

# Amplify General AI Terms Glossary – UNC System Office

This glossary provides friendly definitions of key terms and concepts used within the Amplify platform to help UNC System Office staff build confidence and clarity.

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**Artificial Intelligence (AI)** – Technology that allows computers to perform tasks that normally require human intelligence, such as understanding language, answering questions, or generating content.

**Generative AI** – A type of AI that can create content (text, images, code, etc.) in response to user input, such as Amplify's AI chat assistant.

**Amplify** – UNC System Office's secure, internal platform that provides access to advanced AI tools in a university-approved, private setting.

**Prompt** – The question or instruction you type into Amplify to start a conversation. Example: "Summarize this document in 3 bullet points."

**Model** – The underlying AI system that generates responses. Amplify currently supports models from OpenAI (like GPT-4) and Anthropic (like Claude).

**GPT-4 / GPT-3.5** – Examples of specific model names you may see in Amplify. Different models have different capabilities and are suited for different types of tasks.

**Claude** – A family of large language models by Anthropic, known for handling long documents and giving helpful, structured answers.

**Temperature** – A setting that affects how creative or predictable the AI is. Lower values = focused and fact-based. Higher = more creative and exploratory.

**Prompt Template** – A reusable input pattern with variables. Example: "Write an email to {{Audience}} about {{Topic}}."

**Custom Instructions** – Settings that tell the AI how to behave throughout a chat. Example: "Always use a formal tone" or "Reply like a project manager."

**Assistant** – A persistent AI helper built with instructions, templates, and reference documents. Assistants can answer FAQs or help with tasks like HR or compliance.

**Folder** – A way to organize your saved conversations in Amplify for easy access and clarity.

**Conversation Export** – The option to download your chat as a Word document or PowerPoint presentation for sharing or editing offline.

**Import/Export JSON** – Used to back up or move your Amplify chat history between devices. The exported file format is .json.

**LLM (Large Language Model)** – A type of AI trained on a large dataset of text to understand and generate human-like language.

**Hallucination** – When the AI confidently generates inaccurate or false information. Always double-check critical outputs.

**Data Classification** – The system for categorizing data by sensitivity level (e.g., public, internal, restricted, regulated). Used to guide safe and compliant AI use.

**PII (Personally Identifiable Information)** – Information that can be used to identify a specific person (e.g., name + SSN). Do not enter this into Amplify.

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If you have suggestions please contact [ai@northcarolina.edu](mailto:ai@northcarolina.edu).