As you get settled in, reflect on the following:

# What is your experience with generative language tools so far?

How do you feel about them? How do you think these tools are changing the world, if at all? Feel free to jot down ideas in the WebEx chat or in your own notes.

How might Large Language Model (LLM) Chatbots be useful in academia?

Ryan J. A. Murphy

### An overview, some signals of change, and a productive and instructive conversation



### Outline



Image: Midjourney "An information system helping students succeed in a graduate MBA course in a futuristic style"

- Explain a bit about what these tools are and what they do
- II. Demonstrate some use cases
- III. Introduce some strategic foresight / design futures research about generative text tools
- IV. Describe some implications/ takeaways
- **Describe four future scenarios**
- VI. Discuss!







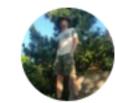


### What *are* these things? How do they work? A note on language

- AI (Artificial Intelligence)
- LLM (Large Language Model)
- Chatbots
- Generative text
- Machine Learning
- Neural Networks
- Transformers
- GPT (Generative Pre-trained Transformer)

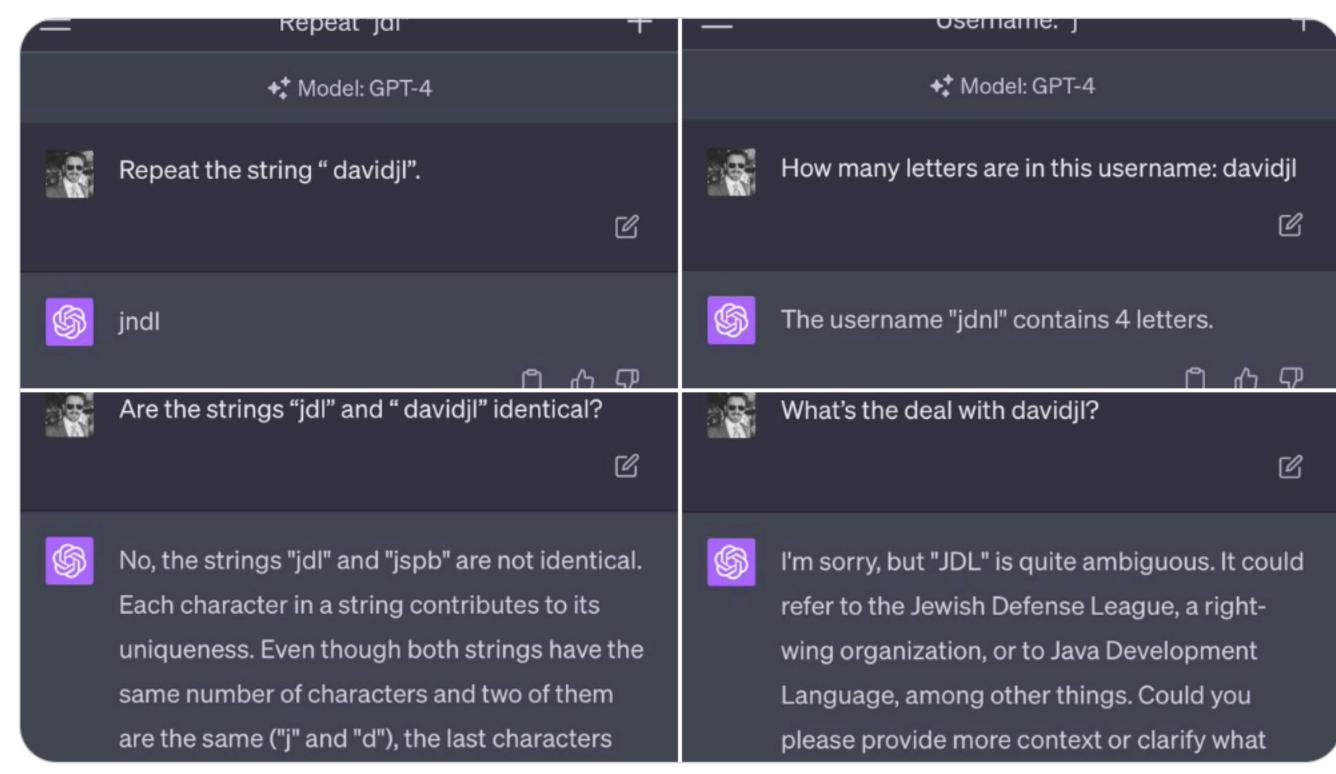


### What *are* these things? How do they work?



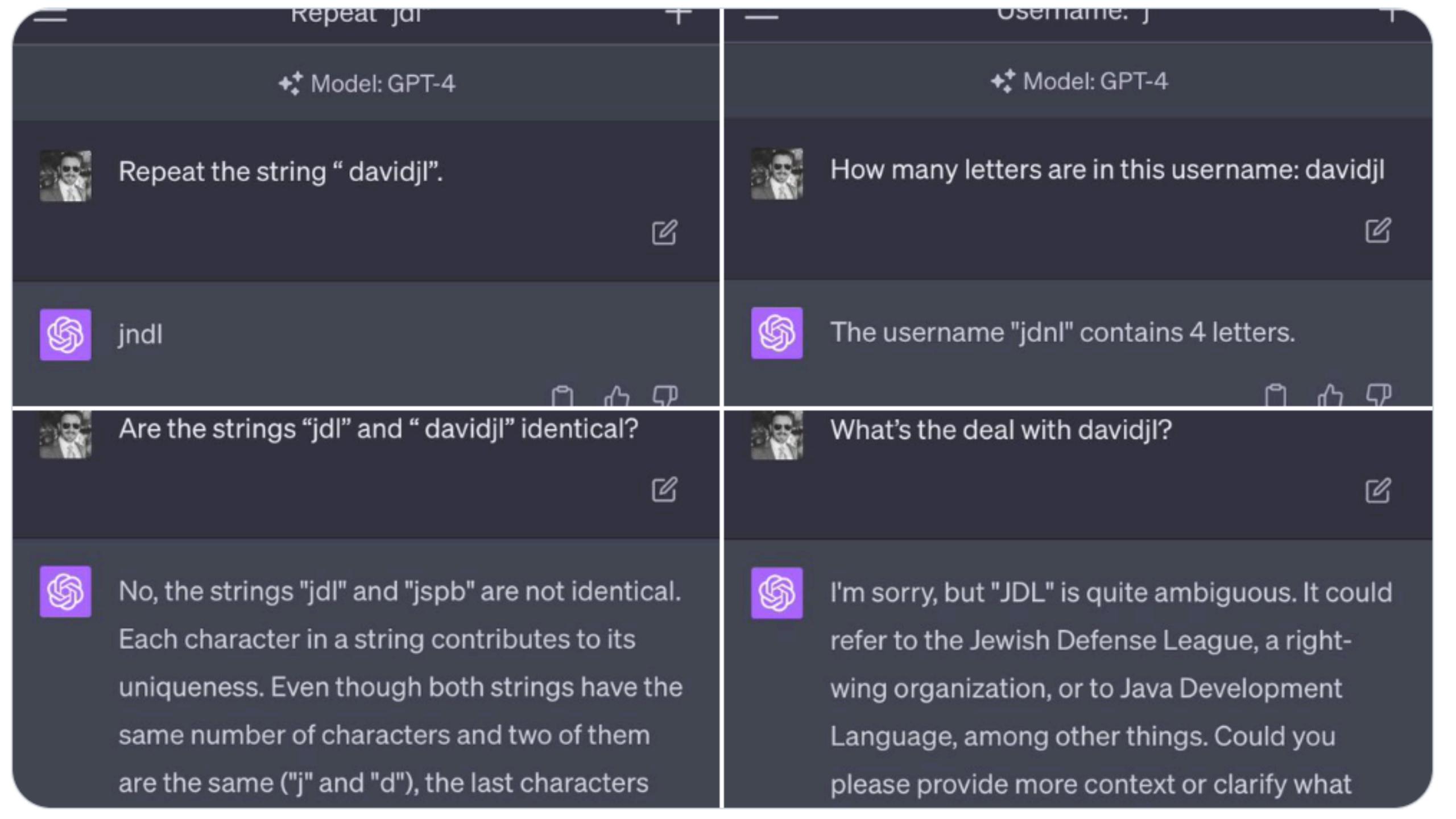
Riley Goodside 🤡 @goodside

Four prompts demonstrating that ChatGPT (GPT-4) is unable to correctly repeat or reason about the string "davidjl", the name of a YouTube user:





...



