



Key Generative AI Terms You Should Know

Google Cloud



Q **Generative AI**

[dʒenərətɪv 'aɪ]

n.

Algorithms that can find complex relationships in large sets of training data, then generalize from what they learn, letting them create new data.



Q Large models (LMs)

[ˈlɑːrdʒ ˈmɑːdlz] n.

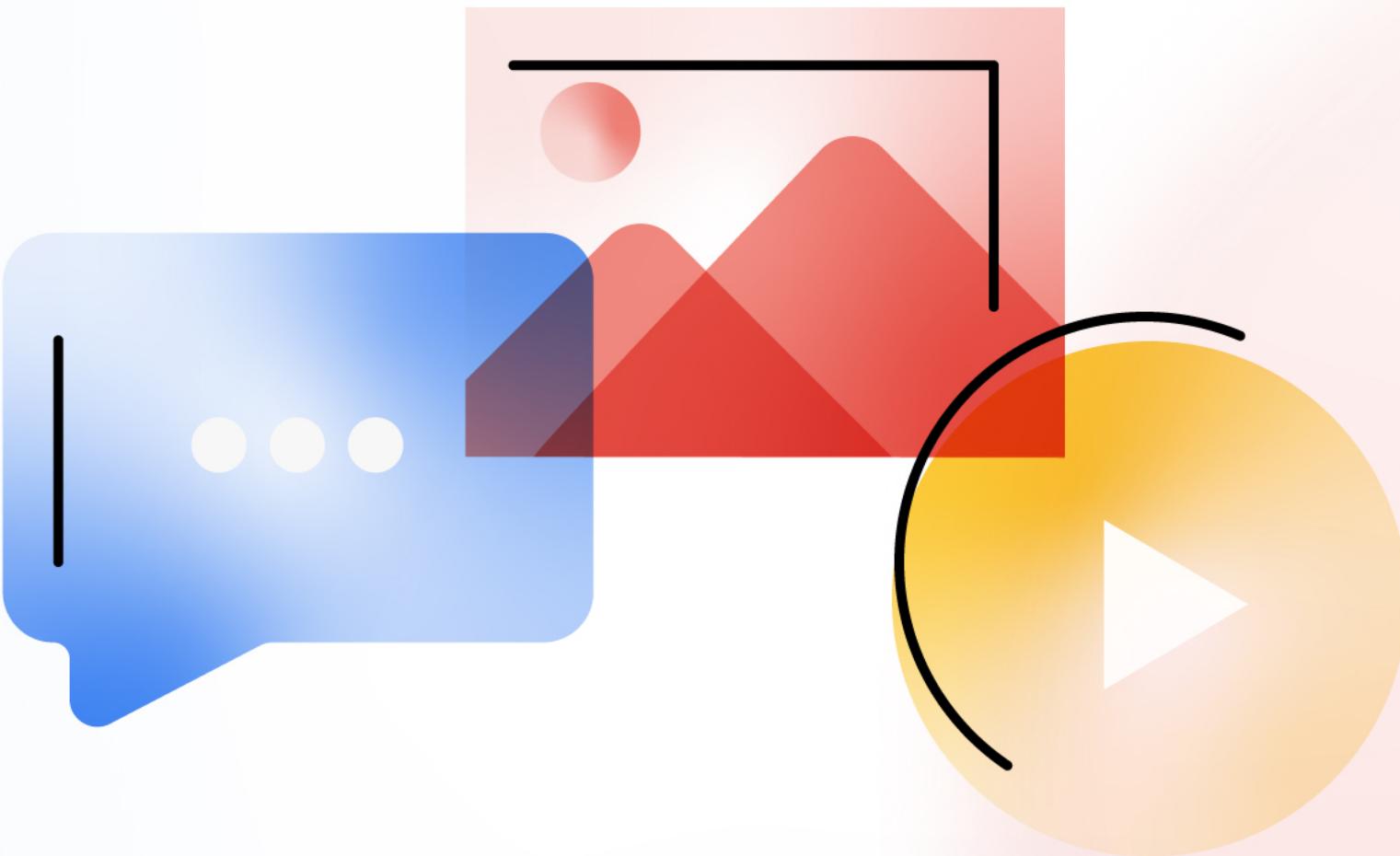
The engines that power
generative AI.



