

Webinar: AI Foundations - Communication

Empowering Interreg communication with Large Language Models

Nebojsa Nikolic/ Interact office Valencia / 13.09.2023

Interact



**Co-funded by
the European Union**
Interreg



Can a robot write a symphony? Can a robot turn a canvas into a beautiful masterpiece?

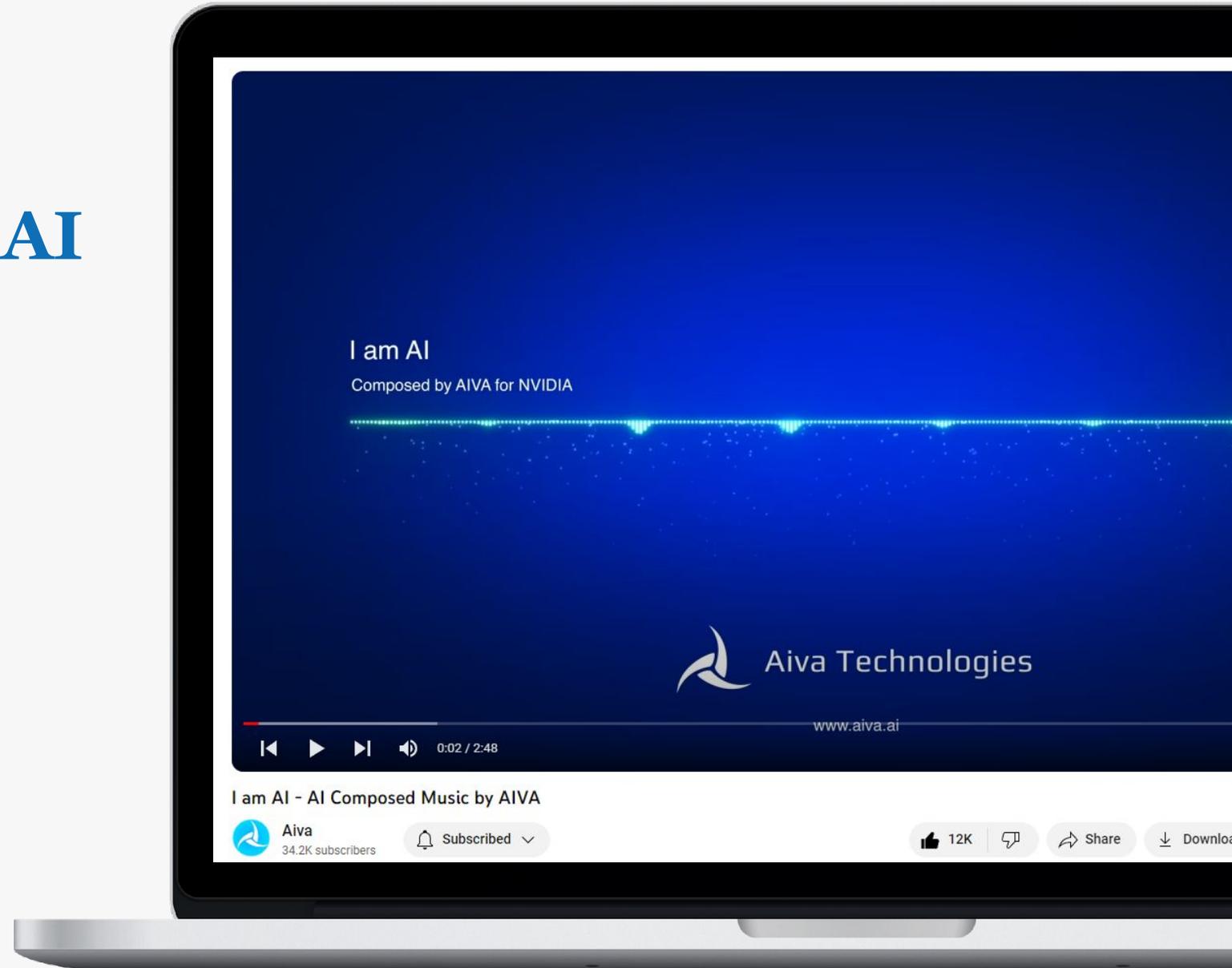
Quote from the film "I, Robot", 2004

Image created by Microsoft Bing using the query "an illustration for music composed by AI"

A symphony composed by AI

Artificial Intelligence Virtual Artist (AIVA) is a generative AI tool dedicated to creating music.

<https://www.aiva.ai>



AI is already surpassing fiction, but how can we use it?

Where is the overlap between public administration and advanced AI?
Do I need special training and to be into technology?
What kinds of tools are there?



Photo by Pexels, CC



Photo by Michelangelo Buonarroti, Pexels, CC

Generative AI and LLMs

Generative AI can create new content, such as text, images, music, or videos, by learning from data. For example, it can create realistic images based on very specific **prompts**.



“Ride into fantastical world of AI” webinar promo illustration, Midjourney

Large Language Models (LLMs) are a type of generative AI that can process and understand human languages or text. ChatGPT and Google Bard are some of the best known **LLM** tools.

Chat with the Bing AI: www.bing.com what is Interact

✓ Searching for: **Interact**
 ✓ Generating answers for you...

Hello, this is Bing. Interact is a word that means **to communicate with or react to each other**^{1 2 3}. It can also be the name of some programs or organizations, such as **INTERACT®, a quality improvement program for post-acute care providers**⁴, or **Interact, an EU programme that supports cooperation programmes**⁵. Do you want to know more about any of these?

Learn more: [1. dictionary.cambridge.org](http://1.dictionary.cambridge.org) [2. dictionary.cambridge.org](http://2.dictionary.cambridge.org) [+4 more](#) 1 of 30

How can I participate in Interact program?

✓ Searching for: **how to participate in Interact program**
 ✓ Generating answers for you...

There are different types of Interact programs, so it depends on which one you are interested in. If you mean **Interact, a service club for young people sponsored by Rotary International**^{1 2}, you can participate by joining an existing club in your area or starting a new one with the help of a local Rotary club. You can also follow Interact on social media and watch videos of their projects³. If you mean **Interact, an EU programme that supports cooperation programmes**⁴, you can participate by applying for their events, trainings, or funding opportunities, or by contacting their staff for advice and guidance. You can also access their online resources and tools. Which Interact program are you more interested in?

