

Best Practices and Future Directions



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Module Overview



Best practices for prompt engineering

Trends and future directions in generative AI

Next steps and additional resources





Best Practices for Prompt Engineering



Best Practices

Use the latest model

Use delimiters to separate instructions from context

Be specific, descriptive and detailed

Specify the desired output format through examples

Start with zero-shot, then few-shot

Limit “fluffy” and imprecise descriptions

Say what to do rather than what NOT to do

For code generation, use “leading words” to nudge the model to a particular pattern



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Separate Instructions from Input Content

Summarize the most important concepts of the text below using three bullet points.

(or use " " or --- as a delimiter)

Self-driving cars, also known as autonomous vehicles, use a variety of sensors, cameras, and artificial intelligence to navigate and drive without human intervention. These technologies allow the vehicles to perceive their surroundings, interpret the road and obstacles, and make decisions about steering, acceleration, and braking. The primary aim of self-driving cars is to reduce human error, which accounts for a significant number of road accidents. They are also expected to increase efficiency in traffic and reduce congestion. However, there are still significant challenges to overcome, including legal and ethical issues, safety concerns, and technological limitations.



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Be Specific, Descriptive and Detailed

Meh: Write a poem about generative AI.

Better: Write a short, funny limerick about generative AI, focusing on image generation, in the style of William Shakespeare.



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Define the Desired Format for Output

From the following text, please extract all companies, schools and skills.

Desired format:

COMPANIES: [Companies]

SCHOOLS: [Schools]

SKILLS: [Skills in bullet points]

###

{résumé}



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Zero-shot Prompting

Classify the sentiment for the following text.

Text: This course is awesome!

Sentiment:



Few-shot Prompting

Classify the sentiment for the following text as superb, meh or neutral.

Text: This course is awesome!

Sentiment: Superb

Text: I'm really confused by this course!

Sentiment: Meh

Text: It was so-so.

Sentiment: Neutral

Text: I loved it!

Sentiment:



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Limit “Fluffy” and Imprecise Descriptions

Meh: Write something interesting about history. It should be fairly short, a few sentences.

Better: Imagine you are a historian exploring the ancient city of Rome during the height of the Roman Empire. Write a captivating account of the bustling streets, grand architecture, and vibrant culture that you encounter. Use four sentences.



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Say What to Do Rather Than What NOT to Do

Meh: Describe the process of photosynthesis without using any complex scientific jargon.

Better: Describe the process of photosynthesis in simple, everyday language suitable for a middle school student.



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Use “Leading Words” for Code Generation

Meh: Write a statement to retrieve all records from the 'employees' table where the 'salary' is greater than 50000.

Better: Write a statement to retrieve all records from the 'employees' table where the 'salary' is greater than 50000.

