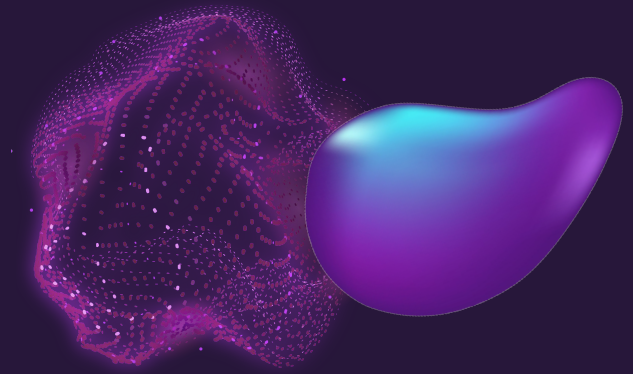

ARTIFICIAL INTELLIGENCE ON LEVEL 5

YES PLEASE!

Chain 5
09-11-2023
Leeuwarden

CONTENT OF WORKSHOP

01 INTRO

02 FIVE INSIGHTS OF AI ON LEVEL 5

03 WRAP-UP

BY RAISE OF FINGERS

How much knowledge do you have about AI?

1 = AI?????
2 = I know a little but not everything
3 = I have a basic understanding
4 = I know a lot but not everything
5 = I can impress Elon Musk and Bill Gates during cocktail hour

BY RAISE OF FINGERS

Has your educational programme or university incorporated AI in the curriculum?

1 = Nope, nothing
2 = A little bit
3 = More or less
4 = Yes, we have
5 = We fully embraced it and live in the Matrix

Rick Goossens

Educational manager
Ad Smart Media Production
University of applied science Amsterdam

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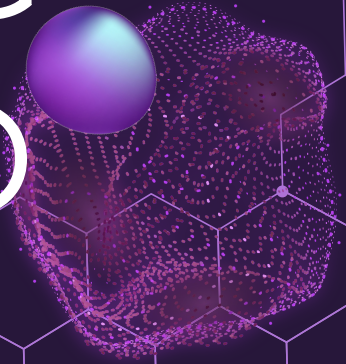
AD SMART MEDIA PRODUCTION

We teach students to become the media professionals of the future who use smart technologies to make dynamic content with ethical awareness

GOAL

GET THINKING

GET INSPIRED



WORKSHOP

THINK

1:00

PAIR

2:00

SHARE

3:00

WHEN WE SAY “AI”
WHAT IS THE NUMBER 1 TOPIC
THAT COMES INTO MIND?

IS AI “INTELLIGENT”?

Next-token-prediction

The model is given a sequence of words with the goal of predicting the next word.

Example:
Hannah is a ____

Hannah is a *sister*
Hannah is a *friend*
Hannah is a *marketer*
Hannah is a *comedian*

