

Implementing a GPT-Powered Job Ad Administration Assistant

Our Journey into AI-Powered Content Moderation



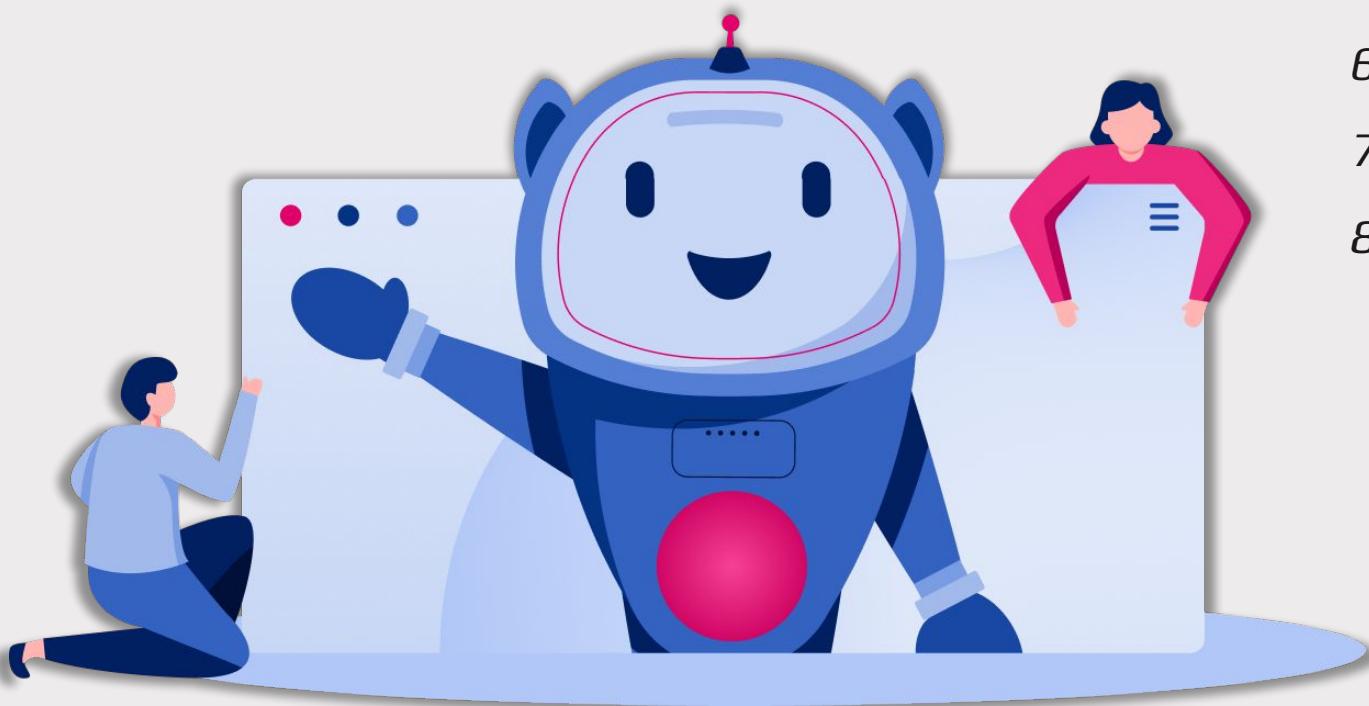
Arijan Babičković
Product Manager

infostud.



Agenda

What will we be talking
about today?



1. *The Need for Innovation*
2. *Embarking on the GPT project*
3. *Collaboration Challenges*
4. *Project Overview*
5. *Importance of Performance Measurement*
6. *Current Status*
7. *Learnings and Expertise Developed*
8. *Conclusions and Key Takeaways*

The Need for Innovation

Overcoming the Limitations of Manual Processes

Challenges in Manual Moderation

-  Time-consuming and labour-intensive
-  Inconsistencies and human errors
-  Potential for discriminatory content
-  Legal and reputational risks



