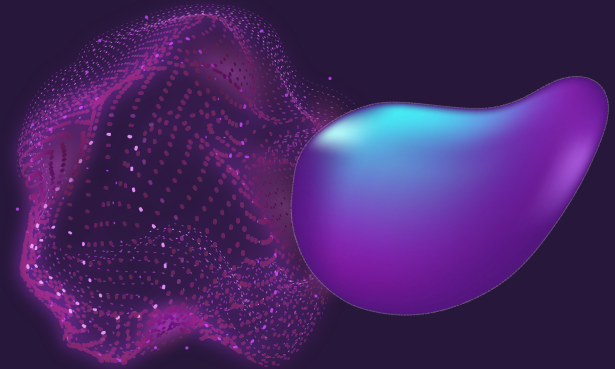




x

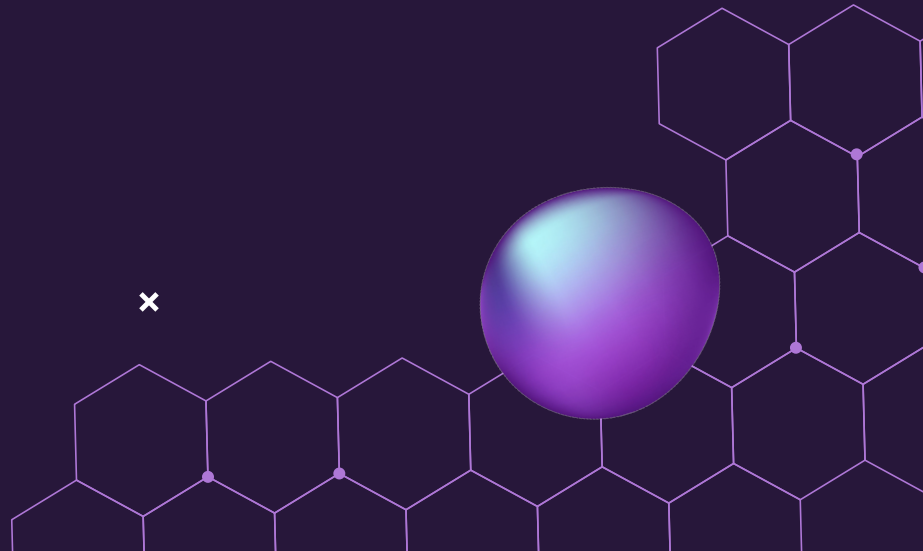


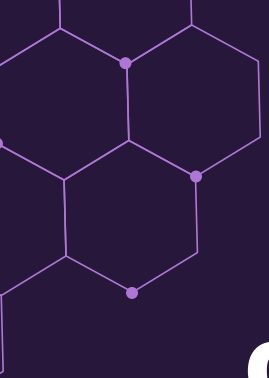
ARTIFICIAL INTELLIGENCE ON LEVEL 5

YES PLEASE!

