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Twitter just open-sourced their algorithm.

Some initial takeaways:

- ◆ Your following to follower ratio matters.
- ◆ **@TwitterBlue** subscribers do get a boost in the algorithm.

Will keep adding more to this thread ■

1. Your following-to-follower ratio matters.

Twitter's "Tweepcred" PageRank algorithm reduces the page rank of users who have a low number of followers but a high number of followings.

Source ↓

<https://dub.sh/tweepcred>

2. It looks like **@TwitterBlue** subscribers do get a boost in the algorithm.

Source → <https://dub.sh/twitter-blue-algo> <https://t.co/qzZx8nW8d9>

```
88
89     object BlueVerifiedAuthorInNetworkMultiplierParam
90     extends FSboundedParam[Double](
91         name = "home_mixer_blue_verified_author_in_network_multiplier",
92         default = 4.0,
93         min = 0.0,
94         max = 100.0
95     )
96
97     object BlueVerifiedAuthorOutOfNetworkMultiplierParam
98     extends FSboundedParam[Double](
99         name = "home_mixer_blue_verified_author_out_of_network_multiplier",
100        default = 2.0,
101        min = 0.0,
102        max = 100.0
103    )
104
```

3. Twitter identified 4 different user groups to track & compare how often their tweets are being impressed to users:

- ◆ Power users
- ◆ Democrat users
- ◆ Republican users
- ◆ **@elonmusk**

Source → <https://dub.sh/twitter-user-groups> <https://t.co/BoUOYTrP5o>

```

224 (
225     "author_is_elon",
226     candidate =>
227         candidate
228             .getOrElse(AuthorIdFeature, None).contains(candidate.getOrElse(DDGStatsElonFeature, 0L)),
229     (
230         "author_is_power_user",
231         candidate =>
232             candidate
233                 .getOrElse(AuthorIdFeature, None)
234                 .exists(candidate.getOrElse(DDGStatsVitsFeature, Set.empty[Long]).contains)),
235     (
236         "author_is_democrat",
237         candidate =>
238             candidate
239                 .getOrElse(AuthorIdFeature, None)
240                 .exists(candidate.getOrElse(DDGStatsDemocratsFeature, Set.empty[Long]).contains)),
241     (
242         "author_is_republican",
243         candidate =>
244             candidate
245                 .getOrElse(AuthorIdFeature, None)
246                 .exists(candidate.getOrElse(DDGStatsRepublicansFeature, Set.empty[Long]).contains)),
247 )

```

**@elonmusk** 4. There are a few factors that determine if your tweet will appear on someone's "For You" tab, mainly, the probability the user will:

- ◆ like/RT your tweet
- ◆ click into your tweet & reply/stay there for >2 mins
- ◆ check out your profile ■

Source → <https://dub.sh/twitter-for-you>

5. Some negative feedback loops that will reduce your "reputation score" on Twitter:

- ◆ Getting blocked
- ◆ Getting muted
- ◆ Abuse reports
- ◆ Spam reports
- ◆ Unfollows (not as heavily penalized as the above 4 though)

Source → <https://dub.sh/negative-signals> <https://t.co/wg4QVTS1H9>

```

50
51 // read input datasets
52 val blocks: SCollection[InteractionGraphRawInput] =
53     GraphUtil.getFlockFeatures(
54         readSnapshot(FlockBlocksEdgesScalaDataset, sc),
55         FeatureName.NumBlocks,
56         endTs)
57
58 val mutes: SCollection[InteractionGraphRawInput] =
59     GraphUtil.getFlockFeatures(
60         readSnapshot(FlockMutesEdgesScalaDataset, sc),
61         FeatureName.NumMutes,
62         endTs)
63
64 val abuseReports: SCollection[InteractionGraphRawInput] =
65     GraphUtil.getFlockFeatures(
66         readSnapshot(FlockReportAsAbuseEdgesScalaDataset, sc),
67         FeatureName.NumReportAsAbuses,
68         endTs)
69
70 val spamReports: SCollection[InteractionGraphRawInput] =
71     GraphUtil.getFlockFeatures(
72         readSnapshot(FlockReportAsSpamEdgesScalaDataset, sc),
73         FeatureName.NumReportAsSpams,
74         endTs)
75
76 // we only keep unfollows in the past 90 days due to the huge size of this dataset,
77 // and to prevent permanent "shadow-banning" in the event of accidental unfollows.
78 // we treat unfollows as less critical than above 4 negative signals, since it deals more with
79 // interest than health typically, which might change over time.
80 val unfollows: SCollection[InteractionGraphRawInput] =
81     GraphUtil
82         .getSocialGraphFeatures(
83             readSnapshot(SocialGraphUnfollowsScalaDataset, sc),
84             FeatureName.NumUnfollows,
85             endTs)
86         .filter(_.age < 90)
87

