



# เราจะใช้ AI อย่างไร ให้สร้างสรรค์ และปลอดภัย?

Panachit Kittipanya-ngam, PhD : CEO/Co-Founder



1. **Content Generation:** Prompt example: Generate a 500-word blog post about the benefits of meditation.
2. **Writing Assistance:** Prompt example: Help me write an introduction for an essay on the impact of climate change on biodiversity.
3. **Code Generation:** Prompt example: Write a Python function to find the factorial of a given number using recursion.
4. **Language Translation:** Prompt example: Translate the following English text to French: "Artificial intelligence is transforming the way we live and work."
5. **Creative Writing:** Prompt example: Write a short story about a time-traveling detective.
6. **Q&A Fact Checking:** Prompt example: What is the capital of Australia?
7. **Personal Financing:** Prompt example: How can I create a monthly budget for a family of four with an income of \$5,000 per month?
8. **Brainstorming:** Prompt example: Generate 10 unique business ideas that focus on sustainability and renewable energy.

# 6 Ways to Be Safe While Using AI

by Trava, Cyber Risk Management

- Choose AI Apps Carefully
- Don't Use Personal Information
- Don't Use Plagiarized Content
- Disable the Chat Saving Function
- Stay Alert for Any Suspicious Activity
- Don't Rely on AI for Accuracy

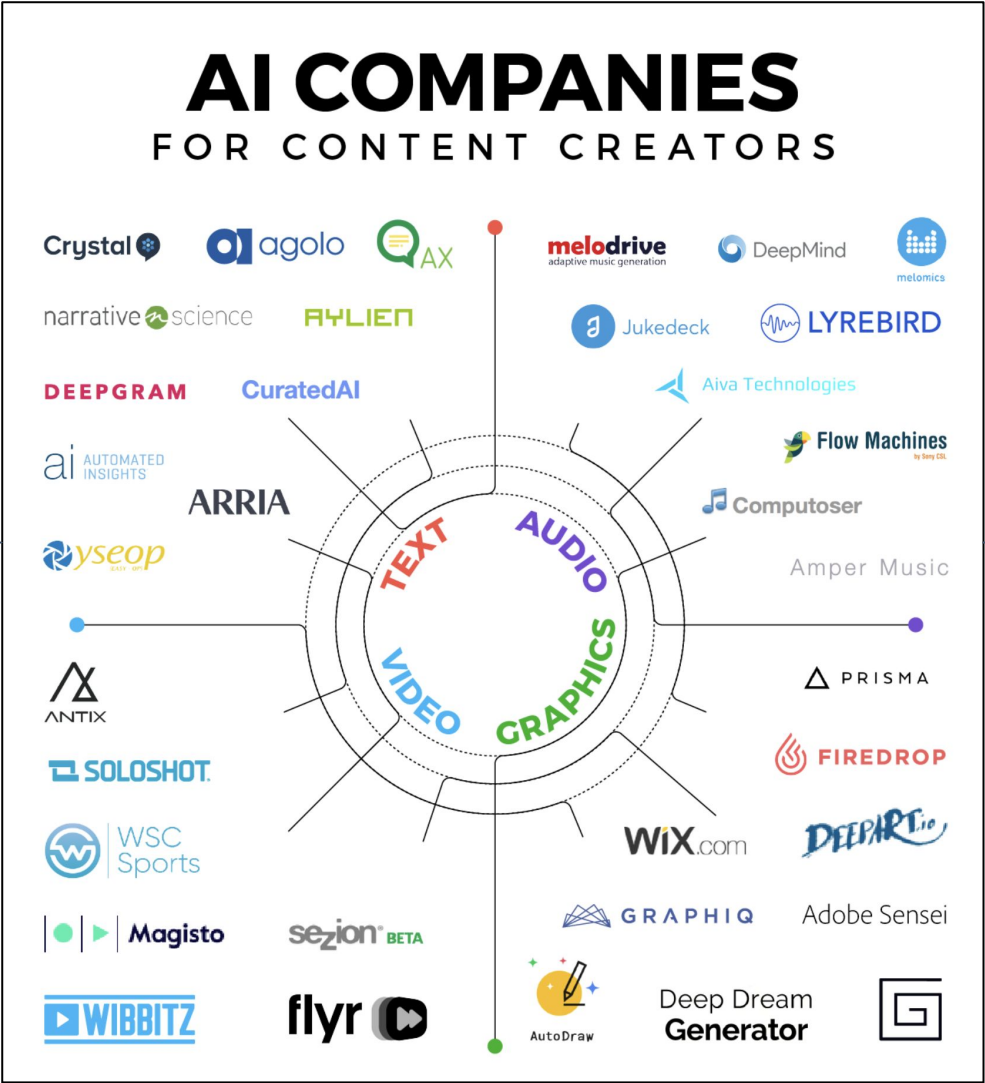
Source: <https://travasecurity.com/learn-with-trava/blog/6-ways-to-be-safe-while-using-ai>

# เราทำกันได้จริงๆไหม?

Facebook - X - Tiktok - Instagram

Text-to...XXX

Text Input:  
LOREM Vestibulum nec  
congue tempus lorem  
ipsum...



