



Conversations with my AI buddy

De Staat van Flevoland

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Conversations with my AI buddy

Hoe werkt het?

**Een gesprek met mijn AI Buddy
Anatomie van een Prompt
AI in jullie organisatie inbedden**

Hoe werkt het?

Abstract

The dominant sequence transduction models are based on complex recurrent or convolutional neural networks that include an encoder and a decoder. The best performing models also connect the encoder and decoder through an attention mechanism. We propose a new simple network architecture, the Transformer, based solely on attention mechanisms, dispensing with recurrence and convolutions entirely. Experiments on two machine translation tasks show these models to be superior in quality while being more parallelizable and requiring significantly less time to train. Our model achieves 28.4 BLEU on the WMT 2014 English- to-German translation task, improving over the existing best results, including ensembles, by over 2 BLEU. On the WMT 2014 English-to-French translation task, our model establishes a new single-model state-of-the-art BLEU score of 41.8 after training for 3.5 days on eight GPUs, a small fraction of the training costs of the best models from the literature. We show that the Transformer generalizes well to other tasks by applying it successfully to English constituency parsing both with large and limited training data.

Attention is all you need!

Link white [paper](#) >

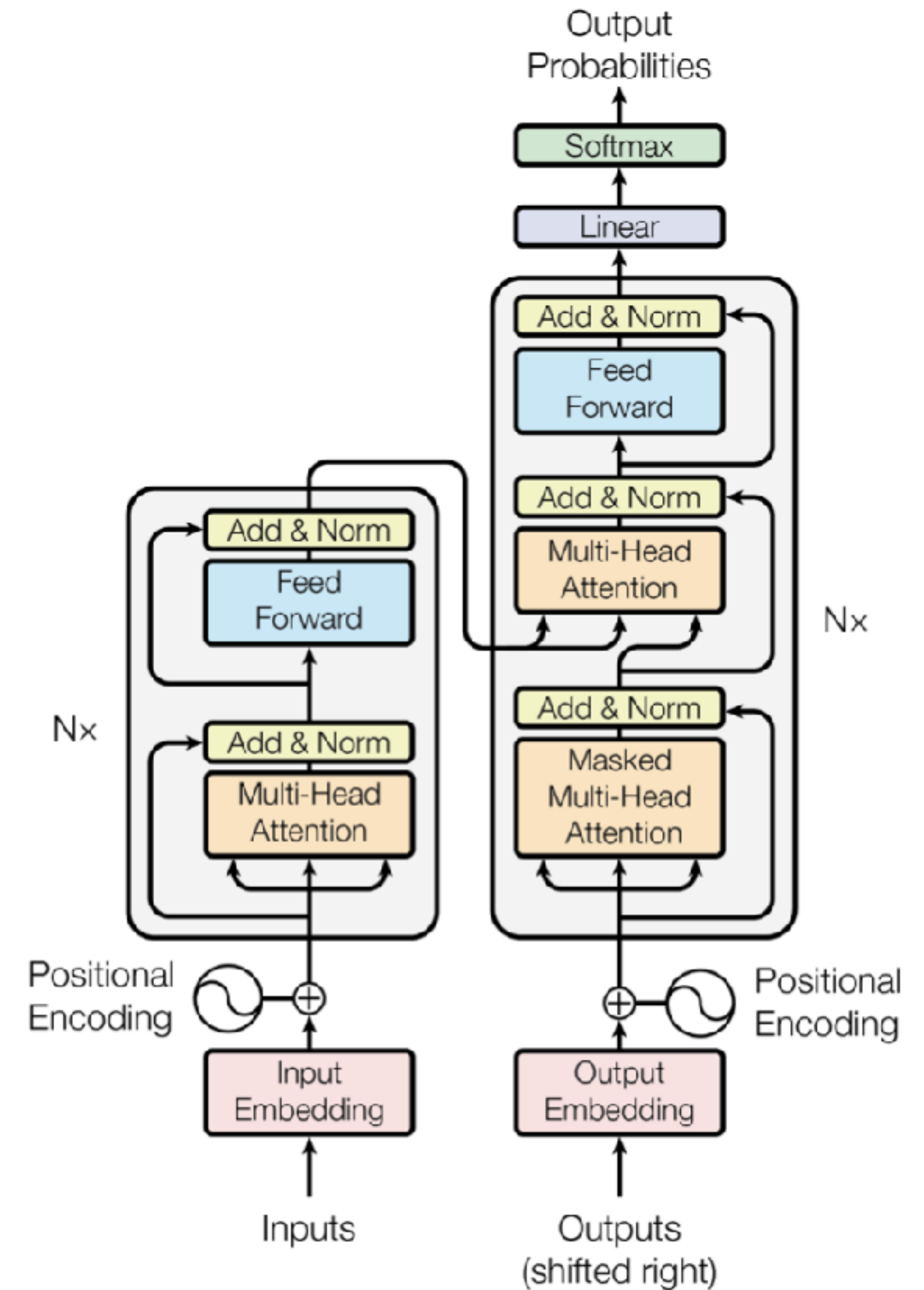


Figure 1: The Transformer - model architecture.

Hoe werkt het?

