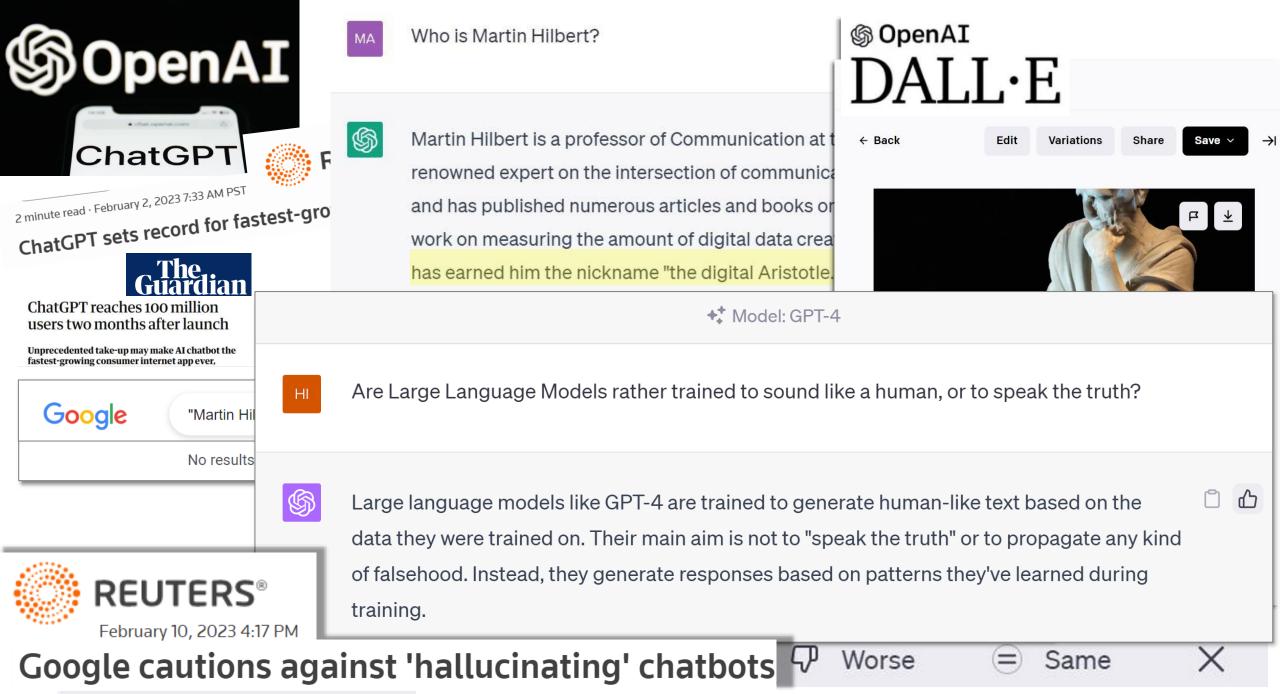


# What's the deal with ChatGPT?



#### Martin Hilbert (Prof; Dr; PhD)

Chair DE Computational Social Science
Dpt. Communication; Data Science Lab;
GG Computer Science
www.MartinHilbert.net



Where do we come from?

Part 1: From Digitalization to Algorithmification

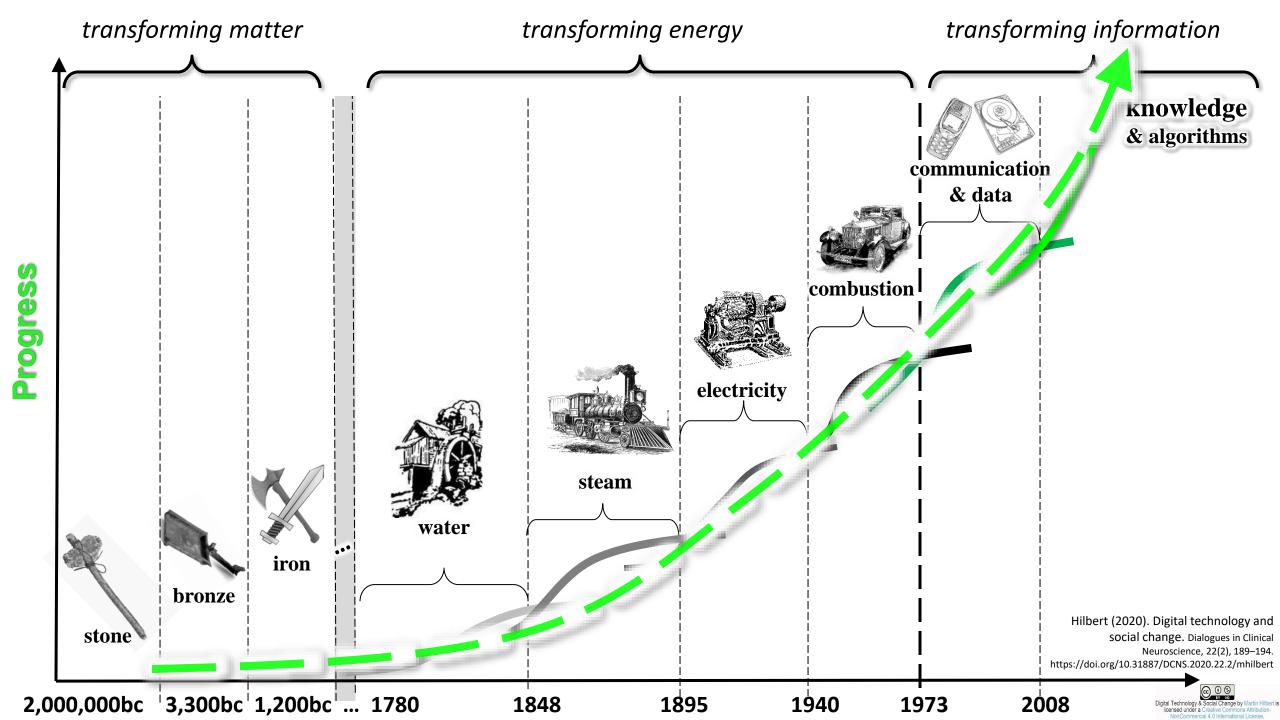
Where are we at?

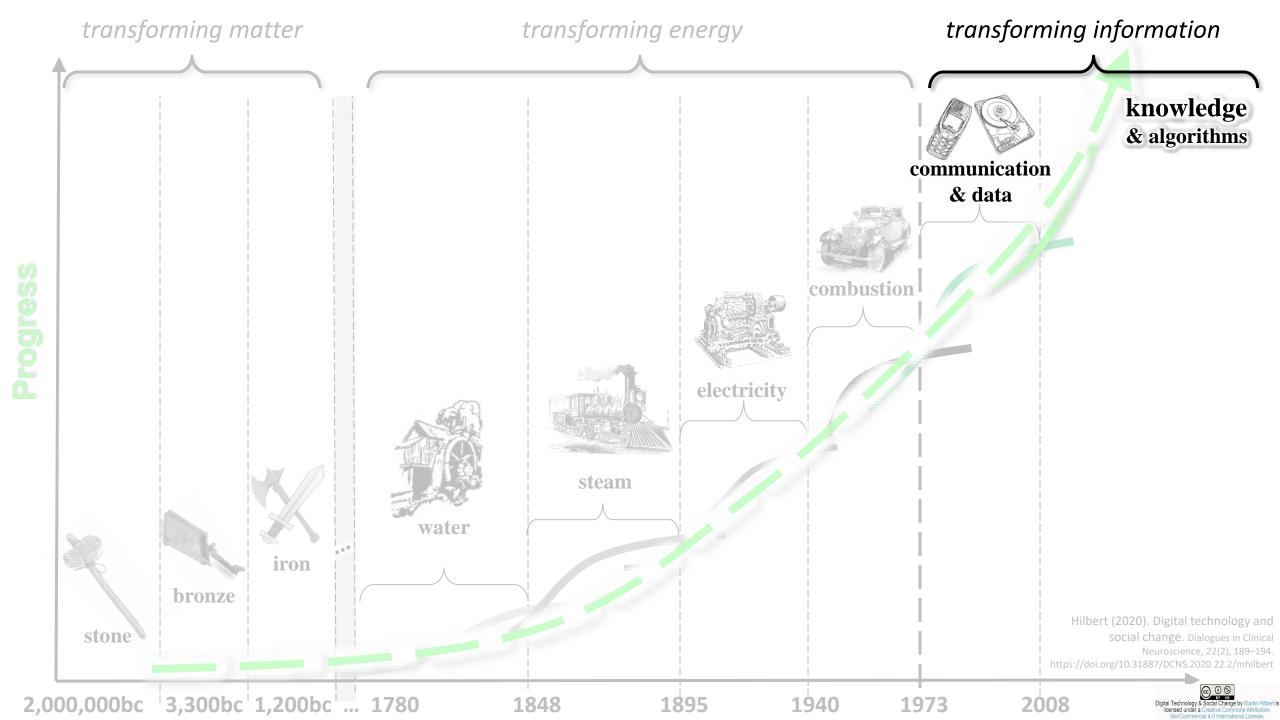
Part 2: The Al paradigm: Knowledge Automation

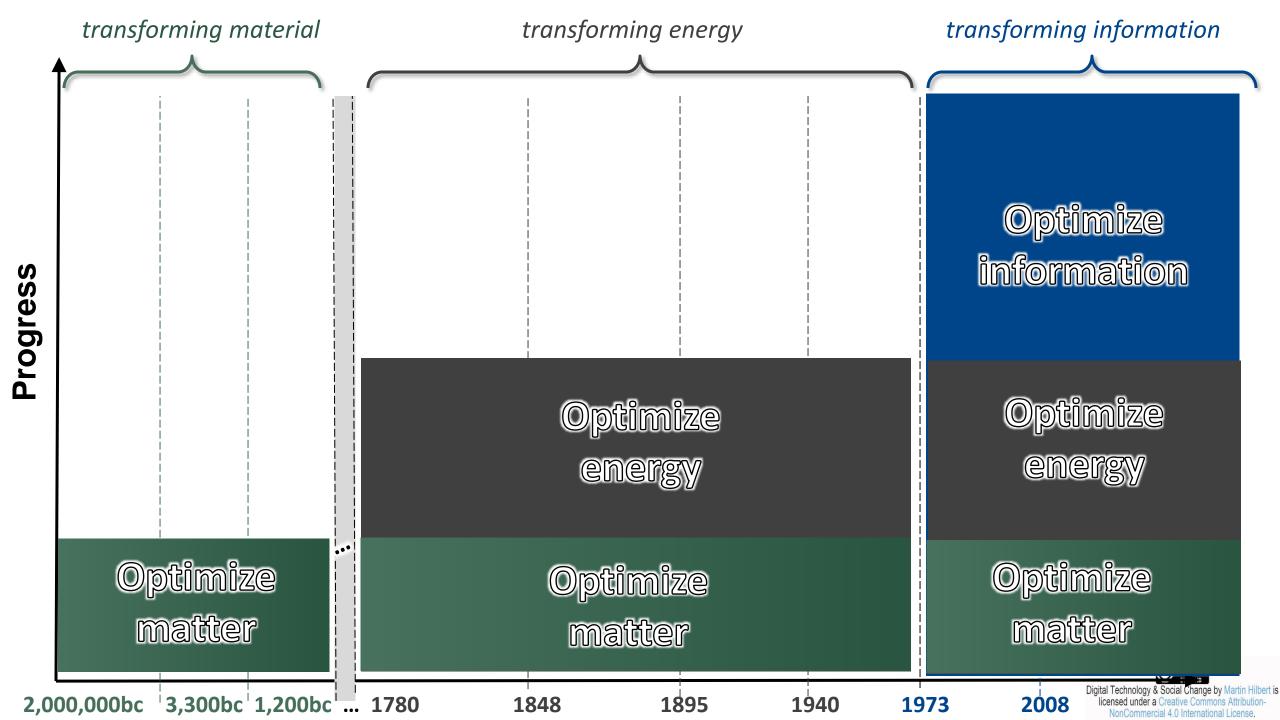
Part 3: Generative Al

Where do we go?