Masked-language-modeling

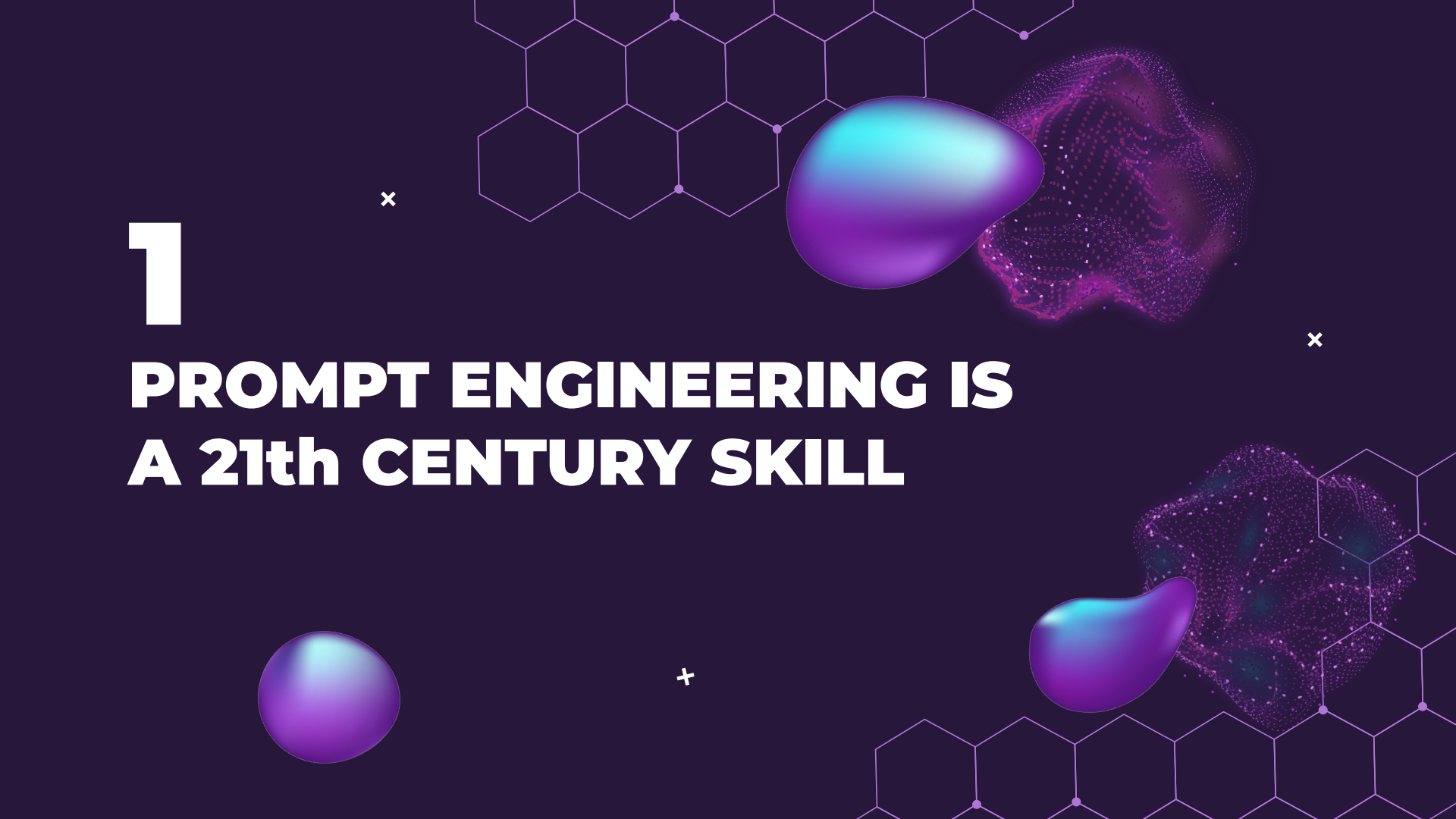
The model is given a sequence of words with the goal of predicting a ‘masked’ word in the middle.

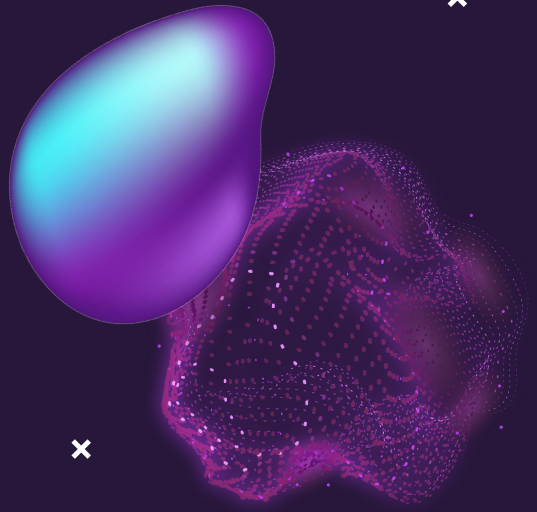
Example
Jacob [mask] reading

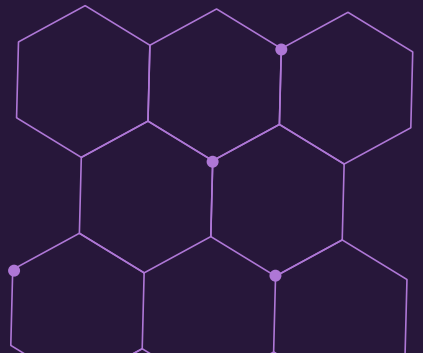
Jacob *fears* reading
Jacob *loves* reading
Jacob *enjoys* reading
Jacob *hates* reading

