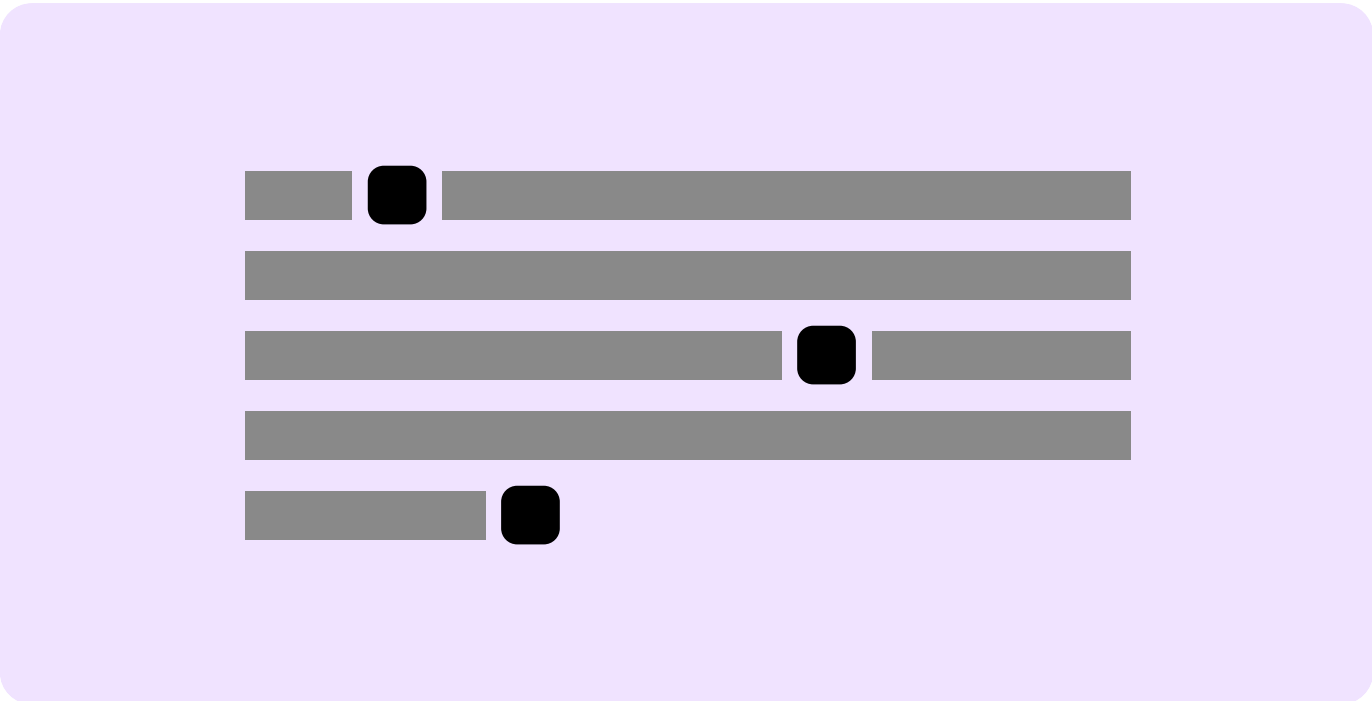


THE TRUST BUILDER

Be transparent about the sources being used for generation



A recent research revealed that a considerable number of people expressed ambivalence or outright reluctance to trust AI systems. Think about the criticism that Google received for its AI overview, many users don't trust the AI results at all. This pattern aims to help bring the gap, encouraging people to feel more comfortable with and confident with AI-generated outputs.

Challenges

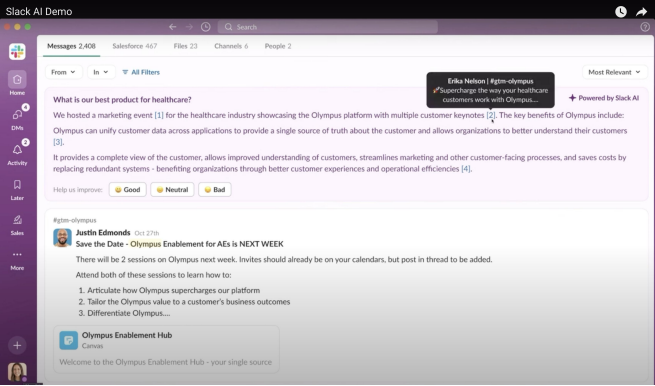
- People are unsure about the process the model followed to arrive at the AI result.
- People lack confidence in the AI-generated summaries. They prefer to rely on trusted sources rather than AI's interpretation.

