



# AI, Prompt Engineering & Linguistics

Speaker: Dr. [Haowen Jiang](#)

Date: Sep 12th, 2024

# Outline

- My background
- Intro to AI
- Large Language Models (LLMs)
- Prompt Engineering & Linguistics
- Q & A

# My background



# Education



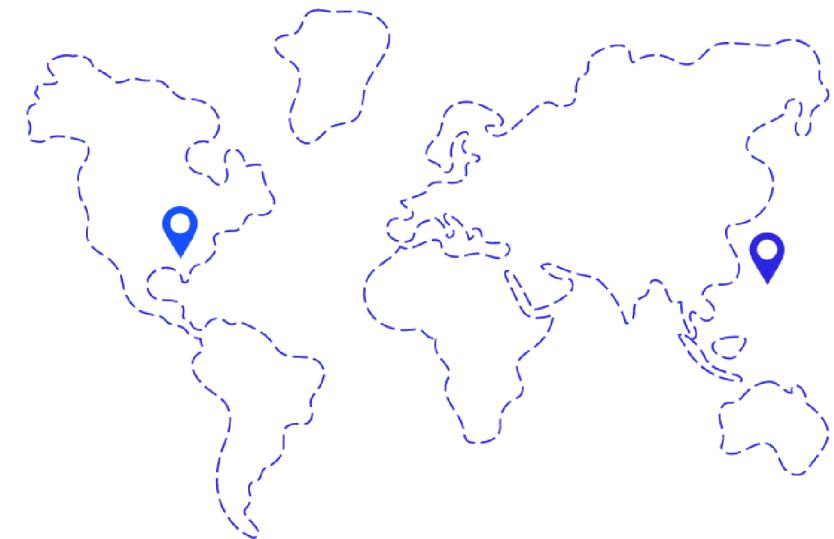
## Nat'l Taiwan University

MA, Linguistics  
BA, Foreign Languages



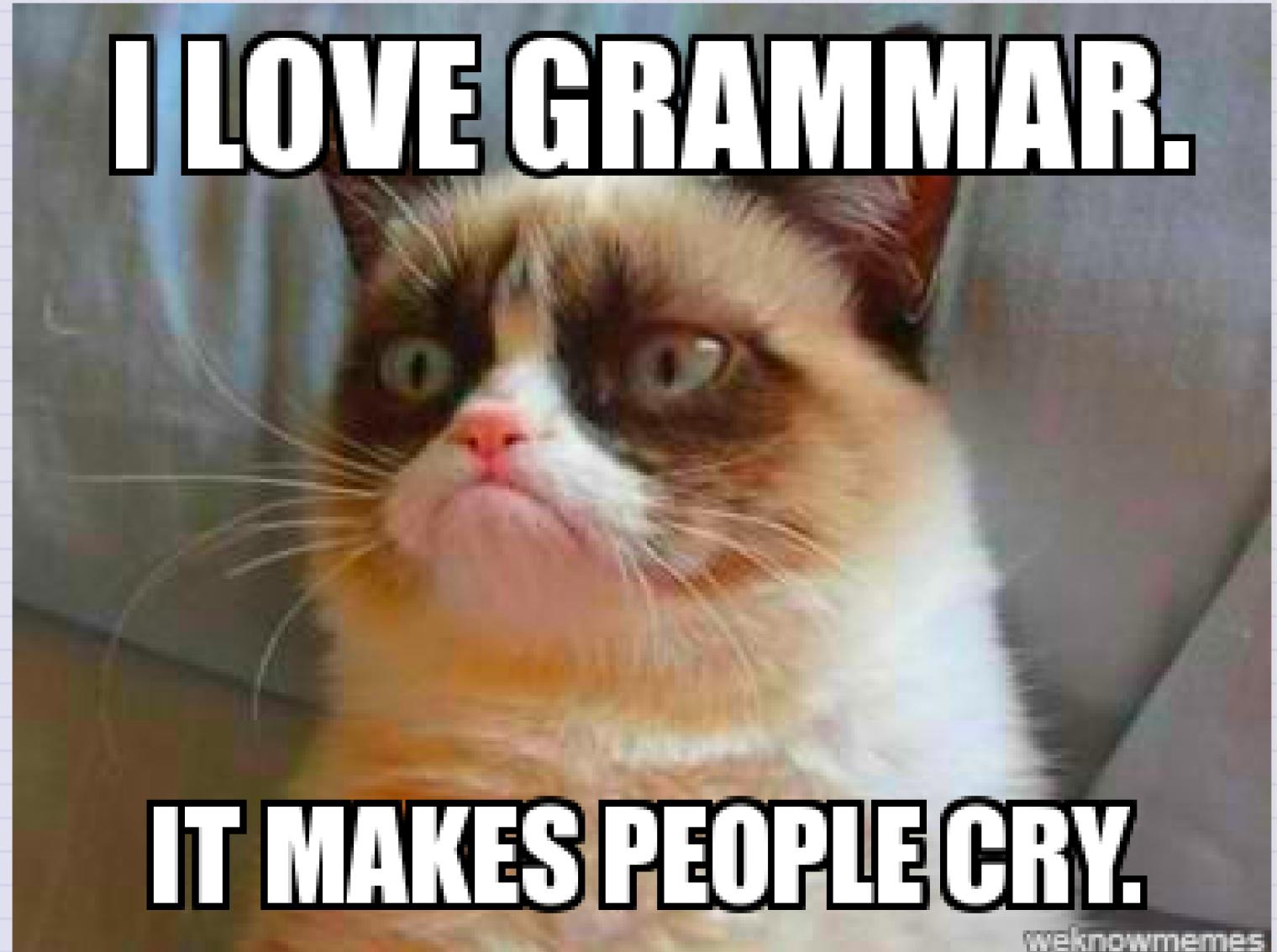
## Rice University

PhD, Linguistics  
MA, Linguistics



## Experience

-  English lecturer at *Nat'l Taipei University of Technology*



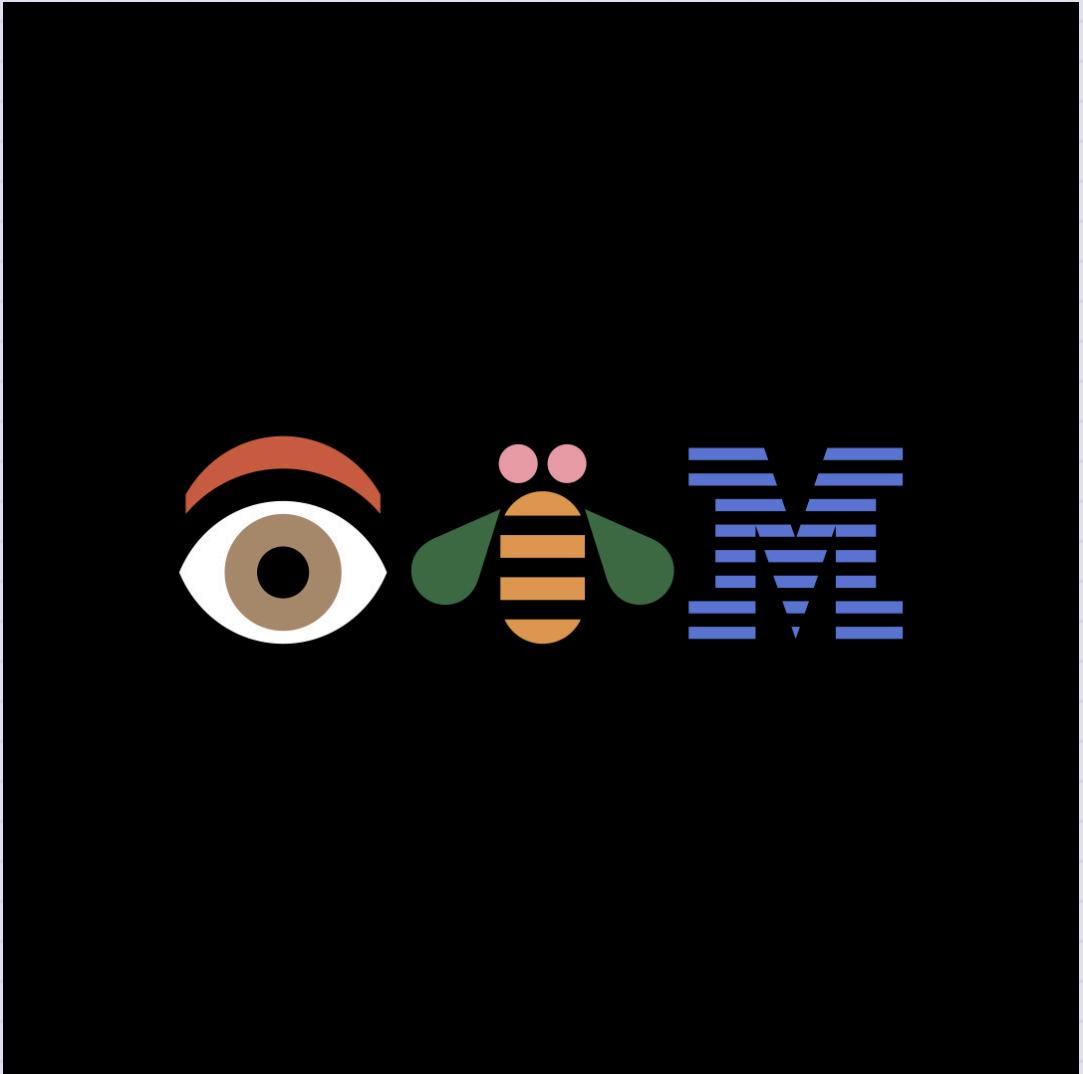
## Experience

-  Postdoc researcher at *Peking University*



# Experience

-  AI engineer at  
IBM



# IBM Business Divisions

[>> SOURCE](#)

## IBM (IBM) Last Update 10/25/22

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# Intro to AI



# DIFFERENCES BETWEEN ARTIFICIAL INTELLIGENCE MACHINE LEARNING & DEEP LEARNING

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## Artificial Intelligence

A broad concept that involves creating machines that can think and act like humans



## Machine Learning

A subset of AI that focuses on creating algorithms that enable computers to learn from data and improve their performance over time.



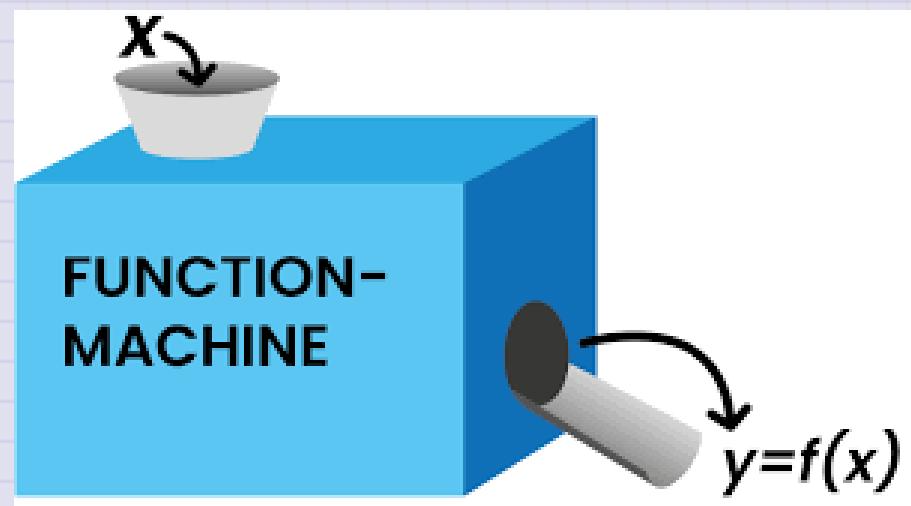
## Deep Learning

A subset of machine learning that focuses on neural networks with many layers.



