

PULSAR*

AI Chatbot Brands: the Social Brand Personality Index

Exploring public perception of the next
generation of consumer tech brands:
ChatGPT, Claude, and Gemini

2023-2024

Social Brand Personality Index: AI Chatbot Brands

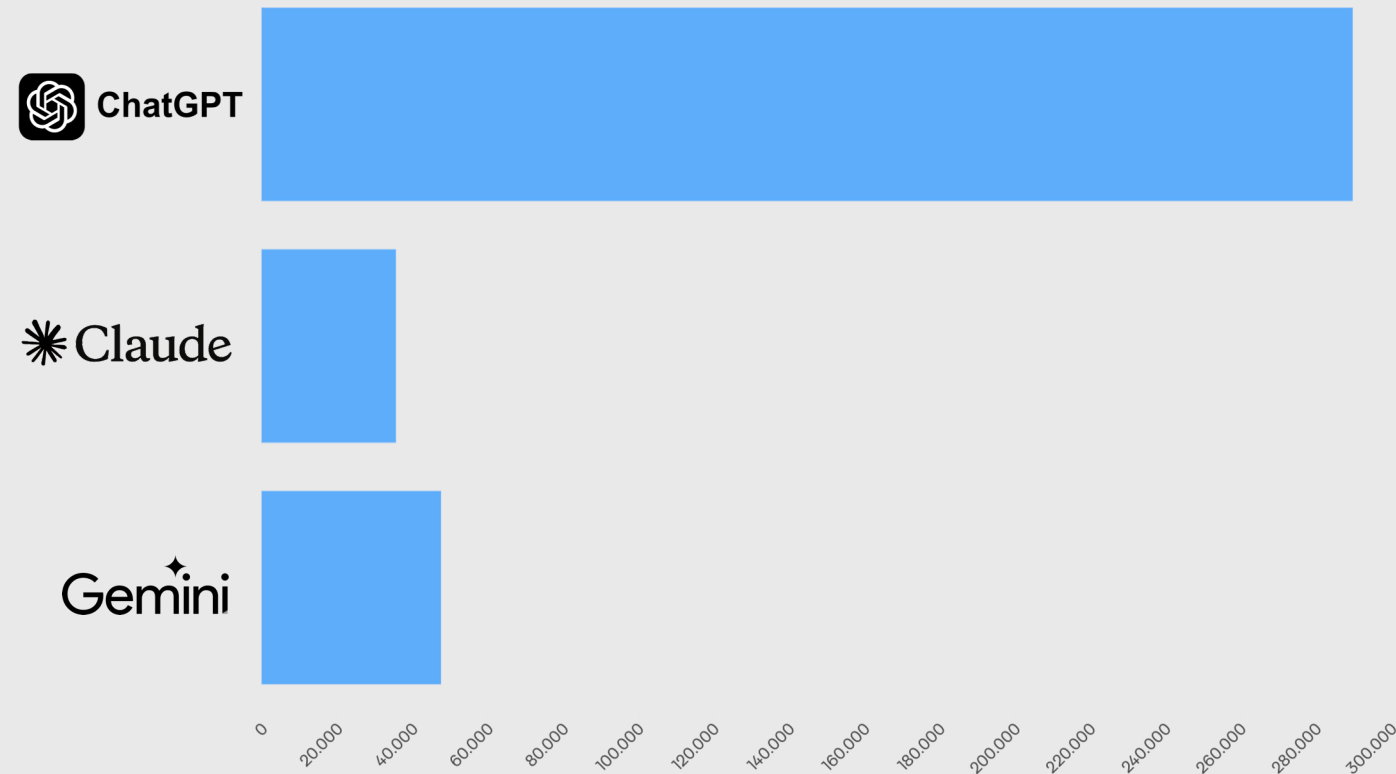
The next generation of mass consumer tech brands is being developed right before our eyes. But as often is the case with new technologies, many do not think of them as brands. Yet.

While most people are still uncertain about how AI will affect their lives, there is one direct touchpoint that most have heard of (and some use regularly): AI Chatbots, the chat interfaces wrapped around the proprietary Large Language Models (LLMs).