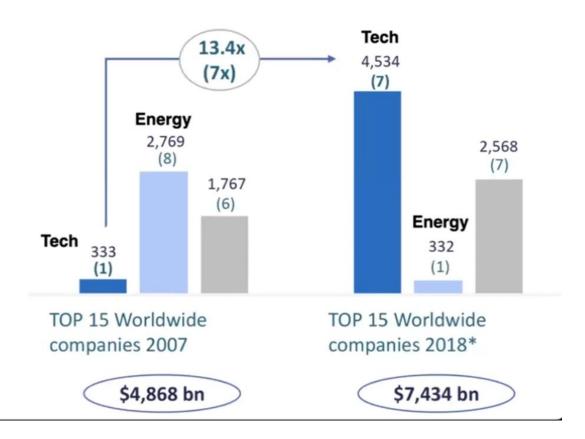


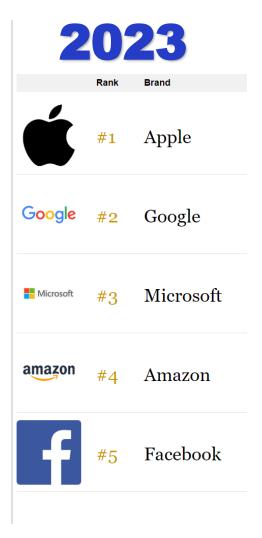


#### World's most valuable brands Fortune 500

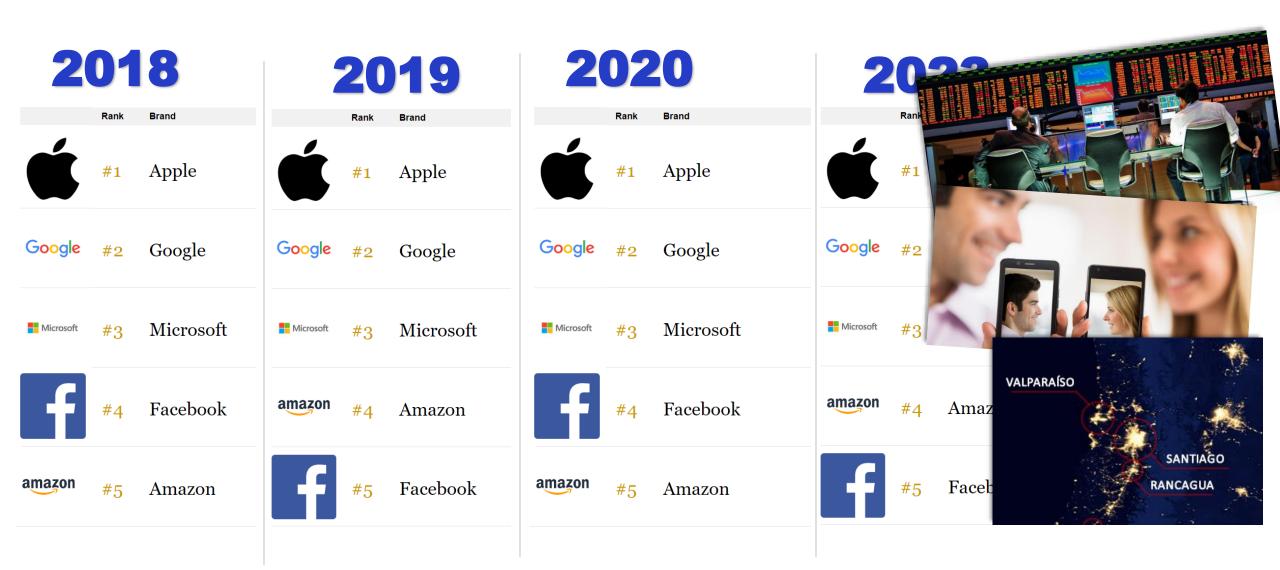
#### Relevance by industry has dramatically changed during the last decade

Market Cap in \$bn (# companies)





#### World's most valuable brands Fortune 500

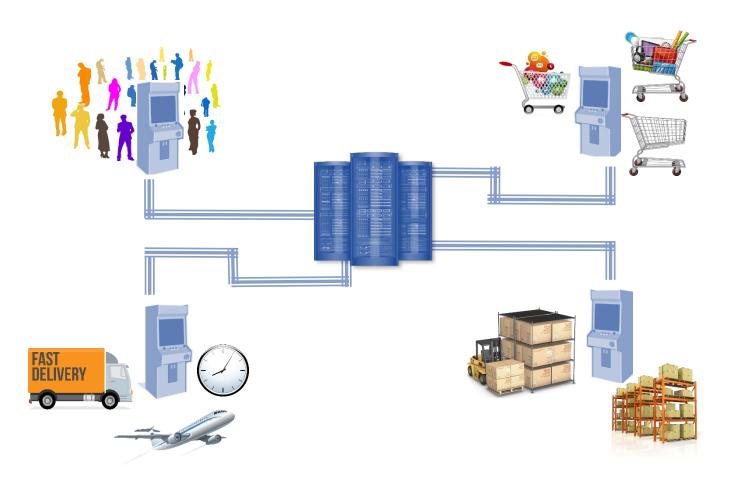


Gillings, Hilbert & Kemp (2016)
Information in the Biosphere: Biological and Digital Worlds.

Trends in Ecology & Evolution (TREE), 31(3), 180–189

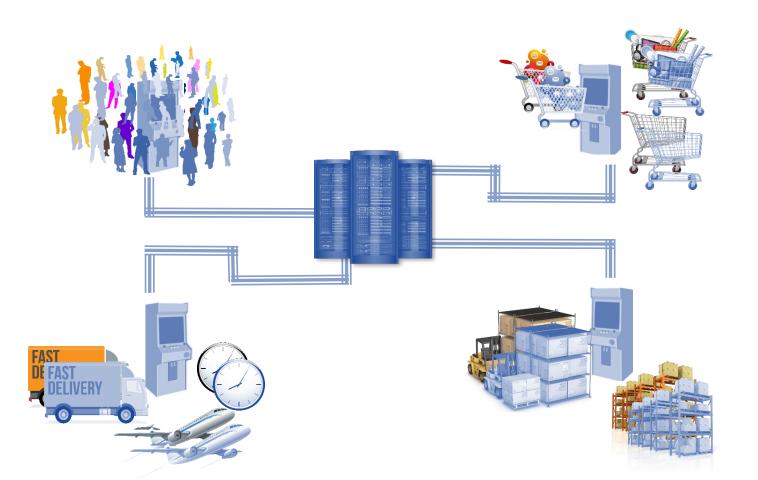
## **Exmpl: goods** (secondary sector of the economy)



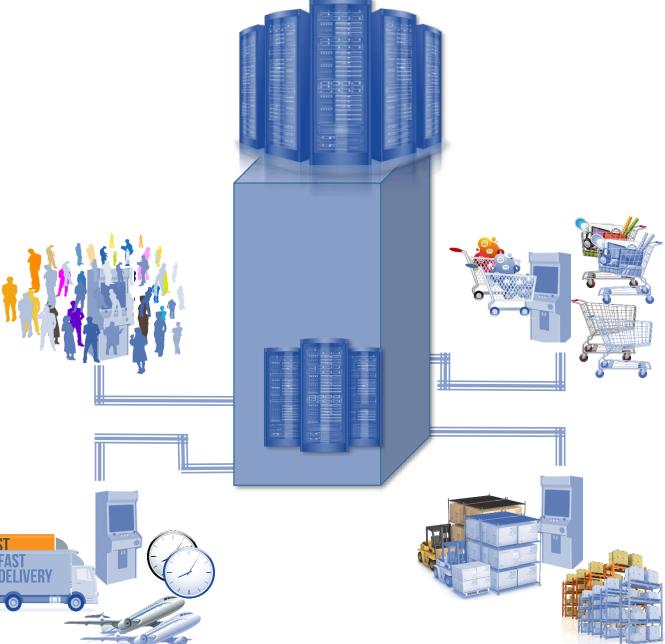


## **Exmpl: goods** (secondary sector of the economy)





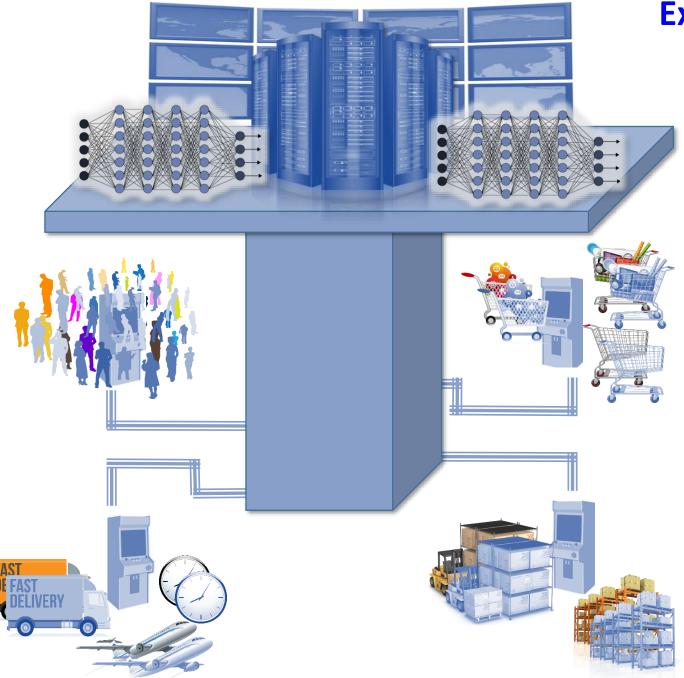
## **Exmpl: goods** (secondary sector of the economy)



