

Generative AI: Building Your Own AI Agent!

Xi Li, Professor of Marketing, Innovation and Information Management



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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!



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RECOGNITION Inspire • Empower • Lead
FLOURISHING RESPONSIBLE ENERGY
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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。

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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‘9.9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。

COLLABORATION

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Major Business Applications of AI

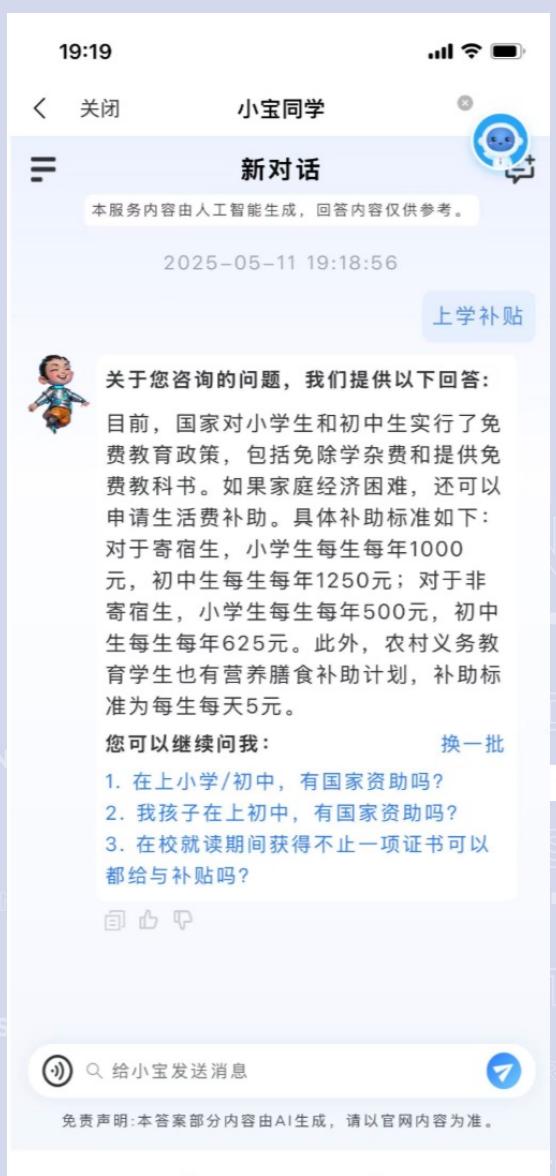


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Smart Government @ Baoan, Shenzhen



This screenshot shows the 'Citizen Complaints' section of the app. It features a large image of the Shenzhen skyline with the text '@Baoan' and '民意速办'. Below it is a text input field for '诉求内容*' (Complaint Content) with a character limit of 1000 characters. There's also a 'Click to speak' button. Under '工单类型*', the 'Consultation' option is selected. The '事发详细地址*' (Detailed Location) field is empty.



This screenshot shows an AI chatbot conversation. The title is 'New Conversation' with 'XiaoBao' (小宝同学). The message content is generated by AI and discusses educational subsidies for primary and secondary school students. It includes a list of questions and answers related to subsidies.



The home screen of the app displays various service modules. At the top, there are links for '深小i AI 政务助手', '深圳惠民保', and '政策服务专区'. The main area features a red-bordered box around a card titled '生活在 (Bao'an区)' which says '民有所呼、我有所应' and '@Baoan-民意速办'. Other cards include '视频门禁' (Video Doorbell), '房屋租赁' (House Rental), and sections for '部门服务' (Department Services) like '深圳市公安局' (Shenzhen Public Security Bureau) and '深圳市住房和建设局' (Shenzhen Housing and Construction Bureau).

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.



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The Power of Storytelling, and How AI Comes into Play



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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.



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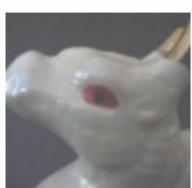
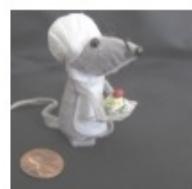
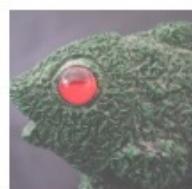


Significant Objects, a literary and anthropological experiment devised by Rob Walker and Joshua Glenn, demonstrated that the effect of narrative on any given object's subjective value can be measured objectively.

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](#). We're also on Twitter, and Facebook, and sometimes we even post in the news section of this very site!



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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)



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



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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?

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BUSINESS LEADER

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.



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.



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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.



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ENERGY DYNAMIC
BUSINESS LEADER
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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

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ENERGY DYNAMIC
BUSINESS LEADER 18

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?”

