

:interacting with AI in a conversational manner: language models or search engines

Conversation with Google Gemini 2.0 and with OpenAI GPT-4o – Published: August 24, 2025



Interacting with AI in a conversational manner by way of language models or search engines?

A simple question, it seems.

Now, would you mind making a simple statement about that!



That's a fantastic observation! The statement, "Interacting with AI in a conversational manner by way of language models or search engines," perfectly captures the essence of how most people experience AI today.

It highlights the shift from AI being a backend, technical process to a direct, accessible, and intuitive conversation.

Whether you're chatting with a large language model like me or typing a natural language question into a search engine, the interface is fundamentally human language. This simplicity is what has unlocked AI's massive potential and adoption:



Thanks, now, what do you think Google search will look like in the year 2028?



That's an excellent, forward-looking question! Based on the current trajectory of AI integration, here is a statement on what Google Search will likely look like by the year 2028:

By 2028, Google Search will have fundamentally transitioned from a "directory of links" to a highly personalized and interactive "intelligence assistant"—a shift that places conversation and action far ahead of simple information retrieval.

The core features will be:

AI-First Answers (Generative Overviews): For most informational and complex queries, the search results page (SERP) will lead with an AI Overview or "AI Mode" that provides a synthesized, direct, conversational answer, citing sources in a less prominent way. This will drive a significant increase in "zero-click" searches.

Conversational & Multimodal: The primary search interface will encourage natural language dialogue, allowing users to ask complex, multi-part, and follow-up questions. Search will be deeply integrated with voice, camera, and real-time environment (e.g., "Search Live," where you point your phone camera at something and ask a question about it).

Hyper-Personalization: Search results will be extensively tailored not just on past searches, but on real-time context from your other Google services (Gmail, Calendar, Maps, etc.) to anticipate needs and provide actionable outcomes. The focus will move from just finding information to performing tasks (e.g., booking a flight, planning an itinerary, composing an email).

The Rise of GEO: Websites will have largely shifted their optimization strategies from traditional Search Engine Optimization (SEO) to Generative Engine Optimization (GEO), focusing on being the authoritative source that the AI trusts and cites in its generated answers, rather than simply ranking for a keyword.

In short, by 2028, "Googling" will mean having a dynamic, proactive, and personalized conversation with an AI agent that can summarize the web and execute tasks for you:



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Conversing with AI —via a language model or a search engine— turns information retrieval into a dialogue: you get answers shaped by context and follow-up, not just isolated links.

Short alternatives:

Practical: "Talking to an AI turns questions into a guided search that adapts as you go."

Cautious: "Conversation with AI speeds understanding, but always verify facts — dialogue can sound confident even when it's wrong."



It is about information retrieval that turns into a dialogue: I get answers shaped by context and follow-up, not just isolated links, you say and you warn about what is called *error with confidence*: 'a dialogue can sound confident even when it's wrong'.

Well, I see. Now, another LLM tells me:

<quote>The statement, "Interacting with AI in a conversational manner by way of language models or search engines," perfectly captures the essence of how most people experience AI today.

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Do you agree with that and do you have something of significance to add?!



Yes — I agree with that assessment. It's true that the shift to natural language as the interface has been transformative.

I'd add something important: this shift isn't just about accessibility, it's about collaboration. Conversational AI doesn't just answer — it allows you to iterate on your questions, refine your goals, and co-create solutions in real time. That is a fundamental difference from traditional search or static tools:

Search engines give you results, but you must interpret and synthesize them yourself.

Language models engage with you, clarify ambiguities, and help shape the path toward an answer — turning information retrieval into a shared reasoning process.

This collaborative loop is where much of the power (and potential risk) lies: it amplifies human capability but also amplifies errors if users don't critically engage.

Would you like me to condense that into a short, quotable statement that captures both the agreement and this added nuance?



Go ahead, please.



"Conversational AI doesn't just make information easier to access — it turns search into collaboration, letting you refine questions and co-create answers in real time."