



XUNTA
DE GALICIA



BIBLIOTECAS
ESCOLARES
DE GALICIA

A imaxe é un retallo do cartel da campaña das bibliotecas escolares para o curso 2023 - 2024, "Unha biblioteca en viñetas", creado por Jorge Campos.



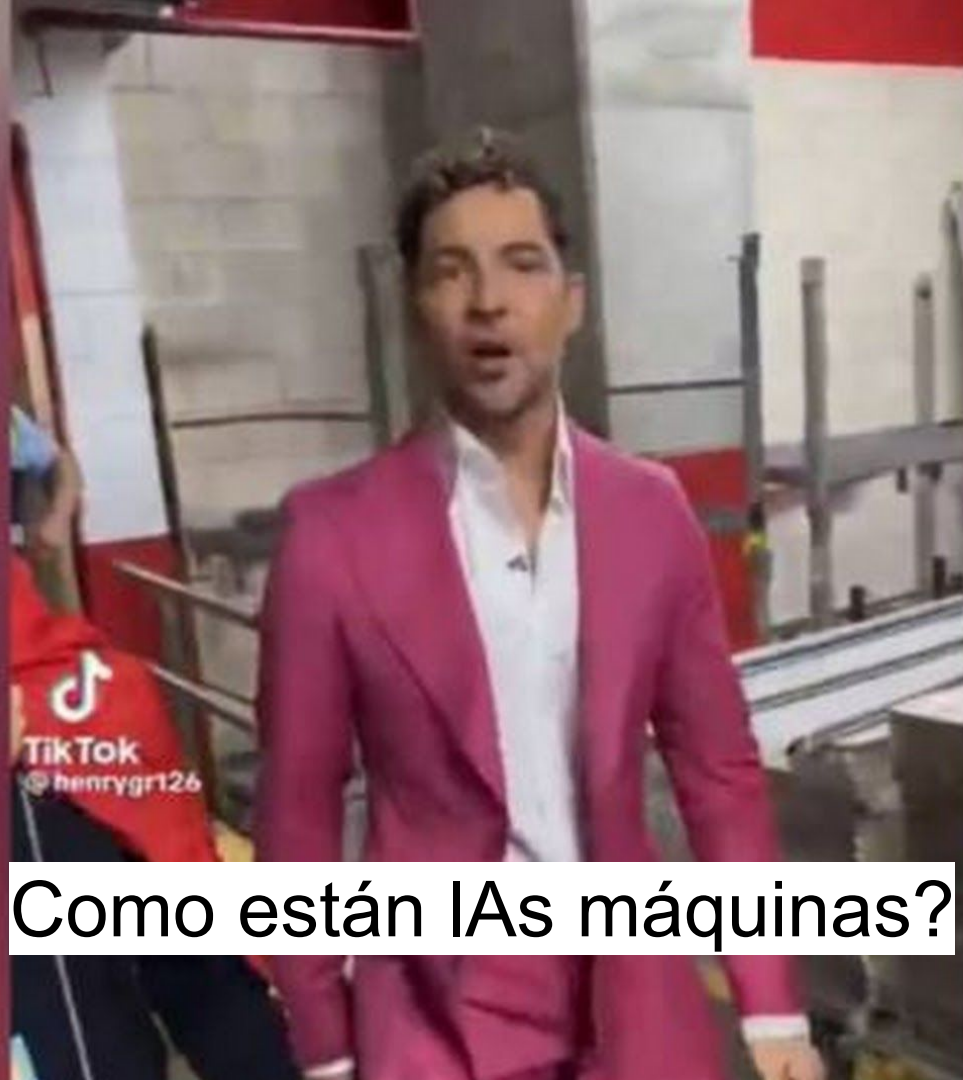
XORNADA DE BIBLIOTECAS ESCOLARES DE GALICIA

 #XBEGA23

A IA como a túa compañeira creativa

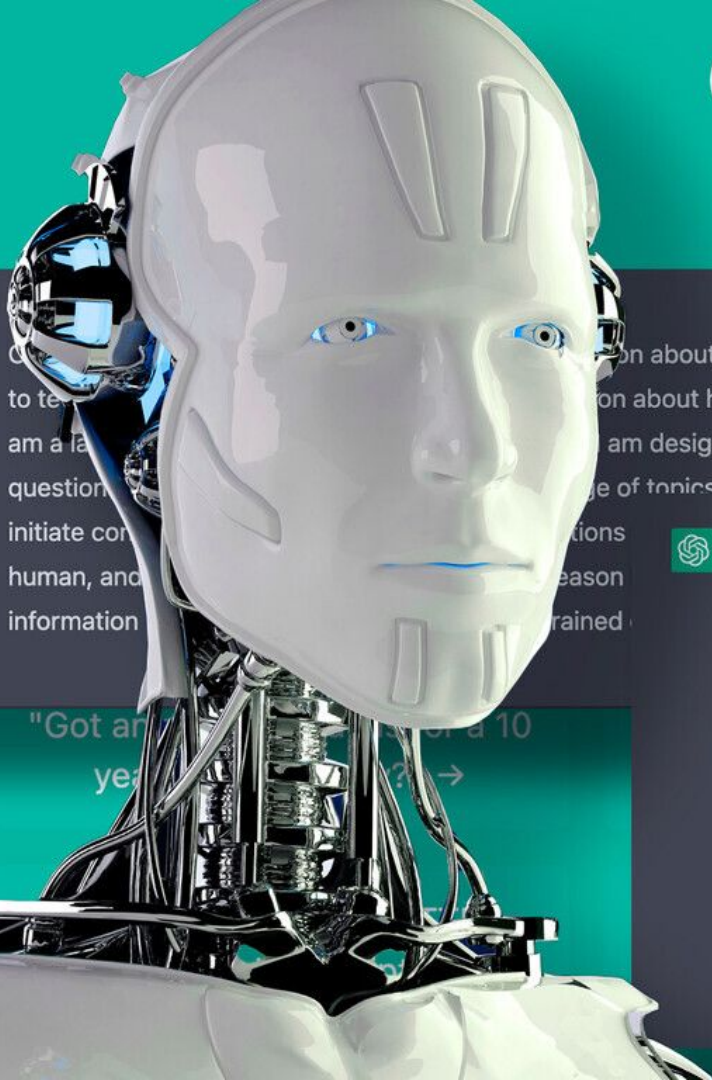
colaborando con máquinas para ser máis eficaz no día a día





Como están IAs máquinas?

ChatGPT



Chatbots are computer programs designed to simulate conversation with human users, especially over the Internet. There are several ways that chatbots can be created and implemented. Some chatbots use pre-written scripts and responses to answer questions and provide information to users, while others use artificial intelligence (AI) and machine learning to generate responses based on the input they receive.



Question about Post Malone. You asked me about his career and background. I am a language model designed to assist with answering questions on a wide range of topics. I do not have the ability to initiate conversations with humans, and I cannot provide personal information.



Estimado David,
Como modelo de lenguaje no puedo saber como están las máquinas.
Si me preguntas a mí en particular,
Bien, gracias





A IA como a túa compañeira creativa

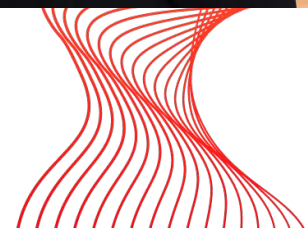
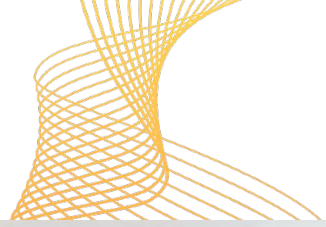
colaborando con
máquinas para ser máis
eficaz no día a día

Art by Bing Image Creator (Dall-e 3) [↑](#)



Algo sobre min

- Profesor Titular de Universidade (Universidade de Vigo)
- Traxectoria profesional, docente e investigadora ligada á comunicación dixital.



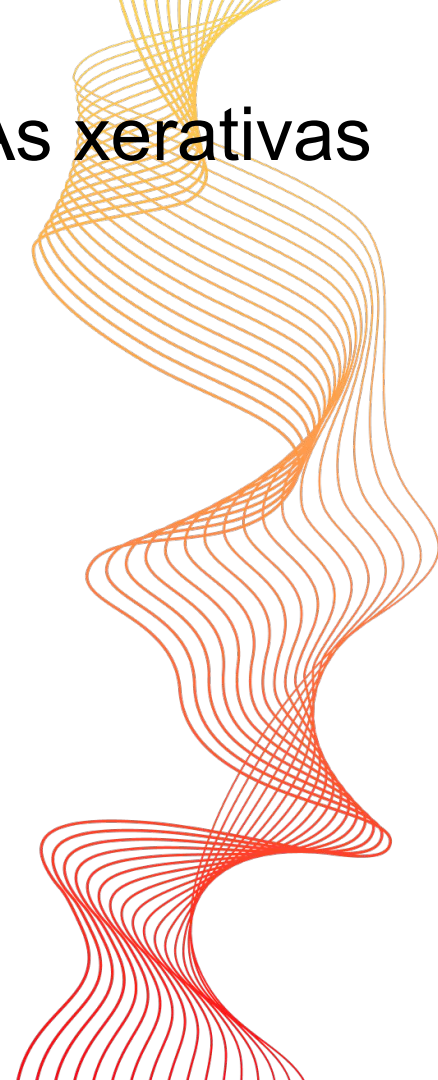


Algo sobre a miña relación coas IAs xerativas

Cursos sobre IA e docencia e investigación impartidos ou en marcha:

- Universidade de Vigo
- Consellería de Educación (Formación Profesional)
- Universidade da Coruña

Publicacións científicas sobre “o tema” e empregando “o tema”



De que falamos cando falamos de IA
xerativa?

Como pensaba que sería isto de traballar coa IA



Que son realmente as IAs xerativas



IAs xerativas de texto.
Cal escoller?



