

# Facebook continues to change the new interface

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Recently, the biggest social network on the planet Facebook is bringing a lot of changes to users. Accordingly, at the beginning of December, this social network has changed the display algorithm to limit the picture, "processing" image appears massively on the user's home page while increasing the display rate. Marketing information links with quality content.

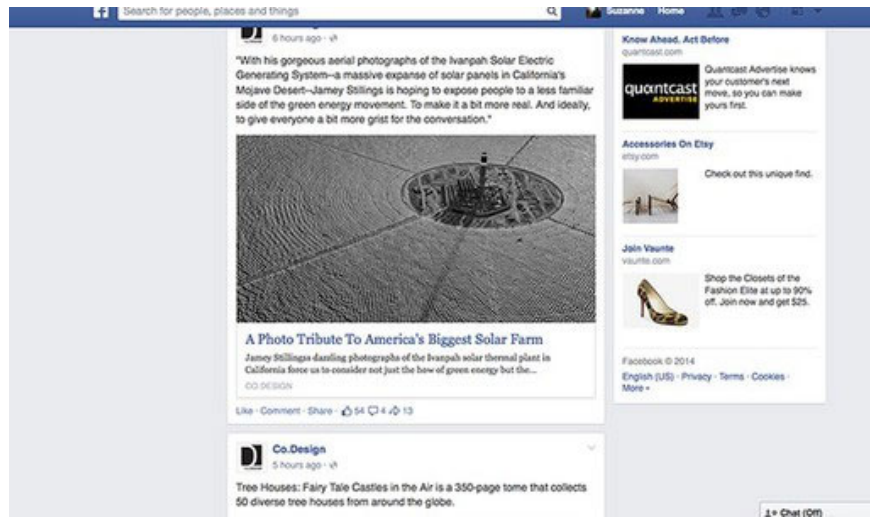
It is known that this move of Facebook is to spread the content of information to be more information-oriented, turning Facebook into a comprehensive newspaper page for everyone.



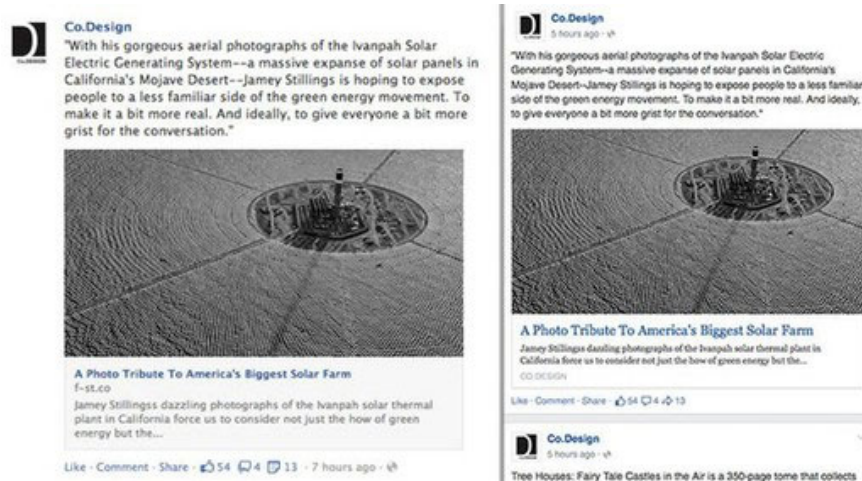
Overview of the new interface that Facebook is testing.

Recently, we have received another proof for the purpose mentioned above when Facebook unexpectedly tested a new **News Feed** style of a traditional electronic newspaper. Specifically, in this test interface, the title of the link will be displayed in serif font - the font is often used by traditional news sites.

However, *serif* fonts are no longer really used, most of the information pages turn to softer fonts like sans-serif or serif fonts that have been modified as *Times. New Roman* .



It can be clearly seen that posts with links to high-quality news sources displayed with large areas and fonts have also changed compared to the current interface.



Compare current interface and test interface.

Talking about this test, a Facebook spokesperson said: ' *This is a small test of design that we're running. In fact, we conducted countless tests on the entire site system regularly, and I have nothing more to share at this time .* '



In addition to the above information, Facebook recently officially announced the time of death of the 'sponsored post' advertisement.

In another move, Facebook has officially announced the cancellation of the *sponsored posts form* in April, after a lot of legal scandals about the social network's serious violation of privacy. Private users when using the identity of users for advertising purposes that they do not know. However, with so many forms of advertising available, this seems just a move to appease the opinion of this social network.

According to information experts, after Facebook dropped the '*sponsored post*' advertising package, the company will develop more clever forms of advertising in taking advantage of user information called '*social context advertising*'. Even so, having to endure advertising when using Facebook is also understandable because users are using it for free and Facebook's main source of revenue comes from advertising.

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