Learn more: [1. rotary.org](http://1.rotary.org) [2. rotary5810.org](http://2.rotary5810.org) [3. interact-eu.net](http://3.interact-eu.net) 2 of 30

[Interact | cooperation works](#)

[What is the age range for Interact club?](#) [Can you give me an example of a project by Interact club?](#) [How can I apply to EU's Interact program?](#)

LLM tools for our work

We can save a lot of time and energy writing our programme documents, reports, and social media content.

LLMs can use plain language, humour, storytelling, and other writing styles while also checking the grammar.



Resoomer, Paraphraz.it, QuillBot

For simplifying and rewriting texts



ChatGPT-3.5

An incredibly powerful writing assistant



Google Bard

Based on PaLM 2 model with real-time access to internet using Google search engine



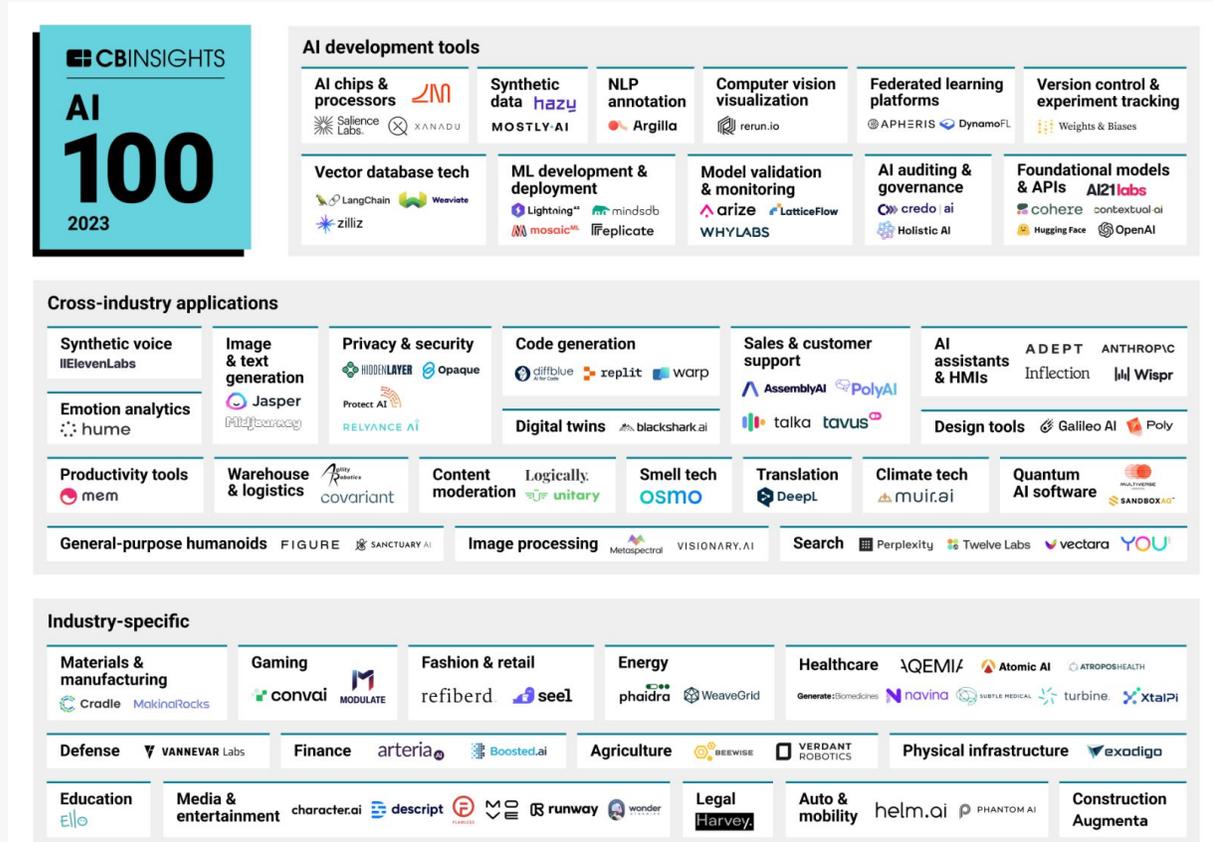
Bing AI

Combines the powers of ChatGPT-4, DALL-E image generator and Bing search engine

“But wait, I know another tool!”

There are many tools

- Paid vs unpaid
- Ease-of-use factor
- Practical use for our work
- Focus on industry leaders
- In case of LLM tools:

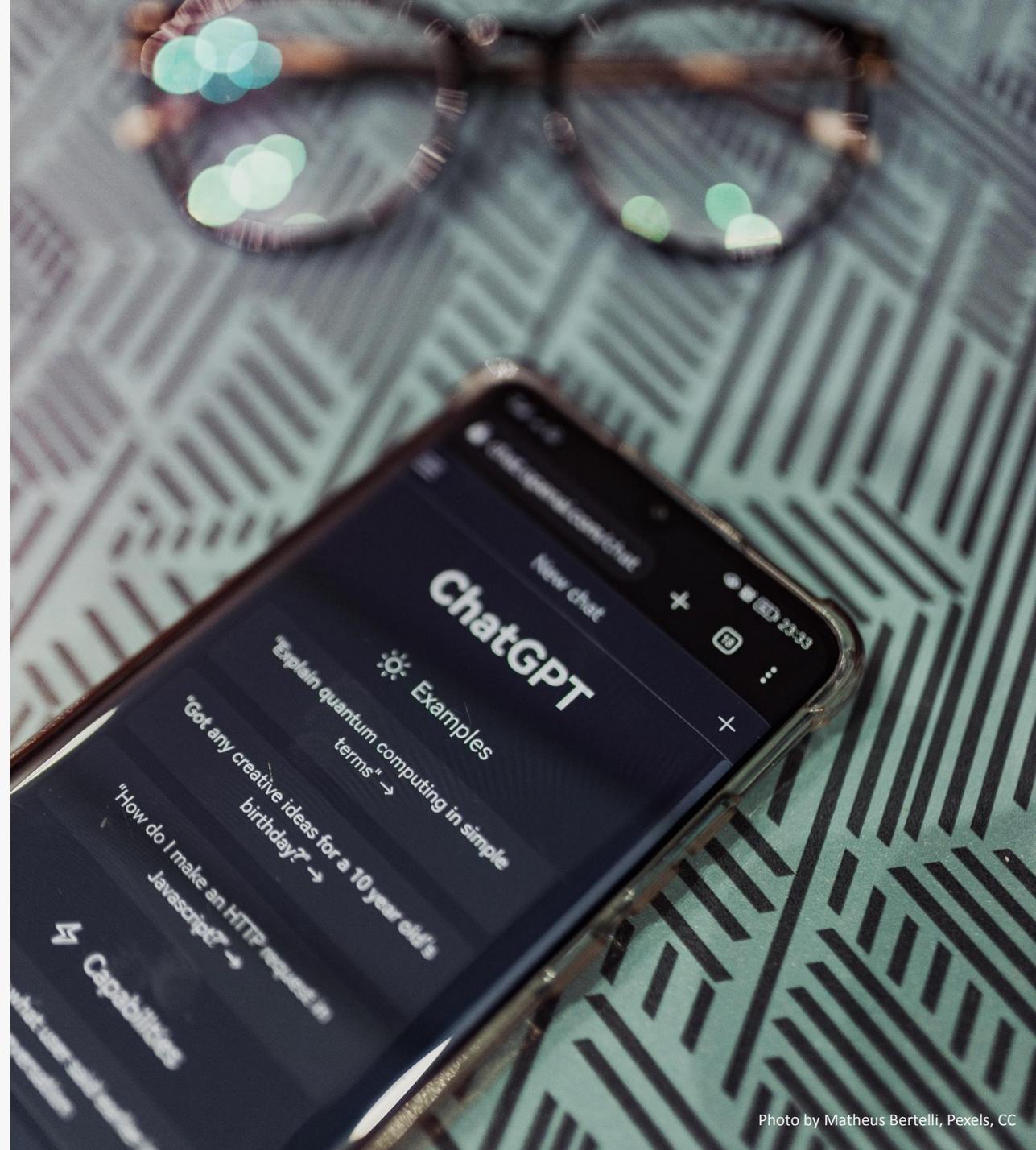


Note: Companies are private as of 6/20/23.