Quais são os principais chatbots?

 OpenAI



ChatGPT






GPT-4



Bing

ANTHROPIC

-  Claude+
Limited Access
-  Claude-instant-100k
Limited Access
-  Claude-instant

 Google
Bard

 Meta



OPEN AI
ASSISTANT



Hugging Face

LAION

Large-scale Artificial Intelligence Open Network
TRULY OPEN AI. 100% NON-PROFIT. 100% FREE.

Pero antes de comezar ten en conta...

... que se levan **mellor co inglés** que co galego ou castelán.

... “**escupen**” **texto** de forma predictiva, non sempre razoada

... tenden a “**alucinar**” a medida que profundizamos

Por onde comezo?

- ChatGPT <https://chat.openai.com/>
- Bing <https://www.bing.com/>
- Bard <https://bard.google.com/>
- Claude <https://claude.ai/> (aínda non dispoñible en Europa, hai que crear a conta con VPN)
- Open Assistant <https://open-assistant.io/chat#>

Onde probar varias?

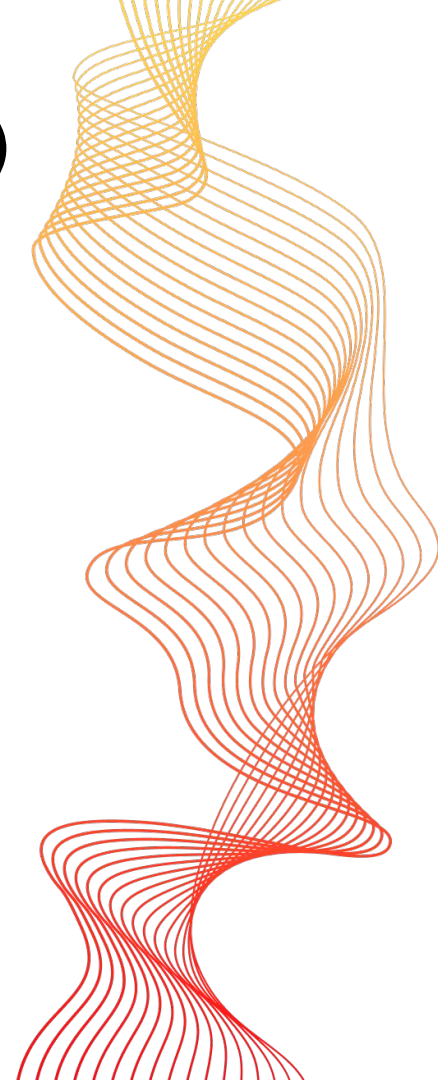
- FOREFRONT <https://www.forefront.ai/>
- POE <https://poe.com/>



ChatGPT (en xeral, calquera LLM)

En que contexto lle sacaremos maior partido?

Como BRAINSTORMING, ou punto de partida a un tema novo

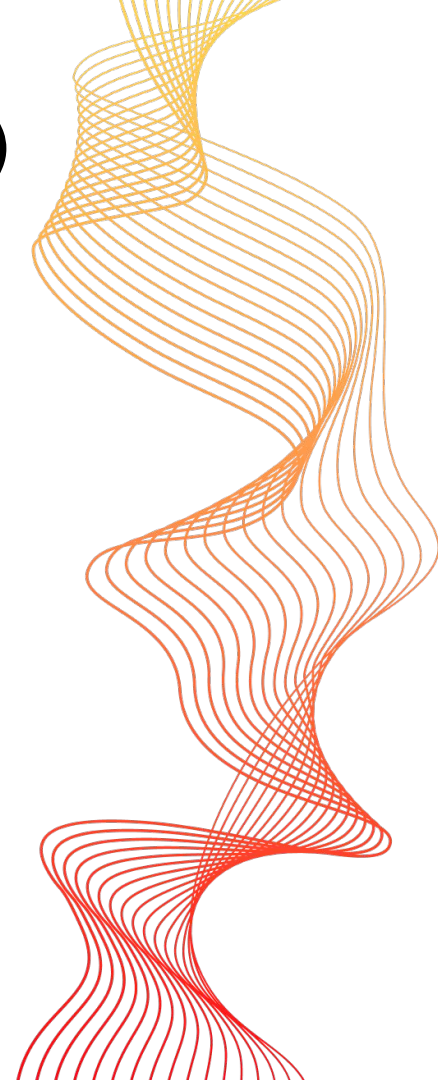




ChatGPT (en xeral, calquera LLM)

En que tarefas se desenvolve ben?

- **Resumir** textos / **Ampliar** textos
- **Traducir** (bidireccional)
- Extraer **ideas clave**
- **Explicar conceptos** (ata un nivel determinado) Tarefas factuais e creativas
- Escribir **código**



Algúns consellos para mellorar as interaccións

- Pídelle que esquezas as instrucións previas
- Pídelle que “**actúe como**”.
- Ofrece **exemplos** do que queres.
- Expón **o que queres conseguir**
- Pídelle o **formato** do resultado.
- Dille que **o teu traballo depende diso** (nov. 23)
- Itera. Repregunta. Sempre



- En síntese...

Comodín	Descripción	Ejemplos
"En formato"	Insertando este comodín puedes obtener respuestas con diferentes formatos: Tablas, Viñetas, Emojis,...	"Dame 10 asuntos de email marketing para una campaña de X en formato: viñetas, emojis, esquema A), tabla..."
"De esta forma"	Ayuda a crear respuestas organizadas, ordenadas y con una estructura concreta y definida con antelación.	"Describe 3 Estrategias en Instagram para X de esta forma: títulos, esquema de acciones, tabla de resultados"
"Actúa como"	Sirve para obtener respuestas más precisas sobre un sector o ámbito profesional concreto.	"Actúa como un experto en marca personal y genera 30 acciones para un director de RRHH en LinkedIn"
"Te Daré"	Seguido de "Y me darás" tiene la función de insertar información que servirá para nutrir respuestas.	"Te daré 10 enlaces en este prompt y me darás 3 titulares SEO, H1, H2, H3, 5 etiquetas y metadescripción para todos"
"Argumenta"	Es la base de los prompts argumentales y sirve para aportar razones a favor o en contra de un tema.	"Argumenta la siguiente frase" "Argumenta en contra de..." "Argumenta como si fueras..." "Haz de abogado del diablo..."
"Eres"	Este comodín funciona de manera similar a "Actúa", pero se puede utilizar para tareas más sencillas.	"Eres un entrenador chino, genera una tabla de ejercicios semanales para X en X tiempo con un peso de X y % de grasa"
"Markdown"	Ayuda a aportar elementos en el diseño de prompts estructurales aportando titulares en negrita.	"Genera 20 estrategias de venta para X de la siguiente forma: canal con formato markdown con emoji, estrategia, acciones"



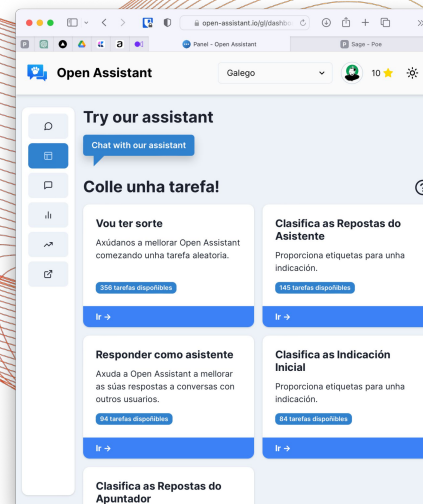
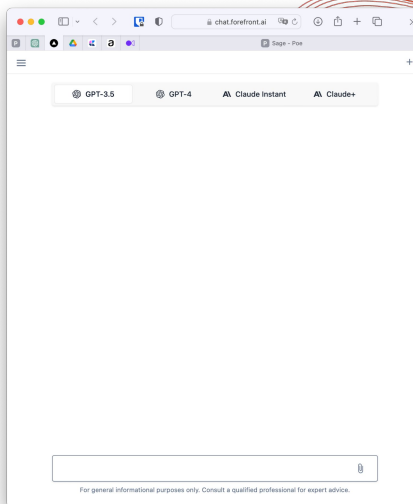
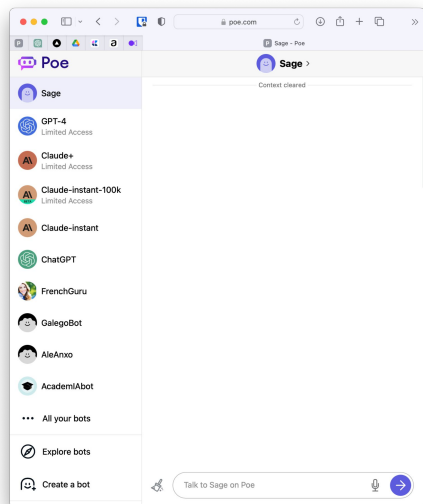
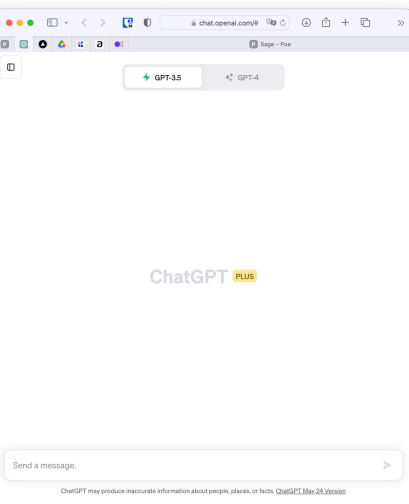
Publicado el 14 marzo 2023
por Amel Fernández

Comodines válidos
para GPT 3.5 y GPT-4



Chatbot, preciso da túa axuda

- Vale, si, pero onde os probos?
 - **AI.com** (ChatGPT)
 - **Poe.com** (ChatGPT, Claude, GPT4, Claude+ e os teus bots)
 - **Forefront.ai** (ChatGPT e GPT4, Claude e Claude+)
 - **Open-Assistant** (modelo LLama entrenado de código aberto)

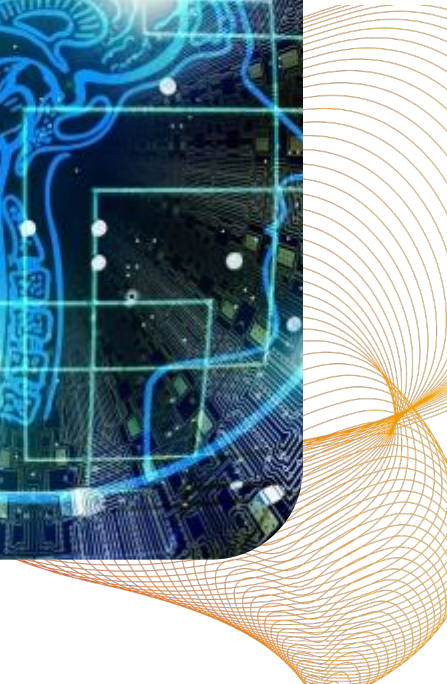




Probamos algunhas cousas?

