



# Enhancing Article Writings with Generative AI

Asian Media Access  
Project Coordinator  
Meejoo Choi


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# Prompt Engineering

## Why Prompt Engineering is Important

- **Purpose:**
  - To maximize the quality and relevance of the output generated by an AI model by providing well-structured and detailed prompts
  - more effectively, saving time and getting closer to your ideal outcome



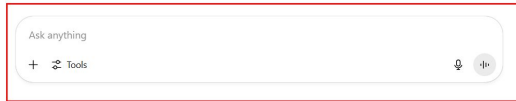


# How to use Prompt Engineering:

## 1 Provide Specific and Detailed information

ChatGPT-4o ▾

Ready when you are.

A screenshot of the ChatGPT-4o input field. It is a white rounded rectangle with a red border. Inside, the text "Ask anything" is in a light gray font. Below it, there is a plus icon, a "Tools" label with a gear icon, and a microphone icon on the right.

Clearly state what you need, including context, preferred tone, and any constraints.

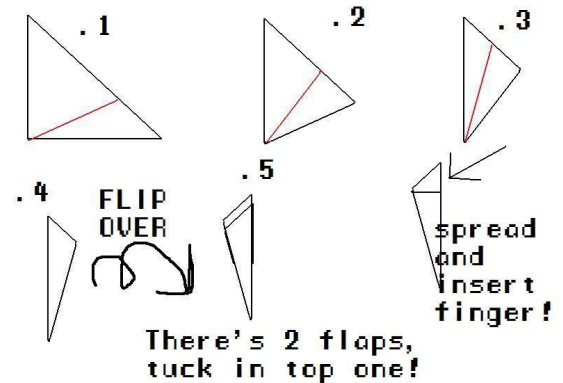
Example: Instead of saying, "Write an article," try: "Write a 500-word article on the **impact of social media on mental health**, using simple language and including at least two expert quotes."

## 2. Break Down Complex Requests

If you need help with a complex task, break it down into smaller parts.

- **Step-by-Step Approach Example:**

1. "Can you create an outline for an article about [topic]?"
2. "Now, can you expand on the first section of the outline with about 200 words?"
3. "Can you edit the draft to make it more engaging and concise?"





### 3. Provide Examples or Style Preferences

If you want a specific style or format, give an example or describe the tone and structure you're aiming for.

#### **Example:**

- “Write a product description in a playful and persuasive tone, similar to how Apple markets its products. Make it around 150 words and focus on highlighting the unique features.”
- ask for variations: “Can you rewrite this paragraph in a more conversational style?”

# How to use Generative AI For Writing

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## 1 Basic Grammar and Syntax Correction

- **Grammar Check:**
  - "Can you check the grammar in this paragraph, "----" ?"
  - "Are there any grammatical errors in the following text?"
- **Syntax Improvement:**
  - "Can you suggest a better way to phrase this sentence for clarity?"
  - "How can I improve the syntax in this complex sentence?"
- **Specific Grammar Concerns:**
  - "Is the use of commas correct in this passage?"
  - "Do I need a semicolon or a comma in this sentence?"



## 2 Style and Tone Consistency

- **Style Adherence:**
  - "Is this sentence consistent with academic writing standards?"
- **Tone Consistency:**
  - "Can you check if the tone is consistent throughout this article?"
  - "Please adjust the tone of this paragraph to match a more conversational style."
- **Stylistic Suggestions:**
  - "How can I make the tone of this paragraph more engaging for a younger audience?"
  - "Does this text maintain a professional tone suitable for a business report?"



### 3 Proofreading

- **General Proofreading:**
  - "Can you proofread this article for any errors or inconsistencies?"
  - "Please review this text and highlight any typos or mistakes."
- **Clarity and Readability:**
  - "Are there any parts of this article that are unclear or confusing?"
  - "How can I simplify this complex sentence for better understanding?"
- **Consistency and Flow:**
  - "Does the flow of ideas in this article make sense?"



## 4 Story Structuring

- **Organizing Content:**
  - "How should I structure an article about the — — — ?"
- **Placing Key Points:**
  - "How can I incorporate expert opinions into my investigative report seamlessly?"
- **Building a Compelling Narrative Flow:**
  - "Can you suggest ways to improve the flow of ideas in my piece on financial literacy?"



## 5 Networking and Collaboration

- **Drafting Professional Emails:**
  - "Can you help me draft an email to request an interview with a local politician?"
  - "How should I write a follow-up email to a source who hasn't responded?"

