Reviewer Type	Reviewer	LGTM / Date
Product	Elizabeth Hamon Reid Robby Stein Srinivasan (Cheenu) Venkatachary Hema Budaraju Phiroze Parakh Matthew Gray	ER: LGTM but see comments RS: LTGM CV: LGTM with comments HB: PP: MG:
Comms Team	Crystal Dahlen Lara Levin Ashley Thompson Ned Adriance Meghann Farnsworth	CD: LL: LGTM AT: NA: LGTM MF
T&S / RAI	Beth Tsai Michelle Chang	BT MC
Mktg	Approvers: Rossa Hsieh Melissa Winter Notify: Rebecca Michael Heaven Kim	RH: LGTM MW: LGTM with comments
GAPP	Ben Petrosky Christian Wagner	BP CW: LGTM
Legal	Rich Lee	RL: LGTM 6/13

[Majority of content adapted from SGE explainer and approved statements and background we've provided to press]

How AI Overviews in Search Work

Recently, we launched AI Overviews on Search. In this document, we'll explain how AI Overviews work, how they can be helpful, and the work we've done to prioritize quality and safety in this experience.

The fundamentals

AI Overviews use generative AI to provide key information about a topic or question, with links to dig deeper and learn more on the web.

This application of generative AI has been specifically designed to be helpful for information journeys in Search, meaning it's a different experience than interacting with an LLM-based chatbot. AI Overviews use a customized Gemini model, which works in tandem with our existing Search systems – like our quality and ranking systems and the Google Knowledge Graph. AI Overviews are designed to carry out traditional "search" tasks, like identifying relevant, high-quality results from our index to support the information presented in the overview. [N3]

To ensure that AI Overviews are high quality, we've integrated our core web ranking systems into this experience, which are fundamentally designed to surface reliable and relevant information. AI Overviews are built to only surface information that is backed up by top web results, and include links to web content that supports the information presented in the overview. People can use these links to dig deeper on a topic, because we know people come to Search to find a range of perspectives and to explore the open web.

How AI Overviews can be helpful

Before rolling out AI Overviews in Search, we tested the experience extensively through Search Labs to help us understand where generative AI can be most helpful. Like all the Search features that we build, our goal is to help people find the information they're looking for quickly and reliably.

In particular, AI Overviews are helpful for more complex questions that might have previously taken multiple searches. AI Overviews help people get to the gist of a complicated topic or question more quickly, while also providing a jumping off point to explore links to learn more. AI Overviews were designed to show up on queries where they can add additional benefit beyond what people might already get on Search today, and where we have high confidence in the quality of the responses. Meaning, they will show up in Search results when our systems determine that generative AI can be especially helpful – for example, when you want to quickly understand information from a range of sources.

With AI Overviews, people are visiting a greater diversity of websites for help with more complex questions. We've found that people who use AI Overviews actually use Search more and are more satisfied with their results. And when people click to links from AI Overviews, these clicks are higher quality, where users are more likely to spend more time on the site, because we've done a better job of finding the right info and website for them.

Quality and safety protections

AI Overviews are rooted in our core Search quality and safety systems, which we have been refining for more than 20 years to deliver reliable and high-quality information. Some of the key ways we've worked to promote quality and safety in AI Overviews include:

Rigorous testing: As we do with all Search features, we undertook a rigorous testing process before launch to maintain our high bar for quality with AI Overviews. We've utilized methods that