

Prompt Engineering

Prompting Patterns and Chain-of-Thought

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OVERVIEW OF GENERATIVE ARTIFICIAL INTELLIGENCE (AI)

- ▶ Subset of AI that uses machine learning to create new, original content.
- ▶ Generates images, text, or music by learning patterns from existing data.
- ▶ Large Language Models (LLMs) are a key type of generative AI.
- ▶ LLMs, like ChatGPT, produce natural language texts.
- ▶ Built with millions or billions of parameters, trained on vast text datasets.
- ▶ Capable of tasks: answering questions, summarizing, writing essays, and generating stories.
- ▶ Learn from their outputs, improving over time.
- ▶ Lack true knowledge or understanding of generated material.
- ▶ Generate content based on existing patterns, not comprehension.
- ▶ May present false facts as true ("hallucinations").

LLMs cannot read your mind

Prompt engineering is a rapidly developing field that influences the interactions and outputs of generative artificial intelligence models.

- ▶ Textual input to guide LLM model output.
- ▶ It could be a simple question to detailed descriptions or tasks
- ▶ Depends on the model, whether image generation (DALL·E 3, Midjourney, Stable Diffusion) or LLMs (GPT-4/5, Claude, Gemini, Llama, Grok, and others).
- ▶ Key components: Instructions, questions, input data, examples.

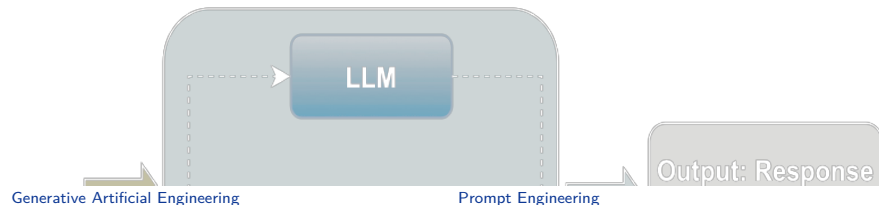
TYPES OF PROMPTS IN LLMS

- ▶ Basic Prompts: Direct questions or simple instructions.
- ▶ Advanced Prompts: Complex structures, logical reasoning.
- ▶ Chain of Thought Prompting: Guiding model through reasoning process.
- ▶ Contextual Prompts: Considering specific context or domain.
- ▶ Exemplar-based (few-shot) Prompts: Providing examples for guidance.

The less the model guesses, the more likely it is to get what you want.

COMPONENTS OF PROMPT

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INTRODUCTION TO PROMPT-BASED LEARNING

- ▶ Prompt-based learning reframes traditional NLP tasks by leveraging LLMS trained to predict text probabilities.
- ▶ It transforms tasks into a text completion or fill-in-the-blank format.
- ▶ Instead of predicting $p(y | x; \theta)$ (as in supervised learning), it focuses on modeling $p(x; \theta)$, where x is the input text.
- ▶ This reduces or eliminates the need for large annotated datasets.

KEY IDEA AND MATHEMATICAL OBJECTIVE

Key Idea:

- ▶ Use a pre-trained LLM to evaluate the probability of text completions.
- ▶ Leverage LLM's knowledge acquired from pre-training on large corpora.

Mathematical Objective:

- ▶ Given an input x , find the output $\hat{y}$ that maximizes:

$$\hat{y} = \arg \max_y P(p(x, y); \theta)$$

- ▶ Here:
 - ▶ $p(x, y)$: A prompt combining input x and possible output y .
 - ▶ θ : Parameters of the language model.

What is a Prompt?

- ▶ A prompt $p(x, y)$ is a reformulation of input x that guides the LLM to predict y .
- ▶ Includes:
 - ▶ Input slot $[X]$ for x .
 - ▶ Answer slot $[Z]$ for z , the intermediate text leading to y .

Example: Sentiment Analysis

- ▶ Input Text (x): I love this movie.
- ▶ Template: $[X]$ Overall, it was a $[Z]$ movie.
- ▶ Prompt ($p(x, y)$): I love this movie. Overall, it was a $[Z]$ movie.

INPUT SLOT ([X])

- ▶ Represents the location in the template where the input x is inserted.
- ▶ Example:
 - ▶ Input: $x = \text{I love this movie.}$
 - ▶ Slot [X] is replaced with this text.
 - ▶ Template: [X] Overall, it was a [Z] movie.

ANSWER SLOT ([Z])

- ▶ Placeholder for the intermediate reasoning or output z .
- ▶ z is an intermediate text representation (e.g., descriptive reasoning or classification) that leads to the final prediction y .
- ▶ Example:
 - ▶ In sentiment analysis, z could be positive.
 - ▶ Template: [X] Overall, it was a [Z] movie.

