EXHIBIT 17

From: ▇▇▇▇▇▇▇

Sent: Wednesday, March 02, 2011 8:30 PM

To: ▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇

Subject: Re: [tasks] [platform] #500637: The Number of Likes on Website's Like Button and Facebook Page Are Different

▇▇▇▇▇▇▇ - at 8:27pm

Ok, I relent. Just doc bug it I guess.

To see this bug, go to:
http://www.intern.facebook.com/intern/tasks/?t=500637

Reply to post a comment.

On 02/23/11 02:10:44, ▇▇▇▇▇▇▇ wrote:

Title: The Number of Likes on Website's Like Button and Facebook Page Are Different
Created: 2:10am February 23rd, 2011 by ▇▇▇▇▇▇▇
Tags: bugs, platform, platform-triaged
Priority: none
Assigned to: ▇▇▇▇▇▇▇
Dependents:
        #506754 <http://www.intern.facebook.com/intern/tasks/?t=506754 >: Like Button Showing Incorrect Count

DOCS BUG*

Our docs don't reflect the fact that the number on the like button isn't just the number of fans. It's an aggregate of different metrics.

For more info, check the original bugzilla bug at: http://bugs.developers.facebook.com/show_bug.cgi?id=15398

Opened By: ▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇▇
URL: http://www.findhg.com

Hi there,

I was hoping I could get some help. I setup a Facebook page for my website, and right now the Like button on my website is saying I have 93 Likes (http://www.findhg.com). I run the URL Lint and it says the same thing.

The problem is that when I go to Facebook and look at the administrators page for the account, it only lists 28 likes:

The Hansel and Gretel App
Source: findhg.com
Page
28 people like this.

1

Can you tell me what's going on and how to fix it?

Thanks so much!

██

------- Comment #1 From ███████████████████████████████████ 2011-02-23 02:07:03 PDT Hey

██

The button count that we display on your site is an aggregate of a number of metrics, not just people who have clicked the button (in your case, 28 users).

The remaining 65 have most likely shared a link to your site.

I'll have our Docs team update the documentation to reflect this.

██

Full History

████████ - at 2:10am on February 23rd
* created the task.

████████ - at 2:10am on February 23rd
* changed the title to "The Number of Likes on Website's Like Button and Facebook Page Are Different"

████████ - at 2:10am on February 23rd
* changed the description to "**DOCS BUG***

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Page

2

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████████ - at 2:10am on February 23rd
 * assigned the task to ████████████

████████ - at 2:10am on February 23rd
 * changed the tags. Added: 'platform', 'bugs'.

██████████ - at 9:56am on February 23rd
 * changed the subscribers. Added: ████████████

██████████ - at 9:56am on February 23rd
 * changed the tags. Added: ████████████

██████████ - at 9:56am on February 23rd
 * assigned the task to ████████████

████████ - at 5:48pm yesterday
This comes up *all* the time. At least once or twice a week. We have intentionally not proactively messaged what this number is since it's kind of sketchy how we construct it but we will tell people about links.getStats when they ask.

Can we decide one and for all what our official approach to this issue is going to be? Can we document it? Do we have to just keep reactively telling people when they ask? Would love to know.

████████ - at 5:48pm yesterday
 * changed the subscribers. Added: ████████████

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██████████ - at 5:48pm yesterday
* changed the tags. Removed: ██████████████

██████████ - at 5:48pm yesterday
* assigned the task to ████████████

████████████ - at 9:55am
* assigned the task to ██████████

████████████ - at 9:55am
* changed the tags. Added: ████████████

████████████ - at 9:55am
* changed the subscribers. Added: ████████████

████████████ - at 9:55am
██, since this bug comes up all the time, we just need to decide what our strategy is on exposing the actual algorithm behind like buttons.

██████████ - at 11:14am
Is it easy to run some analysis to see how dramatically these numbers would change if we made them just reflect the actual likes? My understanding was that this change was made when we didn't have a lot of liking going on and wanted to inflate our numbers, but that seems kind of complicated to explain and if we could just make this number line up with what people expect I think it would save us some grief. I just don't have a sense of whether that will cut our counts in half or by 90%.

██████████ - at 1:26pm
* changed the subscribers. Added: ████████████

██████████ at 1:26pm
◀ Merged task #506754 <http://www.intern.facebook.com/intern/tasks/?t=506754 > here.

██████████ - at 1:26pm
* changed the subscribers. Added: ████████████

██████████ - at 1:26pm
* changed the dependents. Added: #506754.

██████████ - at 1:26pm
* changed the subscribers. Added: ████████████

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██████████ - at 1:30pm
Another external bug: http://bugs.developers.facebook.com/show_bug.cgi?id=10596

██████████████ - at 2:38pm
Just to back up how often this comes up - not just with external developers either.

It's so confusing because the button specifically says 'x people like this'.

██████████ - at 2:44pm
Let's just fix this. Can you assign to ███████?

██████████ - at 6:32pm
And the fix is to just show the actual # of likes, right ██████████?

██████████ - at 6:32pm
 * changed the subscribers. Added ████████████████

██████████ - at 6:32pm
 * assigned the task to ████████████████

██████████ - at 7:25pm
Yes. This change is 0.1% a code change and 99.9% messaging / PMM / etc. change.

██████████ - at 7:26pm
 * changed the subscribers. Added: ██████████

██████████ - at 7:30pm
Actually, talked to ██████ He actually fixed another bug that made the Like button match the Share button (it used to be the # of Likes on the page). Oi.

Ok, here's what I think we should do:

1/ If it's an OG Page, the Like button should == # of Likes on the Page.

2/ If it's an OG Link, the Like button should match the Share button (which includes organic sharing and other forms of feedback).

Sound reasonable?

██████████████ - at 7:31pm

i think this will have a big impact on some like buttons. we put a lot of stuff into that number. why don't we just make it an faq on the like button page? page owners already know the number isn't accurate, we can be up front w/ whats in there and they can continue showing users how awesome they are w/ their big like count.

████████ - at 7:36pm
Well, the problem is that some treatments have just a number, others have "2,304 people like this", etc. If you switch between those, that should be self-consistent. And if we say "2,304 people like this," but only 1,300 people like this, it's just downright misleading.

I think we should just swallow this bullet and make the Like button map to # of people who like this thing.

████████ - at 7:41pm
We do this all over the place. On the activity feed/recommendations plugin we say 'like' when its really share + a bunch of other stuff. On bing.com we told them to just use like even though its conflated w/ share. Also why is it ok to mislead if it's a an og link but not if its an og page?

This system of two different verisons of counts will result in more questions than leaving it as is and just documenting what goes into it. Also I'm certain there are og pages which have share pro next to a like button and those counts will now be out of sync and we'll get bug reports and questions why they are different.

This distinction between pages and links has produced a lot of complexity, lets not add another thing to the list of things that are subtly different if you change your og:type to article.

████████ - at 8:27pm
Ok, I relent. Just doc bug it I guess.