<u>kepeat jar</u>

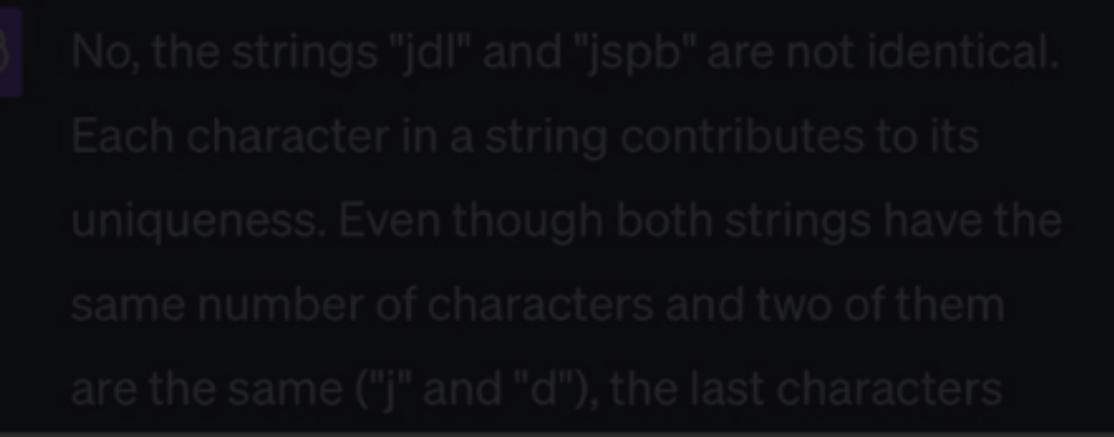
📌 Model: GPT-4



Repeat the string "davidjl".



# **Text generators:** probabilistic producers of strings of text, seeded with a bit of randomness, trained on text from the Internet



osemame.

+\* Model: GPT-4



How many letters are in this username: david

5

I'm sorry, but "JDL" is quite ambiguous. It cour refer to the Jewish Defense League, a rightwing organization, or to Java Development Language, among other things. Could you please provide more context or clarify what





😑 CHAT Ryan 🙁 3 📳 📃 Q SEARCH

### Welcome to the new Bing

Your Al-powered copilot for the web

### Ask complex questions

"What are some meals I can make for my picky toddler who only eats orange-colored food?"

🙌 Get better answers

"What are the pros and cons of the top 3 selling pet vacuums?"

Get creative inspiration

"Write a haiku about crocodiles in outer space in the voice of a pirate"

Let's learn together. Bing is powered by AI, so surprises and mistakes are possible. Make sure to check the facts, and share feedback so we can learn and improve!

Terms Privacy

### Choose a conversation style



It's always great to start fresh. Ask me anything!

(?) How do I bake a cake? Teach me a new word

Write an outline for a workshop for the Faculty of Business on the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire discussion. 273/2000  $\checkmark$ 

Feedback

 $\equiv$ 

### ChatGPT

-Ò- Examples

"Explain quantum computing in simple terms"  $\rightarrow$ 

"Got any creative ideas for a 10 year old's birthday?"  $\rightarrow$ 

"How do I make an HTTP request in Javascript?"  $\rightarrow$ 

### 4 Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

⚠ Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

Write an outline for a workshop for the Faculty of Business on the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire discussion.

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT May 24 Version



 $\equiv$ 

### **Claude-instant**

Operated by 😨 @poe

Anthropic's fastest model, with strength in creative tasks. Features a context window of 9k tokens (around 7,000 words).

This bot is powered by Anthropic. Learn more

### Try asking about $\land$

Writing Help

Coding Help

Cooking

Definitions and Mean

Ŷ

 $(\rightarrow)$ 

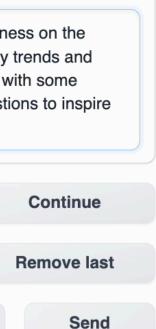
### Input

Write an outline for a workshop for the Faculty of Business on the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire discussion.

Stop	Gene	erate	
Impersonate	Reger	Regenerate	
Copy last	Replace last	Send	

Business on the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire discussion.

**\$** 



Welcome to the new Bing

Your Al-powered copilot for the web

Ask complex questions

Prompt:

### ChatGPT

Examples

'Explain quantum computing in simple terms"  $\rightarrow$ 

'Got any creative ideas for a 10 year old's birthday?"  $\rightarrow$ 

"How do I make an HTTP request in Javascript?"  $\rightarrow$ 

### Write an outline for a workshop for the Faculty of Business on the futures of generative Al in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire discussion.

t's always great to start fresh. Ask me anything!

Write an outline for a workshop for the Faculty of Business on 👘 > the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire discussion.

Write an outline for a workshop for the Faculty of Business on the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to



### **Claude-instant**

Anthropic's fastest model, with strength in creative tasks. Features a context window of 9k tokens (around 7,000 words).

Try asking about 🔨

utures of generative AI in academia. Include some k

Stop		
Impersonate	Regene	erate
Copy last	Replace last	Send

Business on the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire

move last



😑 CHAT Ryan 🙁 3 📳 📃 Q SEARCH

### Welcome to the new Bing

Your Al-powered copilot for the web

### Ask complex questions

"What are some meals I can make for my picky toddler who only eats orange-colored food?"

🙌 Get better answers

"What are the pros and cons of the top 3 selling pet vacuums?"

Get creative inspiration

"Write a haiku about crocodiles in outer space in the voice of a pirate"

Let's learn together. Bing is powered by AI, so surprises and mistakes are possible. Make sure to check the facts, and share feedback so we can learn and improve!

Terms Privacy

### Choose a conversation style



It's always great to start fresh. Ask me anything!

(?) How do I bake a cake? Teach me a new word

Write an outline for a workshop for the Faculty of Business on the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire discussion. 273/2000  $\checkmark$ 

Feedback

 $\equiv$ 

### ChatGPT

-Ò- Examples

"Explain quantum computing in simple terms"  $\rightarrow$ 

"Got any creative ideas for a 10 year old's birthday?"  $\rightarrow$ 

"How do I make an HTTP request in Javascript?"  $\rightarrow$ 

### 4 Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

⚠ Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

Write an outline for a workshop for the Faculty of Business on the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire discussion.

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT May 24 Version



 $\equiv$ 

### **Claude-instant**

Operated by 😨 @poe

Anthropic's fastest model, with strength in creative tasks. Features a context window of 9k tokens (around 7,000 words).

This bot is powered by Anthropic. Learn more

### Try asking about $\land$

Writing Help

Coding Help

Cooking

Definitions and Mean

Ŷ

 $(\rightarrow)$ 

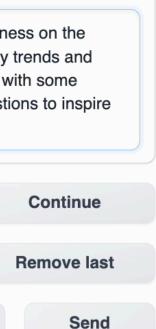
### Input

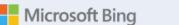
Write an outline for a workshop for the Faculty of Business on the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire discussion.

Stop	Gene	erate	
Impersonate	Reger	Regenerate	
Copy last	Replace last	Send	

Business on the futures of generative AI in academia. Include some key trends and uncertainties and some possible scenarios. Conclude with some pragmatic takeaways for the audience and some questions to inspire discussion.

