

Driving AI Literacy in Organizations

10-08-2023



Hello!

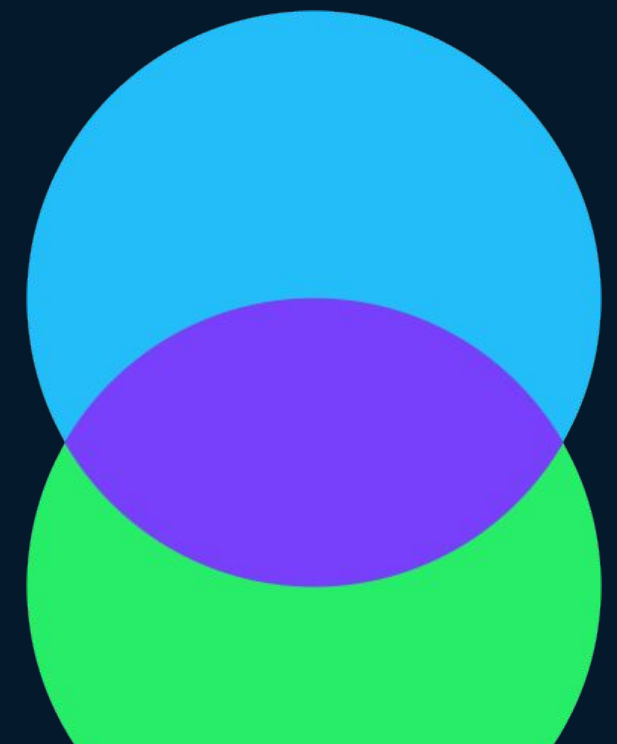
I'm Adel Nehme,
VP Media at DataCamp



Adel Nehme

VP Media @ DataCamp

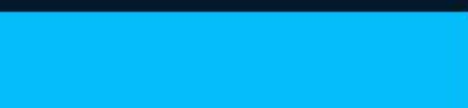
 [adelnehme](#)



Our Mission



**Our mission is to democratize
data & AI skills for everyone**



Future-proof your business with DataCamp

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Give your employees access to market-leading training with DataCamp Learn

Build work ready skills



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CREDIT SUISSE

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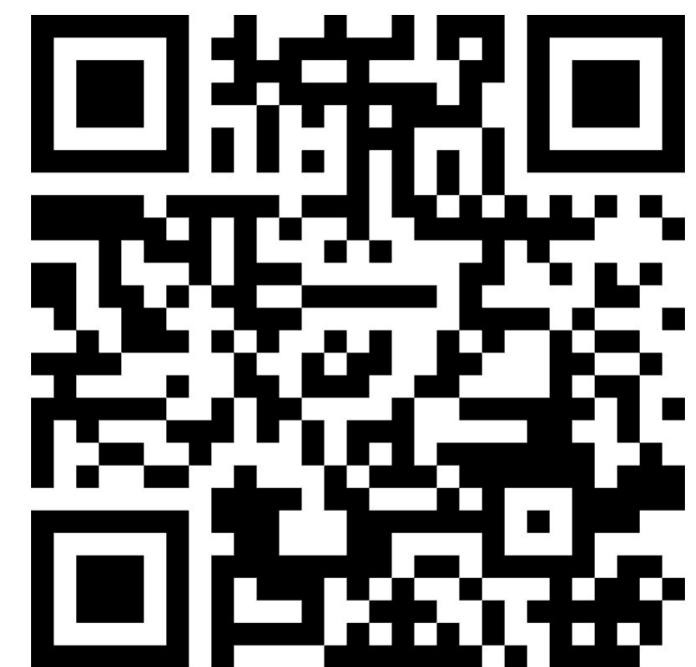


How would you describe your approach to AI literacy?

- 1 We are actively upskilling/reskilling in AI or AI related topics**
- 2 We are creating an upskilling program in AI or AI related topics**
- 3 We are not upskilling in AI or AI related topics**

Go to menti.com and type in 8673 0166

[Link](#)



Agenda



- 1 The AI revolution — the next frontier in the data revolution
- 2 From data literacy to AI literacy (*what, who, why*)
- 3 Principles for upskilling in uncharted territory
- 4 Closing notes & Q&A





1

The AI revolution — the next frontier in the data revolution

Major shifts in the past decades



**The rise of the
personal computer**

1980s



**The internet goes
mainstream**

2000s

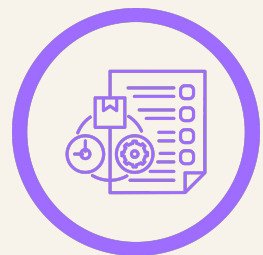


**The rise of the
smartphone**

2010s

TECHNOLOGY

ECOSYSTEM



**Productivity
Applications**



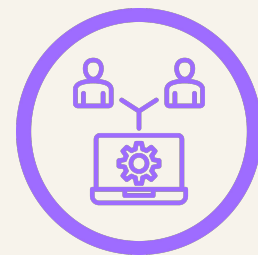
**Gaming &
Entertainment**



**Software
Development**



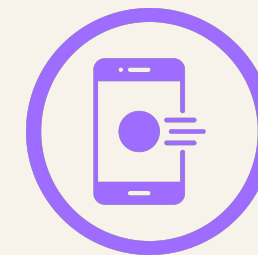
**Social
Platforms**



**Remote
Work**



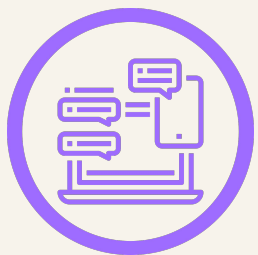
**Online
Shopping**



**Applications &
Mobile Software**



**Ride
Hailing**



**Instant
Messaging**





Every industry is now digitized

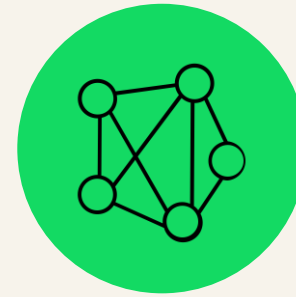


Generating massive amounts of data

A shift in the skills economy



The moment we find ourselves in

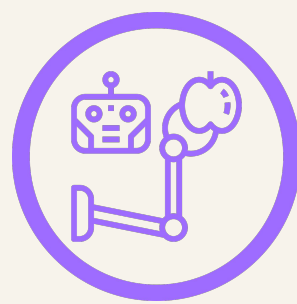


**Artificial Intelligence
goes mainstream**

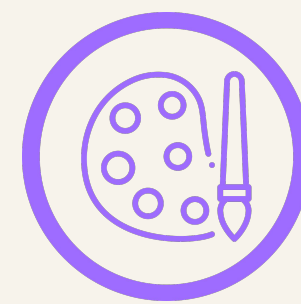
2020s

TECHNOLOGY

ECOSYSTEM



**Verticalized
Assistants**



**Democratized
Media**



A shift in the skills economy



AI is rapidly disrupting every industry

Generative AI is and will be disrupting
every organization across every industry

ChatGPT is the fastest growing app of all time

100 million users in two months.

