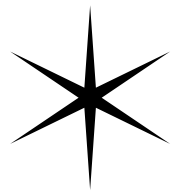


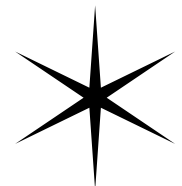
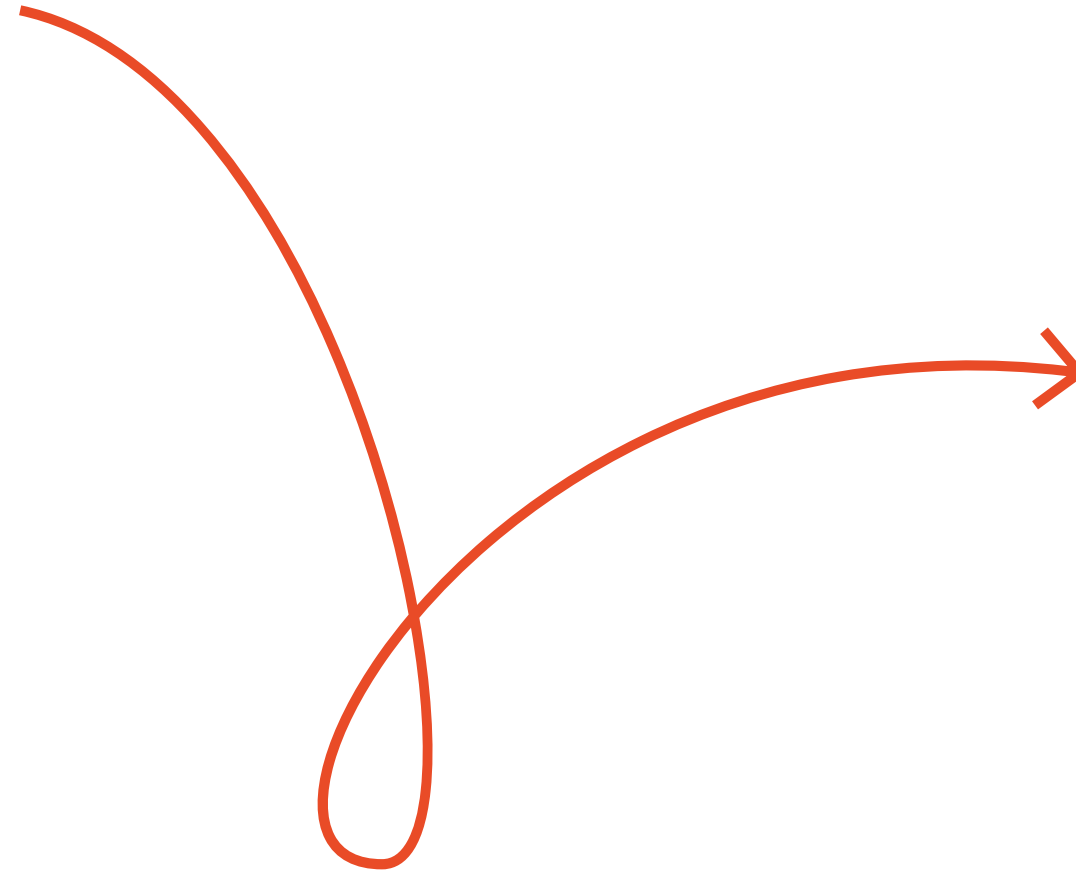
# **SIFT TOOLBOX DEMO**

