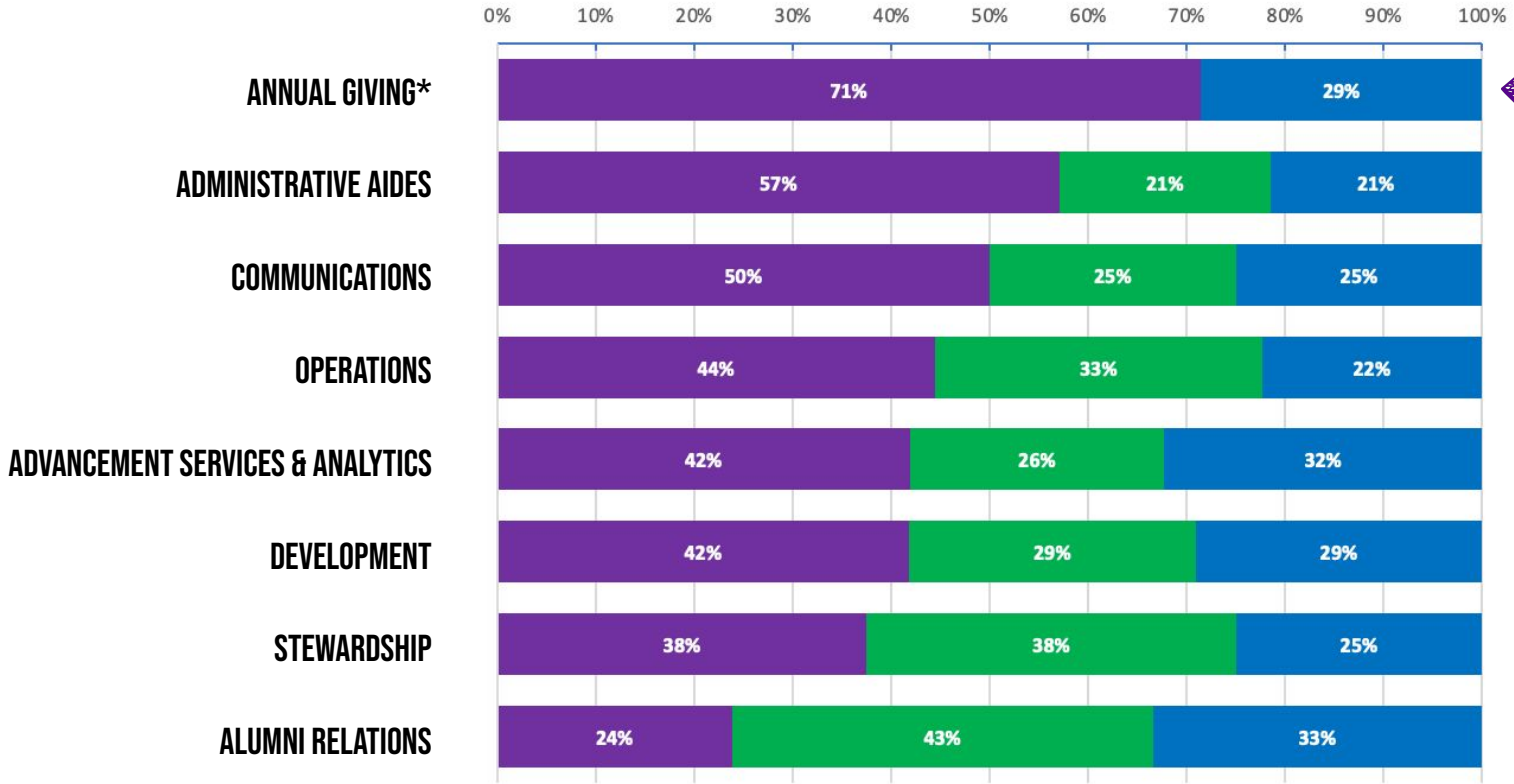




Generative AI

UDAR Common Day | October 22, 2024

If you would like to view a [recording of the presentation](#), please email erin.callihan@nyu.edu



*AG HAS A TEAM
GRAMMARLY
ACCOUNT

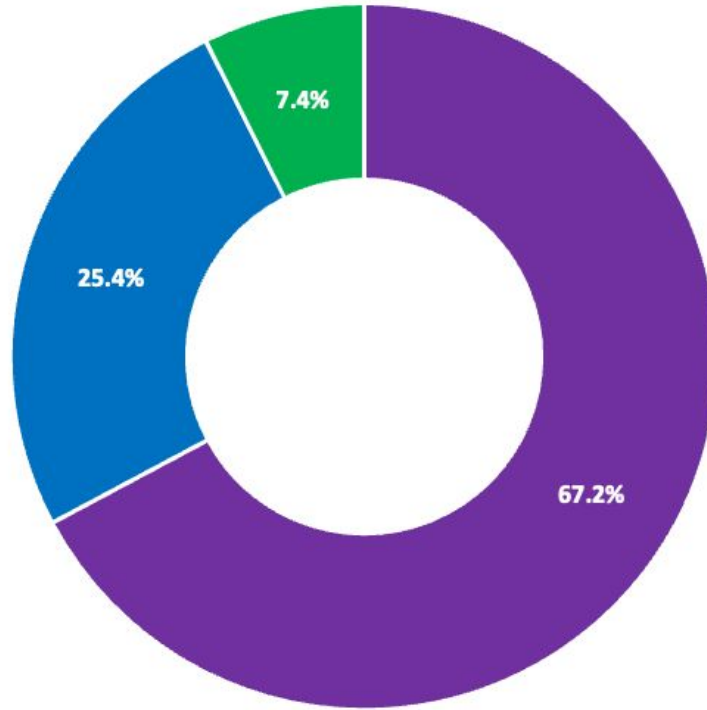
KEY

YES

TRIED (but don't use)

NO

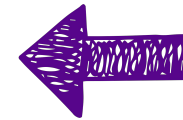
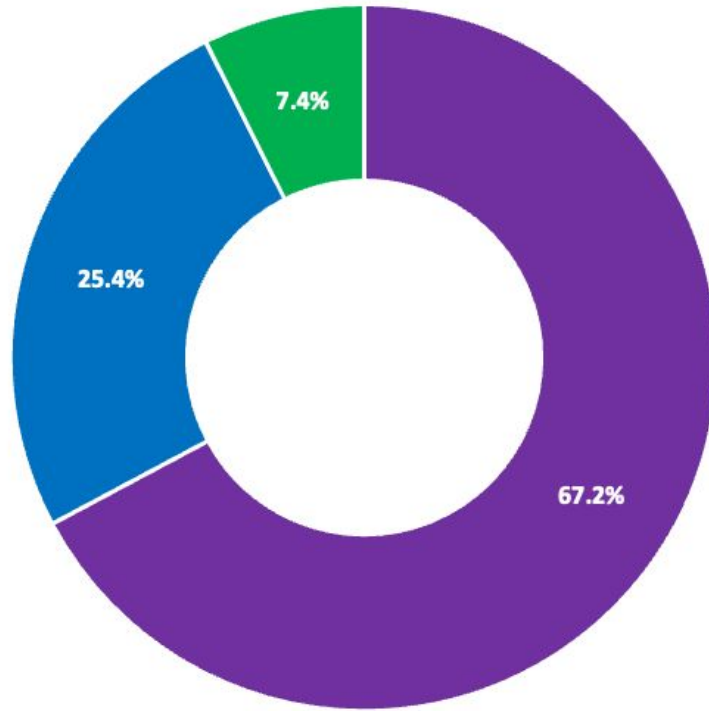
And, of that roughly
half of us who use
GenAI ...



VERY GOOD

PROFICIENT

NEWBIE



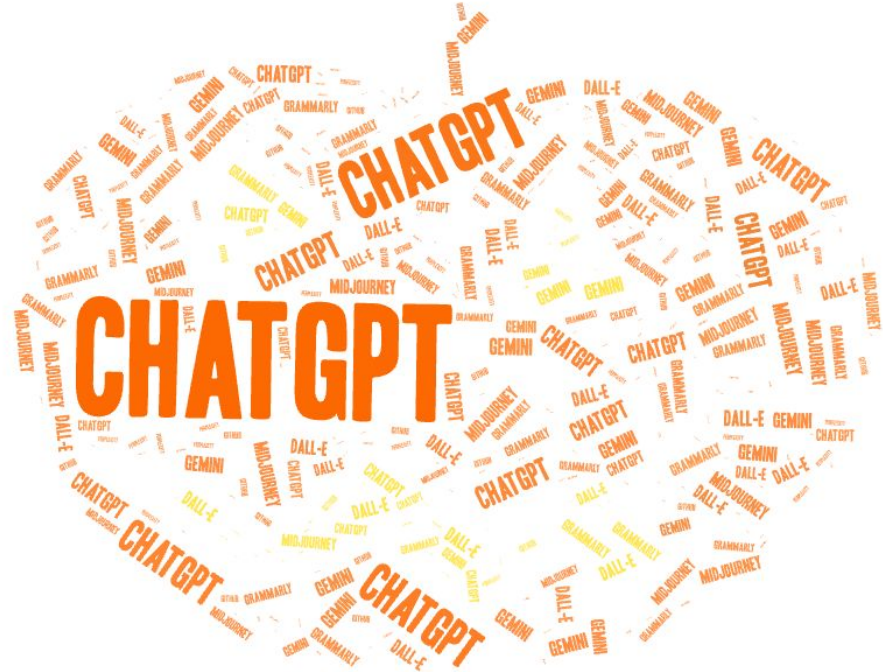
... most are just beginning.

