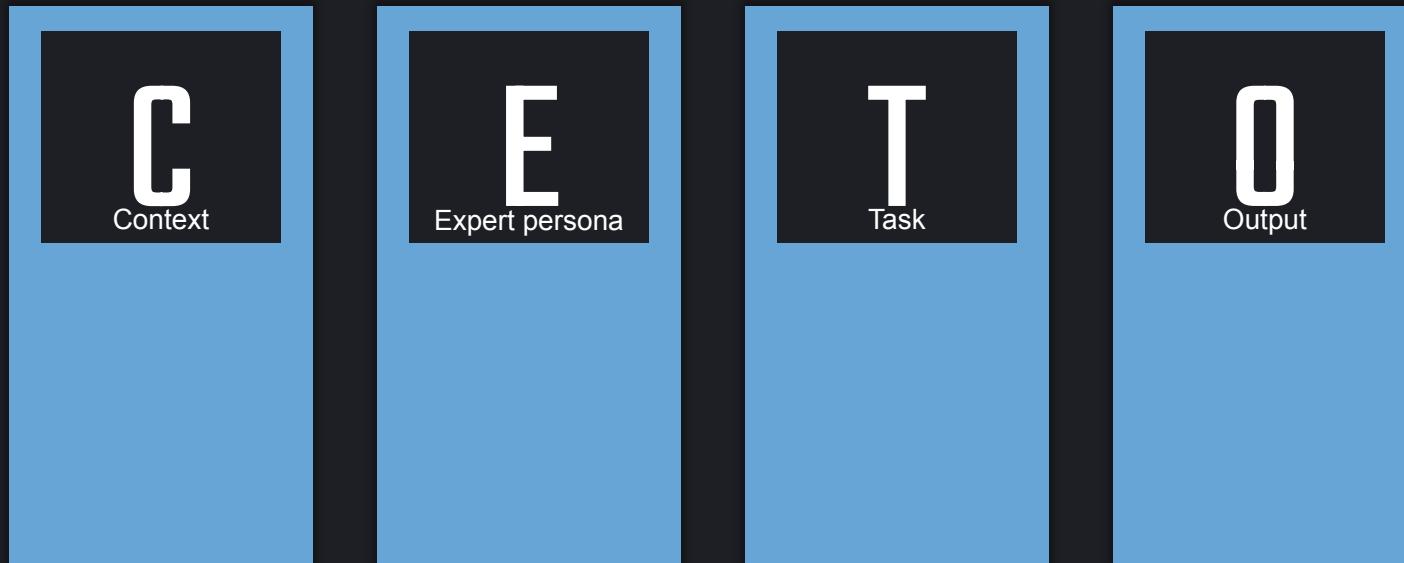
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Prompt Engineering with CETO



“Thoughtful input, impressive output.”





Prompt Engineering with CETO

Why

C

Context

Why you are
there.

E

Expert persona

T

Task

O

Output





Prompt Engineering with CETO

Why

C

Context

Why you are
there.

Who

E

Expert persona

Who you
need it to
be.

T

Task

O

Output





**“Act as an expert car
mechanic and explain
how a car works.”**

**“Act as a kindergarten
teacher and explain how
a car works.”**





Prompt Engineering with CETO

Why

C

Context

Why you are
there.

Who

E

Expert persona

Who you
need it to
be.

What

T

Task

What you
need done.

O

Output





WRITING TASKS

Verbs

Write
Give
Improve
Develop
Plan
Research
Compare
Tailor
Evaluate

Specific Instructions

Give the task a voice.

“Write a commercial in the voice of Ryan Reynolds.”

Provide inspiration.

“Write a post using materials from 7 Habits for Highly Effective People.”

Browse the internet.

ChatGPT+ Users only

“Browse the internet and find the top restaurants in Chicago now.”





Prompt Engineering with CETO

Why

C

Context

Why you are
there.

Who

E

Expert persona

Who you
need it to
be.

What

T

Task

What you
need done.

How

O

Output

How to give
you
results.





OUTPUT

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Length Parameters

How long you want the response to be.

Example: “Keep the response less than 150 words.”

600 word max (for now)

Exclusions

Exclude a certain result.

Example: “Don’t include any emojis.”

Table

Present results in a table.

Example: “Present the results in a table with these columns...”





Prompt Engineering with CETO

Why

C

Context

Why you are
there.

Who

E

Expert persona

Who you
need it to
be.

What

T

Task

What you
need done.

How

O

Output

How to give
you
results.

01

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“Thoughtful input, impressive output.”



Prompting Techniques

**Zero-Shot, One-Shot,
Few Shot Prompting**



Zero-Shot

0

Zero-Shot

No Example

Create a summary for the following article:

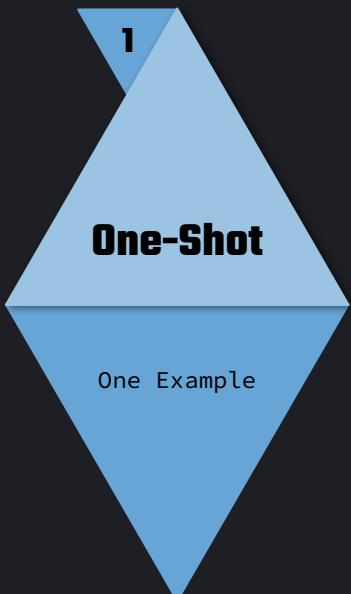
Article: New Zealand has extended its nationwide lockdown until at least Tuesday as it tries to contain an outbreak of the Delta variant of Covid-19. Prime Minister Jacinda Ardern said there were 35 new cases on Friday, bringing the total to 107. She said the lockdown was having an impact, but more time was needed to ensure the virus was under control. New Zealand had been largely free of Covid-19 for months until an infected traveler from Australia arrived earlier this month.





One-Shot

Create a summary for this article:



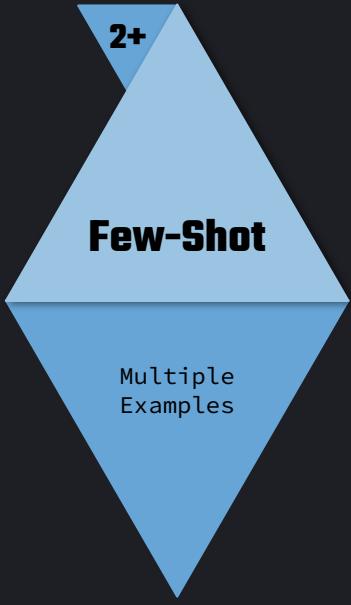
Article Example: A massive fire has destroyed dozens of homes in a remote village in northern Canada. The blaze, which started on Saturday night, was fueled by strong winds and dry conditions. No casualties have been reported, but many residents have been evacuated to nearby towns. **Summary:** A wind-driven fire razes many homes in a Canadian village and forces evacuations.

Summary Example: There was a massive Fire in Canada.

Article: New Zealand has extended its nationwide lockdown until at least Tuesday as it tries to contain an outbreak of the Delta variant of Covid-19. Prime Minister Jacinda Ardern said there were 35 new cases on Friday, bringing the total to 107. She said the lockdown was having an impact, but more time was needed to ensure the virus was under control. New Zealand had been largely free of Covid-19 for months until an infected traveler from Australia arrived earlier this month.

Summary:





Few-Shot

Create a summary for this article:

Article Example 1: ...

Summary Example 1: ...

Article Example 2: ...

Summary Example 2: ...

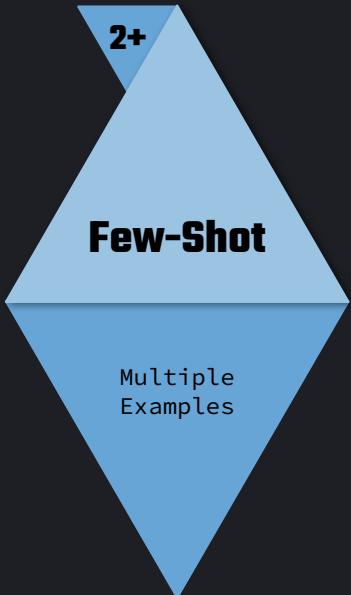
...

Article:

Summary:



Few-Shot



Improve Accuracy & Quality of Output

More Complex Tasks & Specific Idea

Reduced Uncertainty



FOLLOW-UP PROMPTS

A prompt that is asking ChatGPT to recall the conversation to complete a new task.



ChatGPT

01
Do this task.

02
Here you go.

03
Make this adjustment.



01

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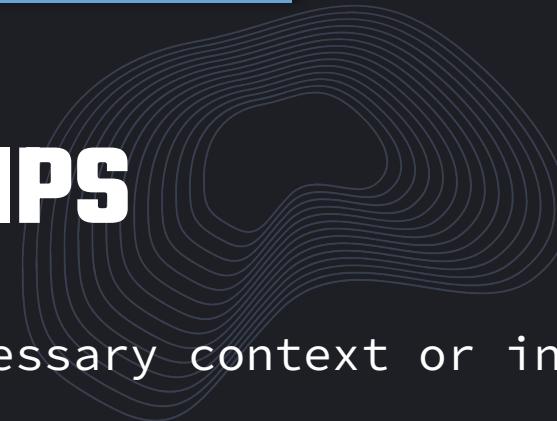
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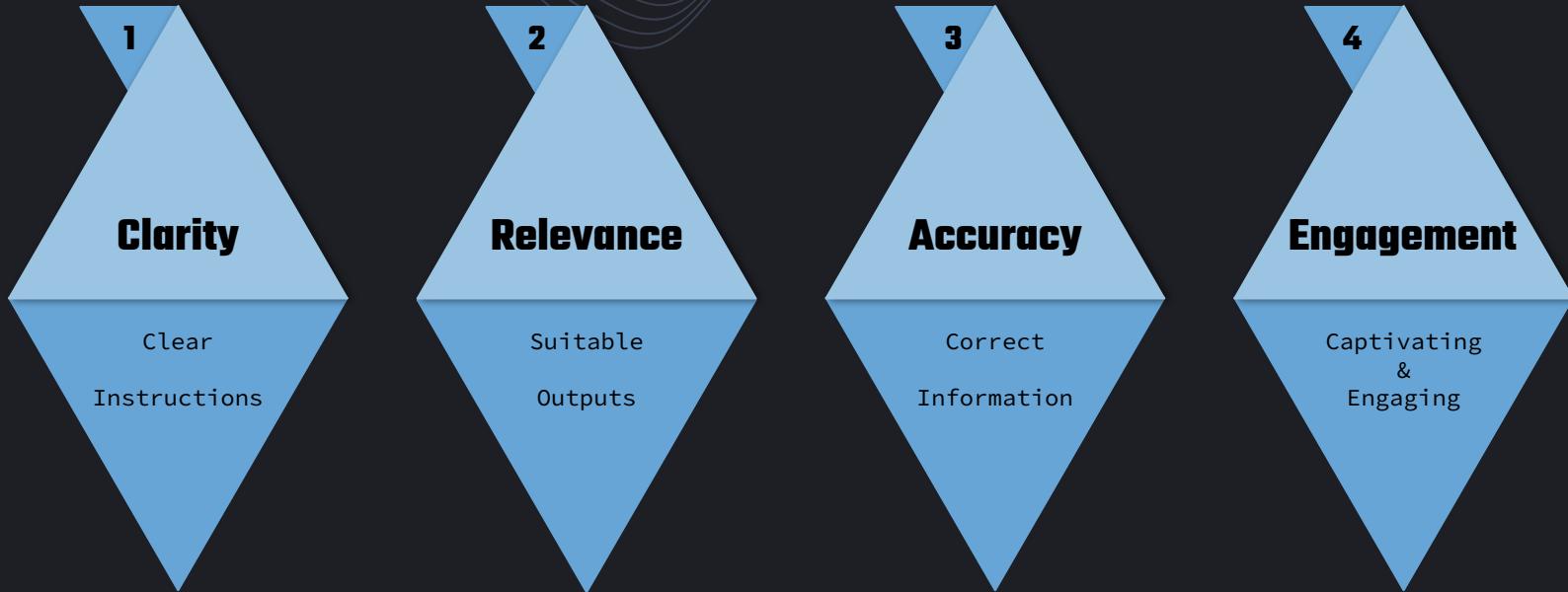
PROMPT TIPS



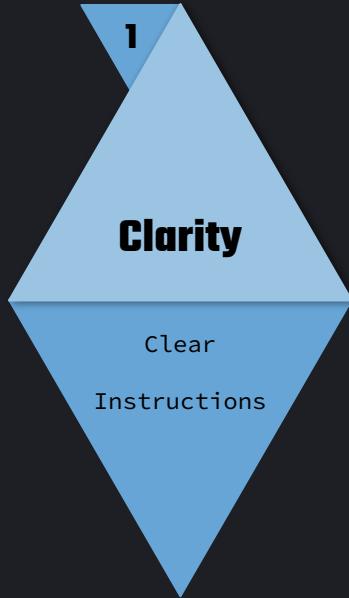
- Avoid unnecessary context or information
- Use short sentences with one message and clear commands
- Try different output formats

Text
JSON
Unformatted markdown
Code

KEY PRINCIPLES IN PROMPTING

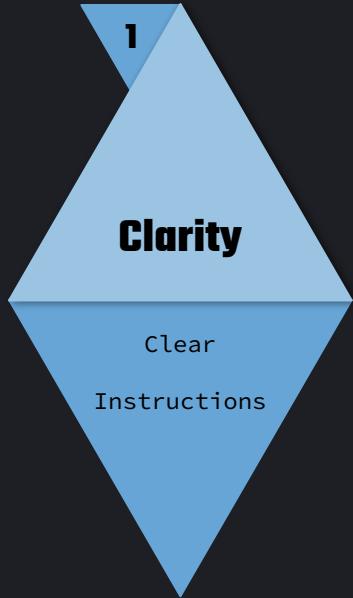


KEY PRINCIPLES IN PROMPTING



... making sure your instructions are
easy to understand.

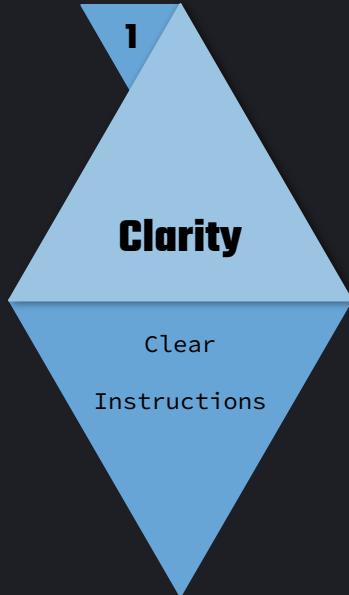
KEY PRINCIPLES IN PROMPTING



For the purpose of gaining an understanding of the main ideas conveyed in this article, I would like to kindly request that you generate a concise summary that encapsulates the essence of the text.

Summarize this article in a single sentence.

KEY PRINCIPLES IN PROMPTING

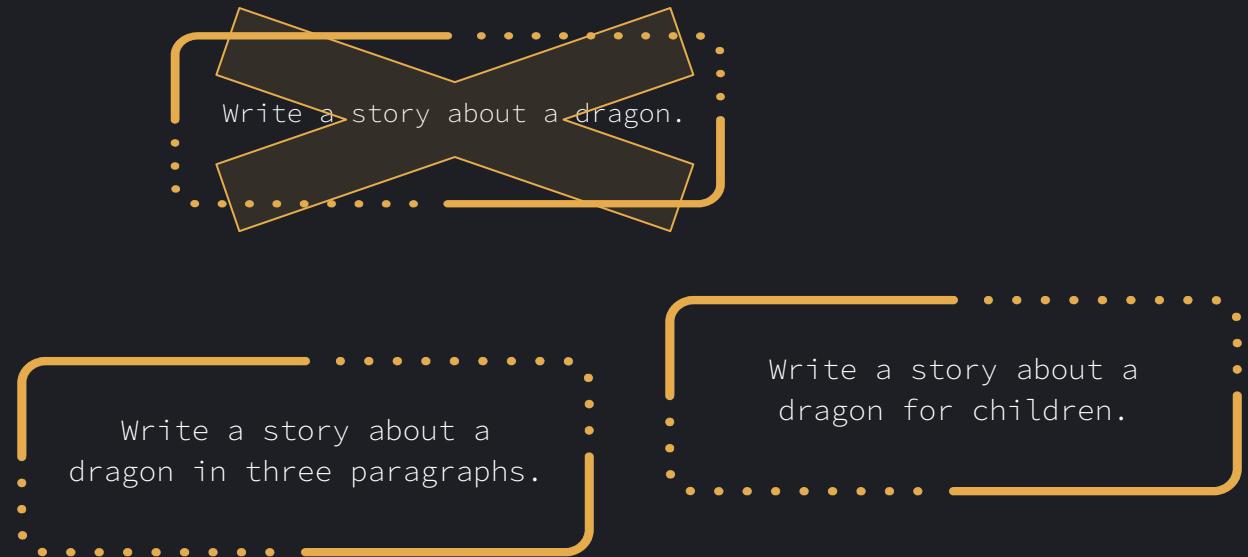
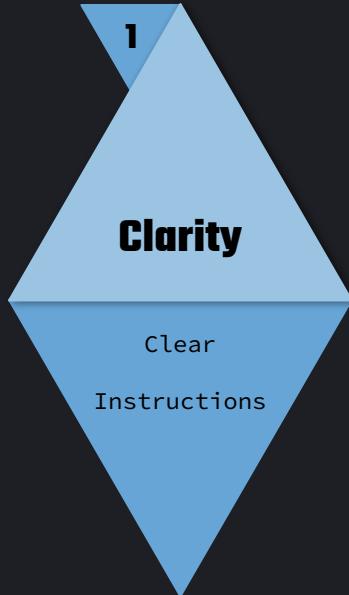


Keep things simple and direct.

