

Module 2: Generative AI Workshop for Engineering Students

SOURCE BY AP TS. DR. MOHD SHAHIZAN BIN OTHMAN

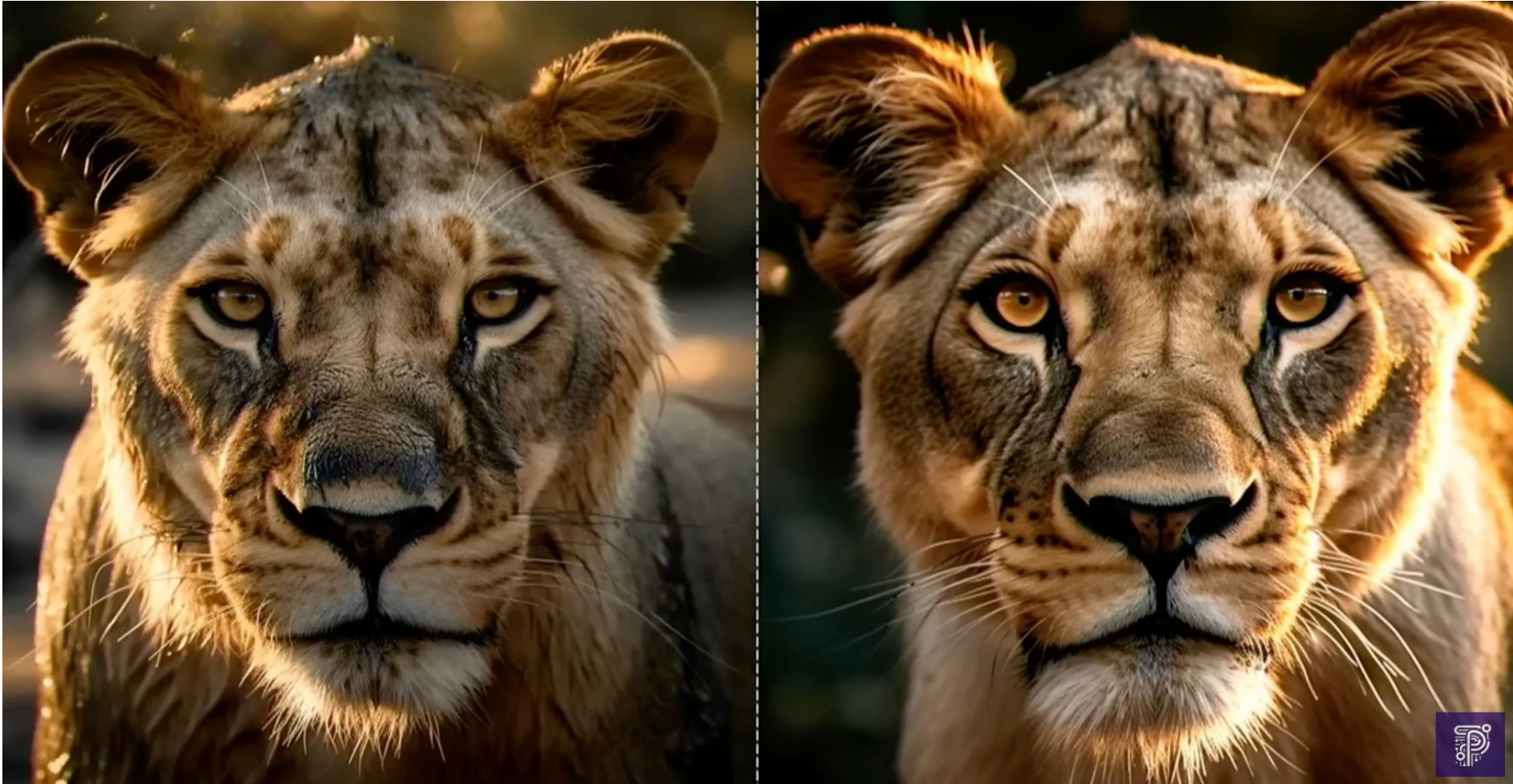
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Definition of Artificial Intelligence

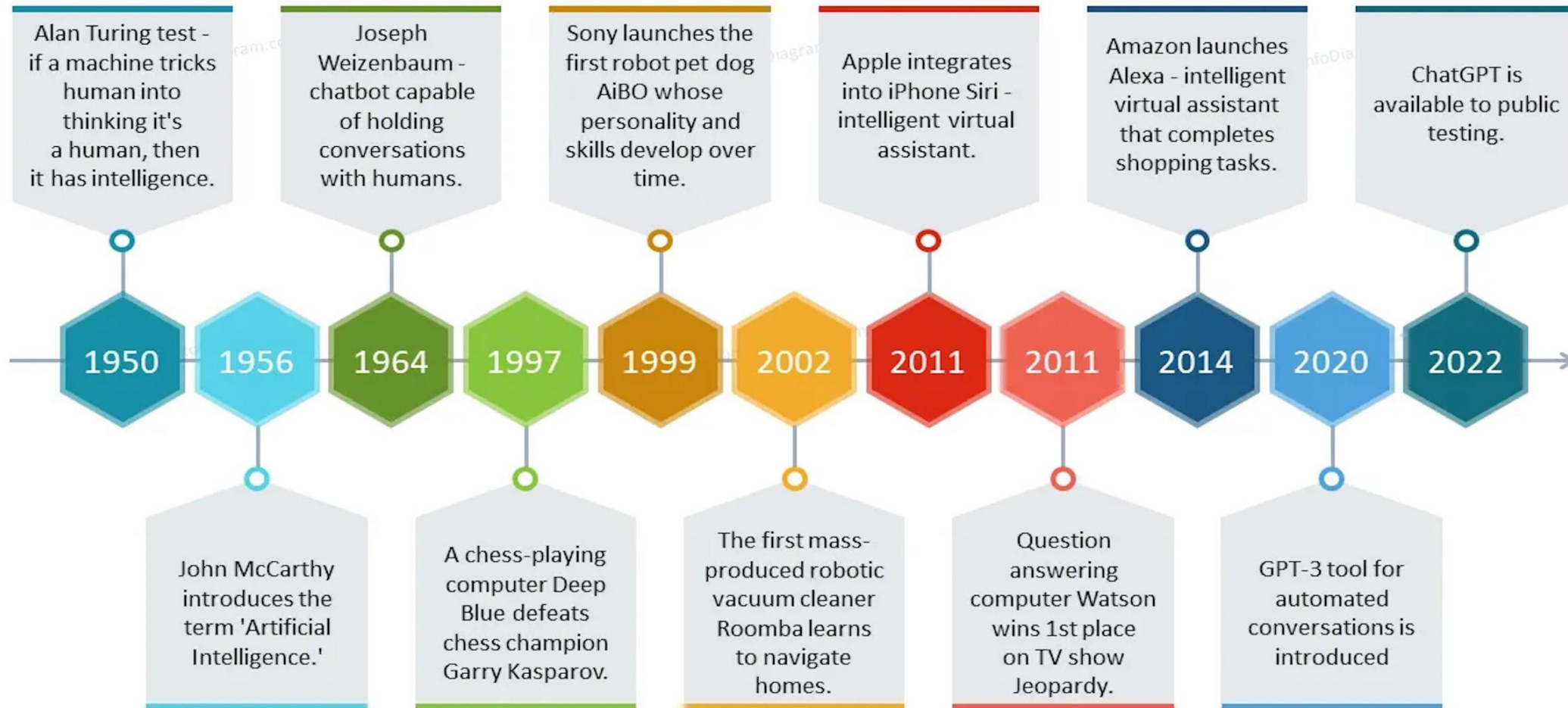
A branch of computer science that enables computers to simulate aspects of human intelligence such as speech recognition, deduction, inference, creative response, learning from experience, and the ability to make inferences when given incomplete information.