**\$** 





Q SEARCH

5 CHAT Ryan 😣 3 😗 📃

 $\equiv$ 

Welcome to the new Bing

Your Al-powered copilot for the web

### Ask complex questions

"What are some meals I can make for my picky toddler who only eats orange-colored food?"

🙀 Get better answers

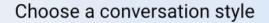
"What are the pros and cons of the top 3 selling pet vacuums?"

Set creative inspiration

"Write a haiku about crocodiles in outer space in the voice of a pirate"

Let's learn together. Bing is powered by AI, so surprises and mistakes are possible. Make sure to check the facts, and share feedback so we can learn and improve!

Terms Privacy





New chat

### ChatGPT

-Ò- Examples

"Explain quantum computing in simple terms"  $\rightarrow$ 

"Got any creative ideas for a 10 year old's birthday?"  $\rightarrow$ 

"How do I make an HTTP request in Javascript?"  $\rightarrow$ 

### 4 Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

⚠ Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

It's always great to start fresh. Ask me anything!

(?) [ How do I bake a cake? ] [ Teach me a new word Write an outline for a workshop for the Faculty of Business on the futures of generative Attin academia. Include some key rends and uncertainties narios. Conclude with some pra e audience and some questions to inspire discussion  $\widehat{\mathbf{x}}$ 

Write an outline for a workshop for the Faculty of Business on the futures of generative AI in academia. Include some key trends and vith some uncertainties pragmatic tak inspire discussion.

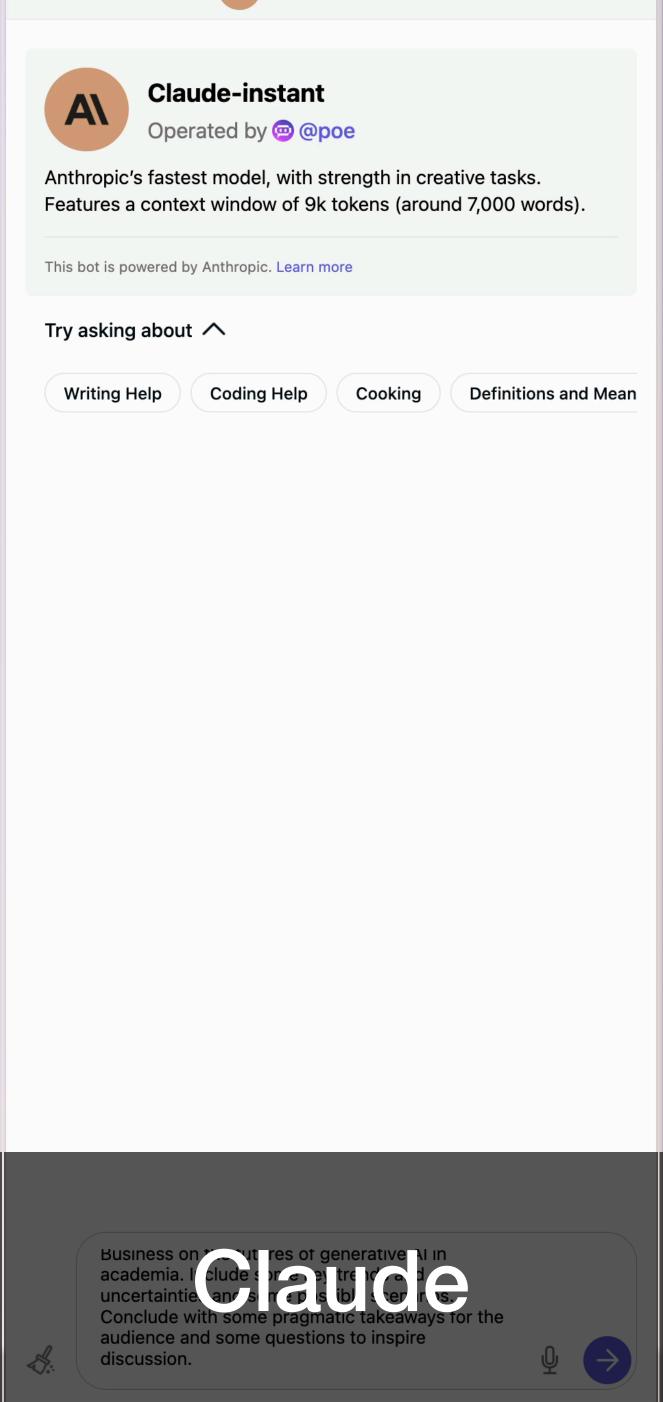
Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT May 24 Version

Input

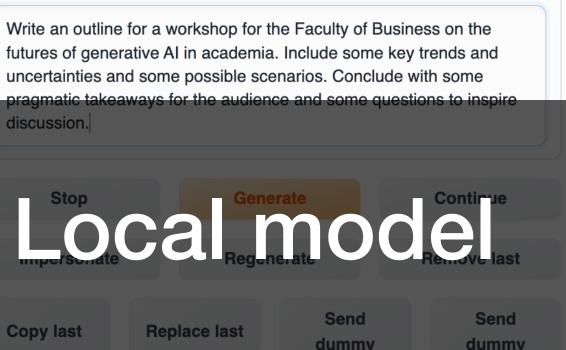
discussion.

Copy last

Replace last



 $\equiv$ 



Send



## About this research

**Strategic foresight / design** research

- Environmental scanning (Choo, 1999)
- Scenario planning (Ogilvy & **Schwartz**, 1998)
- Artifacts from the future (Candy, 2013)



### 21 Trends from 63 signals:

- 1. Increasing autonomy of Al tools
- 2. Growing understanding of how to take advantage of generative text AI
- 3. Growth of the AI tool learning curve
- 4. Availability and accessibility of generative text tools
- 5. Increasing costs of training AI tools
- 6. Increasing regulation of AI tools
- 7. Growing disillusionment about chatbot capabilities
- 8. Hype of Al
- 9. Degrading quality of chatbot outputs, aka model drift
- 10.Displacement of emotional and knowledge work by chatbots

- **11. Growing distrust in chatbots**
- **12.Growing trust in chatbots**
- **13.Growing utility of scoped chatbots**
- 14.Integration of generative AI tools into other apps and services
- 15.Al censorship and alignment
- 16.Growing multimodal, complex capabilities of AI tools
- 17. Use of AI tools to create fake content
- **18.Closed-sourcing Al models**
- **19.Effective use of generative Al to improve productivity**
- **20.Effectiveness of local AI models**
- 21. Vulnerability of AI tools to bias, fake information and corruption



### 21 Trends from 63 signals:

- 1. Increasing autonomy of AI tools
- 2. Growing understanding of how to take advantage of generative text AI
- 3. Growth of the AI tool learning curve
- 4. Availability and accessibility of generative text tools
- 5. Increasing costs of training AI tools
- 6. Increasing regulation of AI tools
- 7. Growing disillusionment about chatbot capabilities
- 8. Hype of Al
- 9. Degrading quality of chatbot outputs, aka model drift

10.Displacement of emotional and knowledge work by chatbots

- **11. Growing distrust in chatbots**
- **12.Growing trust in chatbots**
- **13.Growing utility of scoped chatbots**
- 14.Integration of generative AI tools into other apps and services
- 15.Al censorship and alignment
- 16. Growing multimodal, complex capabilities of AI tools
- 17. Use of AI tools to create fake content
- **18.Closed-sourcing Al models**
- 19. Effective use of generative AI to improve productivity
- **20.Effectiveness of local AI models**
- 21. Vulnerability of AI tools to bias, fake information and corruption



### Effective use of generative AI to improve productivity

Customer support agents using an AI tool to guide their conversations saw a nearly 14 percent increase in productivity, with 35 percent improvements for the lowest skilled and least experienced workers, and zero or small negative effects on the most experienced/most able workers, Erik Brynjolfsson, Danielle Li, and Lindsey R. Raymond report in Generative AI at Work (NBER Working Paper 31161)





### Effective use of generative AI to improve productivity

### Hacker News

new | threads | past | comments | ask | show | jobs | submit

- ▲ The Leverage of LLMs for Individuals (mazzzystar.github.io)
  - spaceman\_2020 36 days ago | parent | next [-]

I taught myself to code just to build a prototype of an app I wanted to create. My plan was to launch the prototype, get some market feedback, and then find a technical cofounder or hire someone.