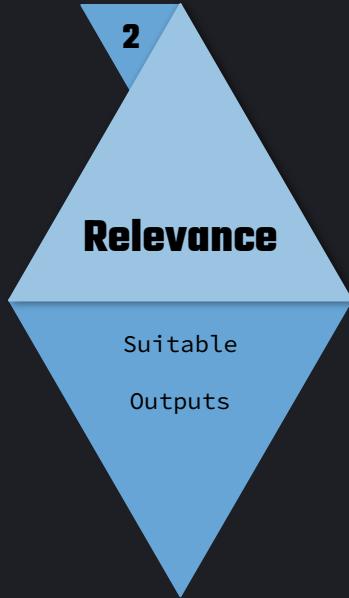
Short Sentences.

Be specific.

KEY PRINCIPLES IN PROMPTING

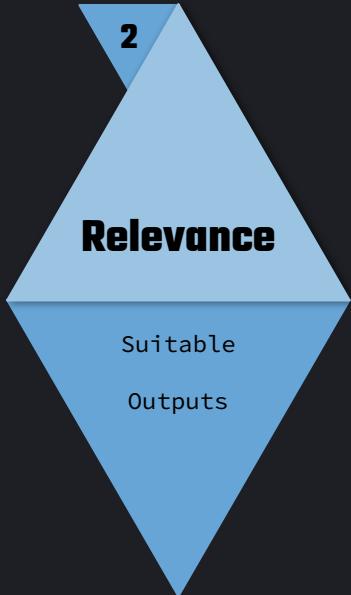


KEY PRINCIPLES IN PROMPTING



... getting results that fit what you need.

KEY PRINCIPLES IN PROMPTING



Write a caption for this image

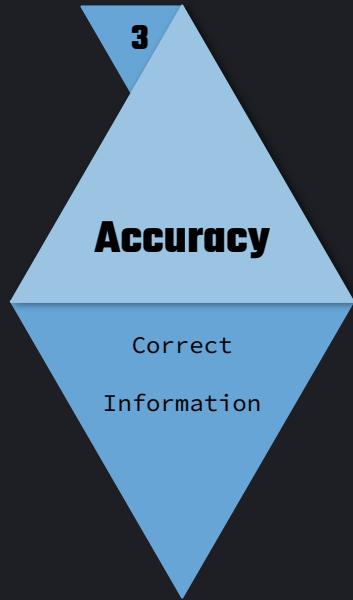
This diagram features a dark grey rectangular area containing the text 'Write a caption for this image'. This text is enclosed within a yellow rounded rectangle that has a dotted border. The entire diagram is set against a dark background with a dotted pattern.

Write a review for this product

Write a positive review of this product with at least one reason why you like it

This diagram consists of two separate sections. The top section contains the text 'Write a review for this product' within a yellow rounded rectangle with a dotted border. The bottom section contains the text 'Write a positive review of this product with at least one reason why you like it' within a similar yellow rounded rectangle. Both sections are set against a dark background with a dotted pattern.

KEY PRINCIPLES IN PROMPTING

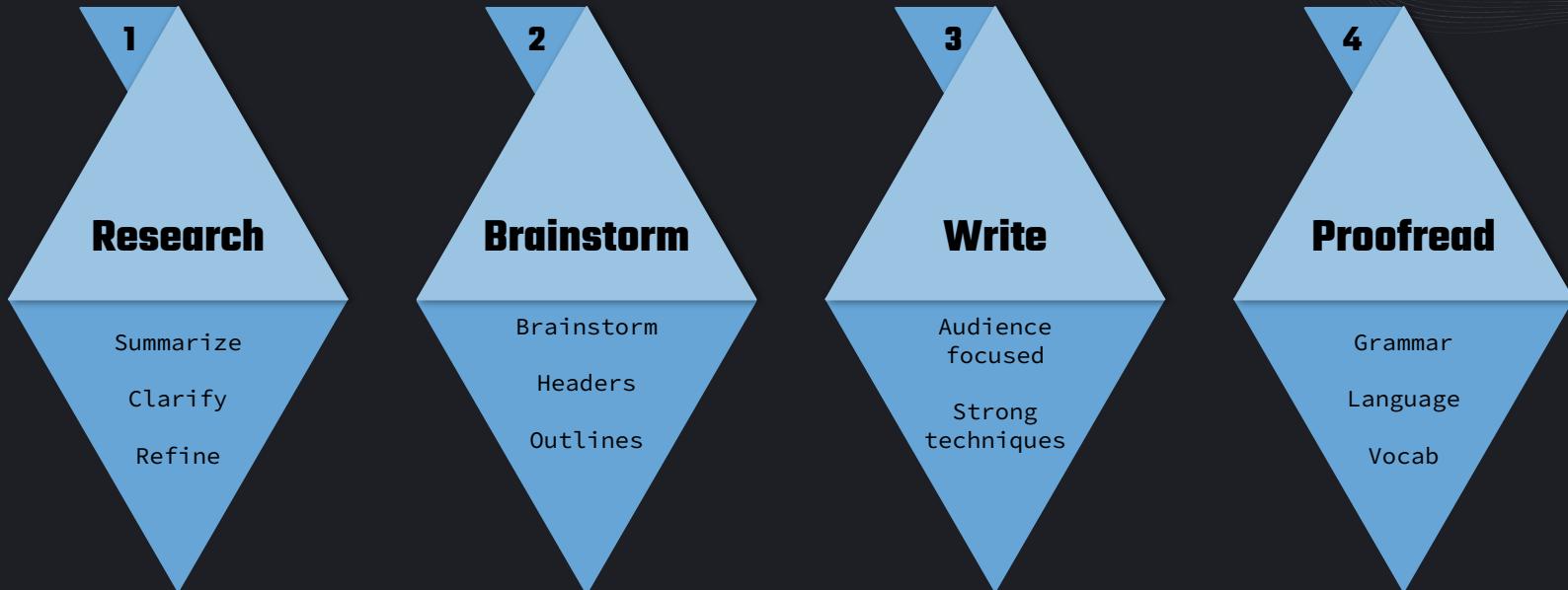


... right information and avoiding mistakes.



CHATGPT FOR BUSINESS WRITING

The Writing Process





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Prompt Engineering

- Focus on Understanding and Principles
- We don't always need to use the structure
- Prompt generating prompt

01

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PROMT GENERATING PROMPT

01

You are my prompt engineer. The goal is to create the best possible prompt for me that is tailored to my needs. You (ChatGPT) will later use that prompt to generate a response.

02

For this you will go through the following steps:

Step 1: You will ask me what the prompt should be about. I will give you my response but we will improve my responses and the suggested prompt through continuous iteration of the process in Step 2.

03

Step 2: Based on my input, you create 3 sections:

- a) Revised prompt (you write your revised prompt. It should be clear, precise, and easily understandable for you),
- b) Suggestions (you make suggestions on what details should be included in the prompt to improve it), and
- c) Questions (you ask relevant questions about what additional information I need to enhance the prompt).

04

Note: The prompt you provide should take the form of a request from me, to be executed by ChatGPT. We will continue this iterative process by me providing you with additional information, and you updating the prompt in the "Revised Prompt" section until it is complete.

05





PROMT GENERATING PROMPT

You are a prompt engineer.

The goal is to create the best possible prompt for me that is tailored to my needs.

You (ChatGPT) will later use that prompt to generate a response.

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Context

For this you will go through the following steps:

Step 1:

You will ask me what the prompt should be about. I will give you my response but we will improve my responses and the suggested prompt through continuous iteration of the process in Step 2.

Task



PROMT GENERATING PROMPT

Step 2:

Based on my input, you create 3 sections:

- a) Revised prompt (you write your revised prompt. It should be clear, precise, and easily understandable for you),
- b) Suggestions (you make suggestions on what details should be included in the prompt to improve it), and
- c) Questions (you ask relevant questions about what additional information I need to enhance the prompt).

Process

Note: The prompt you provide should take the form of a request from me, to be executed by ChatGPT.

We will continue this iterative process by me providing you with additional information, and you updating the prompt in the "Revised Prompt" section until it is complete.

Output

04

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Section 05

ChatGPT Plus

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ChatGPT Plus



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ChatGPT Plus

- Differences - Is ChatGPT Plus worth it?
- SignUp & Overview
- Using Plugins
- Using Code Interpreter
- Using Custom Instructions
- Using Web Access



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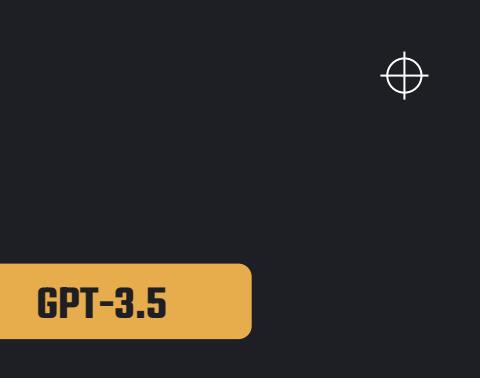


Difference Between **GPT-3.5 & GPT-4**





GPT-4 Vs GPT-3.5



FEATURE

GPT-4

GPT-3.5

Code Interpreter

Yes

No

Plugins

Yes

No

Custom Instructions

Yes

No



GPT-4 Vs GPT-3.5

FEATURE

GPT-4

GPT-3.5

Multimodal input

Yes

No

Factual accuracy

Higher

Lower

Steerability

Higher

Lower





GPT-4 Vs GPT-3.5

FEATURE

Role-playing

GPT-4

GPT-3.5

Academic performance

Better

Worse

Problem-solving and
language capabilities

Higher

Lower

Stronger

Weaker



GPT-4 Vs GPT-3.5

FEATURE

Code interpretation and generation

GPT-4

Proficient

GPT-3.5

Limited

Emotion and nuance understanding

Better

Worse

Naturalness and engagement of responses

Higher

Lower

GPT-4 Vs GPT-3.5

FEATURE

Input space size

GPT-4

8,000 words

GPT-3.5

2,000 words

Response speed

Faster

Slower

Message limit per 3 hours

~ 50 messages

~ 50 messages



GPT-4 Technical Report



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ChatGPT Plus Sign Up



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How to use ChatGPT Plugins



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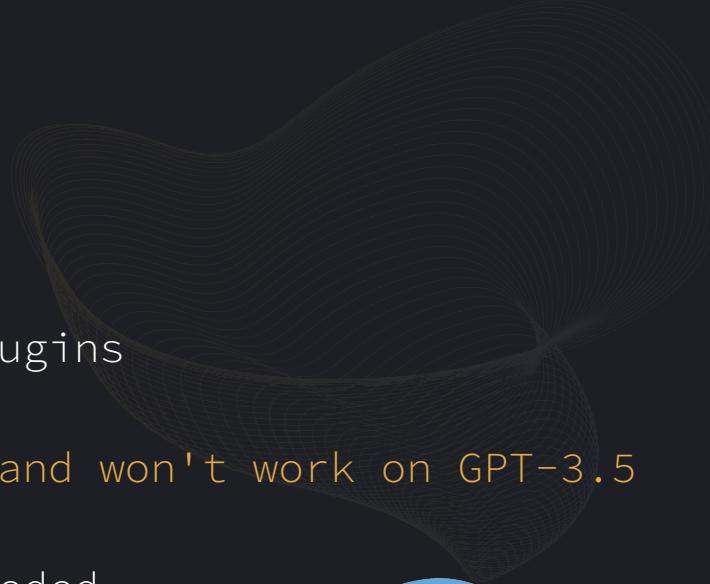
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ChatGPT Plugins

- Explore and install multiple plugins
- Plugins are exclusive to GPT-4 and won't work on GPT-3.5
- Two-factor authentication is needed



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How to Use ChatGPT Code Interpreter



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Code Interpreter

- Powerful features unlocked
- For developers and non-technical users
- Versatile applications
- Supports various file types



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How To Use ChatGpt Custom Instructions



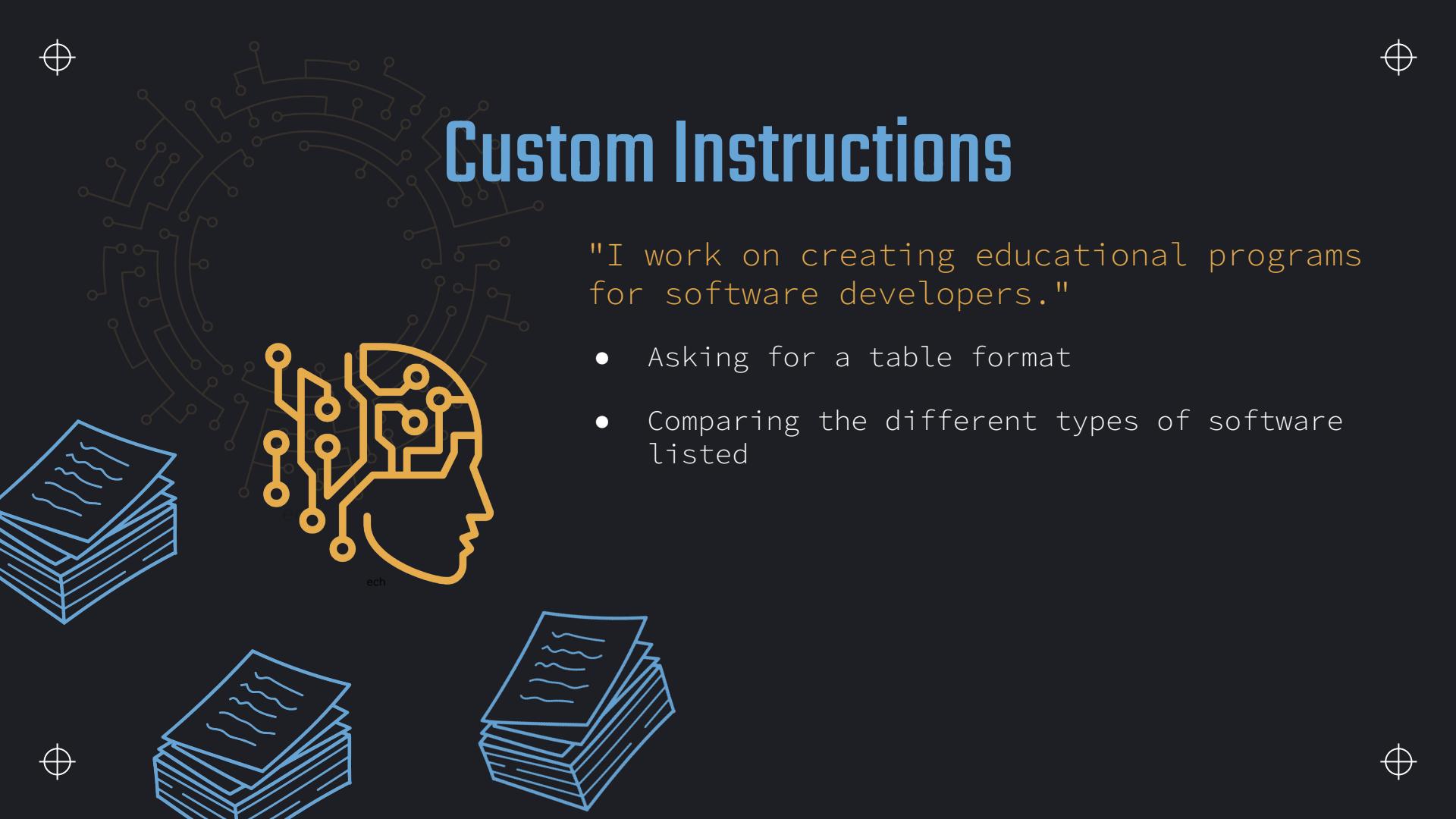
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Custom Instructions

"I work on creating educational programs for software developers."