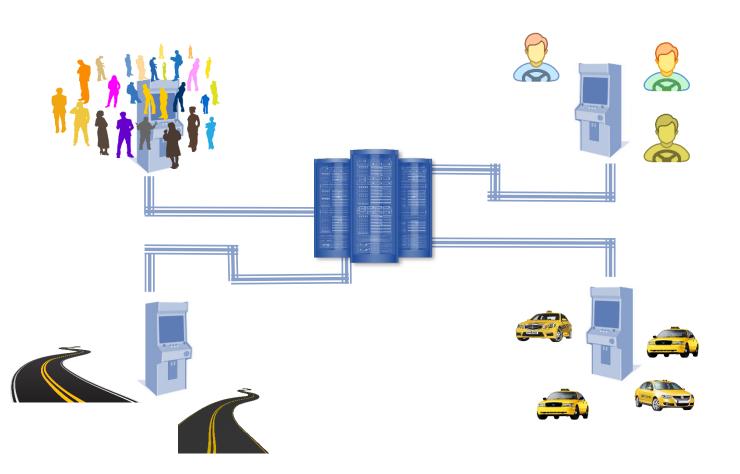




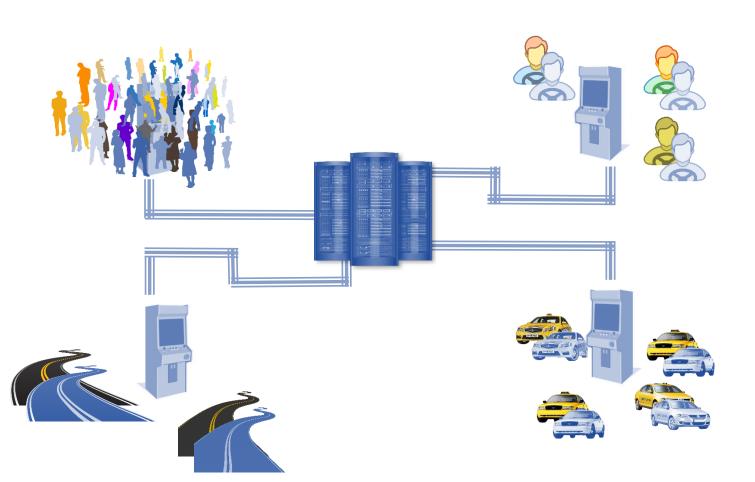




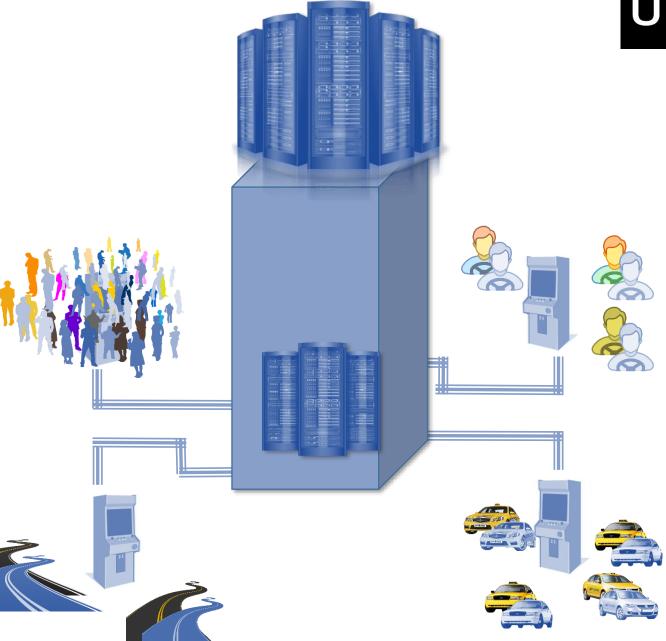
# UBER

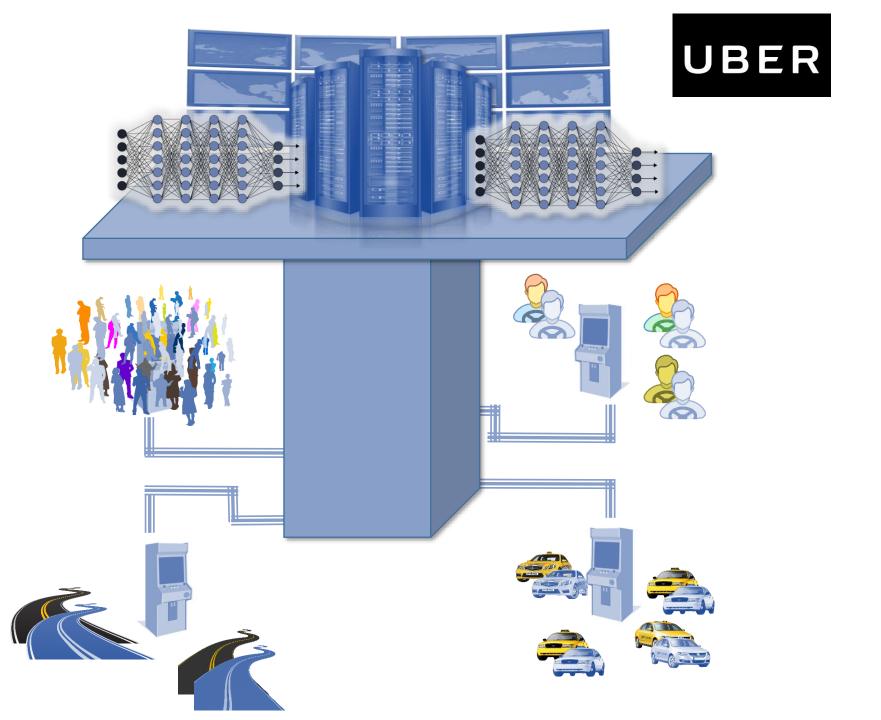


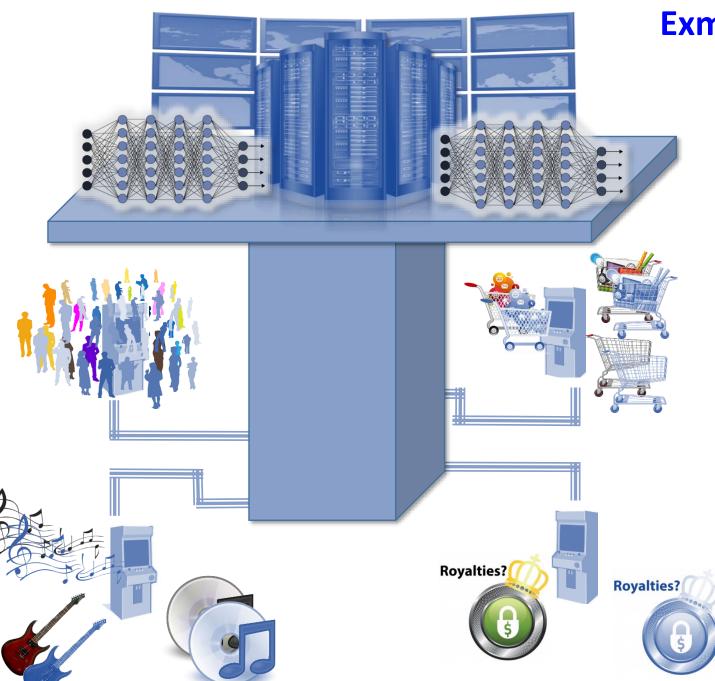
# UBER



# UBER







## **Exmpl: services** (tertiary sector of the economy)



Revenue(2021-22): US\$12 billion

2010s

VS.

Revenue(2021-22): US\$8 billion

1920s



**SONY MUSIC** 

Owner of "Happy Birthday to you" Patty and Mildred J. Hill, 1893







ACTIVISION

Where do we come from?

Part 1: From Digitalization to Algorithmification

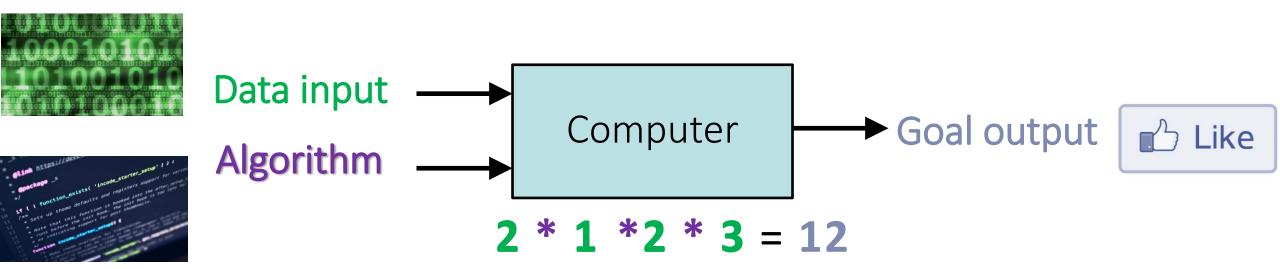
Where are we at?

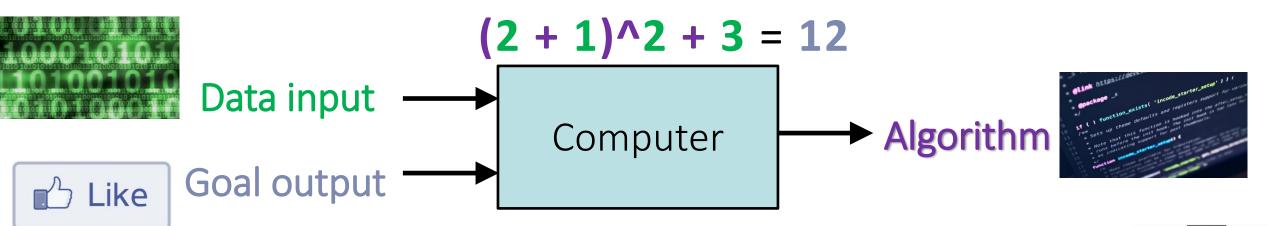
Part 2: The AI paradigm: Knowledge Automation

Part 3: Generative Al

Where do we go?

