

生成式 AI 與提詞工程

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- 日期: 2024-05-29

大綱

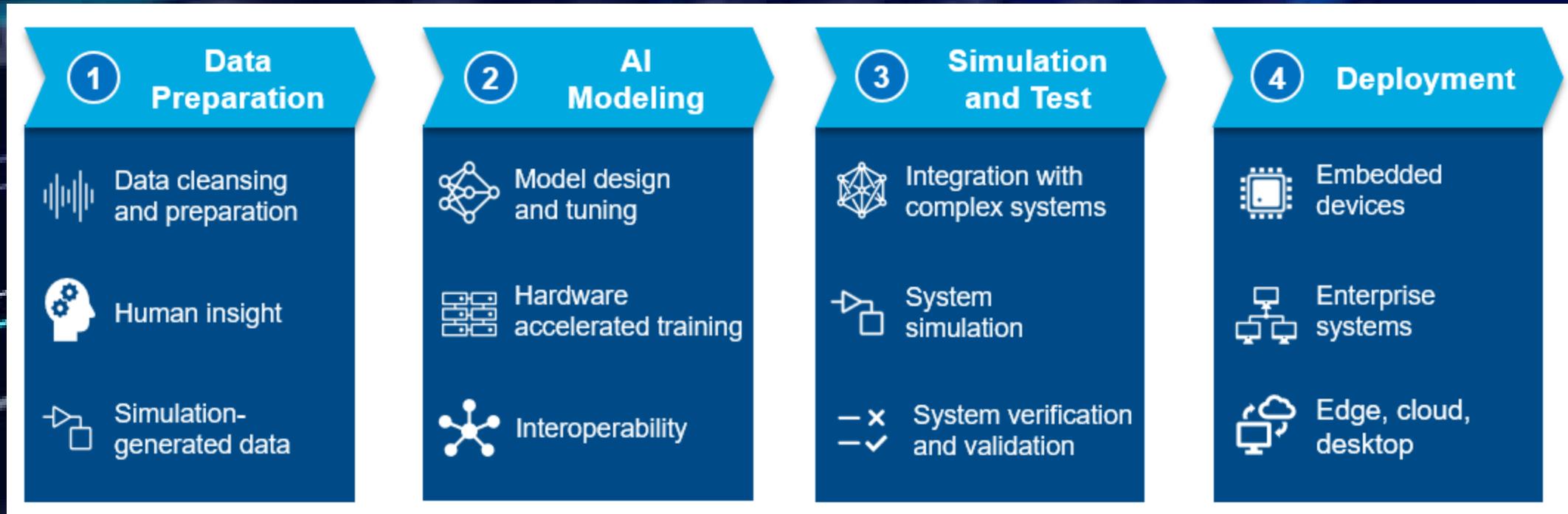
- 數據分析工作內容
- 生成式 AI 簡介
- 大語言模型
- 提詞工程
- 提詞心法與技巧
- Q&A 時間



數據分析三大業務

- AI (Artificial Intelligence): 使用資料建模
- BI (Business Intelligence): 建置企業報表
- Data: 資料倉儲、排程轉檔

AI 建模流程



AI 領域與應用

- **自然語言處理**: 智能客服、文字訊息抽取、文字摘要整理、知識問答
- **語音辨識**: 客服錄音轉文字、會議錄音轉文字
- **影像處理**: 保單健診、簽名比對、證件 OCR、文函 OCR
- **預測模型**: 預測核保風險等級、預測是否快速理賠
- **圖資料庫**: 家庭關係、保單關係人、醫療理賠

語音相關的 AI 技術 與應用

AI voice/speech recognition and translations



語音辨識 (Automatic Speech Recognition)

語音辨識技術能夠將語音訊息轉換為可讀的文字資料

- **語音助手：**如 Siri、Google 助手和 Alexa 等，可以理解用戶的語音命令並執行相應的操作
- **語音轉文字服務：**如會議記錄、語音筆記等；可以將語音內容轉換為文字，方便閱讀和搜尋
- **語音搜尋：**用戶可以通過語音輸入關鍵詞進行搜尋，而不需要手動輸入
- **語音互動系統：**如語音導航、語音客服等，可以提供更自然的人機互動方式

語者分離 (Speaker Separation)

從混合語音信號中分離出單一語者的聲音

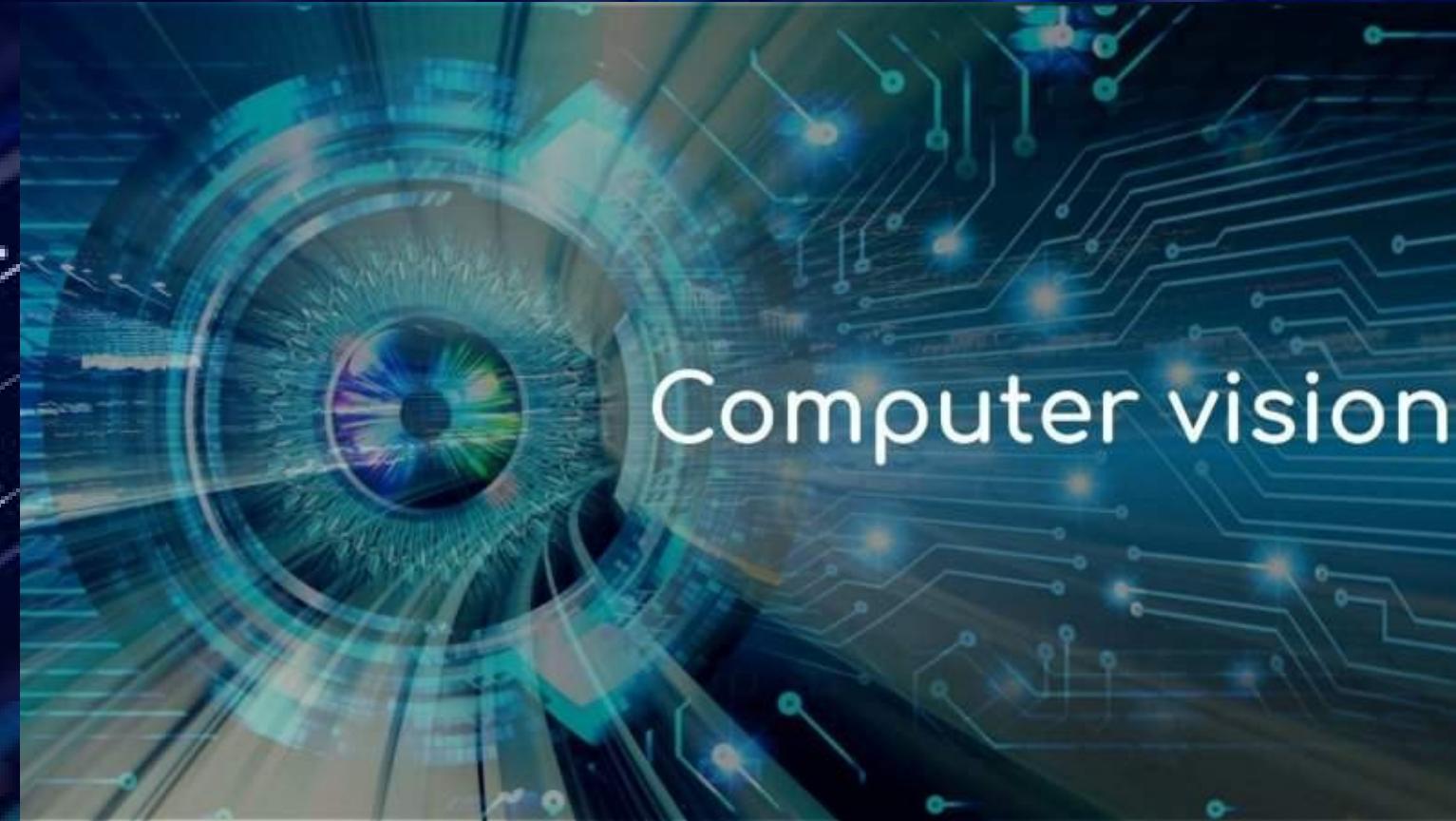
- **會議記錄**: 在多人會議中，可以將每個人的語音分離出來，以便進行更準確的語音識別和轉錄
- **語音增強**: 在嘈雜的環境中，可以將目標語者的語音從背景噪聲中分離出來，以提高語音的清晰度
- **語者識別**: 在語者識別的前處理階段，可以將目標語者的語音從混合語音中分離出來，以提高識別的準確度
- **語音編輯**: 在語音編輯和後期製作中，可以將不同語者的語音分離出來，以便進行單獨的編輯和調整

聲紋識別 (Speaker Recognition)

通過分析語音的特徵來識別說話者的身份

- 身份驗證：在電話銀行、語音助手和其他語音交互系統中，可以使用聲紋辨識來驗證用戶的身份
- 語音搜尋：在語音搜尋系統中，可以使用聲紋辨識來識別語音查詢的發音者
- 語音監控：在語音監控系統中，可以使用聲紋辨識來識別錄音中的語者
- 法證語音分析：在法證語音分析中，可以使用聲紋辨識來確定錄音中的語者身份

影像相關的 AI 技術 與應用



物體檢測 (Object Detection)

物體檢測技術可以從一張圖片中辨識出所有出現的物體並標示出其位置

- 安全監控
- 自動駕駛
- 機器人視覺
- 保單簽名與日期辨識

人臉辨識 (Face Recognition)

人臉辨識技術可以從圖像或視頻中識別出人臉並確定其身份

- 個人身份驗證
- 遠距投保
- 會員 APP 登入

影像分類 (Image Classification)

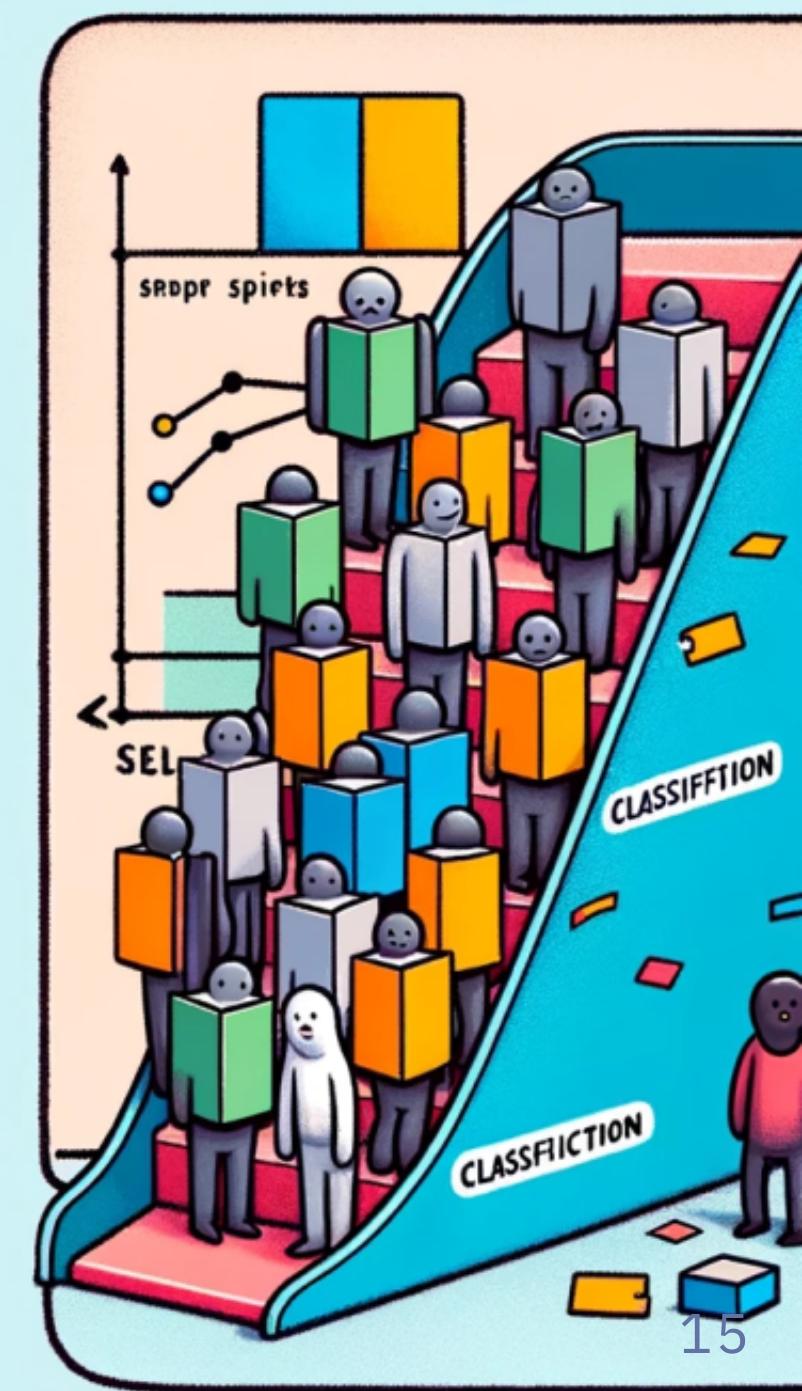
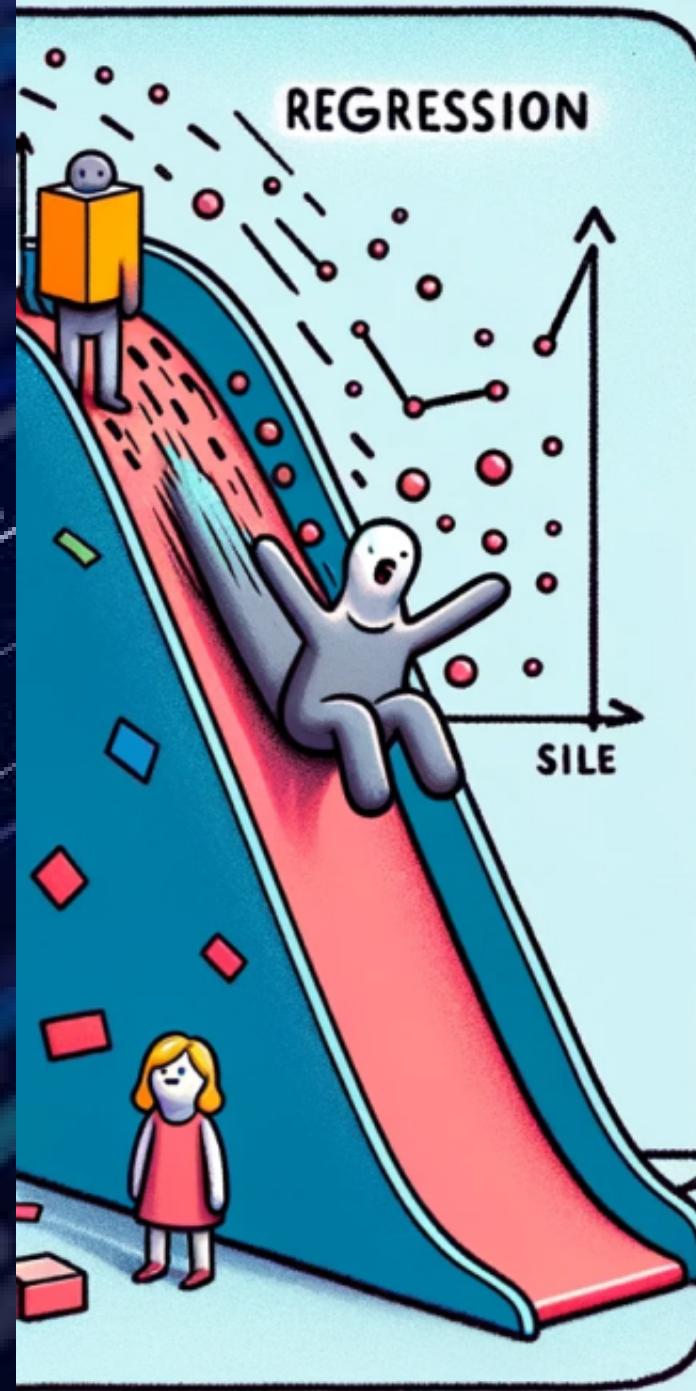
影像分類技術可以將一張圖片分為不同的類別

