



Large Language Model (LLM)

2190513 Data Science

Professor Peerapon Vateekul, Ph.D.

peerapon.v@chula.ac.th

Department of Computer Engineering,
Faculty of Engineering, Chulalongkorn University

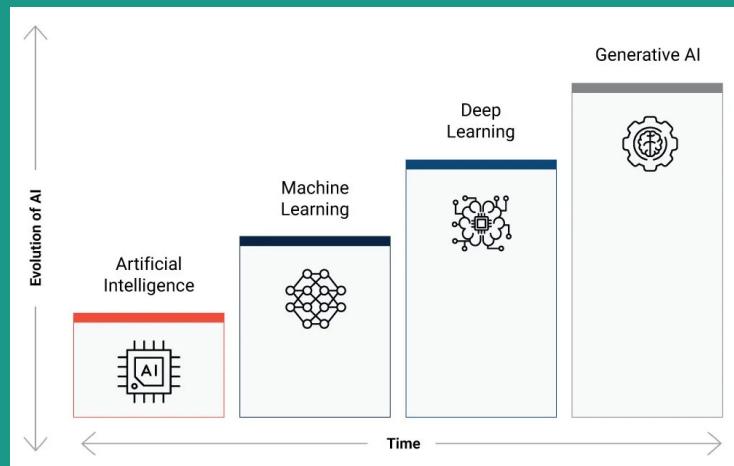


Outline

- Generative AI: LLM
- Prompting
- RAG
- Agentic LLMs
- LLM Tools

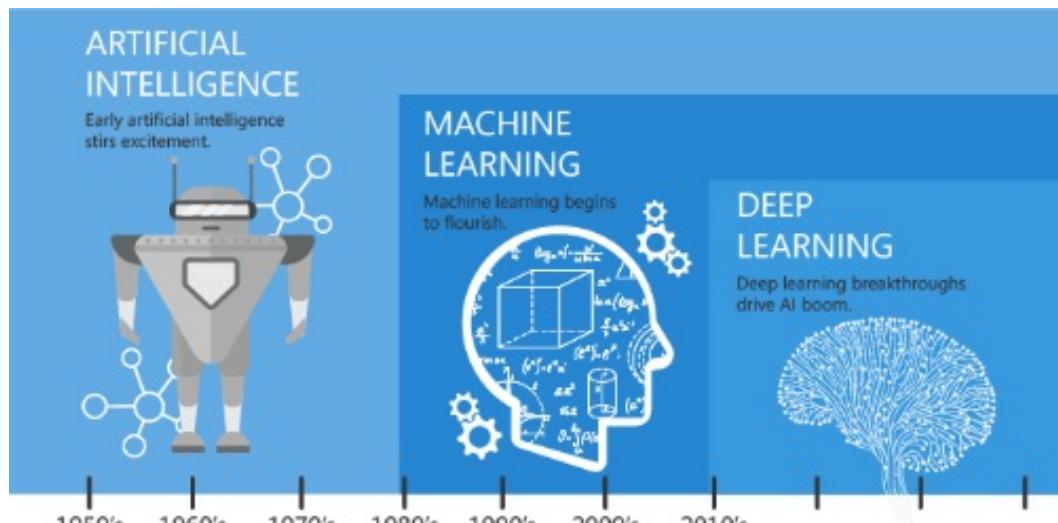
Generative AI: LLM

Credit to Asst. Prof.Ekapol's slide

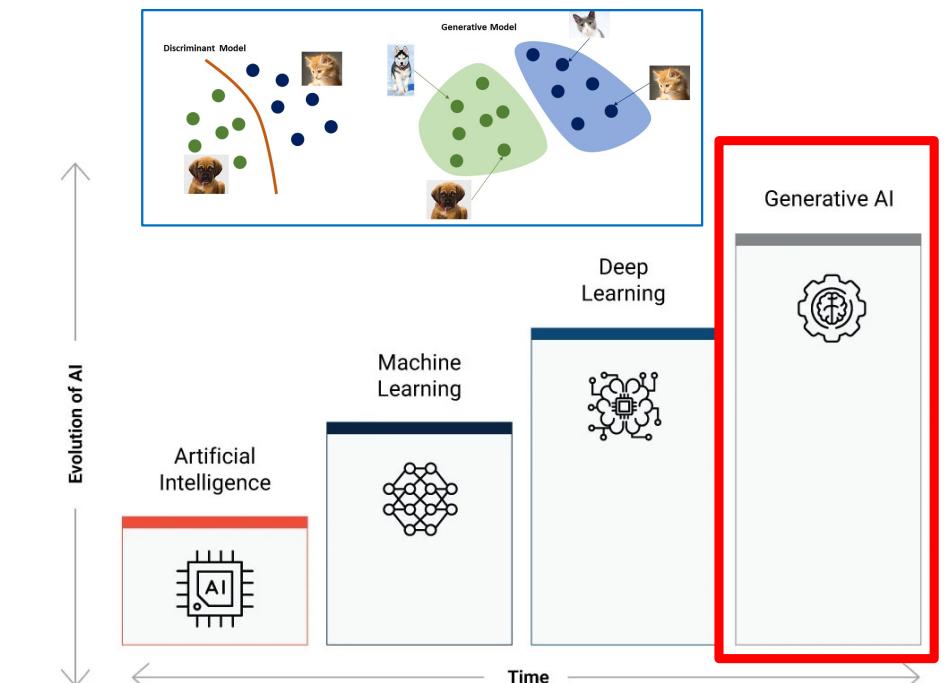
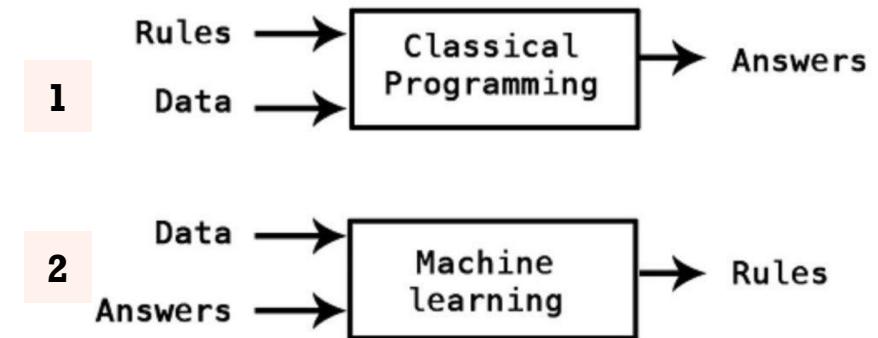


AI = Automation

- 1) Rule-based AI
- 2) Machine Learning (ML)

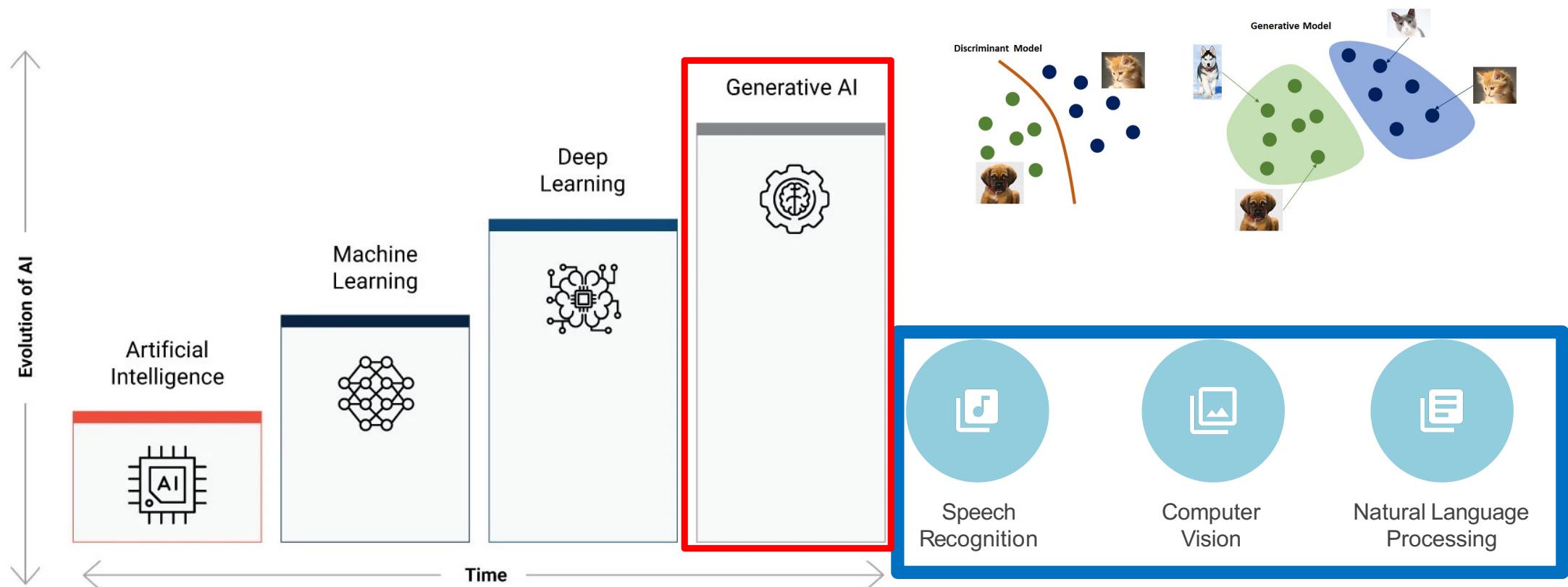


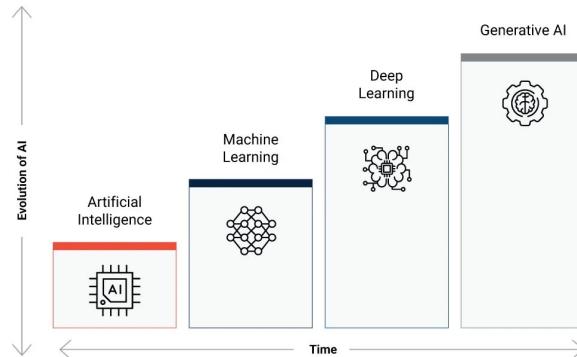
Since an early flush of optimism in the 1950's, smaller subsets of artificial intelligence - first machine learning, then deep learning, a subset of machine learning - have created ever larger disruptions.