- Asking for a table format
- Comparing the different types of software listed



How To Use ChatGPT Web Searching

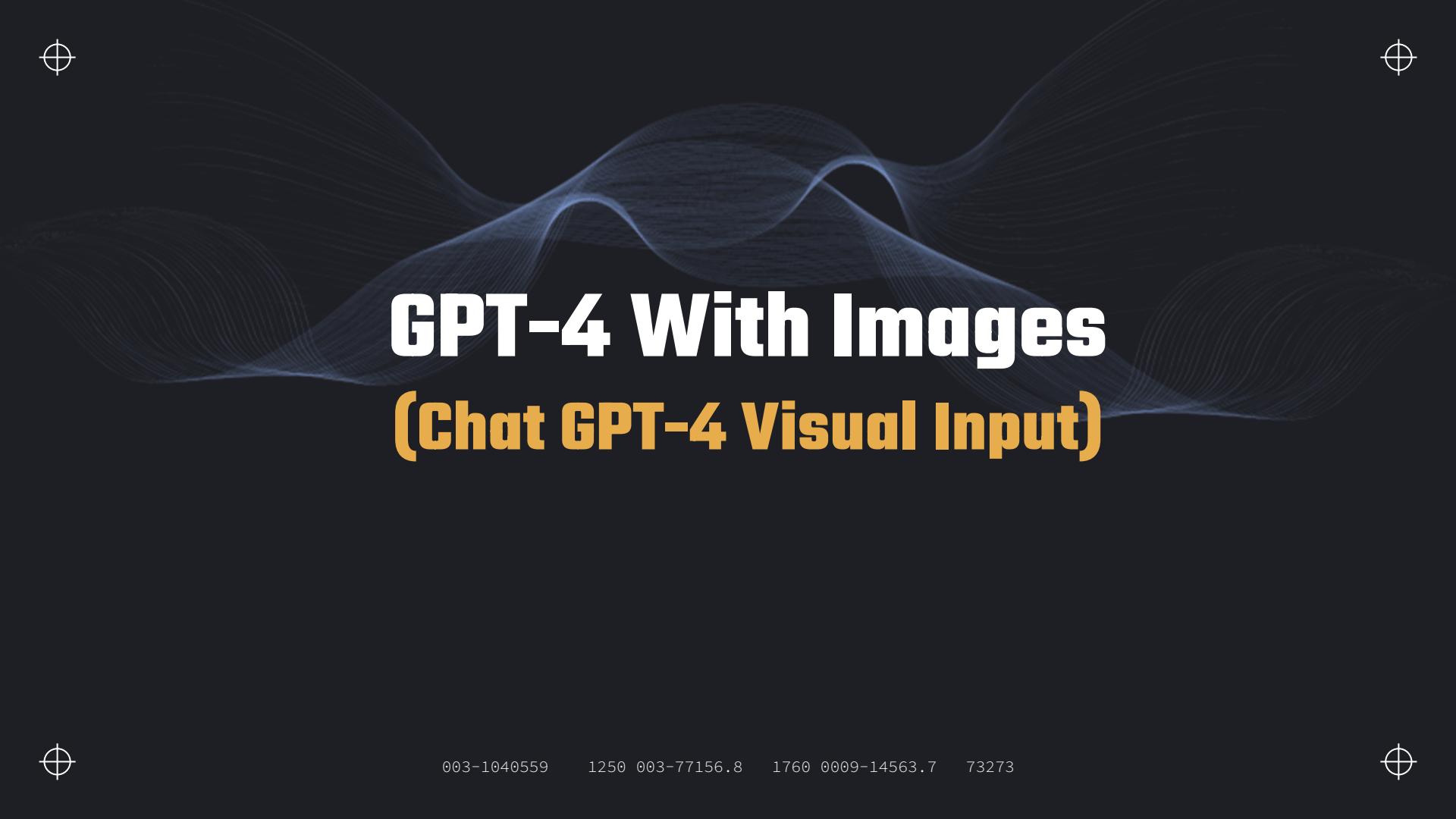


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GPT-4 With Images

(Chat GPT-4 Visual Input)



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Section 08

Technology

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Decoded The Technology Behind ChatGPT



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Large Language Models & Neural Networks



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- Trained on a vast amount of data from the internet, learning patterns, structures, and nuances of language.
- Networks consist of interconnected layers of nodes, or "neurons," that process and transmit information.

Transformer Model





Encoder

Takes in the input sequence and encodes it into a set of vectors

Decoder

Takes these vectors and generates the output sequence





Mechanism

allows the model to focus on different parts of the input when generating each word in the output.

In the next lecture, we'll delve deeper into the multi-layered structure of ChatGPT





Multi-Layered Structure – ChatGPT's Brain (Transformer Models)





ATTENTION MECHANISM

This mechanism allows the model to focus
on different parts of the input when
generating each word in the output

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How Does Attention Mechanism Work?

Each word in the input is assigned a weight that represents its importance in the context of the other words

The attention mechanism is implemented in a layer called the **multi-head attention layer**

In the next lecture, we'll dive into the specifics of how ChatGPT tokenizes text



ChatGPT's Tokenization



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ChatGPT's Tokenization

It **breaks down the input text** into smaller units, or 'tokens', which the model can understand and process

BPE

Byte Pair
Encoding

UNHAPPINESS

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ChatGPT's Tokenization

It **breaks down the input text** into smaller units, or 'tokens', which the model can understand and process

BPE

Byte Pair
Encoding

UN HAPPINESS

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Tokenization Challenges

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Next lecture: ChatGPT's learning from
training - pre-training and fine-tuning



Pre-Training & Fine Tuning



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Pre-Training Stage

ChatGPT is exposed to a **vast amount of text data** from the internet.

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Articles



Books



Website



'base' GPT model

Fine-Tuning

model is further trained on a narrower dataset, generated with the help of human reviewers following specific guidelines.



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**Next lecture: challenges faced in training
ChatGPT, from managing biases to improving
the model's behavior.**



Future Development of AI



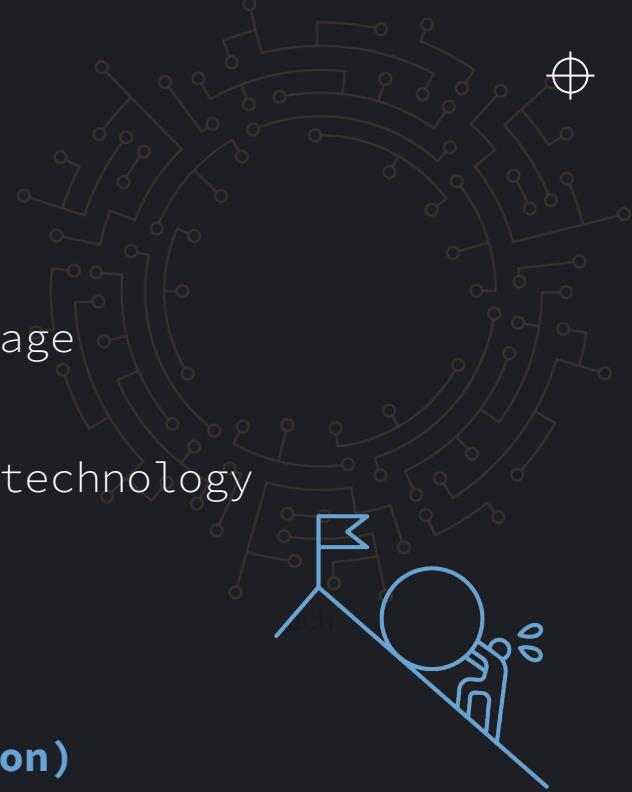
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Technological Challenges

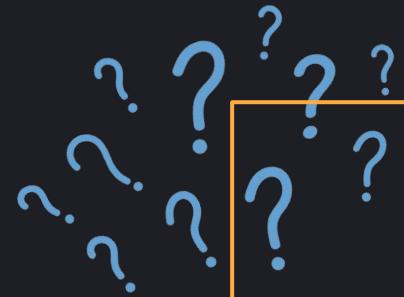
- Limit of processing power and data storage
- Lack of transparency and access to the technology
- Speaking of biases
- Generate false information (**Hallucination**)



In our next lecture, we'll explore the future developments of ChatGPT



AI Job Market & Other Challenges



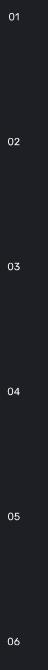
How **AI** Like Chatgpt Will Affect Us As Humans?





One of the most pressing
dangers of AI is

TECHNO-SOLUTIONISM





Goldman Sachs estimates that approximately **300 million global jobs** could be exposed to automation





The Future Of ChatGPT Is Bright
but it's not without Challenges





Section 10

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Business Professional

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ChatGPT for Every Business Professional

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ChatGPT for Business Professionals

- Introduction
- Understanding Text Fast
- Understanding Video Content
- Learning Language for Business Uses
- Improving Efficiency with AI
- Learning Activity



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Understanding Text Fast



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3 Tricks



Tip #1

Ask ChatGPT to summarize and highlight key points.





Tip # 2

Ask ChatGPT to read an audio summary to you.

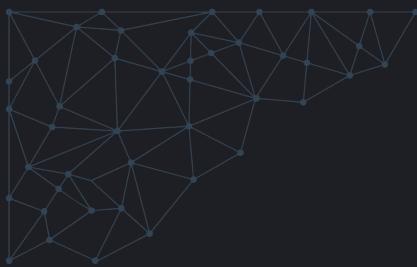




Tip # 3

Pinpoint action items.





Researching

Staying Updated

Large Inbox



**In the next lecture, we'll talk about
understanding video content.**





UNDERSTANDING VIDEO CONTENT

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Extension Apps



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In the next lecture, we'll look at language support and translation.





Language Support and Translation



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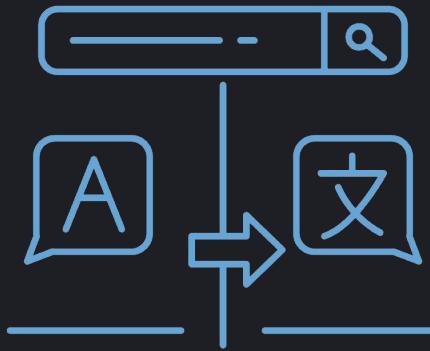
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Improving Global Communication



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In the next lecture we'll explore more productivity tips.





Enhancing Efficiency with ChatGPT



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Congratulations!

Continue To The Next Section For More
Business Writing Tips



Section 11

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Data Science

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ChatGPT for Data Science



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You can use ChatGPT to

- Clean your data
- Generate Data
- Organize Data
- Extract Key Insights
- Create Data Visualizations and Summaries



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DATA CLEANUP



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**Do not give ChatGPT any data that may
violate intellectual property rights**

Working with
large datasets

Working with
small datasets

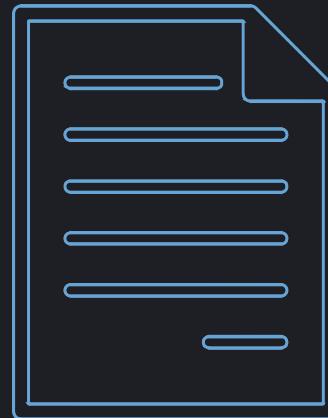




ChatGPT can help you
clean data in many ways



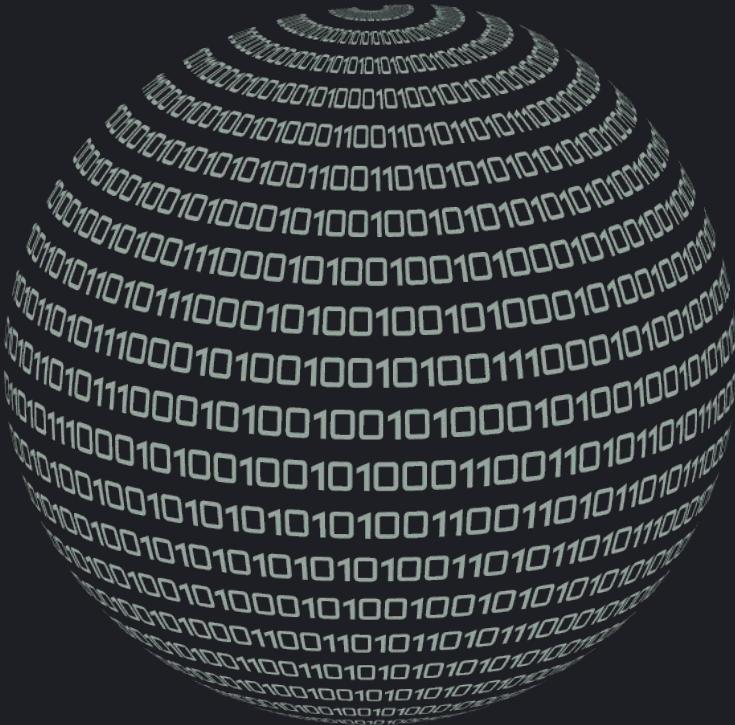
Depending on the **size** of
your dataset





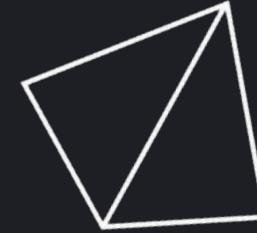
Large Datasets

ChatGPT can help you create
the code **to clean up the data**
in other programs.





Small Datasets



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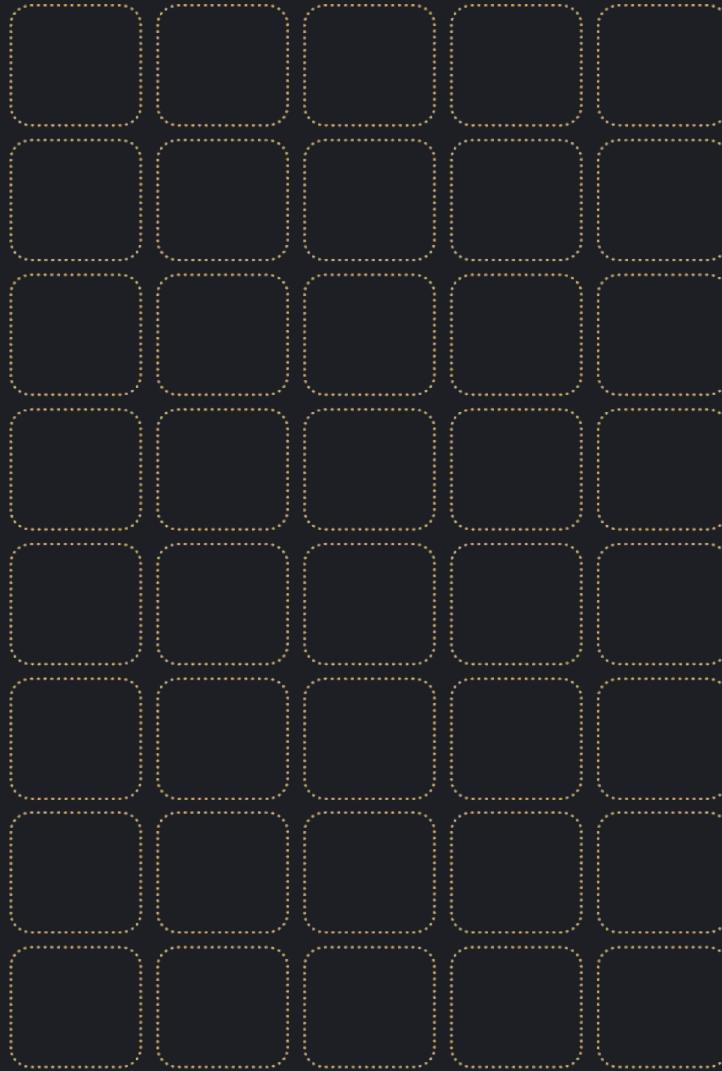
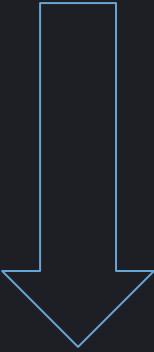
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An illustration of a compact dataset





Using ChatGPT to clean messy CSV file

```
ID,Name,Age,Address,City,State,Email
1,John Smith,25,123 Main St.,New York,NY,johnsmith@example.com
2,Jane Doe,3,456 Oak Street,Los Angeles,California;janedoe@example.com
3,Mark Johnson,40,789 Pine Court,SAN FRANCISCO,CA,markjohnson@example.com
4,Alice Ali,30,123 Elm Street,Chicago,IL,aliceali@example.com
5,Robert Yang,22,789 Cedar Ln,Miami,FL,robertyang@example.com
6,Sarah Smith,28,123 Aspen Street,New York,NY,sarahsmith@example.com
7,David Ramirez,35,456 Walnut Lane,Houston,Texas,davidramirez@example.com
8,Anna Alanson,27,777 Chestnut Avenue,Los Angeles,CA,annaalanson@example.com
9,Michael Jones,31,456 Willow Street,San Francisco,CA,michaeljones@example.com
10,Linda Lovegood,29,789 Sycamore Ave,Chicago,IL,lindalovegood@example.com
11,Sarah Smith,28,123 Aspen Street,New York,NEW YORK,sarahsmith@example.com
11,Sarah Smith,28,123 Aspen Street,New York,NEW YORK,sarahsmith@example.com
```



Syntax & Spelling Errors



Duplicates



Mismatching Format





Great work!

Next we will look at ways
to reorganize data.





Ask ChatGPT

to list the 10
tallest buildings
in the world.

Organize Data:

- Alphabetically
- By Height





Adding and Removing Columns

How would you ask ChatGPT
to do this:

I want to add a column that
tells me which country each
building is located in.

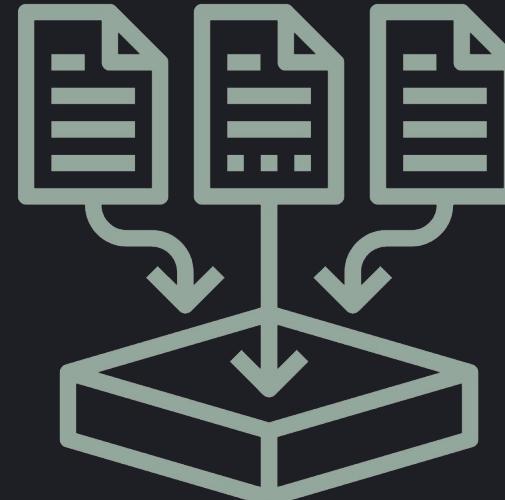




Generating Code to Re-organize data

Countries of
Origin

Top Speeds



Car Names

DataFrame
“FastCars”





Sorting

“ want to sort the information by top speed ”



Grouping

“ want to get the average top speed of these fast cars by country. ”





This was just a...

START

Get ready to explore more advanced
re-organizing techniques.