- 醫療診斷
- 衛星圖像分析
- 農業監測
- 保單簽名比對

預測模型

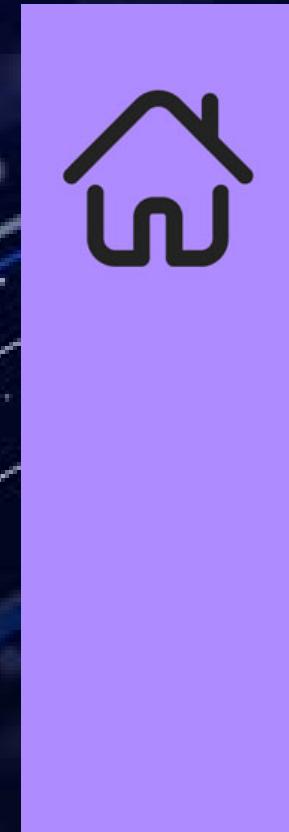
預測標的：

“是連續數值？
還是非連續類別？”



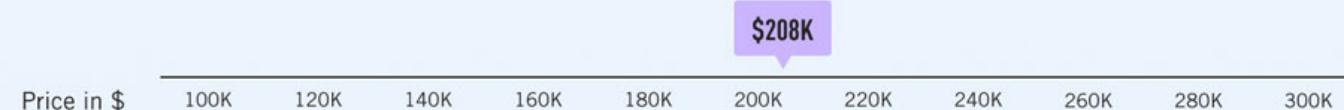
預測模型

- 預測數值：
平均餘命、
獲利年利率
- 預測類別：
核保風險等級、是否快
速理賠



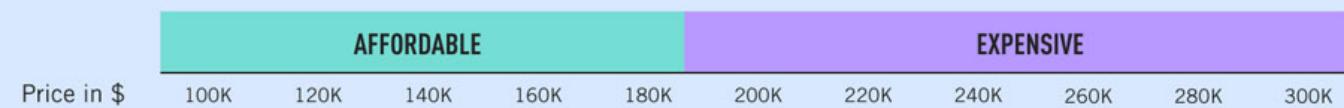
Regression

What will house prices be like in my town next year?



Classification

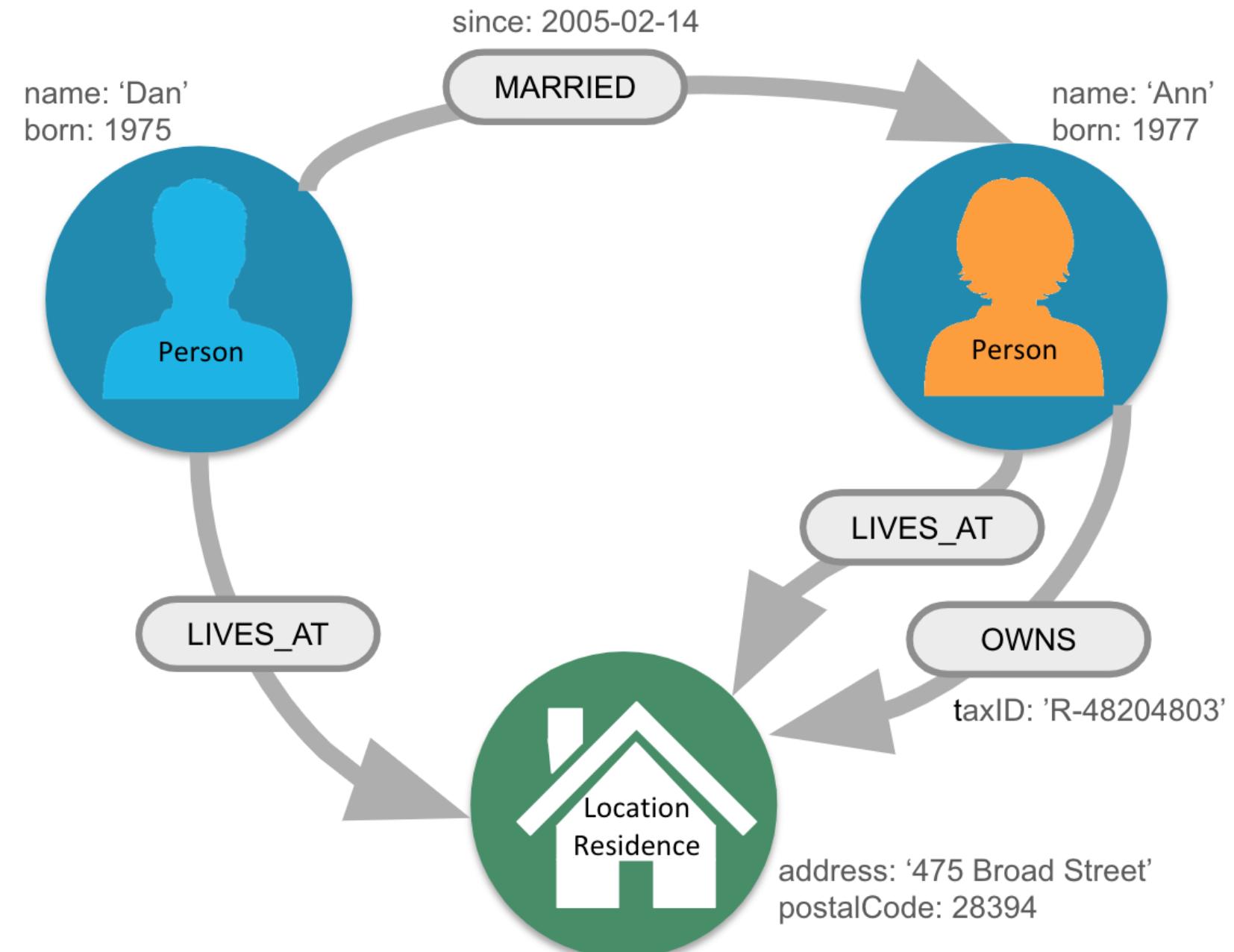
Will houses be affordable in my town next year?



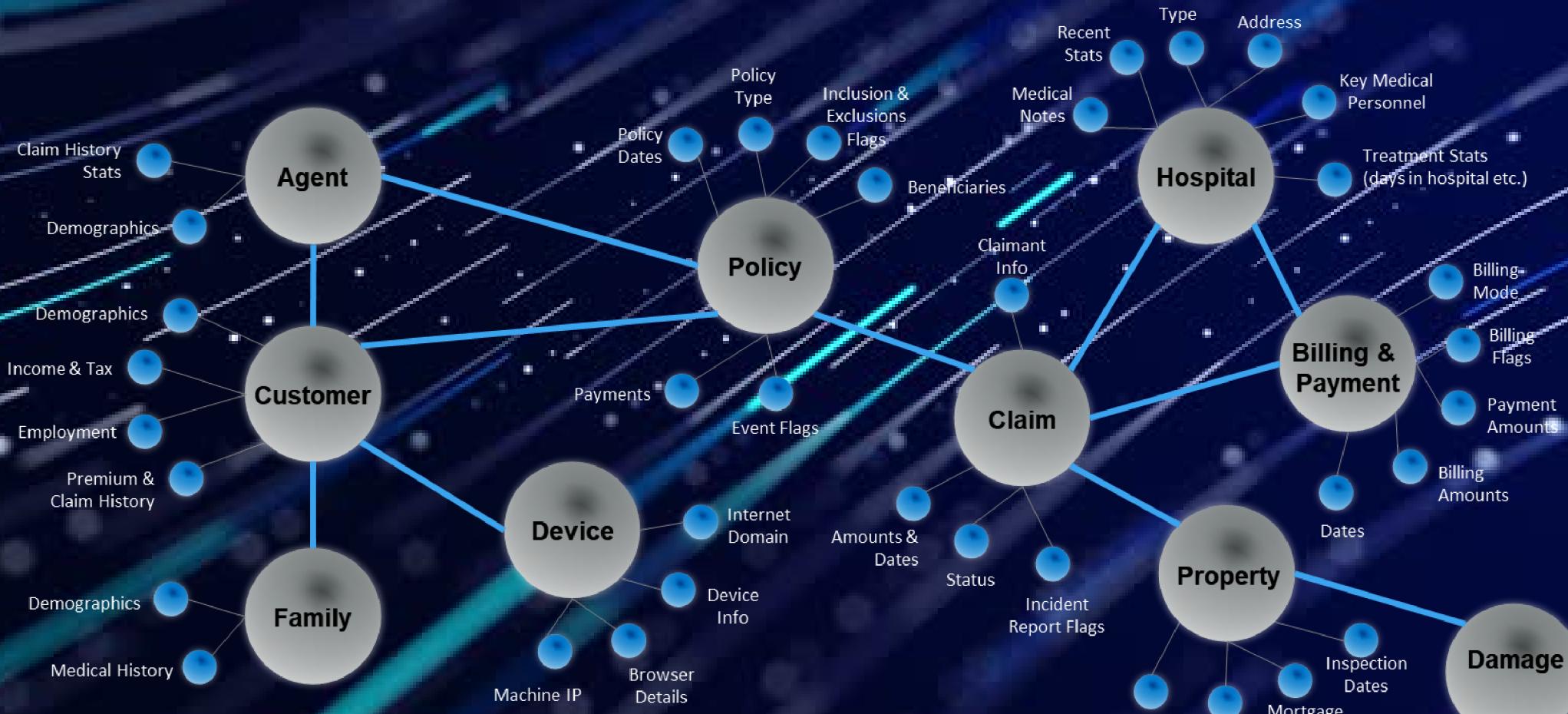
圖資料庫

以下列元素儲存資料：

“
節點
邊緣
屬性
”

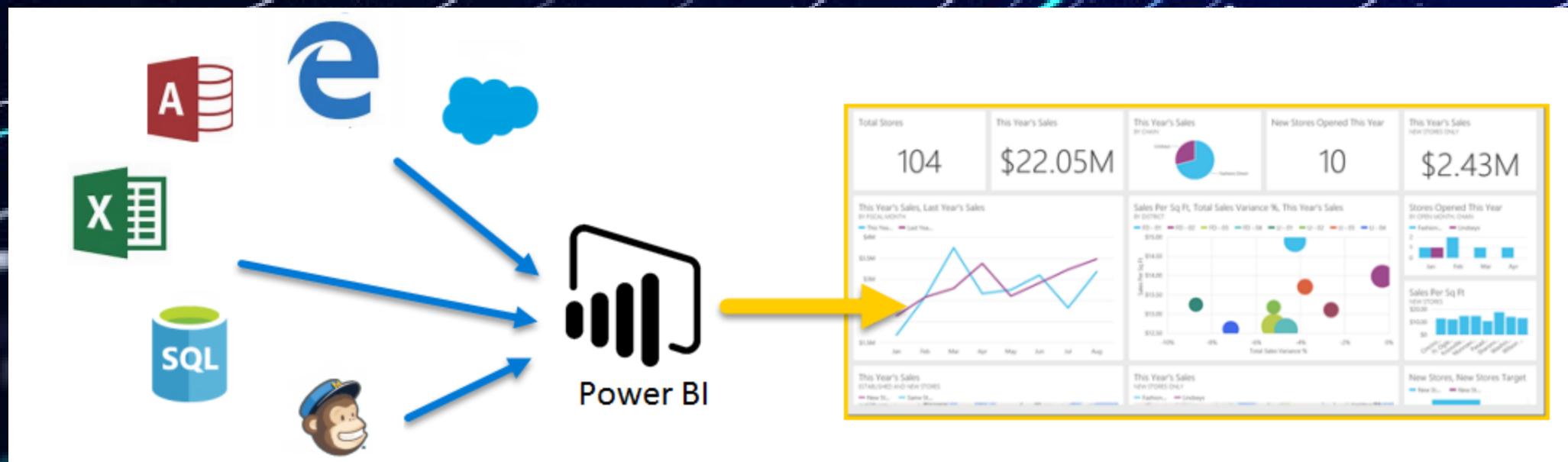


保單關係網絡



Power BI

“處理大量的多源數據，並快速建立互動式的視覺圖表，
協助企業了解數據背後的洞察”



Power BI

讓數據從平面轉為立體

Power BI能將平面數據轉換成立體化的儀表板

先行智庫

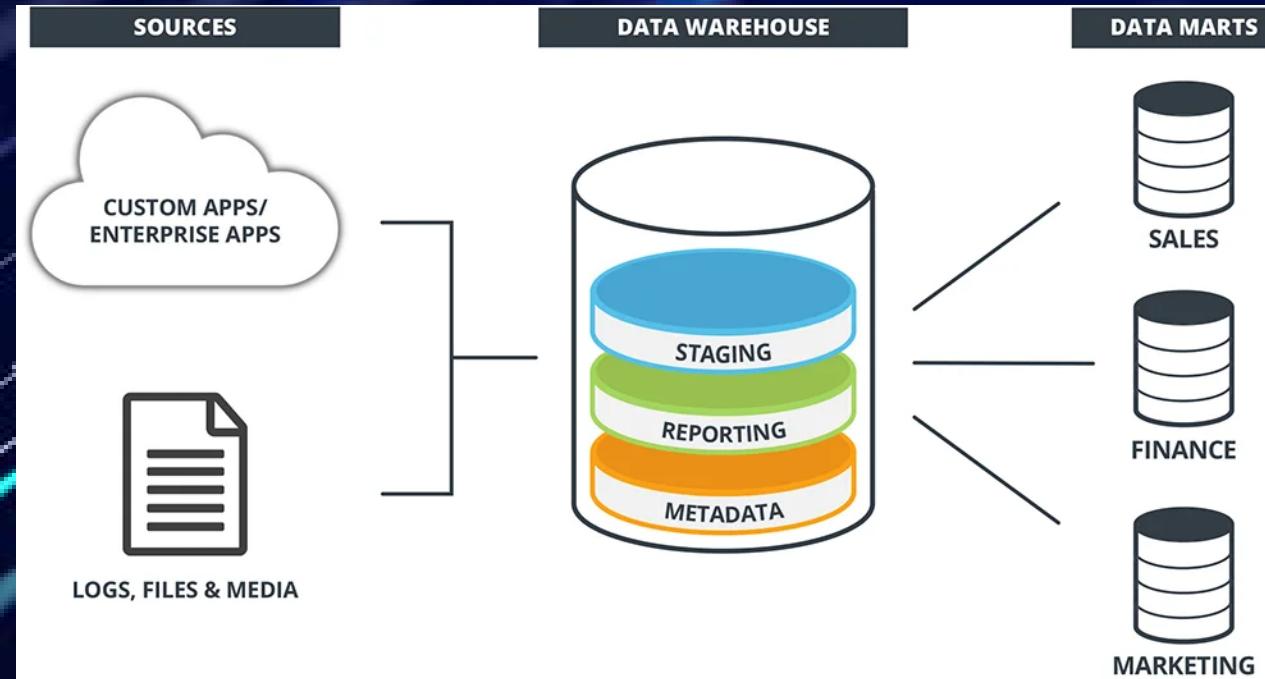
The diagram illustrates the transformation process. On the left, a screenshot of an Excel spreadsheet titled '客户数据' (Customer Data) shows a table of sales data with columns for Client ID, Market, Salesperson, Product, Quantity, Price, Profit, Profit Margin, and Date. A large blue arrow points from this flat Excel data to a yellow box containing the Power BI logo. From this logo, another blue arrow points to the right, leading to a screenshot of a dynamic Power BI dashboard titled '銷售數據分析儀表板' (Sales Data Analysis Dashboard). The dashboard features several interactive visualizations: a main summary card showing 'NT\$136,285,000' in revenue and 'NT\$47,107,600' in profit; a line chart showing monthly revenue over time; a bar chart showing product revenue; a map visualization; and a donut chart showing departmental revenue distribution.

