

EXHIBIT F

How accurate is the Facebook Like count?

Posted 8 April, 2011 by [Sue Keogh](#) & filed under [Facebook](#).

Blogger Kevin Sablan from the [Almighty Link](#), which studies 'how people, journalists, and companies connect through links and social tools',

reckons it **could be as low as 39%**.



This rather knocks the wind out of the sails of the story I posted the other day about Lionel Messi getting an amazing **seven million Likes** on his Facebook page. Maybe that should have been 2,730,000. Good, but not *quite* as impressive.

Sablan took twelve Facebook-related stories and used the [RealShare tool](#) to measure how many of the Likes or Recommends were genuinely from people clicking the Like button and how many were shares or comments. The most popular story on the list, CNN's [Facebook event: Let's dump trash at Boehner's pad](#) posted a total of 2071 Recommends, when in reality it had 650, plus 769 shares and 653 comments.

Over the twelve stories the combined number of Likes was 4622 whereas the actual figure was 1790, or 39%.

On first sight it seems like a pretty hefty claim to be making, as it means that sites are misleading people as a matter of course about the popularity of their stories as they don't even realise they're doing it. Maybe the problem is the word 'Like', which you take to mean, well, that lots of individual people like the link enough to want to share it. And of course if someone Likes a story and leaves a comment this will be counted twice, thus distorting the figures.

But buried in the [Facebook developers](#) section it explains, 'The number shown is the sum of:

- The number of likes of this URL
- The number of shares of this URL (this includes copy/pasting a link back to Facebook)
- The number of likes and comments on stories on Facebook about this URL
- The number of inbox messages containing this URL as an attachment.'

So the information is out there, if you know where to look. I might even click Like

data:text/html;charset=utf-8,%3Cheader%20class%3D%22article-header%22%20style%3D%22display%3A%20block%3B%20color%3A%20rgb(38%2C%203... 1/2



« Government's £142k not a 'Twitter Tsar' to be paid less than last 'Twitter Tsar'
Mad makes Mark Zuckerberg cover star...in 'The 50 Worst Things About Facebook

Before commenting please read our [rules for commenting on articles](#).

Please note: Your name will appear together with your comment.

Facebook's Paid Messages Test Taxes You For Being Social

Posted: 12/20/2012 6:57 pm

EST | Updated: 02/19/2013

5:12 am EST

Couldn't load plug-in.

1.1k

Like

189

9

180

Tweet

LinkedIn

Comment

594

Share

am's monetization plans wasn't enough excitement for the week, facebook has announced an "experiment" that lets strangers pay to have their correspondence delivered directly to your messages inbox, rather than the "other" folder.

If ever there was a sign that Facebook has completed its transition from social network to commercial network, this is it. Facebook is trying to turn a profit in a way that subverts the original purpose of the site. Paying for special delivery doesn't encourage socializing. It penalizes it.

The tool, which Facebook said is being tested among a "small number of people" in the U.S., lets individuals with whom you are not connected pay to re-route their message from the "other" heap straight to your inbox. Special treatment for a message

will cost \$1 per note, though Facebook is testing other prices as well. At present, users can receive a maximum of one paid message in their inbox per week.

The test is being rolled out in [conjunction with new filters](#) for Facebook's messaging system that aim to ensure important messages don't go unseen in the "Other" inbox.

But back to the paying part.

Facebook promotes its experimental fee as an effort to improve the quality of the messages that do make it to the main inbox, calling it a "small experiment to test the usefulness of economic signals to determine relevance."

Let's call this payment proposal what it is: anti-social.

Charging for VIP message delivery edges dangerously close to a tax on being friendly. Want to reach out to someone who's not in your network? Cough up the cash.

Consider the example Facebook uses to explain the necessity of this tool:

This test is designed to address situations where neither social nor algorithmic signals are sufficient. For example, if you want to send a message to someone you heard speak at an event but are not friends with, or if you want to message someone about a job opportunity, you can use this feature to reach their Inbox. For the receiver, this test allows them to hear from people who have an important message to send them.

As a user who receives no shortage of spam messages, I'm all for cutting back on clutter or fining advertisers who want to get hold of me in my inbox, uninvited.

Yet Facebook's feature stands to penalize individuals who have a valid reason to contact me by charging them for access. And the explanation that receivers will benefit from better quality messages seems dubious. If I receive a sponsored message, it's because the sender thought it was valuable, not because I did, or would. Facebook, which seeks to make the world a "more open and connected place," is charging users to open up and connect with one another.

The fee also potentially stands to bias us against correspondence that ends up in the spam folder. So this Larry guy didn't pay \$1 to be sure I saw his note about applying for our job opening, huh? Well, he must not have wanted it *that* badly. There was no word from Facebook in its blog post on whether messages that have been sponsored by their sender will be labeled as such, though a Facebook spokeswoman noted that users will only be given the option to pay the fee if their message is destined for "other" -- meaning your BFF wouldn't have to wonder whether her messages are ending up in the spammy pile.

Even Facebook users who relish the thought of making strangers think twice about using Facebook to pitch them, bug them or stalk them via messages should have concerns about the experiment. With this new tool, Facebook is essentially allowing people to pay to override your personal settings and reach you even after you explicitly stated you didn't want them to. Facebook profits from allowing people -- **and, most likely, brands** -- to take up your time when you made clear you didn't want them to.

Keeping savvy scammers at bay is a gargantuan challenge for Facebook, **which recently cracked down on fake "likes."** Yet pay-for-delivery messages look more like a fix for Facebook's profit push than a solution to overcrowded inboxes. It's hard to believe that Facebook, of all companies, can't figure out the difference between "Help me to have more subscribers. Pleaseee?" and a long message from a user with a solid track record of normal behavior. The concern isn't so much opening your inbox to a colleague who wants to meet you or ask about job, but opening it to advertisers.

Follow Bianca Bosker on Twitter: www.twitter.com/bbosker

MORE: [Facebook Messages](#)[Facebook Messages Test](#)[Facebook Paid Messages](#)[Facebook Facebook Messages Fee](#)[Facebook Messages Charge](#)[Facebook Charging Messages](#)[Video](#)

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How to get share counts using graph API

I can get the share count of an URL using PHP SDK and using the deprecated rest API, but doesn't found a way to get the share counts of an URL using graph API.

Is there any way to find out?

facebook facebook-graph-api facebook-like

edited Jan 20 '13 at 13:01

 Peter O.
11.8k 6 35 45

asked Apr 18 '11 at 6:26

 Ashish Pethkar
415 1 8 7

Get the solution for you in here stackoverflow.com/questions/6137414/... - Eren Yeager Jun 14 '13 at 14:28

9 Answers

It's possible with the Graph API, simply use:

```
http://graph.facebook.com/?id=YOUR_URL
```

something like:

```
http://graph.facebook.com/?id=http://www.google.com
```

Would return:

```
{
  "id": "http://www.google.com",
  "shares": 1163912
}
```

UPDATE: while the above would answer how to get the *share* count. This number is **not** equal to the one you see on the Like Button, since that number is the sum of:

- The number of likes of this URL
- The number of shares of this URL (this includes copy/pasting a link back to Facebook)
- The number of likes and comments on stories on Facebook about this URL
- The number of inbox messages containing this URL as an attachment.