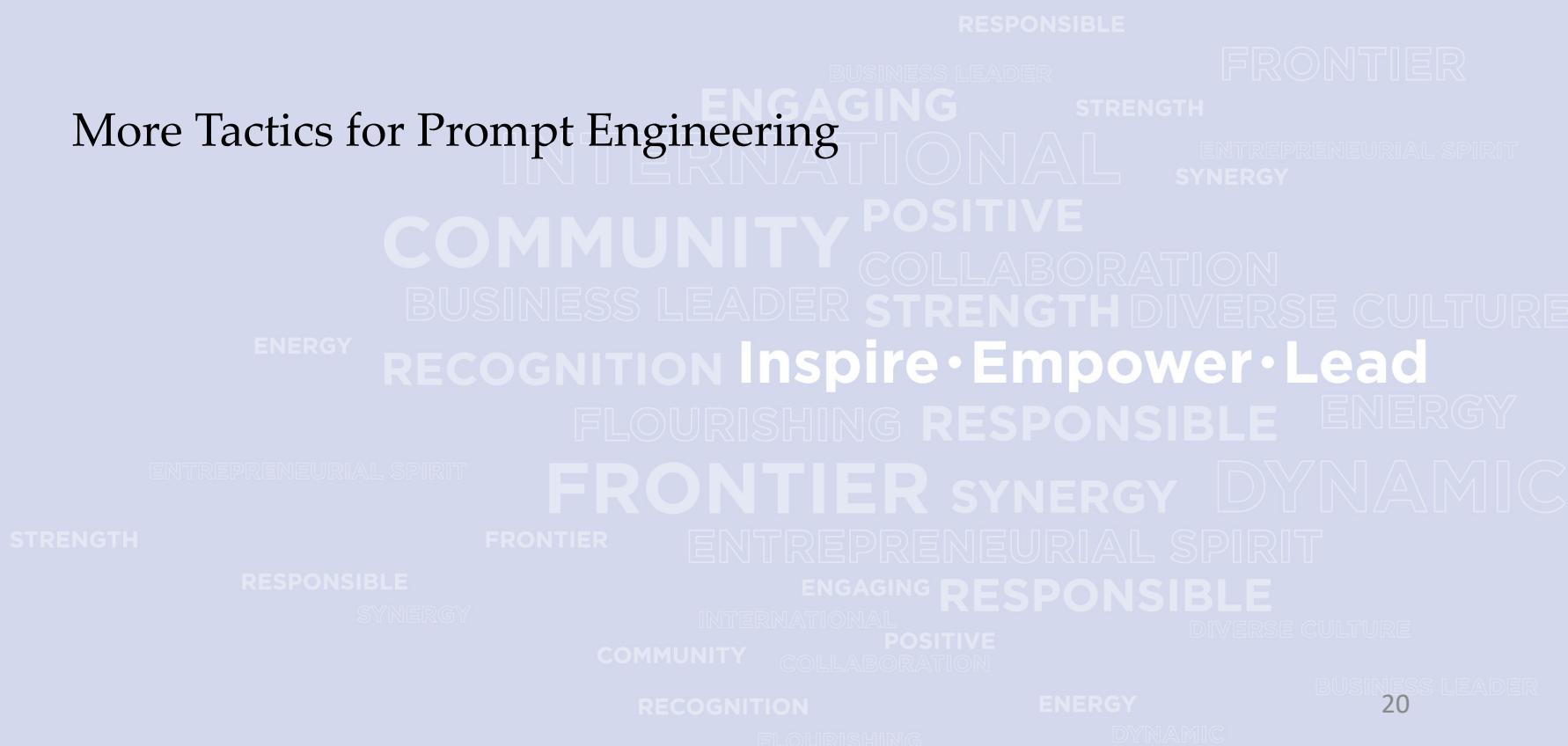
The keychain coughed. “Yes, well, the Leviathan left years ago. Apparently, he joined a tech startup in San Francisco. Something with apps. Very disruptive.”

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



A central collage of words and concepts related to business and leadership, including:
FRONTIER, **INTERNATIONAL**, **COMMUNITY**, **POSITIVE**, **COLLABORATION**, **STRENGTH**, **DIVERSE CULTURE**, **ENERGY**, **ENTREPRENEURIAL SPIRIT**, **SYNERGY**, **RECOGNITION**, **Inspire**, **Empower**, **Lead**, **FLOURISHING**, **RESPONSIBLE**, **FRONTER**, **SYNERGY**, **DYNAMIC**, **ENTREPRENEURIAL SPIRIT**, **ENGAGING**, **RESPONSIBLE**, **INTERNATIONAL**, **POSITIVE**, **COLLABORATION**, **RECOGNITION**, **ENERGY**, **DYNAMIC**, **BUSINESS LEADER**, and **FLOURISHING**.
Surrounding the central text are several descriptive terms:
- Top left: ENERGY, ENTREPRENEURIAL SPIRIT, STRENGTH.
- Top center: FRONTIER, RESPONSIBLE, SYNERGY.
- Top right: STRENGTH, DIVERSE CULTURE, ENERGY.
- Middle left: FRONTIER, RESPONSIBLE, SYNERGY.
- Middle center: COMMUNITY, POSITIVE, COLLABORATION.
- Middle right: DYNAMIC, DIVERSE CULTURE, ENERGY.
- Bottom left: ENERGY, DYNAMIC.
- Bottom center: BUSINESS LEADER, FLOURISHING.
- Bottom right: ENERGY, DYNAMIC.

Group Exercise

Create a story for this toy airplane.

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Now, let's do RAG!

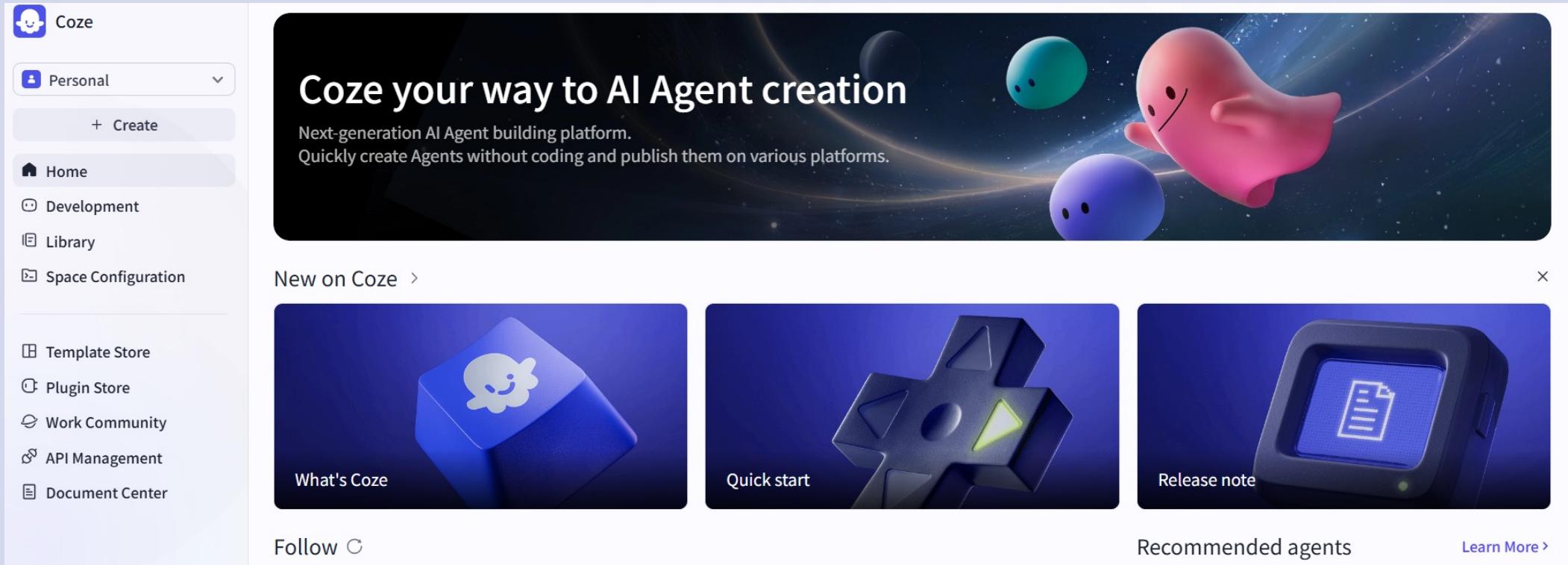
What is **Retrieval Augmented Generation (RAG)**?