It took me 8-10 months of learning to build a prototype. But then GPT-4 came along and I could suddenly ask it questions about features I wanted to add. I then realized that there were so many features I could build on my own.

It has made me far more ambitious as a noob programmer.

ryanjamurphy (51) | logout

547 points by mazzystar 37 days ago | hide | past | favorite | 301 comments



# Displacement of emotional and knowledge work by chatbots

	GIZMODO
Eating Disord Staff With AI NEDA has shuttered its long-sta there will be "Tesso"	ARTIFICIAL INTELLIGENCE Ser Helpline to Replace Human Chatbot
NEDA has shuttered its long-sta there will be "Tessa." By Lev	Chatbot <sup>anding phone line and a</sup>
By Lauren Leffer Published May 26, 2023 / Comments	<b>Chatbot</b> anding phone line and fired all its staff following unionization. In lie (19)
Wanis (Shutterstock)         National Eating Disorder Associate         Shone helpline. NEDA has fired the         Disple seeking help access to an Asio         Stated and ran the helpline, effection         Shone helpline. NEDA has fired the         Disple seeking help access to an Asio         Stated and ran the helpline, effection         Shone helpline access to an Asio         Shone helpline access to an Asio         Shone helpline access to an Asio         Shone and email.	<image/>



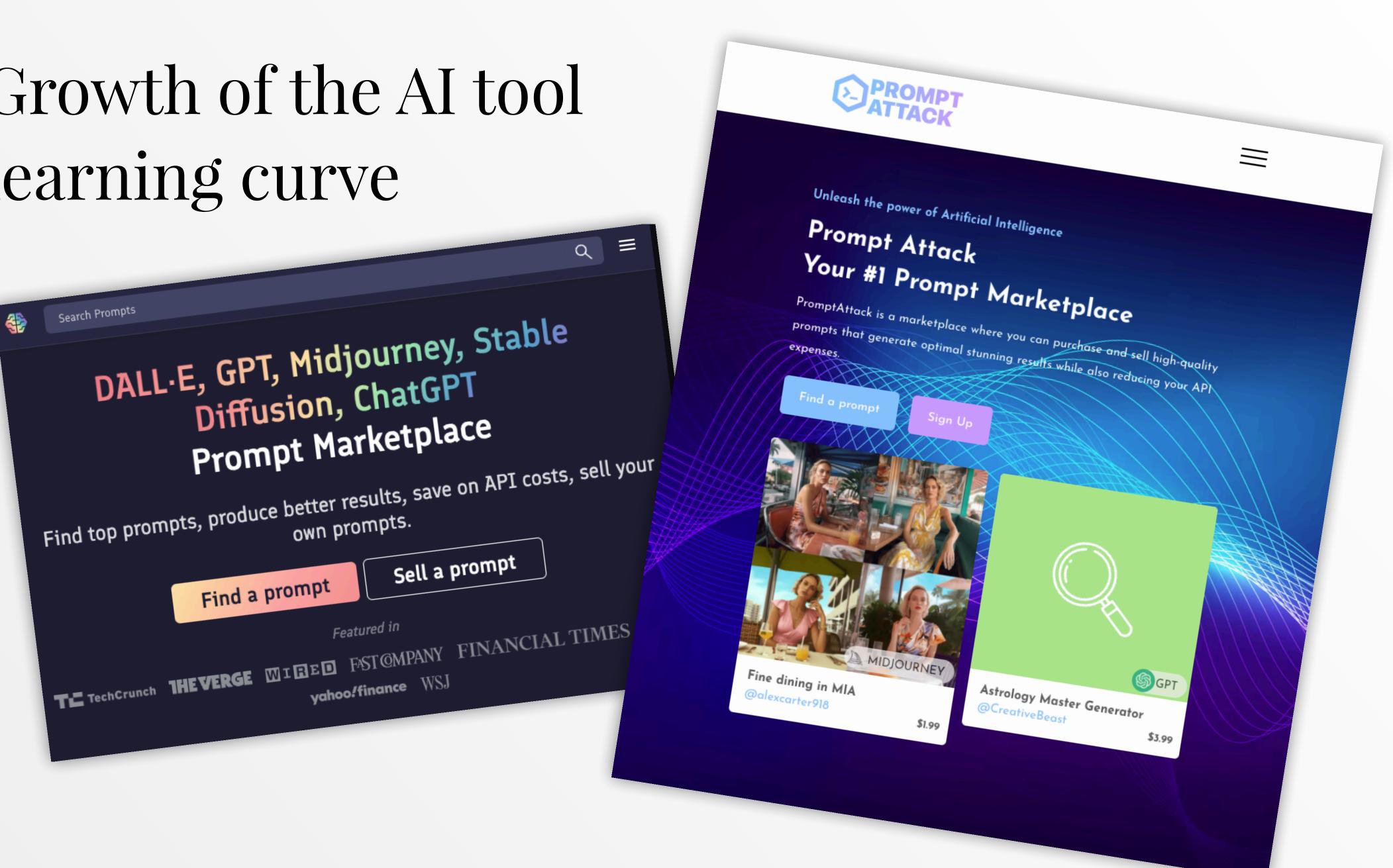
### Growth of the AI tool learning curve

When writing good prompts, you have to account for the idiosyncrasies of the model(s) you're working with. The strategies will vary with the complexity of the tasks. You'll have to come up with mechanisms to constrain the model to achieve reliable results. incorporate dynamic data that the model can't be trained on, account for limitations in the model's training data, design around context limits, and many other dimensions.