Which image is generated by AI?



History of Artificial Intelligence

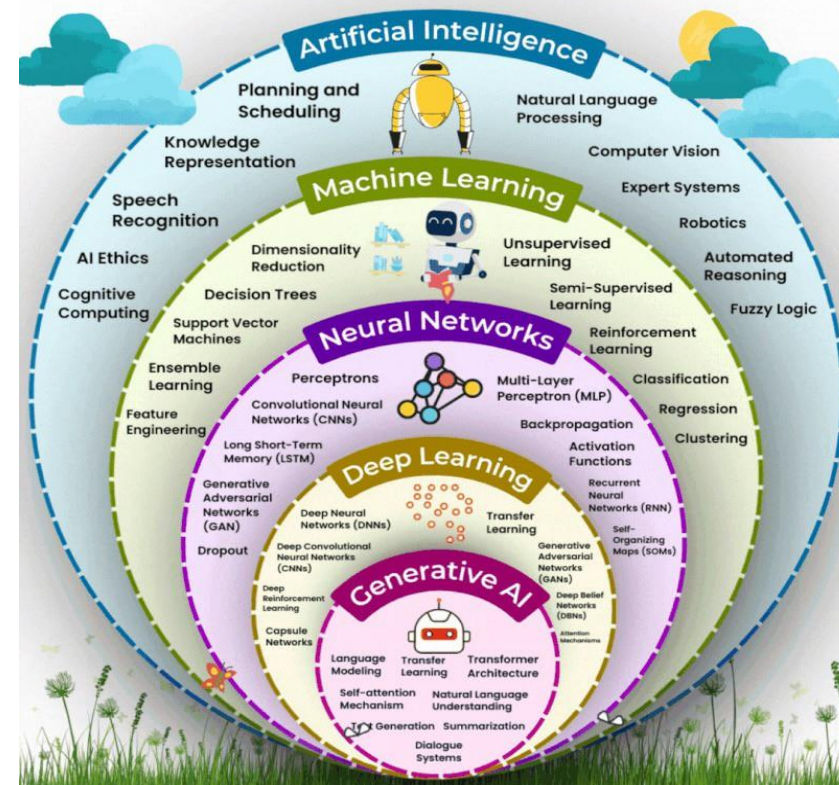


World of Artificial Intelligence

Brij Kishore Pandey
@brijpandeyji

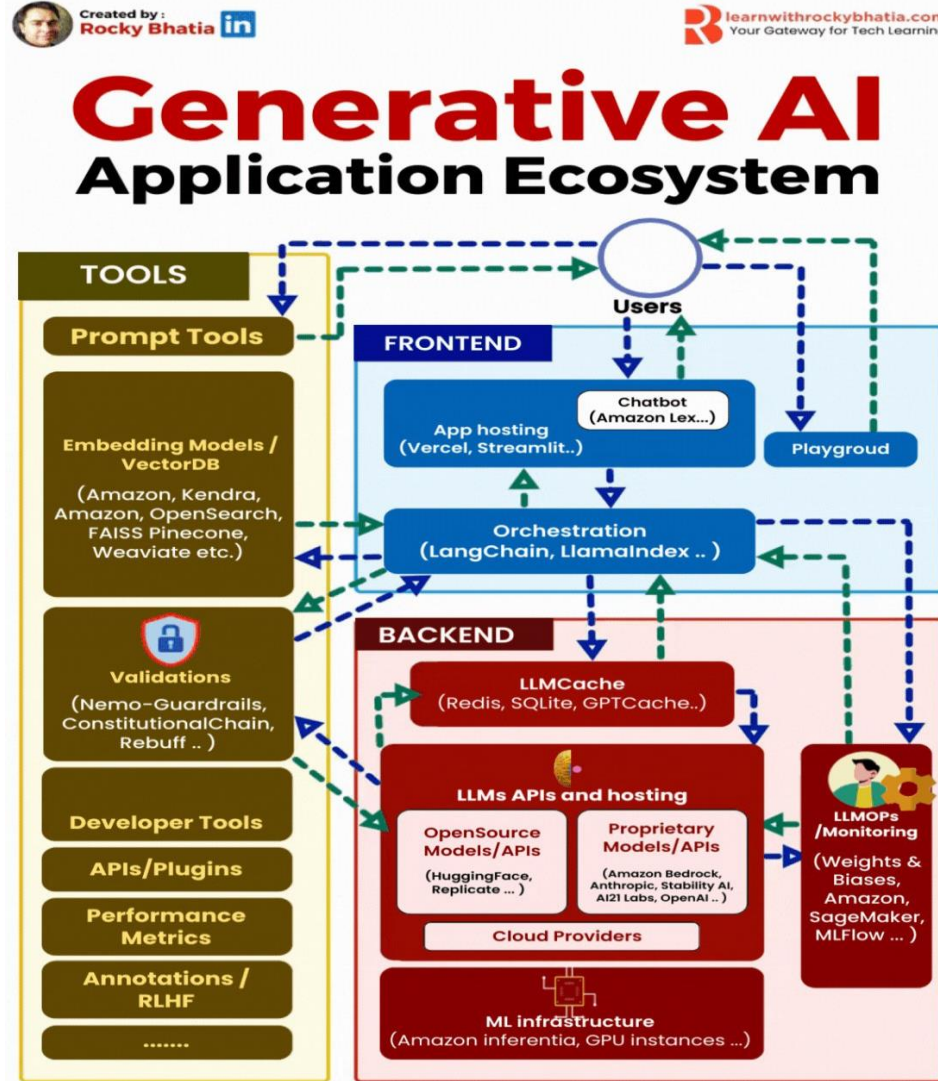
Save for Later

The AI Universe



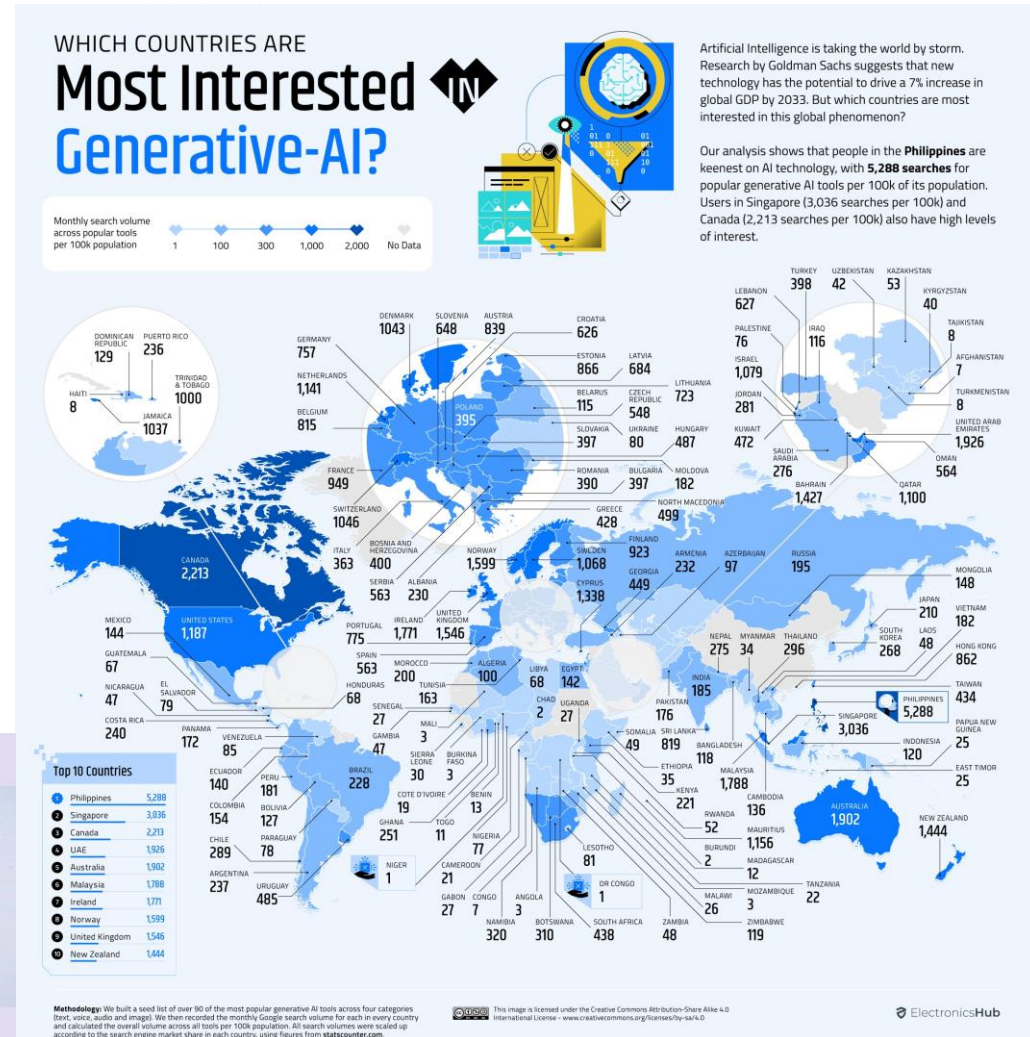
Generative AI



