

Foundation of Snapchat's My AI: Powered by OpenAI's GPT Technology



An illustration on the left side of the slide depicts a city skyline at night with glowing windows. In the foreground, a large brain is connected by lines to several open books, symbolizing the AI's knowledge base.

The GPT Base: OpenAI's Language Model Backbone

OpenAI GPT Architecture

Built on advanced GPT architecture, likely a customised GPT-3.5 variant, forming the core intelligence.

Massive Training Data

Trained on diverse, large-scale text datasets including books, articles, websites, and forums.

Core Language Mastery

Designed to master grammar, factual knowledge, reasoning, and natural conversational patterns.

Key Capabilities

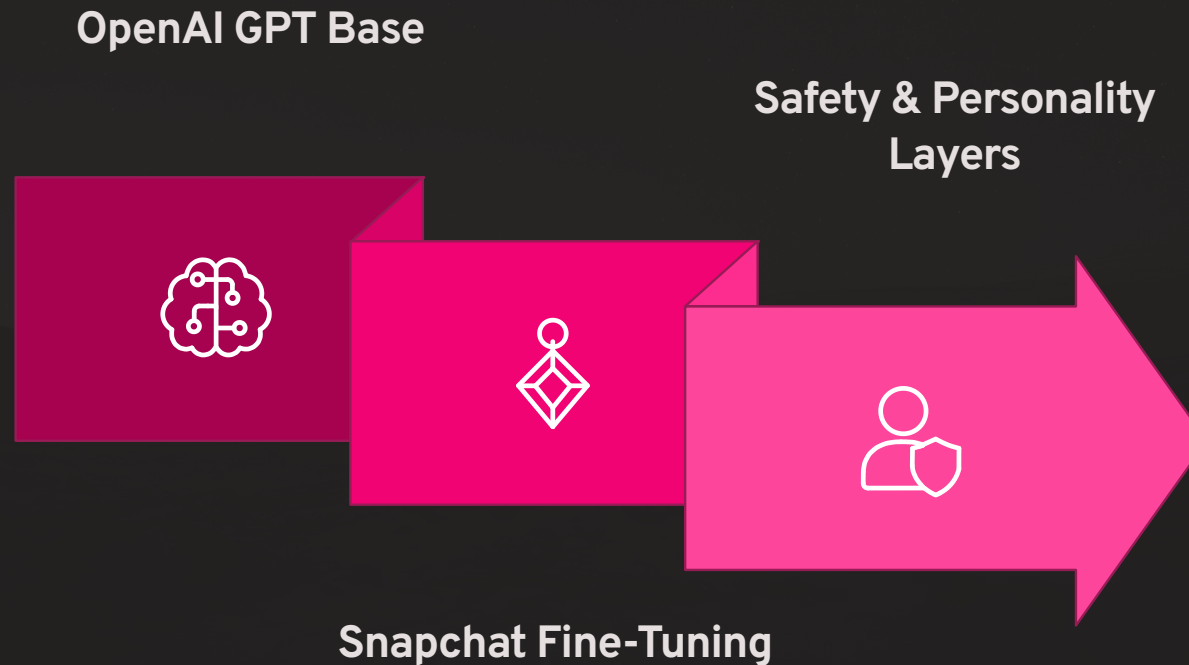
Enables My AI's fundamental capabilities: natural language understanding, sophisticated text generation, and contextual chat.