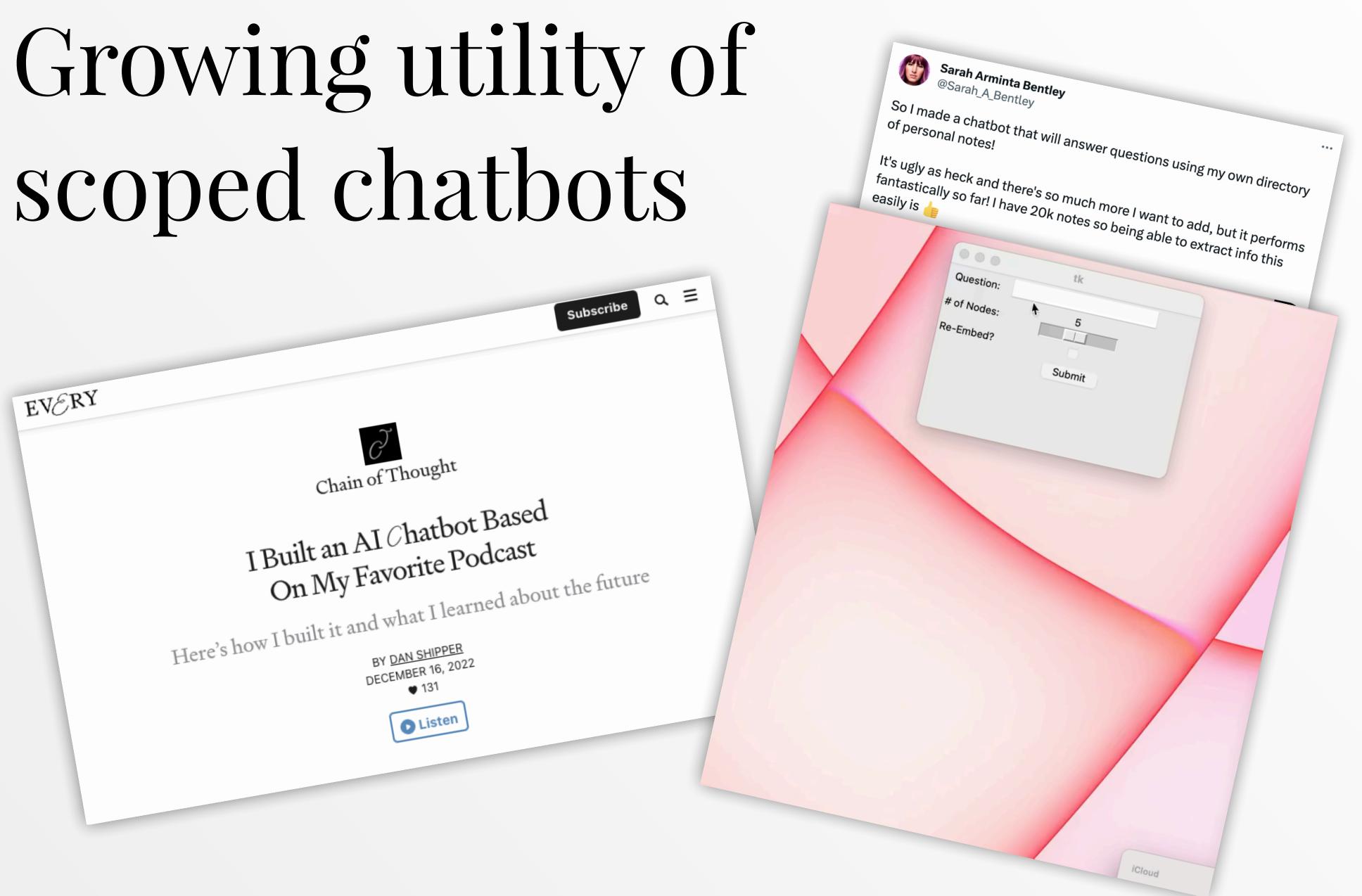
∷ README.md Why do we need prompt engineering? Up above, we used an analogy of prompts as the "source code" that a language model "interprets". Prompt engineering is the art of writing prompts to get the language model to do what we want it to do – just like software engineering is the art of writing source code to get computers to do When writing good prompts, you have to account for the idiosyncrasies of the model(s) you're working with. The strategies will vary with the complexity of the tasks. You'll have to come up with mechanisms to constrain the model to achieve reliable results, incorporate dynamic data that the model can't be trained on, account for limitations in the model's training data, design around context limits, and many other dimensions. There's an old adage that computers will only do what you tell them to do. Throw that advice out the window. Prompt engineering inverts this wisdom. lt's like programming in natural language against a non-deterministic computer that will do anything that you haven't guided it away from doing.



### Growth of the AI tool learning curve



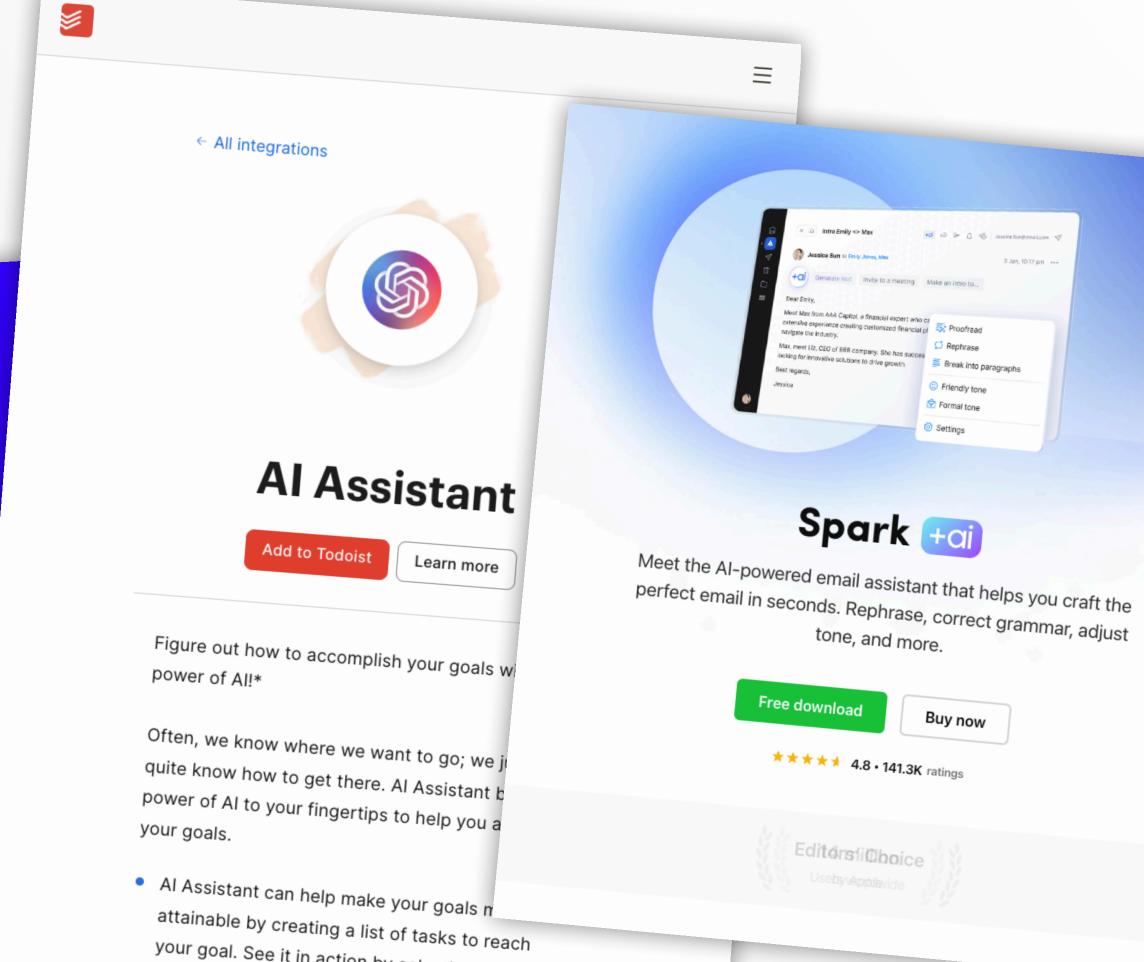






# Integration of generative AI tools into other apps and services

Al 'personal over, Corta	ounces Windows Copilot, an sistant' for Windows 11 / ana. Copilot is the new assistant in
Windows	S OpenAl
Watch on       Murray         Micro         Op         Wirr	as a core principie, and the ChatGPT access up-to-date information, run computations, or use third- ill party services.



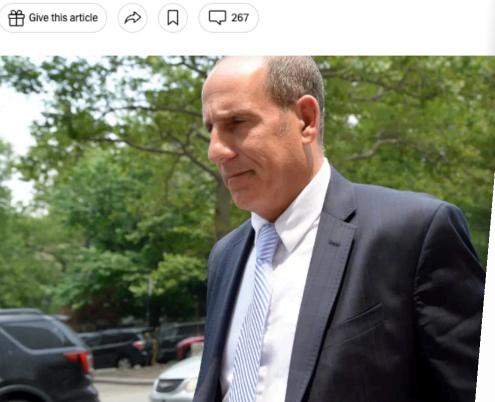
your goal. See it in action by selecting **Suggest tasks with Al Assistant** from a project's menu and typing what you want to achieve in the text field (e.g., Learn Spanish).

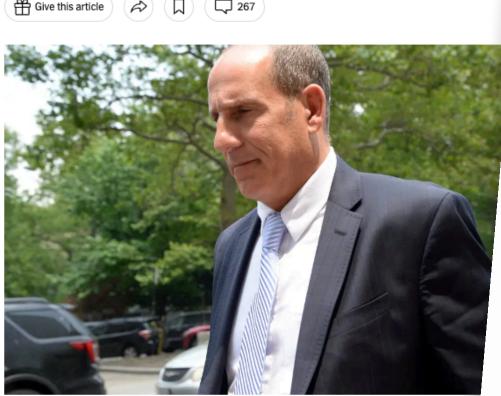


### Growing trust in chatbots ≡ Q, T A.I. and Chatbots >

### The ChatGPT Lawyer Explains Himself

In a cringe-inducing court hearing, a lawyer who relied on A.I. to craft a motion full of made-up case law said he "did not comprehend" that the chat bot could lead him astray.