Illustration by CB Insights, <https://research-assets.cbinsights.com>



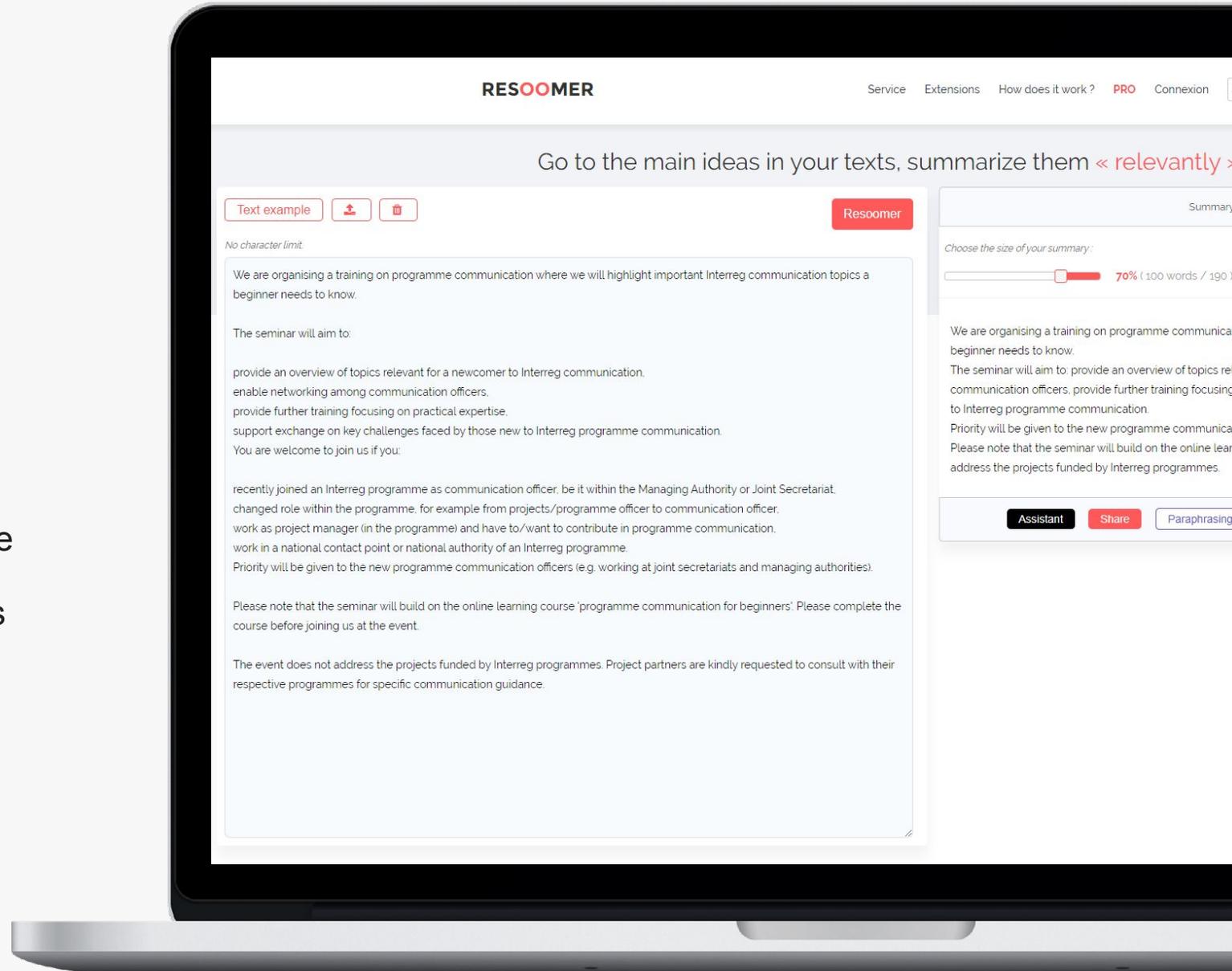
It's usually **ChatGPT** with add-ons



Resoomer

Summarize your texts

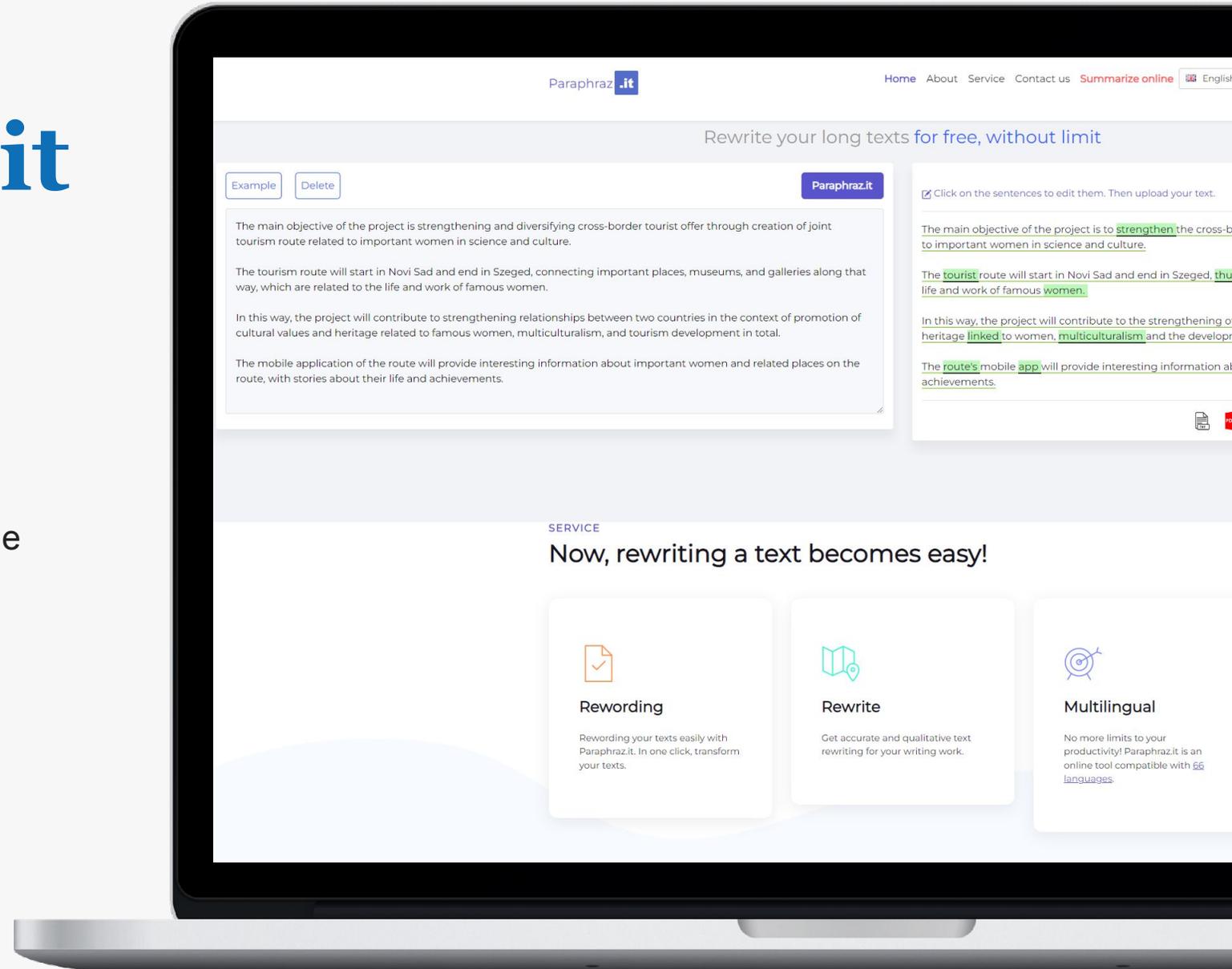
- Very easy to use
- Works in 14 languages
- You can adjust how concise to be
- You can summarize by keywords
- Built-in translation by Google



Paraphraz.it

Rewrite your texts

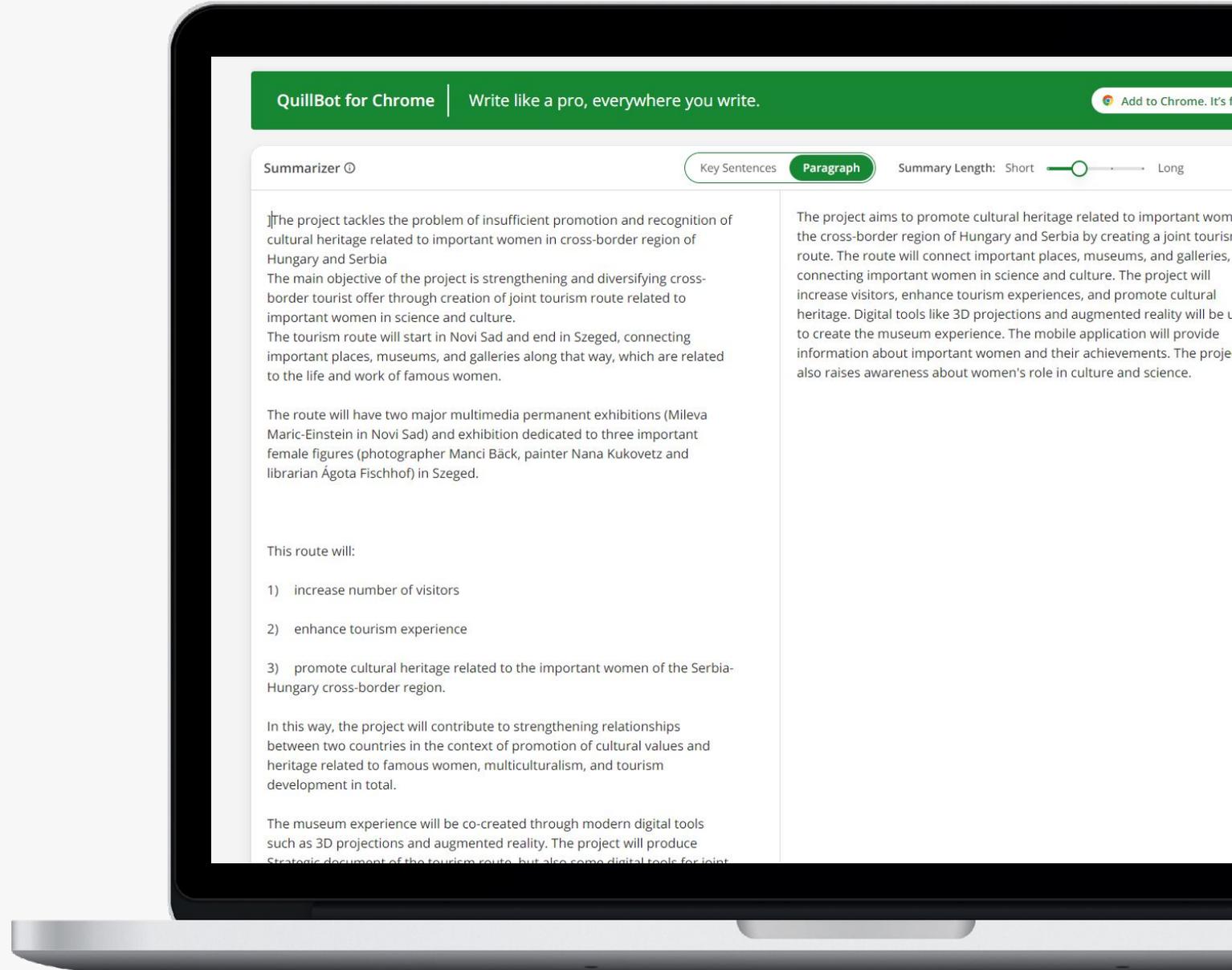
- Very easy to use
- Works in 14 languages as well
- Change individual words or whole sentences
- Manual and granular control



