

Conclusions

Tutorial Agenda

- ✓ Introduction
- ✓ Hard
- ✓ Easy
- ✓ Medium
- ✓ Ugly
- ✓ Conclusions

Topics for Q&A / Discussion

- The positive outlook
- The cautious outlook
- The negative outlook

The positive outlook

- Lots of services and new components ready to be used
 - LLMs, web search, NLP components, data, etc.
- Possible to solve different types of puzzles
- Easy to build working prototypes
- Fast development cycle
- Good understanding of what is possible

The cautious outlook

- No silver bullet
- Difficult to change user behavior
- Adoption
- Data & labels are king
- Provenance
- Human vs AI content generation matters

The negative outlook

- We're not solving the hard problems
- Fluency is not intelligence
- Difficult to detect false data/information/sources
- Difficult to predict system behavior
- (IR)-Responsible AI
 - ChatBot (without attribution) \approx Disintermediation / Plagiarism
 - Desiderata for market maker:
 - Suppliers should be your friends (not your lunch)
- Success catastrophe:
 - Unrealistic expectations \rightarrow AI Winter