Mashable

**Nearly a Third of White-Collar Workers Have
Tried ChatGPT or Other AI Programs,
According to a New Survey**

TIME

**Experimental Evidence on the Productivity
Effects of Generative Artificial Intelligence**



Massachusetts
Institute of
Technology





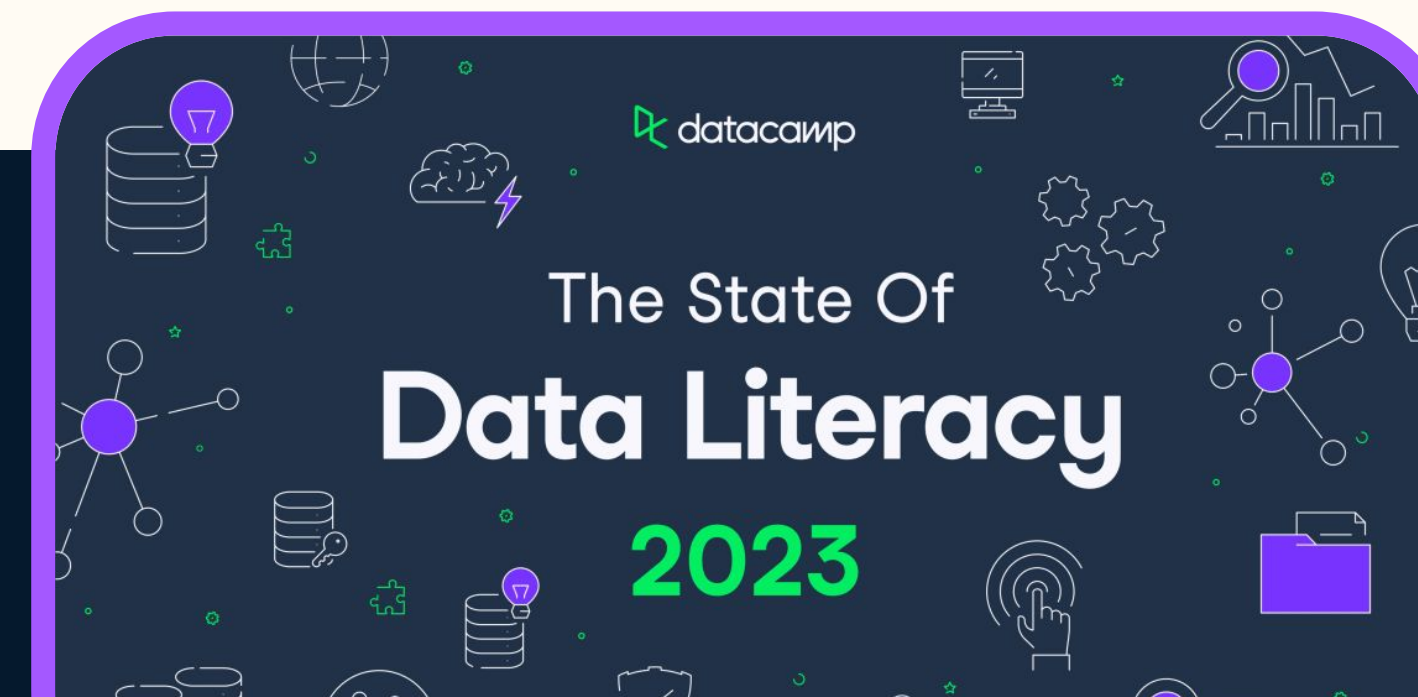
2

From data literacy to AI literacy *(what, who, why)*

Data Literacy

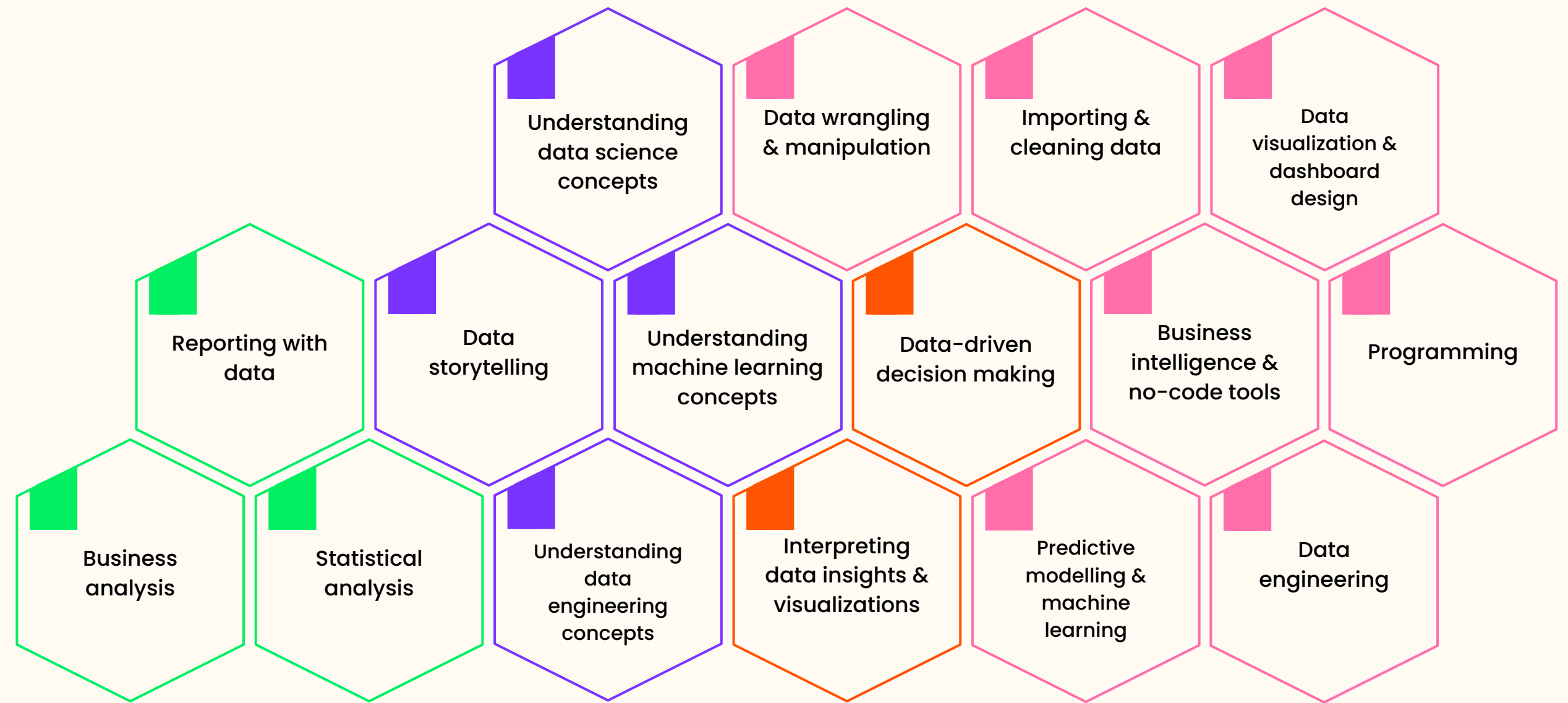
Data literacy is the ability to **read**, **write**, **analyze**, **communicate**, and **reason** with data. It's a skill that allows individuals and organizations to make better, data-driven decisions

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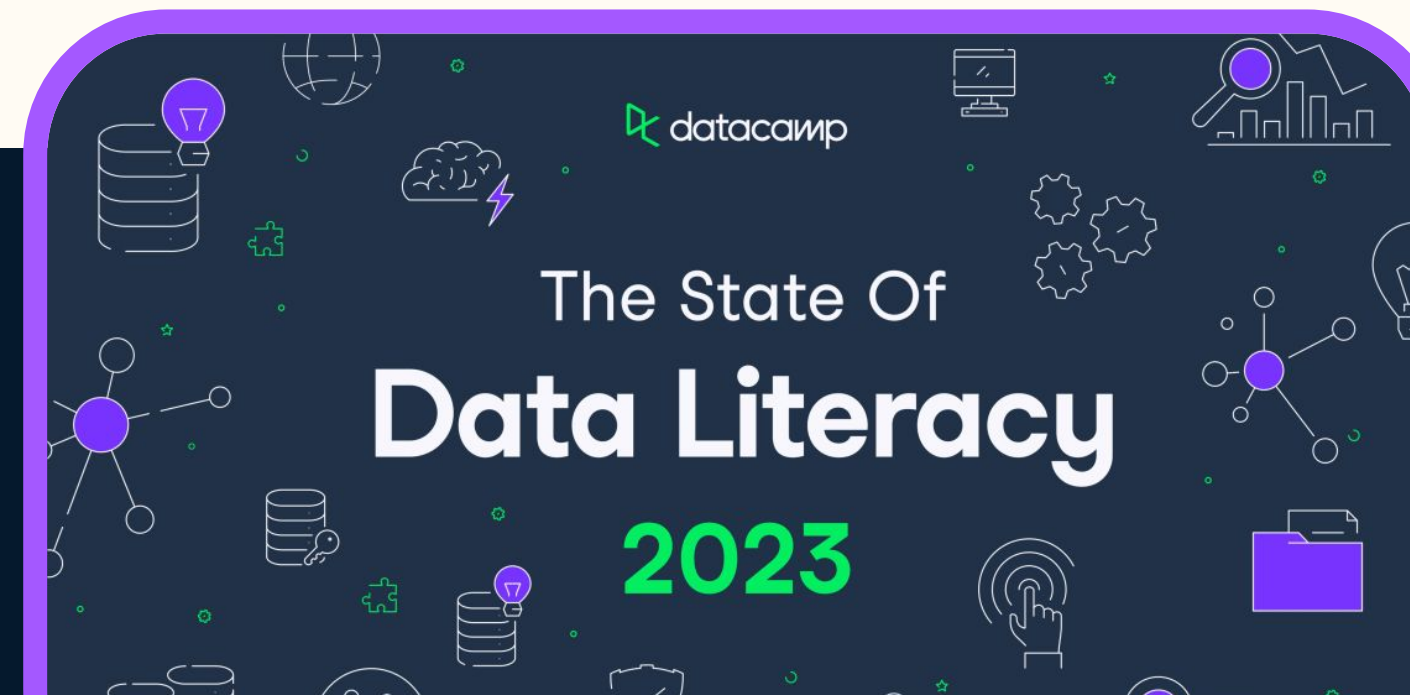


