

AI Literacy and Prompt Engineering for Non-Experts

23.04.2026

Outline

- Hierarchy
- Where AI or Human Fits Best
- What is Prompt Engineering
- Prompt Engineering Basics
- Prompting Techniques
- Do's and Don'ts
- Risks and Limitations
- Final Remarks

Hierarchy

Mathematics

└ Computer Science

└ AI (Artificial Intelligence)

└ Machine Learning

└ Deep Learning

└ Generative AI

└ Large Language Models (LLMs)

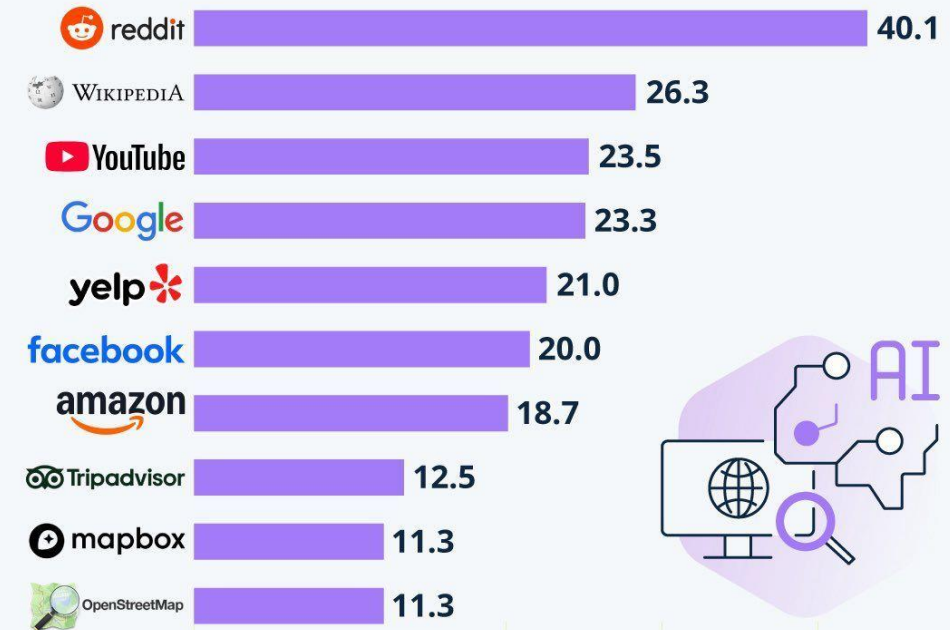
└ GPT (a specific LLM family)

Where AI Gets It?

- **Reddit** is the leading information source cited by major AI models in 2025, accounting for over **40% of citations**, followed by **Wikipedia** and **YouTube**.

Where AI Gets Its Info: Top Sources 2025

Top 10 web domains cited by large language models (LLMs) in June 2025* (in %)