Much like Gmail or WhatsApp in the 2000s, AI chatbots' success hinges on a strong brand, with the degree to which people recognize, trust and have these products 'top of mind' ultimately determining whether they succeed or fail.

In this study, we aim to map the perception of how three Chatbots (and the underlying LLMs) are perceived by the public based on social, forum, and blogs public conversation.

While OpenAI's ChatGPT is by far the best known and most discussed (see chart in this page), Anthropic's Claude and Google's Gemini are catching up.



Volume of ChatGPT, Claude and Gemini conversations on X, Blogs, Forums and Reddit, August 2023 – July 2024. Source: Pulsar TRAC

Overview

ChatGPT spotlight: functionality & audience evolution

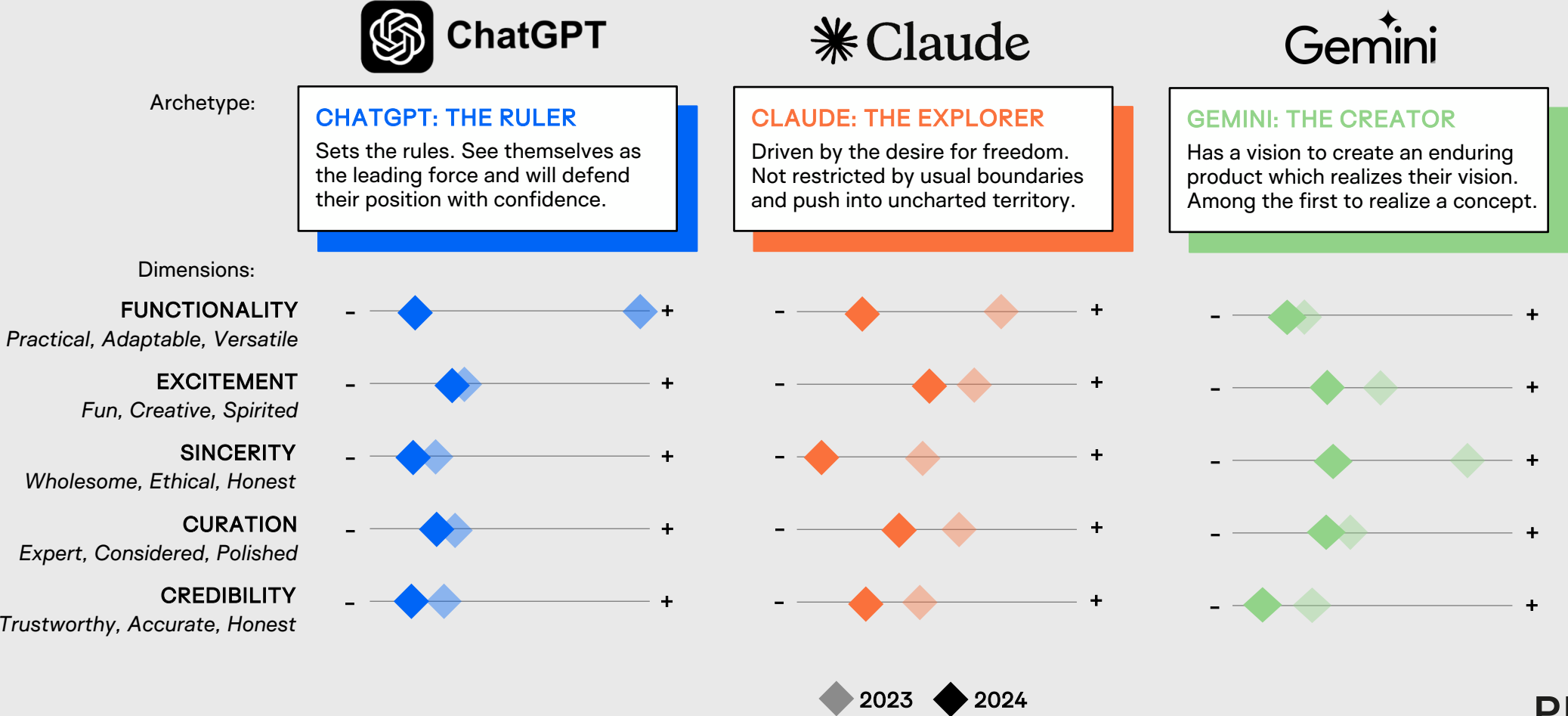
Claude spotlight: sincerity & top sites

Gemini spotlight: excitement & subreddit analysis

Methodology

AI Chatbot Brands

In this new, emerging category of tech products, all the brands we analyzed are very much still stabilizing in the face of wildly accelerating expectations around AI. ChatGPT, the first AI chatbot to gain wide notoriety and usage in late 2022, is perceived as the incumbent; it sees the widest drop in perceived functionality as users get acquainted with this technology, its use cases and its limits.



