

EXHIBIT 16

From: Jeff Bowen
Sent: Thursday, March 03, 2011 10:57 AM
To: [REDACTED]; Austin Haugen
Subject: Re: [tasks] [platform] #500637: The Number of Likes on Website's Like Button and Facebook Page Are Different

Jeff Bowen - at 10:56am

* changed the subscribers. Added: Cat Lee, Douglas Purdy.

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, Colm Doyle wrote:

Title: The Number of Likes on Website's Like Button and Facebook Page Are Different

Created: 2:10am February 23rd, 2011 by Colm Doyle

Tags: bugs, platform, platform-triaged

Priority: none

Assigned to: Austin Haugen

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: [REDACTED] > ([REDACTED])

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.

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

Thanks so much!

----- Comment #1 From [REDACTED] > (Colm Doyle) 2011-02-23 02:07:03 PDT Hey [REDACTED],

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.

Colm

Full History

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

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

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

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Colm Doyle - at 2:10am on February 23rd
* assigned the task to Matthew Johnston.

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

Cory Ondrejka - at 9:56am on February 23rd
* changed the subscribers. Added: Jeff Bowen.

Cory Ondrejka - at 9:56am on February 23rd
* changed the tags. Added: 'platform-triaged'.

Cory Ondrejka - at 9:56am on February 23rd
* assigned the task to Jeff Bowen.

Jeff Bowen - at 5:48pm on March 1st
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.

Jeff Bowen - at 5:48pm on March 1st
* changed the tags. Removed: 'platform-triaged'.

Jeff Bowen - at 5:48pm on March 1st

* changed the subscribers. Added: Mike Vernal.

Jeff Bowen - at 5:48pm on March 1st

* assigned the task to Mike Vernal.

Cory Ondrejka - at 9:55am yesterday

* changed the subscribers. Added: Carl Sjogreen.

Cory Ondrejka - at 9:55am yesterday

* changed the tags. Added: 'platform-triaged'.

Cory Ondrejka - at 9:55am yesterday

* assigned the task to Carl Sjogreen.

Cory Ondrejka - at 9:55am yesterday

Carl, 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.

Carl Sjogreen - at 11:14am yesterday

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%.

Jeff Bowen - at 1:26pm yesterday

* changed the subscribers. Added: Jason Starr.

Jeff Bowen - at 1:26pm yesterday

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

Jeff Bowen - at 1:26pm yesterday

* changed the subscribers. Added: Baris Yesugey.

Jeff Bowen - at 1:26pm yesterday

* changed the dependents. Added: #506754.

Jeff Bowen - at 1:26pm yesterday

* changed the subscribers. Added: Matt Trainer.

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

Matthew Johnston - at 2:38pm yesterday
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'.

Mike Vernal - at 2:44pm yesterday
Let's just fix this. Can you assign to Austin?

Carl Sjogreen - at 6:32pm yesterday
And the fix is to just show the actual # of likes, right @Vernal?

Carl Sjogreen - at 6:32pm yesterday
* changed the subscribers. Added: Austin Haugen.

Carl Sjogreen - at 6:32pm yesterday
* assigned the task to Austin Haugen.

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

Mike Vernal - at 7:26pm yesterday
* changed the subscribers. Added: Ray He.

Mike Vernal - at 7:30pm yesterday
Actually, talked to Ray. 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?

Austin Haugen - at 7:31pm yesterday

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.

Mike Vernal - at 7:36pm yesterday

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.

Austin Haugen - at 7:41pm yesterday

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.

Mike Vernal - at 8:27pm yesterday

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

Austin Haugen - at 9:10pm yesterday

:)

Jeff Bowen - at 10:56am

* changed the subscribers. Added: Cat Lee, Douglas Purdy.