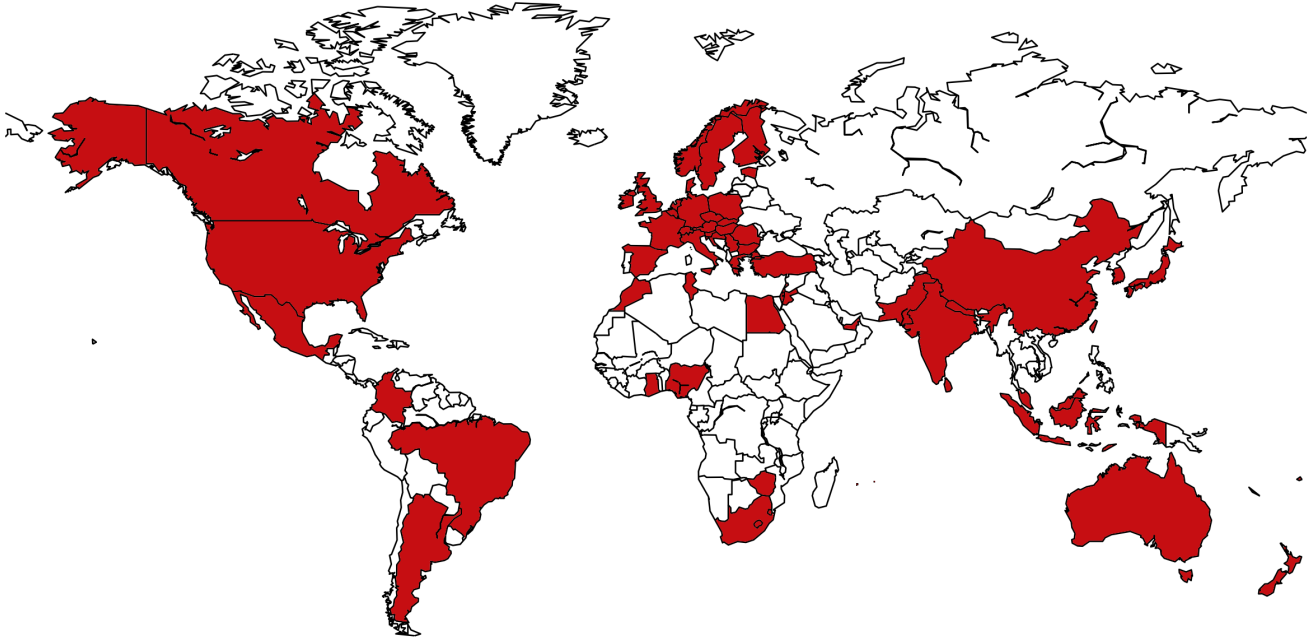**AI-Chatbots for libraries and institutions**
or

ASK the bot!

Prompt: Librarian talking to an
AI Zaha Hadid style (old)

Registered Participants

I. AI Chatbots for libraries
1. Who? Why?
2. Search vs Conversation
3. How it works

II. Live Demo
1. Search vs. Conversation
2. Context
3. Languages

III. AI – Chatbots in Libraries
1. Metadata
2. Conversations, Metrics
3. Prompting
4. Costs
5. Strategy & Future

ASK

Tilman Scheel

- Lawyer, art historian, lecturer, panelist

- In IT for film festivals and libraries since 2004

- CEO of AVA & ASK

- Fascinated in English, German, French, Italian and Spanish

Prompt: Make a Linkedin foto

Moritz Mutter

- Head of Digital at VÖBB Servicezentrum, Berlin

- Obsessive Metaprompter

- English, French

I.   **Chatbots for libraries**

Why an AI - Chatbot ?

1. Habits in the search for content are already changing

2. You will find items that traditional search will never find

3. Conversation

4. Some relief for librarians (Sunday opening hours)

5. Speaks all languages

6. Fun and motivates staff and patrons

ASK

How did AboutSomethinK begin?

Festival Films, LGBTQ Films
African Films, Collaborations & Projects Etc. etc.

URL: voebb.ava.watch

The VÖBB

URL: voebb.de

Search vs. AI Chatbot

Aspect	Classical Search	AI Chatbot Conversation
Query Method	Keywords and phrases	Natural language questions and dialogue
Response Type	List of links to webpages	Direct answers and conversational responses
User Interaction	One-way, user submits query	Interactive, continuous dialogue
Information Retrieval	Based on indexing and ranking algorithms	Based on understanding and generating text
Customization	Limited, requires user to sift through results	Personalized, adapts to user's questions
Complexity Handling	May require multiple searches	Handles complex and follow-up questions

