Funding the Future

Your opinion is sought

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I know that quite a lot of my social media attention this year has been on YouTube (where the video on Rachel Reeves, published yesterday, got more than 25,000 views in its first twenty-four hours, which is more than the reads here in the whole day), but this blog is not being ignored.

I had an idea that AI must now make it easy for summaries of blog posts to be generated by ChatGPT (or something like it) to then be inserted here to assist those with little time, and to persuade those who were not sure whether they wished to commit to reading an article that it might be worth their while to do so. The summaries could also, I imagined, be posted as 'mini-posts' on Facebook, Twitter, LinkedIn and elsewhere.

Andy Moyle and I got on the task, and the technology sort of exists, but we have not found anything reliable that:

* Produces accurate summaries

* Allows those summaries to be edited

* Is reasonably priced

Before spending more time on this, let me be clear that my aim is to:

* Make clear the summaries are distinct from the rest of the text. A box would be good for this purpose.

* Be useful and not misleading.

* Apply the summary when. required: some posts do not require one.

* Boost engagement.

I have done a couple of summaries this morning in the two blogs I have published so far today, here and here. The first was almost wholly ChatGPT generated in 50 words. The

second required 70 words to be useful and had to be edited.

If anyone knows of something of the sort required, please let me know. I stress that I am looking for something that, ideally, integrates straight into WordPress to save time and effort and also to make formatting easier.

So, my questions are:

[poll id="116"]

And:

[poll id="117"]

And for the record, ChatGPT summarised this post as:

You're developing a system for generating blog post summaries to boost engagement, allowing quick previews for readers. You want the summaries to be concise, accurate, and distinct from the main text, and you're looking for reliable, affordable tools that offer editable summaries. You're also seeking feedback on summary length preferences.

It also offered this analysis of the above questions:

It sounds like you're working on a solution for summarizing blog posts to increase engagement, particularly for those who may not have time to read an entire post. Summaries can be a great way to give readers a quick snapshot, drawing them into the full post if they're interested.

Regarding your questions:

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*   **Would article summaries be useful at the head of a post?**
*   **Yes**: Summaries can be incredibly helpful for readers who are skimming. They provide a clear, concise preview of the content and help them decide whether it's worth reading the entire post.

*   **Sometimes**: In cases where a blog post is short or highly focused, a summary might be redundant. For longer or more complex posts, however, they can be very useful.

*   **No**: Rarely, some readers prefer diving right into the content without any prelude, though these users tend to be in the minority.

*   **I am not sure**: It may be worth testing different approaches to see how your audience responds before fully committing.

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How long should a blog summary be?

* **40 words?**: This could work for very short, direct posts. It gives a quick glimpse without being overwhelming, but may miss key details in more complex pieces.

* **50 words?**: A good middle ground. It provides enough context to give a clearer picture while remaining succinct.

* **70 words?**: Ideal for more detailed summaries. It allows for a bit more information to engage readers but might feel long for certain posts.

A hybrid approach might be ideal: use shorter summaries (around 40-50 words) for lighter posts and expand to 70 words for more detailed ones. You could also A/B test different lengths to see which drives the most engagement.