7. Search Engines

- 1. Zero Click Searching

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The goal of search engines that include AI overviews as answers to your questions is to make sure you will never leave the search engine. Most prominent in this space is obviously Google. The funny thing of course is that Businesses have always focused on using the right keywords and any other methods that Google likes to be on top of the search rank of Google. Now, Google basically reads the sources, summarizes it and gives you an AI overview answer making sure you never leave the Google platform. The goal is to embed everything inside of the Google search engine s.t you never need to leave Google. This of course makes sure that they extract even more data from its users and use this to sell to third parties and law enforcement.

Now, is this a bad development ? Well you as a user can decide for yourself to click on the sources and go into depth of the topic or not. I guess it really depends what the question is. If you are researching or just want to know a quick fact. For quick facts, it most often will site Wikipedia which is good enough. But for researching a topic you should of course dive deeper in the actual facts by reading the articles that the AI overview has summarized.

The only downside is for businesses that need traffic to sell you ads by going to their pages. But this is not a bad development I believe since people don't want to see ads regardless. They need to change their business models by removing businesses made on adds to asking for a subscription model. However, then again they can still use the data to sell to ad companies.