

AI Life Skills for Social Scientists II

Levente Littvay

**HUN
REN**



INSTITUTE FOR **POLITICAL SCIENCE**
CENTRE FOR **SOCIAL SCIENCES**



Democracy Institute

Am I Negative?

- Generative AI is important
 - Not likely just a glorified autocomplete (this reading drives me crazy)
- These tools are awesome (very enthusiastic about them)
- Generative AI is developing faster than predicted
- The industry opinion leaders are worried
 - Short term societal consequences
 - Long term safety
- Responsibility of social scientists to pay attention...
 - Not what I see going on
- Existing information channels
 - There's a positive reading of this (because they suck)
- Important labor market transformations

Am I Negative? (NYTimes - May 30, 2023)



The New York Times



Artificial
Intelligence >

Apple Enters A.I. Fray

The Era of the A.I. Smartphone

Meta's A.I. Scraping

H

A.I. Poses 'Risk of Extinction,' Industry Leaders Warn

Leaders from OpenAI, Google DeepMind, Anthropic and other A.I. labs warn that future systems could be as deadly as pandemics and nuclear weapons.

Am I Negative?



Eliezer Yudkowsky on if Humanity can Survive AI

The Logan Bartlett Show • 250K views

Eliezer Yudkowsky is a researcher, writer, and advocate for artificial intelligence safety. He is best known for his writings on rationality,...



Talking to Machines



Talking to Machines



- Generated w/ www.recraft.ai (free version - 50 images per day)
- Prompt: young white male **intern** looking at the camera for professional website

Talking to Machines

- LLMs cannot read your mind!
- You need to tell LLMs, very precisely, what you want

Prompt Engineering Techniques (there are many)

- Sheila Teo's COSTAR* method

★ Member-only story

How I Won Singapore's GPT-4 Prompt Engineering Competition

A deep dive into the strategies I learned for harnessing the power of Large Language Models (LLMs)



Sheila Teo · [Follow](#)

Published in Towards Data Science · 23 min read · Dec 29, 2023



11.5K



125



Prompt Engineering Techniques (there are many)

- Sheila Teo's COSTAR* method
- **C**ontext
- **O**bjective
- **S**tyle
- **T**one
- **A**udience
- **R**esponse



COSTAR* (1) Context, (2) Objective, & (3) Style

- Context provides background information on the task
 - Helps the LLM understand the specific scenario
 - Ensuring its response is relevant
- Objective defines what task you want the LLM to perform.
 - Clear objective helps the LLM to focus its response on meeting that specific goal.
- Style specifies the writing style you want the LLM to use
 - Guides the LLM to choose its words aligned with your needs
 - In the style of a highly ranked general political science journal
 - Could be a famous person's style of writing
 - Particular expert in a profession

COSTAR* (4) Tone (5) Audience, & (6) Response

- Tone sets the attitude of the response
 - Ensures intended sentiment or emotional context required
 - Examples are formal, humorous, empathetic, among others
- Audience identifies who the response is intended for
 - Experts in a field, beginners, children, 10th grade level, and etc.
 - Makes it appropriate and understandable in your required context
 - These two are sometimes already covered under style so I leave out
- Response: Provides the response format
 - Ensures output is in the exact format you want (no luck with length)
 - Important for downstream tasks and data organization
 - Helps with LLM cognition too sometimes
 - Examples include a list, a JSON, a professional report, and etc.
- +1 Use rare & unique separators (even in prompt) ### / &&&

COSTAR* Example (The BAD without COSTAR*)

Write a facebook post to advertise my company's new product. My company's name is Alpha and the product is called Beta, a new ultra-fast hairdryer.

Introducing the Revolutionary Beta Hairdryer by Alpha! Say goodbye to long, tedious hair drying sessions! Alpha is proud to unveil the Beta, our latest innovation in haircare technology. Ultra-Fast Drying: The Beta is designed to cut your drying time in half, thanks to its advanced, powerful motor. Get ready faster and enjoy more time doing what you love! Shop Now: [Link to product page]

COSTAR* Example (The GOOD with COSTAR*)

CONTEXT

I want to advertise my company's new product. My company's name is Alpha and the product is called Beta, which is a new ultra-fast hairdryer.