Mike Caulfield

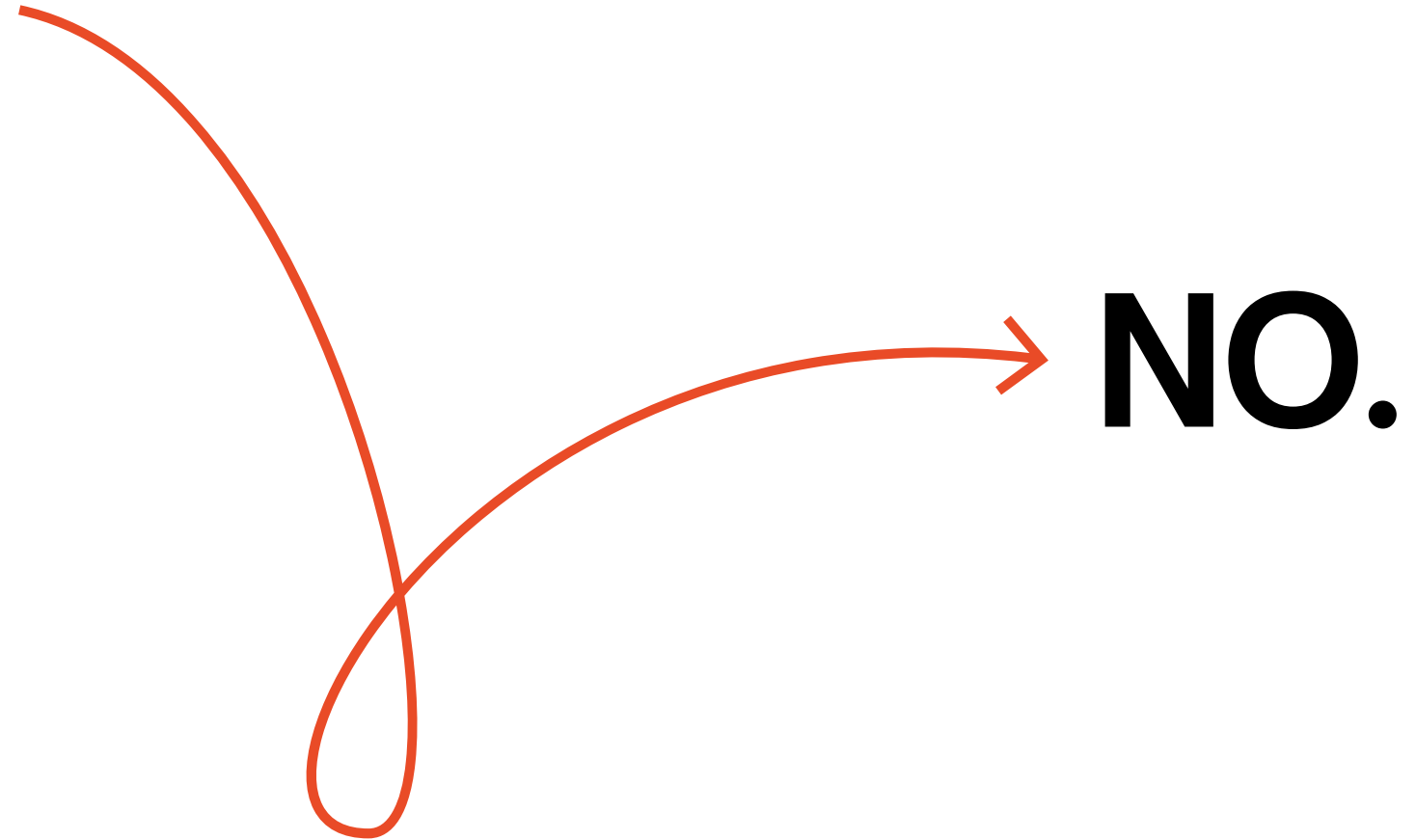
# WAS SEARCH TRANSITIONAL?



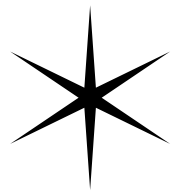
# WAS SEARCH TRANSITIONAL?