So getting the Like Button number is possible with the Graph API through the `fq1` end-point (the `link_stat` table):

```
https://graph.facebook.com/fq1?q=SELECT url, normalized_url, share_count, like_count, comment_count, total_count, commentsbox_count, comments_fbid, click_count FROM link_stat WHERE url='http://www.google.com'
```

`total_count` is the number that shows in the Like Button.

edited Jun 15 '12 at 14:23

 Jim Rubenstein
5,062 2 18 41

answered Apr 18 '11 at 9:26

 ifaour
30.5k 1 51 13

I don't get the share count for certain objects. I know they should have at least one share. - Fair Dinkum Thinkum Aug 10 '11 at 10:15

@Fair, yes sometimes the number is not correct and it's a bit confusing. You may use the `fq1` table suggested by the other answer, but still...sometimes numbers there is not correct too! - ifaour Aug 10 '11 at 10:40

is it possible to take shares of few sites? – Aziz Feb 17 '12 at 8:24

@Aziz, what do you mean? – ifaour Feb 18 '12 at 13:04

i use this all the time – Dap Feb 5 '14 at 21:35

Here's a list of API links to get your stats:

Facebook*: <https://api.facebook.com/method/links.getStats?urls=%URL%&format=json>
 Twitter: <http://urls.api.twitter.com/1/urls/count.json?url=%URL%>
 Reddit: http://buttons.reddit.com/button_info.json?url=%URL%
 LinkedIn: <http://www.linkedin.com/countserv/count/share?url=%URL%&format=json>
 Digg: <http://widgets.digg.com/buttons/count?url=%URL%>
 Delicious: <http://feeds.delicious.com/v2/json/urlinfo/data?url=%URL%>
 StumbleUpon: <http://www.stumbleupon.com/services/1.01/badge.getinfo?url=%URL%>
 Pinterest: <http://widgets.pinterest.com/v1/urls/count.json?source=6&url=%URL%>

edited Jun 27 '14 at 9:38



Atharva
1,076 ● 9 ● 23

answered Oct 1 '13 at 14:58



chandrajeet
2,482 ● 5 ● 15 ● 10

2 Wow. Awesome set! – ruX Jan 16 '14 at 12:31

1 The linkedin one does not work (gives 403 access denied) – Darhazer Feb 23 '14 at 15:42

1 I have fixed the url for linkedin. – Ahmed Mar 18 '14 at 7:25

1 And not very convenient link to Vkontakte share counter - vk.com/share.php?act=count&index=1&url=%URL% – Artem Petrov Apr 21 '14 at 7:23

2 How much is the API call limit for each request? – SiErMi Dec 9 '14 at 16:53

You should not use graph api. If you either call:

- <http://graph.facebook.com/http://www.apple.com>

or

- <http://graph.facebook.com/?id=http://www.apple.com>

both will return:

```
{
  "id": "http://www.apple.com",
  "shares": 1146997
}
```

But the number shown is the sum of:

- number of likes of this URL
- number of shares of this URL (this includes copy/pasting a link back to Facebook)
- number of likes and comments on stories on Facebook about this URL
- number of inbox messages containing this URL as an attachment.

So you must use FQL.

Look at this answer: [How to fetch facebook likes, share, comments count from an article](#)

answered Oct 10 '11 at 1:45



freedev
3,660 ● 22 ● 30

you are absolutely right, by total_shares is sum of comments+likes+shares but the page i requested, shows shares_i_have = total_shares + likes – Aziz Feb 22 '12 at 5:58

The facebook like button does two things that the API does not do. This might create confusion

when you compare the two.

1. If the URL you use in your like button has a redirect the button will actually show the count of the redirect URL versus the count of the URL you are using.
2. If the page has a og:url property the like button will show the likes of that url instead of the url in the browser.

Hope this helps someone

answered Jun 2 '12 at 18:08



Roland
41 ● 1

I don't think it's possible to get like count from the graph api, you should use [FQL link_stat table](#). FQL is not deprecated.

answered Apr 18 '11 at 6:33



himynameisjonas
325 ● 2 ● 5

Down voted because this isn't true, as per answer by [@chandrajeet](#) – [Coulton](#) Mar 18 '14 at 8:57

Check out [this gist](#). It has snippets for how to get the sharing count for the following services:

- Facebook
- Twitter
- Google plus
- Pinterest
- LinkedIn
- StumbledUpon

answered Dec 14 '14 at 14:14



Muhammad Reda
10.7k ● 5 ● 34 ● 52

when i used FQL I found the problem (but it is still problem) the documentation says that the number shown is the sum of:

- number of likes of this URL
- number of shares of this URL (this includes copy/pasting a link back to Facebook)
- number of likes and comments on stories on Facebook about this URL
- number of inbox messages containing this URL as an attachment.

but on my website the shown number is sum of these 4 counts + number of shares (again)

answered Feb 22 '12 at 6:03



Aziz
870 ● 4 ● 12

Using FQL you could do that:

```
http://graph.facebook.com/fql?q=SELECT url, total_count FROM link_stat WHERE
url='PASTE_YOUR_URL_HERE'
```

answered Oct 16 '14 at 6:28



totas
768 ● 5 ● 7

There is a ruby gem for it - [SocialShares](#)

Currently it supports following social networks:

- facebook
- twitter
- google plus
- reddit
- linkedin
- pinterest
- stumbleupon
- vkontakte
- mail.ru
- odnoklassniki

Usage:

```
:000 > url = 'http://www.apple.com/'
=> "http://www.apple.com/"
:000 > SocialShares.facebook url
=> 394927
:000 > SocialShares.google url
=> 28289
:000 > SocialShares.twitter url
=> 1164675
:000 > SocialShares.all url
=> {:vkontakte=>44, :facebook=>399027, :google=>28346, :twitter=>1836, :mail_ru=>37,
:odnoklassniki=>1, :reddit=>2361, :linkedin=>nil, :pinterest=>21011, :stumbleupon=>43035}
:000 > SocialShares.selected url, %w(facebook google linkedin)
=> {:facebook=>394927, :google=>28289, :linkedin=>nil}
:000 > SocialShares.total url, %w(facebook google)
=> 423216
:000 > SocialShares.has_any? url, %w(twitter linkedin)
=> true
```

answered Oct 18 '14 at 14:39



[Timrael](#)

438 ● 1 ● 3 ● 7

protected by [Community](#) ♦ Jun 11 '13 at 9:43

Thank you for your interest in this question. Because it has attracted low-quality answers, posting an answer now requires 10 [reputation](#) on this site.

Would you like to answer one of these [unanswered questions](#) instead?

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Facebook looks to cash in on user data

Profiles, status updates and messages all include a mother lode of voluntarily provided information. The social media site is using it to help advertisers find exactly who they want to reach. Privacy watchdogs are aghast.

April 17, 2011 | By Jessica Guynn | Los Angeles Times Staff Writer

Reporting from Palo Alto — Julee Morrison has been obsessed with Bon Jovi since she was a teenager.

So when paid ads for fan sites started popping up on the 41-year-old Salt Lake City blogger's Facebook page, she was thrilled. She described herself as a "clicking fool," perusing videos and photos of the New Jersey rockers.

Then it dawned on Morrison why all those Bon Jovi ads appeared every time she logged on to the social networking site.

"Facebook is reading my profile, my interests, the people and pages I am 'friends' with, and targeting me," Morrison said. "It's brilliant social media but it's absolutely creepy."

For Facebook users, the free ride is over.

For years, the privately held company founded by Mark Zuckerberg in a Harvard dorm room put little effort into ad sales, focusing instead on making its service irresistible to users. It worked. Today more than 600 million people have Facebook accounts. The average user spends seven hours a month posting photos, chatting with friends, swapping news links and sending birthday greetings to classmates.

Now the Palo Alto company is looking to cash in on this mother lode of personal information by helping advertisers pinpoint exactly whom they want to reach. This is no idle boast. Facebook doesn't have to guess who its users are or what they like. Facebook *knows*, because members volunteer this information freely — and frequently — in their profiles, status updates, wall posts, messages and "likes."

It's now tracking this activity, shooting online ads to users based on their demographics, interests, even what they say to friends on the site — sometimes within minutes of them typing a key word or phrase.

For example, women who have changed their relationship status to "engaged" on their Facebook profiles shouldn't be surprised to see ads from local wedding planners and caterers pop up when they log in. Hedgehog lovers who type that word in a post might see an ad for a plush toy version of the spiny critters from Squishable.com. Middle-aged men who list motorcycling as one of their hobbies could get pitches from Victory Motorcycles. If a Facebook user becomes a fan of 1-800-FLOWERS, her friends might receive ads telling them that she likes the floral delivery service.

Marketers have been tracking consumers' online habits for years, compiling detailed dossiers of where they click and roam. But Facebook's unique trove of consumer behavior could transform it into one of the most powerful marketing tools ever invented, some analysts believe. And that could translate into a financial bonanza for investors in the 7-year-old company as it prepares for a public offering, perhaps as soon as next year.

