Microsoft Copilot in Bing

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Today's Agenda

Goal: Facilitate adoption & effective use of Copilot in Bing, a generative AI too from Microsoft

- Overview
- How to access the tool
- Tips & tricks
- Let's try it!

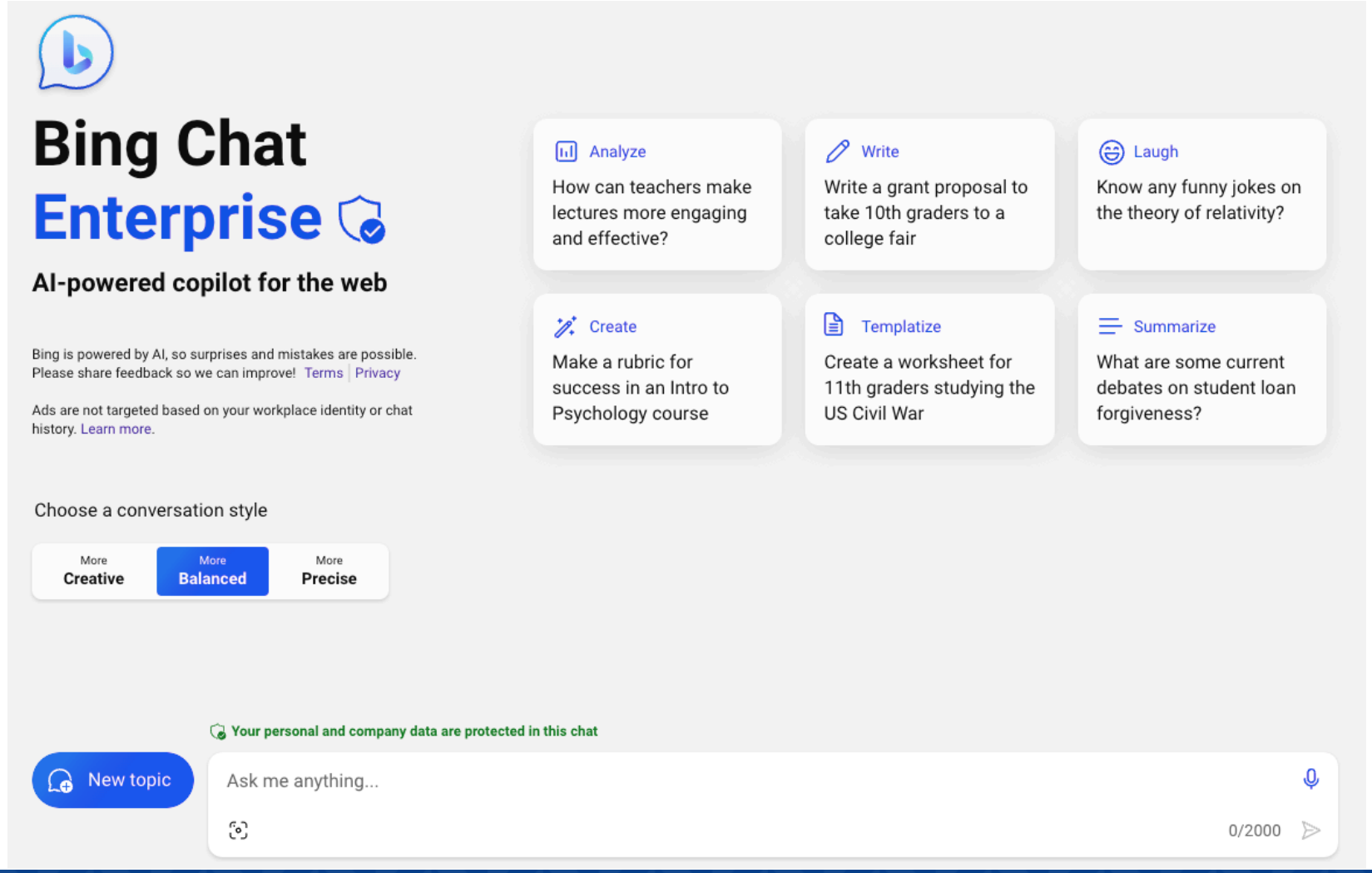
Overview

Copilot in Bing (aka Bing Chat Enterprise)

It's an AI-powered chatbot tool, leveraging large language models (LLM) from OpenAI.

