

How a Feed Ranks

Communications & Media

A ranking system predicting what will hold you, not what you asked for.

The general shape most recommender systems share.

1

Candidate generation

Thousands of possible items retrieved from a far larger pool.

2

Prediction

A model scores each for the chance you click, watch, reply or share.

3

Weighting

Predictions combine into one score. The weights are the editorial policy.

4

Filtering

Policy demotions, duplicates and diversity constraints applied.

5

Ordering

The final list, personalised and re-ranked at the moment of request.

Publishers see the weights only through their outcomes. A weight change looks identical to an audience losing interest.