

# What is Generative AI?

The 2020s have seen the growth of what is called **Generative AI** (sometimes called **Gen AI**)

Generative AI can be used to generate (create) data such as text, images, video, audio, and software code

This is one of the fastest growing types of AI use

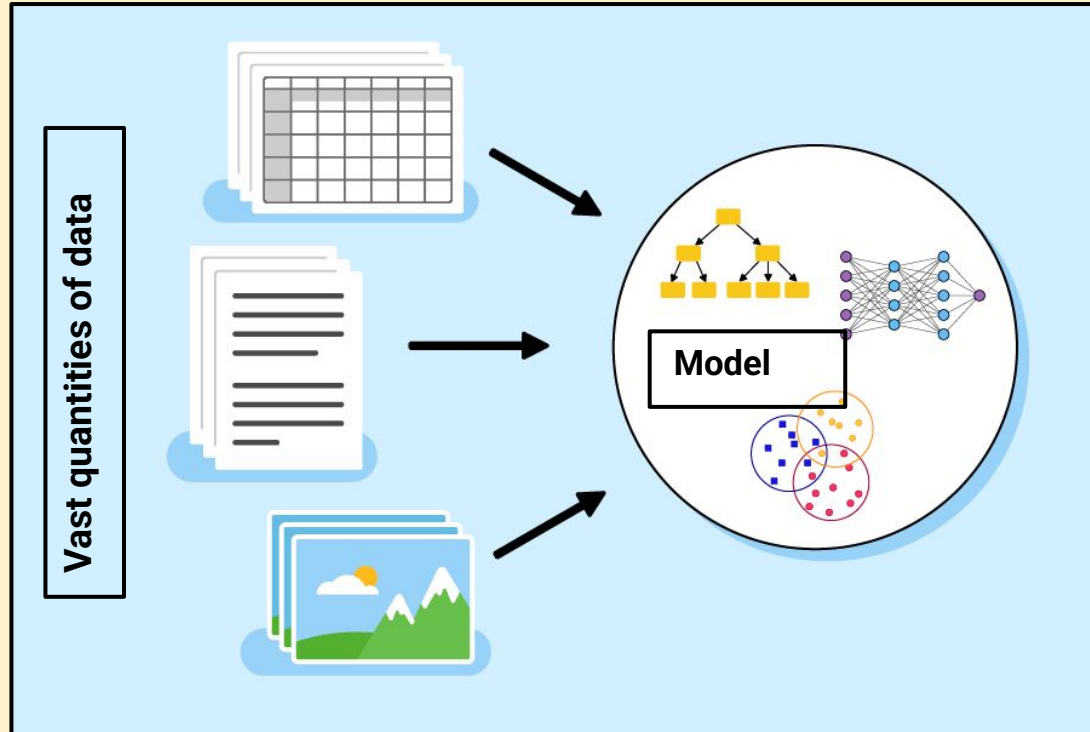
# What is Generative AI?

**Generative AI** works by the AI system being “**trained**” on examples of the thing it is designed to produce

For example, a Gen AI model works through lots and lots of examples of books about cookery. Once it has the data from these, it should be able to be used to create its own product – perhaps recipes or images of food, or videos of food being prepared

# What is Generative AI?

Generative AI needs to be trained on as much data as possible. It uses this to provide the most likely answer



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Examples of **Generative AI** systems include “chatbots” such as ChatGPT, Claude, Copilot, and Google Gemini

Other examples can be used to produce images or video when the user enters a text description of what they want the system to make

# What is Generative AI?

Chatbots are based on **Large Language Models (LLMs)**

By looking at lots of written sources, LLMs are able to create text in a way similar to the text that a human might write

Online translation tools generally use LLMs