

Why doesn't Facebook have a Dislike button?

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Talking to *Tech Radar UK*, Taylor , who left Facebook in 2012 to set up Quip mobile products, said that many users have requested Facebook to release a **Dislike** button . However, he said the **Dislike** button will make people draw too much attention to negative activities on Facebook. Some people can use the Dislike button to express sympathy, but the Dislike button also promotes intimidating, bullying activities.

Taylor said: " *The Dislike button will have a lot of meaning. In fact, even if Like we have to discuss a lot. But with the Dislike button, the main reason is in the context of social networking, negative meaning of this button can cause many bad consequences* " .

Taylor explained that the Like button was created when the user wanted to express that they knew about something, but there was nothing really to say. It's not just about feeling " like " something, in other words, *Likes* are a way to comment briefly, like " wow " or " great " .

However, *Tech Radar UK* added that the Dislike button will not be useful for Facebook as a Like button in serving targeted ads. And of course, users can ignore brands if they don't like ads that appear on their Facebook page, by answering short surveys when they choose to hide ads, or hide advertisers on News. Their feeds.

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