

Home → Features → Our approach to explaining ranking

Facebook Feed Recommendations AI system

UPDATED DEC 12, 2023

The recommended content you see on Facebook Feed is selected, ranked and delivered to you by an artificial intelligence (AI) system. Within one AI system, multiple machine learning models work together to deliver your experience. These models and their input signals are dynamic and they change frequently as the system learns and improves over time.

Overview of Facebook Feed Recommendations

When you view and interact with Facebook, one of the underlying AI systems delivers

Defendant's Exhibit

DX0252

Case Number:
D-101-CV-2023-02838

METATNAG-007-00002189
META3047MDL-028-00002189
METANMAG-002-01577443

suggested content to your Feed on the Facebook Home tab. This is content you may be interested in, including content from Pages or groups you may not follow. Sometimes you'll also see suggestions for other content like reels, events and live video.

Note: Your Feed might also include connected content and advertisements. That content is not powered by the AI we describe in this system card. Connected content is described in [Facebook Feed](#).

How Facebook Feed Recommendations works

The AI system behind Facebook Feed Recommendations automatically determines which content shows up in your Feed, and in what order, by predicting what you're most likely to be interested in or engage with. These predictions are based on a variety of factors, including what and whom you've followed, liked or engaged with recently. Here's how it works:

1 Gather inventory

The system gathers a portion of the public content available on Facebook, which may include photos, videos and links. This does not include content that goes against our [Community Standards](#) or that goes against our [Recommendation Guidelines](#).

2 Leverage signals

Next, the AI system considers a variety of input signals about the content. These signals might include how you've engaged with similar content or your interests on Facebook.

3 Make predictions

From there, the system has models that help it make predictions about public content you'll find most relevant and valuable.

4 Rank content

Finally, the system ranks content from the previous step. Content that the system predicts will provide more value for you is shown higher in your Feed. This step helps the system make content recommendations that more closely match your preferences.

How to customize what you see

Your experience on Facebook Feed is personalized based on your activity, and you have options to control or customize what you see. Below, we describe how to do this with different in-product features. Options shown here may not be available to everyone.

Show more/show less

Clicking “[Show more](#)” or “[Show less](#)” on a post will temporarily increase or decrease the ranking score for a post and other posts like it.

Hide

You can [hide a post](#). This action also helps to limit similar content from showing up in your Feed.

Report content

If you see something you think goes against our Community Standards, you can [report it to us](#). You can also report posts that you think are spam or false news.

Discover non-personalized content

To discover reels, videos and other content that is not personalized specifically to you, use the search feature in the Feeds tab. By doing so, your search results will be based on the search term you enter. [Learn more](#).

How the AI delivers content to you

We want you to see content you enjoy and find interesting. To achieve this, the AI system has models that help it make predictions about content you'll find most relevant and valuable. These prediction models use underlying input signals to help select content you're most likely to engage with.

Below are some of the significant predictions—and input signals that inform them—that we use in this AI system.



Whether or not you will click to like a post

Signals influencing this prediction include:

- How many posts you've clicked to like of those you've seen, broken down by author and by source, such as posts by individuals or Pages
- Features of the posts you've clicked to like
- The photos you've clicked to like
- How many posts you've clicked to like, broken down by type such as photo or video



How likely you are to click "Show more" if the show more/show less options are presented to you below the post

Signals influencing this prediction include:

- How many posts you've seen
- Features of the posts you've interacted with
- The videos you've viewed for more than 30 seconds of those you've seen, broken down by Page category
- The group posts you've seen, by category



How long you are predicted to spend looking at a post

Signals influencing this prediction include:

- The length of the video
- The posts you spent little time viewing
- The posts you've viewed for more than a few seconds
- The battery level of your device



How likely you are to spend little time viewing a post

Signals influencing this prediction include:

- The posts you spent little time viewing, and the authors of those posts
- The length of the video
- How many times the post has been viewed per viewing time bracket



How likely you are to click “X” on a post

Signals influencing this prediction include:

- How much time, on average, you spend viewing each post, by Page category
- The length of the text in the post
- How many “Haha” reactions the post received
- How likely it is that the video is playing a still image
- The total number of times the post has been clicked, by device platform, such as the web, Android or iOS



How likely you are to share a post

Signals influencing this prediction include:

- The authors of the posts you've shared
- How many posts you've shared of those you've seen, broken down by type, such

as photo or video

- How many times you've shared posts, by topic
- How many times you've shared posts



How long you are predicted to spend viewing the comments on a post

Signals influencing this prediction include:

- How many posts you've clicked of those you've seen, broken down by type, such as photo or video
- How many times you've clicked to view comments on posts you've seen, broken down by type, such as photo or video
- The total number of comments and replies on the post
- How many photos you've clicked
- Features of the post



How likely you are to click "Show less" if the show more/show less options are presented to you below the post

Signals influencing this prediction include:

- How many haha reactions the post received
- Whether or not the video is playing a still image
- How many posts you've seen
- How many posts you've seen, broken down by source, such as posts by individuals or Pages



How likely you are to click to share a post on another app

Signals influencing this prediction include:

- How many times you've visited Facebook
- Where data privacy laws permit, how many people clicked to share the post in a

message compared to the number of times the post has been viewed, broken down by gender, if that information has been provided by the person sharing the post

- How many posts you've seen
- The version of the mobile app you're using
- Which browser you're using to view the post, such as Firefox, Chrome or Safari



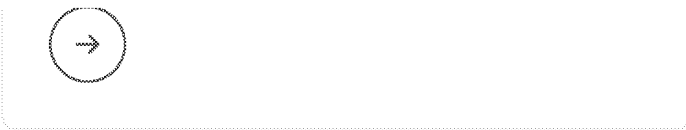
The expected number of comments you will view

Signals influencing this prediction include:

- How many posts you've clicked of those you've seen, broken down by type, such as photo or video
- The total number of comments and replies on the post
- How many times you've clicked to view comments on posts you've seen, broken down by type, such as photo or video
- How many photos you've clicked
- How many posts you've seen

Our approach to explaining ranking

System Cards help explain how recommender systems work to deliver content or suggestions to you.



Transparency Center

POLICIES

- Facebook Community Standards
- Instagram Community Guidelines
- Other policies
- How Meta improves

FEATURES

- Our approach to elections
- Our approach to misinformation
- Our approach to newsworthy content
- Our approach to Facebook Feed ranking
- Our approach to explaining ranking

ENFORCEMENT

- Detecting violations
- Taking action

GOVERNANCE

- Governance innovation
- Oversight Board overview
- How to appeal to the Oversight Board
- Oversight Board cases
- Oversight Board recommendations
- Creating the Oversight Board

SECURITY

- Threat disruptions
- Security threats
- Threat reporting

REPORTS

- Community Standards Enforcement Report
- Intellectual Property
- Government Requests for User Data
- Content Restrictions Based on Local Law
- Internet Disruptions
- Widely Viewed Content Report

Oversight Board: Further asked questions

Meta’s Quarterly Updates on the Oversight Board

Regulatory and Other Transparency Reports

RESEARCH TOOLS

Content Library and Content Library API

Ad Library Tools

Other research tools and datasets

Ad Library

Crowdtangle

Facebook Open Research and Transparency