Brand personality types are based on established brand personality dimensions (Aaker, 1997) and Jung's 12 universal archetypes (Jung, 1947)

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ChatGPT

2023 v 2024

FUNCTIONALITY

After the initial surge in enthusiasm following its launch, and the enormous expectations built up in 2023, doubts around ChatGPT’s limitations and whether it can meet expectations have led to a massive drop in its Functionality rating.

As the most well-known LLM, OpenAI’s breakthrough ChatGPT serves as a punching bag for attitudes towards AI universally.



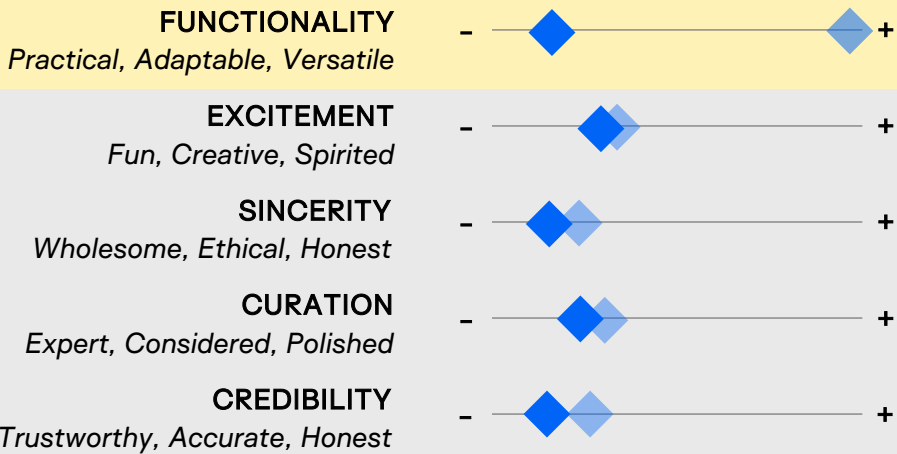
ChatGPT

Archetype:

CHATGPT: THE RULER

Sets the rules. See themselves as the leading force and will defend their position with confidence.

Dimensions:



2023 2024



Do you guys actually use ChatGPT or other AI for outlines/ study?
I have heard this is a thing? I have used Open AI for other things but not for an outline. I've heard it's frequently inaccurate or at best, not comprehensive enough.



