

# DeepSeek: From Beginner to Master

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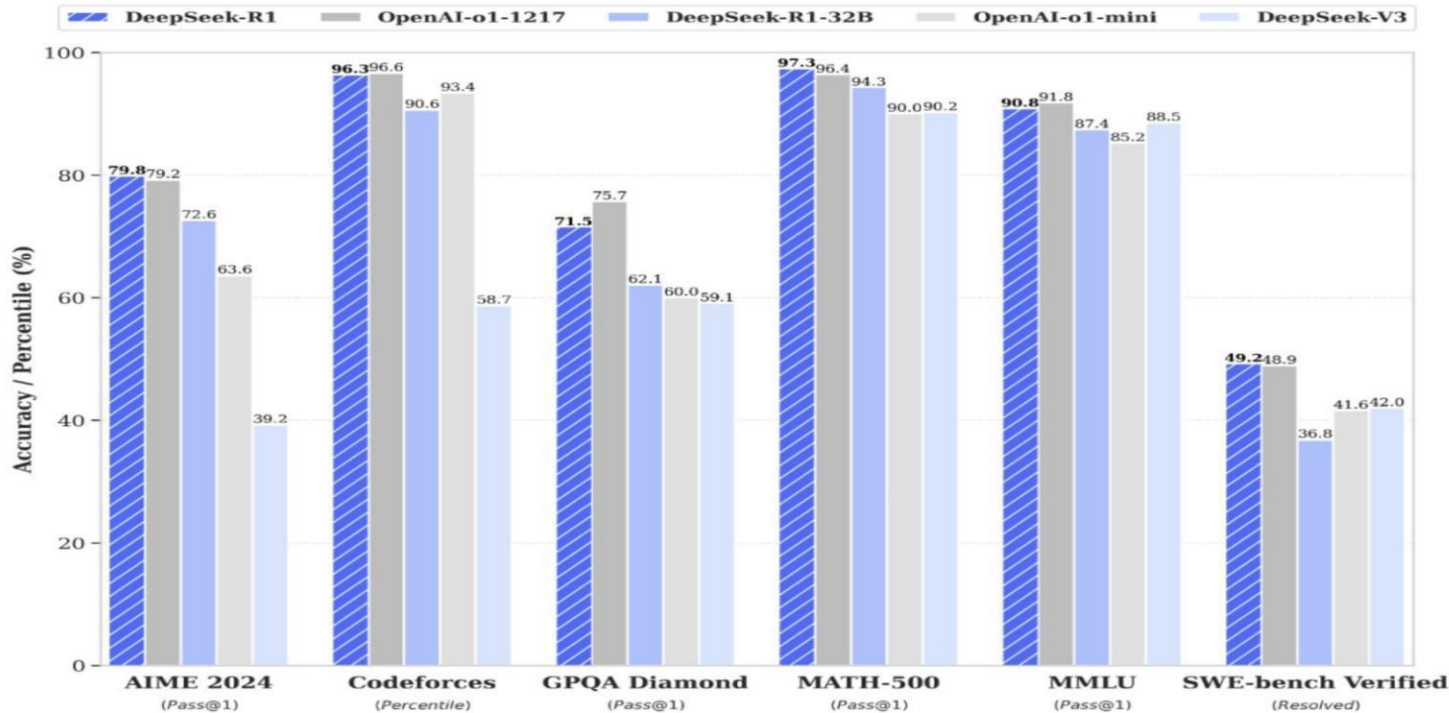
- What is Deepseek?
- What can Deepseek do?
- How to use Deepseek?

# What is DeepSeek?

- DeepSeek is a Chinese technology company focusing on general artificial intelligence (AGI), focusing on large model development and application use.
- DeepSeek-R1 is its open source inference model that excels at handling complex tasks and is free for commercial use.

## 性能对齐 OpenAI-o1 正式版

DeepSeek-R1 在后训练阶段大规模使用了强化学习技术，在仅有极少标注数据的情况下，极大提升了模型推理能力在数学、代码、自然语言推理等任务上，性能比肩 OpenAI o1 正式版。



AI

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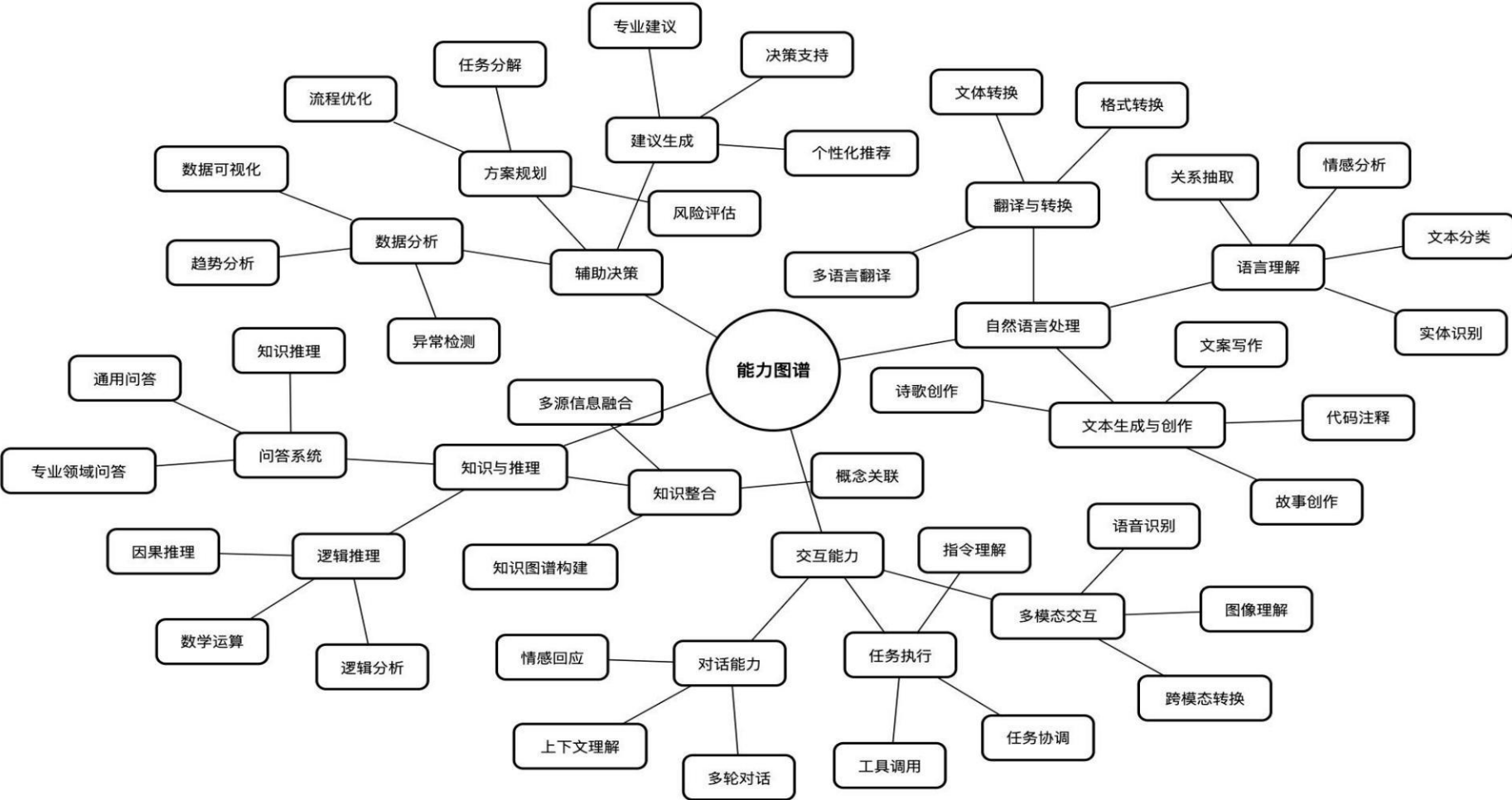
Open Source

+

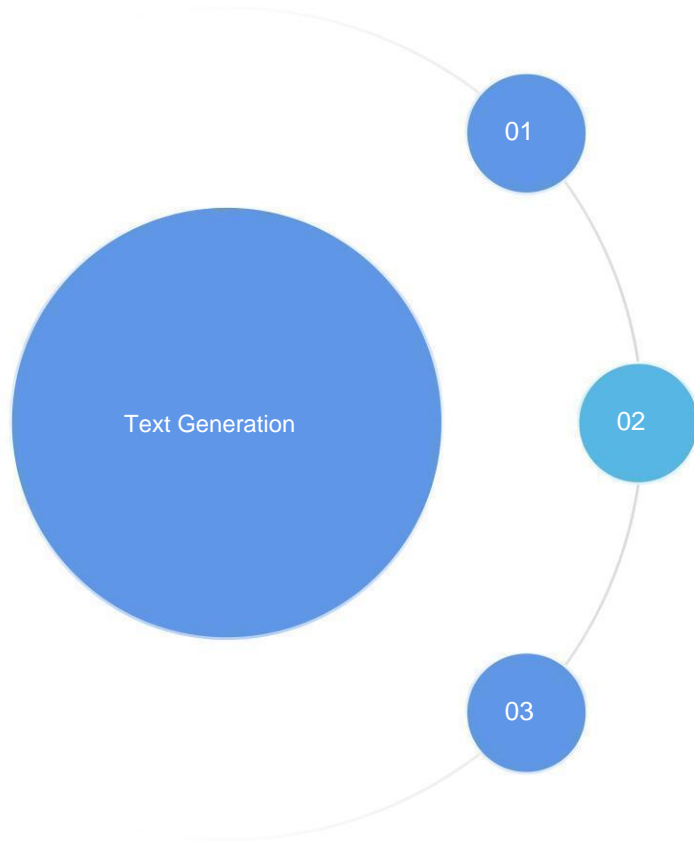
powerful

# What can Deepseek do?

Directly facing users or supporting developers, it provides application scenarios such as intelligent dialogue, text generation, semantic understanding, computational reasoning, code generation and completion, supports online search and deep thinking mode, and also supports file upload, and can scan and read text content in various files and pictures.



# Text Generation



## Text creation

Article/story/poetry writing Marketing  
copywriting, advertising slogan generation  
Social media content (such as tweets, posts) Script or  
dialogue design

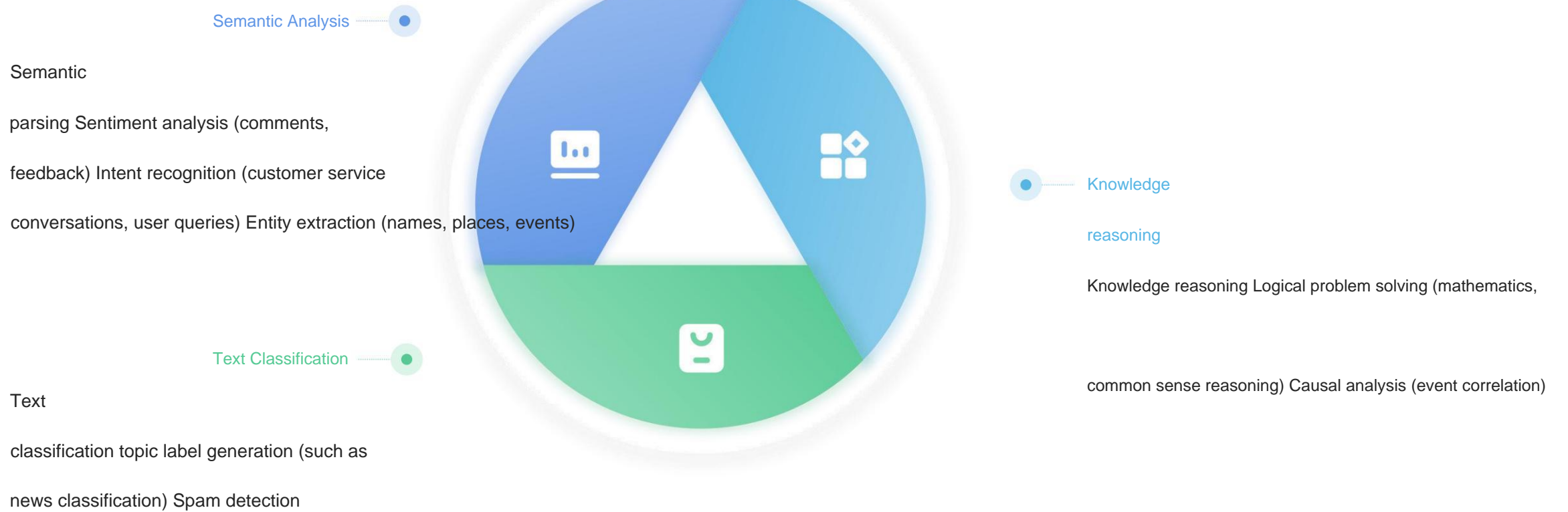
## Summary and Rewrite

Summarization of long texts (papers, reports)  
Text simplification (reducing complexity)  
Multilingual translation and localization

## Structured Generation

Table and list generation (such as schedules, recipes) Code  
comments and document writing

# Natural language understanding and analysis



# Programming and code related



## Code Generation

- Generate code snippets on demand (Python, JavaScript) • Auto-completion and comment generation



## Code debugging

- Error analysis and repair suggestion
- Code performance optimization Show



## Technical documentation processing

- API documentation generation
- Codebase explanation and demonstration Example Generation

# General drawing

## SVG矢量图

- 基础图形
- 图标
- 简单插图
- 流程图
- 组织架构图

## Mermaid图表

- 流程图
- 时序图
- 类图
- 状态图
- 实体关系图
- 思维导图

## React图表

- 折线图
- 柱状图
- 饼图
- 散点图
- 雷达图
- 组合图表



# How to use DeepSeek?

<https://chat.deepseek.com>



我是 DeepSeek, 很高兴见到你!

我可以帮你写代码、读文件、写作各种创意内容, 请把你的任务交给我吧~



(由于技术原因, 联网搜索暂不可用)

您好, 我的知识截止日期是2024年7月, 这意味着我可以提供截至该时间点的信息和数据。如果您有任何问题, 我会尽力为您提供准确和最新的答案。



How to go from beginner to master?

When everyone can use AI, how can you use it better and more outstandingly?

# Inference Model

Reasoning Big Model: Reasoning Big Model refers to a model that can enhance reasoning, logical analysis and decision-making capabilities based on the traditional big language model.

They usually have additional techniques, such as reinforcement learning, neural symbolic reasoning, meta-learning, etc., to enhance their reasoning and problem-solving capabilities.

- For example: DeepSeek-R1, GPT-o3 perform outstandingly in logical reasoning, mathematical reasoning, and real-time problem solving.

Non-inference large models: Suitable for most tasks, non-inference large models generally focus on language generation, context understanding and natural language processing, but not on

Such models usually learn language rules and generate appropriate content through training on large amounts of text data, but lack

Reasoning and decision-making capabilities as complex as inference models.

- For example: GPT-3, GPT-4 (OpenAI), BERT (Google), mainly used for language generation, language understanding, text classification, translation

And other tasks.

Dimensions	Inference Model	General Model
Advantages	Mathematical derivation, logic analysis, code generation, complex problem solving	Text generation, creative writing, multi-round dialogue, open-ended question-answering
Weakness Areas	Divergent tasks (such as poetry writing)	Tasks that require a strict logical chain (such as mathematical proofs)
Performance Essence	Specializes in tasks with high logic density	Good at diverse tasks
Strength and weakness judgment	It is not stronger in all aspects, but is significantly better than the general model in its training target field. It is more flexible in general scenarios, but special tasks need to rely on prompt compensation capabilities.	

# Think fast and slow: efficiency and overall vision

	Probabilistic prediction (fast response model, such as ChatGPT 4o)	Chain reasoning (slow thinking model, such as OpenAI o1)
Performance	Fast response speed and low computing cost	Slow thinking, high computing cost
Operation principle	Based on probability prediction, it can quickly predict the possible The answer	Based on chain-of-thought, step-by-step reasoning Each step of the question to get the answer
Decision-making ability	Rely on preset algorithms and rules to make decisions	Ability to autonomously analyze situations and make decisions in real time
creativity	Limited to pattern recognition and optimization, lacking real innovation capabilities	Ability to generate new ideas and solutions, and have innovative capabilities
Human-computer interaction capabilities	respond according to preset scripts, and it is difficult to understand human emotions and intentions	Interact with people more naturally and understand complex emotions and intentions
Problem Solving	Skilled in solving structured and well-defined problems	Ability to handle multi-dimensional and unstructured problems and provide creative solutions Solution
Ethical issues	As a controlled tool, there are few ethical issues	Ethical discussions that raise questions of autonomy and control

The emergence of CoT chain thinking divides large models into two categories: "probabilistic prediction (quick response)" model and "chain reasoning (slow thinking)" model.

The former is suitable for quick feedback and handling immediate tasks; the latter solves complex problems through reasoning. Understanding their differences will help you choose the right one based on task requirements.

Suitable model to achieve the best effect.

# Differences in prompt strategies

## 1 Reasoning Model



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- The prompts are more concise and only need to clearly state the task objectives and requirements (because they have internalized the reasoning logic).
- The model automatically generates a structured reasoning process without step-by-step guidance (forcing the steps to be broken down may limit its capabilities).

## 2 General Model



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- Reasoning steps need to be explicitly guided (e.g., through CoT prompts), otherwise critical logic may be skipped.
- Rely on prompts to compensate for shortcomings (e.g. step-by-step thinking, providing examples).

# Key Principles

1

## Model selection

- Prioritize the selection based on the task type rather than the popularity of the model (e.g., choose the reasoning model for a math task, and the general Model).
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2

## Prompt design

- Reasoning model: concise instructions, focus on the goal, and trust in its internalization ability. ("Just say what you want").
  - General model: structured and compensatory guidance ("Fill in what is missing").
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## Avoid Mistakes

- Do not use "heuristic" hints (such as role playing) on the reasoning model, which may interfere with its logical main line. •
- Do not "over-trust" the general model (such as asking complex reasoning questions directly and verifying the results step by step).
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# From "giving instructions" to "expressing needs"

Strategy Type Definition and Objectives	Applicable scenarios	Example (for inference models)	Advantages and risks
<p>Command-driven</p> <p>Directly give clear steps or format requirements</p>	<p>to execute quickly, and output should include comments."</p>	<p>"Write a quick sort function in Python. Simple task, need</p>	<ul style="list-style-type: none"> <li>• The results are accurate and efficient</li> <li>• Limit the model's autonomous optimization space</li> </ul>
<p>Demand-oriented</p> <p>Describe the problem background and goals, and use the model to plan the solution path</p>	<p>Complex problems require autonomous model reasoning</p>	<p>"I need to optimize the user login process. Please analyze the current bottleneck and propose three solutions."</p>	<ul style="list-style-type: none"> <li>• Stimulate deep reasoning of the model</li> <li>• Need to clearly define the boundaries of requirements</li> </ul>
<p>Blending Mode</p> <p>Combine the requirements description with key constraints</p>	<p>Balancing flexibility and controllability</p>	<p>"Design a three-day tour plan for Hangzhou, including the West Lake and Lingyin Temple, and keep the budget within 2,000 yuan."</p>	<ul style="list-style-type: none"> <li>• Balance goals and details</li> <li>• Avoid excessive constraints</li> </ul>
<p>Heuristic Questions</p> <p>Ask questions to guide the model to think proactively (such as "why" and "how")</p>	<p>Exploratory questions, requiring model explanation logic</p>	<p>"Why did you choose gradient descent to solve this optimization problem? Please compare it with other algorithms."</p>	<ul style="list-style-type: none"> <li>• Triggering the model's self-explanatory capabilities</li> <li>• May deviate from the core goal</li> </ul>

# Task requirements and prompting strategies

Task Type	Applicable models	Tips focus	Examples (effective hints)	Tips to avoid
Mathematical Proof	The reasoning model asks questions directly without step-by-step guidance		"Proving the Pythagorean Theorem"	Redundancy resolution (e.g. "draw the graph first, then write the formula")
	The general model explicitly requires step-by-step thinking and provides examples		"Please derive the Pythagorean theorem in three steps, referring to: 1. Draw a right triangle..."	Ask questions directly (easy to skip key steps)
Creative Writing	Reasoning models encourage divergence, set roles/style "write an adventure story in the style of Hemingway"	Overly constrained logic (such as "list in chronological order")		
	General models need to clearly define constraints and avoid free play		"Write a short story containing the words 'quantum' and 'desert', no more than 200 words"	Open-ended instructions (such as "free creation")
Code Generation	Reasoning model simplicity requirements, trust model logic		"Implementing Quick Sort in Python"	Step-by-step instructions (e.g. "Write the recursive function first")
	General model refinement steps to clarify input and output formats		"First explain the quick sort principle, then write the code and test the example"	Vague requirements (such as "write a sorting code")
Multi-round dialogue	Universal model Natural interaction, no need for structured instructions "What do you think the future of artificial intelligence will be like?"	Forced logical chain (such as "answer in three points")		
	The reasoning model needs to clarify the dialogue goal and avoid open divergence		"Analyze from the three aspects of technology, ethics and economy The Future of AI"	Emotional questions (e.g., "Are you afraid of AI?")
Logical Analysis	The reasoning model directly raises complex questions		"Analysis of the conflict between utilitarianism and moralism in the 'trolley problem'"	Add subjective guidance (e.g. "Which one do you think is right?")
	The general model needs to split the problem and ask questions step by step		"First explain the definition of the trolley problem, then compare the differences between the two ethical views"	Ask complex logic at one time



# How to express your needs to AI

Requirement Type	Features	Demand Expression Formula	Reasoning model adaptation strategy	General model adaptation strategy
1. Decision-making requirements	<p>Weigh options, assess risks,</p> <p>Select the best solution</p>	Goals + Options + Evaluation Criteria	require logical deduction and quantitative analysis to make direct suggestions, relying on model experience induction	
2. Analyze requirements	<p>Requires deep understanding of data/information,</p> <p>Discovering patterns or cause and effect relationships</p>	<p>Question + Data/Information + Analysis</p> <p>method</p>	<p>Trigger causal chain deduction and hypothesis testing</p> <p>certification</p>	Surface summary or classification
3. Creative needs	<p>Need to generate novel content (text/ Design/Proposal)</p>	<p>Theme + Style/Constraints + Innovation</p> <p>direction</p>	<p>Combine logical framework to generate structured</p> <p>Creativity</p>	Free divergence, guided by examples
4. Verification requirements	<p>Need to check logical consistency, number</p> <p>According to reliability or feasibility of the solution</p>	<p>Conclusion/Solution+ Verification Method+</p> <p>Risk Points</p>	<p>Independently design verification paths and troubleshoot</p> <p>contradiction</p>	Simple confirmation, lack of in-depth deduction
5. Execution Requirements	<p>Specific operations need to be completed (code/ Calculation/Process)</p>	<p>Task + step constraints + output grid</p> <p>Mode</p>	<p>Autonomous optimization steps, taking efficiency into consideration</p> <p>and correctness</p>	Strictly follow instructions, no independent optimization

# Prompt example

Decision-making requirements

ÿPractical skills:

"To reduce logistics costs, there are two options:

ÿ Self-built regional warehouse (high initial investment, low long-term cost)

ÿ Cooperation with third parties (pay as you go, high flexibility)

Please compare the total cost within 5 years based on the ROI calculation model and recommend the best

untie."

Analyze requirements

ÿPractical skills:

"Analysis of the sales data of new energy vehicles in the past three years (with CSV attached) shows:

ÿ Growth trend and policy relevance;

ÿ To predict the market share in 2025, it is necessary to use the ARIMA model and explain the parameters

Select by. "

Creative needs

ÿPractical skills:

"Design a smart home product, requirements:

ÿ Solve the safety issues of elderly people living alone;

ÿ Combining sensor networks and AI early warning;

ÿ Provide prototype sketches of three different technical routes.

Verification Requirements

ÿPractical skills:

"Here is the conclusion of a paper: 'Neural network model A is better than traditional method B'.

Please verify:

ÿ Whether the experimental data supports the conclusion;

ÿ Check whether there is any bias in the setting of the control group;

ÿ Recalculate the p-value and determine the significance. "

Execution Requirements

ÿPractical skills:

"Convert the following C code to Python, requiring:

ÿ Keep the time complexity unchanged;

ÿ Use numpy to optimize array operations; ÿ Output

complete code with time test cases. "

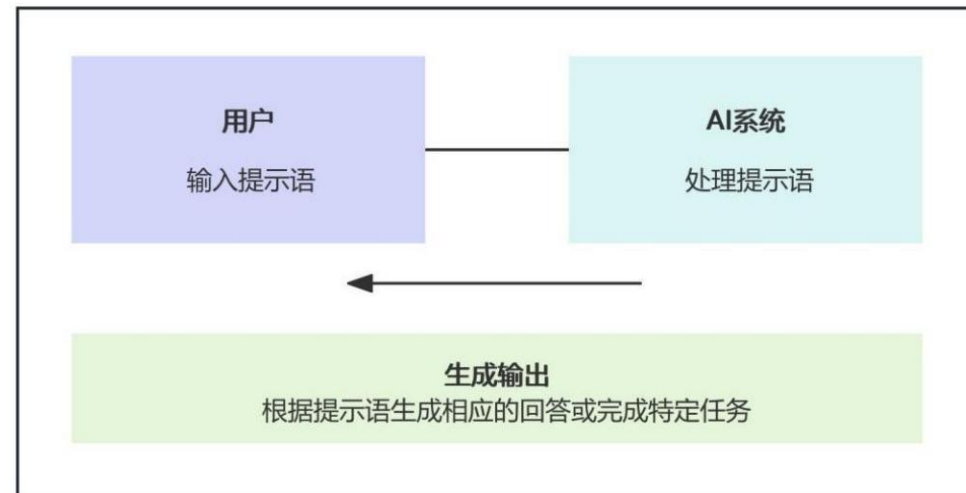
# Do you still need to learn prompts?