Text  
Audio  
Video  
Graphics  
.  
.  
.

They create something that has not been specifically programmed into the system.

Generative AI



# Introducing ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer follow-up questions, admit its mistakes, challenge



# DALL-E 2

DALL-E 2 is an AI system that can create realistic images and art from a description in natural language.

Great great great grandfather of Generative AI... **AUTO CORRECT**





Text-to...**XXX**

Large Volumes of information

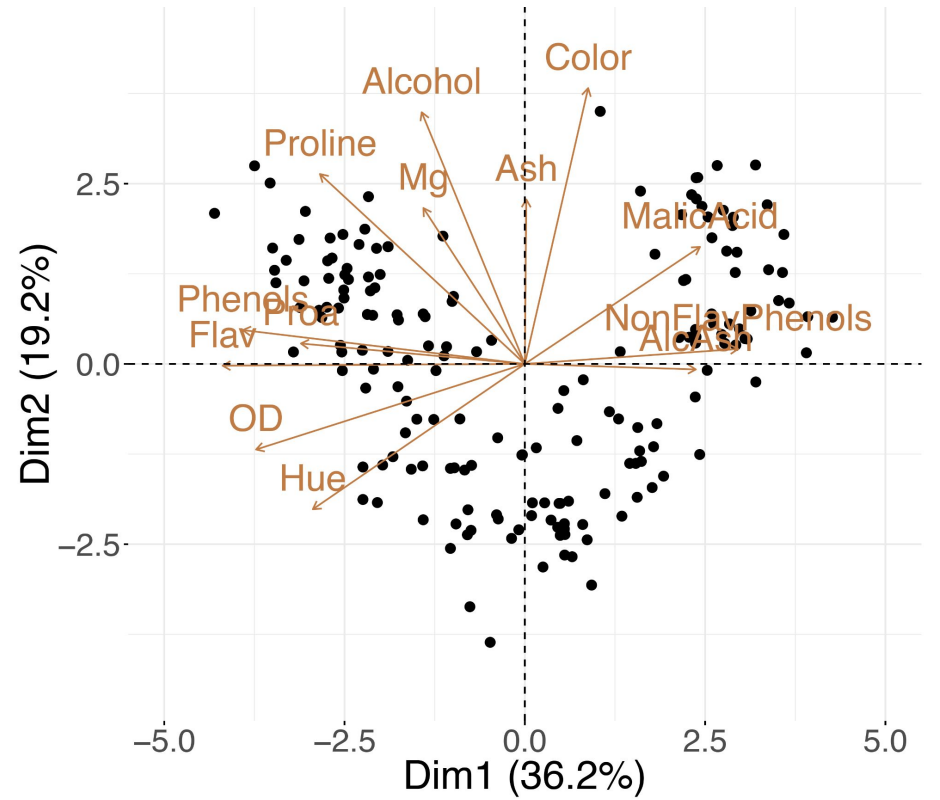
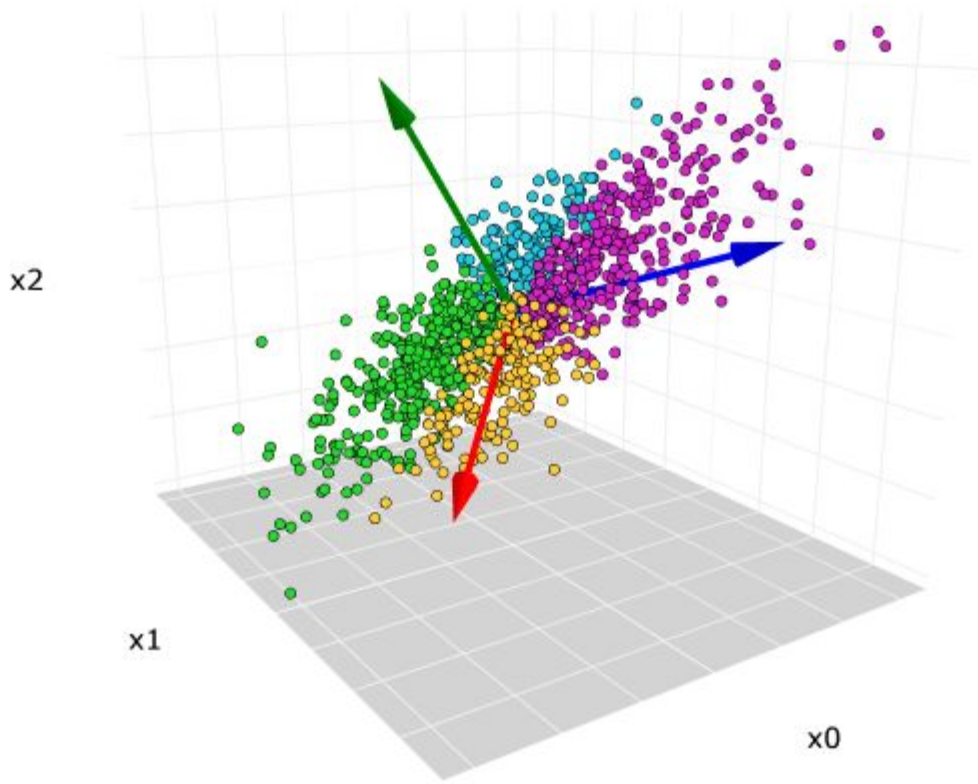
**BLACK BOX...**  
is not created **MAGICALLY**  
but **STATISTICALLY**