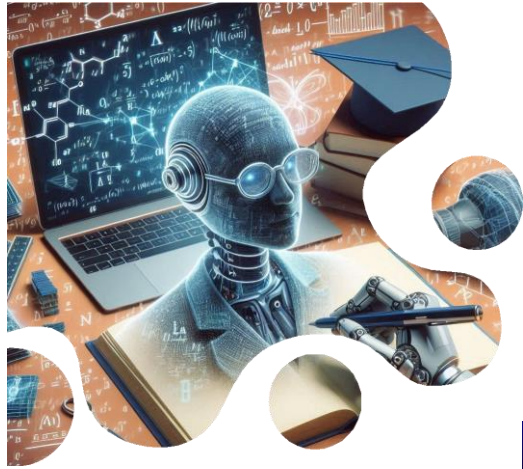


Generative AI

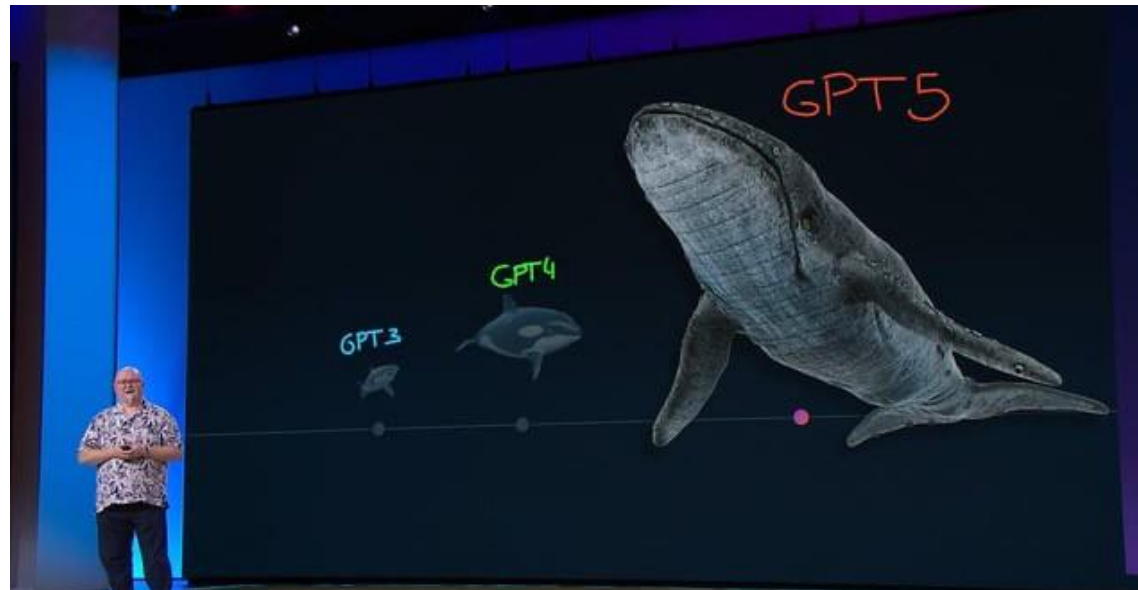
- Generative Artificial Intelligence refers to AI techniques that learn from data to generate new content that resembles but does not replicate the original data.
- This can include text, images, videos, and other media.



