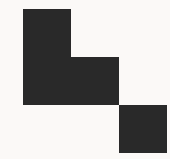


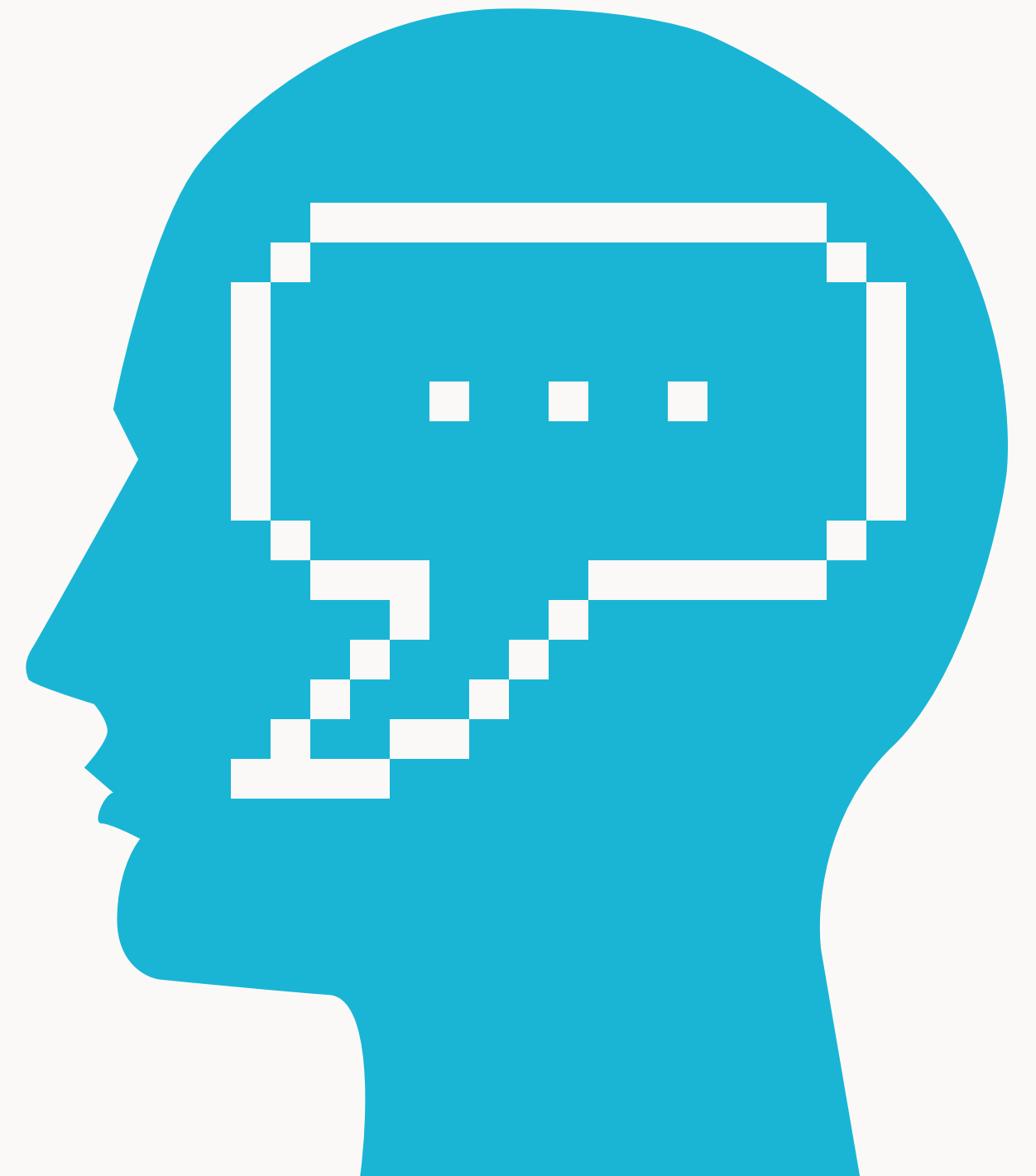
You t alking to me?