平面的Excel資料

立體化的動態儀表板

資料倉儲

- 集中式資料存放庫，可儲存結構化資料 (Excel 工作表) 和半結構化資料 (網頁)
- 資料會從各種來源 (如應用程式和資料庫) 流入
- 將當前和歷史資料儲存在一起，可用於資料採礦、資料視覺化，以及其他形式的商業智慧(BI)報告



Generative AI

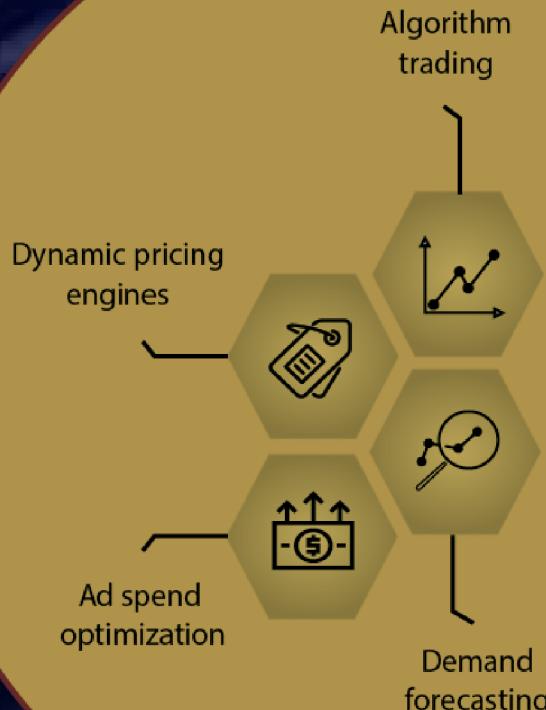
生成式 AI 簡介

兩種類型

AI

- 分辨式 AI
- 生成式 AI

Discriminative uses of AI



Current in domain of traditional ML

Not exhaustive

Recommendation engine



Fraud detection

Design drafts (e.g., architecture design)

Any writing tasks (e.g., meeting notes, editing)



New material synthesis through inverse design



Customer facing chatbots

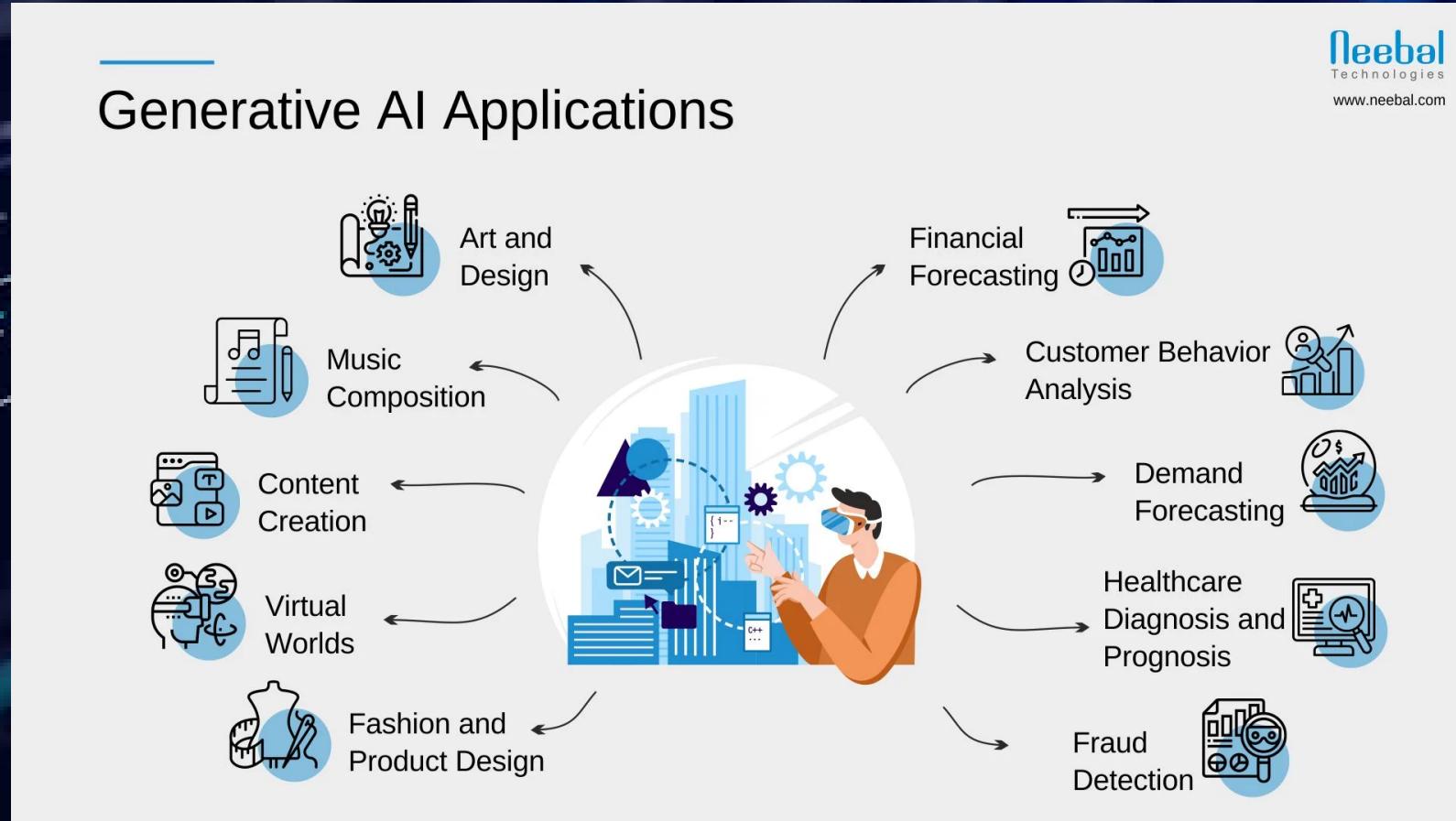
Generative uses of AI

Current in domain of foundation model

生成式 AI 應用領域

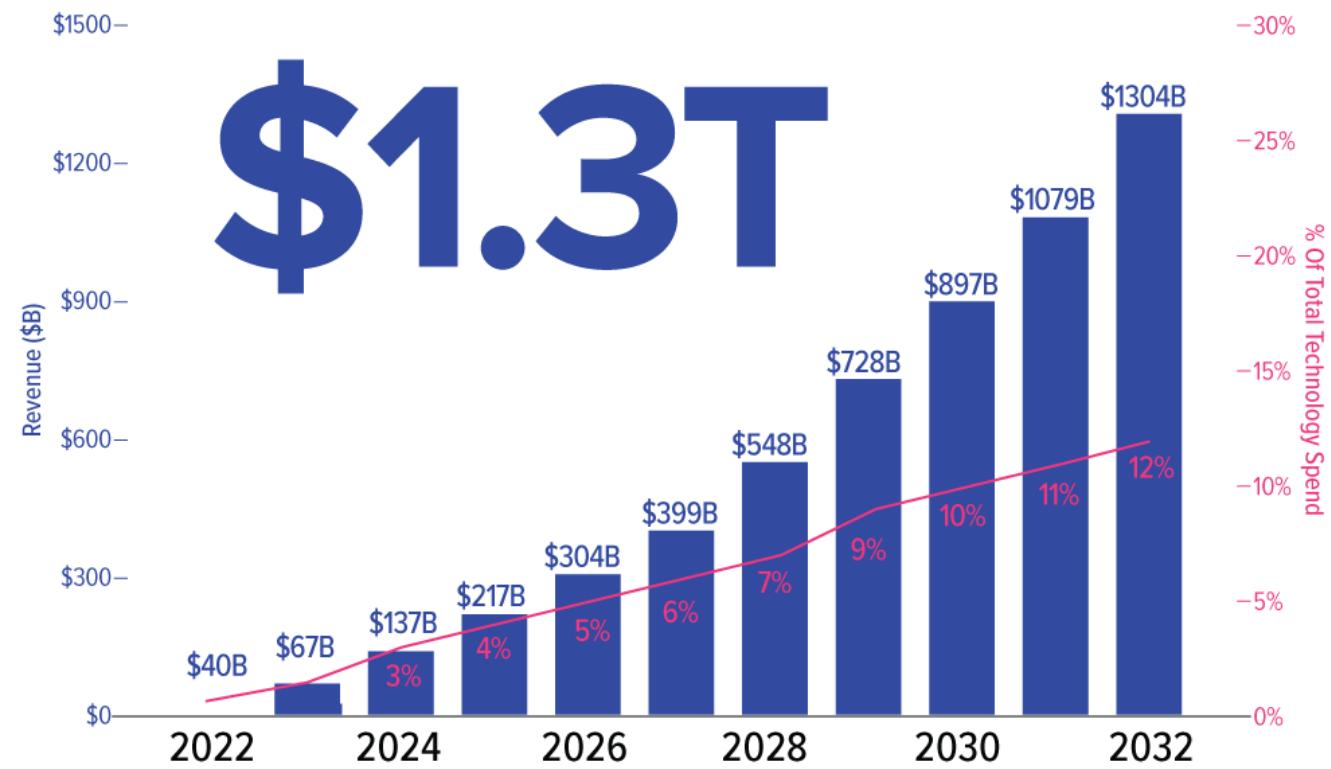


生成式 AI 應用場景



生成式 AI 營收與 支出預估

Generative AI Market Forecast by Revenue and Technology Spend



生成式 AI 投資領域



Where is all the money going in generative AI?

Distribution of generative AI funding, 2021 – 2022

Visual media \$822M | 58 deals

Consumer social apps & tools
\$133M

Enterprise AI avatars
\$253M

Motion capture animation \$14M
Lip sync & video personalization \$4M
Hyper-real deepfake videos \$15M
Visual ads & marketing \$10M

Graphics & product design \$22M
Images & NFTs \$114M
Photo & video editing tools \$131M
Synthetic training data \$126M

Generative interfaces \$586M | 20 deals

General search
\$85M

Human-machine interfaces
\$290M

Productivity & knowledge management
\$211M

Cross-functional (APIs) \$249M

Customer support
\$65M

Text \$852M | 48 deals

Social media & marketing content
\$317M

Summarization
\$199M

Personal writing & storytelling
\$6M

Sales email & outreach
\$15M

Audio editing
\$80M

Music generation
\$47M

Code completion
\$103M

Voice dubbing
\$42M
Voice synthesis & cloning
\$43M

Command line
\$19M
Website & app
\$10M
Text-to-code
\$4M
Documentation
\$3M

Speech & audio \$212M | 26 deals

Code
\$140M | 20 deals

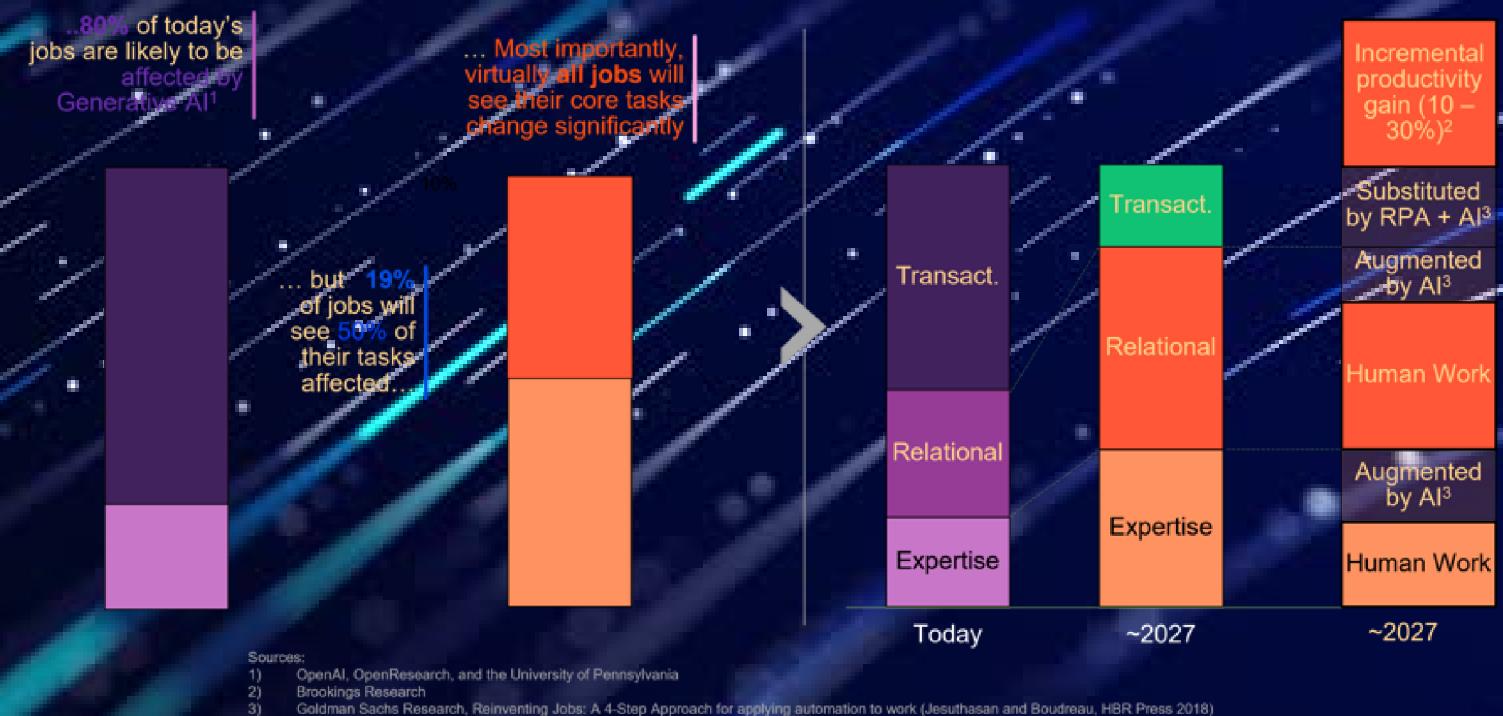
Source: CB Insights

Based on an analysis of 210+ generative AI companies building cross-industry enterprise solutions;
excludes deals to industry-specific companies and model developers such as OpenAI.