Re-Organizing Data: Advanced



Text Classifications

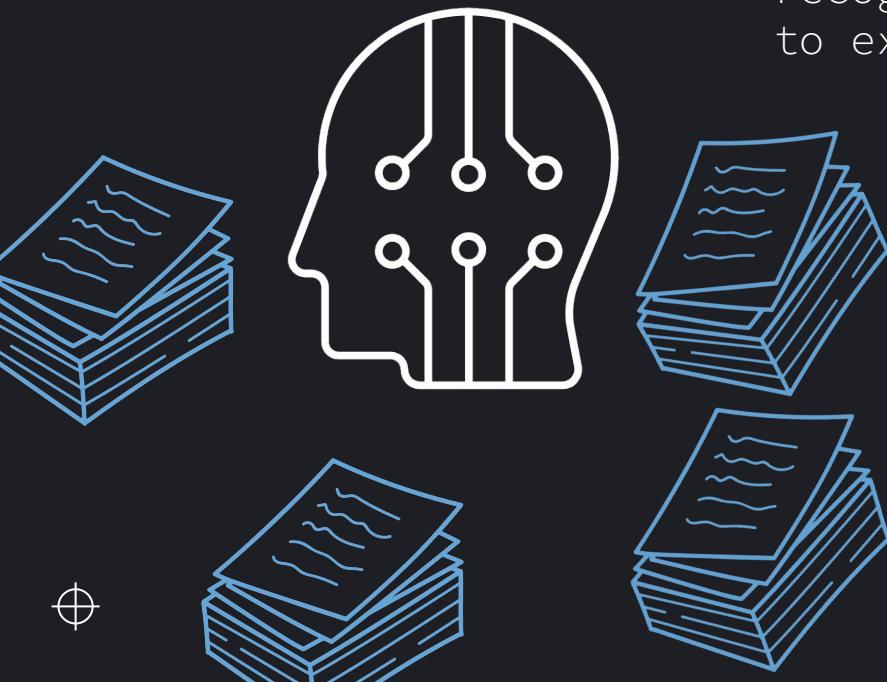
- Classifying
- Labeling
- Extracting data





Named Entity Recognition

ChatGPT can help you perform named entity recognition (or NER) on your data to extract whatever information you need.



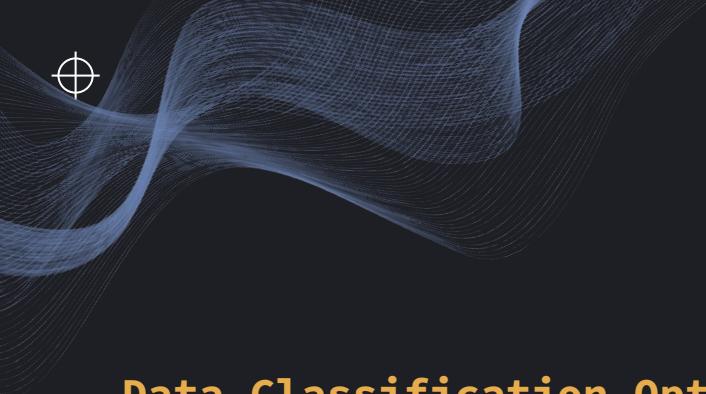


Classifications & Coding

Data Classification Options

Scenario 1: In SQL, I want to add a column to my products table that labels the top 10 most frequently ordered items as “bestselling”.





Data Classification Options

Scenario 2: I need help creating python code that helps me label outliers in the sales column of my DataFrame.





**GREAT
WORK!**



In the next video, let's learn more about getting insights from the data.

01

02

03

04

05

06



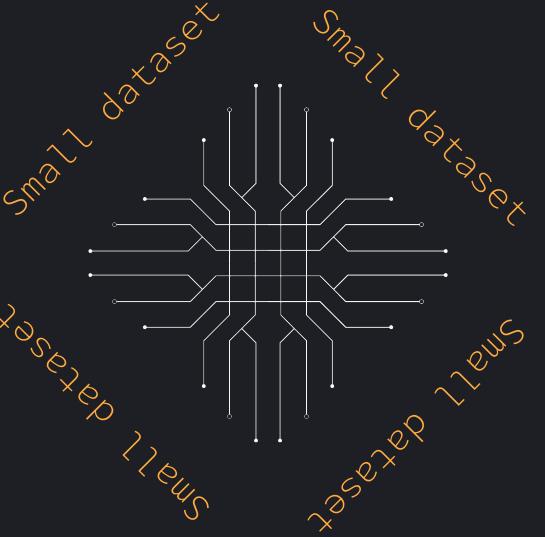
Getting Insights From Data



Exploratory data analysis

Product analysis



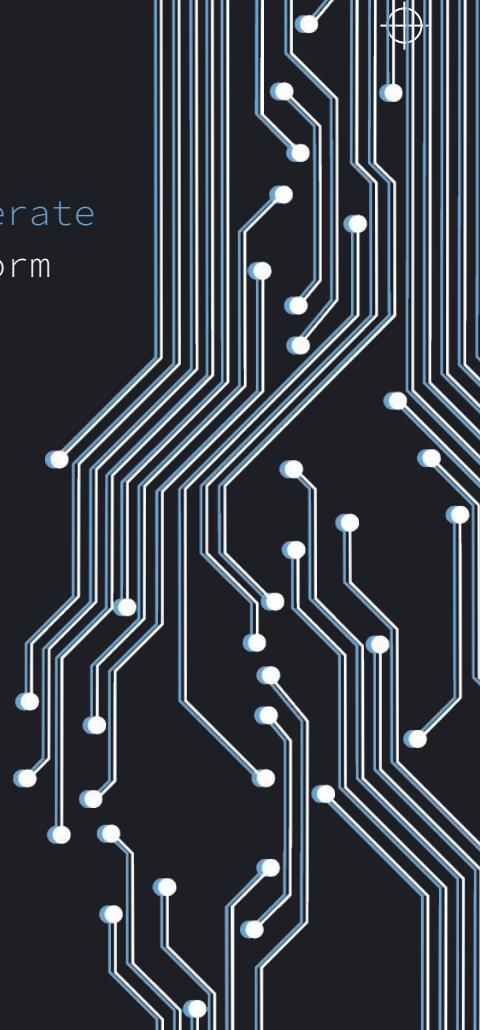


Paste it into ChatGPT and ask questions:

“What product in this dataset made the most/least profit?”

Large set of data

Use ChatGPT to help generate the code needed to perform the same analyses.





Getting More Technical

We can ask ChatGPT more technical questions

How About Some Advice?



01

02

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01

02

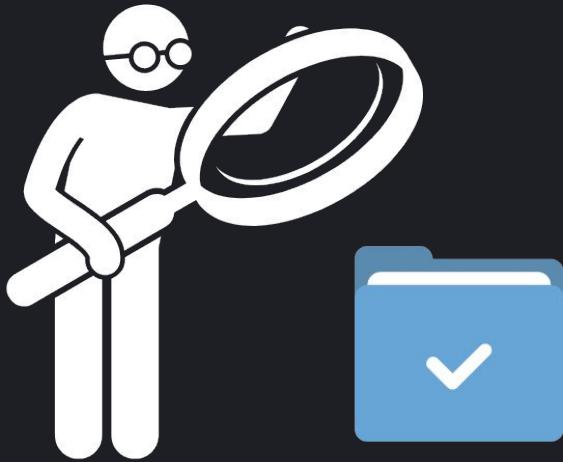
03

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Please check out the document
associated with this lesson.



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Data Generation and Visualizations



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Generating Data

ChatGPT can quickly generate small datasets to assist.





Great work!

01

Complete the learning activity you
see next.

02



03

Also, check out the learning
resources

04

05



01

02

03

04

05

06

Data Visualizations

You can also use ChatGPT
to help you create
visualizations for your
data.





Section 12

Programming

01

02

03

04

05

06



ChatGPT Programming



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ChatGPT Fundamentals

- Setting up Visual Studio Code
- Building Websites
- Building Applications
- Troubleshooting Error Messages
- Optimizing your Code
- Documenting your Code

01

02

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Section 13

01

Social Media

02

03

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06



01

02

03

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06



ChatGPT for Social Media



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ChatGPT for Social Media

01

- Writing about sections and Bios
- 6 Tips for using ChatGPT for social media
- Useful Plugins for Social Media
- Generating creative content
- Targeted ads and Sponsored posts
- Generating Bulk Posts
- Learning Activity

02

03

04

05

06



01

02

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06



About Sections And Bios



Write An Impactful Bio

Understand Your Platform



01

YouTube



ech

LinkedIn



ech

02

03

04

05

06



01

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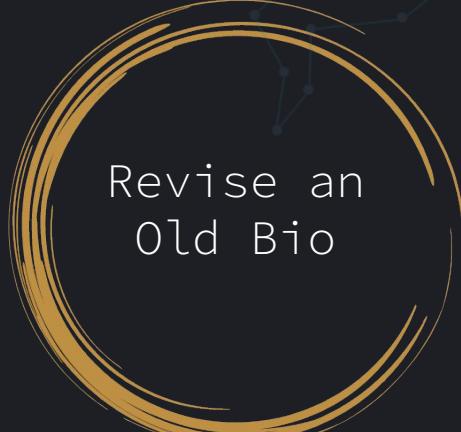
3 Ways to Create a Bio



Generate A Template



Using the
CETO
Process



Revise an
Old Bio



You've Just Mastered

- Writing **Impactful Bios** 01
- **Boosting Views** With Keywords And Hashtags 02
- **Customizing** Your Bio 03



Join us in the next lecture for creative social media content generation.



6 Tips for Using ChatGPT for Social Media



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TIP 1 - Identify Your Needs



- Specify what you want from ChatGPT
- This could be content ideas, creating engaging captions, or coming up with hashtags
- The clearer you are with your prompts, the better results you'll get

01

02

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TIP 2. Experiment with Prompts



- Don't be afraid to experiment with different prompts. Sometimes, the first prompt might not provide the desired output.
- You might need to change your question or ask it in a different way.

01

02

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06



TIP 3 - Diverse Content



- Use ChatGPT to generate a wide variety of content.
- It's not just about posts, but also stories, reels, tweet threads, LinkedIn articles, etc.
- Diverse content reaches different types of people and keeps your social media feeds fresh and engaging.

01

02

03

04

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06



TIP 4 - Know Your Audience



- Make sure to give information about your target audience to ChatGPT.
- Include things like their age, demographics, interests, and dislikes

01

02

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04

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06



TIP 5 - Boost Your Engagement



- ChatGPT can help you create questions or quizzes for your audience.
- This can boost engagement and build a strong community.
- Ask ChatGPT for ideas for increasing engagement with your specific audience.

01

02

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TIP 6 - Don't Lose Your Brand Voice



- ChatGPT can provide the base, but make sure to add your own brand's personality to the content. This will help maintain a consistent brand image.
- Remember to always proofread and edit before posting.

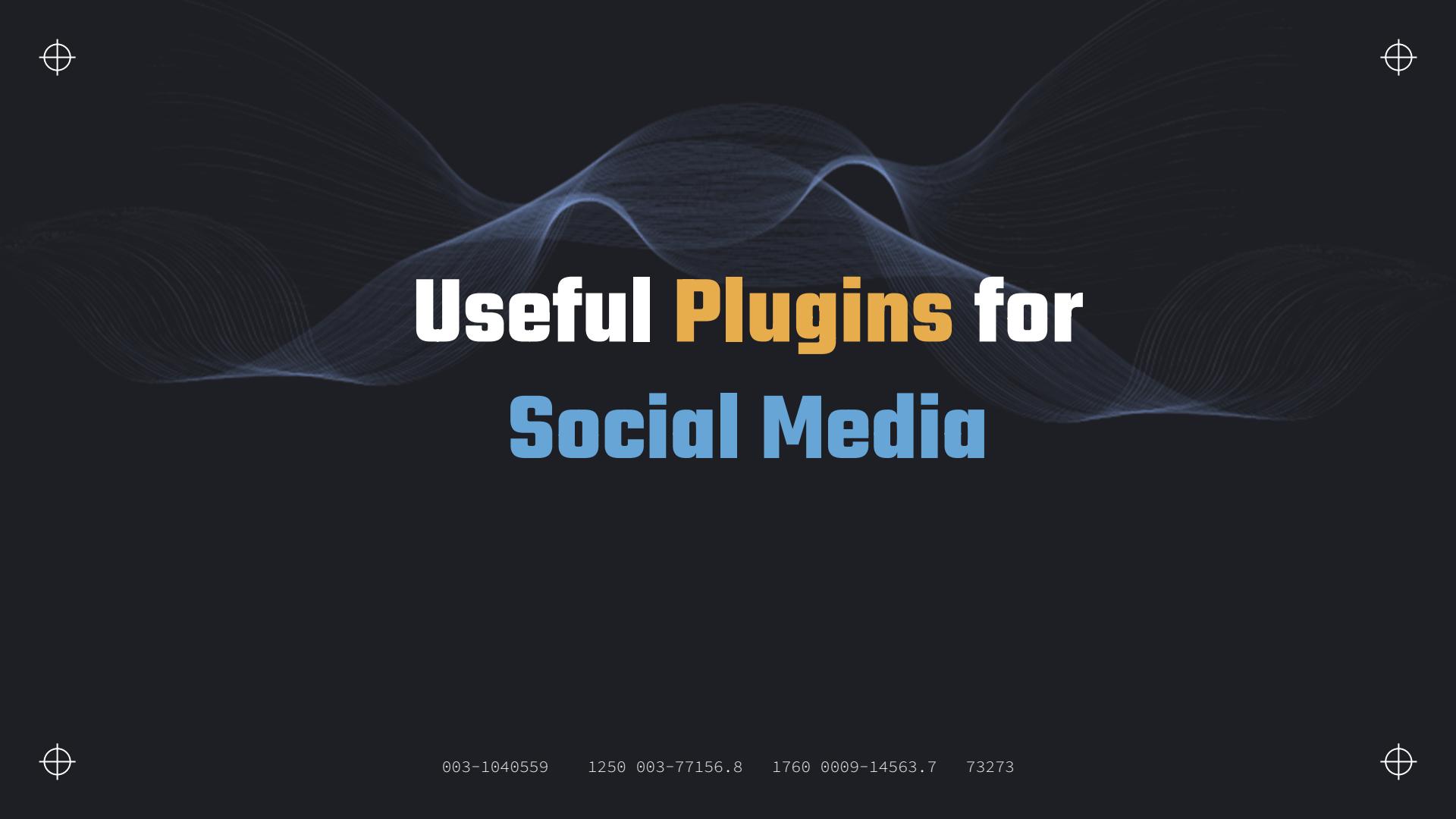
01

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In the next lecture, explore three highly valuable social media plugins