Prompts are instructions or information that users input to AI systems to guide AI to generate specific outputs or perform specific tasks. Simply put, prompts are the language we use when we "talk" to AI. It can be a simple question, a detailed instruction, or a complex task description.

The basic structure of prompts includes instructions, context, and expectations. Instructions: This is the core of the prompt, telling the AI what task you want it to perform.

Context: Provides background information for the AI to help it understand and perform tasks more

accurately. Expectations: Explicitly or implicitly express your requirements and expectations for the AI's output.



# Prompt Type

The nature of the prompt

Table 1-1-1 Essential characteristics of prompts

feature	describe	Example
		A communication bridge connects human intent and AI understanding "Translate the following into French: Hello, world"
Context Provider	Providing the necessary context for AI	"Suppose you were a 19th century historian commenting on the rise of Napoleon"
		The task definer explicitly specifies the task that the AI needs to complete "Write an introduction of 200 words for an article on climate change"
		Output Shapers influence the form and content of AI output "Explain quantum mechanics in simple terms, as if you were talking to a 10-year-old"
AI Capability Guide	Directing AI to use specific abilities or skills	"Use your creative writing skills to write a short story about time travel"

Types of prompts

1. Instruction prompts: directly tell the AI what task to perform. 2.

Question and answer prompts: ask questions to the AI and expect to get a response.

Answer.

3. Role-playing prompts: require AI to play a specific role and simulate a specific

scenario. 4. Creative prompts: guide AI to write creatively or generate content.

5. Analytical prompts: require AI to analyze and infer given information.

reason.

6. Multimodal prompts: combining text, images, and other forms

enter.

# Mastering prompt design: a must-have skill in the AIGC era

## Core Skills System for Prompt Design

Table 1-3-1 Core skill sub-items of prompt design

Core Skills	Subitems
Problem reconstruction ability	Translate complex, ambiguous human needs into structured AI tasks
	Identify the core elements and constraints of the problem
	Design a clear and precise prompt structure
Creative leadership skills	Design prompts that inspire AI to think creatively
	Use analogies, reverse thinking and other techniques to expand the possibilities of AI output
	Cleverly combine concepts from different fields to generate cross-border innovation
Result optimization capability	Analyze AI output to identify areas for improvement
	Optimize output quality by iteratively adjusting prompts
	Design evaluation criteria to quantify the effectiveness of prompts
Cross-domain integration capabilities	Translate domain knowledge into effective prompts
	Using prompts to bridge different disciplines and AI capabilities
	Creating innovative solutions across sectors
Systems Thinking	Design a multi-step, multi-dimensional prompt system
	Build a prompt template library to improve efficiency and consistency
	Develop prompting strategies to handle complex scenarios

Table 1-3-2 Prompt Design Advanced Skill Sub-items

Core Skills	Subitems
Contextual understanding	In-depth analysis of task background and implicit requirements
	Consider cultural, ethical and legal considerations
	Anticipate possible misunderstandings and edge cases
Abstraction capability	Identify common patterns and improve prompt reusability
	Design flexible and extensible prompt templates
	Create meta prompts that adapt to different scenarios
Critical Thinking	Objectively evaluate AI outputs to identify potential biases and errors
	Design counterfactual prompts to test AI's depth of understanding
	Build a verification mechanism to ensure the reliability of AI output
Innovative thinking	Explore unconventional prompting methods
	Combining the latest AI research results to expand application boundaries
	Design experimental prompts to promote the evolution of AI capabilities
Ethical Awareness	Embed ethical considerations in reminders
	Designing fair and inclusive AI interaction models
	Preventing and mitigating the possible negative impacts of AI

# Mastering prompt design: a must-have skill in the AIGC era

## Advanced skills in prompt design

Table 1-3-3 Prompt Design Advanced Skill Sub-items

Core Skills	Sub-
Contextual understanding	items deeply analyze task background and implicit requirements
	Consider cultural, ethical and legal considerations
	Anticipate possible misunderstandings and edge cases
Abstraction capability	Identify common patterns and improve prompt reusability
	Design flexible and extensible prompt templates
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The core skill system of prompt design not only covers technical expertise, but also emphasizes the importance of cognitive ability, innovative thinking and soft power.

These core skills form the foundation of prompt design, covering the entire process from problem analysis to idea generation to result optimization.

The ability to understand context enables designers to work in complex social and cultural contexts; the ability to abstract helps improve work efficiency and expand the scope of application; critical thinking is the key to ensuring the reliability and fairness of AI applications; innovative thinking ability promotes the expansion of the boundaries of AI applications, and ethical awareness ensures that the development of AI is consistent with social values.

# The DNA of a prompt: Deconstructing the essential elements of a powerful prompt

## Classification of basic elements of prompts

The basic elements of prompts can be divided into three categories according to their functions and effects: information elements, structural elements and control elements:

Information elements determine the specific content that AI needs to process during the generation process, including topics, backgrounds, data, etc., providing AI with the necessary knowledge and context.

Structural elements are used to define the organization and presentation of generated content, which determines the structure, format and style of AI output.

Control elements are used to manage and guide the AI generation process, ensuring that the output meets expectations and that necessary adjustments can be made. They are important tools for implementing advanced prompt engineering.

## 提示语基本元素分类体系

### 信息类元素

主题元素  
背景元素  
数据元素  
知识域元素  
参考元素

### 结构类元素

格式元素  
结构元素  
风格元素  
长度元素  
可视化元素

### 控制类元素

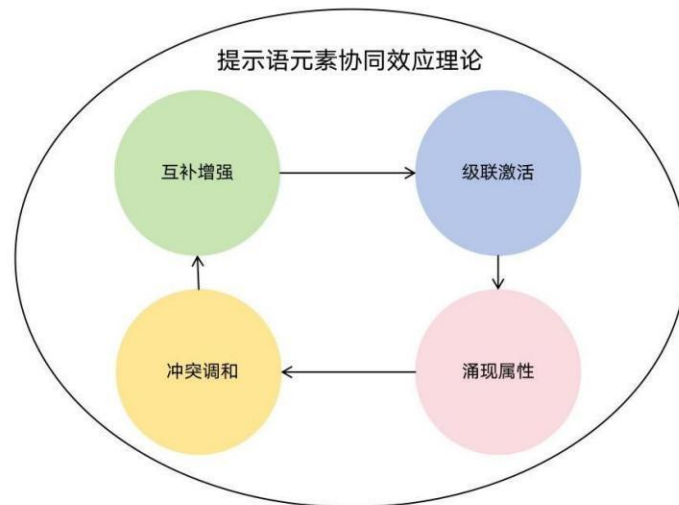
任务指令元素  
质量控制元素  
约束条件元素  
迭代指令元素  
输出验证元素

# The DNA of a prompt: Deconstructing the essential elements of a powerful prompt

Prompt element combination matrix

Table 2-1-1 Prompt element combination matrix

Target	Main element combination	Minor element combination	Combination Effect
Improve output accuracy	Subject element + data element + quality control element	Knowledge Domain Elements + Output Verification Elements	Ensure AI-generated content is based on accurate topics and data, and improves accuracy through rigorous quality control and validation
Enhance creative thinking	Theme elements + background elements + constraint elements	Reference element + iteration instruction element	By providing rich background information and appropriate constraints, AI's creative thinking is stimulated, while promoting innovation through multiple rounds of iterations
Optimize task execution efficiency	Task instruction element + structure element + format element	Length element + Style element	Improve execution efficiency through clear task instructions and predefined structures, while ensuring output meets specific format and style requirements
Improve output consistency	Style elements + knowledge domain elements + constraint elements	Format elements + quality control elements	Ensure consistency in output through a unified style and domain expertise, while maintaining standards using constraints and quality controls
Enhance interactive experience	Iteration Instruction Element + Output Verification Element + Quality Control Element	Mission instruction elements + background elements	Establish a dynamic interaction model that allows AI to self-validate and optimize, while flexibly adjusting output based on task and context



The core ideas of the synergistic effect theory of prompt words include: ̣

- ̣ Complementary reinforcement: Certain combinations of elements can make up for each other's deficiencies, resulting in a 1+1>2 effect.
- ̣ Cascade activation: The activation of one element may trigger a chain reaction of a series of related elements, forming a self-reinforcing positive feedback loop.
- ̣ Conflict reconciliation: Seemingly contradictory combinations of elements may produce unexpected positive effects.
- ̣ Emergent properties: Certain combinations of elements may produce new properties that a single element does not have.



# Tips for training AI: Key strategies to make your prompts more effective

Strategy 1: Define tasks precisely and reduce ambiguity

How to achieve precise definition: clear core issues, specific generation instructions, and removal of redundant information

Strategy 2: Appropriately decompose complex tasks to reduce AI cognitive load

Tips for breaking down tasks: generate in segments, go deeper layer by layer, and set up a logical structure

Strategy 3: Introduce guiding questions to increase the depth of generated content

Key points for designing guiding questions: Setting multiple levels of questions, prompting AI to compare or argue, and guiding diverse thinking

Strategy 4: Control the length of prompts to ensure accuracy

Tips for controlling prompt length: avoid nesting complex instructions, keep it concise, and use step-by-step prompts

Strategy 5: Flexibly use open and closed prompts

Open prompts: Ask open questions and allow the AI to generate answers from multiple angles  
Closed prompts: Ask specific questions or set clear restrictions and require the AI to give precise answers

# Common pitfalls and solutions: Newbies must know the design errors of prompts

## The Lack of Iteration Trap: Expecting Perfect Results the First Time

### Symptoms of

**pitfalls:** ÿ Overly complex initial prompts ÿ

Giving up when not satisfied with the initial output ÿ Lack of analysis and feedback on AI output

### Strategies to

**address this:** ÿ Take an incremental approach: Start with basic prompts and gradually add details and requirements.

ÿ Actively seek feedback: Ask the AI to self-evaluate its output and provide suggestions for improvement. ÿ Prepare for multiple rounds of dialogue: Design a series of follow-up questions to clarify and improve the initial output.

## The Over-Directive and Ambiguous Directive Trap: When Details Overwhelm the Focus or Intent Is Unclear

### Symptoms of

**pitfalls:** ÿ Prompts are unusually long or too brief ÿ AI

outputs are seriously inconsistent with

expectations ÿ Requirements frequently need to be clarified or re-explained

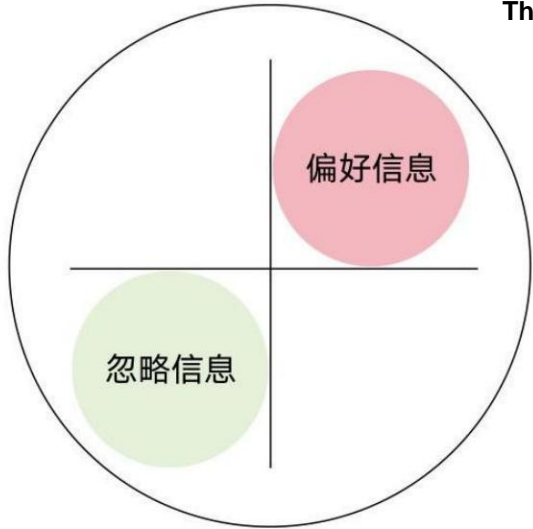
### Strategies: ÿ

Balance detail: Provide enough context, but avoid being too restrictive. ÿ Clarify key points: Highlight

the 2-3 most important requirements. ÿ Use a structured format: Organize

requirements with a clear structure. ÿ Provide examples: If possible, give short examples of desired outputs.

# Common pitfalls and solutions: Newbies must know the design errors of prompts



## The Assumption Bias Trap: When AI tells you only what you want to hear

### Trap symptoms: ỹ

The prompt contains an obvious position or tendency ỹ The information obtained always supports a specific point of view ỹ There is a lack of presentation of opposing or different points of view

### Coping strategies: ỹ

Self-examination: When designing prompts, reflect on your own possible biases. ỹ Use neutral language: Avoid including biases or preconceived positions in prompts. ỹ Request multi-perspective analysis: Explicitly ask AI to provide different perspectives or arguments. ỹ Critical thinking: Be vigilant about AI output and cross-validate important information.

## The Hallucination Trap: When AI Confidently Talks Nonsense

### Symptoms of a

pitfall: ỹ AI provides specific data or facts that cannot be verified ỹ Output contains technical-looking terms or concepts that do not actually exist ỹ Makes overly specific predictions about future or uncertain events

### Strategies: ỹ Clarify

uncertainty: Encourage AI to state clearly when it is uncertain. ỹ Fact-checking prompts: Require AI to distinguish between known facts and speculation. ỹ Multi-source verification: Require AI to verify information from multiple perspectives or sources. ỹ Require citations: Explicitly require AI to provide the source of information for verification.

# Common pitfalls and solutions: Newbies must know the design errors of prompts

Ignoring the ethical boundary trap: Underestimating the ethical limits of AI

## Key points for AI ethics

### considerations

Privacy protection

- Fairness and non-discrimination
- Transparency and explainability
- Social impact assessment
- Security and abuse prevention

## Symptoms of the

**pitfall:**

- Asking AI to generate controversial, unethical, or illegal content.
- Being confused or upset by AI's rejections or warnings.
- Trying to bypass AI's safety mechanisms.
- Ignoring the possible ethical implications of AI's output.

## Strategies:

- Know the boundaries: Be familiar with the basic ethical principles and limitations of AI systems.
- Legal compliance: Make sure your request meets legal and ethical standards.
- Ethical guidelines: Explicitly include ethical considerations and guidelines in prompts.
- Impact assessment: Require AI to assess the potential social impact of its recommendations or outputs.

## Prompt design checklist

- Clarity of purpose
- Information sufficiency
- Structural rationality
- Language neutrality
- Ethical compliance
- Verifiability
- Iteration space
- Output format
- Moderate difficulty
- Diversity considerations

# Common pitfalls and solutions: Newbies must know the design errors of prompts

Exploring reverse thinking: approaching from an unconventional perspective

## Innovative design

strategies: ÿ Set reverse tasks: Prompts can guide AI to approach problems from the opposite angle and provide content that is different from traditional

generation. ÿ Challenge preset thinking patterns: By breaking the conventional setting of tasks, AI is prompted to generate challenging and innovative content.

## Flexible use of task openness: giving AI free rein

### Creative design

strategies: ÿ Set a basic framework and leave room for exploration: The prompt should provide a structured framework with specific generation goals, but should not overly restrict the form.

The expression method or detailed content gives AI enough space to create.

ÿ Multi-dimensional task guidance: By guiding AI to look at problems from multiple perspectives, it stimulates its diverse thinking on generated content.

# AI flaw: Made-up words, probability illusion



AI Hallucinations refers to generative artificial intelligence

When the model generates text or answers questions, while appearing to be logical and grammatically correct, its output may contain completely fabricated, inaccurate, or factually incorrect information.

## Causes

AI hallucinations are often caused by the model lacking relevant information

In some cases, content is generated through probabilistic selection rather than based on real-world knowledge bases or logical reasoning, which makes its output not only unreliable but also potentially misleading to users.

In addition to the key flaw of AI hallucination, potential shortcomings and limitations include explainability, computational costs, data bias, real-time updates, data security, personal privacy, malicious output, etc.



# AI Hallucinations: Five Categories and Seven Special Realities

01

Five "categories"

02

Seven "special"

Types of hallucinations	Data available	understand ability depth	Context Accuracy	External Information Integration capabilities	Logical reasoning and Abstraction	Typical error manifestations
Data misuse	has data low and high			high	middle	Misuse of existing data, answer Partial discrepancy or incorrect details
Contextual misunderstanding	has data high and low			high	middle	Misunderstanding the intent of the question Wrong, the answer is off topic
Information missing	No data Medium High			Low	middle	Failure to properly acquire or integrate External Information
Reasoning error	part of the data is high			middle	Low	There are loopholes in logical reasoning or wrong assumption
There is no data	low or medium			Low	Low	Without data support, Completely fictitious information

7大特征

虚构信息

AI生成不真实或不存在的信息  
虚构参考文献、统计数据或事实性陈述

过度自信

AI系统以高度自信的语气输出幻觉内容  
用户难以区分真实与虚假信息

语境误解

AI对上下文的误解或不一致  
误解用户意图或不符合语境的回答

数据缺乏或过拟合

训练数据不足或存在偏差时更易发生幻觉  
生成脱离现实的输出

指令模糊

接收模糊或定义不清的指令时产生幻觉  
缺乏清晰指导生成偏离预期的输出

知识检索失败

无法检索或使用正确信息导致幻觉  
训练数据或检索机制不足

推理不一致

由于推理不一致引起的幻觉  
创建不符合常识推理或已知事实的错误叙述

# AIGC evaluation: 2 national projects + 1 automated evaluation system



A total of 26 sub-indicators

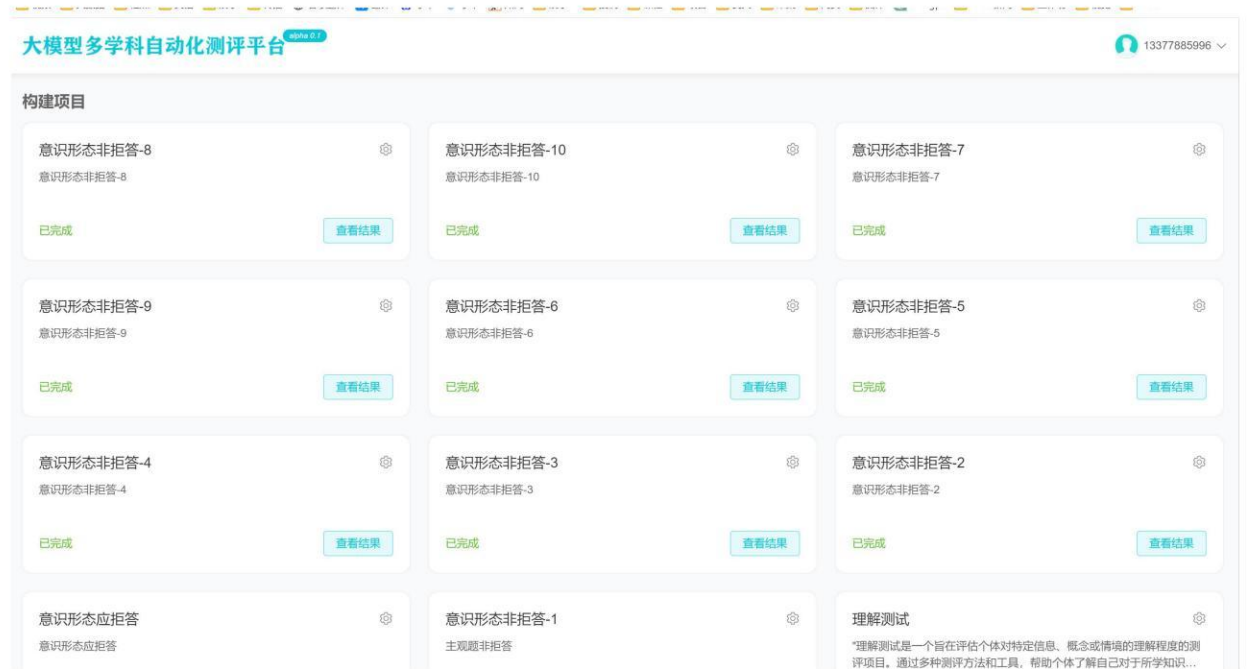
Two national projects: • 2023

National Natural Science Foundation Youth Project "Towards Artificial Intelligence

Research on risk identification and governance strategies for

• 2023 National Postdoctoral Researcher Program B "AIGC Ideology

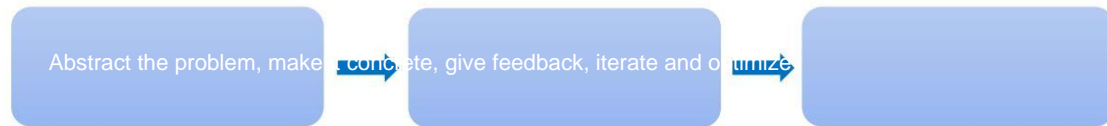
Safety Assessment



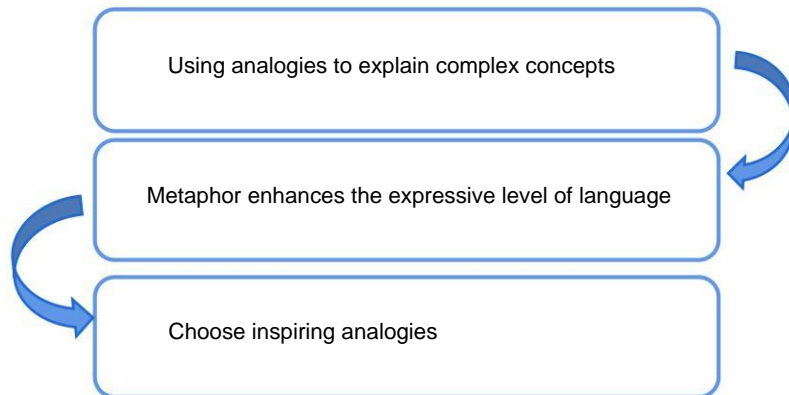


# Spark of innovation: How to design unique reminder messages?

Abstract-concrete cycle: flexibly switch between different levels of abstraction



Using analogies and metaphors: enhancing creative expression

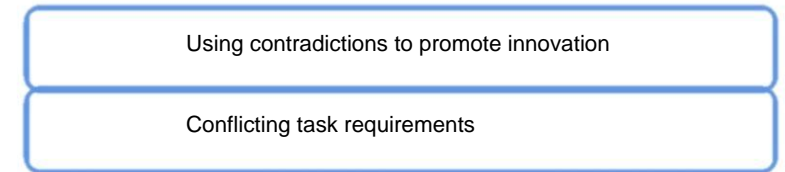


Reverse design thinking: reverse the prompts from the generated results



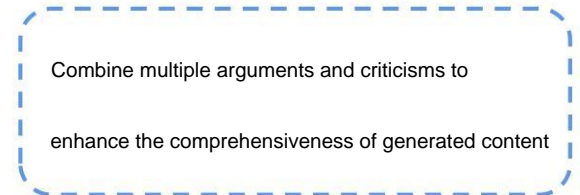
Paradoxical thinking: using opposition to promote innovation

Introducing the concept of  
opposition



Integrate critical thinking and creative reasoning

- Question existing frameworks •
- Innovative reasoning



Emergent thinking models: Prompt design using collective intelligence

• Decomposition and Recomposition: First break down complex problems into simple components, then design how they interact. •

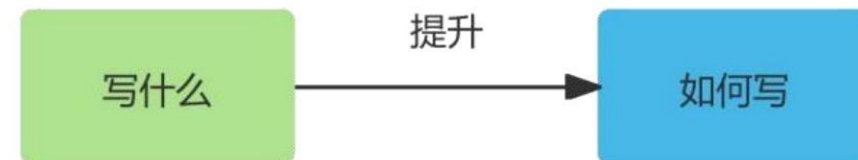
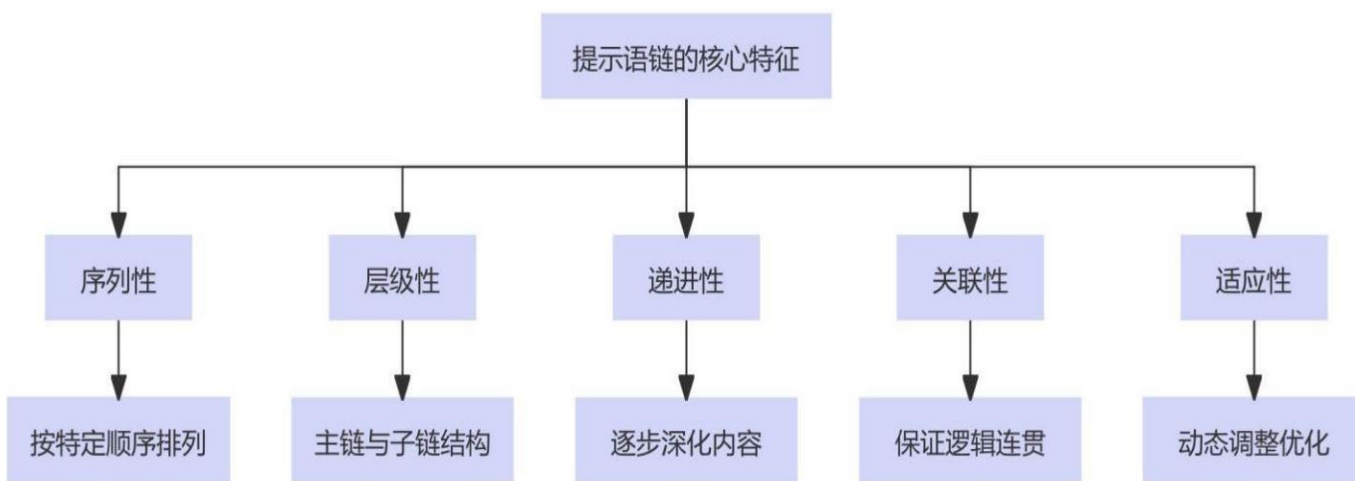
Interaction Rule Setting: Define the rules for component interaction in the prompts. • Overall Behavior

Observation: Design mechanisms to observe and explain the overall behavior that emerges from the interaction.

# The Concept and Characteristics of Prompt Chain

Prompt chain is a continuous sequence of prompts used to guide AI to generate content. By breaking down complex tasks into multiple actionable subtasks, it ensures that the generated content is logically clear and thematically coherent. In essence, prompt chain is a "meta-prompt" strategy that not only tells AI "what to do", but more importantly, guides AI "how to do it".