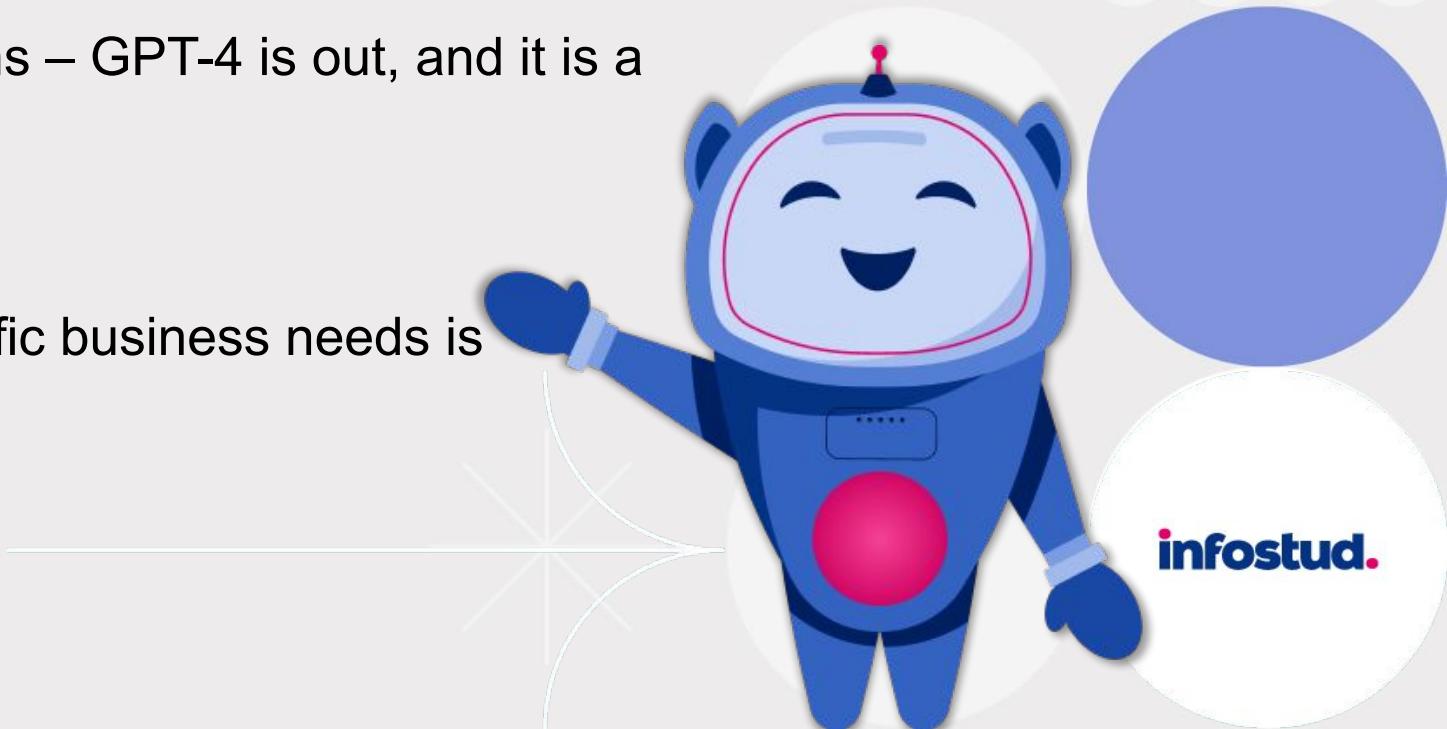
Embarking on the GPT Journey

Leveraging AI to Enhance Job Ad Moderation

💡 Early of 2023 - we start thinking about attempting automation with GPT – is GPT 3.5 Turbo good enough with Serbian?

🚀 March 2023 a breakthrough happens – GPT-4 is out, and it is a much more capable model!

💡 Expertise in applying LLMs to specific business needs is scarce – WE need to figure it out!



Collaboration Challenges and Lessons

Working with Our Corporate Data Science Team



First GPT project involving both Infostud and the corporate DS team.



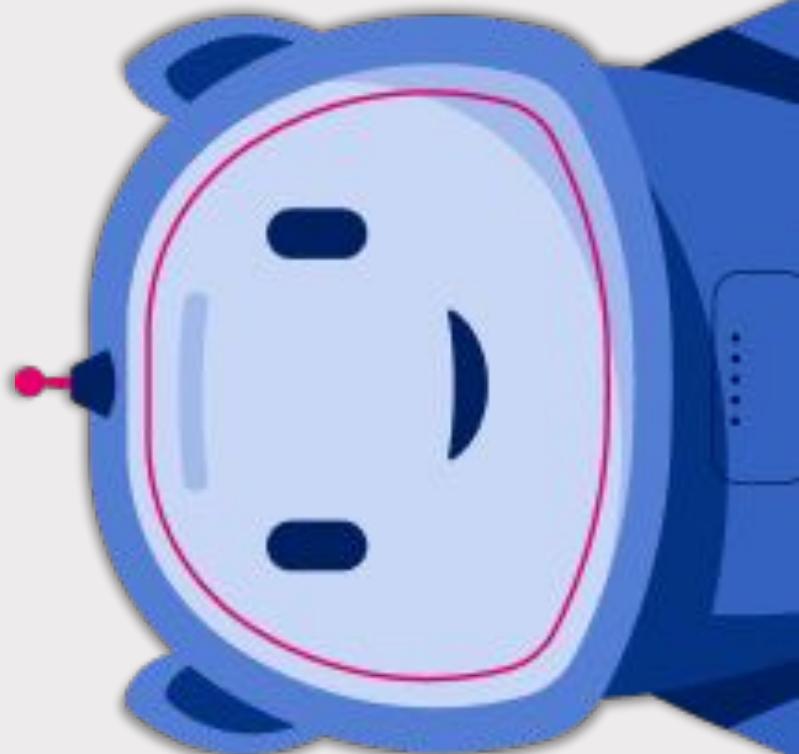
First proposed solution is showcased, but it's not great.