Users can ask the chatbot questions and get detailed, human-like responses.

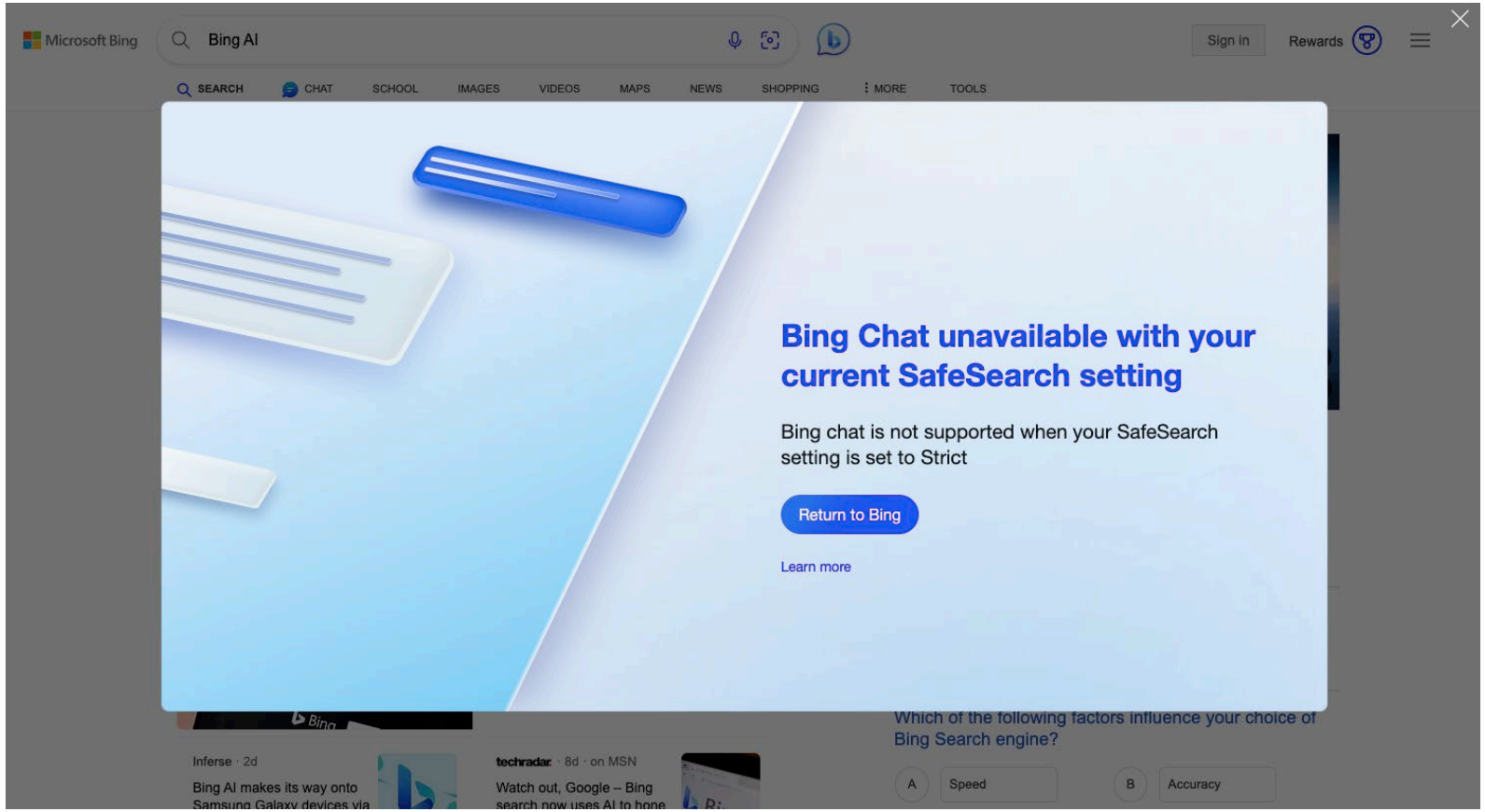
Copilot in Bing is included in Duke's Microsoft licensing agreement. Unlike the free version, it offers commercial data protection and a more advanced LLM model (GPT 4 vs GPT 3.5).