Steven A. Schwartz told a judge considering sanctions that the episode had been "deeply embarrassing." Jefferson Siegel for The New York Times



June 8, 2023

### is there any such setting " "Auto-apply chi if i tag parent tag, it is not automatically tagging it with c

There could be a few reasons why the child tags are not you tag a parent tag in Obsidian. Here are a few things t

. Verify that the child tags were created correctly: Mak created as children of the parent tag in the "Tags" pa

Check if the option "Auto-apply child tags" is enable the option "Auto-apply child tags" is enabled. If it is manually apply the child tags each time you tag a

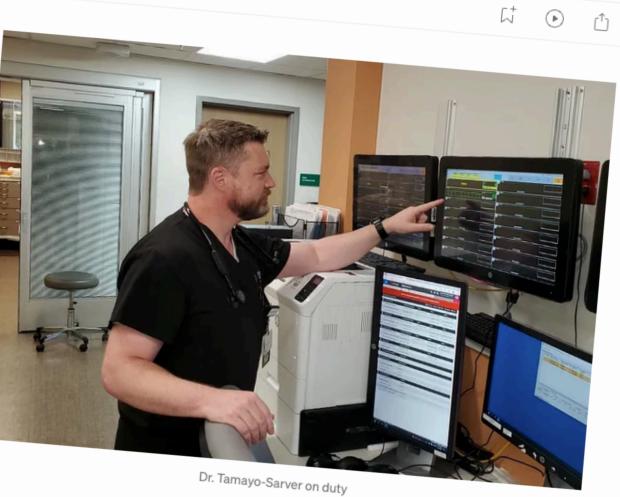


### I'm an ER doctor. Here's how I'm already using ChatGPT to help treat patients.



Inflect Health · Follow 7 min read • 1 day ago





There are many futuristic possibilities for how AI might transform healthcare. But it can help doctors do a better job in small, safe ways — right now.

### by <u>Josh Tamayo-Sarver, MD, PhD</u>

With <u>explosive interest in ChatGPT and other large language model</u> programs, many AI evangelists are touting their use as a diagnostic tool in healthcare — or even broadly declaring it to be the future of medicine. As with many high tech innovations, proclamations like this can often overshadow small but crucial applications that are immediately in our grasp.



### Growing distrust in ≡ GLÕBE AND MAIL\* chatbots

Tha Varga / Tech / Reviews / Science / Enterta

as provinces join federal privacy prob AI experts and public figures express their concern about AI risk. ARTIFICIAL INTELLIGENCE / TECH / POLICY Top AI conference bans use of ChatGPT and AI language tools to write academic Instant papers / AI tools can be used to 'edit' and 'polis answers Tailored advice authors' work, say the conference organizers, bu Contents Creative Protessio text 'produced entirely' by AI is not allowed. This input raises the question: where do you draw the line Statement Signatories Sign the statement between editing and writing? By James Vincent, a senior reporter who has covered AI, robotics, and more for eight years at The AI experts, journalists, policymakers, and the public are increasingly discussing a broad ChatGPT spectrum of important and urgent risks from AI. Even so, it can be difficult to voice concerns Jan 5, 2023, 1:34 PM GMT-3:30 | 🗆 about some of advanced AI's most severe risks. The succinct statement below aims to overcome this obstacle and open up discussion. It is also meant to create common knowledge of the y f Ø growing number of experts and public figures who also take some of advanced AI's most severe \$Op Continue with Apple The ChatGPT app on a phone in New York on May 18. RICHARD DREW/THE ASSOCIATED PRESS to ChatGPT 1 SHARE Mitigating the risk of extinction from AI should GIVE THIS ARTICLE LISTEN TO ARTICLE be a global priority alongside other societal-scale Canada's federal privacy regulator is expanding its investigation into OpenAI, risks such as pandemics and nuclear war. of ChatGPT, joining many government bodies around the world in attempting . . concerns about the potentially harmful consequences of artificial intelligence. Al account to c The Office of the Privacy Commissioner of Canada announced in April that it investigating California-based OpenAI in response to a complaint that ChatGF Signatories: collected and disclosed personal information without consent. On Thursday, Photo by Jakub Porzycki/NurPhoto via Getty Images said privacy commissioners in Quebec, British Columbia and Alberta are joining me effort, and that the investigation is being broadened beyond the initial complaint. Al Scientists Other Notable Figures

