



UK probes Google's search dominance: Investigation Underway

Description

The UK's competition watchdog, the Competition and Markets Authority (CMA), is investigating whether Google has too much power in online search. Google dominates 90% of UK web searches, raising concerns that it may be using its position to harm competition and limit choice for users. This is the CMA's first investigation using new powers to regulate firms with "strategic market status" in digital markets. The goal is to ensure fair competition and equal opportunities for all businesses.

Google has agreed to cooperate with the investigation but has expressed concerns about overly strict digital competition rules. The CMA could potentially require Google to share data with other businesses or give publishers more control over how their data is used for artificial intelligence features.

If Google is found to have strategic market status, the CMA has the authority to impose rules or interventions to promote competition. It is possible that similar investigations may occur under the Digital Markets, Competition, and Consumer Act in the future. This regulatory trend aims to ensure fair competition and innovation in digital markets, aligning with the UK's response to global regulations for large tech companies.

Vocabulary List:

1. **Investigating** /ɪnˈvɛs.tɪ.geɪ.tɪŋ/ (verb): The act of examining or inquiring into something systematically.
2. **Dominates** /ˈdɒm.ɪ.neɪts/ (verb): Has a commanding influence on; is in control of.
3. **Competition** /ˌkɒm.pəˈtɪʃ.ən/ (noun): The activity or condition of competing against others.
4. **Interventions** /ˌɪn.təˈven.jənz/ (noun): Actions taken to improve a situation or to intervene in an ongoing process.
5. **Regulate** /ˈrɛg.jə.leɪt/ (verb): To control or maintain the rate or speed of a machine or process.
6. **Strategic** /strəˈtiː.dʒɪk/ (adjective): Relating to the identification of long-term or overall aims and interests.

Vocabulary quizzes

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

1. What term describes the rivalry between companies in the same industry?

- Option: Regulation
- Option: Scattering
- Option: Competition



Option: Payload

2. Who are scientists that study celestial bodies and phenomena?

Option: Astronomers

Option: Payload

Option: Inaccuracies

Option: Platform

3. What are actions taken to improve a situation or prevent further issues?

Option: Implications

Option: Interventions

Option: Artificial

Option: Authorize

4. What describes the process of monitoring and enforcing rules?

Option: Notifications

Option: Payload

Option: Regulatory

Option: Challenge

5. What term refers to something that can be used more than once?

Option: Artificial

Option: Inaccuracies

Option: Reusable

Option: Compliance

6. What is the process of evaluating something to determine its quality or performance?

Option: Luminous

Option: Test

Option: Violation

Option: Platform

7. What term signifies a task or situation that tests one's abilities?

Option: Concerns

Option: Challenge

Option: Disintegrate

Option: Incidents

8. What is a specific task or goal that one is set to achieve?



- Option: Astronomers
- Option: Payload
- Option: Mission
- Option: Scattering

9. What refers to the act of providing a brief overview of something?

- Option: Summarizing
- Option: Strategic
- Option: Artificial
- Option: Implications

10. What term denotes the quality of being trusted or believed in?

- Option: Credibility
- Option: Regulation
- Option: Inaccuracies
- Option: Payload

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

11. Non-compliance with regulations may result in _____.
12. Many expressed their _____ about the potential risks involved.
13. The aim is to establish guidelines to effectively _____ the industry.
14. The decision had far-reaching _____ that impacted various stakeholders.
15. Before deployment the system undergoes rigorous _____ to ensure functionality.
16. Users will receive instant _____ regarding any system updates.
17. The new software will serve as a versatile _____ for various applications.
18. Strict measures are in place to prevent security _____ from occurring.
19. The intelligence displayed by the system is purely _____ and not human-driven.
20. The government plans to introduce new _____ to address environmental concerns.

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



21. The multinational corporation the market with its innovative products.
22. The company formulated a plan to expand its reach globally.
23. The glow of the stars illuminated the night sky.
24. The phenomenon of light as it passes through the atmosphere was observed.
25. There were numerous about the possible outcomes of the merger.
26. The spacecraft carried a crucial for its upcoming mission.
27. The report was criticized for its and lack of reliable data.
28. Adhering to industry standards is essential for regulatory .
29. Only top-level management can major decision-making processes.
30. The ancient manuscript started to due to its fragile condition.

Answer

Multiple Choice: 1. Competition 2. Astronomers 3. Interventions 4. Regulatory 5. Reusable 6. Test 7. Challenge 8. Mission 9. Summarizing 10. Credibility

Gap-Fill: 11. Violation 12. Concerns 13. Regulate 14. Implications 15. Test 16. Notifications 17. Platform 18. Incidents 19. Artificial 20. Regulation

Matching sentence: 1. Dominates 2. Strategic 3. Luminous 4. Scattering 5. Speculations 6. Payload 7. Inaccuracies 8. Compliance 9. Authorize 10. Disintegrate

CATEGORY

1. Sci/Tech - LEVEL3

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