

GLOSSARY

How to Research and Write Using Generative AI

With Dave Birss

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the Transcript tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
audience	The group of people and their characteristics with whom you want to communicate
CREATE	A mnemonic for Character, Request, Examples, Adjustments, Type, and Extras
prompt	An instruction or query that a person enters into an AI chatbot
prompt engineer	A person who writes and refines prompts to get the best possible results using AI
user persona	A fictional character that represents a particular customer or client type as used in marketing, sales, or writing