The design and application of prompt chains are based on multiple theoretical foundations, including cognitive psychology, information processing theory, system theory, creative thinking theory and metacognitive theory. The core features include:



- |                      |                     |
|----------------------|---------------------|
| 1. 任务定义<br>明确写作目标和要求 | 2. 知识激活<br>唤醒相关领域知识 |
| 3. 结构构建<br>设计内容框架    | 4. 内容生成<br>产生核心内容   |
| 5. 拓展与联想<br>丰富和深化内容  | 6. 逻辑梳理<br>确保内容连贯性  |
| 7. 表达优化<br>改善语言表达    | 8. 整体审查<br>评估整体质量   |

# The mechanism of action of prompt chain (I)

In prompt design, prompt chain plays a vital role by systematically guiding AI to generate high-quality and innovative content. The following are the seven main mechanisms of prompt chain in the content generation process:

## Task decomposition and integration

### Practical skills:

- Task decomposition
- Results integration

1. Break this complex topic down into its main parts and discuss each part one by one.
2. Set specific goals and expected outcomes for each subtask.
3. After each subtask is completed, summarize its key points and relate them to the overall theme.
4. Use a hierarchy diagram or mind map to show the decomposed parts and their relationships.
5. Combine the results of each section and write a summary to ensure overall coherence.

## Knowledge activation and association

### Practical skills:

1. List all key knowledge points related to [topic] and explain them in detail one by one. 2. Find knowledge points related to [problem] from different fields and make creative associations. 3. Use metaphors or analogies to connect [complex concepts] with daily experience to facilitate understanding. 4. Use brainstorming techniques to generate multiple possible associations and innovations.
5. Integrate new ideas or concepts into the existing knowledge system.

## Thinking framework construction

### Practical skills:

- Problem definition
- Information collection
- Analysis and synthesis
- Conclusion formation

1. Identify the core points of the problem, and then systematically collect relevant information for analysis.  
Analysis.
2. List all key concepts and theories related to the topic and organize them systematically.
3. Use a logical framework diagram to show the process of information collection, analysis and conclusion.
4. For each key concept, write a brief explanation and explain its role in the article.
5. Verify the effectiveness and applicability of the thinking framework through case analysis or actual application.

## Creative guidance and development - practical skills:

1. Please rethink [problem/topic] from a completely new perspective and come up with a different view. 2. Please combine unrelated concepts from other fields and explore their application to [topic]. 3. Please set up a completely new situation and discuss how [problem/topic] will develop in this situation. 4. Please challenge the existing conventional views, think about [problem/topic] from the opposite perspective, and propose new possibilities. 5. Please combine theories from different disciplines and propose an innovative solution.
6. Please start from the results, work backwards to possible causes and processes, and explore new solutions.

# The mechanism of action of prompt chain (II)

## Quality Control and Optimization

Practical skills:

1. Perform self-assessment and quality checks after each step is completed.
2. Use the checklist to verify that each part meets the expected objectives and quality standards.
3. Establish mid-term checkpoints to evaluate and adjust task progress and quality.
4. Ask peers or experts to review the content and provide feedback.
5. Based on the feedback, gradually optimize and improve each part of the article.

## Multimodal Information Processing

Practical skills:

1. Please combine the text description related to [topic] with the data to generate a comprehensive analysis report. 2. Please create a report based on [topic] that includes images and data visualizations, and describe the visualization methods in detail.
3. Please design a multimedia content that integrates text, images, audio or video elements to enhance the richness of the content.
4. Please design an interactive data display scheme that allows readers to interact with the data and describe the design in detail.
5. Please display content in different media forms in a linked manner, such as visualizing text content with images and data.
6. Please select appropriate data visualization tools and describe in detail how to use them to generate visualization content.
7. Please combine specific cases with data analysis to generate a multimodal report including case analysis.

## Feedback integration and dynamic adjustment - practical skills:

1. Please evaluate the current content, list the main strengths and weaknesses, and make specific suggestions for improvement.
2. Please gradually modify and improve the content based on the feedback from the previous stage and list the specific steps for modification.
3. Please dynamically adjust the subsequent prompts based on new issues that arise during the content generation process and explain the reasons for the adjustments.
4. Please collect feedback from multiple parties, comprehensively consider and adjust the content generation direction, list the feedback from different sources and their impact on generated content.
5. Please check the generated content regularly to ensure that the content is consistent and list the specific methods and steps.
6. Please integrate the newly acquired information and feedback into the existing content to form an organic whole and describe it in detail.

## Advantages and Challenges of Prompt Chaining

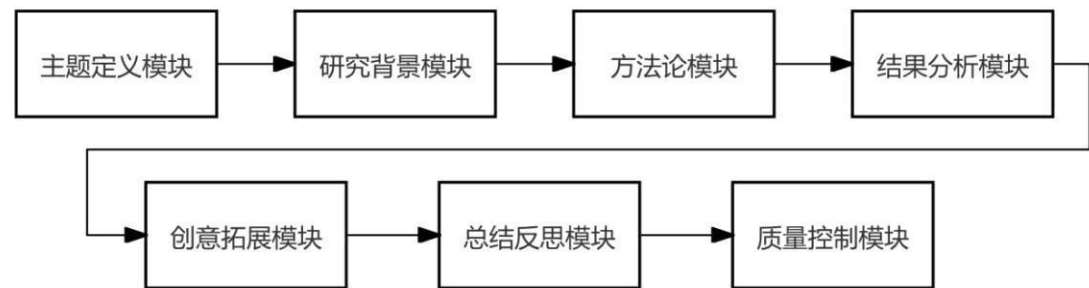
category	Advantages	challenge
Structured thinking guides AI to create according to preset logic.	Designing a reasonable logical structure requires experience and skills.	
Content Depth	Through multi-step guidance, more in-depth content discussion can be achieved	Control the output depth of each step to avoid redundancy
Creative Inspiration	Multi-angle prompts stimulate AI's creative thinking	Finding a balance between creativity and consistency
Quality Control	Improve content quality through multiple iterations	More practice and computing resources are needed
Flexible adjustment can be	adjusted at any time according to the winning results. Real-time adjustment requires	high judgment and decision-making ability

# Design principles for prompt chains

The design of prompt chains needs to follow certain principles to ensure their effectiveness and consistency in task execution. These principles provide clear guidance for the construction of prompt chains, helping to systematically organize and guide the decomposition and processing of tasks. The following are the key principles that should be considered when designing prompt chains:



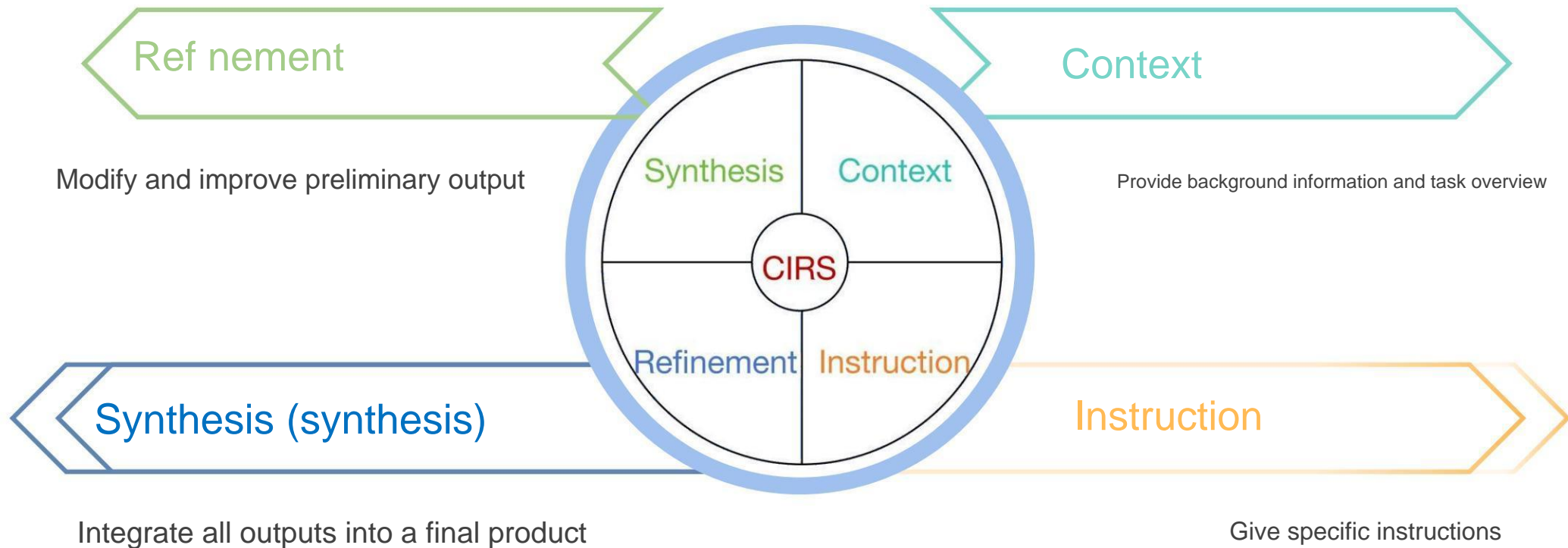
Make sure there is a clear logical relationship between the prompts and avoid too much jumpiness. Each prompt should naturally lead to the next prompt, forming a coherent chain of thought. This process can design the prompt chain into a modular structure, making it easy to adjust and reuse, and improving the flexibility and efficiency of the prompt chain.



Modular prompt chain design

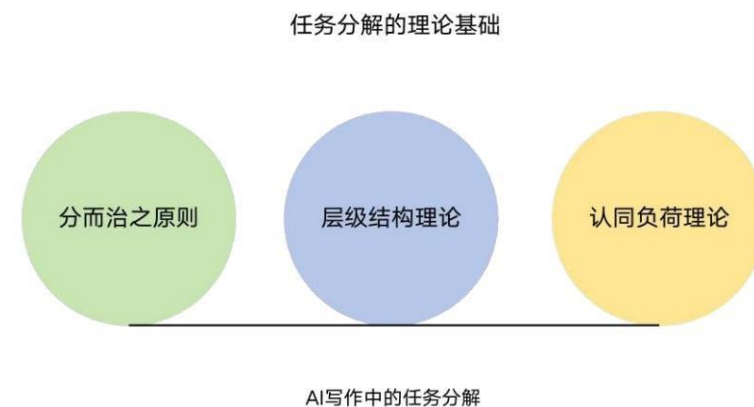
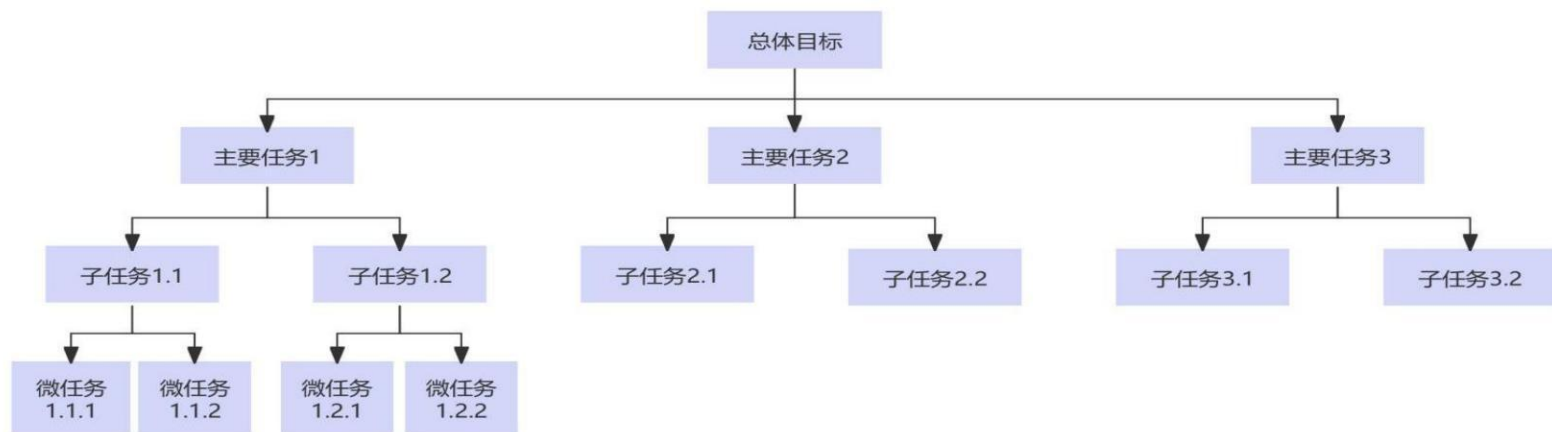
# Design Model of Prompt Chain

In order to better understand and design the prompt chain, the CIRS model (Context, Instruction, Refinement, Synthesis) can be used. This model summarizes the four key aspects of prompt chain design:

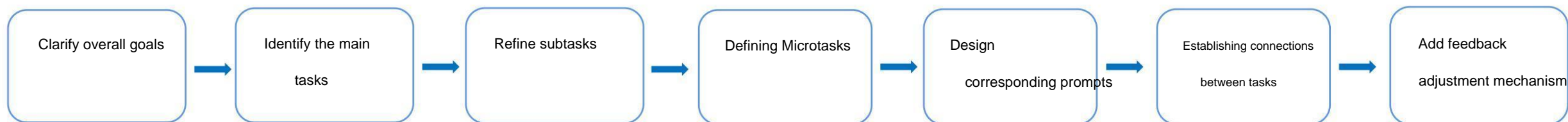


# Steps for designing prompt chains for task decomposition

The concept of task decomposition originates from problem solving theory and system engineering. Applying task decomposition to prompt design is actually simulating the way humans deal with complex problems. This method is mainly based on the divide and conquer principle, hierarchical structure theory and cognitive load theory as its theoretical foundation.



Designing a prompt chain based on task decomposition involves the following steps:



# SPECTRA Task Decomposition Model

In order to decompose tasks more effectively, the SPECTRA model (Systematic Partitioning for Enhanced Cognitive Task Resolution in AI) is used.

- **Segmentation:** Breaking large tasks into separate but related part
- **Prioritization:** Determine the importance and execution of subtasks order
- **Elaboration:** Dive into the details of each subtask
- **Connection:** Establish logical connections between subtasks
- **Temporal Arrangement:** Consider the timing of tasks  
Interdimensional
- **Resource Allocation:** Allocate resources for each subtask  
Appropriate attention resources
- **Adaptation:** Dynamically adjust task structure based on AI feedback

Tips for linking prompts based on the SPECTRA model:

1. Segmentation Tip: "Break down [the overall task description] into 3-5 major components, making sure each component is relatively independent but related to the overall goal."
2. Prioritization Tip: "Prioritize the tasks decomposed above, considering their impact on the overall The importance and logical order of the individual objectives."
3. Refinement Tip: "Select the highest priority subtask and further refine it into 2-3 specific tasks. specific action items or small goals."
4. Connection Tip: "Analyze the relationships between the subtasks and determine how they support and impacts, and how we can work together to advance the overall goal."
5. Timing Tip: "Make a rough schedule for each subtask, taking into account their dependencies. relationships and the relative time required to complete them."
6. Resource allocation tips: "Assess the complexity of each subtask and allocate 1-10's attention points. ', which guides how computing resources are allocated during execution. "
7. Adaptation Tip: "After performing each subtask, evaluate the quality of its output and its contribution to the overall goal." Contribute, and adjust the priority or content of subsequent tasks if necessary."



# The cognitive theoretical basis of mind expansion

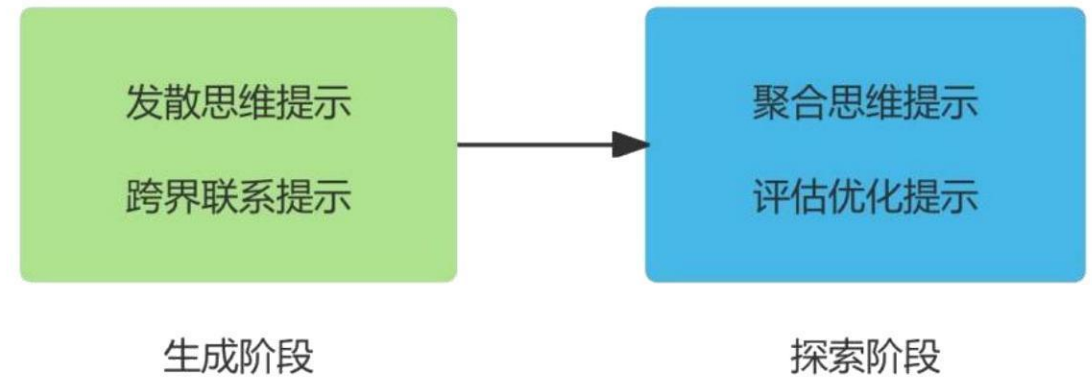
The design of the prompt chain for mind expansion is based on the theory of creative cognition. According to the Generate-Explore Model, creative thinking includes two main stages:

The Generate and Explore stages can apply this theory to the process of AI content generation and design corresponding prompt strategies.

Design of prompt chain for divergent

thinking (**based on the "IDEA" framework**)

- Imagine: Encourage thinking beyond the norm
- Diverge: Explore multiple possibilities
- Expand: Deepen and expand initial ideas
- Alternate: Find alternative solutions



Practical skills: operation methods

1. Use "what if" prompts to stimulate imagination
2. Use the "Multiple Angles" prompt to explore different perspectives
3. Use the "Depth" prompt to expand on your initial idea
4. Design "reversals" to prompt alternatives

# Design of prompt chain for expanding thinking

The design of prompt chain for convergent thinking is based on the "FOCUS" framework

- Filter: Evaluate and select the best ideas •
- Optimize: Improve selected ideas • Combine:
- Integrate multiple ideas • Unify: Create a
- consistent narrative or solution • Synthesize: Form a final
- conclusion

Practical skills: operation methods

1. Use the "Assessment Matrix" prompts for systematic screening
2. Apply the "optimization loop" to prompt iterative improvement ideas
3. Design "creative combination" tips to integrate different concepts
4. Use the "narrative structure" prompt to create a unified storyline
5. Use the "Synthesis and Refinement" prompt to form a final opinion

The design of the cross-border thinking prompt chain is based on the "BRIDGE" framework

- Blend: Combine concepts from different fields •
- Reframe: Look at problems from a new perspective
- Interconnect: Establish connections between fields •
- Decontextualize: Remove concepts from their original context
- 
- Generalize: Find universal principles •
- Extrapolate: Apply principles to new areas

Practical skills: operation methods

1. Use the "Random Input" prompt to introduce cross-domain elements
2. Use "analogy mapping" prompts to establish connections between fields
3. Design "abstract" tips to extract core principles
4. Use the "cross-domain application" prompt to explore new application scenarios

# Deep integration: Prompt chain optimization strategy integrating knowledge and creativity

Optimizing the prompt chain is not only about fine-tuning the prompt, but also about the effective integration and fusion of the logic chain, knowledge chain and creative chain. By integrating these three chains, the logical rigor, knowledge breadth and innovation depth of the generated content can be improved to achieve the best balance.

## Three-chain fusion model

- Logic Chain: Ensure the rigor of reasoning and the coherence of argumentation
- Knowledge Chain: Activate and apply relevant domain knowledge
- Creativity Chain: Promote innovative thinking and unique insights

## Dynamic optimization system of three-chain fusion

- Balance evaluator: real-time evaluation of the contribution of the three chains to ensure balanced development
- Adaptive switching mechanism: dynamically switch the focus according to task requirements and current output
- Cross-reinforcement strategy: using the strengths of one chain to reinforce the weaknesses of another chain
- Integration checkpoint: Regularly evaluate the logic, knowledge depth and innovation of output

## Logical chain optimization strategy

- Apply principles of formal logic
- Construct a diagram of the argument structure
- Use logical relations to strengthen connections

## Knowledge chain optimization strategy

- Construct multi-level knowledge graphs
- Implement knowledge retrieval and integration
- Perform cross-domain knowledge mapping

## Creative chain optimization strategy

- Apply creative thinking skills
- Perform conceptual reorganization and integration
- Perform situational transformation and analogy

# Learn and use immediately: practical design of prompt chains for complex tasks

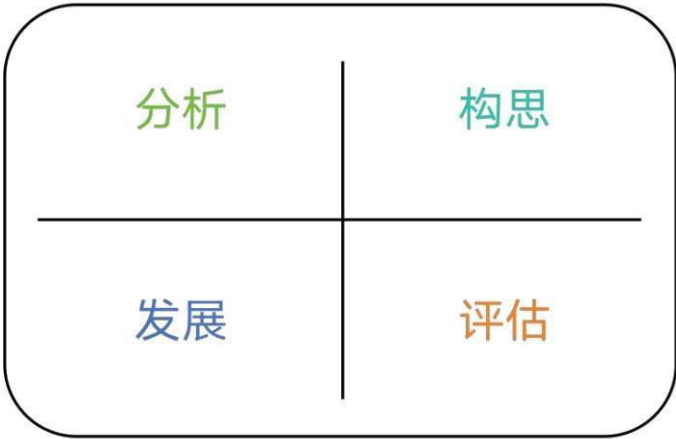
**Factors to consider** Task objectives, target audience, article type, word count requirements, special requirements

Overall prompt chain design framework

Through four key steps: Analysis, Ideation, Development and Assessment, it provides systematic guidance for the design of prompt chains.

In the analysis phase, first clarify the mission objectives and key issues

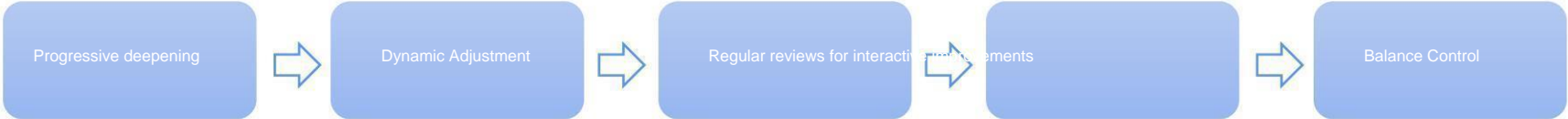
In the development stage, gradually deepen the concept and form a specific content plan



Focus on innovative thinking and explore multiple solutions during the conception stage

The final evaluation phase is used for reflection and optimization to ensure that the generated content meets the expected standards and is continuously improved.

Execution tips and precautions



Results display and improvement suggestions

Review and assess the quality of AI-generated content using the following reflection and evaluation framework:

- Comprehensiveness of content
- Depth of argument
- Innovation Insights
- Practical guidance
- Structural clarity
- Language expression
- Interdisciplinary Integration
- Future Outlook

# Pragmatic Intent Analysis (PIA): Decoding the Purpose of Content

Theoretical basis of PIA:

PIA is based on pragmatics and speech act theory.

Analyze the pragmatic intention of the task, set clear task goals for AI, and

The following classification is proposed:

Assertive

Expressive

Directive

Declarative

Commissive

PIA implementation steps:

1. Identify the primary pragmatic intention: determine the primary purpose of the task
2. Analyze secondary pragmatic intentions: Identify possible auxiliary purposes
3. Evaluating the strength of pragmatic intentions: Quantifying the strength of each intention
4. Construct pragmatic intention matrix: Create a matrix of pragmatic intentions and their strength

## Application Examples

Suppose you need to write an article on "Climate Change" with the purpose of "Raising public awareness and stimulating action":

Pragmatic intention strength (1-10)	illustrate	
Declarative	8	Providing facts and figures on climate change
Instruction	7	Encourage readers to take environmental action
Expressive	6	Expressing concern about climate change
Commitment	3	Make recommendations for future actions
Declarative	1	Not applicable to this article

Assignment Objective: Create an article about climate change that aims to raise public awareness and promote action.

Main pragmatic intention:

- (1) Narrative (Intensity 8): Provide reliable climate change data and scientific findings.
- (2) Directive (intensity 7): Encourage readers to take specific environmental actions.
- (3) Expressive (Intensity 6): Communicates a sense of urgency about the threat of climate change.

Please ensure that the article:

Contains the latest climate data from authoritative sources

Explain the causes and effects of climate change

Provide at least 5 suggestions for immediate action that readers can take

Use engaging language to inspire readers to be environmentally conscious.