How to Access the Tool

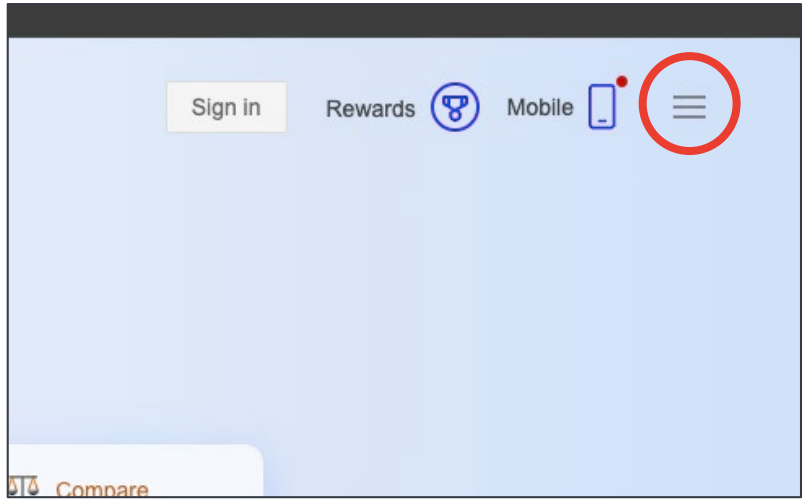
Step 1: Open A Browser

- Use a chrome-based browser like Microsoft Edge or Google Chrome, go to: https://bing.com/chat
- You may need to change your SafeSearch Settings

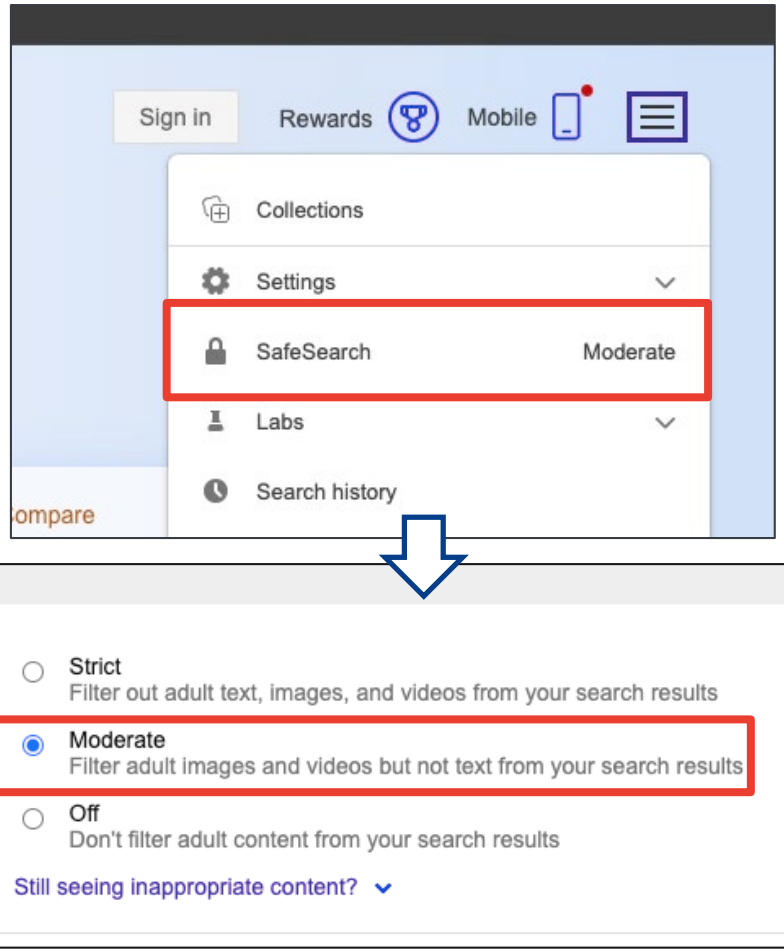


Change SafeSearch Settings (Google Chrome example)