Encoder = Begrijpen: statistische correlatie tussen de woorden vaststellen

Decoder = creatie: volgende woord voorspellen

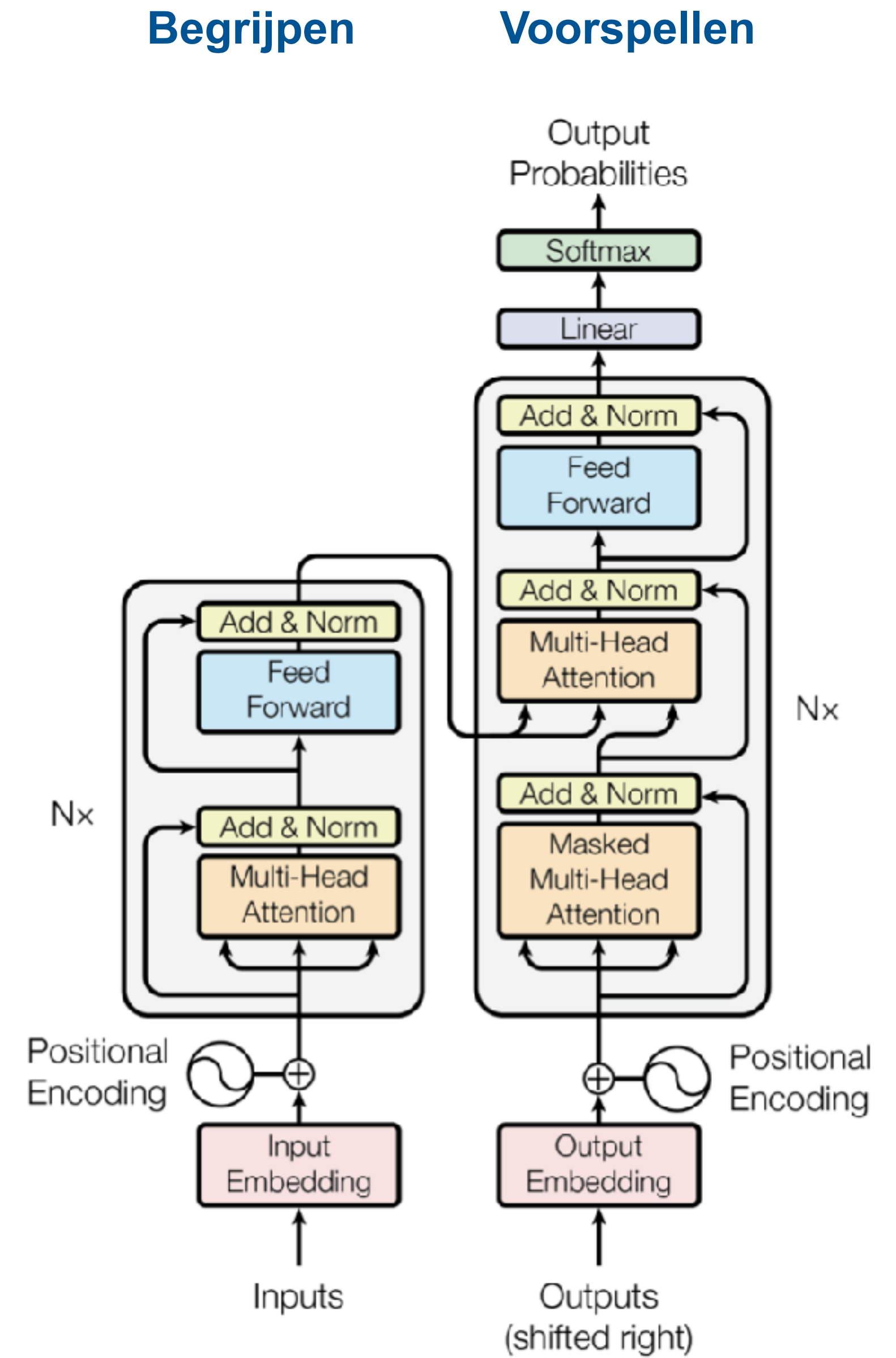
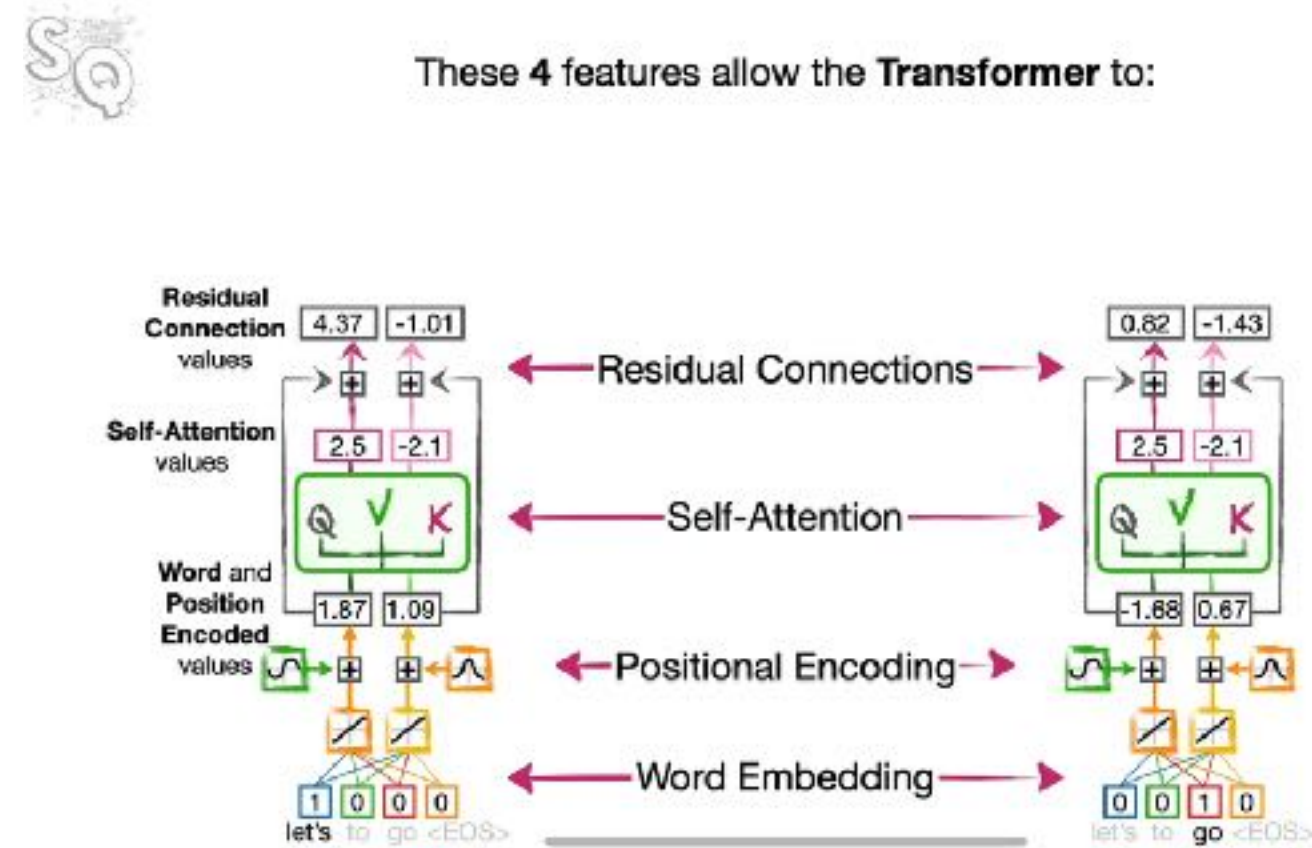


Figure 1: The Transformer - model architecture.