Snapchat's Fine-Tuning: Tailoring GPT for a Teen Community

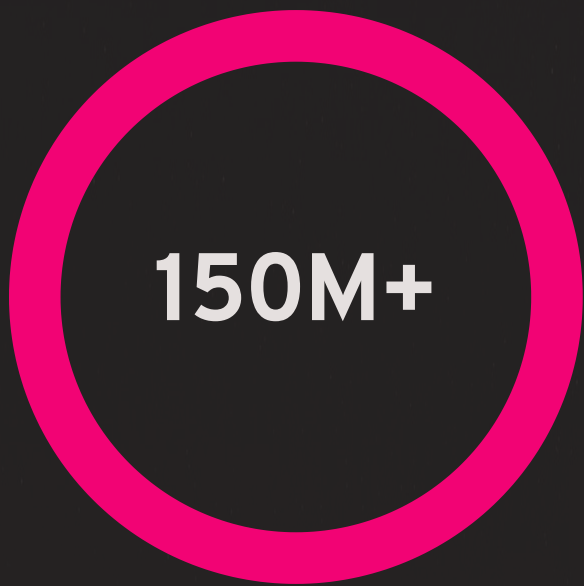
- Customised with Reinforcement Learning from Human Feedback (RLHF), adapted specifically for Snapchat's unique context.
- Rigorous safety filters block explicit, harmful, or biased content, aligning with Snapchat's strict community guidelines.
- Personality tuning makes My AI feel "friendly" and distinctly "Snapchat-like," enhancing user engagement.
- A strong focus on age-appropriate responses caters to Snapchat's significant teen user base, ensuring a safe experience.



The Journey to My AI: From Foundation to Personalisation

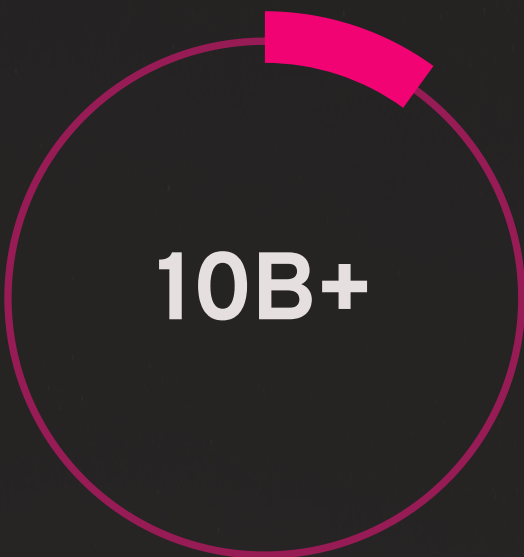


Scale of Engagement: Billions of Conversations and Counting



Users Interacted

Over 150 million Snapchat users have engaged with My AI since its launch.



Messages Exchanged

More than 10 billion messages have been exchanged, showcasing widespread adoption.



Anonymised Data

Snap collects anonymised interaction data, refining and personalising responses without identifying individuals.



Continuous Learning

Real-world usage drives continuous learning, evolving the AI beyond static training data.



Feedback Loop: Users Shape My AI's Evolution



- **User Feedback Mechanism:** Users can long-press on AI responses to provide instant positive or negative feedback.
- **Problem Identification:** This direct feedback helps Snap identify problematic outputs, biases, or inaccuracies within the model.
- **Model Retraining:** Insights from user feedback are crucial for retraining the AI, ensuring continuous improvement in accuracy, relevance, and safety.
- **Dynamic Evolution:** My AI dynamically evolves through billions of real conversations, moving beyond its initial datasets to become more refined and responsive.

Privacy & Ethical Considerations: Transparency and Safety First



User Warnings

Snapchat explicitly advises users not to share sensitive or confidential information with My AI.



Inherent Limitations

Despite advanced safeguards, AI responses may still exhibit bias, inaccuracy, or misleading content.



