



# Generative AI: Building Your Own AI Agent!

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**AI Anxiety: This is an era where CIOs are losing their sleep**

**Do you suffer from FOMO (Fear of missing out)?**

Don't adopt AI just for the hype!

## Don't adopt AI just for the hype!

2023年3月29日，钟薛高在上海的年度新品发布会上推出了由AI主导设计的Sa Saa系列和与旦生系列。其中Sa Saa系列拥有红豆冰、绿豆冰、牛奶奶饼、可可冰四种口味，是一款从起名到口味到包装全由AI参与甚至主导的产品，其名字Sa Saa就是依据AI提供的背景信息，取自日常中咬下冰棍、雪地漫步、耳鬓厮磨等治愈之声，还能链解读为Satisfy And Surprise Any Adventure的缩写。作为首款由AI全路打造的雪糕，Sa Saa代表着年轻人表现自我、追求乐趣、挑战创新的生活态度。而旦生系列形如鸡蛋，内部构造也如鸡蛋，做到了形态与口味上的产品创新，将于京东平台首发。

Don't adopt AI just for the hype!

# “钟薛高”破产，高端雪糕“跌落神坛”？

据《南方日报》

7月16日，雪糕品牌“钟薛高”资不抵债被申请破产。此前钟薛高多家子公司已被申请破产审查，而在更早些时候，“钟薛高”一度因高价成为社会关注的热点。这个夏天，南方日报记者走访发现，冰品在定价与口味创新上逐步回归理性，平价雪糕重归主流。



制图：童玮（豆包AI）

“雪糕刺客”去哪了？

## 高端雪糕成“过去时”？

“哈根达斯近期也加入‘99元’阵营？”为吸引更多消费者，哈根达斯推出了9.9元咖啡饮品，此举再次引起了市场对哈根达斯的关注。

钟薛高的子公司都被申请破产清算、哈根达斯在中国门店缩了快一半、茅台冰淇淋也基本消失在大众视野，高端雪糕市场似乎进入了“冰点”。

此前，更有市场消息称，哈根达斯母公司通用磨坊准备出售在中国的哈根达斯门店。通用磨坊回应媒体，“对谣传不予置评”。

## 消费者更注重“质价比”

客观来看，消费分级的大背景下，年轻消费者愈发追求“质价比”，普遍不愿意为“空有高端头衔”的“雪糕刺客”买单。

艾媒咨询最新调研也显示，消费者对雪糕的消费变得保守：2025年，只有6.94%的消费者会购买超过20元的单支雪糕，77.39%消费者更偏向于选择10元以内的产品。2023年，这两个数据分别为9.01%和49.67%。

与哈根达斯的落寞相比，新品类“Gelato”（意式冰淇淋）这两年来突然爆火。尽管动辄三四十元，但不少消费者认为“贵有贵的道理”。艾媒咨询数据显示，2024年，Gelato增速尤为亮眼，以10%的增速突破120亿元市场规模。

# Major Business Applications of AI

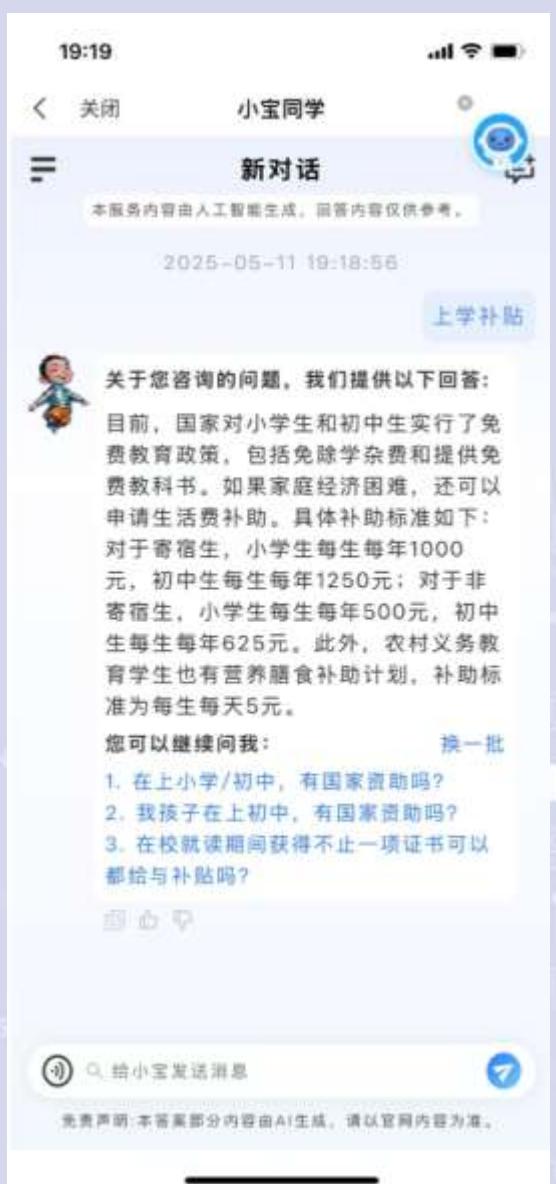


RESPONSIBLE  
FRONTIER  
STRENGTH  
SYNERGY  
ENERGY  
POSITIVE  
COLLABORATION  
DIVERSE CULTURE  
ENTREPRENEURIAL SPIRIT  
INSPIRE · EMPOWER · LEAD  
COMMUNITY  
BUSINESS LEADER  
RECOGNITION  
FLOURISHING  
RESPONSIBLE  
FRONTIER  
SYNERGY  
DYNAMIC  
ENERGY  
COMMUNITY  
RESPONSIBLE  
FRONTIER  
ENTREPRENEURIAL SPIRIT  
ENGAGING  
RESPONSIBLE  
POSITIVE  
ENERGY  
RECOGNITION

# Smart Government @ Baoan, Shenzhen



This screenshot shows the 'Citizen Complaints' section of the app. It features a large input field for text or voice input, a 'Complaint Type' section with 'Consultation' selected, and a 'Report Location' section where users can enter details or use a map.



This screenshot shows an AI chatbot named 'Xiao Bao Xue Xue'. It displays a response about educational subsidies for primary and secondary school students, followed by a list of related questions and a 'Switch to Another' button.



The home screen of the app includes a search bar, three main service modules ('Shenxin AI Government Assistant', 'Shenzhen People's Welfare', and 'Policy Service Special Zone'), and a 'Living in Bao'an District' section. The 'Living in Bao'an District' section is highlighted with a red border, showing links to various local services like 'Citizen Complaints' and 'Resident Registration'.

If someone did nothing but read 24 hours a day for their entire life, they would consume 8 billion words.

Today, the most advanced AIs consume more than 8 trillion words in a single month of training.

# The Power of Storytelling, and How AI Comes into Play

In 2009, two journalists from *New York Times*, Joshua Gleen and Rob Walker, conducted an interesting study. They collected 100 cheap items from garage sales in America.



## Horse Head

How much did it cost?

99 cents

RESPONSIBLE FRONTIER  
ENGAGING STRENGTH  
INTERNATIONAL SYNERGY  
COMMUNITY POSITIVE  
BUSINESS LEADER COLLABORATION  
COGNITION Inspire · Empower · Lead  
FLOURISHING RESPONSIBLE ENERGY  
FRONTIER SYNERGY DYNAMIC  
FRONTIER ENTREPRENEURIAL SPIRIT  
COMMUNITY ENGAGING RESPONSIBLE  
RECOGNITION POSITIVE  
ENERGY



## Wooden Mallet

How much did it cost?

33 cents

RESONABLE FRONTIER  
ENGAGING STRENGTH  
INTERNATIONAL SYNERGY  
COMMUNITY POSITIVE  
BUSINESS LEADER COLLABORATION  
COGNITION INSPIRE · EMPOWER · LEAD  
FLOURISHING RESPONSIBLE ENERGY  
FRONTIER SYNERGY DYNAMIC  
ENTREPRENEURIAL SPIRIT  
ENGAGING RESPONSIBLE  
COMMUNITY POSITIVE  
RECOGNITION ENERGY



## Bird Figurine

How much did it cost?