Pídelle unha explicación a un concepto. E itera.

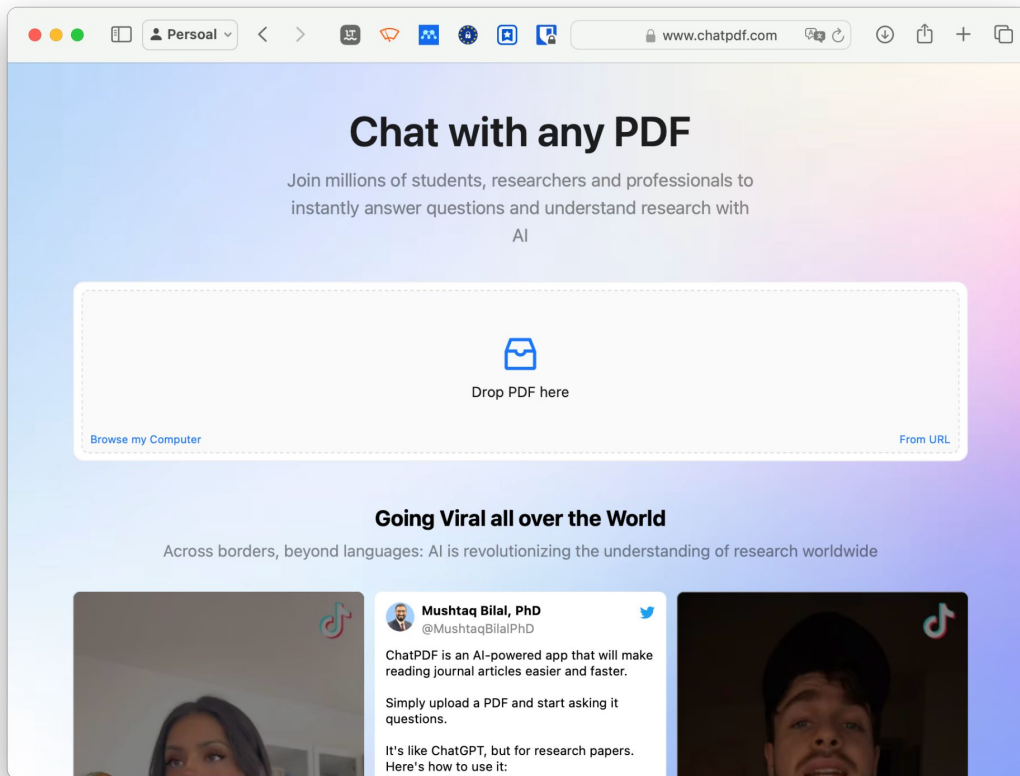
- Para nenos de 5 anos.
- En verso
- Que che propoña unha pregunta tipo test
- Contra-argumenta
- Elabora unha lista a favor e en contra



Outros usos das IAs xerativas de texto

Outros usos. Chatea con documentos

[ChatPDF](#)



Outros usos. Chatea con documentos

[Humata](#)

The screenshot displays the Humata website interface. At the top, there is a navigation bar with links for Humata, Pricing, Company, and Security, along with Login and Sign up buttons. The main heading reads "Asking is faster than skimming" with a subtext "Chat your way through long documents. Command our AI to summarize for you. Try for free".

The central focus is a chat window titled "Humata" with a sub-header "Ask Humata". The chat history shows three questions and their corresponding answers:

- Question 1:** "what are the limitations or exclusions on covered insurance services like dental care for adults?"
Answer: "The document states that adult dental care is generally not covered by the plan [1]."
Pages: 5
- Question 2:** "What services are covered before meeting the deductible?"
Answer: "In-network preventive health care services, services with a copayment, and prescription drugs are covered before you meet your deductible [1]."
Pages: 1

The chat input field at the bottom contains the text "Ask ...".

On the right side of the chat window, a preview of a document titled "Summary of Benefits and Coverage: What the Plan Covers & What You Pay to Covered Services" is visible. The document includes sections for "Important Questions" and "Key Definitions".

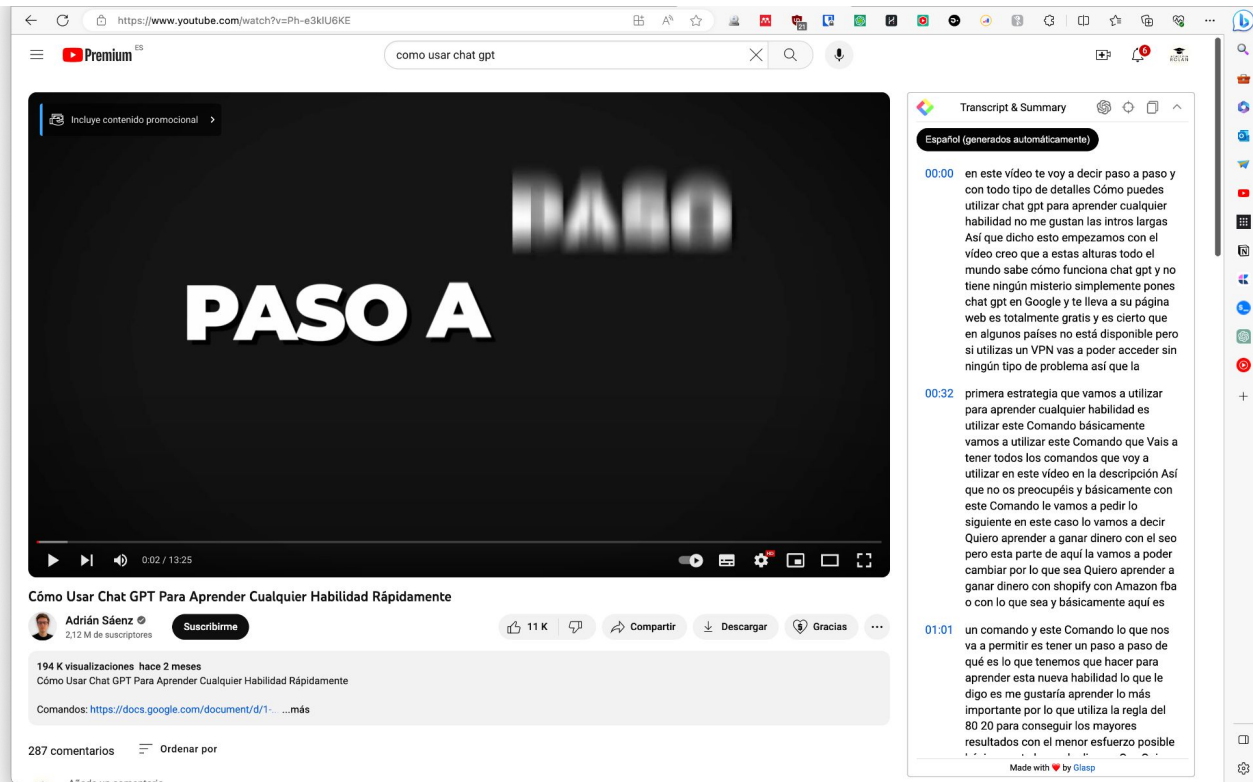
Important Questions	Answers	Key Definitions
What is a covered deductible?	Individual: \$1,000 (individuals) Family: \$2,000 (families) (Each year) (You must pay this amount before the plan begins to pay.)	Community plan: Community plans are not subject to the deductible amount before the plan begins to pay. If you have other family members on the plan, each family member must meet their own individual deductible first. (You must pay the amount of deductible expenses until all family members meet their own individual deductible.)
Are there services covered before you meet your deductible?	Yes. In-network preventive health care services, services with a copayment, and prescription drugs are covered before you meet your deductible.	This plan covers some forms and services even if you haven't met the deductible amount. But a copayment or coinsurance may apply. For example, this plan covers general dental services without copayments and defines you meet your deductible. See a list of covered preventive services at www.humata.com/covered-services-and-costs .
Are there other deductibles for specific services?	No.	You don't have to meet deductibles for specific services.
What is the out-of-pocket limit for the plan?	Individual: \$8,000 (individuals) Family: \$16,000 (families) (Each year) (You must pay this amount before the plan begins to pay.)	The out-of-pocket limit is the most you could pay in a year for covered services. If you have other family members on the plan, they have to meet their own out-of-pocket limit. The out-of-pocket limit has been met.
What is not included in the out-of-pocket limit?	Out-of-pocket maximums for dental, vision, and health care like long-term care.	Even though you pay these expenses, they don't count toward the out-of-pocket limit.
Will you pay less if you use a preferred provider?	Yes. See www.humata.com/covered-services-and-costs for a list of preferred providers.	This plan uses a preferred network. You will pay less. Even you use a provider in the plan's network, you will pay the most if you use an out-of-network provider, and you may need to self-pay for services not covered by the plan. See www.humata.com/covered-services-and-costs for a list of covered services. For some services, such as lab work, your preferred provider may not be in the network. Check with your provider before you get services.
Do you need a referral to see a specialist?	No.	You can see the specialist you choose without a referral.