Infostud takes the facilitation of the project over.



Strengthened collaboration practices for future projects.



Collaboration Challenges and Lessons

Working with Our Corporate Data Science Team

GPT Prompt Batch Tester Tool

Developed by our Data
Science team for our
product team's need for
advanced prompt
engineering.

GPT prompt batch tester

v 0.3.1

Dodaj podatke uz pomoć csv file-a



Drag and drop file here
Limit 200MB per file • CSV

[Browse files](#)

Unesi podatke manuelno, jedan po jedan:

Uneti podaci:

▶ []

Unesi novi podatak

Project Overview: GPT-Powered Assistant

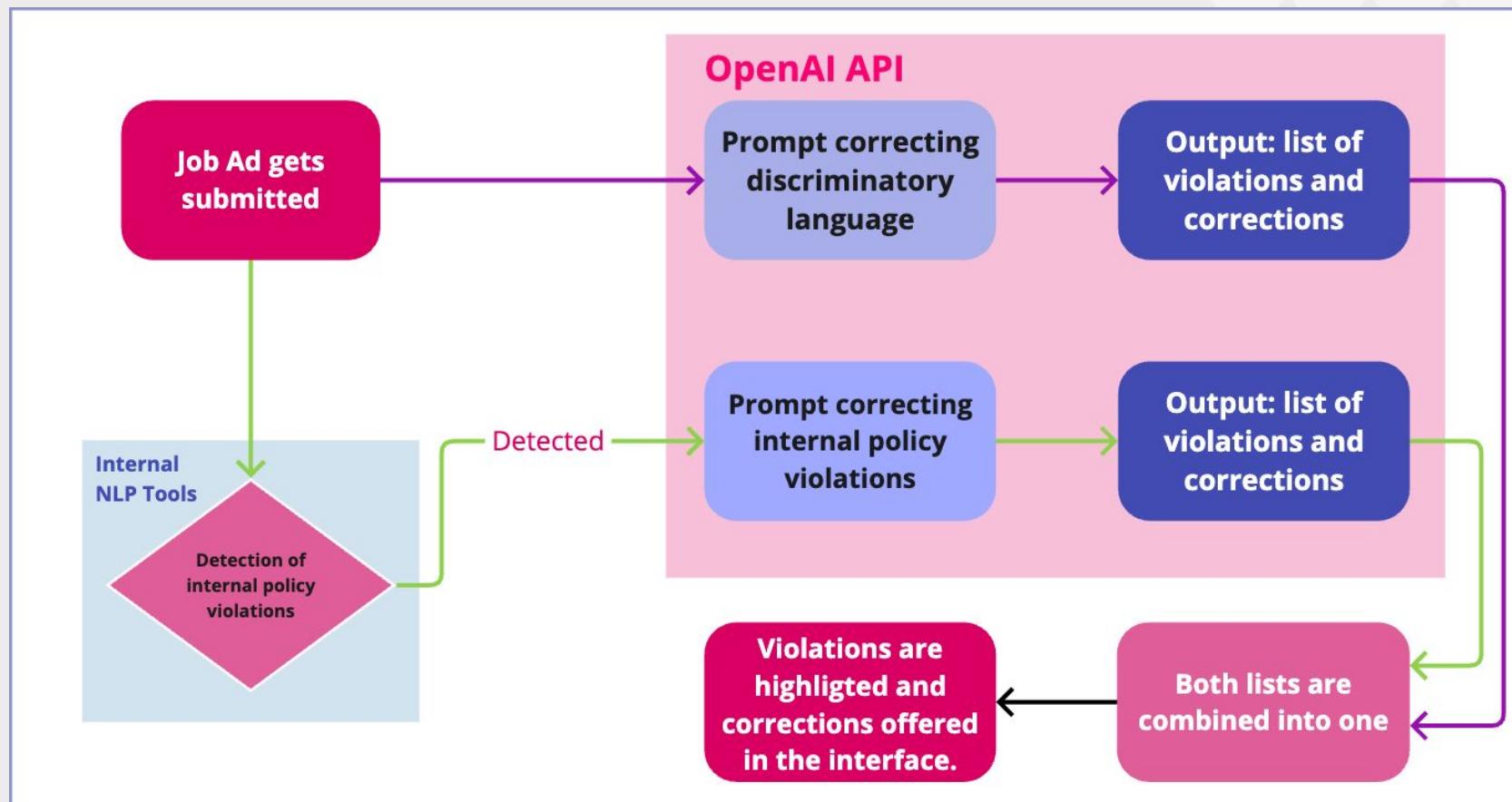
How Our GPT-Powered Assistant Works and Its Objectives

