Microsoft's Bing steps up battle with Google with plans to incorporate AI technology behind ChatGPT

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ech giant [Microsoft](#) is stepping up its battle to take search engine market share from rival [Google](#) with plans to incorporate the artificial intelligence software behind ChatGPT into Bing.

The Washington-based business plans to use the tools built by artificial intelligence research laboratory OpenAI, which created the ChatGPT service, to offer human-like answers to queries typed into its search engines rather than provide a list of websites as it does currently, and could have the functionality up and running as soon as March, according to IT news site The Information.

Founded in 2015, artificial intelligence research centre OpenAI was set up by a group of billionaire tech entrepreneurs including Elon Musk and Peter Thiel and received a $1 billion investment from Microsoft in 2019.

It took just five days for OpenAI's ChatGPT [chatbot](#) to hit one million sign-ups after its launch last month, as users rushed to try out the human-like chat functionality offered by the service, which is able to provide complex answers to scientific questions, write poetry and provide recipes for home-cooked meals.

Bing accounted for just 9% of the global search market in 2022, according to data from Statistica – well behind Google's 83% dominance over the same period.

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When the ChatGPT bot was asked about plans to incorporate its functionality into Bing, it said: "It is difficult to say definitively whether using ChatGPT for a search engine would make it better than Google search.

"There are many factors that contribute to the quality and effectiveness of a search engine, including the algorithms used, the quality and relevance of the indexed content, and the user experience.

"While ChatGPT may be a useful tool for generating search results, it is just one piece of the puzzle. Ultimately, the superiority of a search engine will depend on the overall effectiveness of its various components and how well they work together."