

News Feed on Facebook may be about to change dramatically, in a way no one expected

With this new interface, users will browse Facebook by swiping across the conveyor belt instead of swiping down to the present.

Programmer Jane Manchun Wong discovered that Facebook is testing a new interface, News Feed posts in Stories will be bundled together. With this new interface, users will browse Facebook by swiping across the conveyor belt instead of swiping down to the present.

Wong shared on Twitter that the post integration and Stories into one helps Facebook users to see both things simultaneously in the same stream of content.

In the new interface, ad posts are also integrated with horizontal-style Stories, which helps attract more viewers and increase advertising revenue. This supports ad units to launch Stories full screen format.



How the new interface works on Facebook: A person is swiping through a notification to update their friends' avatars on the right and the full screen on the left is Stories.

While inside the carousel interface, users can still like, drop emoticons or comment on posts.

Since last year, Facebook has allowed users to post News Feed posts into Stories but they have been reformatted to resemble Stories. In the new interface, these posts retain the old design and white background.

Facebook has officially confirmed this is an initial prototype of the new News Feed but they have not planned to publicly test this feature.

If the conveyor belt interface is chosen as a way to browse Facebook social networks in the future, the change in user behavior will not affect its advertising business.

News Feed scrolls vertically (swipe down) even though it is useful for text-heavy content, but requires users to perform more navigation operations and take more time because they have to swipe, stop and continue. continue to swipe to be able to browse the entire post.

But with the type of line, although not yet very optimal for the heavy content on the text, but the post always appeared fully to help navigation operations more convenient and more noticeable.

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