Hoe werkt het?

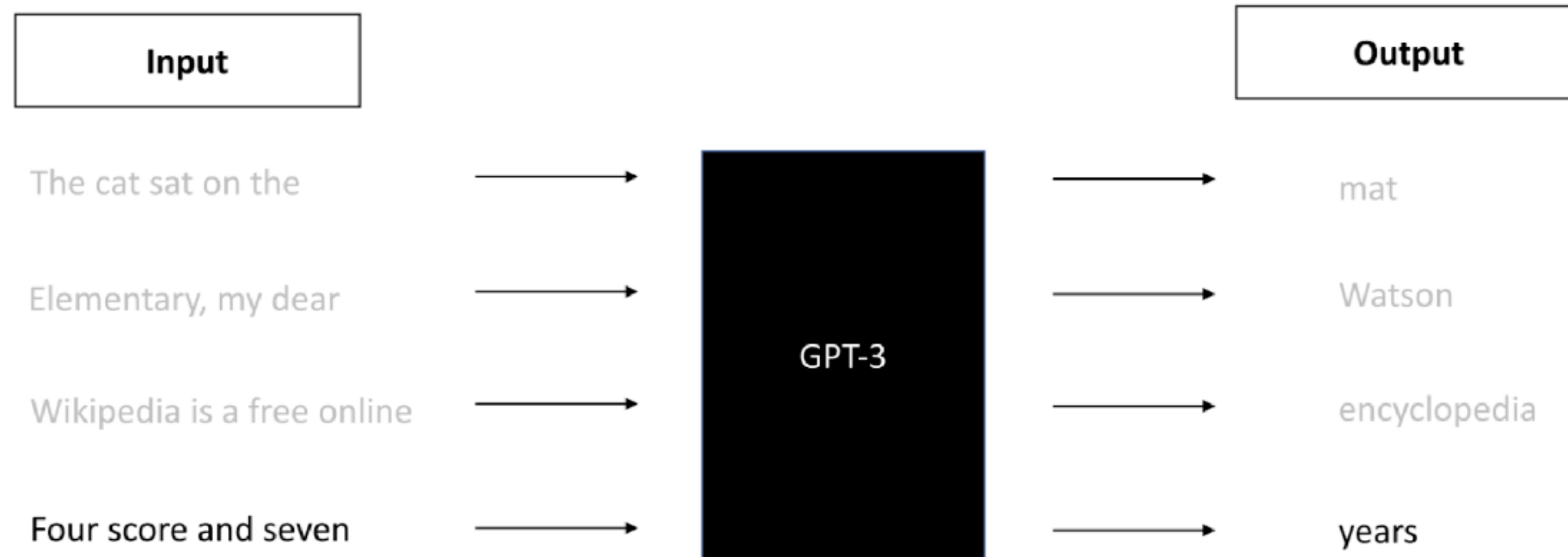


“The neural network learns the statistical relations in text.

In order to become more and more accurate to predict the next word”

Hoe werkt het?

... trained to *predict the next word* in a sentence, using the previous words



Hoe werkt het?

These training sentences were extracted from the Internet and books

Dataset	Quantity (tokens)
Common Crawl (filtered)	410 billion
WebText2	19 billion
Books1	12 billion
Books2	55 billion
Wikipedia	3 billion

<http://arxiv.org/abs/2005.14165>

Hoe werkt het?

“Text is a projection of the world...”

Hoe werkt het?

“... ChatGPT (AI) learns how the world works”

Hoe werkt het?

***Dat noemen we LLM's:
Large Language Models***

Ofwel: taalmodellen

Hoe werkt het?

Text to text

Text to video

Text to code

Text to slides

Text to ...

Text to Action

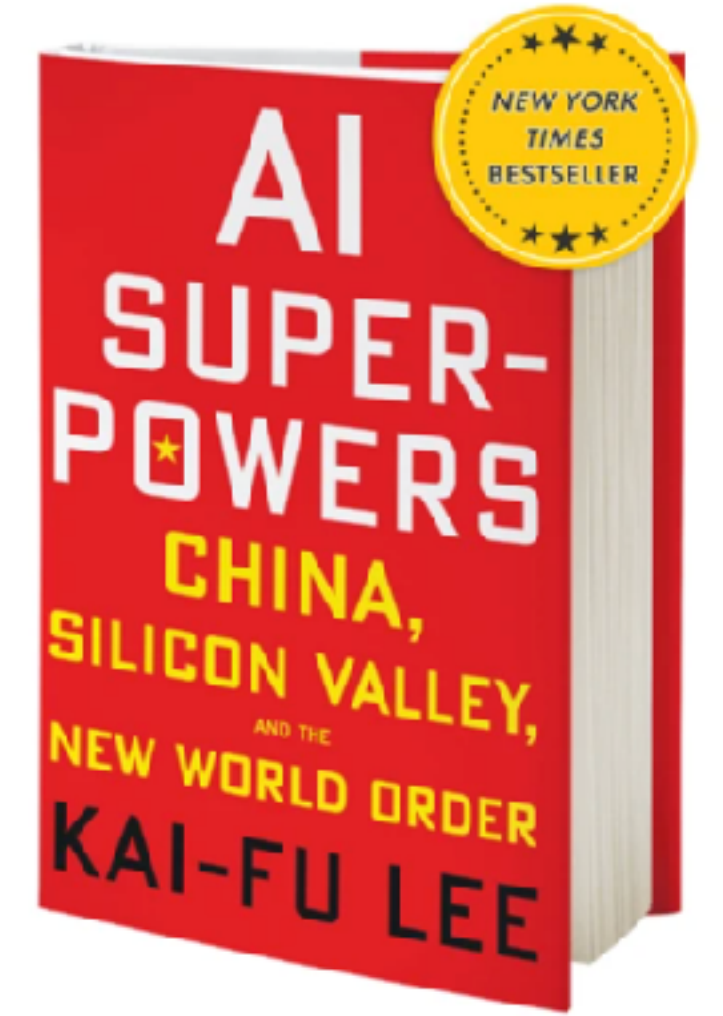
Hoe werkt het?