1

PROMPT ENGINEERING IS A 21th CENTURY SKILL





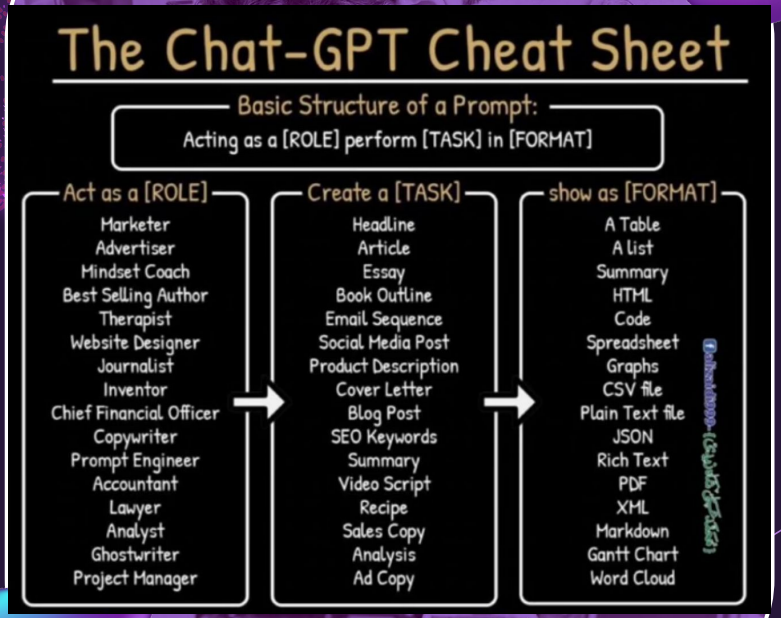


“Prompt engineering is the practice of designing inputs for generative AI tools that will produce optimal outputs.”

—McKinsey, Sept 2023

PROMPT ENGINEERING

Example: “You are a marketeer with 20 years of experience and want to create a creative social media campaign for Chain 5. Come up with 5 ideas and prioritize them in order of creativity.”



PROMPT ENGINEERING ON LEVEL 5

BRAINSTORM PARTNER

“You are a marketeer with 20 years of experience and want to create a creative social media campaign for Chain 5. Come up with 5 ideas and prioritize them in order of creativity.”

CONTENT CREATION

“You are a content creator who uses the latest trends. Create a homepage description for the website chain5.com of 500 words. The goal is to inform professionals about the conference.”

RESEARCH & ANALYSIS

“Your want to make a competitive analysis for your client Nike and their 3 biggest competitors. What are the 20 most important questions I should answer? And what is a professional workflow to create an analysis?

INSIGHT 1: PROMPT ENGINEERING IS A 21th CENTURY SKILL

THINK → Do you agree with the statement?