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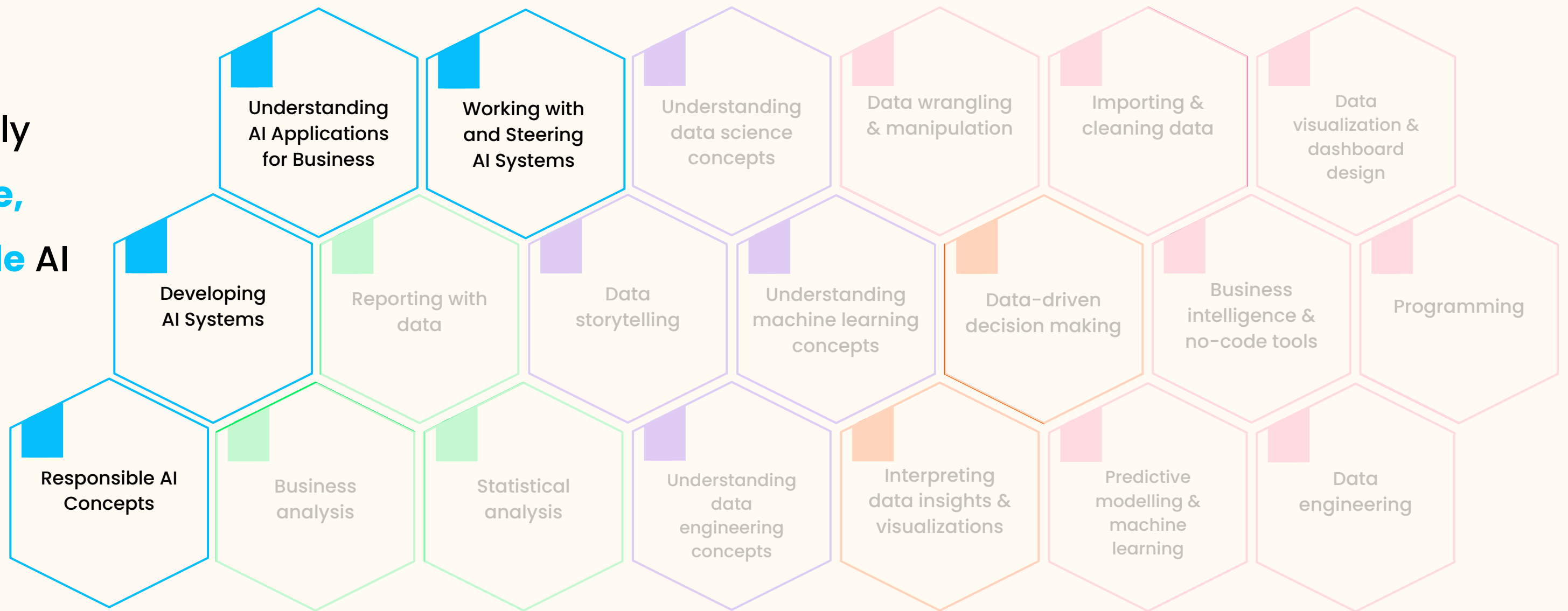


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AI Literacy

The ability to effectively and responsibly **utilize, understand, and guide** AI systems.

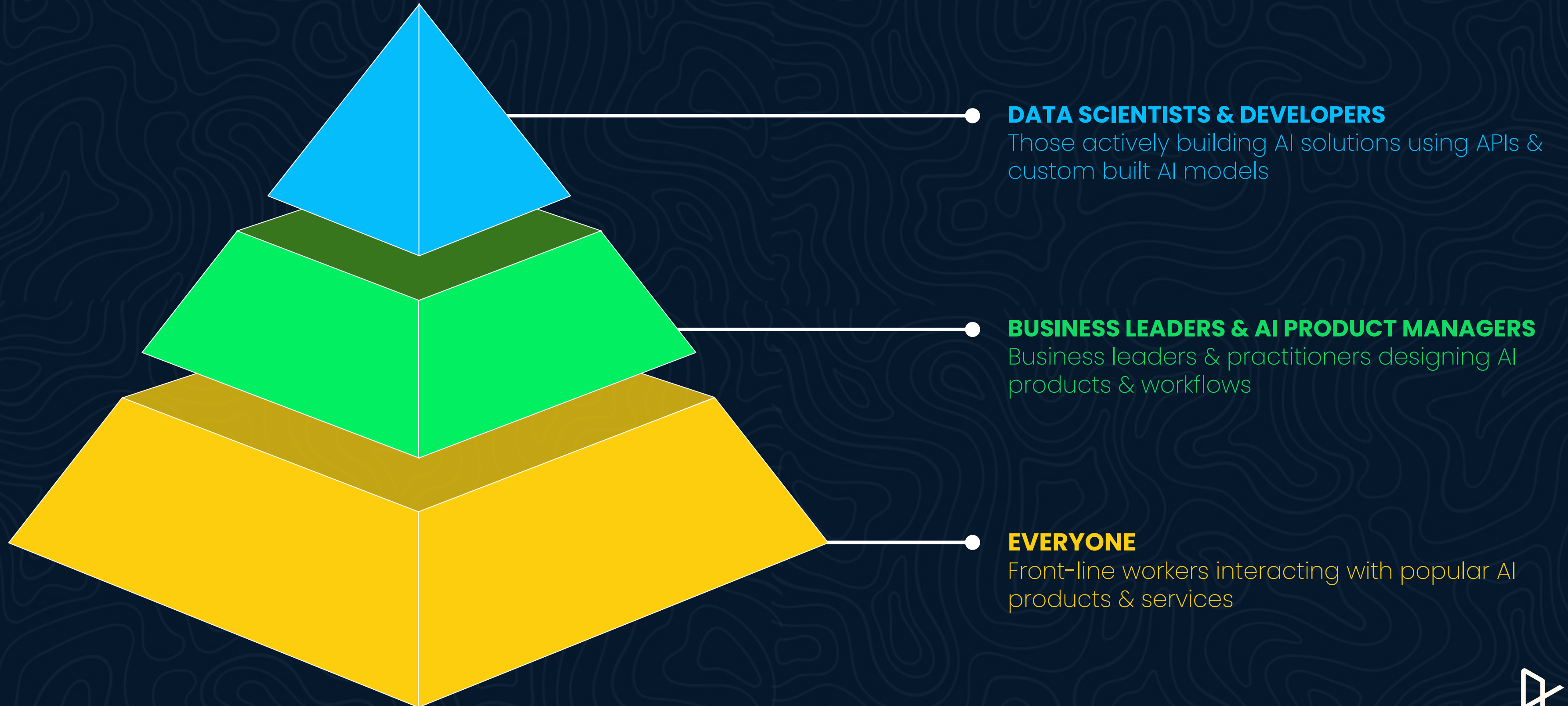


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The State Of
Data Literacy
2023

AI literacy – A spectrum across the workforce



The transformational impact of AI

\$4.4T

Up to \$4.4 trillion added to the global economy in productivity gains

[McKinsey](#)

1/2

Of data science leaders anticipate significant impact in the near term

[Domino Data Lab](#)

55%

AI-assisted developers are 55% faster than their non-AI assisted counterparts

[Santander](#)



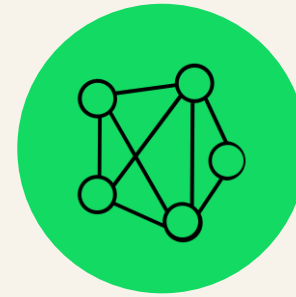


3

Principles for upskilling in uncharted territory



The moment we find ourselves in

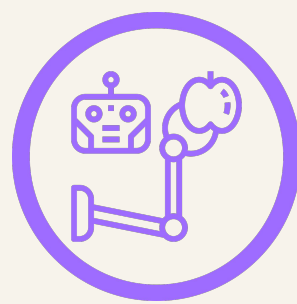


**Artificial Intelligence
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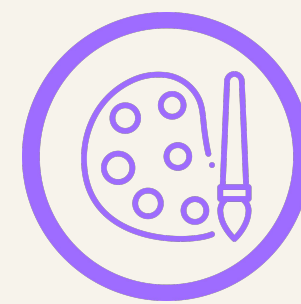
2020s

TECHNOLOGY

ECOSYSTEM



**Verticalized
Assistants**



**Democratized
Media**



UNCHARTED TERRITORY

The many ways by which we will interact with AI systems are being established today