But privacy watchdogs say Facebook's unique ability to mine data and sell advertising based on what its members voluntarily share amounts to electronic eavesdropping on personal updates, posts and messages that many users intended to share only with friends.

"Facebook has perfected a stealth digital surveillance apparatus that tracks, analyzes and then acts on your information, including what you tell your friends," said Jeffrey Chester, executive director of the Center for Digital Democracy. "Facebook users should be cautious about whether the social networking giant ultimately has their best interests at heart."

Bon Jovi fan Morrison has removed some information from her profile to make it more difficult for advertisers to target her. "I thought, 'Wait a minute, I didn't give you permission to look into my life,'" she said.

Facebook says it does not disclose information that would allow advertisers to identify individual users, but filters them based on geography, age or specific interests. It also lets users control whether companies such as 1-800-FLOWERS can display the users' names to others to promote products. But any information users post on the site — hobbies, status updates, wall posts — is fair game for ad targeting.

Facebook's first experiment with paid ads was a flop. In 2007 it rolled out Beacon, which broadcast information on Facebook about users' activities and purchases elsewhere on the Web without their permission. Facebook pulled the program after settling a lawsuit brought on behalf of Facebook users.

This time around, company officials appear to be proceeding more cautiously. David Fischer, Facebook's vice president of advertising and global operations, says Facebook delivers ads that are relevant to users' lives.

"This is an opportunity for brands to connect with you," Fischer said. "When someone likes a brand, they are building a two-way conversation, creating an ongoing relationship."

A lot is riding on getting it right. Last year, online advertising in the U.S. grew 15% to \$26 billion, according to the Internet Advertising Bureau.

People familiar with Facebook say its ad revenue doubled to \$2 billion in 2010, and is expected to double again this year as more major advertisers including American Express, Coca Cola and Starbucks climb aboard.

In February, more than a third of all online display ads in the U.S. appeared on Facebook, more than three times as many as appeared on its closest competitor, Yahoo, according to research firm ComScore Inc. Facebook's moneymaking potential has wowed investors. Its market value is estimated at \$55 billion on the private exchange SharesPost.

"If you take a look at the history of media, ad dollars go where the eyeballs are," Wedbush Securities analyst Lou Kerner said. "If you look at Google today, with annual revenue of \$29 billion, it's not hard to think of Facebook generating that kind of revenue in four or five years. That's why we continue to be bullish on Facebook even at these price levels."

Facebook still faces some skepticism from big brands that question how often people click on the ads or how effective they are in getting people to buy something. One recent survey found that Facebook ads performed about half as well as traditional banner ads.

But Facebook's ability to pinpoint paying customers has dazzled some small-business owners, including Chris Meyer. Over the last 18 months, the Minneapolis wedding photographer had Facebook aim his ads specifically at female users who divulged the following information about themselves on the social networking site: college graduates, aged 24 to 30, who had just gotten engaged and lived within a 50-mile radius of Minneapolis.

Meyer says his \$1,700 ad buy generated \$110,000 in sales.

"I could not have built my business without Facebook," he said.

It's much the same for Anne Puthoff. Her store, Emmy's Bridal, is located in Minster, Ohio, population 2,800. She managed to pack the shop for a special weekend trunk show of prom dresses — in February, no less. Her secret weapon: \$200 worth of Facebook ads targeting high school girls from the surrounding area.

"Our fan base has grown steadily in an economy where stores are going out of business or not thriving," Puthoff said. "I think that's due largely to the new customers we are bringing in via Facebook."

Indeed, Facebook users such as Kara-Noel Lawson say they enjoy receiving ads from merchants they like instead of useless spam. The 30-year-old mother of three from Rancho Santa Margarita in Orange County routinely "friends" businesses on the social media site and clicks on advertising that interests her. More often than not, she said, she is rewarded with coupons, gift cards and discounts.

"I don't feel any weird privacy thing," she said. "We are all putting everything out there already."

jessica.guynn@latimes.com

FACEBOOK

Facebook Allows Users to Upgrade to the New Messages Product, Why You Should



SHARES By Josh Constine on Jan. 10, 2011 - 1:43 PM [Comment](#)

Some users are seeing a prompt when they visit their Facebook Messages inbox allowing them to upgrade to the [New Messages product](#) launched in closed beta in November. The product automatically filters non-essential communications into an Other folder, allowing the main inbox to show only important messages. It also routes sent messages to whichever device or interface Facebook deems is the most convenient for the recipient, whether that's Chat, Messages, SMS, or email. While initially only available to press and an early tester-base, it appears all users will soon be able to upgrade to New Messages.

The New Messages

All your messages together
Get Facebook messages, chats and texts all in the same place. Include email by activating your Facebook email address.

Full conversation history
See everything you've ever discussed with each friend as a single conversation.

The messages you want
Focus on messages from your friends—messages from unknown senders go into the Other folder.

[Upgrade Now](#)

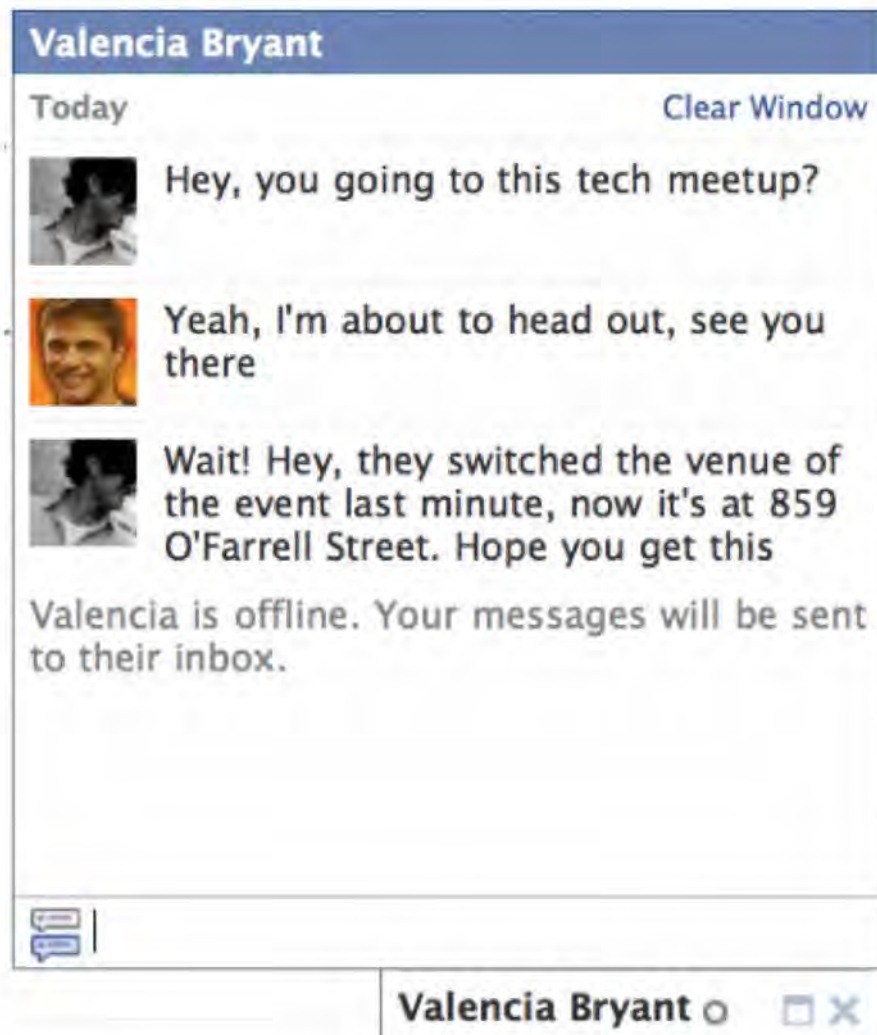
At the product's launch event, CEO Mark Zuckerberg explained that New Messages was built to facilitate modern communication which is simple, immediate, lightweight, and personal like SMS and instant messaging, opposed to more formal, asynchronous email. Though users get an @facebook.com email address, Facebook doesn't expect users to shift things like payment receipts and newsletters there. Instead, the product reduces noise, eases cross-interface conversation, and creates a more comprehensive record of the communication users already perform. Users who don't see the prompt to upgrade on their

a full rollout to occur in the next month or so, similar to how the profile redesign is now being pushed to all users.