# Searching for a function

- The goal of ML/DL is to search for a *function* that takes some input and then produces some output in a way that humans would normally do.



# Function

- Linguistics

We like languages >>> LIKE(We, languages)

- Programming

```
def like(subj, obj):  
    print(f"{subj} like {obj}.")  
  
like("We", "languages")
```

Try it out >> [here!](#)

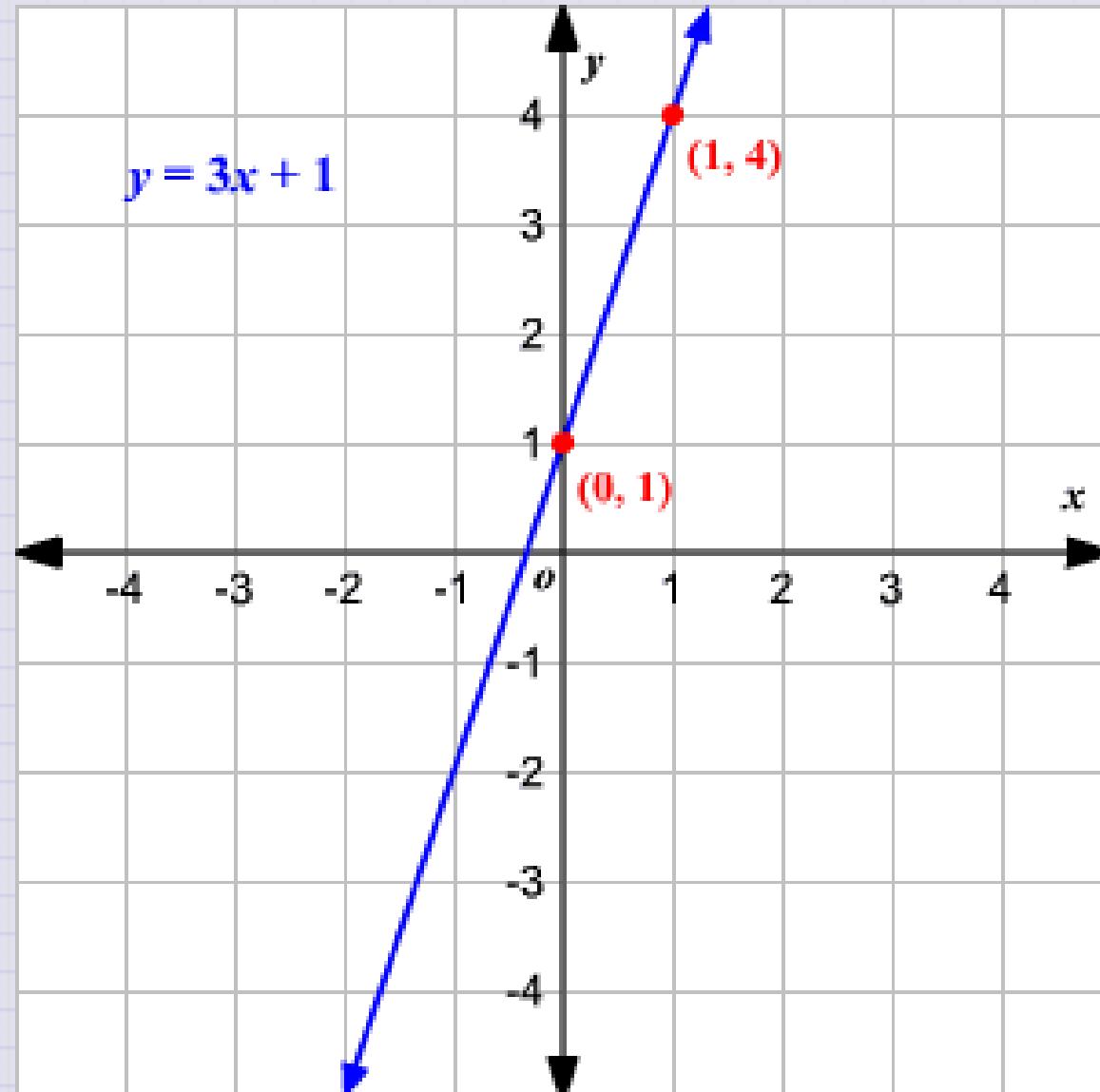
# Data-driven AI

A data-driven model  
is trained on data points  
instead of being coded  
upfront.

```
inputs = [0, 1, 2] # the x variable  
outputs = [1, 4, 7] # the y variable
```

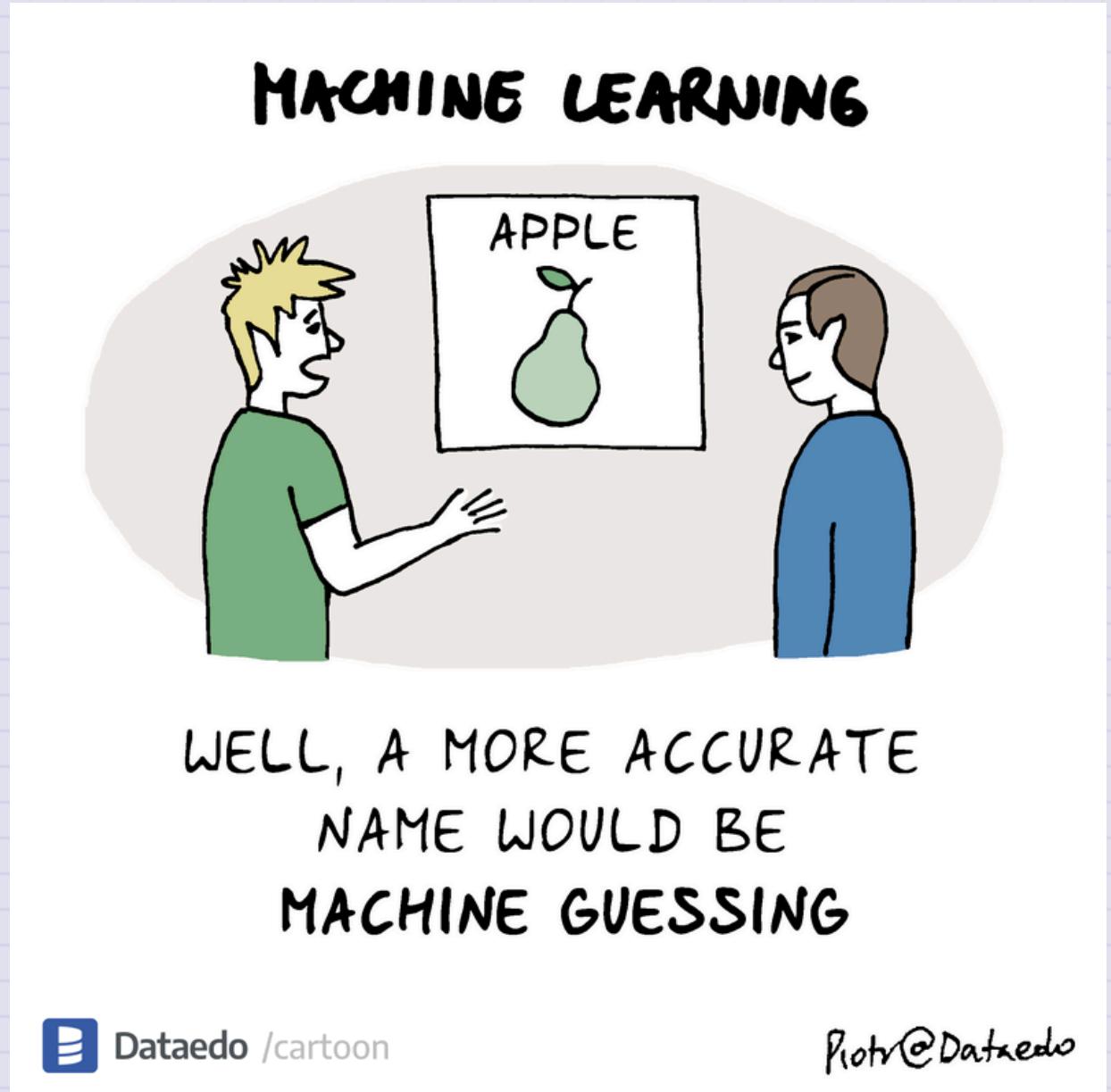
Random:  $y = 0.1x + 0.5$

Trained:  $y = 3x + 1$



# How do machines learn?

Machines learn by **trial and error**, just as humans do.



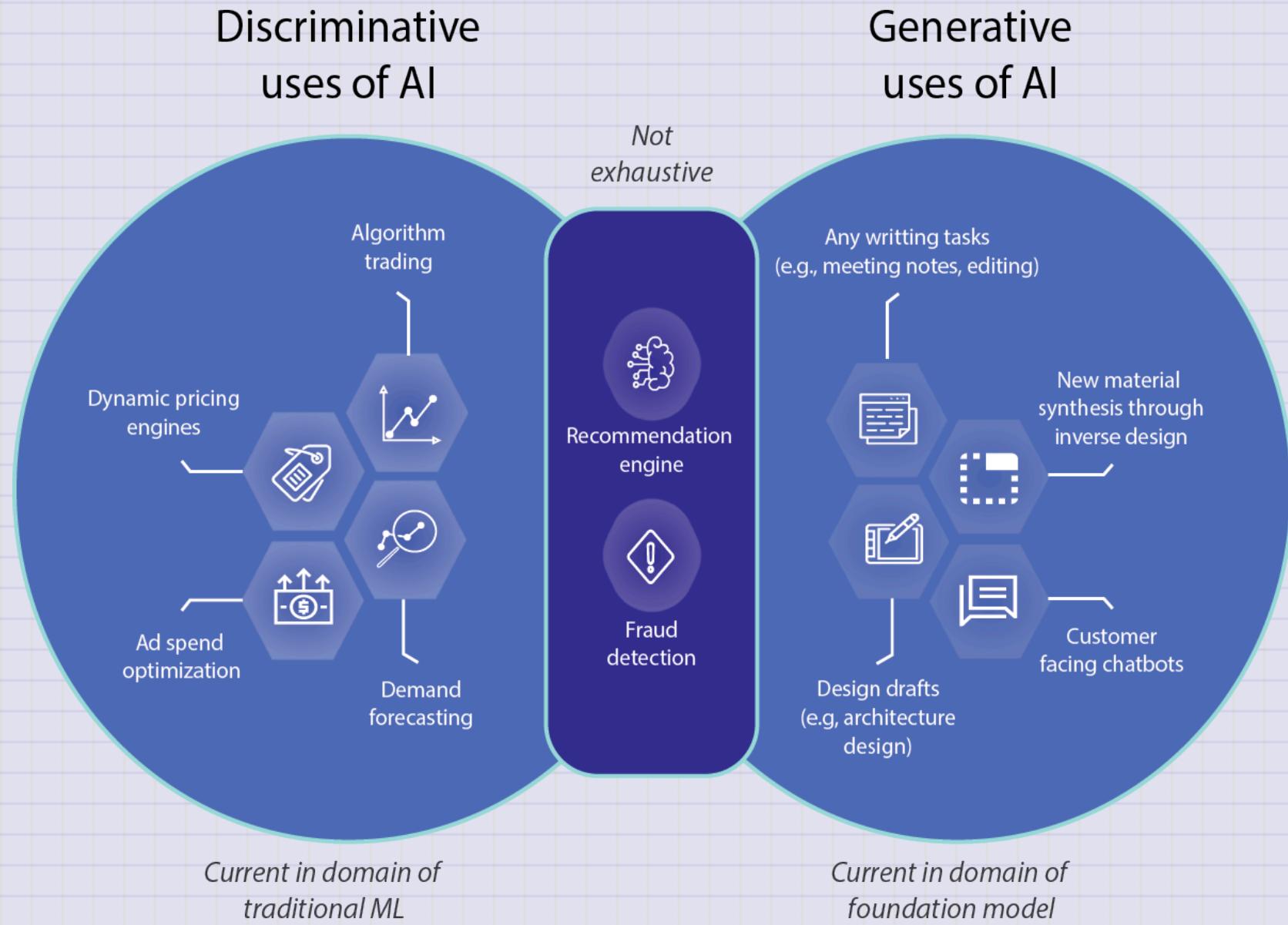
# Why is machine learning powerful?

