How Facebook Algorithms Show Posts on Users Pages: Survey Study

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Abstract: We may have heard about so-called Facebook algorithms for the emergence of posts or news, and did not understand at the time what these Facebook algorithms mean? What are the most important variables that depend on it? How does it affect you as a business owner or as a person seeking profit through Facebook? And then how do you deal with it to get the highest visibility of your page's publications in front of members? In this article, we will answer these questions through which you will learn how to display posts in front of Facebook users. Then you will learn how to manage your Facebook page so that you get the best results through it.

Introduction

Facebook's algorithms are: They are software and automatic equations that Facebook uses to measure the quality of each post published on Facebook, whether through a personal account, page, or group, and whether its type is text, video, image, or a link to a web page. ⁽¹⁾ This is in order to evaluate it and then show it to the right user at the right time and in the right place on the personal page. But why should Facebook have algorithms for posts to appear on users' personal pages? The

answer is in one word: Facebook's algorithms emerged due to the increase in the number of its users and thus the increase in the number of posts published. Of course, there is a limitation in the time users spend browsing on Facebook compared to the number of potential posts. ⁽²⁾ Therefore, Facebook had to choose from among these posts in order to show them to you as a user, and this of course is not random. But based on a wide range of criteria.

Research Importance

- The number of Facebook users on a monthly basis is about 2 billion.
- The increase in the number of Facebook users between 2014 and 2015 reached 12%.
- The number of Facebook pages 74 million and 200 thousand pages.
- The average number of friends per Facebook account is 130 friends.
- The average number of pages, groups, and events per Facebook account is 80.
- Every 20 minutes, 1 million links are shared, 2 million friend requests are sent, and 3 million messages are sent. Based on Facebook itself, every time you log in to your account, there will be at least 1500 new news waiting for you to browse.

Research Concepts

Friends' posts and pages Activities your friends have made also from comments on, shares, or likes of other posts.

- Subscribe your friends to new pages
- Create events and many other news.
- Publications for the pages of the subscriber or his follower.
- Leaflets for her bound socks.
- Postings are paid ads.

The job of Facebook's algorithms is to filter this news to only 300 instead of 1500. And also comes in the next stage to arrange the 300 news that have been selected on your personal page. Note: Here we translate the word news feed into the word news, which means every activity that your friend does on Facebook or a page or group he subscribes to. In 2007, one of the programming engineers at Facebook stated that: "Only 0.2% of the news that falls into the personal account space of each user will actually appear on his personal page." This means that each story or

news is compared with 499 other news in order to be eligible to appear On your personal page.

Criteria for showing posts advertised by Facebook (Facebook's algorithms)

In fact, Facebook does not authorize the algorithms it relies on to filter and sort news.

Which, according to Facebook, depends on the thousands of criteria or factors that define them. Fortunately, Facebook also shares some basic guidelines on which it relies on programming and updating its algorithms. ⁽³⁾

- Standards EdgeRank

Affinity score: It means the familiarity or attraction between the user and the news or story published by a friend or a page. These are determined based on previous communication and interaction between the user and the friend or the page that posted the post.

- Edge weight

Edge is the story, story, or post shown. This factor measures the weight or size of the news and then the extent to which it is worthy to appear on the personal page of a particular user.

Within the scope of that is the type of news, is it a video, an image, or a text publication, and the suitability of this type of news for the target user.

It also depends on the extent of other users' interaction with this news and whether this interaction is through the Like button or through participation or comment.

- Time Decay

It means how old the story or story is compared to when the user logged into their account.

The older the post, the less likely it is to appear on the target user's news feed. But here, what makes this component more complicated is that as long as there are other users still engaging with this post, the time component becomes less effective. For example, if a day passed on a friend's post, but he still gets comments, likes and shares. You are most likely to see it when you log into your account. ⁽⁴⁾

Information published by Facebook about itself in 2013

In August 2013, an article was published on Facebook itself. It includes some points that determine the appearance of a particular post on the personal page of each user, namely:

- 1- How many times have you interacted with the posts of this page or this friend before by making a like, commenting, or sharing the post.
- 2- The number of likes, shares and comments that this post got, either from the outside world or from your friends list.
- 3- How many times have you interacted with this type of post in the past specifically?