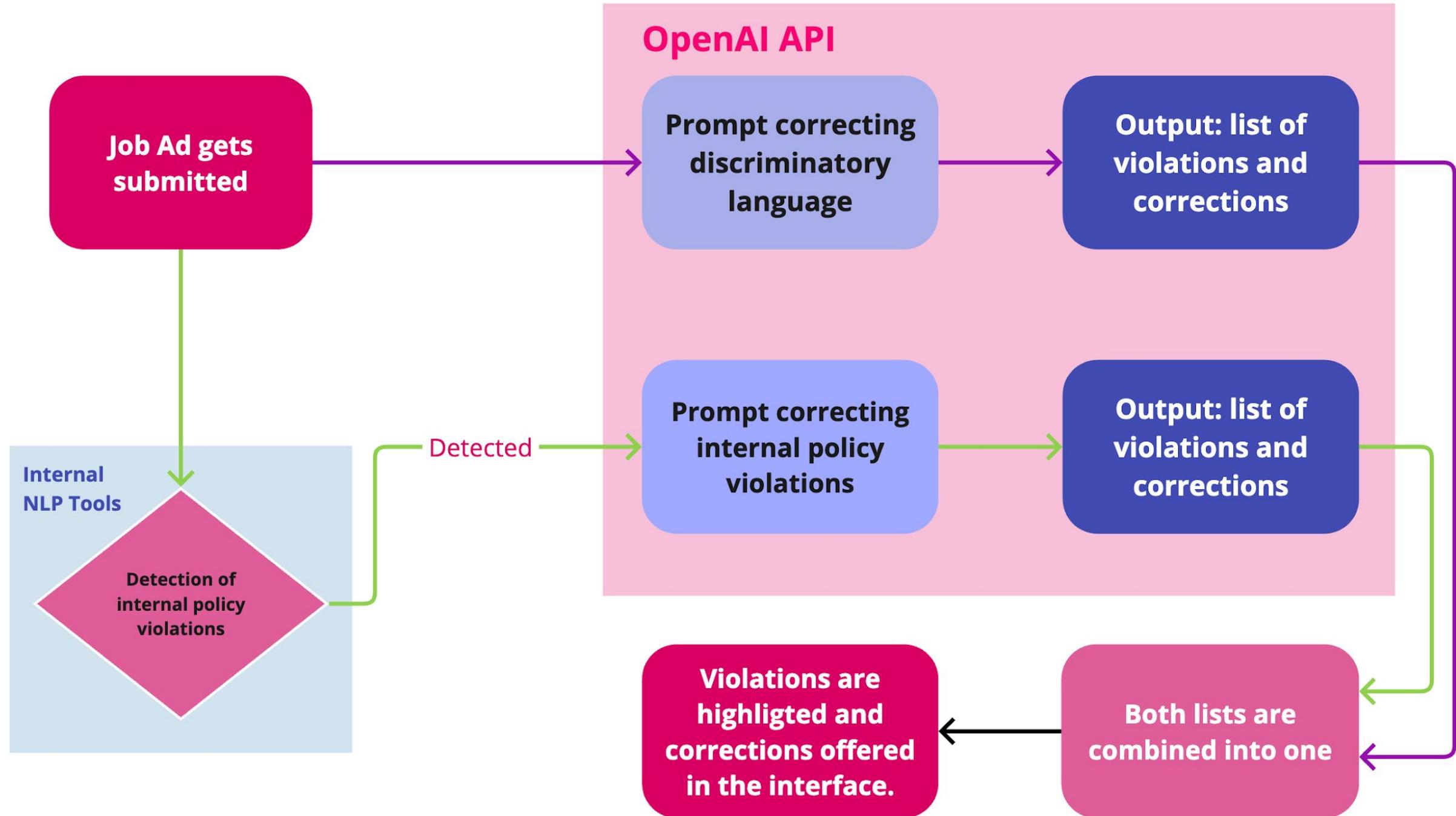


Utilizes GPT to analyze job ads against a set of predefined rules.



Designed to detect rule violations in job ads and suggest corrections.