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# How to Use AI Responsibly



## Responsible & Safe Use

- 1) Always review the AI's suggestions – Make sure it sounds like you, not the AI
- 2) Cite sources when necessary – If AI helps with facts, double-check and give credit if using information in schoolwork.
- 3) Avoid sharing personal information – Not recommend giving AI your full name, address, school, or other private details.
- 4) AI can make mistakes — Emphasize that AI isn't perfect. Sometimes it gives wrong or silly answers!

# How to Keep Your Information Safe from ChatGPT Use

ChatGPT ▾

✦ Get Plus

What are you working on?

Ask anything

+ 🔗 Tools

🔊

👤 meejoo.choi@amamedia.org

⬆️ Upgrade plan

🕒 Personalize

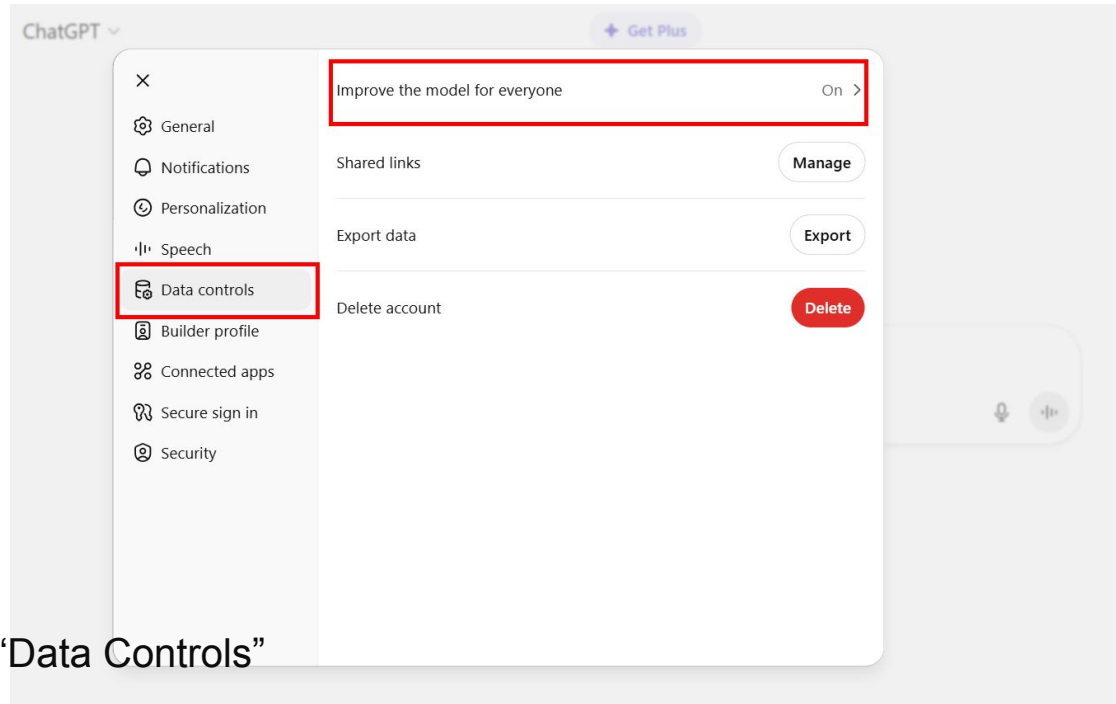
⚙️ Settings

📖 Help

🚪 Log out

- 1) Click your profile
- 2) Go to “Setting”





3) Go to “Data Controls”

4) Turn “OFF” the “Improve the model for everyone”



## Model improvement

Improve the model for everyone



Allow your content to be used to train our models, which makes ChatGPT better for you and everyone who uses it. We take steps to protect your privacy. [Learn more](#)

## Voice mode

Include your audio recordings



Include your video recordings



Include your audio and video recordings from Voice Mode to train our models. Transcripts and other files are covered by "Improve the model for everyone." [Learn more](#)

Done

“ON” = blue

“OFF” = gray

**What kind of app/tools  
available**

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## Introducing Tools



# Getliner

- Search engine AI
- Useful for researching as they provide sources on the side
- Friendly user interface

### free online tool for digital marketing

Solve in steps ▾ | Linter Basic

Many free digital marketing tools are available in 2024 and 2025 to help businesses grow without a large budget <sup>1</sup>. These tools cover various aspects of digital marketing, including social media, partnership marketing, email and SMS marketing, SEO, content and design, conversion optimization, paid advertising, and marketing analytics <sup>2</sup>.