Chain 5
09-11-2023
Leeuwarden

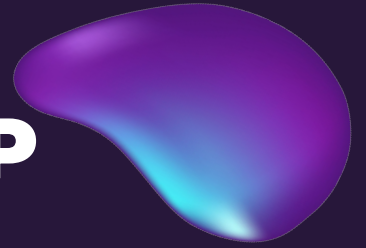
x





×

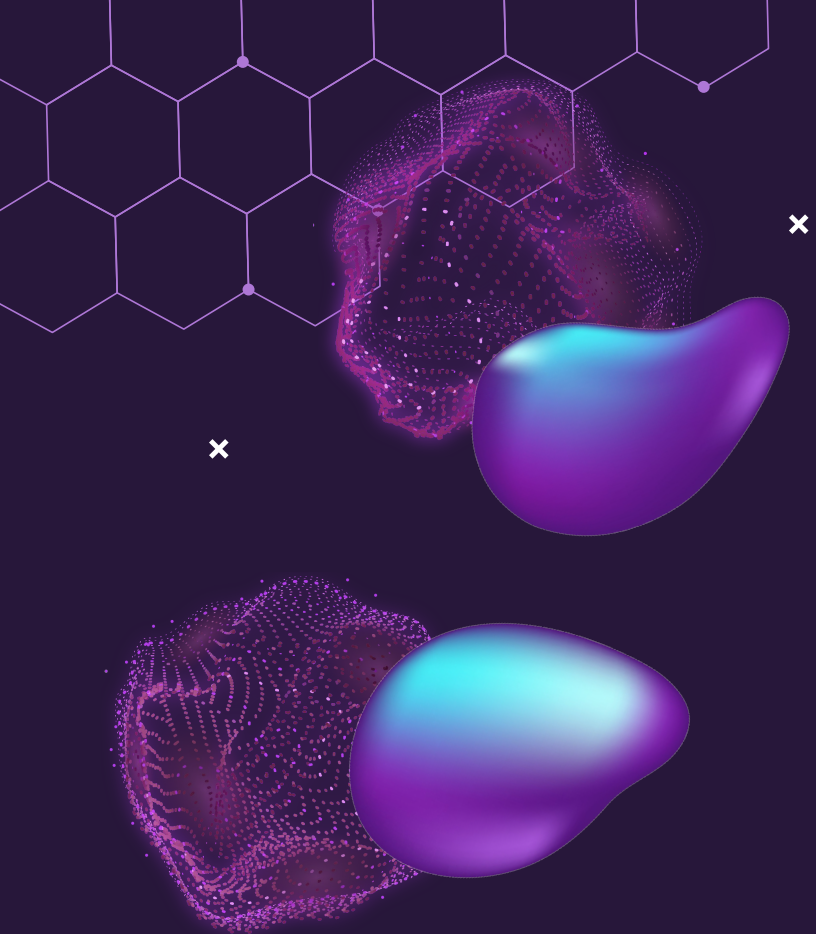
CONTENT OF WORKSHOP



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?????

