



USE OF AI IN COMMUNICATION AND DISSEMINATION STATISTICS

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Source picture: www.pixabay.com

Outline



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CHAT GPT FOR COPYWRITING

A hand in a grey sweater sleeve holds a glowing blue wireframe hand over a laptop screen. The background is a dark teal color with abstract geometric shapes and lines.

1

HISTORY OF AI



WHAT IS ARTIFICIAL INTELLIGENCE

- ❑ According to Leave et al, Intelligence comes from the Latin word "Intelligo" which means "I understand". So Intelligence can be interpreted as the ability to understand and take action.
- ❑ According to H. A Simon, artificial intelligence/AI is a lesson for computers to do things better than humans.
- ❑ According to Knight and Reach, AI is a part of computer science that understands efforts to create computers that are like what humans can do or even better than that.





DIMENSIONS OF AI

- ACTING HUMANLY
- THINKING HUMANLY
- THINKING RATIONALLY
- ACTING RATIONALLY





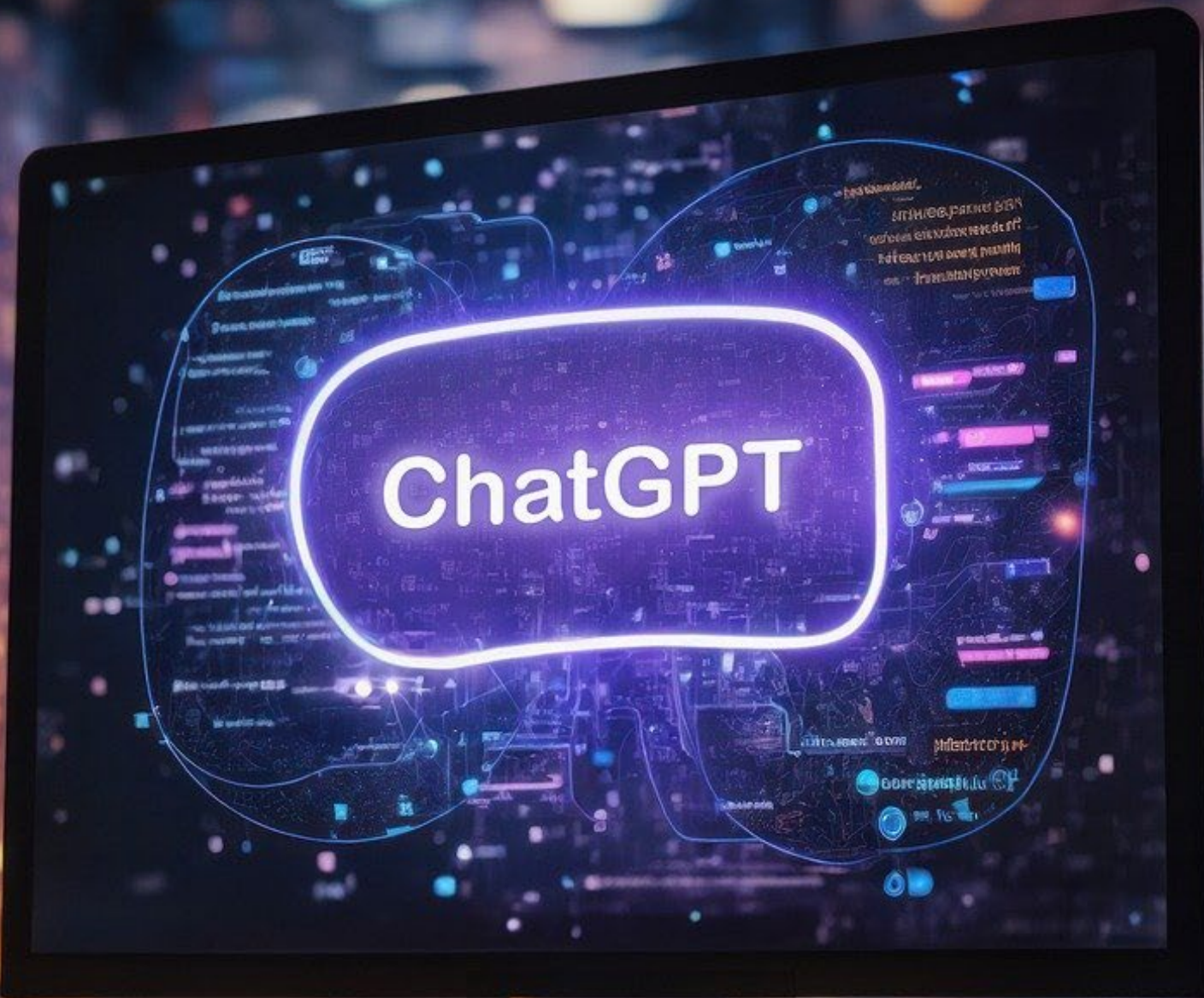
HISTORY

No	Tahun	Deskripsi
1	1206	The first humanoid robot by Al-Jazari
2	1796	Water pouring dolls from Japan are called Katakuri
3	1941	The first electronic computer
4	1949	The first stored program computer
5	1956	The Birth of Artificial Intelligence at the Dartmouth Conference
6	1958	The LISP language was created
7	1963	American defense department intensive research
8	1970	The first expert system was widely introduced
9	1972	The prolog language was created
10	1986	AI-based devices sold for around \$425 million
11	1994	Fauzzy Neuro based AC for sale
12	2010	The artificial intelligence system for the BOEING 900-ER commercial aircraft is widely used
13	2011	service robot for restaurants has been successfully created in Indonesia
14	2012	Fuzzy and Self Learning based computer troubleshooting expert system
15	2012	An immune system for spam detection was created

A hand is shown holding a glowing blue wireframe sphere, which is superimposed over a laptop screen. The background is a dark teal color with some abstract geometric shapes. The number '2' is displayed in a white diamond shape on the left side of the image.

2

INTRODUCING CHAT GPT





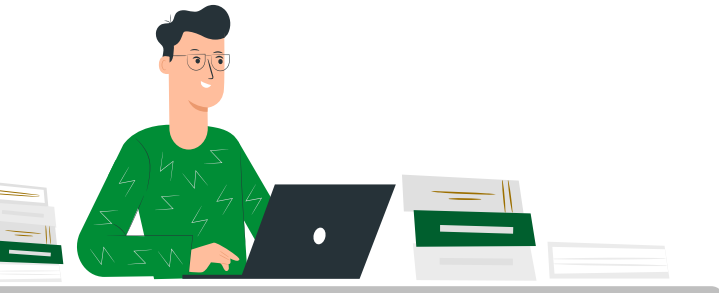
CHATGPT FOR MARKETING



Following are the steps for using ChatGPT:



- ✓ *First, we need to go to <https://chat.openai.com>*
- ✓ *Then, you need to Sign Up or Login if you already have the account*
- ✓ *Start typing a question or prompt in the text box provided in the bottom*