Rules Based AI vs Neurale Netwerken



*“getraind op
160 miljard
aan video
frames per
seconde”*

Hoe werkt het? 4 waves of AI



Wave	Toepassing
1/ Internet AI	<ul style="list-style-type: none">- YouTube en Facebook feeds- Algorithms van de grote tech spelers- Via labels: 'afgekeken' of 'niet afgekeken'
2/ Business AI	<ul style="list-style-type: none">- trading stocks (projection)- Leningen verstrekken (projection)- Verborgene correlatie in/van data- 'Voorspellen diabetes in een wijk'- Palantir en element AI, Apple Watch
3/ Perception AI	<ul style="list-style-type: none">- AI met ogen en oren- Herkennen objecten- Merging online/offline- 'Pay with your face'- Internet AI in de fysieke wereld- Remote tutoring, in onderwijs
4/ autonomous AI	<ul style="list-style-type: none">- autonomous driving, autopilot Tesla- Cleaning robots- Drones (tuinbouw, ramenwasser)- "Not only understand the world around us, but creates it"

Hoe werkt het?

*Waarom is AI anders dan alle andere technologieën?
(Zoals: boekdrukkunst, stoommachine, elektriciteit)*

Twee redenen:

- 1. AI kan iets nieuws creëren, iets dat er nog niet was**
- 2. AI kan zelf beslissingen nemen**

Hoe werkt het? En het gaat snel



Midjourney version 1 was released in February 2022.

Hoe werkt het? En het gaat snel



Midjourney version 2 - April 12, 2022

Hoe werkt het? En het gaat snel



Midjourney version 3 - July 25, 2022

Hoe werkt het? En het gaat snel



Midjourney version 4 -
November 5, 2022

Hoe werkt het? En het gaat snel



Midjourney version 5 - March 15, 2023

Hoe werkt het? En het gaat snel



Midjourney version 5.1 - May 3, 2023

Hoe werkt het? En het gaat snel



Midjourney version 5.2 - June 22, 2023

Hoe werkt het? En het gaat snel

Midjourney version 6 -
December 21, 2023



1 jaar en 7 maanden







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Anatomie van een Prompt

AI in jullie organisatie inbedden

Een gesprek met mijn AI buddy



Universal Primer

Learn everything about anything

By Siqi ⓘ



Een gesprek met mijn AI buddy



Universal Primer

Learn everything about anything

By Siqi ⓘ

Demo:

“Ik geef straks een talk over AI tijdens De Staat van Flevoland, georganiseerd door de Economic Board Flevoland. Wat zou ik moeten weten over Flevoland om tot een stevige introductie te komen?”

“Welke vragen zou ik van hen kunnen verwachten?”

“Hoe zou Flevoland kunnen toegroeien naar een AI-gedreven economie? Kom met een specifiek advies en de contouren van een plan van aanpak”

Een gesprek met mijn AI buddy



Universal Primer

Learn everything about anything

By Siqi ⓘ

Demo:

“Heb je nog een leuke grap waarmee ik de presentatie kan beginnen, die relatie heeft met het onderwerp en de aanwezigen?”

Een gesprek met mijn AI buddy

Demo:

**Hebben jullie een vraag
voor mijn AI buddy?**



Universal Primer

Learn everything about anything

By Siqi ⓘ



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Anatomie van een Prompt

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De anatomie van een prompt

Een nieuw begrip (?!):

Prompt Engineering


De anatomie van een prompt







The screenshot displays the ChatGPT Plus interface. At the top, there are two buttons for model selection: 'GPT-3.5' (disabled) and 'GPT-4' (active). The 'ChatGPT PLUS' logo is centered. A status message reads: 'GPT-4 currently has a cap of 25 messages every 3 hours.' Below this is a text input field containing 'Dit is de prompt!' and a purple send button. At the bottom, there are settings for 'Web access' (disabled), 'Quick lookup' (disabled), '3 results', 'Any time', and 'Default prompt'.

⚡ GPT-3.5 ✨ GPT-4

ChatGPT PLUS

GPT-4 currently has a cap of 25 messages every 3 hours.

Dit is de prompt! 

 Web access Quick lookup   3 results  Any time  Default prompt 

De anatomie van een prompt



Wat is prompt engineering precies, en geef 5 tips voor een goede prompt.