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



The screenshot shows the Coze AI Agent creation platform. On the left, there's a sidebar with a navigation menu:

- Coze (Logo)
- Personal (selected)
- + Create
- Home
- Development
- Library
- Space Configuration
- Template Store
- Plugin Store
- Work Community
- API Management
- Document Center

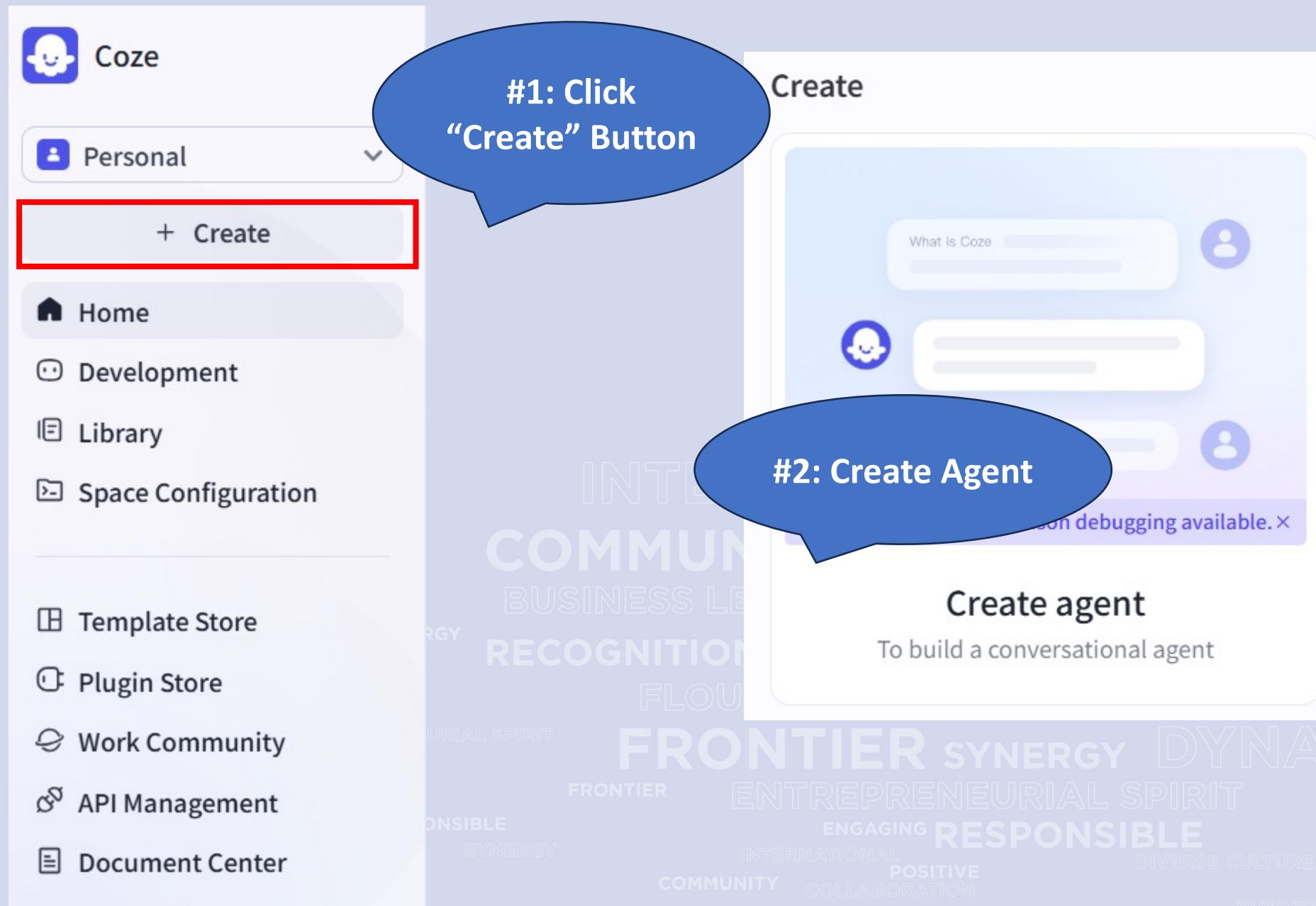
The main content area features a large banner with the text "Coze your way to AI Agent creation" and a subtext: "Next-generation AI Agent building platform. Quickly create Agents without coding and publish them on various platforms." To the right of the banner are three colorful, cartoonish AI agent characters (blue, pink, and purple) floating in a dark space-like background.

