

Google Gemini Presentation

*Presenting our research and
recommendations for the AI software*

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Introduction

- Google Gemini is a suite of advanced multimodal AI models developed by Google DeepMind, designed to process and generate various types of data, including text, images, audio, video, and code. Launched in December 2023, Gemini represents Google's most capable AI system, integrating seamlessly across Google's products and services to enhance user experiences.
- This semester our group conducted a focus group as well as a survey to look at user perceptions of Google Gemini. Since AI is becoming so popular and is being integrated into everyday life, we wanted to see how users perceived this compared to other AI platforms, like ChatGPT. Our focus was on the effectiveness of the advertising and how usable it was.

The Gemini logo features the word "Gemini" in a sans-serif font. The letter "G" is blue, while the letters "emini" are a gradient from purple to pink. A purple four-pointed star is positioned above the letter "i".

Introduction

- Gemini's primary goal is to provide a versatile AI platform that can understand and generate content across multiple modalities. This includes tasks such as language translation, creative writing, code generation, and complex reasoning. Its multimodal nature allows it to handle diverse inputs and outputs, making it suitable for a wide range of applications
- As of now, Gemini is accessible in over 40 languages across more than 230 countries. Users can interact with Gemini through various platforms, including web interfaces and mobile apps. While a free version is available, premium features and enhanced capabilities are offered through the Google One AI Premium subscription.
- The Problem - Lack of awareness of Gemini
 - Poor advertising



Focus Group

- Location: UF Marston Science Library
- Participants: 7 UF students (varied majors/years)
- Roles:
 - Moderator: Ty
 - Recorder: Angelina
 - Verbal note-taker: Morgan
 - Physical note-taker: Yelaine
- Incentive: Fun bookmarks
- Atmosphere: Casual, relaxed and engaging
- Participant body language: Laughter, open body language



Focus Group Key Themes

- Perception of AI/Gemini
 - General skepticism to AI but open to the idea of trusting it in the future
 - Most didn't realize they were using Gemini (Google Search AI Overview)
- ChatGPT vs. Gemini
 - ChatGPT is more well-known and trusted
 - Gemini offers more literal explanations to questions, whereas ChatGPT tends to make assumptions and offer other applicable information
 - Quote: The only bad thing (about Gemini) is that it will take what you say like verbatim; It will not deter from that unless you explicitly say to; ChatGPT more assumes what you need, where Gemini is more like a literal."
 - Gemini seen as less reliable
 - ChatGPT's widespread recognition can be attributed in large part to word-of-mouth, a dynamic that Gemini has yet to replicate



Focus Group Key Themes

- Educational use of AI
 - Efficiency in learning, not cheating
 - Enhances learning
- Future of AI/Google Gemini
 - Possibility of being behind in future if you don't use AI
 - Optimism that Google Gemini could outperform other AI models due to resources
- Gemini Advertising
 - Negative reaction to the Sydney McLaughlin ad - concern that the younger generation is being taught to use AI to imitate human sentiment for something as meaningful as a heartfelt letter



Survey Results

For our sample, we collected data from 04/05-04/08 using qualtrics. 158 University of Florida students filled out our survey.

62.5% of survey respondents were female and 30% of respondents were male, which is not far from the UF average of about 60% women, 40% men. It must also be noted that 3% of our participants preferred not to identify their gender.

Ethnicity-wise, about 59% of respondents identified as white/caucasian, 23% identified as Asian, 22% identified as Hispanic/Latino, 6% identified as Black/African American, 3% preferred not to say and less than 1% identified as other.

As for age range, we got participants 18 to 24 and older to take our survey. The largest percentage was for those 24 and older, at 25%, with 19-year-olds coming in second at 20%.

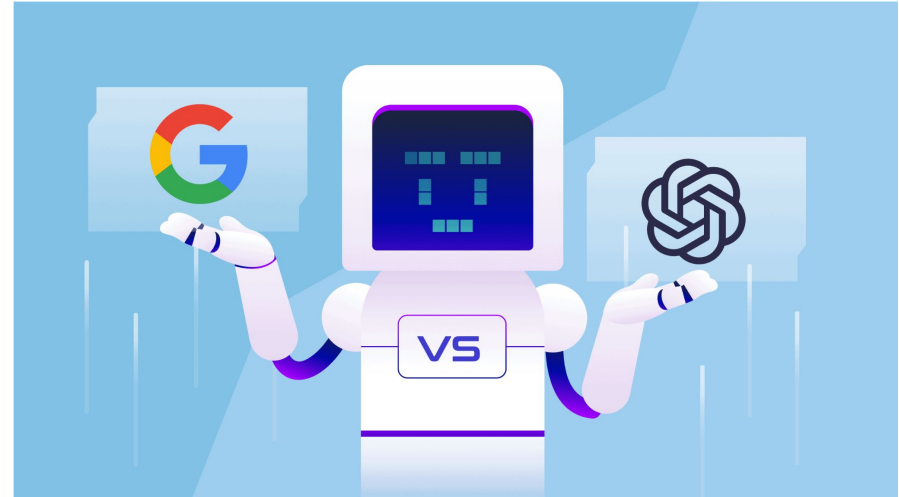


Survey Results cont.

In general, participants had neutral (35%), somewhat positive (20%) or somewhat negative (13%) views about Google Gemini. Familiarity with the software ranged from very unfamiliar (15%) to very familiar (9.4%), although the largest percentage (32%) of participants were somewhat familiar with Google Gemini.