Prompt: Create a table comparing Search with AI Chatbot conversation

ASK

How ASK works: the VÖBB Workflow
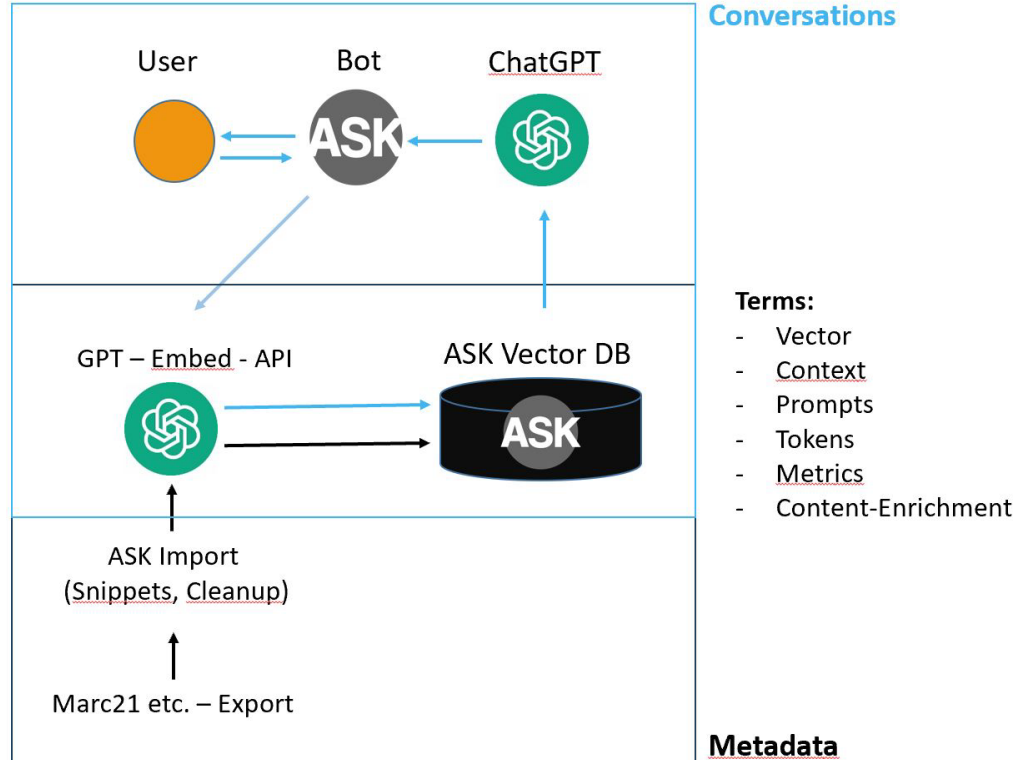
II. Live Demo

- Language
- Semantic Context
- Surprises

ASK

II. Live Demo

III. Use of chatbots in libraries

Metadata

Sources

- Marc 21 xml etc.
- Library Management System
- Third Party

Challenges

- Not enough, too structured
    - → *needed: natural language (!)*
- Ownership of data with publishers (mostly)

Solutions

- Marc21 (etc.) Importer
- Experience, Testing, Curiosity
- Open Access
- Collaboration and (last resort) acquisition

Prompt: cacophony of words, Hieronymus Bosch style

Conversations with a bot

- **What is a good conversation?**
    - Objective metrics don't exist
    - Only solution: Human Feedback
    - → Test & Learn

- **What should the result be?**
  → A medium? A List?

- **Precision vs Creativity**

- **Ethics & Data Protection**

- **Expectation Management (!)**

    The AI is only human !

Prompt: land surveyor, helenistic sculpture

Prompting

Definition: *"A metaprompt for ChatGPT is a high-level directive that guides the AI to generate responses based on specified criteria, such as tone, style, content, and desired outcome.*(Source: ChatGPT)

Examples:

- You are an AI recommendation assistant of the VÖBB as an addition to the classical search feature that recommends titles from our huge library catalog. You are a recommendation tool, not a search tool. The catalog is full of books, music, films, electronic resources, etc., but also some physical devices from the library of things. You also have some knowledge about the workings of VÖBB. You have no access to articles, e.g. from newspapers

- Suggest up to three catalogue entries.

- If you don't find a match load the tool „load_embeddings" again. If you don't find anything, excuse yourself and tell the user that this does not necessarily mean that there is no match in the catalogue and advise to use the search instead.

Prompt: Conductor looking like the young Franz Liszt conducting his orchestra

ASK

ASK Integration

Overlay
- Quick & Easy
- Highly Customizable
- Cost control
→ https://dist.aboutsomethink.org

Integration with LMS
- Integration in current solution
- No need for tenders
- Easy access to data, stats & content, but….

Prompt: Humans become one with the universe

So…. How much $$$?

Pricing

- Setup (Import & Cleanup of Metadata, Interfaces, Prompt engineering etc.)
- Maintenance (Support, Updates, Infrastructure, etc.)
- Tokens (OpenAI or others)

Ways to minimize cost

- Cheap model (ChatGPT 3.5 instead of ChatGPT 4o)
- Limiting pairs of Q&A
- Limit size of context
- Clear metadata
- Monitor closely

→ *Cost of one conversation approx. 0,006 $ (for now, getting cheaper)*

No prompt, Google Image Search (Copyright!)

ASK

Golden Future

- Good quality metadata in natural language

- Conversations with books, magazines etc. (OpenAccess)

- Content enrichment (wikipedia…)

- ChatGPT Function Calls

- Run Models locally

- Make ASK on mobile, use speech recognition

- Use borrowing history

- Include Museums, Archives, Institutions

- AI decides between search and talk

Quote: *"We cannot plan for a future with AI if we do not understand the tools of the trade. Experiential learning is necessary." Nick Tanzi*

Prompt: Sunrise Maori style

THANK YOU !

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Request a Demo with your data!

https://aboutsomethink.org/webinars

https://forum.aboutsomethink.org