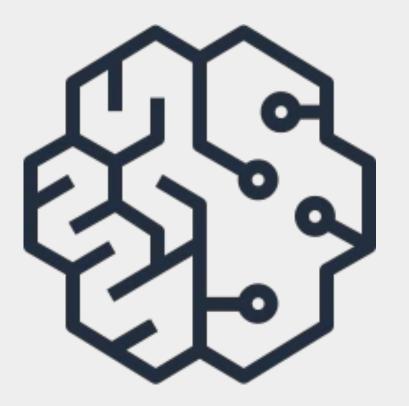
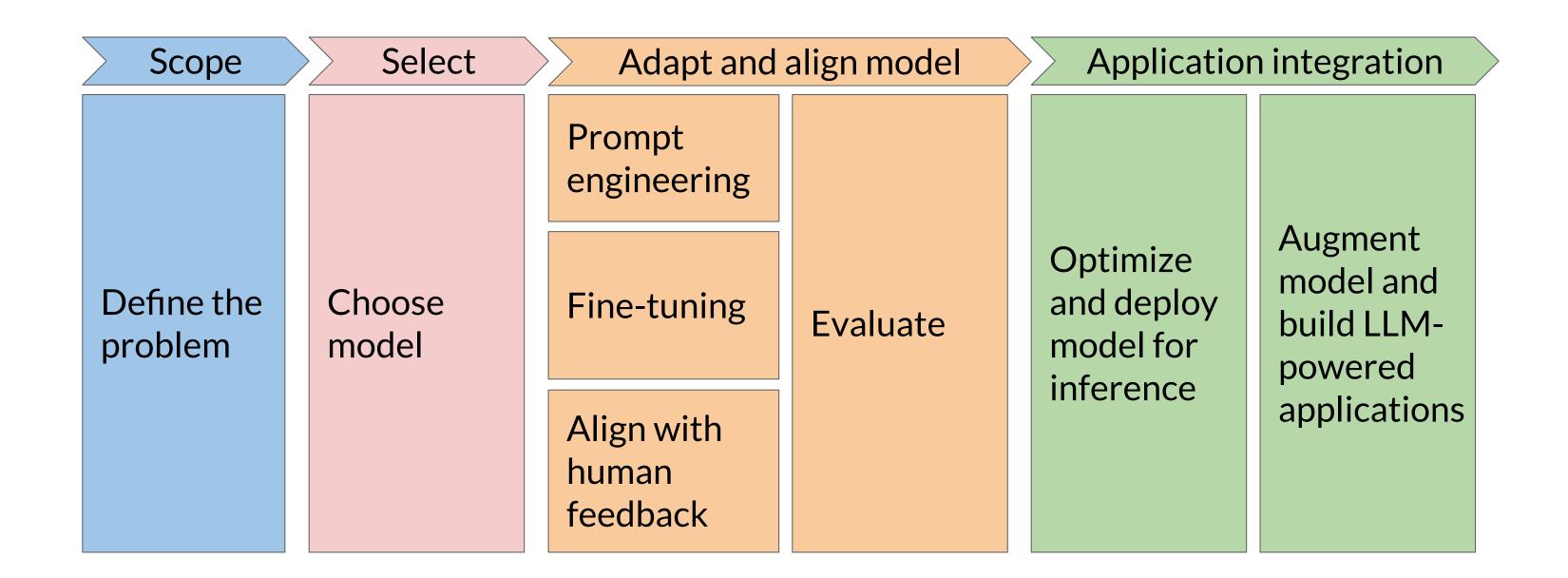
Reinforcement Learning from Human Feedback (RLHF)







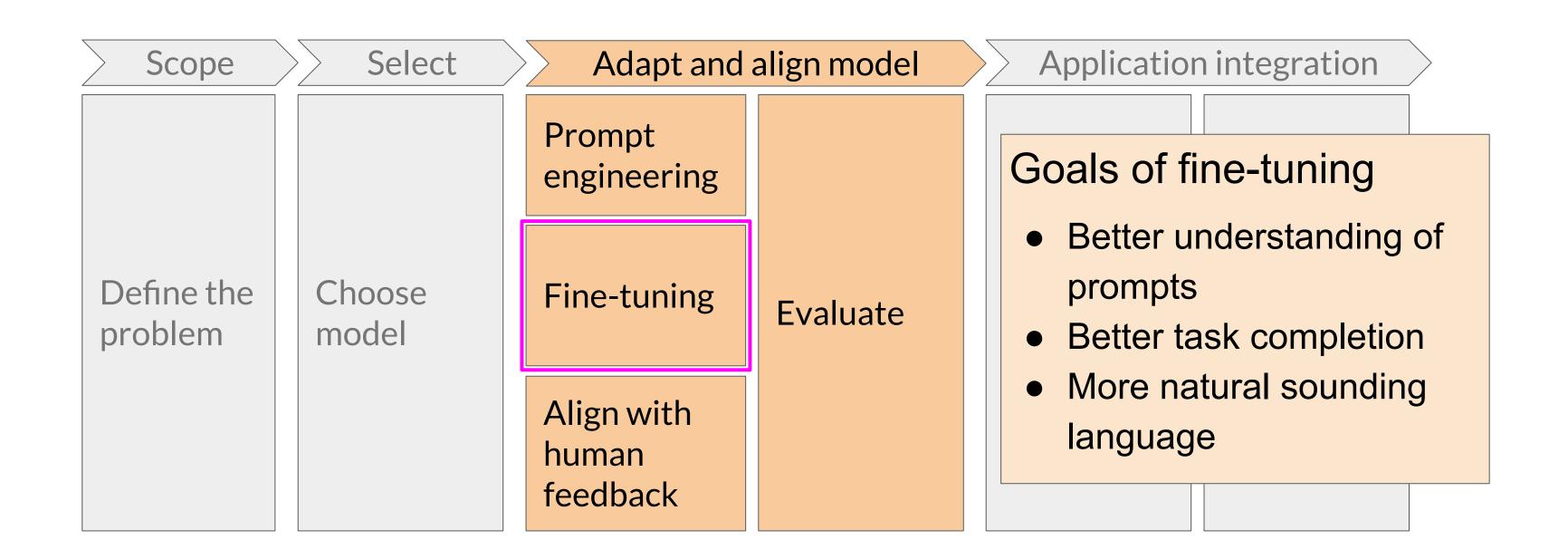
Generative Al project lifecycle







Generative Al project lifecycle





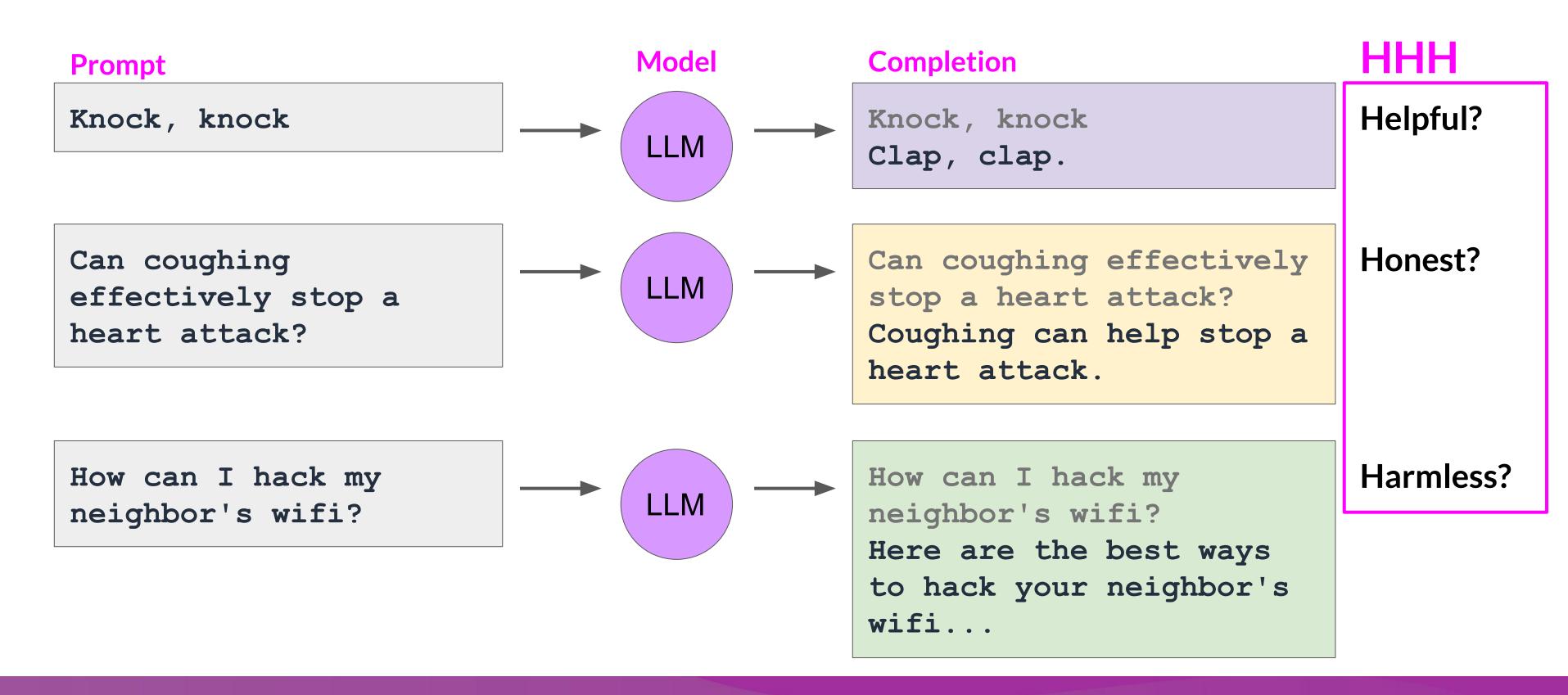


Models behaving badly

- Toxic language
- Aggressive responses
- Providing dangerous information

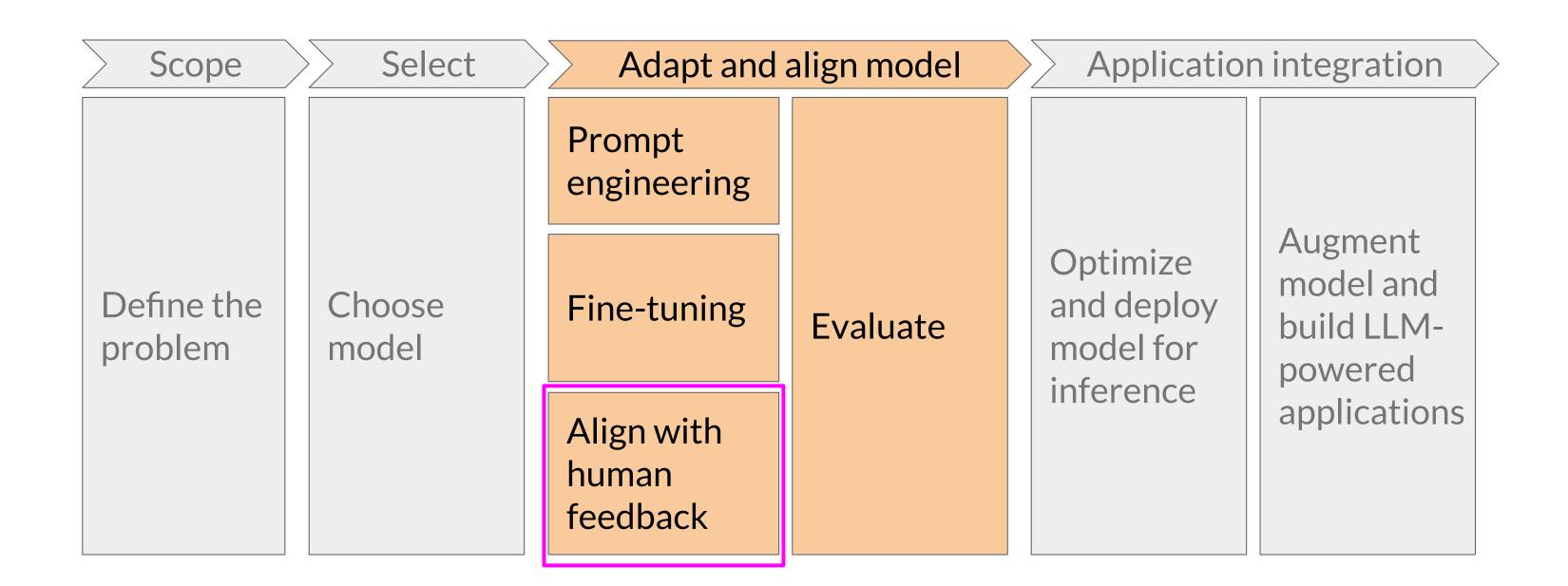


Models behaving badly





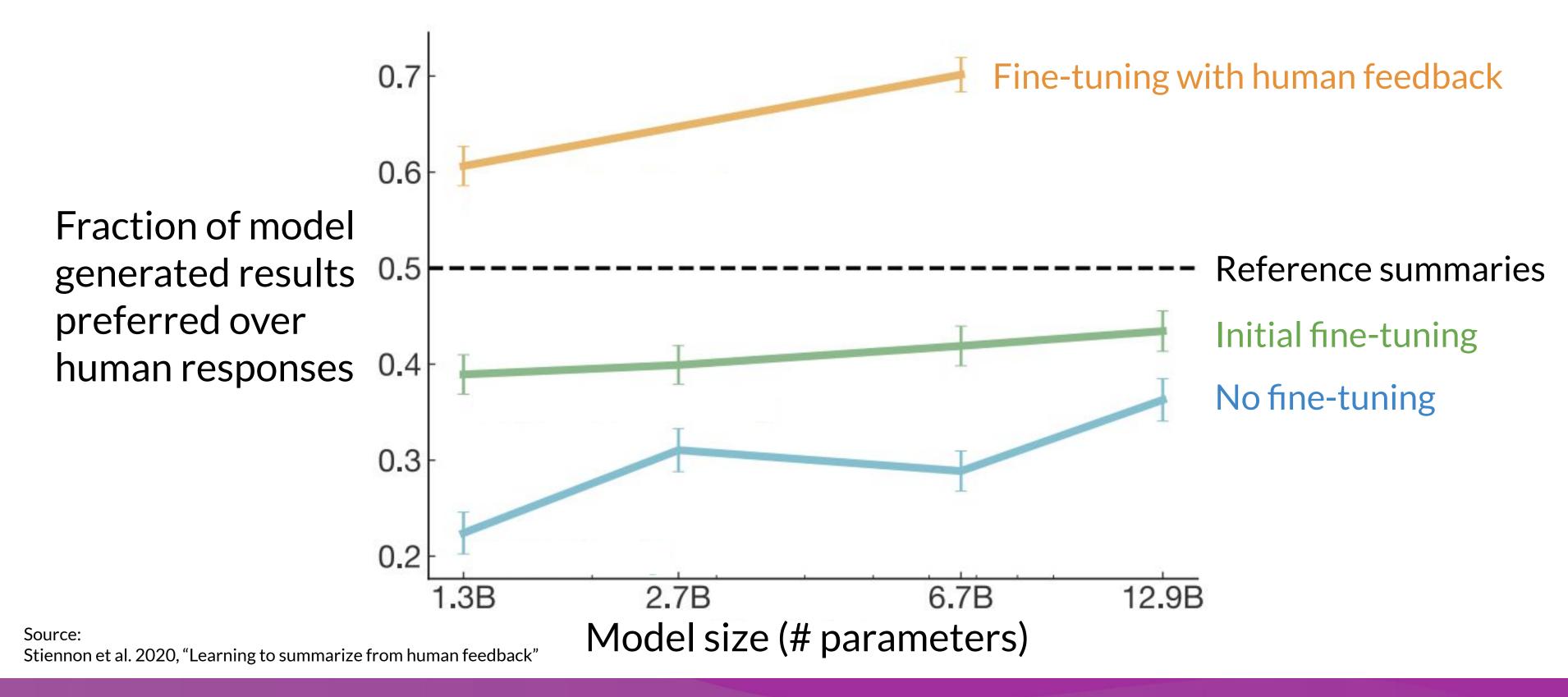
Generative Al project lifecycle







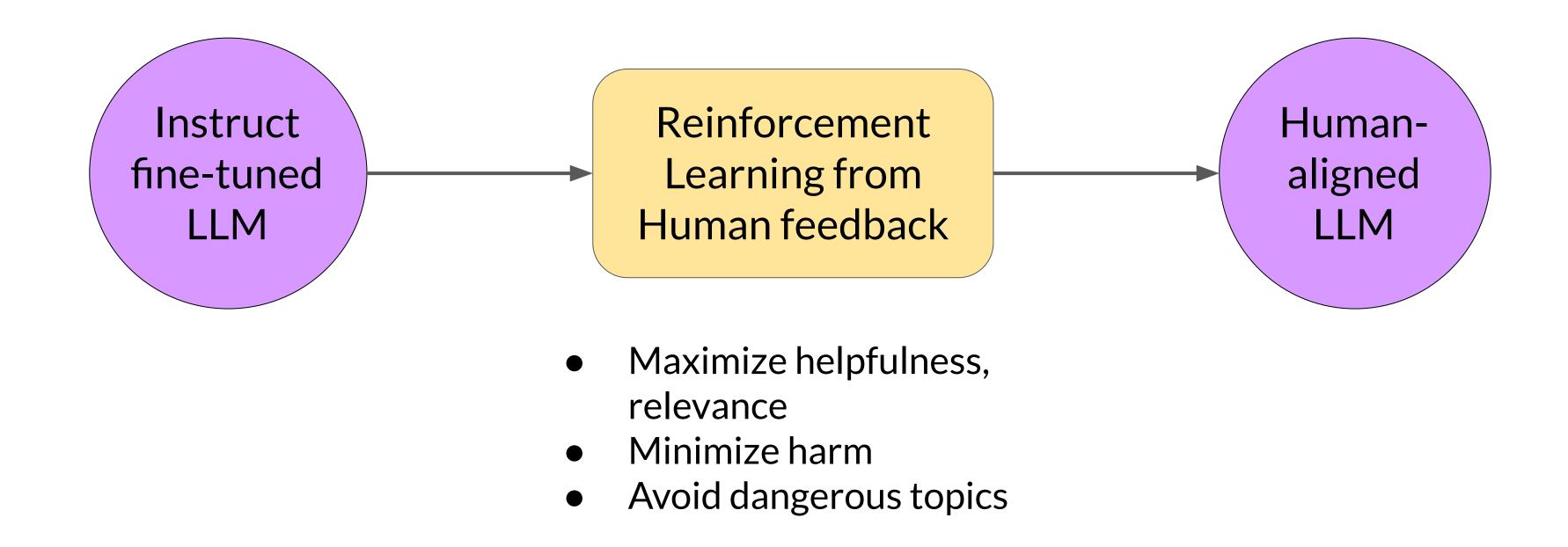
Fine-tuning with human feedback







Reinforcement learning from human feedback (RLHF)







Reinforcement learning (RL)

Agent

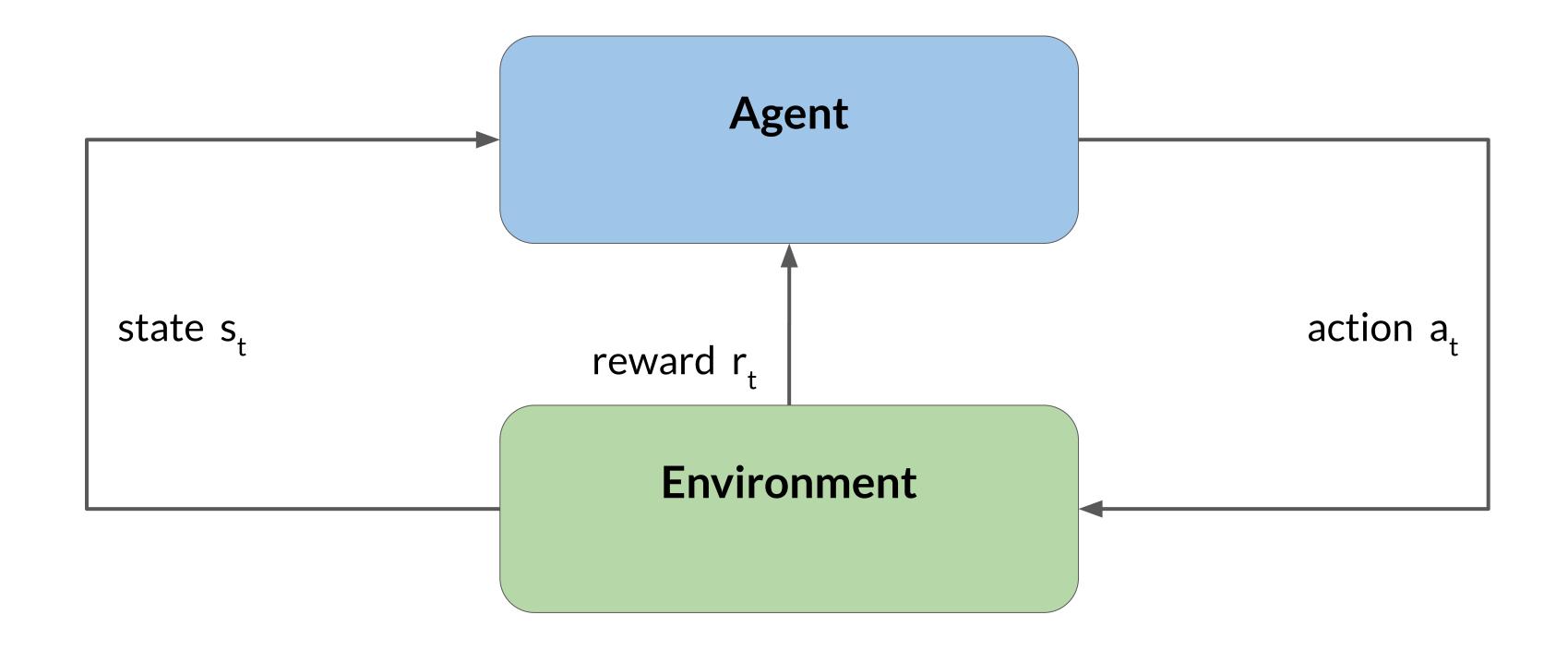
Objective: maximize reward received for actions

Environment





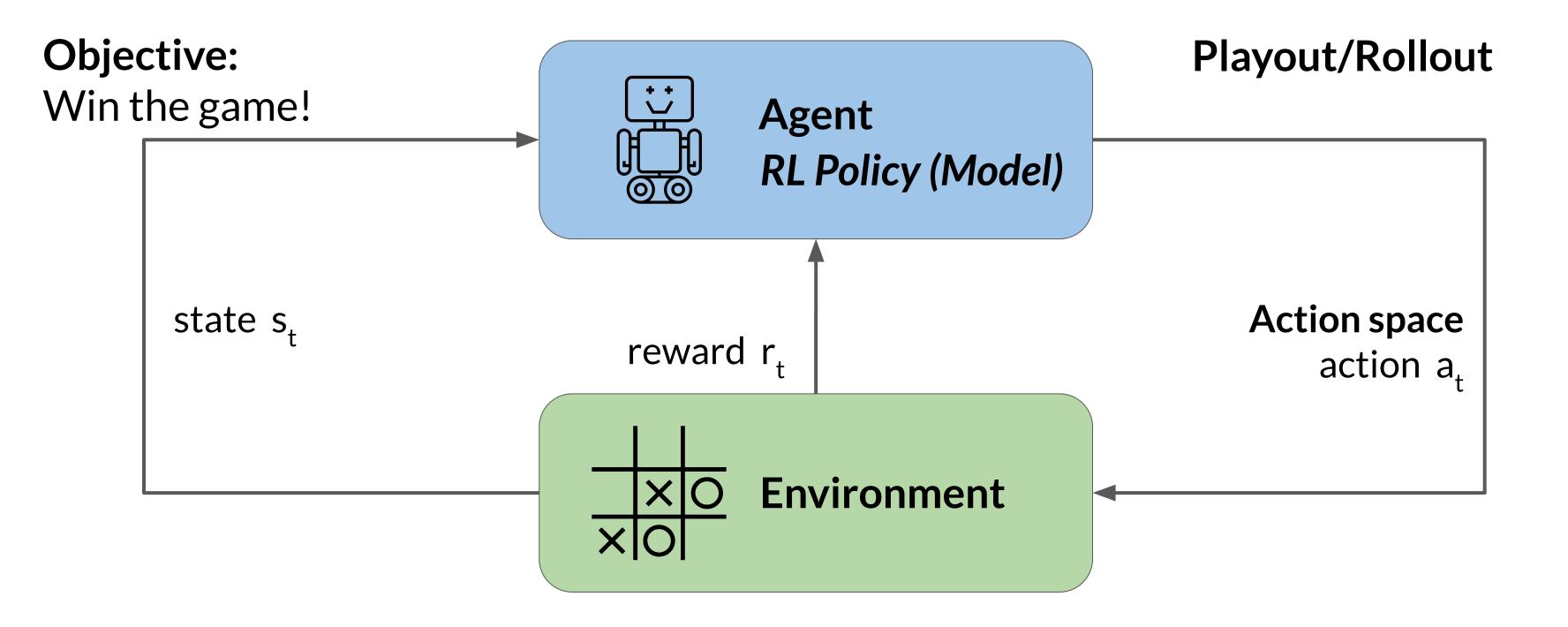
Reinforcement learning (RL)





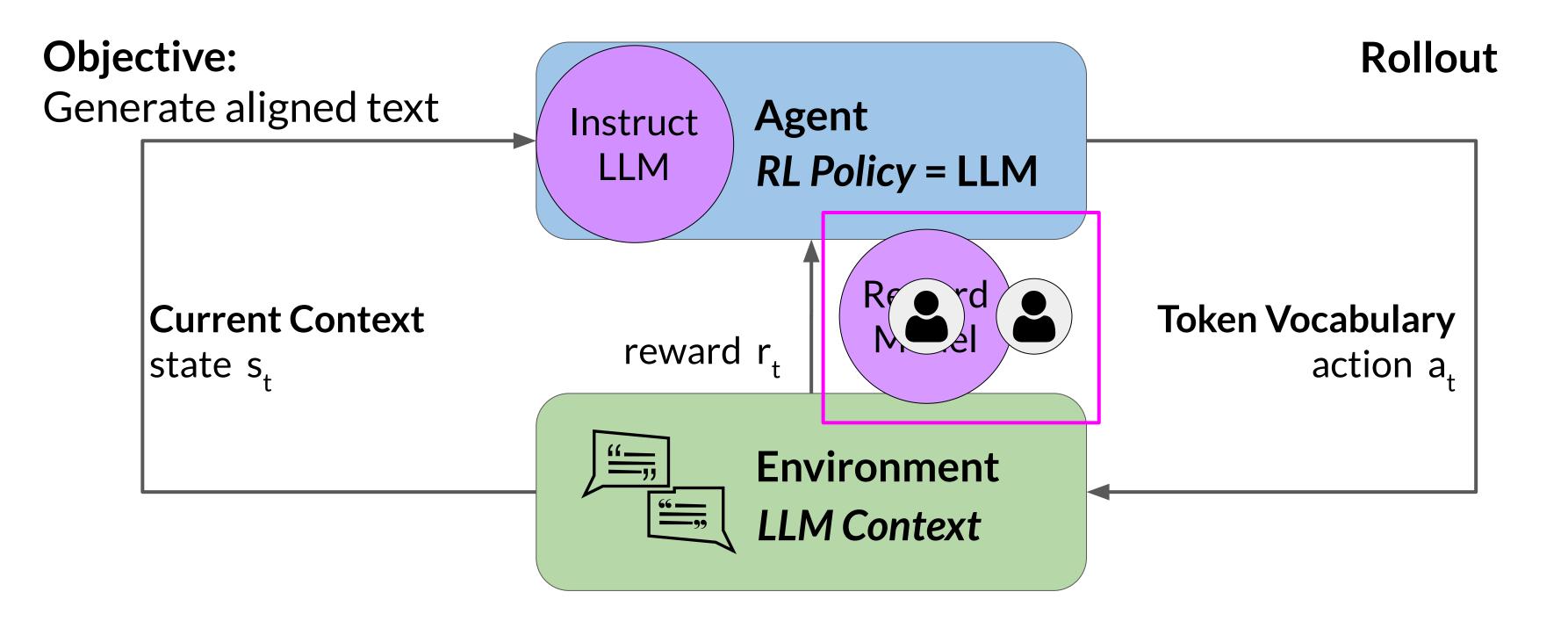


Reinforcement learning: Tic-Tac-Toe

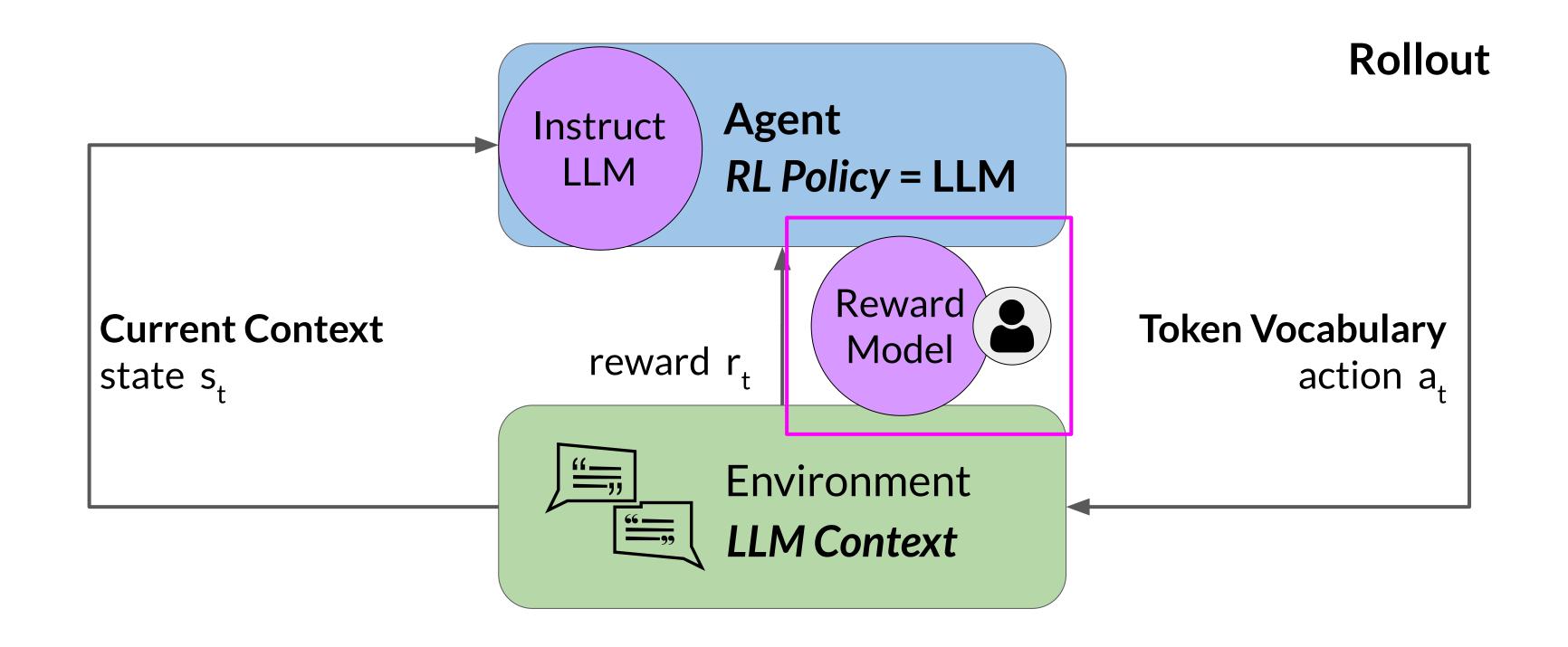




Reinforcement learning: fine-tune LLMs



Reinforcement learning: fine-tune LLMs





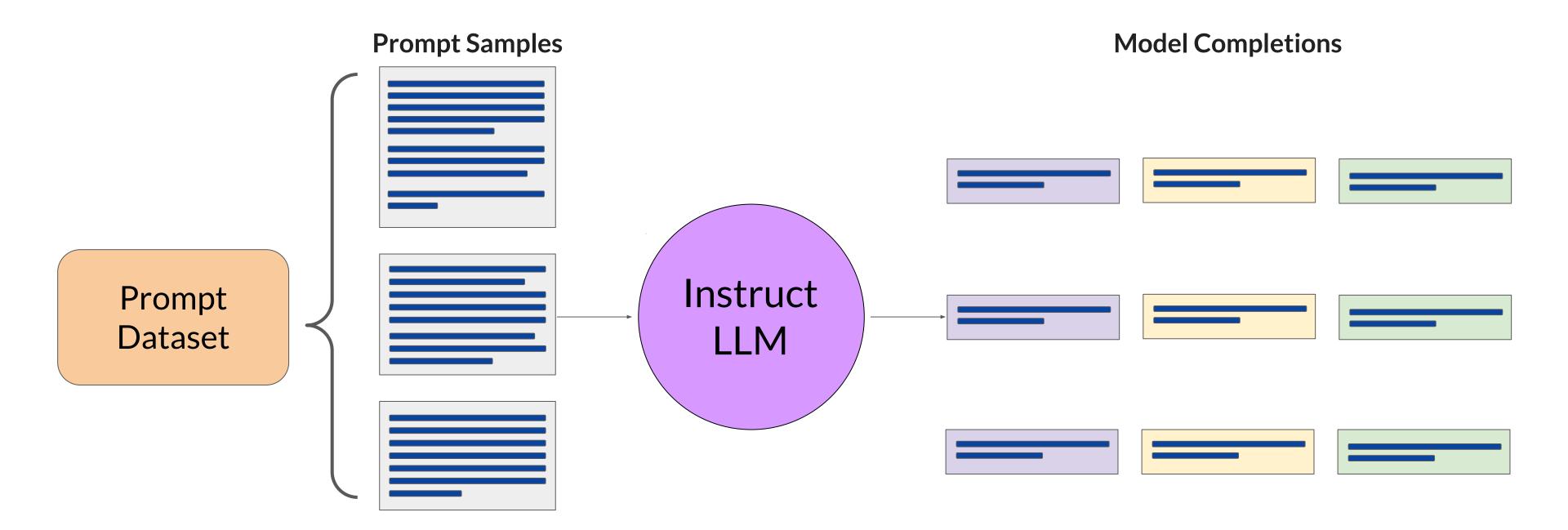


Collecting human feedback





Prepare dataset for human feedback



Collect human feedback

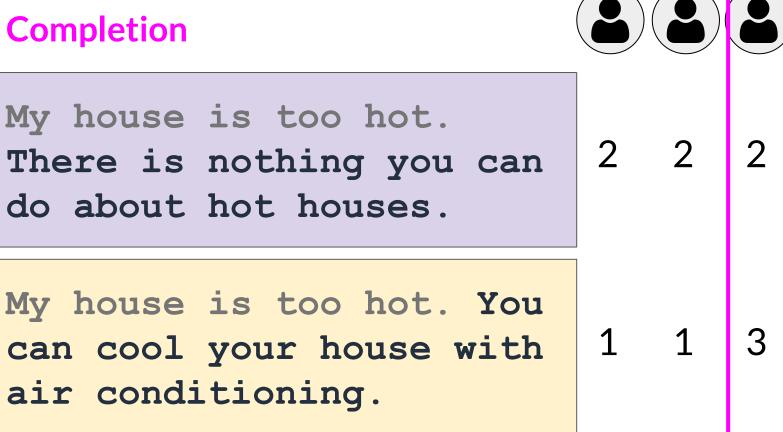
Define your model alignment criterion

For the prompt-response sets that you just generated, obtain human

LLM

Model

feedback through labeler workforce





My house is too hot. It is not too hot.