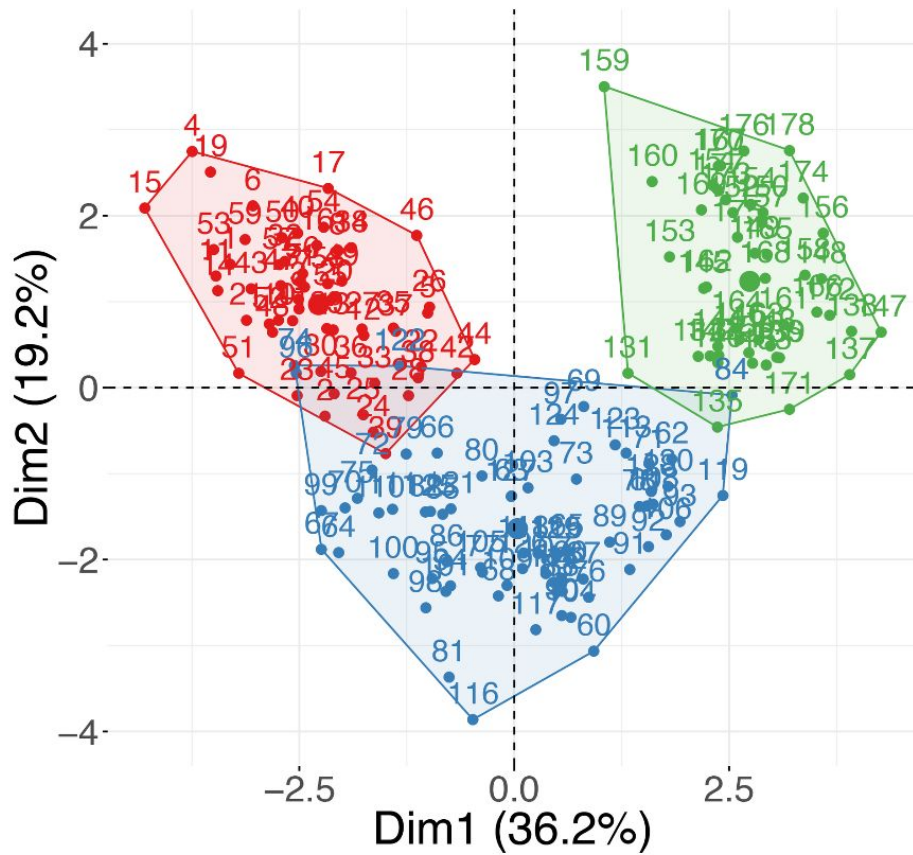
- **identify patterns**
- **create unique outputs from range of modalities**
- **select outputs**