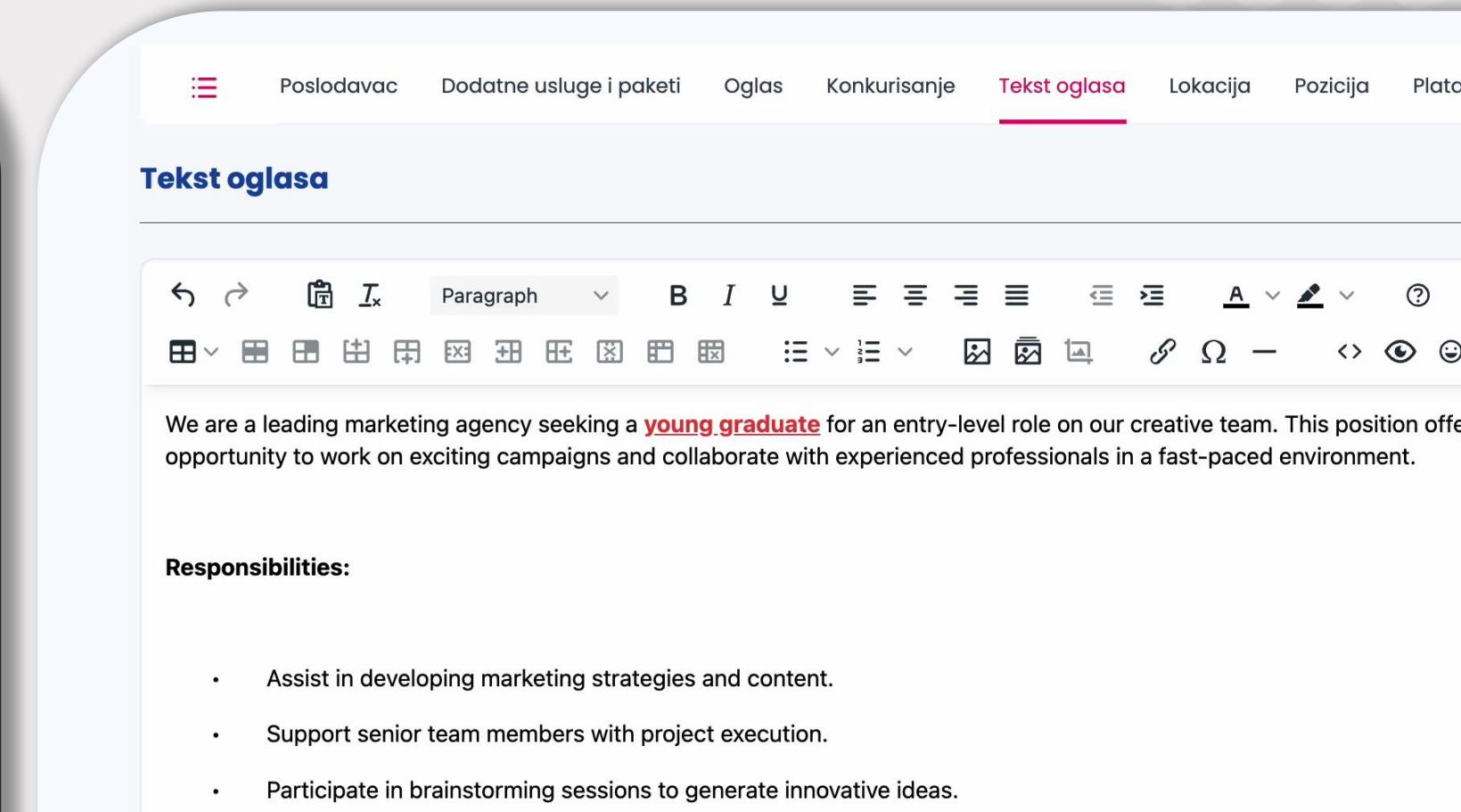




Project Overview: GPT-Powered Assistant

How Our AI Solution Works and Its Objectives

```
{  
  "violation": "young graduate",  
  "correction": "recent graduate",  
  "rule": "3"  
}
```



