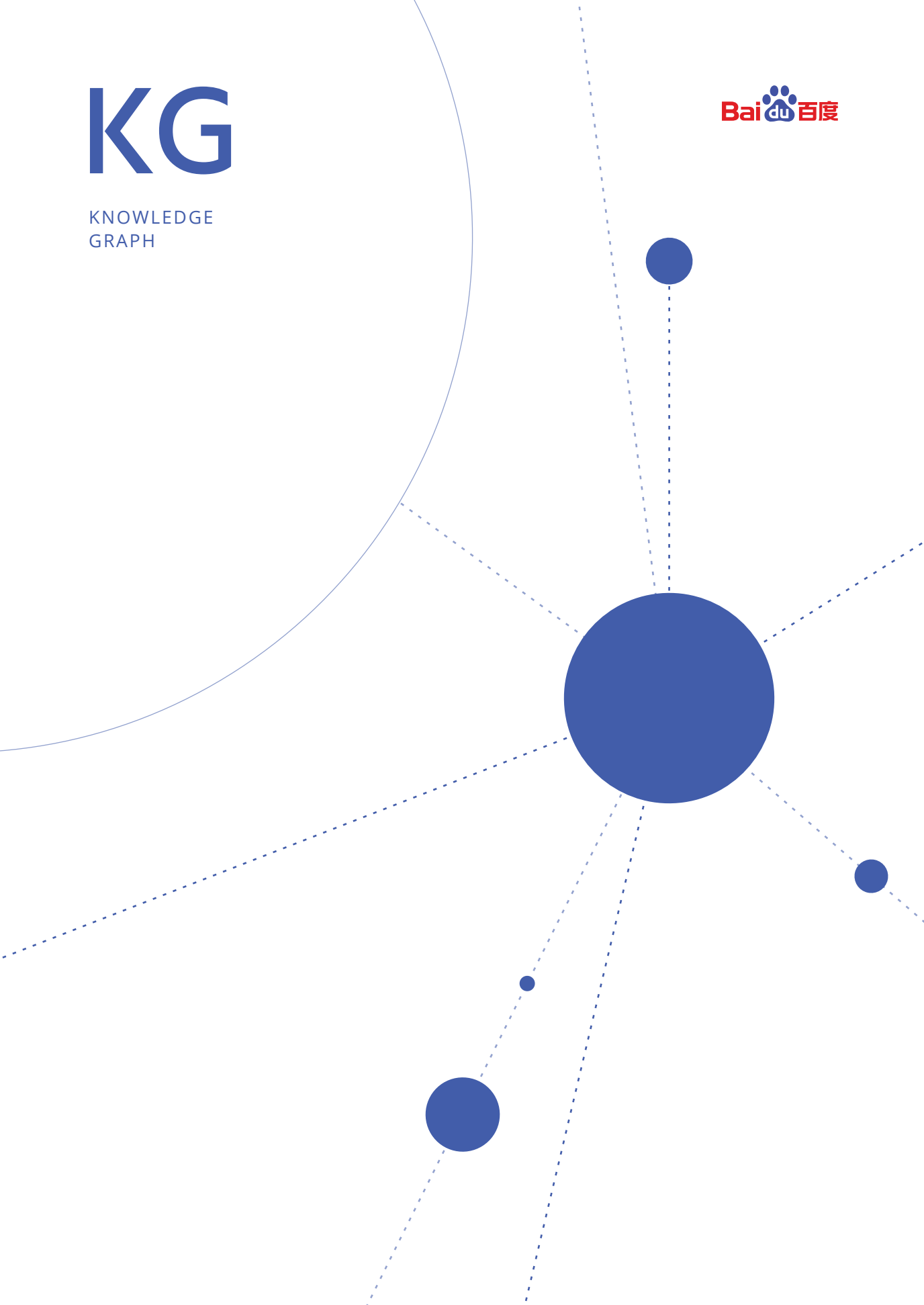


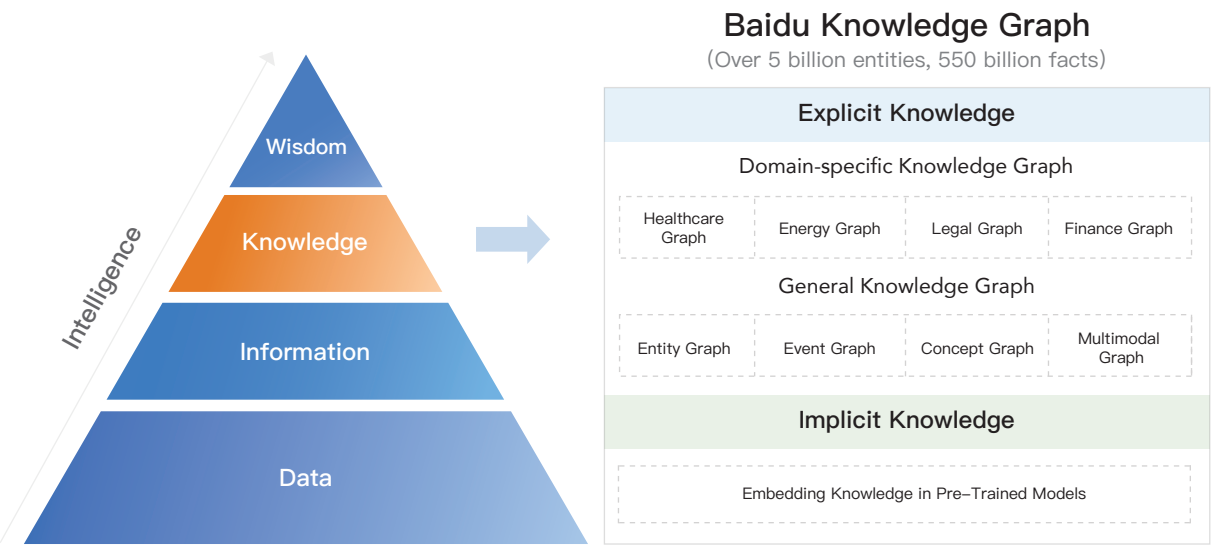
# KG

KNOWLEDGE  