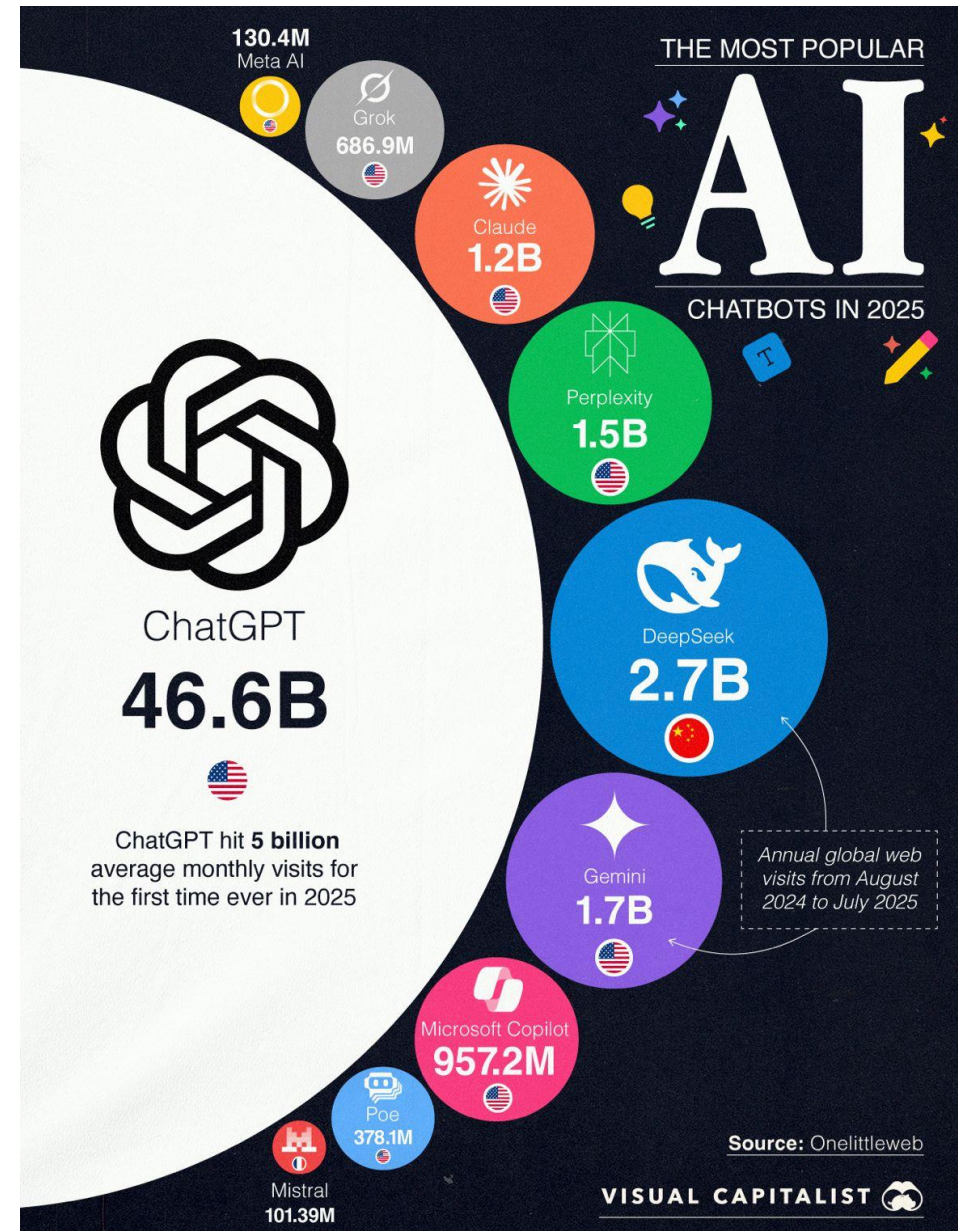
* Google's AI Mode, AI overviews, ChatGPT and Perplexity
Based on 150 thousand citations from 5,000 randomly selected keywords from Semrush database.
Source: Semrush



statista

Top Players

- The top 10 AI chatbots alone captured almost **60% of all AI web traffic** between August 2024 and July 2025.
- Total visits to AI chatbots doubled in a single year, marking a **123% increase** in overall engagement across the top platforms.



Market Size

- According to a new **UNCTAD** report, the global AI market is projected to experience a massive **25-fold increase**, soaring from **\$189 billion** in 2023 to **\$4.8 trillion** by 2033, an annual growth rate of **38%** that would make the sector as large as the entire German economy.