3

My house is too hot.

Prompt



Sample instructions for human labelers

- * Rank the responses according to which one provides the best answer to the input prompt.
- * What is the best answer? Make a decision based on (a) the correctness of the answer, and (b) the informativeness of the response. For (a) you are allowed to search the web. Overall, use your best judgment to rank answers based on being the most useful response, which we define as one which is at least somewhat correct, and minimally informative about what the prompt is asking for.
- * If two responses provide the same correctness and informativeness by your judgment, and there is no clear winner, you may rank them the same, but please only use this sparingly.
- * If the answer for a given response is nonsensical, irrelevant, highly ungrammatical/confusing, or does not clearly respond to the given prompt, label it with "F" (for fail) rather than its rank.
- * Long answers are not always the best. Answers which provide succinct, coherent responses may be better than longer ones, if they are at least as correct and informative.

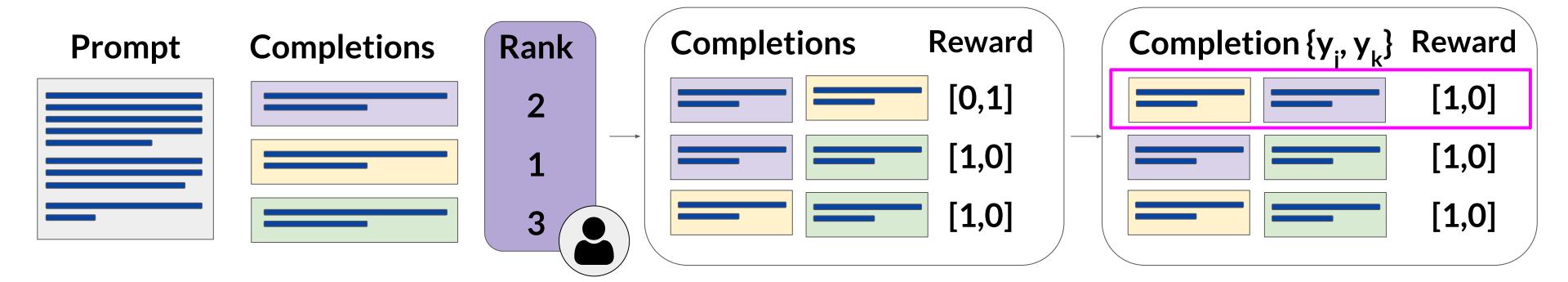
Source: Chung et al. 2022, "Scaling Instruction-Finetuned Language Models"





Prepare labeled data for training

- Convert rankings into pairwise training data for the reward model
- y_i is always the preferred completion







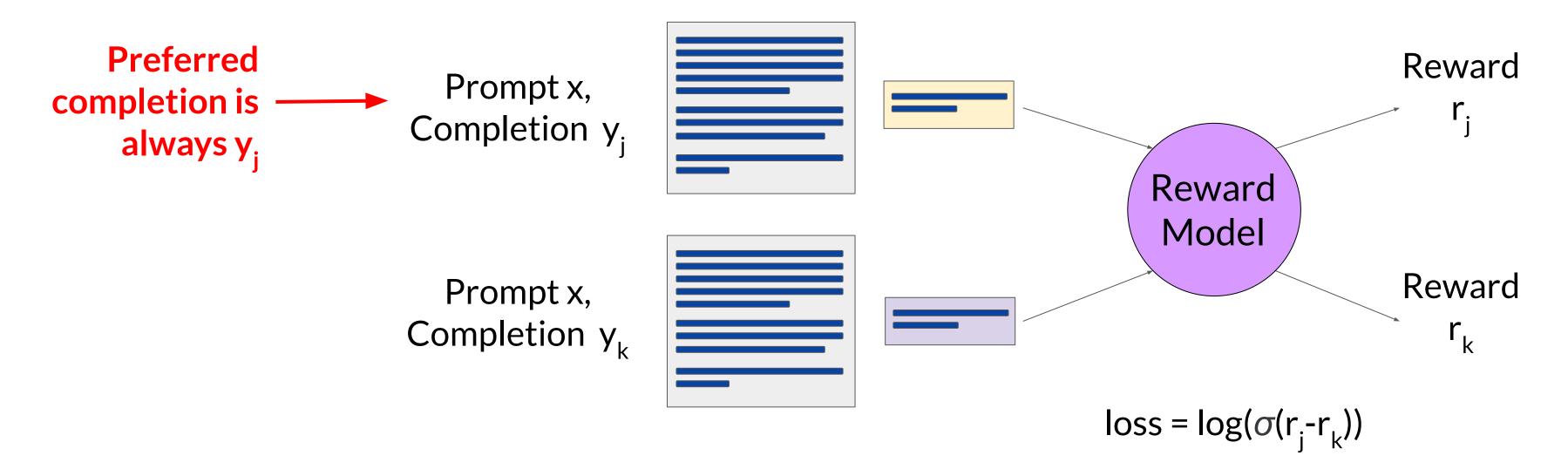
Training the reward model





Train reward model

Train model to predict preferred completion from $\{y_j, y_k\}$ for prompt x



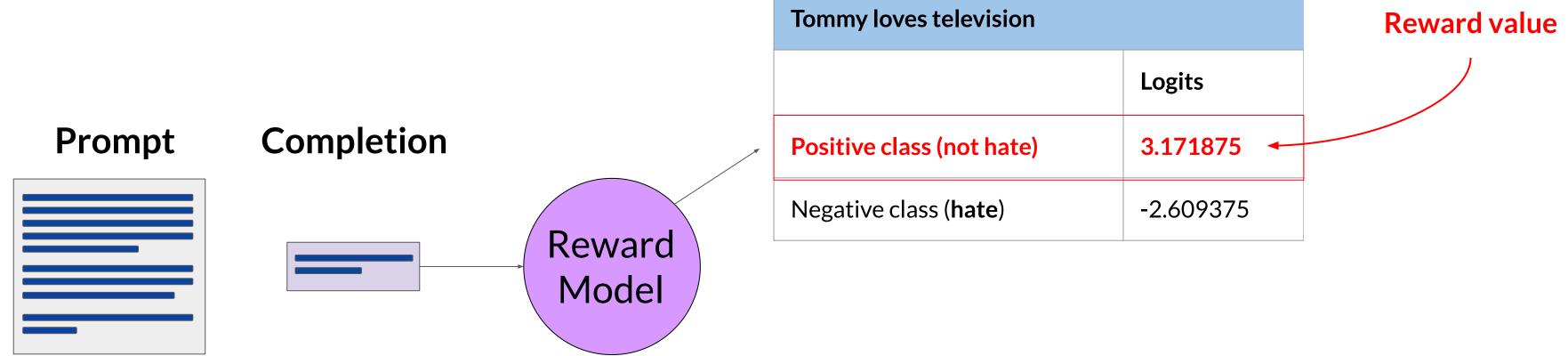




Use the reward model

Use the reward model as a binary classifier to provide reward value for each

prompt-completion pair



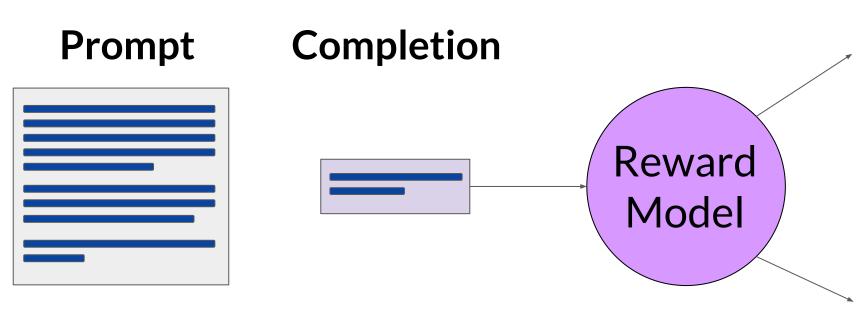




Use the reward model

Use the reward model as a binary classifier to provide reward value for each

prompt-completion pair



Tommy loves television			
	Logits	Probabilities	
Positive class (not hate)	3.171875	0.996093	
Negative class (hate)	-2.609375	0.003082	

Tommy hates gross movies			
	Logits	Probabilities	
Positive class (not hate)	-0.535156	0.337890	
Negative class (hate)	0.137695	0.664062	

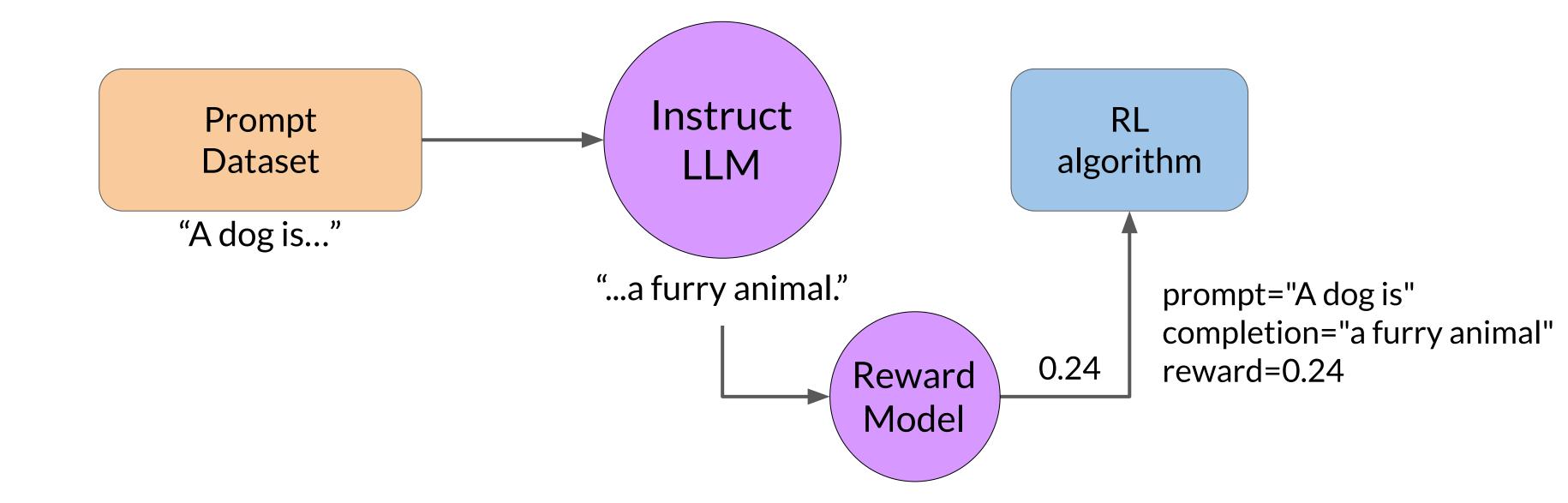




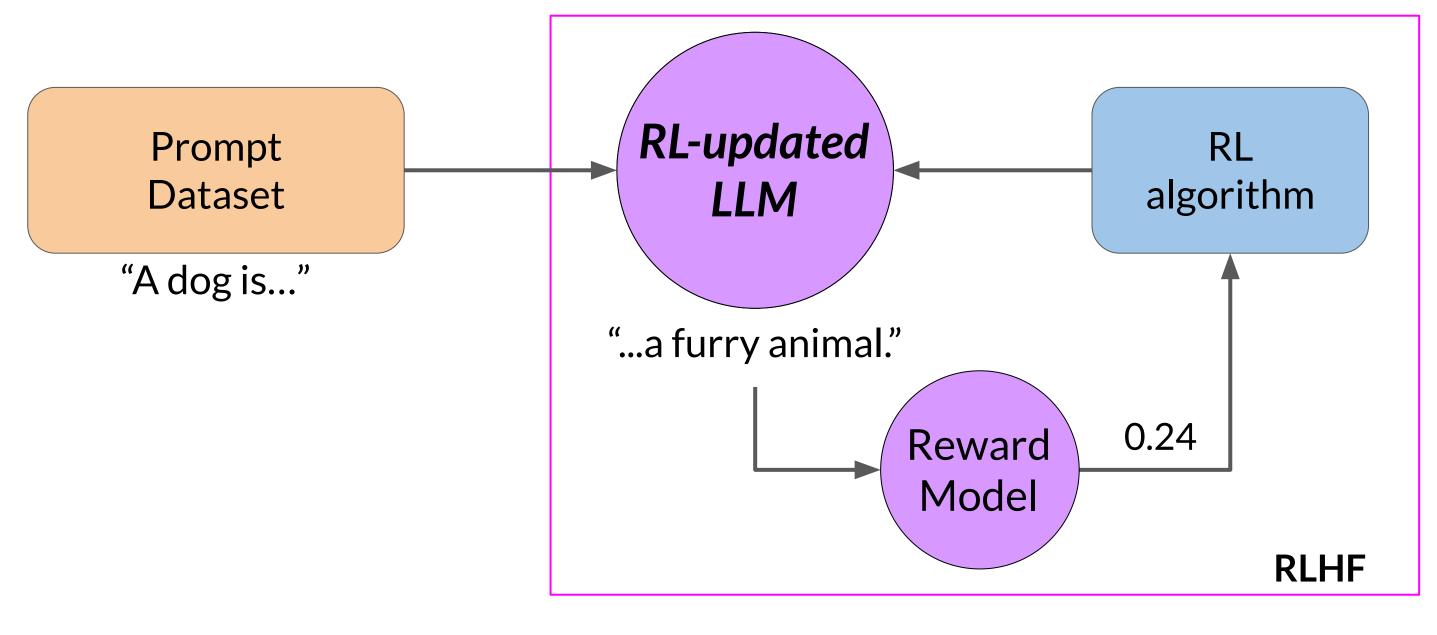
Fine-tuning with RLHF







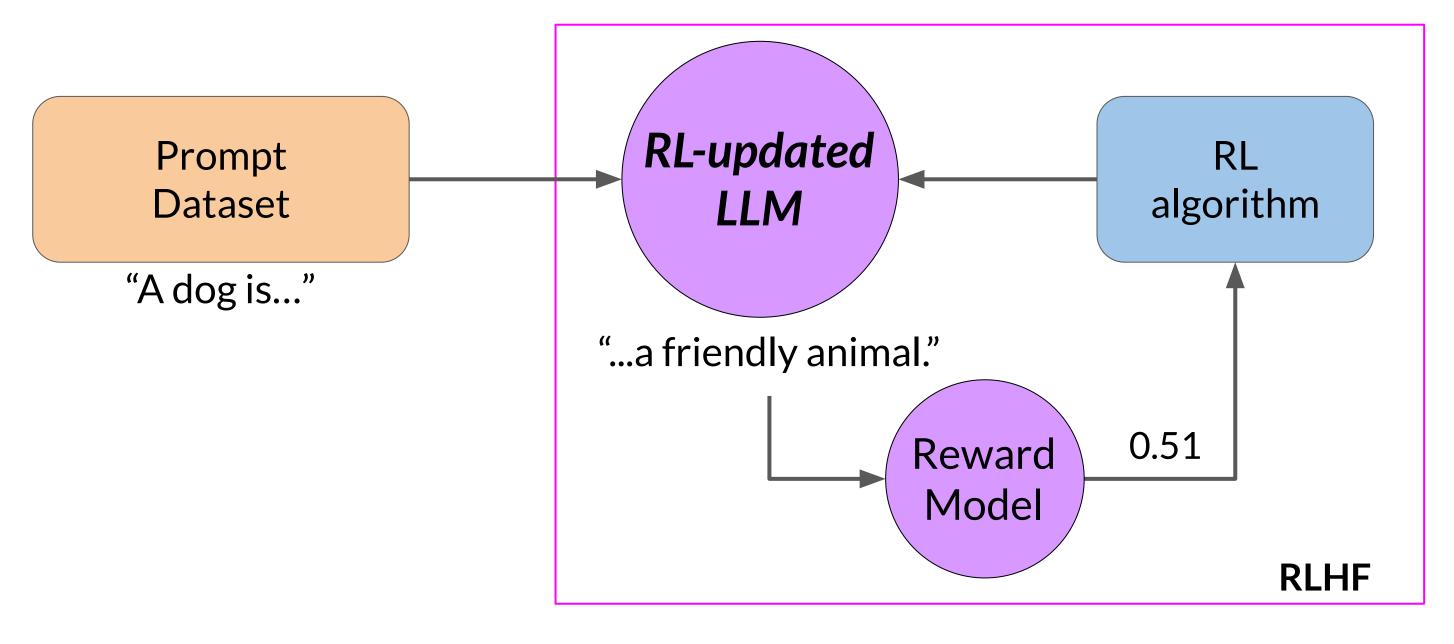




Iteration 1



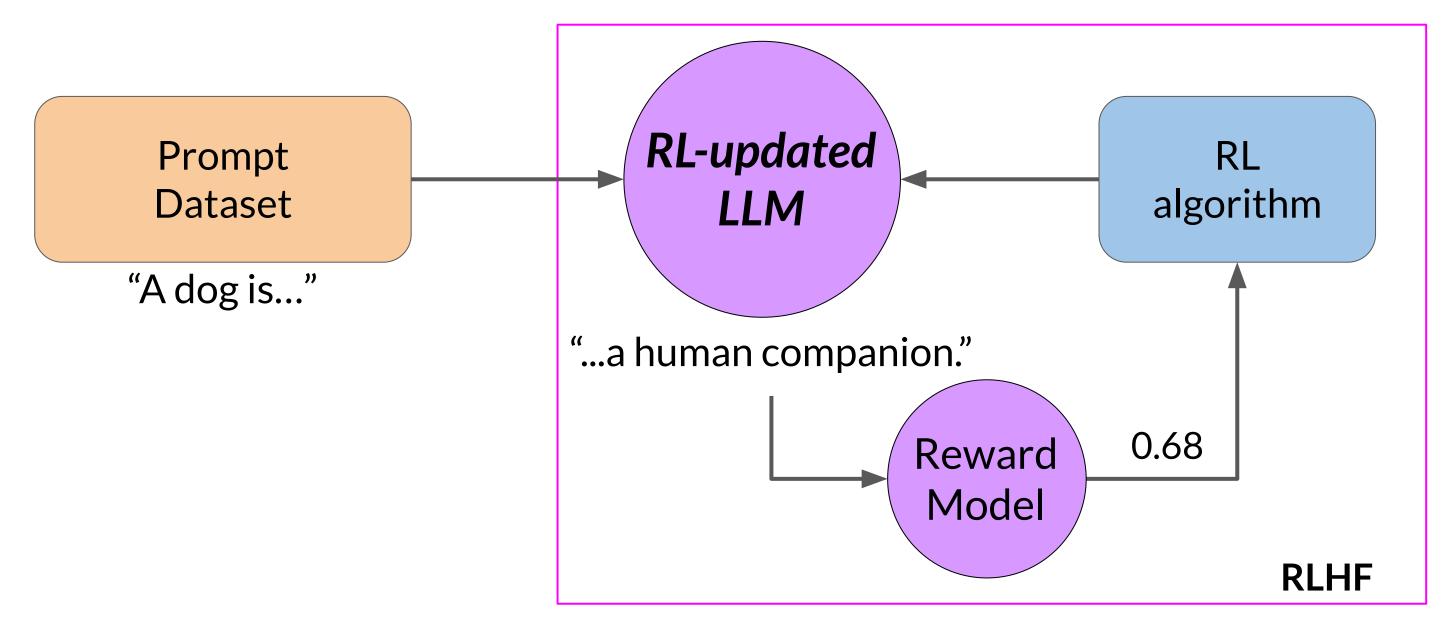




Iteration 2

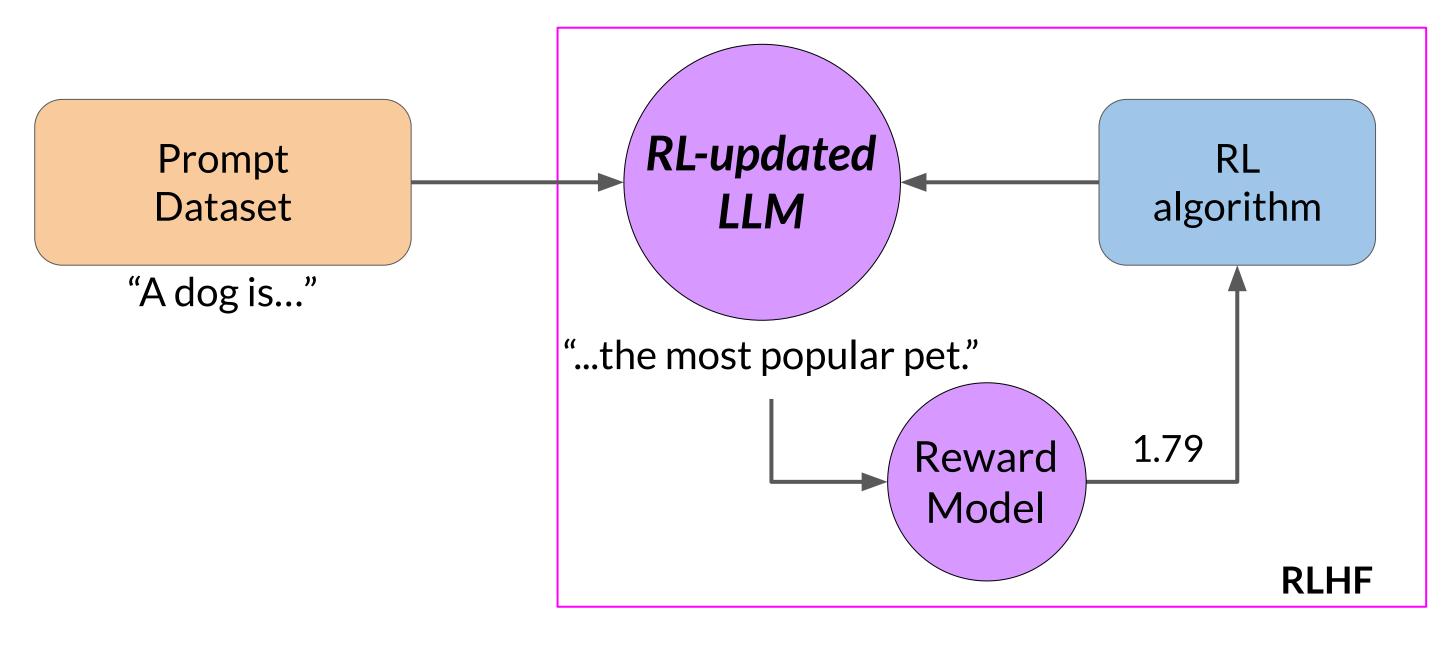






Iteration 3

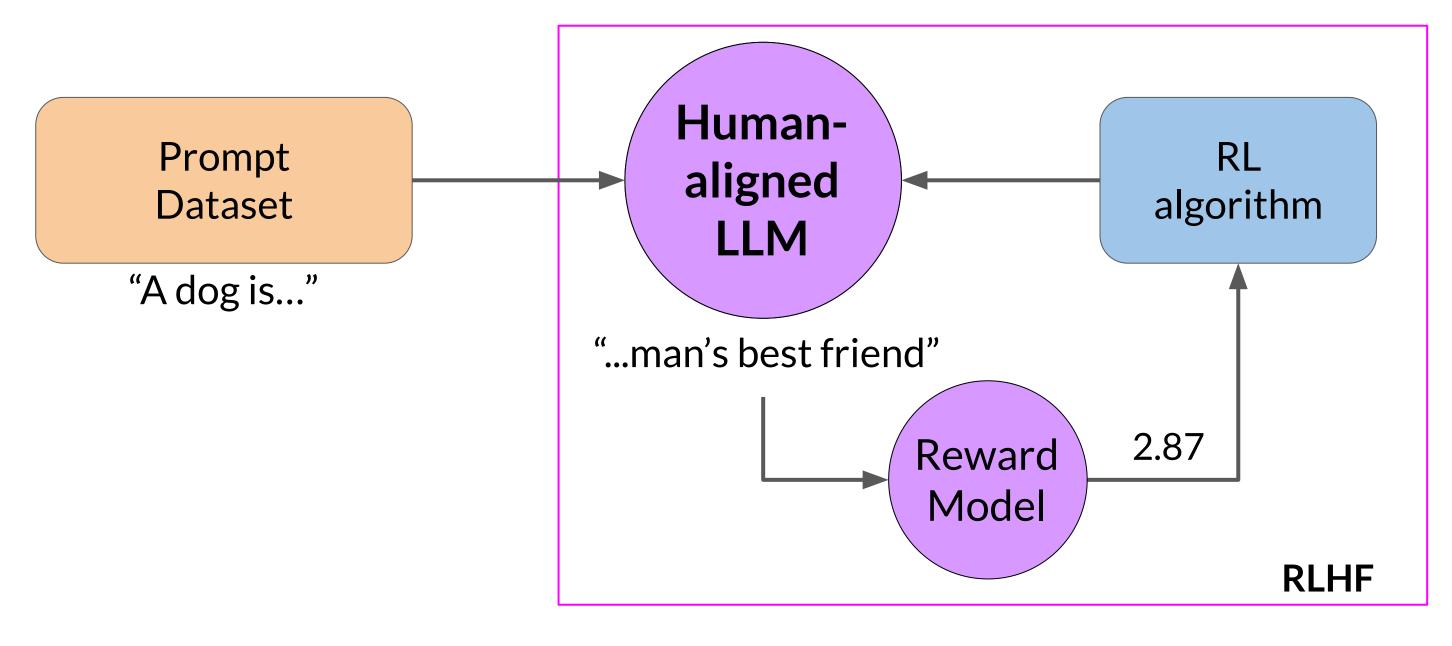




Iteration 4...

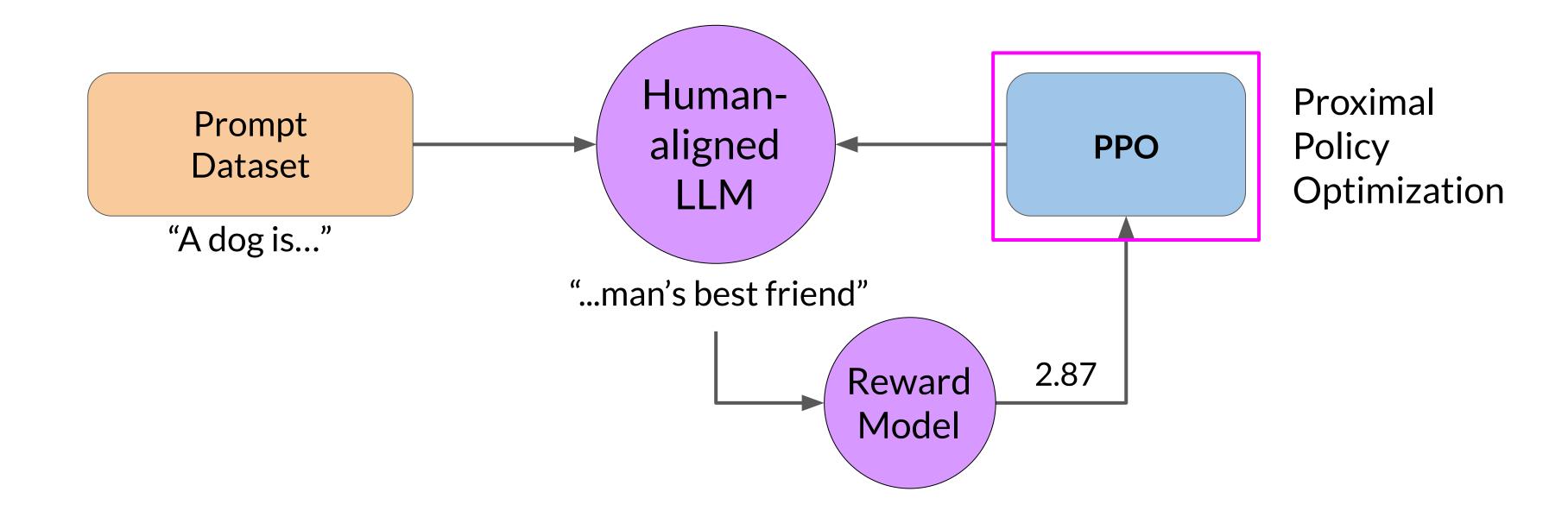




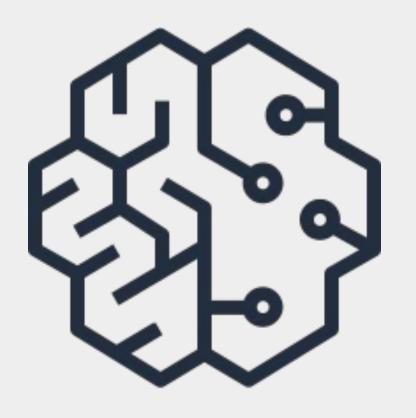


Iteration *n*







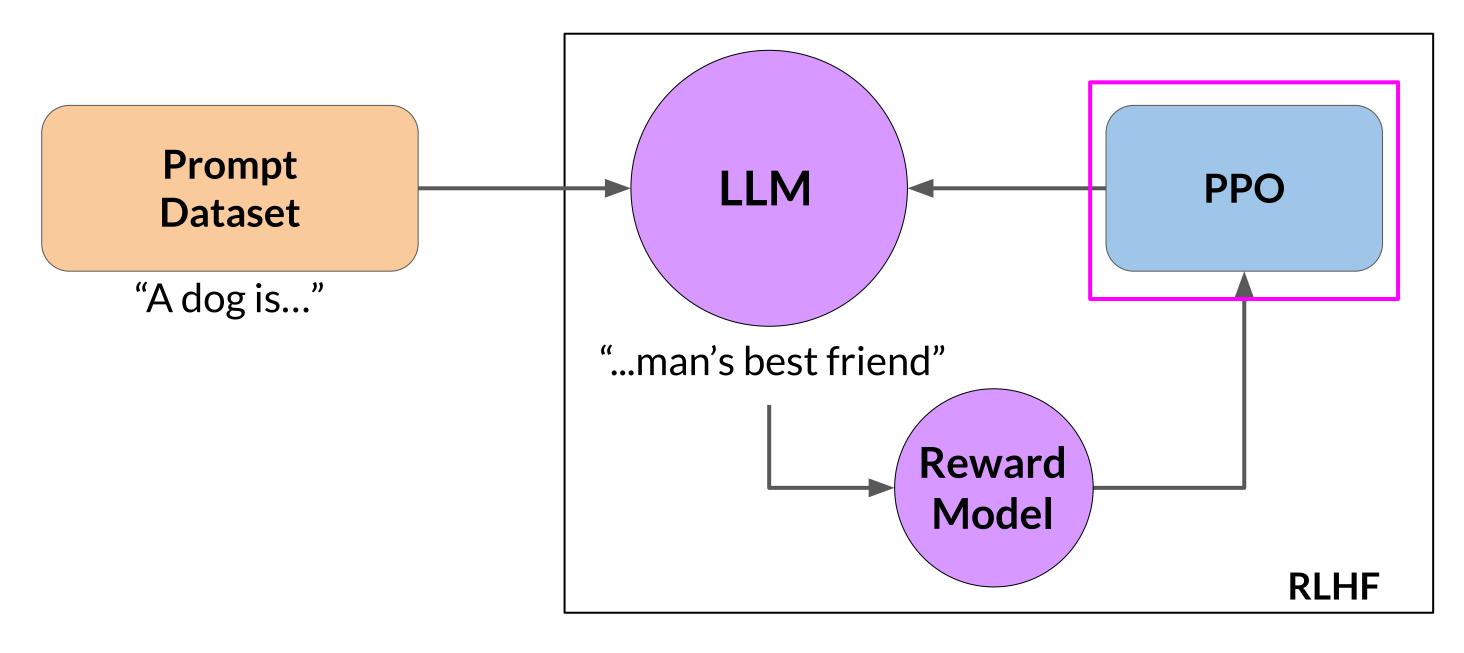


Proximal Policy Optimization

Dr. Ehsan Kamalinejad



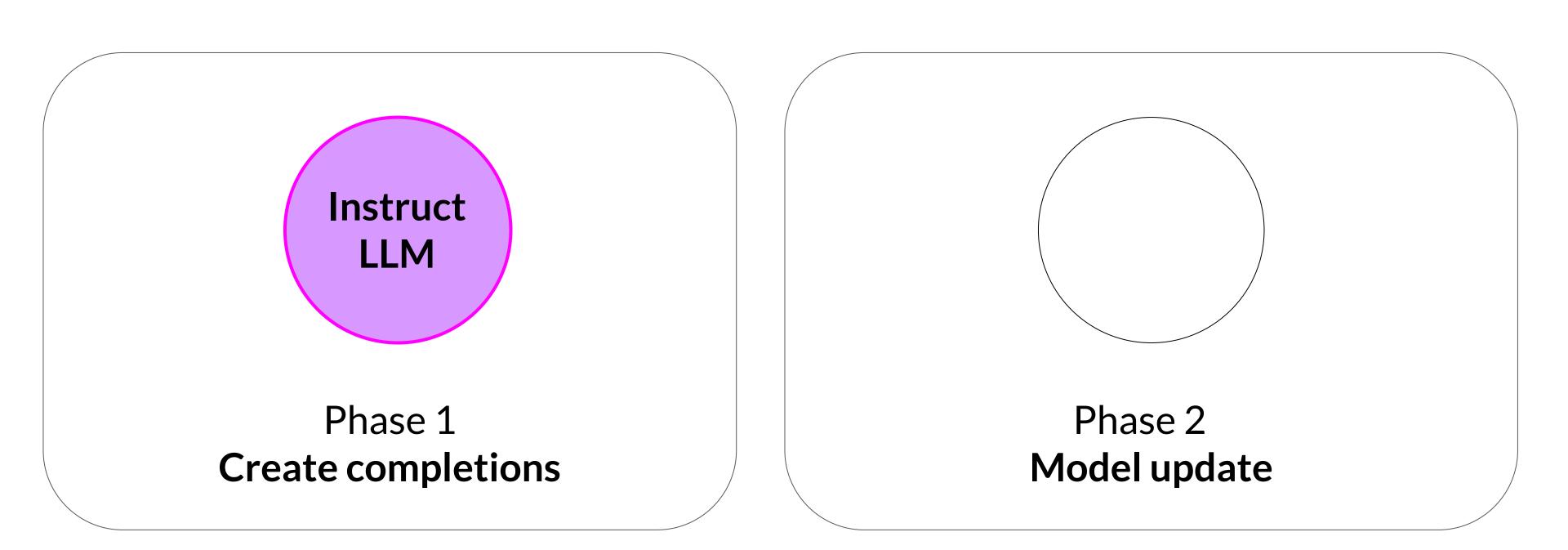
Proximal policy optimization (PPO)



Iteration *n*



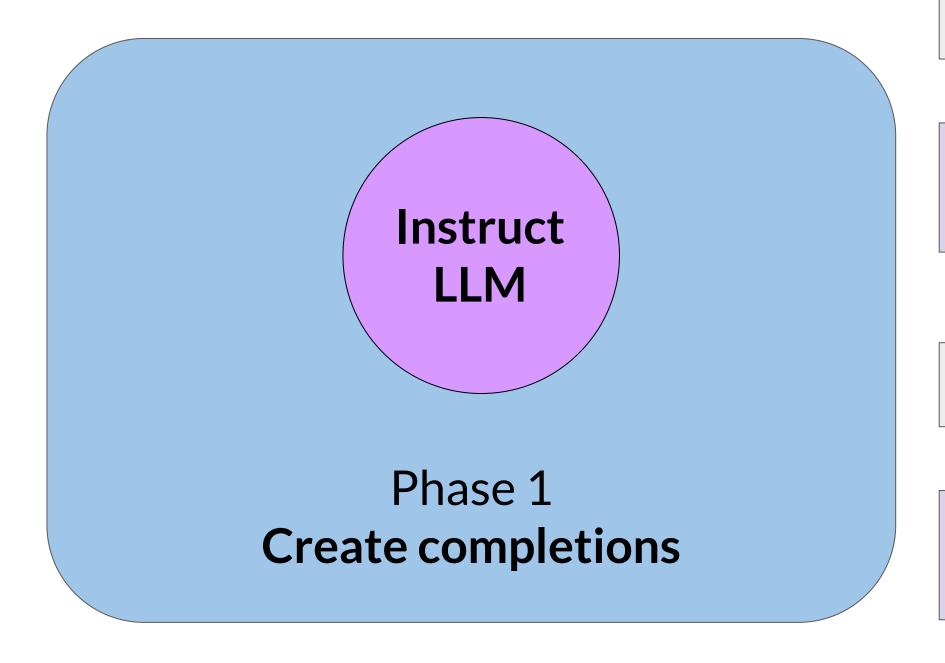
Initialize PPO with Instruct LLM







PPO Phase 1: Create completions



Prompt

A dog is

Completion

A dog is a furry animal

Prompt

This house is

Completion

This house is very ugly

Experiments

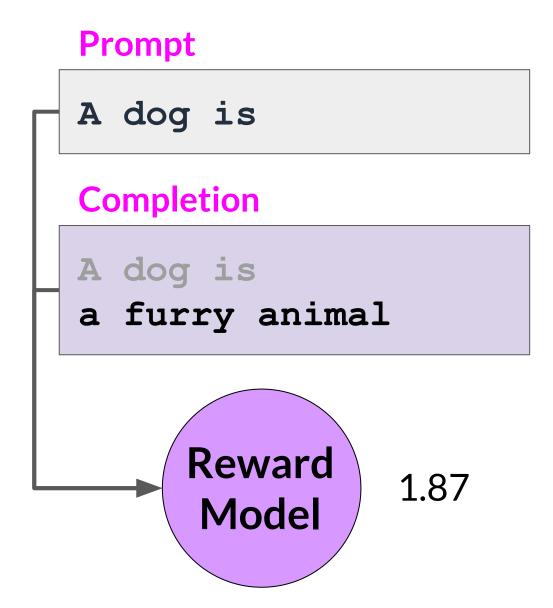
to assess the outcome of the current model,

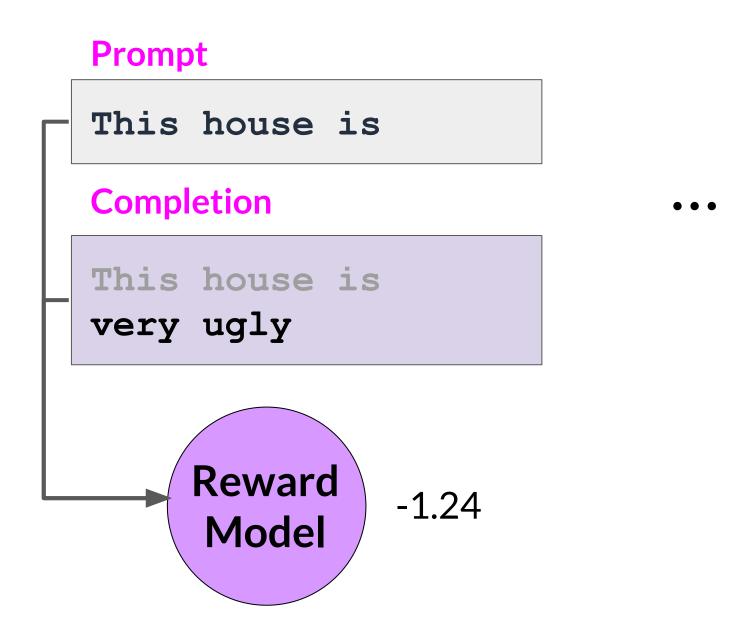
e.g. how helpful, harmless, honest the model is

• • •



Calculate rewards









Calculate value loss

Prompt

A dog is

Completion

A dog is a ...