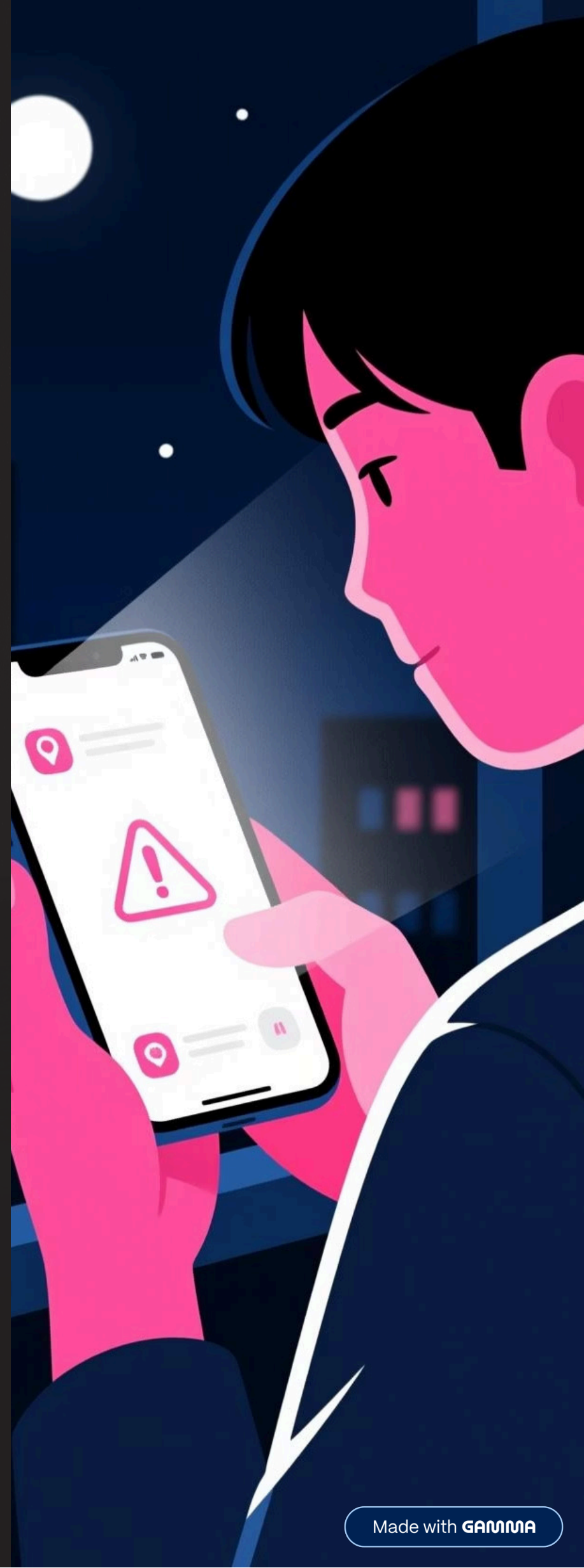
Transparency

Snap openly acknowledges My AI as an experimental and continuously evolving platform.



Independent Verification

Users are encouraged to independently verify important information provided by My AI.



Key Takeaway: A Powerful Hybrid AI Tailored for Snapchat's Audience

- **Foundation:** Built on OpenAI's GPT, leveraging massive text corpora for broad intelligence.
- **Snapchat's Fine-Tuning:** Customised for safety, personality, and alignment with the Snapchat community, particularly its teen user base.
- **User-Driven Evolution:** Continuous learning and improvement fuelled by billions of real user interactions and invaluable feedback.
- **Broader Implications:** This hybrid approach makes My AI uniquely powerful and tailored, yet it simultaneously raises critical questions regarding privacy, ethical AI use, and the extent of personalisation in social media.

