

Using AI summaries




Search engines use AI written summaries. These use LLMs to create the summary

One of the common applications of this is to summarise what reviews say about places


The slides show three places I visited on the same week and the Google Maps App AI summary about each one



Using AI summaries

Ex 1 – a branch of Boots the chemist

Boots Pharmacy   

[Overview](#) [Services](#) [Reviews](#) [Photos](#)

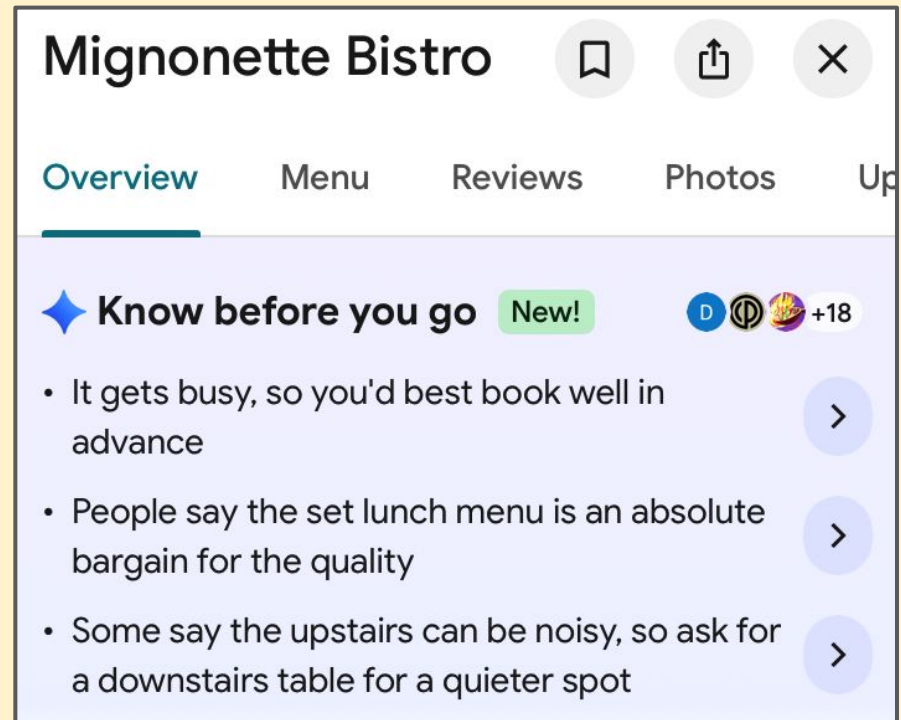
◆ **Know before you go** New! 

- The pharmacists are known for giving thorough and helpful advice 
- People say there can be long queues, so order your prescription online for collection or delivery 

This seems to be limited to the pharmacy. The shop was fine and there weren't any queues. There wasn't a queue at the pharmacy either

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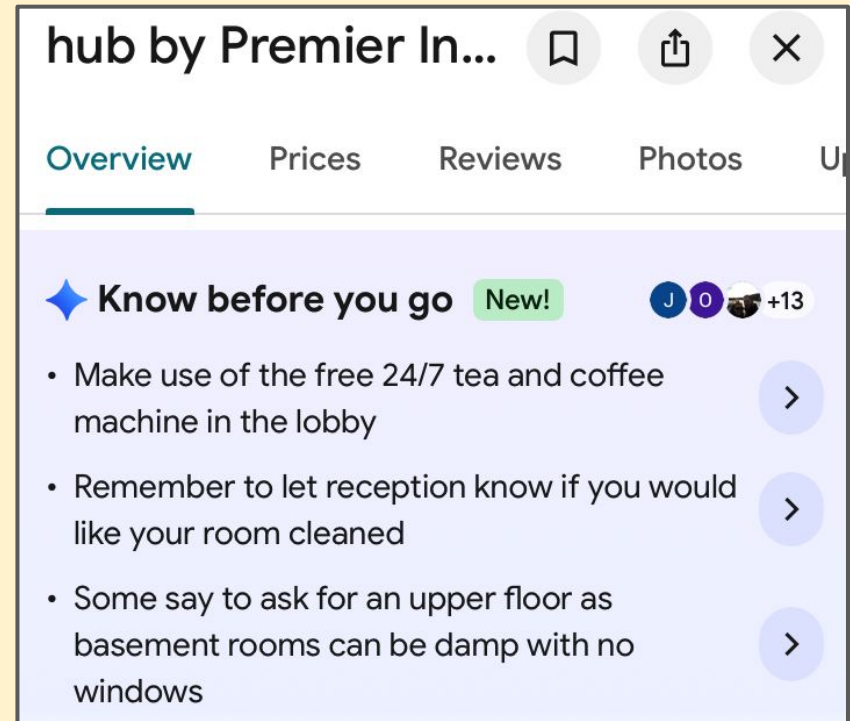
Ex 2 – a restaurant



It was busy and we did book and the lunch menu (which isn't "set lunch" with no choice) was really good value. The downstairs bit seems random – and there's narrow staircase to get downstairs which could be a problem

Using AI summaries

Ex 3 – a hotel



None of this is very useful to tell me if the hotel's any good (other than the basement rooms being a bit dodgy). The first two points are true, but not all that helpful a summary of the hotel

Using AI summaries

AI summaries work by the system looking at every review for the place and working out what most people think

Is this a reliable method?

- something may have changed recently, but reviews might go back years;
- who write reviews? Is it just angry people?
- is it possible to write fake reviews to influence the LLM?

Using AI summaries

Task:

Find some AI summaries of places or organisations you know (hotels, restaurants, shops, clubs etc...). Are they accurate? Would they help someone making a decision?

Produce a PowerPoint summarising your findings

Note: I used the Google Maps App which has a summary function. It isn't on the Google Maps website yet