



Facebook is going to ask you more often what you want in your News Feed | Nieman Journalism Lab

By Joshua Benton

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Facebook announced a batch of changes in how it organizes your News Feed today, and their organizing principle seems to be: *Maybe we should ask people what they want to see?* Here's product management director Aastha Gupta:

Our goal with News Feed is to arrange the posts from friends, Groups and Pages you follow to show you what matters most to you at the top of your feed. Our algorithm uses thousands of signals to rank posts for your News Feed with this goal in mind. This spring, we're expanding on our work to use direct feedback from people who use Facebook to understand the content people find most valuable. And we'll continue to incorporate this feedback into our News Feed ranking process.

As the kids on Filepile used to say, [this is good]. An overreliance on implicit feedback has historically biased Facebook's algorithms toward content that drives big emotions, whether good or bad — stuff that inspires you to tap that  or .

[...]

Source: [Facebook is going to ask you more often what you want in your News Feed » Nieman Journalism Lab](#)