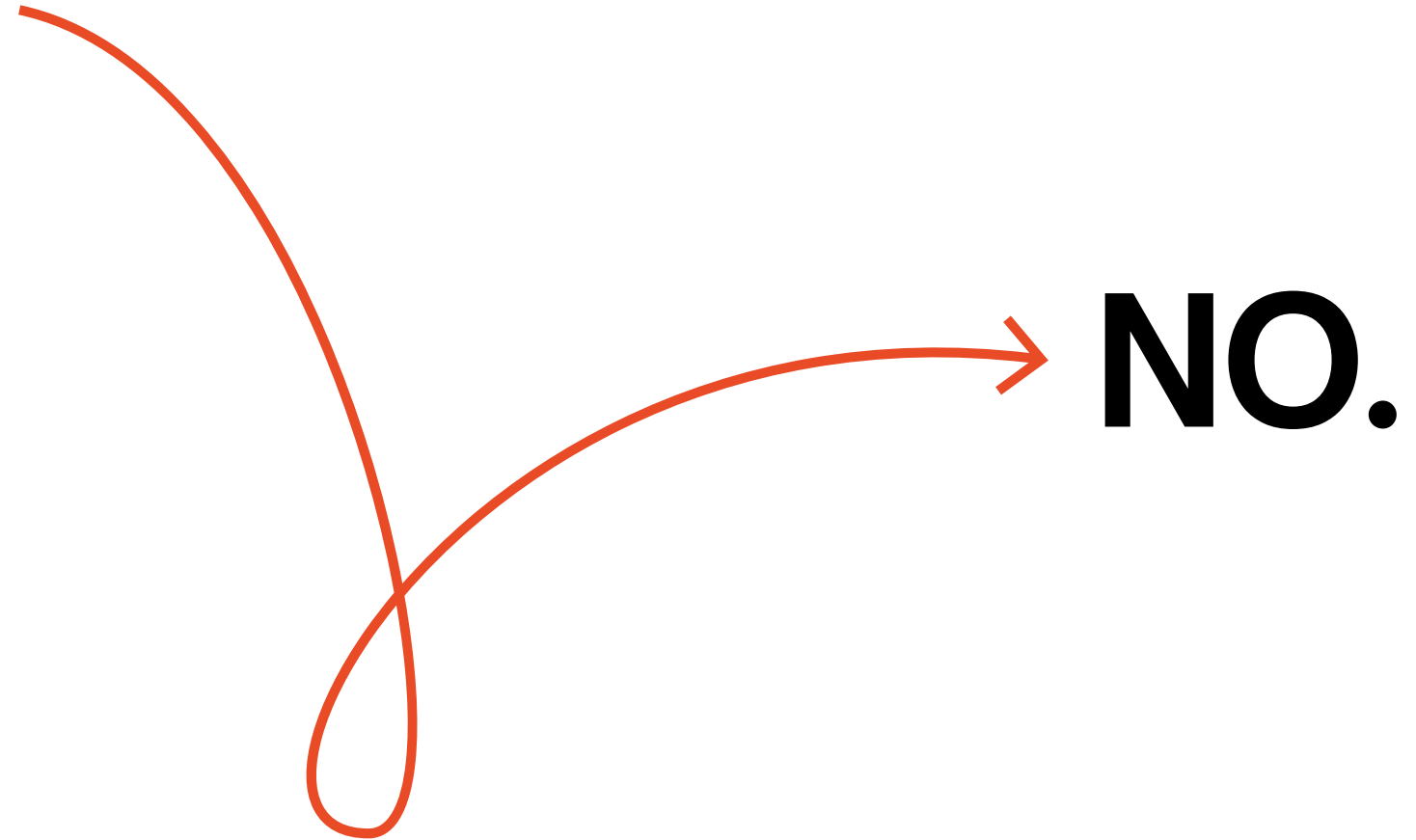
# WAS SEARCH TRANSITIONAL?



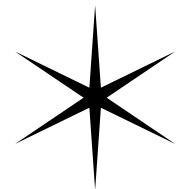
**NO.**



# WAS SEARCH TRANSITIONAL?



**NO.**



Answers have always been a part of search –  
but search is much more than answers.

# SEARCH IS A WAY OF THINKING

**SEARCH IS AN  
OVERLAY**

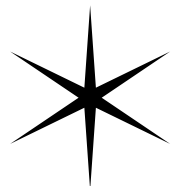
**SEARCH  
SITUATES**

**JOURNEYS ARE  
CONTENT**

Search is an annotation layer that gives us the context to better make decisions, evaluate evidence, or understand the importance/meaning of what we are looking at.

A search result situates you in a discourse. It's a rich, polyphonic experience. That doesn't matter for most things but for the things that matter to you it sometimes does.

The process of search itself is a process of learning and building mental maps – it's more than just the ultimate destination.



# DESIGN PRINCIPLES

## SEARCH IS AN OVERLAY

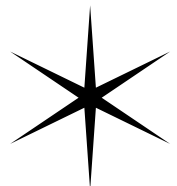
Search intuitively asks the questions you don't know to ask and provides the context you don't (initially) know you need.

## SEARCH SITUATES

Search goes beyond the simplicity of a single answer, situating you in a network of (often conflicting) opinion and knowledge.