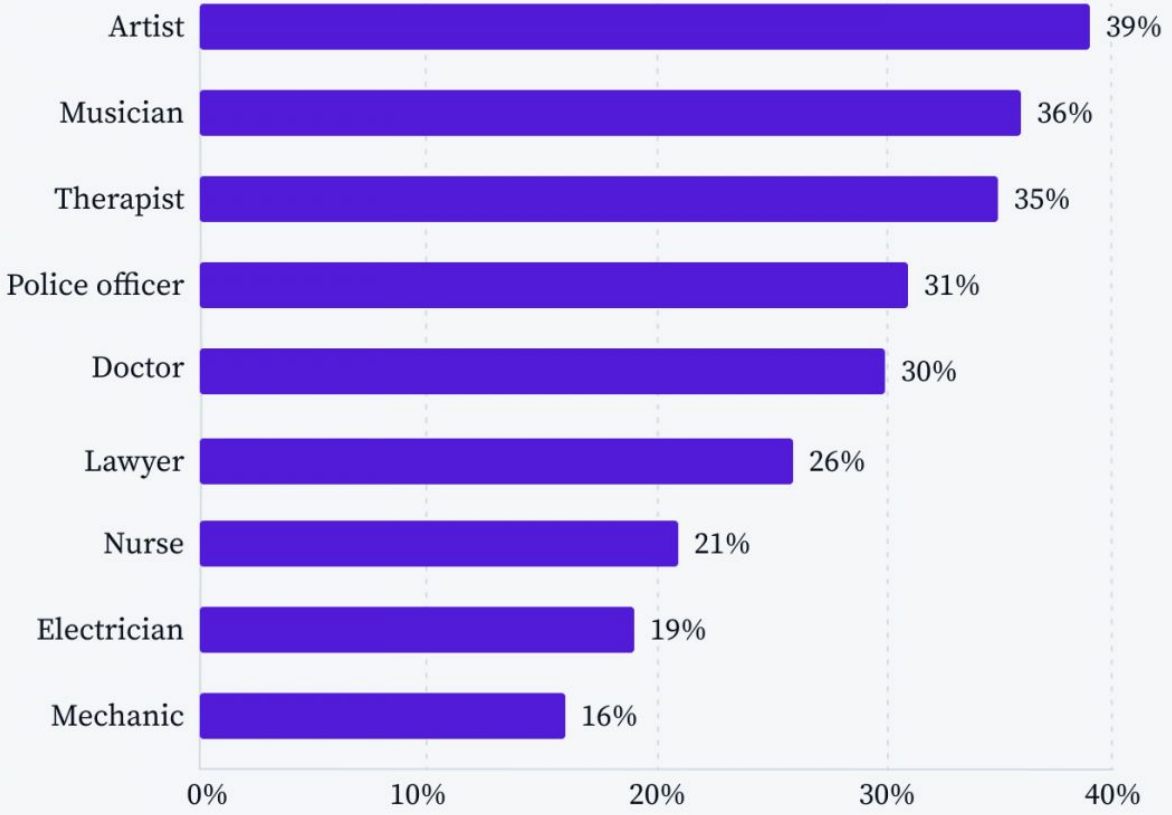
PAIR → Think about a prompt your students can use

SHARE → Sharing is caring

2

AI WILL BE PART OF THE LEVEL 5 WORK PROCESS CROSS SECTOR

Jobs least likely to be taken over by AI



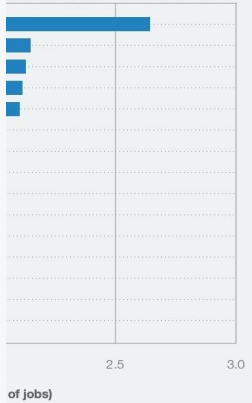
Automated for the people

Automation risk by job type, %

Source: OECD

Economist.com

cs and growth reported by organizations



of jobs)

INSIGHT 2: AI WILL BE PART OF THE LEVEL 5 WORK PROCESS CROSS SECTOR

THINK → Will AI be part of the work process of your students and their profession?

PAIR → Write (future) roles or occupations of your sector where AI is part of the work process

