



General Purpose (?) Large Language Models

- ChatGPT
 - 4o - multi-modal
 - 4o1 - strategic
 - Mini - cheaper input
 - Custom GPT's sharable

- Claude
 - Better copy
 - Better coding
 - "Projects"
 - Only "mini" for free

- Copilot
 - Underwhelming



Claude

Generating Realistic Survey Responses for Alcohol Attitudes

background and current situation, his responses should reflect his deep appreciation for cocktail culture while acknowledging his growing health concerns and curiosity about non-alcoholic alternatives.

`</>` **Dr. Andy Reeves Survey Responses**
Click to open code

Let me explain the key patterns in these responses that reflect Dr. Reeves' persona:

1. High scores (5) on cocktail items: Reflects his deep expertise and passion for mixology
2. Moderate-high scores (4) on mocktail attitudes: Shows his growing openness to non-alcoholic alternatives
3. High scores (4-5) on mindful consumption: Indicates his intellectual approach to reconsidering his relationship with alcohol
4. Low scores (1-2) on anxiety/euphoria effects: As a psychology professor, he's not using alcohol for

← Dr. Andy Reeves Survey Responses

```
hyde_effect_4,A night out drinkin  
bz_worry_1,I'm worried my relatio  
bz_worry_2,I'm nervous that the p  
bz_worry_3,I'm concerned that the  
opp_cost_1,These days it feels li  
opp_cost_2,Drinking alcohol is no  
opp_cost_3,I think it's clear tha  
foodie_1,"I have genuine interest  
foodie_2,I am passionate about se  
foodie_3,I strive to expand my un  
foodie_4,I have a sincere passion  
cozmo_selfid_1,To what extent wou  
cozmo_selfid_2,To what extent wou  
cozmo_selfid_3,To what extent wou  
cozmo_selfid_4,To what extent wou  
cozmo_selfid_5,To what extent wou  
cozmo_selfid_6,To what extent wou  
healthcon_1,Living a healthy life  
healthcon_2,"I find unhealthy foo  
healthcon_3,"When I can't exercis  
healthcon_4,I seek out online con
```

MG

Reply to Claude...

Last edited 8 days ago

Custom GPT's

- How to conceptualize a Custom GPT
 - Customized **Assistants** / Person
 - Organizing Structure
 - I.e., more for convenience
- “**Instructions**”
 - Essentially a long prompt
 - Which you can use on other tools
- “**Knowledge**”
 - Data / Content you want it to prioritize
- Other
 - Capabilities (**multi-modal**)
 - Actions (for automated **workflows**)
 - Privacy / sharing
 - User interface

Contextual Interview Coach • Live • Anyone with a link

Create Configure

Name
Contextual Interview Coach

Description
This GPT is for BrightYoung researcher to practice conducting a contextual inte

Instructions
Your Main Objective = help a youth culture researcher / coolhunter (henceforth "the user") learn to conduct a contextual interview where by a researcher talks to a person (henceforth "informant") in order to gain a deep understanding (i.e. build insights) regarding the informant's thoughts and feelings on a particular topic. The ultimate goal of the interview is to uncover a unique insight into the informant's worldview on a particular

Conversation starters

- Execute the instructions of this GPT (lets go!)
- Show me the steps of (i.e., preview) this GPT

Knowledge
If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled.

The following files are only available for Code Interpreter:

- sample_coded_transcript... Spreadsheet

Upload files

Capabilities

- ☒ Web Search
- ☒ DALL·E Image Generation
- ☒ Code Interpreter & Data Analysis

Actions
Create new action

Additional Settings

- ☐ Use conversation data in your GPT to improve our models

Ice Cream Business Analyst • Live • Anyone with a link

Create Configure

Name
Ice Cream Business Analyst

Description
Provides consulting insights and astute observations based on observing groo

Instructions
You (the GPT) will act as a senior level strategic consultant who specializes in the ice cream industry. The user of this GPT is a junior level associate. This user has been tasked with collecting data on the ice cream displays of two different grocery store chains. In particular they have been asked to collect (for each brand displayed in the ice cream freezer section): number of flavors, #skus, Sizes, Price, OZ Price, and presence or absence of a

Conversation starters

- Execute your GPT instructions.