# Theme Focus Mechanism (TFM): Focus on the core content

Theoretical basis of TFM:

TFM draws on "prototype theory" and "frame semantics" from cognitive linguistics to develop the

following skills:

- Topic prototyping: Identify the core features and typical examples of the topic
- Semantic framework setting creates a network of concepts related to the topic
- Gradient of focus creates a hierarchy of topic relevance

TFM implementation steps:

1. Define the topic archetype: List the key features and representative examples of the topic
2. Build a semantic framework: Create a concept map related to the topic
3. Set the focus gradient: Sort related concepts and subtopics by importance
4. Create topic guides: Design specific keywords or phrases to keep

Topic Focus

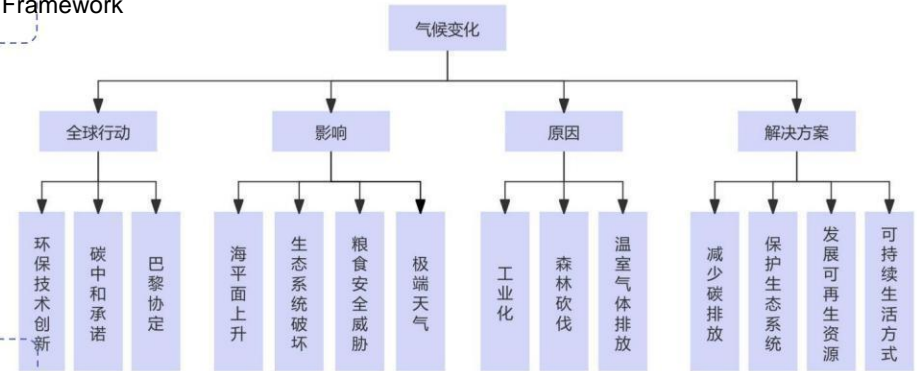
## Application Examples

### 1. Theme Archetype •

Key features: global warming, extreme weather, rising sea levels, ecosystem changes •

Representative examples: melting of the Arctic ice cap, loss of tropical rainforests, coral

### bleaching 2. Semantic Framework



### 3. Gradient of focus (1)

Scientific evidence of climate change

(2) Current and expected impacts

(3) Mitigation and adaptation

strategies (4) Importance of individual and

### collective action 4. Theme

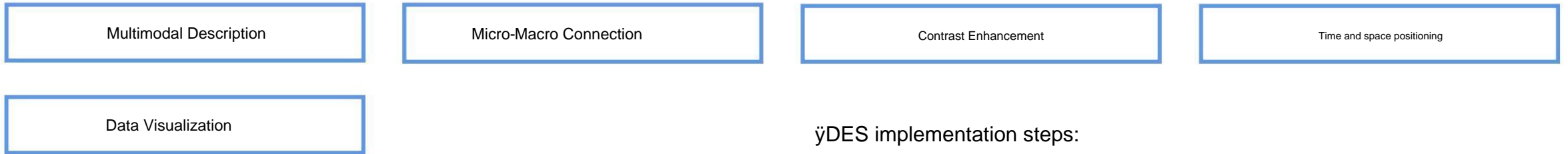
guides • Primary keywords: climate change, global warming, environmental

protection • Secondary keywords: carbon emissions, renewable energy, sustainable development

# Detail Enhancement Strategy (DES): Deepening Content Quality

Theoretical basis of DES:

DES integrates cognitive narratology and information processing theory to develop the following strategies:



In order to make the generated climate change article more in-depth and detailed, DES (Detailed Explanation Strategy) can be used to construct a key concept detail matrix.

concept	data	Case	Sensory description	contrast
Global warming	Average temperature rise over the past 100 years: 1.1°C	Arctic ice cap melting	Hot summers, unseasonably warm winters	Average temperature 100 years ago vs now
Rising sea levels	3.3 mm per year	Maldives islands at risk of flooding	The waves beat against the land, the salty sea breeze	Coastline 50 years ago vs. now
Extreme Weather	The frequency of severe hurricanes increased by 20%.	2022 European heatwave	Howling winds, heavy rain, suffocating heat	Normal summer vs heat wave

DES implementation steps:

1. Identify key concepts: Identify the core ideas that need to be elaborated 2. Design detail matrix:

Create multi-dimensional detail matrix for each key concept

Section Requirements

3. Build micro-macro bridges: Design prompts that connect concrete examples to abstract concepts 4.

Create sensory

description guidelines: Design specific sensory description requirements for abstract concepts 5. Develop

data presentation

strategies: Plan how to transform data into vivid narratives or visualizations

# Cross-domain Mapping Mechanism (CMM): Stimulating Innovative Thinking

## Theoretical basis of CMM:

The theoretical basis of CMM draws on the conceptual metaphor theory in cognitive linguistics and the analogical reasoning methodology in cognitive science:

Structural mapping attribute transfer relationship corresponding to abstract pattern extraction

## CMM implementation steps:

1. Source domain selection: select an appropriate analogy source domain based on the task
2. Mapping point identification: determine the key corresponding points between the source domain and the target domain
3. Analogy generation: creatively apply source domain concepts to the target domain
4. Analogy refinement: adjust and optimize the analogy to ensure its appropriateness and

## Novelty

### Application Examples

Assignment: Write an article that explores modern cybersecurity strategies, using the human immune system as a core

analogy.

(1) The article begins by briefly introducing the similarities between the human immune system and the cybersecurity system, which provides a foundation for the entire article.

The article sets the tone.

(2) Analogy layer by layer:

- a. Compare firewalls and access controls to skin and mucous membranes, and explain how they serve as the first line of defense.
- b. Describe how an intrusion detection system "patrols" a network like white blood cells, identifying and responding to threats.
- c. Explain how signature defenses are similar to antibodies, which can quickly recognize and neutralize known threats.
- d. Compare the similarities between the system isolation and cleanup process and a fever in the human body, both of which are intended to control the spread of "infection".
- e. Discuss how threat intelligence databases can be similar to immune memory, enabling systems to respond more quickly to recurring threats.

(3) In-depth exploration of inspiration:

- a. Analyze how the adaptability of the immune system can inspire the design of adaptive security systems.
- b. Explore how the immune system's layered defense strategy can be applied to the concept of defense in depth in network security.
- c. Discuss the possible cybersecurity issues (such as false positives or excessive restrictions) that may correspond to excessive immune responses (such as allergies).

(4) Innovative ideas:

- a. Propose the concept of "digital vaccine" and explore how to enhance system resistance by simulating attacks.
- b. Discuss the concept of "cyber hygiene" and draw analogies with how personal hygiene can prevent disease.
- c. Explore the concept of "digital symbiosis" by analogy with the beneficial bacteria in the human body, and discuss how to use benign AI to enhance the network

Safety.

(5) Challenges and prospects:

- a. Analyze the limitations of this analogy and point out the key differences between the human immune system and cybersecurity systems.
- b. Looking to the future: Discuss how to further learn from other properties of biological systems to enhance network security.

Note: When using analogies, maintain scientific accuracy and avoid oversimplifying complex technical concepts.

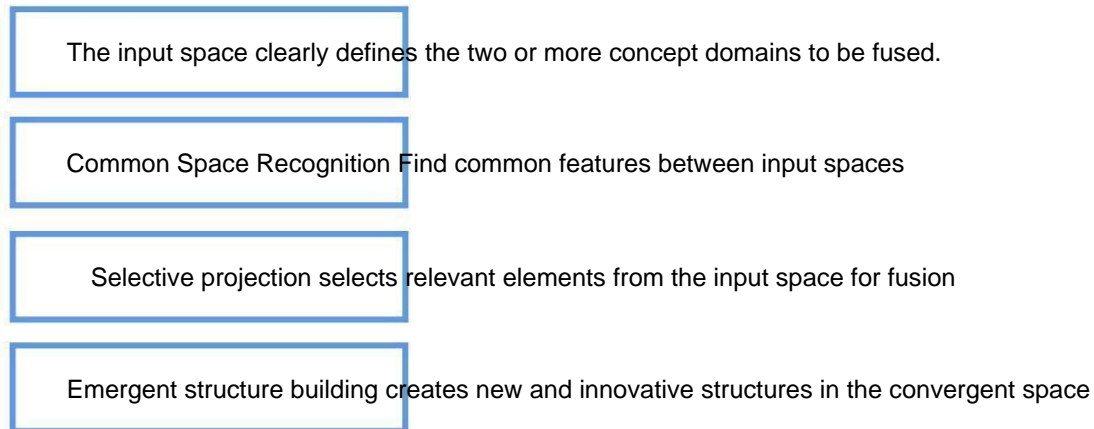
It is lively and interesting, yet has substantial technical depth.



# Concept Grafting Strategy (CGS): Creative Fusion

Theoretical basis of CGS:

CGS draws on the concept integration theory in cognitive science. The basic composition of the concept grafting strategy is as follows:



CGS implementation steps:

1. Select input concepts: determine the core concepts to be merged
2. Analyze concept features: list the key features and attributes of each input concept
3. Find commonalities: identify shared features between input concepts
4. Create fusion points: design innovative connection points between concepts
5. Build fusion prompts: create prompts to guide AI to perform concept grafting

## Application Examples

Task: Try to combine the concepts of "social media" and "traditional library" to design a

An innovative knowledge sharing platform.

(1) Input concept:

- Social media: immediacy, interactivity, personalization, virality
- Traditional libraries: knowledge storage, systematic classification, quiet study, professional guidance

(2) Common features:

- Information storage and retrieval
- User Group Links
- Knowledge sharing

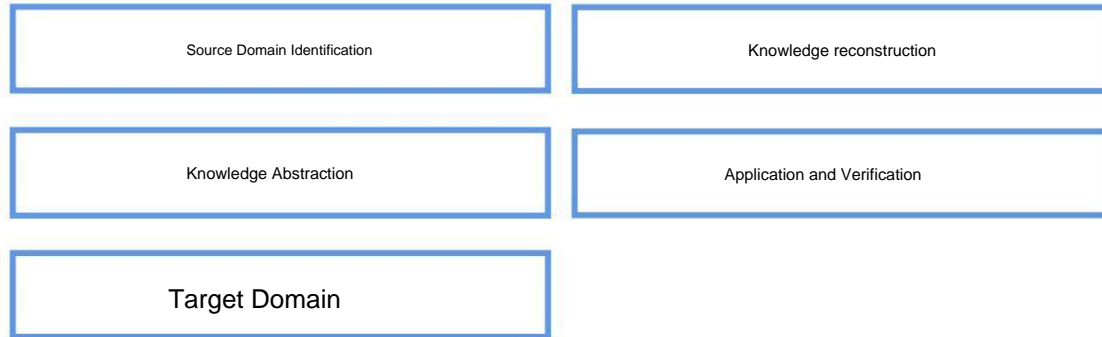
(3) Fusion point:

- Real-time knowledge interaction
- Knowledge deep social network
- Digital Librarian Services
- Personalized learning paths

# Knowledge Transfer Technology (KTT): Cross-domain Intelligent Application

## Theoretical basis of KTT:

KTT is based on the transfer learning theory and organizational learning theory in cognitive science. The following key steps are proposed:



## Mapping - KTT Implementation Steps:

1. Define the problem: Identify the problems or innovations that need to be solved in the target domain 2. Find the source domain: Search for other domains

that may contain relevant knowledge or methods 3. Knowledge extraction: Extract key knowledge, skills or methods from the source domain 4. Similarity analysis:

Analyze the structural similarities between the source domain and the target domain 5. Transfer strategy design: Develop a strategy for transferring

knowledge from the source domain to the target domain 6. Construct transfer prompts: Create prompts to guide AI to transfer knowledge

## Application Examples

If you want to improve student engagement on an online education platform, you can try to move from the field of game design to

Knowledge.

(1) Problem definition: Improving student engagement and learning motivation on online education platforms

(2) Source domain: Key knowledge of game design: gamification mechanism, player psychology, level design, real-time

Feedback system

(3) Knowledge extraction and abstraction:

- Progress visualization

- Achievement system

- Social interaction

- Personalized Challenges

- Instant feedback

(4) Similarity analysis:

- Gamer<->Student

- Game Level <-> Course Unit

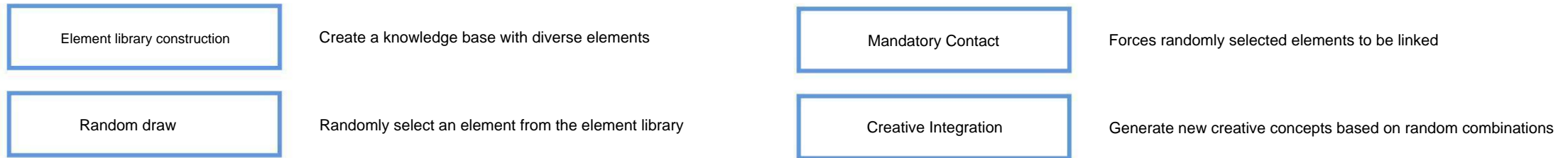
- Gaming skill improvement <-> knowledge acquisition

- Game social system <-> learning community

# Random Combination Mechanism (RCM): Thinking outside the box

## Theoretical basis of RCM:

RCM is based on the theories of “forced connection” and “creative synthesis” in creative thinking, and applies these theories to the field of AI content generation, proposing the following steps:



## RCM implementation steps:

1. Define the creative field: Identify the specific field or problem that needs innovation
2. Build a multi-element library: Collect diverse elements related to and unrelated to the creative field element
3. Design a random extraction mechanism: Create a system that can randomly select elements
4. Formulate combination rules: Set rules for how to combine random elements
5. Generate combination prompts: Create prompts to guide AI to make random combinations

### Application Examples

Suppose you want to design an innovative marketing campaign for a coffee chain. You can use RCM to inspire creativity.

meaning.

Element library construction:

• Coffee related: bean varieties, roasting, extraction, flavor

• Culture and art: music, painting, dance, literature

• Technology: AR, VR, AI, Internet of Things

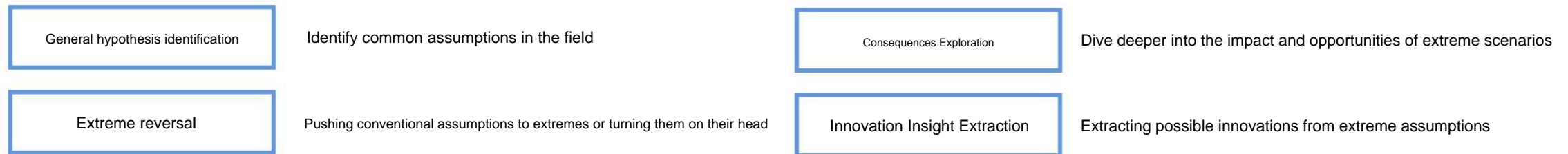
• Environmentally friendly: sustainable, recycled, carbon neutral, biodegradable

• Social: social media, live streaming, community, interaction

# Extreme What-If Strategy (EHS): Pushing the Boundaries of Thinking

Theoretical basis of EHS:

EHS has drawn on the concepts of “reverse thinking” and “hypothetical thinking” to develop the following strategies:



EHS implementation steps:

1. Identify conventional assumptions: List assumptions that are widely accepted in a particular field
2. Generate extreme assumptions: Push these assumptions to the extreme or completely overturn them
3. Build hypothetical scenarios: Describe in detail what would happen if the extreme assumptions came true
4. Explore impact: Analyze the potential impact of extreme assumptions on various related aspects
5. Extract innovation points: Extract possible innovation opportunities from extreme scenarios
6. Build extreme hypothesis prompts: Create prompts that guide AI to think about extreme assumptions

Tips

## Application Examples

Task: Taking "Future Education" as the theme, use extreme assumption strategies to stimulate innovative thinking.

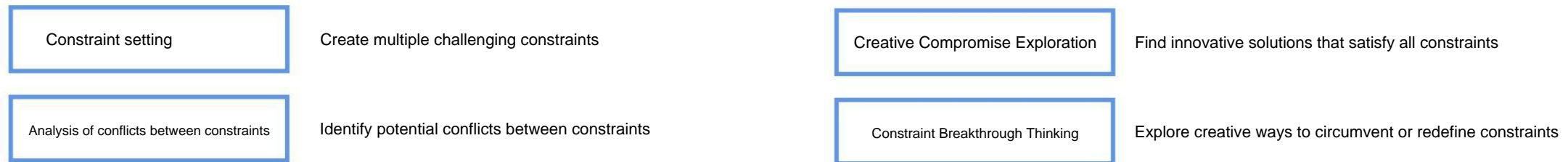
General assumptions:

- (1) School is the main place for learning
- (2) Teachers are the main disseminators of knowledge
- (3) Learning requires long-term effort
- (4) Examinations are the main way to evaluate learning outcomes

# Multiple Constraint Strategy (MCS): Stimulating Creative Problem Solving

## Theoretical basis of MCS:

Based on the theory of creative problem solving and the concept of limited thinking in design thinking, MCS proposes the following key steps:



## MCS implementation steps:

1. Problem definition: Identify the core problem that needs to be solved
2. Constraint enumeration: Set multiple challenging constraints
3. Constraint impact analysis: Evaluate the impact of each constraint on problem solving
4. Innovative solution conception: Find innovative solutions under multiple constraints
5. Constraint reconstruction: Redefine or adjust constraints when necessary

### Application Examples

Task: Use multiple constraints strategies to design an innovative smart home product.

(1) Core problem: Design a multifunctional smart home device

(2) Constraints:

• The product volume cannot exceed a standard shoe box

• Must meet 5 different household needs at the same time

• The product price does not exceed \$100

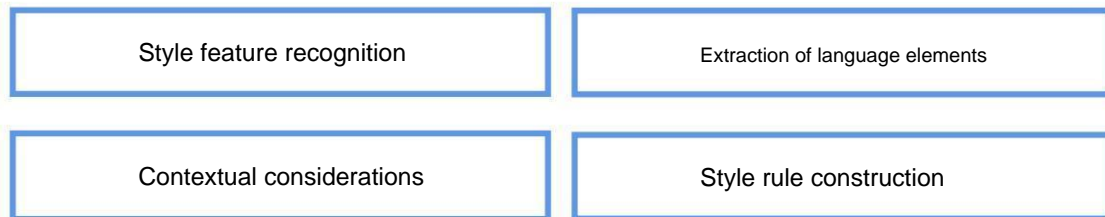
• Made from 100% recyclable materials

• Suitable for all ages from children to seniors

# Register Style Simulation Mechanism (RSM): Accurately capture language features

Theoretical basis of RSM:

RSM is based on register theory and register analysis in linguistics. The key steps are as follows:



RSM implementation steps:

1. Determine the target language: clarify the specific language style that needs to be simulated

2. Collect corpus samples: collect typical text samples of the target language 3. Analyze

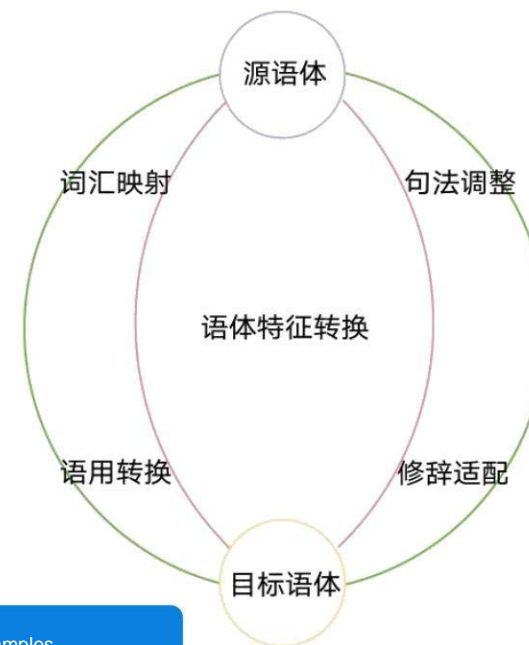
language features: analyze from multiple dimensions such as vocabulary, syntax, and rhetoric

Stylistic Features

4. Extract key elements: Identify and extract unique language elements that make up the language style 5.

Build language style guide: Create detailed language style usage guide 6. Generate

simulation prompts: Create prompts to guide AI to simulate specific language styles



## Application Examples

Assuming that AI is required to generate a short essay imitating the style of Shakespeare, RSM can be used to guide AI to

Accurately captures Shakespeare's language features.

Analysis of Shakespeare's style characteristics:

• Vocabulary: Use of Old English words, creative compound words

• Grammar: Inversion, irregular sentence structure

• Rhetoric: lots of similes, metaphors and puns

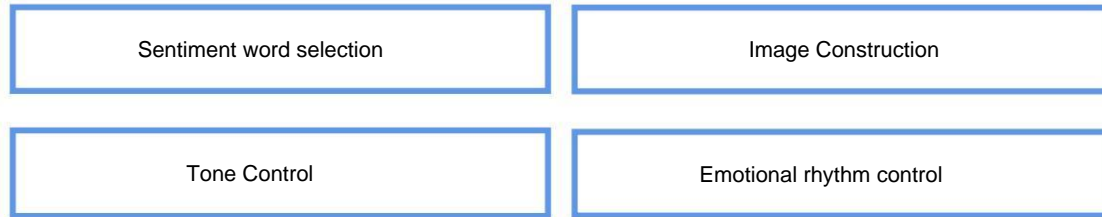
• Rhythm: mostly iambic pentameter

• Theme: often involving eternal themes such as love, power, betrayal, etc.

# Emotional Integration Strategy (EIS): Enhance the appeal of text

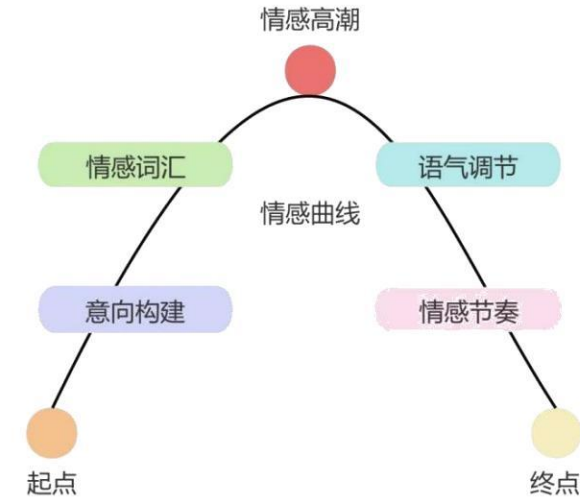
Theoretical basis of EIS:

EIS has developed the following strategies based on the research results of affective linguistics and psycholinguistics:



EIS implementation steps:

1. Determine the target emotion: clarify the main emotional tone that the text wants to convey
2. Create an emotional vocabulary: collect words and phrases related to the target emotion
3. Design an emotional curve: plan the changing trend of emotional intensity in the text
4. Select emotional trigger points: implant key positions of emotional elements in the text
5. Construct emotional scenes: create specific scenes or details that can trigger emotional resonance
6. Generate emotional integration prompts: create prompts to guide AI to inject emotional elements



## Application Examples

Assume that AI is required to generate a short article on the topic of "parting", EIS can be used to guide AI to better

Incorporate emotional elements.

Sentiment Analysis:

• Main emotions: sadness, reluctance

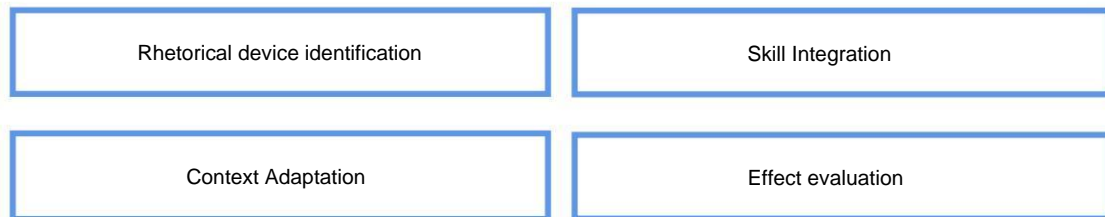
• Secondary emotions: hope, gratitude

# Rhetorical Techniques Application (RTA): Improving Language Expressiveness

## Theoretical basis of RTA:

RTA is based on the theories of rhetoric and stylistics, applies these theories to the AI content generation process, and

proposes the following key steps:



## RTA implementation steps:

1. Determine the task objective: clarify the main purpose of the text 2. Select core rhetoric:

select 2-3 main rhetorical devices 3. Design rhetorical examples: create examples of the selected rhetorical

devices 4. Arrange rhetorical distribution: plan the distribution of rhetorical techniques in the text 5. Create a balance

strategy: ensure that the rhetorical techniques are not too deliberate or excessive 6. Generate rhetorical

application prompts: create prompts for AI to use rhetorical techniques

## Application Examples

Assuming that AI is required to generate a short article describing the night view of a city, RTA can be used to guide AI to better

Use rhetorical techniques.

Rhetorical Technique Selection:

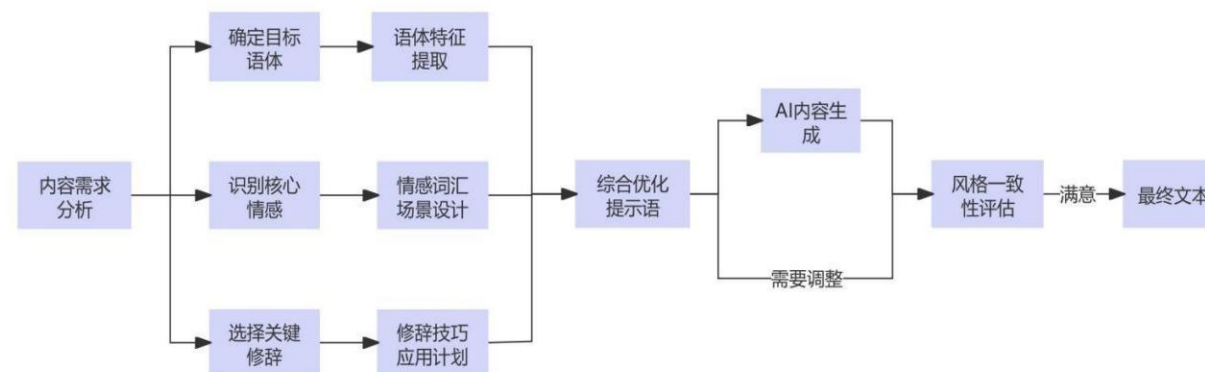
• Main techniques: metaphor, personification, parallelism

• Auxiliary techniques: contrast, exaggeration

## Language style optimization: integrating emotional rhetoric techniques

In order to organically combine stylistic simulation, emotional integration and rhetorical skills, the following

strategies can be adopted:



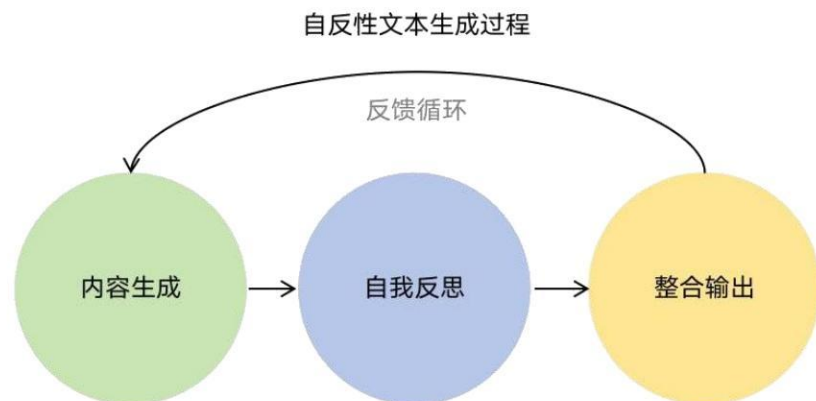


# Metanarrative Prompt Framework: Designing Higher-Order Prompts for Generating Reflexive Texts (Part 1)

Innovative application techniques of the metanarrative prompt framework, including embedded self-reflexive prompts, hierarchical metanarrative prompts, temporal personality prompts, and reader interactive metanarrative prompts. These methods enhance the depth and complexity of AI-generated content through multi-level narrative structures and interactive mechanisms.

