

Chat Models vs Reasoning Models

Learn about the difference between Chat Models
vs Reasoning Models

Chat Models

What is a Chat Model?

What is digital marketing?

- ➊ **Digital marketing** refers to the use of online channels, digital technologies, and strategies to promote products, services, or brands to a target audience. Unlike traditional marketing, which relies on mediums such as print, television, and radio, digital marketing leverages the internet and digital platforms to engage and convert customers.

Key Components of Digital Marketing:

1. **Search Engine Optimisation (SEO):**
 - Improving a website's visibility in search engine results through organic (non-paid) strategies like keyword optimisation, link building, and content quality.
2. **Content Marketing:**
 - Creating and distributing valuable, relevant, and consistent content to attract and engage a target audience. Examples include blogs, videos, eBooks, and infographics.
3. **Social Media Marketing (SMM):**
 - Promoting products or services via social media platforms like Instagram, Facebook, LinkedIn, Twitter, and TikTok to increase brand awareness and customer engagement.
4. **Pay-Per-Click Advertising (PPC):**
 - Paid digital advertising campaigns where advertisers pay each time their ad is clicked. Popular platforms include Google Ads and Bing Ads.
5. **Email Marketing:**
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Chat models are large language models (LLMs) that use a sequence of messages as inputs and return messages as outputs (as opposed to using plain text).

Message ChatGPT



ChatGPT can make mistakes. Check important info.

Chat Messages

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Chat models have 3 types of messages:

- *Developer (system) message*
- *User messages*
- *AI messages*

Large Language Model Providers



ANTHROPIC



Gemini



- GPT-X series
- Claude Sonnet + Claude Opus
- Llama series
- Google's Gemini series
- Mistral

Chat Model Characteristics

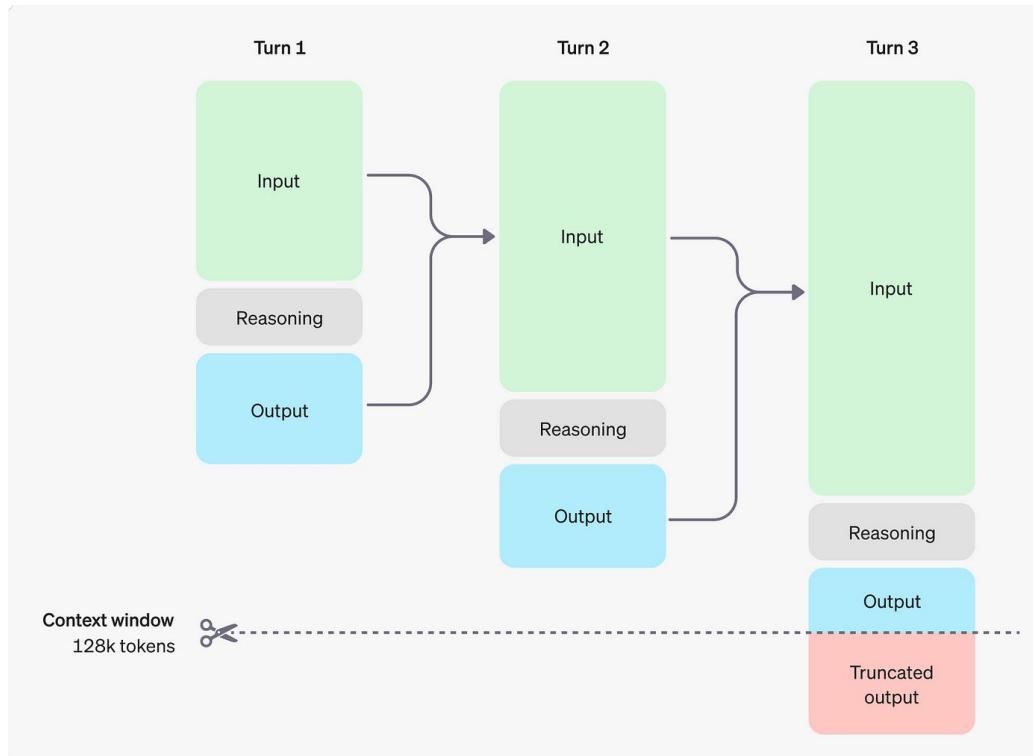
- **Low Latency:** Chat models respond quickly and often stream each word (token) as it is generated.
- **Reasoning Capabilities:** Models such as Claude and GPT-5 are capable at solving easy to medium difficulty tasks.

Reasoning Models

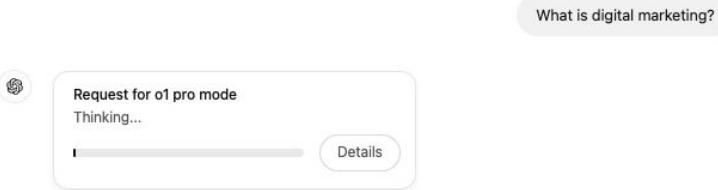
Test Time Compute Scaling

Instead of just making bigger AI models, test-time compute gives models extra processing time ***during execution to think through problems*** and refine answers—similar to how humans spend more time on complex tasks.

OpenAI - GPT-5 Thinking



OpenAI - GPT-5 - Thinking Time



- Reasoning models ***will allocate thinking time***, before responding to your query.

Reasoning Model Characteristics

- **High Latency:** Reasoning models such as GPT-5 with thinking from OpenAI, which will take longer to respond.
- **High Reasoning Capabilities:** Due to increased test-time compute reasoning, these models often *outperform chat models*. Reasoning models are *much better at solving harder problems*.

When To Use A Chat Model / Reasoning Model

Use Case	Chat Model	Reasoning Model (Test-Time Compute)
Content	<ul style="list-style-type: none">• Quick emails & posts• Simple summaries	<ul style="list-style-type: none">• Technical documentation• Research analysis
Problem Solving	<ul style="list-style-type: none">• Basic calculations• Simple Q&A	<ul style="list-style-type: none">• Mathematical proofs• Multi-step debugging
Analysis	<ul style="list-style-type: none">• Basic data summaries• Quick insights	<ul style="list-style-type: none">• Statistical analysis• Pattern recognition
Decision Making	<ul style="list-style-type: none">• Simple recommendations• Quick choices	<ul style="list-style-type: none">• Risk assessment• Strategic planning

Best Practices

- For tasks that require increased accuracy/reduced error *use reasoning models.*
- For tasks such as copywriting or content generation, use smaller models.
- Reasoning models take time to respond, so have another task that you're working on whilst waiting for the response.