For more information, read the top questions about the new Messages.

[Request an Invitation](#)

The best part about New Messages is how it brings Chat into threaded, searchable conversation history. If someone sends you Message, but you're online, you'll see it as a Chat. If you send them back a Chat and they've already logged off, it will be routed to their New Messages inbox, and shown in the same thread as your previous Chat. This means you don't have to worry about conversations breaking down because one person changed the interface through which they were communicating. Or if you accidentally close your last Facebook web interface window or head out the door, you'll still be able to access those Chats from your phone in the form of Messages.



This system is similar to the interplay of Gchat and Gmail, and its adoption could pull users away from Google who use that company’s product for their reliability of delivery. The New Messages product also separates conversations by people rather than by interface, between which the lines are blurring as users increasingly use Chat, email, and Facebook Messages from their mobile device as well as the web. Other useful features of New Messages include forwarding and attachment support, and a one-click “Mark as Read/Unread” option.

The main problem with New Messages at present is the filtering of conversations. Event, Page, and Group updates are usually filtered properly into the Other inbox, leaving a high-signal, low-noise main inbox of one-to-one messages. However, Messages, including time-sensitive businesses communications, from people who aren’t your friend and don’t have mutual friends are filtered into the Other inbox as well. Without the red notification counter on your home page or gray counters on your Messages sidebar navigation link, it’s easy to forget that important Messages may be being filtered out.



For instance, I didn’t check my Other inbox for a few weeks and had multiple Messages from people who wanted to show me their soon-to-launch products. When Facebook sought to inform users of the five-day window to give feedback on proposed changes to its privacy terms via the Facebook Site Governance Page, that Message was also filtered out. Some users prefer to Message someone

one Messages might not reach their recipients until much later. Users can move a conversation between inboxes once it has started, but Facebook could address part of the problem by allowing users to opt to have the first Message from someone they aren't connected to routed to their main inbox.

Overall, Messages will help most Facebook users. It anticipates the shift to using multiple devices and interfaces to conduct a single conversation. It also declutters the inbox by removing spammy and low-value Page and Event updates. Professionals who are frequently contacted by those they aren't connected to will need to pay attention to their Other inbox. But for most, we advise upgrading or requesting an invitation to New Messages because it improves one of the core uses of Facebook — instant communication with friends.

[Note: it's currently unclear when Facebook shows counters for the Other inbox. This feature is still undergoing rapid development.]

Rove Monteux

Facebook Graph API exploit that let's you pump up to 1800 'Likes' in an hour

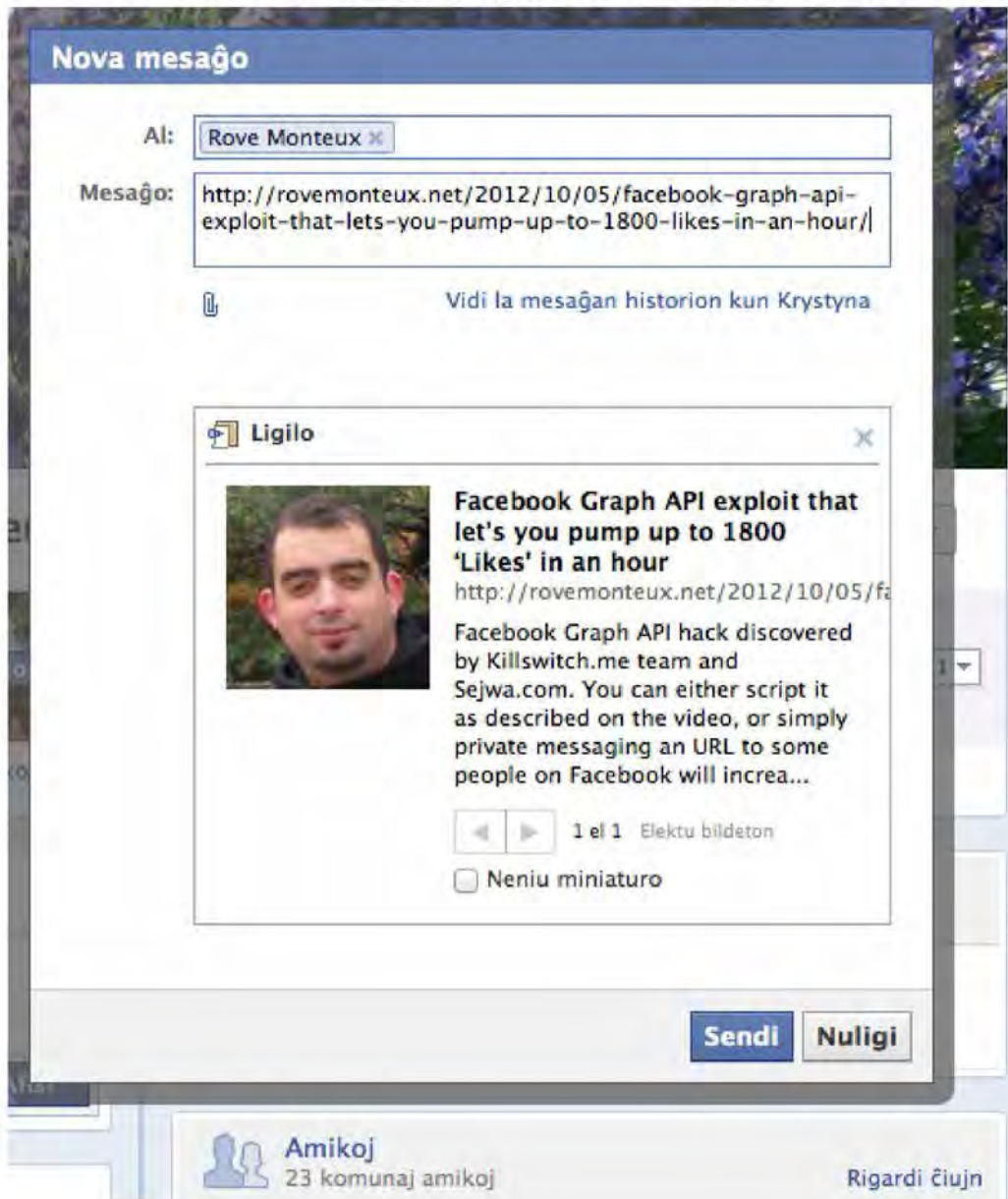
Posted on October 5, 2012 by rmonteux

[Facebook](http://en.wikipedia.org/wiki/Facebook) (<http://en.wikipedia.org/wiki/Facebook>) [Graph API](http://developers.facebook.com/docs/api) (<http://developers.facebook.com/docs/api>) hack discovered by Killswitch.me team and Sejwa.com.

You can either script it as described in the video, or simply private messaging an [URL](http://en.wikipedia.org/wiki/Uniform_Resource_Locator) (http://en.wikipedia.org/wiki/Uniform_Resource_Locator) to some people on Facebook will increase the "like" count for the given URL.

I tested it, and I can confirm that indeed that is correct as of the 5th of october 2012; it also works if you private message the URL to yourself.

To message yourself, go to the page of any of your friends, press the button to private message the person, then delete the person's name by clicking the "x" button beside it, and put your name in place. From then on, in the message menu you will find a tab to privately chat and share URLs with yourself.



(<https://rmonteux.files.wordpress.com/2012/10/screen-shot-2012-10-05-at-10-44-23.png>)

 **Rove Monteux** antaŭ 2 minutoj
<http://rovemonteux.net/2012/10/05/facebook-graph-api-exploit-that-lets-you-pump-up-to-1800-likes-in-an-hour/>

 **Facebook Graph API exploit that let's you pump up to 1800 'Likes' in an hour**
 rovemonteux.net

Facebook Graph API hack discovered by Killswitch.me team and Sejwa.com. You can either script it as described on the video, or simply private messaging an URL to some people on Facebook will increa...