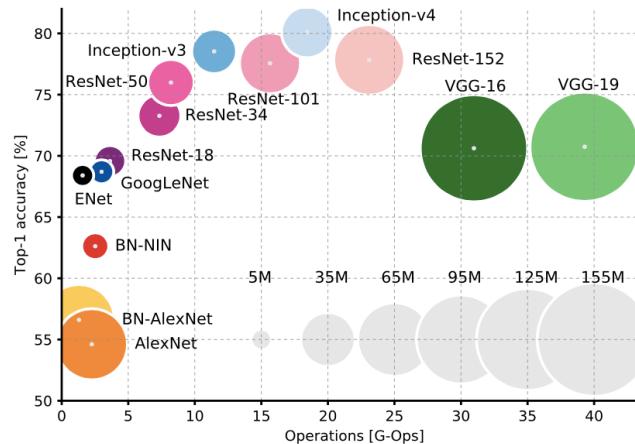
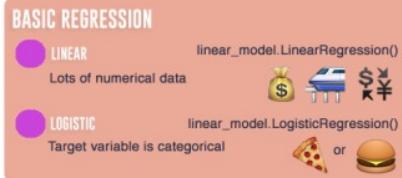
<https://mc.ai/machine-learning-basics-artificial-intelligence-machine-learning-and-deep-learning/>

Recent Research: DL & Generative AI

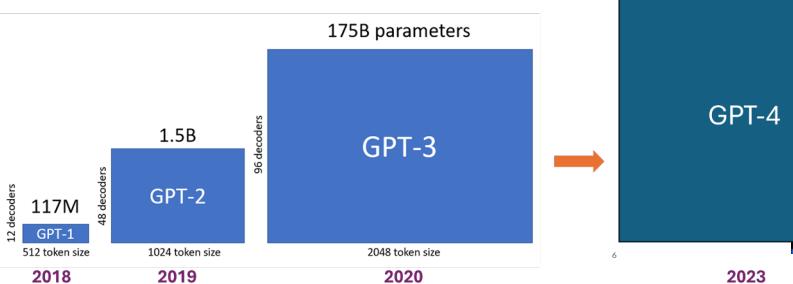




$$\text{Spend} = 500 + 10 * \text{Age} + 20 * \text{Income}_1K$$

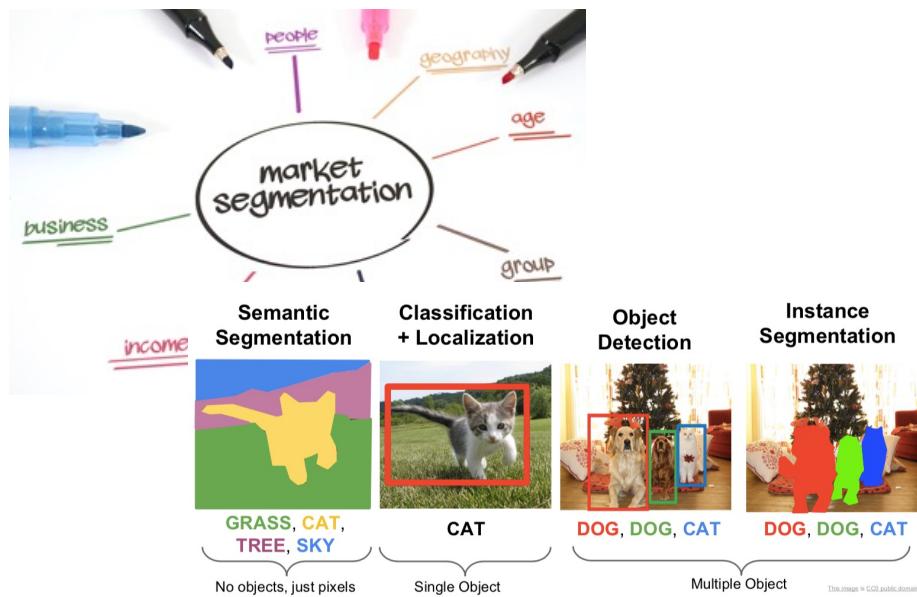


How exactly “Large” it is

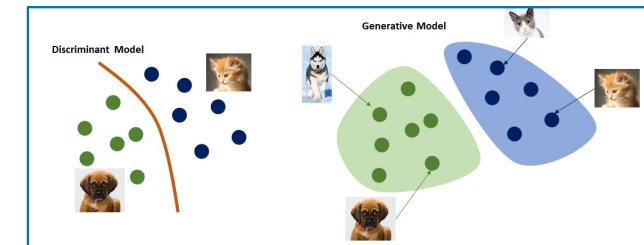


Predictive AI vs. Generative AI

- Predictive AI
 - Predict, Forecast, Detect
 - Cluster, Classify, Segment



- Generative
 - Generate, Generalize



<https://www.youtube.com/watch?v=XQr4Xklqzw8>

AI is looking way too real these days 😱🔥 #willsmith #ai #sora



Jas Davis
20K subscribers

Subscribe

135



9.2K views 4 months ago
...more

AI Video now



<https://openai.com/index/sora/>



ChatGPT

- ChatGPT was launched by OpenAI on 30 Nov 2022.
- ChatGPT is [a large language model \(LLM\)](#) for conversational AI applications.
- Generates human-like text and performs NLP tasks.
- Scalable and flexible for various use cases.
- ChatGPT didn't enclose the details.



OpenAI



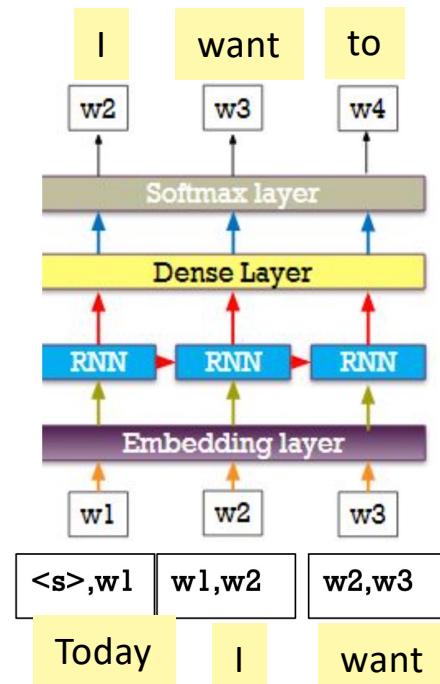
Language Model (LM)

- It is the model that aims to predict next word based on the given previous words.
- So, the model can understand grammar & context.

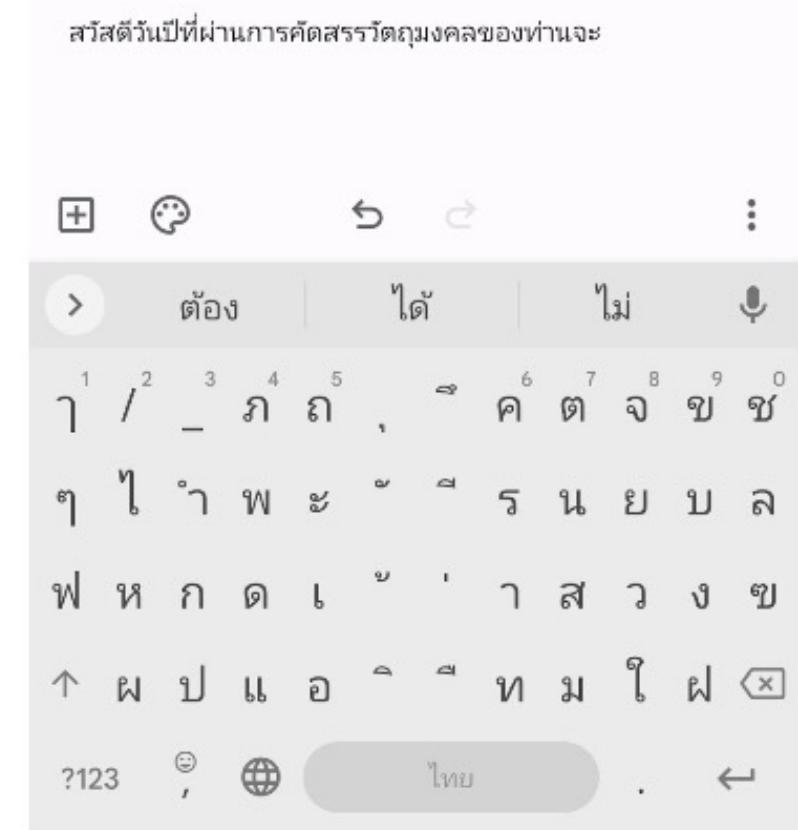
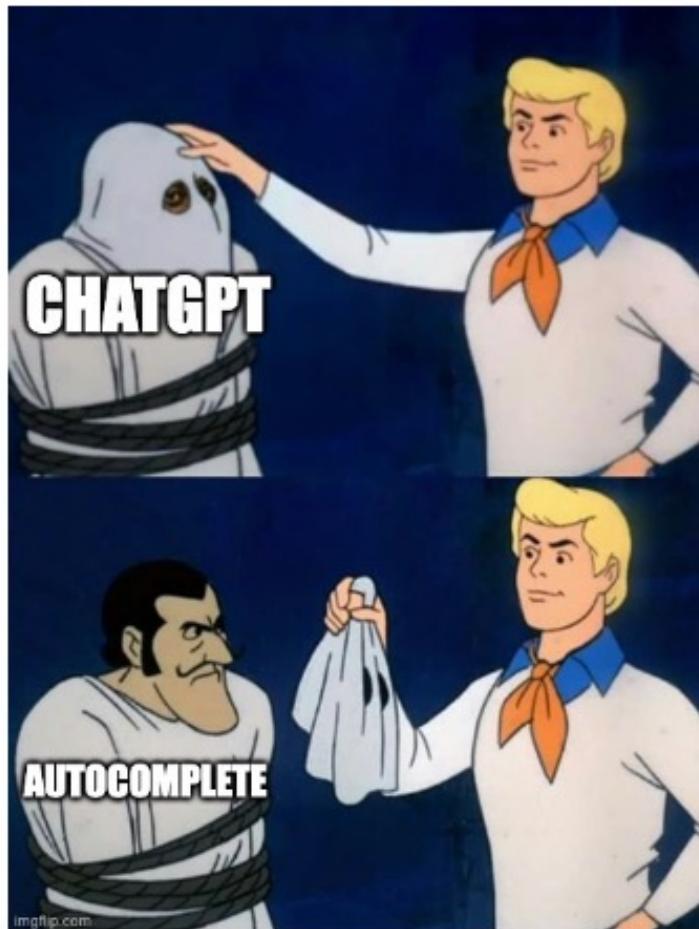
วันนี้เราอยากจะกินข้าวมัน _____

Today I want to each chick _____ .

วัน นี่ เริ่ม อยากรู้ จะ กิน ข้าว มัน



You have been using LM ☺ - Autocomplete



LM in 2015

Obama-RNN [2015]

Data: 730,895 tokens (4MB)

Model: 3MB

Good afternoon. God bless you.

The United States will step up to the cost of a new challenges of the American people that will share the fact that we created the problem. They were attacked and so that they have to say that all the task of the final days of war that I will not be able to get this done. The promise of the men and women who were still going to take out the fact that the American people have fought to make sure that they have to be able to protect our part. It was a chance to stand together to completely look for the commitment to borrow from the American people. And the fact is the men and women in uniform and the millions of our country with the law system that we should be a strong stretches of the forces that we can afford to increase our spirit of the American people and the leadership of our country who are on the Internet of American lives.

