

Bing AI: ChatGPT Connected to Search

For about the last fifteen years, we thought we had perfected search. It's called Google. The name even became a verb.

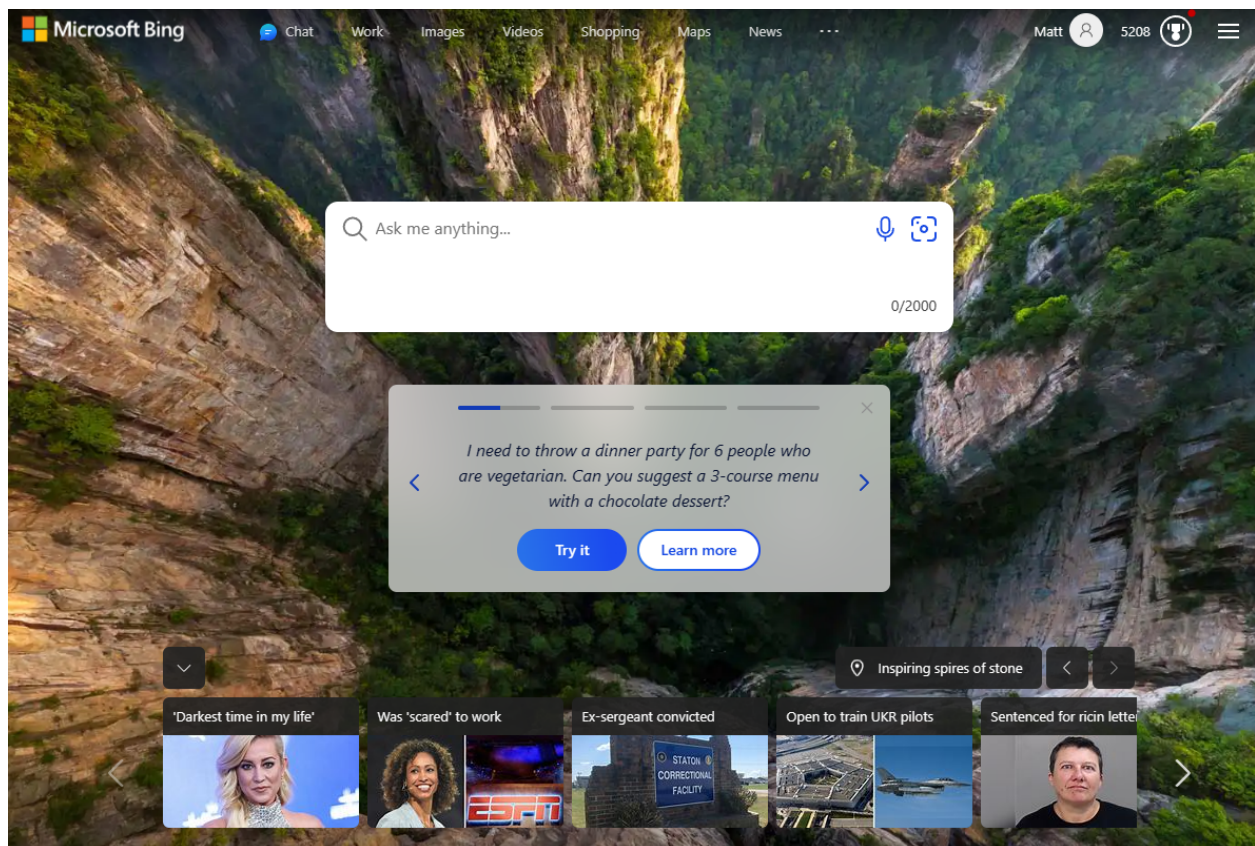
Then came Artificial Intelligence, or AI for short.

I'm sure you've been hearing a lot about AI. Seems like it's all anyone is talking about right now. How does it work? How good is this ChatGPT thing? And most of all, how can I try it out?

The original ChatGPT used an offline dataset that was a few years old. But it amazed everyone with how well it could craft human-friendly responses and give personalized answers on almost any question.