QuillBot

Rewrite your texts

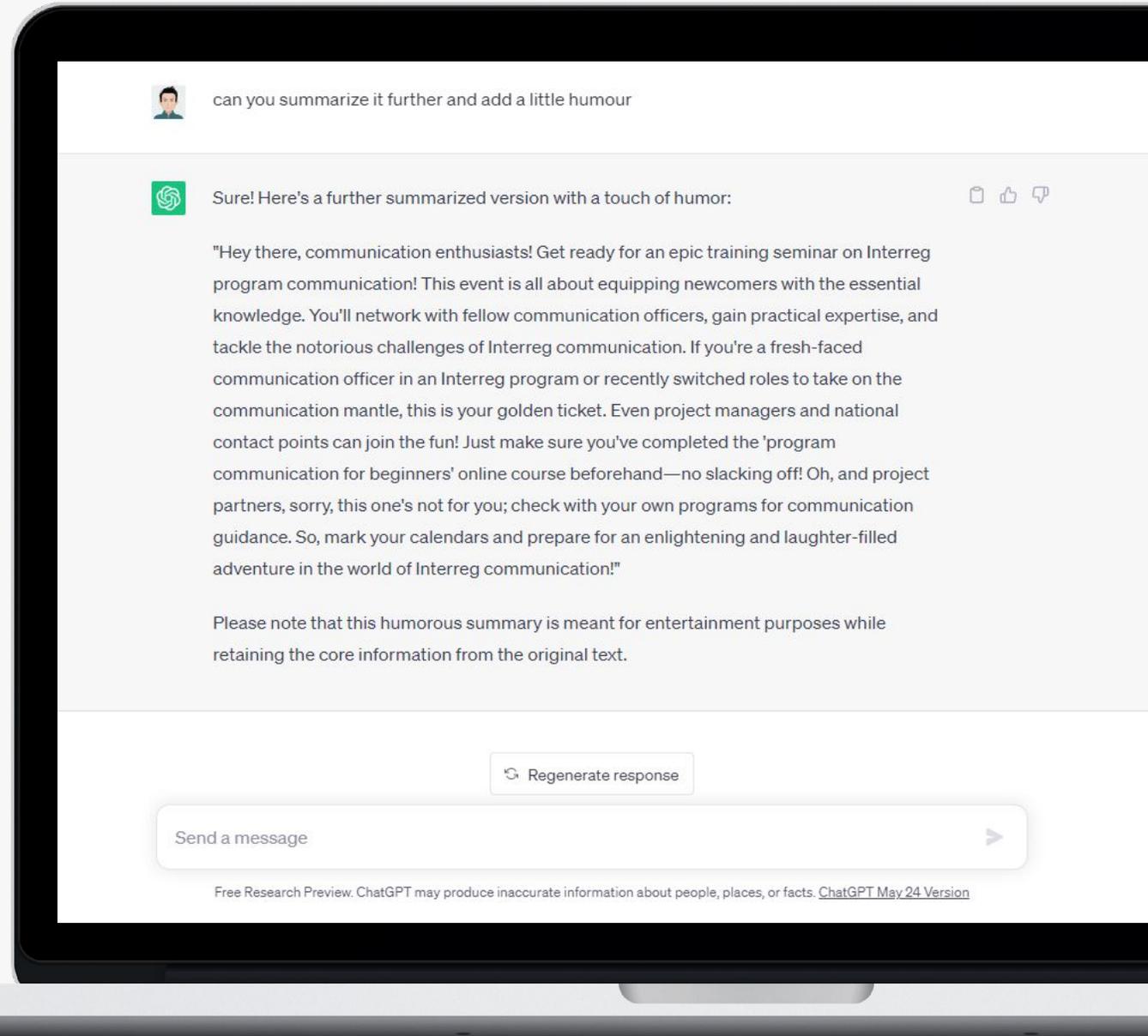
- Very easy to use
- Claims to support 30 languages
- Work by sentence or paragraph
- Character limit in free



