

FTC v. Meta Platforms, Inc.

Expert Testimony of Professor Cliff Lampe

University of Michigan

April 23, 2025

Assignment

- 1) Whether there is a form of online service centered on social networking with personal connections that is distinct from other types of platforms.**
- 2) Whether consumers of online services value the privacy of their personal information.**

Analytical Framework

The experience a social platform enables for users is shaped by the interaction between:

- **Motivations – the reason people are using the platform**
- **Norms – the social norms that have evolved over time for use of the platform**
- **Design – the technical features of the platform and what they “afford”**

Summary of Conclusions

- 1) There exist online platforms that provide a distinct experience founded on masspersonal maintenance of real-life personal connections.**



Facebook



Instagram



Snapchat



MySpace



Google+



Path

- 2) Other online platforms do not provide the same experience.**



TikTok



YouTube



Reddit



X (Twitter)



Pinterest



LinkedIn



Nextdoor



Apple

Summary of Conclusions

- 1) Personal Social Network Sites have distinct privacy norms shaped by site design and user motivations.**
- 2) Personal Social Network Site users value their privacy and adjust their activity in a manner reflecting prevailing privacy norms and privacy-protective affordances.**

Roadmap

- 1. Methodology and Sources of Evidence**
- 2. Personal Social Network Sites**
- 3. Other Types of Online Services**
 - Other Social Media vs. PSN Sites
 - Mobile Messaging vs. PSN Sites
- 4. Response to Meta's Claims**
- 5. Privacy Analysis**

1. Methodology and Sources of Evidence

Designs, Motivations, and Norms Framework



“TAM had been commonly utilized to measure a new technology acceptance due to its simplicity, adaptability, and soundness.”

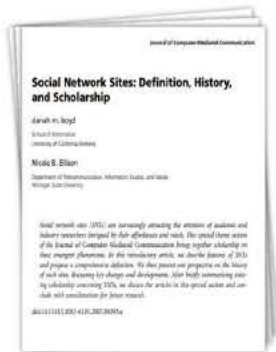
Al-Qaysi, N., Mohamad-Nordin, N. & Al-Emran, M. (2020), Employing the technology acceptance model in social media: A systematic review, *Education and Information Technologies*, 25, 4961, 4962.

Social Media and Social Network Literature



"Social media are Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others."

C. Carr & R. Hayes, "Social Media: Defining, Developing, and Divining,"
23 Atlantic J. Comm'n 46, 50 (2015).



"We define social networks sites as web-based services that allow individuals to (1) construct a semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system."

d. boyd & N. Ellison, "Social Network Sites: Definition, History, and Scholarship,"
13 J. Computer-Mediated Comm'n 210, 211 (2008).

Sources of Evidence

- **Public presentation to people**
- **Features serving norms/motivations**
- **Ordinary course records and testimony**
- **Academic and public research**

2. Personal Social Network Sites

Personal Social Network Sites

Personal Social Network Sites are distinct platforms whose design, motivations, and norms enable masspersonal, low cost maintenance of relationships with broad networks of real-life personal connections.



Facebook



Instagram



Snapchat

Current



WeChat



Kakao



LINE

Foreign



MySpace



Google+



Path

Defunct

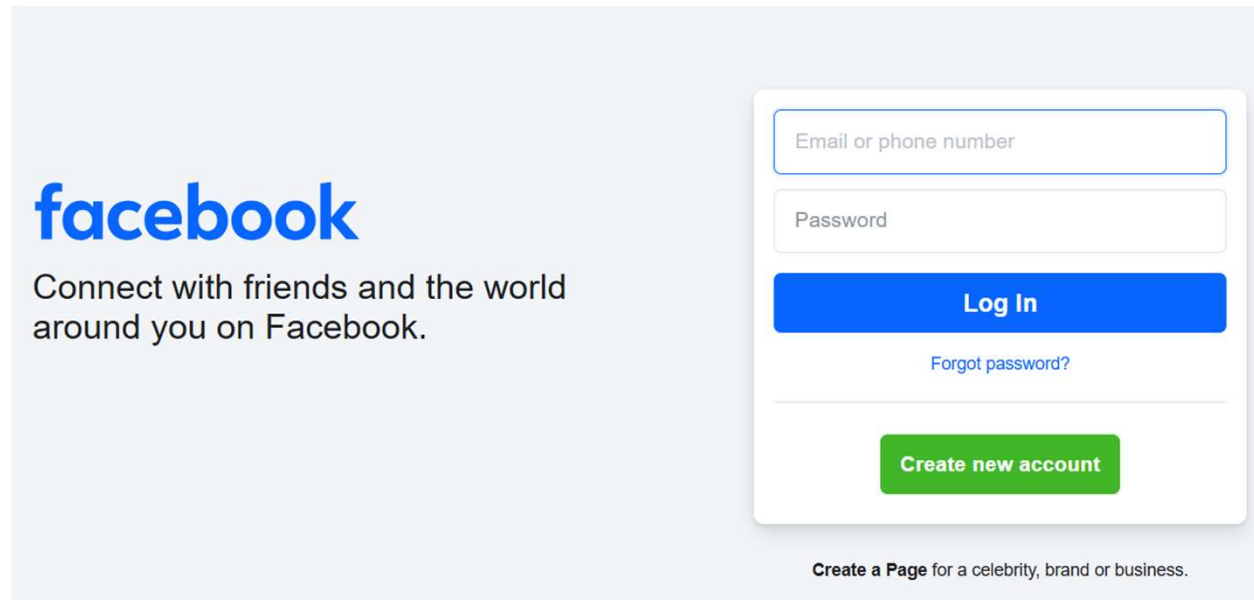
Social Connection is Fundamental

- **“Man is by nature a social animal”**
 - **Aristotle’s *Politics* (4th Century BCE)**
- ***The Need to Belong: Desire for Interpersonal Attachments as a Fundamental Human Motivation***
 - **Baumeister & Leary (1995)**
- **“Connect with friends and the world around you”**
 - **Facebook Homepage (2025)**

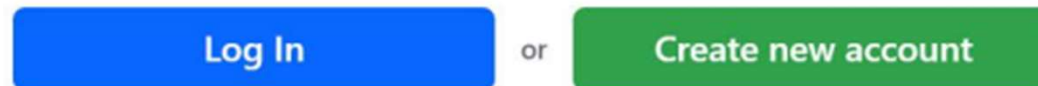
PSN Sites: Motivation, Norms, & Design

- **Motivation**: Connecting with broad network of friends, family, and others you know in real-life
- **Norms**: Real-identity with personal connections and personal sharing and interaction
- **Design**: Real-identity profile, personal social graph and connection tools, and feature sets affords sharing with your real-life personal network

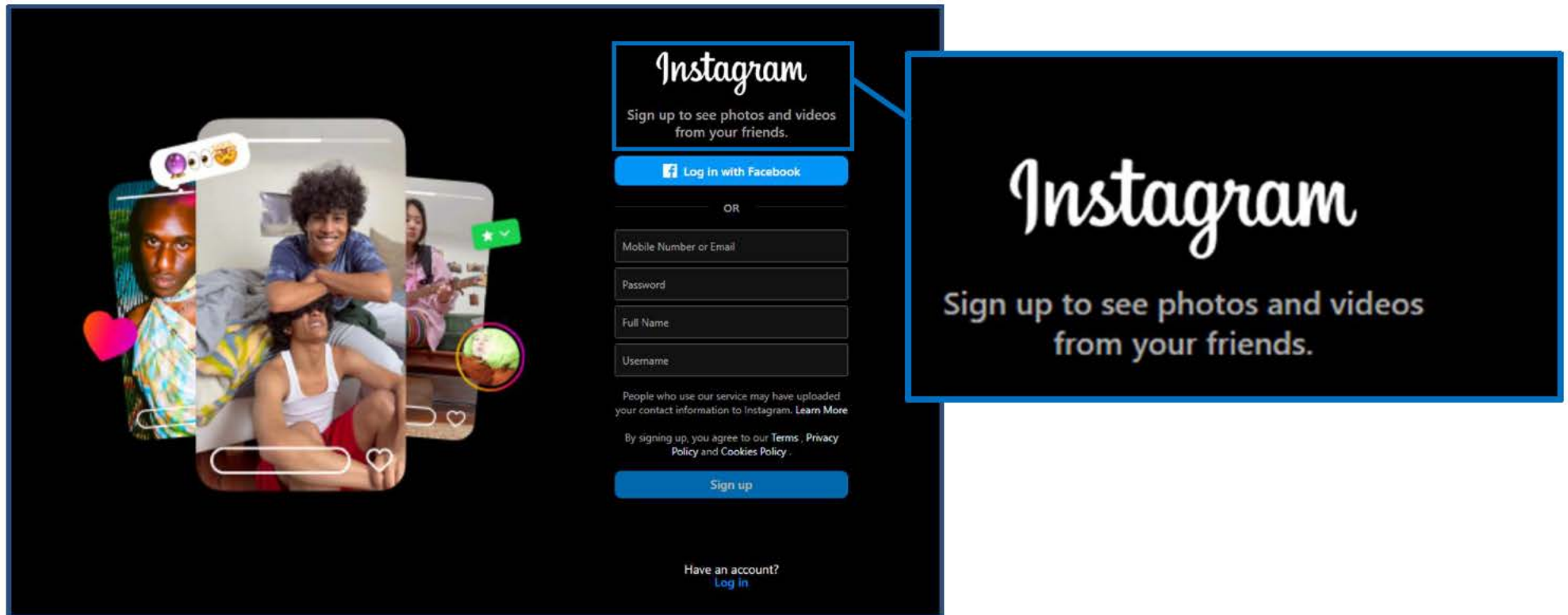
Public Presentation to Users: Stated Purpose



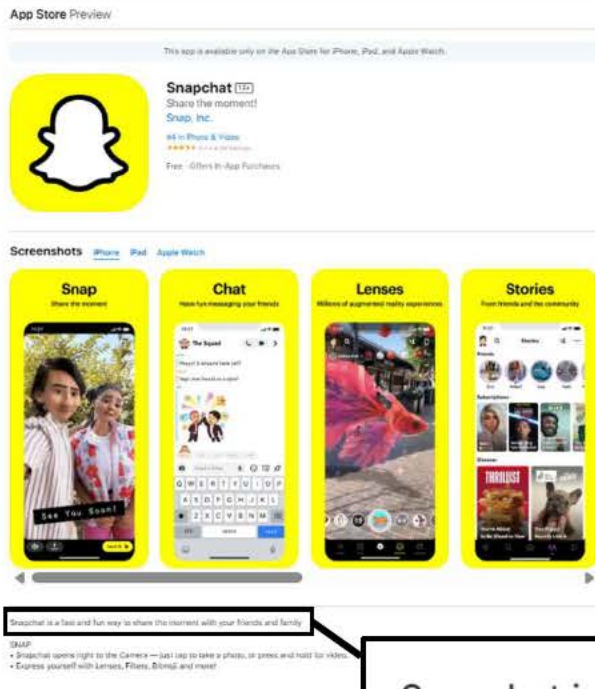
Log in or sign up for Facebook to connect with friends, family and people you know.