Useful Plugins for Social Media

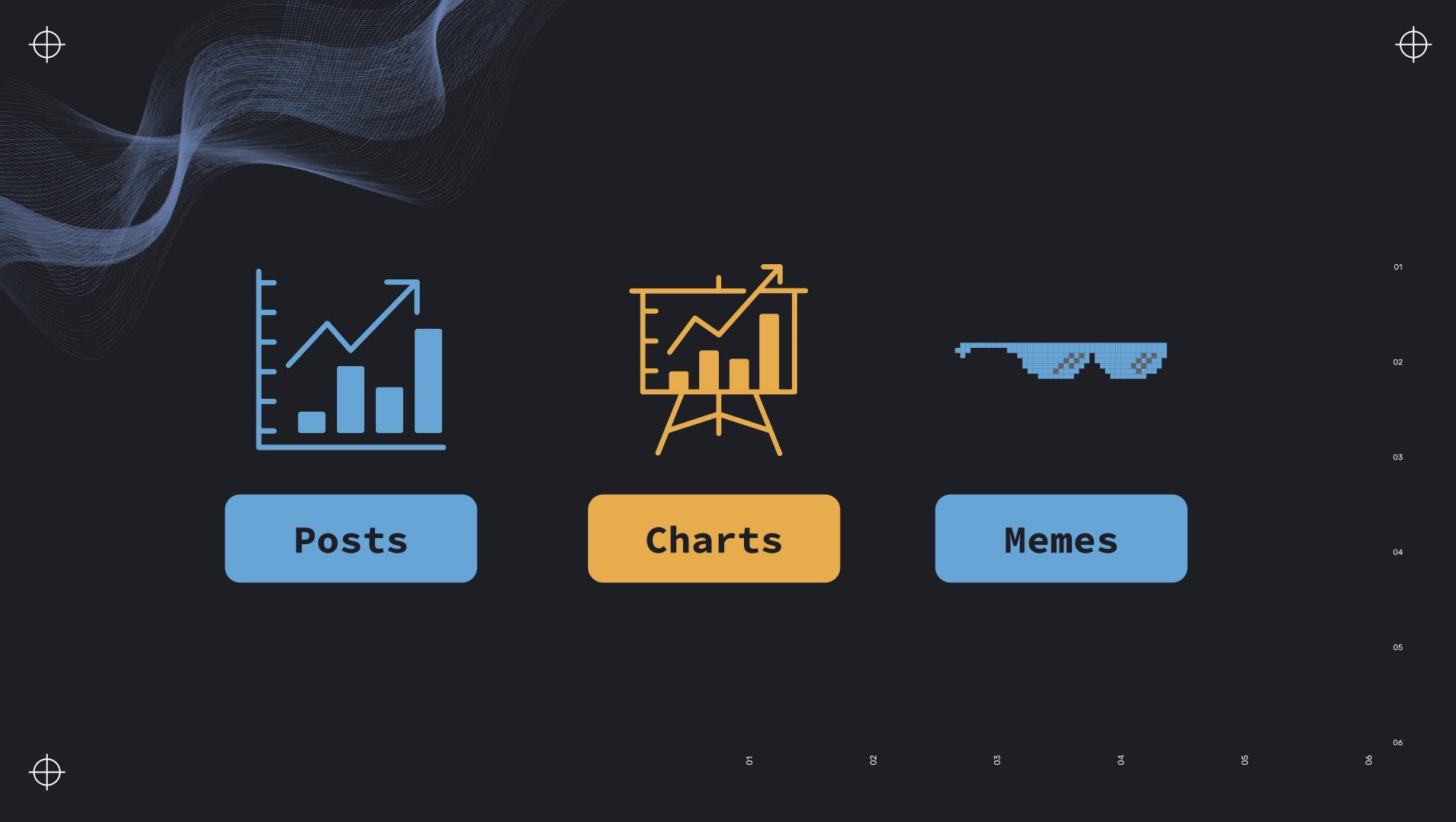


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Posts



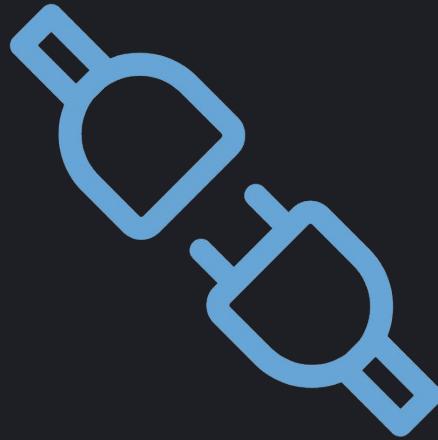
Charts



Memes

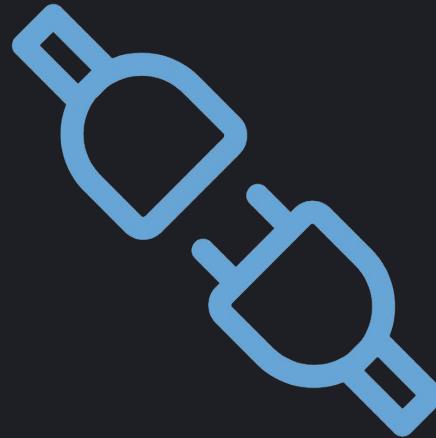
1st Plugin

Speedy Marketing



2nd Plugin

daigr.am

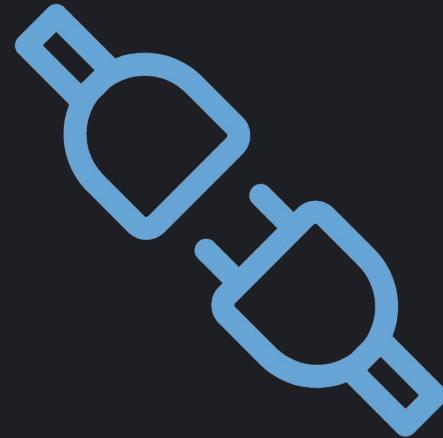


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3rd Plugin Meme Generator

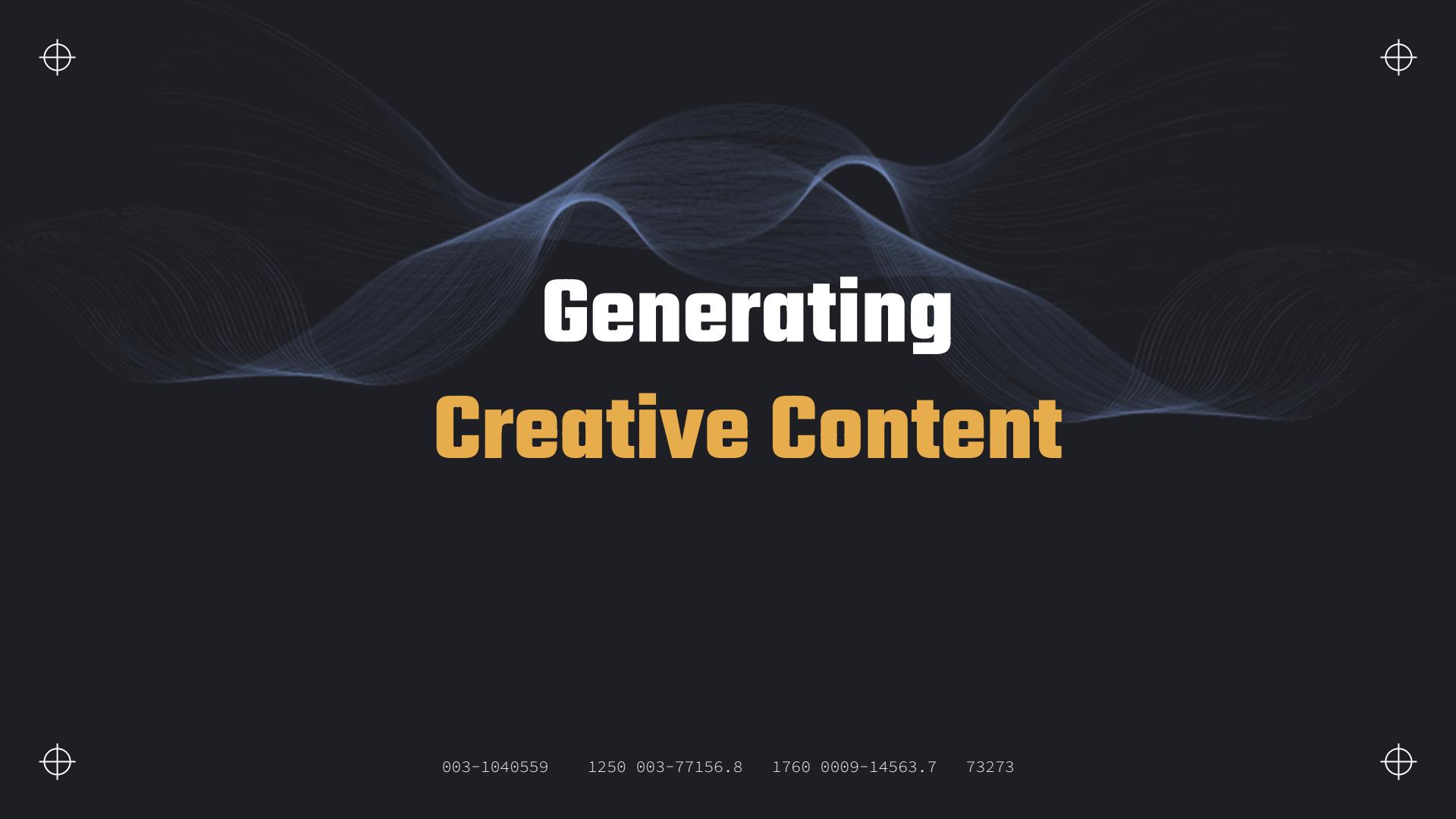


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Generating Creative Content

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Targeted Ads And Sponsored Posts



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Tips To Keep Brand Consistency

Tip#1 Choose
the Right
Influencers

Tip#2
Clear
Communication

Tip#3
Brand
Consistency



Creating Bulk Canva Posts in Minutes



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Section 14

01

Business Writing

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01

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ChatGPT for Business Writing



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CHATGPT FOR BUSINESS WRITING

Email



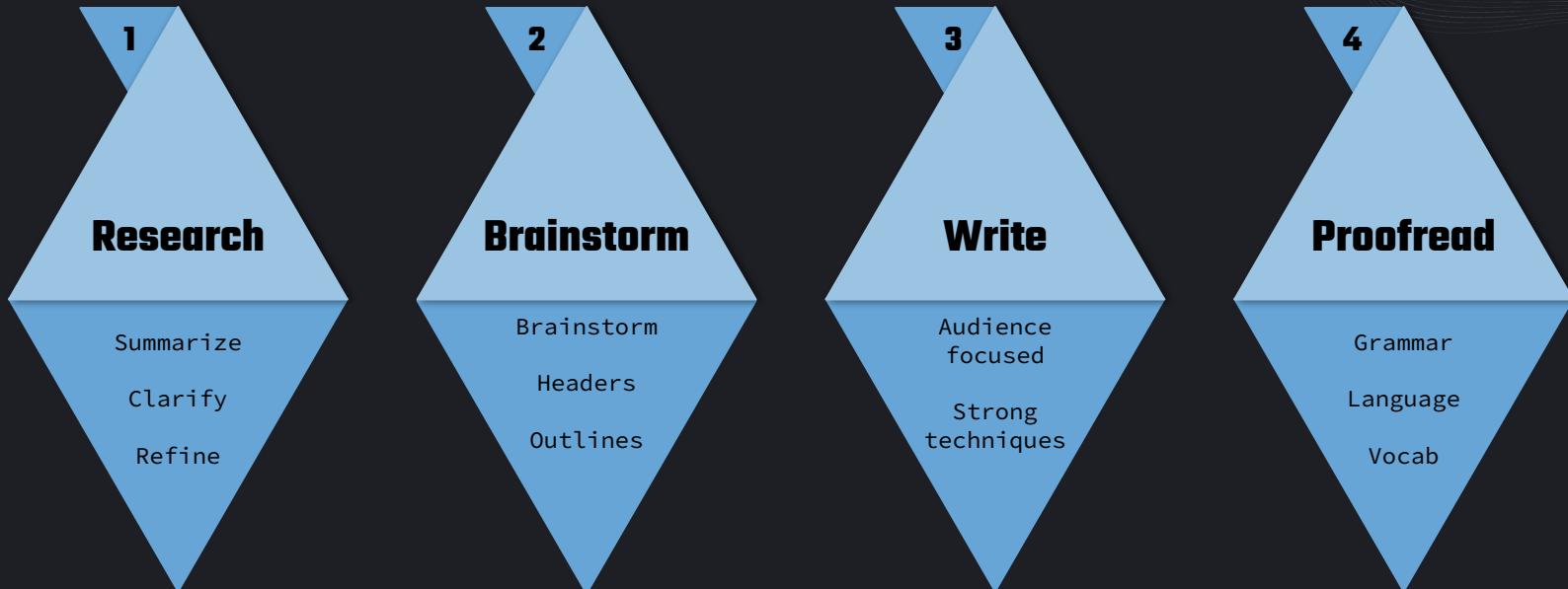
Bulk Writing





CHATGPT FOR BUSINESS WRITING

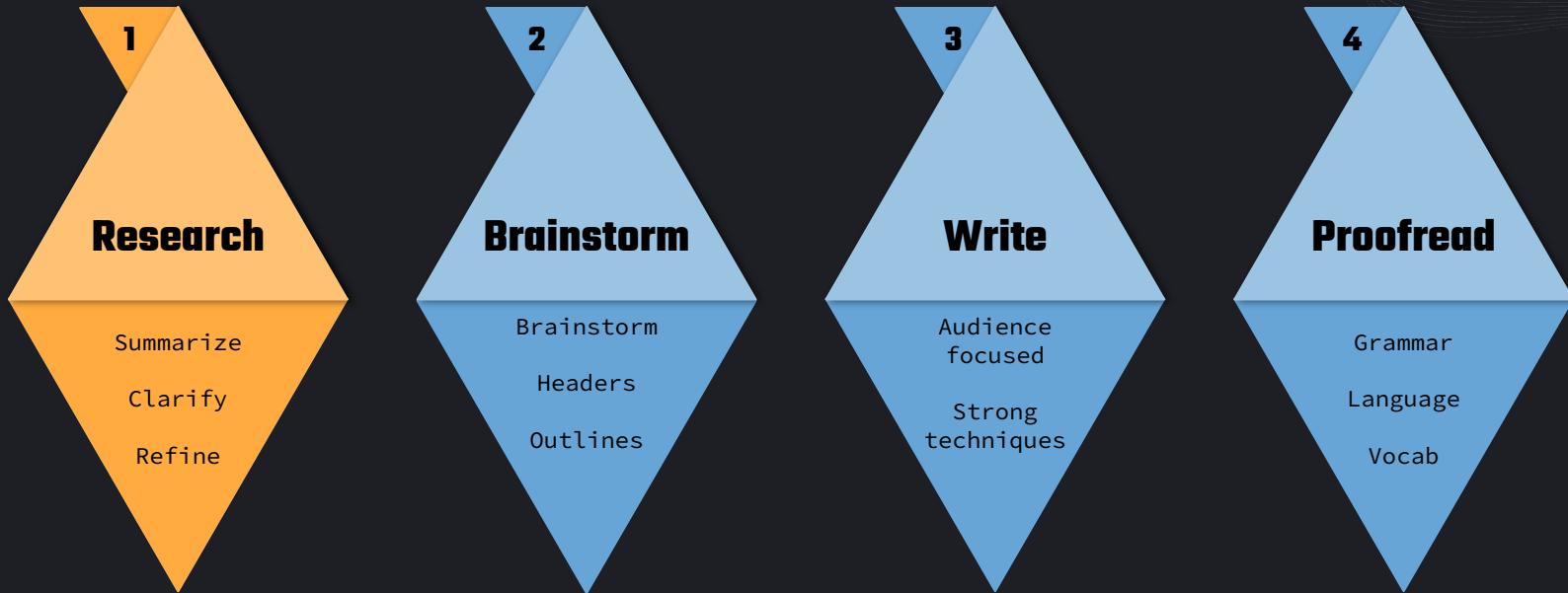
The Writing Process





CHATGPT FOR BUSINESS WRITING

The Writing Process





RESEARCH



Summarize



Clarify



Refine

Prompts

- Summarize the main points of this text.
- List of the key points, presented in a table.





RESEARCH



Summarize

Prompts

- Summarize the main points of this text.
- List of the key points, presented in a table.



Clarify

Prompts

- Explain this part of more...
- Provide more details about...



Refine





RESEARCH



Summarize

Prompts

- Summarize the main points of this text.
- List of the key points, presented in a table.



Clarify

Prompts

- Explain this part of more...
- Provide more details about...



Refine

Prompts

- Re-write the summary to be like this...
- Make the following changes to the results...





**Remember to use
critical thinking.**





CHALLENGE

Find an article now to research.

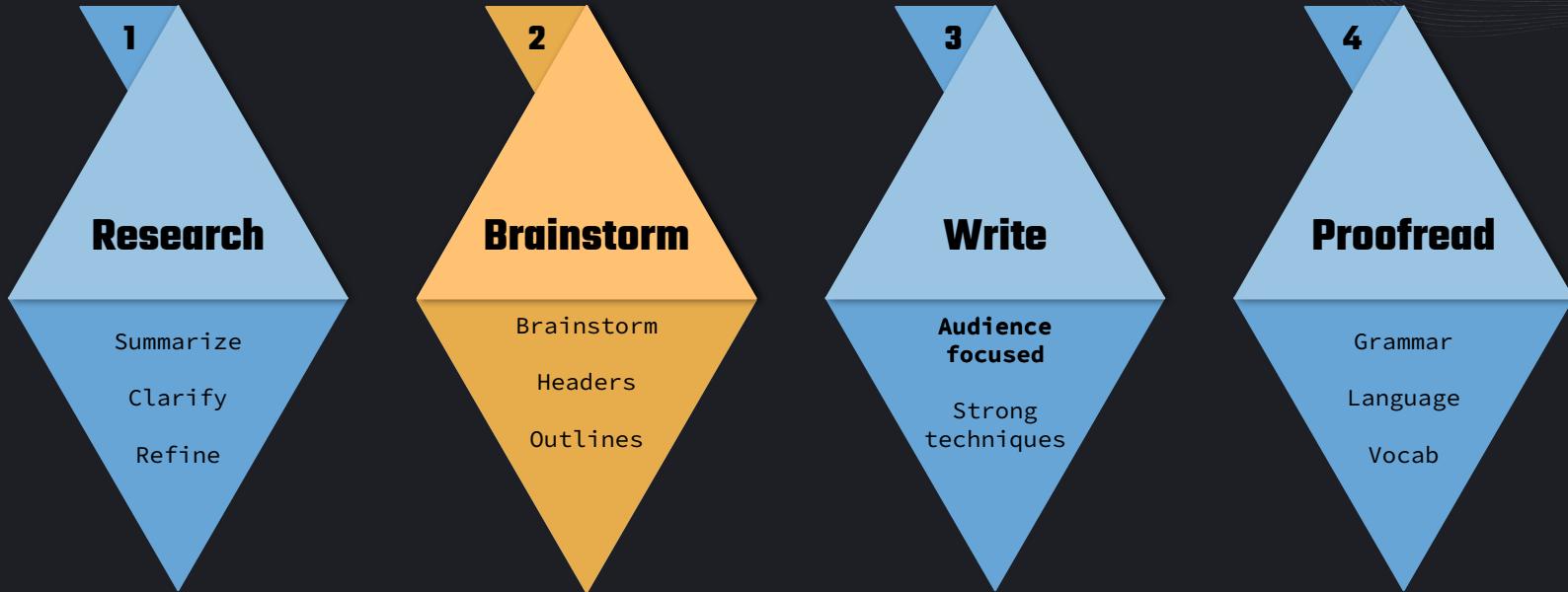
Try using some of the prompts you learned in this video to research this topic.