The true power of ML/DL lies in the fact that

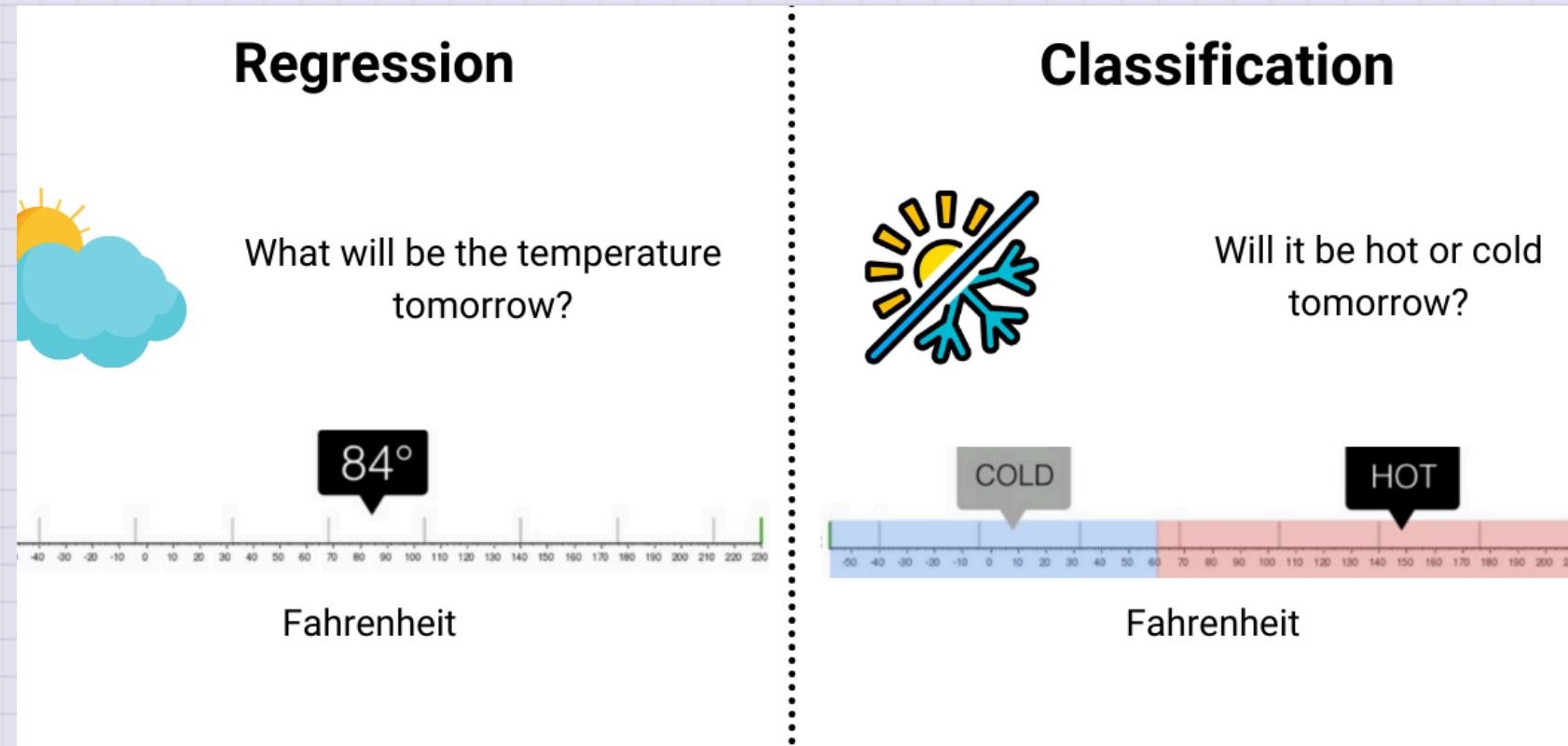
- humans only need to provide input and output
- computers are in charge of figuring out the right process, which is called a **model**