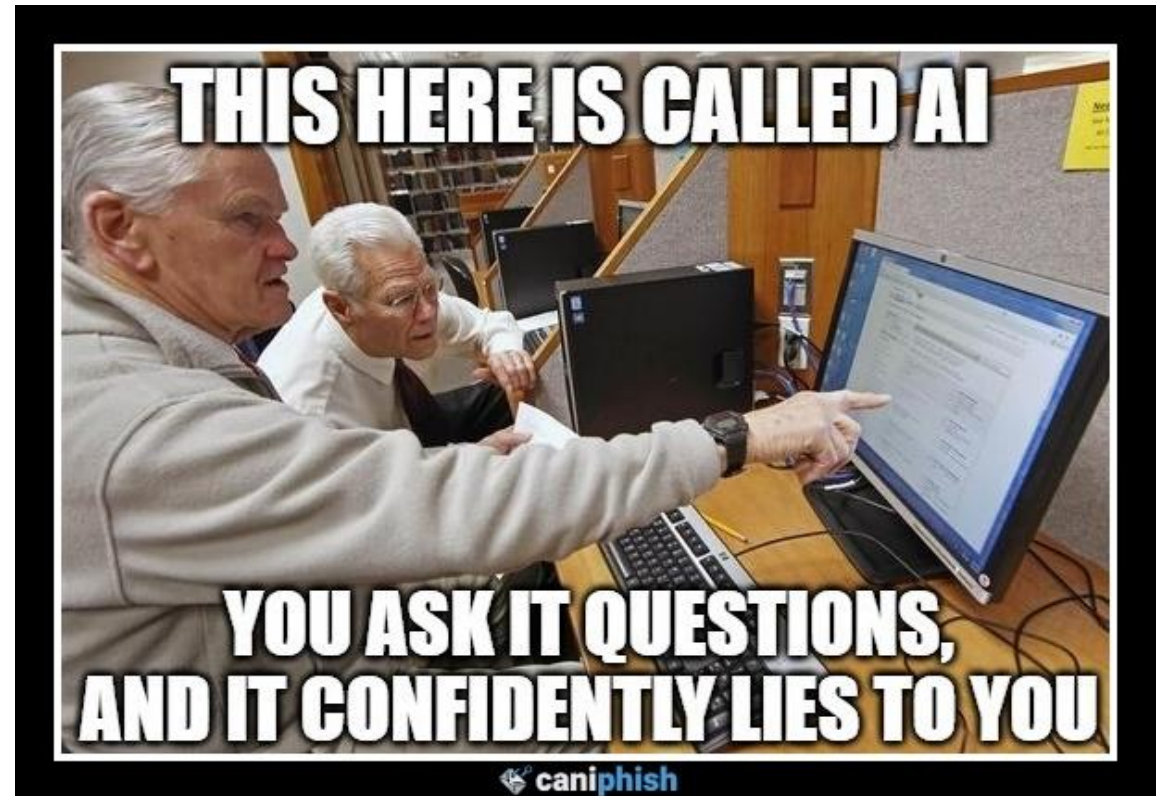
Where AI Fits Best

- 1. Pattern-heavy work
- 2. High-volume iteration
- 3. Precision under constraints
- 4. Translation & abstraction
- 5. Simulation & search



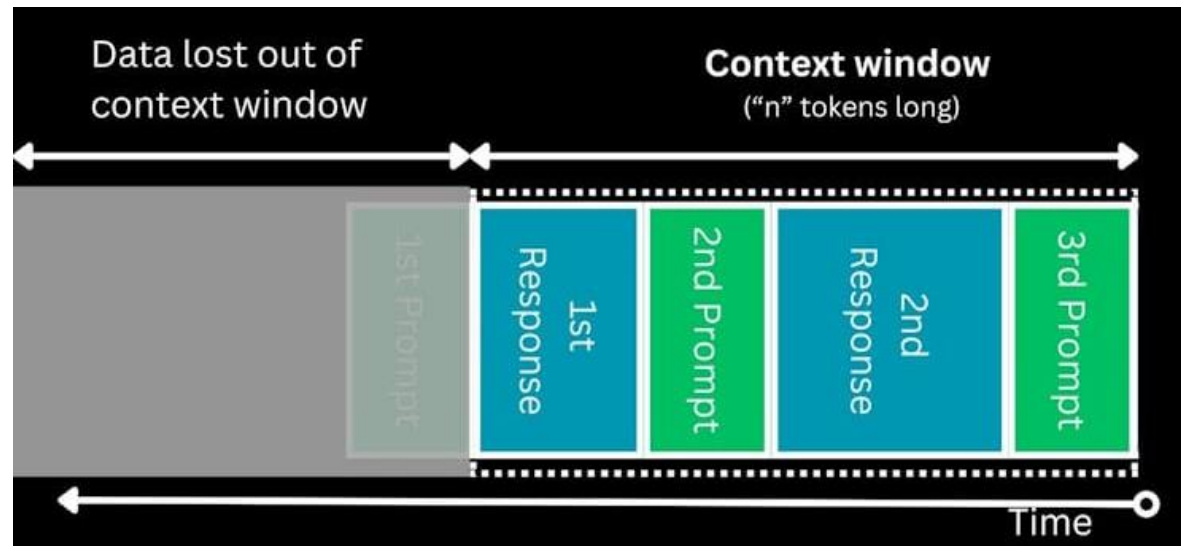
Where Humans Fit Best

- 1. Taste & judgment
- 2. Meaning & intent
- 3. Community & trust
- 4. Non-obvious leaps
- 5. Emotional granularity



What is Prompt Engineering?

- **Prompt engineering** is the process of structuring or crafting an instruction in order to produce better outputs from a generative artificial intelligence (AI) model.