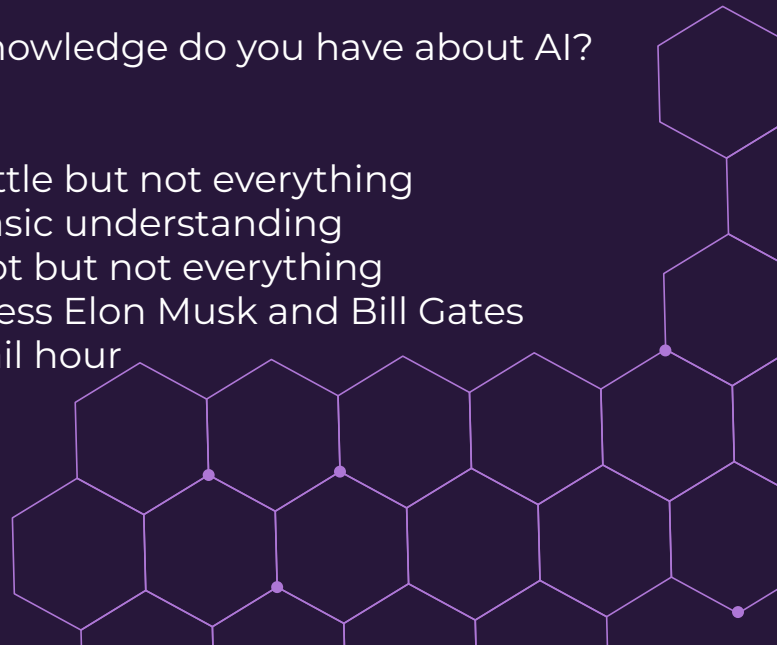
2 = I know a little but not everything

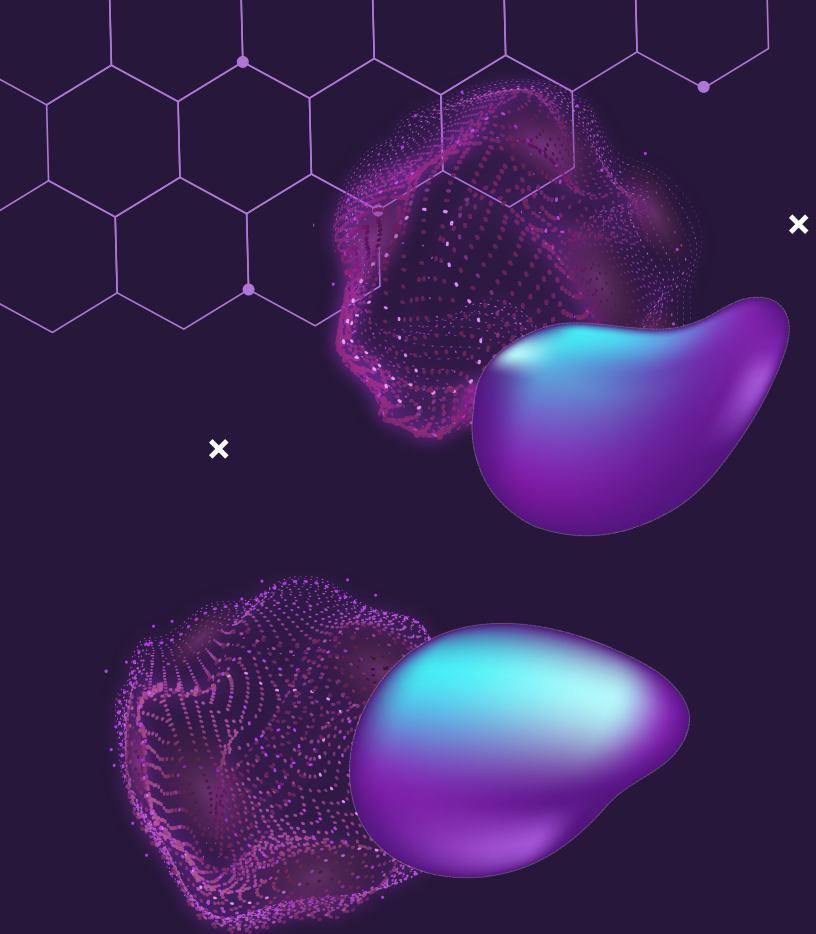
3 = I have a basic understanding

4 = I know a lot but not everything

5 = I can impress Elon Musk and Bill Gates during cocktail hour

x





BY RAISE OF FINGERS

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

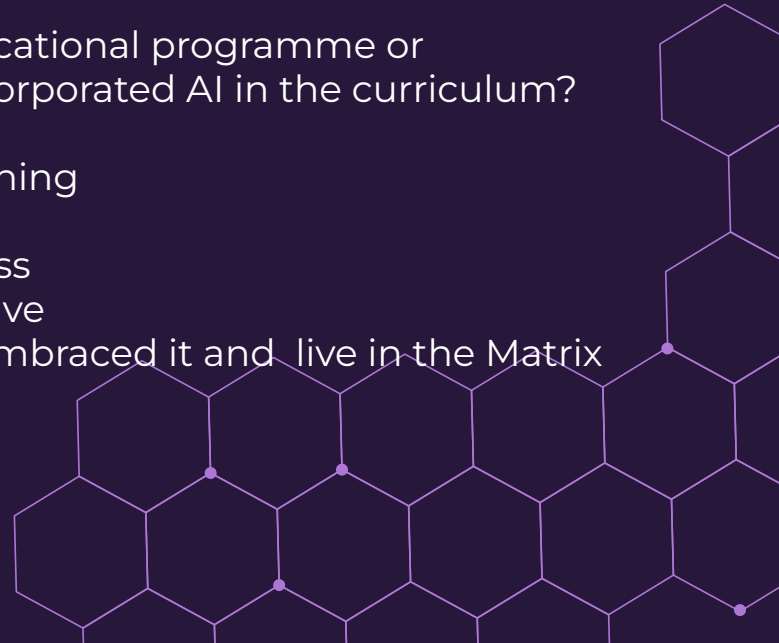
1 = Nope, nothing

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



<https://www.linkedin.com/in/rickgoossens/>





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



x

GOAL

GET THINKING



x

GET INSPIRED



x

WORKSHOP

x

THINK

x



1:00

PAIR



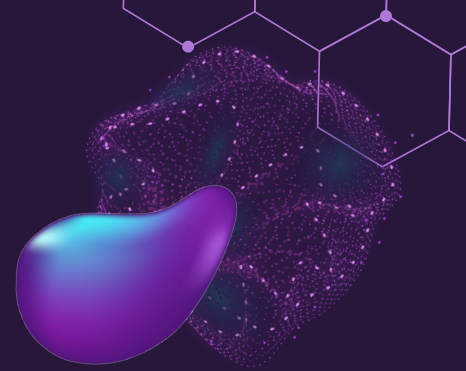
2:00

SHARE



3:00

x





**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

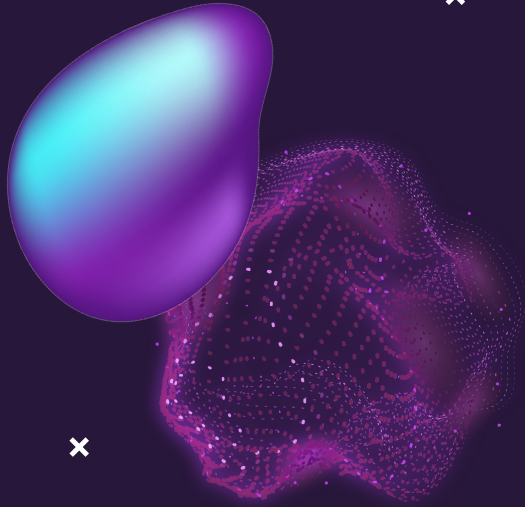


1

**PROMPT ENGINEERING IS
A 21th CENTURY SKILL**



x

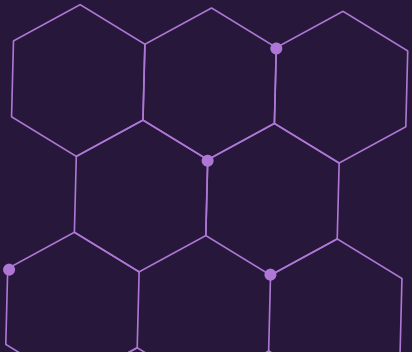


x

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

—**McKinsey, Sept 2023**

x



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.”

The Chat-GPT Cheat Sheet