Principles for upskilling in uncharted territory

Understand the use-cases

Always align learning goals with business objectives

Incentivize a learning culture

Create a culture of sharing on how AI is used across the organization

Psychological safety

Be proactive about addressing fear of displacement

Put responsible use of AI at the center

Be proactive about addressing responsible use of AI

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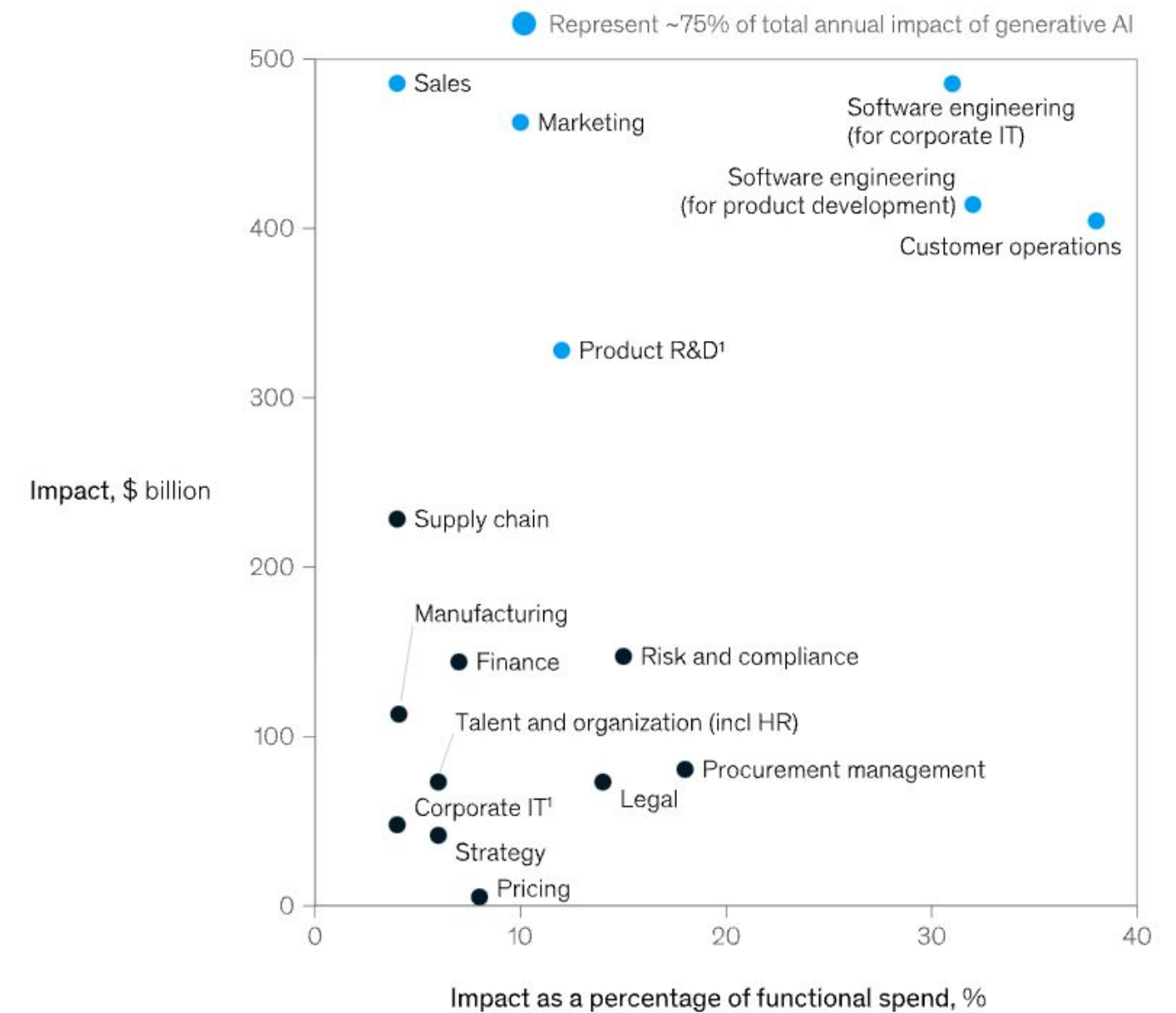
Put responsible use of AI at the center

Be proactive about addressing responsible use of AI

UNDERSTAND THE USE-CASES

Understand the many ways generative AI can be used within your organization

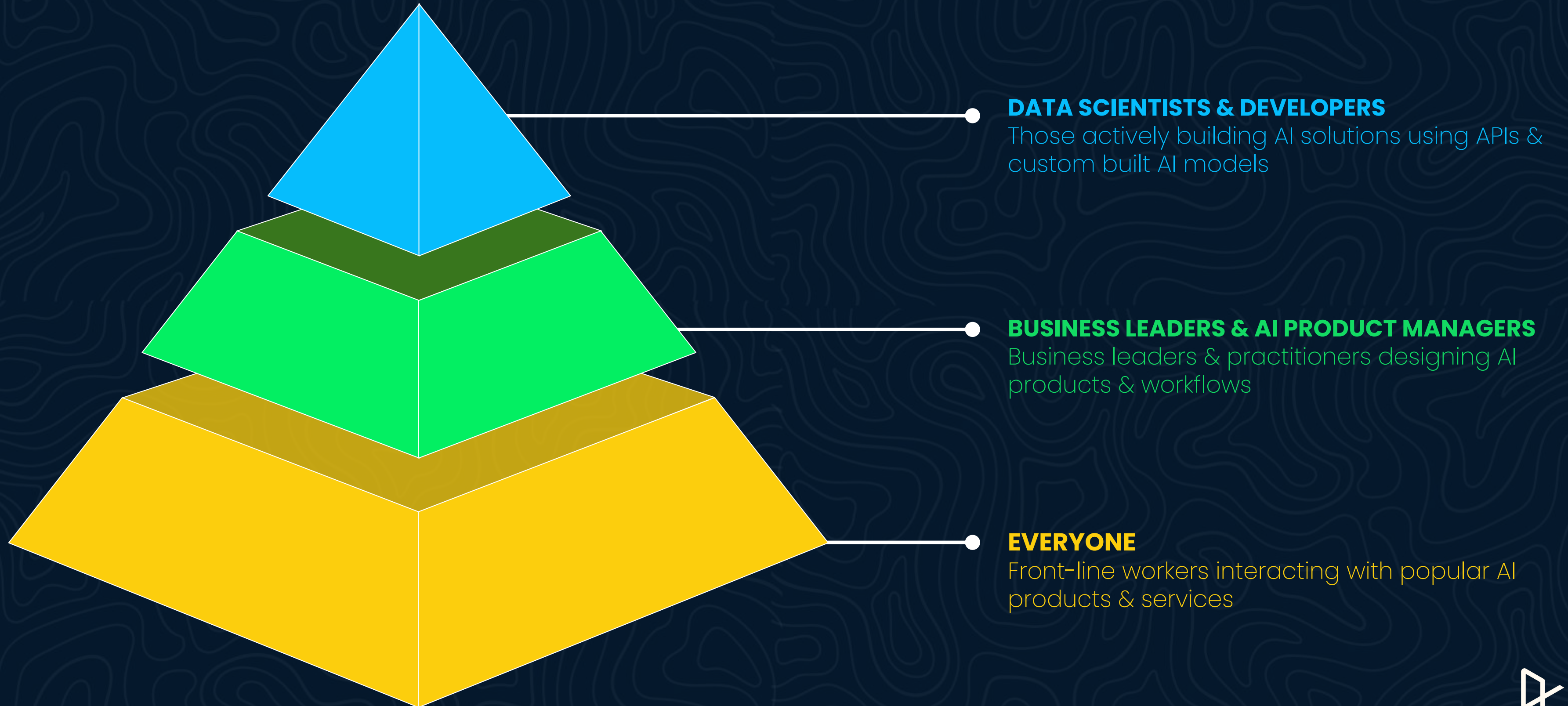
Using generative AI in just a few functions could drive most of the technology's impact across potential corporate use cases.



