



DuckDuckGo Simplifies Access to 'No-AI' Search Engine Amid Traffic Surge

Description

As traffic to alternative search engine DuckDuckGo increases, the company has introduced new browser extensions that allow users to establish a no-AI search experience. This feature can be set as the default search engine via the platform noai.duckduckgo.com.

Once activated, the extensions direct users to a search page devoid of AI-assisted answers, interactive chat prompts, and a reduced presence of AI-generated images. Available for both Chrome and Firefox users, these extensions also ensure that individuals who have transitioned to the DuckDuckGo browser retain their AI settings, even after clearing their browsing history.

DuckDuckGo has positioned these extensions as a means to provide a consistent AI-free search experience. This move comes in response to growing concerns about AI integration in search technologies, particularly following Google's announcement of a significant AI-first overhaul to its search engine at its developer conference in early May.

Since this announcement, DuckDuckGo has experienced a substantial uptick in traffic. Recently, visits to its no-AI search page surged nearly 30% week-over-week, with a remarkable 18.1% increase in app installations in the U.S., where iOS downloads reached a peak growth of 69.9%.

The rising popularity of DuckDuckGo coincides with shifts in how Google presents search results, prioritising AI-generated overviews that offer interactive components, such as graphs and mini-apps, while traditional search links have become less prominent. However, not all users welcome this AI predominance, prompting some to migrate towards alternative engines like DuckDuckGo and Kagi.

Following the introduction of the new extensions, DuckDuckGo plans to enhance its existing Privacy Essentials extensions across various browsers to include controls for AI search preferences. Despite its focus on providing a no-AI option, DuckDuckGo continues to offer an AI chatbot and a subscription service, which provides access to advanced AI models and other protective features.



Vocabulary List:

1. **extensions** //ɪk'stɛnfənz// (noun): small programs that add browser features
2. **devoid** //dɪ'vɔɪd// (adjective): completely lacking; not having any of it
3. **retain** //rɪ'teɪn// (verb): keep something; not lose or give away
4. **integration** //,ɪntə'greɪʃən// (noun): joining of parts so they work together
5. **overhaul** //ˈoʊvər,hɔl// (noun): big change to make something work better
6. **surged** //sɜːdʒd// (verb): increased quickly and by a large amount

Comprehension Questions

Multiple Choice

1. What is the main purpose of the new browser extensions introduced by DuckDuckGo?
Option: To enhance AI-assisted search
Option: To provide a no-AI search experience
Option: To integrate more advertisements
Option: To simplify browsing
2. Which platforms are the DuckDuckGo extensions available for?
Option: Only Safari
Option: Chrome and Firefox
Option: Opera and Internet Explorer
Option: All major browsers
3. By how much did visits to DuckDuckGo's no-AI search page increase recently?
Option: 20%
Option: 25%
Option: 30%
Option: 35%
4. What percentage increase in app installations did DuckDuckGo experience in the U.S.?
Option: 15.2%
Option: 12.5%
Option: 18.1%



Option: 20.0%

5. What significant change did Google announce regarding its search engine?

- Option: A focus on privacy
- Option: A substantial AI-first overhaul
- Option: The introduction of DuckDuckGo
- Option: Reducing search ads

6. DuckDuckGo's extensions are designed to retain AI settings after what action?

- Option: Updating the browser
- Option: Clearing browsing history
- Option: Uninstalling the app
- Option: Changing the default search engine

True-False

7. DuckDuckGo's new extensions are only available for Chrome users.

8. Users can establish a no-AI search experience using DuckDuckGo.

9. DuckDuckGo plans to introduce new advertising methods with its extensions.

10. DuckDuckGo has seen a significant increase in traffic following the announcement of Google's new AI features.

11. The majority of users prefer AI-generated search results over traditional links.

12. DuckDuckGo's Privacy Essentials extensions will include controls for AI search preferences.

Gap-Fill

13. As traffic to alternative search engine DuckDuckGo increases, the company has introduced new browser extensions that allow users to establish a no-AI search experience at _____ .

14. Users of DuckDuckGo can transition to the no-AI search experience while still retaining their AI settings, even after _____ their browsing history.



15. Since Google's AI-first overhaul announcement, DuckDuckGo has experienced a substantial _____ in traffic.

16. DuckDuckGo provides a subscription service that includes access to advanced AI _____ and other protective features.

17. The rising popularity of DuckDuckGo coincides with shifts in how Google presents _____ results.

18. DuckDuckGo's extensions ensure individuals retain their AI settings regardless of _____ browsing history.

Answer

Multiple Choice: 1. To provide a no-AI search experience 2. Chrome and Firefox 3. 30% 4. 18.1% 5. A substantial AI-first overhaul 6. Clearing browsing history

True-False: 7. False 8. True 9. False 10. True 11. False 12. True

Gap-Fill: 13. noai.duckduckgo.com 14. clearing 15. uptick 16. models 17. search

CATEGORY

1. Sci/Tech - LEVEL6

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Author



aimeeyoung99

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