Prompt Engineering Basics



Prompt Engineering Basics

- 1. Task
- 2. Context
- 3. Examples
- 4. Persona
- 5. Format
- 6. Tone

must **important** **nice to have**

Example #1

- Be a friendly dietitian. Think step-by-step and decide if intermittent fasting suits me. I'm 30, active, no health issues. Use style: "Short answer → reasoning → tips." Format: 3 bullets + 20-word summary. Tone neutral and to-the-point.

must **important** **nice to have**

Example #2

- Be a multidisciplinary life coach. Think step-by-step and determine if I should adopt a tiny dog with the personality of a small mafia boss. I work from home. Use style: “Short answer → reasoning → tips.” Format: 3 bullets + 20-word summary. Tone: Demanding and concise.

must **important** **nice to have**

Example #3

- Be a professional email writer. Task: Think step-by-step and draft a polite follow-up email about a project proposal. Context: I shared the proposal two weeks ago and want to check status without pressure. Example: “Brief intro → reminder → soft check-in → thanks.” Format: 120 words max. Tone: Courteous and concise.

must **important** **nice to have**

Customization?

Personalization

Base style and tone
Set the style and tone of how ChatGPT responds to you. This doesn't impact ChatGPT's capabilities.

Default ▾

Characteristics
Choose additional customizations on top of your base style and tone.

Warm

Default ▾

Enthusiastic

Less ▾

Headers & Lists

Default ▾

Emoji

Less ▾

Nickname

What should ChatGPT call you?

Occupation

Small-batch home sourdough baker

More about you

Interests, values, or preferences to keep in mind

Memory ⓘ

Manage

Reference saved memories

Let ChatGPT save and use memories when responding.

☒

Metaprompting

My favorite:

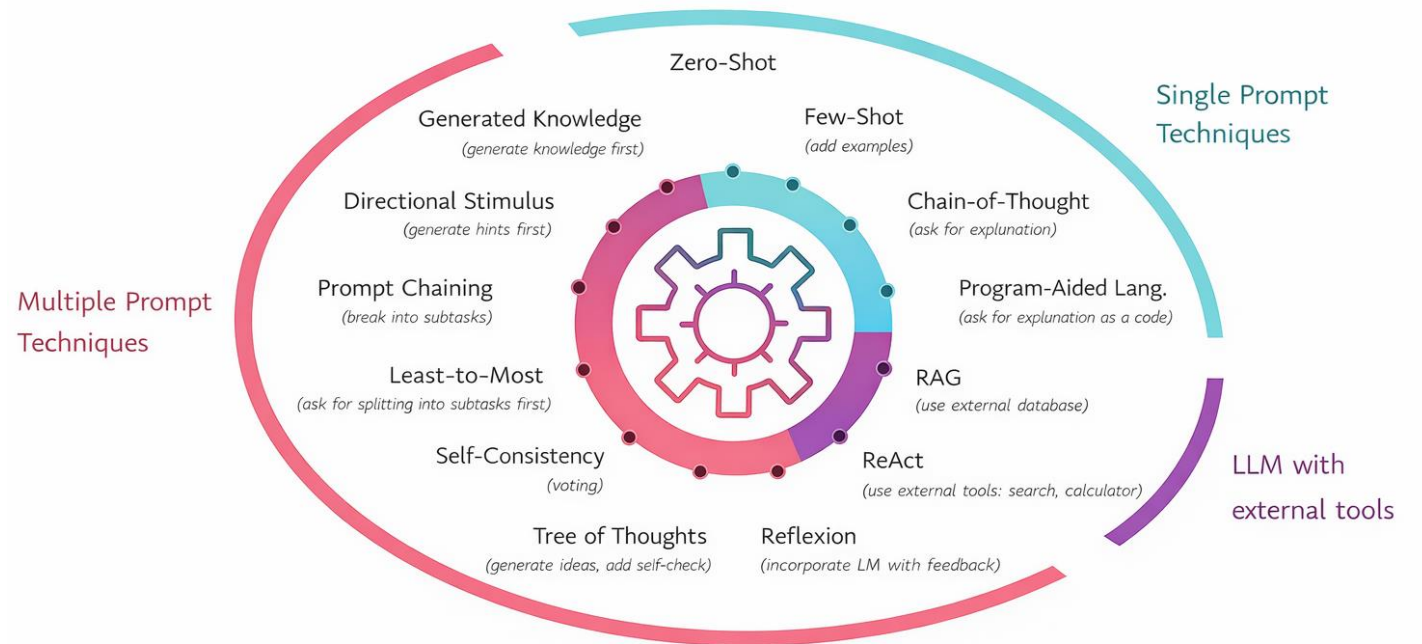
“Before answering, rewrite my prompt to make it optimal.”