Q Large language models (LLMs)

[la:dʒ 'læŋgwɪdʒ 'mɒdlz] n.

A common type of large model (LM) focused on text.

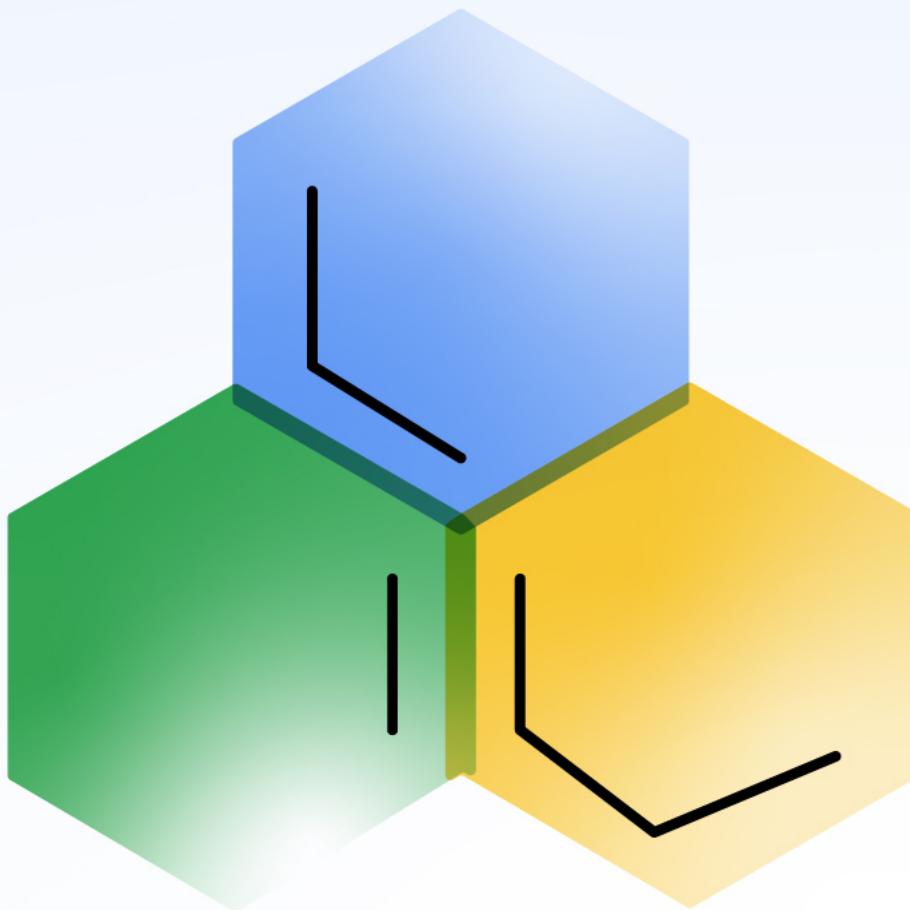


Multimodal

[ˌmʌltɪ'məʊdəl]

n.

