**Google AI feature now improved for more language toggle**

Google improve its feature in the new AI “Search Generated Experience’’ for users, the new search generated tool was first introduced in the United State in May 2023.

SGE, internally referred to as Magi, integrates the capacity of generative AI to condense enormous volumes of data into the Google search experience on Chrome, whether you're using it on a PC, Android, or iOS device.

In August 2023, Google blog announced the introduction of the search generated feature into two counties; India and Japan.

Google blog post in their announcing state, " This week Search labs in the first countries outside of the U.S.-India and Japan -enabling people to opt into SGE to help them better understand topics faster, uncover new viewpoints and insights, and get things done more easily."

The search generated experience is now available in English and Hindi language in India

The feature was initially introduced in December 2022 with the goal of creating more logical and natural ways to search for and explore information in the physical environment.

Users may access material more quickly, gain fresh insights, and discover new topics thanks to these technologies.

SGE on Google will perform the research for the user, and a summary prepared by AI will appear above the search results.

Additionally, the new functionality makes it possible for users to choose between Hindi and English, which has an impact on text-to-speech. The user has the option of listening to responses in their preferred language.

A major shift in perspective in how people engage with online information occurred in 30th of November 2022 with the advent of Language Model tools like ChatGPT.

Similarly, Microsoft incorporated the GPT-4 model from OpenAI into Bing in February 2023, giving users a conversational search experience.

Just as Microsoft's AI-powered Bing, Google's new method of searching compiles data from the internet and presents it to users in a coherent way.

As stated by the company, “Generative AI in search is still an experiment, and we'll keep trying out new methods of displaying the results and listening to user input while giving priority to strategies that continue to send users to relevant websites”.

<https://blog.google/products/search/google-search-generative-ai-india-japan/> Link to google blog post