A spectrum of use-cases across domains

Modality	Application	Example use cases			
Text	Content writing	<ul style="list-style-type: none"> Marketing: creating personalized emails and posts Talent: drafting interview questions, job descriptions 	3-D or other	3-D object generation	<ul style="list-style-type: none"> Video games: writing scenes, characters Digital representation: creating interior-design mockups and virtual staging for architecture design
	Chatbots or assistants	<ul style="list-style-type: none"> Customer service: using chatbots to boost conversion on websites 		Product design and discovery	<ul style="list-style-type: none"> Manufacturing: optimizing material design Drug discovery: accelerating R&D process
	Search	<ul style="list-style-type: none"> Making more natural web search Corporate knowledge: enhancing internal search tools 	Video	Video creation	<ul style="list-style-type: none"> Entertainment: generating short-form videos for TikTok Training or learning: creating video lessons or corporate presentations using AI avatars
	Analysis and synthesis	<ul style="list-style-type: none"> Sales: analyzing customer interactions to extract insights Risk and legal: summarizing regulatory documents 		Video editing	<ul style="list-style-type: none"> Entertainment: shortening videos for social media E-commerce: adding personalization to generic videos Entertainment: removing background images and background noise in post
Code	Code generation	<ul style="list-style-type: none"> IT: accelerating application development and quality with automatic code recommendations 		Voice translation and adjustments	<ul style="list-style-type: none"> Video dubbing: translating into new languages using AI-generated or original-speaker voices Live translation: for corporate meetings, video conferencing Voice cloning: replicating actor voice or changing for studio effect such as aging
Image	Application prototype and design	<ul style="list-style-type: none"> IT: quickly generating user interface designs 	Face swaps and adjustments		<ul style="list-style-type: none"> Virtual effects: enabling rapid high-end aging; de-aging; cosmetic, wig, and prosthetic fixes Lip syncing or "visual" dubbing in post-production: editing footage to achieve release in multiple ratings or languages Face swapping and deep-fake visual effects Video conferencing: real-time gaze correction
	Data set generation	<ul style="list-style-type: none"> Generating synthetic data sets to improve AI models quality 			
Audio	Stock image generator	<ul style="list-style-type: none"> Marketing and sales: generating unique media 			
	Image editor	<ul style="list-style-type: none"> Marketing and sales: personalizing content quickly 			
	Text to voice generation	<ul style="list-style-type: none"> Trainings: creating educational voiceover 			
	Sound creation	<ul style="list-style-type: none"> Entertainment: making custom sounds without copyright violations 			
	Audio editing	<ul style="list-style-type: none"> Entertainment: editing podcast in post without having to rerecord 			

A spectrum of use-cases across the workforce



A framework for understanding use-cases

USE CASE	TEAM	ROLE	SKILLS NEEDED
Marketing copy generation	Marketing Function	Marketing associate <i>(Everyone)</i>	<ol style="list-style-type: none"> 1. Principles for effective prompting 2. Responsible AI knowledge 3. Ability to steer & edit model outputs
Contract generation	Legal Function	Paralegals / Commercial Counsel <i>(Everyone)</i>	<ol style="list-style-type: none"> 1. Principles for effective prompting for law use-cases 2. Responsible AI knowledge 3. Ability to steer & edit model outputs 4. Strong human in the loop process development
Text Summarization Feature in Consumer Facing Application	Product Team	Product Manager	<ol style="list-style-type: none"> 1. Principles for effective prompting for text summarization use-case 2. Responsible AI Mastery 3. Understanding of the limitations of large language models 4. Effectively evaluate tradeoffs between OSS & proprietary models 5. Ability to work with AI Developers
Text Summarization Feature in Consumer Facing Application	Product Team	Product Manager	<ol style="list-style-type: none"> 1. Principles for effective prompting for text summarization use-case 2. Responsible AI Mastery 3. Understanding of the limitations of large language models 4. Effectively evaluate tradeoffs between

Principles for upskilling in uncharted territory

Understand the use-cases

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Incentivize a learning culture

Create a culture of sharing on how AI is used across the organization

Psychological safety

Be proactive about addressing fear of displacement

Put responsible use of AI at the center

Be proactive about addressing responsible use of AI

PSYCHOLOGICAL SAFETY

Be proactive about
addressing the
elephant in the room

Fear of job
displacement

CNBC|SurveyMonkey Workforce Survey May 2023



Laura Wronski
3 min read

Key findings:

- A quarter of workers (24%) are worried AI will make their job obsolete, with workers of color, younger workers, and lower-salaried workers more concerned
- By industry, about half of workers in Advertising & Marketing (51%) and Business Support and Logistics (46%) are worried AI will soon take their job - twice the level of concern overall



3 tactical steps for building a psychologically safe culture for AI learning today



Engage middle managers to discuss the opportunities of AI



Be transparent about how your company intends to use AI



Create forums to share experiences



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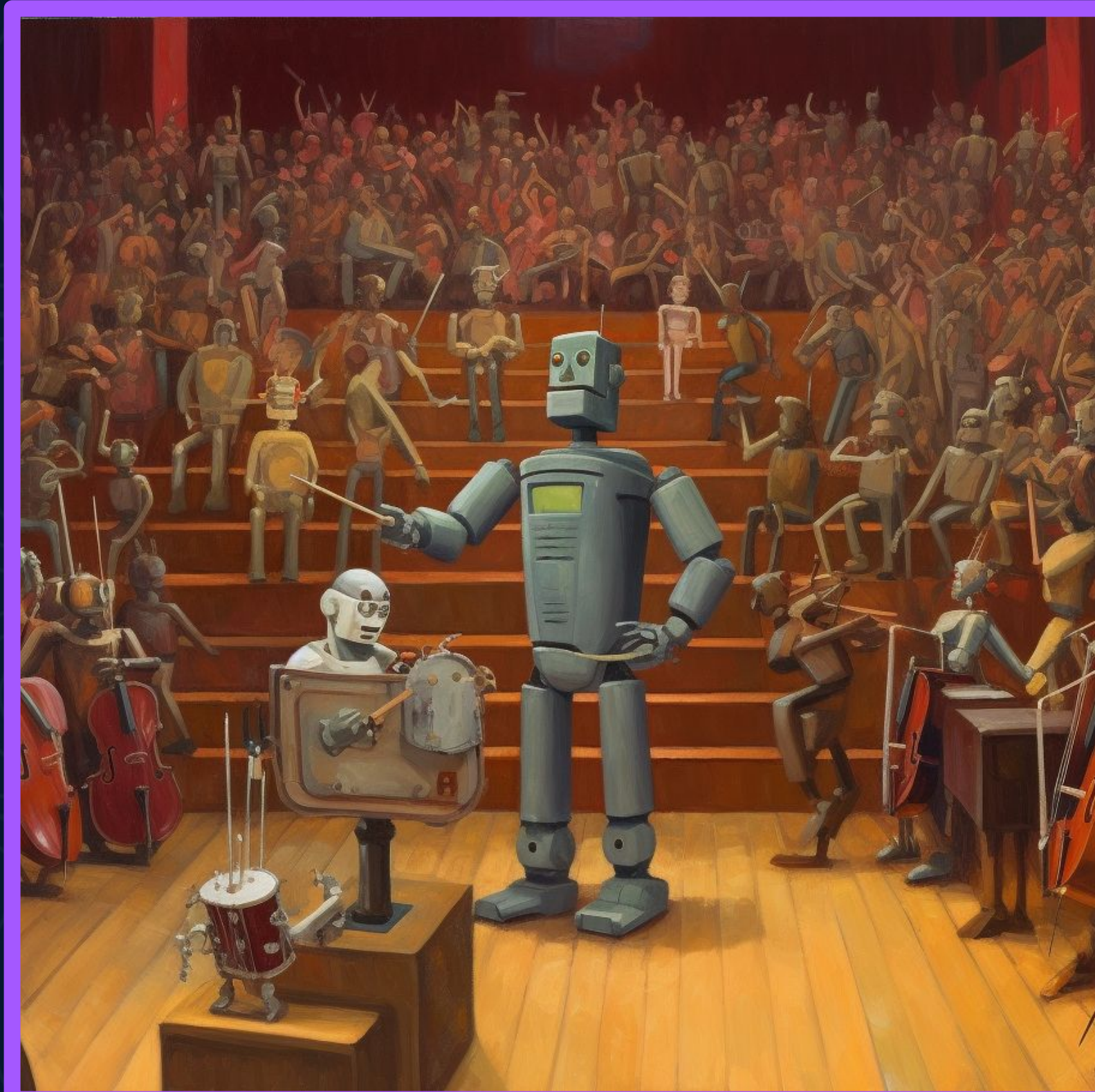
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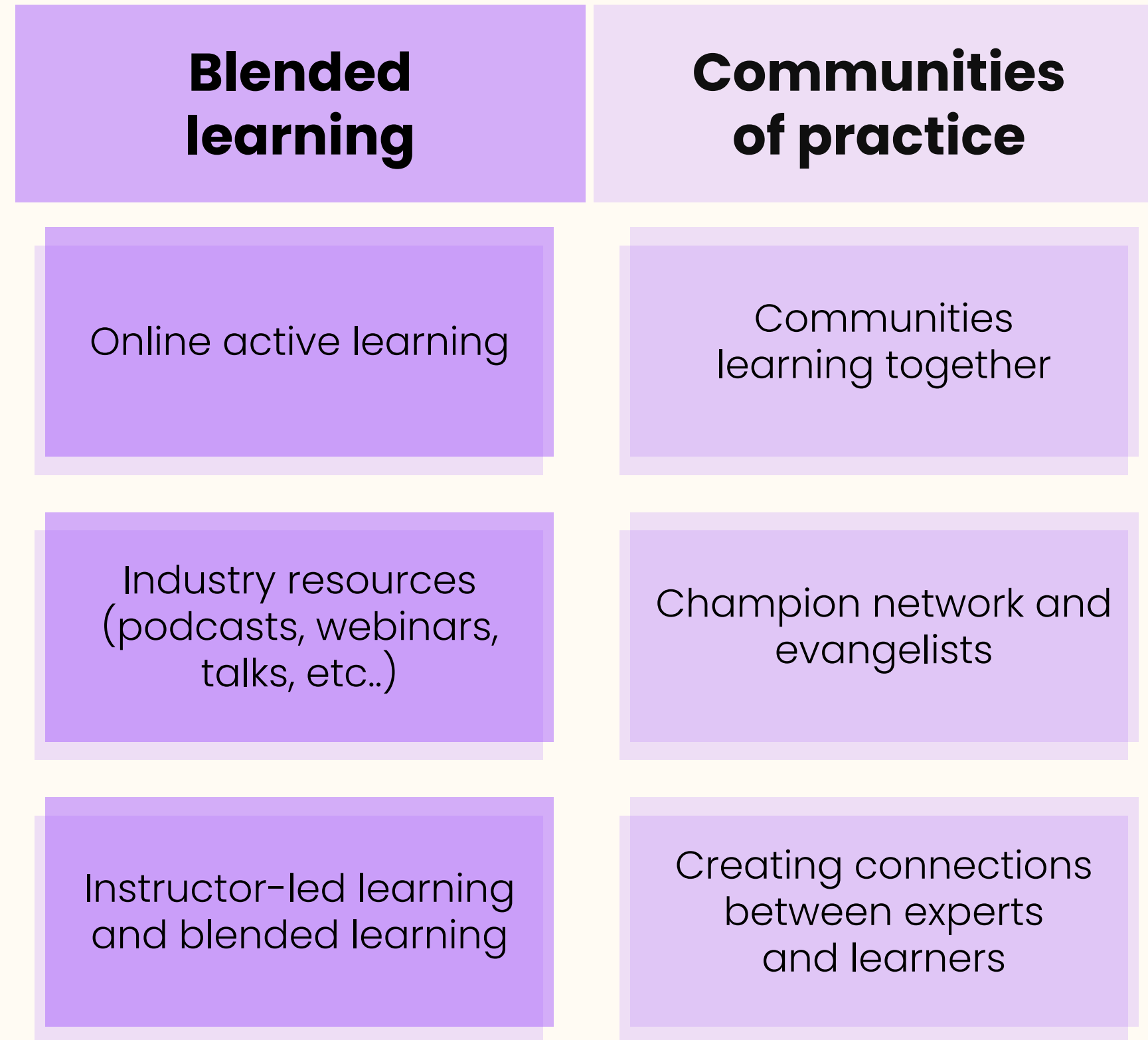
Be proactive about addressing responsible use of AI

