How AI can Help SIR

This Presentation will cover:

- How AI works, focusing on ChatGPT

- What others are using it for

- Could it help SIR?

- Who should use it?

- Some examples, hopefully with a live demo

The First AI Chatbot

In 1966, MIT computer scientist Joseph Weizenbaum released ELIZA the first program that allowed some kind of written conversation between humans and machines. But it only rephrased whatever speech input it was given in the form of a question, so regard that as a reflection of the user.

If you told it a conversation with your friend left you angry, it might ask "Why do you feel angry?"

ELIZA built its responses around a single keyword from the user, making for a pretty small reflecting mirror.

Today's chatbots like **ChatGPT** reflect our tendencies drawn from billions of words, a much larger mirror. But the response is still dependent on the inputs, which could be biased or misleading.

What is ChatGPT-3?

ChatGPT-3 is a Large Language Model (LLM) that uses probabilities to understand and generate language.

LLMs are like card counters at a poker table.

They analyze all the words (cards) that have come before and use that knowledge to estimate the probability of what word (card) will most likely come next.

What does GPT stand for?

G = Generative: because it generates human-like text

P = Pre-trained: using text databases from the internet (570 GB) totalling >300 Billion words (up to Sept 2021)

T = Transformer architecture (a type of neural network), generates high-quality responses to a wide range of natural language prompts.

Some Reported uses for ChatGPT-3

- Writing posts for Social Media eg Facebook, LinkedIn, Twitter etc

- Crafting captions for Instagram posts

- Drafting legal documents

- Suggesting layouts for presentations

- Creating or explaining software in different computer languages

- Summarizing or rewriting text passages (in a number of languages)

<mark>NEW:</mark> ChatGPT-4

According to OpenAI, GPT-4 now offers the ability to pass infamously tricky tests such as the Law School Admission Test (LSAT), and the Master Sommelier theory examinations.

According to reports, OpenAI's terrifying invention scored a hefty 92% on the introductory Court of Master Sommelier test, 86% on the Certified Sommelier exam and 77% on the Advanced Sommelier exam.

GPT-4 also scored an impressive 163 on the LSAT, a sufficient score to gain entry to a top 20 law school in the US.

Extract from 'The Drinks Businesss' 3/15/23

How could using ChatGPT benefit SIR?

Example: supporting marketing efforts to attract new members:

- Suggest topics and content for Promotional literature
- Review how exercise and social contacts can improve the quality of life for (active) seniors
- Write promotional literature based on the results of the review to focus on attracting different target audiences (personae)
- Create quotes from the review as supporting statements
- Create headlines for emails, webpages, Facebook postings, and more

DALL-E is also Available from ai.com

DALL-E is a generative AI model developed by Open AI that can generate images and art from a text prompt.

Some of my examples include:

"Create an image of several Sirs playing golf on Mars, watched by several roosters"

"Create images of seniors playing golf in the styles of Picasso, Salvador Dali, and Monet"

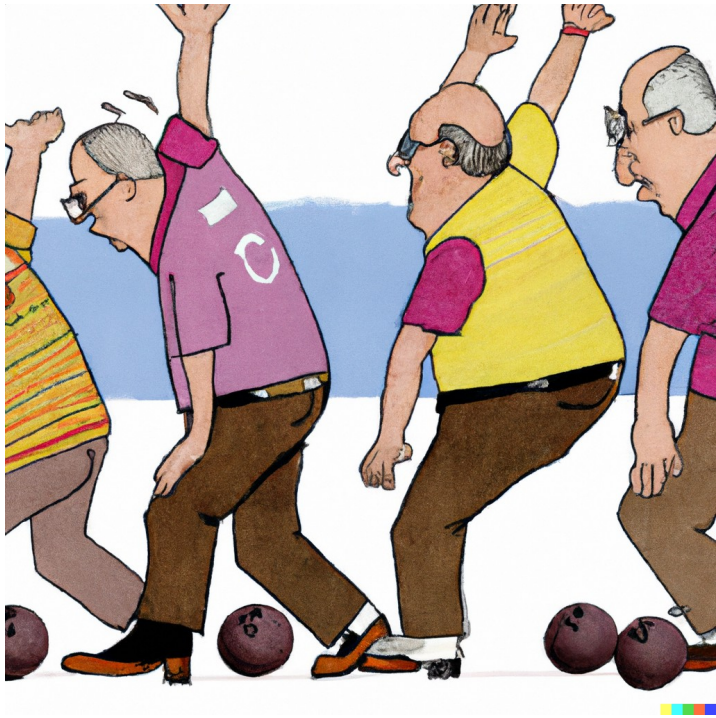"Create images of Sirs bowling, walking, and wine tasting"

My First example

Golf like you've never seen before

Other Activities

How to start using ChatGPT

1. Create an account at **ai.com** – it's free at the moment

2. Login to your account

3. Prompt ChatGPT with your question. There is an area at the bottom of the screen for typing your prompt.

4. As soon as you hit 'Enter' the process starts, so if you want to put a space between part 1 of your prompt and any other input, use '**Shift + Enter**' instead. You might be asking ChatGPT to rewrite a document in a more friendly tone, for example, and will probably copy & paste the relevant text into the prompt. Just don't use 'Enter' to create some space!

Use ChatGPT effectively

It is for exploration, not instant productivity and for brainstorming, not truth-seeking

Start with a good prompt! Better questions mean better output

- Be clear and concise: Your prompt should be brief and to the point.

- Give a detailed example: "Can you suggest some tips for organizing a small closet with limited space"

- Use specific language: "Give me a brief overview of the latest electric car models"

*** Remember: ChatGPT was trained with text written before Sept 2021***

ChatGBT does NOT think for itself!

Once we see chatbots as big **prediction engines** using online data — rather than intelligent machines with their own ideas — things get less spooky.

Remember that we see our online selves predicted back at us.

Now for a Demo of ChatGPT-3