

Google AI summaries are ruining the livelihoods of recipe writers: 'It's an extinction event'

Level 1: Elementary

1 Warmer

a. Discuss these questions.

1. If you need a recipe, where do you look? In a recipe book? On an online site? Do you use AI?
2. How often do you think people use AI to create recipes?
3. What is good and what is bad about using AI that way?

2 Key words

a. Match the correct word to each definition. Then find them in the article to read them in context.

based

trusting

block

confuse

bloggers

1. made from something; using something as a start _____
2. to make someone not understand _____
3. people who write on the internet about their life or ideas _____
4. to stop something from moving or working _____
5. believing that people are good and honest _____

basic

recipes

create

tools

extinction

6. instructions for how to make food _____
7. objects people use to do work _____
8. to make something new _____
9. when all animals or plants of one kind die _____
10. simple, with nothing extra added _____

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b. Complete the sentences with words from the previous activity. You might have to change the form of some words.

1. _____ often write about food or travel.
2. A hammer and a saw are examples of _____ for people who work with wood.
3. The _____ of the dinosaurs happened centuries ago.
4. I like the food, but it has a very _____ taste. It's not special.
5. If the question is very long, it can _____ students.
6. She _____ her friend and believes her story.
7. The story is _____ on a true event.
8. He wants to _____ a picture with paint.
9. Traffic is bad because there is a car that is _____ the road.
10. This book has many easy _____ I can try to cook.

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AI Mode is mangling recipes by merging instructions from multiple creators – and causing them huge dips in ad traffic

Aimee Levitt

15 December, 2025

- 1 In March, Google began using a new search tool called AI Mode. It helped people create many things, including recipes. The AI takes parts from many different recipes and, like Frankenstein, mixes them together. The recipes can be very basic and sometimes just wrong. In one memorable example, the AI even suggested cooking with glue.
- 2 For many years, food bloggers have worked hard to make good recipes that they have tested many times. Recently, however, bloggers saw that their recipes are being used by AI tools, and they are worried. People often search online for recipes for dinner. If they see an AI recipe first, they may not visit the original food site. Bloggers fear that people will confuse their recipes with low-quality AI content and stop trusting food blogs.
- 3 Matt Rodbard, who has a food website called Taste, is very worried about this change. He believes it could have a serious effect on websites that need ads for money. "For websites that depend on the advertising model," he says, "I think this is an extinction event in many ways."
- 4 Some bloggers are not seeing big problems yet. Karen Tedesco writes a blog called Familystyle Food. She says there are still visitors to her website and money from ads. Her recipes come from her own experience and family history. For example, her Italian meatball recipe is based on her memories of her mother's cooking. It includes many photos, clear advice and a video.
- 5 Still, Tedesco is worried. When she searched for "Italian meatballs" using Google's AI Mode, the AI created a new recipe using her work and many others. The new recipe was mixed with recipes from nine other places, and it was very basic. It did not include the family connection that made her recipe special and recognizable as hers.
- 6 Another blogger, Adam Gallagher, saw that fewer people are visiting his website, even though more people see it in search results. Many users prefer the AI answer because it is quick and clean, and there aren't any ads.
- 7 There is only so much that bloggers can do. They can block the tools that AI uses to create content, but this could make their websites invisible to web searches.
- 8 Some experts believe there is still hope. Studies show that many people trust human-made content more than AI content. As people learn more about the low quality of AI and how to recognize it, they may return to real recipes made by real people.

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3 Comprehension check

a. Choose True or False according to the information in the article.

- | | |
|--|--------------|
| 1. Google started using a new search tool called AI Mode in March. | True / False |
| 2. The AI recipes are always better than recipes written by food bloggers. | True / False |
| 3. Food bloggers are worried because people may not visit their websites. | True / False |
| 4. Matt Rodbard thinks AI could really harm websites that earn money from ads. | True / False |
| 5. Karen Tedesco says she is already losing all her visitors and ad money. | True / False |
| 6. Karen Tedesco's Italian meatball recipe comes from her family experience. | True / False |
| 7. Adam Gallagher says more people are visiting his website than before. | True / False |
| 8. Experts believe people may trust human-made recipes more in the future. | True / False |

4 Key language

a. Match the related words. Use the article to help you.

- _____ 1. **recognize:** to identify or know someone or something when you see it
- _____ 2. **visitors:** people who come to see a place or website
- _____ 3. **memories:** things you remember from the past
- a. **invisible:** not able to be seen
- b. **recognizable:** easy to identify or know
- c. **memorable:** easy to remember; something you do not forget

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b. Complete the sentences using the words in the box.

recognizable
recognition

recognize
invisible

visitors
memories

memory
memorable

1. The day of my graduation was a(n) _____ day for our family.
2. The museum has many _____ every day.
3. She has lots of happy _____ of her childhood.
4. His voice is very _____. People always say hello when they hear him.
5. Normally, air is _____, but you can see it on cold days.
6. I _____ her from school, but we aren't in the same class.
7. My dad has a terrible _____ and always forgets people's names.
8. She received a(n) _____ for being the best person for the job.

5 Discussion

a. Discuss these statements.

- It is better to use an easy-to-read recipe from AI than a long recipe by a food writer.
- Other professions should not worry about the effect that AI has on food writing.

6 In your own words

a. Match the arguments against using AI for recipes with sentences taken from the article.

1. AI recipes can include dangerous ingredients.
2. AI recipes don't include photos or family history.
3. The use of AI could be really dangerous for sites that need ad money.
4. If food writers block AI from using their recipes, they might lose visitors.
5. There is less trust if people confuse AI recipes with those of food writers.

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- a. 'He believes it could have a serious effect on websites that need ads for money.'
- b. 'They can block the tools that AI uses to create content, but this could make their websites invisible to web searches.'
- c. 'Bloggers fear that people will confuse their recipes with low-quality AI content and stop trusting food blogs.'
- d. 'It did not include the family connection that made her recipe special and recognizable as hers.'
- e. 'In one memorable example, the AI even suggested cooking with glue.'

b. In groups, think of good reasons to use AI for recipes.

You might consider:

- AI can personalise recipes.
- AI can make shopping lists based on recipes.
- AI lists the websites used and could increase the number of visitors.
- AI recipes are basic and easy to read, so good for people learning how to cook.
- Food writers can make mistakes, too.

c. In groups, prepare arguments for or against the use of AI for finding recipes and hold a debate.