GRAPH

Bai du 百度



# KNOWLEDGE IS THE BASIS OF ARTIFICIAL INTELLIGENCE



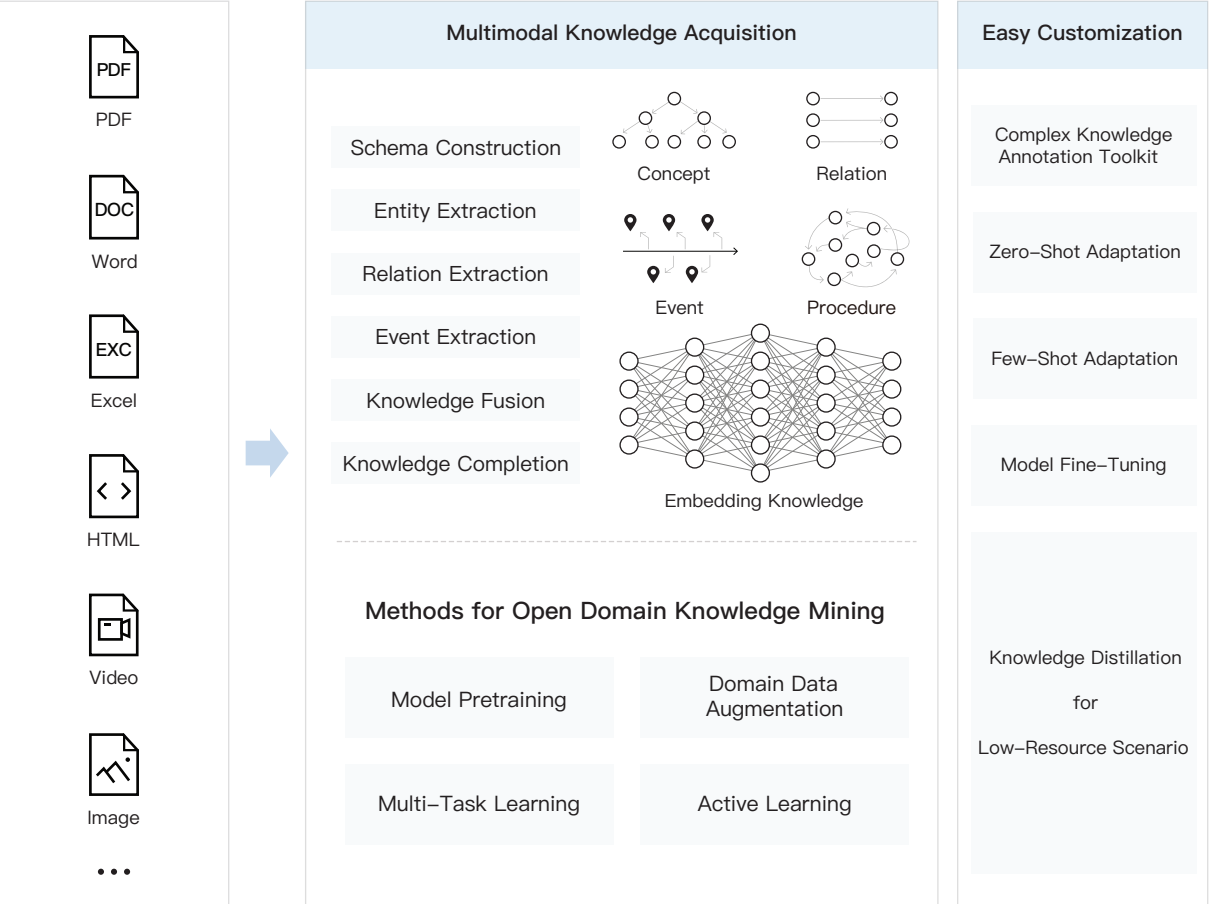
## Overview of Baidu Knowledge Graph Technology and Application