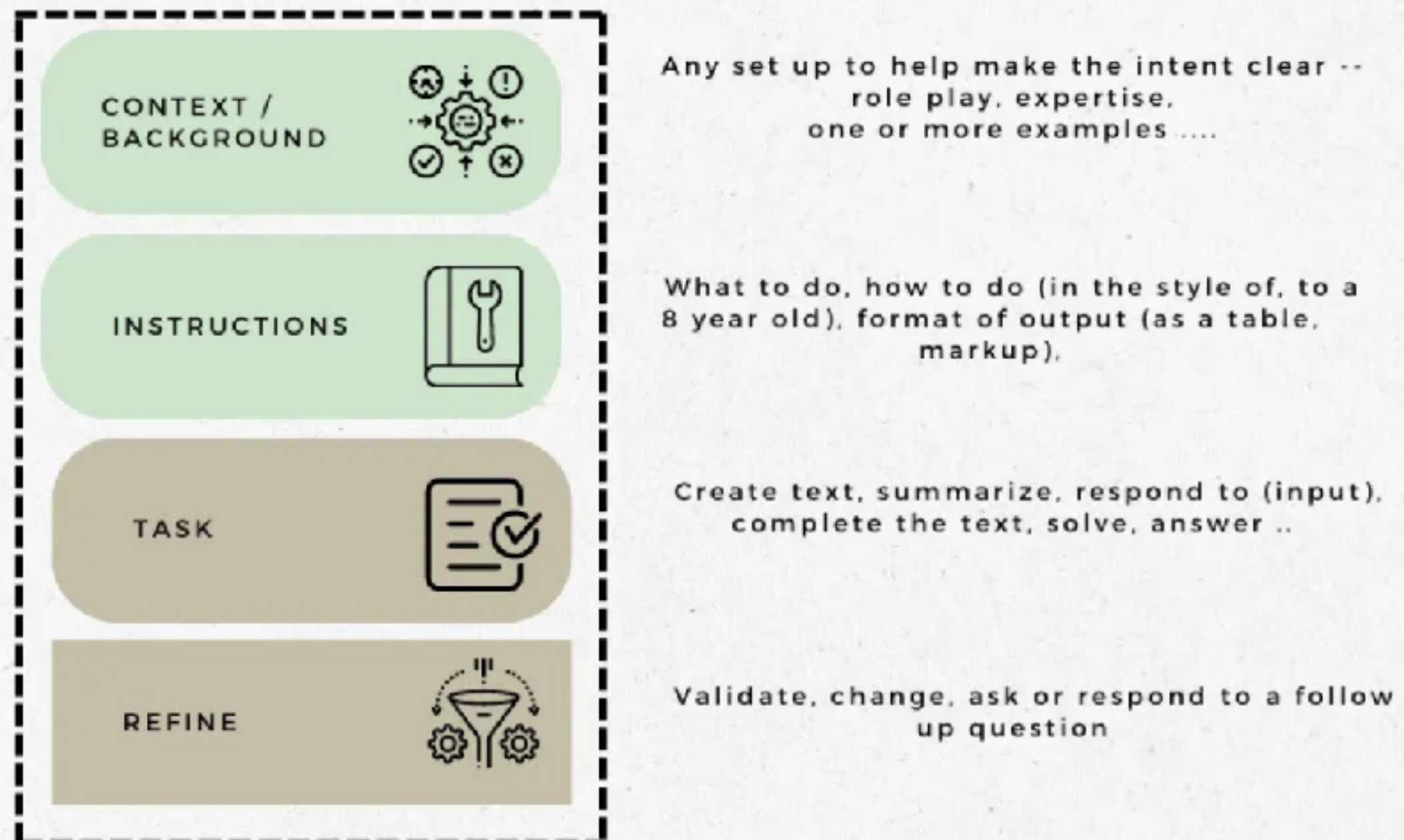


Prompt engineering is het proces van het zorgvuldig formuleren van vragen of instructies om de gewenste informatie of antwoorden te krijgen van taalmodellen, zoals ChatGPT. Het doel is om effectieve prompts te ontwerpen die het model helpen beter te begrijpen wat u zoekt en om nauwkeurige, relevante en informatieve antwoorden te geven.



De anatomie van een prompt

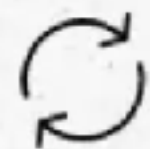
PROMPT CRAFTING ANATOMY OF A PROMPT



De anatomie van een prompt

DESIGNING PROMPTS

PROMPT PART	EXAMPLE 1	EXAMPLE 2
Context	You are an expert nutritionist	You are a friendly and helpful teaching assistant.
Instruction	I want you to provide answers in bullet points	You explain concepts in great depth using simple terms, and you give examples to help people learn. At the end of each explanation, you ask a question to check for understanding.
Task	Create a meal plan for 2000 calories a day	Explain what are fractions.
Output	<ul style="list-style-type: none">• Item 1• Item 2• Item 3	Sure! Fractions are a way of representing a part of a whole. [.....] Does that make sense? Do you have any questions?
Refine	Replace meat with fish	Good answer. Now summarize the answer in one line. Don't say anything else or check for understanding.



iedereen wordt prompt engineer

Act as a.....

CONTEXT /
BACKGROUND



friendly lawyer

linux Terminal

Poet

UX developer

Travel guide

Plagiarism

checker

Advertiser

Manager

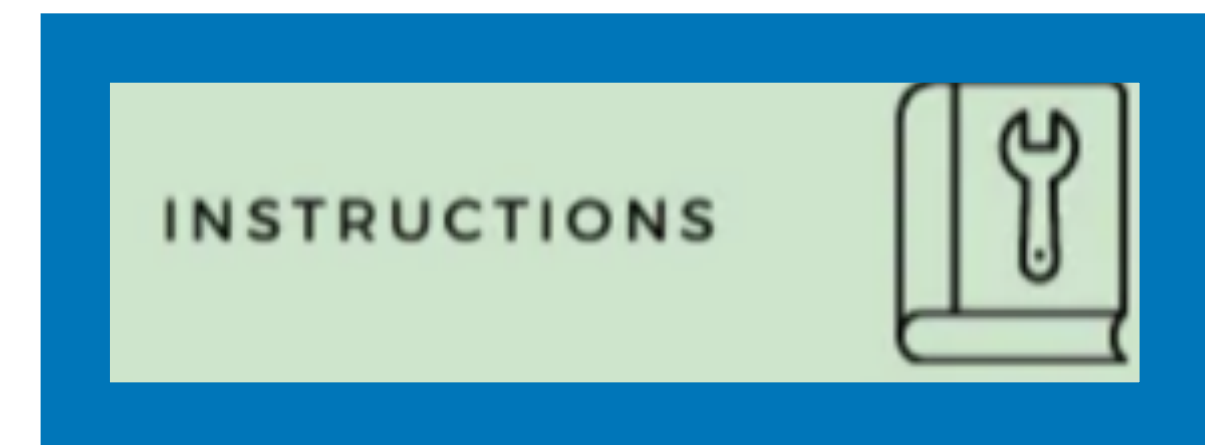
Colleague

Concerned parent

Iedereen wordt prompt engineer

Act as an advertiser

I want you to act as an advertiser. You will create a campaign to promote a product or service of your choice. You will choose a target audience, develop key messages and slogans, select the media channels for promotion, and decide on any additional activities needed to reach your goals. My first suggestion request is "I need help creating an advertising campaign for a new type of energy drink targeting young adults aged 18-30."