Konigi

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<http://rovemonteux.net/2012/10/05/facebook-graph-api-exploit-that-lets-you-pump-up-to-1800-likes-in-an-hour/>

 **Facebook Graph API exploit that let's you pump up to 1800 'Likes' in an hour**
 rovemonteux.net

Facebook Graph API hack discovered by Killswitch.me team and Sejwa.com. You can either script it as described on the video, or simply private messaging an URL to some people on Facebook will increa... **Tajpu respondon...**

Konigi

<http://rovemonteux.net/2012/10/05/facebook-graph-api-exploit-that-lets-you-pump-up-to-1800-likes-in-an-hour/> **Respondi**

Ligilo 

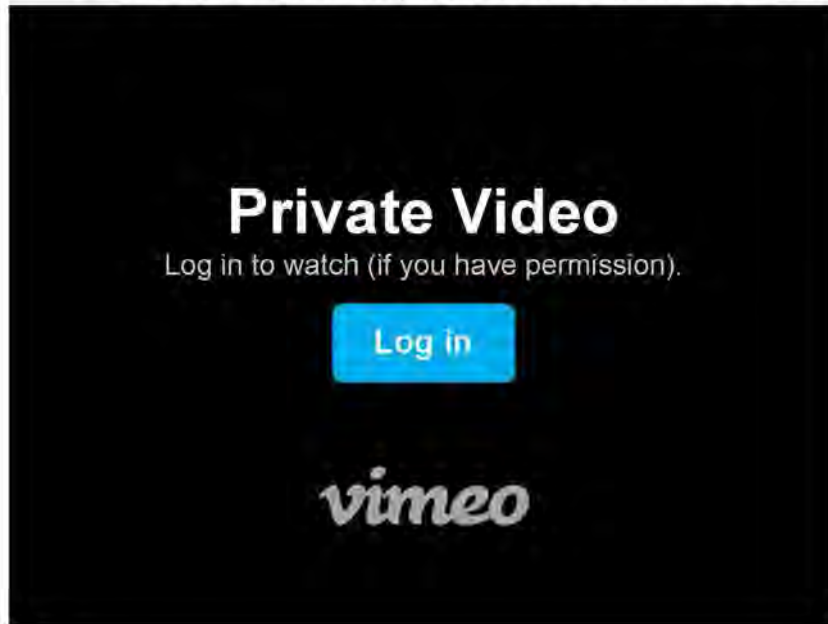
 **Facebook Graph API exploit that let's you pump up to 1800 'Likes' in an hour**
<http://rovemonteux.net/2012/10/05/f>

Facebook Graph API hack discovered by Killswitch.me team and Sejwa.com. You can either script it as described on the video, or simply private messaging an URL to some people on Facebook will increa...

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Neniu miniaturo

(<https://rmonteux.files.wordpress.com/2012/10/screen-shot-2012-10-05-at-10-43-10.png>)



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Facebook Home's Ultimate Goal: Ingesting Your Messages

Posted: 04/11/2013 5:19 pm

EDT | Updated: 04/11/2013

7:32 pm EDT

Couldn't load plug-in.

Facebook interaction buttons showing 124 Likes, 89 Shares, 128 Tweets, 3 Comments, and 38 LinkedIn shares.

...ly rejected the notion that Facebook Home, the social network's new Facebook-tied smartphone software, is a "phone."

In a sense, he's right: Home isn't a phone so much as it's a three-by-five-inch messaging center designed to get the world hooked on chatting via Facebook.

The social network's foray into smartphones underscores a push to make every interaction with phones into an interaction with Facebook. But more specifically, Home marks an effort to make Facebook the hub for all conversations. On a phone that puts Facebook front and center, Facebook has put messaging front and center.

Zuckerberg asserts that messaging is what people want, telling Wired, "the big stuff that we're seeing now is sharing with smaller groups."

Yet tech industry analysts note that the sooner people channel their chatting through

Facebook, the sooner Facebook can turn messaging from communication between friends into a moneymaker that involves brands. More messaging will give Facebook more data it may use to provide advertisers with personal, personalized ways of interacting with its members.

"They're just trying to make sure that you don't use anyone else's messaging service," said Carl Howe, an analyst with the Yankee Group, of Home's messaging capabilities. "They make it so convenient that you would never think about using what are actually very popular other services ... Once you're really invested in their messaging, maybe you won't mind as much when they start showing you ads on your messaging as well."

Facebook did not respond to a request for comment.

In the version of Home that launches Friday, the most compelling offering -- and greatest differentiator -- **is a feature** dubbed "**chat heads**." The chatting tool **combines Facebook messaging with texting**, and replaces friends' names with their Facebook profile photos. The circular chat heads pop up on the screen with each new incoming message, and allow people to open and answer their messages without exiting whatever app they're using.

"Messages reach you no matter what you're doing -- whether you're checking email, browsing the web, or listening to music," **wrote Facebook in a press release**. When users first open Home, Facebook encourages them to log into Facebook so they can "keep chatting no matter what you're doing." It's a pitch that sounds almost as much like an order as an offer.

Home ultimately lets Facebook interrupt whatever activity a user might be doing, and chat heads ensure that any action on a phone can instantly become Facebook-focused.

"Messaging carries that Facebook experience across other apps," said Chris Silva, an analyst with Altimeter Group, a research and advisory firm. "If ... you leave the Facebook app to go to Chrome or some other app, messaging is still there at the forefront. It becomes a lot more persistent in the interface than any other messaging has been to-date."

Beyond the convenience and prominence of messages on Facebook's software, the service also stands to gain users by virtue of being budget-friendly. Much like Apple's iMessage or BlackBerry Messenger, chat heads bring together text messaging and Facebook's own chat service, making them appear interchangeable. But while each text leaves users one step closer to exceeding their monthly limit, Facebook Messages draws from people's more generous data allowances. **Data show** that given the option between the two, people will opt for messaging apps. This trend to replace texting with messaging isn't one being cheered by carriers, who, **according to Ovum data obtained by the Wall Street Journal**, lost \$23 billion in text messaging fees by the end of 2012.

Analysts say Home's spiffy messaging tools suggest a plan to deliver new forms of advertising that more closely target members' behavior.

"Gmail was the Trojan horse to get us hooked on Google services, from which they were able to advertise to us, mine our data and create really detailed profiles of who we were," said Silva. "Messaging tends to be the Trojan horse in these situations. It was for Google. It probably will be for Facebook."

Facebook's Messenger app currently gives people the option to attach location information to each post. Next, say experts, the social network might analyze the content of messages to serve up ads targeted to each conversation, much like Gmail. An exchange via Facebook Messages about feeling lonely after a breakup and hoping to find a new love interest could yield banner ads from online dating sites, matchmaking services or therapists.

Facebook is not only embracing a Google-like approach, it's also using Google's own Android software, on which Home is based, to conquer a new frontier of mobile advertising. Though Google is chasing the same advertising dollars as Facebook, the company's highly-publicized commitment to keep Android open and free for people to customize leaves them little ability to thwart Facebook's plan to leverage Google's own software against its rival.

Advertisers might also contact users directly via messages. Facebook has recently tried [charging people to guarantee that a message to a stranger arrives in her Facebook inbox](#), rather than spam folder, and those tracking Facebook anticipate that the social network might adapt that model for brands. Instead of showing up in the News Feed, advertisers could pay to ensure a Samsung or Microsoft chat head appears when you're walking by the Apple Store.

"[Facebook's messaging platform] is not just for connecting people," said Howe. "It's for connecting brands, too."

Whether users would accept advertising via messages -- private, personal and traditionally off-limits to brands -- remains to be seen (Home, as a whole, could itself be a total flop). Facebook said in a recent earnings call that adding ads to its mobile News Feed yielded only a small decrease in engagement. But can the company go so far -- if it so chooses -- as to add marketing into individual messages without alienating its users?

"There's a certain creepy factor to that, but users are getting much more comfortable trading privacy for convenience," said Silva. "If the targeting works the way it should, and it's hyper-contextual, targeted and users like it, engagement [with ads] will go up."

Facebook's emphasis on messaging follows a [wave of interest in mobile applications](#), such as WeChat and WhatsApp, that offer an alternative to text messaging.