Knowledge
If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled.

The following files are only available for Code Interpreter:

- a-year-of-innovation-in-ic... PDF
- Ice Cream and Frozen No... PDF

Upload files

Capabilities

- ☒ Web Search
- ☒ DALL·E Image Generation
- ☒ Code Interpreter & Data Analysis

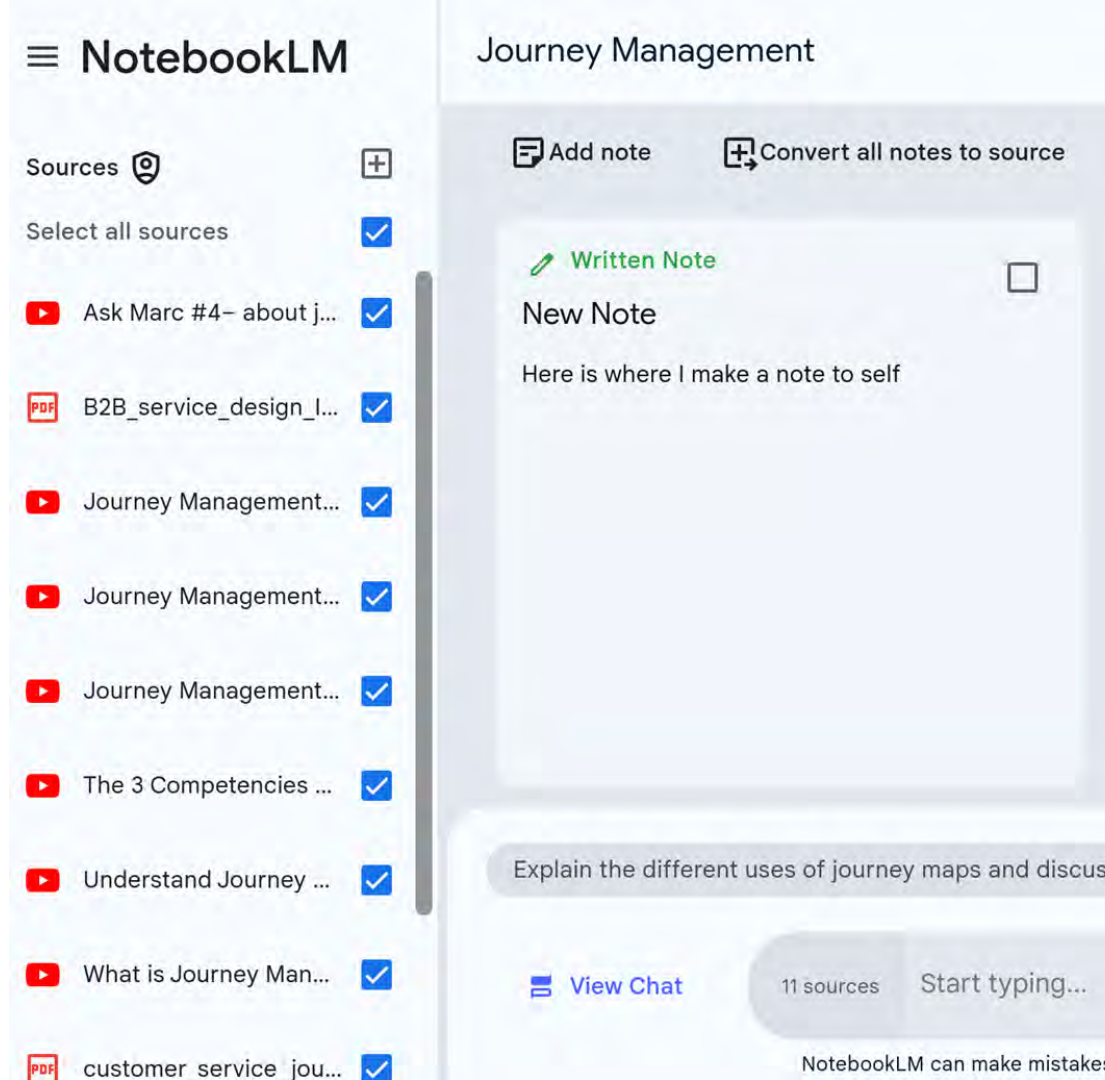
Actions
Create new action

Additional Settings

- ☐ Use conversation data in your GPT to improve our models

Google's NotebookLM

- “The podcast one”
- Optimized for “knowledge”
 - But primarily text
 - YouTube Videos!!!
- No custom instructions
 - But you can prompt
 - And store as a “note”
 - and copy/paste
- **Biggest context window**
 - ChatGPT 128,000 “tokens”
 - Claude 200,000
 - Google 1 million



Knowledge Sources

- Perplexity
 - The Google Slayer
 - “Answer Engine”
 - Google LM like “Spaces”
- STORM
 - The Stanford Version
 - Uses Bing Search/ChatGPT
 - Produces .pdfs
- YouTube
 - ...more, Show Transcript
- scite?

The screenshot displays the Perplexity AI web interface. At the top, the Perplexity logo and navigation links like 'New Thread' and 'Ctrl I' are visible. The left sidebar contains navigation options: Home, Discover, Spaces, and Library. The main content area shows a search query: 'What are the Clemson University values'. Below the query, there are three source cards from 'clemson' (Clemson University) titled 'Values Statement - Clemson University', 'Mission and Core Values - Clemson University', and 'Mission and V... Clemson University South Carolina'. The 'Answer' section provides a summary: 'Clemson University emphasizes a set of core values and institutional practices. These values reflect the integrity, respect, and excellence among others. The'. Below this, a section titled 'Core Values of Clemson University' lists 'Integrity: Upholding honesty, trustworthiness, and...' and 'Diversity: Committing to attract and retain a di...'. At the bottom, there is a 'Try Pro' section with a 'Learn More' link and a 'Download' button.

perplexity

New Thread Ctrl I

Home

Discover

Spaces

Library