Generative Pre-trained Transformer (GPT)



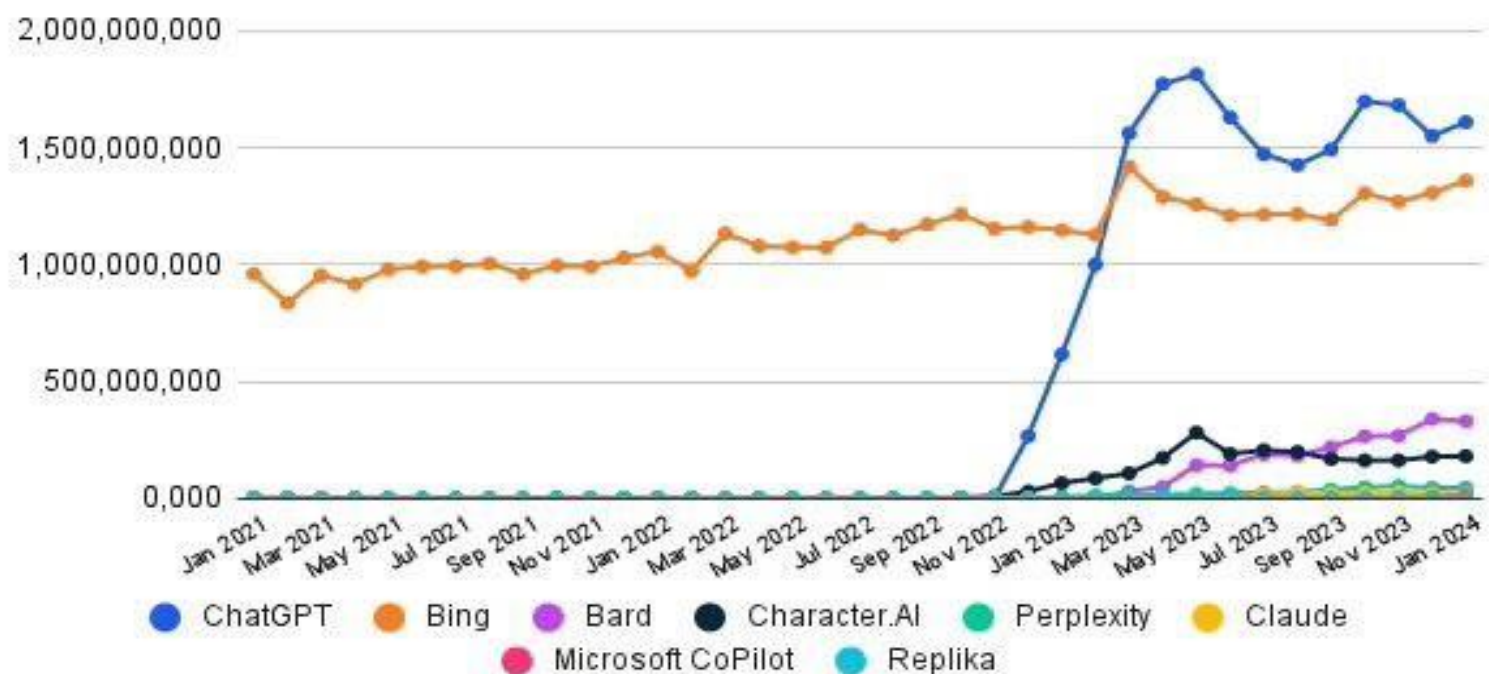
- Artificial intelligence designed to understand and generate human language in a way that mimics human thought.
- GPT can be used for various applications, including answering questions, translating languages, summarizing text, and even creating creative content such as poems or stories.

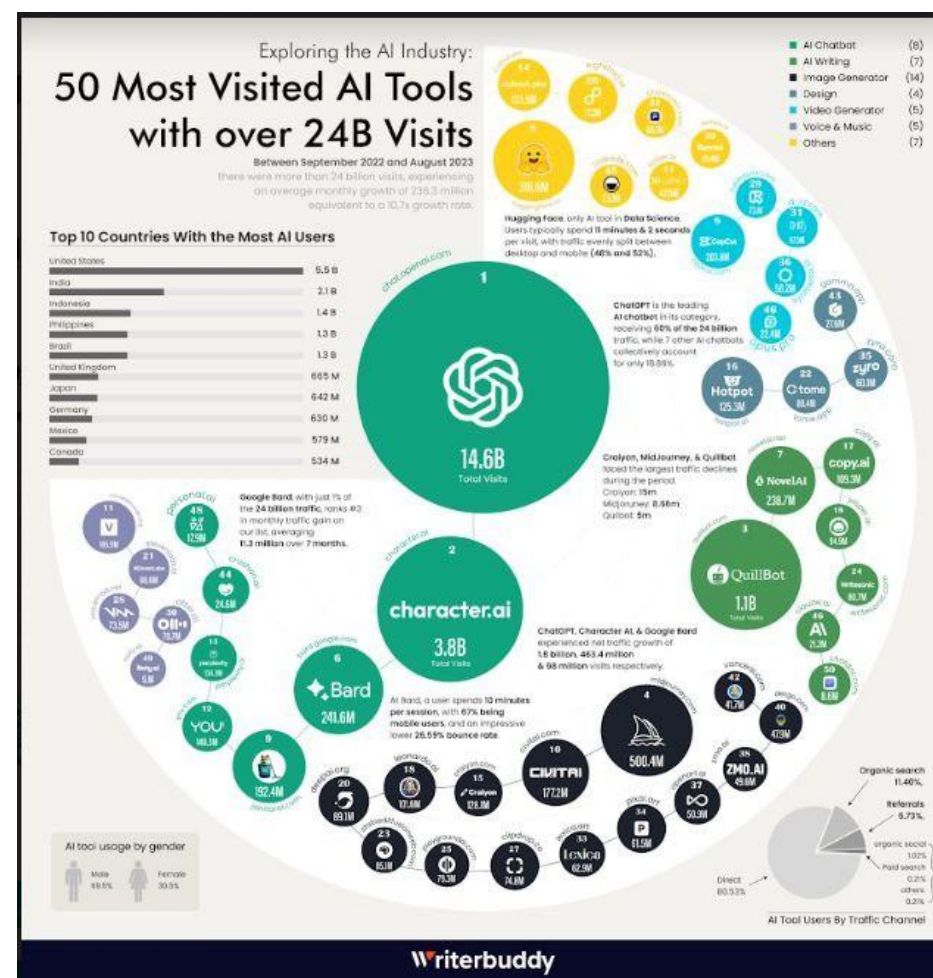
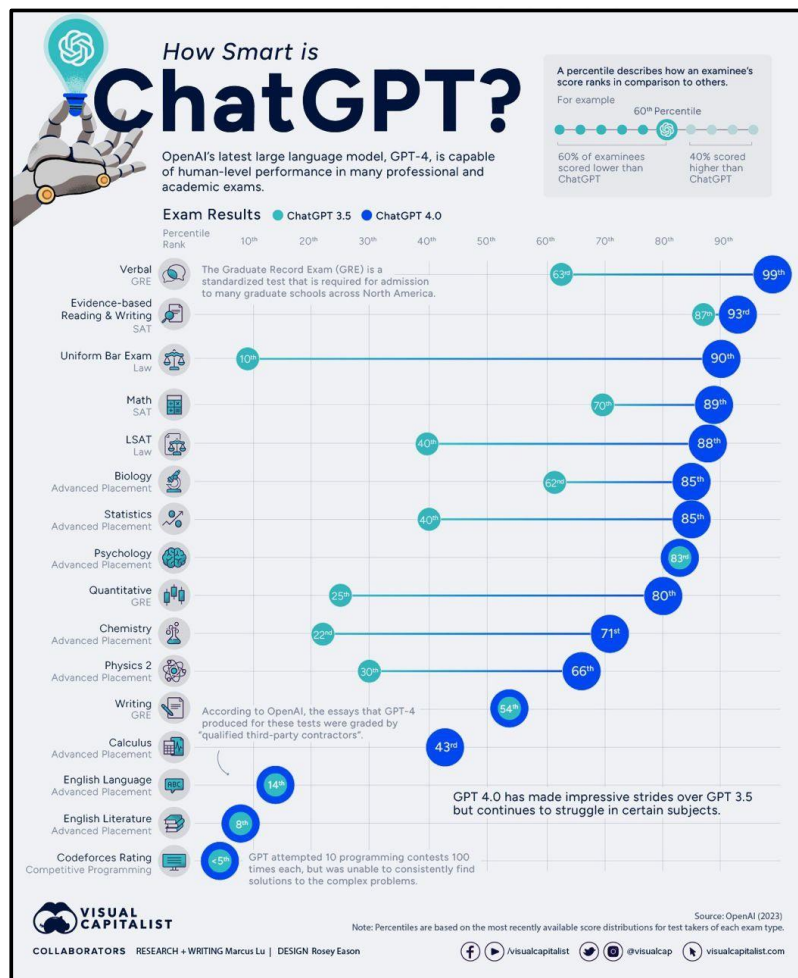


