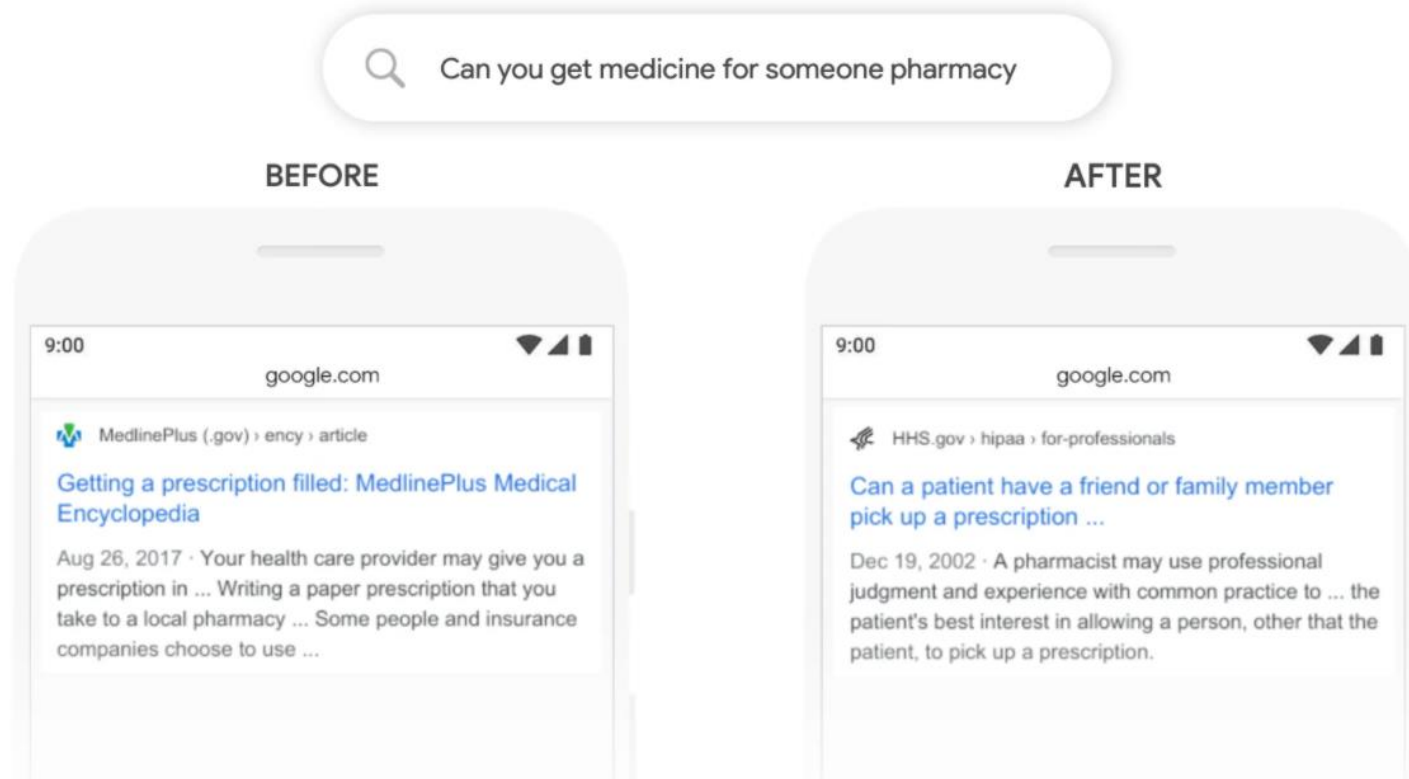# Google Search with BERT (1/3)
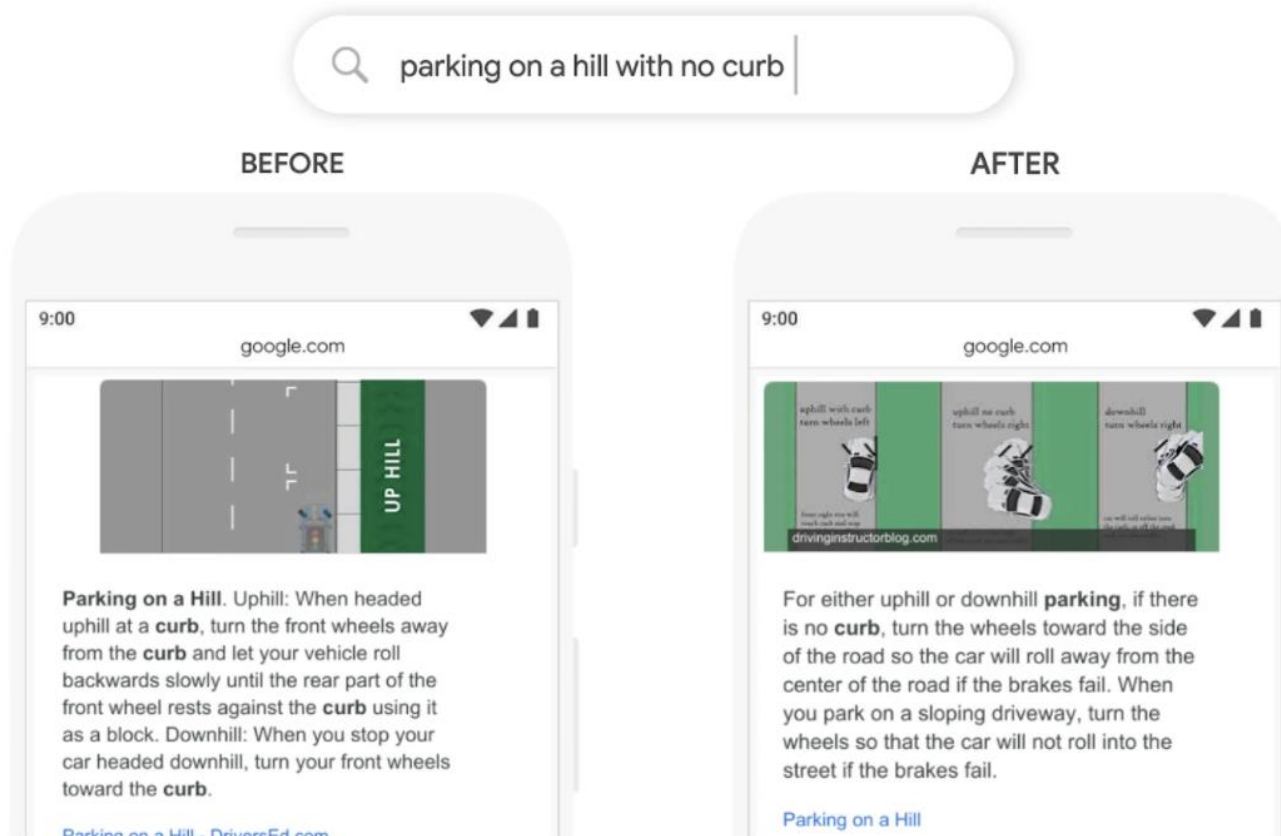