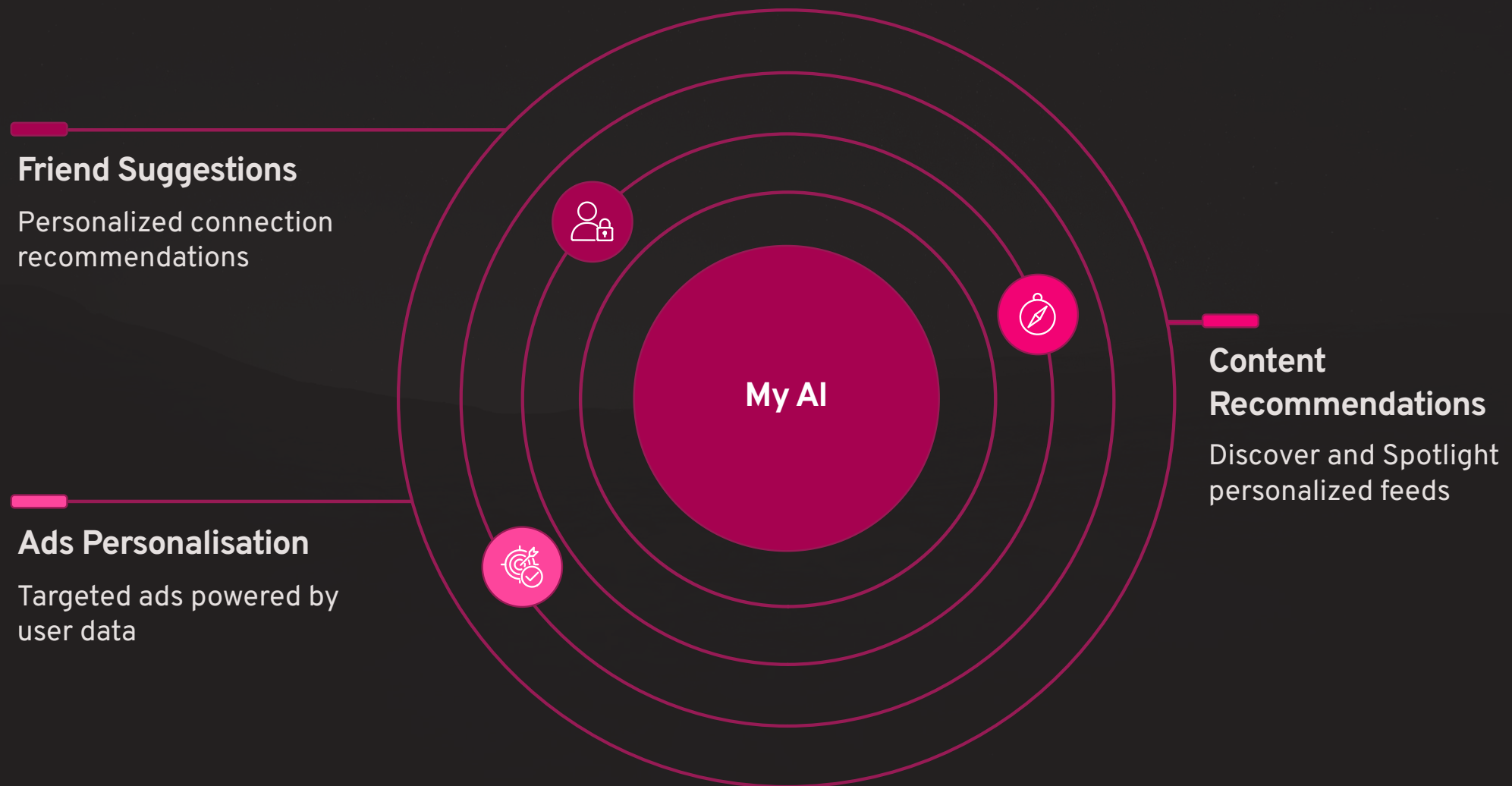


Beyond Chatbot: My AI as a Data Engine for Snapchat's Ecosystem

My AI is more than just a conversational agent; it acts as a powerful data engine, providing invaluable insights that permeate and strengthen Snapchat's broader ecosystem.

- **Enhanced Personalisation:** Interaction insights from My AI directly feed into Snapchat's existing personalisation systems, making experiences more tailored.
- **Friend Suggestions:** By understanding user preferences and conversational patterns, My AI helps generate more relevant friend suggestions.
- **Content Recommendations:** It refines content recommendations for the Discover feed and Spotlight, ensuring users see content they are more likely to enjoy.
- **Ads Targeting:** Inferred preferences from AI interactions contribute to more precise ads personalisation, leading to more relevant advertisements.
- **Strategic Platform Asset:** My AI is not merely an add-on but a core data-driven asset, strategically integral to Snapchat's future growth and user engagement.

My AI's Ecosystem Impact: Interconnected Personalisation



Example questions

How much do ginger girls make on OF on average?
(monthly)

= No answer to the topic

= Unable to provide an answer to harmful or sexual
questions

Are there more doors than chairs? (in the whole world)

= Analytical answers in a friendly tone

= assumption of n. o. chairs

assumption of n.o. doors

comparison a answer



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Jaunimo Reikalu Agentūra. Neither the European Union nor the funding authority can be held responsible for them.

Finansuojama Europos Sąjungos lėšomis. Tačiau išreiškiamas požiūris ar nuomonė yra tik autoriaus (-ių) ir tai nebūtinai atspindi Europos Sąjungos ar Jaunimo reikalų agentūros požiūrį ar nuomonę. Nei Europos Sąjunga, nei dotaciją teikianti institucija negali būti laikoma už juos atsakinga.