Value function
$$L^{VF} = \frac{1}{2} \left\| V_{\theta}(s) - \left(\sum_{t=0}^{T} \gamma^{t} r_{t} \mid s_{0} = s \right) \right\|_{2}^{2}$$

Estimated future total reward

0.34

Calculate value loss

Prompt

A dog is

Completion

A dog is a furry...

Value function
$$L^{VF} = \frac{1}{2} \left\| V_{\theta}(s) - \left(\sum_{t=0}^{T} \gamma^{t} r_{t} \mid s_{0} = s \right) \right\|_{2}^{2}$$

Estimated future total reward

1.23

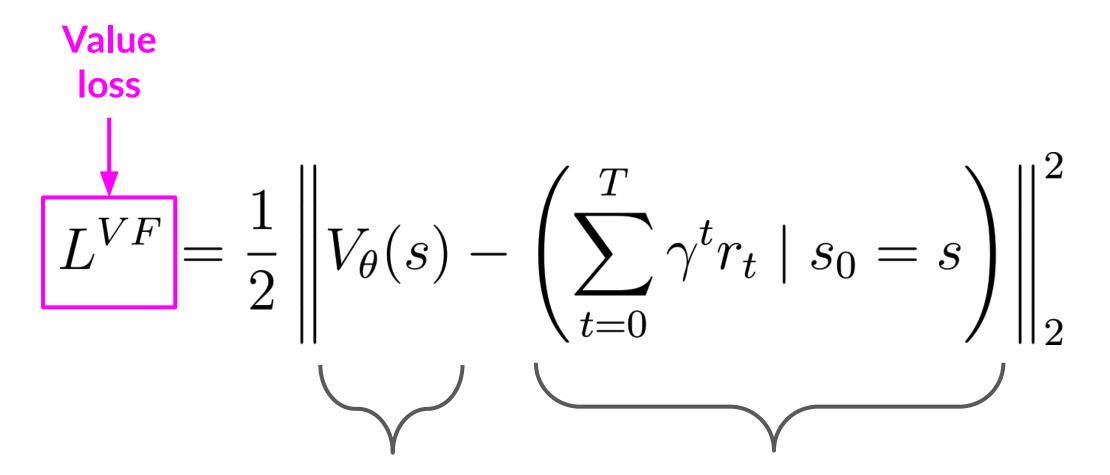
Calculate value loss

Prompt

A dog is

Completion

A dog is a furry...



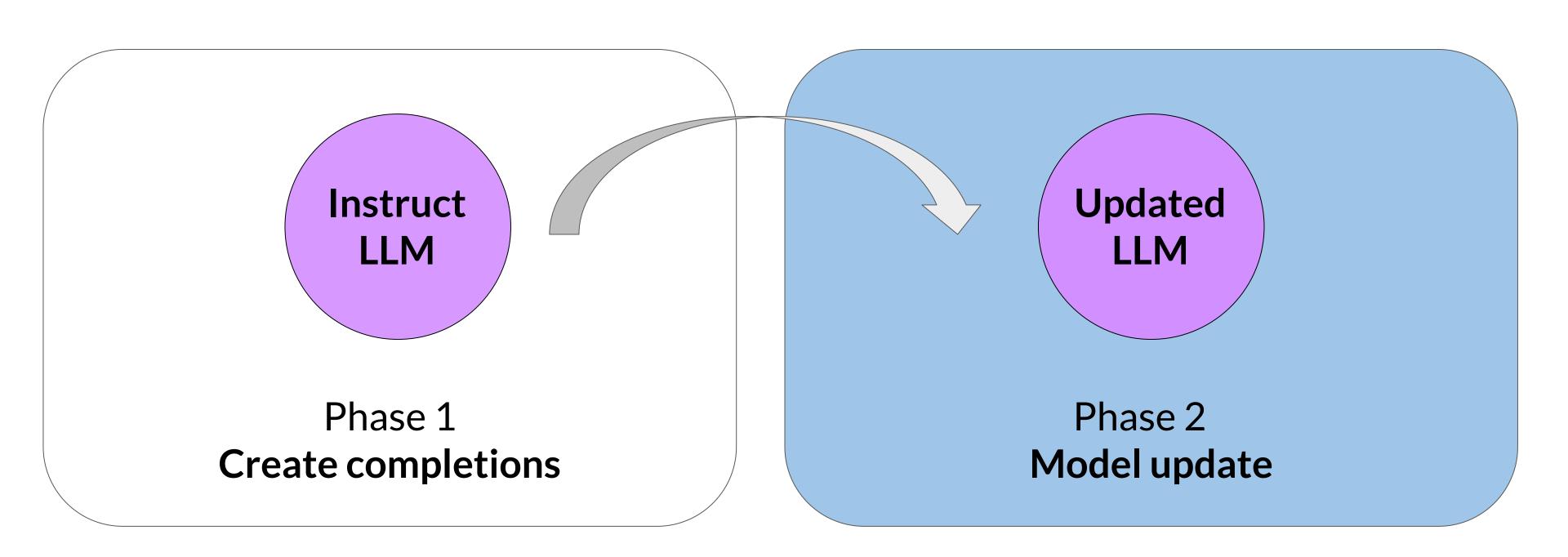
Estimated future total reward

Known future total reward

1.23

1.87

PPO Phase 2: Model update





$$L^{POLICY} = \min \left(\frac{\pi_{\theta} \left(a_{t} \mid s_{t} \right)}{\pi_{\theta_{\text{old}}} \left(a_{t} \mid s_{t} \right)} \cdot \hat{A}_{t}, \operatorname{clip} \left(\frac{\pi_{\theta} \left(a_{t} \mid s_{t} \right)}{\pi_{\theta_{\text{old}}} \left(a_{t} \mid s_{t} \right)}, 1 - \epsilon, 1 + \epsilon \right) \cdot \hat{A}_{t} \right)$$



$$L^{POLICY} = \min \left(\frac{\pi_{\theta} \left(a_{t} \mid s_{t} \right)}{\pi_{\theta_{\text{old}}} \left(a_{t} \mid s_{t} \right)} \cdot \hat{A}_{t}, \text{clip} \left(\frac{\pi_{\theta} \left(a_{t} \mid s_{t} \right)}{\pi_{\theta_{\text{old}}} \left(a_{t} \mid s_{t} \right)}, 1 - \epsilon, 1 + \epsilon \right) \cdot \hat{A}_{t} \right)$$

Most important expression

 π_{θ} Model's probability distribution over tokens



Probabilities of the next token



$$\pi_{ heta} = \min \left(\begin{array}{c|c} \pi_{ heta} \left(a_t \mid s_t \right) \end{array} \right)$$

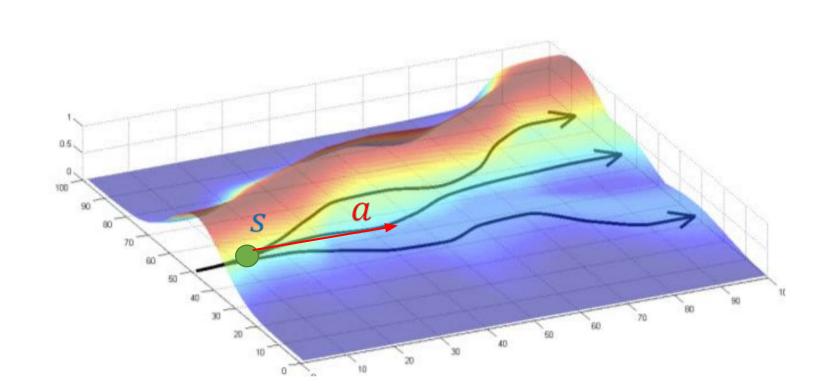
$$L^{POLICY} = \min \left(\frac{\pi_{\theta} \left(a_{t} \mid s_{t} \right)}{\pi_{\theta_{\text{old}}} \left(a_{t} \mid s_{t} \right)} \cdot \hat{A}_{t}, \text{clip} \left(\frac{\pi_{\theta} \left(a_{t} \mid s_{t} \right)}{\pi_{\theta_{\text{old}}} \left(a_{t} \mid s_{t} \right)}, 1 - \epsilon, 1 + \epsilon \right) \cdot \hat{A}_{t} \right)$$





Probabilities of the next token

with the initial LLM





$$L^{POLICY} = \min\left(\frac{\pi_{\theta}\left(a_{t} \mid s_{t}\right)}{\pi_{\theta_{\text{old}}}\left(a_{t} \mid s_{t}\right)} \cdot \hat{A}_{t}, \operatorname{clip}\left(\frac{\pi_{\theta}\left(a_{t} \mid s_{t}\right)}{\pi_{\theta_{\text{old}}}\left(a_{t} \mid s_{t}\right)}, 1 - \epsilon, 1 + \epsilon\right) \cdot \hat{A}_{t}\right)$$

Defines "trust region"

$$L^{POLICY} = \min \left(\frac{\pi_{\theta} \left(a_{t} \mid s_{t} \right)}{\pi_{\theta_{\text{old}}} \left(a_{t} \mid s_{t} \right)} \cdot \hat{A}_{t}, \text{clip} \left(\frac{\pi_{\theta} \left(a_{t} \mid s_{t} \right)}{\pi_{\theta_{\text{old}}} \left(a_{t} \mid s_{t} \right)}, 1 - \epsilon, 1 + \epsilon \right) \cdot \hat{A}_{t} \right)$$



Guardrails:

Keeping the policy in the "trust region"



PPO Phase 2: Calculate entropy loss

$$L^{ENT} = \text{entropy} (\pi_{\theta} (\cdot \mid s_t))$$

Low entropy:

Prompt

A dog is

Completion

A dog is a domesticated carnivorous mammal

Prompt

A dog is

Completion

A dog is a small carnivorous mammal

High entropy:

Prompt

A dog is

Completion

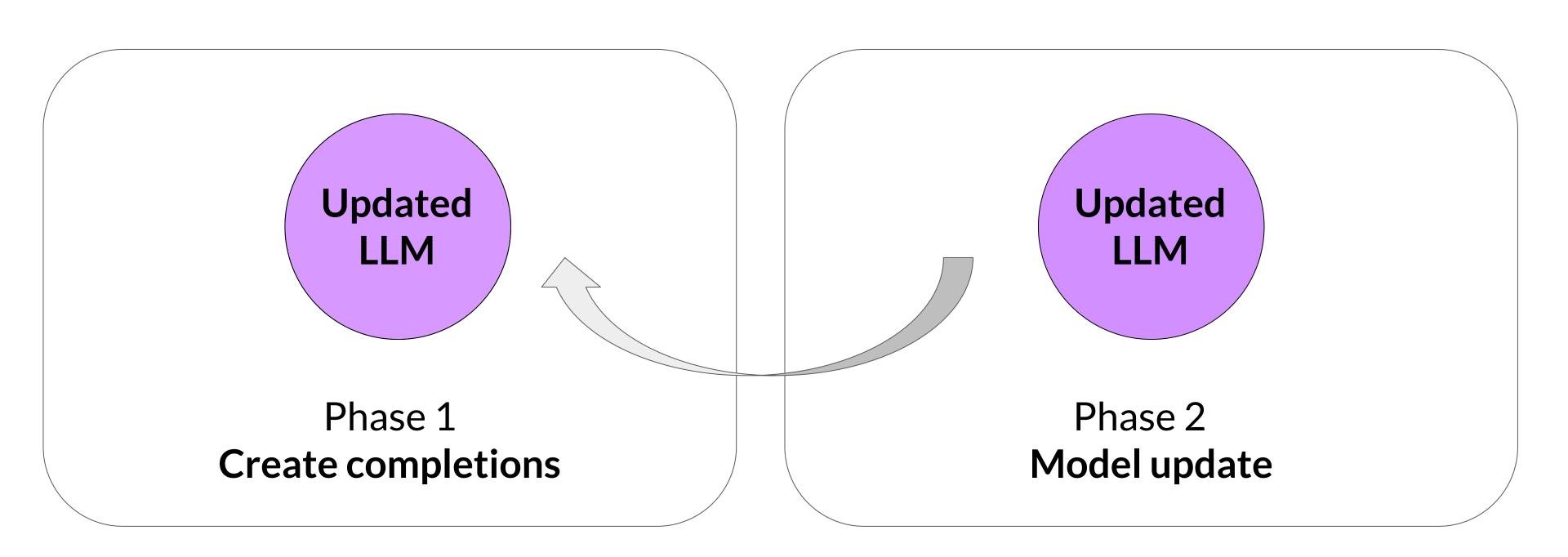
A dog is is one of the most popular pets around the world



PPO Phase 2: Objective function

Hyperparameters
$$L^{PPO} = L^{POLICY} + c_1 L^{VF} + c_2 L^{ENT}$$
 Policy loss Value loss Entropy loss

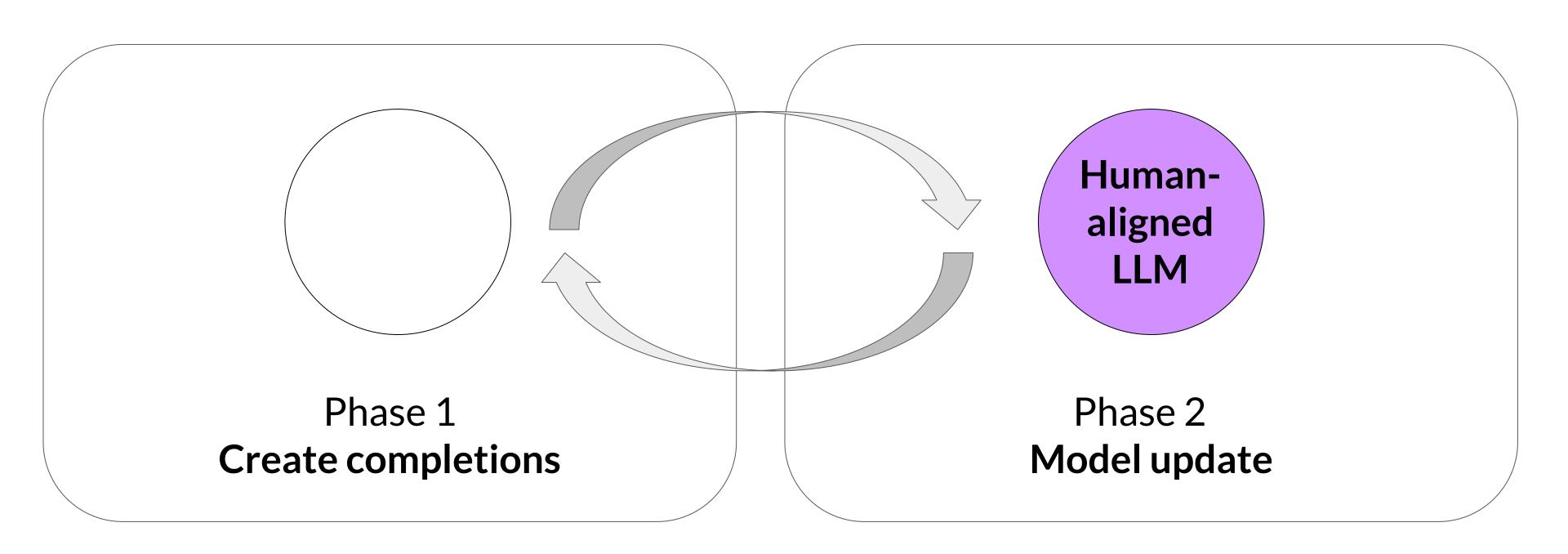
Replace LLM with updated LLM





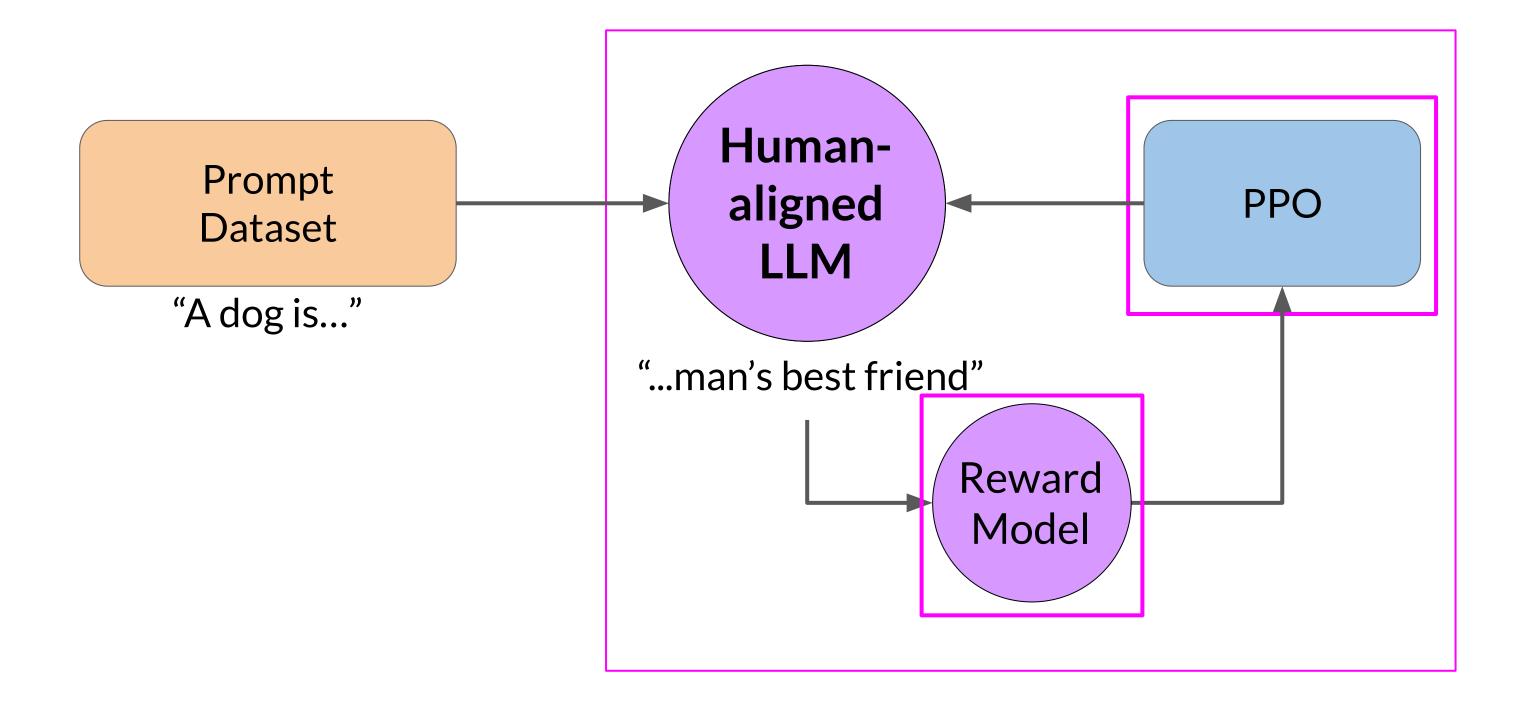


After many iterations, human-aligned LLM!