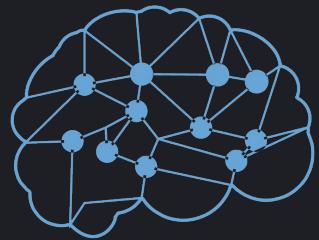
CHATGPT FOR BUSINESS WRITING

The Writing Process

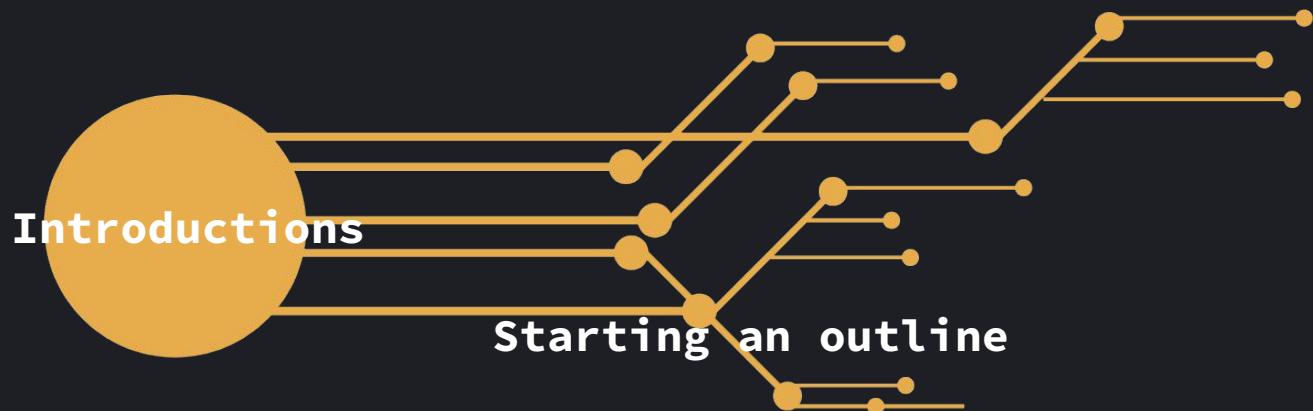




START YOUR BUSINESS WRITING

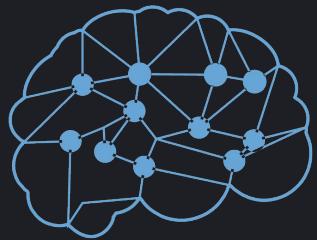


Brainstorming

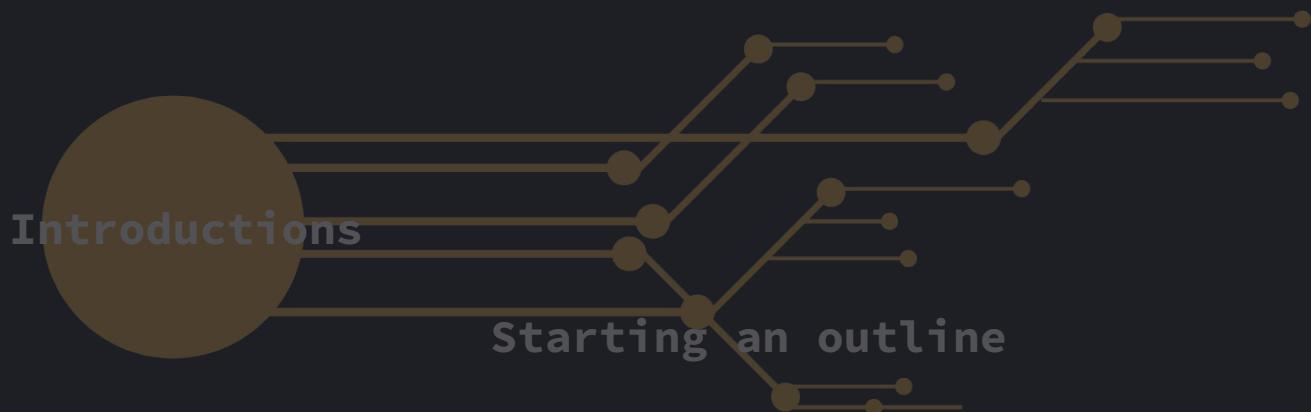




START YOUR BUSINESS WRITING



Brainstorming





START YOUR BUSINESS WRITING



Brainstorming

Introductions

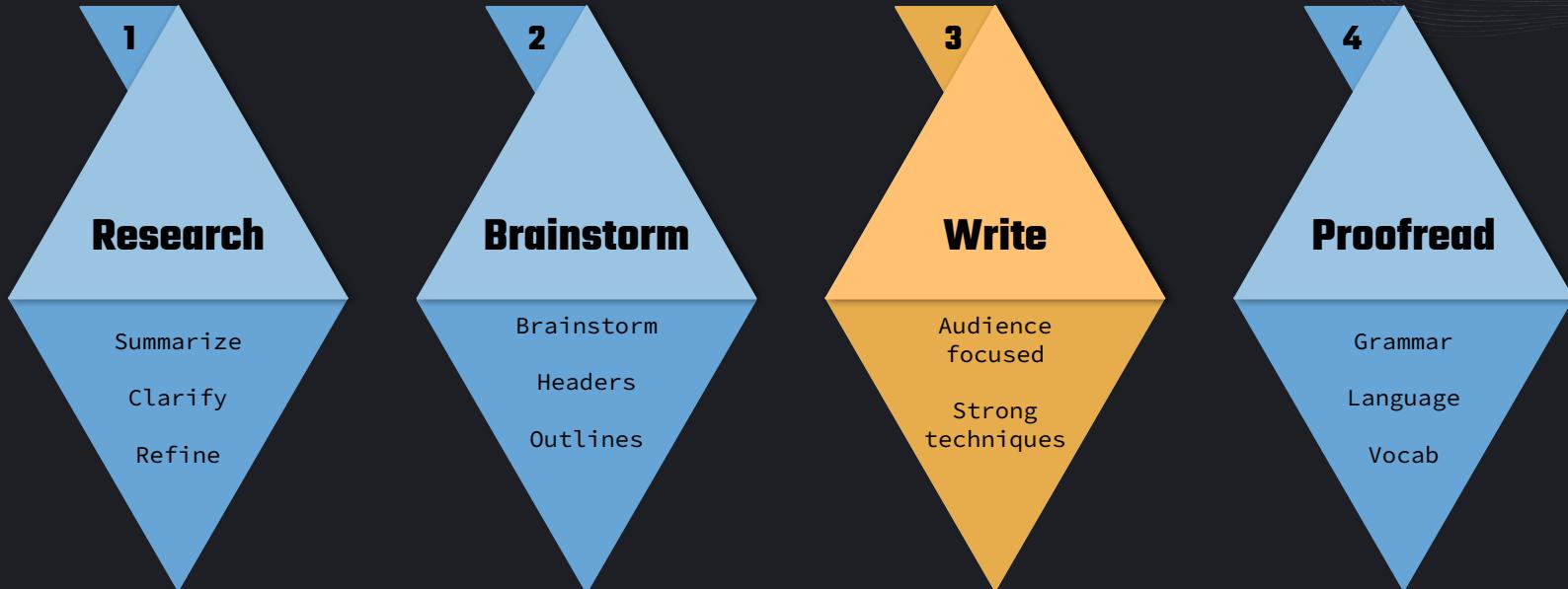
Starting an outline





CHATGPT FOR BUSINESS WRITING

The Writing Process



AUDIENCE FOCUSED

TONE

STYLE

VOICE

AUDIENCE FOCUSED

TONE

Overall attitude or mood
of the writing

STYLE

VOICE



AUDIENCE FOCUSED

TONE

Overall attitude or mood
of the writing

Prompt

*Give me a list of 50
different tones that could
be used for writing.
Include a description of
each. Present these
results in a table.”*

STYLE

The sentence structure,
vocabulary, grammar, and
punctuation

VOICE





AUDIENCE FOCUSED

TONE

Overall attitude or mood of the writing

Prompt

Give me a list of 50 different tones that could be used for writing. Include a description of each. Present these results in a table.

STYLE

The sentence structure, vocabulary, grammar, and punctuation

Prompt

Give me a list of 20 styles that could be used for writing. Give a description of each. Present results in a table.

VOICE

The unique personality, perspective, and individuality of the writer.

Prompt

Act as [add a persona].





CHALLENGE

Prompt 1: “In the voice of a professor, write about fire trucks in an informative tone and analytical style.”

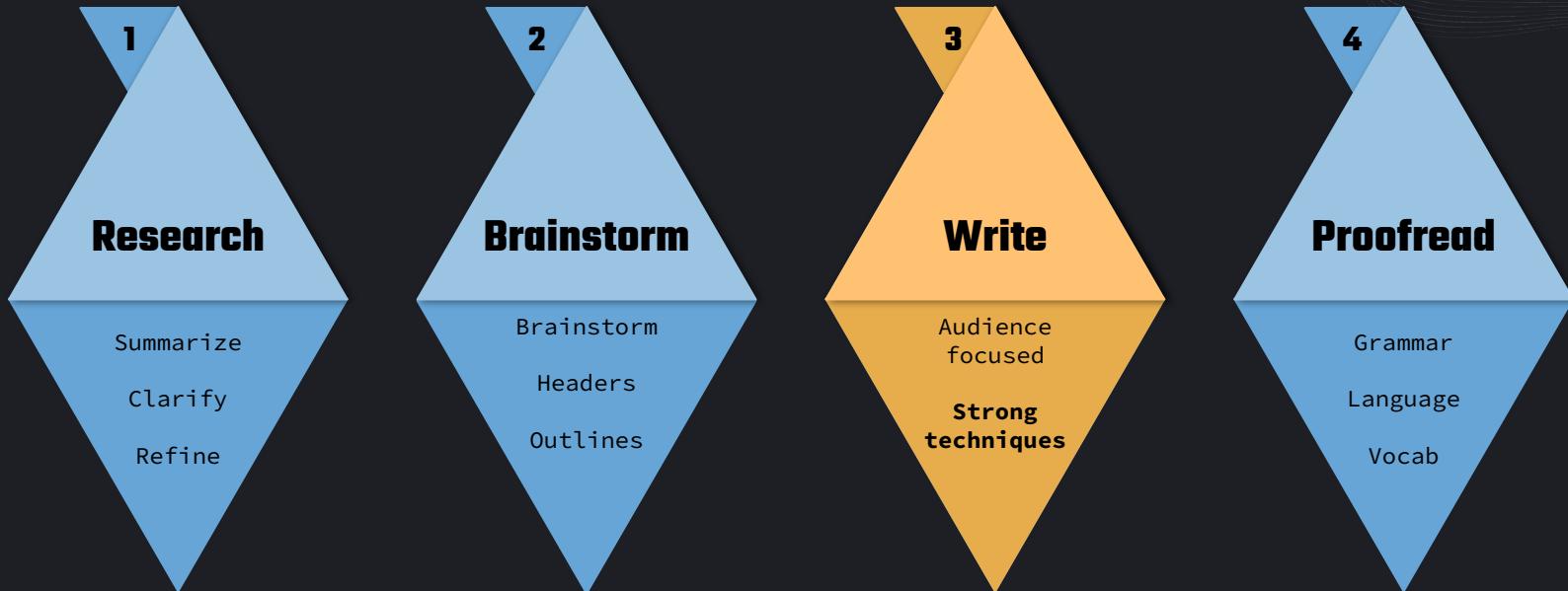
Prompt 2: “In the voice of a comedian, write about fire trucks in a humorous tone and satirical style.”





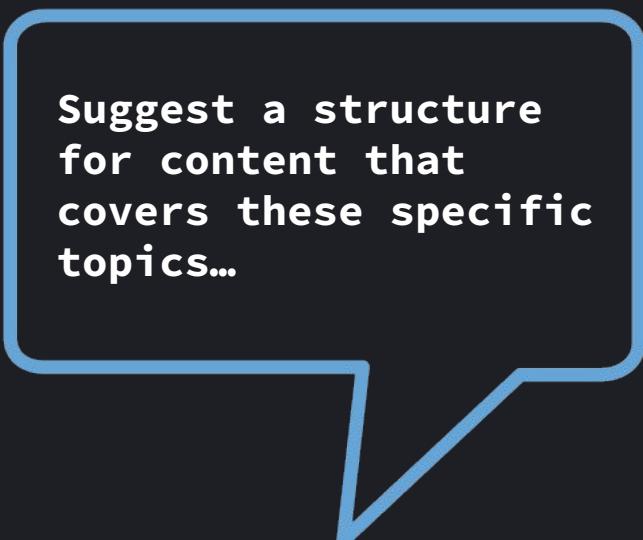
CHATGPT FOR BUSINESS WRITING

The Writing Process





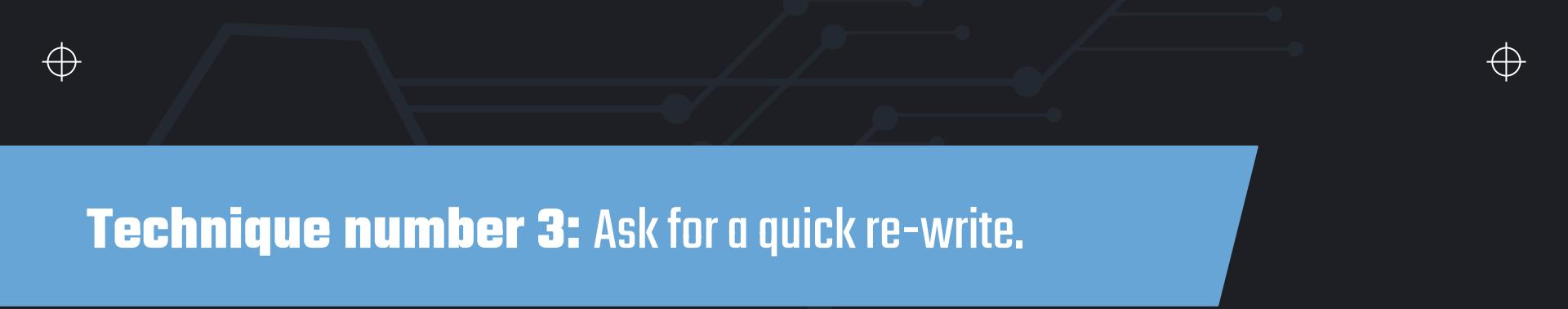
Technique number 1: Suggest a structure.



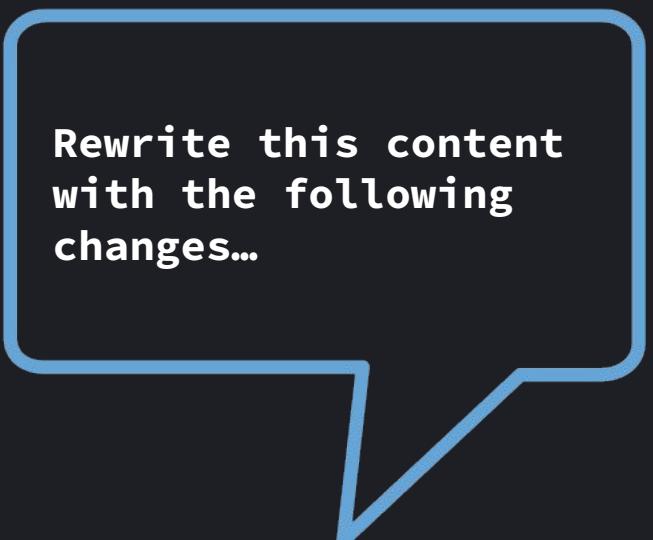
**Suggest a structure
for content that
covers these specific
topics...**

Technique number 2: Ask for quick writing.

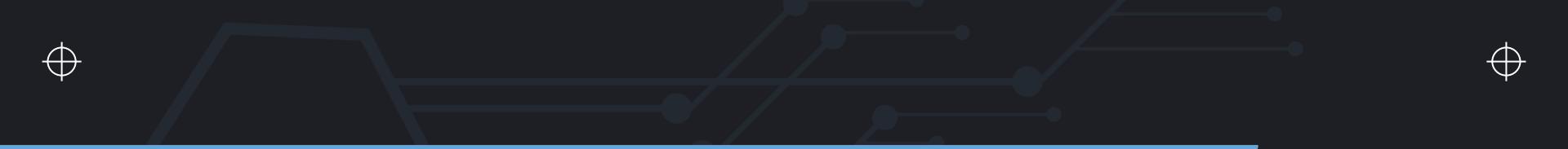
**Write content about
the following in a
[insert] tone, and
[insert] style.
Here's the content to
cover...**



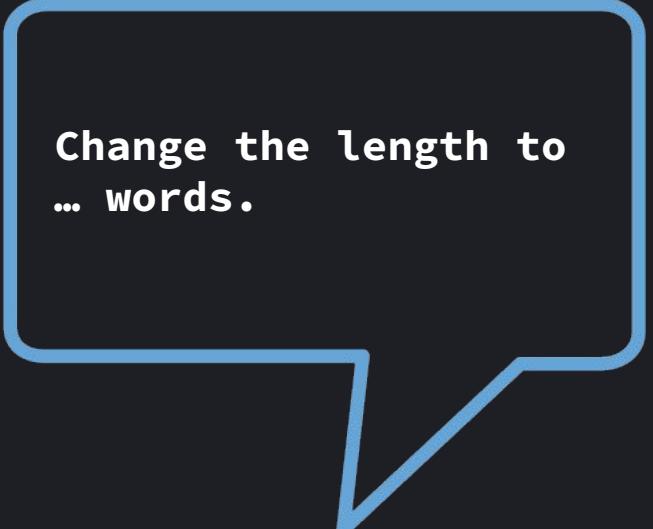
Technique number 3: Ask for a quick re-write.



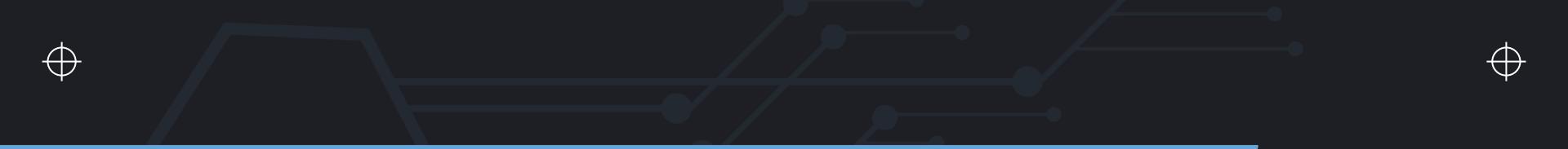
**Rewrite this content
with the following
changes...**



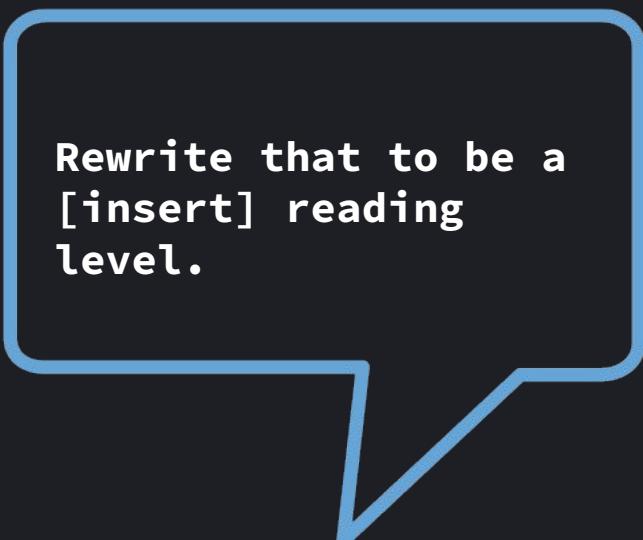
Technique number 4: Change lengths.