describe the features of Per

I would like you to create a

I would like a report that foc

What are the Clemson Univ

Try Pro

Upgrade for image upload, smarter AI, and more Pro Search.

Learn More

mgt5676543...

Download

What are the Clemson University values

Sources

Values Statement - Clemson University

Mission and Core Values - Clemson University

Mission and V... Clemson University South Carolina

clemson

clemson

clemson

Answer

Clemson University emphasizes a set of core values and institutional practices. These values reflect the integrity, respect, and excellence among others. The

Core Values of Clemson University

- **Integrity:** Upholding honesty, trustworthiness, and...
- **Diversity:** Committing to attract and retain a di...

Ask follow-up

What you might build to help students (and/or yourself)

i.e., why you should sit through my random musings

- Assignment AI's
 - An AI "Coach" / TA that walks a student assignment
 - AI writes a draft / student critiques
 - AI discussion / interview / role play as an assignment
 - AI (podcast?) as different type of reading
- Administrative AI's
 - An AI assistant that answers class procedure questions
 - i.e., a "read the syllabus bot"
 - An office hours bot that elevates offices hours discussions
 - Maybe students must bring their AI conversation with them
- Teaching Help
 - AI quiz-question drafter
 - AI Grader
- AI Tutor / Subject Expert
 - For students
 - For you (research)



Andy Field

By community builder &

SPSS Expert



Think-Pair-Share



Prompt Engineering: Reports of its Death are Exaggerated

- Interactive Prompt Tips
 - “Show chain of thought reasoning”
 - “What other **context** can I provide you”
 - “I will give you \$1,000 if you get it right”
- Agents / Distributed CustomGPTs
 - **Context!**
 - Organization (markup language)
- Utilize Prompt Improvers
 - Sam the prompt Creator (free custom GPT)
 - <https://chatgpt.com/g/g-A55kUd9NQ-sam-the-prompt-creator>
 - Anthropic Prompt Improver (buy credits)
 - <https://console.anthropic.com/dashboard>
 - OpenAI Playground
 - Can't find



🔧 Building Blocks ...

