

Because users require mobile Internet devices for more direct and easier way to access the "answer" information, the information access of the mobile Internet is more based on App form rather than traditional platform browser and web forms. At least Web forms will not play the role in the mobile Internet platform as important as the previous traditional platforms, that is to say, It is more direct and convenient for users to click and start APP than input a string of websites. To a great extent, APP has replaced the Web and become the mainstream of mobile Internet information operating. This is a typical and new search direction. In mobile networks platform, we set aside the results showing style of the web link mod , directly change into the results of an APP, download , install and then complete the user's search or achieve users' required functions.

5. Summary

Compared with traditional platforms such as PC and laptop computers, our search needs more accuracy and intelligence, which is closely related to our designs accessing information conveniently and accurately rather than providing users with large amounts of data to select. The

new search direction is making us have better user experience.

6. Acknowledgements

Guangxi cultural research center of social development projects " the characteristic industry of Guangxi art and design application research team " Contract Project No. TD2011011

7. References

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