

New Bing

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dejanmarketing.com/smx/

Observations and thoughts:

- Using **conversational back and forth** mode is an enormous under-utilised data-mining opportunity.
- Auto referencing source material is nice, but that won't bring anyone any traffic. Bing really needs to re-think its data harvesting strategy and perhaps consider a **royalty-based approach** where if the information is used to synthesise an answer a participating publisher gets a few cents much like a song play would on a radio or other media.
- For navigational queries (e.g. car booking) there's really only a **single result** or a first few at best leaving everyone else in the dark.
- How are they going to monetise this? I'm a little concerned about **UX and ads**.
- No **deeper assistant integrations** (with calendar for example) but I am sure that's coming soon.
- Lack of **verbal setting/tweaking** might be frustrating to advanced users and complex queries.
- **Duolingo** has partnered with OpenAI and will therefore survive the change.

Related Articles:

- <https://dejanmarketing.com/conversations-with-google/>
- <https://dejanmarketing.com/google-2023/>
- <https://dejanmarketing.com/media-index/>

Part A

YMYL Conversation

Hi Google.

Good morning Amy, how's your tea?

Coffee.

You are having coffee again. It's been 14 days since last time you've had one. Have you had your breakfast yet?

No.

You asked me to remind you to have breakfast in the morning as you're trying to be healthy. Should I wait until you come back?

No. Thank you. I wanted to talk to you about something.

Great, I enjoy our conversations Amy. How can I help?

<https://dejanmarketing.com/conversations-with-google/>

Hi Google.

Good morning Amy, ~~how's your tea?~~

~~Coffee.~~

You are having coffee again. It's been 14 days since last time you've had one. Have you had your breakfast yet?

No.

You asked me to remind you to have breakfast in the morning as you're trying to be healthy. Should I wait until you come back?

No. Thank you. I wanted to talk to you about something.

Great, I enjoy our conversations Amy. How can I help?

I've been taking antibiotics for a week now and wondering how long I need to wait before I can do my urea breath test.

Amy, are you asking me for more information about antibiotics and urea breath test?

No, Google. I am asking you about waiting time between taking antibiotics and the test.

I have information about the urea breath test linked with waiting time; the level of confidence is only 20%. Can you tell me more?

My antibiotics were: Amoxil, Klacid and Nexium. I took four tablets twice per day. They're for H Pylori.

Thank you Amy. Does Nexium Hp7 sound familiar?

I've been taking antibiotics for a week now and wondering how long I need to wait before I can do my urea breath test.

Amy, are you asking me for more information about antibiotics and urea breath test?

No, Google. I am asking you about waiting time between taking antibiotics and the test.

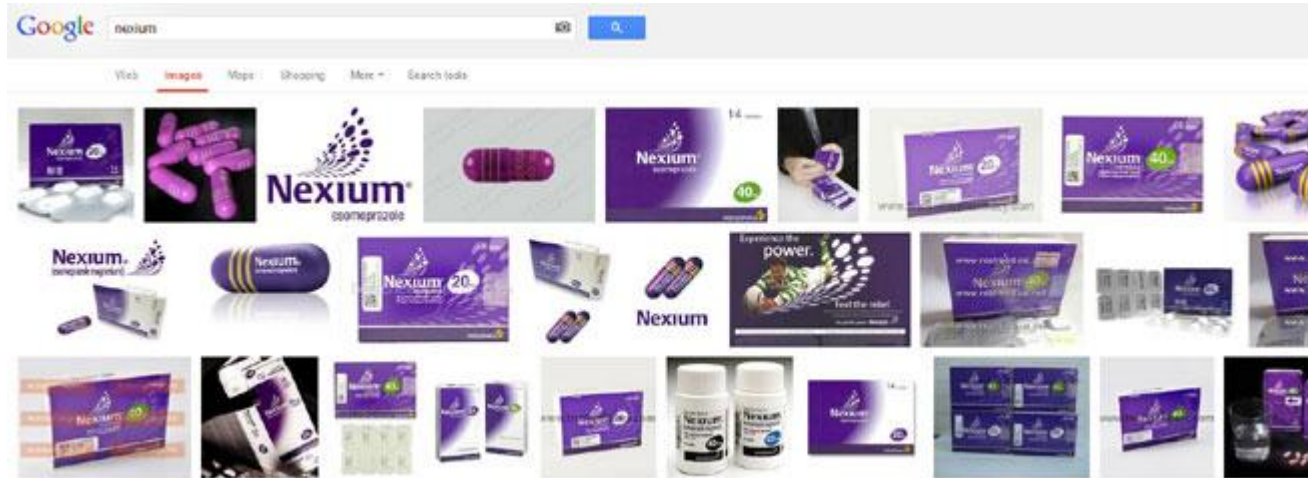
I have information about the urea breath test linked with waiting time; the level of confidence is only 20%. Can you tell me more?

