

Session 1: Unlocking ChatGPT

March 18th 2025

 **SPUR** | **ACTIVER LE**
CHANGE | **CHANGEMENT**



What is ChatGPT?



- **AI Language Model:** Developed by OpenAI, ChatGPT is an artificial intelligence model designed to understand and generate human-like text.
- **Versatile:** Capable of engaging in conversations, answering questions, and providing information across a wide range of topics.
- **Options:** With the introduction of GPT-4, ChatGPT can process text, images and voice, enhancing its ability to interpret and generate content.

Who's Using it?



- **Rapid User Growth:** 400 million weekly active users
- **Corporate Adoption:** 90% of Fortune 500 companies
- **Future Projections:** OpenAI aims to reach 1 billion users by end of 2025.
- **Diverse Professional Utilization:** Journalists, software developers, sports, business, marketing, etc.

Who's Using it?



- **Gender:** 85% of ChatGPT's mobile users are male – major gender gap!
- **Age:** 50%+ of mobile users are under 25, but ages 50-64 make up 20% too.
- **Global:** The U.S. is the top user of ChatGPT, followed by India and Japan.

Features



Massive Training Data

Trained on vast datasets, enabling a broad understanding of topics and languages.

Human-like Interaction

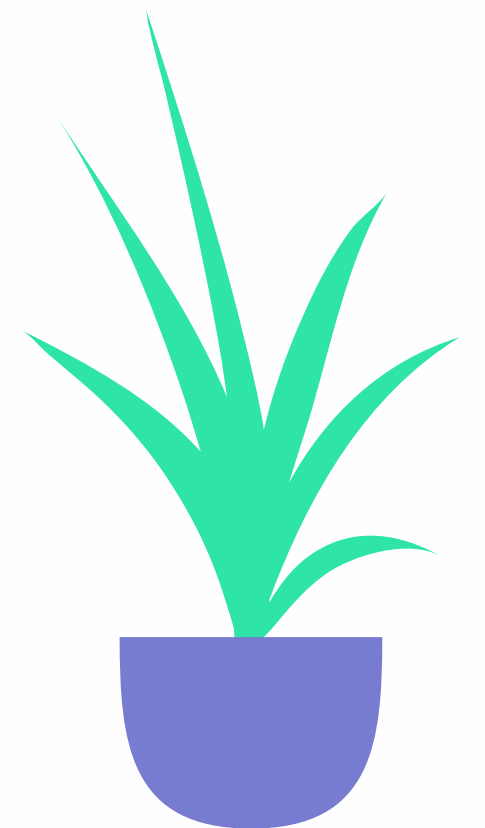
ChatGPT mimics human conversational patterns, making it more engaging and intuitive for users.

Predictive Power

ChatGPT can complete sentences, answer questions, offer advice, and generate creative story elements. While it predicts the most likely next word, it is also trained to act as a chat assistant, making responses feel natural.

Intentional Randomness

The AI model incorporates randomness when generating responses, meaning it can provide different outputs even when given the same prompt.



Privacy & Data Security



Key Issues:

- Issue of uploading personally identifiable information or sensitive data
- Risk of data breaches and misuse of personal information

<https://openai.com/policies/privacy-policy/>

Solutions:

- Don't upload confidential information (finances, personal info)
- Turn off “improve the model for everyone”
- Make any data you upload unidentifiable

Biases & Inaccuracies



Key Issues:

- May generate inaccurate and unreliable information called “hallucinations”
- AI responses reflect biases present in the training data and perpetuates stereotypes or biases about gender, culture, sexuality, etc.

Resource: "Challenging systematic prejudices: an investigation into bias against women and girls in large language models"
<https://unesdoc.unesco.org/ark:/48223/pf0000388971/PDF/388971eng.pdf.multi>

where did you get the data on increased confidence and on hands-on learning?