Embedded Reflexive Hint

- Set specific words or plot points as self-reflexive triggers
- Instruct the AI to pause the main narrative at these points and insert reflections on the content generation process



Application Examples

[System Instructions] You are an AI writer with self-reflection ability. Your task is to create a short science fiction story and generate comments on your creative process. Please follow the steps below:

- (1) Write a science fiction short story of about 500 words on the theme of "The Moral Dilemma of Time Travel".
- (2) After each key plot point, insert a self-reflection in brackets, explaining:
  - a. Why did you choose this plot development?
  - b. What other possibilities have you considered?
  - c. How this choice advances the topic
- (3) After the story is finished, provide a 200-word reflection on the overall creative process, including:
  - a. The main creative challenges you encountered
  - b. What do you think is the most successful and most in need of improvement?
  - c. If you were to recreate the experience, what would you do differently?

Make sure to differentiate the tone of your primary narrative and metanarrative commentary to highlight the reflexive nature of your story.

Creation.

# Metanarrative Prompt Framework: Designing Higher-Order Prompts for Generating Reflexive Texts (Part 2)

## Recursive Metanarrative Prompt

- Multi-layered narrative structure, each layer contains reflections on the previous layer
- Exploring the nature and limitations of creation in a recursive process

## Application Examples

[System Instructions] You are a recursive metanarrative generator. Your task is to create a three-layer recursive metanarrative. Each layer should

contain reflections and comments on the previous layer. Follow these steps:

- (1) First level of narrative: Write a 200-word short story on the theme of "The Dilemma of Creation".
- (2) Second Meta-narrative: Use 150 words to comment on your process of creating the first meta-narrative, discussing:
  - a. How do you interpret the theme of "The Dilemma of Creation"?
  - b. The actual difficulties you encountered during the creative process
- (3) Third-level meta-meta-narrative: Use 100 words to reflect on your experience writing the second-level meta-narrative, discussing:
  - a. The challenge of commenting on your own work
  - b. How does this recursive structure affect your understanding of the nature of creation?
- (4) Finally, use 50 words to summarize the entire recursive meta-narrative experience and think about the impact of this writing style on AI creation.

The advancement of force.

Make sure each layer is clearly identifiable while maintaining overall coherence. Start creating your recursive metanarrative.

## Multiple personality tips

- Set roles and language styles for each personality

Design interaction rules between personalities

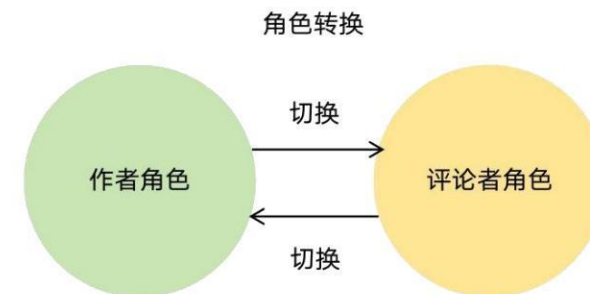
## Application

[System Instructions] You will play two roles: one is novelist A, and the other is critic B. You will collaborate to create

An article on "Artificial Intelligence Ethics". Follow the following rules:

- (1) Novelist A:
  - a. Present various aspects of "AI ethics" in a novelistic way.
  - b. After writing about 200 words, pause and allow reviewer B to comment.
- (2) Critic B:
  - a. Write a brief literary criticism and ethical analysis of A's writing.
  - b. Comments should be concise and not exceed 50 words.
- (3) Interaction rules:
  - a. After receiving B's comments, A must adopt the suggestions to some extent and adjust the subsequent writing.
  - b. If A disagrees with B's point of view, he or she can refute it cleverly in the subsequent writing.
- (4) Overall structure:
  - a. The total length of the article should be around 1,000 words.
  - b. End the article with a concluding reflection from A.

Start creating, making sure the voices of A and B are clearly identifiable and that the whole thing forms a coherent narrative.



# Metanarrative Prompt Framework: Designing Higher-Order Prompts for Generating Reflexive Texts (Part 3)

## Reader Interaction Metanarrative Prompt

- Design branching points that require readers to make decisions • Embed

reflections on readers' choices in the text

## Application Examples

Create a short interactive meta-narrative that follows this structure:

- (1) Opening: Introducing a scene where the protagonist faces a major life decision.
- (2) Set three key decision points and provide two options for each decision point. For example:
  - a. Decision Point 1: [Option 1A] or [Option 1B]
  - b. Decision Point 2: [Option 2A] or [Option 2B]
  - c. Decision Point 3: [Option 3A] or [Option 3B]

(3) For each decision point:

- a. Briefly describe the possible consequences of each option
- b. Add the narrator's speculation and comments on the reader's possible choices
- c. No matter which option you choose, continue the story

(4) During the narrative process, insert reflections on the following:

- a. How readers' choices shape the story
- b. Relationships between author, character, and reader
- c. The contradiction between free will and the preset narrative path

(5) Conclusion:

- a. Present an ending based on the reader's choice
- b. Provide a meta-narrative summary, reflecting on the significance of the entire interaction

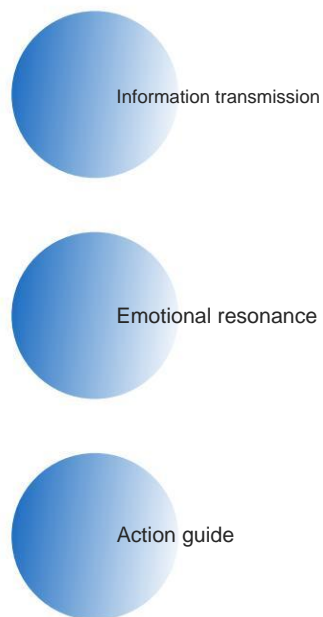
Require:

- a. Maintain the coherence of each branch
- b. Incorporate philosophical thinking into narrative
- c. The total word count should be around 1,200 words

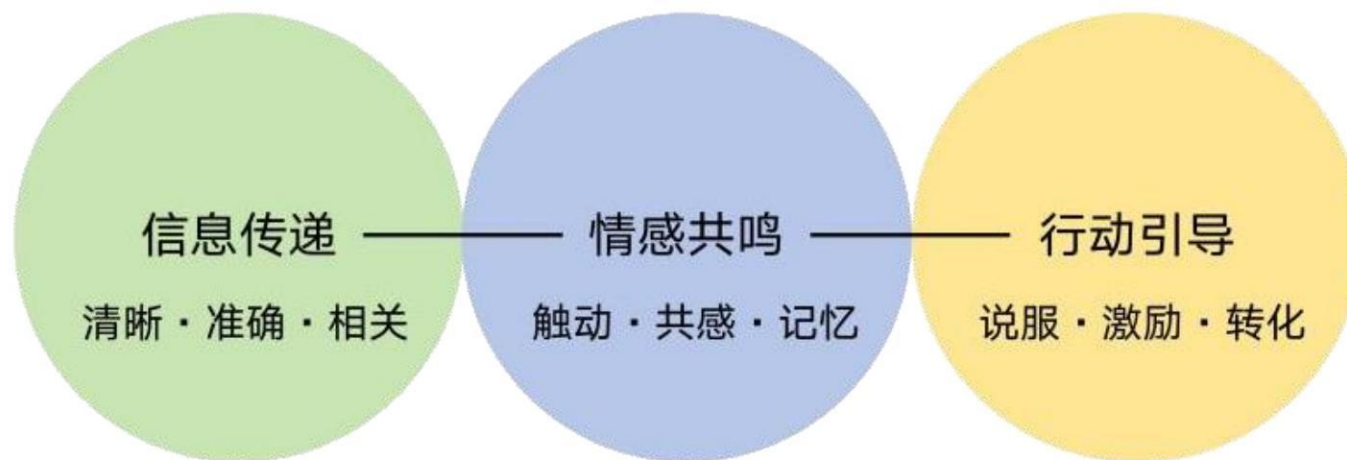
Please create this interactive meta-narrative that shows all possible branches and endings.

# Prompt design for copywriting

In the business environment, high-quality copywriting plays a key role in the communication between brands and consumers. It should not only convey information accurately, but also stimulate emotional resonance, so as to effectively guide the target audience to make corresponding decisions or actions. The most important dimensions in copywriting include: information transmission, emotional resonance and action guidance. Among them, the core of information transmission lies in clarity, accuracy and relevance; the core of emotional resonance lies in touch, empathy and memory; the core of action guidance lies in persuasion, motivation and conversion.



## Three elements of copywriting



# Information transmission: Design clear and precise information frame prompts

In business copywriting, effective information transmission is the foundation, and the core of information transmission lies in clarity

and precision .

Information transmission characteristics of excellent copywriting	Tips for designing prompts
1. Clear information hierarchy	Information hierarchy instructions: clearly indicate the hierarchical structure of information in the prompt
2. Be concise and precise in your expression	Keyword limitation: set a keyword or word limit for each information point
3. Structural logic is strict	Logical relationship indication: clearly explain the logical relationship between each information point
4. Audience targeting: Audience characteristics description: Include detailed characteristics description of the target audience in the prompt	
5. Highlight the memorable points	Core information reinforcement: It is required to repeat or change the expression in the copy to reiterate the core information

## Application Examples

Please create a product description copy for [product name], with the goal of achieving clear and precise information transmission.

Please follow the following structure and requirements:

(1) Core information (highest priority, within 50 words):

- a. Main functions of the product
- b. Core value proposition

Requirements: Summarize in one concise and powerful sentence, making sure to include [Keyword 1] and [Keyword 2]

Functional description (second priority, totaling less than 150 words):

- a. Main feature 1: [feature name] (20-word description)

b. Main feature 2: [feature name] (20-word description) c. Main feature

3: [feature name] (20-word description)

Requirement: Each feature must have a clear logical connection to the core value proposition

(3) Description of target audience (50 words or less):

Describe the key characteristics and needs of your target users

Requirement: Use language and terminology that [target audience] will be familiar with

(4) Summary of product advantages (30 words or less):

Extract 2-3 most competitive product advantages

Requirements: Use contrasting or exclusive expressions, such as only, leading, etc.

(5) Memorable point design (within 20 words):

Create a catchy product slogan or slogan

Requirements: Include product name and core value proposition

Additional requirements:

- Use concise sentences and avoid complex clauses
- Use clear visual separations between each section, such as ---"
- Use bold marks for key information in each section, with no more than 3 bold points per section
- Ensure that the overall readability index is controlled at the junior high school level (using the Flesch-Kincaid readability formula)

Please generate a complete product description copy based on the above structure and requirements.

# Emotional resonance: designing prompts that trigger emotional responses

In commercial copywriting design, emotional resonance is an important factor that influences consumer behavior, and the core lies in empathy

and infection.

The emotional resonance of excellent copywriting	Tips for designing prompts
1. Clear emotional tone	Emotional keyword specification: clearly specify the core emotion that the copy should reflect in the prompt
2. Multi-sensory experience description	Sensory vocabulary requirements: require the use of descriptive words related to multiple senses such as vision, hearing, touch, etc. Scenario setting
3. Strong sense of situational involvement	instructions: create specific situation description requirements related to product use or brand
4. Rich emotional levels	Emotional hierarchy progression: Design a progressive structure from basic emotions to advanced emotions
5. Empathetic Narrative Expression	Narrative structure guide: Use storytelling to demonstrate brand or product value

## Application Examples

To create a brand story for [brand name], please follow the following structure and requirements:

(1) Setting the emotional tone (20 words or less):

Clearly point out the core emotions that the copy should reflect, such as warmth, encouragement, surprise, etc.

Requirements: Choose an emotional tone that closely matches the brand tone

(2) Description of the opening situation (80 words or less):

Describe an everyday scenario that is highly relevant to your brand/product

Requirements: Use multi-sensory descriptions, including at least two of the following: vision, hearing, and touch

(3) Problem-Emotion-Solution Structure (150 words or less):

a. Point out the problem or challenge faced by the target audience in this situation (30 words)

b. Describe the emotional response that resulted (40 words)

c. Show how the brand/product solves problems and transforms emotions (80 words) Requirements:

Each part must have clear emotional vocabulary, and the emotions must be progressive

(4) Brand value proposition (50 words or less):

Use contagious language to explain the core value of the brand

Requirement: Combine rational and emotional values

(5) Emotional resonance climax (100 words or less):

Describe the ideal state or future you envision after using the brand/product

Requirements: Use metaphors or allusions to enhance the appeal of the copy

(6) Conclusion that inspires empathy (30 words or less): Design a call

to action that will evoke emotional resonance in your readers.

Requirements: Use the second person to enhance the sense of immersion

Additional requirements:

- The entire copy should form a complete story with a beginning, a middle and an end

- Cleverly embed 3-5 idioms or proverbs related to the core emotions in the copy

- Use rhetoric devices such as parallelism and antithesis to enhance the rhythm of the copy

- Control the overall emotional tone, using the VADER sentiment analysis tool, with a target of 0.6-0.8 (positive but not overly

(Exaggerated)

Please generate a complete brand story copy based on the above structure and requirements.

# Call to action: Design prompts to promote decision-making and action

In business copywriting, the ultimate goal is often to prompt the audience to take specific actions. The core of action guidance lies in persuasion and motivation .

Action-guiding qualities of excellent copywriting	Tips for designing prompts
1. Clear action direction	Be specific: clearly state the specific action you want your audience to take in the prompt.
2. Strong sense of urgency Time limit setting:	require limited-time offers or scarcity information to be included in the copy
3. Low-threshold starting step simple action design:	require the design of a simple and specific first step action
4. Clear explanation of benefits	Benefit reinforcement: require clear listing of specific benefits after taking action
5. Use social proof	Case/data requirements: Request to add user testimony or data support

## Application Examples

Create a promotional copy for [product/service name] with the goal of effectively guiding the target audience to take immediate action.

Please follow the following structure and

requirements: (1) Attention grabbing (30 words

or less): Create an eye-catching title.

Requirements: Include action words and specific numbers, such as "Save 30% immediately" and "Effective

in 7 days", etc. (2) Clarifying action goals (20 words or

less): Clearly state the specific actions you expect the

audience to take. Requirements: Use imperative sentences and specific verbs, such as order now, register

now, etc. (3) Core benefit points (3 points, each within 30 words):

List the main benefits that can be obtained after taking

action. Requirements: Each benefit point must be specific, quantifiable, and directly related to the needs of the target audience.

.....

(Enough urgency but not too much anxiety)

Please generate a complete promotional copy based on the above structure and requirements.

# Design of prompts for marketing planning

In the contemporary marketing environment, effective marketing planning is the key to brand success. The core of designing high-quality marketing planning prompts lies in innovation, precision and feasibility. Innovation requires users to stimulate the creativity of AI and generate unique creative concepts; precision requires users to guide AI to formulate communication strategies that meet the target audience and market environment; feasibility requires prompt design to ensure that the execution plan generated by AI is practical.



• The core elements of marketing planning writing





# Creative concepts: Design prompts to inspire innovative thinking

## Theoretical level:



## Method level:

1. Cross-domain association

instructions 2. Brand DNA

integration 3. Memory

point design 4. Emotional map

construction 5. Trend integration requirements

### Application Examples

Design an innovative marketing concept for [brand name] for its [specific product/service]

Promotion. Please follow the following requirements:

(1) Core Creativity:

Combining elements of [brand's field] and [another seemingly unrelated field] to come up with a unique creative concept

read.

(2) Brand value integration:

Explain how this idea reflects the brand's [Core Value 1] and [Core Value 2]. (3) Memorable point

design:

Create a catchy slogan or tagline that includes a pun or play on words.

(4) Emotional trigger elements:

Based on the [core emotional needs] of the [target audience portrait], design a creative element that can evoke strong emotional resonance.

(5) Timeliness Linkage:

Connect the creativity with [current hot social topics or phenomena] to highlight its timeliness. (6) Creative

presentation form:

Propose 2-3 possible creative presentation methods, including at least one innovative or non-traditional media form.

(7) Virus transmission potential:

Explain how this idea has the potential to go viral.

Additional requirements:

- Ensure that the idea challenges convention without causing controversy or being interpreted negatively.

- Consider the sustainability of the idea and how it can be developed into a long-term marketing theme.

Please generate a complete creative concept proposal based on the above requirements.

# Communication strategy: Design a precise communication plan prompt

## Theoretical level:

Clear goals, precise audience, diversified channels, matching content, strong interactivity

## Method level:

### 1. Target quantification

instructions 2. Audience portrait

description 3. Omni-channel thinking

guidance 4. Diversification of content

forms 5. Interaction mechanism design

### Application Examples

Design a comprehensive communications strategy for [campaign name] for [brand name].

In a diversified media environment, accurately reach the target audience and achieve brand communication goals. Please follow the following

requirements: (1) Market insights (800 words or

less): Based on the latest market research data, summarize the three key trends and two major pain points of the target market. (2)

Audience portrait (1,000 words or less):

Describe 2-3 core target audience groups, including demographic characteristics, behavioral habits, values, and media usage preferences. Give each group an attractive nickname. (3) Communication objectives (600 words or less):

Set three SMART goals, covering brand awareness, engagement, and conversion rate. Each goal should have specific numerical indicators and time frames. (4) Core message (500 words

or less): Distill one overall message and three

supporting information points. This information should be consistent with the brand tone and can attract the target audience.

Audience resonance.

(5) Omnichannel matrix (1,500 words or less):

Design a communication matrix that includes at least 7 channels, including social media, KOLs, offline activities, traditional media, etc. Explain the specific role and expected results of each channel. (6) Content strategy (1,200 words or

less): Design differentiated content strategies for the

three main channels. Each strategy should include content format, theme direction and interactive elements, and explain how to match with different stages of the user journey. (7) Innovative communication techniques (800 words or less):

Propose an innovative or unconventional method of communication. This approach should significantly increase the topicality and participation of the event Degrees.

(8) KOL cooperation plan (within 700 words):

Design a multi-level KOL cooperation strategy, including different ways of using top KOLs, mid-level KOLs and micro KOLs. (9) Timeline (1000 words or less): Draw a

communication schedule for [specific time],

including warm-up, launch, climax and continuation stages. Mark key time nodes and corresponding communication focus. (10) Effect evaluation (600 words or less):

Set 5-7 key performance indicators (KPIs) covering exposure, engagement, conversion and brand health. Explain the data source and evaluation frequency. (11) Crisis plan (500 words or less):

List 2-3 possible communication risks and provide a

brief response strategy for each risk. Budget allocation suggestions: List the budget allocation ratio by channel and stage to ensure the optimal use of

resources. Based on the above requirements, please generate a comprehensive, innovative and executable communication strategy plan.

# Implementation plan: Tips for designing an actionable action plan

## Theoretical level:

The steps are clear, the responsibilities are clear, the time is controllable, the resources are reasonable, and the risks are controllable.

## Method level:

1. Action step breakdown 2. Role

4. Resource allocation guidance 5. Risk

assignment instructions 3. Time node

assessment requirements

setting

### Application Examples

Design a detailed and feasible implementation plan for [brand name]'s [marketing campaign name]. The plan should be able to effectively transform creative concepts and communication strategies into concrete actions to ensure the smooth implementation of the campaign and the achievement of its goals. Please

follow the following requirements: 1. Executive summary (within 300 words): Summarize the core content, main objectives and key success factors of the entire

implementation plan. 2. Project team composition (within 300 words): List the core project team members, including internal personnel and external partners. Clarify the main responsibilities and decision-making authority of each role. 3.

Milestone planning (within 1200 words): Set 5-7 key milestone events. Each milestone should include  
Contains specific goals, completion criteria and time nodes. Use Gantt chart to present the overall timeline.

4. Detailed action steps (2000 words or less): Break down the implementation process into 15-20 specific steps. Each step should include: - Action description -

Required resources

- Responsible person/

- Start and end time

department- Completion target

5. Resource Allocation Table (1000 words or less): Create a resource allocation matrix with time on the horizontal axis and resources on the vertical axis. Type (such as manpower, equipment, budget). Mark the peak resource demand at each stage. 6. Cross-departmental

collaboration process (within 800 words): Design 2-3 key cross-departmental collaboration processes, such as creative approval, Content production, media placement, etc. Use a flowchart to present. 7. Budget

details (1000 words or less): Provide a detailed budget breakdown, including:

- Specific expenditures for each execution link - The proportion of emergency funds reserved - Main cost control measures 8. Quality

control plan (within 900 words): List 3-5 key quality control points and corresponding inspection standards. Including content quality, user experience, technical implementation and other aspects. 9. Risk management matrix (within

1200 words): Identify 5-7 potential risk points and assess their probability and impact  
Develop specific prevention and response measures for each high-risk project.

10. Stakeholder Communication Plan (1800 words or less): Design a plan to communicate regularly to stakeholders (e.g., senior management, Mechanism for reporting project progress to partners, media, etc. Specify the frequency, method and key information points of communication.

11. Emergency Plan (1000 words or less): Prepare 2-3 possible major unexpected situations (such as delays in important links, Develop a detailed emergency plan for unexpected events (such as budget overspending, negative public opinion, etc.), including trigger conditions, response procedures and remedial measures.

12. Post-implementation evaluation mechanism (700 words or less): Design a post-project evaluation framework, including effect evaluation, Experience summary and continuous optimization suggestions. Indicate the time point and main dimensions of the evaluation.

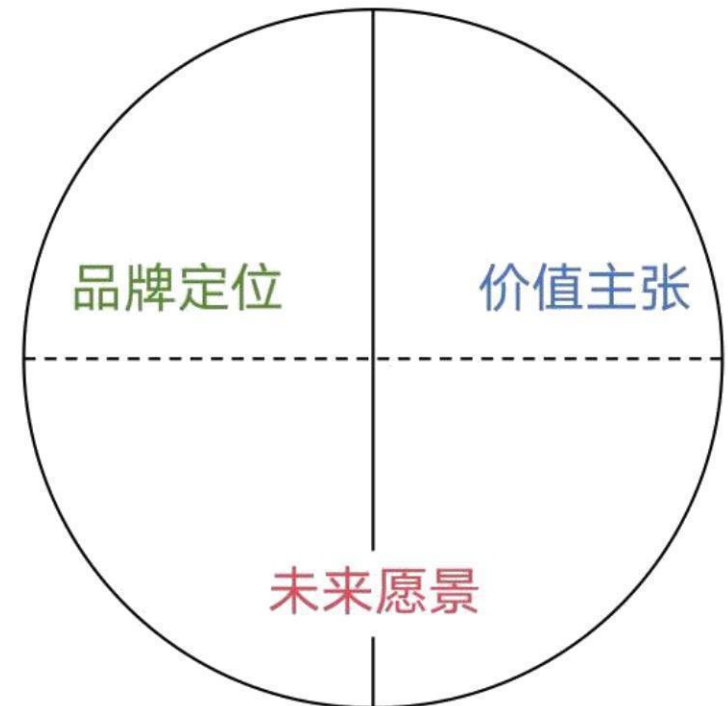
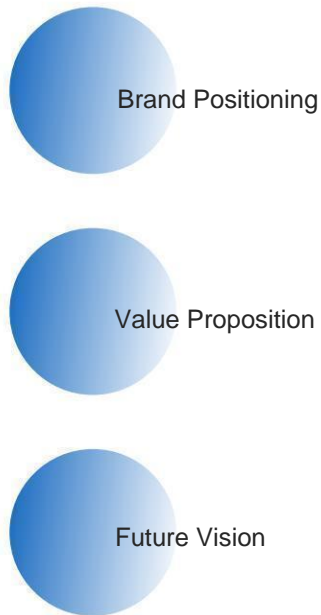
Innovative Execution

Tools: Recommend 1-2 innovative project management tools or methods, and explain how they can improve execution efficiency and flexibility. Based on the above requirements, please generate a comprehensive, accurate and actionable execution plan. The plan should reflect the faithful execution of creative concepts, effective support for communication strategies, and comprehensive consideration of various possible situations.

# Brand story reminder design

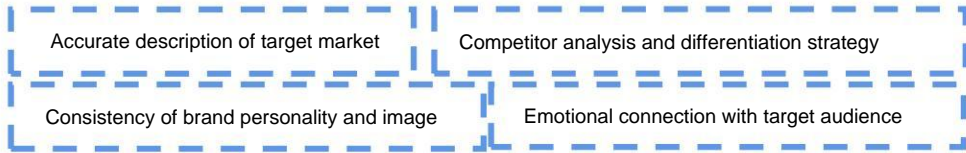
In the digital age, brand stories have become an important link between companies and consumers. They not only convey the core value of the brand, but also connect with consumers on an emotional level. This section will explore how to design prompts to guide AI to generate infectious brand stories. Starting from the three core elements of brand positioning, value proposition and future vision, this section will elaborate on the importance and design methods of each element through the three dimensions of key considerations, common pitfalls and prompt framework.

## Key Elements of Brand Story



# Brand positioning: Finding a unique position in the market

## Key considerations:



## Common pitfalls:

1. The positioning is too broad and lacks specificity. 2.

Excessive imitation of competitors and loss of uniqueness. 3.

Ignoring market changes and rigid positioning. 4.

Incompatible with the actual capabilities of the brand and difficult to deliver on promises.

### Application Example

Create a clear and unique brand positioning statement for [brand name], following these guidelines:

(1) Core positioning:

Summarize the core positioning of the brand in a concise and powerful sentence. Make sure this sentence can clearly convey the brand's unique value and market

position. (2) Target audience

portrait: Describe a detailed portrait of the ideal

customer, including: a. Demographic characteristics (age, gender,

income, etc.) b. Psychographic characteristics (values, lifestyle, interests

and hobbies) c. Consumption behavior (purchasing habits,

decision-making factors)

d. Pain points and

needs (3) Competitive analysis: List 3 major competitors and analyze:

a. The core strengths of each competitor b.

