



ARTIFICIAL INTELLIGENCE (AI)

Summary

This document contains all the texts and images of the course Artificial Intelligence. However, many learnings are based on videos or links that are not detailed in the document.

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AI – Artificial Intelligence



AI encompasses a variety of technologies that allow computers and machines to simulate human cognitive functions. This includes the ability to learn from experience, understand and respond to natural language, and make informed decisions based on data.

AI is only limited by your own creativity. In this course, we will discover and master the best AI-related productivity tools.



Module 1 Introduction

A short introduction to Artificial Intelligence



Module 2 ChatGPT

ChatGPT is the current industry leader.
How to use it?



Module 3 Perplexity

Launched in 2022, Perplexity is a new actor on IA.



Module 5 Other IA

There is an AI for every task that increases your productivity.



Module 6 Conclusion

Economic and Societal benefits of IA.
Ongoing challenges and future.

Module 4 CoPilot

Copilot is AI-powered assistant of Microsoft.

Content

MODULE 1 – INTRODUCTION.....	3
WHAT IS AI?	3
AND NOW?	3
MODULE 2 – CHATGPT.....	3
WHAT IS CHATGPT?	3
WHAT SHOULD I USE CHATGPT FOR?	4
MODULE 3 – PERPLEXITY	4
WHAT IS PERPLEXITY?.....	4
WHAT SHOULD I USE PERPLEXITY FOR?.....	4
MODULE 4 – COPILOT	5
WHAT IS COPILOT?	5
WHAT SHOULD I USE COPILOT FOR?	5
MODULE 5 – OTHER AI	5
GENERATING PROMPTS	5
GOOGLE GEMINI AND CHATGPT	6
IMAGES	6
FUTUREPEDIA	6
MODULE 6 – CONCLUSION.....	6
BENEFITS.....	6
CHALLENGES.....	7
EXERCICES.....	7

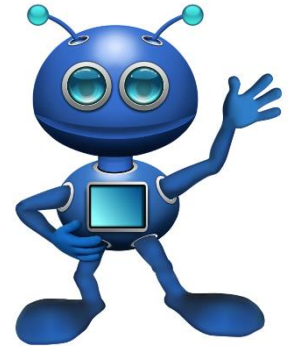
Module 1 – Introduction

WHAT IS AI?

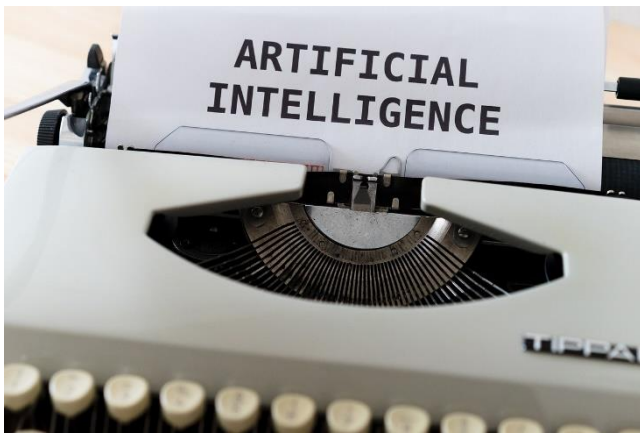
Even AI researchers have no exact definition of AI. The field is rather being constantly redefined when some topics are classified as non-AI, and new topics emerge.

In general, Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are designed to think, learn, and solve problems autonomously. AI systems can perform tasks that typically require human intelligence, such as understanding natural language, recognizing patterns, making decisions, and adapting to new information.

Let's introduce some of the concepts of AI with this short video.



AND NOW?



increase your productivity. Let's have AI works for you.

Knowing this, it is normal to wonder: Will a robot take my job? How is artificial intelligence likely to change my job in the next ten years? Where are AI technologies being used right now and where will they come next?

AI can help businesses in numerous ways across various functions. Here are some key areas where AI is making a significant impact: customer service, support, marketing and sales, data analysis, decision making, operations, productivity, human resources and so much more.