ChatGPT-3.5

Use as a miracle writing assistant

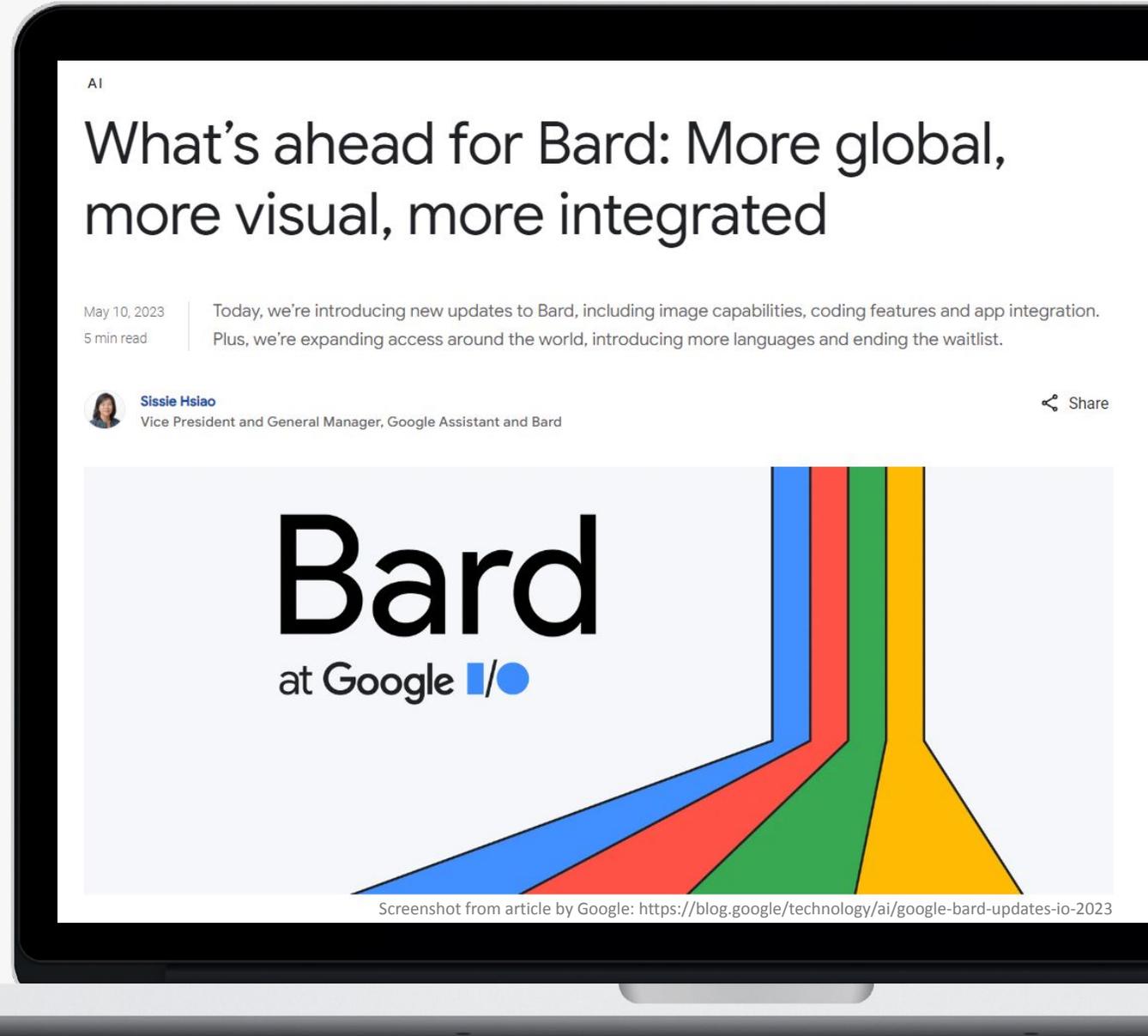
- Developed by OpenAI
- Multilingual support
- Data set until September 2021
- Generate ideas, ask questions, use writing assistance, research, etc.
- Use prompts to refine results
- Double check and polish results
- Well-rounded but slightly limited



Google Bard

Use as a miracle writing assistant

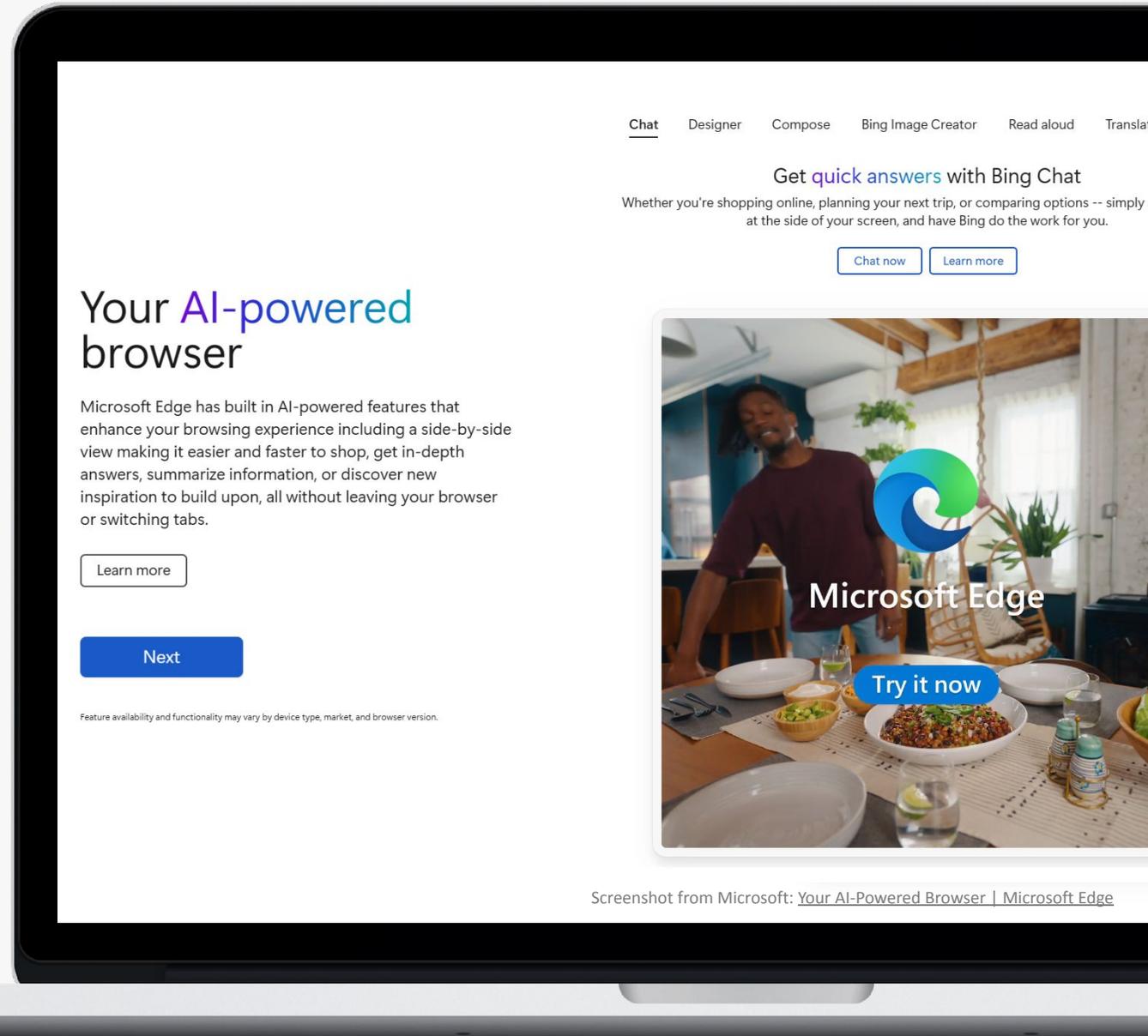
- Powered by PaLM2 model
- Multilingual and voice interactions
- Has access to new content on internet but unreliable for news
- Generate ideas, ask questions, use writing assistance, research, etc.
- Gives multiple draft responses
- Feels unrefined and experimental



