

Welcome to the Future!

AI Literacy for Professionals

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Roadmap

Understanding the Basics of AI

- What is Artificial Intelligence?
- Development of Generative AI
- Humans v. Robots
- AI Strengths & Limitations
- What Can I Do with It?



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Relax . . .

- There will be a QR code and URL at the end of the slides if you want to access the links to the resources that are in this slide deck.

Throughout the slides, the images you'll see were created using ChatGPT 4.0. To see the prompt used to create the image, you can click on the Alt Text for the image.



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What is Artificial Intelligence?

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Complex Computer Algorithms

- Complex algorithms enable machine learning, in which computers are fed large amounts of data, which they use to identify or "learn" patterns and characteristics.
- We use complex algorithms that are designed to identify patterns and characteristics every day.
- Therefore, Artificial Intelligence has already become a useful and necessary part of everyday life.



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Complex Embedded Algorithms



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Development of Generative AI

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Generative AI is a type of Narrow AI.

Narrow AI

- Executes a specific task using an algorithm.

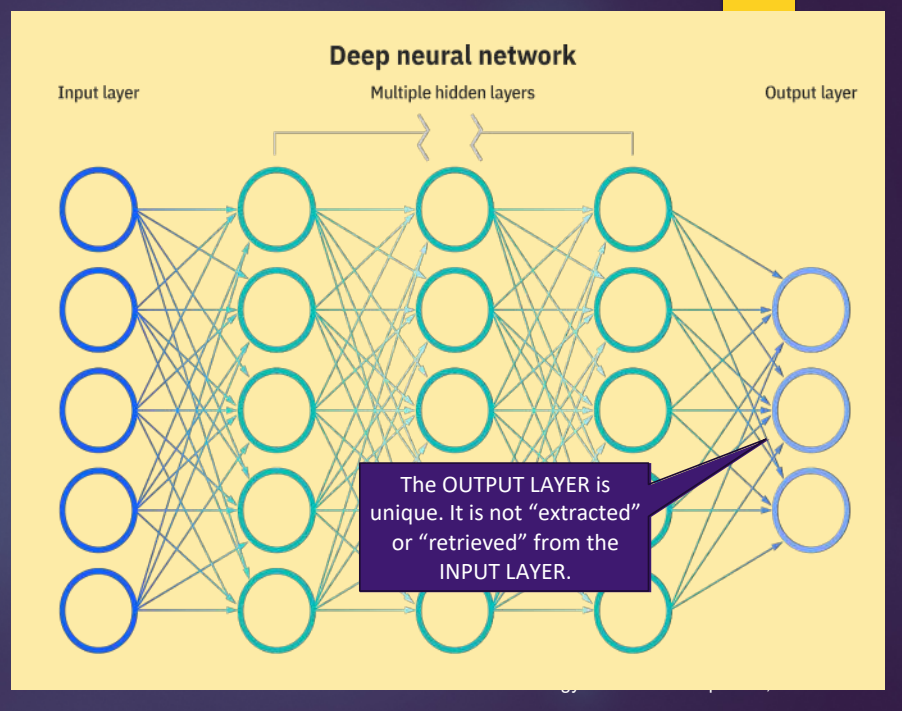
Generative AI

- The specific task is to generate something new using a Large Language Model.

How does generative AI do that?

- "A deep learning model that can take raw data . . . and 'learn' to generate statistically probable outputs when prompted."
- These specific deep learning models are called Large Language Models (LLMs) and use **transformers** to create outputs from inputs. They do this through a system of **encoders** and **decoders**.
- **Encoders** help the model group words into categories (e.g., king, queen, princess, prince=royalty).
- **Decoders** help the model predict what words will come next (e.g., [royalty] sits on a ____).

A GPT takes instructions in human language, digests them, and then gives us output in human language.