Public Presentation to Users: Stated Purpose



Public Presentation to Users: Stated Purpose



Log in to Snapchat

Chat, Snap, and video call your friends. Watch Stories and Spotlight, all from your computer.

Username or email address

[Use phone number instead](#)

Log in

Snapchat is a fast and fun way to share the moment with your friends and family

Public Presentation: Stated Use

Names allowed on Facebook

[Copy link](#)

Facebook is a community where everyone uses the name they use in everyday life. This makes it so that you always know who you're connecting with.



Help Center

What kinds of posts will I see in Feed on Facebook?



Posts that you see in [Feed](#) are meant to keep you connected to the people, places and things that you care about, starting with your friends and family.

Stories

[Copy link](#)

You can use stories on Facebook to share everyday moments with your friends and followers.

Public Presentation: Stated Use

Instagram Ranking Explained

By Adam Mosseri (May 31, 2023)

"Feed is your personalized home base within Instagram to help you catch up with friends, family, and interests."

"Stories are a way to share everyday moments and grow closer to the people and interests you care about."



Help Center

How Instagram Feed Works

Instagram Feed is a place where you can share and connect with the people and things you care about. When you open Instagram or refresh your feed, the photos and videos we think you care about most will appear towards the top of your feed. In addition to seeing content from people you follow, you may also see suggested accounts that are relevant to your interests.

Little moments lead to big friendships. Share yours on Instagram.

— From Meta

Connect with friends, find other fans, and see what people around you are up to and into. Explore your interests and post what's going on, from your daily moments to life's highlights.



Public Presentation: Stated Use



Snapchat Support

How do I change my Display Name on Snapchat?

Adding your Display Name on Snapchat is a great way to help friends recognize you – because let's face it, [usernames](#) aren't always so easy to understand 😊

Add Friends Using Find Friends ⚡

Find Friends may appear in your Chat screen, the Add Friends screen, or when you use Search. Tap 'Add' to add a new friend, or tap ✖ to hide that Snapchatter 🧑🏻

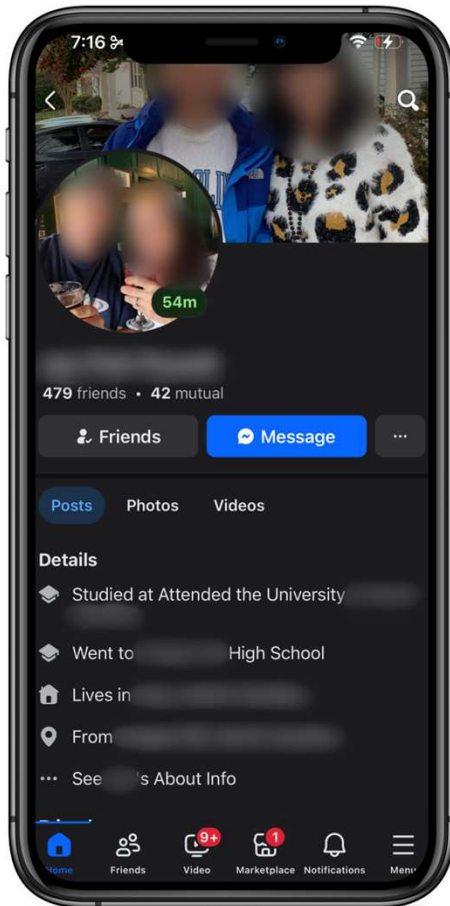
Friend recommendations in Find Friends 👤 are based on factors such as age, location, existing friends, existing followers, reputation and behavior on Snapchat.

How do Shared Stories on Snapchat work?

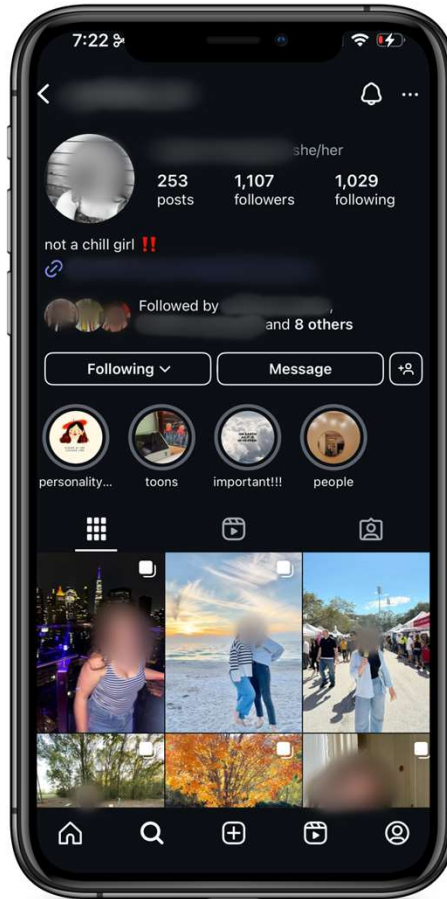
Shared Stories are for you and your friends. Only you and the friends you pick can view and add Snaps to a Shared Story 👤

You can see who else can view a Shared Story in the Shared Story Profile! Press and hold on the Story and tap 'View Profile.'

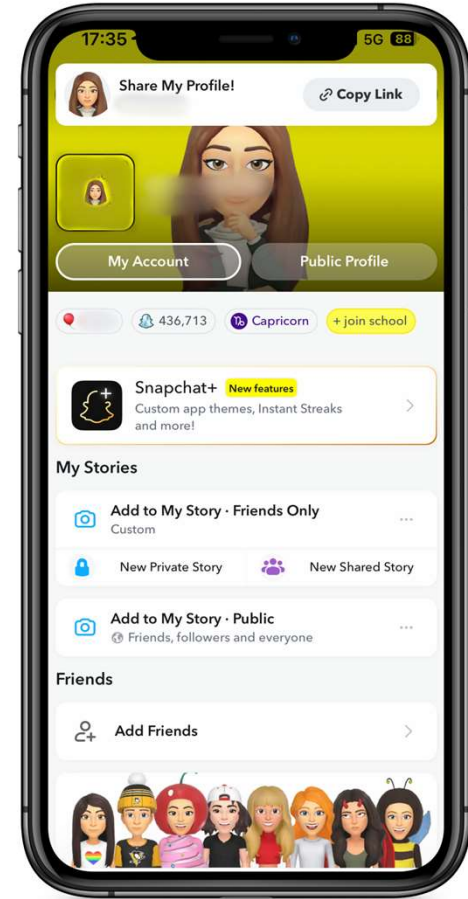
Real Identity and Personal Sharing



Facebook



Instagram



Snapchat

PX9004, Lampe Report at ¶¶ 128, 163, 172.

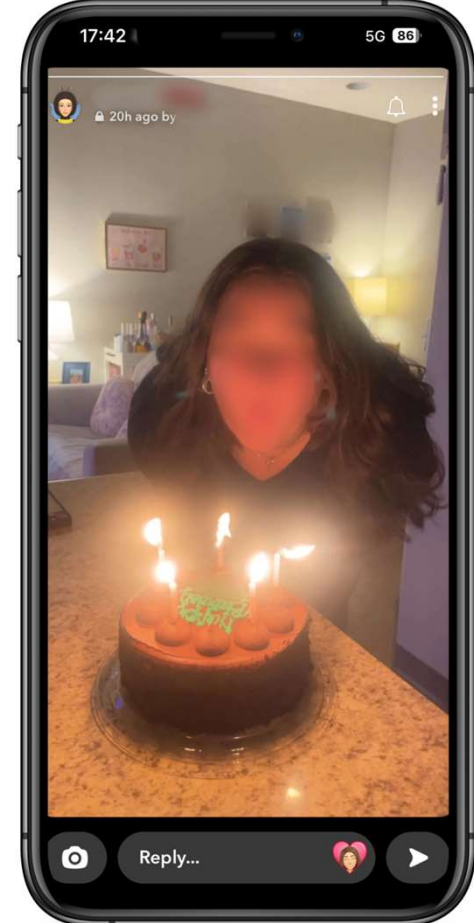
Broadcast Sharing to Keep Up With Friends and Family



Facebook



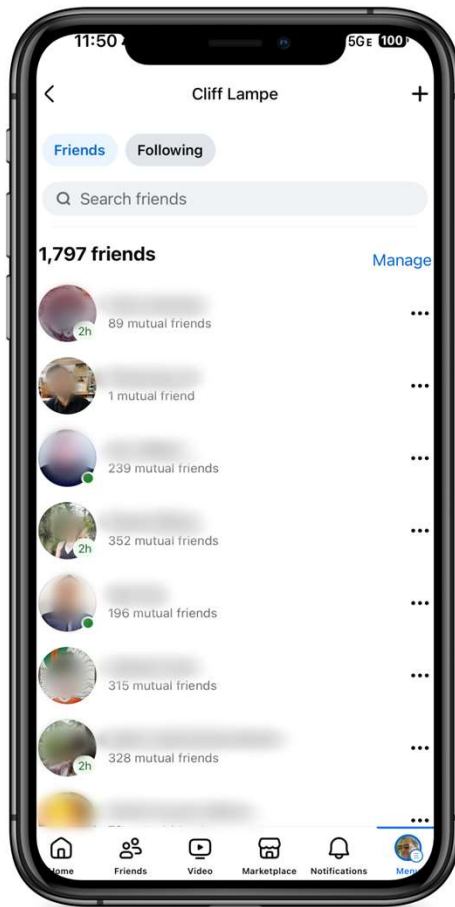
Instagram



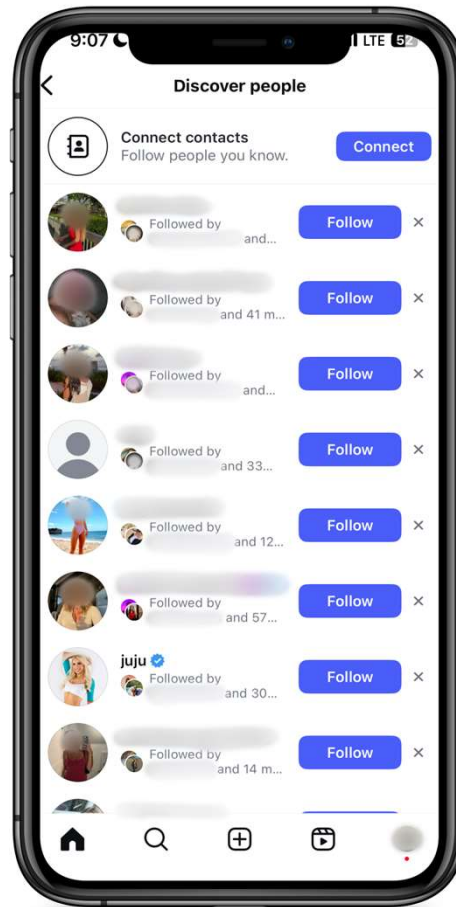
Snapchat

PX9004, Lampe Report at ¶¶ 137, 166, 169.

