

# Microsoft's new Bing search

February 9, 2023

**In news**– Recently, Microsoft announced plans to integrate its Bing search with more artificial intelligence (AI) features, powered by a new and bigger language learning model (LLM) from OpenAI.

## **About the new Bing search-**

- Based on what Microsoft showcased, **Bing search will be more conversational and interactive**, almost like **a smart AI assistant**, rather than just showcasing endless links – which is the case right now.
- Microsoft is calling the new Bing and Edge as users' AI copilot for the web as they are claimed to deliver better search, more complete answers, a new chat experience and the ability to generate content.
- Bing's new avatar will **allow the search engine to give more conversational answers**, in the form of essays and summaries which is based on consolidating reliable sources across the web.
- Bing's new chat experience will also write poems, and stories and even give tips on what to do in a particular city, all designed to make search seem more personalised.
- This is still a limited release and users have to sign up on the waitlist in order to get access. The Bing search experience once it starts rolling out will be available on the desktop and the respective apps.

## **Difference between new Bing search & ChatGPT-**

- Microsoft's Bing Search will continue to show links, even in those essay-style answers – the links are shown at the bottom of these answers.
- **ChatGPT does not show links at the moment.** But it would be fair to say Bing is getting a lot of help from OpenAI

and the large language models (LLM) that helped create ChatGPT.

- **LLM powering Bing is bigger than what is being used to run ChatGPT**, though exactly how big is not specified.
- This also means **Bing's AI chat will have more answers and a larger knowledge pool compared to ChatGPT** – where the knowledge is limited to events before 2021.
- **But Bing's AI chat experience will certainly make it feel more like ChatGPT**. Users will be able to ask “follow-up questions,” as well to their earlier question.
- The new AI features also apply what Microsoft is calling a **“Prometheus model”**.
- Microsoft calls this a proprietary way of working with the OpenAI model that ensures it can utilise these language models in the best possible manner to give relevant, timely and targeted results.
- Microsoft has cautioned that not all answers will be accurate given these features are still in early preview.
- Bing search will also let users flag an answer as incorrect if needed which will help in feedback.