Application	Search		Recommendation		Decision Making		
	Content Understanding		Content Generation		Conversation		
System	Enterprise Knowledge Platform		Wenxin Yige, AI –Generated Art Platform		Text–to–Video Generation System		ERNIE Bot
Topic	Knowledge				Cross–Modal Generation		
	Reasoning				Text–to–Video Generation		
	Representation						
	Acquisition				Text–to–Image Generation		
Resource	Knowledge Graph				Multimodal Data		




# KNOWLEDGE ACQUISITION


## Knowledge Acquisition




## Knowledge Applications




Conversation



Content Understanding



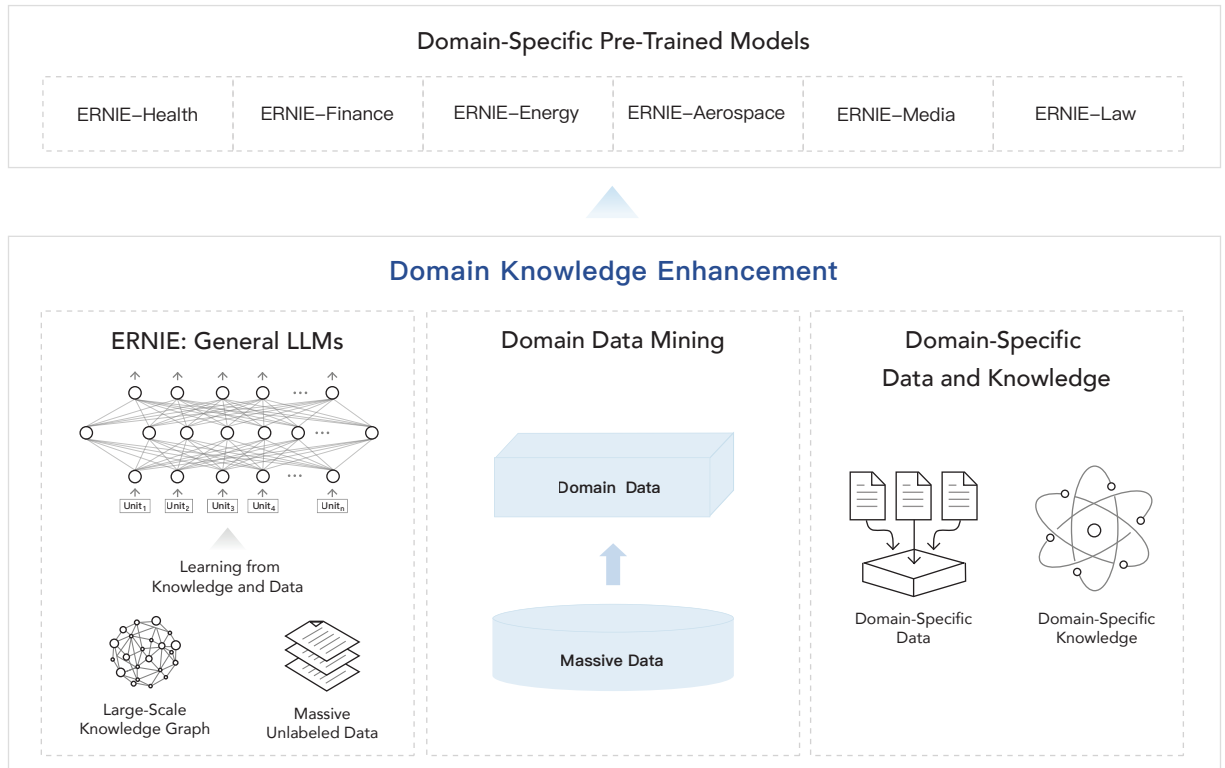
Text-to-Image Generation