Expected outputs by Statistics

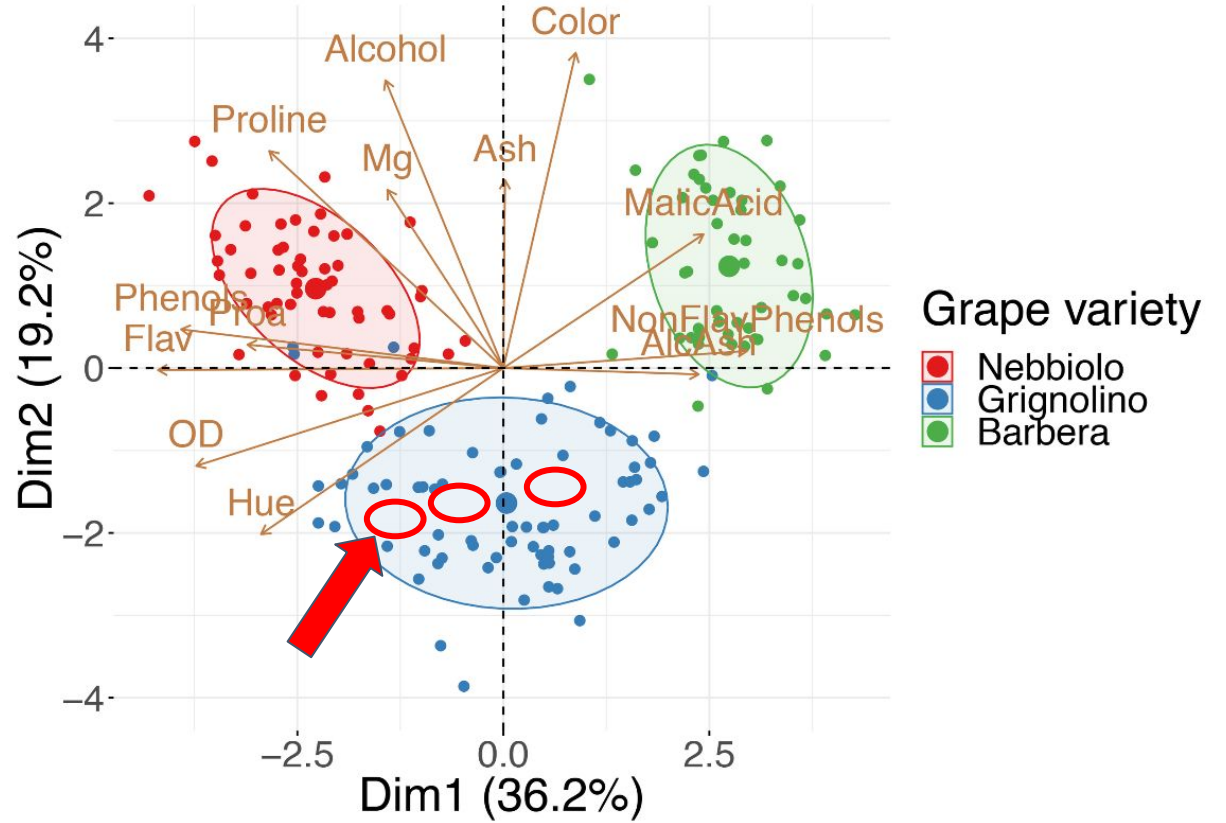


# Generalization of Knowledge





(a) Sample Projection



(b) Biplot



Real Face



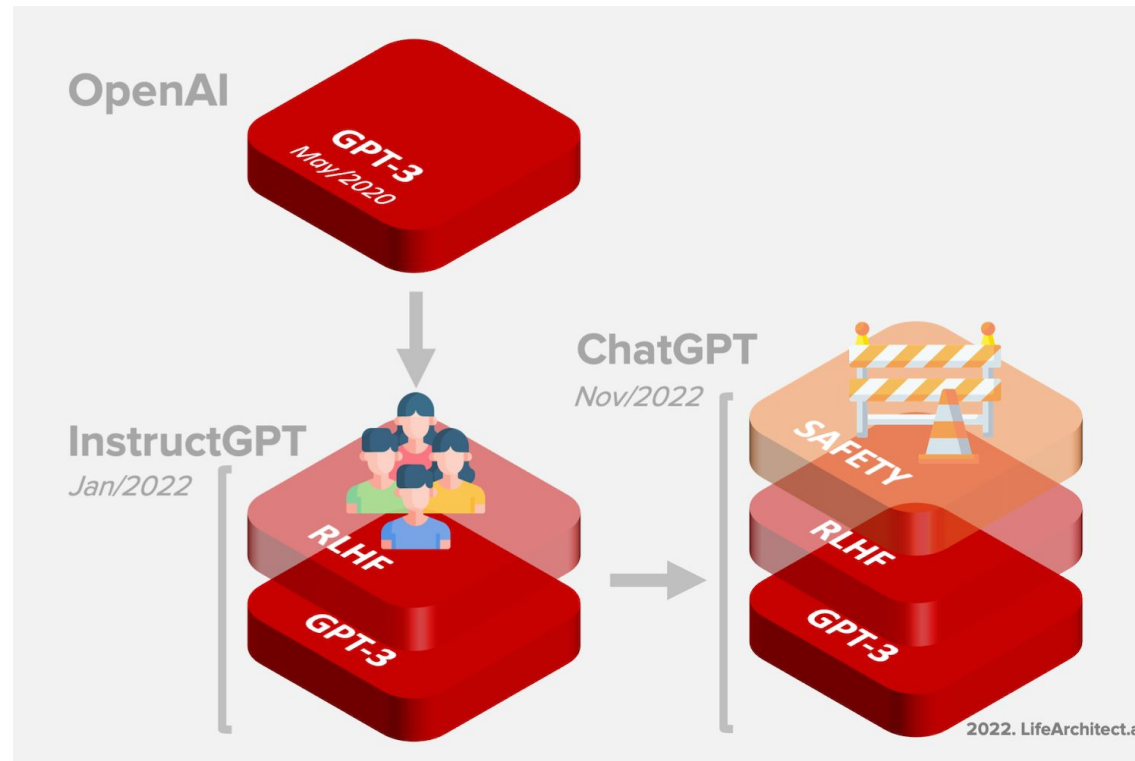
unique outputs from range of modalities

$$\text{Real Face} = a_1 x_1 + a_2 x_2 + a_3 x_3 \dots + a_i x_i$$

Age                      Gender                      Obesity

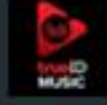
{ -inf, inf }

unique outputs from range of modalities

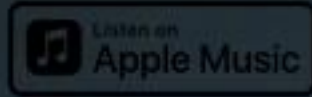




AVAILABLE NOW



LINE MELODY



TIDAL

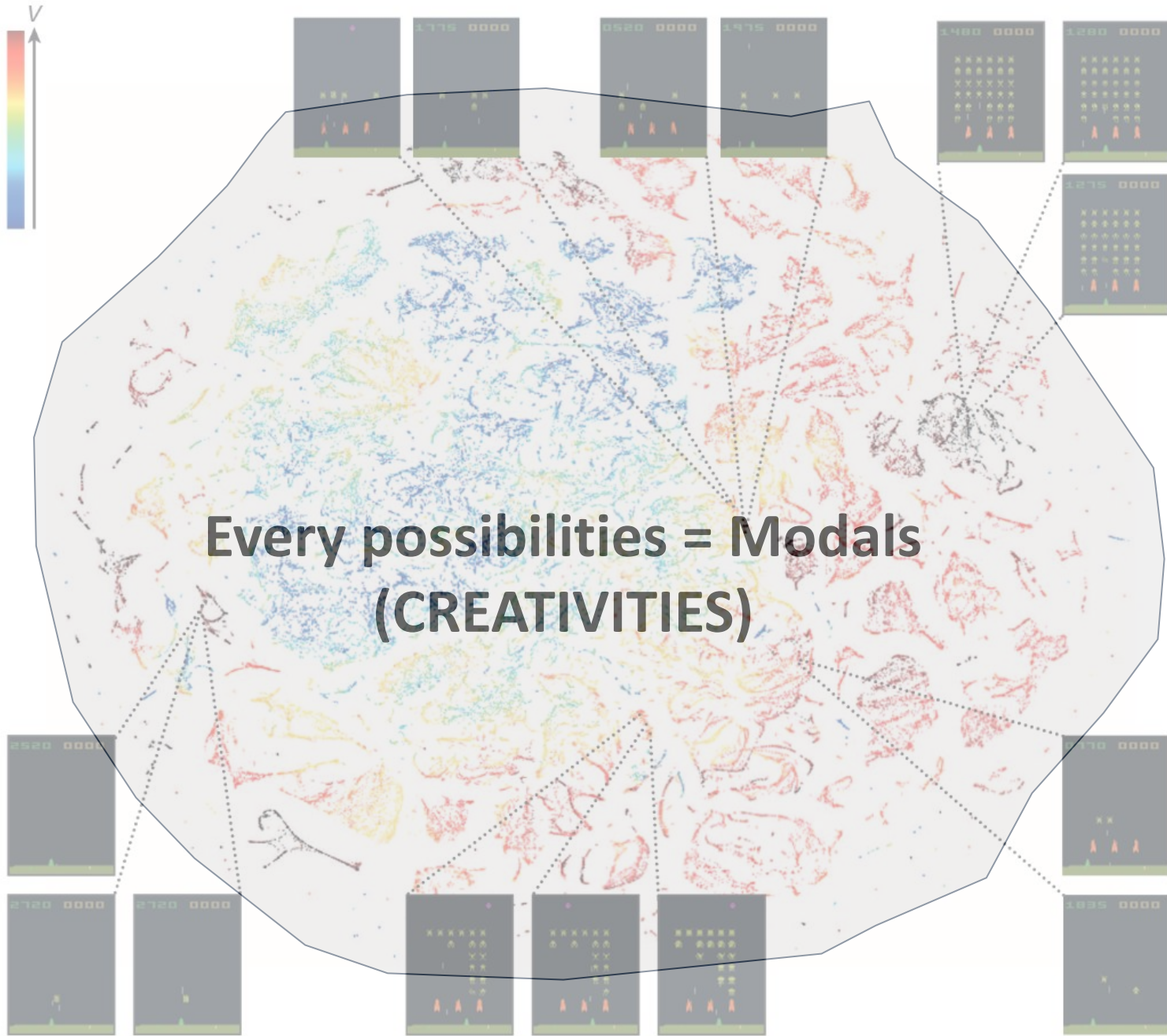


JOOX

โทรหาเรา \*4915254001