Thank you very much. God bless you, and God bless the United States of America.

Top Large Language Models

Obama-RNN [2015]
Data: 730,895 tokens (4MB)
Model: 3MB parameters

2020



2021

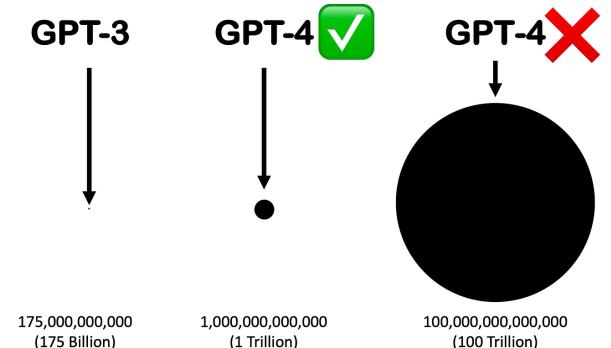
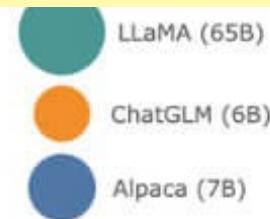


2022



2023

GPT3 [2020]
Data: ~750GB (30,000x)
Model: 175B parameters (700,000x)
Training cost: \$5M, equivalent to ~300 years



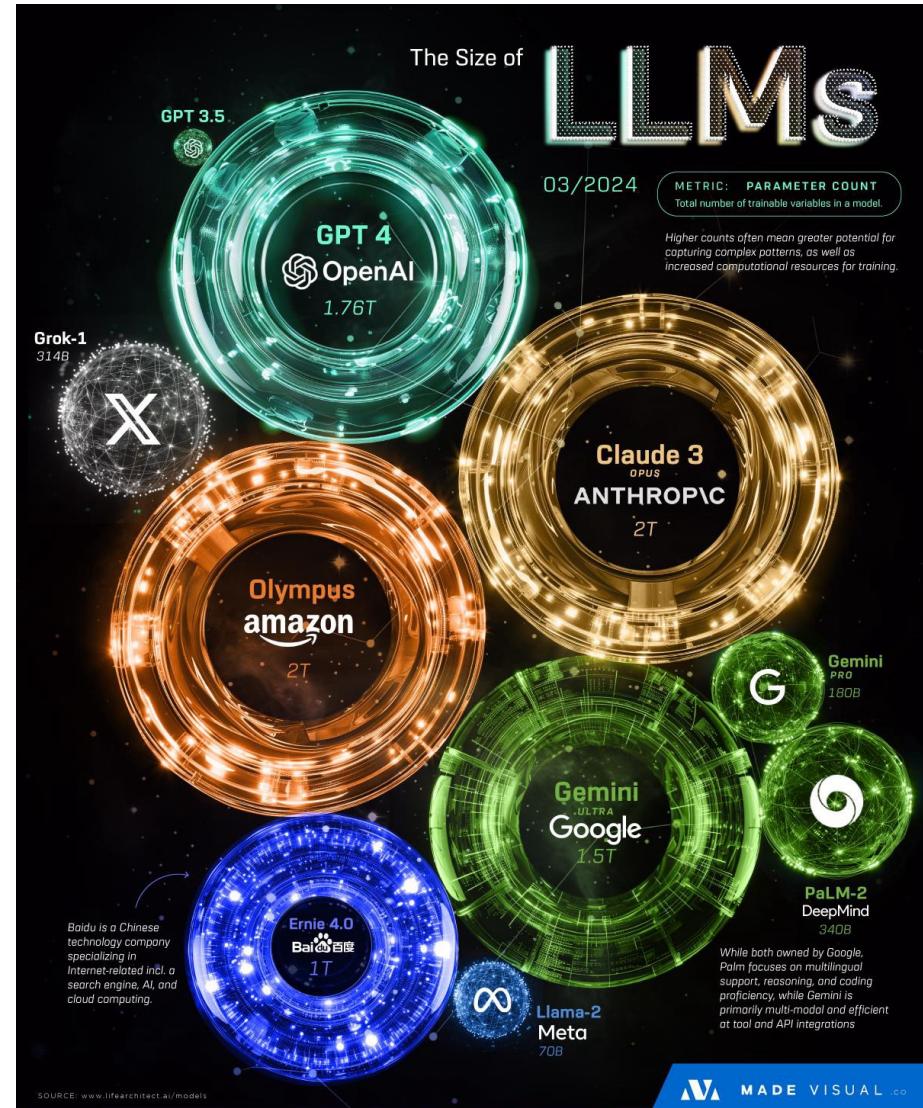
<https://vectara.com/top-large-language-models-langs-gpt-4-llama-gato-bloom-and-when-to-choose-one-over-the-other/>

Large + LM = LLM

Model	Year	Parameters (approx)	Tokens Seen (approx)
GPT-1	2018	117M	~0.1B
GPT-2	2019	1.5B	~10B
GPT-3	2020	175B	~300B
GPT-4	2023	~1.7T (MoE est.)	~13T
GPT-5	2025	300B	~114T

Amazon now develops its own family of **foundation models** called **Amazon Nova** (launched late 2024):

- **Nova Micro** → lightweight text-only model (fast, low cost)
- **Nova Lite** → multimodal (text, images, video), efficiency-focused
- **Nova Pro** → stronger multimodal, balance between accuracy & speed
- **Nova Premier** → top-tier multimodal model (teacher model for distillation)
- **Nova Canvas** → image generation
- **Nova Reel** → video generation
- **Nova Sonic** → speech-to-speech (voice)
- **Nova Act** → agent model that can operate tools and browsers



OpenAI



InstructGPT

Jan/2022



ChatGPT

Nov/2022

+Safety policy



2022. LifeArchitect.ai

Step 1

Collect demonstration data and train a supervised policy.

LM

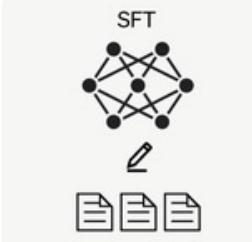
A prompt is sampled from our prompt dataset.



A labeler demonstrates the desired output behavior.



This data is used to fine-tune GPT-3.5 with supervised learning.



Step 2

Collect comparison data and train a reward model.

Reward Model (Scoring Model)

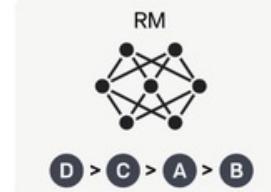
A prompt and several model outputs are sampled.



A labeler ranks the outputs from best to worst.



This data is used to train our reward model.



Step 3

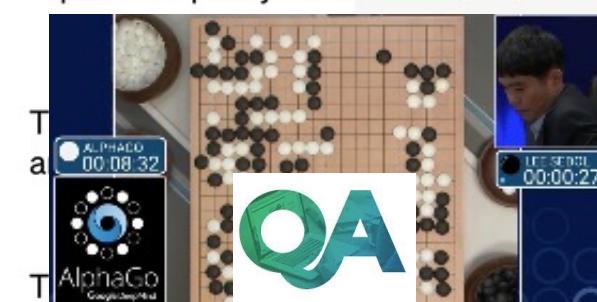
Optimize a policy against the reward model using the PPO reinforcement learning algorithm.

RL

A new prompt is sampled from the dataset.



The PPO model is initialized from the supervised policy.



calculates a reward for the output.

The reward is used to update the policy using PPO.

r_k

LLM Capabilities



ChatGPT

1) Assistant Chatbot

A screenshot of the ChatGPT interface. The user has typed: "Explain what ChatGPT is to me, but imagine I'm a little high." The AI response is: "I'm here to help you with any questions or tasks you have! Whether you need information, want to chat, or need assistance with a specific project, I'm here to assist you. Just let me know what you're looking for, and I'll do my best to provide a helpful response. If there's anything I can't answer, I'll let you know and try to find a solution for you."

2) Text Summarization

SCISPACE interface showing a research paper abstract. The abstract is titled "CLLMate: A Multimodal Benchmark for Weather and Climate Events Forecasting". It is authored by Haobo Li, Zhouwei Wang, Jiachen Wang, and YueYa Wang from Hong Kong University of Science and Technology. The abstract discusses the challenges of weather forecasting, the introduction of WCEP, and the proposed CCLLMate benchmark.

The interface includes a "Chat" feature where the user can ask questions about the abstract. One question is "Explain Abstract of this paper". The AI response provides a summary of the abstract, mentioning the significance and innovation of the research, the introduction of WCEP, and the challenges of weather forecasting.

8v2 [cs.LG] 16 Feb 2025

3) Content Creation

Jasper AI Script interface showing a video script for "Jasper AI for Marketing". The script includes sections like "Opening (0:00 - 0:15)", "Introduction to Jasper AI (0:15 - 0:45)", and "Key Features (0:45 - 1:30)". The right side of the interface shows a "Style Guide" panel with various grammar and punctuation rules, some of which are violated in the script.

4) Data Analytics

Gemini in Looker Conversational Analytics interface. The interface shows a sidebar with "Recent", "Shared with me", and "Trash" sections. A main area displays a message: "Hello, Sean. Chat with your data". Below this, a "Select data to begin:" section lists data sources: "[GOLD] Looker Coffee - BigQuery", "[GOLD] Looker Coffee - Looker Core", "Call Center - Looker Core [DEMO]", "(1) Orders, Products, and Customers - Looker Coffee...", "Cymbal Direct Call Center [DEMO]", and "GA4 Sessions - Duet AI - Google Analytics 4 - Duet AI". A "Connect to data" button is at the bottom.

View [best practices](#) for better answers. Gemini in Looker's Conversational Analytics is a work in progress and responses may not be complete or accurate. [Learn more](#)

<https://fireflies.ai/blog/ai-text-generators>

AI text generation tools

The image displays three AI text generation tools side-by-side:

- ChatGPT**: A screenshot of the ChatGPT interface. It shows a sidebar with a "New chat" button, a "ChatGPT 3.5" dropdown, and a history of AI prompts like "Write Effective!" and "Sora: AI Text-to-Video Model". The main area features a large "ChatGPT" logo and a message "How can I help you today?". Below the message are two input fields: "Write a spreadsheet formula to convert a date to the weekday" and "Plan an itinerary to experience the wildlife in the Australian outback".
- Google Gemini**: A screenshot of the Google Gemini interface. It features a large "Hello, Ayush." greeting and the question "How can I help you today?". Below the greeting are four suggested prompts: "Help me compare these college majors", "Help me get organized with a list of 10 tips", "Ideas to surprise a friend on their birthday", and "Help design a database schema for a business". At the bottom, there's an "Enter a prompt here" input field and a note about Gemini's privacy.
- Anthropic Claude**: A screenshot of the Anthropic Claude interface. It shows a sidebar with an "AI" icon and a "Hey" button. The main area has a "Claude by ANTHROPIC" logo and the question "What can I help you with?". At the bottom is a message input field with a "Message Claude..." placeholder and a red send button.

