

Communication with Non-Understandable Machines

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LLMs and generative AI constitute "a profound change in the history of life on Earth"

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Machines have not learned to become intelligent, they have learned to participate in communication

Algorithms look for patterns and regularities in the vast amount of text and material they have at their disposal

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The difference from human forms of processing is not a weakness but the very root of the success of these technologies

Move from artificial intelligence to artificial communication

Niklas Luhmann's concept of communication

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Algorithms, that do not think, can act as communication partners

Analysis of digital tools for obtaining information

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Google Search

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Google Search

LLMs

Analysis of digital tools for obtaining information

Google Search

LLMs

Perplexity

Studies of the social consequences of communication media such as writing, print, photography, film, and television

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Different tools (Google Search, LLMs, RAG-powered tools) realize different forms of communication

Google Search automated the catalog of archives or libraries

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One communicates *through* Google Search, not *with* Google Search

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One communicates *through* Google Search, not *with* Google Search

One communicates with those who produced the content

LLMs are not search engines but “answer engines”

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Users communicate directly *with* the digital system

Hallucinations of algorithms

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Algorithms were created not to understand, but to communicate

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All LLMs „hallucinate with every utterance“

The communication model corresponds in digital form to the interaction among presents

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Partners provide only the information available in their memory and in the immediate context

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Training data and “context window”

RAG-powered models as Perplexity

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Like LLM, they act as communication partners and provide response tailored to the user and the context

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Like LLM, they act as communication partners and provide response tailored to the user and the context

Like Google Search, they provide access to different contexts

Perplexity accesses selected external sources while maintaining the angle and perspective of each of them

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Perplexity hallucinates much less.



***The Future
of Prediction***

<https://tinyurl.com/ypxfsav6>