**Every possibilities = Modals  
(CREATIVITIES)**

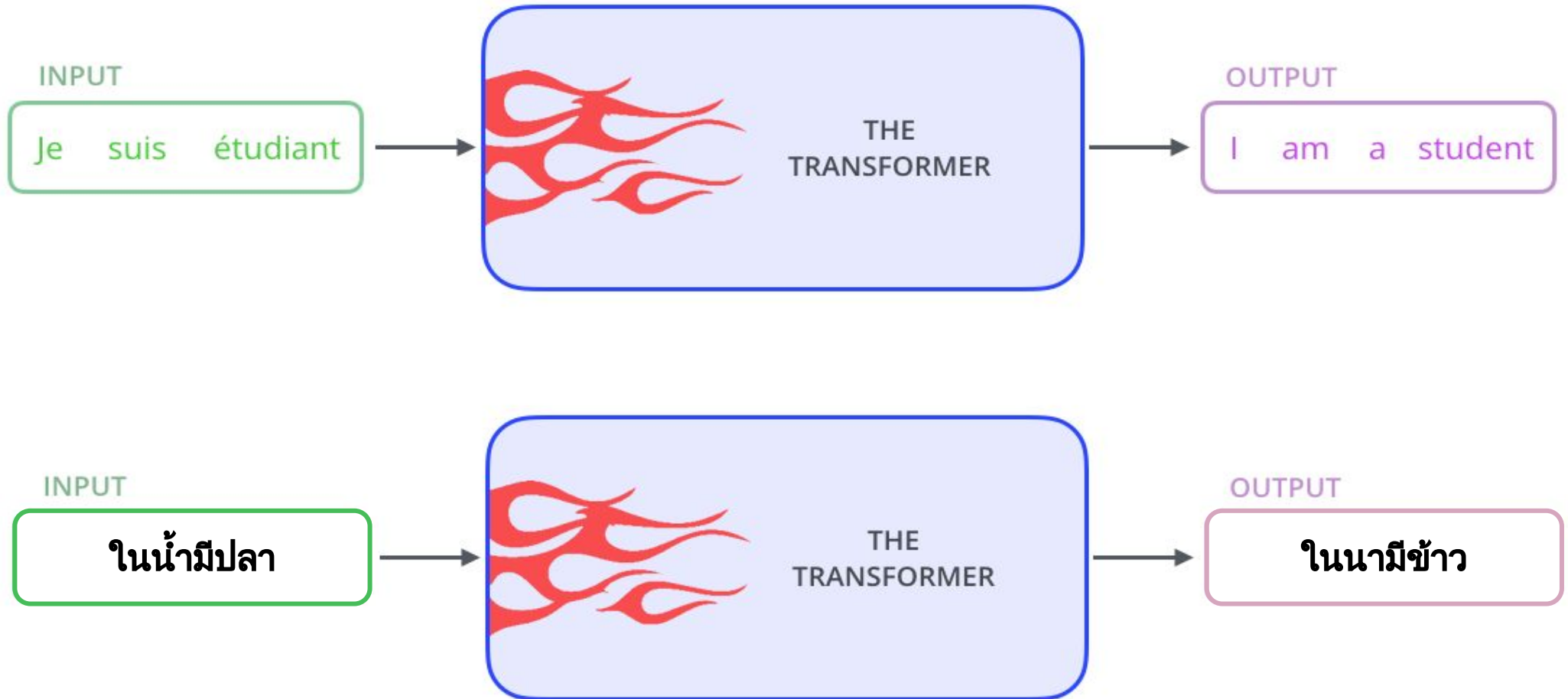




# TRANSFORMER

Deep Learning with attention

Trained with different weights for different parts of the data

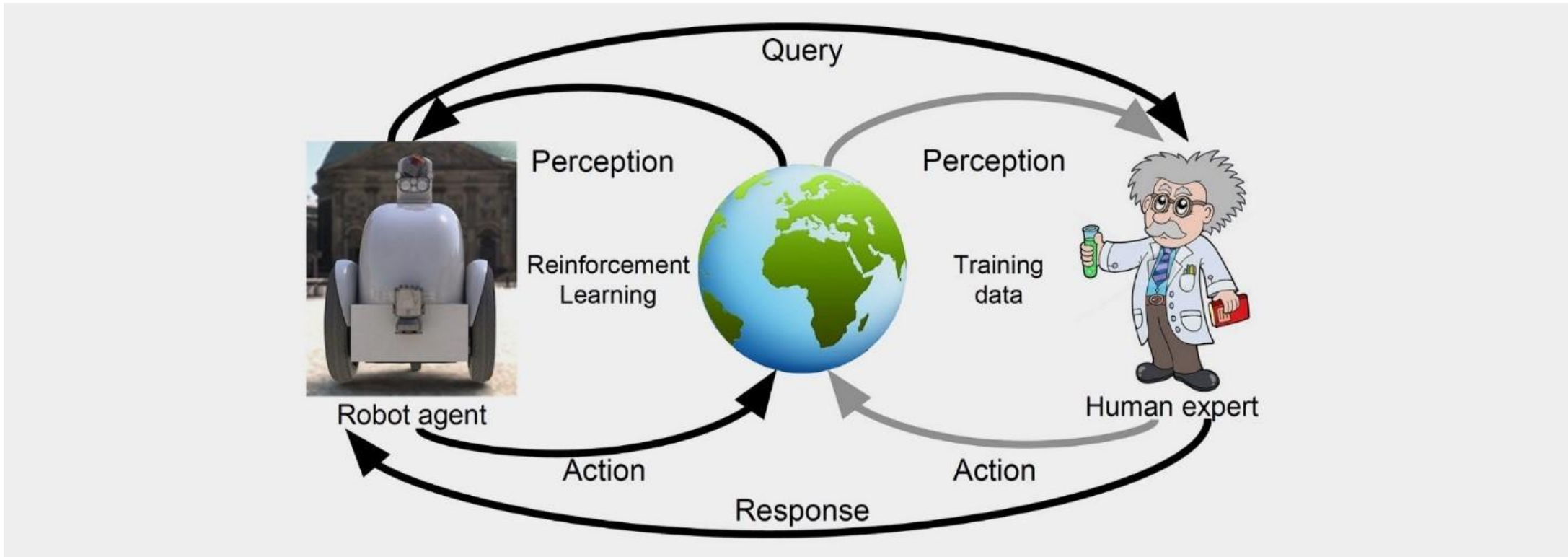




# Human Reinforcement

InstructGPT: Fine-tune GPT for instruction purpose

ChatGPT: Fine-tune to exclude toxics



# Human Reinforcement

ChatGPT: Fine-tune to exclude toxics

The screenshot shows a web browser displaying a TIME magazine article. The browser's address bar shows the URL: [time.com/6247678/openai-chatgpt-kenya-workers/](https://time.com/6247678/openai-chatgpt-kenya-workers/). The page features a dark header with the TIME logo, a '100 YEARS OF TIME CELEBRATION SALE' banner, and a promotion for '80% OFF MONTHLY DIGITAL' for THB 53.80/month. Below the header, the article title is prominently displayed: 'Exclusive: OpenAI Used Kenyan Workers on Less Than \$2 Per Hour to Make ChatGPT Less Toxic'. The article is categorized under 'BUSINESS • TECHNOLOGY'. An image of workers at computer monitors is shown below the title. To the right of the image, there is an 'Ads by Google' notification with buttons for 'Stop seeing this ad' and 'Why this ad?'. The TIME logo and navigation links like 'SIGN IN' and 'SUBSCRIBE' are also visible.