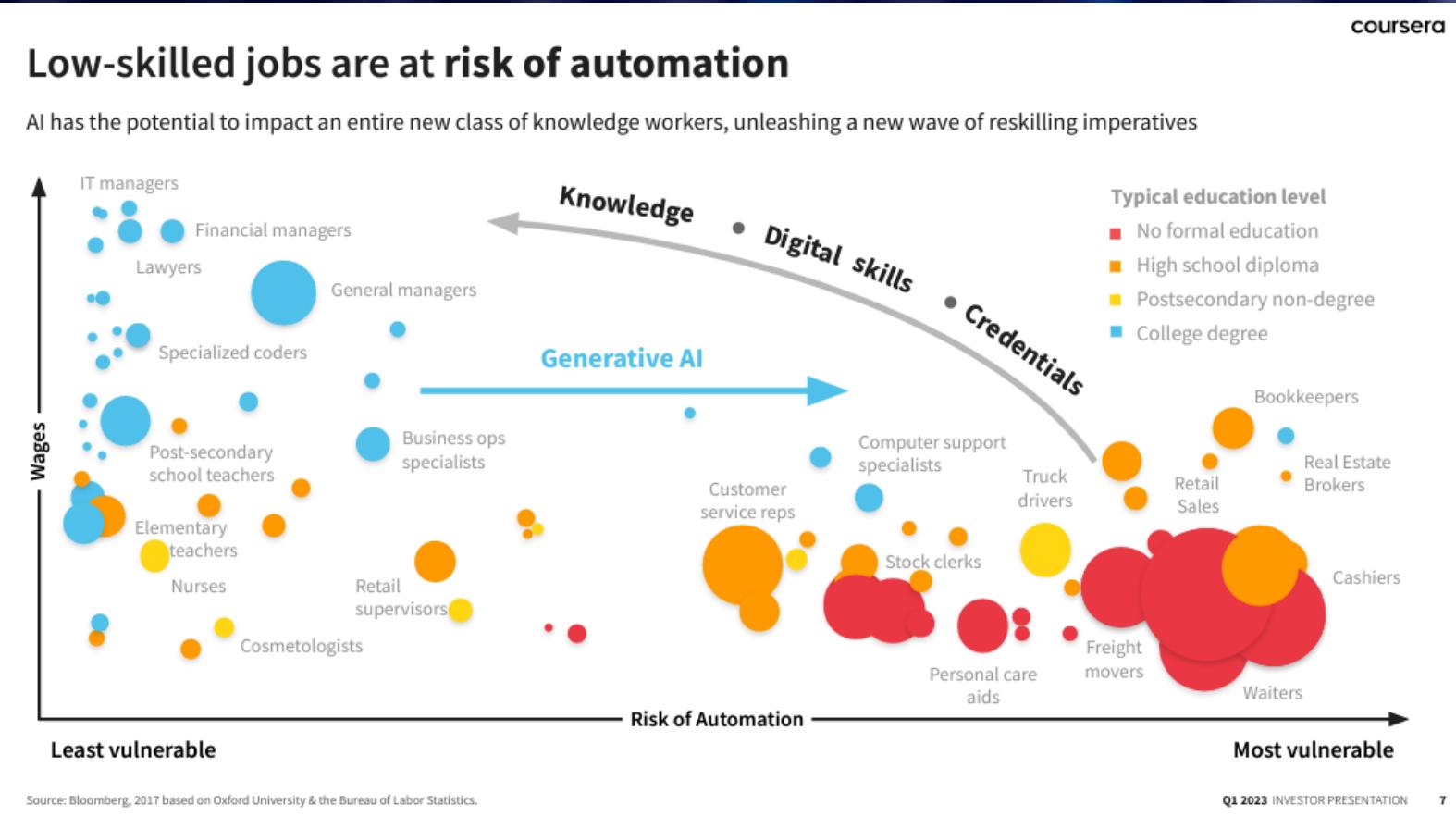
CB INSIGHTS

生成式 AI 對人力市 場的衝擊

How generative AI is changing jobs



生成式 AI 對不同職業的衝擊



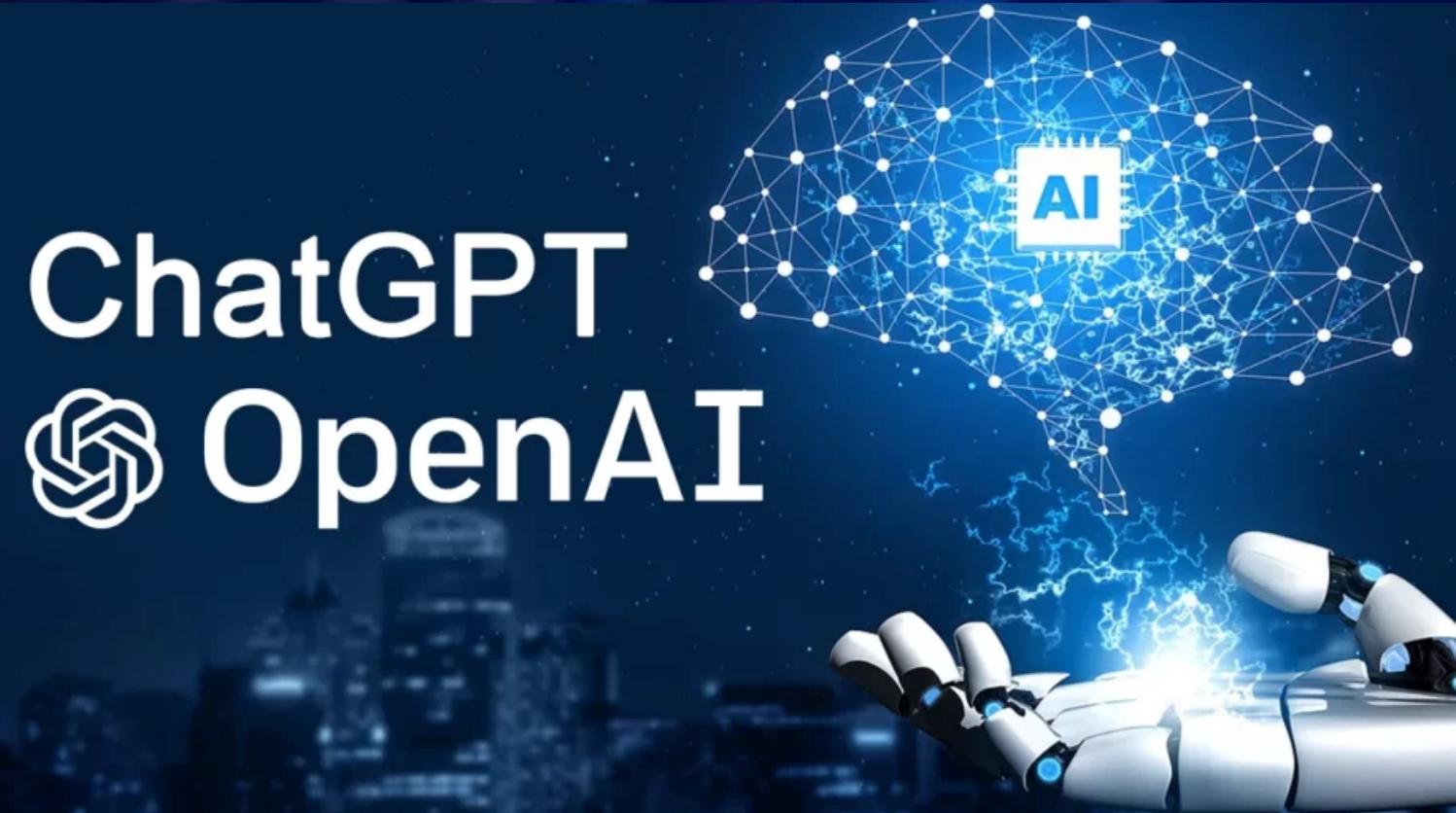
大語言模型

UNDERSTANDING THEIR IMPACT

Exploring Large
Language Models

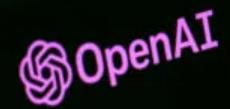
ChatGPT

- OpenAI 這間公司所開發的對話機器人
- 使用大語言模型 GPT-3 (Generative Pre-trained Transformer)



ChatGPT 的地位

“ The best artificial intelligence chatbot ever released to the general public.
The New York Times ”



ChatGPT: Optimizing Language Models for Dialogue

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. ChatGPT is a sibling model to InstructGPT, which is designed to follow an instruction in a prompt and provide a response.

ChatGPT 的重要性

“ Bill Gates:
ChatGPT's history
is as significant
as the birth of the
PC or the
Internet
~TechGoing ”



ChatGPT 的個人應用情境

網友熱議 TOP6 chatGPT應用 網路聲量排行



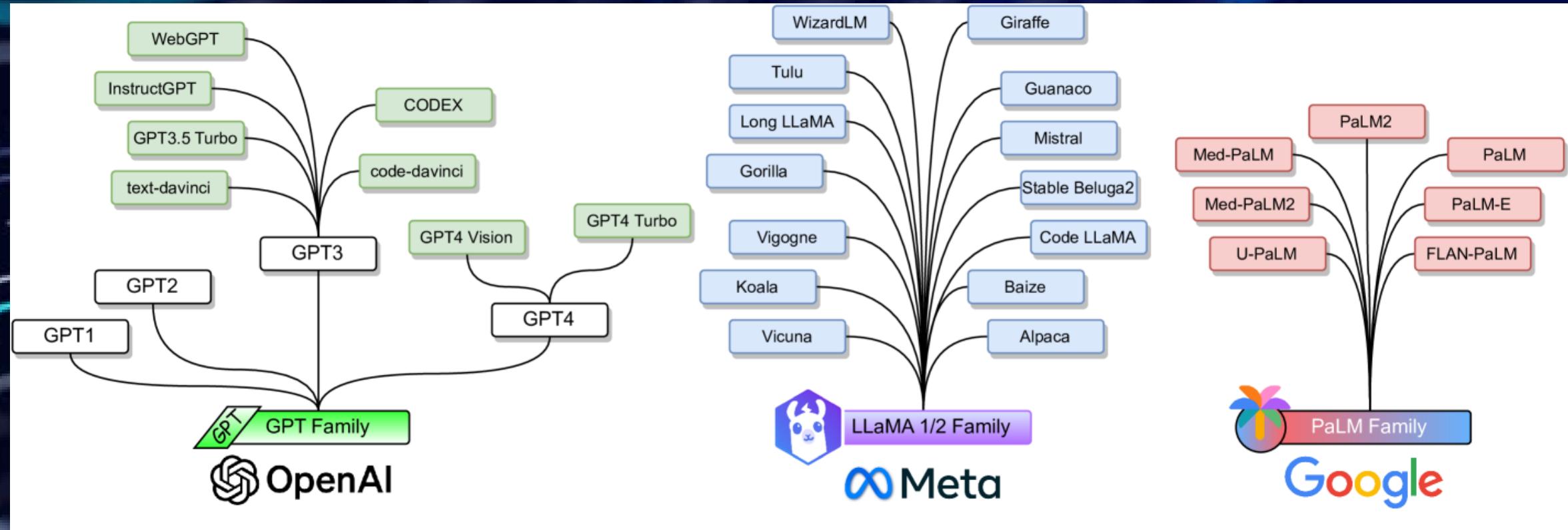
Social lab
社群實驗室

觀測期間：2022/12/05~2023/03/05

觀測來源：討論區、社群網站、新聞、部落格（排除抽獎文）

註：本排行係使用《OpView社群口碑資料庫》統計觀測條件之「chatGPT應用」相關討論則數。
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大語言模型家族



大語言模型 在大參數量

只有一個參數
的公式

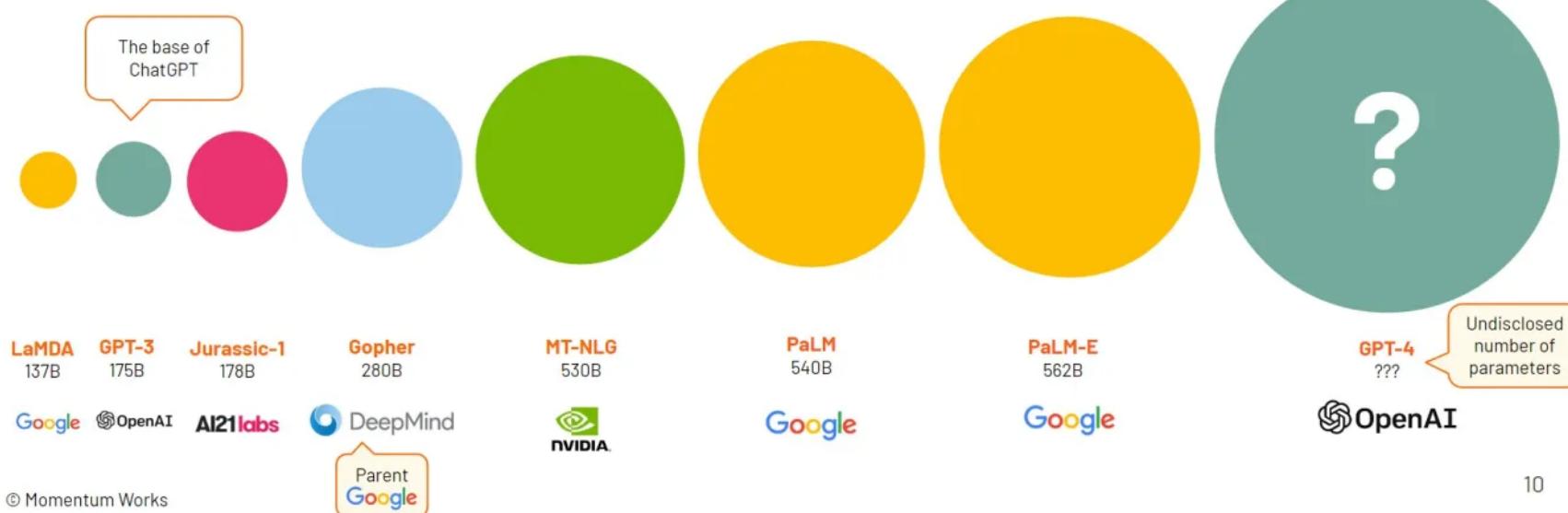
$$y = 0.1x + 5$$

Large Language Models are becoming very large indeed

Small models (<= 100b parameters)