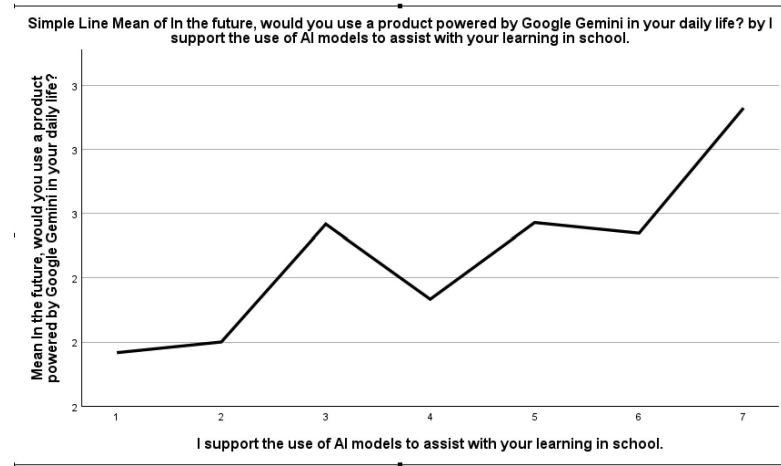
When it came to where participants heard of Gemini, more than half (55%) said they heard of it through advertisements.

When it came to sentiments about Gemini versus ChatGPT in aesthetics and usage, more than half of participants held neutral views. While there weren't strong indications as to whether participants preferred using ChatGPT or Gemini for one reason or another, 60% of participants disagreed or strongly disagreed that they used Gemini more than ChatGPT.



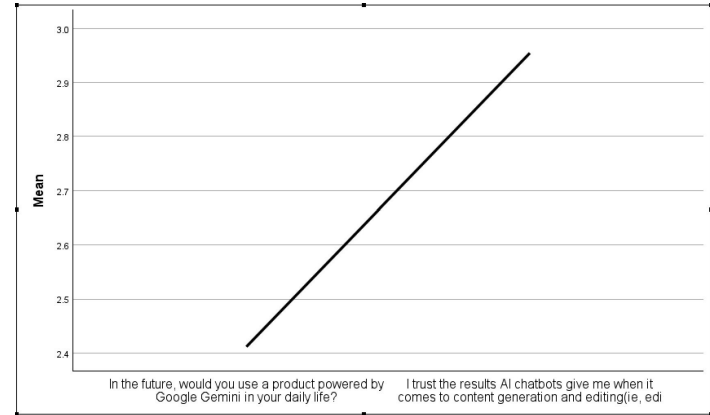
Survey Results cont.

One of our groups' hypotheses is that the more likely a UF student supports AI in education, the more likely they will use Gemini in the future. After conducting a correlation test, I found that the two variables are positively related. The more a student is unsupportive of AI models to assist with learning in school (being 7 on the graph), the more likely they are unlikely to use Gemini in the future (with "No, I wouldn't" being our option #3). When I performed the correlation test, the p-value was 0.003, indicating a significant correlation and a r-value of 0.24. Therefore, there is sufficient support and a positive relationship for the hypothesis.



Survey Results cont.

Another hypothesis we had was that if students trusted AI when it came to content generation and editing, they would be more likely to use Gemini in the future. This hypothesis proved to be statistically significant, with a p-value of 0.006 and an r-value of -0.22. These hypotheses portray the importance of Gemini needs to catering its ads to whoever is most likely to use it. Gemini needs to find a way to reach out to populations that use AI in education and for content editing and/or generation.



Next Steps

Some possible next steps to ensure more effective market research on the integration of Google Gemini within the market currently:

- Limit certain participants from taking survey (prospective UF students, alumni, graduate students etc.)
- Tailor questions on Qualtrics to smart functions in which an option/question is not displayed if user answered “no” to previous question (limits the confusion/repetition for users taking survey)



Recommendations

Work on lack of familiarity:

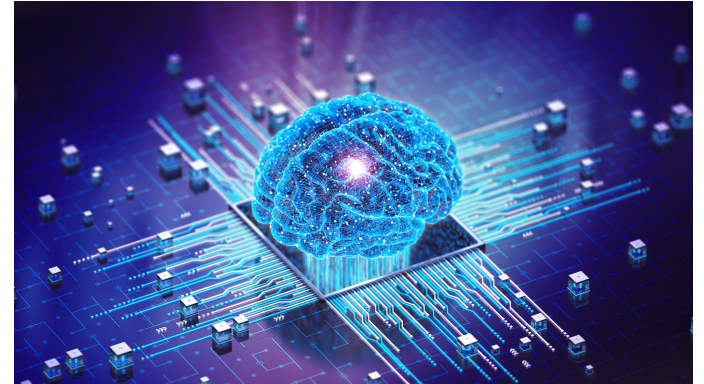
- Participants in focus group and survey takers mention lack of word of mouth from peers.
- Everyone knows ChatGPT for homework help, marketing needs to align with niche.

Work on integration into society:

- Showing everyday practical tasks ex; helping with homework
- Not human sentiment ex; writing heartfelt letters

Work on finding specific niche:

- ChatGPT – homework help, Microsoft CoPilot – optimizing work



Future Work

- Conduct another focus group to further gauge students' perceptions of Google Gemini.
- Due to having an abundance of data from the survey, another focus group should be conducted to measure more qualitative and personal opinions.
- After Google takes suggestions, conduct another survey looking specifically to unreleased Gemini ads.