VERY GOOD

PROFICIENT

NEWBIE

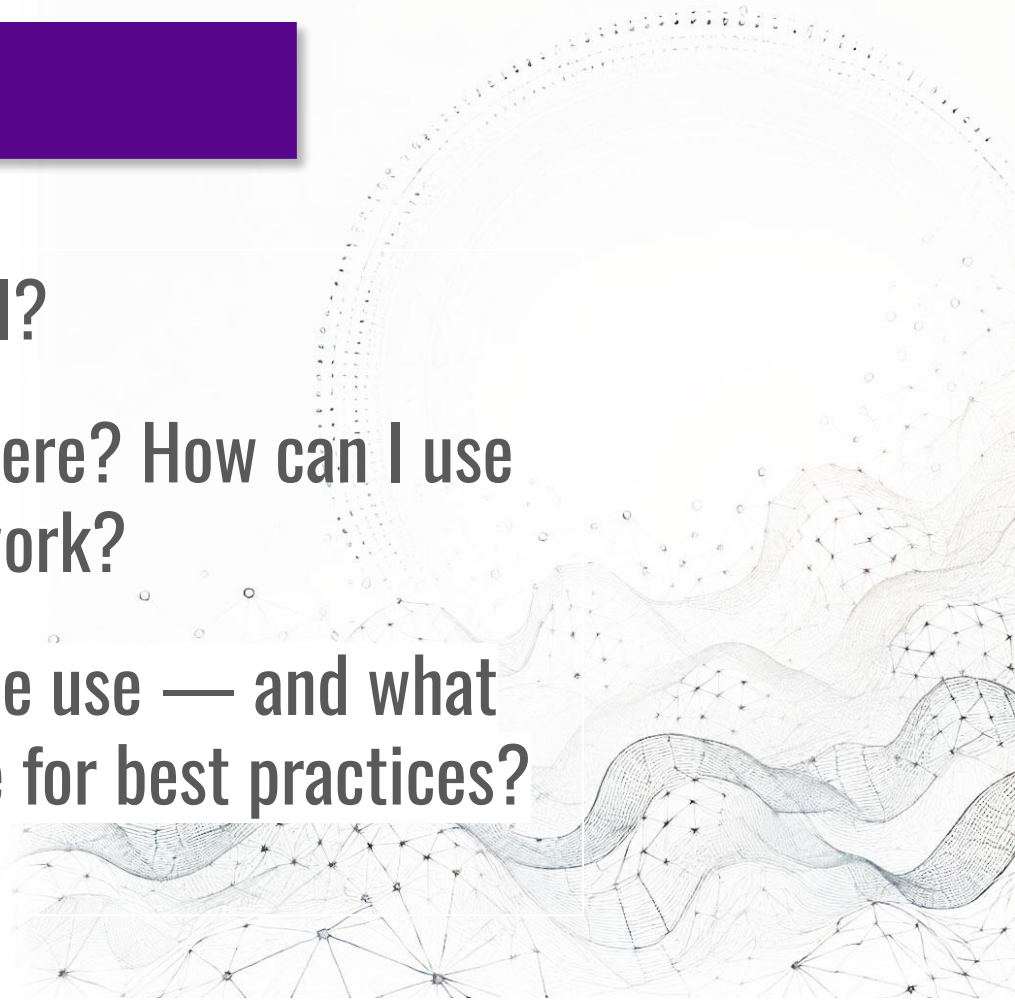
What tools are we using?



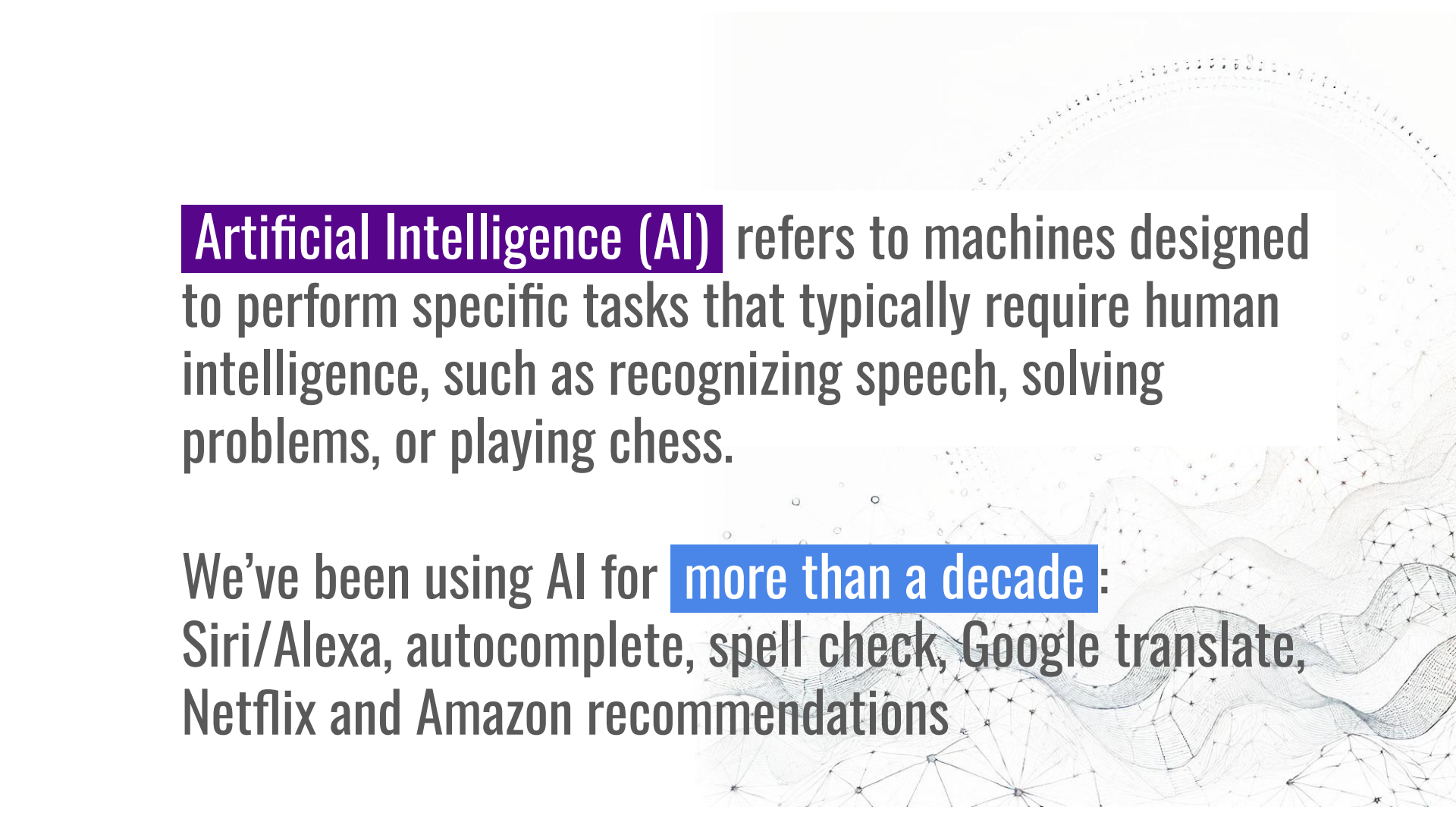
CHATGPT:	110	GRAMMARLY:	12
GEMINI:	16	GITHUB COPILOT:	7
DALL-E/MIDJOURNEY:	15	PERPLEXITY:	5

Survey Takeaways

1. What is Generative AI?
2. What tools are out there? How can I use them to help me at work?
3. What can and can't we use — and what guidance do you have for best practices?