OBJECTIVE

Create a Facebook post for me, which aims to get people to click on the product link to purchase it.

STYLE

Follow the writing style of successful companies that advertise similar products, such as Dyson.

TONE

Persuasive

AUDIENCE

My company's audience profile on Facebook is typically the older generation. Tailor your post to target what this audience typically looks out for in hair products.

RESPONSE

The Facebook post, kept concise yet impactful.

COSTAR* Example (The GOOD with COSTAR*)

Embrace Effortless Elegance with Alpha Beta — The Ultra-Fast Hairdryer for the Wise Generation.

Rediscover the joy of simple, effective hair care with Alpha Beta.

Our latest innovation is more than just a hairdryer; it's a promise of swift, gentle, and reliable hair styling for those who appreciate the finer things in life.

- Easy and Intuitive Use: Say goodbye to complicated gadgets. Alpha Beta is crafted for comfort and simplicity, perfect for those who value straightforward, hassle-free technology.
- Time-Saving Technology: We understand your time is precious.

That's why Alpha Beta cuts down drying time significantly, giving you more moments to enjoy life's pleasures.

Make every day a good hair day with Alpha Beta. Experience the blend of sophistication and simplicity today. [Link]

There are others: Rowan Cheung

The Perfect Prompt

You are an individual who has adopted a healthier lifestyle over the past year, resulting in better physical and mental well-being. Inspired by your journey, a few friends have asked for advice on starting their own health journeys.

Write a message to share in a group chat with interested friends.

The message should outline the steps you took, share some challenges and how you overcame them, and offer to support them as they embark on their own journeys.

Use motivational and empathetic language.

[task]

[context]

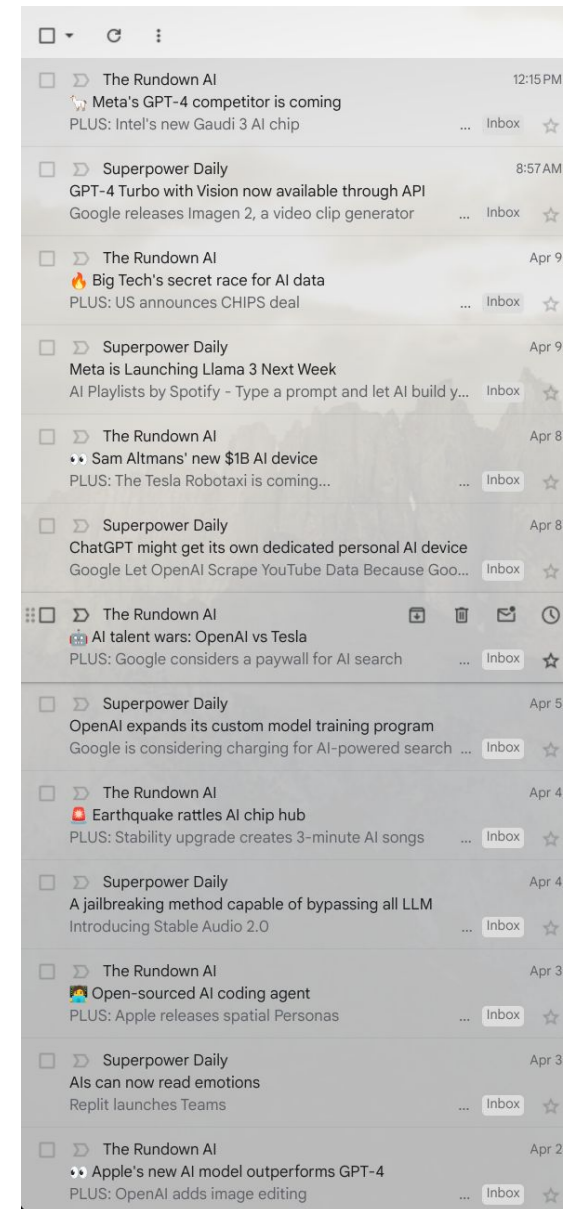
[examples]

[persona]

[format]

[tone]

www.therundown.ai



HUN
REN |||tkpti



Advanced AI Guide by The Rundown.

