Google launches a PaLM API and injects AI chatbot tech into Workspace

Article

The news: Google unveiled several generative AI tools this week.

- Google is releasing generative AI features in **Workspace,** including in **Google Docs**, **Sheets**, **Slides**, and **Gmail** for select enterprise customers who'll be testing the upgrades, per The Verge.

- The tech giant says the AI will be able to **draft an entire document or create images, video, and audio from prompts**. In Sheets, the AI will **produce formulas, offer analysis and insights, and categorize data**.

- Google is also giving [developers access to an API](#) for its advanced multimodal **PaLM** AI model, expanding support for generative AI in its **Vertex AI** platform, and launching a **Generative AI App Builder** platform.

  A flurry of activity: The announcements coincide with a wave of new products from other AI companies, like **[OpenAI](#)**'s [release of its **GPT-4**](#), **Quora**'s paid-tier access to its GPT-4-powered **Poe, Duolingo**'s GPT-4-powered AI tutor, and Google-funded **[Anthropic](#)**'s **[Claude](#)** [bot debut](#).

- Google is trying to beat **Microsoft**'s OpenAI-powered productivity offerings.

- Despite the search giant's latest announcements, it has yet to offer a release date for its [rival](#) **[Bard](#)** [AI chatbot](#).

- One of the downsides to being late to the commercial generative AI party is that an **influx of competing products can overload consumer attention**.

- Google's market advantage is that apps like **Gmail and Docs are already widely used**.

  Watch for performance and privacy: Although Microsoft has a head start in the generative AI market, Google could still have a favorable outcome if it nails product performance. Part of its plan to achieve that is to collect customer input data to make improvements during testing.

- With several organizations restricting ChatGPT access over concerns about [confidential data exposure](#) through employee prompts, Google could avoid similar bans of its tools by **making privacy commitments a focal point**.

- Google has a **Big Bard** chatbot in the works. It will provide [richer, human-like responses](#) but is also more prone to swearing, illustrating that **high performance doesn't always equal fewer issues for generative AI**.

- Colorful bot responses may provide entertainment value, but they also create content moderation headaches and could detract from productivity.

Attitudes About the Use of AI-Generated Content in the Workplace According to US Adults, Jan 2023
% of respondents

AI should replace certain types of work tasks in order to increase efficiency and productivity

| 12% | 35% | 24% | 11% | 17% |

AI-generated written work can be just as good as something written by a person

| 11% | 32% | 28% | 12% | 18% |

AI-generated written work can be better than something written by a person

| 9% | 27% | 30% | 17% | 17% |

Using AI in the workplace can save time and resources

| 16% | 46% | 14% | 5% | 18% |

AI-generated written work may contain biases or inaccuracies

| 19% | 37% | 14% | 6% | 24% |

■ Strongly agree   ■ Somewhat disagree   ■ Don't know
■ Somewhat agree   ■ Strongly disagree

Note: n=1,119 ages 18+; numbers may not add up to 100% due to rounding
Source: Ipsos as cited in company blog, Jan 23, 2023

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