50 cents

RESONABLE FRONTIER  
ENGAGING STRENGTH  
INTERNATIONAL SYNERGY  
COMMUNITY POSITIVE  
BUSINESS LEADER COLLABORATION  
ECOGNITION Inspire · Empower · Lead  
FLOURISHING RESPONSIBLE ENERGY  
FRONTIER SYNERGY DYNAMIC  
ENTREPRENEURIAL SPIRIT  
ENGAGING RESPONSIBLE  
COMMUNITY POSITIVE  
RECOGNITION ENERGY

How to sell these items at higher prices?  
Create stories for them!



FOSSILS

TALISMANS

IDOLS

TOTEMS

EVIDENCE

ABOUT

PRESS

NEWS



Significant Objects, a literary and anthropological experiment devised by Rob Walker and Joshua Glenn, demonstrated that the effect of narrative on any given object's subjective value can be measured objectively.

The project auctioned off thrift-store objects via eBay; for item descriptions, short stories purpose-written by over 200 contributing writers, including Meg Cabot, William Gibson, Ben Greenman, Sheila Heti, Neil LaBute, Jonathan Lethem, Tom McCarthy, Lydia Millet, Jenny Offill, Bruce Sterling, Scarlett Thomas, and Colson Whitehead, were substituted. The objects, purchased for \$1.25 apiece on average, sold for nearly \$8,000.00 in total. (Proceeds were distributed to the contributors, and to nonprofit creative writing organizations.) All the project's stories are archived on this site.

Glenn and Walker are now pleased to announce that a collection of 100 of the project's finest stories has been published by Fantagraphics in a highly impressive volume, masterfully designed by Jacob Covey. It is available now via Powell's, Amazon, B&N, or wherever finer books are sold.

Follow the latest news and other interesting notes on objects, stories, and value at [signifcobs.tumblr.com](http://signifcobs.tumblr.com). We're also on Twitter, and Facebook, and sometimes we even post in the news section of this very site!



Joshua Glenn and Rob Walker invited 100 creative writers to invent stories about items and then sold them on eBay to see if the stories enhanced the value of the objects.

Guess how much they sold for? (Initial cost was \$129 for 100 items)



Guess what happened to this  
“beautiful” horse head?



## Horse Head

Original price: 99 cents

Final price: \$62.95 when the story  
was added.

That was a slight increase of 6395%

Was this a one-off situation?

Not really.



## Wooden Mallet

Original price: 33 cents

Final price: \$71



## Bird Figurine

Original price: 50 cents

Final price: \$52

Initial cost: \$129  
Final sold price: nearly \$8,000

This is the power of storytelling!

Exercise: Create a Story for the Following Item (in either English or Chinese)



Shark and Seal Pen

鲨鱼和海豹造型的笔

Scan here for the story.

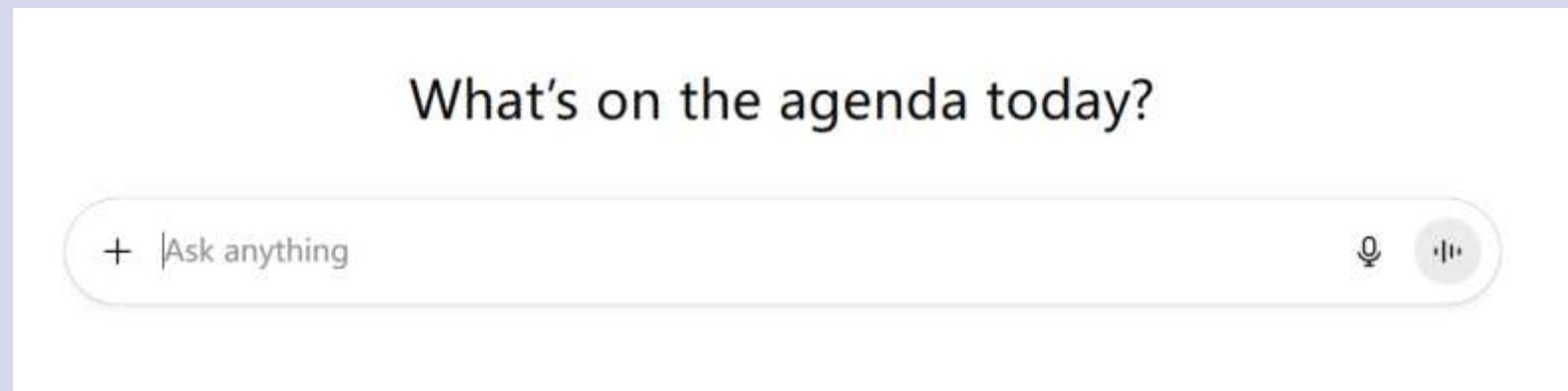


[English version](#)



**Chinese version**

## What is a prompt?



A prompt is the instruction or message you give to an AI model to guide its response.

Now you will be working on this slightly ugly killer whale chain.



If you want to ask AI to write a story for this item in the most concise way, how would you ask?

# Zero-shot storytelling



Write a short narrative about a killer whale keychain.

The following content was generated by GPT 4

It was just a keychain—an inch-long plastic killer whale with chipped paint on its dorsal fin, dangling from a faded silver ring. But to Lena, it was a keepsake from the summer she turned twelve.

They'd gone to the coast that year, her father promising the trip would make her forget the grayness of the past months. At the small aquarium gift shop, she had spent her last five dollars on that keychain. It wasn't flashy or rare, but something about its tiny, fierce eyes made her feel brave.

Years passed. The keychain survived three backpacks, a broken heart, and college. When Lena finally stood on a research vessel, tagging real orcas in the wild, the keychain still clinked softly against her belt loop—weathered and scratched, but always there.

It wasn't just a souvenir. It was a promise she had kept with herself: to grow into the kind of person who would follow the call of the ocean, no matter how small it began.



Chinese version

## Discussion Questions:

Is this output compelling?

Do you think that it would be effective for increasing its perceived value?

How would you improve the prompt to achieve more desirable results?



## Providing constraints



Write an ironic narrative, with humor, unexpected absurdity, and twists, for a killer whale keychain.

Here, we provide some of our own thoughts as the constraints for LLM.

## The following content was generated by GPT 4

Ah, the killer whale keychain. Fierce predator of the seas... reduced to holding together the keys for a Honda Civic. Once a proud symbol of apex power, it now dangles helplessly beside a bottle opener shaped like a flamingo.

It wasn't always like this. According to the keychain itself—who insists on narrating its life to anyone willing to listen—it was born in a factory in Shenzhen, destined for greatness. "They told me I'd be on a yacht," it brags, "guarding the keys to champagne fridges and jet skis." Instead, it was purchased for \$3.99 in a seaside gas station by someone who only wanted change for the vending machine.

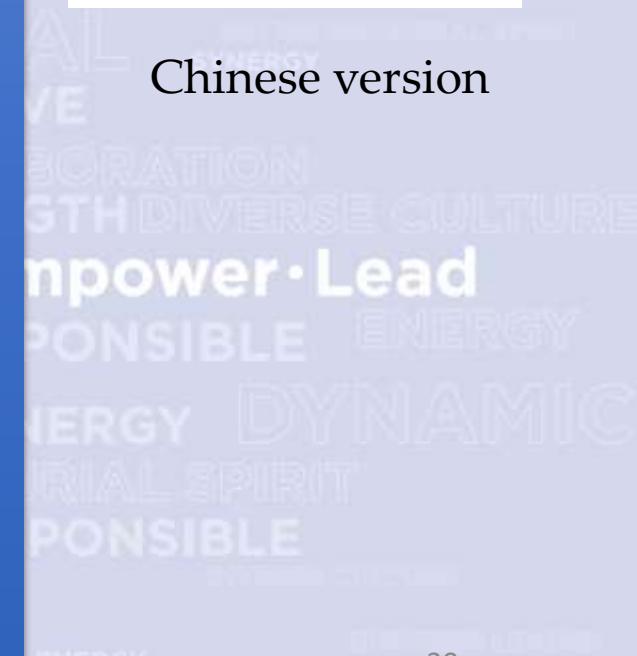
Its days are now spent enduring the indignities of modern life:  
Being slammed onto counters when the owner can't find the right key.  
Getting jammed between couch cushions during Netflix binges.  
Heroically surviving a six-minute spin cycle after an ill-fated trip through the laundry.