Basic Structure of a Prompt:
Acting as a [ROLE] perform [TASK] in [FORMAT]

Act as a [ROLE]

Marketer
Advertiser
Mindset Coach
Best Selling Author
Therapist
Website Designer
Journalist
Inventor
Chief Financial Officer
Copywriter
Prompt Engineer
Accountant
Lawyer
Analyst
Ghostwriter
Project Manager

Create a [TASK]

Headline
Article
Essay
Book Outline
Email Sequence
Social Media Post
Product Description
Cover Letter
Blog Post
SEO Keywords
Summary
Video Script
Recipe
Sales Copy
Analysis
Ad Copy

show as [FORMAT]

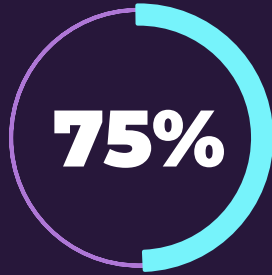
A Table
A List
Summary
HTML
Code
Spreadsheet
Graphs
CSV file
Plain Text file
JSON
Rich Text
PDF
XML
Markdown
Gantt Chart
Word Cloud

©thesmartreport.com - ChatGPT Cheat Sheet



PROMPT ENGINEERING ON LEVEL 5

x



BRAINSTORM PARTNER

“You are a marketer 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.”

50%

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.”

x



20%

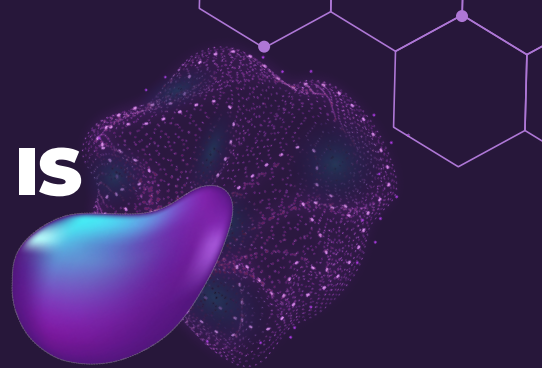
RESEARCH & ANALYSIS

“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

x

x



THINK

Do you agree with the statement?