Change the length to
... words.



Technique number 5: Change the reading level.



Rewrite that to be a
[insert] reading
level.

Technique number 6: Remove technical jargon/language.

"Give simpler alternatives for these technical terms."

"Explain this technical concept using an analogy."

"Write this without jargon."

6 QUICK TECHNIQUES

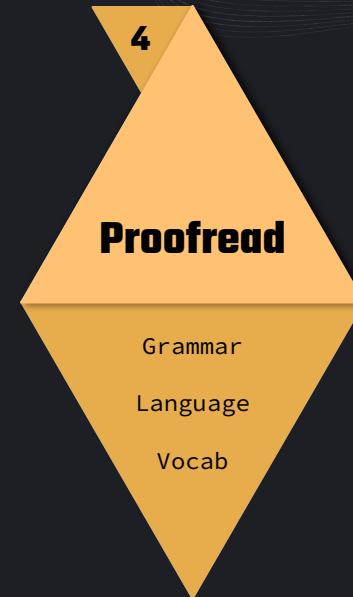
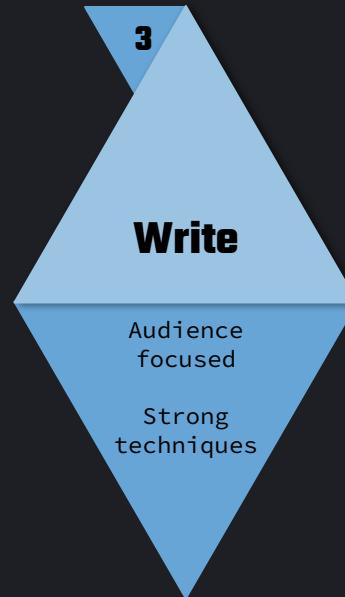
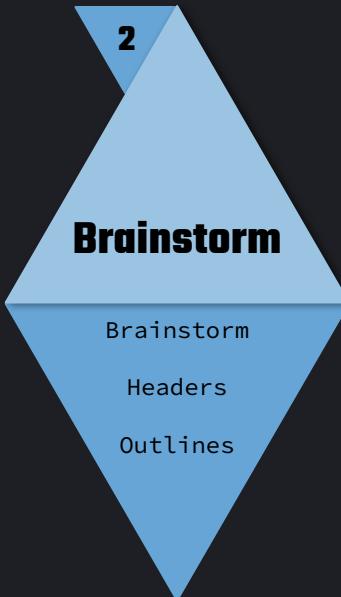
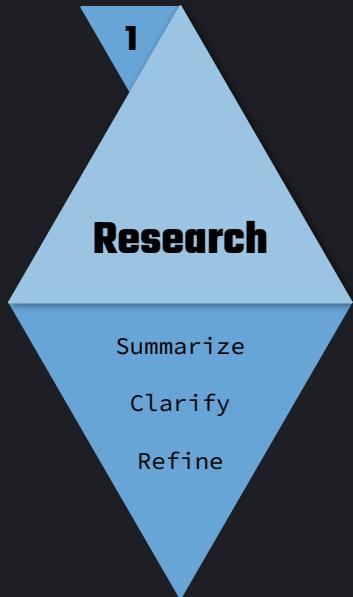


1. Suggest a structure
2. Quick writing
3. Quick re-write
4. Changing lengths
5. Write to a level
6. Remove jargon/technical language



CHATGPT FOR BUSINESS WRITING

The Writing Process





PROOFREADING

**Grammatical, spelling,
and punctuation errors**

Are there any grammatical, spelling, and punctuation errors in this content?

**Language flow and
consistency**

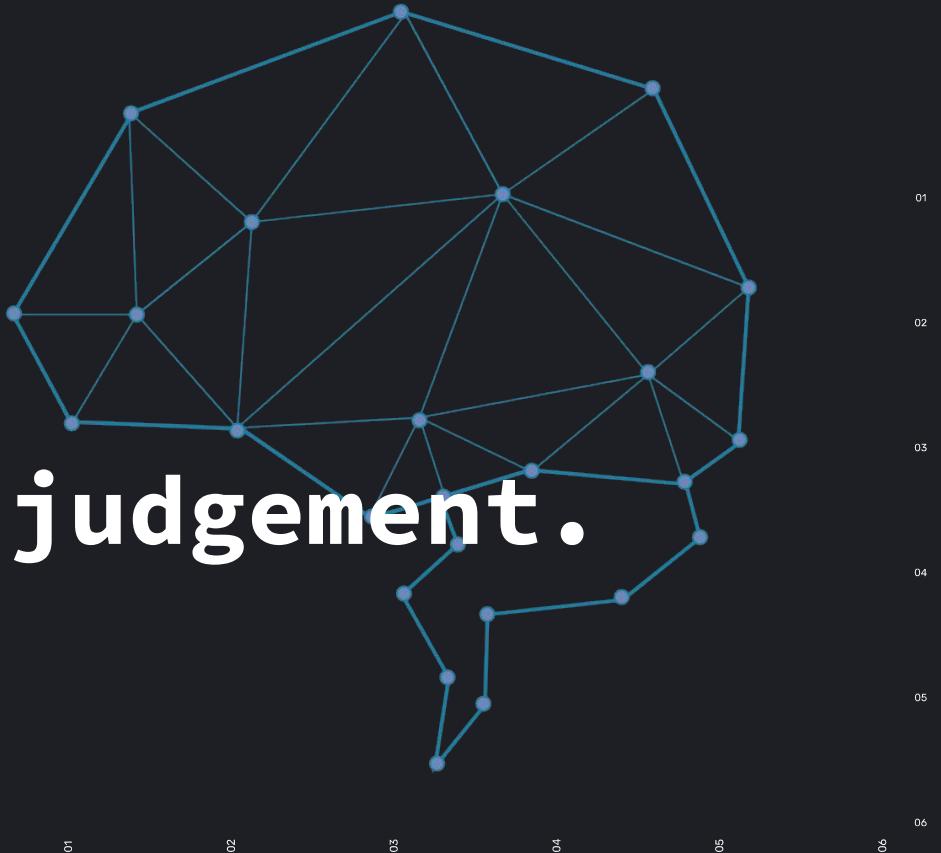
How can I improve the flow and consistency of this content?

Vocabulary enhancement

Can you suggest alternative words or phrases to enhance the richness and clarity of this content?



Remember to use
Use personal judgement.





WRITING PROFESSIONAL EMAILS WITH CHATGPT



Context

C

Define your
objective

Include the
audience

Expert persona

E

Give it YOUR
voice

Example: “Be
professional and
respectful, but
not overly formal.
Be concise, and
make the email
easy to read.”

Task

T

Tell it what
to write

Output

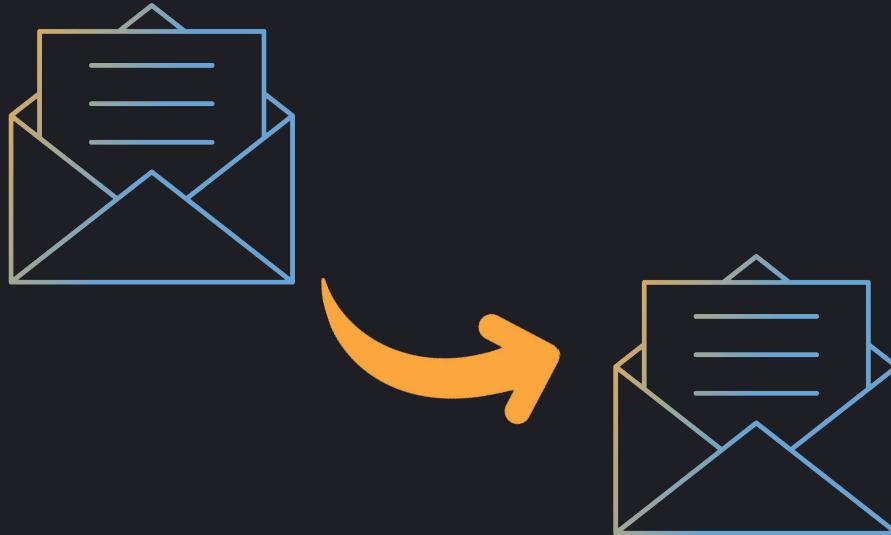
O

Give it a
length





RESPOND TO EMAILS WITH CHATGPT





WRITING PROFESSIONAL EMAILS WITH CHATGPT



Context

C

Define your
objective

Include the
audience

Expert persona

E

Give it YOUR
voice

Example: “Be
professional and
respectful, but
not overly formal.
Be concise, and
make the email
easy to read.”

Task

T

Tell it what
to write

Output

O

Give it a
length

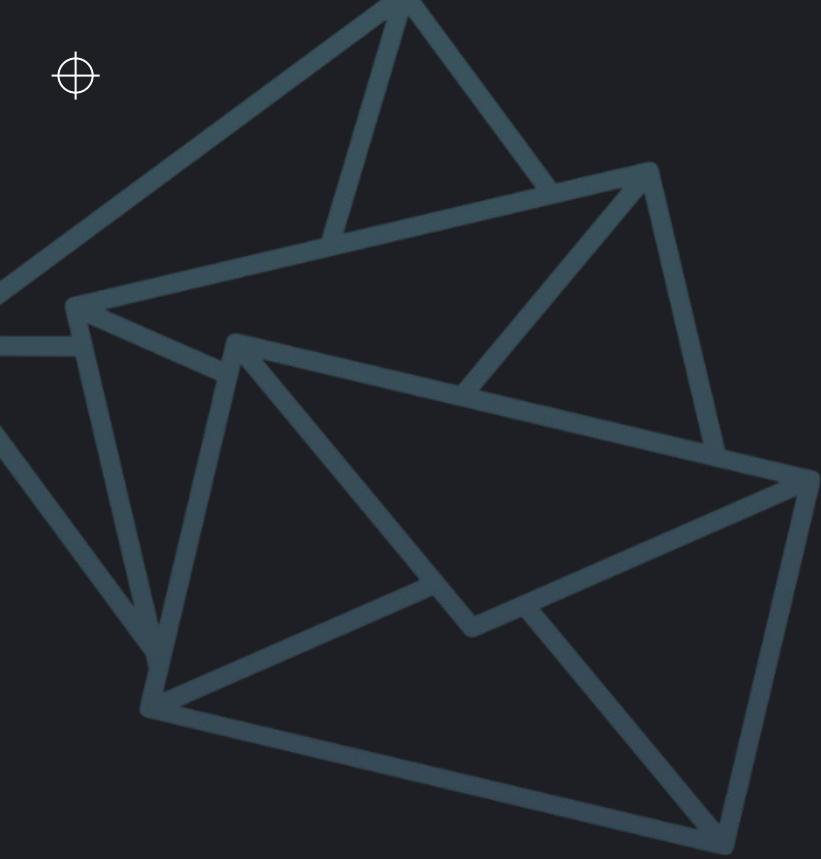




CHALLENGE

**Use ChatGPT now to go and write
an email**



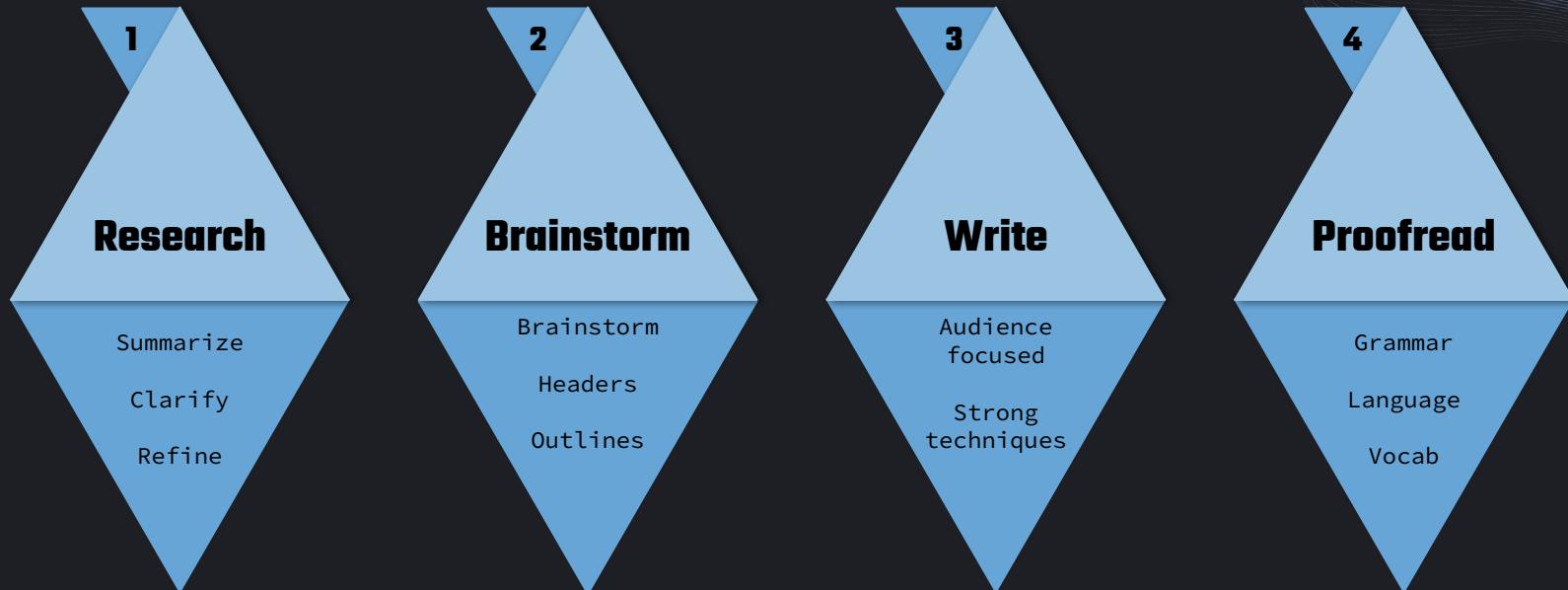


BULK WRITING WITH CHATGPT

A large amount of writing work that needs to be done all at once.



CHATGPT FOR BUSINESS WRITING





Section 15

01

OpenAI APIs

02

03

04

05

06





OpenAI's APIs



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What is an API?

Write a list of 3 reasons why cats are funny ▶

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

request



GPT-3.5

response

Cats Are Comedy Gold

1. Unpredictable Antics: Cats have an uncanny ability to surprise us with their unpredictable antics. From pouncing on invisible foes to getting stuck in the silliest of places, their behavior keeps us on our toes and our laughter rolling.
2. Masterful Expressions: The range of expressions cats can conjure is a true spectacle. Whether it's the classic "what on earth is that?" look when encountering a new object or the sassy glare when they're not in the mood, their expressive faces never fail to tickle our funny bones.





Why using API?

Build Applications

request

GPT-3.5

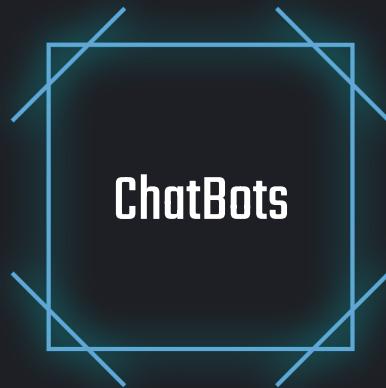


response





Use Cases



- Conversational agents
- Virtual Assistants
- Natural language interface
- Recipe generator
- Conversational characters
- Story creators





Why using API?