### Social Media Marketing Tools

Several free tools can assist in maintaining a consistent social media presence and evaluating content performance <sup>3</sup>. Buffer is a social media management tool that helps users manage their online presence by scheduling posts, improving engagement, and scaling services <sup>4</sup>. Mentionlytics offers social listening capabilities, monitoring brand mentions and gauging audience sentiment at a lower cost compared to other tools <sup>5</sup>. Predis.ai helps in competitor analysis by decoding their social media strategies and generating content ideas <sup>6</sup>. Quuu uses AI to curate content and generate custom posts for various platforms, integrating with scheduling tools like Buffer <sup>7</sup>.

### Partnership Marketing Tools

Partnership marketing tools enable businesses to expand their reach by leveraging existing audiences, and several options are available for managing these relationships <sup>8</sup>. ShareASale is a platform that facilitates affiliate marketing management with a low barrier to entry and customizable commission settings <sup>9</sup>. Influency makes influencer marketing management more accessible for those with smaller budgets, helping to discover influencers and manage campaigns <sup>10</sup>. Buzzstream helps manage

#### Sources

Most relevant ▾ | Scholarly papers only ☐

- 1 [linkedin.com](#)  
10 best free tools for digital marketing in 2024 - LinkedIn  
Here is the list of the 10 best free tools for digital marketing in 2024. \_\_\_\_Google Analytics \_\_\_\_Google Search Console \_\_\_\_Google Keyword \_\_\_\_  
[Cite](#) [Summary](#)
- 2 [buffer.com](#)  
29 Budget-Friendly Digital Marketing Tools for Small Businesses (+ ...  
Discover 29 essential digital marketing tools that help growing brands succeed without breaking the bank — including free and...  
Oct 26, 2024  
[Cite](#) [Summary](#)
- 3 [chatterbuzzmedia.com](#)  
14 of the Best Free Marketing Tools for Your Business | - Chatter Buzz  
14 of the Best Free Marketing Tools for Your Business ; 2. Benchmark ; 3. Google My Business ; 4. Google Keyword Planner ; ...  
Feb 23, 2020  
[Cite](#) [Summary](#)

### can you explain what is compound interest

Solve in steps ▾ | Linter Basic

[Share](#) [Add to folder](#) [Upgrade](#)

#### Questions 3 of 3 ▾

#### Compound interest

Financial concept

Compound interest is interest accumulated from a principal sum and previously accumulated interest, resulting from reinvesting or retaining interest that would otherwise be paid out.

Definition	Interest accumulated from a principal sum and previously accumulated interest.
Contrast with Simple Interest	Unlike simple interest, previously accumulated interest is added to the principal.
Compounding Frequency	The number of times interest is capitalized, which can be yearly, monthly, etc.
Annual Equivalent Rate	A rate that helps consumers compare financial products on a comparable basis.

#### Sources

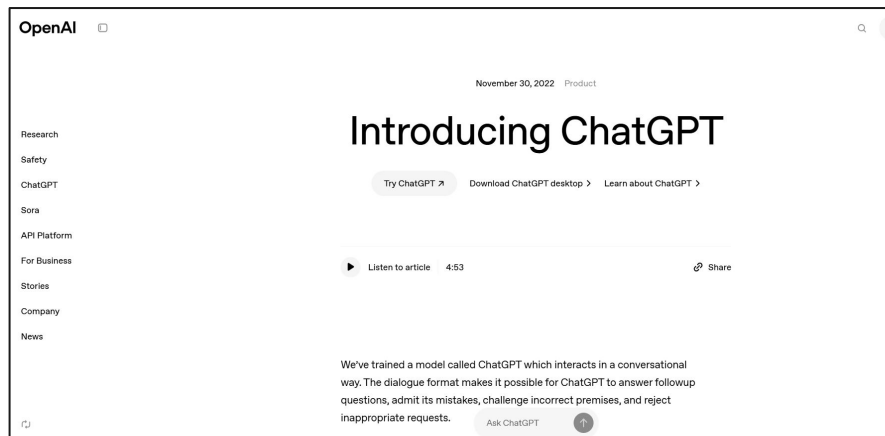
Most relevant ▾ | Scholarly papers only ☐

- 1 [consumerfinance.gov](#)  
How does compound interest work?  
Compound interest is when you earn interest on the money you've saved and on the interest you earn along the way. Here's an...  
Oct 19, 2023  
[Cite](#) [Summary](#)
- 2 [investopedia.com](#)  
The Power of Compound Interest: Calculations and Examples  
Compound interest is interest that applies not only to the initial principal of an investment or a loan, but also to the accumulated...  
[Cite](#) [Summary](#)

