

## **Generative AI, Large Language Models, and How to Look at Bias**

In this presentation, we'll delve into the architecture of foundational AI models, breaking down how they are capable of interpreting data and producing content. On the one hand, we'll explore why large language models (LLMs)—the next-generation language models showcased in ChatGPT—are so revolutionary compared to more traditional neural networks. Additionally, we'll emphasize that AI itself is not inherently biased but rather reflects the biases present in the data it learns from—a mirror of our own societal biases. Finally, we'll apply the provided insights to a practical example, with a strong focus on strategies and techniques to minimize bias in AI-generated output.

### **Bio**

Jourik Ciesielski holds a Master in Translation as well as a Postgraduate Certificate in Specialized Translation from KU Leuven (Belgium). In 2013 he started as an intern at Yamagata Europe in Ghent as part of his studies and then stayed with the company as full-time Localization QA Operator. His strong interest in language technology made him move to the position of Chief Technology Officer. In 2020 he founded his own company, C-Jay International, focusing on technology consulting, engineering, and market research.