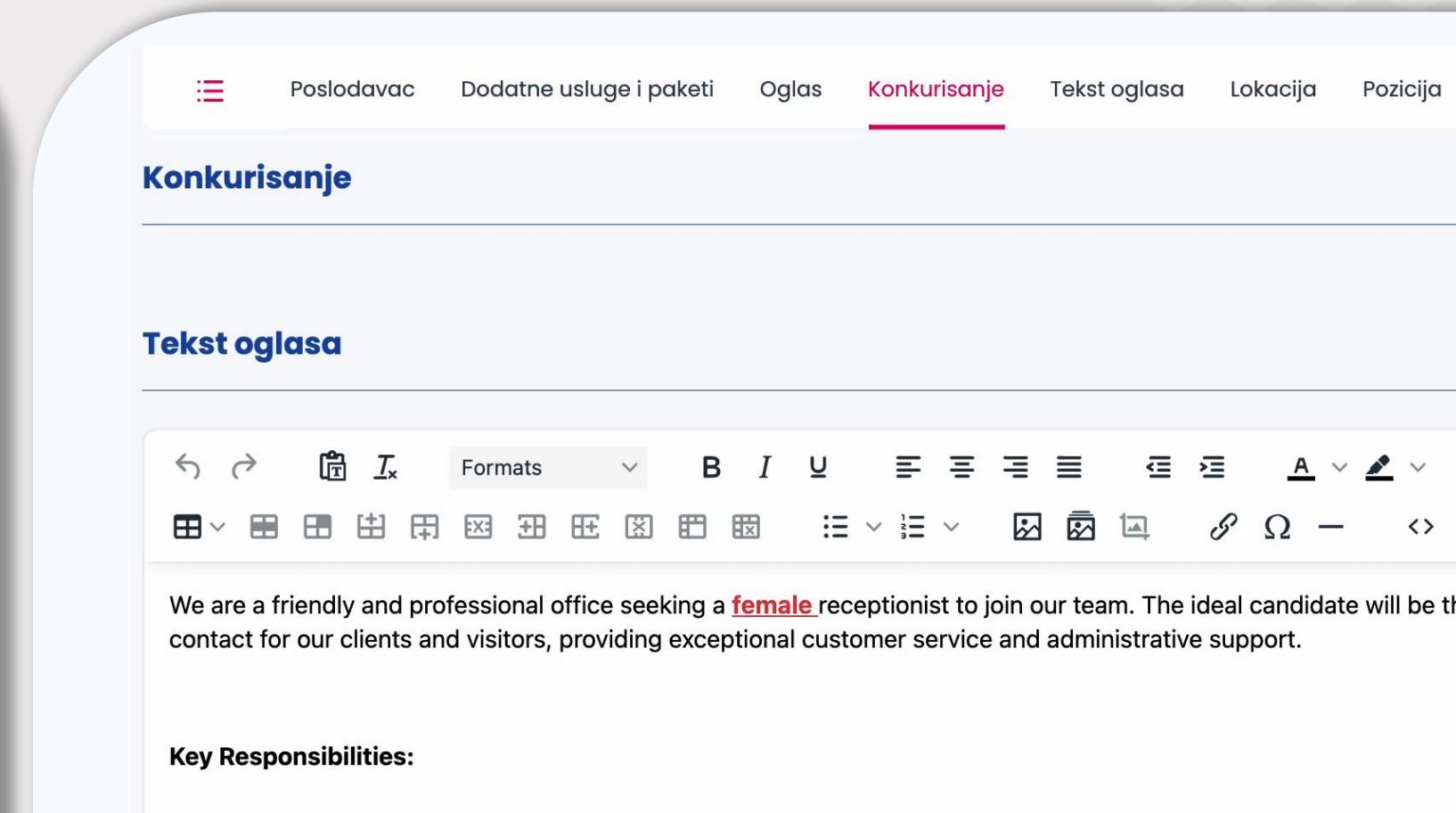
The screenshot shows a web-based text editor interface with a toolbar at the top. The toolbar includes icons for back, forward, bold, italic, underline, alignment, font size, and various other text and image formats. The main content area is titled "Tekst oglasa" (Text of the ad). The text in the editor reads: "We are a leading marketing agency seeking a **young graduate** for an entry-level role on our creative team. This position offers an opportunity to work on exciting campaigns and collaborate with experienced professionals in a fast-paced environment." Below this, a section titled "Responsibilities:" lists the following bullet points:

- Assist in developing marketing strategies and content.
- Support senior team members with project execution.
- Participate in brainstorming sessions to generate innovative ideas.

Project Overview: GPT-Powered Assistant

How Our AI Solution Works and Its Objectives

```
{  
  "violation": "female",  
  "correction": "",  
  "rule": "4"  
}
```



The screenshot shows a web-based application interface. At the top, there is a navigation bar with tabs: Poslodavac, Dodatne usluge i paketi, Oglas, Konkurisanje (which is underlined in red), Tekst oglasa, Lokacija, and Pozicija. Below the navigation bar, the word "Konkurisanje" is displayed in a bold blue font. Underneath, the word "Tekst oglasa" is also in bold blue. A rich text editor toolbar is visible, containing icons for back, forward, bold, italic, underline, alignment, lists, and other text styling options. Below the toolbar, a text area contains the following text: "We are a friendly and professional office seeking a female receptionist to join our team. The ideal candidate will be the contact for our clients and visitors, providing exceptional customer service and administrative support." At the bottom of the text area, the heading "Key Responsibilities:" is visible. To the left of the main content area, a dark sidebar displays a JSON configuration snippet.

Importance of Performance Metrics

Using Data to Drive Continuous Improvement

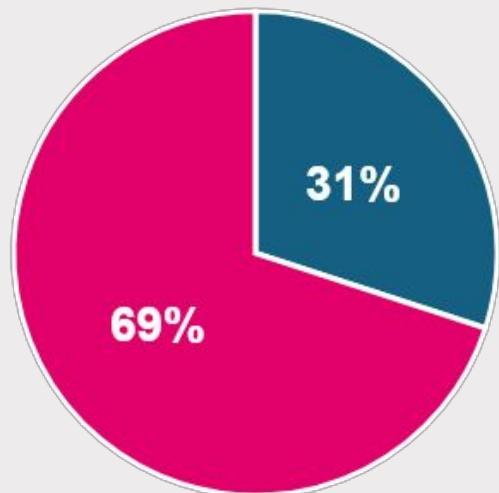


Monitored performance overall and by specific rule violations.