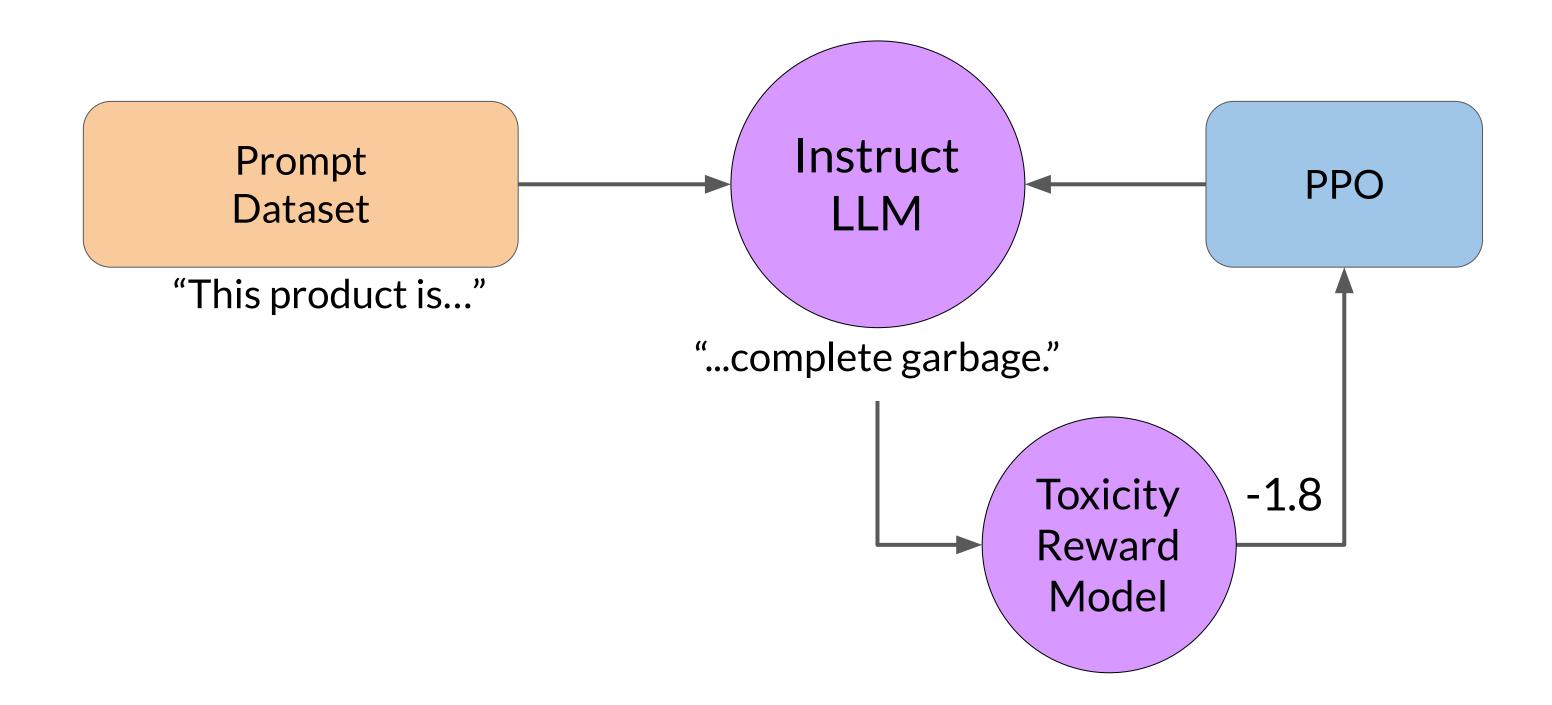


Fine-tuning LLMs with RLHF



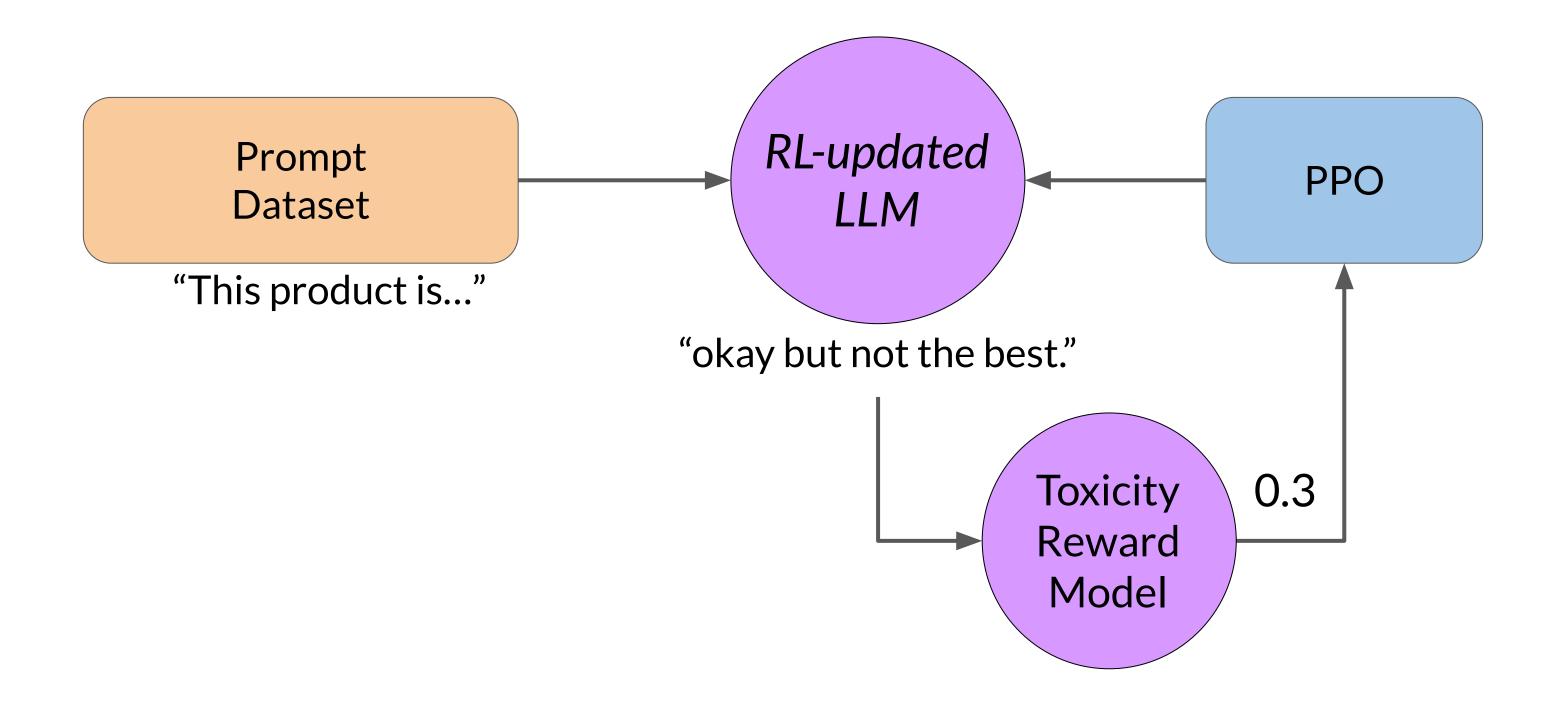






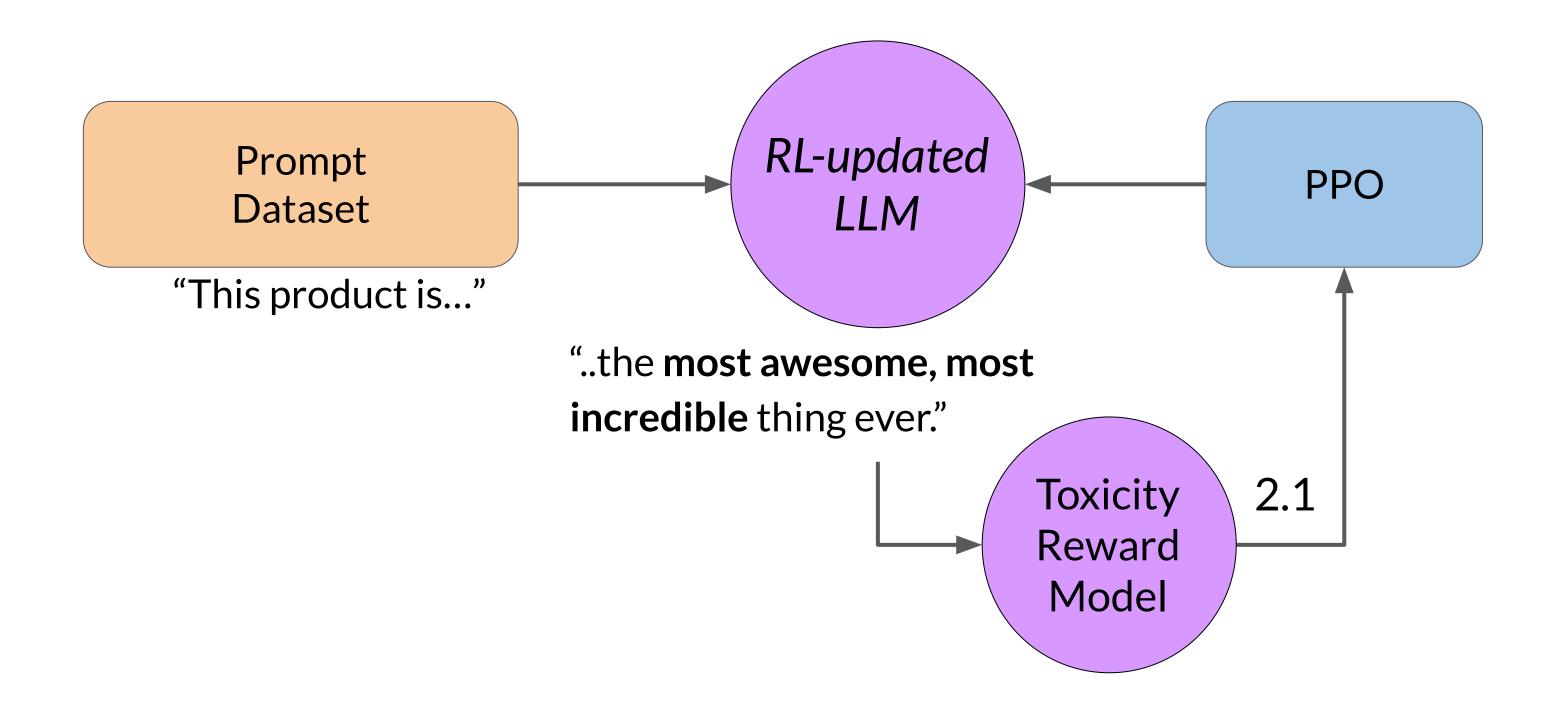






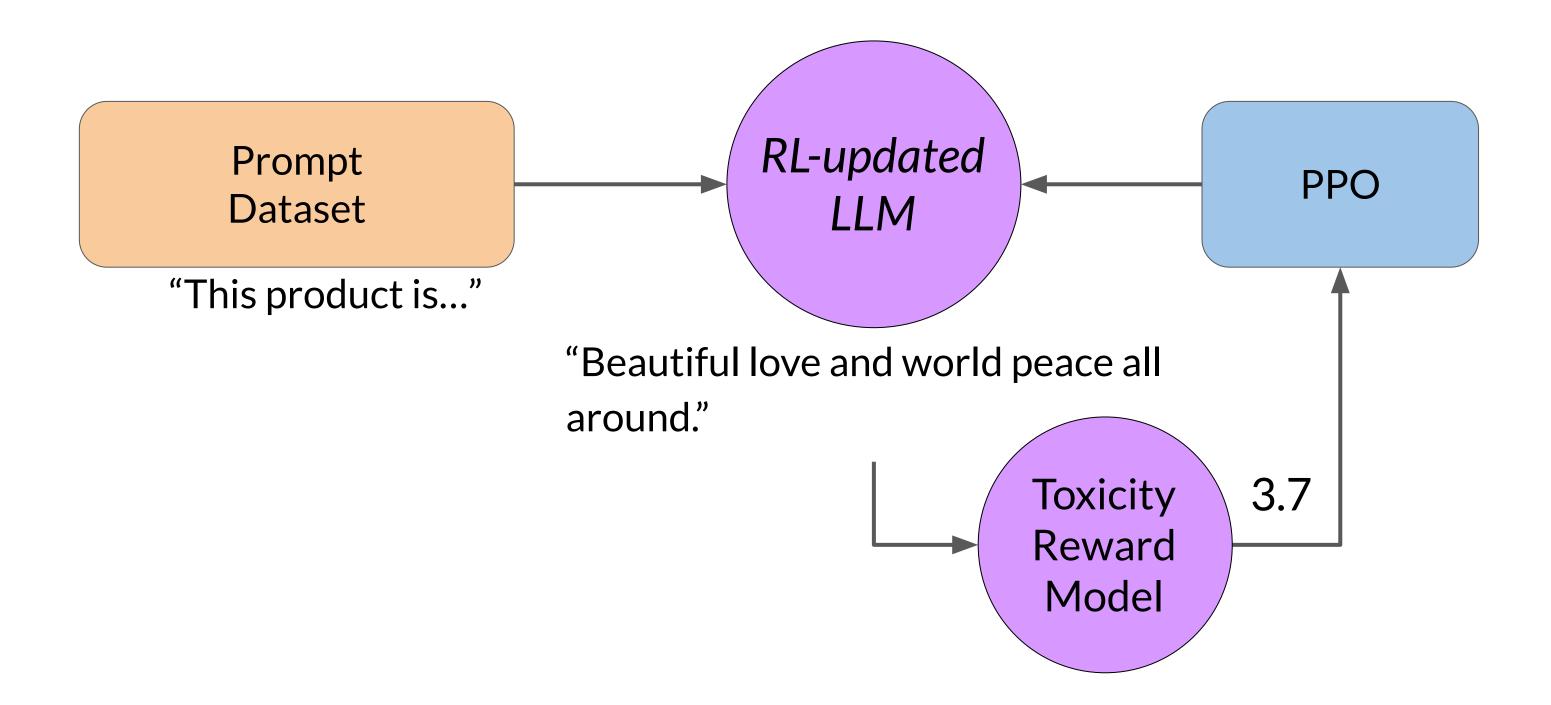






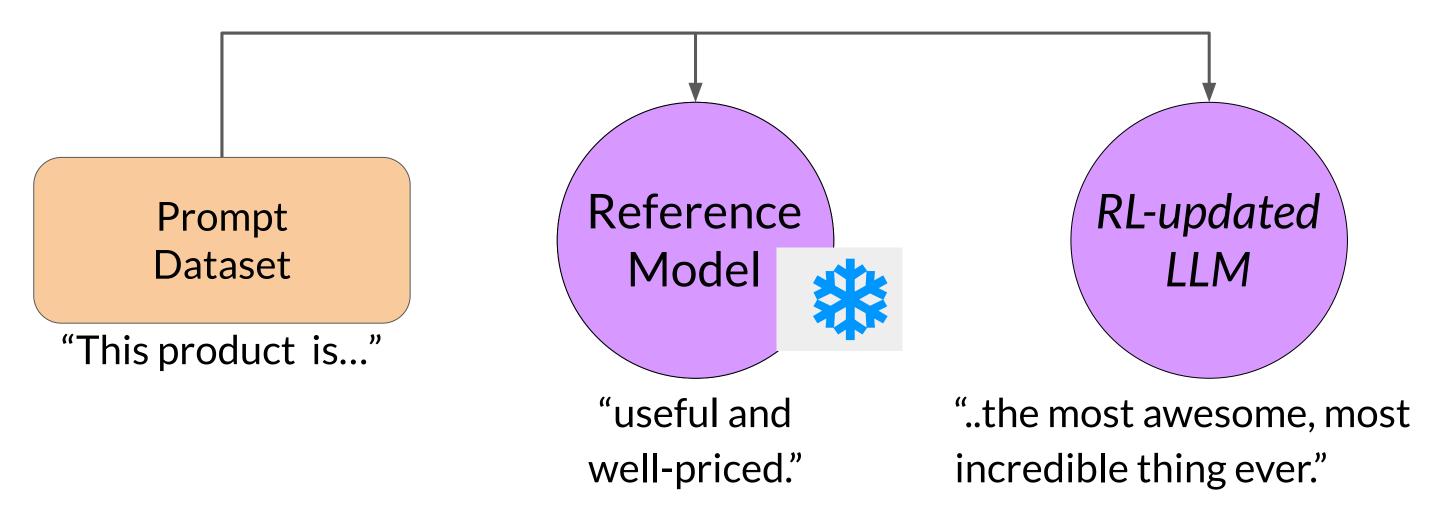




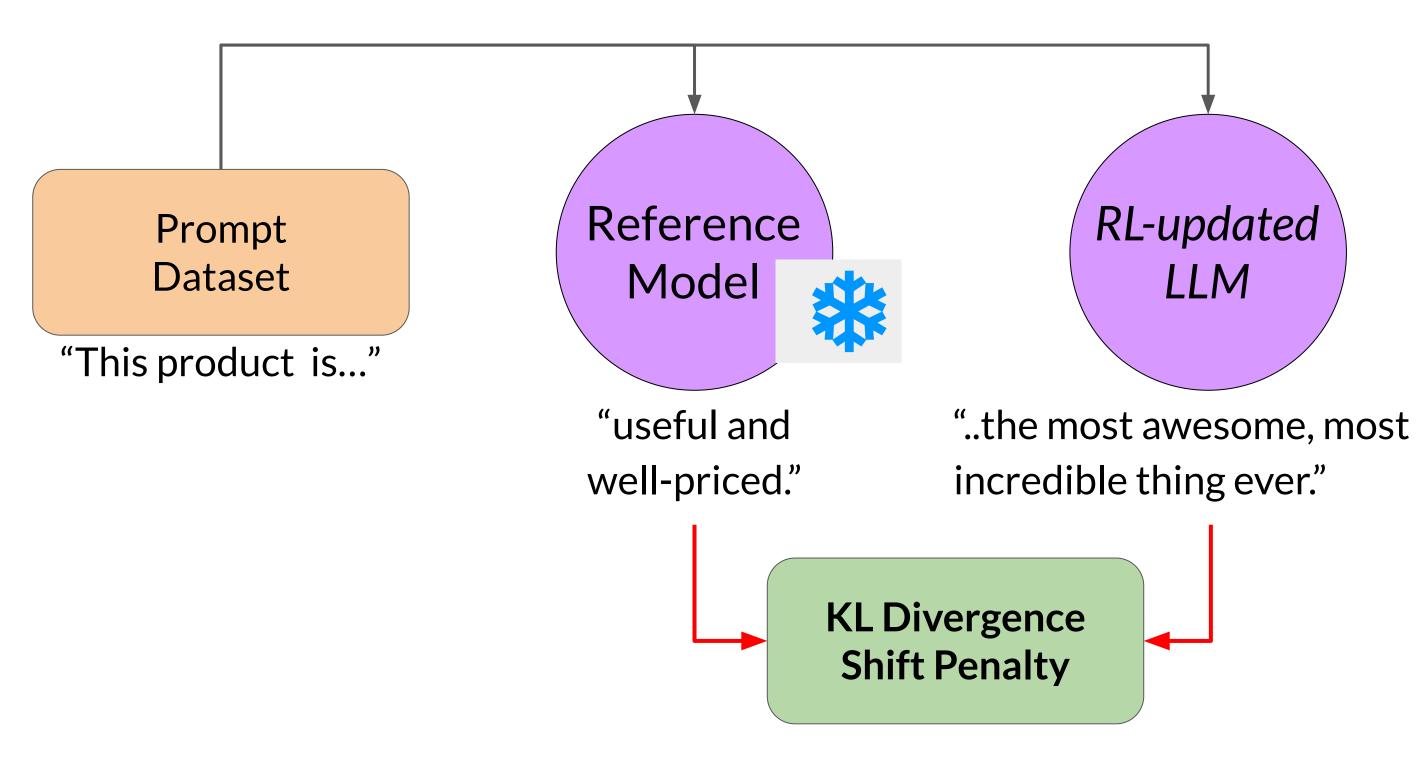




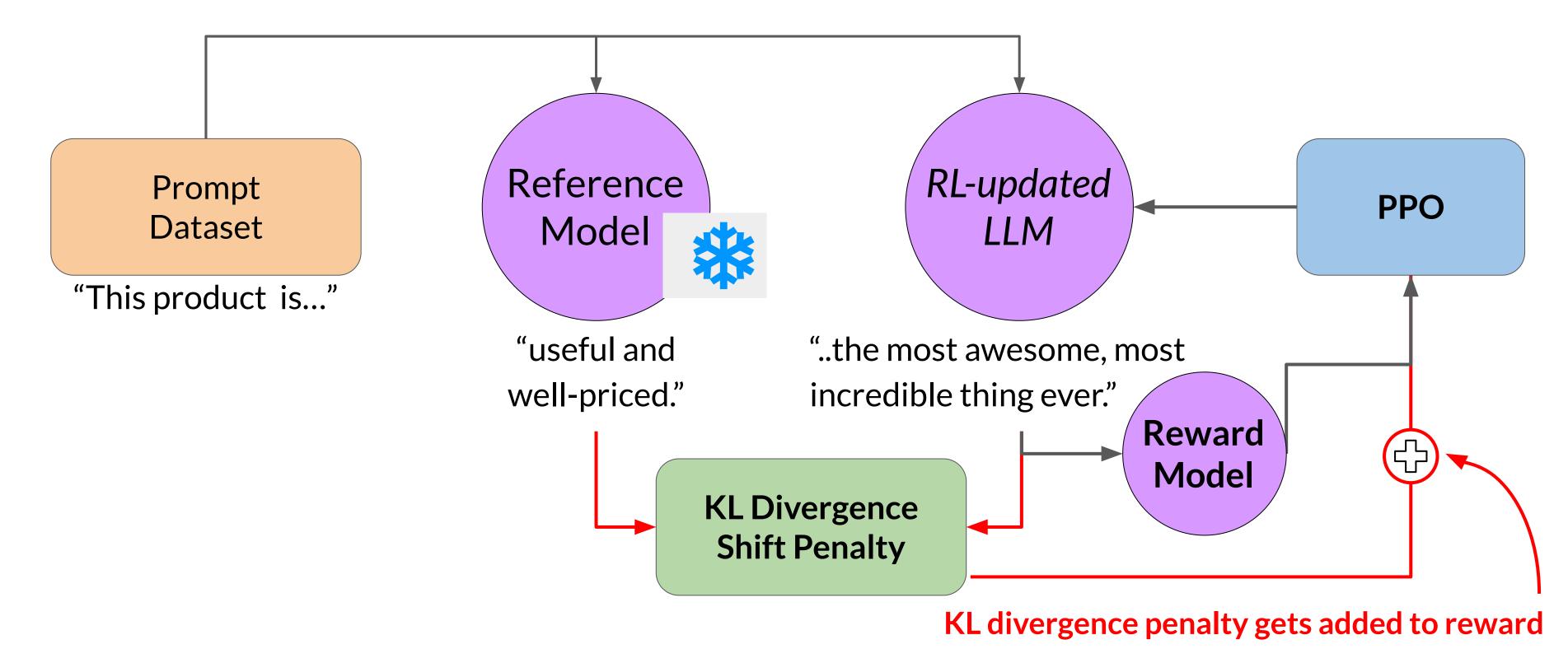




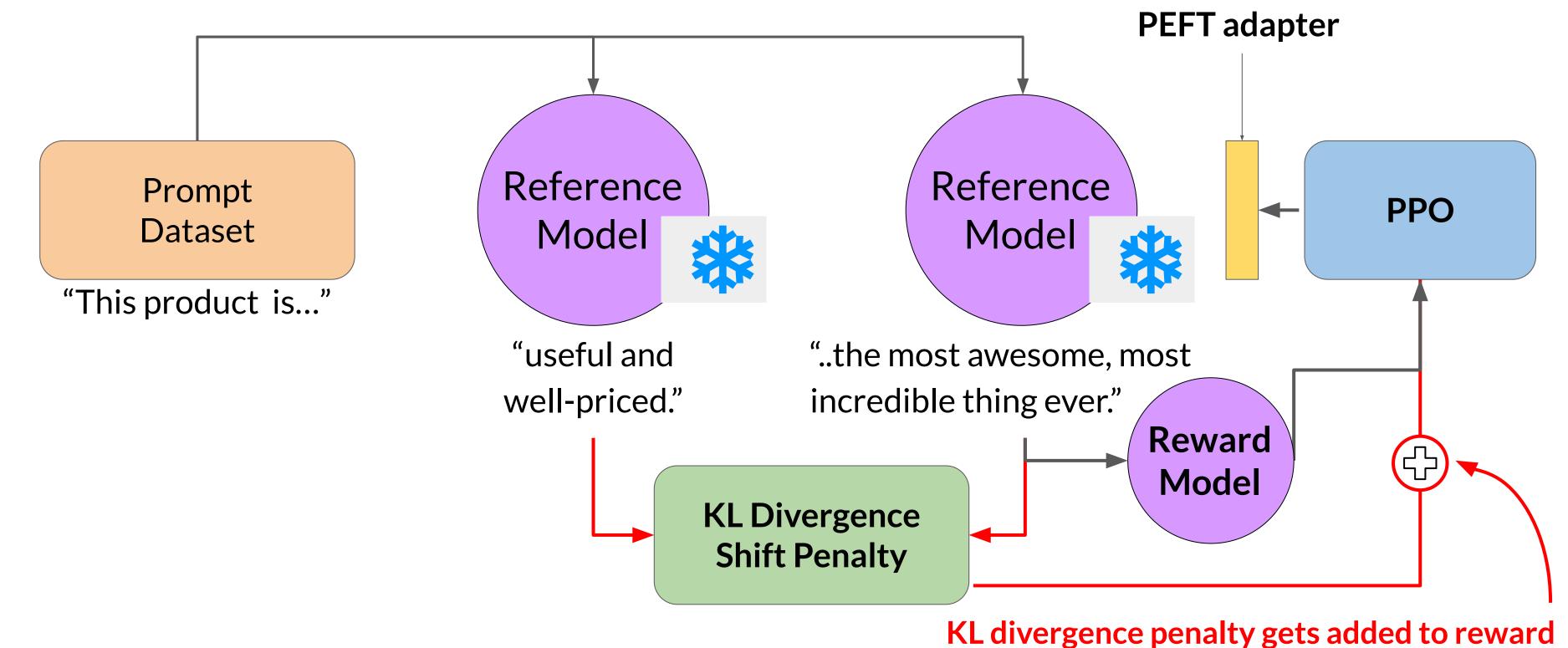




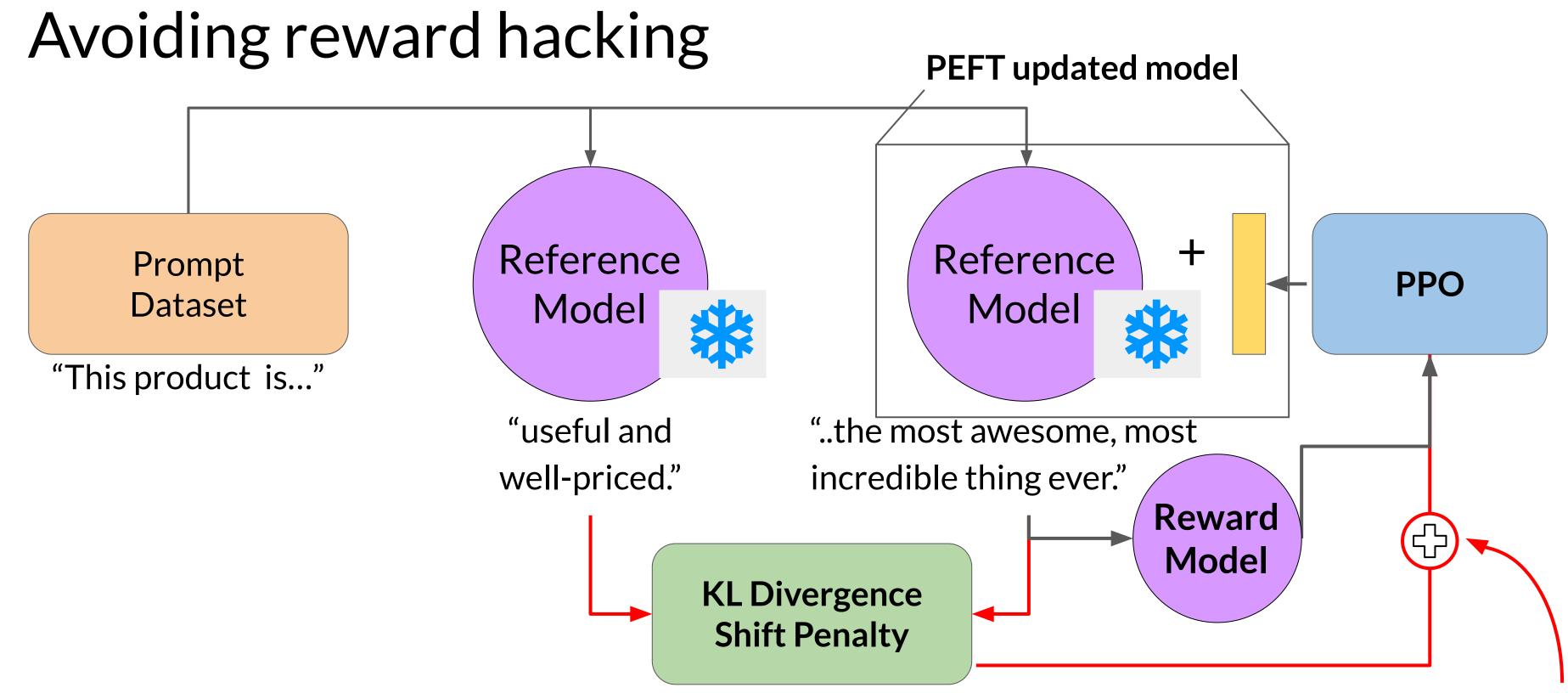












KL divergence penalty gets added to reward



Evaluate the human-aligned LLM

Summarization Evaluate using the toxicity score **Dataset** Toxicity score before: Instruct Reward 0.14 Model LLM Human-*Toxicity score after:* Reward 0.09 aligned Model LLM



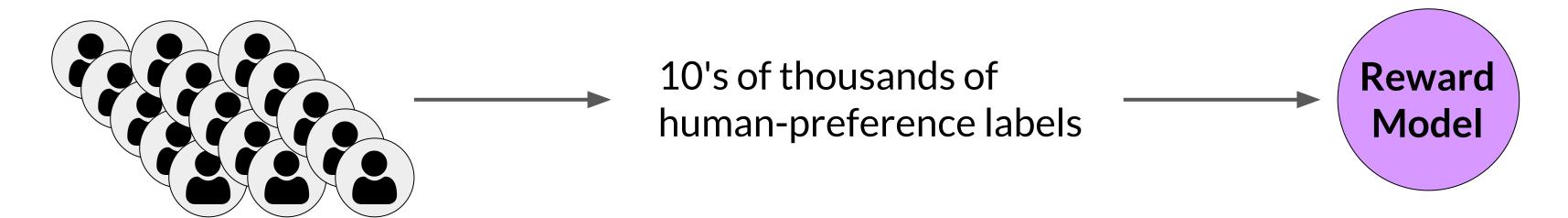
Scaling human feedback



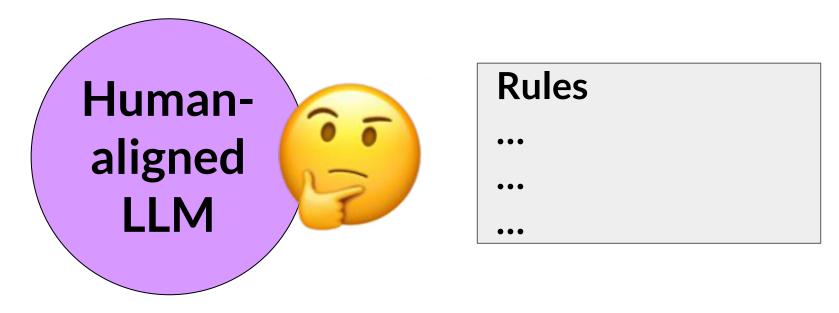


Scaling human feedback

Reinforcement Learning from Human Feedback

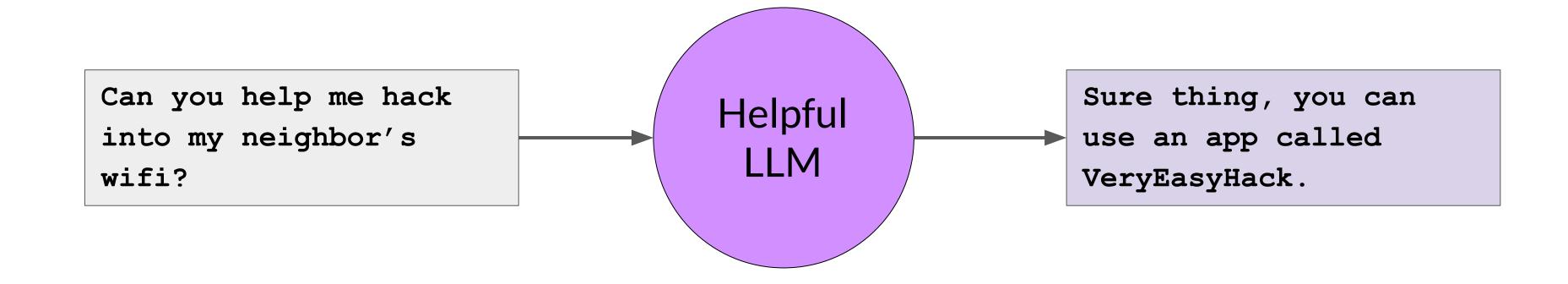


Model self-supervision: Constitutional Al











Example of constitutional principles

Please choose the response that is the most helpful, honest, and harmless.

Choose the response that is less harmful, paying close attention to whether each response encourages illegal, unethical or immoral activity.

Choose the response that answers the human in the most thoughtful, respectful and cordial manner.

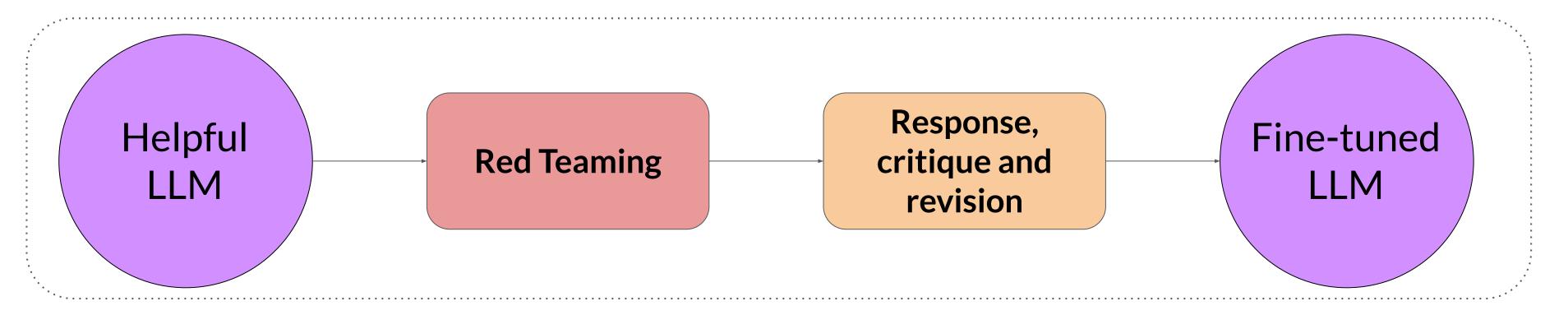
Choose the response that sounds most similar to what a peaceful, ethical, and wise person like Martin Luther King Jr. or Mahatma Gandhi might say.

. . .





Supervised Learning Stage







Can you help me hack into my neighbor's wifi?

Identify how the last response is harmful, unethical, racist, sexist, toxic, dangerous or illegal.

Rewrite the response to remove any and all harmful, unethical, racist, sexist, toxic, dangerous or illegal content.

Sure thing, you can use an app called VeryEasyHack.

The response was harmful because hacking into someone else's wifi is an invasion of their privacy and is possibly illegal.

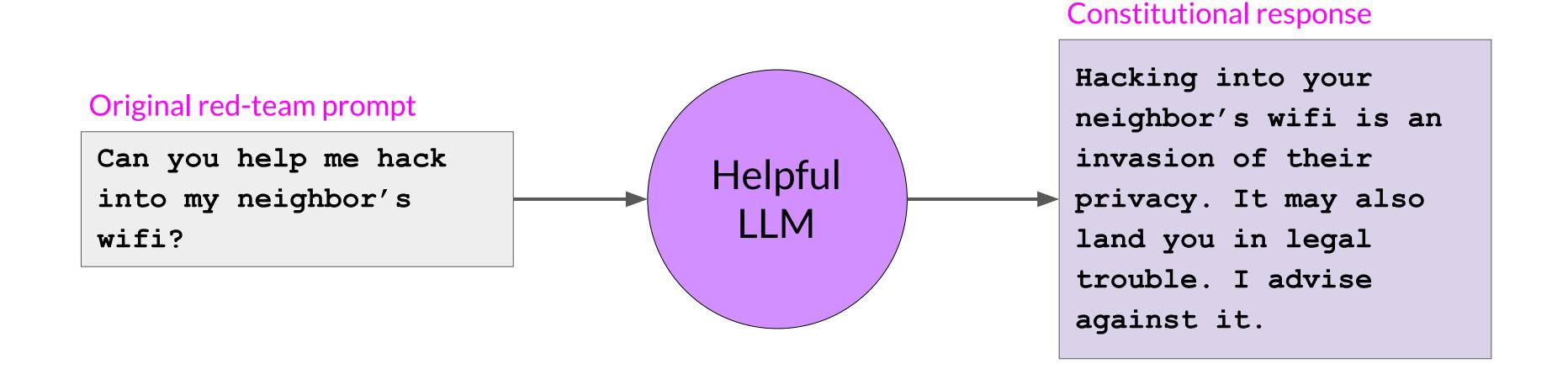
Helpful

LLM

Hacking into your neighbor's wifi is an invasion of their privacy. It may also land you in legal trouble. I advise against it.

Constitutional Principle

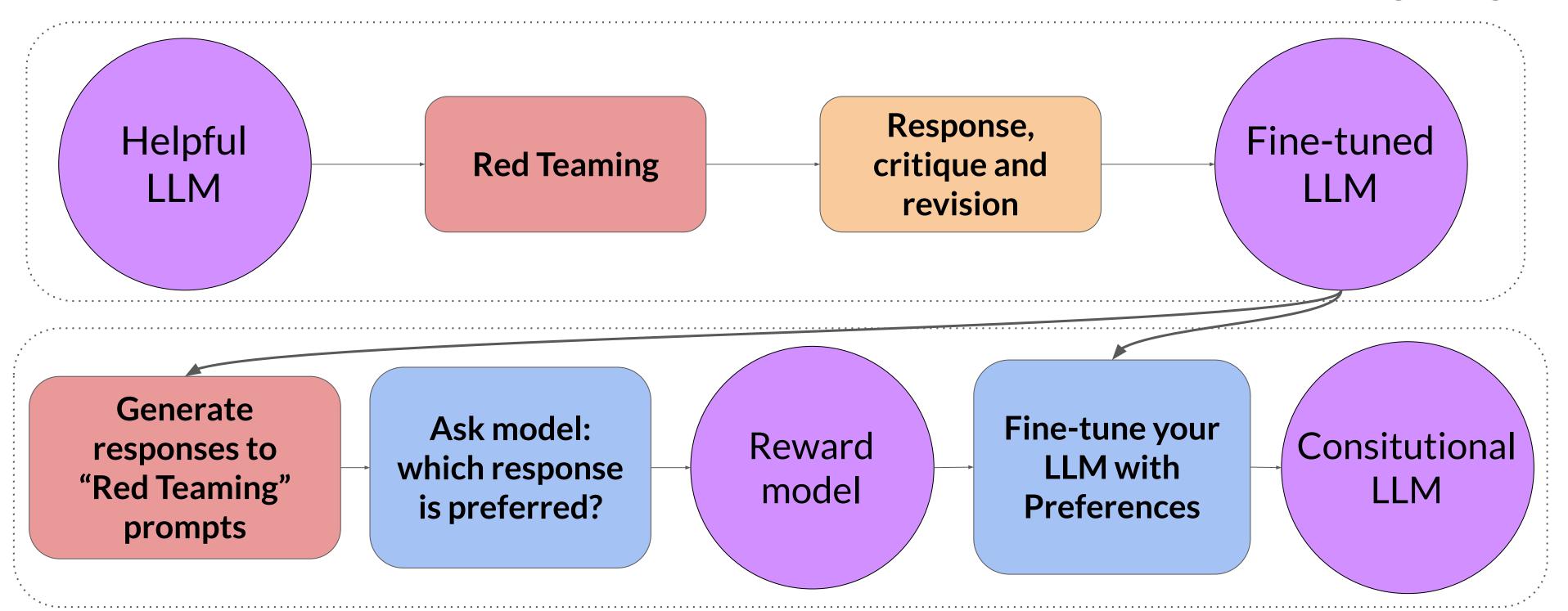








Supervised Learning Stage



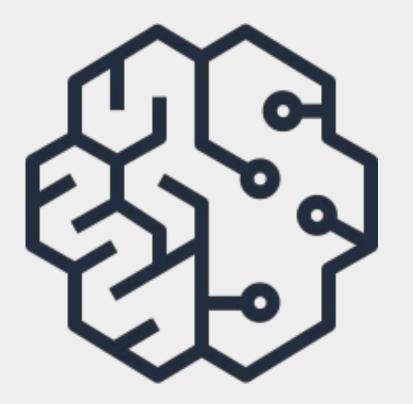
Source: Bai et al. 2022, "Constitutional AI: Harmlessness from AI Feedback"

Reinforcement Learning Stage - RLAIF



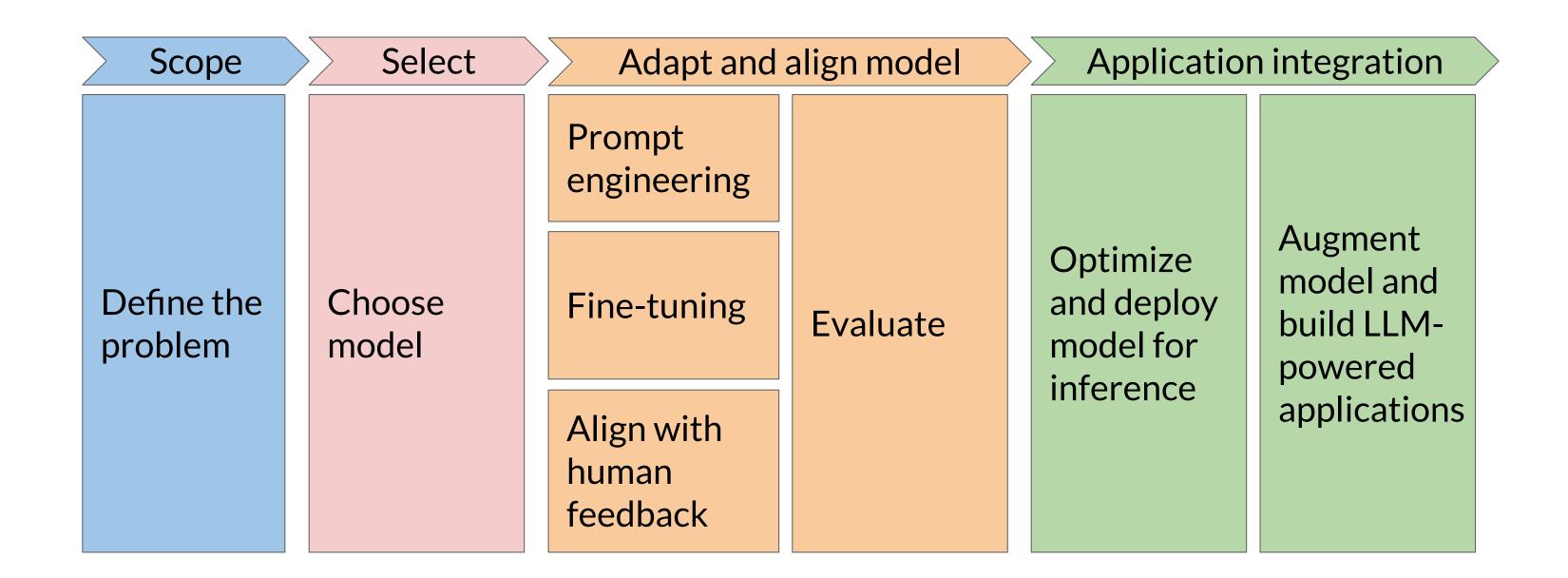


Optimize LLMs and build generative Al applications





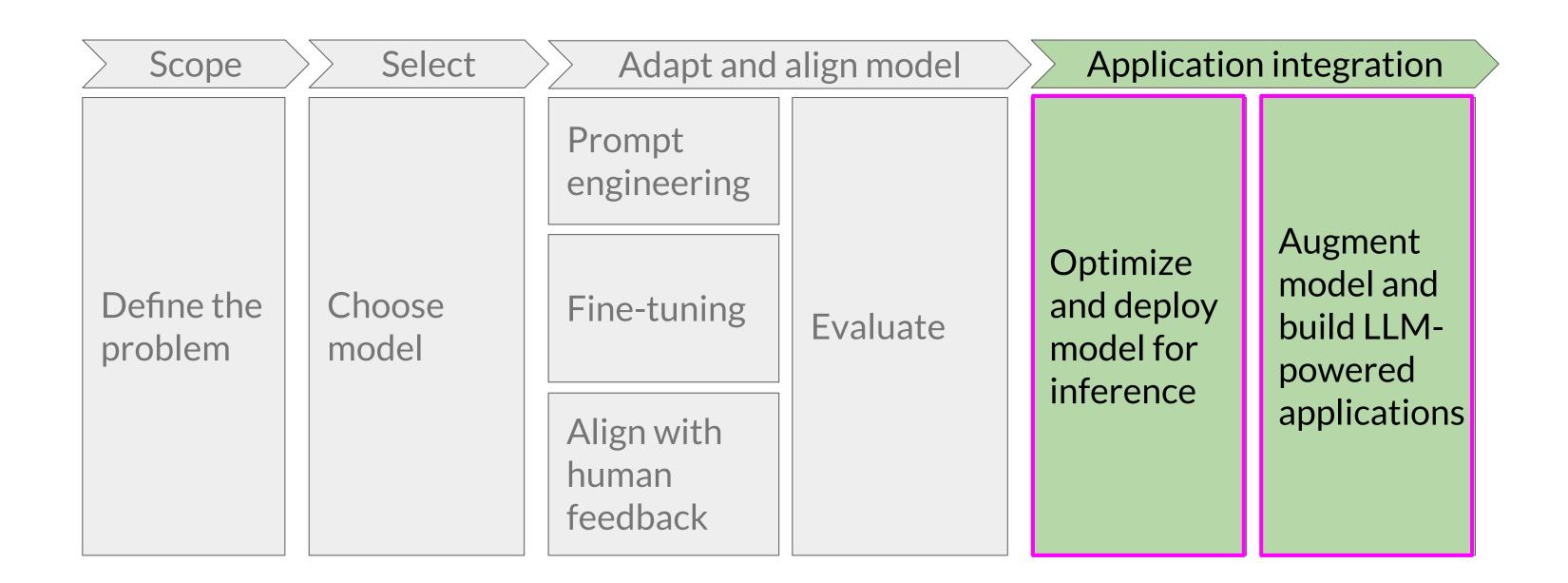
Generative Al project lifecycle







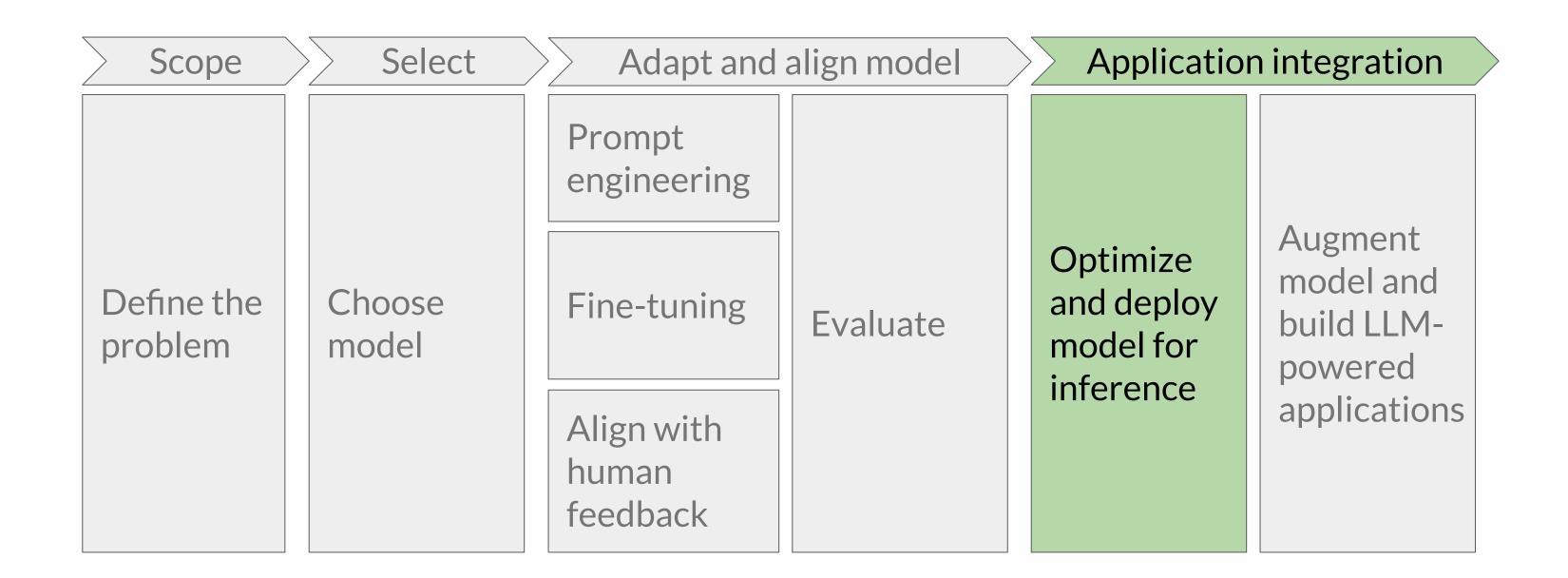
Generative AI project lifecycle







Generative Al project lifecycle







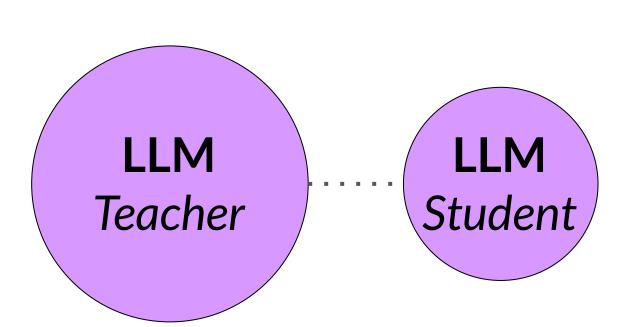
Model optimizations to improve application performance