- ✓ *Click the Enter key to send the message and receive a response from OpenAI's language model*
- ✓ *Continue to engage in conversation with OpenAI by typing in follow-up questions or prompts in the text box and receiving the model's responses*





CHATGPT INITIAL DISPLAY

The screenshot shows the ChatGPT initial display interface. On the left is a dark sidebar with a 'New Chat' button and a list of previous chats categorized by time (Previous 7 Days, Previous 30 Days, September, August). The main area features a model selector with 'GPT-3.5' selected and 'GPT-4' locked. A promotional card for GPT-4 highlights it as the most capable model, available exclusively to Plus users, with a 'Upgrade to ChatGPT Plus' button. Below this are four suggestion cards: 'Show me a code snippet of a website's sticky header', 'Suggest fun activities for a family of 4 to do indoors on a rainy day', 'Brainstorm incentives for a customer loyalty program in a small bookstore', and 'Write a thank-you note to our babysitter for the last-minute help'. At the bottom is a 'Send a message' input field and a help icon.

New Chat

Previous 7 Days

- Meta Suite Business Kelebi
- Perbedaan Teori Harga Key
- Demand Agregat dalam Eko
- Strategi Komunikasi Statisti

Previous 30 Days

- Kebijakan Negara Maju Neg

September

- Pengaruh Peningkatan Kep
- Perbedaan Distribusi Norm
- Sejarah Kecerdasan Buatan

August

Upgrade to Plus

MA **maulana_faris27@yahoo**

GPT-3.5 **GPT-4** (locked)

Our most capable model, great for tasks that require creativity and advanced reasoning.

Available exclusively to Plus users

GPT-4 currently has a cap of 25 messages every 3 hours.

Upgrade to ChatGPT Plus

Show me a code snippet
of a website's sticky header

Suggest fun activities
for a family of 4 to do indoors on a rainy day

Brainstorm incentives
for a customer loyalty program in a small bookstore

Write a thank-you note
to our babysitter for the last-minute help

Send a message

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT September 25 Version](#)



3

COPYWRITING



WHAT IS COPYWRITING

- ❑ According to Nurtiar, Copywriting is an activity of writing marketing texts for a particular product or information.
- ❑ Copywriting consists of two words, namely copy and writing. Copy is marketing text that we usually see in advertisements, while writing is a writing activity.
- ❑ According to Prayoga, copywriting is any form of writing in any media that aims to promote a product.
- ❑ Nurtiar explains that 'copy' generally consists of a title, subheading, body copy, call to action, and tagline.





