

Traditional AI: Generative AI:

**ANALYZES &
RECOMMENDS**

(Netflix, spam filters)

**CREATES NEW
CONTENT**

(ChatGPT, Copilot)

HOW IT WORKS:



1. Trained on billions of pieces of texts
2. Learns word patterns/connections
3. Predicts “what comes next”
4. Generates based on probability



CRITICAL LIMITATION: ‘HALLUCINATIONS’

- ✗ Cannot verify facts
- ✗ Sounds confident while being wrong
- ✗ No understanding, just pattern prediction

Your
expertise =
quality
control

