

## **Homework Assignment -5**

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### **Analysis of the Social Product Search**

#### Positives

- Gives an overview of products that are viewed/bought by your social network.
- It is good to use the search after an initial research online about the products.

#### Negatives

- Does not work well with generic searches such as smartphone instead of specifying a smartphone.
- Mostly, at least one result is completely unrelated to the search.
- The search gives no information about the actual performance of the product( it just shows that somebody had used/considered it).