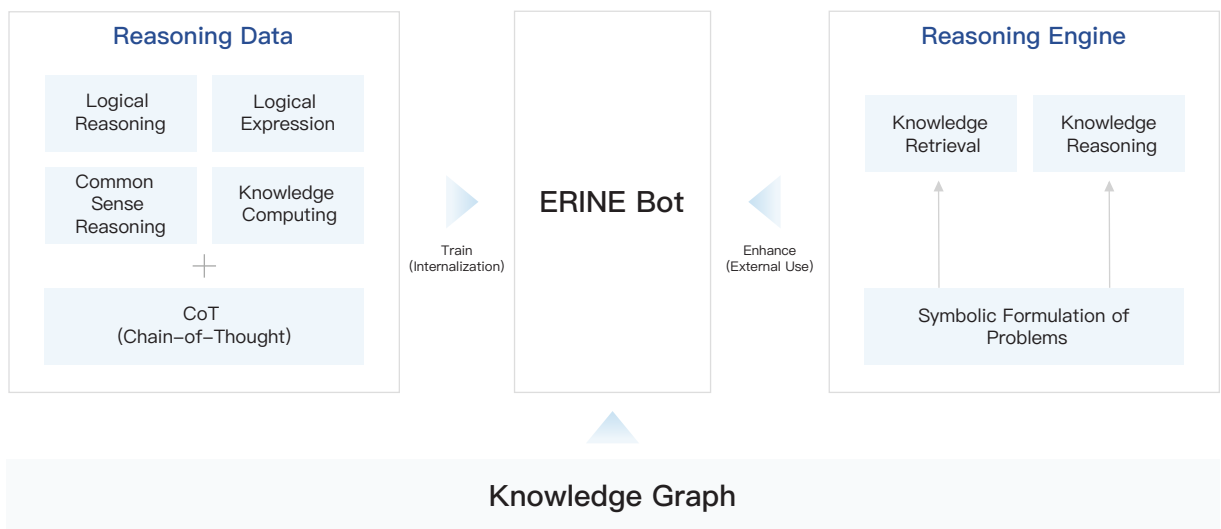
Text-to-Video Generation

# KNOWLEDGE AND LARGE-SCALE LANGUAGE MODELS

## Knowledge Enhanced Domain-Specific Pre-Trained Models



## Knowledge-Based LLM Reasoning

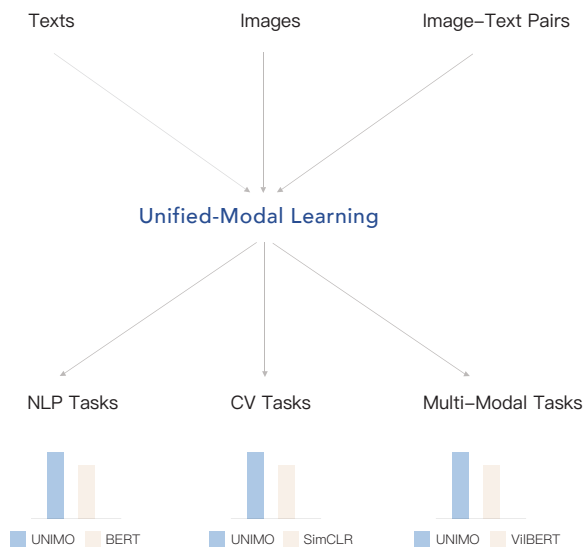


# UNIFIED-MODAL LEARNING (UNIMO)

## Motivations and Methods

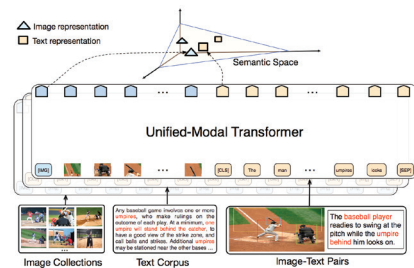
### Motivations

- Learning from different modalities of data
- Boosting both single-modal and multi-modal tasks

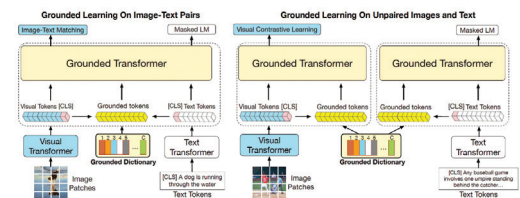


### Methods

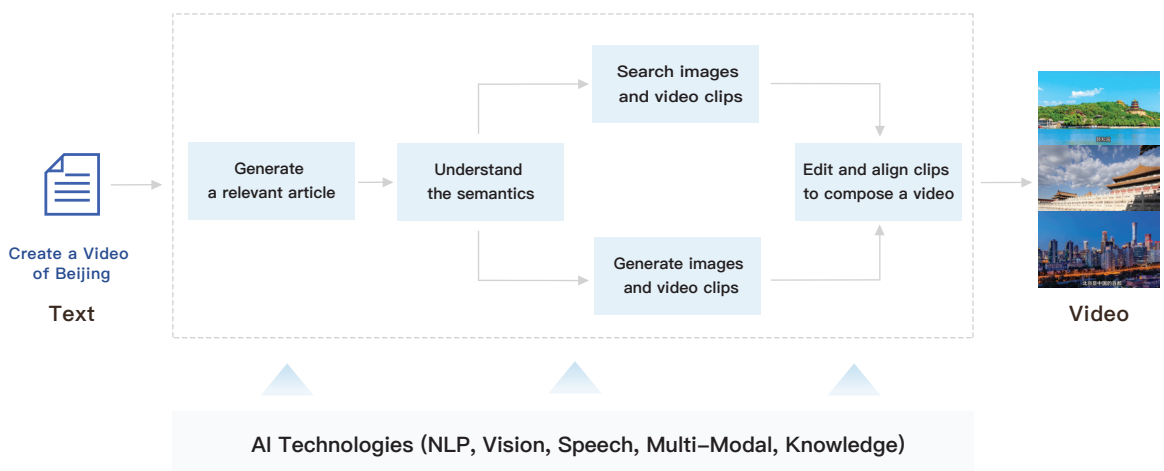
UNIMO-1: Jointly learning of heterogeneous data by Cross-Modal Contrastive Learning (ACL 2021)