WhatsApp, for example, boasts hundreds of millions of users, [processed 18 billion messages a day in January](#), has been valued at \$1 billion and fended off an acquisitions attempt by Google, [according to a Digital Trends report](#). Like [Facebook's Snapchat clone](#) before it, chat heads on Home may mark just another attempt by Facebook to [copy its way to success](#) and avoid losing users' time to competing social apps. While a Facebook-sponsored study by IDC found that smartphone users spent [a quarter of their phone time on Facebook](#), [Mobidia](#), a company tracking data usage, reported that Facebook [accounted for just 9 percent of the time](#) U.S. Facebook users spend on their phones. In Spain, Mexico and Argentina, WhatsApp actually occupied more time than Facebook, [Mobidia](#) found.

Home could help Facebook convince people to make the social network their mobile home.

"For Facebook, it's about putting Facebook at center of your experience," said Forrester's Charles Golvin. "If messaging is going through Facebook ... it's providing more loyalty and retention in the Facebook experience."

Couldn't load plug-in.

MORE: [Facebook Home Messaging](#)[Social Media](#)[Facebook Talking Heads](#)[Facebook Home Android](#)[Facebook Messages](#)[Facebook Messaging Advertising](#)[Facebook Home](#)[Messaging](#)[Facebook Android Phone](#)[Facebook](#)[Facebook Home Phone](#)[Facebook Phone](#)

Facebook is hiding your messages from you

Summary: Facebook has a hidden Other Messages folder! You should probably go check yours and see what's waiting for you inside, just in case it's something important that Facebook shouldn't have put there.

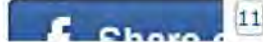


By Emil Protalinski for [Friending Facebook](#) | December 10, 2011 -- 16:12 GMT (08:12 PST)

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11

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The screenshot shows a Facebook profile for Emil Protalinski. On the left-hand side, under the 'FAVORITES' section, there is a list of options: News Feed, Messages, Other (highlighted with a red box), and Events. On the right-hand side, there is a section titled 'Other Messages' with a message from Addison Bolsey that says 'hello there · what's up Emil, you appear impressive. email'.

Head over to [Facebook](#) right now. How many unread private messages do you have in your Messages folder? You'll either reply 0, or however many the little number red number at the top says you have. Guess what? Chances are you have many, many more messages waiting for you.

Open up the Messages folder. Yes, if you haven't already clicked on it, do so now. Now, look over at the left-hand Favorites menu. What's that under the Messages option? There's another folder, slightly indented, labeled as Other. Click on it. There you go, now you're in the hidden folder, called Other Messages.

This Other option only appears when you're already in Messages. That's why nobody ever sees it: once they click on Messages, they only ever look at the middle of the screen. There's no obvious way to access Other Messages from anywhere else on Facebook. The only other way to get here is to directly go [tofacebook.com/messages/other/](https://www.facebook.com/messages/other/).

When I look through this folder, I mainly see mass messages sent to myself and other invitees of various Facebook Events and members of numerous Facebook Groups. The rest comprise of spam messages, like the obvious one you can see in the screenshot above (thanks Addison, I think I'm impressive as well).

When I pointed out this folder to my friends a while back, however, many said that it included items that should not be in there. In other words, they're not spam and they're not mass messages. A few even got really annoyed that Facebook classified some of them incorrectly because they missed important information.

If you want to move a message from one folder to the other, you have to open the item in question, and choose the corresponding option from the Actions menu at the top. Alternatively, if you respond to any item in the Other Messages folder, the conversation is moved to your main Messages folder. That's rather intuitive, unlike the location of the Other Messages folder.

So, when did Facebook add Other Messages? It happened way back in [November 2010](#). That's right: most people have been unaware of this folder for over a year. You may of course have messages in this folder sent before November 2010, because Facebook automatically moved them there from your inbox when it created the folder. What follows is how Facebook described its decision to add it.

"It seems wrong that an email message from your best friend gets sandwiched between a bill and a bank statement," a Facebook spokesperson said in a statement. "It's not that those other messages aren't important, but one of them is more meaningful. With new Messages, your Inbox will only contain messages from your friends and their friends. All other messages will go into an Other folder where you can look at them separately. If someone you know isn't on Facebook, that person's email will initially go into the Other folder. You can easily move that conversation into the Inbox, and all the future conversations with that friend will show up there. You can also change your account settings to be even more limited and bounce any emails that aren't exclusively from friends."

In short, messages only appear in the main inbox if they're from friends or friends-of-friends, and if they aren't sent to mailing lists or broad distribution groups. Although Other Messages is supposed to work as a junk/spam folder on Facebook, it's not working perfectly for everyone. I have no problem with such a folder existing: even my friends who say they missed an important message admit that most of their messages in there are not worth their time.

That's not the problem here though. I don't believe Facebook should remove this folder, but I do think they need to make it more visible. I would wager that 99 percent of Facebook's 800 million monthly active users are completely unaware of its existence.

Facebook likely won't start displaying notifications for Other Messages, but I do hope they make it more obvious. Until then, it thus seems the best way to make sure you don't miss anything is to check the Other Messages folder on a regular basis, just like you should for your Junk/Spam folder in your e-mail account.

I first saw talk of Other Messages show up on TNW last month, but it has resurfaced again this week at RedheadWriting and Slate. Since the change was made over a year ago, I'm sure others have written about it before these two publications. If you'd like to be added to the list, comment below or contact me directly and I'll see that your article is included.

See also:

- [Facebook increases status update character limit to 63,206](#)
- [You have 1 lost message on Facebook \(e-mail scam\)](#)
- [Facebook Messenger version 1.5 is out: BlackBerry, iOS 5 support](#)
- [Facebook Messenger for iPhone getting video chat \(leak\)](#)
- [Facebook testing Messenger for Windows desktop client](#)

Topics: Collaboration, Social Enterprise

FACEBOOK [HTTP://THENEXTWEB.COM/FACEBOOK/]

SOCIAL MEDIA [HTTP://THENEXTWEB.COM/SOCIALMEDIA/]

Facebook confirms it is scanning your private messages for links to increase Like counters



23 days until TNW Conference Europe. Join 3,500 people on April 23-24.

[<http://thenextweb.com/conference/europe/>]



EMIL PROTALINSKI

4 October '12, 08:47pm

 Follow

Yesterday I spotted a video submitted to [Hacker News \[http://news.ycombinator.com/item?id=4601538\]](http://news.ycombinator.com/item?id=4601538) by the Polish startup [Killswitch.me \[http://killswitch.me\]](http://killswitch.me) that clearly showed sending a link in a Facebook private message increases the Like counter on the link's originating third-party website. This would suggest Facebook is scanning your private messages for shared links to Web pages with Like buttons, so it can increase the number of corresponding Likes for those pages. Facebook confirmed this information with me today, though it did emphasize this only happens for third-party websites with Facebook plugins, not Facebook Pages.

The original video included NSFW imagery and was promptly taken down by YouTube (for reference, it's still up on [Vimeo \[http://vimeo.com/50608606\]](http://vimeo.com/50608606)). In addition to the potential privacy problems of performing such scans, the short clip also showed a curious oddity: when

Facebook detects a link to a “Likeable” page, it increases the counter by two Likes.

Facebook sent me the following statement about this issue today:

We did recently find a bug with our social plugins where at times the count for the Share or Like goes up by two, and we are working on fix to solve the issue now. To be clear, this only affects social plugins off of Facebook and is not related to Facebook Page likes. This bug does not impact the user experience with messages or what appears on their timelines.

I had to clarify something though. Was the bug in question the fact that the counter goes up by two, or the fact that the counter goes up in the first place, when links are shared privately? The Facebook spokesperson told me that it was indeed the fact that it went up by two. In other words, Facebook is monitoring your private messages for links that have Like buttons and should be increased.

This is news to me. Yet this was clearly the case before as on the Like button Web page over on [Facebook Developers \[https://developers.facebook.com/docs/reference/plugins/like/\]](https://developers.facebook.com/docs/reference/plugins/like/), the social networking giant says the number shown on a Like button is the sum of:

- The number of likes of this URL.
- The number of shares of this URL (this includes copy/pasting a link back to Facebook).
- The number of likes and comments on stories on Facebook about this URL.
- The number of inbox messages containing this URL as an attachment.