SELECT





Trends and Future Directions





Conversational AI

ChatGPT

Bing/Copilot

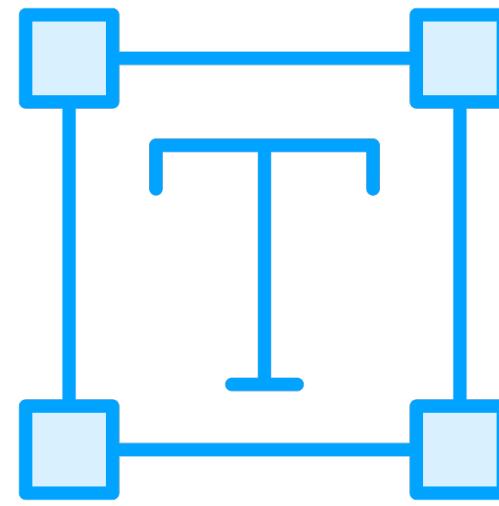
Google's Bard

Jasper

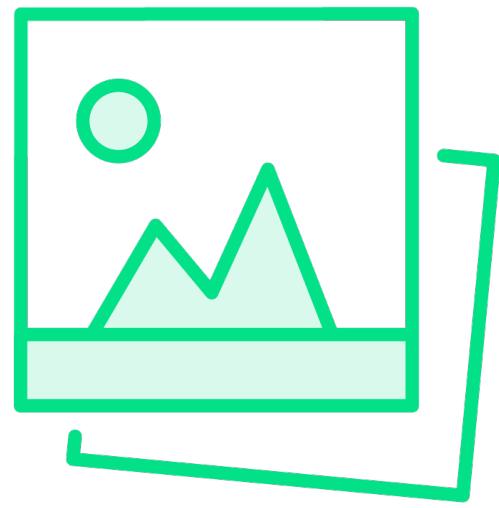
YouChat



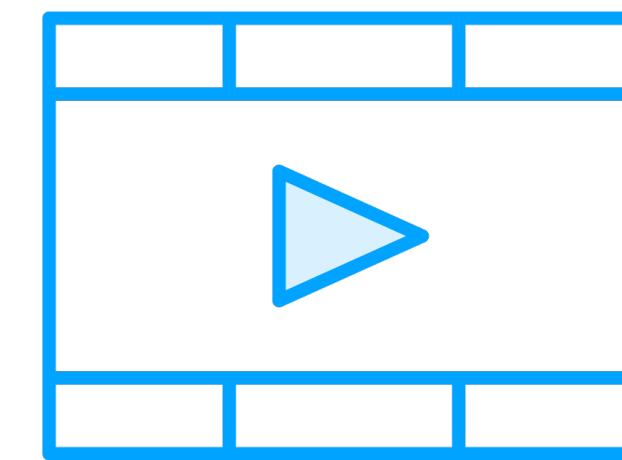
Multimodal Generative AI



Text



Images



Video



Sound



Code Generation

GitHub Copilot/Copilot X





Created with Midjourney

Future Directions for Generative AI



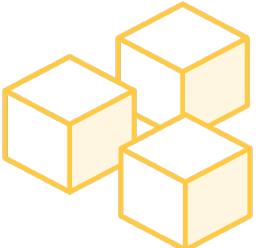
Explosion of AI tools in all areas



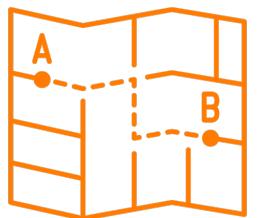
Hyper-personalization



More accurate, real-time models

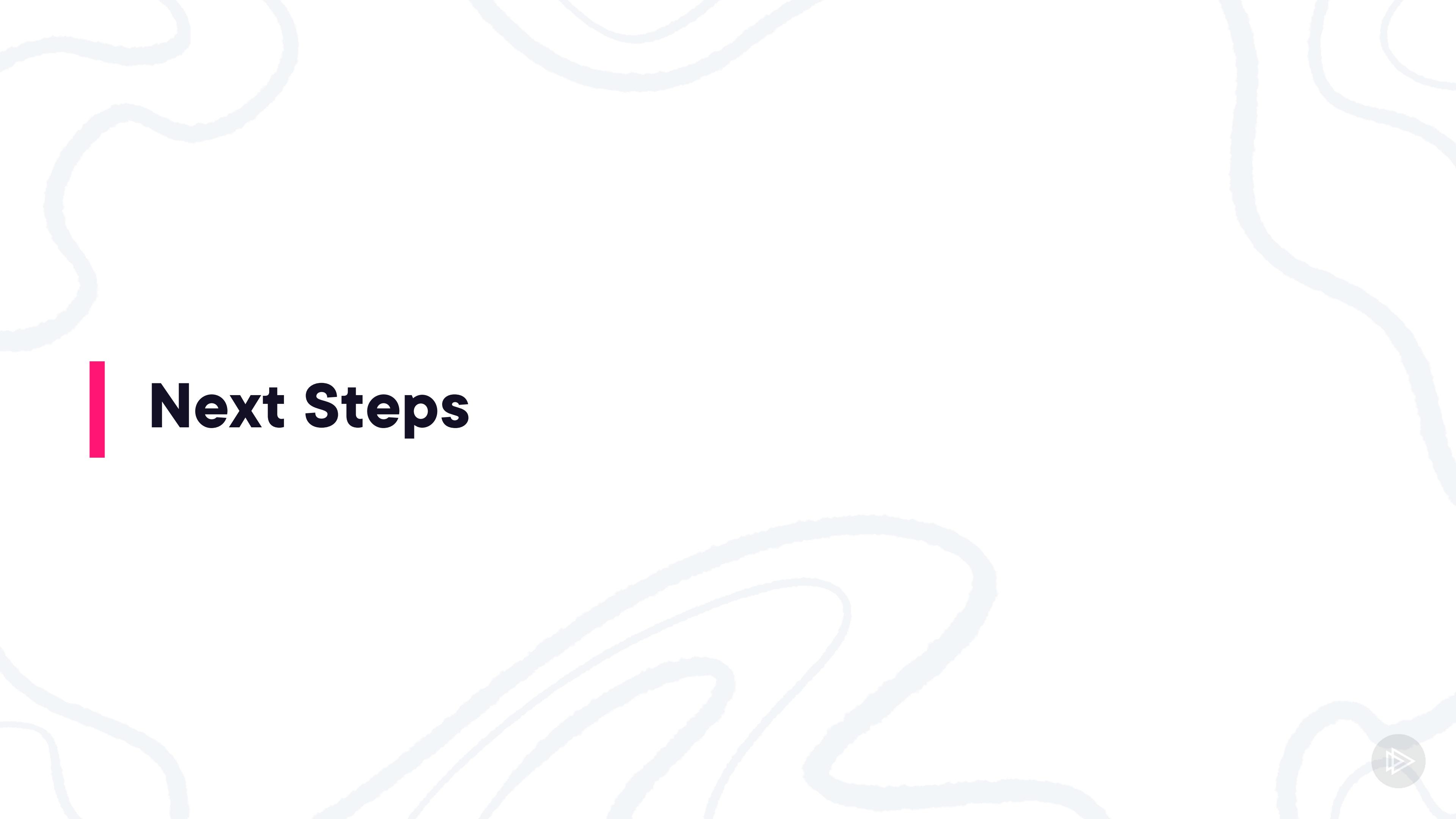


Bespoke LLMs and specialized plug-ins



Shifting career paths





Next Steps



Next Steps

Try it!



Search Pluralsight for “Generative AI”

OpenAI Resources

- openai.com/blog
- help.openai.com/en/collections/3675942-prompt-engineering

Let me know on the Discussion tab how things are going



Thank You!