- “Ask clarifying questions before answering if the prompt is ambiguous.”
- “If uncertain, say ‘I’m not sure’ instead of guessing.”
- “Provide multiple distinct options, not minor variations.”
- “Show the reasoning briefly, then give the answer.”
- “Tell me what additional information you would need to improve the answer.”

Prompting Techniques

- Single Prompt
- Multiple Prompt
- External Prompt

Prompt Engineering Techniques



Working with Uploads (Words, Excel, CSV, PDFs, Images)

Excel / CSV

- State column names
- Ask for summary stats before analysis
- Request schema extraction

Word Docs

- Ask for structured breakdown (headings, bullets, sections)
- Request outline before full summary

PDFs

- Clarify text vs tables vs figures
- Specify page ranges
- Ask for OCR step if scanned

Images

- Ask “What do you see?” before “Interpret this”
- For diagrams: define labels/relationships
- For documents: OCR first





Do's

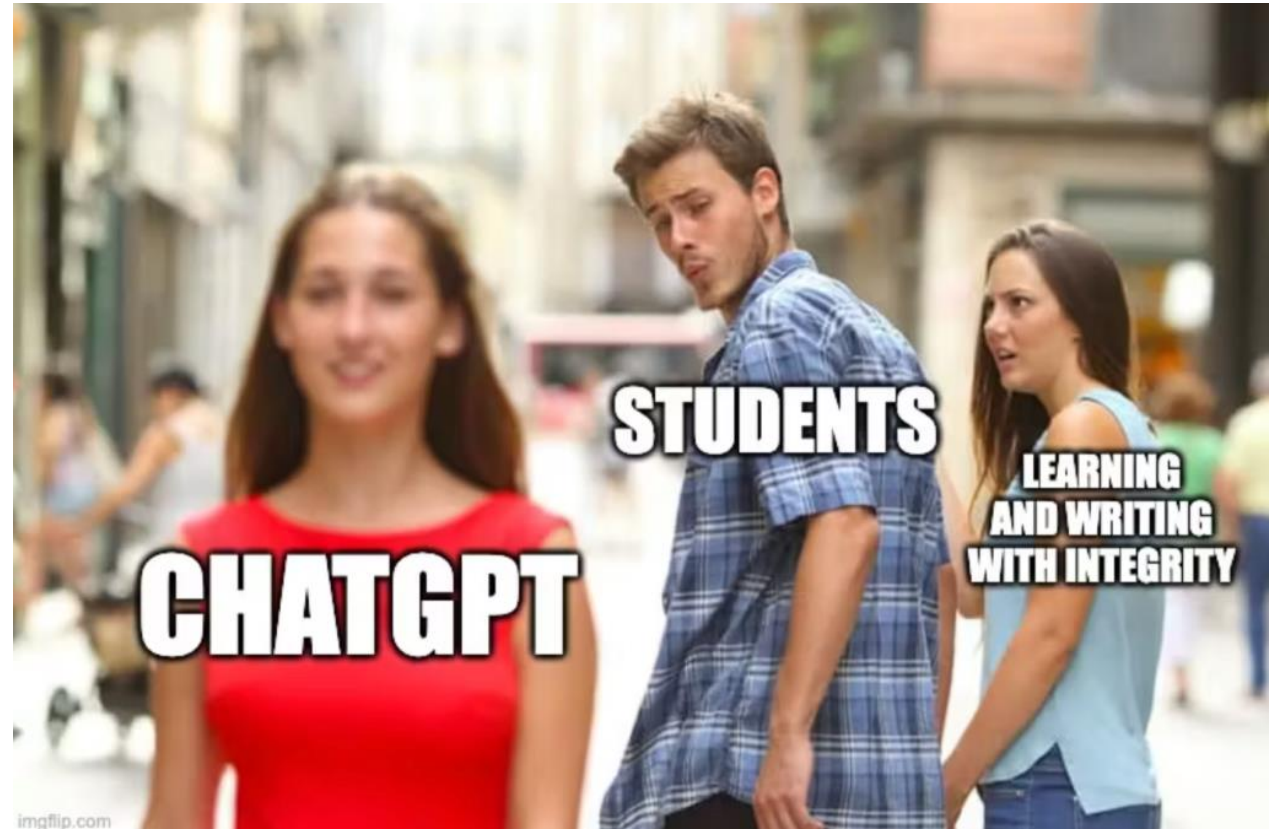
- Always specify **who, what, how long, in what tone, and for which audience.**
- Give clear **context** (data source, time range, region).
- Use **structured prompts** with labeled sections.
- Request **reasoning** and **validation.**
- Log **effective prompts** and share them internally.