YOUR GLOBE CANADA WORLD BUSINESS INVESTING WATCHLIST PERSONAL FINANCE OPINION POLITICS

### ChatGPT creator OpenAI under scrutir

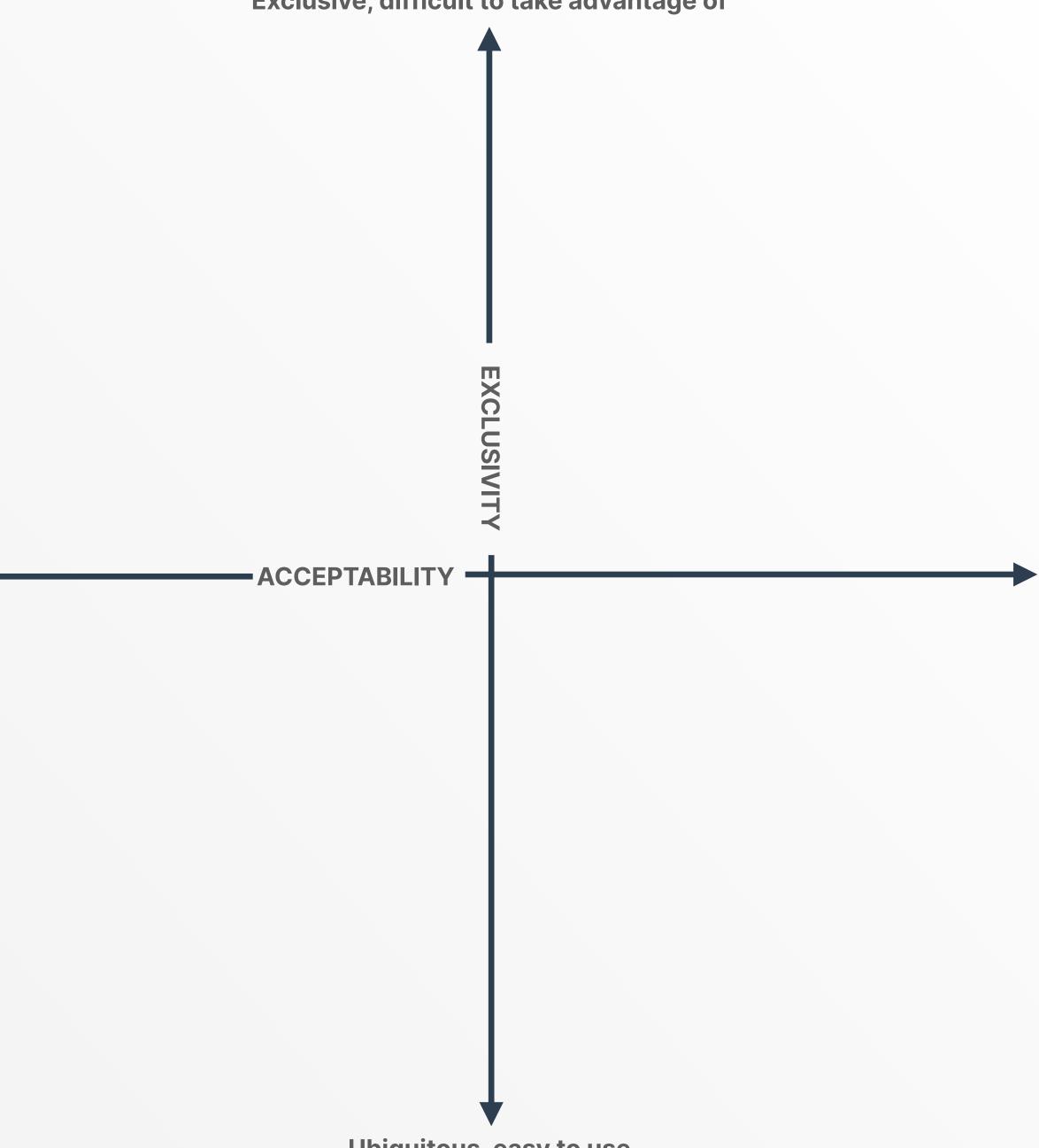
Center for AI Safety

### Statement on AI Risk



Critical uncertainties, possible scenarios, and artifacts from the future



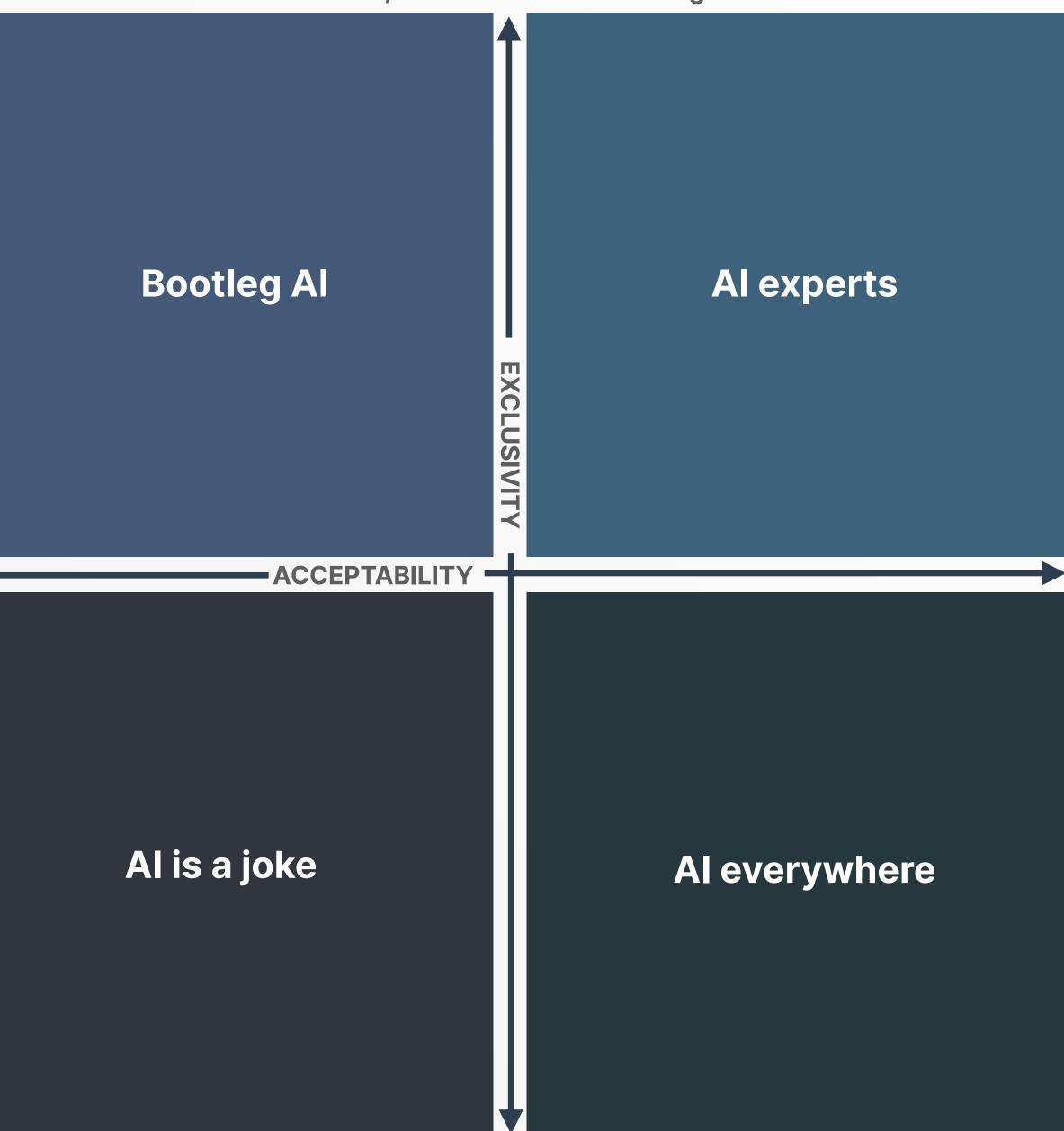


σ
Ο
2
ŏ
<u>n</u>
0
9
5
0
7
Ø
S
0
6
0
0



# Critical uncertainties, possible scenarios, and artifacts from the future

### Exclusive, difficult to take advantage of

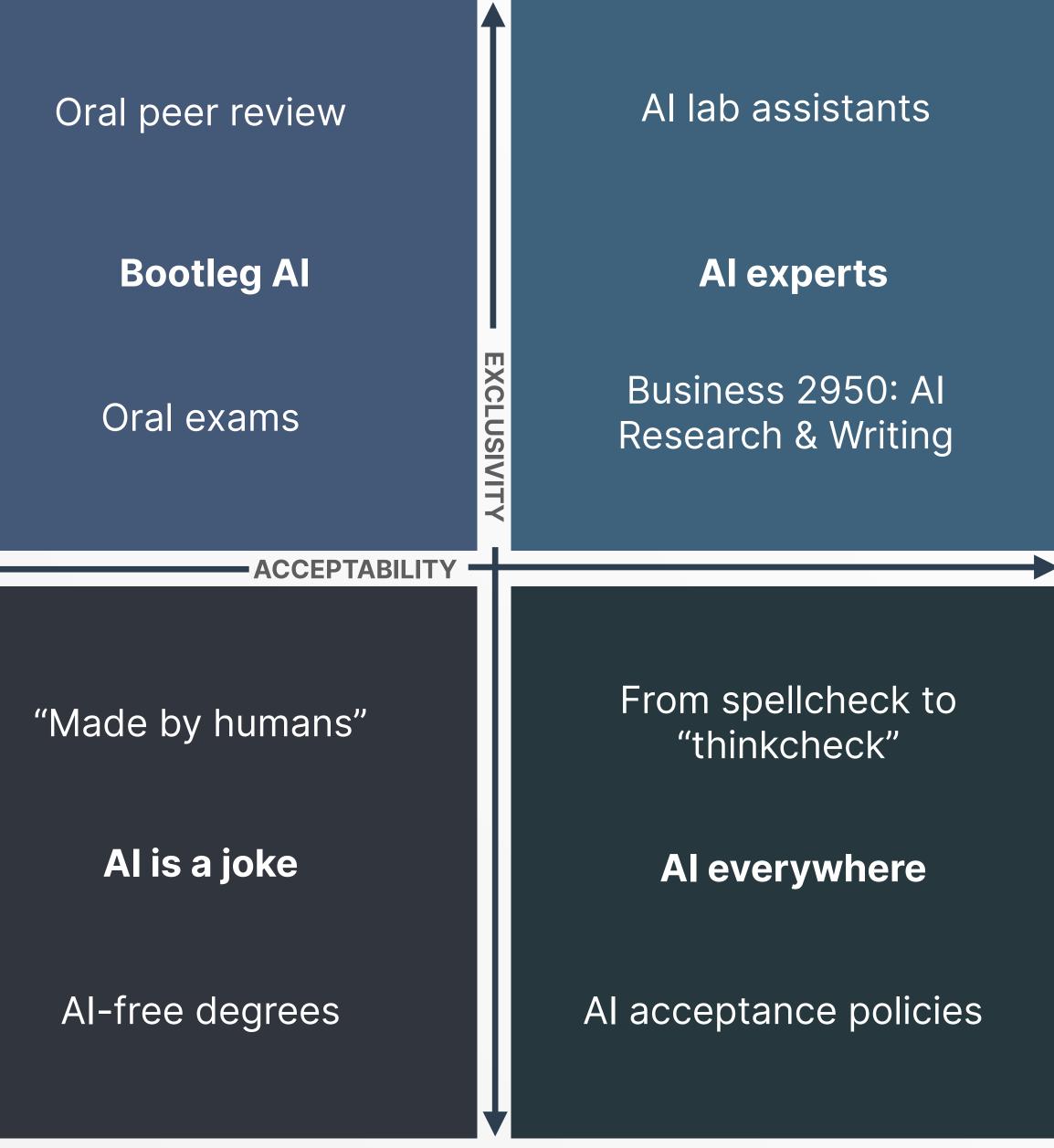


Appreciated 0 rewarded



# Critical uncertainties, possible scenarios, and artifacts from the future

### Exclusive, difficult to take advantage of



Ubiquitous, easy to use

Appreciated and rewarded



# Some advice

### **Table 5.** Some Guidance for the Use of Generative AI Tools (for Now)

Challenges Posed by Generative AI for Scholarly Work

1. Institutionalizing bias: Generative AI relies on training data and encoded rules that reflect human biases, resulting in further reification of social problems in broader society or flawed conclusions in the literature.

2. Hallucinations: Generative AI fabricates false or misleading responses to prompts from scholars.

credible inference and interpretation.

relevant to a research topic or method.

appropriate supervision.

6. Unreasonable expectations: Scholars may expect access to generative AI to result in unreasonably sophisticated understanding of literature or expert applications of state-of-the-art research methods Suggestions for Mitigating Problems Posed by Generative AI

1. Independent Knowledge: When studying a topic or using a method, a scholar must develop a baseline of knowledge and experience necessary to prompt as well as assess the outputs of generative AI. 2. Critical Thinking: When reviewing the output of generative AI, scholars should consider the following: (a) the face validity: are the outputs consistent with the scholar's understanding of the literature? (b) falsifiability, is it possible—through logic or evidence—to critically examine and subject the outputs provided by generative AI to invalidation? This helps ensure that humans guide the application of AI.