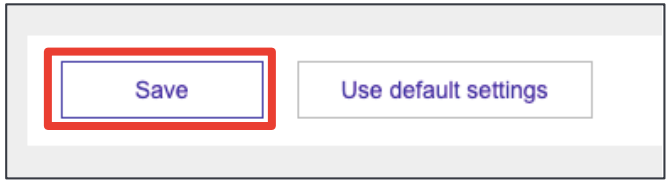
1. Click “hamburger” menu in top right



2. Change SafeSearch to “moderate”

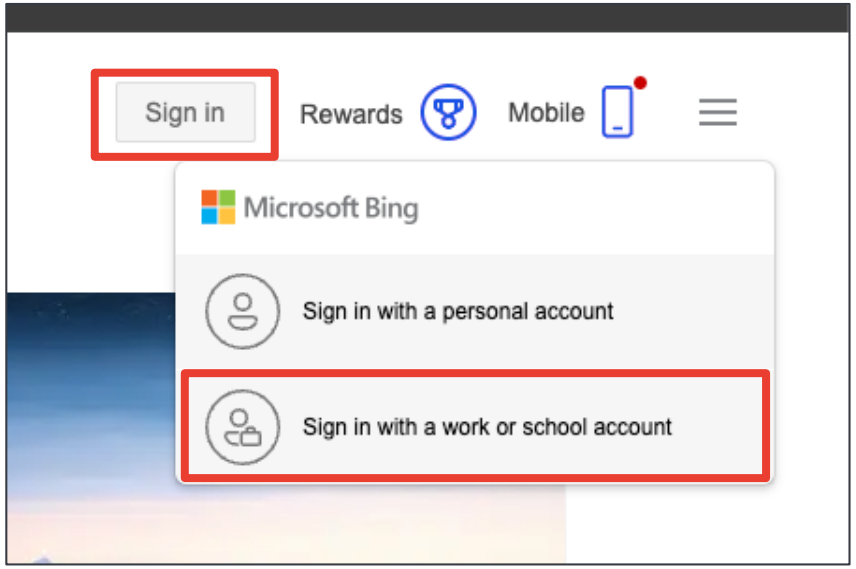


3. Scroll to bottom and “Save”

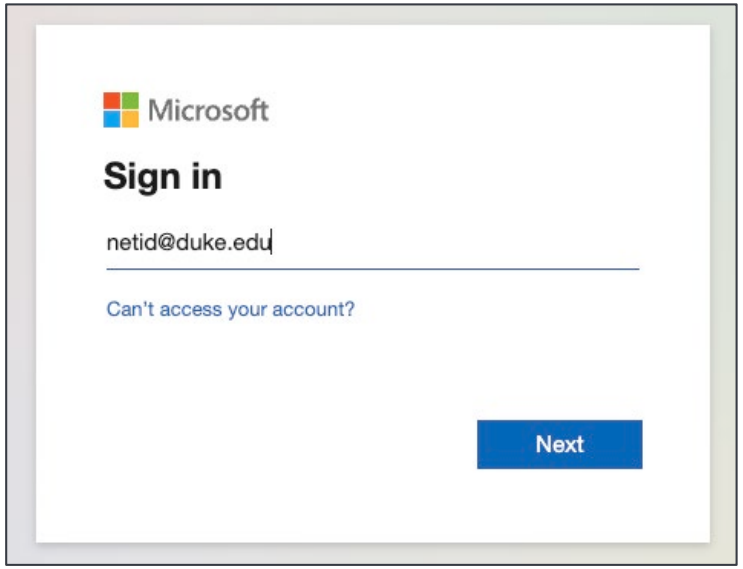