But the killer whale remains defiant. Every time the car ignition turns, it whispers, "Someday, I will return to the sea." Never mind that the sea, in this case, is a suspicious puddle in the Walmart parking lot.

The twist? After years of dreaming of freedom, the keychain finally snapped off the ring during a jog. It lay on the ground, ready for destiny. And then... a toddler picked it up, squealed, and immediately shoved it into their mouth. Apex predator, indeed.



Chinese version



## Discussion Questions:

How does tone (ironic, humorous) influence the narrative's appeal?

How else would you improve the prompt to achieve more desirable results?

## Role-playing with constraints



You are a creative writer trying to increase the perceived value of an old, cheap killer whale keychain to be sold at an auction. Write an ironic narrative, with humor, unexpected absurdity, and twists, like those shown on the Significant Object website.

你是一名创意作家，正在尝试提高一枚陈旧、廉价的虎鲸钥匙扣的感知价值，以便在拍卖会上拍出高价。请写一篇讽刺性叙事，带有幽默、出乎意料的荒诞和反转，风格类似 Significant Object 网站上的作品。

## The following content was generated by GPT 4

At first glance, you may dismiss it as a novelty trinket—mass-produced plastic, a hasty paint job, a hole where dignity once lived. But that is exactly what they want you to think.

This keychain once held the keys to greatness. Literally. It secured the keys to a 1997 Toyota Corolla, a vehicle that successfully completed the longest uninterrupted drive-thru circuit in Midwestern history (thirteen Taco Bells, no bathroom breaks). The whale was there, dangling triumphantly, its tiny dorsal fin catching the fluorescent glow of nacho cheese dispensers.

Its record of adventure does not end there. This whale has survived three laundromat drownings, two parking lot fistfights, and one catastrophic encounter with a Roomba. Scholars have compared its resilience to that of Shackleton's crew, though Shackleton, notably, never had to endure being chewed on by a teething chihuahua.

And let us not forget the symbolism: the killer whale, apex predator of the ocean, here humbled into servitude as a key-bearer. A tiny tragedy. A pocket-sized epic. Some say the contrast reflects late-capitalist irony itself: the majestic reduced to the mundane, the powerful domesticated into keychain form. Warhol would have adored it.

Now, as you raise your paddles, remember: you are not bidding on a mere keychain. You are bidding on survival, on history, on the embodiment of persistence against the tumble cycle of life.

Opening bid: \$2.50.



Chinese version

## Discussion Questions:

How does clarifying the role (creative writer), task (writing an ironic narrative like those shown on the Significant Object website), and purpose (increasing value) change the output?

How has the response improved in terms of relevance and emotional appeal?

How else would you improve the prompt to achieve more desirable results?

## Few-shot learning with examples



You are a creative writer trying to increase the perceived value of an old, cheap killer whale keychain to be sold at an auction. Write an ironic narrative, with humor, unexpected absurdity, and twists like those shown on the Significant Object website. Each image is a screenshot of one narrative on the website. Please mimic the styles, tones, and structures of them without any auction tone or language.

Screenshot(s)  
of  
Example(s)

你是一名创意作家，正在尝试提高一枚陈旧、廉价的虎鲸钥匙扣的感知价值，以便在拍卖会上拍出高价。请写一篇讽刺性叙事，带有幽默、出乎意料的荒诞和反转，风格类似 Significant Object 网站上的作品。每张图片都是该网站上一篇叙事的截图。请在不使用任何拍卖语气或措辞的前提下，模仿它们的风格、语调与结构。

## Single example in one pass



You are a creative writer trying to increase the perceived value of an old, cheap killer whale keychain to be sold at an auction. Write an ironic narrative, with humor, unexpected absurdity, and twists like those shown on the Significant Object website. Do not include any auction tone or language. Here are the styles, tones, and structures to follow: ### example ###

## Multiple examples in one pass

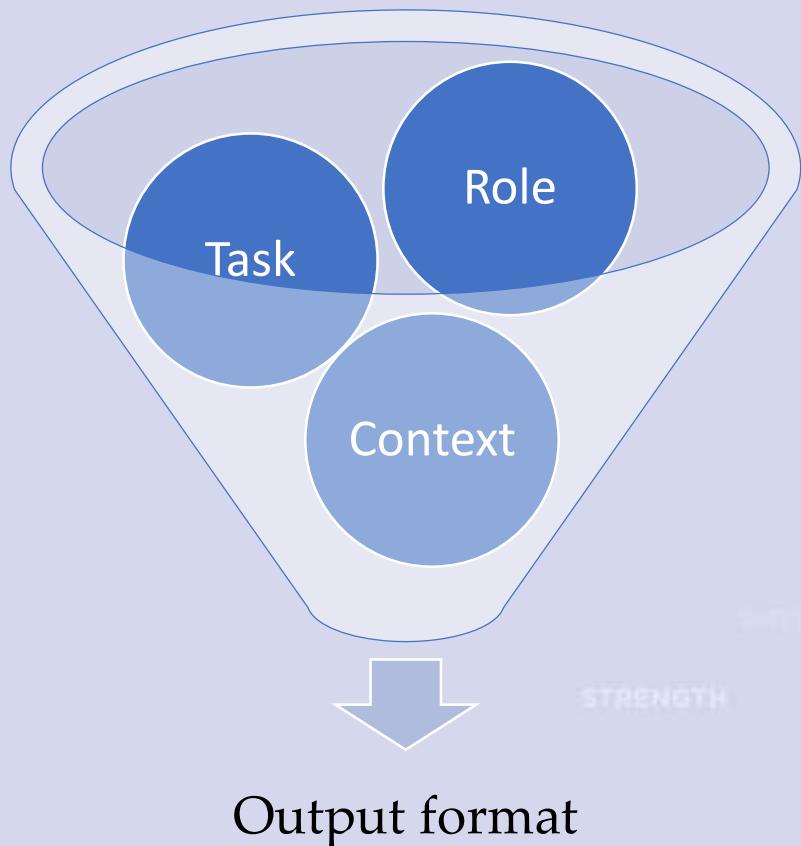


You are a creative writer trying to increase the perceived value of an old, cheap killer whale keychain to be sold at an auction. Write an ironic narrative, with humor, unexpected absurdity, and twists, like those shown on the Significant Object website. Do not include any auction tone or language. Here are two narratives for you to refer in terms of styles and structures. Example 1: ### example 1 ### Example 2: ### example 2 ###

How else can you improve the existing prompts?



## Core elements of a prompt



### Example

**Role:** You are an expert copywriter specializing in high-converting digital ads.  
**Task:** Rewrite the ad copy to make it more emotionally engaging.  
**Context:** Original copy: "Try our new skincare serum for better skin." Target audience = women 25–40 who value natural ingredients.  
**Output Format:** Give me three versions, each under 15 words, in bullet points.

## A well-crafted prompt



You are a creative writer trying to increase the value of an old, cheap killer whale keychain (made of rigid plastic, black and white with partially faded colors, one eye larger than the other—these details need to be reflected in the story) for auction (do not include any auction tone or language in the narrative). The keychain is to be used in the Significant Objects project. Please craft an ironic, humorous, and absurd story with an unexpected twist in the end, incorporating mythological elements. Follow the style, tone, and structure of the example story (from Significant Objects) below, make sure to use a first-person perspective and include dialogue between characters:  
### example ###

Details of product

Style/Structure Guidance

Narrative perspective

Dialogue

## The following content was generated by GPT 4

On March 4th, 1999, at precisely 11:42 p.m., I was eating an undercooked Hot Pocket when the orca keychain on my desk began to hum. It was an old, rigid plastic thing—black and white, though the colors had faded into a sort of “washed-up seagull” palette. One of its eyes had long since been scuffed into oblivion, while the other bulged cartoonishly large, like it had just witnessed its own mortality.

“Speak, mammal,” I commanded, crumbs falling onto my keyboard.

To my astonishment, the keychain complied. Its voice was deep and aquatic, with the kind of gravitas that suggested it had once dated Poseidon.

“I am Thalassor, Keeper of the Seventh Current,” it boomed. “Only you, wielder of the Microwave of Destiny, may release me.”

“Right,” I said, rolling my eyes. “And I suppose you’re trapped in there because Zeus lost a bet?”