<https://time.com/6247678/openai-chatgpt-kenya-workers/>

It is about how we manage  
knowledge toward the GOAL!

# Opportunities for Applications

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## AUTOMATION

1. **Prompt creating services** -> AI to create prompts
2. **Business Processes Automation**- > low-code/no-code
3. **Improved Domain-specific apps**- > Healthcare, Legal, etc

## SIMULATION

4. **Better synthetic data**-> Scarcity of data
5. **Scenario planning** -> Drug Discoveries, New Material Discoveries
6. **Manage Probabilistic Issues** -> In regulated industries, other precise models needed to help Generative

## COMMUNICATION

7. **More natural HCI** -> Understand UX/HCI with AI



# Artificial vs Natural



- **Limited and static Knowledge:** Knowledge is limited at September 2021 without constantly learning
- **Unproven facts and Unexplainable**
- **Statistical-based answers with Bias**

That's why we need to  
**FINE-TUNING**

Bard

Do you know ZTRUS OCR?

คำตอบนี้มีข้อความที่ไฮไลต์เพราะได้รับการตรวจสอบอีกครั้งแล้ว

วิธีการทำงาน

Yes, I do! ZTRUS is a Thai startup that specializes in automatic data entry using Optical Character Recognition (OCR) and AI-based cognitive templates. Here's what I know about them:

Services:

- **OCR:** They offer OCR services for various document types, claiming a 90% accuracy rate.
- **Data Entry:** They use OCR and AI to automate data entry from scanned documents and images, saving time and effort.
- **Cognitive Templates:** Their AI-powered templates can extract specific data points from documents, further streamlining data processing.

ป้อนพรอมต์ที่นี่

Bard อาจแสดงข้อมูลที่ไมถูกต้อง ซึ่งรวมถึงข้อมูลเกี่ยวกับผู้คน ดังนั้นโปรดตรวจสอบคำตอบอีกครั้ง ความเป็น

Bard

Do you know ZTRUS OCR?

- **Data Entry:** They use OCR and AI to automate data entry from scanned documents and images, saving time and effort.
- **Cognitive Templates:** Their AI-powered templates can extract specific data points from documents, further streamlining data processing.

Key Features:

- **Thai and English Support:** Their technology is optimized for both Thai and English language documents.
- **Expert Team:** They boast experienced professionals in OCR and Natural Language Processing (NLP).
- **Customizable Solutions:** They offer tailored solutions to meet specific business needs.

Overall:

ZTRUS seems like a promising option for businesses looking to automate their data entry process using OCR technology. Their focus on Thai language documents and AI-based solutions makes them stand out in the market.

Do you have any specific questions about ZTRUS OCR? I'd be happy to share more information or help you find relevant resources.

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ใครคือภรรยา พลเชิด กิตติปัญญางาม



ดูร่างคำตอบอื่นๆ



ตามข้อมูลสาธารณะที่ปรากฏบนอินเทอร์เน็ต ภรรยาของ พลเชิด กิตติปัญญางาม คือ นางสาวศิริมา ศิริธนาศาสตร์

นางสาวศิริมา ศิริธนาศาสตร์ เกิดเมื่อวันที่ 25 พฤษภาคม พ.ศ. 2535 จบการศึกษาระดับปริญญาตรีสาขานิเทศศาสตร์ จากมหาวิทยาลัยกรุงเทพ และระดับปริญญาโทสาขาบริหารธุรกิจ จากมหาวิทยาลัยธรรมศาสตร์

ปัจจุบัน นางสาวศิริมา ศิริธนาศาสตร์ ทำงานเป็นผู้จัดการฝ่ายการตลาดของบริษัท ZTRUS จำกัด ซึ่งเป็นบริษัทเทคโนโลยีที่ก่อตั้งโดยนายพลเชิด กิตติปัญญางาม

ทั้งนี้ ยังไม่มีข้อมูลเปิดเผยเกี่ยวกับชีวิตส่วนตัวของนางสาวศิริมา ศิริธนาศาสตร์ เพิ่มเติม



ป้อนพรอมต์ที่นี่





# Australia's AI Ethics Principle

**Human, societal and environmental wellbeing:** AI systems should benefit individuals, society and the environment.

**Human-centred values:** AI systems should respect human rights, diversity, and the autonomy of individuals.

**Fairness:** AI systems should be inclusive and accessible, and should not involve or result in unfair discrimination against individuals, communities or groups.

**Privacy protection and security:** AI systems should respect and uphold privacy rights and data protection, and ensure the security of data.