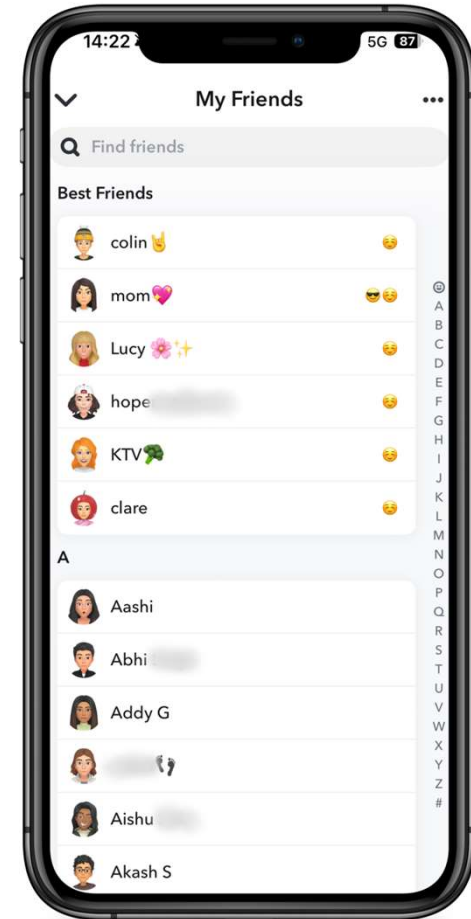
Social Graph and Personal Connection



Facebook



Instagram



Snapchat

Other Evidence

"I think the basic premise and the underlying business [of Facebook] is geared around the social graph . . . and that is core to the value proposition that both Facebook and Instagram present to their users."

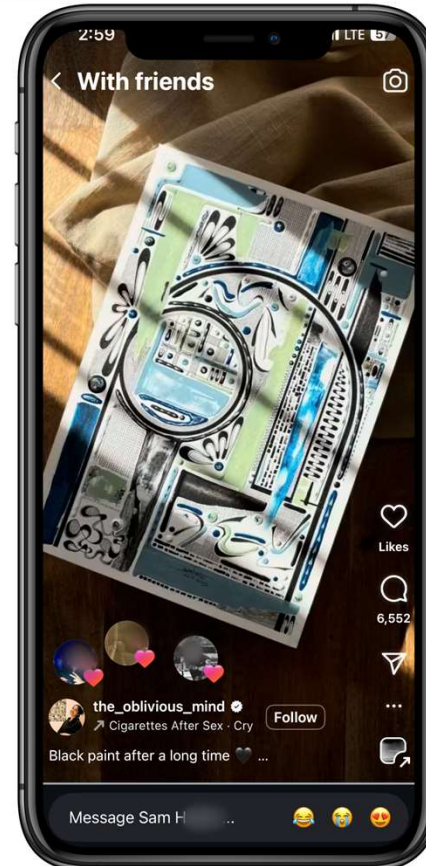
Chandlee (TikTok) Dep. Tr. at 17:7-21.



Non-Friend Content



Facebook



Instagram

3. Other Types of Online Services

- **Other Social Media vs. PSN Sites**
- **Mobile Messaging vs. PSN Sites**

Other Online Services Are Distinct

Other online services have designs, motivations, and norms that do not enable mass personal, low cost maintenance of real-life personal relationship networks.



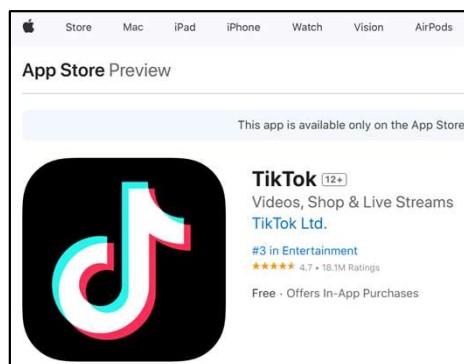
Other Social Media vs. PSN Sites

- **Deep dive exemplar: TikTok**
- **Comparisons: How motivations, norms, and design create distinct experiences**

TikTok: Entertainment Purpose

- **Motivation**: Watching videos and being entertained
- **Norms**: Public/pseudonymous identity and interests, public video content from professional and semi-professional creators
- **Design**: Pseudonymous profile, little or no social graph of real-life personal connections, feed of content without connection

TikTok Public Presentation to Users: Stated Purpose



TikTok is THE destination for mobile videos. On TikTok, short-form videos are exciting, spontaneous, and genuine. Whether you're a sports fanatic, a pet enthusiast, or just looking for a laugh, there's something for everyone on TikTok. All you have to do is watch, engage with what you like, skip what you don't, and you'll find an endless stream of short videos that feel personalized just for you. From your morning coffee to your afternoon errands, TikTok has the videos that are guaranteed to make your day.

Community Guidelines | TikTok

TikTok is a source of entertainment and enrichment where you can discover, create, and connect with others across the world. Our mission is to inspire creativity and bring joy.

TikTok Public Presentation to Users: Stated Use



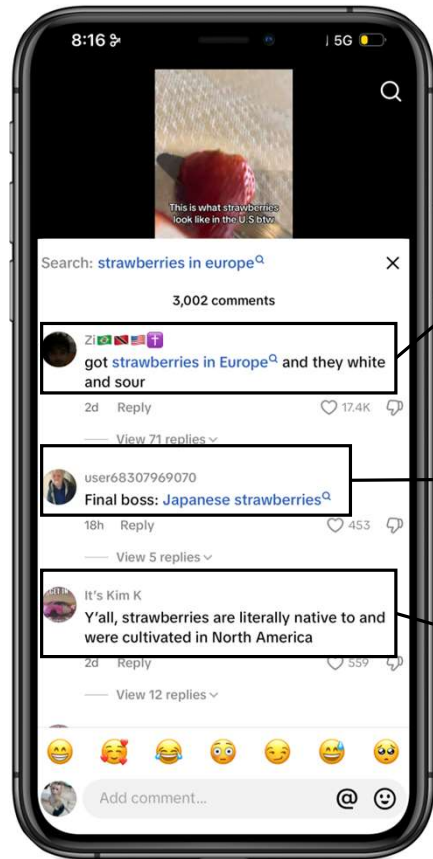
For You | TikTok Help Center

What is For You on TikTok?

For You is a personalized feed of content based on your interests and engagement. The For You feed is the first feed you'll see when you open TikTok. The more you use TikTok, the more your For You feed will reflect your interests and show you creators and content you're likely to enjoy.

When you first sign up for TikTok, we may invite you to select categories of interest, like pets or travel, which help us form your For You and LIVE feeds. If you don't select any categories of interest, we start by offering you a feed of recent posts that are popular with others on TikTok. When selecting your initial set of posts, the

Pseudonymity and Lack of Personal Connection



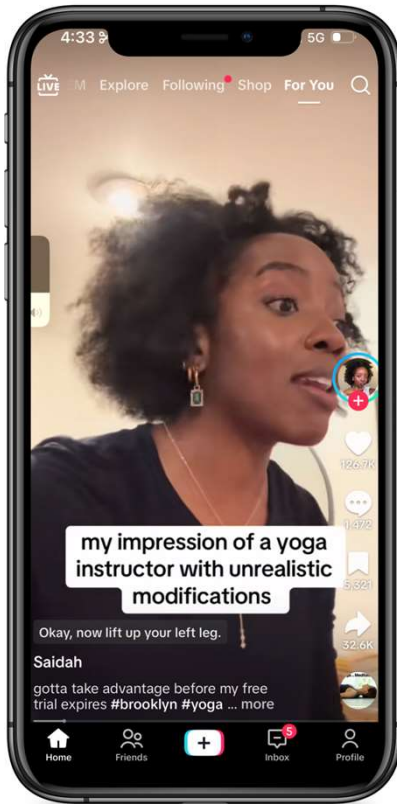
Zi 🇧🇷 🇩🇪 🇺🇸 🇯🇵
got **strawberries in Europe** and they white and sour

user68307969070
Final boss: **Japanese strawberries**

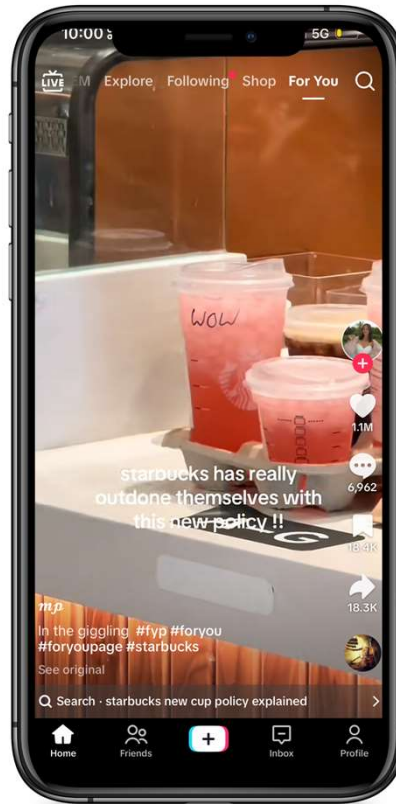
It's Kim K
Y'all, strawberries are literally native to and were cultivated in North America

TikTok, Comments

Passive Consumption of Entertaining Public Content



TikTok, For You



TikTok, Full Screen

Other Evidence

"[W]hen you open the app, you're experiencing content without having to have uploaded your contacts, to have a set of followers, which is very distinct to a social network where content is discovered because of that network of your family, your friends, and who you follow."

Pappas (TikTok) Dep. Tr. at 14:13-15:2.



"Instagram serves additional jobs that TikTok does not (namely: 'feel connected to friends and family', and 'stay up to date with popular culture')TikTok is not about connecting with friends and family, it's about connecting and consuming based on interests."

PX12353, FB_FTC_CID_02881949 (Email from S. Townsend, Meta, to R. Stein et al., Mar. 6, 2019).



Other Evidence



"Twitter and TikTok use during quarantine were not related with social relationships, contrary to Facebook and Instagram."

Masciantonio, A. et al. (2021, March), Don't put All Social Network Sites in One Basket: Facebook, Instagram, Twitter, TikTok, and Their Relations with Well-Being During the COVID-19 Pandemic, PloS one, Vol. 16, 1, 11.



"[N]ew TikTok users are immediately presented with content: the 'default state' of the platform is one of the simulations without reflection of planning. Users need not concern themselves with anything other than consumption of content curated specifically for them, but that they themselves do not have to curate."

Bhandari, A. et al. (2022, March), Why's Everyone on TikTok Now? The Algorithmized Self and the Future of Self-Making on Social Media, Social Media + Society, 1, 8.