I’ve known for a while that the Like button isn’t a counter of just Likes: it also includes Shares as well as comments on Liked and Shared items on the social network. Private messages, however, are something completely different, and they have privacy questions attached to them.

The most important one: if I use Facebook to privately share a link (especially if it’s to something controversial), and the company increases the Like counter, will the Like button on that site show my name to my Facebook friends who also visit that site? I don’t expect anything to show up on my Timeline, but maybe on the site itself, since Facebook already does this for things I actively hit the Like button for.

Thankfully, this isn’t the case. When I asked for clarification, Facebook sent along this statement:

Absolutely no private information has been exposed and Facebook is not automatically Liking any Facebook Pages on a user’s behalf.

Many websites that use Facebook's 'Like', 'Recommend', or 'Share' buttons also carry a counter next to them. This counter reflects the number of times people have clicked those buttons and also the number of times people have shared that page's link on Facebook. When the count is increased via shares over private messages, no user information is exchanged, and privacy settings of content are unaffected. Links shared through messages do not affect the Like count on Facebook Pages.

Well, there's another privacy disaster avoided. Facebook seems to have to deal with this type of thing every week.

Update at 4:55PM EST: Facebook got in touch again to further explain the situation. Here's what's happening: "Our systems parse the URL being shared in order to render the appropriate preview, and to also ensure that the message is not spam."

See also: [Facebook confirms it shut down The Cool Hunter's Facebook Page over copyright infringement \[http://thenextweb.com/facebook/2012/10/05/facebook-confirms-it-shut-down-the-cool-hunters-facebook-page-over-copyright-infringement/\]](http://thenextweb.com/facebook/2012/10/05/facebook-confirms-it-shut-down-the-cool-hunters-facebook-page-over-copyright-infringement/)

Update on October 5: Facebook called to tell me the bug has been fixed. The counter now only goes up by one Like instead of two.

Image credit: [Justin Sullivan / Getty Images \[http://www.gettyimages.com/Search/Search.aspx?assettype=image&artist=Justin%20Sullivan\]](http://www.gettyimages.com/Search/Search.aspx?assettype=image&artist=Justin%20Sullivan)

SOCIAL

Facebook Is Using Your Data Whether You Like It Or Not

The European Commission is cracking down on the way Facebook gathers information about European users. A new EC Directive will ban targeted advertising unless users specifically say they want it. This is great news for European Facebook users, especially after the case of 24-year-old Austrian law student Max Schrems who, in late October, started an...

ALICIA ELER · NOV 28, 2011

The European Commission is **cracking down** on the way Facebook gathers information about European users. A new EC Directive will ban targeted advertising unless users specifically say they want it. This is great news for European Facebook users, especially after the case of 24-year-old Austrian law student Max Schrems who, in late October, started an online campaign aimed at forcing Facebook to abide by **European data privacy laws**.

The real question is: Why isn't this happening in America? All 800 million Facebook users agree to let the company use their personal information.

European Commission Vice President Viviane Redding **called for streamlining** of the continent's laws regarding how service providers protect personal data. ReadWriteWeb's Scott Fulton III reports:

"Rather than a single, federalized approach (which Reding is quoted as having called for, and which in actuality she did not), she spoke on behalf of new guidelines that would hold each European service provider responsible not for 27 member states' laws simultaneously, but only the laws in that provider's native country."

All the data Facebook harvests is stored at data centers in the U.S., like this new one in [Oregon](#). Facebook has information about a user's friends, family, educational background in addition to Facebook activity such as "likes" and everything that gets posted to Facebook Walls. With the [integration of Spotify](#) and [social news apps](#) for The Guardian and The Washington Post, Facebook also has data about what its users are reading and listening to - if they care to use those apps. Messages and "chats" are stored, too, even if the user deletes them.

Facebook denies tracking peoples' behavior to serve advertising. It also denies selling users' personal information to third parties. Facebook claims that advertisers only see "anonymous and aggregate information," using that to serve up targeted ads. It said that it does not target individual users.

We reached out to a Facebook spokesperson specifically about the [Telegraph](#) story.

"The Sunday Telegraph article is sensational and misrepresents both how Facebook's advertising model works and the current advertising privacy debate across Europe. Crucially, people on Facebook have given consent to receive targeted advertising through our terms when they sign up to our free service - unlike other online advertising models. We have spent considerable time and effort building an ads model which allows people to see relevant advertising whilst respecting their privacy.

We are fully compliant with EU law, have our international headquarters in Dublin and unlike some other online services, we do not use tracking technology to serve adverts. Our system only provides advertisers with anonymised and aggregated information for the purpose of targeting ads. We do not share people's names with an advertiser without a person's explicit consent and we never sell personal information to third parties."

Yet with an [IPO in the works](#), and Facebook's move toward becoming self-sufficient, there's no denying that advertising on the site has increased. Earlier this year, sponsored stories started showing up in the [right rail](#). Facebook recently added sponsored stories to the [news ticker](#) (a.k.a. stalker feed).

Last month, the Federal Trade Commission [expressed concern](#) about Facebook privacy. In early November, the Wall Street Journal reported that Facebook was nearing a [settlement with the FTC](#) on charges that they had acted in a deceptive manner regarding the site's privacy settings.

Facebook launches messaging system with in-bound message filter

Social networking giant Facebook has announced a messaging application that it hopes will encourage users to make more use of the service in a move that will increase the amount of personal information that is dependent on Facebook's privacy settings. | 17 Nov 2010

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Facebook has faced criticisms in the past about the way it deals with users' privacy. It has changed the default settings on users' accounts to make them more open and more likely to share information, prompting a furious backlash from users.

Facebook chief executive Mark Zuckerberg told a press conference earlier this week that the system would take on some of the attributes of email, instant messaging and text messaging.

Facebook said that users will be able to change the privacy settings on messages so that only messages from friends or friends of friends were even delivered.

The system will be able to accept messages from outside of the Facebook messaging system if a user signs up to have an @facebook.com public email address.

Even then, though, messages can be rejected based on who sent them. "Only emails from people that fall within the message privacy setting you choose will be delivered to your Facebook Messages," said a company statement. "For example, if you select the 'Friends Only' setting, you will

not receive messages from email addresses that we can't confirm as belonging to one of your friends. Instead, those senders will receive automatic bounce-back replies."

"It seems wrong that an email message from your best friend gets sandwiched between a bill and a bank statement," Facebook's Joel Seligstein in a [blog post](#). "It's not that those other messages aren't important, but one of them is more meaningful. With new Messages, your Inbox will only contain messages from your friends and their friends. All other messages will go into an Other folder where you can look at them separately."

"Messages is built for communicating with your friends, so it made sense to organize primarily around people," he said. "All of your messages with someone will be together in one place, whether they are sent over chat, email or SMS. You can see everything you've discussed with each friend as a single conversation."

Critics of Facebook's past approaches to user privacy will be assessing the system closely. The company has fallen foul of regulators and pressure groups over its changes to the default settings that many users do not change.

Canadian Privacy Commissioner Jenifer Stoddart closed an investigation into the company in September over concerns that it had breached Canada's privacy laws. A month later the company announced measures designed to increase the control users of Facebook had over their privacy.

Augie Ray of research firm Forrester [said in a blog](#) that Facebook was being careful around privacy because it knew that it had ground to make up when it came to consumer trust.

"Facebook announced it will not utilize the content of users' personal messages to target advertising," he said. "This is surprising, considering doing so is typical among web-based email clients; both Gmail and Yahoo Mail scan users' email messages for keywords in order to better serve relevant advertising."

"At some point Facebook may do so as well, but not now. Why not? Because Facebook knows it has to earn more trust. Its size and increasing importance to consumers' private communications means it has to proceed with caution at monetizing consumer data. For now, Facebook is content to have more people spend more time sending and receiving messages, and that means more page views, ad impressions and revenue," said Ray.

Technology consultant Charlene Li said in [another blog post](#) that Facebook would be able to track vital information through the Messages system.

"Facebook already very effectively mines profile data to better place ads, but limits the data used to what the user already enters on their profiles. In the future, Facebook could (and I emphasize could) understand when people are asking for advice, and if they acted on it, thus mapping influence," said Li. "While Facebook has not plans to do this in the future, privacy advocates are standing at the ready to understand how that data will be used."