1:00

PAIR

Think about a prompt your students can use



2:00

SHARE

Sharing is caring



3:00



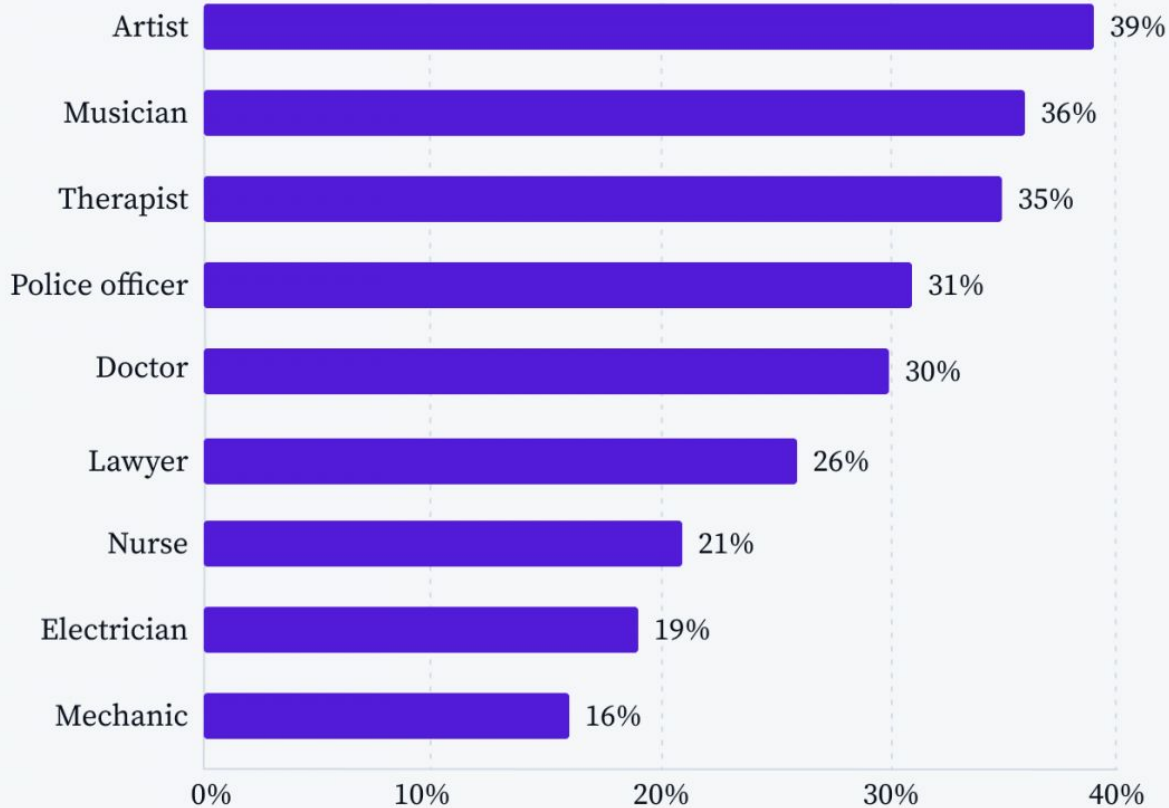


2

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



Jobs least likely to be taken over by AI

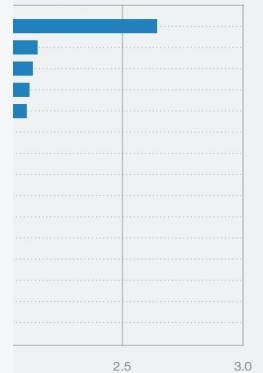


Automated for the people

Automation risk by job type, %

- Food preparation
 - Construction
 - Cleaning
 - Driving
 - Agricultural labour
 - Garment manufacturing
 - Personal service
 - Sales
 - Customer service
 - Business administration
 - Information technology
 - Science & engineering
 - Healthcare
 - Hospitality & retail management
 - Upper management & politics
 - Teaching
- Source: OECD