Step 2: Sign in with your NetID

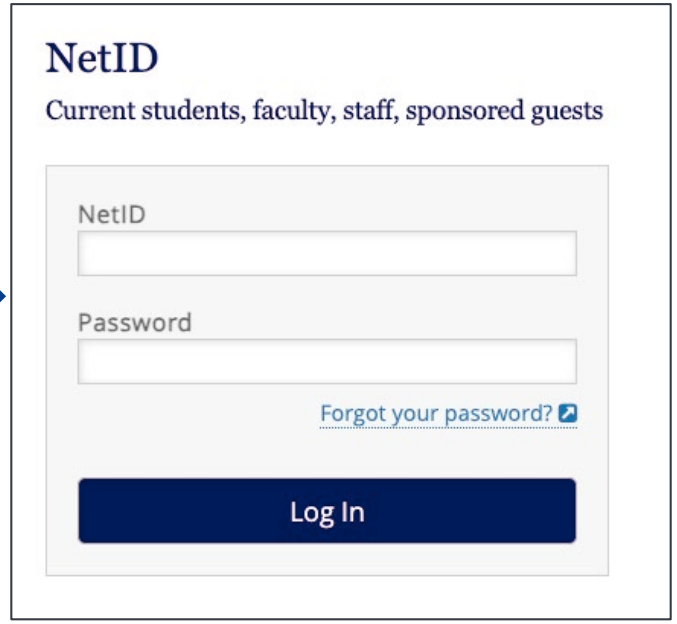
1. Select “Sign In” and then “Work or school account”



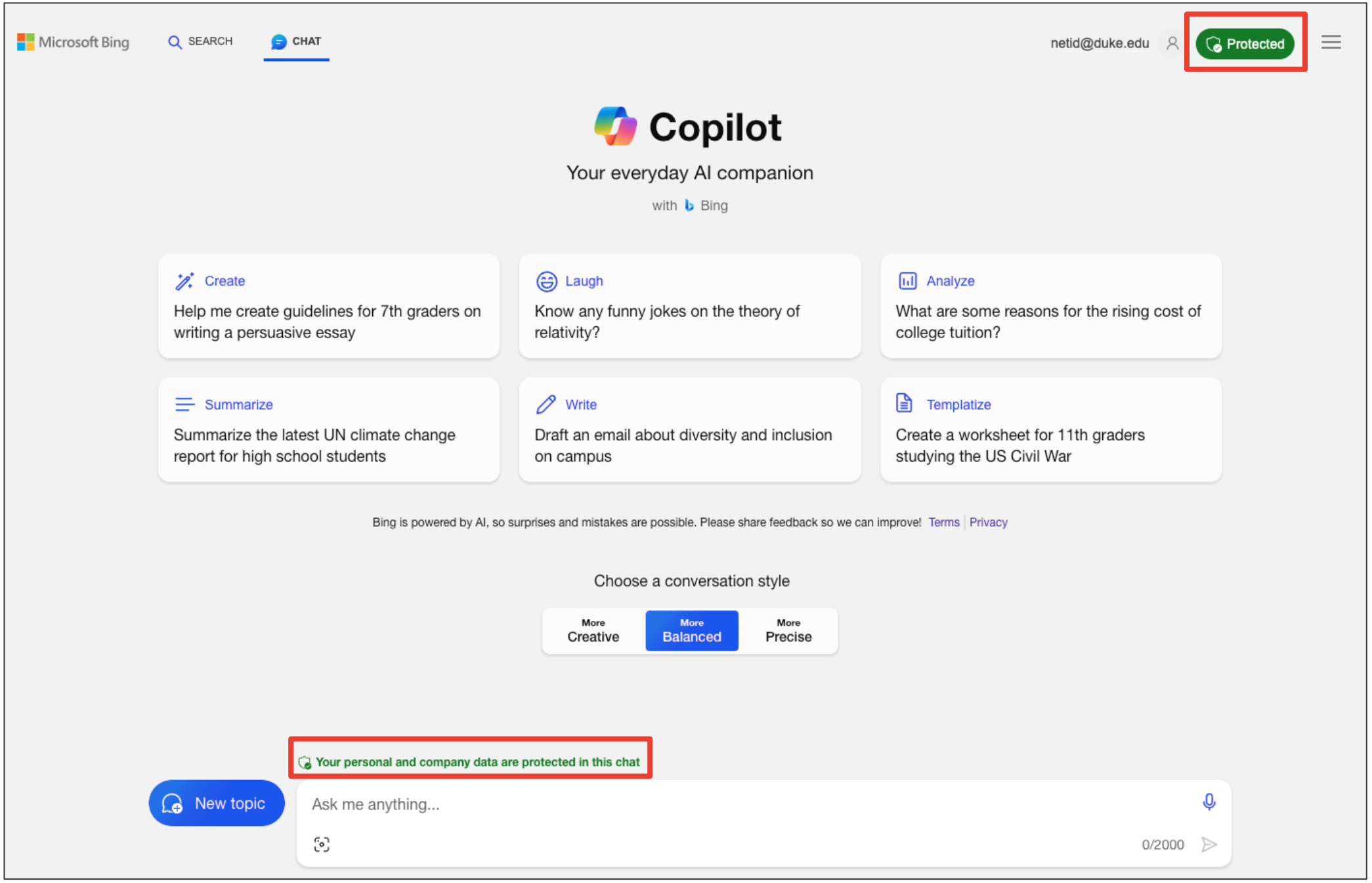
2. Provide your **netid**@duke.edu email address