4

CHATGPT FOR COPYWRITING



BENEFITS

- Time-saving
- Consistency.
- Inspiration
- Efficiency
- Versatility





CHATGPT PROMPTS

- Be specific and clear about the task
- Provide relevant background information
- Keep prompts short and concise
- Use specific keywords
- Provide examples of desired output
- Train the model for specific use cases
- Review and edit the generated text





TEMPLATE PARAMETERS

- Purpose of the copy
- Target audience
- Tone and style
- Keywords
- Length
- Additional instructions
- Emoji Usage





EXERCISE

Prompts example:

- Please make marketing campaign for a new data publication book product called "big data for smart people". it is a book that have a lot of information from big data.
- purpose:** create a marketing campaign to promote a new data publication book product
- target audience:** women 25-40 who are interested in data science
- tone and style:** friendly and informative, with a focus on the product's benefits
- keywords:** data, smart, important, book
- length:** 500-700 words
- additional instructions:** emphasized the product's unique selling points





RESULTS BY CHATGPT (1)

"Big Data for Smart People" - Your Essential Guide to Data Unleashed

Are you ready to dive into the world of big data and unlock its immense potential? We're excited to introduce "Big Data for Smart People," a comprehensive book filled with invaluable insights, designed specifically for women aged 25-40 who are passionate about data science. Join us on an exciting journey to harness the power of data with confidence and intelligence.

Discover the Beauty of "Big Data for Smart People"

At "Big Data for Smart People," we understand that data isn't just numbers and statistics; it's a gateway to innovation, informed decision-making, and meaningful progress. Our book isn't just another publication; it's your key to making data smart, important, and accessible.





RESULTS BY CHATGPT (2)

Why Choose "Big Data for Smart People"?

Our book offers a host of unique selling points:

- 1. Comprehensive Data Insights:** "Big Data for Smart People" provides a holistic view of big data, transforming complex concepts into easy-to-understand insights. You don't need a Ph.D. in data science to appreciate the wealth of knowledge inside.
- 2. User-Friendly:** This book is designed with you in mind, offering a friendly and informative style that makes data science concepts approachable and enjoyable.
- 3. Practical Applications:** We focus on real-world applications of big data, ensuring you can apply the knowledge you gain to your professional or personal life.
- 4. Expert Author:** "Big Data for Smart People" is authored by a recognized expert in the field, providing you with reliable and trusted information.





RESULTS BY CHATGPT (3)

Benefits of "Big Data for Smart People"

By immersing yourself in our book, you'll reap a wide range of benefits that will empower your data science journey:

1. **Data Literacy:** Gain a deep understanding of the world of big data, allowing you to communicate effectively and make informed decisions.
2. **Practical Skills:** Learn practical skills and techniques that can be applied immediately in your career or projects.
3. **Career Advancement:** Equip yourself with knowledge that can open doors to new career opportunities and advancements.
4. **Confidence:** With "Big Data for Smart People" as your guide, you'll approach data science with confidence and enthusiasm.
5. **Informed Decision-Making:** Make better decisions in your professional and personal life by harnessing the power of data.





RESULTS BY CHATGPT (4)

What You'll Find Inside

"Big Data for Smart People" covers a wide array of topics, including:

1. Understanding the basics of big data.
2. Data collection and management techniques.
3. Data analysis and visualization.
4. Real-world applications of big data.
5. Strategies for success in a data-driven world.
6. Practical exercises and examples to reinforce your learning.





RESULTS BY CHATGPT (5)

The "Big Data for Smart People" Promise

We are confident that "Big Data for Smart People" will be a game-changer for your understanding of big data. If, for any reason, you don't find the book valuable within 30 days, we offer a full refund, no questions asked. Your satisfaction is our priority because we are committed to your success.

Join the "Big Data for Smart People" Revolution Today

Don't wait to unlock the potential of big data. Join the "Big Data for Smart People" revolution and discover how data can be your key to making informed decisions, creating smart solutions, and achieving remarkable success.

Ready to empower your data science journey? Click the link below to order "Big Data for Smart People" and embark on a journey to unlock the beauty of data:

[Order Now]

"Big Data for Smart People" is more than a book; it's a promise to simplify data science and make it accessible and relevant for you. Trust in the beauty of data and embrace its potential with "Big Data for Smart People."





CONCLUSION

ChatGPT is a tool that has great potential to be used in the world of statistical dissemination and communication. We can use ChatGPT to answer all these challenges from dissemination and communication statistics, especially in copywriting. Work becomes more effective and takes less time. We need to understand how ChatGPT works and how to get proper and effective output. However, NSOs must also understand the risks that may arise as a result of using ChatGPT, both from an ethical perspective and errors in making conclusions and decisions.



THANKYOU