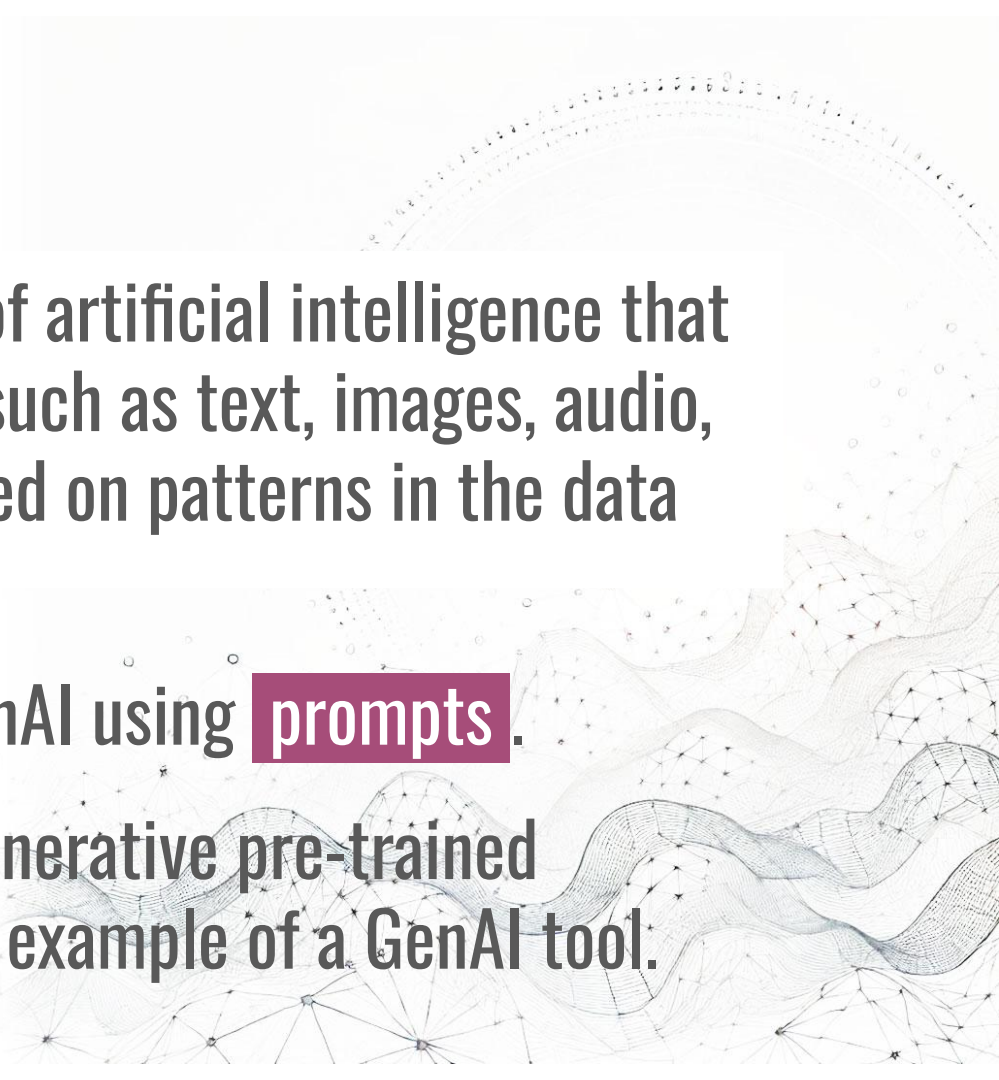


What is Generative AI?



Artificial Intelligence (AI) refers to machines designed to perform specific tasks that typically require human intelligence, such as recognizing speech, solving problems, or playing chess.

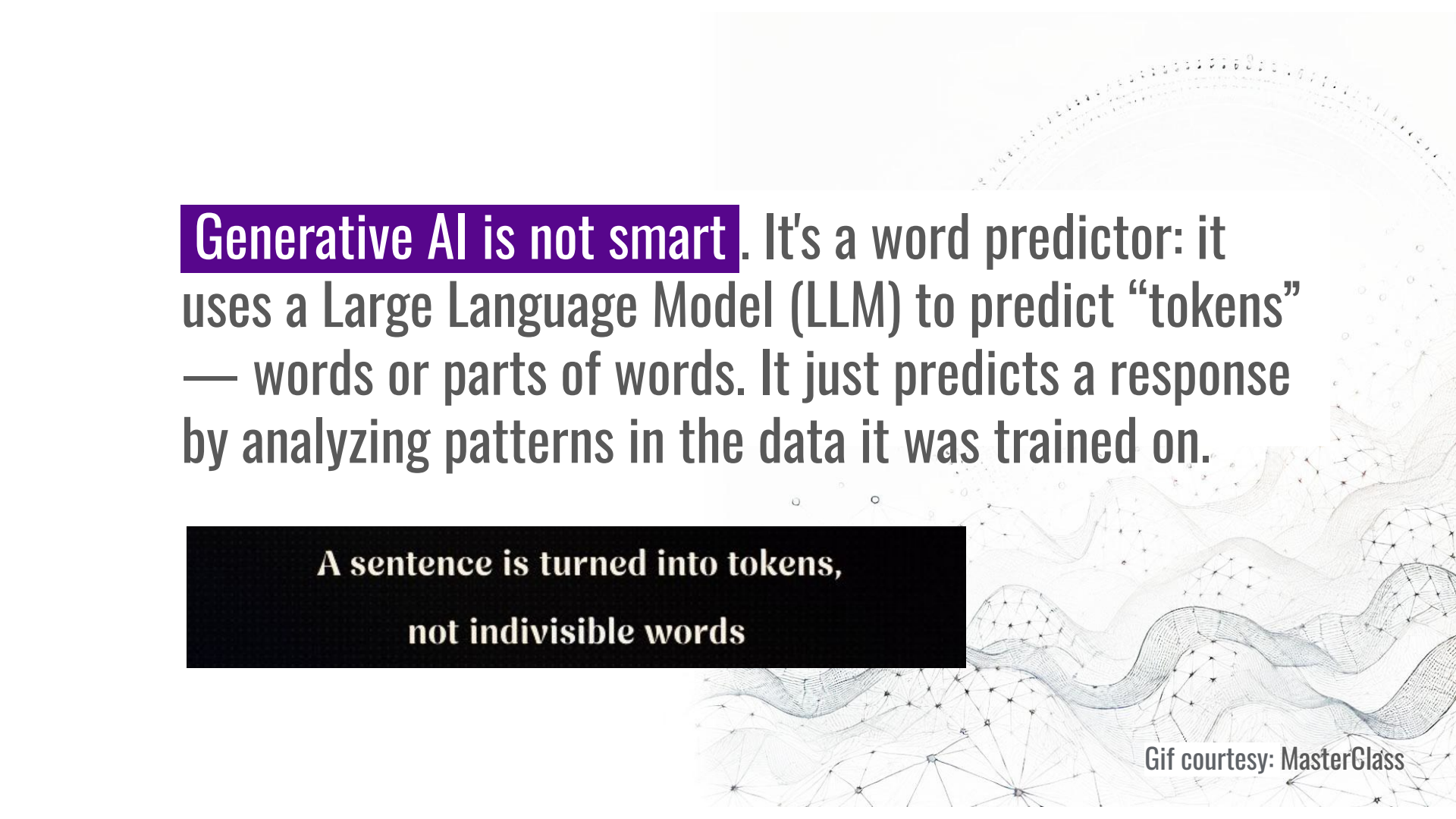
We've been using AI for **more than a decade** :
Siri/Alexa, autocomplete, spell check, Google translate,
Netflix and Amazon recommendations



Generative AI is a type of artificial intelligence that can create new content, such as text, images, audio, video, code, or ideas, based on patterns in the data it's trained on.

Humans interact with GenAI using **prompts**.

