

Is Facebook dividing people?

Whether unintentionally or deliberately, Facebook is becoming a bad spin.

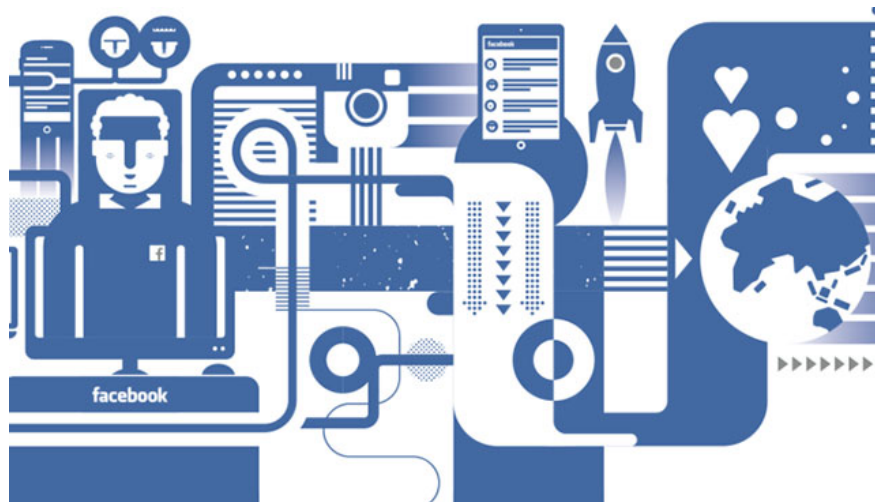
For Facebook, targeting by user behavior not only reflects our behavior but also works backwards. Over time, a social network that seems to connect people turns us into separate bubbles.

The way Facebook displays new news (News Feed) is that the more content you interact with from a user, the more content will appear. **Understand simply that Facebook will display the content you love, so what's wrong?**

First of all, this will create a small "circle" of friends and topics that interest you on the News Feed. The more you interact with them, the more your behavior will change and interact with them more and more. From there, users will tend to be distant from other groups.

Later, and this is even worse, because engagement is used as a statistical figure. Facebook will inevitably choose what is shocking. Evan Williams has a very accurate summary of this sentence.

Another problem with the Internet is that it loves extreme things. For example, you see a car accident on the road. Obviously you can see. Everyone there saw it. The Internet will interpret this behavior that everyone wants to see that car accident and provide that content online.



The more you interact, the more you will see on the News Feed

Of course this trend doesn't just happen with Facebook. The first problem is present on all social networks using smart information display algorithms to optimize the level of interaction. Facebook is just the most used and most influential name. The second problem happened on TV for years. Why are more and more people believing that violent crimes are getting more and more, that they can be persecuted at any time while there is a lot of evidence to prove the opposite?

We hope Facebook's 21st century will bring more insight but it doesn't seem like that. We hope the open and connected world will be better but it seems that the "level of attachment" does not go hand in hand with the "level of happiness" of users.



Don't just look at the world through the lens of social networks

Just like global warming, the more energy is released into the atmosphere, the more erratic and unpredictable it becomes. Facebook is like a giant greenhouse for our social atmosphere.

Nor can it be said who these are their faults. There has never been anything like Facebook before when it has become a global experiment with certain successful results. But perhaps Facebook also needs to know that not all of their tests are successful. Before Mark Zuckerberg's recent statement that "Facebook is deploying a form of connecting you with people you should know, like a mentor", hope that this will be a sign that Facebook has realized "The level of engagement" can have a negative effect on users and is looking for ways to improve it.

You finished reading the article "**Is Facebook dividing people?**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.