INCENTIVIZE A LEARNING CULTURE

**Build a community around I
and increase transparency**



A culture of sharing on how AI is used across the organization



Principles for upskilling in uncharted territory

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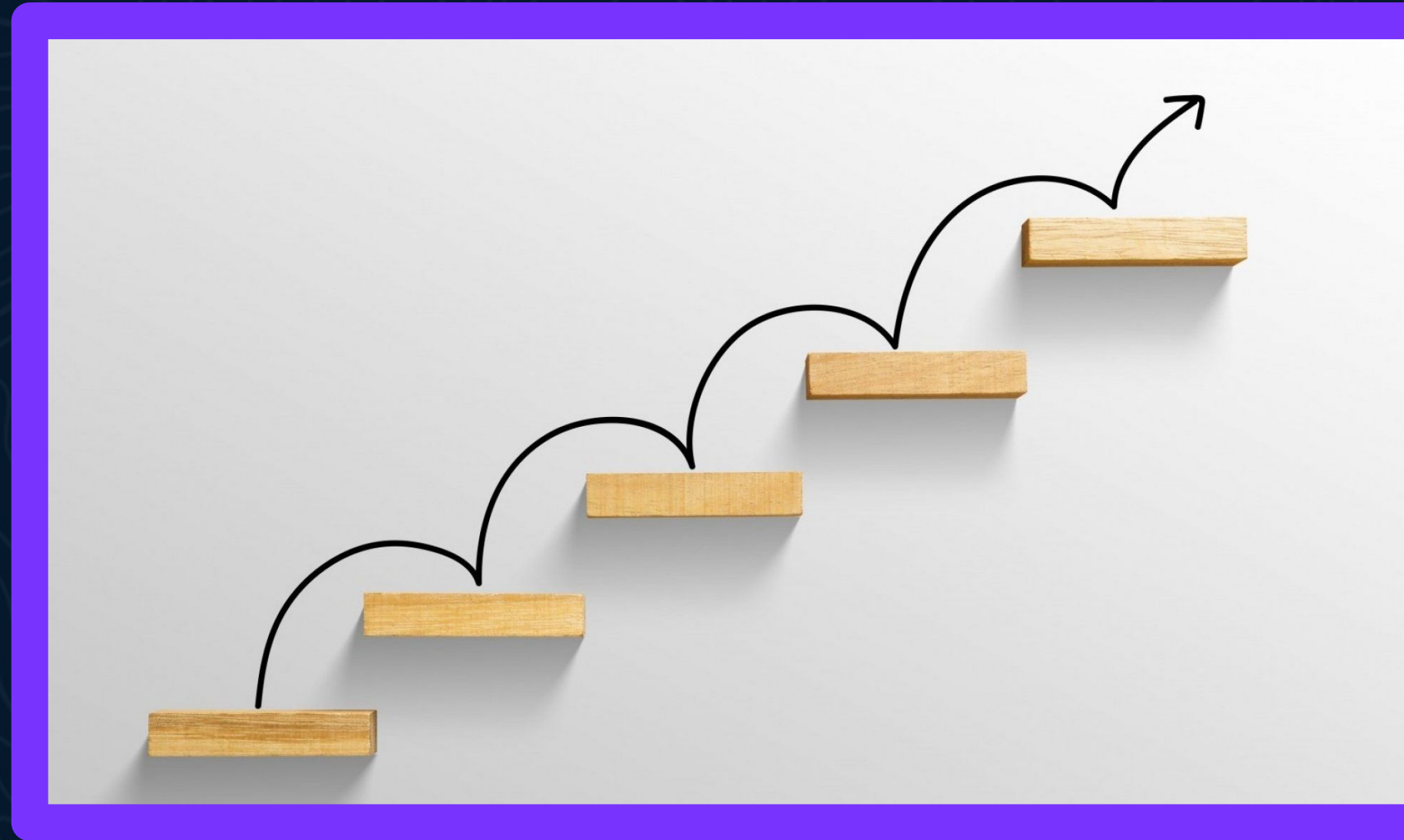
RESPONSIBLE USE OF AI IS PARAMOUNT