There was an awkward pause. Then: “Actually, yes. Poker night. Zeus has a terrible tell—he adjusts his toga every time he bluffs. Hera warned him, but he never listens.”

The keychain instructed me to plunge it into “the Brine of Remembrance,” which, after some deliberation, I decided was probably my roommate’s half-empty Gatorade bottle. When I dunked it in, the liquid fizzed like Alka-Seltzer. The orca’s hum intensified until the entire apartment smelled faintly of kelp and regret.



Chinese version

## The following content was generated by GPT 4

Suddenly, the walls melted away, and I was standing in a colossal undersea amphitheater. Amphitrite herself appeared, wearing a crown of seafoam and looking mildly inconvenienced.

“You brought him back?” she sighed. “Do you have any idea how many IKEA catalogs we had to sacrifice to banish this thing?”

The orca puffed up proudly. “Silence, woman! I shall now summon the Leviathan!”

And then... nothing happened. No beast, no storm, not even a bubble. The amphitheater grew awkwardly quiet.

I leaned closer. “Uh, is this supposed to be dramatic?”

The keychain coughed. “Yes, well, the Leviathan left years ago. Apparently, he joined a tech startup in San Francisco. Something with apps. Very disruptive.”

Amphitrite facepalmed. “Typical.”

At that moment, my roommate burst into the amphitheater holding the Gatorade bottle. “Dude, that was mine.” And just like that, the sea, the gods, the amphitheater—they all vanished. I was back in my apartment, holding nothing but a cheap, faded orca keychain dripping electrolytes onto my carpet.

It hummed one last time, very faintly, and said:

“Download the app. Use referral code ORCA42.”

## More Tactics for Prompt Engineering

## Specify Your Target Audience



You are a creative writer trying to increase the perceived value of an old, cheap killer whale keychain to be sold at an auction. Write an ironic narrative to **high school students**, with humor, unexpected absurdity, and twists.

你是一名创意作家，正在尝试提高一枚陈旧、廉价的虎鲸钥匙扣的感知价值，以便在拍卖会上拍出高价。请**为高中生**写一篇讽刺性叙事，带有幽默、出乎意料的荒诞和反转。

## Mimic Famous Guys



You are a creative writer trying to increase the perceived value of an old, cheap killer whale keychain to be sold at an auction. **Mimic Donald Trump's language and tone** and write an ironic narrative, with humor, unexpected absurdity, and twists.

你是一名创意作家，正在尝试提高一枚陈旧、廉价的虎鲸钥匙扣的感知价值，以便在拍卖会上拍出高价。请写一篇类似《红楼梦》风格的讽刺性叙事，带有幽默、出乎意料的荒诞和反转。

## Include Keywords



You are a creative writer trying to increase the perceived value of an old, cheap killer whale keychain to be sold at an auction. Write an ironic narrative, with humor, unexpected absurdity, and twists. The narrative should include the following word: exam.

你是一名创意作家，正在尝试提高一枚陈旧、廉价的虎鲸钥匙扣的感知价值，以便在拍卖会上拍出高价。请写一篇讽刺性叙事，带有幽默、出乎意料的荒诞和反转。故事情节需包括考试。

## Group Exercise

Create a story for this toy airplane.

STRENGTH

RESPONSIBLE

FRONTIE

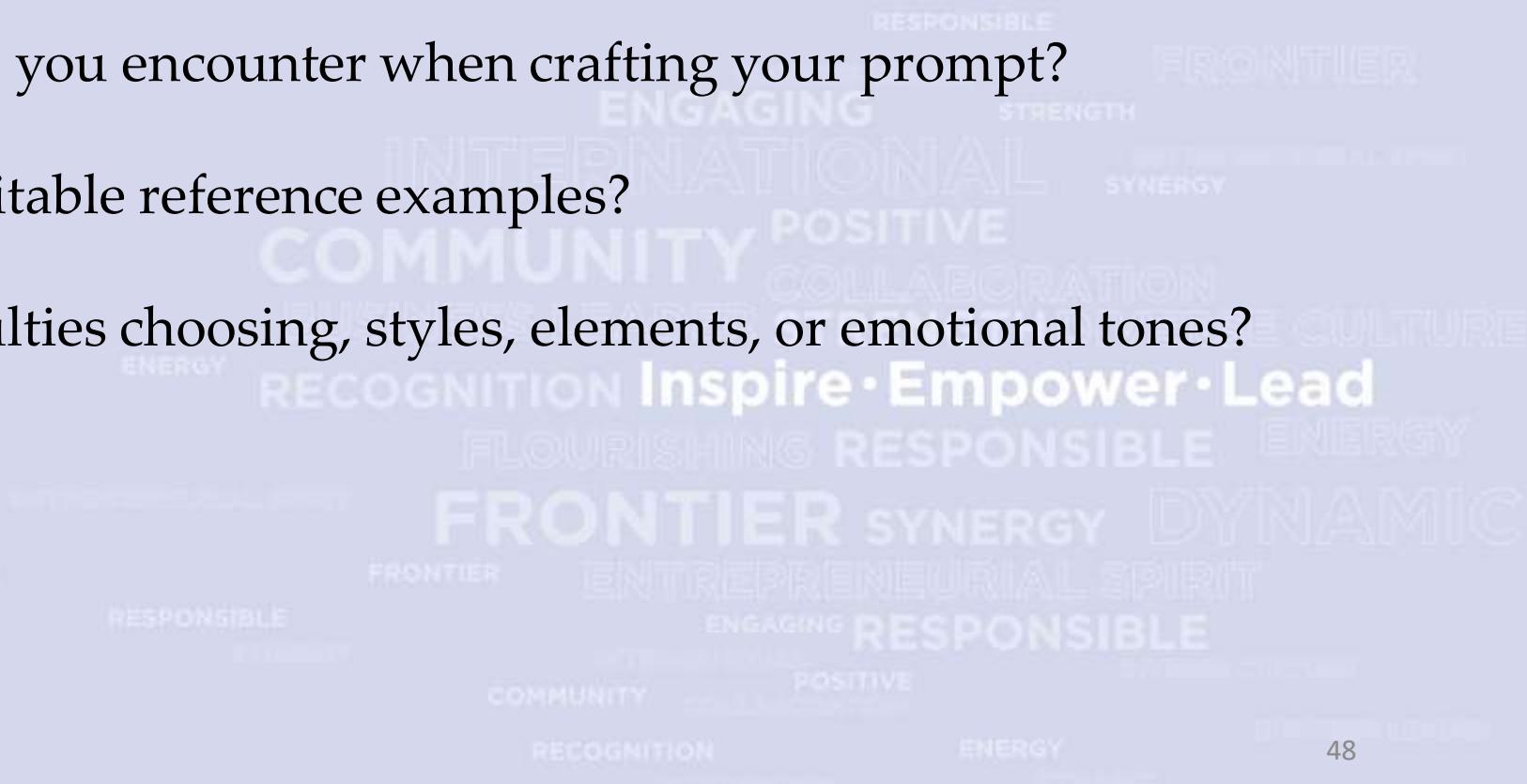


Are you satisfied with your story?

What challenges did you encounter when crafting your prompt?

Did you find any suitable reference examples?

Did you have difficulties choosing, styles, elements, or emotional tones?



Not too satisfied because I don't know which style to choose.

There are too many narratives on the website and it's hard to pick the most relevant one (in terms of product type, e.g., products that are related to animals) to the killer whale keychain to mimic.

I want to imitate those with high final prices but the website can't sort products by filters.

Don't have enough time to browse the website and read all the narratives.

