

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.

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.