```

6. To put these feedback loops in perspective:

A user clicking on your tweet staying there for >2 min is weighted 22x more than them just liking your tweet

If they click into your profile through your tweet & likes/replies to a tweet? 24x more than a like.

If they reply to... <https://twitter.com/i/web/status/1641912142814117894>

7. When needed, the government can intervene with the Twitter algorithm.

In fact, [@TwitterEng](#) even has a class for it – "GovernmentRequested"

Source → <https://dub.sh/twitter-gov-intervention> <https://t.co/YmavVJ8szi>

```
14
15
16 def apply(
17     softInterventionDisplayType: SoftInterventionDisplayType
18 ): urt.SoftInterventionDisplayType =
19     softInterventionDisplayType match {
20         case GetTheLatest => urt.SoftInterventionDisplayType.GetTheLatest
21         case StayInformed => urt.SoftInterventionDisplayType.StayInformed
22         case Misleading => urt.SoftInterventionDisplayType.Misleading
23         case GovernmentRequested => urt.SoftInterventionDisplayType.GovernmentRequested
24     }
```

8. Presidential elections is also another big part of the Twitter Algorithm.

It can:

◆ Recommend election candidates to follow: <https://dub.sh/twitter-gov-election>

◆ Suppress misinformation during Election events: <https://dub.sh/twitter-gov-election-msnfo>

<https://t.co/XKFCf9ZvnH>

```
186
187 @Provides
188 @Singleton
189 @Named(GuiceNamedConstants.ELECTION_CANDIDATES_FETCHER)
190 def electionCandidatesFetcher(stratoClient: Client): Fetcher[String, Unit, Seq[Long]] =
191     stratoClient.fetcher[String, Unit, Seq[Long]](ElectionCandidatesPath)
192
```

```
174 s.SafetyLabelType.MisinfoCovid19 -> Deprecated,
175 s.SafetyLabelType.MsnfoBrazilianElection -> Deprecated,
176 s.SafetyLabelType.MsnfoCovid19Vaccine -> Deprecated,
177 s.SafetyLabelType.MsnfoFrenchElection -> Deprecated,
178 s.SafetyLabelType.MsnfoPhilippineElection -> Deprecated,
179 s.SafetyLabelType.MsnfoUsElection -> Deprecated,
```

9. So far, I've scoured both the Twitter Algorithm repos but I still haven't found anything about the following:

◆ If a tweet containing a link will be ranked lower

◆ If bookmarking a tweet will boost its rankings

It looks like these are more myths than facts but I'll report... <https://twitter.com/i/web/status/1641994024121774081>

10. In the current light ranking model (Earlybird), tweets with images & videos seem to get a nice 2x boost →

<https://dub.sh/earlybird-media-boost>

However, this is an old model that Twitter is planning to rebuild completely, so things might change →

<https://dub.sh/earlybird> <https://t.co/hgZXR1xWz5>

```
35     selfTweetBoost = 2.0,  
36     tweetHasImageUrlBoost = 2.0,  
37     tweetHasVideoUrlBoost = 2.0,  
38     useUserLanguageInfo = true,
```