SHARE → Sharing is caring

3
EXPERIMENT!
THESE ARE THE EXCITING TIMES!

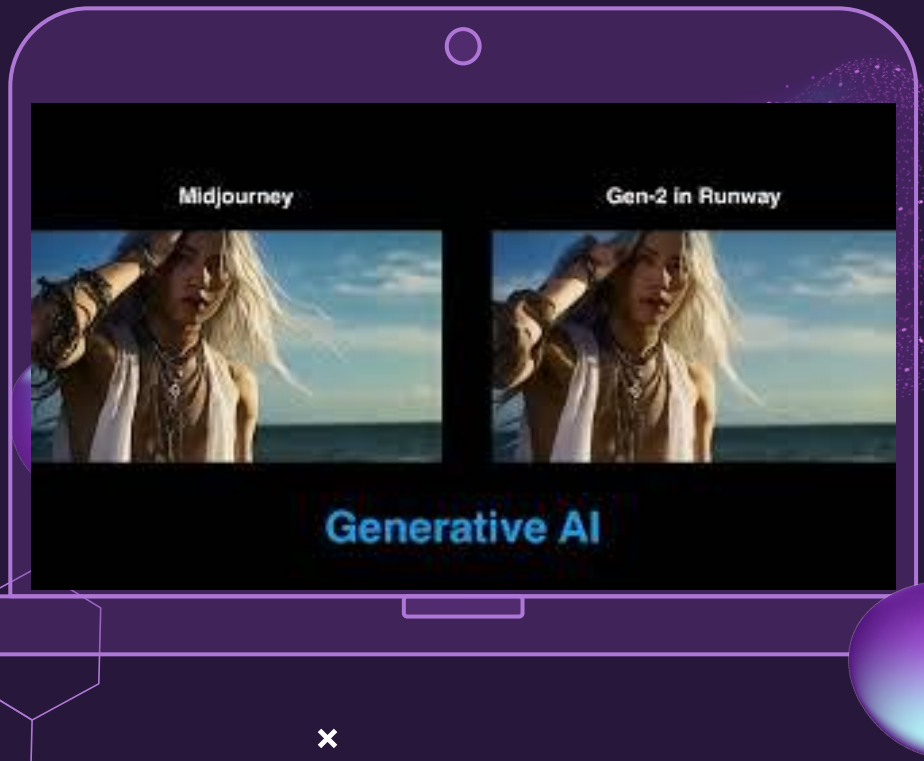
Midjourney

PROMPT BATTLES

CONCEPTING
GENERATIVE CONTENT
GPT4 TURBO

PROMPT BATTLES
CONCEPTING
GENERATIVE CONTENT
GPT4 TURBO

GENERATIVE CONTENT



- HEADSHOTS
- LOGOS
- PRESENTATIONS
- COPYWRITING
- VOICE OVERS
- PRODUCT VIDEOS
- DYNAMIC PODCAST TRAILERS
- EDITING WITH ADOBE AI MUSIC
- WEBSITE DESIGN

PROMPT BATTLES
CONCEPTING
GENERATIVE CONTENT
GPT4 TURBO

INSIGHT 3: EXPERIMENT!

THINK — To what degree are you or your organisation willing to experiment?

PAIR — What is the #1 experiment you want to do?

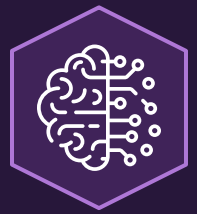
SHARE — Sharing is caring

4 YOU NEED TO HAVE AN EDUCATIONAL VISION ABOUT TECHNOLOGY

TECHNOLOGY VISION ON 3 LEVELS

ORGANISATION

5 years
Impact world
Technology



FACULTY

3-5 years
Impact on sector
Generative content

PROGRAMME

1-2 years
Impact on profession
AI

INSIGHT 4: YOU NEED AN EDUCATIONAL VISION ABOUT TECHNOLOGY

THINK — Does your university have a clear vision about technology on each level?

PAIR — What do you need from management? And what can you do yourself?

SHARE — Sharing is caring

5

ETHICS IS A MUST

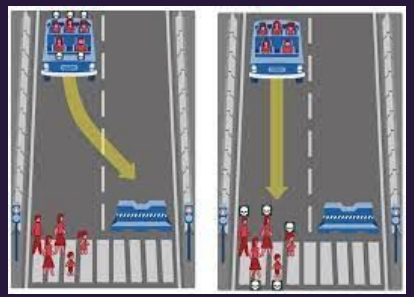
ETHICS ON LEVEL 5

Media

HER
Ex-machina
Coded bias
Wall-e
Black Mirror
Deepfakes

Courses

Moral machine test
National AI-course
LinkedIn learning
Certificates
Ethical toolkit