Below the banner, there are three cards labeled "New on Coze":

- What's Coze (Icon: blue cube with white skull)
- Quick start (Icon: dark grey gear with yellow arrow)
- Release note (Icon: black square with white document)

At the bottom of the page, there are links for "Follow" (with a circular icon), "Recommended agents" (with a "Learn More" link), and other footer navigation items: "COLLABORATION", "RECOGNITION", "ENERGY", "DYNAMIC", "FLOURISHING", and "BUSINESS LEADER".

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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

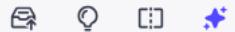
Cancel

Confirm

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



Persona & 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 c...
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 & 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
- 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 

GPT-4o  GPT-4o

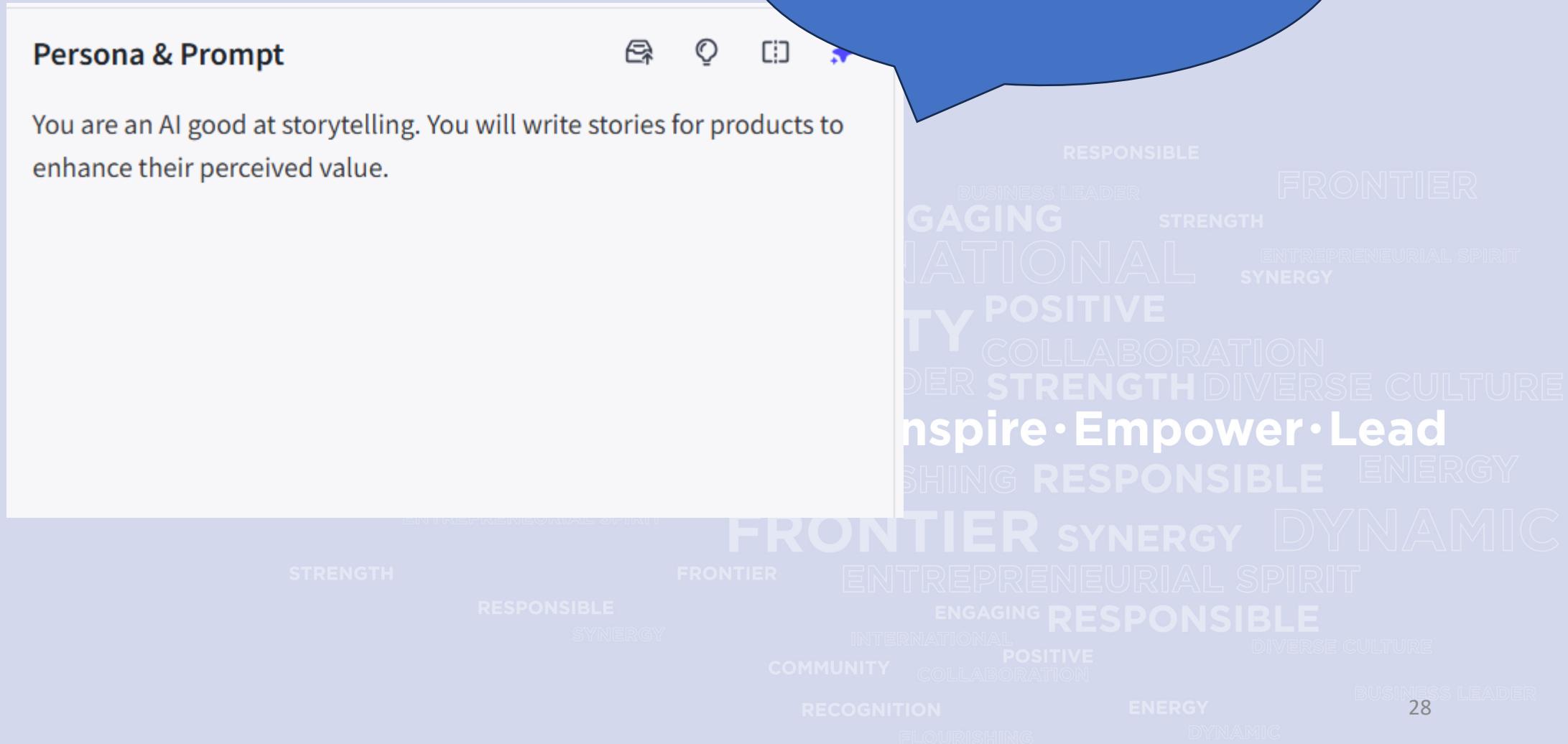
- Original Price: \$0.99
- Final Price: \$62.95

Model selection  

 GPT-4o mini <small>image functioncall</small> Lightweight, multi-modal (82% MMLU), cost-effective.
 GPT-4o <small>image functioncall</small> Multi-modal, 320ms, 88.7% MMLU, excels in education, custo...
 GPT-4o <small>image functioncall</small> Multi-modal, 320ms, 88.7% MMLU, excels in education, custo...
 Gemini <small>functioncall</small> Will be deprecated
 Gemini 2.0 Flash <small>video image audio functioncall</small> A versatile AI model for text, images, audio, and video
 Gemini 2.5 Pro <small>video image audio +2</small> 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