Comparisons: Distinct Experiences

- **Motivations, norms, and designs of other social media sites combine to create distinct experiences than PSN sites—not tied to relationship maintenance with real-life friends and family**
- **Key distinctions**
 - Real Identity vs. Pseudonymity
 - Mutual vs. Unilateral Connection
 - Friend Content vs. Public Content
 - Personal Sharing vs. Interests/Career/Neighborhood
 - Active Participation vs. Passive Consumption

Real Identity vs. Pseudonymity

"[T]hat [pseudonymous identity] sort of made it so you never knew who you were interacting with, and **one of the really critical principles for Facebook was making it so that you had a sense that these were real people** who were in your actual university community."

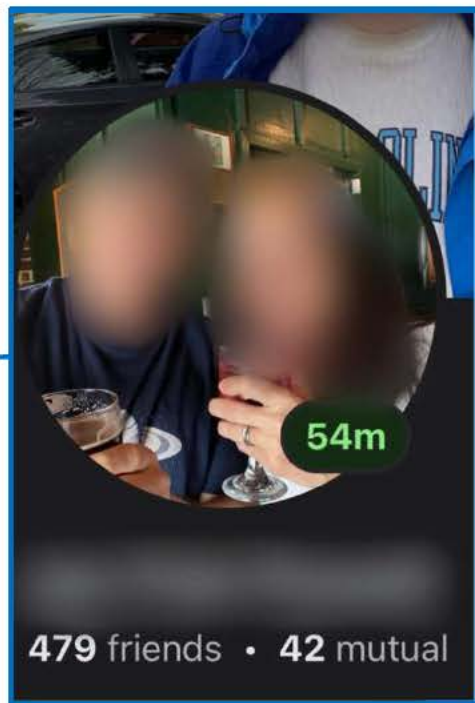


Mark Zuckerberg, Trial Tr. at 155 (4/14/2025)

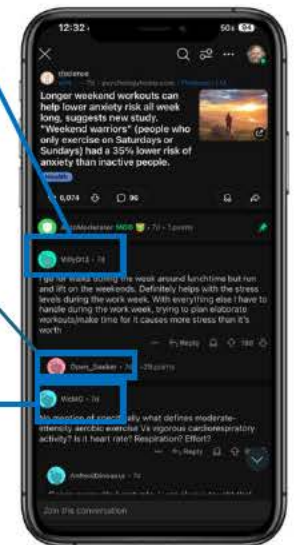
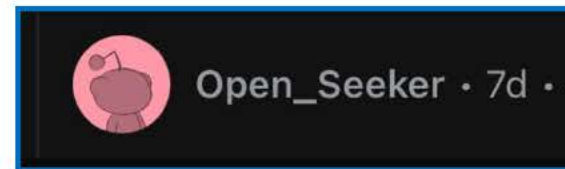
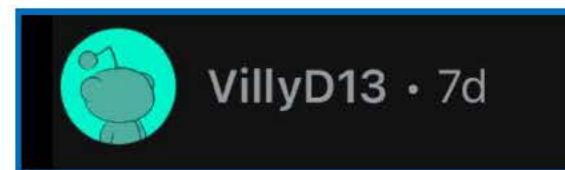
Real Identity vs. Pseudonymity



Facebook, Profile



VS.

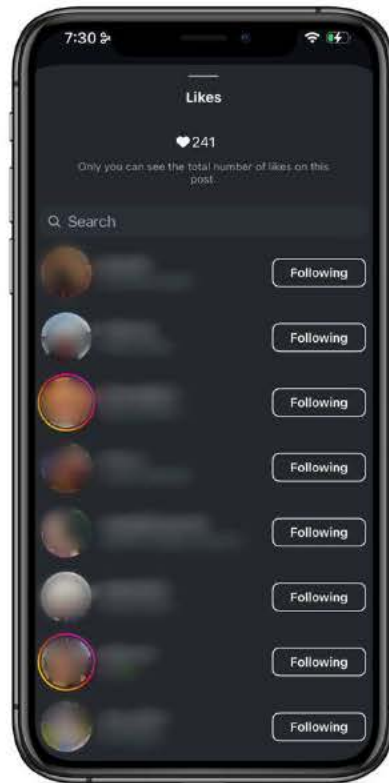


Reddit, Post

Mutual vs. Unilateral Connection

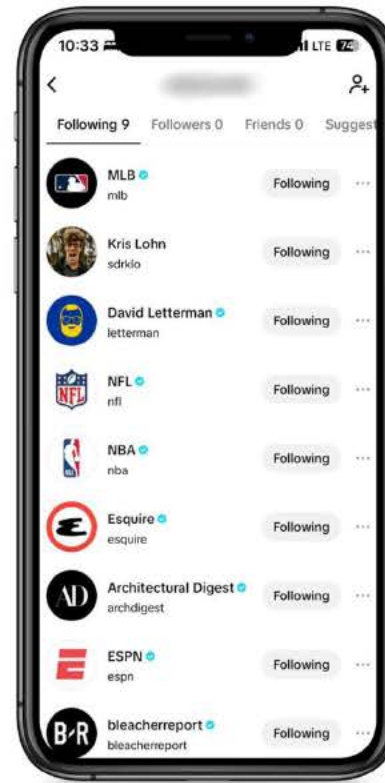


Facebook, Friend's Profile



Instagram, Feed Post - Likes

VS.



TikTok, Following

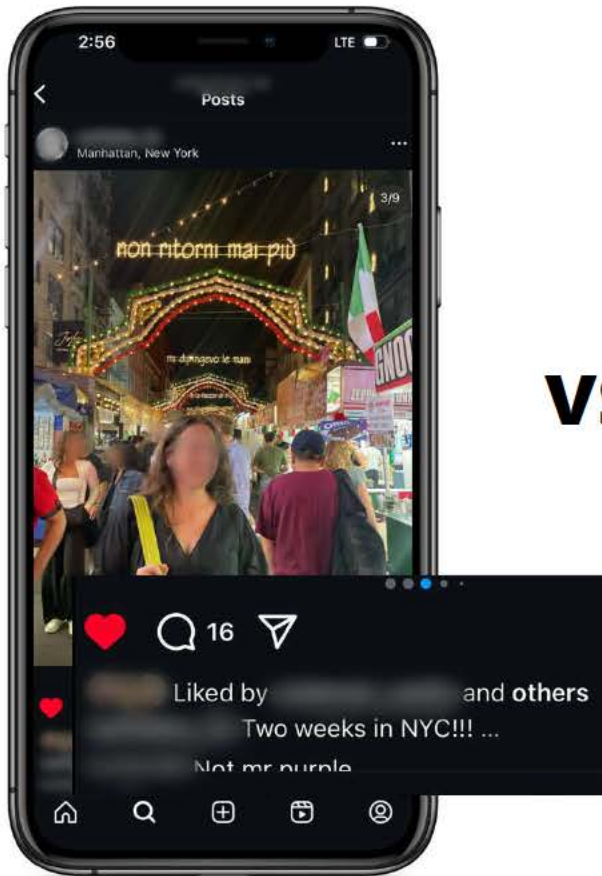


YouTube, Subscriptions

PX9004, Lampe Report at ¶¶ 141, 228, 255.

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Friend Content vs. Public Content



VS.



Instagram, Feed Post

X, Profile

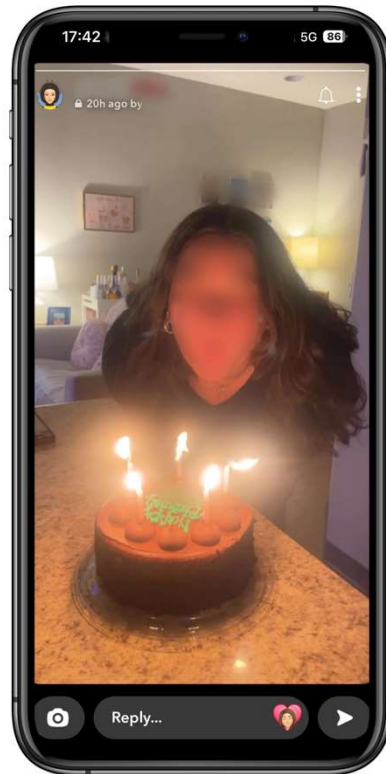
YouTube, Shorts

PX9004, Lampe Report at ¶¶ 161, 241, 259.

Personal Sharing vs. Interests

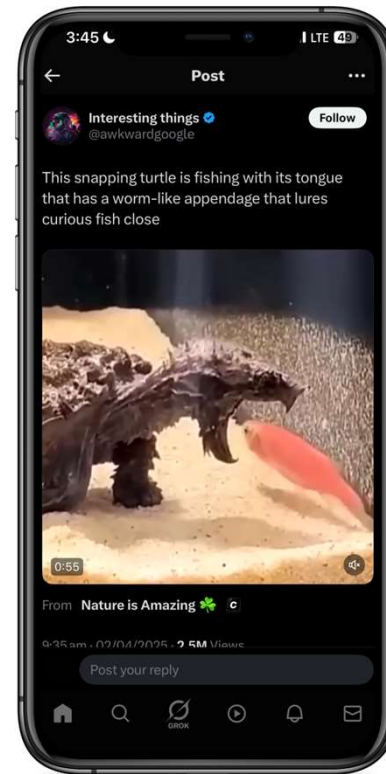


Facebook, Post

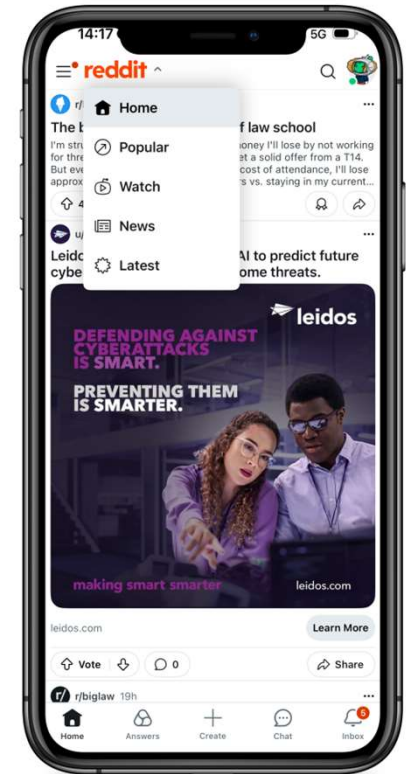


Snap, Story

VS.