GPT en Prompt Engineering in 'alle' IT tools

The image shows a Salesforce interface for editing an email. The top navigation bar includes 'Sales', 'Sales Home', 'Opportunities', 'Leads', 'Tasks', 'Accounts', and 'Contacts'. The main content area is for a contact named 'Mya Williams'. The email being edited is from 'Michelle Jung <michelle.jung@salesforce.com>' to 'Mya Williams' with the subject 'Congratulations on Outscape's Expansion!'. A rich text editor is visible with a toolbar containing options for font face (Salesforce Sans), size (12), bold, italic, underline, strikethrough, bulleted list, numbered list, link, unlink, and insert image. The email body text is: 'Dear Ms. Williams, Please accept my heartfelt congratulations on Outscape's expansion into the US market! As you are aware, Outscape and NTO have enjoyed a fruitful partnership in the European market, which resulted in generating over €10.5 million in revenue. Given our successful collaboration in Europe, we strongly believe that there is an immense opportunity to extend our partnership to the US market. I would be grateful if we could schedule a call to explore potential collaboration opportunities in detail. Please let me know your availability, and I will be happy to coordinate a mutually convenient time.' A 'Send' button is at the bottom left. On the right, the 'Einstein Assistant' sidebar is open, showing a generated email draft that matches the one in the editor. At the bottom of the sidebar, there is a prompt input field with the text '@einstein can you make the email less formal?' and a send button.

Sales Home Opportunities Leads Tasks Accounts Contacts

Contact Mya Williams View Contact

From Michelle Jung <michelle.jung@salesforce.com>

To Mya Williams X

Subject Congratulations on Outscape's Expansion!

Salesforce Sans 12 B I U S List Bulleted List Numbered List Link Unlink Insert Image

Dear Ms. Williams,

Please accept my heartfelt congratulations on Outscape's expansion into the US market! As you are aware, Outscape and NTO have enjoyed a fruitful partnership in the European market, which resulted in generating over €10.5 million in revenue.

Given our successful collaboration in Europe, we strongly believe that there is an immense opportunity to extend our partnership to the US market. I would be grateful if we could schedule a call to explore potential collaboration opportunities in detail.

Please let me know your availability, and I will be happy to coordinate a mutually convenient time.

Send

Einstein Assistant X

OK, here's what I came up with:

Subject: Congratulations on Outscape's Expansion!

Dear Ms. Williams,

Please accept my heartfelt congratulations on Outscape's expansion into the US market! As you are aware, Outscape and NTO have enjoyed a fruitful partnership in the European market, which resulted in generating over €10.5 million in revenue.

Given our successful collaboration in Europe, we strongly believe that there is an immense opportunity to extend our partnership to the US market. I would be grateful if we could schedule a call to explore potential collaboration opportunities in detail.

Please let me know your availability, and I will be happy to coordinate a mutually convenient time.







Warm regards,
Michelle Jung


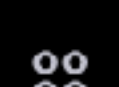
Edit

Ask Einstein

@einstein can you make the email less formal?

Demo

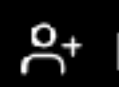


-  ChatGPT 
-  Universal Primer
-  BalaGPT
-  First Principles GPT - ...
-  Decision-Maker Bot...

-  Code Tutor
-  Explore GPTs

Today

LEGO AI Trainer Stadium

Yesterday

-  Refer a friend NEW
-  Add Team workspace
Collaborate on a Team plan
-  Ruben Nieuwenhuis

ChatGPT 4 ▾



How can I help you today?

Brainstorm names

for a non-alcoholic cocktail with Coke and pomegran...

Give me ideas

about how to plan my New Years resolutions

Show me a code snippet

of a website's sticky header

Design a database schema

for an online merch store

 Send a message



1-click prompts | Web access





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Hoe werkt het?

Een gesprek met mijn AI Buddy

Anatomie van een Prompt

AI in jullie organisatie inbedden

AI in jullie organisatie inbedden

Kwartaal 1	Kwartaal 2	Kwartaal 3	Kwartaal 4
Spelen	Leren	Implementeren	Strategisch Inbedden (Ook in producten!)
Ga 2 verschillende AI tools gebruiken voor je werk/workflow.	Ga je productiviteit met 20% laten groeien door AI tools te gebruiken	Implementeer (het gebruik van) AI tools in de processen	Power users, met juiste tools (en abo's)
2 afdelingen / processen	Alle afdelingen	Feedback-loops	Work-as-usual
Inspiratie workshop	Verdieping workshops (Inhoud/metrics koppelen)	User-workshops (Op weg naar power users)	Ga samen met klanten en leveranciers Leren

AI in jullie organisatie inbedden

The screenshot shows the homepage of 'There's an AI for that'. At the top, a red banner prompts users to 'Sign in to save AIs for later (it's free!)'. Below this, the main heading reads 'THERE'S AN AI FOR THAT*' in large, bold, white letters. Underneath the heading, it states '11,618 AIs for 16,604 tasks and 4,847 jobs.' and 'Powered by [Venturekit \(Business plans\)](#).' A search bar is prominently displayed with the placeholder text 'Find AIs using AI' and a search icon. Above the search bar, a notification indicates '407,334 searches today'. Below the search bar, a tagline reads 'The #1 AI aggregator. Updated daily. 2M+ users/mo.' The navigation menu includes '2023', '★ Featured', '🌟 Today' (which is underlined), '📁 Most saved', '📌 Tasks', '📅 Timeline', '★ Get featured', '📁 Job Impact Index', '📣 Influencers', and '👤 C'. Below the navigation menu, there are filters for 'All', 'GPT', 'iOS', 'Android', and 'Chrome', along with a 'New' dropdown menu. At the bottom, a button with a bar chart icon says 'Check out the most popular AIs'. On the left side of the page, there is a vertical list of months from 'NOW' to 'APR' and a list of years from '2023' to '2015'.

Workshop opdrachten

1. Praktische opdracht: **Spelen met AI**
2. Strategische opdracht: **Implicaties van AI**

Opdracht 1

Ga Spelen met AI

- ga naar <https://chat.openai.com/>
- Maak een (plus) account
- begin met prompts:
 1. Vraag advies voor de voorjaarsvakantie
 2. Maak een gedicht voor een vriend of vriendin
 3. Vraag advies voor een werkopdracht (doe net alsof je een McKinsey consultant alles kan vragen)
 4. Maak een business model canvas van jouw organisatie / product (in tabel vorm)

Opdracht 2

Kans en/of Keerzijde?!