why is this so accurate 🤖😭 #ai #chatgpt



ChatGPT in December 2022

ChatGPT in April 2023

ChatGPT in August 2023

ChatGPT

2023 v 2024

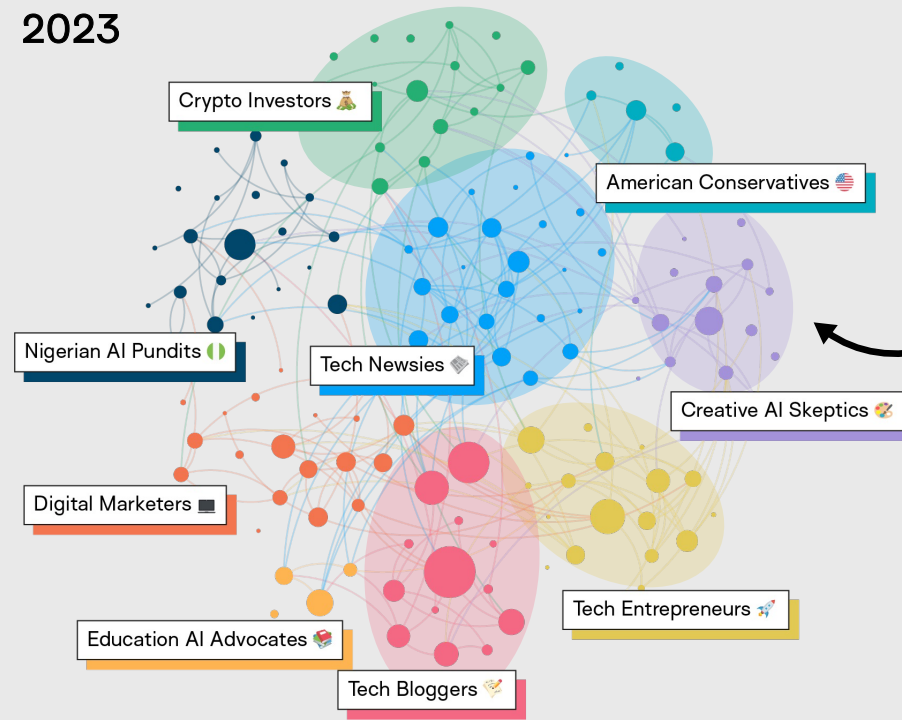
AUDIENCE CHANGES

Here we visualize the audience talking about ChatGPT in 2023 vs 2024.

ChatGPT's audience undergoes some interesting shifts in one year. Notably, we see a large rise in **AI Skeptics** and **Conservatives**, with both becoming more generic and wide-reaching. **Tech Newsies**, **Bloggers** and **Entrepreneurs** stick in the conversation but become slightly quieter.

Just like ChatGPT's drop in Functionality rating, these changes reflect ChatGPT's posterchild status as a proxy for conversations about AI.

2023

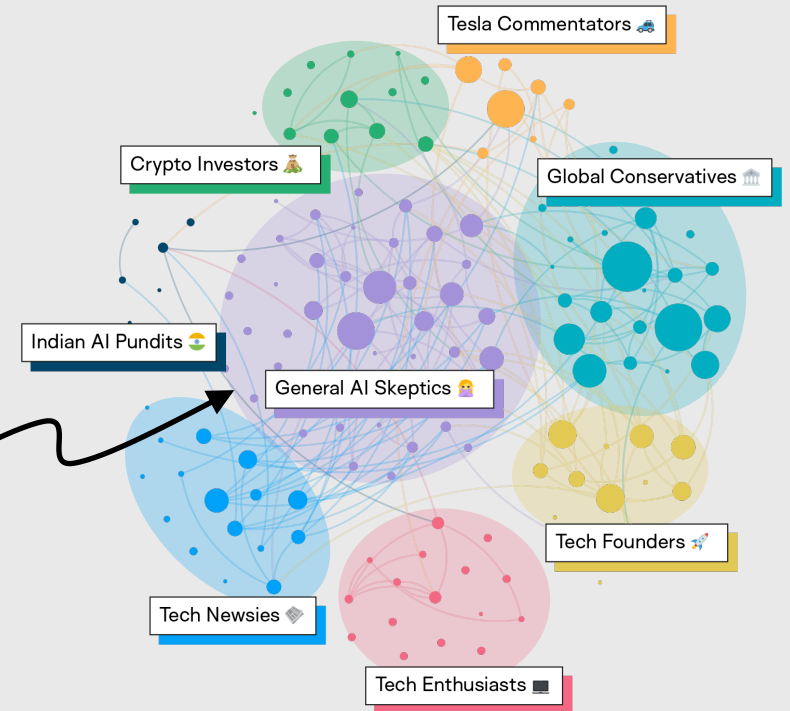


Using AI imagery as some sort of learning tool is just another way to stunt yourself. Similar to ChatGPT stunting your own writing and research skills if you become dependent on it. Short cuts are the brushes and art program tools, not AI