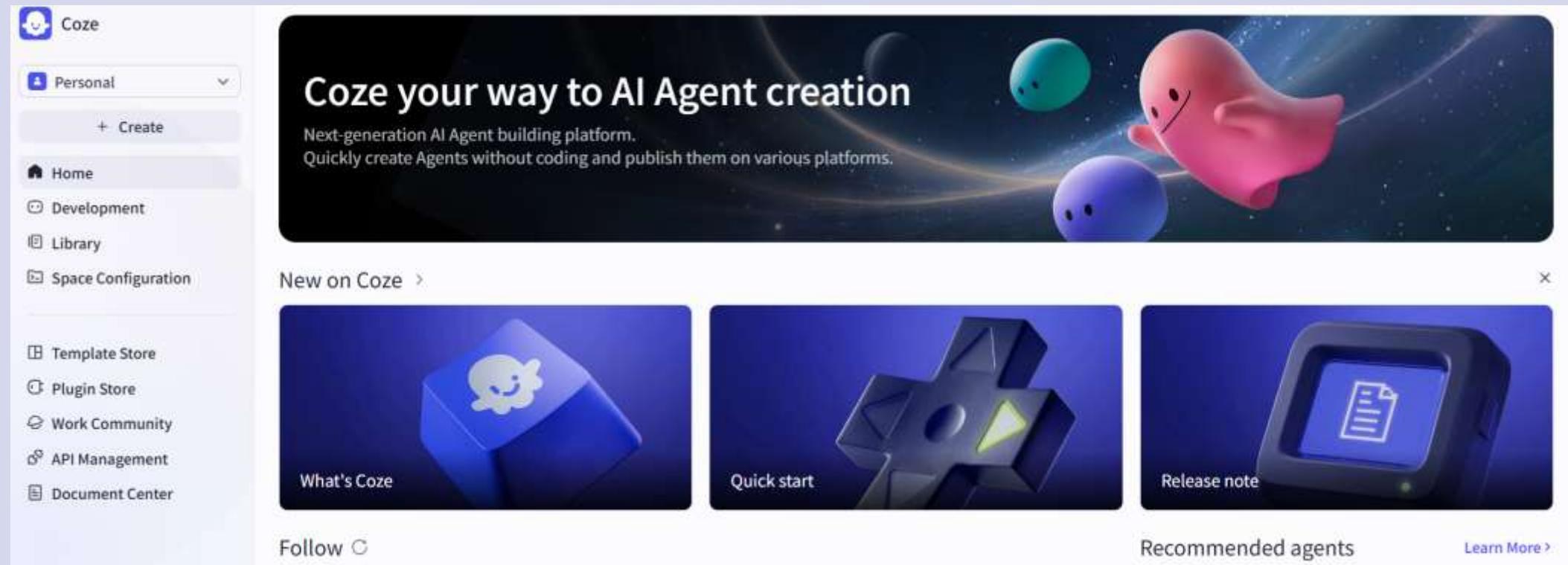
## Now, let's do RAG!

What is [Retrieval Augmented Generation \(RAG\)](#)?

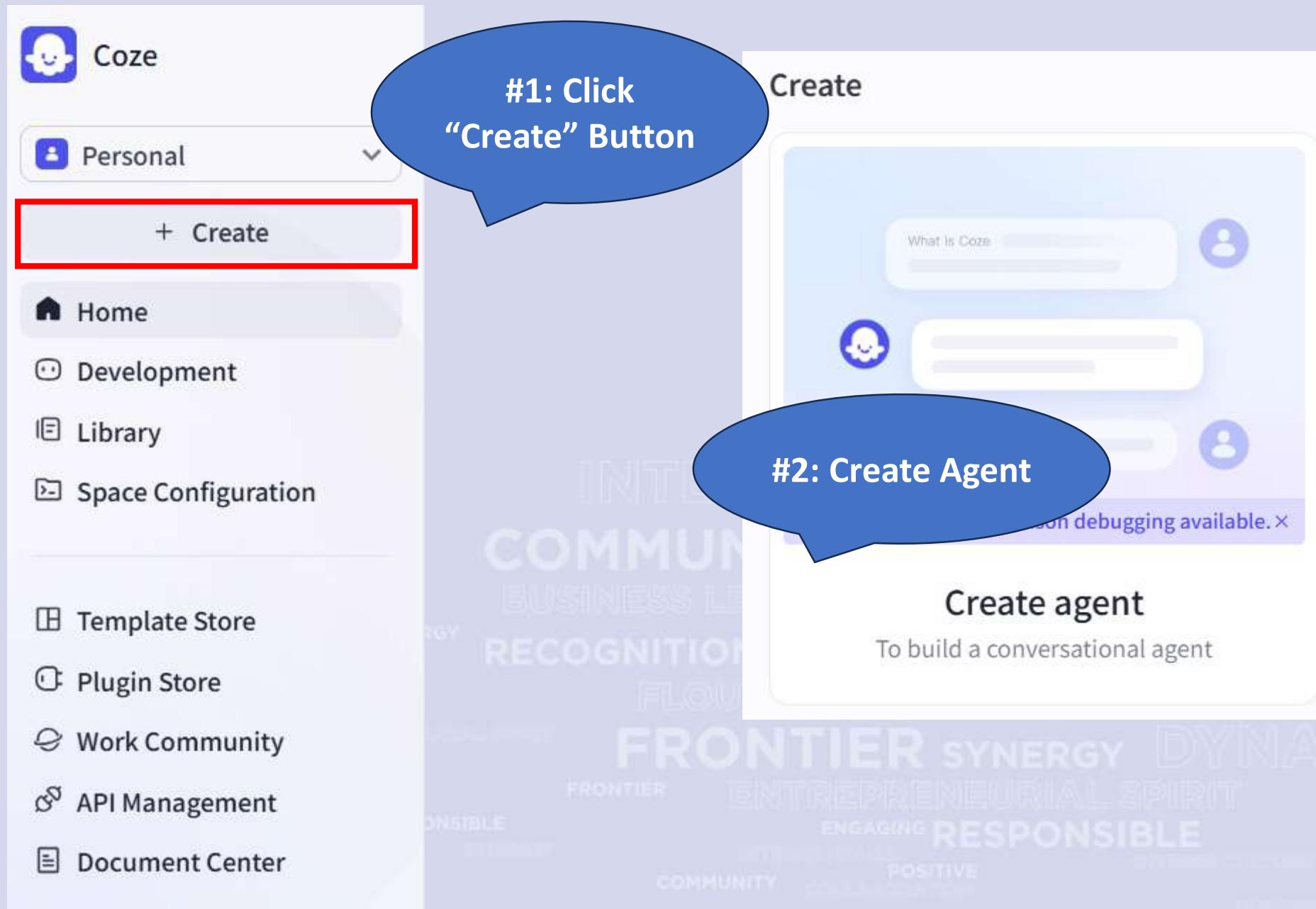
A technique that combines information retrieval with text generation to improve the accuracy and relevance of AI responses.

# RAG

Now, set up an account on Coze: [www.coze.com](http://www.coze.com)



The screenshot shows the Coze AI Agent creation platform. The left sidebar includes links for Coze, Personal (selected), Create, Home, Development, Library, Space Configuration, Template Store, Plugin Store, Work Community, API Management, and Document Center. The main content area features a banner with the text "Coze your way to AI Agent creation" and "Next-generation AI Agent building platform. Quickly create Agents without coding and publish them on various platforms." Below the banner are three cards: "What's Coze" (blue cube icon), "Quick start" (dark blue cube icon), and "Release note" (black cube icon). At the bottom, there are buttons for "Follow" (with a circular icon), "Recommended agents" (with a "Learn More" link), and "RECOGNITION ENERGY" (with a "51" link).



The image shows a screenshot of the Coze platform interface. On the left, there is a sidebar with various menu items: Personal, Home, Development, Library, Space Configuration, Template Store, Plugin Store, Work Community, API Management, and Document Center. A red box highlights the '+ Create' button under the Personal section. A blue speech bubble with the text '#1: Click "Create" Button' points to this button. To the right, a large blue speech bubble with the text '#2: Create Agent' points to a modal window titled 'Create agent'. The modal contains the text 'To build a conversational agent'. The background of the interface features large, semi-transparent text overlays such as 'INT', 'COMMUN', 'BUSINESS LE', 'RECOGNITION', 'FLOW', 'FRONTIER', 'SYN', 'DYNAMIC', 'ENTREPRENEURIAL SPIRIT', 'ENGAGING', 'RESPONSIBLE', 'POSITIVE', 'RECOGNITION', and 'ENERGY'.

#1: Click "Create" Button

#2: Create Agent

Create agent

To build a conversational agent

## Create agent

Standard

AI-based

Agent name \*

RAG Demo

8/40

User message billing \*

When enabled, the user covers the credit costs; when disabled, the bot creator covers the credit costs.



Agent function description

This is used for class demo.

