

Ever wonder why you see posts from the same 50-100 Facebook friends? You may have 3,000 friends but only see posts from a few dozen. Facebook just introduced a new feature that gives you more control over what shows up in your newsfeed. It also improved the "why am I seeing this ad?" feature. Why these new features are worth noting?

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ANCHOR INTRO

IT'S NO BIG SURPRISE THAT FACEBOOK DECIDES WHAT YOU SEE WHEN YOU LOG INTO YOUR ACCOUNT AND CHECK THE NEWS FEED.

BUT THE SOCIAL NETWORK MAKING SOME CHANGES THIS WEEK THAT GIVES YOU SOME CONTROL OF WHICH FRIENDS APPEAR ON YOUR NEWSFEED. OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER EXPLAINS HOW IT WORKS.

PACKAGE

Even if you have 4 thousand or more Facebook friends, you still only see the same 50 or 100 when they post something. Why is that?

Facebook is going to tell you why from now on. A new feature to answer the question: why am I seeing this post?

Click or tap on the three dots in the upper-right-hand corner of a post for insight into how Facebook's algorithm works. Posts from friends of course. And you're more likely to see posts if you're both members of the same group, if you've liked their posts more than posts of others. If you've commented on their posts more than other friends. Whether the post is popular with other people, And here's something interesting:

like's are one thing, but reactions are more important. If you love their video, if you've haha'd a post. Or wowed, or reacted with the angry face.

The more often you engage with a person's post, the more often you'll see their other posts.

You can hide a friend to make them go away for a while, you can also unfollow them where their posts won't appear as often.

Of course, the more often their post shows up on your newsfeed the more likely you're going to react or like or comment and the cycle will repeat itself over and over again. Fortunately

Facebook added a feature within this feature that gives you more control over what you want to see in your News Feed.

That's What the Tech, I'm Jamey Tucker

ANCHOR TAG

FACEBOOK ALSO UPDATED ITS FEATURE THAT EXPLAINS WHY CERTAIN ADS APPEAR IN YOUR NEWSFEED AND HOW TO DELETE THEM. FACEBOOK IS ROLLING THESE NEW FEATURES OUT NOW TO ITS USERS.

WEB STORY

You have thousands of Facebook friends, so why do you only see posts from about 30 of them? I'm sure you've noticed it and wondered "why am I seeing this post?". Facebook is coming clean about how it decides which posts and photos get prime real estate on your news feed.

The new feature ["Why am I seeing this post?"](#) launched over the weekend and it'll start showing up as an option in your newsfeed soon (if it isn't there already).

Check any post by clicking or tapping on the three dots in the upper-right-hand corner of the actual post. You'll see several options including the new feature.

This is where you'll begin to understand how Facebook's algorithm works. You'll see the reasons Facebook places the post toward the top of your feed. You're more likely to see it if:

- posted by a friend (this is really a no-brainer)
- if you both belong to the same group
- you've liked their posts more than posts from others
- you've commented on posts with photos more than other media types
- the post is popular to other posts you've seen

Reactions are weighed more heavily than 'likes'. Loves, hahas, wow and even the angry face show Facebook that you reacted with emotion.

Facebook's new "Why am I seeing this post?" feature also makes it easier to change news feed settings by displaying shortcuts.

In its announcement, Facebook explained: "During our research on 'Why am I seeing this post?', people told us that transparency into News Feed algorithms wasn't enough without corresponding controls. People wanted to be able to take action, so we've made it easy to manage what you see in News Feed right from this setting."

Facebook also [made improvements](#) to "Why am I seeing this ad?" which was launched 5 years ago to help users understand why certain ads appear in their News Feed.