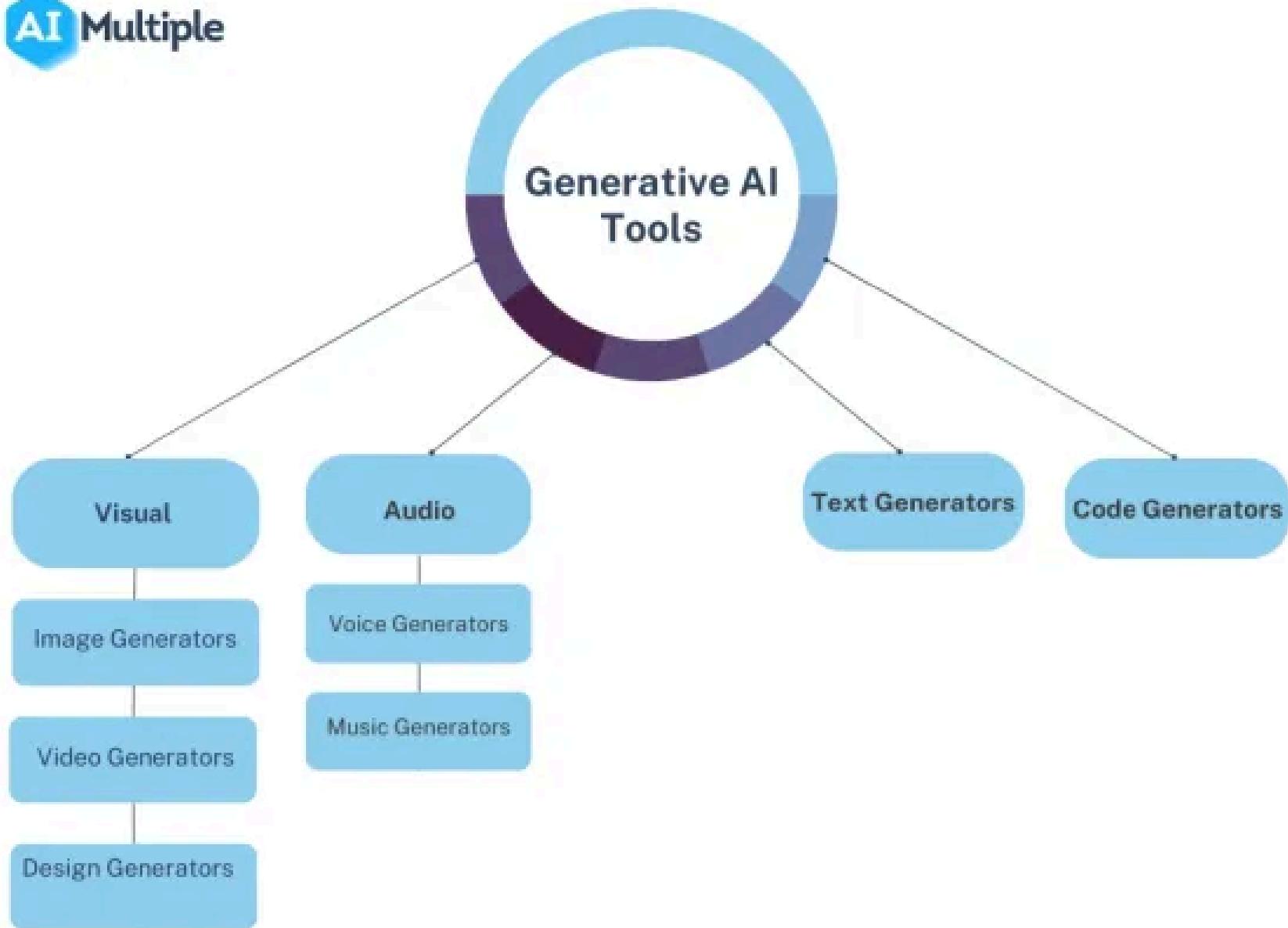
- 2 types of AI



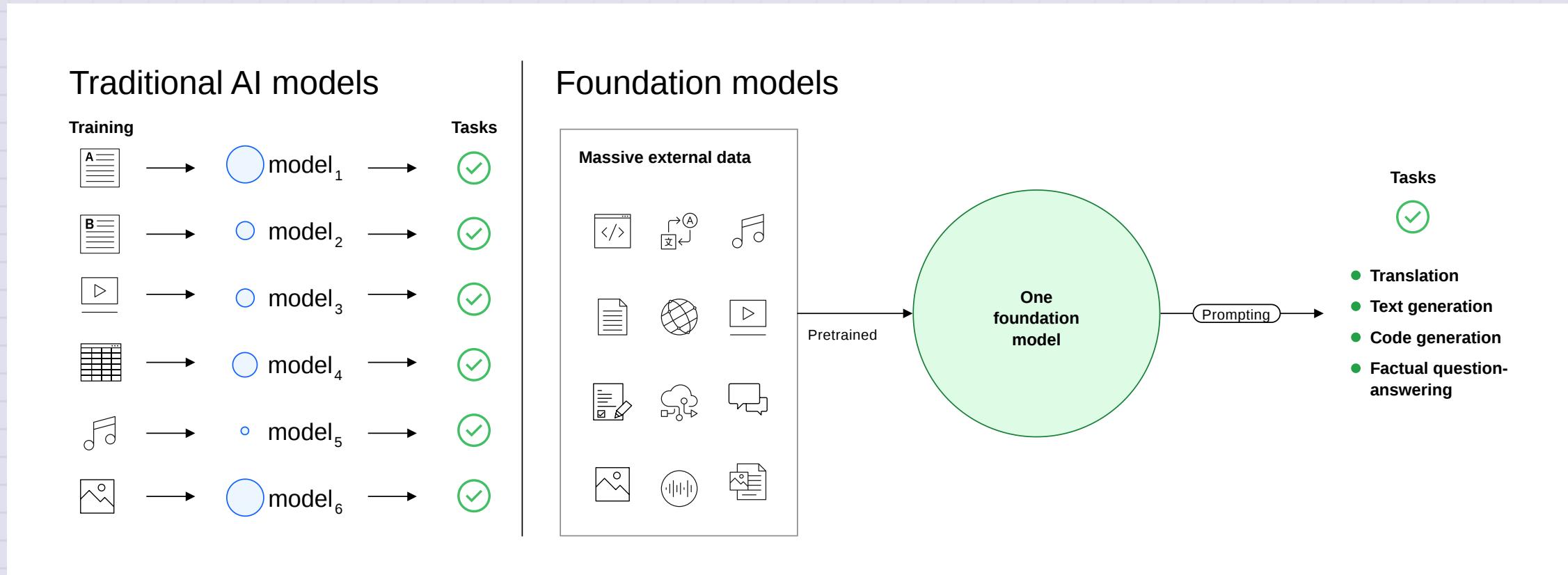
- 2 types of discriminative models



- 4 types of generative models

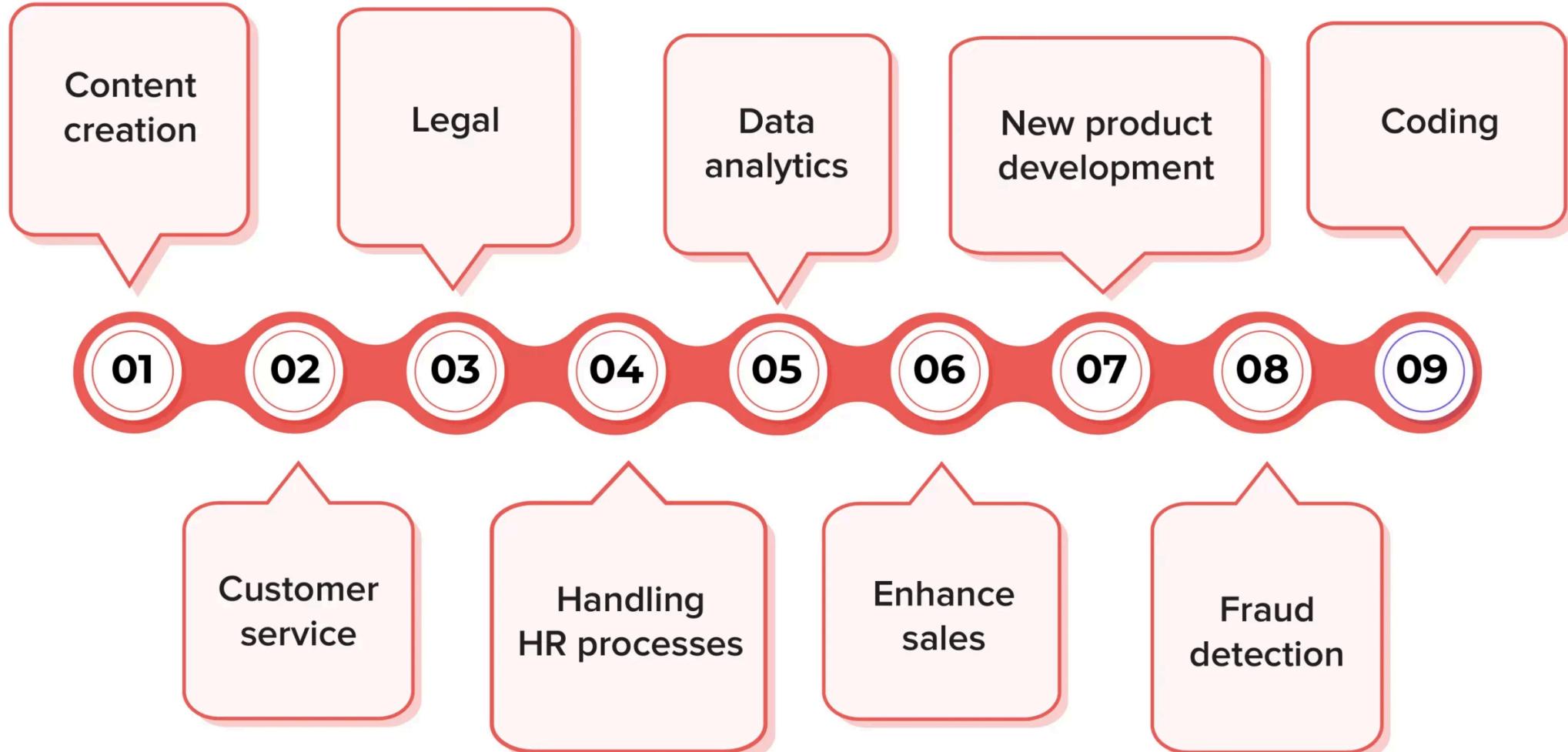


- Traditional AI vs Generative AI

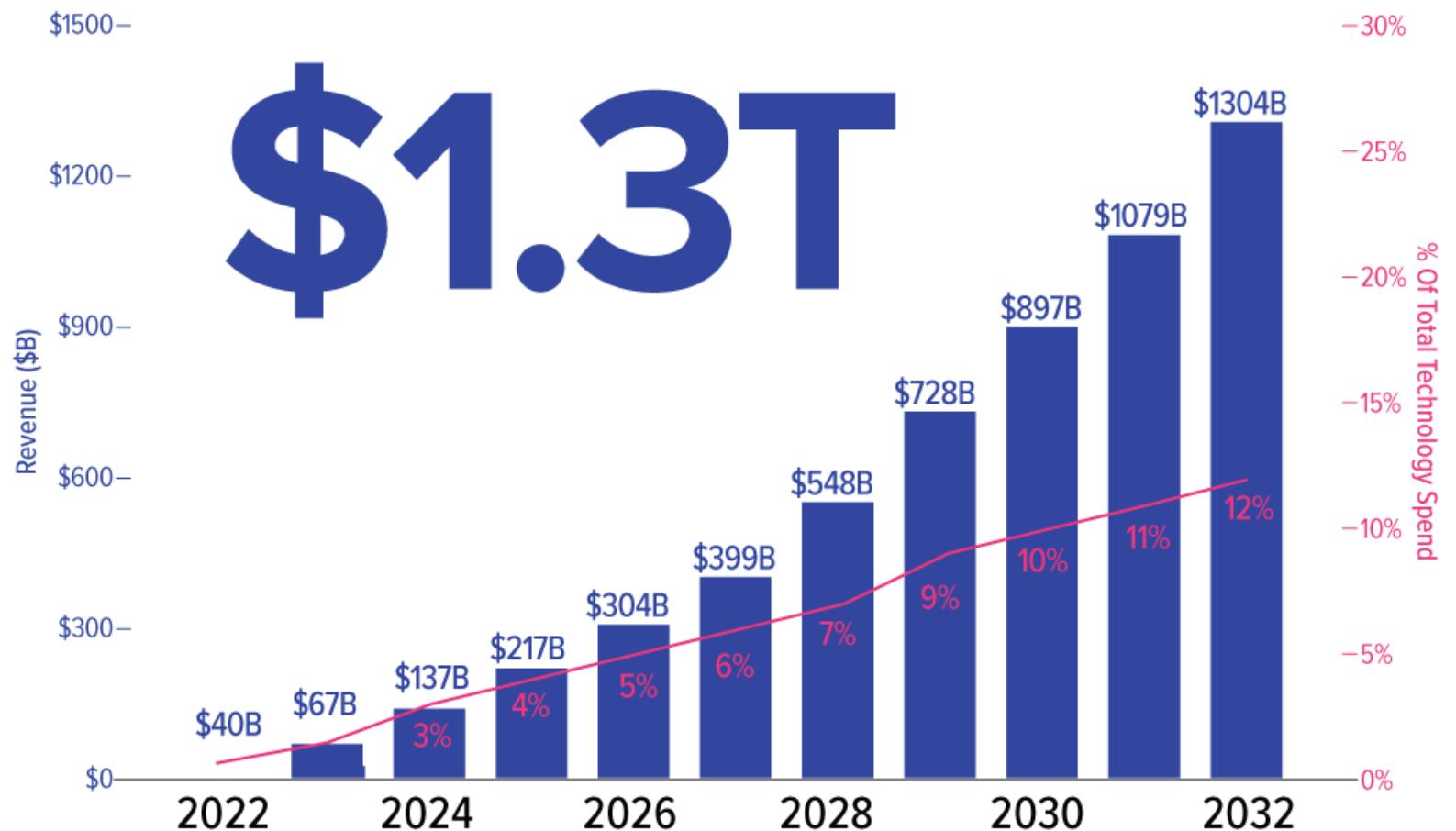


[>> source](#)

# Use cases of generative AI for business



# Generative AI Market Forecast by Revenue and Technology Spend



# Large Language Models

UNDERSTANDING THEIR IMPACT

Exploring Large  
Language Models

## ChatGPT's significance

[>> TechGoing](#)

ChatGPT's history is as significant as the birth of **the PC or the Internet.**

~ Bill Gates

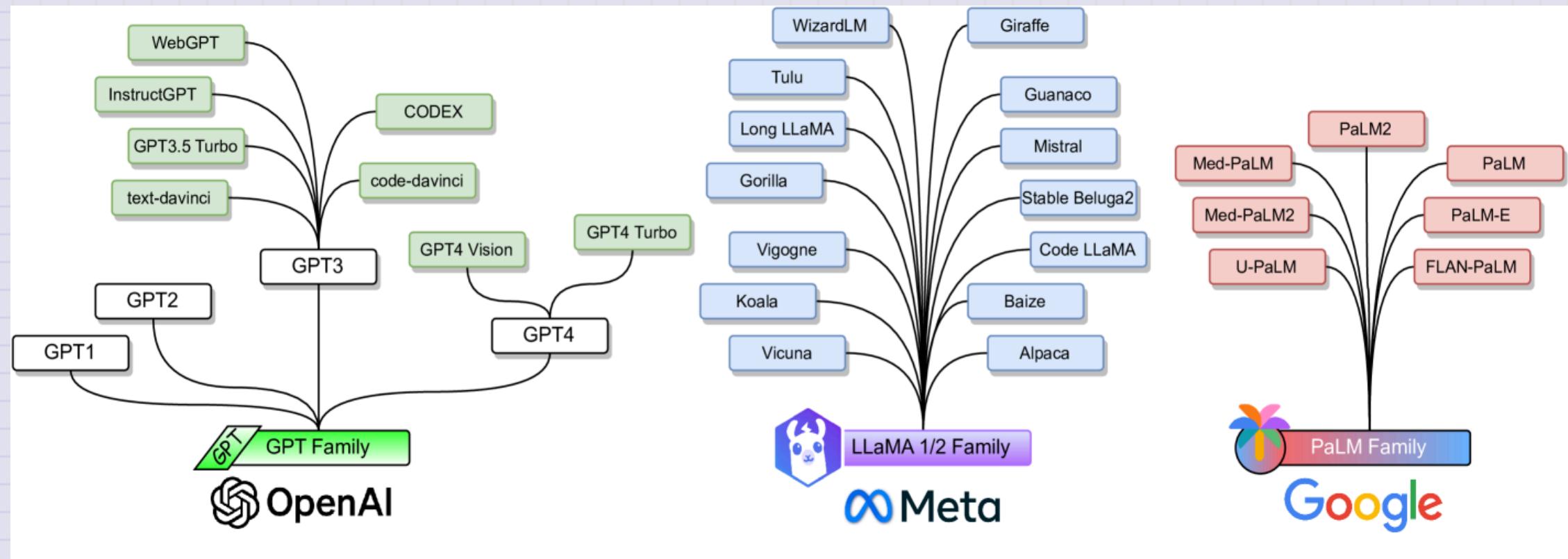


## ChatGPT's model

ChatGPT is powered by a large language model (LLM) called **Generative Pre-trained Transformer** (GPT).