# Al's Machine Learning paradigm





## **Goal Families: supervised**







Computer





#### **Goal Families: reinforced**

After 2h: never misses
After 4h: becomes creative



## RLHF: Reinforcement Learning from Human Feedback



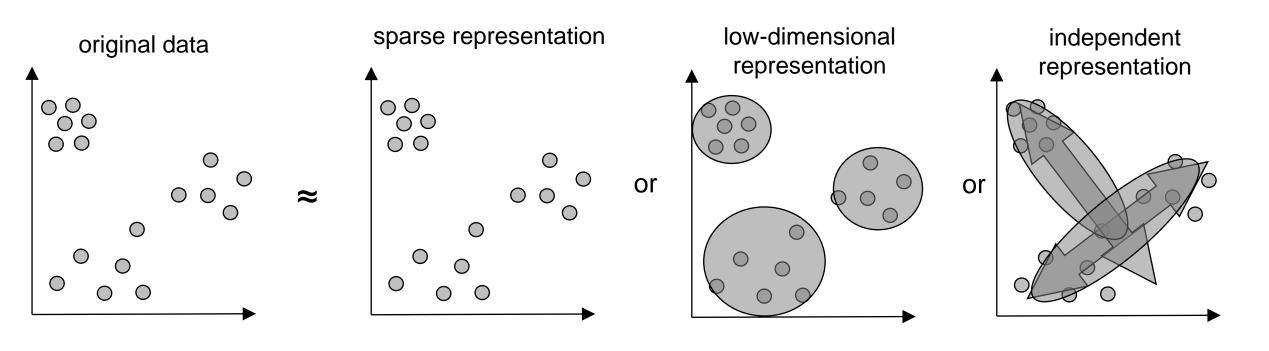


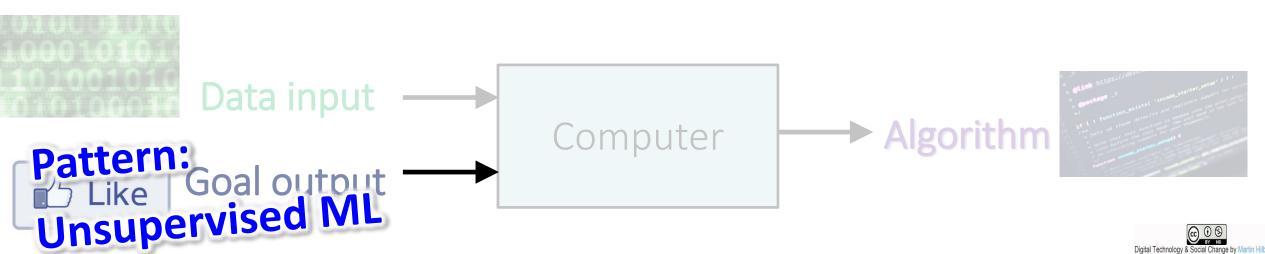
Computer

Algorithm

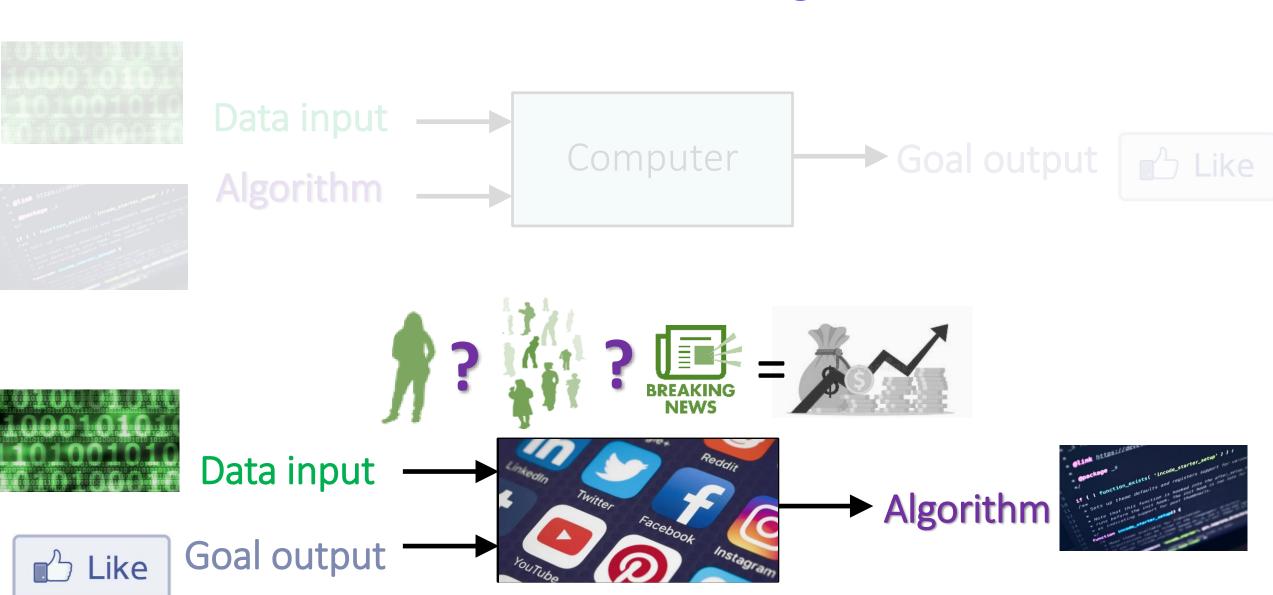


#### **Goal Families: unsupervised**

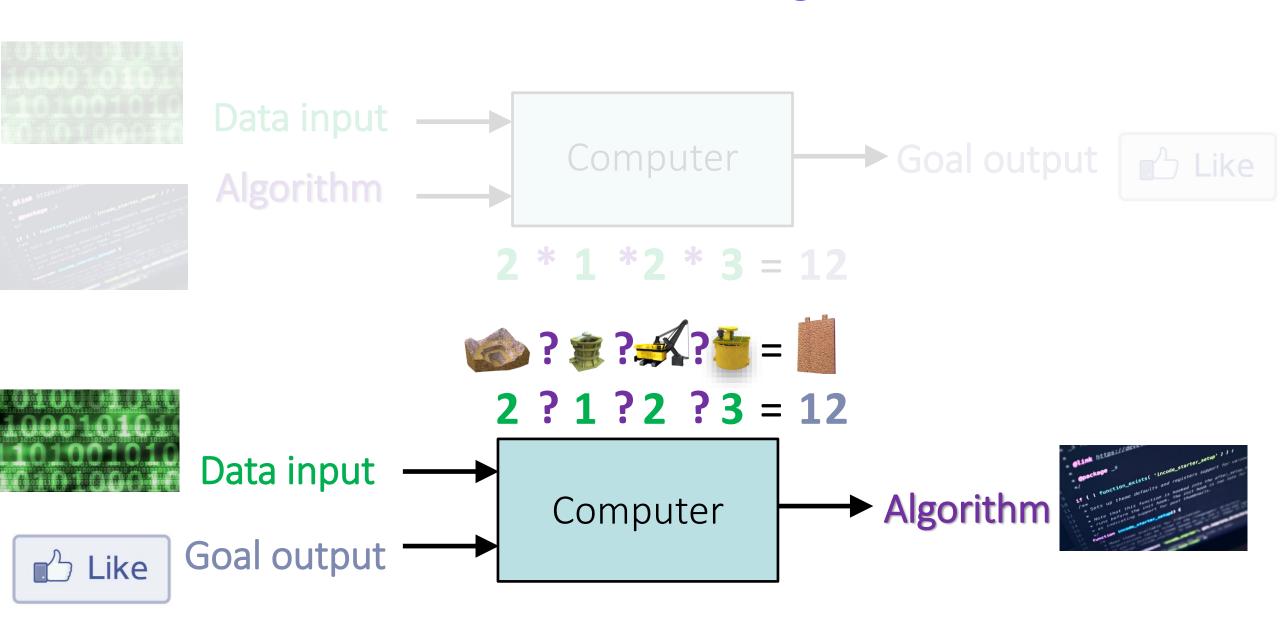


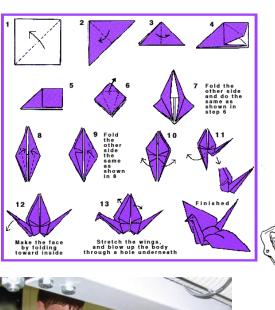


# Al's Machine Learning paradigm



# Al's Machine Learning paradigm







"An algorithm is an ordered set of unambiguous, executable steps that defines a terminating process"

(J.G. Brookshear, Computer Science, ed. 10, 2009)

Directive 2006/112/EC

Directive 2008/8/EC

amended by









warm up oven to 400° F

2 Leaspoons baking powders

mix zobethev : 11/4 c flour 3/4 c Coun Meal

1/4 c sugar

then stir in:

1 c milk 1/4 c olive oil

pour batter into bake for 25 m a 8" or 9" bakin

1/4 traspoon salt

agg (beaton)



Council Regulation (EC)

Regulation (EU)

Comission Regulation (EC)

Please Walk On Left Stand On Right

> ital Technology & Social Change by Martin Hilbe licensed under a Creative Commons Attribution