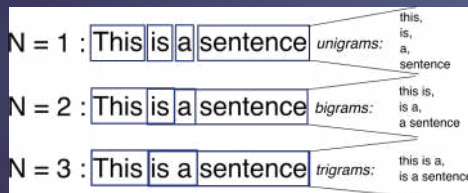


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While we can't see into the black box, we can understand some of the simpler processes.

N-Gram



Concordance Table



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ChatGPT is a Large Language Model

GPT stands for “Generative Pre-trained Transformer”

- *Generative*: it predicts the next word in a sequence
- *Pre-trained*: it has had access to large datasets of human language, *i.e.*, “scraped” from the internet; pre-training stops at a certain point and fine-tuning begins.
- *Transformer*: a system of encoders and decoders that is self-supervised, *i.e.*, self-adjusting

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What was it exposed to in pre-training?



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The training process, while impressive, can be problematic.

- Just because something is generated by a computer doesn't mean it's "neutral" or "unbiased."
- Algorithms are written by people.
- The pre-training material on the Internet and subsequent fine-tuning was created by people.



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Difference Between Search & LLM Algorithms

Search Algorithms



- Narrow algorithms meant to accomplish a specific task, to wit: **finding language requested.**
- Retrieve based on your input.
- Gives you site results, and you sift through them. You decide what you keep from the results; you are the arbiter of reliability.

LLM Algorithms



- Narrow algorithms meant to accomplish a specific task, to wit: **generating new text that is statistically likely to be responsive to the prompt.**
- Generate based on your input, and on its pre-training and fine-tuning.
- Gives you text or image results. You are only given one choice, and you are *still* the arbiter of reliability.

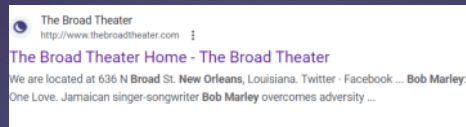
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Google Retrieves

"When is the Bob Marley movie playing at the Broad Theater New Orleans?"



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ChatGPT Invents

"When is the Bob Marley movie playing at the Broad Theater New Orleans?"

ChatGPT

✖ For a movie night out in New Orleans, here are some current options at The Broad Theater, offering a mix of genres from comedy and drama to action, thriller, fantasy, and war:

1. **American Fiction** (R, 1h 57m, Comedy, Drama) with showtimes at 4:30pm, 7:15pm, and 9:45pm. It has a high Rotten Tomatoes® score of 94%.
2. **Argyle** (PG-13, 2h 19m, Action, Thriller) available at 7:00pm and 9:40pm, although it has a mixed reception with a Rotten Tomatoes® score of 32%.
3. **Lisa Frankenstein** (PG-13, 1h 41m, Fantasy, Comedy, Horror) with showings at 4:30pm, 7:00pm, and 9:30pm. It's received a mid-range Rotten Tomatoes® score of 50%.
4. **The Zone of Interest** (PG-13, 1h 46m, Drama, War) is playing at 6:45pm and 9:15pm, and has a positive Rotten Tomatoes® score of 92% [\[1\]](#).

These selections offer a variety of storytelling experiences, from the comedic and dramatic to the thrilling and fantastical, providing a range of movie-going options to suit different tastes. Whether you're in the mood for a critically acclaimed drama or a genre-blending comedy, The Broad Theater in New Orleans has you covered for an enjoyable movie night.

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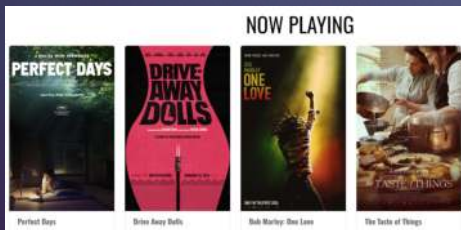
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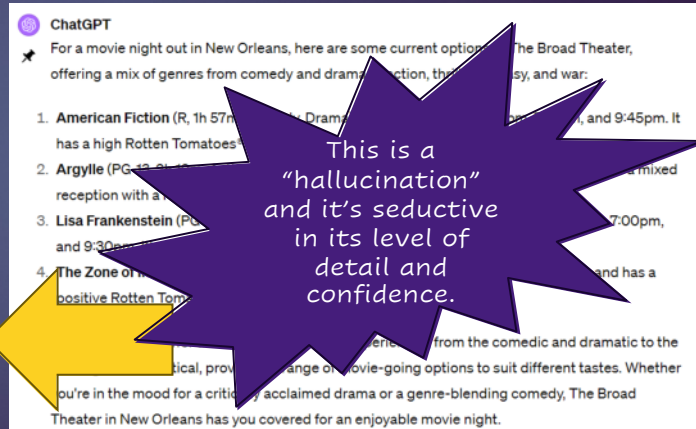
You have to know what you want.