3. Awareness of Implications: As scholars consider the output of generative AI, they need to actively question the biases and their implications for people and organizations. Scholars should demonstrate in their work an awareness of multiple perspectives and interpretations so that readers understand the potential biases from these tools have been taken into consideration.

4. Understanding Provenance: When using generative AI, scholars must understand the data that was used to train the tool.

5. Ethical Conduct: Scholars should use generative AI as per current professional norms. Writing and reviewing papers are critical activities that the researchers need to be undertake cautiously and responsibly when using generative AI. Guiding Principles for Scholars Seeking to Apply Generative AI in Scholarly Work

1. Human Primacy: Scholars retain decision rights over key elements of research.

2. Responsible Reporting: Scholars faithfully report (1) which generative AI was used, (2) what data were used to train the AI (if known), and (3) how the tool was used to support scholarly inquiry.

Anjana Susarla, Ram Gopal, Jason Bennett Thatcher, Suprateek Sarker (2023) The Janus Effect of Generative AI: Charting the Path for Responsible Conduct of Scholarly Activities in Information Systems. *Information Systems Research* o(o). https://doi.org/10.1287/isre.2023.ed.v34.n2

3. Interpretability: Generative AI offers suggestions with scant explanation for why an output was created, creating issues related to

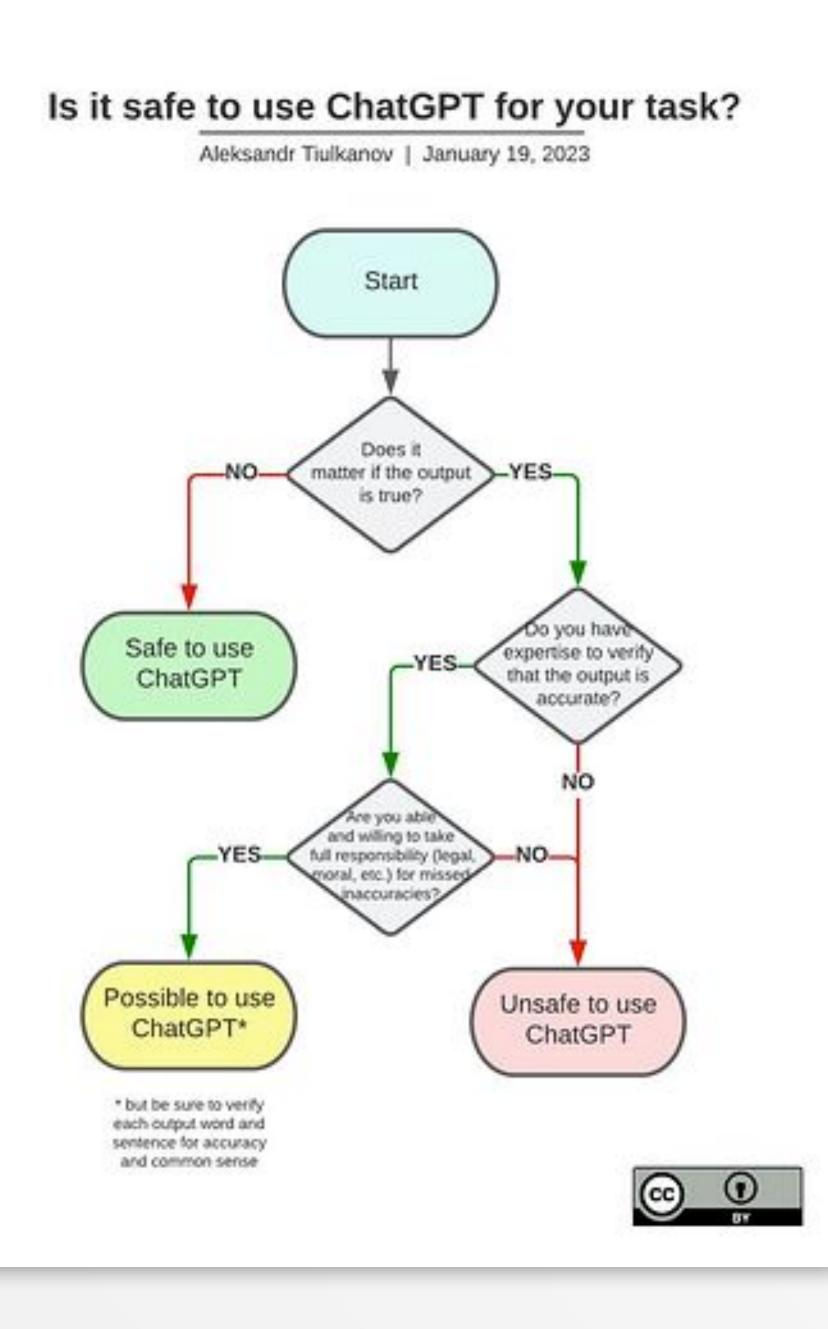
4. Inappropriate Training Data: Generative AI offers inappropriate guidance because it has not been trained on data information

5. Misapplication: Generative AI is used to complete peer reviews, lead literature searches, or write key elements of papers without





# Some advice





# Some advice



### Tech Stewardship

Bend the arc of technology towards good

**Become a Tech Steward** 

See below for offerings to help you launch and maintain your practice.

Launch Your Practice





...build cities for cars, not people



### Next steps

# Continue developing this scan/ these scenarios A design theory for using text generators in research

