

The infinite scroll feature on Google Search has officially been discontinued

Computer users will no longer be able to use infinite scrolling on Google Search.

The infinite scroll feature on Google Search has officially been "discontinued" on personal computer devices. This means that computer users will no longer be able to use infinite scrolling on Google Search.

And in the near future, this feature is expected to soon be removed on mobile devices as well.



On desktop, Google's classic pagination bar will return to replace infinite scrolling so users can jump to a specific page of search results or simply click the Next button to see the next page.

Meanwhile, on mobile devices, at the bottom of the search results there will be an Add result button to load the next page.

In October 2021, Google introduced infinite scrolling on Google Search mobile for the first time. This feature will officially be introduced to the desktop version of Google Search at the end of 2022.

Google said that the reason for removing the infinite scroll feature is to speed up the delivery of results and get more searches, instead of automatically loading results that users have not explicitly requested.

The company also found that automatically loading more results does not help users have a better, more satisfied experience with Google Search.

Although Google's search-related advertising revenue in 2023 reaches \$175 billion, this core product has been assessed as significantly lagging behind.

Users have long complained about the decline in the quality of Google's search results. The situation becomes more serious when AI models like ChatGPT appear.

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