

# The engine that makes Facebook churn: THE NEWS FEED



## A "LIVE" STREAM

The News Feed, found at the Facebook Home page when you are logged in, is central to the success of Facebook because it documents all the interaction and connections of all its users around the clock. When a user signs into Facebook, the News Feed tells him/her what all his/her friends have been up to on the site. It also allows businesses and other organizations to put their updates in front of those who choose to "like" them.

There are two options for viewing the News Feed, found by selecting "Top News" or "Most Recent" at the top of the feed. By selecting "Most Recent," the News Feed will update live as a friend or Business Page you Like posts new content. "Top News" refers you to posts Facebook deems to have been the most interactive and interesting amongst you and your friends in the last 24 hours. At the bottom of the News Feed you can view older posts by clicking "Older Posts."

## FILTERING OUT THE NOISE

When optimized correctly, the News Feed can be a valuable tool to quickly see what's going on with your friends and businesses throughout the day. But there is also much noise that shows up in the News Feed. To circumnavigate through the noise, Facebook has made it easy to hide the things you don't want to see, so you can find more of what you do want to see.

For example, Facebook allows a lot of third-party developers to create applications which users may access and install on their Facebook Profiles. A good number of these applications, such as quizzes, will appear in your News Feed when your friends interact with them.

## HIDING AN APPLICATION OR USER FROM YOUR NEWS FEED

Hover your mouse cursor over top of the post that you would like to hide. A box should pop up on the right side of the post that contains an "X."

- By clicking on "X" you have an option to hide the friend that made the post, or to hide the application that they are posting. Most of the time, you will want to click "Hide the application." This will ensure that you no longer see posts from that certain application in your News Feed. If you choose "Hide User," you will not see any more updates from that particular user.
- Any item or user that you hide from your News Feed may be unhidden by clicking on "Edit options" at the bottom of the News Feed on your Home page.

## USING FILTER LISTS

On the left side of the News Feed on the Home Page there is a list of filters that will sort the News Feed. The News Feed will change to reflect whichever filter list is chosen. More are available by clicking "More" at the bottom of the lists.



A Facebook home page