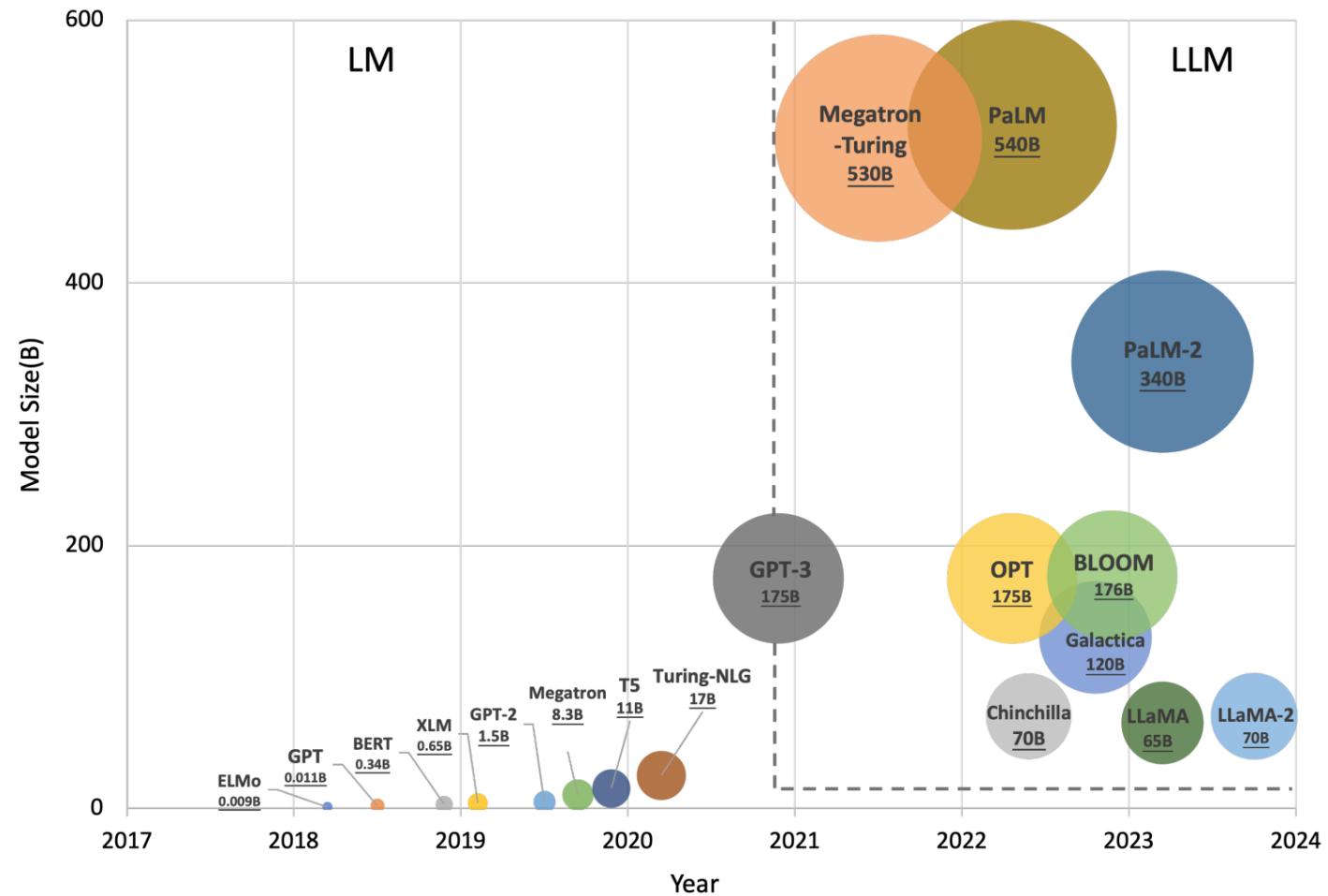


# The LLM family



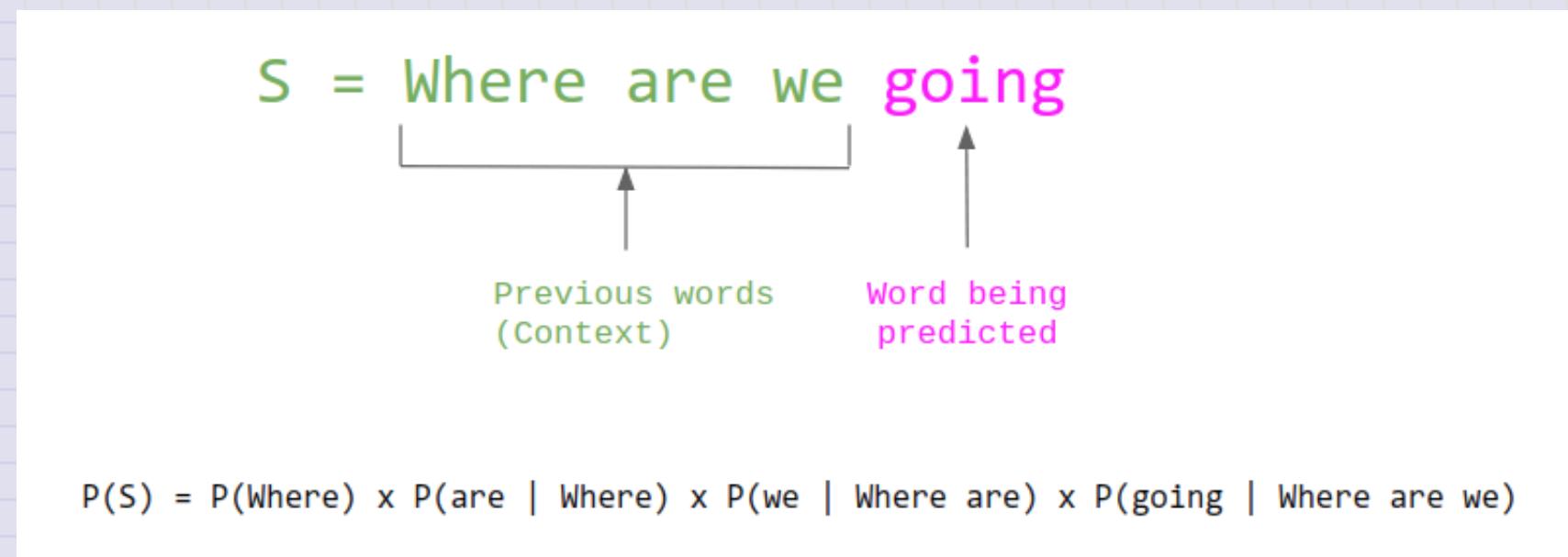
# What makes LLM large?

LLM is large because of the size of its parameters.



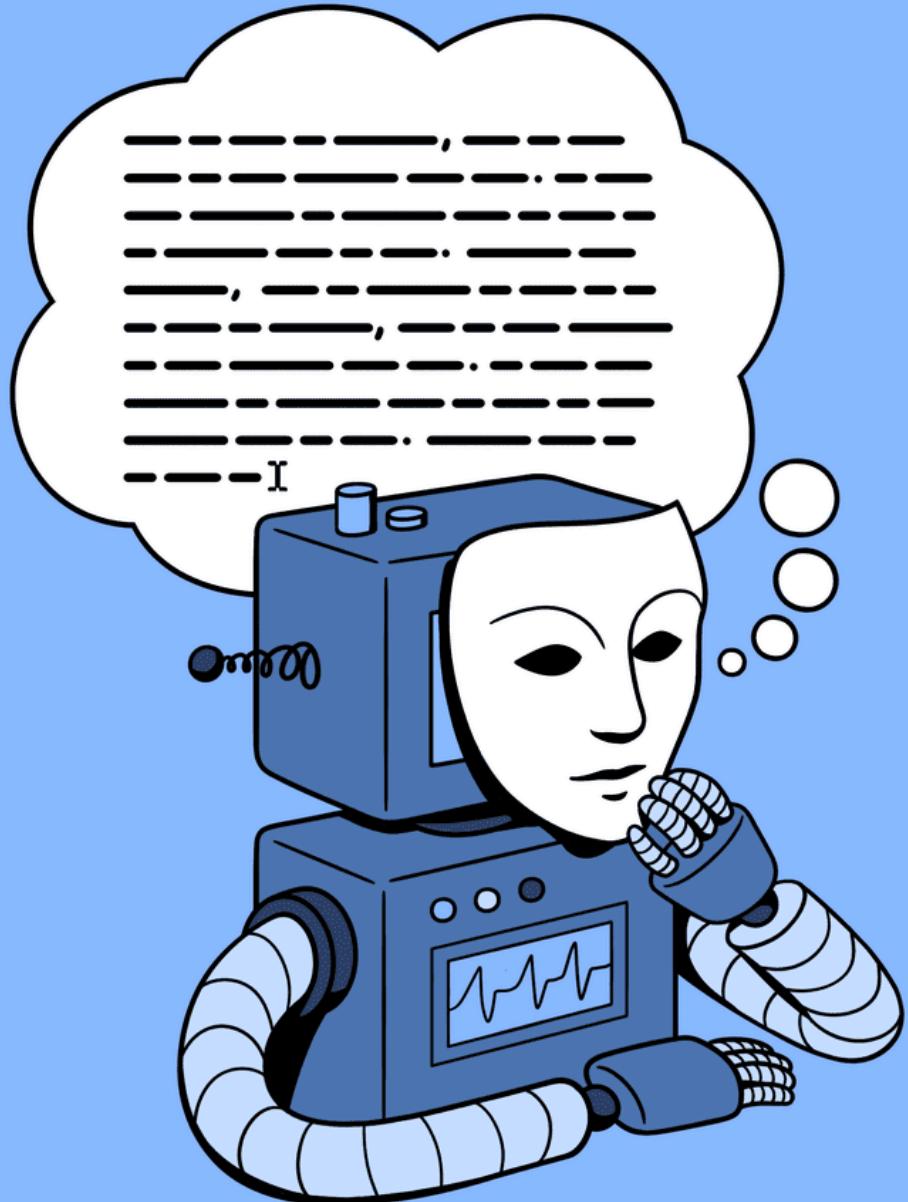
# What is a language model?

- A language model predicts the next word based on conditional probability.



# A language model has some world knowledge.

- Given a huge corpus of texts, a language model can acquire some basic world knowledge.



# Large Language Model (LLM)

[*'lärj 'laŋ-gwij 'mä-dəl*]

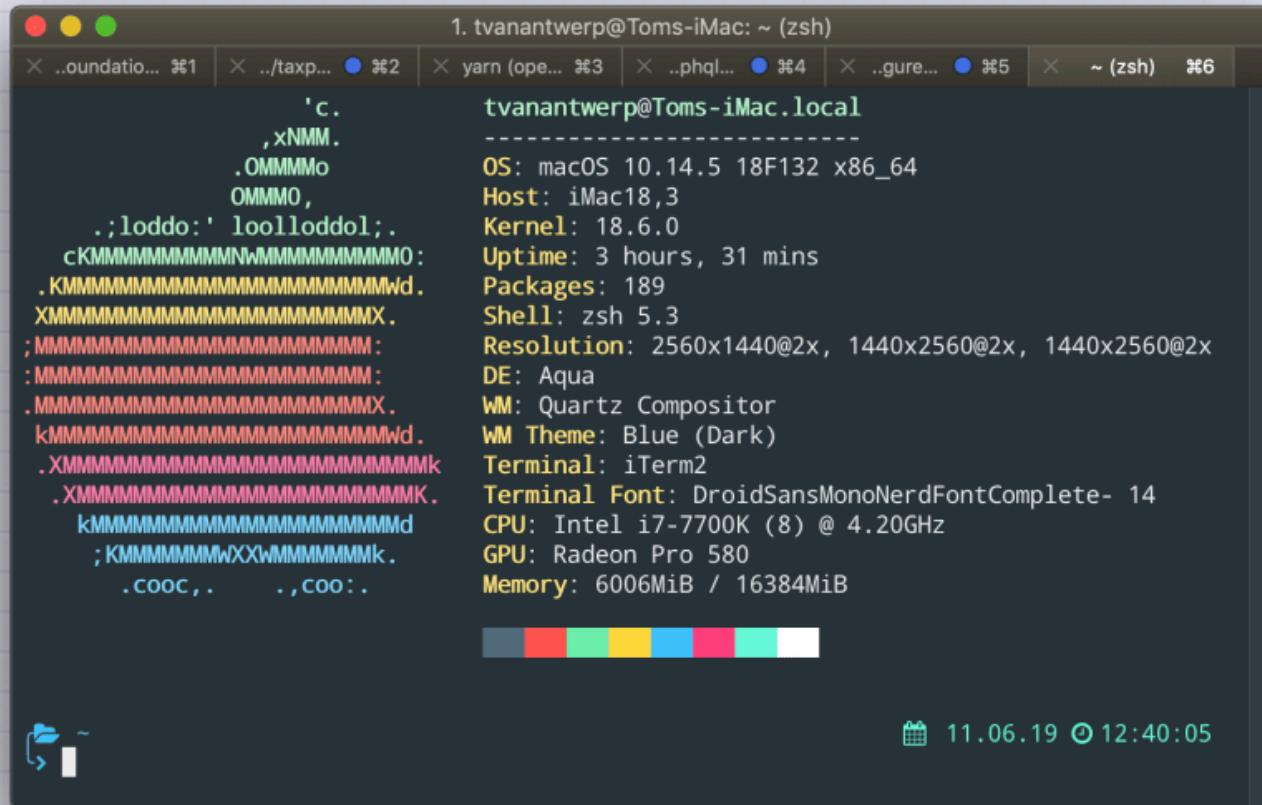
A deep learning algorithm that's equipped to summarize, translate, predict, and generate human-sounding text to convey ideas and concepts.

