

WhatsApp will test new algorithms for Status sort feature

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WhatsApp - one of the world's largest messaging applications is currently planning to test an algorithm for Status feature. Specifically, this algorithm will help rearrange status updates by relevance, rather than in the current chronological order. WhatsApp is currently starting to test this feature with a small group of iPhone users in Brazil, Spain and India, and also plans to deploy more widely in the near future if the effect is thoroughly verified. .



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In general, this new algorithm will rearrange WhatsApp's Status updates based on determining which updates have the most relevant content. Up to now, updates are usually placed in reverse chronological order, with the most recent Status appearing first, although there are no major issues that can sometimes cause problems. uncomfortable for users.

However, this new sorting method can also be a bit difficult to use for some people, as it prioritizes display for those who post most often. The new algorithm takes into account various factors before sorting out Statuses,

such as the Status you regularly view and interact with, as well as the person you message most often.

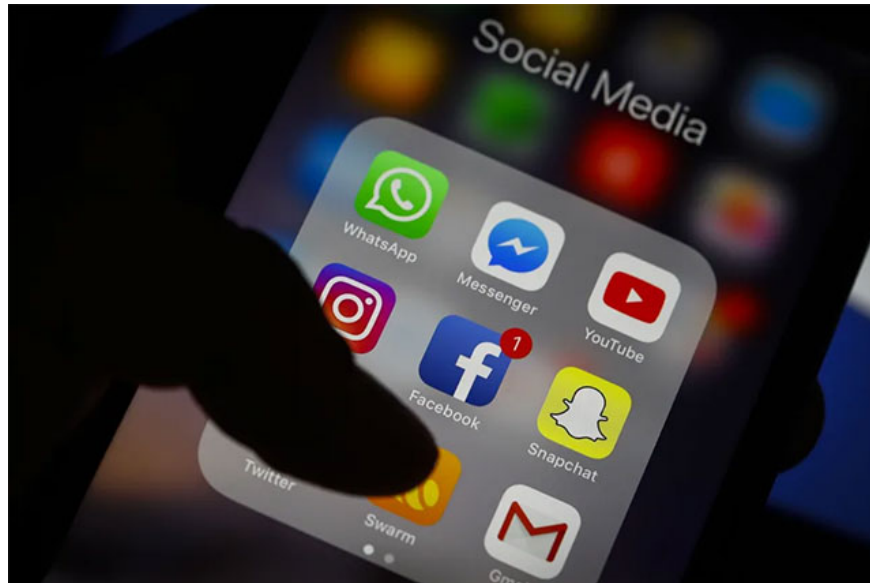


Suppose, if applicable, on other platforms like Facebook or Twitter, this change probably won't be surprising. However, for WhatsApp it is different, this application is famous for its particular emphasis on privacy. Unlike Facebook and Instagram, WhatsApp-style messaging applications are encrypted without collecting a lot of user data. The new algorithm will not change this, because the information needed for the decision-making algorithm will be stored on the user's phone and not related to WhatsApp's server (if the star feature is turned on, of course. Save, your data will be saved on the server).

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In the case of Facebook, this app has a messy history with dozens of different algorithms applied. When Facebook first moved the News Feed to a new algorithmic source, there was a lot of opposition immediately, the Instagram case also took the same direction, forcing Facebook to take a lot of time to Explain to users.

Of course, WhatsApp's Status feature tends to be managed a little more than a regular social network feed, because you only see the status updates of another person when both are saved. Information of each other in the contact list. Therefore, the effects that this new algorithm creates may not be too impressive.



However, with a huge platform, owning 450 million regular users like WhatsApp, even the slightest adjustments can lead to big arguments. That may be the reason why this application will apply a new pilot-style algorithm on individual areas to explore user reactions before making more extensive deployment decisions. After initial tests with iPhone users in Spain, Brazil and India, the company will begin deploying new algorithms with Android users. These initial tests will help WhatsApp see what tweaks need to be done before the algorithm can be ready to launch fully and officially.

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