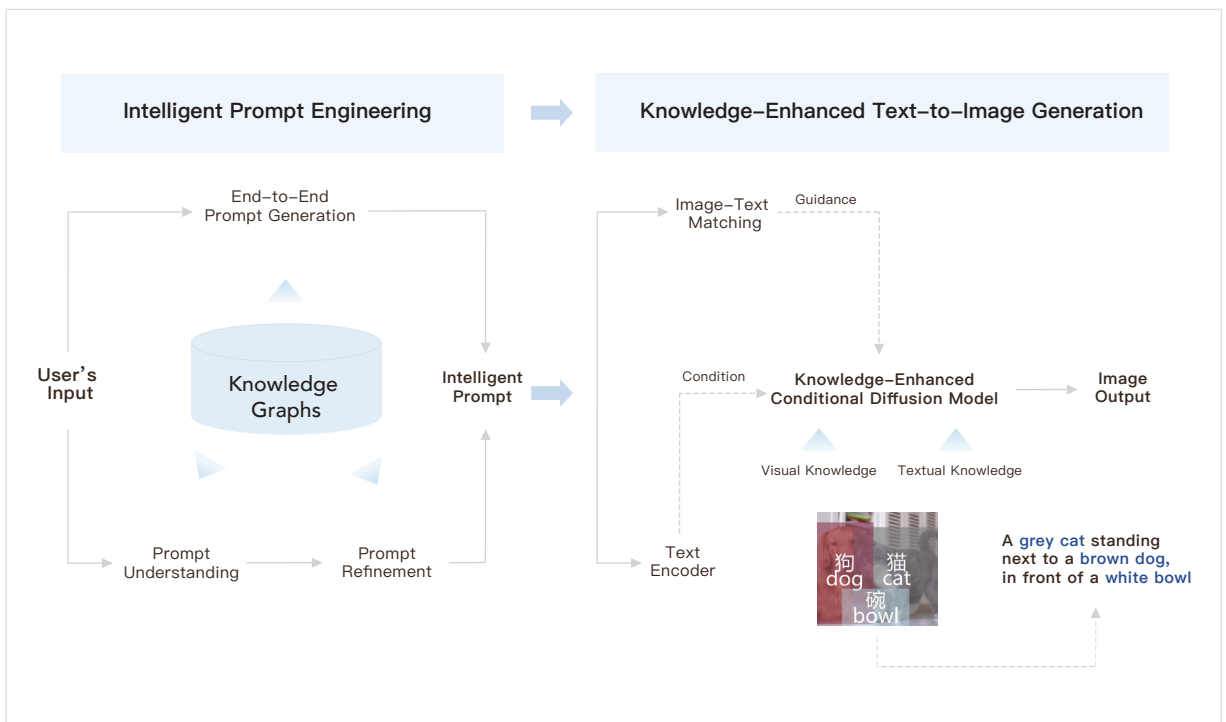
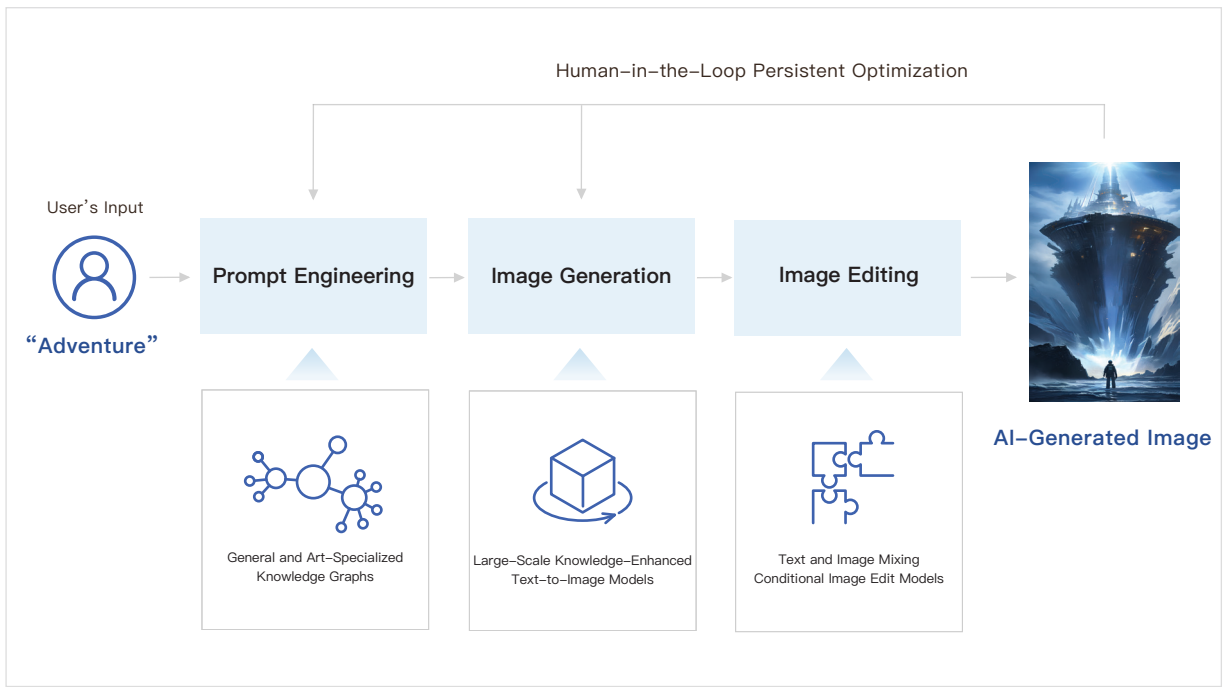
UNIMO-2: End-to-end unified-modal learning by Grounded Dictionary Learning (ACL 2022)



