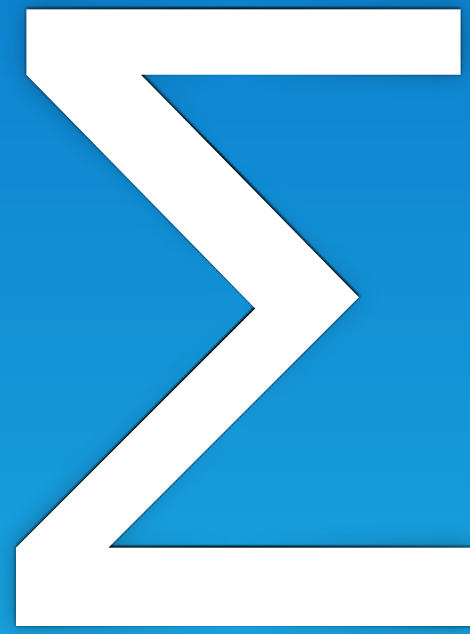




**Edgerank,
la verdadera historia**

Σ





EdgeRank



Σ EdgeRank

Distribución

Descubrimiento

Conversación



Σ EdgeRank

40 minutos diarios aquí
por usuario



Σ EdgeRank

1.500 historias diarias
por usuario



Σ EdgeRank

1.500 historias diarias
por usuario

Solo vemos ≈ 100



Σ EdgeRank

2010ish

A \star P \star T



Σ EdgeRank

2010ish

A * P * T

**Afinidad
del usuario
con **quién**
crea el
contenido**

**Peso del
contenido
(qué acciones
tomé en el post)**

Tiempo.
Mientras **más
reciente, más
relevante**



Σ EdgeRank

2015

I * C * T * P * R



Σ EdgeRank

I * C * T * P * R

**Interés
del usuario
en quién
crea el
contenido**

**Cuál fue
la performance
de tus contenidos
anteriores con
otros usuarios**

**Tipo de
contenido
(estado,
post,
video,
foto,
enlace)**

**Performance
de tu contenido
en TODO
Facebook**

**Recencia
(Fecha, hora)**



Σ EdgeRank

¿2016?



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June 29, 2016

Building a Better News Feed for You

By Adam Mosseri

June 29, 2016

Building a Better News Feed for You

By Adam Mosseri, VP, Product Management, News Feed

The goal of News Feed is to show you the best of what your friends are doing. Today, we're making it even better by showing you the best of what your friends are doing.

When we launched News Feed, we knew it was going to be far too much information for any one person to consume. In the decade since, more than a billion people have joined Facebook, and today they share a flood of stories every day. That's why stories in News Feed are ranked — so that people can see what they care about first, and don't miss important stuff from their friends. If the ranking is off, people don't engage, and leave dissatisfied. So one of our most important jobs is getting this ranking right.

As part of that process, we often make improvements to News Feed, and when we do, we share a set of core values. [These values](#) — which we've been using for years — guide our decisions, and help us keep the central experience of News Feed intact as it evolves. In our continued efforts to be transparent about how we think about News Feed, we want to share those values with you.

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“Nuestra prioridad es mantenerte conectado con las personas, lugares y cosas que quieres — partiendo por las personas que son tus amigos en Facebook. Es por eso que, si viene de tus amigos, está en tu feed, y punto - sólo tienes que desplazarte para verlo.”

June 29, 2016

Build

By Adam Mosseri

The goal of
Today, we're
your friend

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far too mu
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That's why
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ranking rig

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[2016](#)[2015](#)[2014](#)

June 29, 2016

Building a

By Adam Mosseri, VP,

The goal of News Feed Today, we're announcing your friends and family

When we launched News far too much information a billion people have joined That's why stories in News about first, and don't rank don't engage, and leave ranking right.

As part of that process a set of core values, and help us know continued efforts to be share those values with you.

Greg Marra commented on a post.



Jasper's Market

April 21 · 🌐

Stop today by for our Tuesday produce specials. Great deals on fresh fruits and vegetables. Open until 10PM.



Like · Comment · Share · 3 1

3 people like this.



Greg Marra I picked up a bunch of amazing kale, can't wait to make smoothies! Thanks for having such healthy variety!

Like · Reply · 10 mins

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News Feed FYI

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&A with Mark

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2016

2015

2014





Bunny Puzzle Cube

Posted by Alex · October 15 ·

Only 15 minutes left to get your Bunny Bucks for 53% off! Sale ends soon so don't miss out on gripping bunny puzzle action! Install this app at your favorite app store! >>> <http://bit.ly/1w8osxB>

Download NOW! >>> <http://bit.ly/1w8osxB>



Tiger Therapy

Posted by Alex · October 15 ·

Be sure to watch the #1 rated show about the feelings of big cats every Wednesday night at 8 pm. You'll never guess what Gary, Sonya, and Dr. Stripes are up to tonight!

Be sure to also buy our Season 1 DVD set from our Tiger TV store!

Makes a great gift! - <http://bit.ly/1w8vdPY>



Watch what Gary gets up to tonight at 8 pm only on TTV. It's tough being a tiger.



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Investor Relations

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Bunny Puzzle Cube

Posted by Alex · October 15 ·

Only 15 minutes left to get your copy! Sale ends soon so don't miss out on grabbing this app at your favorite app store.

Download [w8osxB](#)



ber 15 ·

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ight at 8 pm only on TTV.



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2015

2014

Σ EdgeRank

No postear mucho *puede* ser bueno, si lo que publicas **es de calidad.**



Σ EdgeRank

¿Y cómo sé yo **qué es de calidad?**



Σ 7 preguntas de Facebook para determinar **calidad**

Es oportuno?

Es relevante?

Es de una fuente confiable?

Lo compartirías a tus amigos o lo recomendarías a otros?

**Es realmente interesante para ti, o estás tratando de
ganarle al algoritmo? (Pedir me gusta/reacciones/shares)**

Esconderías esto de tu newsfeed?

Es un meme?

