

MEDIA REPORT 12

Summary

In the AP News article, “Amazon launches Q, a business chatbot powered by generative artificial intelligence”, reports on the tech giant Amazon's plans to launch Q(a business chatbot powered by generative artificial intelligence). The announcement was made in Las Vegas at an annual conference the company hosts for the AWS cloud computing service. This announcement represents Amazon’s response to rivals who’ve rolled out chatbots that have captured the public’s attention. A San Francisco startup OpenAI’s release of ChatGPT a year ago sparked a surge of public and business interest in generative AI tools that can resemble the work of humans. This announcement initially gave an advantage to OpenAI’s chief partner and financial backer, Microsoft which has rights to the underlying technology behind ChatGPT and has used it to build its own generative AI software known as Copilot. These chatbots are the new generation of AI systems that can converse, generate readable text on demand, and even produce novel images and videos based on what they’ve learned from a vast database of digital books, online writings, and other media. Amazon also stated that Q can do things like synthesize content, streamline day-to-day communications, and help employees with tasks like generating blog posts. Companies can also connect Q to their data and systems to get a tailored experience that’s more relevant to their business.

However, while Amazon seems ahead of rivals like Microsoft and Google as the dominant cloud computing provider, it’s not leading AI research that is leading the advancement in generative AI. A recent Stanford University index that measured the transparency of the top 10 foundational AI models, including Amazon’s Titan, placed Amazon at the bottom. Stanford researchers stated that less transparency can make it harder for customers who want to use technology to know if they can safely rely on it. Amazon meanwhile has been forging forward because Amazon stated that it would invest up to \$4 billion in the AI startup Anthropic(a San

Francisco-based company that was founded by former staffers from OpenAI). The tech giant also has been rolling out new services, including an update for its popular assistant Alexa so users can have more human-like conversations and AI-generated summaries of product reviews for consumers.

Personal Opinion

Overall, I strongly agree with what Amazon is doing in the development of AI because chatbots are the new generation of AI systems that can perform human tasks such as converse, generate readable text, produce novel images and videos, online writing, and other media. Q can also help businesses because it can do things like synthesize content, streamline day-to-day communications, and help employees with tasks like generating blog posts. I do believe that Amazon should invest more in AI research because it could allow them to gather more customers because by being transparent, customers can safely rely on it. I agree that investing in AI startups would also be helpful because the innovation of AI may result in market leadership changes, global economic growth, and investor opportunities.

Citation

AP News. "Amazon launches Q, a business chatbot powered by Generative Artificial Intelligence". AP NEWS. Associated Press, November 28, 2023
<https://apnews.com/article/amazon-chatbot-q-chatgpt-09964d52076b1db7df8cca695423661f>