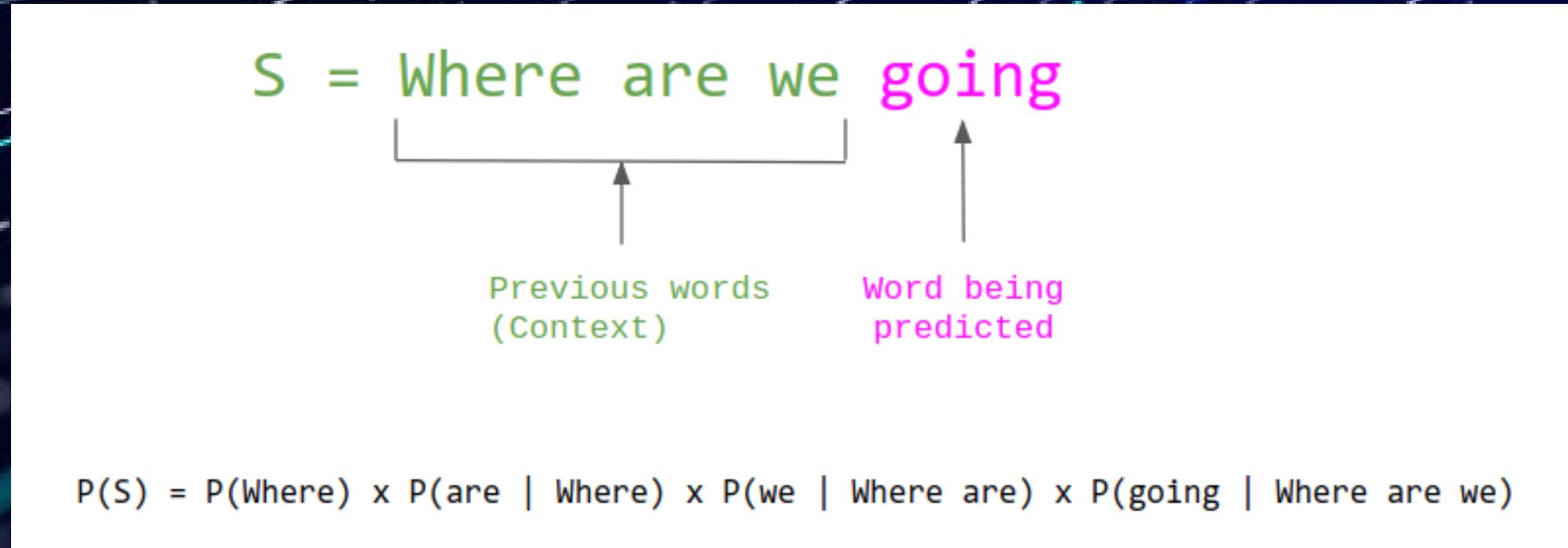


Large models (>100b parameters)

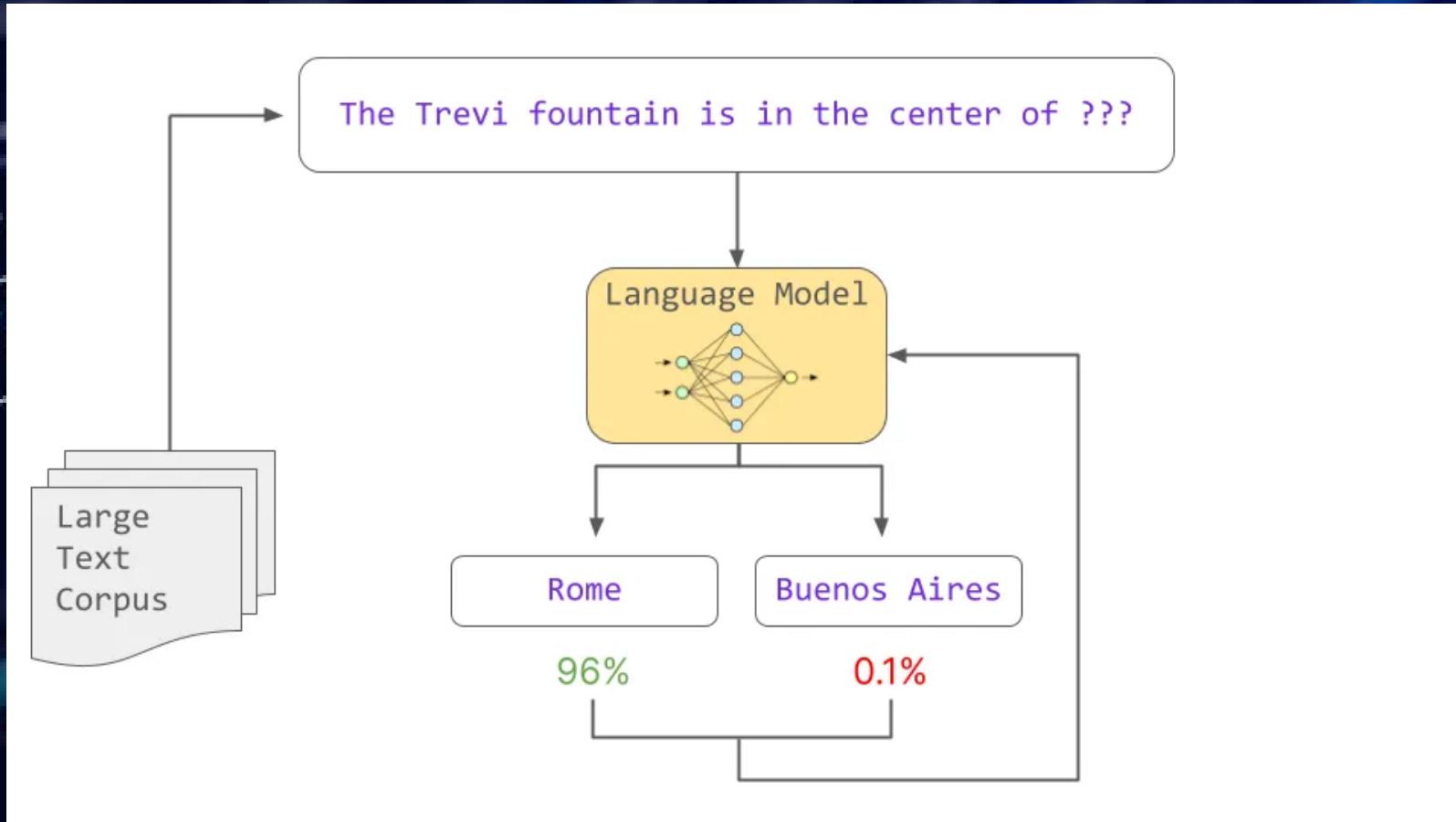


什麼是語言模型

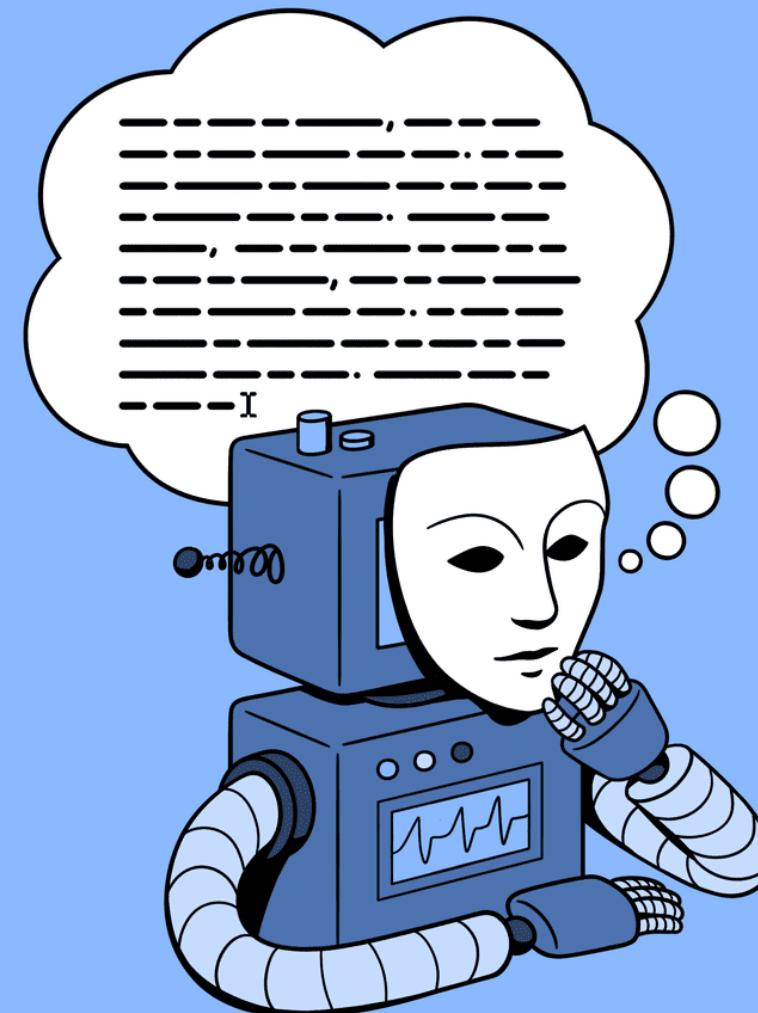
- 語言模型本質上就是基於條件機率預測下一個詞的模型



語言模型具有某種程度的世界知識



大語言模型定義



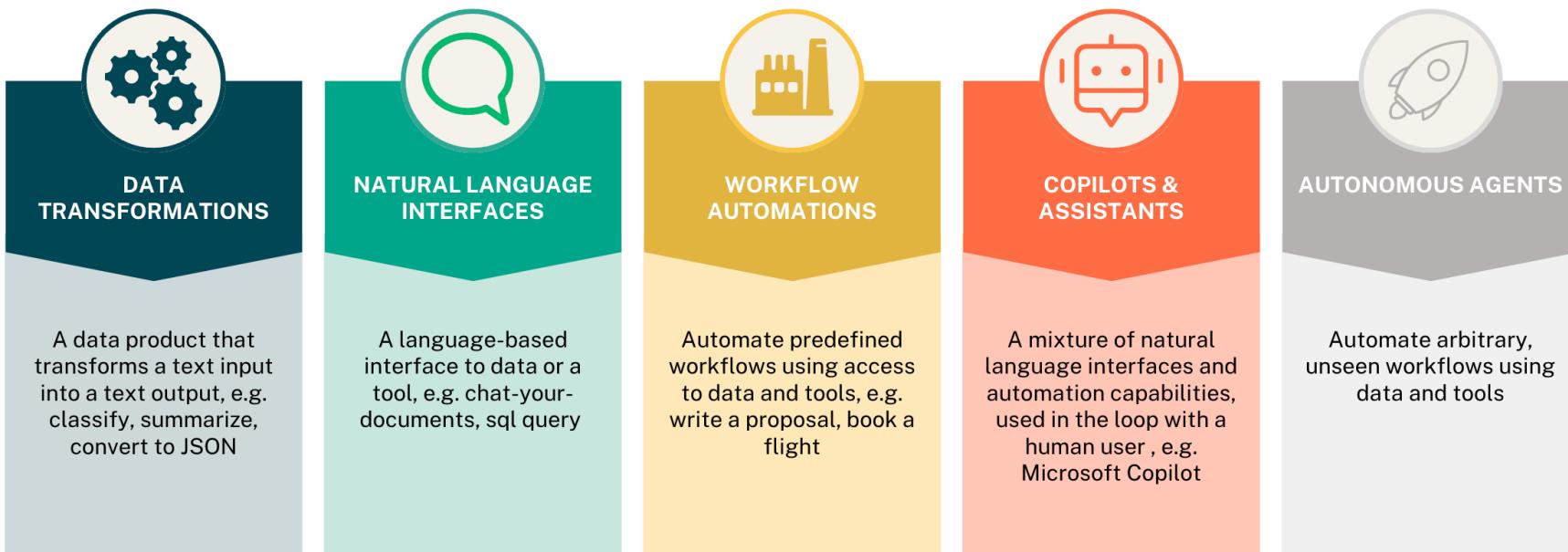
Large Language Model (LLM)

[ˈlärj ˈlaŋ-gwij ˈmä-dəl]

A deep learning algorithm that's equipped to summarize, translate, predict, and generate human-sounding text to convey ideas and concepts.

