

# Introduction to artificial intelligence for users

Course code: AI\_UINTRO

Whether you open a newspaper or turn on the TV or radio, you will hear about artificial intelligence (AI). It undoubtedly has the potential to change the way we work with computers in many areas of their use. Our training is intended for all interested parties and enthusiasts who want to penetrate this fascinating world and get acquainted with new revolutionary tools and principles and how these tools can affect the way they use computers.

We don't want you to just sit and listen to theory. During the course, you will have the opportunity to work on practical exercises that will allow you to apply your newly acquired skills. However, we will also touch on the theoretical background of the entire field - neural networks, machine learning and the principles of natural language processing. In no case do you need to be an IT professional or have any experience with AI. Our course is designed to be accessible and interesting for all ordinary computer users.

## Who is the course for?

For anyone interested in learning about modern tools implementing the principles of artificial intelligence:

- The office user who doesn't want to "miss the train" in this area.
- Anyone who is curious about how AI is affecting our world.
- Entrepreneurs who want to leverage AI capabilities for their business.
- Last but not least, the student who wants to use AI in their study.

## Application equipment for full use of the course

Each course participant must at least register for the **ChatGPT 3.5** tool (free, you can use email from Google, Outlook, Yahoo or any other email service you prefer).

We recommend upgrading to **ChatGPT 4.0** (paid Plus plan costs **20 USD per month** - each participant arranges it at their own expense), which will allow you access to other tools such as

- working with real-time data from the web,
- working with offline files (PDF, Word and Excel).

If the participant has only a basic registration for the ChatGPT tool, he will not be able to practically try out the advanced options himself, but will only be introduced to them based on the lecturer's demonstrations.

## What we will teach you

Practically use current AI tools, while we will also briefly touch on the theoretical background and ethical aspects of AI.

## Required entry knowledge

The course does not require any prior knowledge in the field of artificial intelligence. All you need is to be motivated and open to new challenges.

## Study materials

Teacher presentation

## Course outline

### Artificial intelligence vs. conventional computer programs

- The difference between weak and strong AI and their areas of application
- AI tasks and examples of applications in individual areas

### A brief history of AI

- Development from the beginning to the present
- Key milestones in the field of AI

### Overview of AI applications

- Language models
- **chatGPT 3.5 and 4.0**
- How to correctly enter queries - prompt structure

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- How to correctly interpret the result - prompt editing
- Advanced work with documents - content and sentiment analysis
- Data extraction from documents and logical work with their contents (comparing contents)
- Generation of creative texts and analysis-based works
- **Dalle-3**
  - creating TTI images ( *text-to-image* ) in the ChatGPT 4.0 environment
- **Adobe firefly, HeyGen**
  - demonstration examples of multimedia applications with a paid plan (or trial version)

Legal and ethical aspects of using artificial intelligence in a corporate environment

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