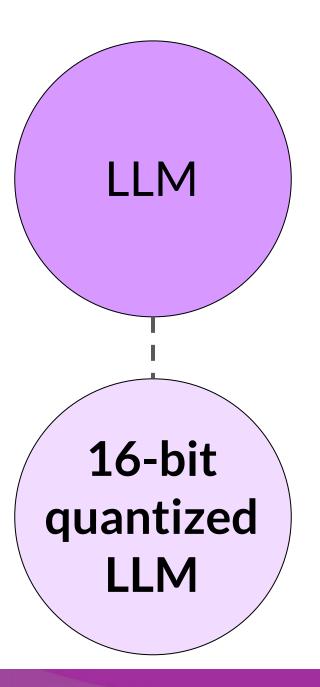


LLM optimization techniques

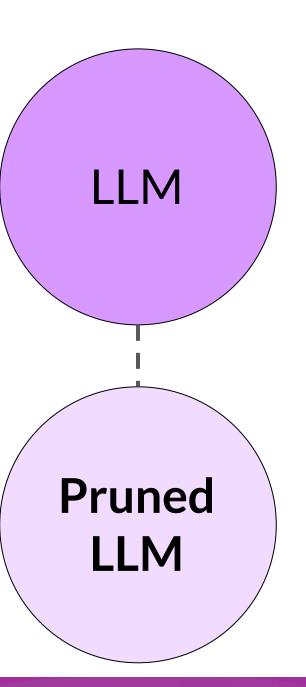
Distillation



Quantization



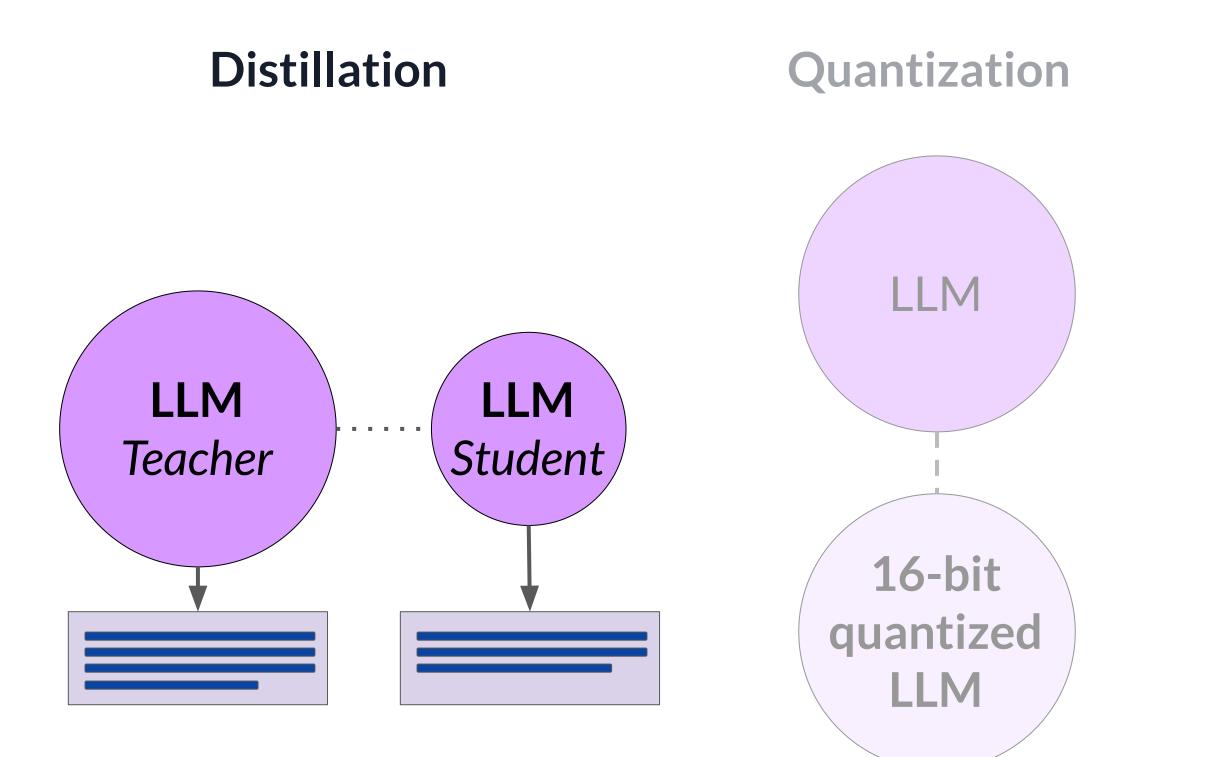
Pruning

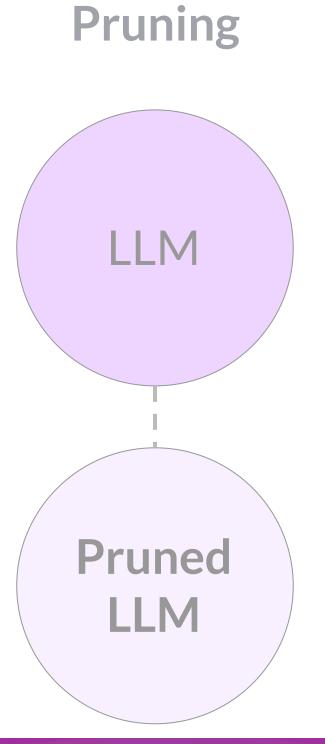






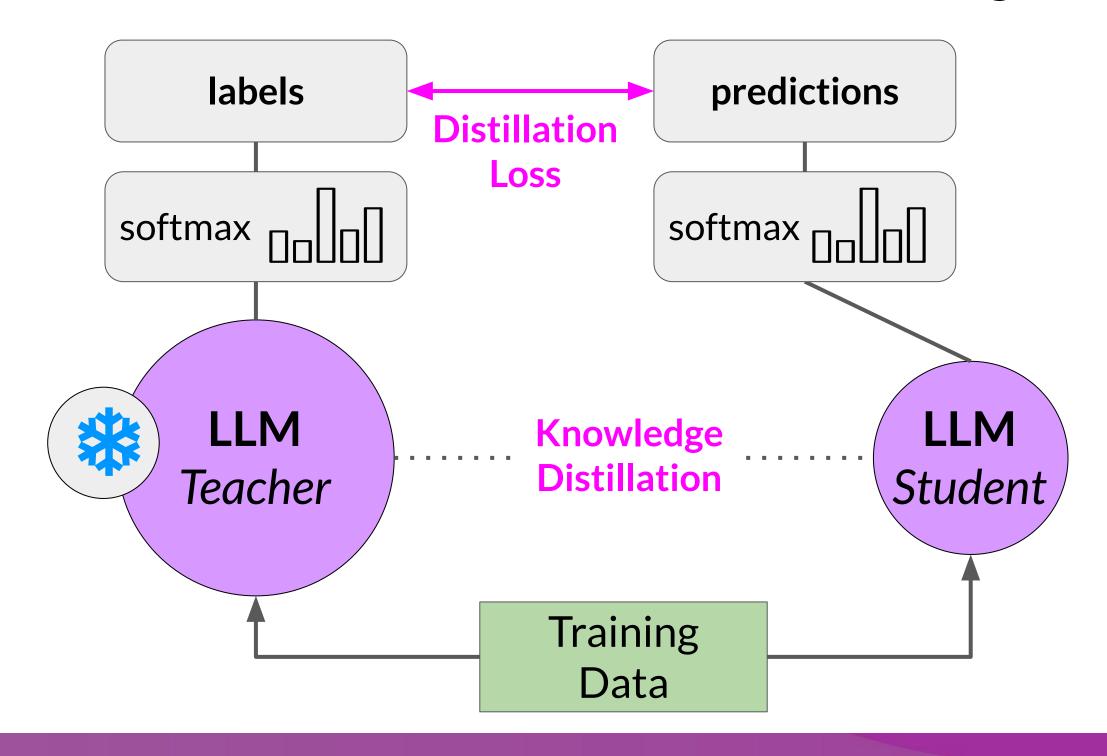
LLM optimization techniques



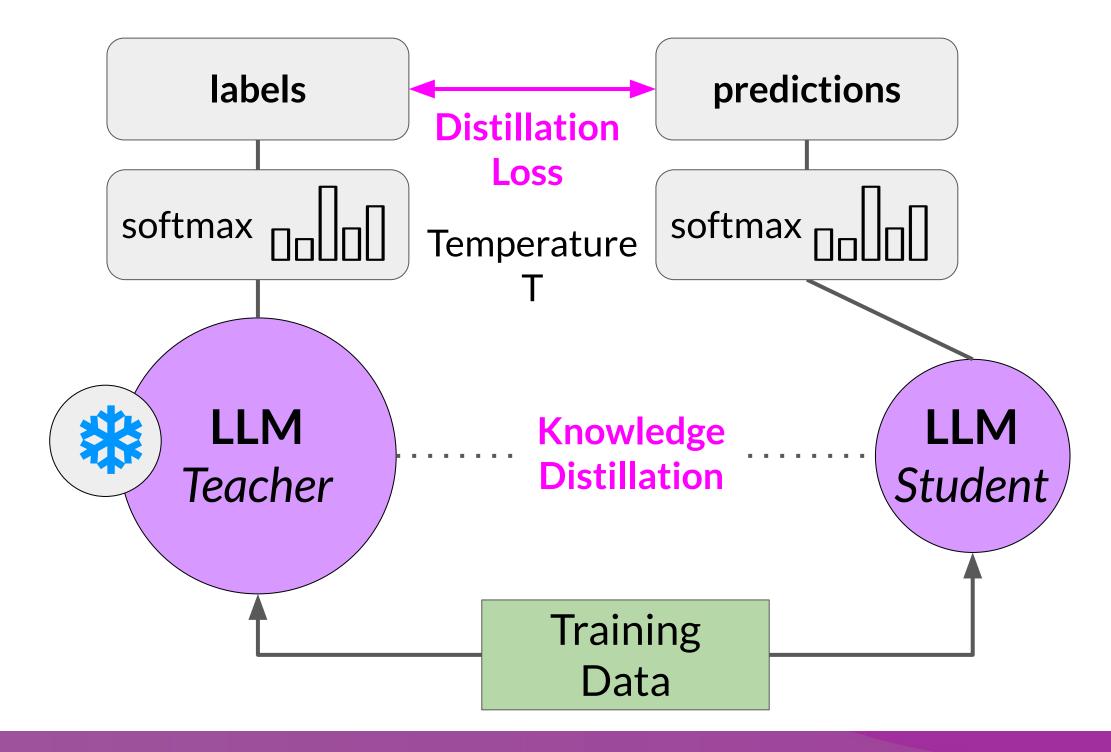




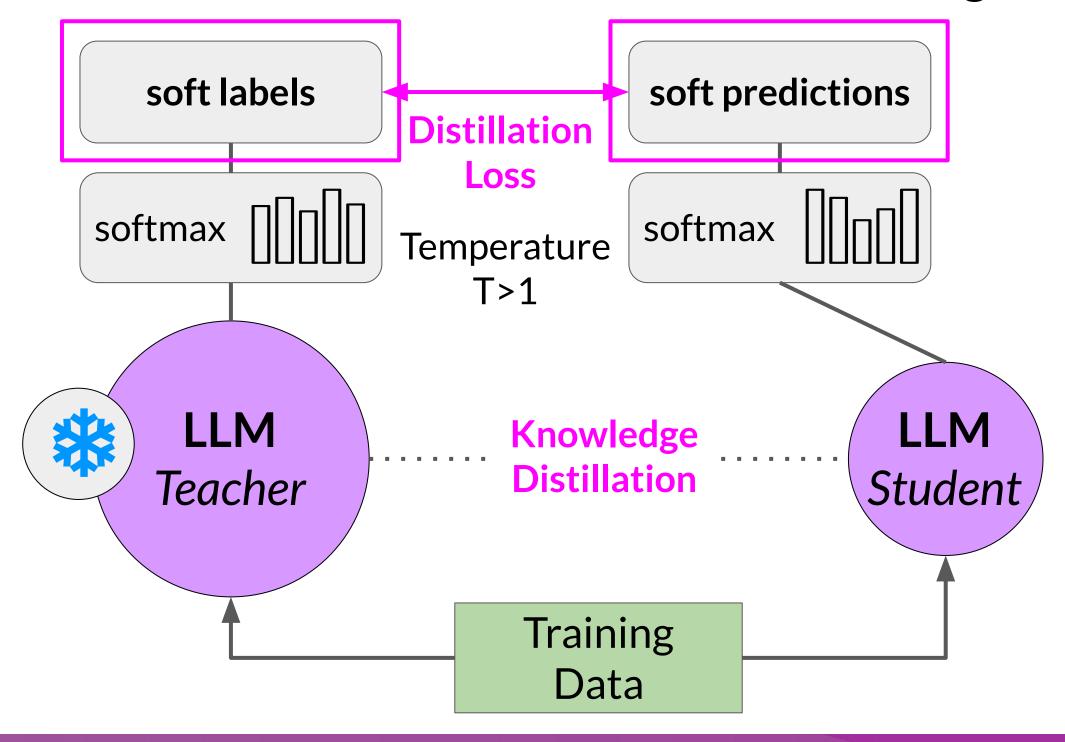




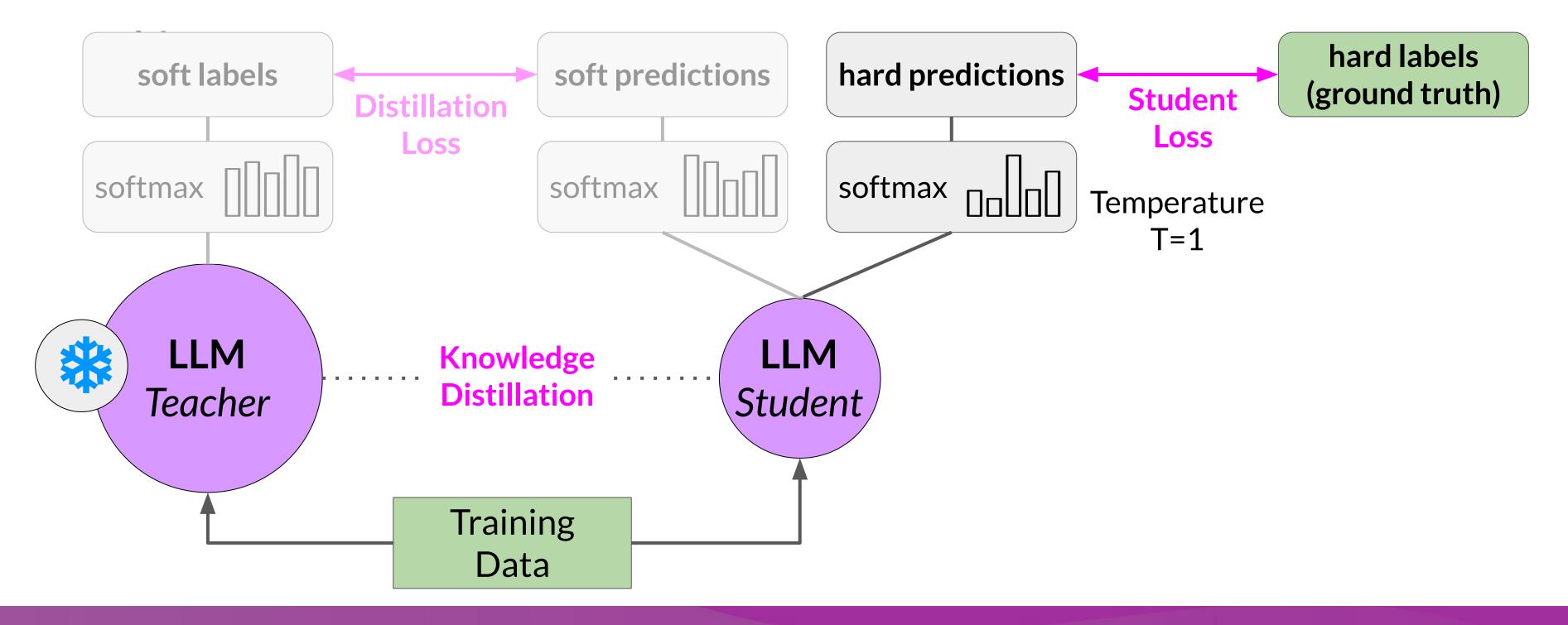




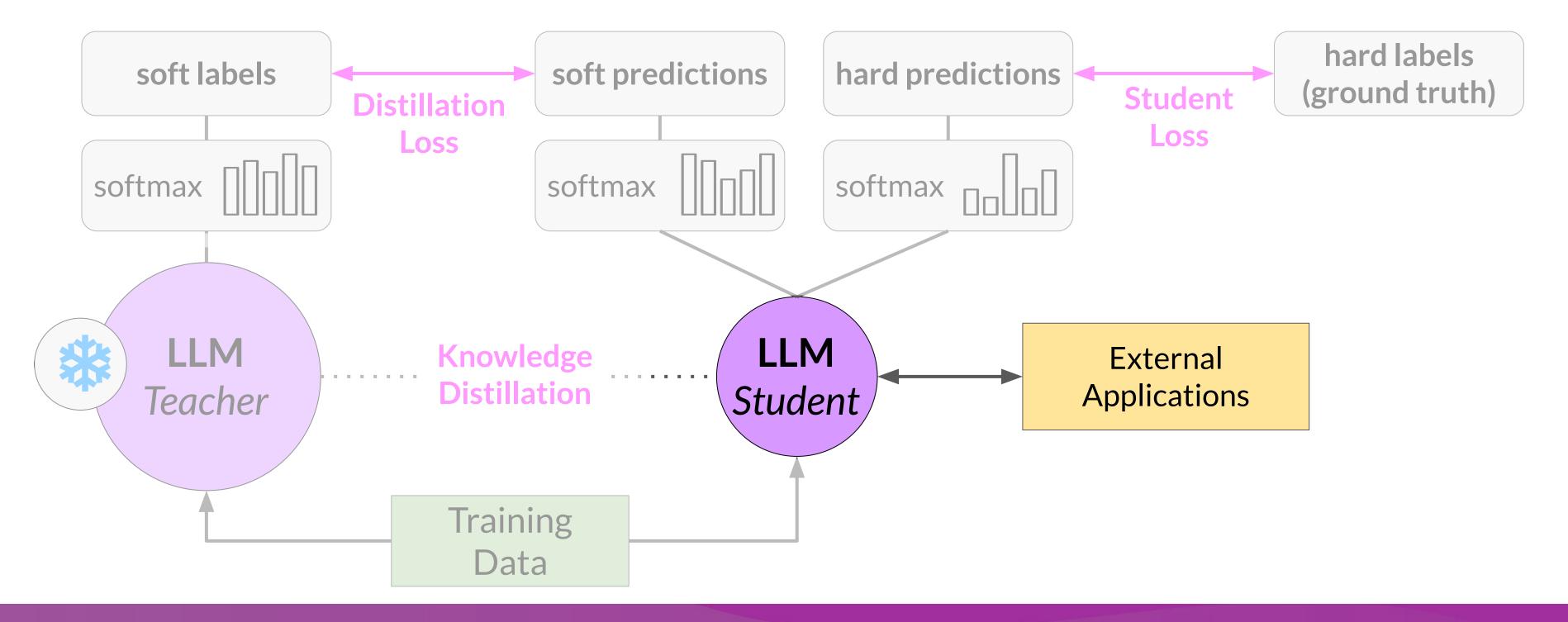








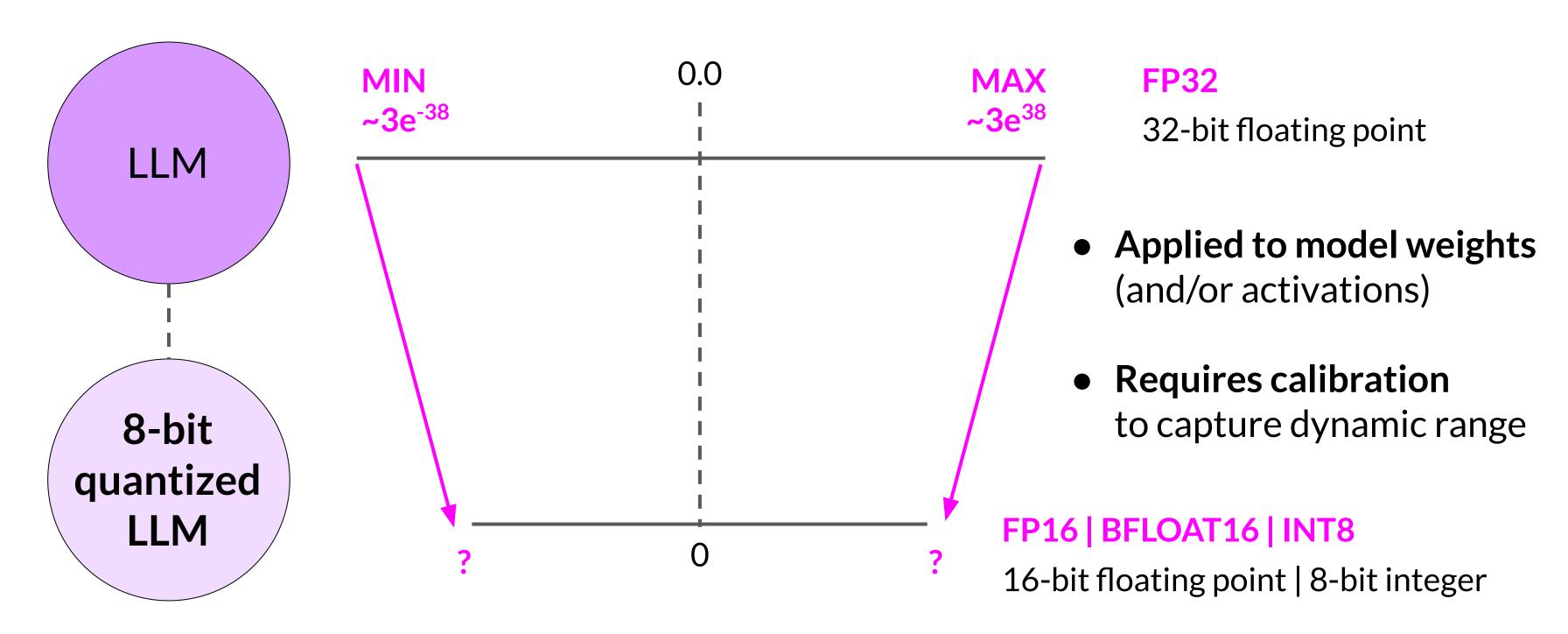






Post-Training Quantization (PTQ)

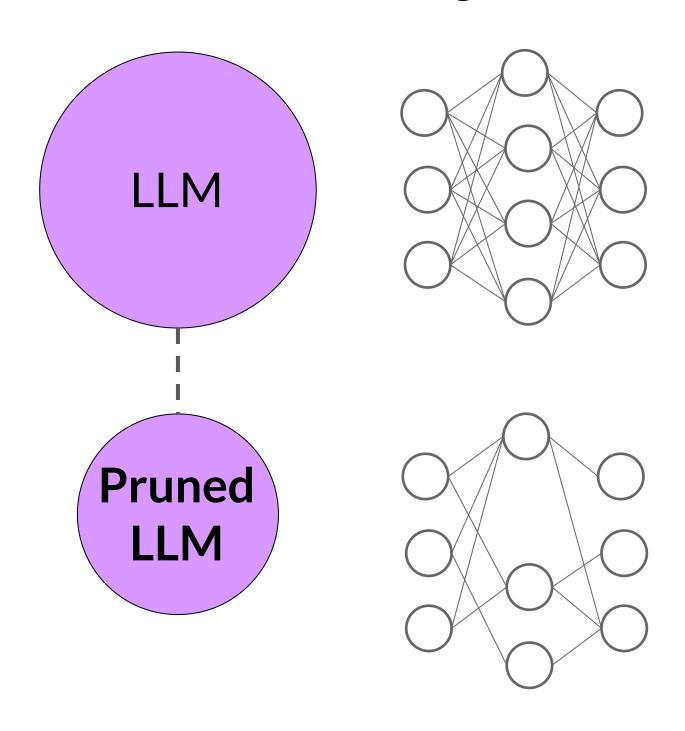
Reduce precision of model weights





Pruning

Remove model weights with values close or equal to zero



- Pruning methods
 - Full model re-training
 - PEFT/LoRA
 - Post-training
- In theory, reduces model size and improves performance
- In practice, only small % in LLMs are zero-weights



Cheat Sheet - Time and effort in the lifecycle

	Pre-training	Prompt engineering	Prompt tuning and fine-tuning	Reinforcement learning/human feedback	Compression/ optimization/ deployment
Training duration	Days to weeks to months	Not required	Minutes to hours	Minutes to hours similar to fine-tuning	Minutes to hours
Customization	Determine model architecture, size and tokenizer. Choose vocabulary size and # of tokens for input/context Large amount of domain training data	No model weights Only prompt customization	Tune for specific tasks Add domain-specific data Update LLM model or adapter weights	Need separate reward model to align with human goals (helpful, honest, harmless) Update LLM model or adapter weights	Reduce model size through model pruning, weight quantization, distillation Smaller size, faster inference
Objective	Next-token prediction	Increase task performance	Increase task performance	Increase alignment with human preferences	Increase inference performance
Expertise	High	Low	Medium	Medium-High	Medium



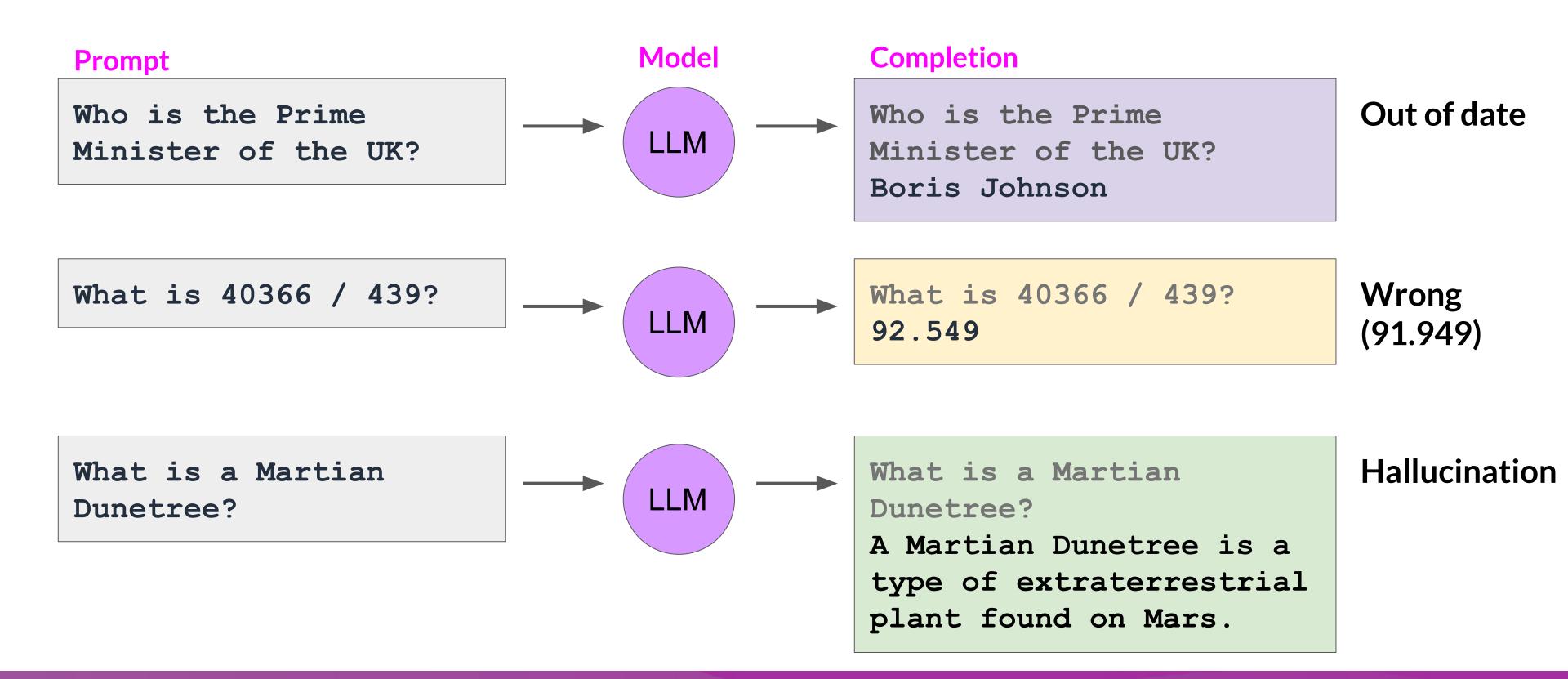


Using the LLM in applications



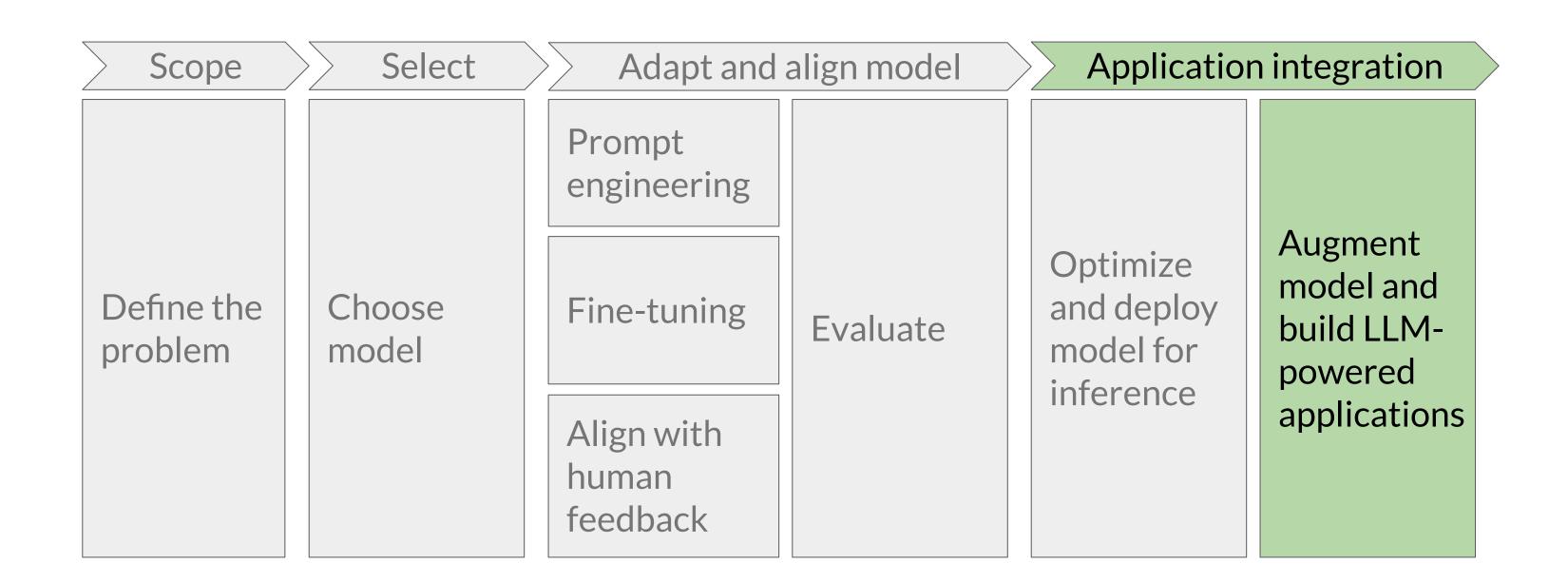


Models having difficulty





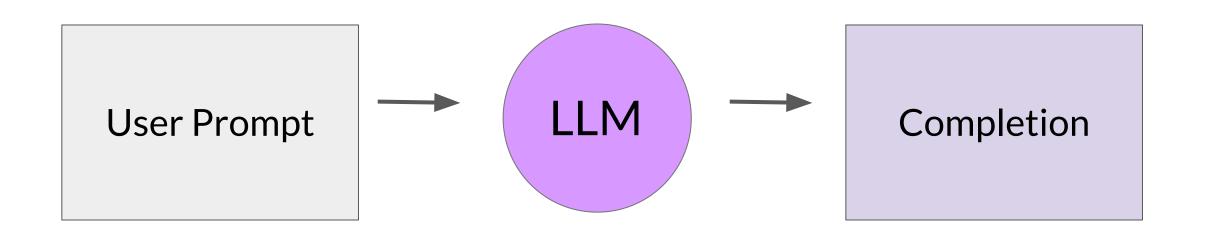
Generative Al project lifecycle







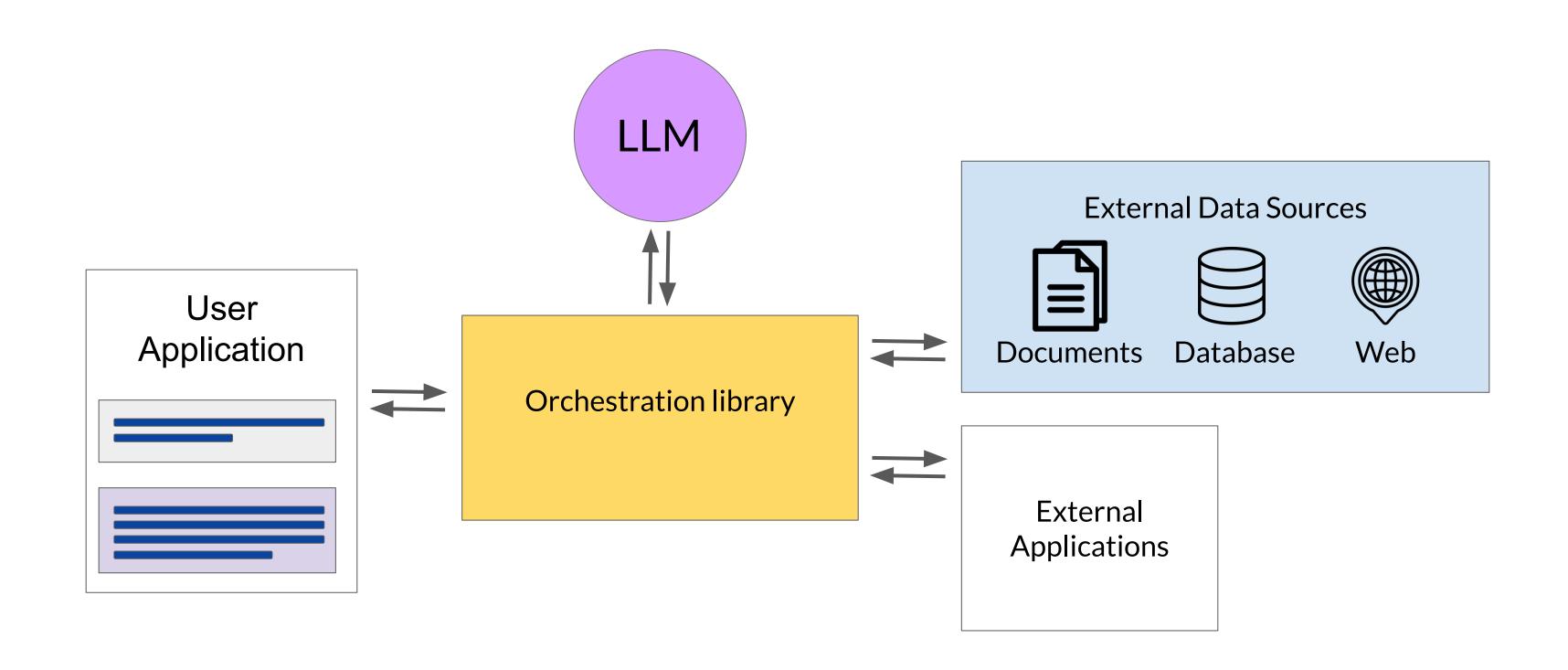
LLM-powered applications







LLM-powered applications



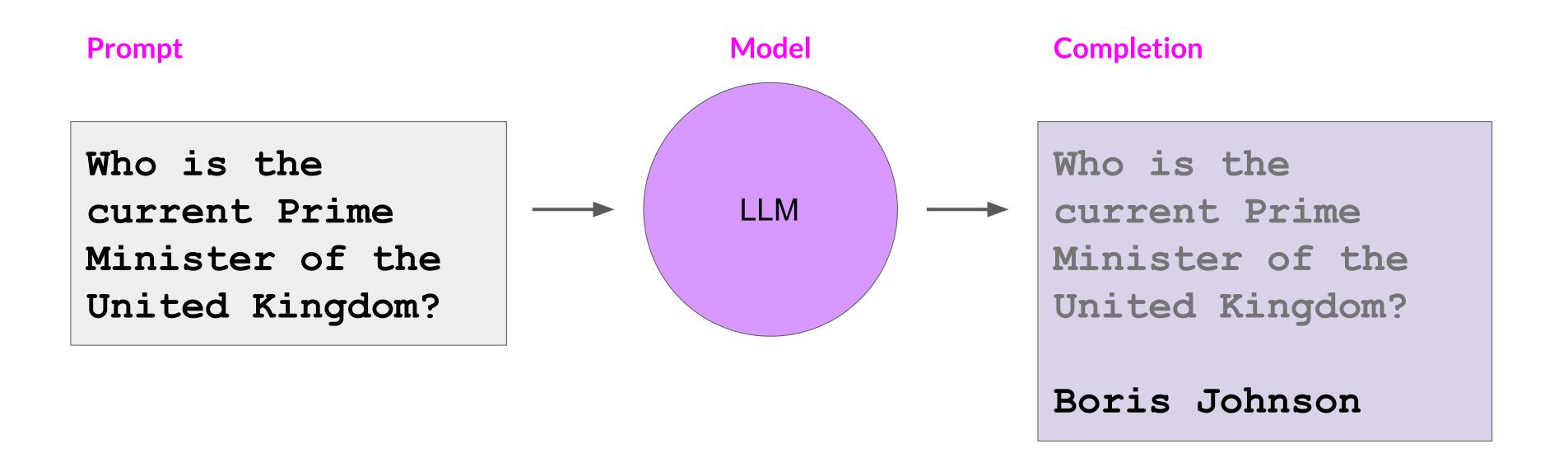


Retrieval augmented generation (RAG)