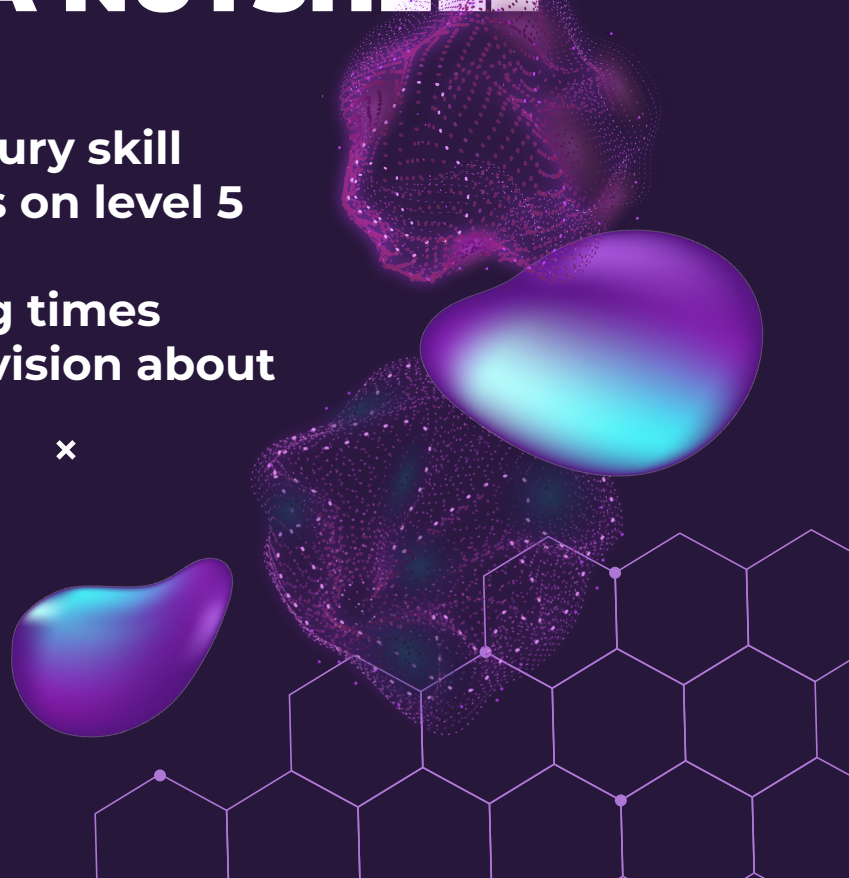


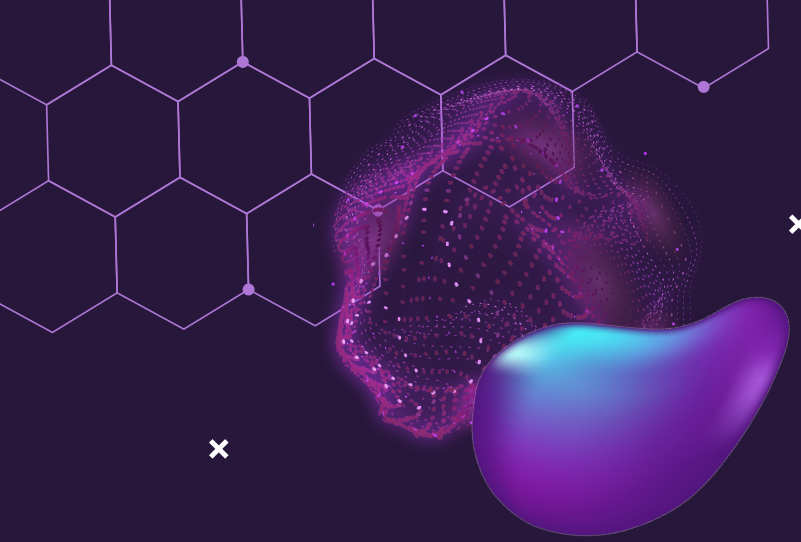
Discussions

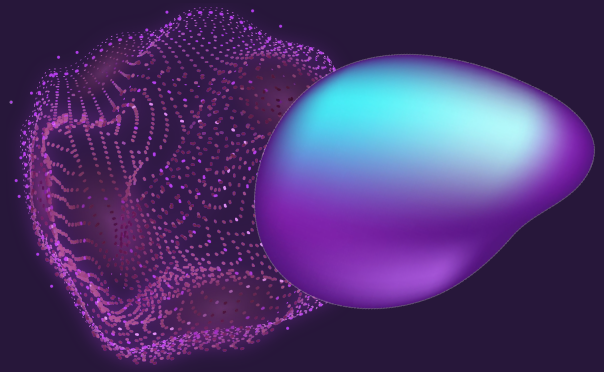
Sharing is caring

AI ON LEVEL IN A NUTSHELL

1. Prompt engineering is a 21th century skill
2. AI will be part of the work process on level 5 cross sector
3. Experiment, these are the exciting times
4. You need to have an educational vision about technology
5. Ethics is a must







BY RAISE OF FINGERS

Did you get thinking and inspired about AI on level 5?

1 = No
2 = A little
3 = I got some new ideas
4 = Yes
5 = I will organize a cocktail party and invite Elon and Bill to talk about AI

THANKS!

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