2024



cannot emphasize enough how horrid chatgpt is, y'all. it's depleting our global power & water supply, stopping us from thinking or writing critically, plagiarizing human artists. today's students are worried they won't have jobs because of AI tools. this isn't a world we deserve



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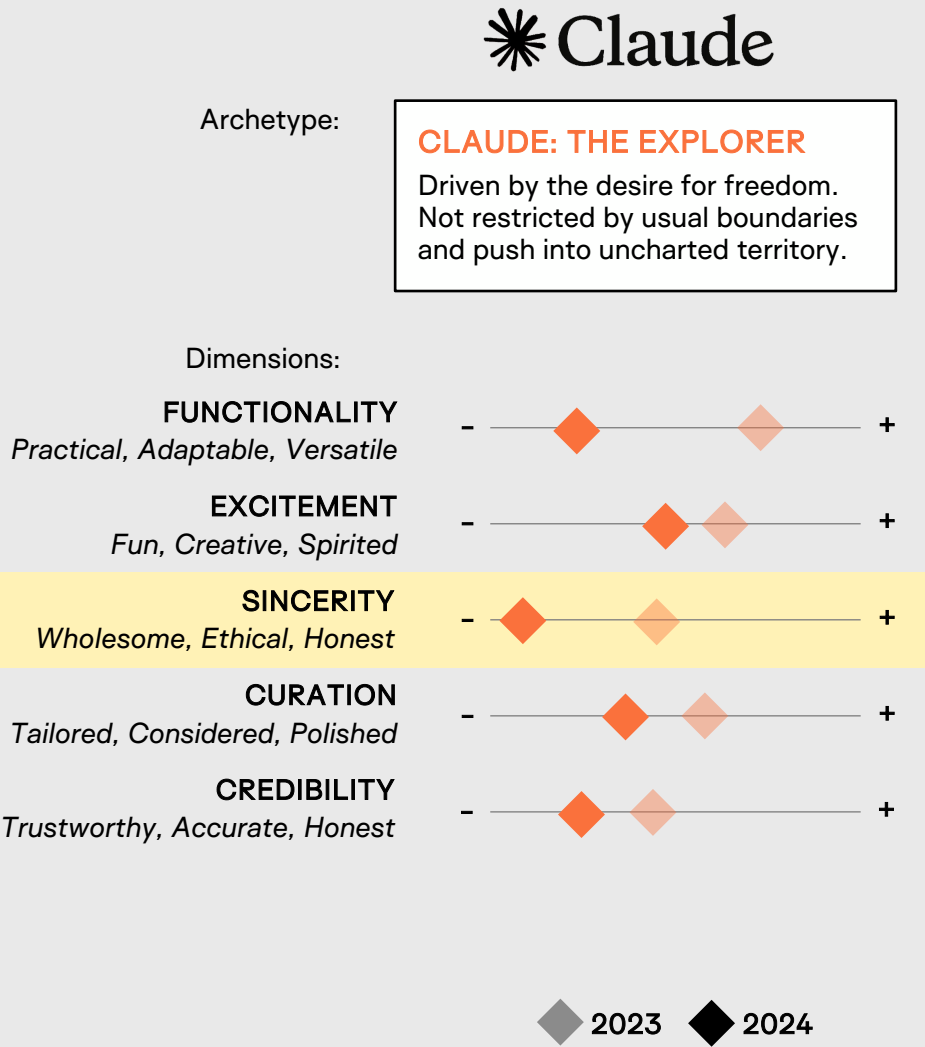
Methodology


Claude

2023 v 2024

SINCERITY


Claude’s Sincerity rating has surprisingly decreased due to its focus on ethical AI practices, with owners Anthropic teaching it how to self-moderate based on human morals. Though the level of conversation relating to Sincerity increased by more than 300%, we see the chatbot’s rating in this area nosedive. This is due to overwhelmingly negative associations from conservative audiences with the ‘woke’ principals of ethics, as well as further doubts by liberal audiences over the scrutiny of its ethics.






Cancelled Claude.ai chat today

I'm still going to utilize the API but the chat has just really gone downhill. I get their focus on ethical AI but output is one thing, lagging user experience and a quickly stagnating UI have made it's sometimes lower quality output seem worse than it is.