- benoem de kansen en keerzijden van AI voor jou organisatie (of team)
- Bespreek deze met degene die naast je zit

PS. Je mag AI gebruiken:)

One more thing: Hoe werkt het?

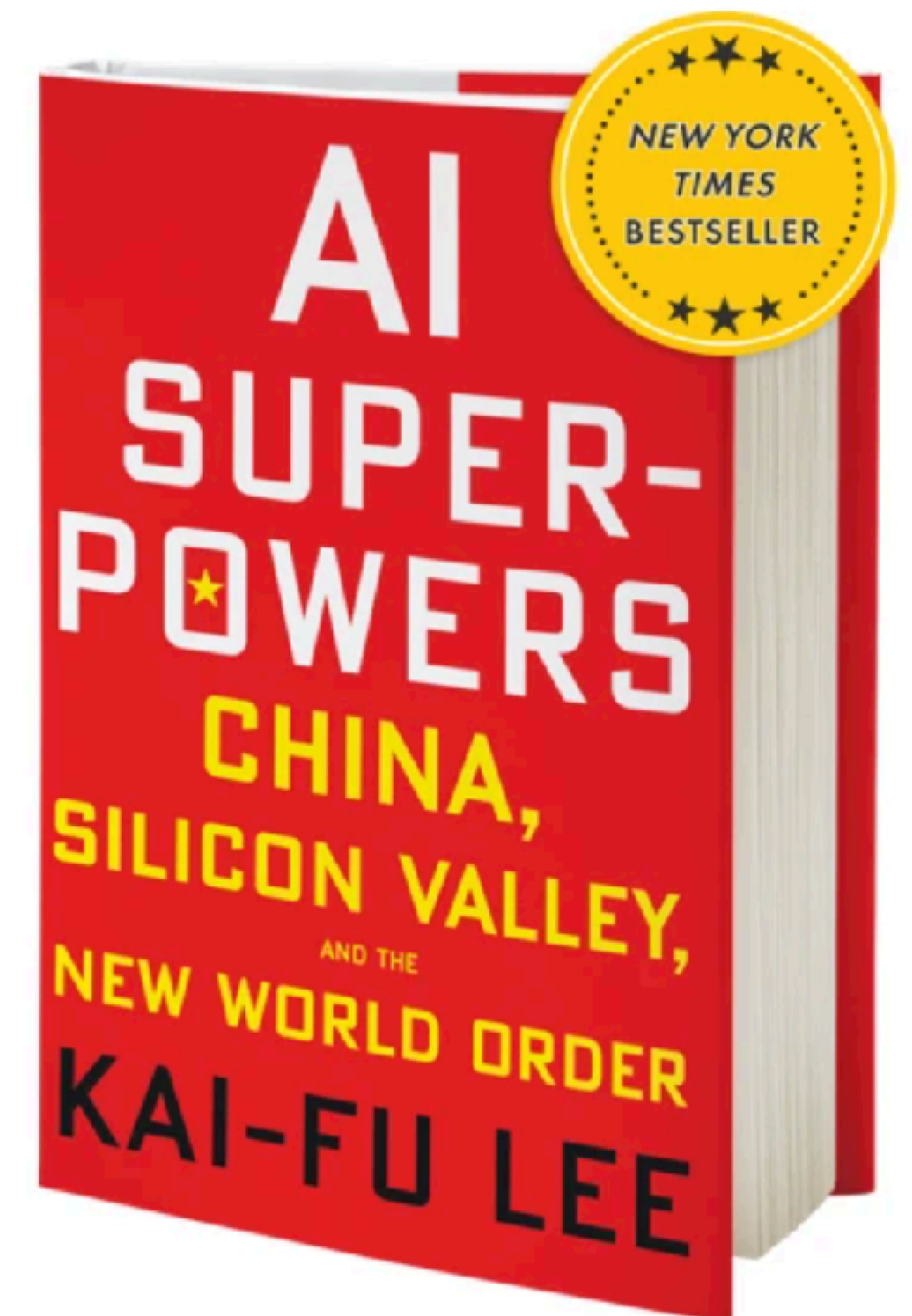
Data + computing power + algorithm engineers

More data is better AI products = more users = more data = better products = more users =

winner takes it all!

AI is de new electricity.

Big data is the oil that powers the generator.

