

Facebook Reveals Most Viewed Posts To Rebut Claims It's Rife With Disinformation | NPR

By Shannon Bond

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What do people see most on Facebook? Recipes, cute cat GIFs or highly charged political partisanship?

That question has been hard to answer, because the social network keeps a tight lid on so much of its data.

Now, Facebook is for the first time making public some information on what content gets the most views every quarter as the company pushes back against claims its platform is dominated by inflammatory, highly partisan and even misleading posts.

Facebook's new report on widely viewed content ranked the top 20 public posts, pages, links and domains that are seen by the most U.S. Facebook users in their news feeds on the social network.

Among the top 5 most viewed links on Facebook from April to June were a Green Bay Packers player alumni site, a website selling CBD products and another selling Christian T-shirts under the label "Reppn for Christ." They each were viewed by more than 51 million Facebook users.

The top 5 most-viewed domains people shared links to were all well-known: YouTube topped the list with 181.3 million views, followed by Amazon, UNICEF, GoFundMe and Twitter.

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