TEMPLATE

- ▶ A predefined structure that incorporates [X] and [Z].
- ▶ Example: Template: [X] Overall, it was a [Z] movie.
- ▶ Slots [X] and [Z] allow flexibility in adapting the input and reasoning process.

FINAL PROMPT $p(x,y)$

- ▶ The completed prompt is formed by filling the slots $[X]$ and optionally predicting $[Z]$.
- ▶ Example:
 - ▶ Input: $x = \text{I love this movie.}$
 - ▶ Template: $[X]$ Overall, it was a $[Z]$ movie.
 - ▶ Final Prompt: $p(x,y) = \text{I love this movie. Overall, it was a } [Z] \text{ movie..}$

SCORING THE PROMPT

- ▶ Evaluate the probability assigned by the LLM to the prompt $p(x,y)$: $P(p(x,y);\theta)$
- ▶ Key elements:
 - ▶ $p(x,y)$: The prompt containing the input x and candidate output y .
 - ▶ θ : Parameters of the language model.
- ▶ Higher probabilities indicate more plausible completions.

SELECTING THE OUTPUT

- ▶ Choose $\hat{y}$ as the y that maximizes $P(p(x,y);\theta)$:

$$\hat{y} = \arg \max_y P(p(x,y);\theta)$$

- ▶ Process:
 1. Evaluate $P(p(x,y);\theta)$ for all possible y .
 2. Select y with the highest probability.
- ▶ $\hat{y}$: The predicted or selected output.

EXAMPLE: SENTIMENT ANALYSIS

- ▶ **Input:** $x = \text{I love this movie.}$
- ▶ **Template:** $[X]$ Overall, it was a $[Z]$ movie.
- ▶ **Scoring:**
 - ▶ Possible completions for $[Z]$:
 - ▶ $z = \text{great}, P(p(x,y);\theta) = 0.8$
 - ▶ $z = \text{bad}, P(p(x,y);\theta) = 0.2$
 - ▶ *Prompts:*
 - ▶ $p(x,y) = \text{I love this movie. Overall, it was a great movie.}$
 - ▶ $p(x,y) = \text{I love this movie. Overall, it was a bad movie.}$
- ▶ **Selection:**
 - ▶ Select z with the highest probability: $z = \text{great.}$
 - ▶ Final output $\hat{y}$: Positive sentiment.

SIGNIFICANCE OF SCORING THE PROMPT

- ▶ Ensures the model predicts the most plausible and contextually appropriate output.
- ▶ Combines:
 - ▶ Effective prompt design.
 - ▶ The LLM's generative capabilities.
- ▶ Balances probability-based evaluation and structured reasoning.

ADVANTAGES OF PROMPT-BASED LEARNING

- ▶ Requires fewer labeled datasets compared to supervised learning.
- ▶ Leverages the general knowledge encoded in pre-trained LLMs.
- ▶ Adapts easily to new tasks by simply designing appropriate prompts.
- ▶ Can incorporate task-specific examples through few-shot learning.

CHALLENGES OF PROMPT-BASED LEARNING

- ▶ Designing effective prompts is non-trivial.
- ▶ Performance is sensitive to minor changes in prompt phrasing.
- ▶ Might require manual effort or automated prompt engineering.
- ▶ May struggle with tasks requiring highly specific domain knowledge.

Step Description: A prompting function $f_{\text{prompt}}(\cdot)$ is applied to modify the input text x into a prompt x' as follows:

$$x' = f_{\text{prompt}}(x)$$

Key Steps in f_{prompt} :

1. Apply a Template:

- ▶ A textual string with two slots:
 - ▶ [X]: Input slot for x .
 - ▶ [Z]: Answer slot for an intermediate answer text z , which will later map to y .

2. Fill the Slots:

- ▶ Fill [X] with the input text x .

EXAMPLES OF PROMPT ADDITION

Example 1: Sentiment Analysis

- ▶ Input Text (x): I love this movie.
- ▶ Template: [X] Overall, it was a [Z] movie.
- ▶ Prompt (x'): I love this movie. Overall, it was a [Z] movie.

Example 2: Machine Translation

- ▶ Input Text (x): A sentence in Finnish.
- ▶ Template: Finnish: [X] English: [Z]
- ▶ Prompt (x'): Finnish: (input sentence) English: [Z]

ADVANTAGES OF PROMPT-BASED LEARNING

- ▶ Bypasses the need for large labeled datasets.
- ▶ Leverages the LM's general knowledge (pre-trained on large corpora).
- ▶ Can adapt to new tasks with minimal data.