Jobs and growth reported by organizations



of jobs)

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

x

x

THINK

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



1:00

PAIR

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

2:00

SHARE

Sharing is caring



3:00



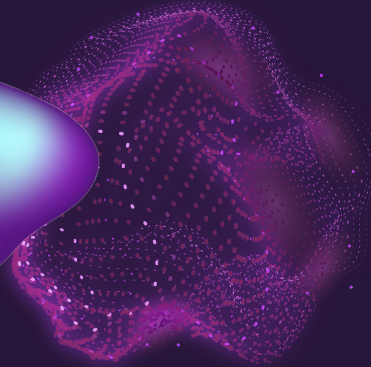
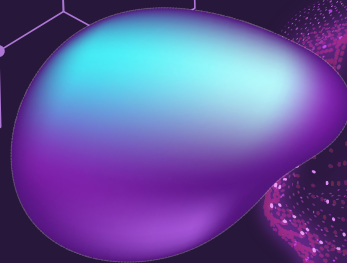
3

EXPERIMENT!

THESE ARE THE EXCITING TIMES!



+



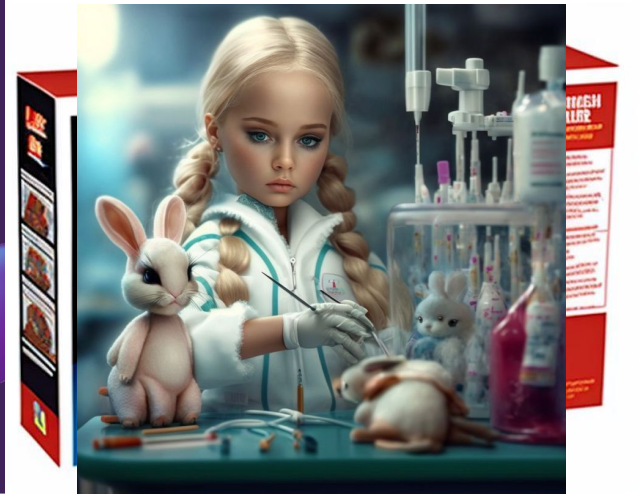
x

x



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

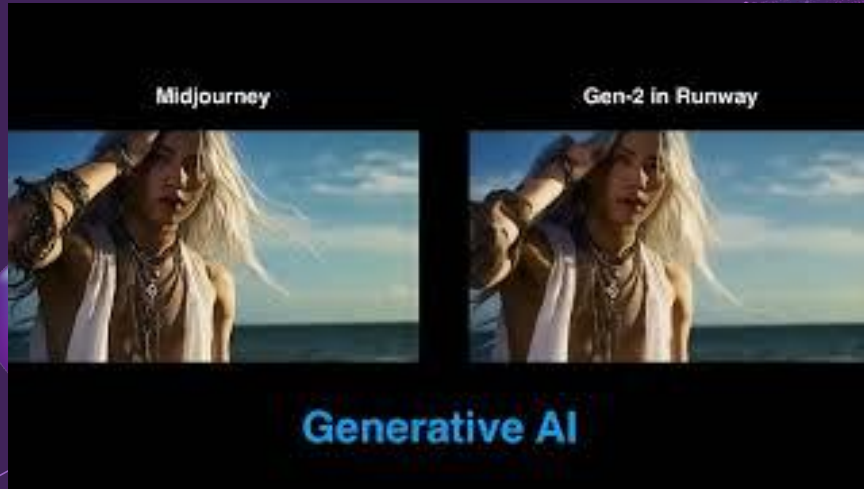
DYNAMIC PODCAST

TRAILERS

EDITING WITH ADOBE

AI MUSIC

WEBSITE DESIGN



×



×

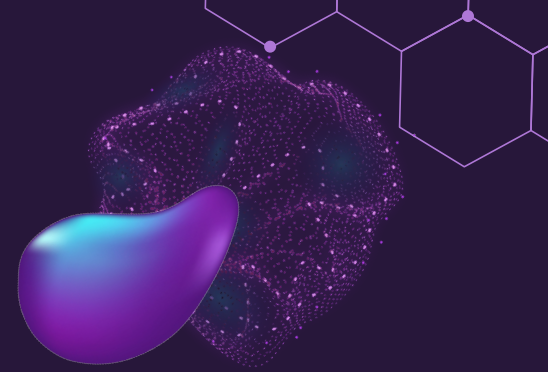
PROMPT BATTLES CONCEPTING GENERATIVE CONTENT **GPT4 TURBO**

×

×



INSIGHT 3: EXPERIMENT!



x

x

THINK

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