Don'ts

- Write vague or affirmative prompts (“Tell me about X”).
- Assume the model understands domain terminology by default.
- Copy-paste raw outputs into reports without verification.
- Use conflicting or nested instructions.
- Feed confidential data into public models.

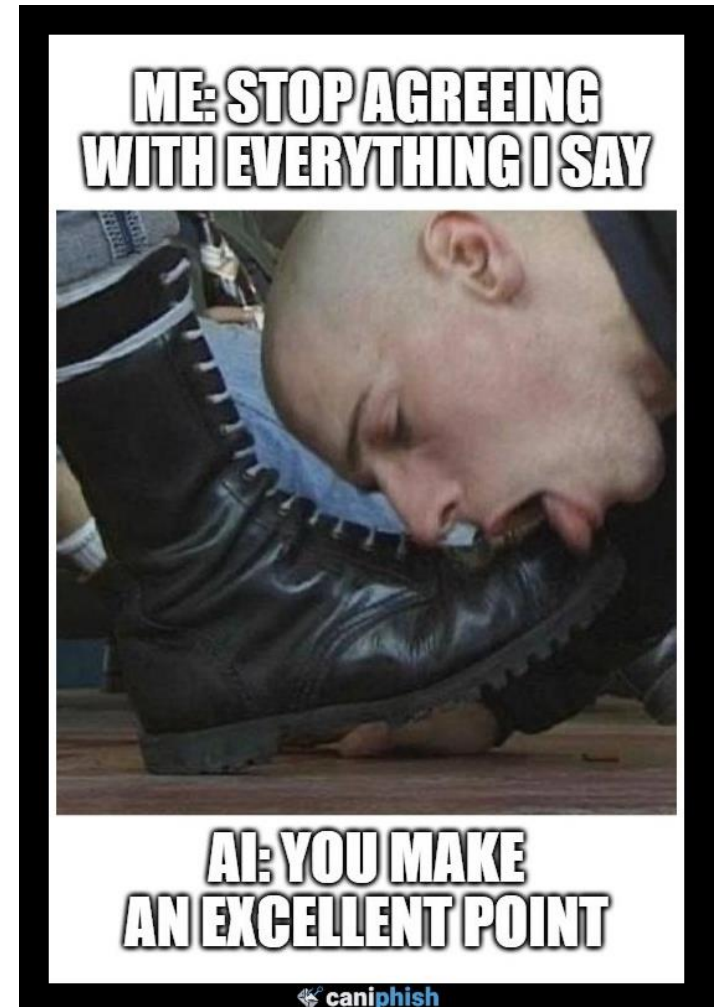
Risks and Limitations of LLMs

- Hallucination
- Over-agreement
- Outdated knowledge
- Over-generalization
- Bias



7 Deadly Sins of LLMs

- Counting & Quantitative Tasks
- Keeping “As-Is” / Literal Reproduction
- Precision Formatting Tasks
- Citation / Reference Generation
- Exhaustive Extraction Tasks
- Verification Tasks (Truth-checking)
- Long-Context Consistency Tasks



Top 10 AI Phrases

- These words and phrases are ranked based on the frequency they appear in AI documents, compared to human documents in GPTZero research of 3.3 million texts.

GPTZero			Products ▾	Solutions ▾	Resources ▾	Pricing	News	Team
Phrase		Frequency used by AI vs. Human						
1.	provide a valuable insight	468x more frequent in AI						
2.	left an indelible mark	317x more frequent in AI						
3.	play a significant role in shaping	207x more frequent in AI						
4.	an unwavering commitment	202x more frequent in AI						
5.	open a new avenue	174x more frequent in AI						
6.	a stark reminder	166x more frequent in AI						
7.	play a crucial role in determining	151x more frequent in AI						
8.	finding a contribution	139x more frequent in AI						
9.	crucial role in understanding	135x more frequent in AI						
10.	finding a shed light	121x more frequent in AI						

Brandnew Phrases!

- **AI Washing**

The practice of claiming a product, service, company, or workflow is powered by AI, when in reality the AI component is superficial, non-existent, or irrelevant.