OpenAI and Anthropic ignoring content-scraping rules highlights the risks of centralized AI control

Ethical guidelines seem optional when data dominance is the goal 😞



Claude is great but the limits are crazy low and Anthropic won't stop trying to "parent" me. I can't figure out why I'm getting warnings saying my prompts don't meet the terms of use. I read the whole terms of service, the whole fucking thing. A bunch of judgmental assholes, just because I use something to generate note summaries doesn't mean it's being used for cheating. And even if it was why the fuck do they care?! They're moral high grounding while farming people for data while claiming to be an ethical ai company.

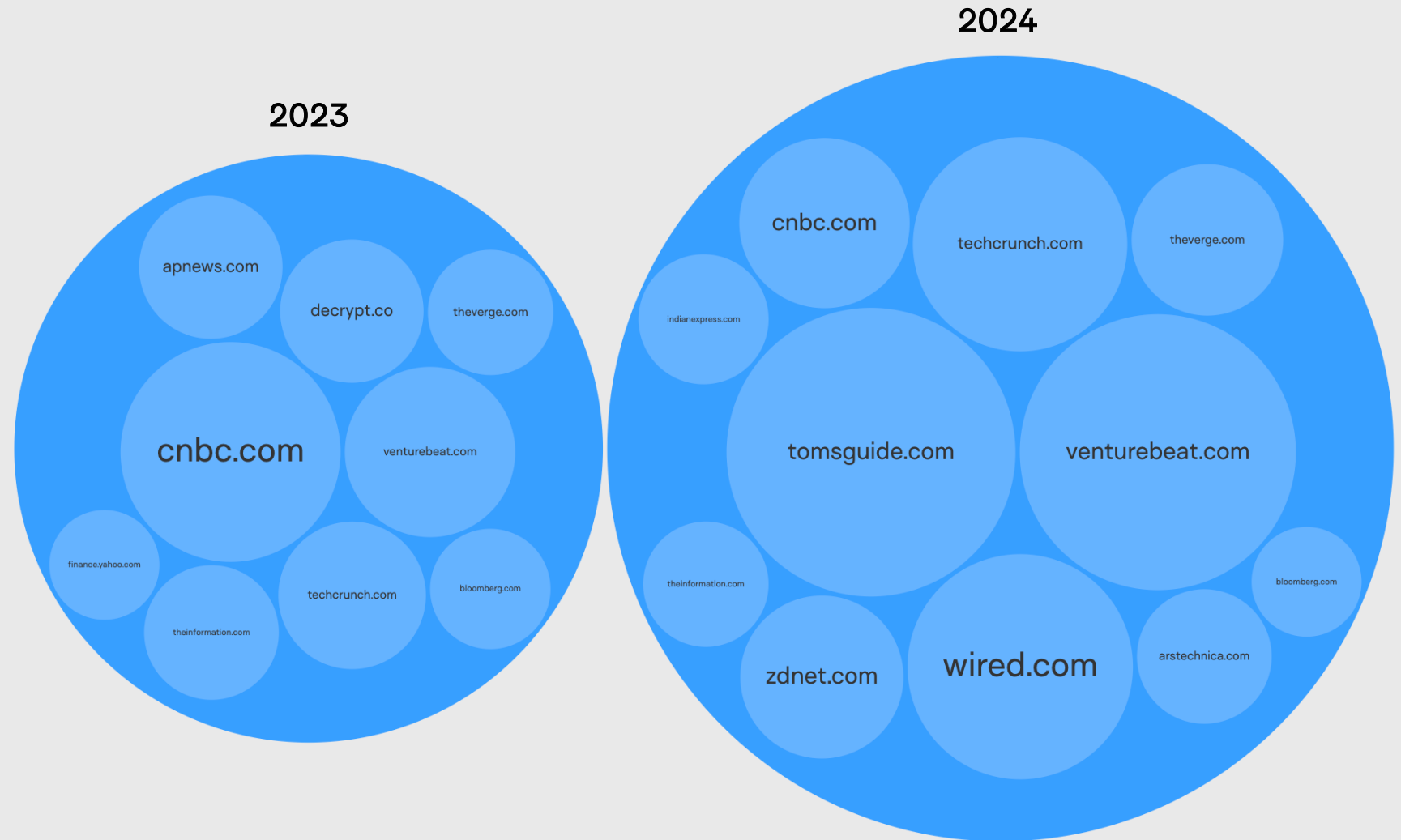
Claude

2023 v 2024

TOP-LINKED SITES

When we look at the links being shared in users' conversations, 2023 saw the CNBC site take top spot. Conversation featured numerous links to technological updates and the release of new models.

However, in 2024, we see Tom's Guide, an indie tech news and review site, taking the top spot. Here we see audiences steering the conversation into alternative tech scenes, alongside the expected traditional tech sites.



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2023 v 2024

Gemini's relative survival amid dips in Functionality brings with it a dip in Excitement between 2023 and 2024. The tool's rebrand from Bard to Gemini falls flat with users, who lambast the model for being uncool – a facet that is increasingly important for LLMs to offer as people spend more time conversing with models.

