



How Accurate Are Google's A.I. Overviews?

Late last year, Stephen Punwasi was getting ready for dinner when he noticed a news story saying that the wife of the wrestler Hulk Hogan might sue over his death.

Mr. Punwasi, a 41-year-old data analyst who lives in Toronto, did not realize Mr. Hogan had died and asked Google when that had happened.

The answer confused him. “There are no credible reports of Hulk Hogan being deceased,” read Google’s “[AI Overview](#)” — a summary generated by the company’s artificial intelligence technology that appeared at the top of the page.

Beneath the answer, Mr. Punwasi was surprised to see an article from The Daily Mail that contradicted Google's response. The headline read: "Mystery Deepens Over Hulk Hogan's Death."

In 2024, Google started giving A.I.-generated answers prime placement at the top of its search results page. The new product, AI Overviews, helped transform Google from a curator of information into a publisher.

A recent analysis of AI Overviews found that they were accurate approximately nine out of 10 times. But with Google processing more than five trillion searches a year, this means that it provides tens of millions of erroneous answers every hour (or hundreds of thousands of inaccuracies every minute), according to an analysis done by an A.I. start-up called Oumi.



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