Social Media & the News

How does Facebook choose what to show you?

The algorithm assigns a relevancy score to all content in the inventory, based on predictions informed by previous signals.

Facebook's business model is to know more about you, so that it can sell favorable positions in your news feed to advertisers.

How does this relevancy ranking system affect the news?

Engagement becomes the primary objective for social media posts, not quality/reliability/etc.

Posts that trigger emotional responses rank higher because of their increased engagement rate.

Because algorithms learn to what you react to, it encourages interactions with a narrower scope of content, including political perspectives.

Find out how these platforms categorize your and make changes

Facebook Ad Preferences:
www.facebook.com/adpreferences

Google Ad Profile:
myadcenter.google.com/

Twitter Interests Data:
Twitter.com/settings/your_twitter_data/ads

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The American Red Cross has an urgent need for blood donors to give now to help ensure lifesaving medical treatments are not delayed.

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🔒 Only you can see this   ✕

American Red Cross Blood Donors wants to reach people like you, who may have:

- 👤 Set their age to 18 and older ›
- Ⓕ A primary location in the United States ›

What else influences your ads

Your ads may be based on other advertiser choices, your profile and activities —like websites you visit and ads you interact with—as well as other information not listed here. Learn more about how ads work

What you can do

- ✚ **Hide all ads from this advertiser**   [Hide]
  You won't see American Red Cross Blood Donors's ads
- 🗐 **Make changes to your ad preferences** ›
  Adjust settings to personalize your ads

Learn about your privacy at Meta
We want to help you understand how Meta uses your information to show you ads.

How businesses use our ads system	You have options to manage the ads you see on Facebook
Businesses try to reach people based on their interests, characteristics, or using information about who visits the business's website or apps.	To give you more control of the ads you see, we have a number of tools to manage your ad experience.
Learn more	Learn more

Was this explanation useful?   [Yes] [No]

What advertisers with your ad information

Retarget you with their content, even if you don't like their page.

Target you with demographic details like marital status, gender, income level, age, etc.

Target you by some pages you follow (like media pages, and media personalities).

Find you based on "lookalike audiences" by including you in ad sets based on their customers/subscribers' interests and interactions.