

ABSTRACT

This bachelor's thesis focuses on the creation and analysis of a web guide for users who want to utilize generative AI models. The main objective was to create an interactive tool that helps users select the most suitable AI model for their needs and provide detailed guides on its usage.

The introductory part of the thesis presents a broader context of technological development, starting from the industrial revolution to the current state of artificial intelligence. It addresses key milestones in the evolution of AI, from the first experiments in the 1960s to today's advanced models.

The theoretical part aims to explain the basic principles of AI and characterizes various types of generative models, such as ChatGPT-3.5, ChatGPT-4, Copilot, Gemini, Midjourney, Pika, and Fliki. It details their architecture, working principles, and practical applications. It also explores current trends and challenges in AI, including ethical and security aspects.

The practical part of the thesis focuses on creating an instructional website with an interactive quiz that provides personalized recommendations based on user responses. The website is designed to be user-friendly and informative, including detailed guides on using various AI models. The work also included a survey to validate user interest in this type of content and confirmed its necessity. The survey results indicated a significant interest in such educational tools and their potential to enhance understanding and effective utilization of AI technologies.

The concluding part of the thesis summarizes the achieved results, confirming that the created web guide meets the set objectives and serves as a valuable tool for anyone looking to start using generative AI models. The thesis provides new insights into the possibilities and limitations of these technologies and highlights their benefits for modern technological development and applications.

KEYWORDS

generative AI, using AI, guide