- **Workslop**

AI-generated work content (emails, reports, slides) that appears “done” but actually lacks the depth or relevance to meaningfully advance a task.

- **Human-in-the-Loop (HITL)**

A workflow where humans remain actively involved in reviewing, correcting, and steering AI outputs.

- **Frankenstein Prompt**

A messy prompt stitched together from many unrelated instructions, examples, or edits, causing the AI to produce incoherent or inconsistent output.

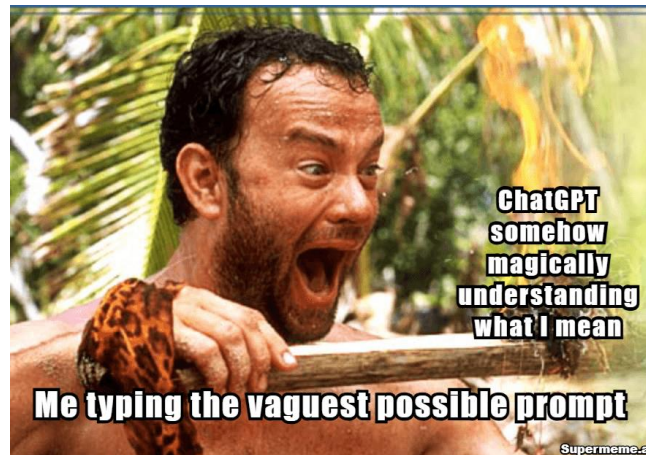
- **Prompt Fatigue**

The mental exhaustion from constantly rewriting prompts, tweaking instructions, and fixing AI-generated mistakes.



Bottomline:

Zero-effort Prompting!
(Read my mind please)



Are we ready?

NEWS

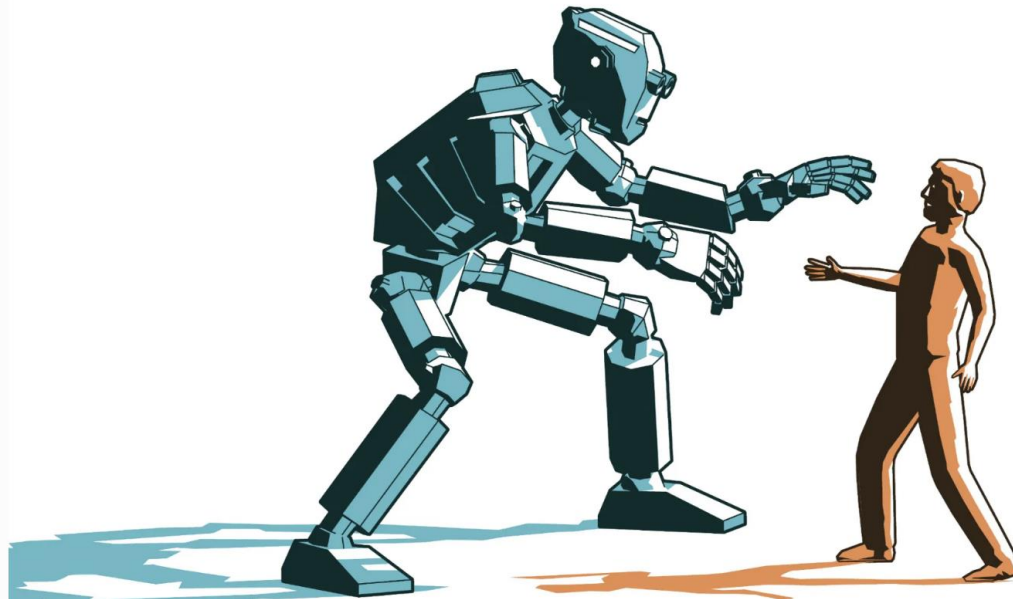
[Artificial Intelligence and Machine Learning](#)

The AI Deskilling Paradox

Gains from AI may lessen the value of individual expertise and erode the capacity of organizations.