PLANNING AND CODING OF PROBLEMS

FOR AN

. ELECTRONIC COMPUTING INSTRUMENT

Ву

Herman H. Goldstine

John von Neumann

Report on the Mathematical and Logical Aspects of an

Electronic Computing

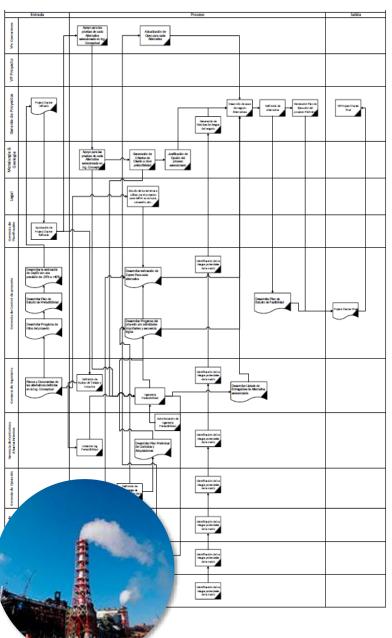
Instrument

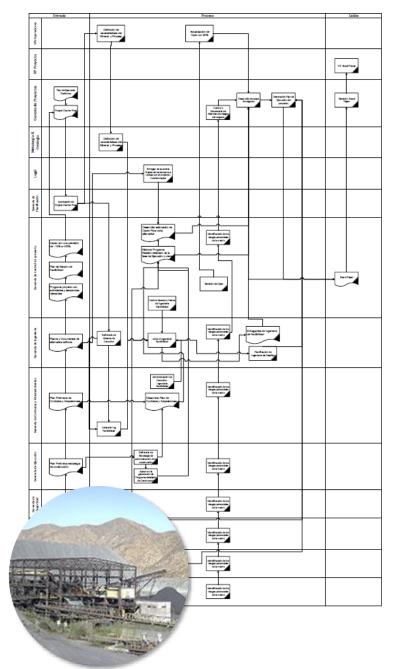
Part II, Volume II

1948

The Institute for Advanced Study Princeton, New Jersey 1948







# Al's Machine Learning paradigm





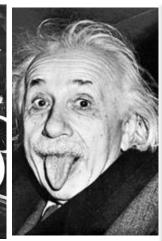




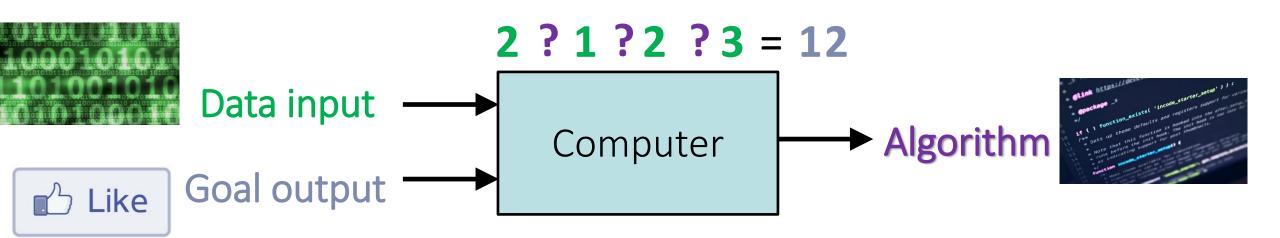


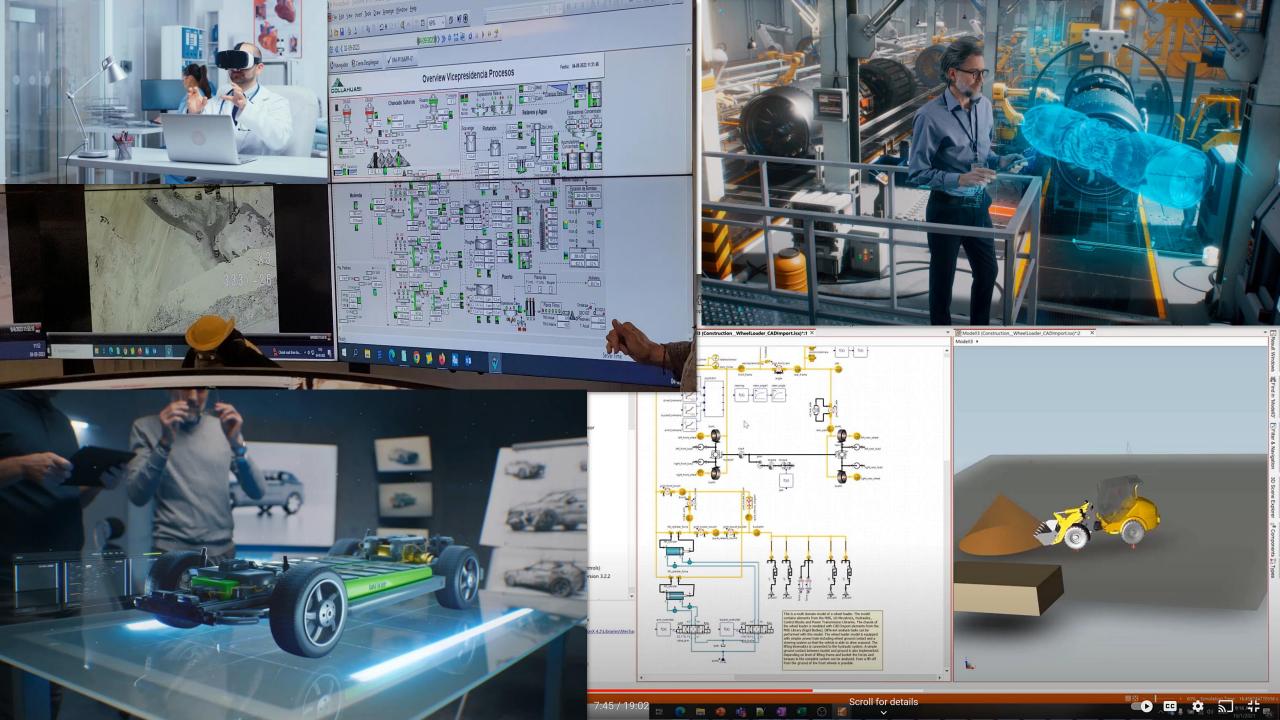












Where do we come from?

Part 1: From Digitalization to Algorithmification

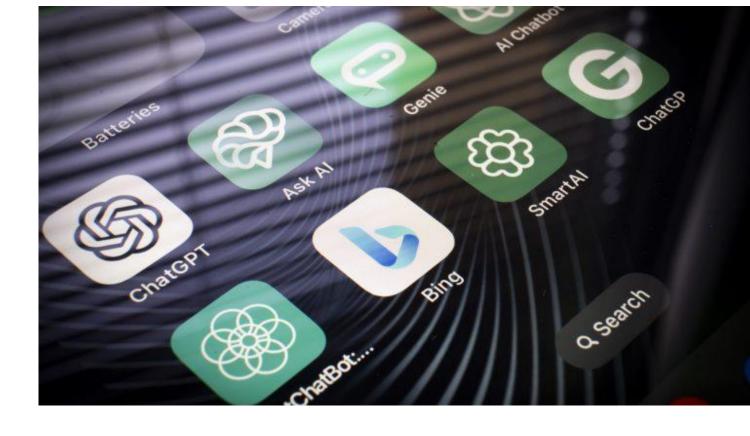
Where are we at?

Part 2: The Al paradigm: Knowledge Automation

Part 3: Generative Al

Where do we go?





Web 1.0



Web 2.0



**Web 3.0** 

WEBPAGES

search

static

Pages

**APPS** 

share

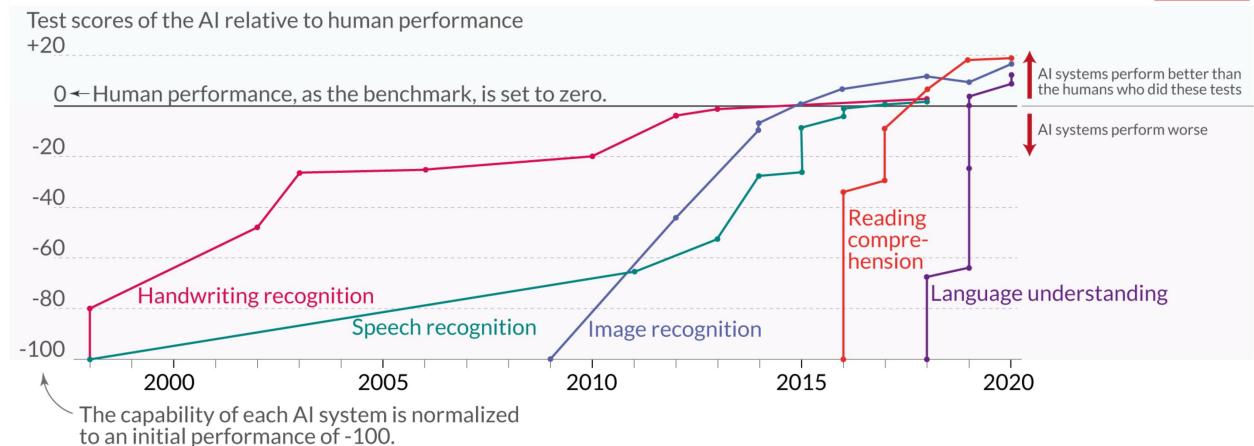
dynamic

Apps

AI AGENTS
generate
interactive
Environments

## Language and image recognition capabilities of AI systems have improved rapidly

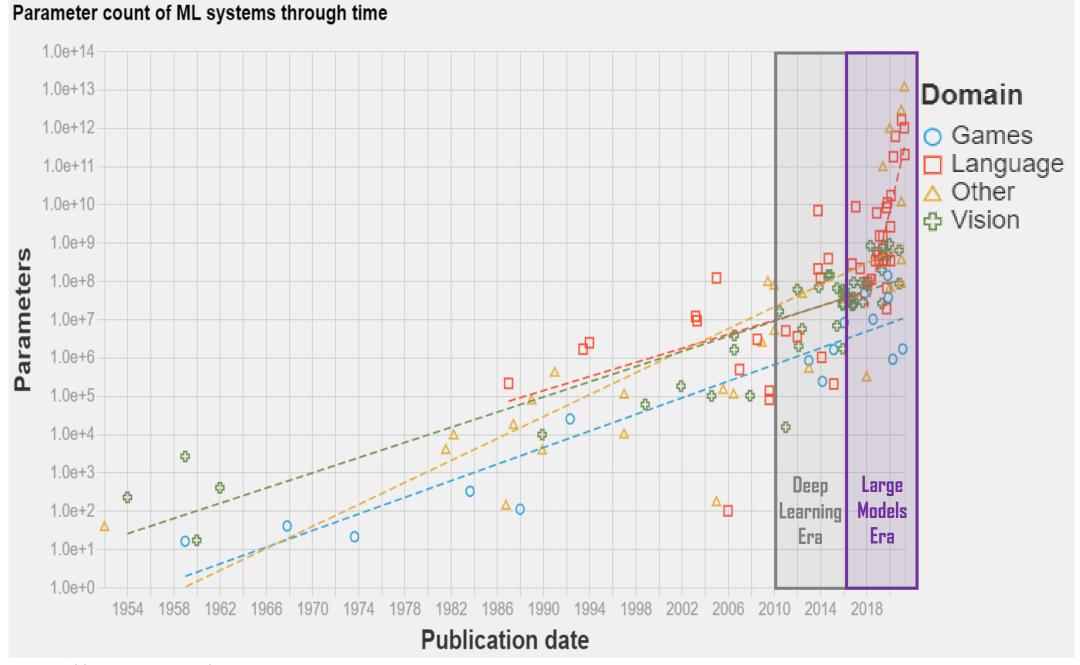




Data source: Kiela et al. (2021) – Dynabench: Rethinking Benchmarking in NLP OurWorldinData.org – Research and data to make progress against the world's largest problems.

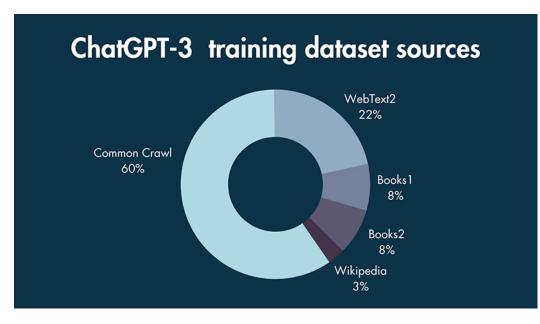
Licensed under CC-BY by the author Max Roser

https://aclanthology.org/2021.naacl-main.324.pdf



## **LARGE Language Models**

	Year	Training data size	Parameters	Number of layers
GPT (Original)	2018	Unknown	110,000,000	12
GPT-2	2019	40,000 MB = text from 8M webpages (equivalent to "all Wikipedia)	1,500,000,000	48
GPT-3 / 3.5	2020 / 2022	45,000,000+ MB	175,000,000,000	96
GPT-4	2023	1,000,000,000 MB $\approx$ estm. [5KB text / page] => 11,000 more than domains	100,000,000,000,000 100 trillion parameters: 12,500/human 1 per webpage	>100

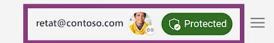


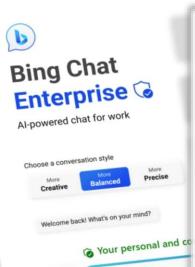


Microsoft Bing



## ChatGPT Enterprise





\_\_\_

Q SEARCH

# Bing Chat Enterprise 3

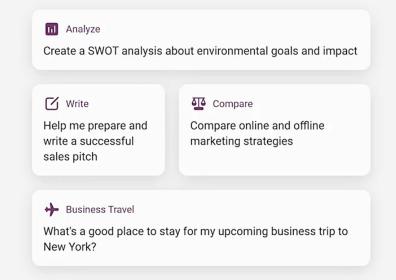
CHAT

Al-powered chat for work

Bing is powered by AI, so surprises and mistakes are possible. Please share feedback so we can improve! Terms Privacy

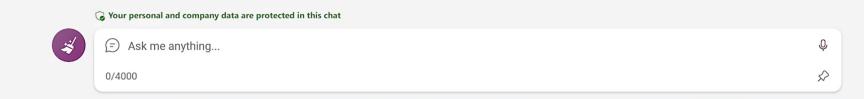
Choose a conversation style







Feedback





#### You

#### What is the difference between Hugging Face AI models and Amazon Bedrock?

#### © ChatGPT

Hugging Face AI models and Amazon Bedrock are two distinct offerings in the field of artificial intelligence, each with its unique features and focus areas. Here's a comparison of the two:

#### **Hugging Face Al Models**

- Community and Open Source Focus: Hugging Face is well-known for its strong open-source community and the collaborative development of AI models. They host a wide range of models, including language models like BERT, GPT, and T5, which are popular in natural language processing tasks.
- 2. **Model Variety and Accessibility:** Their platform allows users to easily access and implement a variety of pre-trained models fo
- 3. Research and Innovation: Hugg cutting-edge models and tools. research collaborations and ope

summarization, and more.