The pros and cons of AI
conversational search



Akendi



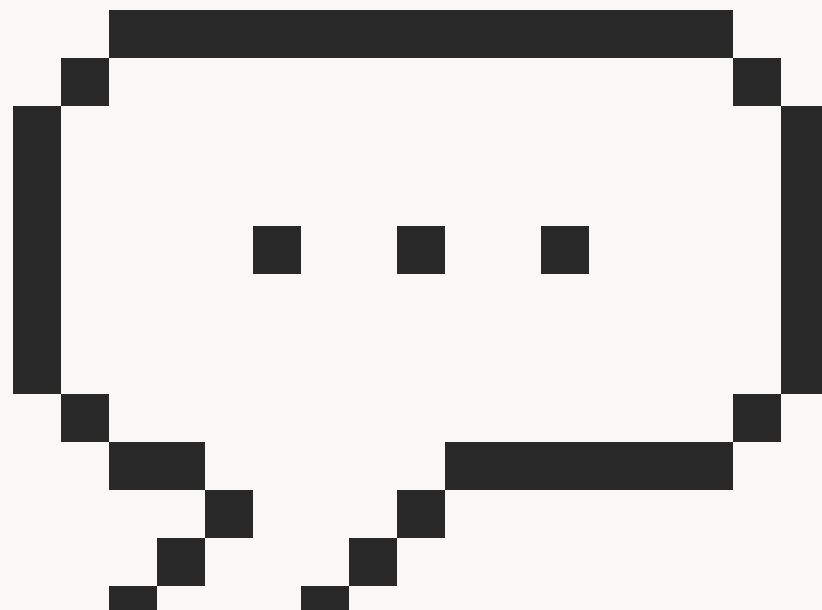


Search technology has come a long way since the days of Yahoo! and AltaVista, and Google revolutionized the way we search.

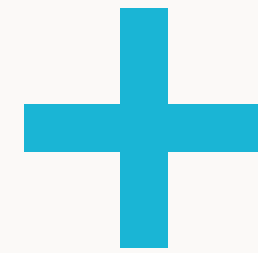
Even Google's search algorithm has limitations, as companies compete to appear at the top of the results page, and the page becomes increasingly cluttered with paid results. That's why more and more people are turning to the next generation of search technology – conversational search.



Conversational search is a search experience made possible by AI that is more like a conversation than a query. Instead of typing in keywords, you can ask questions in natural language and get relevant answers. AI can incorporate the nuances of language and provide personalized responses based on the user's context and intent.



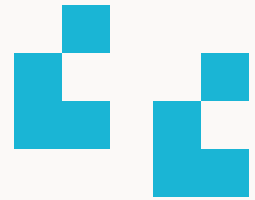
Advantages of conversation search



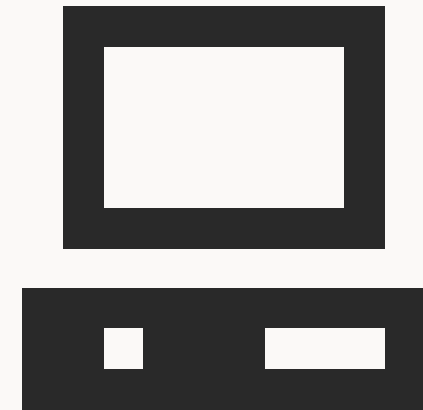
One significant advantage of conversational search is its ability to provide a more personalized user experience.

With traditional search, people often sift through results pages to find what they want. With conversational search, AI can understand the user's intent and provide more targeted results tailored to their needs.





A benefit of conversational search is its ability to provide a more natural, intuitive user experience than a rigid search interface. Those less familiar with technology or who need help typing are also more supported.



But the most crucial aspect of conversational search is its potential to revolutionize how we interact with information.

As AI advances, it will be able to consider the words we use and the context in which we use them. A conversational search could become a more holistic tool for understanding the world around us, providing insights and answers beyond the surface level of information.