By [Samuel Greengard](#)

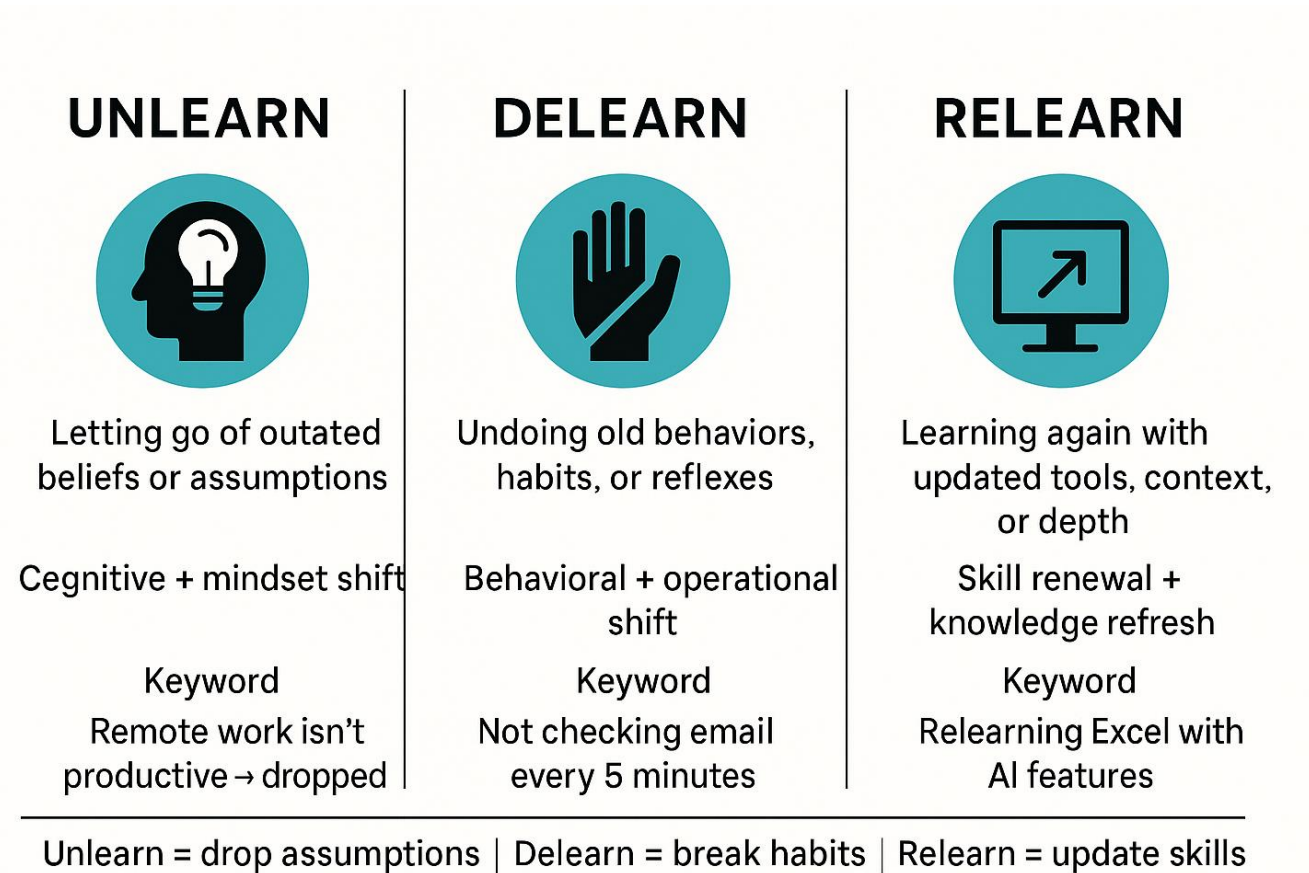
Posted Nov 7 2025



WIPO's Approach

- Select the right model for data classification (confidential/public).
- Start simple, refine iteratively.
- State your intent, audience, and tone.
- Save and share good prompts via the WIPO Prompt Repository (ai@wipo.int).
- Always verify citations and note AI assistance in final outputs.

Redefining Learning?



Redefining Skills?



RESKILL

- Learning new skills for a different job
- Career change or transition

Example: Reskilling into cybersecurity



UPSKILL

- Learning advanced skills for your current job
- Career growth or development

Example: Upskilling in data analysis



CROSS-SKILL

Learning related skills across different fields

- Career adaptability or versatility

Example: Cross-skilling in design and marketing

Reskill = new job | Upskill = grow in current job | Cross-skill = broaden skills

Final Remarks..

- Working with AI becomes a meta-skill, like digital literacy or English proficiency.
- Reskilling and “continuous learning” stop being buzzwords and become a default lifestyle: micro-learning loops, AI mentors, frequent role shifts.
- People and organizations that treat AI as a partner, not a gimmick or a threat, get outsized advantages.

