

Facebook gradually improves Graph Search

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Earlier last year, Facebook announced an ambitious project called **Graph Search** . This is a smart search engine integrated on Facebook to help users quickly and accurately search the necessary information in a huge amount of content created on this social network.

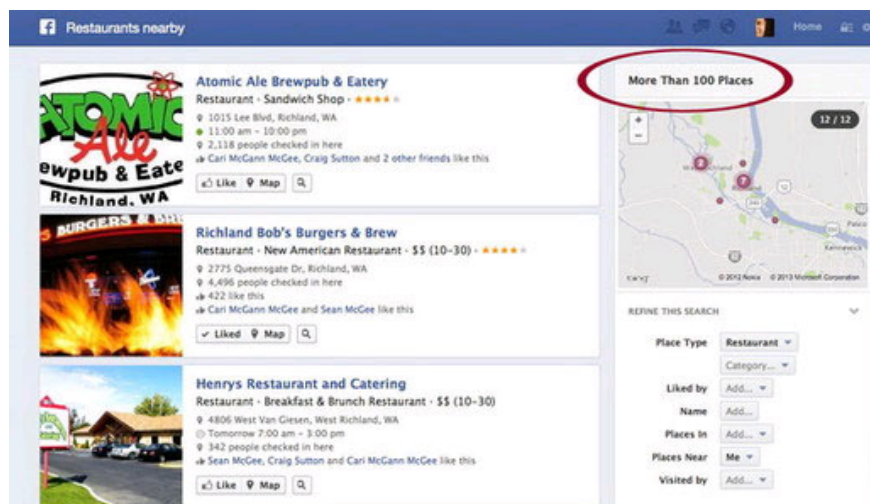
When using Graph Search, all results you need to find are fully compiled. Such status updates, posts, video clips and other information of friends posted on social networks. Besides, Graph Search also allows search personalization by narrowing the scope of searching for related topics such as time, location, people, etc.

When the new project was announced, *Facebook CEO Mark Zuckerberg* described this tool to help Facebook interact with users more flexibly, based on user behavior to make search results more accurate. .

However that is not all, Facebook is currently indexing content on social networks that makes searching faster. In an interview with financial analysts recently, Zuckerberg said Facebook pursued a project to develop a

complete search engine for years. Too much content needs to be integrated into Facebook's ecosystem, he added.

With *Graph Search*, Facebook starts with user indexing. Currently the company is processing about over trillion connections between accounts as well as posts shared by users on the network.



The ultimate goal of this is for Facebook to return accurate search results for any questions users ask. For example, you can search to know if your friend is currently working at a certain company, the CEO said.

Graph Search currently only has a desktop version. Users can search for information such as delicious restaurants near work, what friends like or filter out people with similar interests from the friends list.

Facebook's biggest competitor in the search field is Google currently capable of processing about 100 billion searches per month. According to analysts, in addition to increasing the time users stop on the website, a complete search engine helps Facebook sell contextual ads on search results pages, which are giving Google resources. Big profit.

Graph Search will succeed in accelerating the process of sharing, updating information faster and with more than 1 billion users, Facebook has a lot of data to use for its search engine.

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