- Transformers Library: Hugging comprehensive collection of pre go-to resource for developers a
- Community Contributions and contributions, leading to a diver

#### Amazon Bedrock

- 1. **Enterprise-Level Al Solutions**: Amazon Bedrock (part of AWS Al services) is designed to provide scalable and robust Al solutions for enterprises. It is focused on offering Al capabilities as part of the broader AWS cloud services.
- Integration with AWS Ecosystem: Bedrock is deeply integrated with other AWS services, providing a seamless experience for businesses that are already using AWS for their cloud computing needs. This includes data storage, computing resources, and other cloud-based services.

Key Differences

- **Focus**: Hugging Face is more community-driven and research-oriented, with a strong emphasis on open-source contributions and accessibility. Amazon Bedrock, on the other hand, is more enterprise-focused, offering scalable and integrated solutions within the AWS ecosystem.
- Model Variety: Hugging Face offers a wider variety of AI models, especially in the field of natural language processing, while Amazon Bedrock is more about providing a platform to build and deploy custom AI solutions.
- **Usage**: Hugging Face is popular among researchers, data scientists, and developers for its ease of access to a variety of models, whereas Amazon Bedrock is tailored for businesses needing scalable, integrated Al solutions.

ock is tailored for businesses looking to deploy ility to build, train, and deploy machine learning

Bedrock provides robust security features and rivacy regulations, which is crucial for enterprise

ssional support and services, making it easier for s, especially for those without extensive in-house



# You

Create a table, v characteristics: characteristics;



## ChatGPT

Sure, here's a table that compares Hugging Face and Amazon Bedrock across various characteristics:

Characteristic	Hugging Face	Amazon Bedrock
Required Skills	- Focuses on AI researchers and developers. br>- Requires knowledge of AI models and coding, especially in Python. Transformers library is beneficial.	- Aimed at businesses with varying levels of AI expertise. br>- More accessible for non-specialists due to AWS integration.  br>- Beneficial to have knowledge of AWS services and cloud computing.
Pricing	- Many models and tools are open- source and free. br>- Offers paid tiers for enterprise solutions and advanced support.	- Pricing is based on the usage of AWS services. br>- Costs can vary widely based on compute, storage, and data transfer needs. br>- Offers a pay-as-you-go pricing model.
Number and Variety of Models	- Hosts a wide variety of models, especially for NLP tasks. - Community contributions lead to a diverse and expanding model library.	- Focuses on providing infrastructure to build and deploy custom models. br>- Limited in-house model variety compared to Hugging Face.
Integration and Ecosystem	- Easily integrates with existing Python ecosystems. - Compatible with multiple machine learning frameworks.	- Deep integration with the AWS ecosystem. - Offers seamless integration with other AWS services for data storage, processing, etc.
Community and Support	- Strong open-source community support. support. contributions. contributions. contributions.	- Professional support and services from Amazon. >- Extensive documentation and enterprise-level support. >- Suitable for businesses requiring consistent and structured support.

# edrock on 5 different clude two additional



# You

# Make a PESTLE factors) betwee educational pur



Performing a PESTLE analysis for Hugging Face and Amazon Bedrock in the context of their adoption for educational purposes at an R1 Research University in California, like UC Davis, involves evaluating the macro-environmental factors that could influence their use and effectiveness. Here's the analysis:

#### Political

- Hugging Face:
  - Influence of international collaboration and open-source policies.
  - May benefit from educational grants or government-funded AI research projects.
- Amazon Bedrock:
- · Heavily influenced by U.S. and international trade and privacy policies.
- · Potential impact of government regulations on cloud services and data sovereignty.

#### Economic

- Hugging Face:
  - More economically viable for universities due to free open-source models.
  - Limited direct revenue generation but significant cost savings in research.
- Amazon Bedrock:
  - Costs associated with AWS services might be a significant factor.
  - Potentially higher operational costs but offers scalable solutions for large research projects.

#### Social

- Hugging Face:
- . Aligns with academic collaboration and open-source community ethos.
- May offer more opportunities for students to engage in Al communities.
- Amazon Bedrock:
- · Reflects industry-standard practices, beneficial for students' career readiness.
- · Could offer networking opportunities with industry professionals.

### Technological

- Hugging Face:
  - Offers cutting-edge AI models and tools, especially in NLP.
  - Encourages hands-on experience with AI development and research.
- Amazon Bedrock:
  - Provides robust, scalable cloud-based Al solutions.
  - Integration with AWS might offer more comprehensive technological learning opportunities.

### Legal

#### Hugging Face:

- Intellectual property rights in open-source projects could be a concern.
- Compliance with data privacy laws for datasets used in Al models.

#### Amazon Bedrock:

- Must adhere to strict data privacy and regulatory compliance, given AWS's global presence.
- Legal implications of cloud-based data storage and processing.

#### **Environmental**

#### Hugging Face:

 Lesser direct environmental impact but depends on the computing resources used for model training and deployment.

#### Amazon Bedrock:

- . Significant environmental impact due to large-scale cloud infrastructure.
- Potential for using AWS's initiatives for sustainable and energy-efficient cloud computing.

### **Contextual Consideration for UC Davis**

- Academic Integration: Both platforms offer unique benefits; Hugging Face aligns with opensource research and hands-on Al learning, while Amazon Bedrock aligns with industry-standard, scalable cloud-based Al research.
- Resource Allocation: UC Davis would need to consider budget constraints, especially regarding the ongoing costs associated with Amazon Bedrock.
- Educational Goals: The choice depends on whether the focus is more on developing AI expertise
  in-house (Hugging Face) or on learning to integrate AI solutions within a larger cloud ecosystem
  (Amazon Bedrock).
- Research and Collaboration: Both platforms offer different avenues for research collaborations and contributions, with Hugging Face being more open-source community-oriented and Amazon Bedrock providing industry-level collaboration opportunities.

In summary, while Hugging Face offers an open-source, community-driven approach conducive to academic research and learning, Amazon Bedrock provides a more structured, scalable, and industry-aligned solution. The decision for UC Davis would hinge on the specific educational and research objectives, budget considerations, and the desired balance between academic exploration and industry-standard practices.

# Research: quantifying GitHub Copilot's impact on developer productivity and happiness

(With Copilot) I have to think less, and when I have to think it's the fun stuff. It sets off a little spark that makes coding more fun **and** more efficient.

- Senior Software Engineer

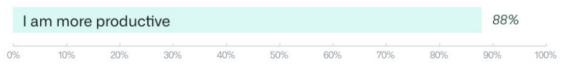
In the experiment, we measured—on average—how successful each group was in completing the task and how long each group took to finish.

- The group that used GitHub Copilot had a higher rate of completing the task (78%, compared to 70% in the group without Copilot).
- The striking difference was that developers who used GitHub Copilot completed the task significantly faster–55% faster than the developers who didn't use GitHub Copilot. Specifically, the developers using GitHub Copilot took on average 1 hour and 11 minutes to complete the task, while the developers who didn't use GitHub Copilot took on average 2 hours and 41 minutes. These results are statistically significant (*P=.0017*) and the 95% confidence interval for the percentage speed gain is [21%, 89%].

Table: Survey responses measuring dimensions of developer productivity when using GitHub Copilot

# When using GitHub Copilot...

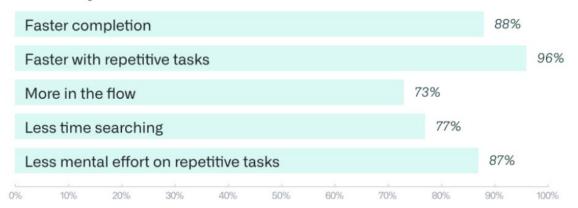
# **Perceived Productivity**



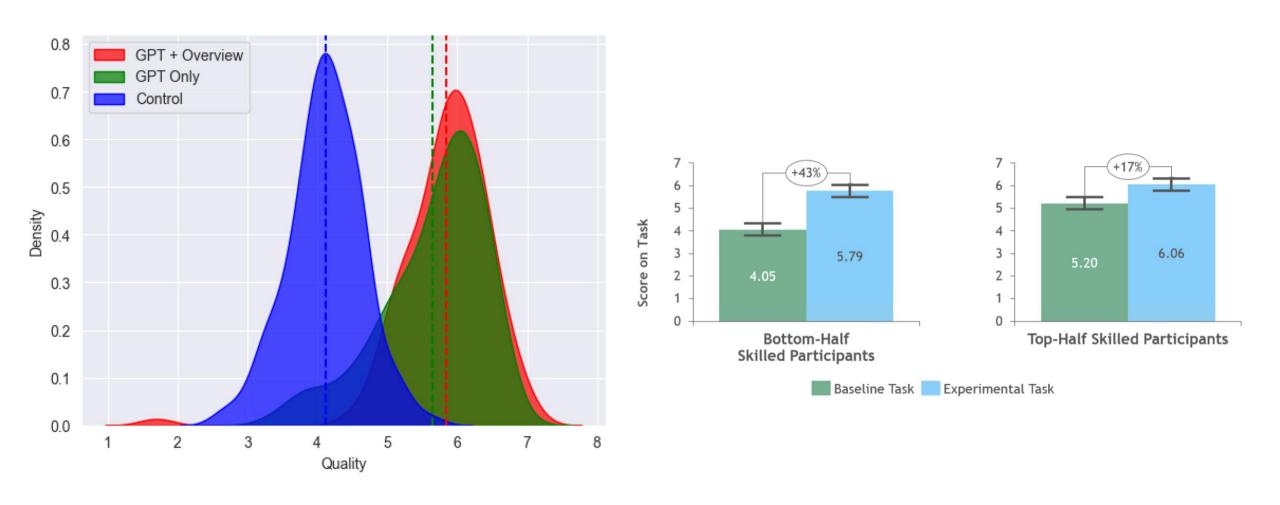
## Satisfaction and Well-being\*



## Efficiency and Flow\*





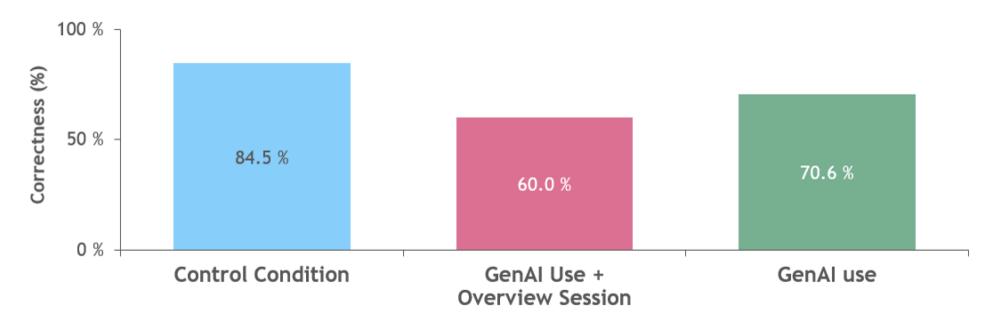


Dell'Acqua, F., McFowland, E., Mollick, E. R., Lifshitz-Assaf, H., Kellogg, K., Rajendran, S., Krayer, L., Candelon, F., & Lakhani, K. R. (2023). *Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality* (SSRN Scholarly Paper 4573321). <a href="https://doi.org/10.2139/ssrn.4573321">https://doi.org/10.2139/ssrn.4573321</a>



"...we sought a task that AI couldn't easily complete...