## JOURNEYS ARE CONTENT

The "answer" is just one part of the value. The journey to it gives users important insights and background knowledge.



# FEATURES SHOWN TODAY

## EVIDENCE-AWARE RESULTS

Tables match claims to sources for or against. Result sets show the role a page plays relative to question under discussion.

## CONTEXT REPORTS

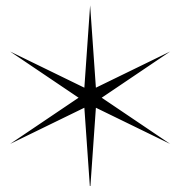
Broader than fact-checks, context reports are structured to deal with a wide array of issues from “is this real?” to “cool picture, who drew it?”

## DISCOURSE BREAKDOWNS

“Read the room” summarizes structure of opinion on a question, with a breakdown of what sort of folks believe what.

## AI-GUIDED ITERATION

“Another round” feature guides smart iteration of searches, and gives users the sense of how additional searches reinforce or complicate findings.





# DEMO

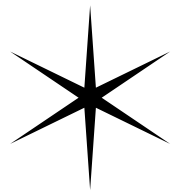
Ben & Jerry's

Chin Strap Insomniac

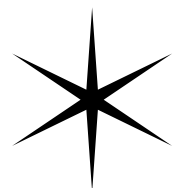
Walnuts and memory.

SIFT Toolbox Prompt

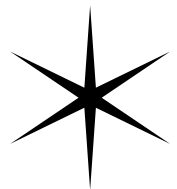
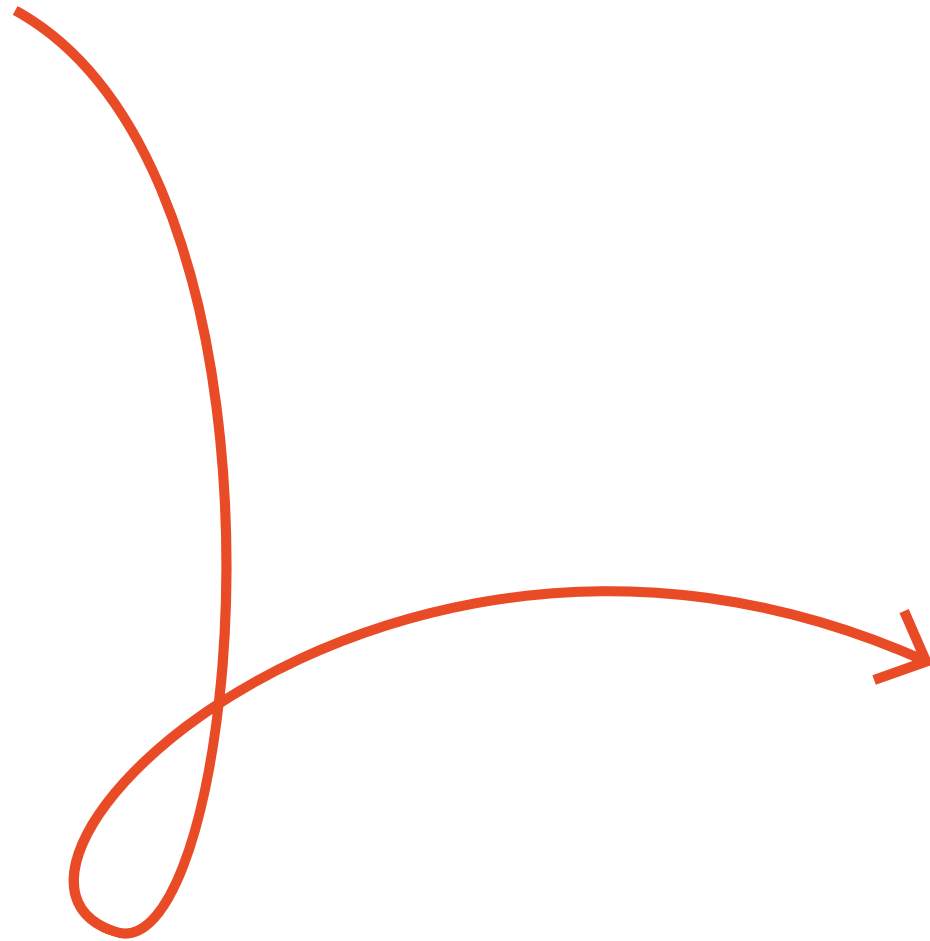
(Use with Claude Paid Version, Needs Search)