LLM 的企業應用情境

LLM Use Case Categories

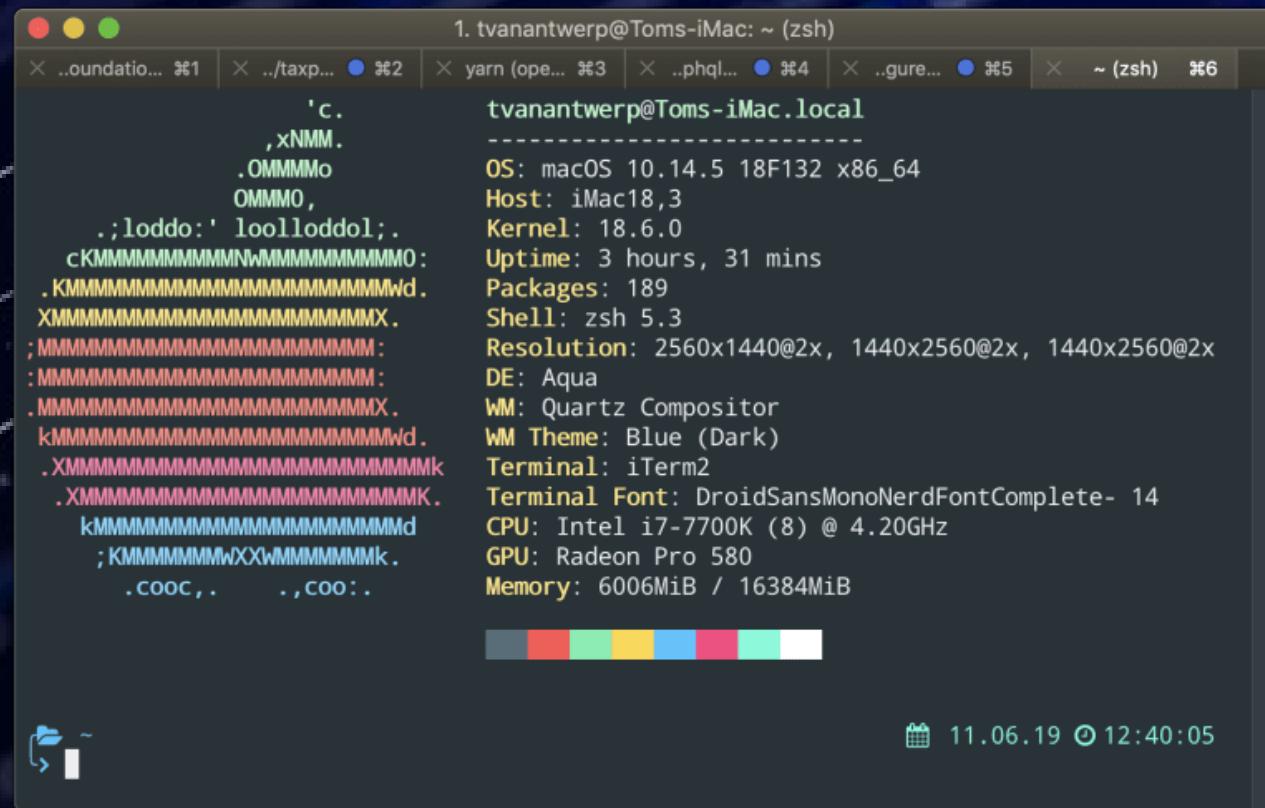


PROMPT ENGINEERING

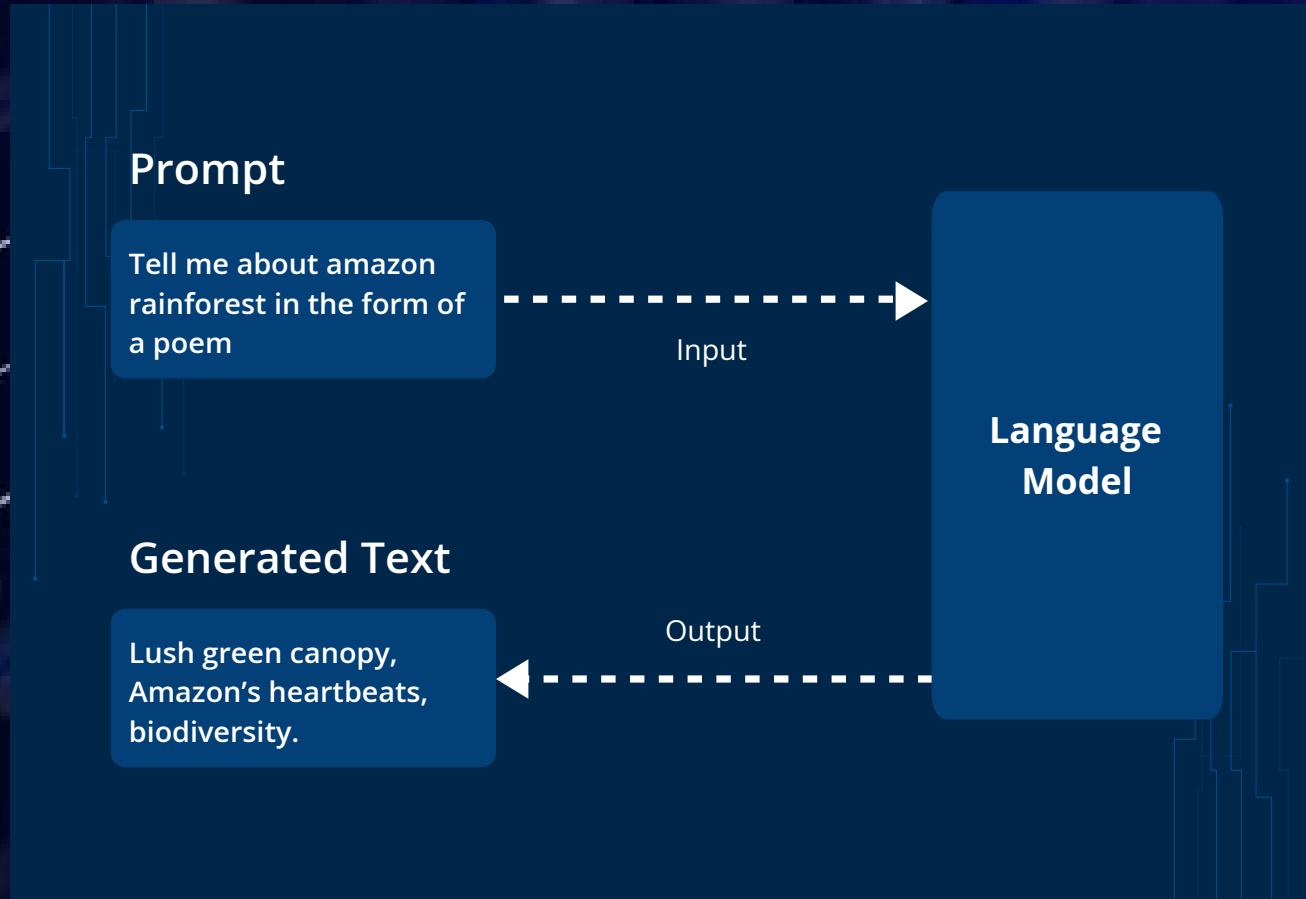
提詞工程



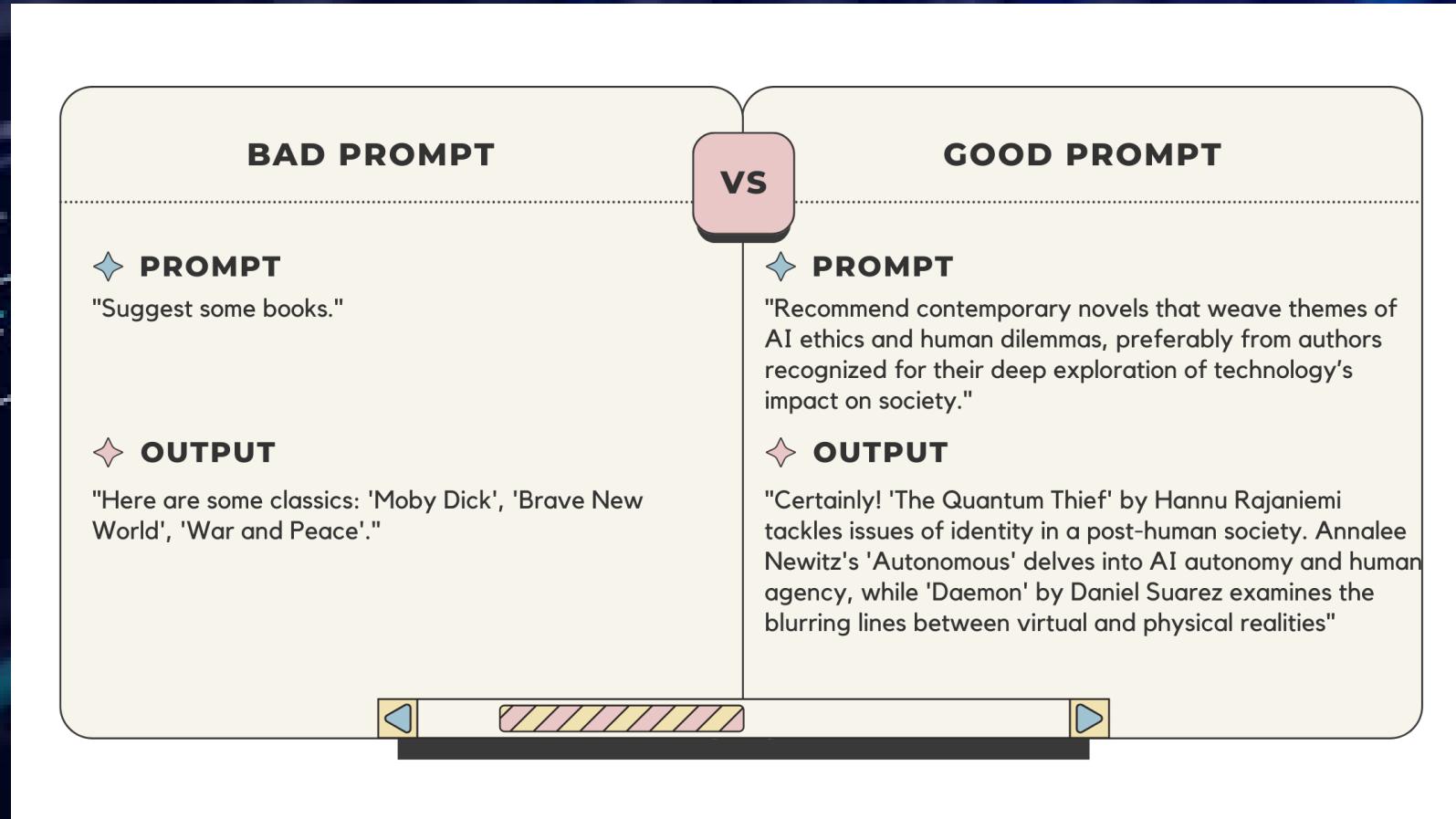
電腦科學所謂的 prompt(命令提示符)



生成式 AI 所謂的 prompt(提詞)