Our goal was to design a task where consultants would excel, but AI would struggle without extensive guidance."

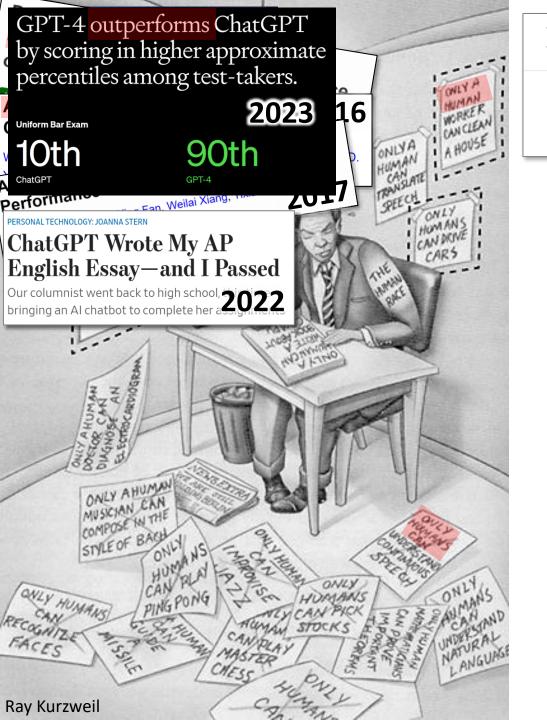




Borji, A. (2023). *A Categorical Archive of ChatGPT Failures* (arXiv:2302.03494). arXiv. <a href="https://doi.org/10.48550/arXiv.2302.03494">https://doi.org/10.48550/arXiv.2302.03494</a>

Davis, E., Hendler, J., Leivada, E., Marcus, G., Witbrock, M., & Shwartz, V. (2023). *ChatGPT / LLM Bugs*. <a href="https://researchrabbit.typeform.com/llmerrors">https://researchrabbit.typeform.com/llmerrors</a>

Dell'Acqua, F., McFowland, E., Mollick, E. R., Lifshitz-Assaf, H., Kellogg, K., Rajendran, S., Krayer, L., Candelon, F., & Lakhani, K. R. (2023). *Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality* (SSRN Scholarly Paper 4573321). <a href="https://doi.org/10.2139/ssrn.4573321">https://doi.org/10.2139/ssrn.4573321</a>



HARVARD INDEPENDENT

# **ChatGPT** and the Death of Education



Tech > Computing

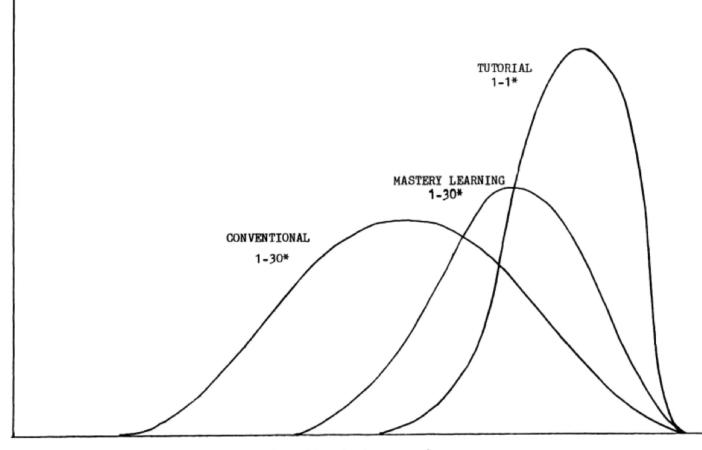
# New York City Schools Ban ChatGPT Amid Cheating Worries

The nation's largest school system is blocking access to the powerful Al-powered chatbot on its networks.

# The 2 Sigma Problem: The Search for Methods of Group Instruction as Effective as One-to-One Tutoring

BENJAMIN S. BLOOM University of Chicago and Northwestern University

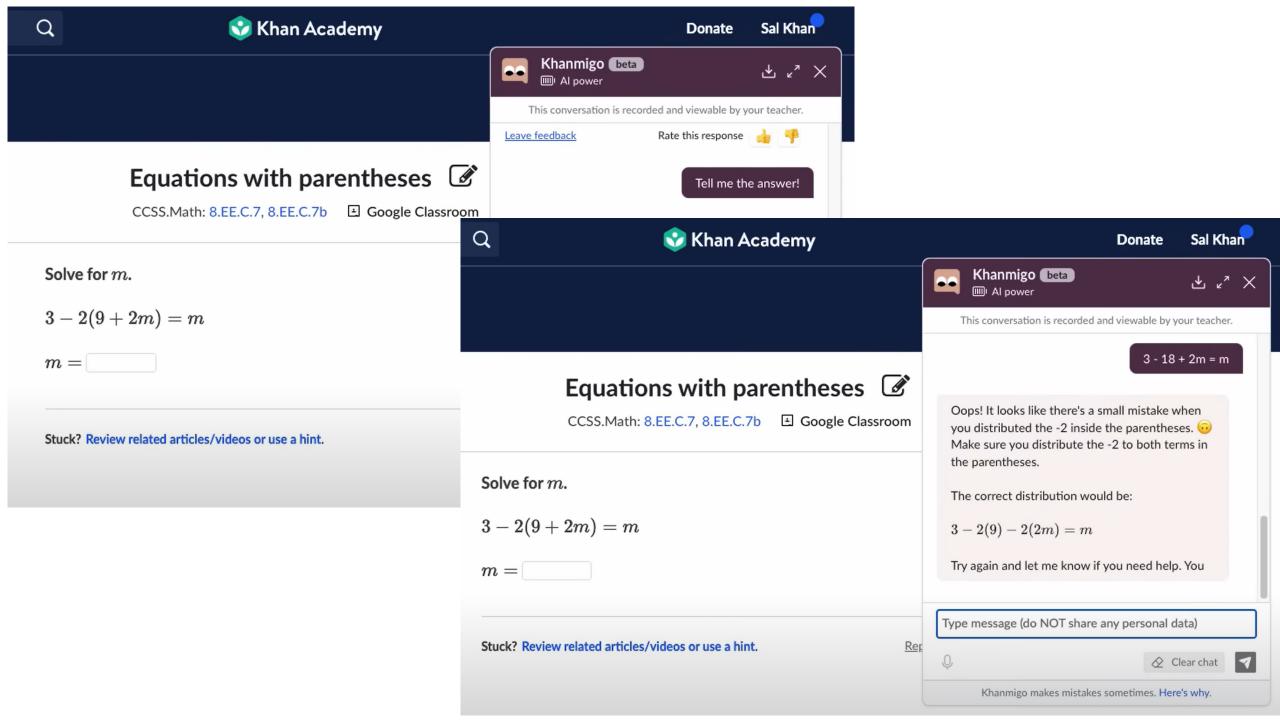
FIGURE 1. Achievement distribution for students under conventional, mastery learning, and tutorial instruction.



Summative Achievement Scores

June/July 1984

<sup>\*</sup>Teacher-student ratio



# Applications can make AI models better

GPT-4 clearly has the capability, but the context you give it matters a lot!

## We have:

- Used "Al Thoughts"
- Give it the context of the problem (including human generated hints)
- Spent 6 months prompt engineering for tutoring with an emphasis on math
- Spent a lot of time helping to fine-tune the model for this use case

<internal khanmigo thoughts>

Original equation: 6(-2g-1)=-(13g+2)

Step 1: Distribute the 6 to both terms inside the parentheses on the left side:

$$-> -12g - 6 = -(13g + 2)$$

Step 2: Distribute the negative sign to both terms inside the parentheses on the right side:

$$-> -12g - 6 = -13g - 2$$

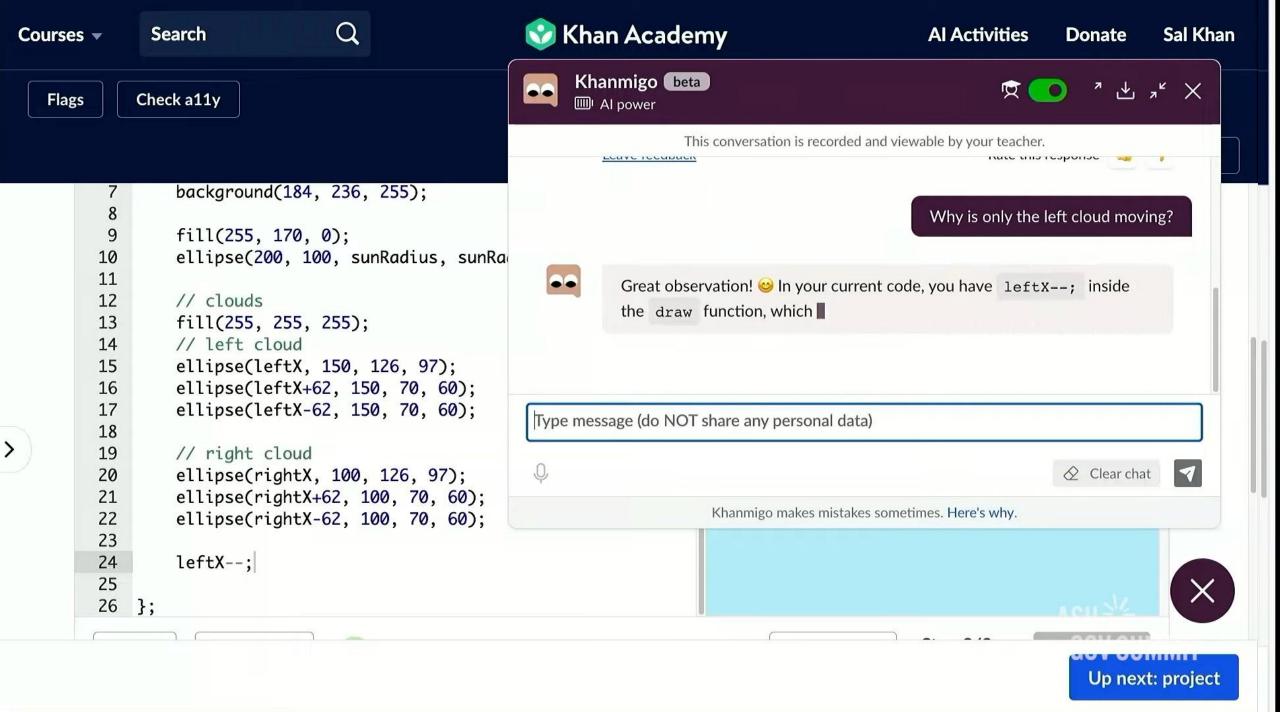
Now the student's equation should look like this:

