## BASIC OPTIMIZATION OF PROMPTS

"From Questions to Clarity: Introduction to Prompt Engineering."



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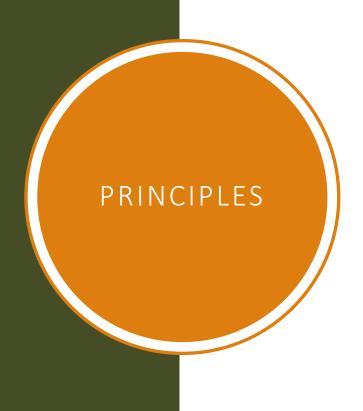
### 6 KEY PRINCIPLES OF PROMPTS

Clarity Relevance Specificity Conciseness Engagement Empathy



# EXAMPLES OF EFFECTIVE PROMPTS

- Write a poem about a cat.
- Generate a list of 10 marketing ideas for a new product launch.
- Translate the following sentence into Spanish:
  "I love to eat pizza."
- Write a blog post about the benefits of using artificial intelligence in marketing.
- Create a code snippet to calculate the area of a triangle.



#### • 1. Clarity:

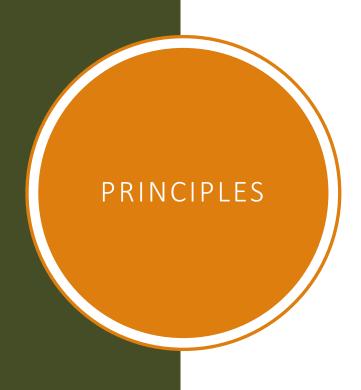
- Unclear Prompt: "Do you want to go?"
- Clear Prompt: "Would you like to join us for dinner tonight at 7 PM?"

#### 2. Relevance:

- Irrelevant Prompt: "What's your favorite color?" (In a discussion about upcoming travel plans)
- Relevant Prompt: "Have you been to any interesting destinations recently?" (In a discussion about travel experiences)

#### 3. Specificity:

- Vague Prompt: "Tell me about yourself."
- Specific Prompt: "Please describe your professional background and your key achievements."



#### 4. Conciseness:

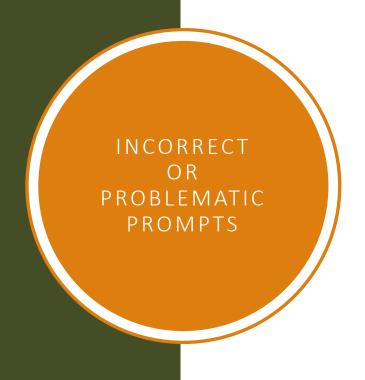
- Verbosely Phrased: "I was wondering if you might be interested in attending our upcoming webinar that is scheduled for next Tuesday, and it's going to be really informative and helpful for your career."
- Concise Prompt: "Interested in our informative webinar next Tuesday?"

#### • 5. Engagement:

- Unengaging Prompt: "Please fill out this survey."
- Engaging Prompt: "Help shape the future by sharing your thoughts in this exciting survey!"

#### 6. Empathy:

- Alienating Prompt: "Discuss the intricacies of quantum mechanics."
- Empathetic Prompt: "Let's explore the fascinating world of quantum mechanics together, starting with the basics."



**Double-Barreled Prompt**: "Do you prefer cats or dogs and why?"

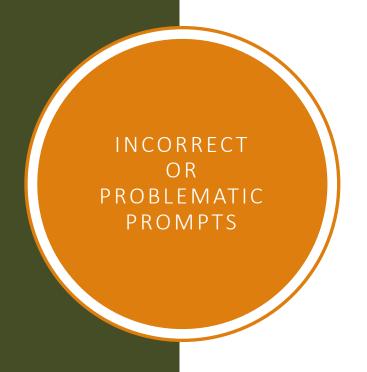
 This prompt is problematic because it combines two questions (cats or dogs and why) into one, making it difficult for respondents to provide clear and concise answers.

**Leading Prompt**: "Don't you agree that our product is the best on the market?"

 This prompt is leading and biased, as it assumes agreement with the statement and may pressure respondents into a particular response.

**Ambiguous Prompt**: "Please update the report as needed."

 This prompt is ambiguous and lacks clarity. It doesn't specify what changes or updates are required, leaving room for misinterpretation.



**Negative Prompt**: "What don't you like about our services?"

 This prompt is framed negatively, which can create a negative bias in responses. It's better to ask, "What improvements can we make to our services?"

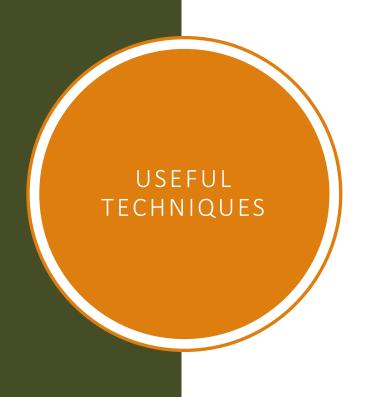
**Assumptive Prompt**: "When did you start using our product?"

 This prompt assumes that the respondent is already using the product, which may not be the case. A more neutral approach would be, "Have you used our product? If so, when did you start?"

#### OPEN-ENDED VS. CLOSED-ENDED QUESTIONS

Open-Ended: prompts allow respondents to provide free-form responses, which can be useful for gathering detailed information and opinions. <a href="Example: "Please share your thoughts on our new product."</a>

Closed-Ended: prompts offer predefined response options, making it easier to analyze data quantitatively. Example: "How satisfied are you with our service? Very satisfied, satisfied, neutral, dissatisfied, or very dissatisfied?"



#### Leading Questions Avoidance:

 Avoid phrasing prompts in a way that leads respondents to a particular answer. Leading questions can introduce bias into the responses.

#### Use of Neutral Language:

 Use neutral and non-judgmental language to ensure that prompts do not unintentionally convey judgment or bias.

#### Clear and Concise Wording:

 Keep prompts clear and concise, avoiding unnecessary words or jargon. Use simple and straightforward language.

#### Unambiguous Language:

 Ensure that prompts are unambiguous, leaving no room for confusion or multiple interpretations.



#### MORE TECHNIQUES

#### Positive Phrasing:

 Whenever possible, phrase prompts positively rather than negatively to encourage a more favorable response.

#### Use of Examples:

 Providing examples or sample responses can clarify your expectations and guide users in formulating their answers.

#### Avoiding Double-Barreled Questions:

 Each prompt should address a single point or question to prevent confusion. Avoid combining multiple questions into one prompt.

#### Progressive Elaboration:

 Start with broad prompts and, if necessary, follow up with more specific questions based on the initial response. This technique is especially useful for gathering detailed information.



