

# Unanswered Questions and Endless Possibilities

Thoughts on the Future of Generative AI



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The Generative AI space is evolving at a breakneck speed, leaving us with a series of unanswered questions and exciting possibilities. As we look towards the future, three major themes are dominating my thoughts these days: content consumption, content creation, and task execution. More specifically, what do these look like in a future fueled by Generative AI?



# 1. Content Consumption: A Transformed Landscape

It's becoming clear that in the next few years, the way we interact with online content - whether it be through websites, mobile apps, or something different - will undergo a radical transformation. Generative AI, coupled with a deep

understanding of user intent, will pave the way for more adaptive and personalized end-user experiences.

Imagine ordering a pizza online. Instead of navigating through menus and options, a website could intuit your intent and surface relevant content immediately creating a custom experience tailored to you, and the context of that specific visit. This shift from pre-defined interfaces to adaptive, user-centric experiences will redefine content consumption as we know it.

## **2. Content Creation: From Ideas to Immersive Experiences**

With the surge in content consumption, the question arises: how will this content be created? The future of content creation feels like it will lie in tools that seamlessly blend different types of input - from unstructured thoughts, and audio files, to video clips, and other creative fragments, into engaging, multi-modal formats.

Think of a journalist crafting a news story. Instead of a traditional text-based article, they might utilize a platform that weaves together voice recordings, video snippets, and handwritten notes to create a truly immersive and interactive experience for the reader (that can then be personalized when an end-user sees it, as mentioned above).

## **3. Task Execution: An Army of Agents at Your Service**

Beyond consumption and creation, the execution of tasks also feels ripe for a new paradigm shift, revolutionized by AI. Let's take the simple task of having to plan your child's birthday party (something top of mind for me right now). Instead of juggling multiple websites and to-do lists, you could delegate tasks to an army of

AI agents. These agents would search for themes, order supplies, send invitations, and even book a cake, all while keeping you informed of their progress.

This agent-based framework would streamline task management and extend beyond personal use cases to various industries, improving efficiency and productivity across the board.

## The Road Ahead: Uncharted Territory and Boundless Potential

The Generative AI landscape is still in its early stages, but the potential is undeniable. As we grapple with these unanswered questions and explore new possibilities, one thing is clear: the future of content and the way we interact with it will be shaped by the power of AI. The journey ahead is uncharted, but the possibilities are boundless.



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Jan Matusiewicz Mar 28

Thank you for this thought-provoking blog post. While generative AI currently shows promise in creating articles similar to a journalist, it's intriguing to consider its potential for investigative journalism. Imagine if AI could go beyond summarizing existing information and conduct its own research, delving into hidden corners and uncovering the truth.

The success of Bellingcat demonstrates the power of open-source data in investigative reporting. Many issues remain concealed due to insufficient scrutiny, but an AI-powered investigative journalist, operating within an agent-based framework, could change this

dramatically. The implications for real-world transparency and accountability could be profound.

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