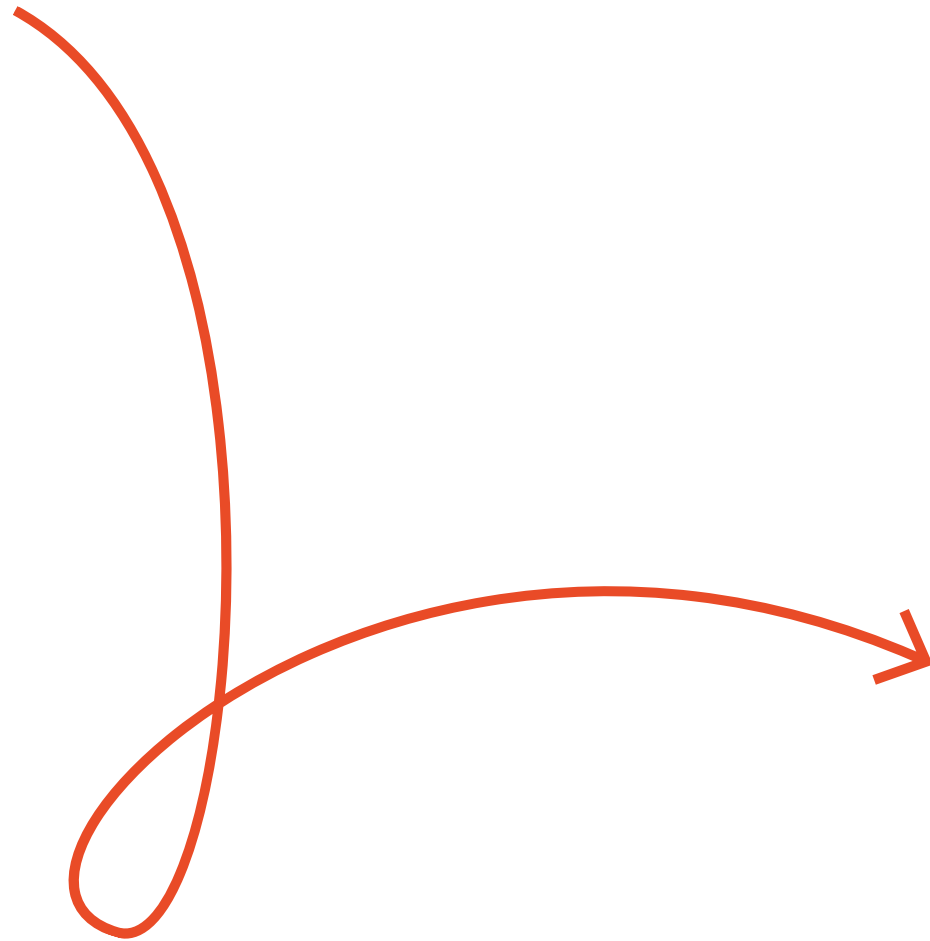
**SEARCH WAS NOT JUST  
TRANSITIONAL**



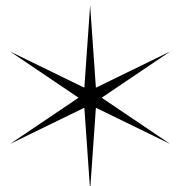
**SEARCH WAS NOT JUST  
TRANSITIONAL**



**SEARCH WAS NOT JUST  
TRANSITIONAL**



**BUT SEARCH NEEDS  
TO TRANSITION**



# WHAT'S NEXT WITH THIS?

**Current: Hobby. *Very* small (but fanatical) user base.**

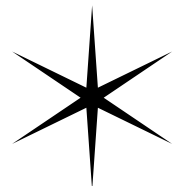
**Future**

**Port to other models?**

**Educational pilot?**

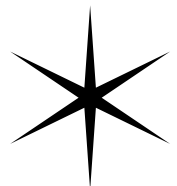
**Pitch as product?**

**Remain proof of concept?**



**BY UNDERSTANDING THE UNIQUE  
BENEFITS OF SEARCH**

**WE CAN BETTER UNDERSTAND  
HOW TO AMPLIFY THOSE  
BENEFITS WITH AI**



**THANK YOU**

**MIKECAULFIELD.SUBSTACK.COM**

**LATEST PROMPT**