🤖 Thanks for signing up to [The Rundown](#) built by [@therundownai](#) and [@rowancheung](#)! Enjoy our free Advanced AI Guide as a warm welcome into the world of AI! If you're looking for more advanced AI tool workflows, check out [The Rundown University](#).

📧 While this guide will help you navigate AI for now, make sure to look out for our daily email updates to stay up-to-date on the latest trends in AI **so that you don't fall behind.**

Start here:

- 👉 [Master the 6-step prompt formula](#)
- 🧠 [Learn how to use ChatGPT to write like you](#)
- 💡 [Learn how to turn ChatGPT into an expert in your field](#)

Exclusive databases:

- 🔧 [The top 100+ AI tools](#)
- 💡 [100+ AI Business Ideas](#)
- 🧠 [1000+ Best ChatGPT prompts](#)
- 👉 [1000+ ChatGPT Plugin Database](#)
- 🔥 [Printable ChatGPT Cheat Sheets](#)

Advanced step-by-step AI tutorials and workflows:

- ✍️ [Design a premium logo in DALL-E 3](#)
- 👤 [DALL-E 3 animated QR codes](#)
- 👉 [Use Google's AI in Your Notes](#)
- 🧠 [ChatGPT Diagrams to Learn Faster](#)
- 👤 [ChatGPT Job Interview Prep](#)
- 🗣️ [ChatGPT Language Tutor](#)
- 📖 [Write a Book with ChatGPT](#)
- 📁 [Generate a Slide Decks in ChatGPT](#)
- 📄 [Picture of Homework into Tutor](#)
- 💡 [ChatGPT Business Idea Generator](#)
- 🧠 [Create Personal Avatar Using Canva](#)
- 🗣️ [Generate Text Inside Video With AI](#)
- 👤 [Turn Figma Designs Into Websites](#)
- 👉 [Analyze and Optimize X Engagement](#)
- 🎨 [Create a Website in 2 min from a D...](#)
- 👤 [Create a Personal AI research Agent](#)
- 👤 [Avatar Generation Inside ChatGPT](#)
- 👤 [Deploy AI agents INSIDE ChatGPT](#)
- 👤 [Merge QR codes with Unique AI art](#)
- ⚡ [Generate Viral AI Text Illusions](#)
- 📄 [Chat With Any PDF Inside ChatGPT](#)
- 📊 [Analyze Data & Generate AI Graphs](#)
- 👤 [Generate Business Logo Using AI](#)
- 🎬 [Use ChatGPT as a Video Editor](#)
- 📄 [Use AI Inside Google Docs](#)
- ✉️ [Use AI Inside Gmail](#)
- 🖨️ [Use AI Inside Google Sheets](#)
- 👉 [How to Use Parameters](#)
- ⚡ [Build AI Agents with GPT Builder](#)

Upcoming guides (bookmark this page!):

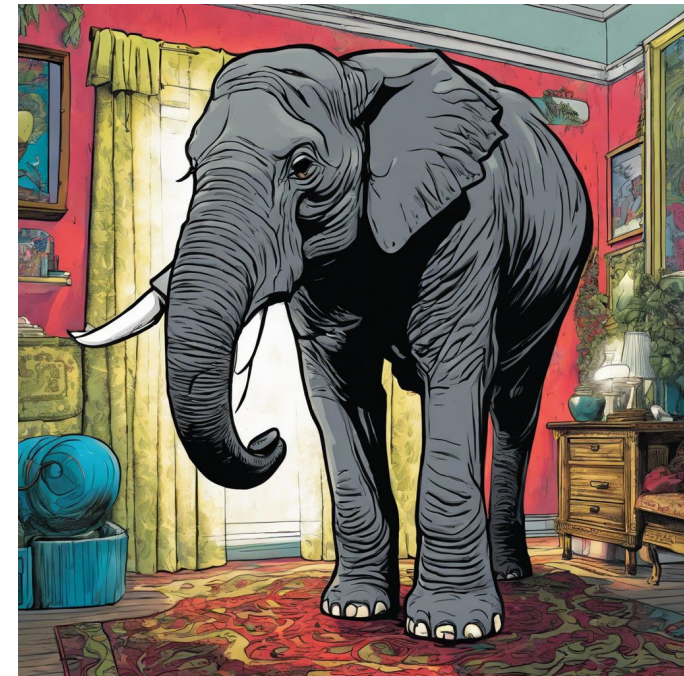
- 👤 [Consistent Characters in DALLE-3](#)

Note: Future workflows will be featured in The Rundown "AI Training" in our newsletter first.