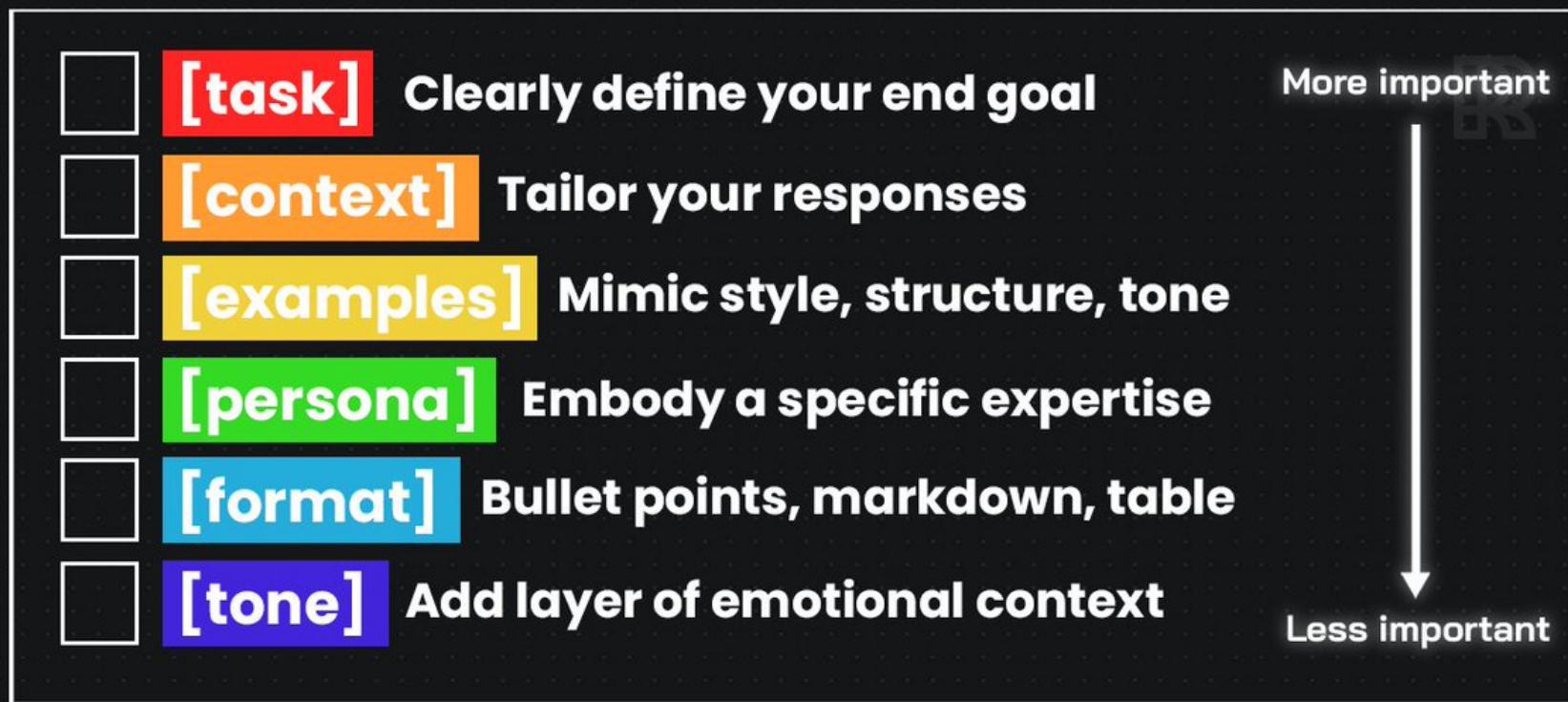


提詞的好壞影響回答的品質



好的提詞應該具備的元素

The 6-Step Prompt Checklist

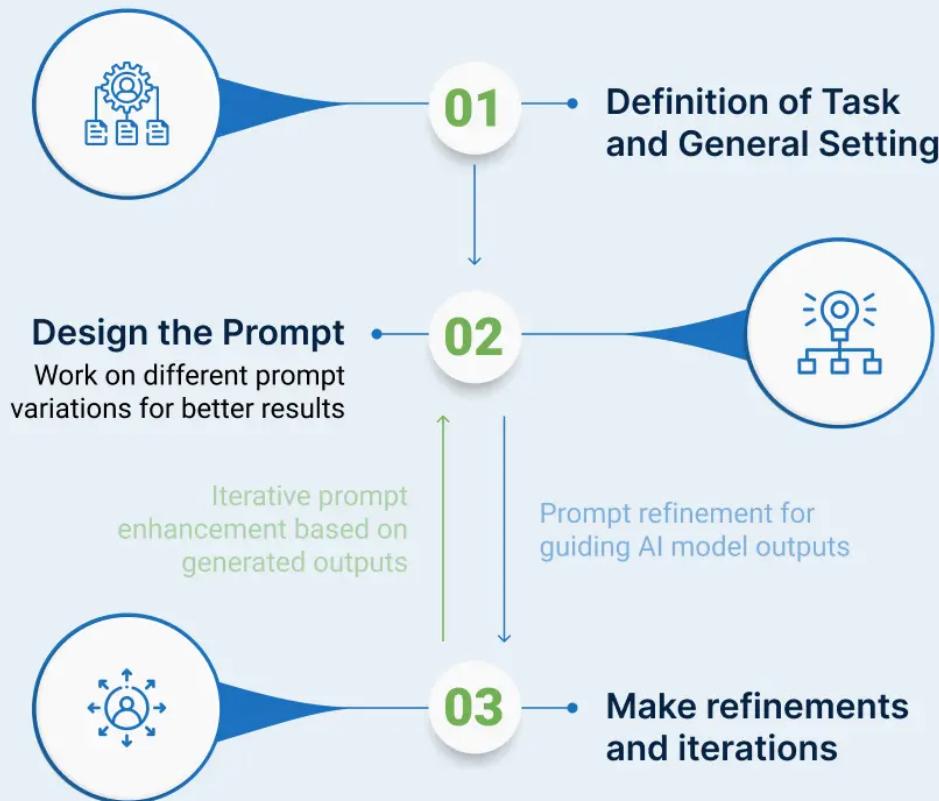


提詞工程的工作流程

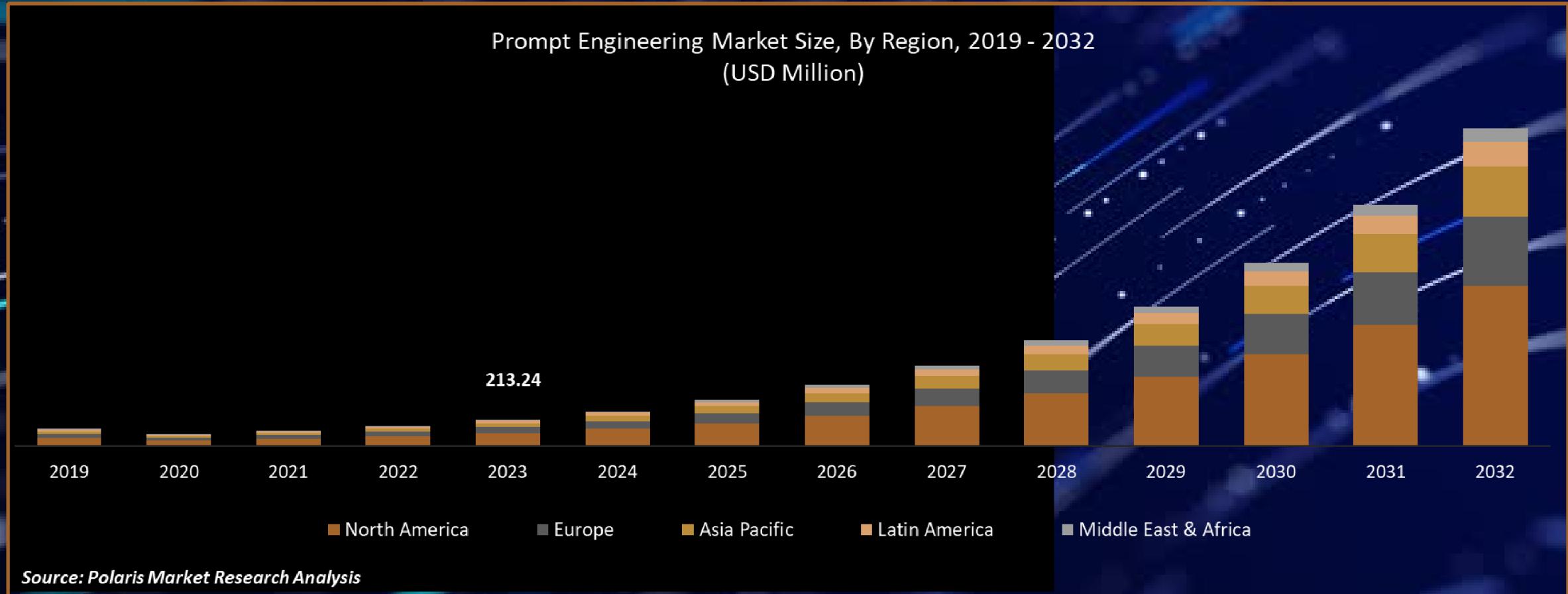
提詞工程

- 因生成式 AI 的流行而產生的新興領域，用於控制語言模型的輸出
- 涉及設計和構建一個問題，以指導機器生成所需的回答

Prompt Engineering Process



提詞工程的市值預估



提詞工程師

Prompt Engineer



The Role

- Work with cross-functional teams to discuss product development
- Identify uses of AI tools
- Design, develop and refine AI-generated text prompts

Background

- Bachelor's degree in Computer Science or Machine Learning or a related field
- Additional certifications recommended

Skills

- Excellent knowledge of natural language processing
- Knowledge of machine learning
- Comprehensive knowledge of AI-generated content development

Salary

Junior: \$ 280,000
Average: \$ 327,000
Senior: \$ 375,000

提詞工程師是職場新寵

提詞工程 師不需要 CS 學位

X 平台發文

4/5 提詞工程

← Post



AI Breakfast ✅

@AiBreakfast

Wow - Anthropic (Google's latest \$300M AI investment) is hiring a "Prompt Engineer" for \$250k-\$335k/yr + equity

No CS degree required, just have "at least basic programming and QA skills"

Wild times.

Representative Projects

- Discover, test, and document best practices for a wide range of tasks relevant to our customers.
- Build up a library of high quality prompts or prompt chains to accomplish a variety of tasks, with an easy guide to help users search for the one that meets their needs.
- Build a set of tutorials and interactive tools that teach the art of prompt engineering to our customers.

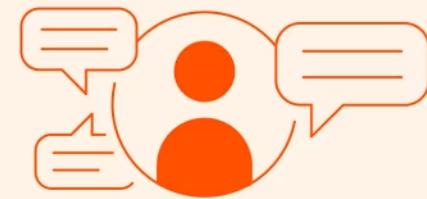
You may be a good fit if you:

- Have a creative hacker spirit and love solving puzzles.
- Are an excellent communicator, and love teaching technical concepts and creating high quality

50

提詞工程 師更需要 軟技能

5 non-tech prompt engineering skills



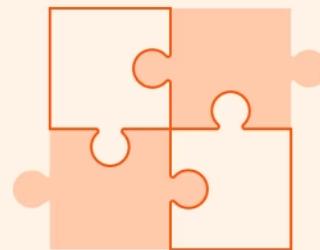
Language



Communication



Creativity



Critical thinking



Subject matter expertise

提詞工程 - 語言能力

Prompt Engineering



1

Clarify Objective

- Align your prompts with your overarching marketing goals
- Specify the desired output and tone

2

Specific and Clear

- Leave no room for misinterpretation
- Harness the power of detail

3

Contextual Info

- The more context you offer, the more accurate and relevant the AI's response will be

4

Experiment

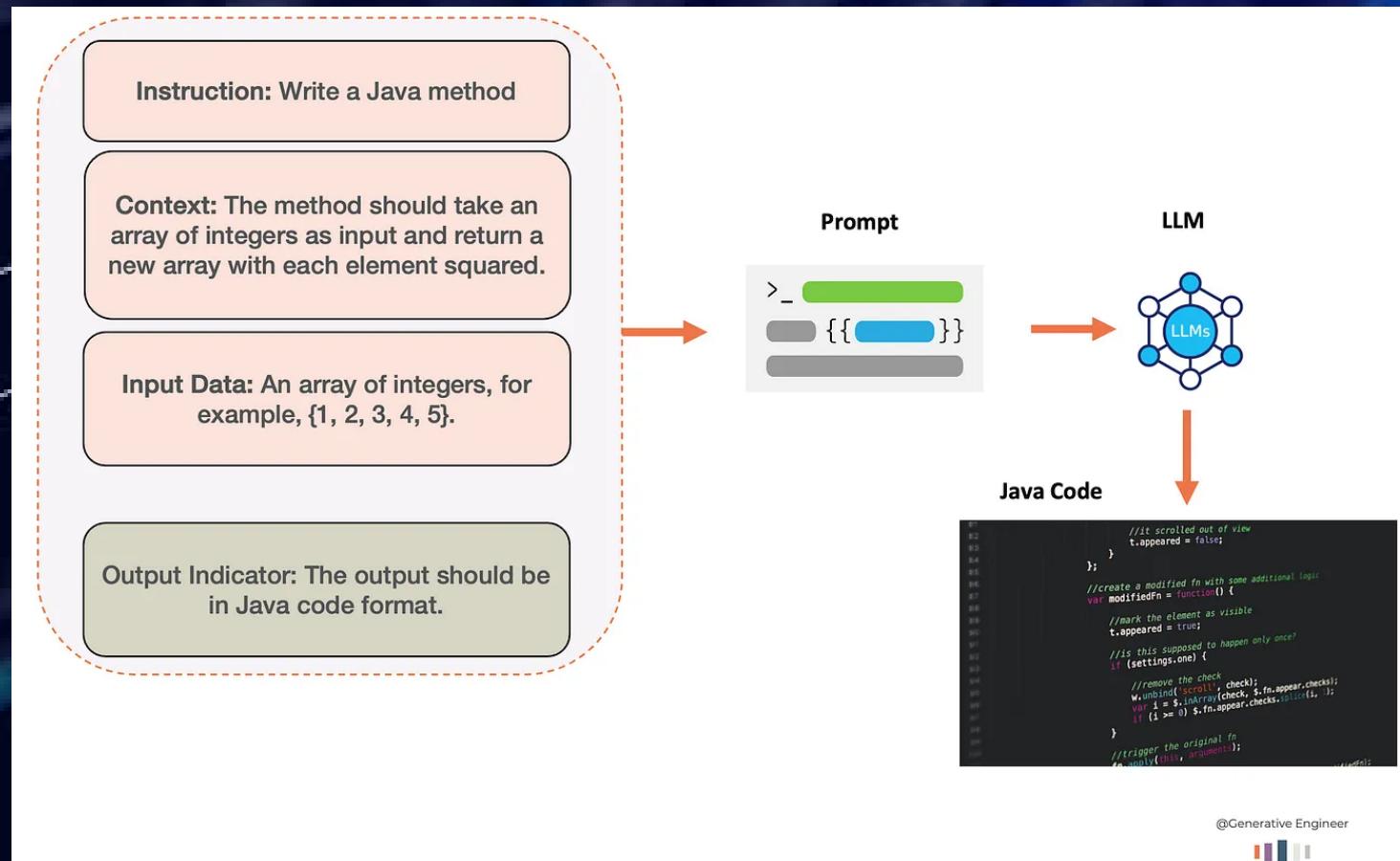
- Try tweaking the wording, altering the focus, or rephrasing the instructions to find the most effective approach

提詞工程 - 批判思維

Prompting Approach	Description	Comparison to Human Thinking
Zero-shot Prompting	AI answers without prior examples, using its training	Like answering a question using only what you already know.
Few-shot Prompting	AI uses a few examples to understand how to respond.	Learning from a few examples before trying something new.
Chain-of-Thought Prompting	AI breaks down its process into steps before answering.	Thinking through steps to solve a problem, like in math.
Self-Consistency	AI generates multiple answers and picks the most consistent one.	Choosing the best solution after considering several options.
Generate Knowledge Prompting	AI creates new ideas or information.	Using imagination or knowledge to come up with new ideas.
Prompt Chaining	Sequential prompts guide AI through a process to a result.	Following steps in a plan to achieve a goal.
Active-Prompt	Prompts adjust based on AI's responses in real-time.	Adjusting conversation based on feedback, like in a dialogue.
Directional Stimulus Prompting	Prompts direct AI towards a desired outcome.	Organizing thoughts or information in a structured way.
Multimodal CoT	AI organizes information in graph structures for tasks.	Organizing thoughts or information in a structured way.

@Generative Engineer
IG

提詞工程 - 程式撰寫



最強大的 程式語言 - 英文

來源文章

santiagof.medium.com/english-is-the-most-powerful-programming-language-even-for-data-s... ☆ ⓘ ⓘ

Member-only story

English is the most powerful programming language — even for data science: Introduction to prompt engineering

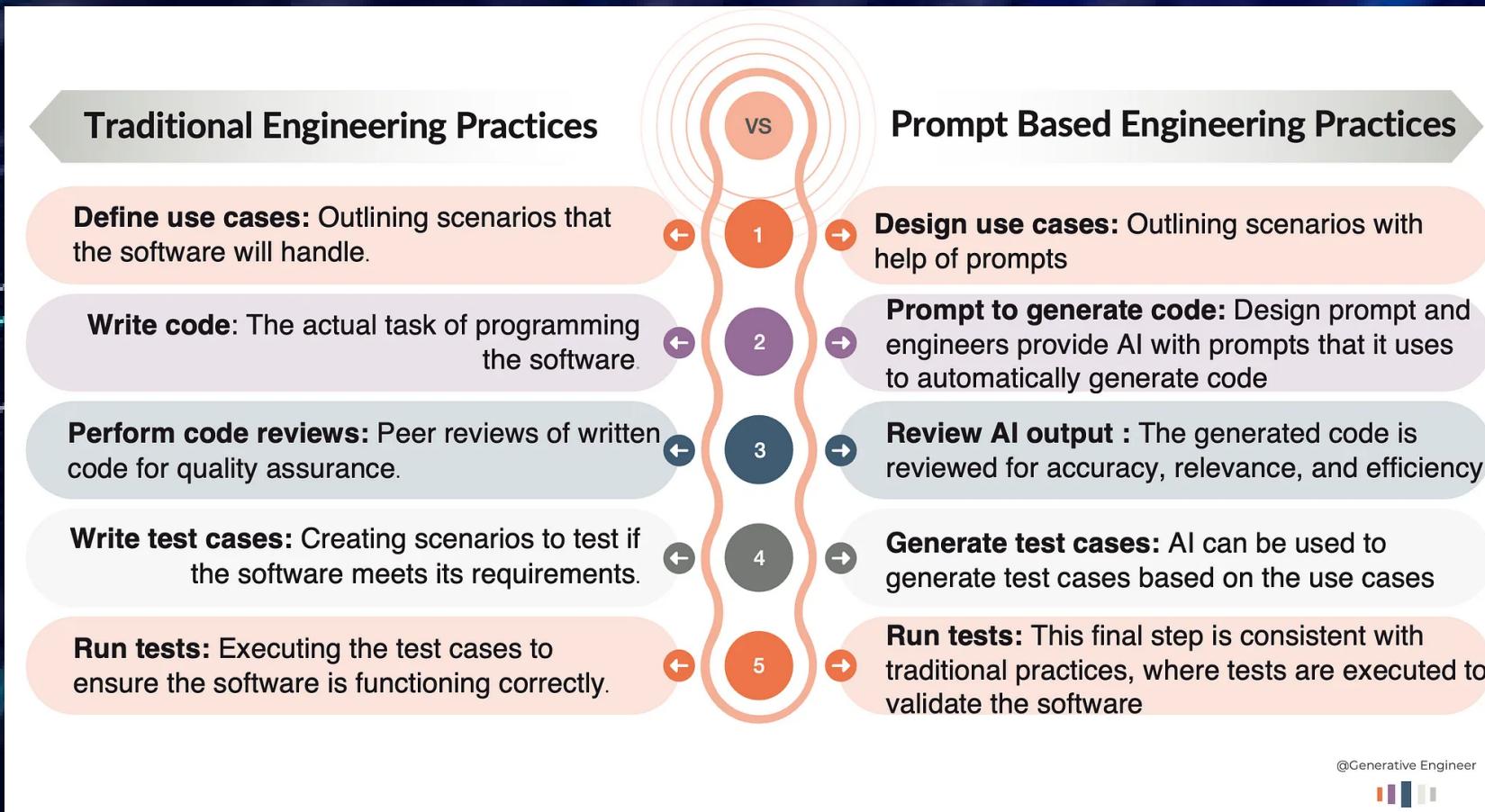
What prompt engineering is, which are the steps involved in it, and how it changes the way we solve problems with ML.



Facundo Santiago · Follow

10 min read · May 9, 2023

生成式 AI 帶來軟體工程的典範轉移



@Generative Engineer



推薦入門的 程式語言 - Python 🐍

4/5 提詞工程

MARTIN WEISSER

Python Programming for Linguistics and Digital Humanities

APPLICATIONS FOR TEXT-FOCUSED FIELDS



WILEY Blackwell

Prompt Engineering



提詞心法與技巧

1

Clarify Objective

- Align your prompts with your overarching marketing goals
- Specify the desired output and tone

2

Specific and Clear

- Leave no room for misinterpretation
- Harness the power of detail

3

Contextual Info

- The more context you offer, the more accurate and relevant the AI's response will be

4

Experiment

- Try tweaking the wording, altering the focus, or rephrasing the instructions to find the most effective approach

提詞心法與技巧

1. 提詞基本公式
2. 善用特殊符號
3. 使用變數泛化

商用範例：抽取訂單內容

基本公式

- {角色}
- {任務}
- {格式}

Basic Structure of a Prompt:

Acting as a [ROLE] perform [TASK] in [FORMAT]

Act as a [ROLE]

Marketer
Advertiser
Copywriter
Accountant
Lawyer
Analyst
Ghostwriter
Project Manager
Therapist
Journalist
Chief Financial Officer
Prompt Engineer

Create a [TASK]

Headline
Presentation / Webinar
Essay
Book Outline
Email Sequence
Social Media Post
Product Description
Cover Letter / Resume
Blog Post / Article
Summary
Tiktok, YT Reel - Video
Script
Sales Page / Ad Copy

Show as [FORMAT]

A Table
A list
Summary
HTML
Code
Spreadsheet
CSV file
Plain Text file
Rich Text
PDF
Markdown
Word Cloud

提詞 3C 原則

- Clarity 清晰意圖
- Context 清楚情境
- Constraint 清確限制

物理學 概念解釋 範例

• 指令大全

Mastering Prompt Engineering: The 3Cs Framework

Clarity

Provide specific details to guide the model
Provide clear intentions

Context

Help the model understand the level of complexity
Be concise

Constraints

Limit the output length, style, format

Give a role

Clarity and Context

Provide constraints

Give Examples

Specific Output and Constraints

You are an expert physicist. Imagine you are explaining the concept of Einstein's theory of relativity to a 10-year-old. Use simple language and provide examples they can relate to. Here are a few examples of other concepts explained to a 10-year-old:

Concept: Gravity Explanation: Gravity is like an invisible force that pulls things towards the center of the Earth. It's the reason we stay on the ground and don't float away.

