

# 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