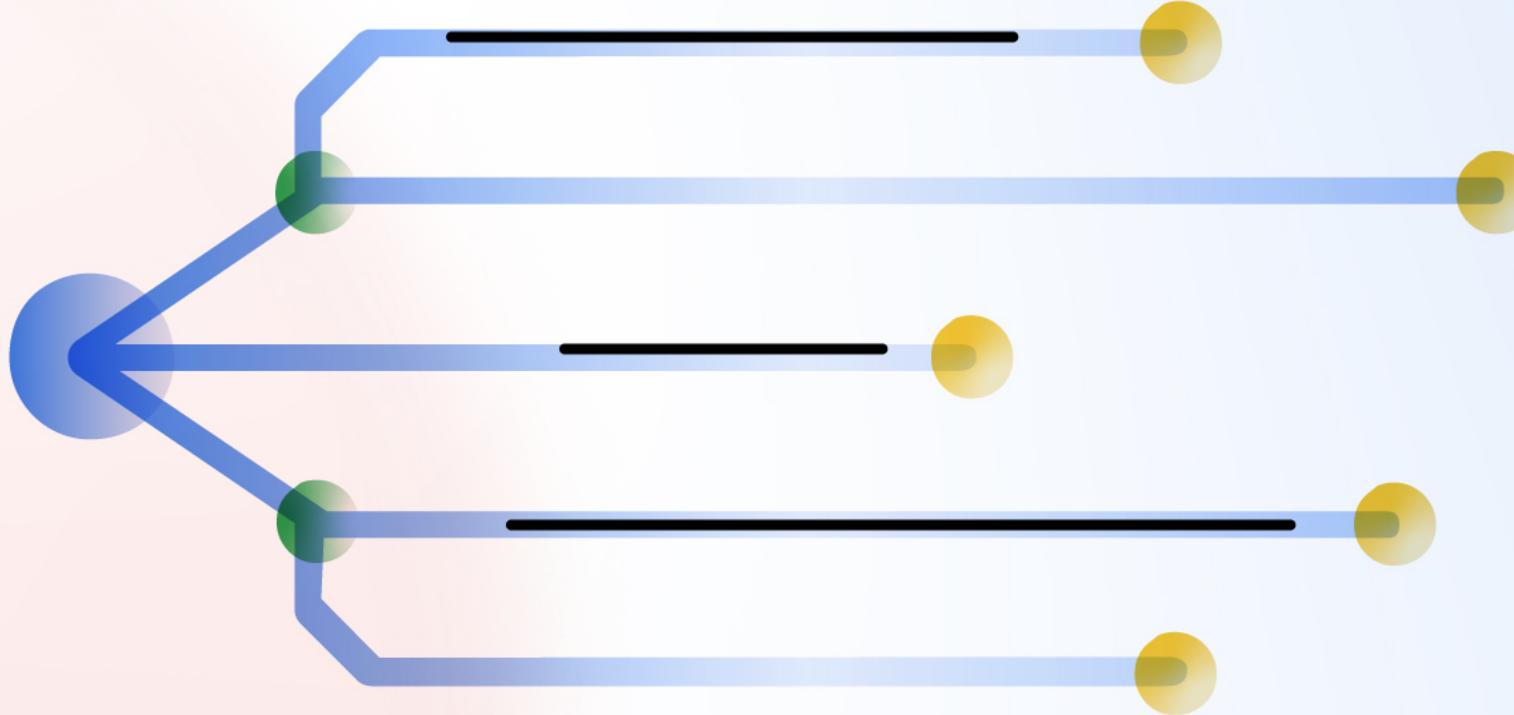
Increasingly, cutting-edge large models (LMs) are multimodal—able to generate not only text from text prompts, but also images from text, images from images, and more.



Q Foundation models

[faʊn'deɪʃn 'mɒdlz] n.

Large models (LMs) that can perform many downstream tasks and that can be leveraged for custom generative applications, or gen apps.



Parameter-efficient tuning

[prəmpt 'tju:nɪŋ]

n.

