OCTOBER 2023

# NEWSLETTER

Malta Media

## CHATGPT JUST GOT A WHOLE LOT SMARTER AND MORE VERSATILE!

1. CHATGPT NOW SURFS THE WEB

2. CHATGPT CAN NOW SEE, HEAR, AND SPEAK

# 1 CHATGPT JUST GOT A WHOLE LOT SMARTER AND MORE VERSATILE!

In the previous month, various news outlets highlighted significant improvements made to OpenAI's ChatGPT. These enhancements enable ChatGPT to engage in web browsing, react to audio cues, and process images. Here's a look at some incredible updates about ChatGPT, and you're going to love them!

### 1. ChatGPT Now Surfs The Web

Did you know ChatGPT used to have a limitation on the data it could use? Well, that's history now! ChatGPT has learned a new trick—it can browse the internet. Yep, you heard that right! It can fetch you the latest info and even give you direct links to the sources.

Right now, this feature is only available for Plus and Enterprise users, but they'll expand it to all users soon. Just click on "Browse with Bing" under GPT-4.

One thing to keep in mind though; not all websites' data will be available due to some restrictions. So, while ChatGPT is super helpful, it's always a good idea to double-check and edit the info it provides.

### 2. ChatGPT Can Now See, Hear, And Speak

This is where things get really cool. ChatGPT can now understand and work with voice and images. Here's how it all works:

- **Voice Conversations:** OpenAI introduces voice capabilities, allowing you to have interactive conversations with your AI assistant. Just go to settings, opt into voice conversations, and choose your preferred voice from five options. It's powered by advanced text-to-speech technology and supported by professional voice actors and Whisper, OpenAI's speech recognition system.

- **Image Interaction:** You can also show ChatGPT images to make your conversations more engaging. You can snap a pic and have ChatGPT tell you all about it. Or if you're wondering what to make for dinner—just snap some pics of what you've got in your fridge, and ChatGPT will help you cook up a delicious meal, step-by-step. Plus, in their mobile app, there's a drawing tool that lets you focus on specific parts of an image.

These image capabilities are available for Plus and Enterprise users, with voice coming to iOS and Android (opt-in within your settings) and images available on all platforms. It's all powered by some super-smart models, GPT-3.5 and GPT-4, which use their language skills to understand a wide range of images, including photos, screenshots, and documents with both text and images.

**In a nutshell**

ChatGPT is now your go-to source for real-time web information, a helpful companion for voice conversations and image discussions, and an even more powerful tool to assist you in your daily tasks. These updates are a game-changer, bringing ChatGPT closer to being your ultimate conversation buddy. Use these new features to make your daily tasks easier and more fun.

## 2) Everything About Google's Latest Helpful Content Update

Recently, Google rolled out its latest Helpful Content Update (HCU) with an improved classifier, which began on September 14 and ended on September 28.

According to Google, the HCU classifier is used to help web pages get ranked accordingly in search results. It takes into account several factors, including:

- The quality of the content
- The relevance of the content to the user's query
- The originality of the content
- The usefulness of the content

Using various machine learning techniques classifier assesses the helpfulness of the web pages. Now, a web page will rank higher in search engines only when a web page is deemed to be helpful. If a web page is deemed to be unhelpful, it will be ranked lower in search results.

The consensus is that this HCU update was more impactful than the previous HCU updates in August 2022 and December 2022.

**Changes to Helpful Content Guidance**

Several sites with AI-generated and programmatic content that churned out pages en masse were hit hard. Other highly affected categories included gaming, reviews, lyrics, travel, downloads, translation, and calculation-type sites. Some of the how-to recipe sites were also hit badly.

Several important updates were also made to Google Search's helpful content system and your website guidance document.

Earlier, Google mentioned that content has to be written by people. But the new documentation now reads:

"Google Search's helpful content system generates a signal used by our automated ranking systems to better ensure people see original, helpful content created for people in search results."