28/800

Workspace \*

Personal

Cancel

Confirm

#3: Name Your Agent and Provide Descriptions if You Want



## Persona &amp; Prompt



#4: You will see  
a new window  
like this

## Recommended Personal

General structure  
Structure applicable to  
multiple scenarios,  
modules can be deleted...

Role-playing  
Suitable for chat  
companionship,  
interactive...

Skill invocation  
Scenarios that are  
suitable for calling  
plugins or workfl...

Arrangement

Model settings

> Model  GPT-4o

Skills

> Plugins 

> Workflows 

Knowledge

Auto-call 

> Text 

> Table 

> Images 

Memory

> Variables 

> Database  

Chat experience

> Opening questions 

> Auto-suggestion  On

## Preview &amp; Debug



RAG Demo



Sending message...



The content is generated by AI and is used for reference only, as it may be untrue and inaccurate.

Model settings

- > Model GPT-4o
- > Skills
- > Plugins
- > Workflows
- Knowledge
  - < Text
    - description
  - < Table
    - mytable
  - < Images
    - After uploading the image, you can choose to automatically or the semantic description. Then, the agent can match the most image based on its description.
- Memory
  - > Variables
  - > Database ⓘ

Model selection

Original Price: \$0.99  
Final Price: \$62.95

Model	Type	Description
GPT-4o mini	image functioncall	Lightweight, multi-modal (82% MMLU), cost-effective.
GPT-4o	image functioncall	Multi-modal, 320ms, 88.7% MMLU, excels in education, custo...
GPT-4o	image functioncall	Multi-modal, 320ms, 88.7% MMLU, excels in education, custo...
GPT-3.5 Turbo	functioncall	Will be deprecated soon
Gemini		
Gemini 2.0 Flash	video image audio functioncall	A versatile AI model for text, images, audio, and video
Gemini 2.5 Pro	video image audio +2	An advanced Gemini model with up to 1 million tokens

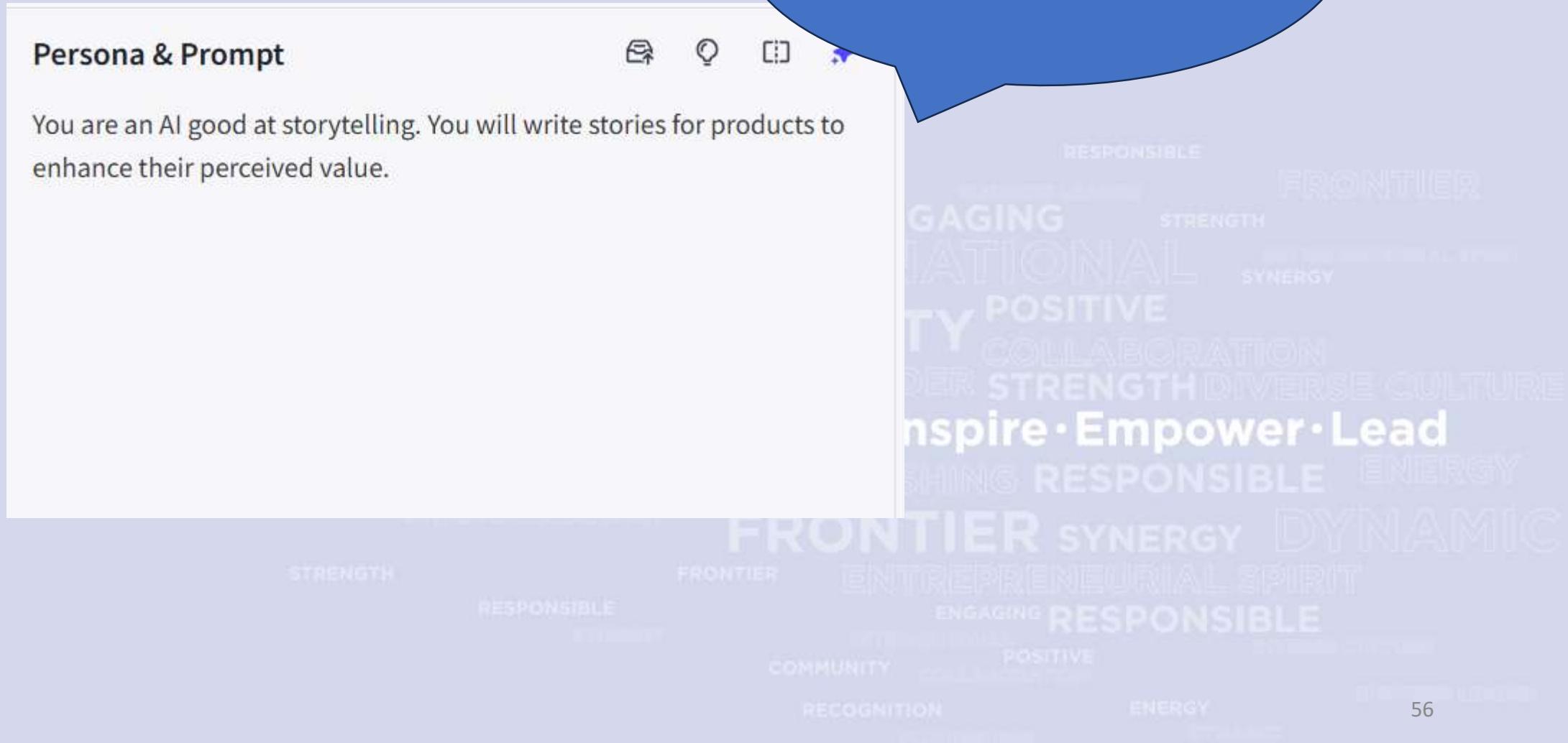
#5: Select GPT3.5  
(Other models are too expensive)

#6: Add the description  
of your AI agent here.

## Persona & Prompt



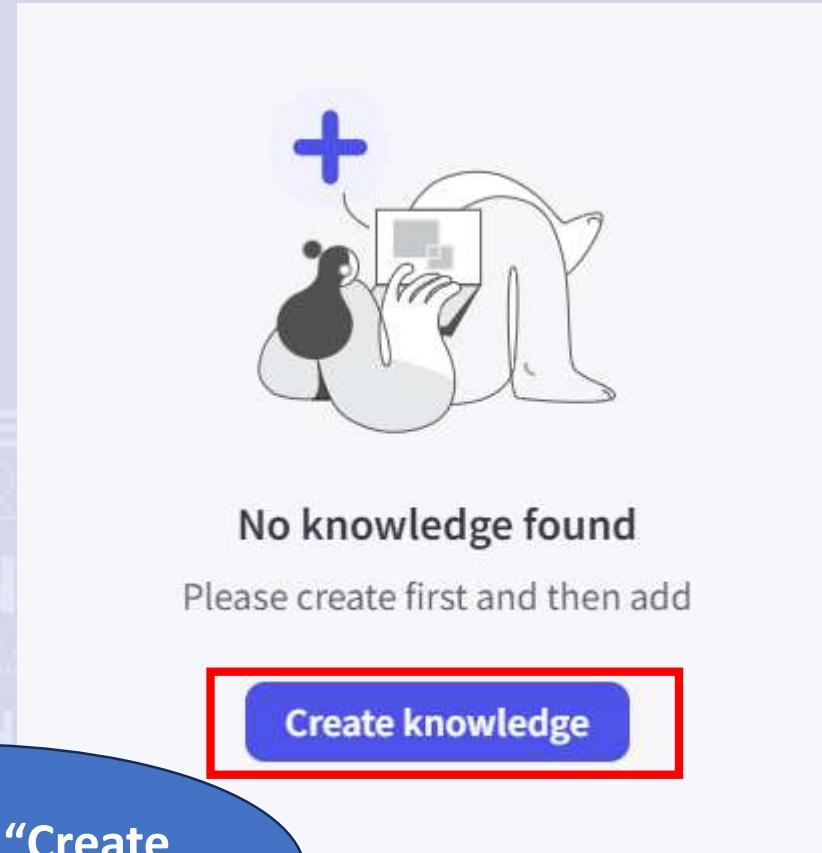
You are an AI good at storytelling. You will write stories for products to enhance their perceived value.



#7: Choose Text Under Knowledge Entry, Click “+”



#8: Click on “Create Knowledge”



## Create knowledge

X



Name \*

 0/100

Description

 0/2000

Import type

Local documents  
Upload local files in the P...

