Google aims to beat OpenAI with chat and search bot features

Article

The news: **Google** is testing generative AI prototypes for launches this year.

- As part of its "code red" response to **OpenAI**'s **ChatGPT**, the tech giant's **Atlas** project has a chatbot called [Apprentice Bard](#) that it's testing in a Q&A format with employees, per Insider.

- Apprentice Bard is based on Google's **LaMDA** model, which a former company [engineer thought was sentient](#).

- The chatbot looks similar to ChatGPT but **also provides answers that incorporate current events**.

- Meanwhile, another product unit is [testing a **Search** tool](#) that would provide chatbot responses to queries based on five potential prompt options, replacing the "I'm feeling lucky" bar.

- In addition to more human-like search responses, the tool would also include suggested follow-up questions and the typical link-based results.

  A product-development tightrope: There's no release date for these products, and a Google spokesperson said that the company wants to ensure that the tech is helpful and safe before sharing externally.

- Such caution is mixed with urgency over [Microsoft's AI-Bing integration](#)—an internal memo instructed the LaMDA team to prioritize Atlas over other projects.

- Being second out of the gate, Google is under pressure to balance safety with a product that it hopes can outwit ChatGPT.

- But a formidable rival isn't enough. **High compute costs associated with running generative AI models, coupled with** [languishing ad revenues](#)**, means it'll have to devise a more robust** [monetization strategy](#) **for its AI.**

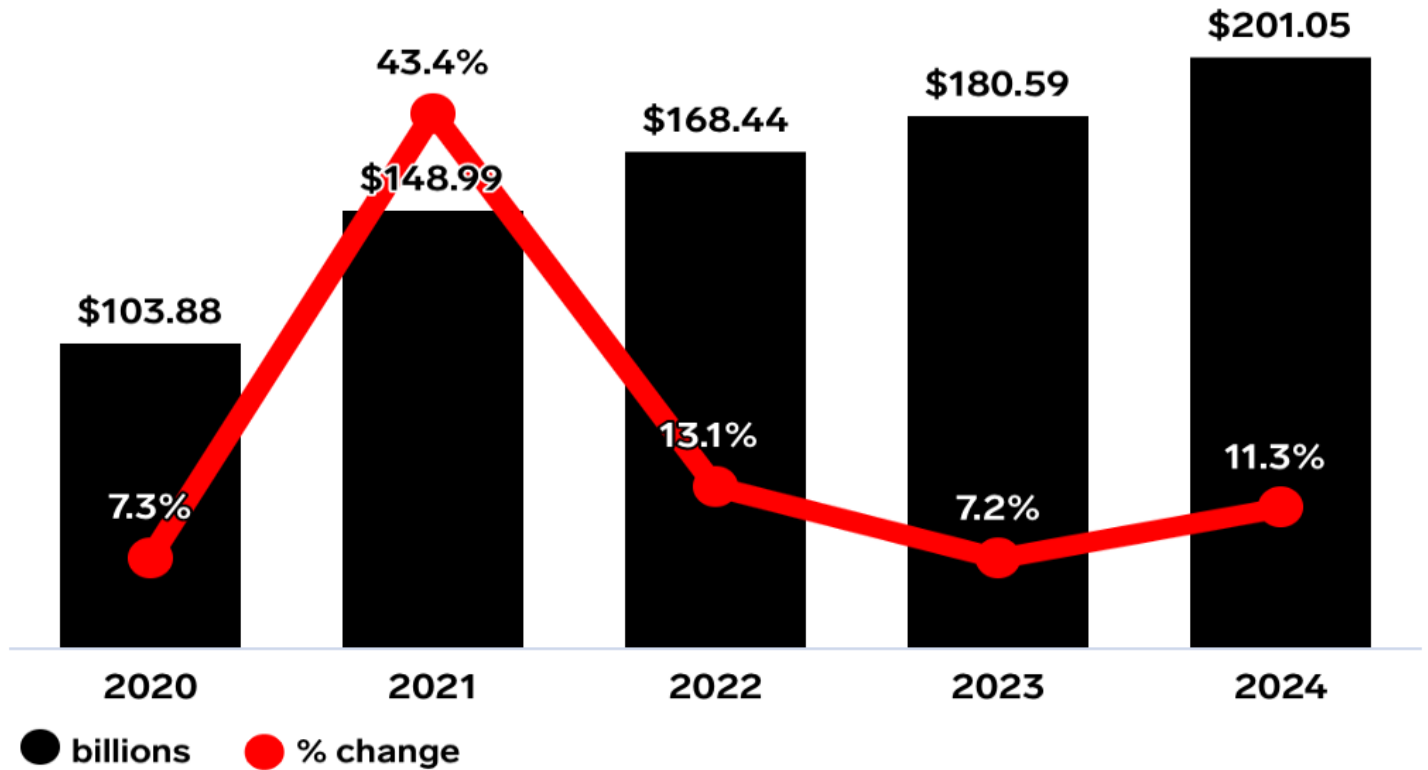 One potentially profitable pathway could be to design more specialized generative AI tools.

- OpenAI released an ["imperfect" tool to detect machine-generated text](#) and address plagiarism and cheating among students using ChatGPT.

- With the education system scrambling to catch up with generative AI-induced upheaval, there's **an opportunity for tech companies to build AI-powered edtech products that augment instead of undermine the learning process**.

  Atlas shrugged: Products like Google's and OpenAI's are part of a watershed moment for AI that's risking turbulence for society, like further spread of misinformation, bias, and educational disruption. We're seeing the technology positioned as at least a partial replacement for human intelligence, and it might not be up to the task.

- Despite a [dearth of AI regulation](#), tech companies should watch out for their products breaking existing laws, like [copyright infringement](#), and inadvertently [violating anti-discrimination laws](#).

- Even if AI chatbots become less error-prone and more naturally conversant, human-like intelligence isn't human intelligence.

- **We might see more advanced chatbots give responses that are plausible and logically correct but ultimately incomplete and false.**

- Vast amounts of internet-scraped data used to train AI models can't compete with the immeasurable data behind human history and evolution.

Google Ad Revenues
Worldwide, 2020-2024

	2020	2021	2022	2023	2024
billions	$103.88	$148.99	$168.44	$180.59	$201.05
% change	7.3%	43.4%	13.1%	7.2%	11.3%

● billions   ● % change

Note: Exchange Rate; net ad revenues after company pays traffic acquisition costs (TAC) and content aquisition costs (CAC) to partner sites; includes ad spending on tablets; excludes SMS, MMS and P2P messaging-based advertising; ad spending on tablets is included
Source: eMarketer, October 2022

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