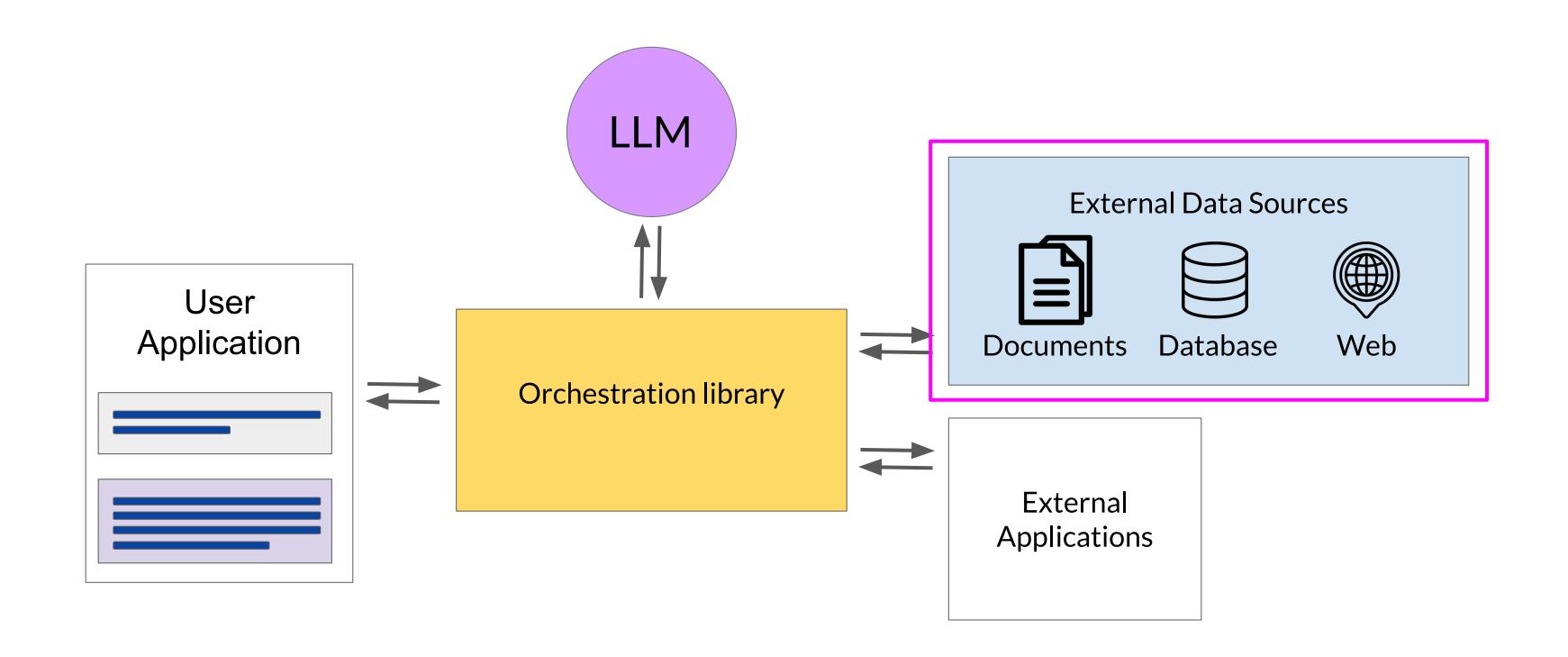
Knowledge cut-offs in LLMs







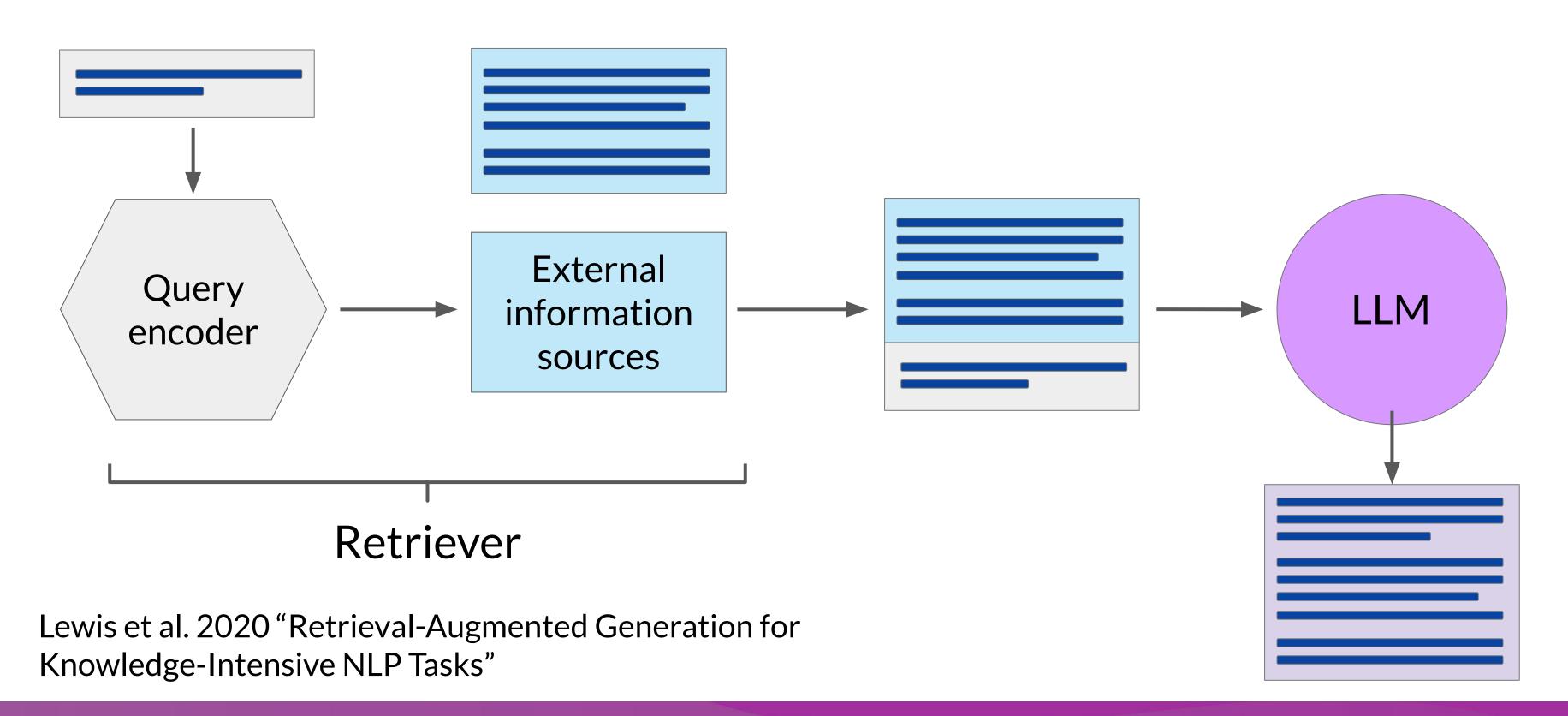
LLM-powered applications





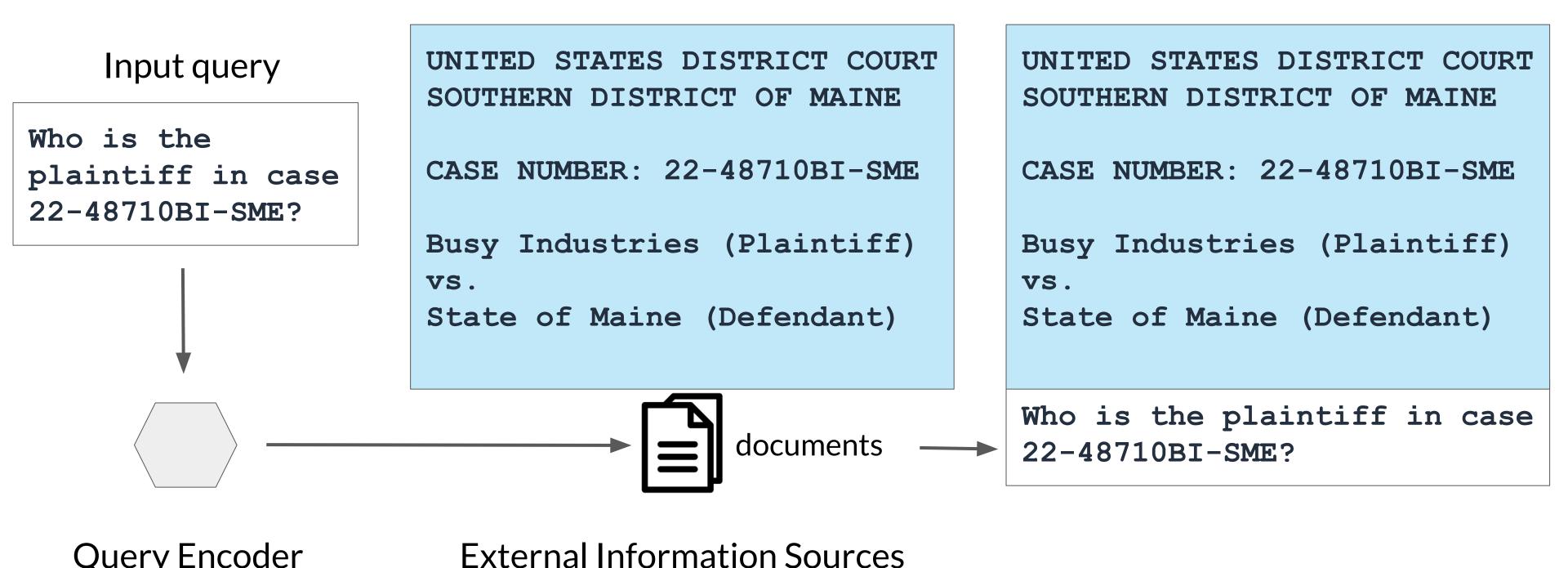


Retrieval Augmented Generation (RAG)





Example: Searching legal documents





Query Encoder



Example: Searching legal documents

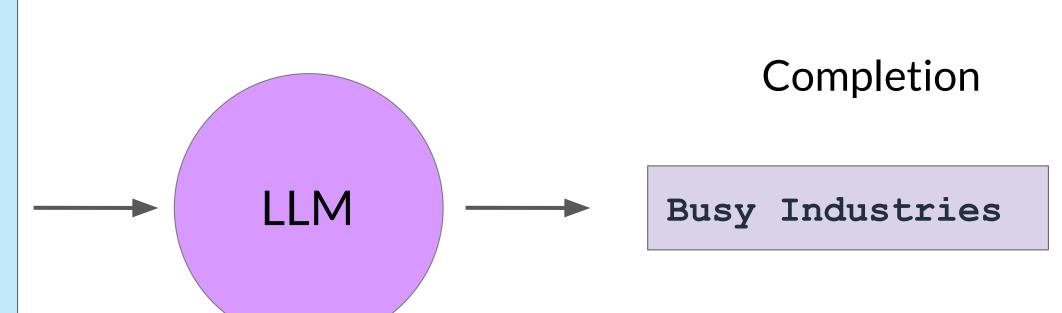
UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF MAINE

CASE NUMBER: 22-48710BI-SME

Busy Industries (Plaintiff) vs.

State of Maine (Defendant)

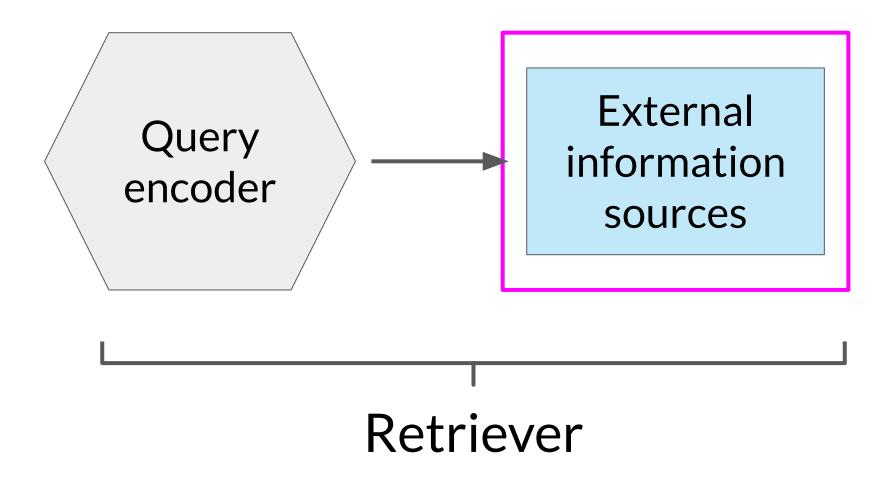
Who is the plaintiff in case 22-48710BI-SME?







RAG integrates with many types of data sources



External Information Sources

- Documents
- Wikis
- Expert Systems
- Web pages
- Databases
- Vector Store

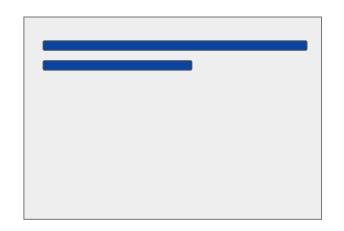


Data preparation for vector store for RAG

Two considerations for using external data in RAG:

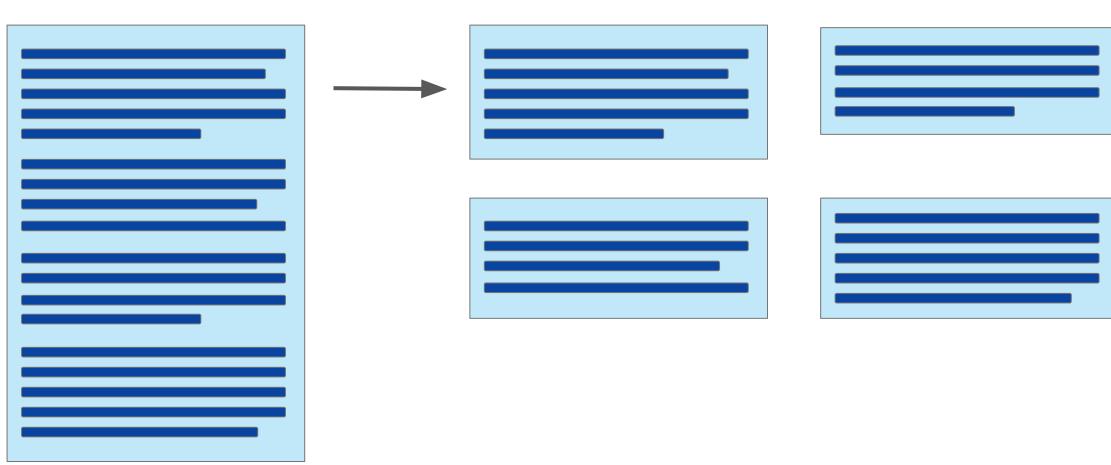
Data must fit inside context window

Prompt context limit few 1000 tokens



Single document too large to fit in window

Split long sources into short chunks





Data preparation for RAG

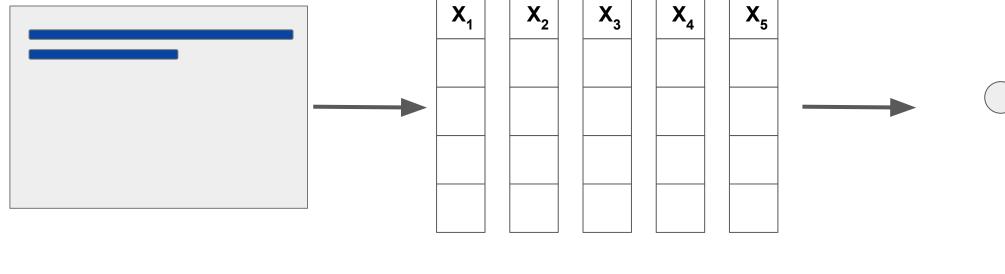
Two considerations for using external data in RAG:

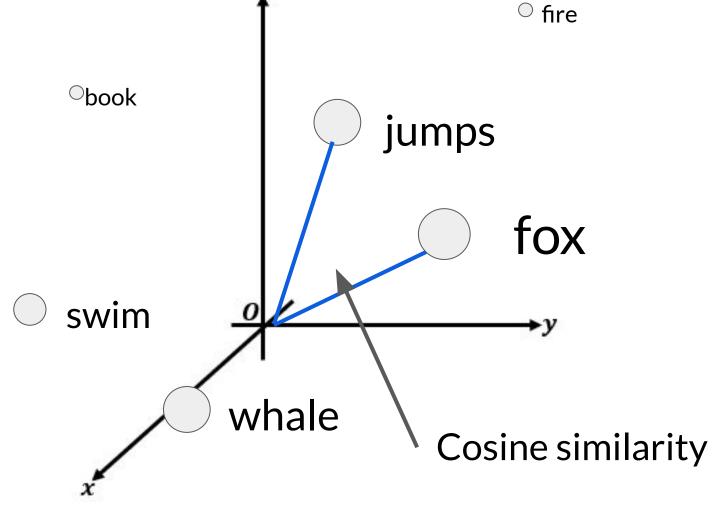
- 1. Data must fit inside context window
- 2. Data must be in format that allows its relevance to be assessed at

inference time: Embedding vectors

Prompt text converted to embedding vectors

x₁
x₂
x₃



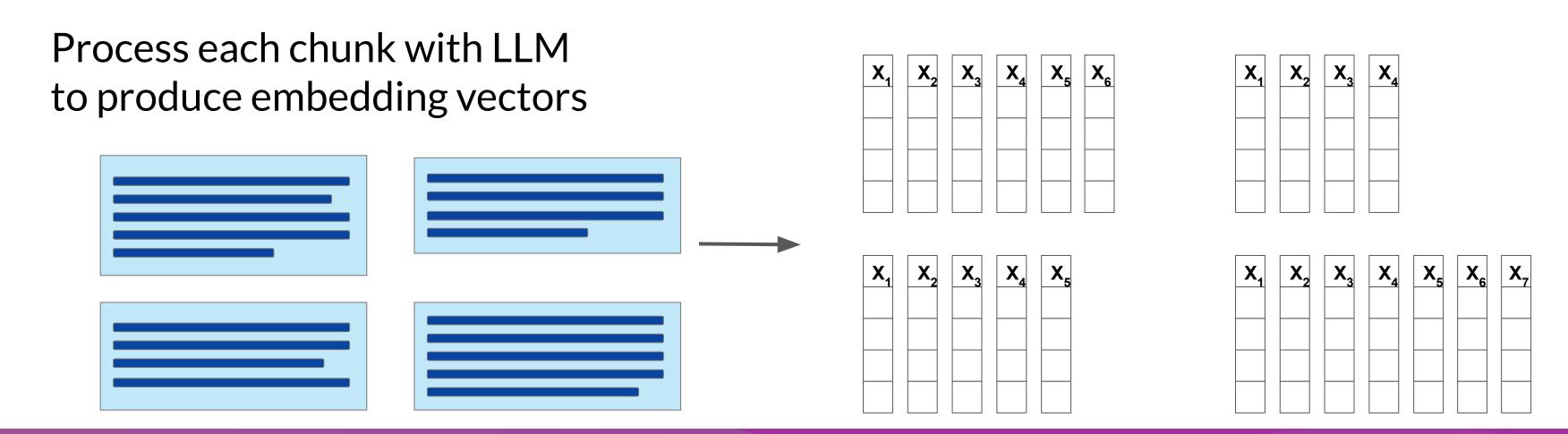




Data preparation for RAG

Two considerations for using external data in RAG:

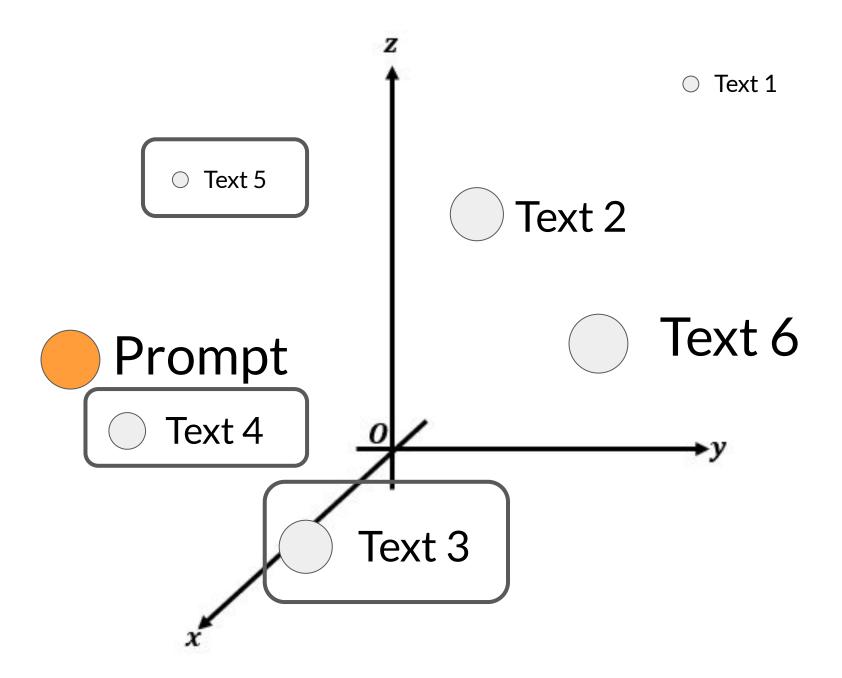
- 1. Data must fit inside context window
- Data must be in format that allows its relevance to be assessed at inference time: Embedding vectors







Vector database search



- Each text in vector store is identified by a key
- Enables a **citation** to be included in completion

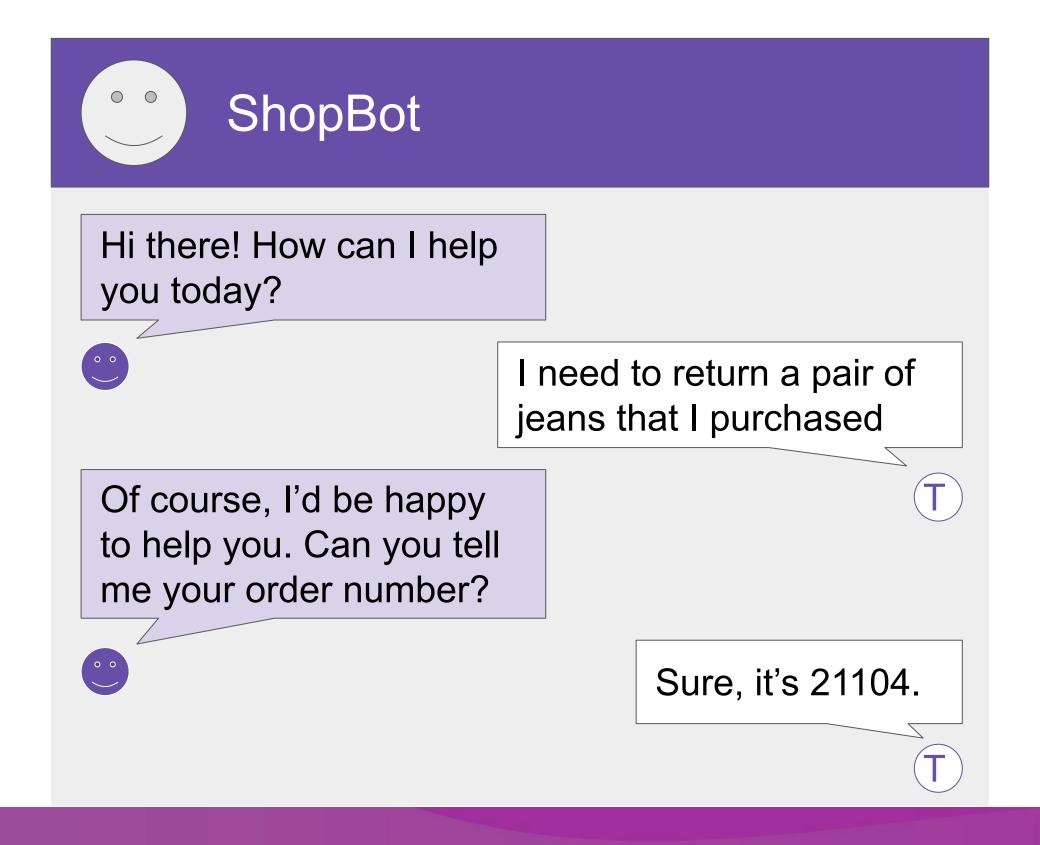


Enabling interactions with external applications



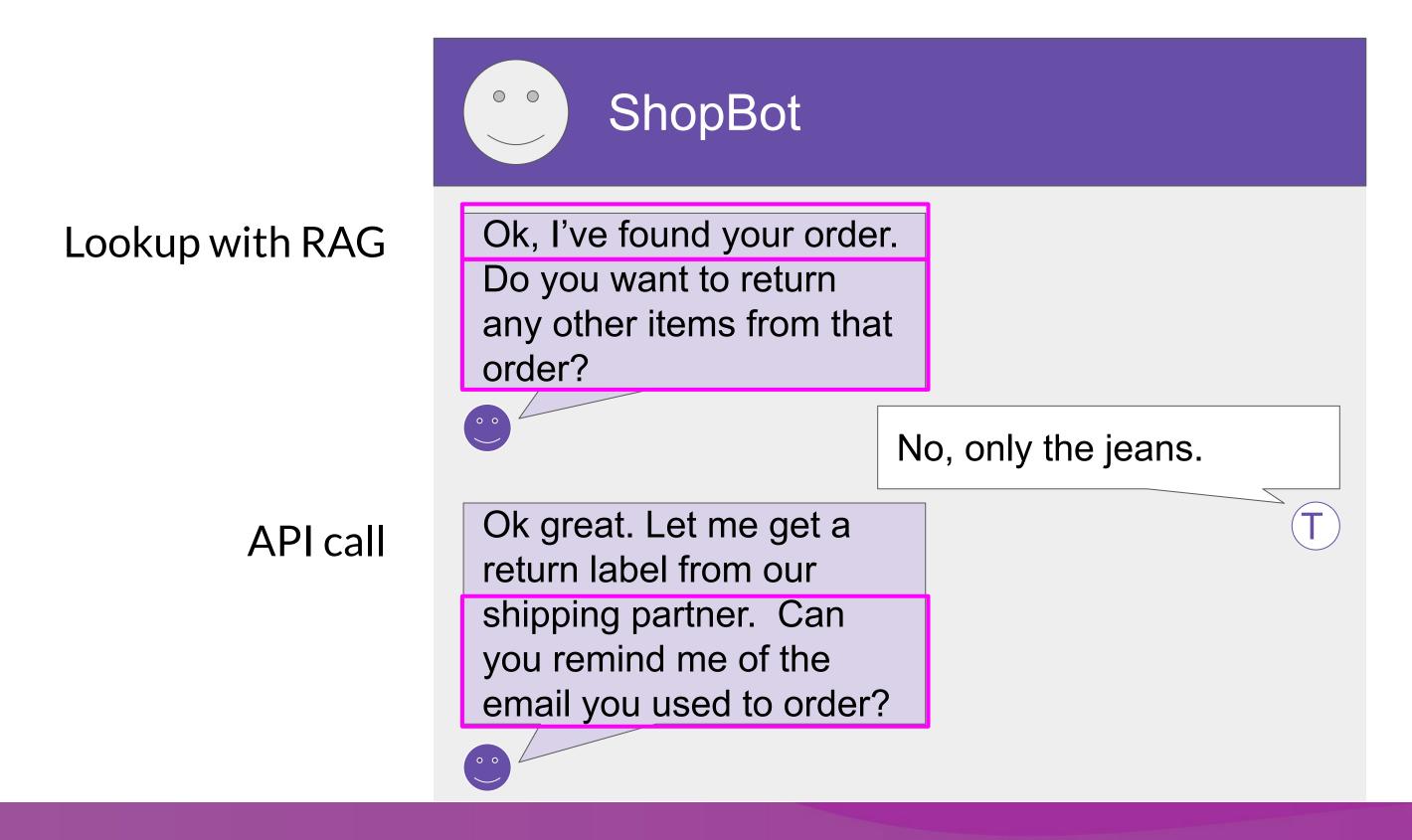


Having an LLM initiate a clothing return





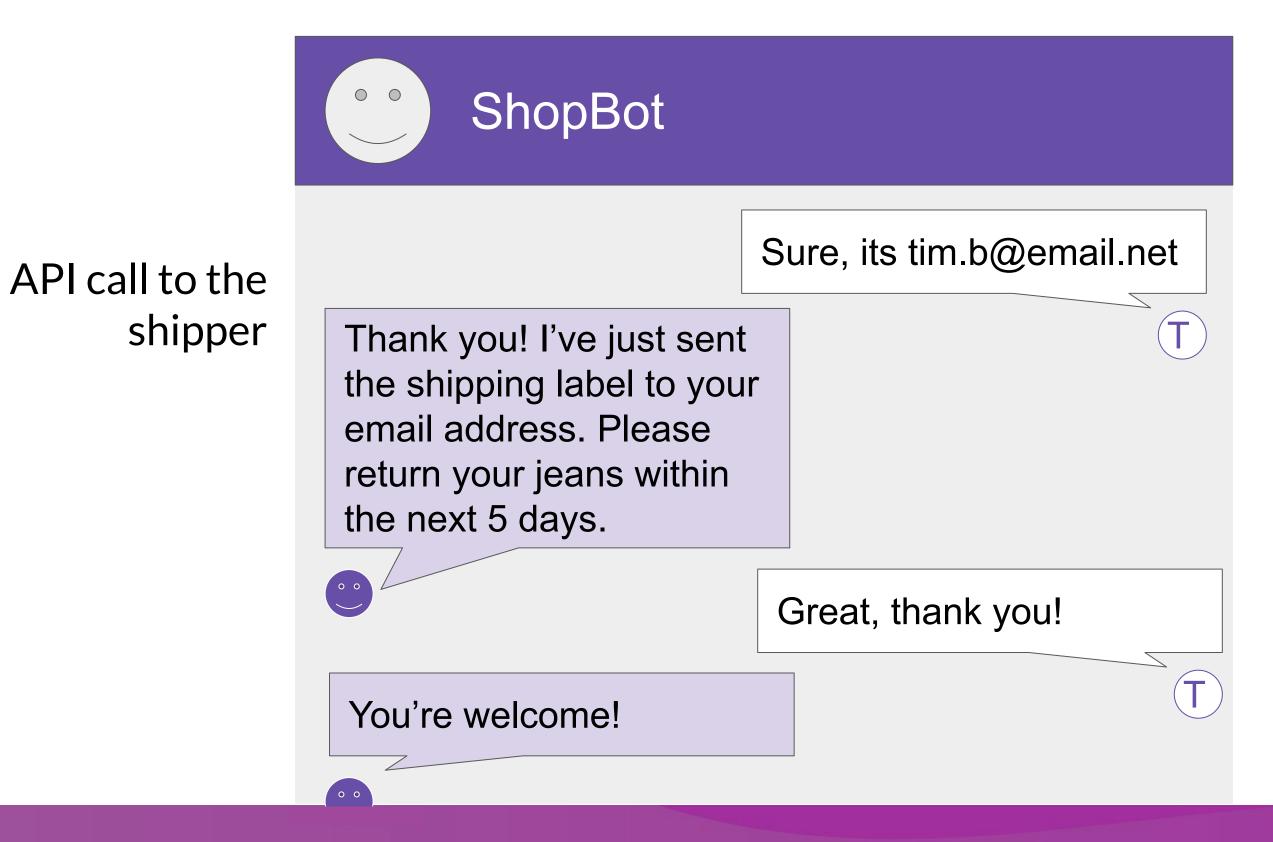
Having an LLM initiate a clothing return







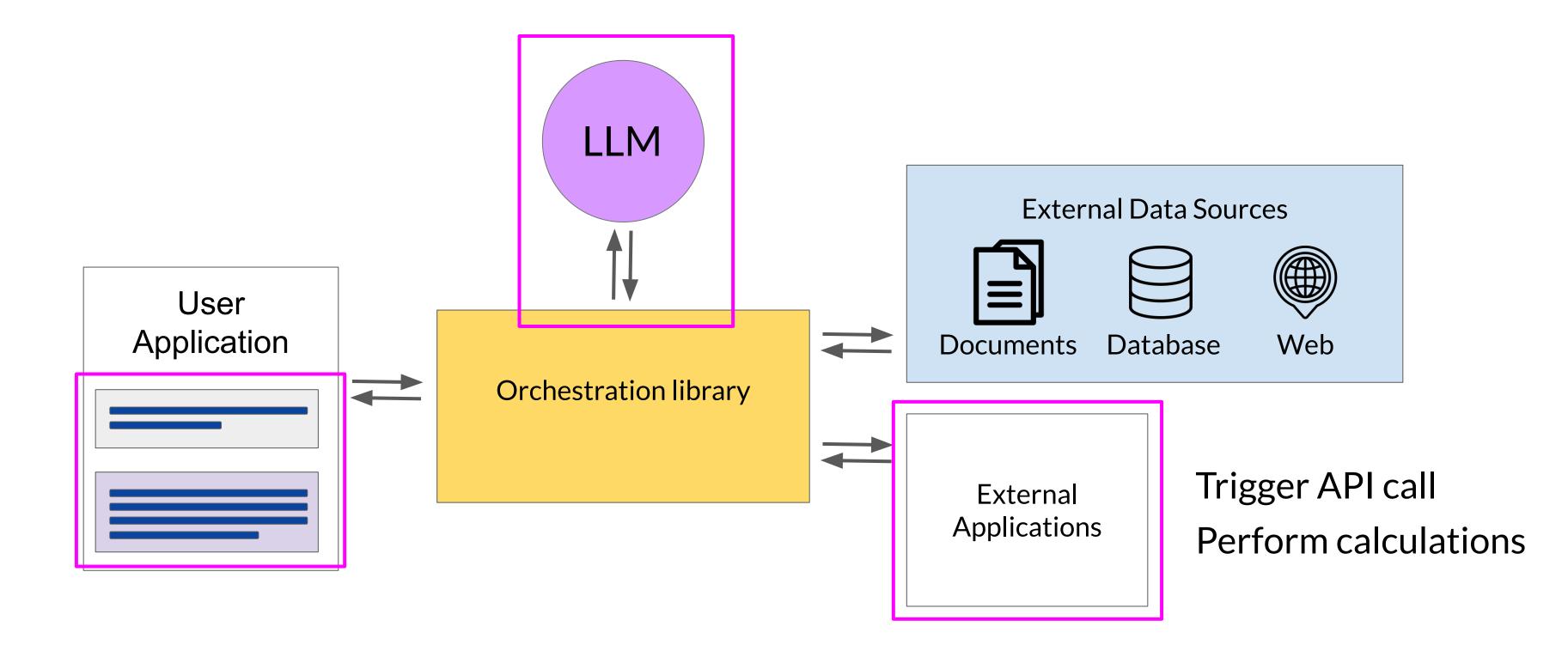
Having an LLM initiate a clothing return







LLM-powered applications





Requirements for using LLMs to power applications

Plan actions

Steps to process return:

Step 1: Check order ID

Step 2: Request label

Step 3: Verify user email

Step 4: Email user label

Format outputs

SQL Query:

SELECT COUNT(*)

FROM orders

WHERE order_id = 21104

Validate actions

Collect required user information and make sure it is in the completion

User email: tim.b@email.net



Prompt structure is important!