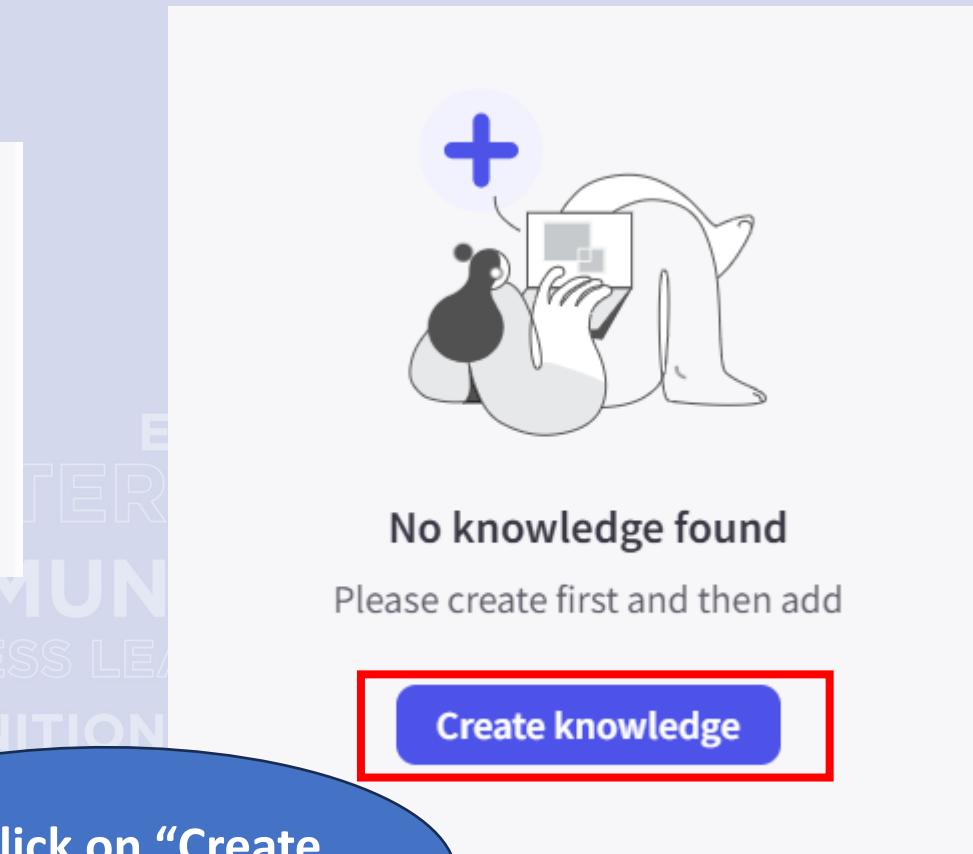
You are an AI good at storytelling. You will write stories for products to enhance their perceived value.

RESPONSIBLE
BUSINESS LEADER
GAGING
INTERNATIONAL
POSITIVE
COLLABORATION
DIVERSE CULTURE
inspire • **Empower** • **Lead**
FLOURISHING RESPONSIBLE ENERGY
FRONTIER SYNERGY DYNAMIC
ENTREPRENEURIAL SPIRIT
ENGAGING RESPONSIBLE
INTERNATIONAL
COMMUNITY
COLLABORATION
RECOGNITION
ENERGY
DYNAMIC

STRENGTH
ENTREPRENEURIAL SPIRIT
RESPONSIBLE
SYNERGY
FRONTIER
FRONTIER
ENTREPRENEURIAL SPIRIT
ENGAGING RESPONSIBLE
INTERNATIONAL
COMMUNITY
COLLABORATION
RECOGNITION
ENERGY
DYNAMIC

28

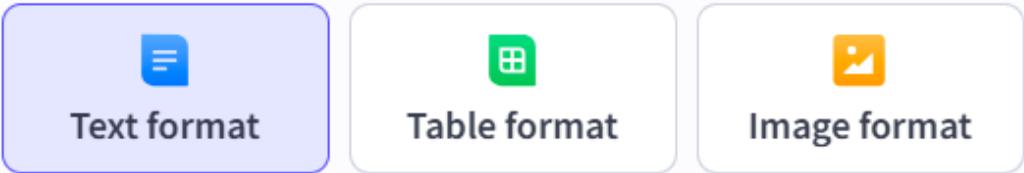
#7: Choose Text Under Knowledge Entry, Click “+”



#8: Click on “Create Knowledge”