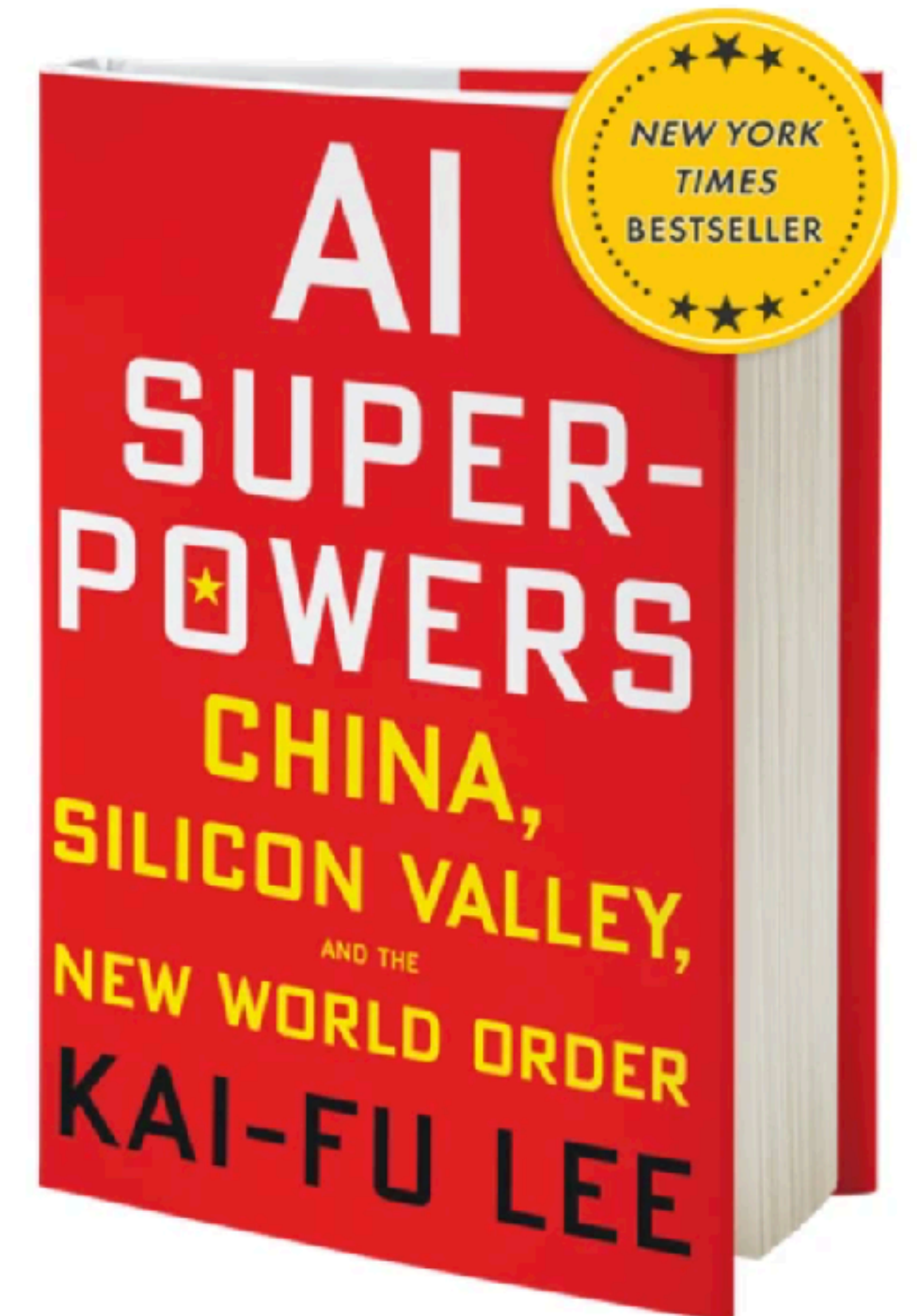


Hoe werkt het?

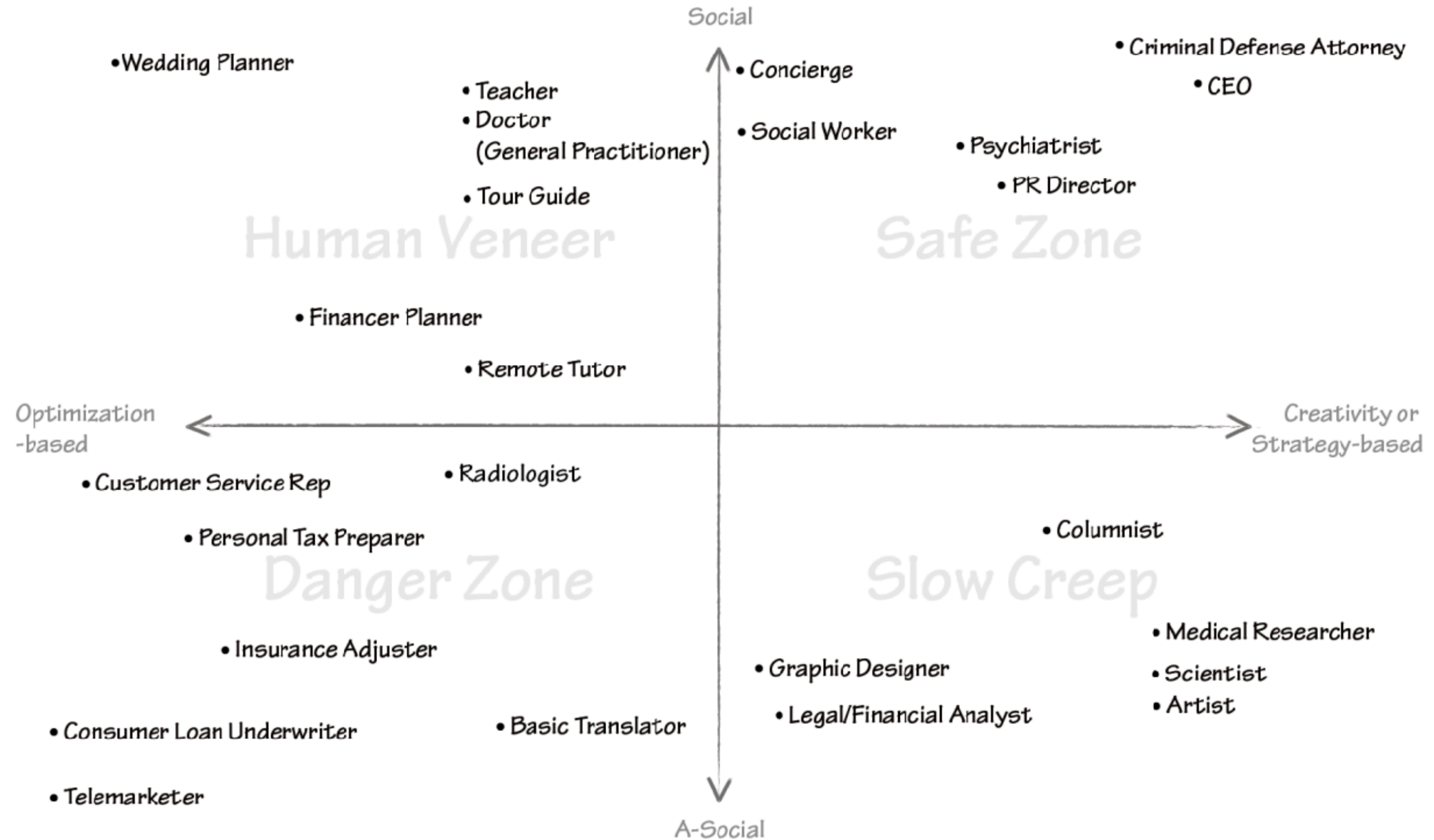
Welk land/regio gaat winnen?

Creating an AI superpower requires 4 main building blocks:

- 1/ abundant data,
- 2/ tenacious entrepreneurs,
- 3/ well trained AI scientists;
- 4/ supportive policy environment



Hoe werkt het? *Invloed op banen*





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rubenswindow@gmail.com



CPTX

Thank you for your attention