X, Feed Post



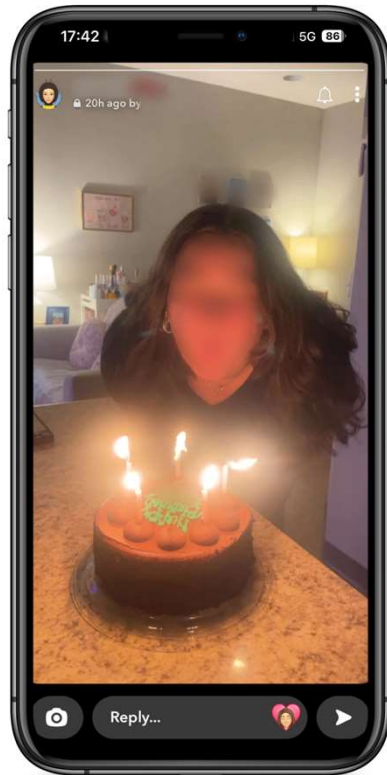
Reddit, Home

PX9004, Lampe Report at ¶¶ 136, 179, 214, 247.

Personal Sharing vs. Career/Neighborhood

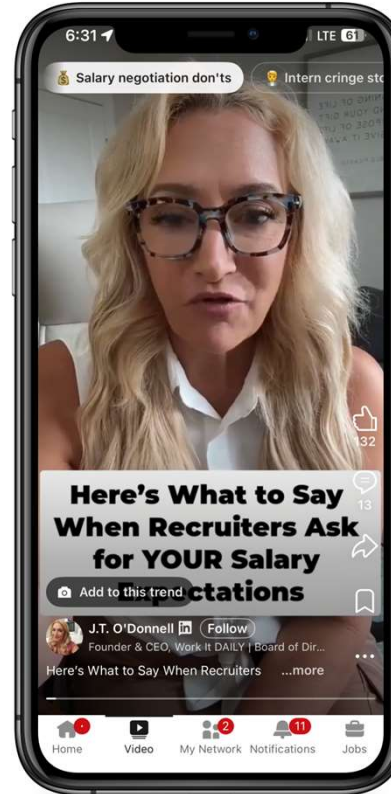


Facebook, Post

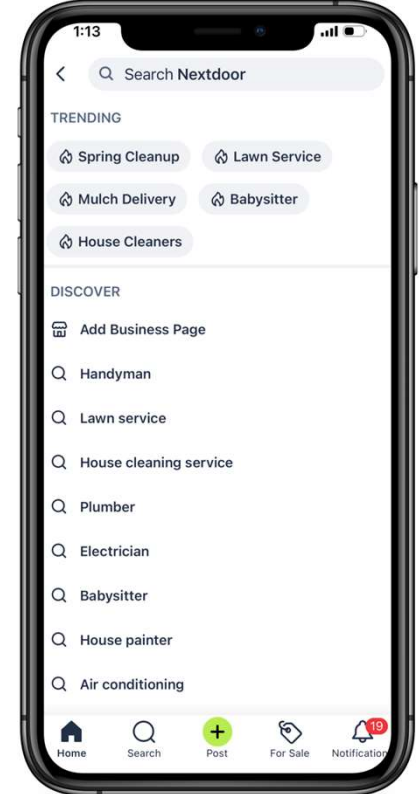


Snap, Story

VS.



LinkedIn, Video



Nextdoor, Search

Active Participation vs. Passive Consumption



Facebook, Post



Facebook, Friend's Reactions and Comments

VS.



YouTube, Video



TikTok, Full Screen

Comparisons: Distinct Experiences

- **Without real identity**
 - Hard to find real-life connections
 - No norm of mutual connection and personal sharing
- **Without mutual connections**
 - No norm of relationship maintenance and personal sharing
- **Without friend content**
 - No norm of sharing personal updates and active engagement with friends

Summary

	PSN Sites	Social Media			
Key Characteristics and Use	Facebook, Instagram, and Snapchat	TikTok, YouTube	X, Reddit	Pinterest	LinkedIn, Nextdoor
Identity	Real personal identity	Pseudonymous or public	Pseudonymous or public	Pseudonymous or public	Professional identity / Neighborhood profile
Connection	Friends, family, and others	None or public accounts	None or public accounts	None or public accounts	Professional contacts / neighbors
Content	Personal and other content	Public video content	Public news and discussion	Public photos for design inspiration	Professional networking / neighborhood
Sharing	Broadcast sharing to personal network	Broadcast sharing with public audience	Broadcast sharing with public audience	Broadcast sharing with public audience	Broadcast to professional contacts / neighbors
Core use	Friends and family sharing with real-life personal network	Video consumption and entertainment	Interest-based discussion	Design inspiration	Professional networking / neighborhood updates

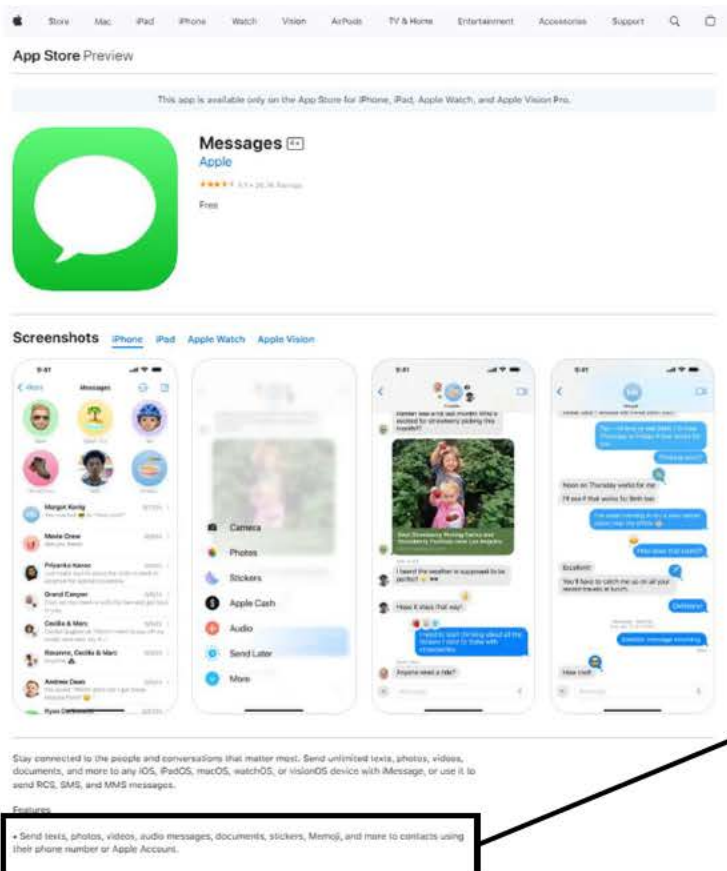
Mobile Messaging vs. PSN Sites

- **Deep dive exemplar: iMessage**
- **Comparisons: How motivations, norms, and design create distinct experiences**

iMessage: Private Messaging Purpose

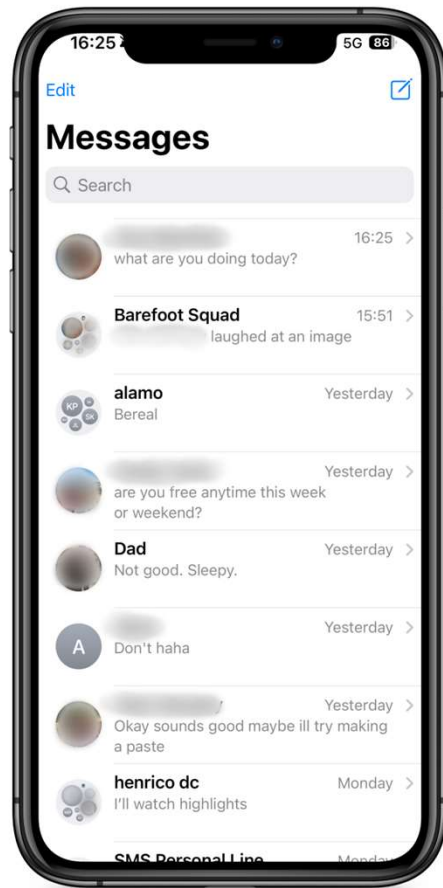
- **Motivation**: private communication with individuals and small groups
- **Norms**: experience centered on private messaging, private communication and private address book
- **Design**: no broadcast sharing and relationship maintenance space, no social graph of real-life personal network or connection tools

iMessage Public Presentation: Stated Purpose and Use

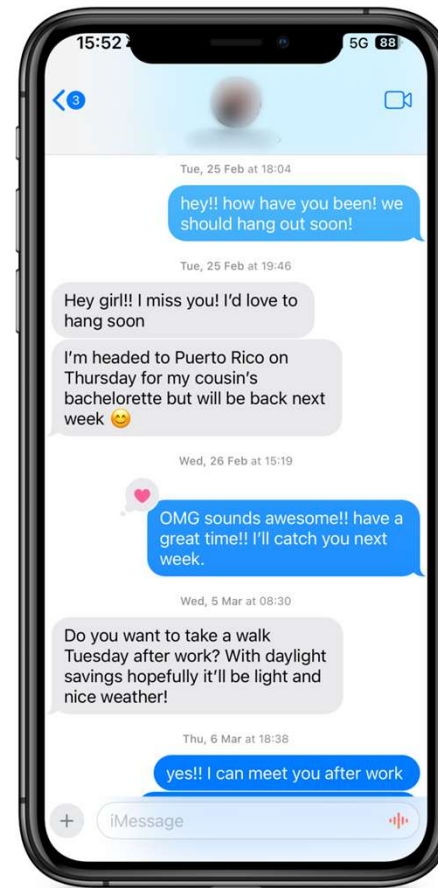


"Send texts, photos, videos, audio messages, documents, stickers, Memoji, and more to contacts using their phone number or Apple Account"

Private Communication, Not “Masspersonal”

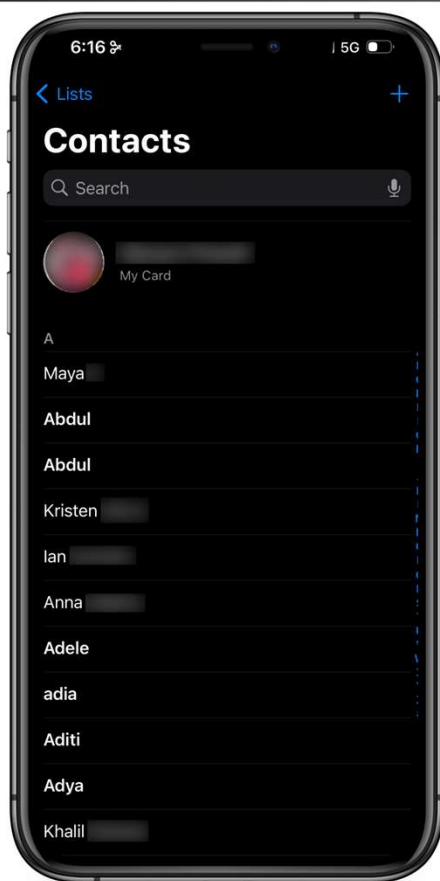


iMessage



iMessage

No Social Graph or Connection Tools



iMessage



iMessage

Other Evidence



Ronak Shah
Director of Product
Management

"[T]he app isn't really about discovery or broadcast -- broadcasting either personal information or a communication. The app is about communicating with -- directly with a group, you know, you have established a relationship with already."