- Top AI  
chatbots in  
2024  
powered by  
LLM  
[\*\*>> source\*\*](#)

prompt:

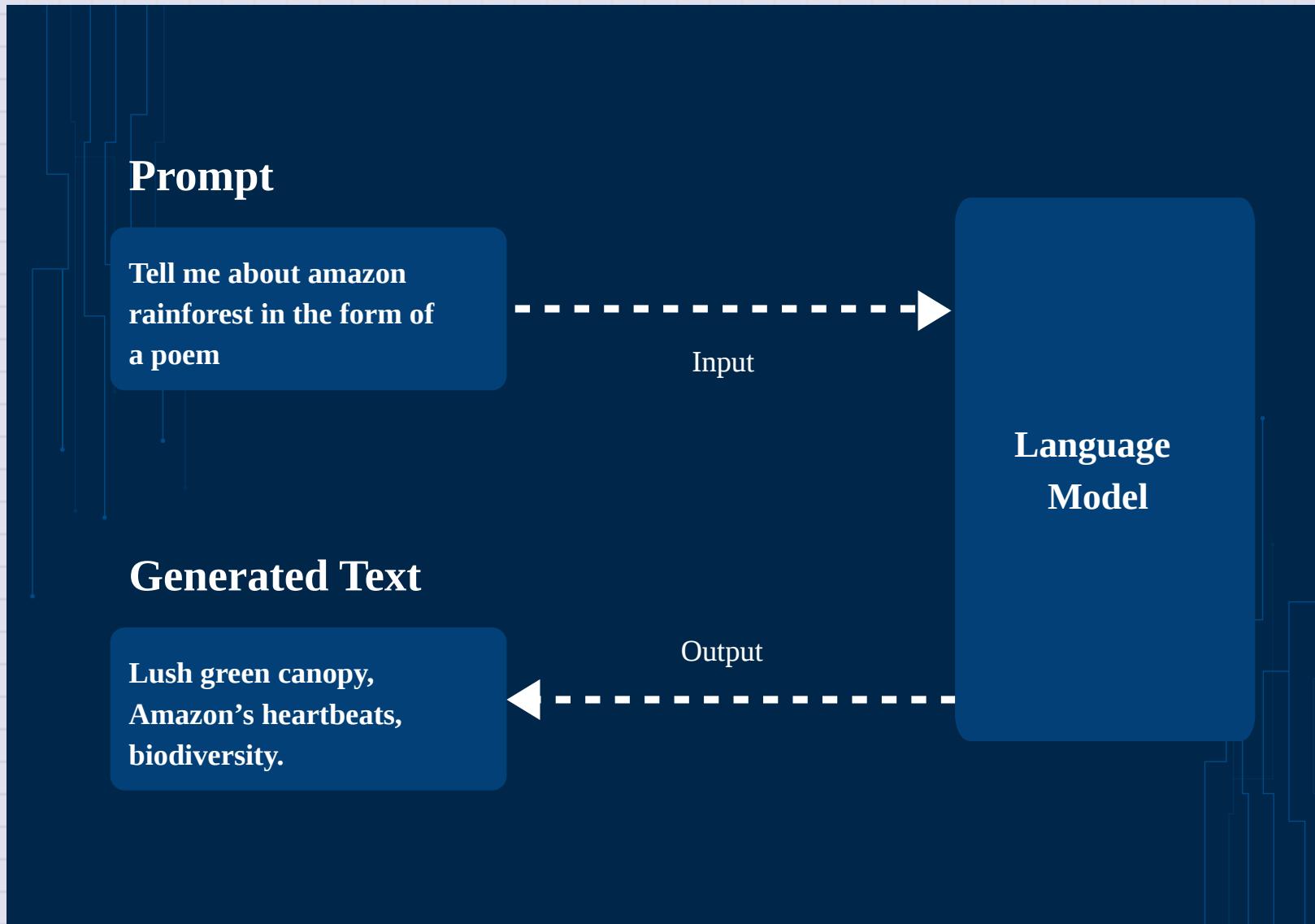
# Prompt Engineering & Linguistics

# Prompt on the terminal

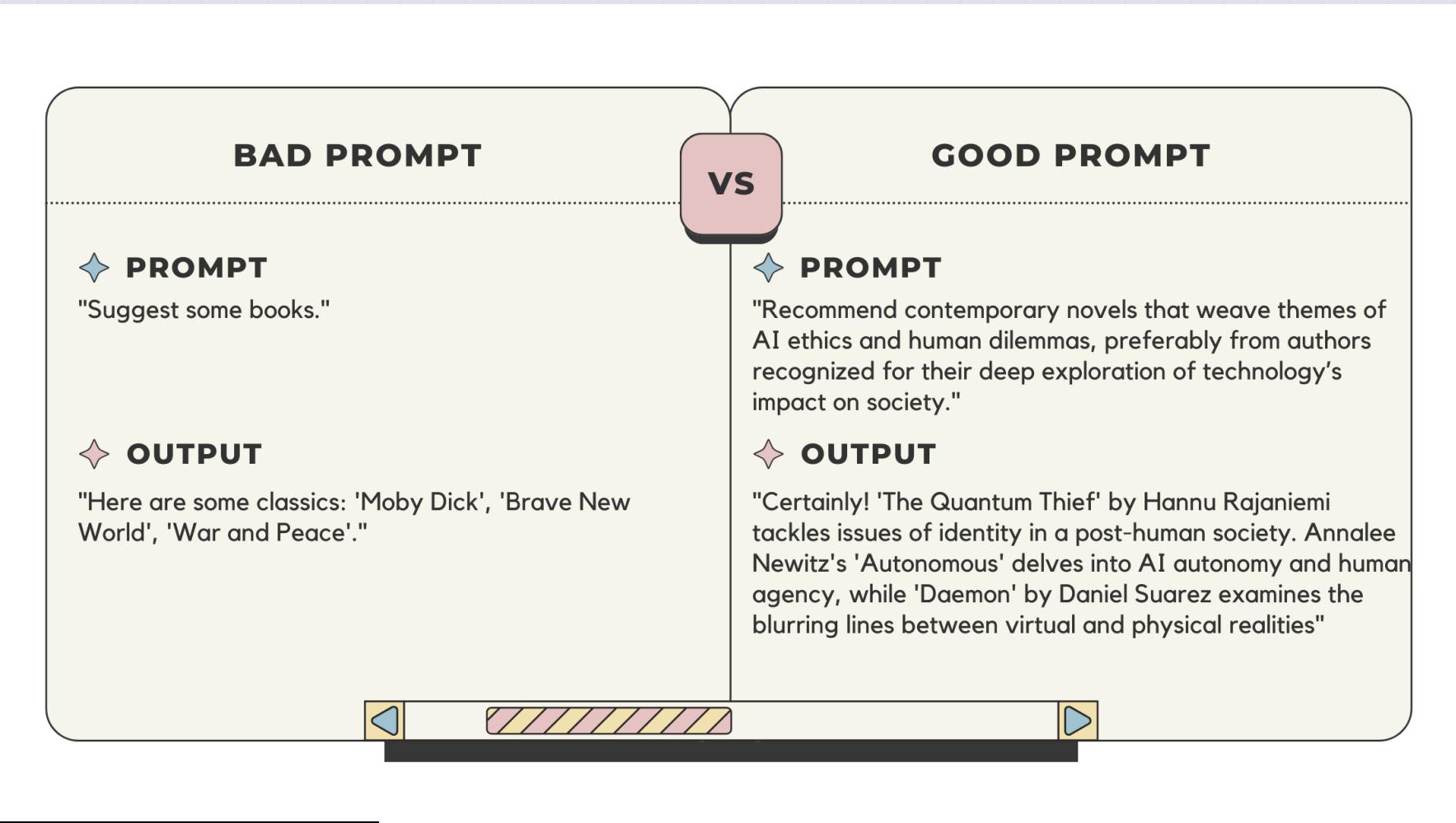


# Prompt in GenAI

- a specific instruction or input given to the AI model to generate a desired output

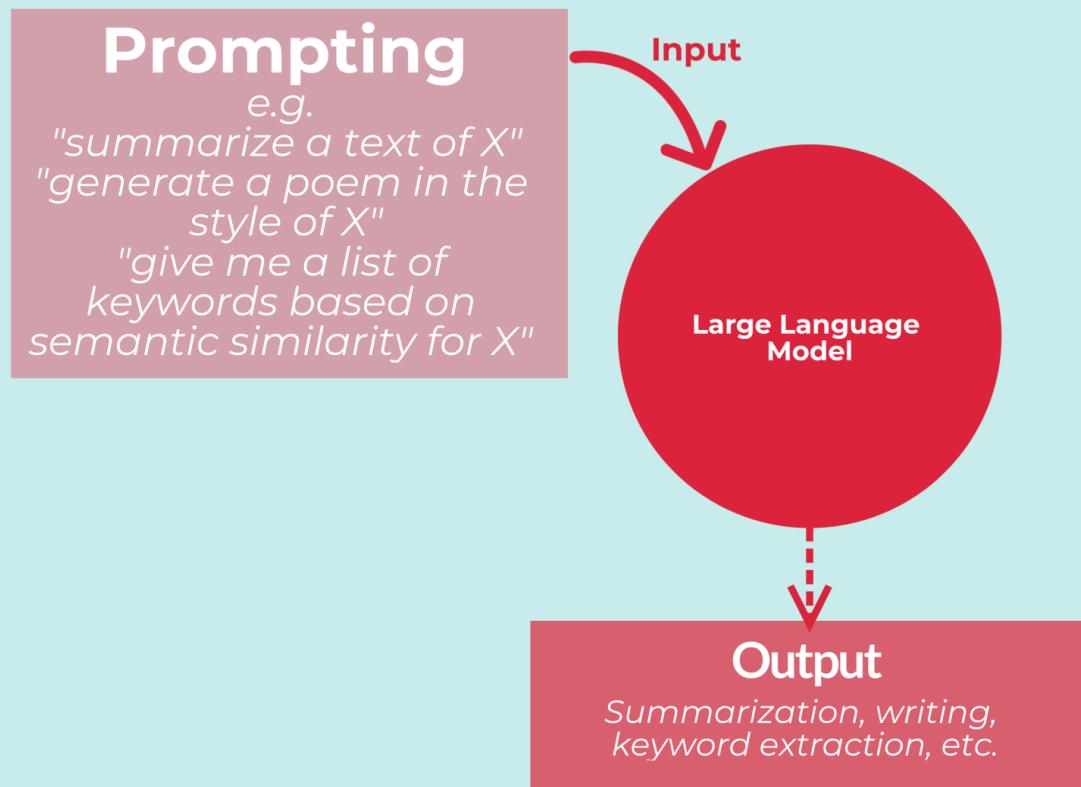


# What makes a good prompt?



# Prompt Engineering In A Nutshell

- Prompt engineering is a natural language processing (NLP) concept that involves discovering inputs that yield desirable or useful results.
- Like most processes, the quality of the inputs determines the quality of the outputs in prompt engineering. Designing effective prompts increases the likelihood that the model will return a response that is both favorable and contextual.
- Developed by OpenAI, the CLIP (Contrastive Language-Image Pre-training) model is an example of a model that utilizes prompts to classify images and captions from over 400 million image-caption pairs.