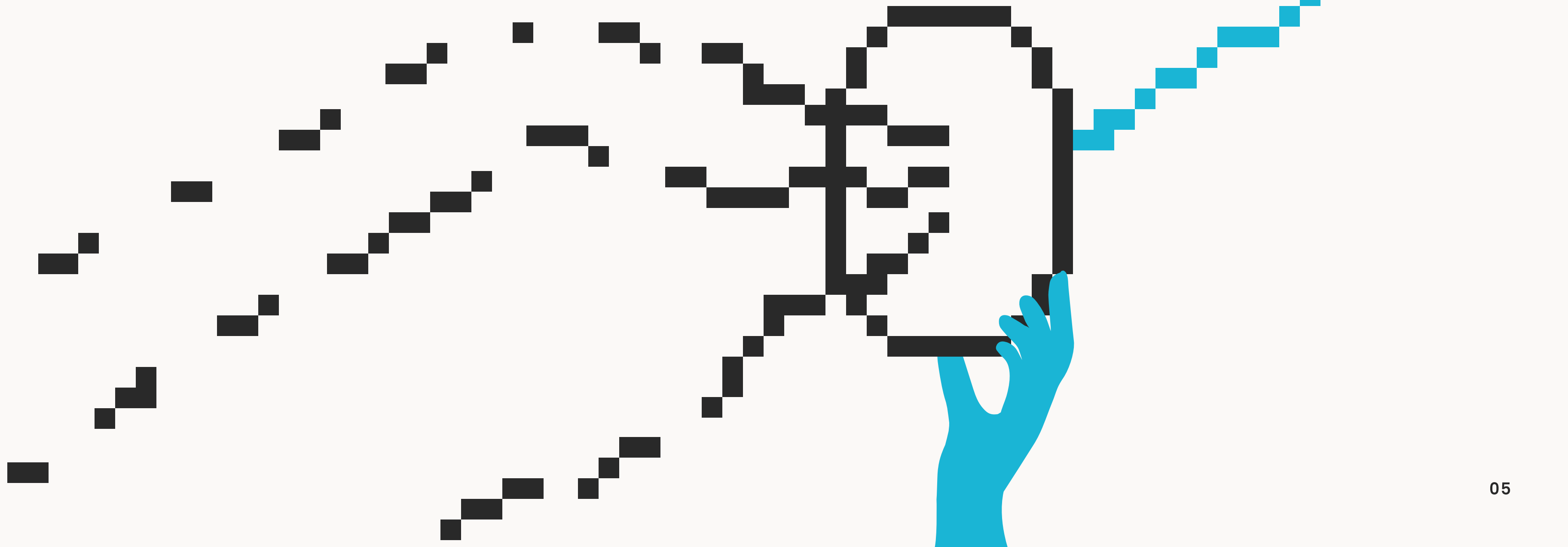


Concerns for consideration

When technology progresses, there are new challenges regarding trust, ethics, and accessibility.

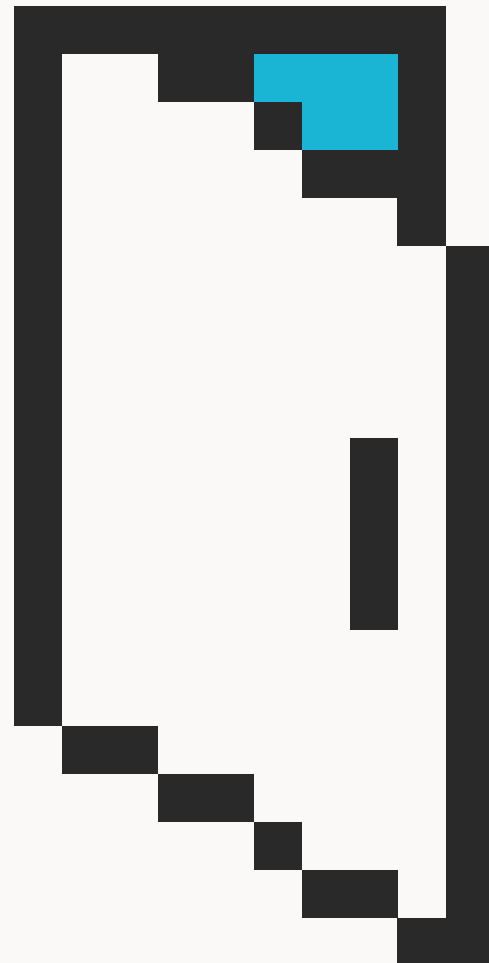
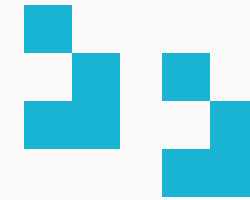
Since conversational AI is still relatively new, people need help understanding how it works or what data it collects. This lack of transparency can lead to suspicion and mistrust. Conversely, there are concerns that over-trust in AI can direct users to put blind faith in the search results and cause them to become manipulated by the AI bot. Hence the reason many AI tools add a warning about how the chatbot is not to be used for emotional support. In the early days of automation, distrust or overreliance on the system led to deadly consequences.

An AI algorithm is only as good as the dataset used for training; at the moment, researchers are selecting the data sources. Any biases in the dataset will become embedded in the AI behind the conversational search. Human input is imperative in assessing the quality of the generated responses. As AI becomes more central to our lives, ensuring its usage promotes fairness and transparency.



Ensuring that conversational search is accessible to all users is an important consideration.

When we assess the benefits of AI and its impact on productivity, it's important to remember that people with access to the tools will have an advantage over those without. Google is accessible to anyone with an internet connection due to its ad support. Most conversational AIs provide limited free functionality, leaving the more powerful tools locked behind paid subscriptions.



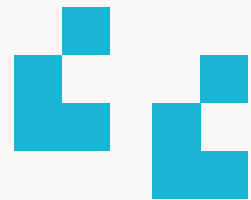
Using AI tools often requires a certain level of technical literacy and digital skills. Users may need access to education or training on using these tools and may need help to take advantage of them. This barrier will exacerbate the growing digital gap.

The current approach to search needs to be revised and updated, and the future is moving towards a more conversational approach driven by AI.

Despite the technological promise, some concerns must be addressed to ensure the tools are ethical, trustworthy, and accessible.



**“You Talking To Me?”
The Pros And Cons Of AI Conversational Search**
by Daniel Iaboni



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call for Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

+1.416.855.3367 (CAN)
+1.929.989.3367 (US)
+44 (0)1223 853907 (UK)
contact@akendi.com

www.akendi.com