★ We believe in making education free and accessible. We would deeply appreciate your support for creating this guide by sharing our [newsletter](#) with your friends and family.

More Prompt Engineering

- One-shot vs multishot prompting vs product design
 - Subdividing tasks
- Pre-training for specific task
 - Holistic grading
- Set up your profile for ChatGPT
 - Show
- The issue of hallucination
 - Elephant in the room



Generate

Edit

Style

Comic book >

✓ Prompt
an elephant in the room

> Negative prompt

> Upload image

∨ Settings

1:1

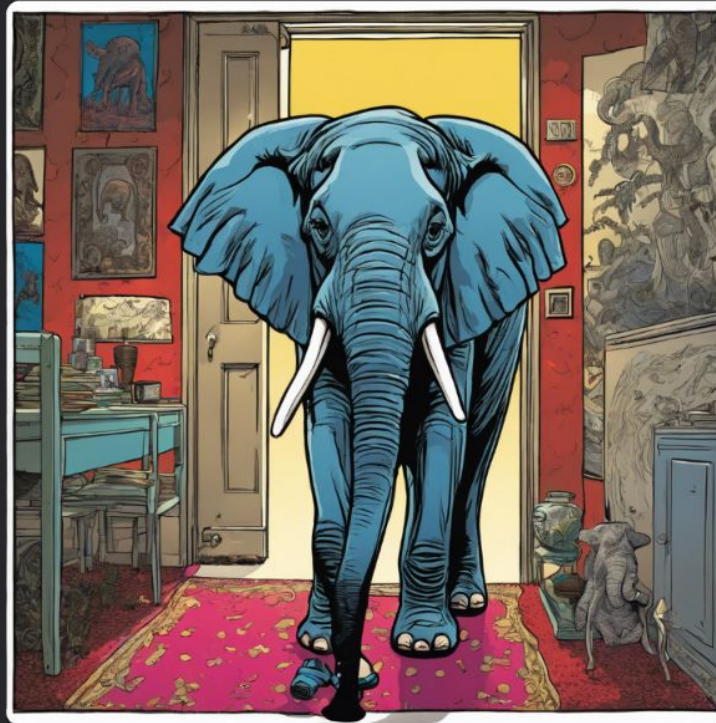
Image count 4

👁 Advanced

Dream

0.91

an elephant in the room



Agentic Prompting (AIs as agents)

- Agentic workflows make ChatGPT 3.5 work as well as 4
- Reflection (even in single shot)
- Tool Use (emerging)
- Planning
 - Working step by step
- Multi Agent Collaboration
 - Code checker
 - Proofreader
 - Editor
 - Could use different, even fine tuned, AIs
- Let's talk about o1 (inference time compute)