At the bottom of the chat window, there is a disclaimer: "All appearance of appearance costs shown in this chat are after your deductible has been met. A deductible applies."

At the bottom of the page, there is a section titled "As seen on" with logos for The New York Times, Yahoo! Finance, and TikTok.

Outros usos. Extensiones de navegador

YouTube summary with ChatGPT





The screenshot shows a YouTube video player for a video titled "Cómo Usar Chat GPT Para Aprender Cualquier Habilidad Rápidamente" by Adrián Sáenz. The video player is paused at 0:02 / 13:25. The video content shows the text "PASO A PASO" in large white letters on a black background. A ChatGPT extension is overlaid on the right side of the video player, displaying a transcript and summary in Spanish. The extension title is "Transcript & Summary" and the language is "Español (generados automáticamente)".

Transcript & Summary
Español (generados automáticamente)

00:00 en este video te voy a decir paso a paso y con todo tipo de detalles Cómo puedes utilizar chat gpt para aprender cualquier habilidad no me gustan las intros largas Así que dicho esto empezamos con el video creo que a estas alturas todo el mundo sabe cómo funciona chat gpt y no tiene ningún misterio simplemente pones chat gpt en Google y te lleva a su página web es totalmente gratis y es cierto que en algunos países no está disponible pero si utilizas un VPN vas a poder acceder sin ningún tipo de problema así que la

00:32 primera estrategia que vamos a utilizar para aprender cualquier habilidad es utilizar este Comando básicamente vamos a utilizar este Comando que vais a tener todos los comandos que voy a utilizar en este video en la descripción Así que no os preocupéis y básicamente con este Comando le vamos a pedir lo siguiente en este caso lo vamos a decir Quiero aprender a ganar dinero con el seo pero esta parte de aquí la vamos a poder cambiar por lo que sea Quiero aprender a ganar dinero con shopify con Amazon fba o con lo que sea y básicamente aquí es

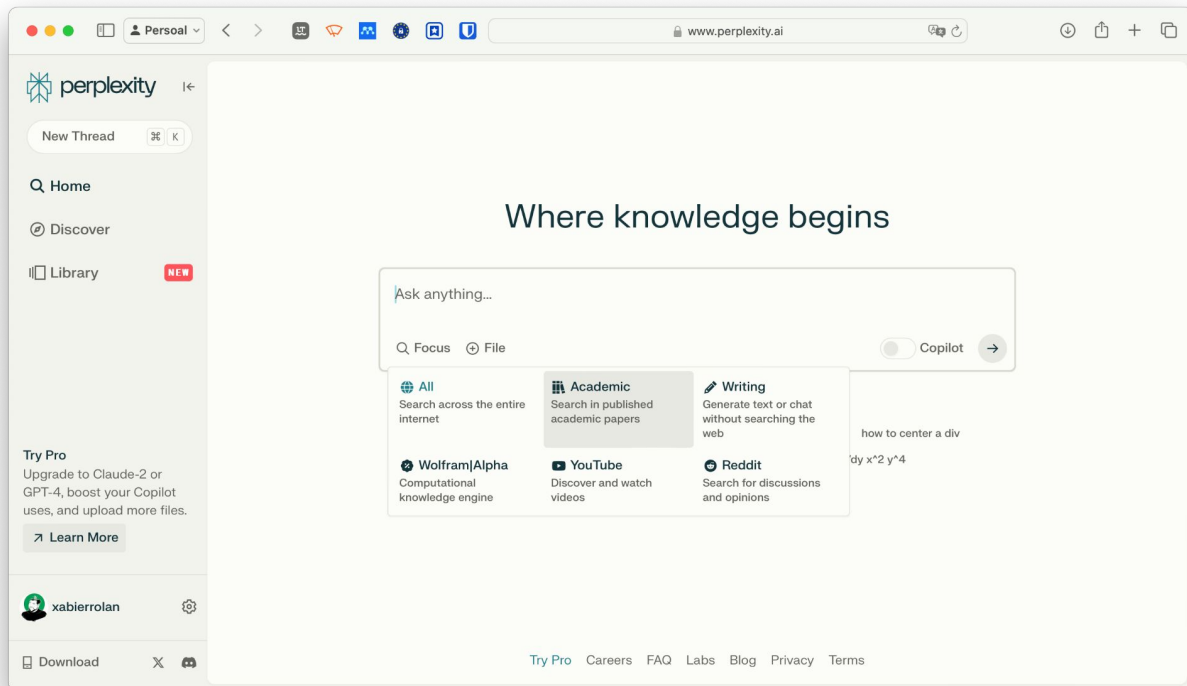
01:01 un comando y este Comando lo que nos va a permitir es tener un paso a paso de qué es lo que tenemos que hacer para aprender esta nueva habilidad lo que le digo es me gustaría aprender lo más importante por lo que utiliza la regla del 80 20 para conseguir los mayores resultados con el menor esfuerzo posible

Made with  by 

Pro-TIP se traballas na Academia (docente ou discente)

Perplexity

Buscador e chat conversacional,
con funcións específicas para
entorno académico



IAs xerativas de texto.
Prompt engenierring

Claves para un bo prompt

- Definir claramente o **obxectivo** e **propósito** do chatbot. Isto axudará a enfocar o tipo de conversas que debe ter.
- Incluir un **vocabulario relevante** e común sobre o tema que abordará o chatbot. Isto permitiralle entender mellor as consultas.
- Engadir **exemplos** claros de diálogos tipo sobre diferentes consultas para cada tema. Isto ensina ao chatbot como debe responder.
- Utilizar un **linguaxe simple e directa**, evitando tecnicismos. O chatbot debe ser fácil de comprender.
- Incluir **instrucións** para cando o chatbot non comprenda unha consulta. Por exemplo, dicir "Non entendín a túa pregunta, poderías reformulala?".

- **Ter en conta posibles consultas ou comentarios inapropiados** e ensinar ao chatbot a non continuar unha conversa desa clase.
- **Probar o prompt** con persoas para identificar áreas de oportunidade e mellora. Os seus comentarios son valiosos.
- **Revisar e actualizar periodicamente o prompt** con nova información relevante para a temática do chatbot.
- Asegurarse de que o prompt quede ben documentado e organizado para facilitar a súa utilización e adestramento.

Claves para un bo prompt

Novos “tips”

- Se lle dis que “o teu traballo depende diso” ou “esfórzate en serio” semella que os resultados son mellores

Las xerativas de Imaxe

IAx xerativas de imaxes

Funcionan “texto a imaxe”, onde o PROMPT é fundamental

O “prompt” non sempre devolve o que realmente lle estás a pedir (no novo, ITERA)

Ademais de describir o que queres, inclúe variacións en contido visual, estilo, composición, detalles, perspectiva ou elementos adicionais. Axudará a refinar o resultado

Las xerativas de imaxes. Prompt is key!

Medio: illustration, digital, oil...

Adxectivos: athletic, morbid...

Estilo: impressionist, surrealist, pop art...

Iluminación: candlelight, cinematic...

Cor: black, pastel colors...

Resolución: highly detailed, sharp focus, 4K...

IAs xerativas de imaxes. Prompt is key!

Os **prompts negativos** importan (para evitar que aplique algo na imaxe)

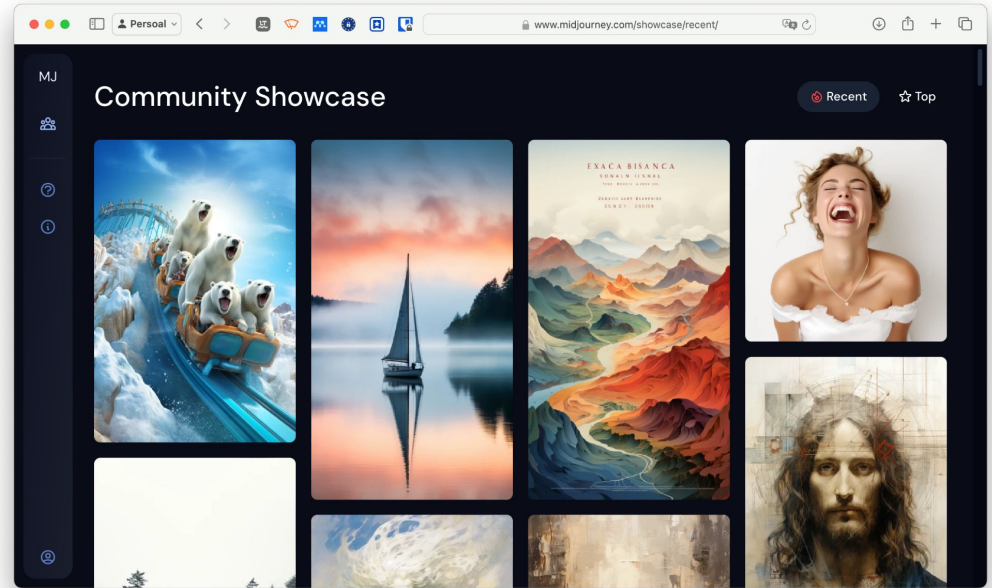
Negative prompt: "fogg"

Peso das imaxes (**prompt weight**) *"palabra clave: factor"* "cat: 1,5"

Las xerativas de imaxes

Midjourney

<https://www.midjourney.com> (de pago, funciona a través de Discord)

