# OpenAI unveils AI-driven search feature for ChatGPT users



OpenAI has introduced a new AI-driven search feature for its popular ChatGPT platform, marking a significant evolution in how users can access information online. The update, referred to as ChatGPT search, integrates the real-time web search capabilities directly into the ChatGPT interface. This new feature is available immediately for existing ChatGPT Plus subscribers and those on the ChatGPT Team plans. Additionally, individuals who were part of the SearchGPT waitlist will benefit from access, with broader availability rolling out to Enterprise and Edu users in the coming weeks. OpenAI has announced plans for free tier users to gain access over the next few months.

The enhanced functionality allows users to transition from traditional AI interaction to direct web searches by clicking a new search icon within ChatGPT. Unlike conventional search engines, ChatGPT not only fetches information from the web but also interprets prompts to provide contextual answers, aligning more closely with the user’s intent. This feature introduces a new citations system that presents sources in a sidebar format when the user clicks on source links, providing transparency and credibility by outlining where information is gathered from.

In a strategic move, OpenAI has developed collaborations with other industry leaders to offer information such as navigation via proprietary maps, stocks, sports statistics, and news with enhanced visual designs. These partnerships with data providers are intended to offer users an array of current updates, surpassing the previously set knowledge limitations of ChatGPT.

Accompanying the search feature, OpenAI is enhancing user interactions through the release of Advanced Voice Mode (AVM). This feature, now available for desktop app users, allows real-time vocal communication with ChatGPT. Rather than typing inputs, users can engage in dynamic conversations, similar to speaking with a human, which can include the natural flow of conversation such as interruptions and interjections. AVM can even detect the user’s emotions and respond appropriately, thereby providing a more immersive experience.

Initially previewed in July, the SearchGPT prototype was tested and refined based on user feedback, leading to this comprehensive rollout. OpenAI has made licensing agreements with leading online publishers—such as The Atlantic, Vox Media, and Condé Nast—enabling ChatGPT to legally utilise their content for training purposes. This move ensures that the AI learns from a wide range of high-quality content while maintaining the integrity of the original work.

Users can activate the search functionality via the ChatGPT website or mobile apps across various operating systems. However, a subscription to ChatGPT Plus or accessing through work-provided ChatGPT Teams is necessary to use it immediately. Enterprise and Edu users are expected to receive access by November, with free users joining early next year.

The introduction of these features marks a step forward for OpenAI in merging conversational AI with real-time web interaction. However, some early feedback suggests that while promising, the platform will require further refinement to compete fully with established search engines like Google. Issues such as occasional inaccuracies and the challenge of reaching the high processing standards expected from AI-driven interfaces remain areas for potential improvement. Nonetheless, this innovation signifies OpenAI's commitment to advancing AI utility in daily information retrieval tasks, setting a new standard for interactive digital interactions.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://help.openai.com/en/articles/9237897-chatgpt-search> - Corroborates the introduction of the new ChatGPT search feature, its availability for ChatGPT Plus and Team users, and the rollout plan for other users.
* <https://help.openai.com/en/articles/9237897-chatgpt-search> - Explains how to access and use the new search feature within the ChatGPT interface, including the use of a search icon and shortcut.
* <https://openai.com/index/searchgpt-prototype/> - Details the SearchGPT prototype, its testing and refinement based on user feedback, and the integration of real-time web search capabilities.
* <https://openai.com/index/searchgpt-prototype/> - Discusses the partnerships with publishers and data providers to enhance the search feature with high-quality content and current updates.
* <https://community.openai.com/t/seems-chatgpt-new-search-feature/999477> - Mentions the new search feature in ChatGPT and its availability in both web browser and app functions.
* <https://help.openai.com/en/articles/9237897-chatgpt-search> - Describes the new citations system and the transparency provided by outlining the sources of the information gathered.
* <https://openai.com/index/searchgpt-prototype/> - Explains the collaborations with industry leaders to offer enhanced information such as navigation, stocks, sports statistics, and news.
* <https://help.openai.com/en/articles/9237897-chatgpt-search> - Details how users can activate the search functionality via the ChatGPT website or mobile apps and the necessary subscriptions.
* <https://openai.com/index/searchgpt-prototype/> - Discusses the licensing agreements with leading online publishers for training purposes and maintaining content integrity.
* <https://help.openai.com/en/articles/9237897-chatgpt-search> - Addresses the potential issues and areas for improvement, such as occasional inaccuracies and high processing standards.
* <https://community.openai.com/t/seems-chatgpt-app-is-way-new/999477> - Mentions the integration of the search feature with other functionalities and the ongoing development to improve user interactions.
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