Neither was looking for "truth."

- Search algorithms **fetch** the language we give it.
- GPTs **generate** language that is statistically likely to be phrased properly.



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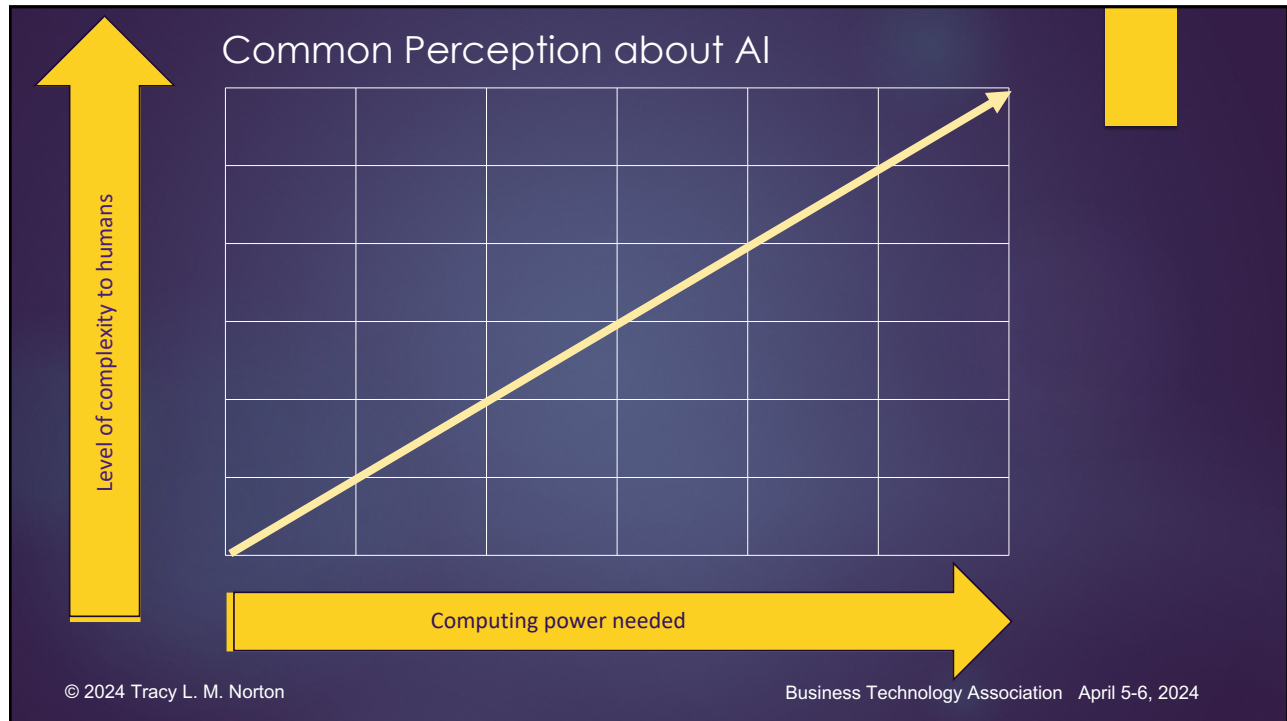
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Human v. Robots

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We've been breathing, walking upright, using tools, and talking for a very long time.

In contrast, we've only discovered calculus and computer engineering relatively recently.