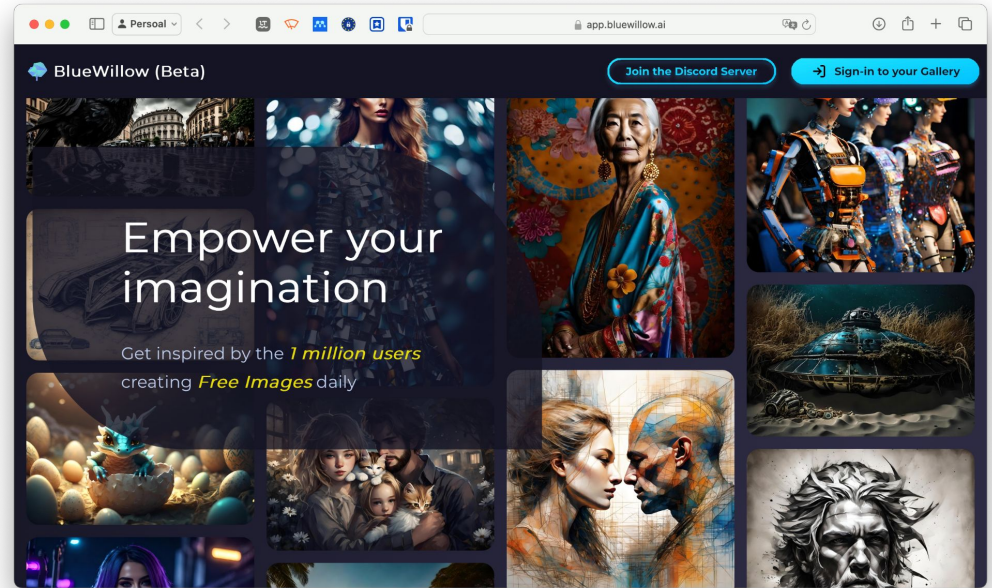


IAs xerativas de imaxes

BlueWillow

<https://app.bluewillow.ai>

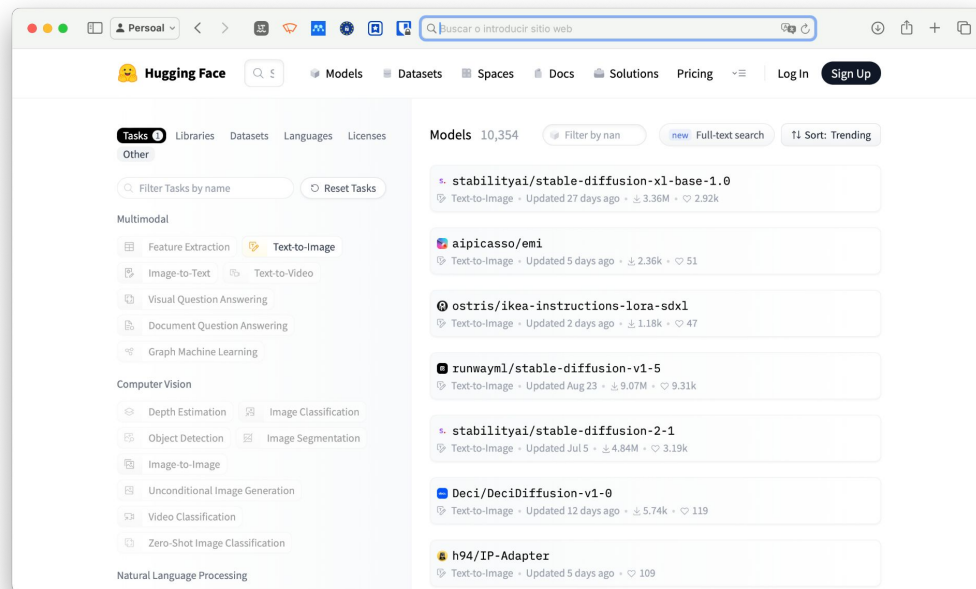
(funciona a través de Discord)



IAs xerativas de imaxes

HuggingFace

https://huggingface.co/models?pipeline_tag=text-to-image



IAs xerativas de imaxes

Dall-e

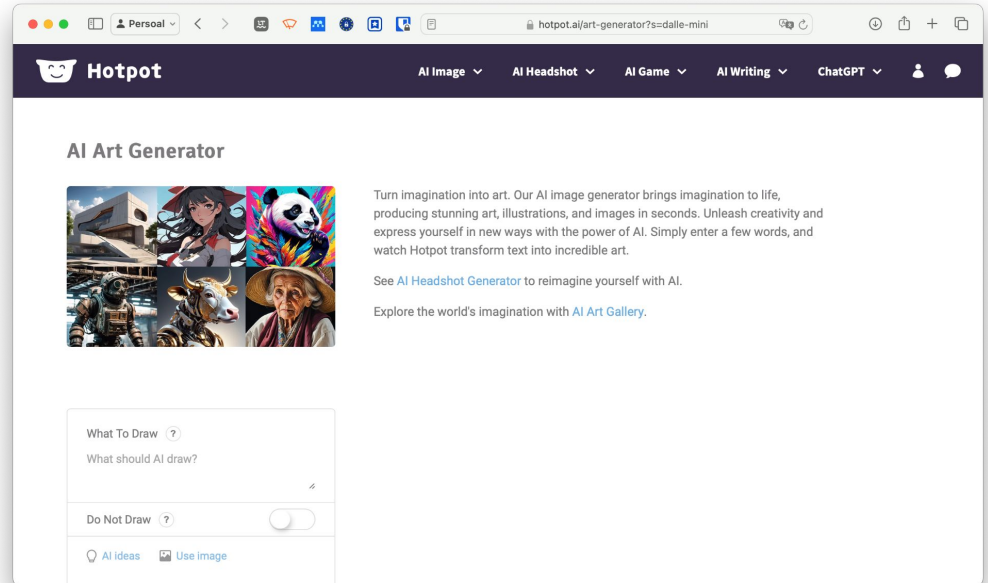
<https://hotpot.ai/art-generator?s=dalle-mini>

<https://www.craiyon.com>

Bing

<https://www.bing.com/create>

(require login microsoft)



IA's xerativas de imaxes

Dall-e

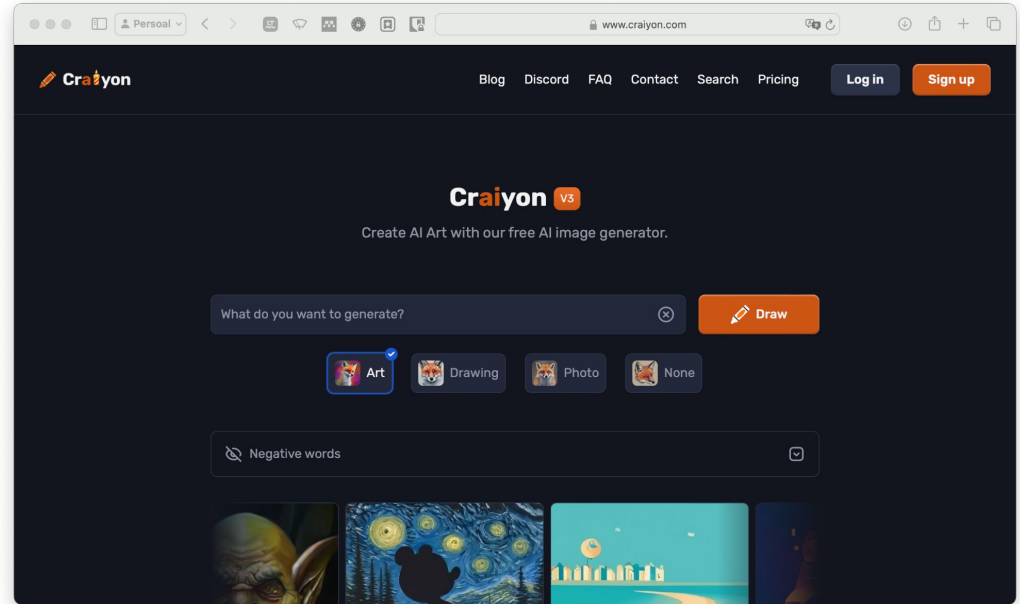
<https://hotpot.ai/art-generator?s=dalle-mini>

<https://www.crayon.com>

Bing

<https://www.bing.com/create>

(require login microsoft)