3. You’ll be taken to Duke’s SSO; authenticate with your NetID & password



Step 3: Confirm “Protected” Status



Tips & Tricks

Some Do's & Dont's

Do

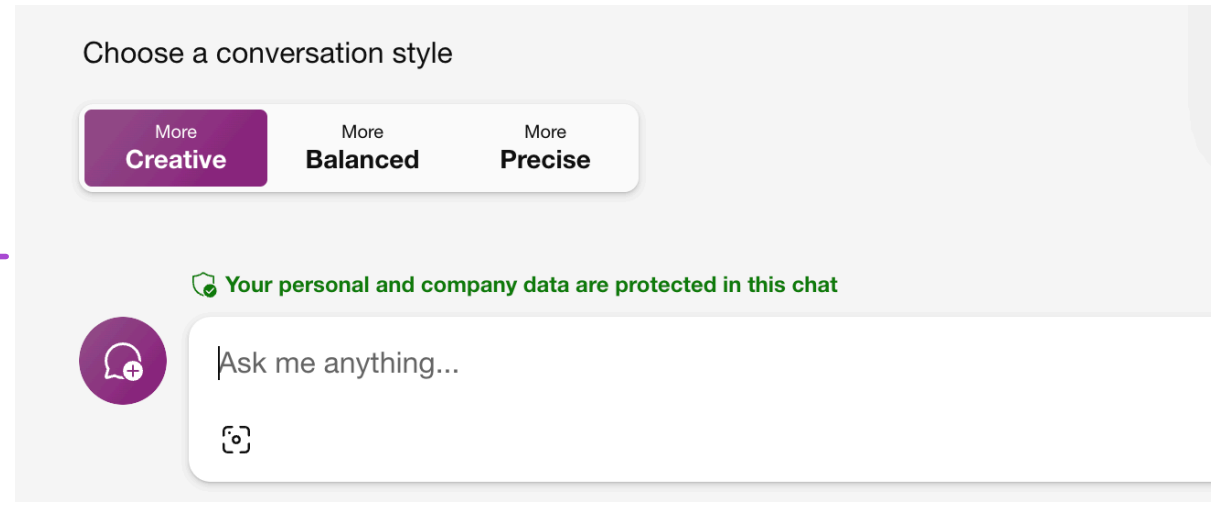
- Take responsibility for how AI-generated content is used
- Verify the output
  - Consider that LLMs can be prone to "hallucinations"
- Consider data sources can be prone to bias

Don't

- Don't forget to sign in via Duke SSO
  - Duke's information is only protected within the authenticated environment of BCE
  - Be wary if the tool recommends external solutions outside of our secure BCE environment
- Don't share PHI or PII

Tips

- There are different conversation styles available, described as follows by Microsoft:
  - **Creative**: “Elaborate and imaginative responses…This style is great for writing short stories, coming up with fun pet names, and more.”
  - **Precise**: “Concise and direct answers…This conversation style is helpful for math calculations, finding historical dates, and other straight-to-the-point answers you’re wanting to find.”
  - **Balanced**: “A blend of both the Creative and Precise conversation styles. If you’re planning a trip or looking for product recommendations, this style will be helpful.”