"Can you get medicine for someone pharmacy": With the BERT model, we can better understand that "for someone" is an important part of this query, whereas previously we missed the meaning, showing general results about filling prescriptions.

Google: Understanding searches better than ever before, 2019
blog.google/products/search/search-language-understanding-bert/
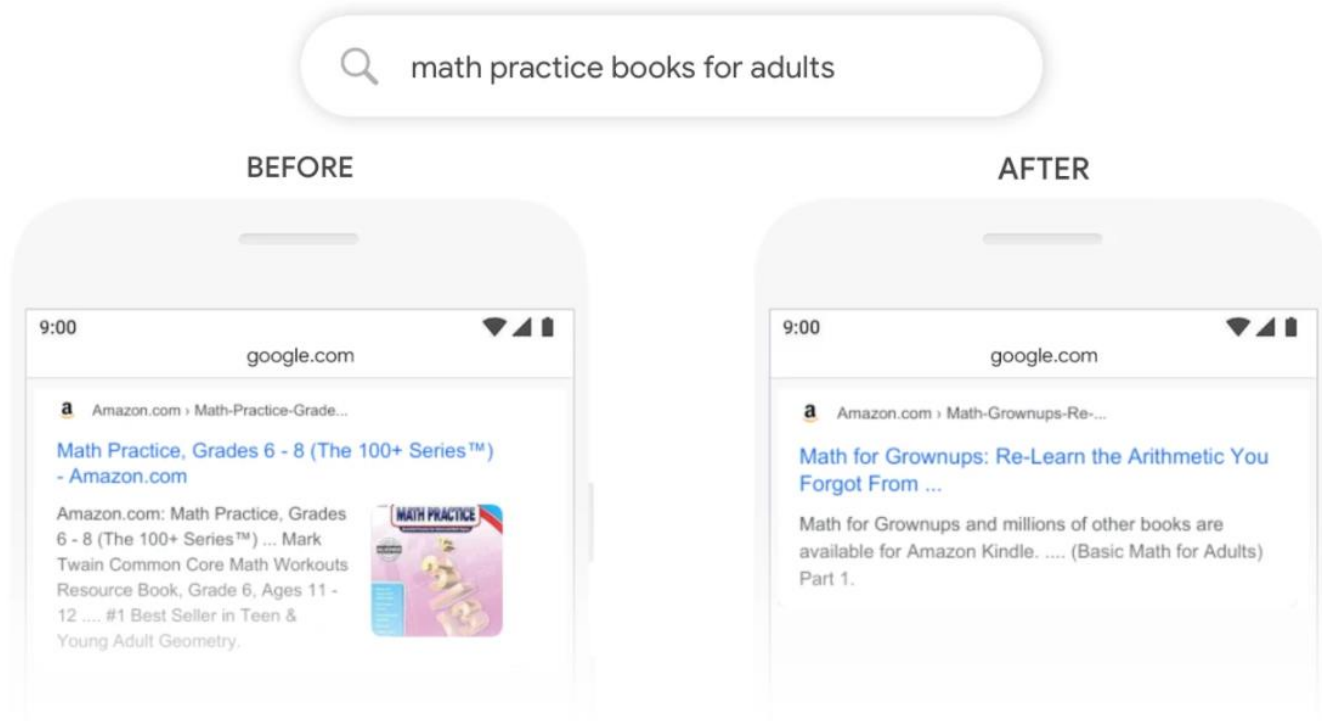
Google Search with BERT (2/3)

"Parking on a hill with no curb": In the past, a query like this would confuse our systems–we placed too much importance on the word "curb" and ignored the word "no", not understanding how critical that word was to appropriately responding to this query. So we'd return results for parking on a hill with a curb!

Google: Understanding searches better than ever before, 2019
blog.google/products/search/search-language-understanding-bert/

Google Search with BERT (3/3)

"math practice books for adults": While the previous results page included a book in the "Young Adult" category, BERT can better understand that "adult" is being matched out of context, and pick out a more helpful result.

Google: Understanding searches better than ever before, 2019
blog.google/products/search/search-language-understanding-bert/