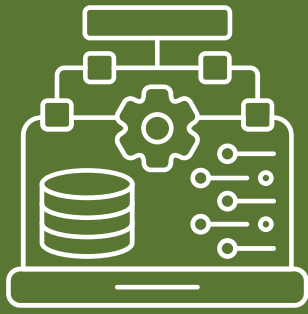


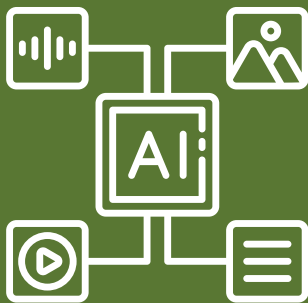
Artificial Intelligens (AI)



An umbrella term for many types of AI

AI stands for artificial intelligence and refers to technologies that can perform tasks resembling human abilities. For example, AI can recognise patterns, sort information or predict outcomes.

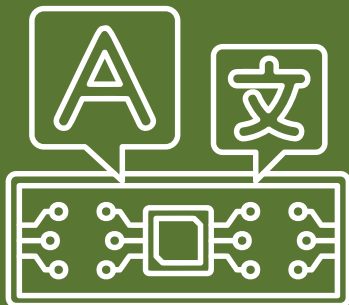
Generative AI



AI that can generate new content

Generative AI is a type of artificial intelligence that can create text, images, audio or code. It does this based on patterns in its training data and your input, not because it understands the content the way a person does.

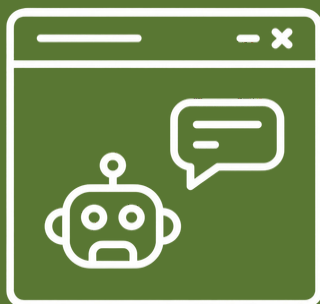
Language model



Predicts what comes next in text

A language model is an AI model trained on large amounts of text to identify patterns in language. It generates text by predicting which tokens are likely to follow one another.

Chatbot



A tool you can have a conversation with

A chatbot is a digital tool with a conversational interface. ChatGPT, Copilot, Claude and Gemini are examples of chatbots that use generative AI to produce responses.

Training data



Data used to train the model

Training data is the data an AI model learns patterns from. It can include text, images, audio or code and affects what the model can generate.

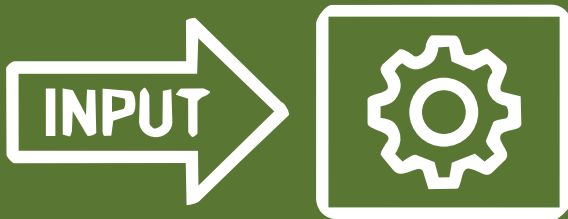
Token



A small unit of text

A token is a small unit that text is divided into when a language model processes it. It can be a word, part of a word or a character.

Input



Everything you give to GenAI

Input is what you give an AI tool to work with, such as text, images, audio or files. A prompt is one type of input.

Output



The answer GenAI provides

Output is the response or content a generative AI tool produces based on your input and the available context. It is a result, not necessarily the correct answer.

Prompt



Your instruction to GenAI

A prompt is the question or instruction you give a generative AI tool. It tells the tool what task you want help with.

Context



Information relevant to your task

Context is the information available to a tool when it generates a response. This could include your prompt, earlier messages and material you have shared.

Hallucination



False information

A hallucination is an output containing incorrect or made-up information that may seem credible. If shared as fact, it can contribute to misinformation.

Bias



Skewed or one-sided patterns

Bias means that something is skewed. Generative AI can reproduce or amplify biases in its training data, causing certain groups or perspectives to be represented one-sidedly or left out.

Standardisation



Similar looking outputs

Generative AI can produce responses that follow familiar patterns and resemble one another. This can make the content more generic, less specific to your subject and less personal.

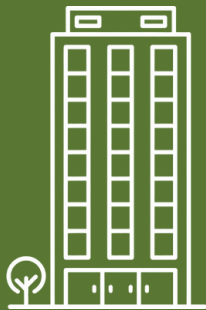
Data centre



Physical infrastructure

A data centre is a building containing many servers that store and process data. Training and using generative AI requires data centres, electricity and cooling.

Big Tech



Large technology companies

Tech giants are technology companies with considerable economic and societal influence. They develop and operate many of the models, platforms and data centres used for generative AI.

EMPTY TEMPLATE