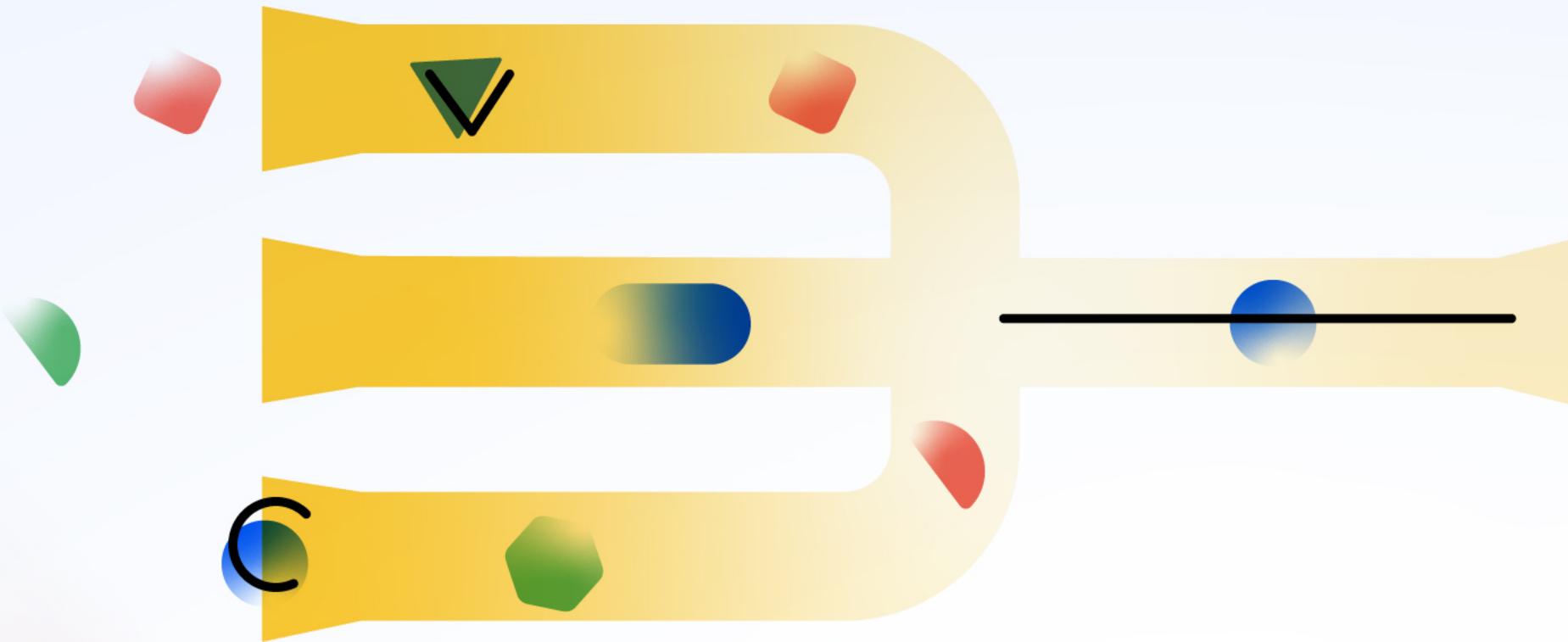
An efficient, low-cost customization method in which the foundation model is optimized by feeding it examples to inform its output, but not retraining it.



Prompt design/engineering

[prɒmpt dɪ'zæɪnɪŋ] n.

The process of crafting prompts that provoke desired responses from the foundation model.



Q Fine-tuning

[fain-'tju:nɪŋ] n.