"We actually haven't built any functionality into Messages itself to allow one Messages user to find another Messages user."

Shah (Apple) Dep. Tr. at 178:18-20, 183:13-18.

Other Evidence

"There are certain messages that you want to communicate one-on-one, like I would tell my wife I love you. I wouldn't broadcast I love you to all my contacts. So it depends on the message, you just pick the right audience."



Olivan (Meta) Dep. at 58:21-59:8.

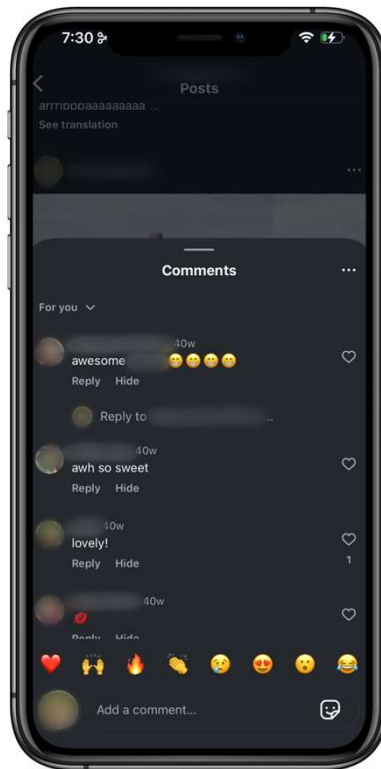
Comparisons: Distinct Experiences

- **Motivations, norms, and designs combine to create a distinct experience on PSN sites and mobile messaging apps**
- **Key distinctions**
 - Masspersonal (broadcast) vs. private
 - Curated feed to “keep up to date” vs. direct, immediate high-volume communication
 - “Identity curation” profile vs. phone contact
 - Connection tools/social graph vs. phone contact

Broadcast vs. Private Messages



Instagram, Feed Post



Instagram, Comments on Post

VS.

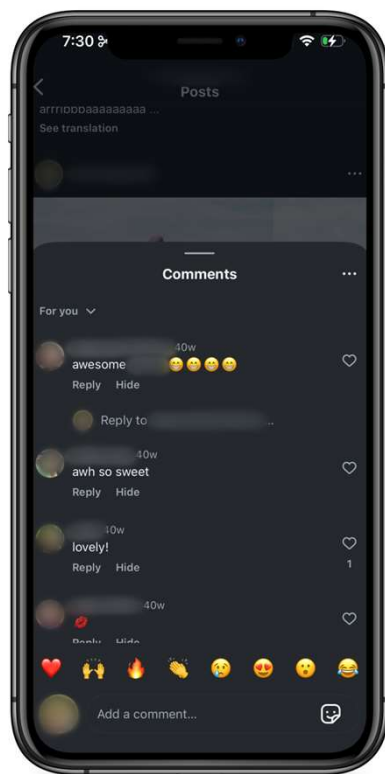


Apple Messages, Chat

Curated Feed vs. Direct, Immediate Communications

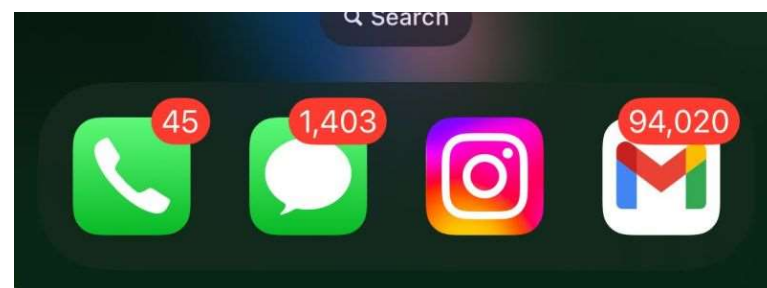


Instagram, Feed Post

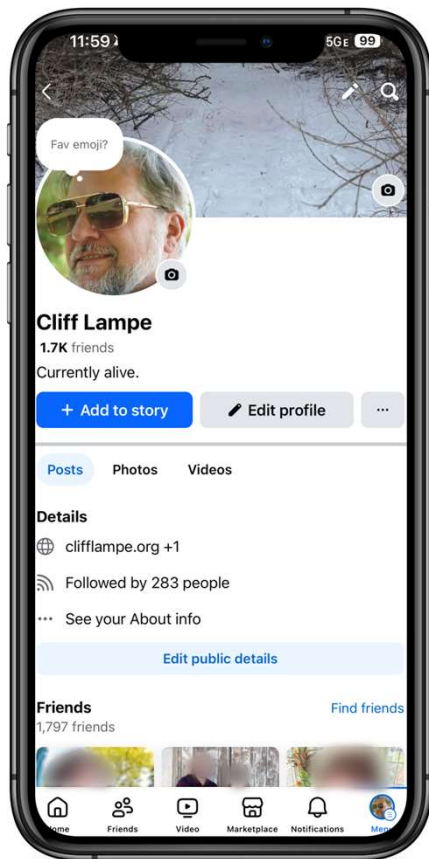


Instagram, Comments on post

VS.

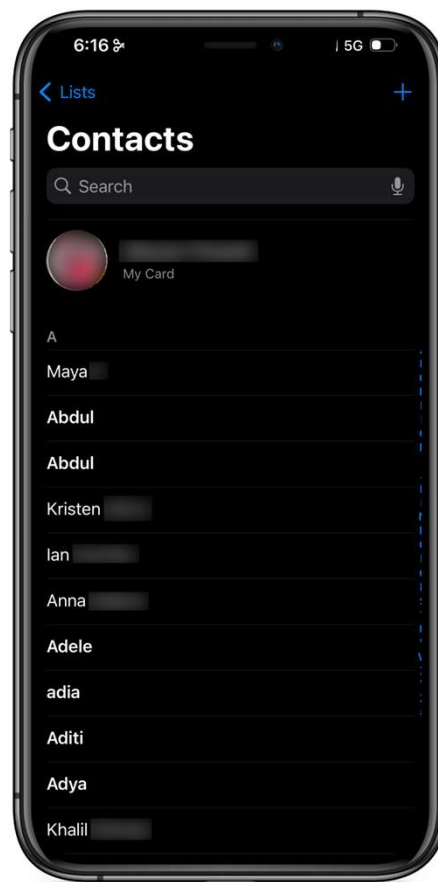


Profile/Graph Connections vs. Phone Contact

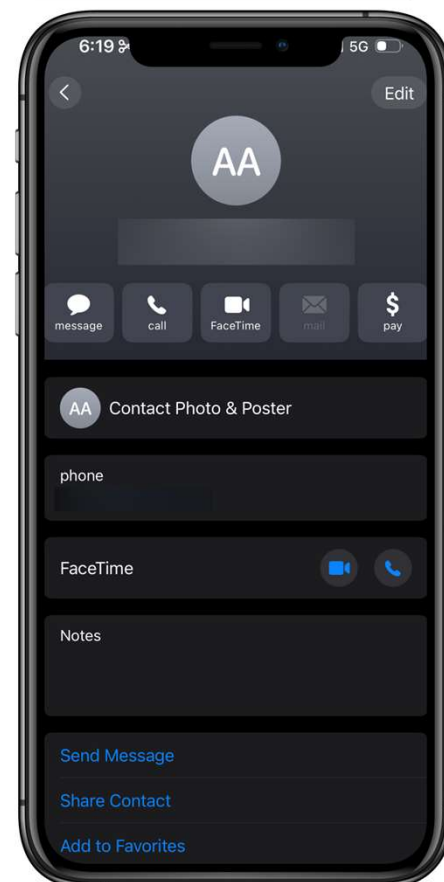


Facebook

VS.



iMessage



iMessage

PX9004, Lampe Report at ¶¶ 132, 141, 263, 265.

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Comparisons: Distinct Experiences

- **Direct, immediate private communications**
 - Hard for low-cost, broad relationship maintenance and sharing
 - Creates expectation of immediate response
 - Changes norms/nature of content shared
 - “Overwhelming” volume if you attempted to message updates with all (or most) phone contacts
- **Lack of curated profile and connection tools/graph**
 - Hard for low-cost, broad relationship maintenance
 - Hard to build and expand real-life connections

Summary

	PSN Sites	Other Social Media Sites				Interpersonal Communication
Key Characteristics and Use	Facebook, Instagram, and Snapchat	TikTok, YouTube	X, Reddit	Pinterest	LinkedIn, Nextdoor	Messengers (e.g., iMessage)
Identity	Real personal identity	Pseudonymous or public	Pseudonymous or public	Pseudonymous or public	Professional identity / Neighborhood profile	Phone number
Connection	Friends, family, and others	None or public accounts	None or public accounts	None or public accounts	Professional contacts / neighbors	Address book
Content	Personal and other content	Public video content	Public news and discussion	Public photos for design inspiration	Professional networking / neighborhood	Direct, immediate communications
Sharing	Broadcast sharing to personal network	Broadcast sharing with public audience	Broadcast sharing with public audience	Broadcast sharing with public audience	Broadcast to professional contacts / neighbors	Private
Core use	Friends and family sharing with real-life personal network	Video consumption and entertainment	Interest-based discussion	Design inspiration	Professional networking / neighborhood updates	Private communication

4. Responses to Meta's Claims

Meta Claim 1: “Friends and Family Sharing is in Decline”



“[Facebook and Instagram] have continued to improve and become more engaging to people, even as the amount of content that people choose to share with their friends in broadcast services like Facebook or Instagram or any of the others that we've talked about has declined.”

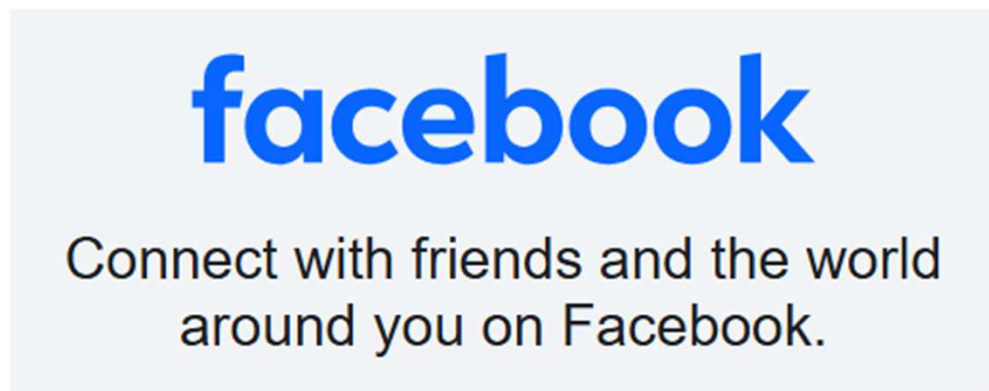
Mark Zuckerberg, Trial Tr. at 180 (4/16/2025)

“[V]ideo, I think, will continue being an increasing share of the amount of time that is spent across the whole service.”