To address the issue of sites hosting third-party content, a new section has been added that reads:

"If you host third-party content on your main site or in your subdomains, understand that such content may be included in site-wide signals we generate, such as the helpfulness of content. For this reason, if that content is largely independent of the main site's purpose or produced without close supervision or the involvement of the primary site, we recommend that it should be blocked from being indexed by Google."

They also updated the self-assessment guidance by adding "**or reviewed**" in this statement:

"Is this content written **or reviewed** by an expert or enthusiast who demonstrably knows the topic well?"

They also mentioned about faking an update to a page:

"Are you changing the date of pages to make them seem fresh when the content has not substantially changed?"

They even mentioned about faking freshness:

"Are you adding a lot of new content or removing a lot of older content primarily because you believe it will help your search rankings overall by somehow making your site seem "fresh?" (No, it won't)"

Google also added new guidance on recovering from an HCU:

"If you have noticed a change in traffic you suspect may be related to this system (such as after a publicly posted ranking update to the system), then you should self-assess your content and fix or remove any that seems unhelpful.

Our help page on how to create helpful, reliable, people-first content has questions that you can use to self-assess your content to be successful with the helpful content system."

# 3   Navigating Google Maps' Updated Policies: What Businesses Need to Know

In a proactive move last month, Google rolled out noteworthy updates to its **Maps User Contributed Content Policy**, sharpening its focus on prohibited & restricted content. If you rely on Google Maps for your business, it's vital to be abreast of these changes. Let's delve deeper:

**Cracking Down on Fake Engagement:**
Google is reinforcing its commitment to genuine user interaction. The updated policy now puts a spotlight on content posted via emulators, modified operating systems, or any tactics designed to simulate real engagement. In essence, the goal is to deter any activity that manipulates sensor data, aims to befuddle standard operations, or imitates genuine engagement.

**Emphasizing Personal Data Protection:**
The 'Personal Information' section has been meticulously revamped. The core directive is unambiguous: *Refrain from distributing or posting personal information without explicit consent.* The policy clearly defines personal information and the potential risks associated with its unauthorized disclosure. On a brighter note, merchants can still showcase their phone, email, or social media handles. Furthermore, if an individual's full name is linked to a widely recognized or advertised business entity, or they're a public-facing professional, it's permissible to display their name. Here's a screenshot of that entire section:

## Personal information ^

Do not distribute or post **personal information** without consent. Personal information is defined as information that applies to a living identifiable person and disclosure could result in risk of harm if it is compromised or misused. This includes:

- Content which contains personal information of another posted without their consent such as: full/last name, their face in a photograph or a video, or other information which has been reported as having been posted without consent.
- Personally identifiable information and other personal information about yourself or others including financial information, medical information or personal identification information.

We <u>do allow</u> merchants to post contact information related to their business including phone, email, or social media handles.

We also <u>allow</u> an individual's full name if it is part of the commonly known or advertised business entity or if they are a public-facing professional conducting business under their name.

If you believe your personal information has been posted without your consent, please follow these instructions to flag the review. ⧉

**Thorough Review Process:**

Google isn't just setting the rules; they're actively monitoring adherence. Their review process is comprehensive, evaluating not only the content but also account information, user actions, potential patterns of detrimental behavior, and more. This is backed by both user-reported issues and Google's proactive reviews.

**Consequences of Non-compliance:**

The stakes are high! Google's message is resonant – compliance is non-negotiable. If a Google Maps user's activities, either on or off the platform, jeopardize the well-being of users, the community, or Google's workforce, repercussions can range from account suspensions to outright terminations.

**To Sum It Up:**

Google's renewed commitment to genuine engagement and rigorous personal data protection is evident. As businesses navigate this digital terrain, aligning with these updated policies is not just recommended; it's imperative. For those who spot potential personal information breaches, Google has streamlined **the process to flag such reviews.**