BUSINESS INSIDER

How To Find All The Private Messages Facebook Is Hiding From You



ELLIS HAMBURGER
DEC. 12, 2011, 12:14 PM

On Friday, Elizabeth Weingarten at [Slate](#) wrote a story about how [Facebook](#) failed to deliver a message from someone who had found her lost laptop.

Instead of delivering the message to her Messages inbox, Facebook hid the message in her "Other" messages inbox, which most people don't know exists.

Why did Facebook hide the message?

Facebook often groups messages from people you aren't "Friends" with into a spam-box-evoking "Other Messages" folder.

While most messages that get filtered into your Other folder are in fact spam, it's definitely worth digging through once in a while.

You never know what you'll find.

Here's how to do it.

[Click here to learn how to find your hidden Messages folder > »](#)

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Kashmir Hill (<http://www.forbes.com/sites/kashmirhill/>) Forbes Staff

Welcome to *The Not-So Private Parts where technology & privacy collide*

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TECH (/TECHNOLOGY) 10/04/2012 @ 10:12AM | 10,045 views

Facebook Scans Private Messages To Hand Out Public 'Likes'

Comment Now Follow Comments

(

[images.forbes.com/kashmirhill/files/2012/10/Eye-reflects-Facebook.jpg](http://blogs-images.forbes.com/kashmirhill/files/2012/10/Eye-reflects-Facebook.jpg)) Facebook doesn't just rely on its users to hit the "Like" button around the Web to tell the world that they endorse a product, news article, hotel, or LOLcat. It scans their private messages to friends, and when it sees a link to a 'Likeable' page, it doles out 'Likes' accordingly. Two 'Likes' per private message sent, to be exact. This is a fascinating find by security researcher Ashkan Soltani, writing for the [Wall Street Journal](http://blogs.wsj.com/digits/2012/10/03/how-private-are-your-private-messages/) (<http://blogs.wsj.com/digits/2012/10/03/how-private-are-your-private-messages/>):

“ A recent online video (<http://news.ycombinator.com/item?id=4601538>) shows that the social networking site scans the links you're sending – registering them as though you "Like" the page you sent. ... The video, which was posted this week on [Hacker New](http://news.ycombinator.com/item?id=4601538) (<http://news.ycombinator.com/item?id=4601538>), showed a person who sent links in Facebook messages in order to inflate the number of "Likes" a page had received. Each time the link was sent, the page's "Like" count went up by two, something that the Hacker News poster said allows people to "pump up to 1,800 'Likes' in an hour."

I tested it myself. When I sent a link to [Soltani's test page](http://ashkansoltani.org/fb_test.html) (http://ashkansoltani.org/fb_test.html) in private messages to my sisters, Soltani's page registered two extra "Likes" with each message. When I sent the link to both sisters at once, the page still got just two "Likes." His page also got two more "Likes" when I posted a link to it on Soltani's wall (publicly). I tried

the test again [sending a recent article I wrote \(http://www.forbes.com/sites/kashmirhill/2012/10/03/quote-of-the-day-here-today-gone-more-valuable-tomorrow/\)](http://www.forbes.com/sites/kashmirhill/2012/10/03/quote-of-the-day-here-today-gone-more-valuable-tomorrow/) to my sister. It jumped from “5 shares” to “7 shares” after I sent her the message.

Writes Soltani:

☞ In addition to raising privacy questions, then, the video points to potential problems with “Like fraud.”

via [How Private Are Your Private Facebook Messages? – Digits – WSJ \(http://blogs.wsj.com/digits/2012/10/03/how-private-are-your-private-messages/\)](http://blogs.wsj.com/digits/2012/10/03/how-private-are-your-private-messages/).

(

images.forbes.com/kashmirhill/files/2012/10/Screen-Shot-2012-10-04-at-9.50.26-AM.png) Indeed. When I first started, Soltani’s test page had 4 Likes. Now it has 12, and the jump is all my doing.

We already know that Google scans our Gmail to target us with ads and that Facebook scans our inboxes [looking for sexual predators and child porn \(http://www.forbes.com/sites/kashmirhill/2012/07/13/yes-facebook-scans-peoples-private-conversations-looking-for-sexual-predators-and-child-porn/\)](http://www.forbes.com/sites/kashmirhill/2012/07/13/yes-facebook-scans-peoples-private-conversations-looking-for-sexual-predators-and-child-porn/), but many users may not have realized that the links they were exchanging privately resulted in a public — though anonymous — endorsement of said links.

I reached out to Facebook for comment on this. While I’m not surprised that links posted to Facebook, whether publicly or privately, are scanned for security reasons, I am taken aback by the fact that Facebook assigns a public value to those links. It’s less surprising when the number that jumps is “shares” rather than “Likes,” as “Likes” implies, you know, actually liking something. I wonder how many people have sent an article or product link to Facebook friends out of outrage, only to have it instead get more ‘Likes.’ Do over 6,000 people really “Like” [the Placenta Teddy Bear \(http://www.inhabitots.com/doing-it-for-the-kids-design-exhibition-placenta-teddy-bear/\)](http://www.inhabitots.com/doing-it-for-the-kids-design-exhibition-placenta-teddy-bear/), or is that just reflective of the number of times a link to that page has been sent around in horror?

Update: Facebook says the double loving is a bug, and that only one “Like” should be handed out. A spokesperson also emphasizes that this a third-party Social Plug-in version of the “Like” button and that it is meant to reflect engagement rather than endorsement. Here’s the full statement from Facebook:

“ Absolutely no private information has been exposed and Facebook is not automatically Liking any Facebook Pages on a user's behalf.

Many websites that use Facebook's 'Like', 'Recommend', or 'Share' buttons also carry a counter next to them. This counter reflects the number of times people have clicked those buttons and also the number of times people have shared that page's link on Facebook. When the count is increased via shares over private messages, no user information is exchanged, and privacy settings of content are unaffected. Links shared through messages do not affect the Like count on Facebook Pages.

We did recently find a bug with our social plugins where at times the count for the Share or Like goes up by two, and we are working on fix to solve the issue now. To be clear, this only affects social plugins off of Facebook and is not related to Facebook Page likes. This bug does not impact the user experience with messages or what appears on their timelines.



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Facebook updates Messages feature with filtering, tests a service to let people pay to send them



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KEN YEUNG

20 December '12, 07:04pm

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Facebook [<http://www.facebook.com>] is making an update to its Messages feature. It's adding filters to help solve the problem of finding messages that should be seen and seeing those that shouldn't. To do that, it is following through on news it shared last month and will be replacing its "Who can send me Facebook Messages" setting with two new up-front filters.

As the company sets out to find ways to help bring in relevant messages, it's also finding ways to monetize and one new way that could have privacy groups and businesses reacting is this "pay for play" program. There are many signals that go into determining what gets through to a user's Messages inbox, but one new signal Facebook is testing is allowing some users the ability to pay in order to help get their messages delivered, regardless of friendship status on the network.

Messaging has been an interesting thing for Facebook, both as blessing and a curse. The latter is because of user complaints that they're missing out on messages or don't even know that they exist. Did you know that hundreds of these communications [http://thenextweb.com/facebook/2011/11/15/you-might-have-hundreds-of-unread-private-messages-on-facebook/] could have potentially have gone unseen in your Messages inbox? Sure, there's an "Other" folder in Facebook that basically acts as the catch-all for all communications that it deems to have low relevancy. It's too bad that a few innocent messages get tagged and removed because of this filter.

Facebook tells us that the experience is broken and that by adding filters, it will help to make sure that the messages that should get through actually do. Currently, the experience is that when you get a phone number from a non-Facebook friend and then choose to text them through Facebook's mobile app, it won't get through. The same will go if you email a Facebook friend at their facebook.com email address from Gmail. If your Gmail address isn't associated with Facebook, it won't get through. It's weird, isn't it?

Evolving this process is what the company hopes to do in order to make sure that Messages isn't about simply sending one-off dialogues to one another. It's aiming to make it more of a conversation where messages should be able to be sent however you want it, whether it's by web, tablet, or by smartphone — and you should get it.