Bing AI

The best free AI assistant today

- Easy to use
- Combines **ChatGPT4**, **DALL-E-2** and **Bing search engine** in real time
- Multilingual and voice interaction
- Generate ideas, ask questions, use writing assistance, research, generate simple images
- Only in Microsoft Edge, signed-in



The screenshot displays the Microsoft Edge website's promotional page for its AI-powered browser. At the top, navigation links include 'Chat', 'Designer', 'Compose', 'Bing Image Creator', 'Read aloud', and 'Transla'. The main headline reads 'Your AI-powered browser', with 'AI-powered' in a blue-to-green gradient. Below this, a paragraph describes the browser's features: 'Microsoft Edge has built in AI-powered features that enhance your browsing experience including a side-by-side view making it easier and faster to shop, get in-depth answers, summarize information, or discover new inspiration to build upon, all without leaving your browser or switching tabs.' A 'Learn more' button is positioned below the text. Further down is a blue 'Next' button. A small disclaimer at the bottom of the text area states: 'Feature availability and functionality may vary by device type, market, and browser version.' On the right side of the page, there is a section for 'Bing Chat' with the text 'Get quick answers with Bing Chat' and a sub-headline 'Whether you're shopping online, planning your next trip, or comparing options -- simply at the side of your screen, and have Bing do the work for you.' This section includes 'Chat now' and 'Learn more' buttons. Below the text is a large image of a man in a purple shirt standing in a kitchen, with the Microsoft Edge logo overlaid. The text 'Microsoft Edge' and a blue 'Try it now' button are also present over the image. At the bottom right of the screenshot, a caption reads: 'Screenshot from Microsoft: [Your AI-Powered Browser](#) | [Microsoft Edge](#)'.

Case study – using AI to refine a project story

Let's test the tools

We will use the same real project description.

Tasks:

- Rewrite and summarize the text
- Create 3 relevant social media post
- Make illustrations* to use on social media



Special thanks to the Hungary-Serbia programme

Project Title: Famous women in science and culture: experience design through joint cultural tourism route and product development in Serbia-Hungary cross-border region

Original text:

The project tackles the problem of insufficient promotion and recognition of cultural heritage related to important women in cross-border region of Hungary and Serbia. The main objective of the project is strengthening and diversifying cross-border tourist offer through creation of joint tourism route related to important women in science and culture. The tourism route will start in Novi Sad and end in Szeged, connecting important places, museums, and galleries along that way, which are related to the life and work of famous women.

The route will have two major multimedia permanent exhibitions (Mileva Marić-Einstein in Novi Sad) and exhibition dedicated to three important female figures (photographer Manczi Bäck, painter Nana Kukovetz and librarian Ágota Fischhof) in Szeged. This route will:

- 1) increase number of visitors
- 2) enhance tourism experience
- 3) promote cultural heritage related to the important women of the Serbia-Hungary cross-border region.

In this way, the project will contribute to strengthening relationships between two countries in the context of promotion of cultural values and heritage related to famous women, multiculturalism, and tourism development in total.

The museum experience will be co-created through modern digital tools such as 3D projections and augmented reality. The project will produce Strategic document of the tourism route, but also some digital tools for joint implementation and promotion of the project. The mobile application of the route will provide interesting information about important women and related places on the route, with stories about their life and achievements (the stories will be connected with geolocation of the sites).

The added value of the project is raising awareness of the role of women in culture and science in cross-border region through guided tours in museums adjusted to different type of audience.



Automatic setting

The main objective of the project is strengthening and diversifying cross-border tourist offer through creation of joint tourism route related to important women in science and culture.

The tourism route will start in Novi Sad and end in Szeged, connecting important places, museums, and galleries along that way, which are related to the life and work of famous women. In this way, the project will contribute to strengthening relationships between two countries in the context of promotion of cultural values and heritage related to famous women, multiculturalism, and tourism development in total.

The mobile application of the route will provide interesting information about important women and related places on the route, with stories about their life and achievements.



Manual selection of AI suggestions

The main objective of the project is to strengthen the cross-border tourist offer through the creation of a common route linked to important women in science and culture.

The tourist route will start in Novi Sad and end in Szeged, thus connecting important places, museums and galleries related to life and work of famous women. In this way, the project will contribute to the strengthening of between the two countries in the context of cultural values and heritage linked to women, multiculturalism, and the development of tourism in general.

The route's mobile app will provide interesting information about the women at each location, with stories about their lives and achievements.



Auto setting

The project aims to promote cultural heritage related to important women in the cross-border region of Hungary and Serbia by creating a joint tourism route. The route will connect important places, museums, and galleries, connecting important women in science and culture. The project will increase visitors, enhance tourism experiences, and promote cultural heritage. Digital tools like 3D projections and augmented reality will be used to create the museum experience. The mobile application will provide information about important women and their achievements. The project also raises awareness about women's role in culture and science.



Help me rewrite this text, to make it more concise and clear

The project aims to address the lack of promotion and recognition of the cultural heritage of important women in the cross-border region of Hungary and Serbia.

The project will create a joint tourism route that connects important places, museums, and galleries related to the lives and work of famous women. The route will start in Novi Sad and end in Szeged, and it will include two major multimedia permanent exhibitions: one on Mileva Marić-Einstein in Novi Sad and one on three important female figures (photographer Manci Bäck, painter Nana Kukovetz, and librarian Ágota Fischhof) in Szeged. The route will:

- Increase the number of visitors to the region.
- Enhance the tourism experience for visitors.
- Promote the cultural heritage of important women in the Serbia-Hungary cross-border region.
- Strengthen the relationships between the two countries by promoting cultural values and heritage related to famous women, multiculturalism, and tourism development.

The museum experience will be co-created through modern digital tools such as 3D projections and augmented reality. The project will also produce a strategic document for the tourism route, as well as digital tools for its implementation and promotion. A mobile application will be developed for the route, providing interesting information about important women and related places on the route, with stories about their lives and achievements. These stories will be geolocated to the sites they are related to.