Development of Generative AI

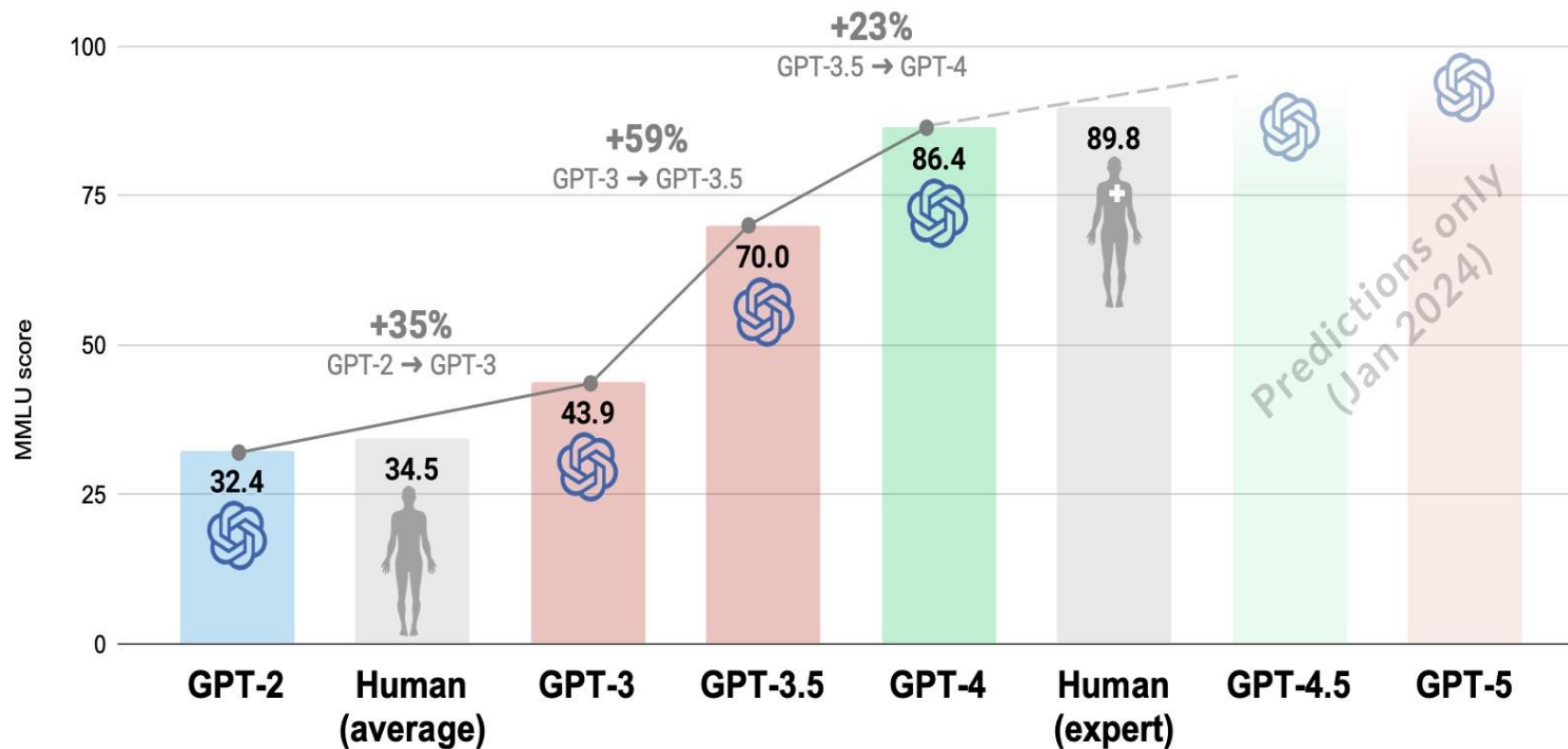
AI Chat

Desktop & Mobile Web Visits Jan 2024



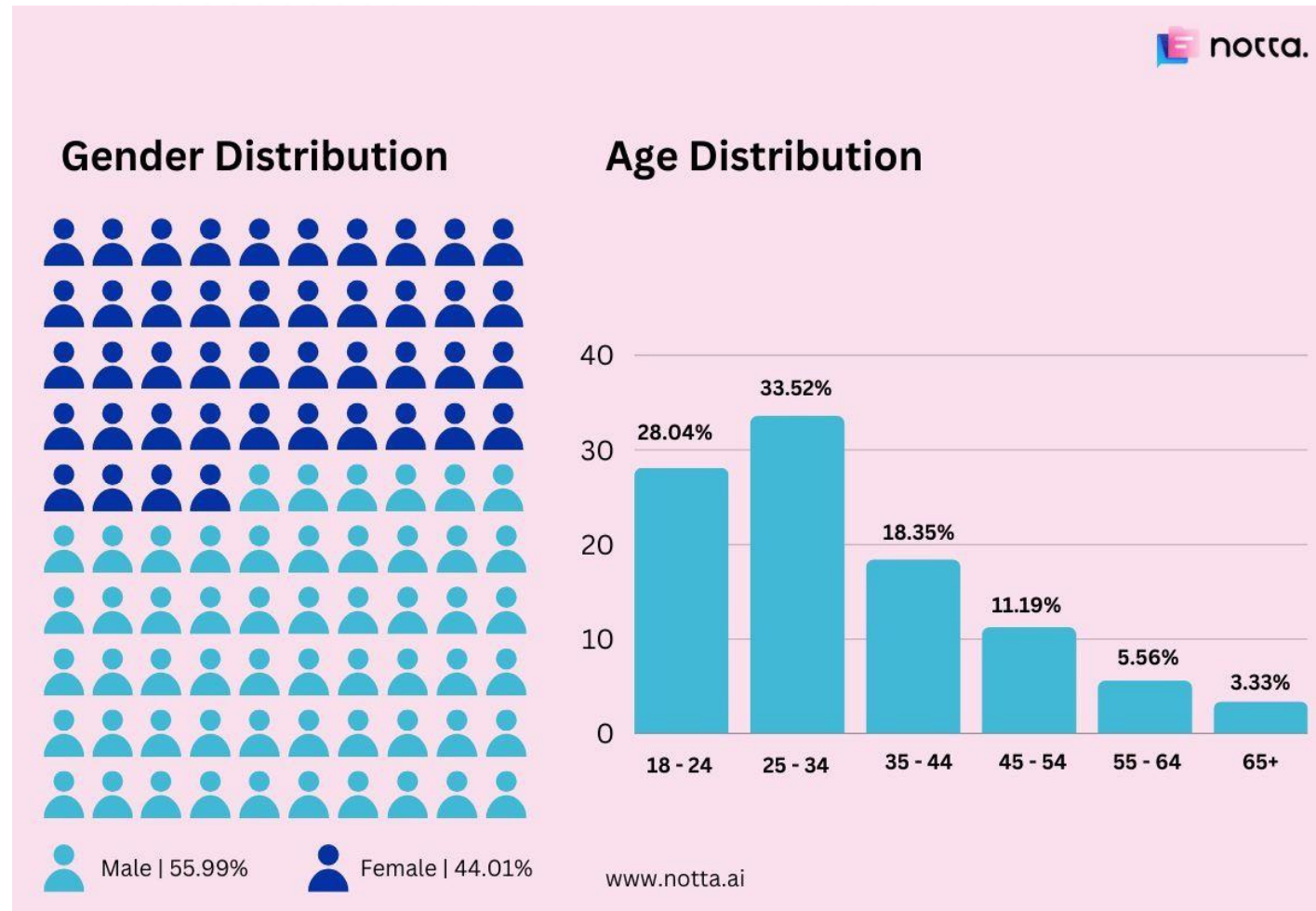


Generative AI vs. Humans (Jan 2024)



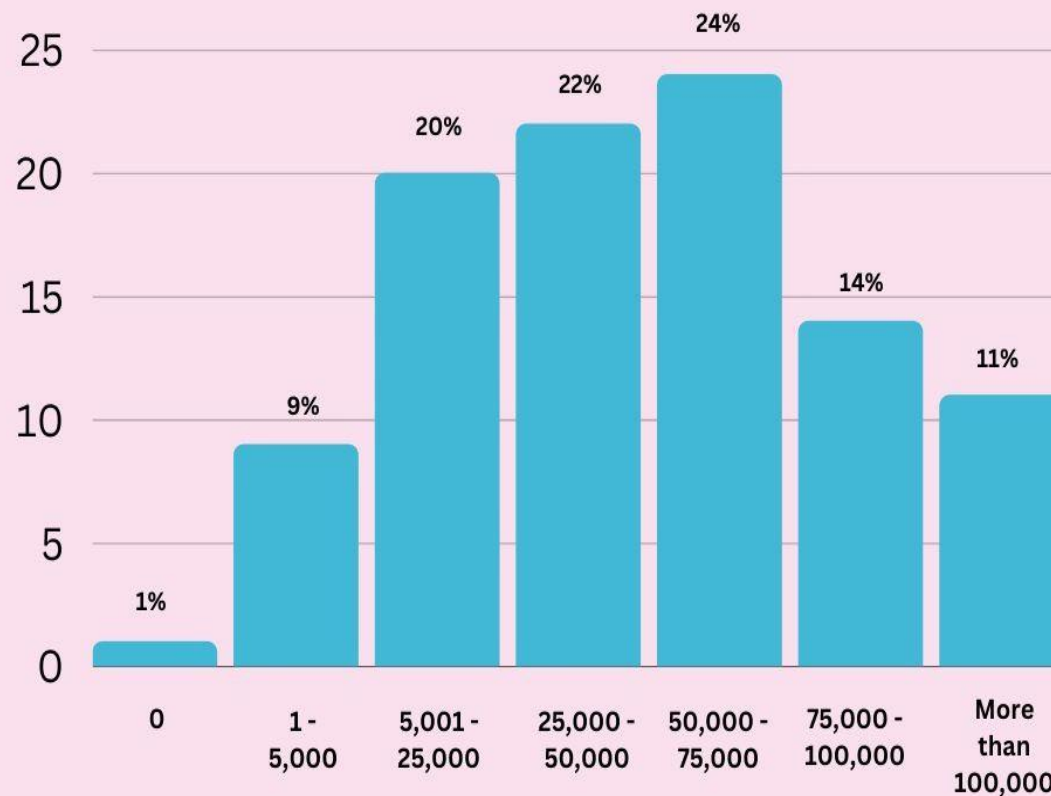
MMLU (Massive Multitask Language Understanding) benchmark features 57 tasks including mathematics, US history, computer science, law, and more. % increases rounded. <https://liferesearch.ai/gpt-4-5/> Alan D. Thompson. 2024.

Demographics of Generative AI Usage



Amount of money companies in the U.S. saved by using ChatGPT as of Feb. 2023

notta.