1:00

PAIR

What is the #1 experiment you want to do?

2:00

SHARE

Sharing is caring



3:00





4

**YOU NEED TO HAVE AN
EDUCATIONAL VISION ABOUT
TECHNOLOGY**

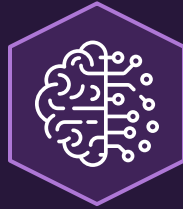
TECHNOLOGY VISION ON 3 LEVELS



ORGANISATION

5 years
Impact world
Technology

x



FACULTY

3-5 years
Impact on sector
Generative content

x



PROGRAMME

1-2 years
Impact on profession
AI

+



INSIGHT 4: YOU NEED AN EDUCATIONAL VISION ABOUT TECHNOLOGY

x

x



THINK

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

1:00

PAIR

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

2:00

SHARE

Sharing is caring



3:00

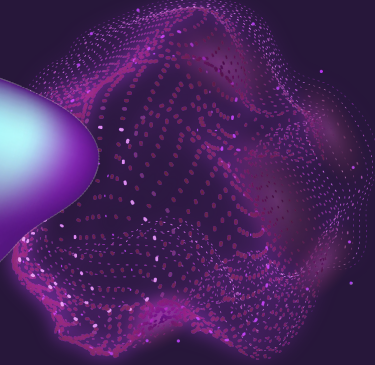
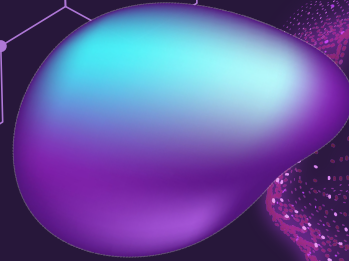


5

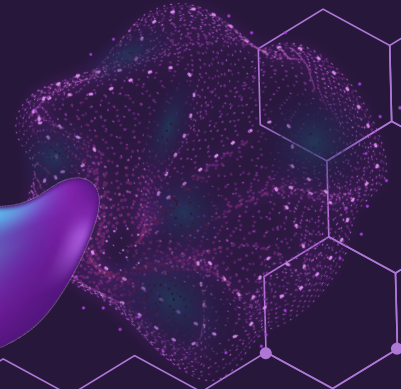
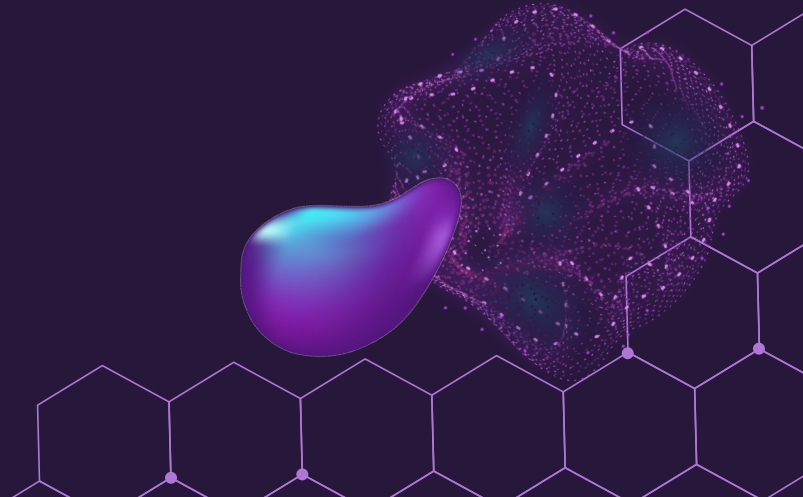
ETHICS IS A MUST