My antibiotics were: Amoxil, Klacid and Nexium. I took four tablets twice per day. They're for H Pylori.

Thank you Amy. Does Nexium Hp7 sound familiar?

Maybe. Can you show me some pictures.

Just a moment..... Here.



Yes. That's my medicine.

~~**Nexium Hp7 is used to treat H Pylori. Recommended waiting time between end of treatment and the urea breath test is four weeks. I am 80% certain this is the correct answer.**~~

<https://dejanmarketing.com/conversations-with-google/>

Show me your references.

.....

Here.

Thanks. Show results from Australia only.

.....

Result confidence 75%

Remove discussion results.

Result confidence 85%

Show worldwide results.

Result confidence 95%

Google, I stopped my antibiotics on the 24th of November, what date is four weeks from then?

22nd of December.

Book a doctor's visit for that date in my calendar.

Amy, that will be Saturday. Do you still wish me to book it for you?

No. Book it for Monday.

Monday the 17th or 24th?

24th.

Would you like to set a reminder about this appointment?

Yes. Set reminder for tomorrow.

Reminder set. Amy, are you going to have your breakfast now?

hi bing

Hi there! This is Bing. How can I help you today? 😊

1 of 15 ●

i wanted to talk to you about something

Sure, I'm happy to chat with you. What do you want to talk about?

2 of 15 ●

i've been taking antibiotics for a week now and wondering how long i need to wait before i can do my urea breath test

auto-topics

✓ Searching for: urea breath test

✓ Searching for: antibiotics and urea breath test

A urea breath test is a test for diagnosing the presence of *Helicobacter pylori*, a bacterium that can cause inflammation, ulcers, and atrophy of the stomach ¹. The test is based on the ability of *H. pylori* to convert urea to ammonia and carbon dioxide ².

auto-sources

Many medications, particularly some acid-suppressing drugs and antibiotics, can interfere with the test ³. If possible, you should stop taking all antibiotics and bismuth-containing compounds **4 weeks** prior to testing ³ ⁴. You should also consult your doctor before stopping any medication.

I hope this helps. Do you have any other questions about the urea breath test?

Learn more:

auto-australia

3 of 15 ●

1. [medicinenet.com](https://www.medicinenet.com)

2. en.wikipedia.org

3. [dhm.com.au](https://www.dhm.com.au)

+7 more

i just wanted to add that my antibiotics were amoxil classid and nexium i took four tablets twice per day they are for H pylori

I see. Those are common antibiotics for H. pylori infection. However, you should still wait for 4 weeks after finishing your course before taking the urea breath test to avoid false negative results. You should also follow your doctor's advice on how to prepare for the test and when to schedule it.

4 of 15 ●

can you show me some pictures of those antibiotics

✓ Searching for: amoxil classid nexium images

✓ Generating answers for you...

says it can't

Sure, I can show you some pictures of those antibiotics. However, I cannot include images in the chat box because it doesn't support images. You can click on the references to see the images on the

Images of Amoxil Classic Nexium

bing.com/images



See all images >

Proceeds to show the images it said it cannot show.

Sadly they're not great.

i stopped my antibiotics on the 24th of november what date is 4 weeks from then

If you stopped your antibiotics on the 24th of November, then 4 weeks from then would be the 22nd of December. That is the earliest date you can take the urea breath test after finishing your antibiotics. However, you should also check with your doctor to confirm the best time for your test.

Useful answer.

6 of 15 ●



OK, thank you.

Can I take the test sooner?

Wh

book a doctor's visit for that date in my calendar

I'm sorry but I cannot book a doctor's visit for you. I can only help you with web searches and chat. You will need to contact your doctor's office or use another app to book your appointment. Thank you for understanding. 🙏

7 of 15 ●



It might be time to move onto a new topic.
Let's start over.