It's also worth mentioning that claims of 'wokeness' has affected Gemini too. Its proactively multicultural images leads conservatives to find Gemini to be dampening and policing their creativity.

Archetype:

Has a vision to create an enduring product which realizes their vision.
Among the first to realize a concept.

Dimensions:

FUNCTIONALITY

Practical, Adaptable, Versatile

EXCITEMENT

Fun, Creative, Spirited

SINCERITY

Wholesome. Ethical. Honest

CURATION

Tailored, Considered, Polished

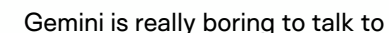
CREDIBILITY

Trustworthy, Accurate, Honest

◆ 2023 ◆ 2024



Google used to be one of the cool companies and now, even their AI is weak sauce. I asked both Gemini and ChatGPT to translate the song "They not like us" I mean, it's not even close right now. Gemini is your censored grandma's AI. Pretty much every response is a politically correct, "don't soil my poor ears", style answer



Yeah this is definitely a problem with LLMs. They seem so complex in their working but their shallow nature and way of responding is quite obvious when you start chatting. Gemini feels the same. It gives off an extremely neutral and dry vibe, i find no interest at all talking to it about anything. i know it will respond in the same googlish manner which is woke and super afraid to talk about anything sensitive. i tried chatting about recent trump event but it said to do google search. google is so afraid of their investors. even non controversial topics seem tiresome to chat about with gemini. I think claude is much better at conversations. Google have simplified their model so much that its personality is extremely shallow and robotic.