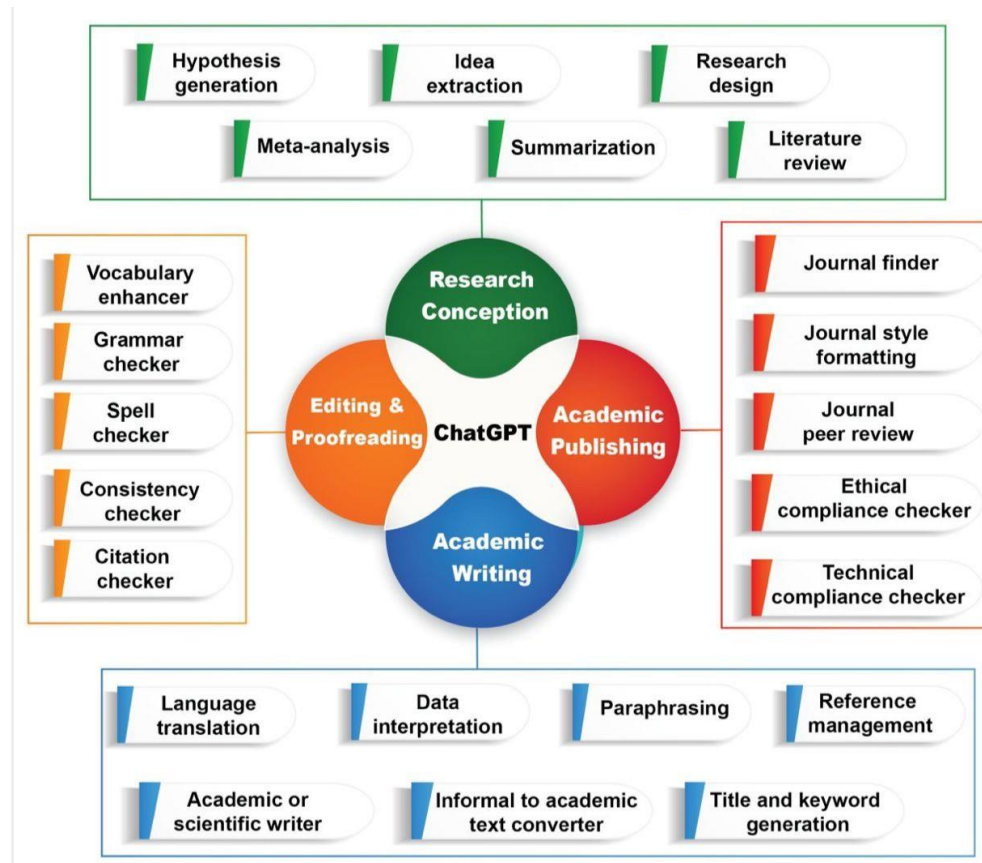


www.notta.ai

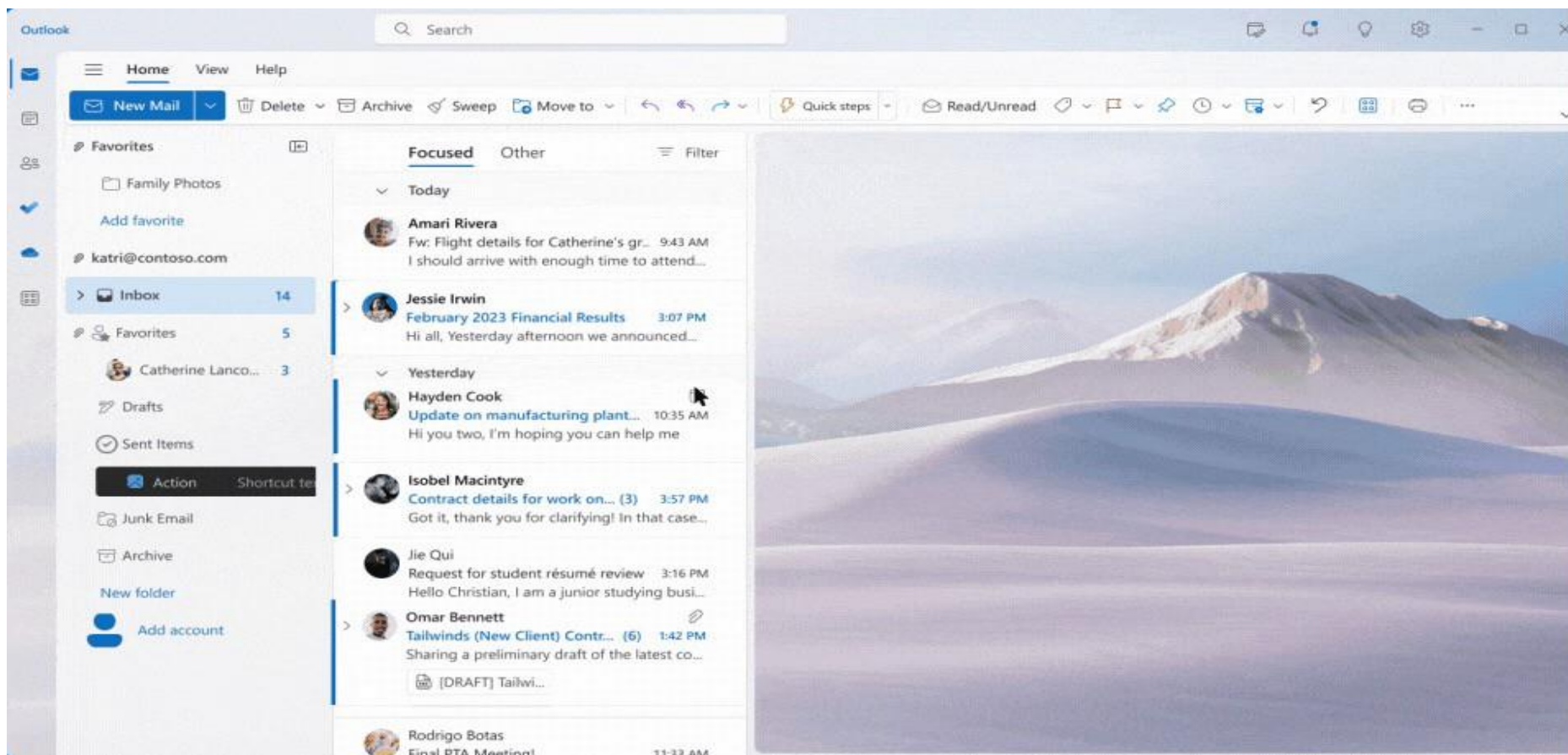
Advantages of Generative AI

- 1. Automation of Repetitive Tasks:**
Generative AI can be used to automate repetitive and time-consuming tasks, such as scheduling meetings, generating reports, and managing emails.
- 2. Creativity and Content Generation:**
Generative AI can help create creative content such as text, music, and visual art.
- 3. Learning and Education:**
Generative AI can create learning materials, provide explanations, or offer tailored training and quizzes to help students understand difficult concepts.
- 4. Innovation in Research:**
Speeds up the research process with big data analysis and automatic pattern discovery.
- 5. Efficient Product Development:**
Helps in designing and prototyping products by suggesting creative solutions.