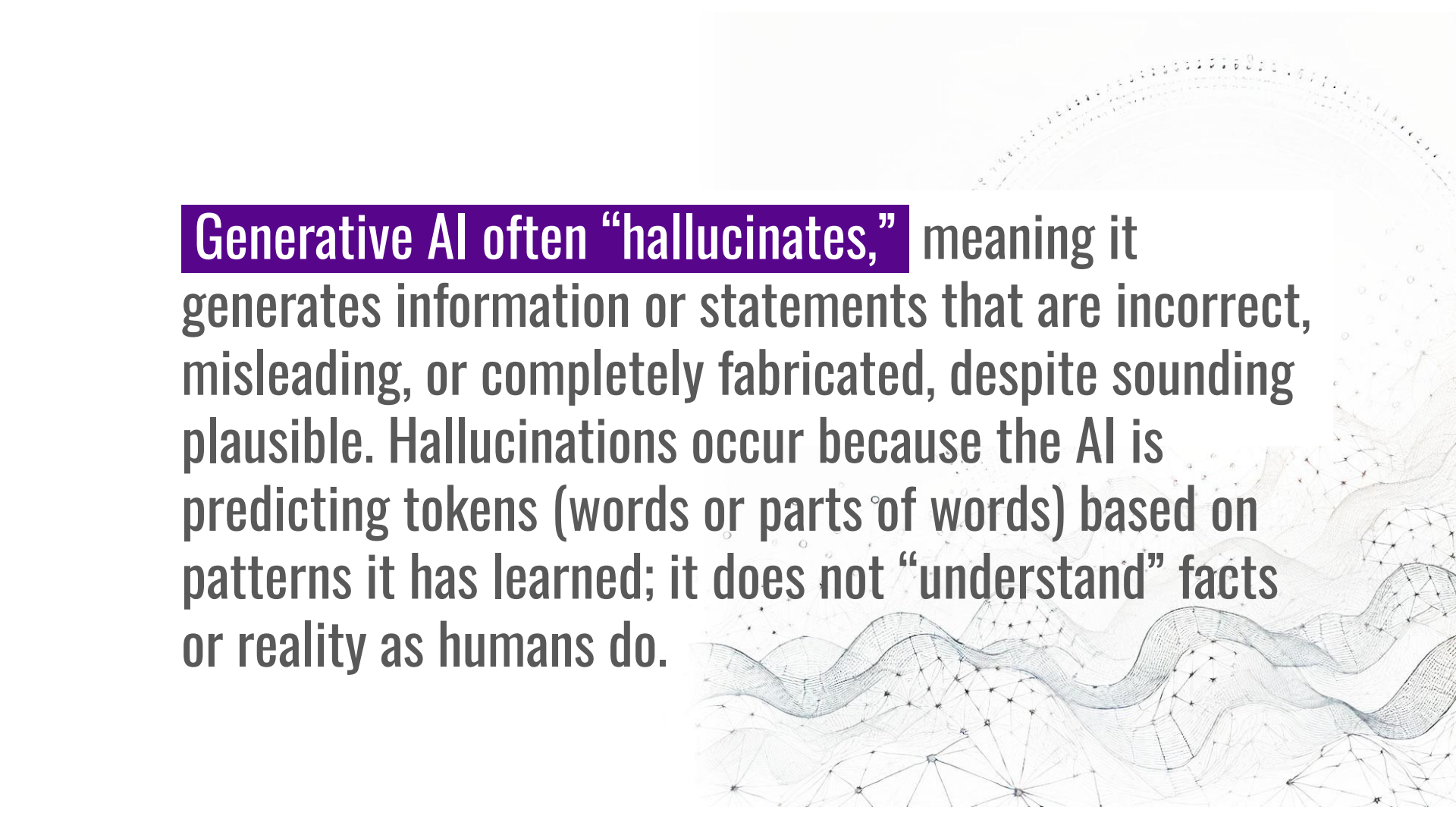
ChatGPT (chat-based generative pre-trained transformer) is a chatbot example of a GenAI tool.



Generative AI is not smart. It's a word predictor: it uses a Large Language Model (LLM) to predict “tokens” — words or parts of words. It just predicts a response by analyzing patterns in the data it was trained on.

**A sentence is turned into tokens,
not indivisible words**

Gif courtesy: MasterClass



Generative AI often “hallucinates,” meaning it generates information or statements that are incorrect, misleading, or completely fabricated, despite sounding plausible. Hallucinations occur because the AI is predicting tokens (words or parts of words) based on patterns it has learned; it does not “understand” facts or reality as humans do.



Hallucinations aren't necessarily bad...

...but need to be checked by a human.



➔ Images created in Midjourney | prompt: high-quality image of hallucination in a colorful positive way that is super creative

Imagine an Gen AI as a story engine—it grabs characters, settings, and plot twists from past stories it's read, but **it doesn't know what makes a story good or bad.** Sometimes it creates a coherent narrative, but other times it throws in elements that don't belong ... like a random dragon juggling an orange in a romance novel.



Why Now?

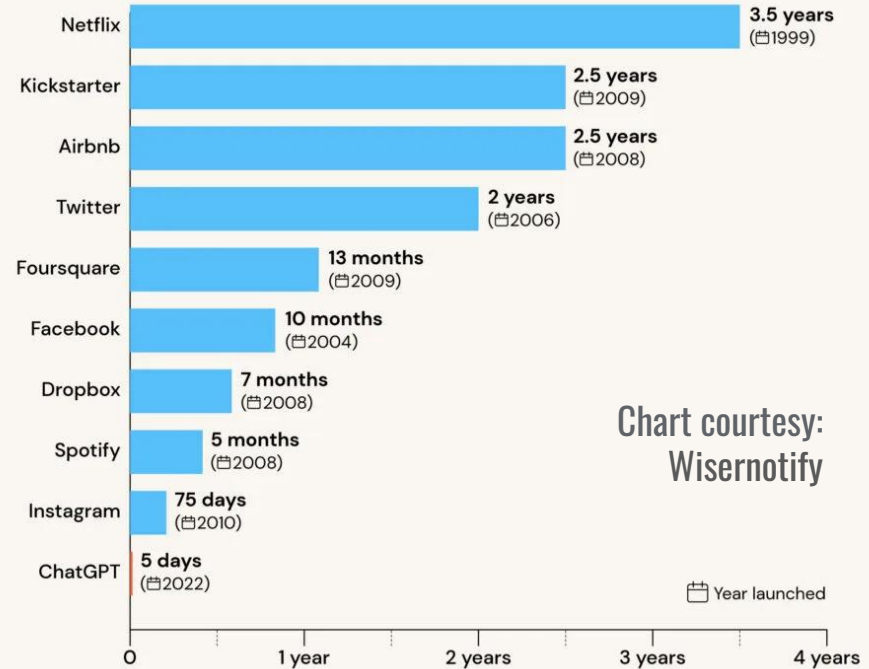



On November 30, 2022

the general public was given access to a tool that could generate responses, and create entirely new content that felt natural and conversational as if it were human.


CHATGPT

Time to reach 1 million users





This rapid adoption is changing everything about how we communicate, engage, fundraise, sell, learn, teach, design products, start and grow businesses, hire and develop talent, manage tech stacks, build strategies, allocate resources, and drive performance.



Big tech is racing to build GenAI into every tool we use. Right now you go and search for a tool to do a job; soon it will be baked into every tool we use (Gmail, iPhones, Microsoft Office, Canva, Seamless/Doordash).

Frontier Models + Apps

LLMs

amazon

ANTHROPIC

cohere

Google

MISTRAL
AI_

Meta

Microsoft

OpenAI
GPT-4o

GenAI Apps

ChatGPT

copy.ai

descript

grammarly

Claude

Copilot

HyperWrite

Jasper

perplexity

Gemini

HeyGen

NotebookLM

Information courtesy: SmarterX Ventures, LLC

... and several thousand others...

The Evolution of Images



V1

Feb 2022



V2

Apr 2022



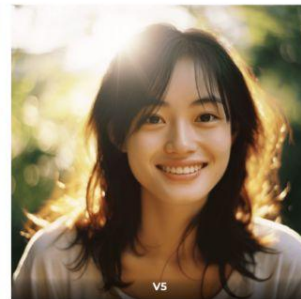
V3

Jul 2022



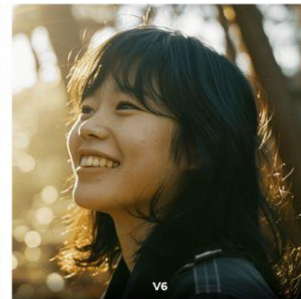
V4

Nov 2022



V5

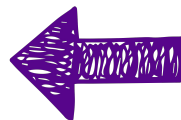
Mar 2023



V6

Dec 2023

Prompt: high quality photography of a young Japanese woman smiling, backlighting, natural pale light, film camera, by Rinko Kawauchi, HDR



→ Midjourney

Info courtesy: Gold Penguin

V6.1
Oct 2024



The Evolution of Images



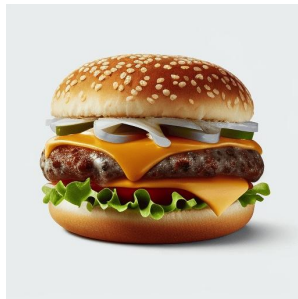
V1
Feb 2022



V2
Apr 2022



V3
Jul 2022



V4
Nov 2022

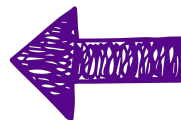


V5
Mar 2023



V6
Dec 2023

Prompt: a photorealistic cheeseburger, white clean background, commercial photography



→ Midjourney

Info courtesy: Gold Penguin

V6.1
Oct 2024



Text to Voice

Help me create

[FAQ](#) [Study Guide](#) [Table of Contents](#)

[Timeline](#) [Briefing Doc](#)

Summary

The text describes a variety of events and activities offered by the New York University Alumni Association. The events are categorized by location, topic, and date, and include gatherings for alumni, families, and students. Some events are focused on specific career or cultural topics, while others are social gatherings or community outreach activities. The text highlights opportunities for alumni to reconnect, network, learn, and engage with the NYU community.