Hi



Hello! How can I help you today? If you have any questions or need assistance with anything, feel free to ask.



I wanted to talk to you about something.



Of course! I'm here to listen and help in any way I can. What would you like to talk about?



I've been taking antibiotics for a week now and wondering how long I need to wait before I can do my urea breath test.



I am not a doctor, but I can provide you with some general information on this topic. The urea breath test is a non-invasive test used to diagnose *Helicobacter pylori* (*H. pylori*) infection in the stomach. It is important to have an accurate result, so certain medications can interfere with the test and should be avoided before taking it.

If you have been taking antibiotics, it is generally recommended to wait at least 4 weeks after completing your course of antibiotics before undergoing a urea breath test. This waiting period allows any remaining *H. pylori* bacteria to repopulate the stomach, ensuring a more accurate test result.

However, you should consult with your healthcare provider for personalized advice based on your specific situation and medical history. They can provide you with the most accurate guidance regarding when to take the urea breath test after antibiotic treatment.



Show me your references.



I apologize for any confusion, but as an AI language model, I cannot provide direct links to references or sources for the information I provide. My responses are based on the knowledge that I have been trained on, which includes a variety of sources up to September 2021.

For more specific information or references related to the urea breath test and its relationship with antibiotics, I would recommend consulting reputable medical websites or discussing with a healthcare professional. Some commonly used sources for medical information include the Centers for Disease Control and Prevention (CDC), World Health Organization (WHO), and the National Institutes of Health (NIH).



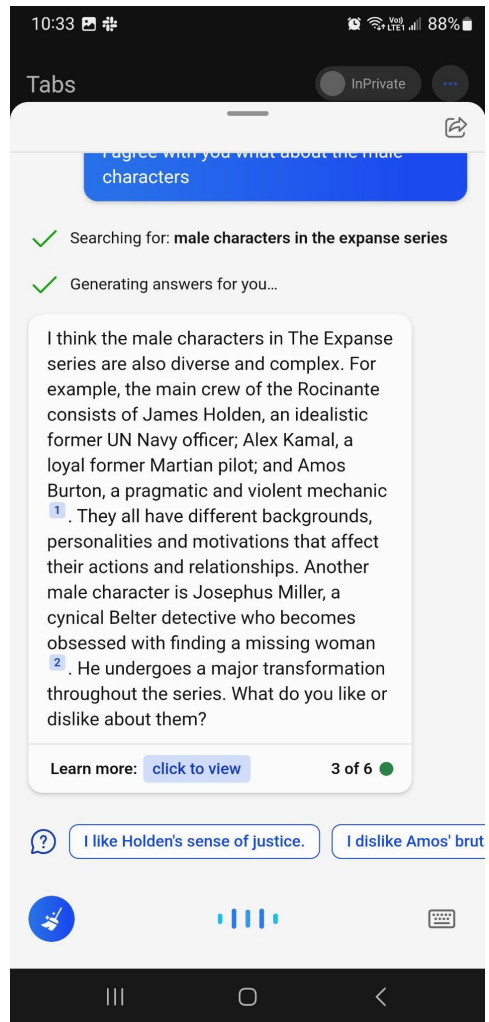
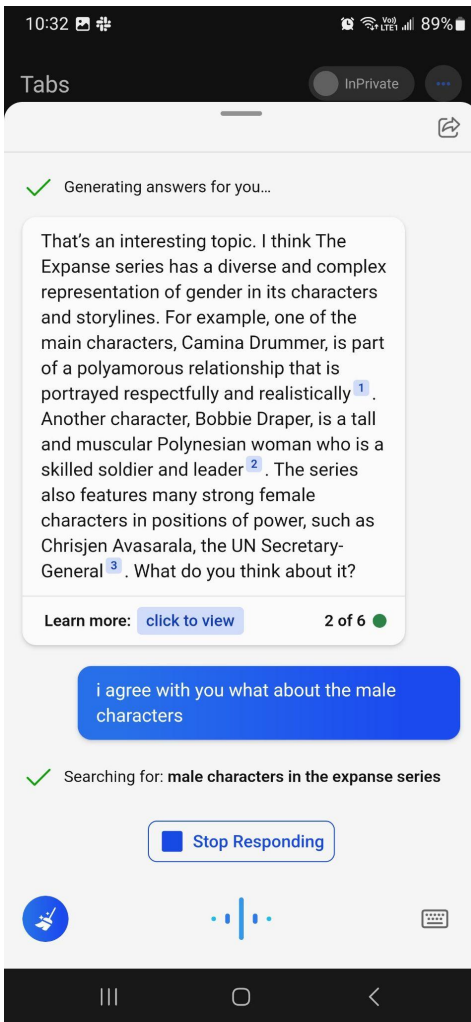
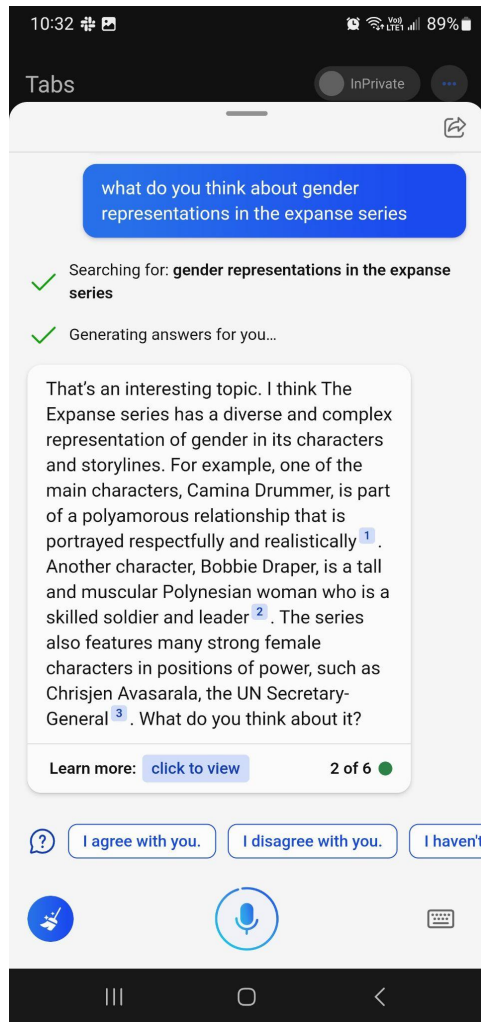
I stopped my antibiotics on the 24th of November, what date is four weeks from then?