For example, if the post is a video, and you are used to not interacting with posts that contain videos. Because you have a slow internet connection, this factor will greatly reduce the likelihood that this post will appear. Even if he qualifies for that based on other factors or criteria.

- 4- The number of times a post is requested to disappear or receive complaints from other users will severely affect its chances of appearing on more pages of other users.

Also, Facebook recently gave the user some powers to control the appearance of posts. And through some settings for each account for each user.

The powers that Facebook gives to the user to obtain the appropriate posts for him

- 1- Do not follow or unfollow

This feature allows any user to block the posts of a specific friend or page from appearing. And without removing this friend from your friends list or unsubscribing from this page. ⁽⁵⁾

- 2- See first

This feature allows any Facebook user to specify a certain number of friends and pages and include them in the list of first appearances. This makes their posts or news take priority in appearing on his personal page.

3- Close friends feature.

This feature allows each user to create a list of their most important and closest friends. Who has the largest share in the appearance of their posts on their personal page.

4- The save feature in this feature gives Facebook to its users the ability to save important posts. In order for them to view it at a later time, through a special page for these news or archived publications.

5- Get notifications or Get notification Through this feature, the Facebook user can choose friends or pages, he can get a notification on every post or story that these friends or those pages publish.

6- See less or see less posts. In this feature, you can through one of the posts of a particular page to hide this post. Then an option will appear for you to request to see fewer posts from this page.

Some other factors that determine Facebook's algorithms for the visibility of posts

1- How close is this friend or this page to you:

- By interacting with this friend or this page.
- Communicate through messages.
- Browse posts by logging into the page itself or the friend's account, or opening their photos. ⁽⁶⁾

2- The type of posts preferred by each user.

Facebook's algorithms are sensitive to the type of posts each account prefers, be it photos, videos, or links to websites or text posts. The more interactive you are with the posts that contain pictures, the more photo posts will appear in front of him.

3- The time spent perusing each post.

It is only natural that the more interested you are the more time you are given to this post.

4- Interacting with posts that contain links is more powerful when it occurs after clicking on these links. And less powerful when spoken directly without clicking on the link. It is assumed that the real user will click on the link and read the article before interacting with like or adding a comment. ⁽⁷⁾

5- In recent times, Facebook has tended to give the videos uploaded to it more importance compared to the posts that include other videos such as YouTube.

Conclusions

The question about Facebook's algorithm - in selecting and displaying news and giving it a specific order for each user - has always been an urgent question, as on what basis is one piece of news more important than others and how to control the spread of fake news. Some of these news may not be of significance and influence, but others may be the cause of disasters, and here we remember the Cambridge Analytica scandal that Facebook was exposed to last year, which caused a heavy blow to its credibility. This forced Facebook to start taking the necessary measures to reduce false or even offensive news that has a negative impact on the recipient by categorizing and filtering news, and it really started with the first step, which is changing the approved work algorithm. This change has had an impact on an important field, which is the field of advertising, and of course everyone is aware of the importance of advertising for Facebook and on the other hand the importance of Facebook for advertisers, as it is considered one of the most important means of advertising due to its wide spread around the world and the diversity of its users and thus their interests, which makes it a suitable place and fertile ground for publishing Ads and their delivery to the largest possible audience. The change came to the dissatisfaction of advertisers, as Facebook's new algorithm gave more opportunity for original posts on account of ads to appear in the latest news, which caused a painful blow to companies and advertisers who were mainly attracting customers and customers from Facebook. So Facebook changed its way of working by adopting a new algorithm to review the lost credibility and gain the trust of users again, and to better understand the Facebook algorithm, let us follow together and answer all the pressing questions that came to us all someday. Understanding the algorithm gives us a greater opportunity to learn how to form an appropriate ad that matches Facebook's standards.

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