What is Graph Search?

Graph Search is Facebook's way of mapping all of the data we give the platform together in a really useful way. It is by far the best example of 'Social Search' – the premise of creating a search engine based not on websites but on entities – people, places and things.

The company launched it in 2013 and have been quietly iterating it ever since. There's still a long way to go but the foundations are already there for what promises to be the only true rival to Google in the world of information organization and retrieval.

How does it work?

Graph search is a true Big Data play. The Palo Alto engineers' challenge has been to take epic amounts of the data we share daily and 'map' it in a way that allows the user to search the platform using logical phrases and retrieve useful results in return.

Why is it useful?

Rather than putting websites at the centre of things Graph Search makes people, places and things its foundation. That means it's becoming an incredibly powerful market research tool, an influencer identification engine and a peer-driven recommendation platform. You'll soon be able to find out more than you ever knew before about your audience, buy a TV based on recommendations by the people you trust most or even buy your friend's present based on what the search engine tells you they will love.

Personal Research

Business/service in **location**

Groups liked by people who live in **location**

Groups about **location/interest/brand/person**

Apps my friends marked as **insert name** use

Movies liked by **friends/person/page/brand**

Music liked by **friends/person/page/brand**

Favourite music of my friends

Photos taken in **location/place of interest**

Audience Insight/Market Research

Pages liked by people who like **brand/gender/interest/person**

Pages liked by **gender**

Pages liked by people over the age of **number**

Pages liked by **gender** over the age of **number**

Pages liked by people who live in **location**

Pages liked by **gender** over the age of **number** who live in **location** and also like **brand/person/interest**

Favourite interests of **people** who like **brand/person/thing/gender**

Music liked by **person/page/brand** who also likes **brand/person/interest/location**

Movies liked by **person/page/brand** who also likes **brand/person/interest/location**

Games played by people who like **brand/person/interest/location**

Fans of **brand/person/interest/location** over the age of **number**

Influencer Discovery & Insight

Foods/Drinks/Pets liked by **person**

Groups of people who like **brand/person/interest**

Groups liked by people who like **brand/person/interest/location**

Groups liked by people who live in **location**

People who are not my friends and like **brand/person/interest**

Groups of people who like **topic** and **brand/person/interest/location**

Pages/interests liked by **specific influencer**

Fans of **brand/person/interest/location** and **brand/person/interest/location**

People who work at **company** and like **brand/person/interest/location**

Place of interest/venue visited by **people/profession** who like **brand/person/interest**

Places near **location** visited by **people/profession** who like **brand/person/interest**