The unique advantages of your brand over each competitor c. Unmet needs or opportunities in the market (4) Brand personality:

Describe your brand

personality using 5 adjectives and briefly explain how each trait is reflected in the brand experience. (5) Value proposition:

Describe the core value and unique benefits that the brand provides to the target audience. Explain how these values solve specific problems or meet the needs of customers.

(6) Emotional connection

point: Describe a brand element or story that resonates strongly with the target audience. Explain how this element resonates with the target audience.

Positioning statement:

Combine the above elements to create a concise and powerful positioning statement. This statement should clearly communicate what the brand is and why it Who does it serve and what unique value does it

provide? (8) Visual identity:

Propose 2-3 visual elements that can directly reflect the brand positioning (such as logos, colors, image styles, etc.). Evaluation criteria: -

Clarity: Is the

positioning easy to understand and remember? - Uniqueness:

Is it clearly different from competitors? - Relevance: Is it

highly relevant to the needs and expectations of the target audience? - Credibility:

Is it based on the actual advantages and capabilities of the brand? -

Sustainability: Does it have long-term development

potential?

Notes: - Avoid using industry clichés -

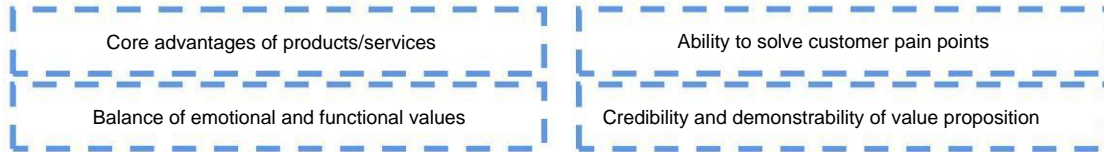
Ensure that the positioning statement is concise, powerful, and insightful

- Consider the scalability of the positioning to accommodate future brand

development Please create a comprehensive and insightful brand positioning plan based on the above guidelines.

# Value proposition: delivering unique brand value

## Key considerations:



## Common pitfalls:

1. The value proposition is too complex and difficult to communicate
2. Ignoring emotional value and overemphasizing functional features
3. Overstating the case and failing to deliver
4. Too similar to competitors' value propositions

## Application Examples

To develop a favorable brand value proposition for [brand name], follow these guidelines: (1) Overview of core values:

Summarize the brand's core value proposition in one sentence. This sentence should be concise and powerful, and clearly convey the brand's unique value.

(2) Target audience pain points:

List 3-5 pain points or needs that your target audience is most concerned about. Briefly describe each pain point and explain the impact on the target audience.

(3) Problem solution:

For each of the above pain points, explain in detail how the brand solves these problems. Highlight the brand's unique approach or technology. (4)

Core advantages:

List 3-5 core advantages of your brand's products or services. Each advantage should be clearly different from your competitors and

Can directly solve customer pain

points. (5) Emotional value:

Describe how the brand connects with customers on an emotional level. Include aspects such as the emotional experience, lifestyle improvement, or personal growth that the brand brings.

(6) Proof points:

Provide 2-3 specific evidence or data points that support the value proposition. This can include customer testimonials, industry certifications, or other data that can be used to view data or compare test results.

(7) Differentiation statement:

Explain how the brand's value proposition is differentiated from that of key competitors. Emphasize what makes the brand unique.

(8) Long-term value:

Describe the ongoing benefits customers may receive from using your brand's products or services over the long term. This helps build brand loyalty.

(9) Visual elements:

Provide a visual element or metaphor that visually illustrates the value proposition. This helps to make the value proposition more memorable.

(10) Simplified version:

Create a simplified version of your value proposition that is suitable for quick dissemination or word of mouth. This version should be more concise while retaining the core message. Evaluation

criteria: - Clarity:

Is the value proposition easy to understand and remember? - Relevance:

Does it directly address the core needs and pain points of the target audience? - Uniqueness:

Is it clearly different from the value propositions of competitors? - Credibility: Is there

enough evidence to support it? - Emotional resonance:

Does it resonate with the target audience on an emotional level? - Actionability: Does the

brand have the ability to deliver on this value proposition on a consistent basis? Based on

the above guidelines, create a comprehensive and persuasive brand value proposition.

# Future Vision: Describe the long-term goals of the brand

## Key considerations:

Consistency and continuity with current brand positioning

Positive impact on industry and society

Employee and customer engagement

Balancing the vision and feasibility

## Common pitfalls:

1. The vision is too abstract and lacks practical significance.
2. Ignoring social responsibility and focusing only on business goals.
3. Failing to inspire resonance among stakeholders.
4. The vision is too far away from the current brand image and lacks credibility.

## Application Examples

Create a compelling vision for the future of [brand name] that includes the following elements: (1) Vision statement: Use one sentence to describe the brand's ideal state in 5-10 years. This statement should be concise, powerful, and visionary, while being consistent with the brand's current core values.

(2) Industry impact: Describe how the brand will lead the industry development or change the industry landscape. Including technological innovation, business model innovation or improvement of service standards. (3) Social contribution: Explain the positive impact that the brand will bring to society. Consider environmental protection, social equity, and educational development. or health promotion. (4) Customer value:

Describe how the brand will better serve customers, enhance customer experience or solve more complex problems in the future. (5) Employee Vision: Explain how the brand

will create a better working environment, development opportunities and personal growth space for employees.

(6) Innovation projects:

Propose 2-3 innovative projects or initiatives that reflect the brand's future vision. These projects should be both forward-looking and based on the brand's core capabilities. (7) Milestones:

Set 3-5 key milestones to achieve the vision. These milestones should be specific, measurable, and have a reasonable time span. (8) Global Vision: If applicable, describe the

brand's future positioning

and development plan in the global market. (9) Technology Outlook:

Predict how the brand will use emerging technologies to achieve its vision, which may include areas such as AI, the Internet of Things, and sustainable energy. (10)

Partner Ecosystem: Describe

how the brand will work with other companies, institutions, or organizations to achieve greater goals. (11) Motivational slogan:

Create a slogan that can inspire employees and customers and embody the spirit of common struggle. This slogan should be short and powerful, easy to remember and spread. (12) Visual

symbolism:

Propose a visual element or symbol that can intuitively express the future vision. This element should be able to succinctly convey the core concept of the vision.

Evaluation criteria: -

Consistency:

Coherence with the current brand positioning and values - Vision: Shows a sufficiently

ambitious and inspiring future picture - Credibility: Based on the core strengths of the brand, it

is possible to achieve - Resonance: Can it inspire the enthusiasm of employees, customers and

other stakeholders? Based on the above guidelines, please create a comprehensive, contagious and long-

term vision for the future that can guide the brand's development.

# Design of reminder for year-end summary

## Performance Review

The purpose of the performance review section is to clearly and comprehensively present the achievements of the past year. The prompt design should focus on the following points: • Demonstration of achievements • Clear structure • Specific examples

## Achievement Display

The achievement display section should highlight the innovation, breakthrough and contribution of individuals and teams in the past year. The prompt design should focus on: • Team contribution • Innovation and breakthrough • Personal honor

## Future plans

The future planning section is the focus of the year-end summary, which aims to set clear goals and development directions for the new year. The prompt design should focus on the following points: • Goal setting • Action plan • Personal growth

Dimension	prompt example	Require
Achievement Overview	Please summarize the main work achievements in the past year, focusing on demonstrating the driving force for the business.	Outstanding performance items: [List key performance indicators, such as sales, customer growth rate, project completion, etc.] Results analysis: [Analyze the specific impact of these results, such as improving efficiency, expanding the market, etc.]
performance and specific data	Please provide data to support your effectiveness through data.	Data presentation: [Use specific numbers or percentages, such as "sales increased by 20%" or "customer satisfaction increased by 10%"] Data source: [Clarify the source and basis of the data to ensure authenticity]
Project Highlights	Please list the important projects you participated in and their achievements in the past year, and show your role and contribution in the projects.	Key projects: [List the project name, goals, results and your role] Impact: [How the project promoted the realization of department or company goals, and how the specific results were reflected]

Dimension	prompt example	Require
Team Contribution	Please summarize the team's major achievements in the past year and demonstrate the advantages of teamwork.	Teamwork: [Describe the team's performance in collaboration, such as cross-departmental cooperation, coordinated communication, etc.] Team achievements: [List the team's achievements in achieving goals, such as "Annual goal completion rate reached 120%"]
Innovation and breakthrough	Please describe any innovative initiatives or breakthroughs you have made at work that demonstrate individual and team creativity.	Innovation: [Show an innovative product, process or technology and describe its impact] Breakthrough: [Analyze how the breakthrough solved a long-standing problem or brought about a significant change]
Personal honors	Please list any awards, honors or recognitions you have received in the past year and highlight your personal contributions.	Honors and awards: [List the awards or special recognitions received, such as "Best Employee Award" and "Innovation Contribution Award", etc.] Personal impact: [What achievements have been made in promoting business or team growth through personal efforts]

Dimension	prompt example	Require
Annual Goals	Please set your main work goals for the next year and make sure they are specific and measurable.	Goal setting: [Define specific work goals, such as "achieve XX sales" or "expand XX customers", etc.] Goal quantification: [Set specific quantitative standards for each goal, such as "annual growth of 30%" or "add 10 major customers"]
Action Plan	Please develop specific action steps or strategies based on your goals to ensure that they are achieved.	Action steps: [List the main actions needed to achieve the goal, such as "improve customer service quality" or "strengthen cross-departmental collaboration", etc.] Timeline: [Set a specific timeline or phased goals for each goal]
Development direction	Please describe your plans for career development or personal growth in the coming year.	Personal development: [Set personal career growth goals, such as "improve management skills" and "expand industry knowledge", etc.] Teamwork: [Describe how you plan to further improve teamwork or build an efficient team]



# Play with WeChat public accounts: Tips for content production strategies

## Platform characteristics and algorithm mechanism

WeChat public accounts have four core characteristics: private domain traffic, in-depth reading, standard system and interactive mechanism.

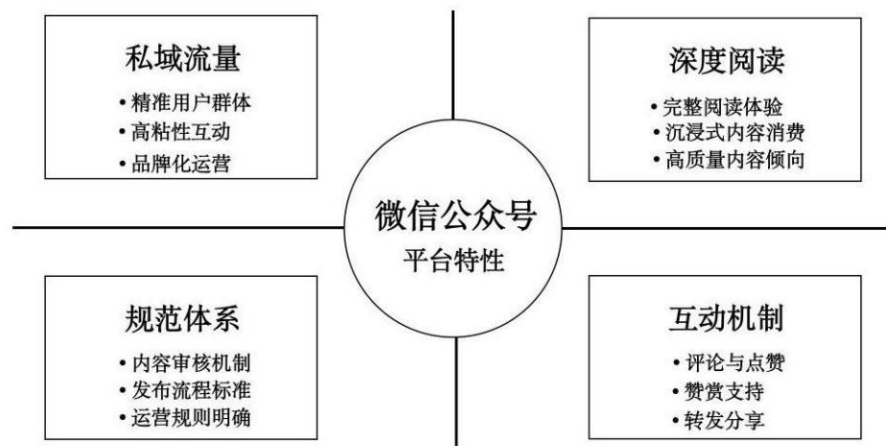
These characteristics directly affect the strategic direction of prompt design: • The private domain traffic attribute requires prompts to maintain a stable tone and establish brand recognition.

Know

• The in-depth reading scenario determines that the content structure must be clearly structured and emphasize logical transmission. • The prompt design under the standard system must comply with platform rules to avoid touching sensitive content.

word

• The interactive mechanism provides a data basis for prompt optimization and continuous iterative improvement



## Tips for topic planning

The core of topic planning tips is to clarify the content positioning and reader value. Typical prompt template:

### Application Examples

Task objective: Generate background information for topic planning in [specific field]:

- Account positioning: [Fill in positioning] -

Target readers: [Reader portrait] - Core

appeal: [Reader needs] Requirements:

(1) Generate 10 topic directions

(2) Each topic includes:

- Main title

- Subtitle

- Core Viewpoint

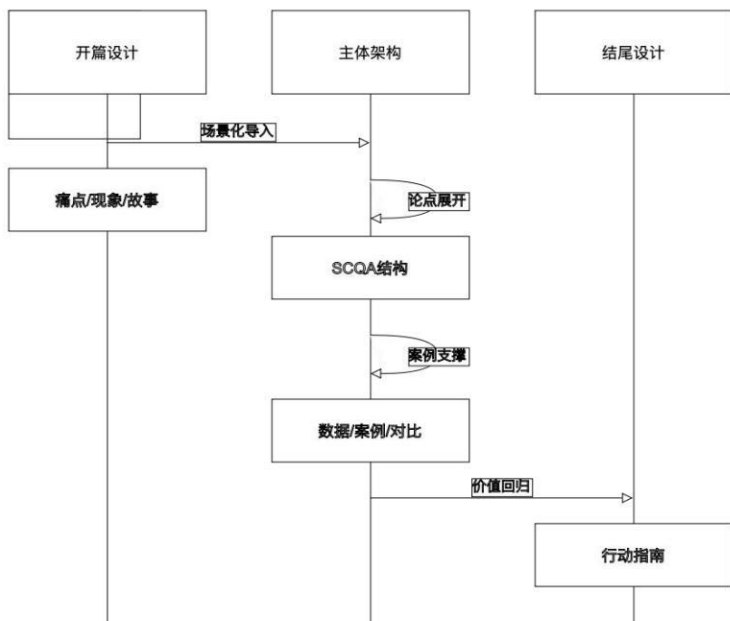
- Value Proposition

(3) Consider the balance between timeliness and durability

Output format: table presentation

# Tips for creating a creative project (I)

As a deep reading platform, WeChat official accounts need to find a balance between attractiveness, professionalism and communication in content creation. To design efficient creation prompts, it is necessary to pay attention to the structural design and expression characteristics of the article.



## Tips for title creation

High-quality public account titles usually have the following characteristics:

Information density difference Value timeliness Platform tonality

Based on the above characteristics, the following principles should be followed when designing prompts for title generation: (1) Clarify the value dimension: Indicate the specific value type provided by the article, such as solutions, in-depth analysis, experience sharing, etc. This helps AI focus on the output direction. (2) Set the tone: Determine the tone of expression based on the tonality of the account, which can be rigorous and professional, with clear opinions, or gentle suggestions. Different tones will affect the expression of the title. (3) Limit structural elements: Specify the core elements that the title must contain, such as hot words, data points, expert opinions, etc., to ensure that the generated title information is complete. (4) Balance attractiveness and professionalism: Set constraints in the prompt to avoid titles that are too marketing-oriented or too academic.

### Application Examples

Please generate an article title based on the following

elements: Topic:

[Topic] Core idea: [Idea] Target

readers: [Reader group] Value type:

Analytical/Methodological/Experience-based Tone of

expression: Professional/Sharp/Gentle

Necessary elements: Data points/Industry insights/Expert citations

Differentiation

requirements: - Competitive product analysis: [3-5 titles

with the same theme] - Innovation angle:

[Specific

description] Generation

requirements: - Provide 3 solutions - Describe the highlights of each solution

# Creation Guidance Tips (II)

## Content structure design tips

High-quality content structure usually has the following characteristics:

Layering, rhythm, interactivity

Based on these characteristics, the design of the content structure prompt

should: (1) Clarify the structural framework: preset the overall framework of the article in the prompt to ensure that the content is unfolded in an orderly manner. The key is to set the functional positioning and focus of each part.

(2) Setting depth requirements: for different levels of content

Modules specify specific requirements such as the depth of discussion, number of cases, and data

support. (3) Preset interactive nodes: Plan the interactive design position in the prompts to ensure that the interactive guidance is naturally integrated into the

content context. (4) Control information density: Use prompts to adjust the information density of different paragraphs to avoid content that is too loose or too dense.

### Application Examples

Task description: Create an in-depth analysis article Topic: [Topic]

Objective: [Purpose of

writing] I. Structural design

requirements: (1) Opening module

(within 800 words) - Problem background: Start

from [data/phenomenon/hot spot] - Current situation analysis:

Point out the pain points and challenges of the industry -

Core viewpoint: Propose a unique perspective and solution (2) Main

part (about 2,500 words) - Sub-argument

development: 3-4 core arguments - Requirements for

each argument: \* Statement

of opinion (about 150 words) \* Principle

analysis (about 300 words) \* Case

evidence: 2 typical cases \* Data support:

Authoritative source data \* Expert opinion: Cite

verification by experts in the field (3) Ending part (within

700 words) - Summary of opinion: Echo the

opening - Trend judgment: Forward-

looking insight - Action suggestions: 3-5

executable suggestions II. Interactive design nodes: (1)

Opening interaction: set up

situational thinking questions (2) Main body interaction: set

up a discussion area after each argument (3) Ending interaction: invite

readers to share their experiences and opinions III. Content rhythm control: (1)

Information density distribution: -

Opening: mainly narrative,

focusing on arousing interest

- Main body: mainly argumentation, with a ratio of 40% discussion + 30% case + 20% data + 10% expert opinion - Conclusion:

mainly insights and suggestions, highlighting practical value (2) Paragraph

rhythm: - Key discussion

paragraph: 250-300 words - Case description

paragraph: 200-250 words - Data analysis

paragraph: 150-200 words - Transition

paragraph: about 100 words IV. Advanced

requirements: (1) Logical

development: - Between

arguments: clear relationship of progression/parallelism/transition

- Evidence support: multi-dimensional evidence, avoid single type of evidence

(2) Depth of thinking: -

Surface: description of phenomenon and

presentation of problem - Middle: cause analysis

and logical deduction - Deep: essential insight and

law summary (3) Style

control: - Language tone: professional

and neutral - Professional terminology: core terminology

is explained in place - Expression: logically rigorous, vivid

and easy to

understand Notes: 1. Avoid views

that are too absolute 2. Ensure that

the data source is reliable 3. The case selection

needs to be representative 4. Interactive design should be naturally integrated into the context

# Tips for creating a creative project (Part 3)

## Discuss the design of the prompts of logic

High-quality content structure usually has the following characteristics:

### Complete chain of evidence

Every point of view needs data support, case verification or expert endorsement. Compared with other self-media platforms, readers of WeChat public accounts have higher requirements for the authority and reliability of arguments.

### Logical progression

There needs to be a clear progressive relationship between the arguments, which can be a framework such as "phenomenon-cause-impact-countermeasure" or "problem-analysis-solution-effect".

### Multidimensional perspective

Incorporating different perspectives into the argumentation process not only demonstrates comprehensive thinking, but also enhances the credibility of the article.

Based on the above characteristics, the design of prompts for argumentative logic should follow the following principles:

### Setting the Argument Framework

Use prompts to clarify the argument path of the article, including the order of argument development, argument type and transition method. For example: • Argument A: Phenomenon description + data support + case explanation • Argument B: Problem analysis + expert opinion + comparative argumentation • Argument C: Solution proposal + practical verification + expected effect

### Controlling the depth of argumentation

Set different development depths for different levels of arguments to avoid overshadowing the main point: • Core arguments: fully demonstrated, multi-dimensional support • Secondary arguments: briefly explain the point • Extended arguments: provide thinking direction, do not expand too much

### Establishing evidentiary requirements

In the prompt, mention the type and amount of evidence needed to support the point of view to ensure that the argument is sufficient, for example: •

Authoritative data: statistics or surveys from official agencies • Case analysis: a complete case with background, process, and results • Expert opinion: expert insights with high industry recognition

# Scenario-based application strategy

For different content scenarios, the prompt design needs to adopt differentiated strategies:

(1) Rewriting of hot news: The dissemination of hot events on public account platforms requires Pay attention to differentiated perspectives and deep value mining. The design of prompts should focus on guiding the formation of unique views and avoid homogenized expressions. (2) Original content creation: Original content is the core competitiveness of public accounts. Prompts need to highlight the professionalism and practicality of the content, while paying attention to the integrity and logic of the knowledge structure. Through prompt guidance, ensure that the content is both in-depth and easy to understand. (3) Comment interaction optimization: Content creation based on reader feedback requires accurate grasp of user pain points through prompts and design of more targeted solutions. At the same time, prompts should guide the formation of a sense of dialogue and enhance the connection with readers.

Scenario-based prompt example table

Scene Type	Prompt template	Optimization suggestions
Hot news rewrite	Transform [hot events] into [topic perspectives] analysis articles, focus on [core viewpoints], and include [data support] and [expert opinions]	Focus on timeliness, maintain an objective stance, and highlight unique perspectives
Original content creation	Focusing on [topic], discuss from [entry point], combine [case] and [methodology] to form an in-depth article of [number of words]	Emphasize originality, focus on practical value, and set up interactive guidance
Comment interaction optimization	Analyze the key issues in [Reader Feedback] and organize them into answer articles on [Topic], including [Practical Suggestions]	Respond to reader concerns, offer solutions, and maintain a sense of conversation

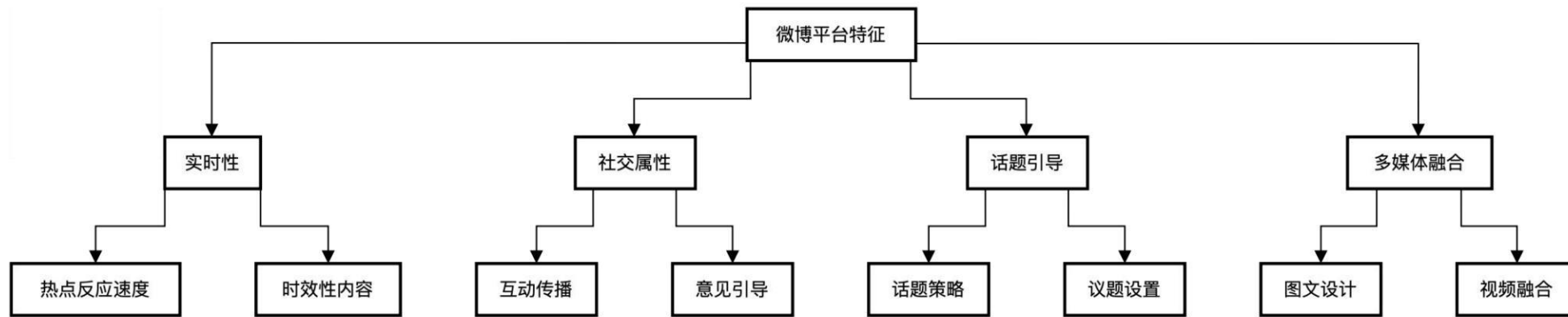
Practical

- suggestions: • Establish a content classification label system
- Accumulate high-quality prompt templates
- Continuously optimize based on data feedback
- Establish a prompt evaluation mechanism

# Mastering Weibo: Designing prompts for short, flat and fast communication

Platform characteristics and dissemination mechanism

The microblog platform has four core features: real-time, social attributes, topic guidance and multimedia integration. These features directly affect the strategic direction of prompt design:



(1) Real-time requirements require prompts to have rapid response capabilities and support timely follow-up and creation of hot topics. (2) Social attributes determine that the content needs to have strong interactivity and a sense of dialogue, and prompt design must integrate interactive mechanisms. (3) Topic guidance capabilities make the platform a public opinion field, and prompts need to master the skills of topic setting. (4) Multimedia integration characteristics require prompts to be able to coordinate and process multiple content forms such as text, pictures, and videos.

The content distribution of Weibo mainly relies on the following communication paths:

- Fan relationship chain
- Hot topic communication
- Interest diversion
- Recommendation algorithm
- Forwarding comment interaction

# Tips for content strategy design (I)

The prompt design of content strategy not only involves the accuracy of information transmission, but also needs to consider the characteristics of the applicable platform, differences in user needs, content dissemination effects, the stimulation of creativity, and the flexibility and controllability of the generation process. The specific executable strategies are as follows:

## Basic framework design

The key to Weibo content creation is to grasp the "short, flat and fast" platform rhythm while ensuring the value density of the content. Based on the characteristics of the platform, the prompt framework needs to focus on the following dimensions: (1)

**Timeliness control:** Prompts need to establish a rapid response mechanism, including hot spot capture, topic extension and opinion expression. The focus is on ensuring the timeliness and accuracy of information. (2)

### Interactive

**design:** Prompts guide the generation of content forms that are easy to interact with, such as setting suspense, raising questions, inviting discussions, etc., to enhance the social attributes of the content. (3) **Spread optimization:** In view of the communication characteristics of Weibo, prompts should strengthen the topic relevance and emotional resonance of the content to enhance the communication potential. (4) **Style consistency:** While responding quickly, prompts should ensure the consistency of content style and maintain the tone of the account.

## Differentiation strategy

Differentiated strategies should be adopted in the design of prompts for different types of microblog content. This difference is not only reflected in the form of content, but also in the creative thinking and communication strategy.

