



Future of search

Websites as we know them will become obsolete: My prediction on the near future of AI

It might be a bit out there, but here we go:

I'll start with an analogy about Amazon. Where do you go to buy something? Amazon. Often times, regardless of the brand, many consumers choose to start there. The manufacturer's B2C platform is irrelevant in that case. Amazon is an aggregator of goods, and that is what makes it so great.

Ever since ChatGPT arrived, everyone has been wondering what the future of search will be. Here is where everyone is wrong: they are thinking that websites will serve the same purpose as they do today. I believe we are not far from ChatGPT, or any other AI, to become an aggregator of content, products, and more. The point of generative AI is not to serve up a link, that is never going to happen, and that's why Google is wrong on what they think the future of search will be. In my opinion, the future of the Internet will be companies building huge databases of content, product, and whatever else that we will just train the AI on. The AI will take the place of a web browser by responding to questions with answers which come from businesses, images rendered or referenced from these databases, but there is absolutely no need to actually go to a site. It will make languages like HTML and rest useless.

Additionally, I doubt an alternative to "paid search" will ever arrive either for the same reasons. Instead, paid search will be replaced by paid plug-ins or training. This is already happening with openAI offering plug-ins.

Which brings me back to the analogy: tools like ChatGPT will become the Amazon of the content world online, superseding the need for websites as we know them today. We will go there for everything, and never need to leave the platform.

Thoughts?#search #ai #future

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