

Personalised Internet

We're in a transition phase. What we now have is a universal internet, we're all seeing the same search results, there is not much difference between two peoples internet experiences really besides social media. I think due to AI, the web will also transition to this personalised targeted version of what we now have and have had, each individual person will have their own unique internet experience. This is a fundamental shift, not just for how content and advertising is delivered but how reality is shaped, in the UK, on average, adults will spend 76% of waking hours on the internet.

As I'm writing this, Google has recently announced that they will offer personalised search results using search history as context to provide personalised results.

Historically, the search objective was to be #1 result on Google, this would give you the most exposure as possible because #1 was #1 for EVERYONE.

But now, that may all change, my Google may not be your Google.

Many, including myself now use AI Platforms such as ChatGPT for search, AI is smarter, it's more advanced than our traditional search engines and, they're contextually aware, they include features like memory, every time you use these platforms, they're learning more about you, you can provide deeper queries by providing more context, reasoning and your objective to questions and you will receive a more contextually appropriate answer.