This got many wondering: what would be the possibilities if it were connected to the global, live Internet? And what that could mean for search?

Enter Bing, Microsoft's search engine that has always played second fiddle to Google since launching in 2009. And rightfully so. Bing never could return the types of comprehensive and spot-on search results that Google could and thus never garnered the trust and attention its older competitor received.



Bing today is not just a search engine, though, but also an AI-powered assistant that can help write, create, compare, summarize, and more. Bing is what we've all been asking for: ChatGPT connected to the live web.

Bing's AI features are based on generative AI developed by OpenAI, the creators of ChatGPT. In fact, Microsoft is a major investor in OpenAI. It's a type of artificial intelligence that can create new content from scratch. Generative AI can learn from large amounts of data and produce original and relevant content that matches the user's intent and preferences. For example, generative AI can write a poem, a story, a summary, or a caption for an image.

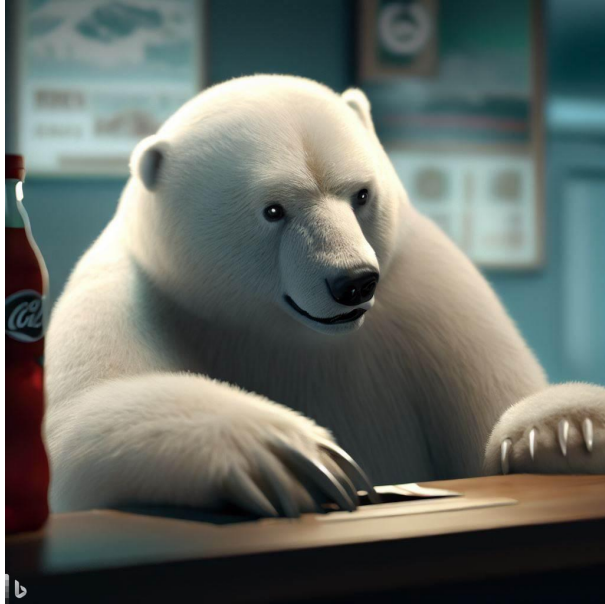
One of the ways Bing is using generative AI is to craft AI-generated stories for some searches. These stories are multimedia presentations that give you a quick overview of the topic you searched for, with text, images, videos, and voice narration. Yes, you can also unmute the story to have a voice read out the text to you, complete with background music. These stories are designed to let you consume bite-sized information while searching certain topics, such as art movements, martial arts, or historical events.

Another way Bing is using generative AI is to enhance its knowledge cards, which are the boxes that show up to the right of search results. These cards provide additional information about the topic you searched for, such as facts, images, videos, or related topics. Bing has expanded the richness and breadth of knowledge cards supported by Bing using generative AI. For example, some knowledge cards may include stories of their own, or timelines that show the history of a country, city, or event.

But Bing's AI capabilities are not limited to search results. The star of the show may be Bing's chat feature that lets you interact with Bing in a conversational way. You can ask Bing questions in natural language and get answers in different formats, such as bullet points, tables, simple words for kids, and more. You can also use prompts to tell Bing what you want. For example, you can ask Bing to show you the answer with humor, professionalism, or sarcasm.

Bing Chat also lets you create content directly from your words. You can tell Bing what you want to write and how you want to write it, and Bing will help turn your thoughts into engaging and creative content. Whether it's a poem, a story, a meal plan, or something else, Bing can help you write it. You can also ask Bing to spice up your writing with different tones and styles. For example, you can ask Bing to make your text sound like it was written by your favorite character.

Perhaps one of the most amazing features of Bing Chat, and possibly its most creepy, is the ability to create images from your words. You just type what you want to see, and Bing Chat will generate it for you. A polar bear paying for a Coke, for instance.



Bing's AI features are not only useful but also fun and easy to use. They make searching and writing more enjoyable and productive. Will it replace Google? Maybe. Google is worried enough about it that they have created their own AI bot named Bard.

You can try out Microsoft's AI enhanced Bing search today by going to [Bing.com](https://bing.com) or by using it from the B logo built into Microsoft's Edge browser in the upper-right corner.