These pursuits aren't hard; they're just new.

NEW YORK TIMES BESTSELLER

"I would recommend this book to anyone interested in a fun, engaging look at early human history. . . . You'll have a hard time putting it down."
—BILL GATES

Yuval Noah Harari

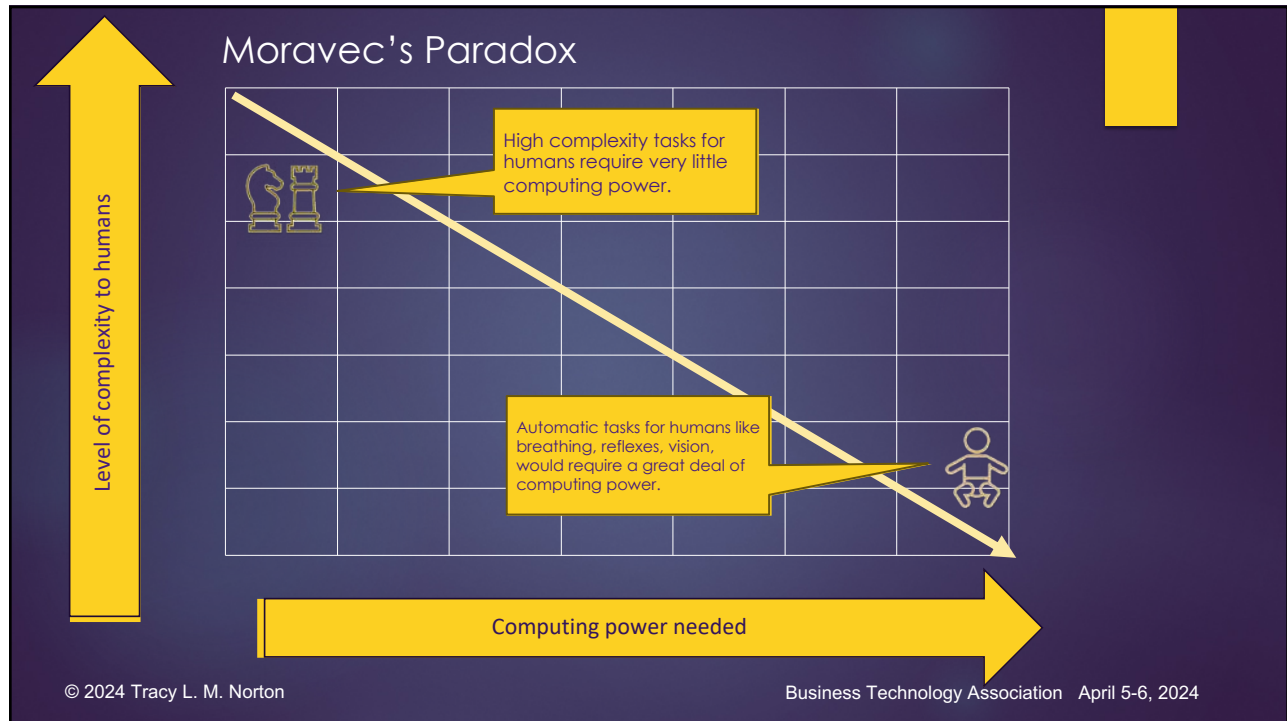
Sapiens

A Brief History of Humankind

P.S. HISTORY'S MOST INFLUENTIAL

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Generative AI Lacks Unique Humanity

- Creativity
- Ingenuity
- Judgment
- Empathy

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Strengths & Limitations

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Generative AI doesn't understand "truth" and "reliability."

- It generates (i.e., "makes up") content that is statistically likely to sound like the correct answer.
- Use it for things that just need to sound correct.
- Do not use it for anything that needs to be accurate or reliable.
- It hallucinates.



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The Marathon Rule

THE BEGINNING



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BUT NOT THE MIDDLE



THE END



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What is ChatGPT Good For?