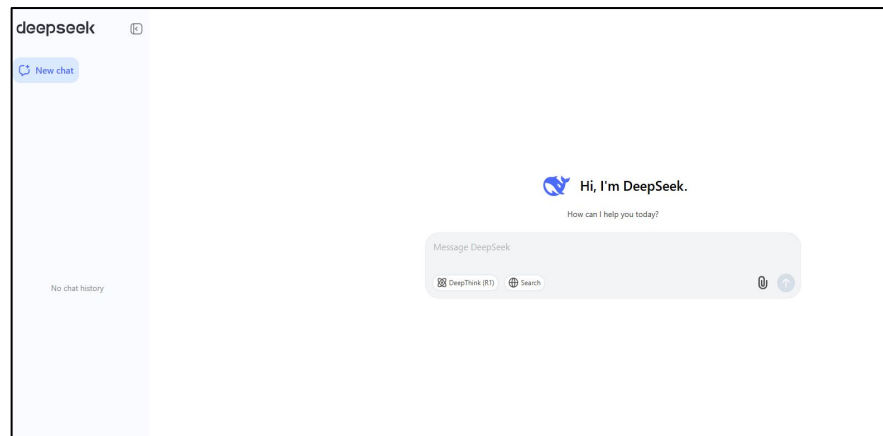


# Chat GPT vs Deepseek

## Chat GPT



## Deepseek



# Chat GPT vs Deepseek

“Write a 500-word article on the impact of social media on mental health, using simple language and including at least two expert quotes.”

## Chat GPT

Social media has become a central part of our daily lives, connecting us with friends, family, and the world at large. While it offers numerous benefits, such as staying informed and fostering relationships, there is growing concern about its impact on mental health.

### The Dark Side of Social Media

Excessive use of social media has been linked to various mental health issues. Spending more than three hours a day on platforms like Facebook, Instagram, and Twitter can increase feelings of anxiety and depression, especially among teens and young adults. This overuse can lead to isolation and a fear of missing out (FOMO), as individuals compare their lives to the often idealized portrayals they see online.

AMAZON

Dr. Amy Orben, a psychologist at the University of Cambridge, points out that while social media can be a tool for connection, it can also lead to increased feelings of depression and anxiety, particularly among adolescents.

HELLO

### Social Media and Body Image

Platforms that emphasize visual content, such as Instagram and TikTok, can contribute to body dissatisfaction. Exposure to curated images and videos often leads to unhealthy comparisons, fostering negative self-perception and, in some cases, eating disorders. A study highlighted that 7 in 10 individuals felt worse about their body image after using Instagram.

STYNGERSCHOOL.COM

### Addiction and Withdrawal

The addictive nature of social media is another pressing concern. Lee Fernandes, an addiction specialist at UKAT, has observed that individuals addicted to technology and social media exhibit withdrawal symptoms similar to those experienced by substance abusers. These symptoms include shaking, sweating, and insomnia. Fernandes explains that technology triggers quick dopamine releases, leading to dependence and impacting other aspects of life, such as relationships and responsibilities.

WIKITODAY

### Finding a Balance

While social media has its drawbacks, it also offers benefits, such as staying connected and informed. The key is to use these platforms mindfully. Experts suggest setting time limits on daily usage, creating screen-free zones, and engaging in offline activities to promote mental well-being. By being intentional about how and when we use social media, we can harness its advantages while mitigating its negative

## Deepseek

### The Impact of Social Media on Mental Health

Social media has become a big part of our lives. Platforms like Facebook, Instagram, and TikTok help us stay connected with friends, share our lives, and learn new things. But while social media has its benefits, it can also affect our mental health in negative ways. Let's explore how social media impacts mental health, both positively and negatively.

### The Positive Side of Social Media

Social media can be a great tool for staying connected. It allows us to keep in touch with family and friends, even if they live far away. It also helps people find communities where they feel accepted. For example, someone who feels lonely or misunderstood in their daily life might find support online. Social media can also raise awareness about important issues, like mental health, and provide helpful resources.

Dr. Sarah Jones, a psychologist, says, "Social media can be a lifeline for people who feel isolated. It gives them a chance to connect with others who share their experiences and struggles." This sense of belonging can improve mental well-being for many people.

### The Negative Side of Social Media

However, social media can also harm mental health. One major issue is comparison. When people see others posting about their perfect lives, they might feel like their own life isn't good enough. This can lead to feelings of low self-esteem, anxiety, and depression. For young people, especially, this pressure to look perfect or have a perfect life can be overwhelming.

Another problem is cyberbullying. Social media makes it easy for people to say hurtful things without facing consequences. This can lead to serious emotional pain for the victims. Studies show that cyberbullying is linked to higher rates of anxiety, depression, and even suicidal thoughts.