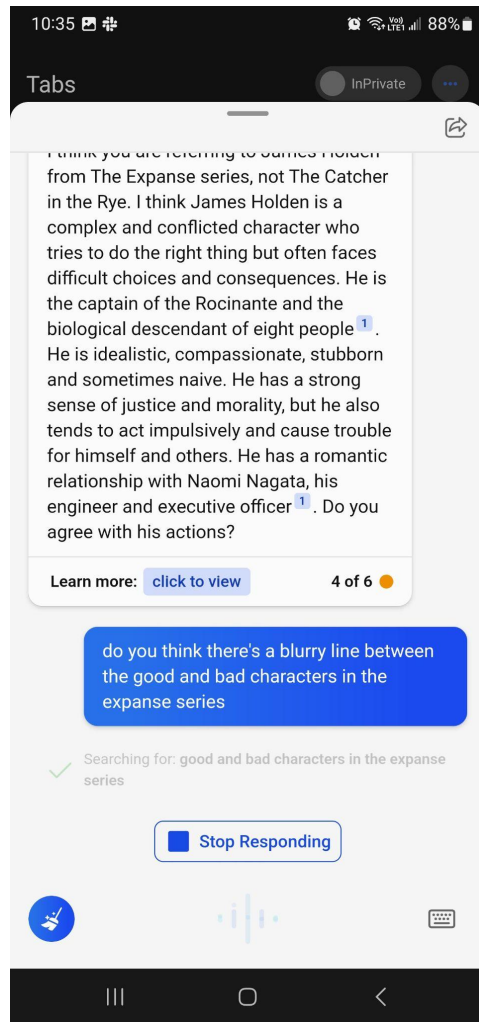
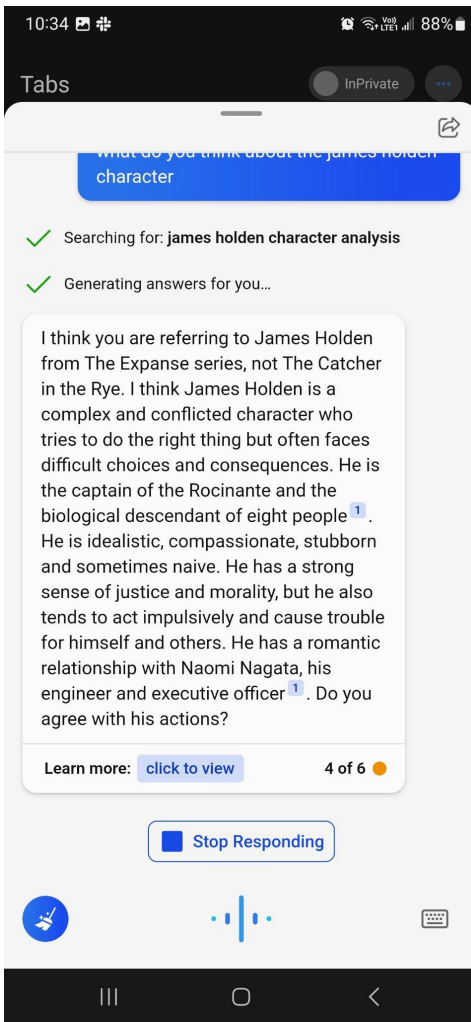
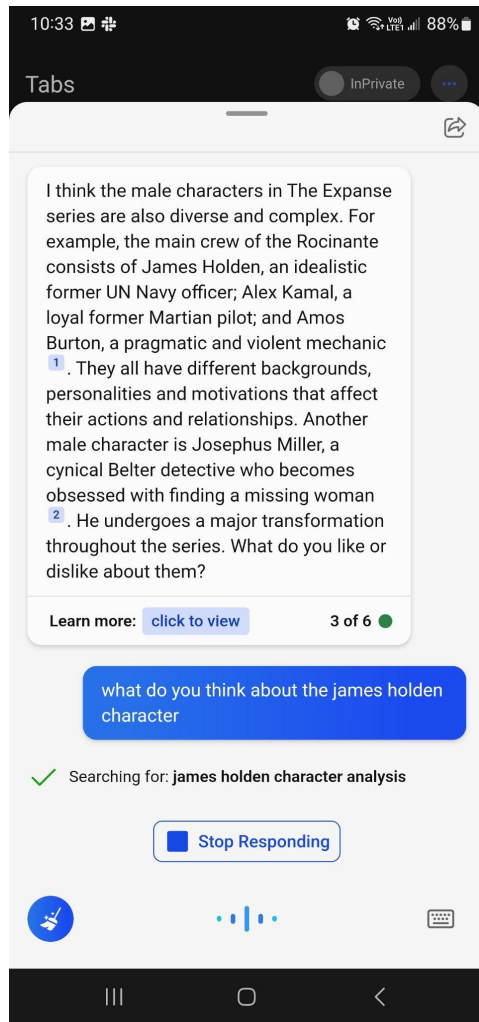