CHALLENGES AND EXTENSIONS

Challenges:

- ▶ Designing effective prompts (manual or automated).
- ▶ Prompt sensitivity: Small changes in phrasing can affect results.

Extensions:

- ▶ Few-shot prompting: Use a few labeled examples in the prompt.
- ▶ Chain-of-thought prompting: Guide the LM with step-by-step reasoning.

- ▶ **Objective:** Explore how generating a chain of thought improves large language models' reasoning abilities.
- ▶ **Method:** Utilize *chain-of-thought prompting*. It provides intermediate reasoning steps as exemplars to enhance performance on complex tasks.
- ▶ **Key Findings:** Significant improvements in arithmetic, commonsense, and symbolic reasoning tasks.

ZERO-SHOT PROMPTING

- ▶ **Zero-shot prompting** refers to performing a task using a language model (LM) without any task-specific labeled examples or additional training.
- ▶ The LM relies on its pre-trained knowledge to interpret and complete the task based on the provided instructions in the prompt.
- ▶ No prior task-specific fine-tuning or examples are provided.
- ▶ Works best when the task is clear and the LM has encountered similar contexts during pre-training.

KEY IDEA OF ZERO-SHOT PROMPTING

Objective: Use the LM's pre-trained knowledge to generate the desired output y for an input x , guided solely by the prompt.

- ▶ Given an input x , construct a natural language instruction in the prompt.
- ▶ The LM predicts the output y directly:

$$\hat{y} = \arg \max_y P(p(x, y); \theta)$$

- ▶ Example structure of the prompt:
 - ▶ Task description: "Translate the following text."
 - ▶ Input: "[Input text]."
 - ▶ Instruction guides the LM to generate the output.

EXAMPLE 1: SENTIMENT ANALYSIS

Task: Determine the sentiment (positive, negative, or neutral) of the input text.

Prompt:

- ▶ "What is the sentiment of the following review? 'I love this product!'"

LM Response:

- ▶ "Positive."

Key Point:

- ▶ The LM interprets the instruction and predicts the sentiment based on its pre-trained knowledge.

EXAMPLE 2: MACHINE TRANSLATION

Task: Translate a sentence from English to French. **Prompt:**

- ▶ "Translate the following sentence from English to French: 'I am going to the market.'"

LM Response:

- ▶ "Je vais au marché."

Key Point:

- ▶ The LM uses its pre-trained multilingual knowledge to perform the task without needing any examples.

EXAMPLE 3: TEXT COMPLETION

Task: Complete a sentence based on the given context. **Prompt:**

- ▶ "Complete the following sentence: 'The quick brown fox jumps over the...'"

LM Response:

- ▶ "lazy dog."

Key Point:

- ▶ The LM draws on commonly seen patterns to generate an appropriate and meaningful completion.

ADVANTAGES OF ZERO-SHOT PROMPTING

- ▶ No labeled data or fine-tuning required for specific tasks.
- ▶ Efficient and flexible for a wide range of tasks.
- ▶ Allows the LM to leverage its general knowledge from pre-training.
- ▶ Easy to use with clear instructions in natural language.

CHALLENGES OF ZERO-SHOT PROMPTING

- ▶ Performance depends heavily on the clarity and phrasing of the prompt.
- ▶ May struggle with complex or niche tasks outside the LM's pre-trained knowledge.
- ▶ No feedback or task-specific learning occurs.
- ▶ Sensitive to ambiguous or poorly designed prompts.

SUMMARY OF ZERO-SHOT PROMPTING

- ▶ Zero-shot prompting uses a language model's pre-trained knowledge to perform tasks without labeled data or examples.
- ▶ It reframes tasks using natural language instructions within the prompt.
- ▶ Works best for tasks where the LM has sufficient pre-trained knowledge.
- ▶ Clear prompt design is crucial for effective zero-shot prompting.

CHAIN-OF-THOUGHT PROMPTING

- ▶ **Definition:** A prompting method where models are given input-output pairs along with intermediate reasoning steps.
- ▶ **Benefits:**
 - ▶ Decomposes complex problems into manageable steps.
 - ▶ Provides interpretability and debugging opportunities.
 - ▶ Applicable to various reasoning tasks (e.g., math word problems).

CHAIN-OF-THOUGHT PROMPTING

- ▶ Chain-of-Thought (CoT) prompting is a technique that enables language models to perform complex reasoning tasks by breaking them into smaller, interpretable steps.
- ▶ Encourages the model to "think aloud" and generate intermediate reasoning steps instead of producing a single answer directly.
- ▶ Particularly effective for mathematical reasoning, logical inference, and commonsense reasoning.