Dr. Michael Smith, a mental health expert, explains, "The constant exposure to curated, idealized versions of people's lives can create unrealistic expectations. This can make people feel inadequate and increase stress levels." He also points out that spending too much time on social media can lead to less face-to-face interaction, which is important for building strong, healthy relationships.

# Chat GPT vs Deepseek

"Write a 500-word article on the impact of social media on mental health, using simple language and including at least two expert quotes."

## Chat GPT

Social media has become a central part of our daily lives in the modern world at large. While it offers numerous benefits, there is growing concern about its impact on mental health.

### The Dark Side of Social Media

Excessive use of social media has been linked to increased anxiety, depression, and feelings of isolation. Spending hours a day on platforms like Facebook, Instagram, and TikTok can lead to a sense of missing out (FOMO), as individuals compare their lives to the curated images of others.

Dr. Amy Orben, a psychologist at the University of Toronto, has observed that individuals addicted to social media often experience symptoms similar to those experienced by substance users, such as sweating, and insomnia. Fernandes explains that the constant exposure to curated images and negative self-perception can lead to increased anxiety and depression among adolescents.

### Social Media and Body Image

Platforms that emphasize visual content, such as Instagram and TikTok, have been linked to body image issues. Exposure to curated images and negative self-perception can lead to increased anxiety and depression among adolescents.

### Addiction and Withdrawal

The addictive nature of social media is another concern. At UKAT, has observed that individuals addicted to social media often experience symptoms similar to those experienced by substance users, such as sweating, and insomnia. Fernandes explains that the constant exposure to curated images and negative self-perception can lead to increased anxiety and depression among adolescents.

### Finding a Balance

While social media has its drawbacks, it also offers benefits, such as staying connected and informed. The key is to use these platforms mindfully. Experts suggest setting time limits on daily usage, creating screen-free zones, and engaging in offline activities to promote mental well-being. By being intentional about how and when we use social media, we can harness its advantages while minimizing its negative impact on mental health.

## \*depends on the prompt

- Contents
  - Chat GPT > Deepseek (provide sources)
- Tone
  - Both simple and professional
- Word Count
  - Deepseek > Chat GPT
  - Chat GPT (about 357)
  - Deepseek (about 534)

Dr. Michael Smith, a mental health expert, explains, "The constant exposure to curated, idealized versions of people's lives can create unrealistic expectations. This can make people feel inadequate and increase stress levels." He also points out that spending too much time on social media can lead to less face-to-face interaction, which is important for building strong, healthy relationships.





# Thank you.

# Any questions?

Feel free to reach out to me at [meejoo.choi@amamedia.org](mailto:meejoo.choi@amamedia.org) if you have any questions.

# Chat GPT Guideline \_ Prompt Examples

## Prompt examples

Explore what's possible with some example prompts



### Grammar correction

Convert ungrammatical statements into standard English.



### Parse unstructured data

Create tables from unstructured text.



### Calculate time complexity

Find the time complexity of a function.



### Keywords

Extract keywords from a block of text.



### Python bug fixer

Find and fix bugs in source code.



### Tweet classifier

Detect sentiment in a tweet.



### Mood to color

Turn a text description into a color.



### Summarize for a 2nd grader

Simplify text to a level appropriate for a second-grade student.



### Emoji Translation

Translate regular text into emoji text.



### Explain code

Explain a complicated piece of code.



### Product name generator

Generate product names from a description and seed words.



### Spreadsheet creator

Create spreadsheets of various kinds of data.



### Airport code extractor

Extract airport codes from text.



### VR fitness idea generator

Generate ideas for fitness promoting virtual reality games.



### Mood to color

Turn a text description into a color.



### Marv the sarcastic chat bot

Marv is a factual chatbot that is also sarcastic.



### Interview questions

Create interview questions.



### Improve code efficiency

Provide ideas for efficiency improvements to Python code.



### Rap battle writer

Generate a rap battle between two characters.



### Emoji chatbot

Generate conversational replies using emojis only.



### Socratic tutor

Generate responses as a Socratic tutor.



### Meeting notes summarizer

Summarize meeting notes including overall discussion, action items, and future topics.



### Pro and con discussor

Analyze the pros and cons of a given topic.



### VR fitness idea generator

Generate ideas for fitness promoting virtual reality games.



### Turn by turn directions

Convert natural language to turn-by-turn directions.



### Function from specification

Create a Python function from a specification.



### Single page website creator

Create a single page website.



### Memo writer

Generate a company memo based on provided points.



### Translation

Translate natural language text.



### Natural language to SQL

Convert natural language into SQL queries.



### Review classifier

Classify user reviews based on a set of tags.



### Lesson plan writer

Generate a lesson plan for a specific topic.

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# AI Generated Graphics\_ Playground