## Application: Text-to-Video Generation System by AI Technology



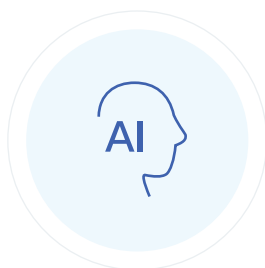
# KNOWLEDGE-ENHANCED TEXT-TO-IMAGE GENERATION SYSTEM



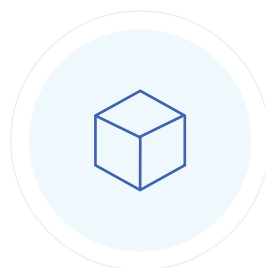
# WENXINN YIGE AI-GENERATED ART PLATFORM



Create Artworks with  
Chinese Prompts

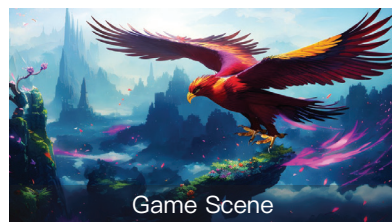
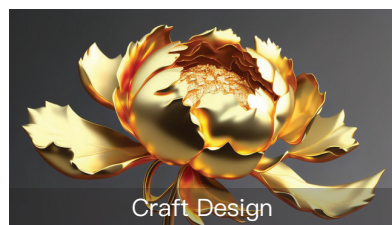
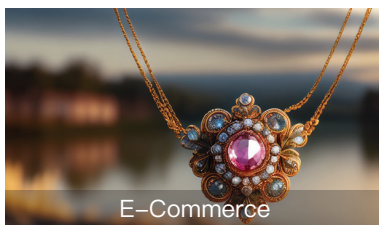
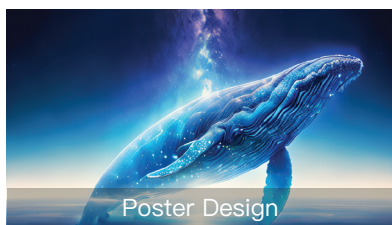


Edit Your  
Artworks by AI



Train Your  
Custom Models

## Applications



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Scan the QR code with Wechat to  
visit our mini program Wenxin Yige



# JOIN US IN MAKING THE COMPLICATED WORLD SIMPLER THROUGH TECHNOLOGY

## ROLES

Researcher/Engineer/Research Intern

## TOPICS

Knowledge acquisition, knowledge representation, reasoning, cross-modal generation and generative AI system.

## BASIC QUALIFICATIONS

- Master's or PhD degree in Computer Science or a related field.
- Strong programming skills, proficiency in python, C/C++.

## PREFERRED QUALIFICATIONS

- Experience with large language models or multi-modal foundation models.
- Publications at leading conferences such as ACL, ICLR, CVPR, EMNLP, NeurIPS, or similar.

Location: Beijing/Shanghai, China

Please reach out to [kg-job@baidu.com](mailto:kg-job@baidu.com)