IAs xerativas de imaxes

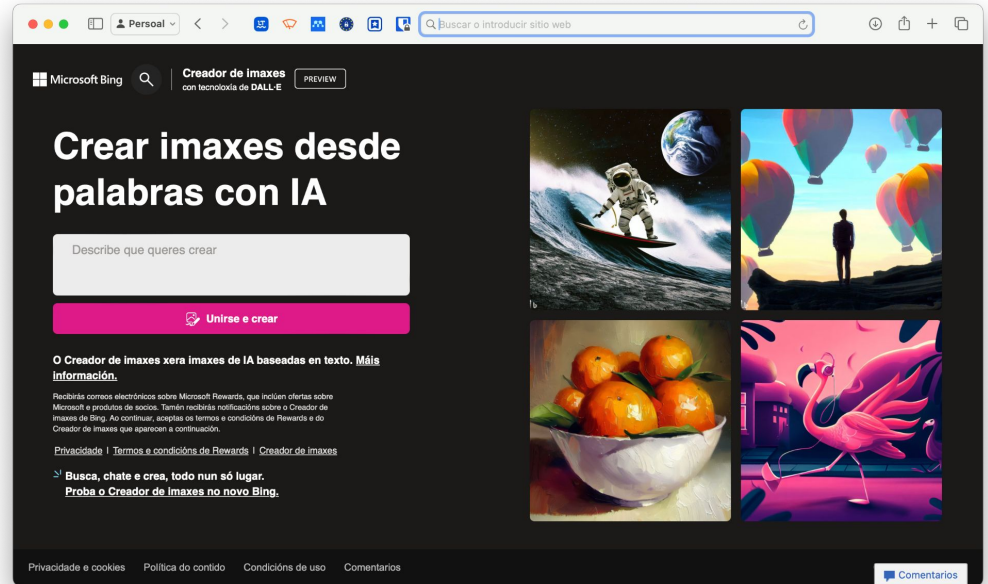
Dall-e

<https://hotpot.ai/art-generator?s=dalle-mini>

<https://www.craiyon.com>

Bing

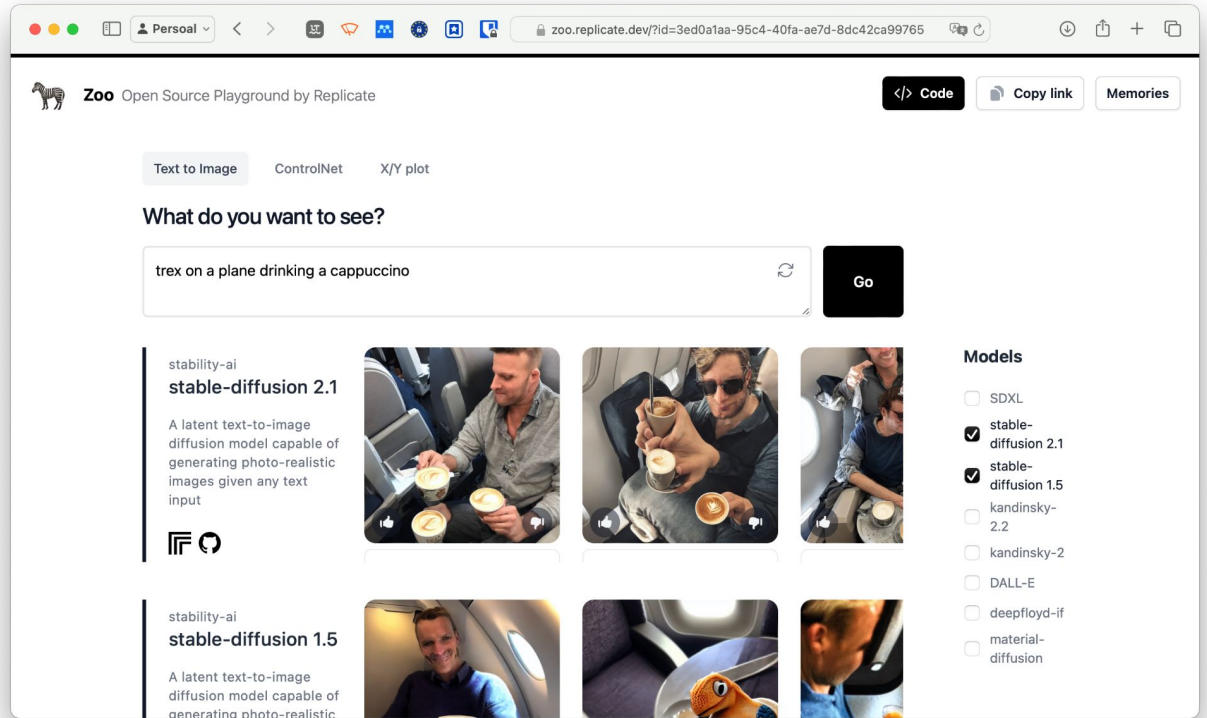
<https://www.bing.com/create>
(require login microsoft)



IAs xerativas de imaxes

<https://zoo.replicate.dev>

Permite, co mesmo prompt, ver os resultados de varios modelos (dall-e, stable diffusion... etc)



The screenshot shows the Zoo Open Source Playground by Replicate interface. The browser address bar displays the URL `zoo.replicate.dev/?id=3ed0a1aa-95c4-40fa-ae7d-8dc42ca99765`. The page header includes the Zoo logo and the text "Open Source Playground by Replicate". Navigation buttons for "Code", "Copy link", and "Memories" are visible. The main section is titled "Text to Image" and contains a text input field with the prompt "trex on a plane drinking a cappuccino" and a "Go" button. Below the input field, there are two rows of generated images. The first row shows three images of a man in a grey shirt sitting in an airplane cabin, holding a cappuccino. The second row shows three images of a man in a blue shirt sitting in an airplane cabin, holding a cappuccino. To the right of the images, there is a "Models" section with a list of models and their selection status:

- SDXL
- stable-diffusion 2.1
- stable-diffusion 1.5
- kandinsky-2.2
- kandinsky-2
- DALL-E
- deepfloyd-if
- material-diffusion

IAs xerativas de imaxes

Outras ferramentas para probar e comparar

<https://dezgo.com/>

<https://picsart.com/ai-image-generator>

<https://wepik.com/>

<https://www.canva.com/ai-image-generator/>

<https://creator.nightcafe.studio/text-to-image-art>

Las xerativas de imaxes. Bonus track!





IAs xerativas de imaxes. Bonus track!

<https://stablediffusionweb.com/ControlNet#demo>

<https://www.krea.ai/tool/patterns>



x.com/Eddle4Dimension



x.com/matiass

IAs xerativas de Vídeo

IAs xerativas de Vídeo

Pictory.ai

Sinthesia

IAs xerativas de Vídeo

[Pictory.ai](https://pictory.ai)

The screenshot displays the Pictory.ai web application interface. At the top, there is a navigation bar with the Pictory logo, a 'Create a team' button, and links for 'My projects', 'Get started', and 'Help'. A user profile icon is also present. Below the navigation bar, a personalized greeting 'Hello, Xabier!' is shown next to a hand icon. To the right, a 'Recent Projects' section lists 'De ARPANET a las redes sociales As ha cambiado internet' and 'Claves do comercio electronico'. The main content area is titled 'Which content would you like to repurpose into videos?' and features four interactive cards: 'Script to Video' (pink), 'Article to Video' (yellow), 'Edit Video using Text' (purple), and 'Visuals to Video' (blue). Each card includes a 'Proceed' button and a 'Watch tutorial' link. Below the cards, a promotional banner for affiliates is displayed, featuring a purple octopus icon and text: 'Earn commissions and cash bonuses PLUS get a FREE Pictory account for LIFE Simply share the awesomeness of Pictory with your friends'. A 'Become an affiliate today' button is located at the bottom right of the banner.

Recent Projects

- De ARPANET a las redes sociales As ha cambiado internet
- Claves do comercio electronico

Which content would you like to repurpose into videos?

Try with demo video

Script to Video

Start typing or Copy paste your script

[Proceed](#)

[Watch tutorial](#)

Recommended for:

- ✓ Educational videos
- ✓ Listicle videos
- ✓ Coaching videos
- ✓ Step by step guides

Article to Video

Copy paste the URL

Use cmd+v to paste

[Proceed](#)

[Watch tutorial](#)

Recommended for:

- ✓ Blogs
- ✓ Press releases
- ✓ Any HTML article

Edit Video using Text

Input video from various sources

[Proceed](#)

[Watch tutorial](#)

Recommended for:

- ✓ Add subtitles automatically
- ✓ Cut portions of video
- ✓ Create video highlights
- ✓ Add logo, intro, & outro

Visuals to Video

Drag and drop files or browse computer

Images and Video files

[Proceed](#)

[Watch tutorial](#)

Recommended for:

- ✓ Create a slideshow video using existing images & short video clips

Earn commissions and cash bonuses PLUS get a FREE Pictory account for LIFE
Simply share the awesomeness of Pictory with your friends

[Become an affiliate today](#)

IAs xerativas de Vídeo

[Synthesia](https://www.synthesia.io)

The image shows a screenshot of the Synthesia website and its video editor interface. The website header includes the Synthesia logo, navigation links for Features, Use cases, Pricing, Resources, Company, and Log in, and a prominent blue 'Create Account' button. The main content area features the headline '#1 AI VIDEO GENERATION PLATFORM' and 'Turn your text into videos in minutes', followed by three bullet points: 'Get natural sounding AI voices in 120+ languages', 'Make your videos more engaging with 140+ AI Avatars', and 'Edit as simply as a slide-deck, no experience required'. Below this is a 'Create a free AI video' button and a 'Watch product tour' button, with a note 'No credit card required.' The video editor interface is overlaid on the right, showing a scene with an AI avatar of a woman. The editor includes a 'Scenes' panel on the left, a central video preview window, and a right-hand panel with settings for 'Scene 1' such as 'Replace layout', 'Background color' (hex #FFFFFF), 'Background image', 'Quality', 'Blur', 'Music', and 'Transition'. At the bottom of the editor, there are controls for 'English (US) - Engaging', 'Gesture', 'Marker', 'Pause', 'Dicton', and a play button with a progress indicator '0:00 / 0:08'. A chat bubble icon is visible in the bottom right corner of the editor window.

IAs xerativas de Vídeo

- <https://www.d-id.com/>
- <https://www.synthesia.io/>
- <https://runwayml.com/>
- <https://kaiber.ai/>
- <https://www.heygen.com/>
- <https://fliki.ai/>
- <https://www.heygen.com/>

Las xerativas de Audio.

