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How are consumers and companies using AI?

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Audio Starts

Zachary:

The biggest, most basic development that I see continuing is that you have this kind of bifurcation in terms of how people use it today. And it's almost like there's this muscle that needs to get developed amongst users, and we're at very different stages depending on the person. And that's something that I see in my own family. It's something that I see in my coworkers. So I see what I think you would call a power user. And they're not really using Google Search the way that they used to. They might still be using it, but very differently. And they've retrained their brain to think in terms of implicit questions.

The best example is they're treating these AI chatbots and agents as people. And so when you talk to a person, the conversation is a lot different from how we've been trained historically and how we talk to search engines. And that's something that just takes time.(...) And I would consider myself on the extreme frontier of that where my traditional Google searches are down quite a bit. I still use it for certain things. But I'm now asking questions into the chatbots in a very different way with a lot more context than the way that I have communicated in the past with a machine. And I think that's the number one most basic fundamental driving force in that this takes time. Because again, it's not necessarily intuitive that you can now ask a question to a machine and give it a lot of background, and give it a lot of history, and give it a lot of nuances. And that's going to drastically improve the types of output and answers that you get. And so it's almost a creativity problem or a muscle problem. And I think that just requires time and iteration and practice. And I do see that really being in what I would call an S curve, meaning that you have the share shift, obviously, where things that used to be traditional search become LLM search. But it's just things that you think in your head. All of a sudden, you can now ask a chatbot. And that just wasn't possible in the world pre-AI. And that's really starting to change and I think continues to accelerate.(...) And the beauty of that is it doesn't require a new product. It might require some new distribution and a little bit of pushing and incentivizing to get people to do that. But once you start, it's hard to stop. And I think that's something that will continue to progress at an accelerated rate for a long time.

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