We will explore in the next modules the main tools that can

Module 2 – ChatGPT

WHAT IS CHATGPT?

[ChatGPT](#) is an advanced AI chatbot developed by OpenAI, launched on November 30, 2022. It is designed to engage in human-like conversations and perform a variety of tasks, such as answering questions, composing essays, writing code, and generating creative content.



ChatGPT

The "GPT" in ChatGPT stands for "Generative Pre-trained Transformer," which refers to the underlying architecture that processes and generates text based on input prompts. Let's have a short introduction with the video.

WHAT SHOULD I USE CHATGPT FOR?

Using ChatGPT for your business can be a powerful way to enhance customer engagement, streamline operations, and boost productivity. Here are some ways you can leverage it:

- **1. Customer Support:** use ChatGPT to handle customer queries, automate responses and email support.
- **2. Marketing:** content creation, blog posts, social media content, newsletters, SEO optimization
- **3. Sales:** lead generation, product recommendations
- **4. Internal Operations:** team collaboration, training, event planning,
- **5. Data Analysis:** report generation, insights & Trends.



Video ChatGPT for beginners 5:29

Module 3 – Perplexity

WHAT IS PERPLEXITY?

[Perplexity](#) is a free AI search engine designed to revolutionize the way you discover information. Ask any question, and it searches the internet to give you an accessible, conversational, and verifiable answer. Think of Perplexity as a research partner, always on the clock, saving you valuable time by providing the precise knowledge you need.



Perplexity is your AI-powered [Swiss Army Knife](#) for information discovery and curiosity. It's not just about answering questions; it's about empowering you to do more—whether you're looking to summarize content, explore new topics, or even get a little creative.

WHAT SHOULD I USE PERPLEXITY FOR?

Whether you're seeking quick answers, conducting in-depth research, or looking for creative inspiration, Perplexity has you covered.

Perplexity provides instant summaries of any article or webpage, sharing the information most relevant to your search. It's perfect for quickly understanding the key points of lengthy documents or getting a concise overview of complex topics. No more clicking on links.

You can use Perplexity in any professional scenario. Here are just a few examples:

- **Financial analysis:** Get summaries of financial reports, market forecasts, and investment strategies.
- **Product management:** Get quick answers to product-related queries, including best practices for development, user research, and market analysis.
- **Legal research:** Quickly find relevant case laws, legal precedents, and summaries of legal documents.
- **Customer support:** Find solutions to common customer issues or draft responses to inquiries.
- **Scripts:** Writing a play or video script? Perplexity can generate dialogue and scenes.
- **Emails and letters:** Draft professional emails or personal letters faster than ever.

Module 4 – Copilot

WHAT IS COPILOT?

Microsoft Copilot is an AI-powered tool developed by Microsoft, designed to enhance productivity across various Microsoft applications. It functions as a conversational interface, enabling users to search for information, generate text such as emails and summaries, and create images based on text prompts.

Copilot is integrated in the search engine Edge and into Microsoft 365 applications like Word, Excel, PowerPoint, Outlook, and Teams, offering features such as document summarization, data analysis, presentation creation, email drafting, and meeting recaps.



WHAT SHOULD I USE COPILOT FOR?

Users can access Copilot through a freemium model, with some features available for free and others requiring a subscription, such as the Microsoft 365 Copilot, which costs \$30 per user per month.

- **1. Integration with Microsoft 365 Apps:**
Support: Works alongside apps like Word, Excel, Powerpoint, Outlook and Teams.
- **2. Data Analysis:** Uses AI to analyze data and visualize it through charts, graphs and dashboards.
- **3. Image Creation:** Create unique images.
- **4. Productivity Tools:** Enhance creativity, streamlines tasks, and helps stay focused with tools integrated into Windows.