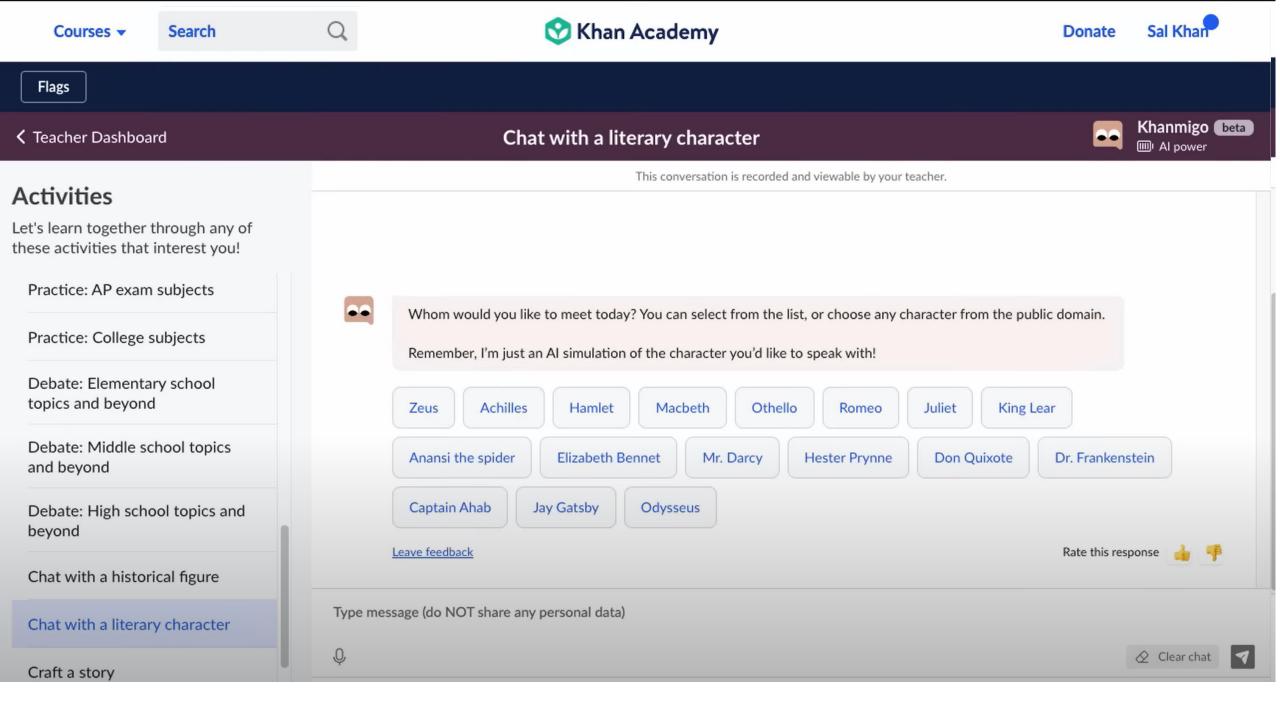
$$-12g - 6 = -13g - 2$$

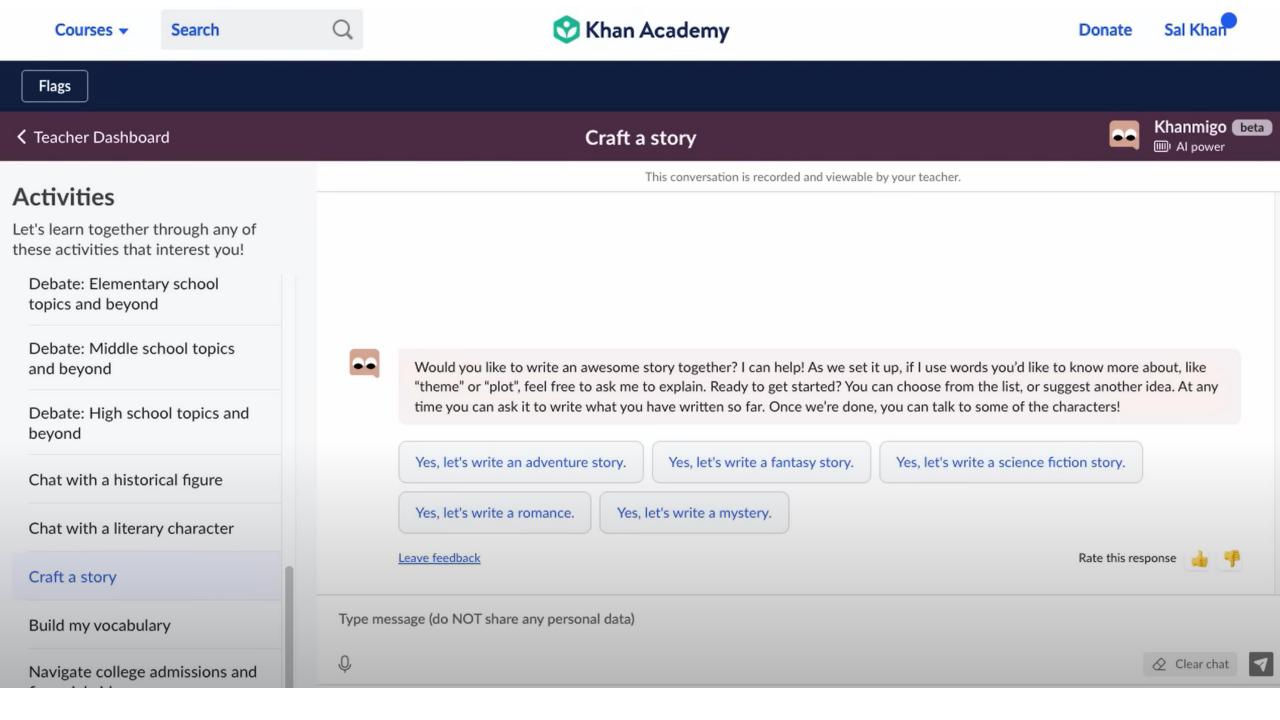
The student got a different answer than I did, but do not tell them they made a mistake.

Instead, ask them to explain how they got to that step.

</internal khanmigo thoughts>











Donate



Flags

## Teacher Dashboard

# Create a humanities lesson plan



## Activities

Let's learn together through any of these activities that interest you!

#### FOR TEACHERS

Welcome!

Refresh my knowledge

Create a lesson hook

Write exit ticket questions

Create a humanities lesson plan

Create a fun class summary poem

FOR LEARNERS

Welcome!





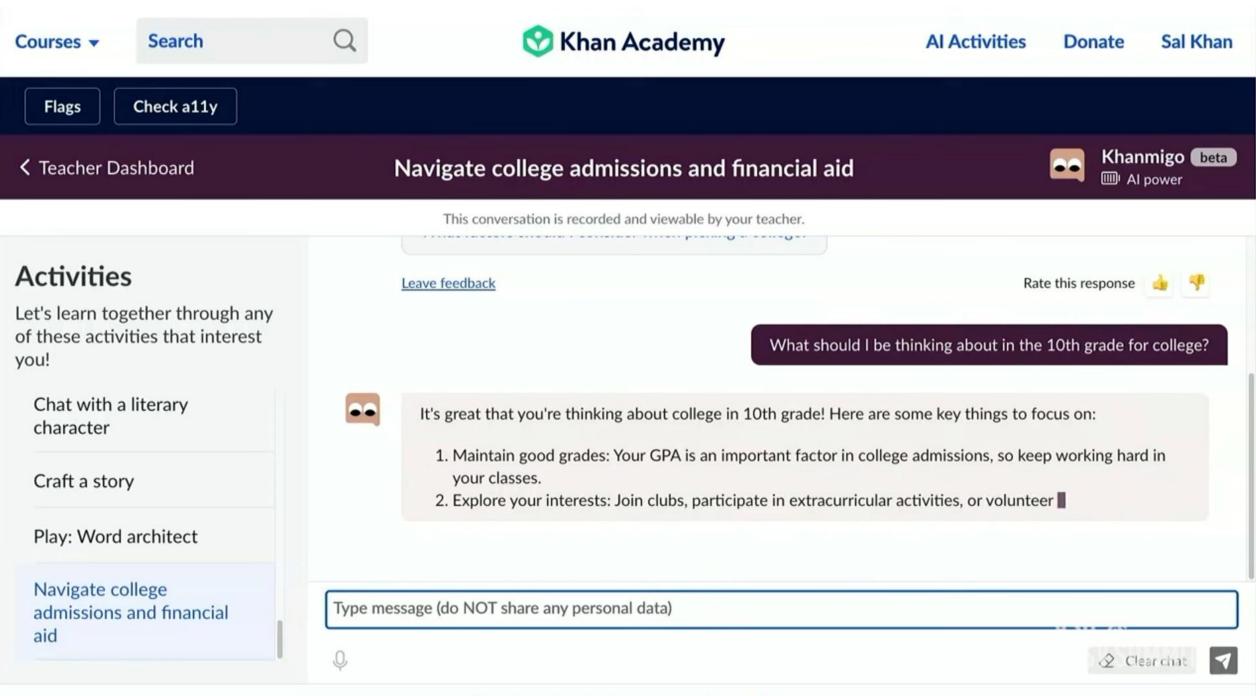
Alright! Here's a rough draft of a lesson plan on the Causes of the Civil War for 9th grade:

- \*\*Objectives/Standards:\*\*
- Analyze the various causes of the Civil War, including economic, social, and political factors.
- Understand the role of key events and individuals in the lead-up to the Civil War.
- \*\*Essential Question:\*\*
- What were the main causes of the Civil War, and how did key events and individuals contribute to the conflict?
- \*\*Materials:\*\*
- Textbook or online resources on the causes of the Civil War
- Video: "Causes of the Civil War" by Crash Course US History
- Chart paper or whiteboard for brainstorming
- Handout with a timeline of events leading to the Civil War
- \*\*Hook:\*\*
- Begin with a quick poll: "Do you think the Civil War was inevitable? Why or why not?" Encourage students

Type message (do NOT share any personal data)







# **Integrity: Proof-of-Effort**

# STUDENT'S PROMPT HISTORY

GRADING AI USAGE	GRADING AI USAGE
give me an essay about the financial crisis	⚠ What was the 2008 financial crisis?
financial crisis 2008	Can you go into more detail outlining the causes of the 2008 financial crisis?
tell me more about the freezing credit markets in 2008	⚠ What impacts did the 2008 financial crisis have on the United States specifically?
<b>≜</b> ben bernacke	⚠ What impacts did the 2008 financial crisis have globally?
what are the effects of the financial crisis of 2008	⚠ What made the 2008 financial crisis significant in modern history?
what are the arguments for the governments reaction to 2008	What aspects of the global economy were impacted by the 2008 financial crisis?
	According to the numbers, did the United States economy or the global economy suffer more due to the 2008 financial crisis?
	what were some economic ramifications due to the 2008 financial crisis in countries other than the United States of America
	Can you give me an example in a specific country
	⚠ What were societal impacts of the 2008 recession in Spain?
	♣ what does exacerbated mean?
	what is a synonym of vulnerable
	how did the view of capitalism globally and in Spain change after the 2008 financial crisis?



# More:

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