Reportedly, Google faces difficulties in convincing iPhone users to utilize its apps

Description

Google is facing challenges in its efforts to reduce its reliance on Apple's Safari as the default search engine on iOS devices. Despite spending billions of dollars to secure this position, Google is now striving to increase the usage of its own apps among iPhone users.

According to a report by The Information, Google aims to shift 50% of search queries on iPhone to its own apps. While the company has made some progress, with around 30% of Google Search queries on iPhone coming from its apps, it is finding it difficult to increase this number further. Sources reveal that Google considered restricting AI-powered features to its own apps but ultimately decided against it.

In another initiative, Google attempted to introduce a platform for users to upload short videos directly to the Google app, similar to TikTok or YouTube Shorts, but this project faced obstacles.

Overall, Google is working towards decreasing its reliance on Apple's Safari by increasing the usage of its own apps among iPhone users. Despite the challenges, the company continues to explore innovative solutions to achieve this goal.

Vocabulary List:

1. **Reliance** /rɪˈlaɪəns/ (noun): Dependence on someone or something.
2. **Initiative** /ɪˈnɪʃətɪv/ (noun): A new plan or process to achieve something or solve a problem.
3. **Obstacles** /ˈɒbstəklz/ (noun): Things that prevent or hinder progress.
4. **Striving** /ˈstraɪvɪŋ/ (verb): Making great efforts to achieve or obtain something.
5. **Innovative** /ˈɪnəveɪtɪv/ (adjective): Introducing new ideas or methods.
6. **Shift** /ʃɪft/ (verb): To change position direction or focus.

Comprehension Questions

Multiple Choice

1. What is Google striving to increase among iPhone users?

Option: Usage of Apple's Safari
Option: Usage of Google Search
Option: Usage of third-party apps
Option: Usage of its own apps

2. What percentage of search queries on iPhone does Google aim to shift to its own apps?

Option: 20%
Option: 30%
Option: 40%
Option: 50%

3. What percentage of Google Search queries on iPhone currently come from Google's apps?

Option: 10%
Option: 20%
Option: 30%
Option: 40%

4. What feature did Google consider restricting to its own apps?

Option: Voice search
Option: AI-powered features
Option: Augmented Reality
Option: Location services

5. What type of platform did Google attempt to introduce for users on its app?

Option: Online shopping platform
Option: Video streaming platform
Option: Social media platform
Option: Short video upload platform

6. What is Google's main goal in reducing reliance on Apple's Safari?

Option: Promotion of Safari
Option: Increase iPhone users
Option: Decrease usage of Google apps
Option: Increase usage of its own apps

Answer

Multiple Choice: 1. Usage of its own apps 2. 50% 3. 30% 4. AI-powered features 5. Short video upload platform 6. Increase usage of its own apps

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which company is known for its reliability and trustworthiness?

   Option: A) Apple
   Option: B) Amazon
   Option: C) Microsoft
   Option: D) Reliance

2. What term is used to describe making great efforts to achieve something?

   Option: A) Compromise
   Option: B) Striving
   Option: C) Settling
   Option: D) Accepting

3. What word describes something that introduces new ideas or methods?

   Option: A) Traditional
   Option: B) Basic
   Option: C) Innovative
   Option: D) Standard

4. Which term means a positive declaration intended to give confidence?

   Option: A) Doubt
   Option: B) Assurance
   Option: C) Fear
   Option: D) Uncertainty

5. What is the term for an arrangement to receive something regularly by paying in advance?

   Option: A) Donation
   Option: B) Purchase
   Option: C) Subscription
   Option: D) Deposit

6. Which term refers to relating to the identification of long-term goals and the means of achieving them?

   Option: A) Tactical
   Option: B) Operational
   Option: C) Strategic
   Option: D) Reactive

7. What term is used for distributing resources for a particular purpose?

Option: A) Gather

Option: B) Allocate

Option: C) Restrict

Option: D) Wasteful

8. Which term refers to showing a great deal of variety?

Option: A) Uniform

Option: B) Identical

Option: C) Diverse

Option: D) Similar

9. What term is used to describe the branch of physics that deals with the action of forces on objects?

Option: A) Chemistry

Option: B) Biology

Option: C) Mechanics

Option: D) Astronomy

10. Which term is used to describe something that makes a situation more difficult?

Option: A) Simplification

Option: B) Complications

Option: C) Easiness

Option: D) Smoothness

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ are challenges that one may face while pursuing a goal.

12. The computer _____ is a key component responsible for executing instructions.

13. The meeting is scheduled to _____ with the conference dates.

14. After years of hard work their project finally came to _____ .

15. You can pay for the TV in monthly _____ .

16. The highly _____ movie premiere drew a large crowd.

17. A sudden _____ in consumer preferences led to changes in the product lineup.

18. The new theme park ride promises an _____ experience for visitors.

19. The mountain path was known to be _____ especially during the winter.

20. The virtual reality game offers players an _____ gaming experience.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The interactive workshop was both informative and .
22. The company plans to its new product line at the upcoming event.
23. The latest smartphone model boasts a design for easy portability.
24. Before purchasing the software ensure it meets the requirements of your computer system.
25. Effective project managers continuously and plan for potential risks.
26. Unexpected arose during the construction phase of the building.
27. The company announced that the product launch will with the holiday season.
28. The new software update is fully with older operating systems.
29. The tech convention showcased the latest in artificial intelligence.
30. Despite feeling she decided to attend the important meeting.

Answer

Multiple Choice: 1. D) Reliance 2. B) Striving 3. C) Innovative 4. B) Assurance 5. C) Subscription 6. C) Strategic 7. B) Allocate 8. C) Diverse 9. C) Mechanics 10. B) Complications
Gap-Fill: 11. Obstacles 12. Processor 13. Coincide 14. Fruition 15. Installment 16. Anticipated 17. Shift 18. Exciting 19. Treacherous 20. Immersive
Matching sentence: 1. Engaging 2. Unveil 3. Foldable 4. Compatibility 5. Anticipate 6. Complications 7. Coincide 8. Compatible 9. Innovations 10. Ill

CATEGORY

1. Sci/Tech - LEVEL4

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