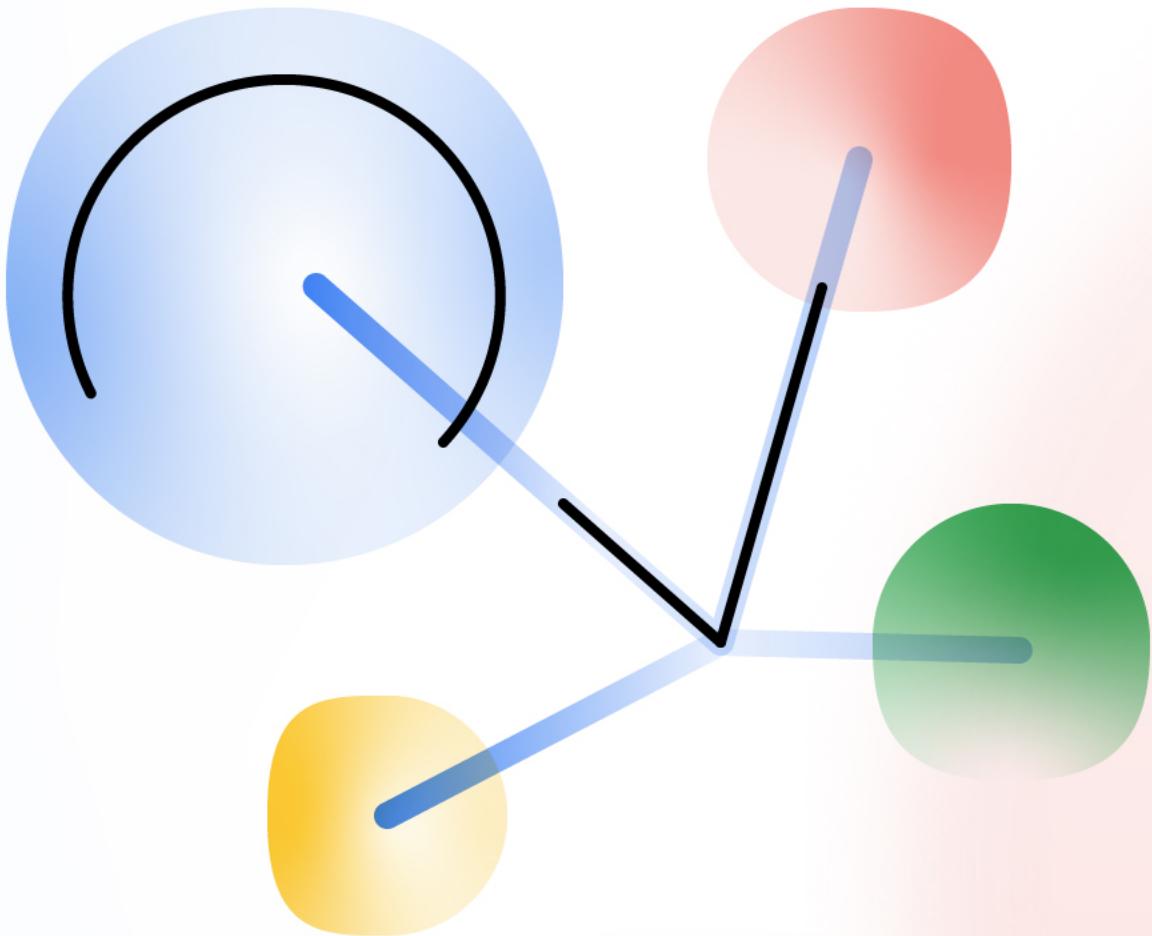
The process of deeply customizing a foundation model by further training it on new data—not just giving the LM a few examples, but rather updating its training with thousands of new data points, resulting in changes to the weights in the model itself.



Reinforcement Learning from human feedback (RLHF)

[riɪn'fɔːrmənt 'lɜrnɪŋ frʌm 'hjumən 'fid,bæk]

A technique that lets organizations fine-tune foundation models with a reward model aligned to human feedback.



🔍 **Embeddings**

[ɪm'bɛdɪŋz]

n.

A way to represent data as vectors, or a string of numbers that describe the dimensions of a given piece of data, show relationships across data, and can be processed by large models (LMs).

The background of the slide features a large, semi-transparent watermark of the Google Cloud logo. The logo consists of the word "GOOGLE" in a bold, sans-serif font above the word "CLOUD" in a smaller, regular sans-serif font. A thin, curved line arches over the top of both words.

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