Helping LLMs reason and plan with Chain-of-Thought Prompting





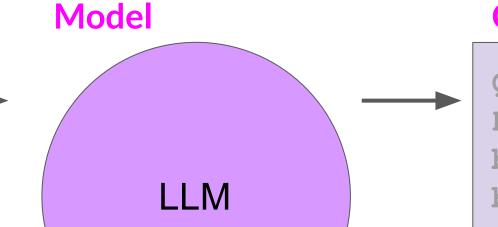
LLMs can struggle with complex reasoning problems

Prompt

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: The answer is 11

Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?



Completion

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: The answer is 11

Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?

A: The answer is 27.







Humans take a step-by-step approach to solving complex problems

Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

Start: Roger started with 5 balls.

Step 1: 2 cans of 3 tennis balls each is 6 tennis balls.

Step 2: 5 + 6 = 11

End: The answer is 11

Reasoning steps

"Chain of thought"



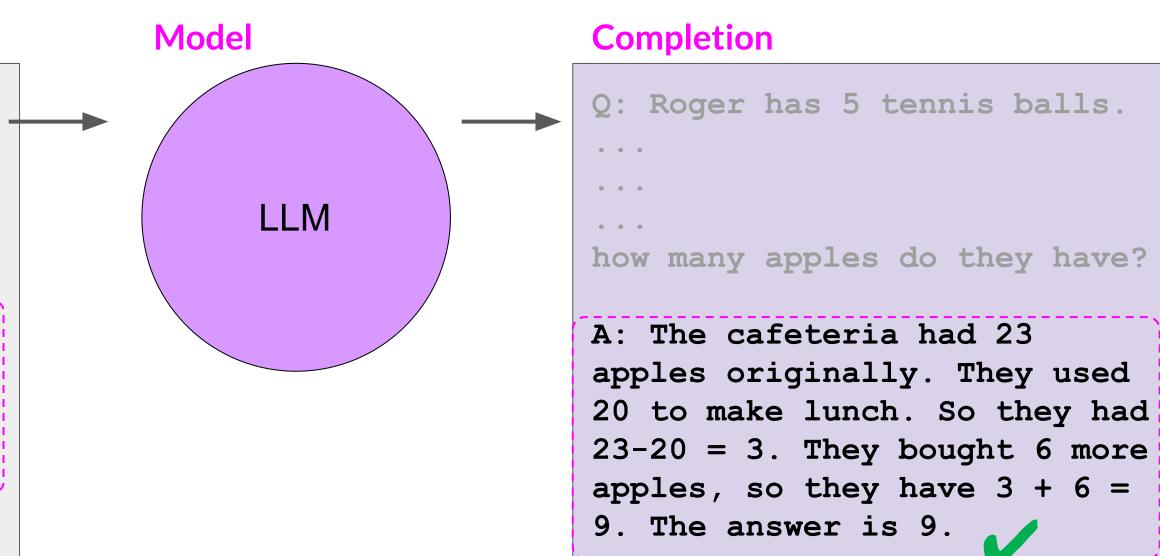
Chain-of-Thought Prompting can help LLMs reason

Prompt

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: Roger started with 5
balls. 2 cans of 3 tennis
balls each is 6 tennis balls.
5 + 6 = 11. The answer is 11.

Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?

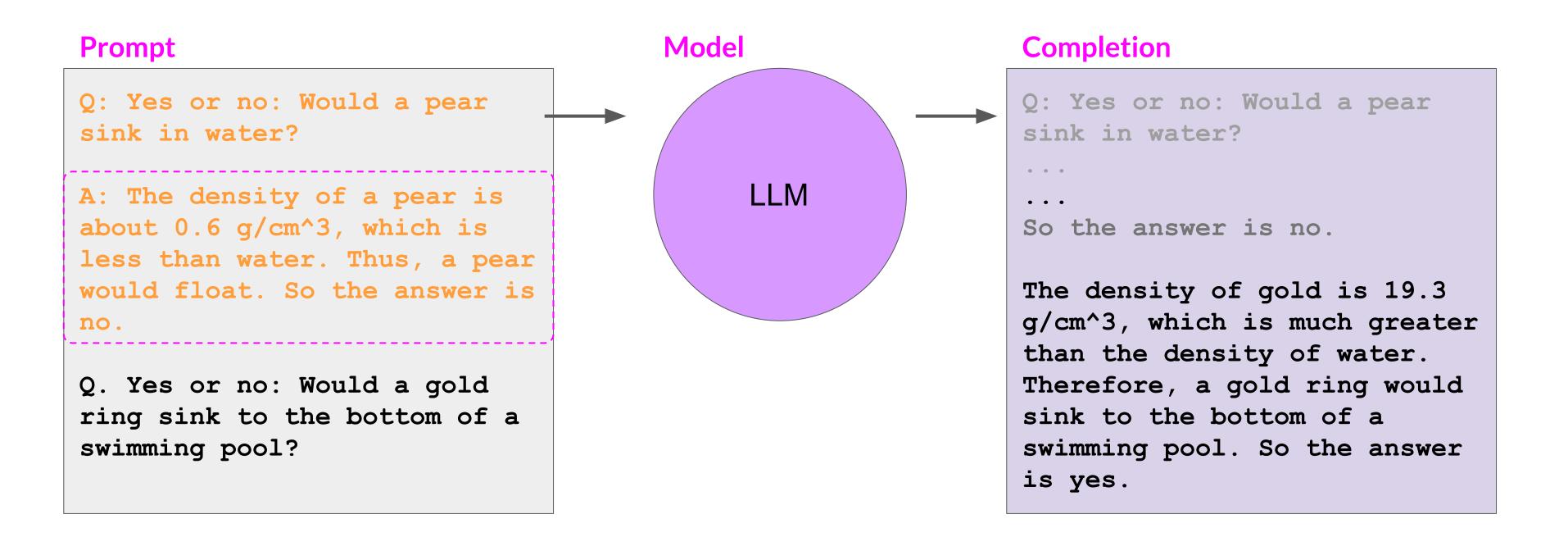


Source: Wei et al. 2022, "Chain-of-Thought Prompting Elicits Reasoning in Large Language Models"





Chain-of-Thought Prompting can help LLMs reason



Source: Wei et al. 2022, "Chain-of-Thought Prompting Elicits Reasoning in Large Language Models"



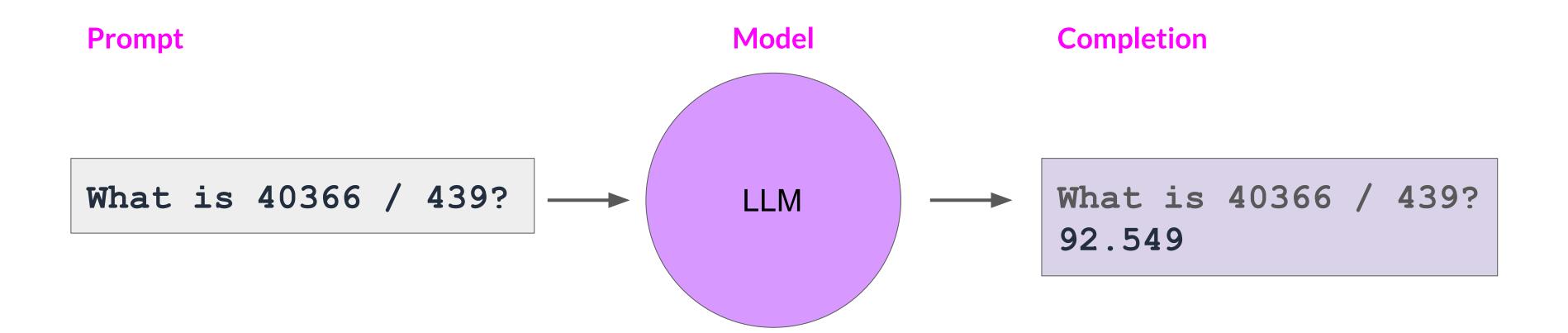


Program-aided Language Models

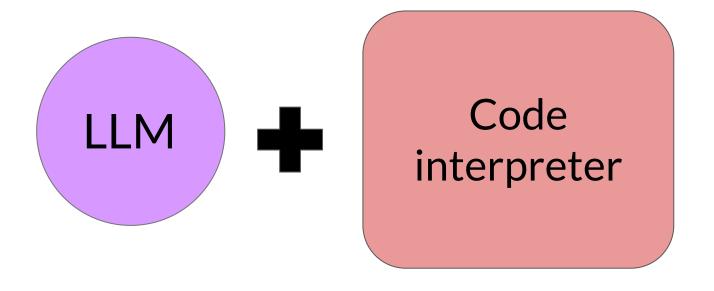




LLMs can struggle with mathematics







Chain-of-Thought (Wei et al., 2022)

Input

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: Roger started with 5 tennis balls. 2 cans of 3 tennis balls each is 6 tennis balls. 5 + 6 = 11. The answer is 11.

Q: The bakers at the Beverly Hills Bakery baked 200 loaves of bread on Monday morning. They sold 93 loaves in the morning and 39 loaves in the afternoon. A grocery store returned 6 unsold loaves. How many loaves of bread did they have left?

Model Output

The answer is 62.

A: The bakers started with 200 loaves. They sold 93 in the morning and 39 in the afternoon. So they sold 93 + 39 = 132 loaves. The grocery store returned 6 loaves. So they had 200 - 132 - 6 = 62 loaves left.

×

Wei et al., 2022) Program-aided Language models (this work)

Input

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: Roger started with 5 tennis balls.

tennis_balls = 5 2 cans of 3 tennis balls each is

bought_balls = 2 * 3 tennis balls. The answer is

answer = tennis balls + bought balls

Q: The bakers at the Beverly Hills Bakery baked 200 loaves of bread on Monday morning. They sold 93 loaves in the morning and 39 loaves in the afternoon. A grocery store returned 6 unsold loaves. How many loaves of bread did they have left?

Model Output

A: The bakers started with 200 loaves

loaves baked = 200

They sold 93 in the morning and 39 in the afternoon

loaves_sold_morning = 93

loaves sold afternoon = 39

The grocery store returned 6 loaves.

loaves_returned = 6

The answer is

answer = loaves_baked - loaves_sold_morning
 - loaves sold afternoon + loaves returned

>>> print(answer)



Source: Gao et al. 2022, "PAL: Program-aided Language Models"





PAL example

Prompt with one-shot example

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

```
Answer:
```

```
# Roger started with 5 tennis balls
tennis_balls = 5
# 2 cans of tennis balls each is
bought_balls = 2 * 3
# tennis balls. The answer is
answer = tennis_balls + bought_balls
```

Q: The bakers at the Beverly Hills Bakery baked 200 loaves of bread on Monday morning. They sold 93 loaves in the morning and 39 loaves in the afternoon. A grocery store returned 6 unsold loaves. How many loaves did they have left?





PAL example

Prompt with one-shot example

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

Answer:

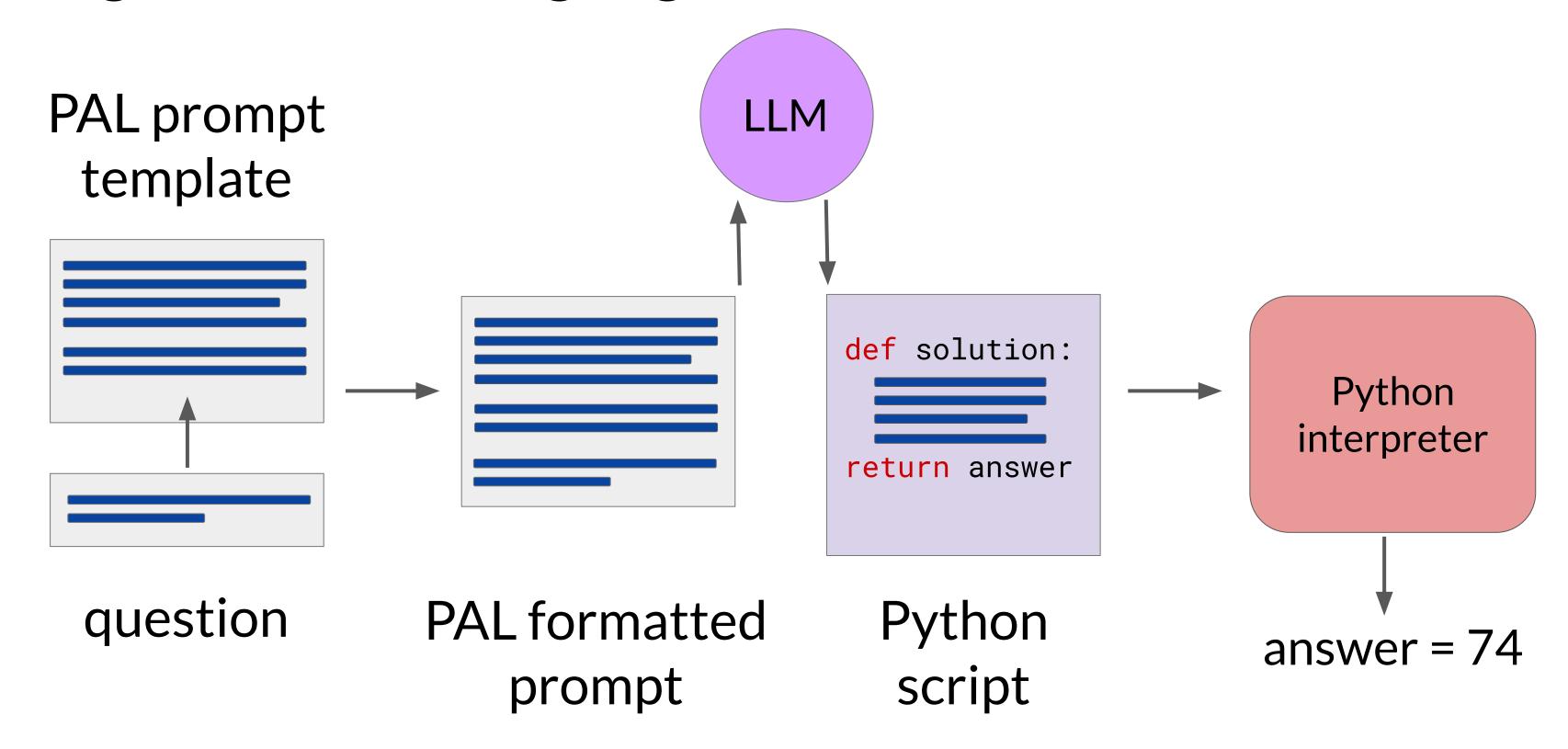
```
# Roger started with 5 tennis balls
tennis_balls = 5
# 2 cans of tennis balls each is
bought_balls = 2 * 3
# tennis balls. The answer is
answer = tennis_balls + bought_balls
```

Q: The bakers at the Beverly Hills Bakery baked 200 loaves of bread on Monday morning. They sold 93 loaves in the morning and 39 loaves in the afternoon. A grocery store returned 6 unsold loaves. How many loaves did they have left?

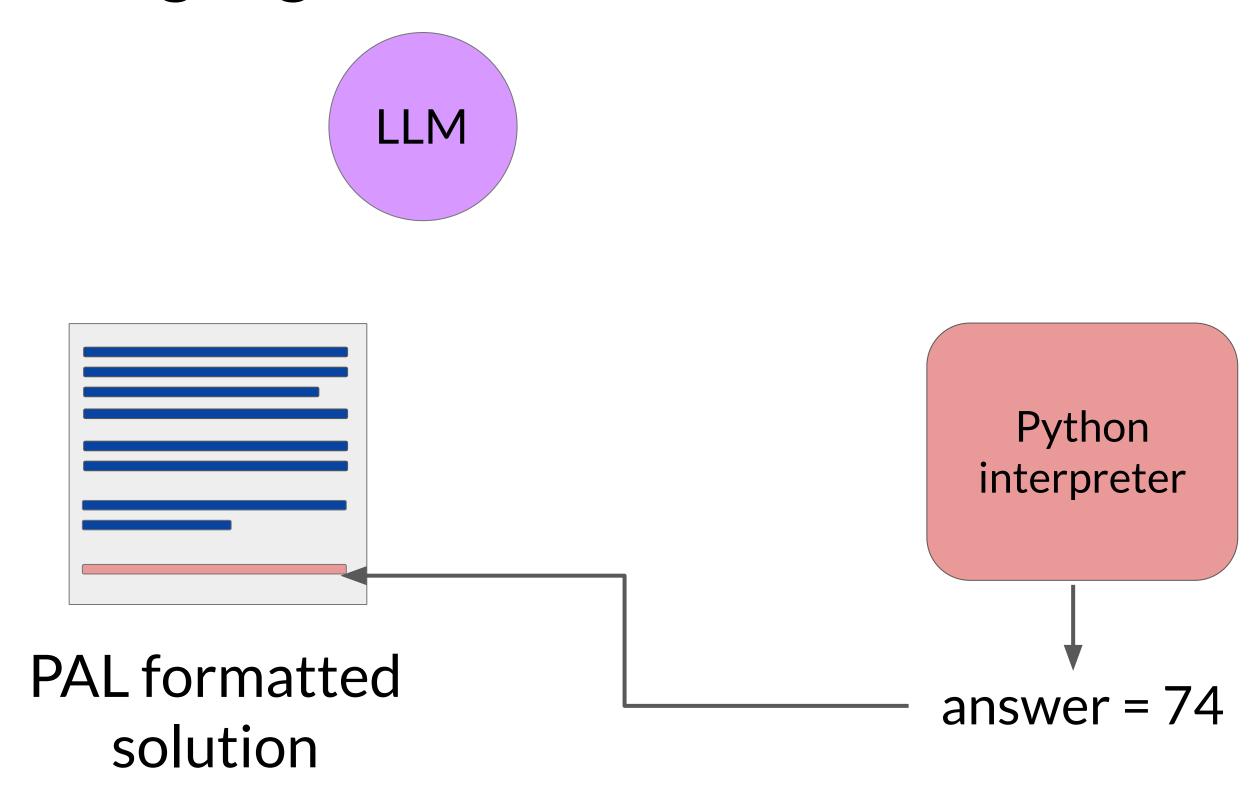
Completion, CoT reasoning (blue), and PAL execution (pink)

```
Answer:
# The bakers started with 200 loaves
loaves_baked = 200
# They sold 93 in the morning and 39 in the
afternoon
loaves_sold_morning = 93
loaves_sold_afternoon = 39
# The grocery store returned 6 loaves.
loaves_returned = 6
# The answer is
answer = loaves_baked
  - loaves_sold_morning
  - loaves_sold_afternoon
  + loaves_returned
```

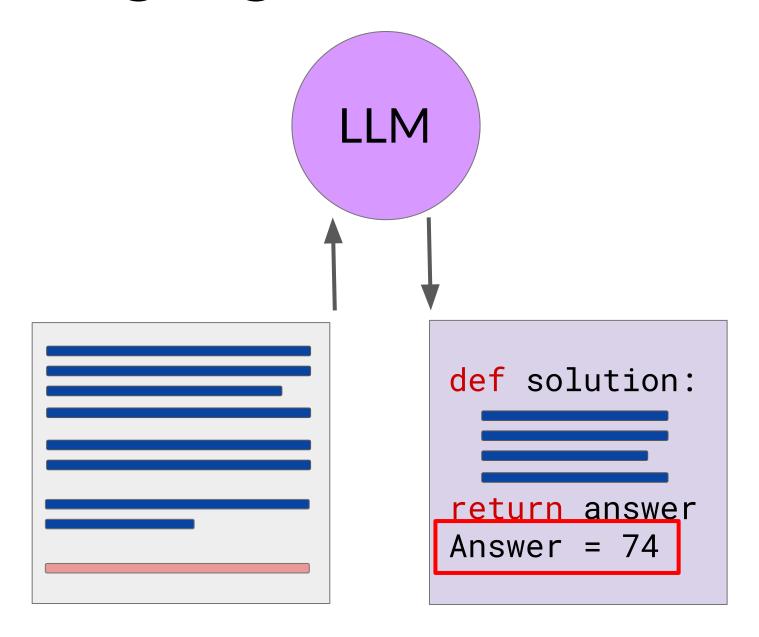










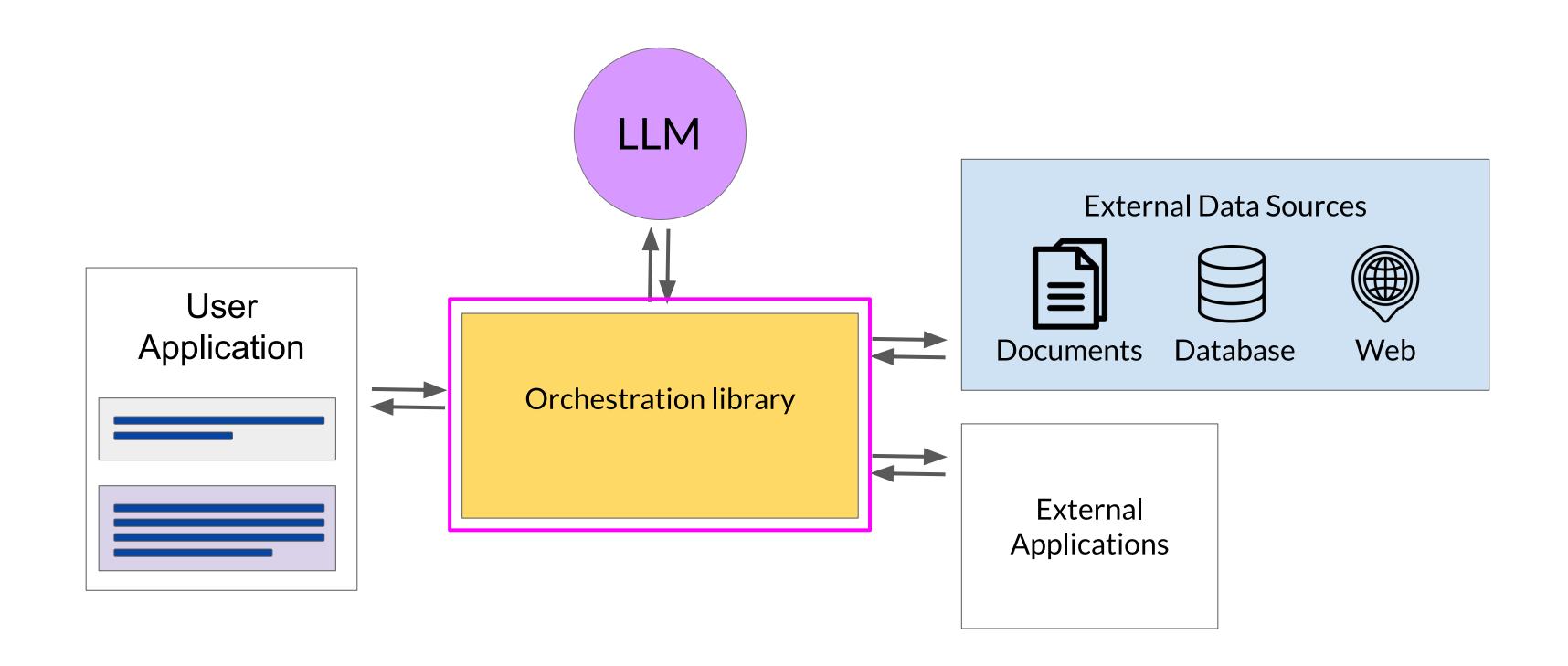


Completion with correct answer

PAL formatted solution



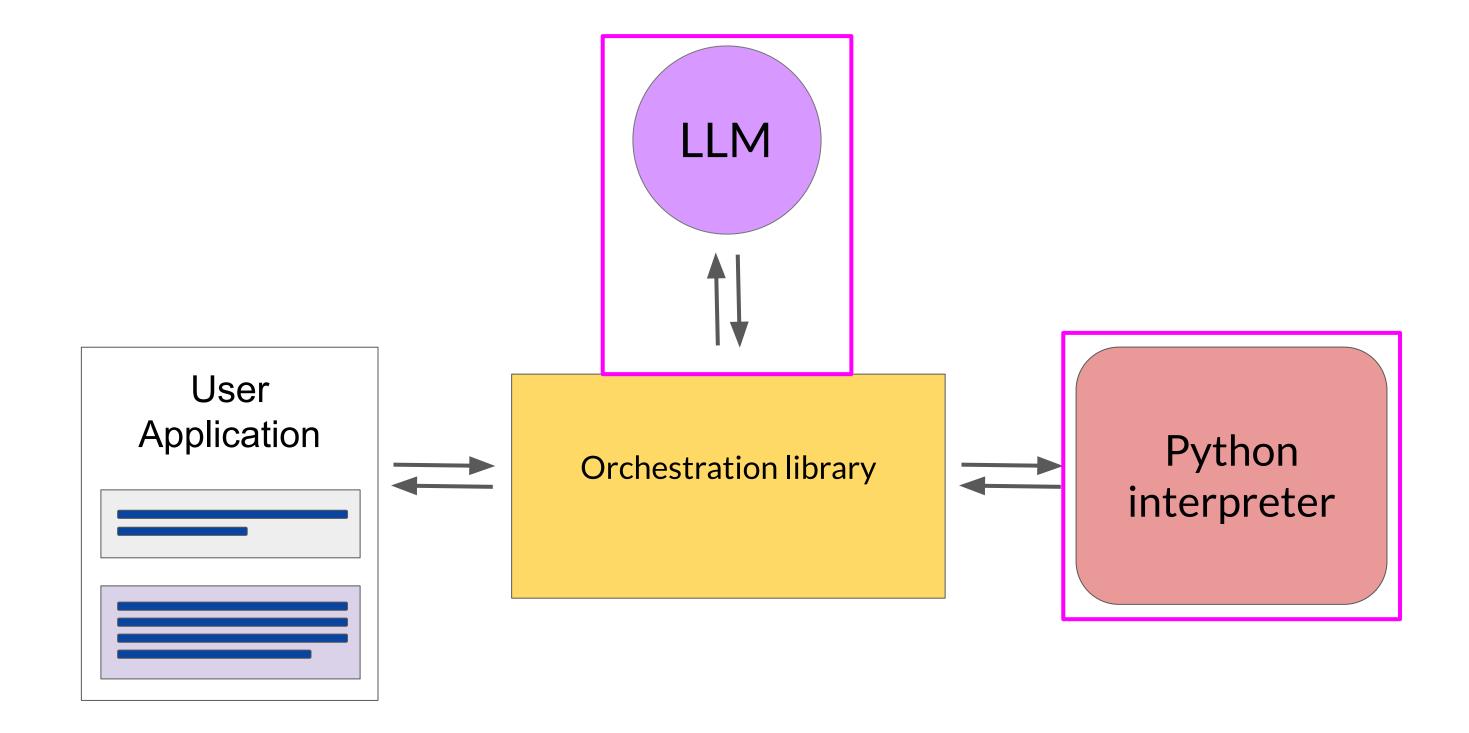
LLM-powered applications





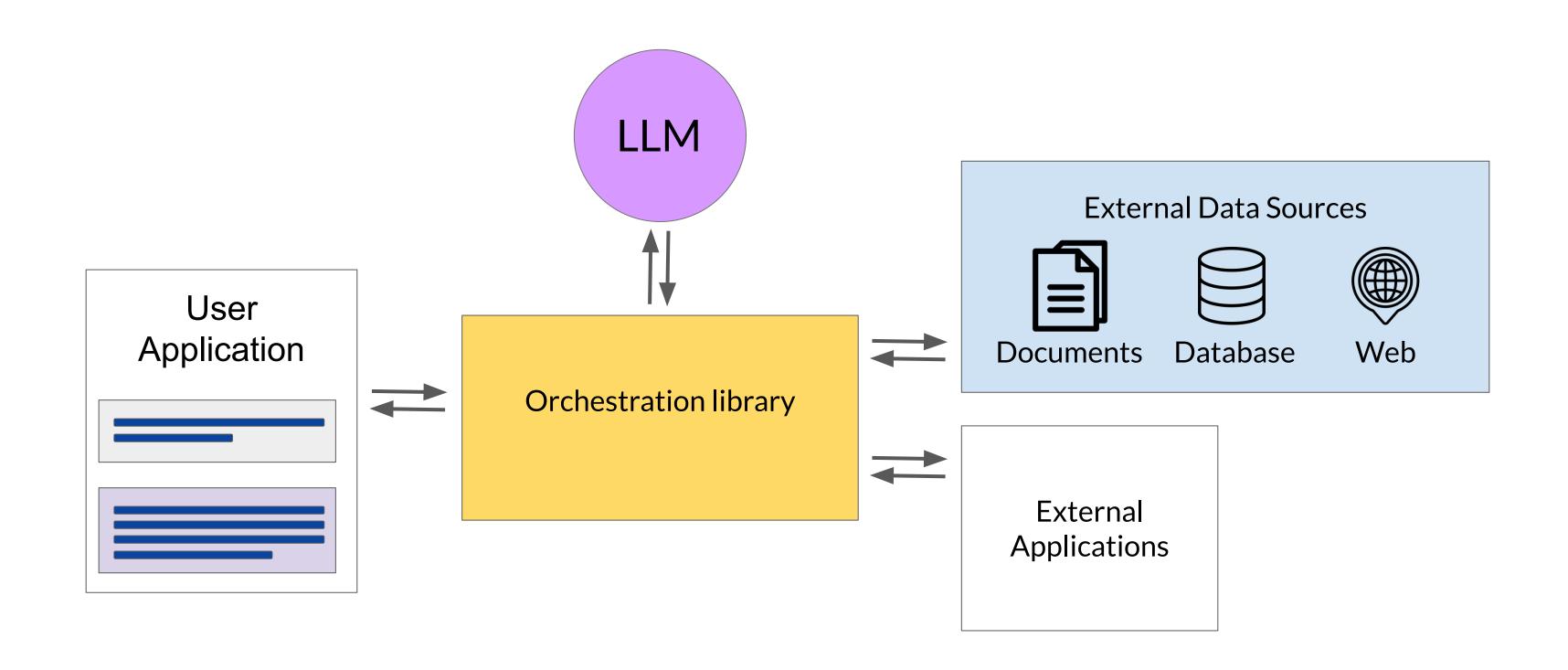


PAL architecture





LLM-powered applications

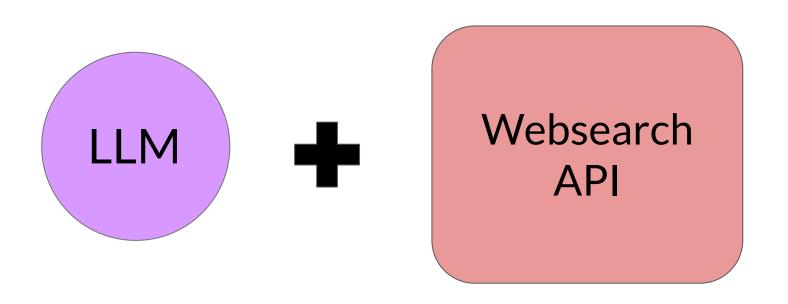




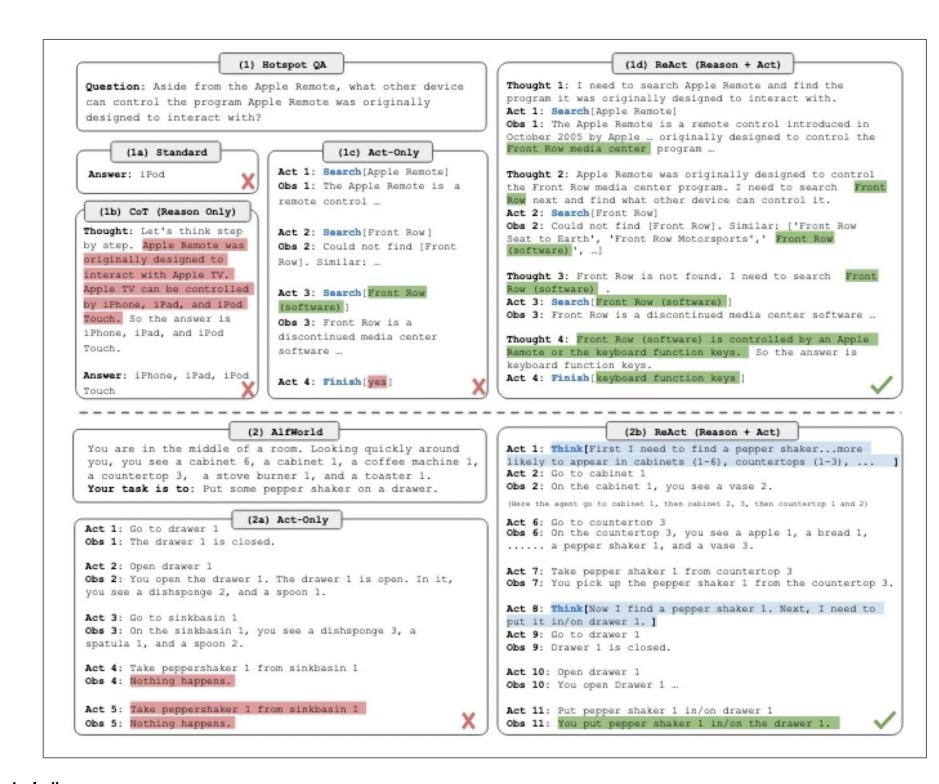
ReAct: Combining reasoning and action in LLMs







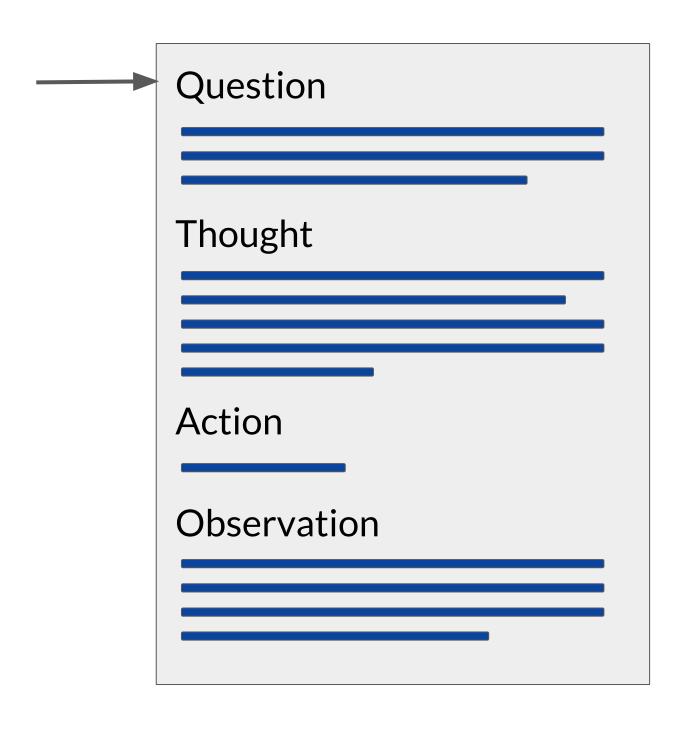
HotPot QA: multi-step question answering Fever: Fact verification



Source: Yao et al. 2022, "ReAct: Synergizing Reasoning and Acting in Language Models"







Question: Problem that requires advanced reasoning and multiple steps to solve.

