Yahoo's AI Integration: Enhancing User Experience and Privacy Compliance

Yahoo 的 AI 整合：提升用戶體驗與私隱權規範

Interviewed by: Mr. Alan Lee ｜ 採訪者：李偉立先生

Mr. Roger Li

Senior Director
Yahoo Creative APAC
Yahoo! Hong Kong Limited
廣告創意資深總監
Yahoo 亞太區
雅虎香港有限公司

At Yahoo, AI has powered our operations for years, and now we're placing it front and center for our customers. As a company driven by innovation, we continuously seek new avenues to enhance our products using AI. Already, we've seamlessly integrated AI into Mail, Sports, and News. These AI-driven enhancements turbocharge news recommendations, combat clickbait, and streamline content with concise summaries—empowering users to stay informed about what truly interests them. On the advertising side, our Yahoo DSP uses its own AI engine to enhance key features and tools, making ads more engaging and effective.

For our audience, this means getting what they want faster. For advertisers, AI ensures their campaigns reach the right people and perform at their best. Internally, AI helps boost our productivity and streamlines our work.

Privacy Concerns
Privacy concerns have become increasingly complex with AI I due to its ability to process and analyze vast amounts of data. Roger Li, Senior Director, emphasizes that privacy issues are less about AI itself and more about the footprints left by everyday digital media consumption, which are stored on various companies' servers. One of the biggest privacy concerns with growing technology is whether this data will be misused by companies, but AI has exacerbated this problem, as it's easy to fall into the trap of giving an AI too much information to work with.

Roger believes that while clear guidelines or laws regulating AI use are necessary, it's important to strike a balance. He points out that in the company, a customer's data is never accessed by AI. However, the lack of clear regulations on AI use is a concern. Roger thinks that strict guidelines from a single entity might not consider the diverse needs of different industries, while allowing each company to set its own standards could lead to inconsistencies and hinder collaboration. He advocates for a collaborative approach, where companies work together to create a framework that addresses AI's privacy concerns while accommodating the needs of various businesses.

He adds that, "Yahoo is committed to protecting user data and ensuring responsible AI use. Our employees are trained to use AI correctly, ensuring that company and confidential information are never compromised."

AI in Business
Roger believes that the first step in using AI for businesses is to improve basic, repetitive tasks like taking meeting notes. This saves time and boosts quality. He thinks most companies are still here, seeing quick improvements in productivity and work quality.

The next step is using AI for tasks humans can't handle, like sorting through millions of articles and videos to find the right content for consumers. This can boost company profits by delivering better content. Roger says it's not about replacing humans with AI for simple tasks, but about aiming for new goals and opportunities.

The Future
Roger describes the development of AI as baking a cake. The first stage is to automate the making of the cake and how to make the process faster and more convenient. The second level is to make the cake tastier and more personalised to each person's taste. But here's where it gets interesting—by the third stage, AI might not even be about baking cakes anymore. It could be about making the cake more

Yahoo 多年前就已經將人工智能（AI）廣泛的應用在公司營運中，如今我們更將其置為客戶體驗的核心位置。作為一家以創新為驅動力的公司，我們不斷探索新途徑以透過 AI 提升我們的產品服務體驗。目前，我們已將 AI 無縫整合到電子郵箱、體育和新聞等產品服務中。這些基於 AI 的強化功能大幅提升新聞推薦的精準度、有效打擊點擊誘餌（combat clickbait），並透過簡潔的摘要優化內容，讓使用者能夠接收真正感興趣的資訊。在廣告方面，Yahoo DSP 廣告平台則運用自有的 AI 引擎來增強關鍵功能和工具，使廣告更加吸引人且富有成效。

對我們的受眾而言，這意味著他們能更快地獲得所需的內容；對廣告商來說，人工智能可確保廣告活動能精準地觸及目標受眾，並實現最佳效果。在公司內部，人工智能則有助於提升員工的生產力並簡化工作流程。

