Choosing the best LLM

How to use Generative AI to create content

There are many LLMs on the market today
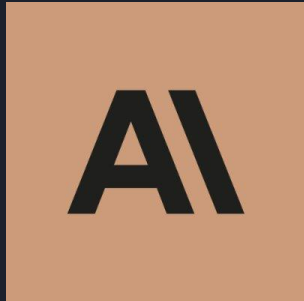
What are they best at?

Bing Chat - AKA New Bing - Based on a lightweight version of GPT-4. Integrates with Bing Search and summarizes results into a single bubble

Anthropic Claude - LLM based chat built by Anthropic

ChatGPT - LLM based chat built by OpenAI, offers 2 models, GPT3.5 offered for free and GPT 4 for premium subscribers. Training stops at 2021

Bard - LLM based chat built by Google, based on PaLM models.

Google Search Experience (BETA) - Based on PaLM. Integrates with Google search and summarizes results into a single chat bubble
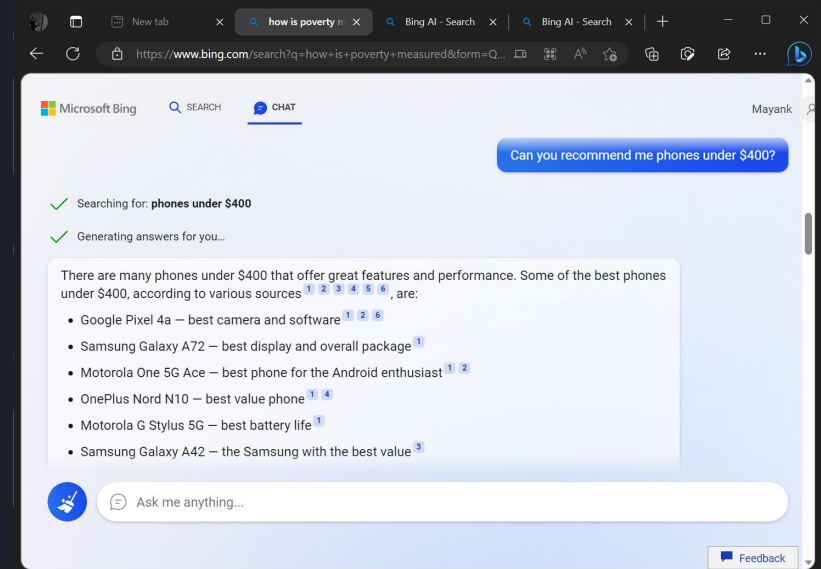
Bing Chat

What is it good for

- Current events and new information. Main advantage over ChatGPT is that it provides more up to date information since it browses the web
- Good for performing research
- Free to use

Cons:

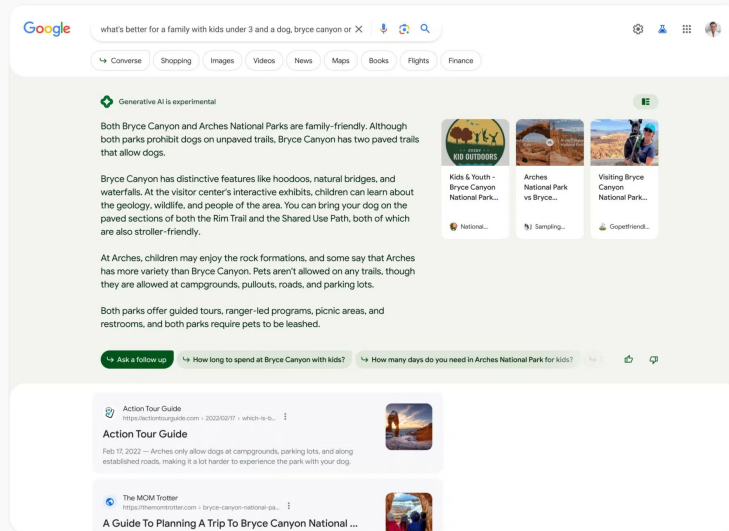- Only usable on Microsoft's browsers

Google Search Experience (BETA)

What is it good for:

- Performing research on current events and new products since it searches the web to get up to date information
- Good for research
- Free to use

Cons:

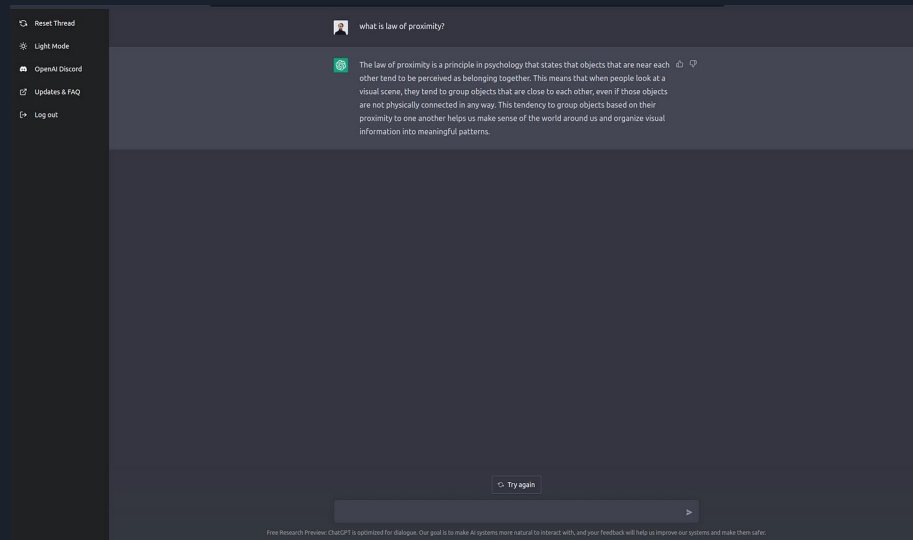- Currently in beta, so it's not openly available

ChatGPT

Pros:

- Free to use
- Provides conversational responses and is benchmarked to be more accurate than other LLMs

Cons:

- Knowledge is capped at 2021, unless you pay money for a plus subscription
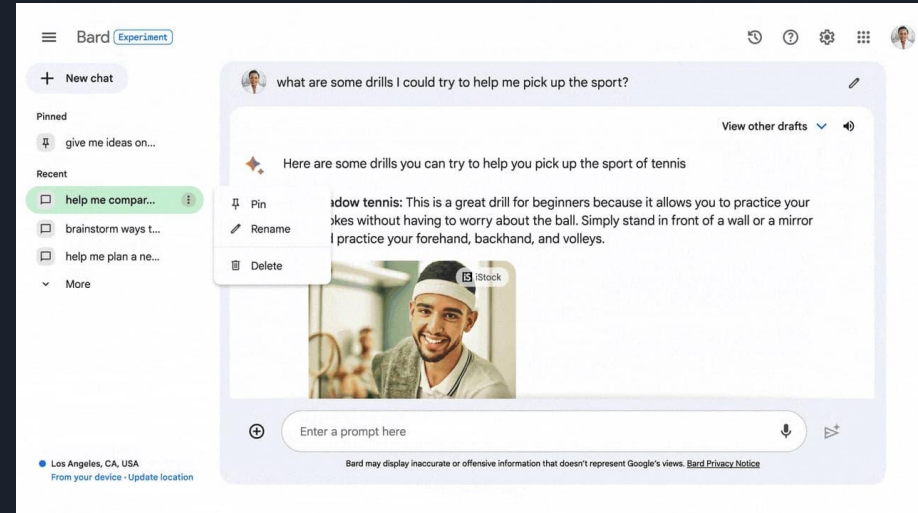- Many features require a subscription to use

Bard

Pros:

- Gets up to date information through a Google search for free
- Multimodal with integration with Google Images, Google Lens, and more
- Export to Gmail and Docs
- Free to use

Cons:

- Very restrictive, some queries will not work

Claude

Pros:

- Feature rich LLM provided for free

Cons:

- Least popular LLM, so it has less documentation

When to use:

I need up to date information on a subject

- Use Bing Chat, Bard, or Google Search Experience

I need to do some copywriting and being up to date isn't important

- Use ChatGPT, Claude, or Bard

I need to do some copywriting and being up to date is important (current events)

- Use Bard

I need to perform advanced features like chatting with a PDF

- Use Claude