

This is how Facebook 'bait' information for users on the News Feed

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What is News Feed?

The News Feed is a list of posts that are constantly updated on Facebook's Home Page homepage. These posts include status lines, images, videos, links, applications, user likes, Pages, groups you follow on Facebook.

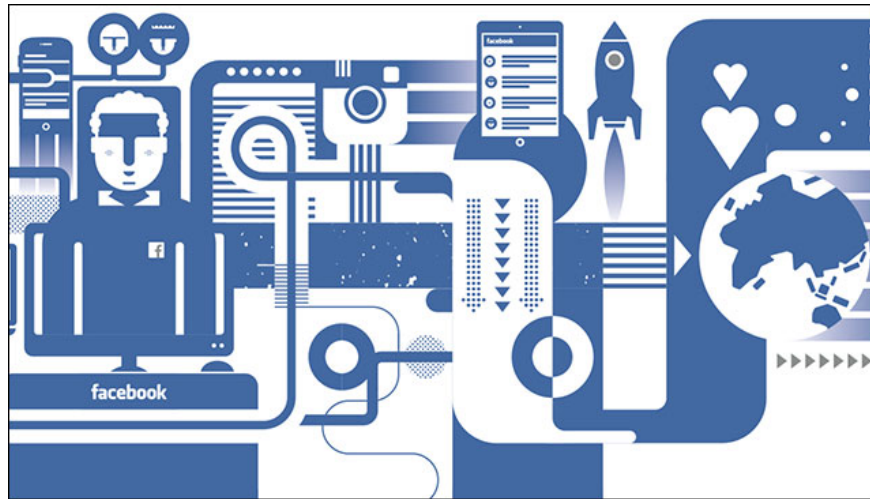
How does the News Feed decide to show posts?

Posts displayed on the user's News Feed are determined by their connections and activities on Facebook. It helps you see posts from people you interact with often. The number of comments, likes and forms (video, status line) also affects the ability to appear.

Sometimes posts still show up even after you've seen them, it's because friends like to comment. News Feed will display again to let users know which posts are floating or friends interacting a lot.

Adam Mosseri, Vice President of News Feed at Facebook, said 'our mission is to use the News Feed to connect people with the stories that matter most to them.'

To do so, Facebook uses a tool called Ranking. Ranking is a group of algorithms that evaluate the user's level of interest with every story they see on Facebook.



Any action you take on Facebook will affect what you see on the News Feed

The four main factors that determine what to show on the News Feed include:

1. **Who posted?** The more you interact with someone (like, comment, even stop to read, see Page or Profile, tag or get them in posts, pictures .), Facebook will think you like future posts that man's.
2. **How do other people interact with the post?** The more people interact, the more it will show up.
3. **What is the card type?** The more you play with a certain type of card (the status. Link, image, video, event .), the more Facebook will show that type of post.
4. **When posted?** Often, the more you will see it, the more likely it will be, but Facebook also discovers the last time you saw the News Feed and ordered the old posts, or first. Then drag for a while, it will go to the new post. For example, if you don't go to Facebook for 1 week, you may see a picture of your best friend giving birth to a baby posted 5 days earlier.

There are also a number of other criteria such as how many people post a thing, newly launched Facebook products (Live videos, Slideshows) . Facebook uses a different ranking algorithm to determine the level of interest of you with ads and limit the number of ads you see. The more you know about Facebook, the more advertising it will offer.

Regulations on how to display on the News Feed are constantly changing. The most recent is the paid test to post of Page displayed, separate News Feed friends and Pages. In general, there is nothing random, what you see is because they want you to see it.

See more:

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2. Facebook tests the ability to temporarily turn off notifications from friends on the News Feed
3. Facebook changes News Feed, giving priority to fast loading websites

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