Applications of ChatGPT in Writing and Academic Publishing



Microsoft 365 Copilot



ChatGPT Prompt Frameworks

Unlock the full potential of ChatGPT

R-T-F

Prompt Example

Facebook Ad Marketer.

Design a compelling Facebook ad campaign to promote a new line of fitness apparel for a sports brand.

Create a storyboard outlining the sequence of ad creatives, including ad copy, visuals, and targeting strategy.

Act as a
[ROLE]

Create a
[TASK]

Show as
[FORMAT]

→ ROLE

→ TASK

→ FORMAT

T-A-G

Prompt Example

The task is to evaluate the performance of team members

Act as a Direct manager and assess the strengths and weaknesses of team members.

Goal is to improve team performance so that the average user satisfaction score moves from 6 to 7.5 in the next quarter.

Define
[TASK]

State the
[ACTION]

Clarify the
[GOAL]

→ TASK

→ ACTION

→ GOAL

B-A-B

Prompt Example

We're nowhere to be seen on SEO rankings

We want to be in top 10 SEO ranking in our niche in 90 days.

Develop a detailed plan for mentioning all the measures we should take also include list of top 20 keywords.

Explain Problem
[BEFORE]

State Outcome
[AFTER]

Ask for the
[BRIDGE]

→ BEFORE

→ AFTER

→ BRIDGE

C-A-R-E

Prompt Example

We are launching a new line of sustainable clothing

Can you assist us in creating a targeted advertising campaign that emphasizes our environmental commitment?

Our desired outcome is to drive product awareness and sales

A good example of a similar successful initiative is Patagonia's 'Don't Buy This Jacket' campaign, which highlighted their commitment to sustainability while enhancing their brand image.

Give the
[CONTEXT]

Describe
[ACTION]

Clarify the
[RESULT]

Give the
[EXAMPLE]

→ CONTEXT

→ ACTION

→ RESULT

→ EXAMPLE

R-I-S-E

Prompt Example

Imagine you are a content strategist.

I've gathered detailed information about our target audience, including their interests & common questions related to our industry.

Provide a Step by Step content strategy plan identifying key topics based on our audience insights, creating an editorial calendar, and drafting engaging content that aligns with our brand message.

Aim is to increase our blog's monthly visitors by 40% and enhance our brand's position as a thought leader in our industry

Specify the
[ROLE]

Describe
[INPUT]

Ask for
[STEPS]

Describe the
[EXPECTATION]

→ ROLE

→ INPUT

→ STEPS

→ EXPECTATION

Instruction Framework

1. Chain of Thought

- a) A systematic approach that helps AI models break down problems step-by-step.
- b) Usage: Suitable for math questions, logic puzzles, or complex problems that require detailed analysis.
- c) Implementation: Add the phrase "Let's think step-by-step" at the end of your prompt.

Instruction Framework

Example:

- Can you solve this quadratic equation: $(x^2 - 5x + 6 = 0)$?
Let's think step-by-step.
- A murderer is sentenced to death. He must choose between three rooms. The first is full of blazing fire, the second is full of armed assassins, and the third is full of lions that haven't eaten for three years. Which room is the safest for him?
Let's think step-by-step.

Instruction Framework

2. RTF

- a) **Role:** Specifies who will perform the given task, which can refer to oneself, another person, or a specific system.
- b) **Task:** Specifies what needs to be done, including specific actions or activities expected from the individual or system in the stated role.
- c) **Format:** Refers to how the task result should be presented, including the form, style, or structure of the expected output.

Example:

- **As a chef**, I want you to prepare a **recipe** using ingredients like chicken, garlic, and vegetables. Can you provide me with a **step-by-step recipe**?
- **As an employee**, I need to write an **official email requesting leave** from my manager. Can you help me **draft the email**?

Instruction Framework

3. TAG

- a) **Task:** Specifies the specific action AI needs to take in response to the prompt.
- b) **Action:** Specifies the steps AI needs to take to accomplish the task detailed in the prompt.
- c) **Goal:** Specifies the desired outcome or result users expect to achieve through interaction with generative AI.

Example:

Example:

Generate a synopsis for a short film. Based on the information:

Task: Requesting an engaging synopsis for a short film titled "Our Future".

Action: Create main characters, an engaging plot, and the message to be conveyed.

Goal: Entertain the audience and convey an effective message.

Suggestions for website design. Based on the information:

Task: Requesting suggestions for an attractive and user-friendly website design.

Action: Provide examples of successful recent websites and responsive designs.

Goal: Achieve a website with a good user experience.

Instruction Framework

4. BAB

- a) **Before:** Sets the context by describing the current situation or starting point before any changes or interventions occur.
- b) **After:** Envisions the desired outcome or goal to be achieved through interaction with generative AI.
- c) **Bridge:** Connects the before and after states, outlining the steps needed to transition from the initial state to the desired outcome.

Example:

Use the information provided in the before, after, and bridge sections to understand my request and generate a report on "high work stress".

Before: Many employees complain about high work stress and unsatisfactory work-life balance.

After: We want to reduce work stress and improve work-life balance among employees.

Bridge: Steps include: 1) Providing mental health programs, 2) Introducing flexible working hours, 3) Organizing recreational activities for staff.

Instruction Framework

5. CARE

- a) **Context:** Provides background information, setting, or conditions relevant to the prompt.
- b) **Action:** Specifies the desired actions, tasks, or behaviors AI should perform in response to the prompt.
- c) **Result:** Specifies the expected outcome or benefits of AI's response.
- d) **Example:** Provides illustrations or incidents to clarify the prompt and guide the understanding of generative AI.

Example:

Use the information provided in the context, action, result, and example sections to understand my request and generate a detailed and relevant response.

Context: Employee productivity is decreasing due to continuous interruptions and lack of focus.

Action: Suggest three ways to improve employee productivity.

Result: We hope to see at least a 15% increase in productivity within a month.

Example: For example, setting undisturbed work hours can help employees focus on their tasks.

Instruction Framework

6. RISE

- a) **Role:** Specifies the persona or perspective defining the character, identity, or role AI should take in its response.
- b) **Input:** Involves providing relevant information, data, or instructions in generating the text.
- c) **Steps:** Outlines the sequence of actions, tasks, or procedures to be followed.
- d) **Expectation:** Specifies the desired outcome, goals, or objectives users aim to achieve through interaction with generative AI.

Example:

Use the information provided in the role, input, steps, and expectation sections to generate a report to reduce operational costs.

Role: As a financial expert

Input: Provide information on the company's operating expenses over the past six months.

Steps: 1) Analyze expense data, 2) Identify areas requiring cost reduction, 3) Suggest steps to reduce costs.

Expectation: We want to see a 15% reduction in operating costs within six months.

SORA: Text to Video



Questions & Answers



THANK YOU



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