★ 📁 Building Block

📄 Example

📝 Note

A1 Advantage

☐ Budget	Budget: 500 \$	Can also include a range
☒ Instructions	Write me an email	The "What" in every prompt
☒ Context	Email to my boss about the bad coffee in our office.	The "How or Where" in every prompt. Context is everything.
☐ Style	In the style of James Bond	Refer to the styles database for a plethora of style examples
☒ Goal	I am trying to buy a new coffee machine.	Specifying your goal upfront will help ChatGPT realize what your desired outcome is. Extremely powerful building block
☐ Background Information 📄 OPEN	Our boss does not drink coffee	Similar to "Additional Context" but more concrete.
☐ Persona	You are a coffee bean expert	Change the personality of ChatGPT within your current conversation. Powerful but be careful because vague personas leave a lot of room for interpretation.
☐ Target audience	The target audience is a 40 year old man that always demands maximum productivity	One of the most useful building blocks for marketers
☐ Multiplier	Multiplier: 10	Get 10 outputs instead of 1
☐ Steps	First inform him about the tired employees	Outline the sequence carefully if the ordering within the result matters
☐ Length	Respect Twitter's character limit	Never perfect but close enough to be useful
☐ Seed words	Seed Words: Urgent, tired	Keyword that you want the prompt to consider
☐ Negative Prompt	Do not mention the coffee beans	Often it's the case that including a negative prompt produces the opposite outcome (including the thing you want to exclude). Unfortunately that is a problematic property of language models. Feel free to experiment with these.
☒ Template	Template: [Subject], [email], [joke], [conclusion]	Make ChatGPT follow a specific template. This is one of the best ways to achieve consistent results.
☐ Examples	Coffee beans are low quality. Everybody is taking naps, I am addicted (More=better, 4+ ideal) (In context learning ability)	3 example related terms to be aware of: - 0 shot prompting = no examples in prompt - 1 shot prompting = 1 example is in prompt - few shot prompting = 3+ examples in the prompt

Let's Build!

A “Shitty First Draft”



SAM, The Prompt Creator

By @TheAIAdvantage X

I will help you build prompts that produce more consistent and relevant results, in seconds.

 Quick Build -
Automatically build
the prompt I need

 Custom
Build - Guide me
with questions

 Improve
my prompt



Custom GPT Builder

By @TheAIAdvantage X

Create personalized, high quality GPTs with this simple builder.

Created in the AI Advantage Community, Version: 1.3

Let's build a GPT

Appendix

specific examples

GPT Study Buddy Workflow (by TheAIAdvantage)

<https://www.youtube.com/watch?v=BuyZlwQzC7g>

1. Create a custom GPT “Instructions”
 - a. <https://chatgpt.com/g/g-jn619yw8Y-custom-gpt-builder>
 - i. Plug into CustomGPT or other chat
2. Create study buddy with ChatGPT
 - a. “Custom Instructions”
3. Google “NotebookLM”
4. Perplexity / STORM / scite_
 - a. For content



Custom GPT Builder

By @TheAIAdvantage X

Create personalized, high quality GPTs with this simple builder.
Created in the AI Advantage Community, Version: 1.3

Let's build a GPT

GPT Assignment Buddy

1. Custom GPT “Instructions”

- Steps
- Markup language

1. Knowledge

- Assignment instructions
- Sample assignments
- etc.

1. Communication to students

- GPT may get it wrong

