



BROWSER WAR NE

# Microsoft the dang Chrome

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# about

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Pop-ups range from straightforward to cheeky. One calls Chrome "so 2008."

ANDREW CUNNINGHAM - 12/2/2021, 7:20 PM



## Enlarge

If you're a Google Chrome user setting up a new Windows PC, the most important feature of Microsoft Edge is the ability to be apparently aware of something about it, like downloading and installing Microsoft's annoying



## FURTHER READING

I like Microsoft Edge. But if it doesn't... I'll switch again

made users from... I wrote about

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## The browser built by Google

Download Chrome

I want to update Chrome →

For Windows 10/8.1/8/7 64-bit.

Help make Google Chrome better by automatically sending usage statistics and crash reports to Google. [Learn more](#)

Enlarge / "I still love this joke construction," said no one in the last half-decade.

You won't see the pop-ups every time you try to download Chrome (I haven't yet), but Neowin and other outlets like [The Verge](#) have spotted at least three different messages:

- "Microsoft Edge runs on the same technology as Chrome, with the added trust of Microsoft."
- "'I hate saving money,' said no one ever. Microsoft Edge is the best browser for online shopping."
- "That browser is so 2008! Do you know what's new? Microsoft Edge."

While the operating system-level pop-ups are a small escalation in the ongoing browser wars, this kind of behavior isn't new. If you use Bing to search for essentially *any* web browser, including Chrome,

Firefox, Opera, Vivaldi, or Brave, a large ad for Edge appears both above the search results and in a giant box to the right of the search results. And whenever you log into Google's services using Edge or any other non-Chrome browser for the first time, you'll get a "helpful" nudge about downloading and installing Chrome. But as the provider of Windows, Microsoft definitely has more opportunities to suggest using Edge, and it takes advantage of those opportunities with **frustrating regularity**.

## Promoted

Sajuuk / Ars Technica

**Quote:**

"Microsoft Ed

**Quote:**

"That browse

*Chef's kiss.*

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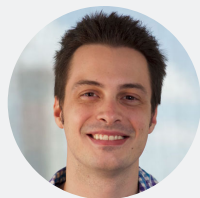
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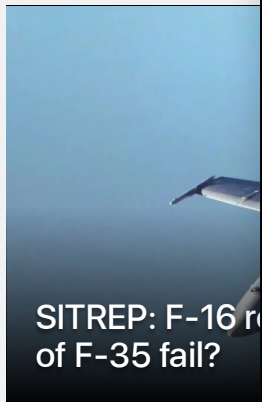


### ANDREW CUNNINGHAM

Andrew is a Senior Technology Reporter at Ars Technica with over a decade of experience in consumer tech, covering everything from PCs to Macs to smartphones to game consoles. His work has appeared in the New York Times' Wirecutter and AnandTech. He also records a weekly book podcast called **Overdue**.

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## SITREP: F-16... signal of F-35

Footage courtesy of DVIDS, Boeing, and The United States Navy.

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