Modern LLMs in 2025 – beyond textual data

Category	Capabilities	Examples
1) Omni Models	Multimodal + tools + real time	GPT-o, Gemini 2.0, Claude 3.7
2) Reasoning Models	Math, logic, planning	o1/o3, DeepSeek-R1, Gemini Thinking
3) Vision-Language Models	OCR, charts, grounding	Qwen2-VL, InternVL, GPT-o Vision
4) Code Models	Program synthesis, debugging	o1-coder, Gemini Code, DeepSeek-Coder
5) Agentic Models	Tool use, autonomy	OpenAI Agent, AutoGPT-X, Meta Agent
6) Long Context	1–10M tokens	Gemini 2.0, Claude 3.7, Llama3.3
7) Voice AI	Real-time speech AI	GPT-o Voice, Gemini Live

Commercial Large Language Model (LLM)

Global LLMs: OpenAI GPT, Google Gemini, LLaMA etc.



Thai LLMs: OpenThaiGPT, Typhoon, etc.



Openthaigpt 1.0.0 7B Chat

by openthaigpt

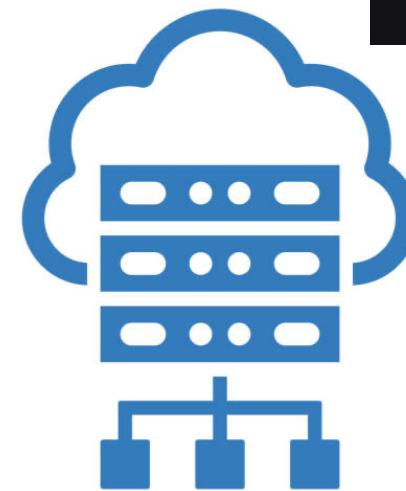
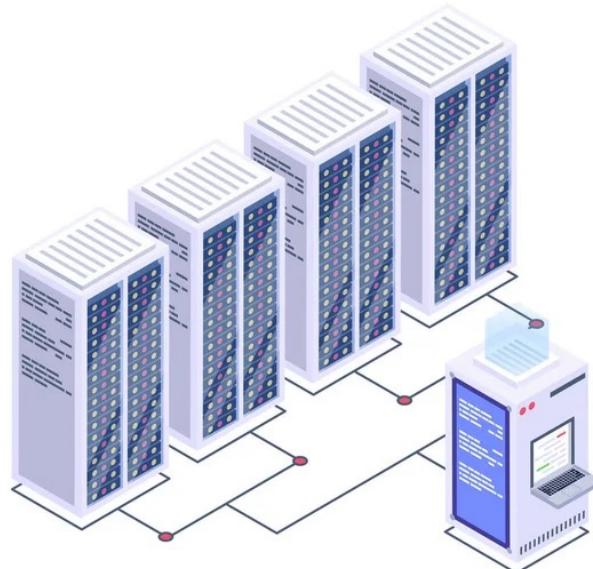
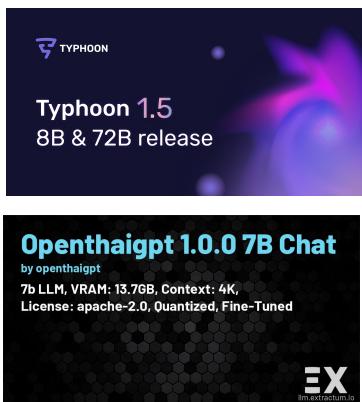
7b LLM, VRAM: 13.7GB, Context: 4K,
License: apache-2.0, Quantized, Fine-Tuned

EX
llm.extractum.io

A grid of 12 cards showcasing various Typhoon models. The cards are arranged in three columns and four rows. Each card includes a thumbnail, the model name, its type (e.g., Text, Image, Audio), and a brief description. Some cards have a "Learn More" button.

(1) Loading a Pretrained Model Locally vs. (2) Using a Cloud-based API LLM

LLaMA
by  Meta



LLM Use Cases: Domain Specific Chatbot

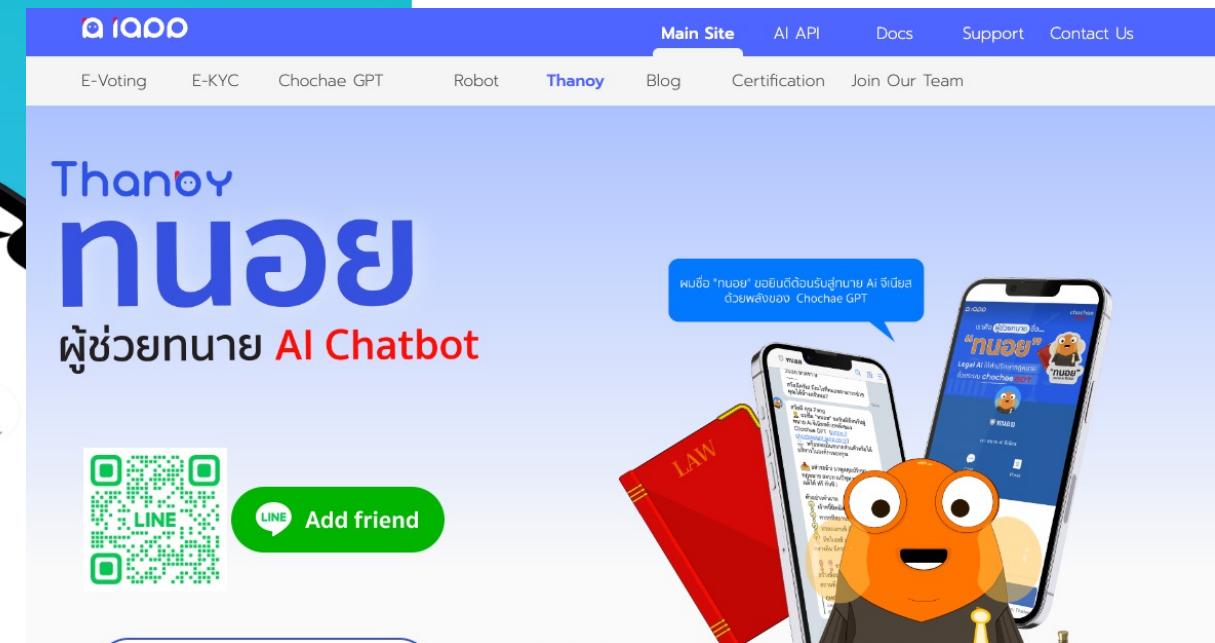


Overview Our Goals Partners Explore Try it

MEDICAL FOCUS GENERATIVE AI

PreceptorAI is your pocket 2nd opinion for medical professionals finely tuned to Thai clinical guidelines.

Try it now



The screenshot shows the Thanoy AI Chatbot website. At the top, there's a navigation bar with links to Main Site, AI API, Docs, Support, and Contact Us. Below the navigation, the word "Thanoy" is prominently displayed in large blue letters, followed by "nuoy" in a stylized font, and "ผู้ช่วยทนาย AI Chatbot" in smaller text. To the left, there's a QR code for LINE and a green "Add friend" button. On the right, there's a cartoon character of a yellow fish-like creature with a tie, standing next to a smartphone displaying the Thanoy app interface. A speech bubble above the phone says: "พบว่า 'กันอย' ของคุณต้องการสุ่มนำ้ด้วยแพลตฟอร์ม Chochae GPT".

Prompting

Prompt engineer aims to solve alignment problem.

- Language Model (LM) is originally trained to predict the next word, **NOT** answer the question.
- GPT (GPT3 is 175B parameters) is usually **frozen (not trained)**.
- Since we cannot change the model, we need to align (change) the question (also called prompt).

Input (Prompt)	Output
The patient was died.	The patient's body was found in a dark alley behind the hospital's...
"The patient was died." correct this	claim if you really believe such figures....
Poor English input: The patient was died.	Good English output: The patient died.



Jobs of the Future: AI Prompt Engineer



Cody W Burns

Emerging Technology Visionary | Distributed Systems | Privacy | Executive Leadership

10 articles

+ Follow

October 19, 2022

JOB OF THE FUTURE: AI PROMPT ENGINEER

Cody Burns
25

<https://www.linkedin.com/pulse/jobs-future-ai-prompt-engineer-cody-w-burns/>

Prompt Engineering Techniques



Zero-shot
prompting



Few-shot prompting
or in-context
learning



Chain-of-thought
prompting



Tree-of-thought
prompting



Iterative
refinement



Feedback
loops



Prompt
chaining



Role-playing



Maieutic
prompting



Complexity-based
prompting

servicenow.

<https://www.servicenow.com/ai/what-is-prompt-engineering.html>



Prompt types

1) User prompt: the specific instructions or questions a user provides to an AI system to elicit a desired response.

2) System prompt: the foundational instructions that dictate an AI's behavior.

```

1 const response = await openai.chat.completions.create({
2   model: "gpt-4o",
3   messages: [
4     {
5       "role": "developer",
6       "content": [
7         {
8           "type": "text",
9           "text": `You are a helpful assistant that answers programming
10             questions in the style of a southern belle from the
11             southeast United States.
12           `
13         }
14       ]
15     },
16   ],
17   "role": "user",
18   "content": [
19     {
20       "type": "text",
21       "text": "Are semicolons optional in JavaScript?"
22     }
23   ],
24 ],
25 store: true,
26 });
27 });

```

```

import anthropic
client = anthropic.Anthropic()

response = client.messages.create(
    model="claude-3-5-sonnet-20241022",
    max_tokens=2048,
    system="You are a seasoned data scientist at a Fortune 500 company.", # <-- role
    messages=[
        {"role": "user", "content": "Analyze this dataset for anomalies: <dataset>{"
    ]
)

print(response.content)

```



Elements of a Prompt

Instruction - a specific task or instruction you want the model to perform

Context - external information or additional context that can steer the model to better responses

Input Data - the input or question that we are interested to find a response for

Output Indicator - the type or format of the output.

+ Example 1

Instruction

Context

Input Data

Output Indicator

Classify the following text into neutral, negative, or positive.

Text: I love this food.

Sentiment:

Example 2

Instruction

Context

Input Data

Output Indicator

Answer the question using
information from the given context.

I love this food so much. Everything
is great ...

Question: Did the customer love the
food?