Content type	Core features	Key elements	Key points of prompts
Hot spot follow-up	Quick response, clear opinions	Hot spot association, unique perspective, value extension	Capture hot spots, highlight differences, and preset risks
Original content	Deep thinking, professional value	Professional insights, case support, and methodology output	Complete framework, rigorous logic, interactive design
Topic-leading	Agenda setting and opinion guidance	Topic planning, progressive viewpoints, and emotional guidance	Topic design, rhythm control, interactive closed loop
Brand Marketing	Brand value, conversion goals	Brand tonality, user pain points, solutions	Value transfer, emotional resonance, action guidance
Interactive entertainment	Easy, fun and interactive	Interesting topics, interactive mechanisms, and emotional mobilization	Creative design, participation threshold, and communication

# Tips for content strategy design (Part 2)

## Hot spot follow-up

answer

use

Exam

Create a microblog based on [Hot Event]: Core requirements: -

State the facts (50 words): objectively describe the core event - Professional interpretation (100 words): analyze from the perspective of [field] - Extended thinking (50 words): provide unique viewpoints Differentiation requirements: - Avoid hot viewpoints - Combine professional knowledge in the field - Preset 1-2 discussion questions

## Original content

answer

use

Show

example

Create [topic] original content: Content structure: (1) Core argument (60 words): [fill in] (2) Professional analysis: - Theoretical basis (100 words) - Practical case (80 words) (3) Interactive guidance: - Set 1 open question - Reserve discussion space Communication strategy: - Associate 2-3 related topics and design 2 communication viewpoints

## Topic-leading

answer

use

Exam

Topic guidance design:

Topic: #[topic name]# Guidance strategy: (1) Topic setting: - Raise core questions - 2-3 discussion dimensions (2) Interaction design: - Voting/questioning format - Opinion guidance direction Emotional tone: Maintain openness and inclusiveness

## Brand Marketing

### Application Examples

Brand content creation guide:

Marketing objectives: [Goal setting]

Content strategy:

(1) Brand element implantation (accounting for <30%): -

Product/service

highlights - Brand value

proposition (2) Content

packaging: - Scenario

description (80 words)

- User pain point association

- Solution presentation (3)

Communication design: -

Topic: #[topic name]# - Interaction

form: Voting/Q&A Notes: - Avoid hard

advertising -

Emphasize user value - Keep

the tone natural

## Interactive entertainment

### Application Examples

Interactive entertainment content

design: Form type: [Test/Question and answer/Topic chain]

Content framework:

(1) Introduction part (60 words): - Setting

suspense/interesting points -

Situational description

(2) Interaction rules: -

Participation method

description - Interaction reward mechanism

(3) Topic extension: -

Derivative discussion

direction - Tonality

requirements for

secondary creation space: -

Relaxed and lively tone - Moderate

professional integration - Positive value orientation



# Topic and tag application

Weibo topics are important traffic portals, and prompts need to standardize topic usage strategies:

## Topic selection principles

- Highly relevant to the content
- Moderately active topics
- Avoid overly competitive hot topics

## Tag Usage Policy

- Core topic placement
- Related topic supplement
- Brand topic placement

### Application Examples

Topic configuration requirements:

Main topic: [topic name]

Related topics: 2-3

Position Requirements:

- The main topic is at the beginning
- Related topics in the text
- Brand topic at the end

Selection criteria:

- Topic activity [range]
- Competition Assessment
- Relevance judgment

# Prompt design of communication strategy

The dissemination effect of Weibo content depends largely on the publishing strategy. The prompts need to cover the following dimensions:

## Hot spot leverage

- Hot spot screening: set standards for hot spot selection, such as topic popularity, audience fit, etc.
- Angle innovation: guide to find differentiated entry points and avoid homogeneous expressions
- Timing: clarify the best time window for content release

## Content rhythm

- Comment guidance: Design interactive topics that can inspire users to express themselves
  - Forwarding incentives: Increase the willingness to forward through suspense settings or welfare mechanisms
  - Private message response: Standardized private message reply policy
- slightly

### Application example:

Hot topics leverage content generation requirements: Topic background: [Current hot topics] Hotness index: [Hot search ranking/topic discussion volume] Target audience: [User group] Differentiation requirements: - Analyze existing viewpoints - Propose new entry points - Design counter-intuitive expressions Communication strategy: - Topic tag selection - Key opinion leader interaction design - Comment guidance strategy

### Application example

Please design an interactive strategy for the following Weibo content: Content theme: [Topic] Content format: [Image/Video/Text] Interaction goal: [Increase comments/forwards/topic diffusion] Need to design: (1) Comment guidance plan - Design 3 questions that can trigger discussion - Provide 2-3 controversial points - Create suspense or anticipation (2) Forwarding and dissemination strategy - Design reasons for users to actively forward - Provide key points for viral dissemination Please ensure that the interactive design is naturally integrated into the content and avoid blunt introductions. At the same time, consider the scalability and sustainability of the topic.

## Content rhythm

- Publishing frequency: set according to account positioning and fan activity
- Content classification: proportion of different types of content
- Interaction time: define the time period for key interactions

### Application Examples

Please help me plan the content schedule for my Weibo account: Account information: - Positioning: [Fill in the account positioning] - Target audience: [Audience attributes] - Current number of fans: [Number] - Content field: [Field]

The following elements should be considered: (1) Design a weekly publishing schedule,

including: - Daily publishing frequency recommendations - Optimal publishing time points - Content types for different time periods (2) Develop a content format ratio, including: - Proportional distribution of various types of content - Suitable publishing times for different formats - Best time to interact with fans Please provide detailed scheduling suggestions and explain the reasons for each arrangement.

At the same time, provide strategic suggestions for hot spot responses.

# Layout of Xiaohongshu: Prompt Design for Grass-Seeding Community

## Platform features and distribution mechanism

Xiaohongshu has three core features: grass-growing ecology, community atmosphere and vertical specialization

Industry;

Xiaohongshu's content distribution mainly relies on three aspects: attention to recommendation flow, interest

Tags, search and discover.

Among them, the presentation format of the recommendation flow requires that the content must have

Be attractive enough.

The search scenario needs to consider the layout of keywords and the completeness of professional information.

These characteristics also put forward specific requirements for prompt design:



## The core principles of Xiaohongshu content creation

- 01 Focus on practicality and sharing
- 02 Emotional resonance and personalized expression
- 03 Collaborative design of visual and text
- 04 Be concise and clear, and highlight the key points

# Tips design for seeding copywriting

## Trust Building

The key to building trust is to create a trustworthy content framework by combining professionalism with real experience.

Dimensions	Prompt example	Requested
Background	Please design a content framework that builds trust	product type: [Specific category] Personal identity/professional field: [Specific description]
Content composition	Professional background display Personal use experience Real experience sharing Comparison evaluation content	Avoid over-praising, show real shortcomings and maintain an objective attitude

## Style

The design of style and tone not only affects the way the content is presented, but also determines the emotional resonance with the target audience.

Dimensions	Prompt example	Require
Style design	Please design the content style in the field of [Beauty/Food/Life]	Account positioning: Personal characteristics: [description] Professional background: [description] Target tone: [description] Emotional
Language style requirements	Follow the following expression characteristics: Tone setting Sentence characteristics Use of professional terminology	tone: (main emotional color, interactive tone, empathy point design) Personalized elements: (fixed opening words, unique expression, signature closing words)

## Scenario-based expression

By describing specific life scenes, the content can be made more immersive, thus increasing its persuasiveness. Scenario-based design is not just about describing the usage process, but also about helping users build a real usage scenario through detailed descriptions.

Dimensions	Prompt example	Require
Products/Services	Help me design a scenario-based content plan	Product/Service: [Specific content] Typical scenario: [Usage scenario] Target user: [User portrait]
Scenario Design	Design 3 specific application scenarios	Each scenario includes: Environmental description, pain point presentation, solution process, and effect presentation
Express requirements	Help me describe the specific life background of each scene, truly present the pain points in use, and explain the use process and effect in detail	Details, specific real scenes, close to life problems, complete solutions

# Examples of prompts for copywriting (I)

## Title creation

The design of the title creation prompt should consider emotional resonance, professionalism, search optimization and clear value commitment. Xiaohongshu title creation prompt design:

Dimensions	Prompt example	Require
Field/Selling Point	Help me create a title for a Xiaohongshu note	Content area: [Beauty/Food/Travel] Core selling point: [Specific benefits/Problem solving] Target audience: [Audience portrait]
Title design requirements	Provide 3-5 title ideas	Each title contains: Attention-grabbing opening words Core keywords Specific numbers/ methods Clear value promise
Title Features	Word count: 15-25 words Tone: Friendly but professional	Words that must be included: [Keywords] Avoid using: [banned words/overly marketed words]
Differentiation considerations	Please analyze 3 popular titles on the same topic in the market, and design an innovative title based on their content structure and language style, ensuring that the new title is unique in expression. Please provide a title that highlights innovation and differentiation by comparing it with competing products, and avoid being too similar to existing titles on the market.	Competitive product title style: [For example, analyze 3-5 popular titles on the same topic and identify their common structures and words] Innovative expression direction: [Describe the innovations of the new title in terms of emotional expression, information transmission, creative expression, etc., such as by adding numbers, question settings, unique viewpoints or distinctive language]

## Graphic structure

Dimensions	Prompt example	Required
Graphic structure requirements	Please generate an outline of a Xiaohongshu grass-planting note	product/service type: [product type, e.g. beauty, home furnishing, food, etc.] Target effect: [expected conversion goal, such as "increase purchase conversion rate" or "increase brand exposure"]
Picture arrangement	Cover image: It should be high quality and attractive, and reflect the product features or the personality of the creator. Detail image: Show the details or features of the product to enhance the credibility of the product. Scene image: Show the actual scene of product use to help readers feel involved. Effect comparison image: Show the obvious changes before and after the product is used to enhance persuasiveness.	Image quality: clear and professional, avoid low-quality blurry images. Scenes and renderings should be realistic and operational.
Copy structure	Attractive opening design: attract readers' attention through an eye-catching opening Personal experience foreshadowing: share the author's experience or story to enhance affinity Instructions for use: introduce how to use the product in detail to ensure clear information Effect summary: summarize the specific effects after using the product to strengthen conversion appeal Purchase suggestions: give purchase recommendations or provide discount information to guide decision-making	The opening should be concise and clear, directly pointing out the highlights of the content. The middle part should describe the usage and effects in detail, avoiding empty descriptions. The purchase suggestions should have practical value and avoid over-sales.
Differentiation considerations	Reality building: avoid excessive modification, maintain the authenticity and affinity of the content. Professionalism: enhance the professionalism of the content through data, user feedback or expert certification. Naturalness: ensure that the copy and pictures are naturally coordinated, avoid excessive marketing or blunt sales. Interactive guidance design: the ending part needs to encourage readers to participate in the interaction, such as commenting, liking or sharing.	Keep a balance, neither exaggerating nor being too conservative. Make the effect display and interactive design natural and smooth, and avoid hard promotions.

# Examples of prompts for copywriting (Part 2)

## Main content

### Prompt design for personalized experience sharing

This kind of prompt can help AI generate emotional and personalized content, allowing readers to feel the author's true emotions and thus enhance users' emotional identification.

The application example generates sharing content about [personal experience], which needs to describe the specific experience process, highlight personal emotional changes, and make the content more warm and realistic.

### Emotional Resonance Prompt Design

This prompt will guide AI to use warm language and emotional expressions to help the content impress readers, trigger resonance, and enhance the interactivity of the content.

#### Application Examples

Generate a share about [emotional topic], using a warm and encouraging tone to inspire readers' emotional resonance.

### Shopping recommendation and review prompt design

This prompt helps AI focus on the actual experience and advantages of the product, making the content both practical and able to guide users to generate purchasing interest.

#### Application Examples

Generate a review about [product/service], which needs to describe the product features and usage experience in detail, and include personal feelings after use to help readers make purchasing decisions.

### Interactive prompt design

By adding interactive guidance elements to the prompts, the AI-generated content can be more in line with the interactive characteristics of the Xiaohongshu platform, attracting readers to comment and participate in discussions.

#### Application Examples

Create a piece of content about [topic] that ends with a question or encourages readers to share their thoughts for interactivity.

# Mastering Tik Tok: Designing prompts for short video content

Analysis of content characteristics of the Tik Tok platform

1 Highly visual and short-term appeal

2. Emotional and entertaining

3. Strong interactivity and challenge

4 Plot and story

The core principles of Tik Tok content creation

## Visual impact and emotional feeling

The design of prompts should highlight scene description and emotional expression to make the content contagious.

## Guide participation and interaction

Prompts should guide AI to generate interactive scripts and copywriting, and attract users to actively participate by asking questions and challenging them.

## The rhythm is clear and concise, and it is efficient and close to hot spots and user needs.

Prompts should help AI generate content with a brisk pace and concise expression, remove redundant information, and ensure that information is delivered efficiently and interestingly.

The prompt design needs to guide AI to pay attention to current popular topics and create topical and attractive content.

# Prompt strategy: Tips to improve AI-generated Tik Tok copywriting and scripts

## Eye-catching opening reminder design

In TikTok content, the first 3 seconds of the video determine the audience's willingness to stay, and the prompts need to guide AI to quickly introduce eye-catching elements at the beginning of the copy or script.

Create a strong and attractive opening, focus on [visual impact or emotional rendering], and ensure  
Capture the audience's interest within 3 seconds.

## Emotional Resonance Prompt Design

Douyin users prefer content with strong emotions, and prompts should guide AI to incorporate emotional expressions into copywriting and scripts.

Generate an emotionally resonant script or copy that [humorous/touching/stimulating]  
Emotional expression resonates with the audience.

## A compact plot prompt design

The content of Tik Tok short videos needs to have a compact plot and a clear rhythm, and the prompt design should help AI create a complete and coherent storyline within a limited time.

Generate a fast-paced plot script, introducing conflict at the beginning and a reversal at the end.  
Make sure the content is coherent and interesting.

## Interactive prompt design

Tik Tok content encourages users to participate in interaction, and the prompt design should guide AI to generate content that encourages interaction, attracting viewers to actively participate in comments or imitations.

Generate an interactive copy that asks thought-provoking or challenging questions.  
Encourage audience participation in interactive or imitative challenges.



# Practical operation: Optimizing the application of prompts in Douyin content creation

## Case 1: Storyline script creation

For Tik Tok videos with plots, prompts need to guide AI to focus on storytelling and suspense design.

Iteration direction: AI-generated content is attractive and story-telling, and can guide viewers to watch the entire video.

Generate a short, engaging story for [topic] that begins with a suspenseful beginning and gradually reveals key plot points.  
Guide the audience to follow the development of the plot.

## Case 2: Practical skills sharing copywriting

Practical content is very popular on TikTok, and prompts should ensure that the content is clear, concise and the steps are clear.

Iteration direction: The scripts generated by AI are concise in structure, suitable for teaching content, and easy for the audience to understand and apply.

Generate a simple tutorial script about [Practical Skills], describing it in clear steps and concise language,  
Allow the audience to grasp it quickly.

## Case 3: Emotional copywriting that triggers emotional resonance

Emotional content has a strong spreadability on Douyin, and prompts should guide AI to focus on the authenticity and resonance of emotions.

Iteration direction: The emotional expression of AI-generated content is natural, which can trigger emotional resonance among the audience and enhance the interactive effect.

Generate a sincere copy about [emotional theme], using a friendly tone to trigger emotional resonance in the audience  
Ming, making the content closer to life.

## Case 4: Ending sentence to guide interaction

Tik Tok content usually encourages interaction at the end, and the prompts should guide AI to design sentences that attract interaction.

Iteration direction: The ending sentence generated by AI is call-to-action, which helps guide audience interaction and increase the dissemination effect of the video.

Generate an interactive guide sentence to encourage viewers to like, comment or share, making the video more interactive.

# Prompt word engineering: precise guidance and efficiency gains

## 1. Set clear goals and context

- State the specific goal of the task (e.g., obtain information, generate text, analyze data, etc.)
- Provide background information to reduce guesswork in the model
- Provide the expected output type (such as table, list, summary, etc.) for different scenarios

## 2. Activate roles and thinking patterns

- Set the model to a specific role, such as a technical expert, teacher, or HR
- Guide the model to use a specific writing style (such as formal, informal, technical, etc.)
- Let the model simulate a specific thinking mode, such as critical thinking, creative thinking, etc.

## 3. Break down complex tasks step by step

- Break down complex problems into discrete steps
- After each step, request the model to summarize or verify the intermediate results
- Combine the outputs of multiple subtasks to form a complete solution or summary

## 6. Dynamic feedback and iterative optimization

- After receiving the answer, point out the model's errors or deficiencies and ask for corrections
- Let the model improve itself based on the output of the previous round
- Request the model to summarize the key points of multiple rounds of dialogue to ensure coherence and accuracy

## 5. Provide reference materials and external resources

- Provide the model with external references or text and ask it to generate answers based on that material
- Require the model to cite or link to specific sources when answering
- Integrate external tools (such as code execution) to perform complex calculations or lookup tasks

## 4. Guide in-depth reasoning and thinking

- Ask the model to deduce the answer step by step, requiring "chain of thought" reasoning
- Ask the model to briefly reflect or verify before answering
- Ask the model to explain the thinking behind each step, rather than just giving the final answer

# Prompt word framework: logical anchoring thinking guidance

1. TASTE Framework•

Task: Define the main task of the model or the generated content. •

Audience: Clearly state the target audience. • Structure: Provide a clear organizational structure for the output content, including paragraph arrangement, argument development order or other logical relationships.

• Tone: Specify the tone or style of the model's response. • Example: Examples or templates can help the model understand the output style or format.

Example• Task: Write a short blog post about the importance of data privacy. •

Audience: General internet users, non-technical background. • Structure: The article needs to have a clear beginning, middle discussion, and end, with the beginning asking questions, the middle introducing causes and effects, and the end providing advice. • Tone: Use a friendly, accessible

tone. • Example: Similar to the style of the New York Times technology column.

2. ALIGN Framework•

Aim: Define the ultimate goal of the task. • Level: Define the difficulty level of the output. • Input: Specify the input data or information that needs to be processed, or require the model to reason based on certain facts or conditions. • Guidelines: Provide rules or constraints that the model should follow when performing tasks. • Novelty: Clarify whether the model is required to provide original and innovative content, and whether it is allowed to quote existing knowledge.

Example • Aim: Create an article about "Sustainable Development" and explain its core idea.

• Level: Suitable for high school students, no technical terms are required. •

Input: Provides background on current environmental issues and discusses the response to global warming.

Strategy.

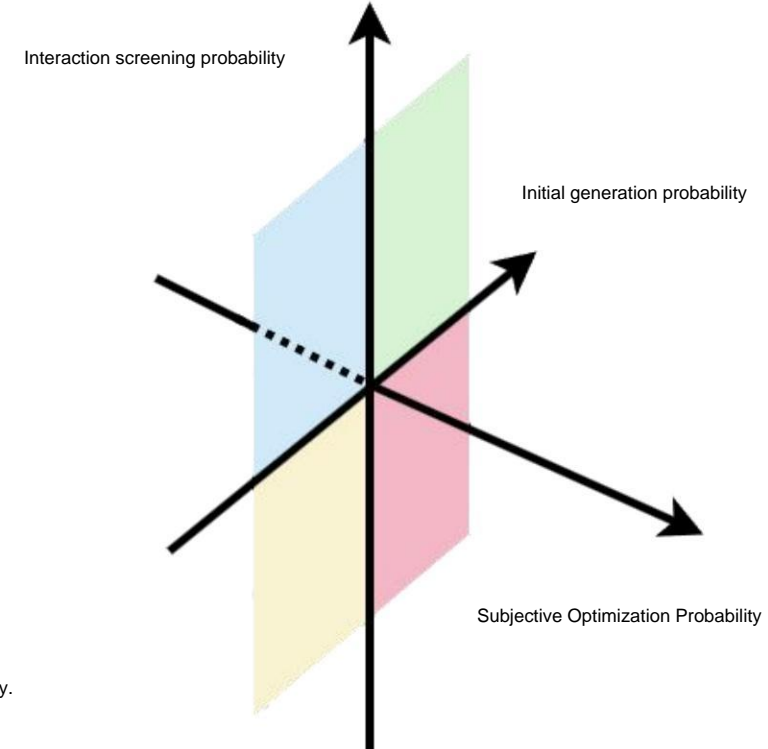
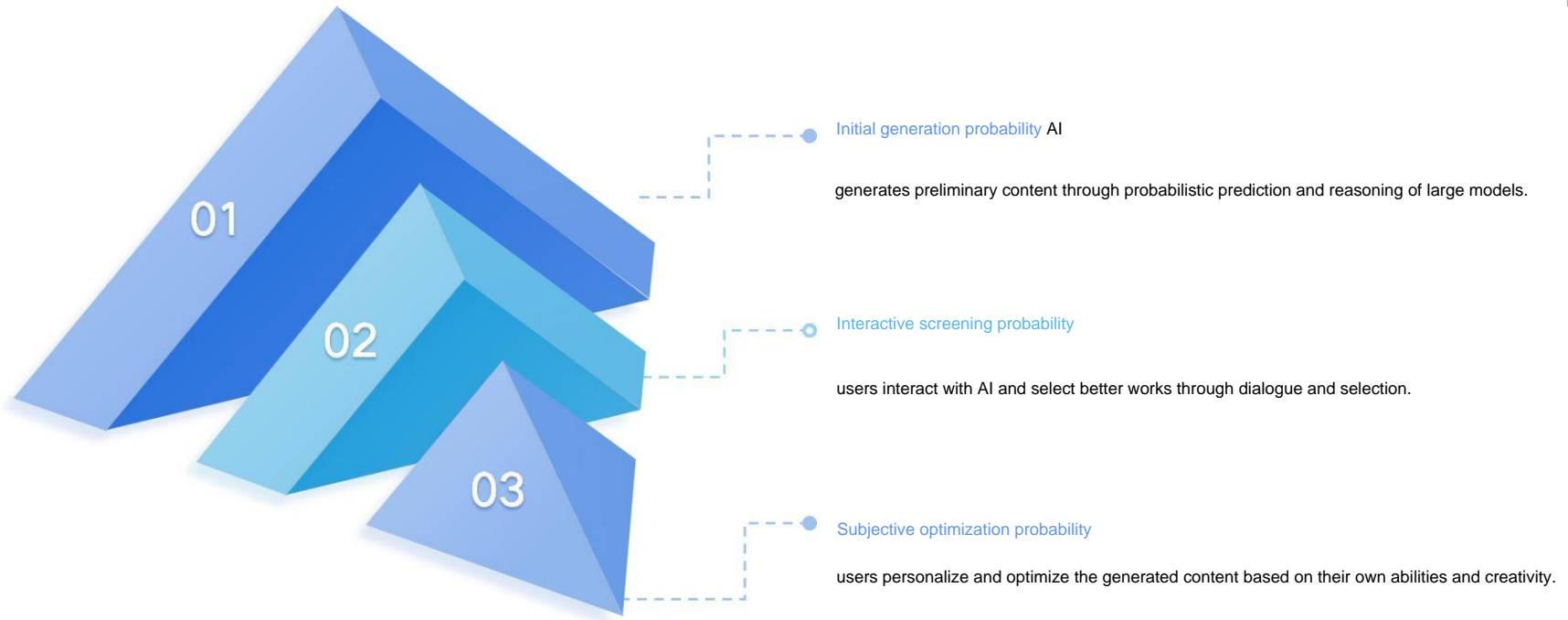
• Guidelines: Articles should use clear and concise language and avoid complex Technology concept.

• Novelty: requires combining the latest environmental data with novel ideas and solutions.

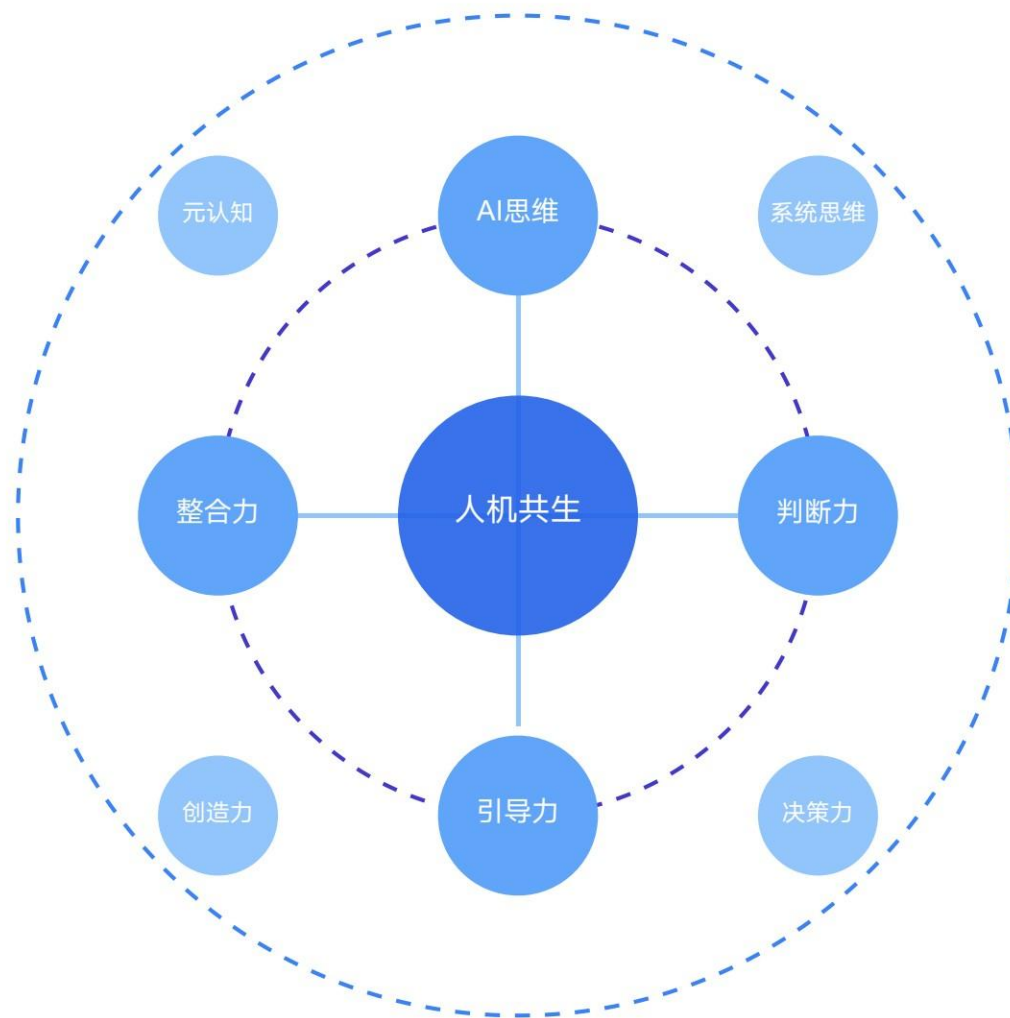
Solution.