IA's xerativas de Audio

Texto a voz

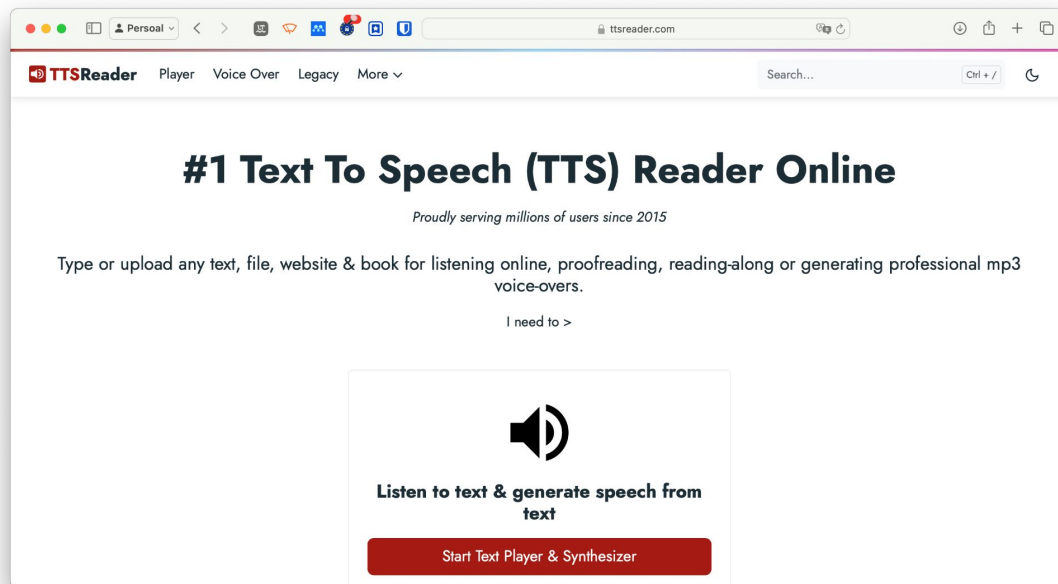
Voz a texto

Música

As xerativas de Audio. **Texto a voz**

TTS (text to speech) reader

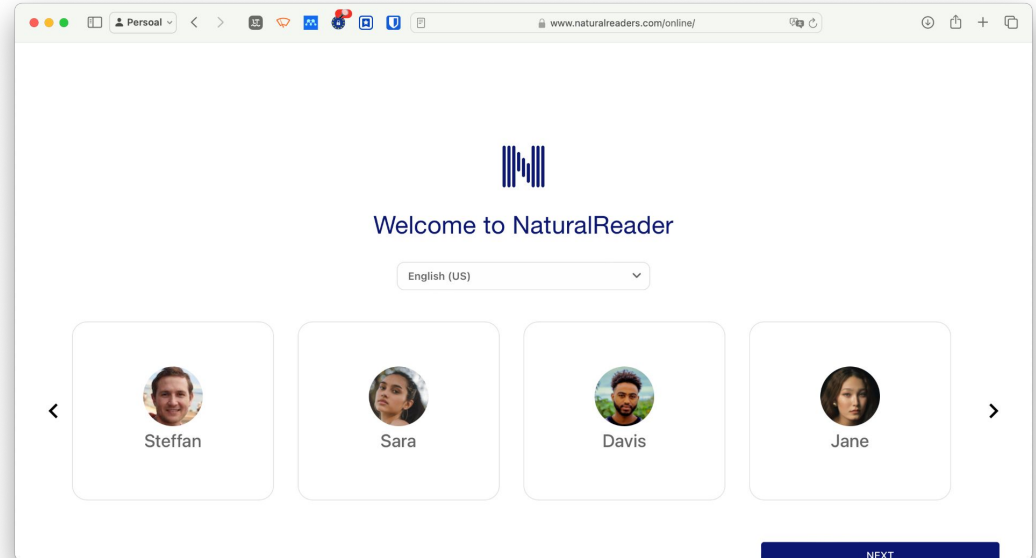
<https://ttsreader.com/>



IA's xerativas de Audio. **Texto a voz**

TTS (text to speech) reader

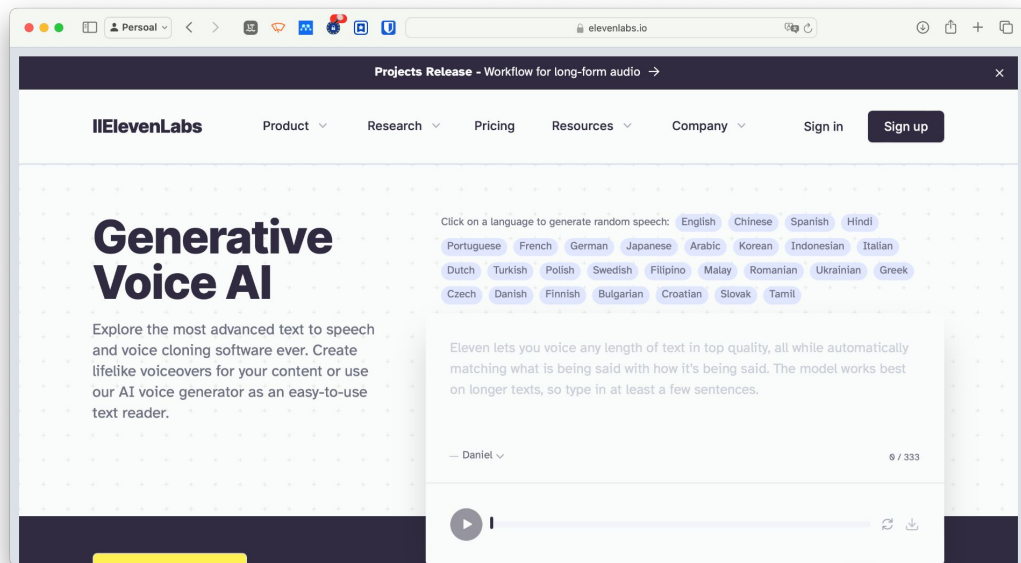
<https://www.naturalreaders.com/online/>



IAs xerativas de Audio. **Texto a voz**

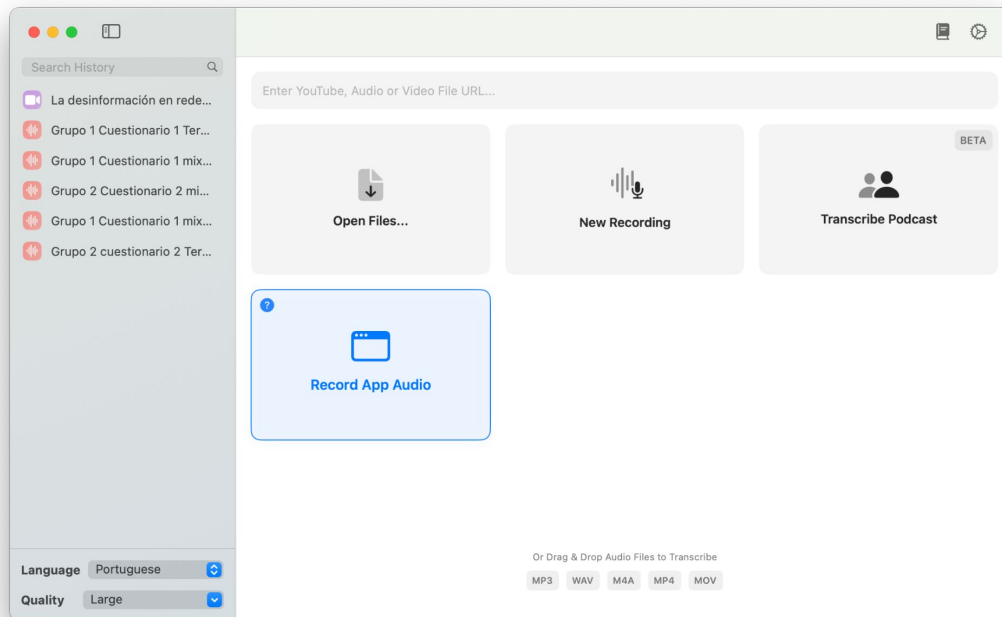
TTS (text to speech) reader

[ElevenLabs - Generative AI Text to Speech & Voice Cloning](#)



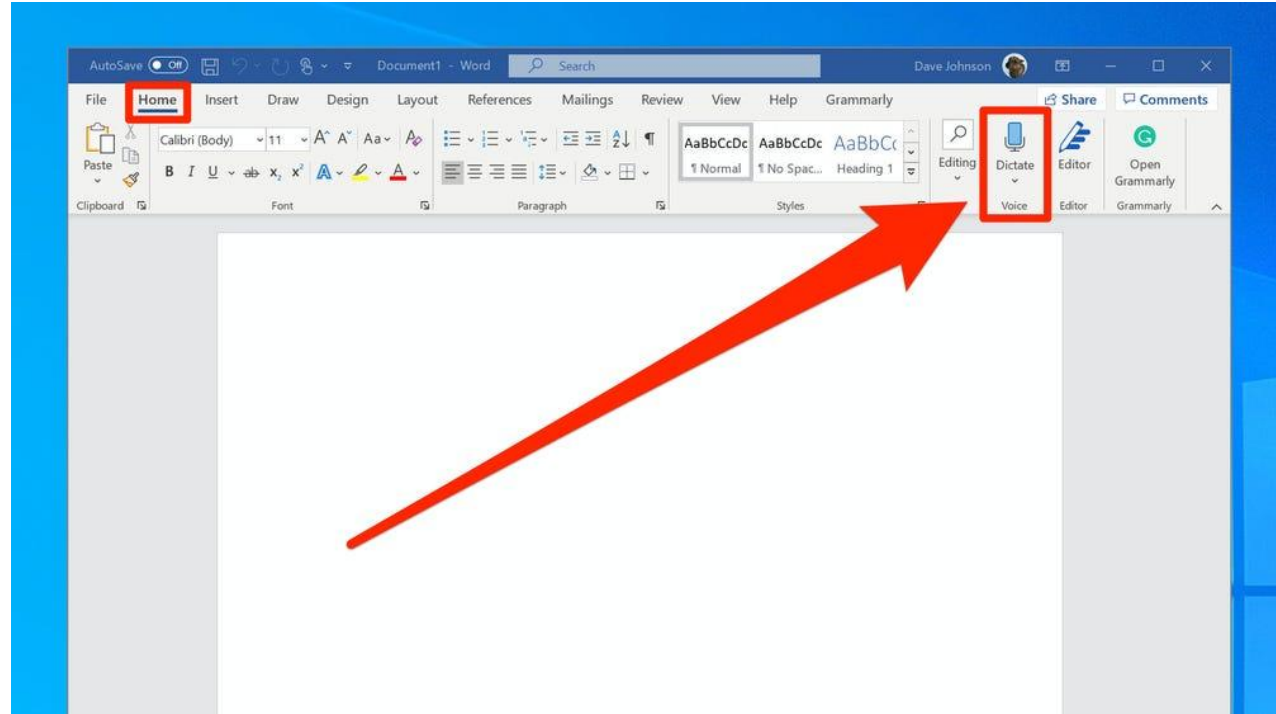
IA's xerativas de Audio. **Voz a texto**

