contents

foreword ix

preface xi

acknowledgments xiii

about this book xv

about the authors xix

about the cover illustration xxi

Large language models: The power of AI 1 Evolution of natural language processing 3 The birth of LLMs: Attention is all you need 7 Explosion of LLMs 10 What are LLMs used for? 11

Language modeling 12 • Question answering 13 • Coding 14 • Content generation 15 • Logical reasoning 17 Other natural language tasks 18

Where do LLMs fall short? 19 Training data and bias 20 • Limitations in controlling machine outputs 23 • Sustainability of LLMs 24

Revolutionizing	dialogue:	Conversational
-----------------	-----------	----------------

LLMs 25

OpenAI's ChatGPT 26 • Google's Bard/ LaMDA 27 • Microsoft's Bing AI 29 Meta's LLaMa/Stanford's Alpaca 30

7 Training large language models 34

How are LLMs trained? 35

Exploring open web data collection 36
Demystifying autoregression and bidirectional token prediction 38 • Fine-tuning
LLMs 39

The unexpected: Emergent properties of

LLMs 40

Quick study: Learning with few examples 40 Is emergence an illusion? 44

What's in the training data? 44

Encoding bias 45 • Sensitive information 48

Data privacy and safety with LLMs 52

Safety-focused improvements for LLM

generations 53

Post-processing detection algorithms 54
Content filtering or conditional
pre-training 56 • Reinforcement learning
from human feedback 57 • Reinforcement
learning from AI feedback 59

Navigating user privacy and commercial

risks 61

Inadvertent data leakage 62 • Best practices when interacting with chatbots 64

Understanding the rules of the road: Data

policies and regulations 65

International standards and data protection
laws 65 • Are chatbots compliant with
GDPR? 68 • Privacy regulations in
academia 70 • Corporate policies 70

The evolution of created content 73

The rise of synthetic media 74

Popular techniques for creating synthetic

media 75 • The good and the bad of synthetic

media 78 • AI or genuine: Detecting

synthetic media 79

Generative AI: Transforming creative

workflows 82

Marketing applications 82 • Artme

Marketing applications 82 • Artwork creation 84

Intellectual property in the LLM era 88

Copyright law and fair use 88 • Open source
and licenses 95

Misuse and adversarial attacks 100

Cybersecurity and social engineering 101
Information disorder: Adversarial
narratives 114

Political bias and electioneering 123
Why do LLMs hallucinate? 126
Misuse of LLMs in the professional world 134

Accelerating productivity: Machine-augmented work 142

Using LLMs in the professional space 143

LLMs assisting doctors with administrative tasks 143 • LLMs for legal research, discovery, and documentation 146

LLMs augmenting financial investing and bank customer service 148 • LLMs as collaborators in creativity 149

LLMs as a programming sidekick 151
LLMs in daily life 154
Generative AI's footprint on education 161
Detecting AI-generated text 165
How LLMs affect jobs and the economy 169

Making social connections with chatbots 173

Chatbots for social interaction 174

Why humans are turning to chatbots for relationship 180

The loneliness epidemic 180 • Emotional attachment theory and chatbots 183

The good and bad of human-chatbot relationships 186

Charting a path for beneficial chatbot interaction 193

What's next for AI and LLMs 201

Where are LLM developments headed? 202

Language: The universal interface 202

LLM agents unlock new possibilities 204

The personalization wave 206

Social and technical risks of LLMs 207

Data inputs and outputs 207 • Data
privacy 209 • Adversarial attacks 210

Misuse 212 • How society is affected 213

Using LLMs responsibly: Best practices 215

Curating datasets and standardizing
documentation 215 Protecting data
privacy 217 Explainability, transparency,
and bias 219 Model training strategies for
safety 223 Enhanced detection 226
Boundaries for user engagement and
metrics 228 Humans in the loop 230

AI regulations: An ethics perspective 231

North America overview 232

EU overview 236 • China overview 240

Corporate self-governance 243

Toward an AI governance framework 245

Broadening the horizon: Exploratory topics in AI 251

The quest for artificial general intelligence 252

AI sentience and consciousness? 260

How LLMs affect the environment 265

The game changer: Open source community 270

references 277 index 309