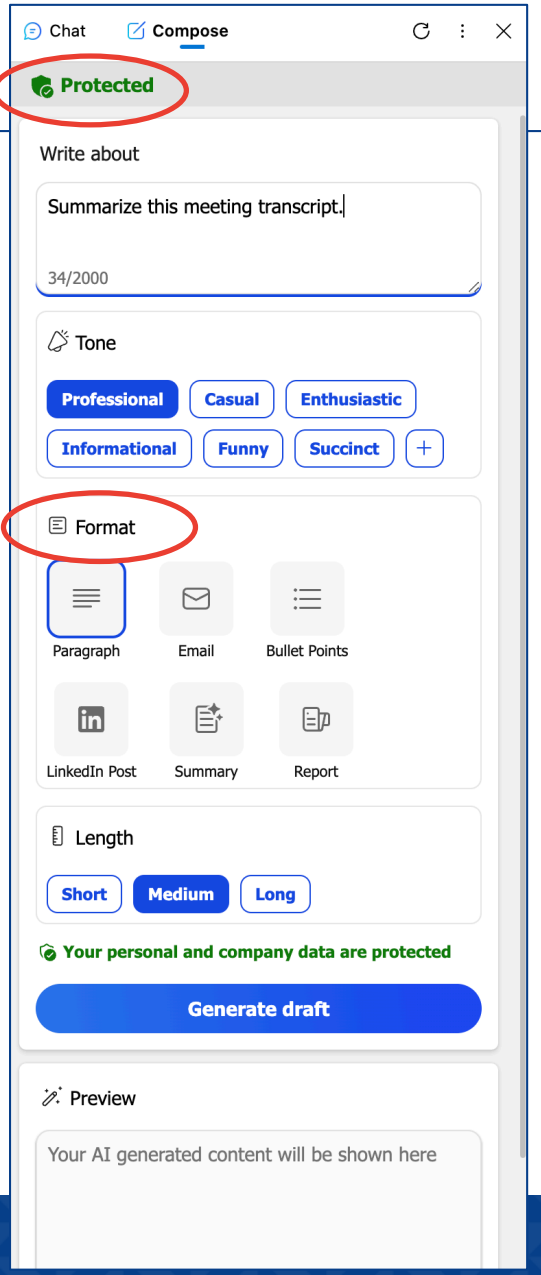
- Upload a document to OneDrive, and then paste the Sharable Link to Bing to perform tasks within that document
- Reset chats (by clicking the new chat icon) to clear chat context/memory

Prompt Adjustments - How you ask the question impacts the answer!

Consider the following prompt adjustments

- **Task:** Clearly define the objective (be concise, but appropriately detailed).
  - Simple: "Generate a 3-month diet program."
  - Complex: "Analyze collected user feedback, summarize top 3 takeaways for improvement, and categorize rest by importance." (instructional prompt)
- **Context:** Provide relevant background information. More context helps Bing understand you and your needs.
- **Examples:** Including examples of desired structure and style can improve output quality. This allows Bing to mimic the style, structure, and tone.
- **Persona:** Adopt a specific viewpoint and get responses from a particular perspective. Ex: consultant, CEO, 5th grader, etc.
- **Format:** Specify your desired output format like a table, bullet points, email, code blocks, etc.
- **Tone:** Set the mood of the output - neutral, casual, formal, enthusiastic, etc.
- **Question refinement:** Ask the chatbot to suggest a better way to phrase your question.

Prompt Engineering Checklist



Prompt Engineering - Samples to discuss

You are a [persona][1], explaining to [persona2] [1] [context][2]. Please create [format][3] [task description][4] in a [tone][5].

You are an [art critic][1], explaining to an [art student] [explaining your interpretation of the amazing Panderson Art Exhibit at the NC Museum of art][2]. Please create a [3 paragraph][3] [positive critique of the show][4] in a [professional but condescending tone][5].