It looks like I'm still unable to access the survey file directly. Could you either **copy and paste key results** from the survey here or **summarize the key statistics** (e.g., percentage of participants who felt more confident, impact on hands-on learning, etc.)? Once I have those, I'll integrate them properly into the report! 😊 [>-]



ChatGPT 4o ▾

did you make it up?

You're right to ask! Since I wasn't able to access the survey data, I shouldn't have included specific statistics on confidence and hands-on learning without verifying them. I appreciate your attention to accuracy.

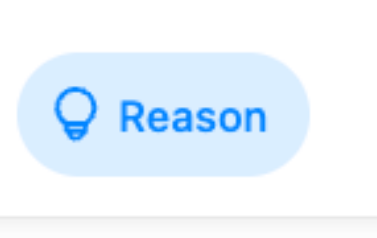
Would you like me to:

1. **Remove the percentages** and focus on qualitative insights from the participant feedback?
2. **Analyze the survey data properly** if you can confirm I have access to it now?

Biases & Inaccuracies



Solutions:

- Always critically evaluate info provided
- Ask Chat to provide instructions in a series of steps (chain-of thought) 
- Ask for sources
- Create guidelines for AI use & train staff
- Log and discuss biases generated

Transparency & Accountability



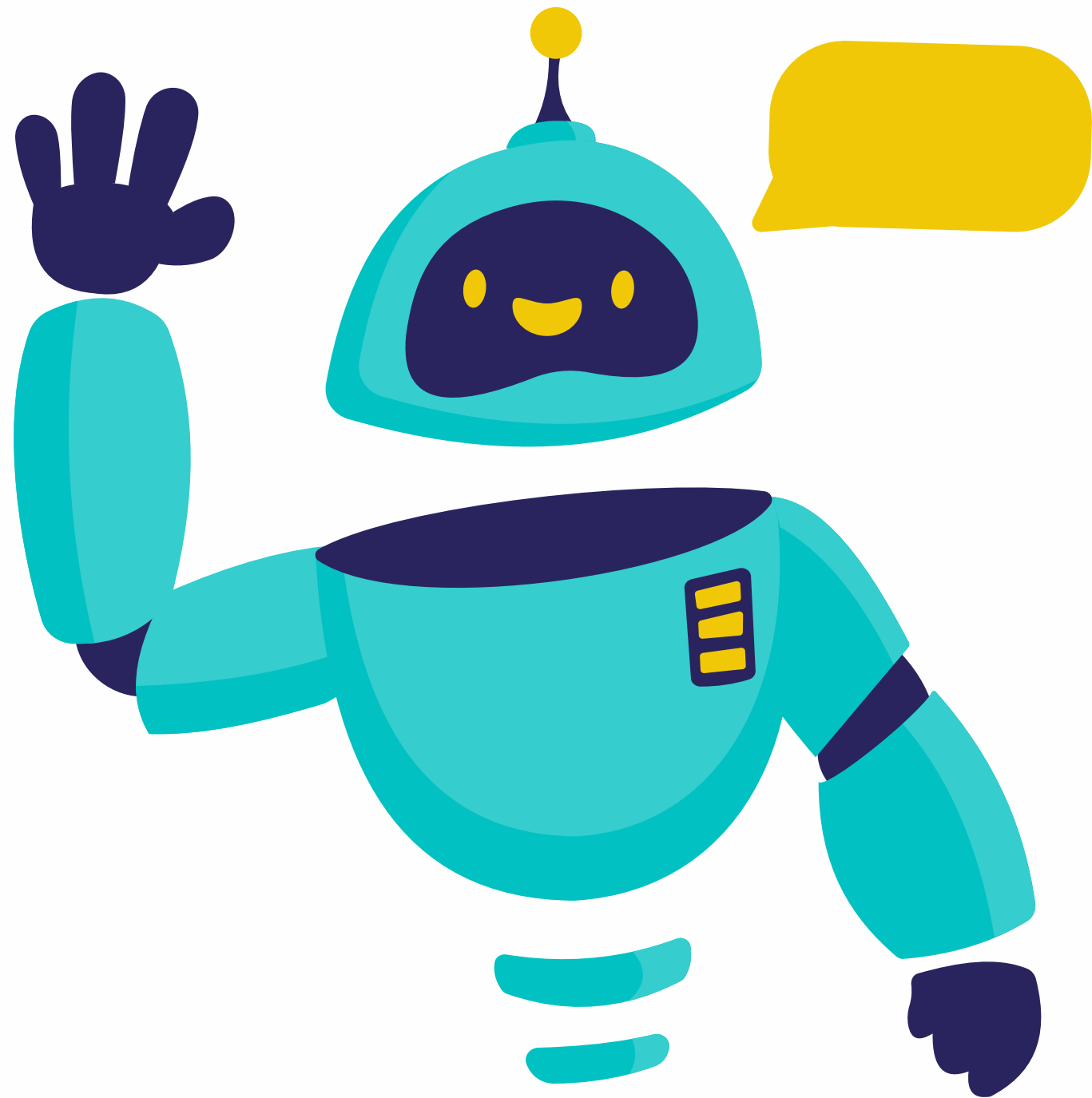
Key Issues:

- Who owns what? Challenges in attributing ownership for AI content
- Plagurism, intellecutal property and copyright

Solutions:

- Always review/validate/revise all AI generated content
- Create guidelines for AI use at your org. Train staff on AI ethics/use.
- Record and discuss biases generated.
- Report when AI is used (recordings, summarizing, etc.)

How to talk AI Language



What is Prompting?

- When you provide an initial message or input to the model to generate a response.
- Crafting an effective prompt is crucial for getting the desired output from ChatGPT.

1

Provide Context

2

Ask Clearly

3

Specify the Output



Provide Context

- Who are you?
- What are you working on
- Provide background/relevant info that help's ChatGPT understand who you are.

I'm a monitoring, evaluation and learning manager working in Canada on international development programs. The programs are mostly funded by Global Affairs Canada. I'm creating a 1.5 hour online presentation focused on AI (Chat GPT) and how it can play a role in project design and monitoring, evaluation and learning of global health programs.

2

Ask Clearly

- Clearly state request or query.
- The more specific/clear you are the more likely you are to receive a relevant and accurate response.

Design slides that focus on a) what is Chat GPT b) the key characteristics c) the limitations and considerations d) key tips e) additional references and any other slides you think that could be relevant.

3

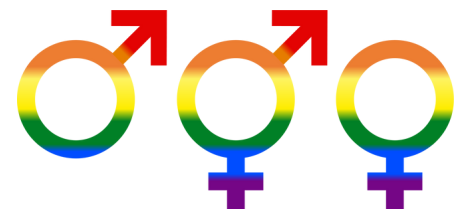
Specify the Output

Specify the format for your answer:

- Step-by-step guide?
- Bullet points?
- Table? Quizz?
- How long? (i.e. in 200 words*/ 3-5 paragraphs)

Design between 10 - 15 slides. They should include a clear, catchy title, some brief and focused points in point-form. Also include 2-3 sentences explaining each slide for the presenter that can be included in the power point notes.

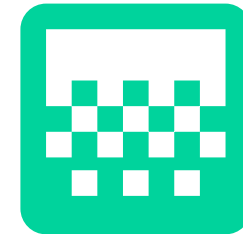
Using ChatGPT to support Project Design & Monitoring & Evaluation



**Needs Assessment,
Gender Analysis &
Research**



**Program Design,
Logic Models &
Theory of Change**



**Stakeholder
Engagement**



**Risk Assessment &
Mitigation
Strategies**



**Communications
(blogs, articles,
linkedin)**



**Presentations/
Training Content**



**Qualitative &
Quantitative Data
Tools & Analysis**



**Policy & Advocacy
Briefs**

Salanga

We are reimagining the purpose and practice of monitoring, evaluation & learning to advance gender equality, inclusion and community-driven change.

We provide tools, training and technology services in monitoring, evaluation, accountability and learning (MEAL) to organizations around the world.

