Google just made it easier to turn off personalized search results

Google is making it easier to switch off personalized search results thanks to an option that sometimes appears at the bottom of the results page, as reported by *Search Engine Roundtable*. After searching for something, scroll all the way down and look for a link to "Try without personalization." Click or tap that and Google will load a new page without personalized results.

The link might not be present for you in all searches. Some results for me include a message at the end of the results page that already says "Results are not personalized." This might be user error — maybe I have other settings that prevent it from appearing or am not using the right queries. But I did get the option to turn off personalized results much more often for searches on my iPhone than on my Mac, for some reason.

"This change makes it easier for people to get an accurate understanding of whether their results have been personalized, while also providing them with the opportunity to explore non-personalized results," spokesperson Ned Adriance says in a statement. "We also make it easy for people to adjust their personalization settings at any time." Adriance adds that "while we previously showed this information in About this result on individual results, this display is more accessible and clear."

You have already been able to get unpersonalized search results for a very long time; as *Search Engine Roundtable*

reported in 2007, you can see unpersonalized results by appending a parameter, “&pws=0,” to the end of a Google search URL. You can also turn off personalized search from your Google account settings.

***Update, December 5th**: Added context from Google.*

https://www.theverge.com/2024/12/5/24314402/google-turn-off-personalized-search-results