BRAINSTORMING



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GENRE-BASED DRAFTING



REVISION



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What Can I Do With It?

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What tasks involve wording things or accessing norms?

Emails/Letters

- Networking
- Misunderstanding
- Thank yous
- Declining Requests/Offer
- Complex Explanation/Instructions
- Sensitive Topics
- Apologies
- Recommendations

Planning

- Intern Management
- Project Management
- Continuing Legal Education (CLE) Planning
- Client Relationship Management Strategies
- Marketing and Business Development Plans
- Technology Integration
- Event Planning

Content Creation

Training and Education for New Employees
 Knowledge Management of Commonly-Used Information
 Client Education for Specific Audiences
 Marketing Content Creation
 Workflow Automation
 Blog Content

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You have to know
how to speak to it.

Fortunately, lawyers
are professionally-
trained experts in
nuanced
communication.



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The Rhetorical Situation

The Rhetorical Situation is a way of understanding how best to craft a message that communicates what you intend to the audience.

It is used as a framework for persuasion, but it works anywhere clear communication is important.

Exigence
Why the writer is writing about the subject

Author

Purpose
What the writer wants from the audience

Subject

Audience

Genre
How the subject is presented to the audience

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Prompt Engineering

- Author
- Audience
- Subject
- Exigence
- Purpose
- Genre

Exigence
Why the writer is writing about the subject

Author

Subject

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Purpose
What the writer wants from the audience

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How the subject is presented to the audience

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Remember!

- It's a language model.
- It's not a reasoning model.

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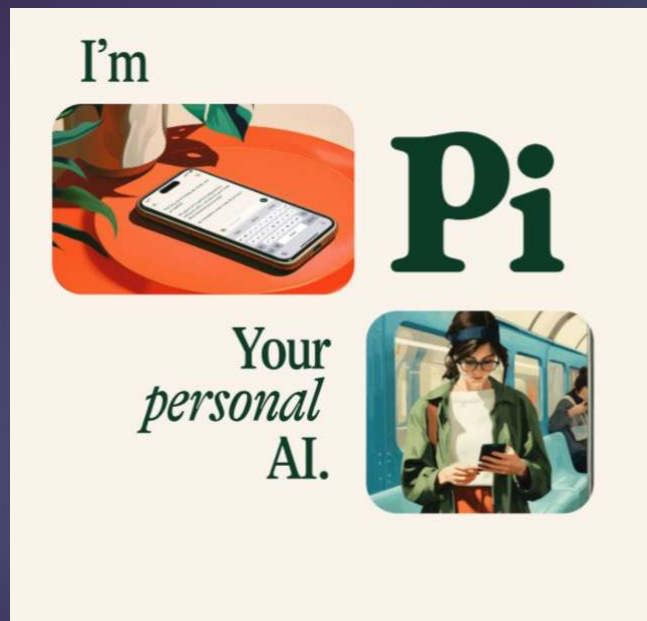
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What is retrieval-augmented generation (RAG)?

- Retrieval-augmented generation is meant to solve the problem of generative AI “hallucinations.”
- It does this by using the LLM capabilities but requires it to confine its answers to a specified dataset.
- You can create a basic version of this by uploading documents to Claude or ChatGPT and prompting it to answer based only on the information in the attachment.
- Commercial holders of large datasets – legal, financial, scholarly – are creating RAGPTs with confined data and greater security.

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RAG Models

- Lexis+AI and Westlaw AI are RAG models.
- They are built on ChatGPT and other LLMs.
- Other RAG models are being built to market widely to specific professionals.
- Others are being built for internal use at large organizations.

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Developing an Internal Policy

- What does the HUMAN oversight structure look like?
- What platforms can be used?
- For what purposes can they be used?
- How will employees be trained so everyone has AI literacy?
- What will or will not be disclosed to clients?
- What will you tell clients about their use of generative AI?
- How will confidential information be protected?
- If something goes wrong, how will event response and remediation be handled?
- How will the policy be enforced?

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Questions?

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