KEY IDEA OF CHAIN-OF-THOUGHT PROMPTING

- ▶ Traditional prompting predicts output y directly:

$$\hat{y} = \arg \max_y P(y \mid x; \theta)$$

- ▶ CoT prompting predicts a sequence of intermediate reasoning steps:

$$\hat{z} = \arg \max_z P(z \mid x; \theta)$$

where z represents reasoning steps, and the final answer $\hat{y}$ is derived from z .

- ▶ This step-by-step reasoning improves the model's ability to solve complex tasks.

EXAMPLE 1: MATHEMATICAL REASONING

Task: What is 17 multiplied by 23? **Prompt:**

- ▶ "Solve step-by-step: What is 17 multiplied by 23?"

CoT Reasoning:

- ▶ Step 1: "First, multiply 17 by 20 to get 340."
- ▶ Step 2: "Next, multiply 17 by 3 to get 51."
- ▶ Step 3: "Add the results: $340 + 51 = 391$."

Final Answer: 391.

EXAMPLE 2: COMMONSENSE REASONING

Task: If Alice has 3 apples and gives 2 to Bob, how many does she have left?

Prompt:

- ▶ "Think step-by-step: If Alice has 3 apples and gives 2 to Bob, how many does she have left?"

CoT Reasoning:

- ▶ Step 1: "Alice starts with 3 apples."
- ▶ Step 2: "She gives 2 apples to Bob, so she loses 2 apples."
- ▶ Step 3: " $3 - 2 = 1$."

Final Answer: 1 apple.

EXAMPLE 3: LOGICAL INFERENCE

Task: All cats are animals. Whiskers is a cat. Is Whiskers an animal? **Prompt:**

- ▶ "Reason step-by-step: All cats are animals. Whiskers is a cat. Is Whiskers an animal?"

CoT Reasoning:

- ▶ Step 1: "All cats are animals, so any cat must also be an animal."
- ▶ Step 2: "Whiskers is a cat."
- ▶ Step 3: "Therefore, Whiskers is an animal."

Final Answer: Yes, Whiskers is an animal.

STANDARD PROMPTS VS COT PROMPTS

Prompting

He buys 2 more cans of tennis balls. How many now?

Chain-of-Thought Prompting

Model Input

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: Roger started with 5 balls. 2 cans of tennis balls. 5 + 6 = 11

ADVANTAGES OF CHAIN-OF-THOUGHT PROMPTING

- ▶ Improves performance on complex reasoning tasks.
- ▶ Makes the reasoning process interpretable and transparent.
- ▶ Reduces errors caused by directly predicting the output without intermediate steps.
- ▶ Generalizes well to tasks requiring multiple reasoning steps.

CHALLENGES OF CHAIN-OF-THOUGHT PROMPTING

- ▶ Sensitive to prompt design; poorly phrased prompts can lead to incorrect reasoning.
- ▶ May generate overly verbose or redundant reasoning steps.
- ▶ Requires larger or more capable language models for effective performance.
- ▶ Performance can degrade for tasks requiring domain-specific expertise.

SUMMARY OF CHAIN-OF-THOUGHT PROMPTING

- ▶ Chain-of-Thought (CoT) prompting enables models to solve complex tasks by reasoning step-by-step.
- ▶ Converts the problem into a sequence of intermediate reasoning steps before arriving at the final answer.
- ▶ Effective for mathematical, logical, and commonsense reasoning tasks.
- ▶ Clear, structured prompts are crucial for leveraging the benefits of CoT prompting.

BEYOND BASIC PROMPTING

- ▶ **Few-shot prompting**: include a handful of worked examples in the prompt
- ▶ **Self-consistency**: sample several chain-of-thought answers and take a majority vote
- ▶ **Retrieval-Augmented Generation (RAG)**: retrieve relevant documents and add them to the prompt to ground answers and reduce hallucination
- ▶ **Tool / function calling**: let the model invoke external tools (search, code, calculators, APIs)
- ▶ **ReAct**: interleave reasoning steps with tool actions
- ▶ **System prompts**: set persistent role, tone, and constraints separate from the user turn
- ▶ **Structured output**: request JSON or a schema for machine-readable results

BEST PRACTICES FOR CRAFTING PROMPTS

- ▶ Clear and concise language.
- ▶ Specific goals and requirements.
- ▶ Relevant context and examples.
- ▶ Iterative refinement and testing.
- ▶ Consider model capabilities and limitations.

CONCLUSION

- ▶ Prompts are crucial for effective AI output.
- ▶ Understanding prompt types and components is key.
- ▶ Crafting effective prompts requires clarity and specificity.
- ▶ Continuous refinement and testing ensure optimal results.
- ▶ Prompts will continue to evolve with AI advancements.

REFERENCES I