Custom  
Custom content. You can ...

Online data  
Obtain data on web pages

Lark  
Import Lark documents t...

Cancel

Complete creation

Create and import

#9: Select “Text Format” and “Local Documents.” Name it. Click on “Create and Import”

#10: Load the data file  
“description.docx” here.  
Click Next.

< Create new knowledge base

1 Upload

2 Creation settings

3 Segmented preview

4 Process data



Click to upload or drag and drop files here

Up to 300 files in PDF、TXT、DOC、DOCX、MD format, with a maximum file size of 100MB MB. PDF files can only contain 500 pages.

 descriptions.docx  
19.7KB

STRENGTH

RESPONSIBLE

FRONTIER

ENTREPRENEURIAL SPIRIT  
ENGAGING RESPONSIBLE

COMMUNITY

POSITIVE

RECOGNITION

ENERGY

Next

#11: Click Next, Next, until you arrive here.  
Wait until it is processed.  
Click “Confirm.” Then “Add to agent”

Server processing completed

 descriptions.docx  
19.73 KB

Processed completed

Confirm

Knowledge

> Text

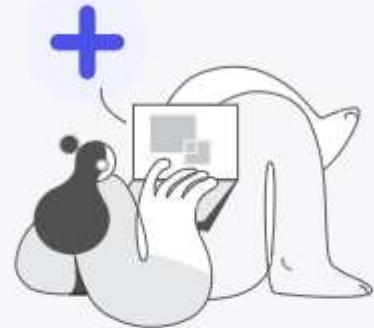
> Table

> Images

#12: Choose Table Under Knowledge Entry, Click “+”



#13: Click on “Create Knowledge”



No knowledge found

Please create first and then add

Create knowledge

## Create knowledge

X



Text format



Table format



Image format

Name \*

mytable

7/100

Description

Enter the content of the dataset

0/2000

Import type

Local documents

Upload documents in Excel

Customization

Customize content, supp...

API

Obtain online API with JS...

Google Sheets

Import Google Sheets int...

Cancel

Complete creation

Create and import

#14: Select “Table Format” and “Local Documents.” Name it. Click on “Create and Import”

#15: Upload  
“analyzed\_narratives.xlsx”

 analyzed\_narratives.xlsx  
259.9KB

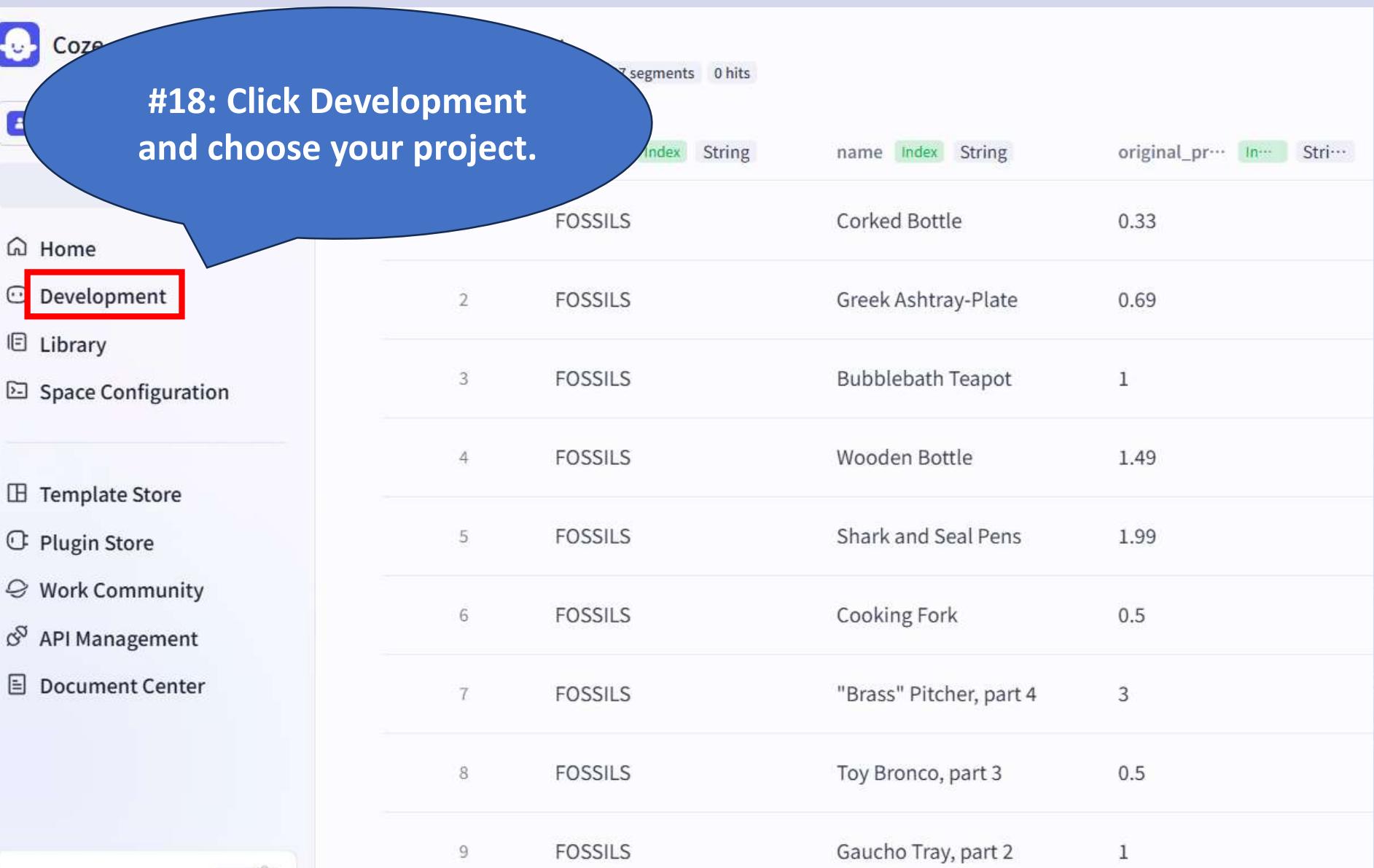


#16: Check “category”, “name”,  
“original\_price”, “final\_price”,  
“narrative”, “polarity”, “subjectivity”  
and other any columns you may use

<input checked="" type="checkbox"/>	original_price	14/30	Description			<input type="button" value="Number"/>	<input type="button" value="Delete"/>
<input checked="" type="checkbox"/>	final_price	11/30	Description			<input type="button" value="Number"/>	<input type="button" value="Delete"/>
<input checked="" type="checkbox"/>	narrative	9/30	Description	0/2000	String	<input type="button" value="Number"/>	<input type="button" value="Delete"/>
<input type="checkbox"/>	link	4/30	Description	0/2000	String	<input type="button" value="Number"/>	<input type="button" value="Delete"/>
<input checked="" type="checkbox"/>	polarity	8/30	Description	0/2000	Number	<input type="button" value="Number"/>	<input type="button" value="Delete"/>

#17: Click Next, Next, until you arrive here.  
Wait until it is processed.  
Click “Confirm.”

#18: Click Development and choose your project.