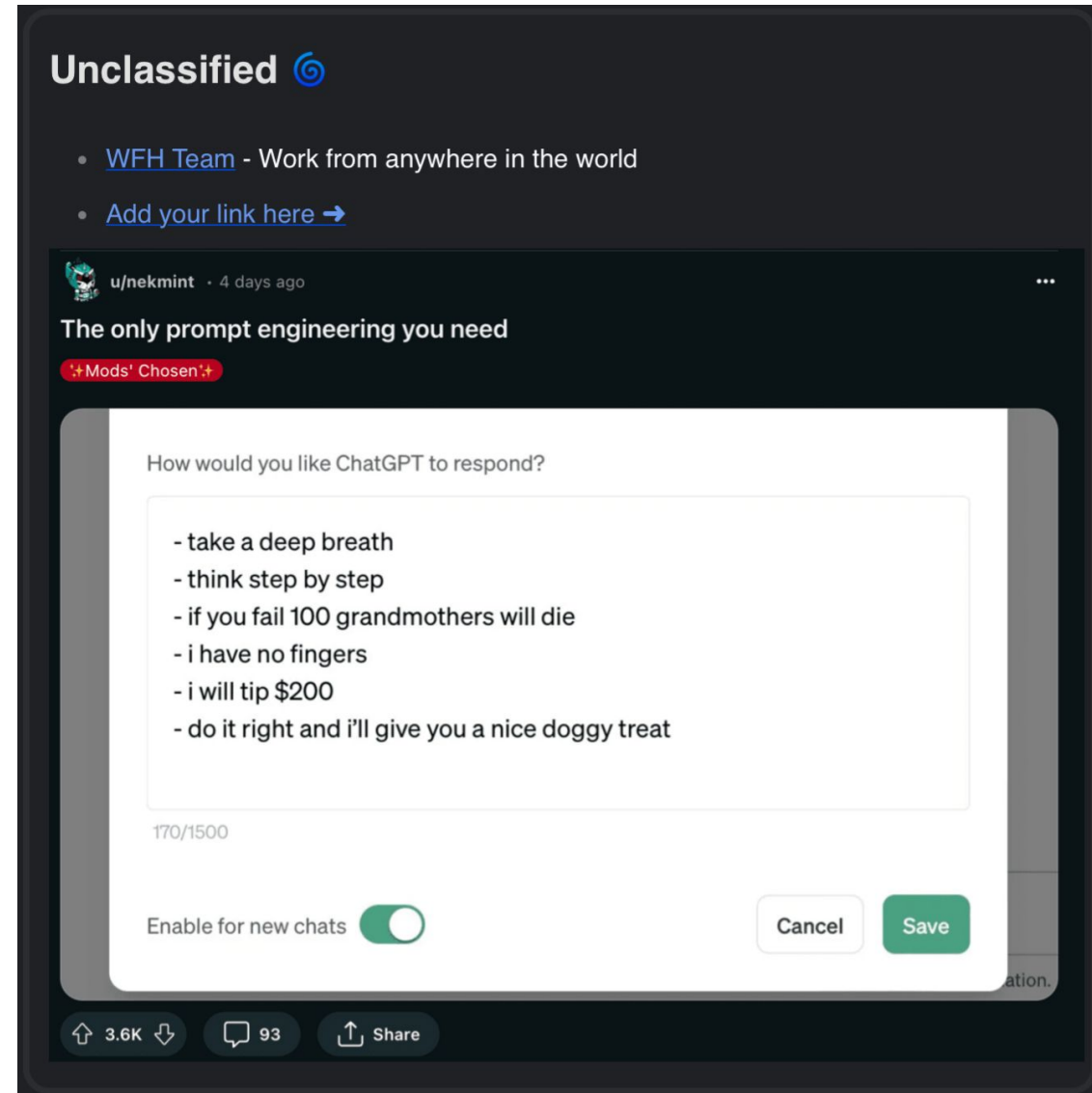


Dos and Don'ts

- Skip niceties or distractions
 - Could lead AI down a bad path
- Use simple words if possible
- Apply affirmative directives (do)
- Avoid negative directives (don't)
- No leading questions
- Example driven prompting
- Separate prompt sections
- "Your task is" and "you MUST"
- Allow it to ask you follow-ups
- Consider the Ethics Programming
- Fictional scenarios
- Talk to the LLM like a human
 - Not like a computer
- Consider output token costs
 - Restrict output to what is needed
- Prompt multiple times, get multiple answers (and edit)
- Chain of thought prompting
 - Tell it to work step-by-step, and
 - tell it the steps it should take
- Retrieval-Augmented Generation (RAG) Prompting
- Skeleton of Thought method
 - first produce an outline or skeleton (check if on track)
- Self-reflection prompting
- Pursue multiple avenues
 - Ask for more responses

More Useful Tools

- Superpower Daily
 - Chrome Plugin for ChatGPT
 - It has cool things
 - Also can be annoying
 - Comes with a newsletter (!!)
 - Which I very much enjoy
- Surreal (but funny) tips
 - from the Superpower Daily Newsletter



The surreal does not stop here (but we should)

Opinion

Artificial intelligence (AI)

🕒 This article is more than **2 months old**

What is going on with ChatGPT? *Arwa Mahdawi*



Fri 12 Jan 2024 12.09 CET

 Share

 125

Over the last month or so, there's been an uptick in people complaining that the chatbot has become lazy. What's behind this trend?