私隱問題
隨著 AI 處理和分析大量數據能力的演進，私隱相關議題也變得更加複雜。Yahoo 亞太區廣告創意資深總監 Roger Li 指出，私隱問題主要並非來自 AI 本身，更多的是與日常在數位媒體消費時所留下的足跡有關，而這些數據被儲存在不同公司的伺服器裡。隨著技術的發展，最受關注的議題之一是這些數據是否會被公司濫用，而 AI 的出現更是加劇了這個問題，因為消費者很容易陷入向 AI 提供過多資訊的陷阱。

Roger 認為，儘管制定明確的指導方針或法律來規範 AI 的使用是必要的，但取得兩者的平衡同樣重要；在 Yahoo 公司內部，AI 從不直接接觸客戶的數據。然而，對 AI 使用缺乏明確規範仍然是件值得擔憂的事。他也認為，單一實體制定的嚴格指導方針，可能無法考慮到不同行業的多元需求，而允許每家公司自行設定標準，則可能導致不一致性並妨礙合作。他提倡採取協作方式，由各企業共同努力，創建一個能夠解決 AI 私隱問題同時滿足各類商業需求的框架。

他補充說：「Yahoo 致力於保護用戶數據，並確保負責任地使用 AI。我們的員工接受了正確使用 AI 的培訓，以確保公司及機密資訊不會被洩露。」

在企業中使用 AI
Roger 認為，企業使用 AI 的第一步是改善基本的重複性工作，例如會議記錄。這可以節省時間並提高品質。他認為大多數公司仍處於這一階段，且看見生產力和工作品質正在快速提升。

下一階段是利用 AI 來處理人類無法做到的任務，例如從數百萬篇文章和影音中，篩選出適合消費者的內容，並藉由提供更好的內容提高企業利潤。Roger 表示，這並不是要透過 AI 取代人們完成簡單的工作，而是要為企業創造新的目標和機會。

未來展望
Roger 將 AI 的發展比喻為烘焙蛋糕。第一階段是自動化烘培蛋糕，以及如何使製作過程更快速和便捷；第二階段是讓蛋糕變得更美味且更個人

filling and useful to us in ways we never imagined.

Encouraging Small Businesses to Use AI

Roger believes that educating employees through case studies is critical to understanding this technology, starting with our schooling and incorporating the topics of AI into our education system, as AI is a double-edged sword that can be used for good, but has a huge opportunity to be used for bad, so education is needed for the next generation to understand how to use AI properly. He also believes that AI should be made more digestible because although AI may seem like a huge investment, some tools do not require a huge budget. AI does not require a complete overhaul of the integration of AI into previous systems but can be done through easy-to-use tools, such as every company having at least one person with strong AI skills to train their employees, as the use of AI can be very simple and strategic. He believes that in the future there will be a role for every company to brainstorm on how to use AI to enable the company to increase its productivity, which will be supported by all departments to fully integrate AI. AI does not have an encyclopedia that will teach you all the knowledge, as new things emerge every day, so the only way to understand and maximize the impact is to continuously use AI and apply it to your day-to-day work.

化，以符合每個人的口味。有趣的是，第三階段時，可能不再只是烘培蛋糕的問題，而是用意想不到的方式讓蛋糕更有飽腹感以及對我們更有用。

鼓勵小型企業使用 AI

Roger 認為透過案例研究是教育員工了解這項技術的關鍵，並從學校教育開始，將 AI 相關議題納入我們的教育體系中，因為 AI 是一把雙面刃，可以用在好的方面，但也有很大的機會被用於不良用途，因此我們需要教育下一代如何正確使用 AI。他也認為應該要讓 AI 更容易被理解，因為儘管 AI 可能看起來是一項巨大的投資，但有些工具並不需要龐大的預算。AI 不需要對先前的系統進行完全改造，而是可以透過一些易於使用的工具來完成，例如每家公司至少擁有一位具備強大 AI 技能的人來培訓他們的員工，因為 AI 的應用可以是非常簡單和具策略性的。他相信在未來，每家公司都將有一個角色負責策劃如何利用 AI 使公司提高生產力，並將得到所有部門的支持，進而實現 AI 的全面整合。AI 沒有一本百科全書來教你所有的知識，因為每天都會出現新事物，所以唯一能理解和極大化其影響力的方法就是持續使用 AI，並將其應用於日常工作中。