Whisper (OpenAI)



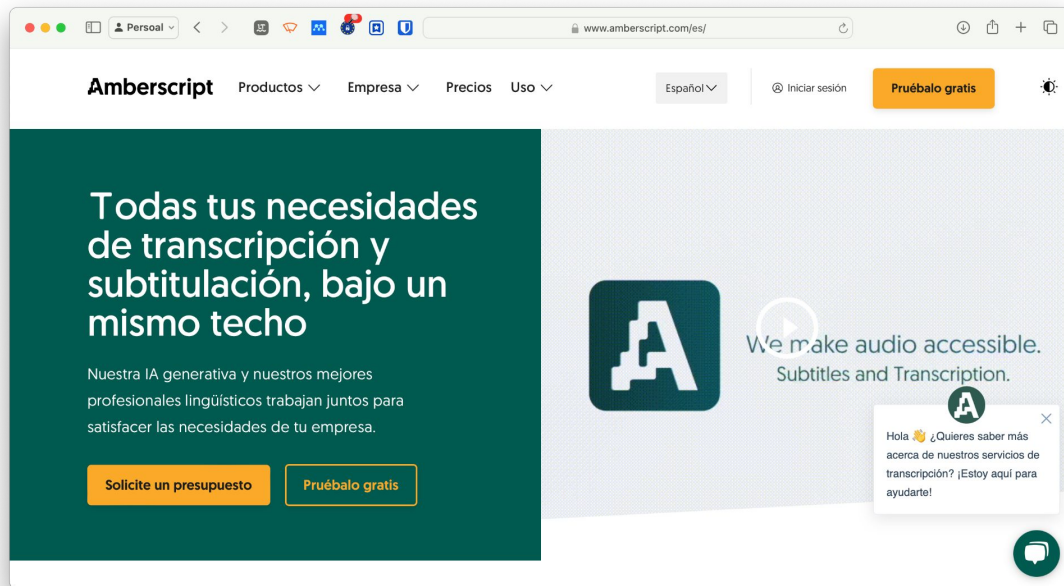
As xerativas de Audio. **Voz a texto**

Microsoft Word!



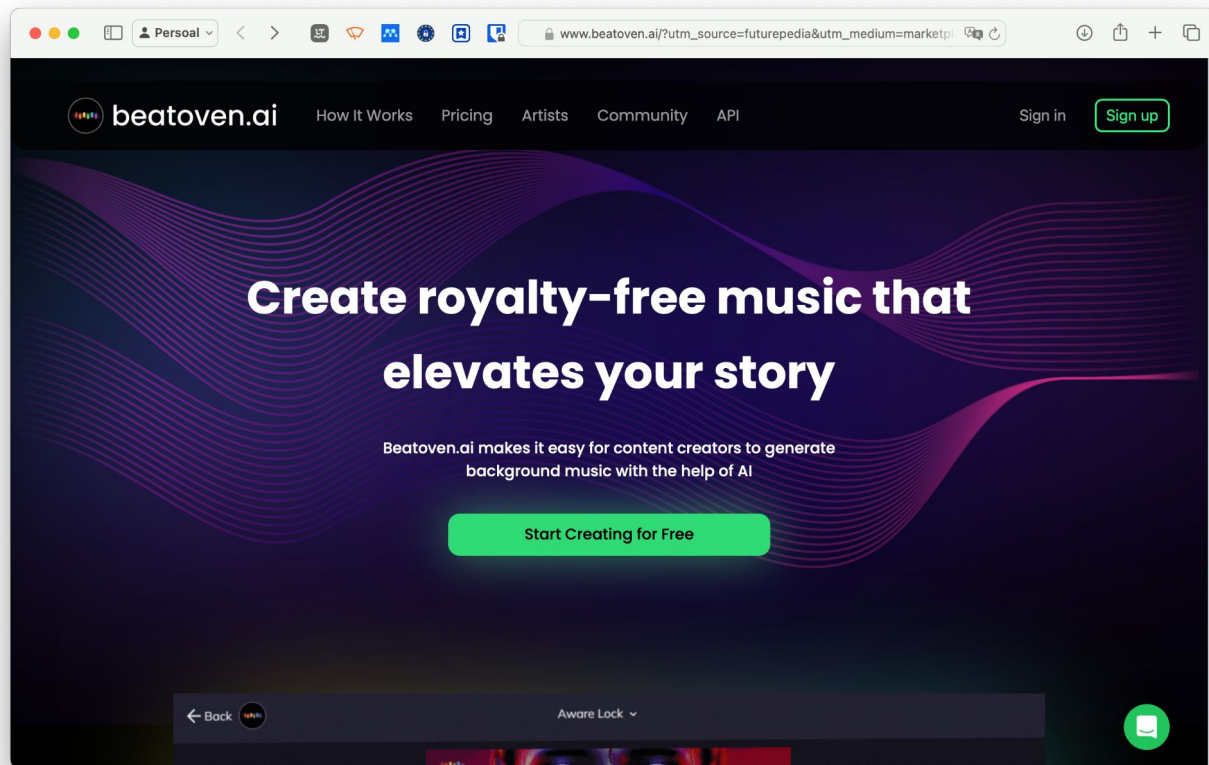
IA's xerativas de Audio. **Voz a texto**

[Amberscript](#) (a opción de pago)



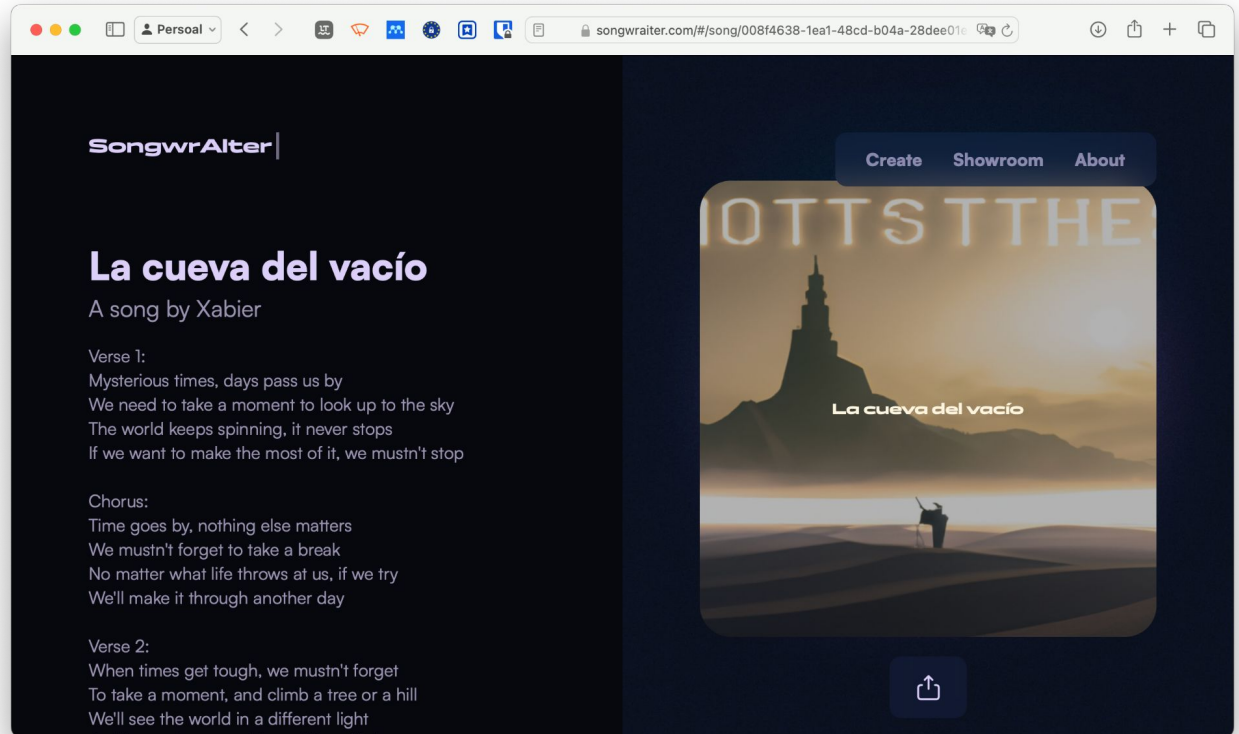
IAs xerativas de Audio. **Música sintética**

<https://www.beatoven.ai/>



Música sintética

<https://songwriter.com>



SongwrAlter

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La cueva del vacío

A song by Xabier

Verse 1:
Mysterious times, days pass us by
We need to take a moment to look up to the sky
The world keeps spinning, it never stops
If we want to make the most of it, we mustn't stop

Chorus:
Time goes by, nothing else matters
We mustn't forget to take a break
No matter what life throws at us, if we try
We'll make it through another day

Verse 2:
When times get tough, we mustn't forget
To take a moment, and climb a tree or a hill
We'll see the world in a different light

OTTSTTHE

La cueva del vacío

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(Para que descargues a presentación. Se queres)



XUNTA
DE GALICIA



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A imaxe é un retallo do cartel da campaña das bibliotecas escolares para o curso 2023 - 2024, "Unha biblioteca en viñetas", creado por Jorge Campos.



XORNADA DE BIBLIOTECAS ESCOLARES DE GALICIA



#XBEGA23



18 de novembro 2023



Palacio de Congresos | Santiago de Compostela