Answer:



Prompting principles

Principle 1: Write clear and specific instructions

Principle 2: Give the model time to “think”

+Tactic 1.1: Delimiters to indicate parts of the input

Task: Summarize text

- Delimiters can be anything like: `'', `""', < >, <tag> </tag>, :

```
In [3]: text = f"""
You should express what you want a model to do by \
providing instructions that are as clear and \
specific as you can possibly make them. \
This will guide the model towards the desired output, \
and reduce the chances of receiving irrelevant \
or incorrect responses. Don't confuse writing a \
clear prompt with writing a short prompt. \
In many cases, longer prompts provide more clarity \
and context for the model, which can lead to \
more detailed and relevant outputs.
"""

prompt = f"""
Summarize the text delimited by triple backticks \
into a single sentence.
``{text}``
"""

response = get_completion(prompt)
print(response)
```

You should express what you want a model to do by \ providing instructions that are as clear and \ specific as you can possibly make them. \ This will guide the model towards the desired output, \ and reduce the chances of receiving irrelevant \ or incorrect responses. Don't confuse writing a \ clear prompt with writing a short prompt. \ In many cases, longer prompts provide more clarity \ and context for the model, which can lead to \ more detailed and relevant outputs.

Summarize the text delimited by triple backticks \ into a single sentence.

```{text}```

```

```
response = get_completion(prompt)
print(response)
```

Providing clear and specific instructions to a model is essential for guiding it towards the desired output and reducing the chances of irrelevant or incorrect responses, with longer prompts often providing more clarity and context for more detailed and relevant outputs.



Tactic 1.2: Structured output

Task: Generate structured outputs

```
In [4]: prompt = f"""
Generate a list of three made-up book titles along \
with their authors and genres.
Provide them in JSON format with the following keys:
book_id, title, author, genre.
"""

response = get_completion(prompt)
print(response)
```

```
[
  {
    "book_id": 1,
    "title": "The Midnight Garden",
    "author": "Elena Rivers",
    "genre": "Fantasy"
  },
  {
    "book_id": 2,
    "title": "Echoes of the Past",
    "author": "Nathan Black",
    "genre": "Mystery"
  },
  {
    "book_id": 3,
    "title": "Whispers in the Wind",
    "author": "Samantha Reed",
    "genre": "Romance"
  }
]
```



Tactic 1.3: Check for conditions

Task: Convert paragraph to line-by-line steps

```
In [5]: text_1 = f"""
Making a cup of tea is easy! First, you need to get some \
water boiling. While that's happening, \
grab a cup and put a tea bag in it. Once the water is \
hot enough, just pour it over the tea bag. \
Let it sit for a bit so the tea can steep. After a \
few minutes, take out the tea bag. If you \
like, you can add some sugar or milk to taste. \
And that's it! You've got yourself a delicious \
cup of tea to enjoy.
"""

prompt = f"""
You will be provided with text delimited by triple quotes.
If it contains a sequence of instructions, \
re-write those instructions in the following format:
```

Step 1 - ...
Step 2 - ...
...
Step N - ...

If the text does not contain a sequence of instructions, \
then simply write \"No steps provided.\"

```
\\""\\"{text_1}\\""\"
"""

response = get_completion(prompt)
print("Completion for Text 1:")
print(response)
```

Completion for Text 1:
Step 1 - Get some water boiling.
Step 2 - Grab a cup and put a tea bag in it.
Step 3 - Pour the hot water over the tea bag.
Step 4 - Let the tea steep for a few minutes.
Step 5 - Remove the tea bag.
Step 6 - Add sugar or milk to taste.
Step 7 - Enjoy your delicious cup of tea.

```
In [6]: text_2 = f"""
The sun is shining brightly today, and the birds are \
singing. It's a beautiful day to go for a \
walk in the park. The flowers are blooming, and the \
trees are swaying gently in the breeze. People \
are out and about, enjoying the lovely weather. \
Some are having picnics, while others are playing \
games or simply relaxing on the grass. It's a \
perfect day to spend time outdoors and appreciate the \
beauty of nature.
"""

prompt = f"""
You will be provided with text delimited by triple quotes.
If it contains a sequence of instructions, \
re-write those instructions in the following format:
```

Step 1 - ...
Step 2 - ...
...
Step N - ...

If the text does not contain a sequence of instructions, \
then simply write \"No steps provided.\"

```
\\""\\"{text_2}\\""\"
"""

response = get_completion(prompt)
print("Completion for Text 2:")
print(response)
```

Completion for Text 2:
No steps provided.



Tactic 1.4: Few-shot prompting

Task: Answer in a consistent style

```
In [7]: prompt = f"""
Your task is to answer in a consistent style.

<child>: Teach me about patience.

<grandparent>: The river that carves the deepest \
valley flows from a modest spring; the \
grandest symphony originates from a single note; \
the most intricate tapestry begins with a solitary thread.

<child>: Teach me about resilience.
"""

response = get_completion(prompt)
print(response)
```

```
<grandparent>: The tallest trees weather the strongest storms; the brightest stars shine in the darkest nights; the strongest hearts are forged in the hottest fires.
```



Prompting principles

Principle 1: Write clear and specific instructions

Principle 2: Give the model time to “think”



Tactic 2.1: Lay out the steps to complete the task

```
In [8]: text = f"""
In a charming village, siblings Jack and Jill set out on \
a quest to fetch water from a hilltop \
well. As they climbed, singing joyfully, misfortune \
struck-Jack tripped on a stone and tumbled \
down the hill, with Jill following suit. \
Though slightly battered, the pair returned home to \
comforting embraces. Despite the mishap, \
their adventurous spirits remained undimmed, and they \
continued exploring with delight.
"""

# example 1
prompt_1 = f"""
Perform the following actions:
1 - Summarize the following text delimited by triple \
backticks with 1 sentence.
2 - Translate the summary into French.
3 - List each name in the French summary.
4 - Output a json object that contains the following \
keys: french_summary, num_names.

Separate your answers with line breaks.

Text:
```{text}```
"""

response = get_completion(prompt_1)
print("Completion for prompt 1:")
print(response)
```

Completion for prompt 1:

1 - Jack and Jill, siblings from a charming village, go on a quest to fetch water from a hilltop well, but encounter misfortune along the way.

2 - Jack et Jill, frère et sœur d'un charmant village, partent en quête d'eau d'un puits au sommet d'une colline, mais rencontrent des malheurs en chemin.

3 - Jack, Jill

4 -

{  
    "french\_summary": "Jack et Jill, frère et sœur d'un charmant village, partent en quête d'eau d'un puits au sommet d'une colline, mais rencontrent des malheurs en chemin.",  
    "num\_names": 2  
}

**Explicit steps vs. CoT**

Action1 → Action2 → ...

Reason1 → Reason2 → ...

## Key Differences

| Feature   | Explicit Steps in Prompt      | Chain-of-Thought (CoT) Prompting        |
|-----------|-------------------------------|-----------------------------------------|
| Purpose   | Guide step-by-step execution  | Encourage <b>step-by-step reasoning</b> |
| Structure | Direct instructions           | Model generates intermediate thoughts   |
| Use Case  | Coding, workflows, automation | Math, logic, problem-solving            |
| Example   | "Step 1: Do X, Step 2: Do Y"  | "Let's think step by step..."           |

# + Tactic 2.2: Let the model work out its own solution first

Without “thinking”  
Answer incorrectly as “True”

```
In [10]: prompt = f"""
Determine if the student's solution is correct or not.

Question:
I'm building a solar power installation and I need \
help working out the financials.
- Land costs $100 / square foot
- I can buy solar panels for $250 / square foot
- I negotiated a contract for maintenance that will cost \
me a flat $100k per year, and an additional $10 / square \
foot
What is the total cost for the first year of operations
as a function of the number of square feet.

Student's Solution:
Let x be the size of the installation in square feet.
Costs:
1. Land cost: 100x
2. Solar panel cost: 250x
3. Maintenance cost: 100,000 + 100x
Total cost: 100x + 250x + 100,000 + 100x = 450x + 100,000
"""

response = get_completion(prompt)
print(response)
```

The student's solution is correct. The total cost for the first year of operations as a function of the number of square feet is indeed  $450x + 100,000$ .

With “thinking”  
Answer correctly as “False”

Note that the student's solution is actually not correct.

We can fix this by instructing the model to work out its own solution first.

```
In [11]: prompt = f"""
Your task is to determine if the student's solution \
is correct or not.
To solve the problem do the following:
- First, work out your own solution to the problem including the final tot
- Then compare your solution to the student's solution \
and evaluate if the student's solution is correct or not.
Don't decide if the student's solution is correct until
you have done the problem yourself.

Use the following format:
Question:
```
question here
```
Student's solution:
```
student's solution here
```
Actual solution:
```
steps to work out the solution and your solution here
```
Is the student's solution the same as actual solution \
just calculated:
```
yes or no
```
Student grade:
```
correct or incorrect
```
"""