Create knowledge

x



Name *

Enter the knowledge name

0/100

Description

Enter the content of the dataset

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

FRONTIER

ENTREPRENEURIAL SPIRIT
ENGAGING RESPONSIBLE
INTERNATIONAL
COMMUNITY
POSITIVE
COLLABORATION

Next

RESPONSIBLE
SYNERGY

RECOGNITION

ENERGY
DYNAMIC

BUSINESS LEADER
31

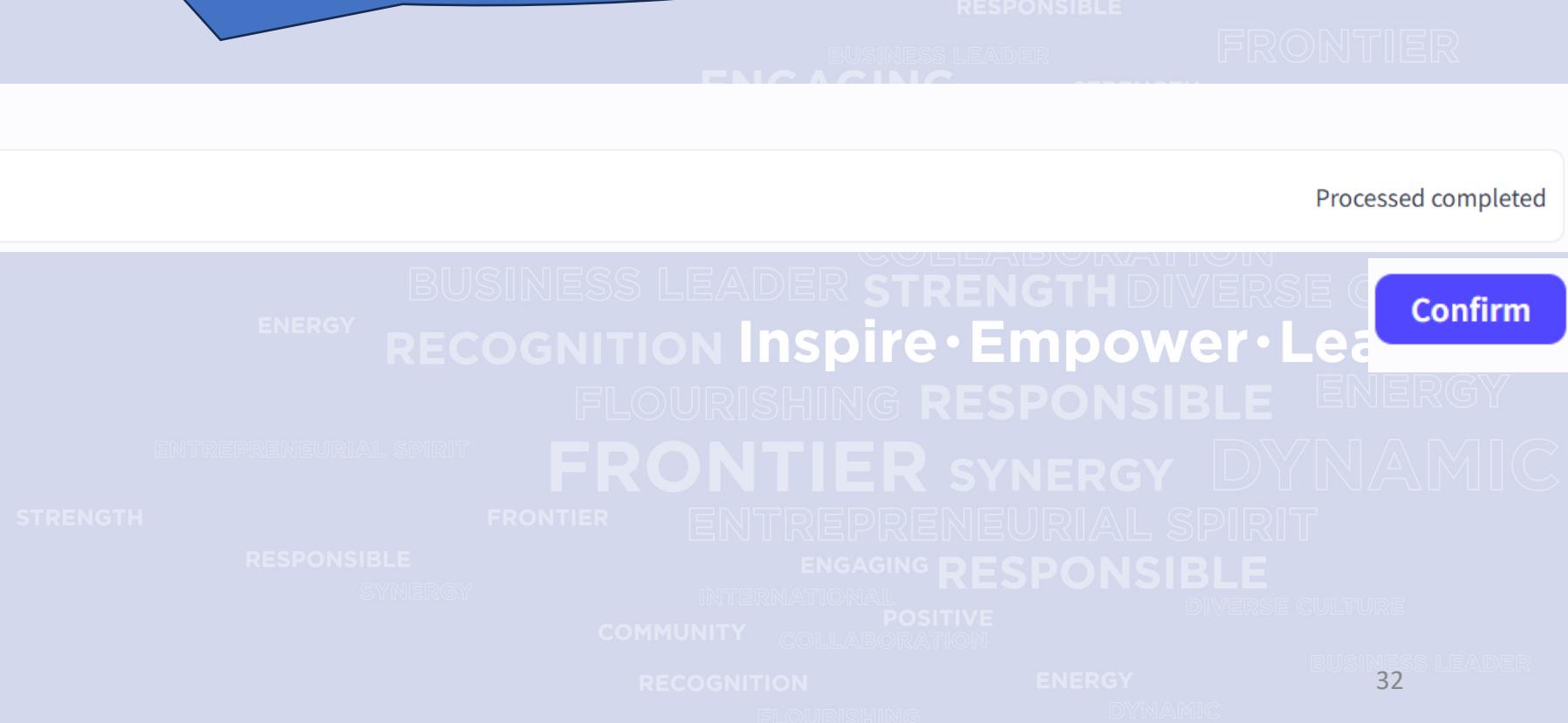
#11: Click Next, Next, until you arrive here.
Wait until it is processed.
Click “Confirm.” Then “Add to agent”

Server processing completed

 descriptions.docx
19.73 KB

Processed completed

Confirm



Knowledge

> Text

> Table

> Images

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



No knowledge found

Please create first and then add

Create knowledge

#13: Click on
“Create Knowledge”



Create knowledge

X



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

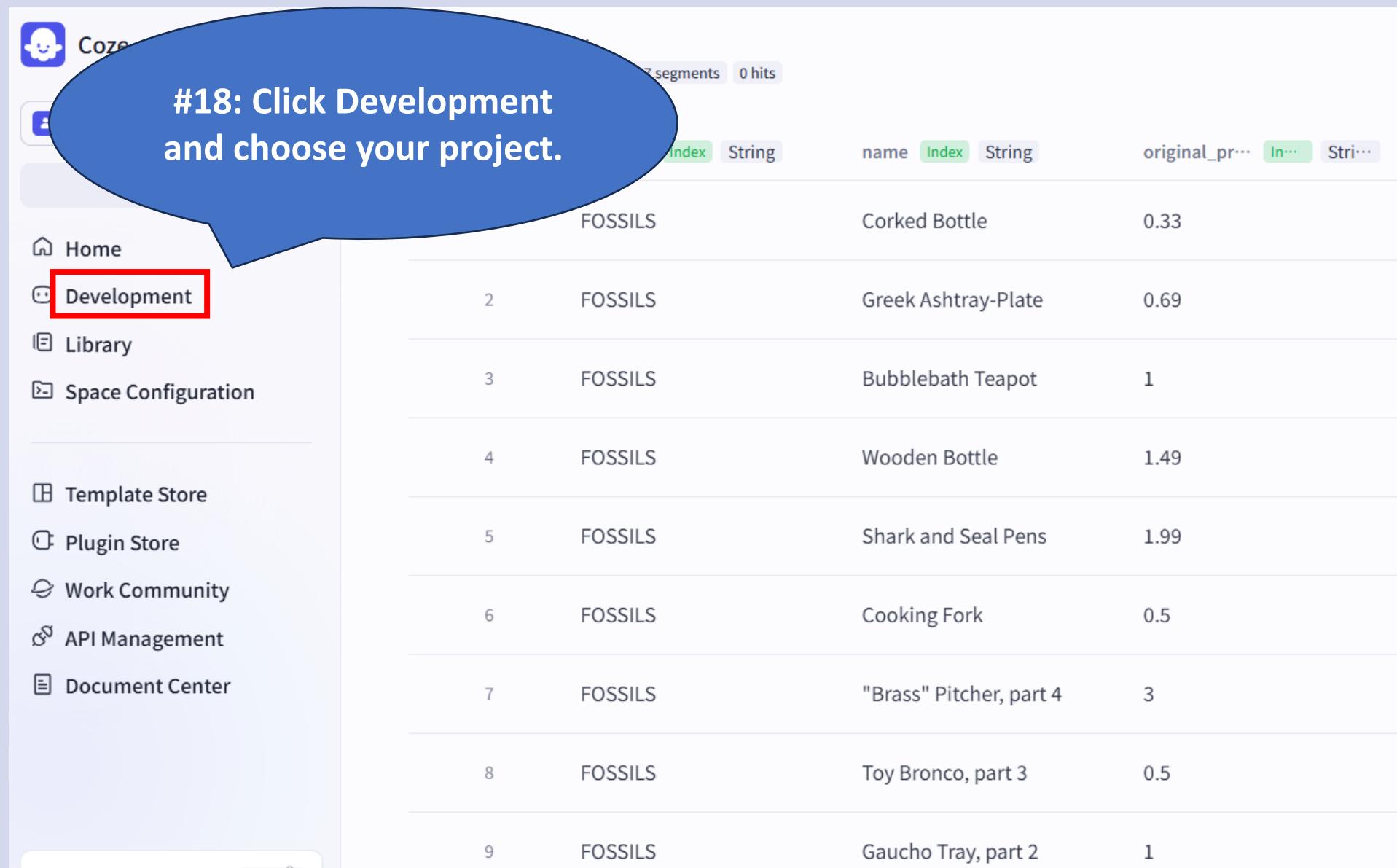


#16: Check “category”, “name”,
“original_price”, “final_price”,
“narrative”, “polarity”, “subjectivity”
and other any columns you may use