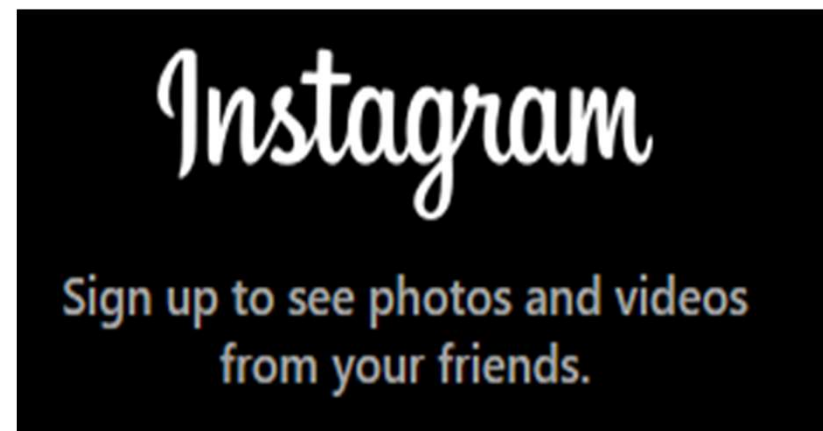
Mark Zuckerberg, Trial Tr. at 211 (4/15/2025)

PSN Sites Still Anchored in Personal Connection

Facebook Landing Page (2025)



Instagram Landing Page (2025)

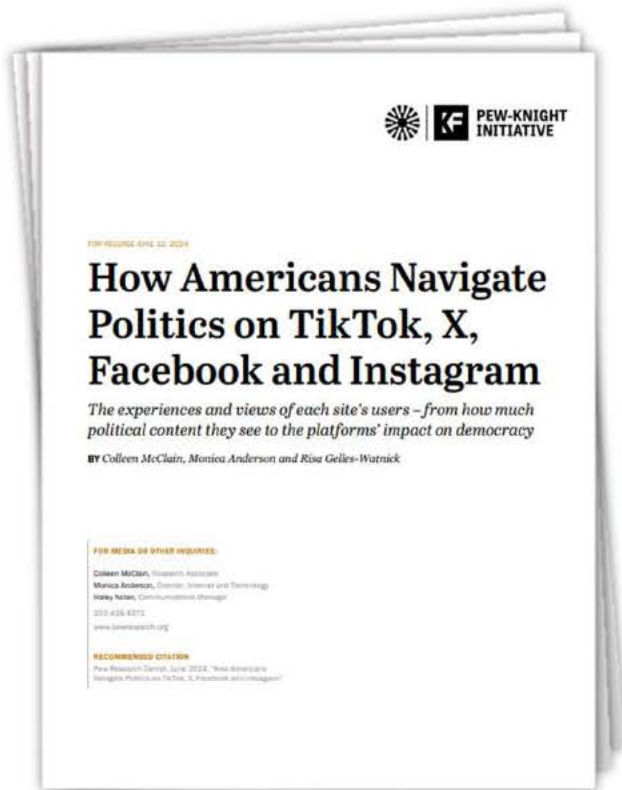


Facebook Log-in Banner (2025)

Log in or sign up for Facebook to connect with friends, family and people you know.



PSN Sites Still Anchored in Personal Connection



"Fully 93% of Facebook users say **keeping up with friends and family** is a reason why they use the site, including 75% who say this is a major factor."

"**Connection is key.** Most users also say keeping up with friends and family is a major (54%) or minor (29%) reason they use Instagram."

Colleen McClain, Monica Anderson, and Risa Gelles-Watnick, "How Americans Navigate Politics on TikTok, X, Facebook and Instagram," Pew Research Center (Jun. 12, 2024).

Broadcast Sharing Significant: 100B+ Posts

Exhibit 47
PSN Services Market Shares as Measured by Stories and Feed Posts

Entity	Stories and Feed Posts incl. Reshares (Billion)					
	Oct 2020 - Dec 2020		2021		Jan 2022 - June 2022	
	Count	Share	Count	Share	Count	Share
Facebook	21.4		73.2		31.9	
Instagram	8.9		35.4		18.5	
Facebook+Instagram	30.3		108.6		50.4	
Snapchat						

Entity	Stories and Feed Posts excl. Reshares (Billion)					
	Oct 2020 - Dec 2020		2021		Jan 2022 - June 2022	
	Count	Share	Count	Share	Count	Share
Facebook	9.1		31.8		14.7	
Instagram	7.4		29.4		15.8	
Facebook+Instagram	16.5		61.3		30.5	
Snapchat						

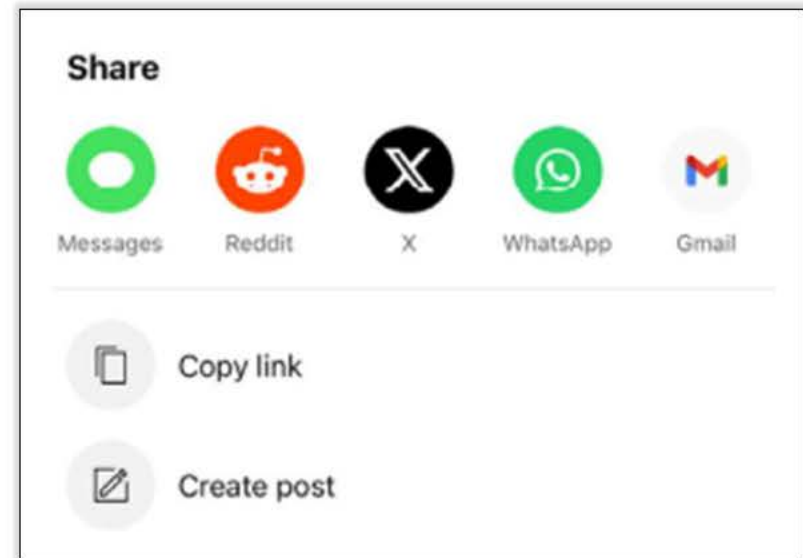
PX9000, Hemphill Report Ex. 47

Meta Claim 2: “Modern Social Media Flywheel”

“Q. Please tell us what makes these various apps or services [TikTok, YouTube, iMessage] social. Why do you consider them social?

A. [I]t’s generally some combination of what I view as this, like, modern social media flywheel They specifically implement features to be able to take the content from those services and share it wherever you want, whether it's into a messaging service, into another feed service.”

Mark Zuckerberg, Trial Tr. at 217 (4/15/2025)

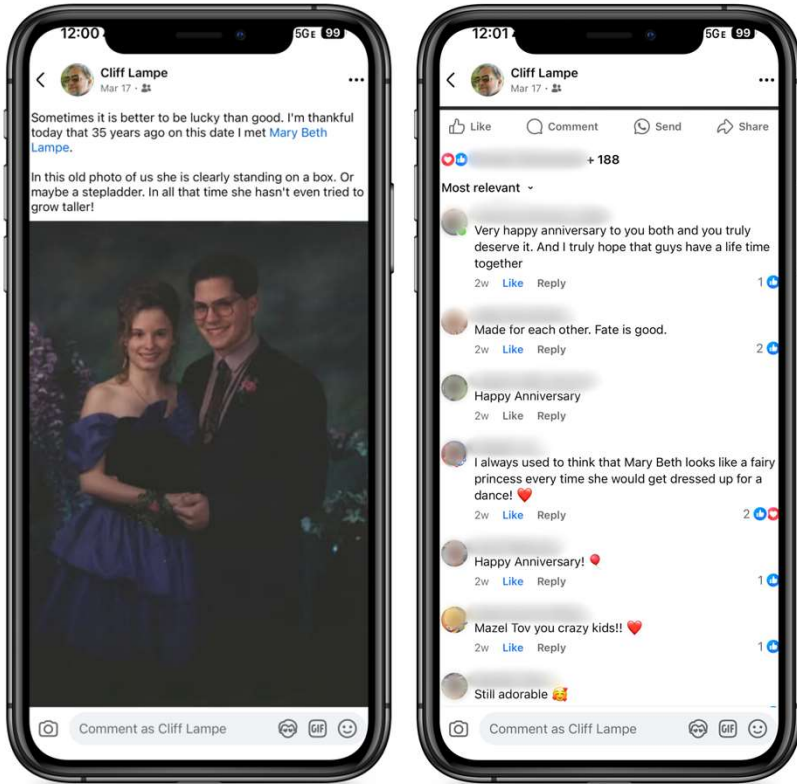


DDX1.4

Can't Replace Broad Relationship Maintenance

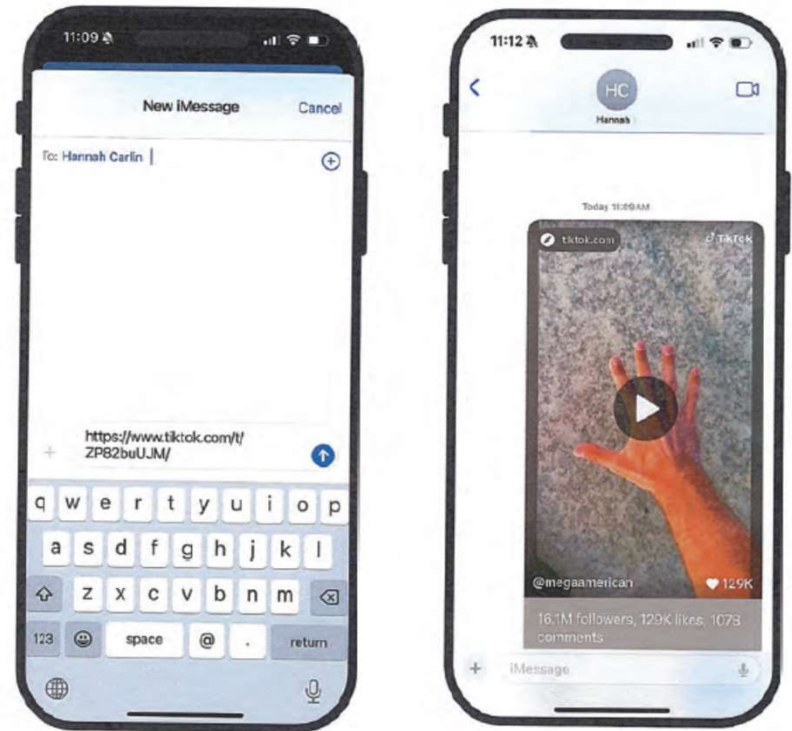
- **Content from other social media sites not a replacement for personal relationship maintenance**
 - Other sites don't have friend content
 - Sharing unconnected content not the same as personal updates for maintaining relationships
- **Private messaging not a replacement for masspersonal sharing and connection**
 - Reaching one/few v. broad network
 - "Messaging all" would violate norms and create overwhelming/intrusive volume
 - Audience controls and norms restrict sharing PSN personal posts off-platform
- **High messaging volume underscores distinct value proposition of messaging vs. PSN sharing**

Can't Replicate Broad Relationship Maintenance



Facebook

VS.