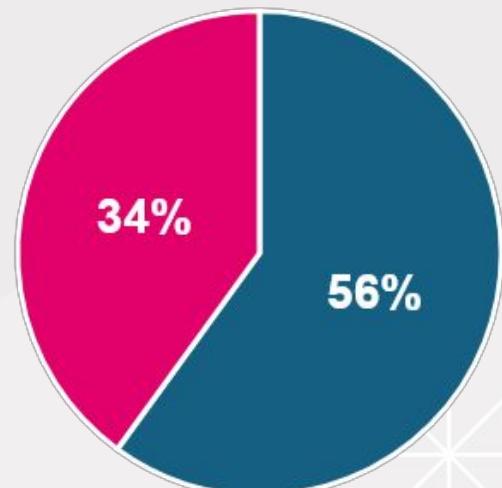
Tracked the ratio of accepted vs. rejected suggestions by administrators.

At launch:



■ Accepted ■ Rejected

After refinements:



■ Accepted ■ Rejected

Current Status and Future Readiness

Positioning Ourselves for Upcoming Advancements

Groundwork laid!



Lowered the administration time from 2:26 to 2:15 minutes (~8%)



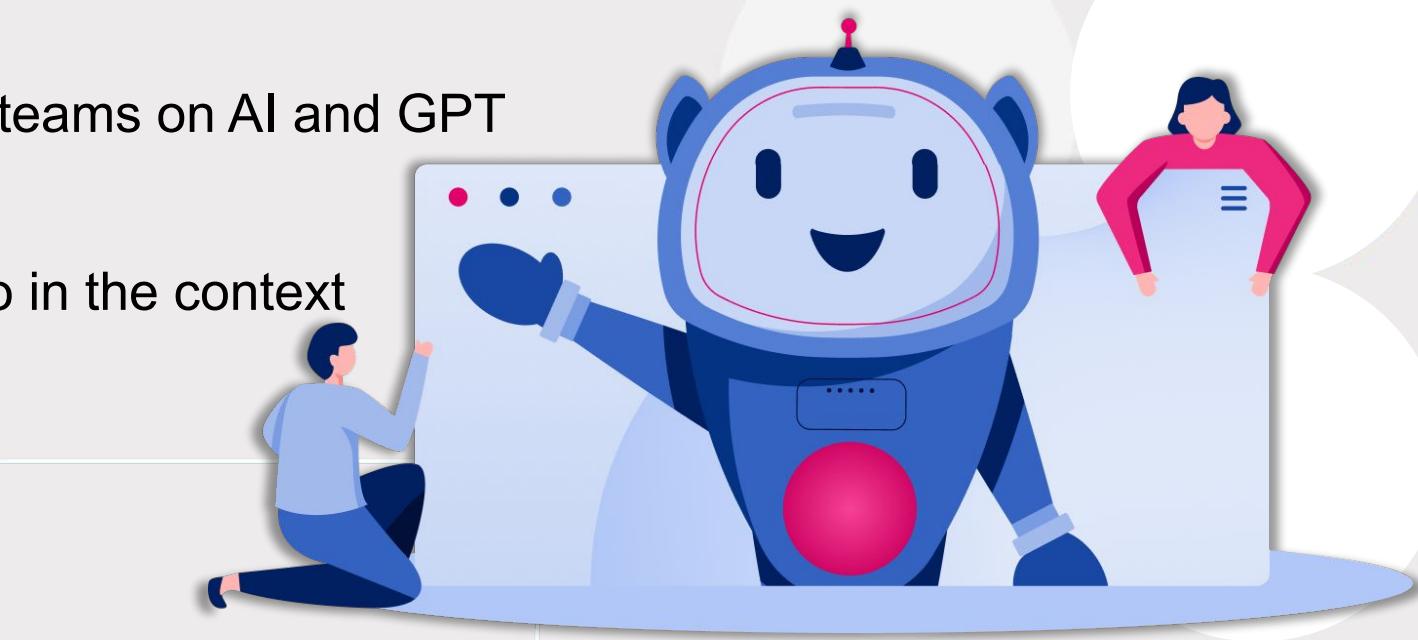
Established robust infrastructure ready for future refinements.



Built internal expertise within product teams on AI and GPT integration.



Learned what GPT can and cannot do in the context of job ad moderation.



Learnings and Expertise Developed

Insights Gained from Pushing GPT's Limits

Early Skill Development:

- Developed better collaboration practices with cross-functional teams.
- Built expertise in prompt engineering and AI integration.
- Built expertise in prompt engineering and AI integration.

