URL: https://stvp.stanford.edu/clips/expanding-reactions-on-facebook

Julie Zhuo describes how the expansion of one-tap reactions on Facebook resulted from surveys inquiring whether complaints about only being able to "like" posts was a real problem for users. According to Zhuo, Facebook's vice president of product design, her team found that users wanted to show a broader range of emotions, but with the same ease as the "like" button.

Transcript

   - For the people problem of not everything that I see in News Feed is likable, and I want to be able to express other emotions, we wanted to make sure this was actually a problem that many people faced and that the solution that we had would actually directly address it.. So, we looked at, we talked to a lot of users.. We had them go through their feeds and describe to us, for each story, what was their reaction, what were they feeling, sort of like a free flow, tell us what's going through their minds as they're going through their feeds.. And, a lot of times people would say, "Well, there should be more ways "for me to just say something, "because what I like about the like button "is that it's so simple.. "I don't have to go and comment and the keyboard comes up, "and I have to two-handedly type something.. "I like the fact that I can just, in one gesture, "kind of scroll things and then say that I like it.. "But, the only thing I can do is like, "and there's gotta be other ways "for me to express other emotions." We also looked at how are people using, how are people expressing that they don't like something today? And, we looked at the stickers that people are using and leaving as comments as well as the emoji, and what were kind of the most popular ones, for, how frequently were people just leaving a simple sticker or a simple emoji.. And, finally, we looked at, also, short comments.. So, we looked at how many comments were just one or two words, and all they expressed was awesome or that sucks, or a very, very short phrase that we felt we could encapsulate.. So, with all that, we decided, we looked at all that data, we looked at what were the most common emotions that people wanted to express, and we designed something that we felt was, sort of fulfilled that criteria of being really, really lightweight, so you can still do it with one hand, and one gesture..

   It's not like multiple taps.. And, we also, taking all of the data that we had gotten from what were the most common things that people, the common reactions that they had.. We built the reactions product.. And, so, you just scrub through, and we took the top, most, what we wanted to be universal reactions, and that's the options that you see in that tray...