# Article information:

Google Reveals Its AI-Powered Search Engine to Answer Your Questions
<https://www.cnet.com/tech/computing/google-reveals-its-ai-powered-search-engine-to-answer-your-questions/>

# Article summary:

1. Google has revealed its AI-powered search engine, called Search Generative Experience (SGE), which provides elaborate answers to user queries.

2. SGE uses generative AI and large language models to package information into text written on the fly, giving users a helping jumping-off point for their searches.

3. Google plans to launch SGE through its Search Labs mechanism to gather feedback from web publishers and advertisers and ensure that the technology is thoughtful.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article discusses Google's new AI-powered search engine, which aims to provide more elaborate answers to users' queries. The technology, called Search Generative Experience (SGE), uses generative AI and large language models to package information into text written on the fly. The article notes that this is a significant step forward in search engine technology, as it allows Google to give users the information they want directly.

However, the article does not explore any potential risks associated with this new technology. For example, there is a risk that the AI-generated results may be biased or inaccurate. Additionally, there is a concern that this technology could lead to further consolidation of power in the hands of tech giants like Google.

The article also fails to present both sides of the argument when it comes to Google's use of AI in search. While it notes that Microsoft has already launched an AI-powered search engine, it does not explore any potential benefits or drawbacks of this approach.

Furthermore, the article contains some promotional content for Google's new search engine. For example, it highlights how SGE makes search "smarter and simpler" and provides users with a "helping jumping-off point." This type of language suggests that the article may be biased towards promoting Google's product rather than providing an objective analysis.

Overall, while the article provides some useful information about Google's new AI-powered search engine, it falls short in terms of exploring potential risks and presenting both sides of the argument. Additionally, its promotional language raises questions about its objectivity.

# Topics for further research:

* Risks associated with AI-generated search results
* Bias in AI-powered search engines
* Consolidation of power in tech giants through AI search technology
* Benefits and drawbacks of AI-powered search engines
* Comparison of Google's SGE with Microsoft's AI-powered search engine
* Objectivity in articles about Google's new search technology

# Report location:

<https://www.fullpicture.app/item/94d0b2455544ed9f1e7c5293cf18c0ec>