Understanding GPT:

- Gained insights into handling Serbian language with AI models.

Foundation for :

-  CV Parser
-  AI Interview
-  AI Role Description
-  Job-Resume Matcher
-  Job Ad Generator

Conclusions and Key Takeaways

Embracing Innovation for Future Success

- 1
- 2
- 3
- 4

Conclusions and Key Takeaways

Embracing Innovation for Future Success

1

Investing in R&D is crucial – even if there are no short-term benefits!

2

3

4

Conclusions and Key Takeaways

Embracing Innovation for Future Success

1

Investing in R&D is crucial – even if there are no short-term benefits!

2

Building internal expertise reduces the learning curve for the future.

3

4

Conclusions and Key Takeaways

Embracing Innovation for Future Success

1

Investing in R&D is crucial – even if there are no short-term benefits!

2

Building internal expertise reduces the learning curve for the future.

3

Data-driven approaches guide targeted improvements.

4

Conclusions and Key Takeaways

Embracing Innovation for Future Success

1

Investing in R&D is crucial – even if there are no short-term benefits!

2

Building internal expertise reduces the learning curve for the future.

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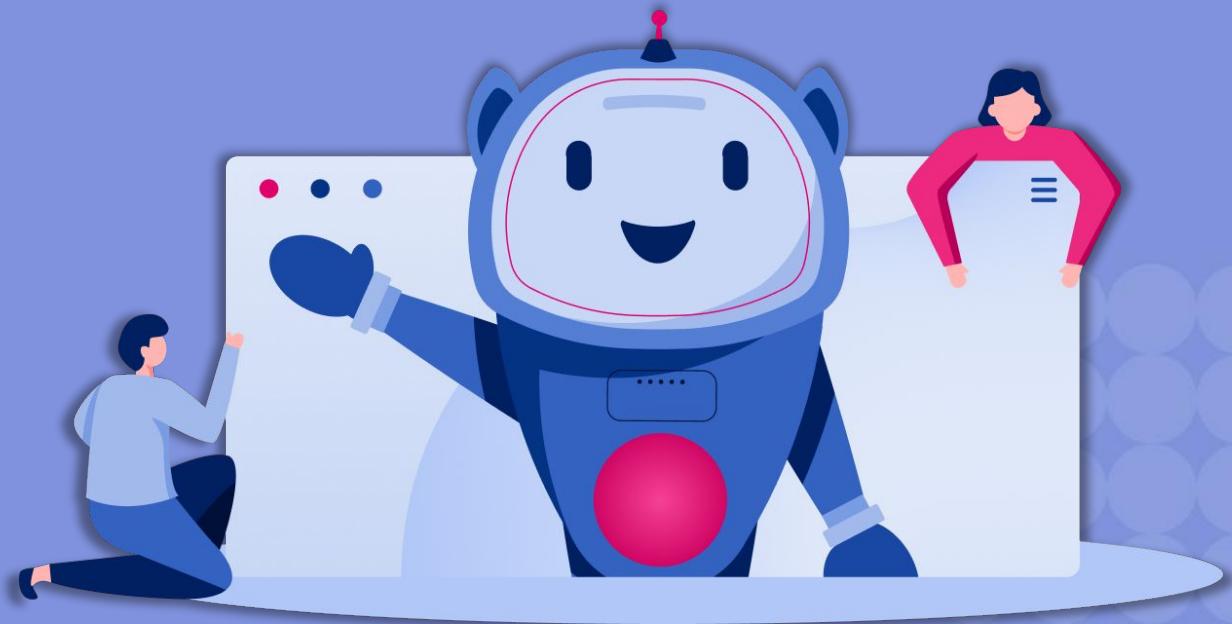
Data-driven approaches guide targeted improvements.

4

Laying groundwork today positions us for tomorrow's opportunities.

Thank you for your attention!

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Navigating Serbian Language Nuances

Addressing AI Challenges in a Non-English Context

Challenges with Serbian Language:

- GPT's performance is optimized for English, leading to limitations in Serbian.
- Lack of extensive training data for Serbian compared to English.

Specific Issues Encountered:

Gendered Job Titles:

- GPT incorrectly flagged male job titles (default in Serbian) as discriminatory.
- For example, correcting "konobar" (waiter) unnecessarily.

Misinterpretation of Words Like "Mlad":

- GPT flagged terms like "mlad" (young) as age discrimination even in acceptable contexts.
- Phrases like "Join our young team" were incorrectly identified as violations.

Solutions Implemented:

- Refined prompts to provide clearer instructions to GPT.
- Added contextual guidelines to help GPT understand acceptable uses.
- Incorporated human oversight to review and correct AI suggestions.

Lessons Learned:

- Importance of localization and cultural context in AI applications.
- Need for ongoing refinement and adaptation of AI models for non-English languages.
- Value of human-in-the-loop to ensure accuracy and appropriateness.