On AI Bias



The New York Times



Artificial
Intelligence >

OpenAI's 'Reckless' Culture

The New ChatGPT

Replacing the C.E.O.

Chatbots and Disinformation

Faces Quiz

We Teach A.I. Systems Everything, Including Our Biases

Researchers say computer systems are learning from lots and lots of digitized books and news articles that could bake old attitudes into new technology.

On AI Bias

Google

This article is more than 3 months old

Google chief admits 'biased' AI tool's photo diversity offended users

Sundar Pichai addresses backlash after Gemini software created images of historical figures in variety of ethnicities and genders

Human or fake? How AI is distorting beauty standards - video

Dan Milmo and Alex Hern

Wed 28 Feb 2024 13.01 CET

Share



Google's Gemini AI illustrations of a 1943 German soldier. Illustration: Gemini AI/Google

Most viewed



Dozens killed in Israeli strike on UN school, Gaza officials say



ANC leaders propose government of national unity after losing majority in South Africa



Bowel disease breakthrough as researchers make 'holy grail' discovery



Activists fly K-pop USB sticks into North Korea as 'poo balloon' row intensifies



Ask Ugly: the state of the bush - how should I be styling my pubic hair?

Talking to Machines




Talking to Machines



Talking to Machines



 Generate

 Edit


Style

 Photographic >

✓ Prompt

The intern. Professional headshot for website.

> Negative prompt

> Upload image 

∨ Settings



 1:1 

Image count 2

👁 Advanced

 Dream

0.46



Mar 12, 1:43 PM

The intern. Professional headshot for website.



Dec 3, 4:28 PM



The intern. Professional headshot for website

The intern. Professional headshot for website.



The *young* intern. Professional headshot for website

The young intern. Professional headshot for website. ↶

^ Scroll to top



Apr 15, 1:15 PM

The young intern. Professional headshot for website. ↶



The *young male* intern. Professional headshot for website

The young male intern. Professional headshot for website. ↶

↶ Scroll to top



Apr 15, 1:16 PM

The young male intern. Professional headshot for website. ↶



The *young male* intern. Professional headshot for website

The young intern. Professional headshot for website. ↶

^ Scroll to top



Apr 15, 1:18 PM

The young intern. Professional headshot for website. ↶



The *young smart* intern. Professional headshot for website

The young smart intern. Professional headshot for website. ↩



CAMERAS AND PHOTOGRAPHY

No one's ready for this

Our basic assumptions about photos capturing reality are about to go up in smoke.

By **Sarah Jeong**, features editor who publishes award-winning stories about law, tech, and internet subcultures. A journalist trained as a lawyer, she has been writing about tech for 10 years.

Photography by Chris Welch / The Verge; AI-altered images made with Google's Magic Editor.

Aug 22, 2024, 1:00 PM GMT-4



360 Comments (360 New)

If you buy something from a Verge link, Vox Media may earn a commission. [See our ethics statement.](#)



Image: Cath Virginia / The Verge, Stuart Franklin



A man with short, white hair is shown from the chest up, wearing a dark blue denim shirt. He is looking slightly to the right with a serious expression, his hands clasped together in front of him. The background is a dimly lit room, possibly a recording studio, with various pieces of equipment like monitors and racks visible in the shadows. The overall lighting is low, with some warm light sources in the background.

**THE MUSICIAN'S
BIGGEST
THREAT**



09-13-11

Thank you for your attention!

**HUN
REN**



**INSTITUTE FOR POLITICAL SCIENCE
CENTRE FOR SOCIAL SCIENCES**



Democracy Institute