AI ethics & responsible use of AI is crucial for effective use of AI



The importance of starting small and iterating

- YOU CAN LEARN FROM YOUR MISTAKES
- YOU CAN MOVE THE NEEDLE AT MINIMAL COSTS
- YOU CAN CREATE INTERNAL MOMENTUM

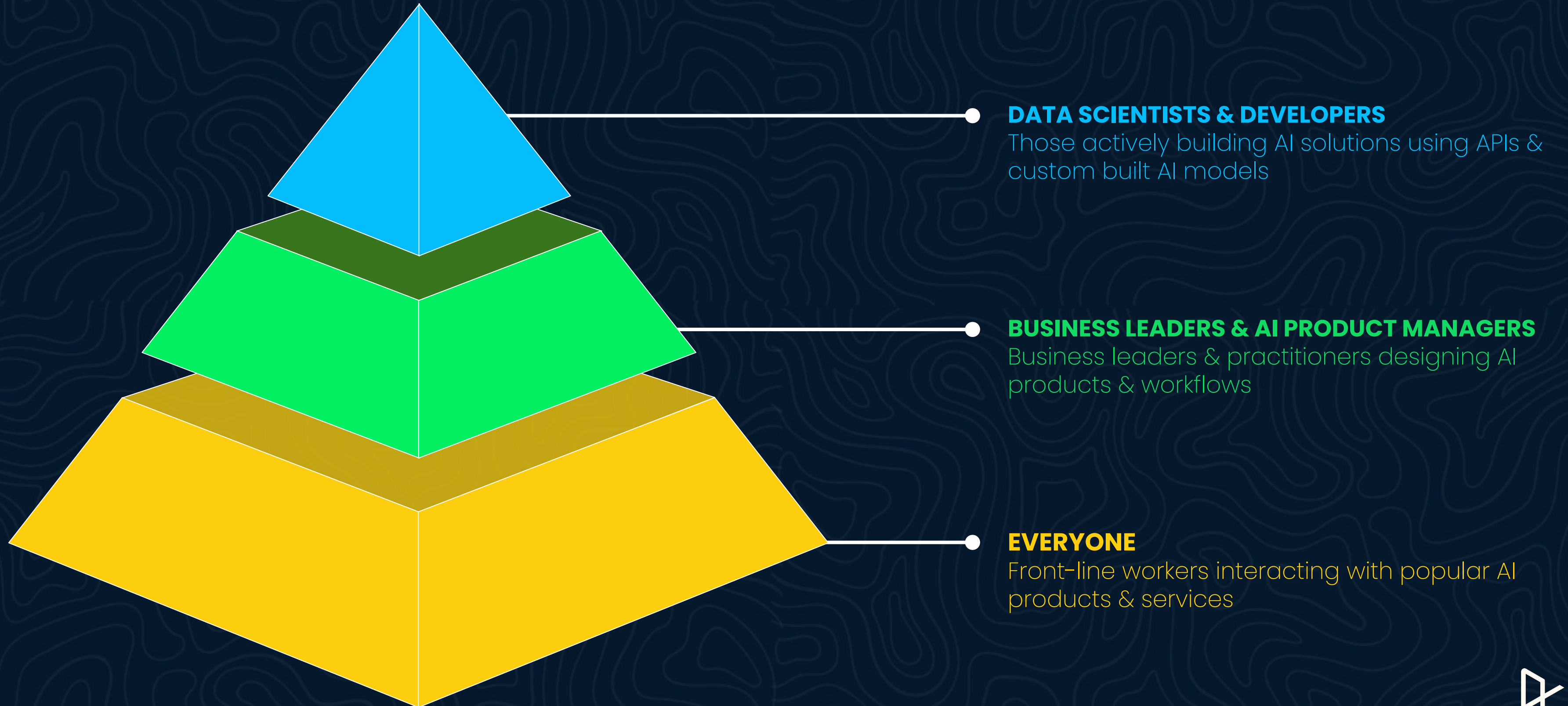




4

Closing notes & Q&A

AI skills— For every learner



AI skills — For every learner

1

AI Fundamentals

- Understanding AI
- Introduction to ChatGPT
- Large Language Models Concepts
- Generative AI Concepts
- AI Ethics

2

AI Business Fundamentals

- Understanding AI
- Introduction to ChatGPT
- Implementing AI Solutions in Business
- Generative AI for Business
- Large Language Models for Business
- AI Strategy
- AI Ethics

3

Developing AI Applications

- Working with the OpenAI API
- ChatGPT Prompt Engineering for Developers
- Responsible AI Practices
- AI Ethics
- Developing AI Applications with the OpenAI API
- Working with Hugging Face
- Introduction to OpenAI API Embeddings
- Developing LLM Applications with LangChain

4

Developing Large Language Models (LLMs)

- Introduction to Deep Learning with PyTorch
- Intermediate Deep Learning with PyTorch
- Deep Learning for Text with PyTorch
- Introduction to LLMs in Python

5

Deep Learning in Python

- Introduction to Deep Learning with PyTorch
- Intermediate Deep Learning with PyTorch
- Deep Learning for Images with PyTorch
- Deep Learning for Text with PyTorch

6

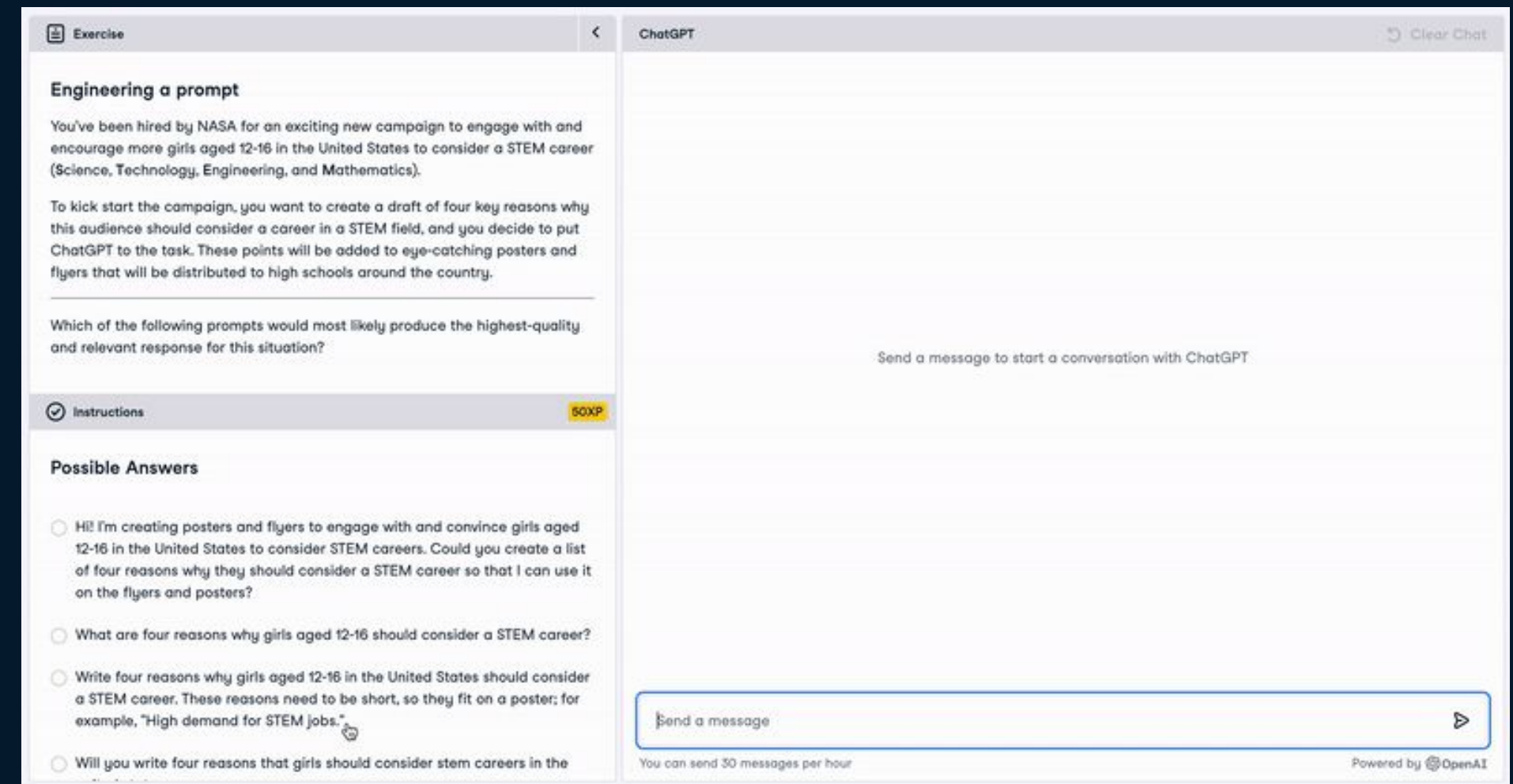
Other courses, assessments & projects

- AI Essentials Assessment
- Understanding Prompt Engineering
- ChatGPT Prompt Engineering for Data Scientists
- Explainable AI (XAI) Applications
- Building a Chatbot with OpenAI Project
- Prompt Engineering Project
- Additional AI Projects



INTRODUCTION TO CHATGPT

Learn how to use ChatGPT in your everyday work & life



The screenshot shows the ChatGPT interface with a sidebar on the left and a main chat area on the right. The sidebar contains the following sections:

- Exercise**:
 - Engineering a prompt**: You've been hired by NASA for an exciting new campaign to engage with and encourage more girls aged 12-16 in the United States to consider a STEM career (Science, Technology, Engineering, and Mathematics). To kick start the campaign, you want to create a draft of four key reasons why this audience should consider a career in a STEM field, and you decide to put ChatGPT to the task. These points will be added to eye-catching posters and flyers that will be distributed to high schools around the country.
 - Which of the following prompts would most likely produce the highest-quality and relevant response for this situation?
- Instructions** (SOXP)
- Possible Answers**:
 - Hi! I'm creating posters and flyers to engage with and convince girls aged 12-16 in the United States to consider STEM careers. Could you create a list of four reasons why they should consider a STEM career so that I can use it on the flyers and posters?
 - What are four reasons why girls aged 12-16 should consider a STEM career?
 - Write four reasons why girls aged 12-16 in the United States should consider a STEM career. These reasons need to be short, so they fit on a poster; for example, "High demand for STEM jobs."
 - Will you write four reasons that girls should consider stem careers in the

The main chat area on the right is currently empty, displaying the text "Send a message to start a conversation with ChatGPT". At the bottom, there is a text input field with the placeholder "Send a message" and a send button. Below the input field, it says "You can send 30 messages per hour". The footer of the interface reads "Powered by OpenAI".