**Reliability and safety:** AI systems should reliably operate in accordance with their intended purpose.

**Transparency and explainability:** There should be transparency and responsible disclosure so people can understand when they are being significantly impacted by AI, and can find out when an AI system is engaging with them.

**Contestability:** When an AI system significantly impacts a person, community, group or environment, there should be a timely process to allow people to challenge the use or outcomes of the AI system.

**Accountability:** People responsible for the different phases of the AI system lifecycle should be identifiable and accountable for the outcomes of the AI systems, and human oversight of AI systems should be enabled.

source: <https://www.industry.gov.au/publications/australias-artificial-intelligence-ethics-framework/australias-ai-ethics-principles>

What is the **FACT**?

# Fact Check Methodology

**Selection of Claim**

**Verification of the Claim**

**Research & Fact-Checking**

**Rating** Based on the above research, a conclusion is arrived at.

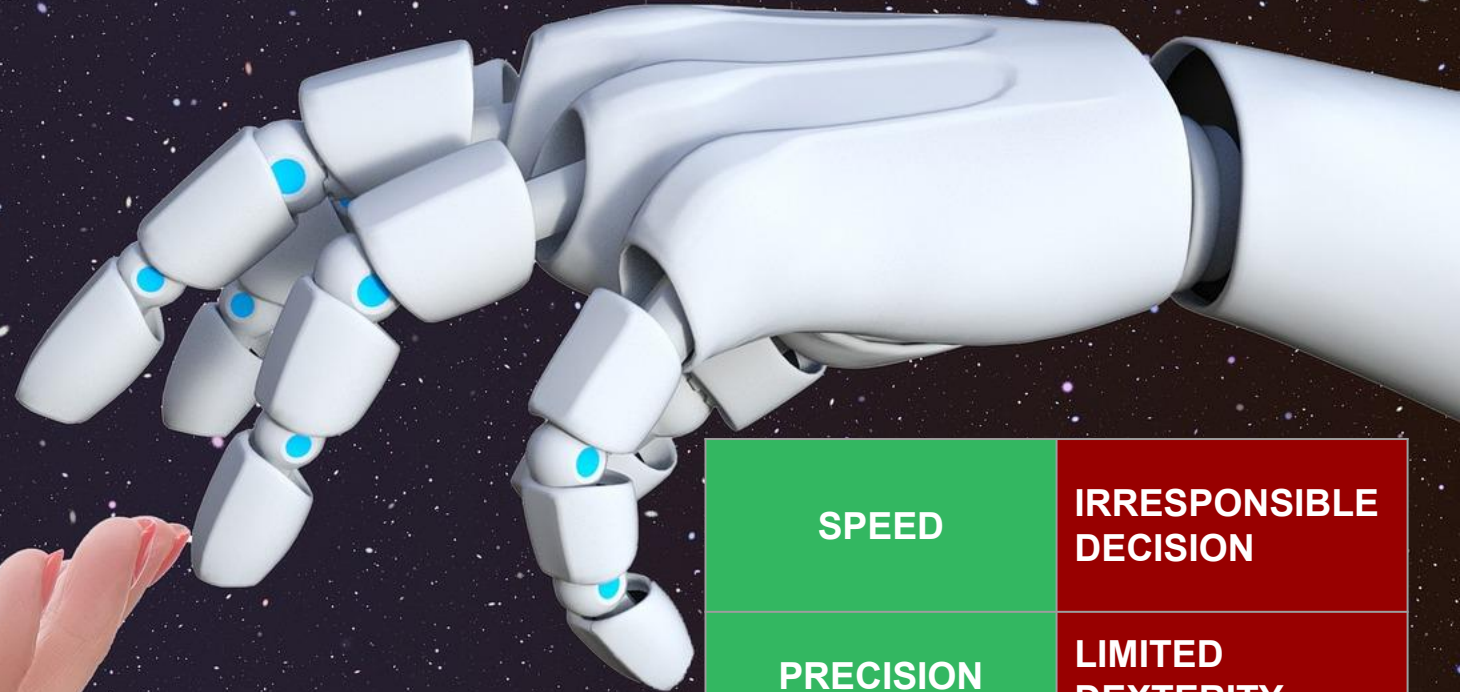
- TRUE
- PARTLY TRUE
- FALSE
- MISLEADING
- UNVERIFIED (for those claims which can't be fact-checked)

**Editorial Check**

**Correction Policy**



source: <https://factly.in/factchecking-methodology/>



<b>JUDGEMENT</b>	<b>INCONSISTENCY</b>
<b>DEXTERITY</b>	<b>LIMITED FINE MOTION &amp; PRECISION</b>
<b>IMPROVISATION</b>	<b>DIFFICULT TO DUPLICATE</b>

<b>SPEED</b>	<b>IRRESPONSIBLE DECISION</b>
<b>PRECISION</b>	<b>LIMITED DEXTERITY</b>
<b>SCALABLE</b>	<b>LIMITED COMPLEXITY</b>

Know the strengths and limits of bot and human.  
Try to work and complement each others





**Expanding productivity & Improving decision making**

ZTRUS



# THANK YOU



## Our Location

Accomate Co., Ltd. (Head Office)

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