+



x



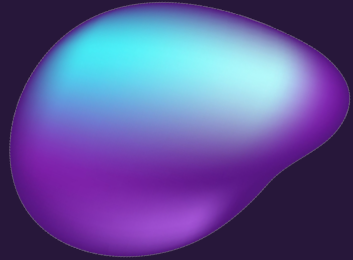
ETHICS ON LEVEL 5



×

Media

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

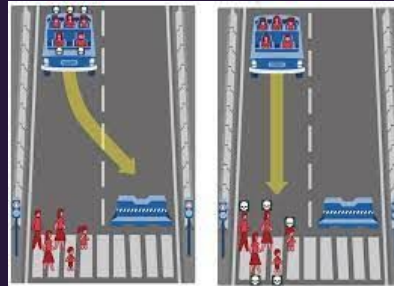


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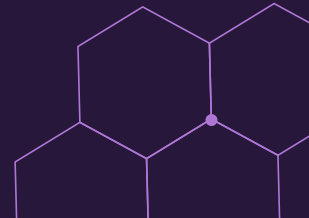
Courses

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



Discussions

Sharing is caring



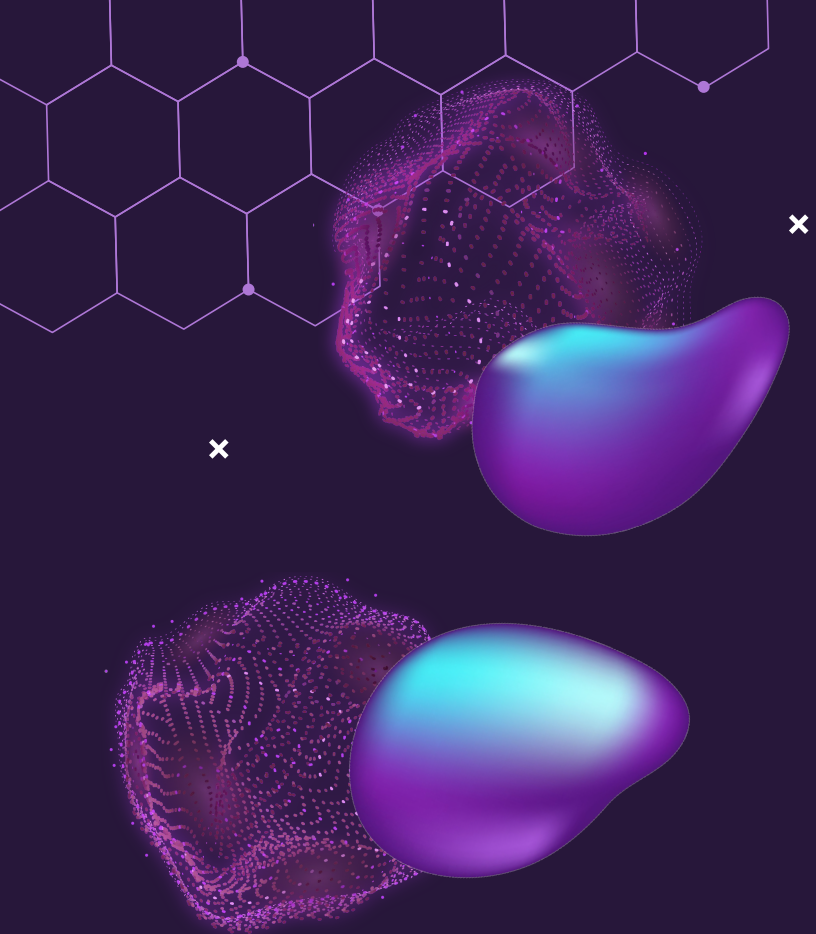
AI ON LEVEL IN A NUTSHELL

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!

Rick Goossens

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University of applied science Amsterdam



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