Audio Overview



Events Newsletter Example



01:30 / 09:51

Suggested questions

- What are the main categories of events offered by the NYU Alumni & Families Weekend?
- How does NYU facilitate connections between alumni across different geographic locations and areas of expertise?
- What are the key themes and topics addressed in the various events offered this month?

[View Chat](#)

1 source

Start typing...



[* Notebook guide](#)

NotebookLM may still sometimes give inaccurate responses, so you may want to confirm any facts independently.



Click icon to play podcast

The Evolution of Video

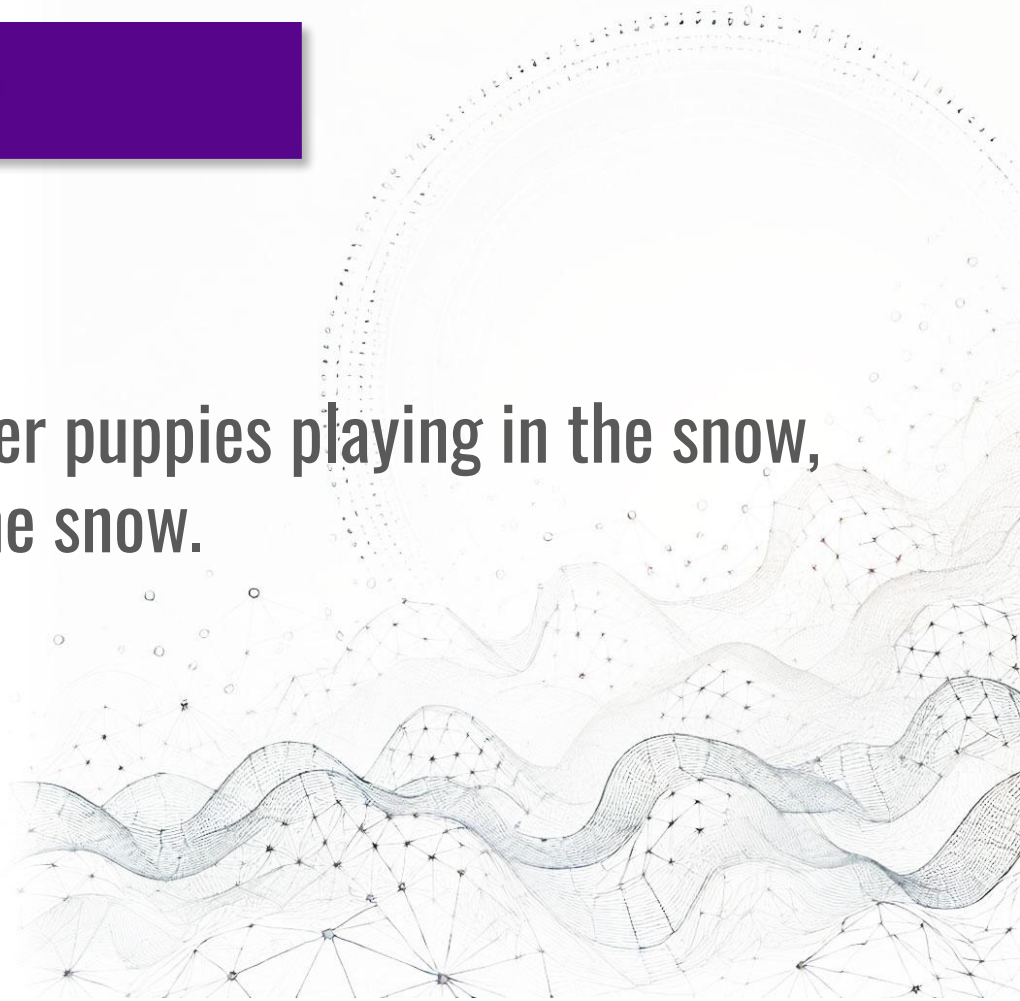
Extreme close up of a 24 year old woman's eye blinking, standing in Marrakech during magic hour, cinematic film shot in 70mm, depth of field, vivid colors, cinematic.





The Evolution of Video

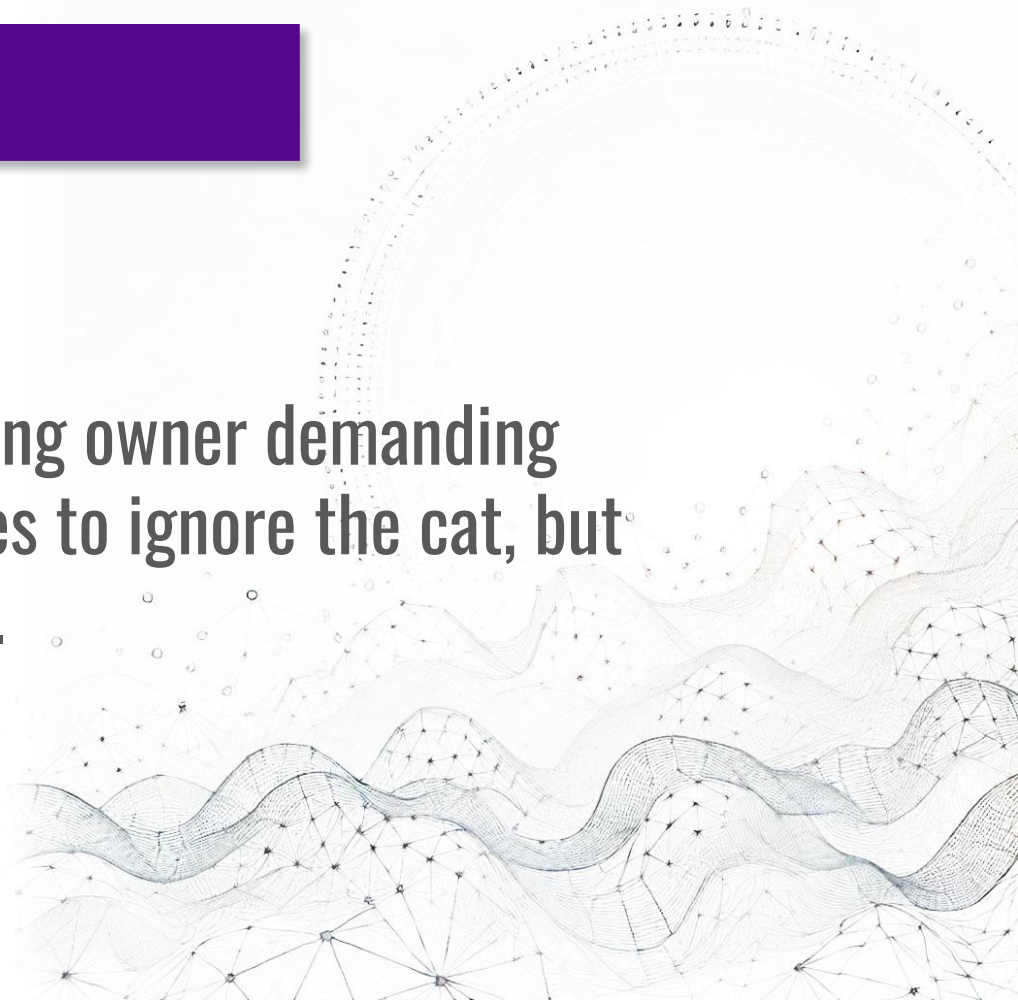
A litter of golden retriever puppies playing in the snow, their heads pop out of the snow.

