# Google CEO addresses AI Overviews and their impact on search and engagement



In the rapidly evolving landscape of artificial intelligence, Google’s CEO Sundar Pichai has addressed concerns regarding AI Overviews, a feature intended to streamline the search experience. Pichai emphasises that while AI technology may change how information is accessed, the fundamental need for deeper inquiry will remain. “The underlying principle is people are coming looking for information. They’re not looking for Google always to just answer,” he stated, highlighting that users commonly seek a starting point for exploration rather than definitive answers.

The impact of AI Overviews also appears to be beneficial for niche publishers and small businesses. As noted by industry expert Rand Fishkin, the feature allows users to articulate more complex questions, potentially increasing engagement with specific content. Reid, another voice in the discussion, remarked that this capability assists specialists by enabling them to connect with audiences seeking detailed information without competing for generic search terms.

Furthermore, advancements in AI-driven search technologies were demonstrated by Nick Turley, head of product for ChatGPT at OpenAI. In a recent pre-launch demonstration, Turley showcased the potential of their new web search tool integrated with ChatGPT. He highlighted the addition of live web search capabilities, which allows the AI to supplement its responses with current information. “There’s an incredible amount of content on the web. There are a lot of things happening in real time,” said Kevin Weil, chief product officer at OpenAI, underscoring the necessity for ChatGPT to access real-time data to enhance its utility for users.

OpenAI’s integration allows ChatGPT to automatically conduct web searches for up-to-date information when it deems necessary, elevating the assistant's capability to provide timely and relevant answers. Although specifics about the number of users engaging with this feature remain undisclosed, OpenAI reports that approximately 250 million individuals interact with ChatGPT weekly.

Despite these developments, Fishkin conveys that such AI-assisted search tools are not yet posing a threat to Google’s established search engine. He noted that the new forms of search do not appear to be undermining traditional web search methods. OpenAI maintains that its focus is not on competing directly with Google but rather on enhancing the functionality and relevance of ChatGPT by utilising current information from the internet.

This ongoing evolution of AI automation offers businesses and users alike new opportunities for information discovery and engagement, with the landscape expected to continue transforming as technologies develop.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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