The screenshot shows a software application window. On the left, there is a sidebar with the following menu items:

- Home
- Development** (This item is highlighted with a red box)
- Library
- Space Configuration
- Template Store
- Plugin Store
- Work Community
- API Management
- Document Center

The main area of the window displays a table of projects. The columns are labeled: ID, Category, Name, and Price. The data is as follows:

ID	Category	Name	Price
1	FOSSILS	Corked Bottle	0.33
2	FOSSILS	Greek Ashtray-Plate	0.69
3	FOSSILS	Bubblebath Teapot	1
4	FOSSILS	Wooden Bottle	1.49
5	FOSSILS	Shark and Seal Pens	1.99
6	FOSSILS	Cooking Fork	0.5
7	FOSSILS	"Brass" Pitcher, part 4	3
8	FOSSILS	Toy Bronco, part 3	0.5
9	FOSSILS	Gaucho Tray, part 2	1

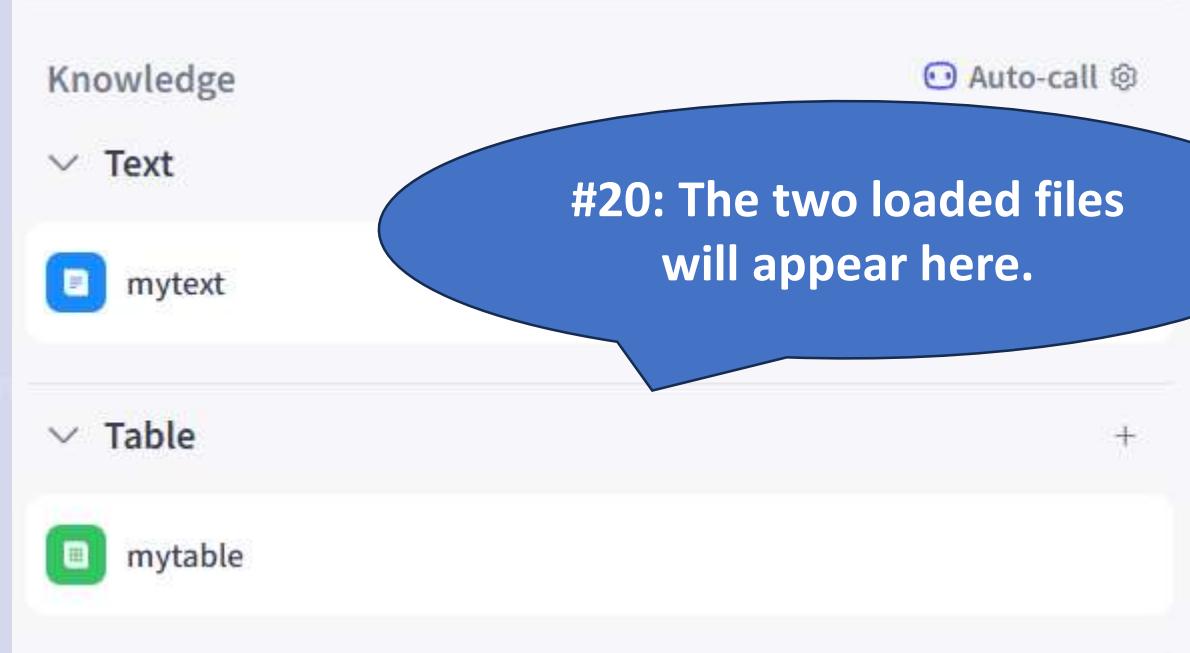
## Knowledge

> Text

> Table

> Images

#19: Now, you can add your table to your AI agent.



The screenshot shows the AI agent's interface with the 'Knowledge' section open. It contains two items:

- Text**: A file named "mytext" represented by a blue document icon.
- Table**: A file named "mytable" represented by a green table icon.

A blue speech bubble with white text is overlaid on the bottom right of the interface, stating: "#20: The two loaded files will appear here."

#21: You can chat with your  
AI agent now!



Test



Sending message...



The content is generated by AI and is used for reference only, as it may be untrue and inaccurate.



## Chatting with your agent!



Define significant objects.



Significant Objects is a literary-anthropological experiment created by Rob Walker and Joshua Glenn that shows how storytelling can increase the monetary value of otherwise insignificant items. The project involved buying inexpensive objects, such as thrift-store finds, and having creative writers craft imaginative narratives for each. These combined object-plus-story packages were then auctioned on eBay, often selling for much higher prices than their original cost, sometimes with markups exceeding 2,700%.

## Chatting with your agent!



Give me a list of products that have to do with animals in their names or narratives, along with their product names, original prices, and final prices.



Here is the list of products related to animals in their names or narratives, along with their original prices and final prices:

Needlepoint Ornaments: Original Price \$1, Final Price \$62

Jar of Flowers: Original Price \$2, Final Price \$20

Maine Statutes Dish: Original Price \$0.5, Final Price \$42

Candle Holder: Original Price \$2, Final Price \$12

Flip-Flop Frame: Original Price \$0.59, Final Price \$21.8

Rhino Figurine: Original Price \$1, Final Price \$57

Idol: Original Price \$1, Final Price \$51

...

## Chatting with your agent!



Which product has the highest final price in this list?



The product with the highest final price in the list is the "Wooden Animal," which sold for \$108.50.



RECOGNITION

ENERGY

70



Summarize the narrative of Wooden Animal. What elements and emotional tones does it have?



The narrative of “Wooden Animal” tells the story of a young woman who had planned to go on a spring break trip to Cabo with her boyfriend Brandon, saving up her tip money for the rental car. However, she...

Emotional tones and elements present in the narrative include:

- Betrayal and heartbreak: The protagonist is deeply hurt by Brandon's abandonment and infidelity.
- Disappointment and loneliness: She faces the painful dental surgery alone and feels neglected by those she trusted.
- Resilience and hope: Despite the setbacks, she resolves to pursue her dreams and reclaim her agency.

...

Overall, the story evokes a poignant mix of sadness, disillusionment, and ultimately, strength and optimism.

## Try it yourself!



Write a narrative for a killer whale keychain imitating Wooden Animal's narrative.

# Additional Exercise

## Additional Exercise



Give me a list of all the products, along with their original and final prices, that have a narrative which must contain year(s) indicating the time period(s), not ages, in the narrative



Here is the list of products that have narratives containing years indicating time periods, along with their original and final prices:

- 1 Corked Bottle — Original Price: \$0.33, Final Price: \$52
- 2 Toy Bronco, part 3 — Original Price: \$0.50, Final Price: \$38.5
- 3 Mickey Mouse Patch — Original Price: \$1, Final Price: \$23

...

- 36 Sanka Ashtray — Original Price: \$1, Final Price: \$17.79

## Additional Exercise



Among these products that mention year(s) indicating the time period(s), not ages, in the narrative, which one's narrative best suits a killer whale keychain? Provide reasons.



Among the listed products with narratives referencing specific years or time periods, the "Smoking Man Figurine" narrative best suits a killer whale keychain. Here's why:

...



Imitate the narrative of Smoking Man Figurine and write a narrative for a killer whale keychain.



This little killer whale keychain never starred in a blockbuster ocean documentary. But it almost did.

Back in 1994, during a family road trip up the Pacific coast, my aunt found this keychain tucked inside a small souvenir shop in Monterey Bay. She had always been fascinated by marine life, especially the majestic orcas, and she wanted a keepsake that captured their spirit.



As she held it in her hand, she imagined the stories this little whale could tell—of breaching waves, misty dawns, and the deep bonds of pod life. It wasn't just a trinket; it was a symbol of wild freedom and mysterious intelligence that had captivated generations.

She told me once, "This keychain could be from the 1960s, the 1980s, or even the early 2000s—it doesn't matter. It carries the echo of the ocean, the call of the wild, and the warmth of family ties."

I like to think that this little orca has witnessed countless adventures, from foggy harbors to bustling city streets...

## Group Project (20%)

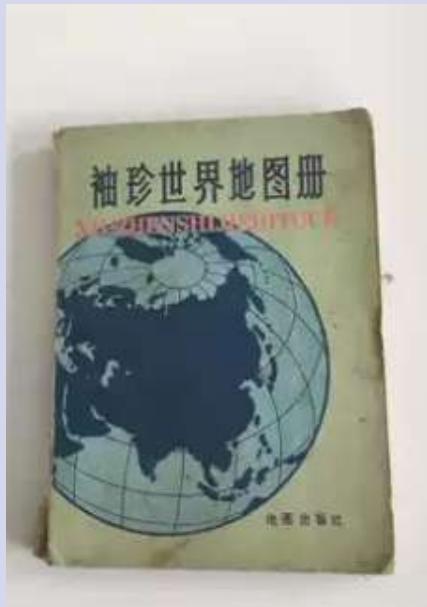
Choose **one** of the following items and craft a story for it with the help of AI!

- The story can be in Chinese or English.
- Around 300 words and no more than 500 words.
- You can use any AI to create your story (and **provide details of your AI model with your submission**).
- **Submit all your prompts as well.**
- **Deadline: Jan 16, Friday, 1230 (Class A) 1700 (Class B) 2130 (Class C)**

# Group Project



Empty Bottle



World Atlas



Fuwa Toy  
(2008 Beijing Summer  
Olympic Mascot)



Old Basketball