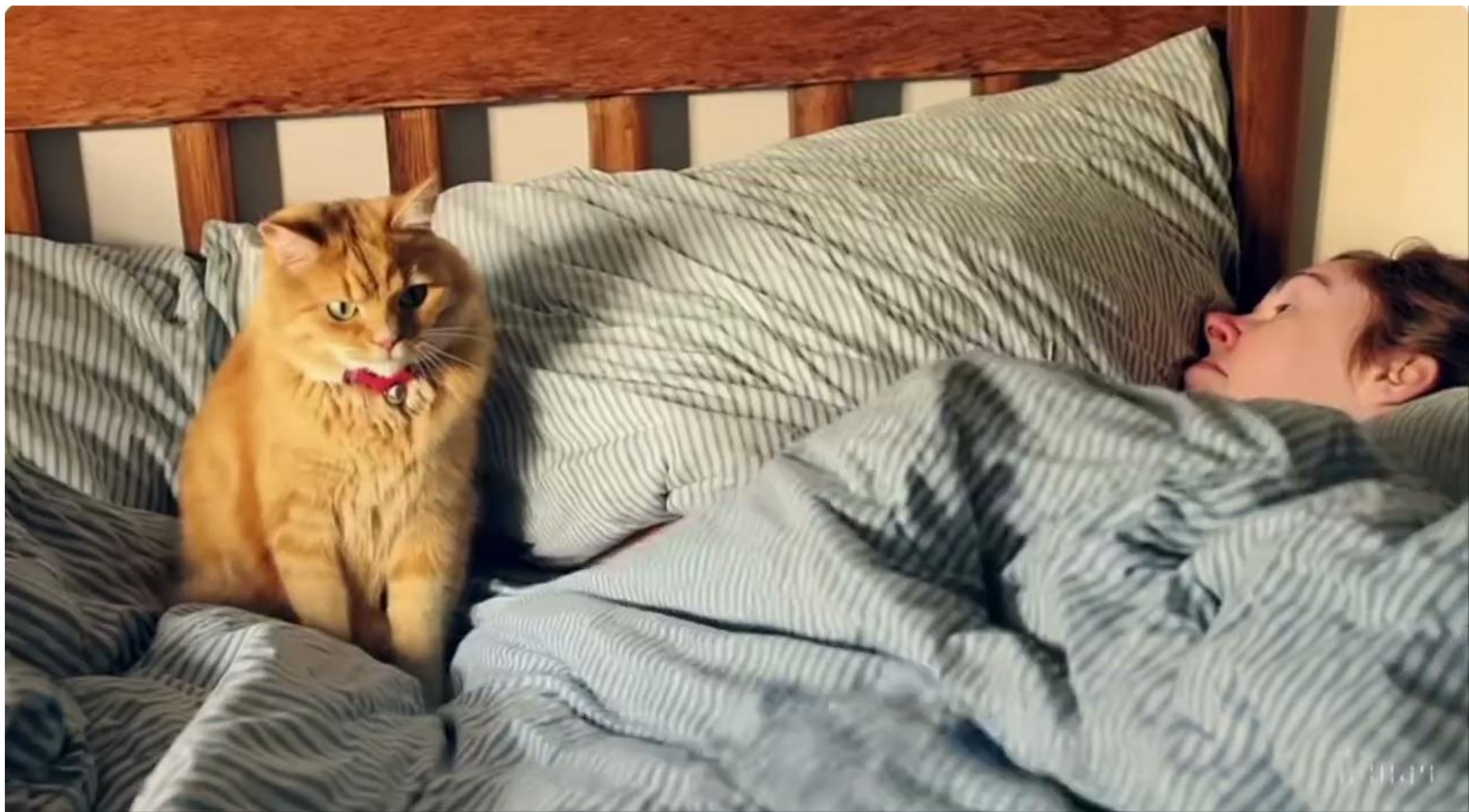




The Evolution of Video

A cat wakes up its sleeping owner demanding breakfast. The owner tries to ignore the cat, but the cat tries new tactics.





© 2011

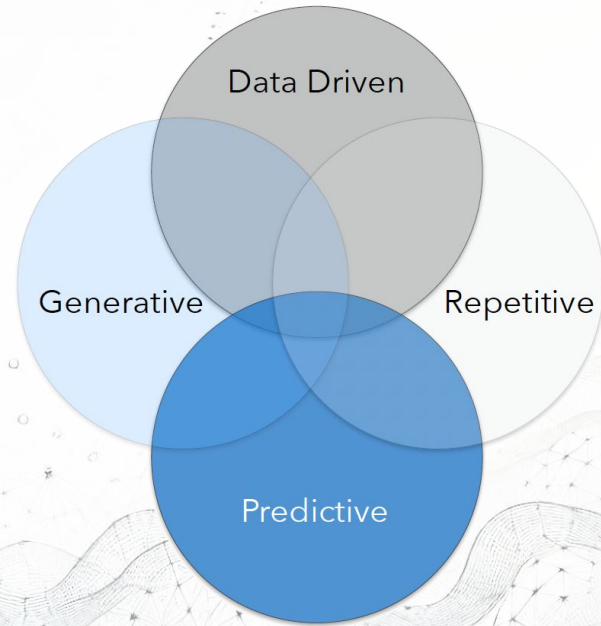
HeyGen Avatars + Digital Twins



When Should I Use GenAI?

Is What I'm Trying to Do...

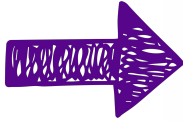
- **Data Driven?**
- **Repetitive?**
- **Predictive?**
- **Generative?**



Framework courtesy:
SmarterX Ventures, LLC

Is What I'm Trying to Do...

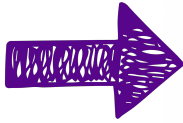
- Data Driven?
- Repetitive?
- Predictive?
- Generative?



GenAI thrives when there's lots of data to analyze. If your task involves organizing, understanding, or interpreting data, GenAI can help find insights, patterns, and make the process faster and more accurate. For instance, GenAI can help identify potential major donors by analyzing past contributions or engagement levels.

Is What I'm Trying to Do...

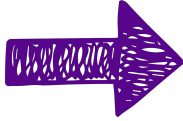
- Data Driven?
- Repetitive?
- Predictive?
- Generative?



GenAI works great for tasks that are routine and repetitive. If you find yourself **doing the same action over and over**, like alphabetizing, formatting excel sheets, comparing documents, processing forms, or sending out standard responses, GenAI can automate those tasks to save time.

Is What I'm Trying to Do...

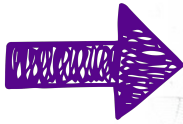
- Data Driven?
- Repetitive?
- Predictive?
- Generative?



GenAI identifies trends and patterns based on historical data (the more data the better). While it doesn't forecast the future, it can make educated guesses about likely scenarios, such as predicting donor behaviors by analyzing past giving patterns, alumni engagement, and campaign outcomes.

Is What I'm Trying to Do...

- Data Driven?
- Repetitive?
- Predictive?
- Generative?



GenAI can “generate” (create) entirely new content like text, images, video, or even designs based on input or guidelines. It’s helpful for brainstorming, generating tailored thank-you notes, drafting event invitations, crafting donor profiles, drafting documents, or developing creative ideas quickly and at scale.

Still Not Sure?

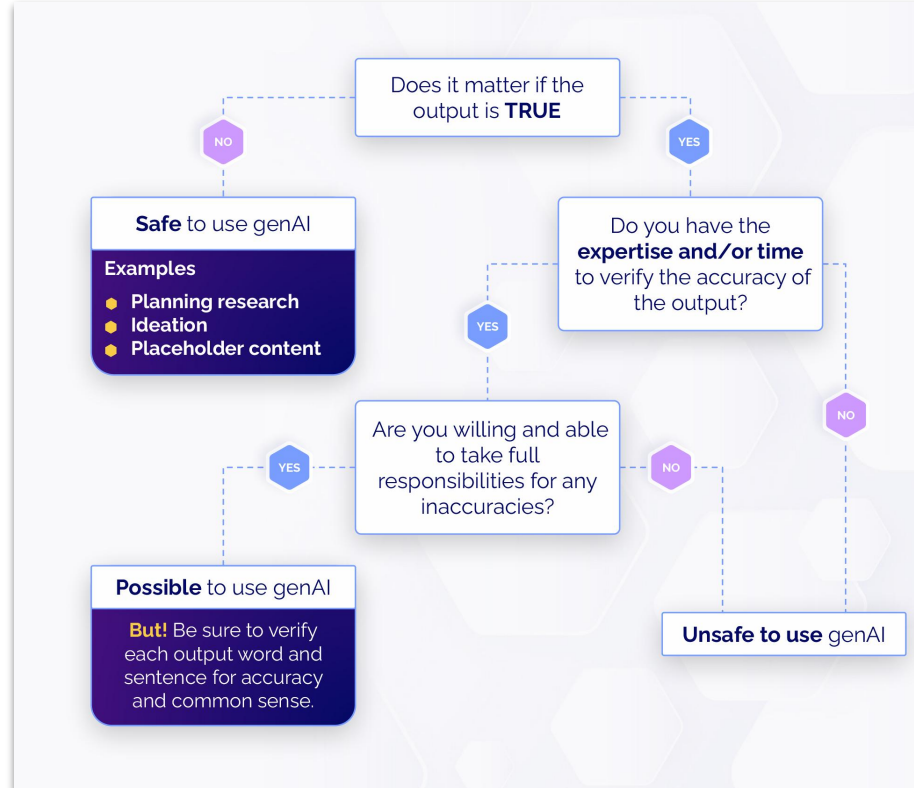


Chart courtesy: JAKALA

Trying It Out

How To Prompt

Provide the following:

- Your Role
- Your Audience
- It's Task + Output
- The Tone



**Generic In=
Generic Out**

**Detailed Prompt=
Detailed Response**



How To Prompt

Provide the following:

- **Your Role**

I am a fundraiser at a higher ed institution

- **Your Audience**

Who is writing to high-net-worth parents from around the world

- **It's Task + Output**

Write an email about... Create a summary of events in table form...
Create an alphabetized list of NYU resources...