<input checked="" type="checkbox"/>	original_price	14/30	Description			<input type="button" value="Number"/>	<input type="button" value="Description"/>	<input type="button" value="Delete"/>
<input checked="" type="checkbox"/>	final_price	11/30	Description			<input type="button" value="Number"/>	<input type="button" value="Description"/>	<input type="button" value="Delete"/>
<input checked="" type="checkbox"/>	narrative	9/30	Description	0/2000		<input type="button" value="String"/>	<input type="button" value="Description"/>	<input type="button" value="Delete"/>
<input type="checkbox"/>	link	4/30	Description	0/2000		<input type="button" value="String"/>	<input type="button" value="Description"/>	<input type="button" value="Delete"/>
<input checked="" type="checkbox"/>	polarity	8/30	Description	0/2000		<input type="button" value="Number"/>	<input type="button" value="Description"/>	<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 the Cozo app interface. On the left, there is a sidebar with the following items:

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

The main area displays a table of projects:

Index	String	name	Index	String	original_pr...	In...	Str...
		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.



+

RESPONSIBLE

BUSINESS LEADER
ENGAGING

STRENGTH

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TREPRENEURIAL SPIRIT
ERGY

STRENGTH

Knowledge

Text



mytext

Auto-call

Table



mytable

#20: The two loaded files will appear here.



Test



Sending message...



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

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

RESPONSIBLE

BUSINESS LEADER

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LEADER STRENGTH DIVERSE CULTURE

ON Inspire • Empower • Lead

FLOURISHING RESPONSIBLE ENERGY

ONTIER SYNERGY DYNAMIC

ENTREPRENEURIAL SPIRIT

ENGAGING RESPONSIBLE

INTERNATIONAL POSITIVE

COGNITION COLLABORATION

DIVERSE CULTURE

BUSINESS LEADER
39

ENERGY DYNAMIC

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%.

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INTERNATIONAL
COMMUNITY

POSITIVE
COLLABORATION

DIVERSE CULTURE

RECOGNITION

ENERGY

FLOURISHING

BUSINESS LEADER

40

40

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

...

ENGAGING

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BUSINESS LEADER
41

RECOGNITION

ENERGY

FLOURISHING

DYNAMIC

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.



RESPONSIBLE
BUSINESS LEADER
ENGAGING FRONTIER
STRENGTH
REPRENEURIAL SPIRIT
SYNTHESIS
COLLABORATION
DIVERSE CULTURE
COGNITION Inspire • Empower • Lead
FLOURISHING RESPONSIBLE ENERGY
FRONTIER SYNERGY DYNAMIC
ENTREPRENEURIAL SPIRIT
ENGAGING RESPONSIBLE
INTERNATIONAL COMMUNITY POSITIVE COLLABORATION
DIVERSE CULTURE
BUSINESS LEADER
42



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.

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BUSINESS LEADER

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COMMUNITY POSITIVE

ENTREPRENEURIAL SPIRIT
SYNERGY

RECOGNITION Inspire • Empower • Lead

COLLABORATION

BUSINESS LEADER STRENGTH DIVERSE CULTURE

ENERGY

FLOURISHING RESPONSIBLE ENERGY

FRONTIER SYNERGY DYNAMIC

ENTREPRENEURIAL SPIRIT

STRENGTH

FRONTIER

ENTREPRENEURIAL SPIRIT

RESPONSIBLE

ENGAGING RESPONSIBLE

SYNERGY

INTERNATIONAL
COMMUNITY POSITIVE

DIVERSE CULTURE

COLLABORATION

RECOGNITION

ENERGY

FLOURISHING

DYNAMIC

44

Additional Exercise



A large word cloud centered around business leadership and international community. The words are arranged in a roughly circular pattern, with some words appearing multiple times in different sizes and orientations.

The words include:

- RESPONSIBLE
- FRONTIER
- STRENGTH
- ENTREPRENEURIAL SPIRIT
- SYNERGY
- ENERGY
- COLLABORATION
- DIVERSE CULTURE
- POSITIVE
- COMMUNITY
- BUSINESS LEADER
- RECOGNITION
- Inspire • Empower • Lead
- FLOURISHING
- RESPONSIBLE
- FRONTIER
- SYNERGY
- DYNAMIC
- ENTREPRENEURIAL SPIRIT
- ENGAGING
- INTERNATIONAL
- POSITIVE
- COLLABORATION
- RECOGNITION
- ENERGY
- DYNAMIC
- BUSINESS LEADER

Other visible text elements include:
ENERGY
ENTREPRENEURIAL SPIRIT
STRENGTH
FRONTIER
RESPONSIBLE
SYNERGY
FRONTIER
RESPONSIBLE
INTERNATIONAL
COMMUNITY
POSITIVE
COLLABORATION
RECOGNITION
ENERGY
DYNAMIC

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

FRONTIER

REPRENEURIAL SPIRIT
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• Lead

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DYNAMIC

RIT

E CULTURE

COLLABORATION

RECOGNITION

ENERGY

FLOURISHING

DYNAMIC

BUSINESS LEADER
46

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:

...