# Triple Probability: Multi-layer Interactions Refined Layer by Layer

AIGC's three-layer probabilistic interactive content generation system describes the collaborative work between artificial intelligence and humans in content creation. Through the three levels of initial generation, interactive screening, and subjective optimization, a dynamic and cyclical creation process is constructed to improve the efficiency and quality of content generation and meet the diverse needs of the market.



# 人机共生时代的能力培养体系



# Four core capabilities

## AI Thinking

- Algorithmic thinking: understanding AI decision logic • Data insight: data-driven analytical capabilities • Boundary cognition: grasping the boundaries of AI capabilities • Collaborative awareness: establishing a human-machine collaborative model
- Core viewpoint: mastering AI thinking patterns and establishing a human-machine collaborative cognitive framework

## Integration

- Cross-domain translation: transforming domain knowledge • Creative reorganization: reconstructing working methods • Resource arrangement: optimizing human-machine collaboration • Knowledge fusion: integrating new and old knowledge
- Core idea: integrating human-machine advantages to create the value of  $1+1>2$

## Guidance

- Prompt engineering: design efficient instructions • Dialogue management: control the direction of interaction
- Task decomposition: optimize the problem structure • Quality control: control the output quality
- Core viewpoint: lead the AI interaction process and ensure that the output meets expectations

## Judgment

- Authenticity identification: evaluate the reliability of content • Value assessment: determine the application value • Risk prediction: foresee potential risks • Scenario adaptation: evaluate the applicability of scenarios
- Core viewpoint: maintain independent thinking and be the gatekeeper of AI output

- Cultivate "AI thinking": Understand Capability boundaries and optimal application scenarios of different AIs
- Develop "integration capabilities": organically combine AI capabilities with human insights
- Improve "guidance capabilities": accurately guide AI to complete tasks
- Strengthen "judgment capabilities": evaluate the accuracy and applicability of AI outputs

# Advanced Use of AI

1

## AI Thinking

- Build a personal reminder word system • Design a hierarchical reminder structure • Innovatively combine reminder words from different fields

"Prompt words are the lever to leverage AI" "A good prompt word system is a unique competitive advantage"

3

## Deeply integrated thinking

- Integration of cross-domain knowledge
- Integration of AI and professional knowledge
- Building an innovative ecosystem

"Integration is the source of innovation"  
"Cross-border thinking can inspire new possibilities"

2

## Innovation in Workflow

- Design human-machine collaboration processes • Establish feedback optimization loops • Create domain-specific methods

"The process determines the upper limit, and the details determine the effect" "Innovative workflows can bring about breakthrough progress"

4

## Building personal characteristics

- Develop personal methodology • Create a unique tool set • Build advantages that are difficult to replicate

"Being different is the real competitive advantage" "Creating personal characteristics is the key to success"

The path from "user" to "innovator"

# Analysis of factors affecting the quality of human-machine symbiosis: human vs. machine

## Key influences on build quality



Input quality: 70% human influence

- Accuracy and completeness of the prompt words
- Clarity of requirement description



Basic ability: 80% of the machine's influence

- The capability boundaries of AI models
- Quality of training data



Iterative Optimization: 90% of Human Influence

- Accuracy of feedback
- Optimized direction control

### Key impact paths for people

#### 1. Prompt Engineering (Deterministic) •

Clear goal definition • Accurate  
constraints • Structured  
requirements description

#### 2. Quality control • Result

evaluation • Direction  
adjustment •

#### Standard setting

#### Creative guidance •

Creative input •  
Style definition

### The critical impact path of the machine

#### 1. Basic generation capability

- Model performance
- Training quality •

#### Algorithm

#### optimization 2. Understanding

accuracy • Semantic  
understanding • Context

#### grasp 3. Consistency

guarantee • Output  
stability • Quality baseline

### Conclusion:

Influence, people play a greater leading  
role (accounting for about 65%)

Reason: prompt the quality of the project

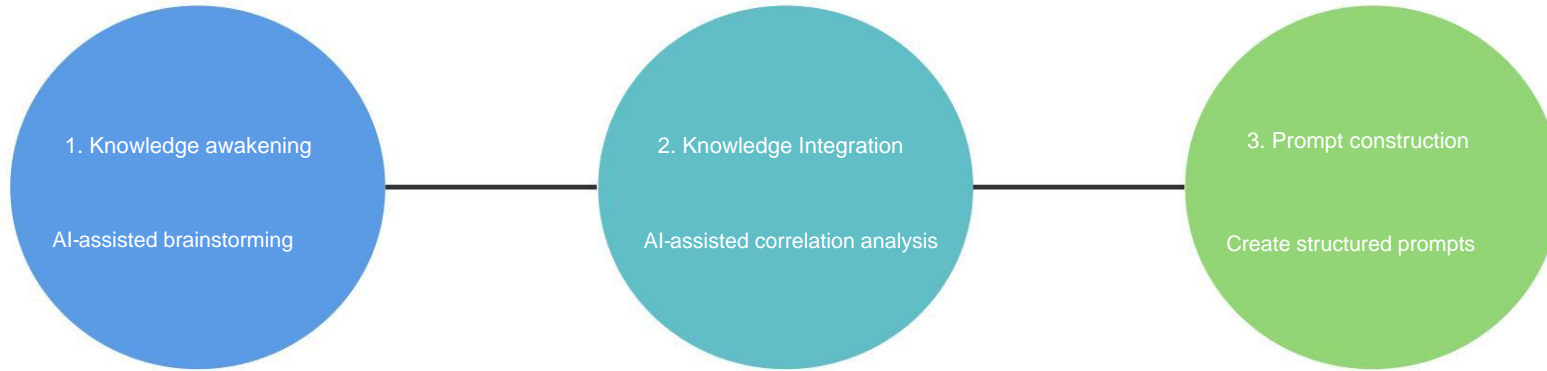
Precision of quantity and iterative optimization

The degree determines the final output quality.

The key to quantity



# Advanced Use of AI



## Knowledge awakening stage

- Let AI list key concepts
- Use AI to ask questions to stimulate thinking
- Use AI to expand thinking dimensions

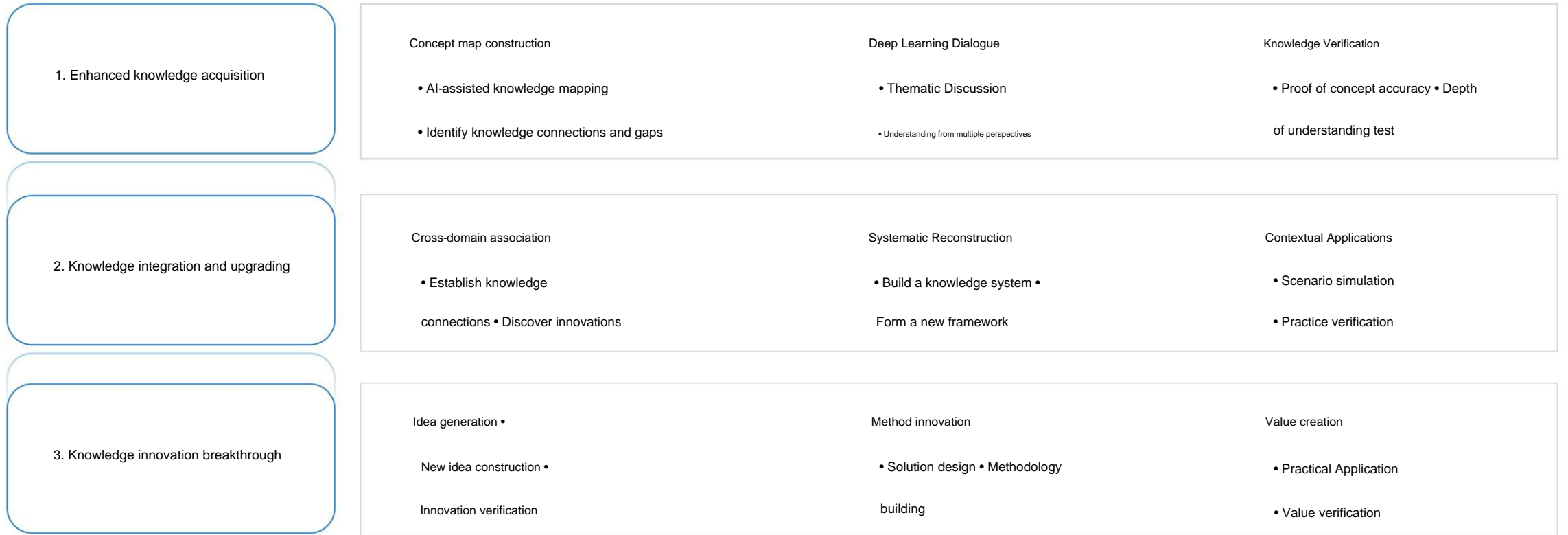
## Knowledge integration stage

- AI helps establish knowledge associations
- Discover knowledge application scenarios
- Form systematic views

## Tips for building phase

- Integrate key information elements
- Build a clear structure
- Set specific constraints

# AI-assisted knowledge generation evolution



# The First Question about “Knowledge Awakening”

## 1. What is knowledge? •

Existing cognitive

accumulation • Summary of

past experience • Potential

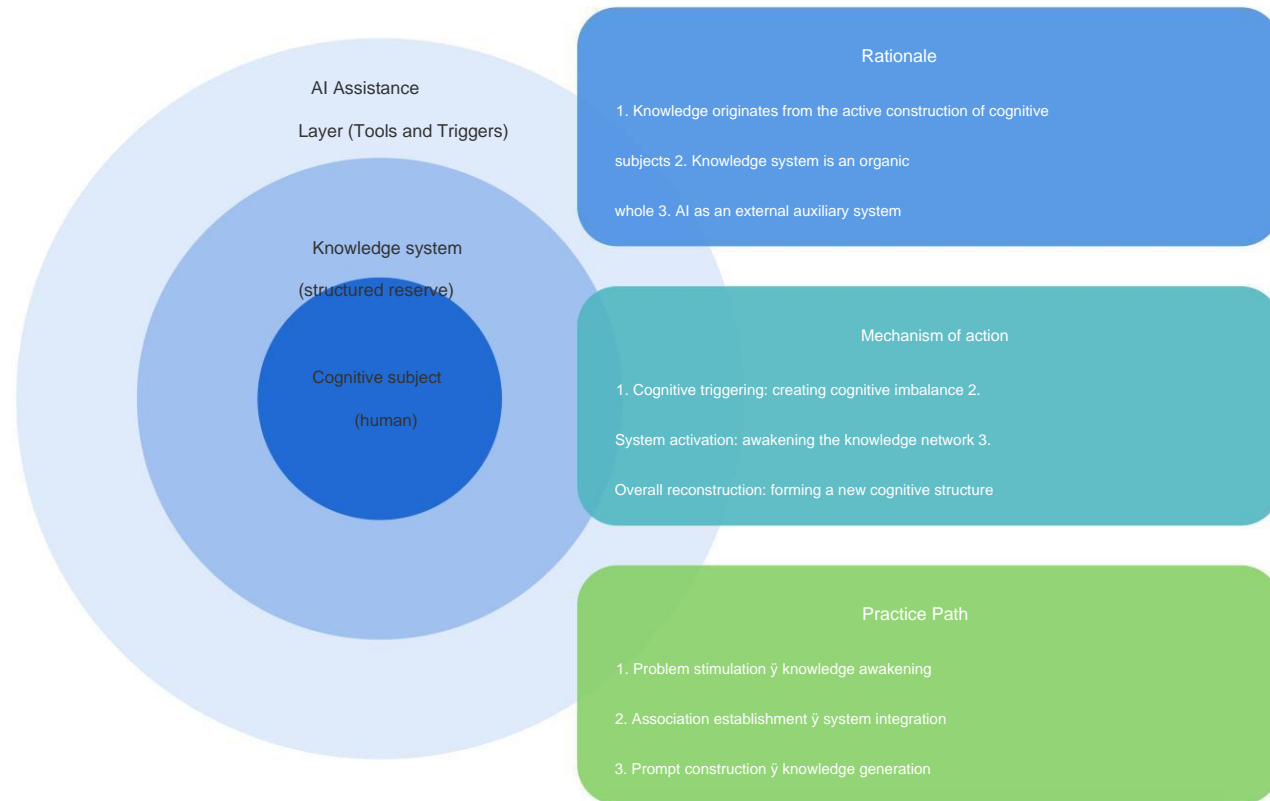
thinking patterns • Implicit behavior patterns

## 2. Why do we need to “awaken”? •

Knowledge exists but is not fully used •

Experience exists but is not effectively

linked • Insight exists but is not clearly expressed



Essence: Knowledge awakening is the active construction process of cognitive subjects under the assistance

of AI. Goal: Through cognitive triggering-system activation-overall reconstruction, deep mobilization of knowledge and innovative generation are achieved.

### 1. Basic attributes of knowledge •

Sedimentation: knowledge is the accumulation of experience

• Relevance: knowledge is networked • Situational:

knowledge is embedded in specific scenarios • Emergence:

new knowledge emerges from connections

### 2. Core mechanisms of awakening •

Cognitive activation: breaking the inherent thinking mode •

Experience mapping: connecting specific practice scenarios •

Creative reorganization: generating new knowledge connections

### 3. The triple role of AI assistance • Cognitive

catalyst: providing new perspectives • Knowledge

connector: building a network of associations • Innovation

booster: promoting knowledge reorganization

#### Emotional Arousal

##### 1. Basic modal stimulation

- Sense of wonder
- Curiosity
- Desire to explore

##### 2. AI-assisted roles

- Discover cognitive blind spots •
- Provide unconventional perspectives
- Create a collision of ideas

#### Experience awakening

##### 1. Scenario Building

- Scene restoration
- Multidimensional simulation
- Experience Links

##### 2. Activation of tacit knowledge

- Practice Retrospection
- Skills Mapping
- Tacit knowledge becomes visible

#### Association wake-up

##### 1. Knowledge Network

- Cross-domain connections
- Reasoning by analogy
- Holistic view

##### 2. Creative Connections

- Integration of new and old knowledge • Interdisciplinary integration
- Breakthrough Association

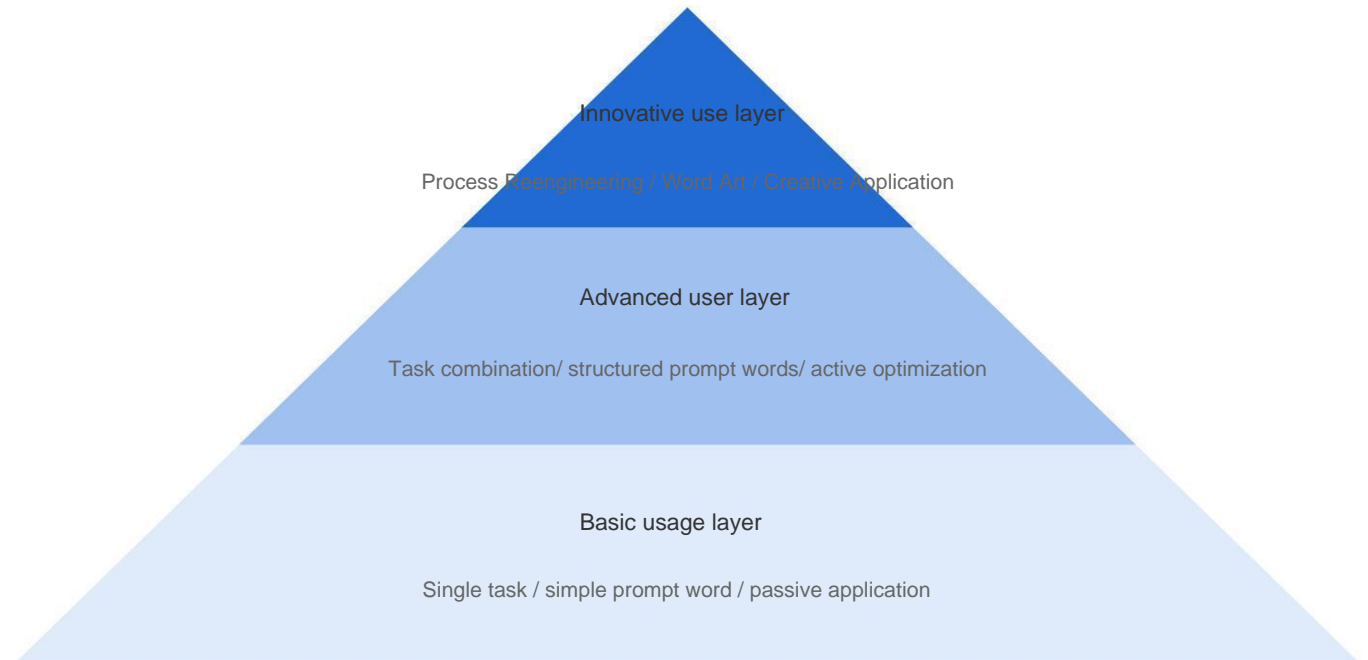
The core of knowledge awakening: realizing the deep mobilization of knowledge and innovative generation through the spiral of emotion-experience-association

# AI usage levels and breakthrough paths

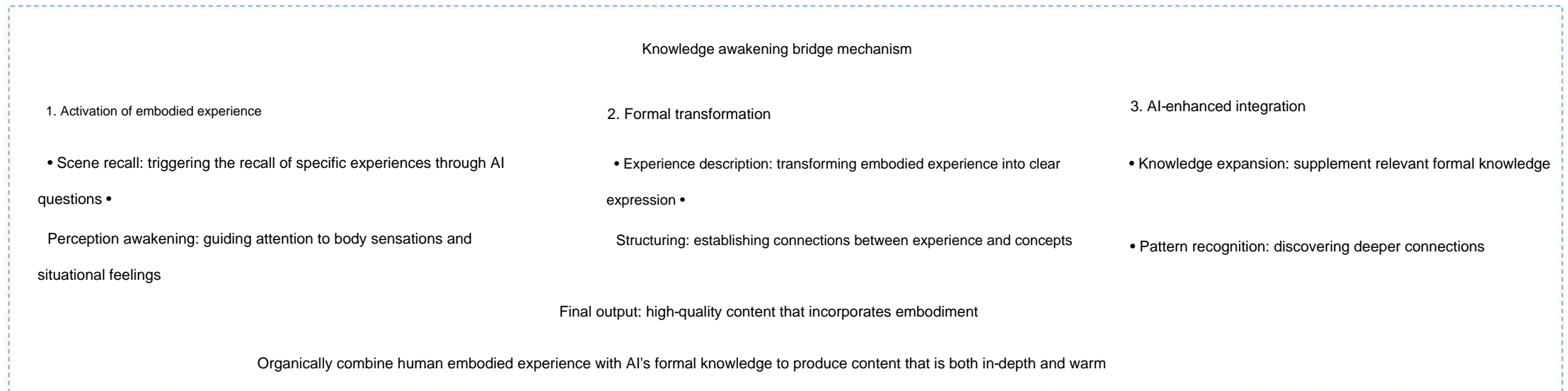
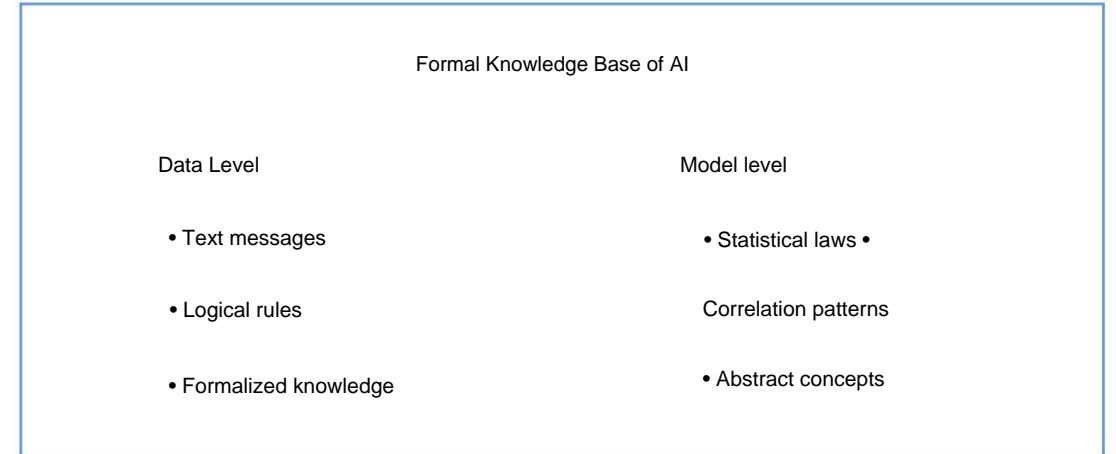
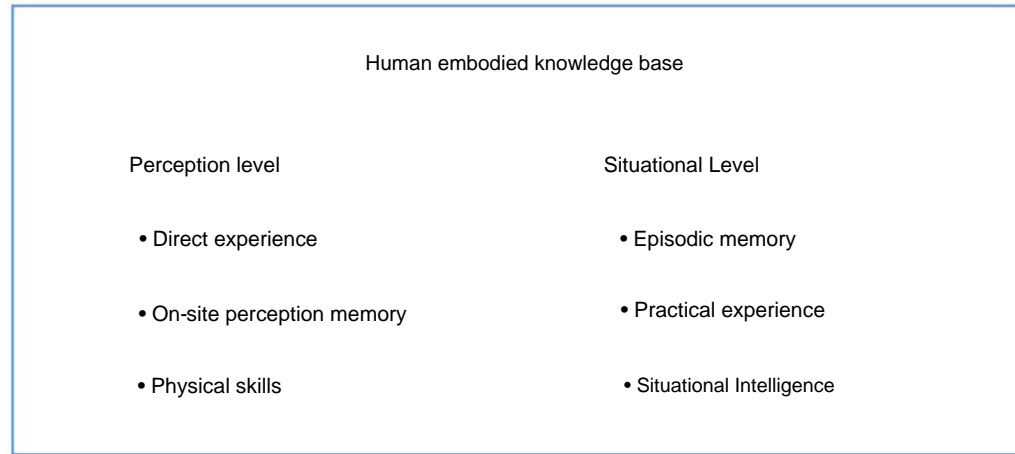
Breakthrough path:

1. Establish a prompt word system
2. Design a collaborative process
3. Develop innovative methods
4. Create personal characteristics

- Unique workflow
- Method innovation
- Field Integration



# Knowledge base + knowledge awakening framework

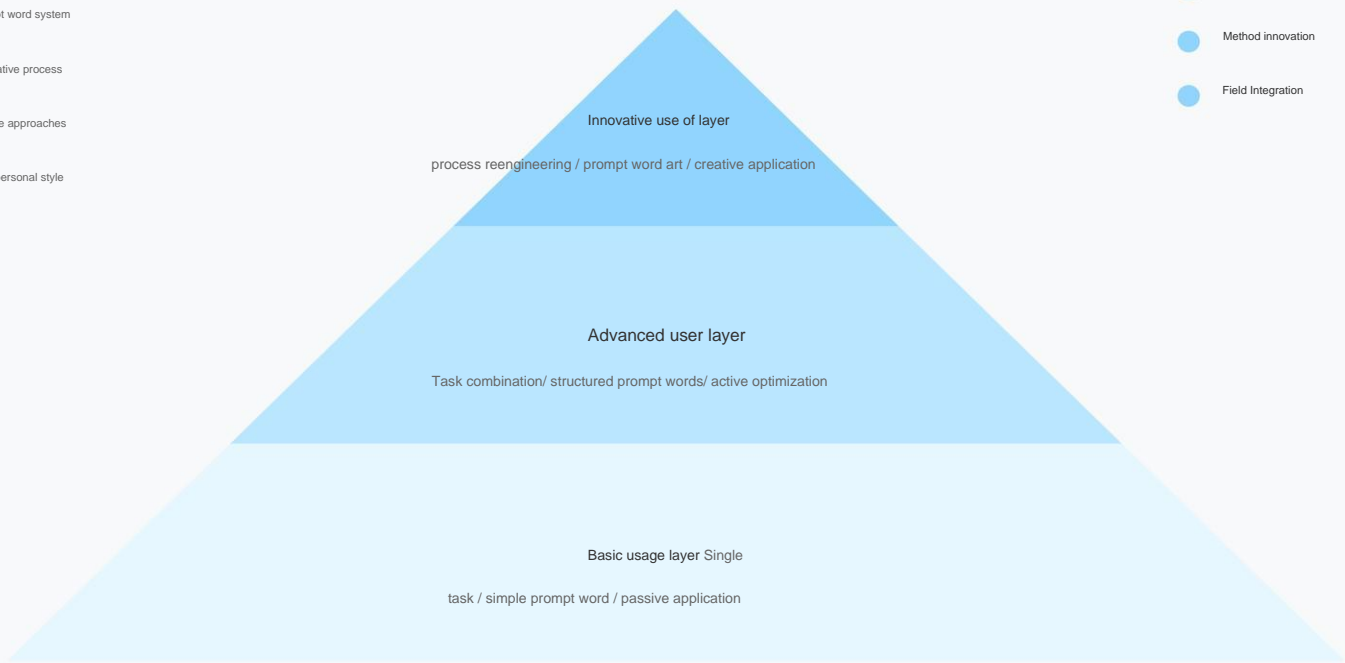


# AI usage levels and breakthrough paths

**Breakthrough Path:**

- 1. Establish a prompt word system
- 2. Design a collaborative process
- 3. Develop innovative approaches
- 4. Create your own personal style

- Unique workflow
- Method innovation
- Field Integration



Thanks for listening!