- **The Tone**

In the style of the New Yorker... For a 6th grade reading level...

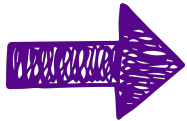


Generic In=
Generic Out


Detailed Prompt=
Detailed Response

Refine , Refine, Refine

- Is the answer missing something?
- Did it make you think of something new?
- Are parts of it wrong?
- Want the info in a different format?
- Instead, want it to ask you Qs to narrow what you need?



Give that input to the GenAI tool you are using.



The more you engage, the more powerful the partnership becomes.

Event Invitation

Please draft short email to a highly-educated group of alumni who know **our university (XYU)**. The email author is a senior leader who is sophisticated, yet warm and direct.

1. As **President xx** mentioned at last week's meeting, we will be holding a series of events as part of a new series titled: "In Dialogue."
2. We hope you'll attend
3. You can RSVP for any of the virtual events using the links provided in the event description
4. To attend in person, please email **xxx@xxx.edu**
5. Please don't hesitate to reach out with any questions
6. Use the salutation "Warmest regards,"

Use ABC or XYZ University to easily replace with NYU in the real draft.

Never use employees, leadership, trustees, or donors' names; use "President xxx" or substitute a generic name.

Informational Email

Write a warm email that includes the following and is written to an educated, sophisticated group from around the world who speak many languages. Will be sent from our Global Council Chair and the President of ABC University. It should include four parts, **the first being the most important:**

1. Highlight the importance of **ABC's Global Council (GC)** members as advisors, ambassadors and supporters; reinvigorate the group by laying the groundwork for the May meeting where we'll discuss as a group the mission and expectations of GC.
2. Outline that there will be a GC meeting and lunch in May where we will be talking about engagement and expectations.
3. This group should save the date for ABC's pre-commencement dinner on May 14.
4. We will send out a survey to determine the next mtg location in NYC, Seoul, or London.

Some background on the GC: The Global Council was created to act as an advisory body to the president of ABC to help the University realize its global vision. The Council's membership includes world citizens who are experts in international business, finance, law, technology, real estate, media, public service, the arts, and other industries.

Be specific about what's most important as well as who the audience is.

Change NYU-specific program names like "President's Global Council" to something generic.

Synthesizing Data

What I asked: Can you summarize the data to tell me how people are using AI tools based on their area? [uploaded the below spreadsheet]

Area (USE THIS)	Do you use AI tools?
Administrative Aide	Yes, in both my professional and personal lives.
Development	Yes, in both my professional and personal lives.
Development	No.
Development	I've tried it, but I don't use it regularly.
Comms	No.
Annual Giving	Yes, in my professional life.
Operations	Yes, in both my professional and personal lives.
Annual Giving	No.
Alumni Relations	No.
Operations	Yes, in my personal life.
Alumni Relations	No.
Alumni Relations	I've tried it, but I don't use it regularly.
Alumni Relations	No.
Development	No.



Synthesizing Data

What I asked: Can you summarize the data to tell me how people are using AI tools based on their area? [uploaded the below spreadsheet]

Area (USE THIS)	Do you use AI tools?
Administrative Aide	Yes, in both my professional and personal lives.
Development	Yes, in both my professional and personal lives.
Development	No.
Development	I've tried it, but I don't use it regularly.
Comms	No.
Annual Giving	Yes, in my professional life.
Operations	Yes, in both my professional and personal lives.
Annual Giving	No.
Alumni Relations	No.
Operations	Yes, in my personal life.
Alumni Relations	No.
Alumni Relations	I've tried it, but I don't use it regularly.
Alumni Relations	No.
Development	No.

How Perplexity responded in 6 seconds:

✿ Perplexity

The data from the CSV file has been summarized to show how people in different areas at NYU use AI tools. Here is a breakdown by area, indicating the percentage of respondents who use AI tools in various capacities:

AI Tool Usage by Area

- **Alumni Relations (AR)**
 - Tried but don't use regularly: 37.5%
 - No: 37.5%
 - Yes, in both professional and personal lives: 25.0%
- **Advancement Services and Analytics (ASA)**
 - Tried but don't use regularly: 26.7%
 - No: 33.3%
 - Yes, in both professional and personal lives: 13.3%
 - Yes, in personal life: 26.7%
- **Business Intelligence (BI)**
 - Tried but don't use regularly: 20.0%
 - Yes, in both professional and personal lives: 40.0%
 - Yes, in personal life: 40.0%
- **Information Technology (IT)**
 - Yes, in both professional and personal lives: 50.0%
 - Yes, in personal life: 50.0%

Combine + Alphabetize

What I asked: Can you scrub the attached file and just give me back a list of school names? Please combine it with the schools I am pasting below. Put all, alphabetically, in a table. [uploaded the below doc and pasted the schools]

AAU Member Universities

Public

Arizona State University (2023)
Georgia Institute of Technology (2010)
Indiana University (1909)
Michigan State University (1964)
The Ohio State University (1916)
The Pennsylvania State University (1958)
Purdue University (1958)
Rutgers University – New Brunswick (1989)
Stony Brook University – The State University of New York (2001)
Texas A&M University (2001)
University at Buffalo – The State University of New York (1989)
The University of Arizona (1985)
University of California, Davis (1996)
University of California, Berkeley (1900)



Combine + Alphabetize

What I asked: Can you scrub the attached file and just give me back a list of school names? Please combine it with the schools I am pasting below. REMOVE dups and put all, alphabetically, in a table. [uploaded the below doc and pasted the schools]

AAU Member Universities

Public

Arizona State University (2023)
Georgia Institute of Technology (2010)
Indiana University (1909)
Michigan State University (1964)
The Ohio State University (1916)
The Pennsylvania State University (1958)
Purdue University (1958)
Rutgers University – New Brunswick (1989)
Stony Brook University – The State University of New York (2001)
Texas A&M University (2001)
University at Buffalo – The State University of New York (1989)
The University of Arizona (1985)
University of California, Davis (1996)
University of California, Berkeley (1900)

How ChatGPT responded in under 10 seconds:

ChatGPT 4o

Share

ER



List Of Schools

	School Name	
1	American University	
2	Arizona State University	
3	Baylor University	
4	Boston University	
5	Brandeis University	

I have provided you with the alphabetically sorted list of schools based on the combined input from your file and the list you pasted. Let me know if you need further adjustments! [🗨️]



Analyze Images

What I asked: Which of these tools are good for video creation? [uploaded the flatten image below]

30 AI Tools in 30 Minutes

1. **ChatGPT:** www.chatgpt.com
2. **GPTs in ChatGPT:** www.chatgpt.com
3. **Google Gemini 1.5 Pro:** gemini.google.com
4. **Gems in Google Gemini:** gemini.google.com
5. **Claude 3.5 Sonnet:** www.claude.ai
6. **Artifacts in Claude:** www.claude.ai
7. **Grok-2 with Flux:** x.com/i/grok
8. **Perplexity:** www.perplexity.ai
9. **Jasper:** www.jasper.ai
10. **Writer:** www.writer.com
11. **MarketMuse:** www.marketmuse.com
12. **Goldcast:** www.goldcast.io
13. **Descript:** www.descript.com
14. **OpusClip:** www.opus.pro
15. **rasa.io:** rasa.io
16. **Crayon:** www.crayon.co
17. **Lately:** www.lately.ai
18. **Akkio:** www.akkio.com
19. **Qualified:** www.qualified.com
20. **Omneky:** www.omneky.com
21. **Hume:** www.hume.ai
22. **Movable Ink:** www.movableink.com
23. **Playground:** www.playground.com
24. **Midjourney:** www.midjourney.com
25. **Runway:** www.runwayml.com
26. **ElevenLabs:** elevenlabs.io
27. **HeyGen:** www.heygen.com
28. **HyperWrite:** www.hyperwriteai.com
29. **Your Existing Tech:** www.builtwith.com
30. **MAICON Sponsors:** www.MAICON.ai

Flattened image courtesy: SmarterX Ventures, LLC



Analyze Images

What I asked: Which of these tools are good for video creation? [uploaded the flatten image below]

