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MCIS-6273

Data Mining (Prof. Maull) / Fall 2023

Homework II

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Listen to this podcast:

* Machine Learning Street Talk (MLST): *Perplexity AI*: The Future of Search; May 8, 2023; Interview with Aravind Srinivas, CEO and co founder of [Perplexity AI](https://www.perplexity.ai/). You will find a variety of sources of the interview (pick one):
  + [Apple Podcasts](https://podcasts.apple.com/us/podcast/perplexity-ai-the-future-of-search/id1510472996?i=1000612223005)
  + [Player.fm](https://player.fm/series/machine-learning-street-talk-mlst/perplexity-ai-the-future-of-search)
  + [Spotify](https://podcasters.spotify.com/pod/show/machinelearningstreettalk/episodes/PERPLEXITY-AI%C3%A2%E2%82%AC%E2%80%9DThe-future-of-search-e23i5fq)
  + [Youtube (**no ads**, no tracking, viewed through DDG)](https://duckduckgo.com/?q=machine+learning+street+talk+perplexity&t=vivaldi&iax=videos&ia=videos&iai=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D_vMOWw3uYvk)
  + [Youtube direct (ads, account tracking, etc.)](https://www.youtube.com/watch?v=_vMOWw3uYvk)

Find out what all the hullabuloo is about.

**§ Task:** Summarize the 3-5 main takeaways of the interview? Be brief.

In the interview with Dr. Aravind Srinivas, co-founder and CEO of Perplexity AI, several key points were emphasized. Firstly, Perplexity AI has developed a notable search technology, particularly recognized for its high citation recall, which has significantly aided users in various research domains. A notable advancement is the integration of GPT-4 and a partnership with Wolfram Alpha, enhancing the engine's search capabilities. The discussion also delved into the future of AI-driven search engines, underscoring the importance of user alignment, truthfulness, and combating misinformation. Lastly, the role of Large Language Models in improving search relevancy and the overall user experience was highlighted, showcasing the potential and direction of AI in search technology.

**§ Task:** Provide 3-5 sentences expressing your reactions to the interview? Be direct, succinct and precise.

The interview with Dr. Aravind Srinivas is highly insightful, showcasing Perplexity AI's cutting-edge approach to search technology. The integration of GPT-4 and collaboration with Wolfram Alpha are particularly impressive, indicating a significant leap in search engine capabilities. The focus on user alignment and combating misinformation reflects a responsible approach towards AI development. The discussion on the potential of Large Language Models in enhancing search relevancy and user experience is intriguing, highlighting the transformative impact AI can have on information accessibility and reliability. Overall, the interview paints a promising picture of the future of AI in search technology.

**§ Task:** What’s *one thing* did you find most interesting or surprising in the interview?

The most interesting aspect of the interview with Dr. Aravind Srinivas is Perplexity AI's commitment to truthfulness and its efforts to tackle misinformation. In an era where information overload and the spread of misinformation are major concerns, Perplexity AI's approach to ensuring accurate, reliable citations and aligning with user needs stands out. This focus not only enhances the quality of search results but also contributes to building user trust in AI-driven search technologies.

**§ Task:** Provide *one* criticism or concern of the work of Perplexity AI, and expand on that criticism with a few sentences explaining why you feel your criticism/concern is warranted.

One potential criticism of Perplexity AI, as highlighted in the interview with Dr. Aravind Srinivas, could be its reliance on advanced technologies like GPT-4 and partnerships with platforms like Wolfram Alpha. While these integrations undoubtedly enhance the search engine's capabilities, they also introduce a dependence on external AI systems and datasets. This reliance could limit Perplexity AI's control over its own search algorithms and the direction of its technological development. It also raises questions about data privacy and the handling of user information, especially when interfacing with multiple AI systems and external data sources. Such dependencies in the rapidly evolving field of AI can present challenges in maintaining autonomy and ensuring user data security and privacy.