response = get_completion(prompt)
print(response)
```

```
Question:
```
I'm building a solar power installation and I need help \
working out the financials.
- Land costs $100 / square foot
- I can buy solar panels for $250 / square foot
- I negotiated a contract for maintenance that will cost \
me a flat $100k per year, and an additional $10 / square \
foot
What is the total cost for the first year of operations \
as a function of the number of square feet.
```
Student's solution:
```
Let x be the size of the installation in square feet.
Costs:
1. Land cost: 100x
2. Solar panel cost: 250x
3. Maintenance cost: 100,000 + 100x
Total cost: 100x + 250x + 100,000 + 100x = 450x + 100,000
```
Actual solution:
```
```
response = get_completion(prompt)
print(response)
```

Let  $x$  be the size of the installation in square feet.

Costs:

1. Land cost:  $100x$
2. Solar panel cost:  $250x$
3. Maintenance cost:  $100,000 + 10x$

Total cost:  $100x + 250x + 100,000 + 10x = 360x + 100,000$

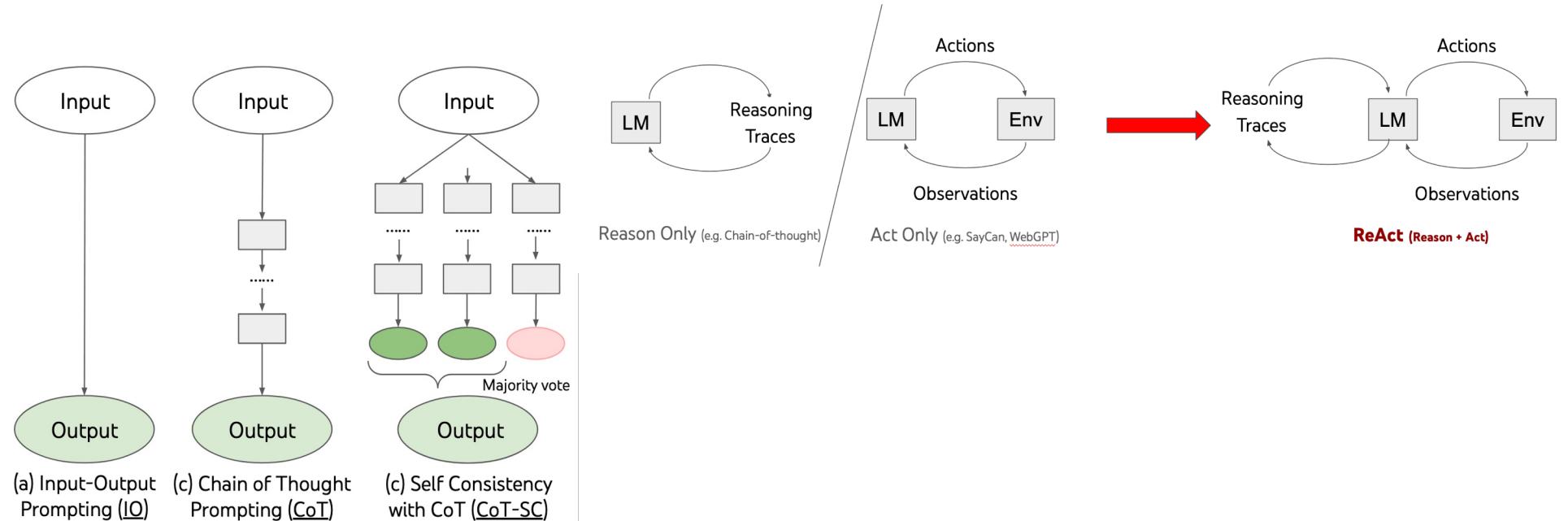
Is the student's solution the same as actual solution just calculated:  
No

Student grade:  
Incorrect



## There are many more prompting techniques.

- Chain-of-Thoughts (CoT)
- Self-Consistency
- ReAct



---

# Retrieval Augmented Generation (RAG)

## Hallucination issue

ChatGPT ▾



พีรพล เวทีกุล คือใคร



พีรพล เวทีกุล เป็นนักข่าวที่มีชื่อเสียงในประเทศไทย โดยเฉพาะในการสื่อสารมวลชน เขายังเป็นที่รู้จักในฐานะผู้ประกาศข่าวทางช่อง 3 และเป็นพิธีกรรายการที่มีความนิยมในหลายรายการ โทรทัศน์ เช่น รายการข่าวพิเศษ ต่าง ๆ และรายการสารคดีต่าง ๆ ที่ออกอากาศในช่อง 3 ของประเทศไทย



ณรงค์เดช กีรติพราวน์ คือใคร



ณรงค์เดช กีรติพราวน์ เป็นนักการเมืองและนักธุรกิจชาวไทยที่มีชื่อเสียง โดยเป็นสมาชิกพรรคการเมืองขั้นนำ ในประเทศไทย นอกจากนี้เขายังเป็นผู้บริหารในธุรกิจต่าง ๆ



# Retrieval Augmented Generation (RAG)





## Typical RAG Workflow

- Preparation steps
  - Step 1: Split your documents into manageable-sized chunks.
  - Step 2: Index your chunks into a database or knowledge base of some kind.
- Inference steps
  - Step 3: Given a query, find the most similar documents in your knowledge base.
  - Step 4: Feed the query and documents to the LLM to generate an answer.



# Typical RAG Workflow (1)

## Step 1: Split your documents into manageable-sized chunks.

- You will need to find a good chunk size based on your documents.
- If structure matters in your document, try using a markdown splitter.

## Markdown splitter example

For example, if we want to split this markdown:

```
md = '# Foo\n\n## Bar\n\nHi this is Jim \nHi this is Joe\n\n## Baz\n\nHi this is Molly'
```

We can specify the headers to split on:

```
[("#", "Header 1"), ("##", "Header 2")]
```

And content is grouped or split by common headers:

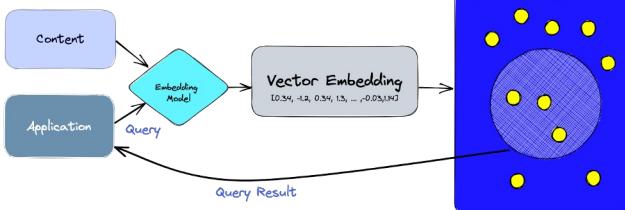
```
{'content': 'Hi this is Jim \nHi this is Joe', 'metadata': {'Header 1': 'Foo', 'Header 2': 'Bar'}}
{'content': 'Hi this is Molly', 'metadata': {'Header 1': 'Foo', 'Header 2': 'Baz'}}
```

| Name                            | Classes                                                  | Splits On                             | Adds Metadata                       | Description                                                                                                                                               |
|---------------------------------|----------------------------------------------------------|---------------------------------------|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recursive                       | RecursiveCharacterTextSplitter,<br>RecursiveJsonSplitter | A list of user defined characters     |                                     | Recursively splits text. This splitting is trying to keep related pieces of text next to each other. This is the recommended way to start splitting text. |
| HTML                            | HTMLHeaderTextSplitter,<br>HTMLSectionSplitter           | HTML specific characters              | <input checked="" type="checkbox"/> | Splits text based on HTML-specific characters. Notably, this adds in relevant information about where that chunk came from (based on the HTML)            |
| Markdown                        | MarkdownHeaderTextSplitter                               | Markdown specific characters          | <input checked="" type="checkbox"/> | Splits text based on Markdown-specific characters. Notably, this adds in relevant information about where that chunk came from (based on the Markdown)    |
| Code                            | many languages                                           | Code (Python, JS) specific characters |                                     | Splits text based on characters specific to coding languages. 15 different languages are available to choose from.                                        |
| Token                           | many classes                                             | Tokens                                |                                     | Splits text on tokens. There exist a few different ways to measure tokens.                                                                                |
| Character                       | CharacterTextSplitter                                    | A user defined character              |                                     | Splits text based on a user defined character. One of the simpler methods.                                                                                |
| [Experimental] Semantic Chunker | SemanticChunker                                          | Sentences                             |                                     | First splits on sentences. Then combines ones next to each other if they are semantically similar enough. Taken from <a href="#">Greg Kamradt</a>         |
| AI21 Semantic Text Splitter     | AI21SemanticTextSplitter                                 |                                       | <input checked="" type="checkbox"/> | Identifies distinct topics that form coherent pieces of text and splits along those.                                                                      |

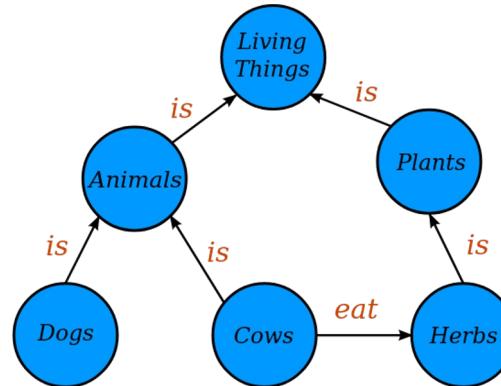
## + Typical RAG Workflow (2)

**Step 2:** Index your chunks into a database or knowledge base of some kind.

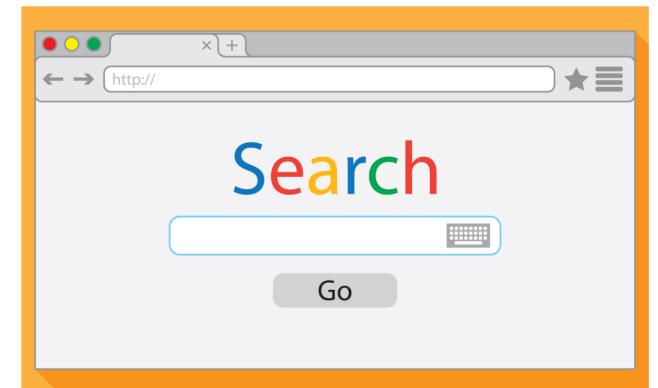
Vector Databases



Knowledge Graphs



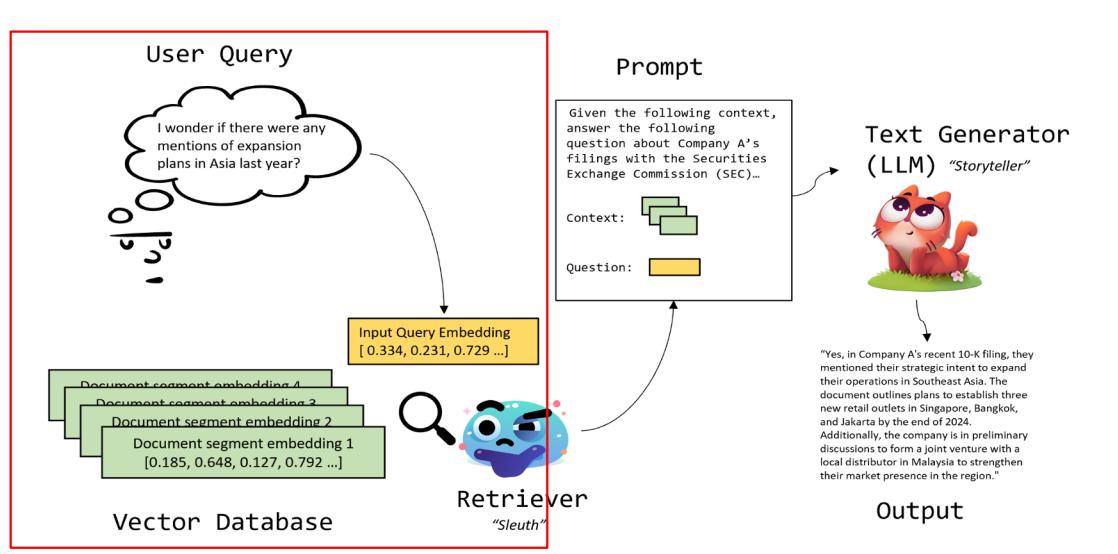
Search Engines



## + Typical RAG Workflow (3)

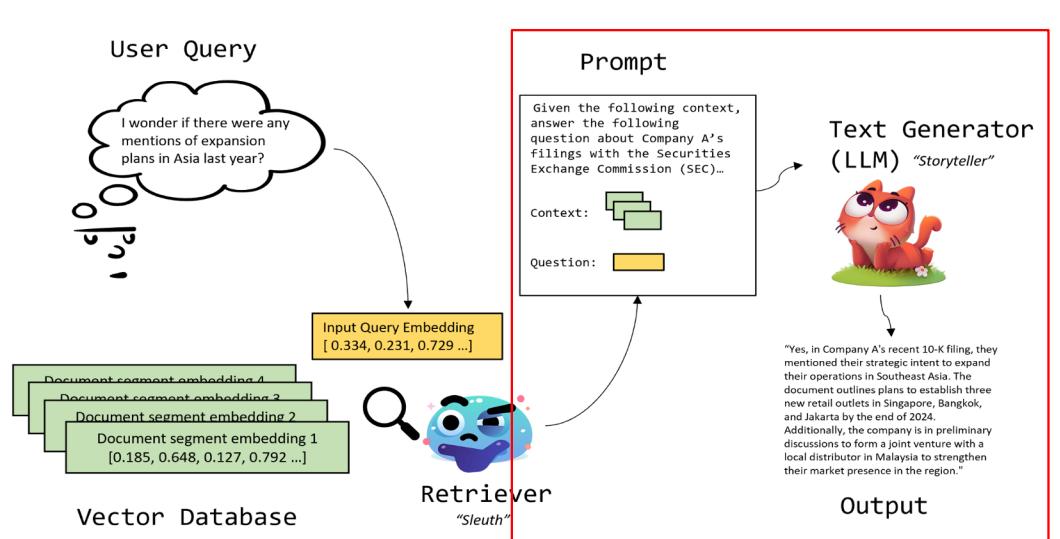
**Step 3:** Given a query, **find the most similar documents** in your knowledge base.  
E.g., perform vector search in a vector database.

- Use **hybrid search** for better performance
- (Optional) - perform **document reranking**



## + Typical RAG Workflow (4)

**Step 4:** Feed the query and documents to the LLM to generate an answer.

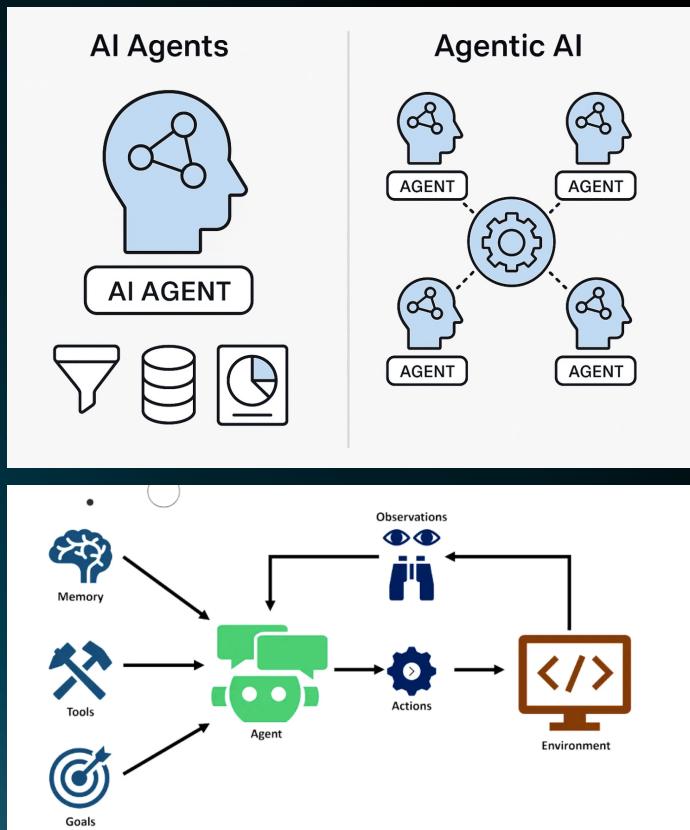


---

# Agentic LLMs

# From Just Generative AI to **Agentic AI**

**ReAct (Goal) = Reasoning (Thought) + Action + Observe**



Published as a conference paper at ICLR 2023

## REACT: SYNERGIZING REASONING AND ACTING IN LANGUAGE MODELS

Shunyu Yao<sup>\*,1</sup>, Jeffrey Zhao<sup>2</sup>, Dian Yu<sup>2</sup>, Nan Du<sup>2</sup>, Izhak Shafran<sup>2</sup>, Karthik Narasimhan<sup>1</sup>, Yuan Cao<sup>2</sup>

<sup>1</sup>Department of Computer Science, Princeton University

<sup>2</sup>Google Research, Brain team

<sup>1</sup>{shunuy, karthikn}@princeton.edu

<sup>2</sup>{jeffreyzhao, dianyu, dunan, izhak, yuancao}@google.com

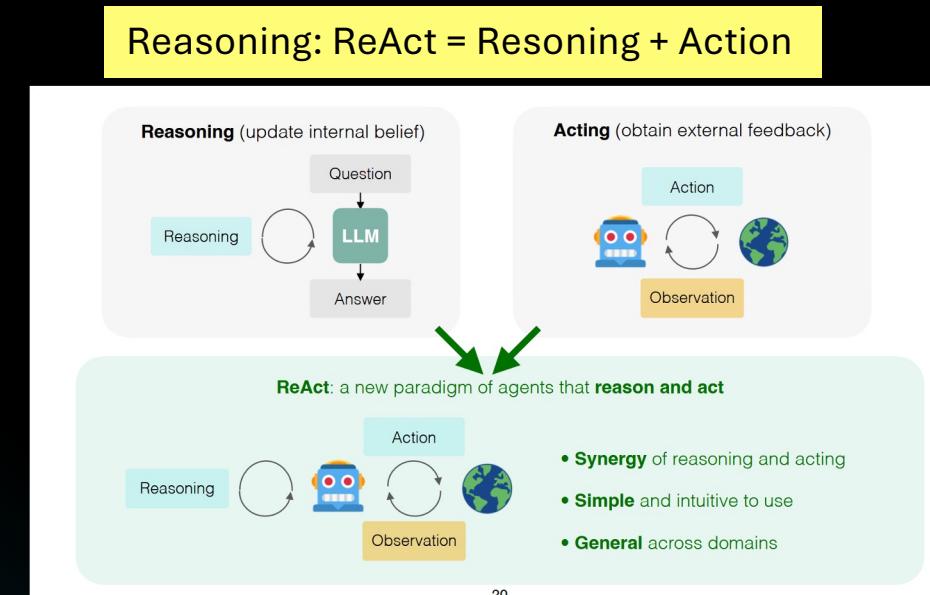
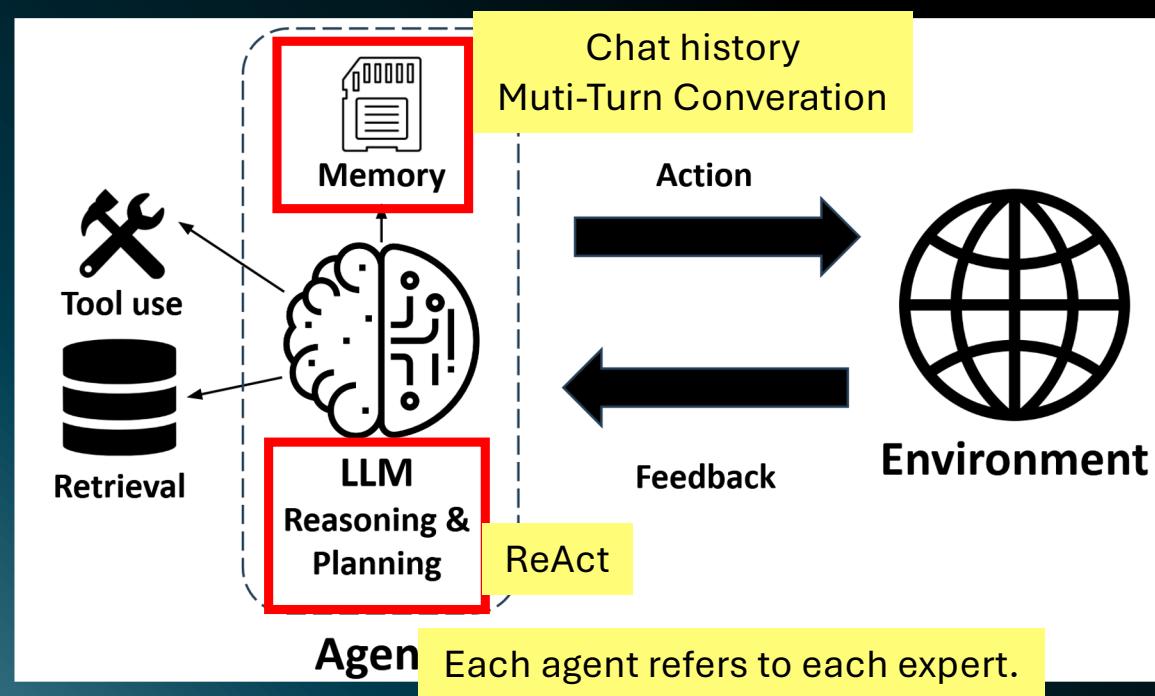
## ABSTRACT

While large language models (LLMs) have demonstrated impressive performance across tasks in language understanding and interactive decision making, their abilities for reasoning (e.g. chain-of-thought prompting) and acting (e.g. action plan generation) have primarily been studied as separate topics. In this paper, we explore the use of LLMs to generate both reasoning traces and task-specific actions in an interleaved manner, allowing for greater synergy between the two: reasoning traces help the model induce, track, and update action plans as well as handle exceptions, while actions allow it to interface with and gather additional information from external sources such as knowledge bases or environments. We apply our approach, named ReAct, to a diverse set of language and decision making tasks and demonstrate its effectiveness over state-of-the-art baselines in addition to