Question refinement

- Ask the chatbot to suggest a better way to phrase your question.
- *"Suggest some better ways to ask my question."*

These are my patient's anthropometrics [Anthropometrics], their current lab values [Lab Values], here are the basics of their general medical history [Medical History]. Please provide me with your analysis, interpretation, and potential recommendations based on them.
I understand, you are not a medical professional and are not trained to give medical advice. I understand I should always consult a qualified medical professional before applying any medical recommendations from Bing.*

**You may need a "disclaimer to get the right tone or format.*

Let’s Try It!

Example #1

Use Bing with content on a website

- Go to the website and copy the url for the website.
- Go to Bing Enterprise and enter your prompt and paste the url in the highlighted area below:

  Please summarize ***URL in bullet point format.***

- Ask additional questions as needed.
- Try using the Prompt checklist to change the tone, format and depth of your results.
- Link to video example
- Prompts in Prompt Library

Example #2

Using Bing to generate content from scratch

Create a powerpoint outline and bullets for a presentation.

- Go to Bing.
- Enter the prompt inserting your relevant information in the highlighted areas below:

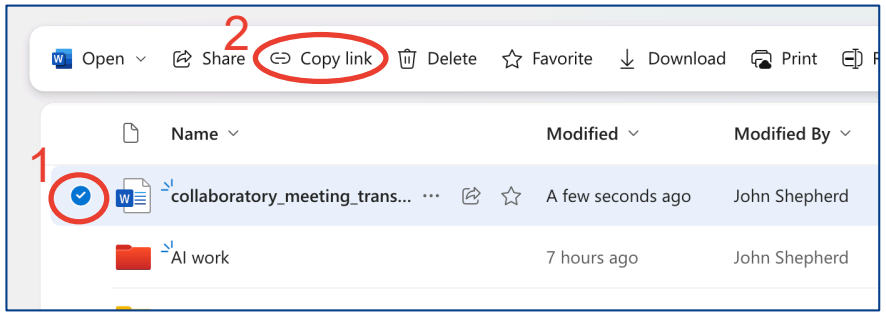
  I am ***RELEVANT JOB TITLE. Generate an outline for a PowerPoint about ***DETAILED DESCRIPTION OF TOPIC***. The presentation should be ***NUMBER OF SLIDES DESIRED*** slides long. For each slide, provide a title, bulleted text, and a suggested figure where appropriate.***

- Ask additional questions as needed.
- Try using the Prompt checklist to change the tone, format and depth of your results.
- Prompts in Prompt Library

Example #3

Use Bing to work with a document you have saved in your OneDrive

- Go to the document in your OneDrive (directions for getting to your OneDrive)
- Copy the url for the document **into Microsoft Edge**.



- Go to Bing Enterprise and enter your prompt and paste the url for the document in the highlighted area below:
  Summarize ***DESCRIPTION OF DOCUMENT in plain english, 4 paragraphs long. It is available here: ***PASTE URL OR ENTIRE DOCUMENT HERE****.
- Ask additional questions as needed.
- Try using the Prompt checklist to change the tone, format and depth of your results.
- Example Prompt(s) in Prompt Library

Challenge

ME^2: Cover Art

Generate an image

- Instruct Bing Chat Enterprise to generate the cover art for our ME^2 Webpage!
- Consider styling it up a bit, by:
    - Specifying an established style of art or artist (e.g., impressionism)
    - Including recognizable animals or characters
    - Adding a critics' comments for use on the back cover

Share your result with the group by emailing it to: ME2.ERG@duke.edu

We'll share out the submissions!

Resources

Helpful Links

- Copilot in Bing: https://bing.com/chat
- AI Learning Center for Copilot in Bing: PULSE page
- DHTS SharePoint on Copilot in Bing: https://duke.is/binginfo
- Prompt Library
- Microsoft Teams Channels for Duke AI interest groups
  - Generative AI Interest Group
  - AI Tech Talk
  - Duke Analytics Community

Duke Clinical Research Institute

FROM **THOUGHT LEADERSHIP**
TO **CLINICAL PRACTICE**

Backup