DDX1.45-4, 45-5

Meta Claim 3: “Features Are Converging”

Exhibit E Presence of Most Popular Facebook Features on Other Apps										
	Commerce (Marketplace)	Interests / Groups	Long-Form Videos	User-Specific Feed	Photo / Video Sharing	Search / Browse Content by Topic	Short-Form Videos	Stories	Personal Profile	Notifications
Apps FTC Claims are PSNS										
Facebook	X	X	X	X	X	X	X	X	X	X
Instagram	X	X	X	X	X	X	X	X	X	X
Snapchat	X			X	X	X	X	X	X	X
Apps FTC Claims are Not PSNS										
FourSquare				X	X	X			X	X
Hulu			X	X		X	X			X
LinkedIn	X	X	X	X	X	X	X		X	X
Netflix			X	X		X	X			X
Nextdoor	X	X		X	X	X	X		X	X
Pandora				X		X			X	
Pinterest	X	X	X	X	X	X	X		X	X
Reddit	X	X	X	X	X	X	X		X	X
Spotify			X	X		X	X		X	X
Strava		X		X	X	X	X		X	X
TikTok	X	X	X	X	X	X	X	X	X	X
Tumblr	X	X		X	X	X	X		X	X
WeChat	X	X	X	X	X	X	X	X	X	X
WhatsApp		X		X	X	X	X	X		X
Twitter	X	X	X	X	X	X	X		X	X
YouTube	X	X	X	X	X	X	X		X	X
Total Alleged Non-PSNS	9	11	10	16	12	16	14	3	13	15

Source: See Appendix B.

PX9016, Ghose Report, Exhibit E

Distinct Sites Deploy the Same Formats Differently

"Stories" Format/Feature

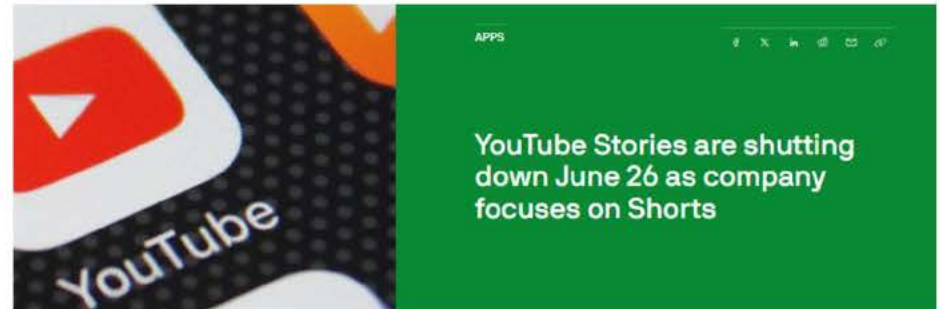


Instagram

"Stories are a way to share everyday moments and grow closer to the people and interests you care about."

Adam Mosseri,
"Instagram Ranking Explained"
(May 31, 2023)

VS.



"First launched in 2018, YouTube officially rolled out Stories to **creators with over 10,000 subscribers** — but it never broadened access to everyone on YouTube to allow casual, personal sharing to really take off. The company had suggested at the time creators could use Stories to engage with their audience in between their more polished and produced videos"

YouTube

Meta Claim 4: “A Video is a Video is a Video”

TikTok, Instagram Reels, YouTube Shorts: Indistinguishable



TikTok



Instagram Reels

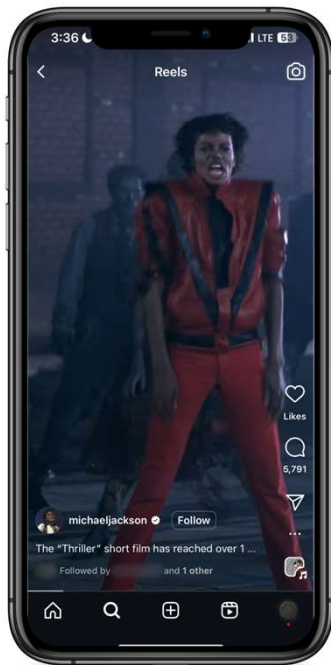


YouTube Shorts

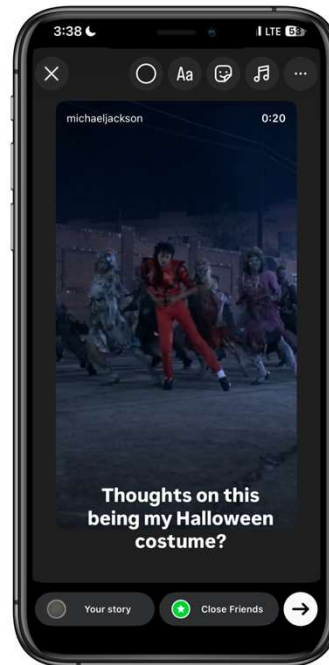
DDX1.2

Same Video, Same Experience? No

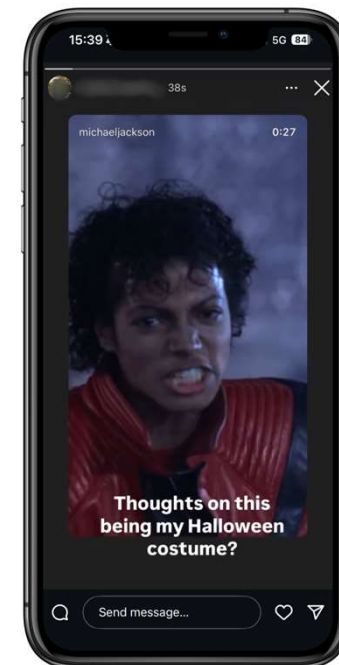
1. Jane views video from account followed by her friends.



2. Jane creates and shares Story with video to her friend network with her own comments.



3. Jane's friends and family can view, comment, and react to Jane's Story.



Instagram

Meta Claim 5: “Network Effects and Social Graph in Decline”

“[T]he AI system has been very important for solving this negative network effects problem, which I think we were sort of suffering from before, which is as the networks grew and a term that we use internally is get stale, it actually is sort of a negative for the product.”

“But now, any social app that gets started with a handful of people can very easily import the contacts and kind of build that out [B]ecause social media is so built out and there are so many channels at this point, if you build interesting content, things can go viral very quickly.”



Mark Zuckerberg, Trial Tr. 50, 52-53 (4/16/2025)

AI Does Not Replace Friend Content

Facebook Feed AI system

UPDATED MAR 12, 2025

The content you see on your 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.

1


Gather inventory

First, the system gathers all potential posts shared by friends, Pages you follow and groups you've joined, which excludes posts flagged for going against our [Community Standards](#).

"shared by friends"

<https://transparency.meta.com/features/explaining-ranking/fb-feed/>

PSN Sites Have Strong Positive Network Effects



Research Publications Programs ▾ Datasets Careers

AUGUST 12, 2021

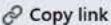
Testing product changes with network effects

By: Brian Karrer, Liang Shi, Monica Bhole

"In our paper, ... a Stories experiment using social graph clustering ... [is] described in detail, showing significant network effects and demonstrating the value of this experimentation framework."



<https://research.facebook.com/blog/2021/8/testing-product-changes-with-network-effects/>

VS.

Unfriend or remove a friend on Facebook 

Android App Help Computer Help iPad App Help iPhone App Help More ▾

Unfriend someone's profile

1. Tap  Search in the top right of Facebook.
2. Go to that profile by typing their profile name into the search bar at the top.
3. Tap  Friends.
4. Select Unfriend, then tap OK.

Note: If you can't find the profile you want to unfriend, [the profile may be deactivated](#).

<https://www.facebook.com/help/172936839431357>

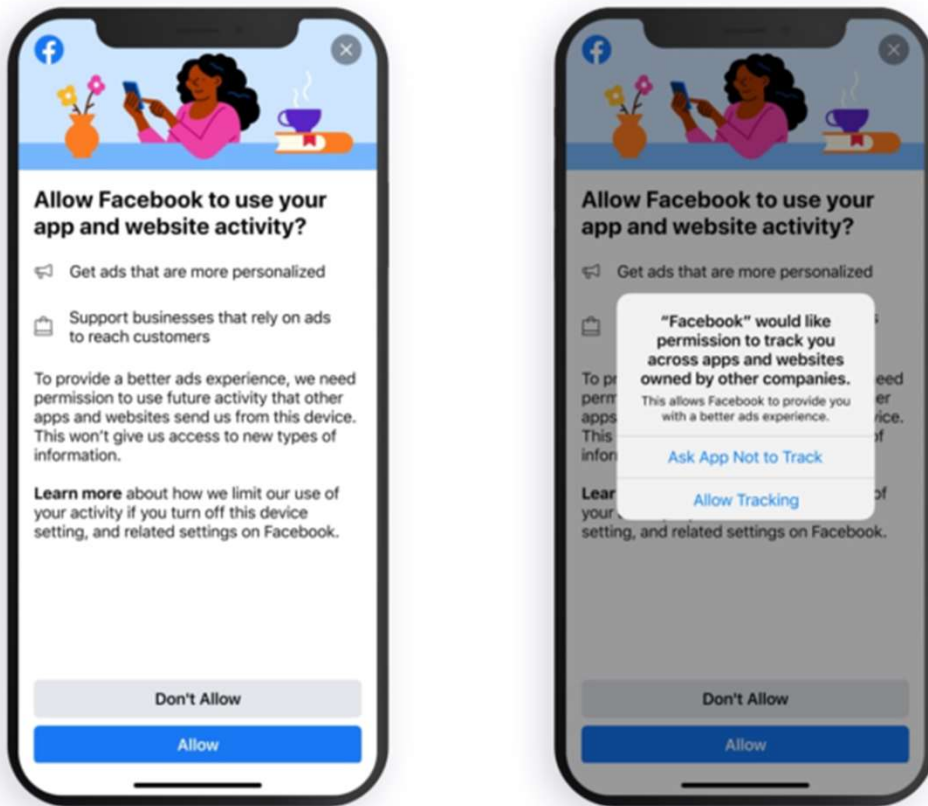
5. Privacy Analysis

Privacy Sensitivities of Personal Social Network Sites



- Design can encourage publicity or enable privacy and thereby affect user motivations.
- Privacy norms are shaped by design and motivations, which are shaped by privacy norms in turn.
- PSN Sites have elevated privacy sensitivities given real identity and personal information.

People Value Their Privacy Online



- The “Privacy Paradox” is a shallow description of complex consumer decision-making.
- Users trade off the costs and benefits of privacy as they engage on PSN Sites.
- Privacy costs are one type of various transaction costs.

Questions?