Concept: Photosynthesis Explanation: Photosynthesis is a process in which plants use sunlight to turn water and carbon dioxide into food and oxygen. It's like the plant is cooking its meal using the sun's energy.

Now, please explain the theory of relativity to a 10-year-old in less than 200 words.

改寫國語文範例

- 範例文章：潮間帶上的彰化味：彰化永續漁業的未來

PROMPT:

“你是一位國語文老師，你的任務是撰寫適合不同學生閱讀的文章。將這個網頁上的內容改寫成適合國小三年級學生閱讀的文章：

<https://www.verse.com.tw/article/sea>。同時，在文章後面新增五個學生可能不認識的單詞，要有單詞發音、解釋與例句。

- Bing Chat 的回答 

“在台灣的彰化，有一個很特別的地方叫做潮間帶。這裡的人們從很久以前就開始養殖海洋生物，像是蚵仔和文蛤。他們會在海水退潮的時候，駕駛一種叫做鐵蚵車的車子去採蚵。

近年來，越來越多的漁民開始嘗試新的養殖方式，他們希望能更友善地對待海洋生態，也希望能吸引更多的人來參觀和學習。

彰化的海岸線很長，有很多不同的養殖業，像是養蚵、養文蛤，甚至還有養鰻魚的地方。這些地方都有他們獨特的故事和文化...”

- Bing Chat 的回答 

單詞：

1. 潮間帶 (cháo jiān dài)：這是一個地理名詞，指的是海岸線在潮水漲退時露出和隱藏的區域。例如：「潮間帶是許多海洋生物的家。」
2. 養殖 (yǎng zhí)：這是一個動詞，指的是人們飼養和照顧動植物，讓它們生長，然後收穫。例如：「他在農場養殖雞。」
3. 漁民 (yú mǐn)：這是一個名詞，指的是以捕魚或養殖海洋生物為生的人。例如：「漁民每天早上都會出海捕魚。」

善用特殊符號

PROMPT:

“產生一篇有關<阿朗壹古道>的短文，內容要適合國小五年級的學生閱讀。正文之後附上需要學生學習的單詞，以及單詞的例句。最後，列出三個跟短文相關的討論問題。使用以下格式：正文：<正文內容> <單詞>(單詞注音)：<單詞解釋>。例句：<單詞例句> 問題：<討論問題>

- Google Gemini 的回答
- Google Docs

使用變數泛化

變數

A = 1234567

物件



A就像是一個箱子，而我們將1234567放進去！

- 原始文章: 瓊林風獅爺

PROMPT:

“你是文史專家，你的任務是根據<>當中的文本，比較不同地區的{文物}的差異，結果以表格呈現，包含{文物名稱}、{材質}、{方位}、{大小}、{類型}。如果相關資訊在文本當中找不到，不要隨意增加內容，顯示「未知」即可。文物：風獅爺。文本：<瓊林風獅爺共有四尊，包含北風獅爺、南風獅爺、蔡氏家廟後壁風獅爺、二十一號民宅牆上風獅爺。... >

”

- Bing Chat 的回答

文物名稱	材質	方位	大小	類型
瓊林北風獅爺	泉州花崗岩白石	西南朝東北	約 193 公分	村落型風獅爺
瓊林南風獅爺	花崗石	東北朝西南	約 114 公分	村落型風獅爺
瓊林蔡氏家廟後壁風獅爺	泉州深綠青斗石	未知	約 76 公分	牆垣型風獅爺
瓊林二十一號民宅牆上風獅爺	青斗石	未知	約 25 公分	牆垣型風獅爺

商用範例：抽取訂單內容

速食餐廳點餐內容

“ Hey there! I'd like to make an order for pick-up. Could I get **one large fries, two fish fillet sandwiches, three cheeseburgers with no onions**, and **four vanilla milkshakes**? Oh, and could you also add **five apple pies** to that order? Thanks a lot! ”

抽取方式一：使用語言學知識+模型標記能力

```
[  
    {'LIKE_NUM': True},  
    {'POS': 'ADJ', 'OP': '?'},  
    {'POS': 'NOUN', 'OP': '+'}  
]
```

- 點擊這裡看結果

規則+模型標記的抽取結果

The image shows a user interface for extracting patterns from text using rules and machine learning models. On the left, there are three stacked rule definitions:

- Rule 1:** LIKE_NUM (selected) → **checkmark**. Contains an "add attribute" button.
- Rule 2:** POS → ADJ → OP → ? (selected). Contains an "add attribute" button.
- Rule 3:** POS → NOUN → OP → + (selected). Contains an "add attribute" button.

At the bottom are "add token" and "refresh text" buttons.

On the right, the results of applying these rules to the input text are shown:

Hey there! I'd like to make an order for pick-up. Could I get
one large fries, **two fish fillet sandwiches**,
three cheeseburgers with no onions, and
four vanilla milkshakes? Oh, and could you also add
five apple pies to that order? Thanks a lot!

Note that this demo currently doesn't indicate overlapping matches.

抽取方式二：使用提詞

PROMPT

“ You work at a fast food restaurant and are good at summarizing what a customer orders from a text. Extract ordered items from the following text. Use the json format, with two keys, quantity and item:

Text: <Hey there! I'd like to make an order for pick-up. Could I get one large fries, two fish fillet sandwiches, three cheeseburgers with no onions, and four vanilla milkshakes? Oh, and could you also add five apple pies to that order?
Thanks a lot!>

LLM 的抽取結果

- 點擊這裡看 Bing Chat 的回答

```
[  
  { "quantity": 1, "item": "large fries" },  
  { "quantity": 2, "item": "fish fillet sandwiches" },  
  { "quantity": 3, "item": "cheeseburgers with no onions" },  
  { "quantity": 4, "item": "vanilla milkshakes" },  
  { "quantity": 5, "item": "apple pies" }  
]
```

商業應用：溫蒂漢堡得來速

“ Wendy's FreshAI uses generative AI to generate responses and adapt in real-time ... – it's a personalized, responsive experience for every customer.

Considering **there are more than 200 billion ways to order a Dave's Double®**, leveraging generative AI is a crucial piece of innovating the Wendy's drive-thru experience for customers.”

- [原始文章來源](#)



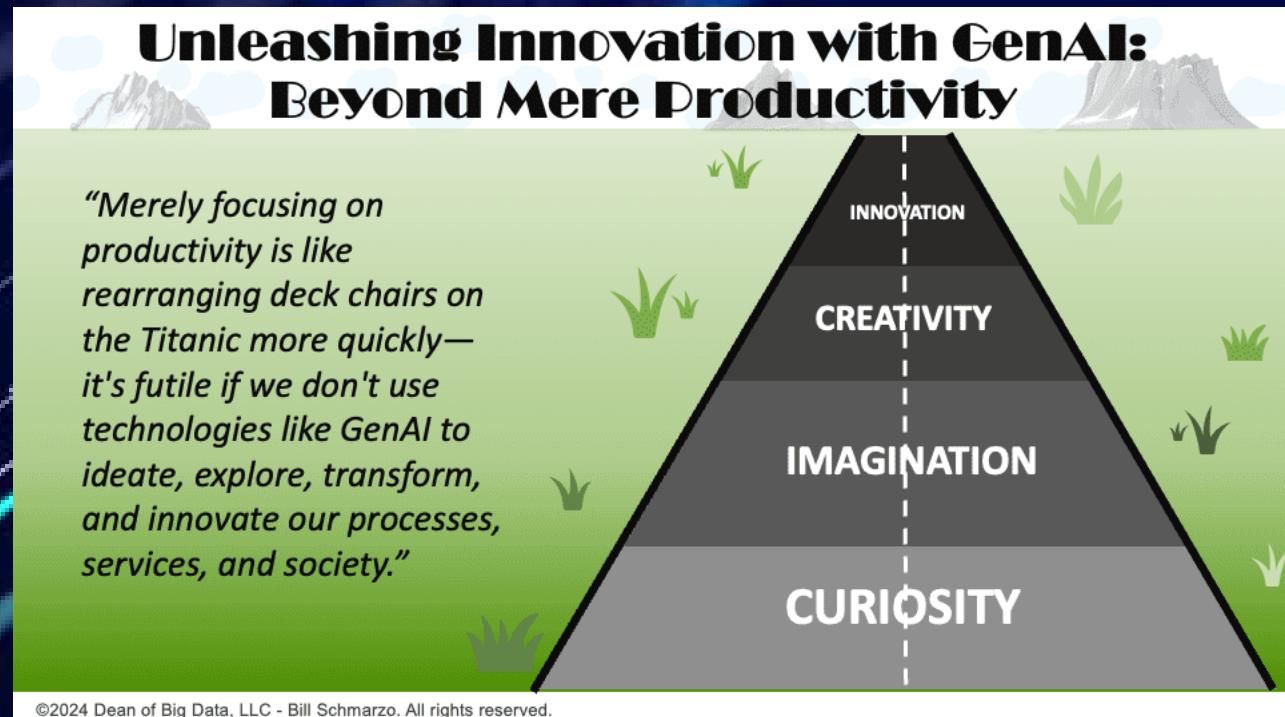
結語 1/3

“語言的力量：在生成式 AI 時代，語言不再只是溝通的工具，它也成為了操控和理解 AI 的關鍵。作為中文專業的學生，你們對語言的深入理解和敏感度是無可比擬的。這種能力可以幫助你們更好地理解和使用生成式 AI，並在提詞工程中發揮重要作用。”



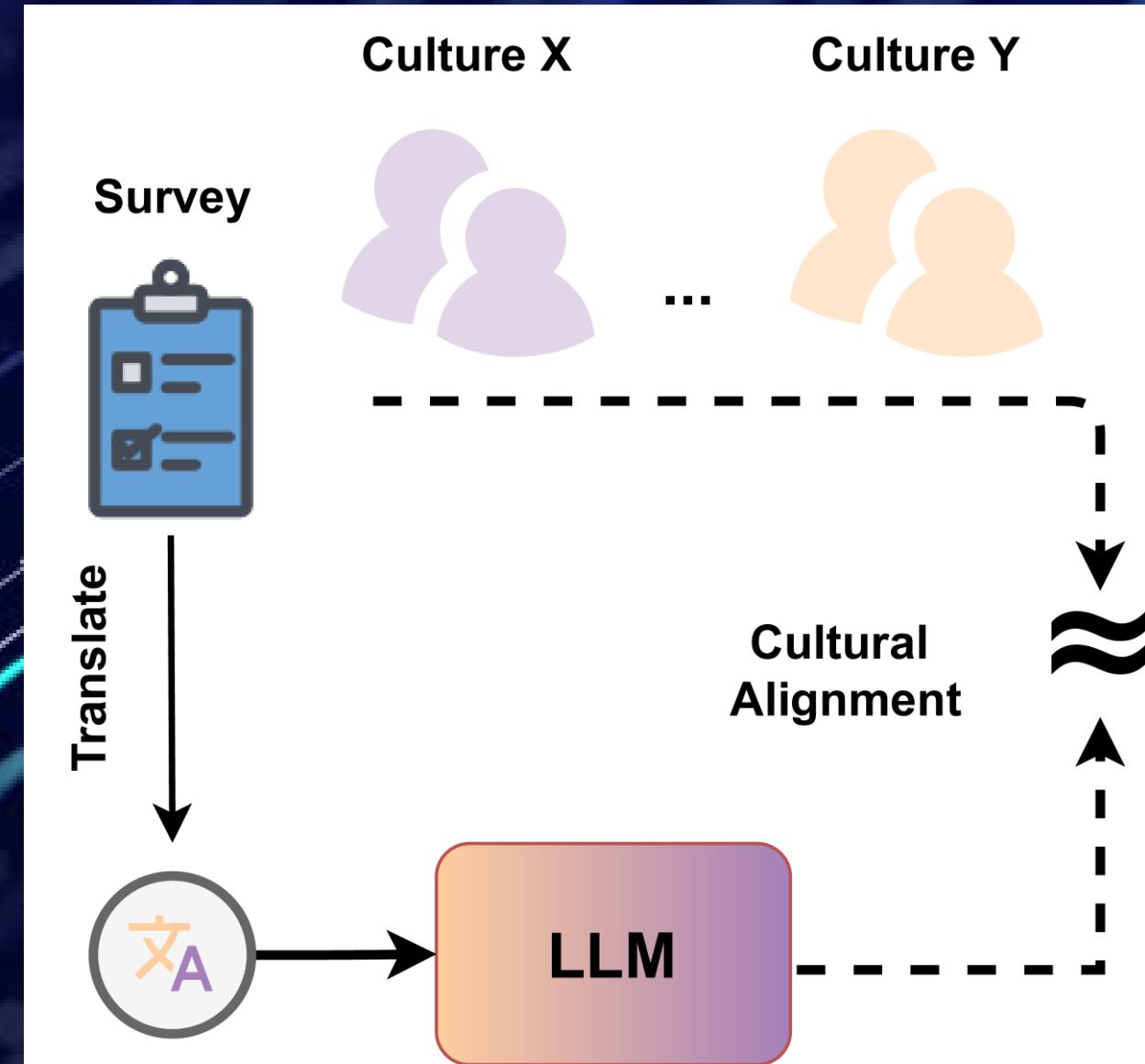
結語 2/3

“創新的可能：AI時代需要新的思維方式和創新的解決方案。你們的中文專業知識和獨特視角，可以為AI領域帶來新的靈感和創新。不論是在語言處理技術的改進，還是在AI應用的開發上，你們都有可能成為改變遊戲規則的人。”



結語 3/3

“文化的價值：AI 需要理解和適應不同的文化背景，才能提供真正有價值的服務。中文不僅是一種語言，也是一種文化。你們的中文專業知識可以幫助AI 更好地理解和適應華語文化，從而提供更準確和有深度的服務。”



PLEASE DON'T

Q&A 時間

ASK QUESTIONS

有任何問題，歡迎聯絡我



- Email:
howard.haowen@gmail.com
- 個人網頁:
<https://howard-haowen.github.io>