30 AI Tools in 30 Minutes

1. **ChatGPT:** www.chatgpt.com
2. **GPTs in ChatGPT:** www.chatgpt.com
3. **Google Gemini 1.5 Pro:** gemini.google.com
4. **Gems in Google Gemini:** gemini.google.com
5. **Claude 3.5 Sonnet:** www.claude.ai
6. **Artifacts in Claude:** www.claude.ai
7. **Grok-2 with Flux:** x.com/i/grok
8. **Perplexity:** www.perplexity.ai
9. **Jasper:** www.jasper.ai
10. **Writer:** www.writer.com
11. **MarketMuse:** www.marketmuse.com
12. **Goldcast:** www.goldcast.io
13. **Descript:** www.descript.com
14. **OpusClip:** www.opus.pro
15. **rasa.io:** rasa.io
16. **Crayon:** www.crayon.co
17. **Lately:** www.lately.ai
18. **Akkio:** www.akkio.com
19. **Qualified:** www.qualified.com
20. **Omneky:** www.omneky.com
21. **Hume:** www.hume.ai
22. **Movable Ink:** www.movableink.com
23. **Playground:** www.playground.com
24. **Midjourney:** www.midjourney.com
25. **Runway:** www.runwayml.com
26. **ElevenLabs:** elevenlabs.io
27. **HeyGen:** www.heygen.com
28. **HyperWrite:** www.hyperwriteai.com
29. **Your Existing Tech:** www.builtwith.com
30. **MAICON Sponsors:** www.MAICON.ai

Flattened image courtesy: SmarterX Ventures, LLC

How ChatGPT immediately responded:



From the list, here are the AI tools that focus on video creation or editing:

1. **Descript:** Primarily known for audio and video editing, it allows for seamless transcript-based editing, making it great for podcast and video production.
2. **OpusClip:** A tool that generates short, shareable video clips, often used for repurposing longer videos into bite-sized content for social media.
3. **Runway:** This tool is well-known for its advanced video editing capabilities, especially in applying AI-powered effects, background removal, and more.
4. **Movable Ink:** Though originally focused on dynamic email content, it can also generate personalized video content for marketing.
5. **Playground:** While this name refers to several AI services, if it's related to video, it could be involved in video content generation or editing.
6. **Midjourney:** While primarily for images, it can be used alongside video projects by creating visuals that can be incorporated into video production workflows.

Other prompts to try

I am **cooking** for 6 people and have chicken thighs, tomatoes, and a can of diced pineapple. What can I make? (One of them is a vegetarian.) Please list all groceries I need to buy.

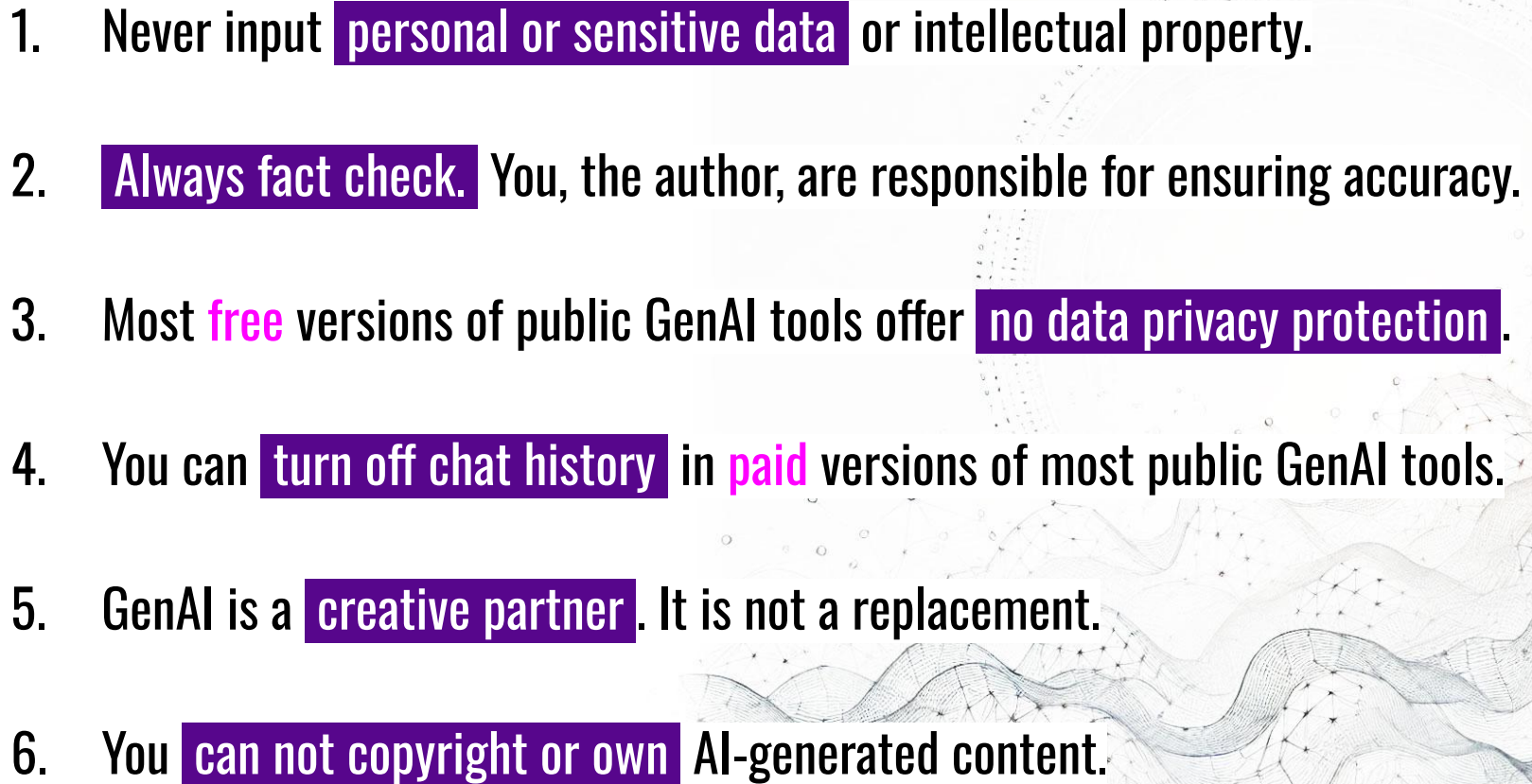
I am going on **vacation** in November, and I'm not sure what I need to pack. I'll be in Chicago on Fri-Sun and Miami on Mon-Wed. I like to wear comfortable clothes but will need to pack one business outfit (suit, dress shoes). Can you give me a table of what I should wear when?

Explain to me like I'm a 6th-grader how the **Earth, sun, and moon** interact in the sky.

I am trying to teach my kids about **kindness**. They are ages 9 and 13 and we live in Brooklyn. What are some ideas that we can do together or they can do on their own?

I have a **team retreat** coming up and am trying to find a team-building experience that will help us to bond. Some of the team like outdoor adventures, some like comic books, others are book worms. They range from ages 23 to 70. Looking for something to occupy 3-4 hours in NYC.

Guide Rails

- 
1. Never input **personal or sensitive data** or intellectual property.
 2. **Always fact check.** You, the author, are responsible for ensuring accuracy.
 3. Most **free** versions of public GenAI tools offer **no data privacy protection**.
 4. You can **turn off chat history** in **paid** versions of most public GenAI tools.
 5. GenAI is a **creative partner**. It is not a replacement.
 6. You **can not copyright or own** AI-generated content.

GenAI at NYU

NYU provides access to several GenAI models, including NYU's private instance of ChatGPT. These models are free to use but [require university approval](#). Any info entered into an AI model is governed by [NYU's data privacy policy](#). Administrators and staff can [request access](#). You should use an NYU-licensed model if:

- You have a clear use case related to teaching, learning, research, or administration, or
- Your use case involves [moderate risk data](#), or
- Your use case involves [high risk data](#) and you have permission to use that data from UDAR leadership and UDAR's data steward.

If your use case does not involved moderate- or high-risk data, the University will likely recommend you use a paid version of ChatGPT or Perplexity (which is currently free with an nyu.edu email). As discussed today, third-party (non-NYU) models should be used carefully, as NYU doesn't have a contract to protect data you use.

Do not use [moderately or highly sensitive data](#) with third-party models.



[NYU website](#) about using GenAI tools.

ChatGPT

www.chatgpt.com

“Plus” plan is \$20/month; “Team” plans are \$25/month per person (if billed annually)

[7-step “How To” guide](#) to keep your data safe(r)

Learn about [ChatGPT’s data privacy](#)

Perplexity

www.perplexity.ai

Free “Pro” plan if you sign up with your NYU.edu email | Shows sources

[3-step “How To” guide](#) to keep your data safe(r)

Read [Perplexity’s privacy policy](#)

NotebookLM

notebooklm.google.com

Free access using your personal Google account | NYU does not currently support

Does not use your docs for training; still err on the side of never uploading private or sensitive data

Learn about [Google NotebookLM’s data protection](#)

Thank You!

Erin Callihan

Assistant Vice President, Advancement Marketing & Communications

If you would like to view a [recording of the presentation](#), please email erin.callihan@nyu.edu