# 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

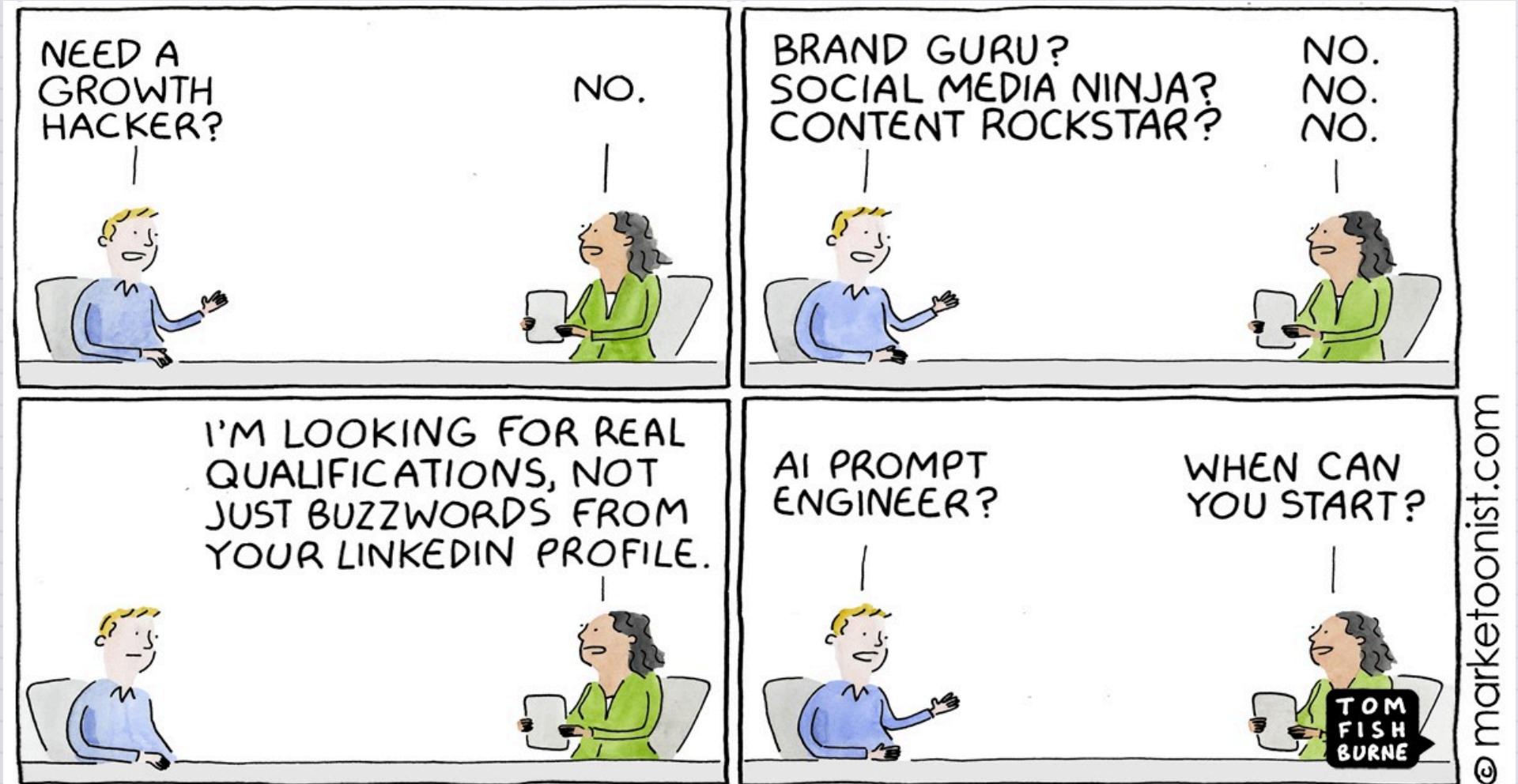
## Skills

- 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

# Prompt engineers are in high demand.



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**Prompt  
engineering  
requires soft  
skills.**

## 5 non-tech prompt engineering skills



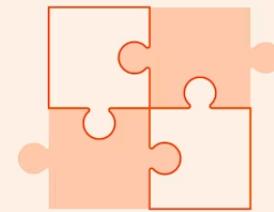
Language



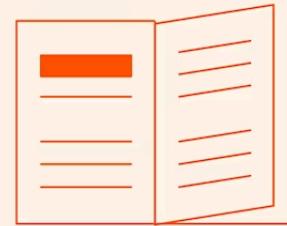
Communication



Creativity



Critical thinking



Subject matter expertise

# Prompt engineering skill - language

Linguistics plays a vital role in prompt engineering.

- 1. Language Structure:** Understanding of language structure helps in designing effective prompts.
- 2. Semantic Analysis:** Understanding the meaning of words, phrases, and sentences helps in creating more precise prompts.
- 3. Pragmatics:** Understanding the context in which language is used can lead to the creation of more effective prompts.

- Elements of a good prompt



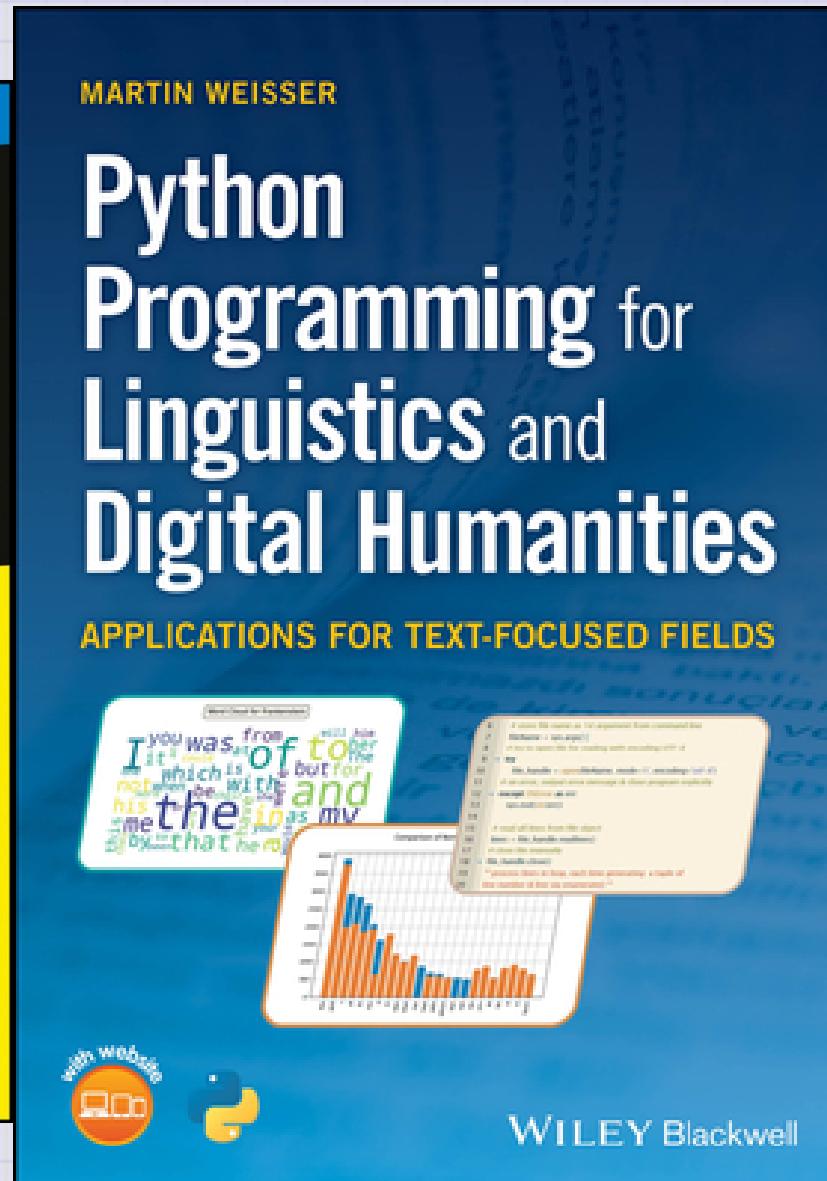
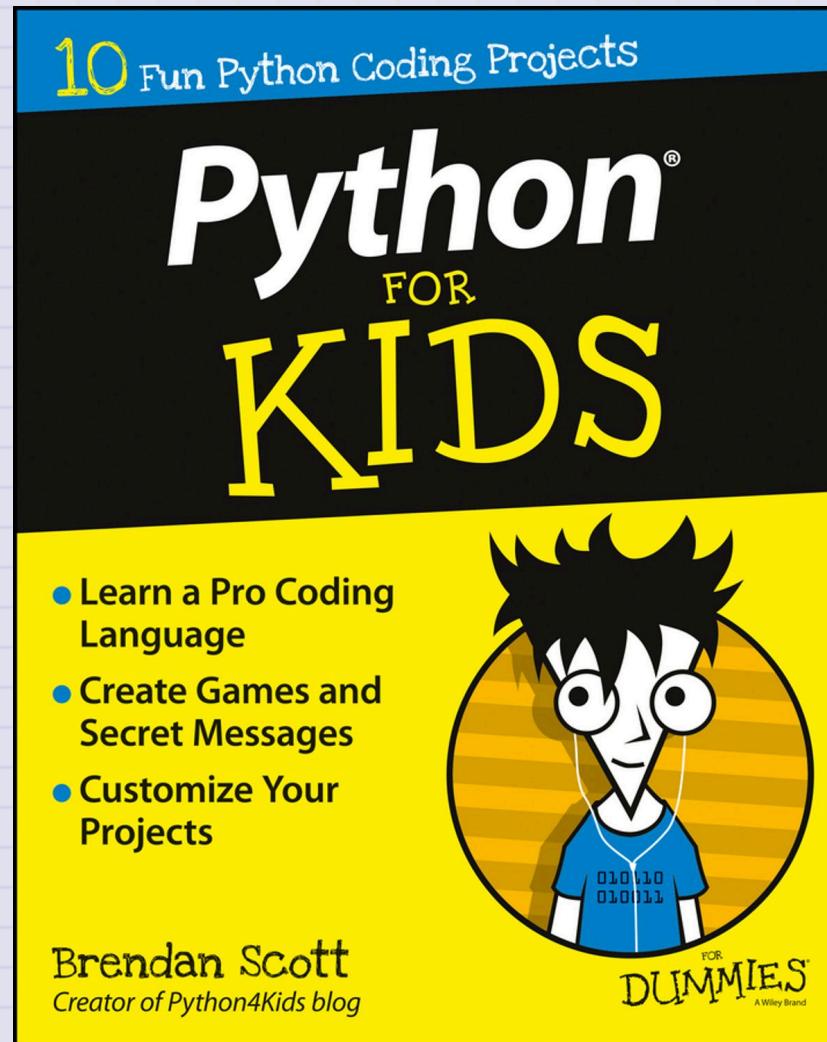
# Prompt engineering skill - critical thinking

 center

# Prompt engineering skill - coding

 center

Start with Python  
🐍 if you want to  
try programming.