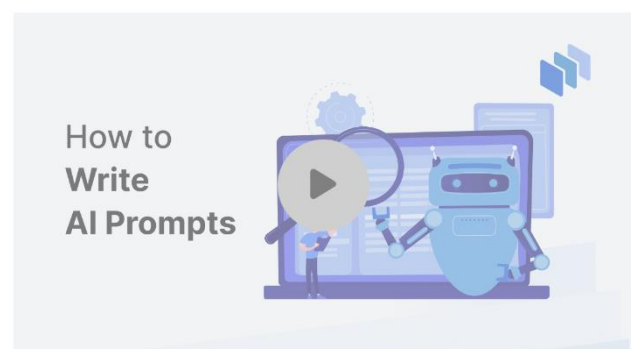
Module 5 – Other AI

GENERATING PROMPTS

The ChatGPT model is a large language model trained by OpenAI that is capable of generating human-like text. By providing it with a prompt, it can generate responses that continue the conversation or expand on the given prompt.

With [Awesome ChatGPT Prompts](#), you will find a variety of prompts that can be used with ChatGPT.

You will find also in this video some methods for writing effective AI prompts.



Don't Use ChatGPT until you watch this video – 13:39

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[Ideogram AI](#) is an advanced artificial intelligence tool designed for image generation. It transforms textual descriptions into visual content, allowing users to create a wide range of images, including realistic photos, artwork, posters, logos, and more. With a free account, you get **10 daily credits** – that's up to 40 images per day.



Futurepia is an online platform that serves as a comprehensive directory for AI tools and applications. It provides users with information about various AI technologies, including their features, use cases, and how to access them.



AI has the potential to drive substantial economic growth and productivity gains across various sectors. It can automate routine tasks, enhance decision-making processes, and create new job opportunities in emerging fields.

However, realizing these benefits requires careful management of AI's implementation.

CHALLENGES

Artificial Intelligence (AI) presents numerous challenges that developers, researchers, organizations, and society must navigate. Here are some of the key challenges :

- **Quality of data:** AI systems rely heavily on data. Poor quality or biased data can lead to inaccurate predictions and outcomes.
- **Bias andness:** AI systems can perpetuate or even amplify biases present in training data, leading to unfair or discriminatory outcomes.
- **Transparency and Explainability:** Many AI models, especially deep learning models, operate as “black boxes,” making it difficult to understand how they arrive decisions.
- **Ethical Concerns:** The deployment of AI raises ethical questions, such as privacy concerns, job displacement, and the potential for misuse (e.g., surveillance or autonomous weapons).
- **Integration and Implementation:** Integrating AI solutions into existing systems and workflows can be challenging, requiring significant changes in organizational infrastructure. AI development often requires expertise from multiple fields
- **Security and Privacy:** AI systems are vulnerable adversarial attacks, where malicious actors manipulate inputs to deceive models.
- **Regulation and Compliance:** AI technology evolves, so too must regulations. Finding the right balance between innovation and regulation is a challenge governments face.

EXERCICES

You can work with [ChatGPT](#) or [Perplexity](#) and try these prompts.

You can also use the prompts with [Awesome ChatGPT Prompts](#)

- **Event:** Write an invitation for a Christmass party for my enterprise. The event will be on December 8th 17:00 in Lucban. Family is invited. There will be a snack to celebrate and a karaoke
- **Human Resources:** I want you to act as an interviewer. I will be the candidate and you will ask me the interview questions for the [position](#) position. I want you to only reply as the interviewer. Do not write all the conservation at once. I want you to only do the interview with me. Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions one by one like an interviewer does and wait for my answers. My first sentence is “Hi”
- **Travel:** I want you to act as a travel guide. I will write you my location and you will suggest a place to visit near my location. In some cases, I will also give you the type of places I will visit. You will also suggest me places of similar type that are close to my first location. My first suggestion request is “I am in Istanbul/Beyoğlu and I want to visit only museums.”
- **Blog:** Compose a blog for my website. The blog must be on the benefits of ginger for the health. Tell that we are selling very good ginger brew.