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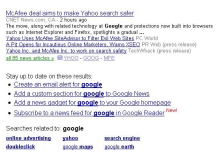

Related searches on Google News

By: Bogdan Popa, Security and Search Engines Editor

Google News Adopts Related Searches

Google integrated Related Searches into Google News

Google News has just adopted Related Searches, an old function which was integrated into Google Search a long time ago and which may represent quite a useful addition for those who read news on Google's website. Just like on the main search engine powered by Google, the Related Searches provide alternative queries related to the query entered by the user. "We think that this feature can be useful not just for adjusting and refining your search, but also as an interesting way to browse the news, perhaps finding connections between stories that you hadn't seen," Nilesh Agrawal, Sharad Jain and Deepa Iyer, Software Engineers, commented the new feature.If you wish to test the new function, go over to Google News and type in any keyword you want. Then, scroll down to the end of the page and you should be able to see related searches which provide you even more news subjects related to the first keyword entered."Sometimes the best search terms for what you're looking for are related to the ones you actually entered. Click these related search terms to see alternate search results," Google explained in the help center.Related searches are great, we all agree it, even if sometimes, the suggestions the search engine provides are not the most useful ones. In fact, there were cases when Google returned at least strange related searches for certain queries. However, this usually happens due to the fact that these related searches are provided by a computer technology and not by humans, Google explains."As is normal for Google News, there are no human editors involved in selecting related searches; these suggestions are automatically generated based on an algorithm to determine terms related to your search," Google's software engineers stated.

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