Build Applications

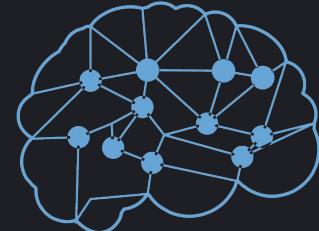
request

API Key

Who?



response



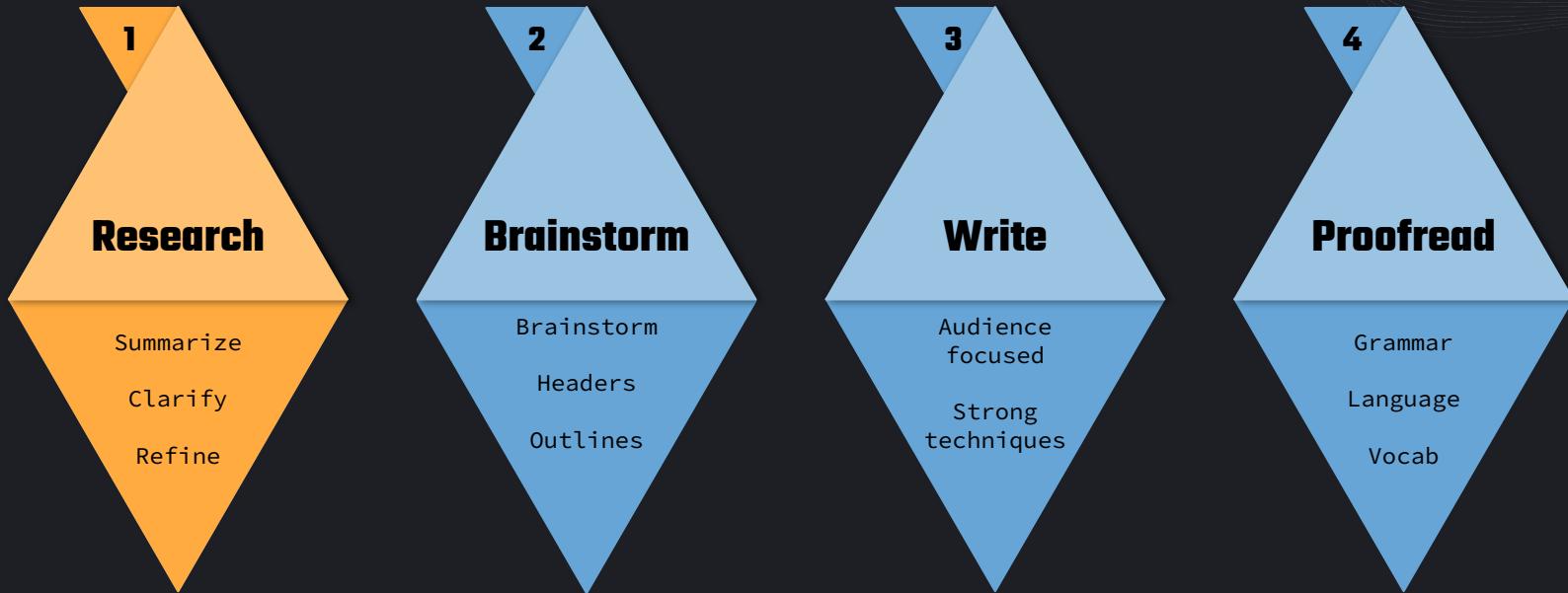
GPT-3.5





CHATGPT FOR BUSINESS WRITING

The Writing Process





RESEARCH



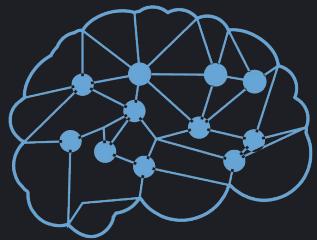
Prompts

- Summarize the main points of this text.
- List of the key points, presented in a table.

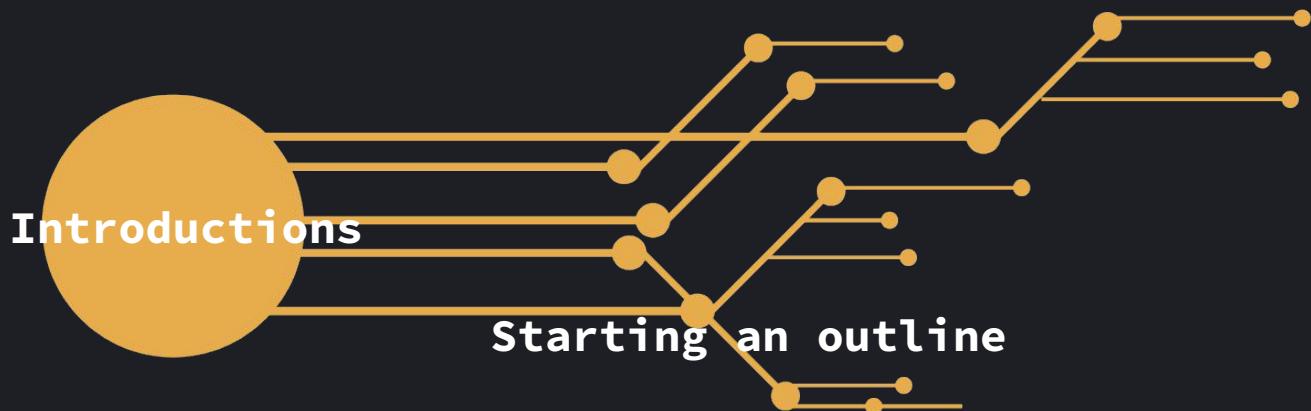




START YOUR BUSINESS WRITING

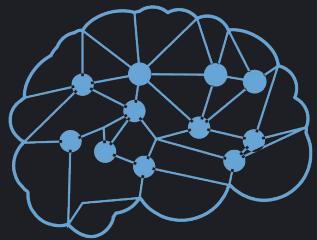


Brainstorming

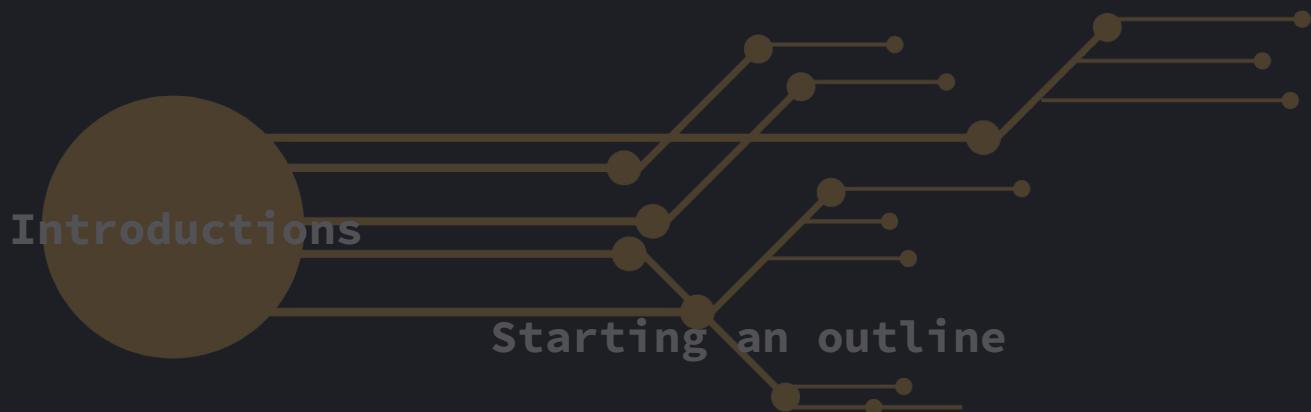




START YOUR BUSINESS WRITING



Brainstorming





RESPOND TO EMAILS WITH CHATGPT





PROMPTS

Email Marketing Copy



"Compose an enticing subject line that grabs the reader's attention and encourages them to open our email."

"Write an introductory paragraph for an email newsletter that intrigues the reader and compels them to continue reading."

"Craft a compelling call-to-action in the email body that drives conversions and encourages recipients to take the desired action."

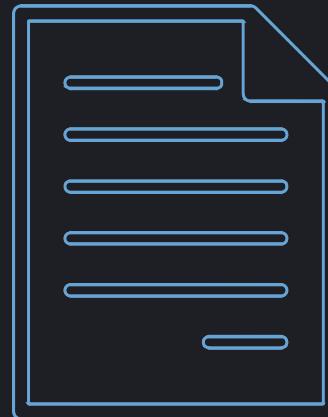




ChatGPT can help you
clean data in many ways



Depending on the **size** of
your dataset





Large Datasets

ChatGPT can help you create
the code **to clean up the data**
in other programs.





Section 18

01

Bing Chat

02

03

04

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06



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Bing Chat



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Bing Capabilities



Searches the Web



Natural Language
Processing (GPT4)



Image Generation
(Dalle2)



Visual Search





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Bing Chat

- How to set up Bing chat
- Different use cases and functionalities
- From basics to Professional use cases
- An example

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How to Access Bing



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Signing in Vs not Signing In

SIGNING IN TO BING CHAT	NOT SIGNING IN TO BING CHAT
Access to more Microsoft apps and services	Limited to Bing Chat features only
100 chat turns per day and 30 chat turns per session	No chat turns available
Personalized recommendations and settings	No personalization or customization
More security and privacy options	Less control over your data and account
Access to Bing Image Creator in all chat modes and languages	No access to Bing Image Creator
Richer, more visual answers	Less visual answers
Chat history feature	No chat history feature
Third-party plugins (coming soon)	No third-party plugins





Exploring the user Interface



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Basic Search Features



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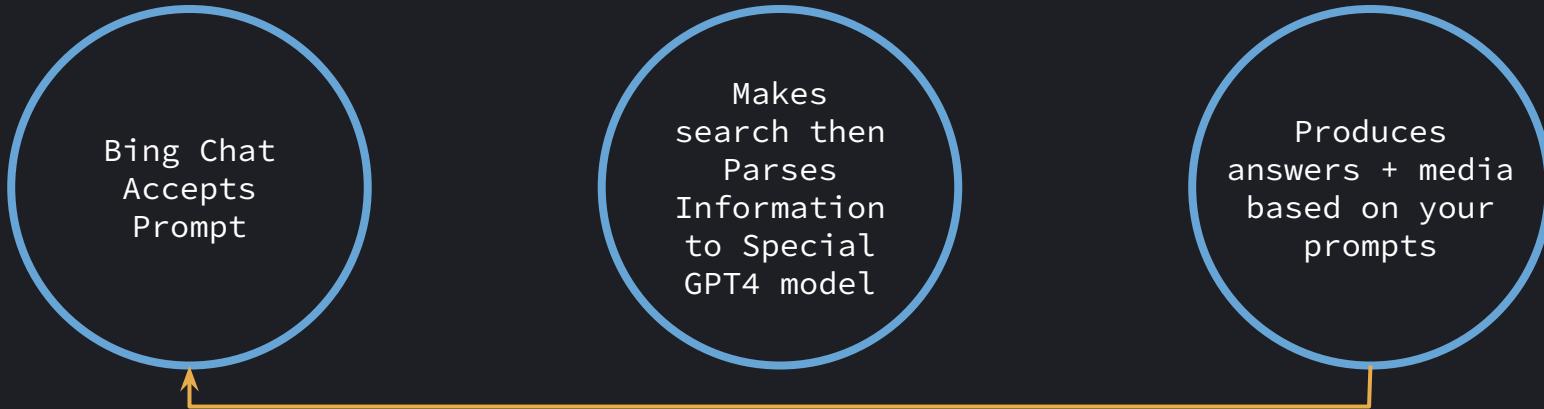
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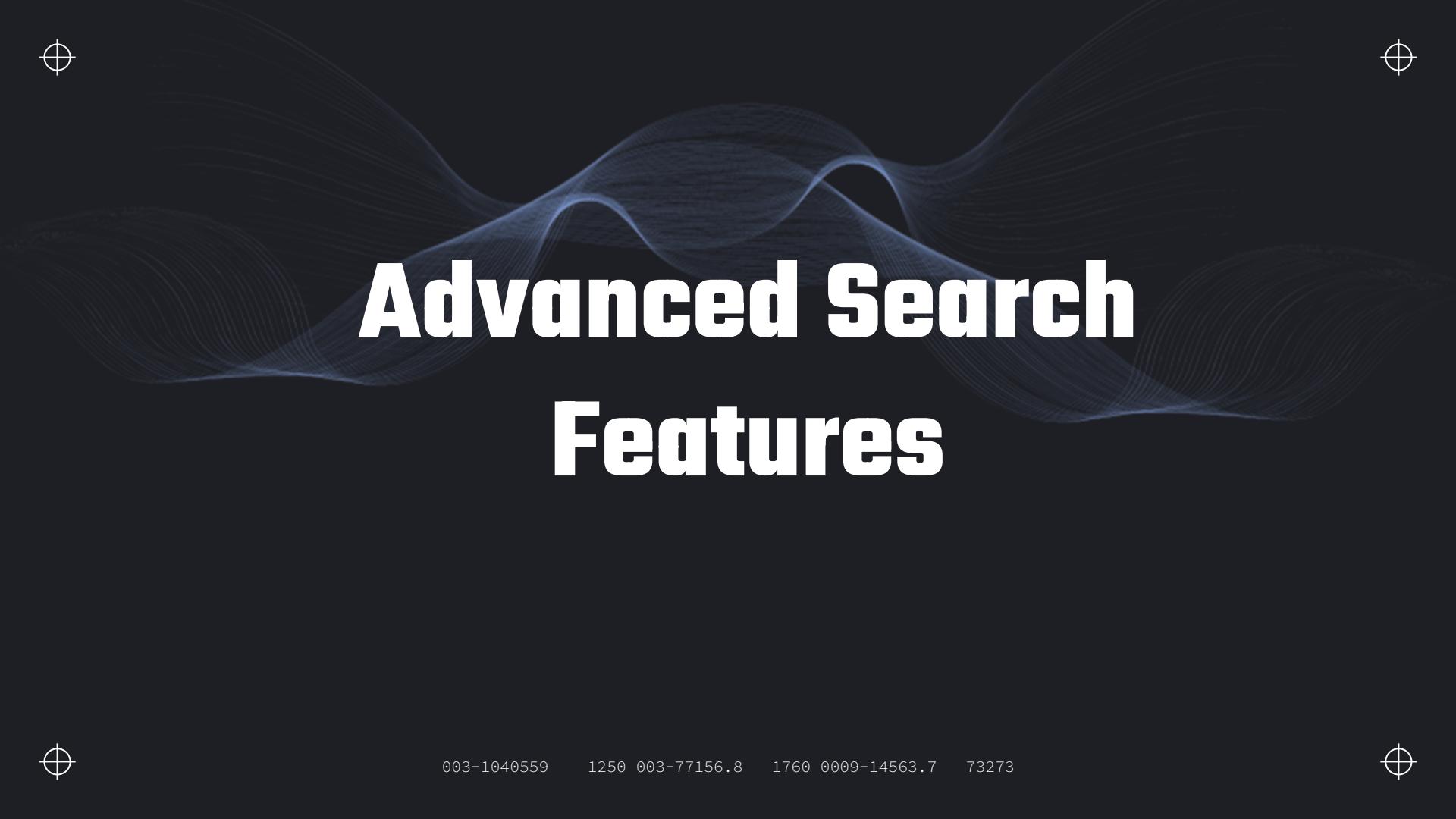
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Bing Chat Flow





Advanced Search

Features



Image Generation



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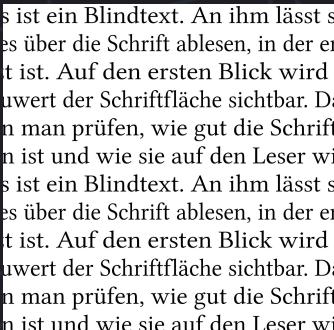




Reverse Image Generation



Select A picture



Get Text From Image



Generate Image from text

Q2

93

04

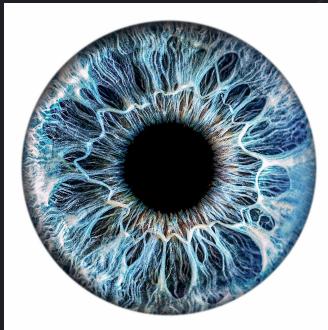
05

06





Visual Inputs



Select A
picture



01
s ist ein Blindtext. An ihm lässt s
es über die Schrift ablesen, in der er
t ist. Auf den ersten Blick wird
uvert der Schriftfläche sichtbar. Da
n man prüfen, wie gut die Schrif
n ist und wie sie auf den Leser wi
s ist ein Blindtext. An ihm lässt s
es über die Schrift ablesen, in der er
t ist. Auf den ersten Blick wird
uvert der Schriftfläche sichtbar. Da
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uvert der Schriftfläche sichtbar. Da
n man prüfen, wie gut die Schrif
n ist und wie sie auf den Leser wi

Get Text From
Image



02
s ist ein Blindtext. An ihm lässt s
es über die Schrift ablesen, in der er
t ist. Auf den ersten Blick wird
uvert der Schriftfläche sichtbar. Da
n man prüfen, wie gut die Schrif
n ist und wie sie auf den Leser wi
s ist ein Blindtext. An ihm lässt s
es über die Schrift ablesen, in der er
t ist. Auf den ersten Blick wird
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uvert der Schriftfläche sichtbar. Da
n man prüfen, wie gut die Schrif
n ist und wie sie auf den Leser wi

03
Generate Image
from text

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Advanced Image Generation

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Exploring Professional Use Cases



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Bing Chat Use Cases

Use Case	Examples
Summarized answers	What are the benefits of meditation?
Creative inspiration	Write a poem about love
Plan trips	Suggest some destinations for a family vacation
Find new things to do	What are some fun events happening this weekend?
Search by image	Upload a picture of a flower and find its name
Rewrite content	Rewrite this sentence in a more formal way
Generate content	Generate a summary of this article
Compare products	Compare the features and prices of these laptops
Translate text	Translate this paragraph from English to Spanish





Congratulations!



- **Social media** copy adaptation

01

- **Email marketing** effectiveness

02

- **Landing page & website** tailoring

03

- **SEO** optimization

04

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05





Section 19

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Google Bard

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Google Bard



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Bard vs ChatGPT-3.5



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Google Bard Vs ChatGPT

FEATURE

Information Access

Google Bard

ChatGPT

Natural answers

More Human-like
(subjective)

More generic
(subjective)

Formatting

Better

Less good



Google Bard Vs ChatGPT

FEATURE

Accuracy

Google Bard

ChatGPT

Generating Ideas

More up-to-date

Less up-to-date

Okay

Better

Google Bard Vs ChatGPT

FEATURE

Google Bard

ChatGPT

Multimodal Responses

Graphical

Only Text

Citations

Yes

No



Exploring The Features Of Bard



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Bard: Image Interaction

- Extract text from the file
- Convert the file to a text format
- Segment the text
- Process the text
- Generate text



01

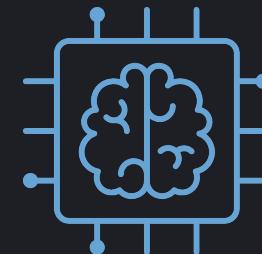
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Live Updating & Link Sharing



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Bard Current World Development Expert

ChatGPT's Knowledge is Static



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Multimodal Responses



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Bard's Image Understanding: Enhancing Responses & Creativity

- Image captioning
- Image-to-text translation
- Image-based question answering