Solution

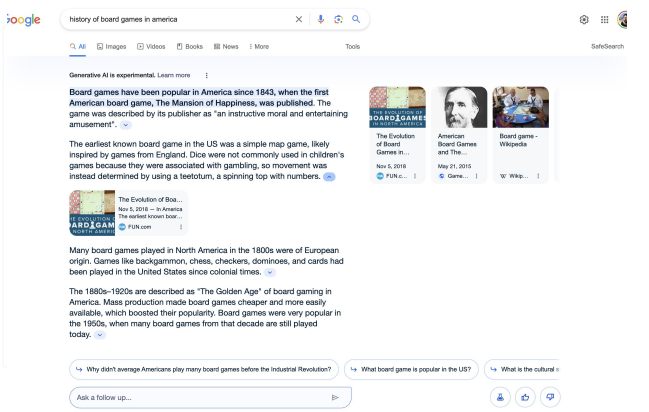
To make search results more credible, it is important to communicate the sources so that users understand how the system works and where the AI summary is drawn from. This transparency encourages users to trace back to the original resources and verify the results themselves. A common approach is to present these sources in a manner similar to how references are listed in a research paper.

Embed resources inline within AI Overview

- Resources can be indicated in different ways, such as through numbers, icons, or other symbols.
- A hyperlink should be provided to users so they can easily access the original resources.



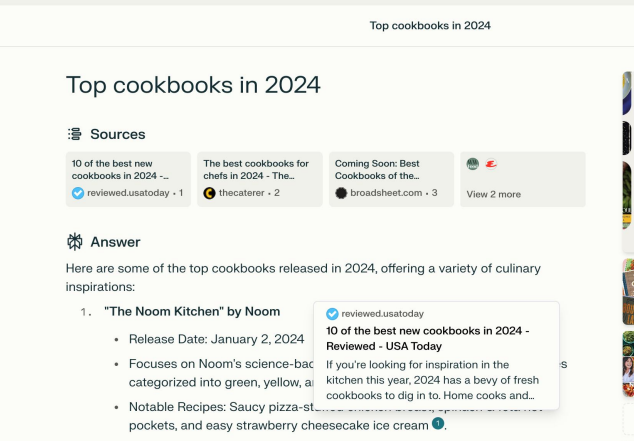
Slack - sources are embedded in-line with numbers. Once mouse over, it will show users exactly where in the messaging it referenced to draw the AI summary.



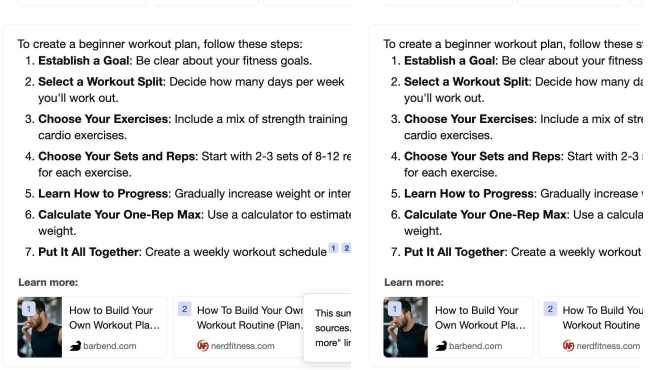
Google uses the ChevronDown icon to indicate the sources behind its results. Clicking on the icon displays a a thumbnail of the source with a hyperlink that a user can navigate to.

Provide a resource list

- Listing all resources together and placing them above or below the AI Overview. This offers convenience for users, allowing them to easily find the resources without searching for them individually within the text.



Perplexity uses numbers to reference the resources it utilized, listing all the sources above the answer.



Bing uses numbers to reference the sources it used, grouping all the resources cited to create the summary into a single list that is located below the summary.