An added value of the project is raising awareness of the role of women in culture and science in the cross-border region through guided tours in museums adjusted to different types of audiences.



Make it shorter and more clear

The project will create a tourism route in Serbia and Hungary to promote the cultural heritage of important women. The route will include museums, galleries, and exhibitions, and it will use modern digital tools to enhance the visitor experience. The project will also raise awareness of the role of women in culture and science.



Write three very short social media posts this project. The tone should be in plain language, inviting and enthusiastic.

Post 1:

Headline: Discover the hidden history of women in science and culture in Serbia and Hungary!

Body: A new tourism route will connect important places, museums, and galleries related to the lives and work of famous women. Learn more and follow our journey!

Post 2:

Headline: Explore the stories of amazing women through modern digital tools!

Body: Our route will use 3D projections and augmented reality to bring the stories of these women to life. Come and experience it for yourself!

Post 3:

Headline: Join us in celebrating the achievements of women in culture and science!

Body: The route will also raise awareness of the role of women in culture and science. Follow us to learn more and get involved!

 **ChatGPT 3.5**

Help me rewrite this text, to make it more concise and clear

The project aims to address the issue of insufficient promotion and recognition of cultural heritage related to significant women in the cross-border region of Hungary and Serbia. Its primary goal is to enhance the cross-border tourist experience by establishing a joint tourism route highlighting important women in science and culture.

This tourism route will begin in Novi Sad and conclude in Szeged, connecting key locations, museums, and galleries related to the lives and work of renowned women. The route will feature two major permanent multimedia exhibitions (Mileva Marić-Einstein in Novi Sad) and an exhibition dedicated to three prominent female figures (photographer Manczi Bäck, painter Nana Kükovetz, and librarian Ágota Fischhof) in Szeged. The benefits of this route include:

- Increasing visitor numbers.
- Enhancing the overall tourism experience.
- Promoting cultural heritage associated with significant women in the Serbia-Hungary cross-border region.

This project will facilitate stronger relationships between the two countries by promoting their cultural values and heritage related to famous women, multiculturalism, and tourism development.

The museum experience will be enhanced through modern digital tools like 3D projections and augmented reality. The project will produce a strategic document for the tourism route and develop digital tools for collaborative project implementation and promotion. A mobile application for the route will provide intriguing information about important women and their associated locations along the route, offering engaging stories about their lives and achievements, all tied to geolocation.

An added benefit of the project is increasing awareness of the contributions of women in culture and science within the cross-border region through guided museum tours tailored to various audiences.

 **ChatGPT 3.5*****Can you make it much shorter?***

The project aims to boost tourism by highlighting the cultural heritage of important women in the Hungary-Serbia border region. It creates a tourism route, starting in Novi Sad and ending in Szeged, connecting museums and galleries related to famous women. This route will increase visitors, enhance the tourism experience, and promote cultural heritage.

Modern digital tools like 3D projections and augmented reality will enhance the museum experience. The project will produce a strategic document and a mobile app providing information about important women and their locations along the route, connected to geolocation. Additionally, guided tours will raise awareness of women's contributions to culture and science in the region.

 **ChatGPT 3.5**

Write three very short social media posts this project. The tone should be in plain language, inviting and enthusiastic.

☀️ Exciting News! ☀️ Discover the remarkable women who shaped history in the Hungary-Serbia border region. Join us on a journey of culture, science, and inspiration as we unveil a new tourism route connecting museums, galleries, and multimedia exhibitions! 🚀 #WomenInHistory #CulturalHeritage

🌍 Explore, Experience, and Empower! 🚀 Our project is set to boost tourism, promote cultural heritage, and celebrate the achievements of remarkable women. From Novi Sad to Szeged, embark on an unforgettable adventure with us. ☀️ #TravelWithPurpose #HeritageTourism

➔📱 Get ready to dive into history like never before! 🗣️ Our mobile app will guide you through the lives and legacies of incredible women along our tourism route. 3D projections, augmented reality, and captivating stories await. Stay tuned for updates! 📺🇪🇺 #DigitalMuseum #HeritageExperience



Help me rewrite this text, to make it more concise and clear

This project aims to promote and recognize the cultural heritage of important women in science and culture from the cross-border region of Hungary and Serbia. It will create a joint tourism route that connects places, museums, and galleries related to the life and work of these women.

The route will start in Novi Sad and end in Szeged, featuring two major multimedia permanent exhibitions: one about Mileva Marić-Einstein in Novi Sad and another about three female artists (Manci Bäck, Nana Kukovetz and Ágota Fischhof) in Szeged. The exhibitions will use modern digital tools such as 3D projections and augmented reality to enhance the museum experience. The project will also produce a strategic document and a mobile application for the route, which will provide geolocation-based information and stories about the women and their achievements.

The project will increase the number of visitors, enrich the tourism experience, and raise awareness of the role of women in culture and science in the cross-border region. It will also strengthen the relationships between Hungary and Serbia through the promotion of cultural values, heritage, and tourism development.



Write three very short social media posts this project. The tone should be in plain language, inviting and enthusiastic.

Do you love history, culture, and science? Join us on a journey to discover the amazing women who shaped the cross-border region of Hungary and Serbia. Visit our website to learn more about our tourism route and exhibitions. #WomenInCultureAndScience

Meet Mileva Marić-Einstein, Manci Bäck, Nana Kukovetz, and Ágota Fischhof: four women who left their mark on the world of science and culture. Explore their stories and achievements through our multimedia exhibitions and mobile app. Book your tickets today and get ready for an unforgettable experience. #WomenInCultureAndScience

Did you know that there are many places, museums, and galleries in Hungary and Serbia that are related to the life and work of important women in science and culture? We have created a tourism route that connects them all and tells you their fascinating stories. Don't miss this opportunity to learn more about the cultural heritage of these women and their cross-border region. #WomenInCultureAndScience



Design a logo for this project



Tips

AI is here to stay

- Start playing with different tools
- Always check the sources
- Never copy/paste the text – refine
- Microsoft is introducing AI assistants – Copilot in Microsoft 360 apps and Microsoft Designer
- Canva and Adobe Express have AI features
- You can add AI assistant aps to Google Slides
- Share tips with colleagues



Cooperation **works**

All materials will be available on:

[Interact website](#)