FOR EVERYONE

AI Fundamentals

- Understanding AI
- Introduction to ChatGPT
- Large Language Models Concepts
- Generative AI Concepts
- AI Ethics

Track Description

Explore the frontiers of Artificial Intelligence by understanding the core elements of AI, diving into large language models like ChatGPT, and exploring the secrets of generative AI. Equip yourself with the knowledge to unlock the evolving AI landscape.



FOR BUSINESS LEADERS & AI PRODUCT MANAGERS

AI Business Fundamentals

Live

- Understanding AI
- Introduction to ChatGPT
- Implementing AI Solutions in Business
- AI Ethics

Coming Soon

- Generative AI for Business
- Large Language Models for Business
- AI Strategy

Track Description

Equip yourself with the essential knowledge and tools necessary to make an immediate impact in the fast-paced world of AI. Designed for professionals who want to harness the power of Artificial Intelligence, you'll understand how to utilize generative AI and large language models to extract business value from AI.

Release date: September 2023



FOR DATA SCIENTISTS & DEVELOPERS

Developing AI Applications

- Working with the OpenAI API **Live**
- ChatGPT Prompt Engineering for Developers **2023**
- Responsible AI Practices **2023**
- AI Ethics **Live**
- Developing AI Applications with the OpenAI API **2023**
- Working with Hugging Face **2023**
- Introduction to OpenAI API Embeddings **2023**
- Developing LLM Applications with LangChain **2023**

Release date: End of 2023

Track Description

Create production-ready AI applications in Python to develop new AI features and products. You'll learn about the OpenAI API, write effective prompts, apply best practices for using AI responsibly, and develop applications underpinned by LLMs and other AI models.

Developing Large Language Models (LLMs)

- Introduction to Deep Learning with PyTorch **Live**
- Intermediate Deep Learning with PyTorch **July**
- Deep Learning for Text with PyTorch **September**
- Introduction to LLMs in Python **2023**

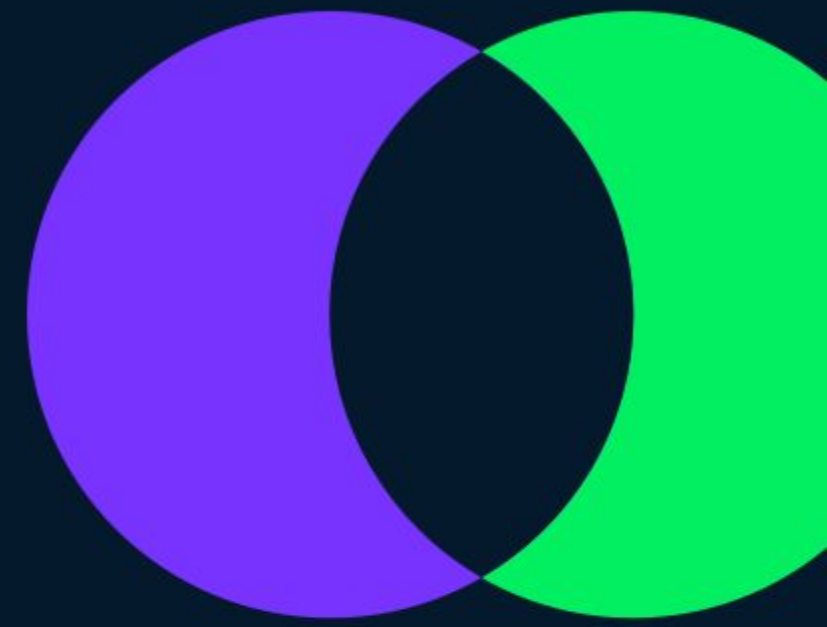
Release date: End of 2023

Track Description

Build and customize deep learning models for large language model development. You'll build your PyTorch skills, process and handle text data for deep learning models, design deep learning models for different applications, and build and fine-tune LLMs for specific use cases.



How you can get started?



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FOR LARGE TEAMS

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CREDIT SUISSE

4.5+



Average course rating from our community of over 10M learners

8/10

Top consulting companies use DataCamp to upskill their team

190

Government agencies and nations upskill and innovate using DataCamp





Effective learning starts with assessment

Learning a new skill is hard work—Signal makes it easier.

Take an Assessment

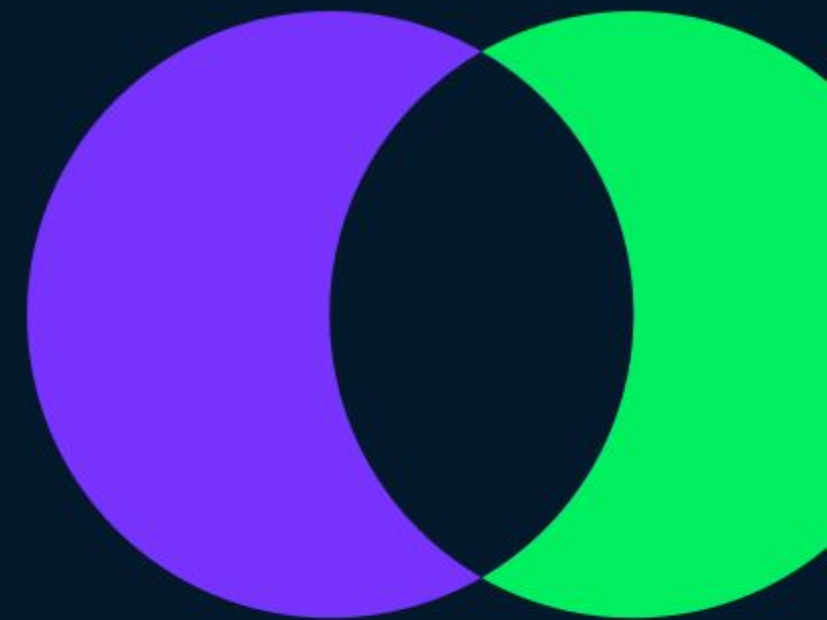
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Choose any DataCamp Signal™ assessment to get started. No credit card required.



AI Fundamentals

Take the Assessment



SKILL TRACK

AI Fundamentals

Conquer Artificial Intelligence (AI) frontier and realize the power of generative AI and complex large language models. Build a strong foundation with AI to propel you into the new AI-powered landscape. Throughout this track, you will gain actionable knowledge on popular AI topics like ChatGPT, large language models, generative AI, and more! Start learning today to be ready for the AI world of tomorrow.

Theory

🕒 10 Hours

📖 6 Courses

Create Your Free Account

 Google

 LinkedIn

 Facebook

or

Email Address

Password

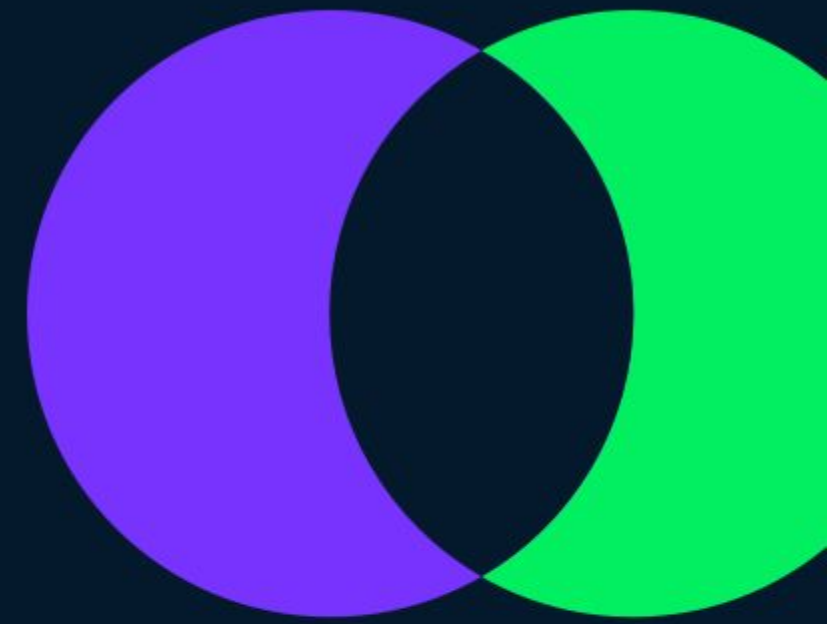


[Start Learning for Free](#)

By continuing, you accept our [Terms of Use](#), our [Privacy Policy](#) and that your data is stored in the USA.



What questions can
we answer **for you?**



Thank you!