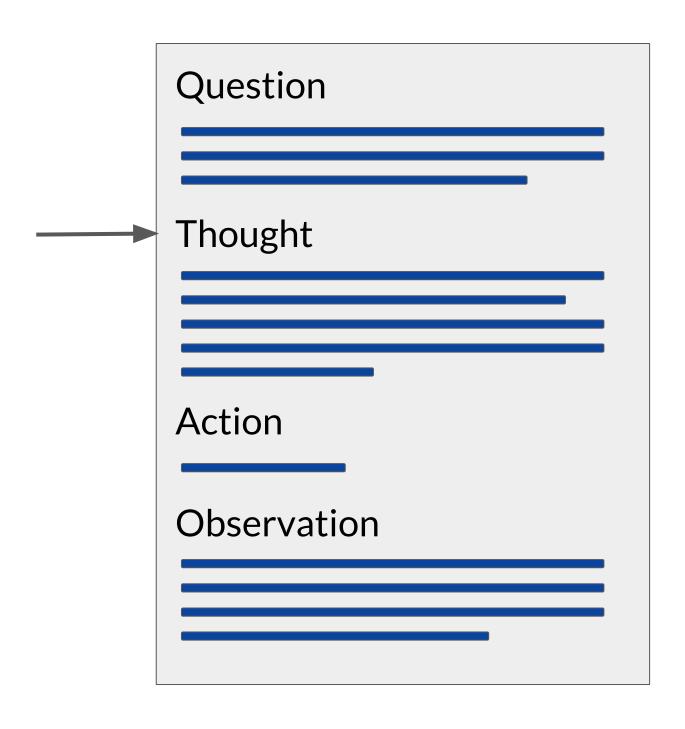
E.g.

"Which magazine was started first,
Arthur's Magazine or First for Women?"

Source: Yao et al. 2022, "ReAct: Synergizing Reasoning and Acting in Language Models"



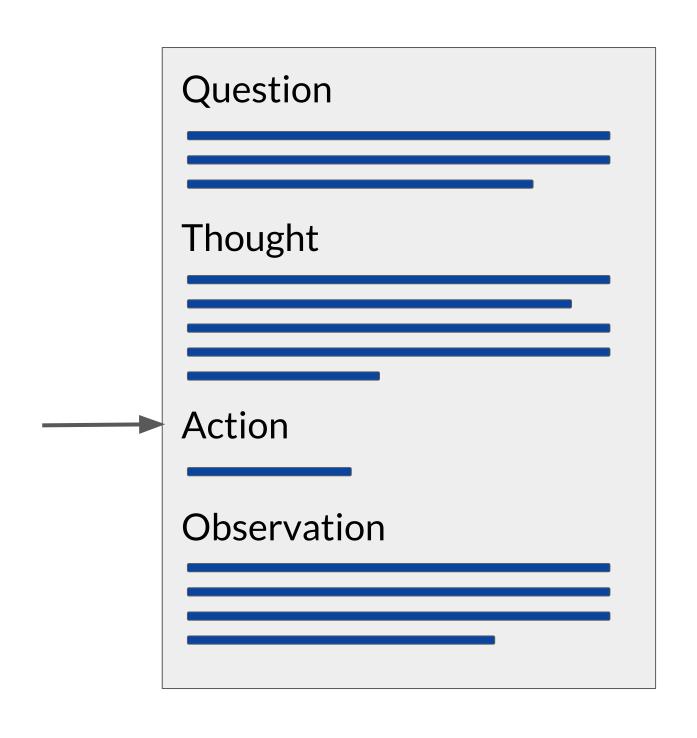




Thought: A reasoning step that identifies how the model will tackle the problem and identify an action to take.

"I need to search Arthur's Magazine and First for Women, and find which one was started first."





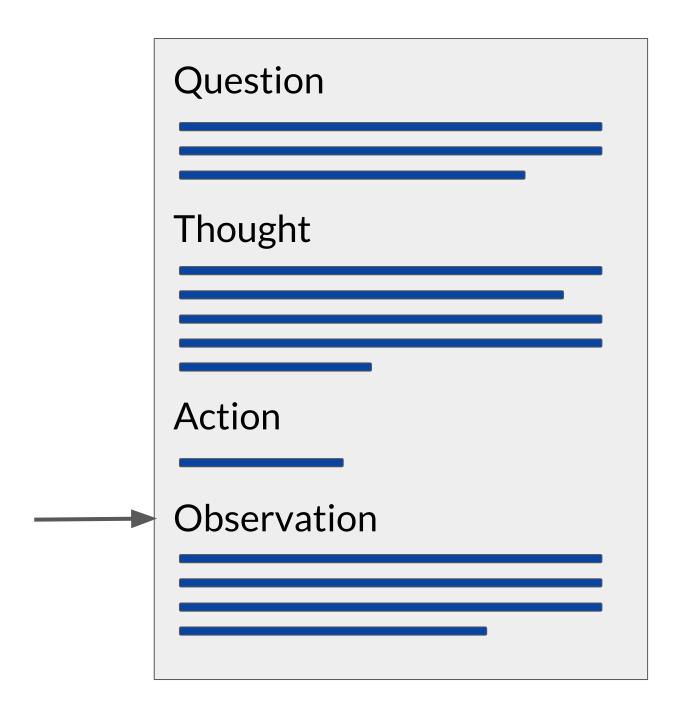
Action: An external task that the model can carry out from an allowed set of actions.

```
E.g.
search[entity]
lookup[string]
finish[answer]
```

Which one to choose is determined by the information in the preceding thought.

```
search[Arthur's Magazine]
```



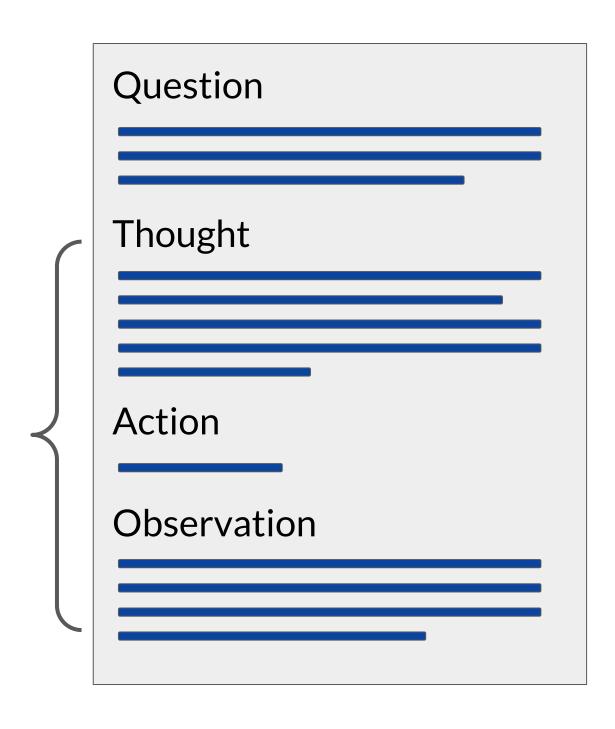


Observation: the result of carrying out the action

E.g. "Arthur's Magazine (1844-1846) was an American literary periodical published in Philadelphia in the 19th century."







Thought 2:

"Arthur's magazine was started in 1844. I need to search First for Women next."

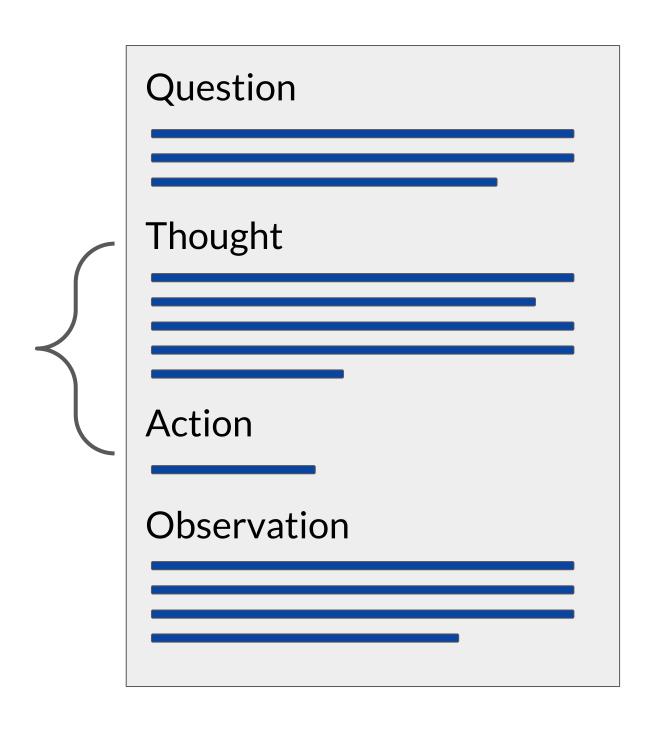
Action 2:
search[First for Women]

Observation 2:

"First for Women is a woman's magazine published by Bauer Media Group in the USA.[1] The magazine was started in 1989."







Thought 3:

"First for Women was started in 1989. 1844 (Arthur's Magazine) < 1989 (First for Women), so Arthur's Magazine as started first"

Action 2:

finish[Arthur's Magazine]



ReAct instructions define the action space

Solve a question answering task with interleaving Thought, Action, Observation steps.

Thought can reason about the current situation, and Action can be three types:

- (1) Search[entity], which searches the exact entity on Wikipedia and returns the first paragraph if it exists. If not, it will return some similar entities to search.
- (2) Lookup[keyword], which returns the next sentence containing keyword in the current passage.
- (3) Finish[answer], which returns the answer and finishes the task. Here are some examples.





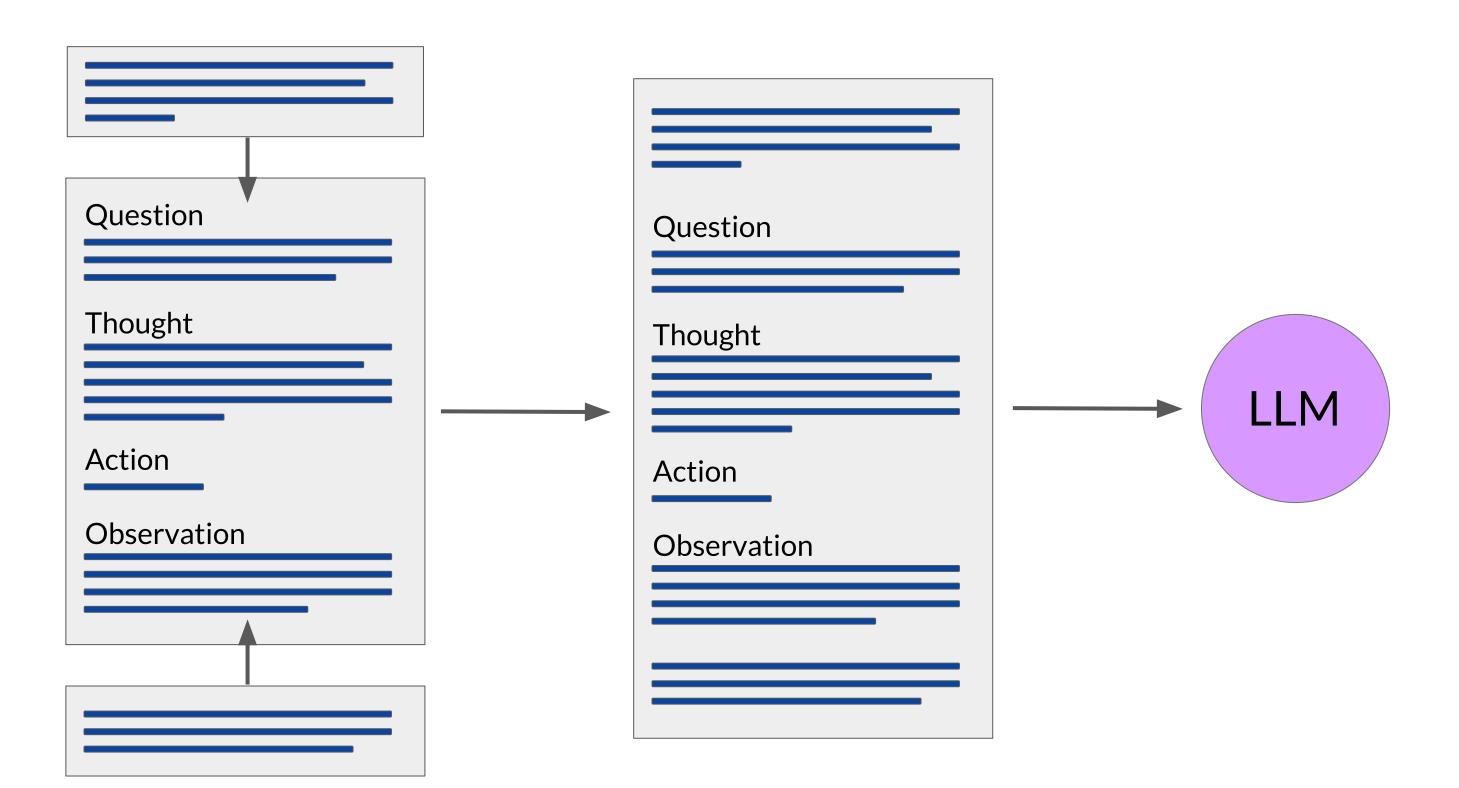
Building up the ReAct prompt

Instructions

ReAct example

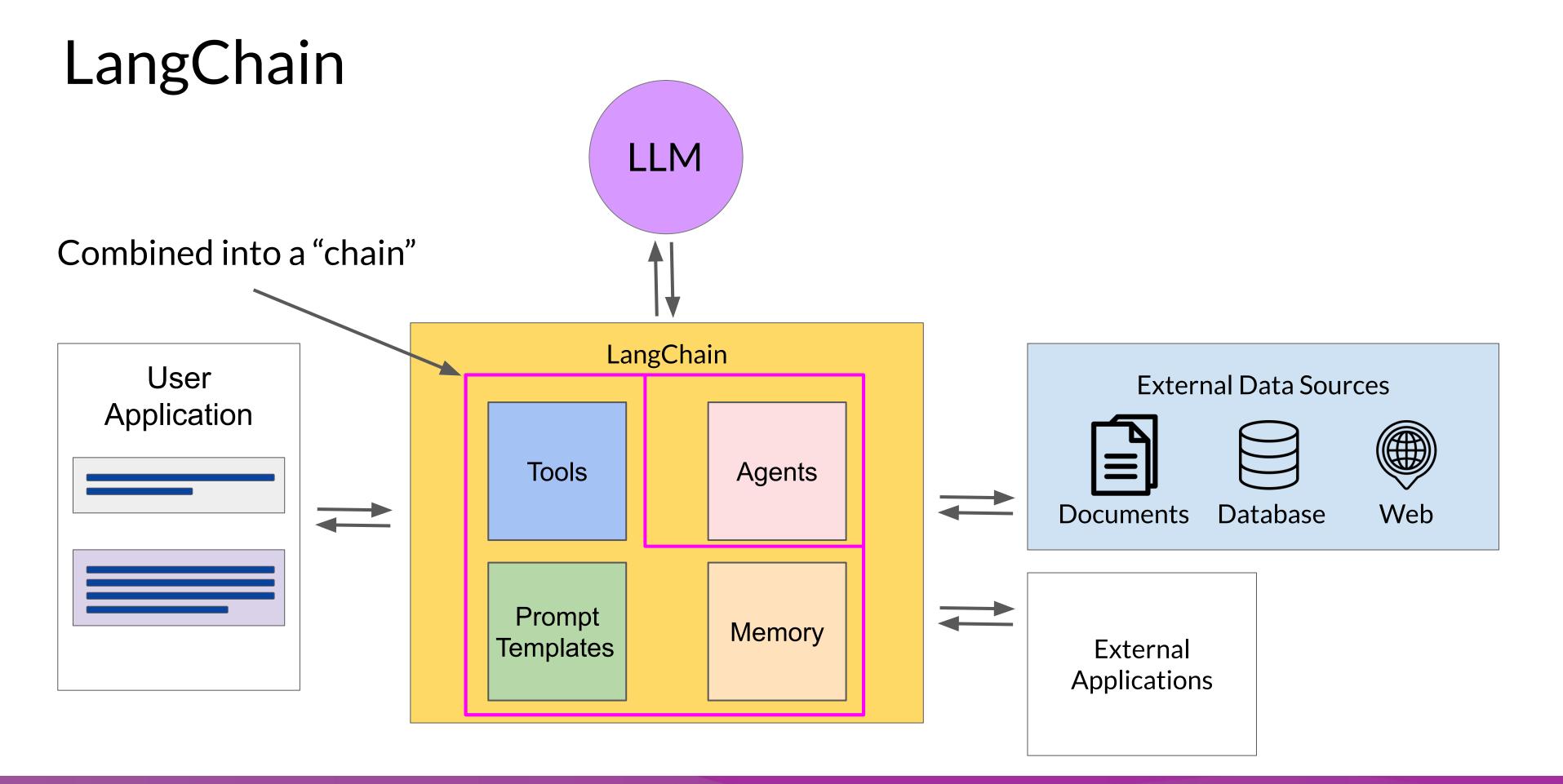
(could be more than one example)

Question to be answered











The significance of scale: application building



BLOOM 176B

*Bert-base



LLM powered application architectures

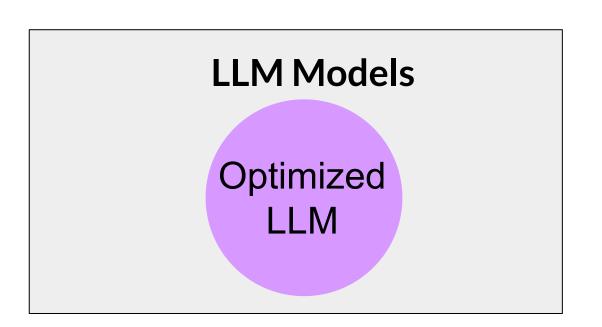








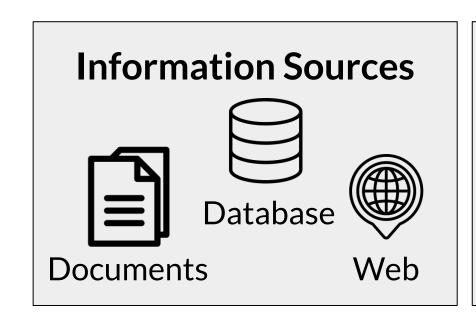


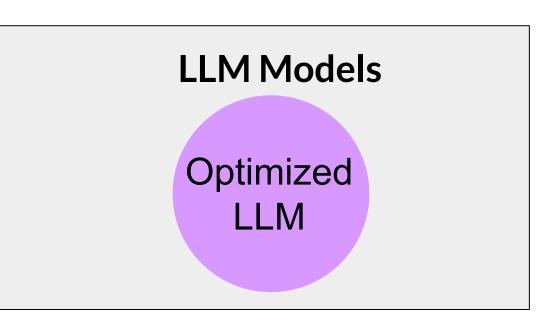






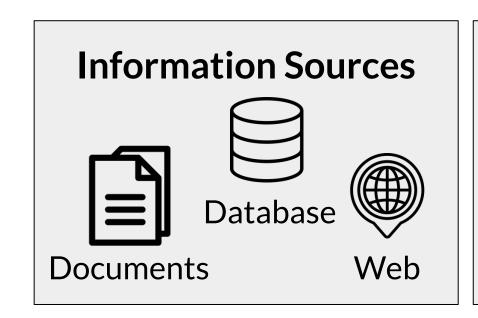


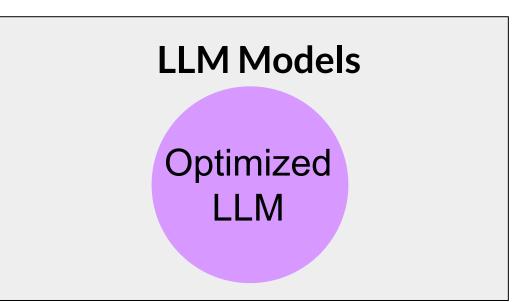


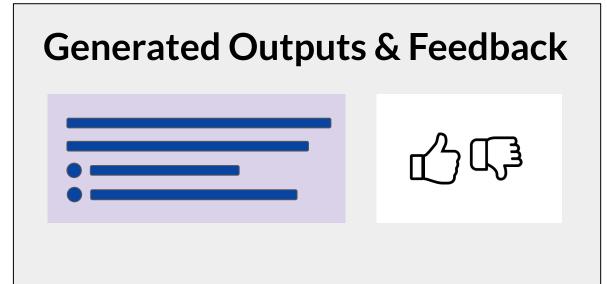








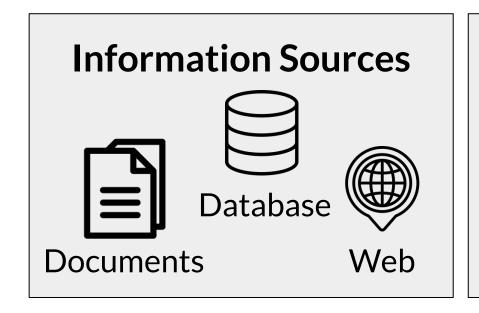


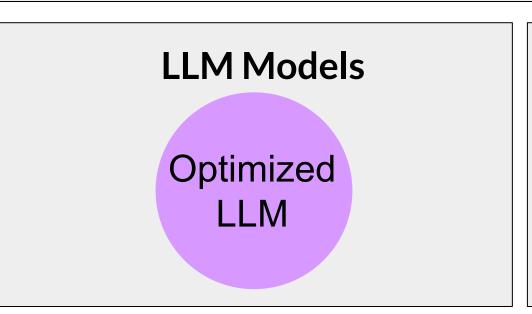


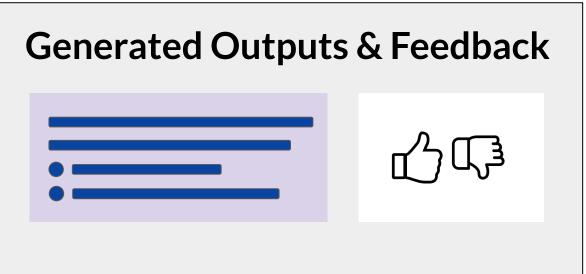




LLM Tools & Frameworks e.g. LangChain, Model Hubs





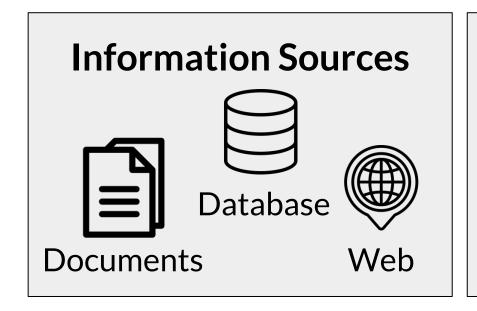


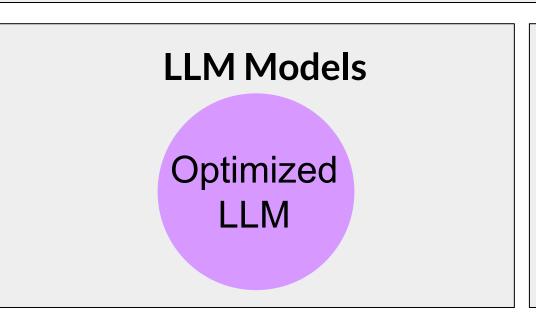


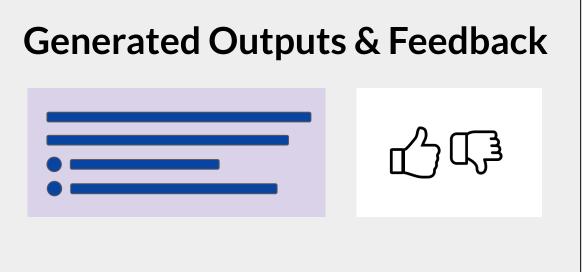


Application Interfaces e.g. Websites, Mobile Applications, APIs, etc.

LLM Tools & Frameworks e.g. LangChain, Model Hubs











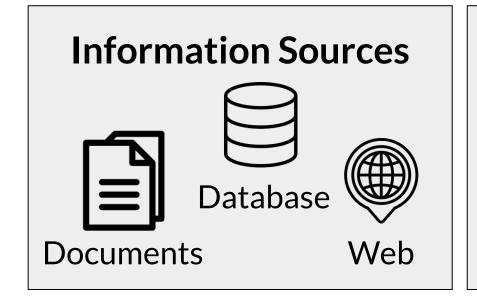


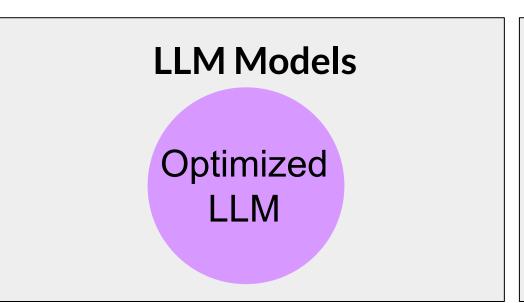


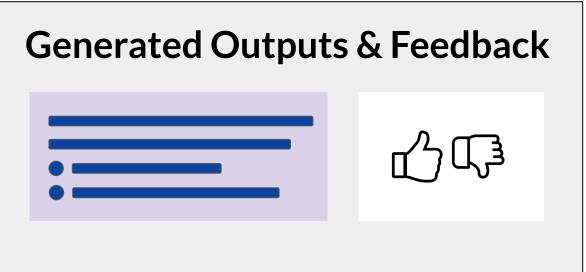


Application Interfaces e.g. Websites, Mobile Applications, APIs, etc.

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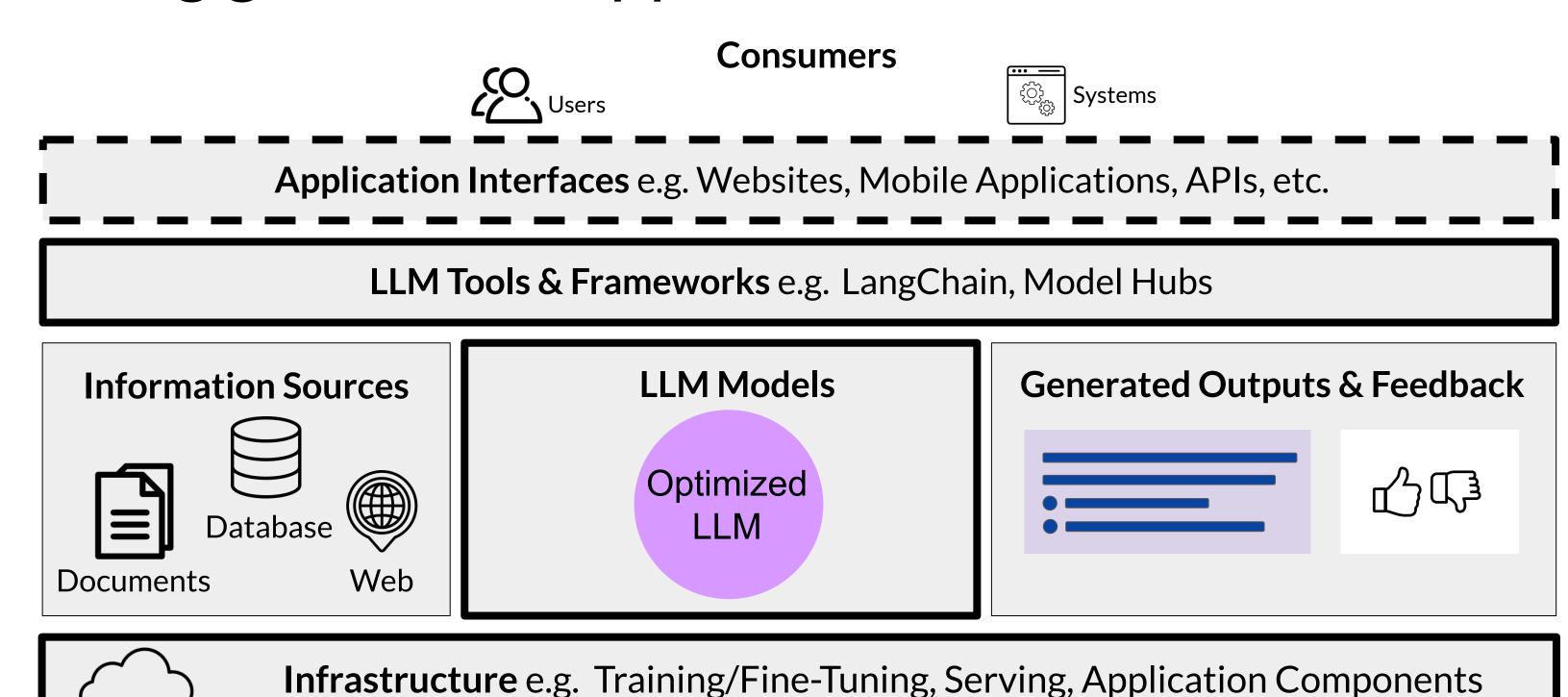






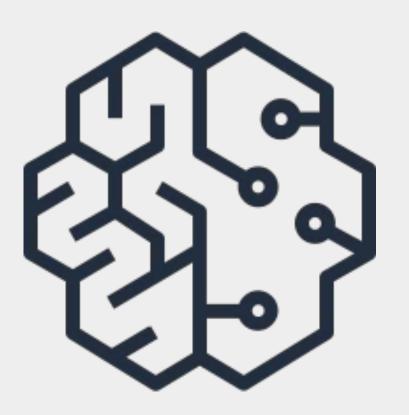








Conclusion, Responsible AI, and on-going research





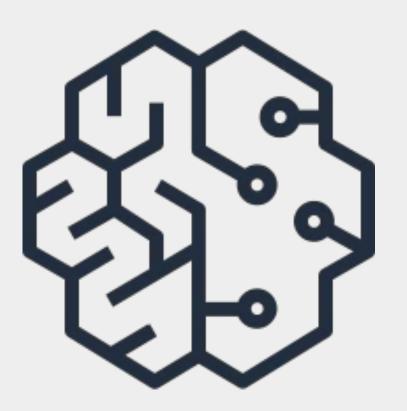


Responsible Al

Dr. Nashlie Sephus



Responsible Al Dr. Nashlie Sephus







Responsible Al Dr. Nashlie Sephus





On-going research

Responsible AI



Responsible Al





Special challenges of responsible generative Al

- Toxicity
- Hallucinations
- Intellectual Property



Toxicity

LLM returns responses that can be potentially harmful or discriminatory towards protected groups or protected attributes

How to mitigate?

- Careful curation of training data
- Train guardrail models to filter out unwanted content
- Diverse group of human annotators





Hallucinations

LLM generates factually incorrect content

How to mitigate?

- Educate users about how generative AI works
- Add disclaimers
- Augment LLMs with independent, verified citation databases
- Define intended/unintended use cases





Intellectual Property

Ensure people aren't plagiarizing, make sure there aren't any copyright issues

How to mitigate?

- Mix of technology, policy, and legal mechanisms
- Machine "unlearning"
- Filtering and blocking approaches





Responsibly build and use generative AI models

- Define use cases: the more specific/narrow, the better
- Assess risks for each use case
- Evaluate performance for each use case
- Iterate over entire Al lifecycle



On-going research

- Responsible AI
- Scale models and predict performance
- More efficiencies across model development lifecycle
- Increased and emergent LLM capabilities