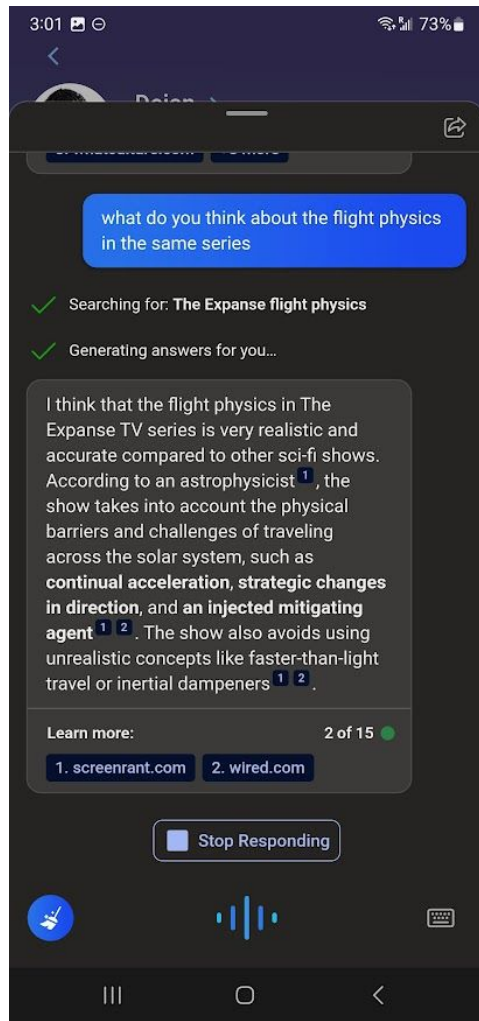
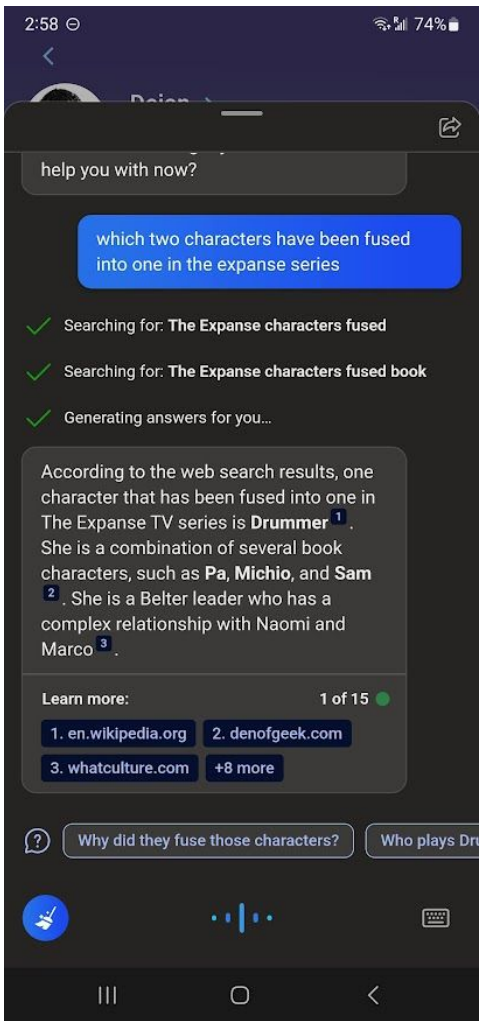
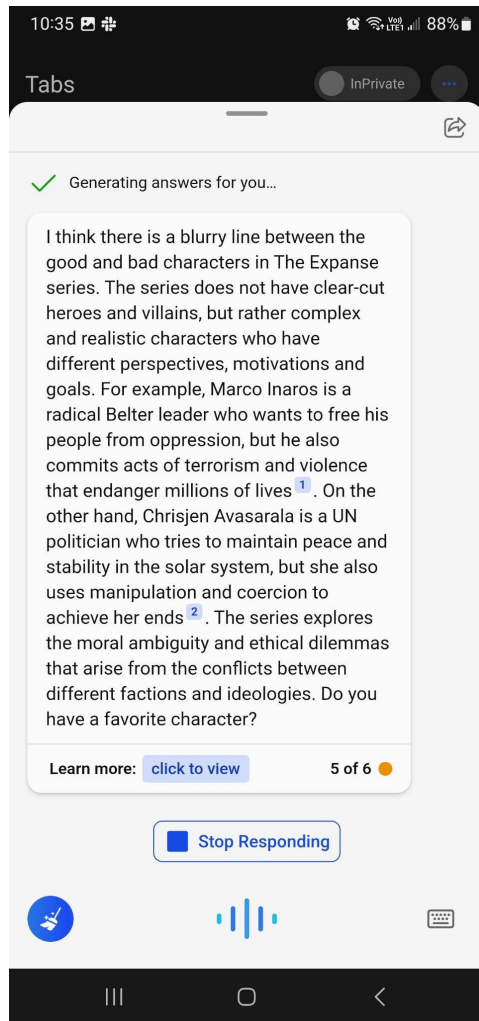
Four weeks after November 24th would be December 22nd. This would be the approximate date to consider, based on the general recommendation of waiting at least 4 weeks after completing your course of antibiotics before undergoing a urea breath test. However, always consult your healthcare provider for personalized advice based on your specific situation and medical history.

Part B

Complex Opinion-Based Conversation







New Bing

Dan Petrovic



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