◆ Member-only story

# English is the most powerful programing 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

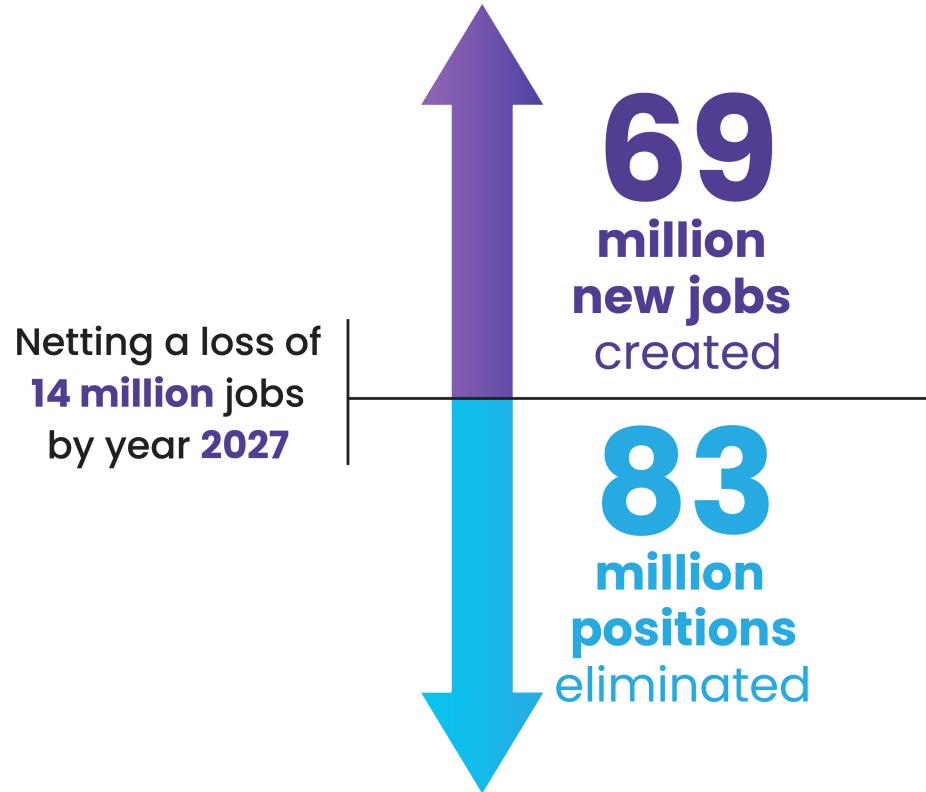
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# GenAI creates engineering paradigm shift.

 center

# GenAI's impact on future jobs

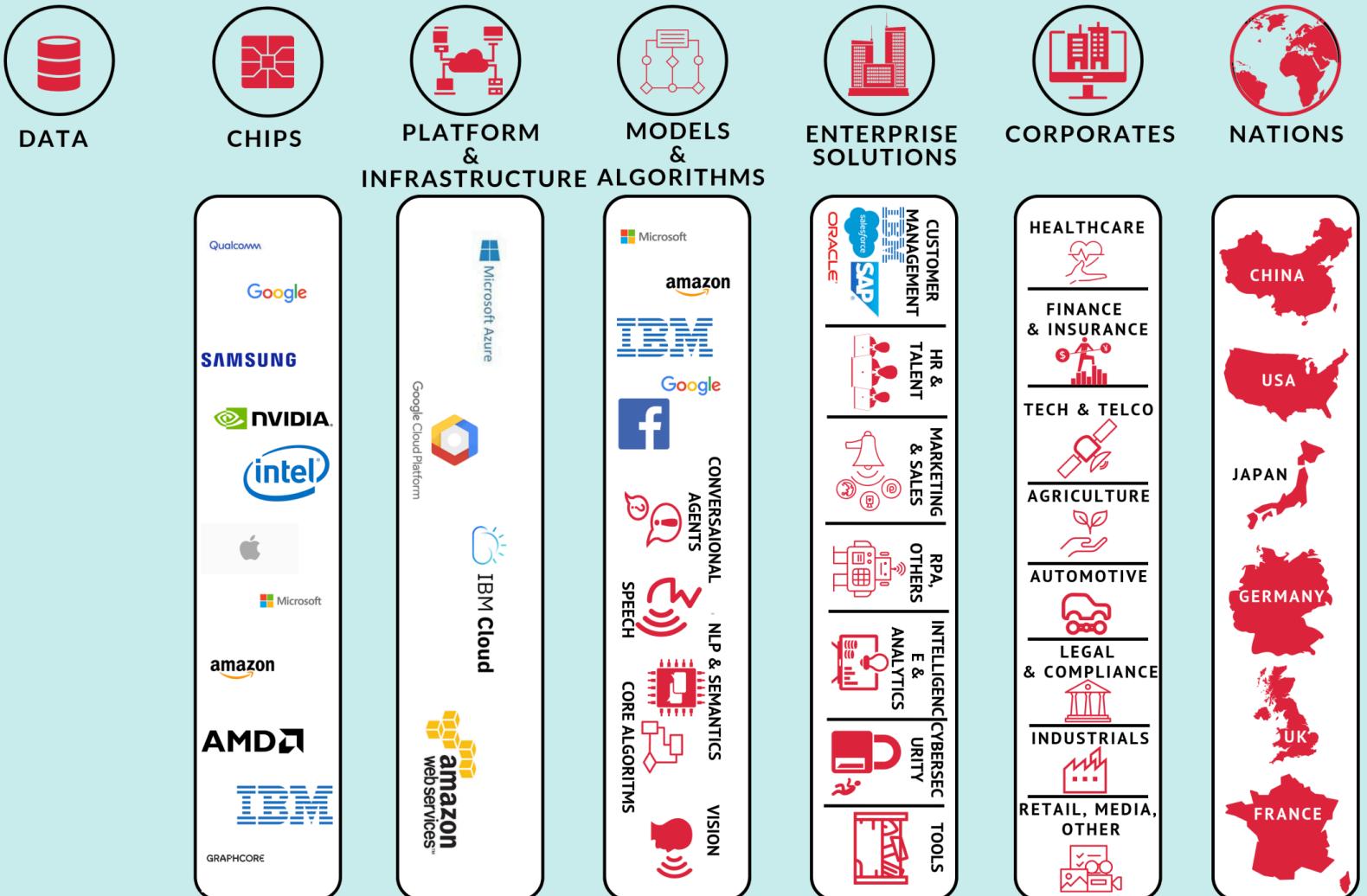
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**69 million** new jobs created and **83 million** positions eliminated by **2027**, netting a loss of **14 million** jobs.

# AI Business Models

The AI Ecosystem has generated a multi-billion dollar industry, and it all starts from data. Going upward in the value chain there are the Chips (GPUs) that allow the physical storing of Big Data (a dominant player is NVIDIA). That Big Data will need to be stored on platforms and infrastructures that SMEs can't afford. That is where players like Google Cloud, Amazon AWS, IBM Cloud and Microsoft Azure come into rescue. At large scale, a few corporations control the Enterprise AI market; while nations like China, USA, Japan, Germany, UK, and France have widely bet on it!



## Example: extracting ordered items from a text

- Online order

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!

## Example: extracting ordered items from a text

- Using knowledge of linguistics

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

- Try it out >> [here!](#)

# Outcome of the extraction

The interface displays three extracted patterns:

- Pattern 1:** LIKE\_NUM (selected) → ✓  
Attributes: POS → ADJ  
OP → ?  
Buttons: add attribute, add token, refresh text
- Pattern 2:** POS → ADJ  
OP → ?  
Buttons: add attribute
- Pattern 3:** POS → NOUN  
OP → +  
Buttons: add attribute

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.

## Example: extracting ordered items from a text

- Using a 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!>

## Outcome of the extraction

```
[  
    { "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" }  
]
```

See the conversation on >> [Bing Chat!](#)

## Use case: Wendy's drive-thru

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. [>> source](#)



## Take-away messages - 1/3

- **Interdisciplinary integration:** Generative AI and prompt engineering are not just for tech enthusiasts or computer science majors. They can be incredibly useful tools for humanities majors as well.

## Take-away messages - 2/3

- **Creativity amplified:** Generative AI can be seen as a tool to amplify human creativity, not replace it. Remember, the AI is just a tool, the real creativity comes from you.

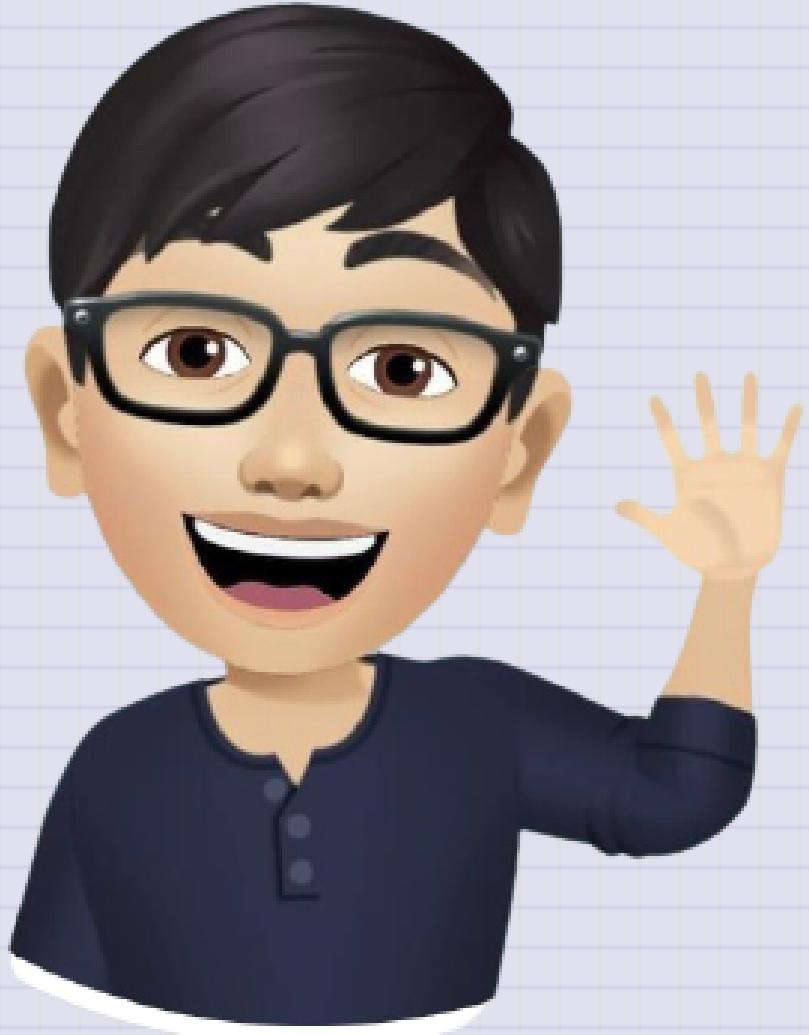
## Take-away messages - 3/3

- **Doing by saying:** The field of generative AI heavily relies on understanding and manipulating language. This is where knowledge of linguistics comes in. Understanding how language works can help you better utilize and even improve these tools.

Any questions ?

**PLEASE DON'T**

**ASK QUESTIONS**



## How to reach me

- Email:  
`howard.haowen@gmail.com`
- Portfolio:  
<https://howard-haowen.github.io>