

Steve: I'm seeing stories about OpenAI planning to release a web browser to challenge Google Chrome. How would such a browser differ from traditional browsers?

ChatGPT: Here's what's brewing: OpenAI is reportedly **planning to launch its own AI-powered browser** in the coming weeks. Here's what sets it apart from traditional browsers like Chrome and Edge:

1. Conversational Chat Interface

You'll be able to **chat directly with the browser**, much like using ChatGPT. Ask a question or give a command and it interacts on your behalf—summarizing information, fetching answers, and even completing tasks—all within the chat interface.

2. Built-in AI Agent ("Operator")

This AI assistant can **automatically handle multi-step tasks** like filling forms, booking flights or making reservations—without you manually switching between sites.

3. Based on Chromium, but Data-Driven

Although built using Chromium (like Chrome), the browser will use your history and behavior to **anticipate needs and act proactively**—a shift from passive browsing to an **agentic assistant**.

4. Less Clicking, More Doing

Traditional browsers = search, click, read.

AI browser = **request, receive, approve**. Fewer steps.

5. Strategic Edge & Privacy Questions

It'll likely gather usage data—maybe less for ad targeting (like Google) and more to train AI on how people browse. Questions remain about how private or ad-heavy this model will be.

TL;DR: Traditional browsers are tools. This one aims to be a **butler with a browser window**.

Steve: How would this be different than the searches I currently do with ChatGPT?

ChatGPT: Right now, ChatGPT is like a smart librarian.

The AI browser wants to be that **plus a personal assistant who can go out, do things, and come back with results**. Here's how it differs:

- 1. Real-Time Web Interaction** - ChatGPT gives answers. The AI browser can actually **navigate websites**, book things, click buttons—live.
- 2. Active vs. Passive** - With ChatGPT, you read and then go browse. With the AI browser, you **stay in the chat**—and it browses for you.
- 3. Screen Awareness** - It can see what's on the webpage you're on. Highlight content. Suggest actions. Summarize pages in-place.
- 4. Task Automation** - The AI browser could **fill out forms**, complete purchases, or handle booking flows that ChatGPT alone can't.
- 5. Memory** - It may remember your preferences, favorite sites, and behavior—offering **smarter suggestions over time**.

TL;DR: ChatGPT tells you what to do. The AI browser **does it** (or starts

it) for you.

Steve: How might I use such an AI browser to interact with my blog?

ChatGPT: If you had an AI browser working with smays.com, here's what it could do:

1. Search and Read

- "Show me everything I've written about Land Rovers."
- "What did I say about Taoism in 2021?"

2. Draft Posts

- Turn a casual thought into a post.
- Suggest a title, tags, and featured image.

3. Link Across Posts

- Auto-link to related posts you've written—even ones from 15 years ago.

4. Maintenance

- Find broken links
- Update old formatting

- Back up posts that match certain topics

5. Trend Analysis

- "What themes do I revisit most often?"
- "What tone do I use when writing about aging vs. technology?"

TL;DR: Instead of just displaying your blog, the AI browser **becomes your researcher, editor, and archivist.**

Steve: Wouldn't some of those tasks require access to my WordPress dashboard?

ChatGPT: Yes—for publishing, editing, or managing content, the AI would need:

- Login credentials
- Admin access or REST API permissions
- Trust to perform sensitive tasks

But that can be handled with:

- Granular permissions (e.g., "edit drafts but don't publish")
- Confirmations before actions
- Transparency logs

Still, if all you want is **search, read, and light interaction, none of that**

access is needed.

Steve: No, such access would be needed. If all I wanted was for the AI browser to search, read, and perhaps comment on some of my posts.

ChatGPT: Perfect. In that case, the AI browser could work like this:

1. Read/Search Your Blog

- Crawl your public site
- Index posts by meaning, not just keywords
- Answer prompts like: "What have I written about meditation and the Ozarks?"

2. Commenting (if allowed)

- Draft and submit comments as a reader
- Possibly auto-fill name/email, if permitted
- Respect comment moderation rules

No dashboard or login required. Just like a smart human reader.

As a Reader:

- Finds themes and patterns
- Surfaces old gems you forgot about

- Reflects your tone back to you

As a Research Assistant:

- Groups related posts
- Answers meta-questions like “What’s my overall tone on AI?”
- Helps draft new content by pulling quotes, references, or past insights

TL;DR: You stay in the pilot seat. The AI’s just helping navigate your own archives—fast, sharp, and memory-full.

Steve: What would be the role – if any – of advertising in such an AI browser?

ChatGPT: Ah, the billion-dollar question. Likely advertising models in an AI browser:

- 1. Sponsored Answers** - Ads baked directly into responses. “Here are 3 books on meditation. One is a sponsored recommendation.”
- 2. Affiliate Links** - If you buy something through a link the AI gives, OpenAI might get a cut.
- 3. Subscription-Only (Ad-Free)** - A paid plan to avoid ads and tracking entirely.
- 4. Contextual Suggestions** - “There’s a Land Rover part on sale—want to check it out?” (→ Helpful? Or subtle ad?)

Big Tension: Can it serve *you* while still monetizing the service? If the AI is “your assistant,” you don’t want it moonlighting as a salesman. Ads will likely be there—but subtle, integrated, and maybe optional. Trust depends on transparency and control.