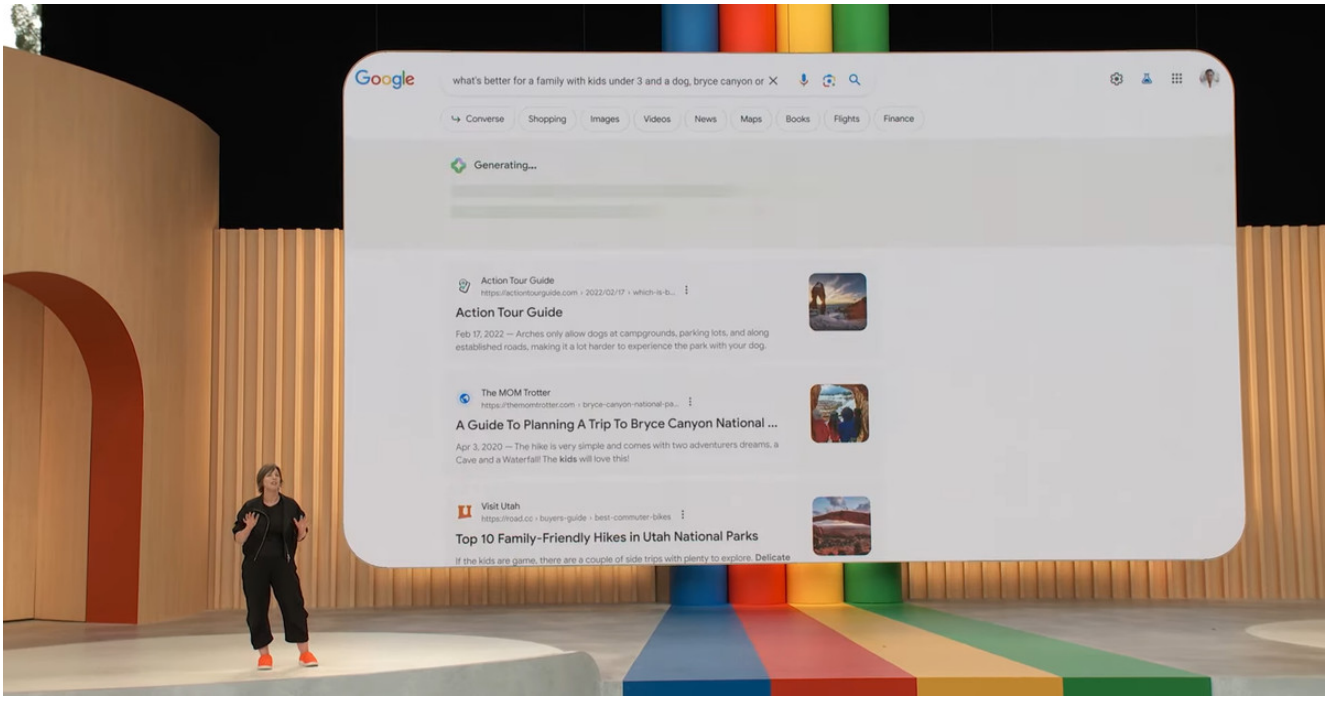
Google’s AI-powered search experience is way too slow



The worst thing about Google’s new AI-powered search experience is how long you have to wait.

Can you think of the last time you waited for a Google Search result? For me, searches are generally instant. You type a thing in the search box, Google almost immediately spits out an answer to that thing, and then you can click some links to learn more about what you searched for or type something else into the box. It’s a virtuous, useful cycle that has turned Google Search into the most visited website in the world.

Google’s Search Generative Experience, on the other hand, has *loading animations*.

Loading animations!

Let me back up a little. In May, Google introduced an experimental feature called Search Generative Experience (SGE) that uses Google’s AI systems to summarize search results for you. The idea is that you won’t have to click through a list

of links or type something else in the search box; instead, Google will just tell you what you're looking for. In theory, that means your search queries can be more complex and conversational — a pitch we've heard before! — but Google will still be able to answer your questions.

If you've opted in to SGE, which is only available to people who sign up for Google's waitlist on its Search Labs, AI summaries will appear right under the search box. I've been using SGE for a few days, and I've found the responses themselves have been generally fine, if cluttered. For example, when I searched "where can I watch *Ted Lasso*?" the AI-generated response that appeared was a few sentences long and factually accurate. It's on Apple TV Plus. Apple TV Plus costs $6.99 per month. Great.

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