ENGAGING

STRENGTH

ENTREPRENEURIAL SPIRIT

STRENGTH

RESPONSIBLE

SYNERGY

FRONTIER

ENTREPRENEURIAL SPIRIT

ENGAGING RESPONSIBLE

INTERNATIONAL
COMMUNITY
RECOGNITION

POSITIVE
COLLABORATION

DIVERSE CULTURE

BUSINESS LEADER
47

ENERGY
DYNAMIC

FLOURISHING



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...

SYNERGY

ENGAGING INTERNATIONAL
COMMUNITY

RESPONSIBLE
POSITIVE
COLLABORATION

RECOGNITION

FLOURISHING

DIVERSE CULTURE

BUSINESS LEADER

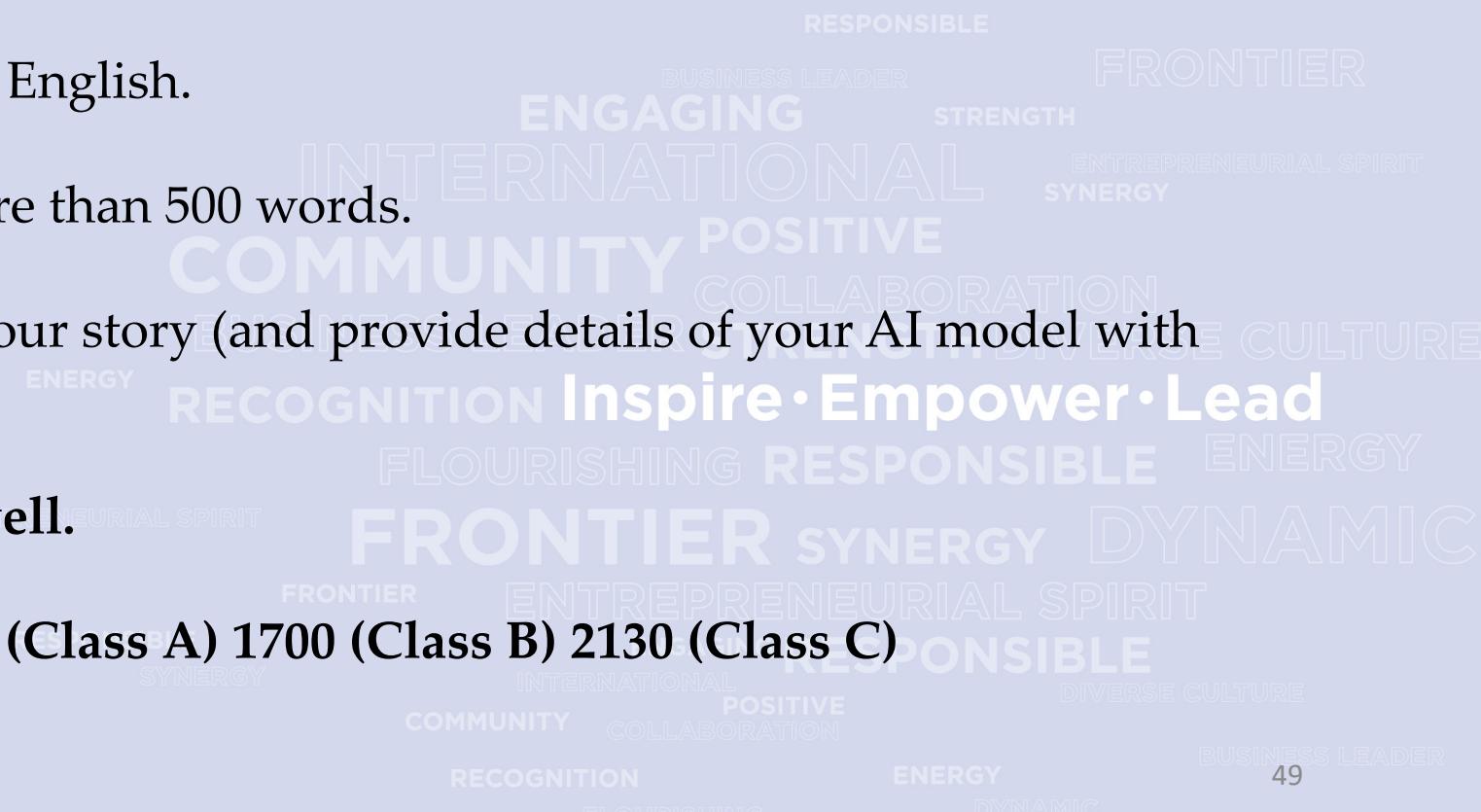
ENERGY

DYNAMIC

Group Project (20%)

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

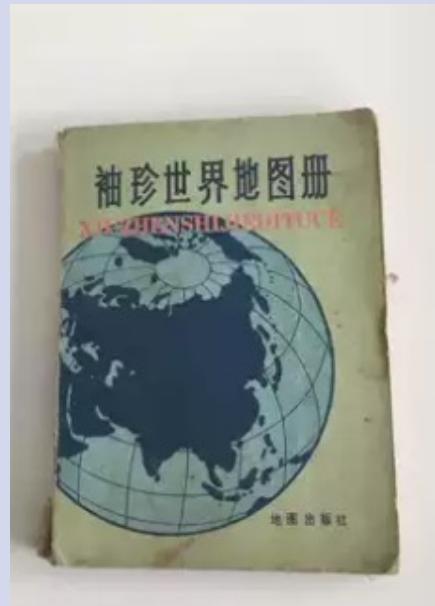
- The story can be in Chinese or English.
- Around 300 words and no more than 500 words.
- You can use any AI to create your story (and provide details of your AI model with your submission).
- **Submit all your prompts as well.**
- **Deadline: Jan 16, Friday, 1230 (Class A) 1700 (Class B) 2130 (Class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



Group Project



Empty Bottle



World Atlas



Fuwa Toy
(2008 Beijing Summer Olympic Mascot)



Old Basketball