# Agentic LLMs

ReAct = Reasoning (Thought) + Action + Observe

An agentic LLM is a large language model (LLM) that operates as an autonomous agent, capable of performing tasks, making decisions, and interacting with external tools or APIs to achieve the specified goals.



# Single Agents → Multiple Agents



Goal: "Find Q2 2025 sales revenue, compare it to Q2 2024, and report YoY growth."



Different agents = different prompts

## • Step 1



- Thought: I need Q2 2025 sales data first.
- Action: Call search\_docs("Q2 Sales Report 2025")
- Observation: Found document with revenue = \$1.45M

## • Step 2



- Thought: To calculate growth, I also need Q2 2024 data.
- Action: Call search\_docs("Q2 Sales Report 2024")
- Observation: Found document with revenue = \$1.20M

## • Step 3



- Thought: Now I can calculate YoY growth:  $(1.45M - 1.20M) \div 1.20M$
- Action: Call calc\_yoy(current=1.45M, last=1.20M)
- Observation: YoY growth = 20.8%

## • Step 4

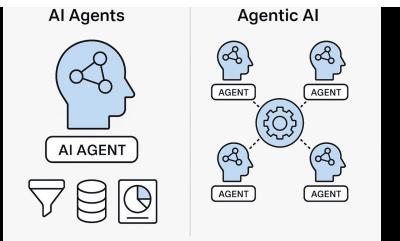


- Thought: I should summarize this result for the CFO.
- Action: Call summarize(revenue\_now=1.45M, revenue\_last=1.20M, yoy=20.8%)
- Observation: "Q2'25 revenue \$1.45M vs Q2'24 \$1.20M → YoY +20.8%"

## • Step 5



- Thought: Finally, I'll draft an email with the summary.
- Action: Call draft\_email(to="cfo@acme.com", subject="Q2 Update", body=summary)
- Observation: Email draft created, ready to send.



# From Just Generative AI to Agentic AI From Chatbot to Personal Assistant

- User: “Book me a round-trip flight from Bangkok to Tokyo next weekend, preferably morning flights, and send me the itinerary.”
- Agentic AI plans, searches, books, and delivers the itinerary automatically.

The screenshot shows a news article from LARA (LaraNews.net) titled "Agentic AI booking tool launched by Kiwi.com". The article is by Rob Munro, dated August 8, 2025, and features "Featured, Ticketing". The text discusses the launch of a new AI-powered airline direct booking system by Kiwi.com, which is described as a significant industry disruptor. It mentions a partnership with Alpic and the release of a Model Context Protocol (MCP) server. The MCP is compared to a "USB-C for AI" due to its standardized communication method. The background of the article features a blurred image of a large airplane.

Online travel agency Kiwi.com has launched a new system that allows AI-powered airline direct booking, a trend rapidly emerging as a significant industry disruptor.

The Czech company, in partnership with technology firm Alpic, is the first in the industry to release a Model Context Protocol (MCP) server, which acts as a direct interface between its flight inventory and major AI platforms.

Model Context Protocol (MCP) is an open standard that creates a unified way for large language models (LLMs) to interact with external services, tools, and data. The protocol has been described as the “USB-C for AI” because it provides a standardized communication method, much like how a USB-C cable connects various devices.

<https://www.laranews.net/agentic-ai-booking-tool-launched-by-kiwi-com/>



# LLM Tools

# LLM Tools

## LLM Frameworks



microsoft/graphrag



A modular graph-based Retrieval-Augmented Generation (RAG) system

59 Contributors 227 Used by 204 Discussions 21k Stars 2k Forks



## Agentic Frameworks

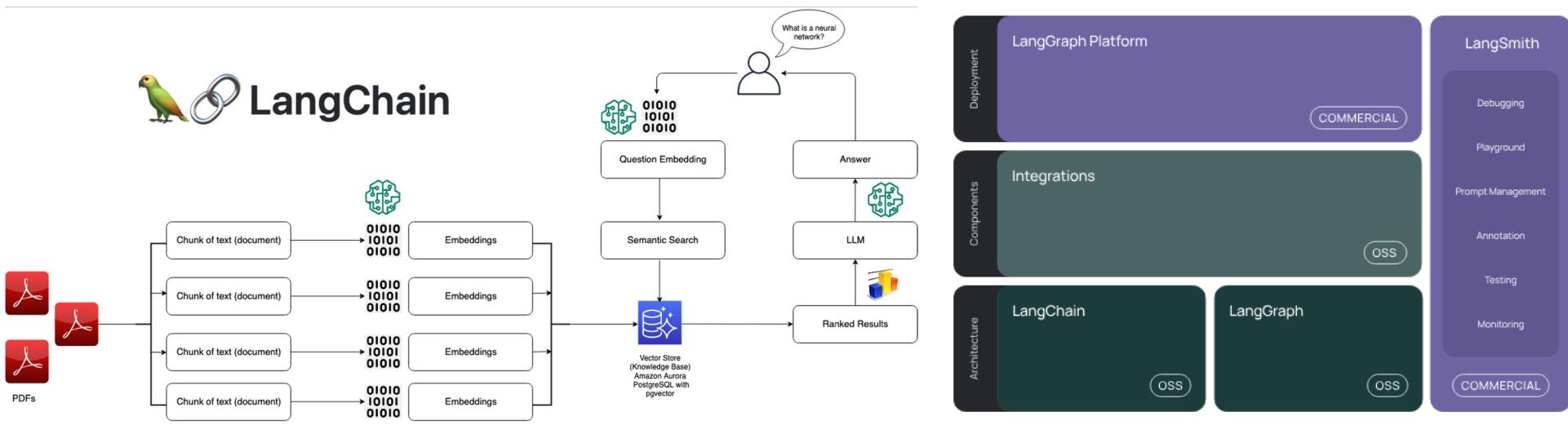


An Open-Source Programming Framework for Agentic AI  
[autogen@microsoft.com](mailto:autogen@microsoft.com)



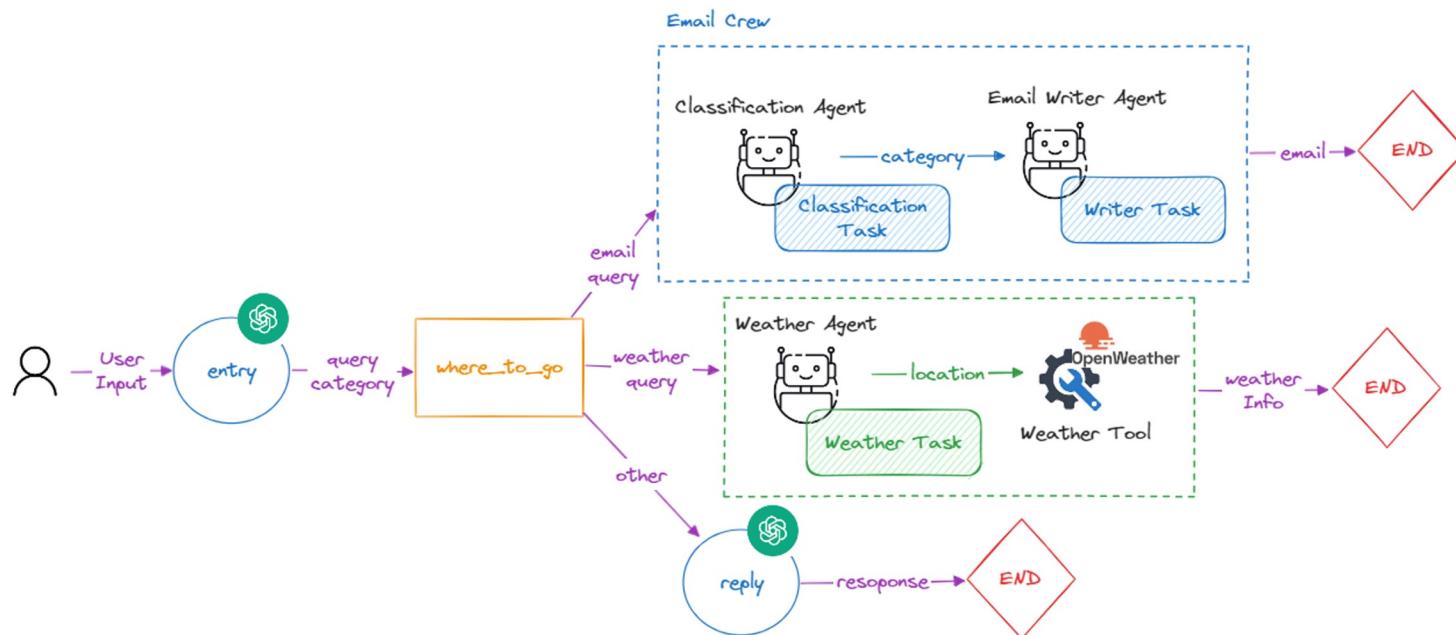
# 1) LangChain

LangChain is a framework that enables developers to build powerful [LLM-based applications](#) by managing external data connections, orchestrating multi-step interaction logic, and enhancing model capabilities such as context handling and tool execution, making it ideal for creating AI agents, chatbots, RAG systems, and complex automation workflows.



## 2) LangGraph

LangGraph is an orchestration framework for complex agentic systems and is more low-level and controllable than LangChain agents.



# 3) LangSmith (LLMOPs)

Langsmith is designed with AI model debugging and orchestration in mind.

## 1) Observability

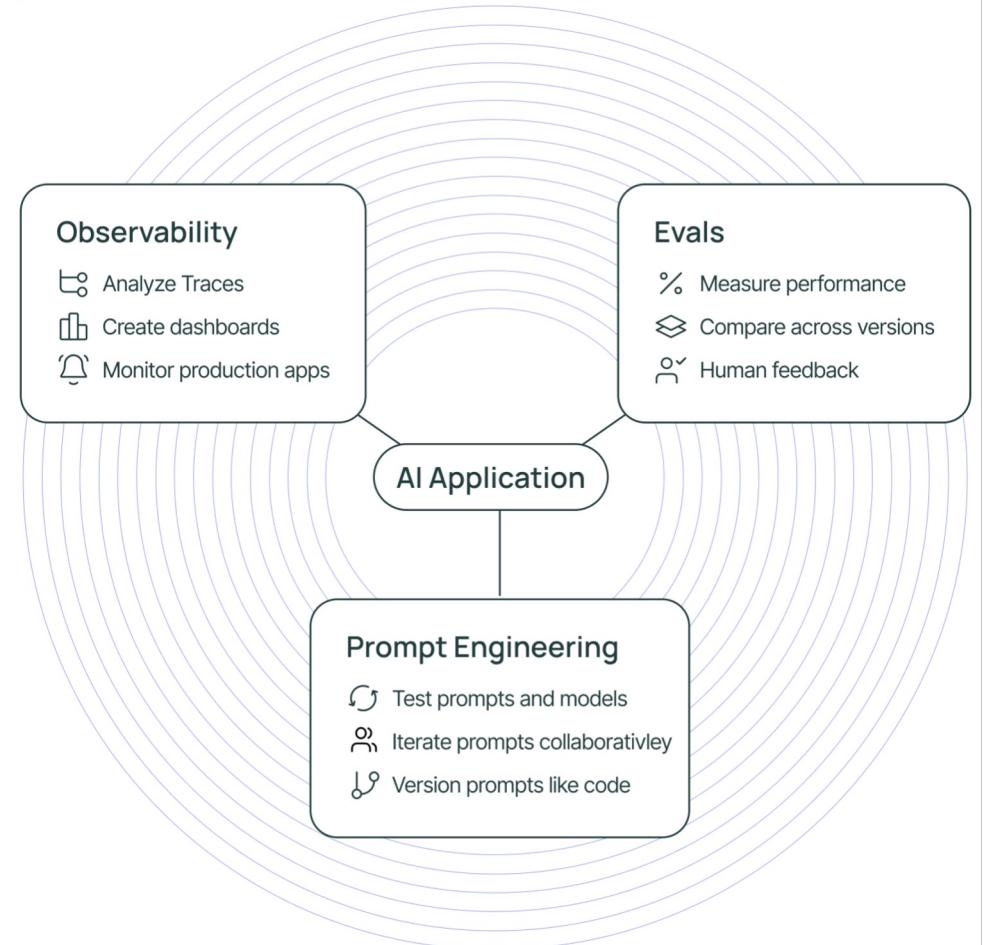
Analyze traces in LangSmith and configure metrics, dashboards, alerts based on these.

## 2) Evals

Evaluate your application over production traffic — score application performance and get human feedback on your data.

## 3) Prompt Engineering

Iterate on prompts, with automatic version control and collaboration features.



Please make sure to get all API keys before the lab.

1. gemini: <https://aistudio.google.com/app/apikey>
2. openai: <https://platform.openai.com/account/api-keys>
3. nvidia: <https://build.nvidia.com/settings/api-keys>
  
4. langsmith : [smith.langchain.com](https://smith.langchain.com)
5. (Go to Developer (top right) → API Keys → Create API Key. Copy the key and save it securely.)
  
6. (optional) <https://huggingface.co/settings/tokens> (for 7\_8 finetuning)

---

**Q&A**

**Peerapon.v@chula.ac.th**