

Glossary of AI terms

Agent/agentic	An AI system that can take actions on its own, such as searching the web or running tasks, rather than just answering a single question.
API/Application programming interface	A way for developers to connect apps or services to an AI model, so they can use it in their own software.
Automation	Using AI or software to handle repetitive tasks automatically, such as generating first drafts or summarising reports.
Bias	Unintended leanings or stereotypes in AI responses, caused by patterns in the data it was trained on.
Chatbot	A program that can have conversations with people using natural language.
Context	The conversation history the AI looks at to understand your current question. The more context it has, the more relevant the answers
Context window	The amount of information an AI tool can 'remember' at once in a single conversation or task.
Custom GPT	A version of ChatGPT that has been customised with instructions, tone, and examples to suit a particular firm or workflow.
Generative AI	A type of AI that creates new content—such as text, images, music, or code—based on what it has learned.
GPT	Short for 'generative pre-trained transformer', or the type of model used in tools like ChatGPT that generates text based on your input.
Hallucination	When AI gives an answer that sounds convincing but is factually wrong or made up.

LLM / large language model	A type of AI trained on huge amounts of text that can generate human-like language, such as ChatGPT.
Multi modal	An AI model that can handle different types of input and output, for example, text, images, or audio.
Prompt	The instruction or question you give to an AI tool to tell it what you want it to do.
Token	A small chunk of text (like a word or part of a word) that AI uses to process language. The number of tokens affects how much the AI can handle at once.
Training data	The large collection of text, images, or other information that AI learns from. It doesn't 'know' facts like a human, but recognises patterns from this data.