PULSAR*

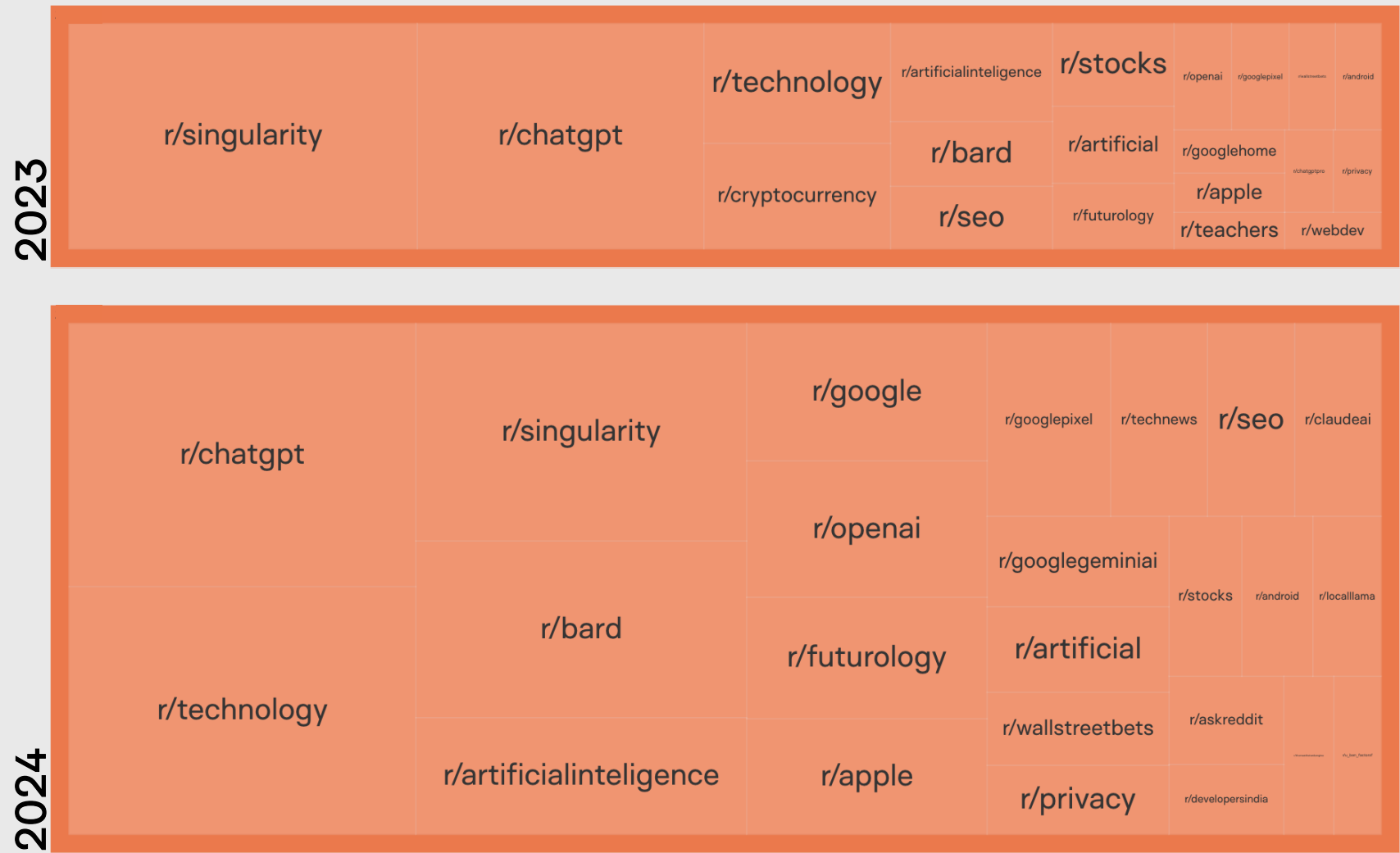
Gemini

2023 v 2024

SUBREDDIT ANALYSIS

Conversation surrounding Gemini is caught up with conversation about ChatGPT.

Its 2023 reputation shows a fascination with ‘Singularity’ – the idea that AI will surpass human capabilities (or that it already has...). In 2024 we see abstract concepts give way to the everyday business of choosing, and executing strategies on, different LLMs. Users increasingly discuss Gemini in relation to the concept of LLMs in general.



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Social Brand Personality: Methodology

DATA

TRACKED:

Mentions of ChatGPT, Claude and Google Gemini

DATE RANGE:

August 1st – October 31st 2023 vs
May 1st – July 31st 2024

SOURCES:

X, Blogs, Forums and Reddit

METHODOLOGY

The Social Brand Personality tracks Dimensions by keyword syntax based on Aaker's Brand Personality Dimensions (1997), refined by Pulsar for relevance to three AI Chatbot brands: ChatGPT, Claude and Gemini.

Social Brand Personality methodology originally developed by Pulsar's Oryelle Clements.

Search looks at mentions of 'AI' and 'is' in relation to the three products with English language results only.

Scale is derived by analyzing dimension volume in relation to overall conversation per LLM, with Pulsar-driven sentiment analysis layered on top, then normalized to min and max results across LLMs.

Archetypes are based on Jung's 12 Universal Archetypes (1947) revised for brand alignment.

About Pulsar

Pulsar is the world's leading audience intelligence platform—harnessing rich data sets, AI and human minds – so our clients can access nuanced and actionable insights that get straight to what matters most to their customers, their businesses and to society.

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